



Sitebuilder 4.0 for Linux/Unix Wizard User's Guide

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SWsoft.

13755 Sunrise Valley Drive

Suite 325

Herndon

VA 20171 USA

Phone: +1 (703) 815 5670

Fax: +1 (703) 815 5675

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Contents

Preface	5
About Sitebuilder	5
About This Guide	5
Who Should Read This Guide	6
Typographical Conventions	6
Feedback	6
Getting Started With Sitebuilder Wizard	7
Overview of Main Steps to Create Site	8
Logging In to Sitebuilder	8
Learning Sitebuilder Wizard Interface	9
Working with Lists	12
Starting to Work with Sitebuilder Wizard	14
Getting Help	15
Choosing Type of Created Site	16
Creating Site Design	17
Selecting Design Template for Site	19
Selecting Color Scheme	20
Selecting Banner	20
Selecting Menu Style	20
Uploading Logo	21
Specifying Site Title, Subtitle and Footer Message	21
Buying Pictures from Fotolia	22
Creating Site Structure	23
Types of Pages	25
Structuring Your Site	26
Adding Pages	27
Changing Position of Pages	27
Renaming Pages	27
Removing Pages	28
Choosing Site Language, Currency, and Format of Numbers, Time and Date	28
Populating Site with Content	29
Setting Up Site Map	31
Renaming Pages in Site Map	31
Specifying Keywords to be Used by Search Engines	31
Providing Page Description to be Displayed in Search Results	31
Hiding Pages in Site Navigation	31
Working with Text	32
Applying Styles, Fonts, and Colors to Text	33
Formatting Paragraphs	33

Copying and Moving Text	34
Finding and Replacing Text Fragments	35
Checking Spelling on Page	36
Undoing and Redoing Actions.....	36
Inserting Images.....	37
Inserting Links	38
Working with Tables	41
Working with Modules	42
Adding Blog	43
Adding Image Gallery.....	47
Providing Content for Download	53
Adding Online Store	54
Adding Flash Intro	67
Adding Guestbook.....	68
Adding Forum.....	70
Providing Registration to Your Site Visitors	74
Adding Maps	76
Adding Feedback Form.....	78
Adding RSS News Feeds.....	80
Inserting Scripts Into Your Web Pages	80
Conducting Polls and Online Surveys.....	81

Publishing Site	82
------------------------	-----------

Requirements to Host.....	85
---------------------------	----

Preface

About Sitebuilder

Sitebuilder consists of two parts: the Wizard and the Administrator Panel.

With the Sitebuilder Wizard, you can create sites by simply choosing the design preset you like and adding text and images. Then you can add picture galleries, blogs and online stores in a few clicks. You do not need to know any markup or scripting languages to have a site.

The Administrator Panel is a tool for managing and maintaining web sites created in the Wizard.

About This Guide

This guide instructs you how to create and publish sites on the Internet using the Sitebuilder Wizard.

This guide covers the following steps of creating and publishing sites:

- 1 Creating site design (on page 17)
- 2 Creating and editing site structure (on page 23)
- 3 Creating and editing site content (on page 29)
- 4 Publishing a site on the Internet (on page 82)

Who Should Read This Guide

The target audience of this guide is regular users of Sitebuilder as well as guests, who are working with Sitebuilder in the guest mode, creating trial sites without publishing them on the Internet.

Typographical Conventions

The following kinds of formatting in the text identify special information.

Formatting convention	Type of Information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the QoS tab.
	Titles of chapters, sections, and subsections.	Read the Basic Administration chapter.
<i>Italics</i>	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	The system supports the so called <i>wildcard character</i> search.
Monospace	The names of style sheet selectors, files and directories, and CSS fragments.	The license file is located in the <code>httpdocs/common/license</code> directory.
Preformatted	On-screen computer output in your command-line sessions; source code in XML, C++, or other programming languages.	<pre># ls -al /files total 14470</pre>
Preformatted Bold	What you type, contrasted with on-screen computer output.	<pre># cd /root/rpms/php</pre>

Feedback

If you have found a mistake in this guide, or if you have suggestions or ideas on how to improve this guide, please send your feedback to userdocs@swsoft.com. Please include in your report the guide's title, chapter and section titles, and the fragment of text in which you have found an error.

CHAPTER 2

Getting Started With Sitebuilder Wizard

This section describes your first steps with the Sitebuilder Wizard.

In this chapter:

Overview of Main Steps to Create Site	8
Logging In to Sitebuilder.....	8
Learning Sitebuilder Wizard Interface.....	9
Starting to Work with Sitebuilder Wizard.....	14
Getting Help	15

Overview of Main Steps to Create Site

As a rule, the process of creating a web site includes three main stages: planning, implementation, and web site updating or maintenance.

Planning: The first and most essential stage in any project is planning. Before starting with Sitebuilder, think about the purpose of your web site and its target audience. After this, decide where your web site will be stored, or, in Internet terminology, hosted. This stage is beyond the scope of this document. Since Sitebuilder is often provided in a bundle with a web hosting package, we assume that you already have a web space for publishing your site. Then, you create a detailed structure of your future web site and prepare its contents, including text information and graphics. The planning stage is extremely important because it eventually determines the usefulness of your web site.

Implementation: The next stage is the implementation of your web site. The five-step Sitebuilder Wizard takes you through the entire process of creating your site, from initial design to publishing and maintenance. The following is an overview of the main steps required to create a web site using Sitebuilder:

- 1 To create a web site, open the Sitebuilder Wizard. You can start working with the Wizard anonymously, without supplying login and password.
- 2 Complete the first four Wizard steps (select the design, create the site structure, add web site contents, add site modules and provide extra information for search engines).
- 3 Go to the **Publish** step and start the publishing process. If you do not have a Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you buy hosting. After you purchase hosting services from your provider, you will be provided with a domain name. The Sitebuilder provider will point your Sitebuilder account to your domain name, and after publication, your site will be available on the Internet.

Maintenance: When you complete the above steps, your site becomes available for visitors. It is critical to keep your site content fresh because this is a good way to show your attitude to customers and services. Therefore, update your site on a regular basis. All you need to do is to log in to the Sitebuilder Administrator Panel, edit the content, and click **Publish**. Sitebuilder will automatically transfer the updated content to your hosting location.

For detailed instructions on what to do on every step of creating your site, see the following chapters.

Logging In to Sitebuilder


The Sitebuilder Wizard access procedure is different for different user roles. Below we describe the login process for site owners and anonymous users. The Sitebuilder administrator and resellers access the Sitebuilder Wizard from their Administrator Panels.

➤ **To log in to the Sitebuilder Wizard using your site owner account:**

- 1 Open your Internet browser.
- 2 Enter the URL you have received from your Sitebuilder provider into the address bar of your browser.

For example, `http://[Sitebuilder_host]/Login`

- 3 Press ENTER.
- 4 Enter your user name in the **User name** field.
- 5 Enter your password in the **Password** field.
- 6 Select the language of Sitebuilder interface from the **Interface language** list.
- 7 Click **Log in**.

The Sitebuilder Wizard opens on the **Start** page, from which you can start creating your first site. You can proceed to your Administrator Panel by clicking the  **Go to Admin Panel** shortcut at the top of the screen.

➤ **To access the Sitebuilder Wizard as an anonymous user (in demo mode):**

- 1 Open your Internet browser.
- 2 Enter the URL to Sitebuilder demo version into the address bar of your browser.

For example, `http://[Sitebuilder_host]/Wizard`

The link may be distributed by a Sitebuilder provider, or obtained otherwise.

- 3 Press ENTER.
- 4 Select the language of Sitebuilder interface from the **Interface language** list.

The Sitebuilder Wizard opens on the **Overview** page, which provides access to all five steps of the Sitebuilder Wizard.

Learning Sitebuilder Wizard Interface

In Sitebuilder, a site is created in five steps. Each step has its own working and navigation principles, which will be covered in respective sections further in this guide. Here we will outline the general principles of working with the Sitebuilder Wizard interface, and enumerate elements present on all Sitebuilder screens.

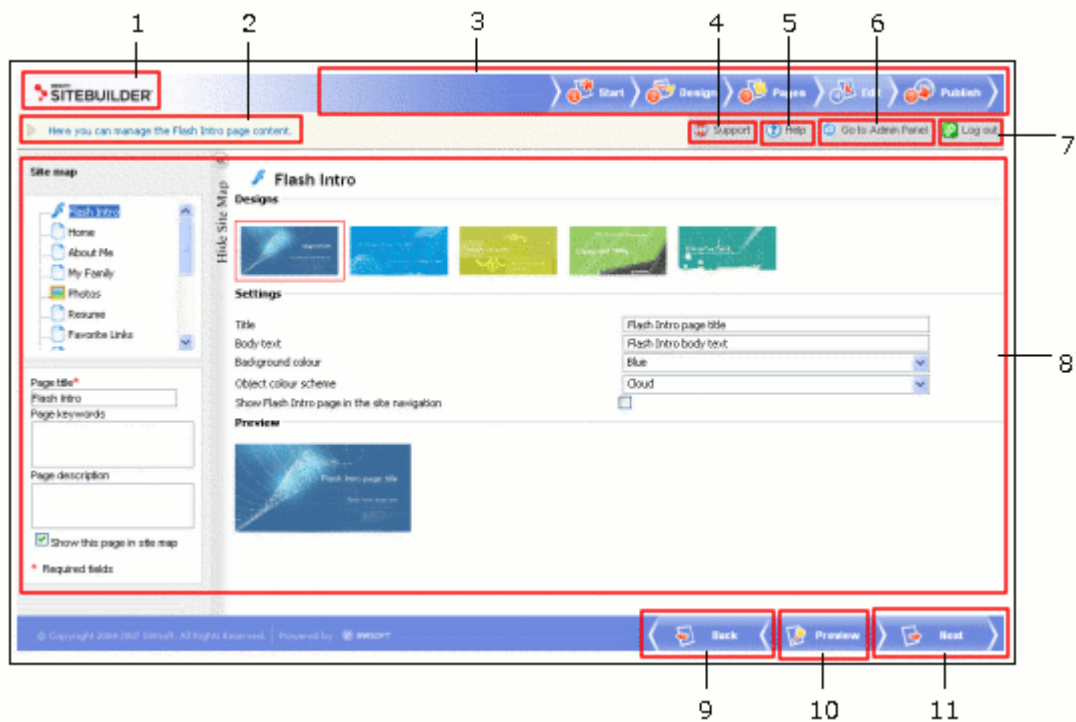









Figure 1: Sitebuilder Wizard Interface

Every Sitebuilder Wizard window contains the following elements:

- 1 Logotype image. The default image is the Sitebuilder logo linked to the SWsoft official site. This image can be customized by your Sitebuilder provider.
- 2 Top help string, which provides short instructions about the operations you can perform on the current page and displays the result of your last action.
- 3 Shortcuts used to switch between the five Sitebuilder Wizard steps. The step you are currently on is highlighted in color.
- 4  **Support** button, which, by default, opens Sitebuilder Online Server Support screen on the SWsoft official site, where you can fill in the form to request the help of SWsoft technical support team. This link can be customized by your Sitebuilder provider.
- 5  **Help** button opens the online version of this guide.
- 6  **Go to Admin Panel** button takes you to your Sitebuilder Administrator Panel.
- 7  **Log out** button finishes your current session with Sitebuilder.

Note: The **Support**, **Help**, **Go to Admin Panel** and **Log out** buttons are not displayed to anonymous users.

- 8 **Work area**, where the interface options available on the current step of the Wizard are displayed.
- 9  **Back** button, which enables you to get to the previous step of the Wizard (you can also return to another step by selecting a corresponding step in the top navigation bar).

- 10  **Preview** button, which allows you to preview the site at any stage of its creation.
- 11  **Next** button, which switches you to the next step of creating your site (you can also click the next tab in the top navigation bar).

Working with Lists

When setting up page or block modules on the **Edit** step of the Sitebuilder Wizard, you will see lists of various system objects (blog posts, online store orders, etc.).

In such a list, each object record is a table row displaying the object name and the relevant parameters of the object (for example, for each forum topic, the author of the topic, the category the topic belongs to, the date of last the update, and the number of replies to the topic are displayed). Above and below each list, the total number of items contained in the list is displayed. Below the list, you can adjust the number of items to be displayed per page (**5**, **10**, **25**, or **100**). In multi-page lists, you can navigate between the pages by clicking the page number shortcuts above and below the list. To go to the first/last page of the list, click **First Page** or **Last Page**, accordingly.

In lengthy lists, you can find items using the search function, or sort items by the available parameters. To find an item, type a search criterion into the input box above the list, and click **Search**. The list will show the items matching the search criterion. To return back to viewing all items, click **Show All**.

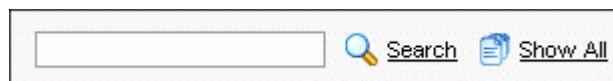


Figure 2: Searching for Objects

In some lists, you can filter items by a number of parameters by selecting one of them from the drop-down box (for example, on the **Orders** tab of your **eShop** page, you can filter out orders of certain status: **New**, **Paid**, **Processed**, **Backorder**, **Completed**, **Cancelled**, **Failed**, or **Any**).

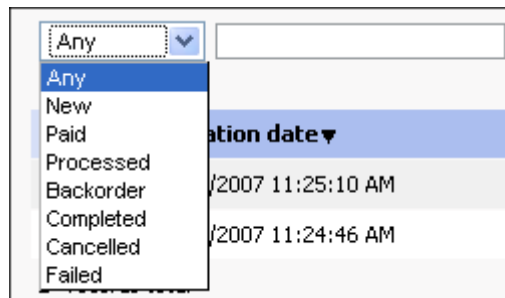


Figure 3: Filtering Objects

Note: All the above described principles also apply to the list of design template categories on the **Design** step of the Sitebuilder Wizard. For information on using these options on the **Design** step, read section **Creating Site Design** (on page 17).

To choose a list object for further operation, select the check box to the left of the object's name.

<input type="checkbox"/>	S	Name
<input type="checkbox"/>	✔	Cash on delivery
<input checked="" type="checkbox"/>	!	Check / Money order
<input checked="" type="checkbox"/>	!	PayPal

Figure 4: Selecting Particular Objects in a List

To choose all objects in the list, select the check box at the head of the column.


