

---

Site Builder

# **User guide**

*Site Builder User Guide*

This document is subject to change without notice. Though every effort was made to ensure the accuracy of this publication, there can be no guarantee as to the accuracy of the printed material. This document is protected by copyright law and may not be reproduced, distributed, transmitted, displayed, published or broadcast without prior written permission. All trademarks and service marks contained in this document are the property of their respective owners.

Published September 2007

# Contents

---

## **Preface: About This Guide**

<b>Introduction</b> .....	<b>viii</b>
Intended Audience .....	viii
Version Information .....	viii

<b>Using Documentation</b> .....	<b>ix</b>
Contents of This Guide .....	ix
Related Documentation .....	ix

<b>Conventions</b> .....	<b>.x</b>
--------------------------	-----------

## **Chapter 1: Introduction**

<b>Planning Your Website</b> .....	<b>1-5</b>
Site Map .....	1-5
<b>Adding Content</b> .....	<b>1-6</b>
Templates and Designs .....	1-6
Multi-page or Quickstart Templates .....	1-6
Site Add-Ons .....	1-8

## **Chapter 2: Adding and Managing Content**

<b>Navigating in Site Builder</b> .....	<b>2-2</b>
---	------------

Getting Started . . . . .	2-2
Using the All My Sites Toolbar . . . . .	2-4
Using the Working Toolbar . . . . .	2-5
<b>Building a Site . . . . .</b>	<b>2-8</b>
Choosing a Template . . . . .	2-8
Naming the Site . . . . .	2-9
Choosing a Design . . . . .	2-11
Editing the Template Text . . . . .	2-11
Adding Your Own Content . . . . .	2-12
The Three P's – Preview, Publish, and Promote . . . . .	2-13
<b>Using Rich Text Editor (RTE) . . . . .</b>	<b>2-15</b>
RTE Toolbar . . . . .	2-15
Inserting Links . . . . .	2-19
Inserting Pictures . . . . .	2-19
Inserting and Editing Tables . . . . .	2-21
Editing HTML . . . . .	2-22
Inserting Custom Characters and Emoticons . . . . .	2-23
Spell Checker . . . . .	2-24
<b>Using the Picture Gallery . . . . .</b>	<b>2-25</b>
Creating Galleries and Uploading Pictures . . . . .	2-27
Simple Picture Upload . . . . .	2-27
Bulk Picture Upload . . . . .	2-28
Adding a Picture and Changing Settings . . . . .	2-29
Managing Galleries . . . . .	2-30
<b>Using Tables . . . . .</b>	<b>2-32</b>
Editing a Table . . . . .	2-33
Table Options . . . . .	2-34
Column Options . . . . .	2-35
Row Options . . . . .	2-36
Cell Options . . . . .	2-36
Editing Forms . . . . .	2-37
Adding Elements . . . . .	2-38
Form Examples . . . . .	2-39
<b>Using Site Add-Ons . . . . .</b>	<b>2-41</b>
<b>Managing Your Site . . . . .</b>	<b>2-46</b>
Managing Pages . . . . .	2-46
Managing the Navigation Bar . . . . .	2-47
Creating Submenus . . . . .	2-48
Managing Customer Access . . . . .	2-49
<b>Chapter 3: Advanced Topics</b>	
<b>Overview . . . . .</b>	<b>3-2</b>
Using the Get or Post Method . . . . .	3-2

Adding HTML or Javascript .....	3-3
Adding a Flash File .....	3-3
<b>Customizing a Design .....</b>	<b>3-5</b>
Accessing a Design .....	3-5
Example – Abstract Red Design .....	3-6
Example – Design_3012 .....	3-11
Resetting a Design .....	3-14

## About This Guide

This guide explains the features of SiteBuilder and how you can use it to easily and quickly create a website. The topics discussed in this guide include:

- Introduction to the features of SiteBuilder
- How to get started in SiteBuilder and use it to build your website
- Advanced topics such as including customizing a design

## Introduction

The *Site Builder User's Guide* describes the features of Site Builder and how to use it to create a website. It contains feature descriptions, examples, and procedures. Specifically, this guide describes:

- The key features of Site Builder
- The process you follow to create a website
- Some procedures for more complex features of Site Builder

## Intended Audience

This guide should be used by anyone who wants to create a website, or who needs to maintain a website already created in Site Builder.

To perform the procedures in this guide, you should be familiar with basic personal computer operation skills. No programming or software design skills are necessary.

## Using Documentation

This section outlines the structure of the *User's Guide* and explains other guides in the documentation set and their intended audiences.

### Contents of This Guide

This guide consists of four chapters. The following table describes each chapter.

Chapter	Description
Chapter 1, Introduction	Introduces the key features of Site Builder
Chapter 2, Adding and Managing Content	Describes how to get started in Site Builder, the process for building a website, and how to use specific features to build your website
Chapter 3, Advanced Topics	Describes advanced topics such as including your own HTML, Javascript, or Flash file, or how to customize a design

### Related Documentation

For more information, you can access the online Help at any time when you're using Site Builder. To access the online Help, just click **Help** on the toolbar.



## Conventions

Several text formatting conventions are used in this guide to make it easier to identify commands, keys, files, directories, properties, parameters and other items. The following table describes the typographical conventions used in this guide.

Formatting	Is used to designate...
<b>Bold Type</b>	The name of a menu, command, field, button, or link. For example: On the <b>File</b> menu, click <b>Open</b> .
<i>Italic Type</i>	A term being defined for the first time, the title of a guide or other document, or variable names.
Monospace	Text that should be entered <i>exactly as shown</i> (including punctuation) or examples of code. Here is an example of a command line: <pre># mkdir /somedir</pre>

# 1

## Introduction

So you want to create a website. Great! But what does that really mean, and how do you know where to start? This chapter explains some basic web concepts, and describes how Site Builder can help you reach your goal of creating your own website.

**This chapter contains the following topics:**

- Planning Your Website
- Adding Content
- Website Management

## Planning Your Website

So now that you know some basics about Web concepts, let's get started planning your site. Consider the following questions:

- What do you want to accomplish with your site? Is it simply to share information, or do you want to use it to drive sales to a business? Do you want to generate leads to your business by offering information about it on a website?
- What kind of information do you want to provide for visitors to your site?
- Do you want visitors to be able to send information back to you, or to post information on your site?

It might be a good idea at this point to get out a pencil and paper and jot down answers to these questions. Based on the answers, you can decide how many pages and how interactive you want your site to be. For example, for each type of information you want to provide, you can create a new page to accomplish that goal.

It's also a good idea to go to some of your favorite sites and note what you like or dislike about each site, then keep those things in mind as you plan your own site.

### Site Map

After you determine the goal of your site, you could make a sketch an informal site map, which is a list of pages and how they would link to each other. You should also include a brief description of what content you'll provide on each page.

## Adding Content

Site Builder's extensive features makes it easy to turn your plans for your site into a reality, and with very little effort. The whole point of Site Builder is to lead you through the steps of creating your site, with content-focused templates, designs, and extras such as easy-to-use forms and customizable photo galleries.

### Templates and Designs

*Templates* control the content, layout, and pages of your site, while *designs* control the graphics, fonts, colors, and general look and feel of your site. Unlike other website building tools, Site Builder separates the tasks of adding content from designing the look and feel of your site. What does this do for you?

- Provides publish-ready starter content without the need to think about design elements such as colors and fonts until later. Site Builder uses best practices to identify the content you need based on your site goals.
- You can offer the same content but with a different look and feel as design trends change, and with little effort.
- The combination of over 100 templates with over 300 designs provides for over 30,000 possible variations of websites.

### Multi-page or Quickstart Templates

Whether you know exactly what you want to offer on your site or you don't know where to start, Site Builder has templates to help you get started in either situation. Site Builder offers functionally-organized categories of templates that provide the content pages you'll most likely need based on your site goals. The following table describes the template categories and the types of templates or subcategories of templates you might find in each.

Template	Description
Recommended	Lists templates used for some of the most common sites, such as for accountant, restaurant, and merchant services

Template	Description
Other	<p>Offers functionally organized subcategories of templates such as:</p> <ul style="list-style-type: none"><li>• Most popular sites</li><li>• Personal sites</li><li>• Photo album sites</li><li>• Fan sites</li><li>• Especially for teens</li><li>• Greeting cards and special events</li></ul>
Business	<p>Offers the following subcategories of templates for businesses:</p> <ul style="list-style-type: none"><li>• Professional services</li><li>• Hospitality</li><li>• Building and manufacturing</li><li>• Shopping and sales</li><li>• Health and family</li></ul>
Organizations	<p>Contains templates you can use for different types of organizations. The following are some examples:</p> <ul style="list-style-type: none"><li>• About My Class</li><li>• Campaigning and Government</li><li>• Membership Organization</li><li>• Nonprofit Agency Site</li></ul>

## Site Add-Ons

Site Builder provides extra services, or add-ons, that you can add to your site to provide little extras to site visitors. These services are self-contained and don't require any programming – just select the add-on you want to use, then follow the steps to add it.

The following table describes some of the add-ons offered in Site Builder.

Add-On	Description
Forms	Forms allow visitors to interact with you by sending feedback, questions, e-mail addresses, or recommendations to other potential visitors to your site. Site Builder offers a gallery of best practice form styles that are easily customizable to suite your needs, and that don't require any complex set-up requirements such as determining character and field types. You can deploy a form in Site Builder with as little information and effort as entering a destination e-mail address.
Custom HTML	If you are familiar with HTML, you can add your own HTML to reference images, files, Javascript, media players, and plug-ins from any service provider. Site Builder makes it easy to add your own HTML by guiding you to the location selection. You only need to add the HTML.
Photo Gallery	You can add multiple galleries to store different types of photos. For example, you can create a separate photo gallery for family photos, and keep business photos and images in another gallery. This allows easy access to photos without having to scroll through multiple page to find the image you want. You can also set photo display characteristics once on an admin page and have those characteristics apply to all displayed photos, saving time and effort when adding photos.

# 2

## Adding and Managing Content

This chapter explains how to get started in Site Builder, and how to use some of the more powerful features for building and managing a website.

**This chapter contains the following topics:**

- Navigating in Site Builder
- Building a Site
- Using Rich Text Editor (RTE)
- Using the Picture Gallery
- Using Tables
- Using Site Add-Ons
- Managing Your Site

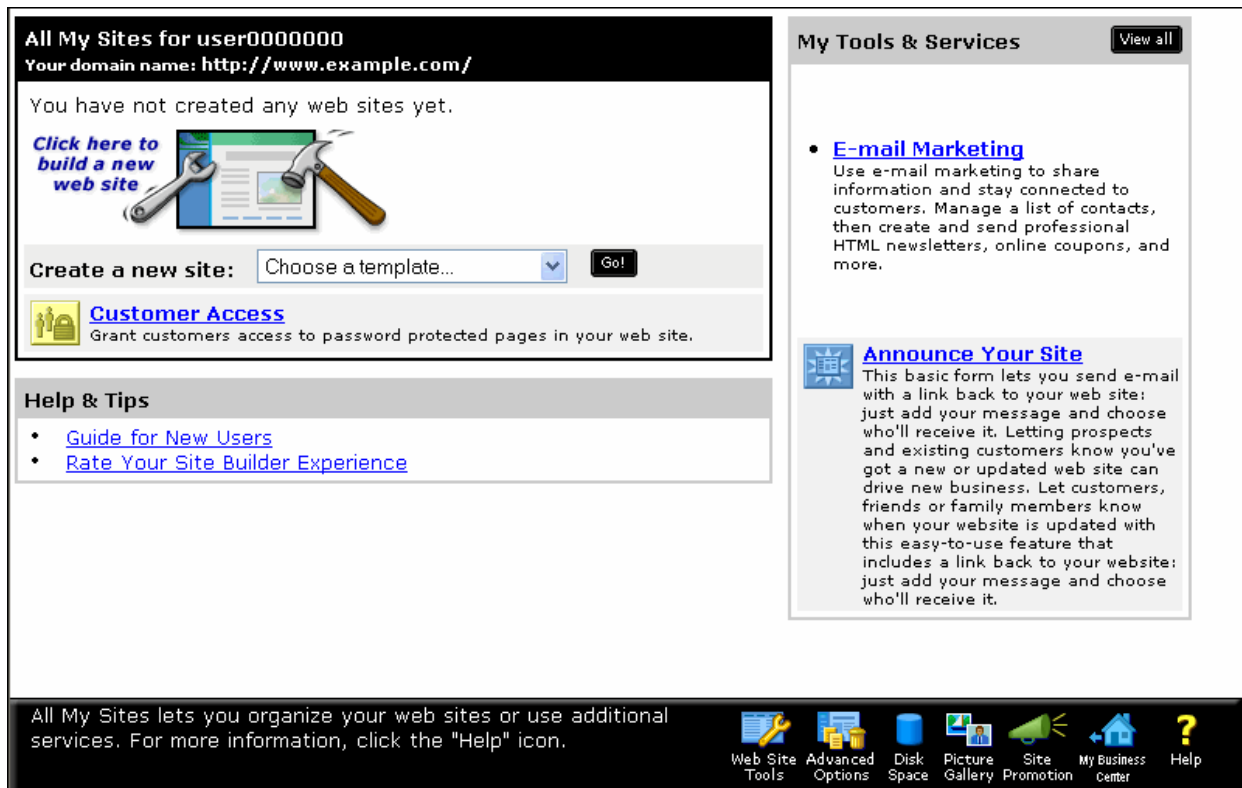
## Navigating in Site Builder

Site Builder is very easy to use, and needs only minimal user instruction. This section explains the key pages in Site Builder that you'll use to get started. Site Builder contains clearly written on-screen instructions and online help should you need more detailed information.

