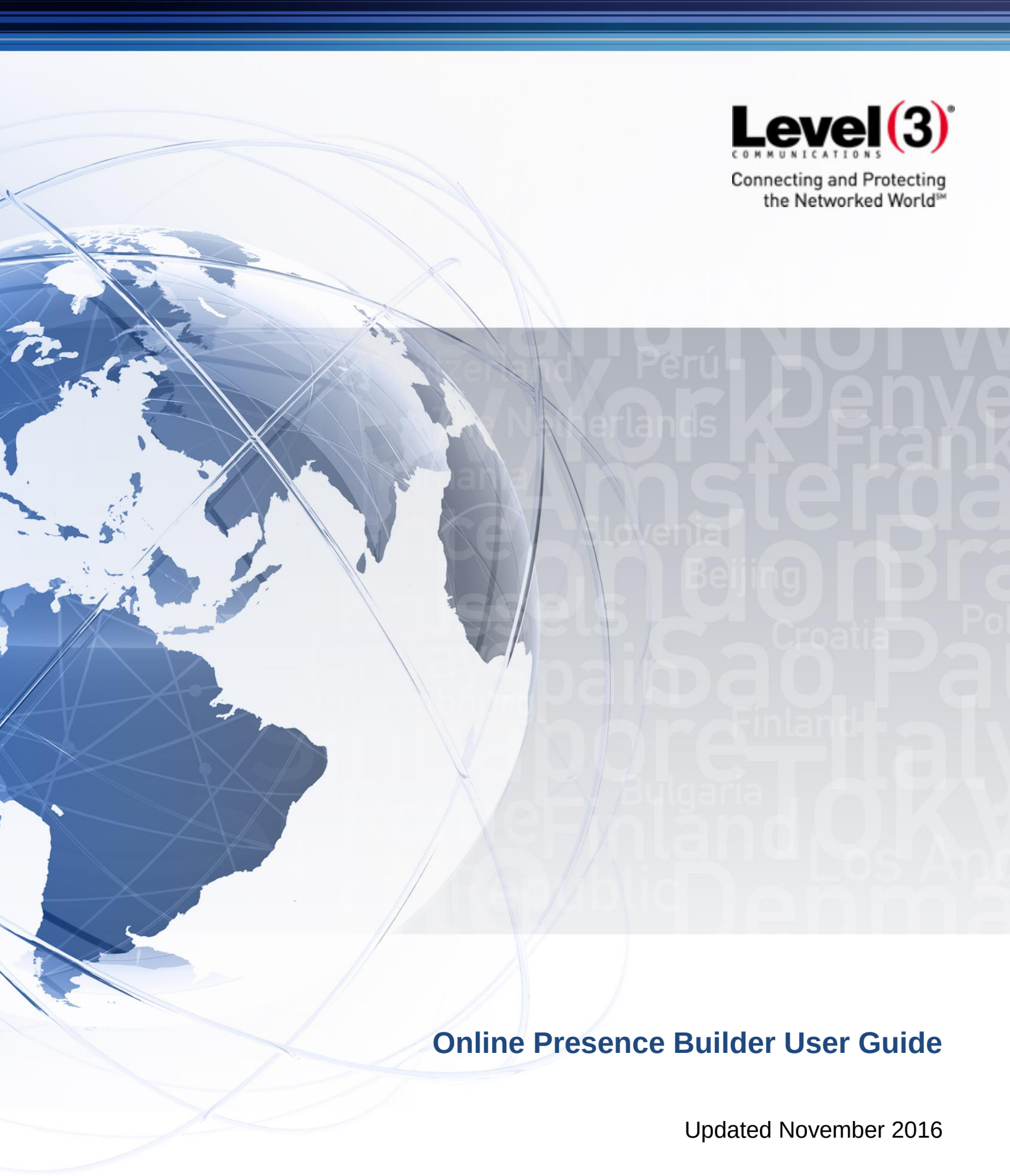

Level(3) COMMUNICATIONS

Connecting and Protecting the Networked World℠

Online Presence Builder User Guide

Updated November 2016

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1. Design and Navigation

1.1 Page Design

The design and consistency of your website are two of the most important elements of building a reputable online presence. The look and feel should resonate well to your target audience and match your existing brand.

The rich selection of designs and variety of page layout options available with Online Presence Builder will help you create a consistent and professional website with minimal effort.
Here are a few tips on how to select an appropriate design and page layout for your site:

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

1.1.1 Page Header Images

Header images are usually the focal point of your page and most visitors use them to quickly figure out if they are on the right page before reading any content. The home page header is an integral part of your design and should be very carefully selected to communicate what your organization does.

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

1.1.2 Copyright

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

1.1.3 Domain Name

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

1.1.4 Favicon

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

2. Publishing Your Site in Two Steps

Publishing your site using one of the many available themes provides the basis for your online presence. You may elect not to add any customization at all; however, customizing your site allows you to build and expand your brand recognition, while displaying your content in a way that is unique to your online presence.

2.1 Website Name

The first aspect of your brand is your company or website name. It doesn't necessarily have to imply the products you sell, but it does need to be short, catchy and easy to remember.
The website name is entered in the Site Title field in Site Properties and plays an important role for the search engine optimization of your site. If no logo has been added, the site title will be used as logo as well.

2.2 Logo and Tagline

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

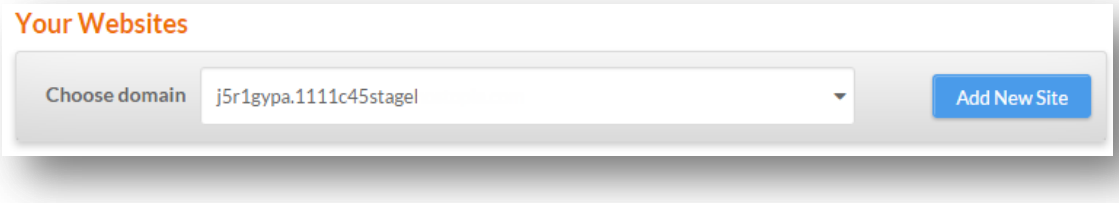
- Your logos and tagline should be unique and memorable.
- They should clearly communicate your business identity and any competitive advantages.
- They should reside at the top-left area of your page, since this is where most visitors expect to see them.

2.3 Creating Your Site

Building your site using one of the available themes is as easy as: (1) Verify Information > (2) Select a Design > and (3) Publish.

To add a new site:

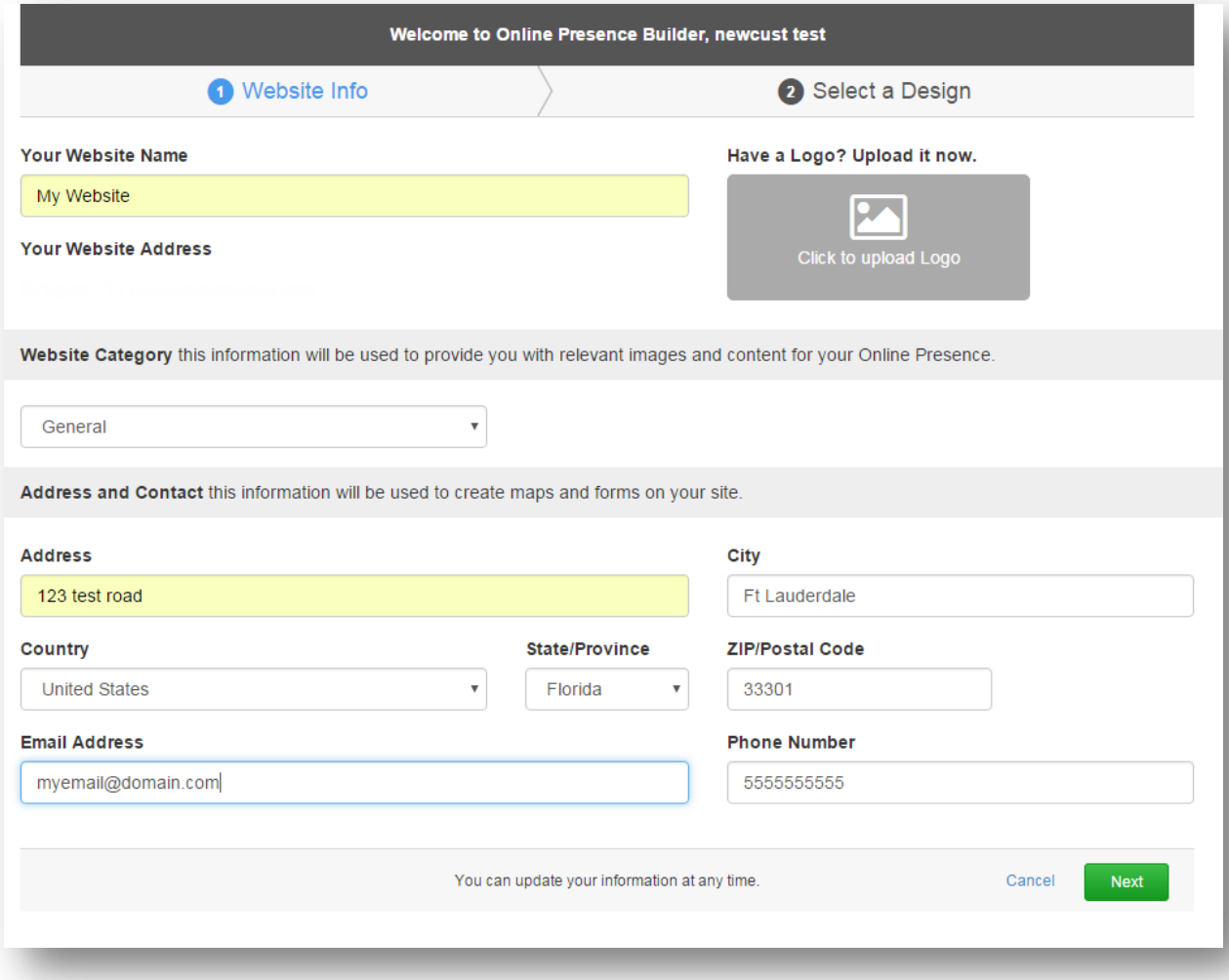
- From the Portal, click **Add New Site**.



The "Welcome to Online Presence Builder" page opens. Here, you will be guided through the two steps required to publish your site: (1) Website Information and (2) Design Selection.

2.3.1 Verifying Your Website Information

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

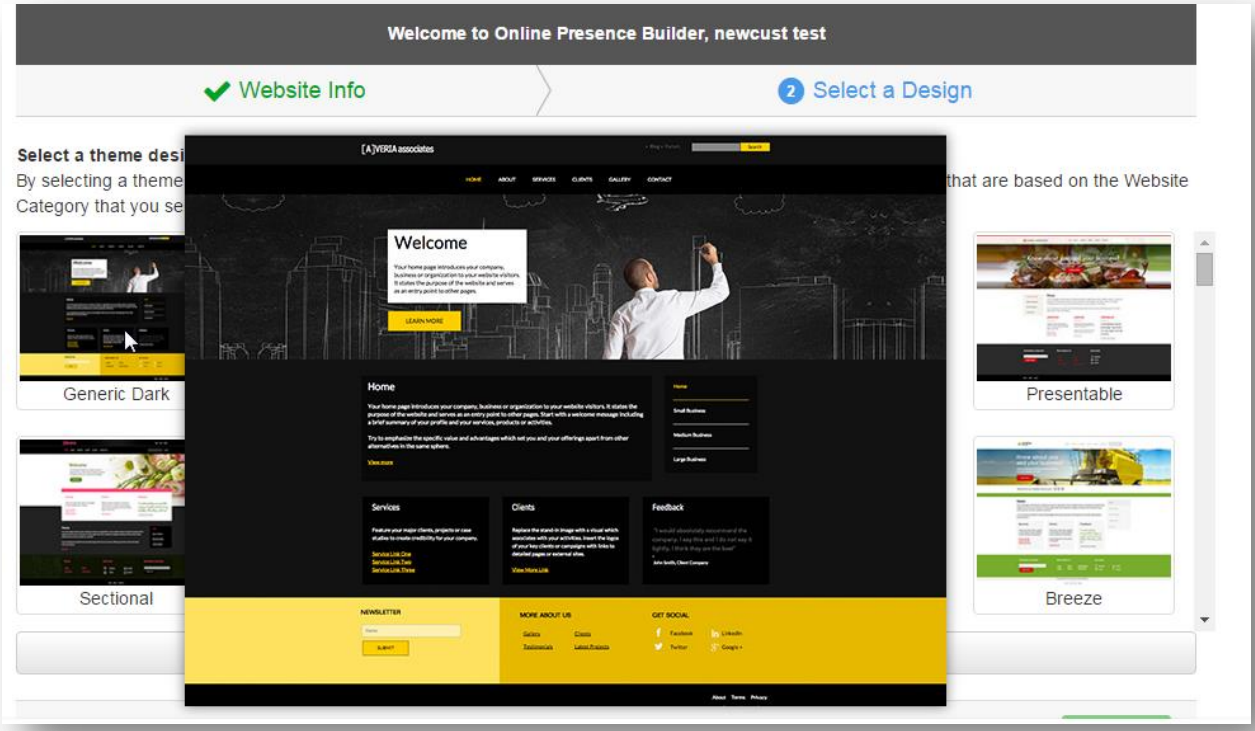


1. In the Website Info screen, enter a name for your website.
2. In the Website Category dropdown menu, select the category that best represents your business. Selecting a category will provide relevant images and content specific to your vertical.
3. Verify and update your company information if needed.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

2.3.2 Selecting a Design for Your Website

The Design Selection screen provides a series of themes. The options are based on the category selected in the Website Information screen. If you didn't select a category or you want to change it, you can click the **Previous** link at the bottom of the screen.

