websitex5®

Official Website:

www.websitex5.com

INCOMEDIA

info@incomedia.eu - www.incomedia.eu

Summary

Chapter

1

Introduction

We have included this online guide so that everyone who wants to get started immediately with WebSite X5 to create their own websites, blogs and e-commerce stores can do so, with all the help they need at their fingertips.

Each step of the project development is accompanied by a clear description of every part of the Program's interface that you work on, with a detailed explanation of all the commands and options available in the various menus, panels and windows.

With the explanations and information given in this guide, the logical and easy-to-follow work sequence and the additional help of previews of your work that are updated in real time, you'll have no problem using WebSite X5 to create eye-catching, interesting and professional websites.

1.1   Presenting WebSite X5

Create Web Sites and Mobile Sites complete with an App

WebSite X5 is the ideal software for creating the websites you've always wanted. You don't need to know anything about programming! This software gives you an intuitive and fully-visual interface to work with, and you can check your work as you go with the previews that are updated each time you take a look.

WebSite X5 guides you through each step of creating your website and publishing on the Internet. It's extremely easy to use, it's flexible and it offers you plenty of scope for your own personal customization.

WebSite X5 automatically generates page code in HTML5 + CSS 2.1 or 3 for the choices you make and the settings you define in each page, guaranteeing full compatibility with all browsers and mobile devices, as well as accurate search engine indexing.

WebSite X5 is so easy to use that you'll have no problem incorporating sophisticated professional features in your website, such as:

- A free App for reading the website news
- Online stores with credit card facilities
- Dynamic content that can be updated online
- Zoom and wide-angle photos
- Photo and video galleries

- Special offer and discount management
- Blogs with podcasts and videocasts and RSS Feeds
- A built-in search engine
- Advanced tools for SEO and project analysis
- E-mail forms with anti-spam filters
- Database integration
- Access management
- Advert banner management
- Multi-language websites

What's more, with WebSite X5 you'll save time and energy because it already includes everything you need to create a complete website:

- Template editor
- Image editor
- Menu generator
- Built-in FTP engine
- 1.500 customizable templates
- 200,000 royalty-free photos
- Buttons libraries
- Widget collection

This mix of simplicity and sophistication (in terms of the number and quality of features included) is the key to WebSite X5's success: it's simply the right software for everyone who wants a website!

1.2   WebSite X5: What it does

WebSite X5 acts like a wizard, which means it behaves like a visual guide that takes you through each step of the way to creating a complete, functional and attractive website that you'll be proud of!

There are just 5 steps between your idea of the perfect website and having it published and visible on the Internet:

1. **General Settings**

   Once you have decided on your project, and given some initial general information, such as a title and description that are used by the search engines for indexing your website, WebSite X5 then helps you define the look of your website. You can choose from a library of over 1.500 default templates that is constantly being updated or, if you prefer, you can create your own template from scratch. You can use the built-in editor to customize both the heading and footer as you like. It's also possible to define the styles of all the elements that make up the page

layout: navigation menus, text, Show Box windows, etc.

2. Map Creation
Starting from the Home page, with WebSite X5 you begin by defining the hierarchical structure of your website. You can include as many levels and sub-levels as you need, with an unlimited number of pages. Your navigation menu will be created automatically, on the basis of the website Map. You can change your Map at any time, if you want to make changes or update the website.

3. Pages Creation
You can create pages and work on their layout by simply dragging and dropping objects onto them. The main objects are: text, tables, images, animation, video and audio, galleries, forms for data submission and e-mails, social networks, your guest book, the website Map, the product list, Dynamic contents, HTML code. You can customize the imported objects and finish them off with links to both internal and external objects. With the built-in graphic editor, you can rotate, correct or apply filters, masks and frames to pages that you have imported, without having to use any extra software.

4. Advanced Settings
Once you have created the website structure and added the main contents, you can complete it with advanced features such as a Welcome page that includes a soundtrack and offers the choice of language for the website, a Members' area with user and access management, advertisements, RSS Feeds, a blog, e-commerce; an App for mobile devices, for broadcasting website news.

5. Analyse and Export
WebSite X5 guides you through the analysis of your project to improve its optimization on search engines, and also the process of publishing your website on the Internet: you can start an FTP session, where all the files that are necessary for giving your website Internet visibility are transferred to a server. WebSite X5 supports secure sessions and saves you time with simultaneous connections and intelligent publishing of only the files that have been changed.
As well as publishing your website on the Internet, you can also export your project to another disk on your computer, or create a backup copy of the entire project.

2

Chapter

The work environment

As we have already said, WebSite X5 acts like a wizard, which means that when you work with it, you're taken through each step like a guided tour: at each part of the procedure, a window opens in which you can enter or add the necessary information to create, update and publish a complete, professional and eye-catching website online.

All the windows that are shown by the Program have the same graphic interface: they all have the same top and side button bars and a central work-area window that changes according to the part of your project you're working on and the kind of information you need to include.
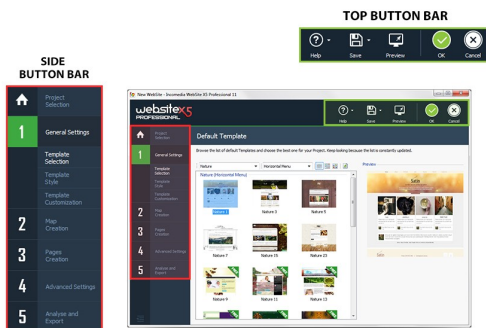
Top button bar

The top button bar includes the commands that you need to have available all the time, regardless of what part of the project you are working on. These commands are mainly for opening the online help and retrieving information on the Program's state, saving the project, making a backup copy of it, opening a preview of your work in the Program's built-in browser and moving around the Program.

- **Help:** this command opens the online help. Use the left arrow of the Help button to see other commands:
  - **Summary...:** opens the online help.
  - **Video Tutorial:** opens a web page with a list of video tutorials which explain how to start working with WebSite X5.

- **WebSite X5 Gallery:** opens the WEBSITE X5 ANSWERS section that contains w ebsites created w ith WebSite X5 that have been submitted directly by their authors.
- **WebSite X5 Templates:** opens the section of WEBSITE_X5 ANSWERS that is dedicated to the templates. It contains new templates that have been created by Incomedia and by other authors, and they can be displayed and dow nloaded. Some of them are free!
- **Technical Support:** opens WEBSITE_X5 ANSWERS, the w ebsite that provides technical assistance for WebSite X5. On WEBSITE_X5 ANSWERS you can look through the FAQs and the tutorials, or you can send a request for assistance.
- **www.websitex5.com:** opens WebSite X5's w ebsite.
- **About WebSite X5:** displays general information on the WebSite X5 version installed on your computer.

▪ **Save [CTRL + S]:** saves the current project. The project is automatically saved in *Projects folder* specified in the *Preferences* w indow . You can use the left arrow of the *Save* button to see these commands:

- **Save at every Preview:** automatically saves the project each time you use the *Preview* command to display a preview of your w ebsite.
- **Create a Backup Copy when saving the Project the first time:** automatically creates a backup copy of your project after the first time you save in the current w ork session.
- **Create a Backup Copy every time you upload:** automatically creates a backup copy of your project before you publish it on the Internet.

- **Create a Backup Copy...:** starts creating a backup copy of your project.

> 💡 If you w ant to create a backup copy of your project, instead of using a *Save as* command, you can use the *Duplicate* in the *Project Selection* w indow *.*

- **Preview:** displays a local preview of your w ebsite so far, using the

program's built-in browser.

> ❓ If you leave the *Update the Pages while modifying the Project*
> option active in the *Preferences* window, each time you make a
> change (and click on an *OK* or *Next* button to save it) the
> Program recreates and updates everything that the change refers
> to. This means that the website preview is kept constantly
> updated, and will be displayed correctly immediately you choose to
> see it.
> You can also select the *Save at every Preview* option so that the
> project will be saved every time you click on the *Preview* button.

- **Back:** takes you back to the previous window, in case you want to make further changes.
- **Next:** takes you to the next window, to continue creating your website.

Side button bar

WebSite X5 takes you through the work of creating a website in just 5 steps. The buttons on the left side of the Program window, which are always available, indicate which step you are currently working on and you can use them to move from one step to another (you don't have to follow the order in which they appear).

2.1 Welcome to WebSite X5

The Welcome page is the first window you see when you start WebSite X5. It includes a number of links to online resources and material that may be of help to you when you are working with the Program. These links are available in a side button bar that looks like this:

⊕ **Web Site WebSite X5:** this opens the official site of WebSite X5.

💬 **WebSite X5 Answers:** opens WEBSITE X5 ANSWERS, the website that provides technical assistance for WebSite X5. On WEBSITE X5 ANSWERS you can look through the FAQs and the tutorials, or you can send a request for assistance.

Check for Updates: checks whether there are any updates available online for the version of WebSite X5 you are working with. We strongly advise you to always check for and install new updates, to ensure you get the best out of your software.

Preferences: opens the *Preferences* window, where you can define some general settings on how you want the Program to work and add the Web Fonts that you want to use in your project.

Besides this side button bar, the Welcome page also includes information which is updated in real time when you are connected to the Internet. This information refers to the latest versions available online of your Program copy, news, special contents (which may be articles, white papers, tips&tricks), new video tutorials and the latest discounts and special offers.

> If an Internet connection is not available, the Welcome page shows a standard page. This page will be shown even when the *Check for updates at program startup* option in the *Preferences* window is not selected.

When you have finished looking through the contents of the Welcome page, you can begin work on creating your website by clicking on the *Start* button that is in the top right corner.

2.2 The Preferences window

This window opens when you click on the *Preferences* button in the Welcome page, and here you can give some general settings for how the Program is to work and add the Web Fonts that you want to use in the projects.

The available options are organized in the *General* and *Web Font* sections.

Reference: The commands in the General window

The options in the *General* section are:

- **Projects folder:** this is the folder in which your project file (*Project.IWPRJ*) is saved, whether you are creating a new project or importing an existing one (see *Project Selection | Import...*). Because the folder is already indicated, when you click on the *Save* button when you are working on your website, the project will be saved in this folder without you being asked to indicate where it should be saved.

- **Check for updates at program startup:** this option means that new software updates will be looked for each time the Program is started. The Program starts an Internet connection to the Incomedia server to search for any updates.

> We advise you to leave this option selected, so that you can be sure you are always working with the latest available version of WebSite X5.

The options for *File Creation* are:

- **Automatically add the 'Generator' Metatag:** adds the `<generator>` meta tag to the HTML code of all the pages in the website, which guarantees that the pages have been created with WebSite X5.

- **Keep Preview updated while working on the Project:** makes sure that the website preview is constantly updated with all the developments in your project. This basically means that every time you add something new or make a change to something, and click on an *OK* or *Next* button), the Program automatically updates the website preview which you can view locally on your PC using the built-in browser.

- **Update the Pages while modifying the Project:** synchronizes the pages you create in your website while you are working on your project. So, each time you confirm an addition or change (by clicking on an *OK* or a *Next* button), the Program recreates all the parts in other pages in the project that are affected by the new part. This feature keeps the website preview updated and if you click on the *Preview* to check your progress, you'll see all the additions/changes immediately.

- **Max number of simultaneous processes:** means you can define the number of processes (or "Threads") that the Program starts, and that

will be carried out simultaneously by the computer.

> ⚙ **What is Multithreading?**
>
> It's a technique whereby one process is divided into several, smaller processes which are carried out at the same time. Obviously, you computer has to be able to handle this. The **Multithreading** feature makes the most of the computer's calculating power, making it work on several threads at the same time. Thanks to this technique, programs such as % PRODUCT%>, that have been developed to spread the work load over a number of different threads, can noticeably improve performance.
>
> You need to correctly evaluate your computer's hardware capacity to be able to take full advantage of Multithreading. Try starting with 5 simultaneous processes and gradually increase this value until you don't notice any further significant improvements in performance.

Finally, the *Local Preview WebServer settings* options handle the correct display of website previews:

- **Port:** is the port that WebSite X5 tells its local web server to watch so that the website previews are displayed correctly.

- **IP Address:** is the IP address that WebSite X5 tells its local web server to keep an eye on so that the previews of your website come up as you expect them to. The default value for the IP address option is 127.0.0.1 which always identifies the local (your) computer. Most people won't need to change this value.

> ⚠ We advise you not to change the values that you find already set for the *Port* and *IP Address* options, unless you are absolutely sure of what you're doing.

Reference: The commands in the Web Font window

You can use the commands in this section to create and display the list of fonts that can be used in the projects to format all types of text: contents,

button labels, field labels, etc.

The commands for working on the projects' web font list are:

- **Add:** this opens the *Add web fonts* window where you can add a new web font to the list.

- **Remove:** this removes the selected web font from the list.

The fonts in the list all have an icon next to them that makes it easy to recognize what type of font they are:

Google Fonts: fonts added from the *Preferences | Web Font* window of WebSite X5 and linked to Google's server.

Web Fonts: fonts added from the *Preferences | Web Font* window of WebSite X5 and published on the website's Internet server.

Safe Fonts: fonts that are present on practically all devices and so do not require any publication.

2.2.1 The Add web fonts window

The **Add web fonts** window opens when you click on the *Add* button in the *Preferences | Web Font* window, and it contains the options for adding a new web font to the list of those that can be used in the project.

Reference: The options for adding Web Fonts

First of all, you have to decide how the web fonts are to be integrated in the project:

- **Google Font:** you can choose to use web font files directly from Google's server and they are referenced in the CSS stylesheets of your website pages.

- **Web Font:** the web font files are on the local computer and published on the Web server.

Whether you decide to use a Google Font or integrate a web font in your project, you will need to import the following:

- **TTF File for offline display:** this is the file in TrueType (TTF) format that is necessary for displaying the font locally. With this file, WebSite X5 can use the font as though it were installed in the computer's operating system and so propose it in the text editor and in any other place where it is possible to indicate the font type to be used for a text.

If you use a Google Font, you will also need to specify:

- **@Import Code:** this is the code, provided by Google, that references the font in the CSS stylesheets of the website pages.

If you use a web font, you should also import:

- **WOFF File (recommended):** this is the font file in WOFF format. This format is supported by Internet Explorer, Mozilla Firefox and Google Chrome.
- **SVG File (iPhone/iPad):** this is the font file in SVG format. This format is supported by Mozilla Firefox, Safari, Google Chrome and Opera.
- **EOT File (IE only):** this is the font file on EOT format. This format is only supported by Internet Explorer.

Because the main browsers do not all support web fonts in the same way, as well as the TTF file (obligatory), you should also import the WOFF, SVG and EOT files for the fonts you want to use.

Chapter

3

Step 0 - Project Selection

After you have started WebSite X5 and seen the Welcome Page, you can go to the Project Selection window, where you have to indicate the project you want to work on.

You can choose:

if you want to create a new project;

or if you want to work on one that you have already created.
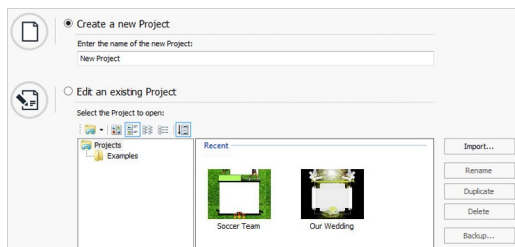
Reference: Commands in the Project Selection window

- **Create a new Project:** choose this option if you want to start work on a new project. First of all, you have to give the new project a name: type a name in the field below. You can save the project by clicking on the *Save* button, which is always present in the top button bar.

  ⓘ You don't need to specify a path when you save a project because the program takes care of that by saving all your projects in the *Projects folder* which is defined in the *Preferences* window.

- **Edit an existing Project:** this option lets you open an existing project, so that you can add new contents to it or make any necessary changes. All the names of existing projects are shown in a list. There are a

number of choices available for selecting and opening the project you want to work on, and they are:

Organizing the Project Folders

If you decide to display the list of project folders, you can create subfolders to better organize how your projects are stored.

When you have the project folders on display, you can call up the menu with the available commands by clicking on the arrow next to the button:

Show Project Folders: displays the project folders. It has the same effect as clicking directly on the button.

New: creates a new subfolder.

Rename: you can change the name of the selected subfolder.

Delete: deletes the selected subfolder.

> ? If you decide to display the list of project folders, you can create subfolders and move projects into them, if you want to re-organize how your projects are stored.
>
> If you deselect project folder display, the list will show only the projects in the subfolder that is currently open.

Display Large icons - Display Titles - Display List - Display Details

These options define how the project previews are displayed.

Display Groups according to last edit date

This option groups and displays the projects according to their last edit date.

Use the follow ing commands to organize your projects:

- **Import...:** this command imports a project that has been created and exported (see *Export the Project*) w ith WebSite X5 from another computer.

- **Rename:** use this command to change the name of the selected project. You can also click tw ice on a project name to change it.

- **Duplicate:** makes a copy of the selected project.

- **Delete:** deletes the selected project.

- **Backup...:** opens the *Backup Management* w indow so that you can restore a backup copy of the selected project.

3.1   The Backup Management window

You can use the commands in this w indow to organize the backup copies of your project. You reach this w indow by clicking on the Backup... button in *Project Selection*.

Reference: Commands in the Backup Management window

All the backup copies for the project you are w orking on are listed in the *Backup List*: if you w ant to identify them more clearly, you can rename them. They are listed in order of their date and time of creation.

The commands for creating and restoring backup copies are:

- **New Backup:** this creates a new backup copy of the current project. A backup copy is generated automatically and added to the *Backup List.* You can rename it, so you can identify it more easily.

- **Redo:** this restores the backup copy selected from the various copies in the *Backup List*.

- **Rename:** you can rename the backup copy selected from the *Backup List*. You can also click tw ice on a name in the list to carry out this command.

- **Remove:** this command removes the selected backup copy from the

Backup List.

The following option is also available:

- **Create a Backup Copy before restoring the Project:** this automatically creates a backup copy of the project you are working on in its current state, before restoring the last backup copy to be generated.

4

Chapter

Step 1 - General Settings

4.1   General Settings

This is the first window of Step 1. The information you enter in the various fields of this window set the basic parameters for the project you are working on.

Important information such as the project title, the URL (website address) and the language to be used and codes is entered in this window. You can choose whether to enter this information immediately or do it later.

The following options are available:

- **WebSite Title:** enter the title you want to give your website in this field. The title will be shown in the browser's title bar when your website is published on the Internet. It's obviously an important parameter because it allows visitors and search engines to correctly identify your website.
  The default entry in this field is the name you have given to the project (see *Project Selection*) and you can change it at any time: you may decide on a better name, or you may want to change it to try and improve optimization.

- **WebSite Author:** enter the name of the person, business, club, etc who is to appear as the author of the website. The author's name appears in the `<author>` meta tag of all the website pages' HTML code, and it is the electronic equivalent of signing the work that has been done.

- **WebSite Address (URL):** enter the URL address (for example http// www.mysite.com) where the website will be located when it is published on the Internet. This information is essential for RSS feeds, the e-commerce shopping cart and the SiteMap to work correctly (this latter is created automatically by the Program and linked to the various website pages).

- **WebSite Description:** enter a short description of the website in this field. Make sure the description is concise and to the point because it will be added to the `<description>` meta tag in the HTML code and analyzed by search engine spiders to include your website in search results.

> The *WebSite Description* that you enter in this field is automatically associated with the website's Home page.
> You can, however, improve website optimization by associating a description and a list of keywords with each page (or, at least, to the most important ones). To do this, go to *Sitemap Creation*, select the page to work on and click on *Properties*....

- **Content Language:** enter the language you want to use for your website in this field. All the text that is entered automatically by the Program will be shown in the language you choose here: links to built-in anchors, labels for the E-mail Form Object, labels and text for the e-commerce shopping cart, text in the website's Map.

> If you want to change the text that the Program enters automatically, or you want to add a new language, click on the button and use the options in the *Language Content Management* window.

- **WebSite Icon:** enter the name of the icon (a .ICO, .PNG, .GIF or .JPG file) to associate with the website's pages. This icon will be displayed to the left of the URL in the Internet browser's address bar.

> Icons associated with websites are often referred to as *favicons* (from *favorite icons*). You can use images in .ICO, .PNG, .GIF and .JPG formats. Files in .ICO format are imported as they are, whereas if you use files of any size in .PNG, .GIF and .JPG format WebSite X5 automatically creates a copy in .PNG format at 16x16 pixels and uses this copy as the favicon.

4.1.1 The Language Content Management window

This window opens when you click on the button of the *Content Language* option in the *General Settings* window. You can work on the text that the Program enters automatically, such as links to built-in anchors, the buttons in the Gallery Object, the labels in the E-mail Form Object, labels and text in the e-commerce cart, text in the website's Map.
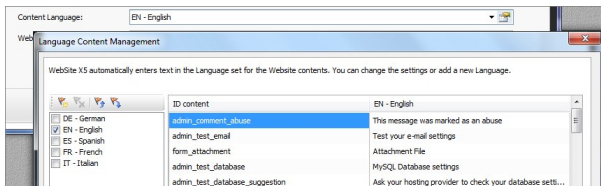
The *Language Content Management* window shows the list of available languages on the left and a table with the translations in the various languages on the right. The first column of the table gives indications of whereabouts in the Program the various items are used. Then there is column for each active language (i.e. selected from the list of available languages). You can work directly on this table to edit items.

The *Language Content Management* window shows the following buttons:

Add a new Language: enter the name of a new language to add in the dialog box. You must use the format "ID - LanguageName", for example "EN - English".

Remove the selected Language: this will remove the selected language from the list.

Import a new Language: this imports a new language, saved as a .XML file, and adds it to the list of available languages.

Export the selected Language: this exports the language selected from the list to a .XML file.

In addition to these commands, you also have the *Search* field, where you can search for Content IDs and terms entered in the various languages: this makes it easier to find a specific item you want to work on.

> The *Export the selected Language* and *Import a new Language* options are useful when you want to save translations in a particular language in a .XML file and use it on another computer.

4.2   Default Template

One of the keys to a successful website is an attractive appearance. First impressions count, and new visitors' opinions on your website will be largely influenced by its graphic layout, before they even start to look through the contents. A well thought-out and professional-looking design gives the impression of a good quality site that is worth looking at.

In WebSite X5, the template that defines the graphic appearance of the website is an integral part of the project. This means that, when you start a new project, a default template is already associated with it. Obviously, you are free to change the proposed layout of your website by replacing the automatically assigned template with a Default Template, a template chosen from the Custom Library or with a New Template created from scratch.

It is in this *Template selection* window that you can change the look of your website, choosing from:

Default Template: this option takes you to a library of over 1.500 ready-to-use graphic templates. Just select the one that is right for your website and apply it to the project.

Custom Library: this option shows you the library of the templates that have already been created and saved. Again, select the one you like best to apply it to your project.

New Template: choose this option to cancel all the current settings of the project's template and start again from scratch to create a new one.

Once you have made your choice, click on the *Next* button to open the *Template Style* window: now you can start changing the default template or custom template you have selected, or begin creating a brand new template.

> You can change your project's template at any time, simply by selecting a different template from the default/custom library or starting a new one from scratch. The changes you made to the original template will not be saved. If you want to save the changes to the original template, save it first in the *Custom Library*

before applying a new template to your project.

(?) All the default templates are optimized to be displayed at 1024 x 768 pixels. If you want to use a different resolution, use the Template Structure.

4.2.1   Default Template

The easiest and quickest way to define a graphic template for a project is to choose one that is close to what you want from the library of **Default Templates**.

The library that WebSite X5 offers you initially contains 1.500 templates: they are all complete and have been designed specifically to help you create sophisticated and professional websites. What's more, they're free! But that's not all - this library is constantly being updated with new templates, to give you even more choice. Updates are provided by both Incomedia and its affiliated authors. In some cases, the updates must be purchased, but often they are free.

Once inside WebSite X5 you can display a preview of all the available default templates, but not all of them are actually installed with the program. Ther latest additions to the library, and templates that can be downloaded free of charge and those that have to be purchased can be easily recognized by the ribbon shown next to them.

Most of the Default Template window is dedicated to displaying the available templates. You can use the following commands to filter the templates on display, if this makes it easier for you to choose which one you want to use:

| All Categories ▼ | **List of Categories** |
| | This option shows a list of the various categories in which the templates are organized, so you can choose which ones to display. The first items in the list refer to the *Highlighted*, *For sale* and *Licenced* templates. The theme templates follow. |

Horizontal Menu ▾	**Menu**

Menu
This option filters the templates according to the type of menu they propose, so you can choose to display templates with either horizontal or vertical menus, or both.

Show Small Previews - Show Medium Previews - Show Large Previews
These options define the way in which template previews are displayed.

Update
The template list is updated automatically when the program starts: you can use this command to force the update while using the Internet.

When you select a template from the list, a preview of it is shown in the preview window. If the selected template is for sale, the description includes its price and the *Buy now* button. You will need to have enough credits and be connected to the Internet to complete the purchase.

If you select a template from the list that is free of charge, or that you have already purchased but not installed, it will be downloaded automatically and applied to the current project.

⚠️ You need to be connected to the Internet to:
- Display previews of all the available templates. If Internet is not active, only the templates installed with the program will be visible in the preview window.
- Install a new, free-of-charge, template.
- Buy and install a new template.

4.2.2 Custom Library

With WebSite X5, you can obtain excellent high-quality layouts whether you customize a default template or create a new one from scratch. It's very simple to save templates of these types in a library of custom templates, so that they can be used again in other projects.

The ways of displaying the Custom Template Library, and the commands available for working on it, are the same as those for default templates:

Horizontal Menu ▾	**Menu**
	This option filters the templates according to the type of menu they propose, so you can choose to display templates with either horizontal or vertical menus, or both.

🔳 🔳 🔳	**Show Small Previews - Show Medium Previews - Show Large Previews**
	These options define the way in which template previews are displayed.

The following commands are available for working on the templates:

- **Add:** this command saves the template you are using with the current project, with all its settings, in the Custom Template Library.
- **Rename:** use this command if you want to rename a template. You can also rename a custom template by clicking twice on its name.
- **Remove:** this command deletes the selected template.
- **Import...:** this command imports a new template (a .IWTPL file) that has been created with WebSite X5 and exported.
- **Export...:** this command exports the selected template (a .IWTPL file) to the specified folder. It can then be shared and used on other computers.

4.2.3 Template Style

When you have decided whether to use a default template, a custom template or create a new one, you can make all the changes you want to the template's structure and define the graphic style of each element in the layout of the website pages: the navigation menu, texts, Show Box windows, Tips, etc.

The options are:

Template Structure
This option defines the template's structure and you can indicate size, where the navigation menu is to appear, the margins and alignments.

Text Style
This option defines the styles for each of the text elements in the website pages.

Main Menu Style
Here you can design the style of the main menu, which appears either along the top or down the side of every page and helps visitors find their way around the website.

Drop Down Menu Style
You can define the style of the drop-down menus (menus that appear when the mouse is moved over an item in the main menu).

Page Menu Style
You can define the style of the page menu. Page menus list the various pages in at particular level.

Tooltip Style
You can define the style of the Tips that may be associated with the Link.

ShowBox Style
Here you can define the style of the ShowBox window, which is where zoomed photos, videos or slideshows are displayed.

E-mail Style
This option lets you define a style for the e-mails that are generated when you use the E-mail Form Object or create a Shopping Cart.

(?) For more information on creating the website Map and the

4.2.3.1 Template Structure

When you want to define the graphic appearance of a website, WebSite X5 lets you choose a default template, a custom template or a completely new one. Whatever method you choose, you can use the options in the *Template Structure* window to make all the changes you want to a default or custom template, or to create your new template from scratch.

To make your work easier, the *Template Structure* window offers a *Preview* that shows a graphic representation of the page. You can choose which section of the page to change from the list, or click on a part of the preview to edit it and see the changes appear in the preview as you make them.
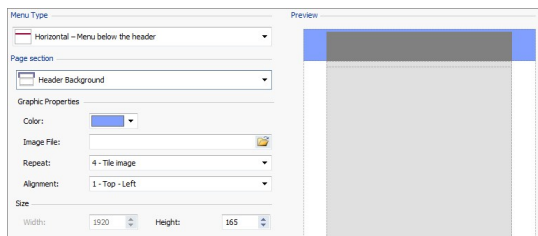
Reference: Menu type options

Before you start creating a custom template, you have to specify the **Menu Type**, which defines where and how the navigation menu will be displayed in all the website pages. The options are:

Horizontal – Menu above the header

Horizontal – Menu below the header

Horizontal - Menu inside the header

Vertical - Menu on the left

Vertical – Menu on the right

Reference: Page section options

When you have chosen the menu type you have to select the **Page section** that you want to work on. Pages are divided into the following sections:

Page Background: this is the area surrounding the page. It's on view when the browser's window has a higher resolution than that set for the actual website.

Header Background: this is the part of the *Page Background* which is behind the *Header*.

Header: the header is at the top of the page. It normally contains mostly graphic elements, and is the ideal place for the website's title and subtitle, a company logo, search fields, service menus with links to such elements as the website's map and the website language choice.

Menu: this is where the fixed navigation menu appears. This menu displays the first-level choices available, which appear in exactly the same way on every page of the website. This section will be either at the top, bottom, left or right of the page, depending on the menu type you have previously chosen.

Page Contents: this section contains the actual page content and any submenus, if you have them.

Footer: this section is at the bottom of the page and, like the header, is mainly graphic. It visually closes the page. It is often used for placing notes, disclaimers, copyright indications, VAT numbers, e-mail addresses, etc.

Footer Background: this is the part of the *Page Background* that is behind the *Footer*.

If you set the *Header Background* or *Footer Background* as

> *Transparent*, they will be treated as part of the *Page Background* and will have exactly the appearance. If they aren't *Transparent* then the *Header* and/or *Footer* will be shown as strips that cover the whole width of the browser's window.

Reference: Page section graphics properties

You can set the following **Graphic Properties** for all the various page sections:

- **Color:** indicates the color to use for the background.
- **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background. You can also have Flash animation (.SWF) in the *Header* or *Footer*.
- **Repeat:** this indicates whether the background image is to be repeated. Images can be repeated horizontally, vertically, or in both directions so that it takes up all the available space. If you are working on the *Page Background* the image can be resized so that it covers the entire background. In this case, the original proportions may not be maintained.
- **Alignment:** indicates how the image is to aligned in the particular page section.

The following option is also available for the *Page Background*:

- **Fixed Background:** if you select this option, the page's background image is fixed, even when the page contents are scrolled.

Reference: Page section sizes

You can set the **Size** for some of the page sections.

The following option is available for the *Header* and *Horizontal - Menu inside the header*:

- **Width:** gives the width in pixels of the selected page section. The value of *Width* for vertical menus is by default 960 pixels for the *Header* section and 120 pixels for the *Menu* section, and both values can be changed. The value of *Width* for horizontal menus placed above or below the heading that is set for the *Header* is also used for the *Menu*,

Page Contents and *Footer*.

> ❓ The default value of the *Width* is calculated for a website that is optimized for a display resolution of 1024x768 pixels.

The following option is available for sections, apart from the *Page Background* and *Page Contents*:

- **Height:** gives the height in pixels of the selected page section.

The following option is only for the *Page Contents* section:

- **Minimum Height:** gives the minimum height in pixels that the page contents section must have, regardless of the height of the contents that are added.

Finally, if you have chosen the *Horizontal - Menu inside the header* option for *Menu Type,* the following options will be shown in the *Menu* section:

- **Offset X:** this value indicates by how many pixels the menu must be moved left/right with respect to the heading.
- **Offset Y:** this value indicates by how many pixels the menu must be moved up/down with respect to the heading.

> 👆 With all these options available, there are practically no limits to the size and position of the horizontal menu inside the heading, making it possible to obtain extraordinary results.

Reference: Page section content properties

You can define **Content Properties** for some page sections.

The following option is available for the *Page Background*, *Menu* and *Page Contents* sections:

- **Margins:** gives the value in pixels of the margins (the empty space between the edge of the section and its contents).

This option is available for the *Page Background* and *Menu* sections:

- **Alignment:** for the *Page Background*, it specifies how the page is to be aligned in the browser's window; for the *Menu* it specifies how the

menu buttons are to be aligned w ith respect to the page.

(?) The actual w idth of the w ebsite pages is given by the w idth of the *Page Contents* section (that depends on the w idth of the *Header*), minus the left and right margins.

(👆) You can add text, pictures, Flash animation, slideshow s, search fields and links to the template's header. The options are show n in the *Template customization* w indow , w hich you can open by clicking on the *Next* button.

4.2.3.2 Text Style

The commands in this w indow can be used to define the style of the various texts that appear in the w ebsite.

A style can be generally defined as a series of indications for formatting text and graphics that are applied to an element to change its appearance. Using Styles and Models, you can include several different formats in a single operation.

First of all, you have to choose the **Page Item** you w ant to define a style for. Select it from the drop-dow n menu or click on the preview .

The various page items you can apply a style to are:

Abc **Page Title:** this is the title in the w ebsite pages. It is taken from the name given to the page w hen the w ebsite Map is created in the *Sitemap Creation* w indow , or, if otherw ise specified, from the *Extended Page Title* in the *Page Properties* w indow .

Path> **Page Path:** this is the text that appears immediately below the page title, and it show s the path to this page in the w ebsite ("breadcrumb navigation"). The Program adds the path automatically.

A≡ **Page Text:** this is the text of the single paragraphs that are added using the Text Object. The style indicated here is

applied by default to text entered in the Text Object editor. When the style is changed, all the texts to which it has been applied are automatically updated. You can use the editor's commands to make further changes and customizations, which can always be deleted with the button *Reset Format*.

The default page text style is also applied to text that is added automatically by the Program, such as pages in the Members' Area, the Blog, the built-in search engine and the website Map.

abc abc abc **Active Link / Mouseover Link / Visited Link:** these options refer to hypertext links created with the Text Object. A link can change its appearance according to its state: active, on mouseover, already visited. Changing a link's style according to its current state helps the visitor to navigate the website, reminding him which parts he has already seen.

abl ab **Field / Button:** these are the fields and buttons that are created with the E-mail Form Object or the e-commerce shopping cart, as well as being elements of search fields (see *Template customization | Insert Search Field*), the login/logout fields of the Members' Area, etc. When you create a new E-mail Form Object the fields in it take on the style defined here by default. You can subsequently change the style in the new e-mail form using the options in the *E-mail Form Object | Style* section.

Menu **Footer Menu:** this menu repeats the items of the main menu and displays them at the bottom of every page.

If you select *Page Item*, you can work on the options in the *Style* section to change the style:

▪ **Visible:** you can decide whether the selected page item is to be visible or not. This option is not available for the Page Text or the various states of links, fields and buttons which cannot be invisible. Making an item

invisible does not mean removing it from the page. It simply means that the item will not be visible when the page is published. You may want to make the *Page Title* invisible, for example, because you prefer to add a picture rather than text, but this does not mean the the `<title>` tag will be deleted from the HTML code.

- **Background Color / Text Color:** you can choose the color for the background and the text of the selected page item. You cannot choose a background color for the *Page Text* because this depends on the chosen template (see *Default_Template* or *Template_Structure*) and/or the *Cell Style* that the Text Object has.

- **Font Type:** specifies the font, style and size to use for the text.

- **Alignment:** you can decide how to align the element in the page: it can be *Left, Center* or *Right*. This option is not available for fields, buttons or links because hypertext link alignment is defined when the Text Object is created, regardless of the style.

- **Text Style:** this option is only available for the links in their various states (visited, etc) and it can be *Normal* or *Underlined*.

- **Pointer:** this option is available only for the *Active Link*, and it is automatically assumed by the other two link states. You can specify the style on mouseover. Click on 🖼 to select a .CUR, .ICO or .ANI file to use.

- **Border Color:** you can specify the color of the borders that the *Page Title*, *Page Path*, *Field*, *Button* and *Footer Menu* can have.

- **Rounded Corners:** you can indicate how rounded the corners of the *Field* and *Button* are to be, and you can specify the value for each corner separately.

- **Drop Shadow:** you can apply a shadow inside the *Field*, specifying its color, position, diffusion and size.

- **Horizontal Margin:** you can specify the horizontal margin of the *Page Title*, *Page Path* and *Footer Menu*.

4.2.3.3 Main Menu Style

In this window you can design the style of the buttons in the first level of the main menu.

Menus are created and updated automatically by the program according to the website's map designed in *Step 2 - Sitemap Creation*. The main menu displays the first level items of the website map that are used for the site's navigation menu. If you have chosen a menu structure with horizontal menus, the main menu appears immediately above, below or inside the header on every page. If you have chosen a menu structure with vertical menus, the main menu is shown down the side of the pages, either on the left or the right of the page contents.

The commands for customizing menu buttons are organized in the following sections: *General*, *Menu Items* and *3D Style*.

Reference: Commands in the General section

You can use these commands for give some general settings for the main menu.

The options in the *Style* section are:

- **Width:** you can set the width in pixels of the buttons for the menu items.
- **Margin:** you can specify the horizontal and vertical margins in pixels (the space between the button border and the text in the button).
- **Distance between Buttons:** you can specify the outer margin in pixels (the space between each button).
- **Enable Auto-scrolling:** select this option if you want the navigation menu to scroll with the page contents, so that it is always visible.

> ❓ When you define the width of the buttons, take into account the overall space available for this menu: this parameter can be changed if you are not using a default template (see *Template Structure*.

The options in the *Text* section are:

- **Font Type:** specifies the font, style and size to use for the text.

- **Alignment:** you can specify how you want the text to be aligned in the button: to the *Left*, in the *Center* or to the *Right*.

- **Display:** you can decide whether the text in the buttons is to be entered as normal text, saved as part of the background image, or if you want to use anti-alias text (for smoother edges) and then save the text as part of the background image.

> ⚓ If the text in the buttons is entered as normal text, it can be read by browsers and search engines; if it is entered as an image, you can use any type of font.

You can use the options in *Optional content* to create a custom Object to place before or after the menu buttons:

- **HTML Code:** type in the HTML code of the object you want to create. The toolbar offers the following commands:

  ✂ 📋 📋 **Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]**
  These options cut, copy and paste the selected text.

  ↶ ↷ **Cancel [CTRL+Z] - Redo [ALT+CAPS+BACKSPACE]**
  These commands undo/restore the last operation to be carried out/undone.

  📄▾ **Insert Widgets**
  This option inserts the code of the selected widget: click on the arrow next to the button to display the complete list of available widgets.

- **Position:** you can specify where the new object is to be placed with respect to the menu buttons: *Top* or *Bottom* for vertical menus, *Left* or *Right* for horizontal menus.

- **Size:** you can specify the *Width* and *Height* in pixels of the new object. Leave the *Keep Ratio* selected to keep the ratio between width and height.

> 💡 Thanks to the *Optional content* feature, you can now add new objects to the part of the page that was previously occupied by

only the navigation menu: adding a Google AdSense™ box to the bottom of a vertical menu, for example, could prove to be a w inning strategy because it may encourage visitors to click more often on the adverts.

Reference: Commands in the Menu Items section

You can use the commands in this section to define colors, background images and text styles for the various states of the main menu buttons.

First of all, select the **Menu Item** you w ant to w ork on: you can define the style of the ab *Menu Item*, of the *Item on mouseover* and of the ab *Item for Current Page*. You can select a menu element from the drop-dow n menu or you can w ork directly on the *preview*, w hich is kept constantly up-to-date w ith any changes you make.

The options in the *Style* section are available for all menu items:

- **Background Color / Text Color / Border Color:** you can define the color for the background, text and button border.

- **Background Image:** you can specify the image to use as a background for the button. Click on the to brow se through the available files (in .JPG, .GIF or .PNG format) to select an image. Or click on the arrow next to the field to open the button library and select the image you w ant to use from there.

- **Font Style:** this option defines the style of the button's text for the *Menu Item* item: it may be *None, Inset, Raised,* or *Drop shadow*. The *Item on mouseover* and *Item for Current Page* items automatically assume the setting of the *Menu Item* item: you can also add one of these styles: *Normal, Bold, Italics, Bold Italics*.

The follow ing option applies only to the *Item for Current Page*:

- **Use the same settings as the Mouseover state:** the *Item for Current Page* w ill have the same settings as *Item on mouseover*: if you don't select this option, the states can be given different settings.

Reference: Commands in the 3D Style section

You can use the commands in this section to define 3D-effect buttons.

The following options are available in the *Shape* section:

- **Shape:** choose a button shape from those available.
- **Corner Radius:** specify how accentuated the beveled corners of the buttons are to be (for shapes with rounded corners).
- **Merge Button Shape:** merge the buttons together so that the selected shape is applied to all of them.

The following options are available in the *3D Format* section:

- **Graphic:** you can define the look of the button as *Flat, Flat Pillow, Bevel*, etc.
- **Light Direction:** you can define the direction of the light effect on the button.
- **Gradient Factor:** you can set the amount of shading for the button.
- **Image Opacity:** you can specify the degree of transparency of the images that are added to the buttons in the *Menu Items* section.

The *3D Border* section has the following options:

- **Border Style:** you can define the button borders as *Normal, Bevel* or *Inset*.
- **Outer Width / Inner Width:** you can specify the outer and inner thickness of the button's border.
- **Outer Border only:** if you select this option, your preferences will be applied to the border surrounding all the buttons and not to just one single button.

4.2.3.4 Drop Down Menu Style

The commands in this window are used to define the style of drop-down menus.

Menus are created and updated automatically by the program according to the website's map designed in *Step 2 - Sitemap Creation*. Drop-down menus are shown when the mouse passes over an item in the main menu.

The commands are organized in the following sections: *General*, *Menu Items* and *3D Style*.

Reference: Commands in the General section

You can use the commands in this section to give some general settings for drop-down menus.

You first have to indicate the **Menu Type** that you want, which may be:

Arrange in one column: all the items on the drop-down menu appear in a single column, one after the other.

Arrange in multiple columns: the items in the drop-down menu appear in several adjacent columns. A new column is added automatically when:

- the number of items in the menu reaches or is greater than the value of *Max Items per Column*;
- the page list has a separator in it (see *Sitemap Creation*).

If you have chosen a vertical menu in the *Default_Template, Custom Library* or *Template Structure* windows, you can also select:

Vertical Accordion: all the items in the drop-down menu appear in a single column: when you click on an item, all the items below move down to leave space to display a new list of previously-hidden items, that relate to the one you have selected.

When you have selected the *Menu Type,* you can work on the options in the *Style* section:

- **Width:** you can set the width in pixels of the buttons for the menu items.

- **Margin:** you can specify the horizontal and vertical margins in pixels (the space between the button border and the text in the button).

- **Max Items per Column:** this option is only available for the *Arrange in multiple columns* menu type. You can specify the maximum number of items for each column in the drop-down menu.

The options in the *Text* section are:

- **Font Type:** specifies the font, style and size to use for the text.

- **Alignment:** you can specify how you want the text to be aligned in the button: to the *Left*, in the *Center* or to the *Right*.

Finally, the *Options* section has these choices:

- **Effect:** you can specify the display effect for drop-down menus, choosing *None, Fade, Drop Top, Drop Left* or *Drop Top Left*.

- **Automatically select the current Page:** this option is only available for the *Vertical Accordion* menu type. the drop-down menu is automatically expanded and the page you are looking at is shown as selected in the menu.

Reference: Commands in the Menu Items section

The commands in this section are for defining the colors, background images and text style of the various states of the buttons in drop-down menus.

First of all, you have to select the **Menu Item** to work on: you can specify the style of the 🔲 *Menu Item*, 🔲 *Item on mouseover* and 🔲 *Separator*. You can select a menu element from the drop-down menu or you can work directly on the *preview*, which is kept constantly up-to-date with any changes you make.

The options in the *Style* section are available for all the menu items:

- **Background Color / Text Color / Border Color:** you can define the color for the background, text and button border. The *Separator* item only has the *Text Color* option.