<input checked="" type="checkbox"/>	S	Name
<input checked="" type="checkbox"/>	✔	Cash on delivery
<input checked="" type="checkbox"/>	!	Check / Money order
<input checked="" type="checkbox"/>	!	PayPal





Figure 5: Selecting All List Objects at Once

To perform operations with certain objects in a list, select the required objects and click an operation shortcut above the list (for example, **Activate**, **Deactivate**, **Remove Selected**, etc.).




<input checked="" type="checkbox"/>	Activate	<input checked="" type="checkbox"/>	Deactivate
5 records total			
<input type="checkbox"/>	S	Name	
<input type="checkbox"/>	✔	Cash on delivery	
<input checked="" type="checkbox"/>	!	Check / Money order	


Figure 6: Performing Operations on List Objects

In the list of payment systems on the **Payment Systems** tab of the  **eShop** page, the status of an item is indicated by a status icon in the **Status (S)** column (✔ or !).

In most lists, individual operation shortcuts are displayed for each item. For example, for each product category on the **Categories** tab on the  **eShop** page, there are **Change position** arrows ( ,  , or both), and an  **Edit** icon.

In most lists, you can configure or edit a list object by:

- clicking the object name, if it is clickable (for example, the post names on the **Content** tab of the  **Blog** page)
- clicking the  **Edit** icon for this object in the list (for example, for a product on the **Products** tab of the  **eShop** page)

In some lists, you will also see shortcuts to managing the objects' dependent items - such as the **View/Edit Comments** shortcut for each blog post on the **Content** tab of the  **Blog** page.

In most Sitebuilder Wizard object lists, you will find default objects created for your convenience, which you can delete or reuse at a later stage.

Starting to Work with Sitebuilder Wizard

The **Overview** page provides quick access to and contains short description of each of the five steps required for creating a site in Sitebuilder.

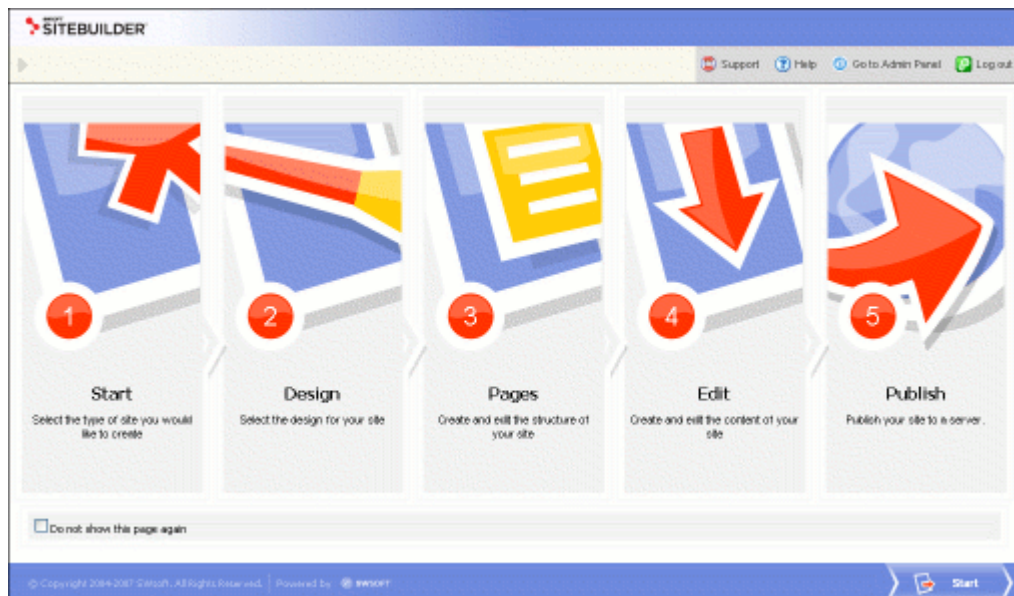



Figure 7: The Sitebuilder Wizard Overview Page

The five Sitebuilder Wizard steps are as follows:

- 1 Start.** On this step, you choose whether to create a site from scratch or create a site using one of the proposed site templates (site-blog, site-photo gallery, etc.).
- 2 Design.** On this step, you configure your site layout, color scheme, menu style, logo and banner, as well as to set up text elements appeared at the background of your site, such as the title phrase and the copyright notice.
- 3 Pages.** Here, you configure the structure of your site and arrange the pages hierarchy in the site map.
- 4 Edit.** At this stage, you create and edit the content of your site pages.
- 5 Publish.** On this step, you publish your site on the Internet.

For anonymous users, on the **Overview** page, the  **Interface language** box is displayed allowing to select the language of the Sitebuilder Wizard interface.

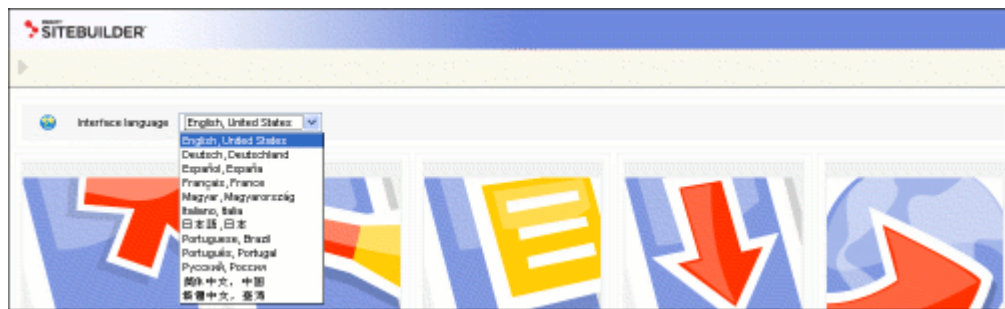



Figure 8: Selecting Language

To start creating your site, click **Start** at the bottom of the screen.

Getting Help

The Sitebuilder help system has been created to assist you in solving problems you might encounter when creating your site. To find the information you need, you can do the following:

- *Use on-screen context-sensitive help.* It is the easiest and quickest way to get instant help with your immediate tasks. Using context-sensitive help will not interrupt your work flow. The **Top help string** contains short instructions on the operations that are available on the current page and displays the result of the last command you have performed on the Sitebuilder page.
- *Use FAQ.* For the fastest way to solve your problems with Sitebuilder, check out the **Sitebuilder FAQ page** (<http://faq.swsoft.com>), which provides instant access to solutions for a variety of issues. Select the Sitebuilder category and view the list of FAQs related to Sitebuilder.
- *Go to online forum.* If you failed to solve your problem using the FAQs published on SWsoft site, join our **online forum** (<http://forum.swsoft.com>). Here, all users can post questions, exchange ideas, and troubleshoot common problems. Note that SWsoft does not provide official support through this forum.
- *Contact technical support.* If you have any problems or questions that are not covered in user documentation or FAQs, click the  **Support** button at the top right of the Sitebuilder window to submit a request to your support representative.

CHAPTER 3

Choosing Type of Created Site

The first step of creating site with Sitebuilder is to choose whether you want to start creating your site from scratch or use one of proposed site templates (the so-called site families). By default, there are two site templates available - blog and image gallery, but the Sitebuilder administrator can extend this list by creating custom site templates and including them in your service plan.

To choose the type of a created site, go to the **Start** step and click the required site family to select it.

The **Start** page looks as follows:

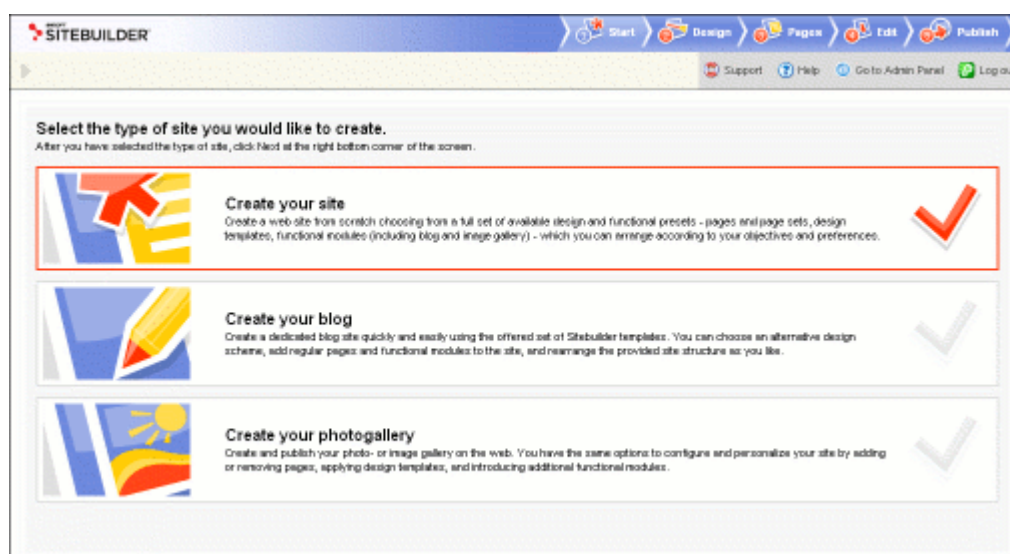


Figure 9: Step 1. Choosing the Site Type

The chosen site family is indicated with the ✓ sign.

Having selected a site family, click **Next** at the bottom of the screen to proceed to configuring the design of your site.

CHAPTER 4

Creating Site Design

In Sitebuilder, you can build the graphic design of your site by combining the provided presets with your custom design elements which you can upload to Sitebuilder. Sitebuilder offers design presets of several types, including: design templates, color schemes, page banners and site menu styles. The custom elements you can upload are the page banner and logo. Besides uploading your own banner and logo, you can personalize your site by specifying your own site title, subtitle and footer message. In this chapter you will find a step-by-step instruction on creating your site design in Sitebuilder.

The Sitebuilder **Design** step screen looks as follows.

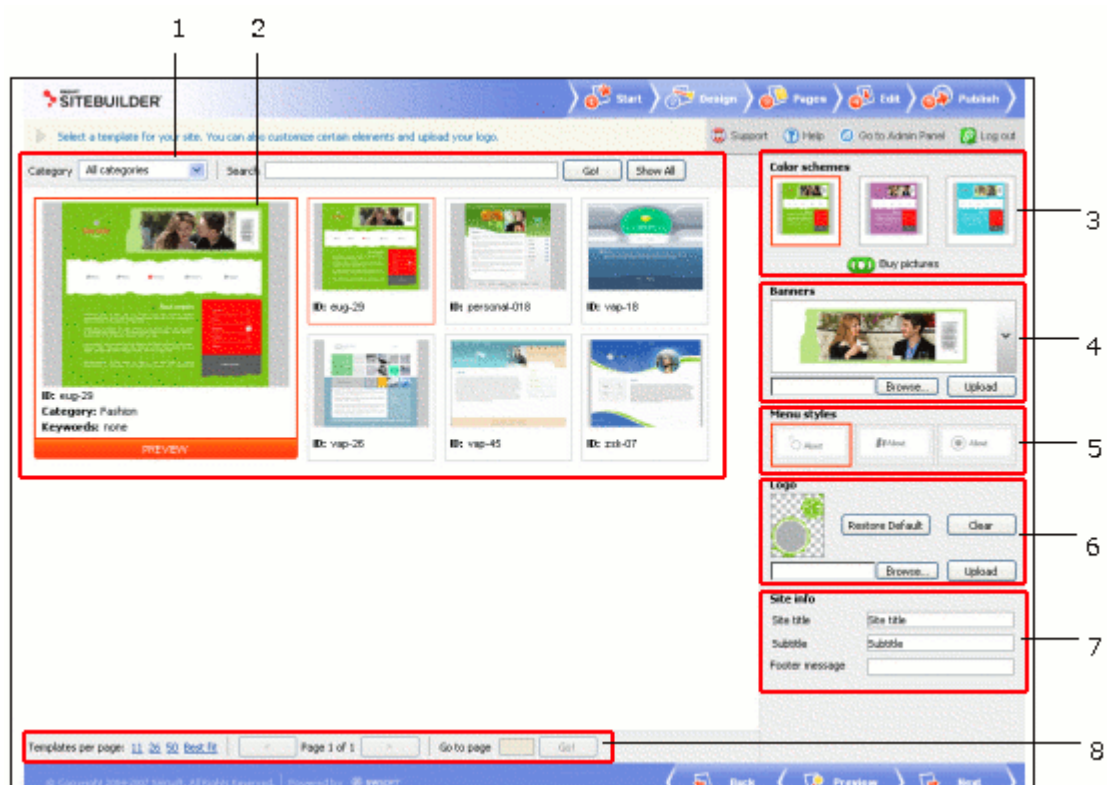


Figure 10: Step 2. Creating Site Design

The work area of the screen contains the following elements:

- 1 The design template selection area, which provides the functions facilitating **the choice of a site design template**. (on page 19) When you choose to display **All categories**, this area shows all available design templates.
- 2 The main design preview window displaying the final design concept: the result of your choice of various design presets. The chosen design template, color scheme and menu style are shown in red frames in the corresponding areas of the screen.

- 3 The **Color schemes** area, where you can **choose the colors for your site** (see page 20).
- 4 The **Banners** area enabling you to **select or upload the central page design element for your site** (see page 20).
- 5 The **Menu styles** area, where you can **choose the appearance of the site menu** (see page 20).
- 6 The **Logo** area enabling you to **upload your custom logo** (see page 21).
- 7 The **Site info** area where you can **provide the information to be displayed in the header and footer of your site pages** (see page 21).
- 8 The design template list navigation area.

Read this chapter to learn how to use these options to create your site design.

In this chapter:

Selecting Design Template for Site	19
Selecting Color Scheme	20
Selecting Banner	20
Selecting Menu Style.....	20
Uploading Logo	21
Specifying Site Title, Subtitle and Footer Message.....	21
Buying Pictures from Fotolia.....	22

Selecting Design Template for Site

On this stage, you choose the general graphic and layout concept of the site page - the site *design template*. For more convenience, design templates are grouped into *categories* which correspond to the most frequently encountered site types. Your choice of the design template defines the choice of available color schemes, menu styles and page banners further on this step.

The list of available site design templates is determined by your service plan.

➤ **To select a design template for your site:**

1 On the **Design** step, select a template category from the **Category** list.

The default design template which goes with the category is displayed in the main design preview window; the alternative ones - in smaller windows beside the main window.

2 Select a design template.

Click the design template you like to select it for your site. The selected template appears in the main design preview window. By selecting a design template you can view the color schemes, menu styles and the page banner which go with it in the respective areas of the page.