### Getting Started

Your web hosting provider will provide login instructions. To access Site Builder, enter your SiteBuilder username and password.

The first time you log in, the All My Sites area doesn't contain any sites.



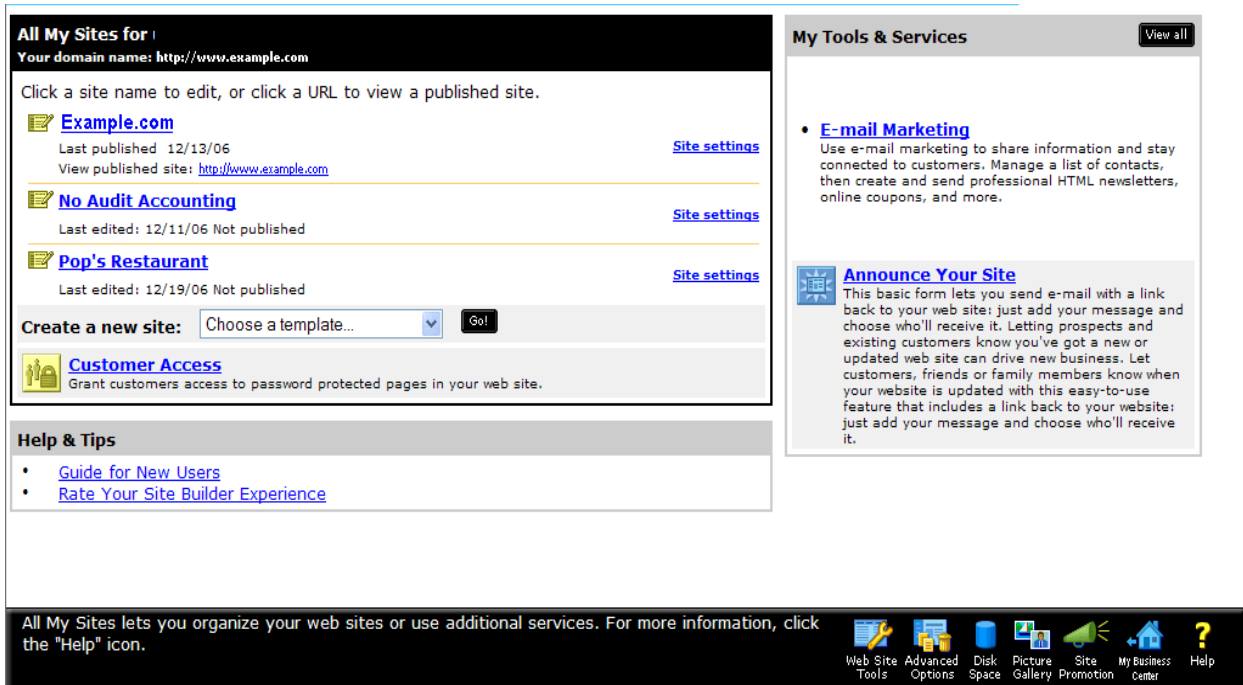
As you can see on the picture above, to get started:

- Click **Go!** to choose a template



More information about the process for building a site is offered later in this chapter in Building a Site on page 2-8. First let's go through the rest of the page and the toolbar.

After you create one or more sites, all of your sites are listed.



All My Sites is the launching point for all websites created using Site Builder. This page contains many links and buttons to access tools and products that will help you build and manage your website.

Based on the plan you purchased, you may or may not see some of the products discussed on the All My Sites page. Contact Customer Support for more information.

The following table describes the sections on All My Sites.

Section	Description
All My Sites	Contains all of the sites that you create, either published or unpublished. This is the starting point to creating a site, as you can select a template or select from a list of templates to start your site. After you've created a site, the site name is listed here. Click the name of a site to edit.

Section	Description
Help & Tips	<p>Provides links to the Guide for New Users, a tutorial introducing Site Builder, and a link for you to send feedback about what you like about Site Builder as well as make suggestions for improvements.</p> <p>You can also access help from any page in Site Builder by clicking <b>Help</b> in the toolbar.</p>
My Tools & Services	<p>Based on the plan you purchased, this section may look different. Product offerings in this area help you advertise your site and make it more likely to attract visitors.</p> <ul style="list-style-type: none"> <li>• <b>Announce Your Site</b> - Allows you to send an e-mail introducing or announcing an update to a website created in Site Builder. The e-mail includes a link to the site, and you can edit the scripted e-mail text to say whatever you choose.</li> </ul>

## Using the All My Sites Toolbar

The toolbar on All My Sites provides quick access to functions or services that help you build, enhance, and organize your websites.



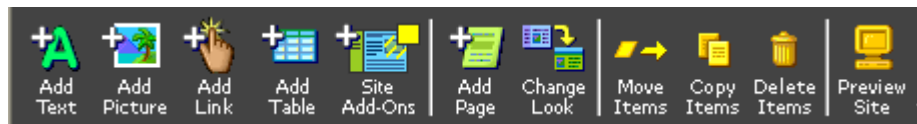
The following table describes the buttons on this toolbar.

Button	Description
Web Site Tools	Provides access to tools to manage and promote your website.

Button	Description
Advanced Options	Takes you to the Advanced Options tab in Web Site Tools, where you can unpublish, delete, or copy a website.  As a note on good practices, you should always make a site copy after you publish a website.
Disk Space	Takes you to the Account Management tab in Web Site Tools, where you can monitor the amount of disk space your website is currently using.
Picture Gallery	Lets you choose a gallery of pictures to manage.
Site Promotion	Takes you to the Site Promotion tab in Web Site Tools, where you can use the site promotion and eCommerce products to promote your website.
Help	Displays page-specific Help topics. Every page in Site Builder has a unique Help topic associated with it. When you are building your website and you have a question about the function you are working with, you can click the Help button at the corner of the page you are working in to display information to assist you in successfully completing the task at hand.

## Using the Working Toolbar

The toolbar that is displayed at the bottom of a site when you edit it is different from the toolbar displayed on All My Sites. This toolbar has more buttons used for editing, adding, and managing content. The following shows the left side of the toolbar



The following shows the right side of the toolbar.



The following table describes the buttons on this toolbar.

Button	Description
Add Text	Displays your site with prompts for areas where you can add more text. Clicking the prompt takes you a Rich Text Editor (RTE) you can use to add and format text.
Add Picture	Displays your site with prompts for areas where you can add pictures. Clicking the prompt takes you to the picture gallery where you can choose pictures or clipart from multiple galleries.
Add Link	Displays your site with prompts for areas where you can add links. Clicking the prompt lets you choose whether you want to add a link to one of the following: <ul style="list-style-type: none"> <li>• Another web page (URL)</li> <li>• A mail message</li> <li>• Another page on the site</li> </ul>
Add Table	Displays your site with prompts for areas where you can add a table. Clicking the prompt lets you choose to add a table from the table gallery, build your own table, or add a coupon or form.
Site Add-Ons	Displays your site with prompts for areas where you can add Site Add-On. Clicking the prompt lets you choose from several types of add-ons, including: <ul style="list-style-type: none"> <li>• Recommended</li> <li>• Business Tools</li> <li>• Site Extras</li> <li>• Multimedia</li> </ul>
Add Page	Provides a list of the types of pages you can add and lets you choose the properties, such as the title and navigation path, for it.
Change Look	Allows you to edit your design, change a new design, or change the layout of your site.
Move Items	Leads you through the steps to move items, such as text and pictures, to different positions on the site.
Copy Items	Leads you through the steps to copy items to different positions on the site.
Delete Items	Leads you through the steps to delete items from the site.
Preview Site	Shows you what the site will look like when you publish it. The preview site is displayed in a new browser window.

Button	Description
Publish to Web	If you have not published your site, leads you through the steps to publish it. If you've already published your site, republishes the latest version with any changes you made.
Promote Site	Allows you to use the E-Mail Marketing tool to promote your site.
Site Organizer	Allows you to perform site management duties, such as renaming, copying, or deleting a page on the site, changing the site navigation, or changing the design of a page on the site.
All My Sites	Takes you back to All My Sites.
Help	Displays page-specific Help topics.

## Building a Site

Now that you have the general idea of what Site Builder can do and how to get started, let's go through the stages of what you need to do to build a basic website.

Stage	Description
1 - Choose a template.	You can either choose a specific template, or choose from a list of templates organized by functional categories.
2 - Name the site.	Name the site and choose pages.
3 - Choose the site design.	You can either accept the suggested site design or choose one from Site Builder's gallery of designs.
4 - Edit the template text.	Templates come with default text that you should edit to be your own.
5 - Add content.	Add new text, pictures, link, or add-ons. This is the stage where you can really put your creative talents to work!
6 - Preview.	Preview the site. See what the site will look like after it's published.
7 - Publish.	Publish the site. Make the site accessible on the Web.
8 - Promote.	Promote the site. Let others know about your site.

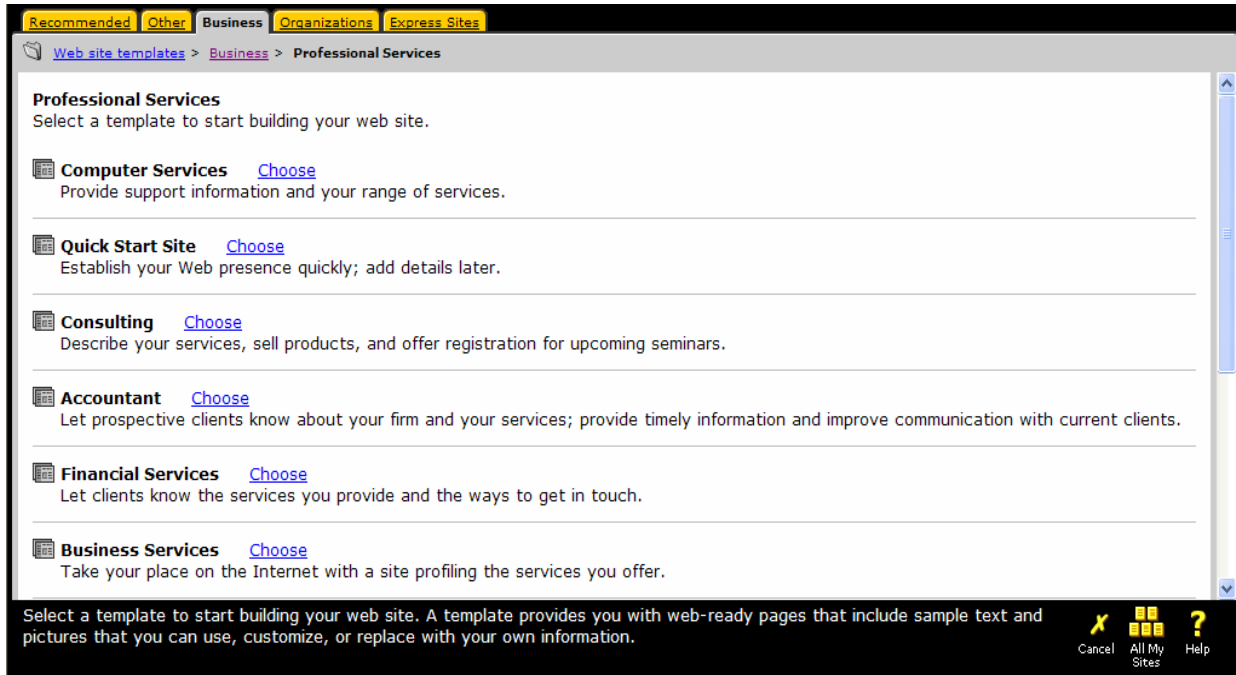
This is just the flow of creating a basic website. You're site may be more complex or even simpler. For details of how to do each task for each stage, see the online Help.

### Choosing a Template

As was stated in Chapter 1, Introduction, a template controls the content, layout, and pages of your site. Site Builder has over 100 templates to choose from, so rather than list all of them here, take a minute to explore the categories of templates in Site Builder. You'll see that they're are organized functionally, and most likely there is a template with starter content to fulfill your site needs.

Don't be alarmed or surprised to see that you can't see what the site will look like when you choose the template. Remember, you'll create the look and feel of your site when you choose your design. The template just helps you focus on the goal and required information for your site.

The following is an example of the templates in the Professional Services sub-category of the Business templates category.



## Naming the Site

After you choose your template, you'll see that Site Builder offers some suggestions for the name of your site and the types of pages that you should include, based on the type of template you chose. While the site name doesn't

have to be the same as the domain name, the two should be understandably connected. You can change any of this information, and should change the name and footer information to your own.

