SiteWorks

Web Site Content Management System
User's Guide

Infront Webworks, Inc.
www.infront.com/support
support@infront.com

Table of Contents

Introduction

SiteWorks is a powerful Content Management System (CMS) that allows non-technical users to add, modify or delete Web site content. It also allows for the creation of web forms for collecting user input and emailing or storing the data in a database for retrieval and data processing. In addition, SiteWorks Express has several options that give your Web site powerful features to engage and serve your Web site visitors.

The SiteWorks solution has evolved since 2004. It continues to evolve as we add updates and enhancements. While SiteWorks is extremely powerful, it also maintains a simplistic, userfriendly interface that will allow your Web team to update or modify the majority of your site 24 hours a day, 7 days a week.

Your SiteWorks Web site will help to uniquely position your business as a technology leader in your marketplace. In addition, as a member of the SiteWorks network, you are part of an established group of businesses that use SiteWorks to maintain their web presence. You'll benefit from the mutual collaboration and input from other SiteWorks site owners. Our SiteWorks Research Team regularly updates this support document with the latest available information. Your comments and suggestions are encouraged. Please feel free to email us at support@infront.com.

System Requirements

SiteWorks management functions are all accessed through your web browser. SiteWorks is supported by all current browser releases:

- Safari (v2.0.1 or newer)
- Microsoft Internet Explorer (v4.0 or newer)
- Netscape (v7.1 or newer)
- Mozilla (v1.3 or newer)
- Mozilla Firefox/Firebird (v0.7 or newer)

If you find that certain SiteWorks functions don't work properly with a browser not listed above, we recommend that you download one of the browsers listed above – most are free of charge.

How to Log in to the Administration Center

In your web browser, go to http://www.yourwebsite.com/admin. Enter the username and password that were provided when your Web site was launched. With proper login, the Web site administration main menu page should appear on the left. Please note that your login will expire when you quit your web browser – you must log in each time you want to administer your Web site. Also note that if you log in with a specific username and someone else logs in with the same username, you will be kicked off the system. This is a security feature built into SiteWorks. If multiple people in your organization need to edit the Web site concurrently, we recommend a separate username for each person. Please contact support@infront.com if you need additional logins.

HINT: We suggest you add http://www.yourwebsite.com/admin to your "favorites" or "bookmarks" for quick access.

Tips and Tricks

We know that many of you want to just jump in and get started. We like that kind of initiative, but before you do, take just a moment to review these few tips and tricks that may not be evident from the SiteWorks tool bar, and that may work slightly differently from applications you may be familiar with. It'll save you lots of time and effort.

Recommended Browser. We recommend using one of the latest generation web browsers that support "tabs" (Firefox is great! You can download it FREE at www.getfirefox.com). In one tab, go to the Web site administration center and in the other tab go to your Web site. This way you can make changes to your Web site in one tab, then view the changes in the other
tab.

Copy and Paste. You can copy and paste content from other programs into the editor pane, but please beware that many of these programs insert "hidden" characters that can cause unpredictable results in the editor pane. To minimize problems, copy content from formatting programs such as Word or PowerPoint, into a text editor before pasting into the SiteWorks editor. The text editor will remove the hidden characters so that you can then copy from the text editor and paste into the SiteWorks editor pane. On Windows, the editor to use is Notepad. In MacOSX, use TextEdit. You will lose formatting such as **BOLD**, underline, *italics*, etc., but you can reapply the formatting once the text has been copied into SiteWorks.

Unpredictable Formatting. If you are having strange issues with formatting in the SiteWorks editor, you probably have hidden characters in the copy. To fix this, select ALL text in the editor pane, copy (Ctrl-C) the content, delete ALL content from the editor pane, paste the copy into your text editor (see the tip above), then paste it back into the empty SiteWorks editor pane. This should resolve issues with unpredictable formatting. You can also use the **Clean HTML Code** button (see below for details).

Line Breaks vs Paragraph Breaks. When entering copy into your Web site editor, you will need to create line feeds vs. paragraph breaks. With the editor, pressing the "Return" key on your keyboard will create a single line feed. Pressing Shift-Enter on your keyboard will create a paragraph break.

Use Styles. When you are editing a page with the content editor, there is a pull down menu upper left in the toolbar allows you to select from several pre-defined styles. These styles have been designed by your website designer to apply consistent style to your website content. For example, one of the styles might be called Page Title. Use that style for all page titles. You'll also see a pull down with various headings and paragraph, etc. These two pull downs should be used before you change font styles using the font color and size tools.

Preparing Images For The Web. Universally, web browsers only support three image formats: .jpg, .png, and .gif. If you try to upload any other type of images, they will not appear on the web page being edited. .gif images should be used for images with minimal numbers of solid colors such as logos, line art illustrations. .jpg images should be used for all photos and other images with many colors. .png images can be used successfully for both image types, but .png is not as common and many image editing programs can't save images in png format. Photos will require the most effort. When saving a jpg, make sure you are saving it in RGB mode (vs. CMYK mode which is for print) and that your image is at 72 dpi. Also **MAKE SURE YOU CROP YOUR IMAGES TO THE CORRECT SIZE** before uploading them. Most digital camera create high res images that are way too big for a web page. These large images can cause a web page to slow down to unacceptable levels. This is the number one problem we see with web content created by SiteWorks users. All digital cameras come with image editing software. We highly recommend you take some time to learn how to crop photos using your image editing software. The key to a fast loading Web site is to make your images as small as possible while retaining the size and resolution needed to get the message across. For those of you who are brave enough to tackle Photoshop, we have video tutorials on our Web site at http://www.infront.com/support.

Types of Web Pages

Content pages will typically include text and images. Form pages contain forms that allow the front-end user of your site to enter in data. A front-end user is a person who visits your SiteWorks site. When the front-end user clicks **Submit** on the form page, the information they entered into the form will then be emailed out to whoever you direct that information to be sent to. Form pages are great for collecting information about visitors to your site and giving surveys.

Adding a Content Page

To add a content page, click the **Content Page** link on the main **Add a Page** screen under the **Web Page Type** menu. When you click on the **Content Page** link, you will see a list of all the pages in your Web site.

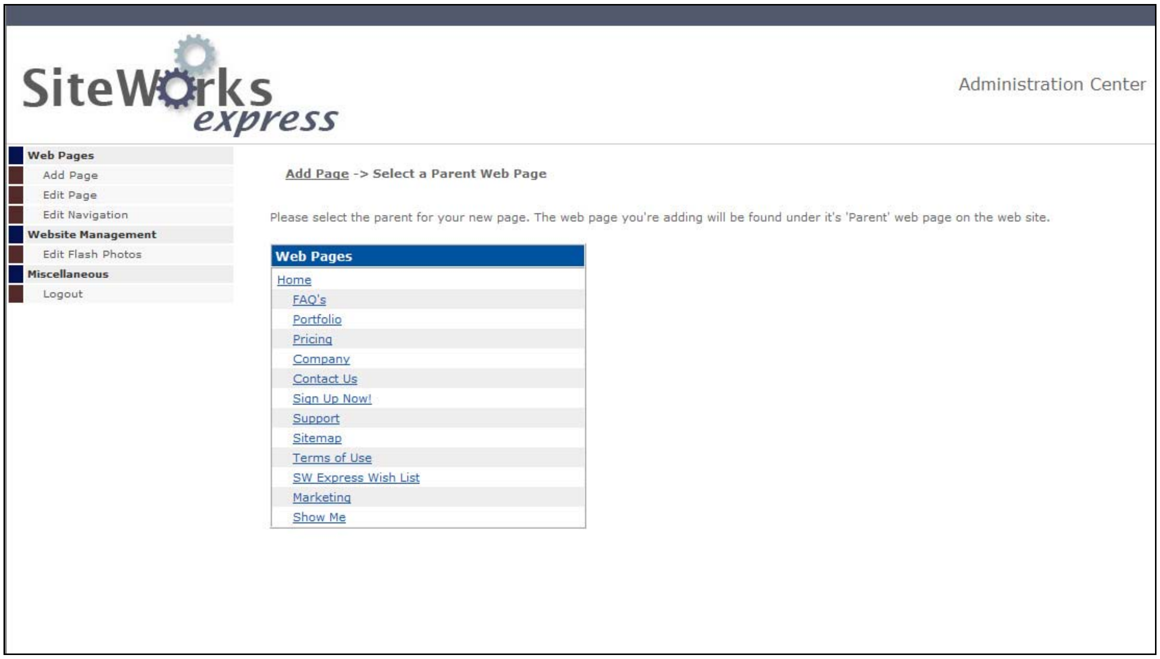

Figure 1: Selecting a 'Parent Web Page'

This screen shows a hierarchy of the pages in your Web site (see Figure 1). From this list, click on the name of the page you wish your new content page to be a sub-page of. The page you chose, from the list, is called the 'Parent Page' of the content page you are about to create. This hierarchy is only used for editing purposes in the Administration Center of SiteWorks.

Note: The content page you are creating will not automatically appear to a front-end user of your site. You can make it a active page by using the Edit Navigation feature after the content page is created (see Editing Navigation), or creating a link to the page from another active page of your Web site (see Inserting a Link under Editing a Page).

Once you've selected where you would like to place the page in the hierarchy of your Web site, you will be taken to the **Edit Page** window. See **Editing a Page**, in the manual for an explanation of the tools available to you through the content editor.

Adding a Form Page

First, click the **Form Page** link on the main **Add a Page** screen under the **Web Page Type** menu. When you click on the **Form Page** link, you will see a list of all the pages in your Web site, just as you do if you click on the **Content Page** link.

Please select the appropriate 'Parent Page' for the new form page you are creating. After you have selected the appropriate 'Parent Page,' you will be brought to the **Form Information** window. This window allows you to enter in information and settings for the form you are creating.

Note: The form page you are creating will not automatically appear to a front-end user of your site. You can make it a active page by using the Edit Navigation feature after the form page is created (see Editing Navigation), or creating a link to the form from another active page of your Web site (see Inserting a Link under Editing a Page).

Form Information

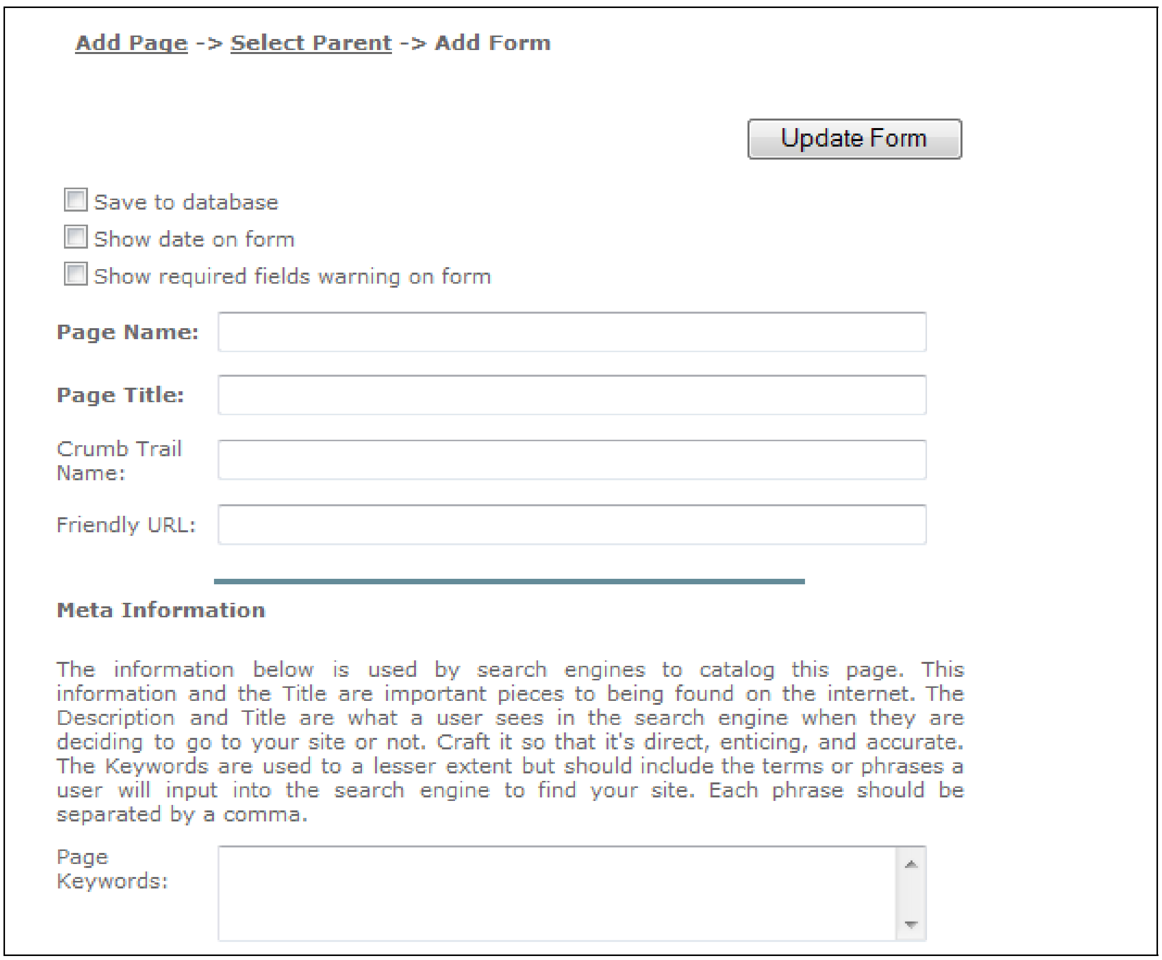

Figure 2: Entering in Form Information

You will see three options at the top of the **Form Information** window.

