



APPLICATION USER GUIDE

Application: Online Presence Builder

Version: 2.2

Description: This document outlines how to use the Online Presence Builder to publish a content-filled site quickly, add your brand, or customize, and share your existing website.

Table of Contents

1	DESIGN AND NAVIGATION.....	4
1.1	NAVIGATION	4
1.2	PAGE DESIGN	4
1.2.1	Page Header Images	4
1.2.2	Copyright.....	4
1.2.3	Domain Name	5
1.2.4	Favicon	5
2	PUBLISHING YOUR SITE	6
2.1	WEBSITE NAME	6
2.2	LOGO AND TAGLINE	6
2.3	CREATING YOUR SITE	6
2.3.1	Selecting a Design for your Website.....	7
2.3.2	Verifying your Website Information	10
3	EDITING CONTENT ELEMENTS.....	11
3.1	TEXT AND IMAGES	11
3.1.1	Adding and Formatting Text	11
3.1.1.1	Applying Styles.....	12
3.1.2	Adding Images.....	13
3.1.3	Image Gallery Options.....	14
3.2	TABLE AND LISTS	15
3.2.1.1	Section Groups	15
3.2.1.2	Sections	17
3.3	ADDING IMAGES TO YOUR GALLERY	19
3.3.1	Image Options	20
3.3.2	Access Control	20
3.4	BUTTONS AND SHAPES	21
3.4.1	Adding a Horizontal Line	21
3.4.2	File Area.....	23
3.4.3	Add Files	24
4	ADDING SOCIAL MEDIA	26
4.1	FACEBOOK	26
4.1.1	Like Button	26
4.1.2	Send Button.....	26
4.1.3	Page Plugin.....	27
4.1.4	Comments	27
4.1.5	Follow Button	27
4.2	TWITTER.....	27
4.2.1	Displaying YouTube Videos.....	29
4.2.2	Embedding YouTube Videos	30
4.3	DISPLAYING GOOGLE MAPS	33
4.4	FORMS.....	35
4.4.1	Call to Action Button Properties and Layout	40
4.4.2	Form Properties.....	41
5	OPTIMIZING YOUR SEARCH RESULTS (SEO)	42
5.1	INTRODUCTION	42
5.2	ADDING METADATA	43

5.2.1 Administration Panels 44

5.2.2 Search Results Entry 45

5.3 VIEWING SITE STATISTICS..... 45

6 SITE SETTINGS: RESTORE FUNCTION 49


1 Design and Navigation

1.1 Navigation

At the top of the editor you will notice the following options:

Page Settings: Click here to add the page name, page url (i.e. index.html), keywords and a short description of the page itself

Add Page: To add a new page, select the “Add Page” button and select a page type from the dropdown menu, you can also edit the page name here and choose whether or not it shows in the navigation menu of your website

Undo/Redo : You will see two arrows pointing both left and right, this function lets you quickly redo or undo your most recent action (i.e. adding/removing a new element)

Preview: View how your website will appear by selecting “Preview”

Publish: Get your website online by selecting “Publish”

1.2 Page Design

The rich selection of designs and the variety of page layout options will help you to create a consistent and professional looking website with minimum efforts.

Here are a few tips on how to select an appropriate design and page layout for your site:

- Choose a design that matches the purpose of your site and your target audience. If your web site statistics shows that most of your visitors never go deeper than your home page, there is a chance the design is not appealing to them.
- Select a design color that matches your established branding.
- Use a consistent page layout across all pages from your site. Use sections and page columns to structure your information in a visually appealing and readable manner.

1.2.1 Page Header Images

The page header images are usually the focal point of your page and most visitors use them to quickly figure out if they are on the right page, without reading the page content. Also the page image on the home page is integral part of your design and should be very carefully selected to communicate what your organization does.

Your website comes with a large selection of hand-picked stock images, and you can also upload custom images or flash animations. You may also display rotating images or slideshows as page headers.

1.2.2 Copyright

The copyright statement in your footer helps promote your brand and related brands as well as trademarks, copyrights. The website copyright area may display both text and images and therefore may be used to display small banners, logos, or other related visuals.

1.2.3 Domain Name

The domain name is not just a reference to your website web address; it is a means of further establishing your brand in the mind of the customer. Domains which are easy to spell and memorize may be easily promoted, accessed and referred by word of mouth which helps growing your customer base.

1.2.4 Favicon

The favicon, or site icon, is a small image appearing next to your website URL in the browser address bar. The favicon is also displayed in the user Bookmark (also known as Favorites) menu.

2 Publishing your Site

Publishing your site using one of the many available themes provides the basis for your online presence and in fact, you don't need to add any customisation at all. However, customising your site allows you to build and expand your brand recognition, while displaying your content in a way that is unique to your online presence.

2.1 Website Name

The first aspect of your brand is your company or website name. It doesn't necessarily have to imply the products you sell, but it does need to be short, catchy, and easy to remember.

The website name is filed in the Site Title field in Site Properties and plays an important role for the Search engine optimization of your site. If no logo has been added, the Site Title will be used as logo as well.

2.2 Logo and Tagline

The logo can be a graphic symbol beside your company name or a stand-alone typographic trademark. Together with the tagline, the logo is used to visually identify your organization. Whether they are custom-designed or created using the logo manager, the logo and tagline, the following suggestions are recommended:

- they should be unique and memorable
- should communicate as much as possible the idea of your business and any advantages you have before competitors
- should reside at the top left area of your page, since this is where most visitors expect to see them

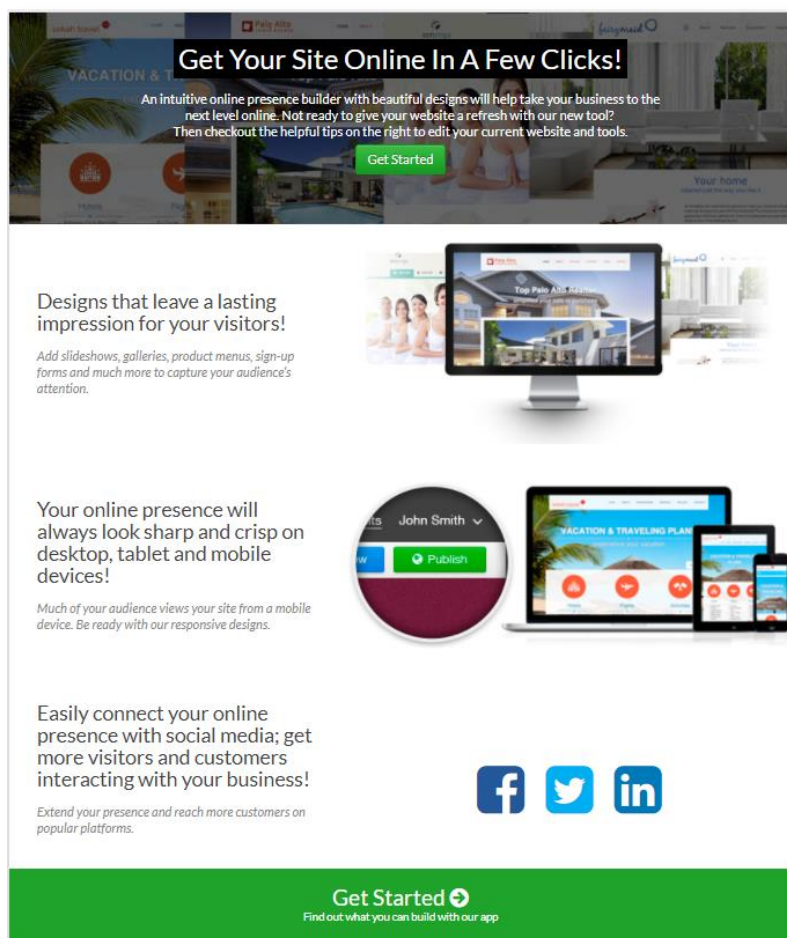
2.3 Creating your Site

Building your site using one of the available themes, enter your business information and start designing your website.

To Add Your First Site:

The "Welcome to Online Presence Builder" page opens. Here, you will be guided through the steps required to publish your site – Website Information and Design Selection.

1. Go the Websites tab in the header and select **Get Started** to view a selection of templates.



To Add a New Site:

1. Go to the Websites tab
2. Choose one of your existing domains

Your Websites

Choose domain

j5r1gypa.1111c45stager

▼

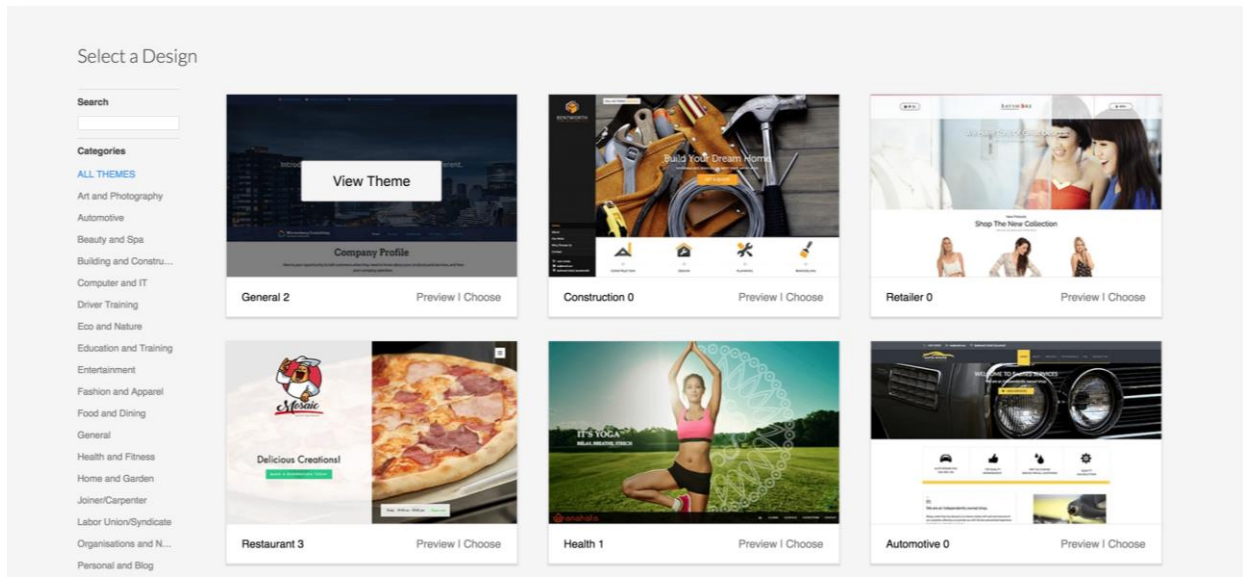
Add New Site

3. Click **Add New Site**.

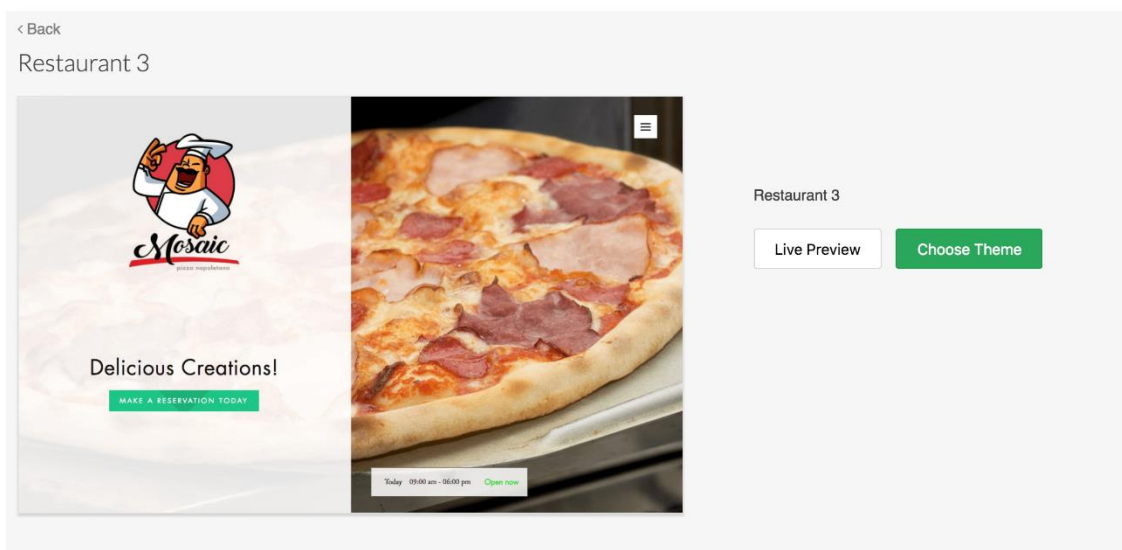
2.3.1 Selecting a Design for your Website

The Design Selection screen provides a series of themes to use and the options are based on the category selected in the Website Information screen. Browse through each category to view specific themes or select “All Themes” to get a full scope of your options.