**Choose a web site name and pages**

1. **Type a name for your site**

Computer Services

2. **Add a footer** (Optional -- displays at the bottom of every page)

Computer Company \* Any Street \* Anytown \* US \*  
01234

3. **Choose pages for your site**

Your web site will include a home page and the pages that you select from the list below. Each page has some content that you can customize, or you can add your own content.

**Home**

Page 1  About Us

Page 2  Our Services

Page 3  Support

Page 4  Rentals/Leasing

Page 5  Rates

Page 6  Useful Tips

**Include a blog on your web site**

Blogs make it easy to publish whatever's on your mind, whenever an idea strikes. Blogs help small groups communicate in a way that is simpler and easier to follow than email or a discussion forum. [More info](#)

Check this box to include a blog in your site.

If you're very familiar with websites for the type of site you're creating, you can also change the types of pages to include, but the pages that are suggested are based on best practices in website design and are the logical pages to start with. You can change the title of any page, and the following list describes different titles for similar types of pages.

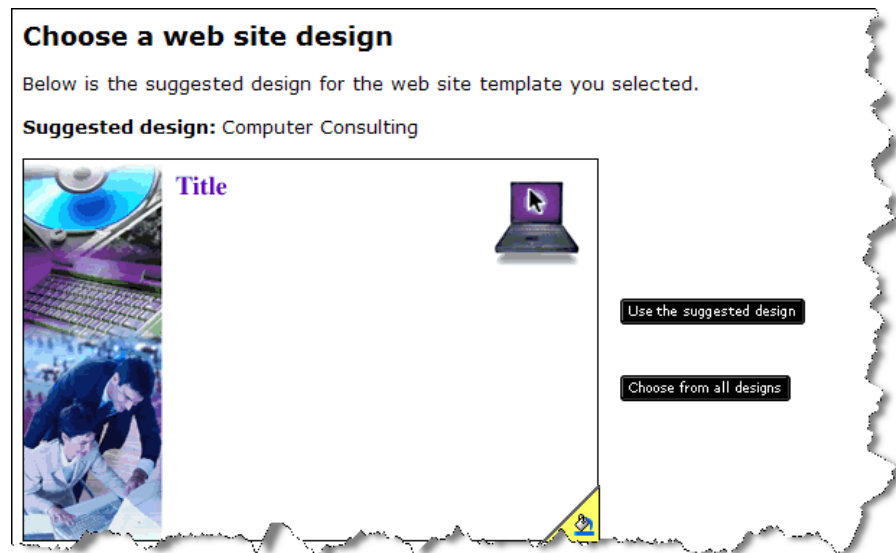
- About Us, Profile
- Portfolio, Products, Services
- Referrals, References, Testimonials, Clients, Clients and Testimonials
- FAQ, Ask the Expert, Questions and Answers
- Resources, Links and Resources
- News and Events, Upcoming Events and Specials, Parties and Functions, Speaking Engagements
- Jobs, Careers
- Location, Directions, Map
- Gift Certificates, Coupons
- Seminars, Classes, Workshops



## Choosing a Design

Designs control the graphics, fonts, colors, and general look and feel of your site. This is where your site really starts coming together and get a sense of what it will look like when it's published. Site Builder offers over 300 designs, so there's bound to be one that reflects your style.

You can either use the suggested design for your site or choose from the functionally-organized categories and sub-categories of designs offered by Site Builder. And you're never stuck with the same design after you've created your site; you can change a site design at any time.



## Editing the Template Text

Templates come with predefined content to help you get started and to give you an idea of what type of content you need to provide. You can change the predefined text to your own to better reflect your site goals, and should

definitely change the location and contact information to be your own. Editing the template text is as easy as clicking the edit button for each type of information you want to change.



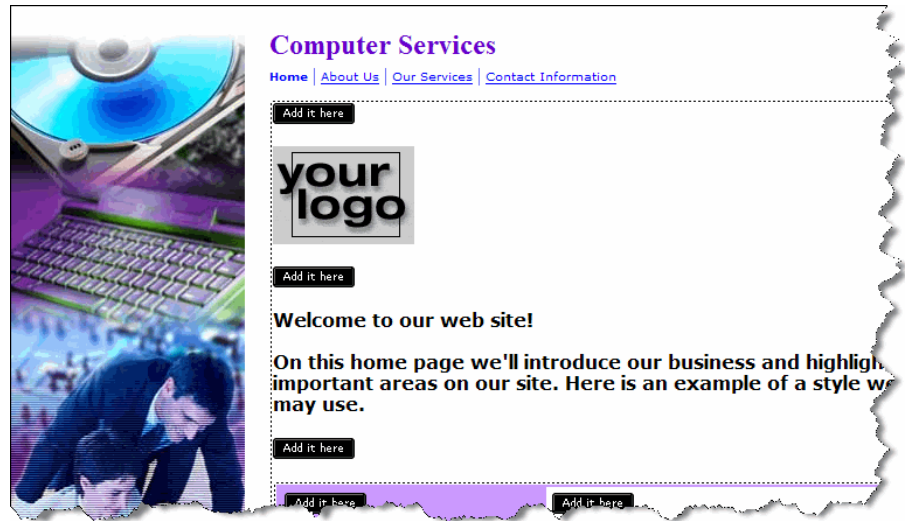
Site Builder has a Rich Text Editor (RTE) that makes it easy to edit text. For more information about using RTE, see Using Rich Text Editor (RTE) on page 2-15.

## Adding Your Own Content

At this point your site is in good enough shape that you can skip this stage if you want and go straight to previewing and publishing your site. Site Builder has ensured that the site has all the necessary components to be functional on the Web.

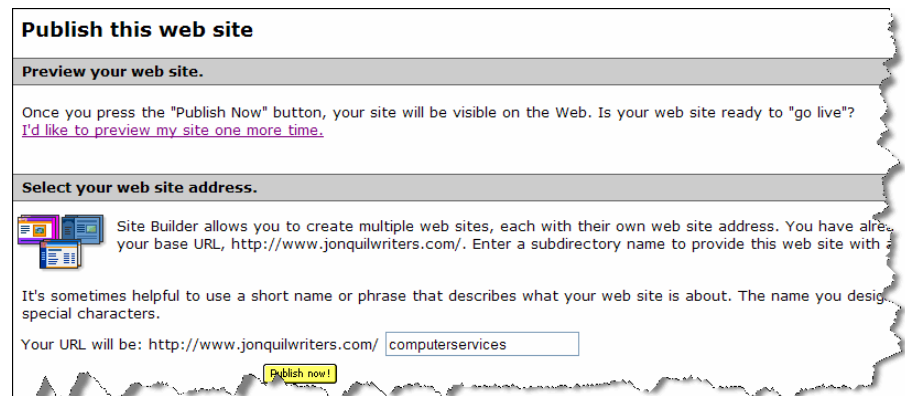
But, if you want to get creative and jazz up your site a little more, maybe add a little something special for site visitors, now is your chance. Using the working toolbar at the bottom of the page, you can add text, pictures, links, pages,

tables, and add-ons such as a dynamic news feed or a form. When you choose to add any of these elements, Site Builder shows you just where to add it and leads you through the steps to add it.



## The Three P's – Preview, Publish, and Promote

You've added everything you want and now you think you're ready to make your site available on the Web. It's always a good idea to preview your site first to see exactly what it will look like after it's published. The first time you publish your site, you have the option of previewing it then.



Also, the first time you publish your site, you'll see the domain name you selected when you ordered your plan displayed in Site Builder. This is your base URL, and all new sites you publish after this one will be in a subdirectory to your base URL. This should be a short descriptive name that can be used for marketing and e-mail purposes.

To promote your site, Site Builder uses Constant Contact® to facilitate an e-mail campaign to get the word out about your site. Soon everyone will know about your site!

## Inserting Links

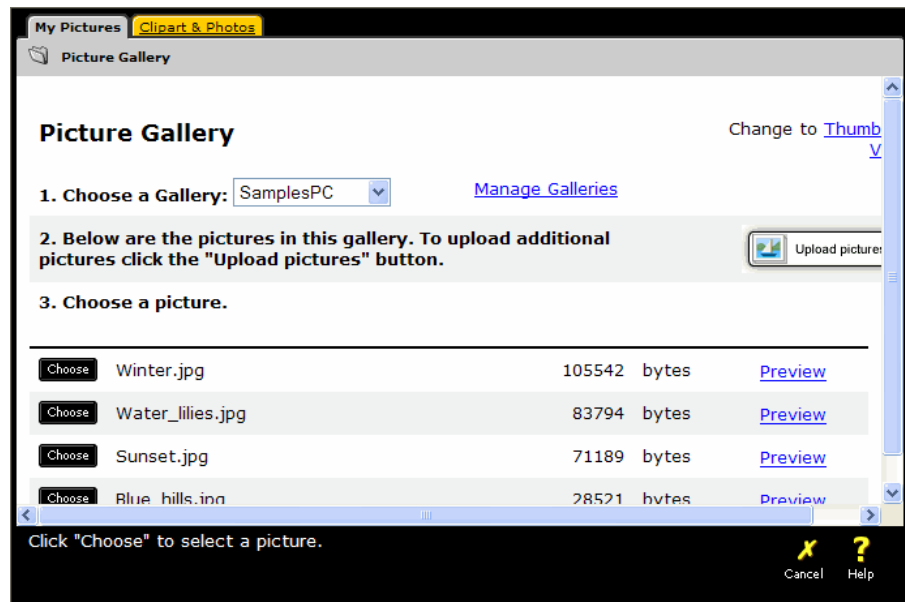


Insert Link displays the Add a Link page, which allows you to insert a link to an external web page (via URL), an e-mail address (mailto: reference), or a page in the Site Builder website.

## Inserting Pictures



Insert Picture displays the Picture Gallery page. You can select only one picture to insert.





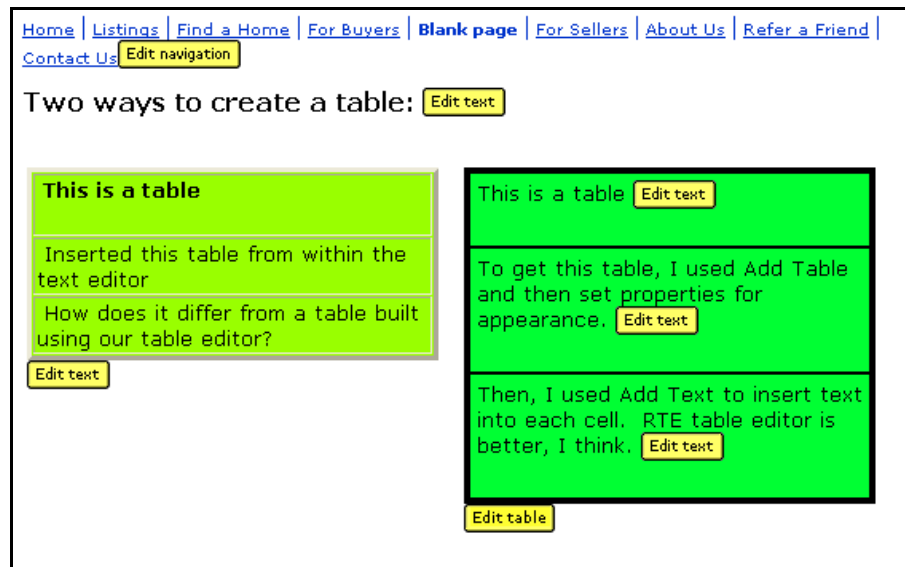
---

**NOTE:** You can add galleries of images and multiple images through the Picture Gallery. This section just explains how to use the RTE to add images. For more information about the Picture Gallery, see *Using the Picture Gallery* on page 2-25

---

## Inserting and Editing Tables

The RTE introduces an alternate way to create and edit tables. In many instances, it's much easier to create a table in RTE than to use the Add Table button provided on the toolbar.