- **Save to database—**This option allows you to save whatever information front-end users enter into your form to a database. This box should almost always be checked so that you have on record all information entered into your form page. If the box remains unchecked, the information from the form will be emailed to you, but will not be on record anywhere else.
- **Show date on form**—This option allows you to specify that the date be displayed at the top of the form you are creating. The date will automatically change each day.
- **Show required fields warning on form**—If you select this option, the instructions "Items in **BOLD** are required" will show at the top of the form for front-end users to see. This is a good option to select if you plan to have several required fields on your form. A required field is one that the front-end user will be forced to enter information into before they can proceed to the next page of the form or submit the form. If you do not select this option required fields will still appear in bold, but no instructions will be given to the user about what the bolding signifies.

The **Page Name** field, **Page Title** field, **Crumb Trail Name** field, **Friendly URL** field, and **Meta Information** fields are used for navigation and improved Search Engine Optimization (SEO). For a more detailed description of what information should be entered into these fields see **Meta Data** and **Page Information** under **Editing a Page**.

When you have completed filling in all fields on the **Form Information** page, click the **Update Form** button.

You will see the words 'Form Saved' at the top of the screen, which signifies you successfully completed the necessary information on the **Form Information** page.

More importantly, a **Related Functions** menu will have appeared above the **Form Information** fields you filled out.

The next step to creating a form for your Web site is to select the **Edit Fields** option from the **Related Functions** menu.

Editing Fields

The **Edit Fields** page allows you to create the fields you would like for your form, as well change existing fields you have previously created for your form.

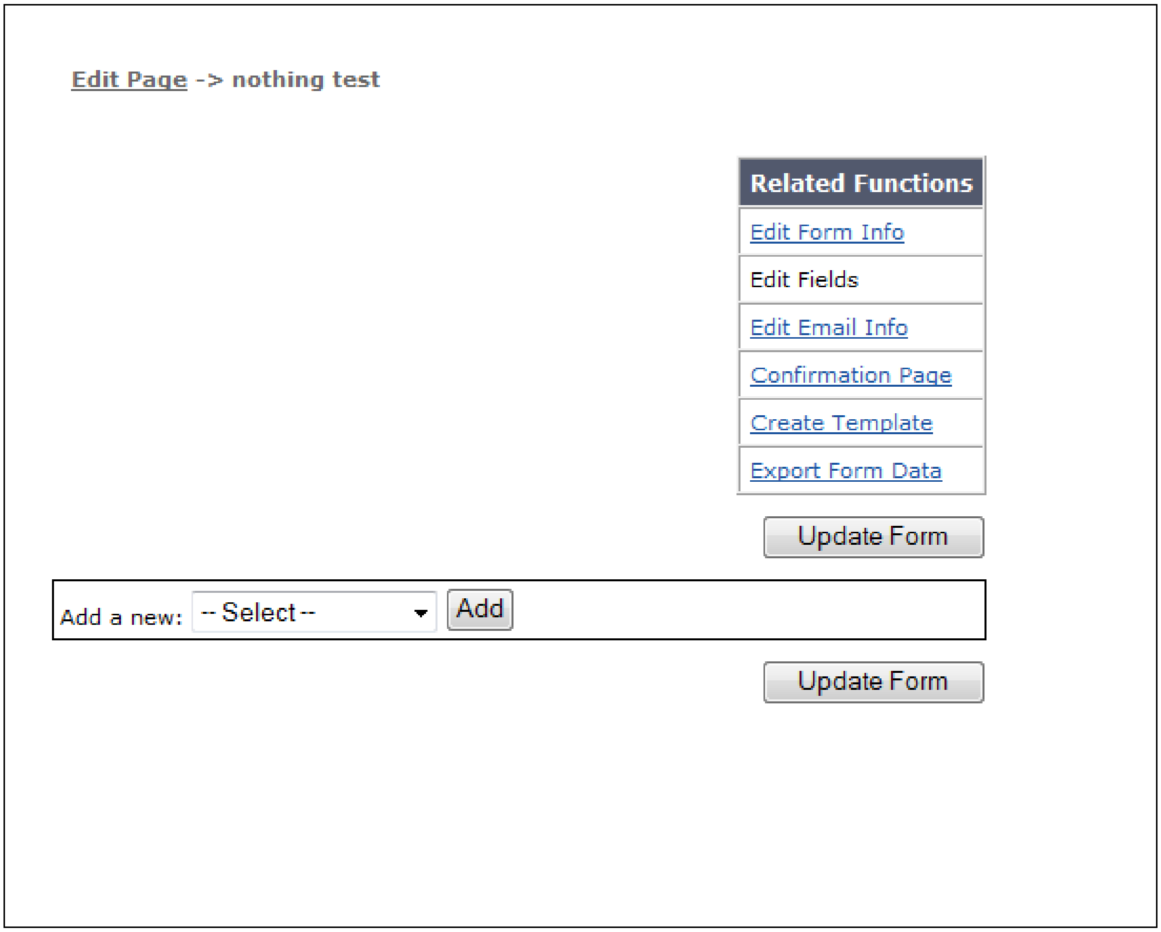

Figure 3: Editing Fields for your Form Page.

Below the **Related Functions** menu on the **Edit Fields** page, you will see a drop-down menu next to the words 'Add a new.' This drop-down menu allows you to select the type of field you would like to create for your form. There are eight different field types listed in this menu. You can create a **Content Segment**, **Text Box**, **Text Area**, **Drop-Down List**, **List Box**, **Check Box List**, **Radio Button List** or **Credit Card Info** field from this menu.

Creating a Content Segment Field

The **Content Segment** option allows you to enter in text, images, tables, and links that will appear on the form. It is not a field that the front-end user will in anyway fill out. It is typically used for giving instructions to the front-end user filling out your form.

To create a **Content Segment,** select the **Content Segment** option from the **Form Fields** drop-down. Next, click the **Add** button. A pop-up will then appear where you will be able to enter in whatever information you would like for the front-end user to see in the content editor.

Note: A detailed explanation for how to use the content editor can be found under The Content Editor in the Editing a Page section.

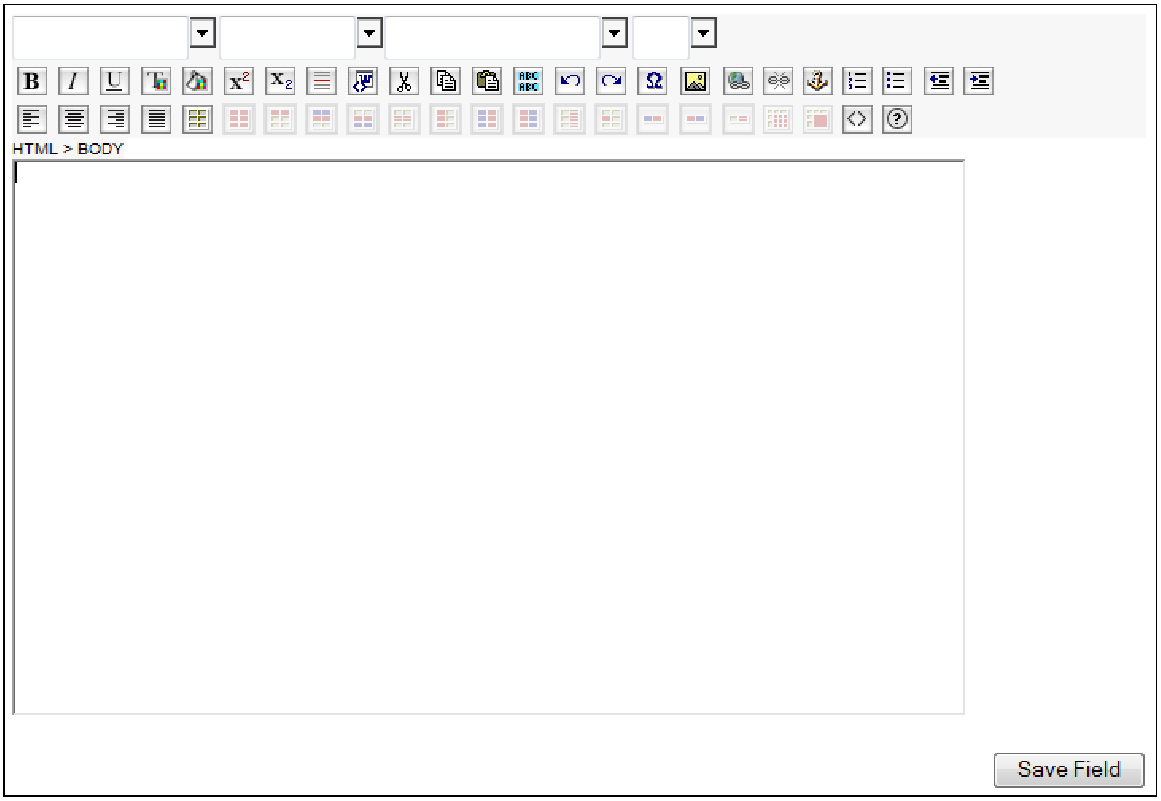

Figure 4: Creating a Content Segment

When you have completed entering the information you would like into the content editor, click the **Save Field** button. The pop-up will then automatically close, and you will see whatever text or images you entered into the content editor appear on the **Edit Field** page.

Note: If the content editor pop-up does not appear when you select Content Segment from the Form Fields drop-down, make sure your pop-up blockers are disabled for this site. Also, make sure the window isn't open in the background or behind the window you currently have opened on your computer.

Creating a Text Box Field

The **Text Box** option, from the **Form Fields** drop-down, allows you to create a **Text Box** field. This is the most common type of field created for forms. In this field, the user is able to enter in an unlimited number of characters, but everything entered in will appear as one line on the form page you create.

To create a **Text Box**, first, select **Text Box** from the **Form Fields** drop-down. Next, click the **Add** button. A pop-up will appear that allows you to enter in setup information for your **Text Box**.

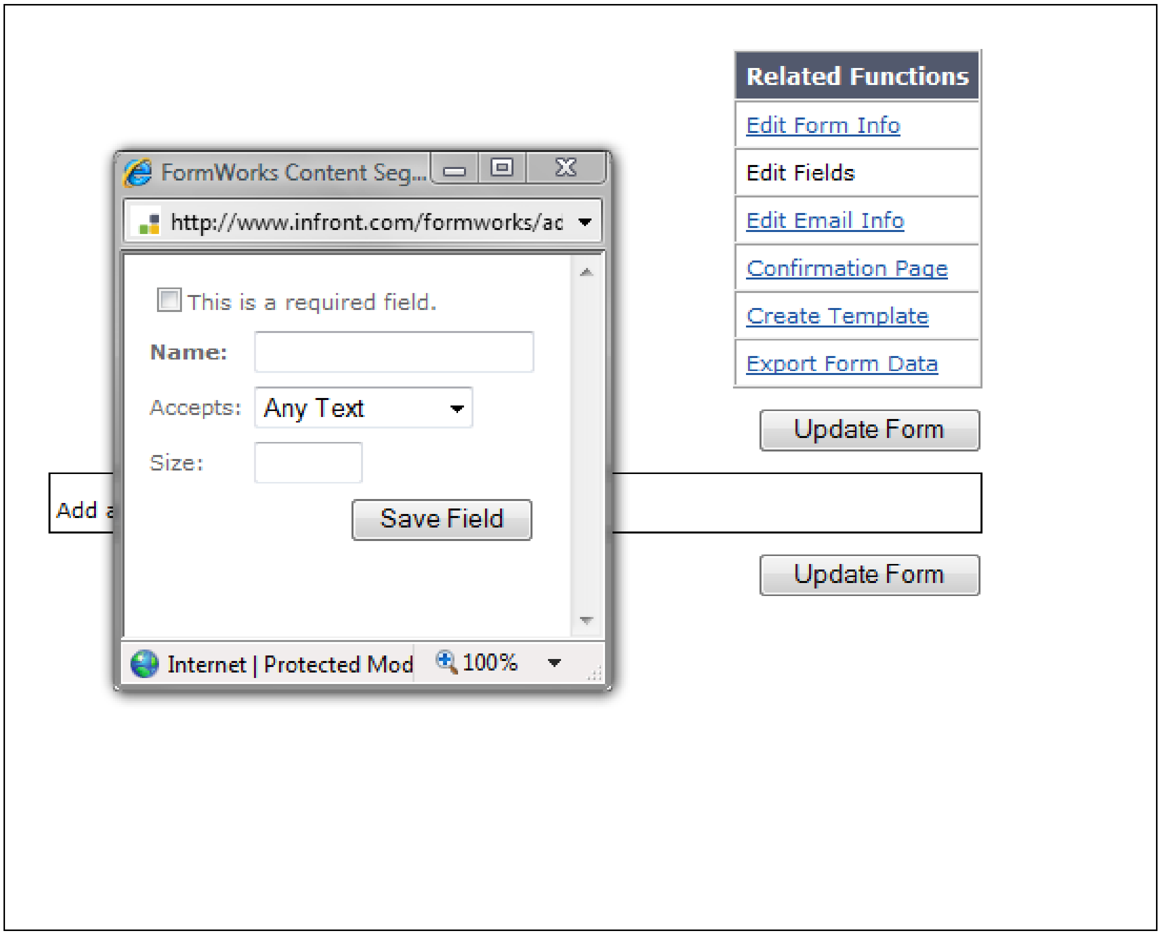

Figure 5: Creating a Text Box

If you would like for the **Text Box** to be a required field for a front-end user, check the **This is a required field** option. This will make the text beside the **Text Box** field appear in bold, and prevent the front-end user from submitting the form before filling the field with the proper information.

The text you enter into the **Name** field will appear to the left of the **Text Box** field in your form. The **Name** field is where you communicate with the front-end user what data you would like for them to input into the **Text Box** field.