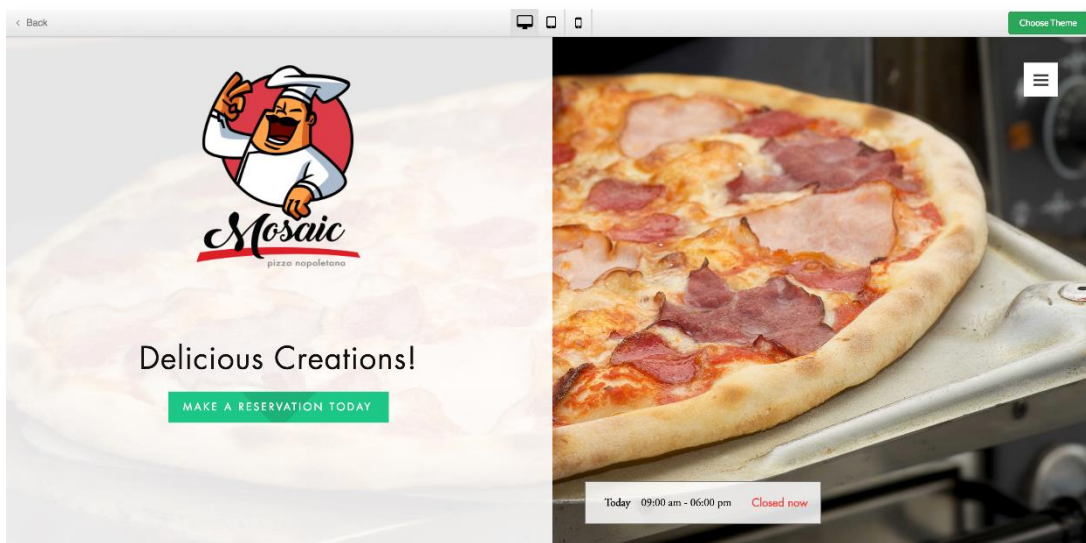
Use the scroll bar to view all options. As the theme images are thumbnail sized images, you can select “View Theme” to enlarge it. On the Select a Design screen, you can browse through the list of available themes using the categories section on the left or by selecting “All Themes” and scrolling down.



1. To view a theme hover over your choice and select **View Theme**



2. To get a better idea of how your website theme will appear to customers online, select **Live Preview** (You can also go to Live Preview directly from the categories section by selecting **Preview** under the thumbnail).
3. When you have chosen the theme, select **Choose** from the categories section, or **Choose Theme** from the detailed theme screen (picture above)



2.3.2 Verifying your Website Information

The Website Info section allows you update information such as address and email contact. You will also have the opportunity to choose a name for your Website and select the appropriate category for your business. If you have a company logo, you can upload it here and during the design selection step, you can preview your logo as it fits within one of the themed designs.

1. In the Website Info screen, enter a name for your Website.
2. In the Website Category drop-down, select the category that best represents your business. Selecting a category will provide a relevant images and content specific to your vertical.
3. Verify and update your company information, if needed.
4. Click **Next**

Your Website will open in Edit mode. Here, you have the option of publishing your site with the content added through the theme or you can edit its content and images.

4. The [Content Elements](#) section provides guidance on editing text and text links, adding tables and lists, or adding images and image galleries
5. The [Social Media](#) section provide guidance on adding links to your social media pages, such as Facebook, Twitter and YouTube
6. The [Search Engine Optimization](#) section provides guidance on how bring online traffic to your site and monitoring viewing statistics

3 Editing Content Elements

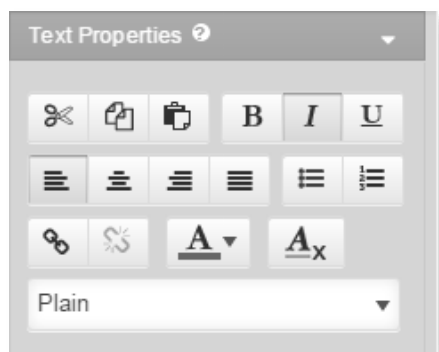
Content Elements are additions that you can make to your existing site to enhance or promote ideas or products. There are some common elements such as text blocks and images; however, the editor provides many other element options, as well display options for many of these options. For example, you have some images that you want to publish on your site. With the editor, you can choose to display the images as a gallery or you can present them alongside some descriptive text. You can also add elements such as tables, lists, forms and maps

3.1 Text and Images

The **Text and Image** editor is used for adding and formatting page elements such as paragraph text, images, text links and HTML Snippets.

The text and image editor provides a WYSIWYG interface so that you can add content to your site and display your changes dynamically. You can add elements to your site by dragging the desired element from the left-hand navigation window and dragging it onto the page. Blue rectangles will show, on mouse-over, all possible locations where the element may be added.

When an element is added to your site, the Properties for that element will open on the right-hand side of the window. The Properties dialog provides options to further customise your addition. For example, the following Properties dialog opens for Text elements.



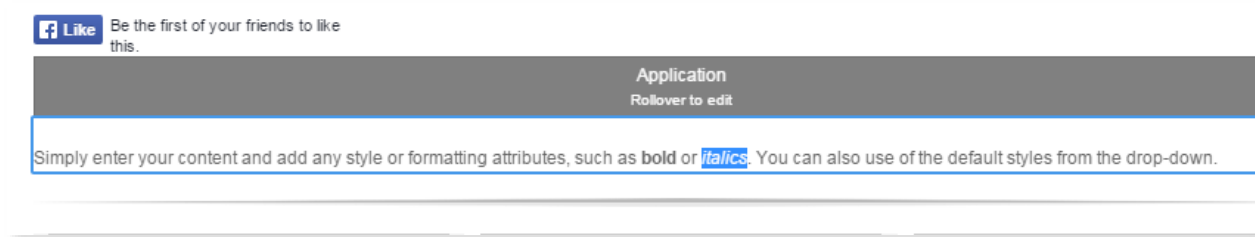
3.1.1 Adding and Formatting Text

Adding a text element to your site allows you to customise your site by adding content directly, or copy-paste from a document or web page.

The editor includes all standard formatting options allowing you to further update the appearance of your text.

Using this set of icons you can **bold**, *italicize*, underline or ~~strike-through~~ a given text piece. Each of these actions also has a keyboard shortcut you may use to facilitate your work - i.e. CTRL + B for bold,

CTRL + I for italics.



To Add a Text Element

1. From the left-hand navigation bar, click **Elements**.
2. Expand the Text and images menu.
3. **Drag-and-drop** the desired element onto the page.
The cursor will default to the element you've added and you can begin typing your content.
4. When complete, click outside of the text box.

To Apply Text Formatting

- To add formatting:
Select the word or phrase and click the desired format from the Text Properties dialog.
- When complete, click outside of the text box.
Note: If you copy-paste content from an external source, its styles will automatically be converted to the ones available for your design to ensure a consistent look and feel.

3.1.1.1 Applying Styles

Text Properties includes many style attributes that, when selected, apply to the paragraph rather than a selected word. The **Style dropdown** allows you to format your text with a number of pre-defined styles which have been carefully selected to match your website design.

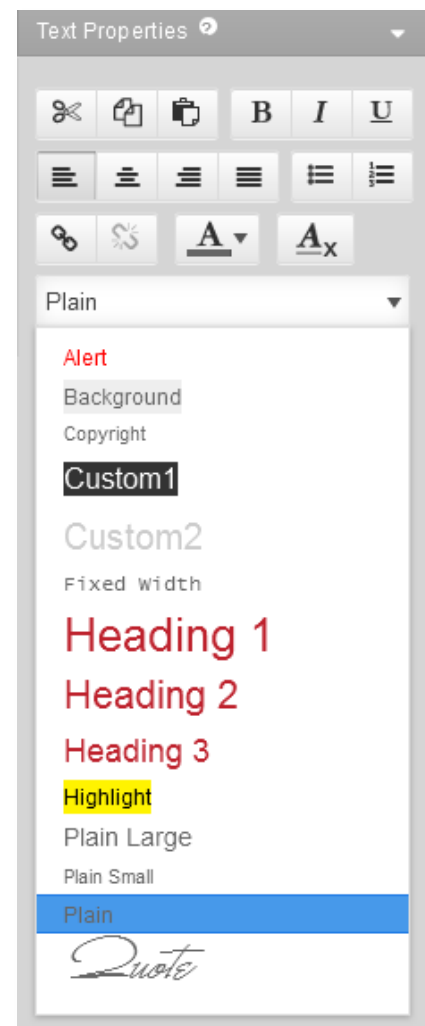
The **alignment** icons allow you to define the positioning of a given paragraph on the page. You can align it to the **left**, **right**, **center** and **justify**.



The **list** icons allow you to create numbered or bulleted lists.



The **Cut / Copy** and **Paste** icons allow you to easily move content within the text editor. Select the piece you want to cut or copy, click on the respective icon, then position your cursor on



the place where you want to move the selected piece and click the Paste icon. You can also perform these functions using keyboard shortcuts. Highlight the desired content and use ⌘ + X to Cut, ⌘ + C to Copy, and ⌘ + V to Paste.



The Undo / Redo options allow you to undo or redo the last editing changes which have not yet been saved. Those can be found in the Top Menu bar.



The **Clear Formatting** button strips-off any predefined formatting of a selected text and resets it to plain text.

TO APPLY PARAGRAPH STYLES

- To apply a style, first select the text piece with your cursor, then click on the Style drop-down and select the desired option - e.g. Heading 1
- When complete, click outside of the text box

3.1.2 Adding Images

Using the Text and Image editor, you can illustrate your text content with images, creating visually attractive articles and presentation pages. To add an image go to Left Menu > Elements and drag-and-drop either Text or Image (if you will want some text to go along with your image) or only Image element. Once added, click on the default image and an Image upload panel will open on the right.

TO UPLOAD AN IMAGE

1. From the left-hand navigation bar, click **Elements**
2. Expand the Text and images menu.
3. **Drag-and-drop** the image element onto the page.

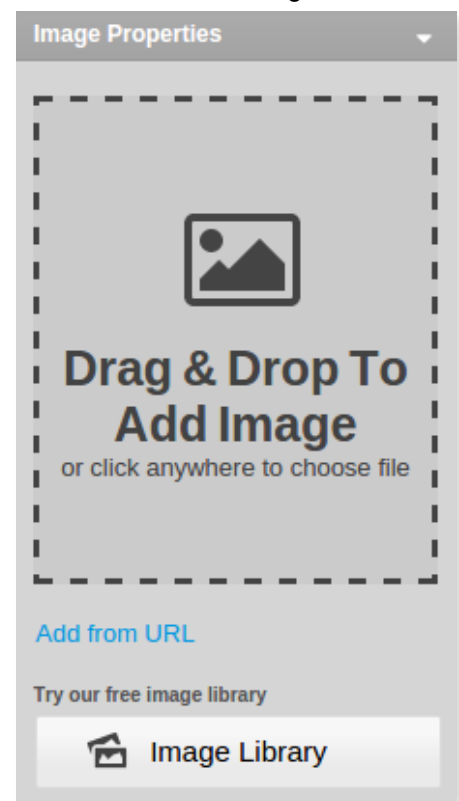
Note:

Images can be uploaded using one of three methods.