Although there are only five themes displayed, you can click the **Show More Themes** link and the display window expands. Use the scroll bar to view all options. Although the theme images are thumbnail sized, you can hover over a theme of interest to enlarge the view.



1. In the Select a Design screen, browse through the list of available themes.
   To see more options, click **Show More Themes**.
2. To enlarge the image, hover over the theme.
3. When you have chosen the theme that best suits your business, click the image.
4. Click **Preview**.

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

- The Content Elements section provides guidance on editing text and text links, adding tables and lists, or adding images and image galleries.
- The Social Media section provide guidance on adding links to your social media pages such as Facebook, Twitter and YouTube.
- The Search Engine Optimization section provides guidance on how bring online traffic to your site and monitor viewing statistics.

3. Editing Content Elements

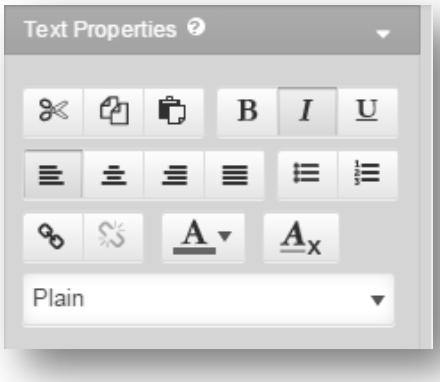
Content Elements are additions that you can make to your existing site to enhance or promote ideas and products. There are some common elements such as text blocks and images; however, the editor provides many other element and display options. For example, you may have some images that you want to publish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

3.1 Text and Images

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

The Text and Image Editor provides a "what you see is what you get" interface so that you can add content to your site and display your changes dynamically. You can add elements to your site by dragging the desired element from the left-hand navigation window onto the page. On mouse-over, Blue rectangles will appear to indicate all possible locations where the element can be added.

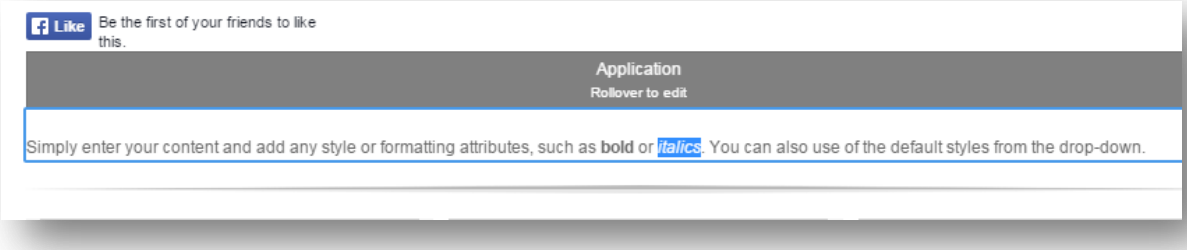
When an element is added to your site, the properties for that element will open on the right-hand side of the window. The Properties dialog provides options to further customize your addition. For example, below is a Text Properties dialog.



3.1.1 Adding and Formatting Text

Adding a text element to your site allows you to customize your site by adding content directly, or copy and pasting content from a document or web page.

The editor enables you to further manipulate the appearance of your text with standard formatting options. Using this set of icons, you can **bold, italicize, underline** or **strikethrough** a given text piece. Each of these actions also has a keyboard shortcut you may use to facilitate your work (e.g., CTRL + B for bold, CTRL + I for italics, etc.) italics.



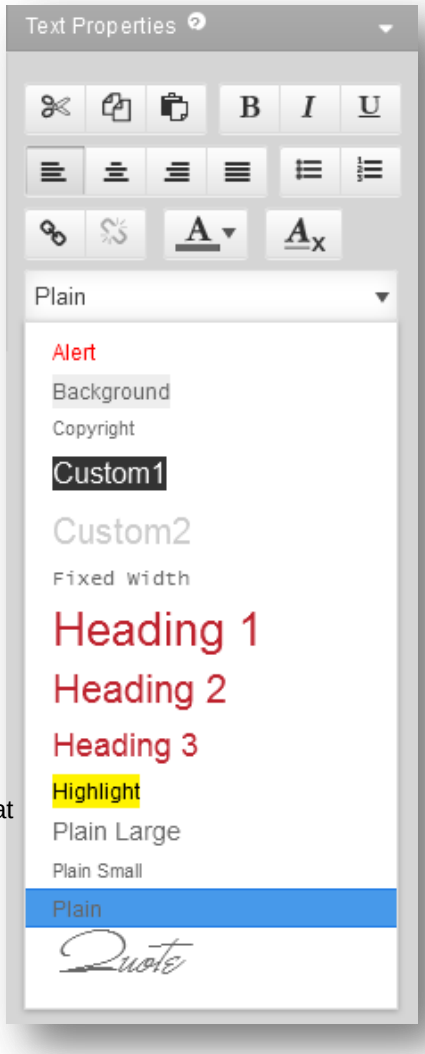
To Add a Tex*t* Element

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

To Apply Text Formatting

- To add formatting:
  Select the word or phrase and select the desired format from the Text Properties dialog.

When complete, click outside of the text box.
Note: If you copy and paste content from an external source, its styles will automatically be converted to the ones available for your design to ensure a consistent look and feel.



3.1.1.1 APPLYING STYLES

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

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

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

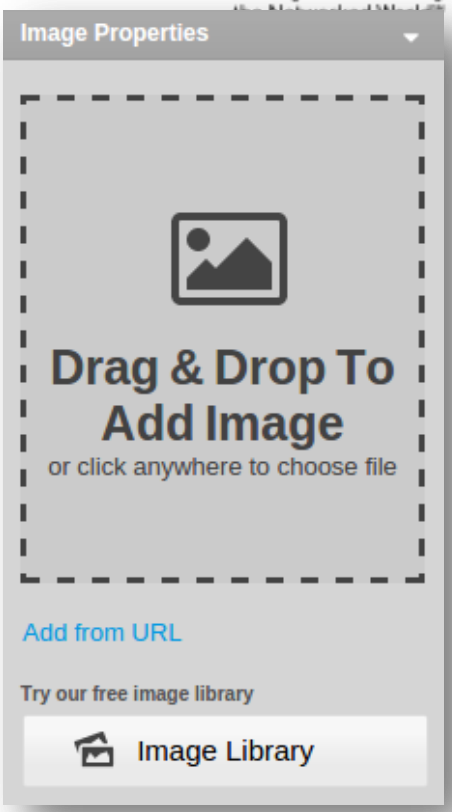
The **Cut / Copy** and **Paste** icons allow you to easily move content within the Text Editor. Select the piece you want to cut or copy, click on the respective icon, then position your cursor on the place where you want to move the selected piece and click the Paste icon. You can also perform these functions using keyboard shortcuts. Highlight the desired content and use ⌘ + X to Cut, ⌘ + C to Copy, and ⌘ + V to Paste.

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

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

TO APPLY PARAGRAPH STYLES

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



3.1.2 Adding Images

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

TO UPLOAD AN IMAGE

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

Note: Images can be uploaded using one of three methods.

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

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

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

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

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

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

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

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

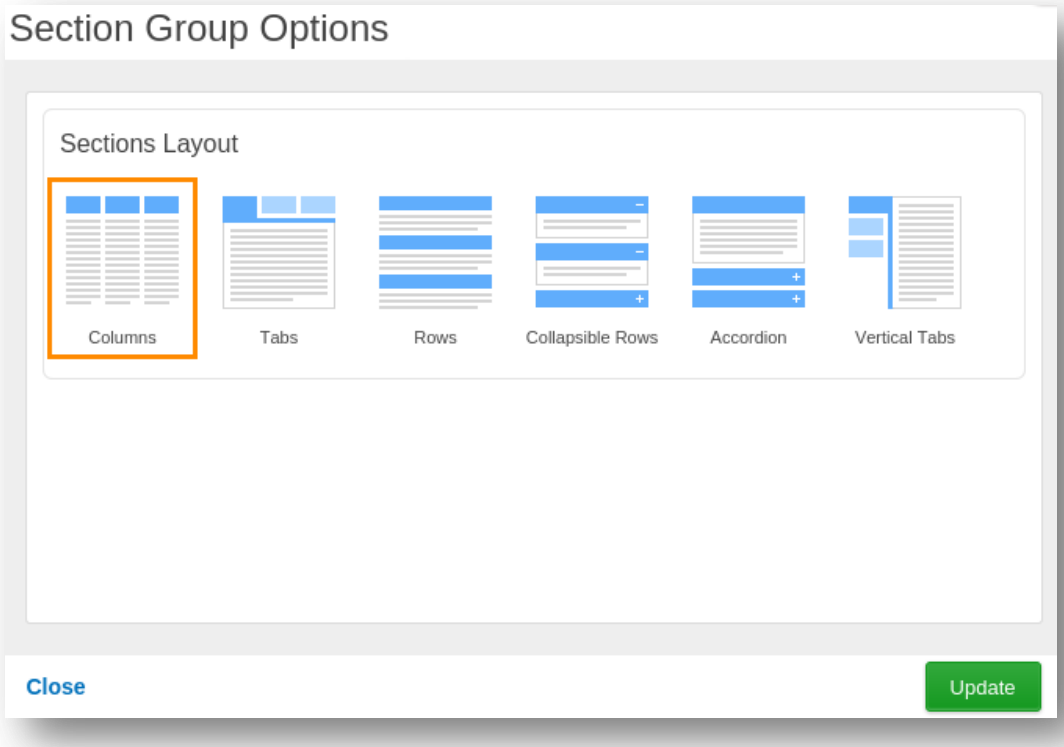
- No wrapping
- Left wrap
- Right wrap

3.2 Table and Lists

Adding Sections (Tables) to your site is a great way to add structure and organization to your pages. You can create tables using either Columns or Rows as the basis for your layout. Selecting which table design to use is completely dependent on your personal style and the type of content you wish to display. If you're not happy with the layout you can always change the display through the

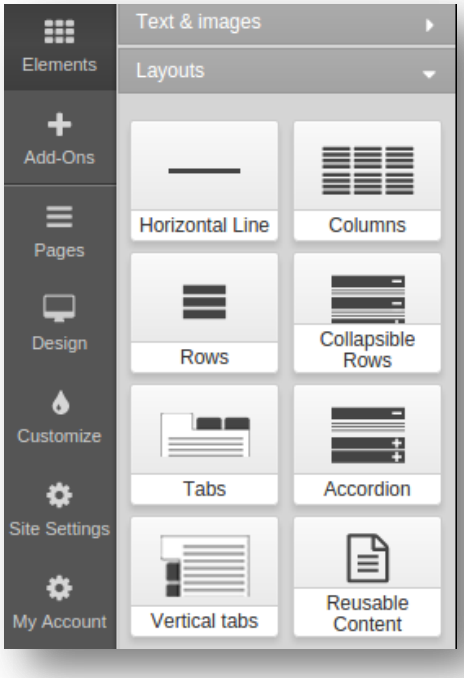
Tabs, Collapsible Rows and Accordions will accommodate a large quantity of content in limited space, or use them to conceal information that belongs on the page, but doesn't need to be compared or viewed simultaneously with other content.

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



3.2.1.1 SECTION GROUPS

To add a section group, select **Elements** from the Left Menu, click on **Layouts** and select the desired section group. Drag & drop the element to the blue rectangles, which will appear to indicate the locations where a section group can be added.