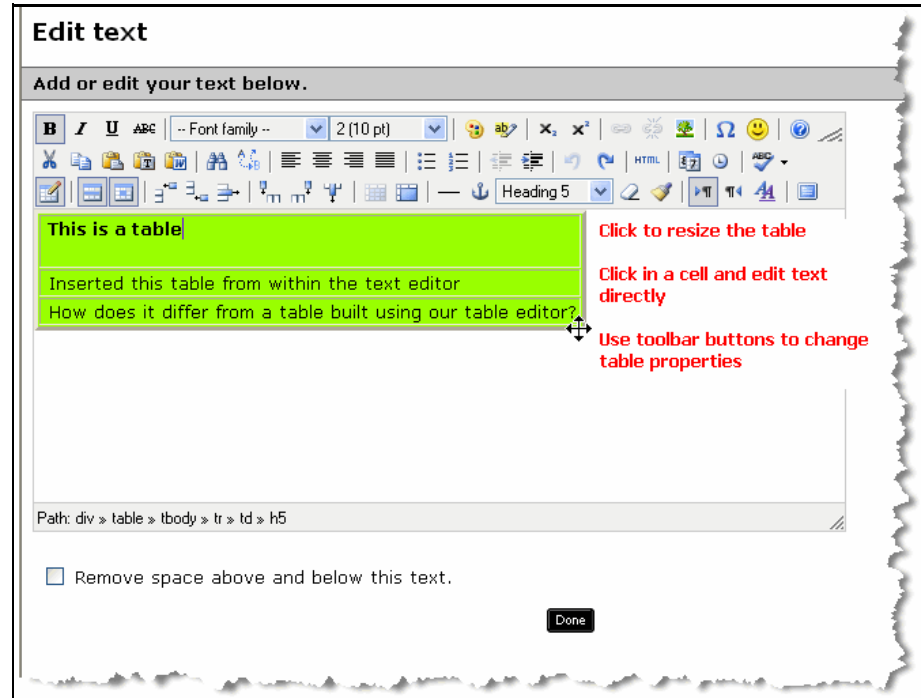
The screenshot shows a web page editor interface. At the top, there is a navigation menu with links: Home, Listings, Find a Home, For Buyers, Blank page, For Sellers, About Us, Refer a Friend, and Contact Us. Below the navigation is a yellow 'Edit navigation' button. The main content area has the heading 'Two ways to create a table:' followed by a yellow 'Edit text' button. There are two table examples:

- Left Table (Light Green):** A table with three rows. The first row contains the text 'This is a table'. The second row contains the text 'Inserted this table from within the text editor'. The third row contains the text 'How does it differ from a table built using our table editor?'. A yellow 'Edit text' button is located below the table.
- Right Table (Bright Green):** A table with three rows. The first row contains the text 'This is a table' followed by a yellow 'Edit text' button. The second row contains the text 'To get this table, I used Add Table and then set properties for appearance.' followed by a yellow 'Edit text' button. The third row contains the text 'Then, I used Add Text to insert text into each cell. RTE table editor is better, I think.' followed by a yellow 'Edit text' button. A yellow 'Edit table' button is located below the table.



To insert a table, click **Insert Table** and define the table properties. Then, click **Insert**.

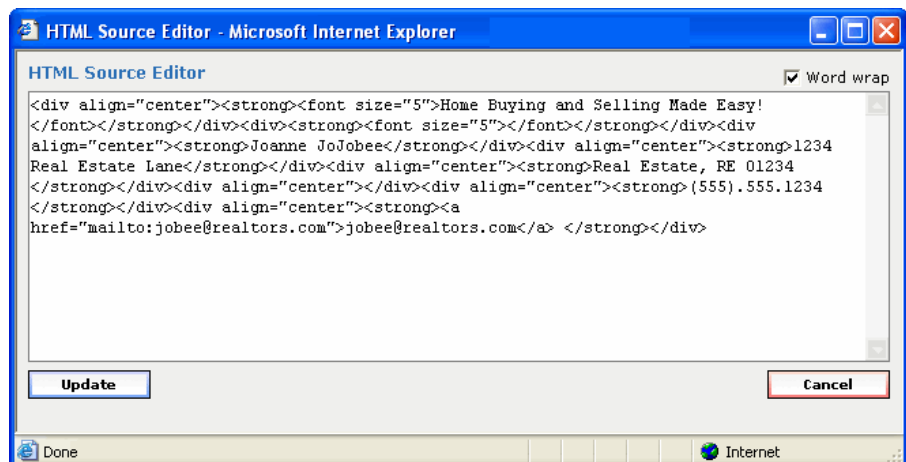
With the RTE, you can edit formatting, text content, sizing, and table rows and columns from within the editor. Site Builder separates table layout from content.



## Editing HTML



Edit HTML displays the HTML Source Editor. You can view the HTML coding behind the text and edit it. Editing in HTML is for advanced users who are familiar with HTML.

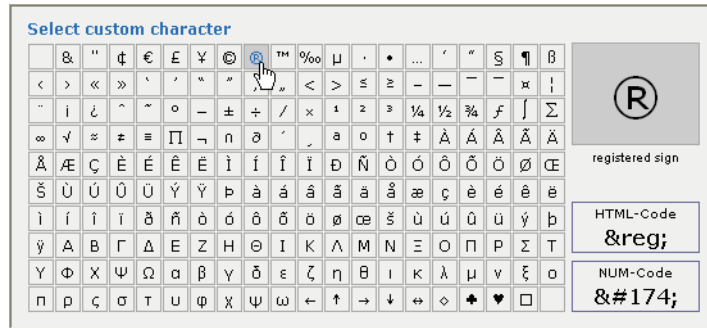




## Inserting Custom Characters and Emoticons



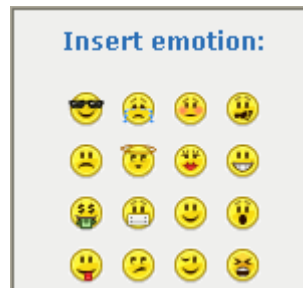
Insert Custom Characters displays the list of custom characters you can insert.



Move the mouse over a character to see a preview and the associated HTML coding. Click a character to insert it in the text block at the insertion point.



Insert Emoticons displays the list of emoticons you can insert.



Click an emoticon to insert it in the text box at the insertion point.

## Spell Checker



Spell Check toggles the spell checker (“on” to scan for errors, “off” to hide spelling errors). The spell checker scans all the text and highlights misspelled words. If does not find duplicate words, for example, “and and”.

**Edit text**

Add or edit your text below.

If your name ends with:

- A-D - bring a maain dish
- E-H - bring a salaad
- I-M - bring a Jell-O casserole
- N-R - bring dessert
- S-Z - bring soda and

Path: ul » li

Remove space above and below this text.

Done

Misspellings are highlighted (red underline)

Left-click a highlighted word to display suggested corrections

---

**NOTE:** The spell checker is for the English language only.

---

## Using the Picture Gallery

The Picture Gallery allows you to:

- Group pictures by galleries
- Upload pictures individually and in bulk
- Delete or choose pictures
- Move pictures between different galleries
- Rename galleries that you create
- Make all images in a gallery available to visitors through an RSS feed

The Picture Gallery not only stores images that you upload, but it also contains over 5000 clipart images and photos in an online images gallery. You can edit and enhance these images the same way you would your own uploaded images.

Before you add a picture to a page on your website, you must upload the image to Site Builder's Picture Gallery. To upload an image is to copy that image from your personal computer to your online Site Builder account where your website images are stored.

The following example shows the Picture Gallery page in Site Builder and identifies some key features.



- 1 Numbered steps provide improved guidance to users.
- 2 Uploaded pictures are grouped into galleries. You can select in which gallery to store a picture being uploaded. You can also create a new gallery as part of the upload process and publish an entire gallery.
- 3 Manage a gallery – delete an entire gallery, add pictures to an existing gallery, create a new gallery.
- 4 Bulk upload – upload multiple images at one time.
- 5 Administer images – delete pictures or move pictures to another gallery. You can also choose more than one picture – all will be added to the web page.
- 6 Text or thumbnail display, with the ability to select multiple images, helps save time when selecting images.
- 7 You can view the URL where the picture gallery is available as an RSS feed.

To access the Picture Gallery, click **Picture Gallery** on the All My Sites toolbar or **Add Picture** on the working toolbar.

## Creating Galleries and Uploading Pictures

Site Builder is delivered with two galleries:

- **General** – The top-level gallery
- **Website Assets** – A sub-level gallery within the **General** gallery. You can use this gallery to separate your website images, such as buttons, navigations bars, and so on, from other pictures you upload. This gallery starts with no content, but it's a helpful placeholder to help separate things used in building the site from personal images and pictures.

You can create other galleries for other groups of pictures; for example, if you want a gallery of pictures for your vacation to Italy, you can create a gallery named ItalyVacation.

After you upload pictures, Site Builder creates an assortment of sizes to use on your site – thumbnail, small, medium, large, and wide – and you don't have to resize the core file to use any of them.

If you only want to upload pictures to an existing gallery, follow the same procedure, but don't enter a new gallery name – in the **Galleries** list, select the gallery to which you want up upload pictures.

### Simple Picture Upload

When you upload pictures, you can indicate in which gallery to save them, either an existing gallery or a new gallery that you create at that time. If you want to create a new gallery for later use, and don't have any pictures to upload into it yet, you can do that through the Gallery Administration page. For more information, see Managing Galleries on page 2-30.

#### To create a new gallery and upload pictures:

- 1 On the toolbar, click **Add Picture**.
- 2 On the web page, click **Add It Here**.
- 3 On the Picture Gallery page, click **Simple Picture Upload**.
- 4 On the Upload Images page, enter the new gallery name.

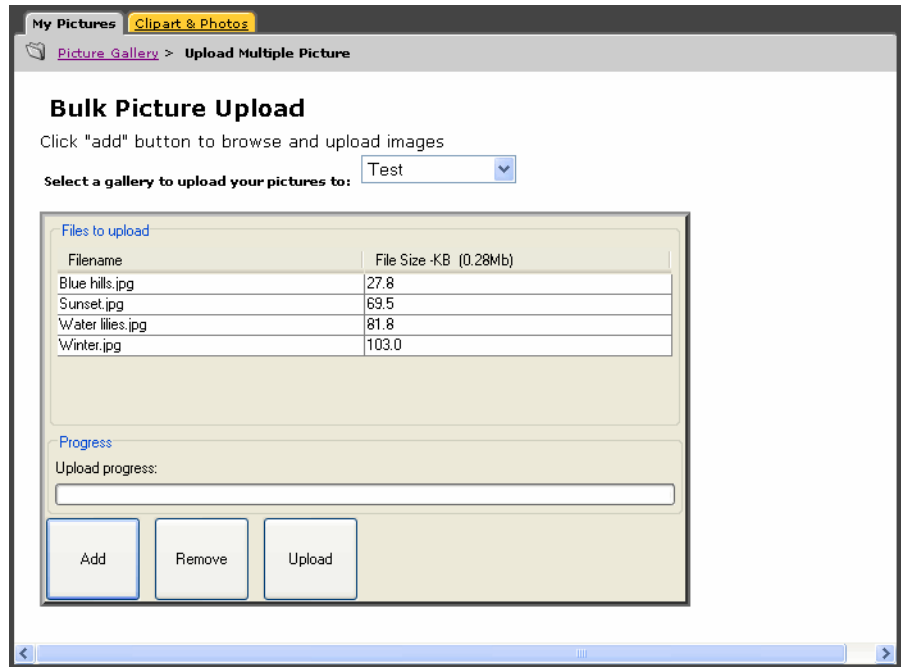


- 5 After selecting the images to upload, click **Done**.

The Picture Gallery is displayed again, and the gallery you created is selected.

## Bulk Picture Upload

If you have many pictures to upload, use the Bulk Picture Upload utility. Bulk Picture upload lets you browse and copy files from your computer to your gallery.



### To upload pictures in bulk:

- 1 On the toolbar, click **Add Picture**.
- 2 On the web page, click **Add It Here**.
- 3 On the Picture Gallery page, click **Bulk Picture Upload**.
- 4 On the Bulk Picture Upload page, click **Add**.
- 5 On the Site Builder Image Uploader, browse to the images you want to upload, select them, and then click **Open**.

The Bulk Image Upload page is displayed again with the images you selected.

- 6 Click **Upload**. The progress bar shows the progress of the upload.

## Adding a Picture and Changing Settings

It's easy to add a picture to a page in Site Builder. When you add a picture, you can change picture settings such as size, alignment, the title and caption, and whether to frame the picture or make it a link. You can also go back and change these settings after you add the picture.

The following table describes the picture settings.

Setting	Description
Size	Select the size in which to display the image. You can either select by a specific number of pixels or the actual size. The thumbnail and clicked size are preset by default.
Alignment	Select how to align the picture with the paragraph of text that follows the picture.
Title and Caption	Enter a title, capture, and ALT text to display if visitors to your site have disabled images in their browser.
Frame	Select a frame style for the picture.
Linking	Select whether to make this picture a link, and if so, select or enter where the link should go when clicked.

**NOTE:** You're not editing the physical image file; you're changing how the image is displayed on the website page.

### To add a picture:

- 1 On the toolbar, click **Add Picture**.
- 2 On the web page, click **Add It Here**.
- 3 On the Picture Gallery page, select the gallery containing the picture you want to add.
- 4 Select the picture you want to add from the gallery.
- 5 Click **Choose Picture**.
- 6 On the Add Picture page, click **Done**, or change the picture settings.