- **Drag & Drop** images from local folders, or other web pages into the properties panel.
- **Browse** images from the local files on your computer by clicking inside the add image area.
- **Add from URL** for an image published on another site. Just copy the address of the image, paste it inside the URL field and click Add Image.

Note: Images with a pound sign "#" or a questions mark "?" in their name can only be uploaded through Drag & Drop or URL.

Or, switch to the **Image Library** tab and choose from an array of Stock images.



Once you upload an image it will be automatically set to the system default size. Choose from 3 predefined image sizes: small (150px wide), medium (250px wide) and Actual, or define your own (Custom size). Even though an image may be resized, the system maintains the original image so it can be adjusted later. All resized images will appear with enhanced detail on a high resolution retina display.

Clicking on an image will open the Image Properties panel to the right.

You can change the selected image at any time by clicking on the Change button. Choose Edit and the image will open in an external editor where you apply basic image editing such as crop, flip, rotate, resize, and limited special effects.

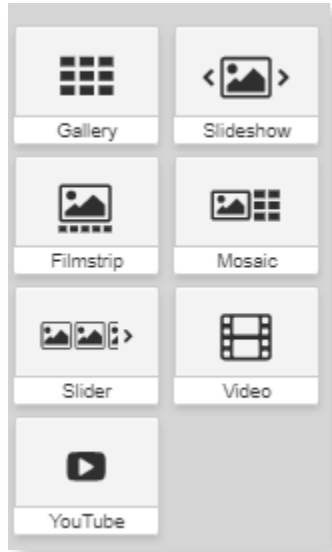
The **Mouse-over caption** field allows you to specify some description text related to the image that will appear when a user places their cursor over the image. The rollover captions also have a role for the proper search engine optimization of your website, so it is recommended to add them for key images on your pages.

With the last default option, we can choose between three Image Alignment and Text Flow styles for each image.

- no wrapping
- left wrap
- right wrap

3.1.3 Image Gallery Options

Here you have the option to add different types of image galleries to any of the pages on your site.



To add a gallery to your site,

1. **Click and drag** one of the options to the position of your preference. (Note: you will see a blue line indicating the placement before you let go of the mouse).
2. On the right, a menu bar will open. To start building your library, you can add images from a URL or from an existing Image/Video folder on your computer.
3. Use the image upload methods mentioned in [Section 3.1.2](#) to create your gallery.
4. To add text, **Double click** on the default text and use the text box to customize

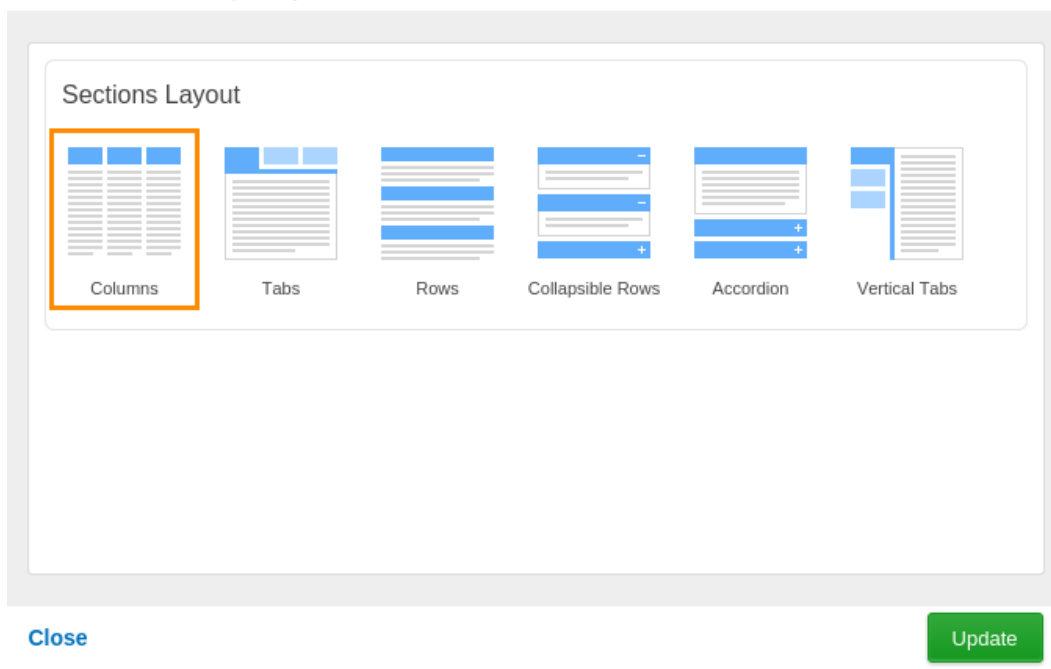
3.2 Table and Lists

Adding Sections (Tables) to your site is a great way to add structure and organization to your pages. You can create tables using either Columns or Rows as the basis for your layout. If you're not happy with the layout you can always change the display.

Tabs, Collapsible Rows and Accordions will accommodate a large quantity of content in limited space, or use them to conceal information that belongs on the page, but doesn't need to be compared or viewed simultaneously with other content.

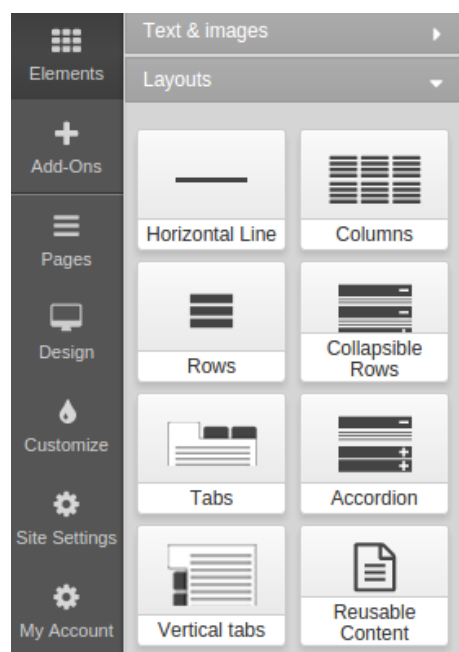
You can Add Section Groups anywhere inside the main content area of your site. If you have split your page into several columns, you can also add sections in each of these columns.

Section Group Options

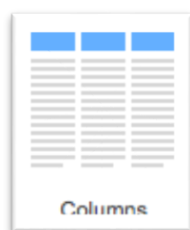


3.2.1.1 Section Groups

To Add a Section Group, select Elements from the Left Menu, click on Layouts and select the desired Section Group. Drag and drop the element to the Blue rectangles who will appear to indicate the locations where a Section Group can be added.



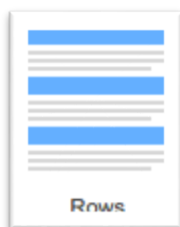
Columns are used for creating open, horizontally oriented content areas. Use these as intro sections including highlights from other pages in the site, for filling up space when your page content is scarce, or to make sections stand out more on the page.



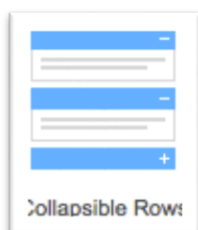
Tabs allow you to fit a lot of content in limited real estate. With tabbed section groups only one section (tab) may be open at a time. By default the first section (tab) will open upon the loading of the page



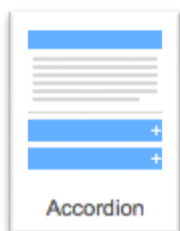
Rows are open content sections stacked on top of each other in a vertical orientation.



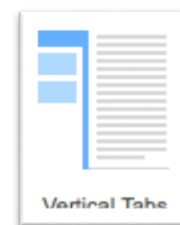
Collapsible Rows can collapse or expand with a nice animation effect. Specify which individual sections will be collapsed or expanded by default.



Accordion will display one section at a time. When one section is opened, all others will automatically collapse with a nice animation effect. By default the first section is opened on load of the page.

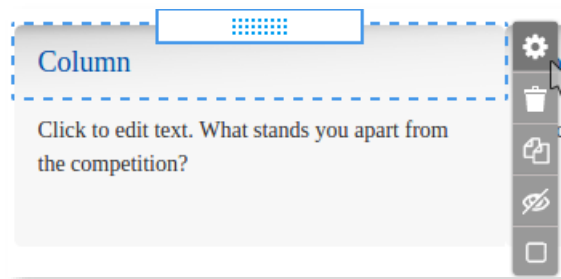


Vertical Tabs can be opened one at a time. By default the first section (tab) will open upon the loading of the page.



3.2.1.2 Sections

With the Section Group in place, you will see a predefined section in place. You can start editing the Section according to your needs by updating the Section Caption. Move your mouse pointer over the caption and click the wrench icon in the Side Menu.




Section Options


Caption

Column

Close

Update


To add more sections to your Section Group just roll over it. Click on the  icon displayed on the right, and another Section Options window will open where you can specify Caption.

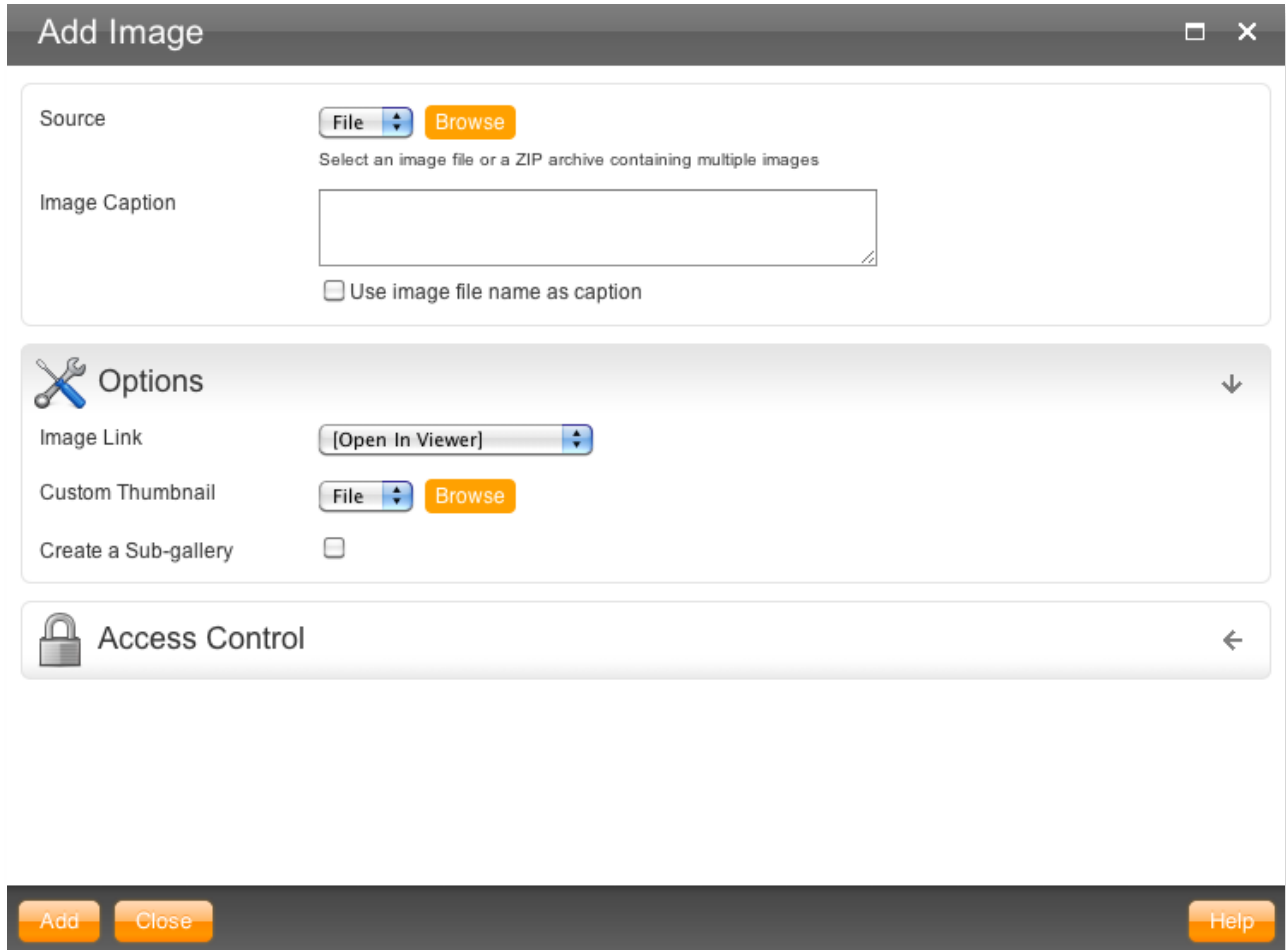
To edit your section group or a single section just roll over the section group / section in Admin mode and click the wrench  icon displayed on top right Side Menu. In the Side Menu may also delete, select, copy, etc. your Section Groups or sections.