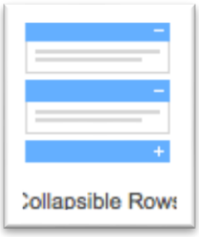


Columns are used for creating open, horizontally oriented content areas. Use these as intro sections to include highlights from other pages in the site, to fill up space when your page content is scarce or to make sections stand out more on the page.

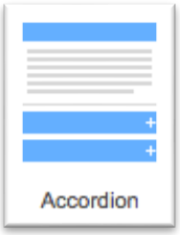
Tabs allow you to fit a lot of content in limited real estate. With tabbed section groups only one section (tab) may be open at a time. By default, the first section (tab) will open upon the loading of the page

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

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



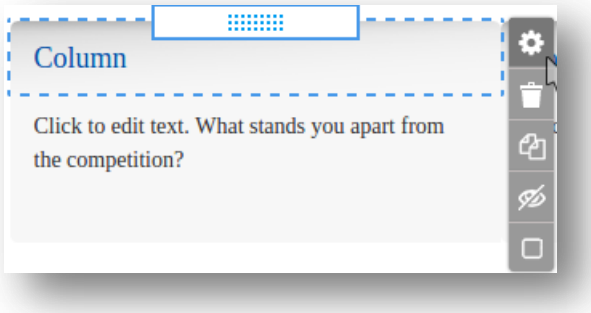
Accordion will display one section at a time. When one section is opened, all others will automatically collapse with a nice animation effect. By default, the first section is opened when the page loads.

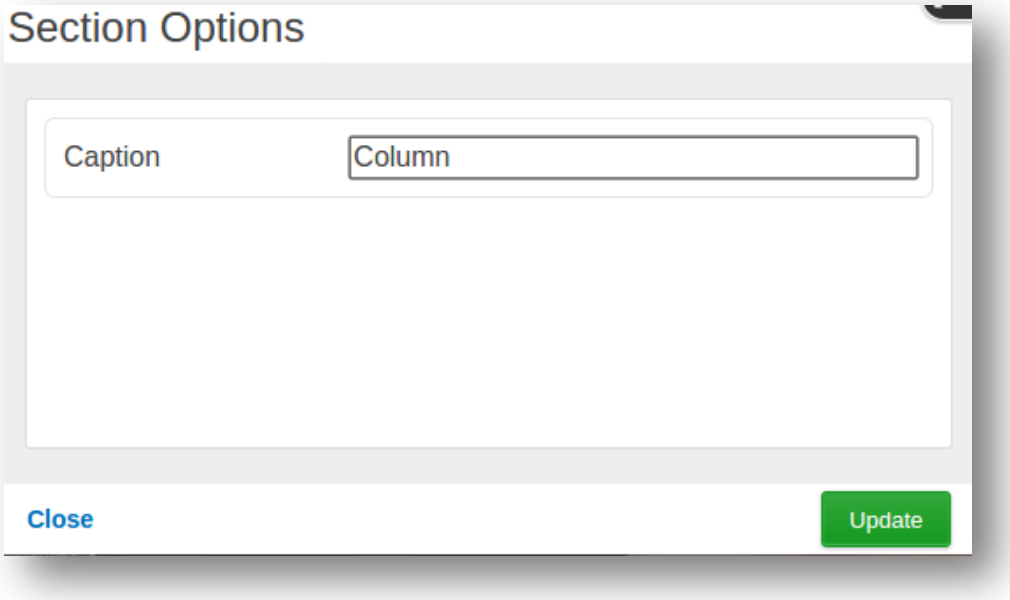


Vertical Tabs can be opened one at a time. By default, the first section (tab) will open when the page loads.

3.2.1.2 SECTIONS

With the section group in place, you will see a predefined section. You can edit the section according to your needs by updating the Caption. Move your mouse over the caption and click the wheel icon in the Side Menu.





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

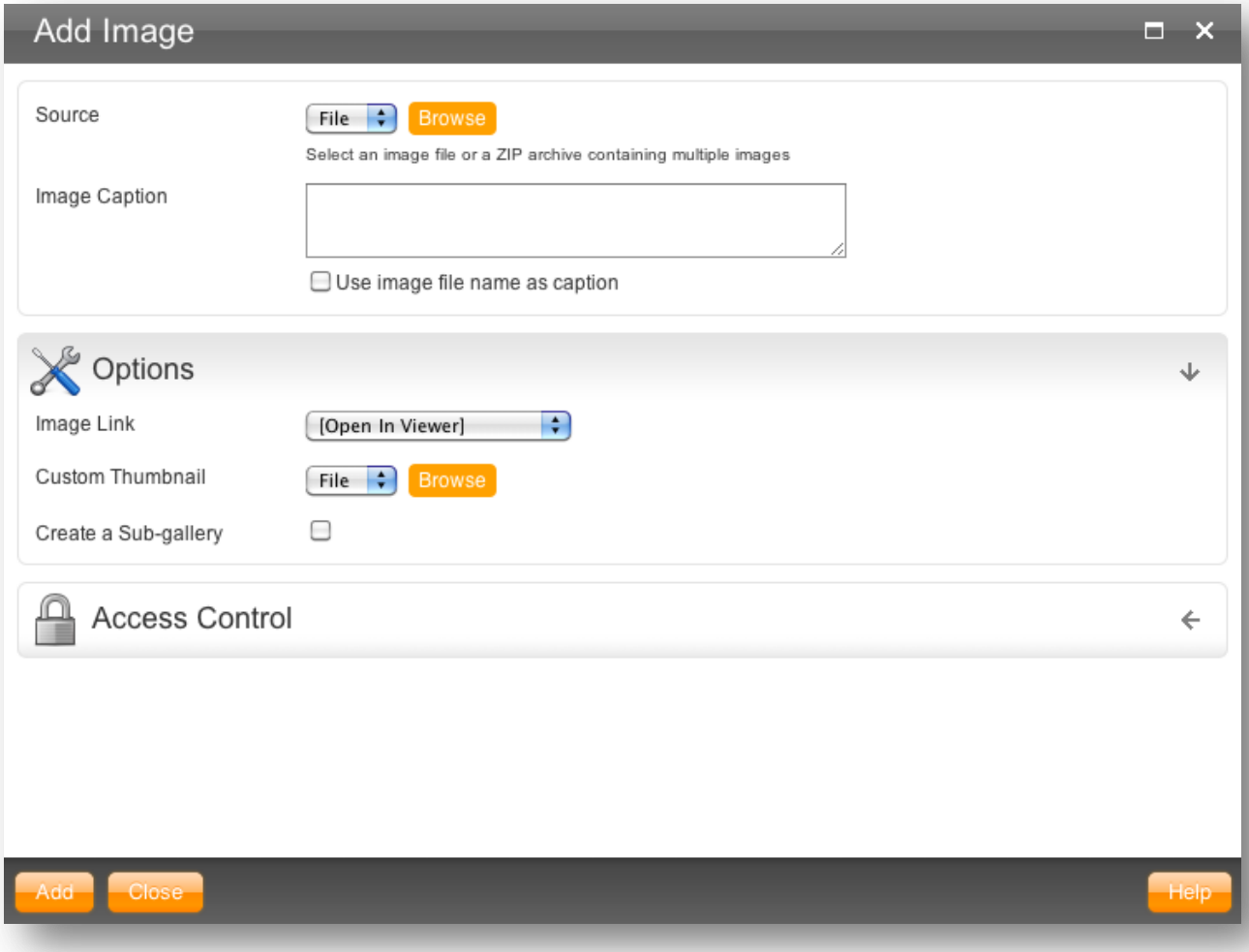
To edit your section group or a single section just roll over the section group or section in Admin mode and click the wheel icon displayed on top-right Side Menu. In the Side Menu you may also delete, select, copy, etc. your section groups or sections.

3.3 Adding Images to Your Gallery

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

TO ADD A GALLERY IMAGE

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



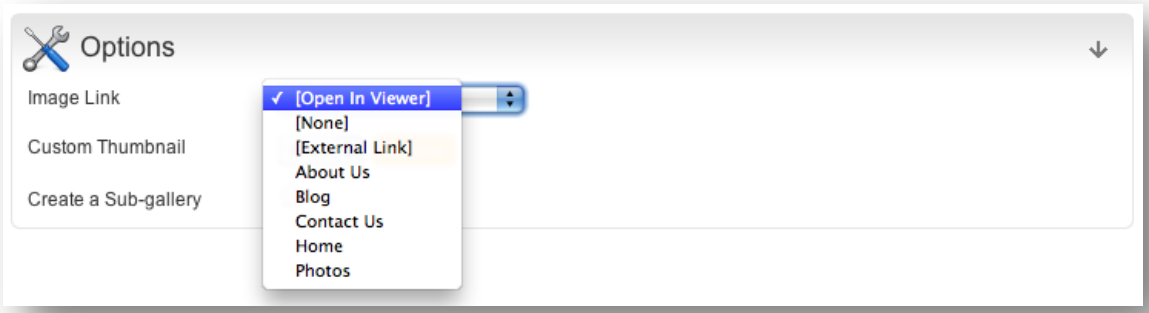
2. To upload images locally, select **File** or **Zip** from the Source dropdown and then click **Browse**.
   Note: If you are adding multiple images, you can compress them into a zip file and upload them all at one time.
3. To upload images from the internet, select **URL** from the Source dropdown.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

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

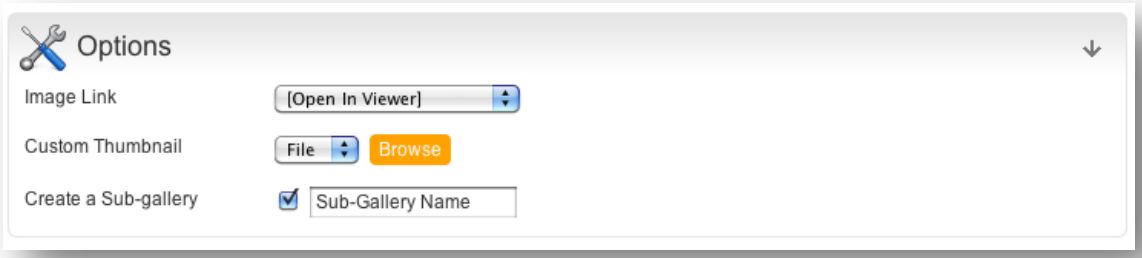
3.3.1 Image Options

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

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

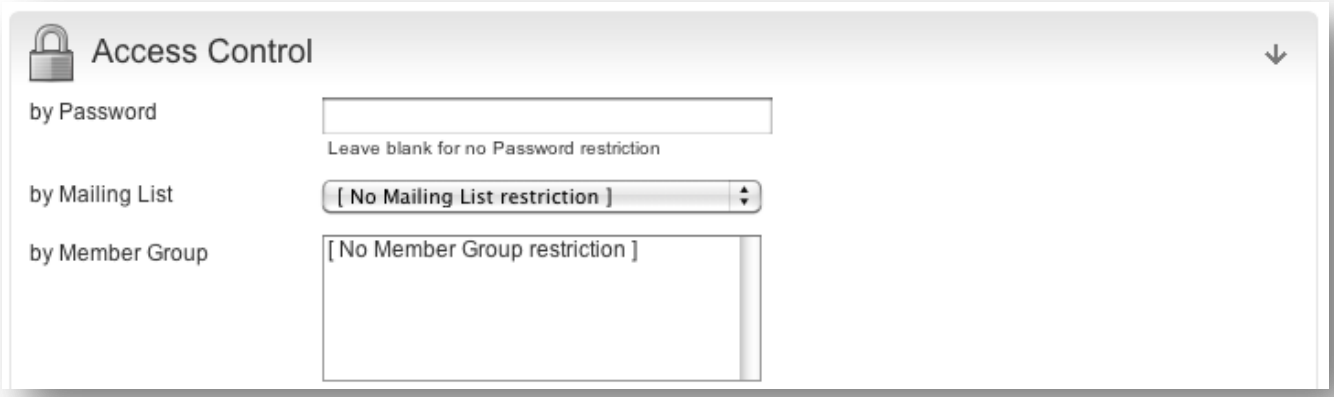


- The **Custom Thumbnail** option is used for adding specific versions of images which may be in a different resolution than the original. You can use this option only when uploading or editing individual images, and the size settings should be the same as those defined in the Gallery Options dialog.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