The **Accepts** drop-down allows you to select what kind of information you will take from the front-end user in the **Text Box** field. A front-end user will not be able to submit a form if their answer does not fit the rule you setup for this field. There are several types of data you can choose to limit the front-end user to submitting.

- **Any Text**—This is the default option selected in the **Accepts** menu. If **Any Text** is selected the front-end user can enter in any information they would like into the **Text Box** field without limitation.
- **Number**—This will allow a front-end user to only enter in numbers into the **Text Box** field.
- **Email Address**—This will allow a front-end user to only enter in an email address into the **Text Box** field.
- **Date**—This will allow a front-end user to only enter in a date into the **Text Box** field.

Note: For convenience, a small calendar icon will appear to the right of the Text Box field that will allow the front-end user to click on it and select the appropriate date in a calendar pop-up that opens.

The **Size** field allows you to set the width of the **Text Box** field. The width is measured in characters.

Note: The Size field is not limiting the number of characters the front-end user can enter.

When you have completed entering in the appropriate information into the **Text Box** pop-up, click the **Save Field** button. The pop-up window will then automatically close, and you will see the **Text Box** field you just created appear on the **Edit Field** page.

Creating a Text Area

The **Text Area** option, from the **Form Fields** drop-down, allows you to create a **Text Area** that front-end users can fill out on your form. This is a similar field to the **Text Box** field, with the exception that it is not limited to displaying as a single line, but can instead contain as many lines as you specify. This is a good field to use for a comments section, or any other type of form section where the front-end user will have to use several sentences to properly fill in the field.

To create a **Text Area** field, select **Text Area** from the **Form Fields** drop-down. Next, click the **Add** button. A pop-up will appear that allows you to enter in information to setup your **Text Area** field.

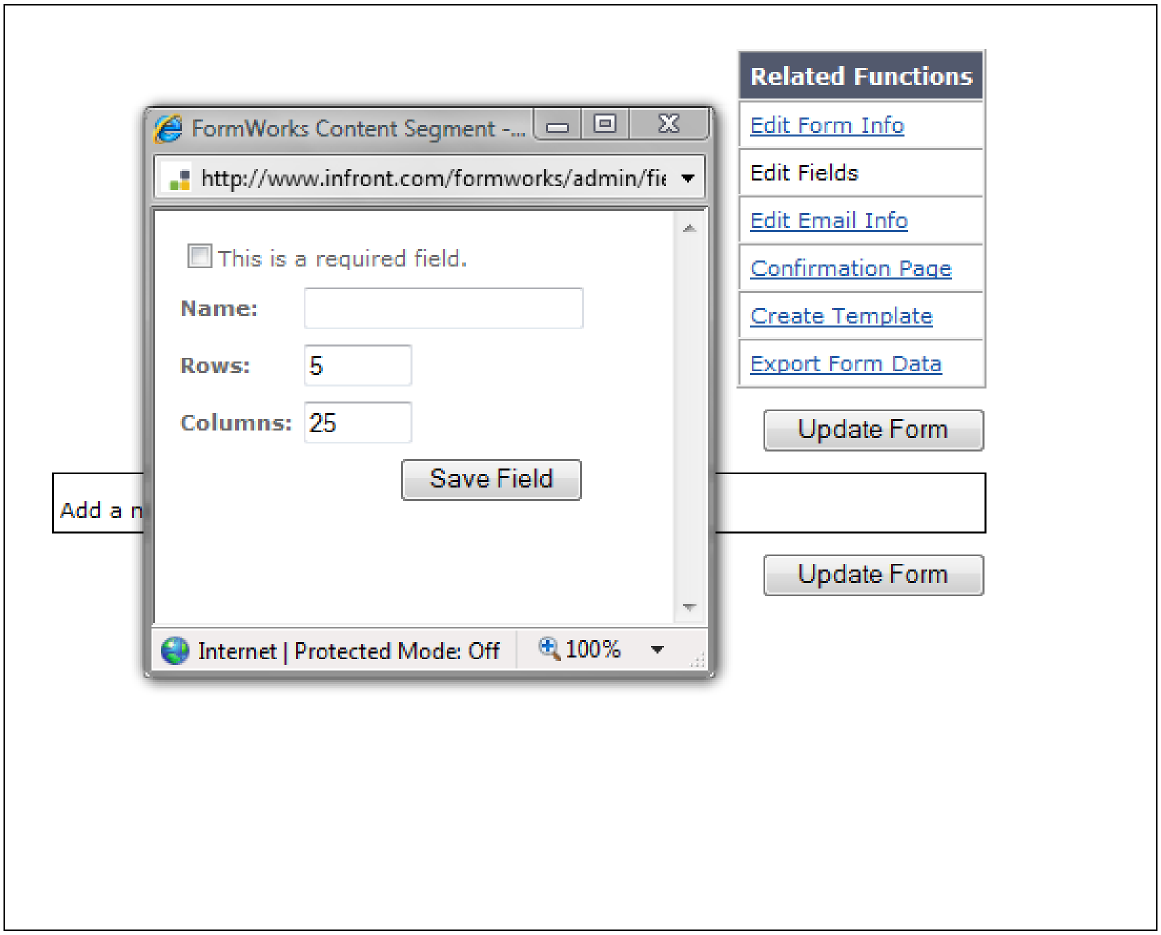

Figure 6: Creating a Text Area

The first two fields for you to fill out work the same way as when you create a **Text Box** field (See **Creating a Text Box**). Instead of having just the option to enter in the horizontal width however, you can also enter in the vertical height as well. The **Rows** field represents the height. The **Columns** field represents the width. Like the **Size** field in the **Text Box** pop-up, the number entered into the **Rows** and **Columns** fields are in a measurement of characters.

When you have completed entering in the appropriate information into the **Text Area** pop-up, click the **Save Field** button. The pop-up window will then close and you will see the **Text Area** you just created appear on the **Edit Field** page.

Creating a Drop-Down Menu

The **Drop-Down** option, in the **Form Fields** drop-down allows you to create a **Drop-Down** menu. This form field allows the front-end user to choose only one option from a menu of several options.

To create a **Drop-Down** menu select **Drop-Down List** from the **Form Fields** drop-down. Next, click the **Add** button. A pop-up will appear that allows you to enter in information to setup your **Drop-Down** menu.

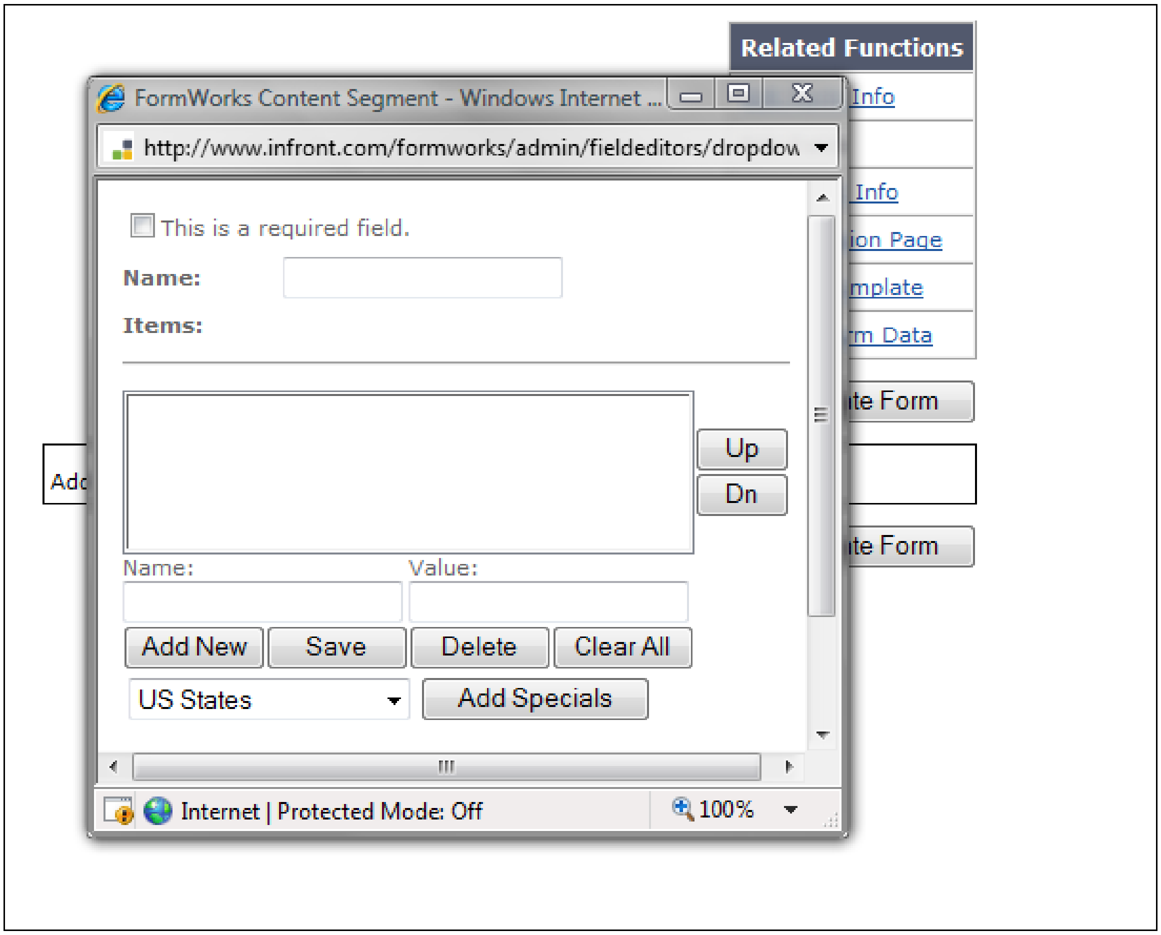

Figure 7: Creating a Drop-Down Menu

To properly fill out the **This is a required field** option and the **Name** fields see **Creating a Text Box**.

Directly below the **Name** field is the **Items** display. The **Items** display allows you to see the **Drop-Down** menu options as you create them. The **Up** and **Dn** buttons to the right of the **Items** display allow you to order the **Drop-Down** menu options after they are created. To change the order of the **Drop-Down** menu options after you have created them, click on the name of the option you wish to move up or down and then click the **Up** or **Dn** button.

To add an option to the drop-down menu, click the **Add New** button. Next fill in the **Name** and **Value** fields. The **Name** field allows you to enter in the text the user will see as an option in the **Drop-Down** menu you are creating. The **Value** field allows you to enter in what you would like to be recorded and sent as data through email to the email address you specify (See **Editing Email Information**). The **Value** and **Name** fields can be the same or different. Click the **Save** button after you have completed filling in the **Name** and **Value** fields for the first **Drop-Down** option. Repeat this process until you have created all the desired options for your **Drop-Down** menu.

To edit a **Name** or **Value** field of a previously entered **Drop-Down** menu option, click on the option you would like to change. Then, edit the text in either the **Name** or **Value** fields. Lastly, click the **Save** button to save the changes.

To delete an option from the **Drop-Down** menu, click the option you wish to delete and then click the **Delete** button.

To start an entirely new **Drop-Down** menu, click the **Clear All** button.

Note: When you click the Clear All button, it cannot be undone.

If you would like to have your **Drop-Down** menu contain all US states, Canadian Provinces, Countries, or Months go to the drop-down menu to the left of the **Add Specials** button. This feature allows you to select a desired set of **Drop-Down** menu options without having to manually enter in the options. After you have selected the special set of options you wish for your **Drop-Down** menu to contain click the **Add Specials** button. You will then see the set of options you selected appear in the **Items** display box.

When you have completed entering in setup information and options for you **Drop-Down** menu in the pop-up, click the **Save Field** button. The pop-up window will then close and you will see the **Drop-Down** menu you just created appear on the **Edit Field** page.

Creating a List Box

The **List Box** is a form field rarely used. If you create a **List Box**, it will display a list of options to the front-end users. If the front-end user clicks on the option they wish to choose, it will highlight the item.

To create a **List Box**, select **List Box** from the **Form Fields** drop-down. Next, click the **Add** button. A pop-up will appear that allows you to enter in information to setup your **List Box**.