3.3 Adding Images to your Gallery

After you have added an Image Gallery, you may start adding **Gallery Images** in it.

TO ADD A GALLERY IMAGE

1. Roll over the Image Gallery and click the  icon on its top right. Green rectangles will denote the locations where an image may be added. Clicking a location will open the **Add Image** popup.



Add Image

Source File Browse
 Select an image file or a ZIP archive containing multiple images

Image Caption
☐ Use image file name as caption



 **Options** ↓

Image Link [Open In Viewer]

Custom Thumbnail File Browse

Create a Sub-gallery ☐

 **Access Control** ←

Add Close Help

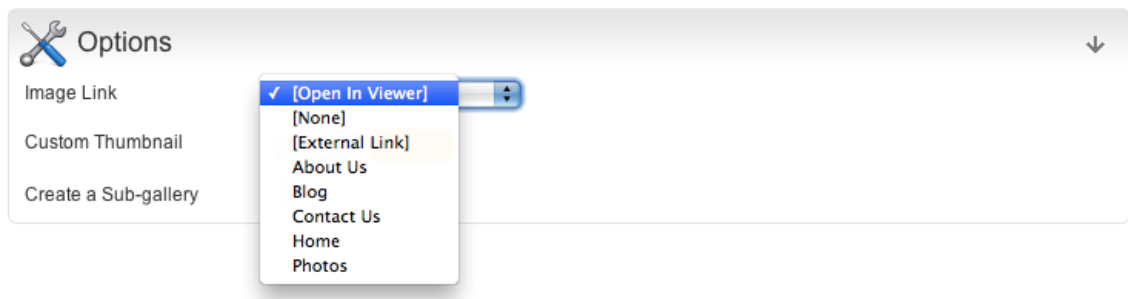
2. To upload images locally, select **File** or **Zip** from the Source drop-down and then click **Browse**.
Note: If you are adding multiple images, you can compress them into a zip file and upload them at one time.
3. To upload images from the Internet, select **URL** from the Source drop-down.
4. Enter a description for the image in the **Image Caption** field.
 You can choose the display for this text using the Show Caption settings in the Image Properties dialog.

Note: If you select the **Use image file name as caption** checkbox, the file name will be used as a caption. This option is particularly useful when you upload a zip file with properly named images.

3.3.1 Image Options

Once you have uploaded your images, you can choose how an image will behave in the site. You can set the following options:

- The **Image Link** drop-down allows you to choose what will happen if a visitor clicks on the image. The image can be set to open its enlarged version inside the Large Image Viewer, open a page within the site, or to open an external web page.





- The **Custom Thumbnail** option is used for adding specific versions of images which may be in a different resolution than the original. You can use this option only when uploading or editing individual images, and the size settings should be the same as those defined in the Gallery Options dialog.
- A **Sub-gallery** automatically creates a new page which can be accessed by clicking the image. If you have uploaded a ZIP file, the sub-gallery page will contain an auto-added Image Gallery with all the images from your archive. Otherwise the sub-gallery page will contain an empty Image Gallery, ready for edit.



3.3.2 Access Control

The **Access Control** section allows you to define a password, a mailing list or a member group restriction for accessing originals. Only people who know the password or are members of this mailing list or this member group will be able to see the full-size original image. You can specify a password restriction, a restriction by mailing list, a restriction by member group or a combination of these three. This option is useful only if the **Keep Original Image** check box is checked in the Image Gallery Properties.

 **Access Control** 

by Password

Leave blank for no Password restriction

by Mailing List

[No Mailing List restriction]

by Member Group

[No Member Group restriction]


3.4 Buttons and Shapes

3.4.1 Adding a Horizontal Line

You can easily **Add Horizontal Lines** in the Text and Image Editor to break up content on a page.

You can drag-and-drop the element from Left Menu > Elements > Layouts > Horizontal Line

Click to edit text. What do visitors to your website need to know about you and your business?



With the default settings you can change the Line Style and Ornament.

Style - it can be Single Line, Double Line, Dotted Line, Dashed Line, Fading Lines and Custom lines. Here are a few examples:



Ornament - you are able to select different pre-made ornaments for your Horizontal Lines, or enabling a custom caption text. You can find few of these options displayed below:

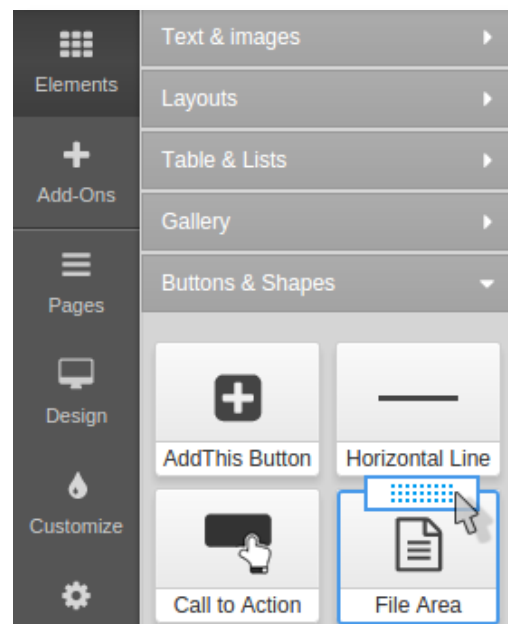


3.4.2 File Area


File Areas allow you to add files to your site and define the appearance of your file links.

TO ADD A FILE AREA:

1. Click **Elements**, and then expand **Buttons & Shapes**.
2. Drag-and-drop the File Area element.
3. Select a location and a default File Area element will be added on page.
Blue rectangles highlight the locations where a File Area can be added.



To view the File Area Properties, roll-over it and click

the  wheel icon. The **Header** and the **Footer** of a file area are the text displayed above and below the file area. In **View** dropdown you may select the information to be displayed for each file - the file icon, description, size, date and comment. You may also choose to display the files in columns, rather than one below the other. An option for large file icons is also available.



File Area Properties

Header


Footer

View

Below is an example of file view: [icon] [description] [size]

Corporate Documentation		
	Annual Report	89.4KB
	Marketing Strategy	6.9KB
Strictly Confidential		

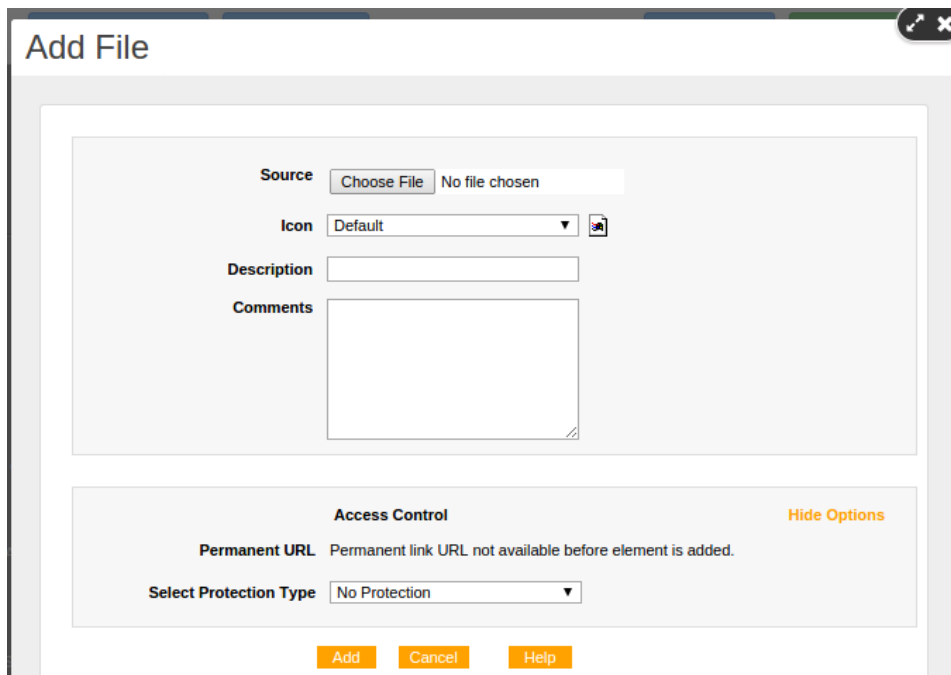
3.4.3 Add Files

To add Files to a File Area roll over the File Area and click the  displayed on bottom of Side Menu. The Add File popup will be displayed.

In the Source field browse for any *file stored on your local disk. Depending on your file format, you may choose an Icon to be displayed for this file. The text entered as file Description and Comments will only be displayed if the File Area View includes description and comments.

*Up to 120MB | Except: .exe/.dll/.bat/.sys


The file Access Control section displays the options for viewing the Permanent URL, and protection of the file by a common Password or Members Group.



The 'Add File' dialog box contains the following fields and controls:

- Source:** A text field with a 'Choose File' button and the text 'No file chosen'.
- Icon:** A dropdown menu set to 'Default' with a file icon to its right.
- Description:** A single-line text input field.
- Comments:** A multi-line text area.
- Access Control:** A section with a 'Hide Options' link.
 - Permanent URL:** A text field containing the message 'Permanent link URL not available before element is added.'
 - Select Protection Type:** A dropdown menu set to 'No Protection'.
- Buttons:** 'Add', 'Cancel', and 'Help' buttons at the bottom.

The Permanent File URL does not change, and is therefore, the **ONLY URL** that should be used when linking to this file. The Permanent File URL is visible to copy only after the file has been uploaded, and it becomes active once the page has been published.

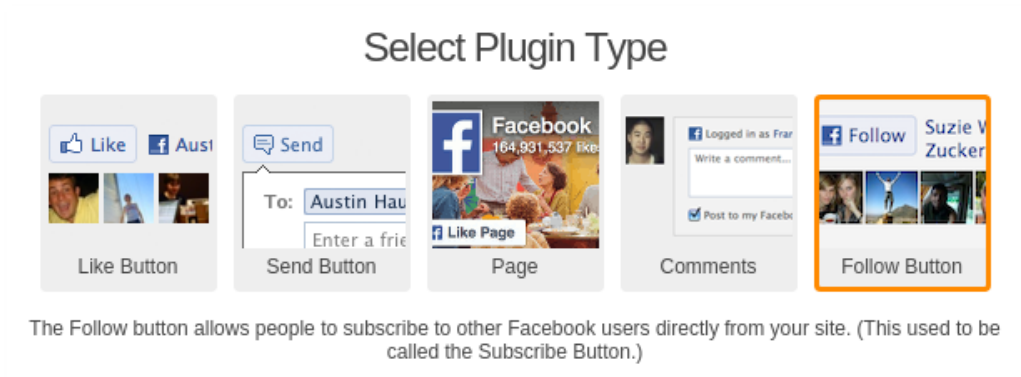
To get the Permanent URL of some file, roll-over the existing file and click the wheel  icon on top of Side Menu. Navigate to the Access Control area again and copy the URL.