3.3.2 Access Control

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

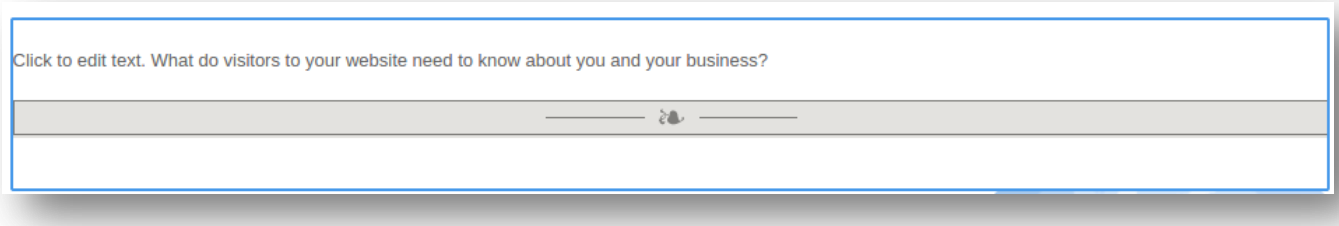


3.4 Buttons and Shapes

3.4.1 Adding a Horizontal Line

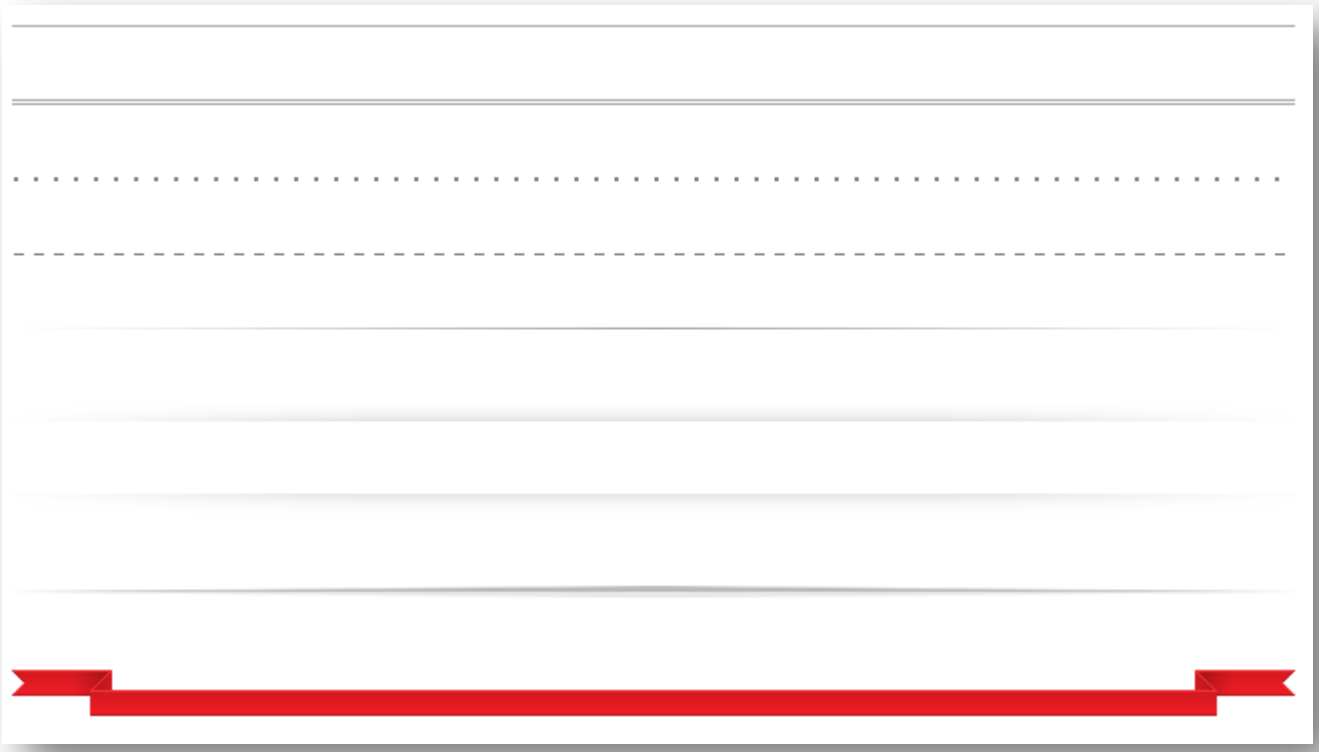
You can easily **Add Horizontal Lines** in the Text and Image Editor to break up content on a page.

You can drag & drop the element from **Left Menu** > **Elements** > **Layouts** > **Horizontal Line**

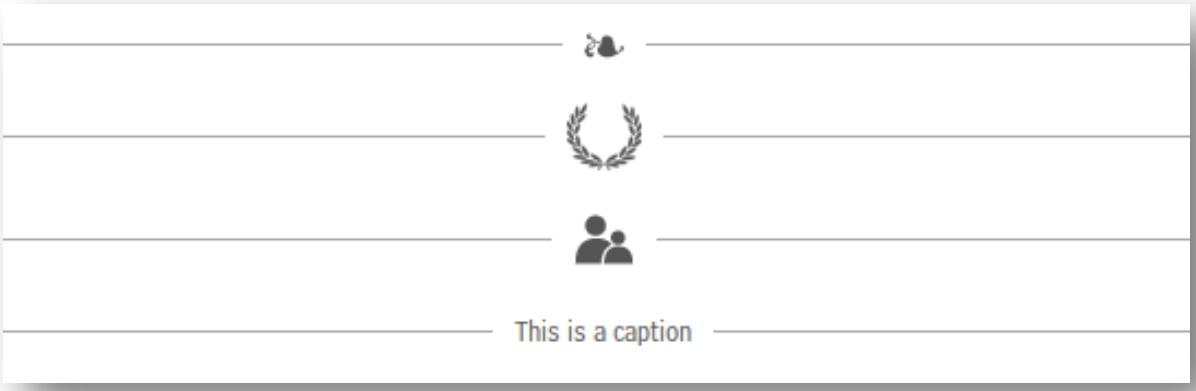


With the default settings you can change the Line Style and Ornament.

Style: Choose between a single line, double line, dotted line, dashed line, fading lines or custom lines. Here are a few examples:

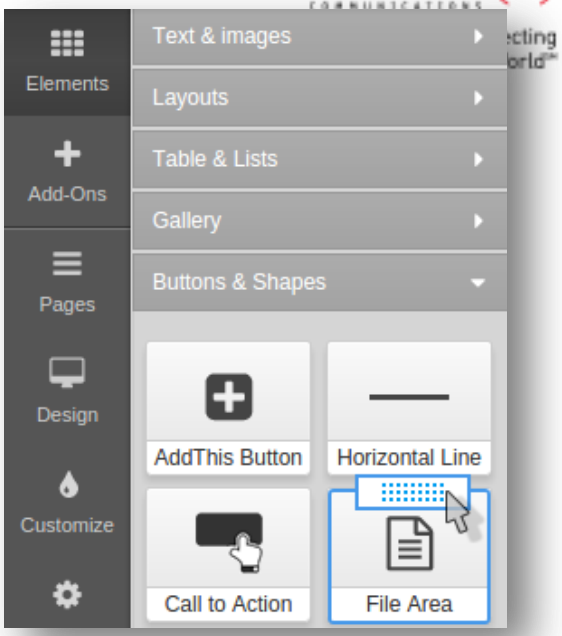


Ornament: Select different pre-made ornaments for your horizontal lines, or enable a custom caption text. You can find few of these options displayed below:



3.4.2 File Area

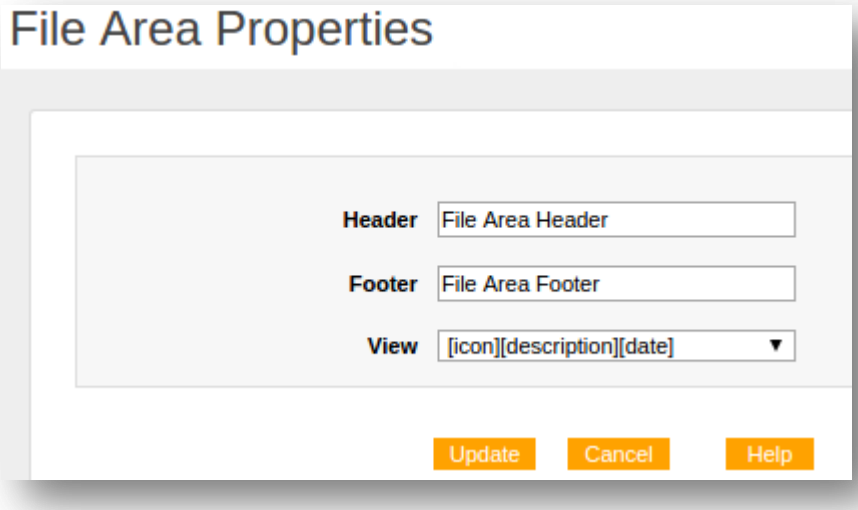
File Areas allow you to add files to your site and define the appearance of your file links.



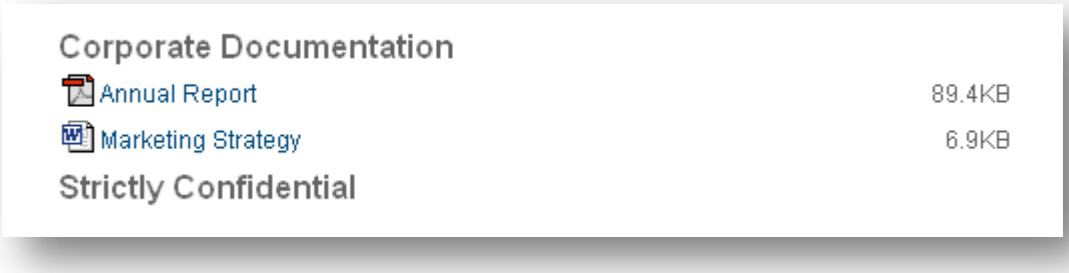
TO ADD A FILE AREA:

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

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



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



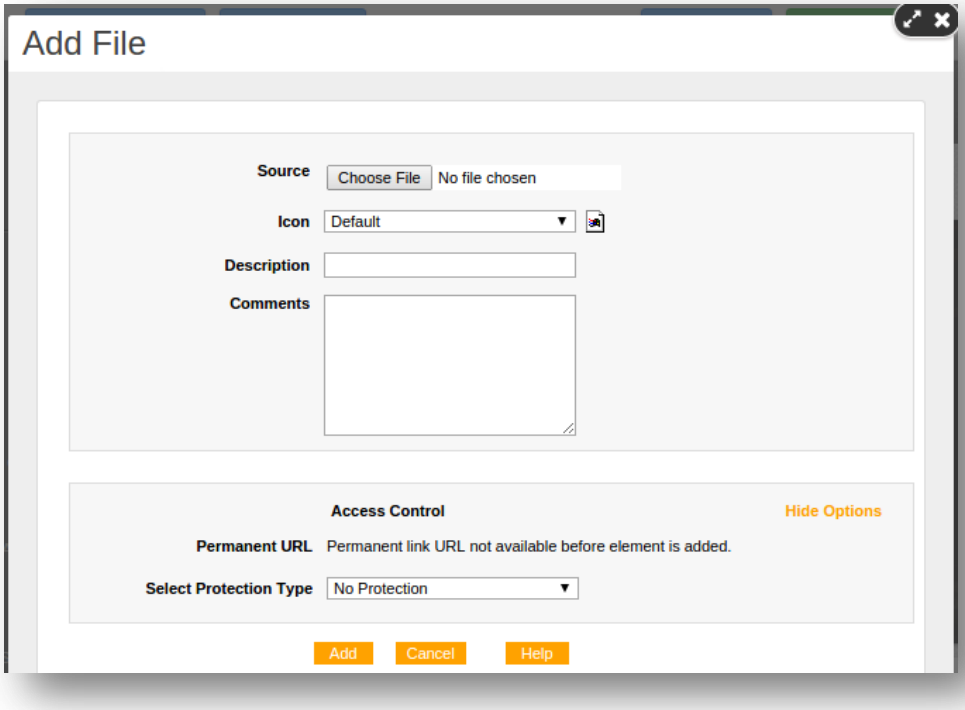
3.4.3 Add Files

To add files to a file area, roll over the File Area and click the plus sign icon displayed on bottom of Side Menu. The Add File popup will be displayed.

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

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

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



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

To get the Permanent URL of some file, roll-over the existing file and click the wheel icon on top of Side Menu.