Each design template has a unique alphanumeric code (for example, (*vap-26*, *eug-29*, etc.) by which you can identify it in Sitebuilder.

To choose a design template on pure aesthetic grounds (not by category), select **All Categories** from the **Category** list to display all available templates, and then click the desired template to select it.

For some tips on working with the list of design templates, see section **Working with Lists** (see page 12).

Selecting Color Scheme

For each design template, three color schemes are available. No custom color schemes can be uploaded to Sitebuilder.


To select color scheme for your site, on the **Design** step, click the thumbnail image you like in the **Color schemes** section.

The chosen color scheme is displayed it in the main design preview window.

Selecting Banner

In Sitebuilder, a *banner* is a large image of rectangular shape which serves as a central element of the page layout. Each design template offers a choice of available banners.

➤ **To select one of available banners:**

- 1 On the **Design** step, in the **Banners** area, click the downward arrow  to expand the list of available banners.
- 2 Select the banner you like.

The chosen banner is displayed it in the main design preview window.

For most design templates, you can also upload your own banner to provide your site with individual look-and-feel.

➤ **To upload a new banner:**

- 1 On the **Design** step, click **Browse** in the **Banners** area.
- 2 In the **Browse** window, navigate to the image file you want to upload.
- 3 Click **Open** in the **Browse** window.
- 4 Click **Upload** in the **Banners** area.

Note: Some templates do not support custom banner upload. For these templates, the **Upload** button in the **Banners** area is disabled.

Selecting Menu Style

Menu style defines the visual appearance of the menu items on your site.

To select the menu style, on the **Design** step, choose the preferable style in the **Menu styles** area.

For each design template, there is a number of menu styles to choose from.

Uploading Logo

In Sitebuilder, logo is a small image displayed at the top of each page, within the page banner. The maximum size of logo image is 320x320 px; the supported file formats are *.bmp, *.gif, *.jpg, *.png.

➤ **To upload a custom logo:**

- 1 On the **Design** step, click **Browse** in the **Logo** area.
- 2 In the **Browse** window, navigate to the image file you want to upload.
- 3 Click **Open** in the **Browse** window.
- 4 Click **Upload** in the **Logo** area.

For each template, Sitebuilder provides its own default logo image. To restore this logo, click **Restore Default**.

To remove logo from your site design, click **Clear**.

Note: Some design templates do not support logo upload and inserting text information. For such templates, the **Upload** button in the **Logo** area, and the **Title**, **Subtitle** and **Footer message** fields in the **Site info** area are disabled.

Specifying Site Title, Subtitle and Footer Message

Site title, subtitle, and footer message are text elements appeared at the background of your site: site title and subtitle are displayed within the site banner, and footer message is put at the bottom of every page of your site.

To specify your site title, subtitle phrase and footer message, on the **Design** step, fill in the fields in the **Site Info** section:

- In the **Site title** field, provide your site name. On business sites, this is usually a company name.
- In the **Subtitle** field, provide any phrase which reflects the concept and objectives of the site. This phrase will be displayed below the site title in smaller font. On business sites, this is usually a corporate slogan.
- In the **Footer message** field, provide the copyright notice or any other information of similar kind - disclaimers, contact information, etc., which you would like to place in the page footer.


If you leave these fields blank, the site will contain default text messages instead of this information.

Note: Some design templates do not support logo upload and customization of text information. For such templates, the **Upload** button in the **Logo** area, and the **Title**, **Subtitle** and **Footer message** fields in the **Site info** area are disabled.

Buying Pictures from Fotolia

In Sitebuilder, you can buy images from **Fotolia** (<http://www.fotolia.com/swsoft/>) - the first worldwide social marketplace for royalty free stock images, directly from the Sitebuilder Wizard. As an SWsoft customer, you can get 20% discount on Fotolia pictures.

➤ *To purchase images from Fotolia:*

- 1 On the **Design** step, click the  **Buy pictures** shortcut under the **Color schemes** area.
- 2 Follow the instructions provided on Fotolia web site to purchase images.

CHAPTER 5

Creating Site Structure

A site consists of several pages linked together to present information in an ordered way. Using Sitebuilder, you can arrange the pages in the two levels of hierarchy: top level pages and second level pages. Therefore, before this stage you must clearly understand how you intend to structure your site.

Note: The maximum number of pages you can create on one Sitebuilder site is determined by your license (for administrator), or by your service plan (for all other users).

To facilitate your work with Sitebuilder, pages are grouped into *page sets* - pre-defined site structures designed for displaying certain types of content. The default page set of your site is determined by the *type of site* you chose on the **Start** page of the Sitebuilder Wizard.

On the **Pages** step of the Sitebuilder Wizard, you can build any possible site structure by modifying the existing page sets according to your needs and adding page modules of all available types. Find out about the **types of pages** (see page 25) offered by Sitebuilder and about the process **site structuring** (see page 27).

The **Pages** step screen provides the following functionalities to facilitate structuring your site:

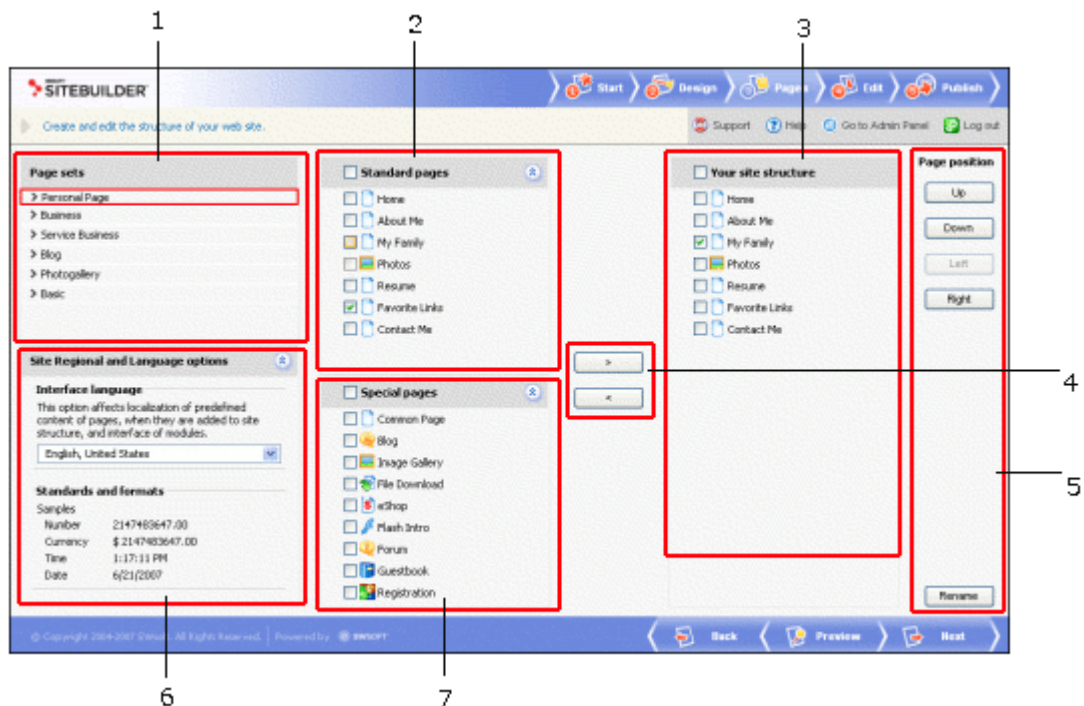


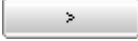
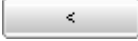






Figure 11: Step 3. Creating Site Structure

- 1 The **Page sets** area allows to choose a page set. The selected page set is shown in red frame.
- 2 The **Standard pages** area displays the structure of the page set chosen in the **Page sets** area. You can expand or collapse this section by clicking the  or  icons in the top bar of the section.
- 3 The **Your site structure** area shows the final structure of your site.
- 4 The  and  buttons allow you add or remove pages from the site structure.
- 5 The **Page position** area enables you to **organize the hierarchy of pages** (see page 27) in the site map, and to rename pages.
- 6 The **Site regional and language options** area allows you to set the site language and the format of numeric data. You can expand or collapse this section by clicking the  or  icons.
- 7 The **Special pages** area displays all available types of pages which can be added to your site structure: one common text page, and all available page modules. You can expand or collapse this section by clicking the  or  icons.





Read this chapter to know how to use these options.

In this chapter:



Types of Pages	25
Structuring Your Site	26
Choosing Site Language, Currency, and Format of Numbers, Time and Date...	28

Types of Pages




In Sitebuilder, there are two types of pages:

- Standard (*common*) pages - ordinary pages used for displaying text information. Such pages are marked with  icons in the site map.
- Special pages - *page modules* which extend the site functionality. Each module is designed for a certain purpose and is identified by its own icon. There are the following types of page modules in Sitebuilder:
 -  **Blog**. Supports a standard set of blog functionality: posting, commenting, content categorizing, etc. A **Blog** page is very convenient for organizing the *News*, *Events* and similar pages on sites.
 -  **Image Gallery**. Supports image upload, batch image upload with group editing functions, etc.
 -  **File Download**. Allows to provide various content for download to site visitors.

Note: Each **File Download** page can hold only one file. To provide several files for download, it is necessary to add several **File Download** pages to the site structure.

-  **eShop**. Supports basic online store functions: shopping cart, multi-currency, categorized product catalogue with thumbnail upload capability, shipping cost support. Provides integration with 5 payment systems, including PayPal, Authorize.Net and 2Checkout.com.
-  **Flash Intro**. A pre-designed flash introduction to your site. It is possible to choose between several designs of the intro and insert your own text information into it.

Note: The **Flash Intro** module is the only page module that requires no database connection and therefore can be included into a static site.

-  **Guestbook**. A standard guestbook.
-  **Forum**. A standard forum engine which supports threading, categorizing, etc.
-  **Registration**. Allows you to set up voluntary user authentication on sites.

The list of available modules is determined by your license, or by your service plan.

In Sitebuilder, it is possible to add several page modules to a site (except for the **eShop**, **Flash Intro** and **Registration** modules).

Structuring Your Site



The default page set of your site is determined by the type of site you chose on the **Start** page of the Sitebuilder Wizard. You see this default page set highlighted in the list of page sets, its structure is displayed in the **Your site structure** box on the right. You can choose a different page set, and modify the proposed site structure as desired by adding pages from other page sets (or even whole page sets), or from the **Special pages** area. You can also rename pages, change pages hierarchy, and remove pages from the **Your site structure** box.

The list of page sets available depends on your service plan and can be extended only by your Sitebuilder administrator.

Adding Pages

➤ *To add pages to the site structure:*

- 1 Select the necessary pages in the **Standard pages**, or in the **Special Pages** area.

Note: The module titles in the page set may differ from the original names of the modules. For example, a page  **Photo** may represent the  **Image Gallery** module. You can always identify a module by its icon.

- 2 Click  .

You can add as many modules of one type to your site as you wish - except for the **eShop**, **Flash Intro** and **Registration** modules. These modules can be added to your site only once.

Changing Position of Pages

➤ *To change the pages hierarchy:*

- 1 Select the required page in the **Your site structure** box.
- 2 Use one of the buttons in the **Page position** area:
 - To move a page from the second level to the top level of the site structure, click **Left**.
 - To move a page from the top level to the second level, click **Right**.
 - To move a page up at the same level, click **Up**.
 - To move a page down at the same level, click **Down**.

When you move a first level page **Up** or **Down**, all dependent second level pages are moved together with it.

Note: In Sitebuilder, modules can be only first level pages in the site structure, and cannot have dependent second level pages.


Renaming Pages

➤ *To rename a page:*

- 1 Select the page in the **Your site structure** box and click **Rename**.
Or just double-click the page's name to make it editable.
- 2 Provide a new name for the page.
- 3 Press ENTER.

If you choose to rename the page at a later stage, you can use the **Page title** field on the **Edit** step of the Sitebuilder Wizard.

Removing Pages

To remove a page from the site map, select the page in the **Your site structure** box and click .

Note: In Sitebuilder, you cannot delete all pages from the **Your site structure** area. In case you need to clear the space - for example, before setting up a completely new site structure, we recommend to select all pages, except one, delete them, add the necessary pages to the site, and then delete or reuse the old page.

Choosing Site Language, Currency, and Format of Numbers, Time and Date

In Sitebuilder, you can create a site in the language which is different from the language of your Wizard interface. The desired language is selected on the **Pages** step of the Sitebuilder Wizard.

The choice of the language determines the format of numbers, the site currency, and also the format of date and time records everywhere on your site.

➤ **To select the language and currency for your site, the format of numbers, time and date:**

- 1 Go to the **Pages** step.
- 2 Select the language of your site from the **Interface language** list.

In the **Standards and formats** area, you will see the format of numbers, date and time, and the currency associated with the chosen language.

If you do not see a required language in the list, check **SWsoft web site** (<http://www.swsoft.com/en/download/sitebuilder>) to see if it is available. Only a user with administrator's privileges can download and install language packs in Sitebuilder. If you wish to install and use any of the available Sitebuilder language packs, contact your Sitebuilder provider for assistance.

Note that the currency settings of the online store module are independent from the general language and currency settings of the site. If necessary, you can set a different currency for your online store at a later stage by **configuring the eShop module accordingly** (see page 60).

CHAPTER 6

Populating Site with Content

In Sitebuilder, creating your site content means creating the content of each page constituting your site, and setting up functional modules you add to your site. You can do all this on the **Edit** step of the Sitebuilder Wizard.

The Sitebuilder editor is organized in such a way that the information you type on the pages and the design of the pages are independent. Therefore, you can completely change the design for a page after you had typed a text on this page, without having to retype the information.