- **Font Style:** you can define the text style for the *Item on mouseover* and

Separator items as *Normal*, *Bold*, *Italics* and *Bold Italics*.

- **Background Image:** this is only available for the *Menu Item* and *Item on mouseover* items, and you can specify the image to use as a background for the button. Click on the 📁 to browse through the available files (in .JPG, .GIF or .PNG format) to select an image. Or click on the arrow next to the field to open the button library and select the image you want to use from there.

- **Bullet Icon:** you can specify the image to use as bullets for lists of buttons and separators. Click on the 📁 and select a .JPG, .GIF or .PNG file.

Reference: Commands in the 3D Style section

You can use the commands in this section to define 3D-effect buttons.

The following options are available in the *Shape* section:

- **Shape:** choose a button shape from those available.
- **Corner Radius:** specify how accentuated the beveled corners of the buttons are to be (for shapes with rounded corners).
- **Merge Button Shape:** merge the buttons together so that the selected shape is applied to all of them.

The following options are available in the *3D Format* section:

- **Graphic:** you can define the look of the button as *Flat, Flat Pillow, Bevel*, etc.
- **Light Direction:** you can define the direction of the light effect on the button.
- **Gradient Factor:** you can set the amount of shading for the button.
- **Image Opacity:** you can specify the degree of transparency of the images that are added to the buttons in the *Menu Items* section.

The *3D Border* section has the following options:

- **Border Style:** you can define the button borders as *Normal, Bevel* or *Inset*.

- **Outer Width / Inner Width:** you can specify the outer and inner thickness of the button's border.

- **Outer Border only:** if you select this option, your preferences will be applied to the border surrounding all the buttons and not to just one single button.

4.2.3.5 Page Menu Style

This window gives you the commands for defining some advanced settings for the buttons in page menus.

Menus are created and updated automatically by the program according to the website's map designed in *Step 2 - Sitemap Creation*. The page menus are optional, and they show a list of the pages in the current level. In other words, if you open a page in a level, and this contains other pages, the page menu shows the list of all the pages in that level. Page menus are always vertical, and may be displayed on the left or right of the page contents.

The commands for customizing buttons in the page menus are organized in the *General* and *Menu Items* sections.

Reference: Commands in the General section

You can use the commands in this section to define some general settings for the page menu.

If you want to display a page menu that includes all the pages in the current level, you have to select the **Show Page Menu** option.

When you have done this, you can work on the options in the *Style* section:

- **Menu Position:** choose whether you want the page menu to be displayed on the left or right of the page.

- **Width:** you can set the width in pixels of the buttons for the menu items.

- **Margin:** you can specify the horizontal and vertical margins in pixels (the space between the button border and the text in the button).

- **Distance between Buttons:** you can set the value of the outer margin,

in pixels (the space betw een one button and another).

The options in the *Text* section are:

- **Font Type:** specifies the font, style and size to use for the text.
- **Alignment:** you can specify how you w ant the text to be aligned in the button: to the *Left*, in the *Center* or to the *Right*.

Finally, in the *Border* section, you can create a border around the page menu (not the single buttons) and w ork on the follow ing options:

- **Thickness:** the thickness of the borders (each one may be defined separately).
- **Color:** the color of the borders (again, each border can be colored separately).
- **Rounded Corners:** how rounded the corners are (each one can be defined separately).
- **Drop Shadow:** a shadow , specifying its color, position, diffusion and size.

Reference: Commands in the Menu Items section

You can use the commands in this section to define the style of the items in the page menus.

First of all, select the **Menu Item** to w ork on: you can define the style of the ab *Menu Item*, Ab *Item on mouseover*, Ab *Separator* and ab *Separator Line*. You can select a menu element from the drop-dow n menu or you can w ork directly on the *preview*, w hich is kept constantly up-to-date w ith any changes you make.

- **Background Color / Text Color / Line Color:** you can choose a color for the background and text of the *Menu Item*, *Item on mouseover* and *Separator*, and the color of the line for the *Separator Line*.
- **Bullet Icon:** this option is for the *Menu Item*, *Item on mouseover* and *Separator* items, and it lets you import a .JPG, .GIF or .PNG file containing the image to use as a bullet next to the items in the menu page.
- **Font Style:** this option is for the *Item on mouseover* and *Separator*, and

you can set the text as *Normal*, *Bold*, *Italics* or *Bold Italics*.

- **Line Style:** this option is only available for the *Separator Line* item, and it is used to define the line style, which may be *Solid, Dash, Dot, Inset* or *Raised*.

4.2.3.6 Tooltip Style

The commands in this window are used to define the style of the Tooltips that are associated with links that are added to text and images with the *Link* command. A Tooltip is a short text that appears in a balloon when the mouse passes over a link: it should explain what will happen the the link is clicked.

You can start defining Tooltips with the options in the *Style* section:

- **Tooltip Position:** choose whether you want the Tooltip to be displayed on the *Left, Right, Top* or *Bottom* of the link.
- **Effect:** you can specify an entry effect for the Tooltip, which can be *None*, *Fade* or *Alternate*.
- **Background Color:** you can choose the color for the Tooltip background.
- **Show Tail:** you can add an arrow to the balloon that points towards the link that the Tooltip refers to.

The options for the *Text* are:

- **Text Color:** you can choose a color for the text of the Tooltip.
- **Font Type:** specifies the font, style and size to use for the text.
- **Alignment:** this indicates how the text is to aligned in the Tooltip: to the *Left*, in the *Center*, or to the *Right*.

The options for the *Border* are:

- **Thickness:** the thickness of the borders (each one may be defined separately).
- **Color:** the color of the borders (again, each border can be colored

separately).

- **Rounded Corners:** how rounded the corners are (each one can be defined separately).

- **Drop Shadow:** a shadow, specifying its color, position, diffusion and size.

> The style settings are valid for the entire project, and so all the Tooltips will look the same. The contents of a Tooltip (text and images) are defined in the *Link | Description* window.

4.2.3.7 ShowBox Style

You can use the commands in this window to define the style of the Show Box that is used in the galleries (see *Gallery Object*), in the Show Box Gallery link (see *Link | Action*) and in the Product Catalog Object. In all cases, the Show Box opens on a link and displays an enlarged picture, a video or a slideshow: when a visitor clicks on the link to the Show Box, the browser window is dimmed to highlight the Show Box window, which is displayed in the foreground with the selected entry effect.

The options in the *Style* section are:

- **Effect:** you can specify the entry effect for the Show Box window, which can be *None*, *Fade*, *Move from Top*, *Zoom*, *Zoom and Hide the start Image*. The *Zoom* and *Zoom and Hide the start Image* effects are very similar: the difference is that the original picture either remains visible or is hidden when it is enlarged. The *Zoom and Hide the start Image* effect is, therefore, particularly suitable when pictures are displayed in the Show Box, rather than text.

- **Outer Color / Inner Color:** you can choose the color for the background in the area outside/inside the Show Box. The color of the outer background is semi-transparent (according to the *Opacity*) settings), and is used to dim the browser window underneath.

- **Opacity:** you can specify the transparency for the outer background. Higher values lessen the visibility of the browser window underneath.

- **Buttons Style:** you can choose the graphics for the buttons which you

use to move around the pictures in the Show Box w indow .

The options for the *Text* are:

- **Text Color:** you can choose the color for the text in the Show Box w indow .
- **Font Type:** specifies the font, style and size to use for the text.
- **Alignment:** this indicates how the text is to aligned in the Show Box w indow : to the *Left*, in the *Center*, or to the *Right*.

The follow ing options are available for the *Border*:

- **Thickness:** the thickness of the borders (each one may be defined separately).
- **Color:** the color of the borders (again, each border can be colored separately).
- **Rounded Corners:** how rounded the corners are (each one can be defined separately).
- **Drop Shadow:** a shadow , specifying its color, position, diffusion and size.

4.2.3.8 E-mail Style

The commands in this w indow are for defining the style of the e-mails created in the E-mail Form Object or Shopping Cart.

First of all, you have to select the **E-mail Item** you w ant to define a style for, selecting it from the drop-dow n menu or clicking on it in the preview .

The elements of an e-mail that you can define styles for are:

E-mail Layout: the e-mails created by the Program all have an identical layout: a outer background w ith a central area for the message. You can include a border around the central area to visually separate the message from the background.

Image/Company Logo: you can add an image to the e-mail header. This could be a company logo, a banner, etc.

A≡ **Message Content:** this is the central area of the e-mail, where the message is written.

Footer Note: this is the text that ends the e-mail. It is normally a standard text and has different styles to differentiate it from the main message.

The options for each *E-mail Item* are shown in the *Style* section:

E-mail Layout	• **Background Color:** you can choose the color for the e-mail background.
	• **Border Color / Thickness:** you can define the color and thickness of the border that separates the main central area from the background.
Image/ Company Logo	• **Image File:** you can choose a picture to add to the e-mail header. Click on 🗁 to select the .JPG, .GIF or .PNG file to import.
	• **Alignment:** you can choose how the picture is to be aligned in the header: *Left*, *Center* or *Right*.
	• **Position:** you can indicate whether you want the picture placed *Inside the frame* or *Outside the frame* of the main area.
	• **Width:** the width of the original picture is shown automatically, and you can modify it. The maximum width is 700 pixels, and depends on the e-mail layout. This parameter ensures that e-mails are always displayed correctly for all recipients.
Message Content	• **Background Color:** you can select the background color of the message text.
	• **Text Color:** you can choose the color for the message text.
	• **Font Type:** specifies the font, style and size to use for the text.

Footer Note	▪ **Background Color:** you can select the background color for the text in the closing notes.
	▪ **Text Color:** you can specify the color of the text in the closing notes.
	▪ **Font Type:** specifies the font, style and size to use for the text.
	▪ **Alignment:** you can specify how the notes in the footer are to be aligned: *Left, Center* or *Right*.
	▪ **Position:** you can whether you want the closing notes to be placed *Inside the frame* or *Outside the frame* of the main area.
	▪ **Text:** you can write the text of the closing notes. A default text on the confidential nature of the e-mail is available.

4.3 Template customization

After you have chosen the template to work on (a default template, a custom template or a new template to create from scratch) in the *Template selection* window and defined the *Template Style*, you can use the features in this window to customize the header and footer even more, adding texts, pictures, Flash animations, slideshows, HTML code, search fields and links.
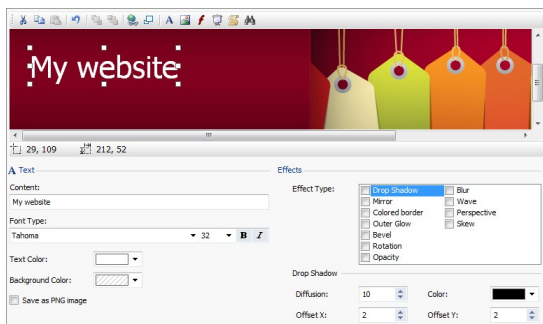
> ⑦ The commands and options for the *Header* and *Footer* are identical.

> ⚠ If you use Flash animation for the background of the *Header* or *Footer* you cannot customize it in the *Template customization* window.

Reference: The template editor

The *Template customization* window contains a graphic editor. Underneath the toolbar, you can see the background image of the header or footer of the template you have chosen (default or custom). The image is shown in a 1:1 scale, and you can scroll it, if necessary. Any changes you make with this editor will be shown in real time in the image.

There is a status bar immediately underneath the image that gives this information:

- **Position:** the x and y coordinates of the upper right corner of the selected object are displayed.
- **Size:** this gives the height and width in pixels of the selected object.

> ⑦ If, when defining the *Template Structure*, you chose the *Horizontal - Menu inside the header* option as the *Menu Type,* a gray area marked by a broken line corresponding to the size of the menu appears in the image of the '*Header*. This indication should help you to plan where to position other objects in the header.

Reference: Toolbar options

You can use the options in the toolbar to add new objects to the template's *Header / Footer* and specify some settings for them. Once an object has been added, you can select it and make changes to it using the options that appear in the box that has the object's name.

✂ 📋 📋 **Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]**
To cut, copy or paste the selected object.

🔙		**Cancel [CTRL+Z]** To undo the last action.

Bring to Front - Send to Back
To bring the selected object to the foreground or background (to show it over or underneath any other overlapping object.

Apply a Link
To create a link in the text, image or selected pictures in a slideshow. You can define the link in the *Link* window.

Position and Size
To open another window and specify the coordinates which give the position and size of the selected object. The *Keep ratio* option (active by default) maintains the object's original proportions if you should resize it.

Insert Text - Insert Image - Insert Flash Animation - Insert SlideShow - Insert HTML Code - Insert Search Field
To add text, an image, Flash animation, a Slideshow, HTML code or a search field.

A Slideshow is a series of pictures that scroll automatically one after the other. It's a useful object for creating banners (particularly for advertisements).

You can use HTML code for adding content of all kinds, even those for which there is no specific object.

The search field uses a built-in engine so that visitors can search for content within your website.

⚠ Any Flash animation or HTML code objects that you add will be visible only when the website is opened with a browser.

Reference: Options for the Header / Footer object

Click on the background image of the *Header* and *Footer* sections to select them and use the following commands:

▪ **Save as JPG image:** when you are creating your website, the text and image objects that you add to the *Header/Footer* will be merged with your background image, and it will be automatically saved as a new file in PNG format. This format has been chosen because it means any transparency settings that have been given will be maintained. If you haven't specified any particular transparency settings, you can select the *Save as JPG image* option to create a smaller background image file.

Reference: Options for the Text object

You can select a Text object in the *Header / Footer* and use the following options to work on it:

▪ **Content:** to enter or paste the text contents in this field.

▪ **Font Type:** to define the font, style and size of the text.

▪ **Text Color / Background Color:** to define the color of the text and its background.

▪ **Save as PNG image:** if this option is active, the text will not be merged with the background image of the *Header/Footer,* but instead it will be saved as a .PNG image with a transparent background. The original text is automatically associated with the .PNG image as ALT(ernative) text.

Reference: Options for the Image object

You can select an Image object in the *Header / Footer* and use the following options to work on it:

▪ **Image File:** to select the graphic file containing the image to insert. You can insert files in one of these formats: .JPG, .GIF, .PNG, .BMP, .PSD, .TIF, .DIB, .PCX, .RLE, .TGA, .WMF.

▪ **Image File on mouse over:** to select another image to use when the mouse passes over the first image. This option is useful when you want to create buttons with a clicked/released effect (mouseover).

▪ **Enable Transparency:** to make the image transparent, so that its specific color is not visible.

▪ **Transparency Color:** to specify which color in the image is to be transparent if the *Enable Transparency* option is selected. You might

find the "dripper" useful to pick out exactly the color you want directly from the image.

- **Tolerance:** to specify the tolerance factor to apply to the transparency. The higher you set the tolerance factor, the greater will be the transparent area of the image.

Reference: Options for the Flash Animation object

When you select a Flash Animation object that you have added to the *Header / Footer* section, you can work on the following options:

- **Animation File:** select the .SWF file that contains the Flash animation you want to add.
- **Transparent Background:** this option makes the animation's background transparent.

Reference: Options for the SlideShow object>

When you select a SlideShow object that has been added to the *Header / Footer* section, the following options are available:

- **Image file name:** this lists the pictures in the Slideshow, and gives the name of the file that contains each picture. It also indicates any effects and/or links that may have been associated with them. Select a file from the list to see a preview of the Slideshow. Use CTRL + click and SHIFT + click for multiple selections.
- **Add... / Remove:** Use these options to add/remove pictures to/from a Slideshow. You can make multiple selections from the Images Library.
- **Move up / Move down:** Use the up and down arrows to change the order in which the pictures appear in the Slideshow. Select a picture and press the up or down arrow to move it up or down in the Image file name list.
- **Effect...:** this option opens the *Effect Properties* window, where you can define the various entry, movement and zoom effects for the pictures in the selected Slideshow.
- **Autoplay:** this option makes the Slideshow start as soon as the website

is loaded in the browser.

- **Random View:** if you select this option, the pictures in the slideshow will appear in a random order, and not necessarily in the order they appear in the Image file name list.

- **Show Navigation Bullets:** a graphic indicator is displayed over the SlideShow that shows the user the number and/or position of the pictures that make up the image.

- **Cursor Style:** this option can be selected if you have selected the *Show Navigation Bullets* option, and you can now choose the appearance of the graphics indicator.

- **Alignment:** this option is available when you select the *Show Navigation Bullets* option, and you can choose the indicator's alignment in the SlideShow. pictures.

Reference: Options for the HTML Code object

Select an HTML Code added to the *Header / Footer* section to use the following objects:

- **HTML Code:** type in or paste the HTML code of the object you want to create. The toolbar proposes the following commands:

  Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]
  These options cut, copy and paste the selected text.

  Cancel [CTRL+Z] - Redo [ALT+CAPS+BACKSPACE]
  These commands undo/restore the last operation to be carried out/undone.

  Insert Widgets
  This option inserts the code of the selected widget: click on the arrow next to the button to display the complete list of available widgets.

- **Show Scrollbars:** this option displays the scroll bars.

61

Reference: Options for the Search Field object

When you select the Search Field object in the *Header / Footer* section you can w ork w ith the follow ing options:

- **Button Label:** you can w rite the text to be show n on the button that starts the search.
- **Font Type:** select the font, style and size for the of the text of the search button.
- **Field Colors:** you can decide on the color of the text and the background color of the search string field.
- **Button Colors:** you can decide on the color of the text and background color of the search button.

> - When you add a *Search Field* to the template's *Header / Footer* a Special Page is automatically added to the Map w ith the name "Search": you can select it and open the *Page Properties* w indow to specify its properties.
> - The results of a search inside the w ebsite are show n on pages created automatically by the Program: the appearance of these pages depends on the settings you give in the *Text Style* section of *Step 1 - Template Style*).

Reference: Options for Effects

When you select a Text, Image or SlideShow object from the *Header / Footer* you can specify various special effects for that object. The available effects are listed next to **Effect Type.**

You can select more than one effect for each Text, Image and SlideShow object. You must specify the settings for each effect:

Effect	Settings
Drop Shadow	- Diffusion: indicate how big the shadow is to be. - Color: define the color of the shadow .

	▪ Offset X / Offset Y: define the shadow's horizontal/ vertical position with respect to the object. A positive value shifts the shadow down and to the right; a negative value will shift the shadow up and to the left.
Mirror	▪ Diffusion: indicate how big the object's mirrored reflection is to be. ▪ Distance: indicate how far from the object the reflection is to be.
Colored Border	▪ Thickness: define the thickness of the object's border in pixels. ▪ Color: define the color of the border.
Outer Glow	▪ Diffusion: specify the concentration of the outer glow. ▪ Color: define the outer glow's color.
Bevel	▪ Depth: specify how accentuated the bevel is to be. ▪ Diffusion: specify the bevel's concentration. ▪ Angle: define the angle of the bevel.
Rotation	▪ Angle: specify by many degrees the object is to be rotated (clockwise).
Opacity	▪ Opacity: set a value from 0 to 255. The object's transparency increases with lower values.
Blur	▪ Diffusion: specify the concentration of the blur.
Wave	▪ Diffusion: specify the breadth of the wave. ▪ Frequency: specify how close the waves are to be to each other.
Perspective	▪ Horizontal: set the vanishing point for a horizontal perspective to the right (with positive values) or the left (with negative values). ▪ Vertical: set the vanishing point for a vertical perspective downnwards (with positive values) or upwards (with negative values).

Skew	- Horizontal: specify inclination, giving positive values to keep the base of the object still, and negative values to keep the top of the object still. - Vertical: give positive values to pull the object down from the left side, and negative values to pull it down from the right.

Chapter

5
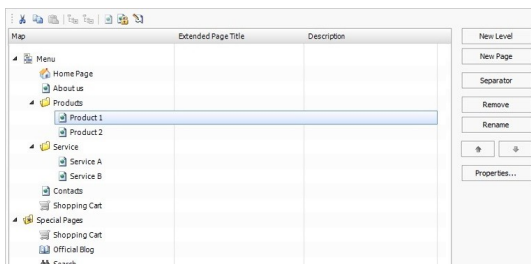
Step 2 - Sitemap Creation

A website is a structured collection of pages. It is important to have a clear strategy when planning this structure so that your website pages will be logically connected with each other and visitors will be able to navigate ypur website easily.

A well-structured site means the visitor will not get lost while looking through it, and will always know where he is: he must be able to find the information he is looking for quickly. A badly-structured site confuses and frustrates the visitor and, in the worst case, leads to him abandoning the site altogether.

The Sitemap Creation window is where you plan your website's structure. You can add all your pages and organize them in varying levels. Once you have defined the structure of the Map with page titles, you can proceed to add the contents of the pages. Click repeatedly on the *Next* button to open the pages in the same order they have been added to the Map. Alternatively, you can use the Map to open the program's window where you can work directly on a particular page: double-click on the item in the Map or select it and click on the *Next*.

Reference: The website Map

Most of the space in the *Sitemap Creation* window is taken up by the website Map tree, which is a schematic representation of the website Map you are creating.

A basic map is shown by default. It has a Menu folder that contains the Home page and 3 other pages. You can use the available commands to add levels, pages and separators to create the website Map you want.

If you use the various sections of *Step 4 - Advanced Settings* to add a built-in search engine (see *Template customization*), a Welcome Page, a Blog, a Members' Area (you only need one page set as a Locked page) or a Shopping cart, a folder called *Special Pages* will be added to your Map, and it will include the following items: Search, Welcome Page, Blog, Login and Shopping Cart.

As well as showing the Map's tree structure, other useful information is given for the pages you add, such as the *Extended Page Title* and the *Page Description*. This information is taken from the definitions given in the *Page Properties* window, which you will have previously filled in.

Reference: Commands in the toolbar

The toolbar above the Map offers the following commands:

Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]
These commands cut, copy and paste the selected pages in the current project or to different projects. These commands are also available in the popup menu that opens if you click on the right-hand button of the mouse on the Map.

Expand - Collapse
These commands expand and collapse the selected level to show/hide the pages in them.

Hidden Page in the Menu
Select this command if you want the current page or level to be hidden in the Map. If a level is hidden, then all the pages in it will also be hidden. A hidden page can be useful as a means to give further information on a particular topic, and it can be displayed by creating a link to it at the necessary point. Remember to create at least one link to a hidden page, otherwise it will not be accessible.

Locked Page
This command opens the *Locked Page* window, where you can lock a page by clicking on the Set this Page as Locked

option. You must then specify which groups and/or individual users may access the Locked page, clicking on their names in the list that is displayed. Giving access to a group is not the same as giving access to all the users in a group:if new users are added to a group, they will only be able to access locked pages if the group has access.
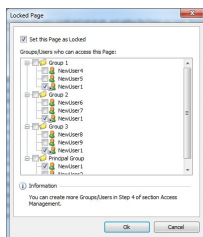
Locked Page
window

To create new groups/users, go to the *Access Management* window in *Step 4 - Advanced Settings*.

🗐 **Under Construction Page**

This command is used to set a page as "under construction". The pages "under construction" are shown in the Map with a different icon. They are, obviously, incomplete pages and will be displayed in previews but they will not be published online with the rest of the project, and neither will the items in the navigation menu that refer to them.

👍 ▪ You can hide the home page in the map, but you should only do so if you are going to provide a link to it in other places in the website, for example in the header.

▪ If you want to create your own navigation menu, you can hide all the pages and levels in the Map: instead of selecting one

page at a time, you can select the menu folder and click on the *Hidden Page in the Menu* button.

Access to the blog and/or e-commerce shopping cart can be restricted to registered users who have a login and password. Just select the special blog and/or e-commerce shopping cart pages in the map and set them as "locked" with the command.

See *How to create a Members' Area and define access to it* for further information on setting up a Members' Area and defining access to it by creating user groups.

Reference: Commands for laying out the website Map

The commands for laying out the website Map are:

- **New Level [CTRL+L]:** to add a new level to the menu. There are no limits to the number of levels you can add.

- **New Page [CTRL+P]:** to create a new page, which will be automatically added to the selected level.

- **Separator:** to include a separator, which will help distinguish the various items in the menu. A separator may be a space or a label, and is particularly useful in multi-column menus (see *Drop Down Menu Style | Menu Items* in *Step 1 - Template Style*).

- **Remove [DEL]:** to delete the selected page, level or separator.

- **Rename [F2]:** to change the name of the selected home page, page, level or separator. Levels, pages and separators should be correctly named when they are added because the items in the menu are automatically included in the navigation menu, as titles for the individual pages and as names of the HTML files that correspond to each page, unless otherwise specified in the Page Properties window.

- **Move up [CTRL+U] / Move down [CTRL+D]:** to change to the order of pages, levels and separators, moving the selected item up or down.

You can also change the order to levels, pages and separators directly in the Map: select the item that you want to move, drag it to the required position and drop it into it. You can make multiple selections for levels, pages and separators using the CTRL and SHIFT keys.

- **Properties...:** to set the properties for the selected page (in the Page Properties window) or the level (in the Level Properties window).

5.1 The Level Properties window

The **Level Properties** window opens when you select a level from the website Map. Click on the *Properties...* button to view the options available for defining the properties of the various levels in the website Map.

In WebSite X5 the Map levels do not contain contents, unlike the pages: they are categories that are used for organizing the pages into logical groups and they provide clear indications for visitors to find their way around the website.

Reference: Level properties

- **Hide the Drop Down Menu for this Level:** if you select this option, the dropdown menu for this level item is not displayed when the mouse passes over the level name.
- **Link to be executed on item click:** if you select this option, the *Link* opens and you can create a link directly to the level item.

  It may be useful to "hide the dropdown menu for this level" and define a "link to be executed on item click" when, for example, you want to create a link to an external site as a menu item, or if you want to replace a sub-menu that contains lots of items with a page created specifically to give access to the various sections.

- **Icon for the Menu item:** you can select an image file (in .JPG, .GIF or .PNG format) that will be displayed as the level's icon in the menu.

5.2 The Page Properties window

The **Page Properties** window opens when you select a page in the website's Map. Click on the *Properties...* to see all the options available for defining properties which are necessary for optimizing, customizing graphics and adding code to your website pages.

The page property options are organized in 3 sections: *General*, *Graphic* and *Expert*.

Reference: Options in the General section

Use the options in this section to define a series of values that are necessary for correct page optimization:

▪ **Extended Page Title:** give the page a name that differs from the one in the website Map.
The name given to the page in the website's Map is kept in the navigation menu; the *Extended Page Title* given here is displayed as the page's title when the page is displayed online.
If you are working on the Home page, the title is not displayed in the page, even though you can specify an *Extended Page Title*: the title is always used in the menu, and appears in the $<$title$>$ meta tag in the page's HTML code unless you specify an *Extended Page Title,* in which case this will be used in the $<$title$>$ meta tag.

▪ **Page Description:** you can enter a description for the page. It must be concise and to the point: it is used as the value for the $<$description$>$ meta tag in the page's HTML code and used by search engines to index your website.

▪ **WebSite Keywords:** you can enter specific keywords for this page (they must be separated by a comma). The keywords are used as the values for the $<$keywords$>$ meta tag in the page's HTML code and used by search engines to index your website.

▪ **File Name:** you can specify the name of this page's HTML file.
Unless otherwise specified, the default name of the HTML file is the name given to the page in the website's Map. Use short and meaningful names so that the address is simple and easy to remember. It will also

help improve search engine indexing. This option is not available for the Home page.

Reference: Options in the Graphic section

The options in this section are used for defining some important graphic aspects of the page you are working on.

First of all, you can give the page a different background to the other pages in the website, that is defined in the selected template (see *Template selection*). Remember that the page background is the area around the page that is shown when the browser window is opened with a higher resolution than that of your website.

The options for the *WebSite Background for this Page only,* that you can work on if you tick *Enable Custom Settings*, are:

- **Link:** opens the Link window, where you can associate a link directly with the page's background.
- **Color:** indicates the color to use for the background.
- **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background.
- **Repeat:** indicates whether the page background image is to be repeated, or not. It can be repeated horizontally, vertically or in both directions so that it occupies all the available space. The background image can also be resized so that it adapts to the available space.
- **Alignment:** you can indicate how the page's background image is to be aligned.
- **Fixed Background:** if you select this option, the page's background image is fixed, even when the page contents are scrolled.

The background of the selected page's contents can also differ from that of the other pages in the website, and defined in the template (see *Template selection*). In this case, you have to use the options in *Page Content Background for this Page only*, which are identical to the options for the page's background.

Finally, you can define some general *Options*:

- **Icon for the Menu item:** select the image file (in .JPG, .GIF or .PNG format) for the icon that appears in the navigation menu, next to the page's title.

- **Create the Page without the Template:** if you select this option, the parameters of the template (default or custom - see *Template selection*) will not be applied to this page: it will be a page with contents but no graphics and no navigation menu.

- **Page Width:** this option is only available if you have selected the Create the Page without the Template option: it specifies the width of the page in pixels.

Reference: Options in the Expert section

Use the options in this section to manually edit the HTML code for the page you are working on.

- **File Name Format:** indicates the format in which the page's file is to be saved. The default extension is .HTML, but you can choose from .PHP, .ASP, .CFM and .JSP. The Home page's index.html file can also be saved in a different format. You cannot change the format of locked files (see 🔒 *Locked Page* in the website Map toolbar): it must remain .PHP.

- **Custom Code:** indicate where custom code is to be added in the page's HTML code: *Before closing the HTML tag*, *After opening the HEAD tag*, *Before closing the HEAD tag, BODY tag property (ie style, onload, etc.)* (that is, as part of the <BODY> tag, for example <BODY onload="alert('Hello!')">), *After opening the BODY tag, Before closing the BODY tag*. When you have decided where to add your custom code, type in or paste the section of code in the field.

> ⃝? The *Custom Code* option is useful when, for example, you want to link particular style sheets (CSS) to the page, or when specific events are to take place when the page is uploaded. For some JavaScripts to work properly, you need to add the custom code lines in both the <HEAD> and <BODY> sections of the page's HTML file. JavaScripts can be added using the HTML Code Object.

Finally, the *SiteMap Settings* section includes options for working on the

website's SiteMap:

- **Add this page to the Sitemap:** this is selected by default, and adds the page to the website's SiteMap.

- **Contents Priority:** this gives a priority level to the page, indicating its importance in the website, with respect to other pages. This parameter is included in the SiteMap.

- **Update frequency:** specifies how often the page is to be updated. This parameter is included in the SiteMap.

⚠ The *Page Properties* window can be opened from the Special pages that appear automatically in the website's Map when the built-in search engine is used in the website (see *Template customization*), and when a Welcome Page, a Blog, a Members' Area or a Shopping cart is added.

6

Chapter

Step 3 - Page Creation

Once you have defined your project's Map, you can start creating the various pages that will make up your website. The Page Creation window is where you can create your pages and add their content.

The pathname and page title of the page you are working on are indicated as the **Current page**.
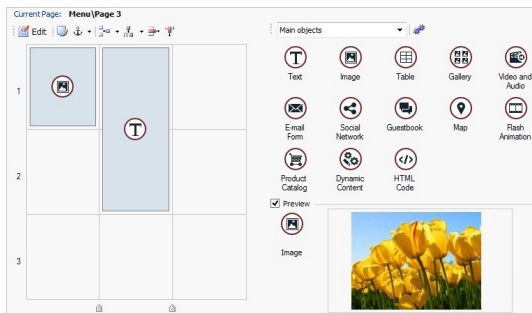
Reference: The page layout table

WebSite X5 uses a table to make page layout easy. The default table is 2 rows by 2 columns (giving a total of 4 cells): to create your page (add content to it), all you have to do is drag an object from the list of those available and drop it into a cell. Each cell can only contain one object.

If you want, you can add more rows and columns to the default table, so increasing the number of cells available for content. You can also change the width of each column. As we will see, being able to modify the page layout table and insert objects so that they cover more than one cell gives you plenty of scope for complex and professional page layouts.

Note: the page layout table is not visible when your website is published on the Internet. the sole purpose of the table is to help you lay out your page contents to obtain the best effect. The page layout table is not translated as a table in the page's HTML code (apart from very few, specific cases of complex page layout combinations).

As mentioned above, a cell in the page layout table can contain only one object, but an object may cover adjacent cells both horizontally and

vertically, and it may even take up more space than the physical size of the page.

The way in which cells are displayed in the page layout table changes according to their status:

- If the cell contains an object that has not yet been populated, the object's icon is displayed in the cell with a background of gray diagonal lines;

- If the cell contains an object that has been populated, the object's icon is displayed in the cell with a blue background;

- If the cell contains the selected object, the border and selection handles are displayed.
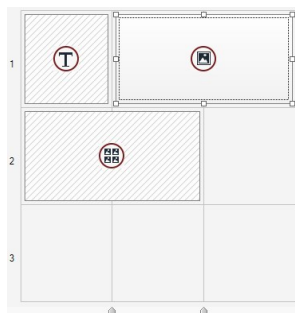
Reference: The toolbar commands

The toolbar is immediately above the page layout table, and it contains the following commands:

    📝   **Edit**

This command opens a window where you can create the object that has been selected in the page layout table. The window that is opened depends in the type of object selected (text, image, flash animation, etc.).

    📝   **Cell Style**

This command opens the *Cell Style* window where you can define the appearance of the current cell.

    ⚓▾   **Set an Anchor**

This command creates an anchor and associates it with the object selected in the page layout table. If you click on the arrow next to the button, you will see a menu with these options: *Insert Anchor...*, *Edit...* and *Remove*.

⊞▾ ⊞▾	**Add a Row/Add a Column** You can add a new row or column to the page payout table. Click on the arrow next to the buttons to indicate whether the row/column should be added before or after the selected cell. The maximum size for page layout tables is 64 rows x 12 columns.
⊞ ⊞	**Remove Row / Remove Column** These commands remove the selected row/column from the page layout table. The minimum size for page layout tables is 1 row x 1 column (one cell).

> ❓ An anchor is a reference that helps identify the position of an object within a page: it is used to set up links directly to the object.

Reference: The list of objects available

The list of objects available is next to the page layout table. To insert an object in a page, select its icon from the list and drag&drop it into the appropriate cell of the page layout table.

The objects are organized in categories, to facilitate selection, and you can use the following commands to specify how they are to be displayed:

All Categories ▾	**Category List** This displays a list of the Object categories: you can choose whether to display only the *Main Objects*, those in specific categories, or the objects in *All the categories*.
✨	**Show Objects Management** This opens the *Objects Management* window where you can work on the objects in the various categories.

Main Objects are those which are used most frequently in the website pages, and they are installed with the program. The list of Main Objects includes:
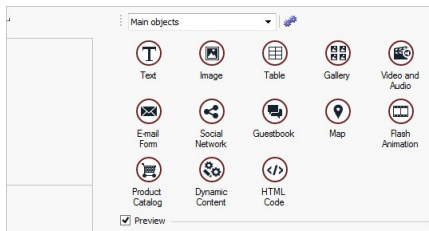
In addition to the Main Objects, it is also possible to install and use a number of Optional Objects, for adding certain types of content to the pages. You can work on optional objects in the *Objects Management* window.

Once you have inserted an object in the page layout table, click on the button (or double-click the object) to open the window for actually creating it.

6.1   The Objects Management window

This window opens when you press the button at the top of the Object List in the *Page Creation* window, and you can use the commands in it to install and display all the optional objects which can be added to the various categories that already contain the main objects, installed by default.

The main objects are the ones most frequently used for creating pages and include the text object, image object, slideshow object, etc. All the main objects are installed with the program and they cannot be uninstalled or hidden.

Optional objects, on the other hand, have more specific uses and, altogether, help increase the range of features provided by the program. While many optional objects are free of charge, some do have to be purchased. By installing/uninstalling and showing/hiding the optional objects, each user can organize the work environment in order to have the tools available that are necessary for the development of the project in hand.

You can display a preview of the available optional objects inside WebSite X5. The following commands make it easier to find and work on the installation of the optional objects:

All Categories ▼	**Category List**

Category List
This displays a list of the categories under which the optional objects are organized. The first items in the list are for displaying the *Highlighted*, *For sale* and *Licenced*.

Display Large icons - Display List
These specify how the list of objects in the selected category is to be displayed.

Update the Library
This updates the list of available optional objects (you must be connected to the Internet for this command to function).

When you select an optional object in the list, a preview and brief description of it appears. If the object is for sale, the description includes its price and the *Buy* button. You will need to have enough Credits and be connected to the Internet to continue with your purchase.

If you select an optional object that hasn't yet been installed, the *Install* button is shown under the preview.

If you select an optional object that has already been installed, you will see the *Uninstall* button.

To indicate which of the installed optional objects are to be displayed in the Optional Objects List in the *Page Creation* window, use the *Show/Hide* buttons.

⚠ You must be connected to the Internet to:
- Display previews of all the available optional objects. If you are offline, you will only see previews of the objects that have already been installed.
- Install a new, free-of-charge optional object.

- Purchase and install a new optional object that is for sale.

6.2   Text Object

Text is a very important element of the contents on an Internet website. As well as images, videos and Flash animations, a lot of site contents are made up pure text.

Writing for the Internet isn't the same as writing for something that is going to be printed: the Internet has different characteristics, such as the support used for displaying text (the screen of a computer or mobile device), how the text is read (on a computer this is more of a quick scan than the concentrated reading of a book) and a potentially unlimited number of alternatives (think of how many sites deal with the same subject).

To attract the attention of visitors, entice them to read your website and persuade them that you have something more to offer, the text you write must be suited to online publication. What you write must be interesting and to the point. Divide the text into short sentences and paragraphs so that it is easier to read and less heavy to look at. Pay particular attention to the formatting you adopt: use bold, italics, titles and subtitles, etc. with care and coherency.

Visitors are more attracted to websites that have been carefully thought out: nothing is more likely to deter a visitor from returning to a website, or continuing its navigation, than text full of spelling mistakes, an unattractive layout, complicated reading, and so on.

After these brief, but important, considerations on *Web Writing*, WebSite X5 helps you write your texts using a built-in editor, and provides you with all the formatting commands you will need. Texts that have been created with other programs can be added with simple copy and paste operations.

What's more, WebSite X5 lets you create a text to be displayed in tabs: a practical and useful way of organizing information in small spaces such as web pages.
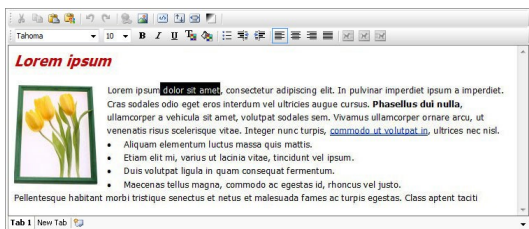
The commands for creating a text object are described in the *Content* and *Tabs Style* sections.

Reference: Commands in the Content section

Use the editor in this section to type in and format your text. The text editor has an upper toolbar, a work area and, at the bottom, a series of tabs that correspond to the texts you want to activate.

The text editor's toolbar has the following commands and options:

Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]
These commands cut, copy and paste the selected text. Pasted text will lose any formatting options (bold, italics, etc.) applied in the original document, and it will take on the equivalent options in this editor.

Paste Special
Use this command if you want to paste text that has been cut or copied with the *Cut* and *Copy* commands, and you want to maintain the original formatting.
You can use the *Cut*, *Copy* and *Paste* commands to cut, copy and paste text extracts that have been created with other editors.

Cancel [CTRL+Z] - Redo [ALT+CAPS+BACKSPACE]
These commands undo/restore the last operation to be carried out/undone.

Insert Link [CTRL+L]
This command sets up a link on the selected word(s). You

can define the link in the *Link* window that opens.

Insert Image

You can add an image to the text (in .JPG, .GIF, .PNG, or .BMP format). Images added to a text are automatically resized if they are bigger than the cell in the page layout table. You can also change the image's size manually by pulling on the selection handles. For specific page layout considerations, you may prefer to work on an image object in the Image Object window.

Enable HTML Code

With this command, you can enter HTML code directly in the text page. When working in HTML mode, the < and > characters are not interpreted as "less than" and "greater than", but instead anything that is between them is interpreted as an HTML tag.

Rollover Settings

You can apply a rollover effect to the text, so that it can be scrolled. The settings for the rollover are defined in the *RollOver* window.
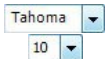
Fit Content to Cell Width

With this option, the editor will simulate the appearance of the text in relation to the size of the cell in the page layout table that houses it.

Light/dark background

This option sets a dark or light color for the editor's background: this can be useful if you are working on text that is written in white, or another pale colour.

Font type - Font size

You can choose the type of character (font) to use for your text, and its size.

The drop down menu lists all the fonts that are available on your computer, plus all the web fonts and Google fonts that you have added in the *Preferences | Web Font* window.

The various font types can easily be recognized thanks to the icon displayed next to them:

- **Google Fonts:** fonts added from the *Preferences | Web Font* window of WebSite X5 and linked to Google's server.

- **Web Fonts:** fonts added from the *Preferences | Web Font* window of WebSite X5 and published on the website's Internet server.

- **Safe Fonts:** fonts that are present on practically all devices and so do not require any publication.

B **I** **U** **abc**
Bold [CTRL+B] - Italic [CTRL+I] - Underlined [CTRL+U] - Stroke [CTRL+T]
These options apply bold, italics, underlining and striking to the selected text.

Tₐ **◇ₐ**
Text Color - Background Text Color
You can choose a color for the selected text, or for its background.

A↵
Reset Format
This removes all the formatting commands associated with the selected text, making it coherent with the style defined in *Text Style*.

≣ **≣**
Bullet List - Numbered List
You can add a bullet list or a ordered list. Use the TAB key to indent the items in the list and so create sub-levels in the list.

≣ **≣**
Unindent / Indent
You can increase or decrease the selected paragraph's indent.

📊 📊 📊 📊	**Align Left - Align Center - Align Right - Justify** You can align the selected text to the left, right, center, or you can justify it.
🖼 🖼 🖼	**Text on the Right - Default - Text on the Left** These options are active when an image is inserted in the text and selected. They are used to define how the text is displayed around the image: it can be all to the left, all to the right, or around the image.

Click on the righthand mouse button to display a popup menu with these commands: *Cancel*, *Cut*, *Copy*, *Paste*, *Paste Special* and *Select All*.

If you open this popup menu by clicking on a picture that has been inserted in the text, it will also include the *Image Properties* command, which opens the *Image Properties* window.

The tabs for the various texts you have written are shown at the bottom of the work area.

By default, there is just one tab, called "Text 1": if you don't add any other texts, no more tabs will be shown. To add and open a new text, click on the 🔲 button to the right of the other tabs, or right-click on one the tabs and use the commands in the popup menu:

- **Add a Tab:** adds a new tab (and activates the corresponding text tab) and you can give it a name in the window that opens.

- **Rename the active Tab...:** opens a window where you can change the name of the current tab.

> ❓ The various tabs must be correctly named because the names are automatically used for the buttons that used for navigating between the various text tabs when you choose *Tabs - Horizontal* or *Tabs - Vertical* as *Display Mode*.

- **Remove the active Tab:** deletes the current tab and its text.

- **Move the active Tab to the left / Move the active Tab to the right:** changes the order of the tabs, moving them to the left or right. You can

also drag & drop them to obtain the order you want the various texts to be in.

Reference: Commands in the Tabs Style section

If you have added at least a second text tab, you can use the commands in this section to define the graphics and display mode of the various text files.

First of all, you have to set the *Display Mode* of the text file, which may be:

- **Tabs - Horizontal:** this is similar to a traditional filing cabinet: the contents are shown in files that you can leaf using the tabs horizontally placed at the top or bottom.

- **Tabs - Vertical:** this is similar to a diary, where the contents are shown in files that you can leaf through using the tabs placed vertically on the left or right.

- **SlideShow:** this is similar to a slideshow, where you can scroll through the text files using the side arrows, but there aren't any buttons with the names of the files.