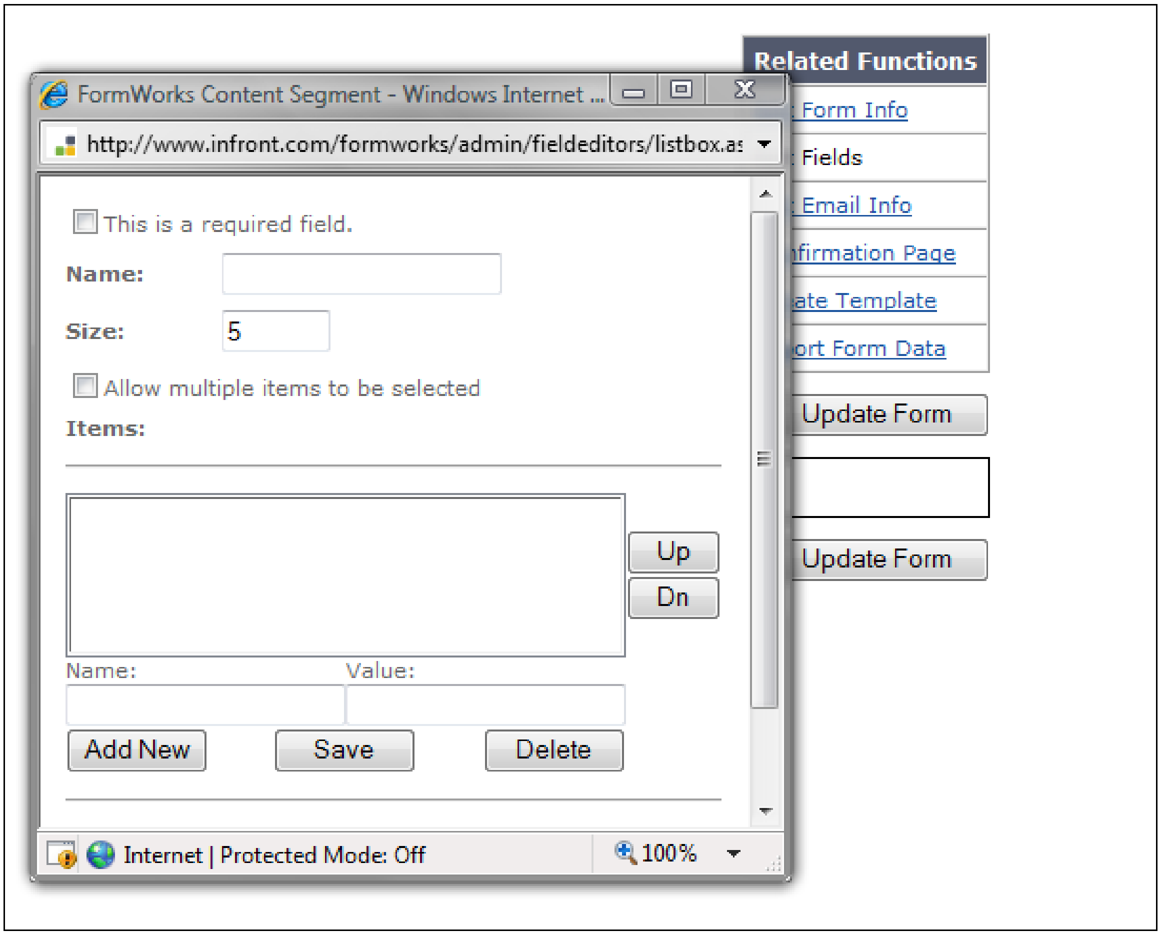

Figure 8: Creating a List Box

Creating a **List Box** is very similar to creating a **Drop-Down** menu (see **Creating a Drop-Down Menu**).

There are two unique options you should be aware of when creating a **List Box**.

- To allow the front-end user to select more then one item in a list check the **Allow multiple items to be selected** box in the **List Box** pop-up.
- The **Size** field allows you to control the width of your **List Box**. Width for the **List Box** is measured in characters.

Creating a Check Box List

The **Check Box List** option, in the **Form Fields** drop-down, allows you to create a list of items with check boxes to the left or right of the options. The front-end user can select multiple options within a **Check Box List**.

To create a **Check Box List**, select **Check Box List** from the **Form Fields** drop-down. Next, click the **Add** button. A pop-up will appear that allows you to enter in information to setup your **Check Box List**.

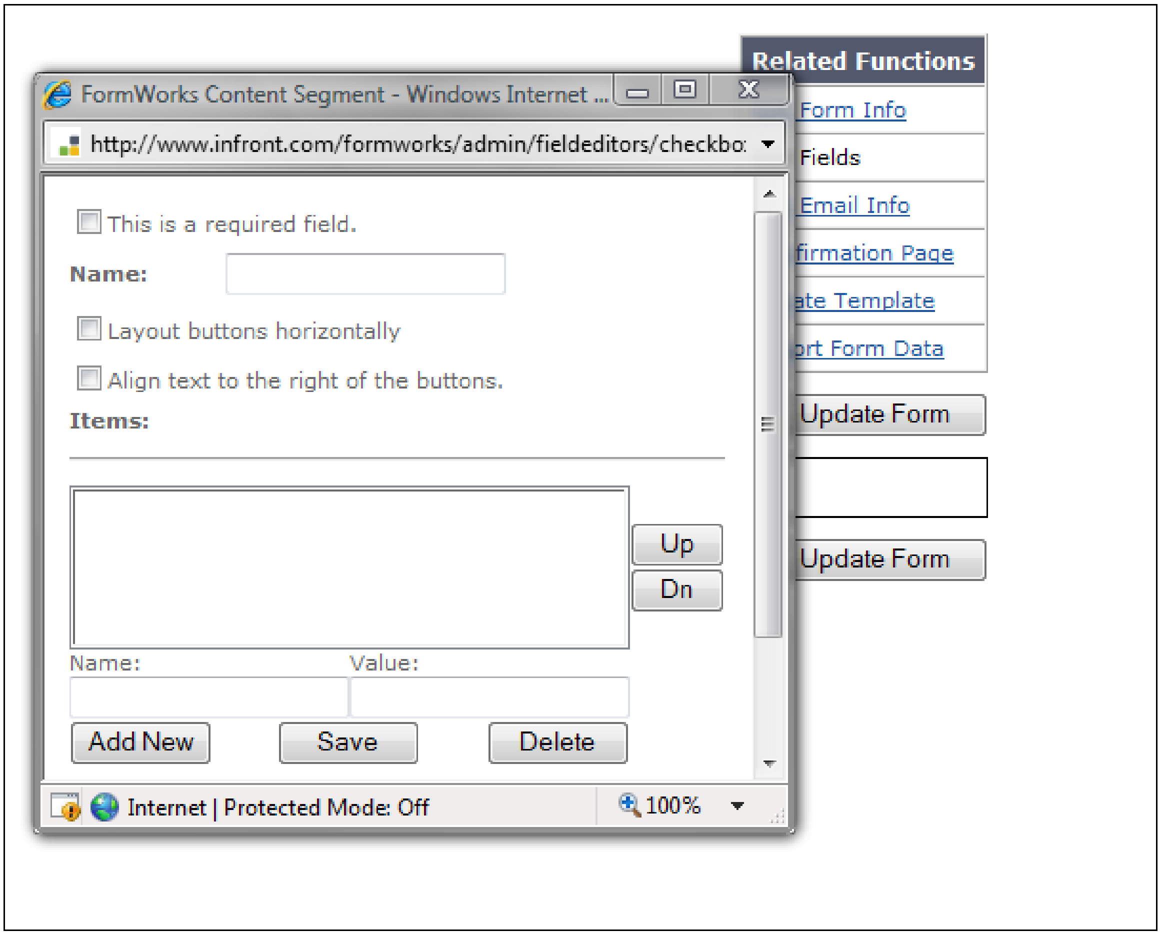

Figure 9: Creating a Check Box List

To create a **Check Box List**, follow the same steps that you would to create a **Drop-Down** menu (see **Creating a Drop-Down Menu**).

There are two special options you should be aware of when creating a **Check Box List**.

- **Layout buttons horizontally**—If you check this box it will layout the options in the **Check Box List** horizontally, the maximum width across. When the **Check Box List** options have gone the maximum width across, the options will wrap around to a new row. If this box is not selected each **Check Box List** option will appear on its own row.
- **Align text to the right of the buttons**—If you check this option, it will cause the text to be aligned to the right of the check boxes. If this button is not checked it will automatically align the text to the left of the check boxes.

Creating a Radio Button List

The **Radio Button List** option, from the **Form Fields** drop-down, allows you to create a list of items with radio buttons to the left or right of the options. The front-end user can select only one option within the **Radio Button List**. This option is a mutually exclusive list, meaning that if the user selects one option and then decides to select another option it will deselect the first, limiting the front-end user to but one option.

To create a **Radio Button List**, select **Radio Button List** from the **Form Fields** drop-down. Next, click the **Add** button. A pop-up will appear that allows you to enter in information to setup your **Radio List**.

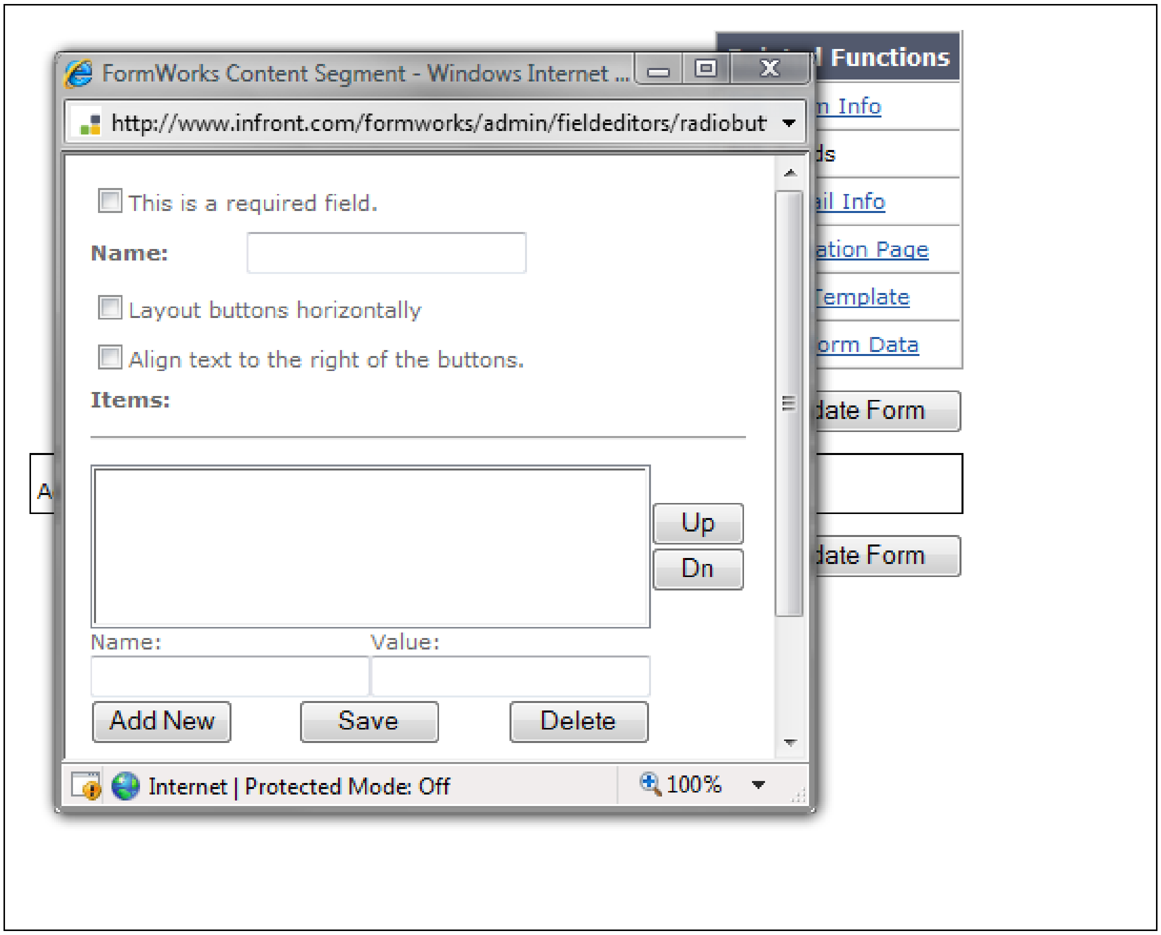

Figure 10: Creating a Radio Button List

To create a **Radio Button List**, follow the same steps that you would to create a **Check Box List** (see **Creating a Check Box List**).

Creating a Credit Card Information Field

This option should not be used. It is not secure and would not be a safe way for front-end users to enter in their credit card information.

Editing, Deleting, and Moving Form Fields

On the Edit Field page you have the ability to move, delete, and edit created fields.

To edit a form field, click the **Edit** link to the right of the form field you wish to edit. The same pop-up you used to create the field will appear again, and you can edit any of the form field information.

To delete a form field, click the **Delete** link to the right of the form field you wish to delete. You will be asked to confirm that you would like to delete the field. If you click the **OK** button, you will permanently delete the form field.

To change the ordering of the form fields, click the **Up** or **Down** arrows to the right of the form field you wish to move.

Note: You have now completed creating the part of the form page the front-end user will see. After you have clicked the Update Form button, you can preview what your form will look like. To preview your form, click the Edit Page link under Web Pages in the main navigation menu. Find the form page you created in the list of pages. Click the preview link to the right of the name of the page you created.

Editing Email Information

This option allows you to edit and enter in all email information pertaining to your form. You can control who submitted forms are sent to as well as who the submitted form is sent from.

To edit email information, click the **Edit Email Info** option in the **Related Functions** menu.