The **Edit** step screen is structured in the following way:

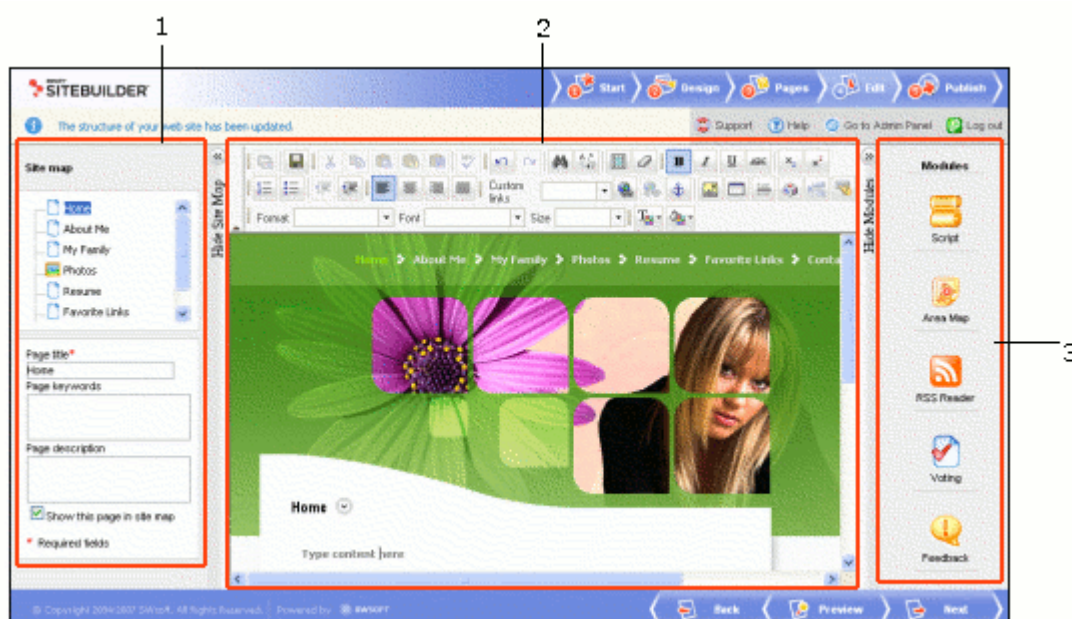




Figure 12: Step 4. Populating Site with Content

- 1 The **Site map** area shows the site structure created on the **Pages** step of the Wizard. By selecting a page in this area, you open its content for editing in the work area of the screen. In this area you can also **adjust the general page parameters in the site map** (see page 31). To hide the **Site map** section, click the **Hide Site Map** icon. To restore the **Site map** area on the screen, click the **Show Site Map** icon.
- 2 The **Work area** provides access to different functions, depending on the type of the edited page:
 - On ordinary text pages, the work area provides the space for **creating the text content of the page** (see page 32) with the help of the WYSIWYG editor, like on the screenshot above.

- On special pages, or *page modules*, the work area provides the module editor screen, where you can configure various parameters of the module on the respective tabs, and, in most cases, populate the module with content (for example, fill your online store catalogue with products). For information on working with lists of objects on module management pages, read section **Working with Lists** (on page 12). For more information about configuring and editing each module, see the respective sections further in this chapter.
- 3** The **Modules** area allows to embed *block modules* in text pages, by clicking and drag-and-dropping the module icon to the required spot on the page. For some tips on using block modules, see section **Working with Modules** (on page 42). To hide the **Modules** section, click the  **Hide Modules** icon. To restore the **Modules** area on the screen, click the  **Show Modules** icon.

Note: When you edit special pages (page modules), the **Modules** area of the screen is not displayed.

In this chapter:

Setting Up Site Map	31
Working with Text	32
Working with Tables.....	41
Working with Modules.....	42

Setting Up Site Map

If upon filling your site with content you decide to rename some pages, hide them in site navigation - or to provide them with some keywords or description to be used by search engines, you can do that on the **Edit** step, in the **Site map** area.

Renaming Pages in Site Map

To rename a page, select it in the **Site map** area and provide a new name in the **Page title** field. This will rename the page in the site menu and in the browser title bar.

Specifying Keywords to be Used by Search Engines

The keywords should be carefully selected to reflect the page content, as they are used by search engines to find your site pages on the Internet.

To provide a page with keywords, select the necessary page in the **Site map** area and type the desired keywords in the **Page keywords** field.

Providing Page Description to be Displayed in Search Results

Description is displayed with the page title and URL when the page appears as a result of a user's query on a search engine. Therefore, description should give the main idea of the page, so everyone could instantly understand what the page is about.

To provide a page with description, select the necessary page in the **Site map** area and type the desired text in the **Page description** field.

Hiding Pages in Site Navigation

In Sitebuilder, you can make certain pages invisible in site menu. The page which you choose to hide will be accessible only by clicking a link placed on other pages of your site (or wherever you would like to place it). Note that when site visitor actually accesses a hidden page it appears in the site menu, and when they switch to another (not hidden) page, the hidden page disappears again.

To hide a page in the site navigation menu, clear the **Show this page in site map** check box in the **Site Map** area. In the Wizard interface, hidden pages are highlighted with grey color in the site map and in the site structure on the **Pages** step. You can hide both first and second level pages.

To understand how hiding pages correlates with pages hierarchy, see the example below:

Let the site structure look as follows:

- Page 1

- Page 2 (hidden)
- Page 3
 - Page 3.1 (hidden)
 - Page 3.2
- Page 4 (hidden)
 - Page 4.1
 - Page 4.2 (hidden)

To understand the dependency of pages' visibility and position in the hierarchy, see the table below.

Active Page*	Visible Pages
Page 1	Page 1, Page 3
Page 2	Page 1, Page 2, Page 3
Page 3	Page 1, Page 3, Page 3.2
Page 3.1	Page 1, Page 3, Page 3.1, Page 3.2
Page 3.2	Page 1, Page 3, Page 3.2
Page 4	Page 1, Page 3, Page 4, Page 4.1
Page 4.1	Page 1, Page 3, Page 4.1
Page 4.2	Page 1, Page 3, Page 4.1, Page 4.2

* active page is a page where the site visitor currently stands

Working with Text


The Sitebuilder application is empowered with a user-friendly WYSIWYG (What You See Is What You Get) content editor, which enables you to see the content on the display screen exactly as it appears on the Internet.

This subsection describes the ways of working with textual information on your web pages. You will learn how to format characters and paragraphs, cut, copy, paste text, insert images and links, check spelling, and more.









Applying Styles, Fonts, and Colors to Text


➤ *To apply formatting to a text:*


- 1 On the **Edit** step, select the desired site page.
- 2 Select the text fragment you want to edit.

You can select the whole text of the page by clicking  **Select All**.

- 3 Apply formatting options to it:









- Select a font from the **Font** list.
- Select a font size from the **Size** list.
- Click  **Text color** and select the text color.
- Click  **Background color** and select the background color.
- Click  **Bold**,  **Italic**,  **Underline**,  **Strike Through** to make the text bold, italic, underlined, or strikethrough respectively.
- Click  **Subscript** or  **Superscript** to make the text subscript or superscript respectively.

- 4 To insert a special symbol into the text, place the mouse cursor on the required spot on the page and click  **Insert Special Character**.

To undo the last formatting action, click  **Remove Format**, or  **Undo**.

Formatting Paragraphs


➤ *To apply formatting to a paragraph:*






- 1 On the **Edit** step, select the desired site page.
- 2 Place the cursor anywhere in the paragraph you want to format.
- 3 Apply the necessary formatting:
 - To apply a text style, select it from the **Format** list.
 - To align the text, click  **Align Left**,  **Center**,  **Align Right**, or  **Justify**.
 - To change the indentation of the selected text, click  **Increase Indent** or  **Decrease Indent**.
- 4 To insert a horizontal line between two paragraphs, place a cursor at the end of the first paragraph and click  **Insert Horizontal Line**.
- 5 To split a paragraph with a page break, click  **Insert Page Break** before the beginning of the new prospective paragraph.

Copying and Moving Text

➤ *To copy or move text:*


- 1 On the **Edit** step, select the desired site page.
- 2 Select a text fragment.

You can select the whole text of the page by clicking  **Select All**.


- 3 Click  **Cut** or  **Copy**, depending on the type of operation (moving or copying).
- 4 Paste the text on the page using one of the three pasting options:
 - To simply paste the text from the current page, or from other pages of the site, place the cursor in the appropriate spot on the page and click  **Paste**.
 - To paste the text from MS Word, and to retain the formatting applied to it, click  **Paste from Word**, paste the text into the provided window, and click **OK**.
 - To paste the text, and to discard all formatting applied to it, click  **Paste as Plain Text**, paste the text into the provided window, and click **OK**.

Finding and Replacing Text Fragments

➤ *To find a particular text fragment on the page:*

- 1 On the **Edit** step, select the desired site page.
- 2 Click  **Find**.
- 3 In the **Find what** field, enter the text you want to find.
- 4 Select the **Match case** check box to search only for text that exactly matches the case (uppercase or lowercase character formatting) of the specified search pattern.
- 5 Click **Find** to start the search.

➤ *To find and replace a text fragment on the page:*

- 1 Click  **Replace**.
- 2 In the **Find what** field, enter the text you want to find.
- 3 In the **Replace with** field, enter the text to replace the searched fragment with.
- 4 Select the necessary search options:
 - **Match case** - to search for text that exactly matches the case (uppercase or lowercase character formatting) for the specified search pattern.
 - **Match whole words** - to search for the exact phrase as it is specified.
- 5 Click **Replace** to replace a particular found segment.
- 6 Click **Replace All** to replace all segments found on the page without reviewing them.

Checking Spelling on Page

The Spell Checker feature can be used only with Internet Explorer version 5.5 or later. To be able to use the Spell Checker, you need to install ieSpell - a free-of-charge spell checker utility for Internet Explorer. To install ieSpell, download the application setup package from the official **ieSpell web site** (<http://www.iespell.com/download.php>), run it on your computer and complete the steps of the installation procedure as described, then restart Internet Explorer.

➤ **To check spelling on the page:**

1 On the **Edit** step, select the desired site page.

2 Click  **Check Spell**.

In the **Not in dictionary** field, a possible spelling mistake is shown.

3 If you are sure that the word found by the Spell Checker is not misspelled, click **Ignore** to leave the word as is.

To ignore all occurrences of this word in the text, click **Ignore All**.

4 If you wish to add this word to the Spell Checker dictionary, click **Add**.


5 If you want to replace the misspelled word with the word in the **Suggestions** field, click **Change**.

To replace this word in the whole text, click **Change All**.

6 If you wish to configure the Spell Checker parameters, click **Options**.


Undoing and Redoing Actions

To undo the last action, click  **Undo**.

To redo the last undone action, click  **Redo**.

Inserting Images

➤ *To insert an image into a web page:*


- 1 On the **Edit** step, select the desired site page.
- 2 Place the mouse cursor where you want to insert an image.
- 3 Click the  **Insert/Edit Image** icon.
- 4 On the **Image Info** tab, type the path to the image in the **URL** field, or locate the image on a computer using the **Browse Server** button.
 - To locate and insert an image stored in the current folder on Sitebuilder server, click the required image file in the list on the **Resources Browser** screen.
 - To locate and insert an image from a different location, click **Browse** at the bottom of the **Resources Browser** screen, navigate to the image file, click **Open**, click **Upload**, and then click the image file on the **Resources Browser** screen.




The image appears in the preview area on the **Image Properties** dialog.

Note: The maximum size of an image is 200KB. The supported graphics file formats are *.gif, *.jpg, *.jpeg, *.png, *.bmp.

- 5 Enter the alternative text for the image in the **Alternative text** field.

This text replaces the image in text-only browsers. In some browsers (for example, in Internet Explorer) this text is displayed when the mouse rolls over an image.
- 6 To resize the image, specify the image dimensions in the **Width** and **Height** fields.

To reset the image initial size, click the **Reset Size**  icon.

To change the image width-height ratio, click the **Lock Size**  icon. When the size lock  is disabled, you can change the image width and height separately. When the size lock  is enabled, you need to change only one of the parameters: the other one is adjusted automatically according to the initial width-height ratio.
- 7 Specify the border settings:
 - **Border** - the width of the image border
 - **HSpace** - the width of white space to be inserted to the left and right of the image
 - **VSpace** - the width of white space to be inserted above and below the image
- 8 Select the desired image alignment from the **Align** list.

You can preview the current image position in the page text in the **Preview** window on the right.
- 9 On the **Link** tab, in the **URL** field, specify the link where the image will point.
- 10 On the **Target** tab, select the way the link should open:
 - To open the link in same browser window (the target page replaces the page of your site), leave the **Target** option in its default meaning **<not set>**.
 - To open the link in the new browser window, select **New Window [_blank]** from the **Target** list.

Note: Other options in the **Target** list have been designed to work with the HTML Frames technology, which is currently not used on Sitebuilder sites. On non-Frames sites, all these options open the link in the same window.

11 If you wish to specify additional attributes for the image, enter them on the **Advanced** tab:

Id, this attribute assigns a name to the image. This name must be unique on the page.

Language Direction, specifies the base direction of directionally neutral text. Direction can be Left-to-right or Right-to-left.

Language Code, this attribute specifies the base language of the image's attribute values and text content.

Long Description URL, this attribute specifies a link to the image long description.

Stylesheet Classes, this attribute assigns a CSS class name or set of class names to the image.

Advisory Title, this attribute offers advisory information about the image. The information is displayed in the status bar of the browser when the mouse rolls over an image.

Style, this attribute specifies style information for the current image. The information should be formatted as follows: Content-Style-Type: text/css.

12 Click **OK**.

To edit the properties of a previously inserted image on the page, right-click on the image and modify the necessary settings in the **Image Properties** dialog.


Inserting Links

Using the Sitebuilder editor, you can insert both internal and external links. Internal links point to other pages of your site. External links pointing to other sites are often used to improve your site popularity and will direct visitors of your site to friendly sites (the so-called *link exchange*).

Using the Sitebuilder link manager, you can add the following types of links:

- **Hyperlink** (see page 38)
- **Links to the pages of your site** (see page 39)
- **Anchor** (see page 40)
- **E-mail link** (see page 41)

To edit a link, right-click the selected link and click **Edit Link**. Edit the necessary link properties in the **Link** window.

To remove a link, right-click the selected link and click **Remove link**, or select the link text and click  **Remove link** on the editor panel.

Inserting Hyperlink

A hyperlink is a reference in a hypertext document to another document or resource.

➤ **To insert a hyperlink:**

1 Type/Select the text which you want to set as a hyperlink to another web resource.

2 Click the  **Insert/Edit Link** icon.

3 On the **Link Info** tab, select **URL** from the **Link type** list.

4 Select the protocol from the **Protocol** list.

The available selections are:

- http://
- https://
- ftp://
- news://
- <other>

5 In the **URL** field, enter the web address to which the link will point.

6 On the **Target** tab, select the way the link should open from the **Target** list:

- To open the link in same browser window (the target page replaces the page of your site), leave the **Target** option in its default meaning **<not set>**, and leave the **Target Frame Name** field blank.
- To open the link in the new browser window, select **New Window [_blank]** from the **Target** list.
- To open the link as a pop-up window, select **<popup window>** from the **Target** list, and specify the parameters of the pop-up in the **Popup Window Features** area below.