The available options depend on the *Display Mode* that you have chosen

For *Tabs - Horizontal* and *Tabs - Vertical* you can define the graphics of the *Navigation Buttons* with the following options:

- **Position:** this indicates where the buttons for moving between the text files are to be placed: Top or Bottom for *Tabs - Horizontal*, and Left or Right for *Tabs - Vertical*.
- **Style:** this defines the style of the navigation buttons.
- **Font Type:** specifies the font, style and size to use for the text.
- **Size:** this sets the width and height in pixels of the buttons. Leave the *Keep Ratio* selected to keep the ratio between width and height.

You can also use these options in the *Color* section for *Tabs - Horizontal* and *Tabs - Vertical:*

- **Text/Background/Border Color:** these define the color of the text,

background and borders of the buttons for moving around the text files.

▪ **Active Text/ Active Background:** these define the color of the text and background of the buttons on mouseover.

For the *SlideShow*, the options for the graphic appearance of the *Navigation Buttons* are:

▪ **Display:** this indicates whether the navigation buttons are to be *Always visible, Invisible* or *Visible on mouseover*.

▪ **Style:** choose this option to define the button graphics, selecting one of the available images.

The options in the *General* are available for all the display modes:

▪ **Frame height:** if this option is active, you can set the height in pixels of the text files.

> The object automatically takes on the height of the longest text: when you set a *Frame height,* a scroll bar will appear on all the text files that are longer than the set height.

▪ **Autoplay [sec]:** if selected, you can give the number of seconds that a text file is displayed for before the next appears.

▪ **Inner Margin:** this gives the value in pixels of the margin (the space between the border and contents of the text file).

▪ **Effect:** this indicates how the text files are to enter the window.

6.2.1 The RollOver window

This window opens when you press the 🔼 button in the Text_Object or Table_Object editor, and contains the commands and options for setting rollover effects on text.

Reference: Rollover settings

First of all you need to select the **Enable Rollover**, and then you can define the rollover in the *Type* section:

- **Movement:** You can choose the rollover style. It may be:

    - *None - Show Scrollbar:* the text doesn't scroll but, if the specified cell height (see the *Height* option), is not sufficient to display all the text, a scroll bar will be added automatically.

    - *Single Slide:* the text scrolls in the given direction and stops at the end of the text.

    - *Continuous Scroll:* the text scrolls in the given direction and, when the end of the text is reached, it starts scrolling again from the beginning.

    - *Alternated Scroll:* the text scrolls in the given direction and, when the end of the text is reached, it starts scrolling in the opposite direction.

    - *Scroll in Sections:* the text is (virtually) divided into sections of the size specified in the *Height* option. Scrolling starts from the first section, followed by a pause, and then the second section is scrolled. This continues until the last section has been scrolled, and then the first section reappears. This effect works best when the text is written and formatted in a uniform manner so that it can be divided into equal sections, giving an appropriate value for the *Height* option.

- **Direction:** You can specify the direction for the rollover: to the *Top, Bottom, Left* or *Right*.

The *Options* section contains the following options:

- **Effect:** You can choose between *Linear*, *Alternate* and *Swing* for all the rollover styles, except *Continuous Scroll*.

- **Height:** You can set the height of the cell that contains the text.

- **Length (secs):** You can specify how many seconds the effect lasts for. If you set the rollover style as *Single Slide*, *Continuous Scroll* or *Alternated Scroll*, the length is the time it takes to complete the effect, before starting from the beginning. If you have selected *Scroll in Sections*, the length is the time it takes to display a section before

passing on to the next.

▪ **Stop on Mouse Over:** Scrolling will stop when the mouse passes over the text.

> ❓ The *Height* option is only available if you have set a vertical rollover (to the top or bottom). If you have set a horizontal rollover (to the left or right), the effect is better if the text object occupies an entire row in the page layout table.

6.2.2 The Image Properties window

This window opens when you choose the *Image Properties* command from the popup menu that opens when you right-click the mouse on an image that has been inserted in a Text Object or the cell of a Table Object. You can use the commands in it to define the image more precisely.

Reference: Image properties

Just like images that are inserted with the Image Object command, you can define the following *Properties* properties for images that are inserted directly in a text:

▪ **Title:** this is the title of the image; it will be added to the title attribute of the $<img>$ tag in the page HTML code.

▪ **Alternative Text:** this is the text that is shown when the image cannot be displayed for some reason. In the page's HTML code the alternative text will be added to the alt attribute of the $<img>$ tag.

> ❓ The *Title* and *Alternative Text* parameters must be considered carefully, because they are important for website accessibility and optimization.

The following options are also available in the *Size* window:

▪ **Width / Height:** use these to set the width and height of the image in pixels, so you can control the image's size with greater precision. Leave the *Keep Ratio* selected to keep the ratio between width and height.

6.3 Image Object

Images and pictures are among the most frequently-used elements in a web page. They help to put across an idea, to advertize a product, to give a certain message, or simply to make a page look more attractive. Whatever the reason, images are important because they help create the overall impression of a website and increase the perception that it is attractive, well thought-out and professional.

WebSite X5 lets you import images in all the main graphic formats, and you can use the Image Editor to put the final touches to your pictures: cutting, rotating, correcting, adding masks, filters and frames. You can also work on the pictures to give them fantastic wide-angle and close-up views.

WebSite X5 is very aware of the problem of unauthorized copies of pictures from the Internet. A built-in protection system prevents website visitors from tracing the original file, and you can also apply watermarks and copyrights.

The commands for creating an image object are organized in sections: *General*, *Display* and *Sitemap*.

Reference: Commands in the General section

Use the commands in this section to import graphic files and edit images.

WebSite X5 handles all the main graphic formats (.JPG, .GIF, .PNG, .PSD, .BMP, .TIF, .DIB, .PCX, .RLE, .TGA, .WMF): select the image you want to import from those on your computer, or directly from the Internet.

A preview of the imported picture is shown in the *Preview* box. Click on the *Edit...* button under the preview to open the built-in Image Editor where you can edit the image.

Images can have a number of *Properties*:

- **Title:** this is the title of the image; it will be added to the title attribute of the `<img>` tag in the page HTML code.

- **Alternative Text:** this is the text that is shown when the image cannot be displayed for some reason. In the page's HTML code the alternative

text will be added to the alt attribute of the `<img>` tag.

> (?) The *Title* and *Alternative Text* parameters must be considered carefully, because they are important for website accessibility and optimization.

- **Link:** you can add a link to the picture. Click on the 🔗 button to open the *Link* window, where you can define the link and options.

Reference: Commands in the Display section

Use the commands in this section to define how the imported image is to be displayed: with WebSite X5 you can obtain wide-angle pictures and add close-up and movement effects.

The *Display Mode* are:

Automatically resize Image: this option is active by default. The size of the image is automatically adapted to the size of the cell in the page layout table where you insert it.

Manually enlarge and move the Image: with this option, you can enlarge the image by clicking on it until it reaches the size set by the zoom factor. You can move the enlarged image to bring a particular part of it into the foreground: click on the image and drag it to where you want it.
To obtain this effect, the image is first shrunk to the size of the cell in the page layout table and then re-calculated either according to the *Max Zoom* factor (if you choose *Free Movement* in *Movement Mode*) or in proportion to the *Height* (if you select *Horizontal Panoramic View* or *Vertical Panoramic View* for *Movement Mode*). The resulting image will be bigger than the display area, and can be moved around in it.

Automatically enlarge and move the Image: this option is very similar to the previous one, except that you can move the image by moving the mouse near its edges.

If you select *Automatically resize Image* as *Display Mode,* you can select

these *Settings*:

- **Quality:** this is the level of quality to be maintained when the picture is saved in .JPG format. All imported images are automatically converted to .JPG format, or .PNG if transparency has been set. When a file is saved in .JPG format, the more it is compressed the poorer will be the quality.

> It is best to use graphic files in .JPG, .GIF and .PNG formats. If you add an image that is not in .JPG, .GIF or .PNG format, it will be automatically converted to .JPG format, according to the specified level of compression. Files are converted to .JPG (or .PNG if they have transparency applied) even if the image is larger than the cell in the page layout table and if it is edited with the Image Editor.
> In all other cases, the image is copied as it is, in order to maintain transparency applied to .GIF files.

- **Resample Method:** this option indicates how the image's size is to be reduced (width and height). You can choose from:

  - **Bilinear (faster):** this is the quickest resample method, but renders a poorer image quality than the other methods.
  - **Decimate:** this method is fairly fast and renders a good-quality image.
  - **Bicubic (better but slower):** this is the slowest method, but it renders a high-quality image.

- **Load the image only if it is displayed in the Page:** if you choose this option, the image isn't loaded immediately when the page is opened, but only when it actually has to be displayed. The image appears gradually with an attractive fade-in effect.

> If you use the *Load the image only if it is displayed in the Page* option, the images in the page aren't all loaded at the same time, but only when each one has to be displayed. This reduces the time it takes to open a page and makes navigation quicker.

If you select *Manually enlarge and move the Image* or *Automatically enlarge and move the Image* for *Display Mode* you can work on the following *Settings*:

- ▪ **Movement Mode:** you can indicate the direction in which the image can be moved, manually or automatically. It can be:

  - *Free Movement:* the image can be dragged horizontally or vertically. Specify the *Max Zoom*: for example, a zoom factor of 200% will display the image at twice its original size.

  - *Horizontal Panoramic View:* the image can only be dragged horizontally. This effect works well on pictures whose width is greater than the height. Specify the picture's height in pixels in the *Height* field.

  - *Vertical Panoramic View:* the image can only be dragged vertically. This effect works well on pictures whose height is greater than the width. The value in the *Height* field is the height, in pixels, that you want to maintain for the cell in the page layout table.

- ▪ **Max Zoom:** this option is only available for the *Free Movement* option. You can set the zoom factor for the image so that it is bigger than the available viewing area. If the image were not enlarged, you wouldn't be able to drag it.

- ▪ **Height:** this option is only available for the *Horizontal Panoramic View* and *Vertical Panoramic View* options. In the first case you can set the image's height in pixels, and in the second case you can set the height of the cell in the page layout table in which the image is displayed.

- ▪ **Enable Image Enlargement:** this option is active by default. The image can be enlarged or reduced by the mouse wheel. When the page is opened, the image is shown at its original size and the icon in the bottom right corner indicates that zooming is possible. The image will be enlarged/reduced when you turn the mouse wheel, until it reaches the size set in *Max Zoom*.

- ▪ **Show the Zoom Bar:** this option is only available if *Enable Image Enlargement* is active. The image can be enlarged/reduced by sliding the

zoom bar cursor left or right.

▪ **Show the navigator:** this option will display a small window inside the image with a thumbnail of the image itself. The navigator is used to highlight a particular part of the image. Visitors can drag the navigator around the image to highlight different parts. The navigator disappears when the cursor is moved away from the image.
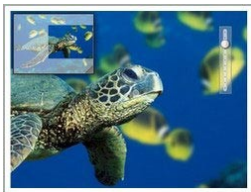
▪ **Enable automatic continuous movement:** if you select this option, the image will continue to move as long as it is displayed. This can be useful to indicate to visitors that the image can be enlarged. Automatic continuous movement is interrupted when the visitor moves the mouse wheel or the cursor in the zoom bar.

If you have set *Automatically resize Image* as *Display Mode* for the image you are working on, you can set *Mouse Over Effects*:

▪ **Mouse Over Effects:** you can specify a special effect for when the mouse moves over the image (mouseover).

▪ **Settings:** these vary according to the type of *Mouse Over Effects* selected: they give the parameters that define the effect (for example, the color and thickness for of the borders for the "Colored border" effect).

You can also use the *Protection* options to try and prevent unauthorized copying of your pictures:

▪ **Protect Image against copy:** protects the image, preventing it from being copied by commands such as *Save as* that menus in the various browsers propose.

Reference: Commands in the Sitemap section

You can use the commands in this section to give further information on your image, that is used in the website's SiteMap.

First of all, select the **Add Image to Sitemap** option: information you add on the image will be added to the SiteMap that WebSite X5 creates

automatically (see *S4_CUSTOMCODE_CHKCREATESITEMAP%>* in *Statistics, SEO and Code | Basic*). The following settings can then be defined:

- **Title:** (optional parameter) you can give the image a title.

- **Caption:** (optional parameter) you can give the image a caption or a brief description.

- **Geographical position (e.g. Address, Town, etc):** (optional parameter) you can give general information, such as an address, town or country which help locate the image geographically.

- **Licence URL:** (optional parameter) you can give the URL of the file that contains the image's user license.

⚠ Information on images that are protected against unauthorized copying cannot be included in the SiteMap (see *Protect Image against copy* in the previous section, *Display*).

6.4 Table Object

Tables are very useful for organizing and presenting data.

Tables can often present information more clearly than a long and wordy text. If you use a table to present a hotel price list, for example, giving the cost of the different types of rooms in different periods of the year, it will be much clearer and easier to read than pages full of text giving the same information.
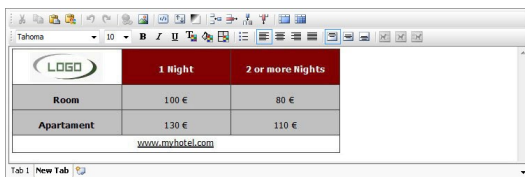
Tables can also contain graphics, that help make the page look more attractive and break the monotony of a long text.

If you use a table to present information, make sure it is not too complicated, that the information is presented clearly and logically, and that the table is easy to read and attractive.

WebSite X5 provides an editor for creating tables that is very similar to the editor used for Text Object. By default, the editor shows a 2 rows x 3 columns table, that covers the whole width of the cell in the page layout

table w here it is inserted. You can add more row s and columns, change their size and merge or split cells as necessary.

With WebSite X5 you can also display more than one table at a time, using tabs: this is a pratical and efficient w ay of giving a lot of information in a relatively small space, such as that of a w eb page.

The commands for creating a table object are in the *Content* and *Tabs Style* sections.

Reference: Commands in the Content section

This section contains an editor for creating tables. The text editor has an upper toolbar, a central area for designing the table and entering the contents, and a series of tabs at the bottom that correspond to the text sheet you w ant to w ork on.

The editor's toolbar contains the follow ing commands:

Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]
These commands cut, copy and paste the selected text. Pasted text w ill lose any formatting options (bold, italics, etc.) applied in the original document, and it w ill take on the equivalent options in this editor.

Paste Special
Use this command if you w ant to paste text that has been cut or copied w ith the *Cut* and *Copy* commands, and you w ant to maintain the original formatting.

Cancel [CTRL+Z] - Redo [ALT+CAPS+BACKSPACE]
These commands undo/restore the last operation to be carried out/undone.

Insert Link [CTRL+L]
This command sets up a link on the selected word(s). You can define the link in the *Link* window that opens.

Insert Image
Use this command to insert an image (in .JPG, .GIF, .PNG or .BMP format) in the table cell. Images can be resized by pulling on their selection handles with the mouse.

Enable HTML Code
With this command, you can enter HTML code directly in the table. In HTML mode, the < and > characters are not interpreted as "less than" and "greater than", but the text between them is interpreted as an HTML tag.

Rollover Settings
You can apply a rollover effect to the text, so that it can be scrolled. The settings for the rollover are defined in the *RollOver* window.
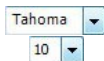
Light/dark background
This option sets a dark or light color for the editor's background: this can be useful if you are working on text that is written in white, or another pale colour.

Add Row / Delete Row / Add Column / Delete Column
You can add a row or a column after the one where the cursor is positioned, or you can delete the row or column where the cursor is positioned.

Merge Cells - Split Cells
You can merge adjacent cells to form a single one, or you can split the cell you are working on to form two horizontally adjacent cells.

Font type - Font size
You can choose the type of character (font) to use for your text, and its size.
The drop down menu lists all the fonts that are available on

your computer, plus all the web fonts and Google fonts that you have added in the *Preferences | Web Font* window. The various font types can easily be recognized thanks to the icon displayed next to them:

- **Google Fonts:** fonts added from the *Preferences | Web Font* window of WebSite X5 and linked to Google's server.

- **Web Fonts:** fonts added from the *Preferences | Web Font* window of WebSite X5 and published on the website's Internet server.

- **Safe Fonts:** fonts that are present on practically all devices and so do not require any publication.

B *I* **U** abe	**Bold [CTRL+B] - Italic [CTRL+I] - Underlined [CTRL+U] - Stroke [CTRL+T]** These options apply bold, italics, underlining and striking to the selected text.
T⬚ ⬚	**Text Color - Cell Background Color** You can define the color of the text, or the color of the background of the cell containing the selected text.
⬚	**Cell Border Style** This option sets the style for the cell borders. You can define the color and thickness of the borders separating rows and columns in the table.
⬚	**Reset Format** This removes all the formatting commands associated with the selected text, making it coherent with the style defined in *Text Style*.
⬚ ⬚	**Bullet List - Numbered List** You can add a bullet list or a ordered list. Use the TAB key to indent the items in the list and so create sub-levels in the

list.

Align Left - Align Center - Align Right - Justify
You can align the selected text to the left, right, center, or you can justify it.

Text on the right - Normal - Text on the left
These options are available when an image is inserted in a cell with text. They are used to indicate whether the text is on the left or right of the image, or wraps round it.

Align Top - Align Center - Align Bottom
These options vertically align the selected text to the top, center or bottom of the cell.

Click on the righthand mouse button to open a popup menu that includes the *Undo, Cut, Copy, Paste, Paste Special* and *Delete* commands and:

- **Row Height**
  You can set the value in pixels of the height of the selected rows. If this value is set to 0, the rows will be automatically set to the minimum height necessary to display the contents.

- **Column Width**
  You can set the value in pixels of the width of the selected columns.

> The size of the rows, columns and single cells can be changed by dragging the cell borders with the mouse, holding down the left button. If you select a cell and move the left and/or right border, only that cell's size is changed.

If you open this popup menu by clicking on an image that has been inserted in the text, it also contains the *Image Properties* command which opens the *Image Properties* window.
The tabs for the various texts you have written are shown at the bottom of the work area.

By default, there is just one tab, called "Text 1": if you don't add any other texts, no more tabs will be shown. To add and open a new text, click on

the 🖵 button to the right of the other tabs, or right-click on one the tabs and use the commands in the popup menu:

- **Add a Tab:** adds a new tab (and activates the corresponding text tab) and you can give it a name in the window that opens.

- **Rename the active Tab...:** opens a window where you can change the name of the current tab.

> (?) The various tabs must be correctly named because the names are automatically used for the buttons that used for navigating between the various text tabs when you choose *Tabs - Horizontal* or *Tabs - Vertical* as *Display Mode*.

- **Remove the active Tab:** deletes the current tab and its text.

- **Move the active Tab to the left / Move the active Tab to the right:** changes the order of the tabs, moving them to the left or right. You can also drag & drop them to obtain the order you want the various texts to be in.

Reference: Commands in the Tabs Style section

If you have added at least a second text tab, you can use the commands in this section to define the graphics and display mode of the various text files.

First of all, you have to set the *Display Mode* of the text file, which may be:

📁   **Tabs - Horizontal:** this is similar to a traditional filing cabinet: the contents are shown in files that you can leaf using the tabs horizontally placed at the top or bottom.

🗐   **Tabs - Vertical:** this is similar to a diary, where the contents are shown in files that you can leaf through using the tabs placed vertically on the left or right.

↔   **SlideShow:** this is similar to a slideshow, where you can scroll through the text files using the side arrows, but there aren't any buttons with the names of the files.

The available options depend on the *Display Mode* that you have chosen

For *Tabs - Horizontal* and *Tabs - Vertical* you can define the graphics of the *Navigation Buttons* with the following options:

- **Position:** this indicates where the buttons for moving between the text files are to be placed: Top or Bottom for *Tabs - Horizontal*, and Left or Right for *Tabs - Vertical*.
- **Style:** this defines the style of the navigation buttons.
- **Font Type:** specifies the font, style and size to use for the text.
- **Size:** this sets the width and height in pixels of the buttons. Leave the *Keep Ratio* selected to keep the ratio between width and height.

You can also use these options in the *Color* section for *Tabs - Horizontal* and *Tabs - Vertical:*

- **Text/Background/Border Color:** these define the color of the text, background and borders of the buttons for moving around the text files.
- **Active Text/ Active Background:** these define the color of the text and background of the buttons on mouseover.

For the *SlideShow*, the options for the graphic appearance of the *Navigation Buttons* are:

- **Display:** this indicates whether the navigation buttons are to be *Always visible, Invisible* or *Visible on mouseover*.
- **Style:** choose this option to define the button graphics, selecting one of the available images.

The options in the *General* are available for all the display modes:

- **Frame height:** if this option is active, you can set the height in pixels of the text files.

> The object automatically takes on the height of the longest text: when you set a *Frame height,* a scroll bar will appear on all the text files that are longer than the set height.

- **Autoplay [sec]:** if selected, you can give the number of seconds that a text file is displayed for before the next appears.

101

- **Inner Margin:** this gives the value in pixels of the margin (the space between the border and contents of the text file).

- **Effect:** this indicates how the text files are to enter the window.

6.5 Gallery Object

Digital cameras and online services make it extremely simple for anyone to publish and share entire photo collections on the Internet. You can publish your family photo album and share it with relatives and friends, wherever they are in the world. Or you can create albums and catalogs for your hobbies or work.

With WebSite X5 you can create incredible galleries to show not only your **photos** but also **videos**. Each gallery has different effects, navigation methods and displays: they may, for example, have a control bar or thumbnails, and how these are displayed may differ. All the galleries use JavaScript and exploit HTML5 and CSS3 for creating display effects.

Some of the available galleries offer thumbnails and a **ShowBox** window where the enlarged images of the thumbnails are displayed. The visitor only has to click on a thumbnail to open the picture or video in the Show Box, which is superimposed over the page. Moving the mouse into the Show Box window brings up the buttons for displaying the next/previous picture or video in the gallery, without having to return to the thumbnails.

> You can customize the look of the Show Box window with the options in the *ShowBox Style* section of *Step 1 - Template Style*.

The commands for creating a Gallery Object are in the *Style*, *List* and *Thumbnails* sections.

Reference: Commands in the Style section

You can use the commands in this section to choose the kind of gallery you want to create, and specify some general settings for it.

The selection of galleries includes:

Classic Slideshow

In a gallery of this type, the pictures and videos are shown sequentially, one after the other: the way in which pictures are displayed depends on the entry effect that has been set. The commands for passing from one picture to another are in the control bar. You can also have the thumbnails shown in the control bar, and these let visitors open a particular picture or video immediately, without going in sequence.

Horizontal Gallery

In this type of gallery the thumbnails are displayed in the foreground above or below the picture. The thumbnails scroll left/right when the mouse is placed over them: clicking on a thumbnail opens the enlarged picture or video in the foreground. The enlarged pictures will appear with the entry effect that has been set for them.

Vertical Gallery

This gallery type is the same as the previous one, except that the thumbnails are displayed vertically, on the left or right of the picture in the foreground.

Thumbnails

This gallery also shows thumbnails, and when one is clicked the corresponding picture or video is opened in the foreground in the Show Box.
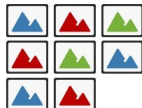
Thumbnails per frame

This gallery type is very similar to the previous one, with the only difference that you can divide the pictures into frames and specify how many rows of thumbnails to display. The visitor scrolls through the frames, using the button bar, and remains on the same website page. This gallery type is useful if you have a lot of

103

pictures to include in your gallery.

Horizontal Thumbnails
In this gallery type, the thumbnails are displayed in a single horizontal row. The picture or video selected from the thumbnails is displayed in the Show Box.

Vertical Thumbnails
This option is the same as the previous one, except that the thumbnails are displayed vertically.

360° Object Rotation
This gallery type is useful for showing an object from different angles. If you import a sufficient number of pictures and organize them in the correct sequence, you can create the effect that the object is rotating.

The various gallery types have differing *Settings* and options for their *Navigation Commands*.

Settings:	🖼️	🖼️	🖼️	🔄
▪ **Maximum size:** defines the maximum width and height, in pixels, of the pictures. Leave the *Keep Ratio* selected to keep the ratio between width and height.	✓	✓	✓	✓
▪ **Visible Thumbnails:** sets the number of thumbnails to display next to the main picture.	-	✓	✓	-
▪ **Thumbnails position:** defines where	-	✓	✓	-

the thumbnails are displayed with respect to the main picture.				
▪ **Description Font:** specifies the font, style and size to use for the text. These settings are used for the captions you can create in the *Description* field in the *List* section.	✓	✓	✓	-
▪ **Soundtrack:** specifies the audio file (in .MP3 format) to be used for the soundtrack that plays when the gallery is displayed.	✓	✓	✓	✓
▪ **Autoplay:** the picture and video Slideshow starts as soon as the gallery opens.	✓	✓	✓	✓
▪ **Random View:** the pictures and videos are shown in a random order, and not in the sequence they are added.	✓	✓	✓	-
Navigation Commands:				
▪ **Buttons View:** defines whether and how the navigation buttons are to be shown next to the main picture in the gallery, to pass to the next/previous picture. The buttons can be *Always visible*, *Not visible (autoplay)* or *Visible on mouse over*.	✓	-	-	-
▪ **Buttons Style:** you can choose the style of the buttons that are shown next to the gallery's main picture.	✓	✓	✓	-
▪ **Show Control Bar:** this is active by default: a control bar appears on mouseover showing the controls to use	✓	✓	✓	✓

for looking through the pictures and videos in the gallery. The basic controls are ▶ *Start Slideshow*, ◀ *Previous picture* and ▶ *Next picture*.				
▪ **Color:** specifies the background color of the control bar.	✓	✓	✓	✓
▪ **Enable Full Screen view:** adds the ⬚ button to the control bar that appears on mouseover: w hen the visitor clicks on this button the gallery is show n in full screen, completely filling the brow ser w indow .	✓	✓	✓	-
▪ **Show Thumbnails in the Control Bar:** this is active by default: it adds a list of thumbnails of the pictures in the gallery to the control bar, that is displayed on mouseover. The visitor doesn't have to follow the sequence of the Slideshow , but can pick out the pictures or videos that he w ants to see.	✓	-	-	-
▪ **Show Navigation Bullets:** a graphic indicator is displayed over the SlideShow that show s the user the number and/or position of the pictures that make up the image.	✓	-	-	-
▪ **Cursor Style:** this option can be selected if you have selected the *Show Navigation Bullets* option, and you can now choose the appearance of the graphics indicator.	✓	-	-	-
▪ **Alignment:** this option is available	✓	-	-	-

when you select the *Show Navigation Bullets* option, and you can choose the indicator's alignment in the SlideShow. pictures.				

Settings:	🔲	🔲	🔲	🔲
Visible Thumbnails: sets the number of thumbnails that are to be displayed.	✓	-	✓	✓
Rows per frame: defines the number of rows in which the thumbnails are organized.	-	✓	-	-
Display enlarged image on click in ShowBox: creates the link on the thumbnails so that the corresponding picture or video is displayed in the Show Box.	✓	✓	✓	✓
Maximum size: this is only available if the *Display enlarged image on click in ShowBox* option is active: it defines the maximum width and height, in pixels, of the Show Box window. Leave the *Keep Ratio* selected to keep the ratio between width and height.	✓	✓	✓	✓
▪				
Buttons Style: select this option to define the style of the buttons that appear on the side of the main image in the gallery.	-	-	✓	✓

Reference: Commands in the List section

You can use these commands to define the list of pictures and videos that are to be added to the gallery.

All the files that have already been imported are shown in the *Image filename* list: select a file from the list to see a preview of it.

The *Image filename* list shows the file's pathname, the associated entry effect and ticks if the file has a link and a description.

The commands for creating the gallery object are:

▪ **Add... / Remove:** add new files or remove the selected ones that have already been added. You can import graphic files in .JPG, .GIF, .PNG, .PSD, .BMP, .TIF, .DIB, .PCX, .RLE, .TGA and .WMF format. You can import video files in .FLV and.MP4 formats.
Click on the triangle of the *Add...* button to display a submenu that has these options: *Add Image...*, Image from Online Library..., *Add Video...* and *Add YouTube/Vimeo Video...*.

In the window shown by the *Add YouTube/Vimeo Video...* command, you can specify the URL address of videos that you want to add from portals such as YouTube™ and Vimeo.

▪ **Move up / Move down:** you can change the position of files in the *Image filename* list.

▪ **Edit...:** this opens the built-in Image Editor where you can modify the picture selected from the *Image filename* list.

Depending on the type of gallery you have selected, you can define *Options* for each picture/video that has been inserted.

▪ **Link:** creates a link on the picture/video selected from those in the list.
Click on the 🖼 button to open the *Link* window where you can select the action and relative options. If your chosen gallery uses thumbnails, the link you create replaces the one with the enlarged picture, even if the *Display enlarged image on click in ShowBox* option is active.

▪ **Effect:** when you click on the ⭐ button the *Effect Properties* window opens where you can define the entry, movement and zoom effect for

the picture/video selected from the *Image filename* list.

> ❓ If you are using a browser version that does not support HTML5 and CSS3, the HTML5 galleries will be displayed correctly but some of the display effects applied to images may not be handled. In such cases, the Fade effect is applied automatically.

▪ **Description:** you can enter a description of the picture video selected from the *Image filename* list in this field. The text of the description is shown at the bottom of the window where the enlarged picture or video is shown.

Reference: The commands in the Thumbnails section

You can use the commands in this section to define the look of the thumbnails in galleries that have them.

A thumbnail is a miniature version of a picture or video in a gallery, and it is created automatically by the program. Thumbnails are shown in frames that can make them look like slides, negatives, post-its, etc.

These commands are for defining the thumbnail's appearance:

▪ **Preset Image:** you can choose the frame for the thumbnail from a selection.

▪ **Custom Image:** you can load the graphic file (in .JPG, .GIF, .PNG, .BMP, .PSD, .TIF, .DIB, .PCX, .RLE, .TGA or .WPG format) that corresponds to the frame you want to use.

> 👆 To create a new frame, prepare the image and save it in a file. You should create square frames and save them in .PNG form, if you want to maintain an outer transparency.

The following *Options* are also available for the thumbnails:

▪ **Thumbnails outer margin:** you can define the margin between one thumbnail and the next.

▪ **Outer Image Margin (%):** you can specify the margin between the thumbnail and the frame.

- **Enable Color Saturation:** you can specify the color saturation of the thumbnail frame. A coloring effect is applied to the frame's image so that it tends towards the required color.

> **?** Color saturation has no effect on black or white frames.

> **●** Galleries can be started by links in the pages: see *Link* for more information.

6.6 Video/Audio Object

With WebSite X5 you can entertain visitors to your website by adding videos and music.

Videos are living a moment of glory: everyone can make a video, copy it to a computer, edit it and then publish it on the Internet.

With WebSite X5 it is very easy to import all types of video, add them to your website and share them. WebSite X5 accepts all the main formats and has a built-in player for .FLV and .MP4 files. You can import files already on your computer or files you find on the Internet, including those on portals such as YouTube™ and Vimeo.

The commands for creating a Video/Audio Object are organized in the *General*, *HTML5 options* and *Sitemap* sections.

Reference: Commands in the General section

Using the commands in this section, you can import the file to use for creating a Video/Audio Object and give the necessary indications on how it is to be played.

The 'Video/Audio Object can be added in several ways, depending on where the imported file comes from:

- **Local File on PC:** if you select this option, just click on the 📁 button to browser through the files that are on your computer and choose one to import. The file must be in .MP4, .WEBM, .OGG, .FLV, .AVI, .WMV, .MPG, .MOV, .MP3, .WMA, .WAV

, .MID, .AIF or .M4A format.

- **Internet file:** if you select this option, enter the URL address where the video or audio file is located on the Internet.

- **YouTube/Vimeo Video URL:** If you select this option, enter the URL address where the video/audio file you want to import can be found in the page of a portal such as YouTube™ or Vimeo.

> If you import a video from YouTube™, it will be resized according to WebSite X5's settings. If you want to maintain the original size you can import the file from YouTube™ using the HTML Code Object instead of the Video/Audio Object.

You can display a preview of the imported video/audio object, by selecting the *Preview* option.

Different players are used for playing the various video/audio file formats. If the browser supports the HTML5 video tag and the file's codec, then it will use WebSite X5 Media Player to display/play files in .MP4, .WEBM and .OGG formats. All other formats are handled as shown in the table:

Player	Video File	Audio File
Adobe Flash Player®	.MP4 and .FLV	.MP3
Microsoft® Windows Media Player®	.AVI, .WMV and .MPG	.WAV and .WMA
QuickTime® Player	.MOV	.M4A and .AIF

> To ensure maximum compatibility, you should use .MP4, .WEBM and .OGG.

Whichever player is used displaying/playing the imported file, you can define the following *Properties*:

- **Alternative Text:** enter the text that is to be displayed if the video/audio cannot be played for some reason.

- **Size:** enter the width and height in pixels of the video or audio control

bar. The maximum width for the object is shown in brackets, according to the settings for the [page layout table](#). The maximum height for the audio control bar (35 pixels) is shown in brackets. The minimum height is 15 pixels. Leave the *Keep Ratio* selected to keep the ratio between width and height.

- **Autoplay:** if set, the video/audio will start automatically.

- **Enable Full Screen view:** the full screen button will appear in the video control bar.

You can define how the *Control Bar* is displayed:

- **Show Control Bar:** displays a button bar with all the video/audio controls.

If WebSite X5 Media Player is used to display/play the file, you can also choose the following options for the *Control Bar*:

- **Automatically hide the Control Bar:** the control bar appears on mouseover in the window where the video/audio is playing.

- **Color:** sets the background color of the control bar.

> ? WebSite X5 Media Player is not used for videos in Microsoft® or QuickTime® format, and this could cause occasional problems with the control bar.

Reference: Commands in the HTML5 options section

You can use the commands in this section (if you aren't using a public object from YouTube™ or Vimeo) to import versions that have been saved in formats different from that of the inserted video/audio, so that when visitors are navigating the website, the best format will be used for the visitor's browser.

All the various versions of videos and audio that have been inserted are shown in a table that indicates the *Video Path*, *Native Compatibility* and *Compatibility with Plug-in* for each file in the main browsers (Chrome™ 6+, Firefox® 4+, Internet Explorer® 9+, Safari® 4+, Opera™ 10.6+). The "on"

🔴 or "off" ⚪ logo for each brow ser is show n, according to w hether they support a particular video/audio form in native form or by using a plug-in.

The follow ing commands are available for making up the *List of alternative formats for playing Videos*:

- **Add / Remove:** these add new files or remove the selected one from the list. Click on the *Add* button to view a submenu with the *Add Video...* and *Add Video URL from the Internet...* options.

- **Move up/Move down:** you can change the display order of the files in the list, by moving the selected file up or down a position.

> ❓ The order of the files in the table may have some effect on the video/audio version that the Program proposes to the brow ser. If, for example, a particular brow ser supports tw o versions of a video/audio, the Program w ill propose the first in the list.

Reference: Commands in the Sitemap section

Use the commands in this section to give further information w hich may be useful for completing the w ebsite's SiteMap.

First of all, select the **Add video to the Sitemap** option: the information in the video is added to the SiteMap that is created automatically by WebSite X5 (see *Automatically create a SiteMap* in *Statistics, SEO and Code | Basic*). Then you must set the follow ing parameters:

- **Title:** (mandatory parameter) this specifies the title to give to the video. Google™ accepts 100 characters for the title's length

- **Caption:** (mandatory parameter) this specifies a brief description of the the video. Google™ accepts 2048 characters for the description: longer ones w ill be cut.

- **Category:** (optional parameter) this specifies a category for the video, according to its content. Google™ stipulates that a video may belong to only one category, and the category name must not exceed 256 characters.

- **WebSite Keyw ords:** (optional parameter) this specifies a list of tags, or

brief descriptions of the main aspects of the video. Google™ allows a maximum of 32 tags for each video.

- **Image preview of the Video:** (mandatory parameter) this specifies a preview picture to associate with the video. Google™ advises you to give these thumbnails a minimum size of 120x90 pixel and to save them in .JPG, .PNG or .GIF format.

- **Publication Date:** (optional parameter) this specifies the video's publication date.

- **Length (secs):** (optional parameter) this specifies the duration of the video, in seconds. Google™ recommends that you give this information, and specifies that the duration must be between 0 and 28800 seconds (8 hours).

- **Contents suitable for everybody:** (optional parameter) this parameter is used to specify whether the video's contents are suitable for children. Google™ warns that, if a video is not indicated as suitable for children, it will only be viewable by users who have the Google Safesearch™ filter switched off. The Google™ Safesearch feature filters websites with explicit sexual or pornographic content and removes them from search results.

6.7   E-mail Form Object

When you are browsing the Internet, you often come across pages which display a form where you are asked for personal details. These forms can be a means of contact, to ask you to register to receive information, to access Members' Areas, or simply for surveys or market research.

Whatever the purpose, with WebSite X5 you can create an e-mail form very easily. You can specify the fields you want in it, decide on the page layout and graphic appearance and, most importantly, stipulate how submitted data is to be collected and who receives it.

The commands for creating an E-mail Form object are organized in the *List*, *Send* and *Style*.

Reference: Commands in the List section

Use the commands in this section to define the list of fields that you want to appear in your e-mail forms.

All the existing fields are shown in the table, that gives this information for each one: *Field Name*, *Field Type*, *Width*, if it is *Mandatory* and *Description*. These parameters can be set when creating a field, in the *Insert Field* window.

As well as summarizing the salient points of each field, the table can also be used for working on them:
- Double-click on a field to open the *Insert Field* window, where you can change any values previously entered;
- Click a second time on a selected field to change its name (you can also do this by opening the *Insert Field* window and changing the text entered as a label;
- Select a field and then use the button bar commands to make a copy, remove it, move it up or down or change its settings.

You can also check the layout of the fields in the form. A dotted line indicates how many rows there are in the field. If a field is on the same row as the previous field, the 🔄 icon is displayed next to its width. If the width of all the fields in the same row exceeds the total width of the row, the 🔄⚠ icon signals this error. If you don't change the widths to correct the mistake, the fields that don't fit in the row will be displayed on the next row.

The commands for creating the list of fields in the form are shown next to the table:

115

- **Add...:** this opens the *Insert Field* w indow , w here you can add a new field to the form.

- **Duplicate:** you can make a copy of the selected field.

- **Remove:** you can remove the selected field from the form.

- **Move up / Move dow n:** you can change the order of the fields, moving the selected one up or dow n in the list.

- **Edit...:** this opens the *Insert Field* w indow , w here you can change the settings for the selected field.

> ❓ The *Send* and *Reset* buttons (for sending the compiled form and for deleting all the information added to the form) are added automatically by the program at the bottom of the form.

Reference: Commands in the Send section

Use the commands in this section to define how the data submitted in e-mail forms is to be treated.

In the *Data submission* box you have to specify how the w ebsite Administrator is to receive the data. You have the follow ing options:

📨 **Send data by e-mail:** is the default option. Data submitted through the forms is automatically sent via e-mail, using a PHP script.

🗄 **Send data to a Database:** the data submitted in the form is automatically sent to the specified MySQL database, using a PHP script.

📄 **Send data to a file:** the data submitted through the form is saved in the specified script format (.PHP, .ASP, etc.). This option is useful if you w ant to use your ow n script, for example if .PHP is not available on your server, or if you w ant to include particular procedures or implement specific data management procedures.

You have to set a number of parameters for each send option:

Send data	- **Sender e-mail address:** this indicates the address

by e-mail:	from which to send the e-mail in reply to data submitted in the form. By default, the send address is the same as the receiver which, in this case, is that of the website Administrator. If you specify that the send address is that of the visitor who filled in the form, it will be possible, for example, to use the e-mail Reply command.
	▪ **User e-mail address:** this indicates the address that will receive the data submitted through the forms. You can type in more than one address: separate them with a semi-colon (;).
	▪ **Subject:** this indicates the subject of the e-mail containing the submitted data.
	▪ **Message:** this is the text to be used in the e-mail.
	▪ **Include the collected data in CSV format:** the submitted data is also saved in a .CSV file, and added to the e-mail. Data in a .CSV file is written in text form, like a long list of items, separated by a semi-colon (;): these files can easily be imported into spreadsheet programs (Microsoft Excel, for example).
Send data to a Database:	▪ **Database:** select the database from the list of those linked to the project. Use the commands in the Data Management window to create the list of databases to link to the project.
	▪ **Table Name:** enter the name of the table in the database where you want submitted data to be added. If the table doesn't exist, it will be created automatically.
	▪ **Send an e-mail to notify the data has been received:** a notification e-mail will be sent automatically when new data arrive.
	▪ **User e-mail address:** You have to set a number of parameters for each send option: enter the recipient address of the e-mail notifying data

117

	reception.
Send data to a file:	▪ **Script file (e.g. PHP, ASP):** you can import the script file to use for collecting and sending submitted data. You must create the script file manually.

If you do not select *Send data to a file* as a *Data submission* method in *Confirmation e-mail for the user*, the following options are displayed:

▪ **Send a confirmation e-mail to the user:** select this option if you want the visitor to receive automatic confirmation by e-mail when he submits data.

▪ **Sender e-mail address:** enter a valid and active e-mail address to use as the confirmation e-mail sender.
By default, the confirmation e-mail sender's address, which in this case is that of the website Administrator, is the address given as *User e-mail address* in the *Data submission* section. Enter a different *Sender e-mail address* if you want the confirmation e-mail to be sent from a different address, instead of the one that receives submitted forms. This option is useful if you prefer to communicate with visitors using a generic address (such as info@mycompany.com or noreply@mycompany.com) rather than a personal address (name.surname@mycompany.com).

▪ **User e-mail address:** you can specify which field in the e-mail form the confirmation e-mail address is to be taken from.

▪ **Subject:** specify the subject of the confirmation e-mail.

▪ **Message:** specify the message of the confirmation e-mail.

▪ **Include the collected data:** add submitted data at the end of the confirmation e-mail.

Finally, you can select the following *Options*:

▪ **Enable 'Captcha' anti-spam filter:** you can add the Captcha anti-spam filter to the end of the e-mail form. A series of distorted letters is shown in a random order: the visitor must copy them correctly in the field in order to send his message.

▪ **Confirmation page after sending data:** this option displays the

website Map where you can indicate the page that is to be displayed when the e-mail form has been filled in and the submitted data have been sent via e-mail. It is a good idea to have a specific page for this purpose, rather than using the Home page, so that you can include a thank-you message in it. This page must be *Hidden Page in the Menu*: the command for this is in *Step 2 - Sitemap Creation*.

> You can customize the style of the e-mails that are sent automatically, using the options in the *%S1_STYLES_LBLWIZTITLE_EMAIL%>* window of *Step_1 - Template Style*.

Reference: Commands in the Style section

Use the commands in this section to set the style of the e-mail form you are creating.

First of all, select the *Form Item* you want to work on: choose it from the drop-down menu or click on the item in the *preview*.

You can customize these items:

A **Labels:** this is a descriptive text of the field and it either indicates what information is required, or it asks a question.

abl **Fields:** this is where the visitor enters the necessary information.

[ab] **Send' and 'Reset' buttons:** these buttons are added automatically at the bottom of the e-mail form. They send the e-mail or clear all the fields, respectively.

Field Description and Validation: these are messages that may be displayed while the form is being filled in. They give extra information, indicate incorrect data or remind the visitor that a mandatory field has not been filled in.

The options available for these items are in the *Style* section:

Labels:	▪ **Font Type:** specifies the font, style and size to use for the text.