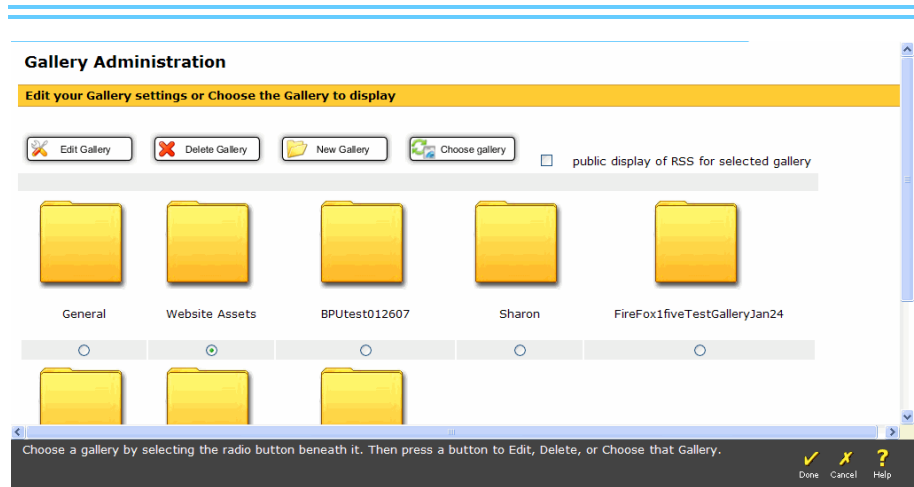
The web page is displayed with the picture you added.

## Managing Galleries

The Gallery Administration page allows you to view and change an existing gallery, create a new gallery, delete a gallery, choose it to be included on a web page, or choose to offer the picture gallery to visitors through an RSS feed.

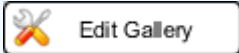

You can access the Gallery Administration page by clicking **Manage Galleries** on the Picture Gallery page, or by adding a photo gallery through Site Add-Ons. For more information about Site Add-Ons, see Using Site Add-Ons on page 2-41.

**NOTE:** The RSS feed option is only available when you use the Add a Photo Gallery Site Add-On. When you add pictures to a website using the Add a Photo Gallery Site Add-On, all of the images in the gallery are displayed.


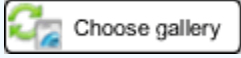


You can also rename any gallery except General and Website Assets on the Gallery Administration page – just click the gallery name and enter a new name.

The following table summaries how you can manage galleries.

When you select a gallery and click...	Then...	Where you can...
	the Picture Gallery page is displayed	Select pictures to delete or move to a different gallery.
	a warning message is displayed	Click <b>OK</b> to delete the entire gallery and all of its pictures, or click <b>Cancel</b> .



When you select a gallery and click...	Then...	Where you can...
	the Upload Pictures page is displayed	Enter a new gallery name and click <b>Done</b> . This is the only way to create an empty gallery for later use.
	the Picture Gallery page is displayed	Select pictures to insert into your page, delete, or move to a different gallery.

## Using Tables

Tables add a professional look to product listings, data, and images displayed on your site. Tables are used for various purposes; for example, forms, such as website surveys, information requests, and online comment cards are actually a type of table.

You can also use tables to create more content zones on a page. For example, you can add a three-column table, then hide the table cells and borders so it blends in with the base site color. This would give the illusion of a three-column layout, when it's actually just a three-column table inserted into the page layout.

---

**NOTE:** *You should be very familiar and comfortable with tables if you plan to use tables for additional content zones.*

---

You can add tables using the Site Builder table facility or the RTE. For more information about adding tables using the RTE, see Using Rich Text Editor (RTE) on page 2-15.

When you access the Site Builder table feature, you can choose from the following tabs to start building your table or form.

Tab	Description
Table Gallery	Contains several table styles to choose from. You can change the text, pictures, color, and borders after you add the table.
Build Your Own Table	For savvy users who are familiar with building tables, you can build you own table specifying the number of columns and rows, borders, cell padding, width, text settings, and printing options. Add content after you add the table.
Form Builder	Contains several types of forms to choose from, such as e-mail, comment, and website survey. Change and add form elements and change colors after you add the form.

If you purchased a plan that includes E-store Builder or MIVA Merchant, you can also create coupons by using the Create Coupon tab. This tab contains several styles of coupons to choose from. Change the text, pictures, and colors after you add the coupon.

**To add a table:**

- 1 On the toolbar, click **Add Table**.
- 2 On the page, click **Add It Here** to indicate where the table should be inserted.
- 3 On the Add Table page, click the tab that has the table you want to add.
- 4 Scroll to the table, and then click **Add**.

## Editing a Table

Site Builder has a powerful and comprehensive table editing feature. You can change the properties for each cell, row, and column, or for the entire table. To access the table editing features, click **Edit Table** at the bottom of the table.

Clicking **Edit Text** for any element of the table brings you to the RTE. For more information on using the RTE, see Using Rich Text Editor (RTE) on page 2-15.

The following is an example of the Edit Table page.






Although this page looks quite complex, you can edit individual properties or entire table properties very easily. The following pages describe the properties you can edit for each section of a table.

## Table Options

The top of the Edit Table page has several links, such as **Border**, **Table Width**, and **Text Settings**. Each link corresponds to a section at the bottom of the page. The following table describes the properties you can edit for each link.

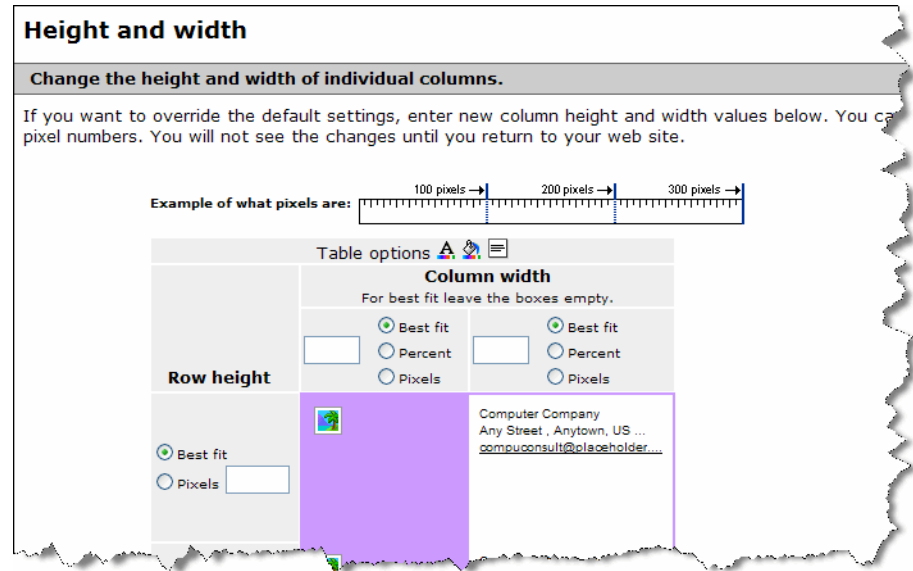
Property	Description
Table border	Select the width of the border around the table. You can also select another color for the border.
Cell padding	Select the space, in pixels, between the table border and the contents of cells aligned with the table border.
Cell border	Select <b>Cell Border</b> to add grid lines between the table cells. You can also select another color for the cell border.
Table background color	Select a background color for the entire table.
Table width	Select either <b>Percent</b> or <b>Pixels</b> for the unit of measure, and then enter the width for the table.
Printer friendly version	Select whether to show a print option, and if so, the format for it: <ul style="list-style-type: none"> <li>• Printer friendly</li> <li>• Print this</li> <li>• Display text, such as Show a print version</li> </ul>
Text settings	Select the text font, style, and size. These settings override any other text settings that have already been set.

On the graphical section of the Edit Table page, the table is divided into several sections. The properties in the **Table Options** section apply to the entire table. The following table describes the properties you can edit in the **Table Options** section.

Property	Icon	Description
Table text color		Displays the Text Color page, where you can choose a color for the table text, or enter an HTML color value.
Table background color		Displays the Background Color page, where you can choose a color for the table background, or enter an HTML color value.
Table alignment		Displays the Cell Alignment page, where you can select the alignment for all of the cells in the table.







## Column Options


The **Column Options** section contains two buttons for changing the number of columns and the width of each column. If you click **Add Column**, Site Builder adds a column to the right of the last column in the table. If you click **Set Column Widths**, the Height and Width page is displayed.



Change the width of a column by entering specific pixels or a percentage of the table, and then click **Done**.

The properties in the **Column Options** section apply to each column. The following table describes the properties you can edit in the **Column Options** section.

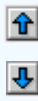





Property	Icon	Description
Move column left or right	 	Moves the entire column to the left or right.
Copy column		Copies the entire column to the immediate right.
Delete column		Deletes the entire column from the table.
Column text color		Displays the Text Color page, where you can choose a color for the column text, or enter an HTML color value.
Column background color		Displays the Background Color page, where you can choose a color for the column background, or enter an HTML color value.

Property	Icon	Description
Column alignment		Displays the Cell Alignment page, where you can select the alignment for all of the cells in the column.

## Row Options


The **Row Options** section contains a button for changing the number of rows. If you click **Add Row**, Site Builder adds a row to the bottom of the table.






The properties in the **Row Options** section apply to the each row. The following table describes the properties you can edit in the **Row Options** section.

Property	Icon	Description
Move row up or down		Moves the entire row up or down.
Copy row		Copies the entire row to the immediate bottom.
Delete row		Deletes the entire row from the table.
Row text color		Displays the Text Color page, where you can choose a color for the row text, or enter an HTML color value.
Row background color		Displays the Background Color page, where you can choose a color for the row background, or enter an HTML color value.
Row alignment		Displays the Cell Alignment page, where you can select the alignment for all of the cells in the row.

## Cell Options

The cell options aren't labeled with a section title in the graphical section of the Edit Table page, but you can change properties for each cell in the table. The following table describes the properties you can edit for each cell in the table.

Property	Icon	Description
Cell text color		Displays the Text Color page, where you can choose a color for the cell text, or enter an HTML color value.

Property	Icon	Description
Cell background color		Displays the Background Color page, where you can choose a color for the cell background, or enter an HTML color value.
Cell background image		Displays the Picture Gallery page, where you can choose the background image for the cell.
Cell alignment		Displays the Cell Alignment page, where you can select the alignment for the cell.
Merge cell right or down		Merges the cell with the cell to the immediate right or down.
Unmerge cells		Returns the cells to their original position.

## Editing Forms

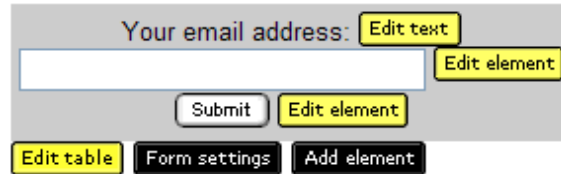
Forms are invaluable as interactive lead-generating tools. Site Builder offers the following standard types of forms.

Form	Description
E-mail	Lets visitors to provide their e-mail address to you.
Comment	Lets visitors to send you comments about your website.
Information request	Lets visitors to request information about your products or services.
Web site survey	Lets visitors to provide targeted information about the usability of your website.
Customer request	Lets potential customers to provide their contact information to you.
Visitor poll	Lets you customize the list of questions to your visitors.

You can also create your own form from scratch.

After you select the type of form you want to add, you can the table that makes the form, the text and the elements of the form. When you click **Edit Text** to edit form text, the RTE is displayed. For more information about using the RTE, see Using Rich Text Editor (RTE) on page 2-15.

To edit elements such as buttons and entry fields, click **Edit Element**. For example, in the following form input field, you can edit the element to validate for the e-mail address.



Edit element	
Change the single line text box settings, then click the "Done" button.	
Name:	email * Required <small>This will not display on your web site. No spaces allowed.</small>
Validation:	Choose if visitors are required to complete this field, or if we should validate for mail address. <input type="checkbox"/> Required to fill in <input type="checkbox"/> Validate for email address
Initial value:	<input type="text"/> <small>To have text display in this field automatically, enter that text above. Example: Boston</small>
Width:	We recommend you limit the width to 60 to ensure it fits on the page. <input type="text" value="30"/>
Max characters:	This will limit the number of characters visitors can add. <input type="text" value="100"/>
Password:	This will conceal the characters entered as asterisks. <input type="checkbox"/> Conceal characters
HTML mode:	To edit the field tag in HTML mode or to add additional parameters, click the "Edit HTML" button.

You can also edit the form settings, which are the original settings used to create the form.

## Adding Elements

When you add any type of form, you can add elements. If you create a form from scratch, Site Builder inserts a simple table and you can edit the table, the text, and add elements. To add an element to a form, click **Add Element**, and then click **Add It Here** where you want to add the element. You can add the following types of elements.

Element	Description
Single-line text box	A single line of text, useful for collecting a name, e-mail address, or other short text.
Multi-line text box	A text box with a set width and height, useful for collecting more lengthy information such as comments.
Selection list	A list of limited choices from which users can choose. You can also indicate whether to allow multiple list box selections, and the order in which to display the choices in the list.



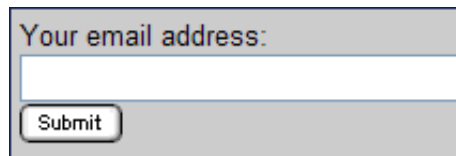
Element	Description
Checkbox	Useful for selecting more than one option. When offering more than one checkbox to allow multiple options, you must create each checkbox separately. For example, if you want to offer checkboxes for Referral, Advertisement, or Cold Call, you must add a checkbox element for each choice.
Radio button	Useful for limiting visitors to only one choice from many choices. As with checkboxes, you must add a radio button element for each choice. Use the Name field when adding the radio button to group the radio buttons together.