Note: Other options in the **Target** list have been designed to work with the HTML Frames technology, which is currently not used on Sitebuilder sites. On non-Frames sites, all these options open the link in the same window.

7 If you wish to specify additional attributes for the hyperlink, you can do it on the **Advanced** tab:

A full a list of attributes is provided and explained in section **Inserting Images** (on page 37).

8 Click **OK**.

Inserting Links to Pages of Your Site

➤ **To insert a link to a page of your site:**


1 Type/Select the text which you want to set as a link to another page.


2 From the **Custom links** box on the WYSIWYG panel, select the page to which the link should point.

Inserting Anchor


Anchor is a word or a group of words that define the destination a hyperlink leads to. Anchors are very helpful in facilitating navigation through a great amount of text located on a single place. With this function you can provide the site visitors an easy way to jump from one part of the text to another.

➤ **To insert an anchor:**

- 1 Place the cursor on the spot on the page where you want the link to lead to.
- 2 Click  **Insert/Edit Anchor**.
- 3 On the **Anchor Properties** form, enter the anchor name.
- 4 Click **OK**.

The anchor icon  appears in the selected place in the text.

➤ **To insert a link to an anchor on the same page:**

- 1 Select a text fragment which you want to make a link to the anchor.
- 2 Click  **Insert/Edit Link**.
- 3 On the **Link Info** tab, select **Anchor in this page** from the **Link type** list.
- 4 Select an anchor from the list.

You can select an anchor:

- By anchor name
 - By element ID
- 5 If you want to specify additional attributes for the anchor, you can do it on the **Advanced** tab.


A full a list of attributes is provided and explained in section **Inserting Images** (on page 37).

- 6 Click **OK**.

Inserting E-Mail Link

If you want visitors of your site to contact you by e-mail, insert an e-mail link into your web page. When placing e-mail links, you can also specify the default subject for the message.

➤ **To insert an e-mail link:**

- 1 Select a text which you want to set as an e-mail link.
- 2 Click  **Insert/Edit Link**.
- 3 On the **Link Info** tab, select **E-mail** from the **Link type** list.
- 4 Enter an e-mail address in the **E-mail address** field.
- 5 In the **Message subject** field, enter the default subject of the message.
- 6 In the **Message body** field, enter the default text of the message.
- 7 If you want to specify additional attributed for the anchor, you can do it on the **Advanced** tab.


A full a list of attributes is provided and explained in section **Inserting Images** (on page 37).

- 8 Click **OK**.

Working with Tables









Tables are used to organize textual and numerical information in a convenient and clear way. On web pages, tables are often used as a formatting tool to maintain the size and proportion of page borders in all browsers and output formats. Borders can be made invisible and information in a table appears as formatted in a desired way. For example, this can be useful when organizing the text in several columns, like in a newspaper.

➤ **To insert a table:**






- 1 Place the cursor where you want to insert a table.
- 2 Click  **Insert/Edit Table** on the WYSIWYG editor toolbar.
- 3 Specify the number of columns and rows in the table.
- 4 Specify the table width and height.
- 5 Specify the table border size.
- 6 Select the alignment type (**Left**, **Center**, or **Right**).
- 7 Specify cell spacing and padding.
- 8 Enter the table caption and description (summary).
- 9 Click **OK**.

Working with Modules

There are two types of modules you can configure in the Sitebuilder Wizard:

- *Page modules, or special pages.* These modules are added to your site as separate web pages on the **Pages** step of the Sitebuilder Wizard. There are the following special pages in Sitebuilder:
 -  **Blog** (see page 43)
 -  **Image gallery** (see page 47)
 -  **File Download** (see page 53)
 -  **eShop** (see page 54)
 -  **Flash Intro** (see page 67)
 -  **Guestbook** (see page 68)
 -  **Forum** (see page 70)
 -  **Registration** (see page 74)


All page modules available in Sitebuilder are described in section **Types of Pages** (on page 25). For instructions on how to include special pages in your site structure, see section **Structuring Your Site** (on page 26), earlier in this guide.

- *Block modules.* These modules do not require dedicated site pages: they are inserted into ordinary text pages, and work as embedded functional blocks. There are the following block modules in Sitebuilder:
 -  **Area Map** (see page 76). Allows you to include a map screenshot of a certain geographical point into a web page. You can choose between two third-party GIS engines: Google Maps API and Microsoft MapPoint Web Service.
 -  **Feedback** (see page 78). Allows you to include a feedback form into the page.
 -  **RSS Reader** (see page 80). Allows you to automatically load favorite news and information to you site from RSS news feeds (also called "channels").
 -  **Script** (see page 80). Allows you to add your own Java Script or HTML code to your web pages.
 -  **Voting** (see page 81). Allows to conduct polls and online surveys.

Block modules are added and configured on the **Edit** step of the Sitebuilder Wizard.

General rules for working with block modules are the following:

- You can add any number of block modules to a page.
- To insert a block module into a page, select the module icon in the **Modules** area on the right, click and drag it to the page where you want to insert the module.
- Block modules cannot be viewed directly on the **Edit** step. You can only configure block modules there. To preview block modules as they are displayed on your site, click **Preview**.

- To delete a block module from the page, click  **Remove Module** on the block module dialog box.



For details on configuring each particular module, see the corresponding sections further in this guide.

For information on how to operate with lists of objects appearing on module management screens, refer to section **Working with Lists** (on page 12).

Adding Blog


A blog is a publicly accessible personal diary or journal consisting of messages and comments. You can add a blog to your site and post your messages there. The visitors of your site can read your blog posts and give their comments. If you have lots of posts in you blog, you can subdivide them into categories for convenience.

➤ *To add a blog to your site:*

- 1 Go to the **Pages** step.
- 2 Select  **Blog** in the **Special pages** box.
- 3 Click  .

You can add several blogs to your site.

➤ *To set up your blog:*



- 1 Go to the **Edit** step.
- 2 Select  **Blog** in the **Site map** area.

Managing Posts in Your Blog

After you add a blog to your site, the next step is to fill it in with posts. The procedures of adding and managing your blog posts are described in the current section.

Posting to Your Blog

➤ *To add a blog post:*

- 1 On the  **Blog** page, go to the **Content** tab.
- 2 Click  **Add New Post**.
- 3 Enter a post subject in the **Subject** field.
- 4 Enter the post text in the **Content** field.



If you wish to hide a part of your post under a cut, follow the instructions provided in the **Content** field.

- 5 If you wish to assign a post to a category, click the **Categories** tab and select the required category in the list.
- 6 Click **OK**.

At this stage, the list of categories is empty. After you **add some categories** (see page 46), you can refer the created post to a desired category, or several categories.



Editing Post

➤ *To edit an existing blog post:*

- 1 On the  **Blog** page, go to the **Content** tab.
- 2 Click the  **Edit** icon against the blog post you want to edit.
- 3 Edit the post as desired.
- 4 Click **OK**.

Removing Post

➤ *To remove a post from the blog:*



- 1 On the  **Blog** page, go to the **Content** tab.
- 2 Select a post you want to remove.
- 3 Click  **Remove Selected**.


Managing Comments to Blog Posts

All your posted entries can be commented by your site visitors. You can edit and manage these comments, and add your own ones. The procedures of adding and managing your blog comments are described in the current section.

Adding Comment



➤ **To add a comment:**


- 1 On the  **Blog** page, go to the **Content** tab.
- 2 Click **View/Edit Comments** beside the corresponding post.
- 3 On the comments management screen, click  **Add New Comment**.
- 4 Enter the comment subject in the **Subject** field.
- 5 Enter your name in the **Posted by** field.
- 6 Enter the text of the comment in the **Content** field.
- 7 Click **OK**.

To return to the main posts screen on the **Content** tab, click  **Back to Posts**.

Editing Comment



➤ **To edit a comment:**


- 1 On the  **Blog** page, go to the **Content** tab.
- 2 Click **View/Edit Comments** beside the corresponding post.
- 3 On the comments management screen, click the  **Edit** icon against the comment you want to edit.
- 4 Edit the comment as desired.
- 5 Click **OK**.

To return to the main posts screen on the **Content** tab, click  **Back to Posts**.

Removing Comment

➤ **To remove a comment:**

- 1 On the  **Blog** page, go to the **Content** tab.
- 2 Click **View/Edit Comments** beside the corresponding post.
- 3 On the comments management screen, select the comment you want to remove.
- 4 Click  **Remove Selected**.



To return to the main posts screen on the **Content** tab, click  **Back to Posts**.

Managing Categories of Blog Posts

After you add some messages to your blog, you can group them by the discussed subject. In Sitebuilder, these subjects are referred to as *categories*. See the following sections to learn how to create and manage categories.



Adding Category

➤ *To add a category:*

- 1 On the  **Blog** page, click the **Categories** tab.
- 2 Click  **Add New Category**.
- 3 On the **Main Properties** tab, enter a name for the new category in the **Name** field.
- 4 If you want to provide a short description for the category, enter it on the **Description** tab.
- 5 Click **OK**.

Editing Category




➤ *To edit a category:*

- 1 On the  **Blog** page, click the **Categories** tab.
- 2 Click the  **Edit** icon against the category you want to edit.
- 3 Edit the category properties as desired.
- 4 Click **OK**.



Changing Order in which Categories are Listed on Page

You can change the order in which categories appear in the **Categories** list by moving particular categories up and down in the list.

➤ **To move a category up or down in the Categories list:**



- 1 On the  **Blog** page, click the **Categories** tab.
- 2 Click an upward  or a downward  arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories which have reached the topmost or the bottom position of the list, the upward  or downward  arrows are not displayed, correspondingly.

Removing Category

➤ **To remove a category from the blog:**

- 1 On the  **Blog** page, click the **Categories** tab.
- 2 Select a category you want to remove.
- 3 Click  **Remove Selected**.

Note: After a category is removed, all posts which have been assigned to it remain in the blog.

Setting Up Blog Appearance

➤ **To configure the blog appearance:**



- 1 On the **Blog** page, click the **Settings** tab.
- 2 In the **Posts per page** field, enter the maximum number of posts on one blog page.
- 3 In the **Comments per page** field, enter the maximum number of comments to be displayed on one blog page.

To preview your blog page appearance, click **Preview** at the bottom of the Sitebuilder window and go to the blog page of your web site.


Adding Image Gallery

The **Image Gallery** module allows you to place an image gallery or a photo album on your site in an easy and comfortable way. You can upload images, describe and categorize them, set the order of images, etc.

➤ **To add an image gallery to your site:**

- 1 Go to the **Pages** step.
- 2 Select  **Image Gallery** in the **Special pages** box.
- 3 Click  .

You can add several image galleries to your site.

- ***To set up your image gallery:***
 - 1** Go to the **Edit** step.
 - 2** Select  **Image Gallery** in the **Site Map**.


Managing Images

After you add image gallery to your site, the next step is to fill it in with images. The procedures of managing images are described in the current section.

Uploading Images

In Sitebuilder, all major image formats (*.jpg, *.gif, *.png, *.bmp, and others) are supported. For correct operation of the module, uploading images of more than 3 MB in size is not recommended.

➤ *To upload several images:*

1 On the  **Image Gallery** page, go to the **Images** tab.

2 Click  **Image Upload**.

3 Locate images (1 to 6) you wish to upload in the provided **Image file** fields.

To locate an image, click the corresponding **Browse** button, navigate to the image file in your file system, and click **Open**.

4 Provide titles for the images in the corresponding **Name** fields.

To set file names as image titles, leave selected the option **Use the file name as default image name**.

5 To set the size of uploaded images, select one of the options from the **Resize images** box.

The available options are:

- 1152x864
- 1024x768
- 800x600
- 640x480
- 480x360
- 360x270
- Do not resize.

By default the 1024x768 image resize option is used.



6 Click **OK**.

You can view the list of images on the **Images** tab.

At this stage, the list of categories is empty. After you **add some categories** (see page 51), they appear on the **Categories** tab and you can refer the image to a desired category or several categories.



Sitebuilder provides a possibility of batch image upload, allowing to publish many images at once. You can upload the images from your local file system, and perform a group resize operation on them. The maximum size of the batch is determined by the disk space on the publishing server and by the parameters of the network.

➤ **To upload multiple images:**

- 1 Arrange the images you want to upload in one folder on your computer.
- 2 On the  **Image Gallery** page, go to the **Images** tab.
- 3 Click  **Multiple Image Upload**.
- 4 In the left frame of the **Multiple Image Upload** window, navigate to the required folder in your file system.
- 5 Select the images you want to upload in the work area of the screen.
When selecting images, follow these guidelines:
 - To select or deselect an image, click it.
 - To select all images in the folder, click **Select all**.
 - To deselect all images, click **Select none**.
- 6 From the **Upload to category** list, select a category to refer images to:
 - If you have already created a category for your images, select the required category from the list.
 - If you want to create a new category for the images, select **Create new category** and type the category name in the field that appears.
 - If you do not want to refer images to any category, select **No category**.
- 7 From the **Resize images** box, select the desired resizing option.
The available options are:
 - 1024x768 px
 - 800x600 px
 - 640x480 px
 - Do not resize.
- 8 Click **Upload**.
The progress bar is displayed.
- 9 After the upload is complete, click **OK** on the progress bar and on the screen.



Editing Image Properties

➤ **To edit an image:**

- 1 On the  **Image Gallery** page, go to the **Images** tab.
- 2 Click the  **Edit** icon against the image you want to edit.
- 3 Configure the image parameters as desired.
- 4 Click **OK**.

Previewing Image



➤ *To preview an image:*

- 1 In the  **Image Gallery** module, go to the **Images** tab.
- 2 Click the  **Preview** icon against the image you want to preview.

The image opens in a new window.

Removing Image

➤ *To remove an image:*



- 1 In the  **Image Gallery** module, go to the **Images** tab.
- 2 Select the image you want to remove.
- 3 Click  **Remove Selected**.

Managing Categories of Images

You can use image categories to better organize your images. An image category is a group of images in the gallery, which have something in common. One image may belong to one or several categories at the same time. Splitting images into categories is especially convenient when you have a large number of images. See the following sections to learn how to create and manage categories.