	• **Color:** specifies the color to use for the text.
	• **Repeat:** you can indicate where the field labels are to be. There are 3 choices: *Display Labels above the Fields*, *Display Labels inside the Fields* and *Display Labels on the left of the Fields*. If you choose to have labels on the left of the fields, you can specify the *Width (%)* as a percentage of the row in which it appears, and the *Alignment* of the labels.
Fields:	• **Color:** indicate the color to use for the text (for normal and "selected" states), for the background (normal and "selected" states) and for the border (normal and "error" states).
	• **Rounded Corners:** you can define how rounded each corner is to be.
	• **Drop Shadow:** applies a shadow inside the fields to give an impression of depth.
Send' and 'Reset' buttons:	• **Font Type:** specifies the font, style and size to use for the text.
	• **Color:** specifies the color to use for the text, background and button borders.
	• **Rounded Corners:** you can define how rounded each corner is to be.
	• **Background Image:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background.
	• **Alignment:** specifies how the buttons are to be aligned. Choose *Left, Center* or *Right*.
	• **Show the 'Reset' Button:** this is active by default. A "Reset" button is automatically added at the bottom of the form (to clear the contents of fields that have been filled in), next to the "Send"

	button.
Field Description and Validation:	▪ **Field Description icon file:** you can import a graphic file (in .JPG, .GIF and .PNG format) to use as an icon next to the field, indicating that further information is available.
	▪ **Show the Description when the Field is selected:** select this option if you want a message with more information to be displayed automatically when the visitor clicks inside the field.
	▪ **If an error occurs during data validation:** you can choose how the default message is to be displayed when a field is filled in incorrectly, or when a mandatory field has not been filled in. You can choose from *Display the Browser's dialog window*, *Display internal popup window* or *Show Tip next to invalid Field*.

⚠ When you preview your website, a message reminds you that e-mails with submitted data will not be sent. The Send E-mail Form feature only works fully when the website has been published on the Server.

⚠ The Send E-mail Form feature will function correctly if the Server on which the website is published supports the .PHP programming language and if the MAIL command is active. You can obtain this information on your Server diagnostics through the Website Test section of the Control Panel.

⚙ If problems occur when sending e-mails, it is possible that the Server you are using does not have a standard configuration. Try changing the script settings and those for sending e-mails, using the options in *Advanced Settings | Data Management*. For further information, contact your webspace provider.

6.7.1 The Insert Field window

The *Insert Field* window opens when you press the *Add...* and *Edit...* buttons in the *E-mail Form Object* window. Here, you can create and define the fields in the e-mail form.

This window has the following sections: *Field Type* and *Options*.

Reference: Commands in the Field Type section

You can use the options in this section to create the list of fields that will make up your e-mail form.

The available options are:

abl	**Text field:** a single line of text shown as an empty box that the visitor can fill in as he wishes.
✉	**E-mail Address:** a single line of text where the visitor must give an e-mail address. An automatic filter checks the address format: valid e-mail addresses contain the "@" character and a "." (dot).
▤	**Text Area:** this text field covers more than one line, and the visitor can leave comments or ask questions.
▦	**Date:** a text field where the visitor enters the date. It can either be typed in or selected from the calendar.
▤	**Drop Down List:** the visitor must choose a reply from the drop-down list.
▤	**List:** the visitor must select a reply from those in the list.
☑	**Multiple Choice:** the visitor can select one or more replies from those in the list.
⊙	**Single Choice:** the visitor can choose one reply from those in the list.
▨	**Password:** a text field in which the characters type in are hidden, and dots or asterisks are shown to cover the letters (depending

on the operating system on the computer). This policy is adopted to ensure a visitor's privacy when entering a password to access a service.

Attachment File: a text field in which the visitor can specify a file to send as an attachment, using the ![button] button to browse through the available files.

Contact your webspace provider to check that attached files are handled correctly.

Check Question: a text field in which the visitor enters the reply to a question. These questions are intended to differentiate between real people and spam programs that use contact forms to send undesired e-mail.

Agreement Conditions: a text field that gives the conditions that the visitor must agree to to submit the form. This field is used, for example, to show the conditions for matters of privacy on submitted data management.

Separator: this is a separator, and not a field, and it is used to separate the fields in sections and make long forms more user-friendly.

Description: this field is useful for displaying text in a form. It can be used, for example, to add brief introductions to the various sections of a form, or to give explanations to visitors.

Various options may be presented, depending on the type of field selected. The options available for all fields are:

- **Label:** you can give a description of the field. This text will be displayed above, next to, or inside the field it refers to, to specify the requested information or to show the question the visitor is being asked. The *Label* for the *Description field* isn't displayed in the form, but only appears in the summary table shown in the *E-mail Form Object | List* window.

- **Width (%):** you can define the field's width (from 5% to 100% of the available space).

123

▪ **Display on the same row as the previous Field:** select this option if you want your field to be on the same row as the previous field. Two fields can only be on the same row if their total width does not exceed the row's width.

▪ **Set as Mandatory Field:** this option makes the field mandatory for the visitor. It is not available for the *Multiple Choice* fields, and it is active by default for the *Check Question* fields.

The following options are field-specific:

Text field:	▪ **Max number of characters:** specify the maximum number of characters that can be entered in this field. For example, you can specify a maximum of 15 characters for a field where the visitor enters his VAT number.
	▪ **Input Text Filter:** the visitor's data in the field will be checked. The possible filters are:
	- **None (characters and numbers):** both characters and numbers are accepted.
	- **Numbers only:** only numbers are accepted.
	- **Phone/Fax number (numbers and '-' and ' ' chars):** numbers, the "-" character and spaces are accepted.
	- **Date (numbers and '/' and '. ' chars):** numbers and the "/" character are accepted.
E-mail Address:	▪ **Request e-mail address confirmation:** adds another field in which the visitor must repeat his e-mail address. The exact correspondence between the two fields is checked automatically: if the fields do not match, a warning message is displayed.
Text Area:	▪ **Max number of characters:** specify the maximum number of characters that can be entered in this field.

	▪ **Number of rows:** specify the height of the field, giving the number of rows to be displayed (max. 30).
Date:	▪ **Date Format:** you can choose the format for entering the date, selecting from the normal national and international formats.
	▪ **Display 'Calendar' icon:** this option displays the "Calendar" icon next to the *Date* field. When this icon is clicked on, the visitor can select the date from a calendar, without having to type it in.
List:	▪ **Number of rows:** specify the height of the field, giving the number of rows to be displayed (max. 30).
Multiple Choice/Single Choice:	▪ **Number of columns:** this options defines the number of columns on which the possible choices are shown.
Password:	▪ **Request password confirmation:** adds another field in which the visitor must repeat his password. The exact correspondence between the two fields is checked automatically. If the fields do not match, a warning message is displayed.
Check Question:	▪ **Correct answer:** this field contains the correct answer that will be matched against the visitor's answer.
Agreement Conditions:	▪ **Agreement Text:** you can enter the text of the conditions that the visitor must accept before submitting data.
Separator	▪ **Display data in a new frame:** the fields after the separator are not shown immediately, but in a new frame which the visitor can display by clicking on the *Next* button (added automatically at the bottom of the e-mail.

	Text Color: specifies the color to use for the text.
	Line Color: specifies the color to use for the separator line. If you set the color as *Transparent*, the separator line is invisible and only the *Label* text is seen.
Description	**Number of rows:** specify the height of the field, giving the number of rows to be displayed (max. 30).
	Font Type: specifies the font, style and size to use for the text.
	Text Color: specifies the color to use for the text.
	Alignment: specifies how the text is to be aligned. It can be *Left, Center* or *Right*.
	Outer Margin / Inner Margin: you can define the size of the field's internal and external margins in pixels.

Finally, you can create a list of possible replies for the *Drop Down List*, *List*, *Multiple Choice* and *Single Choice* fields, with the following commands:

- **Add / Remove:** select a reply to add a new version or remove the current one.
- **Move up / Move down:** you can change the order of the replies in the list, moving the selected item one position up or down.
- **Edit:** you can edit the selected reply. If a reply is already selected, click again to edit it.

Reference: Commands in the Options section

You can use the options in this section to set some advanced properties for fields in the e-mail forms.

The options are:

- **Field Description:** you can add a message that explains how to fill in

the field. If you have set an icon for this field, the visitor can display the message by passing the mouse over the icon.

- **<name> attribute:** you can specify the value to be given to the `<name>` attribute of the field when the HTML code is generated for the e-mail form. This option is useful when, for example, the *Send data to a file* is set as the *Data submission* method (see *E-mail Form Object | Send*).

- **Database Field Name:** you can give a name to the field so that the submitted data is correctly recognized and added in the right place in the database. This option is useful, for example, when the *Data submission* method is set to *Send data to a Database* (see *E-mail Form Object | Send*).

6.8 Social Network Object

Each one of us is probably part of at least one social network: by sharing messages, photos, videos or any other kind of content, we build up our online profile, create relationships and continuously expand our circle of contacts.

Many people currently interact online with the social networks, so it is important to make sure that websites communicate correctly with the various social profiles that are open. WebSite X5 does this through the Social Network Object that takes advantage of the plug-ins provided by the most common social networks: Facebook, Google+, Twitter, Pinterest. Obviously, the results depend on the plug-ins that are chosen but, generally speaking, they all have the objective of transforming website visitors into new contacts on the social networks, so encouraging contents to be shared.
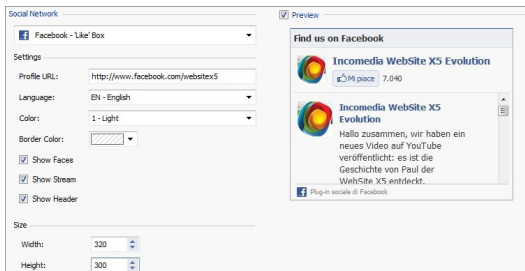
Reference: The social networks that are available

First of all, you need to select an item to add from the *Social Network* list. The items available are:

▪ **AddThis - 'Share' Buttons:** this option adds a button bar and/or a menu that the visitor can use to select a social network on which he wants to share his contents with his contacts.

> ⚙ For further information on how the AddThis plug-in works, see http://www.addthis.com/social-plugins

▪ **Facebook - Comments Box:** this option adds a Facebook section, where visitors can leave their comments.

▪ **Facebook - 'Like' Box:** this option inserts a box where visitors can read the latest posts on a Facebook wall and click on the "Like" button to follow it.

▪ **Facebook - 'Like' Button:** this option inserts the "Like" button, so visitors can click on it and share the contents they like with their friends on Facebook.

> ⚙ For further information on how Facebook plug-ins work, see https://developers.facebook.com/docs/plugins/

▪ **Google Plus - 'Plus 1' Button:** this option adds the "Follow" button: visitors who click here can recommend contents they like and want to share on Google+ through Google Search

- **Google Plus - Badge:** this option adds a badge, and visitors can read a person's profile on Google+ and follow that person.

- **Google Plus - Icon:** this option adds a button so that visitors can read a person's profile on Google+ and follow that person.

> ⚙ For further information on the Google+ plug-ins work, see https://developers.google.com/+/plugins/

- **Twitter - 'Tweet' Button:** this option adds the "Tweet" button: if visitors click here they can share the website with their followers on Twitter.

- **Twitter - Account Box:** this option adds a box where visitors can read the latest tweets on a Twitter account and join in the discussion.

- **Twitter - 'Follow' Button:** this option adds the "follow" button: visitors can click here to follow a Twitter account.

> ⚙ For further information on how the Twitter plug-ins work, see https://dev.twitter.com/docs/twitter-for-websites

- **Pinterest - 'Follow' Button:** this option adds the "Follow" button: when visitors click on it they can follow a Pinterest account.

- **Pinterest - 'Pin It' Button:** this option adds the "Pin It" button: when visitors click here they share contents they like on Pinterest.

> ⚙ For further information on Pinterest plug-ins, see http://pinterest.com/about/goodies/

Reference: Available settings

Obviously, for each item selected from the *Social Network* list, there are specific *Settings* available, with which you can define how each works. Apart from the options related specifically to the style, you need to pay particular attention to the following parameters:

AddThis - 'Share'	- **Username:** this is the username that you receive when you open an account on AddThis. Website

Buttons	Administrators with an account on AddThis should specify their role to be able to consult statistics on how visitors use the service on the website.
Facebook - Comments Box	▪ **WebSite URL:** this parameter specifies the URL of the website that visitors make comments on. Usually, the "Comments" box is added to the website page that visitors comment on: in this case, the URL must correspond to the page containing the "Comments" box.
Facebook - 'Like' Box	▪ **Profile URL:** this parameter specifies the URL of the Facebook page to link to, in order to show the contents and ask visitors to follow it, clicking on the "Like" button.
Facebook - 'Like' Button	▪ **WebSite URL:** this parameter specifies the URL of the website that visitors judge, clicking on the "Like" button.
Google Plus - 'Plus 1' Button	▪ **WebSite URL:** this parameter specifies the URL of the website that visitors can recommend to their contacts.
Google Plus - Badge / Google Plus - Icon	▪ **Profile URL:** this parameter gives the URL of the Google+ profile to be linked to so that visitors can follow it.
Twitter - 'Tweet' Button	▪ **WebSite URL:** this parameter gives the URL of the website that visitors can post on their Twitter profile.
Twitter - Account Box / Twitter - 'Follow' Button	▪ **Username:** this is the username for a Twitter profile.
Pinterest - 'Follow' Button	▪ **Username:** this is the username for a Pinterest profile.

| Pinterest - 'Pin It' Button | ▪ **WebSite URL:** this parameter gives the URL of the website that is the source of the pictures that visitors can pin on their Pinterest pinboards. |
| | ▪ **Image URL:** this parameter gives the URL of the picture that visitors can pin on their Pinterest pinboards. |

6.9 Guestbook Object

The Guestbook lets website visitors leave their signature or a comment and/or give a vote. It's made up of a short form that visitors fill in, and a list of comments that have been made by other visitors.

WebSite X5 lets you customize the Guestbook, and manage the publication of comments using either a specific online control panel or services such as those offered by Facebook and Disqus.

Reference: Guestbook settings

To create a Guestbook, you need to define the *Comment management system* that visitors can leave, choosing between:

WebSite X5: this is WebSite X5's built-in system and offers a specific online Control panel.

Facebook: this uses Facebook's Social Plug-in to organize discussions and comments.

Disqus: this is the system offered by Disqus.

If you choose to use WebSite X5's built-in *Comment management system*, you must define the *Content Type* that website visitors can leave, choosing between:

Comment and Vote: visitors can write a comment and vote the website.

📝 **Comment:** visitors can write a comment, but they can't vote.

⭐⭐⭐ **Vote:** visitors can vote, but they can't write a comment.

You can choose options for the *Comments Settings,* depending on the *Content Type* you have selected:

- **View Mode:** you can decide whether comments made by visitors are to be published immediately online, or whether they are to be approved first, using the commands in the online [control panel].
- **View Order:** you can define the chronological order to the published comments, from the most recent to the earliest, or vice versa.
- **Comments per Page:** you can define the maximum number of comments to be displayed per page.
- **Show 'Abuse' button:** select this option if you want an "Abuse" button added, so that visitors can report objectionable conduct.
- **Enable 'Captcha' anti-spam filter:** you can add the Captcha anti-spam filter to the end of the comment form. A series of distorted letters is shown in random order and visitors must copy them correctly in a field in order to submit their comment.
- **Vote Style:** select this option to define the style of the element that visitors can vote (for example, 5 stars). This is the only option available if you select *Vote* as *Content Type*.

If you choose to use Facebook as *Comment management system,* you must define the following *Comments Settings*:

- **Color:** this sets light or dark colors for elements in the foreground, so that the contrast with the background is correct.
- **Visible Posts:** this defines how many posts are to be displayed in the comments box.

⚙ For further information on how Facebook plug-ins work, see https://developers.facebook.com/docs/plugins/

If you choose to use Disqus as *Comment management system,* you can define the following *Comments Settings*:

▪ **Disqus Short Name:** this is the name that identifies the website when setting up the service on Disqus. All the comments left on the website are automatically associated with the Short Name given here, so that they can be correctly loaded and displayed.

> ⚙ For more information on discussion and comment management with Disqus, see http://disqus.com/websites/

You can define the following *Properties* for displaying comments:

▪ **Height:** you can define the height in pixels of the Guestbook Object. Each time a visitor leaves a comment and this is published online, the comment is added to the list of those already made: you can set the height of the object so that, after a certain number of comments, the list can be scrolled to view the rest.

▪ **Enable Automatic Height:** if you select this option, the height of the Object is automatically calculated so that there entire contents of the Object can be displayed without having to show a scroll bar. This option is effective only if the Object is inserted in a line of the page layout table that does not contain other Objects.

Reference: Submitting Guestbook data

Only if you decide to use WebSite X5's built-in *Comment management system*, you can indicate how data submitted in the comments form is to be saved and handled by the website administrator in the *Data Save Settings* section:

📄 **Send data to a file:** submitted data is saved in a file created in the specified folder on the server.

🗄 **Send data to a Database:** the data submitted in the form is automatically sent to the specified MySQL database, using a PHP script.

You then have to specify the following parameters:

The following parameters depend on the method you have chosen for saving data:

Send data to a file:	▪ **Subfolder on the Server where to save data:** specify the folder on the server (with PHP write access) in which the submitted data is to be saved. The main server folder name is specified by the *Server folder with write access* option in the Data Management window. If you do not specify a sub-folder, the data will be saved in this one.
	▪ **Send an e-mail to notify the comment has been received:** a notification e-mail will be sent automatically when new data arrive.
	▪ **User e-mail address:** You have to set a number of parameters for each send option: enter the recipient address of the e-mail notifying data reception.
Send data to a Database:	▪ **Database:** select the database from the list of those linked to the project.
	You need to have already compiled the list of databases linked to the project in the *Data Management* window.
	▪ **Tables Prefix Name:** enter the name of the table in the database where you want submitted data to be added. If the table doesn't exist, it will be created automatically.
	▪ **Send an e-mail to notify the comment has been received:** a notification e-mail will be sent automatically when new data arrive.
	▪ **User e-mail address:** You have to set a number of parameters for each send option:

	enter the recipient address of the e-mail notifying data reception.

⚠️ You need to have already compiled the list of databases linked to the project in the *Data Management* window.

⚠️ If you use WebSite X5's built-in *Comment management system*, for this Object to work correctly, the page it is inserted in must be saved as a .PHP file.
Use the *File Name Format* option in the Page Properties | Expert window to specify page formats.

6.10 Map Object

Most commercial websites now include a Contact Us page, with an interactive map that shows the company's geographical location. These maps are useful because they provide potential customers with the company's address and indications on how to reach it.

WebSite X5 lets you add a map to your website, using the Google Maps™ service, via the Map Object.

Reference: Settings for creating an interactive map

First of all, you have to work on the *Settings* to specify the type of *Style* to use for the map:

🗺️ **Map:** this setting will show the map with road names and the given address.

🧍 **Street View:** this setting will show the street-view photographs of the given address (if they are available).

🗺️🧍 **Street View and Map:** this setting will show both the map and the Google Street View ™ photos, if they are available for the given address.

Different *Settings* will be shown, depending on the selected *Style*.

Settings:	🗺️	👤	🗺️👤
Address: this is the address to be highlighted on the map.	✓	✓	✓
Angle: changes the display angle of Google Street View ™.	-	✓	✓
Style: lets you decide how the map is to be displayed, choosing between *Map*, *Satellite* and *Terrain*.	✓	-	✓
Zoom Factor: defines the zoom factor for displaying the map.	✓	-	✓
Show tip: enables a mouseover effect on the signpost on the map, so that the complete address is displayed in a tip.	✓	-	-
Show the navigator: enables a navigator to make it easier to move around in Google Street View ™.	-	✓	-

The following options can be selected, for all types of map, in the *General* section:

- **Language:** this setting defines the language to be used for the map.
- **Size:** this setting defines the size of the map. Leave the *Keep Ratio* selected to keep the ratio between width and height.

⚠️ If Google Street View ™ isn't displayed in the project preview or in your online website, it may be that the Address given, or the area it is in, isn't yet covered by this service.

6.11 Flash Animation Object

WebSite X5 lets you add various types of animation and special effects to your pages, so that you can make them more attractive and interesting.

You can import all kinds of Flash animation (in .SWF format), from simple banners with text and images to more complex and interactive video clips. They can either be imported from your own computer or taken from the Internet. You can use the available advanced features for attaching any files that are necessary for the animation to work correctly.

The commands for creating a Flash Animation Object are organized in the *Basic* and *Expert* sections.

Reference: Commands in the Basic section

Use the commands in this section to import the files you need to create the Flash Animation Object.

The Flash animation file can be imported from your computer or the Internet. If it is on your computer, select the **Local File on PC** option, click on the button to look for the file (in .SWF format). In the second case, select the **Internet file** option and enter the address where the file(s) you want are located on the Internet.

Select the *Preview* option to have a look at a preview of the imported animation in the preview window.

> ⚠ You will need to install the Adobe® Flash® player to be able to see the preview. It is available at http://get.adobe.com/it/flashplayer/otherversions/ (choose the "Other browsers" option).

You can define the following *Properties* for the animation that you have inserted:

- **Alternative Text:** this is the text that will be shown if, for some reason, the animation cannot be displayed.

- **Size:** this setting gives the width and height in pixels of the Flash animation. The maximum width possible is indicated in brackets, and depends on how the page layout table has been set up. Leave the *Keep*

Ratio selected to keep the ratio between width and height.

- **Player version:** this indicates which version of the Flash player is required to play the inserted animation. If the visitor does not have the correct version, a message is displayed automatically, asking him to update it.

- **Transparent Background:** if this option is selected, the inserted animation's background is transparent.

Reference: Commands in the Expert section

You can use the commands in this section to import any files which are necessary for the correct functioning of the Flash animation.

All the files that are linked to the imported Flash animation are listed in a table that gives the filename and the *Relative Server path*.

Use the following commands to create the list of files linked to the Flash animation:

- **Add...:** this command opens the *Upload linked file* window, where you can add a new file linked to the Flash animation.

- **Edit...:** this command opens the *Upload linked file* window, where you can change the settings for the selected file in the table.

- **Remove:** this command deletes the selected file from the list.

Finally, you can use this option:

- **Pathname for uploading the Flash file:** to specify the pathname of the folder in which the .SWF file linked to the Flash animation is to be published.

6.12 Product Catalog Object

One of the most interesting features in WebSite X5 is the E-commerce facility: you can create online stores to show your products in a virtual shop window that is open to the world, and sell them directly online.

As well as adding products and managing online shopping carts, you can

also create online catalogs with WebSite X5's Product List object. Customers can browse through the contents, read a description of each article on the product cards and buy the article they are interested in.

The commands for creating a Product List object are available in the *List* and *Settings* sections.

Reference: Commands in the List section

Use the commands in this section to specify which products are to appear in the Product List object.

The column in the left side of the window shows the *Category and Product List* inserted when the Shopping Cart was created in *Step 4 - Advanced Settings*.

There is a check box next to each category and product: click on the check boxes to add categories/products to the Product List you are creating. All the selected products are shown in the column on the right side of the window.

> ? Selecting a category or selecting all the products in a category is not the same thing: only in the first case, if new products are subsequently added to the category you added to the Product List, they too will be added automatically to the same Product List.

You can decide how you want the products in the righthand column to be ordered: click on the **Sort order** button and choose *Custom*, *First Name*, *Category*, *Price*, *Ascending* or *Descending*.
If you choose *Custom* you can use the **Move up / Move down** buttons to order the products as you want them to appear.

Reference: Commands in the Settings section

The commands in this section allow you to define the style of the product cards that describe the products in the list.

First of all, you have to indicate the *Display Mode* for the product cards:

Text Only
The product card shows the product name, description, a drop-

down list of variations (if there are any), price, quantity and the "Buy now" button.

Text and Image
The product card has a picture of the product on the left and all the information on the product on the right.

Text and Image
The product card has a picture of the product on the right and all the information on the product on the left.

Image Only
All the information on the product is given underneath the picture. The detailed description is not included.

Alternate Image and Text
The product cards alternate with the picture on the left/text on the right and picture on the right/text on the left.

> Whichever display mode you choose, any link to the title and/or image that may be included in the product card that has been defined with the *Link (ie Product Page)* option in the *Product Settings | General* window is activated automatically.

You can use the options in *Frames Settings* to define:

- **Frame per row:** how many product cards there are in a single row.
- **Frame height:** the height in pixels of the product cards. The pictures of the products will be resized automatically according to the given height. If the product descriptions are too long to be displayed completely, a scroll bar is added.
- **Image width (%):** how much space is occupied by the picture and how much by the text, if you have chosen a layout with picture and text side by side. For example, if the picture takes up 30% of the space, the remaining 70% is taken up by the text.
- **Inner Margin:** how wide the margin is to be (the margin is the space between the product card's border and the contents).

You can use the *Graphic* options to define:

- **Text Color/Background Color:** the colors to use for the text and the background of the product cards.
- **Font Type:** specifies the font, style and size to use for the text.

You can use these *Options* to define:

- **Thickness:** the thickness of the borders (each one may be defined separately).
- **Color:** the color of the borders (again, each border can be colored separately).
- **Rounded Corners:** how rounded the corners are (each one can be defined separately).
- **Drop Shadow:** a shadow, specifying its color, position, diffusion and size.

You can use the functions in *Commands* to define:

- **Enable Link over the image:** this setting links the pictures in the product cards to their enlarged versions, which will be displayed in the Show Box.

> You can customize the style of the Show box: using the options in the *ShowBox Style* section of *Step 1 - Template Style*, you can define colors, shadows, opacity, entry effects, etc.

- **Add the Product without showing the Cart:** when a customer clicks on the *Buy* button, the product is added to the order, without being automatically redirected to the shopping cart.

You can use these *Options* to define the following settings:

- **Show Price:** this displays the product's price, with or without VAT, in the product card.
- **Show Buy Button:** this displays the button in the product card which you have to click on to proceed with the purchase. If the *Buy* button is not displayed, the *Quantity* field will not be present.
- **Show Quantity Field:** this displays a quantity field in the product card so that the customer can indicate how many items of a product he

141

wants to add to the shopping cart.

Finally, you can add *Ribbons*:

- **Ribbon Type:** you can define rosettes to add to product cards for a "New Product" or a "Special Offer".

- **Image File:** you can specify the image to be used for the rosette. Click on the arrow in the field to select an image from the library, or click on the 🖼 button to import a graphic file (in .JPG, .GIF or .PNG format) of the image you want to use.

- **Alignment:** you can specify the rosette's alignment in the product card.

- **Width (%):** you can specify the width of the rosette as a percentage of the product card's size.

> ⚠ For the Product List object to work correctly, you must already have added products to the shopping cart, using the commands in the *Shopping Cart* section of *Step 4 - Advanced Settings*.

6.13 Dynamic Content Object

Once a website has been published on the Internet, there may be times when somebody other than the original author needs to update some parts of it. It may be the client for whom the website has been created, or members of an association who want to keep their website updated constantly with the latest news and events. Authorized users must be able to update certain parts of the website directly online, without necessarily having a copy of the program and/or project files, and without changing other sections or altering the overall graphic layout.

WebSite X5 makes this possible with the Dynamic Content Object. The website author can use the Dynamic Content Object to authorize named users to make changes to specific areas, whilst maintaining control over the project as a whole. This possibility offers two clear advantages:

- the author saves time by delegating on-the-spot updates to others;
- the website is kept constantly updated.

Reference: Settings for the Dynamic Content Object

To set up a Dynamic Content Object you must first define the Users, or User Groups, who will have permission to change the Object's contents.

A list of the existing groups and/or individual users can be seen in the **Groups/Users** section. Click on the groups/users you want to enable to modify the contents of the Dynamic Content Object so that a tick appears next to their names. Remember that enabling a group and enabling all the users in a group is not the same thing! Only in the first case, if you enable a group, and subsequently add other users to it, the new users will automatically be enabled to update the contents of a Dynamic Content Object.

> To create new groups/users, go to the *Access_Management* window in *Step 4 - Advanced Settings*.

The Dynamic Content Object has the following *Properties*:

- **Height:** sets the height of the Dynamic Content Object in pixels. If you fix a maximum height for the Object, when the contents make it reach that height, a scroll bar will appear on the side of the window, thus maintaining the overall page layout.
- **Enable Automatic Height:** if you select this option, the height of the Object is automatically calculated so that there entire contents of the Object can be displayed without having to show a scroll bar. This option is effective only if the Object is inserted in a line of the page layout table that does not contain other Objects.

Reference: How changes to Dynamic Content Objects are saved

In the *Data Save Settings* section you can indicate how the contents added by users enabled to change the Dynamic Content Object are to be saved:

- **Send data to a file:** the contents are saved in a file created in the specified folder on the Server.
- **Send data to a Database:** the contents are automatically sent to

the specified MySQL database, via a specific PHP script.

You will need to specify some parameters, according to the method chosen for sending and saving data:

Send data to a file:	▪ **Subfolder on the Server where to save data:** specify the folder on the server (with PHP write access) in which the submitted data is to be saved. The main server folder name is specified by the *Server folder with write access* option in the Data Management window. If you do not specify a sub-folder, the data will be saved in this one.
Send data to a Database:	▪ **Database:** select the database from the list of those linked to the project.
	You need to have already compiled the list of databases linked to the project in the *Data Management* window.
	▪ **Tables Prefix Name:** enter the name of the table in the database where you want submitted data to be added. If the table doesn't exist, it will be created automatically.

Once you have set the parameters for configuring the Dynamic Content Object, click on the *Preview* button to display the website in the built-in browser. In the page that opens, instead of the Dynamic Content Object, you will see an invitation to write your text. If you move the mouse over this area, the space taken up by the Object is shown by a dotted line. Click inside this area to display the text editor with which to write your contents for this Object (a default text is shown and can be changed).

For this Object to work correctly, the page it is inserted in must be saved as a .PHP file.
Use the *File Name Format* option in the Page Properties | Expert

w indow to specify page formats.

In the *Dynamic Content Object* section of the online Control Panel you can display a list of all the Dynamic Objects that have been added to the w ebsite: if you w ant to edit the contents of one of these Objects, click on its name to open the page w here it has been inserted and make your changes.

6.14 HTML Code Object

WebSite X5 provides a specific object for each type of content matter that you w ant to add to a page: text, pictures, animation, e-mail forms, etc. And w ith the HTML Code Object object, the possibilities are practically unlimited. With this object, you can add HTML code directly to pages and thus include features that w ould otherw ise have been impossible to use.

The commands for creating a HTML Code Object are organized in the *HTML Code* and *Expert* sections.

Reference: Commands in the HTML Code section

In this section you have an editor for including the HTML code that you w ant to add to a page.

The editor in the *HTML Code* box includes the follow ing commands:

Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]
These options cut, copy and paste the selected text.

Cancel [CTRL+Z] - Redo [ALT+CAPS+BACKSPACE]
These commands undo/restore the last operation to be carried out/undone.

Insert Widgets
This option inserts the code of the selected w idget: click on the arrow next to the button to display the complete list of available w idgets.

To help w rite/read the code, the HTML editor offers:

- **automatic numbering** of the lines of code;
- **Syntax highlighting**. Thanks to this feature, certain elements of the code are highlighted with different colors, without changing the meaning of the text in any way;

As you can imagine, the addition of these features not only makes it easier to read the code, but it also helps to make the structure of the code clearer and more leggible, and therefore easier to pinpoint mistakes.

> ⚠ **Notes on compatibility with the previous versions:**
> **Available objects** - In the previous version 10, the HTML Code Object included a series of widgets. In the new version 11, the widgets have been revised and included as Optional Objects, to be used directly in Step 3 - Page Creation.

The following options are available under *Properties*:

- **Width:** this gives the width of the HTML Code Object; it is set automatically according to the space available in the page layout table.
- **Height:** this option sets the height of the HTML Code Object.
- **Enable Automatic Height:** if you select this option, the height of the Object is automatically calculated so that there entire contents of the Object can be displayed without having to show a scroll bar. This option is effective only if the Object is inserted in a line of the page layout table that does not contain other Objects.
- **Show Scrollbars:** this option is active by default: a scroll bar is added automatically if the HTML Code Object is bigger than the value specified in the *Height* option.

Reference: Commands in the Expert section

Use the commands in this section to create a stylesheet (.CSS) and/or create the list of files to attach to the HTML Code Object you are working on.

Use the editor in the *CSS Code* box to enter the stylesheet code (the editor is identical to that used for HTML code). The purpose of CSSs is to define the graphic appearance of the HTML pages they are linked to.

The *Files linked to HTML code* table gives the names of all the linked files and their *Relative Server path*.

You can use the following commands to create the list of files linked to the HTML code:

- **Add...:** you can add a new file to the list, in the *Upload linked file* window.

- **Edit...:** this opens the *Upload linked file* window, where you can change the settings for the file selected from the linked file table.

- **Remove:** you can delete the selected file from the linked file table.

6.15 Common features

6.15.1 Image Editor

As well as optimizing imported pictures, WebSite X5 also provides a versatile built-in graphic editor for adding professional finishing touches to the pictures.

The Image Editor can be opened by pressing the *Edit...* button, which is usually found in the windows where graphic files can be imported, such as Image Object, Gallery Object and Shopping Cart.

The Image Editor is organized in the following sections: *Crop and rotation*, *Filters*, *Watermark*, *Mask*, *Frame*, *Effects* and *Library*.

The Image Editor also has the following buttons:

- **Ok:** this button closes the Image Editor and takes you back to the main window, saving any changes you may have made.

- **Cancel:** this button closes the Image Editor and takes you back to the main window, without saving changes.

- **Save As...:** this button saves a copy of the original picture in .PNG format.
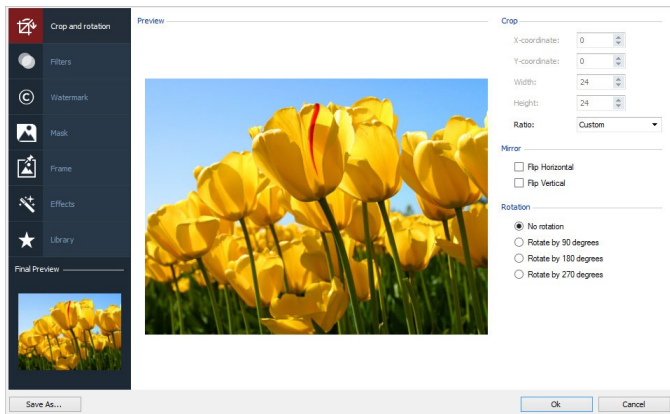
Reference: Commands in the Crop and rotation section

You can use the commands in this section to define the part of the picture you want to display and delete the rest.

You can mark the area you want to keep (the crop box) on the picture's preview and use the anchors to change the size. You can also move the crop box to bring a detail into the foreground: click on it, hold down the left button of the mouse and drag it to a new position.

You don't have to confirm the crop: the area outside the crop box (darker than the original) will not be displayed. If you change your mind and want to undo the crop box, just click on the area outside it to remove the box and cancel your selection.

The following options are shown in the window, next to the picture:

▪ **Crop:** this option shows the values (in pixels) of the *X-coordinate* and *Y-coordinate* that correspond to the upper left apex of the selected area. It also gives the *Width* and *Height* of the area. You can change the size of the selected area by changing the values shown here (as an alternative to pulling on the anchors of the crop box).
You can also define the crop box and maintain the correct width/height ratio with the *Ratio* option.

- **Mirror:** you can flip the picture horizontally or vertically.

- **Rotation:** you can rotate the picture clockwise by *0°*, *90°*, *180°* or *270°*.

Reference: Commands in the Filters section

You can use the options in this section to correct the color and add graphic filters to the imported picture.

If you want to apply a filter, select it from the list, activate it and define the settings. Changes made to the filters are applied immediately and displayed in the picture's preview.

- **Filters:** this option lists the filters that are available. The list includes *Brightness/Contrast*, *RGB*, *HSL*, *Sharpen*, *Blur*, *Black and White*, *Sepia*, *Mosaic*, *Portrait*, *Diffusion*, *Oil Paint*, *Canvas*, *Noise*, *Marble*. Click on one of the filters to apply it to the picture: its check box will be ticked..

- **Settings:** you can change the settings of the selected filter.

Reference: Commands in the Watermark section

You can use the commands in this section to apply a watermark to the imported picture, to protect it against unauthorized copying. The watermark alters the picture, sometimes giving copyright information, and so discourages people from making copies of it or using it in any other way.

- **Watermark:** this option lists the various watermarks that you can apply to the picture. You can also apply a custom watermark: select the second preview from the list (*Custom...*) and import the graphic file that you have prepared.

- **Settings:** you can rotate the watermark by *90°*, *180°* or *270°* or flip it horizontally/vertically.

> A watermark must be a graphic .GIF, .PNG, .PSD or .WMF file, with a transparency setting. The watermark is applied over the original picture so that only the parts that correspond to the transparent areas of the watermark can be seen.
>
> The .GIF format can only handle one transparency level,

whereas the .PNG and .PSD formats handle up to 256, so you should save your watermark in one of these two formats.

Reference: Commands in the Mask section

You can use the commands in this section to apply a mask to the imported pictures, in order to alter their appearance.

- **Mask:** this command lists the various masks that you can apply to your picture. You can also apply a custom mask: select the second preview from the *Custom...* list and import the graphic file you have prepared.
- **Settings:** you can rotate the mask you have applied by *90°*, *180°* or *270°* or flip it horizontally/vertically.

A mask is basically a 256-color image in various shades of gray: a mask is applied over the original picture so that the parts covered by the black areas are invisible and the parts covered by the white areas remain on view.

Reference: Commands in the Frame section

You can use the commands in this section to apply a frame to the imported picture.

- **Frame:** this command lists the frames you can apply to your picture. You can also apply your own frame: select the second preview from the list (*Custom...*) and import the graphic file you have prepared that contains the custom frame.

- **Settings:** you can rotate the frame by *90°*, *180°* or *270°* or flip it horizontally/vertically.

> 🖐 A frame must be a graphic file in .GIF, .PNG, .PSD or .WMF format, with a transparency setting: the frame is applied over the original picture so that only the parts that correspond to the transparent areas of the frame are visible.
>
> The .GIF format can only handle one level of transparency, whereas the .PNG and .PSD formats can handle up to 256, so you should save your frames in one of these two formats.

Reference: Commands in the Effects section

You can use the commands in this section to apply special graphic effects to the imported picture.

- **Effects:** this command lists the effects you can apply to the picture. They are *Drop Shadow*, *Mirror*, *Outer Glow*, *Colored border*, *Gradient*, *Bevel*, *Ridge*, *Frame*, *Rotation*, *Perspective*, *Skew* and *Opacity*. Click on the effect you want to apply (its check box will be ticked).
- **Settings:** you can change the settings of the selected effect.

Reference: Commands in the Library section

You can use the commands in this section to apply a stylesheet to the current picture, or you can save the settings for this picture in a new stylesheet that can then be applied to other pictures.

- **Apply:** this command applies the selected stylesheet to the current picture.
- **Add:** this command saves the settings defined so far in the Image Editor

sections for the current picture and create a new stylesheet with them. The new stylesheet is added to the list of *Custom* style sheets.

▪ **Remove:** this command deletes the selected stylesheet from the Custom. stylesheets. You cannot delete the *Presets* stylesheets.

6.15.2 Cell Style

WebSite X5 makes it easy for you to create pages in your website by dividing the space into cells in the page layout table. The number of cells depends on how many rows and columns there are in the table. To create a page (add contents to it), all you have to do is drag and drop objects into the cells (one for each cell).

A cell is a precise area of the page: it has its own contents and may have its own style. You can define the margins, borders and background of a cell so that the contents of the page are all given the right amount of emphasis.

To define the style of a cell, select it and click on the 📝 button to open the *Cell Style* window. The options in this window are divided into the *Style*, *Text* and *Library* sections.

Reference: Commands in the Style section

You can use the commands in this section to define the style of the current cell in the page layout table.

First of all, you have to choose the type of *Background* you want to for the cell, and you can choose from:

Colored background: the background is filled with a solid color.

Gradient background: the background is filled with shaded color and you can specify the first and final colors, and the direction of the shading.

Image background: an image is used as the cell's background.

Fit to Cell background: the background image is cut and fitted

exactly to the size of the cell (see *How to work on the cell style*)

You can now specify the *Settings* for each background style.

▪ **Color:** specifies the color to be used as the background filler color.	✓	-	✓	✓
▪ **Start Color / End Color:** specify the first and final colors of the shading.	-	✓	-	-
▪ **Diffusion:** indicates whether the first or final color is the most important, defining the space (in pixels) in which the transition from the first and final color is to occur. For example, a vertical shading that passes from gray to white, will graduate fade from gray to white in the first 250 pixels, after which the background will be completely white.	-	✓	-	-
▪ **Direction:** you can choose in which direction the background color is to be shaded, from the *Top, Bottom, Left* or *Right*.	-	✓	-	-
▪ **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background.	-	-	✓	✓
▪ **Repeat:** indicates whether the page background image is to be repeated, or not. It can be repeated horizontally, vertically or in both directions so that it occupies all the available space. The background image can also be resized so that it adapts to the available space.	-	-	✓	-
▪ **Alignment:** you can specify how the	-	-	✓	-

background image is to be aligned inside the cell area.				
Color Saturation: you can change the color hue of the background image: a "coloring" effect is applied to the image so that it tends towards the color you want.	-	-	✓	-
Block width / Block height: you can set the size of the portions of the image to be cut, so that you can indicate which parts of the image are to remain fixed, and which are to be repeated (see *How to work on the cell style*).	-	-	-	✓
Opacity: you can set the amount of transparency of the background image's color/shading. Values closer to 0 increase transparency, letting the page's background show through.	✓	✓	✓	✓

You can use the options in the *Border* section to define:

- **Thickness:** the thickness of the borders (each one may be defined separately).
- **Color:** the color of the borders (again, each border can be colored separately).
- **Rounded Corners:** how rounded the corners are (each one can be defined separately).
- **Drop Shadow:** a shadow, specifying its color, position, diffusion and size.

Finally, you can use the options *Alignment and Margin* to define the following:

- **Alignment:** this option aligns the object with the *Top/Center/Bottom* and *Left/Center/Right* of the current cell.

- **Outer Margin / Inner Margin:** these options set the value in pixels of the outer and inner margins of the current cell (see *The Box Model in WebSite X5*).

Reference: Commands in the Text section

Use the commands in this section to add and define the style of the text that complete the style of the current cell in the page layout table.

First of all, you have to select the element - text or image - that you want to add and work on. You can choose from:

Abc **Title:** this is the text that will be displayed as the title of the current cell.

Header Image: this is a picture that will be included in the current cell's header, next to the Title.

Description Text: this is the text that will be shown as a caption under the current cell.

Once they have been added, you can select the various elements either by clicking directly on the preview or by selecting them from the dropdown menu.

There are a number of options in the *Settings* section, depending on the type of element that you have selected:

These options are available for *Title* and *Description Text*:

- **Content:** enter the text for the title or cell description.
- **Color / Text Color:** you can specify the foreground and backgrounds for the text you are working on.
- **Font Type:** specifies the font, style and size to use for the text.
- **Alignment:** you can specify how the text is to be aligned in the cell: to the *Left*, in the *Center* or to the *Right*.
- **Outer Margin / Inner Margin:** you can specify the value in pixels for the text margins, so that it is positioned at precisely the distance you want it from the cell's borders.

The following options are available for the *Header Image*:

- **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background.
- **Alignment:** you can specify how the image is to be aligned in the cell: to the *Left*, in the *Center* or to the *Right*.
- **Margin:** you can specify the value in pixels for the image's margins, so that it is positioned at precisely the distance you want it from the cell's border and, consequently, with respect to the *Title*.

Reference: Commands in the Library section

In this section, you can choose existing settings, saved as a Style, to apply to the current cell, or you can save the settings of the current cell as a new Style, to be used for other cells.

The Library lists all the *Presets* and *Custom Styles* that have been created so far. These commands are available:

- **Apply:** you can apply the selected Style settings to the current cell.
- **Add:** you can save the graphic settings defined in the *Style* and *Text* sections for the current sell in a new Style and add it to the list of *Custom* Styles.
- **Remove:** you can delete the selected Style from the *Custom* Style list. You cannot delete *Presets* Styles.
- **Import...:** you can import a new style created with WebSite X5 and export it using the appropriate command.
- **Export...:** you can export the selected style to the specified folder. This style can then be shared and imported to other computers.