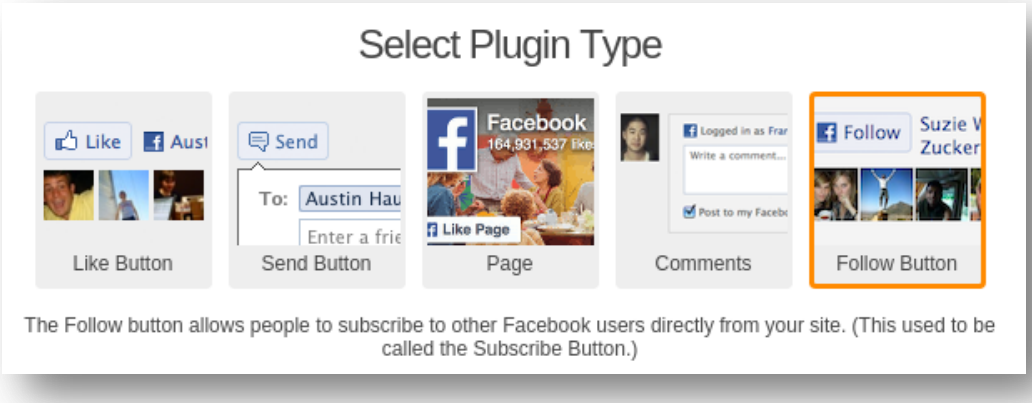
Navigate to the **Access Control** area again and copy the URL.

Note: Moving a **File Area** changes the Permanent URLs of existing files. Be sure to update any references to the original URLs. They will stop working when the page in which the file area was originally located is published.

4. Adding Social Media

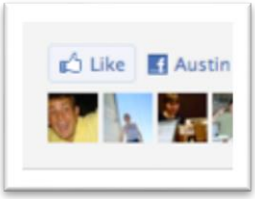
4.1 Facebook

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



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

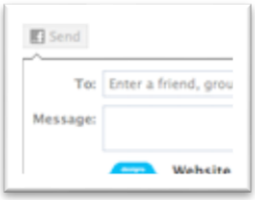
4.1.1 Like Button



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

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

4.1.2 Send Button



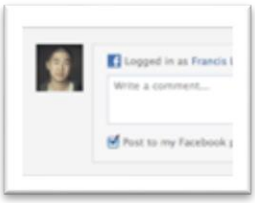
The Send Button allows users to easily send content to their friends. People will have the option to send your URL in a message to their Facebook friends, as a comment on the wall of one of their Facebook groups, or in an email to any email address. Whereas the Like button allows users to share content with all of their friends, the Send button allows them to send a private message to just a few friends.

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

4.1.3 Page Plugin

With the Page plugin, you can embed components of your Facebook page right onto your website.

4.1.4 Comments



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

Use this to plugin to allow users to add Facebook comments to your site.

4.1.5 Follow Button

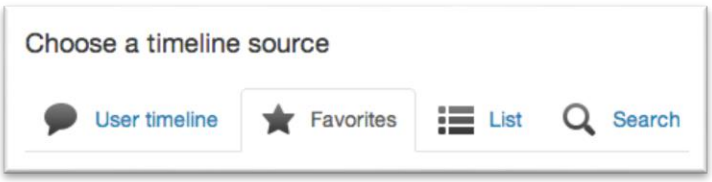
The Follow button allows users to follow your public updates on Facebook and subscribe to other Facebook users directly from your site (used to be called the "Subscribe Button").

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

4.2 Twitter

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

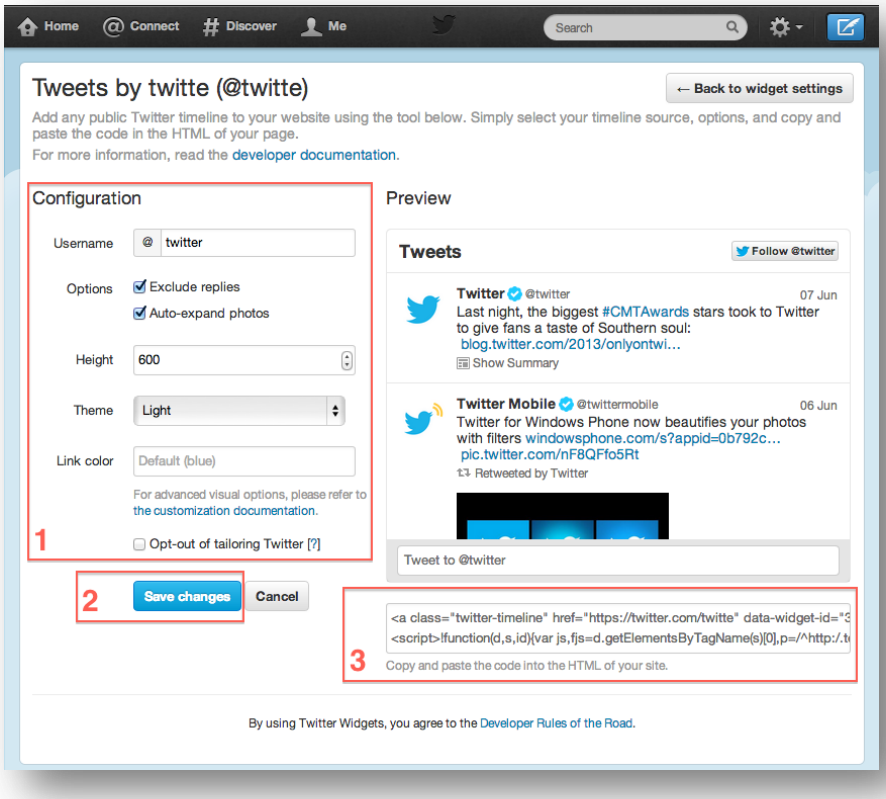
To get started, access this link https://twitter.com/settings/widgets/new and log in to your Twitter account.



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

2. Click **Save changes**.
   - Copy and paste the code into an HTML Snippet on your page.

   For more information on the Twitter Embedded Timeline widget, please read this developer documentation.



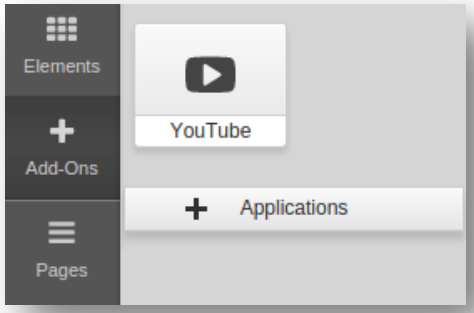
4.2.1 Displaying YouTube Videos

YouTube is a video-sharing website that allows users to upload, view and share videos. It uses Adobe Flash Video and HTML5 technology to display a wide variety of user-generated and corporate videos.

Use YouTube on your website to:

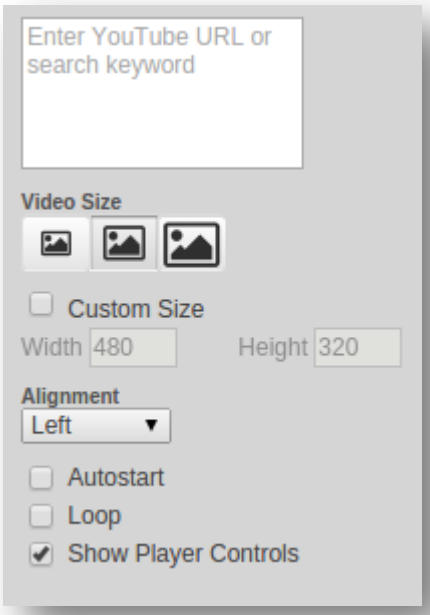
- Show customers a video of your products and services
- Let the world sample a preview of your band's gig
- Show your friends a memorable experience on your personal site

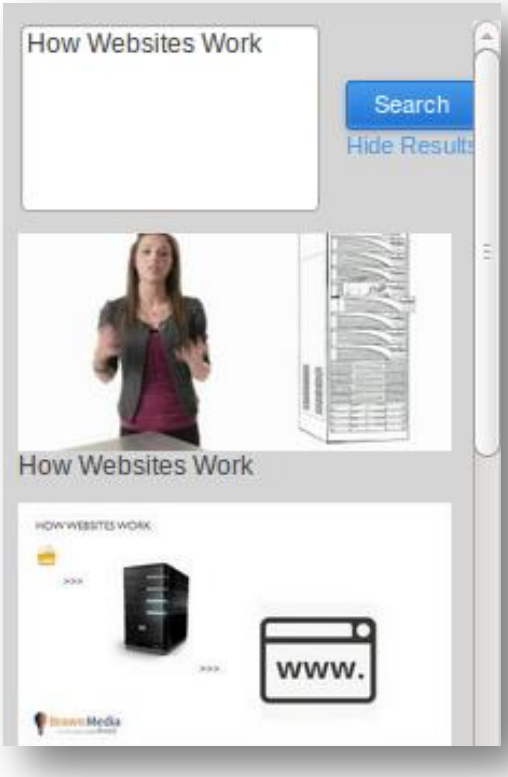
The built-in YouTube application makes it easy to add this feature to your pages. Just navigate to the **Left Menu** > **Elements > Gallery** and drag & drop the YouTube application into your site. A blue area on the page will indicate the available position to apply the element on the page.



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

1. In the top text field, you can directly enter your YouTube video URL or Search by keyword to browse videos.
   If you chose to search a keyword, enter the word in the text field and press on the blue **Search** button that appears. Results will be displayed beneath the search window and you can select a video by clicking on it. To save your choice, click outside of the application menu.
2. Choose from three predefined video sizes: small, medium or large.
3. If you don't want to use the default video size, you can set custom dimensions. Simply check the Custom Size checkbox and enter the width and height (in pixels).
4. You can choose from thee page alignment options: left, center or right.
5. From the three check-boxes you can choose:
   - Autostart: Plays your video automatically once the page is loaded
   - Loop: Plays your video repeatedly
   - Show Player Controls: Displays the built-in YouTube controls on your page





Note: The YouTube application cannot be added inside a Text and Image element. It is only designed to be added

as an individual element. When used in combination with the section group, you can achieve a similar layout as you would if using Tables inside the Text and Image element.

4.2.2 Embedding YouTube Videos

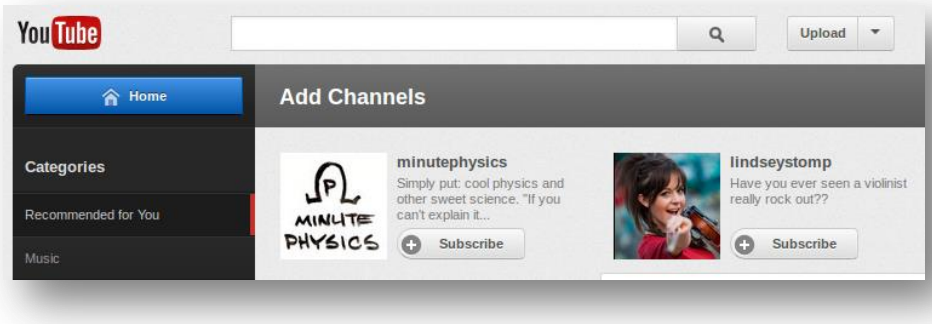
It's easy to add video files in the Text and Image Editor on any page of your site. However, videos added this way will not stream and your site visitors may need to wait until the whole video loads before viewing.

Video streaming, on the other hand, allows you to watch a video while it is being delivered by the video provider. To add streaming videos to your site you may host your videos with YouTube, and then integrate those videos on your web page using the HTML Snippet.