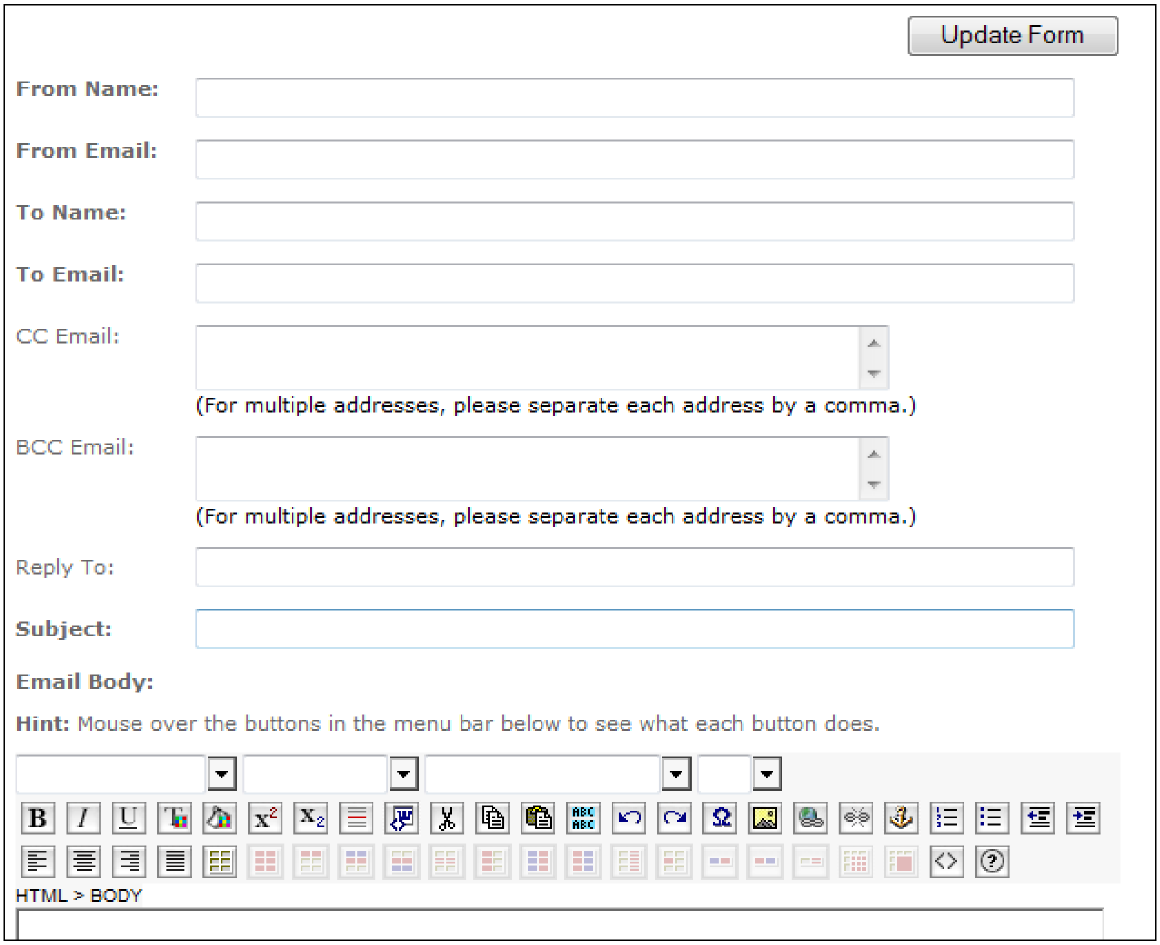

Figure 11: Editing Email Information

In this window enter in all the email information for your form. If you selected **Save to database** in **Edit Form Information** window, your data will already be saved to a database. That information is available to you through a download (**See Exporting Form Data**). If you wish for the information a front-end user to also be sent to your email address it is important to enter in the correct email information into this window.

You can enter in the subject line for submitted form emails in the **Subject** field.

Under the **Subject** field you will see a content editor. Anything you enter into that content editor will appear in the email that goes out to the selected email address with the submitted form information. This is not seen by the front-end user.

Note: A detailed explanation of how to use the content editor can be found under The Content Editor in the Editing a Page section.

When you have finished filling in all information into the **Edit Email Information** window click the **Update Form** button.

Creating a Confirmation Page

This option allows you to enter in what you would like the front-end user to see after they have submitted the form on your Web site. It is a good place to say thank you to them for filling out the form. You should also consider putting a link on this page so that the front-end user can be directed to go back to a page on your Web site or another location of your choice.

To create a **Confirmation Page**, click the **Confirmation Page** option in the **Related Functions** menu.

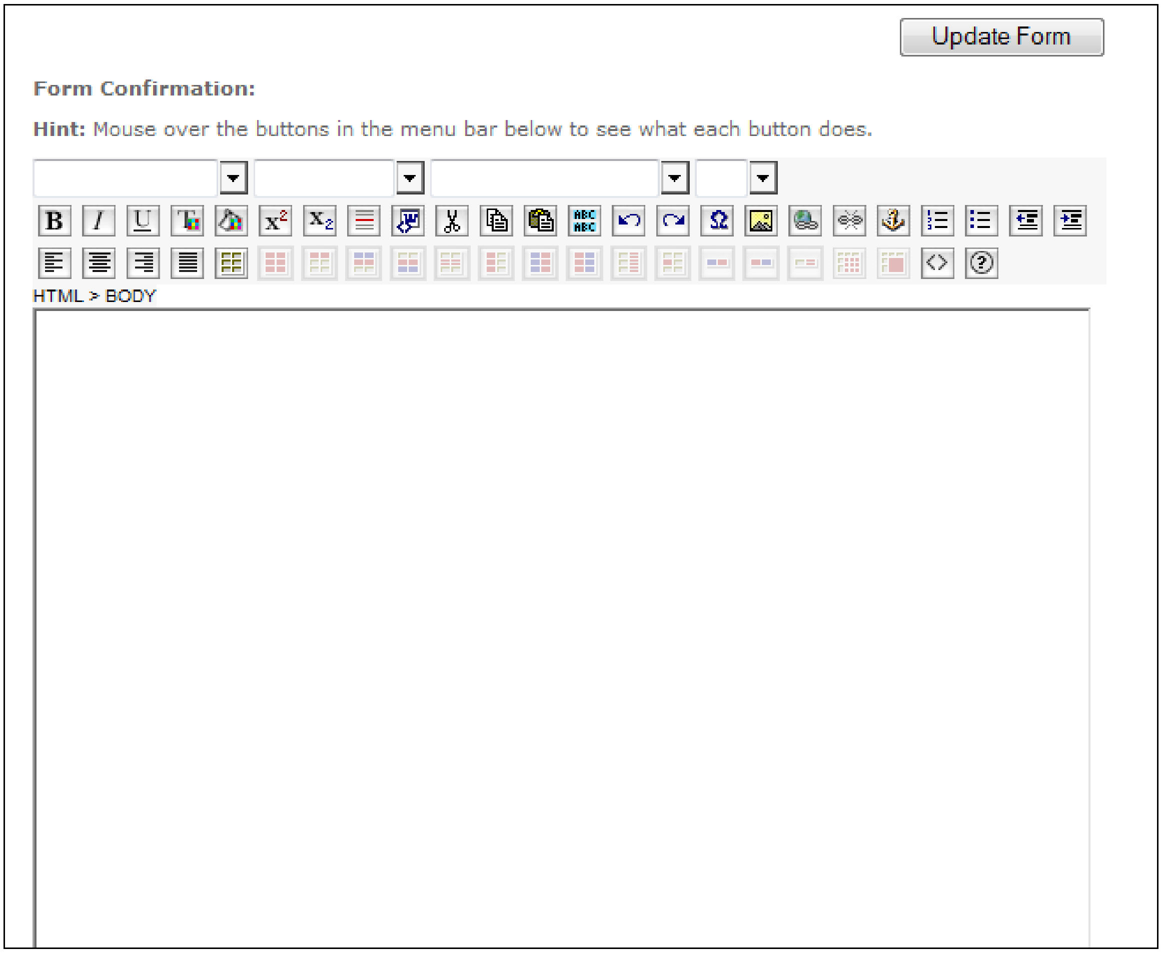

Figure 12: Creating a Confirmation Page

Note: A detailed explanation of how to use the content editor can be found under The Content Editor in the Editing a Page section.

When you have completed creating the **Confirmation Page**, click the **Update Form** button.

Creating a Template

The **Create Template** option in the **Related Functions** menu will be released in a future upgrade of SiteWorks Express.

Exporting Form Data

This option is used to export the content you received from front-end users filling out your form to an Excel spreadsheet. This is a useful function for data processing. For example, by exporting the data from your forms you can conveniently gather all email addresses of the front-end users that filled out your form.

To **Export Form Data**, click the **Export Form Data** option in the **Related Functions** menu.

Figure 13: Exporting Form Data

Whatever fields you created in the **Edit Field** page will show up on the **Export Form Data** page. You have the option to select only the portions of the form page you wish to export. By default all parts of the form will be selected to export. To control what is exported, uncheck any check box to the left of the form field you do not wish to export.

After you have decided which options you would like to export click the **Export Form Data** button.

You will then be asked if you would like to save or open the document. It is recommended that you save the document so that you are able to work with the exported data.

Editing a Page

In order to edit content in your Web site, select the **Edit Page** link in the **Web Pages Module**. The **Edit Page** feature allows you to change the wording and style of the content on your Web site. It also gives you the ability to add images to any content area on your SiteWorks site.

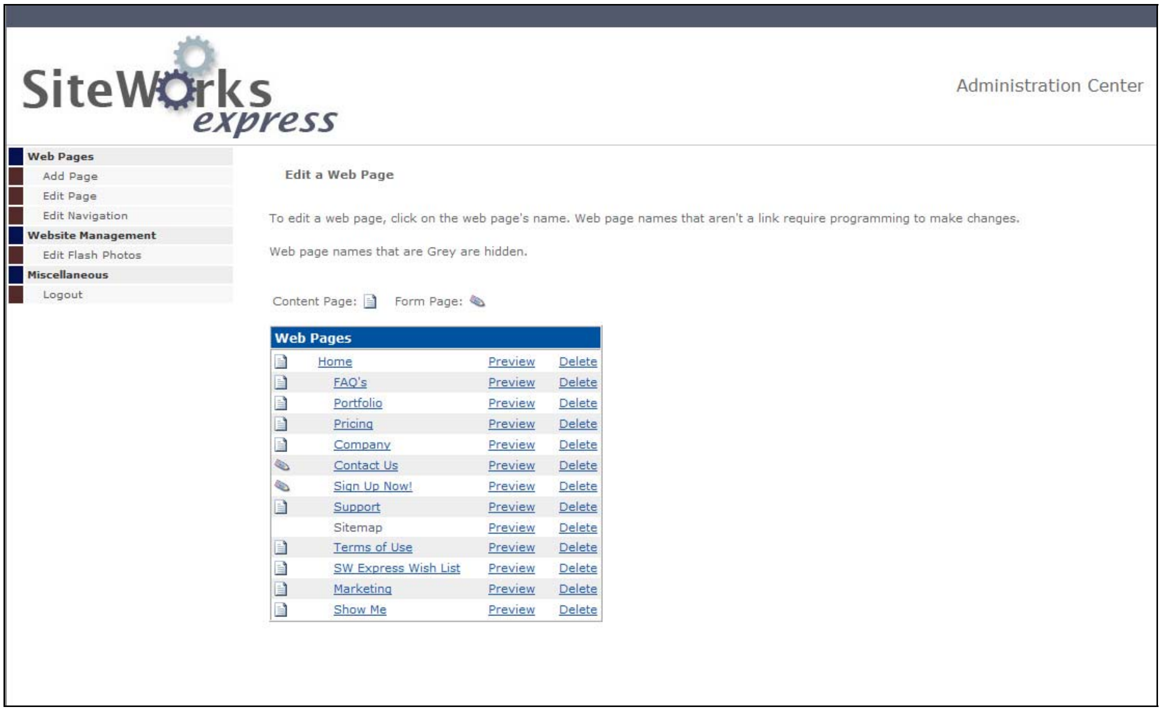

Figure 14: Editing a Web Page

After clicking on the **Edit Page** link in the **Web Pages Module**, you will see a hierarchy of all pages on your SiteWorks site (see Figure 14). Symbols to the left of Web page titles denote whether the page is a content page or a form page.

Web page names that appear gray in the list are Hidden Pages. Hidden Pages are those that are visible in the Administration Center, but not to front-end users of your Web site. If a page is Active that means the page is 'live' and visible to front-end users.

You have the option to do three things to any Web page in your site on this screen.

- Click on the Web page name itself. This will open an editor that allows you to make changes to the page.
- Click on the **Preview** link. This will open a window that shows you what the Web page looks like. The page is not editable in this view.
- Click on the **Delete** link. This will delete the page to the left of the **Delete** link. All sub-pages of that page will also be deleted. After clicking this you will be asked to confirm deletion of the Web page. If you select **OK** the page will permanently be deleted from the Administration Center as well as your Web site.

If you wish to edit the content on any Web page in your site, click on the name of the page in the list of pages in the **Edit a Web Page** screen.

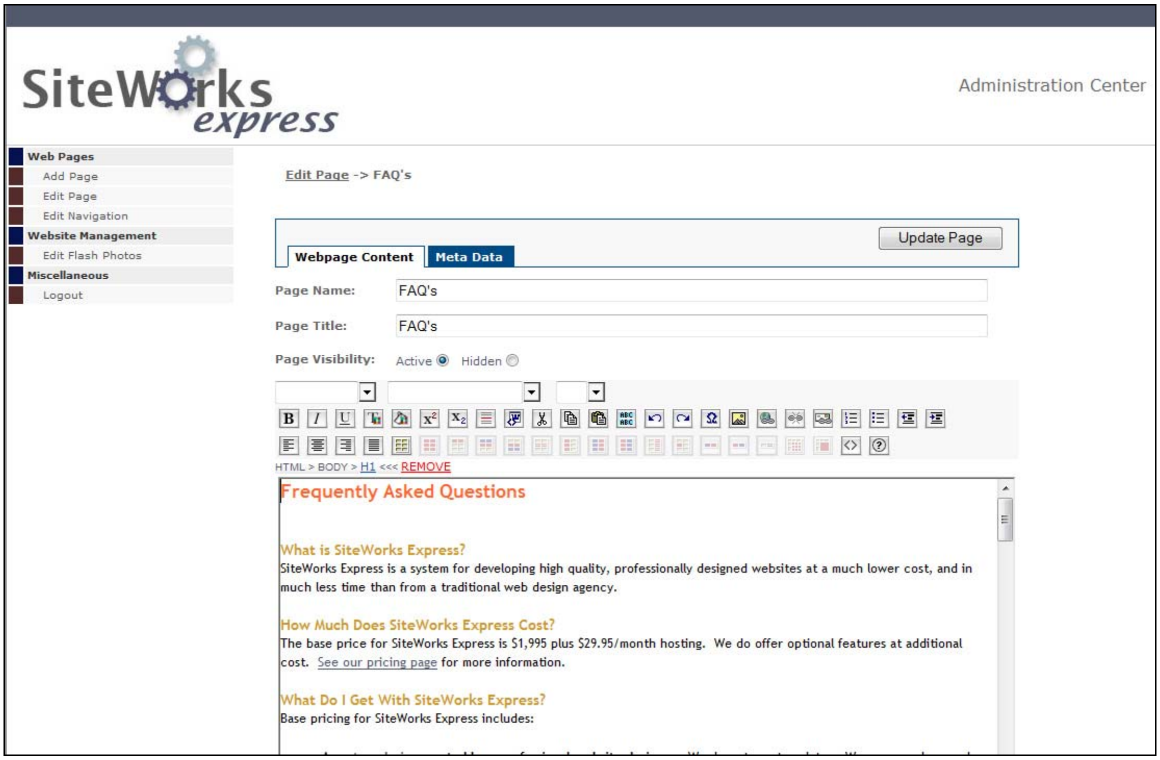

Figure 15: Using the Content Editor

After selecting the Web page you wish to edit, the content editor will be launched (see Figure 15). In the content editor there are two primary tabs.