All forms come with at least one Submit and one Reset button, but when you add elements, you can add more Submit and Reset buttons.

### Form Examples

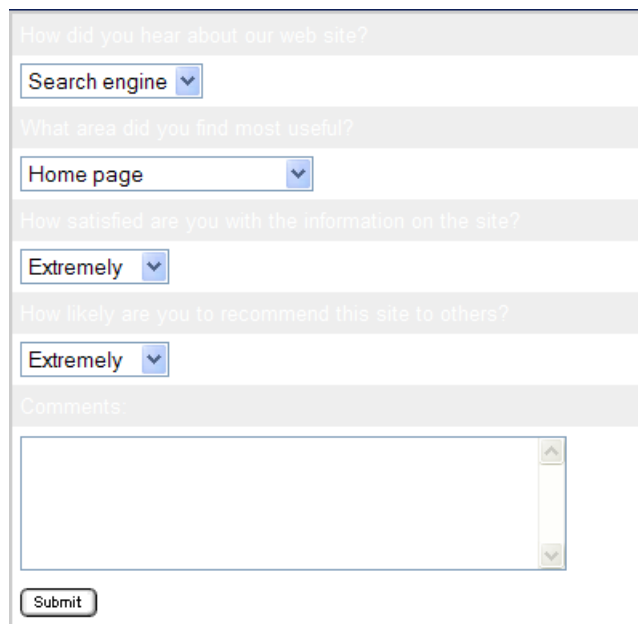
The following are examples of some commonly used forms.

#### E-Mail Form



The screenshot shows a simple form with a label "Your email address:" above a text input field. Below the input field is a "Submit" button.

#### Website Survey



The screenshot shows a multi-question survey form. It includes four dropdown menus with the following questions and selected values:
 

- Question: "How did you hear about our web site?" Selected: "Search engine"
- Question: "What area did you find most useful?" Selected: "Home page"
- Question: "How satisfied are you with the information on the site?" Selected: "Extremely"
- Question: "How likely are you to recommend this site to others?" Selected: "Extremely"

 Below the dropdowns is a "Comments:" label followed by a large text area with a vertical scrollbar. At the bottom of the form is a "Submit" button.

Customer Request  
Form

<b>Your contact information:</b>	
Full name:	<input type="text"/>
Email address:	<input type="text"/>
Telephone number:	<input type="text"/>
<b>Your interests:</b>	
Send info about:	<input type="text" value="Product A"/> ▾
Comments:	<input type="text"/>
<b>Refer a friend:</b>	
Contact information:	<input type="text"/>
<input type="button" value="Submit"/>	

## Using Site Add-Ons

Site Add-Ons are building blocks you can use to:

- Provide value for your visitors
- Make money
- Add to your website’s professional appearance
- Make your site more interactive
- Add fun options to your site

Some Site Add-Ons automatically create for you with the click of a few buttons what might take you hours to do by adding complicated HTML code to your website. Others help you set up partnerships with the Web servers of other companies who have advanced features that you can add to your site, such as driving directions, weather, or news.

Site Add-Ons are found on functionally-organized tabs in Site Builder:

- Recommended – Contains the Site Add-Ons that are most frequently used and recommended to be on your site to add value.
- Business Tools – Contains Site Add-Ons specially selected for business use.
- Site Extras – Contains Site Add-Ons that provide a little something extra for visitors, but aren’t considered as must-be-there features for your site.
- Multimedia – Contains Site Add-Ons that provide some type of interactive media for visitors.

Some Site Add-Ons are offered on more than one tab, as they may fall into more than one category. The following table describes each Site Add-On and where you can find it.

Site Add-On	Description	Tab
Add a Photo Gallery	Select a gallery to automatically include thumbnails of all pictures on a single web page. Visitors to your website can click a thumbnail to see a larger version of your picture. You can also make all of the images in a selected gallery available to visitors through an RSS feed.  When you add pictures using this Site Add-On, all of the images in the gallery you selected are displayed.	Recommended Site Extras Multimedia

Site Add-On	Description	Tab
Add a Site Map	Optimize a site for search engine “spidering” and improve your site’s effectiveness in returning results with a site map. This add-on generates a map of text links to all pages on your site’s navigation bar. You can add a site map to any web page; Site Builder automatically generates the site map, based on the navigation bar.	Recommended Business Tools Site Extras
Add Your Own HTML	Insert your own HTML into your site with counters and reports provided by your hosting company, and with any other special features for which you have HTML code. This add-on is for advanced users who are familiar with HTML.	Recommended Site Extras Multimedia
Add an RSS feed to your site	Enter, display, and publish raw RSS feeds derived from any content provider of your choice.  This is more customizable than the feeds provided by Moreover, as Moreover restricts you to a selected set of RSS sites.	Recommended Business Tools Multimedia
Easy Forms Builder	Create and add custom forms to your site. Select a form template and then change the text boxes according to your needs. When visitors complete a form, you will receive e-mail messages with the submitted information.	Recommended Business Tools
Recommend This Site	Give visitors to your site an easy way to tell people about your site. The Recommend This Site add-on is represented by a postal letter button. When visitors click the button, an e-mail form opens, allowing them to list the e-mail addresses of everyone they want to tell about your site. When the form is submitted, an e-mail message with a link to your site is sent to everyone on that list.	Recommended Business Tools
Add a Map to your web site	Display a map of a location within the United States on your site. After providing the location address, you have the option to provide only a map of the destination, or a map with driving directions to your location. If you choose to provide driving directions, when you publish your site, visitors can enter the starting address and get door-to-door directions.  There are two tiers of maps, depending on the plan you purchased: <ul style="list-style-type: none"> <li>● Hosted by Microsoft (free) – Links to Microsoft MapPoint</li> <li>● Integrated into the site (for a fee)</li> </ul> For more information about the type of plan you have, see your sales representative.	Recommended Business Tools
Page Counter	Set up a counter to tell you how many times your site has been visited. You can set the current value of the counter to any number you want, so you don’t have to start at one, but the counter will not go over nine digits. You can choose from a variety of counter styles.	Recommended Site Extras

Site Add-On	Description	Tab
Weather Viewer	Enhance your site with real-time information from Weather.com about the subject that everyone is interested in. Display current weather information directly on your site for the city of your choice. Choose from a broad range of graphical selections - each with links to related maps, weather headlines, and extended forecasts. Registration is required.	Recommended Site Extras
Site Search	Place a search box on your site so visitors can search either your website or the Web for content. This gives your site more visibility.	Business Tools Site Extras
People Search	Find classmates, former co-workers, family, and friends using this Site Add-On powered by Reunion. com.	Site Extras
Add News Feeds powered by Moreover	Easily find, select, and post dynamic news content to your site via the WebFeed wizard created in partnership with Moreover, a VeriSign company. This add-on provides timely and updated content without the time-consuming maintenance required to keep site pages looking fresh.	Business Tools Multimedia
File Download	Place a file on your site that visitors can download or run. You can include files that aren't in Web format like a resume in a PDF, a spreadsheet, an audio or video file, or so on.	Business Tools Multimedia
E-Mail Marketing	Gather opt-in e-mail addresses from site visitors, or import your mailing list quickly and easily. Then create and deliver great-looking e-mail campaigns in minutes. Just add e-mail addresses, select a template, and schedule delivery.	Business Tools
Accept online payments with PayPal	Let customers pay for products and services on your website, offer subscription services or collect donations.	Business Tools
Add a Customer Log in/Log out Button	Create secure sections of your website so that only visitors with a password can gain access.	Business Tools
Loan Calculator	Add a quick loan analysis tool to your site. Visitors can enter a loan amount and combinations of interest rates and terms, then click <b>Calculate</b> to see estimated monthly payments. This add-on includes loan terms typical of consumer loans.	Business Tools
Mortgage Calculator	Add a quick mortgage calculator to your site. Visitors can enter a loan amount and combinations of interest rates and terms, then click <b>Calculate</b> to see estimated monthly payments. This add-on includes loan terms typical of fixed rate mortgages.	Business Tools
Add a Gift Certificate	Reward your loyal customers or attract new ones by offering online gift certificates from your website. This feature requires that both create a PayPal merchant account.	Business Tools

Site Add-On	Description	Tab
eBay Auction Connector	Integrate your current eBay auction items on your website automatically. Select which products to display and choose the color settings.	Business Tools
Amazon Item Listing	If you're an Amazon Associate, you can create your own store with any of the hundreds of products on Amazon.com. Visitors to your website purchase products, Amazon ships them directly, and you receive profit on every sale.	Business Tools
Coupon Builder	Keep visitors returning to your website by adding online coupons that can be redeemed in your store or for discounts on your services.	Business Tools
Guestbook	Let your visitors leave comments and post a public message using a guest book. Guest books are a great way to add interactivity to your site. You can select from a variety of guest book styles and define a set of questions for your guest book in Site Builder.	Site Extras
Date and Time Stamp	Display the current date and time on your site. You can choose the date, time, and language format.	Site Extras
Auto Last Updated Stamp	Display the date and time that you last published your website. This will let visitors know how recent your content is. When you use this add-on, the text "Last updated on" followed by the date is displayed on your site. The date format is in the "Wed July 29, 2006" format.	Site Extras
Table Gallery	Add impact to your pages with tables provided in the table gallery. Choose from a variety of styles, then change the background colors to match your site. You can add your own pictures and text into the table, making it perfect for product listings or other content where pictures and text go together.	Site Extras
Animated Cursors	Add text trails, magic wands, and more to visitors' cursors. Internet Explorer only.	Site Extras
Support for Audio	Engage visitors with music and sounds, upload music tracks, or add audio presentations to your website. Provides the ability to display and run audio files on your site.	Multimedia
Support for Video	Upload your own video content to share clips with visitors and create a more dynamic user experience. Provides the ability to display and run videos on your site.	Multimedia
Support for Flash	Add animated images or graphics that make your website more sophisticated and engaging, upload your own Flash file to your website. Provides the ability to display and run Flash files on your site.	Multimedia

---

**NOTE:** *Site Add-Ons that appear on the tabs may change over time. These are the standard tabs and Site Add-Ons as delivered out-of-the-box.*

---

**To add a Site Add-On:**

- 1 On the toolbar, click **Site Add-Ons**.
- 2 On the page, click **Add It Here** to indicate where the add-on should be inserted.
- 3 On the Site Add-Ons page, click the tab that has the add-on you want to add.
- 4 Scroll to the add-on, and then click **Add**.

## Managing Your Site

When you're creating a page, it's easy to focus only on the page at hand. Site Builder's Site Organizer offers a high level view of your website, displaying which pages are included on the navigation bar and how they appear there, the access level of each page, and how each page is designed. This is useful to see if your site is clearly organized and consistently designed.

Also, after you build and publish your site, you may need to maintain it later. For example, you can add another page and change the navigation structure, delete a page, or password-protect certain pages.

Site Organizer allows you to:

- Maintain aspects of your entire website
- Organize pages listed on the navigation bar
- Organize pages not listed on the navigation bar

To access Site Organizer, select **Site Organizer** on the toolbar.

## Managing Pages

Site Organizer offers an easy way to access and manage page properties from a central location. You can:

- Edit the page or page properties
- Rename or copy pages
- Change the page design
- Change the navigation bar on the page
- Password-protect a page





The first page in the list is the home page for your site – the properties for this page are fairly static, as you can't rename the page file name, exclude it from the navigation bar, restrict access, or delete it. For your site home page, you can:

- Rename the page title, navigation bar title, and browser page title
- Include descriptive and keyword meta tags, which may be helpful in generating “hits” in a search engine
- Copy the page
- Change the page design

For all other pages on the site, you can do all of the same things, plus:

- Include or exclude it on the navigation bar
- Change the page file name
- Password-protect the page
- Delete it

## Managing the Navigation Bar

Depending on the design you select, you can control how you want to display the titles of the different pages on your website. In addition to changing the name of a page on the navigation bar, you can also change the look and structure of the navigation bar and the images.

Pages can be created before you place them on the navigation bar. This is especially useful if you have seasonal pages that you can prepare in advance, then just add them to the navigation bar at the appropriate time.

### To access the navigation bar properties within Site Organizer:

- 1 On the toolbar, click **Navigation Bar Properties**.
- 2 Click either:
  - a **Change Look** to change the navigation bar and link properties.
  - b **Select Button Images** to change the images for the navigation bar.

If you choose to change the look, you can change the navigation area background color for the entire navigation bar. The remaining properties you can change are for the navigation links. For all of them you can reset the property to the default for the design. The remaining properties are:

- Text color
- Background color
- Font

- Size
- Alignment
- Rollover text color
- Rollover background color
- Selected page text color
- Selected page background color

---

**NOTE:** You will not be able to customize your text links if your design is not customizable.

---

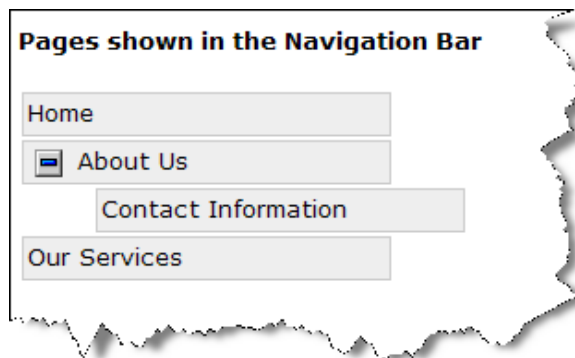
For each page in the navigation bar, you can either leave the links as text links or choose an image to display. You can choose the following images for each page:

- Default image – The image to display for the link in the navigation bar.
- Rollover image – The image to display when the user “mouses” over the navigation bar link. This image should be no more than 120 X 50 pixels.
- Selected image – The image to display when a user is viewing the selected page.