> When a new Style is being created, all the settings for the current cell are maintained, but not the contents, which could obviously vary from one cell to another. For example, the *Text Color* or *Font Type* is saved in the new Style, but not the *Content* that has been specified for elements such as the *Title* or the *Description Text* of a cell.

6.15.3 The Link window

As well as the fixed navigation menus, created automatically from the website Map, WebSite X5 lets you apply links to text, pictures and other elements. These links may open internal/ external pages, open files, display images, add a product to the shopping cart, and so on.

When you apply a link, you define its action, and you can also define and customize a Tooltip to associate with it: a Tooltip briefly explains what will happen when a visitor clicks on the link.

The options for setting up a link are available in the *Action* and *Description* sections.

Reference: Commands in the Action section

You can use the commands in this section to indicate the action to be associated with the link:

WebSite Page
You can create a link to another page in the website. Click on the button to browse the website Map and select the *WebSite Page* to link to. If you need to, you can also specify the *Internal Page Anchor* to link to, selecting one from the list of anchors in the page. You can also specify whether the linked page is to be opened in the same window, in a new browser window or in a popup window. In the latter case, a new browser window is opened and you can set its *Width* and *Height*.

> Anchors must have been previously associated with objects before they will appear in the *Internal Page Anchor* list.
> You can associate anchors with objects by clicking on the button, in *Step 3 - Page Creation*.

File or URL

You can create a link to an external resource, file or HTML page, that is on your computer or on the Internet. To specify which file you want to link to, select the *Local File on PC* option and click on the button to browse through the resources and locate your file, or select the *Internet file* option and type in the URL address that gives its position on the Internet.

Again, you can specify whether the linked resource is to open in the same window, in a new browser window or in a popup window and, in this case, give the *Width* and *Height* for it.

File or URL with ShowBox

You can create a link to display a file, present on your computer or on the Internet, in a ShowBox. Unlike the popup window, the file in the ShowBox is shown in the foreground of the original page, which is automatically shaded (either lighter or darker).

To specify the file to link, select the *Local File on PC* option and click on the to browse through the resources on your computer, or select the *Internet file* option and type in the URL address to locate the file's position on the Internet. Use the available options to define the *Width* and *Height* of the ShowBox window, and a *Caption* that will be displayed underneath it.

Links with a ShowBox window are useful to display things such as pictures .PDF documents.

ShowBox Gallery

You can create a link to display a gallery of pictures inside a ShowBox window. To create the list of pictures, you can use the *Add...*, *Remove*, *Move up* and *Move down*. You can also define the size of the ShowBox window with the *Width* and *Height*) options.

> You can customize the style of the Showbox: using the options in the *ShowBox Style* section of *Step 1 - Template Style*, you can define colors, shadows, opacity, entry effects, etc.

E-mail Address

You can create a link to open the default e-mail program and send an e-mail. To set a link of this kind, type in the e-mail address and the subject and content of the message (optional).

If you select *Enable e-mail address protection*, the specified e-mail address will be encrypted in the page's HTML code, so that it cannot be recognized by spyware searching the Internet for addresses to use in spam campaigns.

Internet call

You can create a link to open an Internet phone call program (e.g. Skype) and chat to the person indicated in the relevant field. You can also specify the *Action Type,* choosing from *Call*, *Add contact*, *Chat*, *Show profile*, *Skype VoiceMail* and *Send file*.

Sound

You can create a link to generate sound. To choose the audio file to link to, select *Local File on PC* and click on the 📁 to browse through the resources on your computer, or select *Internet file* and type in the URL address that locates it on the Internet. You can link files in .MP3 format.

When a visitor clicks on the link a Tooltip opens and shows the Play/Pause button to start/stop the audio. When the mouse cursor is moved out of the Tooltip, the popup window is closed and the sound stops.

> ❓ The Tooltip on an audio link is created automatically by the Program: the style depends on the settings given in the *Tooltip Style* window of *Step 1 - Template Style*.

Print Page

You can create a link to print the page on display.

Message Box

This creates a link to a warning message. To create a link of this kind, type in the *Message Text* in the field. If you select *Show as a popup window*, the warning message is displayed in a Windows-

type dialog box.

RSS Feed
You can display the website's RSS feed: the link is only active if an RSS feed has been created in *Step 4 - Advanced Settings*.

> ⚠️ When you test your website, a message appears to remind you that RSS feeds will only be displayed when the website has been published on the Internet.

Blog
You can create a link to open the Blog associated with your website. You must have already created the Blog in *Step 4 - Advanced Settings*.
Use the options to specify whether the linked Blog is to be shown in the same window, or if a new browser window is to be opened.

App Mobile
You can create a link to download the FeedReady App (application) for mobile devices from the App Store or Google Play. For the link to work correctly, you must first enable blog and/ RSS Feed content distribution via App in the *App Mobile* section of *Step 4 - Advanced Settings*.

Sitemap
You can create a link to the website Map, to be displayed in a new page. The items in the Map, which is created automatically, are active links to the single pages, so the Map is useful for moving around the website. Use the *Expand All* and *Collapse All* controls to display/hide elements in the Map.

View the Shopping Cart
You can use this option to create a link to the shopping cart page, with a list of all the products ordered so far.

Add to Cart
You can create a link to the e-commerce shopping cart, so the

visitor can place an order or add products to the shopping cart.

In the first case, select *Show the Product List of the selected Category* and then the category from the Product Category table.

In the second case, select *Add the selected Product directly to the Cart* and then choose a product from the list. You can also specify the *Option* and *Quantity* of the product you want to add to the shopping cart. If you select the *Add the Product without showing the Cart* option, the visitor can add products but he will not see the shopping cart.

⚠ The *View the Shopping Cart* and *Add to Cart* links only work correctly if you have already created the shopping cart in the *__Shopping Cart__* section of *__Step 4 - Advanced Settings__*.

Reference: Commands in the Description section

You can use the options in this section to add a description to the link. This description is used as the text for an explanatory note, called a "Tooltip" (or just "tip"). The tip is shown next to the mouse cursor when this moves over the link, and should explain what will happen if the visitor clicks on the link: "you'll go to a new page", "you'll go to a new website", " a file will be downloaded", etc.

The commands for writing a Tooltip are:

- **Text:** type in the description of the link.
- **Image File:** add a picture to be displayed in the Tooltip, or instead of the description.
- **Tooltip width:** specify the width, in pixels, of the Tooltip.
- **Image width (%):** specify the width on the picture as a percentage of the Tooltip's width.
- **Image Position:** specify how the picture is to be aligned with the text in the Tooltip.

🖐 *Text*, *Image File* and *Tooltip width* vary for each link, so they have to be defined each time. Other graphic styles of the Tooltip

are true for the whole project, and are defined in the *Tooltip Style* window of *Step 1 - Template Style*.

6.15.4 The Effect Properties window

In this window, you can define entry effects for pictures in a SlideShow object, available in the editor for *Template customization*, pictures selected in the Gallery Object and pictures in a Product list SlideShow (see *Product Catalog Object*).

The commands are organized in the following sections: *Effect Type*, *Zoom and Position* and *Page*.

Reference: Commands in the Effect Type section

Use the commands in this section to choose the entry effect to apply to the picture you are working on:

- **Effect List:** a list of all the available effects is displayed. If you select "1 - Random" the selected effect to applied to the pictures in the SlideShow in a random order. When you make a selection, the effect on the SlideShow is shown in the preview.
- **Display time:** you can define how many seconds each picture is displayed for.

Reference: Commands in the Zoom and Position section

You can specify the amount of zoom and the movement of picture you are working on.

- **Start position:** enter the zoom percentage and the X and Y coordinates from where the picture starts moving.
- **Final position:** enter the zoom percentage and the X and Y coordinates of the position where the picture stops moving.

In both cases, instead of specifying the X and Y coordinates, you can drag the preview picture to the required position, so defining the start and final positions.

> ? You can apply an entry effect and a zoom-and-position effect to the same picture. the entry effect is applied first, and the picture is displayed according to the coordinates and size specified for the start position. Then the picture is moved and re-sized, until it reaches the coordinates and size specified for the final position.

Reference: Commands in the Page section

This section is only available for pictures in a SlideShow object that has been added to the page's header/footer (see *Template customization*).

The website's Map is opened: tick pages you want the picture you are working on to be displayed in. With this option, you can display different parts of the same SlideShow in the header/footer in different parts of your website.

> Specifying in which pages a particular picture of a SlideShow is to be shown can be useful when, for example, you want to add adverts. In the SlideShow, you can set all the banners to use in the website: with this feature, you can ensure that only relevant messages are displayed in specific pages or sections.

6.15.5 The Upload linked file window

This window opens when you click on the *Add...* button in the list of files linked to a Flash animation (see *Flash Animation Object | Expert*), to HTML code (see *HTML Code Object | Expert*) or to *Statistics, SEO and Code | Expert*).

The available commands are:

- **Linked file to upload to Server:** you can select a file to import, because it is linked to the object you are working on.
- **Path on Server:** enter the pathname of the folder where the imported file (linked to the object) is to be uploaded.
- **Link the file (.js and .css files only):** if the imported file is a

JavaScript (in .JS format) or a style sheet (in .CSS format), it must be linked to the code page to w ork properly. When you select this option, the necessary code is automatically added to the <HEAD> section of the page's HTML code.

7

Chapter

Step 4 - Advanced Settings

When you have created the website Map in Step 2 and the various pages and their contents in Step 3, you can move on to Step 4, where you will be able to choose from a number of advanced features to complete and perfect your website. You can add many important features such as an e-commerce shopping cart, a Blog, and a Members' Area.

The advanced features are:

Statistics, SEO and Code
You can add code to the pages to include, for example, a website hit statistics service. You can also indicate how the SiteMap is to be created and the contents of the robots.txt file.

Welcome Page
You can include a Welcome page, to introduce visitors to your website. The Welcome page may have a soundtrack and choices of other languages.

Advertising Message
You can set up and customize an advert to display only on the Home page or on all the website pages, in a specific position.

Blog
You can create and manage a Blog, which is like an online diary in which you publish your news and visitors can comment on it.

RSS Feed
You can create and manage an RSS feed, which is a useful instrument for maintaining an up-to-date news channel.

App Mobile
You can enable blog and/or RSS Feed content distribution via the FeedReady App, which visitors can download for free from the App Store or Google Play.

Data Management
Here you can indicate how data submission is to be handled in the various areas of the website where visitors can submit

data: e-mails, the Blog, the Guestbook, the online shopping cart.

[Access Management](#)

You can create profiles for the visitors who will have access to Locked pages in the website, and you can organize them in groups. Locked pages, defined in Step 2 - *[Sitemap Creation](#)*, make up Members' Areas which need a login name to open them. According to each user profile, the credentials you specify determine which Locked pages in the Members' Area that user has access to.

[Shopping Cart](#)

You can create and manage an e-commerce shopping cart, defining product lists, shipping and payment methods, the layout of your order forms, etc.

7.1 Statistics, SEO and Code

In this window, you can work on page optimization, using tools such as the SiteMap or the robots.txt file and adding the necessary code for including a website hit statistics service.

The various options are presented in the *Basic* and *Expert* sections.

Reference: Options in the Basic section

Use the commands in this section to add the tracking code necessary for activating Google's services and the SiteMap as well as the robots.txt file:

▪ **Tracking ID for Google Universal Analytics:** This field is for entering the web tracking code, which you need to start Google's Universal Analytics™.

> Universal Analytics™ is the new working standard for Google Analytics™. With Universal Analytics™ you can use all the reports and tools of Google Analytics™ and also access new features. If you already use Google Analytics™ you can

upgrade to Universal Analytics™ from the classic version of Analytics: for more information, see Analytics Help Center.

For more information on Google Analytics™ and to open an account, click on the 📈 button to access the official site: http://www.google.it/analytics/.

- **Verification metatag for Google Webmaster Central:** enter the control meta tag to use the Google Webmaster Central™ tools.

> ⚙ For more information on Google WebMaster Central™ and to open an account, click on the 🔖 button to go to the official site: http://www.google.com/webmasters/.

- **Automatic heading tag management:** this option defines how H1 and H2 heading tags are to be handled when the website's page code is created. You can choose from:

  📁 **H1 for page title:** if the title,or extended title, that was given to a page when creating the map, has been made visible (see *Text Style*), this is used for the H1 tag.

  📁 **H1 for heading and H2 for page title:** the H1 tag value is taken from the page title that is followed by the website title, separated by a hyphen (H1 = "Page Title - Website Title"). The H1 tag is added to the page code and linked to the heading in the template. The page title, or extended title, is also used in the H2 tag.

> 🔖 If the H1 and H2 tags cannot be handled automatically, and if you want to handle subsequent heading tag levels (remember that there are 7 levels, from H1 to H7), you can do it manually. Insert the titles using the Text Object or HTML Code Object options.
>
> If you use the Text Object option, you can use the *Enable HTML Code* command to add the code and include the title in the tags: for example, type `<h1>Titolo</h1>`.
>
> The same procedure applies if you use the HTML Code Object option: however, in this case you cannot use the text formatting

features available in the editor.

▪ **Include the robots.txt file:** sets up the robots.txt file, which is used for indicating which contents in the site are to be excluded from search engine indexing. By default the instructions in the robots.txt file exclude the contents in some subfolders, such as *Admin* and *Res,* from indexing by all robots. You can edit the robots.txt file by hand or paste in new instructions.

> For more information on the robots.txt file, click on the 🔘 button to go to the official site: http://www.robotstxt.org/robotstxt.html.

▪ **Automatically create a SiteMap:** this is active by default, and the SiteMap will be automatically created and linked.

> For the SiteMap to be created correctly, you must enter a valid URL in the *WebSite Address (URL)* field in the ***Step 1 - General Settings*** window.

▪ **Enable HTML Code Protection:** this enables protection for published website pages, disabling right button mouse clicks. The visitor will not be able to view the pages' source code online using the commands in the context menu that opens when the righthand mouse button is clicked on the pages.

Reference: Options in the Expert section

Use the commands in this section to add custom code in specific parts of the page:

▪ **Custom Code:** indicate where custom code is to be added in the page's HTML code: *Before closing the HTML tag*, *After opening the HEAD tag*, *Before closing the HEAD tag, BODY tag property (ie style, onload, etc.)* (that is, as part of the <BODY> tag, for example <BODY onload="alert('Hello!')">), *After opening the BODY tag, Before closing the BODY tag*. When you have decided where to add your custom code, type in or paste the section of code in the field.

▪ **Files linked to HTML code:** you can create the list of files you need to link so that the custom code that has been added to the page works correctly. All the linked files are displayed in a summary table, which gives the filename and the *Relative Server path*.

You can use the following commands to create a list of files linked to the Custom Code:

▪ **Add...:** you can add a new file to the list, in the *Upload linked file* window.

▪ **Edit...:** this opens the *Upload linked file* window, where you can change the settings for the file selected from the linked file table.

▪ **Remove:** you can delete the selected file from the linked file table.

7.2 Welcome Page

In this window you can create a Welcome page for your website, and offer a number of languages that visitors can choose from to consult the website in.

As the name suggests, the Welcome page is a sort of front cover to the website: it may have a picture, Flash animation or a video in it and it is usually displayed for a set amount of time before the Home page is shown. Sometimes the visitor has to click in order to pass on to the Home page (with a message such as "skip intro). If the website is available in more than one language, the choice of languages is sometimes offered on this page.

Reference: Commands for setting up a Welcome page

Not every website has a Welcome page. If you do want to include one in your website, select the **Show the Welcome Page** option. Remember that if you do have a Welcome page, it is always the first page to be displayed.

You can specify the contents and background, and add a soundtrack if you want.

The options for the *Page Contents* are:

- **Type:** you can specify w hat sort of content to add to your Welcome page. Contents can be an *Image*, *Flash Animation*, *Video* and *HTML Code*.

- **File:** if you choose an *Image*, *Flash Animation* or *Video* as the content *Type,* you need to import the graphic file for the image (in .JPG, .GIF or .PNG format), the Flash animation file (in .SWF format) or the video file (in .FLV, .MP4, .WEBM or .OGG format) to use.

- **HTML Code:** if you choose *HTML Code* as the content *Type,* you enter the code here. The toolbar contains these tools:

  🔲 🔳 🔳 **Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]**
  These options cut, copy and paste the selected text.

  🔲 🔳 **Cancel [CTRL+Z] - Redo [ALT+CAPS+BACKSPACE]**
  These commands undo/restore the last operation to be carried out/undone.

  🔲 **Insert Widgets**
  This option inserts the code of the selected w idget: click on the arrow next to the button to display the complete list of available w idgets.

- **Size:** you can specify the w idth and height of the Image, Flash animation, Video or HTML code in pixels. Leave the *Keep Ratio* selected to keep the ratio betw een w idth and height.

The follow ing options are available for the *Page Background*:

- **Background Color:** you can specify the color of the Welcome page's background.

- **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background.

- **Repeat:** indicates w hether the page background image is to be repeated, or not. It can be repeated horizontally, vertically or in both directions so that it occupies all the available space. The background image can also be resized so that it adapts to the available space.

- **Alignment:** you can specify how the image is to be aligned in the

brow ser w indow .

These *Options* are also available:

- **Entrance Sound:** you can indicate the audio file (in .MP3 format) to be used as background music w hen the Welcome page is displayed.

- **Jump to Home Page after [sec]:** you can specify the number of seconds the Welcome page is to be displayed for, after w hich the Home page appears automatically.

Reference: Commands for the choice of language

If your w ebsite is available in more than one language and you w ant visitors to be able to choose the language from the Welcome page, select the **Show links to other Languages** option.

Compile the list of languages you intend offering in the *Language List.* There are five languages in the list by default: you can use the follow ing commands to change the list:

- **Add... / Remove:** you can add a language to the list in the *Language Settings* w indow , or delete a language from the list.

- **Move up / Move down:** you can change the order of the languages in the list, moving the selected language up or dow n to a new position.

- **Current:** you can set one of the languages in the *Language List* as the "default" language. This is the language that is used for the w ebsite w hen it is opened. The Welcome page only appears on the w ebsite in the default language (for more information, see *How to create a multi-language website*).

- **Edit...:** this opens the *Language Settings* w here you can change the settings for the language selected from the *Language List*.

> Although w e have talked mainly about language choices in the Welcome page, there are other features that you can include here. You could, for example, offer choices of "HTML version / Flash version" or "Contents suitable for everybody / Adults only".

> ❓ If you include a Welcome page in your website, the special
> "Welcome Page" page is added automatically to the website Map.
> Select it and open the *Page Properties* window to define the main
> characteristics.

7.2.1 The Language Settings window

This window opens when you click on the *Add...* or *Edit...* buttons on the
Welcome Page window, and you can specify various parameters for the
languages available for your website.

The options are:

- **Language name to show:** you can enter the name of the language
  you want to make available. Click on the arrow next to the field to open a
  popup menu showing a list of possible languages, and select the one
  you want to add. You can also type the name of the language directly in
  the field.

- **Image file for this language (eg. flag):** you can specify the name of
  the graphic file to use to create the button for the language. Click on 📁
  to select the .JPG, .GIF or .PNG file to use to create a button with the
  image of the flag that represents the language, for example.
  If you don't associate any image with the button, a text link will be
  created automatically, using the *Language name to show* as the text.

- **Link for this Language (eg show the WebSite in this language):**
  you can create a link on the image that you import using the *Image file for
  this language (eg. flag)* option. Click on the 🔗 button to open the *Link*
  window where you can select the action and relative options.
  If, for example, the website in the language indicated by the flag has
  already been published, you can select the *File or URL* option and enter
  the URL (website address) to link up to it (e.g. http//www.mysite.com/en/
  index.html). If you are working on the default language, you cannot use
  this option because it is automatically linked to the Home page of the
  current website.

7.3 Advertising Message

This window shows the commands for including an advertisement either just on the Home page, or on all of the pages in your website.

The advert can be an image or a Flash animation, displayed in a specific position on the page, and which has a link to a "Landing page". A landing page is a normal website page, but you have to study its contents carefully as it is supposed to convey a specific message to visitors, encouraging them to fill in a form, make a purchase, etc.

Reference: Commands for including advertisements

If you want to add an advert, you must first select the **Show the Advertising Message** option.

You can choose the *Message Type* from the following items:

Show ads on the top right corner: this advert is often called a "Pagepeel": with the mouse in the top right corner of the window, the corner is "peeled" down to show the advert underneath.

Show ads in a box: this advert is shown in a box in a specific position on the page, in the foreground over the page contents.

Show ads in a horizontal bar: the advert is displayed as a banner along the top of the browser window, above the contents of the page, or at the bottom of the window superimposed over the page contents.

The *Settings* section proposes the following option for each *Message Type:*

- **Image File:** you can specify the graphic file (in .JPG, .GIF or .PNG format) or the Flash animation file (in .SWF format) containing the advert you want to add.

For the *Show ads on the top right corner* item, you can also choose the following options:

- **Style:** you can choose the classic pagepeel, or another effect. All the effects work in the same way: the advert underneath is shown on

mouseover.

- **Width/Height:** you can specify the width and height in pixels of the space dedicated to the advert.

The following options are also available for the *Show ads in a box* item:

- **Position:** you can specify where the advert is to be displayed in the browser window. The choices are *Center*, *Top left*, *Top right*, *Bottom left* and *Bottom right*.
- **Effect:** you can define an effect to apply when the advert appears. it can be *Fade*, *Wipe Down*, *Wipe Up*, *Wipe Right or Wipe Left*.
- **Show this message only once:** if you select this option, the advertisement is only displayed once, when the page is opened for the first time (the next time the website is visited, the advertisement will be shown again).

Other options for *Show ads in a horizontal bar* are:

- **Position:** you can specify whether the advert's banner is to be displayed at the top of the page, before the contents, or at the bottom of the page, superimposed on the contents.
- **Background Color:** you can choose the color for the banner's background.
- **Show this message only once:** if you select this option, the advertisement is only displayed once, when the page is opened for the first time (the next time the website is visited, the advertisement will be shown again).

These *Options* are for all advert types:

- **Link:** you can specify the link (usually to the Landing Page) that is to be activated when a visitor clicks on the advertisement. Click on the button to open the *Link* window where you can select the action and relative options.
- **Entrance Sound:** you can import an audio file (in .MP3 format) that you want to be played when the advert is on view.

> **(?) What is a Landing page?**
>
> The Landing Page is the page a visitor "lands on" after clicking on
> a link or an advertising banner. It must be created so that the
> visitor immediately finds the information he wants, without having
> to navigate elsewhere in the website.
>
> This concept can best be explained with an example: you decide
> to publish a banner to advertise the sale of a particular article.
> Only the essential information is given in the banner, but it is
> enough to arouse the visitor's interest. Taking him to the website's
> Home page would be counter-productive because it is too general
> and he would waste time navigating through the website to find
> more information on the particular article he has become interested
> in. You risk losing a potential customer! So, the best thing is to
> create a new page with a simple layout that gives all the
> necessary information on the advertised article, including how to
> buy it.
>
> You usually have to create a specific Landing page but, if it is well
> done, it is worth the trouble because it guides the visitor to the
> objective of the banner (that of making a purchase, in this case).

These options are available in the *Display Mode* section:

- **Show on Home Page Only / Show on all Pages:** you can choose
  whether the advert is to be displayed on all the pages in the website or
  only on the Home page.

7.4 Blog

Here you will find all the tools and options necessary for setting up a Blog
and organizing comments that visitors may make on what you publish.

A Blog is like an online diary. The author writes about what he wants in
Posts (articles), which he publishes more or less regularly.

Once it has been published, a WebSite X5 Blog is a separate entity of the
main website, and it is automatically added to the website Map in the
Special pages folder (see *Sitemap Creation*). If you want to add the "Blog"
item to the navigation menu, you will have to create an Alias for the Special

page, by selecting it and dragging it to the Menu folder.

Because it is a part of the website, the Blog has the same graphics and the website's template is applied automatically to it.

> (?) Your Blog is published at the http//www.mysite.com/blog URL where http//www.mysite.com is that of the website with which the Blog is associated (your website).

The Blog's main page lists all the posts that you have published, in chronological order. For each Post, the list gives the title, author, category, date and time of publishing and, if only a summary is displayed, an extract of the Posts is displayed with a link to "Read all". The "Read all" link opens the specific Post in a new page, and the entire article is displayed. Any comments that have been made are also shown, and new comments can be added.

Apart from the contents of the Posts, all the pages in a Blog have the same structure: there is a column on the right side of the page that shows tools such as Recent Posts, Monthly/category archive and Clouds. You can customize this column and decide which tools to make available to visitors, and in which order they appear in the column.

The possibility to receive comments on your Posts from visitors is a great way to develop an on-going discussion between readers and writers. To avoid abusive, irrelevant or otherwise inappropriate comments from being published, WebSite X5 provides you with an online Control Panel through which undesirable comments can be intercepted.

To create a Blog, all you have to do is define a few general parameters and create the list of news items that you want to publish.

Once you have started publishing your Blog, you will need to keep visitors interested by publishing new Posts with a certain regularity. To save time when uploading your project to the Internet, you can choose to publish only the updates to your Blog by selecting the *Export only Blog and RSS Feed* option in the *WebSite Export to Internet* window.

> You can restrict access to the blog to registered users who have a login and password. Select the special blog page in the map and

177

use the [icon] command to set it as a locked page (see *Step 2 - Sitemap Creation*).

See *How to create a Members' Area and define access to it* for further information on setting up a Members' Area and defining access to it by creating user groups.

The commands for setting up a Blog and writing Posts are organized in the *Posts*, *Layout* and *Comments* sections.

Reference: Commands in the Posts section

You can use the commands in this section to define some general parameters and start creating the list of Posts to publish in your Blog.

You have these options in the *General Settings* section:

- **Title:** enter the title that you want to give to your Blog in this field. The title is displayed in the browser's title bar and is, obviously, an important element as it helps visitors and search engines to correctly identify the Blog.
  If you don't give your Blog a title, the title of the website is used by default (you specify this in the *General Settings* window).

- **Description:** write a brief description of the Blog in this field. Be brief but clear and to the point: this description is used in the HTML code as the contents of the `<description>` meta tag, and it will be used by search engine spiders to identify your Blog.
  If you don't enter a description for your Blog, the description of the website, given in the *General Settings* window, will be used.

- **Create RSS Feed including the Blog contents:** this option is active by default, and means that an RSS Feed will be created automatically with all the Blog's Posts. The path for the Blog's RSS feeds is http//www.mysite.com/blog/x5feed.xml where http//www.mysite.com is the URL of the website with which the Blog is associated (your website).

The *Post List* section shows a table summarizing the *Title*, *Author*, *Category* and *Date* of publishing for each Post, and the commands for creating new Posts and organizing existing ones:

- **Add...:** this opens the *Post Setting* w indow , w here you can add a new Post.

- **Remove:** this deletes the selected Post from the *Post List*.

- **Edit...:** this opens the *Post Setting* w indow w here you can edit the Post selected from the *Post List*.

Reference: Commands in the Layout section

The commands in this section define the appearance of your Blog.

The follow ing options are available in the *General* section:

- **Posts View Mode:** you can choose how your Posts are displayed in the first page of your Blog. You can have the first Post displayed in full, follow ed by a summary of all the others, or you can have a summary of all the Posts. Summaries have the "Read all" link associated w ith them.

- **Show the 'AddThis' Button to share your WebSite with Social Networks.:** if you select this option, the "AddThis" button is added automatically to every Post in your blog. When a visitor clicks on this button a submenu is displayed w ith a list of the most common social netw orks. If the visitor is already a member of one of these netw orks, he can select it and share the link to the Post w ith his contacts.

- **Button Type:** you can select the graphics for the "AddThis" button from those available in the menu.

- **AddThis Account:** if you have an AddThis account, you can specify it. If you have this account, you can view the statistics on how visitors are using the AddThis service.

> For more information on the AddThis service, and how to open an account, click on the ➕ button to access the official w w w .addthis.com w ebsite.

The *Side Blocks* section gives a summary of the *Title*, *Type* and *Width* of the blocks in the side toolbar, and the commands for creating the block list:

- **Add...:** this opens the *Side Block* w here you can add a new block.

- **Duplicate:** you can copy the selected block.

- **Remove:** you can delete a block from the list of *Side Blocks*.
- **Move up / Move down:** you can move the selected block up or down in the *Side Blocks* list.
- **Edit...:** this opens the *Side Block* window, where you can edit the block selected from the *Side Blocks* list.

Reference: Commands in the Comments section

You can use the commands in this section to organize comments made by visitors as feedback to your Posts in the Blog.

First of all, you have to select the **Let readers add Comments to your Blog** option so that visitors can make comments on your Posts.

Then you have to specify the *Comment management system,* choosing from:

WebSite X5: this is WebSite X5's built-in system and offers a specific online Control panel.

Facebook: this uses Facebook's Social Plug-in to organize discussions and comments.

Disqus: this is the system offered by Disqus.

If you decide to use the built-in *Comment management system* of WebSite X5, you must define the *Content Type* that website visitors can leave, choosing from:

Comment and Vote: visitors can write a comment and vote the website.

Comment: visitors can write a comment, but they can't vote.

Vote: visitors can vote, but they can't write a comment.

The options in the *Comments Settings* section are:

- **View Mode:** you can decide whether comments made by visitors are to

180

be published immediately online, or whether they are to be approved first, using the commands in the online [control panel](#).

- **View Order:** you can define the chronological order to the published comments, from the most recent to the earliest, or vice versa.

- **Comments per Page:** you can define the maximum number of comments to be displayed per page.

- **Show 'Abuse' button:** select this option if you want an "Abuse" button added, so that visitors can report objectionable conduct.

- **Enable 'Captcha' anti-spam filter:** you can add the Captcha anti-spam filter to the end of the comment form. A series of distorted letters is shown in random order and visitors must copy them correctly in a field in order to submit their comment.

- **Vote Style:** select this option to define the style of the element that visitors can vote (for example, 5 stars). This is the only option available if you select *Vote* as *Content Type*.

If, instead of *Comment management system,* you decide to use Facebook, you must define the following *Comments Settings*:

- **Color:** to set up light or dark colors for items in the foreground, in order to have a correct contrast with the background.

- **Visible Posts**: to define the number of posts to be displayed in the comments box.

> ⚙ For more information on how Facebook's social plug-ins work, see https://developers.facebook.com/docs/plugins/

Finally, if you decide to use Disqus as *Comment management system*, you can define the following *Comments Settings*:

- **Disqus Short Name:** this is the short name used to identify the website during the Disqus service setup. All comments received on a website will be automatically associated with the short name and can consequently be correctly loaded and displayed.

> ⚙ For more information on the comment management service

181

offered by Disqus, see http://disqus.com/websites/

Only if you decide to use WebSite X5's built-in *Comment management system*, you can indicate how data submitted in the comments form is to be saved and handled by the website administrator in the *Data Save Settings* section:

📑 **Send data to a file:** submitted data is saved in a file created in the specified folder on the server.

🗄 **Send data to a Database:** the data submitted in the form is automatically sent to the specified MySQL database, using a PHP script.

You then have to specify the following parameters:

The following parameters depend on the method you have chosen for saving data:

Send data to a file:	▪ **Subfolder on the Server where to save data:** specify the folder on the server (with PHP write access) in which the submitted data is to be saved. The main server folder name is specified by the *Server folder with write access* option in the Data Management window. If you do not specify a sub-folder, the data will be saved in this one.
	▪ **Send an e-mail to notify the comment has been received:** a notification e-mail will be sent automatically when new data arrive.
	▪ **User e-mail address:** You have to set a number of parameters for each send option: enter the recipient address of the e-mail notifying data reception.
Send data to a	▪ **Database:** select the database from the list of those linked to the project.

·	You need to have already compiled the list of databases linked to the project in the *Data Management* window.
	▪ **Tables Prefix Name:** enter the name of the table in the database where you want submitted data to be added. If the table doesn't exist, it will be created automatically.
	▪ **Send an e-mail to notify the comment has been received:** a notification e-mail will be sent automatically when new data arrive.
	▪ **User e-mail address:** You have to set a number of parameters for each send option: enter the recipient address of the e-mail notifying data reception.

⚠ You need to have already compiled the list of databases linked to the project in the *Data Management* window.

❓ When you create a Blog, a Special page is automatically created in the Map and it is labeled "Blog": select it and open the *Page Properties* window to define its main characteristics.

💡 Remember that you can use the FeedReady App to show Posts to visitors (see How to broadcast website contents with an App)

7.4.1 The Post Setting window

The *Post Setting* window, opened by the *Add...* or *Edit...* commands in the *Blog | Posts* window, are for creating or editing a Post in the Blog.

This window has two sections: *Basic* and *Expert*.

Reference: Commands in the Basic section

The commands in this section are:

- **Title:** you can give the Post a title.
- **Publication Date:** you can set the date by using the specific calender and set the time to specify when you have published the article. Regardless to these settings, every article will be visualized in the local preview and published while you export your project online. The articles will be visible only when they will reach the time and date you have set up.

> ❔ Use the *Publication Date* option to prepare and publish posts beforehand, scheduling them so that they are displayed according to the date and time given fro each one.

- **Author:** you can name the Post's author, typing the name in the field or selecting it from the list.
- **Category:** you can choose a category for the Post. As for the *Author* field, you can type the name of a new category or select one from the list.
- **Tag:** you can enter a list of tags, which are brief descriptions of the main contents of a Post. You can associate several tags with a Post, writing one after the other and separating them by commas (e.g. "tag1, tag2, tag3, ...").
- **Content:** you can write your Post in an editor which is the same as the one for the Text Object.
- **Caption:** you can write a brief description of the Post.

Reference: Commands in the Expert section

The commands in the *Contents* section are:

- **Linked Video/Audio:** you can specify an audio file (in .MP3, .WMA, .WAV, .MID, .AIF or .M4A format) or a video file (in .MP4, .FLV, .AVI, .WMV, .MPG or .MOV format) to associate with the

Post. The audio/video that you add is played/displayed in the Post by the built-in player.

- **Image Gallery:** creates the list of pictures in the Gallery that has been added to the Post using the following commands:

  - **Add... / Remove:** these commands either add a new picture or delete the selected one.

  - **Move up / Move down:** these commands can change the order in which pictures are displayed, moving the selected picture up or down in the list.

  - **Edit:** this opens the selected picture in the built-in Image Editor so that it can be edited.

    - **Effect...**: you can choose a display effect for the image/video from those in the *File List*.

> The Video and the Photo Gallery that you add to the Post are displayed with default sizes, before the text: if both are present, they are shown side by side.
> The photo gallery is created, by default, as a *Classic Slideshow*. (see Gallery Object | Style)

The commands in the *Options* section are:

- **Post Sources:** you can create a list of sources used to write your Post using the following commands:

  - **Add... / Remove:** you can add a new source or delete the selected one.

  - **Move up / Move down:** you can select a source and move it to a different position in the list.

  - **Edit:** you can edit the selected source. You can also click twice on a source to edit it. To enter a source correctly, write the name of the website followed by its URL between the < > characters (for example "WebSite X5 <http://www.websitex5.com>"): the text will be displayed as the source and the URL will be used to create a link to it.

- **Do not allow users to add comments to the Post:** if you select this

option, visitors will not be able to make comments on the current Post.

> **?** Remember that you can use the FeedReady App to show Posts to
> visitors (see How to broadcast website contents with an App)
> If Posts contain videos and/or photo galleries, the contents can be
> displayed on mobile devices via the App.

7.4.2 The Side Block window

The *Side Block* window opens from the *Add* and *Edit* commands in the *Blog | Layout* window, and you can start defining the blocks, that contain useful tools for visitors, in the column on the right of every page in the Blog.

This window has the *General* and *Style* sections.

Reference: Commands in the General section

Use the commands in this section to create the list of blocks that complete your Blog page.

There are different kinds of blocks to choose from:

- **Recent Posts:** This block displays all the recent Posts that have been published in the Blog. A visitor clicks on a title to go to the Post.

- **Categories:** This block contains a list of the categories in which you have organized your Posts. A visitor clicks on a category to display the list of Posts in it.

- **Monthly Posts:** This block contains the list of Posts that have been published each month.

- **Clouds:** This block contains the list of categories or tags associated with the published Posts. The names of the categories and tags are written in different font sizes, depending on how many Posts are associated with them: the bigger the font, the more

Posts there are. A visitor clicks on a category or tag to see the list of Posts associated with it.

⭐ **Blogroll:** This block displays the list of websites or Blogs that you think may be of interest to your visitors.

[f] **Facebook:** This block uses Facebook's "Like" plug-in. Visitors can:
- see how many people and/or their friends like the proposed Facebook page;
- read the Posts published recently on the proposed Facebook page;
- say they like the proposed Facebook page without actually having to visit it.

📑 **Google AdSense Adverts:** This block is for displaying adverts that are part of the Google AdSense™ circuit.

📜 **HTML Code:** This block is free for you to customize as you like. You can add any feature that the Program does not add automatically.

The available options depend on the type of block. The following options are available for all types:

- **Title:** you can specify the title of the block.
- **Width:** you can specify the width in pixels of the block.

The following options are specific for the block type:

Recent Posts / Categories / Monthly Posts:	▪ **Max Items Number:** you can specify the maximum number of items that can be displayed in the block.
Clouds:	▪ **Show Categories in a Cloud / Show Tags in a Cloud:** you can specify whether the *Clouds* block shows the categories or the tags for the Posts that

187

	have already been published.
Blogroll:	▪ **Blogroll List:** you can compile the list of friendly websites with these commands:
	- **Add / Remove:** to add a new friendly website, or delete the selected one.
	- **Move up / Move down:** you can change the order of the list, moving the selected item up or down to a different position.
	- **Edit:** you can edit the selected item. You can also click twice on an item to edit it.
	To enter a friendly website correctly, write the name of the website followed by its URL between the < > characters (for example "WebSite X5 <http://www.websitex5.com>"): the text will be displayed as the friendly website source and the URL will be used to create a link to it.
Facebook:	▪ **Facebook URL:** you can specify the URL of the Facebook page you want to propose.
	▪ **Color:** you can give the block a light or dark background.
	▪ **Height:** you can set the block's height in pixels.
	▪ **Show Connections:** select this option if you want friends' profile photos to be displayed (these are links to their Facebook page).
	▪ **Show Stream:** select this option to display the latest Posts published on the wall of the proposed Facebook page in the block.
	▪ **Show FaceBook Header:** select this option to display a Facebook header in the block.
Google AdSense	▪ **Google AdSense HTML Code:** copy the HTML code from Google AdSense™ to display adverts in this block.

Adverts:	
HTML Code:	▪ **HTML Code:** write or copy HTML code to create your own contents in this block.

Reference: Commands in the Style section

You can use the commands in this section to define the appearance of the blocks in your Blog page..

The options for the *Text* are:

▪ **Font Type:** specifies the font, style and size to use for the text.

▪ **Text Color:** specifies the color to use for the text.

▪ **Margin:** sets the width of the margin in pixels (the space between the block's border and the text).

The options for the *Background* are:

▪ **Color:** indicates the color to use for the background.

▪ **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background.

▪ **Repeat:** indicates whether the page background image is to be repeated, or not. It can be repeated horizontally, vertically or in both directions so that it occupies all the available space. The background image can also be resized so that it adapts to the available space.

▪ **Alignment:** specifies how the background image is to be aligned in the block.

The options for the *Border* are:

▪ **Thickness:** the thickness of the borders (each one may be defined separately).

▪ **Color:** the color of the borders (again, each border can be colored separately).

▪ **Rounded Corners:** how rounded the corners are (each one can be defined separately).

▪ **Drop Shadow:** a shadow, specifying its color, position, diffusion and

size.

7.5 RSS Feed

This w indow show s the tools and options for creating an RSS Feed, one of the most popular formats for broadcasting w ebsite contents.

An RSS Feed is a very versatile tool for sharing new s, pictures and videos: it can be used for frequent new s broadcasts, to publicize events or updates to the w ebsite, or to signal new posts and comments on a blog.

If visitors subscribe to the RSS Feed associated w ith the w ebsite, they w ill be kept up-to-date w ith all the new s and w ill receive new s directly on their new s aggregator program.

Reference: Commands for creating an RSS feed

To create an RSS feed, you need to specify a few general parameters and create the list of new s articles you w ant to broadcast.

The *Post List* show s a table that summarizes the existing articles, giving their *Title* and the *Date* they w ere published. The commands for w orking on the Post list are:

- **Add...:** this opens the *Post Setting* w indow w here you can add a new Post.
- **Remove:** you can delete a Post from the *Post List*.
- **Edit...:** this opens the *Post Setting* w indow w here you can edit the Post selected from the *Post List*.

As w ell as creating the Post list, you also have to define the follow ing *General Settings*:

- **Title:** (mandatory parameter) to give the title of the RSS feed associated w ith the w ebsite.
- **Image:** you can specify an image (using a file in .JPG, .GIF or .PNG format) to associate w ith the RSS feed: this image (typically a company or w ebsite logo) w ill be displayed by the new s reader program.
- **Description:** (mandatory parameter) to give a description of the RSS

feed associated w ith the w ebsite.

> When you test your w ebsite, a message appears to remind you that RSS feeds w ill only be displayed w hen the w ebsite has been published on the Internet.

> Remember that you can use the FeedReady App to show Posts to visitors (see How to broadcast w ebsite contents w ith an App)

7.5.1 The Post Setting window

The *Post Setting* w indow is opened by the *Add...* and *Edit...* commands in the *RSS Feed* w indow , and you can create or edit an RSS feed Post.

It is divided into tw o sections: *Basic* and *Expert*.

Reference: Commands in the Basic section

The commands in the *Basic* section are:
- **Title:** you can give the Post a title.

- **Publication Date:** you can set the date by using the specific calender and set the time to specify w hen you have published the article. Regardless to these settings, every article w ill be visualized in the local preview and published w hile you export your project online. The articles w ill be visible only w hen they w ill reach the time and date you have set up.

- **Content:** you can w rite your Post in an editor w hich is the same as the one for the Text Object.

- **Linked Page:** you can specify the page to associate w ith the Post in the w ebsite map.

> Use the *Publication Date* option to prepare and publish posts beforehand, scheduling them so that they are displayed according

to the date and time given fro each one.

Reference: Commands in the Expert section

The commands in the *Expert* section are:

- **Linked Video/Audio:** you can specify an audio file (in .MP3, .WMA, .WAV, .MID, .AIF or .M4A format) or a video file (in .MP4, .FLV, .AVI, .WMV, .MPG or .MOV format) to associate with the Post.

Image Gallery: creates the list of pictures in the Gallery that has been added to the Post using the following commands:

- **Add... / Remove:** these commands either add a new picture or delete the selected one.

- **Move up / Move down:** these commands can change the order in which pictures are displayed, moving the selected picture up or down in the list.

- **Edit:** this opens the selected picture in the built-in Image Editor so that it can be edited.

(?) Remember that you can use the FeedReady App to show Posts to visitors (see How to broadcast website contents with an App) If Posts contain videos and/or photo galleries, the contents can be displayed on mobile devices via the App.

7.6 App Mobile

In this window you can broadcast the contents of the blog and/or RSS Feed using the FeedReady App that visitors can download for free from the App Store or from Google Play.

Once they have downloaded the FeedReady App on their mobile devices, visitors will be constantly updated on the news published on your website.

Reference: Commands for setting up the App

If you want the contents published on the website to be available via the App, first you must enable the **Enable display of the contents in the FeedReady App** option. Then, you have to specify the sources for the *Contents* to display in the App:

- **Show the Blog contents:** set the Blog posts as contents to be displayed for the App.
- **Show the RSS Feed contents:** set the RSS Feeds as contents to be displayed in the App.

As well as defining the contents, you have to set the following parameters in the *Settings* section:

- **App header picture:** this is the image that will be displayed as the header of the App screen, where the list of blog posts and/or RSS Feed articles are shown.