Adding Category

➤ *To add a category:*

- 1 On the  **Image Gallery** page, click the **Categories** tab.
- 2 Click  **Add New Category**.
- 3 On the **Main Properties** tab, enter the name for the new category in the **Name** field.
- 4 If you want to upload a thumbnail image to be displayed beside the category name, click **Browse**, select an image file on your computer and click **Open**, then click **Upload**.

The category thumbnail size is 100x100 px; larger or smaller images will be resized accordingly.

The uploaded image is displayed in the **Current image** area.



- 5 If you want to provide a short description for the category, enter it on the **Description** tab.

This description is displayed beside the category name in the image catalogue.

- 6 Click **OK**.

Editing Category




➤ *To edit a category:*

- 1 On the  **Image Gallery** page, click the **Categories** tab.
- 2 Click the  **Edit** icon against the category you want to edit.
- 3 Configure the category parameters as desired.
- 4 Click **OK**.



Changing Order of Categories in List

You can change the order in which categories appear in the **Categories** list by moving particular categories up and down the list.

➤ **To move a category up or down the Categories list:**



- 1 On the  **Image Gallery** page, click the **Categories** tab.
- 2 Click an upward  or a downward  arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories which have reached the topmost or the bottom position of the list, the upward  or downward  arrows are not displayed, correspondingly.

Removing Category


➤ **To remove a category:**

- 1 On the  **Image Gallery** page, click the **Categories** tab.
- 2 Select the category you want to remove.
- 3 Click  **Remove Selected**.

Note: After a category is removed, all images which have been assigned to it remain in the gallery.

Setting Up Image Gallery Appearance

➤ **To configure the image gallery appearance:**

- 1 On the  **Image Gallery** page, click the **Settings** tab.
- 2 Configure the following settings:
 - Category thumb width (px)
 - Image thumb width (px)
 - Image thumb height (px)
 - Preview thumb width (px)
 - Images per page

To preview your image gallery, click **Preview** at the bottom of the Sitebuilder window and go to the image gallery page of your web site.

Providing Content for Download

The **File Download** module allows to provide various content for download to your site visitors. The file format is arbitrary; the maximum size of the file is determined by parameters of your network.



➤ **To add File Download module to your site:**

- 1 On the **Pages** step, select the  **File Download** page in the **Special Pages** box.

2 Click .

You can place only one file on the **File Download** page. If you wish to provide several files for download, add as many **File Download** pages to your site map as necessary.

➤ **To upload a file you wish to provide for download:**

- 1 On the **Edit** step, select  **File Download** in the **Site Map**.
- 2 On the  **File Download** page, click **Browse**, select a file and click **Open**.
- 3 Click **Upload**.
- 4 Specify a name for the file in the **File name** box.

Under this name the file will be displayed to site visitors. By default, it is the original name of the uploaded file.

Note: National characters in file extensions are not supported. If your file extension contains national characters, replace them with Latin characters, or append a dot (.) at the end of the string to make these characters a part of the file name.

- 5 If you want to leave your site visitors the choice to open or save the file, leave the **Open file in browser** option unselected.

If you want the file just to open in a visitor's browser window, select the **Open file in browser** option.

In the upper part of the screen you will see the results of the operation and the file size.


To replace the uploaded file, click **Browse** once again and select another file. file on the

To ensure that the file download works correctly, you can perform a test download of the file. To do so, click the **Download** shortcut.


Adding Online Store

In Sitebuilder you can set up your own online store by adding the eShop module into your site. You, as the online store owner, can add products and categories to your store, sort products by categories, and manage orders submitted by the customers. Your customers can browse your online store, add products to their shopping carts, select payment systems and shipping methods, and submit their orders. After the first purchase, they can return to their shopping carts any time and continue shopping. Your e-commerce resource can be integrated with PayPal, Authorize.Net, and 2Checkout.com payment systems, so that customers could pay for their purchases using their credit cards.

➤ **To add an online store to your site:**

- 1 Go to the **Pages** step.
- 2 Select  **eShop** in the **Special pages** box.
- 3 Click .

You can set up only one online store on your web site.

- ***To set up your online store:***
 - 1** Go to the **Edit** step.
 - 2** Click  **eShop** in the **Site map** area.



Managing Products

After you add the eShop module to your site, the next step is to populate it with products. The procedures of adding and managing products are described in the current section.

Adding Product to Catalogue


On the **Products** tab you will find two default products, which you can edit as desired, or remove from your catalogue.

➤ *To add a new product:*

- 1 On the  **eShop** page, go to the **Products** tab.
- 2 Click  **Add New Product**.
- 3 On the **Main Properties** tab, enter the general product properties:
 - **Name**, under which the product is displayed in the catalogue
 - **Price**, which is displayed in the catalogue in the currency and format you select on the **Payment Systems** tab of your eShop page
- 4 If you do not wish to sell the product, just to display information about it, select the **Advertise only** check box.

Your eShop buyers won't be able to add this product to their carts.

- 5 If you want to add a thumbnail image to be displayed beside the product name, click **Browse**, select an image file and click **Upload**.

Note: Later you can preview this image on the **Products** tab by clicking the  icon for the product in the **P (Preview)** column.

- 6 If you want to add a short description of the product, click the **Brief Description** tab and type the description text in the text box.

The brief description is displayed next to the product image in your product catalogue.

- 7 If you want to attach a long description to your product, click the **Full Description** tab and type the description text in the text box.

The full description is displayed in the detailed product view, after a user clicks the product name in the catalogue.


- 8 If you wish to refer a product to a category (or categories), go to the **Categories** tab and select the appropriate categories.


- 9 Click **OK**.

At this stage, the list of categories contains only two default categories. After you **add some categories** (see page 58) of your own, or **edit the existing ones** (see page 58), you can refer the created product to a desired category.

Editing Product Properties



➤ *To edit the properties of a product:*

- 1 On the  **eShop** page, go to the **Products** tab.

- 2 Click the  **Edit** icon against the product you want to edit.
- 3 Edit the product properties as desired.
- 4 Click **OK**.

Removing Product

➤ *To remove a product from your online store:*

- 1 On the  **eShop** page, go to the **Products** tab.
- 2 Select the product you want to remove.
- 3 Click  **Remove Selected**.



Managing Categories of Products


After you add a number of products to your e-shop, you may need to sort them by categories, so that your customers could easily navigate in your catalogue. The procedures of adding and managing product categories are described in the current section.

Adding Category to Catalogue

On the **Categories** tab you will find two default categories, which you can edit as desired, or remove from your catalogue.

➤ **To add a new category:**

- 1 On the  **eShop** page, click the **Categories** tab.
- 2 Click  **Add New Category**.
- 3 On the **Main Properties** tab, enter the category name in the **Name** field.
- 4 If you want to add an image to be displayed beside the category name, click **Browse**, select an image file and click **Upload**.



Note: Later you can preview this image on the **Categories** tab by clicking the  icon for the category in the **P (Preview)** column.

- 5 If you want to add a description of the category, click the **Description** tab and type the description text in the text box.
The description is displayed next to the product image in your product catalogue.
- 6 Click **OK**.

Newly created categories appear in your eShop catalogue in the order of their creation. For details about changing the order of categories in the catalogue, see **Changing Order of Categories** (on page 59).

Editing Category




➤ **To edit an existing category**

- 1 On the  **eShop** page, click the **Categories** tab.
- 2 Click the  **Edit** icon next to the desired category name.
- 3 Edit the category properties as desired.
- 4 Click **OK**.



Changing Order of Categories

You can change the order in which categories appear in the **Categories** list by moving particular categories up and down in the list.

➤ **To move a category up or down in the *Categories* list:**



- 1 On the  eShop page, click the **Categories** tab.
- 2 Click an upward  or a downward  arrow against the category name.

One click on the icon moves the category one position up or down respectively.

For categories occupying the topmost or the bottom position of the list, the upward  or downward  arrows are not displayed, correspondingly.

Removing Category

➤ **To remove a category:**

- 1 On the  eShop page, click the **Categories** tab.
- 2 Select a category you want to remove.
- 3 Click  **Remove Selected**.

Note: When a category is removed, the products belonging to this category remain in the catalogue. These products are displayed in the uncategorized list, unless they have been assigned to other categories as well.


Configuring Payment Settings for Your Online Store

You can configure the following payment settings for your online store:

- Currency and price format
- Payment systems
- Shipping costs

Selecting Currency and Configuring Price Format

➤ *To select the currency for your store and configure the price format:*

- 1 On the  eShop page, go to the **Payment Systems** tab.
- 2 On the **Payment Systems** tab, click **Change Currency Settings**.
- 3 Select the currency from the **Currency** list.

Note: When selecting currency, make sure it is supported by all payment systems you wish to integrate into your online store.

- 4 If the currency symbol should go before the numeric value, enter it into the **Symbol on the left** field.
- 5 If the currency symbol should go after the numeric value, enter it into the **Symbol on the right** field.
- 6 Enter the decimal point (period or comma) to be used with prices into the **Decimal point** field.
- 7 Click **OK**.

Configuring Payment System Settings

In Sitebuilder, you can offer your customers the following payment options.

- Offline payment options:
 - **Cash on delivery.** Payment is made, when product is delivered to a customer.
 - **Check/Money order.** Customer issues check or money order that will be sent to you by regular mail.
- Online payment options:
 - **PayPal.** Customer pays you for the product online through the PayPal payment system.
 - **Authorize.Net.** Customer pays you for the product online through the Authorize.Net payment system.
 - **2Checkout.com.** Customer pays you for the product online through the 2Checkout.com payment system.



To use all these payment options, you need to configure them in your eShop. The only exception is the **Cash on Delivery** option, which does not require you to provide any details: you can only activate or deactivate it in your online store.

To accept payments online, you should integrate the PayPal, Authorize.Net and 2Checkout.com.com payment gateways into your online store. To do so, you should register merchant or vendor accounts with these systems. For more details about signing up to these payment systems, visit the **PayPal** (<http://www.paypal.com/>), **Authorize.Net** (<http://www.authorize.net/>) and **2Checkout.com, Inc.** (<http://www.2checkout.com>) official web sites.

Note: Before registering with online payment systems, refer to their web sites and make sure that the currency you chose for your online store is supported.

Configuring Check/Money Order Payment Method



➤ **To customize check/money order settings:**

- 1 On the  **eShop** page, click the **Payment Systems** tab.
- 2 On the **Payment Systems** tab, click the  **Edit** icon next to the **Check / Money order** payment option.
- 3 In the **Make payable to** field, enter the name of the person to whom funds will be sent.
- 4 In the **Send to address** field, enter the postal address where the check or order should be sent.
- 5 Click **OK**.

Configuring Authorize.Net Integration

Authorize.Net allows your customers to pay for your products online using credit cards or electronic checks.



➤ *To integrate Authorize.Net payment system in your online store:*

- 1 On the  eShop page, click the **Payment Systems** tab.
- 2 In **Payment systems** list, click the  **Edit** icon next to the **Authorize.Net** payment system.
- 3 In the **Login** field, enter the login (user name) you use to log in to Authorize.Net.
- 4 In the **Transaction key** field, enter the transaction key used for encrypting data.
- 5 Click **OK**.

Note: Requests to Authorize.Net server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to Authorize.Net server is not executed.

Configuring PayPal Integration



➤ *To configure the PayPal payment system for your online store:*

- 1 On the  eShop page, click the **Payment Systems** tab.
- 2 Click the  **Edit** icon next to the **PayPal** payment system.
- 3 In the **PayPal account (e-mail)** field, enter the e-mail address you use to log in to PayPal.
- 4 Click **OK**.

Note: Requests to PayPal server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to PayPal server is not executed.

Configuring 2Checkout.com Integration

➤ *To configure the 2Checkout.com payment system for your online store:*


- 1 On the  eShop page, click the **Payment Systems** tab.
- 2 Click the  **Edit** icon next to the **2Checkout.com** payment system.
- 3 In the **Vendor account number** field, enter the login/user name you use to log in to 2Checkout.com.
- 4 Click **OK**.


Note: Requests to the 2Checkout.com server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to 2Checkout.com server is not executed.

Activating and Deactivating Payment Systems



Payment systems available for the selected currency are characterized by their status. A payment system can be either *activated*, or *deactivated*. When a payment system is *activated*, it is displayed to your online store customers in the list of available payment options. By *deactivating* a payment system, you exclude it from the list of available payment options for your online store buyers.

A payment system status is displayed in the **S** column in the list on the **Payment Systems** tab.



The  icon appears against activated payment systems.

The  icon appears against deactivated payment systems.

➤ **To activate a payment system:**

- 1 On the  **eShop** page, click the **Payment Systems** tab.
- 2 Select the payment system you want to activate.
- 3 Click  **Activate**.

➤ **To deactivate a payment system:**



- 1 On the  **eShop** page, click the **Payment Systems** tab.
- 2 Select the payment system you want to deactivate.
- 3 Click  **Deactivate**.

Adding Shipping Methods and Specifying Shipping Costs

Sitebuilder allows you to add a shipping cost to the order total in your online store. You can specify a separate shipping cost for each available delivery method or geographical area.

When placing an order in your online store, the customer chooses a shipping method on the order **Checkout** form (a required option), and the cost associated with the method is added to the order total.

➤ *To add a shipping method:*


- 1 On the  **eShop** page, click the **Shipping Methods** tab.
- 2 Click  **Add New Shipping Method**.
- 3 On the **Main Properties** tab:
 - Specify the method name in the **Shipping Method** box
 - Enter the delivery cost in the **Shipping Cost** field
- 4 If you want to provide a short description of the method, enter it on the **Description** tab.
- 5 Click **OK**.

If you do not specify any shipping method for your online store, the shipping method option does not appear on the **Checkout** form.

Configuring Notification E-Mails Sent to Online Store Customers

You can customize the parameters of the order confirmation messages e-mailed to your customers.

➤ *To configure your eShop notification settings:*

- 1 On the  **eShop** page, go to the **Notifications** tab.
- 2 In the **E-mail** field, enter the e-mail to be displayed in the **From** field of the notification message.
- 3 In the **Subject** field, enter the subject of the notification e-mail.
- 4 In the **Message** field, enter the text of the notification e-mail.

You can insert the following macros into the body of the notification message:


- Site URL
- The shopping cart contents

To insert these macros, choose them from the **Macros** list on the WYSIWYG panel.

- 5 Click **OK**.

Managing Customers' Orders

Placing and managing orders becomes available after you publish the site.