Note: Moving a File Area changes the Permanent URL's of existing files. Be sure to update any references to the original URL as it will stop working the next time the page where the File Area was originally located is Published.

4 Adding Social Media

4.1 Facebook

Facebook Social plugins let you see what your friends have liked, commented on or shared on sites across the web.



Once you've installed the application it can be applied to any page from the Add-Ons tab on the Left Menu.

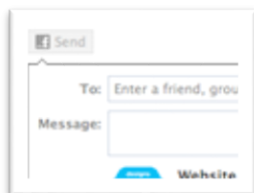
4.1.1 Like Button



The [Like Button](#) lets a user share your content with friends on Facebook. When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.

Use this plugin to let your readers help you drive traffic to your website.

4.1.2 Send Button



The [Send Button](#) allows users to easily send content to their friends. People will have the option to send your URL in a message to their Facebook friends, to the group wall of one of their Facebook groups, and as an email to any email address. While the Like Button allows users to share content with all of their friends, the Send Button allows them to send a private message to just a few friends.

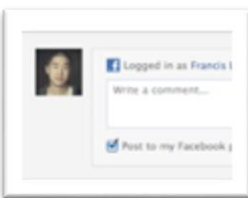
Use this plugin to let your readers help you drive traffic to your website.

4.1.3 Page Plugin



With the [Page plugin](#), you can embed components of your Facebook Page right onto your website.

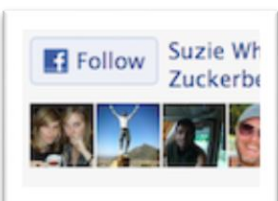
4.1.4 Comments



Comments Box is a social plugin that enables users to comment on your site using their Facebook profile. Users can post comments also to their wall, so their friends can see what they have commented. Features include moderation tools and distribution. Use this to plugin add Facebook comments to your site.

Use this to add Facebook comments to your site.

4.1.5 Follow Button



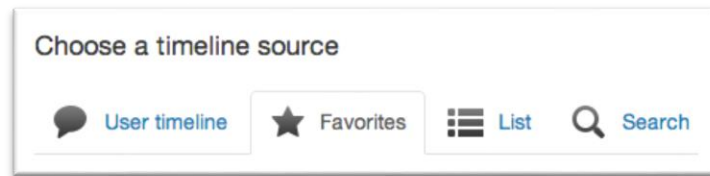
The [Follow](#) button lets a user follow your public updates on Facebook and allows people to subscribe to other Facebook users directly from your site (used to be called the "Subscribe Button").

Use this to let your users follow your public updates on Facebook.

4.2 Twitter

[Embedded timelines](#) make it easy to syndicate any public Twitter timeline to your website in a few simple steps with a line of code.

To get started, access this link <https://twitter.com/settings/widgets/new> and login to your Twitter account. Then just follow these 3 simple steps:

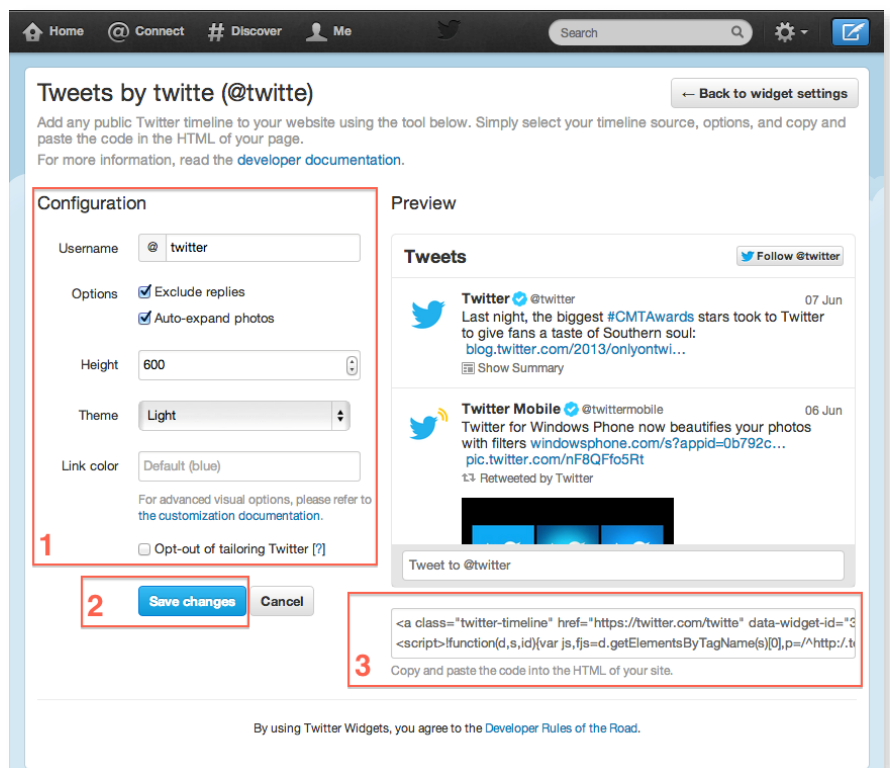


1. Select your **Timeline Source** and set the options. You can embed a timeline for Tweets from an individual user, a user's favorites, Twitter lists, or any search query or hashtag.
 - **User:** You may create an embedded timeline for any public Twitter user
 - **Favorites:** Like the user timeline, a favorites timeline may be created for any public Twitter user, and displays that user's favorited Tweets.
 - **List:** The list timeline shows Tweets from a specific list of users. The header of the list widget contains the list name, description, and links to the list creator's profile. Retweets by members of the list are included in the timeline. To create a list timeline you must have either created that list yourself, or subscribe to it.
 - **Search and #hashtag:** You may create a search timeline for any query or #hashtag. Searches for a single #hashtag feature a simplified header section, and a "Tweet #hashtag" Tweet box in the footer so that visitors can easily contribute to the conversation directly from your page. Clicking on the #hashtag in the header will open twitter.com search page for that #hashtag. You may also choose to enable "safe mode", which will exclude Tweets with common profanity and those marked possibly sensitive from appearing on your website.

2. Click **Save changes**.

- **Copy & Paste** the code into an HTML Snippet on your page.

For more information on the Twitter Embedded Timeline widget, please read their [developer documentation](#).



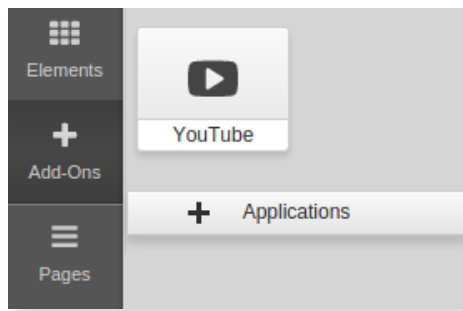
4.2.1 Displaying YouTube Videos

YouTube is a video-sharing website which allows users to upload, view, and share videos, and it makes use of Adobe Flash Video and HTML5 technology to display a wide variety of user-generated and corporate media video..

Use YouTube on your website to:

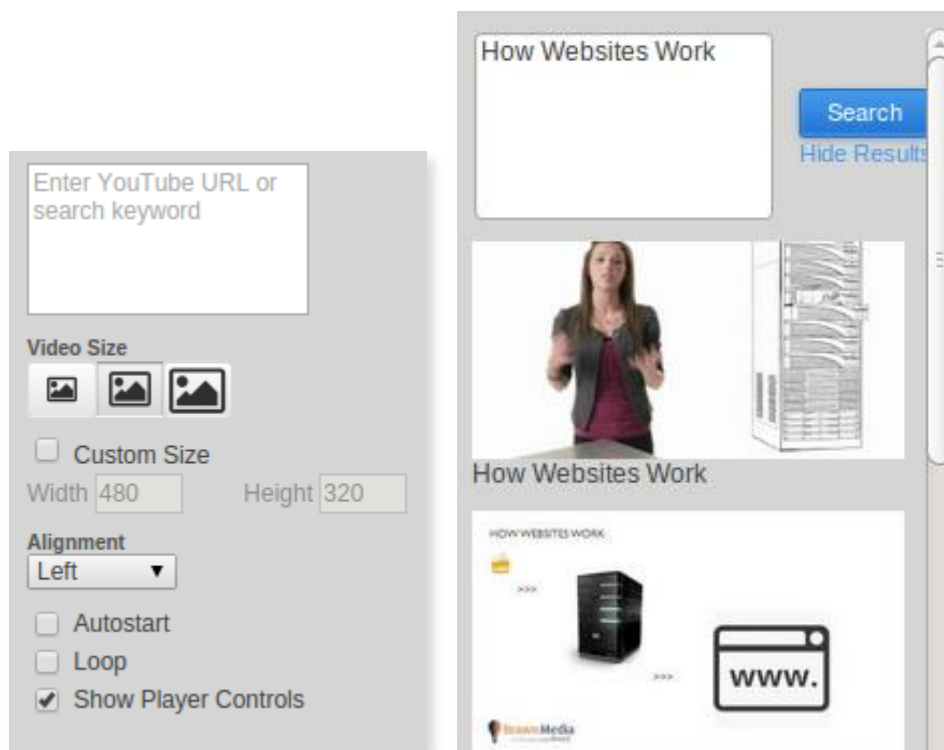
- Show customers a video of your products and services
- Let the world sample a preview of your band's gig
- Show your friends a memorable experience in your personal site

The built-in YouTube Application makes it easy to add this feature to your pages. Just go to **Left Menu > Elements > Gallery** and drag-and-drop the YouTube application into your site. A blue area on the page will show you the available position to apply the element on page.



Once added on page, click inside the element to show the preference panel and set up your YouTube video:

1. In the top text field you can enter directly your YouTube video URL or Search by keyword to browse videos.
If you chose to search a keyword - enter the word in the text field and press on the blue "search" button that will appear. Results will be displayed beneath the search window and you can select a video by clicking on it. To save your choice - click outside of the application menu.
2. Choose from three predefined video sizes - Small, Medium and Large.
3. If you don't want to use the default video size, you can set custom dimensions. Simply check the Custom Size checkbox and enter Width and Height (in pixels).
4. You can choose page alignment for the video on page - Left, Center, Right.
5. From the three check-boxes you can choose:
 - Autostart - should your video play automatically once the page is loaded
 - Loop - should your video play repeatedly
 - Show Player Controls - should the built-in YouTube controls be visible



Note: YouTube application cannot be added inside a Text and Image element. It is only designed to be added as an individual element. When used in combination with the Section Group you can get very similar layout as if you use Tables inside the Text and Image element.

4.2.2 Embedding YouTube Videos

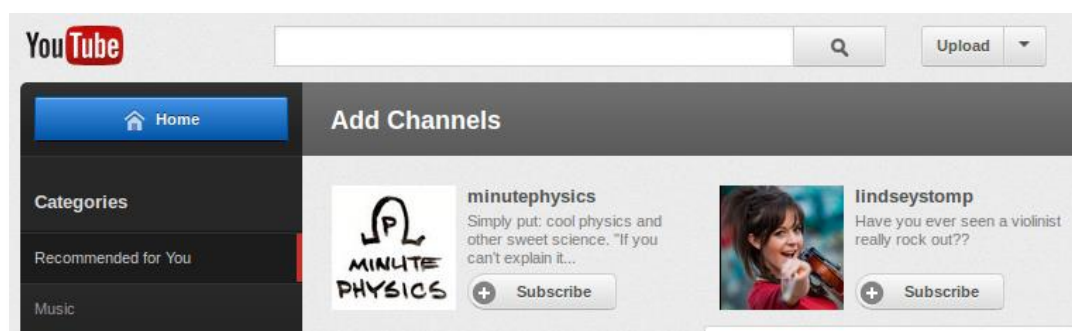
It is easy to add video files in the Text and Image editor on any page of your site. However, the videos added this way, will not stream - and your site visitors may need to wait until the whole video loads before viewing.