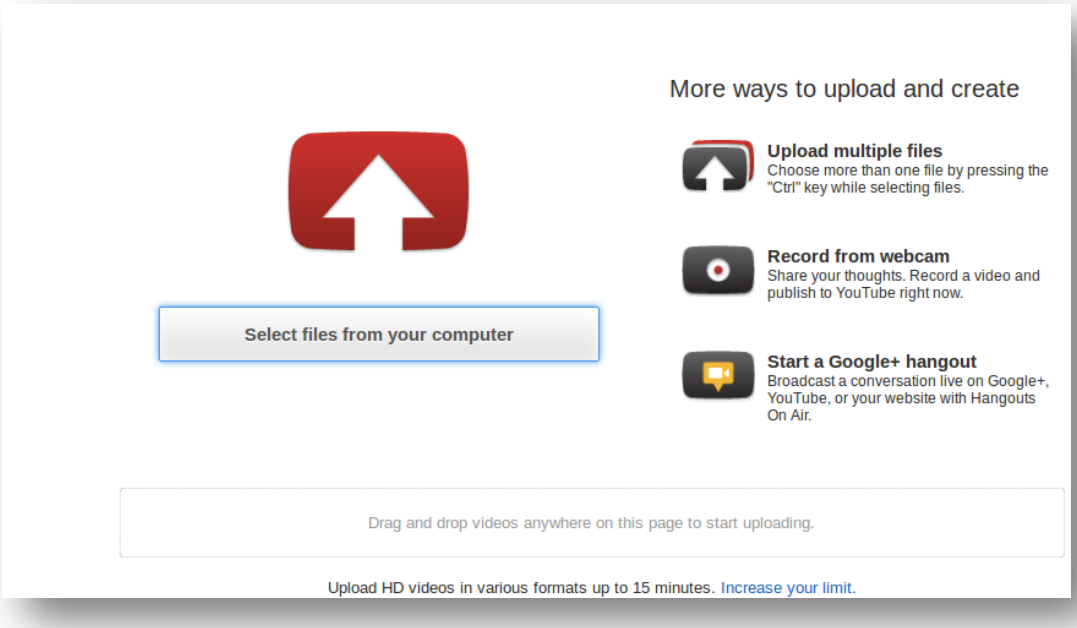
TO DISPLAY YOUTUBE VIDEO:

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

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



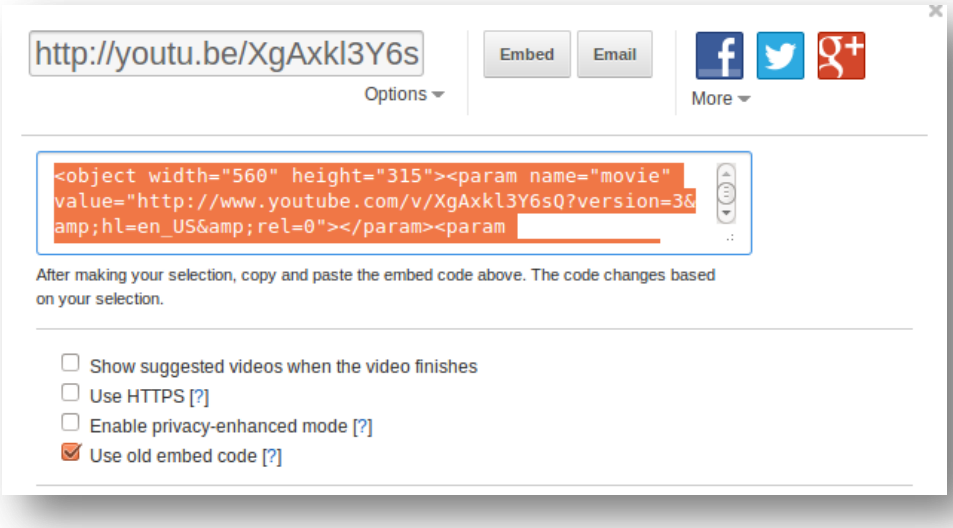
2. Browse for a video on your computer. Make sure your file is up to 1GB, up to 10 minutes long and its format is supported by YouTube.



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

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

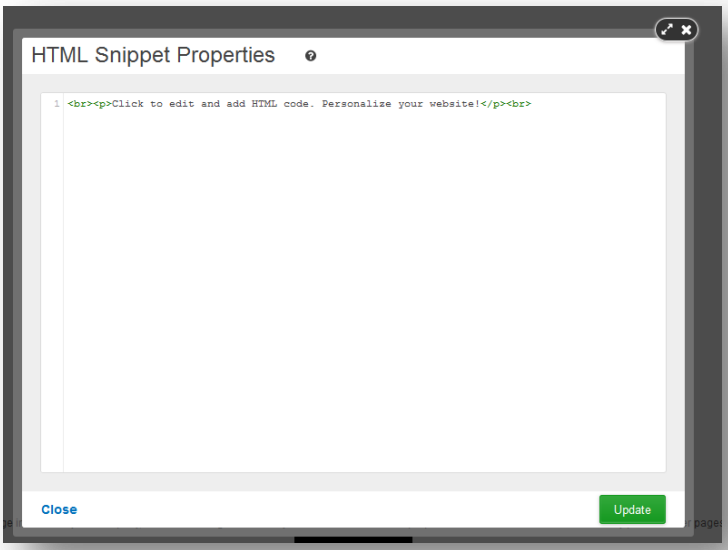
5. Click the **Save changes** button to save the updates you've made to the video file.



TO DISPLAY THE VIDEO IN YOUR WEBSITE:

1. Go to the page with your video and copy the code from the Embed box.
   - Click the **Share** button.
   - Click the **Embed** button.
   - Check **Use old embed code**.
   - Copy the code.

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



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

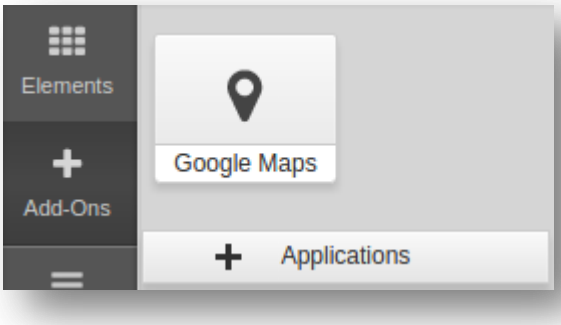
1. From your YouTube account, click the **My Uploaded Videos** link.
2. Click the **Edit Video Info** button to the right of your video.
3. Under Sharing Options select **No, external sites may NOT embed and play this video**

4.3 Displaying Google Maps

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

Use Google Maps on your website to:

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



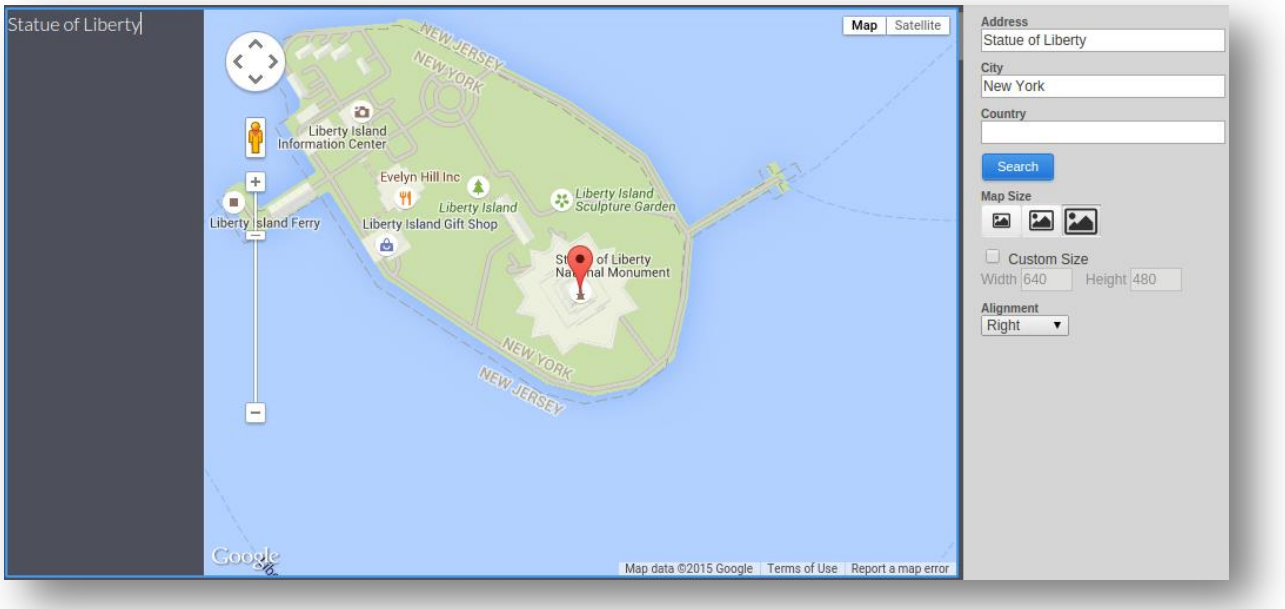
The built-in Google Map application makes it easy to add this feature to your pages. Just click on **Add-Ons** on the **Left Menu**, click **+ Applications** and add the Google Maps application to your account. Once you've done this, the application will appear in the **Add-Ons** menu. The Google Maps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

TO ADD A LOCATION:

1. Type in the address, city or country.
2. Click the **Search** button.

OR

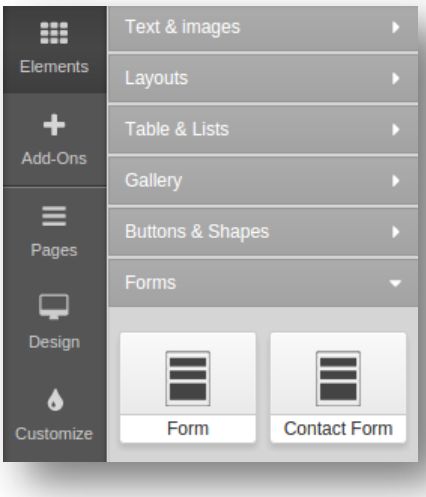
1. Move the map with the mouse to the desired location.
2. Click on the location.



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

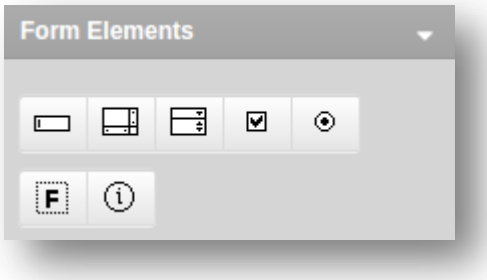
4.4 Forms

You can add two types of **Forms** that can help you interact with your site visitors or gather user information. The Form Editor is very similar to the Text and Image Editor.

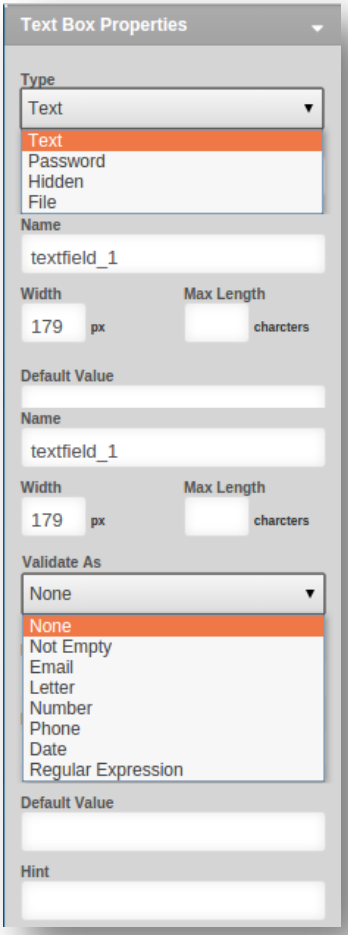


To add a **Form** to your website simply click **Elements > Forms** at the **Left Menu** and drag & drop the element on page. Blue rectangles will appear to indicate the locations where a form may be dropped.

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



Layout - Types of fields, checkboxes and buttons



1. Text Field

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

Type determines what information users should fill into this field.

- **Text**: The text users fill in will appear as they typed it.
- **Password**: The text will appear as **** so other users may not see it.
- **Hidden**: This can be used to gather system-related information (like IP or browser used to submit the form) or add data which users should not see. A hidden field will not be visible on the page.
- **File***: Visitors can upload image, audio, video and other binary files to your site. When your site visitors submit the form on your site, you will receive an email with the information and a clickable link to the "File" they uploaded.