- The **Web page Content** tab allows you to edit the content of your Web page using various tools. In this screen you can also insert images and tables.
- The **Meta Data** tab allows you to enhance Search Engine Optimization (SEO). Having good SEO will greatly enhance the visibility of your Web site to others. The information you enter in on the **Meta Data** screen will be used by search engines to catalog your Web page.

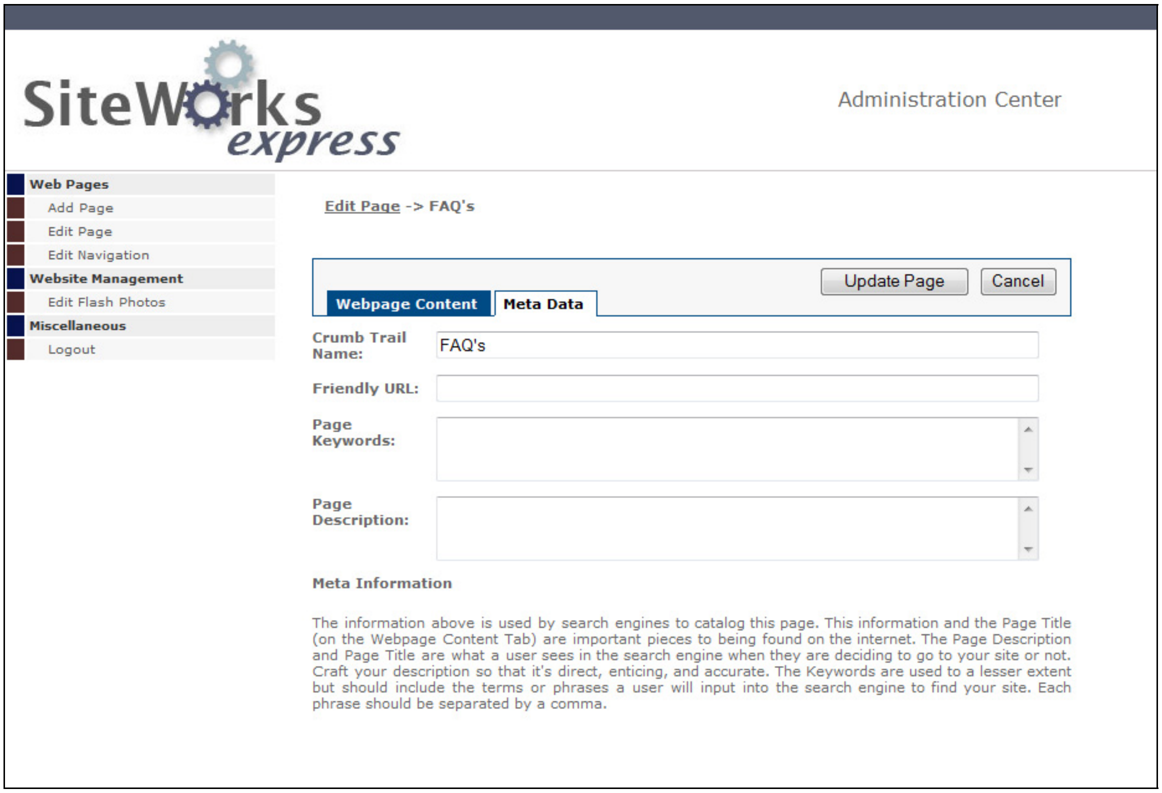

Figure 16: Entering in Meta Data

Meta Data

If you choose the **Meta Data** tab you will see four basic fields to be filled out (see Figure 16).

- **Crumb Trail Name**—This field is used for complex sites that have hundreds of pages of content and may be difficult to navigate. If your site does not have a Crumb Trail built into it, leave this field blank. If your Web site does have a Crumb Trail, use this field to enter in the names of the pages the user would have to click through to get to this page.
- **Friendly URL—**This is a marketing feature. You can use this field to enter in a Web site title that is humanly readable. For example if a link is normally: http://www.yourdomain.com/page.asp?id=46, this field allows you to make it be http://www.yourdomain.com/about. Directing a user to a specific sub-page is much easier and clearer if you use this feature.
- **Page Keywords**—This is a comma separated list of words relevant to your Web page. Enter words into this field that relate to the content of your Web page. This field helps to increase the SEO of your Web site.
- **Page Description**—This should be a short 1-2 sentence summary of the content of your Web page. This is also used to improve SEO.

The Content Editor

If you click on the **Web Page Content** tab, you will see the content editor (see Figure 15).

Page Information

The **Page Name** and **Page Title** fields are both required fields. The text you enter in the **Page Name** field is only seen in the Administration Center not by front-end users. The Page Name helps you to keep track of which page is which in the Administration Center and should be named to help you remember what the basic contents of the page are. The text you enter in the **Page Title** field is seen in the Administration Center as well as by front-end users of your Web site. The words you enter in this field will be visible to front-end users in the title bar of the browser on your Web site. The **Page Name** and **Page Title** fields can both contain the same text if you wish.

Note: It is good to be descriptive in the Page Title field as it is helpful for Search Engine Optimization (SEO).

The **Page Visibility** field allows you to select if the page you are working on will be active or hidden.

Note: If you wish to save changes you make in the content editor before the page becomes viewable to front-end users, click the Hidden option under the Page Visibility field. This will keep the content in the editor visible only in the Administration center. If you wish for front-end users to be able to view the page remember to change the page to Active when you have completed the changes you wish to make.

In the right-hand corner of the **Webpage Content** screen is the **Update Page** button. This button acts as the save button in the content editor.

Font Menus

Directly under the **Page Visibility** field, there are four drop-down menus.

- The **Style Menu**. This menu allows you to format text in the content editor from a pre-made list of styles. The color choices in the menu will go with the overall look and feel of your SiteWorks site. Having a pre-made list of choices will bring uniformity to text areas across the pages of your Web site. To select a style for a portion of text in the content editor, first highlight the appropriate text, and then select the style you wish to use from the **Style Menu**.

Note: If you wish to apply a style to an entire paragraph simply place the cursor before the start of the paragraph. Make sure that there is a paragraph break.
You should hit the buttons 'Shift' and 'Enter' on your keyboard simultaneously after the end of every paragraph. This will cause a paragraph break. This is an important key combination for applying formats and styles to whole paragraphs.
Hitting 'Enter' on your keyboard will only cause a line break in the content editor.

- The **Format Menu**. This menu allows you to create an overall structure for the page. You can select the heading format you want based on the importance of the titles within your content. Styles can be associated with formats and vice versa. To select a format for a portion of text in the content editor, first highlight the appropriate text, and then select the format you wish to use from the **Format Menu**.
- The **Font Menu**. This menu contains the entire list of available fonts for the web. Fonts not found in this menu are not guaranteed to show up the same way on everyone's computer. To select a font for a portion of text in the content editor, first highlight the appropriate text, and then select the font you wish to use from the **Font Menu**.
- The **Font Size Menu**. This menu allows you to select the font size of a particular section of text. To select a font size for a portion of text in the content editor, first highlight the appropriate text, and then select the font size you wish to use from the **Font Size Menu**.

The Tool Bar

Located directly under the font menus, is the content editor tool bar. Many of these options and tools are similar to what you would find in word processing software such as Microsoft Word.

The **Bold** tool allows you to bold text in the content editor. First, select the portion of text you wish to bold and then click the **Bold** tool.

The **Italics** tool allows you to italicize text in the content editor. First, select the portion of text you wish to italicize and then click the **Italics** tool.

The **Underline** tool allows you to underline text in the content editor. First, select the portion of text you wish to underline and then click the **Underline** tool.

The **Text Color** tool allows you to select a color for the text beyond the choices found in the **Style Menu**. This should be used sparingly, as the **Style Menu** provides you with the choices that best match the look and feel of your Web site.

The S**uperscript** tool allows you to superscript text. First, select the portion of text you wish to superscript and then click the **Superscript** tool.

The **Subscript** tool allows you to subscript text. First, select the portion of text you wish to subscript and then click the **Subscript** tool.

The **Horizontal Rule** tool allows you to break the content on your Web page up into sections. If you press this button, it will insert a horizontal line across the whole content area at whatever point your cursor is located.

The **Clean HTML Code** tool is a special feature of SiteWorks. When you copy and paste text from another document, such as a Microsoft Word document, the text you copy into the content editor will not match the existing html formatting of your Web site. If you click the **Clean HTML Code** tool, a window will be launched that has a series of options for you to select in order to clean the HTML code. Please leave all default boxes checked and click the OK button. The content editor will then automatically clean and format the text in the content editor to match the other content of your Web site. If you wish to clean only part of the text in the content editor, select the text you would like to clean and then press the **Clean HTML Code** tool.

Important Note: Please use the clean HTML code tool every time you copy content into the editor.

The **Cut** tool allows you to remove a piece of text from your content. First, select the portion of text you wish to cut and then click the **Cut** tool. You may also use the keyboard shortcut ‘Ctrl X’ to accomplish the same task.

The **Copy** tool allows you to copy a piece of text from your content. First, select the portion of text you wish to copy and then click the **Copy** tool. You may also use the keyboard shortcut ‘Ctrl C’ in the content editor to accomplish the same task.

The **Paste** tool allows you to insert a piece of text that you may have previously cut from the content editor. First, select the portion of text you wish to paste and then click the **Paste** tool. You may also use the keyboard shortcut ‘Ctrl V’ in the content editor to accomplish the same task.

The **Select All** tool allows you to highlight all the text currently in the content editor.

The **Undo** tool allows you to undo an action you performed in the content editor. You have unlimited undos up until the last time you either opened the page in the content editor or saved the page by clicking on the **Update Page** button.

The **Redo** tool allows you to redo an action you previously undid in the content editor.

The **Insert Special Character/ Code** tool allows you insert a character, from a menu, wherever the cursor in your text is located in the content editor. This function allows you to insert the copyright and registered symbols as well as numerous other symbols you may need to use in the text field.

The **Insert Image** tool allows you to insert an image from your computer into the text field in the content editor.

Inserting an Image

To insert an image, first, position your cursor in the text field where you would like to insert the image. Next, click on the **Insert Image** tool. From there the **Insert Image** window will open on your screen.

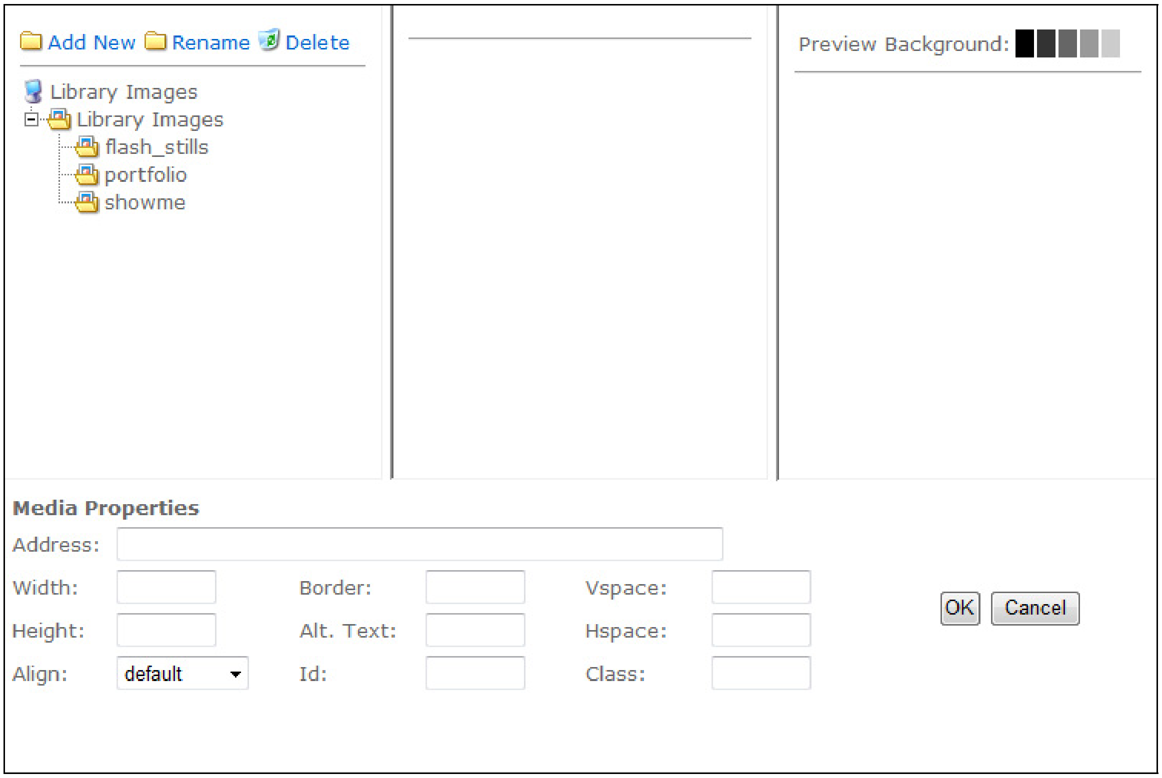

Figure 17: Inserting an Image

Inserting a Previously Uploaded Image

The **Insert Image** window is broken up into three panels. The far left panel is a list of folders that are in your SiteWorks Web site. You can select an image that is already being used in another location on your site, by selecting the folder in which the image is located. After you select the desired folder, a list of images in that folder will appear in the middle panel of the **Insert Image** window. Click on the name of the image you wish to insert from the middle panel. A preview of the image will appear in the far right panel of the **Insert Image** window.