Video streaming, on the other hand, allows you to watch a video while it is being delivered by the video provider. To add streaming videos to your site you may host your videos with [Youtube](https://www.youtube.com/), and then integrate those videos on your web page using the HTML Snippet.

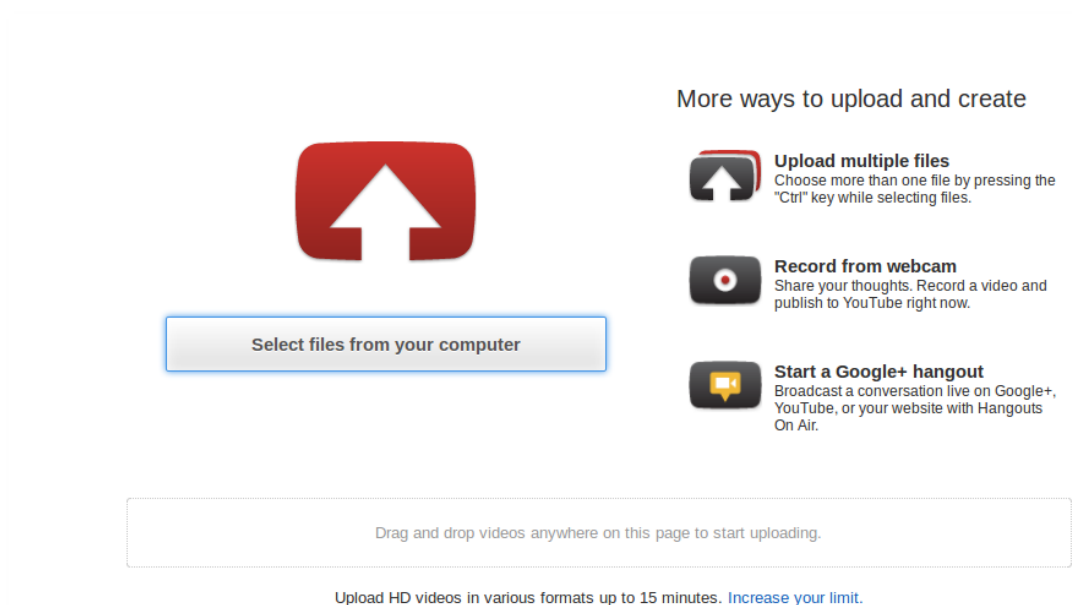
TO DISPLAY YOUTUBE VIDEO:

To start uploading videos with YouTube, sign in to your account or create one. You may also sign in with your Google account. Then, follow these steps to upload videos and integrate them in your site:

1. Click the **Upload** button in the upper-right corner of any YouTube page.



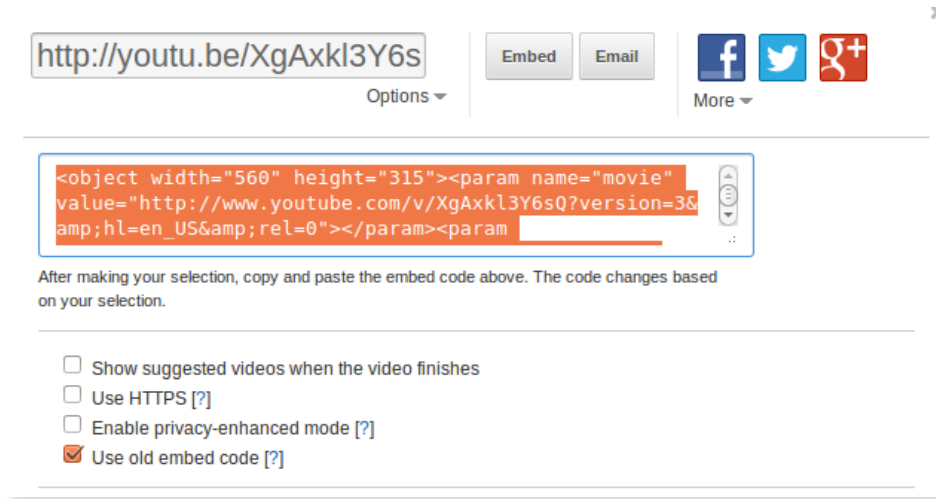
2. Browse for a video on your computer. Make sure your file is up to 1GB, up to 10 minutes long and its format is supported by YouTube.



3. Click the Upload Video button to start the upload process or just drag and drop the video file in the designated area.

4. After the video is uploaded, enter title, description, tags, and category for it. The more information you provide, the easier it is for others to find your video.

5. Click the **Save changes** button to save the updates you've made to the video file.

A screenshot of the YouTube video embed interface. At the top, there is a text box containing the URL 'http://youtu.be/XgAxl3Y6s'. To the right of this box are buttons for 'Embed' and 'Email', and social media icons for Facebook, Twitter, and Google+. Below the URL box is a dropdown menu labeled 'Options'. The main area of the interface is a large text box containing the embed code:

```
<object width="560" height="315"><param name="movie" value="http://www.youtube.com/v/XgAxl3Y6sQ?version=3&hl=en_US&rel=0"></param><param
```

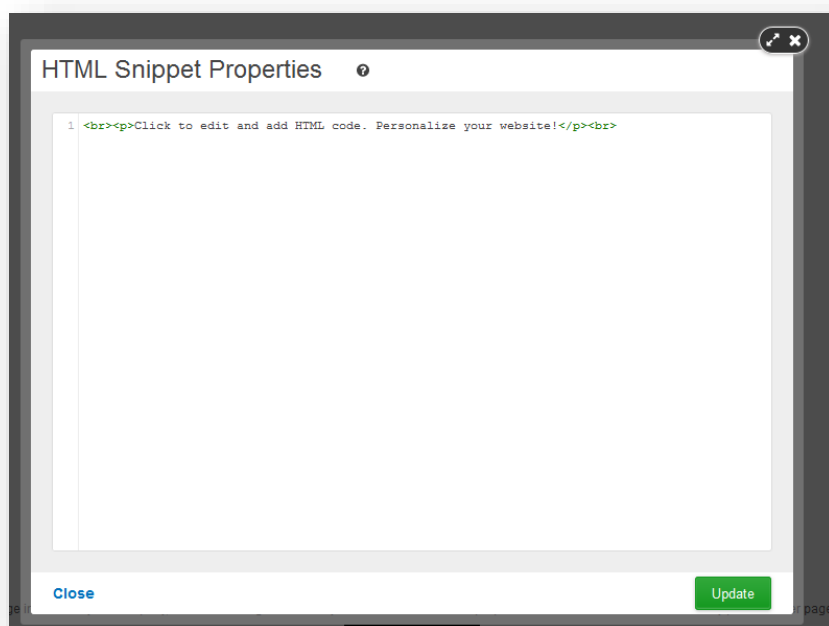
. Below the text box is a note: 'After making your selection, copy and paste the embed code above. The code changes based on your selection.' At the bottom, there are four checkboxes: 'Show suggested videos when the video finishes', 'Use HTTPS [?]', 'Enable privacy-enhanced mode [?]', and 'Use old embed code [?]' which is checked.

To Display the video in your Website:

1. Go to the page with your video and copy the code from the Embed box.

- Click the **Share** button
- Click the **Embed** button
- Check **Use old embed code**
- Copy the code

2. Add an [HTML Snippet](#) at the location where your YouTube video should appear and paste the code into the snippet box.



The video will appear on your page like this:

To disallow the embedding of your videos on other websites, follow the steps below:

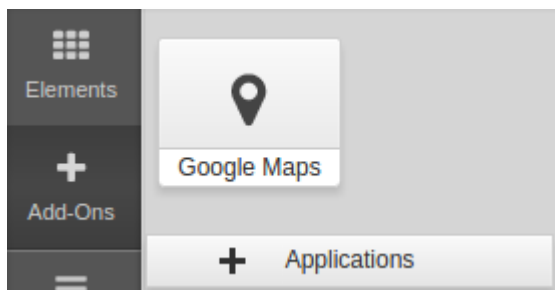
1. From your YouTube account, click the **My Uploaded Videos** link.
2. Click the **Edit Video Info** button to the right of your video.
3. Under Sharing Options select **No, external sites may NOT embed and play this video**.

4.3 Displaying Google Maps

Google Maps offers powerful, user-friendly mapping technology and local business information -- including locations, contact information, and driving directions.

Use Google map on your website to:

- Show customers your office location
- Let the world know where your band's next gig is
- Inform friends of your new address in your blog



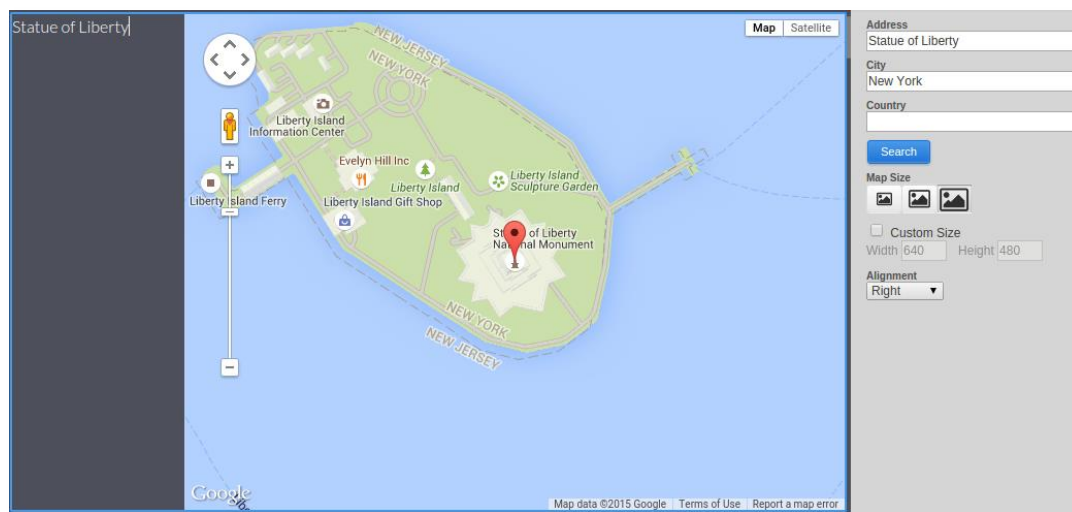
The built-in Google Map Application makes it easy to add this feature to your pages. Just click on **Add-Ons** on the **Left Menu**, click + Applications and add the Google Maps Application to your account. Once you've done this, the application will appear in the **Add-Ons** menu. The Google Maps element is added to a page in the same manner as any other content element. Simply drag-and-drop the Google Maps from the **Add-Ons** tab and place it on a blue area of the page to apply the map wherever you want it to appear. You can add a description directly and adjust the size and alignment of the map in the options panel that shows to the right.

TO ADD A LOCATION:

1. Type in the Address or City or Country.
2. Click the **Search** button.

OR

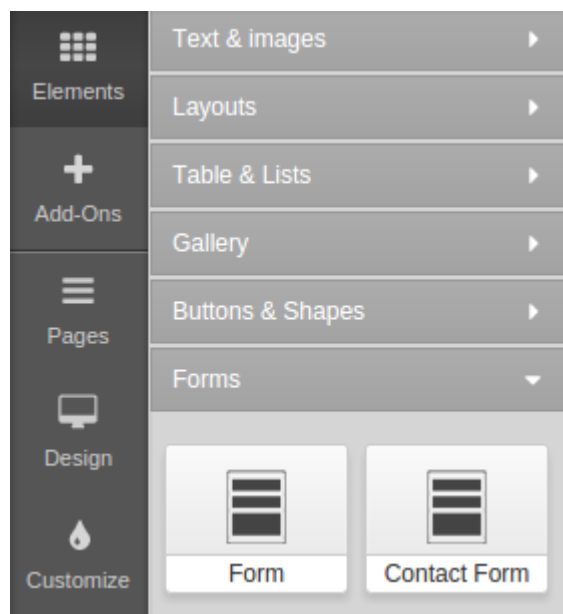
1. Move the map with the mouse to the desired location.
2. Click on the location.