- **Name:** This is used to identify the form field when you need to refer to it anywhere inside the Form Editor as well as in the email entry generated by this form. That is why each form field should have a unique Name.
- **Width**: The width of the text box can be adjusted by typing a different width number or by just dragging the resize controls of the field text box (the resize controls will appear when you click over the form field).
- **Max Length**: The maximum number of symbols a given form field can accept. Your form may visually be very short, but it will accept as many symbols as you define in Max Length.
- **"Validate As"**: This field lets you define the type of content users are required to provide. If users don't fill in the proper content type, they won't be able to submit the form. E.g, You may set you form field Email to only accept Email content. Thus, if a user submits a form with an incorrect email address (like me@yahoo or meyahoo.com), the user will be notified to correct the email. Most fields in the Form Editor have a Validate As option.
- **Hint**: The text that will appear next to the field when the visitor clicks inside it. You can enter instructions or examples of the content that needs to be entered.
- **Default Value:** This value will be pre-filled upon opening the form and the visitor will be able to change it. The following special strings will be replaced with the corresponding values:

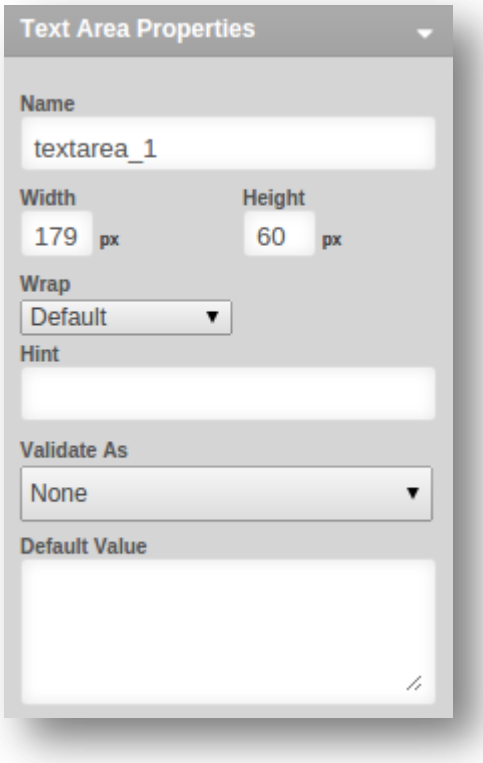
  $date — Date in format YYYY-MM-DD
  $date_time — Date and time in format YYYY-MM-DD HH:MM
  $browser_ver — Browser version and type of operating system
  $referrer — The page the visitor came from (referrer page)
  $ip — Visitor's IP address

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

2. **Text Area**

The Text Area form field is similar to the Text Box field but can hold longer, multi-line text. Click over the Text Area field to see its customization options displayed to the right. The options name, width, hint, validate as and default

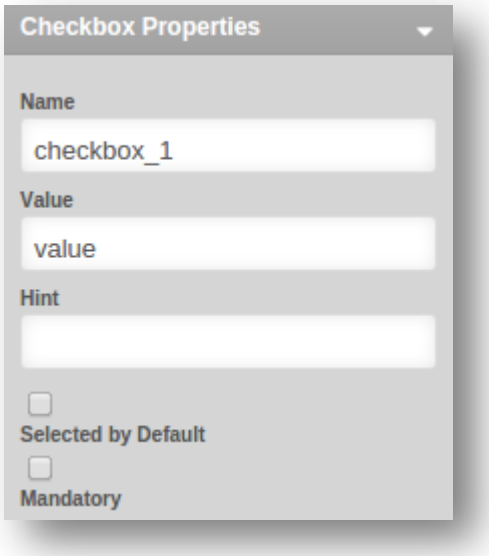
value are identical to those of the Text Box field. In addition, the Text Area field includes:



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

3. Checkboxes

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

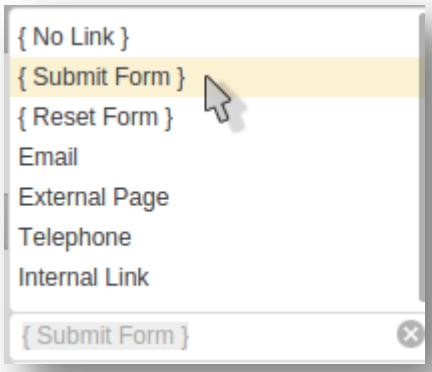


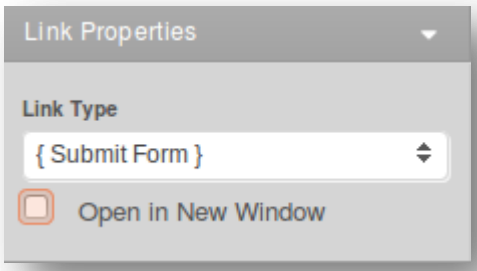
- The checkboxes, just like all other form fields, are named to identify the field in the form template editor as well as in the email/blog entry generated by the form. For checkboxes, the name may take the form of a question that users will have to answer by checking or un-checking the checkboxes associated with it.
- The value of the checkbox is the answer you will get on your question. For example, if you set the checkbox value to Yes, when users check this checkbox it will means they answered your question affirmatively.
- If you check the **Selected by Default** option, your checkbox form field will be initially checked when the users load your form.
- And finally, if you make a checkbox mandatory, users will be required to check it before submitting the form. E.g. if you want them to agree to your Terms and Conditions before they submit the form, you can add an agreement checkbox and make it mandatory.

4. Call To Action button

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

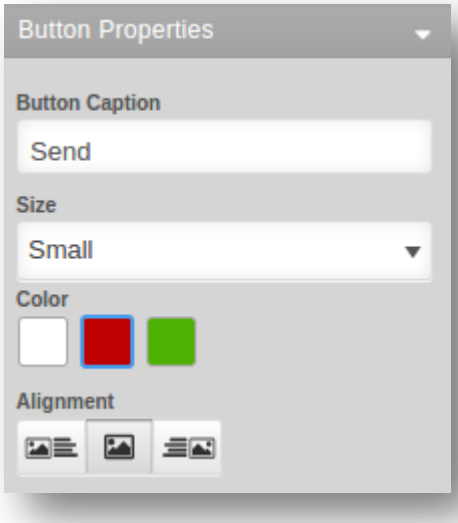
right panel to change the caption text displayed on the button.



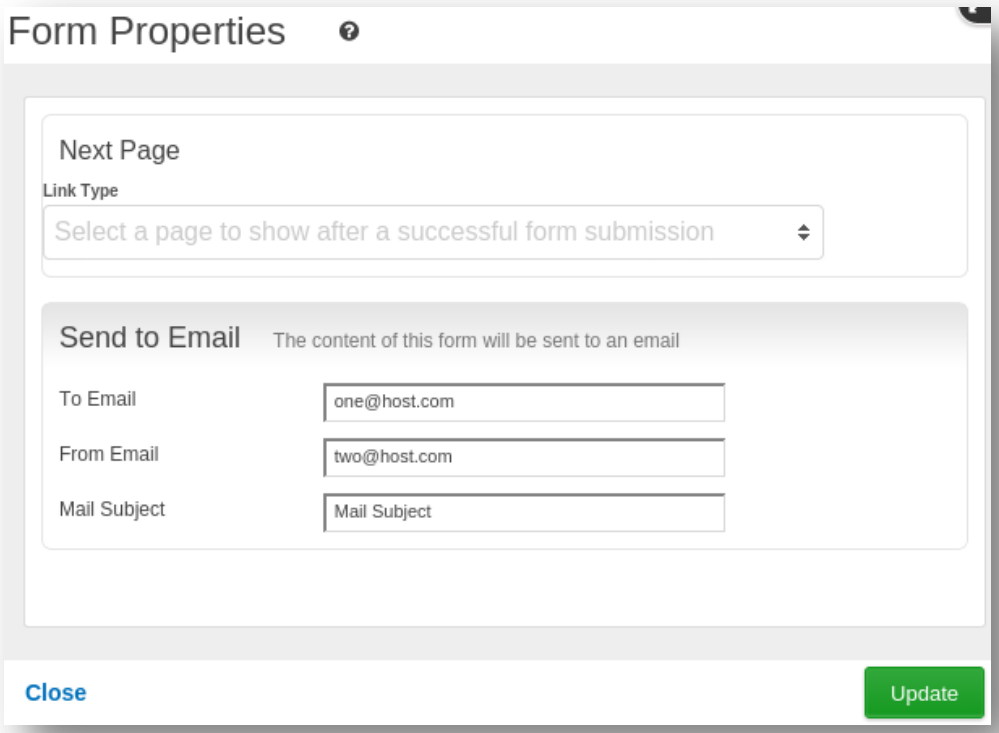


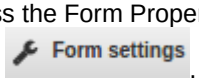
4.4.1 Call to Action Button Properties and Layout

Button Caption: Define the text that will be visible on the button.
Size: Choose from three pre-defined button sizes – small, medium, large.
Color: Choose from three pre-defined colors for the button.
Alignment: Specify the button alignment inside the content – left, center, right.



4.4.2 Form Properties



Access the Form Properties by clicking on the **Form Settings** button on the Right Properties Panel 

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

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

- **To Email**: Specify the address to which submitted forms should be sent. We can display customer submitted details by applying $xxxxx$ wildcards for the special values of the corresponding form field name.
- **From Email**: Specify the address from which the form will be sent. This can be your own specific email address, or we can display customer submitted details by applying $xxxxx$ wildcards for the special values of the corresponding form field name.
- **Mail Subject**: Specify the subject of the email that will be sent on submission (e.g., "New Information Request"). We can display customer submitted details by applying $xxxxx$ wildcards for the special values of the corresponding form field name.

5. Optimizing your Search Results (SEO)

5.1 Introduction

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

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

Organic search engine optimization is about understanding which elements search engines look for on a page and how to make a given search term easily discoverable.

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

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

5.2 Adding Metadata

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

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

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

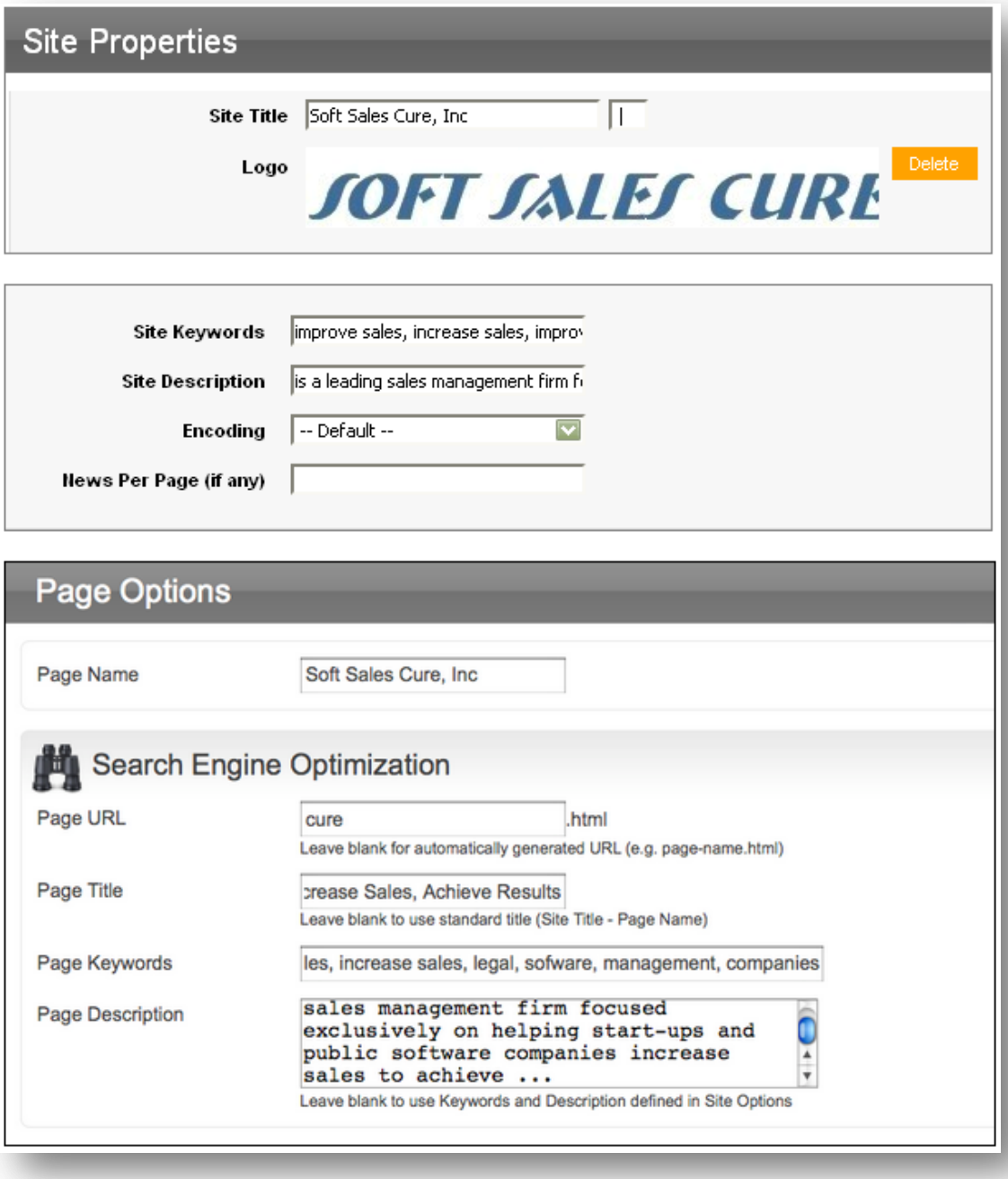
2. **Keywords**. Keywords inserted in the meta tag area of your site do not play such an important role as they used to. However, some search engines still use this meta info when indexing pages. Review the keyword list compiled above and follow these rules to pick keywords for each page:

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

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

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

5.2.1 Administration Panels


Site Properties
Site Title
Soft Sales Cure, Inc
Logo
SOFT SALES CURE
Delete
Site Keywords
improve sales, increase sales, impro
Site Description
is a leading sales management firm f
Encoding
-- Default --
News Per Page (if any)
Page Options
Page Name
Soft Sales Cure, Inc
Search Engine Optimization
Page URL
cure
.html
Leave blank for automatically generated URL (e.g. page-name.html)
Page Title
crease Sales, Achieve Results
Leave blank to use standard title (Site Title - Page Name)
Page Keywords
les, increase sales, legal, sofware, management, companies
Page Description
sales management firm focused exclusively on helping start-ups and public software companies increase sales to achieve ...
Leave blank to use Keywords and Description defined in Site Options