Note: In the Insert Image window you also have the option to add, rename, or delete folders. On the far left panel in the Insert Image window you will see three options above the list of folders of the site. This is an important function for keeping your images organized. If you have many images that are all a part of the same group, it is useful to add a folder to put all the images into.

- *Add New. To add a new folder, select the folder in the list of folders in the left panel that you would like the new folder to be a sub folder of. Then, enter the name of the new folder in the Title field and click the Save button. The folder you just created will now appear in the far Left panel.*
- *Rename. To rename a folder click the folder in the list of folders on the far left panel that you wish to rename. Enter the new title you would like to use in the Title field and then click the Save button.*
- *Delete. To delete a folder select the folder you wish to delete and click the Delete button. Below the list of folders in the left panel will appear a Delete button. You must confirm that you wish to delete the folder by clicking on that button. Important Note: When you delete a folder all images in that folder will also be deleted.*

Before the process of inserting an image is complete, you must set the **Media Properties** for that image.

Media Properties

The **Media Properties** section can be found under the three panels of the **Insert Image** window. There are several fields that should be filled in.

- The **Address** field will contain the file name. Before the file name, is the chain of folders within which the image is located. Each level is separated by a '/'. The **Address** field is automatically filled in when an image is selected.
- The **Width** and **Height** fields should remain blank. Filling these fields in could cause blurring of the image. Let SiteWorks automatically choose the width and height of your image for you.
- The **Align** field controls how the text flows around an image. You may specify if the text should wrap around the image to the left or to the right by selecting **Left** or **Right** from the **Align** menu accordingly. The **Left** and **Right** align options are the two options which should be used the majority of the time. The **Align Menu** is automatically set to Default when you insert an image. The **Default** option inserts the image in the flow of the text. The image will take up space not allowing the text to wrap to the left or to the right.
- The **Border** field should be set to zero by typing in the number "0".
- The **Alt. Text** field should describe the image. This is an optional field. Entering text into this field helps the visually impaired to know what the image looks like.
- The **Id** field should be left blank.
- The **Vspace** field or **Vertical Space** field allows you to specify how far away the text should be below and above the image. If nothing is entered into this field the text will wrap right up against the image without giving any space around the picture. The **Vspace** field is set by default into measurements of pixels. In general, a good number to enter in the **Vspace** field is 10. This will give a clean appearance to the picture by adding some white space between it and the text.
- The **Hspace** field or **Horizontal Space** field allows you to specify how far away the text should be to the left and right of the picture. Like the **Vspace** field, the **Hspace** field is set by default to be in the unit of pixels. A good number to be entered in the **Hspace** field is 10. This will give the picture some white space to the left and right of the picture.
- The **Class** field should be left blank.

After the appropriate **Media Properties** have been selected and the proper image chosen, click the **OK** button. The image will then be inserted into the text.

If you decide not to insert an image please click the **Cancel** button in the **Insert Image** window. The **Cancel** button is located next to the **OK** button.

Inserting and Uploading an Image

In the **Insert Image Window** you also have the ability to upload an image. This is useful if you want to use an image not already found in your Web site.

The first step is to click on the folder name in the far left panel in which you would like the image to be inserted. After selecting the folder name click the **Add New** option in the middle panel. Below the three panels you will see a **Title** field and a **File** field located under the heading **Add New Image**. By the **File** field will see a **Browse** button. If you click the **Browse** button a window will open that will allow you to find a picture saved on your computer. Click on the image name from your computer that you wish to insert and click the **Open** button. Make sure the image you insert has the file extension of .jpg or .gif.

Note: It is important that you size the image to the desired size BEFORE uploading the image to your Web site. You should not resize the image in the content editor by using the handles surrounding the image in the content editor. If you attempt to resize the image in this way, it may make the page of your site load more slowly for front-end users, make the image proportions skewed, and may even make the image lose quality. The resizing should be done first in a program such as Photoshop. If you need help resizing the image please visit http://www.infront.com/page.asp?id=104&name=Photoshop%20Tutorial. This is a short tutorial movie that shows you how to properly resize an image for the web.

After you have selected the properly sized photo in the **Browse** window, you can change the title of the photo in the **Title** field. A preview of the photo will appear in the third panel of the **Insert Image Window**. Click the **Save** button when you are satisfied with your image choice.

Inserting a Link

The **Insert Link** tool  allows you to link a portion of text or an image in the content editor to another page within your SiteWorks site or to an external Web page.

To insert a link, first, select the portion of text or image you wish to become a hyperlink. Then, click the **Insert Link** button.

An **Insert Hyperlink Window** will then launch (see Figure 18).

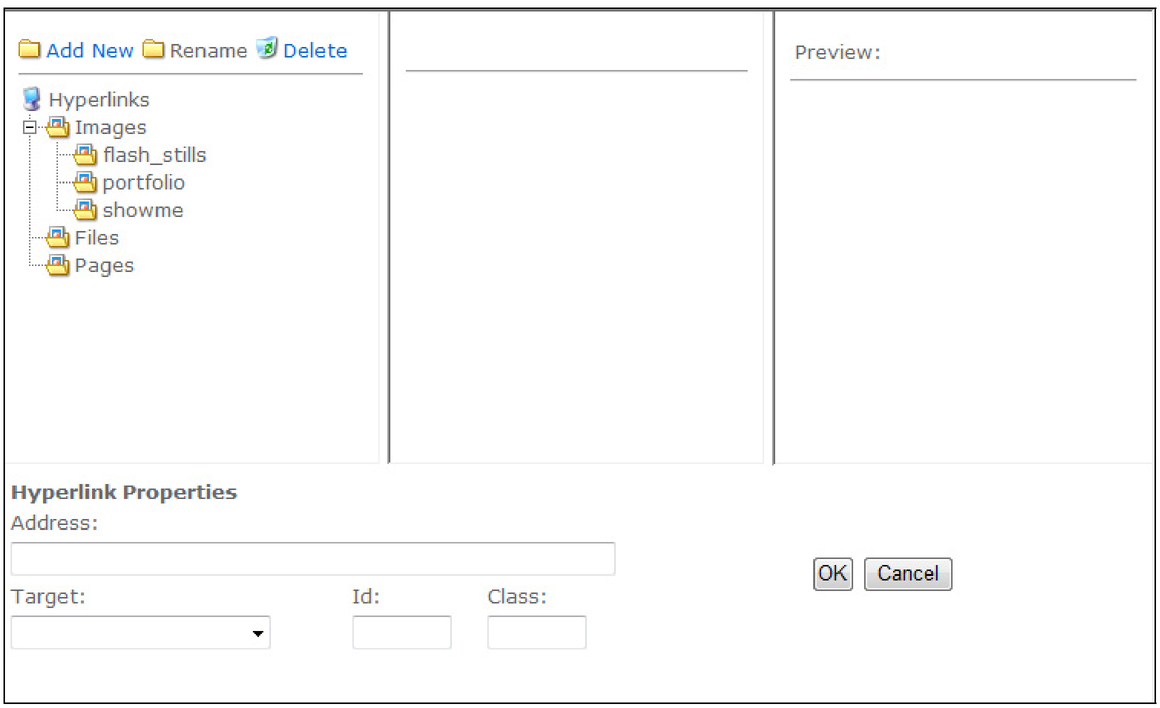

Figure 18: Inserting a Link

The **Insert Hyperlink Window** allows you to enter in the location you wish the portion of text or picture you highlighted to be linked to. Front-end users will be directed to this location when they click on the text or image you specified should be linked.

Like the **Insert Image Window**, the **Insert Hyperlink Window** has three primary panels. The far left panel is a list of all the folders within your SiteWorks site. You can add, remove, and delete folders in the left panel. This is useful for keeping the back-end of your site organized. *See Note under Insert Image Window for the proper steps to add, remove, and delete folders.*

Inserting a Link to an Internal Source

To hyperlink to an item associated with your Web site, click the folder in which the item you wish to link to is found.

There are three types of resources in the library that you can link to, Images, Documents, and Pages. Each of these types of resources has a folder in the left panel of the Insert Link window. Click on the Images folder to choose an image that has already been uploaded to the library, or to upload new images to that folder. The documents folder behaves the same way, allowing you to upload and select documents such as PDFs or Word files. The pages folder is a dynamically generated folder that lists all of the pages currently in your site. Selecting one of the pages in this folder will create an internal link between pages in your site.

After selecting a folder in the left panel, choose an item in the middle panel you wish to create the link to.

Note: To upload an item, such as a PDF, to the folder select Add New in the middle panel. Then, select the Browse button below the three panels. Once you have found the file you would like to add select OK. You will see a preview of the document in the third panel. If it is the document you would like to upload to your site, enter the appropriate title in the Title field. Then, click the Save button.
To replace an uploaded item, select the item you wish to replace in the middle panel. Next, click the Replace button in the middle panel. Next, repeat the same procedure as you would have to add a new document, by using the Browse feature to find the appropriate item. After you have gone through the proper adding process, the new item will replace the old item you selected to replace. In essence, this function allows you to delete one item and add an entirely new item in its place.
To delete an item, select the item you wish to delete in the middle panel. Next, click the Delete button above the list of items in the middle panel. To confirm the deletion of the item click the Delete button found underneath the three panels. When you click the button you will be asked to confirm the deletion of the item.

After you have specified the item you wish to be hyperlinked in the middle panel, fill out any necessary **Hyperlink Properties**.

Hyperlink Properties

The **Hyperlink Properties** can be found under the three panels in the **Insert Hyperlink Window**. There are several fields that should be filled in before inserting a hyperlink.

- The **Address** field contains the hyperlink title. Before the hyperlink title is the chain of folders within which the hyperlinked item is located. Each level is separated by a '/'. The **Address** field is automatically filled in when the hyperlinked item is selected.

- The **Target** menu allows you to specify how you would like the link to work. If you wish for the link to open in the same browser window, you should leave the menu set to its default. The **New Window (_blank)** option will launch a new web browser. This allows the visitor of your site to keep the page they were currently viewing open and see wherever your hyperlink brought them to at the same time. **The Parent Window (_parent)** and **Browser Window (_top)** options are used for frame sets and should not be selected for your SiteWorks site.

  Note: When hyperlinking to a PDF you should always use the New Window (_blank) option to keep users from being directed away from your site.

- The **Id** and **Class** fields should both be left blank.

After the appropriate **Hyperlink Properties** have been selected and the proper hyperlink item chosen, click the **OK** button. The image or text you selected will then be hyperlinked.

If you decide not to insert a hyperlink, please click the **Cancel** button in the **Insert Hyperlink Window**. The **Cancel** button is located next to the **OK** button.

Inserting a Link to an External Source

In the **Insert Hyperlink Window** (see Figure 18), ignore the three main panels. Jump right down to the **Hyperlink Properties** area below the top three panels. In the **Address** field you should enter where you wish the portion of text or image you selected to be hyperlinked to. The Web site address you enter should be a fully qualified URL. You should include the http:// if that is a part of the web address.

After you fill in the **Address** field, you should select the proper choice in the **Target** menu. See explanation of **Target** menu options under **Inserting a Link to an Internal Source**.

Note: For most external links you will want to select the New Window (_blank) option to launch a new browser when the link is clicked. This will keep front-end users from being directed away from your Web page.

The **Id** and **Class** fields should both be left blank.

After the appropriate **Hyperlink Properties** have been selected and the proper external address chosen, click the **OK** button. The image or text you selected will then be hyperlinked.

If you decide not to insert a hyperlink, please click the **Cancel** button in the **Insert Hyperlink Window**. The **Cancel** button is located next to the **OK** button.

The Tool Bar Continued

The **Unlink** tool  allows you to unlink an item. To remove a hyperlink from a portion of text or image in the content editor site, first select the image or text you wish to unlink in the content editor. Next click the **Unlink** button. This will remove the hyperlink.

The **Anchor** tool  should not be used as it is beyond the scope of your SiteWorks site.

The **Numbered List** tool allows you to create a numbered list within the text of your Web site. To create a numbered list, first, position the cursor in the content editor where you would like the numbered list to begin. Then, click the **Numbered List** button. An indented number 1 will then appear. Enter the first item you would like for the list. When you are done typing in the text hit 'Enter' on your keyboard. The number 2 will then appear. Continue this process until your list is complete. When you are ready to end your numbered list simply hit the 'Enter' key on your keyboard a second time. This will stop the automatically indented numbering.

Note: You cannot change the numbers to bullets or Roman numerals with the Numbered List tool.

The **Bulleted List** tool allows you to create a bulleted list within the text of your Web site. To create a bulleted list, first, position the cursor in the content editor where you would like the bulleted list to begin. Then, click the **Bulleted List** button. An indented bullet will then appear. Enter the first item you would like for the list. When you are done typing in the text hit 'Enter' on your keyboard. Another bullet will then appear. Continue this process until your list is complete. When you are ready to end your bulleted list simply hit the 'Enter' key on your keyboard a second time. This will stop the automatically indented bulleting.