Choose from pictures in the Picture Gallery.

### Creating Submenus

The Navigation Bar Properties page offers an easy-to-use drag-and-drop facility to move navigation bar links up, down, or to create submenus under another link. To create a submenu under another navigation bar link, drag the submenu link under the main menu link and indent it to the right. The main navigation bar link shows an expand/collapse symbol beside it.





## Managing Customer Access

Site Organizer allows you to password protect individual pages in your website. This can be useful if you have pages geared to specific website members. For example, if you have a business website and you use it to communicate financial information with others in your business, but not to visitors, you can password-protect those pages.

There are two tiers of customer access management in Site Builder, and the tier you have is determined by the plan you purchased.

- Basic – Customer access information is stored in an XML file and is limited to five unique customer access logins.
- Advanced – Customer access information is stored in a database and has capacity for many more customer access logins. You can export customer access information with the Advanced tier.

By default, web pages aren't password-protected. The following symbols indicate whether a page is password-protected or not.

-  – Pages aren't password-protected.
-  – Pages are password-protected.

To turn password protection on and off, simply select the lock toggle.

In addition to password-protecting pages, you can also manage a customer list and grant customers access to password-protected pages on the website. You can create up to five unique customer access logins. A unique customer login consists of a unique e-mail address and password pair.

---

**CAUTION:** *If you grant a customer access to one password-protected page, you grant that customer access to all password-protected pages on your website and subdirectories.*

---

## Advanced Topics

This chapter explains some of the advanced features in Site Builder.

**This chapter contains the following topics:**

- Overview
- Customizing a Design

## Overview

Although Site Builder leads you through everything you need to do to create a website, you can also add some of your own website content using the more advanced features of Site Builder. For example, if you have a favorite javascript that you want to put on your website, Site Builder allows you to do that, and shows you exactly where you can put it.

This chapter doesn't teach you advanced programming skills, for example, how to write a javascript or HTML – there are many resources, such as online classes, books, and instructor-led classes, where you can learn those skills, and that level of instruction is beyond the scope of this guide. Rather, this chapter explains how to use Site Builder to access the areas where you can use these advanced skills to add content.

So what can you do in Site Builder if you have these advanced skills?

- Use the Get or Post method to retrieve and process a form.
- Add your own HTML or javascript.
- Add a Flash file to play within your site.
- Customize specific designs.

This section covers the first three; customizing a design is more complex and is covered in the next section of this chapter. For more information, see [Customizing a Design](#) on page 3-5.

### Using the Get or Post Method

When you add a form in Site Builder, you can indicate whether you want to use the Get or Post method to process the information submitted in the form. Simply put, you can store the form information in a URL with the Get method, or send the form information in the body of an HTTP request with the Post method. Typically, the Post method is more secure and better for sensitive information such as passwords, or if the information being retrieved with the form is lengthy.

To access this feature, click **Advanced Options** on the Form Settings page when you add or edit a form.

**Submit responses to a URL**  
Select your own method for processing the form submittals.

Method:

Action: Enter a URL that will receive the submitted responses.

HTML mode: Edit the form tag in HTML mode. This is an advanced setting that should only be changed if you are familiar with form tag options.

Enter your email address above to receive an email every time the form is submitted. Then click a "Done" button.

## Adding HTML or Javascript

If you have a favorite javascript that you want to use on your website, you can enter it in Site Builder using the Site Add-Ons. Site Builder guides you to where you can add HTML or javascript by showing you where you can insert a Site Add-On.

### To add HTML or javascript:

- 1 On the page on which you want to insert HTML or javascript, click **Site Add-Ons**.
- 2 Click **Add It Here** where you want to insert the HTML or javascript.
- 3 Click the Recommended, Site Extras, or Multimedia tab.
- 4 Click **Add Your Own HTML**.
- 5 Enter the HTML or javascript, and then click **Done**.

It's a good idea to test your HTML or javascript on a separate page to make sure you get the expected results. If there's a problem with the HTML or javascript, you can edit it and make sure it's well-formed before you put it on your site.

## Adding a Flash File

A Flash file adds interest to your site by showing a series of photos or images, similar to a slide show or PowerPoint presentation. The Flash file must already exist outside of Site Builder. You simply upload the Flash file into Site Builder, then select some parameters about how the file is displayed and played.

### To add a Flash file:

- 1 On the page on which you want to add a Flash file, click **Site Add-Ons**.

- 2 Click **Add It Here** where you want to insert the Flash file.
- 3 Click the Multimedia tab.
- 4 Click **Add Support for Flash**.
- 5 Upload the Flash file, and then enter the parameters for displaying and playing it.
- 6 Click **Done**.

## Customizing a Design

Site Builder offers over 300 designs, categorized by function for different types of websites that you might want to create. Most likely there is already a design in the Design Gallery that will fit your needs. However, if you're the creative type and want to customize a design to reflect the real you, you can do that, too, if the design you choose is customizable.

In general, the most graphically-rich designs in Site Builder are the least customizable. It makes sense that the more robust a design is, the more difficult it is to customize, so the customization points on these designs are limited to the navigation bar.

On the other hand, the least graphically-rich designs are the most customizable. If a design is simple and bland, Site Builder lets you customize many aspects of it to suit your needs.

Let's take a look at an example of each type of design, both highly and minimally customizable.

### Accessing a Design

You can access a design by either:

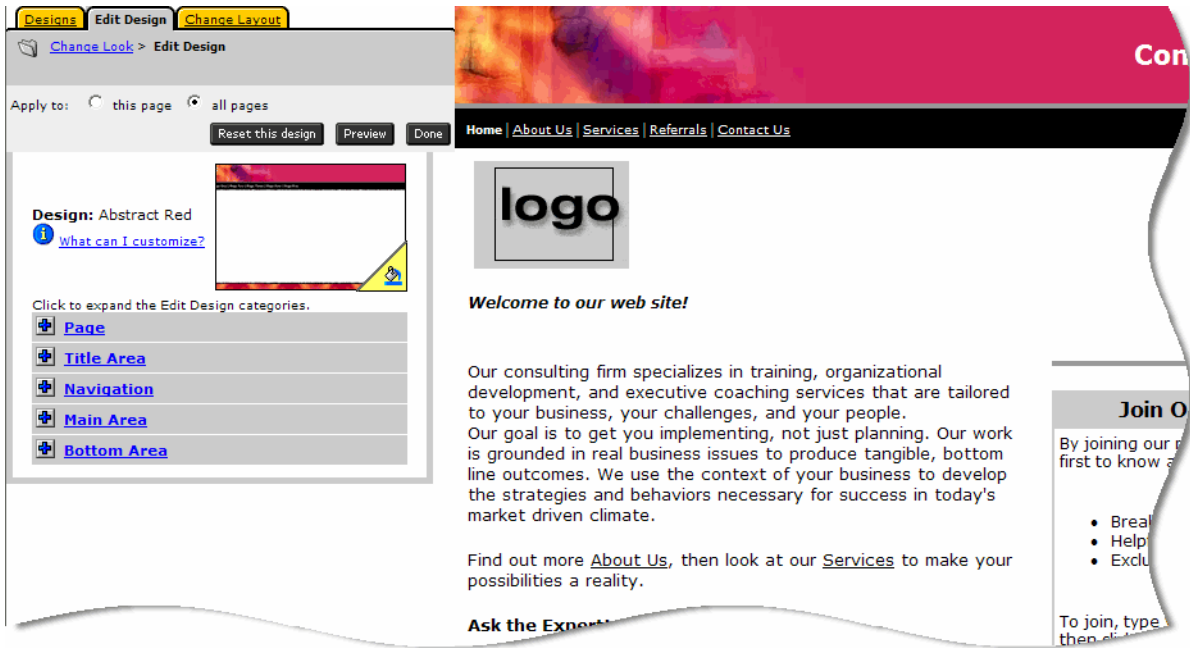
- Clicking **Change Look** in the toolbar, and then either clicking Design tab to choose a design or the Edit Design tab to edit the current design.
- Clicking **Site Organizer** in the toolbar, clicking the Design on the Site Organizer page, and then clicking either the Design tab to choose a new design or the Edit Design tab to edit the current design.

For the following examples, we'll use Abstract Red design as the highly customizable design and design\_3012 as the minimally customizable design.

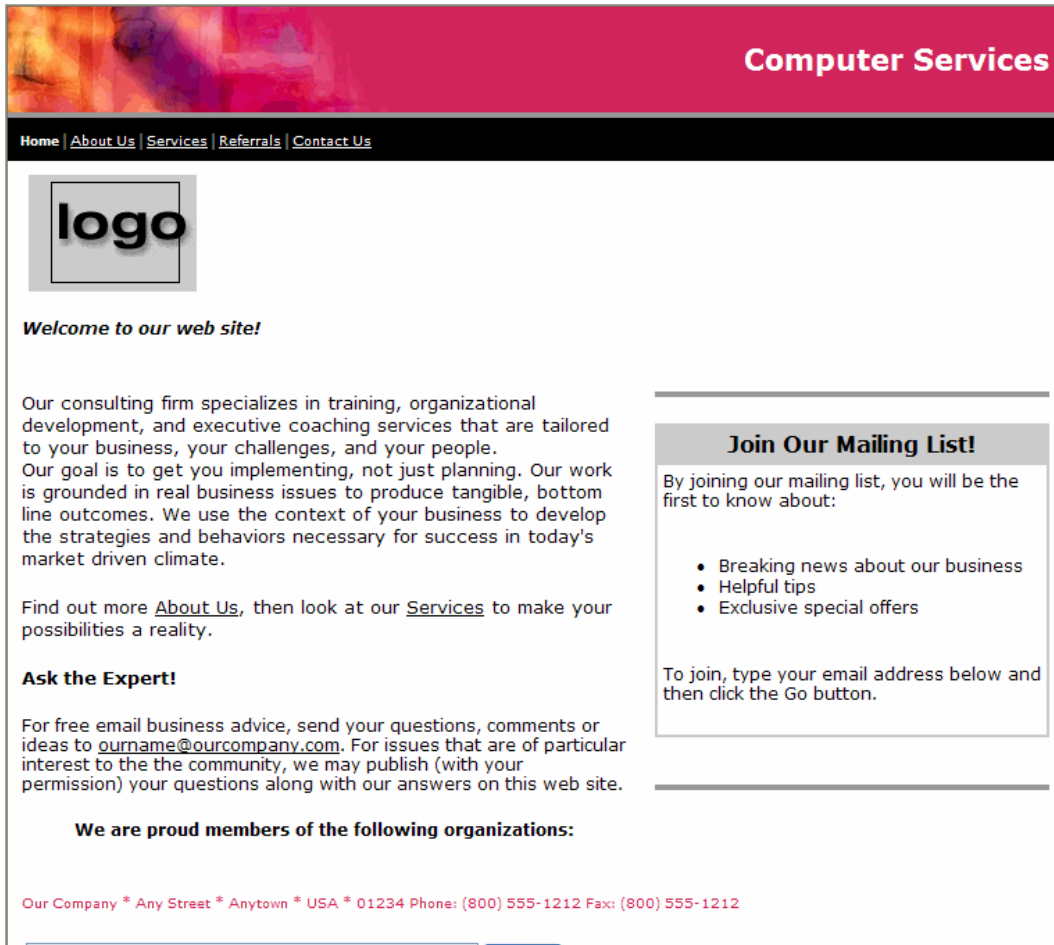


## Example – Abstract Red Design

The Abstract Red Design is one of the most customizable designs in Site Builder.



As you can see in the above example, you can customize the Page, Title Area, Navigation, Main Area, and Bottom Area – basically all of it. Before we customize these areas, let’s see the “before” preview of the site.



Now let’s take a look at what we can customize. The following table explains the customization points for each area.

Area	Customization Point	Description
Page	Page background color	Black, white or silver, or you can choose another color.
	Page background image	You can choose a pattern or an image, or you can leave it with no background image.
	Page alignment	Left or center.
Title Area	Title accent image for home page	Tall painting, short painting, or none, or you can select another image.