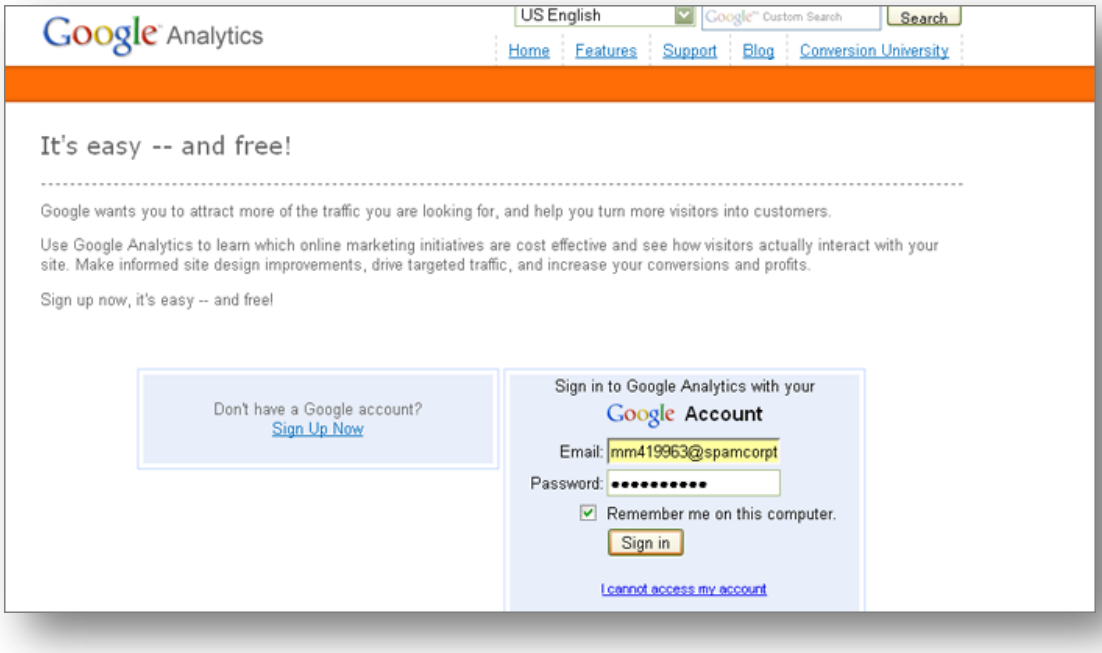
5.2.2 Search Results Entry

5.3 Viewing Site Statistics

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

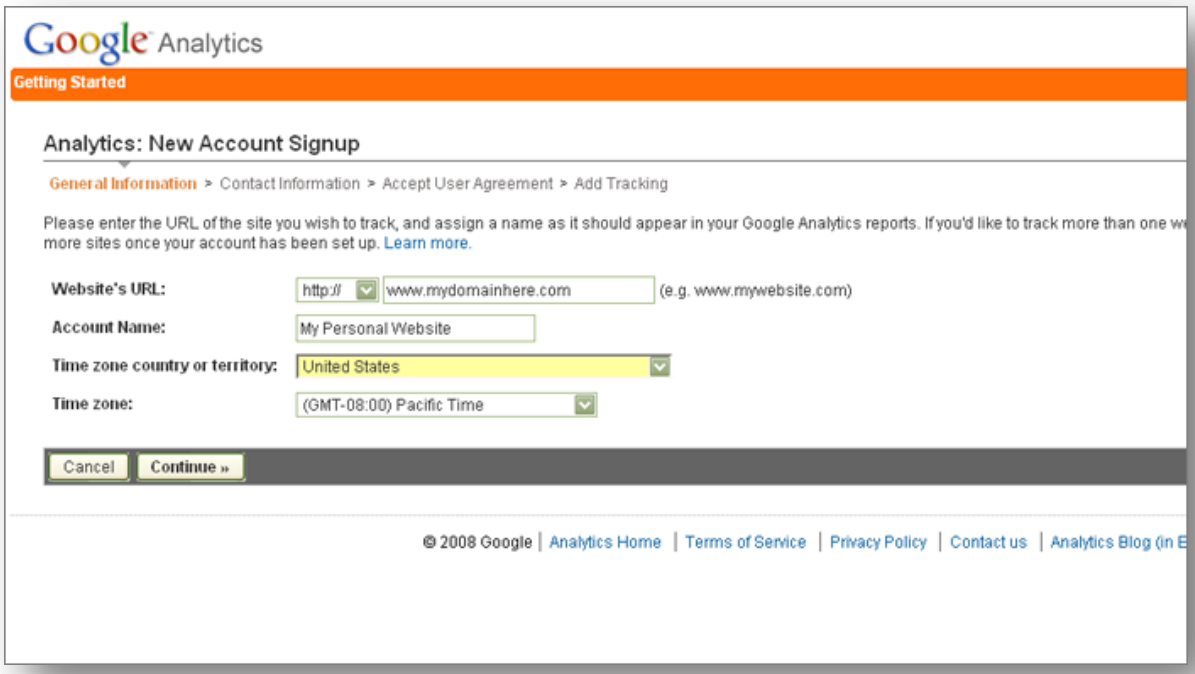
In order to integrate GA into your site, follow the steps below:

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



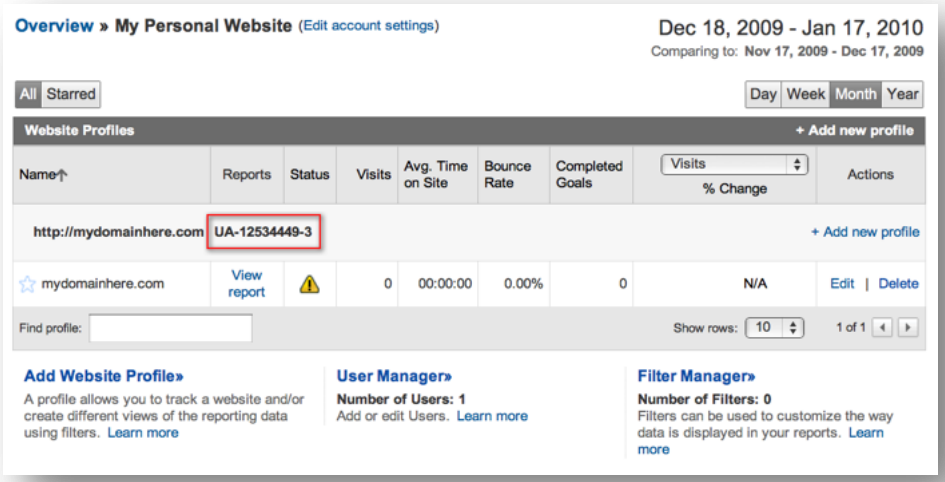
2. Upon signing in at GA, you'll be prompted to provide the following General Information:

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



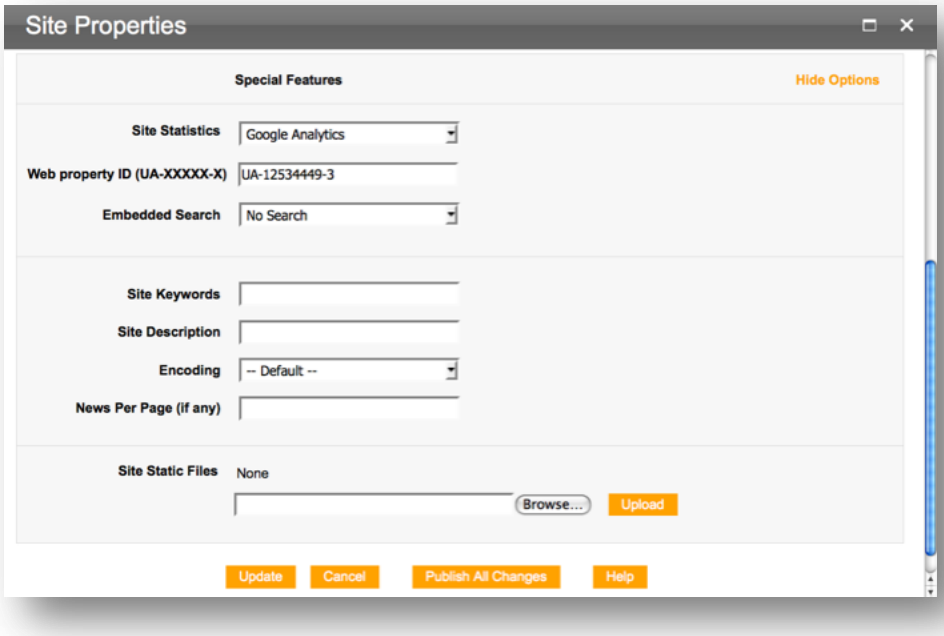
In **Contact Information**, list your name and location. In the next step check the confirmation box to agree with the terms and conditions, and then press the **Create Account** button.

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

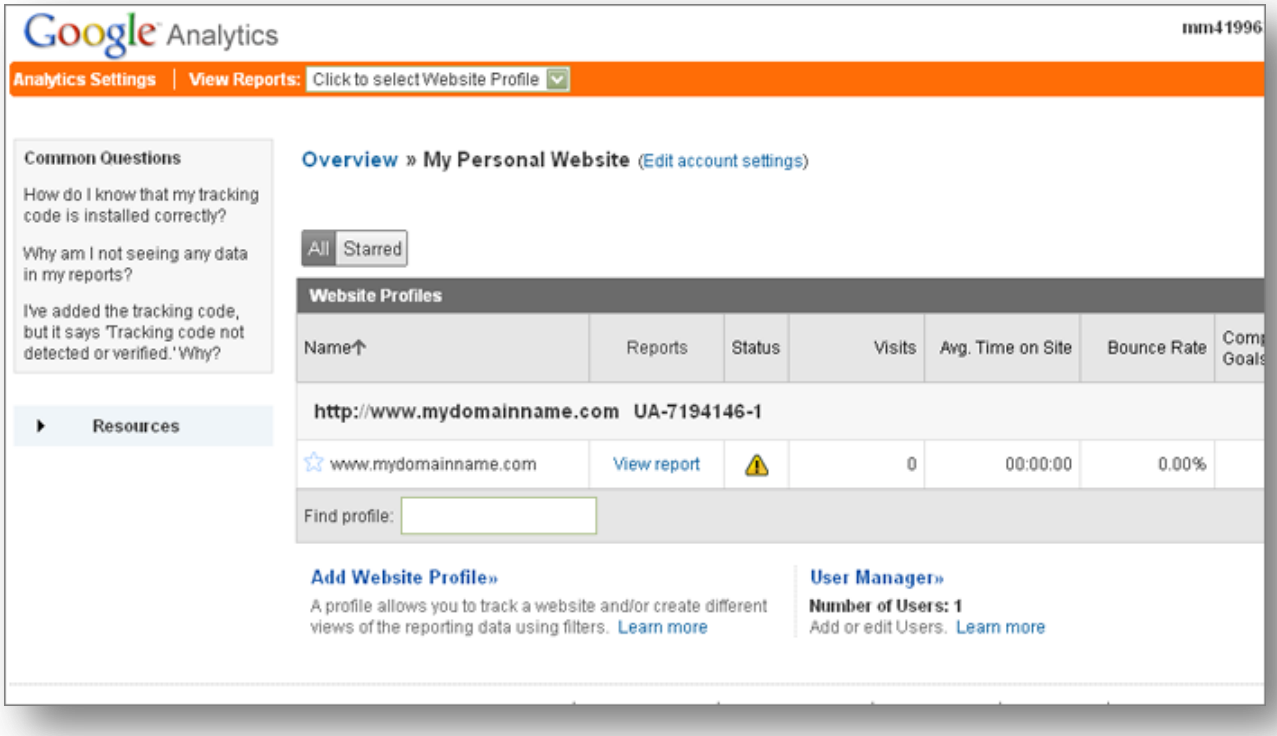


Add the web property ID to your website following these steps:

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



4. Under the Status column in your Google Analytics account, you will see the verification status of your site. It will appear as unknown (⚠) until Google Analytics has detected the tracking code you placed on your site. Within 24 hours the tracking code should be detected and your Status column should display Receiving Data (✔).



All hits to your website are now displayed inside your Google Analytics interface. You may access the complete

statistics report in dashboard view by selecting your website from View Reports dropdown.