Note: You cannot change the bullets to numbers or Roman numerals with the Bulleted List tool.

The **Outdent** tool will take a portion of text that is indented and undo the indent. To outdent, you should first select the portion of text you wish to no longer be indented. Then, click the **Outdent** button.

The **Indent** tool will indent a portion of text. To indent, you should first select the portion of text you wish to indent. Then, click the **Indent** button.

Note: If you wish to indent an entire paragraph simply place the cursor before the start of the paragraph. Make sure that there is a paragraph break.
You should hit the buttons 'Shift' and 'Enter' on your keyboard simultaneously after the end of every paragraph. This will cause a paragraph break. This is an important key combination for applying formats and styles to whole paragraphs.
Hitting 'Enter' on your keyboard will only cause a line break in the content editor.

The **Text Alignment** tools are located in the second row of tools in the tool bar. The buttons allow you to justify a block of text **Left**, **Center**, **Right**, or **Full**. To justify a block of text, highlight the text you wish to justify in the content editor. Then click the appropriate button for the way you would like the text to be justified.

Working with Tables

The **Insert Table** tool allows you to insert a table into the content editor. Tables can be useful for more complex grid layouts in the content area. They can give you multiple columns and rows for laying out text and images. Unfortunately, they can be some what complex and take a lot of work to set them up correctly.

Each of the grayed out buttons to the right of the **Insert Table** tool will become activated when a table is inserted. These buttons cover such tasks as changing **Table Properties** , changing **Row Properties** , **Inserting Rows** , **Deleting Rows** , changing **Column Properties** , **Inserting Columns** , **Deleting Columns** , changing **Cell Properties** , **Inserting Cells** , **Deleting Cells** , **Splitting Cells** , and **Merging Cells** .

There a few important tips you should keep in mind when inserting a table.

> **Tip 1** – When you insert a new table, set the border width to '1'. This allows you to see how the table is laid out while you are working in the content editor. When you are done laying out the images or content in the table you can go back into **Table Properties** and set the border to '0' before updating the page and making it an active page. This will keep the border from being visible to front-end users.
>
> **Tip 2** – Set the width of table columns to a specified size so the table won't keep resizing as you type in or add content. You can set the width of table columns either in the original **Insert Table Window** or at a later time in the **Table Properties Window**. In both cases there is a **Width** field where you can enter the appropriate width for your tables. If you enter in a number into the field it will automatically register in pixels. If you wish to specify the table width in a percentage not pixels, be sure to include the '%' with the number you enter. If you enter a width of '100%' in the **Width** field, the table will be set to the maximum width available.
>
> **Tip 3** – Table cells, by default, align text centered vertically across cells. To change this, click the **Cell Properties** tool. In the **Cell Properties Window**, you will find an alignment section. Under the **Vertical** menu, select the option **Top**. This will cause all text you enter into you table to vertically align itself to the top of the cell not the middle.

The **Show HTML** tool allows you to see the code behind all the text in the content editor.

The **Help** tool allows you to view a cheat sheet of what all the tools in the tool bar of the content editor are. This information can also be seen by scrolling your mouse over each tool.

Editing Navigation

This area of the Administration Center allows you to edit links within your site. The tools in Edit Navigation are specifically for those regions outside the actual content areas of your Web site that have a navigation system in place. A region is a navigation area that contains one or more links to different pages within your site. These regions were created when your SiteWorks Web site was built. **Edit Navigation** allows you successfully incorporate new content pages and form pages into your Web site as well as change the position of existing pages within your Web site.

To begin editing the navigation of your site, first, select the **Edit Navigation** link under the **Web pages Module** in the main Administration Center menu located on the far left of the home page.

Figure 19: Editing Navigation

When you click on that **Edit Navigation** link you will see a list of all the editable regions found on your site (see Figure 19).

Note: You should never Edit Regions or Add Regions. This is something that must be done by Infront. You do however; have the capability to Edit Links.

Editing Links

To change the ordering of existing links within a navigation region or to add links to a navigation region, click the **Edit Links** option across from the name of the region you wish to edit.

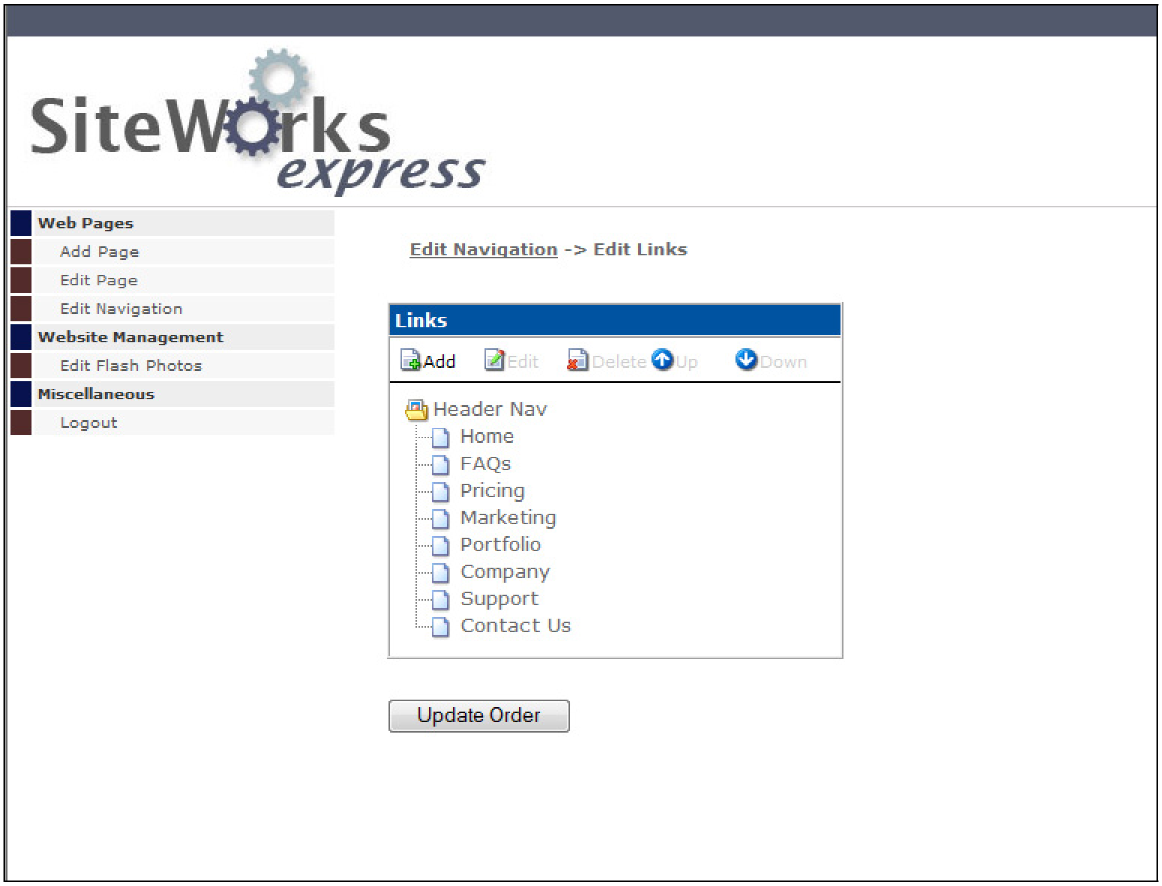

Figure 20: Editing a Link

You are now directed to the **Edit Links** page (see Figure 20). What you should see is a list of links that are found in the navigation region you selected. If no links appear under the navigation region you selected that means there are currently no links within that particular navigation region. If this is the case you will only be able to add links in the **Edit Links** screen.

Above the list of links in your navigation region, there is a **Links** menu that allows you to **Add** links, **Edit** links, **Delete** links and **Move** links up or down.

Moving a Link

To reorder the links in the navigation region you selected, select the link you wish to move up or down in the navigation region. When you click on the link it will be highlighted red. Now chose either the **↑Up** or **↓Down** options in the **Links** menu. This will move the link either up or down in the selected navigation region of your site. Click the **Update Order** button in order to make this change on your Web site.

Adding a Link

To add a new link to the navigation region you selected, click the **Add Link** option. The **Add Link** tool will bring up a list of all the pages found in your Web site.

From the list in the **Add a Link** screen, click on the name of the page you wish front-end users to be directed to from the link you are currently creating.

Note: If you have created a new content page or form page it will also appear in this list. If you click on a Web page you previously created, you can incorporate it into the various navigation regions of your site at this time.

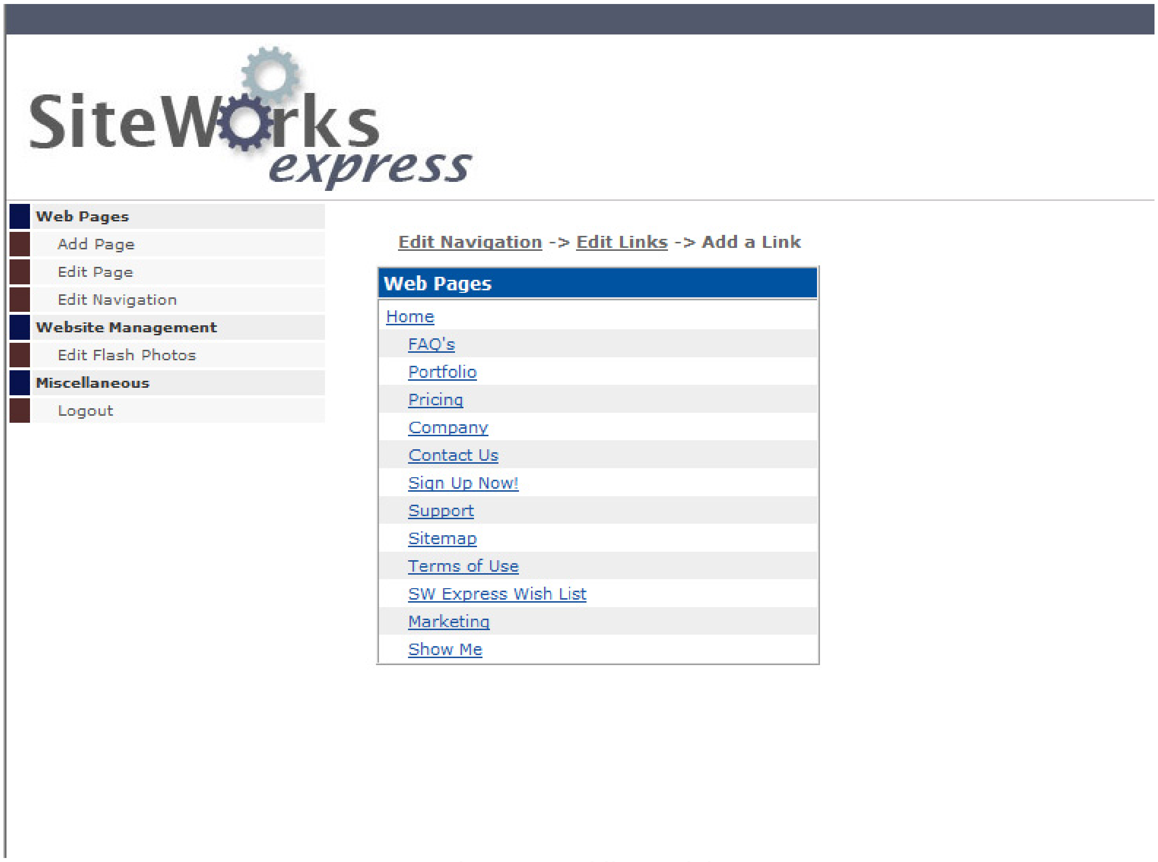

Figure 21: Adding a Link

After you have selected the proper Web page from the **Add a Link** screen, you will be directed to a screen that allows you to name the link and make the link active (see Figure 21).

To change the name of the link you are adding, enter in whatever name you wish into the **Link Text** field. This will be the link name that front-end users will see in the navigation region you are working in. You can also choose to leave the link name in the **Link Text** field as the default.

Note: The Link Text field is a required field. If no text is entered in the field you will be asked to enter text in before you are allowed to add the link.

Make sure the **This Link Can Be 'Active'** check box is checked to ensure that front-end users will be able to see the link you are creating in the navigation region and on the Web site.

When you are finished editing the text of the link, click the **Update Link** button. The link will now be added to the navigation region on your Web site. The words 'Link Saved' will appear in green to confirm that the link has been added.

Note: You can return to the Edit Links screen by clicking on the Edit Links option in the crumb trail located directly above the green 'Link Saved' confirmation and the Link Text field.

Deleting a Link

To delete a link from the navigation region you previously selected, click on the name of the link you wish to delete. The link will then be highlighted red. Next, click the **Delete** option in the **Links Tool bar**. You will then be asked to confirm if you wish to delete the link from your Web site. Click the **OK** button to permanently delete the link from the navigation region. The link will no longer appear in the list of links for the Navigation Region. The text 'The link has been deleted' will appear in green above the links menu to show final confirmation.

Note: Deleting the link will not delete the page the link is associated with.

Renaming a Link

To edit an existing link, click on the name of the link you wish to edit in the **Edit Links** screen. Now select the **Edit** option in the **Links Tool Bar**. You will be directed to a screen that allows you to edit the name of the link (see Figure 21). Enter the desired name of the link into the **Link Text** field. When you are finished, click the **Update Link** button to save the name of the link. The text 'Link Saved' will appear in green to confirm your edit of the link was successful. As with Adding a Link you can use the crumb trail above the **Link Text** field to navigate through the **Edit Navigation Module**.