After a buyer completes and submits the **Checkout** form, an order is placed in your store. It appears in the list of orders on the **Orders** tab of the  **eShop** page.

On the **Orders** tab, you can view general information about an order: its **Id**, **Creation date**, **Last updated** date, **Status**, **Currency**, and the order **Total**.

In Sitebuilder eShop, an order has one of the following statuses:

- **New** status is automatically assigned to all new unpaid orders in the system.
- **Paid** status is used for new paid orders. This status is automatically assigned to an order upon receiving the payment notification from a payment system (PayPal, 2Checkout.com or Authorize.Net).

Note: For offline payment options (Cash on Delivery and Cash/Money Order) you need to specify this status manually. Learn how to edit the order status in section **Changing Order Status and Adding Comment** (on page 66).



- **Processed** status is used for orders being processed at the time.
- **Backorder** status is used for deferred orders.
- **Completed** status is used for orders which have been completed and delivered to the customers.
- **Cancelled** status is used for order canceled by the customers.
- **Failed** status is used for orders which cannot be processed for some reason and are considered failed.
- **Currency**, the currency used for this order.
- **Total**, the total price of your order.

By default the orders appear sorted by **Status**.

Note: You can also manage your eShop orders in your Administrator Panel. For details about managing eShop orders, see the **user's Guide for your user role** (<http://www.swoft.com/en/products/sitebuilder/docs/>).

Viewing Detailed Order Information



➤ **To view the properties of an order:**

- 1 On the  **eShop** page, click the **Orders** tab.
- 2 Click the  **Edit** icon against the order you want to view.
 - On the **Content** tab of the **Order Information** screen, you can view the following information:
 - The current order **Status**.
 - The order details, including: **Product** (the list of ordered products), **Quantity** (the quantity of ordered products for each product name), **Price** (the price of one item of the product).
 - The order **Total**.



- On the **Contact Info** tab, you can view the following information:
 - **Creation date**, the date when the order was placed.
 - **Last updated**, the date of the latest order modification.
 - **Name**, the name of the customer, who placed the order.
 - **E-mail**, the customer's e-mail address.
 - **Phone**, the customer's phone number.
 - **Company**, the customer's company name.
 - **Address**, the customer's postal address.
- On the **Comment** tab, you can add your comments to this order.

Changing Order Status and Adding Comment

➤ *To change the order status:*



- 1 On the  **eShop** page, click the **Orders** tab.
- 2 Click the  **Edit** icon next to the appropriate order.
- 3 On the **Content** tab, select the new status of the order from the **Status** list.
- 4 Click **OK**.

➤ *To add or edit a comment on the order:*

- 1 On the  **eShop** page, click the **Orders** tab.
- 2 Click the  **Edit** icon next to the order.
- 3 Go to the **Comment** tab.
- 4 Type a comment in the **Comment** field.
- 5 Click **OK**.

Removing Orders

➤ *To delete an order:*

- 1 On the  **eShop** page, click the **Orders** tab.
- 2 Select the order you want to delete.
- 3 Click  **Remove Selected**.

Setting Up Online Store Appearance


The eShop page on your web site displays the product catalogue. The window is divided into two parts:

- The list of product categories
- The list of uncategorized products

The list of categories shows all existing categories, including the empty ones. If you wish to change the order in which categories are displayed in the catalogue, see **Changing Order of Categories** (on page 59) for information.

Uncategorized products are displayed below the list of categories one below another, in the order of their creation.

➤ **To configure the appearance of your product catalogue:**

- 1 On the  eShop page, go to the **Settings** tab.
- 2 From the **Number of columns in the categories list** box, select the number of columns displayed on one page, from 1 to 5.
- 3 From the **Number of products per page** list, select the maximum number of products to be displayed per page.

To preview the page appearance, click **Preview** at the bottom of the Sitebuilder window and go to the online store page of your web site.

Adding Flash Intro



A flash intro is a flash-animated introduction clip launched prior to opening the home page of a site. You can choose between several designs of the intro and insert your own text information into it.

The **Flash Intro** module is the only page module that requires no database connection and therefore can be included into a static site.


Note: For correct display of Asian and Arabian national characters, make sure that you have Adobe Flash Player version 9.0 or later installed.

You can add only one Flash Intro module to your site.

➤ **To add a flash intro to your site:**

- 1 Go to the **Pages** step.
- 2 Select  **Flash Intro** in the **Special pages** box.
- 3 Click .

➤ **To configure the flash intro settings:**

- 1 Go to the **Edit** step.
- 2 Select  **Flash Intro** in the **Site Map** area.
- 3 In the **Designs** area, select the design for you flash intro.

The selected design is outlined with a red frame.



- 4 In the **Settings** section, configure the following parameters:
 - **Title** is the text displayed as the flash introduction title.
 - **Body text** is the text displayed as the body of the flash introduction clip.
 - **Background colour** is the flash intro background color scheme.
 - **Object colour scheme** is the flash intro layout color scheme.
- 5 If you want the flash intro page to be seen in the main site menu, select the **Show Flash Intro page in the site navigation** check box.

You can see a small preview image of the flash clip with the new parameters in the **Preview** area.

Adding Guestbook


On the guestbook page, your visitors will be able to leave their notes, messages, and comments. The main difference between guestbooks and online forums is that in forums, all messages are grouped in threads, or topics. In guestbooks, all messages are displayed as they have been submitted, in the reverse order (new messages appearing on the top).

➤ **To add a guestbook to your site:**

- 1 Go to the **Pages** step.
- 2 Select  **Guestbook** in the **Special pages** box.
- 3 Click .

You can add several guestbooks to your site.

➤ **To set up your guestbook:**



- 1 Go to the **Edit** step.
- 2 Click  **Guestbook** in the **Site map**.

Managing Guestbook Messages

After you add the guestbook to your site, you can try it and post a new message. The procedures of managing guestbook messages are described in the current section.



Adding Message to Your Guestbook

➤ *To add a message:*

- 1 On the  **Guestbook** page, go to the **Content** tab.
- 2 Click  **Add New Message**.
- 3 In the **Author** field, specify the author of the message.
- 4 If necessary, specify your e-mail address in the **E-mail** field.
- 5 If necessary, specify the URL to your web site or other Internet resource of interest in the **URL** field.
- 6 Enter the message text in the **Message** field.
- 7 Click **OK**.



Editing Message

➤ *To edit a message:*

- 1 On the  **Guestbook** page, go to the **Content** tab.
- 2 Click the  **Edit** icon against the message you want to edit.
- 3 Edit the message as desired.
- 4 Click **OK**.


Removing Message

➤ *To remove a message:*

- 1 On the  **Guestbook** page, go to the **Content** tab.
- 2 Select the message you want to remove.
- 3 Click  **Remove Selected**.

Setting Up Guestbook Appearance

➤ *To configure the appearance of your guestbook:*



- 1 On the  **Guestbook** page, click the **Settings** tab.
- 2 In the **Message lifetime** field, specify the period in days, during which the message is stored in the guestbook.
- 3 In the **Number of messages per page**, specify the number of messages to be displayed on one guestbook page.
- 4 If you want the message authors' e-mails to be displayed to guestbook visitors, select the **Show author's e-mail** check box.
Otherwise, deselect the box.
- 5 In the field **Text shown before the Guestbook**, enter the text to appear at the top of the guestbook page on your site.

To preview your guestbook appearance, click **Preview** at the bottom of the Sitebuilder window and go to the guestbook page of your web site.

Adding Forum


Online forums are web-based message boards where visitors can open new topics, post topic-relevant messages, and discuss a wide range of questions.

➤ *To add a forum to your site:*

- 1 Go to the **Pages** step.
- 2 Select  **Forum** in the **Special pages** box.
- 3 Click .

You can add several forums to your site.

➤ *To set up your forum:*



- 1 Go to the **Edit** step.
- 2 Click  **Forum** in the **Site map**.

Managing Forum Topics

After you add forum to your site, you can try it and post a new topic. The procedures of managing forum topics are described in the current section.

Adding Topic to Your Forum



➤ *To add a new topic:*

- 1 On the  **Forum** page, go to the **Content** tab.
- 2 Click  **Add New Topic**.
- 3 On the **Main Properties** tab, enter the subject of a topic in the **Subject** field.
- 4 Enter the first message in the topic in the **Description** field.
- 5 If you want to assign the topic to some category, click the **Categories** tab and select the desired category.
- 6 Click **OK**.

At this stage, the list of categories is empty. After you **add some categories** (see page 72), they appear on the **Categories** tab and you can refer the topic to one of them.



Editing Topic

➤ *To edit a topic:*

- 1 On the  **Forum** page, go to the **Content** tab.
- 2 Click the  **Edit** icon against the topic you want to edit.
- 3 Edit the topic content and properties as desired.
- 4 Click **OK**.

Removing Topic

➤ *To remove a topic:*



- 1 On the  **Forum** page, go to the **Content** tab.
- 2 Select the topic you want to remove.
- 3 Click  **Remove Selected**.


Managing Replies to Topics

After some topics were added to your forum, you and your site visitors can add replies to these topics. You can edit and manage both your and your site visitors' replies. The procedures of managing replies to topics are described in the current section.

Adding Reply



➤ **To add a reply:**


- 1 On the  **Forum** page, go to the **Content** tab.
- 2 Click the subject of the topic to which you want to post a reply.
- 3 Click  **Add New Reply**.
- 4 Enter the reply text.
- 5 Click **OK**.

To return to the main topics screen on the **Content** tab, click  **Back to Topics**.

Editing Reply



➤ **To edit a reply:**

- 1 On the  **Forum** page, go to the **Content** tab.
- 2 Click the subject of the required topic.
- 3 Select a comment and click the  **Edit** icon.
- 4 Edit the reply text as desired.
- 5 Click **OK**.

To return to the main topics screen on the **Content** tab, click  **Back to Topics**.

Removing Reply

➤ **To remove a reply:**

- 1 On the  **Forum** page, go to the **Content** tab.
- 2 Click the subject of the required topic.
- 3 Select a comment and click  **Remove Selected**.



To return to the main topics screen on the **Content** tab, click **Back to Topics**.

Managing Categories of Forum Topics

You can sort the topics in your forum by subjects they dwell on. In Sitebuilder, these subjects are called *categories*. The procedures of adding and managing categories are described in the current section.

Adding Category



➤ **To add a new category to the forum:**

- 1 On the  **Forum** page, click the **Categories** tab.
- 2 Click  **Add New Category**.

- 3 Enter the name of the new category in the **Name** field.
- 4 If you want to provide a short description for the category, enter it on the **Description** tab.
- 5 Click **OK**.



Editing Category

➤ *To edit a category in the forum:*

- 1 On the  **Forum** page, click the **Categories** tab.
- 2 Click the  **Edit** icon against the category you want to edit.
- 3 Edit the category parameters as desired.
- 4 Click **OK**.


Removing Category

➤ *To remove a category:*

- 1 On the  **Forum** page, click the **Categories** tab.
- 2 Select the forum category you want to delete.
- 3 Click  **Remove Selected**.

Setting Up Forum Appearance

➤ *To configure the appearance of your forum:*



- 1 On the  **Forum** page, click the **Settings** tab.
- 2 You can configure the following settings:
 - Maximum number of topics per page
 - Maximum number of replies per page

To preview your forum appearance, click **Preview** at the bottom of the Sitebuilder window and go to the forum page of your web site.

Providing Registration to Your Site Visitors

You can set up voluntary user registration on your web site. This function has nothing to do with restricted access. Registration is intended to make your site more user-friendly. Logged in users don't have to enter their name, address, and other data each time they fill a form in the system - this data is automatically inserted into the appropriate text fields of the form (for example, when posting to blog or buying in e-shop).

➤ *To enable registration on your site:*


- 1 Go to the **Pages** step.
- 2 Select  **Registration** in the **Special pages** box.
- 3 Click .

➤ *To set up registration settings:*

- 1 Go to the **Edit** step.
- 2 Select the  **Registration** page in the **Site Map**.

Configuring General Settings

➤ **To configure general settings of the *Registration module*:**

- 1 On the  **Registration** page, go to the **Common Settings** tab.
- 2 Configure the following options:
 - **Enable Forgot your password option** - to let visitors use a password recovery link on your site
 - **Enable Registration** - to enable the module on your site in general


These options are enabled by default. If you want to restrict password recovery or disable the **Registration** module on your site in general, deselect the corresponding boxes.

Configuring Notification Settings

In Sitebuilder, you can set up two automated notification e-mails sent to registered visitors:

- A *sign-up notification* sent to newly registered users.
- A *password recovery* message sent to users after they use the "forgotten password" option on your site.

➤ **To configure notifications sent to visitors:**

- 1 On the  **Registration** page, click the **Notifications Settings** tab.
- 2 Configure the settings common for all notification types:
 - **Name** - the name of the notification sender
 - **E-mail address** - the notification sender's e-mail
- 3 Select the type of notification to be configured from the **Notification type** box.
- 4 Configure the notification subject and message text as desired.




You can insert the following macros in the message body:


- %userLogin - visitor's login
- %userPassword - visitor's password
- %userFirstname - visitor's first name
- %userLastname - visitor's last name
- %siteURL - the URL of your site

Managing Registered Site Visitors

After your site is published, you can manage your registered site visitors in your Sitebuilder Administrator Panel.

➤ *To proceed to managing registered site visitors:*

- 1 Proceed to your Administrator Panel by clicking  **Go to Admin Panel** at the top of the screen.
- 2 On the navigation pane, click  **Sites**.
- 3 Click your site in the list of sites.
- 4 Click  **Site Users**.

You can also proceed to managing registered visitors from the Sitebuilder Wizard. To do so, on the  **Registration** page, go to the **Site Users** tab and follow the link **Here you can manage site users**.

For details about managing registered site visitors in your Administrator Panel, refer to the **users' Guide for your user role** (<http://www.swsoft.com/en/products/sitebuilder/docs/>).

Adding Maps

You can add maps to your site, thus displaying any location that may be of interest to your site visitors.

To add geographical maps to your site, you can either use the free-of-charge **Google Maps service** (see page 76), or purchase an account with the **Microsoft MapPoint Web Service** (see page 77) from Microsoft, Inc.


Configuring Google Maps API Service

The Google Maps API service lets you embed Google Maps in your web pages. You can add overlays to the map (including markers and polylines) and display shadowed "info windows", just like Google Maps. The Google Maps API service is provided free of charge.