Area	Customization Point	Description
	Minimum height of title area for home page	You can choose either 48, 76, or 104 pixels, or you can enter another pixel value.
	Title accent image for other pages	Tall painting, short painting, or none, or you can select another image.
	Minimum height of title area for other pages	You can choose either 48, 76, or 104 pixels, or you can enter another pixel value.
	Title area background color	Red, black, or transparent, or you can select another color.
	Site title color	White, silver, or black, or you can select another color.
	Color for top accent stripe	Charcoal, gray, or white, or you can select another color.
	Height of top accent stripe	You can choose either 0, 4, or 8 pixels, or you can enter another pixel value.
Navigation	Text color for navigation links	White, silver, or red, or you can select another color.
	Navigation area background color	Black, red, or transparent, or you can select another color.
	Navigation area background image	None, the painting, or circles, or you can select another image.
	Navigation area height	You can choose the best fit, 40 or 80 pixels, or you can enter another pixel value.
	Font for navigation links	Verdana, Arial, Times, or Courier.
	Size for navigation links	You can choose either 1 (smallest), 2 (larger), or 3 (largest).
	Alignment for navigation links	Left, center, or right.
Main Area	Page title color	Charcoal, black or red, or you can select another color.
	Page title font	Verdana, Arial, Times, or Courier.
	Page title size	You can choose 1 through 7, with 1 being the smallest and 7 being the largest.
	Text color for main area	Black, red, or charcoal, or you can select another color.
	Font for main area	Verdana, Arial, Times, or Courier.
	Background color for main area	White, silver, or charcoal, or you can select another color.
	Background image for main area	None, checks, or circles, or you can select another image.

Area	Customization Point	Description
Bottom Area	Text color for runner area	Red, black, or charcoal, or you can select another color.
	Background color for runner area	Transparent, silver, or raspberry, or you can select another color.
	Color for bottom accent stripe	Black, charcoal, or gray, or you can select another color.
	Height of bottom accent stripe	You can choose 0, 6, or 12 pixels, or you can enter another pixel value.
	Bottom area background image	Paint pattern, checks, or none, or you can select another image.
	Bottom area background color	Silver, red, or charcoal, or you can select another color.
	Bottom area height	You can choose 0, 33, or 66, or you can enter another pixel value.

As you can see, these are a lot of customization points. For this example, let's change the following items and see what effect the changes have on the design.

Area	Customization Point	Description
Title Area	Title area background color	Changed from red to black.
	Color for top accent stripe	Changed from charcoal to white.
	Height of top accent stripe	Changed from 4 to 8 pixels.
Navigation	Navigation area background color	Changed from black to red.
	Size for navigation links	Changed from 1 (smallest) to 3 (largest).
	Alignment for navigation links	Changed from left to center.
Main Area	Background color for main area	Changed from white to silver.
	Background image for main area	No change.
Bottom Area	Text color for runner area	Changed from red to black.
	Background color for runner area	Changed from transparent to raspberry.

With the changes we made, here is how the design now looks.

The screenshot shows a website layout for 'Computer Services'. At the top left is a decorative image with orange, red, and purple abstract patterns. To its right is a black header bar with the text 'Computer Services' in white. Below this is a pink navigation bar containing the links 'Home | [About Us](#) | [Services](#) | [Referrals](#) | [Contact Us](#)'. The main content area has a light gray background. On the left, there is a placeholder box labeled 'logo'. Below it is the text 'Welcome to our web site!' followed by a paragraph about consulting services. To the right, there is a section titled 'Join Our Mailing List!' with a brief description and a bulleted list of benefits. Below that is a form area with a 'Go' button. At the bottom left, there is a section titled 'Ask the Expert!' with a paragraph about email advice. At the bottom right, there is a section titled 'We are proud members of the following organizations:'. The footer is a pink bar with contact information: 'Our Company \* Any Street \* Anytown \* USA \* 01234 Phone: (800) 555-1212 Fax: (800) 555-1212'.

**Computer Services**

[Home](#) | [About Us](#) | [Services](#) | [Referrals](#) | [Contact Us](#)

logo

**Welcome to our web site!**

Our consulting firm specializes in training, organizational development, and executive coaching services that are tailored to your business, your challenges, and your people. Our goal is to get you implementing, not just planning. Our work is grounded in real business issues to produce tangible, bottom line outcomes. We use the context of your business to develop the strategies and behaviors necessary for success in today's market driven climate.

Find out more [About Us](#), then look at our [Services](#) to make your possibilities a reality.

**Ask the Expert!**

For free email business advice, send your questions, comments or ideas to [ourname@ourcompany.com](mailto:ourname@ourcompany.com). For issues that are of particular interest to the the community, we may publish (with your permission) your questions along with our answers on this web site.

**We are proud members of the following organizations:**

**Join Our Mailing List!**

By joining our mailing list, you will be the first to know about:

- Breaking news about our business
- Helpful tips
- Exclusive special offers

To join, type your email address below and then click the Go button.

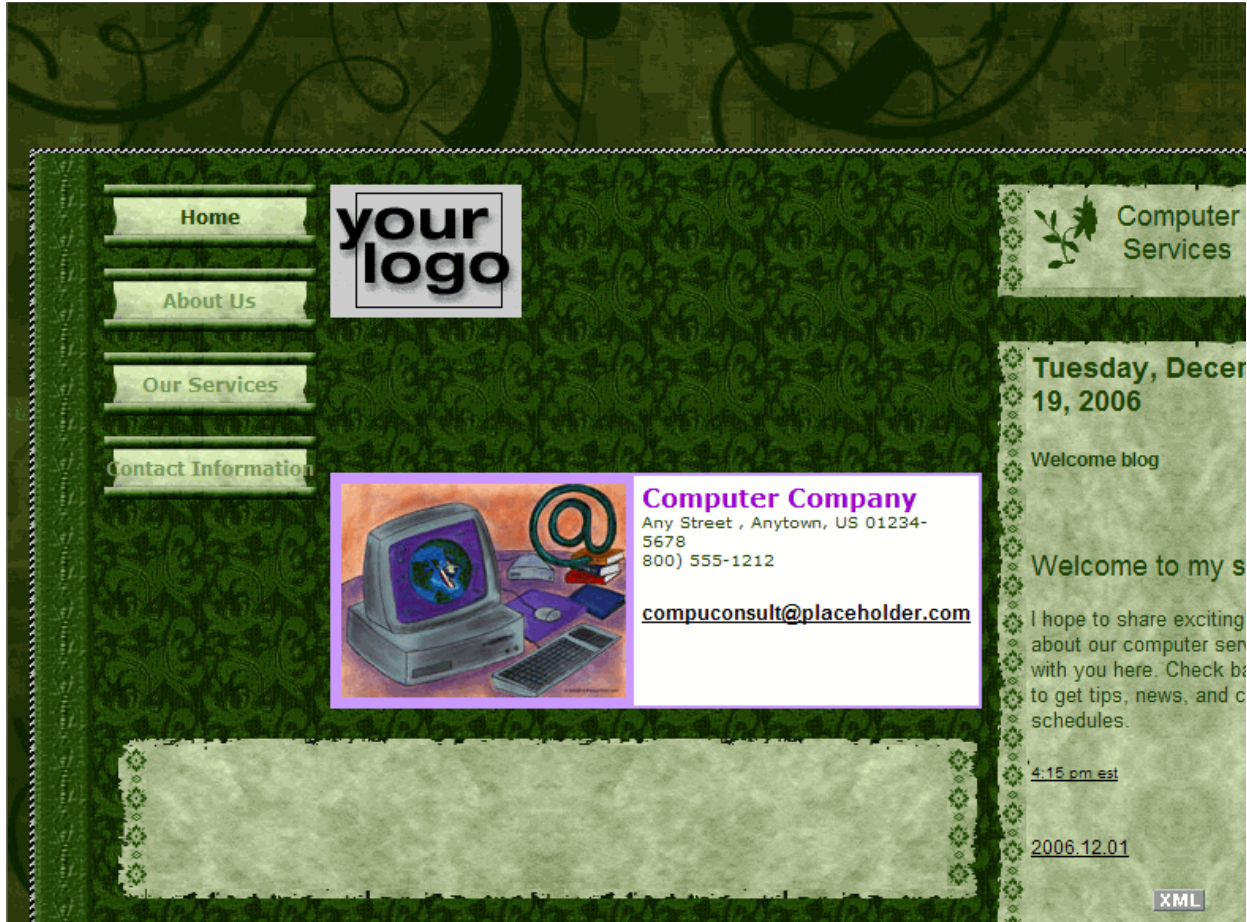
Our Company \* Any Street \* Anytown \* USA \* 01234 Phone: (800) 555-1212 Fax: (800) 555-1212

## Example – Design\_3012

Design\_3012 is one of the least customization designs. In fact, the only thing you can customize on this design is the navigation. However, as you can see, it is a very graphically-rich design as it's delivered.



As you can see in the above example, you can customize only the Navigation Area. Before we customize this area, let's see the "before" preview of the site.



Now let's take a look at what we can customize in the Navigation area.

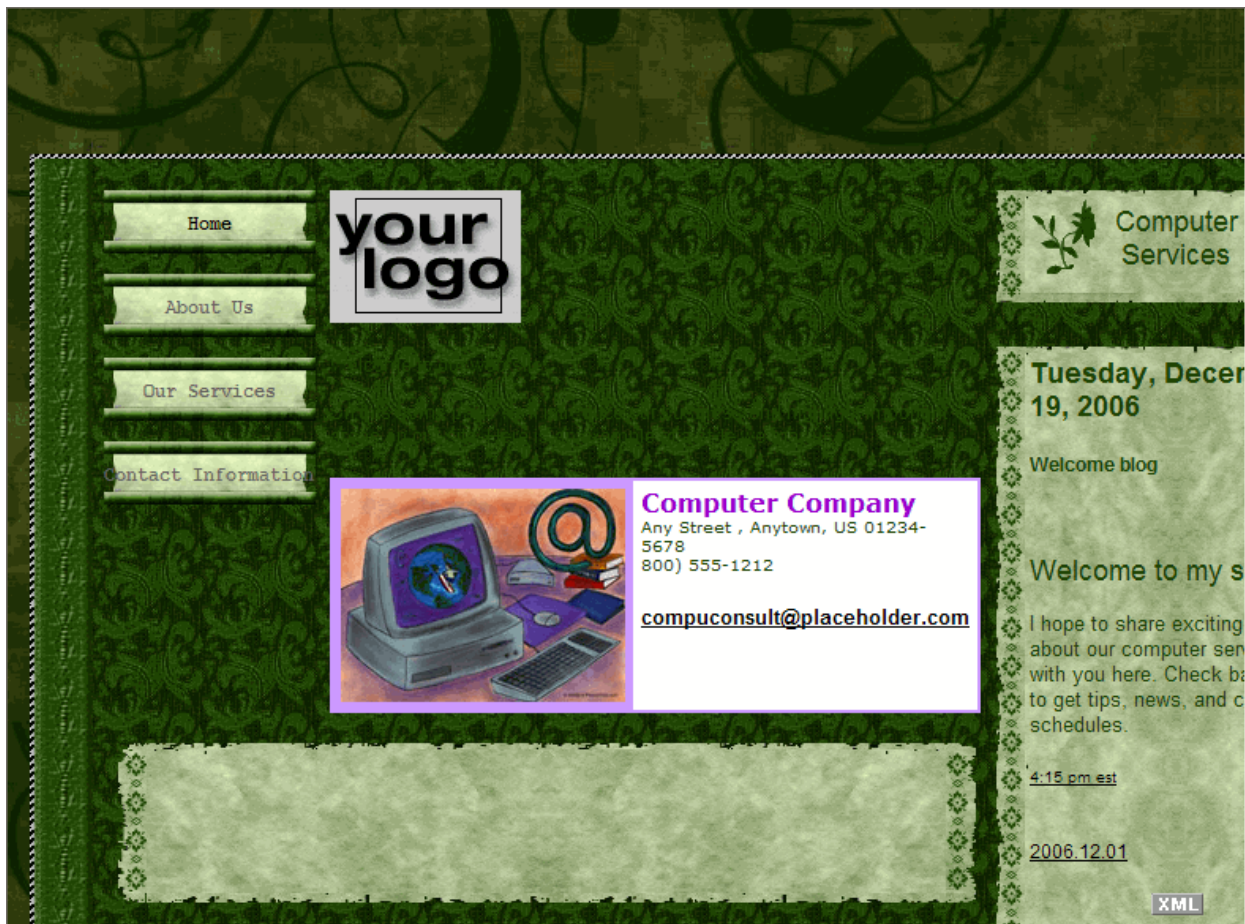
Area	Customization Point	Description
Navigation	Text color for navigation links	Color number 75975AB, black, charcoal, or white, or you can choose another color.
	Selected page text color for navigation links	Color number 134401, black, charcoal, or white, or you can choose another color.
	Font for navigation links	Verdana, Arial, Georgia, or Courier.



For this example, let's change the following items and see what effect the changes have on the design.

Area	Customization Point	Description
Navigation	Text color for navigation links	Changed from 75975AB to charcoal.
	Selected page text color for navigation links	Changed from 134401 to black.
	Font for navigation links	Changed from Verdana to Courier.

With the changes we made, here is how the design now looks.



The changes are very subtle, in fact barely noticeable.



## Resetting a Design

Regardless of the design you choose, you can always reset a customization point or the entire design after you make changes. To reset a single customization point, click **Reset to Default** for that customization point. To reset an entire design, click **Reset this Design**.