> You should use a picture that is in line with the website's graphic style, and contains distinctive elements, such as a company logo, for example. To ensure that the picture is displayed correctly, whatever the device, save it as 640x360 pixels. Any transparencies set for pictures saved as .PNG will be maintained.

- **Suggest installing or opening the App:** if you enable this option, a message will automatically be displayed, inviting visitors who are using a mobile device to install or open the App.
- **Enable Push Notification:** if you enable this option, the App will send a notice to the mobile device on which it has been installed as soon as a new article is published.

7.7 Data Management

In this window, you can define how submitted data is to be treated. You may receive such data from E-mail forms, your Blog, the Guestbook, user registration in the Members' Area or the e-commerce shopping cart.

You can use the commands in the *Database* section to create a list of the

databases linked to your website project, to make data management easier. All the databases that you include are shown in a table that gives their *Description*, *Database Name*, *Host Name* and *Username*.

Reference: Commands for creating the list of databases

The commands for creating the list of databases that are linked to the current project are:

- **Add...:** this opens the *Database Settings* window, where you can add a new database.

- **Remove:** you can delete the selected database from the list.

- **Edit...:** this opens the *Database Settings* window, where you can edit the data in the selected database. You can also click twice on a database name to edit it.

> ⚠ You must create the list of databases linked to the project before you can use a database to store data that is submitted via an E-mail Form Object, when users register in the Members' Area or via the e-commerce shopping cart.

Reference: Options for sending e-mails and saving data on the server

You can use the options in the *E-mail Form* section to indicate how e-mails are to be sent:

- **E-mail form script type:** you can specify the script to be used for e-mails sent by WebSite X5, for example in the E-mail form object or in the e-commerce shopping cart. The complete script is used by default: if this script does not work with the server's configuration, replace it and set the server options to low quality or low-level script.

- **E-mail form data submission type:** this option defines how data for the E-mail form object is to be sent. The POST method is used by default, but as some servers may not be able to support it, it is possible to use the GET method.

> ⚙ The HTTP protocol (Hypertext Transfer Protocol) is the most
> common method adopted for transmitting information on the
> Internet. This protocol works on a request/reply basis: the client
> sends a request and the server sends a reply. The client is
> usually a browser and the server is that of the website.
> The HTTP request/reply messages have their own syntax.
> Request messages must specify the send method: the most
> common ones are POST and GET.
> The GET method is used to use the contents of the indicated
> resource as the subject of the request (for example, the
> requested web page).
> The POST method is used to send information to to the server
> (for example, data in a form).
> It is more correct to use the POST method for e-mails but, if this
> is not supported by the server, then WebSite X5 allows you to
> use the GET method instead.

You can also specify the *Writing Access Folder*:

- **Server folder with write access:** enter the path on the server for the
  folder with write access (where the PHP script can write to).

> 👆 Providers usually give write access to all folders on the server: if
> this is the case, you don't need to give the pathname of the public
> folder. In all other cases, contact your webspace provider for the
> complete public folder pathname.
> You can check in the *WebSite Test* section of the online control
> panel whether the folder with write access, and any sub-folders
> inside i, actually exist and, if so, if you have write access to them
> (so that you can save the data).

7.7.1 The Database Settings window

This window opens from the *Add...* command in the *Data Management*
window, and you can define settings for a new database to link to the
current project.

The *Database Settings* that you need to specify are:

- **Description:** give the database a name so that you can identify it more easily.

- **Host Name:** enter the URL address of the SQL server where the database is stored online. The database is usually stored on the same server which hosts the website it is linked to, and so "localhost" is often used. Check with your provider that the database and website are on the same server.

- **Database Name:** enter the name of the database you want to work on (you can obtain this from your provider).

- **Username:** enter the username (that your provider gives you) needed to access the online database.

- **Password:** enter the password (that your provider gives you) needed to access the online database.

7.8   Access Management

This window contains the commands for creating and managing the profile of users who have access to your website's Members' Area. Pages in the Members' Area are defined as *Locked Pages* when you are working on Sitemap Creation.

As well as being authorized by the website administrator, it is also possible for website visitors to register themselves to have immediate access to Members' Areas, without having to wait for authorization from the website administrator.

The commands in the *Access Management* window are divided into the following sections: Groups/Users and Settings.

Reference: Commands in the Groups/Users section

In the *Groups and Users* section, you will see a table with a list of groups/users for whom a profile has already been created, and the login name and notes for each user. Next to the user names, you may see a red or yellow dot, which indicate respectively whether that user has entered a username

that has already been used by someone else, or that the e-mail address validation process has not been completed.

The commands for creating the list of groups and users with access to locked pages are shown next to the table:

- **New Group:** you can create a new group: if you organize similar users in groups they are easier to manage. Groups don't have any particular settings: they are simply "containers" and are added directly to the table. Double-click on a group if you want to change its name.

You may sometimes find it easier to organize users if you further divide them into sub-groups. There is no limit to the number of groups and sub-groups you create.

Two groups are present in the list by default: *Administrators* and *Users*. The Administrators group include the website Administrators and they have access to all the Locked pages in your website.; the *Users* Group includes the users that have been manually created. Furthermore, if, in the *Settings* section, the *Automatic Registration* option is set as the *Registration Mode*, the *Automatic Registration* group appears, including all the users who have registered automatically online.

> ❓ All the users in the Administrators group can use their login and password to access the online Control Panel (which is at the URL http//www.mysite.com/admin where http//www.mysite.com is the website's URL) Here they can organize comments on Posts in the Blog, the messages left in the Guestbook and view diagnostic information.

- **New User:** this command opens the *User Settings* window where you can add a new user to the selected group and give him a login and password.

- **Create Alias:** you can create an Alias for the selected user. This option is useful when a user has to be added to more than one group, to have access to different locked pages. This option is not available for users in the Administrators group because they have access to all locked pages. The Alias remains associated with the user so any changes made to one are automatically applied to the other. You can also create an Alias by selecting a user in a group and dragging the name to another group.

197

Before releasing the mouse button to drop the name into the second group, press the CTRL key.

- **Remove:** you can remove the selected group or user. You cannot remove the Administrators group, or the Admin user in it.

- **Edit...:** this command opens the *User Settings* window where you can change the settings for the selected user.

- **Update:** this option is available if *Manual Registration* has been set as the *Registration Mode:* it downloads the list of users who have registered automatically from the Internet, and adds them to the *Automatic Registration* group.

> The *Automatic Registration* group is different to the other *User* groups. First of all, its members are all registered online, and the registration requests are downloaded with the *Update* button: the *New User* command to add new users is not available. Furthermore, the users in the *Automatic Registration* group cannot be changed using the *Edit...* command, or used to create an Alias with the *Create Alias* command. If you want to carry out similar operations, you must first move the user from the *Automatic Registration* group to a *Users* group or the *Administrators* group.

When you have created the users with their logins and passwords, and organized them in groups, you can go back to *Step 2 - Sitemap Creation* to define the pages to be locked and indicate which groups/users can access each one.

> After having updated the user list, with the *Update* button, the operations carried out on the Users will take effect only after the website has been published online. This means, for example, that the list of downloaded users will not be removed from the online Control Panel until the website is republished online.

Reference: Commands in the Settings section

Use the commands in this section to define how users are registered and

set the parameters for the registration process.

First of all, you need to define the *Registration Mode,* choosing from:

- **Manual Registration:** the website administrator creates the users and sends them their login and password for accessing locked pages. There may be a registration form on the website, but the actual registration is completed by the administrator working on the project in WebSite X5.

- **Automatic Registration:** users can register automatically, filling in the form on the website. The administrator can see the list of users who have registered online in the Control Panel and can download this list to add the new users to the project and manage them through WebSite X5. The website administrator still has the possibility of manually creating new users.

If you choose *Manual Registration* you can enable the following *Settings*:

- **Registration Page:** this option takes you to the website Map and you can specify which page is to be displayed when the user clicks on the Register link to enter his login and password for accessing locked pages.

If you choose *Automatic Registration*, these *Settings* are available:

- **Database:** select the database from the list of those linked to the project.

- **Table Name:** enter the name of the table in the database where you want submitted data to be added. If the table doesn't exist, it will be created automatically.

- **Admin e-mail address:** enter a valid administrator e-mail address. This parameter is mandatory because it is the address that registered users use to send requests for new passwords, if they forget theirs. This address is also the one from which e-mails are sent to users asking them to validate their e-mail addresses (*Enable E-mail Address Validation*), and that receives new registration e-mails (*Send an e-mail to notify new users subscription*).

- **Send an e-mail to notify new users subscription:** sends an e-mail to the website administrator each time a new user registers.

- **Enable 'Captcha' anti-spam filter:** adds the Captcha anti-spam filter to the end of the registration form: a series of letters are displayed in a

distorted manner and the user must copy them correctly in the field in order to submit his form and complete the registration.

- **Enable E-mail Address Validation:** enables user e-mail address validation, to make sure the e-mail addresses are correct, especially if they are to be used for sending letters of a commercial nature (the *double opt-in* procedure for subscriptions to newsletters). In practice, when a user completes the registration procedure, an e-mail is sent to the address he has indicated in the registration form. The e-mail asks him to click on the link in the e-mail to confirm he has received the e-mail and, consequently, authenticate the e-mail address. If the user does not confirm the e-mail, his registration cannot be completed. The user name is added to the *Automatic Registration* group, but a yellow dot is shown next to his name, to indicate an incomplete registration.

- **Entrance Page:** this opens the website Map so you can indicate the page to be displayed when the user logs in.

Whichever *Registration Mode* you choose, you can then define the *Login and Password Page Settings*:

- **Welcome message:** you can write the text of the warning message to be displayed when a user tries to open a locked page without having logged in. In this case, the visitor is re-directed to another page, created automatically by the program, that includes the following:

  - Introduction: the welcome text, specified here.

  - Login form: to allow the registered user to log in. A "password link" is provided in case the user has forgotten his password.

  - Registration form: new users can fill in the form to register. If the e-mail address has to be confirmed, a message is displayed after the form has been filled in, asking the user to check his e-mail for new messages and confirm his e-mail address.

(?) When you define even just one page as *Locked* (thus setting up a Members' Area) a special page called "Login Page" is created automatically in the Map and you can select it and use the options

---

in the *Page Properties* window to define its main characteristics.

⚠ When you test your website offline, a warning message will tell you that the locked pages will be displayed without requesting access. The Members' Area will be fully operational only when the website is published on the server.

⚠ In order for the Members' Area to work correctly, the host server must support the PHP language and sessions. You can obtain this information on server diagnostics in the *Website Test* section of the online Control Panel.
If the *Automatic Registration* option has been set, a MySQL database must be available.

7.8.1 The User Settings window

The *User Settings* window opens when you select the *New User* or *Edit...* commands in the *Access Management* window, and you can set the login and password for a new user, who has been registered manually *Manual Registration*, or display and edit, if necessary, access credentials of users who have registered directly on the website, using the *Automatic Registration*.

The commands for creating a new user are:

- **First and Last Name:** enter the name of user who is to have access to certain Locked Pages in the website.
- **Username / Password:** enter a login name and password for the new user which he will use to access the Locked Pages to which he has access. A password of 8 characters is generated automatically: it can be changed.
- **E-mail Address:** enter the e-mail address of the user for whom you are enabling access.
- **Entrance Page:** this option takes you to the website Map and you can

specify the page to be displayed after the user has given his login and password.

- **Note:** this is an optional field: you can add notes on the user.

- **IP Address:** if a user has registered automatically, the IP address of the computer from which the registration was made is shown here.

- **Registration Date:** a calendar is displayed so you can indicate the date the new user was registered.

> ❓ The information in the *Note* and *Registration Date* and *IP Address* options are not added to the website's code: their sole purpose is to facilitate the website Administrator's task of user management.

For users who have registered directly from the website (*Automatic Registration*), the following notices may appear at the bottom of the window:

- Incomplete validation: this notice is shown in yellow and indicates that the user has not validated his e-mail address (see *Enable E-mail Address Validation* in the Enable E-mail Address Validation | Settings). As this may be because the user has not received the validation request e-mail, for example because his anti-spam filter won't let the e-mail through, you can use the **Validate** command: if the administrator clicks on this button, he can manually validate the e-mail address and so complete the user's registration.

- User name shown in red: if the user name is shown in red, this means that the user has given a user name that has already been used by another person. User names must be unique, and the conflict must be resolved manually, changing the user name of one of the two users. The user whose user name is changed must be contacted personally to advise him of the change.

These notices also appear in the *Groups and Users* table (see Enable E-mail Address Validation | Groups/Users), where a red or yellow dot is shown next to the nameof the user in question, and in the online Control Panel.

⚠️ After having updated the user list, with the *Update* button, the operations carried out on the Users will take effect only after the website has been published online. This means, for example, that the list of downloaded users will not be removed from the online Control Panel until the website is republished online.

7.9   Shopping Cart

This window contains the tools and options for creating and organizing an e-commerce shopping cart, where you can sell products on your website online.

The first thing to do when creating an e-commerce shopping cart is to define the product catalog, organizing the products into appropriate categories and sub-categories. You will need to enter some basic information for each product, such as its name, description and price. You can, however, add further details, for example photographs, variations of color, size and model, etc. When you have created your product catalog, you can specify shipping and payment methods and compose the order form, including e-mails that are sent by the shopping cart object to the website Administrator and the customers who place an order.

🔒 Access to the e-commerce shopping cart can be restricted to registered users who have a login and a password. To do this, select the special shopping cart page on the map and use the

🔒 command to set the page as locked (see *Step 2 - Sitemap Creation*).
See *How to create a Members' Area and define access to it* for further information on setting up a Members' Area and defining access to it by creating user groups.

The options for defining the various elements in the e-commerce shopping cart, and how they work, are organized in the following sections: *Product List*, *Order Management*, *Customer Details*, *Sending order* and *Options*.

Reference: Commands in the Product List section

You can use the commands in this section to add products to the shopping cart, organizing them in categories.

All the products that have been added are listed in a table, in their categories. The table gives their *Description, Availability, Discount* and *Price* for each one.

The toolbar at the top of the table has the following commands:

✂ 📋 📋	**Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]** These commands cut, copy and paste the selected products. The same commands are also available from the popup menu which you can display by clicking the righthand mouse button on the product list.
📋 📋	**Expand / Collapse** You can expand and collapse the selected category to view/hide the products in it.
📊	**Import Products** You can import the list of products to add to the shopping cart directly from an external file (in .TXT or .CSV format from Microsoft Excel).
📊	**Export Products** You can export the product catalog to a .TXT or .CSV file.

> ❓ For more information on the *Import Products/Export Products* features, and on how to create and organize files in the product catalog, see *How to import/export products in the shopping cart*.

The following commands are also available for creating the list of products in the online shopping cart:

▪ **New Category:** you can add a new category for the products. Categories don't have any particular settings: they are simply

"containers" and are added directly to the table when they are created. You can double-click on a category in the table to rename it.

You can also create sub-categories. there are no limits to the number of categories and sub-categories you can add.

- **New Product:** this command opens the *Product Settings* window where you can add a new product to the selected category.

- **Remove:** you can delete the selected category and all the products in it, or you can select single products to delete.

- **Edit...:** this command opens the *Product Settings* window where you can change the settings for the selected product.

> You can move a product to a different category from the product list: select it and drag & drop it to another category. Use the CTRL and SHIFT keys to make multiple selections.

When you have added the categories and products to the e-commerce shopping cart, you can use the Product Catalog Object to create the online catalog.

Reference: Commands in the Order Management section

You can use the commands in this section to define the shipping and payment methods for your online shopping cart.

The *Shipping type List* displays the shipping methods that have been added, and gives the *Name*, *Description* and *Cost* for each one.

The commands for creating the shipping type list are:

- **Add...:** this opens the *Shipping Type* window and you can define a new shipping method.

- **Duplicate:** you can make a copy of the selected shipping method, to use as the basis for defining a new one.

- **Remove:** you can delete the selected shipping method.

- **Move up / Move down:** you can change the order of the shipping methods in the list, moving the selected method up or down to a new position.

▪ **Edit...:** this command opens the *Shipping Type* and you can edit the selected shipping method. You can also do this by double-clicking on a type in the list.

The *Payment type List* is very similar to the shipping type list. It lists the payment methods that have been added and gives the *Name*, *Description* and *Cost* for each one.

The commands for creating the payment type list are identical to those for the shipping type list, but you also have two buttons, *Add...* and *Edit...* which open the *Payment Type* window.

Reference: Commands in the Customer Details section

You can use the commands in this section to compose an order form for your shopping cart.

The *Order Form* section displays a *Field List* with all the fields that you can use in the order form: some fields are *Presets* and some are *Custom,* and the list indicates whether a field is *Visible* and/or *Mandatory*.

The commands in the button bar above the *Field List* are:

abl	**Add a custom Field** You can add a new *Custom* field to the order form.
✕	**Remove Field** You can delete the selected field. You cannot delete *Presets* fields.
⬔	**Rename Field** You can change the name of the selected field. You cannot change the names of *Presets* fields.
⬆ ⬇	**Move up / Move down** You can change the position of the fields in the list, moving the selected field up or down. You can change the order of the *Presets* and *Custom* fields, but you cannot move the *Custom* fields to the list of *Presets* ones, or vice versa.
abl	**Visible Field**

You can set the selected field as Visible/Invisible in the order form.

■ **Mandatory Field**
You can set the selected field as Mandatory/Optional in the order form. The customer has to fill in all the mandatory fields, in order to proceed with his order.

The list already contains all the fields that are usually used in an order form.

The "E-mail address" field is the only one that cannot be set as optional or hidden, because the customer's e-mail address is vital to the correct working of the shopping cart.

At the bottom of the *Field List* table there is this option:

▪ **Allow shipping data to differ from invoice data:** if you select this option, a special section is added automatically to the order form with the fields for the customer's address details for shipping, if these differ from the details for sending the invoice.

As well as the fields for collecting invoicing and shipping data, according to current legal requirements, order forms must also specify the sales terms and conditions that regulate how the shopping cart functions, so that customers may read and explicitly accept them.

In the *Sales Terms and Conditions* section there is an editor which you can use to write the **Sales Terms and Conditions Text**. A standard text is included in the editor, and you can use the 🔗 button to create links to open, for example, the .PDF files containing your Sensitive Data Management Policy and Refund Policies. If you prefer, you can write your own text.

To meet current legal requirements, it is sufficient that the *Sales Terms and Conditions* appear immediately before the "Buy now" button, which confirms the order. You can also include the following option:

▪ **Request confirmation of Sales Terms and Conditions:** a field requesting the customer to explicitly accept the *Sales Terms and Conditions* is added at the end of the order form, and the customer can click on the check box to show his acceptance.

Reference: Commands in the Sending order section

You can use the commands in this section to define how data submitted in the shopping cart order form is treated, and to write the text of the order confirmation e-mails that are sent automatically to customers.

You can specify how data submitted in order forms is to be saved and sent to the website Administrator in the *Sending order*:

Send data by e-mail: is the default option. Data submitted through the forms is automatically sent via e-mail, using a PHP script.

Send data to a Database: the data submitted in the form is automatically sent to the specified MySQL database, using a PHP script.

The following parameters must be set for the various methods available:

Send data by e-mail:	▪ **E-mail Address for receiving Orders:** specifies the e-mail address to which data submitted in the order forms is to be sent to. More than one e-mail address can be given: separate the e-mail addresses by a semi-colon (;).
	▪ **Attach Order Data in CSV format:** submitted data is saved in a .CSV file, added to the bottom of the e-mail. Data in .CSV files is in text format, as a list of items separated by a semi-colon (;): these files can be imported to spreadsheet programs (e.g.Microsoft Excel).
Send data to a Database:	▪ **Database:** select the database from the list of those linked to the project.
	You need to have already compiled the list of databases linked to the project in the *Data Management* window.
	▪ **Tables Prefix Name:** in this field, you must enter the suffix of the names of the tables, in the database,

	where you want to collect the data. For example, if you enter "cart" as the suffix, the following tables will be created automatically (if they do not already exist): "cart_orders", "cart_products", "cart_shipping_addresses" and "cart_invoice_addresses". ▪ **Send an e-mail to notify the data has been received:** a notification e-mail will be sent automatically when new data arrive. ▪ **User e-mail address:** You have to set a number of parameters for each send option: enter the recipient address of the e-mail notifying data reception.

> If you choose to send data to a database, the list of orders from the shopping cart can be displayed in the *E-commerce* section of the Control Panel.

Finally, in the *User's Order confirmation e-mail* section, you have the fields for specifying the *Header Text* and *Footer Text* for the order confirmation e-mail that is sent automatically to the customer. This e-mail contains the introductory text, the closing text and a description of the shipping and payment methods chosen by the customer.

Reference: Commands in the Options section

You can use the commands in this section to define some settings for graphics, currency and VAT in the e-commerce shopping cart.

The following options are available for the *Currency Settings*:

▪ **Currency:** you can specify the currencies that will be accepted in the shopping cart. A drop-down menu shows a list of currencies: click on the 🖻 button to open the *Currency List* window and edit the list.

▪ **Digit grouping:** you can specify how prices are to be written: you can use the dot as the thousands separator and a comma as the decimal separator (1.000,00) or vice versa (1,000.00).

- **Show Currency on the right:** if you select this option, the currency symbol is placed to the right of the price.
- **Show Decimal Places:** if you select this option, the prices are given with two digits after the decimal separator.

The following options are available for the *VAT settings*:

Type: specify whether the prices shown in the shopping cart include VAT, do not include VAT, or whether VAT is not applicable.

Default value (%): specify the VAT value to be added by default to all the products in the shopping cart, with the exception of those products for which a different VAT value has been set with the *VAT (%)* option in the *Product Settings | General* window.

The following commands are available in the *Options* section:

- **Purchasing Process Style:** you can add a status bar to the top of the pages in the shopping cart that shows the customer which stage of the purchasing process he is at. You can choose the style of the status bar from the drop-down menu.
- **Allow orders only for minimum amounts:** if you select this option, orders for less than a specified minimum amount will not be accepted.
- **Minimum total amount:** this option is available if Allow orders only for minimum amounts is selected. You can define the minimum total value that the order must reach to be accepted.
- **Enable Coupon Code for the Order:** you can offer discount coupons for customers to use on orders from the shopping cart.
- **Coupon Code:** enter the coupon code, which the customer must give in the order form to obtain a discount on his order.
- **Discount (%):** set the value of the discount as a percentage of the total order value.

> (?) How the discount coupons work:
> - When you create the shopping cart, you can define coupons for a discount on one or more specific products, or a discount on the total order. Coupons are not cumulative: only one coupon

> can be used per order. If the customer has more than one
> coupon, he will have to decide which is the most convenient to
> use.
>
> - If the order includes products with a fixed discount/specific
>   percentage discount and/or bulk discounts, the discount
>   available through the coupon is applied to the total value of the
>   order already discounted.

You can use the *Options* to set the style of the tables showing the
available products and/or added to the shopping cart:

- **Header Background / Header Text / Cells Background / Cells
  Text / Table Border:** you can specify the color of the various elements
  in the product table.

- **Rounded Corners:** you can specify the bevel for the corners of the
  product table, either for all four or singularly.

- **Alternate row color:** you can apply two background colors to
  alternate between even and odd rows. One of the colors is that
  specified in the Cells Background option and the other is applied
  automatically as a shade darker. Using alternating colors may make
  tables easier to read, especially long tables.

You can use the commands in the *Images* section to add the images for the
shopping cart pages:

- **Add to Cart / Remove from Cart:** you can specify which images you
  want to use for the "Add to cart" and "Remove from cart" buttons.

- **Preview not Available:** you can specify the image to be used when a
  particular product does not have a photograph associated with it (in
  Product Settings | Image), and the "*Text and Image*" or "*Text and
  Image*" option has been selected as the *Display Mode* for product cards
  in *Product Catalog Object | Settings*.

- **Product Availability:** you can specify the set of icons to use to indicate
  availability in the product descriptions (given in *Product Settings |
  Availability*).

When the shopping cart is complete, you have to add the information and

necessary links in the website so that customers can display the information on the products and make their purchases. You can do this in two ways:

1. Include the "Buy now" button in the product presentation pages as you create them, using the *Add to Cart* link (see *Link*).

2. Create the product presentation pages with the Product Catalog Object to use cards that already include the "Buy now" button.

> (?) When you create an e-mail shopping cart, the "e-commerce shopping cart" special page is automatically added to the Map: you can select it and define its main characteristics in the *Page Properties* window.

> (⚠) When you test the website offline, a message warns you that the order will not be sent and you will be redirected automatically to the order confirmation page. The e-commerce shopping cart will be fully functional when the website has been published on the server.

> (⚠) The server on which the website is published must support the PHP language and the Mail command must be enable, for your e-commerce shopping cart to work correctly. You can retrieve this information on server diagnostics from the *WebSite Test* section of the online Control Panel.
> If you encounter problems in sending e-mails, it is probable that the server you are using does not have a standard configuration. Try changing the settings for the script and the e-mail send method, using the options in *Advanced Settings | Data Management*. For further information, contact your web space provider.

7.9.1 The Product Settings window

The *Product Settings* window opens when you select the *New Product* or *Edit...* commands in the *Shopping Cart | Product List* section, and you can define and add a new product.

The window is organized in the following sections: *General*, *Image*, *Options*, *Discount* and *Availability*.

Reference: Commands in the General section

You can use the commands in this section to give basic information on a new product to add to the Shopping Cart.

The options for defining a new product are:

- **Name/Code:** you can give a name or a code to the product.
- **Description:** you can write a description of the product.
- **Price:** you can specify the price of the product.
- **VAT (%):** if you select this option, you can specify the VAT rate to apply to the product. This option is available if you have set the *Type* as "VAT included" or "VAT excluded" as the *VAT settings* in *Shopping Cart | Options*.

    > ❓ Depending on how you want to organize your shopping cart, you can add products with prices that already include VAT or you can quote prices without VAT, which is useful for those articles which have a particular VAT rate applied to them, and add the tax separately for each article.

- **Weight:** enter the weight of the current product, so that the correct shipping charges can be calculated (see *The Shipping Type window*).

    > 💡 Depending on the type of product you want to add to the shopping cart, you can use the *Weight* option to express the weight in kilograms or grams, liters, cubic meters or any other unit of measure. Shipping costs need to be calculated correctly so it is important to choose the most appropriate unit of measure and apply it to all the products in the shopping cart.

- **Link (ie Product Page):** this option opens the *Link* window where you can specify a link for the current product. The link could be, for example, to the website page that presents the product in detail.

▪ **Set this Product as 'New':** if you select this option, the current product will be marked as "New".

> ? Products that are marked as "New" have a different icon to the others in the *Shopping Cart | Product List*.
> If you have selected the *Set this Product as 'New'* option for a product, its product card created with the **Product Catalog Object** will have the "New Product" rosette in it.

Reference: Commands in the Image section

You can use the commands in this section to add photos to a product in the Shopping Cart.

You can import a number of photos to create a Slideshow of the product: when visitors click on the single photos an enlarged version will be shown in the Show Box.

Only the first photo associated with a product is shown in the shopping cart. The others can be seen in the product card, if you create one using the Product Catalog Object.

The options for creating the list of photos to associate with a product are:

▪ **Add... / Remove:** you can add photos or remove the selected ones from the list that makes up the Slideshow. You can select several files at a time in the window that opens.

▪ **Move up / Move down:** you can change the order of the photos added to the Slideshow, moving the selected photo up or down to a new position in the list.

▪ **Edit...:** this option opens the l'Image Editor where you can edit the selected photo.

The following options are available in the *ShowBox Properties* section:

▪ **Maximum size:** you can specify the maximum width/height of the Show box where enlarged versions of the photos are displayed. Leave the *Keep Ratio* selected to keep the ratio between width and height.

- **Effect:** click on the ⭐ button to open the *Effect Properties* window where you can define the transition effects for the photos in the Show box.

> 👆 You can customize the style of the Show box: using the options in the *ShowBox Style* section of *Step 1 - Template Style*, you can define colors, shadows, opacity, entry effects, etc.

Reference: Commands in the Options section

You can use the commands in this section to create the list of options and sub-options that are available for the new product you are adding to the Shopping Cart.

The main options of a product are, for example, the size, color and alternative models of the same product. Each option may have sub-options. For example, the "XY T-shirt" may have the main size options "S", "M" and "L": the sub-options for "S" may be "Black", "Red" and "Green"; the sub-options for "M" may be "Black" and "White", and so on.

Customers can view a complete list of the available options in the e-commerce shopping cart and/or in the product cards created using the Product Catalog Object, and select the one he wants to order.

The commands for creating the *Main Option List* are:

- **Add...:** you can add the new main option for the current product. It will be displayed in the *Main Option List* and you can define it, using the options in the *Main Option Settings* section.
- **Remove:** you can delete the selected main option from the *Main Option List*.
- **Move up / Move down:** you can change the order of the main options in the list, moving the selected option up or down to a different position.

You can define the main options in the Main Option Settings:

- **Name/Code:** give a name or code to the main option you are creating for the current product.
- **Price difference:** specify the variation in price for the main option, with

respect to the *Price* of the product indicated in the *General* section.

- **Weight difference:** specify the variation in weight of the main option, with respect to the *Weight* of the product indicated the *General* section.
- **Sub-options List:** specify the sub-options that are available for the main option of the current product. You can create the list of sub-options using the *Add...*, *Remove* and *Rename...* buttons.

Reference: Commands in the Discount section

You can use the commands in this section to set a discount for the new product in the Shopping Cart.

There are several types of discount to choose from:

- **Fixed Discount:** you can have a fixed discount on the product price, equal to the amount indicated in the field provided.
- **Percentage Discount:** you can specify the discount as a percentage of the product's price, entering the percentage in the field.

The discount you choose can then be used to create a Coupon, with this option:

- **Apply the discount rate with the Coupon:** if you select this option, the fixed or percentage discount will be applied only if the customer enters his Coupon code in the field provided.

> (?) The Coupon code can be a string of alphanumeric characters, a word or a short phrase: these are no limits to the code, but we do advise you to use simple codes to aid the users. The *Apply the discount rate with the Coupon* field displays a list of all the Coupons you have created, for your convenience.
> The shopping cart field in which the Coupon code is entered is case-sensitive: if the same two words are entered, they are differentiated by upper- and lower-case letters.

The following options are available if you choose the option to apply a specific discount with a coupon:

- **Valid from / Expires on:** these options specify the date (using the calendar that appears) and the start and end time of the coupon's validity

period.

If you tick the *Enable Quantity Discount* option, you can create a list of the discounts to apply according to the number of products ordered. These bulk discounts are shown in a list, and the commands for creating them are:

- **Add...:** this command opens the *Quantity Discount* window, and you can add a bulk discount for the current product. You can define the product *Quantity* that must be the same as or more than the order for the *Discount (%)* to be applied.
- **Remove:** you can delete the selected bulk discount from the list.
- **Edit...:** this command opens the *Quantity Discount* window, where you can change the selected bulk discount. You can also double-click on the discount to edit it.

> ? If you apply a fixed/percentage discount to a product, the bulk discount is calculated on the discounted price.

Reference: Commands in the Availability section

You can use the commands in this section to add information on the availability of a new product in the Shopping Cart to its description.

You can select one of the following options:

- **No information on product availability:** this is the default value: no further information on the product's availability is added.
- **In Stock:** The product is available and there are no shipping delays.
- **Limited availability:** The product is out of stock or awaiting delivery. Shipping may be delayed.
- **No information on product availability:** The product is no longer available and cannot be added to the cart.

Depending on the option you select above, the product's description (displayed in the product card created with the Product Catalog Object or in the shopping cart) will have a corresponding icon added to it: you can

specify the graphics for this icon with the *Product Availability* option in *Shopping Cart | Options*.

7.9.2   The Shipping Type window

The *Shipping Type* window, which opens when you select the *Add...* or *Edit...* command in the *Shipping type List* section of *Shopping Cart | Order Management*, lets you define the shipping methods for the products in the shopping cart.

The *Shipping Type* window is organized in the following sections: *General*, *Cost* and *E-mail message.*

Reference: Commands in the General section

You can use these commands to define a shipping method:

- **Name:** give the method a concise and clear name, so that you can easily identify it.
- **Description:** you can give a complete explanation for the method.
- **Image:** select the image to associate with the current method in the shopping cart pages.

Reference: Commands in the Cost section

You can use the commands in this section to indicate any surcharges for the current shipping method. These costs can be applied in one of the following ways:

- **Fixed Cost:** you can specify a fixed shipping cost for the current method. The cost remains fixed, regardless of the total weight or value of the order.
- **Cost related to the Order's amount:** you can define a range of shipment costs, that depend on the total value of the order. The *Add...* and *Edit...* buttons open the *Shipping Cost* window, where you can define the *Order's amount* to be reached or greater than, to apply the specified shipping *Price*.

- **Cost related to Total Weight:** you can define a range of shipment costs for the current shipment method, depending on the total weight of the products in the order. The *Add...* and *Edit...* buttons open the *Shipping Cost* window, where you can define the *Total Weight* to be reached or greater than to apply the specified shipping *Cost*.

> For a correct calculation of shipping costs, make sure you specify the weight of each article in the shopping cart in the *Product Settings | General* window.

You can also use this option:

- **VAT (%):** if selected, you can specify the VAT to apply to the shipping method. This option is available if you have set the *Type* as "VAT included" or "VAT excluded" as the *VAT settings* in *Shopping Cart | Options.*

Reference: Commands in the E-mail message section

You can use the field in this section to add an explanatory text on the shipping method. Pay attention to how you write this text, because it will be added to the order confirmation e-mail that is sent to the customer.

7.9.3   The Payment Type window

The *Payment Type* is opened by the *Add...* or *Edit...* commands in the *Payment type List* in *Shopping Cart | Order Management*, and you can add the payment methods for the shopping cart.

The *Payment Type* window has the following sections: *General*, *Cost, Type* and *E-mail message*.

Reference: Commands in the General section

You can use these commands to add a new payment method:

- **Name:** give the method a concise and clear name, so that you can easily identify it.

- **Description:** you can give a complete explanation for the method.

▪ **Image:** select the image to associate with the current method in the shopping cart pages.

Reference: Commands in the Cost section

You can use the commands in this section to specify the total extra costs that will apply if the customer chooses the current payment method. This amount can be defined in one of the following ways:

▪ **Cost:** you can specify the handling costs (if any) that are applied to the selected payment method.

▪ **Cost as percentage:** you can specify the percentage to be applied to the total order cost to calculate the extra costs.

▪ **VAT (%):** you can specify the VAT rate that is applied to the cost of the payment method. This option is available if you have set the *Type* as "VAT included" or "VAT excluded" as the *VAT settings* in *Shopping Cart | Options*.

Reference: Commands in the Type section

You can use the commands in this section to choose the payment method, which may be:

▪ **Pay later:** the customer can send an order and pay later (for example, by bank transfer).

▪ **Pay now:** the customer can send the order and pay immediately (for example, by PayPal™, or other similar circuits, or by credit card).

If you select the *Pay now* option, you have to define the requested *Payment Type*; each type requires certain parameters:

PayPal/Credit Card	▪ **PayPal Account:** the PayPal™ account details must be entered.
	▪ **Payment Confirmation Page:** you can select the page from the website map that is to be displayed to confirm payment.
	▪ **Payment Error Page:** you can select the page

	from the website map that is to be displayed if an error occurs during payment.
Custom Code	▪ **HTML Code for 'Pay Now' Button:** if you use an alternative method to PayPal™, you must enter the HTML code provided by the payment service provider in this field.

The HTML code from the payment service provider is used to create the "Pay now" button, and it must include the ordered article's code and its price. You have to enter the following tags manually in the code, otherwise the shopping cart will not work correctly:

- ▪ [ORDER_NO] - the order number is entered here;
- ▪ [PRICE] - the price is entered here.

Reference: Commands in the E-mail message section

You can write a message in the field in this section that describes and explains the selected payment method. This message will be included in the order confirmation e-mail that is sent to the customer.

221

8

Chapter

Step 5 - Export

When you have finished your website, you are ready to move on to Step 5. WebSite X5 analyzes the website to check for any errors that may influence site navigation or search engine indexing. When the errors have been corrected, WebSite X5 proposes three possible methods of exporting the project. Thanks to the built-in FTP engine, you can publish your project files directly on the server: secure connections are used, and you can save time by working in simultaneous connection and publishing only files that have been changed. Alternatively, you can export your website to your own computer, so that you have a copy of the files that will be published on the server. Finally, all the project files can be saved in a single folder, to be transferred to a different computer if you want to work somewhere else.

So, the various export options are:

Analyse and Optimize the WebSite

Upload the WebSite to Internet

Export the WebSite to disk

Export the Project

8.1 Project Analysis

In this window the project analysis is carried out/updated, to check the level of optimization for the search engines. On the basis of the analysis, a series of errors and/or alerts are displayed: if you make the suggested corrections and/or changes, you can improve your project and so improve its positioning in the search results (SERP) given by the search engines.

Reference: Statistics display

When the project has been saved at least once, you can start analyzing the project by clicking on the *Start* button. The results of the analysis are shown in the left-hand column of the window:

- **WebSite Optimization:** expresses the project's level of optimization as a percentage.
- **Project Size:** gives the size of the project file (.iwzip file).
- **WebSite Size:** gives the size of the website (the overall size of all the files published online).
- **Total Pages:** gives the number of pages in the project.
- **Total Products:** gives the number of Products available in the e-commerce shopping cart for this project.

Reference: Errors, Alerts and General Information

When the project analysis is complete, the *Alerts and Errors List* displays a table containing various buttons. If you click on the buttons you can see:

- **Errors:** a list of the parts of the project that contain errors that compromise the correct functioning of the website and/or the level of optimization: you are strongly advised to correct the errors before publishing the website online. The errors that have been found are:
  - There is no title for this Page;
  - An Object in this Page needs a PHP extension.
  - There are errors in the custom code entered in the Page Properties;
  - There are errors in the custom code entered using the HTML Object;
  - There is a link to a non-existent element;
  - There is a reference to a non-existent Database.
- **Alerts:** displays a list of the parts of the project where optimization could be improved. The warnings refer to:

- The Page Title has been added more than once in the Project;

- The Page Description has been added more than once in the Project;

- The Page Title is too long: more than 70 characters;

- The Page Description is too long: more than 256 characters;

- The Page Title is too short: less than 5 characters;

- The Page Description is too short: less than 25 characters;

- There are no Keywords for this Page;

- There is no Description for this Page;

- There are no Objects in this Page;

- No Alternative Text (ALT) for an Image Object.

- **Information:** displays a list of the parts of the project that could be improved:

  - The SiteMap is missing for this Project;

  - The robots.txt file is missing for this Project;

  - There are Flash Objects which will not be displayed on Apple devices;

  - The Page is too big: contains more than 80 objects and could create upload problems;

  - The picture file is too big: contains images for more than 1 Mb. This refers to the original file and is indicated because it could have negative effects on the program's processing capacities;

  - Image or Video Object not included in the website's SiteMap.xml.

As well as the above buttons, the following button is also present:

- **Save a Project analysis report:** this button saves the report with the project analysis in an HTML file, that can be saved or shared.

If you click on an *Item* in the *Alerts and Errors List* table, you can display the *Description* and *Position* in the next table, *Errors and Alerts Details.* The *Item* generally shows a page in the project, whereas the *Position* specifies the object in question, giving the coordinates of the column and

row of the cell in the Page Layout Table where it has been inserted.

You can use the following buttons on the side of the table to correct an error or make the suggested changes:

- **Go to Page:** click on this button to open the Page Creation window, selected in the *Alerts and Errors List* table. Alternatively, you can double-click on the Page's name.

- **Properties:** click on this button to open the *Page Properties* window for the selected Page in the *Alerts and Errors List* table. When you have made the necessary changes, click on the *OK* button, in the *Page Properties* window, to go back to the *Project Analysis* window.

> ⚠ The project must have been saved at least once before you can start the project analysis.
> After you have made the suggested changes, you must update the analysis results by clicking on the *Start* a second time.

8.2 WebSite Export to Internet

You can publish your website on the Internet in this window.

WebSite X5 provides a built-in FTP engine so you can publish your websites directly online. All the files necessary for correctly displaying a website on the Internet are saved on the computer you used to create the website. You have to copy your project files to a server (a computer that is permanently connected to the Internet) so that other people will be able to see your website online.

Reference: Commands for establishing a connection to the server

The first thing to do when exporting your website is to specify the *Session Profile* (this data is provided by your Internet provider):

- **Server Type:** specify the connection to use for publishing the website files on the server. Choose the one that your server uses from the following:

- **FTP - File Transfer Protocol:** this is the default options. FTP is one of the oldest data transmission protocols and is still widely used. The data exchanged between client and server is not encrypted, according to the original FTP specifications.

- **SFTP - SSH File Transfer Protocol:** this is an Internet protocol that guarantees secure data transfer, using remote encrypted sessions and remote file manipulation.

- **FTPS - FTP over explicit TLS/SSL:** to ensure security, this protocol adds an encrypted SSL/TLS layer to the FTP protocol, plus a series of commands and reply codes.

- **FTP Address:** enter your FTP address in this field. An example of an FTP address is "ftp.websitex5.com", where "websitex5.com" is the domain name..

- **Username / Password:** enter your username and password in these fields.

- **Save password:** if you select this option, your password will be saved and you will not have to enter it again in the future.

There are also some *Optional parameters*, not strictly necessary for establishing a connection with the server, but you can enter them if you want to:

- **Destination folder:** enter the pathname of the destination folder on the server, provided by the Internet provider. If you do not enter the pathname here, you will be able to do so in the next window that WebSite X5 shows.

- **Port:** enter the name of the gateway on the server to which you want to establish a connection (your Internet provider will give you this information). It isn't usually necessary to change the default value.

- **Simultaneous connections:** enter the number of connections to the server that the built-in FTP engine needs to open simultaneously in order to publish the website files. The number of connections is equivalent to the maximum number of files that can be exported simultaneously.

> The server you use must support *Simultaneous connections.*

Although support is guaranteed, only a certain number of simultaneous connections can be handled efficiently. Try starting with 3 connections and progressively increase the number until you find the best number that the server can handle on its bandwidth. Generally speaking, it is not advisable to specify more than 10 simultaneous connections.

- **Use Passive FTP:** this is active by default, and it means that passive FTP is used for exporting projects. It guarantees greater connection compatibility with the server.

- **Enable gzip compression:** this is active by default, and means that the project files are compressed during the export procedure, so reducing export times.

Not all servers support gzip compression. If this option is selected, and your server does not support it, the files will not be compressed but the project will still be published. Gzip compression works very well for large files (that contain a lot of graphics, for example), but it is not recommended for small files.

When you have set all the necessary parameters for establishing a connection with the server, you can specify the *Upload Mode* (what and how you actually want to publish):

- **Upload all WebSite files to the Internet:** the entire website project is uploaded and published. This option is recommended the first time you upload your website, or when you have made a lot of changes to project files.

- **Export only the files modified after last export on date :** only the files that have been changed since the last export are uploaded. This option is recommended for websites that are constantly undergoing updates as it takes less time to upload the files than it would to upload the entire project.

The publication date is saved in the project file, so it is important to always save changes after publishing files.
Even if you choose to export only modified files, the HTML pages

and resource files (in the RES folder) are also uploaded, because it is likely that they will have been automatically modified in some way.
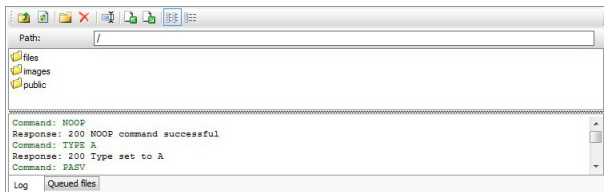
- **Export only Blog and RSS Feed:** if you select this option, only the .PHP and XML files of the Blog and the .XML files of the RSS feed are published (see *Step 4 - Advanced Settings*). You can only select this option if the Blog and/or RSS feed have already been published once. It is useful for updating your Blog with new posts and adding new news to the RSS feed, when no other changes have been made to the website.

Reference: Commands for going online

When you have set all the parameters, click on the *Next* button to establish a connection to the server. When this has been established, a list of folders already on the server is displayed. Use the available commands to move to the folder in which you want to publish your project files.

The folder where you want to publish your website must have an index.html file. If you are not sure which folder to use, ask your Internet provider: not all the folders on the server can be used for publishing websites.

The commands for working on folders and files on the server are:

Go back to the previous folder
This takes you back to the folder on the previous level.

Update
The contents of the folder are reloaded.

New folder
You can create a new folder.

Delete
You can delete the selected file or folder.

Rename
You can change the name of the selected file or folder.

Upload file to Server / Download the selected file from the Server
You can publish one or more files on the server that are not part of the project, or you can download files published on the server to your computer.

Display List / Display Details
You can choose the level of detail of the file list.

Finally, there is section with two further options:

- **Log:** you can choose to display the message log and any errors that may have occurred during the connection with the server.

- **Queued files:** you can choose to display the upload status of the files being published on the server (the maximum number of files depends on the number of simultaneous connections). A status bar shows the progress of each file transfer. When a file has been transferred, it is removed from the queue.

> When exporting a project, WebSite X5 copies all the files in the registration folder to the server. If this folder contains files with the same name as those being published, the latter will be overwritten. WebSite X5 never deletes any files that are on the server: this has to be done manually.

8.2.1   Export completed

When your website has been successfully published online (see *WebSite Export to Internet*), this window suggests a number of ways to let people know about it, using channels such as WebSite X5's Gallery, Google™, Facebook and Twitter.

The options are:

Your WebSite is online!
You can start the default Internet browser to open your website and check that everything works correctly.

WebSite X5 Gallery
You can access the WEBSITE X5 ANSWERS Gallery to submit your new website. The Gallery is a collection of websites created with WebSite X5 and submitted by their authors.

Update the SiteMap on Google
You can inform Google™ of the newly-published SiteMap, so that its search engine spider indexes it.

Broadcast publication on Facebook
You can post a message on your wall in Facebook to let people know you have published a website.

Broadcast publication on Twitter
You can write a tweet on your Twitter timeline to tell your followers that you published a website.

8.3   Export to disk

In this window you can export a copy of your published website to your computer.

This option is useful for keeping a local copy of the files that are published on the server, so that you can copy them to another support (CD/DVD/USB) or to make changes to the HTML pages before confirming publication in the Internet.

To export the project files, you must specify:

- **Destination folder:** enter the name of the folder in which to copy the website. If the folder does not exist, it will be created automatically.

> The *Export to disk* option is not intended to be used for making a backup copy of your project, because it exports the files used for online publication to your computer, and not the project file that can be edited.
>
> If you want to have a backup copy of the project, so that you can restore previous versions, you have to use the Backup commands in the *Save* menu.
>
> If you want a backup copy to be used in case you lose the original project, use the **_Export the Project_** feature: this will make you a copy of the original project files.

8.4 Export the Project

In this window you can export all the files linked to your project in a single, compressed file so that the project can be transferred to another computer or you can make a backup copy of it.

You have to specify:

- **Destination folder:** enter the name of the folder to export the project to. If this folder does not exist, it will be created automatically.

When the project has been exported, a single compressed file is created in the destination folder. It has the same name as the project, with a .IWZIP extension. For example, if the project file is called "myproject", the new compressed file will be called "myproject.iwzip". Both the project file (a .IWPRJ file) and all the files linked to it (the files containing graphics, videos, audio, Flash animation, etc.) are saved inside the compressed file.

Before you export the project, you can use the following options:

- **Include a copy of the WebSite preview files:** you can include the files for displaying previews when consulting the website locally (on your computer) in the compressed .IWZIP file. The size of the .IWZIP file

---

will increase but it won't be necessary to recreate the preview files if you transfer the project to another computer.

- **Include the Backup copies:** any backup copies made during project development will also be added to the .IWZIP file. The size of the .IWZIP will increase but you will be able to use the backup copies if you need to restore the project on the computer to which you want to export the project.

The compressed .IWZIP file can be transferred to another computer and opened by the Program using the *Import...* command in the *Project Selection* window.

Chapter

9

Best Practices

9.1 General Settings

9.1.1 How to organize backup copies of your project

A fundamental aspect of organizing a project is creating a backup copy of it.

Creating a backup copy of a project means creating a safety copy, to keep on your computer or on another storage device, as a safeguard against loss of the original.

If you have a backup copy of your project, you can safeguard yourself against:

- **Disaster recovery** - recovering a project after fatal errors caused by events such as problems with your computer or the involuntary deletion of data.
- **Version recovery** - creating copies that correspond to different versions of your project, so that you can, for example, cancel changes made in a work session and restore a backup copy of the version as it was before you made the changes.

For backup copies to be really useful, you need to be methodical and systematic in creating them.

WebSite X5 provides the commands necessary for organizing backup copies usefully:
- creating backup copies both manually and automatically;
- managing a list of backup copies;
- recovering a stored backup copy.

Version recovery - How to create an automatic backup copy

To automatically create a backup copy of your project, you need to:

- open the project,
- select the *Create a Backup Copy when saving the Project the first time* option in the *Save* menu,
- alternatively, or at the same time, select the *Create a Backup Copy every*

time you upload option in the *Save* menu.

If you select the *Create a Backup Copy when saving the Project the first time* option, a backup copy of the project is made when you save the project for the first time, whereas if you select the *Create a Backup Copy every time you upload* option a backup copy is made before the website is published online.

All the backup copies that are created are added to the *Backup List* in the *Backup Management* window.

Version recovery - How to create a manual backup copy

To manually create a backup copy of your project, you have to:

- open the project and make any necessary changes,

- select the *New Backup* command in the *Save* window, making sure you give the backup copy an appropriate name so that you can easily identify it in the future.

All the backup copies that are created are added to the *Backup List* in the *Backup Management* window.

Version recovery - How to restore a backup copy of a project

If you need to restore a backup copy of a project, you have to:

- select the project you want to work on in the *Project Selection* window;

- click on the *Backup...* command to open the *Backup Management* window;

- select the backup copy you want to restore from the *Backup List* and click on the *Redo* button.

The program substitutes the project with the backup copy and opens the *Project Selection* window, so you can open the restored copy and continue working.

Disaster recovery - How to make a backup copy of your project

If you want to make a backup copy of your project to keep on a separate storage device, you have to:

- select *Export the Project* in *Step 5 - Export* to export all the files linked to your project in a single compressed file (.IWZIP);

- copy the .IWZIP file to the storage device you want to save the backup copy on.

Disaster recovery - How to restore a backup copy of your project

If you want to restore a backup copy of your project that is stored on a separate storage device, you have to:

- click on the *Import...* button in the *Project Selection* window to select the .IWZIP compressed file containing the project you want to restore;

- select the restored project to open it and continue working on it.

9.1.2   Web Fonts

9.1.2.1 How to use Web Fonts

As well as the standard fonts, WebSite X5 makes it easy for you to add and use web fonts available on:

- portals such as Google Fonts™ (free): they offer ready-to-use web fonts that just need linking to through the website pages' CSS stylesheets.

- portals such as Fontsquirrel: you can download new fonts to your computer, so that they can be published on the website's Internet server.

Web fonts allow you to format texts with different styles that aren't available in safe fonts, and you can be sure that everything on your pages will be displayed correctly, without a particular font being replaced by another.

How To: Add a font from Google Fonts

When you have chosen the font you want to use from Google Fonts™ and you have downloaded the relative TTF file and the code you need to link to your pages (see How to download a font from Google Fonts™), to be able to use it in WebSite X5 you must:

- Open the *Preferences | Web Font* window and click on the *Add* button.

- In the *Add web fonts* window that opens, select *Google Font*, import the *TTF File for offline display* and copy the *@Import Code* from Google into the appropriate field.

- Click on *OK* to confirm: you'll go back to the *Preferences | Web Font* window where you will see the new font in the list of available fonts.

When you have finished this simple procedure, the new font will be automatically proposed by WebSite X5 in all the places where it is possible to apply a font to a text: the Google fonts can be recognized in the selection menu because they have the ⒯ icon next to them.

How To: Add a web font

Once you have downloaded a new font, with the necessary files to use it on your computer or on the Internet (see How to download a font from Fontsquirrel), you'll find it's very easy to use it in WebSite X5:

- Open the *Preferences | Web Font* window and click on the *Add* button.

- In the *Add web fonts* that opens, select *Web Font* and import the *TTF File for offline display.*

- Although it is not obligatory, the font will be supported better on the various browsers if you also import the WOFF, SVG and EOT files (if they're available) for the new font you want to use.

- Click on *OK* to confirm: you'll go back to the *Preferences | Web Font* window where you will see the new font displayed in the list of available fonts.

After you have added a new web font, it will appear automatically in all the menus that allow you to select a font for a text. Web fonts can be easily

recognized in the menus because they have the 🔠 icon next to them.

9.1.2.2 How to download a font from Google Fonts™

Google Fonts™ is a service offered by Google that allows you to use non-standard fonts in your website pages without having to implement the CSS3 directives and, above all, without having to load the font files into your web space (the files remain on Google's server).
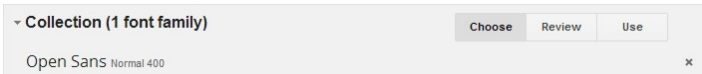
Google Fonts™ is basically an enormous folder full of open source fonts: they are free to be used by everyone, for private and commercial ends, they can be printed, used to create websites and used on a single computer.

To use the fonts from Google Fonts™ in a WebSite X5 project, you need to:

▪ Go to the Google Fonts™ directory and use the filters to find the fonts you want to use: although the interface is available only in English it is very intuitive.

▪ Click on the *Add to Collection* button of the font you want to use. The Collection is a sort of container from which you can choose the most interesting fonts. It is displayed at the bottom of the page.


▪ When you have chosen your fonts, expand the *Collection* and click on the *Use* button.

▪ In the following page, you select the styles for each font (for example, Normal, Bold, etc.) and the character set (for example, Cyrillic, Greek, etc.) that you want to use. On the basis of your choices, Google estimates the impact that the fonts will have on the time it will take to load

the page (because they have to be downloaded from Google's server). Each font has a different impact so be careful not to exaggerate and import only the fonts you really need.
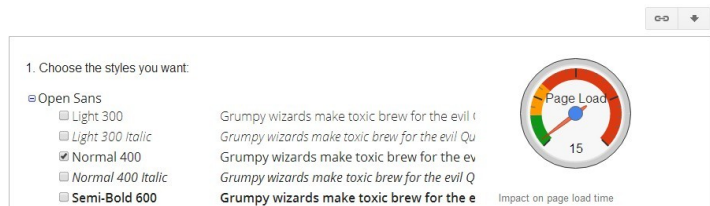
- Click on the *Download* button: a dialog box will tell you that it is not strictly necessary to download in order to use a font. Remember, however, that you do need to download in order to obtain the TTF file that WebSite X5 needs to be able to display the font on your computer. Click on *.zip file* to download the zipped folder of all the TTF files and the user licence file for each font. When the download is complete, close the dialog box by clicking on *Close*.
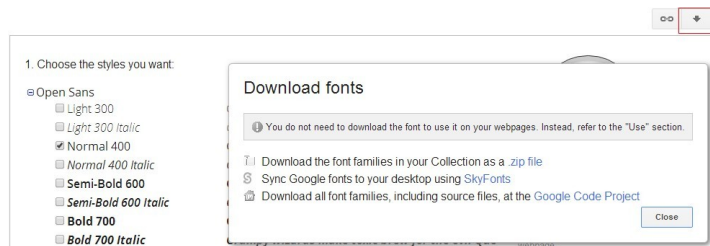
- Google proposes three ways of adding the font, and you must select the one you want to use:

  - Adding to CSS **standard**
  - Adding via **@import** command
  - Adding via **Javascript**

  In all 3 cases, you only need to copy Google's code so that you can paste it into the appropriate field in WebSite X5.

| Standard | @import | Javascript |

3. Add this code to your website:

```
@import url(http://fonts.googleapis.com/css?family=Open+Sans);
```

When you have finished, you will have all the files and information that WebSite X5 needs to add a Google font (see How to use web fonts).

9.1.2.3 How to download a font from Fontsquirrel

There are lots of portals from where you can download fonts to use in your projects: one of the best-known for the variety and quality of its free fonts is Fontsquirrel.

If you want to use fonts from Fontsquirrel in a WebSite X5 project, you need to:

- Go the Fontsquirrel directory and use its filters to find the fonts you want to use. Make sure that the font you select is available in both the desktop and web versions. You can check this through the icons that are shown next to the font's name, and which indicate permitted uses:

  🖥 Commercial Desktop Use - Create commercial graphics and documents.

  🌐 @font-face Embedding - Embed the font in your web site with CSS.
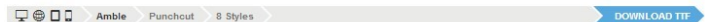
  ▢ Ebooks and PDFs - Embed fonts in eBooks and portable documents.
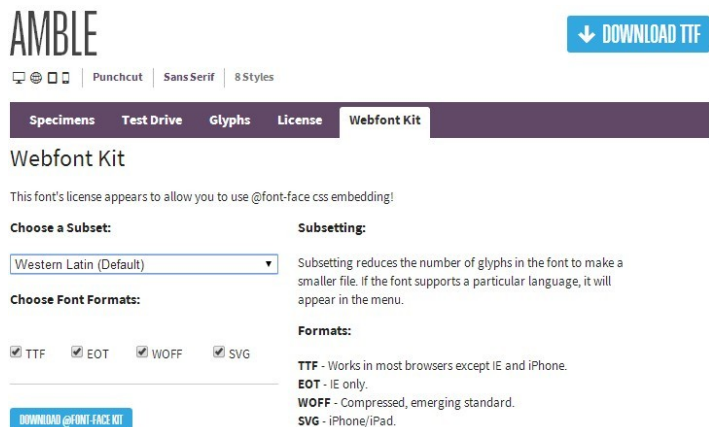
  ▢ Applications - Embed the fonts in applications and software.

Amble AaBbCcDdEeFfGgHhIiJjKkLl

🖥🌐▢▢ Amble   Punchcut   8 Styles   ▶▶▶   DOWNLOAD TTF

- Click on the font you want to use to proceed to the next page, and here

you must open the *Webfont Kit* section.

- Choose the *Subset* that you want to use from the menu, and then select all the formats available for the font (TTF, EOT, WOFF, SVG), then click on the *Download @font-face kit* button to start the download.

When the download is completed, you will have a zipped folder on your computer that contains all the files needed by WebSite X5 to use a web font (see How to use web fonts).

9.2 Step 1 - General Settings

9.2.1 How to translate text that is entered automatically

Some elements in the pages created with WebSite X5 are added automatically by the Program; they may be, for example, links and anchors to other parts of the website, buttons in the Gallery Object, labels for the E-mail Form Object, labels and text for the e-commerce shopping cart, or text that appears in the Map.

Obviously, the text that appears in these elements must be in the correct language for the website, and to ensure this happens you must specify the first language of the website in the *Content Language* option which is in

the *General Settings* window. WebSite X5 offers a number of default languages, including English, Italian and German, with the necessary translations. The default translations can be changed, and you can add or import new languages, or remove unnecessary ones. To do this, click on the 🖼 button next to the *Content Language* in the *Language Content Management* window.

How to change existing automatic text

Examples of text that is added automatically by the Program are the labels on the "Send" and "Reset" buttons at the bottom of e-mail forms.

Imagine you have selected "English" as the Content Language, and you want to change the "Reset" label to "Ignore":

- In the *Language Content Management* window, click on "EN - English" to display the text elements in English that are already present in the translation table.

- In the first column of the table, look for the "label_reset" item, which is the label for the button you want to change. Move along the row to the corresponding cell in the English language column. Double-click on the cell to make the cursor appear: delete the word "Reset" and type "Ignore" in its place.

- Close the window: your changes will be saved automatically.

How to add a new language

If you want to create a website in a language that is not included in the list of available languages (for example, Portuguese), to avoid having the automatic text added in English (which is the default language), you must add a new language to the list. You will also need to provide the translations of all the texts, so make sure you have these available when you want to add a new language. Once you have the necessary translations, adding a new language is easy:

- In the *Language Content Management*, click on the *Add a new Language* button and type "PT - Português" in the dialog box that is shown. This new entry will appear at the bottom of the list of available languages.

- Click on "PT - Português" to display the column for this language in the translation table.

- Type in the translations for each item and then close the window when you have finished: this automatically saves your work.

- Set "PT - Português" as *Content Language* in the *General Settings* window.

How to export/import a language

If you need to develop a website on two different computers in a language that is not catered for by the Program, you can export the new language created on one of the computers and export it to the other.

- On the first computer, click on the *Add a new Language* to open the *Language Content Management* window and start translating into the new language.

- Select the new language from the list of available languages and click on the 🔄 *Export the selected Language*: a .XML file with the new language will be saved in the specified folder.

- Move the .XML file to another computer.

- Open the Program and go to the *Language Content Management* window. Click on the 🔄 *Import a new Language* to select the .XML file to import.

> ❓ If the imported language is already in the list, it will not be duplicated, but any new items will be added and modified items will be updated.

9.2.2 Working with Google

9.2.2.1 How to use Google Webmaster Central™

Google Webmaster Central™ is a free service provided by Google™ to help web Administrators design a website that conforms to its site analysis methods. These tools help diagnose website problems and, if correctly used, they can help improve a website's ranking in search results.

To use Google Webmaster Central™, you will first need a Google Account and be able to prove that you are the owner of the website to be analyzed. One way of proving you are the owner of the website is to copy a meta tag supplied by Google™ in the first `<head>` section of your Home page, before the `<body>` section.

This is what you have to do:

- Open an account with Google™.

- Go to the Google Webmaster Central™ home page and log in.

- Click on *Add a site* in the *Home* page and type the complete URL of the site you want analyzed. Click on *Continue*.

- In the *Verification Page*, select the verification method you want to use. If you want, go to the *Alternative methods* section and select the *HTML Tag* option.

- Copy the meta tag supplied by Google™ and paste it into the *Verification metatag for Google Webmaster Central* in the *Statistics, SEO and Code | Basic* window of WebSite X5: the Program will add the meta tag in the correct position to the HTML code of your Home page.

- A verification meta tag from Google™ looks like this:

```
<meta name="verify-v1" content="VOPYsjbR4uw/
YqV+MWLB0lVmJt0niwdkv9PQTsTREHQ=" />
```

- Once you have published your website, go back to the *Site Verification* page in Google Webmaster Central™ and click on *Verify* to complete the procedure.

9.2.2.2 How to monitor website performance with services such as Google Analytics™

Many website statistics tools are available on the Internet, and one of the most popular is Google Analytics™. This free tool provides numerous reports for monitoring and analyzing visits to your website. Google Analytics™ can be used for simple analysis such as counting the number of visits, through to more complex work such as judging the efficiency of your advertizing campaigns running on the Google Adsense™ program.

To make use of Google Analytics™, you need to tell the search engine which website is to be analyzed, and which pages are to be tracked. For this, you will need to add a special tracking code to the website pages.

This is what you have to do:

- Open an account with Google™.

- Go to the Google Analytics™ home page and log in.

- In the page that opens, specify that you want to track a web site: this feature uses *Universal Analytics*.

- Enter the data you are asked for in the *Setting up your account, Setting up your property* and *Data Sharing Settings* sections, then click on the *Get Tracking ID* button.

  The tracking code provided by Google™ looks like this:

```
<script type="text/javascript">
var     gaJsHost     =     (("https:"     ==
document.location.protocol) ? "https://ssl." :
"http://www.");
document.write(unescape("%3Cscript   src='"   +
gaJsHost     +     "google-analytics.com/ga.js'
type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
try {
var pageTracker = _gat._getTracker("UA-110367-
1");
```

```
pageTracker._trackPageview();
} catch(err) {}</script>
```

▪ Copy the tracking code from Google™, open the *Statistics, SEO and Code | Basic* window of WebSite X5 and paste the code into the field of the **Tracking ID for Google Universal Analytics** option.

> (?) Universal Analytics™ is the new working standard for Google Analytics™. With Universal Analytics™ you can use all the reports and tools of Google Analytics™ and also access new features. If you already use Google Analytics™ you can upgrade to Universal Analytics™ from the classic version of Analytics: for more information, see Analytics Help Center.

9.2.2.3 How to write and use the Robots.txt file

WebSite X5 generates the robots.txt file and adds it to the website's main directory, so that search engines know which contents to exclude from indexing.

Robots are programs that scan the web automatically, for different reasons: search engines such as Google™, for example, use them to index website contents; spammers, on the other hand, use them to obtain e-mail addresses without authorization.

A website owner uses the robots.txt file to tell robot programs what they are supposed to do with his website: robots (at least the trustworthy ones) check for the presence of a robots.txt file and follow the instructions in it, before accessing a website.

So, the robots.txt file is simply a text file with a list of instructions that specify:

1. the kind of robot that the rules apply to
2. the URLs of the pages to be blocked.

WebSite X5 provides a default robot.txt file which contains instructions so that no robots should consider the contents of certain folders, such as the *admin* and *res* folders*:*

```
User-agent: *
Disallow: /admin
Disallow: /res
```

You can change these instructions, according to your specific requirements.

To edit and include the robots.txt file, you must:

- Open the *Statistics, SEO and Code | Basic* window and select the *Include the robots.txt file* option.
- Use the field underneath to manually edit the instruction to include in the robots.txt file.

> For more information on robots, and on how to create a robots.txt file, see the official website http://www.robotstxt.org or consult Google™ Webmaster Central (Block or remove pages using a robots.txt file)

9.2.2.4 How to create and link the website's SiteMap Map

WebSite X5 generates your website's **XML SiteMap**.

A SiteMap is an XML file that contains a list of all the pages in a website. It was introduced by Google™ (and is now used by Yahoo! and MSN) to scan websites more quickly and effectively. In other words, if you create and submit your SiteMap to a webmaster, it can ensure that its search engines, and in this case Google™, is informed of the existence of your website and all its pages, including those which would not be "seen" by normal scanning procedures.

You can use the SiteMap to direct search engines to including specific site content, such as videos, images, news, etc. The SiteMap can also contain additional information on how often pages are updated, when they were last edited, the importance of each page within the website (this parameter does not affect a page's positioning within the search results).

How to activate the SiteMap

To create and link the SiteMap to a website, leave the *Automatically create a SiteMap* option active as the default setting in the *Statistics, SEO and Code | Basic* window.

Now you can add additional information for each page, as follows:

- In *Step 2 - Sitemap Creation* select the page you want to work on.
- Click on the *Properties...* button to open the *Page Properties* window and open the *Expert* section.
- Leave the *Add this page to the Sitemap* option as it is (active) and select the *Contents Priority* and *Update frequency* options.
- Repeat these operations for the other pages in the website.

> To improve optimization, you should set a Page priority level that is proportional to the importance of the page, and not give the same value to every page. You can decide, for example, to give high priority (9) to important pages such as the home page or product description pages, and a lower value (7) to pages that give further information. You could give an even lower value (5) to contact pages.

How to include images in the SiteMap

The SiteMap can be used to give additional information to Google™ on the images that are in the website, so helping the webmaster's search engine find images that would otherwise be by-passed (for example, images that are included in JavaScript modules) and to recognize the images that are more important than others. For example, by not including images in the SiteMap that are part of the graphic template, or that are purely ornamental, you indicate to Google™ that they are less important than others.

Google™ specifies that you can add a maximum of 1000 images per page in the SiteMap, and that it cannot guarantee that all the images will be indexed, or that all the additional information will be taken into account.

Once you have created your SiteMap, it is easy to add information on the

images:

- Double-click on the *Image Object* that corresponds to the image you want to work on, to open the *Image Object* window.
- Open the *Sitemap* section and select the *Add Image to Sitemap* option.
- The *Title*, *Caption*, *Geographical position (e.g. Address, Town, etc)* and *Licence URL* are optional.
- Repeat these operations for all the important images in your website.

> ? For more information, see *Image Object | Sitemap*.

How to include videos in the SiteMap

The SiteMap can also be used to inform Google™ about the videos you have in your website. Again, Google™ does not offer any guarantees, but if you do include videos on the SiteMap, you increase the possibility that they will be traced and included in Google Video™ searches.

You can use the SiteMap to give additional information, such as the title, description and length of the video, that may simplify the search. This, and other information, is included in the Search Engine Results Page (SERP). However, Google™ may use the text on your video's page for the SERPs, rather than the text you supply in the SiteMap's video content, if this differs.

Completing the SiteMap with video content is easy:

- Double-click on the *Video/Audio Object* option for the video you want to add, to open the *Video/Audio Object* window.
- Open the *Sitemap* section and select the *Add video to the Sitemap* option.
- Add the mandatory information that must be included in the SiteMap: *Title*, *Caption* and *Image preview of the Video*.
- You can, optionally, include the following information: *Category*, *WebSite Keywords*, *Publication Date*, *Length (secs)* and *Contents suitable for everybody*.

- Repeat these operations for each video that you want to include in the SiteMap.

> ? For further information, see *Video/Audio Object | Sitemap*.

How to remove a page from the SiteMap

When a SiteMap is created, all the pages in the website are included in it by default. If you don't want search engines to consider a particular page, just remove it from the SiteMap:

- Select the page you want to remove from the SiteMap in the window in *Step 2 - Sitemap Creation*.
- Click on the *Properties...* button to open the *Page Properties* window, and then open the *Expert* section.
- Untick the *Add this page to the Sitemap* option.
- Confirm and save.

9.2.3 The graphic templates

9.2.3.1 How to work with the templates

With WebSite X5, you will find it easy to work on the graphic templates (the backbone of your website), because they are all extremely flexible and easy to use. Thanks to the default templates, with numerous possibilities of customization and, above all, the possibility of creating templates of your own, you can be sure of obtaining the look you want for your website.

You can also import and export templates (extracting them from the projects they were originally created for), and this makes resource sharing incredibly simple.

How to use a default template

WebSite X5 provides a gallery of over 1.500 default templates, which can be added to by downloading more templates (free of charge or purchased).

Choosing the one that is right for you is simple:

- Open the *Template selection* window and click on *Default Template*.

- In the *Default Template* window, use the categories and *Menu type* filter to narrow the search and display only those templates that may be useful for your project.

- Look through the preview of the templates to choose the one you like best.

- Select the template you want to use and, only if necessary, buy it and/or install it.

- Click on the *OK* button to apply it to your project and open the *Template Style* window to customize the structure and styles.

How to create a new template based on a default template

A default template is often a good start for creating your own custom template, if you like the basic layout but want to add some ideas of your own. This is what you have to do:

- Open the *Template selection* window and click on *Default Template.*

- In the *Default Template* window use the filters to identify and select the default template you want to start from.

- Click on the *OK* button to apply it to your project and open the *Template Style* window to customize the structure and styles.

- Make all the changes you want and then go back to the *Template selection* window and click on *Custom Library.*

- In the *Custom Library* window, click on the *Add* button to save the current template as a Personal Template in the library with the same name.

Now you will be able to use the template you have created for this project for other projects.

How to set up a new template

When you have created a layout, using an external graphic editor, you can apply it to your WebSite X5 project with the New Template feature:

- Open the *Template selection* and click on the *New Template* option.

- Confirm the settings in the dialog box and then, in the *Template Style* window, click on *Template Structure.*

- Use the options in the *Template Structure* window to set up the structure you want, import the various graphic elements for the layout and define the margins and alignments.

- Go back to *Template Style* and from here you can continue to the other windows for customizing the various styles.

How to set up a custom template based on a new template

When you have created a new template for a project, it is a good idea to save it in the Personal Templates library, so that you will be able to use it for other projects. To do this, you must:

- Open the *Template selection* window and click on *New Template,* then use the options in the *Template Structure* window to set up the structure you want, import the various graphic elements for the layout and define the margins and alignments.

- Make all the changes you want and then go back to the *Template selection* window and click on *Custom Library.*

- In the *Custom Library* window, click on the *Add* button to save the current template as a Personal Template in the library with the same name.

How to import/export a template

You can export a project's template so that you can use it on another computer, or so it can be used by other people.

To export a template that you have created, you must first save it in the Personal Templates Library (see the instructions above), and then:

- Open the *Template selection* and click on the *Custom Library* option.

- In the *Custom Library* window, select the template that you want to export and click on the *Export...* button: a .IWTLP file is created in the specified export folder.

- Copy this .IWTPL file to the computer on which you want to import the template.

To import a template that has been exported with WebSite X5:

- Open the *Template selection* window and click on the *Custom Library* option.

- In the *Custom Library* window, click on *Import...* button: select the .IWTPL file of the file to be imported.

- The imported template will be added to the list of custom templates.

> ❔ .IWTPL files only contain the images and settings for the relative template: when exported, they do not contain information on the project.
> To export a project, you have to use the commands in *Step 5 - Export*.

9.2.3.2 Where to find new WebSite X5 templates

The starting point for looking for new templates to use in WebSite X5 is WebSite X5 Templates, the section of the official website of WebSite X5 that can be reached at http://answers.websitex5.com/templates.

New graphic templates are constantly being added to WebSite X5 Templates, written either by Incomedia or by affiliated authors, available free of charge or on purchase and all of them ready to use for your new projects.

To keep you up-to-date on all the templates that are currently available, the list of default templates proposed by WebSite X5 is automatically updated as new templates are published in WebSite X5 Templates. Look through the previews to see the new templates, those that still have to be installed and those that have to be purchased: the icon next to each template indicates the type. All your work takes place within the program and you can be sure of having all the templates always available.

If you would like to take an active part in WebSite X5 Templates, you can

propose templates that you have created. If you love web-designing, you could become one of our affiliated authors, publish your templates and make money from your work. Find out more on http://answers.websitex5.com/templates.

9.3   Step 2 - Sitemap Creation

9.3.1   How to create and work on the website Map

In WebSite X5 the website Map has a typical tree structure: it stems from the Home page and branches out into the various levels, where all the pages are. Every website map has a Home page and a varying number of pages linked through the menu. As you add pages, you organize them into the various levels of the menu.

Remember that the levels in WebSite X5 are categories and not real pages with content. Levels contain pages.
Separators don't have content either. They are used to visually organize the navigation menu.Your aim, when designing the website Map, is to create a logical structure for the website contents, so that visitors can find the information they are looking for easily.

How to create the website Map

Creating and designing the website Map in WebSite X5 is easy:

- In the window of *Step 2 - Sitemap Creation* use the *New Level*, *New Page* and *Separator* buttons to add new levels, pages and separators to your Map.

- Name the items in the Map carefully: these names appear in the navigation menu and as file names. If you want to change a name, click twice on it or use the *Rename* button.

- You can edit the Map at any time, moving pages, levels and separators to different places: select the item you to move and drag it to a new position, or you can use the *Move up / Move down* buttons.

How to work on the website Map (commands and shortcuts)

There are several shortcuts available for making work on the website Map quicker:

- Click a second time on a selected level, page (including the Home page) or a separator to rename it (instead of using the *Rename* button). You can also rename the aliases for Special pages in the Menu folder, but you cannot rename the Special pages themselves.

- After selecting a page, click on the *Extended title* or *Description* to change the text (otherwise you will have to re-open the *Page Properties* window to edit the text).

- You can double-click on a level to expand and view all the pages at that level, and double-click again to collapse it (this is quicker than using the *Expand* and *Collapse* buttons). You can also expand and collapse a level by clicking on the arrow in front of its name.

- Double-click on a page to open the *Page Creation* window, where you can create the page.

- Double-click on a Special page to open the *Step 4 - Advanced Settings* window, where you can create/edit it.

- Select a level and drag it to a new position, taking all its pages with it (instead of using the *Move up / Move down* buttons).

- Select one or more pages and drag them to a new position (instead of using the *Move up / Move down* buttons). Use the CTRL + *click* or SHIFT + *click* combinations for multiple selections. Multiple selections can include Hidden or Locked pages.

- Select the Menu folder and hide the navigation menu, clicking on the *Hidden Page in the Menu* button.

- Select a Special page and drag it to the Menu folder (to the pages and levels that will make up the navigation menu) to create a level that acts as an alias for the Special page. This level will have the same name as the Special page and a link to it. By doing this, you can provide a link in the navigation menu that will go directly to the results page of the built-in search engine, the Welcome page, the Blog, the Members' Area or the e-

commerce shopping cart.

▪ Select one or more pages and copy and them paste to another place in the project, or to a different project that you can open in another widow of the program. You can use the commands in the tool bar, in the popup menu (rightclicking the mouse) or with the CTRK+C and CTRL+V key combinations. Remember that you cannot copy and paste Special pages.

## 9.4 Step 3 - Page Creation

9.4.1 How to create a page using the page layout table

WebSite X5 uses a unique page layout method where you see exactly what the page will look like as you work on it.

The page is shown as a table where you can specify the number of rows and columns to make the cells which will contains the various contents. You can easily drag and drop the content Objects into the cells.

Reference: How to set up the page layout table

The default table is 2 rows x 2 columns, and you can add more rows and columns so that you have enough cells for all your contents, and then you proceed to add the necessary content Objects to the cells.

Use the ⊞▾ ⊞▾ buttons in the tool bar to add rows and columns. The table can have a maximum of 64 rows and 12 columns.

All the rows and columns in the page layout table automatically have the same width and height. You can change the width of the columns manually, entering an absolute value (in pixels) or a relative value (as a percentage), using the cursors at the bottom of the table:

▪ Click on and drag a cursor to move the column line. It is moved by a tenth of the available space. For greater precision, hold down the CTRL key to move the line one pixel at a time.

- Right-click on a cursor and choose Set Column Width from the menu, and then type in the width of the column in pixels.
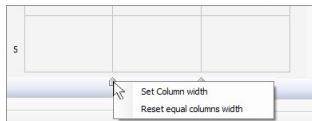
- Right-click on a cursor and select Reset Column Width to restore all the columns to the same width.

Reference: How to add contents to the page layout table

Once you have defined the size of the page layout table, you can enter the page contents by adding Objects to the cells. To add an Object, select the icon that represents it and drag and drop it into the appropriate cell.

A cell can contain only one Object, but an Object can occupy several adjacent cells. If you drop an Object icon onto the border of a cell, the Object will occupy the cells sharing that border. You can also pull on the Object's handles to pull it into adjacent cells.

You can move Objects around the page layout table, even when they occupy more than one cell, providing there is enough space for them in the position you want to move them to. You can use the arrow keys for moving Objects:

- **arrow keys:** they move the selected Object from one cell to another in the table.
- **CTRL + arrow keys:** this combination moves the selected Object to a different place in the table, maintaining its size.
- **SHIFT + arrow keys:** this combination moves the selected Object to a different place in the table but it changes its size, making it bigger (compatibly with other Objects) or making it smaller to occupy fewer cells.

You can right-click on an Object's icon in a cell, or in an empty cell, to open a menu with the *Cut, Copy, Paste, Delete, Cell Properties, Add Row, Add Column, Delete Row* and *Delete Column* commands.

Use these commands, for example, to make a copy of an Object and paste it into a different cell or page, or delete it. You can also remove an Object

by dragging it outside the page layout table, or by pressing the DEL key. Remember that an Object will be removed if you add a new Object to the cell it is in, and the second Object will take its place. However, if you drag an Object from one cell to an occupied cell, the two Objects will simply change places.

The *Copy Style* and *Paste Style* commands in the submenu of the *Cell Style* command are used to apply the settings defined in the *Cell Style* window for one cell to another cell.

When you added an Object to a cell, you can open the window in which to define its actual content double-clicking on the cell in the table where you have inserted it or selecting the Object and clicking on the 🖼 *Object Content* button.

⚠ You don't have to populate all the cells in the table: remember, though, that an empty cell will correspond to an empty space in the page.

❓ To make the best use of the page layout possibilities, remember that the software follows these rules:

- The page width is determined by the template.
- The width of the columns in the table is equal to the page width divided by the number of columns. By default, all the columns have the same width, but you can change the width of each one manually.
- All the cells in a row have the same height: by default, the height is that of the biggest Object among those in the cells in a row.
- Inserted Objects are automatically resized according to the size of the cells in the table.

9.4.2   How to work with the Dynamic Content Object

Double-click on a Dynamic Content Object inserted in the Page Layout Table

or select it and click on the [icon] button to open the *Dynamic Content Object* window. Here, you can specify the contents that enabled users will be able to edit directly online.

How to enable users to edit website contents online

Once the website has been published online, the contents of a Dynamic Content Object can be edited by specifically-enabled users, who have to enter a login and password to be able to edit website contents online.

- In *Step 4 - Advanced Settings,* open the *Access Management* and create the list of groups/users, or complete the list by creating the users, to enable them to edit certain sections of the website.

- Go back to *Step 2 - Sitemap Creation* and double-click on the Dynamic Content Object that you have added, to open the *Dynamic Content Object* window.

- In *Groups/Users* you can see a list of all the groups and registered users. You can do the following:

  - Click on each user that you want to enable (a tick appears next to the name).

  - Click on a group to enable all the users in that group. If a new user is added to this group, he will be automatically enabled to edit specific website contents.

How to define default contents

Once you have enabled the various users and indicated how the data is to be saved, you have to define the contents that will be displayed by default in the Dynamic Content Object.

- Click on the *Preview* button to display the website in the built-in browser. In the page that opens, instead of the Dynamic Content Object you will see an invitation to start entering your text and, on mouseover, the area occupied by the Object will be displayed with a broken line around it.

- Click inside the outlined area to bring up the online text editor.

- Type in and format your contents.

- Click on the *Save* button to confirm the contents, or click on the *Delete* button to remove all the text you have entered.

> ⑦ The default contents will be displayed online until enabled users have not replaced them with their own contents. These contents will continue to appear until replaced with others.

How to work on dynamic contents (for enabled users)

Enabled users can edit contents in specific dynamic objects directly online (on the Internet), without having to have a copy of the installed software or original project files.

- Enabled users use their username and password to log in. When the mouse passes over a Dynamic Content Object that the specific user is enabled to edit, the cursor changes shape and a broken line appears around the dynamic content object.

- Click on the Dynamic Content Object to start the built-in online text editor.

- Type in the text and format it as required.

- Click on the *Save* button to save the new contents, or on the *Delete* button to remove the new contents.

> ⑦ ▪ To allow enabled users to log in, you must remember to add the necessary field in the website, using, for example, the "Login" widget that can be found in the HTML Code Object and in the editor, in the *Header* and *Footer* sections of the *Template customization* window.
>
>   ▪ If an enabled user has not logged in, the contents of the Dynamic Content Object are treated as normal text and it is not possible to click on the object to start the built-in online editor.
>
>   ▪ If an enabled user deletes the contents of a Dynamic Content Object without adding new text, the default contents of the

object are re-proposed: the object is not left empty.

🐾 Website administrators can display the list of all the Dynamic Objects that have been added to the w ebsite in the *Dynamic Content Object* section of the online Control Panel: click on an object to open the w ebsite page w here it has been inserted and edit it.

9.4.3 How to work on the Cell Style

When you are w orking on the *Page Creation*, and you have dragged an object to a cell in the page layout table, you can define the style of the cell, clicking on the 🖼 button and using the options in the *Cell Style* w indow .

How to create a background image that adapts to the cell size

You can customize the style of a cell in various w ays: one w ay is to import an image (a file in .JPG, .GIF or .PNG format) and use it as the background for the cell. Depending on the type of image that you import you w ill have to choose the *Image background* option and give settings for the *Repeat* and *Alignment* options, or use the *Fit to Cell background* option to find the best result.

Example 1
The imported image has the same size as the cell.
Background: *Image background*
Repeat: *Do not repeat*
Alignment: *Upper left*
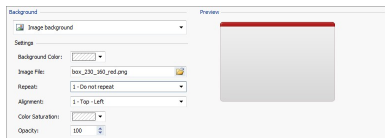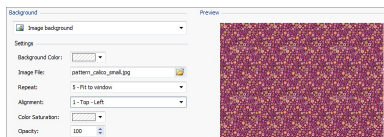
Example 2
The imported image is a pattern: there is no horizontal or vertical meeting point w hen tw o or more identical parts are placed side by side.

Background: *Image background*
Repeat: *Repeat in both directions*
Alignment: *Upper left*
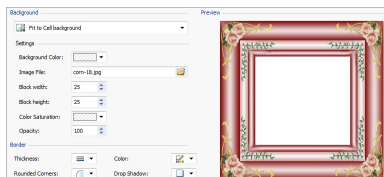
Example 3

The imported image is a frame that has to adapt to cells of varying sizes.
Background: *Fit to Cell background*
Block width / Block height: set the best size for the blocks.
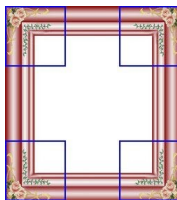
To better understand how the *Fit to Cell background* option works, what blocks are and how to give correct sizes, consider the folllowing pictures:
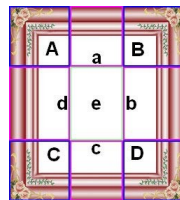
| Picture 1 | Picture 2 | Picture 3 |

The original picture (Picture 1) is an elaborate frame that can easily be cut into blocks and be adapted to any size: the ornamental parts in the corners are a fixed size and the shading can be repeated as a pattern without abrupt changes in color.

In Picture 2, you can see the blocks whose sizes have to be specified (in the *Block width* and *Block height* options). The width and height is the

same for all the blocks and is given as a percentage of the original picture: it can vary from 5% to 45%. The cut in the example is 35% for both width and height: this value ensures that each block includes the corner element.

Picture 3 shows how it is possible, from blocks A, B, C and D of the original, to obtain 5 other blocks, a, b, c, d and e: these are the blocks that the Program cuts to obtain all the parts of the picture that are necessary to complete the background of the cell. Blocks A, B, C and D are maintained unaltered and placed at the corners of the cell, and the other five blocks, a, b, c, d and e, are repeated to fill the rest of the space.

The Fit to cell Background is, therefore, very useful for adapting the same picture to fit cells of different sizes.

How to use the cell style library

You can save time with the Library: if you need to apply the same style to several cells, you can define it for one cell, save the style and then apply it to all the others.

To create a new style:

- In the page layout table, select the cell you want to work on and click on the 🖼 button to open the *Cell Style* window.
- Use the available options in the *Style* and *Text* sections to obtain the look you want.
- open the *Library* section and click on the *Add* button: a new style is created according to your settings. A preview of the style you have created is added to the list of *Custom* styles.

To apply a style to a cell:

- In the page layout table select the cell you want to work on and click on the 🖼 button to open the *Cell Style* window.
- Go to the *Library* section and select the preview of the style you want to apply, choosing it from the list of *Presets* styles or from those in the *Custom* list.
- Click on the *Apply* button.

9.5 Step 4 - Advanced Settings

9.5.1 How to create a multi-language website

Internet breaks down all national and international boundaries and if you think your website may be visited by people from other countries, you should consider offering your website in a choice of languages.

Managing a multi-language website does make a project more complex but, thanks to the features that are available in WebSite X5, and if you can reply on a good quality translating service, the result will make the extra work well worth the while.

First of all, you should remember that WebSite X5 generates all the HTML files for the website pages in **UTF-8 code** (Unicode Transformation Format, 8 bit), to allow full support for all languages, including those which use non-Latin alphabets, such as Greek, Cyrillic, Coptic, Armenian, Hebrew, Arabic, Chinese, Japanese and Korean. Not only can you have websites in different languages, but you can also have text in different languages in the same website, and all characters will be displayed correctly: you can have an extract in Russian with its translation next to it in English.

When you are creating your website, WebSite X5 asks you to associate a language with your project (in the *Content Language* option of the *General Settings* window): this is essential for a correct handling of text that is added automatically by the Program. A number of languages are included by default, and you can add others in the *Language Content Management* window, clicking on the 🖼 button to create/import new languages or change some words for those that are already included (see *How to translate text that is entered automatically*).

With WebSite X5 you can create a multi-language website and give the visitor the choice of which language he wants to use. All you have to do is create a project for each language that you intend to offer, and connect them together as though they were different sections of the same website. You can use the Welcome Page or add a link in the template's header to offer a choice of languages.

How to create a multi-language website using the Welcome page

Imagine you want to create a website in English, Italian and Portuguese. You can use the *Welcome Page* to add the buttons with which visitors choose the language they prefer.

- First of all, create your website in English, defining the structure and contents, and in *General Settings* set "EN = English" as the *Content Language*.

- In *Step 4 - Advanced Settings* click on the *Welcome Page* button and, in the window that opens, select the *Show the Welcome Page* option, specifying the picture/animation to use as the *Page Background* and giving all the necessary settings to obtain the style you want.

- Click on the *Show links to other Languages* option to create the language choice buttons.

- Use the available commands to make up the *Language List*. Select "Deutsch", "Español" and "Français" as unavailable languages and click on the *Remove* button. Then click on the *Add...* button to open the *Language Settings* window and add Portuguese: type ""Português" as the *Language name to show* and import a file for the picture to associate with it (this is often the nation's flag).

- Select "English" and "Italiano" and click on the *Edit...* button to open the *Language Settings* window and add the pictures for the flags for these languages.

- As the current project is in English (the only language associated with the Welcome page), select "English" from the *Language List* and click on the *Current* button.

▪ Use the *Move up / Move down* buttons to put the languages in the order you prefer.

When you have added the pictures for the flags, you have to set up links on them. A website will be created for each language, and published online, so you can create a link with a URL:

▪ In the '*Language List* window, select "Italiano" and click on the *Edit...* button to open the *Language Settings* window.

▪ Click on the 🌏 button for the *Link for this Language (eg show the WebSite in this language)* option and then select *File or URL* in the *Link* window and enter the URL for your website in Italian: for example http://www.mysite.com/it/index.html, if you are going to publish the Italian site in the "it" subfolder of the main folder on the Server.

▪ Repeat the same operations for your website in Portuguese, linking it to the relative URL: for example, http://www.mysite.com/pt/index.html, if you are going to publish your Portuguese website in the "pt" subfolder of the main folder on the Server.

Now your website is ready for the choice of languages, but you still need the contents in Italian and Portuguese.

▪ Make a copy of your English website to speed up the creation of the site in Italian: in the first *Project Selection* window, select the website project in English and click on the *Duplicate* button. Then click on the *Rename* button to change the name to that of the new project in Italian.

▪ Open the copy of the project and, in *General Settings*, set "IT - Italian" as the *Content Language*: translate all the text and any other elements that depend on the language.

▪ In *Step 4 - Advanced Settings*, go to the *Welcome Page* window and deselect the *Show the Welcome Page* option.

▪ When you have completed the project in Italian, do the same for your website in Portuguese.

To publish the websites on the Server, you have to follow this procedure:

▪ Publishing the website in English: the website in English is the one associated with the Welcome page, and is defined as the "default"

website. When you publish the website, an index.html file will be created, that corresponds to the Welcome page, and it will be saved in the publishing folder. You will need to create "it" and "pt" subfolders on the Server so that the URLs for these sites work.

When you have finished this part, the English website will be online, and the links in the Welcome page to the other languages will be active, even though they do not actually go anywhere at the moment.

- Publishing the website in Italian: the link in the Welcome page of the English website will only work if you publish the Italian website in the "it" subfolder you have created on the Server.

- Publishing the website in Portuguese: the link in the Welcome page of the English site will only work if you publish the Portuguese website in the "pt" subfolder on the Server.

When you have published all three websites in the correct subfolder, the buttons in the Welcome page will work correctly and visitors will be able to choose which language they want to visit the site in.

> You can use the *Link for this Language (eg show the WebSite in this language)* option in the *Language Settings* window to associate any type of action to the pictures representing the various languages (usually an image of that nation's flag). This means that, instead of having to link an entire site, as we saw in the example, you can link just one page or a message to say that the site in a particular language is not yet available, but it will be soon, or a PDF document with all the information that you want to give on a language, or anything else.

How to create a multi-language website using buttons in the template's header

If you want to create a website that is available in English, Italian and Portuguese, instead of using the *Welcome Page* window, an alternative, or complementary, way to do this is to put the language choice buttons in the website template's header. This method has the advantage that visitors can change the language they are using at any time, and from any page in the website.

- First of all, you have to create the website in English, defining the structure and contents, and in the *General Settings* window set "EN - English as the *Content Language*.

- Open the *Template customization* window to work on the header and create the buttons so visitors can choose the language they want to use.

- Using the 🖼 *Insert Image* button, import the graphic file for the Union Jack: if you want a button with mouseover effect, use the *Image File on mouse over* option to import a second image, slightly different from the first.

- Repeat this procedure to create the buttons for the Italian and Portuguese flags.

- Select the button for the Union Jack and click on the 🖼 *Apply a Link* command: in the *Link* window that opens, select *File or URL* and then select the *Internet file* option, typing the address at which the Home page of the Italian website can be found when it is online (for example http//www.mysite.com/it/index.html).

- Repeat the same procedure for the Portuguese button, linking it to the relative URL (for example http//www.mysite.com/pt/index.html).

As you are working on the project for the English website, you don't have to add any link to the button with the Union Jack.

- Make a copy of your English website to speed up the creation of the site in Italian: in the first *Project Selection* window, select the website project in English and click on the *Duplicate* button. Then click on the *Rename* button to change the name to that of the new project in Italian.

- Open the copy of the project and, in the *General Settings* window, set "IT - Italian" as the *Content Language*: translate all the text and any other elements that depend on the language.

- Go to the *Template customization* window and complete the button/flag links: associate the link on the English flag with the relative URL (for example http://http//www.mysite.com/index.html) and remove the link on the button with the Italian flag.

- When you have finished w orking on the Italian site, you have to repeat the same procedure for the w ebsite in Portuguese. remember to set the links on the buttons to the English and Italian languages, and remove any links to the Portuguese language.

All three w ebsites must be published on the Server for the language-choice buttons to w ork correctly.

- Create tw o subfolders on the Server, in the main publishing folder, and call them "it" and "pt".
- Publish the project in English (the main - default - language) in the main folder on the Server, and the projects for the Italian and Portuguese w ebsites in the "it" and "pt" subfolders, respectively.

9.5.2   How to manage logins and create a Members' Area

You often come across w ebsites w here you don't have free access to all the sections: to be able to view the contents in certain parts of the w ebsite you need to register and obtain a login and passw ord to enter these restricted areas.
A classic example is a company site, w here access to the Members' Area is reserved for salespeople and partners to view documents and price lists, or portals that require login access to contents that can be dow nloaded.

WebSite X5 offers the possibility to create a Members' Area in your w ebsite w ith a number of Locked pages, and access to them is granted to administrator and user groups.

To explain the theory, let's consider w orking on the w ebsite of a voluntary association that organizes various projects through a Central Coordination Team and a number of specific Committees. The institutional part of the w ebsite is open to the public, but the site also contains pages that are specific for each project, and can only be consulted by members of the committee that follow each one, and by the members of the Central Coordination team. There are 9 volunteers organized as follow s:

Central Coordination team	Project A Committee	Project B Committee	Project C Committee
Member 1	Member 1	Member 1	Member 1
Member 2	Member 4	Member 6	Member 8
Member 3	Member 5	Member 7	Member 9

As you can see, Member 1 is part of the Central Coordination team and is also a member of each project committee.

Consider also that, in addition to the sections on each project, the association's website also includes a number of pages containing reference material that visitors can only consult after they have registered on the website.

The best way to handle access and logins to the website is for the website author to manually create the users in the central coordination team and in each committee (because these users are known and in a limited number) and, at the same time, allow interested visitors to register themselves directly online.

You have to first create the website Map and add contents to the various pages before you can define a Members' Area and manage the profiles of the users who will have access to Locked pages.

How to define users and groups with access to Locked Pages

On the basis of the organization chart above, we need to manually create nine users with access credentials, and organize them into groups.

- In *Step 4 - Advanced Settings*, click on *Access Management*.

- In the *Groups and Users* table, the *Administrator group*, with an *Admin* user, and the *User group*, with a *User1* user, already exist by default. Select the *User group* and use the *New Group* command to create the groups that will be named "Central Coordination team", "Project A committee", "Project B committee" and "Project C committee".

- Select the "Central Coordination team" group and click on the *New User*

button to open the *New User* window, where you can create the "Member 1" user. Type "Member 1" for the *First and Last Name* option, give it a *Username* and a *Password* and select the most appropriate *Entrance Page*.

- Repeat this procedure to create usernames for all the members, and position them in the correct groups.

- The "Member 1" user belongs to all the groups: in this case, select him and click 3 times on the *Create Alias* command to create 3 aliases for this user. Select each alias and drag&drop it in each group.
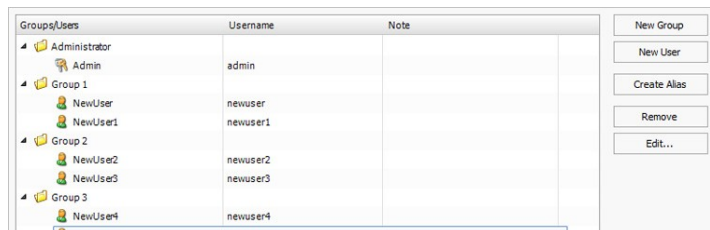
How to enable automatic user registration

If you intend to enable automatic user registration, so that visitors can register themselves and obtain a login and password for accessing locked pages, you first need to set up a database in which the registration data will be saved:

- In *Step 4 - Advanced Settings*, click on *Data Management*.

- Click on the *Add...* button to open the *Database Settings* window and enter the necessary information for setting up the database you intend using for access management.

When the database is set up, you can enable automatic user registration:

- In the *Access Management* window, go to the *Settings* section.

- Select *Automatic Registration* as the *Registration Mode*.

- In the *Settings* section, select the *Database* to be used and enter the

name of the *Table Name* where the data will be saved. You also have to specify an active e-mail address in the *Admin e-mail address* option: requests from users who have forgotten their password and/or new registration alerts will be sent to this address.

- If you want, you can also enable the appropriate options so that the administrator receives a message each time a new user registers (*Send an e-mail to notify new users subscription*), the "Captcha" anti-spam filter is added to the bottom of the registration form (*Enable 'Captcha' anti-spam filter*) and an e-mail address validation request is generated (*Enable E-mail Address Validation*).

How to create the Registration Page

The *Registration Page* is the page the visitor is re-directed to when he tries to access a Locked page without logging in first. This page is created automatically by the Program. It includes a welcome message, the username and password fields (which the visitor fills in, if he has been registered with the Manual Registration method), the *Register* button, if necessary (which takes the visitor to another page where he can request a username and password; or the registration form, if the visitor chooses the Automatic Registration method.

If the visitor chooses Manual Registration, you can write the *Welcome message* that is displayed in the *Registration Page* using the *Welcome Message* option in the *Access Management | Settings* window. This text should welcome the visitor and explain that he is trying to access reserved contents. He should be invited to enter his username and password, if he has already registered, or to register to obtain them.

There are two ways you can give visitors the opportunity to register:

1. Include an e-mail address in the *Welcome message* to which the visitor can send a request for a username and password. The address entered is automatically recognized by WebSite X5 which starts up the default e-mail program.

2. Create a page that includes the registration form (see *E-mail_Form Object*) that the visitor must fill in and send in order to receive a
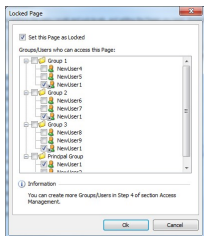
username and password. In this case, when you have prepared the page, you must go back to the *Access Management* window and click on the 🖻 button for the *Registration Page* option, in order to select it. Then, the Program automatically creates the *Register* button and adds it to the Registration page, next to the *Login* button.

If Automatic Registration is chosen you don't have to do anything because the Login and Registration forms are created automatically by the program.

How to set up Locked Pages

When you have defined the list of users, with their relative credentials, you can specify which pages in the website are to be locked, and who has access to them.

- In *Step 2 - Sitemap Creation* select the first of the pages to be locked and click on the 🔒 button to open the *Locked Page* window.

- Select the *Set this Page as Locked* option and then tick each user or group who can access it. Locked pages are indicated on the website Map by the 🔒 icon. Locked pages may or may not be displayed in menus, according to whether you select the *Hidden Page in the Menu* option or not.

- Repeat this procedure for all the pages you want to lock, deciding which users/groups to give access to for each of them.

How to define access parameters for the Administrator

WebSite X5 lets you manage not only user profiles, but also those of the

Administrators. By default, an *Administrator* group already exists, and it contains one *Admin* user.

- To change the name and access credentials of the Admin administrator, select the name in the *Groups and Users* list and click on the *Edit...* button to open the *User Settings* w indow .

- To create new administrator profiles, select the *Administrator Group* and click on the *New User* button to open the *User Settings* w indow , and add the necessary information.

Unlike ordinary Users, the Administrators have access to all the Locked pages in the w ebsite. With the same credentials, they can access the online Control Panel to organize the display of comments to posts in the Blog, messages in the Guestbook and to display information on the diagnostics or w ebsite optimization for the search engines.

How to manage users who register automatically

If *Automatic Registration* is set as the *Registration Mode,* all the data on new users w ho register is stored in the relative section of the online Control Panel. To keep the list of users registered w ith WebSite X5 constantly up to date, you have to do the follow ing:

- Open the *Access Management* w indow in *Step 4 - Advanced Settings*.

- Click on the *Update* button in the *Groups/Users* section: the details of the users w ho have registered automatically on the Internet are dow nloaded and added to the *Automatic Registration* group.

The users in the *Automatic Registration* group can be moved to any other group. Once they have been moved to a different group, these users w ill be treated in the same w ay as manually-created users: their data can be edited in the *User Settings* w indow , and you can create aliases for them.

When the list of automatically-registered users is updated, the follow ing cases may occur:

- The user has not yet validated his e-mail address (if requested): his name w ill have a yellow dot next to it. If you believe the address is valid, you can manually validate it w ith the *Validate* button in either the *User*

Settings w indow or the online Control Panel.

▪ The user has given a username that has already been used by another person: the username w ill have a red dot next to it. The username must be changed for one of the tw o users, remembering to communicate the fact to the person involved.

⚠ After having updated the user list, w ith the *Update* button, the operations carried out on the Users w ill take effect only after the w ebsite has been published online. This means, for example, that the list of dow nloaded users w ill not be removed from the online Control Panel until the w ebsite is republished online.

When the w ebsite is published on the Internet, each time a visitor tries to display a Locked page he w ill be asked to enter his username and passw ord. If these parameters are entered correctly, the Locked page w ill be displayed. By default, visitors have five minutes to enter their username and passw ord. After five minutes, if no username or passw ord is entered, the request for this information is repeated. The five-minute time interval is reset each time a link to a Locked page is made.

⚠ When you test your w ebsite offline, a w arning message w ill tell you that the locked pages w ill be displayed w ithout requesting access. The Members' Area w ill be fully operational only w hen the w ebsite is published on the server.

9.5.3 How to handle comments from the online Control Panel

A Blog is a sort of online diary w here you can post articles of any kind, and give visitors the possibility to leave comments. If your reader community is active and stimulated by the various posts, then interesting discussions may develop.

How to configure post management in WebSite X5

If you w ant visitors to be able to leave comments on your posts, you have

to configure your Blog, using the options in the *Blog | Comments* window:

- Select the *Let readers add Comments to your Blog* option.

- Specify the path of the *Subfolder on the Server where to save data*, which is the folder that PHP code can write to.

- Decide whether to activate the anti-spam "Captcha" filter when comments are made.

- Specify the *User e-mail address*, which is the e-mail address that will receive notification that visitors have left comments.

- Specify whether comments can be published immediately online, or whether they have to be approved first.

When you have done this, you can add posts and publish your Blog. A form is added automatically to the bottom of posts, where visitors can write and send their comments. This form asks for a name, an e-mail address, a website and a message. all the fields are mandatory, except for the website field.

How to handle comments from the online Control Panel

When you have configured how comments to the Blog are to be handled, when a visitor leaves a comment, a notification e-mail will be sent to the specified address (to the website Administrator, usually). If you have selected the *Show Comments after Admin approval* option, comments have to be approved before they are published online and WebSite X5 has a command for this in the online Control Panel.

> The Control Panel can be found at the http//www.mysite.com/ admin URL, where http//www.mysite.com is the website to which the Blog is linked, and it is available to all the users in the Administrator group, who have been added in the *Access Management* section of *Step 4 - Advanced Settings*.

There are two dropdown menus in the Blog section of the Control Panel, and they show a list of the categories and the posts linked to them. You can choose the post you want to view the comment on. A list of the comments gives the name of the author, his e-mail address, the text of the comment and the date and time it was made. If the author has a website

linked to his name, this link is automatically activated.

To handle comments, you have to:

- Go to the online Control Panel and log in, then open the Blog section.
- Identify the post you want to view comments on, using the dropdown menus that show the list of categories, and the posts in them.
- Scroll the list of comments and use these commands to handle them:
  - *Delete:* to remove a comment: it will not be published on the Blog and it will be deleted from the list of comments in the Control Panel.
  - *Approve/Disapprove:* to approve a comment and so have it published on your Blog, or disapprove a comment and so remove it from the list of posts on the Blog. A disapproved comment is not deleted from the lists in the Control Panel.

It is absolutely necessary to be able to manage what comments are displayed on your Blog, to guard against spam and to moderate discussions, removing offensive or otherwise inappropriate content.

9.5.4   How to broadcast website contents with an App

A mobile App is a software application that has been designed to work on smartphones, tablets and any other kind of mobile device. WebSite X5 gives you the possibility of broadcasting the contents of your Blog and/or RSS Feeds using FeedReady, a mobile App that has been designed for iOS and Androids and can be downloaded, free of charge, from the App Store and Google Play.

How to enable content broadcasting with the mobile App

FeedReady is basically a feed displayer and player so it has to be linked to a particular source for news. Before the App can be used, you need to have set up a Blog and/or an RSS Feed for your website. Once you have done this, you have to:

- in *Step 4 - Advanced Settings*, click on *App Mobile* and select *Enable*

display of the contents in the FeedReady App.

▪ specify the contents that are to be displayed in the App, enabling the *Show the Blog contents* option to broadcast the posts on the blog, and/or the *Show the RSS Feed contents* option to broadcast the news on the RSS Feed.

How to customize the FeedReady App

To create a visual link between the website and the App, and remind visitors who is providing the service, you can customize the header of the FeedReady screen where the list of blog posts and RSS Feed news articles are displayed:

▪ In the *Settings* section, select the graphic file to use as the *App header picture*.

> You should use a picture that is in line with the website's graphic style, and contains distinctive elements, such as a company logo, for example. To ensure that the picture is displayed correctly, whatever the device, save it as 640x360 pixels. Any transparencies set for pictures saved as .PNG will be maintained.

It is also possible to:

▪ select the *Suggest installing or opening the App* option so that, when the user navigates the website with a mobile device, a message suggests that he installs or opens the FeedReady App.

▪ select the *Enable Push Notification* option so that a message is sent to users using the App when new Posts/news articles are published on the Blog/RSS Feed.

How to invite website visitors to download the FeedReady App

Once you have set up the contents of your Blog and/or RSS Feed to be displayed by the FeedReady App, you need to let website visitors know that they can download it for free, install it on their smartphone or tablet and use it to keep up-to-date with all the latest news that is published.

A good way to do this is add a specific invitation to do so directly in the Home Page or in the website's header or footer, making sure that the message is clearly visible:

- Open the *Template customization* window to add the message to the header or footer, and the *Page Creation* window if you want to add the message to the Home Page.

- Insert a Text object to write the message inviting visitors to download the FeedReady App. Alternatively, add an Image object and import the graphics for a suitable button.

- Create a link for the text or image by opening the *Link* window and selecting the *App Mobile* option. Visitors using mobile devices to navigate the website will automatically be shown either the App Store or Google Play, depending on the kind of device they are using.

9.5.5 The e-commerce shopping cart

9.5.5.1 How to define the contents of the order confirmation e-mail

When a customer completes an order, it is important that he receives confirmation of his order, so he can check that he has given all the correct information and consult the details on how to make the payment.

WebSite X5 automatically writes the order confirmation e-mail, taking necessary details from the order itself.

An order confirmation e-mail is made up as follows:

Introductory text	
Description:	This is the text at the beginning of the e-mail. It should thank the customer for his order and summarize the contents that follow.
Example:	*Dear Customer,* *Thank you for choosing our products.*

	Below you will find a summary of your order, including your purchases, invoice data, shipping data and your preferred method of payment.
Specified in:	In *Shopping Cart	Sending order*, in the *Header Text* field.
Customer details	
Description:	This part of the e-mail repeats the invoice data that the customer entered in the order form.
Specified in:	The order form can be defined in *Shopping Cart	Customer Details*.
Order summary	
Description:	This is a table that summarizes all the products that have been ordered: it gives the product quantity, partial total and total order value.
Specified in:	The table is created automatically, according to the order.
Payment method	
Description:	This section must give the customer precise instructions on making the payment, according to the method he selected.
Example:	For "Bank Transfer": *Payment must be in favor of:* *XXX YYY ZZZ* *Following payment, please forward us the order number and accounting copy of the Bank Transfer operation.*
Specified in:	In the *E-mail message* section of the *Payment_Type*

	w indow .

Shipment method	
Description:	It should summarize the selected shipment method and give, if possible, indications on w hen and how the goods w ill be delivered, and any other information that may be useful.
Example:	For "Express Delivery Service": *Shipment via Express Delivery Service. The goods will be delivered within 1-2- working days.*
Specified in:	In the *E-mail message* section of the *Shipping Type* w indow .

Closing text	
Description:	This is a standard paragraph containing the appropriate formal phrases for closing the e-mail.
Example:	*If you have any queries relating to this order, please do not hesitate to contact us.* *Yours faithfully, Company Name*
Specified in:	In *Shopping Cart	Sending order*, in the *Footer Text* field.

Like all the other e-mails that are composed and sent automatically by the Program, the order confirmation e-mail has the graphic style defined in *E-mail Style*.

A copy of the order confirmation e-mail is also sent in text format.

9.5.5.2 How to import/export products in the shopping cart

After creating an e-commerce shopping cart, it may be useful to export the product catalog to use in another project, or with other software, such as your accounting program. It is also just as important to be able to import a product catalog so that you don't have to recreate it from the beginning.

In WebSite X5 you can import/export product catalogs using the tool bar in the *Shopping Cart | Product List* window. When you export a product catalog, a file in .TXT or .CSV format is produced, that can easily be opened and edited with any text editor (for example Windows Notepad) or Microsoft Excel.

Follow the indications below if you manually edit the exported product catalog file, or you create a new one to import:

- The first row must contain the field headings with these labels:
  ID;Category;Name/Code;Description;Price;Enable   VAT;VAT Value;Weight;Options;Enable Discounts;Discounts

- If you delete a field from the header, you will delete that data for all products. Mandatory fields (Category, Name/Code, Description and Price) cannot be deleted.

- Each row after the heading corresponds to one product.

- All the parameters must be separated by the ";" character.

- The following must be given for each product: Category name, Product name, Product description, Product price. All the other fields are optional and may be omitted (not writing anything between the ";" characters for the field in question).

- The product ID is generated by the Program: if you enter a new product, leave the ID field empty.

- Any spaces in the file will be removed when it is imported.

The parameters in a .TXT or .CSV file are:

Parameter: ID

Mandatory	No	**Description**	The product's unique identification.
Value	It is generated and associated with a product automatically by the Program. If you update the .TXT or .CSV file of a previous export, do not edit the existing IDs, and leave this field empty for new products. When a catalog is imported, the Program checks against duplicate IDs and generates the necessary new ones.		

Parameter: Category			
Mandatory	Yes	**Description**	The category of the product.
Value	Use the ">" character to indicate the path of categories and subcategories. For example, a T-shirt in the subcategory "Casual" of the category "Men's clothing" is indicated in the ,TXT or .CSV file : *... ; Men's clothing > Casual ; ...* You can add all the necessary subcategories in this way.		

Parameter: Name/Code			
Mandatory	Yes	**Description**	The name or code of the product.
Value	When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *Name/Code* field in the *Product Settings	General* window.		

Parameter: Description			
Mandatory	Yes	**Description**	The description of the product.
Value	When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *Description* field in the *Product Settings	General* window.		

Parameter: Price			
Mandatory	Yes	**Description**	The price of the product.
Value		When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *Price* field in the *Product Settings	General* window.	

Parameter: Enable VAT			
Mandatory	No	**Description**	Indicator of a specific VAT value for this product.
Value		When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *VAT (%)* option in the *Product Settings	General* window. This option is only available if *Type* "VAT included" is selected for the VAT settings in *Shopping Cart	Availability*. It is used to associate a specific VAT value to a product, that is different from the VAT value for the other products in the catalog. In these cases prices are given without VAT. This parameter can have a value of 0, if the *VAT (%)* option is not selected, or 1 if it is.	

Parameter: VAT Value			
Mandatory	No	**Description**	The VAT applied to the price of a product with a specific VAT
Value		When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *VAT (%)* option in the *Product Settings	General* window which is only available if, in *Shopping Cart	Availability* the Type "VAT included" option is selected for the *VAT settings*. If the *VAT (%)* option in the *Product Settings	General* window is selected but no value is given, the *Default value (%)* indicated in *Product Settings	Availability* is used.	

Parameter: Weight			
Mandatory	No	**Description**	The product's weight.
Value	When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *Weight* field in the Product Settings	General window.		

Parameter: Options			
Mandatory	No	**Description**	A list of possible product variations.
Value	When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *Main Option List* field in the *Product Settings	Options* window. If you are creating a .TXT or .CSV file to import, the product variants in the list can be separated by the "|" character, as follows: *... ; Variant1 |Variant2 | Variant3 ; ....* All the necessary variants can be added in this way.		

Parameter: Enable Discounts			
Mandatory	No	**Description**	Indicator for bulk discount.
Value	When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *Enable Quantity Discount* option in the *Product Settings	Discount* window. This parameter can have a value of 1 or 0, according to whether the *Enable Quantity Discount* option has been selected or not.		

Parameter: Discounts			
Mandatory	No	**Description**	The list of possible bulk discounts.
Value	When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *Enable Quantity Discount*		

option in the *Product Settings | Discount* w indow .

If you are creating a .TXT or .CSV file to import, the list of bulk discounts must be w ritten as follow s:

... ; quantity : discount | quantity : discount ; ...

So, if a bulk discount of 10% is applied to orders for more than 20 articles, and a discount of 15% is applied to orders for more than 50 articles, you w ould w rite:

... ; 20 : 10 | 50 : 15 ; ...

Use the "|" character to add all the necessary bulk discounts.

⚠ When you import a .TXT or .CSV file from a previous export operation or that you have w ritten yourself, it w ill probably be updated by the Program, to adding missing IDs, for example. If you w ant an updated copy of the .TXT or .CSV file, you w ill have to re-export the product catalog. .

Chapter

10

Further information

10.1 Web browsers and the WebSite X5 browser

A Browser is a program that lets users display and interact with the information (text, images, etc.) in a web page. The most widely-used browsers are Microsoft Explorer®, Firefox®, Safari® and Google Chrome™.

Browsers use a rendering engine to display web contents. A rendering engine is a program that downloads contents (an HTML page, for example) and formats the information on it (associated CSSs, for example) and shows them on the screen. Browsers use many different rendering engines, and these differ for the rendering quality, with respect to the standards, and speed. So, pages may appear differently according to which browser displays them. However, as a web page is not printed, a certain margin of difference is acceptable, if the user's experience is not damaged by this.

The best way to obtain web pages that are compatible with the main browsers, in their various versions, is to create a clean code that adheres to standards.

WebSite X5 automatically generates HTML5 code with associated CSS 2.1 or 3, and guarantees full compatibility with all the main browsers and mobile devices, such as mobile phones, tablets and smartphones.

WebSite X5's built-in browser

When you are working on a project, you need to be able to check the final result and how the website will be displayed once it has been published. To do this, WebSite X5 provides a *Preview* button, that is always available (see *The work environment*), which gives you a preview of the website on your computer. It is constantly updated (see *Keep Preview updated while working on the Project* in the *Preferences* window).

To display the preview, WebSite X5 uses its built-in browser, based on Chromium (http://www.chromium.org/), the open source browser that gives its name to Google Chrome™. This browser has the following commands:

 Back

Return to the last page visited.

Forward
Go forward to a previously-visited page.

Home
Go to the website's Home page.

`D:\WebSite`   **Address bar**
This shows the path of the page on display and/or lets you enter the path of the page you want to display.

Go
This loads the page indicated in the path. You can also load the page by pressing the CR key.

Edit page
This goes back to the Program, opening the page displayed as a preview by the browser in the *Page Creation* window, so it can be edited. If the page is part of the Blog, the Members' Area or the Shopping Cart, this button takes you back to the relative section in *Step 4 - Advanced Settings*.

Preview the WebSite on another Browser
You can view a sub-menu that lists all the browsers that are installed on your computer. When you click one of them, you will see a preview of your website displayed in a new window of that browser, and so this feature lets you check how each browser will display your website.

When the browser window is open to show the preview of the page you are working on, the page that is displayed changes automatically according to the page displayed in the main browser window.

Using a built-in browser to display a preview of the website under construction has the following advantages:

- the preview does not replace the website page displayed in the browser window;

- the preview of the website under construction is updated in the built-in browser's window and new windows in the default borwser are not opened.

10.2 WebSite X5's built-in Search Engine

WebSite X5 offers you the possibility of adding a search field to the *Header* / *Footer* of the template (see *Template customization | Insert Search Field*), so that your visitors can use the built-in Search Engine to look for things in your website. The Engine will search pages, images, videos, products in the e-commerce shopping cart and the Blog: the results of the search are ordered by relevance and displayed in pages created automatically by the Program.

What does the Search Engine work on?

To get the most out of WebSite X5's built-in Search Engine you need to know that:

- **Pages**
  The items that the Search Engine considers in a page are the title, description and keywords (see the *Page Properties | General* window), as well as the text contents.

- **Images / Videos**
  The Search Engine only considers images and videos that have been added to the SiteMap (see *Image Object | Sitemap* or *Video/Audio Object | Sitemap*) and it analyzes all the information that has been given: *Title*, *Caption* and *Geographical position (e.g. Address, Town, etc)* for the images; *Title*, *Caption*, *Category*, *WebSite Keywords* and *Publication Date* for videos.

- **Products in the e-commerce shopping cart**
  The Search Engine extends its search to include all the products that have been added to the e-commerce shopping cart, analyzing the *Name/Code* and associated *Description* (see *Product Settings | General*).

- **Blog**
  All the pages in your Blog are included in a search. The Search Engine
  analyzes the *Title*, *Author*, *Category*, *Tag*, *Caption* and *Content* of each
  Post.

- **Members' Area**
  The pages with login and password access (inside a Members' Area)
  are not considered by the Search Engine, unless the user has already
  logged in.

- **Hidden pages**
  Pages that are *Hidden in the navigation menu* are treated as normal
  pages for the purpose of the search.

- **To exclude a page from the search**
  If you want to exclude a page from a search, select it from the Map,
  open the *Page Properties* window and, in the *Expert* section, deselect
  the *Add this page to the Sitemap* option.

- **Uppercase/Lowercase**
  The Search Engine is not case-sensitive: it does not differentiate
  between upper and lowercase letters.

The various parameters that the Search Engine considers have different
relevance: for example, the occurrences of elements in page titles are
considered very relevant. Thus, the occurrences of some parameters are
automatically multiplied by a correction factor before being associated with
other occurrences. Depending on the number of occurrences, a element's
relevance is calculated and it is positioned accordingly in the Search
Results page.

The Search Results pages

The Search Results pages are created automatically by the Program and
show:

- the search field, which you see in the template's header or footer;

- a side menu, where you can choose whether to display the results for
  pages, the Blog, the e-commerce shopping cart, the images or the
  videos. Next to each item in this menu the number of results for it is given

in brackets. If there are no results for a particular category, the item is not included in the menu;

▪ the list of results of the search, ordered according to their calculated relevance.

Remember that, in pages showing the results of searches on images and videos, you can click directly on an image or video in the list to open it in the page where it has been inserted.

The built-in Search Engine is particularly useful for websites that have a rich product catalog: the Search Results pages not only give a complete description of the products, but also include the "Buy now" button so that visitors can immediately order online.

The Search Results pages are created automatically by the Program: the style of these pages is defined in *Step 1 - Template Style*, in the *Text Style* section and, the side menu can be defined in the *Page Menu Style* section.

10.3 Safe fonts and web fonts

The choice of a font is very important because it influences the display quality of a website page. Over 90% of the information on the Internet is text and so it is clear that the choice of font is very important. It is important to choose a font that is not only attractive but also easy to read, and that will be displayed correctly on our visitors' devices, regardless of the browser they use for navigating.

Font readability

A font's readability essentially depends on factors such as the family it belongs to, the x-height and the overall character size.

▪ **Family** - The most readable fonts on the Internet belong to the *sans-serif* family (e.g. Arial or Helvetica) whilst the *serif* family (e.g. Times New Roman, Georgia or Palatino) is more suited to printed documents. *Cursiv* (such as Arabic) and *fantasy* (such as Symbolix) fonts are not widely supported by the main browsers. *Monospace* fonts (such as Courier) tend to induce eye-fatigue if used for long documents, and they are

normally only used for snippets of code on the Internet.

▪ **x-height** - By x-height, we mean the height of the lowercase "x" character. A font such as Times New Roman has, for example, an average readability on a computer screen because it has a moderate x-height. Verdana, on the other hand, was designed specifically to be read on computer screens and has a very high x-height, especially when compared to other character types with the same pixel size.

Safe fonts

Before the CSS3 directive was introduced, another factor that heavily influenced the choice of fonts for web pages was the support offered by the various browsers for displaying the fonts. It was practically obligatory to use safe fonts, that is those fonts that are used universally and present on nearly every computer.

When a server sends a web page to a client computer, it asks the client which font it will use to display the text, The client checks that it has the proposed font installed and proceeds as instructed: otherwise it uses a default font as a substitute.

This basically meant that everyone always used the same fonts (Arial, Verdana, Georgia and few others), to avoid the risk of spoiling the display of the web pages. This obviously limited the creativity of web authors.

Unsafe fonts or web fonts

CSS3 opened the door to the use of unsafe fonts: the *@font-face* command makes it possible to send a file relative to a particular font (in TTF, EOT, WOFF or SVG format, depending on the browser in use) to the client computer that contains the character set to use for a particular page.

This means that the client computer no longer has to check that the suggested font is installed, or not, but it can use the character set linked to the CSS stylesheet of the web page.

So, thanks to CSS3, it is now possible to use any font on a web page, because the end user can download the necessary character set.

There are 2 main techniques for using web fonts:

- use fonts installed on our computer, publishing the font files (in the various formats) on the website's server;

- use an external service, such as [Google Fonts™](#) (free) or [Adobe Typekit](#) (to buy), that offers web fonts that are ready to use, and only need a link in the web page's CSS stylesheets.

One disadvantage of these solutions is the the web fonts have to be downloaded by the user, and this could influence the time taken to load a page. The advantage of them is that they offer much greater freedom for text formatting and page layout. Furthermore, Google fonts remain stored on Google's servers and do not have to be present on the website's server.

Suggestions

Thanks to the web fonts we can now be as creative on the web as we are on desktop computers, but it's important to remember not to exaggerate. Here are some suggestions for using web fonts wisely:

- Use small fonts and not too many of them: the pages will be clearer to read and look tidier.

- Don't use fonts haphazardly: stick to the same character type and style combinations on all the pages so that the website is coherent and consistent.

- Only add the web fonts (with their styles) that you actually use to the pages: the end user has to download the web font files and they influence the time it takes to load the page, so too many may slow down display.

- Always check the conditions of use in the font licence: many fonts can be used freely on the Internet, but some are subject to particular conditions, such as a limit to printed material only.

Using web fonts in WebSite X5

There are many places in WebSite X5 where you can choose fonts to use:

in the text editor, the template's header/footer editor and in all the windows where you can add text (contents, menu items, a button label, etc.).

Every time you have to enter text, the menu listing the available fonts will automatically display all the fonts that are installed on the computer. You can increase the choice by adding web fonts to this list, without having to install them but simply by adding them from the Internet (see How to use web fonts).

The fonts in the menu are listed in alphabetical order, and the web fonts have an icon next to them, so they are easy to recognize:

Google Fonts: fonts added from the *Preferences | Web Font* window of WebSite X5 and linked to Google's server.

Web Fonts: fonts added from the *Preferences | Web Font* window of WebSite X5 and published on the website's Internet server.

Safe Fonts: fonts that are present on practically all devices and so do not require any publication.
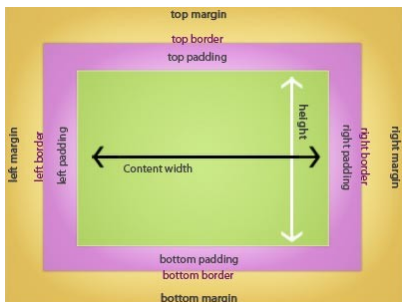
10.4 The Box Model in WebSite X5

In WebSite X5 pages are created with the help of a page layout table and you can perfect the page design and layout by adjusting the margins in the *Outer Margin* and *Inner Margin* options in *Cell Style | Style*.

In order to fully understand what is meant by *Margin*, and so correctly lay out the contents, it must be clear which Box Model is being used.

When you write a web page's code, all the HTML elements are considered

as boxes and the parameters that define the visual aspect of each box is called a Box Model. Each box consists of a basic number of components - margins, borders, padding and the actual content - and each one can be modified with CSS properties.

The diagram below illustrates the various components of the Box Model:

In WebSite X5 the default page layout table has a number of cells to which the page contents can be added. Each cell has the Box Model shown.

The elements are:

- Contents: the contents are added to a cell by dragging one of the available objects into it.
- Padding: this is the space between the contents and the border.
- Border: the border surrounds the padding and contents. You can define the border's appearance in the *Cell Style* window.
- Margin: this is the space between the border and the lines of the page layout table.

Given these definitions, the space between two adjacent objects (horizontally or vertically) is equal to the margins defined for the cells that the objects have been placed in.

10.5 Mobile App: definitions and uses

A mobile Application, or mobile App, is a program written specifically for smartphones, tablets or any other mobile device.

The aim of Apps is to improve the inherent capacity of the mobile device they are installed on so that users can take advantage of new services or tools. Mobile Apps were initially aimed at offering services to improve private and enterprise productivity, including e-mail, calendar, CRM tools and databases. With the rapid growth of the mobile device market and ever-increasing public demand for new Apps, solutions for new categories quickly appeared, and today there are hundreds of thousands of Apps available for just about anything you can imagine: playing games, reading magazines and newspapers online, banking, finding a phone number or an address, buying tickets, clothes, services, and much more.

Types of Apps

Two other types of app exist, besides the mobile Apps:

- **Web App:** unlike mobile Apps that are installed directly on a user's device, web apps work through a link to a remote application. In order to work, you need an Internet connection and their performance depends on the speed of the connection.
- **native App:** these applications are created for a specific operating system and use the API (application programming interface) provided by the OS maker.

App distribution

Apps are usually developed for particular operating systems, and not all of them are always compatible with every OS.

Each digital distributor that distributes Apps is bound to a specific operating system.

The main operating systems for mobile devices, and their distributors, are:

- **Android:** the official distributor is Google Play but it's also distributed on Amazon's App-Shop.

- **BlackBerry OS:** the official distributor is [BlackBerry App World](#).
- **iOS:** the official distributor is Apple's [App Store](#).
- **Windows Phone:** the official distributor is [Windows Phone Store](#).

WebSite X5's mobile App: FeedReady

FeedReady is a mobile application, available in versions for both iOS and Android. It can be downloaded for free from the App Store and from Google Play. It has been developed specifically for WebSite X5 authors to provide their users with an App so they can be kept constantly updated on the latest news through the website [Blog](#) and/or [RSS Feed](#).

Thanks to FeedReady, everyone can link an App to their website to broadcast their contents, thus avoiding the complications and costs of developing their own App and having it published in the official stores.

It's all so simple!

Thanks to WebSite X5 you can create a website and, when you want to open a direct channel for communicating with your public to broadcast news and events, you start up a blog and/or an RSS Feed. Imagine the website for a restaurant that can broadcast a special theme evening, or the site for a sports club that publishes the results of the weekend's matches, or a shop that wants to advertise the sale due to start next week!

With the necessary settings in the website, it just takes a few clicks to broadcast the contents of the website's blog and/or RSS Feeds through the App (see [How to broadcast website contents with an App](#)). All you have to do now is invite your visitors to download and install the FeedReady App.

Thanks to the FeedReady App, your visitors can read all your latest news directly on their smartphones or tables.

10.6 The online Control Panel

WebSite X5 automatically sets up an online Control Panel for each website created with the Program. It is used by Site Administrators to handle comments on posts in the Blog or messages added to the Guestbook, and to obtain diagnostic information on the website.

Users in the *Administrators* group, created in the *Access Management* section of *Step 4 - Advanced Settings* can access it.

To access the Control Panel:

- Connect to the **http//www.mysite.com/admin** URL, where http//www.mysite.com is the website's URL.

- Enter your login name and password.

When you have logged in, you will see these sections in the Control Panel:

- **Blog:** for handling comments made by visitors on the posts of the *Blog* linked to the website (see *How to handle comments in the Blog and Guestbook from the online Control Panel*)

- **Guestbook:** for handling messages left by visitors in the Guestbook you can add using the *Guestbook Object*.

- **WebSite Test:** to display diagnostic information on the website and the Server it has been published on. The information is about:

  - *PHP Version* - the Server must support the PHP language for the e-mails of the *E-mail Form Object* and *Shopping Cart* to work properly, as well as login and password access to Locked pages. If PHP is supported, the supported version is indicated.

  - *Session support* - As well as supporting PHP, the Server must also support sessions so that only authorized users with a login and password can access Locked pages.

  - *Write-access folder* - To be able to store and handle comments on Posts in the *Blog* and *Guestbook Object*, there must a folder on the Server with write-access. The presence of this folder is checked, and then it is checked for write-permission.

  - *MySQL support and database settings* - When you compose a *E-mail Form Object* you can specify that submitted data is sent to a database (see *E-mail Form Object | Send*): you will need to give some parameters to connect to the database you want to use on the Server. The Server is checked for MySQL support, and then the parameters you have specified are checked that they effectively give access to the database.

- **Dynamic Content Object:** to display a list of all the Dynamic Content Objects in the website. If you click on an Object, the page where it has been inserted opens and it can be edited (see How to work on the Dynamic Content Object)

- **Members' Area:** to display the table with all the names of the users who have registered automatically to access the Locked Pages in the website's Members' Area (see How to manage logins and create a Members' Area).
  The name, e-mail, IP address and registration date is given for each user. If the e-mail address needs to be validated, the status is indicated in the table with the command for manually validating the address.
  Users are removed from the table only after the list of registered users has been updated, when working with the program, and the updated website has been published online.

- **E-commerce:** if the *Send data to a Database* option has been selected as the *Sending order* method (see Shopping Cart | Sending order), this parameter displays a table showing all the orders that have arrived through the website's Shopping Cart.
  The order number, total value and selected shipping and payment methods are given for each order. Click on the order number to open the order and display the information that the customer has given.
  You can use the built-in search engine to find orders.
  All the orders are kept stored in memory and have to be removed manually, using the *Delete* button.