Note: Google Maps cannot be added inside a Text and Image editor. It is only designed to be added as an individual element. When used in combination with the [Section Group](#) you can get very similar layout as if you use Tables inside the Text and Image editor.

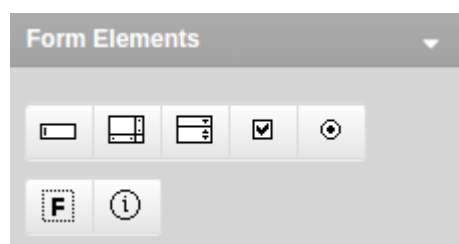
4.4 Forms

You can add two types of web **Forms** that can help you interact with your site visitors or gather user information. The Form editor is very similar to the [Text and Image editor](#).



To add a **Form** to your website simply click **Elements > Forms** at the **Left Menu** and drag-and-drop the element on page. Blue rectangles will appear to indicate the locations where a form may be dropped.

There are two ends in the Form editor - **Layout** and **Form Properties**. In the **Layout** you will configure the Form content and the **Call To Action Button** required for submitting the form. In the **Form Properties** section you will specify where the form is sent to.



Layout - Types of fields, checkboxes and buttons

1. Text Field



The Text Field may be used in your form to type text which is fairly short, and does not need to be split in lines. Now click over the Text Field you have added and you will see a set of options displayed in the right pane of the Form editor.

Type determines what information users should fill into this field.

- **Text:** the text users fill in will appear just as they typed it

- **Password:** the text will appear as **** so other users may not see it
- **Hidden:** can be used when you need to gather system-related information (like IP or browser used to submit the form) or add data which users should not see. A hidden field will not be visible on the page.
- **File*:** visitors can upload image, audio, video and other binary files to your site. When your site visitors submit to the form on your site you will [receive an email](#) with the information and a click-able link to the "File" they uploaded.
- **Name** is used to identify the form field when you need to refer to it anywhere inside the form editor as well as in the email entry generated by this form. That is why each form field should have a unique Name.
- **The Width** of the text box either by typing a different width number or by just dragging the resize controls of the field text box (the resize controls will appear when you click over the form field).
- **Max Length** is the maximum number of symbols this form field can accept. Your form may visually be very short, but it will accept as many symbols as you define in Max Length.
- **Validate As** field will let you define the type of content users are required to fill into this form field. If they don't fill in the proper content type - they won't be able to submit the form. E.g your form field Email may be validated to accept just content type Email. Thus if some user submits a form with incorrect email address (like me@yahoo or meyahoo.com) on trying to submit of the form the user will see a notice to correct the email. Most fields in the Form editor have Validate As option.
- **Hint** is the text that will appear next to the field when the visitor clicks inside it. You can enter instructions or examples of the content that needs to be entered.
- **Default Value** - This value will be pre-filled upon opening of the form and the visitor will be able to change it. The following special strings will be replaced with the corresponding values:
 - \$date - Date in format YYYY-MM-DD
 - \$date_time - Date and time in format YYYY-MM-DD HH:MM
 - \$browser_ver - Browser version and type of operating system
 - \$referrer - The page the visitor came from (referrer page)
 - \$ip - Visitor's IP address

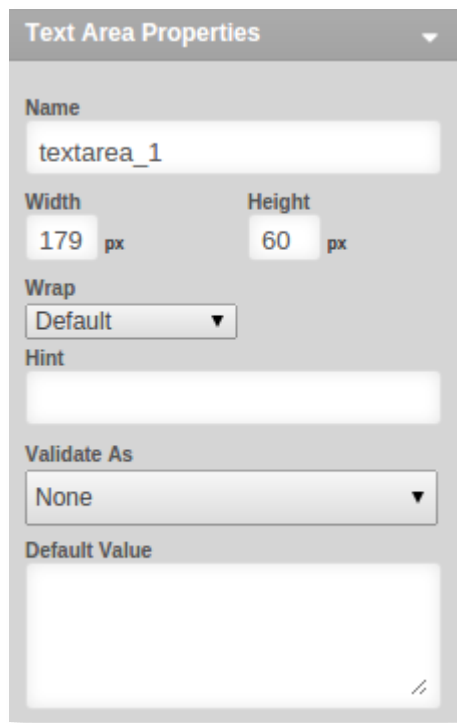
***Files** - In order to preserve the files sent via web form, the Form needs to be connected with a Database. Files that become part of the database will use the account storage and will remain accessible as long as they are in the Database. File links that are sent to an email do not use account space and therefore will expire in 2 weeks.

2. Text Area



The Text Area form field is similar to the text box field but can hold longer, multi-line text. Click over the Text Area field you have in the Form to see its customization options displayed to the right. The options Name, Width, Hint, Validate As and Default Value are identical to those of the Text Field. In addition, here

we have:



The screenshot shows the 'Text Area Properties' panel. It has a title bar with a dropdown arrow. Below the title bar, there are several sections: 'Name' with a text input field containing 'textarea_1'; 'Width' and 'Height' with numeric input fields (179 and 60) and 'px' units; 'Wrap' with a dropdown menu set to 'Default'; 'Hint' with a text input field; 'Validate As' with a dropdown menu set to 'None'; and 'Default Value' with a large text area.

- **Height** of the text area - you may change it either by changing the number in the height field or by dragging the text area size controls.
- **Wrap** - defines the wrapping of the submitted form field text when displayed in an email or forum / blog. Choose Default value to have your browser and mail client (Outlook, etc) wrap the text according to their default settings. Set wrapping Off to disallow the wrapping of the text when it is typed. Choose Physical to display the text in the mail the way it was wrapped in the text area. Choose Virtual to allow the mail client to decide how exactly the text should be wrapped.

3. Checkboxes



Checkboxes are used when there is a list of possible options and the user may select any number of choices from them. A stand-alone checkbox may also be used for a single option that the user may turn on or off. Checkboxes are available in the Form element found on the Left Menu > Forms. Select the element to see the customization options in the right panel.

Checkbox Properties

Name
checkboxbox_1

Value
value

Hint

☐ Selected by Default

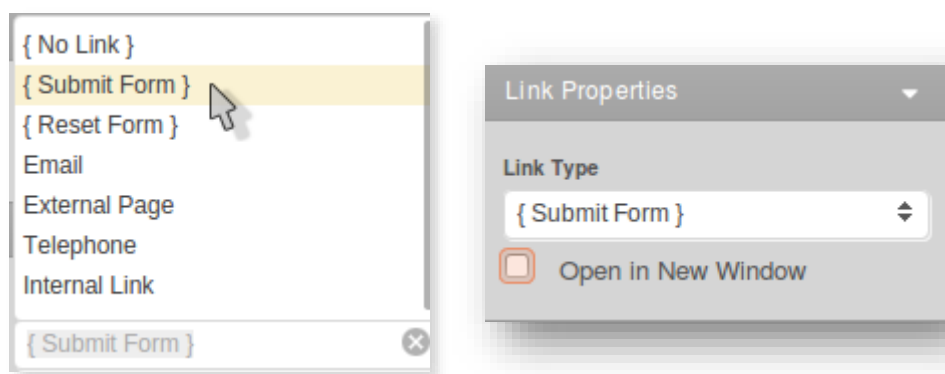
☐ Mandatory

- The checkboxes, just like all other form fields, have a Name which identifies the field in the form template editor as well as in the email/blog entry generated by this form. You may consider the Name as the question your users will have to answer by checking or un-checking the checkboxes associated with it.
- The Value of the checkbox is the answer you will get on your question. I.e if you set the checkbox value to Yes when the users checked this checkbox this means they answered your question affirmatively.
- If you check the Selected by Default option, your checkbox form field will be initially checked when the users load your form.
- And finally, if you make a checkbox mandatory users will be required to check it before being able to submit the form. e.g if you want them to agree to your Terms and Conditions before they may submit the form - add an Agreement checkbox and make it Mandatory.

4. Call To Action button



The **Call To Action** button is essential to the Form. Without it your users cannot submit the form and it cannot complete its actions. It is automatically added in both the Form and Contact Form elements found on the Left Menu > Elements > Forms. To make it a Call To Action button for sending a form, click on it and from the Link drop-down menu select **{Submit Form}**. You can create a Form **{Reset}** button using the same process. Use the editable field in the right panel to change the Caption text the button will display.



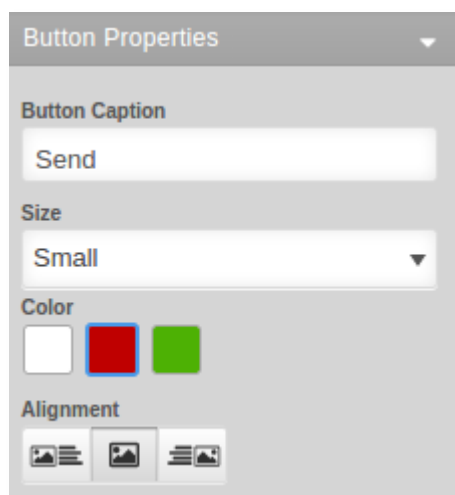
4.4.1 Call to Action Button Properties and Layout

Button Caption: Define the text that will be visible on the button.

Size: Choose from three pre-defined button sized - small, medium, large.

Color: Choose from three pre-defined colors for the button.

Alignment: Specify the button alignment inside the content - left, centered, right.



4.4.2 Form Properties

Form Properties ?

Next Page

Link Type

Select a page to show after a successful submission

Send to Email The content of this form will be sent to an email


To Email

From Email

Mail Subject

Close Update

Access the Form Properties by clicking on the Form Settings button on the Right properties

panel  **Form settings**

1. **Next Page:** define which page from your site should open after successful submission of the form (it may be a 'Thank You' page for example) or leave empty.

2. Send to Email

To send the content of your form to your email use the Send to Email feature.

- **To Email:** Specify the address To which submitted forms should be addressed. We can display customer submitted details by applying \$xxxxx\$ wildcards for the special values of the corresponding Form Field Name.
- **From Email:** Specify the address From which the form will be sent. This can be your own specific email address, or we can display customer submitted details by applying \$xxxxx\$ wildcards for the special values of the corresponding Form Field Name.
- **Mail Subject:** of the email that will be received on submission of the form (like New Information Request). We can display customer submitted details by applying \$xxxxx\$ wildcards for the special values of the corresponding Form Field Name.

5 Optimizing your Search Results (SEO)

5.1 Introduction

It is often assumed that to create an online presence for your business, art or personal project, it's sufficient to put up a nice-looking, content-rich website. However, if no visitors come to your site all efforts, time and money spent on it will be in vain. Considering that a great part of your traffic may come from search engines, we have outlined the most important tips to help you make your site easily discoverable on the web.

This tutorial is focused on optimizing your site for organic search results. Maximizing the visibility of your website in organic search results is a continuous process which requires significant involvement and may not bring overnight results. If you need instant results, and have allocated a budget for this, you may want to consider some of the paid search results placement alternatives (such as [Google Adwords](#), [adbrite](#), [Microsoft adCenter](#)).

Organic search engine optimization is about understanding which elements search engines look for on a page to help determine its relevance to a given search term and making your pages easily discoverable by these elements for the search terms that relate most closely to your content.

Search engines store information about an enormous amount of pages they find on the web. The pages are retrieved by spiders (crawlers) and are then analyzed to see what information is worth indexing (storing). Usually this information is extracted from the titles, headings, the first paragraphs of text content and the meta tags. When you run a search query into a search engine, it displays the best matching pages from the indexed ones, based on a specific page ranking criteria. Different search engines use their own methods of indexing and ranking web pages. Most of them, though, rank web pages based on:

1. Website popularity
2. Quality of the website copy
3. Technical information like meta tags, robots and sitemap files

5.2 Adding Metadata

Along with your page content, search engines also go through a number of meta tags to find information for your site. Improving them may significantly increase your page rank.