The Google Maps API service supports the following browsers:

- Internet Explorer 6.0 and later
- Firefox 0.8 and later
- Safari 1.2.4 and later
- Netscape 7.1 and later
- Mozilla 1.4 and later
- Opera 8.02 and later

➤ *To embed a Google Maps API map into your web page:*

- 1 Go to the **Edit** step.
- 2 In the **Modules** area, click the  **Area Map** module icon and keeping the left mouse button pressed drag the icon to the page.

- 3 Click **Service provider settings** on the title bar of the **Area Map Module**.
- 4 Select **Google Maps API service**.
- 5 Enter your registration key in the **Google Maps API key** box and click **OK**.

If you haven't registered this service with Google yet, click the provided link and complete the free sign up procedure as described. When registering a Google Maps API key, be sure to specify the URL your site will be available at after publishing.

Note: If you get an error message saying that the key you have specified was generated for another URL, contact your Sitebuilder provider for assistance.

If you get the same message on a published site, follow the provided link to the Google web site, re-generate the Google Maps API key for your site and specify the new key in the module settings.

- 6 Back to the **Area Map** module, click **Choose location**.
- 7 Type the name of the geographical location you want to show and click **Find Location**.

If for some reason Google doesn't find the required location, or if you want to specify your own location, use the arrows and scaling functions to manually navigate to the required geographical point.

- 8 Click on the required point on the map. On the form that appears, specify the title and address of the location in the **Title** and **Address** fields and click **Save**.

You may leave both these fields blank.

- 9 Click **OK**.

On the map, a marker appears at the specified point. The title and address of the location is displayed after you click on the icon.


Configuring Microsoft MapPoint Web Service

In order to use the Microsoft MapPoint Web Service on your pages, you first need to purchase this service from Microsoft, Inc.

You can choose one of licensing options provided by Microsoft, Inc.:

- Purchase MapPoint Web Service through a direct agreement with Microsoft. If you choose this method, you purchase one license per each **Area Map** module added to your sites.
- Purchase MapPoint Web Service through Microsoft Volume Licensing. If you choose this method, you purchase one license for all **Area Map** modules added to all your sites.

➤ *To embed a Microsoft MapPoint Web Service map into your web page:*

- 1 Go to the **Edit** step.
- 2 In the **Modules** area, click the  **Area Map** module icon and keeping the left mouse button pressed drag the icon to the page.
- 3 Click **Service provider settings** on the title bar of the **Area Map Module**.
- 4 Select **Microsoft MapPoint Web Service**.

- 5 Enter your Microsoft MapPoint Service credentials in the **User name** and **Password** fields and click **Log in to MS Map**.

If you have not yet purchased a Microsoft MapPoint Service license, click the provided link to go to the Microsoft MapPoint Service page, and follow the provided instructions.


- 6 Enter the name of the location you want to show in the **Find Locations** field.
- 7 Click **Find Locations**.
- 8 From the list of results, select the location to be displayed on your web page.
- 9 Click **OK**.

Note: If later you change your Microsoft MapPoint Service account settings, click **Relog in to MS Map**. You will be forwarded to the **Area Map** configuration window, where you can enter your new credentials.


Adding Feedback Form

Online feedback forms enables you to gather information about your site visitors.

➤ **To set up a feedback form on your site:**




- 1 Go to the **Edit** step.
- 2 In the **Modules** area, click the  **Feedback** module icon and keeping the left mouse button pressed drag the icon to the page.
- 3 To set up the general properties of your feedback form, click **Properties** on the module title bar and:
 - In the **Title** field, enter a name for the feedback form.
 - In the **Your e-mail** field, enter the e-mail address the filled in feedback forms will be sent to.
 - In the **Subject** field, enter the subject of the feedback e-mail message.
- 4 Click **OK**.
- 5 To arrange the list of fields in your feedback form, click **Add/Edit Fields** on the module title bar.

By default, the **Feedback** module contains a number of fields commonly used in feedback forms. You can adjust the existing fields, as well as add new ones.

- 6 To add a new field, click  **Add Field**.
- 7 Choose a name for the field from the **Name** box.
- 8 From the **Type** field, select the type of data that can be entered in current field:

The available fields types are:


- **String** is the type of field where you can enter a text of maximum 255 symbols without line breaks. The text can include letters of national alphabets, punctuation marks, special symbols.

- **Text** is the type of field where you can enter a text of maximum 1500 symbols. You can use line breaks in the text. The text can include letters of national alphabets, punctuation marks, special symbols. On the published site the text is displayed in the multi-line mode.
 - **Phone** is the type of field where you can enter an international phone number.
 - **E-mail** is the type of field where you can enter an e-mail address.
 - **Visitor's e-mail** is the type of field where the registered visitor's e-mail is automatically inserted.
 - **Integer** is the type of field where you can enter an integer number.
 - **Double** is the type of field where you can enter a floating-point number. A comma or a point can be used as a decimal separator.
 - **Visitor's first name** is the type of field where the registered visitor's first name is automatically inserted.
 - **Visitor's last name** is the type of field where the registered visitor's last name is automatically inserted.
- 9** To make a field required for filling in, select the **Required** check box beside the corresponding field.
- 10** Set the order of fields in the feedback form by clicking  or  beside the respective fields.
- 11** To remove a field, select it in the list and click  **Remove**.
- 12** Click **OK**.
- 13** To specify the text to be displayed to the site visitors after they submit the feedback form, click **Response** on the module title bar and type your text in the provided field.
- 14** Click **OK**.

Adding RSS News Feeds

RSS, which stands for Really Simple Syndication, allows you to automatically load favorite news and information on your site from RSS news feeds (also called "channels"). Many well-known news communities and corporate sites offer news headlines and article summaries in the form of news channels. RSS readers retrieve the recent content from the RSS news feeds and display it on your site. A visitor can preview the recent news content from your site and will be redirected to the news page if they want to read the full story. The news from RSS channels are updated automatically and do not require any interaction from your part.


➤ *To add RSS news feeds to your site:*

- 1 Go to the **Edit** step.
- 2 In the **Modules** area, click the  **RSS Reader** module icon and keeping the left mouse button pressed drag the icon to the page.
- 3 Click **Properties** on the title bar of the **RSS Reader** module.
- 4 Select the channel to import the news from.
When you roll your mouse over a channel, you can see the channel URL in the field below.
- 5 If you select the **Custom channel**, enter the channel URL in the field below.
- 6 Click **OK**.

Inserting Scripts Into Your Web Pages

Using the Sitebuilder Wizard you can add your own Java Script, HTML, and DHTML code to your web pages.






➤ *To insert a script into your web site:*

- 1 Go to the **Edit** step.
- 2 In the **Modules** area, click the  **Script** module icon and keeping the left mouse button pressed drag the icon to the page.
- 3 Click **Properties** on the title bar of the **Script** module.
- 4 Enter the script code between the `<!--` and `//-->` markers in the **Script text** box.
- 5 Click **OK**.

Conducting Polls and Online Surveys

Online polls and surveys enable you to receive valuable feedback from your site visitors. You can collect votes on different questions and display the results as dynamic graphical charts directly on the page. The Sitebuilder voting module tracks visitor uniqueness based on the single session principle - which means that a visitor cannot vote several times in one poll within the same user session.

➤ **To set up voting on your site:**

- 1 Go to the **Edit** step.
- 2 In the **Modules** area, click the  **Voting** module icon and keeping the left mouse button pressed drag the icon to the page.
- 3 Click **Properties** on the title bar of the **Voting** module.
- 4 To provide the question of your survey, type your question in the text field on the **Question** tab.
- 5 To arrange the list of available answers, go to the **Answers** tab.
The **Voting** module must contain at least two answers. By default, the module contains two dummy answers, which you can edit as desired.
- 6 To edit the text of an existing answer, type the new text in the current answer text field.
- 7 To add an answer, click  **Add New Answer** and enter the text into the newly appeared text field.
The maximum number of answers is unlimited.
- 8 To change the order in which the answers are displayed, use the  and  icons.
- 9 To delete an answer, select it and click  **Remove**.
- 10 Click **OK**.

Publishing Site

Publishing your site as an anonymous user

If you do not have a Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you buy hosting. On the **Publish** step of the Wizard, you will see the Sitebuilder system notification that publishing is impossible, and an information message from your Sitebuilder provider. This information message may contain the following information about your trial site:

- The life-time of your trial site, i.e. the period during which it will be stored on the Sitebuilder server.
- The site URL: the link to your site as it is displayed to the visitors. You may send this link to your friends, for example. If later you purchase a regular user account in Sitebuilder, you will need this URL to upgrade the site to regular and assign it to your account.
- The link to your temporary site in editable mode. This link opens your site in the Sitebuilder Wizard. You will need this link, if you decide to register in Sitebuilder and register your temporary site as a regular one.
- Any supplementary information considered to be important by your Sitebuilder provider, for example, instructions on register an account in Sitebuilder, or buying hosting.

If you wish to send this information to your e-mail address, enter the address in the field at the bottom of the page and click **Send**.

To open the trial site in your web browser, click **Visit Site**. The site is fully functional, and allows you to perform all operations allowed by modules, except for placing orders in your online store. The site is active during its life-time period, after which it is destroyed.

Publishing your site as a regular Sitebuilder user

If you are a registered Sitebuilder user, follow the guidelines below to publish or publish your site.

➤ *To publish your site:*

- 1 Go to the **Publish** step.
- 2 If your Sitebuilder administrator has already specified the publishing settings for your site (or you have done it yourself in your Administrator Panel), just click **Publish**. If publishing settings are not specified, perform steps 3-8.

If on clicking **Publish** you get an error message saying that publishing has failed, contact your Sitebuilder administrator, or follow the link to the publishing details screen to know the reason of the failure.

3 In the **Edit publishing settings** section, select a publishing mode (the list of available publishing modes is configured by your Sitebuilder provider):

- **FTP** - publishing site to an FTP server
- **VPS** - publishing site to a virtual private server
- **XCOPY** - publishing site using the XCOPY technology

Note: 1. VPS publishing mode is used when you publish sites to the SWsoft HSPc-running server.

2. We recommend to use XCOPY technology for publishing on local Sitebuilder host only, as this method is insecure and requires writing permissions on the specified publishing location.

Sitebuilder provider can prohibit users from editing publishing settings. In that case publishing settings will be displayed to you in read-only mode.

4 If you select **FTP** publishing mode:

- In the **Host** field, specify the host to which you want to publish the site.
 - If the maximum number of hosts allowed by your license is limited, select a host from the list. The list of available hosts is configured by your Sitebuilder administrator.
 - If the number of hosts allowed by your plan is **Unlimited**, you can specify the IP address or DNS name of any FTP server you have at your disposal (make sure that the server meets the **requirements**).
- In the **Port** field, you can specify the port for connecting to the FTP server. By default, 21 is set.
- In the **Login** and **Password** fields, provide your FTP server access credentials.
- In the **Working directory** field, specify the directory on the server where the files of the site will be stored after publication.
- In the **Web site URL** field, enter the web address where the site is available after publishing.

Note: Make sure that the **URL** and the **Working directory** settings point to the same publishing location. For example, to publish site with URL `http://mydomain.tld/myfolder`, specify working directory *myfolder*.

5 If you select **VPS** publishing mode:

- In the **Host** field, enter the IP address or domain name of your Virtuozzo Service VE.
- In the **VPS ID** field, specify an integer number of a virtual server by which it is identified it on the physical server.
- In the **User** field, enter the VPS owner login.
- In the **Group** field, specify the VPS owner group.
- In the **Working directory** field, specify the absolute path on the virtual server to the folder where the site files will be stored after publication.
- In the **Web site URL** field, enter the web address where the site is available after publication.

Note: Publishing in this mode is available to SWsoft HSPc-running servers only.

6 If you select **XCOPY** publishing mode:

- In the **Working directory** field, enter the name of a directory (with full path) where the files of your site will be stored after publication. For example, `/var/www/yoursite`.
- In the **Web site URL** field, specify the web address where the site will be available after publication.

7 Click **Publish**.

After successful publishing, your site immediately goes live, and its full functionality is available to visitors. You can proceed to your site by clicking **Visit Site**.

Re-publishing your site

After you apply some changes to your site in the Sitebuilder Wizard, you will need to re-publish your site.


➤ **To re-publish your site:**

1 Go to the **Publish** step.

2 If you wish to preview the changes as they appear on your site, click the **Preview site** link.

3 If necessary, revise the settings in the **Edit publishing settings** section.

If you see a notification that the publishing settings have been changed, you can revert the settings to their previous state. To do so, click **Revert** at the bottom of the section.

If you do not wish to display the **Edit publishing settings** section again, click the  icon to close the section. The next time you access the **Publish** screen for this site, the section is not displayed.

4 To apply changes to the site without re-publishing the whole site, leave the **Republish the entire site content** option unselected.

Select this option, if you wish to recover your site in case it has been destroyed or damaged at the publishing location.

5 Click **Publish**.

In this chapter:

Requirements to Host85

Requirements to Host

The requirements imposed upon a publishing server depend on the type of sites to be published on this server: static or dynamic.

In Sitebuilder, a static site is a site which does not contain any modules, just static HTML pages created with the help of WYSIWYG editor. The only exceptions are the Script and Flash Intro modules, which do not require database connection. There are no special requirements to a host used for static sites publishing.

A dynamic site is a site with dynamic pages: a site containing at least one Sitebuilder module (except for the mentioned Script and Flash Intro).

For dynamic sites to work correctly, the publishing server must meet the following requirements:

- PHP version 4.2.1 or later is installed on the publishing server.
- PHP supports:
 - The ionCube PHP Loader 3.1.15 or later
 - DOM XML with XSLT support or PHP XSLT extension (Sablotron)
 - Multibyte string functions (mbstring extension)
 - Zlib compression functions (zlib extension)
 - Session handling functions support (session extension)
 - SQLite 2.x with UTF-8 encoding support
 - GD library 2.0.1 or later
- In `php.ini` the following directives are installed:
 - `magic_quotes_runtime = Off`
 - `magic_quotes_gpc = Off`
 - `safe_mode = Off`
 - `default_charset = "UTF-8"`

Note: Make sure that all extensions you have installed are listed in the extensions directory and in the `php.ini` file.

When you publish a dynamic site to a server which supports only static sites publication, one of the following things happen:

- If the site contains dynamic content besides the Sitebuilder modules, this content is automatically converted into statics and published.
- If the site contains Sitebuilder modules, publishing fails and an error message is displayed.