1. **Site Title.** The site title is the first and most visible information displayed for each search result entry, and therefore should describe precisely and concisely what the site is about. Tips on creating a good site title:

- Include some of the keywords you already identified.
- Limit the title to 5 - 8 words (the text after that will be cut).
- Try to remove all unnecessary words like 'and', 'the', 'a', etc.
- Do not repeat keywords.
- To change the site title, click Control Panel option on top right in your website Admin and select Site Properties.

2. **Keywords.** Keywords inserted in the meta tag area of your site do not play such an important role as they used to. However, some search engines still use this meta info when indexing web pages. Review the keyword list compiled above and follow these rules to pick keywords for each page:

- Use various keywords.
- For each page choose keywords that directly relate to the page content.
- The more important keywords should be filed first.



You may enter the keywords for each page inside Page Options administration panel. Site keywords are defined in Site Properties administration panel. If no page keywords are defined - the page will use the site keywords.

3. **Description.** The description is usually a one-sentence summary of what your site or page is about. The description should be compact (30-40 words) and informative. If the page has no description, the site description will be displayed as page description. If no site description is provided, the search engine will display as description part of your website content.


To add description to your pages and site, use the Page Options and Site Properties administration panels.

5.2.1 Administration Panels

Site Properties

Site Title	<input type="text" value="Soft Sales Cure, Inc"/>	<input type="text" value=""/>
Logo	 Delete	
Site Keywords	<input type="text" value="improve sales, increase sales, improv"/>	
Site Description	<input type="text" value="is a leading sales management firm fi"/>	
Encoding	<input type="text" value="-- Default --"/> 	
News Per Page (if any)	<input type="text" value=""/>	

Page Options

Page Name	<input type="text" value="Soft Sales Cure, Inc"/>
 Search Engine Optimization	
Page URL	<input type="text" value="cure"/> .html <small>Leave blank for automatically generated URL (e.g. page-name.html)</small>
Page Title	<input type="text" value="crease Sales, Achieve Results"/> <small>Leave blank to use standard title (Site Title - Page Name)</small>
Page Keywords	<input type="text" value="les, increase sales, legal, software, management, companies"/>
Page Description	<input type="text" value="sales management firm focused
exclusively on helping start-ups and
public software companies increase
sales to achieve ..."/> <small>Leave blank to use Keywords and Description defined in Site Options</small>

5.2.2 Search Results Entry

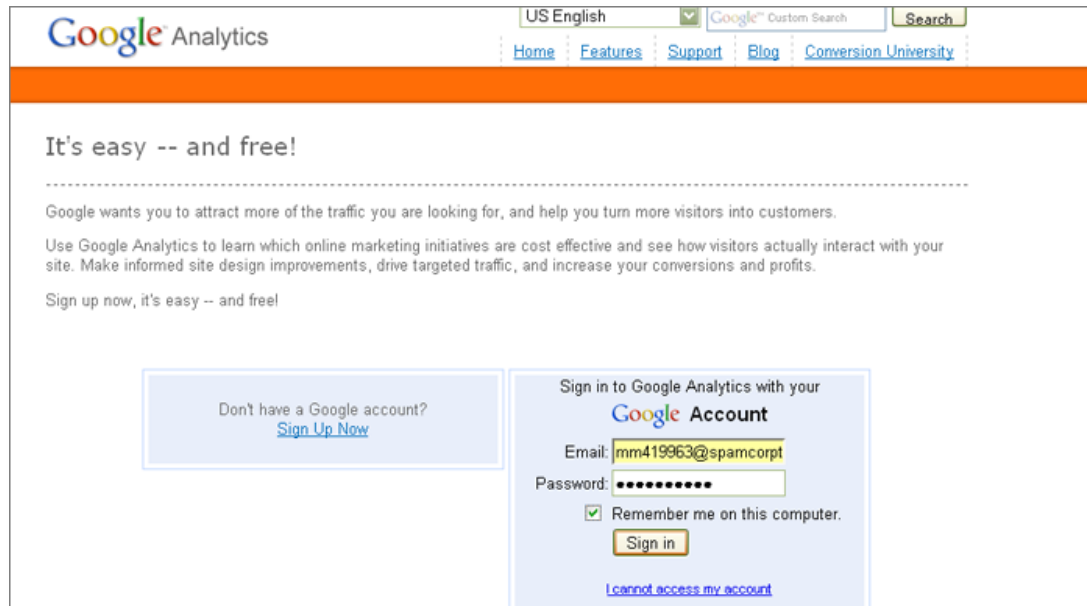


5.3 Viewing Site Statistics

[Google Analytics](#) (GA) is a powerful statistics tool providing general and segmented data for your website visitors. With GA, you can obtain information ranging from the total unique hits per page and the number of new vs old visitors to top keywords per page and the success of your goals. All this information may be analyzed and used to improve your website content and content structure, to adjust your marketing activities and eventually drive more and higher-quality traffic to your site.

In order to integrate GA into your site, follow the steps below:

1. [Sign up for GA](#) with your Google Account. If you don't have a Google account, create one by choosing the Sign Up Now link.



2. On signing in at GA, you'll be prompted to provide the following General Information:

- Website URL - insert here the domain of your site
- Account Name - the website name displayed in your Google Analytics reports and dashboard

Google Analytics

Getting Started

Analytics: New Account Signup

[General Information](#) > [Contact Information](#) > [Accept User Agreement](#) > [Add Tracking](#)

Please enter the URL of the site you wish to track, and assign a name as it should appear in your Google Analytics reports. If you'd like to track more than one website, you can add more sites once your account has been set up. [Learn more.](#)

Website's URL: (e.g. www.mywebsite.com)

Account Name:

Time zone country or territory:

Time zone:

© 2008 Google | [Analytics Home](#) | [Terms of Service](#) | [Privacy Policy](#) | [Contact us](#) | [Analytics Blog \(in English\)](#)

In Contact Information list your name and location. In the next step check the confirmation box to agree with the terms and conditions, and then press Create Account button.

3. You'll be directed to the Add Tracking step. You DO NOT need to copy this snippet. Click Save & Finish and you will be directed back to the Overview of your account. From your account Overview, you will be able to view the Web property ID for the site (highlighted in Red). Copy this Web property ID to add to your site.

Overview » My Personal Website ([Edit account settings](#))

Dec 18, 2009 - Jan 17, 2010
Comparing to: Nov 17, 2009 - Dec 17, 2009

Website Profiles [+ Add new profile](#)

Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
http://mydomainhere.com								+ Add new profile
mydomainhere.com	View report		0	00:00:00	0.00%	0	N/A	Edit Delete

Find profile: Show rows: 1 of 1

Add Website Profile»
A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

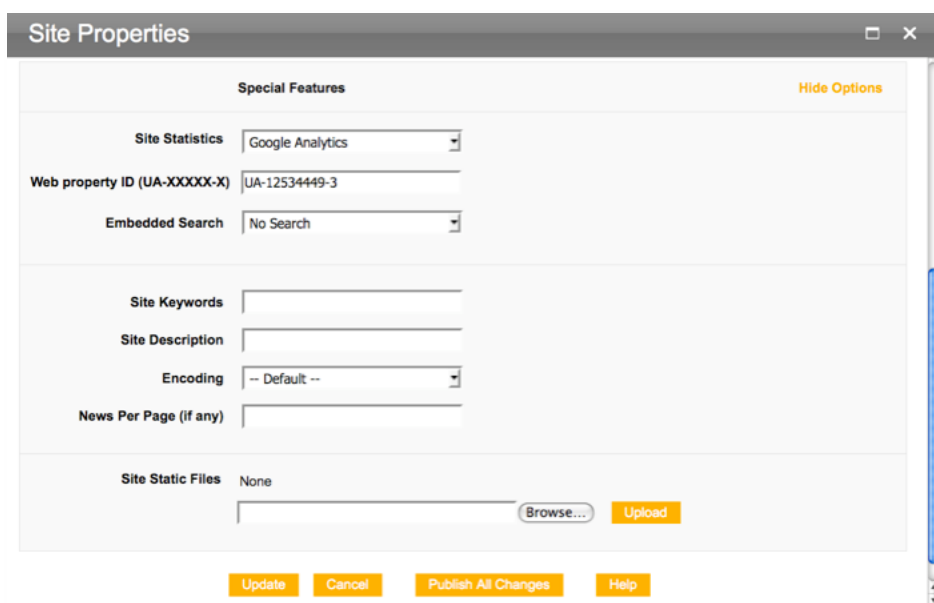
User Manager»
Number of Users: 1
Add or edit Users. [Learn more](#)

Filter Manager»
Number of Filters: 0
Filters can be used to customize the way data is displayed in your reports. [Learn more](#)

Add the Web property ID to your website following these steps:

- Login to your site and access Control Panel > Site Properties

- In Site Properties, scroll down to Special Features and click Show Options
- Choose Google Analytics from the Site Statistics dropdown menu
- Paste the Web property ID into its field and click Update
- You will now be able to access and login to your Google Analytics account through your Control Panel > Site Statistics.



The screenshot shows the 'Site Properties' dialog box with the 'Special Features' tab selected. The 'Site Statistics' dropdown is set to 'Google Analytics'. The 'Web property ID (UA-XXXX-X)' field contains 'UA-12534449-3'. The 'Embedded Search' dropdown is set to 'No Search'. Below these, there are fields for 'Site Keywords', 'Site Description', 'Encoding' (set to '-- Default --'), and 'News Per Page (if any)'. At the bottom, the 'Site Static Files' section shows 'None' with a 'Browse...' button and an 'Upload' button. At the very bottom of the dialog are four buttons: 'Update', 'Cancel', 'Publish All Changes', and 'Help'.

4. Inside your GA account, under the Status column you will see the verification status of your site - it will appear as Unknown (⚠️) until GA has detected the tracking code you placed on your site. Within 24h the tracking code should be detected and your Status column should display Receiving Data (✅).

The screenshot displays the Google Analytics dashboard for a user named 'mm41996'. The top navigation bar includes 'Analytics Settings' and 'View Reports: Click to select Website Profile'. The left sidebar contains 'Common Questions' and 'Resources'. The main content area is titled 'Overview » My Personal Website (Edit account settings)' and features a 'Website Profiles' table. The table lists a profile for 'http://www.mydomainname.com UA-7194146-1' with 0 visits and a 0.00% bounce rate. Below the table, there are links for 'Add Website Profile' and 'User Manager'.

Common Questions

- How do I know that my tracking code is installed correctly?
- Why am I not seeing any data in my reports?
- I've added the tracking code, but it says 'Tracking code not detected or verified.' Why?

Resources

Overview » My Personal Website (Edit account settings)

All Starred

Website Profiles						
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Comp Goals
http://www.mydomainname.com UA-7194146-1						
☆ www.mydomainname.com	View report	⚠	0	00:00:00	0.00%	

Find profile:

Add Website Profile»
A profile allows you to track a website and/or create different views of the reporting data using filters. [Learn more](#)

User Manager»
Number of Users: 1
Add or edit Users. [Learn more](#)

All hits to your website are now displayed inside your GA interface. You may access the complete statistics report in dashboard view by selecting your website from View Reports dropdown.

6 Site Settings: Restore Function

In the process of editing your site, you may want to restore a change you made or revert to a previous version of the website. Instead of manually editing the changes back, you can use the restore function located in your Site Settings menu. Here, you can view the details of the changes made to your site.

1. Under the Site Settings menu, click **History**
2. Under this tab, you will notice the date of the change as well as associated actions
3. You can restore your site back to the version on the date of your choice
4. Once you have selected **Restore**, click **Save** to verify your changes

The screenshot shows the 'Site Settings' interface with the 'History' tab selected. It displays a table of recent changes with columns for Date, Element, Action, and Restore. The first row is highlighted in yellow, indicating the current state. Below the table are 'Cancel' and 'Save' buttons.

Date	Element	Action	Restore
Sep 11, 2017 9:32 AM	Site Properties	updated	Current
Sep 11, 2017 9:31 AM	Site Properties	updated	Restore
Sep 11, 2017 9:09 AM	Multiple Elements	multiple changes	Restore

Buttons:

