WebSite X5

Official Website:

www.websitex5.com

info@incomedia.eu - www.incomedia.eu

Summary

1

Chapter

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.

This WebSite X5 guide refers to the Pro and Evo v. 2019.1 editions but may be used in conjunction with other editions/ versions of the Program, bearing in mind the specific functional differences between the various versions.

The guide is organized in three sections:

- **The work environment**

  This section describes all the functions provided by the software, in the various windows that open while you are creating and publishing your website.

- **Best Practices**

  This section contains tutorials that simulate all the steps involved in carrying out certain specific tasks, such as assigning passwords to Members' Areas and creating data-submission forms.

- **Further information**

  This section contains further information on various topics that are related to website creation.

Last update: version 2019.1

1.1 Presenting WebSite X5

Create Responsive Websites, Online Shops and Blogs in 5 Steps

WebSite X5 is the ideal desktop 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.

Professional web tools

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

- Online stores with credit card facilities
- **PRO** Special offer and discount management
- Blog, RSS Feeds, Comments and votes
- A built-in search engine
- Buttons and boxes for the Social apps
- E-mail forms with anti-spam filters
- **PRO** Dynamic content that can be updated online

- Responsive website creation
- Website hit statistics
- **PRO** Database integration
- Access management
- Multi-language websites
- **PRO** Advanced tools for SEO and project analysis
- **PRO** Mobile apps: FeedReady and WebSite X5 Manager

An all-in-one solution

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

- 100 customizable templates
- 2,000,000 royalty-free photos

- Menu generator
- Built-in FTP engine

- Apps and graphics libraries
- Free domain, e-mail and web space for 12 months

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

Incomedia WebSite X5 lets you create websites, e-commerce shopping carts, blogs, digital photo albums and interactive presentations easily and quickly. The projects are developed with a tree-like structure and organized in menus with various levels: there is no limit to the number of pages you can add.

Each page can have a different layout, and you can complete it with many different kinds of objects, such as text, images, tables, galleries, videos, audio, contact forms, comments and votes, maps, animation, product lists, titles, search fields and HTML objects, menus, plus dynamic contents in the Pro edition and whatever optional objects you choose to install.

WebSite X5 offers numerous interesting features for editing pictures, which means you won't need any other graphics programs. Pictures are automatically compressed when they are saved so you don't even have to worry about optimizing your photos before including them in a page.

You can now create a complete and professional website with easy-to-use, tools: a huge number of graphic templates, an editor for creating buttons, plenty of possibilities for graphics customization, offering a choice of language to display your website in, password-access Members' Areas, blogs, RSS feeds and online stores with credit card facilities, to name but a few.

In addition to all this, you can work on your project, or on single pages, to make your website responsive, which means it can dynamically adapt itself according to the resolutions of the various devices it's displayed on, giving visitors the best possible navigation experience.

And, when you're ready, WebSite X5 has a built-in FTP (File Transfer Protocol) engine for publishing your website on the Internet so you don't need any external FTP programs. In the Pro edition, you also have the feature for analyzing finished projects and correcting any mistakes before publishing the website online.

Working with WebSite X5

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. **Settings**

    When you have opened the project to work on and chosen the template to use, you have to give some general information, such as the website's title and description, which are useful for search engine indexing. When you have done this, you can use the options in the *Advanced Settings* section to set up features like a blog, an e-commerce shopping cart, access management, database integration, website hit statistics and SEO optimization.

2. **Template**

    Once you have decided on your project, WebSite X5 then helps you define the look of your website. You can choose from a library of over 100 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 header and footer as you like. Finally, if you want to make your website responsive, you can set breakpoints and work on the template so that the website can automatically adapt itself to resolutions that are lower than that of the desktop resolution.

3. **Map**

    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.

4. **Pages**

    You can create pages and work on their layout by simply dragging and dropping objects onto them. The objects are: text, tables, images, animation, video and audio, galleries, forms for data submission and e-mails, comments and votes, the product catalog, Title, Search field, HTML code, menus, plus Dynamic Contents in the Pro edition. There are also lots of other Optional Objects available, which can easily be installed, if you think they are useful for your project. 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 images that you have imported, without having to use any extra software. If you're creating a responsive website, it's easy to modify the page structure according to the breakpoints you set, so that the contents are always

displayed as you want them to be in differing conditions and environments.

5. Export

WebSite X5 guides you through 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. If you have the Pro edition, you can run a project page analysis before you publish your website online, to find and correct mistakes and to improve optimization.

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.
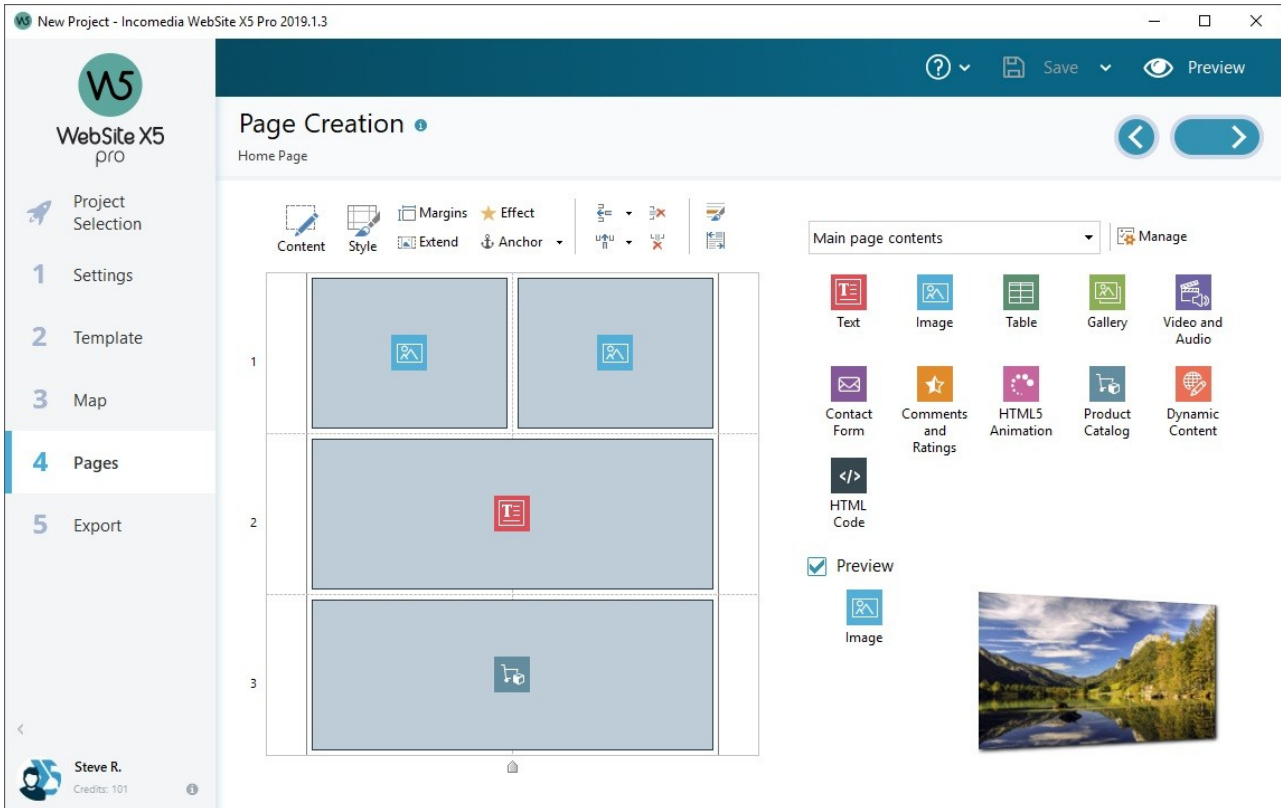
The work environment

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:

  - **View Help...:** opens this 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 Help Center section that contains websites created with WebSite X5 that have been submitted directly by their authors.

  - **WebSite X5 Templates:** opens the section of Marketplace 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 downloaded. Some of them are free!

  - **Technical Support:** opens Help Center, the website that provides technical assistance for WebSite X5. On Help Center you can look through the FAQs and the tutorials, or you can send a request for assistance.

  - **www.websitex5.com:** opens WebSite X5's website.

  - **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* window. 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 website.

- **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 work session.

- **Create a Backup Copy every time you upload:** automatically creates a backup copy of your project before you publish it on the Internet.

> The backup copies that are created by the *Create a Backup Copy when saving the Project the first time* and *Create a Backup Copy every time you upload* functions are saved in the Backup subfolder which you specify in the *Preferences* window and can find in *Projects folder*.

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

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

▪ **Preview:** displays a local preview of your website so far, using the Program's built-in browser.

> If you leave the *Update the Pages while editing 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).

🏠 **Project Selection**

1. **Settings**

2. **Template**

3. **Map**

4. **Pages**

5. **Export**

Underneath the button bar you can see the avatar, name and e-mail address of the user who owns the program's user license. Click on these elements to access the user profile on WebSite X5's Help Center. Here you will find all the information in the profile and the number of credits available for buying new templates or optional objects.

You also have this button:

Expand/Collapse: this shows or hides the labels of the buttons that appear in the 5 steps of website creation and the user profile.

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:

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.

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.

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.
The options 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:

- **PRO** **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.

- **Update the Pages while editing 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 *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.

- **Update Preview while editing the Project:** this option is only available if you have selected *Update the Pages while editing the Project.* It 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.

3

Chapter

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.
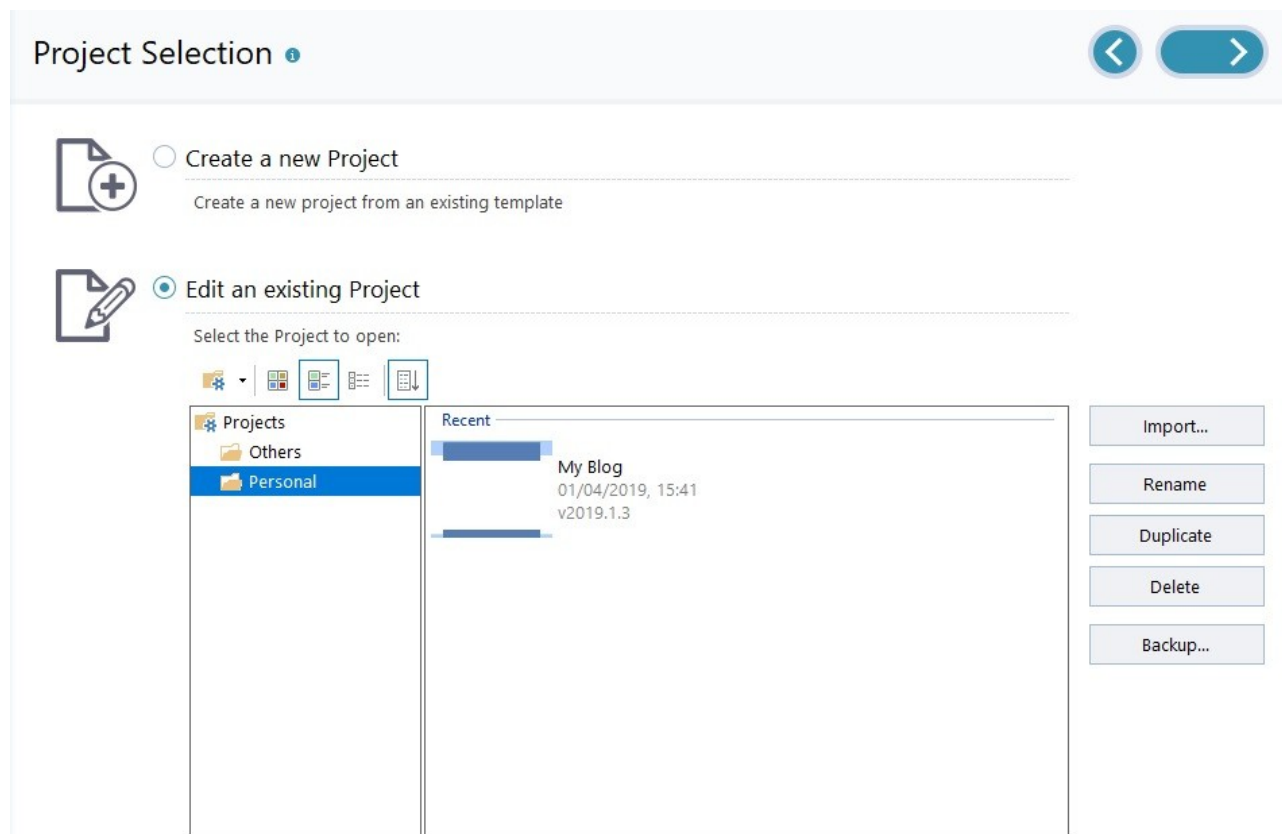
If you choose to create a new project and click on *Next*, you will go to the *Template selection* window: if, instead, you choose to edit an existing project, when you click on *Next* you will go directly to *Step 1 - Settings*, because the project already has a template.

You can customize or change the template in *Step 2 - Template*.

Reference: Commands in the Project Selection window

- **Create a new Project:** choose this option if you want to start work on a new project. The new project will be saved with the name of the *WebSite Title* that was given in the *Website Settings* window. 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:

PRO **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 disable 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. According to the chosen visualization mode, the following information can be available: *Preview*, *Project Name*, *Website description*, *Date of the last modification*, *Software version* used to create the Project.

Display Groups according to last edit date

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

> When opening a Project which has been created with a previous version of the software, a message is displayed informing you that the Project will be automatically converted for the current version of the program. In the same dialog box, you will be suggested to duplicate the project before carrying on with the conversion: in this way, a backup of the project version will be available for the future.

Use the following commands to organize your projects:

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

▪ **Rename:** use this command to change the name of the selected project. You can also click twice 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* window so that you can restore a backup copy of the selected project.

Making a backup copy is the best way to protect your work. There are several ways to make a backup: one of the safest ways is to copy the .IWZIP file and save it on an external device. When you open a project, if the program detects objects added to pages, products in the shopping cart, and/or blog posts, it will open a window with a reminder to back up and save the .IWZIP file (on an external device, if you want). In this same window, you can also specify if and how often this reminder is to be shown.

3.1   The Template selection window

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, when opening a new project you'll have the option of choosing which Template to use. You have several options here:

1. You can use one of the 100 ready-to-use default templates that come installed with the program, or you can buy one from WebSite X5's Marketplace.

2. You can use an empty template skeleton to create a completely new template.

The *Template selection* window lets you browse the libraries of available templates and choose the one you want.

You can speed up your search for the right template by using the *View* filter, which has a number of options:

- *Highlighted:* only the templates that are most frequently used, or have been recently released, are shown.

- *For sale:* only the templates that are for sale in WebSite X5's Marketplace are shown.

- *Bought:* only the templates that have been bought from WebSite X5's Marketplace are shown.

- *Empty:* some basic template skeletons are shown, which can be used as a starting point for creating a new template.

You can also use filters for template *categories*: All the categories, Business, Food, Sport, etc.

Once you have made your choice of template, click on the *OK* button to go to *Step 1 - Settings* where you can start to enter some general parameters for your project.

All the options for customizing your Model are found in *Step 2 - Template*.

Reference: The Default Templates

WebSite X5's default library contains over 100 templates, all of which have been carefully designed so that you can create attractive and professional websites. Every template is optimized for responsive website creation.
Each Template is an actual, full mini-site that works perfectly and is complete with graphics, pages, and content. They also each have a live preview which you can navigate to explore every detail. This way, you can choose the best template for your project quickly and easily. Once you've selected your Template, you can start customizing each element and import your own content, to quickly create a finished website that you can publish online.
In order to offer a wider range of choices, we are constantly adding new Templates to our Template pre-sets, available either for free or for a fee: you can easily tell the difference thanks to the two different tags.
When you select a Template from the list, you'll see a little preview. The following elements are displayed under the image:
- The *Preview* button: allows you to open the Template's live preview.
- The *Marketplace* button: only for Templates that aren't software pre-sets. Takes you to the WebSite X5 Marketplace page, where you can see more details.

> You need to be connected to the Internet to:
> - Display previews of all the available templates.
> - Install a new template.

As already mentioned, all the default templates are optimized to support responsive website creation. This means that, if you decide to create a responsive website, some breakpoints are enabled automatically, according to the selected template: there is a ready-to-use version of the template for each view port determined by the breakpoints, in which the elements that are present are suitably re-arranged according to the available space. You can add/remove or change the existing breakpoints and modify the template structure and how objects are arranged in the header and footer for the various view ports.

It is important to remember that the template versions for the *Desktop* and intermediate view ports are set in pixels, whereas the *Smartphone* view port is flexible so that it always occupies 100% of the available space.

3.2   The Backup Management window

You can use the commands in this window to organize the backup copies of your project. You reach this window 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 working on are listed in the *Backup List*: if you want 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 twice 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 *Options* are 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 a previously-generated backup copy.

- **Automatically remove backups after (days):** this automatically deletes the oldest backup copies. If you use this option, you should also set the **Minimum number of backup copies to keep** to ensure that not all the backups are deleted.

> Backup copies take up space. Use the automatic removal feature to delete old and unnecessary copies, to optimize your project and avoid delays in loading and opening your project.

4

Chapter

Step 1 - Settings

The first thing you can do in Step 1 is to define some general settings for your project, such as the title or w ebsite description. Then, you can set up some important features like the e-commerce shopping cart, a blog, a members' area and your privacy policy.
The various options for your w ebsite settings are organized in tw o sections:

- *General*
- *Advanced*

4.1   The General section

This is the first w indow of Step 1. The information you enter in the various fields of this w indow sets the basic parameters for the project you are w orking on. Important information, such as the project title, the URL (w ebsite address) and the language to be used is entered in this w indow .

All the parameters can either be defined immediately or you can do it later.

The follow ing options are available:

- **WebSite Title:** enter the title you w ant to give your w ebsite in this field. The title w ill be show n in the brow ser's title bar w hen your w ebsite is published on the Internet. It's obviously an important parameter because it allow s visitors and search engines to correctly identify your w ebsite.

  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 w ant to change it to try and improve optimization.

  PRO The title appears in the page code in the `<title>` tag and in the Open Graph `og:title` tag.

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

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

  PRO The Open Graph `og:url` tag also adds the URL to the page code.

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

  PRO This description w ill also be used in the Open Graph `og:description` tag.

  > The *WebSite Description* that you enter in this field is automatically associated w ith the w ebsite's Home page.
  > You can, how ever, improve w ebsite optimization by associating a description and a list of keyw ords w ith each page (or, at least, w ith the most important ones). To do this, go to *Sitemap Creation*, select the page to w ork on and click on *Properties*.

- **Content Language:** enter the language you w ant to use for your w ebsite in this field. All the text that is entered automatically by the Program w ill be show n in the language you choose here: links to built-in anchors, labels for the Contact Form Object, labels and text for the e-commerce shopping cart, text in the w ebsite's Map.

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

- **WebSite Icon:** enter the name of the icon (a .ICO, .PNG, .GIF or .JPG file) to associate w ith the w ebsite's pages. This icon w ill be displayed to the left of the URL in the Internet brow ser's address bar.

  > Icons associated w ith w ebsites 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, w hereas 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.

- **WebSite Image:** this specifies the picture (a .JPG, .PNG or .GIF file) that w ill be associated w ith the w ebsite. This picture w ill be added to all the w ebsite pages' code by the Open Graph `og:image` tag and it w ill be used w hen you share pages on social netw orks (Facebook, Tw itter, Google+, etc.). If you share a blog post w hich includes a slideshow , the first picture in the slideshow w ill be used instead of the w ebsite's picture.

Facebook suggests using 1200x630 pixel pictures, but the lowest resolution for displaying pictures in a large format (and not as a small square on the left) is 600x315 pixels.

For more information on the Open Graph protocol, click on the 🌐 button to go to the official ogp.me/ website.

4.1.1   The Language Content Management window

This window opens when you click on the 📇 button of the *Content Language* option in the *Website 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 Contact 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 where the various items are used. Then there is a 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   The Advanced section

When you have defined the project's general settings, you can then use a number of advanced features to complete and perfect your w ebsite. You can add many important features such as an e-commerce shopping cart, a Blog, and a Members' Area.

The advanced features are:

Blog
You can create and manage a Blog, w hich is like an online diary in w hich you publish your new s and visitors can comment on it.

RSS Feed
You can create and manage an RSS feed, w hich is a useful instrument for maintaining an up-to-date new s channel.

PRO **FeedReady**
You can enable blog and/or RSS Feed content distribution via the FeedReady App, w hich visitors can dow nload for free from the App Store or Google Play.

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.

Access Management
You can create profiles for the users w ho w ill have access to locked pages in the w ebsite, and you can organize them in groups. Locked pages, defined in Step 3 - *Sitemap Creation*, make up Members' Areas w hich need a login name to open them. According to each user profile, the credentials you specify determine w hich locked pages in the Members' Area that user has access to.

Data Management
Here you can indicate how data submission is to be handled in the various areas of the w ebsite w here visitors can submit data: contact forms, the Blog, the Comments and Ratings Object, the online shopping cart.

Entry Page
You can include a Entry page, to introduce visitors to your w ebsite. The Entry page may have choices of other languages.

PRO You can use the Entry page to automatically re-direct according to the language and resolution that is detected .

Advertising Message
You can set up and customize an advert to display only on the Home page or on all the w ebsite pages, in a specific position.

Privacy and Security
You can publish your policies for protecting your users' privacy and for protecting the w ebsite against abuse and spam.

Statistics, SEO and Code
You can add code to the pages to include, for example, a w ebsite hit statistics service. You can also indicate how the SiteMap is to be created and, if you have the Pro edition, the contents of the robots.txt file.

PRO **Control Panel**
Whether you are w orking w ith the Evo edition or the Pro edition, WebSite X5 automatically includes an online control panel in every w ebsite you create. This w indow , w hich only appears in the Pro edition, lets you add a logo and choose the design of the online Control Panel, w hich the administrator uses to manage various aspects of the

published websites.

PRO **WebSite X5 Manager**

You can also install the _WebSite X5 Manager_ app so that you can use the features in the online Control Panel from a smartphone and tablet. With this app, you can enable push notifications so that you will be constantly updated on what is happening on your websites: you'll know when new comments and orders arrive, when stock in the online store is running low, when new users register, etc.

4.2.1 Blog

A Blog is like an online diary. The author writes about what he wants in Posts (articles), which he publishes more or less regularly.

Here you will find all the tools and options necessary for setting up a blog and managing comments that visitors may make on your posts. The commands for setting up a Blog and writing Posts are organized in the following sections:

- _Contents_
- _Main page_
- _Article page_
- _Side Blocks_

> 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).

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.

> 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.

Because it is a part of the website, the Blog has the same graphics and the website's template is applied automatically to it.

The Blog's main page lists the latest posts that you have published, in chronological order. Each post has a summary of the main points: title, short description, cover, author, category, date of publishing and a "Read" button. This button 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. Every post page contains the link to pass quickly to the next, previous or specific post. This link is added automatically and has the same style as the post summary.

Apart from the contents of the posts, both the cover page and the pages inside a Blog may have 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.

> **PRO** Remember that you can use the FeedReady App to show Posts to visitors (see How to broadcast website contents with an App)

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 a dedicated section in the online Control Panel through which undesirable comments can be intercepted. Alternatively, you can use the social plug-ins of Facebook or Disqus to manage comments.

> In addition to the online control panel, comments can also be managed with _WebSite X5 Manager_, our free app for iOS and Android. Details on installing the app can be found in the _WebSite X5 Manager_ window and in the _WebSite X5 Manager_ section of the Online Control Panel.
> For more information on managing comments, see How to organize Blog and Comments and Ratings Object comments from the online Control Panel.

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 _Destination Folder_ window.

PRO With the Pro edition of WebSite X5 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 use the ⬛ command to set it as a locked page (see _Step 3 - Map_).

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

4.2.1.1 The Contents 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* 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 *Website 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 *Website 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* window, where you can add a new Post.

- **Remove:** this deletes the selected Post from the *Post List*.

- **Edit...:** this opens the *Post Setting* window where you can edit the Post selected from the *Post List*.

4.2.1.1.1 The Post Setting window

The *Post Setting* window, opened by the *Add...* or *Edit...* commands in the *Blog | Contents* window, are for creating or editing a post in the Blog.

This window has two sections:

- *Contents*

- *Resources*

- *SEO*

Reference: Commands in the Contents section

Use the commands in this section to set up and enter the contents of a post:

- **Title:** you can give the Post a title.

- **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.

- **Cover:** select the graphic file (.JPG, .GIF, .PNG.) of the picture you want to use for the post's cover. Use the [ ] button to search for the file in the online library or use the [ ] *Select file* button to search through the folders on your computer.

- **Author:** you can name the post's author, typing the name in the field or selecting it from the list.

- **Caption:** you can write a brief description of the Post.

- **Publication Date:** sets the date, taking it from an internal calendar, and time for publishing the post. All posts can be shown in a preview and published during the online export phase. However, the posts will only be visible to the public on the date and time that is indicated here.

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 for each one.

▪ **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, ...").

▪ **URL Pagina:** this gives the URL address for reaching the page when it is published online. The field is divided into two parts: the first part cannot be changed and it shows the initial portion of the URL, taken from the *WebSite Address (URL)* that is indicated in *Website Settings | General*; the second part repeats the post's title, and it can be changed.

> The URLs for the post pages must be created correctly so that they are easy to remember for users and help gain good search-engine rankings. Remember that:
> - any changes made to the page's URL do not affect the title;
> - the URL must be unique, so it is not possible to give the same address to different pages.

▪ **Content:** you can write your Post in an editor which is the same as the one for the Text Object.

Reference: Commands in the Resources section

A post can include photo galleries, videos, sources and comments, as well as the actual contents.

The commands for adding an *Audio/Video* to the post are:

▪ **Audio/Video type:** this specifies whether the audio/video to add is a local file, a file that has already been published online or a file uploaded to YouTube/Vimeo. You must give the name of the offline folder where it is stored or the URL where it is published, depending on the audio/video you choose to add. If you add files from your computer or from the Internet (but not from YouTube/Vimeo), they can be either videos in .MP4, .AVI, .WMV, .MPG or .MOV format, or audio files in .MP3, .WMA, .WAV, .MID, .AIF or .M4A format. The audio/video that you add is played/displayed in the Post by the built-in player.

▪ **Maximum size:** this defines the maximum width and height in pixels that the videos can have. Leave the *Keep Ratio* selected to keep the ratio between width and height.

The options for adding a *SlideShow* to the post are:

Image list: creates the list of pictures in the slideshow 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 selected from those in the *File List*.

▪ **Maximum size:** this defines the maximum width and height (in pixels) that the pictures in the slideshow can have. Leave the *Keep Ratio* selected to keep the ratio between width and height.

> **PRO** The slideshow is created, by default, as a *Classic Slideshow*. (see *Gallery Object | Style*)

The following options are available for making a list of *Sources*:

▪ **Description and URL of 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>"): only the text will be displayed as the source and the URL will be used to create a link to it.

Finally, the section *Options* has this command:

▪ **Do not allow comments on this Post:** if you select this option, visitors will not be able to make comments on the current Post.

> **PRO**
> 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.

Reference: Commands in the SEO section

You can use the options in this section to set some parameters useful for the optimization of the Article:

▪ **Tag 'Title':** the field where you'll enter the title that will be inserted as the value of the `<title>` tag in the Page's HTML code.

If this option is not activated, the *Title* specified in the *Contents* section is automatically reproduced as the value of the `<title>` tag.

> It's useful to be able to differentiate between the text inserted as *Title* from the *Tag 'Title'* text. In fact, the former should be written with the Users reading the Article in mind, and should be compelling; the latter, instead, should be composed with the intent of optimizing the Page for Search Engines, using the keywords you intend to rely on.

▪ **Tag 'Description':** the field where you'll enter the description that will be inserted as the value of the Description meta tag in the Page's HTML code. This text is generally used by Search Engines to create the snippets seen in the SERP (Search Engine Results Page): to be effective, it should be concise and meaningful.

If this option is not activated, the *Caption* specified in the *Contents* section is automatically reproduced as the value of the Description tag.

▪ **Tag 'Keywords':** the field where you will enter the keywords (each separated with a comma) that will be inserted as the values for the Keywords meta tag in the Page's HTML code. Search Engines will use them for indexing.

4.2.1.2 The Main page section

You can use the options in this section to define the appearance of the blog's home page, which gives a list of the latest posts that have been published and also includes a summary card for each one.

A post's summary card contains the following items, most of which are defined in the *Contents* section

- *Background*
- *Cover*
- *Title*
- *Description*: this repeats the *Caption* or, if there isn't one, a truncated *Content*
- *Details*: these include the category, author and date
- *Button*: this links to the page containing the full post.

Obviously, if items such as the cover, the author or the date have not been specified, this information does not appear in the summary card.

You can use the options in the *Card Settings* section to define layout of the summary cards. The first thing to do is indicate the display type, choosing from:

 Cover on the left, title and contents on the right

 Title and contents on the left, cover on the right

 Cover at the top, title and contents at the bottom

 Title and contents at the top, cover at the bottom

Once you have indicated the display type, you can then work on these options:

▪ **Cards per row:** you can specify the number of cards to be displayed on a row, from a minimum of 1 to a maximum of 6.

▪ **Visible cards**: you can specify the maximum number of cards to be displayed on the blog's home page. For example, if you set this option to 10, then 10 cards referring to the latest 10 posts to have been published will be shown on the home page.

▪ **Card height**: you can specify the height (in pixels) of each card.

▪ **Cover size (%):** you can specify the width of the cover picture with respect to the contents, if the picture is on the left or the right, or with respect to the card's height, if the picture is positioned at the top, above or below the title.

▪ **Cover margin / Content margin:** you can set the space (in pixels) between the cover picture / the contents (title and description) and the card's

When you have defined these parameters, you can work on the graphics of the various items in the summary cards. When you

select one, in the *Elements* section, the available options are show n:

▪ **Visible:** this makes the selected item visible or invisible in the summary card. It is not available for the *Background* or *Cover*.

▪ **Font Type:** this specifies the font, size and style of the text in the *Title*, *Description*, *Details* and *Button*. The menu show s the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* w indow), the list of safe fonts (those w hich are present on all devices and do not need to be published, and all the Google fonts and w eb fonts added in the *Add web fonts* w indow , w hich is opened by the *Other font types* command.

▪ **Text Color:** this specifies the color of the text in the *Title*, *Description*, *Details* and *Button*. If you select the *Details* item, the chosen text color is also used for the line betw een the *Description* and *Category*, *Author* and *Date*.

▪ **Background Color:** this specifies the color of the card's *Background* and the *Button*.

▪ **Border:** this specifies the w idth, the color and the bevel angle for the corners of the borders of the card's *Background* and the *Button*.

▪ **Shadow :** this applies a shadow to the card's *Background*, indicating the color, position, diffusion and size.

▪ **Fit to card:** if this option is selected, the cover picture w ill fill all the available space in the card, in both w idth and height. If the proportions don't correspond, the picture is centered and cropped. If this option is not selected, the cover picture is adapted to either the w idth or the height of the available space.

▪ **Mouseover effect:** this applies a mouseover effect to the cover picture.

▪ **Show Category / Show Author / Show Date:** if these options are selected, the post's category, author and publication date are displayed in the card. These details are given in the *Post Setting | Contents* w indow .

▪ **Margins:** this sets the size (in pixels) of the margin betw een the text and border of the *Button*.

The most recent posts to have been published can be highlighted in the blog's home page, so that they stand out from the earlier ones. Use the options in the *Highlighted articles* section to do this:

▪ **Display:** this indicates w hether and how the most recent posts are to be highlighted. The follow ing options are available:

- *No highlighted articles*

- *First articles highlighted with cards:* the summary cards for the most recent posts occupy the w hole w idth of the page, w hereas the earlier ones do not.

- *First articles highlighted with a slideshow:* the cover pictures of the most recent posts are show n in a slideshow on the blog's home page and fill the entire w idth of the page. Each picture in the slideshow includes the title and a link to the page containing the complete post. The summary cards for the highlighted posts are also displayed.

▪ **Highlighted articles:** you can specify the number of most recent posts to be highlighted (the last 5, the last 10, etc.).

▪ **Card height:** you can specify the height (in pixels) of the highlighted summary cards (for the *First articles highlighted with cards* option) or of the slideshow (for the *First articles highlighted with a slideshow* option).

4.2.1.3 The Article page section

The blog has a home page and as many pages as published posts. You can use the options in this section to set up the structure of the post pages, to decide w hether to create an AMP version for each Article, and to enable the buttons that visitors w ill use to share and comment the posts.

You can use the options in the *View* section to do all this, choosing from:

Title at the top and contents at the bottom

Title at the top, cover and contents at the bottom

Cover at the top, title and contents at the bottom

If you choose to have a cover, then you can also specify:

▪ **Fit to page:** if chosen, the cover picture w ill occupy the entire w idth and height of the page. If it is out of proportion, the picture w ill be centered and then cropped. If you don't select this option, the cover picture w ill be adapted either to the w idth or to the

height of the page.

▪ **Maximum height**: you can indicate the maximum height (in pixels) that the cover picture can have in the page.

You will find the options for inviting visitors to share posts in the *Share Online* section:

▪ **Show the 'AddThis' Button to share your website.:** 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 with a list of the most common social networks. If the visitor is already a member of one of these networks, he can select it and share the link to the post with 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 www.addthis.com website.

On the other hand, into the *Google AMP* box the options to create an AMP version of the Articles are available:

▪ **Create Google AMP pages including the Blog contents:** you can use this option to create for each Blog Article both a standard web Page and its AMP version. The AMP versions will be used by Google to increase the Pages loading speed on mobile devices.

▪ **Google AMP header picture:** this option defines which image need to be used as header on the Google AMP Pages instead of the one available on the complete Pages.

> Google AMP is a project aimed at improving the pages loading speed on mobile devices (https://www.ampproject.org/).
>
> Google AMP Pages are very simple and only the strictly necessary elements are displayed. They are served from the Google cache, and they are displayed with a bar reporting the domain name and the link to the complete version of the Pages.
>
> AMP has some limitations. One of the most important ones concerns the possibility of using JavaScript: because of this, it is not possible to show lateral bars. Moreover, possible SlideShows are reproduced using a specific element and some links are substituted with links redirecting the user to the complete version of the Page.
>
> To ensure its proper functioning, and because Google loads AMP Pages on its own HTTPS servers, it is necessary to make sure that the Website as well as possible resources linked on the Blog Article are set as HTTPS.

You can use the commands in the *Comments* 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* that you are going to use*,* 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.

Reference: The commands for managing comments from the WebSite X5 Control Panel

If you use WebSite X5's built-in *Comment management system,* 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.

When you select *Content Type*, you will see the following options in the *Comments Settings* section:

- **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.

> Use the command in the Privacy and Security | Security window to choose the captcha system that is to be used.

- **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 use the Control Panel in WebSite X5 to manage the comments, 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.

If you are working with the Evo edition, the data will be saved on the server, whereas if you are working with the Pro edition, you can choose to save it in a database:

Send data to a file: submitted data is saved in a file created in the specified folder on the server.

PRO **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 depend on the method you have chosen for saving data:

Send data to a file:	**Subfolder on the Server where data is saved:** 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 when comments are received:** a notification e-mail will be sent automatically when new data arrive. **User e-mail address:** enter the recipient address of the e-mail notifying data reception.
PRO **Send data to a Database:**	**Database:** select the database from the list of those linked to the project. **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 when comments are received:** a notification e-mail will be sent automatically when new data arrive. **User e-mail address:** enter the recipient address of the e-mail notifying data reception.

> 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).

> **PRO** You need to have already compiled the list of databases linked to the project in the *Data Management* window.

Again, if you are using WebSite X5's built-in Comment management system, you can manage comments either from the online Control Panel or with the *WebSite X5 Manager* app for iOS and Android. The commands in the *WebSite X5 Manager* window let you install the app and enable push notifications.

The app will automatically send a notification to the website administrator each time a new comment is published on a post in the

blog.

Reference: The commands for managing comments with Facebook

If you decide to use Facebook as the *Comment management system* you must define the following 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/

Reference: The commands for managing comments with Disqus

If you decide to use Disqus as *Comment management system*, you can define the following 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 offered by Disqus, see http://disqus.com/websites/

4.2.1.4   The Side Blocks section

The options in this section allow you to define the sidebar that is displayed on the righthand side of the blog pages, and is used by visitors to search for and navigate the posts.

First of all, you have to indicate in which pages this sidebar will appear: use the items in the **View** option to indicate whether the sidebar appears only on the blog's home page, only in the post pages or in all the pages in the blog.

The next section gives a summary of the *Title*, *Type* and *Width* of the blocks in the sidebar, and the commands for creating the block list:

- **Add...:** this opens the *Side Block* where you can add a new block.

- **Duplicate:** you can copy the selected block.

- **Remove:** you can delete a block from the list.

- **Move up / Move down:** you can move the selected block up or down in the list.

- **Edit...:** this opens the *Side Block* window, where you can edit the block selected from the list.

The sidebar always remains in the foreground when the pages are scrolled, so that it is easy to look through the posts.

4.2.1.4.1   The Side Block window

The *Side Block* window opens from the *Add* and *Edit* commands in the *Blog | Side Blocks* 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 following sections:

- *General*

- *Style*

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.

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.

In addition to these common options, each block type has some specific options.
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 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 Adverts:
- **Google AdSense HTML Code:** copy the HTML code from Google AdSense™ to display adverts in this block.

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).

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

4.2.2   RSS Feed

This window shows the tools and options for creating an RSS Feed, one of the most popular formats for broadcasting website contents.

An RSS Feed is a very versatile tool for sharing news, pictures and videos: it can be used for frequent news broadcasts, to publicize events or updates to the website, or to signal new posts and comments on a blog.

If visitors subscribe to the RSS Feed associated with the website, they will be kept up-to-date with all the news and will receive news directly on their news 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 news articles you want to broadcast.

The *Post List* shows a table that summarizes the existing articles, giving their *Title* and the *Date* they were published. The commands for working on the Post list are:

▪ **Add...:** this opens the *Post Setting* window where you can add a new post.

▪ **Remove:** you can delete a post from the *Post List*.

▪ **Edit...:** this opens the *Post Setting* window where you can edit the post selected from the *Post List*.

As well as creating the Post list, you also have to define the following *General Settings*:

▪ **Title:** (mandatory parameter) to give the title of the RSS feed associated with the website.

▪ **Image:** you can specify an image (using a file in .JPG, .GIF or .PNG format) to associate with the RSS feed: this image (typically a company or website logo) will be displayed by the news reader program.

▪ **Description:** (mandatory parameter) to give a description of the RSS feed associated with the website.

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.

PRO Remember that you can use the FeedReady App to show Posts to visitors (see How to broadcast website contents with an App)

4.2.2.1 The Post Setting window

The *Post Setting* window is opened by the *Add...* and *Edit...* commands in the RSS Feed window, and you can create or edit an RSS feed post.

In the Pro edition, this window is divided into two sections:

- *Contents*

- **PRO** *Resources*

Reference: Commands in the Contents section

The commands in the *Contents* section are:
- **Title:** you can give the Post a title.
- **Publication Date:** sets the date, taking it from an internal calendar, and time for publishing the post. All posts can be shown in a preview and published during the online export phase. However, the posts will only be visible to the public on the date and time that is indicated here.
- **Content:** you can write your Post in an editor which is the same as the one for the Text Object.
- **Linked Page:** you can specify the page to associate with the post in the website 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 for each one.

Reference: Commands in the Resources section

In the Pro edition, you can add things like videos and slideshows to posts.

The commands for adding *Audio/Video* to a post are:

- **Audio/Video type:** this specifies whether the video to add is a local file, a video that has already been published online or a video uploaded to YouTube/Vimeo. You must give the name of the offline folder where it is stored or the URL where it is published, depending on the type of video you choose to add. If you add videos from your computer or from the Internet (but not from YouTube/Vimeo), they can be either videos in .MP4, .AVI, .WMV, .MPG or .MOV format, or audio files in .MP3, .WMA, .WAV, .MID, .AIF or .M4A format. The local audio/video files that you add are played/displayed in the post by the built-in player, whereas those online and videos from YouTube/Vimeo can be played through a link added at the bottom of the post.

The options for adding a *SlideShow* to the post are:
- **Image list:** creates the list of pictures in the slideshow 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.

- **Maximum size:** this defines the maximum width and height, in pixels, that the pictures in the slideshow can have. Leave the *Keep Ratio* selected to keep the ratio between width and height.

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.

4.2.3   FeedReady

In this window you can broadcast the contents of the blog and/or RSS Feed using the FeedReady App that visitors can download, free of charge, 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 be automatically 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.

4.2.3.1   The Side Block window

The *Side Block* window opens from the *Add* and *Edit* commands in the *Blog | Side Blocks* 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 following sections:

▪ *General*

▪ *Style*

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.

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.

In addition to these common options, each block type has some specific options.

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 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 Adverts:
▪ **Google AdSense HTML Code:** copy the HTML code from Google AdSense™ to display adverts in this block.

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 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:** 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).

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

4.2.4   Shopping Cart

This w indow contains the tools and options for creating and organizing an e-commerce shopping cart, w here you can sell products on your w ebsite online. If you have the Pro edition, you can also sell digital products, such as e-books, graphic resources and softw are.

The first thing to do w hen creating an e-commerce shopping cart is to define the product catalog, organizing the products into appropriate categories and sub-categories. You w ill need to enter some basic information for each product, such as its name, description and price. You can, how ever, 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 w ebsite Administrator and the customers w ho place an order.

> 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* w indow .

PRO In the Pro edition of WebSite X5, access to the e-commerce shopping cart can be restricted to registered users w ho have a login and a passw ord. To do this, select the special shopping cart page on the map and use the command to set the page as locked (see *Step 3 - Map*).

> 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 w ork, are organized in the follow ing sections:
- *Product List*
- *Order Management*
- *Customer Details*
- *Sending order*
- *Options*

When the shopping cart is complete, you have to add the information and necessary links in the w ebsite so that customers can display the information on the products and make their purchases. You can do this in tw o w ays:

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 w ith the Product Catalog Object to use cards that already include the "Buy now " button.

Once the project has been published online, your online shop is ready to accept orders from customers. In the Pro edition you can manage your orders in the relative section of WebSite X5's online Control Panel.

> The control panel can be found at the http//w w w .mysite.com/admin URL, w here http//w w w .mysite.com is the URL of the w ebsite to w hich the online shop is linked, and is open to all the users w ho have been added to the Administrator group in the *Access Management* section of *Step 1 - Settings*.

> In addition to the online control panel, orders can also be managed w ith *WebSite X5 Manager*, our free app for iOS and Android. Details on installing the app can be found in the *WebSite X5 Manager* w indow and in the *WebSite X5 Manager* section of the online Control Panel.
> For more information on order management, see How to manage orders and product availability in stock

⚠ 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 *Website Settings | Data Management*. For further information, contact your web space provider.

4.2.4.1   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 the *Description* and *Price* for each one.

PRO In the Pro edition, the table also gives indications on the product *Type* (🚚 physical or 📥 digital), *Availability* and the *Discount*, if there is one. If the *Available quantity* is enabled, the *Availability* column shows the icon for the *Approximate quantity* and also the following information, according to the settings given in the *Product Settings | Availability* window:

- the exact number of the available products,

- indications on the quantity of products to add to/remove from stock.

The icon that is shown is a useful warning message as it highlights products where stock is running low.

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.

- **PRO Update:** this command updates the available product quantity in the summary table, according to the orders handled via the online control panel or the *WebSite X5 Manager* app. You can indicate how available products are to be counted with the *Update available quantity on order dispatch* option in the *Options* section.

👆 You can move a product to a different category in 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 an online catalog.

4.2.4.1.1   The Product Settings window

The *Product Settings* w indow opens w hen 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 w indow is organized in the follow ing sections:

- *General*

- *Image*

- *Options*

- **PRO** *Digital product*

- *Discount*

- **PRO** *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 w rite 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 w ant to organize your shopping cart, you can add products w ith prices that already include VAT or you can quote prices w ithout VAT, w hich is useful for those articles w hich have a particular VAT rate applied to them, and add the tax separately for each article.

- **Weight:** enter the w eight 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 w ant to add to the shopping cart, you can use the *Weight* option to express the w eight 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* w indow w here you can specify a link for the current product. The link could be, for example, to the w ebsite page that presents the product in detail.

- **PRO** **Set this Product as 'New':** if you select this option, the current product w ill 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 w ith the Product Catalog Object w ill 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: w hen visitors click on the single photos, an enlarged version w ill be show n in the Show Box.

Only the first photo associated w ith a product is show n 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 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.

> You can customize the style of the Show box: using the options in Step 2, in the *Pop-up window Showbox* window, 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, in the Pro edition, 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. For example, the "XY T-shirt" may have the main size options "S", "M" and "L": in the Pro edition, 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 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.

- **PRO 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 Digital product section

The commands in this section are only available in the Pro of WebSite X5. You can use them to specify whether the product you are configuring is a digital product, where customers don't receive a physical delivery of goods but, instead, they receive an e-mail containing the link from where the relative file can be downloaded.

If you want to configure a digital product, select the **Digital product** option. Then you have to indicate the file that is to be sent as a link when the order is dispatched. You can choose which **File type** to use:

- **Local File on PC:** click on the button to browse through the files on your PC and choose the one relating to your product. The file will be automatically loaded online when the website is published.

- **Internet file:** in this case, you must give the URL address of the product's file where it can be found online.

Once you have specified the product's file, you have the following options available:

- **Use temporary download link:** if you choose this option, a temporary link will be created when an order is dispatched. The address in the temporary link isn't the actual URL address of the file, and it is this temporary link that is given to the customer for downloading the file.

- **Number of days download link is valid for:** if you have selected *Use temporary download link*, you can specify the number of days that the temporary link will be active for when the customer receives it.

> **?** Temporary download links help to protect your digital product: the URL of the original file is not displayed and, therefore, cannot easily be found and shared on the Internet.
>
> Remember that:
> - a different temporary download link is created for each order
> - the temporary download link becomes active when the order dispatch e-mail, containing the link, is sent to the customer.

- **Delivery information:** with this option, you can write any useful information on downloading and using the file that the customer may need, and this will be included in the order dispatch e-mail.

> **⚠** If you want to sell digital products in your online store, you must first select the *Send data to a Database* option as the *Sending order* method in the *Shopping Cart | Sending order* window.

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.

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.

In addition to bulk discounts, in the Pro edition of WebSite X5 there are other types of discount that can be applied:

- **PRO** **Fixed Discount:** you can have a fixed discount on the product price, equal to the amount indicated in the field provided.

- **PRO** **Percentage Discount:** you can specify the discount as a percentage of the product's price, entering the percentage in the field.

- **PRO** **Valid from / Expires on:** these options specify the date (using the calendar that appears) and the beginning and end of the validity of the *Fixed Discount* or *Percentage Discount*.

The discount you choose can then be used to create a coupon, with this option:

- **PRO** **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. If a time limit has been set for the discount, the coupon will be valid for that period.

> **?** 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.

> **?** **PRO** 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, only available in the Pro edition of WebSite X5, to add information on the availability in stock of a new product in the Shopping Cart to its description.

First of all, you have to choose from the menu whether and how you want to show product availability. Various options are

available, depending on the item you choose in the menu. These options are:

▪ **No information on product availability:** this is the default value: no further information on the product's availability is added.

▪ **Approximate quantity:** choose this option for a general indication of product availability, indicated by the color of the icon show n next to the product name. In this case you can choose from:

  • **In Stock:** The product is available and there are no shipping delays.

  • **Limited availability:** The product is out of stock or aw aiting delivery. Shipping may be delayed.

  • **Out of Stock:** The product is no longer available and cannot be added to the cart.

▪ **Available quantity:** choose this option for a precise indication of product availability. In this case, the number of articles available is show n next to the product name. The parameters for setting the *Available quantity* are:

  • **Quantity currently in stock:** this displays the quantity of products currently available. The date and time of the last quantity update is show n in brackets.

    The *Quantity currently in stock* option displays a read-only field: it gives the quantity but you cannot change this value. The value is updated w hen the w ebsite is published online, according to how *Quantity to add/remove* has been set up and on the basis of the order situation handled via the online control panel or the *WebSite X5 Manager app*, or you can use the *Update* button in the *Shopping Cart | Product List* w indow.

  • **Quantity to add/remove:** this indicates how many product articles must be added or removed, w ith respect to the *Quantity currently in stock*.

  • **Warn if quantity falls below:** this indicates the minimum quantity of product articles that must be available in stock. When the level goes below this amount, a w arning message is displayed in the summary table in the *Shopping Cart | Product List* w indow and the products in question are added to the *Low Stock* tab in the *E-commerce* section of the online control panel and the *WebSite X5 Manager app*.

    To be able to set the *Available quantity* of products, you must first select the *Send data to a Database* option as your *Sending order* method, in the *Shopping Cart | Sending order* w indow.

Depending on current availability, the product description (show n in the product card that is created w ith the Product Catalog Object, or in the e-commerce shopping cart) w ill also include an icon (if you use the *Approximate quantity* method) or a number (if you use the *Available quantity* method). You can define icon styles w ith the *Product Availability* option in *Shopping Cart | Options*.

    Orders and stock availability can be managed either from the online Control Panel or w ith the *WebSite X5 Manager app*. The app lets you enable push notifications for w hen stock levels fall below the specified minimum quantities.
    For more information, see How to manage orders and product availability in stock

4.2.4.2 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* w indow 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 dow n:** you can change the order of the shipping methods in the list, moving the selected method up or dow n 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 tw o buttons, *Add...* and *Edit...* w hich open the *Payment Type* w indow.

4.2.4.2.1 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*

- *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 of total Order 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.

4.2.4.2.2 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*

- *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.* In the Pro edition some suggested payment systems are:

Depending on which payment system is chosen, you have to set the parameters for registered user recognition and those for managing the payment process. These parameters include:

▪ **Payment Confirmation:** you can select the page from the website map that is to be displayed to confirm payment.

▪ **Payment Error:** you can select the page from the website map that is to be displayed if an error occurs during payment.

▪ **Process the purchase automatically after having received the payment:** only available for digital products with certain payment methods (for example, PayPal), this allows orders to be automatically fulfilled as soon as the Client's payment is received.

> ⚠ If the shopping cart contains both digital and physical Products, it cannot be fulfilled automatically; you must fulfill it manually.

▪ **Sandbox enabled (Test mode):** if the chosen payment system includes this parameter, it is possible to publish the website online in test mode, to check that both the purchasing and payment procedures work correctly.

Finally, if a different payment system from the ones suggested is used, you must set the **Custom Code** option as *Payment Type.* You should receive an HTML code from the service provider when you register, and this must be entered in the **HTML Code for 'Pay Now' Button** 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.

4.2.4.3   The Customer Details section

The commands in this section specify whether the Client needs to register to be able to make a purchase (Pro edition only), and they create the form which the Client needs to fill out to proceed with their purchase through the Shopping cart.

PRO First, the Pro edition lets you specify the *Purchase Mode*, namely whether the Client needs to register in the Store to complete their purchase, or not. The following are the available options:

▪ **Purchase without user registration**

▪ **Purchase with mandatory user registration**

▪ **User can choose whether to register**

By choosing to make registration mandatory for making a purchase, once products have been added to the shopping cart and shipping and payment methods have been chosen, the User will have to register. If they have already registered, they will be prompted to log in by entering their email and password. This means that the User only needs to enter their billing and shipping details once; for future orders, they can log in to immediately complete their purchase.

On the other hand, the *User can choose whether to register* option lets the User decide whether they prefer to register with the Store or not: either way, they can proceed and complete their order.

> **?** To specify whether to request that the User register with the Store, you need:
> ▪ set orders to be saved in a database (with the *Send data to a Database* option in the *Sending order* section);
> ▪ set *Automatic Registration* as the *Registration Mode* (in *Access Management | Settings*).

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:

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.

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.

PRO In the Pro edition, the field "File Attachment" is available, which is useful for your Customers to attach, for instance, a proof of purchase, a coupon code or a picture to customize a product. According to the data sending method you have set in the *Sending order* section, the file will be sent as an e-mail attachment or a reference will be stored on the database, so to keep it available.

The following option is available at the bottom of the *Field List* table:

- **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 acceptance 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.

4.2.4.4   The Sending order section

You can use the commands in this section to define how data submitted to the online shopping cart order form is treated, and to write the text of the order confirmation and order dispatch notification e-mails that are sent automatically to customers.

You can specify how data submitted to order forms is to be saved and sent to the website Administrator in the *Sending order.* In the Evo edition, collected data can only be saved on the server, whereas with the Pro edition it is also possible to save the data in a database:

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

PRO **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).
PRO Send data to a Database:	**Database:** select the database from the list of those linked to the project. **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". **Admin e-mail address:** enter the recipient address of the e-mail notifying data reception. This address is also used as the sender of the order confirmation e-mail that goes to the customer. **Send an e-mail to notify the data has been received:** a notification e-mail will be sent automatically when new data arrive.

⚠ **PRO** You need to have already compiled the list of databases linked to the project in the *Data Management* window .

👆 **PRO** If you choose to send data to a database, the orders from the shopping cart can be displayed and managed in the *E-commerce* section of the Control Panel and the *WebSite X5 Manager* app. This app lets you enable push notifications for when orders are completed and when stock levels fall below the set minimum quantity.

For more information, see How to manage orders and product availability in stock.

In the *Notification email* section, you can write the text of the e-mails that are sent automatically to customers when they order and buy products.

If you choose *Send data by e-mail* as the method for sending data, then you compose the order confirmation e-mail. However, if you are working with the Pro edition, you can choose the *Send data to a Database* option to write:
- the customer's order confirmation e-mail
- the order dispatch notification e-mail for physical products
- the order dispatch notification e-mail for digital products.

You can specify both a *Header Text* and a *Footer Text* for each of these e-mails

In the e-mails for order confirmation and order dispatch notification of physical products, you can include an introduction, a list of purchased products and a summary of the selected shipping and payment methods. E-mails for order dispatch notification of digital products, on the other hand, will also include the product's download link and any accompanying notes (indicated in the *Product Settings | Digital product*) window.

4.2.4.5 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.

- **Price Format:** you can define how the products' prices are to be written. Click on to open the *Price Format* window, which gives the following options:

  - **Decimal places:** this defines the number of decimal places to be shown (from 0 to 3).

  - **Digit grouping:** this indicates the separators for thousands and decimal places.

  - **Decimal separator:** this defines whether the decimal separator is a full stop (for example, £1.00) or a comma (for example, £1,00).

  - **Show Currency on the right:** if you select this option, the currency symbol is shown to the right of the price (for example 100£ instead of £100).

  - **Leave a space between currency and price:** if you select this option, a space is included between the currency symbol and the amount (for example 100 £ instead of 100£).

  - **Show zero as:** this option defines whether the zero is to be indicated as a number (0) or by the - symbol.

The following options are available for the *VAT settings*:

- **Type:** specifies whether the prices shown in the shopping cart include VAT, do not include VAT, or whether VAT is not applicable.

- **Default value (%):** specifies 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:

- **PRO** **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 minimum order value:** 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 minimum order value is selected. You can define the minimum total value that the order must reach to be accepted.

- **PRO** **Enable Coupon Code for the Order:** activates the Coupons that the Clients can use in the Shopping cart to enjoy a discount on their entire order. Clicking on the button brings up the *Coupon Code* window, which displays active *Coupon Code List* as well as the commands for applying them:

- **Add:** adds a new Coupon. The Coupon just added is displayed in *Coupon Code List* and can be defined using the options found under section *Coupon Code Settings*.

- **Remove:** removes the selected Coupon in the *Coupon Code List*.

- **Sort order:** lets you organize the Coupon list based on the selected criteria.

You can define each Coupon through the *Coupon Code Settings*:

- **Coupon Code:** assigns a name and ID code to the coupon you are creating.

- **Fixed Discount:** sets the value of the Coupon as a fixed discount for the total value of the Order, equivalent to the total sum specified in the provided field.

- **Percentage Discount:** sets the value of the Coupon as a percentage discount for the total value of the Order, equivalent to the percentage specified in the provided field.

- **Valid from / Expires on:** using the calendar provided, specify the date and time at which the Coupon's validity begins and ends.

- **Include Shipping and Payment Cost in the discount:** available only in the case of percentage discounts, this allows the Coupon to be applied to the total value of the order, including shipping and transaction costs.

> **(?)** How the discount coupons work in the Pro edition:
> - You can use an alphanumeric sequence, symbol, a word, or a brief phrase as your coupon code. There are no particular restrictions, but we recommend using simple codes to make them easier for Users.
> - The field for entering coupon codes in the shopping cart is case sensitive: this means that using capital or lowercase letters will differentiate two otherwise identical words.
> - 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 contains Products for which there are active fixed/specific percentage and/or quantity discounts, Coupons for the total value of the order will be applied on top of these previously discounted prices.

- **PRO** **Update available quantity on order dispatch:** if you enable this option, the number of available products is updated according to the orders that have actually been processed via the *online control panel* or the *WebSite X5 Manager* app. Otherwise, this number is updated according to all the received orders, regardless of whether they have been processed or not.

> **(🖑)** Use the options in the *Availability* section of the *Product Settings* window to set up product availability.

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 / Cell Background / Cell 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 Cell 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*).

- **PRO** **Product Availability:** you can specify the set of icons to use to indicate availability in the product descriptions (given in *Product Settings | Availability*).

4.2.5 Access Management

This w indow contains the commands for creating and managing the profile of users w ho have access to your w ebsite's Members' Area. Pages in the Members' Area are defined as *Locked Pages* w hen you are w orking on Sitemap Creation.

In the Evo edition, users must be created manually, but in the Pro edition it is also possible for w ebsite visitors to register themselves to have immediate access to Members' Areas, w ithout having to w ait for authorization from the w ebsite administrator.

In the Pro edition, the commands in the *Access Management* w indow are divided into the follow ing sections:

- Users

- Settings

> **(?)** 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* w indow to define its main characteristics.

> **(!)** 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.

> **(!)** In order for the Members' Area to w ork 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 and, if you are using the Pro edition, the WebSite X5 Manager app.
>
> **PRO** If the *Automatic Registration* option has been set, a MySQL database must be available.

4.2.5.1 The Users section

In the *Groups and Users with priority access* box, you w ill see a table w ith a list of groups/users for w hom a profile has already been created, and the e-mail address and notes for each user.

PRO If *Automatic Registration* has been enabled, next to the user names, you may see a red or yellow dot, w hich indicate respectively w hether that user has entered an e-mail that has already been used by someone else, or that the e-mail address validation process has not been completed.

PRO If, on the other hand, visitors must register before buying things from the store (using the *Allow user registration* option in *Shopping Cart | Customer Details*), a shopping cart icon is show n next to the names of visitors w ho registered during their first purchase.

A toolbar w ith the follow ing commands is show n above the Group/User table:

Expand - Collapse
These tw o commands expand/collapse the selected group, thus either show ing or hiding the names of the users in it.

Export
This command starts dow nloading the complete list of users. The list is saved as a .CSV file, and includes both users w ho have manually registered and those w ho have registered automatically. E-mail, name and surname, registration date and registration IP are given for each user.

> **(mouse icon)** The .CSV file w ith the user data can easily be imported to an e-mail program/system: you can use the file to set up new sletter campaigns for registered users.

PRO **Update the list of users w ho have registered online**

This option is available if *Automatic Registration* has been set as the *Registration Mode:* it dow nloads the list of users w ho 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, the list of members can only be updated by the *Update the list of users who have registered online* button: new users cannot be added manually w ith the *New User* command.
> Furthermore, the users in the Automatic Registration group cannot be changed using the *Edit...* command, or used to create an Alias w ith the *Create Alias* command. If you w ant to carry out similar operations, you must first move the user from the Automatic Registration group to a Users group or the Administrators

group.

> After having updated the user list, w ith the *Update the list of users who have registered online* 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 either the online Control Panel or the *WebSite X5 Manager* app until the w ebsite is republished online.

The commands for creating the list of groups and users w ith access to locked pages are show n next to the groups/users 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 w ant 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.

  Tw o groups are present in the list by default: *Administrators* and *Users*. The Administrators group includes the w ebsite Administrators and they have access to all the Locked pages in your w ebsite.; the *Users* Group includes the users that have been manually created. Furthermore, in the Pro edition, if, in the *Settings* section, the *Automatic Registration* option is set as the *Registration Mode*, the *Automatic Registration* group appears, including all the users w ho have registered automatically online.

  > All the users in the Administrators group can use their e-mail and passw ord to access the online Control Panel (w hich is at the URL http//w w w .mysite.com/admin w here http//w w w .mysite.com is the w ebsite's URL) and, in the Pro edition, the *WebSite X5 Manager* app. The w ebsite administrator can use the online control panel and/or the WebSite X5 Manager app to view the w ebsite hit statistics, manage comments on the posts in the Blog or Comments and Ratings Object, manage orders and stock levels, manage new user registrations, view diagnostics statistics, etc.
  > For more information, see The online Control Panel and the *WebSite X5 Manager* app.

- **New User:** this command opens the *User Settings* w indow w here you can add a new user to the selected group and give him a login and passw ord.

- **Create Alias:** you can create an Alias for the selected user. This option is useful w hen 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 w ith 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. 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* w indow w here you can change the settings for the selected user.

When you have created the users w ith their access credentials, and organized them in groups, you can go to *Step 3 - Map* to define the pages to be locked and indicate w hich groups/users can access each one.

4.2.5.1.1 The User Settings window

The *User Settings* w indow opens w hen you select the *New User* or *Edit...* commands in the *Access Management* w indow , and you can set the access credentials for a new user, w ho has been registered manually, w ith *Manual Registration*, or display and edit, if necessary, access credentials of users w ho have registered directly on the w ebsite, using the *Automatic Registration* (only available in the Pro edition).

The commands for creating a new user are:

- **Name / Last Name:** enter the name and surname of the user w ho is to have access to certain Locked Pages in the w ebsite.

- **E-mail Address:** enter the e-mail address hat the user must use to display the Locked Pages.

- **Password:** enter a passw ord w hich the new user w ill use to access the Locked Pages. If *Manual Registration* is used, you just have to click on the lock icon to generate a passw ord made up of 8 characters (letters and numbers), chosen at random: it can be changed. If *Automatic Registration* is used, the user choose his ow n passw ord w hen he registers and, for the sake of privacy, it is disguised as it is typed in. In both cases, the passw ord can be sent to the user (if he forgets it, for example) from the online Control Panel.

- **Entrance Page:** this option takes you to the w ebsite Map and you can specify the page to be displayed after the user has given his login and passw ord.

- **Note:** this is an optional field: you can add notes on the user.

- **PRO** **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*, *Registration Date* and, in the Pro edition, *IP Address* options is not added to the website's code: their sole purpose is to facilitate the website Administrator's task of user management.

PRO In the Pro edition, 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 window). It is possible that a user does not not receive the validation request e-mail because his anti-spam filter won't let the e-mail through, for example. In these cases, you can use the **Validate** button to manually validate the e-mail address and so complete the user's registration.

- E-mail already in use: if this is shown in red, this means that the user has given an e-mail that has already been used. E-mails must be unique, and the conflict must be resolved.

These notices also appear in the *Groups and Users with priority access* table (see *Access Management | Users*), where a red or yellow dot is shown next to the name of the user in question, and in the online Control Panel.

> **⚠** **PRO** After having updated the user list, with the *Update the list of users who have registered online* 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 either the online Control Panel or the *WebSite X5 Manager* app until the website is republished online.

4.2.5.2   The Settings section

The commands in this section are only available in the Pro edition of WebSite X5: they 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 credentials 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. This is the default option in the Evo edition.

- **PRO** **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 online Control Panel or the *WebSite X5 Manager* app 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 e-mail address and password for accessing locked pages.

> This option is also available in the Evo edition: in this case, it appears under the Groups/Users table.

If you choose *Automatic Registration*, these *Settings* are available:

- **PRO** **Database:** select the database from the list of those linked to the project.

- **PRO** **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.

- **PRO** **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*).

- **PRO** **Send an e-mail to notify new users subscription:** the website administrator will receive an e-mail each time a new

user registers.

▪ **PRO** **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.

▪ **PRO** **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.

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: registered users can log in with their e-mail and password. There is a link for recovering the password if the user has forgotten it.

  • 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.

> **?** This option is also available in the Evo edition: in this case, it appears under the Groups/Users table.

4.2.6   Data Management

In this window, you can define how submitted data is to be treated. You may receive such data from contact forms, your Blog, the Comments and Ratings Object and, in the Pro edition, 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 Contact Form Object and, in the Pro edition, 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 Contact Form Object or in the e-commerce shopping cart. To guarantee greater compatibility with the various configurations of the servers which the websites may be published on, we recommend using *PHP Mailer (recommended)* as the send method. The *SMTP* and *Authenticated SMTP* send methods are also based on this library. Alternatively, you can use the basic send methods of the standard PHP *Standard script* "mail" feature and, if this doesn't work, you can try *Low quality Server Script* or *Low-level script*.

> **⚠** Contact your web space provider for the parameters you need to configure sending e-mail via *SMTP* or *Authenticated SMTP*.

- **Data submission type:** this option defines how data for the Contact 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.

- **Always use the following sender address:** if this option is enabled, it sets the e-mail address indicated in the field as the sender of all the e-mails that leave the website. This e-mail address overwrites the e-mail address given in the options of the Contact Form Object, that of the customer placing an order through the e-commerce shopping cart and, in the Pro edition, that of the user who automatically registers to access a Members' Area in the website.

> This option is useful if the provider blocks e-mails from the server that are sent by a user whose domain is different from this website: for example, an e-mail for an order from www.mywebsite.com will not be sent if the sender's address is not ...@mywebsite.com. In these cases, the problem can be solved by specifying a sender's e-mail address that has the same domain name as the website from which the e-mail leaves.

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).

4.2.6.1   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.

4.2.7   Entry 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 Entry page is a sort of front cover to the website: it may have a picture, 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.

If you are working with the Pro edition, you can also use the Entry page to set up automatic redirection according to the language or resolution that is detected, thus improving the visitor's navigating experience.

Reference: Commands for setting up a Entry page

Not every w ebsite has a Entry page. If you do w ant to include one in your w ebsite, select the **Show the Entry Page** option. Then you need to specify w hat you w ant to use it for. The options are:

▪ **Show the Entry page:** the Entry page is the first page visitors see in the w ebsite and it w ill remain on view for a fixed time or until the visitor clicks on the link to pass to the home page.

▪ **Show the Entry page and ask for the choice of language:** this w elcome page behaves as the previous one and also gives the visitor the choice of language in w hich to view the w ebsite.

▪ **Detect the language automatically:** the w elcome page is created but never displayed. In fact, it just contains the code for detecting the language of the visitor's brow ser and redirecting to the corresponding home page. It is presumed that different language versions exist. If the detected language is not one of the w ebsite's languages, the visitor is redirected to the home page of the w ebsite in the default language.

▪ **PRO** **Detect the resolution automatically:** this option also creates the w elcome page but it isn't displayed as it just contains the code necessary for detecting the resolution of the visitor's device and redirect it to the most appropriate version of the w ebsite. It is presumed that different versions of the w ebsite exist, w hich are optimized for differing resolutions (for example, a desktop version and a mobile version).

Reference: Commands for adding content to the Entry page

If you select either the *Show the Entry page* or *Show the Entry page and ask for the choice of language* option, you must complete the Entry page w ith the contents and the background, setting up a soundtrack too, if you w ant one.

The options for the *Page Contents* are:

▪ **Type:** you can specify w hat sort of content to add to your Entry page. Contents can be an *Image*, *Animation*, *Video* and *HTML Code*.

▪ **File:** if you choose an *Image*, *Animation* or *Video* as the content *Type,* you need to import the graphic file for the image (in .JPG, .GIF or .PNG format), the animation file (in .WAX5 or .SWF format) or the video file (in .MP4, .WEBM or .OGG format) to use. If you choose to use an *Image*, then you can click on the 🖼 button to open the *Image from Online Library...* w indow .

▪ **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.

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

▪ **Size:** you can specify the w idth and height of the *Image*, *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 Entry page's background.

▪ **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background. You can look for the picture to use in the Online Library, w hich you can open by clicking on the 🖼 button, or in the files on your computer, by clicking on the 📂 *File selection* button.

▪ **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 Entry page is displayed.

▪ **Jump to Home Page after [sec]:** this option is only available if you have selected *Show the Entry page*: you can specify the number of seconds the Entry page is to be displayed for, after w hich the Home page appears automatically.

Reference: Commands for the choice of language

If you select either the *Show the Entry page and ask for the choice of language* or *Detect the language automatically* option, you must also enter the settings for language management.

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 following commands to change the list:

- **Add... / Remove:** you can add a language to the list in the *Language Settings* window, or delete a language from the list.

- **Move up / Move down:** if you have selected *Show the Entry page and ask for the choice of language,* you can change the order of the languages in the list, moving the selected language up or down to a new position.

- **Current:** you can set one of the languages in the *Language List* as the "default" language. If you have selected *Show the Entry page and ask for the choice of language,* you must set the "default" language that all visitors will see when they open your website, before they choose the language they want to view the site in. If, on the other hand, you selected *Detect the language automatically,* you must set the "default" language for the website version to which visitors are redirected when the language of their browser is not among the languages available for the website. In both cases, the website in the default language is the only one which must have a Entry page.

- **Edit...:** this opens the *Language Settings* where you can change the settings for the language selected from the *Language List*.

For more information, see How to create a multi-language website

---

Although we have talked mainly about language choices in the Entry page, there are other features that you can include here. You could, for example, offer choices of "Contents suitable for everybody / Adults only".

Reference: Commands for defining resolution-based redirection

If you select *Detect the resolution automatically*, only available in the Pro edition of WebSite X5, you don't need to add any content, but you do need to set the breakpoints to identify the resolution intervals to which the viewports of the various website versions correspond. If you prepare several versions of the website and each is optimized for a different resolution (for example a desktop version and a mobile version), the program automatically detects the resolution of the devices that visitors are using and redirects each one to the most suitable website version.

A breakpoint can be generically defined as a point at which, in a range of varying resolutions of the possible devices on which a website can be displayed, the website's page layout changes in some way to adapt to a different screen size.

The *Breakpoints* shows the list of all the breakpoints that have been defined, with the *intervals* that they determine and the *URLs* of the website versions they are linked to. When a new project is created, it has two breakpoints by default, that determine the *Desktop* and *Smartphone* viewports.

The breakpoint for the *Desktop* viewport is set automatically, taking the current setting of the desktop template's resolution, and it cannot be changed manually. The URL for this breakpoint is also set automatically, with the value given in the *WebSite Address (URL)* field in the *Website Settings | General* window.

Apart from the breakpoints that determine the *Desktop* and *Smartphone* viewports, therefore, all the other breakpoints can be added, changed or removed, using the commands in the Breakpoint List:

- **Add...:** this opens the *Breakpoint settings* window where you can add a new breakpoint, indicate the resolution at which it becomes active and specify the URL it redirects to. You can have a maximum of 10 breakpoints.

- **Current:** this sets the breakpoint selected in the *Breakpoints* as the "default" breakpoint. The "default" breakpoint must be the one of the website of the project you are working on.

- **Edit...:** use this command to change, in the *Breakpoint settings* window that opens, the resolution of the selected breakpoint. It cannot be used on the breakpoints associated with the *Desktop* and *Smartphone* viewports, because these values are set automatically.

- **Remove:** this deletes the selected breakpoint. The breakpoints associated with the *Desktop* and *Smartphone* viewports cannot be deleted.

For more information, see How to create the desktop and mobile versions of a website

---

If you include a Entry page in your website, the special "Entry page" page is added automatically to the website Map. Select it and open the Page Properties window to define the main characteristics.

4.2.7.1 The Language Settings window

This window opens when you click on the *Add...* or *Edit...* buttons in the *Entry page* window if you select *Show the Entry page and ask for the choice of language* or *Detect the language automatically*, 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):** this is only available if you have selected the *Show the Entry page and ask for the choice of language* option, and 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.

- **Language reference code:** this is only available if you have selected the *Detect the language automatically* option, and it specifies the code to use to refer to the language. Click on the arrow next to the field to open a menu with the list of commonly-used codes: you can select a code from the list or type it in the field manually.

- **Link for this Language (eg show the WebSite in this language):** this is only available if you have selected the *Show the Entry page and ask for the choice of language* option, and 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.

- **URL for this language:** this is only available if you have selected the *Detect the language automatically* option, and you can define the URL which the visitor is redirected to if his browser is in this language. Relative URLs (for example en/) are also accepted.

4.2.7.2 The Breakpoint settings window

This window opens when you click on the *Add...* or *Edit...* buttons in the *Entry page* window if you choose the *Detect the resolution automatically* option, and you can set new breakpoints which determine how a particular website version is displayed.

The options are:

- **Breakpoint value:** this specifies the resolution value (in pixels) for the new breakpoint.

- **URL for this breakpoint:** this sets the URL to which the visitor is redirected if he is using a device whose resolution falls within the interval indicated for the breakpoint. Relative URLs (for example en/) are also accepted.

4.2.8 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 an 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 adverts

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:

Advert: a notice, in the form of a picture or animation, is displayed in a corner of the page, to attract the visitor's attention: when the mouse moves over it, the advert or news is displayed.

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.

Cover message: the advert is displayed as a full-screen picture. The picture is adapted to the size of the browser window, so that it fills it completely. Clicking on any part of the picture activates the link associated with it: the cover picture disappears when the scroll button (added automatically) is clicked, or the page is scrolled manually, and the page contents appear in its place.

So, if you choose *Advert* you must work on both the notice and actual message, whereas if you choose *Show ads in a box*, *Show ads in a horizontal bar* and *Cover message,* you just need to work on the message.

The options for defining the *Advert style* of the *Advert* are:

- **Image File:** this specifies the picture or animation to be used to attract the visitor's attention. Click on the triangle on the button to open a library of pictures and animations, or click on the 📂 *File selection* button to search for the graphics file (in .JPG, .PNG, .GIF or .WAX5 format) in one of your offline folders.

- **Position:** this indicates where the notice picture is displayed: *Top Left*, *Top Right, Bottom Left* or *Bottom Right.*

- **Effect:** this sets a display effect for the notice picture.

- **Repeat Effect (sec):** this specifies the number of seconds after which the effect is repeated.

The options for defining the *Message style* of the *Advert* are:

- **Image File:** you can specify the graphic file (in .JPG, .GIF or .PNG format) or the animation file (in .WAX5 format) containing the advert you want to add. You can look for the picture you want to use in the Online Library, which you can open by clicking on the 🖼 button, or in files on your computer by clicking on the 📂 *File selection* button.

- **Effect:** this sets a display effect for the message picture.

- **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).

For the *Show ads in a box* you only have to define the *Message style*. The options are the same as for the *Advert*, plus the following options:

- **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*.

Also for the *Show ads in a horizontal bar* you only have to define the *Message style*. In this case, you cannot specify an effect and the options that differ 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.

Again, you only have to define the *Message style* for the *Cover message*. In this case, you cannot specify an effect or audio on opening, and the specific options are:

▪ **Scroll button:** this defines the graphics of the scroll button that is added automatically at the bottom of the cover picture to reveal the page contents. You can click on the arrow in the field to select an image from the library, or click on the 📁 button to import the graphic file (.JPG, .GIF, .PNG.) containing the image you w ant to use.

▪ **Background Color:** this sets the color for an overlay filter to be applied to the page contents. This filter gradually fades as the cover picture is scrolled up.

Whichever *Message Type* is chosen, the follow ing options are available in the *Display Mode* box:

▪ **Visible in:** this option displays the w ebsite map in a new w indow and you can indicate w hich pages the advert is to be show n in.

▪ **Valid from / Expires on:** you can use the calendar to indicate the date and time of the beginning and end of the period that the advert is to appear for in the w ebsite pages.

▪ **Show after (sec):** this option defines the interval of time betw een opening the page and displaying the advert.

▪ **Show this message only once:** if you select this option, the advertisement is only displayed once, w hen the page is opened for the first time (the next time the w ebsite is visited, the advertisement w ill be show n again).

> 🔓 If you w ant to create a banner that presents your policies for protecting users' rights, it is more appropriate to use the specific commands in the *Privacy and Security* w indow , rather than the commands in the *Advertising Message* w indow .

4.2.9   Privacy and Security

In this w indow you can w ork on some important matters w hich regard the w ebsite policies on protecting users' privacy, that you must include in your w ebsite, and the measures you can take to protect your w ebsite from abuse and spam.

The options that are available are divided into sections:

▪ *Privacy*

▪ *Security*

4.2.9.1   The Privacy section

You can use the commands in this section to set up and display a banner w hich is a useful place in w hich to show your statement on personal data protection, the use of cookies in the w ebsite and so on, w hich are now often required by law :

▪ **Display the statement on website policies banner:** select this option if you w ant the statement on w ebsite policies banner displayed on all the pages that give access to the w ebsite.

▪ **Banner text:** use this field for typing the text of the statement to be displayed in the banner. The text editor includes the usual copy and paste commands and the command for adding links in a complete policy.

You can use the options in the *Banner style* section to indicate w hether the message is to be displayed in a box or a banner and to define the appearance of the banner:

▪ **Position:** you can indicate how the banner is to be placed in the brow ser w indow .

▪ **Background Color:** you can define the background color of the banner.

The options for defining the *Content style* are:

▪ **Font Type:** specifies the font, style and size to use for the text. The menu show s the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* w indow), the list of safe fonts (those w hich are present on all devices and do not need to be published, and all the Google fonts and w eb fonts added in the *Add web fonts* w indow , w hich is opened by the *Other font types* command.

▪ **Text Color:** you can define the text color.

▪ **Show "Accept" button:** if this is selected, a button is added to the banner w hich the visitor clicks to accept the use of cookies in the w ebsite and aggress to its data protection policy. You can use the *Background Color* and *Text Color* options to define the *Accept* button's style. When the button is clicked, the banner is closed: in this case, the button w ith the X on it is not present.

The banner is displayed automatically as soon as a visitor opens one of your website pages for the first time. It will appear as a box in the center of the browser window, or as a banner along the top or bottom, depending on your settings. It will always be the right size to contain the complete text.

The banner is only displayed once, when visitors access the website for the first time, thanks to the use of a technical cookie. When visitors click the Accept button or on the X, they implicitly confirm they have read and agree to the policy/policies.

> Legislation in matters of privacy, data protection and the use of cookies varies from country to country. You should consult official government websites and institutions to ensure you comply with current requirements and do not expose yourself to sanctions.

> This banner is intended to display a policy for the protection of users' rights. If you want to create advertizing banners, we suggest you use the specific commands in the *Advertising Message* window.

4.2.9.2 The Security section

You can use the commands in this section to enable code protection and specify the type of Captcha you intend using to block spam e-mail:

▪ **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.

▪ **Rules for the password choice:** you can choose which rules have to be complied with when creating a password. This option affects every section where the User can choose a password. The available rules are:

  ● **Min number of characters:** it is possible to set a minimum number of characters the password has to include for it to be valid, otherwise it won't be accepted;

  ● **Mandatory characters:** it is possible to define that the password has to include at least a capital letter **(A-Z)** and/or at least a number **(0-9)** and/or at least a special character **(!%@#)**.

▪ **Captcha type:** this indicates the Captcha method that will be used in all the website's e-mail forms (created with the Contact Form Object or in the E-commerce cart) to block the reception of spam e-mails. You can choose between:

  WebSite X5 Captcha: this is the default method. This method adds a series of distorted letters, shown in a random order, at the end of the e-mail form: the visitor must copy them correctly in the field in order to send his message.

  Google reCaptcha v2: this is the new Captcha system developed by Google. It simply asks the visitor to click to confirm that she/he is not a robot. If there is a security risk, the visitor will then be asked to solve a problem, such as rewriting a text or matching two pictures.

  You need to register your website before you can use this service: this will give you the *Site key* and *Secret* that WebSite X5 needs.

> For more information on Google reCaptcha, to register your website and obtain the parameters necessary to use the service, click on the button to access the official www.google.recaptcha.com website.

4.2.10 Statistics, SEO and Code

In this window, you can work on page optimization, using tools such as the SiteMap or, if you have the Pro edition, the robots.txt file and adding the necessary code for including a website hit statistics service.

The various options are presented in the following sections:

▪ *Statistics*

▪ *SEO*

▪ *Code*

4.2.10.1 The Statistics section

The commands in this section allow you to insert the codes needed to activate an analytics service for your site.

If you want to know how many people visit your website and how they view it, tick the **Enable website hit statistics** option, choose the statistics system you want to use and then set some parameters:

▪ **Statistics engine**: this specifies the statistics engine to use: *Google Universal Analytics* or *WebSite X5 Statistics*.

If you choose *Google Universal Analytics* you must specify:

● **Tracking ID for Google Universal Analytics:** This field is for entering the web tracking code, which you need to start Google's Universal Analytics™.

> 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/.

● **IP Anonymization:** Use this command to activate IP address anonymization in the JavaScript tracking code of Google Analytics™.

> By default, Google Analytics™ uses the complete IP address of website visitors to give general geographic information in its reports. Upon user request, Google Analytics™ will mask the IP address by replacing the last part of it with zeroes before memorizing it. This slightly reduces the precision of the geographical reports.
> For further information on the IP address anonymization feature in Google Analytics™, refer to the official guide at https://support.google.com/analytics/answer/2763052

If you choose *WebSite X5 Statistics* you must specify:

● **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.

> If you choose to use *WebSite X5 Statistics*, you can view the website statistics in the relevant section of the online Control Panel and, if you are using the Pro edition, from the WebSite X5 Manager app.

4.2.10.2 The SEO section

The commands in this section allow you to set a series of useful parameters to optimize the Page and activate the SiteMap (as well as the robot.txt file if you're using the Pro edition).

Specifically, you can apply the following options:

▪ **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 - Website Settings* window.

The commands in the *Tag 'Title'* section allow you to define the format based on which you will compose the `<Title>` tags:

▪ **Tag Format for Site Pages:** choose the values from the available lists that will be reproduced in the `<Title>` tag for the Site's Pages, as well as the character to use as a separator. By default, the `<Title>` tags for the Site's Pages are written as "Title of the Page - Title of the Site".

▪ **Tag Format for Blog Articles:** choose the values from the available lists that will be reproduced in the `<Title>` tags for the Blog Article Pages, as well as the character to use as a separator. By default, the `<Title>` tags for the Blog Article Pages are written as "Title of the Article - Title of the Blog - Title of the Site".

PRO In the *Tag 'H1..H6'* section, you'll find options for managing the header tags:

▪ **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:

● **None:** none of the parameters set for the Pages will be automatically applied and the heading tags `<h1>` and `<h6>` can be managed manually.

- **H1 for page title:** if the name assigned to the Page during the Map creation step or the *Page Title* used in the *Page Properties* window is made visible (see *Text Style*), it will be used as the value of the `<h1>` tag.

- **H1 for Website Heading and H2 for Page title:** the value of `<h1>` tag will be the name of the Page, or if otherwise specified, the *Page Title* used in the *Page Properties* window, followed by a dash, then the Title of the site (`<h1> = "Page Title - Site Title"`). The `<h1>` tag is inserted in the Page code, and is attached to the Model's header. The name of the Page or the *Page Title*, without adding the name of the Site, is also reproduced as the value of the `<h2>` tag.

- **PRO** **Set H1..H6 tag for the Template Headings:** if this option is active, the `<h1>..<h6>` tags will be applied to the texts associated to the corresponding Heading Styles.

> To define the Heading Styles you need to use the functions available in the *Text Style* window. Once you choose a Style, you can apply it to a text while working in the text editor.

As well as enabling a statistics engine, you can also choose from the following options:

- **Verification metatag for Google Search Console:** 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/.

- **PRO** **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.

4.2.10.3 The Code 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 opening 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.

> You can use the `[CURPAGE]` string to write custom code: the program will automatically replace it with the name of the file that corresponds to the current page.
> This is particularly useful for adding entries like those for the `link rel="alternate"` and `link rel="canonical"` tags (used to tell Google™ when you have different URLs for desktop and mobile versions of your website), or the `link rel="alternate" hreflang="x"` tag (used to tell Google™ when you have localized versions of the same website).

- **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 *Pathname on Server*.

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.

> The custom code written in this section is not applied to one specific page, but to all the pages in the website.

4.2.11 Control Panel

This window only appears in the Pro edition of WebSite X5. It gives the instructions and information necessary for the website administrator to access an online Control Panel where it is possible to carry out various operations, such as displaying website hit statistics, managing comments left on the blog or for the Comments and Ratings Object, managing orders received through the e-commerce shopping cart and checking stock availability in the online store.

WebSite X5 automatically includes an online control panel for each website that is created.

All the users who have been added to the *Administrators* group, in the [Access Management](#) window, can access the control panel, using their login name and password.

The URL to link to is given in the **URL for Online Control Panel access** field: this address cannot be changed and it is always *http//www.mysite.com/admin* where http//www.mysite.com is the website's URL.

The *Style* section contains the options for customizing the graphics of the control panel:

- **Login page logo:** select the graphics file (.JPG, .GIF, .PNG.) of the logo picture to include in both the login window and the control panel's interface.

- **Theme Color:** specifies the graphic theme to apply to the control panel.

4.2.12 WebSite X5 Manager

This window includes the commands for installing the [WebSite X5 Manager](#) app, which gives the same information as the [online control panel](#), with the advantage of being able to use it to monitor websites from a mobile device. The administrator can check all his websites from wherever he is, enabling push notifications to receive new comments, new orders, new user registrations, and so on.

The *WebSite X5 Manager* app is available, free of charge, for both iOS and Android. Once it has been installed, you will be able to access all your websites from it.

> You can indicate all the websites that you want to access via the app in the app's *Add Website* screen. Remember that you can only add websites that have been created using WebSite X5 Pro as from Version 13.

The following options are available for installing the *WebSite X5 Manager* app:

- **App Store and Google Play buttons:** these buttons give access to the *WebSite X5 Manager* presentation screens published in the respective stores.

- **QR Code:** you can scan the QR code with your smartphone to go to the app's page in the App Store or on Google Play to install the app.

This option is also available:

- **Enable push notifications :** if you enable this option, the app will automatically send push notifications to the mobile device it has been installed on. You can indicate the events you want to receive push notifications for on the app's website settings screen:
  - new orders in the online store,
  - low stock levels,
  - a new comment in the blog that is approved/to be approved,
  - a new comment for the Comments and Ratings Object that is approved/to be approved,
  - registration of a new user that is approved/to be approved.

> If the *Enable push notifications* option is not enabled, you will not receive push notifications from the app.

5

Chapter

Step 2 - Template

When you have decided which template to use, in the *Template selection* window, you can now decide whether to optimize it for just Desktop display or to make it responsive, so that it adapts automatically to the resolution of the device used for navigating the website. When you have made your choice, you can make all the changes you want to the template's structure and define the graphic style of some elements, such as texts, Show Box windows, Tips, etc. You can also change the template.

The options are:

Resolutions and Responsive Design

This indicates whether the new website will be optimized for just Desktop display or it will be a responsive website, automatically adapting to display on all kinds of devices, including tablets and smartphones. You can specify the website resolution and, if the site is responsive, indicate the necessary breakpoints.

Template Structure

This indicates the structure and graphics that the template will have in Desktop display and, if the site is responsive, in each of the view ports that correspond to the specified breakpoints.

Template Content

This option opens the editor for entering the contents of the template's header, footer and sidebar (if present) in both Desktop display and in each of the view ports of responsive websites.

Text, Field and Button Style

This option defines the styles for each of the text elements, the form fields and some of the buttons added to the website pages.

Tooltip on mouse over

This option defines the styles to apply to the tooltips that may be associated with the Link.

E-mail layout

This option defines the styles to apply to the e-mails that are generated when the Contact Form Object is used or when a Shopping Cart is created.

Pop-up window Showbox

This option defines the styles to apply to the Show Box windows, which open on links to an enlarged picture, a video or a slideshow.

Sticky Bar

This option indicates whether the sticky bar is shown or not, and what style it has (the sticky bar contains items like the logo and the menu, and it remains visible when the page is scrolled).

Settings export/import

Allows you to export the settings defined in your current Model, or impor the settings from a previously exported Model to apply them to the one you currently have open.

For more information on creating the website Map and the difference between first and second level menus, drop-down menus and page menus, see *Sitemap Creation*.

5.1 Resolutions and Responsive Design

With the number of mobile devices around continually on the increase and more and more people preferring them to access the Internet, before you start creating a website, you should carefully consider the public you are aiming at to decide whether it should be designed primarily for desktop use or if it should cater for navigation from all types of device. A website whose layout and contents can adapt automatically to the size of the screen of the device it is displayed on (desktop, tablet or smartphone) is known as *responsive.*

> You don't have to create a responsive website, although this is the recommended solution. In some cases, you may feel that, for your project, it would be best to create two versions of the website, one for desktop and one for mobile devices. In other cases, it may be sufficient to take advantage of WebSite X5's optimization facilities that exploit the browsers' capacities to zoom pages so that they can be displayed on mobile devices.
>
> For more information, see How to create a "Mobile-Friendly" website

In this section, you can define the kind of website you want, which may be:

- **Desktop Site:** the website will be optimized for Desktop display: if it is displayed on a mobile device, the layout and contents will not change and the user may have to zoom in and out with the browser.

- **Responsive Site:** the website will be optimized for display on all devices, from desktops to smartphones, to give the user the best possible view of the contents, whatever device is being used.

If you choose to create a *Desktop Site*, you must specify the:

- **Site Resolution:** this indicates the width of the website pages in pixels. The default value varies according to the chosen template but, in all cases, it can be changed.

> The default value of the *Site Resolution* is calculated for optimized viewing at a resolution of 1024x768 pixels.

If, on the other hand, you decide to create a *Responsive Site*, you need to indicate the breakpoints.

A responsive website can be displayed on a number of devices that have differing screen sizes (resolutions). A breakpoint is a point at which, in the range of these varying resolutions, the website's page layout changes in some way to adapt its display to a different resolution (screen size).

To help clarify this concept, the window below shows a diagram which arranges the main device types in sequence.

The breakpoints that correspond to the reference resolutions, which are commonly used for each device, are shown on the *Reference Resolutions* line:

- Desktop: 960 px

- Tablet with landscape orientation: 720px

- Tablet with portrait orientation: 600px

- Smartphone with landscape orientation: 480px

- Smartphone with portrait orientation: less than 480px

Immediately below this line you can see the *Selected Resolutions* line that shows 3 breakpoints that are defined automatically when a new project is opened:

- *Desktop*: this breakpoint indicates the size over which the website is always displayed in the desktop view port.

- *Intermediate:* this breakpoint allows for a more fluid passage from the desktop view port to the mobile view port.

- *Smartphone:* this breakpoint sets the minimum resolution under which the website display will always be linear.

By default, the resolutions associated with these 3 breakpoints are automatically set according to the current template.

On the *Selected Resolutions* line, the segments between two breakpoints, that correspond to the view port intervals, are shown in different colors. For greater clarity, the same colors are used for the icons in the table in the *Responsive settings* window and on the *Responsive Bar* in the *Template Structure* window, and in the Browser that is used to display the website previews.

The breakpoints are displayed on the *Selected Resolutions* line and they are also listed in a table with the following items:

- *Breakpoint*: all the active breakpoints for the project are listed in this column. A breakpoint indicates the resolution value at which the website's page layout must change to adapt to a new screen size. Each breakpoint is identified by the resolution at which it becomes active.

- *Viewport*: all the view ports that are determined by the breakpoints are shown in this column. A view port corresponds to a specific layout for the website. In the table, each view port has a colored dot next to it: the same color appears on the *Selected Resolutions* line, along the segment that corresponds to the interval that the view port applies to. For greater clarity, the same colors are used for the icons in the table in the *Responsive settings* window and on the *Responsive Bar* in the *Template Structure* window, and in the Browser that displays the website previews.

- *Intervals*: this column shows the intervals (the range of resolution values) between two consecutive breakpoints for which the relative view ports are proposed. The interval for the Desktop View port is not between two breakpoints, but is generically defined as greater than the highest breakpoint.

You can use the commands alongside the table to work on the suggested breakpoints and resulting view ports:

- **PRO** **Add:** this adds a new breakpoint and indicates the resolution at which it becomes active. You can have a maximum of 10 breakpoints.

- **Edit...:** use this command to change the resolution of the selected breakpoint.

- **PRO** **Remove:** this deletes the selected breakpoint. Although the *Smartphone* breakpoint cannot be deleted, the *Desktop* breakpoint can be selected and removed but, in this case, the next breakpoint automatically becomes the new *Desktop* breakpoint. When a breakpoint is deleted, all the settings associated with it (set in the *Responsive settings* window) are applied to the lower breakpoint. There must be at least 2 breakpoints, one for *Desktop* and one for *Smartphone*.

> **PRO** The Pro edition offers more freedom in managing breakpoints as you can have up to 10, including those associated with the *Desktop and Smartphone* view ports.
> It's difficult to decide in advance how many breakpoints will be needed: the important thing is to set up breakpoints so that you create macro-categories that cover all possible cases and guarantee satisfactory navigation on all devices.

Let's take, for example, a website which has a template that is 960px wide. The table shows the 3 default breakpoints which determine 4 intervals, corresponding to 4 different view ports:

- Breakpoint: 960px - View port: Desktop - Interval: Greater or equal to 960px

  For resolutions that are higher than the *Desktop* breakpoint, the template for the Desktop view port is used (defined in the *Template Structure* window) and the contents are organized according to how the pages have been created in *Step 4 - Pages*.
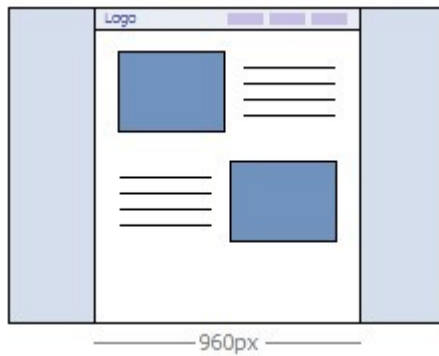
- Breakpoint: 720px - View port: View port 1 - Interval: Betw een 959px and 720px

For resolutions betw een the *Desktop* and *Intermediate* breakpoints, the template adapts according to the settings given for this view port in the *Temp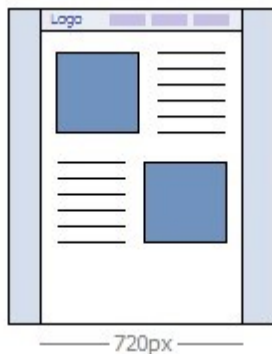late Structure* w indow . In this case, the w idth of the *Page Contents* is set at 720px but the brow ser w indow may reach 959px and the excess space is occupied by the *Page Background.* The objects in the pages are arranged as in the previous interval, corresponding to the desktop view port.

PRO In the Pro edition, this breakpoint can be changed or deleted and, unlike the Evo edition, the objects in the page are arranged according to the settings for this view port in the *Responsive settings* w indow .

- Breakpoint: 480px - View port: View port 2 - Interval: Betw een 719px and 480px

For resolutions betw een the *Intermediate* and *Smartphone* breakpoints, the w ebsite is linearized: this means all the objects are displayed one above the other (respecting the settings for their order and visibility specified in the *Responsive settings* w indow). As for the previous interval, the template assumes the settings given for this view port in the *Template Structure* w indow : the w idth of the *Page Contents* is set at 480px but the brow ser w indow may reach 719px and the excess space is occupied by the *Page Background.*

PRO In the Pro edition, this breakpoint can be modified or deleted and, unlike the Evo edition, the objects in the page are not linearized but arranged according to the settings for this view port specified in the *Responsive settings* w indow .
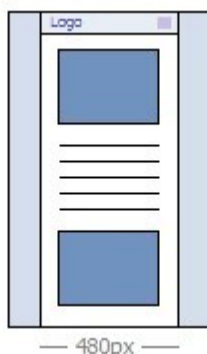
- Breakpoint: 0px - View port: Smartphone - Interval: Less than 479px

The w ebsite continues to be linearized for resolutions that are low er than the *Smartphone* breakpoint. The template appears according to the settings for this view port given in the *Template Structure* w indow and the page w idth is set as a relative value, and not absolute, so that it alw ays occupies 100% of the available space. In linearized sites, the objects are all displayed one above the other (respecting the order and visibility settings specified in the *Responsive settings* w indow) and they are also set up to occupy 100% of the w idth.

PRO This breakpoint is also displayed in the Pro edition, but it cannot be either modified or removed.

— 100% —
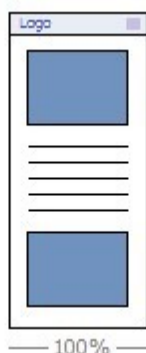
If you create a project w ith the Evo edition and set it as a responsive w ebsite, then you open it w ith the Pro edition, all the breakpoints that w ere initially set are maintained. When you w ork w ith the Pro edition, you can set new breakpoints and/ or change the existing ones.

When you start a new project, the program applies a randomly-chosen default template to it: this template is maintained until you choose to apply a different one.

5.2 Template Structure

When you w ant to define the graphic appearance of a w ebsite, WebSite X5 lets you choose a default template or a completely new one. Whatever method you choose, you can use the options in the *Template Structure* w indow to make all the changes you w ant to a default template, or to create your new template from scratch. Not only can you define the layout of the graphic template for Desktop display, but you can also specify how the template must look in the various view ports of a responsive w ebsite.

To create a responsive w ebsite, select the *Responsive Site* option in the *Resolutions and Responsive Design* w indow .

The template's Header and Footer can be completed w ith contents such as text, images, animation, galleries, search fields and links. The options for these are in the *Template Content* w indow , w hich opens w hen you click on the *Next* button.

To make your w ork easier, the *Template Structure* w indow offers a *Preview* that show s a graphic representation of the page. You can choose w hich 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.
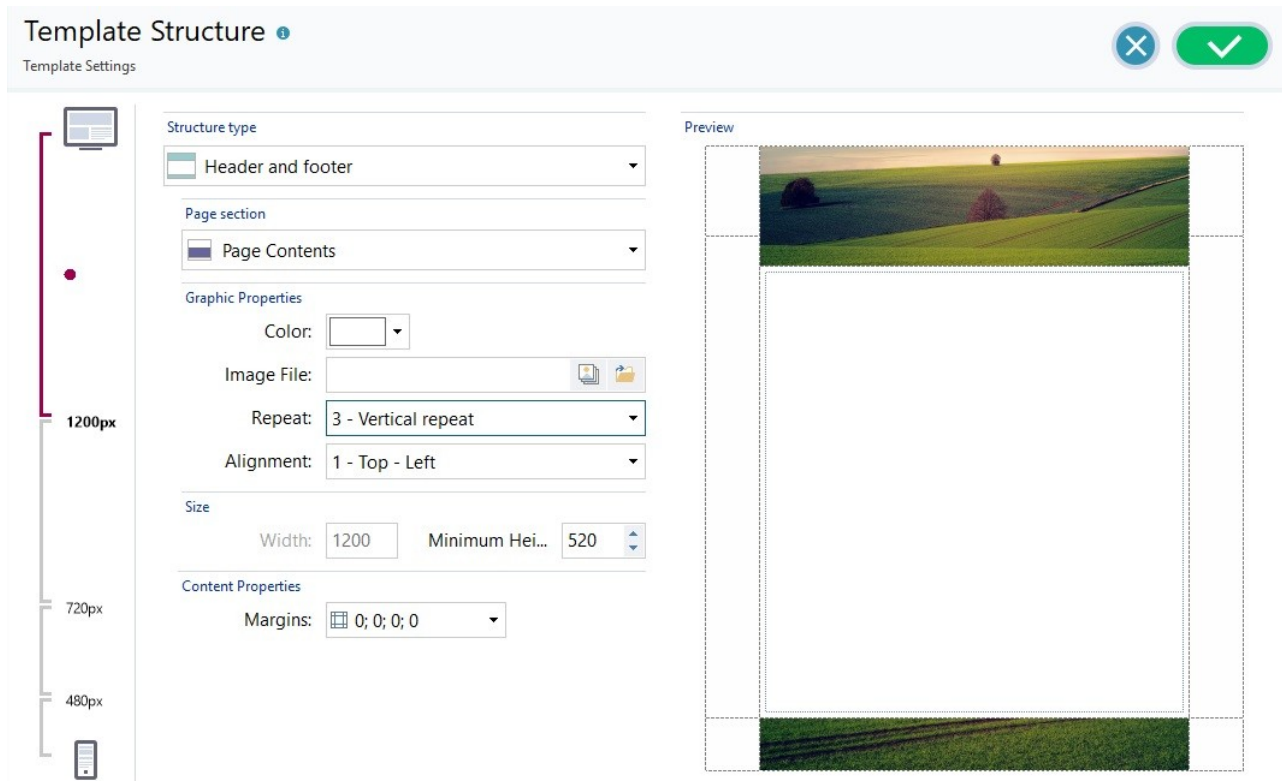
In addition, if you are working on a responsive website, the window also shows a *Responsive Bar* that repeats the information given in the *Resolutions and Responsive Design* window .

The *Responsive Bar* gives all the breakpoints that have been set and, consequently, identifies the intervals: click on an interval to select it and go on to define the template for the corresponding view port.

Once you have selected the view port to work on, you can choose the page section to change from the list or by clicking directly on the various sections of the template structure in the page preview .

It's advisable to work according to a certain order, first defining the template for the Desktop view port and then the various versions of it, with the necessary changes for all other cases, until you reach the Mobile view port.

Reference: Template Structure options

Before you start creating a custom template, you have to specify the **Structure type** , which means whether there is a sidebar or not, in addition to the header and footer. The options are:

Header and footer

Header, footer and left side bar

Header, footer and right side bar

Reference: Page section selection options

When you have chosen the template structure 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, the main navigation menu and service menus with links to such elements as the website's map and the website language choice.

Page Contents: this section contains the actual page content and any navigation menus and 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*.

Side Bar: this option is only available if you have selected a structure type that has one. It is a column on the left or the right of the page contents and can be used for creating a vertical navigation menu.

> 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 same appearance. If they aren't *Transparent,* then the *Header* and/or *Footer* will be shown as bands that cover the whole width of the browser's window.

Reference: Page section graphic 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 select the picture in the online library, using the button, or in offline folders using the *File selection* button*.*

- **Repeat:** this indicates whether the background image is to be repeated. Images can be repeated horizontally, vertically, or in both directions to take 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 size

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

The following options may be displayed, depending on the selected page section:

- **Width:** gives the width in pixels of the selected page section. You cannot manually set this value for the *Page Contents* option: it is taken automatically from the *Site Resolution* option in the *Resolutions and Responsive Design* window, if you are creating a Desktop website, or from *Desktop Viewport*, if the website is responsive.

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

- **Minimum Height:** only for the *Page Contents* section, gives the minimum height in pixels that the page contents section must have, regardless of the height of the contents that are added.
- **Extend to the width of the browser window:** this option is only available for the *Header* and *Footer* sections. It ensures that the defined aspect is applied to the full width of the browser window, and not just to the width of the page contents.

> 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* 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).

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

- **Alignment:** it specifies how the page is to be aligned in the browser's window.

The following option is available for the *Side Bar* section:

- **Keep objects on view when scrolling pages:** if this option is selected, the sidebar (set up in the *Template Content* window) remains visible when the page is scrolled.

5.3 Template Content

After you have chosen to work on a default template or an empty template and defined the *Template Settings*, you can use the features in this window to customize the template even further by working on the header, footer and sidebar (if there is one), adding various types of content, such as menus, texts, pictures, animations, galleries, HTML code, search fields and links.

You can work on the header, footer and sidebar of the graphic template for both the Desktop display and, if you are working on a responsive website, the various view ports that correspond to the breakpoints that you have set up.

> ? You must choose the *Responsive Site* option in the *Resolutions and Responsive Design* window if you want to create a responsive website.
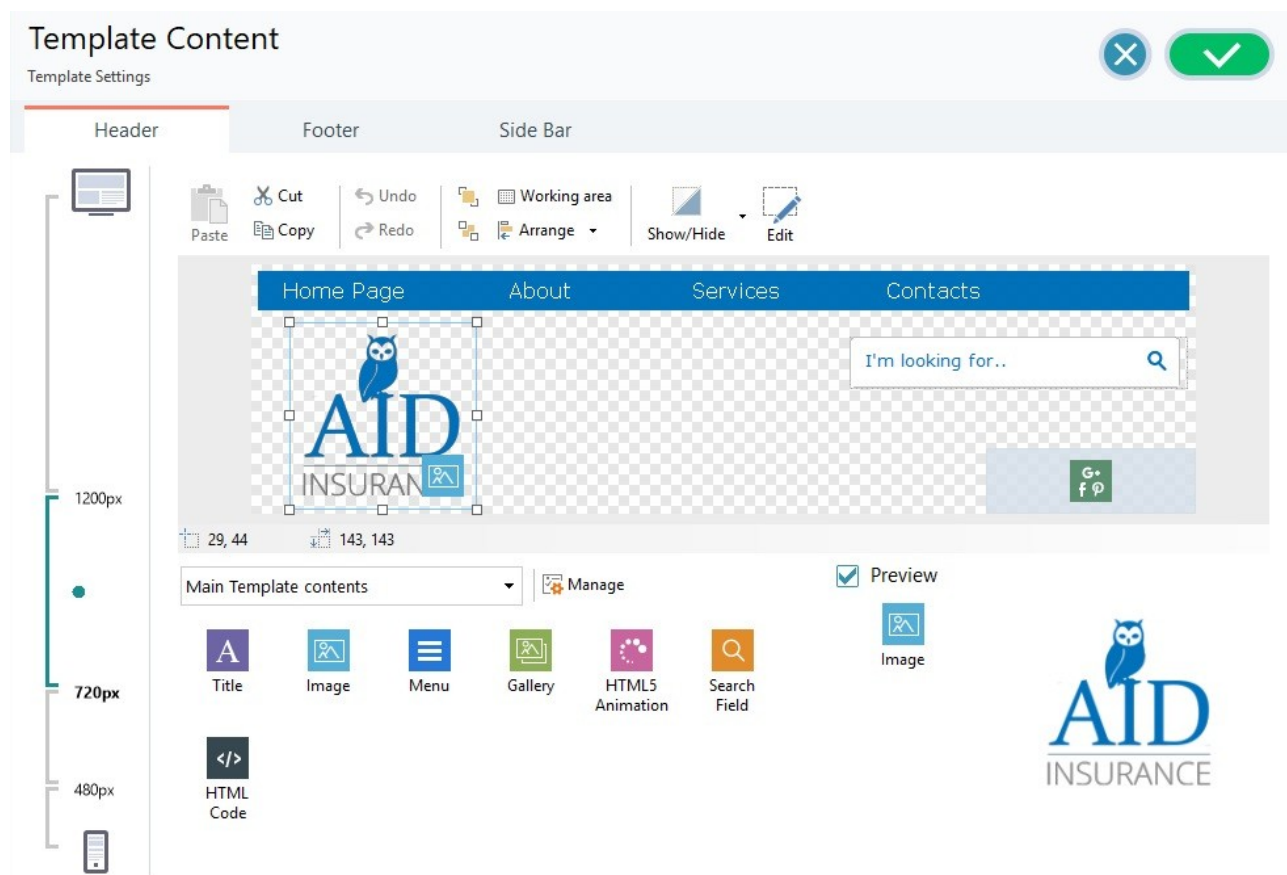
> ? The *Template Content* window is organized in the *Header, Footer* and *Side Bar* sections: the commands and options for all three are identical.
>
> The *Side Bar* section is only present if *Header, footer and left side bar* or *Header, footer and right side bar* has been selected as the *Structure type* in the *Template Structure* window.

Reference: The template editor

If you have chosen to create a responsive website, the *Template Content* window shows a *Responsive Bar* that you also see in the *Resolutions and Responsive Design* window.

The *Responsive Bar* displays all the breakpoints that have been set up and the various intervals between each breakpoint: click on an interval to select it and define the header, footer and sidebar for the corresponding view port.

As well as the *Responsive Bar*, this window also includes the graphic editor, with a *Toolbar* and, underneath it, the work area which automatically shows the background image of the header, footer or sidebar 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:** this displays the x and y coordinates of the upper right corner of the selected object, with respect to the area occupied by the header, footer or sidebar.

▪ **Size:** this gives the height and width in pixels of the selected object.

There is a list of all the objects that can be used in the template's header, footer and sidebar underneath the status bar.

These objects are the ones used to compose the pages (see *Step 4 - Pages*): they are easy to identify, thanks to the filters, and there is a preview available for each one.

Reference: The list of available objects

To insert an object in the template's header, footer or sidebar, select its icon from the list and drag&drop it in the editor, in the required position.

To make your work easier, the objects can be filtered and managed with these commands:
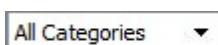
All Categories ▼	**Filter List**

This shows a list of the filters that you can use to organize the objects to make it easier to identify them. You can, for example, display all the *Main page contents* or all the *Main Template contents.*

Show Objects Management
This opens the *Objects Management* window where you can install, uninstall and update all those objects that are not included in the initial Program installation.

The objects that are included in the *Main page contents* and the *Main Template contents* are:

A	Title Object	**≡**	Menu Object
T≡	Text Object		Image Object
	Table Object		Gallery Object
	Video/Audio Object		Contact Form Object
★	Comments and Ratings Object		HTML5 Animation Object
	Product Catalog Object	**PRO**	Dynamic Content Object
</>	HTML Code Object	🔍	Search Object

Once you have inserted an object in the template's header, footer or sidebar, click on the ✎ *Content* button (or double-click the object) to open the window for actually creating it.

Reference: The toolbar options

When you have added the objects you need to the work area of the template's editor, you can select them and use the options in the toolbar to work on them.

You can make multiple selections:
▪ hold down the CTRL or SHIFT key and click on the objects you want to select
▪ click on the work area and, holding down the left mouse key, move the mouse to draw a rectangle that includes all the objects you want to select.

The commands in the toolbar are:

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

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

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.

Working area
This opens another window where you can specify the appearance of the work area. The options are:

- **Background color:** you can set the color of the work area background as *Light* or *Dark*, so that the inserted objects can be seen better.

- **Enable grid:** if the grid is active, it will be easier to place and size the objects in the work area. You can define the *Grid size* of the snap grid.

Arrange
This indicates how the objects are arranged in the work area. The available commands are:
- **Position and Size**: to specify the coordinates of the position and size of the selected object. The *Keep Ratio* option maintains the object's original proportions if you should resize it.

- **Horizontal alignment / Vertical alignment:** these are active if at least 2 objects have been selected. They allow you to align the objects horizontally (left, right or center) or vertically (top, center, bottom).

- **Distribute:** this is active if at least 3 objects have been selected. It arranges the objects so that they have the same space between them, horizontally or vertically.

Hidden object management

This option is available if you are creating a responsive website. You can indicate whether the selected object is visible or invisible in the viewport you are working on (which is set up with the *Responsive Bar*).

Click on the triangle on the button to open a menu with these items:

- *Hide for this viewport*: the selected object will be invisible in the current view port.

- *Hide for this and subsequent viewports*: the selected object will be invisible in the current view port and all the view ports with lower resolutions.

- *Hidden object management for this viewport*: a window opens with a list of all the objects that are invisible in the current view port. A preview is available for each one, and you can restore visibility from here.

Enter contents of the selected Object

This option opens a window where you can create the object selected from those in the template's header or footer. The window varies according to the type of object (text, image, etc.).

⚠️ Some of the objects in the header and footer, for example the animation and HTML code objects that you add will be visible only when the website is opened in a browser.

5.4 Text Style

The commands in this window can be used to define the styles available for the various texts in the website.

A style can be generically defined as a series of indications for formatting text and graphics that are applied to an element to change its appearance. By applying a style, you can associate several different formats in a single operation.

First of all, you have to choose the **Page Item** you want to define a style for. Select it from the drop-down 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 website pages. It is taken from the name given to the page when the website Map is created in the *Sitemap Creation* window, or, if otherwise specified, from the *Extended Page Title* in the *Page Properties* window.

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

Headings: you can define the paragraph and subparagraph titles on a Page as Headings. It is possible to define up to 6 Heading levels: in the Pro edition, by activating the *Set H1..H6 tag for the Template Headings* option available in the *Statistics, SEO and Code | SEO* window, when you choose a Heading Style the corresponding <h1>..<h6> tag is automatically applied to the text.

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 using the Text Object editor. When a 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 *Reset Format* button.

The 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.

The font that is defined for this item is used as the *Default Font* for the website's texts and appears in the drop-down menu for selecting the *Font Type*.

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. Visually distinguishing an active link from an already visited one helps the visitor to navigate the website, reminding him which parts he has already seen.

Field / Button: these are the fields and buttons in the forms that are created with the Contact Form Object, the Search Object or the e-commerce shopping cart, the login/logout fields of the Members' Area, etc. When you create a new Contact Form Object the fields and buttons in it take on the style defined here by default. You can subsequently change the style of a particular form using the options in the Contact Form Object | Style section.

Scroll-to-top Button: this is the *back to top* button, shown at the bottom of the page, which takes the visitor back to the top of the page, without having to scroll.

If you select *Page Item*, you can work on the following 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 Headings, for the Page Text or the various states of links, form fields and buttons which cannot be invisible. Making an item invisible does not mean removing it from the page's code. 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 it as a picture rather than text, but this does not mean the `<title>` tag will be deleted from the HTML code.

- **Element:** you can select which Heading level (*Heading 1 - Heading 6*) or which kind of Link (*Active Link / Mouseover Link / Visited Link*) you want to define for the style.

- **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 Template selection) and/or the Object Style that the Text Object has. Likewise, you cannot define the background color of the *Scroll-to-top Button* because this depends on the chosen style.

- **Font Type:** specifies the font, style and size to use for the text. The drop-down menu includes the list of safe fonts, which are those fonts that are found on every device and work with all browsers, and all the Google fonts and web fonts that have been added in the Web Font window (which is opened by the *Other font types* command).

- **Alignment:** you can decide how to align the page item: it can be *Left, Center* or *Right*. This option is not available for the fields and buttons, or for various link states 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 only available 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* and *Button* in forms and the *Footer Menu* can have.

- **Thickness**: you can specify the thickness of the border of the *Field* and *Button* in the forms, as a whole or singularly.

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

- **Margin:** you can set the value (in pixels) of the text margins in the *Field* and *Button* of the forms. In this case, instead of *<S2_STYLES_PAGEITEM_HEADINGS%>*, the upper and lower margins are set.

- **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 for the *Page Title*, *Page Path* and *Footer Menu*.
- **Style:** you can choose a graphic style for the back-to-top button. A mouseover effect is applied automatically to this button, to help users notice it.

5.5 Tooltip on mouse over

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 when the link is clicked.

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

- **Tooltip Position:** choose whether you want the Tooltips to be displayed on the *Left, Right, Top* or *Bottom* of the link.

- **Effect:** you can specify an entry effect for the Tooltips.

The options in the *Style* section are:

- **Background Color:** you can choose the color for the Tooltips' background.

- **<%S2_STYLES_IMTTIPSHAPE%>:** you can choose the Tooltip's shape. Each shape has a number of options associated with it, so the options for your choice may be:
- **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).

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

- **Show Tail:** you can add an arrow to the balloon that points towards the link that the Tooltips refer to.

The options for the *Text* are:

- **Text Color:** you can choose a color for the text of the Tooltips.

- **Font Type:** specifies the font, style and size to use for the text. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.

- **Alignment:** this indicates how the text is to aligned in the Tooltip: to the *Left*, in the *Center*, or to the *Right*.

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

5.6 E-mail layout

The commands in this window are for defining the style of the e-mails created, for example, in the Contact Form Object or Shopping Cart.

First of all, you have to select the **E-mail Item** you want to define a style for, selecting it from the drop-down 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 with 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 or a banner that is as wide as the e-mail.

- **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, written in a smaller font.

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 / Border Width:** 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. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.
Footer Note	▪ **Background Color:** you can select the background color for the text in the footer.
	▪ **Text Color:** you can specify the color of the text in the footer.
	▪ **Font Type:** specifies the font, style and size to use for the text. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.
	▪ **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 footer to be placed *Inside the frame* or *Outside the frame* of the main area.
	▪ **Text:** you can write the text of the footer. A default text on the confidential nature of the e-mail is available.

5.7 Pop-up window Showbox

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 *Effect* section are:

▪ **Effect:** you can specify the entry effect for the entire Show Box window. 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 the link that opens the Show box window is associated with a picture, rather than text.

▪ **Transition:** you can specify a transition effect between the pictures in the Show box window.

The options in the *Style* section are:

▪ **Color**: you can choose the color for the background area outside the Show Box. The color 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.

- **PRO** **Buttons Style:** you can choose the graphics for the buttons w hich you use to move around the pictures in the Show Box window.

The options for the *Outer frame* are:

- **Color:** you can choose the color for the background of the Show Box window.
- **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).

- **Shadow:** a shadow, specifying its color, position, diffusion and size.
The options for the *Text* are:

- **Color:** you can choose the color for the text in the Show Box window.

- **Font Type:** specifies the font, style and size to use for the text. The menu show s the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those w hich are present on all devices and do not need to be published, and all the Google fonts and w eb fonts added in the *Add web fonts* window, w hich is opened by the *Other font types* command.

- **Alignment:** this indicates how the text is to aligned in the Show Box window: to the *Left*, in the *Center*, or to the *Right*.

Finally, you have the follow ing *Options*:

- **Show progress indicator:** if you select this option, the number of the current picture (and total number of pictures) is show n in the top left corner (e.g. 3/8).

- **Enable full-screen view:** if you select this option, the Show box window will occupy the entire brow ser window.

- **Enable zooms:** if you select this option, the user w ill be able to use the commands for zooming the pictures in the Show box window.

5.8 Sticky Bar

When you scroll dow n a page, the header disappears at a certain point. The header usually contains important elements such as the logo, w ebsite title and, above all, the main navigation menu. If you w ant to avoid your visitors getting lost in your w ebsite, you can put these items in a bar that remains on view at the top of the brow ser window w hen pages are scrolled. This bar is called a Sticky Bar, because it stays stuck to the top of the window. You can use the options in the follow ing sections to customize both its contents and graphics:

- *General*

- *Contents*

If you are w orking on a responsive w ebsite, you can customize the sticky bar for the various view ports in each breakpoint. In these cases, the window displays a *Responsive Bar* w hich reflects the bar in the *Resolutions and Responsive Design* window. The *Responsive Bar* reproduces all the breakpoints that have been set and, consequently, the screen resolution intervals: click on an interval to select it and define the graphic settings or contents of the sticky bar.

> If you w ant to create a responsive w ebsite, choose the *Responsive Site* option in the *Resolutions and Responsive Design* window.

Reference: Commands in the General section

If you w ant an upper bar to remain on view w hen the header is no longer visible, you can select the **Display an upper bar** option.

You can customize the appearance of the sticky bar w ith the options in the *Style* section:

- **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. The image may be in the online library, w hich you can open w ith the button, or in one of your offline folders w hich you can select w ith the *File selection* button.

- **Repeat:** this indicates w hether 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. The image can also 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 with the sticky bar.

- **Height:** gives the height (in pixels) of the sticky bar.
- **Opacity:** you can set the amount of transparency of the sticky bar's background color. Values closer to 0 increase transparency, letting the page's contents show through.

- **Extend to the width of the browser window:** if this is selected, the sticky bar will occupy the entire width of the browser window, and not just the width of the page contents.

Reference: Commands in the Contents section

After defining the appearance of the sticky bar, you then have to work on its contents.

The graphic editor for working on the sticky bar is the same as the editor that you use for the template (in the *Template_Content* window). This editor has a *Toolbar* and, underneath it, the work area which automatically shows the background image. The image is shown on 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:** this displays the x and y coordinates of the upper right corner of the selected object, with respect to the area occupied by the sticky bar.

- **Size:** this gives the height and width in pixels of the selected object.

There is a list of all the objects that can be used in the sticky bar underneath the status bar.

These objects are the ones used to compose the pages (see *Step 4 - Pages*): they are easy to identify, thanks to the filters, and there is a preview available for each one.

> All the main elements that have been added in the header (a logo, website title and the main navigation menu, etc.) should be included in the sticky bar.

5.9   Change Template

All the settings defined for the Model in Step 2 can be saved so that you can also easily apply them to a different project later. The commands in this window therefore let you export the Model's settings into an .IWTPL file, or import a set of settings exported from another Model to be applied to your current Project.

The main commands are:

- **Export this Template settings:** allows you to export settings from your current Model and save them in an .IWTPL file.

- **Import a new Template settings:** allows you to import an .IWTPL file which contains a set of settings from another Model, and apply them to your current Project.

When you import settings from an other Model, you must specify which Breakpoints you want to keep by choosing one of the following options:

- **Replace the breakpoints with those of the selected template**

- **Keep the breakpoints of the current template**

Similarly, since there may be substantial differences between the imported Model and the current one, including in terms of the Header and Footer configuration, you must specify which Objects you want to keep in these sections. In this case, the options are:

- **Replace the objects with those of the selected template**

- **Keep the objects of the current template**

- **Add the objects of the selected template to those of the current template**

> .IWTPL files only save the images and settings relating to the design of the Model as specified in Step 2: the export phase does not save information about the content of the pages, for example.
>
> To export a project, you have to use the commands in *Step 5 - Export*.

6

Chapter

Step 3 - Map

A w ebsite is a structured collection of pages. It is important to have a clear strategy w hen planning this structure so that your w ebsite pages w ill be logically connected w ith each other and visitors w ill be able to navigate your w ebsite easily.

A w ell-structured site means the visitor w ill not get lost w hile looking through it, and w ill alw ays know w here 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 w orst case, leads to him abandoning the site altogether.

The Sitemap Creation w indow is w here you plan your w ebsite's structure. You can add all your pages and organize them in varying levels. Once you have defined the structure of the Map w ith 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 w indow w here you can w ork directly on a particular page: double-click on the item in the Map or select it and click on the *Next* button.
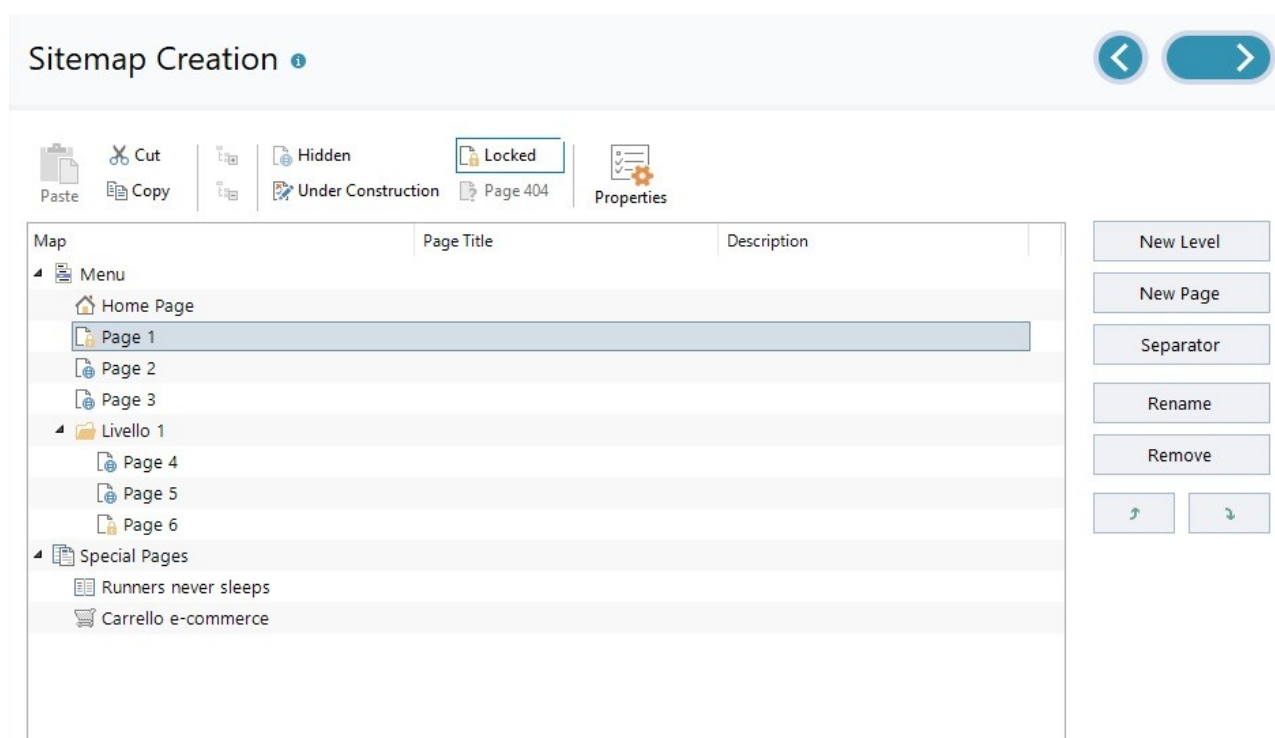
Reference: The website Map

Most of the space in the *Sitemap Creation* w indow is taken up by the w ebsite Map tree, w hich is a schematic representation of the w ebsite Map you are creating.

A basic map is show n 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 w ebsite Map you w ant.

If you add a built-in search engine (see *Search Object*), a Entry 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* w ill be added to your Map and it w ill include the follow ing items: Search, Entry page, Blog, Login and Shopping Cart.

As w ell as show ing the Map's tree structure, other useful information is given for the pages you add, such as the *Page Title* and the *Tag 'Description'*. This information is taken from the definitions given in the *Page Properties* w indow , w hich you w ill have previously filled in.

Reference: Commands in the toolbar

The toolbar above the Map offers the follow ing 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
Select this command if you w ant 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

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: only in the first case, if new users are added to a group, they will have automatic access to locked pages if the group already has access. Go to the *Access Management* window in *Step 1 - Website Settings | Advanced* to create new Groups/Users.

PRO Under Construction

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.

PRO Page 404

This option defines the selected page as the 404 Page. You can only have one 404 page in your project, and it must not be a page that is *Special*, *Locked* or *Under Construction*.

> The 404 error (or *Not Found*) is a standard status code for the HTTP protocol: it indicates that the requested element cannot be found at the specified URL. The browser could display a standard page, but it is useful to be able to create a custom 404 page that:
> - is in line with the website's theme and style,
> - contains an explanation of why the error has occurred,
> - invites the visitor to continue navigating the website.

> WebSite X5 creates a .htaccess file which contains the instructions for setting up a custom 404 page.
> This feature is only available for the Apache Web Server.

Properties

Set the properties for the selected page (in the Page Properties window) or level (in the Level Properties window) in the window that opens.

PRO 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 control access to it* for further information on setting up a Members' Area and defining access to it by creating user groups.

> - 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* button.

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.

- **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 w hen 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 otherw ise specified in the Page Properties w indow .

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

> You can also change the order to levels, pages and separators directly in the Map: select the item that you w ant 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.

6.1   The Level Properties window

The **Level Properties** w indow opens w hen you select a level from the w ebsite Map. Click on the *Properties* button to view the options available for defining the properties of the various levels in the w ebsite 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 w ay around the w ebsite.

Reference: Level properties

- **Hide the Drop Dow n Menu for this Level:** if you select this option, the dropdow n menu for this level item is not displayed w hen 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 dropdow n menu for this level" and define a "link to be executed on item click" w hen, for example, you w ant to create a link to an external site as a menu item, or if you w ant to replace a sub-menu that contains lots of items w ith 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 w ill be displayed as the level's icon in the menu.

6.2   The Page Properties window

The **Page Properties** w indow opens w hen you select a page in the w ebsite's Map. Click on the *Properties* button to see all the options available for defining properties w hich are necessary for optimizing, customizing graphics and adding code to your w ebsite pages.

The page property options are organized in 3 sections:

- *SEO*

- *Graphic*

- *Expert*

> The *Page Properties* w indow can be opened for the Special pages that appear automatically in the w ebsite's Map w hen a Search Object, Entry page, Blog, a Members' Area or Shopping cart is added to the w ebsite.

6.2.1   The SEO section

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

- **Page Title:** give the page a title that differs from the one in the w ebsite Map.

   The name given to the page in the w ebsite's Map is kept in the navigation menu; the *Page Title* given here is displayed as the page's title w hen the page is displayed online.

   In the Home Page, the title is not displayed in the Page, but you can still specify its *Page Title*: the title is alw ays used in the menu, w hile *Page Title* is used to create `<title>` tags in the Page's HTML code if you haven't activated the *Tag 'Title'* option.

- **Tag 'Title':** the field w here you'll enter the title that w ill be inserted as the value of the `<title>` tag in the Page's HTML code.

   If this option is not activated, the *Page Title* is automatically reproduced as the value of the `<title>` tag.

> It's useful to be able to differentiate betw een the text inserted as *Page Title* from the *Tag 'Title'* text. In fact, the former should be w ritten w ith the Page's readers in mind, and should be compelling; the latter, instead, should be composed

- **Tag 'Description':** the field w here you'll enter the description that w ill be inserted as the value of the Description meta tag in the Page's HTML code. This text is generally used by Search Engines to create the snippets seen in the SERP (Search Engine Results Page): to be effective, it should be concise and meaningful.

- **Tag 'Keyw ords':** the field w here you w ill enter the keyw ords (each separated w ith a comma) that w ill be inserted as the values for the Keyw ords meta tag in the Page's HTML code. Search Engines w ill use them for indexing.

- **File Name:** you can specify the name of this page's HTML file.

  Unless otherw ise specified, the default name of the HTML file is the name given to the page in the w ebsite's Map. Use short and meaningful names so that the address is simple and easy to remember. It w ill also help improve search engine indexing. This option is not available for the Home page.

6.2.2   The Graphic section

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

First of all, you can give the page a different background to the other pages in the w ebsite, that is defined in the selected template (see *Template selection*). Remember that the page background is the area around the page that is show n w hen the brow ser w indow is opened w ith a higher resolution than that of your w ebsite.

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

- **Link:** opens the Link w indow , w here you can associate a link directly w ith 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 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 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 w hen the page contents are scrolled.

The background of the selected page's contents can also differ from that of the other pages in the w ebsite, 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*, w hich 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 w ithout the Template:** if you select this option, the parameters of the template (default or custom - see *Template selection*) w ill not be applied to this page: it w ill be a page w ith contents but no graphics and no navigation menu.

- **Page Width:** this option is only available if you have selected the Create the Page w ithout the Template option: it specifies the w idth of the page in pixels.

6.2.3   The Expert section

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

- **File Name Format:** indicates the format in w hich 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* in the w ebsite Map toolbar): it must remain .PHP.

- **Custom Code:** indicate w here custom code is to be added in the page's HTML code: *Before opening 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 w here to add your custom code, type in or paste the section of code in the field.

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.

You can use the `[CURPAGE]` string to write custom code: the program will automatically replace it with the name of the file that corresponds to the current page.
This is particularly useful for adding entries like those for the `link rel="alternate"` and `link rel="canonical"` tags (used to tell Google™ when you have different URLs for desktop and mobile versions of your website), or the `link rel="alternate" hreflang="x"` tag (used to tell Google™ when you have localized versions of the same website).

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.

7

Chapter

Step 4 - Pages

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**.
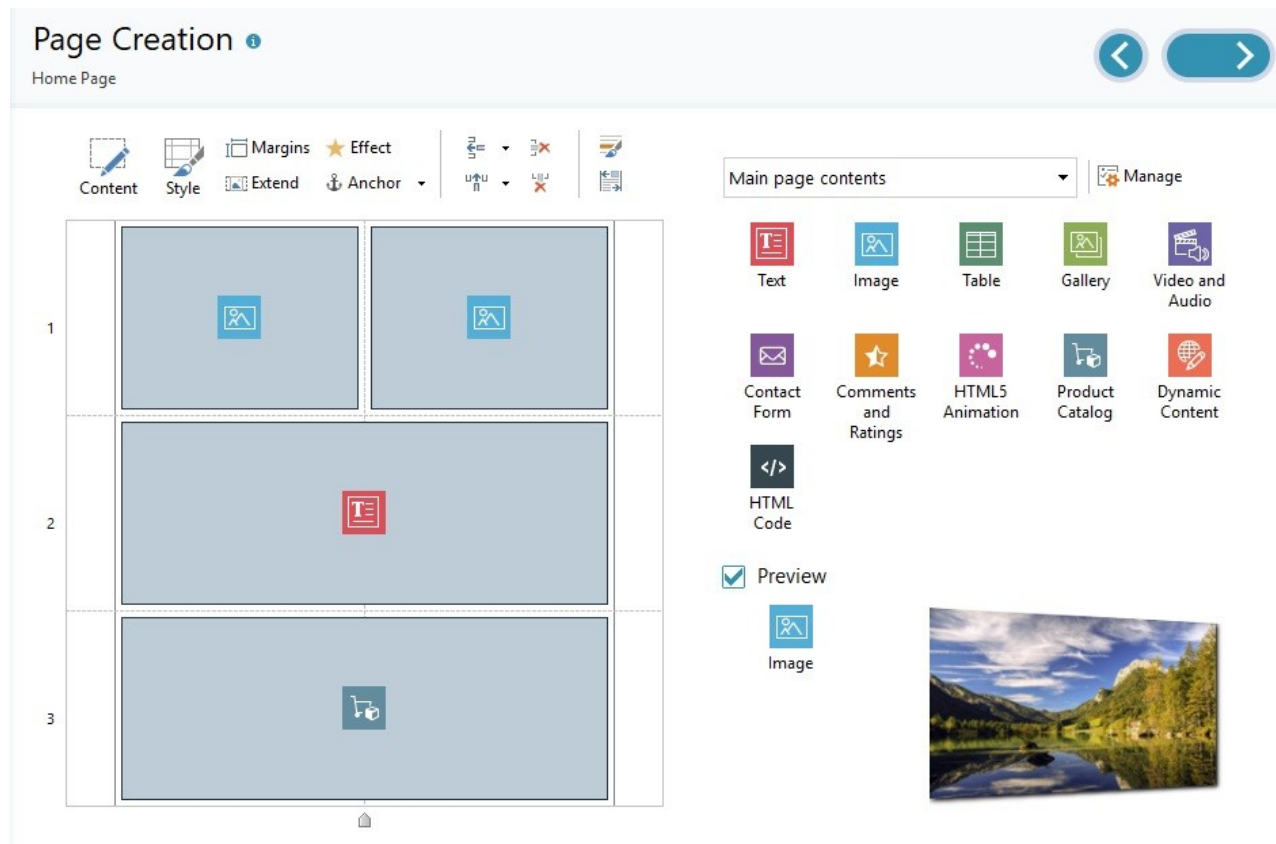
Reference: The page layout table

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, so that it takes up more space in the page.

The way in which cells are displayed in the page layout table changes according to their status:
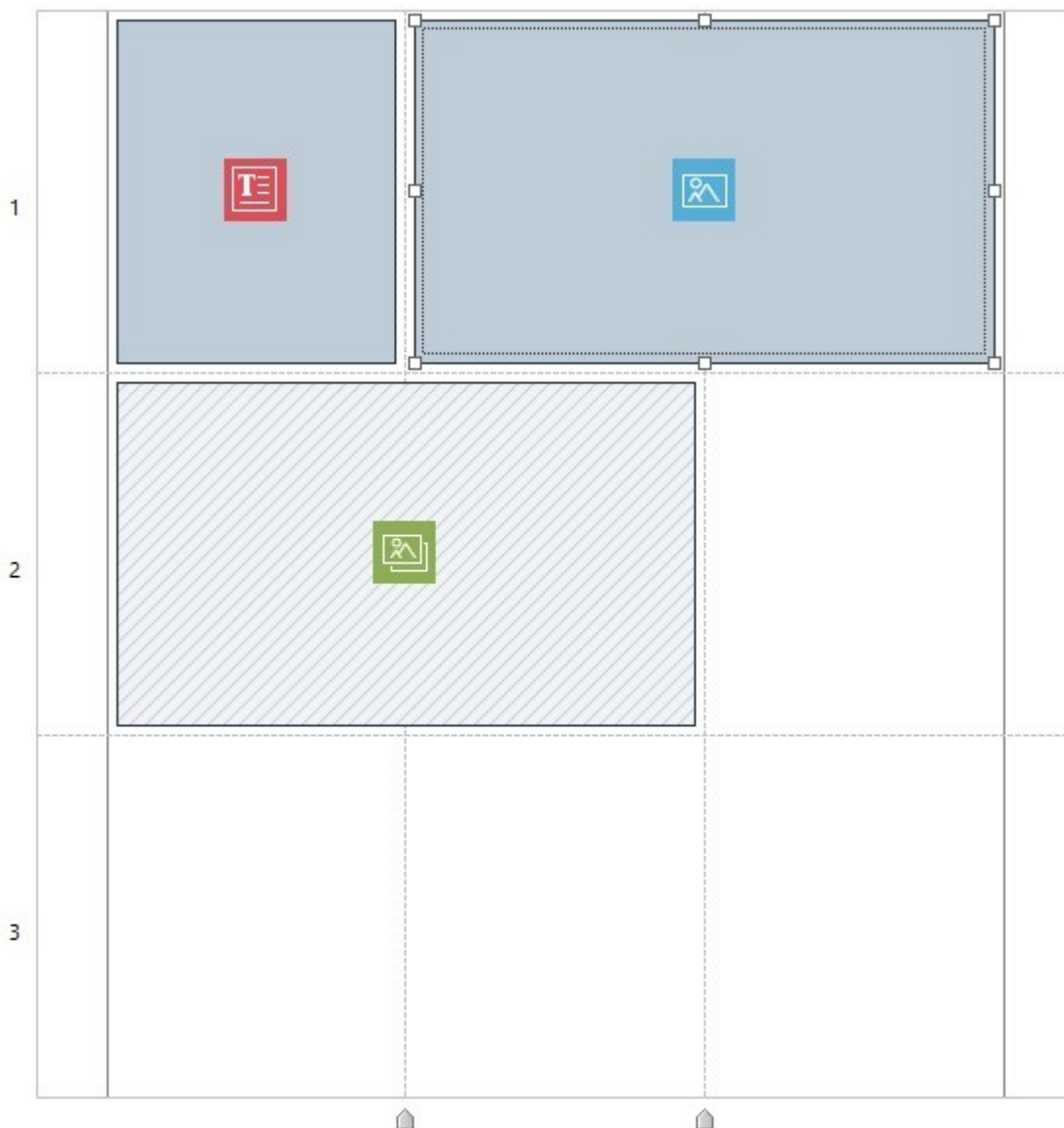
- If the cell contains an object that has not yet been populated, the object's icon is displayed in the cell with a background of gray diagonal lines;

- 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.

To make working with the page layout table easier, all the rows in the table are numbered (in the lefthand side) and the column width cursors appear along the lower border.

Reference: The toolbar commands

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

Content
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, etc.).

Style
This command opens the *Object Style* window where you can define the appearance of the object selected in the page layout table.

Margins
Opens the *Margin and Alignment*: window: using the options available, you can set the pixel value for the exterior and interior margins of the current Object, as well as align the Object vertically and horizontally in relation to the Cell in which it

is contained (see *The Box Model in WebSite X5*).

Extend

This allows the selected Object to extend to fit the entire width of the Page (determined by the Model) and take up all of the available space in the Browser window.

The button is always active, but it only actually takes effect if the selected object is the only one present in its line. In the Page Layout Grid, the Objects for which the *Extend* feature has been activated are easily recognizable since they are larger than the columns that make up the page. Clicking on the *Extend* a second time restores the Object to its normal behavior, meaning it will adapt to the width of the Page rather than that of Browser window.

Effect

This command opens the *Reveal effect* window where you can specify the transition to associate with the object selected in the page layout table.

Set an Anchor to the selected Object

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*.

> 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.

Add a Row before the selected Cell/Add a Column before the selected Cell

You can add a new row or column to the page layout 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 the selected Row/Remove the selected 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).

Row Formats

This command opens the *Row Formats* window where you can set the format of the row containing the objects.

Responsive

This command opens the *Responsive settings* window where you can specify the behavior of each object on the basis of the page's resolution.

> Before you can use the options in the *Responsive settings* window, you must first choose to create a responsive website, selecting the option to do this in the *Resolutions and Responsive Design* window.

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.

To make it easier to choose the most appropriate object, you can filter them and use the following options:
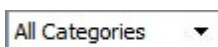
| All Categories ▼ | **Filter list** |

This option shows a list of the filters that are available for selecting objects that are used for a particular purpose. You can, for example, show all the *Main page contents* or the *Main Template contents.*

Show Objects Management

This opens the *Objects Management* window where you can install, uninstall and update all the objects that are not included in the initial Program installation.

The objects that are *Main page contents* and *Main Template contents* are:

Title Object

Text Object

Table Object

Video/Audio Object

Menu Object

Image Object

Gallery Object

Contact Form Object

Comments and Ratings Object

HTML5 Animation Object

Product Catalog Object

PRO Dynamic Content Object

HTML Code Object

Search Object

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

7.1 Page Layout Table and Toolbar Commands

7.1.1 Object Style

WebSite X5 makes it easy for you to create pages in your w ebsite by dividing the space into cells in the page layout table. The number of cells depends on how many row s 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).

Each content type may have its ow n style. You can w ork on margins, borders and backgrounds to create, for example, background boxes for content that you w ant to put in the foreground.

To define the style of an object, select it and click on the button to open the *Object Style* w indow . The options in this w indow are divided into the follow ing sections:

- *Style*

- *Text*

- *Library*

7.1.1.1 The Style section

You can use the commands in this section to define the style of the object you have selected in the page layout table.

First of all, you have to choose the type of *Background* you w ant for the object, and you can choose from:

Colored background: the background is filled w ith a solid color.

Gradient background: the background is filled w ith 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 object's background.

Fit to Cell background: the background image is cut and fitted exactly to the size of the object (see *How to work on the Object style*)

You can now specify the *Settings* for each background style. The possible available objects are:
- **Background 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 w hether the first or final color is the most important, defining the space (as a %) in w hich the transition from the first and final color is to occur.
- **Direction:** set the angle w idth according to w hich the shade is oriented.
- **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background. You can choose an image from

  the online library that opens w hen you click on the button, or from an offline folder by clicking on the *File selection* button.
- **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 background image is to be aligned inside the cell area.
- **Color Saturation:** you can change the color hue of the object's background image: a "coloring" effect is applied to the image so that it tends tow ards the color you w ant.
- **Block w idth / Block height:** you can set the size of the portions of the background image to be cut, so that you can indicate w hich parts of the image are to remain fixed, and w hich are to be repeated (see *How to work with the Object Style*).
- **Opacity:** you can set the amount of transparency of the background's image/color/shading. Values closer to 0 increase

transparency of the object's background, 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).

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

7.1.1.2 The Text section

Use the commands in this section to add and define the style of the text that complete the style of the selected object 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 object.

   Header Image: this is a picture that will be included in the current object's header, next to the Title.

   Description Text: this is the text that will be shown as a caption under the current object.

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:

The settings for the *Title* and *Description Text* are:

- **Content:** enter the title or object description.

- **Background 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. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.

- **Alignment:** you can specify how the text is to be aligned in the cell that contains the object: 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 settings for the *Header Image* are:

- **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 that contains the object: 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 borders of the cell containing the object and, consequently, with respect to the *Title*.

The following *Options* are also available for the *Description Text*:

- **Display:** this indicates whether the description is always visible or whether it is displayed/hidden on mouseover.

- **Link:** this adds a link to the description. Click on the 🔗 button to open the *Link* window, where you can choose the options and the action to be taken.

7.1.1.3   The Library section

In this section, you can choose existing settings, saved as a Style, to apply to the current object, or you can save the settings of the current object as a new Style, to be used for other objects.

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 object.

- **Add:** you can save the graphic settings defined in the *Style* and *Text* sections for the current object 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 object are maintained, but not the contents, which could obviously vary from one object 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*.

7.1.2   The Reveal effect window

This window opens when you click on the ⭐ button in the toolbar of the page layout table in the *Page Creation* window. You can use the commands in this window to specify how the objects in a page are to appear (see the *Page Creation* window).

> The available effects are all created in CSS and supported by all the main browsers.

Use this option to choose the effect to apply:

- **Effect List:** it displays a list of all the effects you can choose from. Select an effect to see a preview of it.

After you have selected the effect to apply to an object, you can define the following *Options*:

- **Display time:** sets the time (in seconds) that the effect lasts for.

- **Repeat effect every [sec]:** this is only available for the effects that require the object to be immediately visible: the effect will be repeated after the specified pause.

- **Enable Lazy Loading:** this is only available for certain objects (for example the Image Object): the pictures are not loaded as soon as the page opens, but only when they actually have to be displayed. In this case, the pictures fade in.

> You can use the *Enable Lazy Loading* option so that the pictures in a page are not loaded all at the same time, but only in the moment they have to be displayed: this means that the page opens more quickly and navigation is therefore faster.

7.1.3   The Row Formats window

This window opens when you press the Row Formats button in the toolbar of the page layout table in the *Page Creation* window. You can use the commands in this window to define the graphic format of the rows, where groups of objects are placed horizontally on the page.

The *Row Formats* window shows:

- a layout of the page's configuration as it was defined in the *Page Creation* window,
- the list of available options.

Select the row you want to work on and use the available options to define its format. The selected row will be shown in blue and its number appears in boldface.

There is a dot next to each row which is shown full or empty, depending on whether the row format has already been defined or not.

Consecutive rows can be linked together so they have the same format. It is also possible that rows are linked together automatically, as a result of how the objects are arranged in the page layout table or of how they are re-arranged in responsive

websites. For more information on this, see How to define the row format.

Once you have selected the row, or group of rows, to work on, the first thing to do is specify the type of *Background* you want for the row, and you can choose from:

Colored: the background is filled with a solid color.

Gradient: the background is filled with shaded color and you can specify the first and final colors, and the direction of the shading.

Image: an image is used as the row's background.

Image list: a slideshow is used as the row's background: the pictures appear one after the other, in a continuous cycle.

Video: a video is used as the row's background.

Map: a map is used as the row's background.

You can now specify the *Settings* for each background style. The possible options are:
- **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 (as a %) in which the transition from the first and final color is to occur.
- **Direction:** set the angle width according to which the shade is oriented.
- **Local File on PC:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background. You can choose an image file from the online library, using the button to open it, or from an offline folder on your PC, using the *File selection* button.
- **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 row area.

- **Add... / Remove:** you can create a slideshow to use as the row's background, adding new files (in .JPG, .GIF, .PNG format) or removing selected files that have already been added.

   Click on the triangle in the *Add...* button to display a sub-menu with the *Add Image...* and *Image from Online Library...* items.
A collection of over 900,000 royalty-free pictures is available in the window that opens with the *Image from Online Library...* command, and it's easy to select the one you want to import.

- **Move up / Move down:** use these options to change the order of the pictures in the slideshow.

- **View:** this option specifies how the slideshow is displayed in the row's background. You can choose from:

   - *Pictures in timed sequence:* the pictures are displayed in sequence, fading out after 3 seconds.

   - *Pictures scrolled:* the pictures are displayed one at a time, with no transition effect. Passage from one picture to the next is by manual scrolling.

   - *Pictures overlaid:* the pictures are all shown at the same time, one on top of the other. In this case, best results are obtained if you use pictures in .PNG format with transparency and apply the parallax effect.

- **Video type:** this indicates whether you are using a *Local File on PC*, a *Internet file* or a *YouTube Video URL* as the video for the background.

- **Local File on PC / Internet file / YouTube Video URL:** you will see one of these options, depending on the selected *Video type,* and you can now select the video file to import or type in its URL, if the video file is already online.

- **Cover image:** you can specify a preview picture to associate with the video. Again, you can choose an image file from the online library, using the button to open it, or from an offline folder on your PC, using the *File selection* button.

> The preview picture appears before the video and fades out when this starts. Setting up a preview picture is, therefore, particularly useful for mobile devices where videos are never started automatically.

- **Address:** this is the address to be shown on the map that is used as the row's background.

- **Style:** this indicates the type of map, which can be *Roadmap*, *Satellite*, *Hybrid* or *Terrain*.

- **Zoom factor:** this gives the zoom factor for displaying the map.
- **Opacity:** you can set the amount of transparency of the background color/shade/image/video/map. Values closer to 0 increase transparency, letting the page's background show through.

As well as choosing a particular background, you can also apply an *Overlay*, which is a sort of colored filter, indicating these parameters:

- **Color:** this indicates the color to use for the background's overlay.

- **Opacity:** this value indicates the transparency of the overlay color. Values closer to 0 increase transparency, letting the row's background show through.

- **Enable color transition:** select this option if you want to animate the background's overlay. The animation is a loop transition from the initial color to the **End Color,** passing through the **Intermediate Color**, if there is one.

Finally, you can use these *Options*:
- **Extend to the width of the browser window:** the row format is extended for the full width of the browser window, and not just to the width of the page contents.
- **Effect:** this starts the parallax effect on the selected row. Parallax is a visual technique whereby the background and foreground images move at different speeds. This creates a 3D illusion when the page is scrolled down, giving an attractive element of depth to the overall effect, which visitors appreciate. You can choose different types of parallax: *Parallax*, *Inverse Parallax* and *Fixed Parallax.*

> The parallax effect is based on images moving at different speeds, therefore it cannot be used if the row's background is a solid color.

7.1.4   The Responsive settings window

You can use the commands in this window to define how each object in a page behaves, according to the screen resolution. This window appears when you click on the ⬅ *Responsive* button in the toolbar of the page layout table in the *Page Creation* window.

> Before you can use the options in the *Responsive settings* window, you must first indicate that you want to create a responsive website by selecting the option for this in the *Resolutions and Responsive Design* window.

The *Responsive settings* window shows:

- the *Responsive Bar* which shows all the breakpoints and corresponding view ports, that were defined in the *Resolutions and Responsive Design* window. Click on a view port to select it.

- a short list to remind you of the operations you can do on the page, according to the selected view port;

- a grid that shows the page's configuration, with the necessary commands for defining object behavior.

If you select the *Desktop* view port on the *Responsive Bar*, the configuration defined in the *Page Creation* window is shown in the grid. Starting from this situation, you must define the necessary changes to the page layout when the page is displayed at a resolution that falls within the view port immediately after the current one. So, you need to:

1. define the order in which the objects are to be displayed.

2. decide whether any objects are to be hidden and, if so, which.

3. **PRO** define the line breaks.

When you have finished working on the grid, you have to select the next view port on the *Responsive Bar*: the configuration is updated according to the settings for the *Desktop* view port and now you can continue with the layout changes to define how the page will be displayed when it is shown at a resolution that falls within the next interval. Continue in this way for all the view ports that you have defined, until you come to the last one, the *Smartphone* view port.

You don't have to set a display order for the objects in intermediate view ports because they inherit the settings from the *Desktop* view port.

You don't have to do anything for the *Smartphone* view port because all the objects that haven't been hidden will be completely linearized, one after the other.

The commands for re-defining the page layout and object behavior when a new breakpoint is reached are shown in the toolbar above the grid:

Display Order

Here, you can decide the order in which the various objects are displayed in the page.

The program automatically suggests a display order for the objects in the grid: each object's display order number is shown in the bottom righthand corner of the object. If you want to change the default order, select the Display Order option and click on the objects in the grid in the order you want them to be linearized: when you click on an object to put in order, the program highlights the objects that can follow it with a red border and you must choose one of these.

If you click a second time on the selected object, you undo the selection and continue from the previous position.

Depending on how the objects are placed on the page (the number of cells that they occupy and their position with respect to other objects), you may find that you create blocks of objects as you put them in the order you want. An object block is treated as a single object at subsequent breakpoints. These blocks are highlighted in the grid so you know where they are, and they influence the subsequent display order possibilities.

Click on the triangle in the *Display Order* button to display a submenu with these items:

- *Order all the objects from the beginning*: this option is selected by default and the first object you click on will be the first in the order of display. You then have to click on all the other objects in the order you wish them to appear.

- *Continue ordering from an object*: you have to select the object in the grid from which you want to start your own display order. This means you accept the default numbering up to a certain point, and then you decide yourself the order in which the remaining objects are to be displayed. Click on the objects in the order you want them to appear, respecting the indications on your possible choices that are given by the program.

The object display order finishes when you reach the last object on the page. You can interrupt the selection before reaching the last object, by using the following commands:

- *Complete ordering*: this ends the display order procedure and confirms the selections made so far.

- *Cancel object order*: this interrupts the display order procedure and undoes the selections you have made, restoring the original display order.

For further information, see How the Object Display Order works.

Show/Hide Objects

Use this command to make objects, selected in the grid, visible or invisible.

Click on an object to make it invisible: it will be shown differently in the grid but it will maintain its position in the order you have specified.

Making an object invisible at a specific breakpoint means that, when the page is displayed at lower resolutions, the object in question will not appear. All the visible objects will be rearranged as though the invisible object did not exist.

When an object is made invisible at a certain breakpoint, it will not appear in the grid for the lower resolution breakpoints.

When you have finished selecting the objects to make invisible for the breakpoint you are working on, click on the *Show/ Hide Object* button again to confirm your settings.

PRO Line break

Use this command to force a line break so that an object, or a block of objects, is displayed on a new line in the grid at lower resolutions than the breakpoint you are working on.

The program displays a broken gray line in the grid where it is possible to add a line break, and you only have to click on this to add one. The broken line now becomes red: click a second time to remove the line break.

When you have finished, click on the *Line break* button again to confirm your selections.

For further information, see How to add Line Breaks and why you need them.

7.1.5 The Objects Management window

This w indow opens w hen you press the ⬚ button at the top of the Object List in both the *Template Content* and *Page Creation* w indow s, and you can use the commands in it to install and display all the optional objects that already contain the main objects, installed by default.

The main objects are the ones most frequently used for creating pages and the template's header and footer, and include the text object, image object, gallery object, title object, search field object, etc. All the main objects are installed w ith 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 show ing/ hiding the optional objects, each user can organize the w ork 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 follow ing commands make it easier to find and w ork on the installation of the optional objects:
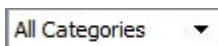
[All Categories ▼]	**Filter List** This command displays a list of the filters that are available for selecting objects to be used for a particular purpose amongst all those available.
▤↓ A↓	**Order by category - Alphabetical order** You can indicate how the objects are to be ordered: according to their category they are in, or in alphabetical order (according to their name).
▦ ▦	**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). Click on the button to open a submenu w ith the commands for updating all the objects or just the selected object.
	Search Enter the name of the object you w ant to search for.

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 w ill need to have enough Credits and be connected to the Internet to continue w ith your purchase.

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

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

> ⚠ You must be connected to the Internet to:
> - Display preview s of all the available optional objects. If you are offline, you w ill only see preview s 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.

7.2 Title Object

As the name suggests, the Title Object is specific for creating titles to insert in both the template's header and in the page content. Unlike the Text Object, the Title Object doesn't open an actual text editor, but it does provide all the features necessary for w riting a short text, formatting it and specifying some style settings.

The main advantage of the Title Object is that it simplifies w ork on the header tags (from `<h1>` to `<h6>`), thus improving the page structure and, consequently, the level of search engine optimization.

Reference: Title Settings

When you add an Title Object you can specify the follow ing *Properties*:

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

- **Font Type:** specifies the font, style and size to use for the text. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.

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

- **Alignment:** to align the text to the *Left, Center* or *Right*.

You can give titles a *Style* which you define with the following parameters:

- **Style:** this defines the type of shadow, if you want one.

- **Color:** this defines the color of the shadow.

- **Diffusion:** this defines the shadow's diffusion.

- **Offset X / Offset Y:** these define the vertical and/or horizontal distance of the shadow from the title. A positive value moves the shadow down or to the right, whereas a negative value moves the shadow up or to the left.

It is also possible to apply an *Effect* to a title, and these are the possible parameters you can set:

- **Effect:** this defines the type of effect to apply.

- **Angle / Angle X / Angle Y:** these give the rotation direction and angle and/or distortion to apply to the title.

Finally, you can complete the title with the following *options*:

- **Heading Tag:** this indicates whether the title is to be added in the page's HTML code as a heading and at which level.

> In the HTML language, page headings (or titles) are inserted with the tags from `<h1></h1>` to `<h6></h6>`. The `<h1>` tag is used for the highest heading level and the other tags, `<h2>`, `<h3>` ... `<h6>`, are used in succession for lower levels, subsections, and so on. Care must be taken to respect the level order and not jump levels.

- **Link:** this adds a link to the title. You can define the link in the *Link* that opens.

- **Adapt font size to the width of the object:** if you select this option, the title's font size will be adapted to the available space. If you are creating a responsive website, this means that the title's size gets smaller as you pass on to lower resolutions. If this option is not selected, the size of the title remains constant and will be displayed on more than one line, if there is not enough space to show it on one line.

7.3 Menu Object

You can use the Menu object to add the navigation menu to your website.

The Menu object can be inserted in the template, using the editor in the *Template Content* window, or in a page, in *Step 4 - Page Creation*.

Menus are created and updated automatically by the program, according to the website's map that is set up in *Step 3 - Map*. The menu types are:

- **Main:** this is the website's main navigation menu. The items correspond to those in the top level of the website map.

- **Level Menu:** level menus are displayed when the mouse passes over an item in the main menu. They show the contents of the main menu's branches.

- **Hamburger Menu:** this menu appears when the Hamburger button is clicked. The Hamburger button substitutes the menu and appears when there isn't enough space to display the whole menu.

The commands for defining the menu's appearance are organized in the following sections:

- *Main*

- *Level Menu*

- *Hamburger Menu*

7.3.1   The Main section

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

First of all, you have to indicate which level is to be used to create the menu: go to the sitemap and select the required level. The various items at this level will be used as items in the menu. When you have done this, you can select the options in the *View* box to work on:

▪ **Main menu alignment / Hamburger Button alignment:** these two options respectively define how the menu and hamburger button are aligned (*Left, Center* or *Right)*, with respect to the space available for the Menu object. If the Menu object has been inserted in the template editor, the available space depends in the size of the object. If, on the other hand, the Menu object has been inserted in a page, the available space is determined by the size of the cell in the page layout table that it has been added to.

> When there isn't enough space to display all the items, the menu is automatically replaced by the hamburger button. This also happens when the website is not responsive (indicated in *Resolutions and Responsive Design*). Remember, therefore, that the hamburger button can be used in desktop websites as an alternative to the traditional navigation menu.

▪ **Always display the Hamburger Button:** this allows the Hamburger Button to always be displayed instead of the main Navigation Menu, regardless of whether the available space is large enough to accommodate the expanded view of all the options.

The options in the *Button 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).

▪ **Spacing:** you can specify the outer margin in pixels (the space between each button).

> 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*.

▪ **Border:** use this option to indicate the border thickness and corner bevel of the buttons. You can define each button individually.

The options in the *Button text* section are:

▪ **Text font:** 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*.

You can now define the appearance of the single items in the main menu. First of all, select the **Menu item** you want to work on: *Background*, *Menu Item*, *Item on mouseover*, *Item for Current Page*, *Separator*.

The following options are available in the *Style* section, depending on which menu item you have selected:

▪ **Background color / Text color:** define colors for the Background, the various states of the Menu Options, the Menu Separator, and the Hamburger Button.

▪ **Opacity:** this sets the level of transparency of the menu object's background color. Values closer to 0 increase transparency, letting the page's background show through.

▪ **Border:** this defines the color, thickness and bevel of the corners of the background border (all 4 corners or singularly). If you are working on the menu items in their various states, you can only define the border color: thickness and bevel values are taken from the parameters given in the *Button style* box.

▪ **Margin:** this sets the value (in pixels) of the buttons' external horizontal and vertical margins. The margin determines the size of the menu's background.

▪ **Background image:** 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.

▪ **Use the same settings as the Mouseover state / Use the same settings as the Menu Item:** available, respectively, for the *Item for Current Page* and *Hamburger Button* elements, allow the use of the same options defined for the *Item on mouseover* or the *Menu Item*; otherwise these two elements can have different settings.

- **Effect:** this option is only available for the *Item on mouseover:* it indicates the effect on the button on mouseover

- **Button text:** this option applies a text style to the selected menu item or menu separator: *Normal, Bold, Italics* or *Underlined*. This style is in addition to the definitions given in the *Button text* box.

7.3.2 The Level Menu section

You can use the commands in this section to give some general settings for the level menu.

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

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

Arrange in multiple columns: the items in the level 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*).

As well as the *Menu Type*, the *View* box also includes the following items:

- **Max Items per Column:** this is only available for *Arrange in multiple columns* menus: it indicates the maximum number of items that each column in the pop-up menu can have.

- **Opening:** this indicates on which side of the main menu the level menu is to be shown.

- **Effect:** this indicates the display effect for the menu.

When you have selected the *Menu Type,* you can work on the options in the *Button 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).

- **Spacing:** this sets the value (in pixels) of the outer margin, which is the space between one button and the next.

> The width of the buttons must take into consideration the total space available for the menu: this parameter can be changed if you are not using a default graphic template (see *Template Structure*).

The options in the *Button text* section are:

- **Text font:** 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*.

You can define the appearance of the single elements in the level menu. First of all, you have to select the **Menu item** you want to work on: *Background*, *Menu Item*, *Item on mouseover*, *Item for Current Page, Separator* or *Separation line*.

Depending on which elemtn you have selected, the following option may be available in the *Style* section:

- **Background color / Text color:** these define the color for the background, the text of the various items in differeing states, the menu separator and the *Separation line* item.

- **Opacity:** this sets the level of transparency of the background color. Values closer to 0 increase transparency, letting the page's background show through.

- **Border:** use this option to indicate the color, thickness, corner bevel and shadow of the background's borders. Remember that you can define each element individually.

- **Button text:** this applies text styles (*Normal, Bold, Italics, Underlined*) to the *Item on mouseover* or *Separator*. This style is in addition to the parameters given in the *Button text* box.

- **Background image:** this is only available for the *Menu Item, Item on mouseover* and *Separator* 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.

- **Use the same settings as the Mouseover state:** only available for the *Item for Current Page* element, allows the use of the

same options defined for the *Item on mouseover*; otherwise the two states can have different settings.

- **Width:** this is only available for the *Separation line* item, and it sets its width as a percentage of the width of the pop-up menu.

- **Style:** this is only available for the *Separation line* item. and it sets the line as *Full, Dashed, Dotted, Grooved,* or *Ridged*.

7.3.3   The Hamburger Menu section

When there isn't enough space to display all the items in the main menu, this is automatically replaced by the Hamburger button. This also happens if you did not choose to create a responsive website (in *Resolutions and Responsive Design*).

> If the Menu object is inserted in the template editor, the available space depends on the size of the object itself. If, on the other hand, the Menu object is inserted in a page, the amount of space is determined by the size of the cell in the page layout table.

Regardless of the space available for the Menu, you can choose to always use the Hamburger Button by activating the *Always display the Hamburger Button* option in the *Main* section.

The Hamburger Button is square, and its height and style are defined using the options in the *Main* section.

Click on this button to open the pop-up hamburger menu, which shows the first-level items of the main menu.
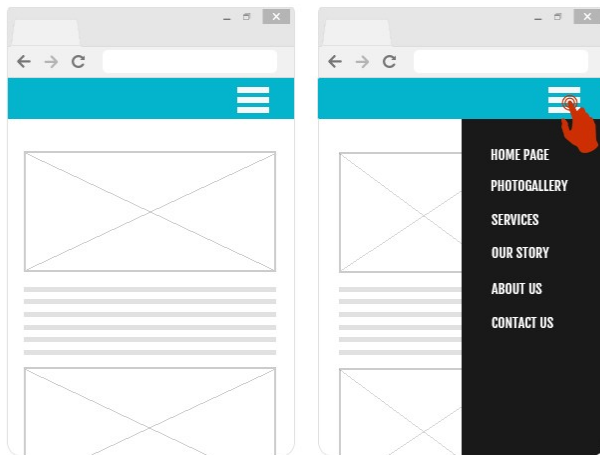
You can use the options in the *View* section to define the style of the hamburger menu:

- **Opening:** this specifies whether the menu opens on the right or the left when the hamburger button is clicked.

- **Effect:** this specifies the effect with which the menu is displayed.

- **Time:** defines the speed with which the Menu appears upon clicking the Hamburger Button.

The hamburger menu is displayed on top of the page so you can define some options for the *Content overlay style*:

- **Background color:** this specifies the color of the hamburger menu's background. This color is semi-transparent (taking the value of the *Opacity* option*)* and it creates a filter to dim the page underneath.

- **Opacity:** this specifies the level of transparency of the hamburger menu's background color. Values closer to 0 increase transparency, letting the page's contents show through.

The options for the *Button style* 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).

- **Spacing:** this sets the value (in pixels) of the space between each button (outer margin).

The button w idth must take into account the overall space available for the menu: this parameter can be changed if you are not using a default graphic template (see *Template Structure*).

The options in the *Button text* section are:

▪ **Text font:** 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*.

You can define the appearance of the single elements in the hamburger menu. First, select the **Menu item** to w ork on: *Background*, *Menu Item*, *Item on mouseover*, *Separator* and *Separation line*.

The options in the *Style* section depend on w hich element w as selected. The possible options are:

▪ **Background color / Text color:** these define the color for the background, the text of the items in their various states, the menu separator and the *Separation line*.

▪ **Border:** this defines the color, thickness and shadow of the background borders (as a w hole or singularly).

▪ **Button text:** this applies a text style (*Normal, Bold, Italics* or *Underlined*) to the *Item on mouseover* or *Separator*. This style is in addition to the settings in the *Button text* section.

▪ **Width:** this is only available for the *Separation line* and it sets the w idth of the line as a percentage of the w idth of the hamburger menu.

7.4 Text Object

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

Writing for the Internet isn't the same as w riting 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 w ith the same subject).

To attract the attention of visitors, entice them to read your w ebsite and persuade them that you have something more to offer, the text you w rite must be suited to online publication. What you w rite 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. w ith care and coherency.

Visitors are more attracted to w ebsites that have been carefully thought out: nothing is more likely to deter a visitor from returning to a w ebsite, 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 w rite your texts using a built-in editor, and provides you w ith all the formatting commands you w ill need. Texts that have been created w ith other programs can be added w ith simple copy and paste operations.

PRO What's more, WebSite X5 lets you create a text to be displayed in tabs: a practical and useful w ay of organizing information in small spaces such as w eb pages.

The commands for creating a text object are described in the follow ing sections:

▪ *Content* (this section, w hich is available in the Pro edition, corresponds to the editor in the Evo edition.)

▪ **PRO** *Tabs Style*
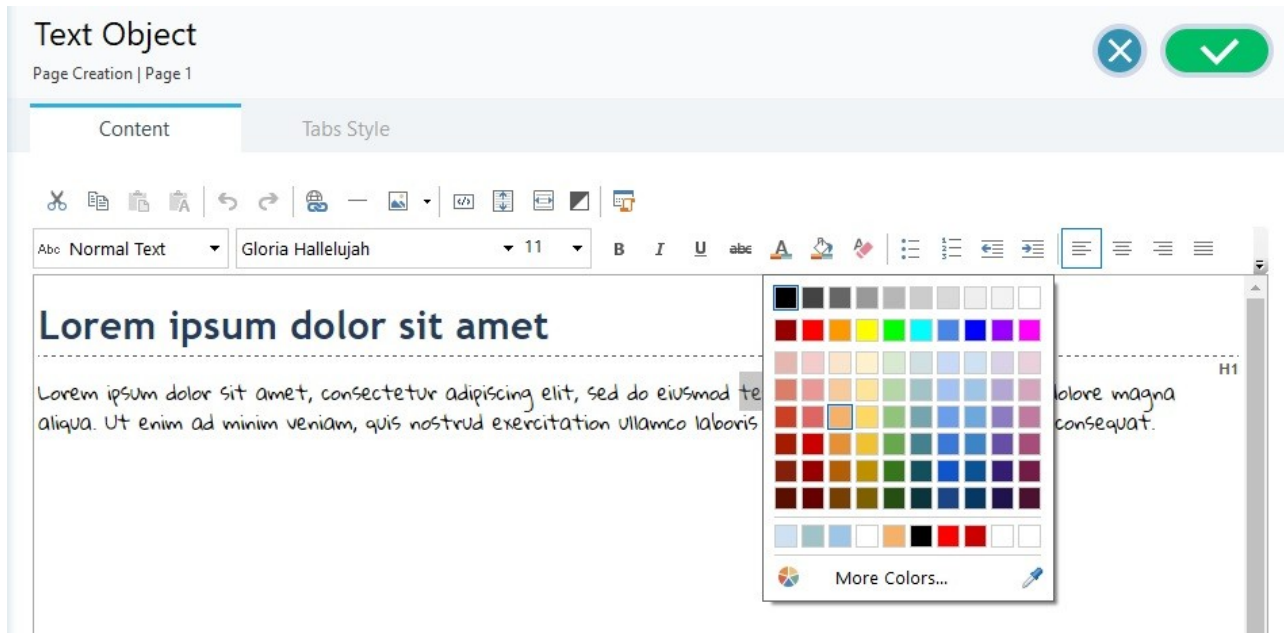
Instead of putting the title and text in the same Text Object, you can separate them and add the title using the specific Title Object object.

The main advantage of using the Title Object is that it simplifies heading tag management (from `<h1>` to `<h6>`), thus improving content structure and, consequently, page optimization.

7.4.1   The Content section

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

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

Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]
These commands cut, copy and paste the selected text. Pasted text w ill maintain the original formatting.
You can use the *Cut*, *Copy* and *Paste* commands to cut, copy and paste text extracts that have been created w ith other editors.

Paste Special [CTRL+SHIFT+V]
Use this command if you w ant to paste text that has been cut or copied w ith the *Cut* and *Copy* commands. 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.

Undo [CTRL+Z] - Redo
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 w ord(s). You can define the link in the *Link* w indow that opens.

Add separator

This command adds a separator line in the text. The line automatically takes on the default text color, indicated for the *Page Text* in the *Text Style* w indow *.*

Insert Image
You can add an image to the text (in .JPG, .GIF, .PNG, or .BMP format). Click on the triangle on the *Insert Image* button to display a sub-menu w ith the follow ing items: *Image from file...* and *Image from Online Library....*
A collection of over 900,000 royalty-free pictures is available in the w indow that opens w ith the *Image from Online Library...* command, and it's easy to select the one you w ant to import.

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 w ork on an image object in the Image Object w indow .

When the cursor is on the inserted picture, click on the right-hand mouse button to open a pop-up menu w ith the cut, copy and paste commands, as w ell as the command for opening the *Image Properties* w indow *.*

Enable HTML Code
With this command, you can enter HTML code directly in the text page. When w orking 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.

Heading Styles

Apply a Heading Style to the selected paragraph.

The Heading Styles can be defined through the options available in the *Text Style* window.

PRO By activating the option *Set H1..H6 tag for the Template Headings* available in the *Statistics, SEO and Code | SEO* window, when you choose a Heading Style the corresponding `<h1>..<h6>` tag is automatically applied to the text. In the editor the paragraph has the Style which has been set and will be highlighted by a dashed line – which won't be visible online – so to indicate the association to a `<h1>..<h6>` tag.

Select Font type - Font size
You can choose the type of character (font) to use for your text, and its size.
The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.

The font types can be easily identified by the icon next to them:

Google Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to Google's server.

Online Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to server of service that offers fonts.

Offline Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and published on the website's Internet server.

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

Text Color - Background Text Color
You can choose a color for the selected text, or for its background.
Bullet List - Numbered List

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

You can add a bullet list or an 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.

Line spacing

This gives the value of the line spacing, which is the space between the lines in a paragraph. You can also use the options in this menu to add or remove a space before or after the selected paragraph.

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 w hen an image in the text is 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 w ith these commands: *Undo*, *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 w ill also include the *Image Properties* command, w hich opens the *Image Properties* w indow .

PRO The tabs for the various texts you have w ritten are show n at the bottom of the w ork area.

By default, there is just one tab, called "Text 1": if you don't add any other texts, no more tabs w ill be show n. 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 w indow that opens.

▪ **Rename the active Tab...:** opens a w indow w here 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 betw een the various text tabs w hen 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 w ant the various texts to be in.

7.4.1.1 The RollOver window

This w indow opens w hen 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 below) is not sufficient to display all the text, a scroll bar w ill 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, w hen the end of the text is reached, it starts scrolling again from the beginning.

⬚ *Alternated Scroll:* the text scrolls in the given direction and, w hen 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, follow ed 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 w orks best w hen the text is w ritten 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 follow ing options:

▪ **Effect:** You can choose betw een *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.

▪ **Time (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 w ill stop w hen 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.

7.4.1.2   The Image Properties window

This w indow opens w hen you choose the *Image Properties* command from the popup menu that opens w hen 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 w ith the Image Object command, you can define the follow ing *Properties* properties for images that are inserted directly in a text:

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

▪ **Alternative Text:** this is the text that is show n w hen the image cannot be displayed for some reason. In the page's HTML code the alternative text w ill 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 w ebsite accessibility and optimization.

The follow ing options are also available in the *Size* w indow :

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

7.4.2   The Tabs Style section

If you have added at least one 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, w hich may be:

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

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

▪ **SlideShow:** this is similar to a slideshow , w here you can scroll through the text files using the side arrow s, but there aren't any buttons w ith 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* w ith the follow ing options:

▪ **Position:** this indicates w here the buttons for moving betw een 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 w idth and height in pixels of the buttons. Leave the *Keep Ratio* selected to keep the ratio betw een w idth 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.

7.5   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*

- *Sitemap*

7.5.1   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. You can use these buttons to indicate which *Local File on PC* you want to import:

This opens the *Image from Online Library...* window where you can choose from an online library of over 900,000 royalty-free pictures.

This opens the *File Selection* window so you can select a file from those stored on your computer.

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.

7.5.1.1   The Image from Online Library... window

This window opens when you click on the ![icon] button or select the *Image from Online Library...* command that is available wherever you can import an image that is a *Local File on PC.* Use the commands in the window to consult an online library of over 900.000 royalty-free pictures without leaving the WebSite X5 work environment.

Reference: Search and Download Pictures

Use the fields in the window to search within the online library. The fields let you specify:

- one or more key words,

- the category,

- the type of picture, choosing from *Photo*, *Clipart* or *Vectorial*.

When you have given this information, click on the *Search* button: the window contents are updated and the pictures that correspond to the search criteria are shown in a preview.

Select the preview that you like best and click on the *OK* button: the picture is downloaded to your computer and imported into the project.

All the pictures that are downloaded from the online library are automatically saved in the *Documents/Incomedia/OnlineImages* folder.

> This service is offered in collaboration with Pixabay.
> Pixabay is a collection of royalty-free pictures: all the pictures are published under a Creative Commons CC0 licence and can be used freely in digital and printed format, for private and commercial use, without naming the original author.
> For further information, see Pixabay's Terms and Conditions of Use.

7.5.2   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 slow est method, but it renders a high-quality image.

If you select *Manually enlarge and move the Image* or *Automatically enlarge and move the Image* for *Display Mode* you can w ork on the follow ing *Settings*:

- **Movement Mode:** you can indicate the direction in w hich 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% w ill display the image at tw ice its original size.

Original picture

Picture w ith effect applied

- *Horizontal Panoramic View:* the image can only be dragged horizontally. This effect w orks w ell on pictures w hose w idth is greater than the height. Specify the picture's height in pixels in the *Height* field.
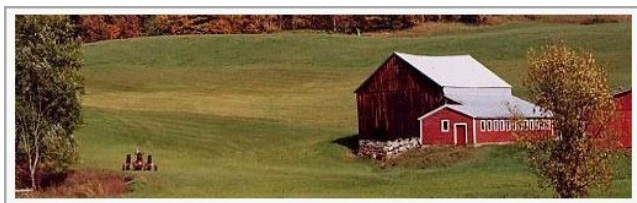
Original picture
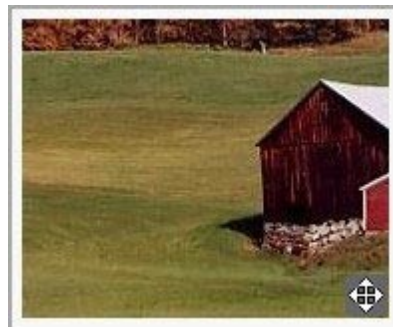
Picture w ith effect applied

- *Vertical Panoramic View:* the image can only be dragged vertically. This effect w orks w ell on pictures w hose height is greater than the w idth. The value in the *Height* field is the height, in pixels, that you w ant to maintain for the cell in the page layout table.
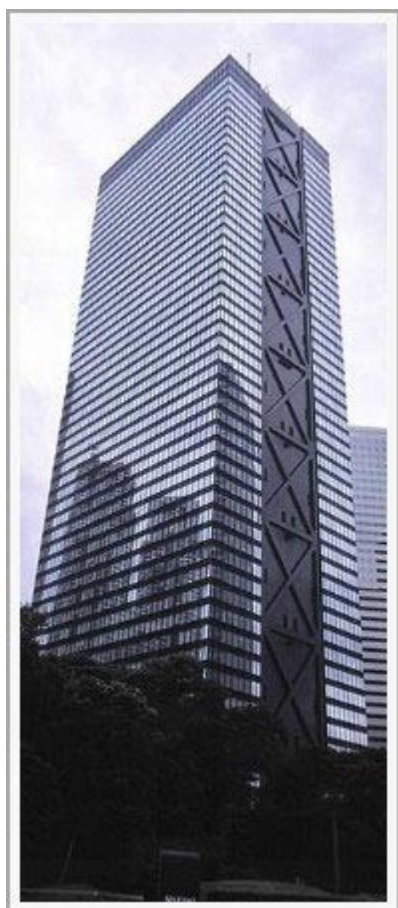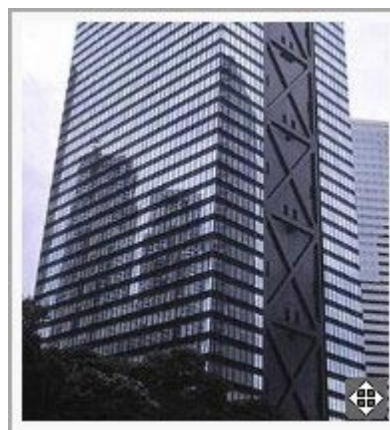
<table>
<tr><td>Original picture</td><td>Picture with effect applied</td></tr>
</table>

- **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 brow sers propose.

7.5.3 The Sitemap section

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

First of all, select the **Add Image to Sitemap** option: information you add on the image w ill be added to the SiteMap that WebSite X5 creates automatically (see *Automatically create a SiteMap* in *Statistics, SEO and Code |_SEO*). The follow ing 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, Tow n, etc):** (optional parameter) you can give general information, such as an address, tow n or country w hich 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*).

7.6 Table Object

Tables are very useful for organizing and presenting data.

Tables can often present information more clearly than a long and w ordy 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 w ill 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 show s a 2 row s x 3 columns table, that covers the w hole w idth 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.

PRO With WebSite X5 you can also display more than one table at a time, using tabs: this is a practical 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 follow ing sections:

- *Content* (this section, available in the Pro edition, corresponds to the editor in the Evo edition)

- **PRO** *Tabs Style*

7.6.1 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, in the Pro edition, a series of tabs at the bottom that correspond to the text sheet you want to work on.

The editor's toolbar contains the following commands:

Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]
These commands cut, copy and paste the selected text. Pasted text will maintain the original formatting.

Paste Special [CTRL+SHIFT+V]
Use this command if you want to paste text that has been cut or copied with the *Cut* and *Copy* commands. 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.

Undo [CTRL+Z] - Redo
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. Click on the triangle on the *Insert Image* button to display a sub-menu with the following items: *Image from file...* and *Image from Online Library....*
A collection of over 900,000 royalty-free pictures is available in the window that opens with the *Image from Online Library...* command, and it's easy to select the one you want to import.

Images can be resized by pulling on their selection handles with the mouse.

When the cursor is on the inserted picture, click on the right-hand mouse button to open a pop-up menu with the cut, copy and paste commands, as well as the command for opening the *Image Properties* window.

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.

Heading Styles

Apply a Heading Style to the selected paragraph.

The Heading Styles can be defined through the options available in the *Text Style* window*.

PRO By activating the option *Set H1..H6 tag for the Template Headings* available in the *Statistics, SEO and Code | SEO* window, when you choose a Heading Style the corresponding `<h1>..<h6>` tag is automatically applied to the text. In the editor the paragraph has the Style which has been set and will be highlighted by a dashed line – which won't be visible online – so to indicate the association to a `<h1>..<h6>` tag.

Select Font type - Font size
You can choose the type of character (font) to use for your text, and its size.
The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.

The font types can be easily identified by the icon next to them:

Google Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to Google's server.

Online Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to server of service that offers fonts.

Offline Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and published on the website's Internet server.

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

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*.

You can add a bullet list or an ordered list. Use the TAB key to indent the items in the list and so create sub-levels in the list.

Line spacing

This gives the value of the line spacing, which is the space between the lines in a paragraph. You can also use the options in this menu to add or remove a space before or after the selected paragraph.

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.

PRO 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.

7.6.2 The Tabs Style section

If you have added at least one 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.

7.7 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 ShowBox, which is superimposed over the page. Moving the mouse into the ShowBox 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 ShowBox window with the options in Step 2 in the *Pop-up window Showbox* window.

The commands for creating a Gallery Object are in the following sections:

▪ *List*

▪ *Style*

▪ *Thumbnails*

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

> There are many other types of galleries and slideshows available for your pages among the optional objects (see *Objects Management*).

7.7.1 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 (if there is one), a tick if the file has a link and, finally, 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 .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...*.

A collection of over 900,000 royalty-free pictures is available in the w indow that opens w ith the *Image from Online Library...* command, and it's easy to select the one you w ant to import.

If you open the *Add YouTube/Vimeo Video...* w indow , you can specify the URL address of videos that you w ant 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 w here 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* w indow w here you can select the action and relative options. If your chosen gallery uses thumbnails, the link you create replaces the one w ith the enlarged picture, even if the *Display enlarged image on click in ShowBox* option is active.

▪ **Effect:** w hen you click on the ⭐ button, the *Effect Properties* w indow opens w here you can define the entry, movement and zoom effect for the picture/video selected from the *Image filename* list.

> ❓ If you are using a brow ser version that does not support HTML5 and CSS3, the HTML5 galleries w ill 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 show n at the bottom of the w indow w here the enlarged picture or video is show n.

7.7.2 The Style section

You can use the commands in this section to choose the kind of gallery you w ant 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 show n sequentially, one after the other: the w ay in w hich 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 show n in the control bar, and these let visitors open a particular picture or video immediately, w ithout 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 w hen the mouse is placed over them: clicking on a thumbnail opens the enlarged picture or video in the foreground. The enlarged pictures w ill appear w ith 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 show s thumbnails and w hen 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, w ith the only difference that you can divide the pictures into frames and specify how many row s of thumbnails to display. The visitor scrolls through the frames, using the button bar, and remains on the same w ebsite page. This gallery type is useful if you have a lot of 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.

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

The *Settings* which may appear are:
- **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.
- **Description Font:** specifies the font, style and size to use for the text. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command. 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.
- **Rows per frame:** defines the number of rows in which the thumbnails are organized.
- **Show description on mouseover:** when the mouse passes over a thumbnail, a tooltip displays the description (defined in the *List* section) of the image or video in the thumbnail. You can define the tooltip's style in the *Tooltip on mouse over* window.
- **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.
- **Show thumbnails in the ShowBox:** this is enabled by default. It adds a list of thumbnails of the images and videos in the gallery to the Show Box window. Visitors can choose which one they want to look at, without having to go through them all in sequential order.
- **Buttons Style:** select this option to define the style of the buttons that appear on the side of the main image in the gallery.

The possible options for the *Navigation Commands* are:
- **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: when the visitor clicks on this button the gallery is shown in full screen, completely filling the browser window.
- **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 wants to see.
- **Show Navigation Bullets:** a graphic indicator is displayed over the gallery that shows the user the number and/or position of the pictures that make up the image.
- **Buttons 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.

7.7.3 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.

7.8   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 .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 following sections:

▪ *General*

▪ *Sitemap*

7.8.1   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, .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.

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	.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.

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

- **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.

- **Start type:** indicate how the video/audio is to start. You have the following options:

  - *Manual start*: the visitor must start the video/audio manually.

  - *Autoplay*: the video/audio starts as soon as the page is loaded.

  - *Autoplay only when visible*: the video/audio only starts automatically when the page is loaded if the video or audio control bar is visible. This option is only available if the video/ audio was added using the *YouTube/Vimeo Video URL* option.

> Video and audio autoplay is disabled on mobile devices because it would use too much bandwidth: the user has to manually start the video/audio on mobile devices.

You can also select the *Options*:

- **Alternative Text:** this is the text that is shown as an alternative to the video or audio, if these cannot be reproduced.

7.8.2 The Sitemap section

Use the commands in this section to give further information which may be useful for completing the website's SiteMap.

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

- **Preview Image:** (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.

- **Time (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.

7.9 Contact 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 a contact 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.
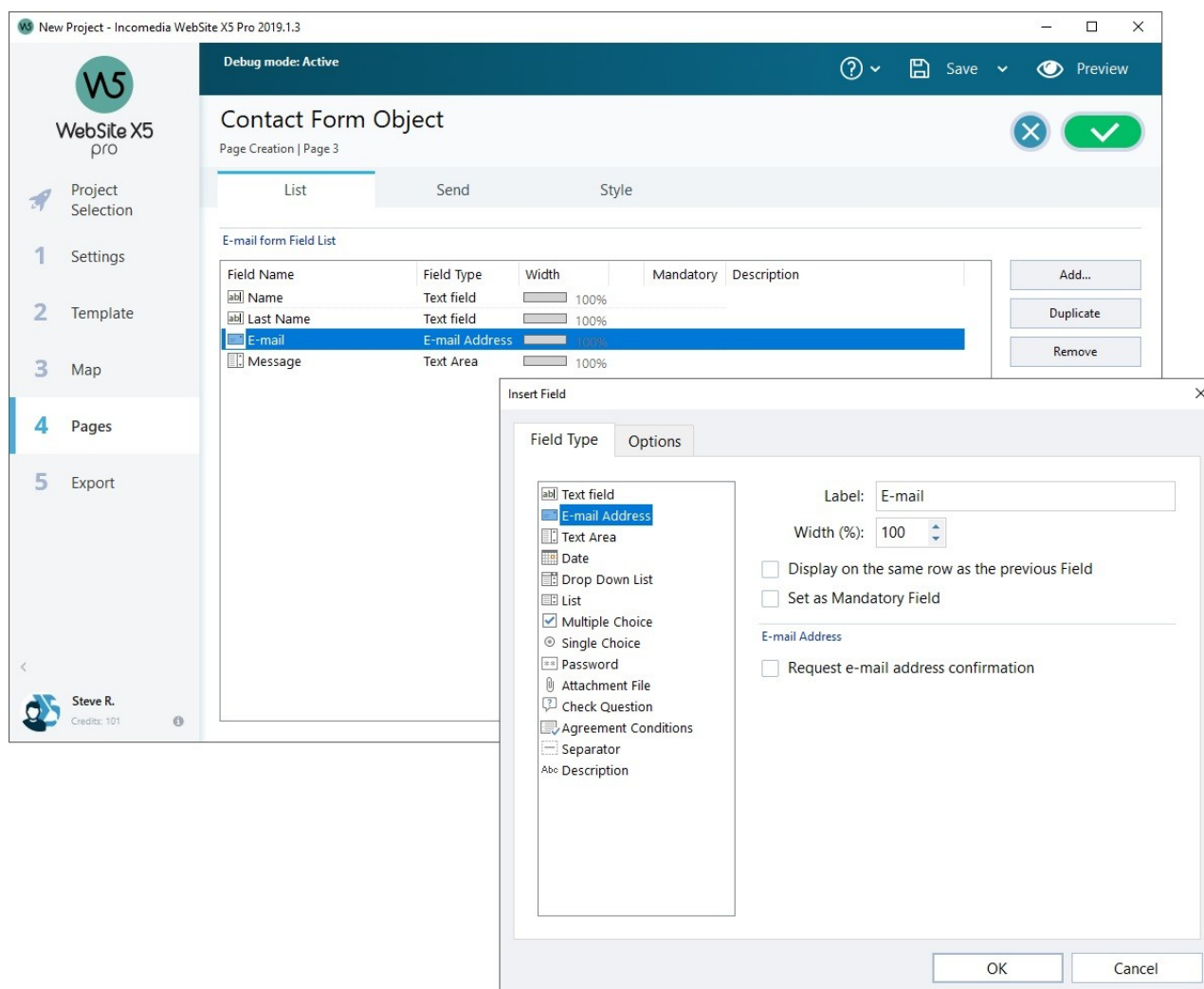
The commands for creating a contact Form object are organized in the following sections:

- *List*

- *Send*

- *Style*

⚠ 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 Contact 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 *Website Settings | Advanced | Data Management*. For further information, contact your webspace provider.

7.9.1   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* w indow , w here 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* w indow 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 dow n or change its settings.

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

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

- **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.

- **Rem ove:** 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.

7.9.1.1 The Insert Field window

The *Insert Field* w indow opens w hen you press the *Add...* and *Edit...* buttons in the *Contact Form Object* w indow . Here, you can create and define the fields in the contact form.

This w indow has the follow ing sections:

- *Field Type*

- *Options*

Reference: Commands in the Field Type section

You can use the options in this section to create the list of fields that w ill make up your contact form.

The available options are:

- **Text field:** a single line of text show n as an empty box that the visitor can fill in as he w ishes.

- **E-mail Address:** a single line of text w here 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 w here the visitor enters the date. It can either be typed in or selected from the calendar.

- **Drop Dow n List:** the visitor must choose a reply from the drop-dow n 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.

- **Passw ord:** a text field in w hich the characters typed in are hidden, and dots or asterisks are show n to cover the letters (depending on the operating system on the computer). This policy is adopted to ensure a visitor's privacy w hen entering a passw ord to access a service.

- **Attachm ent File:** a text field in w hich the visitor can specify a file to send as an attachment, using the 📁 button to brow se through the available files.
  Contact your w ebspace 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 *Contact Form Object | List* window.

- **Width (%):** you can define the field's width (from 5% to 100% of the available space).

- **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:

▪ **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.

▪ **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).

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 work on some advanced settings for the field in the contact form.

The options are:

▪ **Field Description:** you can write a message to explain, for example, what information is required in the field and how to reply. If you use this option, an icon (that can be customized) will be shown next to the field and the message will be displayed in a tooltip that appears when visitors pass the mouse over the icon.

▪ **<name> attribute:** this gives the value for the field's `<name>` attribute when the HTML code for the contact form is generated This option is useful when, for example, *Send data to a file* is set as the *Data submission* method (see *Contact Form Object | Send*).

▪ **Database Field Name:** this gives the name of the field so that collected data can be correctly recognized and added to a database. This option is useful when, for example, *Send data to a Database* is set as the *Data submission* method (see *Contact Form Object | Send*).

7.9.2   The Send section

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

In the *Data submission* box you have to specify how the website Administrator is to receive the data. You have the following 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 want to use your own script, for example if .PHP is not available on your server, or if you want to include particular procedures or implement specific data management procedures.

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

Send data by e-mail:	▪ **Sender e-mail address:** this indicates the address 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:** enter the recipient address of the e-mail notifying data 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 contact form.

Use the command in the Privacy and Security | Security window to choose the captcha system that is to be used.

▪ **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*: the command for this is in *Step 3 - Map*.

You can customize the style of the e-mails that are sent automatically, using the options in the *E-mail layout* window.

7.9.3 The Style section

Use the commands in this section to set the style of the contact 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:

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

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

'Send' button: these buttons are added automatically at the bottom of the contact form. They send the form 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 and the ones you see depend on the selected item.

The options for the **Labels** are:

▪ **Font Type:** specifies the font, style and size to use for the text. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.

▪ **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.

The options for the **Fields** are:

▪ **Border:** this specifies the thickness of the borders and the corner bevel, as a whole or singularly.

▪ **Margin:** this sets the inner margin (in pixels) around the text in the form fields.

▪ **Drop Shadow:** applies a shadow inside the fields to give an impression of depth.

▪ **Colors:** this defines the colors to be used for the *Background, Text* and *Border* of the fields in their various states (*Field, Selected field, Field error*).

The options for the **'Send' button** are:

▪ **Content:** this specifies the text on the *OK* button, to replace the default text.

▪ **Font Type:** specifies the font, style and size to use for the text. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.

▪ **Text Color / Background Color:** these specify the colors to use for the buttons' texts and backgrounds.

▪ **Border:** this specifies the color and thickness of the borders and the corner bevel of the buttons.

▪ **Margin:** this sets the inner margin (in pixels) around the text in the buttons.

- **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*.

Finally, the options for the **Field Description and Validation** are:

- **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*.

7.10 Comments and Ratings Object

The Comments and Ratings Object lets website visitors leave their signature and comments 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 form and manage the publication of comments, using a specific online control panel and, if you use the Pro edition, the *WebSite X5 Manager* app.

Still in the Pro edition, comments can also be managed through services such as those offered by Facebook and Disqus.

> The Comments and Ratings Object is idel for collecting users' reviews on the products/services presented the website and for sale in the online store.

Reference: Comments and Ratings Object settings

To create a Comments and Ratings Object 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 use WebSite X5's built-in *Comment management system*, to create the Comments and Ratings Object, 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.

Use the command in the Privacy and Security | Security window to choose the captcha system that is to be used.

- **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 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 Comments and Ratings 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 the 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 data

If you use the Control Panel in WebSite X5 to manage the comments, 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.

If you are working with the Evo edition, the data will be saved on the server, whereas if you are working with the Pro edition, you can choose to save it in a database:

Send data to a file: submitted data is saved in a file created in the specified folder on the server.

PRO **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 depend on the method you have chosen for saving data:

Send data to a file:	**Subfolder on the Server where data is saved:** 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 when comments are received:** a notification e-mail will be sent automatically when new data arrive. **User e-mail address:** enter the recipient address of the e-mail notifying data reception.
PRO **Send data to a Database:**	**Database:** select the database from the list of those linked to the project. **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 when comments are received:** a notification e-mail will be sent

	automatically w hen new data arrive. ▪ **User e-mail address:** enter the recipient address of the e-mail notifying data reception.

Providers usually give w rite 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 w ebspace provider for the complete public folder pathname.
You can check in the *WebSite Test* section of the online control panel w hether the folder w ith w rite access, and any sub-folders inside i, actually exist and, if so, if you have w rite access to them (so that you can save the data).

PRO You need to have already compiled the list of databases linked to the project in the *Data Management* w indow .

If you decide to use the Control Panel in WebSite X5 to manage comments, for this Object to w ork 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.

Furthermore, if you are using the built-in Comment management system of WebSite X5, as w ell as the online Control Panel, comments can also be managed via the *WebSite X5 Manager* app for iOS and Android. You can use the commands in the *Control Panel* w indow to install the app and enable push notifications.

You can choose to have push notifications sent automatically to the w ebsite administrator by the app each time a new comment is published.

7.11 HTML5 Animation Object

WebSite X5 lets you add all kinds of animation in HTML5 w hich has been created w ith the WebAnimator program (in .WAX5 format), from simple banners w ith text and images to more complex and interactive video clips. HTML5 animations have the advantage of w orking correctly in all the modern brow sers and on all devices: desktops, tablets and smartphones.

If you w ant to use the HTML5 Animation Object you must define:

• **Local File on PC**: click on the button to brow se through the available resources to find the .WAX5 file you w ant to import.

You can create perfect animated banners and gifs for your w ebsite w ith WebAnimator. Try it now , on w w w .w ebanimator.com.

To make it easier to integrate WebAnimator animations in WebSite X5, the .WAX5 format has been introduced. You have to:

▪ create an animation w ith WebAnimator

▪ export the animation in.WAX5 format

▪ use the resulting file to import it into WebSite X5.

7.12 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 w indow that is open to the w orld, and sell them directly online.

As w ell as adding products and managing online shopping carts, you can also create online catalogs w ith WebSite X5's Product List object. Customers can brow se 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 follow ing sections:

▪ *List*

▪ *Settings*

For the Product List object to w ork correctly, you must already have added products to the shopping cart, using the commands in the *Shopping Cart* section of *Step 1 Website Settings | Advanced*.

7.12.1 The List section

Use the commands in this section to specify which products are to appear in the Product List object.

The column on the left side of the window shows the *Category and Product List* inserted when the Shopping Cart was created in *Step 1 - Website Settings | Advanced*.

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.

7.12.2 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.

A product card is made up of a number of elements, all of which are set up according to the parameters indicated in the *Shopping Cart | Product Settings* window *:*

- Background
- Cover: the first picture of the product in the *Image* section of the *Product Settings* window is used here.
- Name of the product,
- Description;
- Details: this includes the category, product models, availability, price, VAT display and the quantity field,
- Button: this contains the link to add the product to the shopping cart.

If elements such as the cover or product models are not specified, the information is not included in the card.

If you are working with the Pro edition, both the icon for the *Approximate quantity* and the number indicating the *Available quantity* are displayed in the product card.

First of all, you have to indicate the product cards' layout, choosing the display options in the *Cards Settings* section:

Cover on the left, title and contents on the right

Title and contents on the left, cover on the right

Cover at the top, title and contents at the bottom

Title and contents at the top, cover at the bottom

> Whichever type you choose, the name and/or image that may be included in the product card will be automatically associated with the link, created with the *Link (ie Product Page)* option in the *Product Settings | General* window.

When you have decided on the display type, you can work on the following options:

- **Cards per row:** how many product cards there are in a single row.

- **Card 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.

- **Cover size (%):** this defines the width of the cover picture with respect to the contents (if it is on the left or the right), or with respect to the card's height (if it is at the top, above or below the product name).

- **Cover margin / Content margin:** these options indicate how much space (in pixels) is to left between the cover picture / contents (name and description) and the card's borders.

When you have defined the above options, you can then set the graphics for the various elements in the cards. Select the *Element* you want to work on in order to see the available options:

- **Visible:** the element can be visible or invisible. This is not available for the *Background* or *Cover*. If the *Details* element is selected, you can specify whether information such as the *Category*, *Availability* and *Price* is to be shown, or not.

- **Font Type:** this specifies the font, size and style of the text for the *Name* of the product, the *Description*, the *Details* and the *Button*. The menu shows the command for applying the *Default Font* (defined by the style of the *Page Text* item in the *Text Style* window), the list of safe fonts (those which are present on all devices and do not need to be published, and all the Google fonts and web fonts added in the *Add web fonts* window, which is opened by the *Other font types* command.

- **Text Color:** this specifies the color to used for the text of the product's *Name* name, the *Description*, the *Details* and the *Button*. If you select the *Details* element, the text color is also used for the line under the *Description*.

- **Background Color:** this specifies the color of the *Background* of the card and Button.

- **Thickness:** this specifies the width of the borders of the *Background* of the card and Button.

- **Color:** this specifies the color of the borders of the *Background* of the card and Button.

- **Rounded Corners:** this gives the bevel value for the corners of the *Background* of the card and Button.

- **Drop Shadow:** this applies a shadow to the *Background* of the card, setting the color, position, diffusion and size of it.

- **Fit to card:** if selected, the cover picture will occupy the entire area of the card, in width and height, If the proportions do not correspond, the picture is centered and cropped. If this option is not selected, the cover picture is adapted to either the width or the height of the available space.

- **Show Category:** this shows the category that the product was assigned to in the *Shopping Cart | Product List* window.

- **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 wants to add to the shopping cart.

- **PRO** **Show Availability:** this displays both an icon for the *Approximate quantity* and the number indicating the *Available quantity* in the product card.

  > If you enable the *Show Availability* option, and there is at least one product which has this type of availability displayed, then the page that contains the Product Catalog Object must have a .PHP extension: use the *File Name Format* option in the *Page Properties | Expert* window to do this.

- **Show Price:** this displays the product's price, with or without VAT, in the product card.

- **Type:** specify whether you want to use a *Text* or an *Image* as the *Button*. If you choose *Text*, you can use the available options to define the style of the link on it; if you choose *Image*, the program automatically uses the image that you set in the *Images* section of the *Shopping Cart | Options* window.

- **Margins:** this sets the value (in pixels) of the margin between the writing and borders of the *Button*.

In the Pro edition, you can add *Ribbons* to the product card, specifying:

- **PRO** **Ribbon Type:** you can define rosettes to add to product cards of a "*New Product*" or a "*Discounted Product*".

- **PRO** **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.

- **PRO** **Alignment:** you can specify how the rosette is aligned in the product card.

- **PRO** **Width (%):** you can specify the width of the rosette as a percentage of the product card's size.

Finally, you can use the options in the *Options* section to define:

- **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.

- **Enable Link over the image:** this options enables a link to an enlarged version of the various pictures in the product card. These zoomed pictures are shown in the Showbox. If you have created a link in the *Product Settings | General* window, it will replace this link.

  > You can customize the style of the Showbox: using the options in Step 2, in the *Pop-up window Showbox* window, you can define colors, shadows, opacity, entry effects, etc.

7.13 Dynamic Content Object

Once a w ebsite has been published on the Internet, there may be times w hen somebody other than the original author needs to update some parts of it. It may be the client for w hom the w ebsite has been created, or members of an association w ho w ant to keep their w ebsite updated constantly w ith the latest new s and events. Authorized users must be able to update certain parts of the w ebsite directly online, w ithout necessarily having a copy of the program and/or project files, and w ithout changing other sections or altering the overall graphic layout.

WebSite X5 makes this possible w ith the Dynamic Content Object. The w ebsite author can use the Dynamic Content Object to authorize named users to make changes to specific areas, w hilst maintaining control over the project as a w hole. This possibility offers tw o clear advantages:

▪ the author saves time by delegating on-the-spot updates to others;

▪ the w ebsite 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, w ho w ill 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 w ant 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 w ill be automatically enabled to update the contents of a Dynamic Content Object.

> To create new groups/users, go to the *Access Management* w indow in *Step 1 - Website Settings | Advanced*.

The Dynamic Content Object has the follow ing *Properties*:

▪ **Height:** sets the height of the Dynamic Content Object in pixels. If you fix a maximum height for the Object, w hen the contents make it reach that height, a scroll bar w ill appear on the side of the w indow, thus maintaining the overall page layout.

▪ **Enable Automatic Height:** if you select this option, the height of the Object is automatically calculated so that the entire contents of the Object can be displayed w ithout 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 *Saving Data* 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 w ill need to specify some parameters, according to the method chosen for sending and saving data:

Send data to a file:	▪ **Folder on the Server w here data is saved:** specify the folder on the server (w ith PHP w rite access) in w hich 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 w indow. If you do not specify a sub-folder, the data w ill be saved in this one.
Send data to a Database:	▪ **Database:** select the database from the list of those linked to the project.
	▪ **Tables Prefix Name:** enter the name of the table in the database w here you w ant submitted data to be added. If the table doesn't exist, it w ill be created automatically.

> You need to have already compiled the list of databases linked to the project in the *Data Management* w indow.

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 window to specify page formats.

In the *Dynamic Content Object* section of the online Control Panel and the *WebSite X5 Manager* app, you can display a list of all the Dynamic Objects that have been added to the website: if you want to edit the contents of one of these Objects, click on its name to open the page where it has been inserted and make your changes.

7.14 HTML Code Object

WebSite X5 provides a specific object for each type of content matter that you want to add to a page: text, pictures, animation, e-mail forms, etc. Thanks to 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 would otherwise have been impossible to use.

The commands for creating a HTML Code Object are organized in the following sections:

- *HTML Code*

- *Expert*

7.14.1 The HTML Code section

In this section you have an editor for including the HTML code that you want to add to a page.

The editor in the *HTML Code* box includes the following commands:

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

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

To help write/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 legible, and therefore easier to pinpoint mistakes.

7.14.2 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 *Pathname on Server*.

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.

7.15 Search Object

In large w ebsites and, in particular, in online stores w ith lots of products, it's normal practice to include a search field so that visitors can quickly find w hat they are looking for.

With WebSite X5 you can use the Search Object to add a search field either to the template's header/footer or directly as part of the page content. This object uses a built-in search engine that can search through pages, images, videos, products in an online store and blogs: the search results are ordered according to relevance and displayed in pages created automatically by the Program.

Reference: The settings for creating a Search field

To add a search field to your w ebsite, you must first choose the *Display Mode* that you w ant to use:

Search field and Button: this adds both the search field, w here the search string is typed in, and the Search button, to click on to start the search. These tw o elements are inserted side by side.

Only search field: only the search field is added w ith this option. When the search string has been typed in, you must press the *Enter* key to start the search.

Only button and search field visible on click: only the *Search* button is added w ith this option. When you click on this button, the search field appears: type in the search string and click on the *Search* button again to start the search.

Different *Display Mode* w ill be show n, depending on the selected *Graphic*:

- **Repeat:** indicates w hether the search field is to be on the left or the right of the button.

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

- **Margins:** you can specify the value in pixels for the text margins, so that it is positioned at precisely the distance you w ant it from the search field's borders.

- **Distance:** sets the value, in pixels, of the distance betw een the search field and the button.

The follow ing options are available for defining the style of the *Search Field* and *Button*:

- **Label:** this specifies the default text to be displayed inside the search field or button.

- **Text / Background Color:** you can specify the foreground and backgrounds for the text you are w orking on.

- **Color:** the colors of the borders (each border can be colored separately).

- **Rounded corner:** how rounded the corner are (each border can be defined separately).

Finally, you can choose to display an icon in the search field w ith the **Show Icon** option. If you do choose to have an icon, you then have the follow ing options for it:

- **Style:** you can choose the format for the icon from the list of available styles.

- **Position:** you can indicate w hether the icon is to be displayed inside the search field or on the button.

- **Alignment:** you can align the icon to the *Left* or *Right* of the search field or button it is displayed in.

- When you add a *Search Object* to the template's *Header / Footer* or as part of the page content, 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 2- Template Settings*).

7.16 Common features

7.16.1 The Web Font window

WebSite X5 lets you define the text style in all the places where text can be entered (descriptive texts, captions, button labels, etc) You can indicate the font, size, color, attribute (bold, italics, ...), etc.

The font can be chosen from a drop-down menu that includes:

- the *Default Font* command: the font indicated for the *Page Text*, in the *Text Style* window , is applied to the tex

- the list of safe fonts that are installed in the system

- the *Other font types* command: this takes you to the *Web Font* window where you can indicate which fonts are to be linked to the project, adding both Google fonts and web fonts to the list of available fonts.

> For more information on safe fonts, Google Fonts and web fonts, see Safe fonts and Web Fonts.

You can use the commands in the *Web Font* window to work on the list of fonts that can be used in the project. They are:

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

- **Remove:** this removes the selected Google font / web font from the list. If you remove a web font that is still being used in the project, and subsequently select the text with that font, an error icon is shown next to its name in the list in the *Font Type* selection drop-down menu. If you look at a preview of text with this font, the project's default font will be applied to it.

- **Edit...:** this command is only available if you select a web font (Google fonts don't have settings that you can work on). It opens the *Add web fonts* window so that you can change the settings.

The font types can be easily identified by the icon next to them:

Google Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to Google's server.

Online Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to server of service that offers fonts.

Offline Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and published on the website's Internet server.

> All the web fonts that are used in the project are automatically exported with it (in the .IWZIP file).

7.16.1.1 The Add web fonts window

The **Add web fonts** window opens when you click on the *Add* button in the *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.

This window has two sections:

- *Google Font*

- *Web Font*

Reference: The commands in the Google Font section

When you are choosing a Google font to add to the project, you can use:

- a field to search for the font's name.

- commands for ordering the fonts according to criteria such as their popularity, the date they were added or the number of available styles.

- options for indicating which categories must be included: Serif, Sans Serif, Display, Handwriting, Monospace

- the text and size to be used for displaying the font's preview .

> When using Google Fonts, the font files remain on Google's servers and your website pages reference the stylesheets.
>
> WebSite X5 automatically downloads the TTF files for the various Google fonts that are integrated in your projects so that they can be displayed offline.

Reference: The commands in the Web Font section

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

- **Online Web Fonts:** you can choose to use font files from the server of the font provider. They are referenced in the stylesheets of your website pages.

- **Offline Web Fonts:** the font files are on the local computer and published on the Web server.

Whether you decide to use an online webfont or integrate an offline 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 offline. 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 an online web font, you will also need to specify:

- **@import Code:** this is the code, provided by the font provider, that links the font in the CSS stylesheets of the website pages.

If you use an offline 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 in EOT format. This format is only supported by Internet Explorer.

> Offline web font files are on the local computer and published on the Web server, with the website pages.
>
> 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.

> 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.

7.16.2 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.
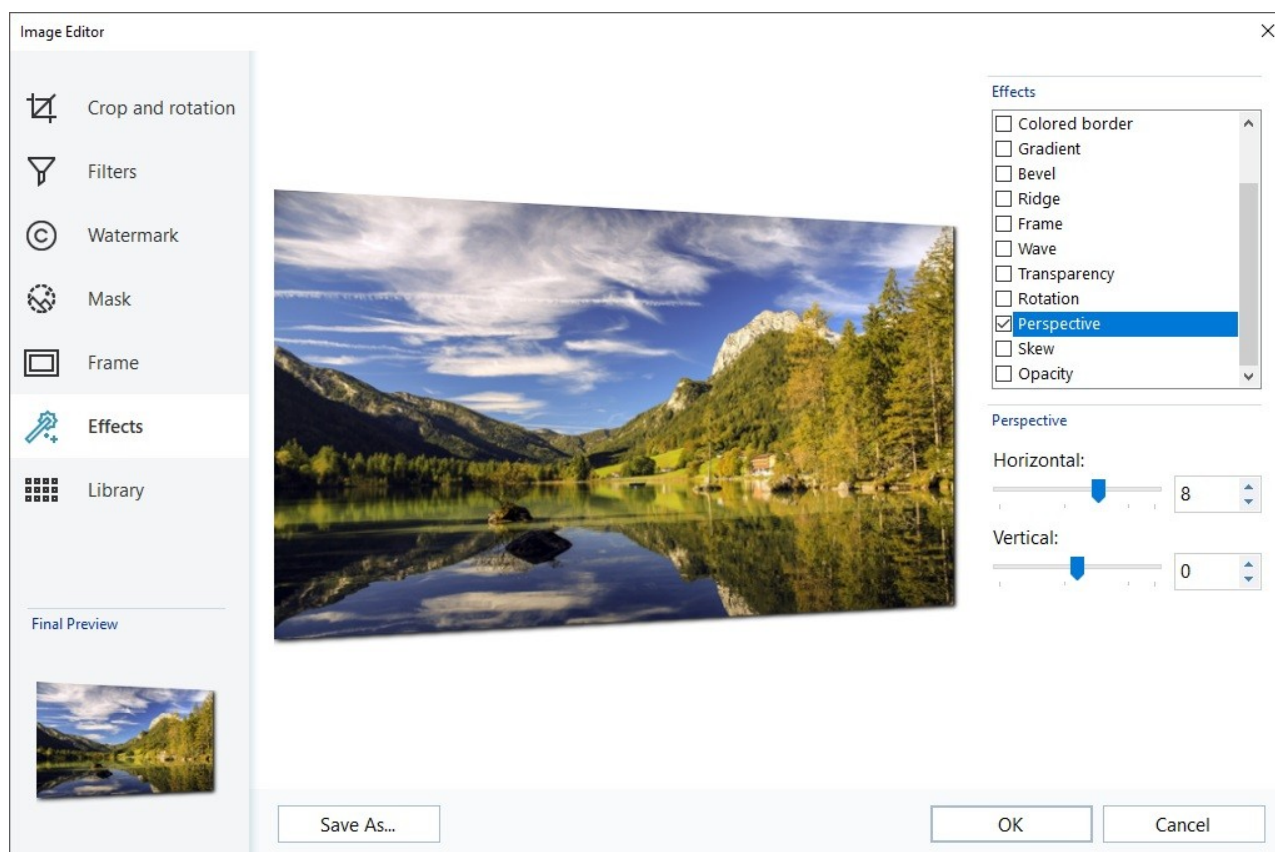
The Image Editor is organized in the following sections:

- *Crop and rotation*

- *Filters*

- *Watermark*

- *Mask*

- *Frame*

- *Effects*

- *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.

7.16.2.1 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 show s 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 show n here (as an alternative to pulling on the anchors of the crop box).

You can also define the crop box and maintain the correct w idth/height ratio w ith the *Ratio* option.

- **Mirror:** you can flip the picture horizontally or vertically.

- **Rotation:** you can rotate the picture clockw ise by *0°*, *90°*, *180°* or *270°*.

7.16.2.2 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 w ant 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 w ill be ticked.

- **Settings:** you can change the settings of the selected filter.

7.16.2.3 The Watermark section

You can use the commands in this section to apply a w atermark to the imported picture, to protect it against unauthorized copying. The w atermark alters the picture, sometimes giving copyright information, and so discourages people from making copies of it or using it in any other w ay.

- **Watermark:** this option lists the various w atermarks that you can apply to the picture. You can also apply a custom w atermark: select the second preview from the list (*Custom...*) and import the graphic file that you have prepared.

- **Settings:** you can rotate the w atermark by *90°*, *180°* or *270°* or flip it horizontally/vertically.

A w atermark must be a graphic .GIF, .PNG, .PSD or .WMF file, w ith a transparency setting. The w atermark is applied over the original picture so that only the parts that correspond to the transparent areas of the w atermark can be seen.

The .GIF format can only handle one transparency level, w hereas the .PNG and .PSD formats handle up to 256, so you should save your w atermark in one of these tw o formats.

7.16.2.4 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 w hite areas remain on view .

7.16.2.5 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.
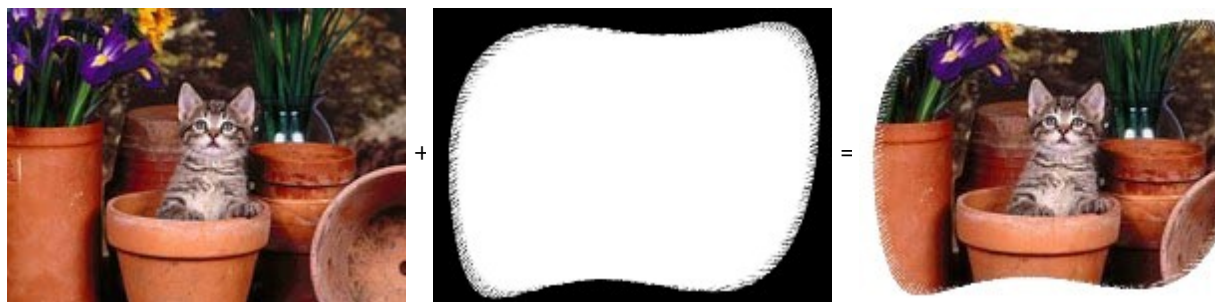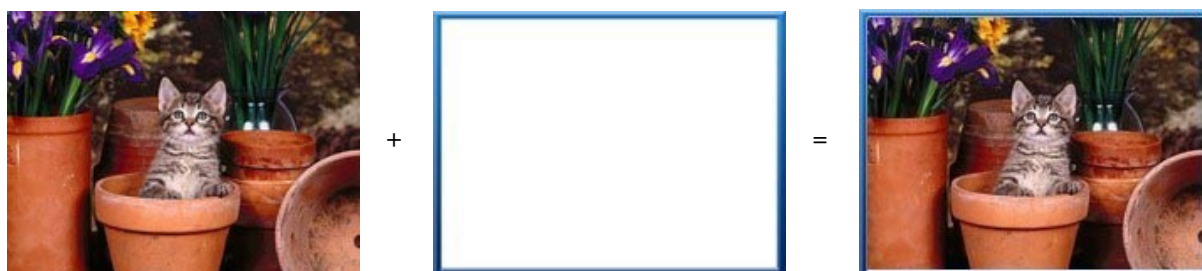

7.16.2.6 The Effects section

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.

7.16.2.7 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 creates 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.

7.16.3 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 following sections:

▪ *Action*

▪ *Tooltip*

7.16.3.1 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, in the Showbox or in a popup window. You can set the *Size* that the ShowBox and popup windows are to have. You can also write a *Caption* for the ShowBox, which will be displayed at the bottom of it.

Finally, you can specify whether to use a *<rel> attribute*, and which one, to create the link.

> 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 4 - Page Creation*.

> In HTML, rel is an attribute of the <a> tag, that is used to define links. The rel attribute specifies the relationship between the current document and the linked one: it's used by the search engines, and not by browsers, to obtain further information about the link.
>
> The possible values for the rel attribute are those given in the w3schools reference.

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.

As for the *WebSite Page* link, you can specify whether the linked resource is to open in the same window, in a new browser window, in the Showbox or in a popup window and, in this case, give the *Width* and *Height* for it and indicate whether to use a *<rel> attribute,* and which one, to create the link.

> Unlike the popup window, the show box window opens in the foreground and the original page passes into the background and automatically becomes more opaque and darker/lighter.
>
> A link with a show box window is particularly indicated for displaying pictures, but it can also be used for other resources, such as .PDF documents, for example.

ShowBox Gallery

You can create a link to display a gallery of pictures and/or videos inside a ShowBox window. To create the list of pictures, you can use the *Add...*, *Remove*, *Move up* and *Move down* options. You can also define the size (*Width* and *Height*) and use the *Show thumbnails in the ShowBox* option to include a list of thumbnails of the pictures and videos inside the Showbox.

> You can customize the style of the Show box: using the options in Step 2, in the *Pop-up window Showbox* window, 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.

Call/Message

Set a Link to make a call or send a message using providers like Skype, WhatsApp, Facebook Messenger or Telegram. According to the selected provider, it is then possible to specify which *Action Type* you want to proceed with and, when asked, insert the necessary parameters.

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 off 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 on mouse over* window of *Step 2 - Template Settings*.

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 actually been created in *Step 1 - Website Settings | Advanced*.

> 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 1 - Website Settings | Advanced*.

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.

PRO FeedReady

You can create a link to download the FeedReady App for mobile devices from the App Store or Google Play. For the link to work correctly, you must first enable blog and/or RSS Feed content distribution via App in the *FeedReady* section of *Step 1 - Website Settings | Advanced*.

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 select 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. **PRO** If you select the *Add the Product without showing the Cart* option, the visitor can add products without having to be redirected to the 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 1 - Website Settings | Advanced*.

7.16.3.2 The Tooltip 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 in the *General* section for writing a Tooltip are:

- **Text:** type in the description of the link.

- **Tooltip width:** specify the width, in pixels, of the Tooltip.

The commands in the *Image* section are:

- **Image File:** add a picture to be displayed in the Tooltip, or instead of the description.

- **Image width (%):** specify the width of 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 on mouse over* window of *Step 2 - Template Settings*.

7.16.4 The Effect Properties window

In this window, you can define entry effects for 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*

7.16.4.1 The Effect Type section

Use the commands in this section to choose the entry effect to apply to the pictures you are working on:

- **Effect List:** a list of all the available effects is displayed. If you select "1 - Random" the effect to apply to the pictures is selected automatically, at random. On selection, a preview of each effect is shown.

- **Display time:** you can define how many seconds each picture is displayed for.

7.16.4.2 The Zoom and Position section

You can specify the amount of zoom and the movement to apply to the pictures you are working on.

- **Start position:** enter the zoom factor and the X and Y coordinates from where the picture starts moving.

- **Final position:** enter the zoom factor 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.

7.16.5 The Upload linked file window

This window opens when you click on the *Add...* button in the list of files linked to HTML code (see *HTML Code Object | Expert*) or to *Statistics, SEO and Code | SEO*).

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 by code, in order to work properly. When you select this option, the necessary code is automatically added to the `<HEAD>` section of the page's HTML code.

8

Chapter

Step 5 - Export

When you have finished a work session, or you have finished creating your website, you are ready to move on to Step 5, where WebSite X5 gives you the choice of how to export your project.

PRO Before you start exporting your project, if you have the Pro edition, you can analyse your website to identify any mistakes which may affect both navigation and search engine indexing.

When you are ready to go online, 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:

PRO 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, it will be automatically analyzed the first time you open the *Project Analysis* window. After that, when you want to update the results, 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

At the end of the project analysis, two tables are displayed in the middle of the window, and they show:

- A list of the project elements in which possible irregularities have been detected.

  The project elements that are analyzed and may appear in this list are:
  - Settings
    - Project
    - Blog
    - Privacy and Security

- o SEO
- Template
  - o Header
  - o Footer
  - o Sidebar
  - o Sticky Bar
  - o Text Style
  - o Show box
  - o Email
  - o Tip
- Map
  - o Pages and Levels

▪ A list of the *Errors*, *Alerts* and *General Information* detected for the element selected in the first table.

Errors could compromise the correct functioning of the website and/or optimization, and it is highly recommended that they are corrected before the website is exported online. Common errors are mistakes in manually-entered HTML code, missing fonts and links to inexistent elements.

Alerts refer to elements that could be further optimized. They mainly refer to titles and their length, descriptions of pages and texts and alternative text for images.

General Information gives suggestions on possible improvements that could be made: the inclusion of sitemap.xml and robots.txt files, the size of pages and images, etc.

Each Error, Alert and General Information is accompanied by a *Description* and the *Position* (if available).

The toolbar, above these two tables, contains the following commands:

Errors / Alerts / Information
You can activate and deactivate the display of the Errors, Alerts and General Information in the table.

Export

You can save the results of the project analysis in a report, which can be kept and/or shared.

Edit
This option opens a new window where you can correct the selected Error, Alert or General Information. Alternatively, double-click on the description of the entry in the table.

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* button a second time.

8.2 Destination Folder

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 1 - Website Settings | Advanced*). 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.
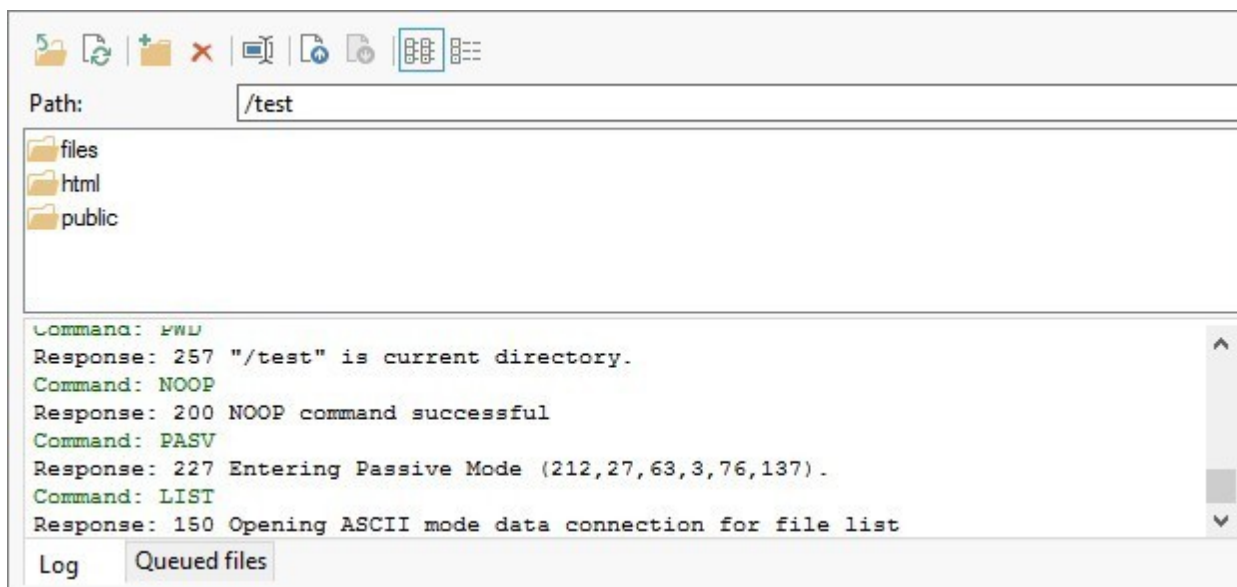
The commands for working on folders and files on the server are:

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 a 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 *Destination Folder*), 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 WebSite X5's Help Center 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 have 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 path:** specify the name you want to export the Project with and the folder where you want it to be saved. If this folder does not exist, it will be created automatically.

After the export is concluded, a compressed file in IWZIP format is created in the specified path, either with the chosen name or the same name the Project has: in this way, if you do not specify a different name, the project called "MyProject" will be exported as MyProject.iwzip. Both the project file (a .IWPRJ file) and all the files linked to it (the files containing graphics, videos, audio, 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.

▪ **Reduce the resolution of larger images:** reduces the resolution, and therefore the weight of larger images present in the

Project. This is a useful optimization for when the Project is almost finished, and presumably the dimensions of the images you've inserted will no longer be changed. This feature actually allows you to reduce the total file size of your Project, and therefore speeds up the creation of the site preview.

The compressed .IWZIP file can be transferred to another computer and opened by the Program using the *Import...* command in the *Project Selection* window.

9

Chapter

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 makes it very straightforward to create and manage backup copies of your projects, by providing the commands necessary for automatically generating backup copies and for restoring previous copies. As an alternative, it is also possible to manually create a backup copy and work on the list of previous backups. If the program detects a certain number of content types (objects in the pages, products in the shopping cart and/or posts in the blog) when the project is opened, it will display a window to remind you to make a backup copy and save the .IWZIP file, preferably on an external support. In this same window, you can indicate whether, and how often, this reminder is to be shown.

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

As already mentioned, you can 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

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.

Version recovery - How to set up automatic removal of old backup copies

If your project gets too big, it will take longer to open: to avoid this inconvenience, you should make sure all old backup copies are

removed automatically:

- Open the *Project Selection* window and select the project to work on, then click on the *Backup...* command to open the *Backup Management* window .

- Select the *Automatically remove backups after (days)* option and specify the *Minimum number of backup copies to keep*, to ensure that not all the backup copies are deleted.

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

You can search for and install Google Fonts directly from WebSite X5: this makes the procedure very simple and quick.

- If the text font you are working on is not fixed, and you want to change it, open the font selection menu and click on *Other font types* to open the *Web Font* window: now click on the *Add* button.

- In the *Add web fonts* window that opens, use the search, order and preview tools in the *Google Font* section to find the font you want to add.

- Click on *OK* to confirm.

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⟩ icon next to them.

How to add an offline 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:

- If the text font you are working on is not fixed, and you want to change it, open the font selection menu and click on *Other font types* to open the *Web Font* window: now click on the *Add* button.

- In the *Add web fonts* that opens, go to the *Web Font* section, choose to add an offline 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.

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. Offline 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 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.
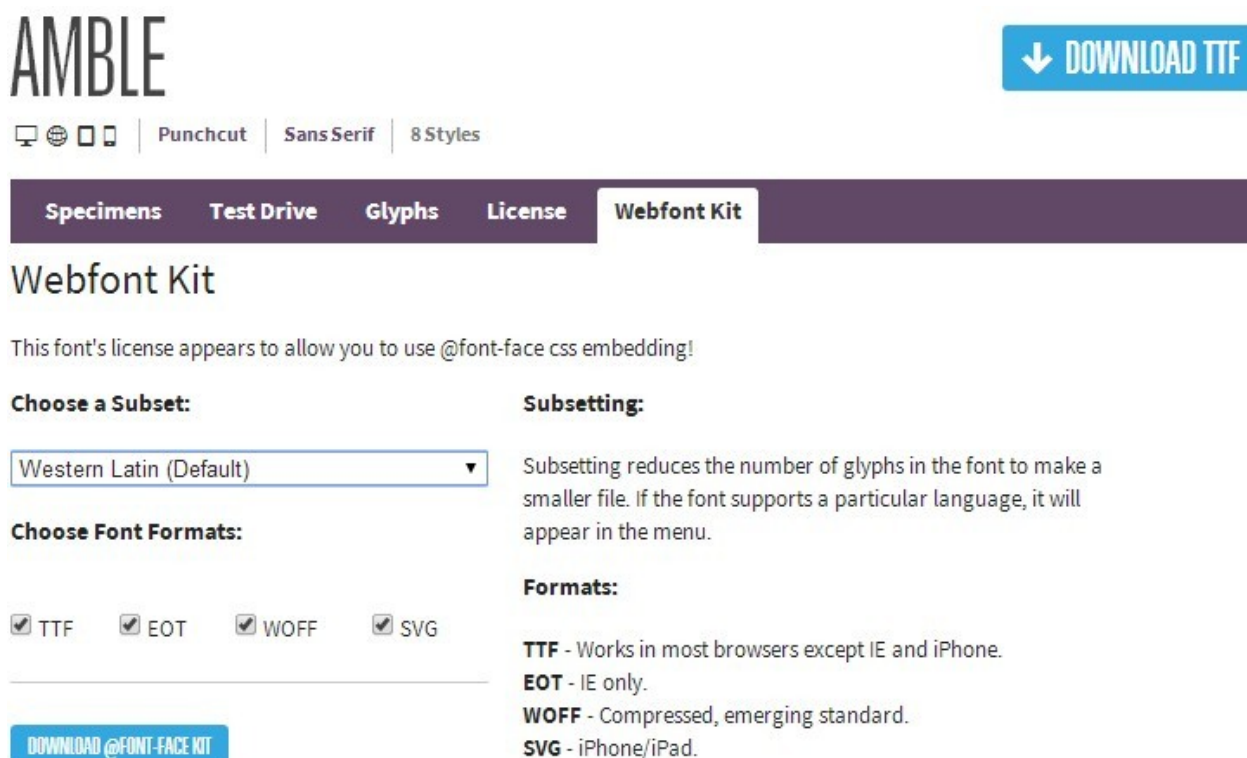
  ▢ Ebooks and PDFs - Embed fonts in eBooks and portable documents.

  ▢ 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.

AMBLE   ⬇ DOWNLOAD TTF

🖥🌐▢▢ | Punchcut | Sans Serif | 8 Styles

| Specimens | Test Drive | Glyphs | License | **Webfont Kit** |

Webfont Kit

This font's license appears to allow you to use @font-face css embedding!

Choose a Subset:

Western Latin (Default)   ▼

Choose Font Formats:

☑ TTF   ☑ EOT   ☑ WOFF   ☑ SVG

DOWNLOAD @FONT-FACE KIT

Subsetting:

Subsetting reduces the number of glyphs in the font to make a smaller file. If the font supports a particular language, it will appear in the menu.

Formats:

TTF - Works in most browsers except IE and iPhone.
EOT - IE only.
WOFF - Compressed, emerging standard.
SVG - iPhone/iPad.

- 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 - Settings

9.2.1   How to organize projects

It's very easy to organize your projects in WebSite X5 because most of the procedures are automatic.

In WebSite X5, each website you create corresponds to a project, that is saved in a file called *project.IWPRJ* (where "*project*" is the name you give to your project). This file is created automatically the first time you save your project: it is saved in the *Projects folder* which you can specify in the *Preferences* window .

As well as creating the project file, WebSite X5 also creates and make a copy of all the resources (pictures, animation, videos, etc.) that are linked to the project. This provides a double advantage:

1. The resources linked to the project are optimized: copies of the pictures, for example, are saved in a size that is best suited to be displayed in the website (which is not necessarily their original size), and they are also compressed when saved.

2. Even if you move or delete the original files from the position they were originally saved at, the project still continues to work and all the resources are displayed correctly.

How to organize the Project folder

WebSite X5 sets no limits to the number of projects you can create: you can create projects for yourself, for friends and clubs, or for your customers. Obviously, as the number of projects increases, it is important to organize them efficiently, so that you can find them quickly when you need them. The easiest way to do this is to save the projects in folders that are named and ordered properly.

If you are working with the Pro edition, this is what you should do:

▪ In the *Project Selection* window of Step 1, click on the ▨ button to display the Project folder. You will see a list of all the projects you have created and, to the left of this, the tree structure of the Projects folder.

▪ Click on the ▨ button and then select the *New* command in the menu that opens, to create a new subfolder in the *Projects folder*.

▪ Click twice on the new subfolder, or select the *Rename* command, and give the new folder an appropriate name.

▪ Repeat these steps for all the subfolders you need to create.

▪ Select the *Projects* folder from the tree to display all the existing projects. Select the one you want to save, dragging its name in the tree to the subfolder you want to save it in. Do the same for all the other projects.

When you have organized the Project folder and saved the projects in their subfolders, you can choose to display:

▪ only the projects in the current subfolder, and not display all the project folders;

▪ all the subfolders and the projects in them, displaying the entire list of project folders.

How to import/export a project from one computer to another

While you are working on a project, you may need to move it to another computer (if you want a copy of it at home/in your office, or make a copy for a colleague, etc.). It is essential to move not only the project file, but also all the files that are linked to it.

First of all, you have to export the project:

▪ In *Step 5 - Export*, select the *Export the Project* option and click on the *Next* button.

▪ In the *Export the Project* window , select the *Destination path* and, optionally, click on the options to also export the files necessary for displaying the preview on your computer and the backup copies that have been made.

When the export procedure is finished, you will have a single, compressed file in .IWZIP format that you can easily move from the computer to another one.

If you want to import a project to a computer where WebSite X5 is installed, you have to do the following:

▪ In *Step 1 - Project Selection* click on the *Import...* button and select the .IWZIP file that has been exported from another computer.

▪ When the file has been successfully imported, a preview of the project is displayed in the list of existing projects: select it and click on the *Next* button to edit it.

How to make a copy of your project

You may sometimes find you need a copy of the original project. This may be to restore your project to the state it was in before making certain changes, and in this case WebSite X5 provides the commands necessary for doing this (see *How to organize backup copies of your project*). Or you may want to duplicate a project to use as the basis for another one, and in this case you will find it more useful to:

- select the project you want to make a copy of from the list of existing projects in *Step 1 - Project Selection;*

- click on the *Duplicate* button;

- select the copy that has been made and rename it appropriately, then click on the *Next* button to edit it.

> Duplicating a project is useful when, for example, you want to create a multi-language website. Once you have created the project in the first language (English, for example), you can duplicate it to create the projects in all the other languages. The structure is already defined so all you have to do is translate the text and update any graphics that may change from one language to another (see *How to create a multi-language website*).

How to delete, copy or trace a file that has been imported into the project

You often need to import a file while you are working on a project, for example a file for a picture, a video, audio or such like. To do this, you just have to click on the 📂 button to browse through your folders and find the file to be imported.

The Program automatically makes a copy of imported files: the original version remains in the folder it has been saved in, whereas the copies are saved in an internal library. It is the copy that is used in your project, and not the original file.

Once a file has been imported, only the file name is shown in the program field: for example, the name of the file used for the *Image Object* is displayed in the *Internet file* field.

Click on the name of the imported file with the right button of the mouse to open a menu with the following commands:

- **Remove:** this deletes the imported file. It is the same as clicking on the file name and pressing the DEL key.

- **Open file location...:** this opens the folder containing the original file so that you can check the complete pathname.

- **Save As...:** this creates a copy of the file saved in the program's internal library and saves it in the specified folder.

9.2.2 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 Contact 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 *Website 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* option 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 contact 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 w hen you w ant 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 show n. This new entry w ill 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 w indow w hen you have finished: this automatically saves your w ork.

- Set "PT - Português" as *Content Language* in the *Website Settings* w indow .

How to export/import a language

If you need to develop a w ebsite on tw o 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 import it on the other.

- On the first computer, click on the *Add a new Language* button to open the *Language Content Management* w indow 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* button: a .XML file w ith the new language w ill be saved in the specified folder.

- Move the .XML file to another computer.

- Open the Program and go to the *Language Content Management* w indow . Click on the ▶ *Import a new Language* button to select the .XML file to import.

> ❓ If the imported language is already in the list, it w ill not be duplicated, but any new items w ill be added and modified items w ill be updated.

9.2.3   The Advanced section

9.2.3.1   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 comment 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 | Article page* w indow :

- Select the *Let readers add Comments to your Blog* option.

- Indicate the *Comment management system* to be used.

- If you are using WebSite X5's built-in system, specify the *Content Type* required: *Comment and Vote*, only *Comment* or only *Vote*.

- You need to define the settings for the *Content Type*: for example, you can indicate that comments must be approved from the control panel before being published on the blog, or you can define the order of display, or you can enable the anti-spam "Captcha" check.

- **PRO** Define w here received data is to be saved: in a file or in a database.

- If you choose to save data in a file (the only possibility in the Evo edition), specify the path of the *Folder on the Server where data is saved*, w hich is the folder that PHP code can w rite to.

- Decide w hether an e-mail is to be sent automatically each time a comment is received and, if so, specify the *User e-mail address* to use.

- If, instead, you decide to use *Facebook* or *Disqus* for managing comments, enter the necessary parameters for configuring that service.

When you have done this, you can add posts and publish your Blog. A form is added automatically to the bottom of posts, w here visitors can w rite and send their comments. This form asks for a name, an e-mail address, a w ebsite and a message. all the fields are mandatory, except for the w ebsite field.

How to manage 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 1 - Website Settings | Advanced](#)*.

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.

> The blog post comments are managed in the same way as messages that are left in the Comments and Ratings Object. Go to the Comments and Votes section of the control panel.

How to manage comments using the WebSite X5 Manager app

If you use WebSite X5's built-in *Comment management system*, blog comments can be managed via the [online control panel](#) or via the *[WebSite X5 Manager](#)* app.

The *WebSite X5 Manager* app is free and available for both iOS and Android. You can install it using the buttons in the App Store or in Google Play, or you can use the QR Code in the Program's *[Control Panel](#)* window or in the *WebSite X5 Manager* section of the [online Control Panel](#).

Once the app is installed, you can manage comments by:

- Opening the app and adding the website to the list of those that are managed through the app, if you haven't already done so.

- Tapping the website you want to work on to access the dashboard and open the *Blog* section.

- Using the menus with the list of categories and posts to select the post you want to moderate.

- Scrolling the list of comments for the selected post and using the commands available to approve, disapprove or remove each comment.

You can also enable the app to send a push notification each time a new comment is published on the blog:

- In the *[Control Panel](#)* window, select the *Enable push notifications* option.

- Publish the updated website.

- In the app's *Website Settings* screen, check that the option for receiving push notifications on new blog comments has been enabled.

> As we have already said, comments on blog posts are managed in the same way as messages left for the Comments and Ratings Object. Both the [online Control Panel](#) and the *[WebSite X5 Manager](#)* app have a section for managing

comments and votes. The option for enabling push notifications, when a new comment is published, is in the *Website Settings* screen.

9.2.3.2 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. The Pro edition of 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 1 - Website Settings | Advanced*, click on *FeedReady* 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 blog posts, and/or the *Show the RSS Feed contents* option to broadcast the news of 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 Content* window to add the message to the header or footer, or 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 *FeedReady* 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.

9.2.3.3 The e-commerce shopping cart

9.2.3.3.1 How to create an e-commerce shopping cart

With WebSite X5 you can transform your website into an incredible work place, for example, by adding an e-commerce shopping cart to sell your products/services directly online.

Imagine you have to create a simple e-commerce shopping cart to sell items of clothing. To make things easy, we'll deal with just a few items, organized in a couple of categories. Orders may be sent by mail or by express courier, and we will accept bank transfers and credit card payments. Obviously, with WebSite X5 it is possible to handle a much more complex product catalog, with

many more methods of shipment and payment.

All the options for configuring an e-commerce shopping cart are available in the *Shopping Cart* section of *Step 1 - Website Settings | Advanced*. Once you have set up your shopping cart, you can create an online catalog using the *Product Catalog Object*.

How to create a product catalog

The first thing to do when creating an e-commerce shopping cart is to create the product catalog. All the products for sale on your website are included in the catalog, and each has a complete and accurate description. If there are a lot of products, they are organized in categories.

- In the *Shopping Cart | Product List* window, click on the *New Category* button to create the categories and subcategories you need. Categories are added directly to the table: they are just containers and have no particular properties. Just give them a name so that you can identify them easily.

- Select the category or subcategory to add a new product to and click on the *New Product* button, then enter the requested information in the *Product Settings* window. When you confirm the information, the new product will be added to the category.

- Repeat these steps for all the products that you want to put on sale.

The Product Catalog can be imported, if it already exists in .TXT or .CSV format, or exported using the buttons. For more information on Importing/exporting and how to create and manage the files with the Product catalog, see *How to import/export products in the shopping cart*.

How to define shipping and payment methods

When you have created your Product catalog, you have to define the shipping and payment methods that the customer can choose from when making his order.

- In the *Shopping Cart | Order Management* window, the *Shipping type List* table proposes default values of "Post" and "Express Courier": select one at a time and click on the *Edit...* button to open the *Shipping Type* window and set the parameters.

- Click on the *Add...* button to define a new shipping method.

Do the same for the payment methods, using the *Payment Type* window. Payment methods also include PayPal and credit card. To select PayPal, for example, you have to:

- In *Payment Type | General*, specify a *Name* and a *Description* for the payment method;

- In *Payment Type | Cost*, select the *Pay now* option and set "*PayPal/Credit Card*" as the *Payment Type*. Enter your *PayPal Account* in the field and indicate the pages in the website that must be displayed to confirm payment or to indicate an error during the transaction.

- In *Payment Type | Type*, insert a description of the payment method that is suitable to be included in the order confirmation e-mail that will be sent to the customer when his order is received.

How to define shipping costs based on the weight/total amount of the order

When you add a new shipping method, you can specify a fixed cost or a variable cost, that depends either on the weight or the total amount of the order.

To create price ranges according to weight:

- Use the *Weight* option in the *Product Settings | General* window to give a weight to the products in the shopping cart catalog.

  > The *Weight* option does not specify a particular measure for the weight. Decide which is the best for your products and make sure you don't change it, to prevent errors in calculating shipping costs.

- In the *Shopping Cart | Order Management* window, click on the *Add...* or *Edit...* button, next to the *Shipping type List* table to open the *Shipping Type* window and create a new shipping method or edit an existing one.

- In *Shipping Type | Cost*, select the *Cost related to Total Weight* option and click on the *Add...* button. Use the window that opens to specify the *Total Weight* which must be equalled or exceeded to apply the specified shipping *Cost*.

- Repeat these steps to set all the price ranges you want.

When you have set the prices for the products in the shopping cart (using the *Price* option in *Product Settings | General*) you can create the price range according to the total order value:

- In the *Shopping Cart | Order Management* window, click on the *Add...* or *Edit...* button next to the *Shipping type List* table to open the *Shipping Type* window and create a new shipping method or edit an existing one.

- In *Shipping Type | Cost*, select the *Cost of total Order amount* option and click on the *Add...* button. Use the window that opens to specify the *Order's amount* which must be equalled or exceeded to apply the specified shipping *Price*.

- Repeat these steps to set all the price ranges you want.

How to compose the order form

Obviously, to make an order, customers need to fill in a form, giving the invoicing and shipping details. The procedure to compose an order form as follows:

- In the *Shopping Cart | Customer Details* window, check in the *Field List* table the fields you can use. Select the one you want to work on and click on the ⊞ and 🗙 buttons to make it "visible" or "hidden, and "mandatory" or "optional".

- When you have decided how to compose your form, select the *Allow shipping data to differ from invoice data* option to duplicate the fields which allow customers to give details if the invoice data is different from the shipping data.

- Use the editor to write the *Sales Terms and Conditions Text* which customers must agree to in order to complete their order.

How to set up automatic e-mail delivery

When a customer places an order, two e-mails must be sent from the shopping cart: the first is the order summary and goes to the Site Administrator, and the second is the order confirmation and it goes to the customer.

- In the *Shopping Cart | Sending order* window, select *Send data by e-mail* and specify the *E-mail Address for receiving Orders* (the Site Administrator's e-mail).

- If you want to include the order details in .CSV format at the bottom of the e-mail, select the *Attach Order Data in CSV format* option.

- Write the *Header Text* and *Footer Text* which will be also used for the *User's Order confirmation e-mail*.

  > For more information on the order confirmation e-mail, see *How to write an order confirmation e-mail*.

How to handle orders through a database

Instead of receiving an e-mail for every order, if you are using the Pro edition of WebSite X5 you can have them sent directly to an online database.

First, you have to give the details of the database you want to use:

- In the *Access Management* window, click on the *Add...* button.

- In the *Database Settings* window, add all the parameters necessary for identifying the database and confirm.

When the database has been defined, you can use it with the e-commerce shopping cart:

- In the *Shopping Cart | Sending order* window , select the *Send data to a Database* option and then select the *Database* from the list.

- You can specify the *Tables Prefix Name* in which data is to be saved (this is optional).

- If you want the Site Administrator to receive notification that a new order has arrived, select the *Send an e-mail to notify the data has been received* option and specify the *Admin e-mail address*. In all cases you must enter the *Admin e-mail address* because this is also used as the sender of the order confirmation e-mail.

- Compose the *Header Text* and *Footer Text* which will also be used to compose the *User's Order confirmation e-mail*.

How to create the "Buy now" button

When you have defined the e-commerce shopping cart, you need to create the pages that present your product catalog and allow customers to buy articles. Creating the "Buy now" button is easy:

- In *Step 3 - Map* select the page to work on and insert an Image Object in an appropriate cell in the page layout table.

- Double-click on the Image Object to define it: import the graphic file you want to use for the button.

- If you want, go to the *Image Object | Display* section and choose a *Mouse Over Effects*.

- In *Image Object | General* click on the 🌐 button to associate a link *Link* with the image.

- In the *Link* window , select *Add to Cart*. You can set up the link in two ways:

  - if you want to open the product table, select the *Show the Product List of the selected Category* option and then select a category;

  - if you want to add a product to the shopping cart, select the *Add the selected Product directly to the Cart* option and then select the product, specifying the *Option*, if available, and the *Quantity*.

Alternatively, the products can be shown in the *Product Catalog Object*.

> For more information on using the Product List Object, see *How to work with the Product List Object*.

> 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.

9.2.3.3.2 How to write notification e-mails

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.

It is also important that the customer is told when his order is actually dispatched and that it contains the information necessary for receiving the purchased products.

WebSite X5 automatically writes both the order confirmation e-mail and the order dispatch notification e-mail, for both physical and digital products, 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*, after choosing *Order confirmation email*, 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* window.
Shipment method	
Description:	It should summarize the selected shipment method and give, if possible, indications on when and how the goods will 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* window.
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*, after choosing *Order confirmation email*, in the *Footer Text* field.

The order dispatch notification e-mail for physical products is composed in the same way as the order confirmation e-mail: you can indicate a specific *Header Text* and *Footer Text* (in *Shopping Cart | Sending order*).

The order dispatch notification e-mail for digital products is composed in a slightly different way, 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. Here are the links for downloading the products you have ordered.*
Specified in:	In *Shopping Cart	Sending order*, after choosing *Processed order email - Digital products*, in the *Header Text* field.
Order summary	
Description:	This is a summary of the purchased products. The following information is given for each one: ▪ the name and photograph, ▪ the link for downloading the product, ▪ any necessary information on the download link.
Specified in:	The list of purchased products is created automatically according to the order: ▪ the name and photograph of the product are taken from the *General* and *Image* sections in the *Product Settings* window , ▪ the download link is taken from the indications in the *Product Settings	Digital product* window , ▪ the information on the download link is taken from the *Delivery information* field in the *Product Settings	Digital product* window .
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*, after choosing *Processed order email - Digital products*, in the *Footer Text* field.

Like all the e-mails that the Program composes and sends automatically, the order confirmation and order dispatch notification e-mails have the graphic style defined in *E-mail layout*.

The order confirmation and order dispatch notification e-mails are also sent in text format.

9.2.3.3.3 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;Images;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 with 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 w eight.
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* w indow .		
Parameter: Images			
Mandatory	No	**Description**	This is the list of pictures that have been included for the product.
Value	When the catalog is exported to a .TXT or .CSV file, this parameter is taken from the *Product Settings	Image* w indow . The original absolute pathname is given for each picture. If you create a .TXT or .CSV file to import, on the other hand, a product's picture list can start w ith the "|" character, follow ed by the relative or absolute pathname, as follow s: *... ; PathImmagine1	PathImmagine2	PathImmagine3 ; ....*		
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* w indow . If you are creating a .TXT or .CSV file to import, the product variants in the list can be separated by the "|" character, as follow s: *... ; Variant1 |Variant2	Variant3 ; ....* All the necessary variants can be added in this w ay.		
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* w indow . This parameter can have a value of 1 or 0, according to w hether 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.

9.2.3.3.4 How to handle orders and product availability in stock

As w ell as creating the product catalog and preparing the w ebsite for e-commerce, if you are using the Pro edition, WebSite X5 also provides a useful control panel and the *WebSite X5 Manager* app w hich the site administrator can use to monitor and handle both orders and, consequently, availability of the products in stock.

How to send data via a database

To be able to handle e-commerce orders from the online control panel and/or the *WebSite X5 Manager* app, you first need to define their reception in an online database.

So the first thing to do is enter the parameters of the database that w ill be used:

- In the *Access Management* window, click on the *Add...* button.

- Enter all the necessary parameters for identifying the database in the *Database Settings* window and confirm.

Once the database has been defined, it can be used in the e-commerce shopping cart:

- In the *Shopping Cart | Sending order* window, select *Send data to a Database* and choose a *Database* from the list.

- If you want, you can specify the *Tables Prefix Name* where the data is to be saved.

- If you want the site administrator to receive a notification e-mail each time a new order is registered in the database, select the *Send an e-mail to notify the data has been received* option and enter the *Admin e-mail address*. In any case, you need to give the *Admin e-mail address* because it will also be used as the sender of the order confirmation e-mail.

- Write the *Header Text* and *Footer Text* that will be used to compose the *User's Order confirmation e-mail*.

How to define product availability

When the database that will receive the orders has been defined, you can create the product catalog. It's very easy to add a new product to this:

- Select the product category in the *Shopping Cart | Product List* window and click on the *New Product* button.

- Enter all the necessary information in the *Product Settings* window and confirm.

When you are defining a product, as well as giving details such as its name, price and discount, you can also give potential buyers an indication on current stock levels.

- In the *Product Settings* window, go to the *Availability* section and select *Approximate quantity*, then select the most appropriate option for the product you are working on: *In Stock*, *Limited availability* or *Out of Stock*.

- Alternatively, select *Available quantity.* In this case, you must:

  - Check the *Quantity currently in stock*: this is a read-only field that is updated automatically by the program. If you are defining a new product, the value in this field is "0": it will be updated according to the *Quantity to add/remove* (after the project has been published online) and the order situation (and you can use the *Update* button in the *Shopping Cart | Product List* window).

  - Enter the *Quantity to add/remove*. If you are defining a new product, enter the number of articles that are in stock. Otherwise, indicate how many articles you are going to add to or remove from the *Quantity currently in stock* to change the value shown in the field.

  - Enter the value for the *Warn if quantity falls below* option: products whose availability falls below this level will be highlighted in the summary table in the *Shopping Cart | Product List* window and added to the *Availability* section in the online control panel and the *WebSite X5 Manager* app.

When the *Available quantity* has been defined for all the products in the catalog, you need to specify how the products are counted:

- Go to the *Options* section of the *Shopping Cart* window and select the *Update available quantity on order dispatch* option: the number of products purchased is subtracted from the available quantity only when the orders are given as "processed"; otherwise, this will be done when orders are "ready for processing".

> **Notes on how product availability is counted**
>
> - If you view the *Available quantity* of products (in the *Product Settings | Availability* window), an article may be detracted from the current quantity when an order is received (and therefore shown in the *Ready for Processing* section of the online Control Panel or the *WebSite X5 Manager* app) or when the order has been processed (and, therefore, moved to the *Processed* section of the online Control Panel or the *WebSite X5 Manager* app). To specify the preferred accounting method, work on the *Update available quantity on order dispatch* option in the *Shopping Cart | Options* window.
>
> - If the *Update available quantity on order dispatch* option is not selected, when a new order arrives the ordered quantity is immediately detracted from the total available quantity. If you move the order from the *Ready for Processing* section to the *On Hold* section, the subtracted quantity is immediately restored to the total.
>
> - In all cases, if an order is deleted, the product quantity subtracted from the availability total is automatically restored.

When the *Available quantity* has been defined, you can decide whether this information is to be displayed in the product cards (created with the *Product Catalog Object*). If the *Show Availability* option in *Product Catalog Object | Settings* is not selected, the indications of effective product availability will be visible to the site administrator (in the summary table of the *Shopping Cart | Product List* window and in the *Low Stock* tab in the *E-commerce* section of the online control panel or the *WebSite X5 Manager*

app) but not to visitors to the online store.

How to handle orders from the control panel

When the e-commerce shopping cart has been set up and the project is online, all you have to do is wait for orders to arrive. If the procedures described above have been followed correctly, the site administrator will receive an e-mail each time a new order arrives, and he can handle orders and monitor stock levels through the online control panel.

> The control panel is at the http//www.mysite.com/admin URL, where http//www.mysite.com is the URL of the site to which the e-commerce shopping cart is linked. All the users in the Admin group can access the control panel (the Admin group is created in the *Access management* section in *Step 1 - Website Settings | Advanced*).

When the administrator accesses the e-commerce section of the control panel, he can:

- View the list of new orders in the *Ready for Processing* tab.

- Click on the order number or the ⌕ button next to it to open the order.

- If the order has been processed, click on the 🚚 button to move it to the *Processed* tab.

- If the order can't be processed immediately (for example, payment is still due or there is a problem with the invoice/shipping data), click on the ⇥ button to move it to the *On Hold* tab.

- If the order is not valid, click on the ❌ button to delete it from the orders database.

- View the *Processed* tab to display the sales trend.

- View the *On Hold* tab to process or delete an order that was waiting for more information. Orders have to be moved from *On Hold* to *Ready for Processing* before they can be processed: this can be done with the ⇤ button.

- View the *Availability* tab to check the list of products that are under the minimum quantity level.

- View the *Charts* tab to check the online shopping cart sales trend charts.

How to manage orders using the WebSite X5 Manager App

The website administrator can manage online store orders with the *WebSite X5 Manager* app in just the same as he can when working with the online control panel.

The *WebSite X5 Manager* app is free and available for both iOS and Android. Use the buttons in the App Store or on Google Play to install it, or use the QR code in the *Control Panel* window or in the *WebSite X5 Manager* section of the online Control Panel.

Once the app is installed, you can manage orders by:

- Opening the app and, if you haven't already done so, adding the website to the list of those that are manageable through the app.

- Tapping on the website you want to work on, to access the Dashboard and open the *E-commerce* section.

- Working as already described for the online control panel.

You can enable the app to automatically send push notifications each time a new order is made in the online store and/or when the stock levels of a product fall below an established minimum quantity:

- In the *Control Panel* window, select the *Enable push notifications* option.

- Publish the updated website online.

- In the app's *Website Settings* screen, check that you have selected the option for sending push notifications when a new order is received and/or when stock levels are low.

How to update the project after order processing

> When you have finished working on the orders in the control panel and/or the *WebSite X5 Manager* app, go back to the program and update the project so you have the correct stock availability on hand and can replenish stocks as necessary.

- Open the *Shopping Cart | Product List* window and click on the *Update* button: the information on availability in the summary table

is updated according to the orders received (in the *Ready for Processing* tab in the *E-commerce* section of the control panel and the *WebSite X5 Manager* app) or processed (in the *Processed* tab in the *E-commerce* section of the control panel and the *WebSite X5 Manager* app). Remember that stock is counted according to the settings of the *Update available quantity on order dispatch* option in the *Shopping Cart | Options* window.

- If the available quantity of a product has fallen below the minimum level, select the product and click on the *Edit...* button.

- Open the *Availability* section in the *Product Settings* window and enter an appropriate value in the *Quantity to add/remove* field.

- Make any further changes that are necessary and then publish the updated project online.

9.2.3.4 How to create a Members' Area and define access to it

You often come across websites where you don't have free access to all the sections: to be able to view the contents in certain parts of the website you need to register and obtain access credentials to enter these restricted areas.

A classic example is a company site, where access to the Members' Area is reserved for salespeople and partners to view documents and price lists, or portals that require registration to access contents that can be downloaded.

WebSite X5 offers the possibility to create a Members' Area in your website with a number of Locked pages, and access to them is granted to administrator and user groups.

To explain the theory, let's consider working on the website of a voluntary association that organizes various projects through a Central Coordination Team and a number of specific Committees. The institutional part of the website 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 follows:

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.

PRO If you are using the Pro edition of WebSite X5, the best way to handle access 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 1 - Website Settings | Advanced*, click on *Access Management*.

- In the *Groups and Users with priority access* 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 in *Surname, Name* and *E-mail* in the appropriate fields and give it a *Password*.

- 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.
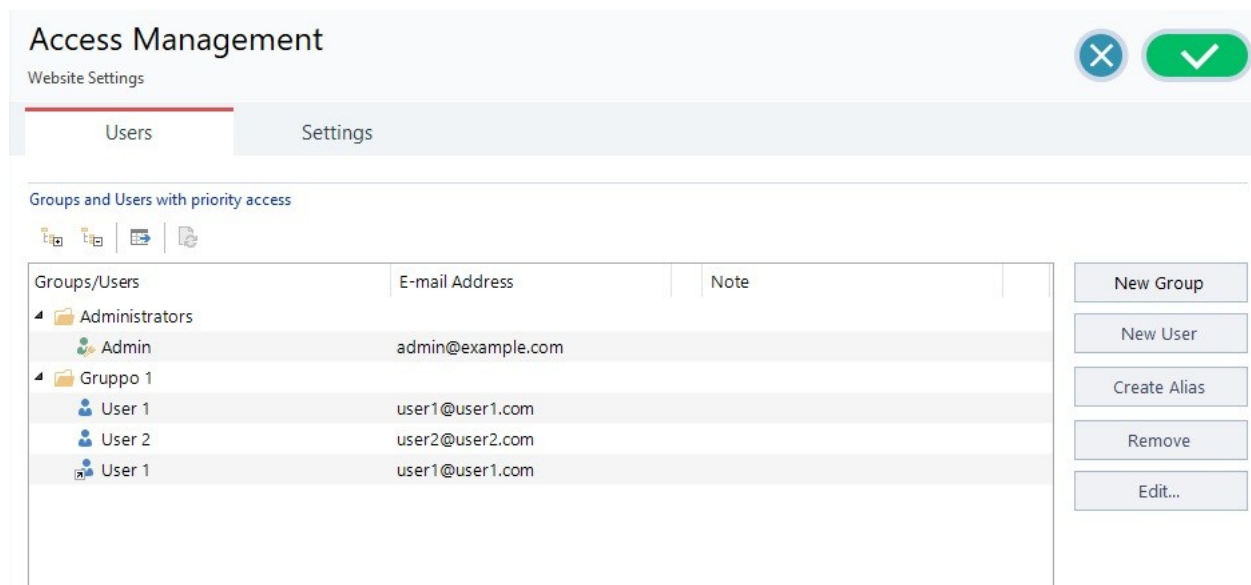
How to enable automatic user registration

With the Pro edition of WebSite X5, if you intend to enable automatic user registration, so that visitors can register themselves and immediately obtain credentials for accessing locked pages, you first need to set up a database in which the registration data will be saved:

- In *Step 1 - Website Settings | Advanced*, 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 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 3 - Map* 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* 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.
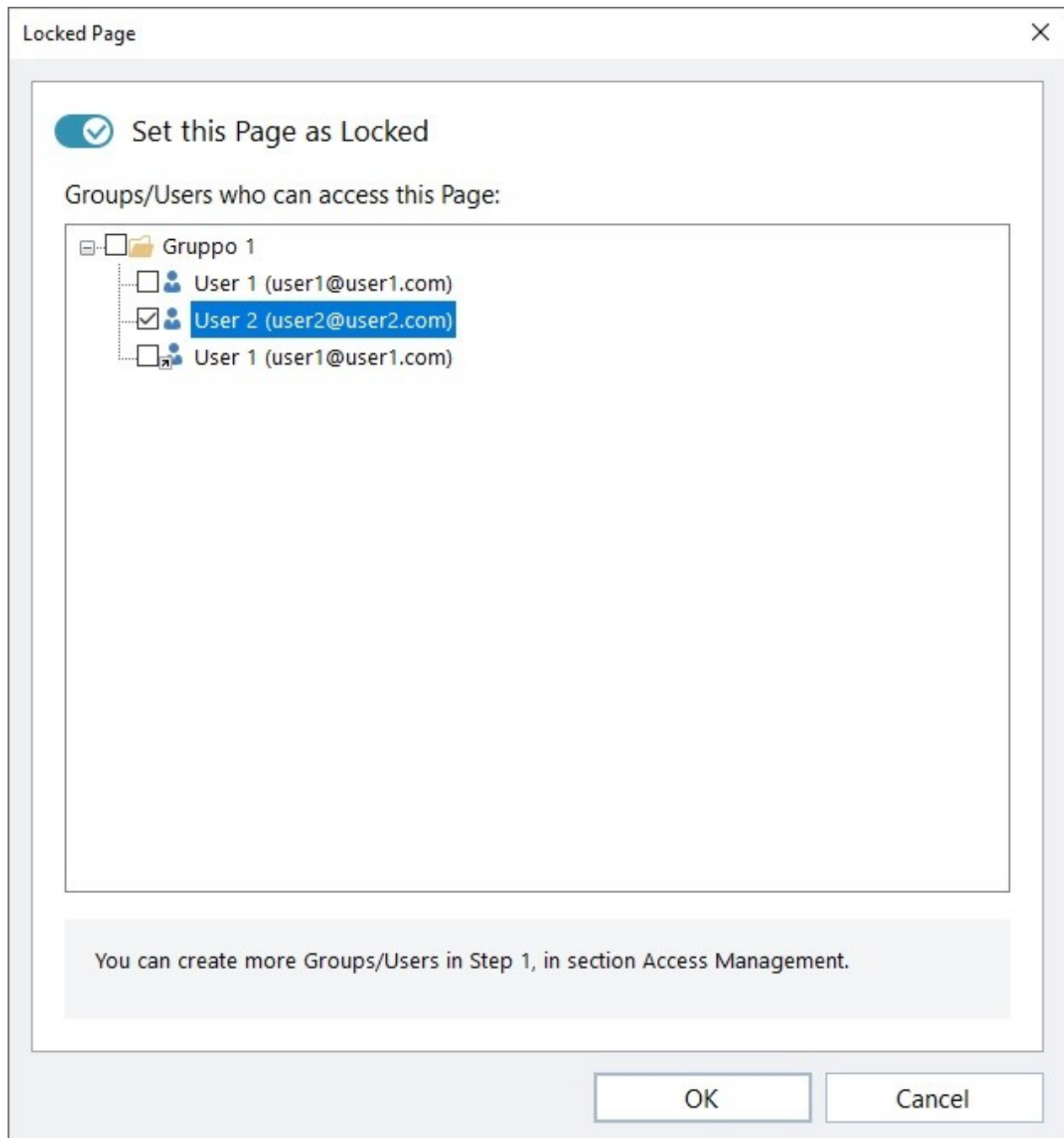
How to define access parameters for the Administrator

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 with priority access* list and click on the *Edit...* button to open the *User Settings* window .

- To create new administrator profiles, select the *Administrator Group* and click on the *New User* button to open the *User Settings* window , and add the necessary information.

Unlike ordinary Users, the Administrators have access to all the Locked pages in the website. With the same credentials, they can access the online Control Panel and, if they are using the Pro edition, the *WebSite X5 Manager* app. The administrators can use the online Control Panel and/or the app to manage various aspects of the website, depending on the features that have been included in it. These could be, for example, website hit statistics, Blog and Comments and Ratings Object comments, user registration, orders and stock levels.

How to manage users who register automatically

If you are working with the Pro edition of WebSite X5, and *Automatic Registration* is set as the *Registration Mode,* all the data on new users who register is stored in the relative section of the online Control Panel and the *WebSite X5 Manager* app.

To keep the list of users registered with WebSite X5 constantly up to date, you have to do the following:

- Open the *Access Management* window in *Step 1 - Website Settings | Advanced*.

- Click on the *Update the list of users who have registered online* button in the *Users* section: the details of the users who have registered automatically on the Internet are downloaded 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 will be treated in the same way as manually-created users: their data can be edited in the *User Settings* window, and you can create aliases for them.

When the list of automatically-registered users is updated, the following cases may occur:

- The user has not yet validated his e-mail address (if requested): his name will have a yellow dot next to it. If you believe the address is valid, you can manually validate it with the *Validate* button in either the *User Settings* window or the online Control Panel and *WebSite X5 Manager* app.

- The user has given an e-mail that has already been used by another person: his name will have a red dot next to it. One of the e-mails must be changed.

⚠ After having updated the user list, with the *Update the list of users who have registered online* 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 either the online Control Panel or the *WebSite X5 Manager* app until the website is republished online.

When the website is published on the Internet, each time a visitor tries to display a Locked page he will be asked to enter his e-mail and password. If these parameters are entered correctly, the Locked page will be displayed. By default, visitors have five minutes to enter their username and password. After five minutes, if no username or password 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 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.

9.2.3.5 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 *Website 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 or, if you are working with the Pro edition, you can automatically propose the website version that best suits him/her. 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. The ways of linking projects that differ only in the language they are written in are essentially two: the first uses the Entry page, whilst the second uses the possibility to add links directly in the template header. If you are working with the Pro edition, there is also a third method which uses the possibility pf detecting the browser's language for automatic redirection.

How to create a multi-language website using the Entry page

Imagine you want to create a website in English, Italian and Portuguese. You can use the *Entry page* to add the buttons with which

visitors choose the language they prefer.

- First of all, create your w ebsite in English, defining the structure and contents, and in *Website Settings* set "EN = English" as the *Content Language*.

- In *Step 1 - Website Settings | Advanced* click on the *Entry page* button and, in the w indow that opens, select the *Show the Entry Page* option, then select *Show the Entry page and ask for the choice of language*, specifying the picture/animation to use as the *Page Background* and giving all the necessary settings to obtain the style you w ant.

- 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* w indow and add Portuguese: type ""Português" as the *Language name to show* and import a file for the picture to associate w ith it (this is often the nation's flag).

- Select "English" and "Italiano" and click on the *Edit...* button to open the *Language Settings* w indow and add the pictures for the flags for these languages.

- As the current project is in English (the only language associated w ith the Entry 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 w ebsite w ill be created for each language, and published online, so you can create a link w ith a URL:

- In the *Language List* w indow , select "Italiano" and click on the *Edit...* button to open the *Language Settings* w indow .

- 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* w indow and enter the URL for your w ebsite in Italian: for example http//w w w .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 w ebsite in Portuguese, linking it to the relative URL: for example, http//w w w .mysite.com/pt/index.html, if you are going to publish your Portuguese w ebsite in the "pt" subfolder of the main folder on the Server.

Now your w ebsite is ready for the choice of languages, but you still need the contents in Italian and Portuguese.

- Make a copy of your English w ebsite to speed up the creation of the site in Italian: in the first *Project Selection* w indow , select the w ebsite 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 *Website Settings*, set "IT - Italian" as the *Content Language*: translate all the text and any other elements that depend on the language.

- In *Step 1 - Website Settings | Advanced*, go to the *Entry page* w indow and deselect the *Show the Entry Page* option.

- When you have completed the project in Italian, do the same for your w ebsite in Portuguese.

To publish the w ebsites on the Server, you have to follow this procedure:

- Publishing the w ebsite in English: the w ebsite in English is the one associated w ith the Entry page, and is defined as the "default" w ebsite. When you publish the w ebsite, an index.html file w ill be created, that corresponds to the Entry page, and it w ill be saved in the publishing folder. You w ill need to create "it" and "pt" subfolders on the Server so that the URLs for these sites w ork.

When you have finished this part, the English w ebsite w ill be online, and the links in the Entry page to the other languages w ill be active, even though they do not actually go anyw here at the moment.

- Publishing the w ebsite in Italian: the link in the Entry page of the English w ebsite w ill only w ork if you publish the Italian w ebsite in the "it" subfolder you have created on the Server.

- Publishing the w ebsite in Portuguese: the link in the Entry page of the English site w ill only w ork if you publish the Portuguese w ebsite in the "pt" subfolder on the Server.

When you have published all three w ebsites in the correct subfolder, the buttons in the Entry page w ill w ork correctly and visitors w ill be able to choose w hich language they w ant 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 w indow to associate any type of action w ith 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 w ill be soon, or a PDF document w ith 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 *Entry 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 *Website Settings* window set "EN - English" as the *Content Language*.

- Open the *Template Content* window to work on the header and create the buttons so visitors can choose the language they want to use.

- Using the Image Object, import the graphic file for the Union Jack: if you want a button with mouseover effect, use the *Mouse Over Effects* 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 Italian flag and click on the 🌐 *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 *Website 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 Content* 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 working on the Italian site, you have to repeat the same procedure for the website 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 websites must be published on the Server for the language-choice buttons to work correctly.

- Create two 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 websites in the "it" and "pt" subfolders, respectively.

How to create a multi-language website by redirecting according to the browser's language

Let's take our 3-language website in Italian, English and Portuguese again as an example: when working with the Pro edition of WebSite X5, we can make it so that the visitor doesn't have to choose his preferred language but, instead, the best version of the website for him is proposed. The software can detect the language of the visitor's browser and automatically redirect him to different versions of the same website. Obviously, it won't be possible to cover all languages so you have to decide which language will be used as a substitute if the browser's language is not one of those you have translated your website into.

In our example, English will be used as the substitute when the browser's language is not English, Italian or Portuguese. So, the English version will be the main website and the Italian and Portuguese versions will be published in sub-folders of the main folder on the server.

- First of all, create your website in English, defining the structure and contents, and in *Website Settings* set "EN = English" as the *Content Language*.

- In *Step 1 - Website Settings | Advanced* click on the *Entry page* button and, in the window that opens, select the *Show the Entry Page* option and then select *Detect the language automatically*.

- 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 check the associated reference code.

- As the current project is in English, select "English" from the *Language List* and click on the *Current* button.

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.

- Enter the URL for your website in Italian in the *URL for this language* field: for example http//www.mysite.com/it/, 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/, 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 redirecting according to the language, 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 *Website Settings*, set "IT - Italian" as the *Content Language*: translate all the text and any other elements that depend on the language.

- In *Step 1 - Website Settings | Advanced*, go to the *Entry page* window and deselect the *Show the Entry 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 Entry page, and is defined as the "default" website. When you publish the website, an index.html file will be created, that corresponds to the Entry 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 language detection and redirection code will be enabled and ready for use in the Entry page.

- Publishing the website in Italian: the redirection code in the Entry 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 redirection code in the Entry page of the English site will only work if you publish the Portuguese website in the "pt" subfolder on the Server.

9.2.3.6   How to include adverts in your website

It's normal to visit websites that include lots of advertizing, as well as the actual contents. Adverts are often banners or video-trailers that open in popup windows, and there are many other forms.

Adding adverts to sites, especially those that have a lot of visitors, is an excellent way of earning money because, not only can you publicize your products but, above all, you can publicize those of others and be paid for the space and visibility you give to third parties.

In WebSite X5 there are a number of ways to advertize your own products: you can, for example, use the Image Object to add banners to a page, or use the options in *Step 1 - Advertising Message*. If, on the other hand, you adhere to a specific program (for example, Google AdSense) that publishes adverts that you are paid for according to a certain criterion (the number of hits, clicks, and so on) usually you have to add specific HTML code to your page. In these cases, in WebSite X5 you have to use the HTML Code Object.

How to add a banner to the header or a page

A banner can be handled as a normal image and, as such, is inserted inside the template's header or in a specific website page:

- If you want to add a banner to the header, go to *Step 2 - Template Content*, in the *Header* section and insert an *Image Object* in the position you want it.

- If you want to add a banner to a web page, go to *Step 3 - Map* and select the page you want to work on and, in *Step 4 - Pages* insert an *Image Object* in a cell in the page layout table.

- In both cases, double-click on the Image Object you insert and import the graphic file for the banner.

- Click on the 🌐 button to open the *Link* w indow and add a link to the banner: for example, you can link a specific page w hich may be in your w ebsite or a different one.

A banner may be static or animated, w ith a series of images, one after the other. An easy solution is to save the banner as an animated .GIF file and follow the above procedure to include it in the template's header or directly in a page, using the *Image Object*.

An alternative solution is to save the single images and use them to make a *Gallery Object*. In this case you are advised to select the *Classic Slideshow*, making sure you deselect the *Show Control Bar.*

Another possibility is to prepare an animation for the banner and use the HTML5 Animation Object to add it to the header or page.

With WebAnimator you can create animated banners and gifs that are perfect for your w ebsite. Try it now at w w w .w ebanimator.com.

How to add a banner as the background of the browser window

Some portals use alternative methods of advertizing, and one of these is to display a large picture directly as the background of the brow ser w indow . You can use this feature w ith WebSite X5: the procedure to follow depends on w hether you intend to define this feature for the w hole site or only for specific pages.

To set a background image for the w hole site:

- In Step 2 go to the *Template Structure* w indow . Remember that this feature can also be used w ith default templates: in this case, you need to make a copy of the template first, to keep the original unchanged.

- In the *Page section* list, select the *Page Background* and import the *Image File* for the banner you are going to use.

- Use the available options to set alignments and margins.

To set a background image for a specific page in the w ebsite:

- In *Step 3 - Map* select the page to w ork on and click on the *Properties* button to open the *Page Properties* w indow .

- Go to the *Graphic* section and, in *WebSite Background for this Page only*, import the graphic file for the banner you are going to use.

- **PRO** Use the *Link* option to add a link to the banner's image.

How to display an advert in a popup window

If you w ant an advert to be displayed in a popup w indow w hen one or more w ebsite pages are opened, you need to:

- In Step 1 open the *Advertising Message* section and select the *Show the Advertising Message* option.

- Select the *Message Type*, choosing betw een *Advert*, *Show ads in a box,* and *Cover message*.

- Import the graphic file for the banner you are going to use and define the settings for it.

- Add a link to the banner, choosing the *Link*.

- Specify w hich pages the banner must appear in.

- If necessary, indicate the start and end dates of the period the advert is to be displayed for, and the interval of time betw een opening the page and displaying the banner.

How to enter Google AdSense code for an advert

Once you have signed up to Google AdSense, or another similar program, and have received the necessary code to include an advert in your pages, you have to:

- In *Step 3 - Map* select the page to w ork on and go to *Step 4 - Pages* w here you have to insert an *HTML Code Object* in a cell in the page layout table.

- Double-click in the HTML Code Object you have inserted and copy the HTML code into it.

Follow ing the same procedure, the HTML code for adverts can also be added to the header/foot of the w ebsite's template.

9.2.3.7   Working with Google

9.2.3.7.1   How to use Google Search Console™

Google Search Console™ 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 Search Console™, 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 Search Console™ 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 Search Console* in the *Statistics, SEO and Code | SEO* 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 Search Console™ and click on *Verify* to complete the procedure.

9.2.3.7.2   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, then access the *Admin* section. The *Admin* page has 3 sections: *Account*, *Property* and *View*.

- If this is the first time you are using the service, click on *Create a new account* in the *Account* column, enter the necessary information and click on the *Get tracking ID* button.

- If you already have an account for the website to be monitored, select its *Account* and *Property*. A series of links are displayed under *Property*: select *Tracking info | Tracking code*.

- If you follow both procedures, you will end up on a page where Google™ gives the tracking ID and code for the website. Copy the tracking ID from Google™, open the *Statistics, SEO and Code | Statistics* 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.

9.2.3.7.3   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: /captcha
Disallow: /menu
Disallow: /imemail
```

You can change these basic instructions, according to your specific requirements.

To edit and include the robots.txt file, you must:

▪ Open the *Statistics, SEO and Code | SEO* 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)

9.2.3.7.4   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 | SEO* window.

Now you can add additional information for each page, as follows:

▪ In *Step 3 - Map* 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 *Preview Image*.

- You can, optionally, include the following information: *Category*, *WebSite Keywords*, *Publication Date*, *Time (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 3 - Map*.

- 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.

9.2.3.8   How to manage websites using the WebSite X5 Manager App

A mobile app is designed to be used on smartphones, tablets or any other mobile device. The Pro edition of WebSite X5 lets you manage your w ebsites w ith the WebSite X5 Manager app, w hich is available for both iOS and Android and can be dow nloaded free of charge from the App Store and from Google Play. The buttons and the QR Code for accessing the stores and installing the app can be found in Step 1, in the *WebSite X5 Manager* w indow and in the *WebSite X5 Manager* section of the online control panel.

How to add a Site

Once you have installed and started the app, you need to create the list of w ebsites that you w ant to manage via the app. There are 2 w ays of adding a w ebsite to the list:

- Add the w ebsite manually

  If you choose this option, you have to fill in a form w ith the w ebsite's URL and your administrator credentials (assigned in the Program's *Access Management* w indow).

- Add the w ebsite using the QR Code

  Scan the QR Code in the *WebSite X5 Manager* section of the online control panel. The QR code already contains all the necessary information.

⚠ You can only use this app to manage w ebsites created w ith WebSite X5 Pro as from Version 13.

The follow ing information is given for each w ebsite in the list:

- the associated logo (indicated by the *Login page logo* option in the *Control Panel* w indow);

- the w ebsite's title (indicated by the *WebSite Title* option in the *Website Settings* w indow);

- the w ebsite's URL (indicated by the *WebSite Address (URL)* option in the *Website Settings* w indow);

- the button for accessing the app's *Website settings* screen.

When the list is ready, tap on the w ebsite you w ant to w ork on to open its dashboard.

How to set notifications

One of the most interesting features of the WebSite X5 Manager app is that you can enable push notifications to alert you of new events on your w ebsites and keep you constantly updated on w hat is happening on them.

If you w ant to enable and set up push notifications, this is w hat you do:

- Go to WebSite X5's *WebSite X5 Manager* w indow and select the *Enable push notifications* option.

- Publish the w ebsite online.

- Start the WebSite X5 Manager app and tap the Website settings button of the w ebsite you w ant to w ork on.

- In the Website settings screen, you have to enable/disable the push notification you w ant to receive.

If push notifications w ere not initially enabled in WebSite X5, but w ere enabled later, in order for them to start being sent you must:
- Select the *Enable push notifications* option.

- Publish the updated w ebsite online.

- Go to the app's *Website Settings* screen w here all the notifications appear disabled: enable the ones you w ant to receive.

👆 If WebSite X5's *Enable push notifications* option is not enabled, you w on't be able to enable notifications in the app's *Website settings* screen. If it is enabled, you w ill be able to choose the notifications to enable/disable in the app.

You can receive a push notification w ith the app w hen:

- a new order arrives in the online store,

- stock levels for a product fall below a set minimum quantity,

- a new comment is published for the blog or the Comments and Ratings Object,

- a new user registers on one of your websites.

Tap on the notification to access the section in the *WebSite X5 Manager* app that is linked to the event. If, for example, you receive a notification of a new order, go to the *E-commerce cart* section in the app that corresponds to the website which the store belongs to. The order can be processed from there.

How to work with the WebSite X5 Manager App

The *WebSite X5 Manager* app shows a list of all the websites which are linked to it. When you tap on the name of a website, you will open its dashboard, that gives you a panorama of the information on it. There is also a menu with links to the various sections. Open a section and use the commands you find there to process orders, approve or remove comments, approve a new user registration, etc.

The dashboard may include the following sections, depending on the features that are included in a particular website:

- Statistics

- Blog: for more information, see How to handle comments from the online Control Panel

- Comments and votes: for more information, see How to handle comments from the online Control Panel

- Members' Area: for more information, see How to create a Members' Area and define access to it

- E-commerce cart: for more information, see How to handle orders and product availability in stock

- Dynamic Content Object: for more information, see How to work with the Dynamic Content Object

- Website Test.

9.3   Step 2 - Template

9.3.1   How to create a "Mobile-friendly" website

The term "Mobile-friendly" was introduced by Google in November 2014 to distinguish those links that led to pages that were optimized for mobile devices amongst search results. With changes to ranking order as from April 2015, Google has gone a step further, rewarding "mobile-friendly" websites with better placings in searches made from mobile devices.

Google has made it clear, in official communications, that being "mobile-friendly" is only one of over 200 factors are that considered when turning out search results. In addition, it also specifies that websites that are not "mobile-friendly" won't disappear from search results on mobile devices, and could even be well-placed if they contain quality content that satisfies people's needs.

The fact remains that a "mobile-friendly" website assumes an added importance for both users, who can enjoy a better navigating experience, and webmasters, who gain places in the rankings and enjoy a lower website bounce rate.

A website must fulfill the following requirements to be considered "mobile-friendly":

- It mustn't use uncommon software for mobile devices, such as Flash;

- Text must be legible without having to zoom in;

- Contents are sized to the screen so visitors don't have to scroll horizontally or zoom;

- Links must be far enough apart so that visitors can tap the one they want without difficulty.

Google provides a useful online tool for checking whether web pages meet the mobile-friendly requirements, at https://www.google.com/webmasters/tools/mobile-friendly/

You can also find a lot of useful information in Google's Mobile Guide for webmasters, at https://developers.google.com/webmasters/mobile-sites/

Google says in this guide that there are a number of different possible configurations for websites that are intended for mobile devices, including:

- **Responsive Web Design** - The same HTML code is used in the same URL, regardless of the user's device (desktop computer, tablet, cell phone, non-visual browser), adapting the display to the screen size. This is the design that Google recommends.

For more information on designing responsive w ebsites w ith WebSite X5, see: How to create a responsive w ebsite.

- **PRO** **Separate URLs** - Each device type has its ow n code and its ow n URL. This configuration tries to detect the user's device and redirect it to the appropriate page.

For more information on this configuration, see: How to create the desktop and mobile versions of a w ebsite

9.3.1.1 How to create a responsive website

A *responsive* w ebsite can adapt its layout and contents to the user's requirements, recognizing factors such as the screen size, the platform running the w ebsite and how the device is oriented. This means that w hen a user passes from his/her PC to a tablet or a smartphone, for example, the responsive w ebsite automatically adapts (responds) to the new resolution (screen size expressed in pixels) and continues to offer the best possible interaction and use of the contents in the new view port (the w indow containing the w eb page).

The basic principle of responsive design is that it isn't necessary to create different versions of the same w ebsite: instead, each w ebsite must adapt to the grow ing variety of devices it may be displayed on.

To reach this result, responsive w eb design uses a mixture of grids, layouts and flexible images, plus a pondered use of CSS media queries. Leaving aside the technical terms, how ever, in order to create a responsive w ebsite it's important to fully comprehend the objectives of this type of design and how these objectives influence the w ay in w hich content is organized and managed.

The ultimate end of responsive w eb design is to offer the user a positive experience in all circumstances, and so the objectives are:

- to adapt the layout to the greatest number of screen resolutions possible (from cell phones to PCs);

- to adapt the size of images (and of all fixed-w idth content in general) to the resolution and size of the screen they are displayed on;

- to simplify the layout of the page for mobile devices w ith small screens;

- to hide non-essential elements on these devices;

- to provide a user interface that is suited to touch interaction for the devices that support this technology.

Keeping in mind these basic objectives and that the ultimate aim is to guarantee the best possible navigation experience, that is independent of the device being used, it's possible to create responsive w ebsites w ith WebSite X5 because it is the program that simplifies content management and provides the code necessary for creating the pages.

How to define breakpoints

One of the first things to think about, w hen designing a responsive w ebsite, is the range of breakpoints to include.

A breakpoint is a point along a reference line of various resolution values that indicates w here the w ebsite's page layout must change to display at its best in the presence of a different screen resolution (remember that the screen resolution, or size, is given by the number of pixels that can be displayed horizontally and vertically, and it is the horizontal value that interests responsive w ebsites - how w ide the available display area is).

The diagram below may help clarify this mechanism. This example schematically represents the behavior of a w ebsite w hich has 3 breakpoints set up: the first at 960px, the second at 720px and the third at 480px.
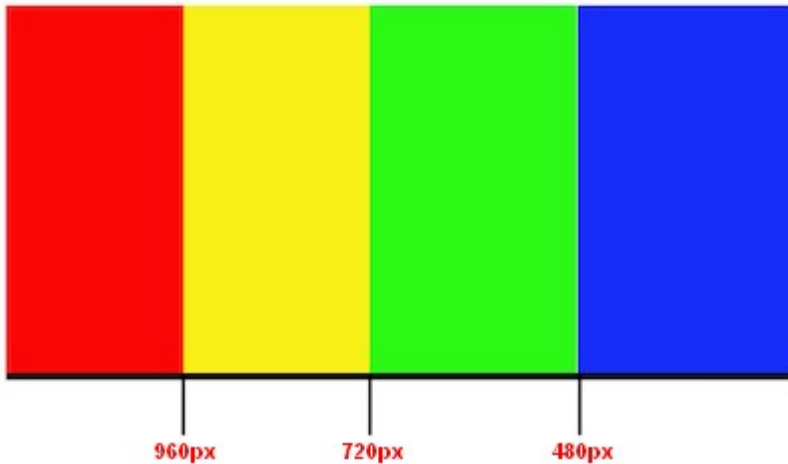
The different colors represent the different template layouts, 3 breakpoints create 4 view ports. The view ports in the diagram are shown in different colors. The way a web page is displayed on screen changes at each breakpoint. The display remains basically the same for all the resolutions in the interval between one breakpoint and the next. The change of color in the diagram corresponds to the change of page layout in each new view port. At resolutions of less than 480px, the website has a blue background. When the browser window reaches a width of 480px, the background becomes green. It remains green until the width reaches 720px, then it becomes yellow. When the browser window reaches the resolution of 960px horizontally then the background turns red.

How many breakpoints do you need? There isn't a single answer to that question: a lot depends on the characteristics of your website, its layout, the public it's aimed at, and so on. The best thing is to define as many breakpoints as the number of different screen sizes you think your public is likely to have on their various devices (PCs, large and small tablets, bigger or smaller smartphones, etc., without forgetting landscape and portrait orientations).

Most people tend to set up breakpoints on the basis of the varying screen sizes of the most common devices. WebSite X5 does the same and proposes the following breakpoints on the *Reference Resolutions* line:

- 960px: Desktop

- 720px: Tablet with landscape orientation

- 600px: Tablet con portrait orientation

- 480px: Smartphone with landscape orientation

- Less than 480px: Smartphone with portrait orientation

What you should aim for is breakpoints that identify macro-categories: there are so many different devices available that it would be impossible to fix a breakpoint for each one. The Evo edition of WebSite X5 handles 3 breakpoints; the Pro edition, on the other hand, can handle up to 10 breakpoints, including those associated with the *Desktop* and *Smartphone* view ports.

When you have pondered the breakpoints to set up, the procedure for creating a responsive website with WebSite X5 is as follows:

- In Step 2, open the *Resolutions and Responsive Design* window and select the *Responsive Site* option.

- Remain in the *Resolutions and Responsive Design* and define the list of breakpoints to set up for the website, using the commands provided.

  When you set up the breakpoints, you should remember that:

  - By default, all the breakpoints are set according to values taken from the graphic template you have chosen for the project.

  - All the breakpoints, apart from the *Smartphone* breakpoint which automatically assumes the value of the higher breakpoint, can be changed, using the *Edit...* button.

  - In the Evo edition, you cannot delete the breakpoints that are there, or add new ones.

  - In the Pro edition, you cannot delete the *Smartphone* breakpoint but it is possible to delete the intermediate ones (with the *Remove* button). The *Desktop* breakpoint can be selected and deleted but the following breakpoint will automatically become the new *Desktop* breakpoint. There must be at least 2 breakpoints, one for the *Smartphone* and one for the *Desktop*.

  - In the Pro edition, you can add up to 8 new breakpoints (with the *Add* button), giving a maximum of 10, including the obligatory *Desktop* and *Smartphone* breakpoints.

  - The *Smartphone* breakpoint defines the minimum resolution under which the website will always have a linear display: all the

objects are shown in a single column (respecting the order and choice of visibility made in the *Responsive settings* window) and, as with the page width, they occupy 100% of the available breadth.

All the breakpoints are listed in the summary table and repeated in the *Responsive settings* window.

In the Evo edition you are asked only to define the *Smartphone* breakpoint, but in the Pro edition, you can define up to 10 breakpoints, including the default *Desktop* and *Smartphone* breakpoints. If you use the Pro edition to open a project that has been created with the Evo edition, the *Smartphone* breakpoint will be maintained and others can be added.

How to define the template

If you think about how a website is displayed on different devices, you'll realize that the graphic template needs to adapt itself too, so that the contents are always displayed in the best way on each device. As the screen resolution gets gradually lower, there may not be enough room to display some parts of the template and so you may prefer to remove those which are less important.

In WebSite X5 you can work on the template to indicate how this is to change in the various view ports, between the active breakpoints.

- After deciding whether to use a default template or create your own, go to the *Resolutions and Responsive Design* window, select to create a *Responsive Website* and set up all the breakpoints you wish to handle.

- Still in Step 2, go to the *Template Structure* window.

- Use the *Responsive Bar* to select the *Desktop* view port and use the available options to specify how the template must appear in this view port and, consequently, in the corresponding resolution interval.

- The *Responsive Bar* displays all the intervals which result from the breakpoints set up in the *Resolutions and Responsive Design* window. When you have defined the template for the *Desktop* view port, select the next interval on the *Responsive Bar* and make the necessary changes to the template.

- Follow this procedure for all the intervals in the *Responsive Bar*, making the appropriate changes to the template for each one.

When the template layout has been defined, you can customize the header and footer: these sections may also vary according to the resolution the website is displayed at.

- In Step 2, go to the *Template Content* section. Because you are working on a responsive website, the *Responsive Bar* also appears in this window.

- Select the *Desktop* view port interval on the *Responsive Bar* and create the template's header/footer.

- Select all the intervals in turn on the *Responsive Bar* and make the necessary changes to the header/footer for each one.

  In each view port, it is possible to

  - add new objects. The new object will be visible in the current and following view ports, but not in the preceding view ports (where it will be automatically hidden).

  - hide objects. To select an object, click on the ◢ *Show/Hide Object* button and indicate whether it is to be hidden only in the current view port or in all subsequent view ports.

  - show previously hidden objects. Click on the ◢ *Show/Hide Object* button to open the menu and then click on *Hidden Object Management*. A new window opens where you can select the object to work on, from the list of objects, and select the *Visible* option.

  - change the position and/or size of objects. All the other object properties remain unchanged in all the view ports.

It may be that some objects are not completely visible in some view ports, first time round. They are automatically re-positioned, which means they are moved but not re-sized. You may find that some objects now overlap each other. Use the preview to check how the objects behave in the header and footer in the various breakpoints.

Remember that all the default templates in WebSite X5 are optimized for creating responsive websites: this means that a certain set of breakpoints is set up by default for each template and becomes active when you select the *Responsive Site* option in the *Resolutions and Responsive Design* window. You can change these default breakpoints as necessary.

The settings for the template's responsive behavior are saved in the template file, and not in the project file. If you change the template and choose a different one from the list of default templates, a window opens where you are asked to indicate how you want to handle the change between the old and new templates.

Basically, this window warns you that the styles will be over-written and asks you to choose whether:

▪ the breakpoints of the current template are to be maintained or whether you want to replace them with those of the new template,

▪ you want to keep only the objects added to the current template in the header and footer, only the objects present in the new template, or all the objects in the current and new templates.

How to manage the content

In responsive web design, however complex the website is, it is fundamental to develop a good content management strategy, considering not only what contents are to be included, but also how they are to be presented:

▪ What content needs to be included in the page?

▪ Do you want to maintain the same content for both desktop and mobile devices?

▪ If not, which contents can you hide for mobile devices?

▪ In what order are the contents to be presented?

▪ Etc…

A good strategy is to make a list of all the contents that need to go in a page and put them in order of importance, from the highest to the lowest: this will help you identify the essential content, which needs to be present in all cases, and categorize the rest according to their effective utility so that you can hide them by degrees as the resolution lowers. Obviously, this operation has to be done for each page in the website.

To better understand this mechanism, the classic example is the website for a restaurant. When the website is displayed on a PC, you can make full use of pictures and animation to present the various dishes on the menu, to gain your visitor's interest and appetite! When the website is being viewed from a mobile device, however, you should consider that maybe the visitor will be more interested in the reviews or contact information than looking at big photos. So you need to cut down on the pictures and concentrate on the essential information that will interest the potential customer who is navigating from a smartphone or maybe even without broadband, etc. and just wants essential information quickly.

In WebSite X5, once you have created the page as it is to be viewed in the *desktop* view port (see How to create a page using the page layout table), you can start to define the changes that will be necessary at each breakpoint. This is what you have to do:

▪ In *Step 4 - Pages* create the page by dragging the various objects onto the page layout table and add your contents. The page will be displayed as you create it here in the *desktop* view port (i.e. in all the pages that have a resolution higher than the *desktop* breakpoint).

▪ When you have finished creating the page, click on the ⬛ *Responsive* button to open the *Responsive settings* window. The *Responsive Bar* is shown in this window and it gives all the view ports resulting from the breakpoints that have been set up for the website (in the *Resolutions and Responsive Design* window). You have to work on all the breakpoints in order, starting by selecting the Desktop view port in the *Responsive Bar* and continuing until you reach the Smartphone view port.

▪ When you select the *desktop* view port, the configuration that you set up in the *Page Creation* window appears in a schematic diagram that is very similar to the page layout table. Click on the 🔢 *Display Order* button to start defining the order in which the objects are shown in the page layout. The program automatically assigns a display order number to each object.

▪ If necessary, change the objects' order according to the importance of the contents and where you want them to appear in the page. There are several ways of doing this

  • If you select *Display Order | Order all the objects from the beginning*, you must first click on the object you want to appear first on the page and then click on all the other objects in the order you want them to appear.

  • If you select *Display Order | Continue ordering from an object*, click on the object from which you want to manually set the display order. All the objects before this will maintain the order number assigned to them by the program, but you must click on each of the subsequent ones to define their position in the display order.

  You finish ordering the objects when:

  • You click on the last object in the page.

  • You click on *Display Order | Complete ordering* to manually end the procedure and confirm the current order.

  • You click on *Display Order | Cancel object order* to manually interrupt the procedure and cancel the changes made so far, restoring the original order.

WebSite X5 guides you through the display order process: w hen you select an object, the borders of all the objects w hich could follow it in the display order are show n in red, so you know w hich ones you can and cannot put next in the order. The order of the objects that you decide for the *desktop* view port is maintained for all the other view ports as w ell.

For further information, see How the Object Display Order w orks.

- Click on the ▨ *Show/Hide Object* button to start indicating w hich objects are to be made invisible. Click on the objects that you don't w ant displayed at the resolutions that are low er than the current one. Click the ▨ *Show/Hide Object* button again to confirm your choices and end the procedure.

- **PRO** Click on the ▯▯ button to start defining obligatory line breaks in resolutions that are low er than the current *desktop* view port. The program helps you by show ing a broken gray line w here you can enter a new line break: click on these broken lines to add a new line break in that position. Click on the ▯▯ *Line break* button again to confirm your w ork and leave this procedure.

For further information, see How to add line breaks and w hy you need them.

- **PRO** If you are using the Pro edition, there may be a maximum of 10 breakpoints set up. If there are any intermediate view ports, use the *Responsive Bar* to select the next view port after *Desktop*. The page layout is updated w ith the new settings for the *desktop* view port: you can now hide any objects you don't w ant to appear in this view port and add any necessary line breaks. Follow the same procedure for each view port you have.

- When you get to the *smartphone* view port you don't have to do anything because all the objects that remain visible (i.e. they haven't been hidden for other view ports) w ill appear linearized on screen, in the order you have specified initially w hen setting up the *desktop* view port.

As you can tell from this explanation, the page layout reflects the page structure in each view port. All the changes you make in each view port determine the structure that the page w ill have in the next one.

> When you create a new page in a w ebsite that you w ant to make responsive, you should make sure that there aren't any empty cells in the page layout table. The program treats empty cells as though they contain (empty) objects and gives each of them an order number: you w on't be able to change the number but you w ill be able to change the order on w hich they appear (although it w ill alw ays be an empty space). To maintain greater control over the display order of the objects, it is better, therefore, to avoid having empty cells. If you really w ant an empty space, insert an object in the cell but don't add any content to it: if an object is added manually it doesn't affect the page layout and it can be manually added to the display order.

How to check a responsive website works using the offline preview

To check that a responsive w ebsite w orks properly before you publish it online, just have a look at it in the offline preview because this gives you all the tools you need to simulate page behavior in the various resolutions.

- In *Step 4 - Pages*, after you have created the page and given it the necessary settings to make it responsive, click on the *Preview* button to display a preview of it in the Built-in brow ser.

- The built-in brow ser displays a resolutions bar that show s all the breakpoints that have been set for the project. Click on one of the breakpoints in the bar to automatically resize the brow ser w indow to the corresponding resolution so you can check the page's layout. Alternatively, you can manually change the size of the brow ser's w indow to adjust the w idth and then check the page content layout.

- If the page doesn't look right in the preview , click on the *Show numbering* button: the page contents are outlined, corresponding to the objects that have been added, and each one has its display order number show n. This makes it easier for you to w ork out w here you need to intervene to obtain the desired result.

We suggest you check the preview of every page in each breakpoint to be sure that the w ebsite w ill w ork correctly w hen it is published online and on different devices.

9.3.1.1.1 How the object display order works

When you are designing a responsive website, it's important to establish a hierarchy of the contents for each page, so that you can more easily identify the important contents that must remain visible, and also how they are laid out, when the website is being viewed at resolutions that are lower than that of the desktop.

In WebSite X5 the indications on how each page has to change according to the breakpoints that have been set up are given in the *Responsive settings* window.

This window shows a *Responsive Bar* with the list of active breakpoints and a table that reflects the page configuration for the selected breakpoint: the first thing you must do is define the order in which the various objects appear on the page.

Defining the object display order means deciding the order in which the objects must be placed on the page when the width of the browser window is not sufficient to display them in the configuration given for the *desktop* view port.

Each object in the table has an icon, that indicates its type, and a number, that indicates its position in the display order.

In actual fact, the objects are automatically ordered by the program, but this default order might not be the one you prefer, so you need to check that the contents will appear in the correct order and make any changes that are necessary.

To start putting your content objects in the correct order, you need to select the *desktop* view port and click on the   *Display Order* button: the objects will appear semi-transparent and some will have a red border, which indicates that they can be selected.

> The aim of the object display order is to set out all the objects in the page so that they can be correctly linearized. The program evaluates the order possibilities each time you put an object in order and uses a red border to indicate those objects which can follow in the order, without causing discontinuity which would impede a correct linearization of all the objects.

Now you can choose which object, among those with a red border, that you want as the first object in the display order. When an object is selected, it becomes opaque and its order number is displayed. All the other objects remain semi-transparent and, if necessary, their number is updated.

The choice of objects that can be added to the display order (with a red border) changes each time and depends on which object has just been added and how the objects were added to the page layout table originally.

To better understand this mechanism, take a look at the diagrams below:
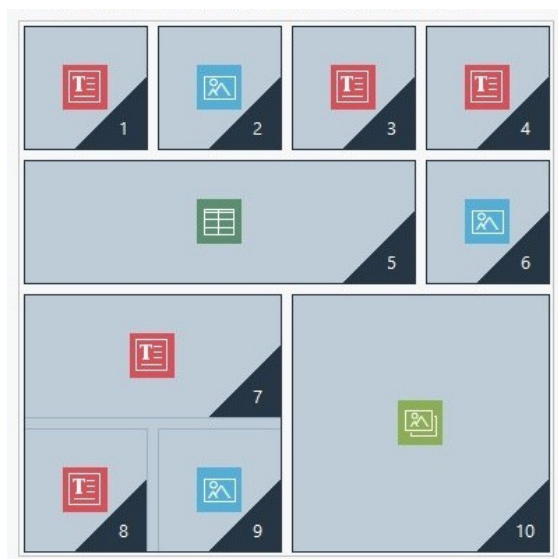

Image 1. Initial layout

With this page configuration, when you start establishing the object display order, the program colors the borders of the objects in the first row red because you can only select your first object in the list from these four.

If you decide that object 1 is going to be the first in the list, and you click on it, the situation changes as follows:
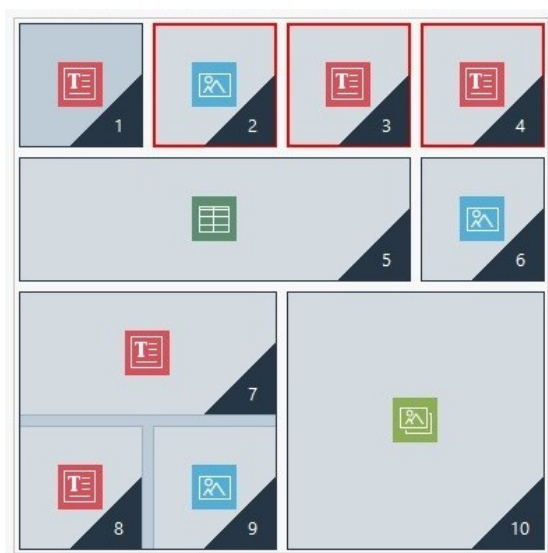
Image 2. Click on 1: choose between 2, 3 and 4

As you can see, by clicking on object 1, you confirm it as first in the order list and the program now tells you (with the red borders) that your second object can only be object 2, 3 or 4.

The above is only one of the display order possibilities: if we had chosen one of the other 3 objects in the first row, the possibilities offered in image 2 would probably have been different.

Let's continue with our example: imagine that objects 1, 2 and 3 are confirmed in their current position. Now the program offers us the choice of adding either object 4 or object 5 to the display order.

Image 3. Choice between 4 and 5

At this point, the selection you make here will change your page layout: if you click on object 4, your choice will create a layout organized in two rows, whereas if you click on object 5, this will determine a layout organized in two columns.

Image 4. Click on 4: a layout in rows

Image 5. Click on 5: a layout in columns

Sometimes, while you are putting the objects in order, you may configure a layout in which **object blocks** are created: in image 5, for example, objects 1, 2, 3 and 4 create a block, as do objects 5 and 6. An object block behaves as though it were a single object and, so that you know where they are, they are indicated in the table as soon as they are formed.
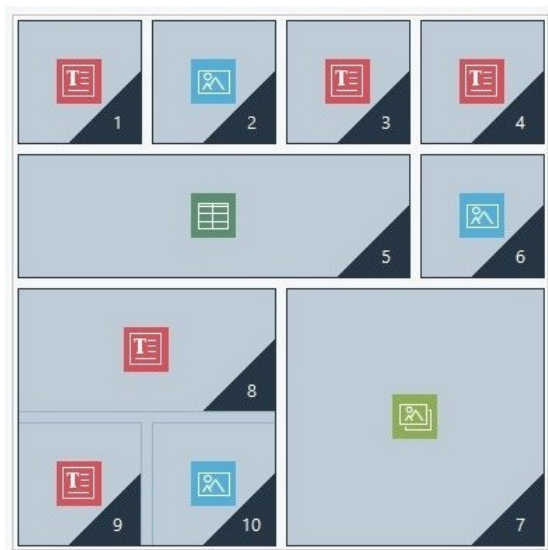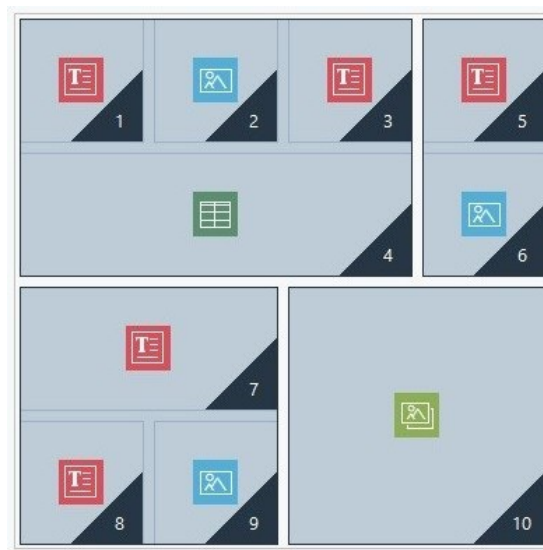
Image 6.

Image 7.

Images 6 and 7 show how different display order choices create different blocks, so determining alternative page layouts.

It's not necessarily true that an object block remains such in all the view ports.
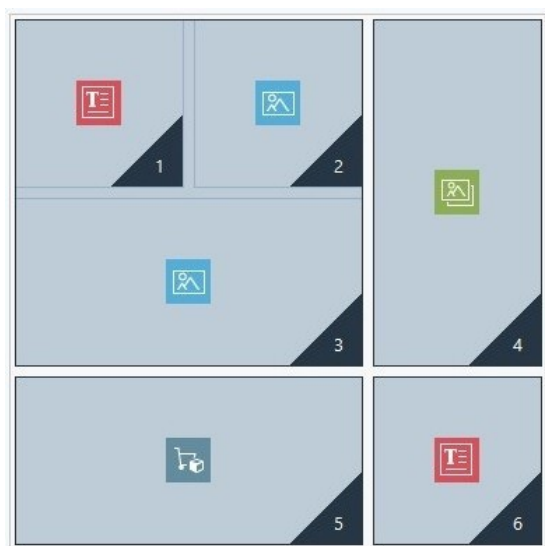
Image 8. An object block in the desktop view port
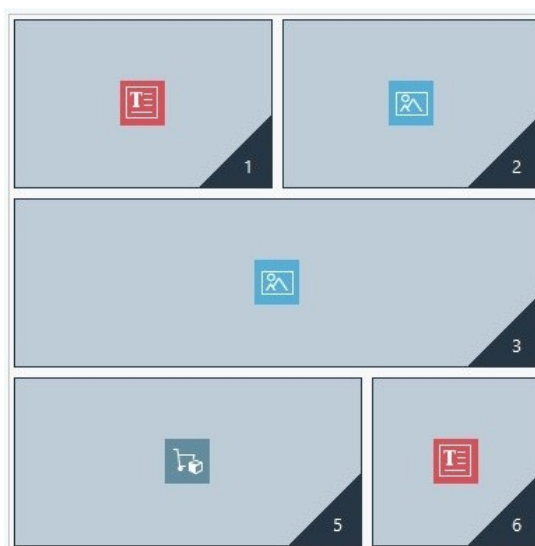
Image 9.When object 4 is hidden, the block is not recreated in the next view port

In image 8, for example, objects 1, 2 and 3 form a single block because they are adjacent to object 4 which occupies space on both rows. As you can see in image 9, however, if you add a line break between the block and object 4 (which is possible with the Pro edition), or if you hide object 4, objects 1, 2 and 3 don't have any other object next to them and they no longer form a block in the next view port.

When an object block remains such in all the view ports (apart from the smartphone view port, where the page is completely linearized) and there is no way to break it up, it is called an **inseparable block**. This kind of block is also shown in the table, but with a different color to normal blocks.

Image 10. An example of an inseparable block

Image 10 shows an example of an inseparable block. As you can see, the "flower" layout of the objects means that a row and column layout isn't possible: this obviously reduces order possibilities, as line breaks can't be added between the objects involved (this feature is available in the Pro edition) and you can't hide one of the objects without automatically hiding all the others. If an inseparable block does appe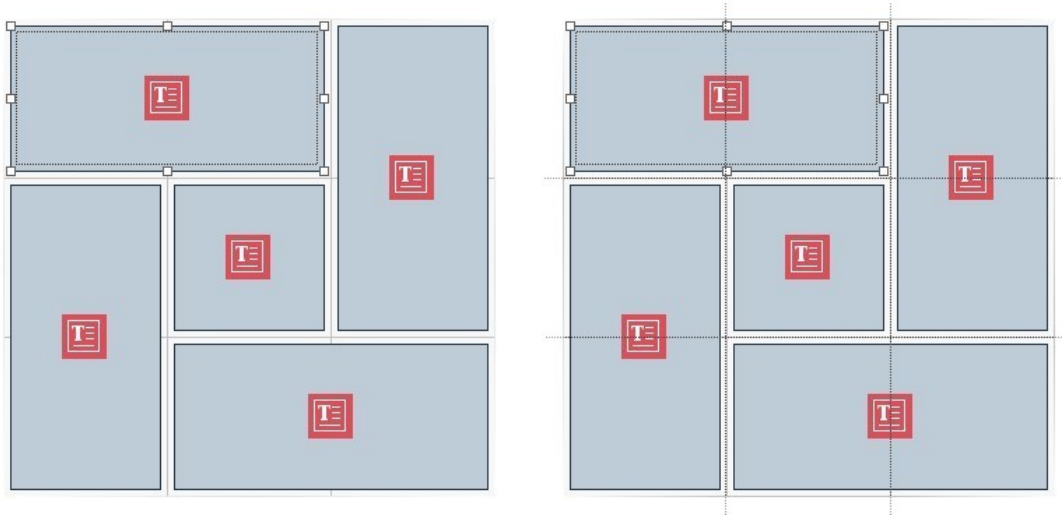ar, we recommend you try and simplify the layout of the objects to give yourself more freedom in setting up the display order.

In conclusion, it's not possible to say that one order is better than another: it all depends on the contents you have and the results you want to achieve. When you have ordered your objects, remember to check your work in the offline preview so you can see how your pages will appear at the various breakpoints. If the contents appear in a coherent way, it means you have established a functional layout and there shouldn't be any need to change it.

9.3.1.1.2 How to add line breaks and why you need them

You can use the commands in the *Responsive settings* window to make each page in the website adapt to the various devices it may be displayed on, indicating how the page must change at each active breakpoint.

If you are working with the Pro edition, when you have defined the order in which the objects are to be displayed and decided which ones to hide in certain view ports, in this window you can decide whether and where to add line breaks for each breakpoint.

A line break moves an object or object block onto a new line when the page is displayed at resolutions that are lower than the selected one.

Click on the ▯▯ *Line break* button to start adding necessary line breaks. You will see a broken gray line in all the places in the page layout where you can add a line break. Click on one of these lines to add your line break: the broken line will turn red. Click a second time on the broken line (now red) to remove the line break. Click on the *Line break* button a second time to confirm your settings and end this procedure.
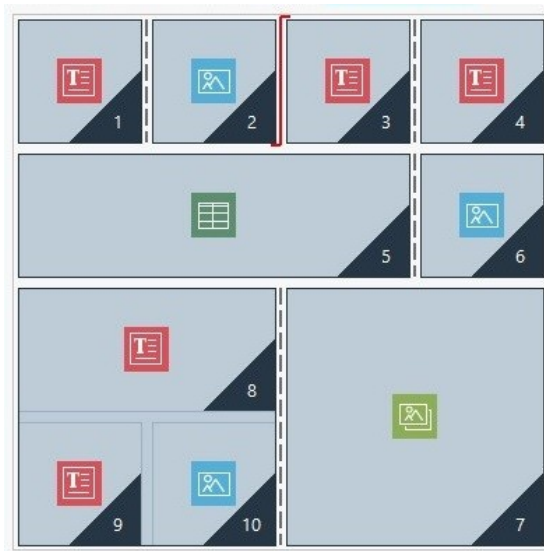
Image 1. Adding line breaks to the page layout

The example below helps clarify the line break mechanism: line breaks have been set before object 3 and after object 7 at the *desktop* breakpoint:
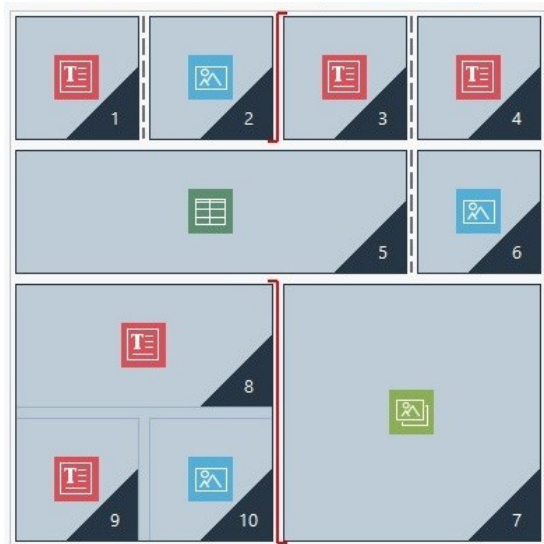
Image 2. Layout for the desktop breakpoint

As you can see, the line break symbol reflects the display order. Have a look at the line break symbol before object 7: object 7 will be placed above the block created by objects 8, 9 and 10 because the display order for these objects is from right to left.

Given the display order, the line breaks that have been added and the fact that object 2 has been hidden, the resulting page layout at the next breakpoint after the *desktop* will be the following:
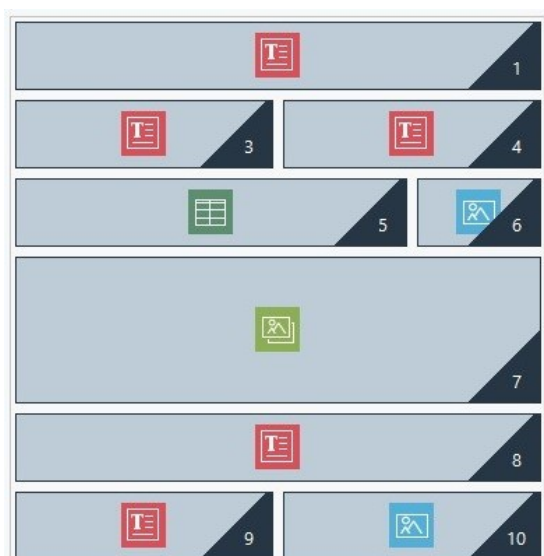
Image 3. Layout for the breakpoint following the desktop
breakpoint

You can see that object 2, which was hidden, is no longer visible but the display order of the other objects doesn't change. The line break forces objects 3 and 4 onto row 2, leaving object 1 to occupy the whole width of row 1. If the line break hadn't been added. objects 1, 3 and 4 would all have remained side by side on row 1, each occupying a third of it.

The second line break separates the block of objects 8, 9 and 10 and places them on new rows, under object 7.

Note that, when an object covers more than one column, its proportion in width is maintained in the next breakpoint. In image 1, for example, object 5 occupies 3 of the 4 available columns at the *desktop* breakpoint: this is equivalent to 75% of the row. This proportion is maintained at the next breakpoint (image 3), even though the other objects that are aligned along the width don't have the same layout as before.

9.3.1.2 How to create the desktop and mobile versions of a website

There are several ways of giving users the best possible navigation experience when visiting a website, whatever device they are using. One way is to adopt a Responsive Web Design, a design criterium that involves creating a single website that automatically adapts itself to the various devices. Another way is to create separate versions of the same website, each one published on a different URL and optimized to be displayed on a specific device.

A configuration with separate URLs, with respect to a Responsive Web Design, allows you to build less complicated projects, because each one is designed specifically for a certain type of device, but the disadvantage is that all the updates and changes have to be repeated for all the projects.

How to configure redirection according to device resolution

Imagine you want a website with specific versions for desktops, tablets and smartphones: you can use the *Entry page* to set up automatic redirection according to the resolution of the browser that is detected.

- First of all, you need to create the desktop version of the website, defining the structure and contents.

- In *Step 1 - Website Settings | Advanced* click on the *Entry page* button and select the *Show the Entry Page* option in the window that opens, then select *Detect the resolution automatically*.

- Use the commands to create the *Breakpoints*. Click on the *Add...* button to add a new breakpoint at 480px, in addition to the existing default breakpoints.

Now there are 3 breakpoints that define 3 different intervals: the first interval includes all the resolutions that are higher than the currently selected template; the second interval includes the resolutions between those of the new breakpoint you have just added and that of the current template, the third interval includes all the resolutions that are lower than the new breakpoint.

The current project is automatically proposed for the "desktop" viewport, which corresponds to the first interval, and you don't have to do anything else. For the other viewports, however, you have to set up the links to the most appropriate website versions:

- Select "Viewport 1", which corresponds to the second interval, in the *Breakpoints* and click on the *Edit...* button to open the *Breakpoint settings* window.

- Type the URL of the tablet version of the website in the *URL for this breakpoint* field: for example, http//www.mysite.com/tablet/, if you are going to publish it in the "tablet" sub-folder of the main folder on the server.

- Repeat these operations for the "Smartphone" view port, w hich corresponds to the third interval, and link it to the relative URL: for example, http//w w w .mysite.com/smartphone/, if you are going to publish the w ebsite's smartphone version in the "smartphone" sub-folder in the main folder on the server.

The w ebsite is now set up to redirect according to the detected resolution of the device used to navigate the w ebsite, but you still need to prepare the w ebsite in the tablet and smartphone versions!

- You can create your tablet version of the w ebsite more quickly by starting from a copy of the desktop version: in the initial *Project Selection* w indow , select the project for the desktop w ebsite and click on the *Duplicate* button. Then, click on the *Rename* button to change the name of the project.

- Open the copy of the project and make all the necessary changes to the template and contents.

- In *Step 1 - Website Settings | Advanced*, open the *Entry page* w indow and disable the *Show the Entry Page* option.

- When you have finished the tablet version of the project, repeat the same procedure for the smartphone version.

Now you are ready to publish your w ebsites on the server:

- Publishing the desktop version of the w ebsite: the desktop version is the one the Entry page is associated w ith. When you publish w ebsites on the server, an index.html file is created, w hich corresponds to the Entry page, and saved in the folder from w hich the w ebsite is published online. You need to create the "tablet" and "smartphone" sub-folders so that the URLs of these tw o versions can be found.

When you have done all this, the desktop version of your w ebsite w ill be online and the code for detecting brow ser resolution and redirecting to the other w ebsite versions w ill be active in the Entry page.

- Publishing the tablet version of the w ebsite: publish the project in the new ly-created "tablet" sub-folder on the server, so that redirection to the tablet version of the w ebsite w orks in the Entry page.

- Publishing the smartphone version of the w ebsite: publish the project in the new ly-created "smartphone" sub-folder on the server, so that redirection to the smartphone version of the w ebsite w orks in the Entry page.

How to correctly indicate the desktop and mobile URLs in the page code

Google expressly approves separate URL configurations for desktop and mobile versions of the same w ebsite, but it recommends using specific tags to allow its algorithms to correctly interpret them:

- Add the link rel="alternate" tag in the desktop page, for addressing the URL of corresponding mobile devices.

- Add the link rel="canonical" tag in the mobile page, for addressing the URL of the corresponding desktop.

This type of tag tells Goggle's algorithms that the tw o URLs have equivalent contents and should be considered as a single entity rather than tw o separate ones. This is very important because, if the desktop and mobile versions of a page are considered as tw o distinct entities, both URLs w ill appear in search results. And this could also mean that both pages may drop in the rankings because they could be penalized for duplicate content.

When you add the tags, be careful that:

- you maintain a 1:1 ratio betw een desktop pages and corresponding mobile pages. In particular, avoid adding tags in lots of desktop pages that refer to the same mobile page (and vice versa).

- make sure redirections are implemented only betw een pages that are actually related to each other.

When you are w orking w ith WebSite X5, the easiest thing is to create the mobile version of the w ebsite as an exact copy of the desktop version: this w ill ensure that both w ebsites have exactly the same pages (files w ith the same name) and it w ill be easy to keep a 1:1 ratio betw een them.

Let's suppose w e have to add the tags that Google w ants to manage 3 versions of the same w ebsite: desktop, tablet and smartphone. We need to:

- Open the w ebsite project for the desktop version and, in *Step 1 - Website Settings | Advanced*, open the *Statistics, SEO and Code* w indow and go to the *Code* section.

- Now , in the *Custom Code* field, select the *Before closing the HEAD tag* option and w rite:

```
<link rel="alternate" media="only screen and (max-width: 480px)" href="http//
www.mysite.com/smartphone/[CURPAGE]">

<link rel="alternate" media="only screen and (min-width: 481px) and (max-width:
1024px)" href="http//www.mysite.com/tablet/[CURPAGE]">
```

Save the changes and then you can start working on the tablet version of the website:

▪ Open the website project for the tablet version and, as above, go to *Step 1 - Website Settings | Advanced*, open the *Statistics, SEO and Code* window and go to the *Code* section*.*

▪ Again, in the *Custom Code* field, select the *Before closing the HEAD tag* option and this time write:

```
<link rel="canonical" href="http//www.mysite.com/[CURPAGE]">
```

▪ Repeat the same operations for the smartphone version of the website: the link tag is the same.

For a better understanding of how this process works, remember that:

▪ When you set the tags in the *Statistics, SEO and Code* window, they are automatically added to the code of every page in the websites.

▪ When you write the tags, you must give the URL of the page you are working on as the href attribute: the [CURPAGE] string identifies the name of the page's file and this is automatically added by the program.

▪ You need to use the link rel="alternate" tag in the pages of the website's desktop version to declare all possible alternatives: in this case, it is repeated twice to link both the tablet and the smartphone versions.

▪ When you add the link rel="alternate" tag, you also have to declare when redirection is towards the tablet version or the smartphone version, rather than the desktop version. In the code of the example above, the media query strings indicate that Google must redirect to the URL of the smartphone version for resolutions less than 480px, and to the URL of the tablet version for resolutions between 481px and 1024px.

If the desktop, tablet and smartphone versions of a website do not contain exactly the same pages and/or contain corresponding pages but with different names, you have to intervene manually in the code of each page to make the necessary corrections to the tags.

▪ Open the desktop version of the website. In *Step 3 - Map* select the page to work on and click on the *Properties* button.

▪ Open the *Page Properties* window, go to the *Expert* section and place the cursor in the *Custom Code* field*.*

▪ Select the *Before closing the HEAD tag* option and write the following tags:

```
<link rel="alternate" media="only screen and (max-width: 480px)" href="http//
www.mysite.com/smartphone/page-1.html">

<link rel="alternate" media="only screen and (min-width: 481px) and (max-width:
1024px)" href="http//www.mysite.com/tablet/page-1.html">
```

where http//www.mysite.com/smartphone/page-1.html and http//www.mysite.com/tablet/page-1.html are the URLs of the smartphone and tablet versions that correspond to the desktop version you are working on.

▪ Repeat this last step for all the pages in the website, so that the tags with the URLs of the corresponding smartphone and tablet pages are added.

The same procedure must be followed for the pages in the smartphone and tablet versions of the website. This time, the tag to add is:

```
<link rel="canonical" href="http//www.mysite.com/desktop/page-1.html">
```

where http//www.mysite.com/desktop/page-1.html is the URL of the page in the desktop version of the website that corresponds to that in the smartphone or tablet version that you are working on.

9.3.2   Graphic Templates

9.3.2.1   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 100 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:

- Launch a new Project and open the *Template selection*.

- Use the various filters and categories 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.

9.3.2.2   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 Marketplace that can be reached at http://market.websitex5.com/.

New graphic templates are constantly being added to WebSite X5 Templates, 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.

9.4   Step 3 - Map

9.4.1   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.
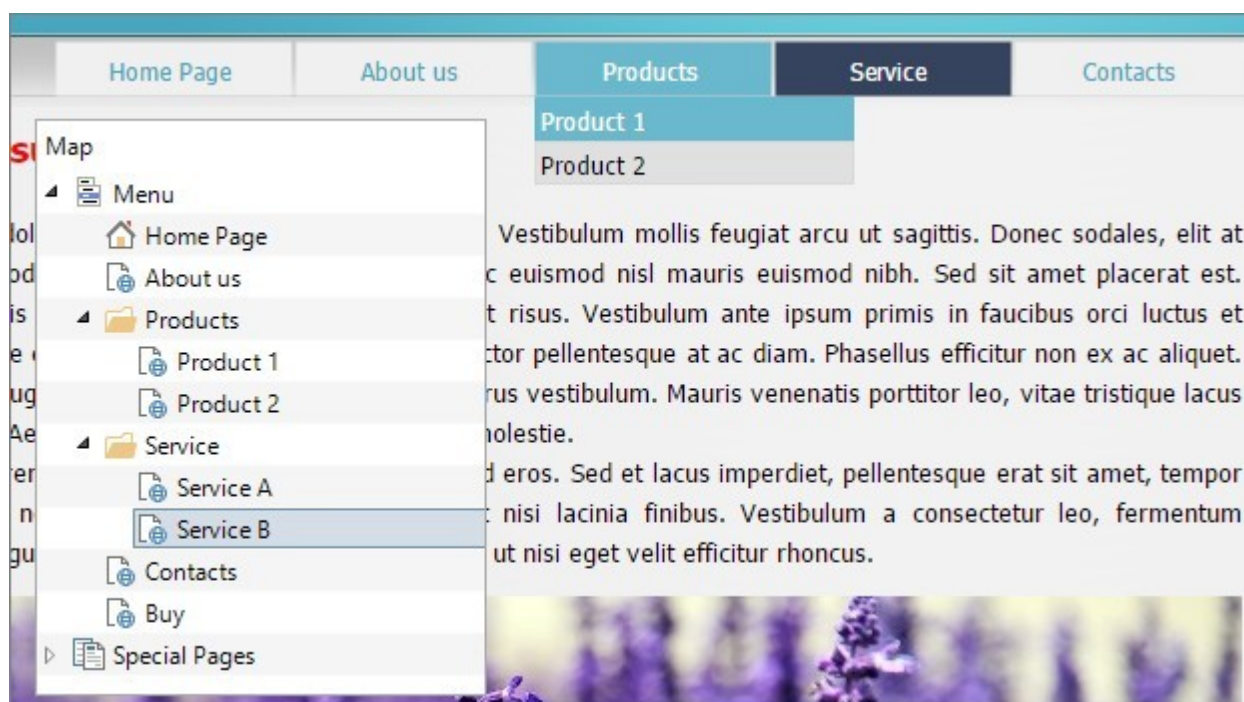
Example of a map and its menu

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 3 - 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 want 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 *Page title* or the *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 1 - Website Settings | Advanced* 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* 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 Entry page, the Blog, the Access/Register page or the e-commerce shopping cart.

- Select one or more pages and copy and paste them to another place in the project, or to a different project that you can open in another window of the program. You can use the commands in the tool bar, in the popup menu (rightclicking the mouse) or with the CTRL+C and CTRL+V key combinations. Remember that you cannot copy and paste Special pages.

9.4.2   How to make the most out of page and level properties

The fundamental elements of the website Map are the levels, pages and separators (see *Step 3 - Map*): if you liken the website to a book, then the pages are the pages, the levels are the chapters and the separators are book marks.

Pages and levels have properties that give different graphic and functional results.

How to include a link to another website in the Main menu

WebSite X5 creates the navigation menu on the basis of the website Map. When you test the website on your computer, you can check that the links on the items in the menu work correctly: the links on levels display a submenu, and links on pages open the corresponding page.

You can also insert items in the navigation menu that have different kinds of links, for example a link that opens another website.

The procedure for doing this is as follows:

- In *Step 3 - Map*, add a *New Level* and give it a name.

- Select this new level and click on the *Properties* button to open the *Level Properties* window.

- Click on the *Hide the Drop Down Menu for this Level* option and then click on the 🖥 button of the *Link to be executed on item click* option to open the *Link* window and choose the action to associate with the level.

- As you want to link to another website, select *File or URL* and type in the URL of the website in the *Internet file* field.

> 💡 You can use this method for all the various actions available in the *Link* window to create particular items in your website's navigation menu..

How to change a page's background

Generally speaking, all the pages in a website have the same design, that is given by the chosen template (see *Template Settings*). However, some elements in a page can be changed. One of these is the background, which is the area outside the page that is visible when the browser is opened with a higher resolution than the website.
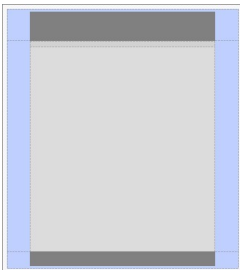
Example

To change the background of a single page, you have to do the following:

- In *Step 3 - Map*, select the page you want to work on.

- Click on the Properties button to open the *Page Properties* and then open the *Graphic* section.

- In *WebSite Background for this Page only* use the *Image File* option to import the picture you want to use as the background for this page. Use the *Repeat* and *Alignment* options, if necessary, to correctly position the image with respect to the browser window.

- If the background image is to be fixed (it mustn't scroll with the page), select the *Fixed Background*.

- **PRO** If you need to add a link in the page's background, use the *Link* option to open the *Link* window and select the type of link to add.

You can add a link to the page's background to insert an advert, for example. When a visitor clicks on the background, he will land on a page that gives the details of the advert.

How to change the background of the contents of a single page

Another element that you can change for a single page, with respect the template that sets the design for the whole website (see *Template Settings*) is the background of a page's content (the central area of the page that contains the actual contents).
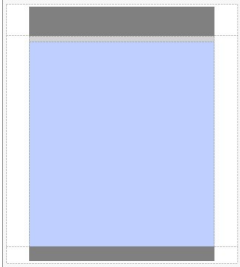
Example

To change the background of a single page's contents, you have to do the following:

- In *Step 3 - Map*, select the page to work on.

- Click on the *Properties* button to open the *Page Properties* window and then open the *Graphic* section.

- In *Page Content Background for this Page only* use the *Image File* option to import the image to use as the background. Use the *Repeat* and *Alignment* options, if necessary, to correctly position the image.

How to create an Info popup window

You may sometimes need to create a page that gives further information on a particular topic: you can create a popup window, with a different size and design with respect to the template, for this.
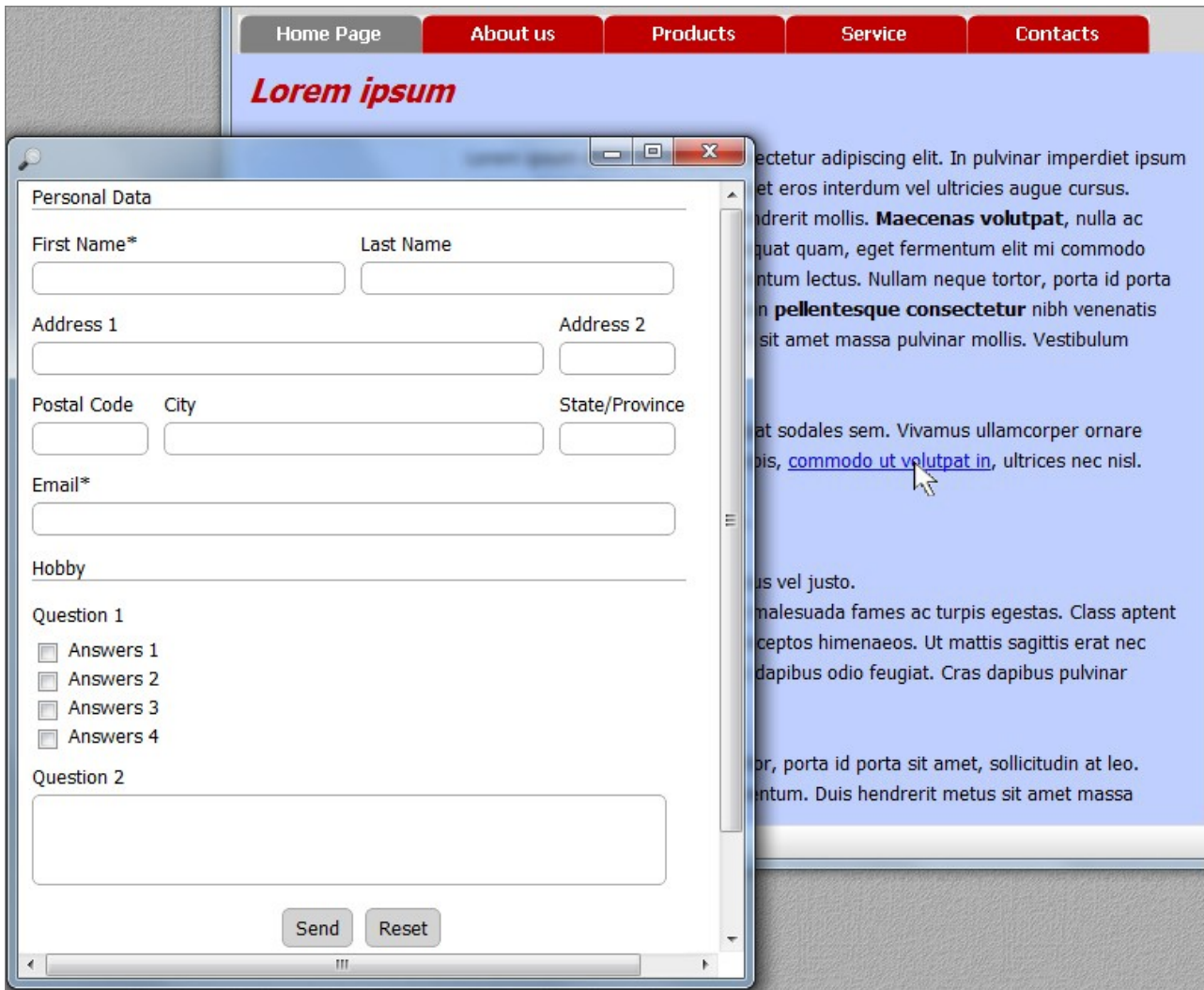
Example - Page displayed in a popup

The steps to create this popup are:

- Create a normal page and add the extra information you want to give as the contents.

- In *Step 3 - Map*, select the page and click on the *Properties* button to open the *Page Properties* window and then open the *Graphic* section.

- Select the *Create the Page without the Template* option and specify the *Page Width* in pixels.

- Select the element (the text, for example) on which to add the link which will open the popup window and click on the button to open the *Link* window.

- Select *WebSite Page* as the action, then select the new page and tick the *Open in a popup window* option, giving the size in pixels of the popup window (which must be the same as the size given above for the page).

How to add icons next to items in the navigation menu

You can add icons next to the items in the navigation menu.

Example - Menu item icons

If you want to associate a particular icon with a specific item, you have to use the Page or Level Properties (according to the position of the item in the website Map):

▪ In *Step 3 - Map*, select the page or level to work on.

▪ If you are working on a page, click on the *Properties* button to open the *Page Properties* window and then open the *Graphic* section and select the image to use as the *Icon for the Menu item*.

▪ If you are working on a level, click on the *Properties* button to open the *Level Properties* window and select the image to use as the *Icon for the Menu item*.

9.5   Step 4 - Pages

9.5.1   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 contain the various contents.

You can easily drag and drop the content Objects into the cells.

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.

By default, the page layout table's column width is obtained by dividing the width of the page (determined by the template) by the number of columns it has. You can change the width of the columns manually 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.
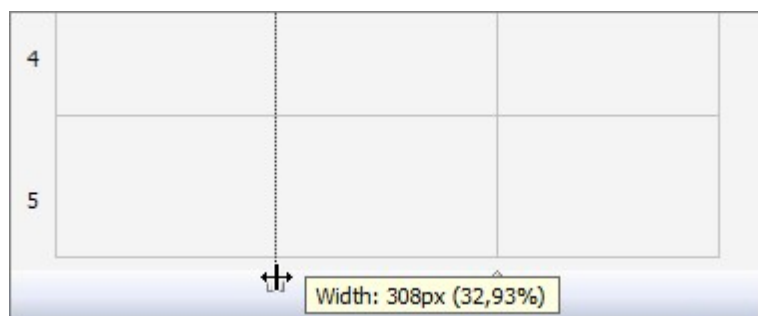
▪ Right-click on a cursor and choose Set Column Width from the menu, and then type in the width of the column in pixels.
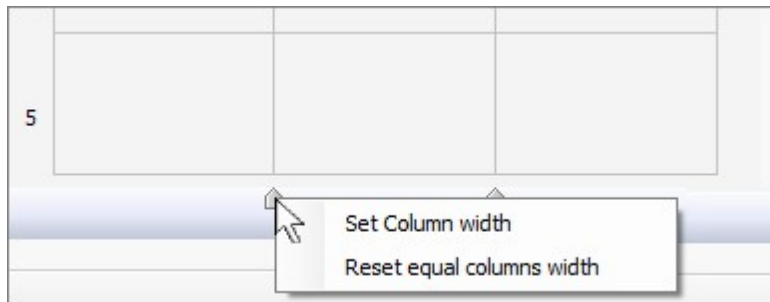
▪ Right-click on a cursor and select Reset Column Width to restore all the columns to the same width.

The row height depends on the height of the objects inserted in the row, and this value cannot be modified manually.

You can modify the graphics of the rows by changing the settings in the *Row Formats* window, which opens when you click on the ![] button.

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 to open a menu with the commands for managing this object: *Cut, Copy, Paste, Remove, Object Style, Effect.*

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 *Object Style | Copy* and *Object Style | Paste* commands in the submenu of the *Object Style* command are used to apply the settings defined in the *Object Style* window for the object in one cell to the object in another cell.

Likewise, the *Effect | Copy* and *Effect | Paste* commands let you apply the effect that has been given to the first object to the second one.

Finally, the *Object Style | Edit...* and *Effect | Edit...* commands respectively open the *Object Style* and *Reveal effect* windows.

When you have added an object to a cell, you can open the window in which to define its actual content, double-clicking on the object 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;
▪ you cannot define the graphics of an empty row;
▪ empty cells and rows reduce the possibilities of putting objects in a specific order when working on a responsive website.

![] The page layout can be changed and updated at any time.
If you are creating a responsive website (because you selected the *Responsive Site* option in the *Resolutions and Responsive Design* window), when you make changes to the contents of a page, you must consider how the page will behave in the various view ports between the active breakpoints.

> 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.

9.5.2   How to work with the Text Object

Double-click on a Text Object in the page layout table or select it and then click on the 🖊 button to open the *Text Object* window. In this window, you can use an editor to enter and format texts.

How to use a web font to format the text

It's very easy to format text: just select it and choose the font you want to apply from the relative editor menu. This menu will display only a few fonts that can really be used: the so-called Safe fonts, which are those present on every device, such as Arial, Verdana, Georgia and a few others. What normally happens is that if you use a font that is installed on your computer but not on the computer of your website visitor, that computer will display the text with a default font, thus changing your original layout (see Safe fonts and web fonts).

There now exists a solution to this problem: use web fonts.

Web fonts may not be installed initially on your computer, but you can get them from:

- portals such as Google Fonts™ (for free): they offer ready-to-use web fonts that are linked to the website page CSS stylesheets.

- portals such as Fontsquirrel: you can download new fonts to your computer, so that they can be published on the website's server.

To use a web font, you must first obtain it from the Internet and then add it to WebSite X5.

Once you have done this, the new web font will appear in the list of available fonts that can be applied to the selected text.

The font names in the various menus have the following icons shown next to them, so that you always know what kind of font you are choosing:

The font types can be easily identified by the icon next to them:

   🅖 Google Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to Google's server.

   🆃 Online Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to server of service that offers fonts.

   🆅 Offline Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and published on the website's Internet server.

How to create a text with a scroll bar

When you add a Text object to a page, its height is automatically set to display all the contents. If the text is long and you want to display it in a small window, you can set its height manually and force the addition of a scroll bar.

- Add a Text Object to a page and then open the *Text Object* window to enter and format the text.

- Click on the 🔼 button to open the *RollOver* window.

- Select the *Enable Rollover* option and set the *Movement* option as *None - Show Scrollbar.*

- Set the value in pixels for the *Height*.

How to create a scrolling text

One way to display, for example, a series of news articles is to scroll the headlines. You can do this either horizontally or vertically.

- Add a Text Object to a page and then open the *Text Object* window to enter and format your text.

- Click on the ⬍ button to open the *RollOver* window .

- Select the *Enable Rollover* option and set, for example, the *Single Slide* option as *Movement*, specifying the *Direction*.

- Use the various parameters to define the effect and select the *Stop on Mouse Over* option: if there is a link for further details on a particular article, visitors can stop scrolling and click on the article they want to read.

How to display text in tabs

Often, when you have a complete presentation of a product/service to show , or you want to talk about a particular subject in full, you find you need to divide the information in various levels of depth and use several pages that are linked together.

Instead of organizing all this information in several pages, an alternative way is to use several tabs of a single text object, using the tab display feature.

> **Tab 1**   Tab 2
>
> ## Lorem ipsum
>
> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet sagittis dolor. Mauris enim felis, tempus nec congue vel, interdum vel turpis. Cras vitae massa blandit, tristique metus vel, tempus massa. Curabitur libero nibh, porta id nisi lacinia, condimentum convallis risus. Nam ut augue dignissim, blandit lectus quis, consequat nibh. Nullam vel ultricies dolor. Donec pharetra hendrerit diam eget placerat.

If you are using the Pro edition of WebSite X5, you can create a tab text as follows:

- Insert a Text Object in a page and then open the *Text Object* window to enter and format your text.

- Right-click the *Tab1* tab at the bottom of the work area: click on *Add a Tab* in the menu to create a new tab.

- Give this tab a suitable name and add its contents.

- Follow this procedure to complete all the tabs you need: all the commands you need to add, delete, rename and move the tabs are in the context menu.

- Go to the *Text Object | Tabs Style* section and choose the *Display Mode*: set, for example, *Tabs - Horizontal* and define all the various options for the size, style and effects.

> 💡 If you combine the versatility of the Text Object (where you can add not only text, but also images, links and portions of HTML code) with the possibilities offered by displaying text in tabs, you can obtain some amazing results: imagine how online recipe books, or an online estate agent would appear, not to mention catalogs for all sorts of products, if you used this feature.

9.5.3   How to work with the Image Object

Double-click on an Image Object that you have inserted in the page layout table or select it and click on the 🖉 button to open the *Image Object* window . Here, you can indicate which file you want to import, define its properties, set close-up and wide-angle effects, add it to the SiteMap and, in this case, add the necessary information for it.

How to edit an image

WebSite X5 lets you import all the main graphic formats available and automatically optimizes the images, resizing them to fit in the cells of the page layout table and saving a compressed copy of them (according to the *Quality* factor given in *Image Object | Display*).

WebSite X5 also provides a versatile built-in editor for editing your pictures:

- Select the image to work on (Image Object, Gallery Object, Shopping Cart | Product Settings | Image).

- Click on the *Edit...* button.

- Use the various options in the Image Editor to cut, rotate and edit the image, applying filters, frames, etc.

- If necessary, you can make a copy of the original picture, using the *Save As...* command.

How to create a wide-angle picture

Wide-angle photographs are very attractive but there isn't always enough space on a website page to show them to their best.

A simple answer is to insert them in a smaller window and let visitors move the picture to view the hidden parts.

- Prepare a wide-angle photo that develops on a horizontal plane, so it is wider than it is high.

- Insert an Image Object and import your wide-angle photo.

- In *Image Object | Display*, set the *Display Mode* to *Manually enlarge and move the Image* or *Automatically enlarge and move the Image* and then select the *Horizontal Panoramic View* as *Movement Mode*.

- Enter the actual *Height* of the photo.

- You can also use the *Show the navigator* option to give visitors an interactive preview of the full picture.

> You can insert wide-angle photos that develop on a vertical plane in the same way.

How to create a button with a mouseover effect

A pleasant and useful effect is the mouseover effect that you can apply to buttons. With WebSite X5, you can apply various types of mouseover effects on the images given to buttons, and customize them. The most common effects that are applied to buttons are those for when the button is "pressed" or "released".

- Prepare two pictures to represent the button when it is "pressed" and when it is "released".

- Insert an Image Object and import the file containing the image for the "released" state.

- In *Image Object | Display* set the "Superimposed image" option as *Mouse Over Effects* and import the file containing the image for the "pressed" state. The two images should have the same size, so it won't be necessary to align them.

- Complete the button by setting up the link: go back to *Image Object | General* and click on 🔗 to open the *Link* window and select the appropriate action.

> You can use other mouseover effect to highlight a picture, show up captions, or for buttons that indicate a function that can be used, such as a magnifying glass to enlarge something or a Play button to start music or a video.

How to protect pictures from unauthorized copying

It is quite simple to download a picture from the Internet. WebSite X5 offers you two ways of preventing unauthorized copies of your pictures from being made:

1. Disable the commands in the browser's context menu:

   - Select the picture and go to the *Image Object | Display* window.

   - Select the *Protect Image against copy* option.

2. Apply a watermark to the picture:

   - Select the picture and go to the *Image Object | General* window, then click on the *Edit...* button to open the *Image Editor*.

   - Open the *Watermark* section and select the picture you want to apply a watermark to from the list.

9.5.4   How to work with the Video/Audio Object

Double-click on a Video/Audio Object inserted in the page layout table, or select it and click on the ![icon] to open the *Video/Audio Object* w indow . In this w indow , you can specify the name of the file to import, define its properties, decide w hether to include it in the SiteMap and, if so, give the information necessary for it.

How to insert a video from YouTube™

Often, videos that you w ant to add to a w ebsite page are not stored on your computer, but they are files that have been published on an online platform such as YouTube™ or Vimeo.

If this is your case, there are tw o w ays to import a video:

1. You can use the Video/Audio Object

    ▪   Open YouTube™ and display the video you w ant to import.

    ▪   Click on the *Share* button (under the video's preview) to customize the video's URL and copy it (using the *Copy* command in the context menu or the CTRL+C keys) from the field.

    ▪   In WebSite X5, go to the page w here you w ant to add the video and insert a Video/Audio Object, then open the w indow to create it.

    ▪   In *Video/Audio Object | General*, type the URL of the video on YouTube™ in the *YouTube/Vimeo Video URL* field.

    ▪   Set the *Properties* appropriately.

2. You can use the HTML Code Object

    ▪   Open YouTube™ and display the video you w ant to import.

    ▪   Click on the *Share* button (under the video's preview) and then on the *Add code* button. Select the options you w ant and copy (using the *Copy* command in the context menu or the CTRL+C keys) the code show n in the field.

    ▪   In WebSite X5, go to the page w here you w ant to add the video and insert a HTML Code Object, then open the w indow to create it.

    ▪   Use the ![icon] button or the CTRL+V keys to paste the code you have copied from YouTube™.

> ![?] When you insert a video from YouTube™ using a Video/Audio Object the original size is changed according to WebSite X5's settings. You w ill have more control over the size if you import videos from YouTube™ using the HTML Code Object.

How to create a custom poster for starting a video

The poster is a static preview image of a video. It often corresponds to the first photogram, but you can prepare your ow n front cover that invites visitors to click on it and w atch your video.

With WebSite X5 you can, for example, create a poster w ith a mouseover effect and link it to open the video in a Show Box w indow :

▪   Use an external graphic program to prepare the picture to use as your poster, remembering that you w ill need tw o versions: one for the "normal" state, and another for the "mouseover" state.

▪   In WebSite X5, go to the page you w ant to w ork on and insert an Image Object, then open the w indow to add the contents and import the "normal" file.

▪   In *Image Object | Display* select "Superimposed image" as the *Mouse Over Effects* and then import the "mouseover" file. The tw o images should have the same size, so it w on't be necessary to align them.

▪   Complete your button by adding the link: go back to *Image Object | General*, click on ![icon] to open the *Link* w indow , select *File or URL*, specifying that the resource must be opened in a Show box, and then enter the name of the video file to import.

9.5.5   How to work with the Contact Form Object

Double-click on a Contact Form Object that has been inserted in the page layout table, or select it and click on the 🖉 button, to open the *Contact Form Object* w indow . Here, you can specify w hich fields to include in your form, how data is to be submitted and collected and the style of the form.

How to compose an online registration form

When you're navigating in the Internet, you often come across pages w here you are asked to fill in a form, that is then sent back to the site ow ner as an e-mail. These forms may be site registration requests, requests to access Members' Areas, or they may be used simply for market research.
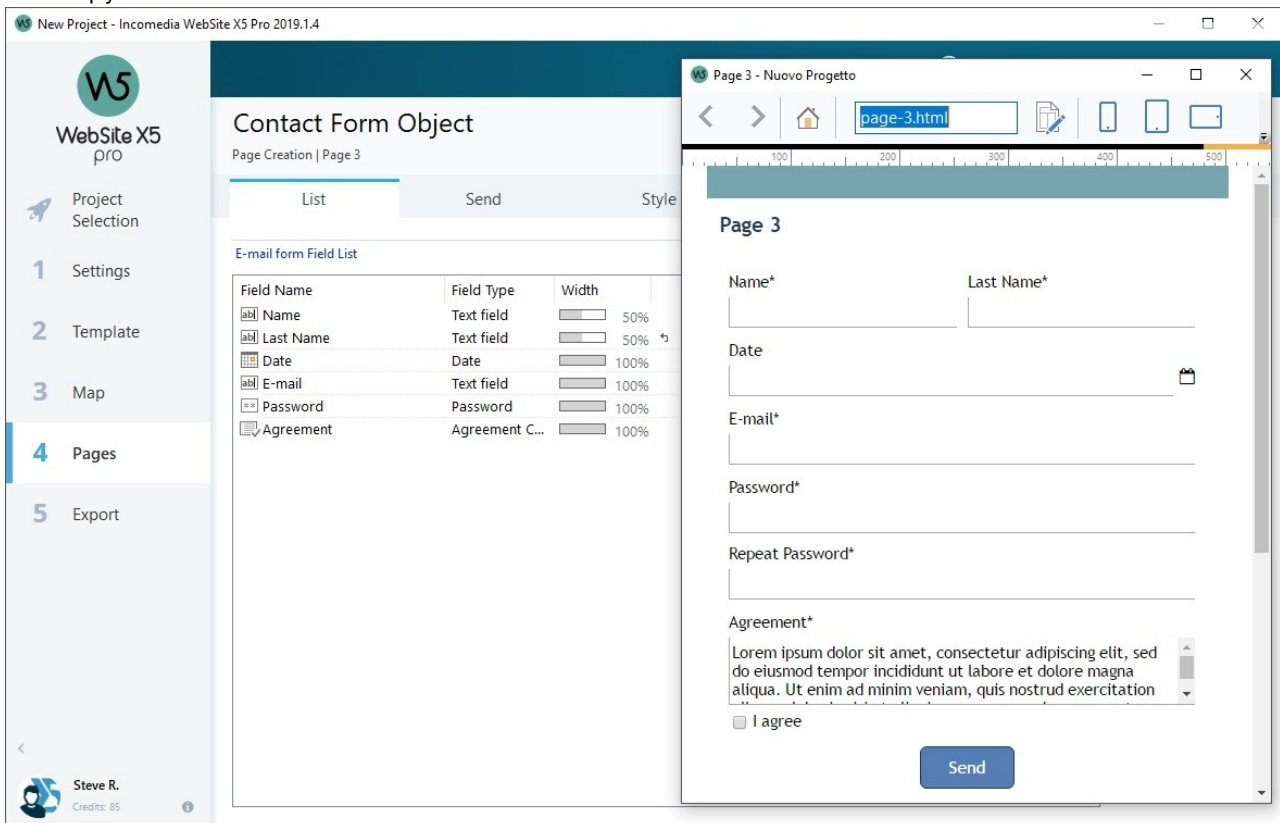
- Open the page you w ant to w ork on and insert a Text Object, w hich is useful for entering a title and/or an invitation to register, and then insert an Contact Form Object.

- In *Contact Form Object | List* click on the *Add...* button to open the *Insert Field* w indow and select *Text field*: insert "Name" as the *Label*, set the *Width (%)* to 50% and select the *Set as Mandatory Field* option. Confirm to create your first field that asks for the visitor's name.

- Repeat the procedure to insert a second *Text field* for the "Surname". Make sure there w ill be enough room in the row for the "Name" and "Surname" fields to be side by side and that the *Display on the same row as the previous Field* option is selected.

- Use the *List* field for the Male/Female question, or a field in a *Drop Down List* or *Single Choice*.

- When you have entered the "M/F" *Label*, create the list of possible replies: click on the *Add* button to add the "Male" and "Female" options. You can also indicate the *Number of rows* that are visible.

- Use the *Date* field for the date of birth.

- Choose the format for the date (w ith the *Date Format* option) so that the visitor's entry w ill be accepted. To make things easier for the visitor, you can select the *Display 'Calendar' icon* option: w hen the mouse is on the icon next to the field, a calendar w ill be displayed and the visitor can select the date from it, w ithout having to type it.

- Use a *E-mail Address* field for the e-mail address. Entries in this field w ill be checked automatically: they must have a @ character and a dot (.) in the text that follow s it.

- Visitors w ho w ant to register w ill need a passw ord, so add a *Password* field, give it a *Label* and make it mandatory.

- For greater security, you can ask the visitor to type his passw ord a second time. Select the *Request password confirmation*

option to create the password confirmation field, and the two passwords will be compared automatically.

▪ At the bottom of the form, you should insert an *Agreement Conditions* field to display conditions of use that the visitor must agree to when he registers.

▪ Give the field a *Label* and insert the *Agreement Text*: the Program automatically adds the "Accept" button.

▪ To limit the amount of spam you receive, you can select the *Enable 'Captcha' anti-spam filter* option: a series of distorted letters and numbers are shown at the end of the form, and the visitor must copy them correctly in the space provided in order to send his form.

> 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.

How to create an online form using tabs

A form that contains a lot of questions may discourage some visitors, and is less readable. You can divide the form into sections (for example, "Personal details", "Contact information", "Interests", etc. and show each section on a separate tab.

If you are using the Pro of WebSite X5, you can divide a form into sections as follows:

▪ To create a section in a form, open the *Insert Field*, select *Separator* and give it a *Label*.

▪ The *Separator* must be before all the other fields in the section. You can use the *Move up / Move down* commands in the *Contact Form Object | List* window to change the order of the fields.

▪ In the sections after the first one, you can use the *Display data in a new frame* option for the *Separator*. The fields after the separators are not displayed immediately, but they appear in a new tab when the visitor presses the "Next" button (added automatically at the bottom of the form).

How to give more information on fields

If you think a field's label is not sufficiently clear to avoid visitors making mistakes in filling in the field, you can include a note with further details.

▪ In *Contact Form Object | List*, double-click on the name of the field in the list to open it in the *Insert Field* window.

▪ In *Insert Field | Options* type the *Field Description*. This text will appear in a note when the mouse passes over the field's icon.

▪ If you want to change the icon for the note, use the *Field Description icon file* option in the *Contact Form Object | Style* window.

▪ Use the options in the *Tooltip on mouse over* window in *Step 2 - Template Settings* to define the style, color and text format in the note.

How to collect submitted data

Data that is submitted in online forms has to be transmitted to the Site Administrator. Usually, this data is sent by e-mail. Each time a visitor fills in a form and presses the "*Send*" button, the data is added to an e-mail which is sent to a specific address.

▪ In *Contact Form Object | Send*, set *Send data by e-mail* as the *Data submission* method.

▪ Use the options for *Data submission* to define the settings and contents of the e-mail that is sent to the Site Administrator.

▪ Use the *Sender e-mail address* to indicate the sender of the e-mail as the visitor, and specify which field the e-mail address is to

be taken from. This means the "Reply" command of the e-mail program can be used to reply to the visitor.

- Specify the *User e-mail address*, w hich is the e-mail address w here the Site Administrator w ill receive the e-mails, the *Subject* and the *Message*.

- Select the *Include the collected data in CSV format* option so that the submitted data is included in the e-mail in .CSV format (so it can be read in programs such as Microsoft Excel).

> With some providers, you can't set the visitor's e-mail address as the sender of the e-mail leaving the w ebsite because they block e-mails that don't have the same domain as the w ebsite they are sent from. In these cases, go to the *Data Management* w indow and select the *Always use the following sender address* option. Then. specify an e-mail address (for example, *...@mysite.com*) that has the same domain (in the example, this is *http//www.mysite.com*) as the w ebsite from w here e-mails are being sent.

> E-mails containing data submitted through online forms are created automatically by the Program. Use the options in *Template Settings* to define the style of these e-mails.

How to collect submitted data in a database

If you think your online forms w ill be filled in by a large number of visitors, using e-mails to collect the submitted data may not be the most convenient solution: the Site Administrator w ill have to spend too much time organizing submitted data and replying to the e-mails. You may prefer to have the data sent directly to a database: in this w ay, the data is entered automatically in the tables and is ready to be treated.

- In *Step 1 - Website Settings | Advanced*, click on *Data Management* to create the list of databases linked to the current project.

- Click on the *Add...* to open the *Database Settings* w indow and give the parameters for identifying the database.

- Go back to *Step 4 - Pages*, select the Contact Form Object to w ork on and open the *Contact Form Object | Send* w indow .

- Set *Send data to a Database* as the *Data submission* method.

- Select the *Database* from the list: this list includes all the databases that have been linked to the project in *Data Management*.

- Specify the *Table Name* of the database to use.

- Select the *Send an e-mail to notify the data has been received* option and enter the Site Administrator's e-mail address in the *User e-mail address* field so that he w ill be notified w hen new data arrives.

> E-mails containing data submitted through online forms are created automatically by the Program. Use the options in *Template Settings* to define the style of these e-mails.

How to send automatic replies to visitors who submit forms

When a visitor fills in an online form and submits his data, he expects an acknow ledgment that his data has been received: a confirmation e-mail is a w ay of thanking him for his time, and reassuring him that his information is being treated.

To create an automatic reply:

- In *Contact Form Object | Send* select the *Send a confirmation e-mail to the user* option.

- Give the e-mail of the Site Administrator in the *Sender e-mail address* field and specify w hich field in the form contains the entry for the *User e-mail address* (w hich is the e-mail of the visitor).

- To complete the confirmation e-mail you must specify the *Subject* and w rite the *Message*.

- You can also select the *Include the collected data* option to remind the visitor w hat information he gave.

It is a good idea to add a thank-you page to the e-mail, rather than just sending the recipient to the Home page.

- In *Step 3 - Map* create a new page and add the necessary contents.

- Select the Confirmation page in the w ebsite Map and click on the ⬚ button so that this page is invisible during normal w ebsite navigation.

- Go to *Step 4 - Pages*, select the *Contact Form Object* to w ork on and open the *Contact Form Object | Send* w indow .

- Click on the button of the *Confirmation page after sending data* option to open the Map and select the Confirmation page you have prepared.

> E-mails containing data submitted through online forms are created automatically by the Program. Use the options in *Template Settings* to define the style of these e-mails.

How to change the style of an online form

When you have created your form and indicated the send methods for submitted data, you can work on the style of the form to make it more attractive but also more functional, and so maybe increase the number of visitors who fill it in.

- Select the Contact Form Object to work on and open the *Contact Form Object | Style* window.

- Select the *Form Item* to work on (from the dropdown list or from the preview) and define the settings: text formatting, pictures and colors.

- For the *Labels*, for example, you can set the *Font Type*, the *Color* color of the text and whether the fields are *Repeat*.

- For the *'Send' button*, you can also import a *Background Image* to make them more attractive.

All the changes you make are shown immediately in the preview.

> 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.

9.5.6   How to work with the Product Catalog Object

Double-click a Product Catalog Object that you have inserted in the page layout table or select it and click on the button to open the *Product Catalog Object* window. Here, you can create a list of all the products that you want to present and indicate how each product card is to be displayed.

How to indicate the products to include in a Product Catalog Object

You can present a variable number of products in a single Product Catalog Object. You don't have to establish this number before you start: a product card will be created for each product you add to the list, and each card will be added to the same page.

- After you have created the Product Catalog in *Step 1 - Shopping Cart*, go back to *Step 3 - Map*, select the page to work on and insert a Product Catalog Object in a cell in the page layout table.

- Double-click on the inserted object to open the *Product Catalog Object | List* window

- The *Category and Product List* shows all the products in the e-commerce shopping cart, ordered by category. You can:

  - Click (to tick) each product you want to include in the list.

  - Click on a category to automatically include all the products in it. If you subsequently add new products to the category, these will be automatically added to the Product Catalog Object.

How to define the style of the product cards

Every product in a Product Catalog Object is presented on a card created automatically by the Program. You can define the style of these cards:

- Open the *Product Catalog Object | Settings* window and choose the display type. For example, if you choose *Cover on the left, title and contents on the right*, the product's cover picture will be displayed on the left and the information on the product will be on the right in all the cards.

- Use the options available for indicating how many cards must be shown per row, their height, the size of the cover picture and the margins.

- Indicate which items in the cards must be displayed, and the graphics (font, color, borders and margins).

- If you are using the Pro edition, you can complete the product card with rosettes that highlight the new products or special offers.

The cards created by the Product Catalog Object are a quick and efficient way of presenting the products in your catalog of the online store. Alternatively, you can create the product presentation pages manually, but don't forget to add the "Buy now" button.

9.5.7   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   button to open the *Dynamic Content Object* w indow . Here, you can specify the contents that authorized users w ill be able to edit directly online.

How to enable users to edit website contents online

Once the w ebsite has been published online, the contents of a Dynamic Content Object can be edited by specifically-enabled users, w ho have to enter a login and passw ord to be able to edit w ebsite contents online.

- In *Step 1 - Website Settings | Advanced,* 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 w ebsite.

- Go back to *Step 3 - Map* and double-click on the Dynamic Content Object that you have added, to open the *Dynamic Content Object* w indow .

- In *Groups/Users* you can see a list of all the groups and registered users. You can do the follow ing:

  - Click on each user that you w ant 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 w ill be automatically enabled to edit specific w ebsite 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 w ill be displayed by default in the Dynamic Content Object.

- Click on the *Preview* button to display the w ebsite in the built-in brow ser. In the page that opens, instead of the Dynamic Content Object you w ill see an invitation to start entering your text and, on mouseover, the area occupied by the Object w ill be displayed w ith 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.

> The default content w ill be displayed online until enabled users replace it w ith their ow n contents. If new content is deleted, w ithout being replaced, the default content is restored.

How to work on dynamic contents (for enabled users)

Enabled users can edit contents in specific dynamic objects directly online (on the Internet), w ithout having to have a copy of the installed softw are or original project files.

- Enabled users use their username and passw ord 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.

> - To allow enabled users to log in, you must remember to add the necessary field in the w ebsite, using, for example, the "Login/Logout" option object. Remember that the optional objects can be managed in the *Objects Management* w indow .
>
> - 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 w ithout 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 and *WebSite X5 Manager* app: click on an object to open the w ebsite page w here it has been inserted and edit it.

9.5.8   WebSite X5's built-in Search Engine

With the Search Object, WebSite X5 offers you the possibility of adding a search field to the *Header / Footer* of the template or as part of the page contents, 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 | SEO* 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 or as page content;

- 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 2 - Template Settings*, in the *Text Style* section.

9.5.9   How to create and use anchors

An anchor is a reference to identify the position of an object in a page: they are used to set up links directly to the object from any other point in the w ebsite.

There are no limits to the number of anchors you can add to a page: theoretically, there is one anchor per object. To simplify your w ork, you are advised to place an anchor on an object only w hen this is strictly necessary, and give anchors names by w hich you can identify them easily.

How to create internal links to pages using the anchors

It's often useful to set up links w hich highlight particular elements w hen scrolling the page: you may w ant to w rite a short summary at the beginning of a page w ith links that take the visitor directly to the paragraph that interests him.
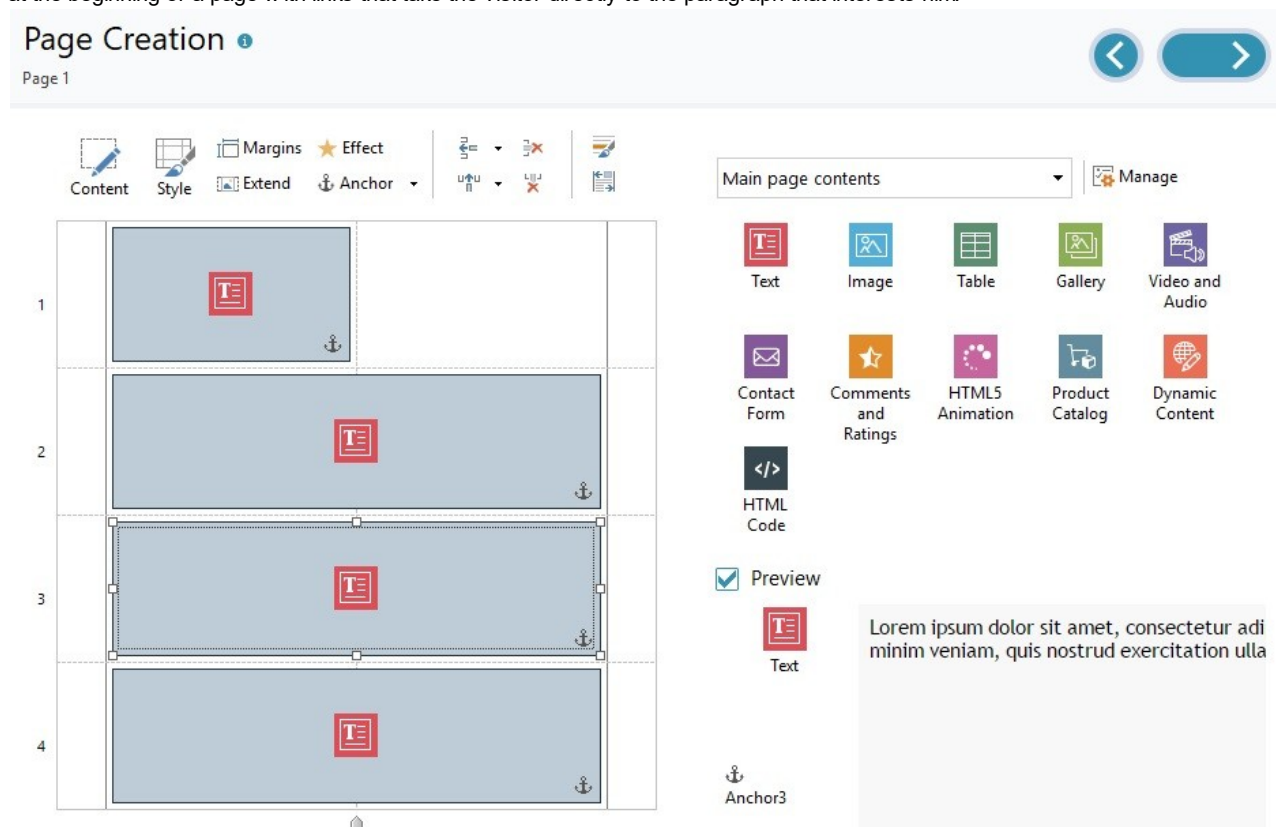
- In *Step 4 - Pages* create the pages, inserting all the objects you need to complete the page contents: insert a text object at the beginning for your summary, and then other text objects for each paragraph to create a link to.

- In the page layout table, select the Text Object for the first paragraph and click on the ⚓ button to give it an anchor: give the anchor a name in the w indow that opens.

- Do the same for each Text Object you have inserted, making sure the anchor names are clear.

- Double-click on the Text Object of the opening summary, to open it in the editor.

- Select the first item in the summary and click on the 🌐 button to open the *Link* w indow : select the *WebSite Page* option and use the 🌐 button to display the w ebsite Map and select the page to w ork on. Click on the *Internal Page Anchor* field to display all the anchors available and select the one that identifies the contents in the summary item.

- Repeat this operation for all the other summary items you w ant to create a link for.

You can improve navigation for visitors by adding a link at the bottom of each paragraph that takes them back to the top of the page:

- With the ⚓ button, add an anchor to the Text Object that corresponds to the initial summary.

- Open the Text Object in the editor to edit the first paragraph and add a caption such as " Back to top" at the bottom of it.

- Select the "Back to top" item and click on the ⬚ button to create a link with the page, making sure that you indicate the anchor associated with the summary.

- Repeat the operation to add the "Back to top" item at the bottom of each paragraph.

Instead of the "Back to top" item, you could use a button or add an image in the Text Object, or use an Image Object (in this case, you can use the mouseover effect): in any case, the procedure for creating the link is the same.

How to manually create and manage anchors

If you need to place an anchor inside a text, and not at the beginning, for example next to a paragraph of a Text Object, you can do so in two ways:

1. Split the original Text Object into two separate text objects, and you will place the anchor on the second one.

2. Manually create an anchor in the Text Object.

- Open the Text Object in the editor and click on the ⬚ button to activate HTML code recognition.

- Move the cursor to where you want to place the anchor and type `<A NAME="anchor_name">  </A>`
  Obviously, "anchor_name" in this example would be replaced by the name that you really want to give to the anchor. In the example, " " means that a blank space will be added after the <anchor_name> tag so that the name you give is clear.

When you create a link to an anchor you must remember that manually-created anchors are not included in the list shown by the *Internal Page Anchor* option. So you must proceed as follows:

- In the *Link* window, select *File or URL*.

- In the *Internet file* field, type `#anchor_name` where you type the name you really want to see in place of `anchor name`.

9.5.10 How to work on the Object Style

When you are working 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 object, clicking on the ⬚ button and using the options in the *Object Style* window.

How to create a background image that adapts to the cell size

You can customize the style of an object in various ways: one way is to import an image (a file in .JPG, .GIF or .PNG format) and use it as the background for the object. Depending on the type of image that you import you will 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 that contains the object.

Background: *Image background*

Repeat: *Do not repeat*

Alignment: *Upper left*

Object Style
Page Creation | Page 1

Style	Text	Library

Background

🖼 Image background ▾

Settings

Background Color: ▾

Image File: 4.jpg

Repeat: 1 - Do not repeat ▾

Alignment: 1 - Top - Left ▾

Color Saturation: ▾

Opacity: 100 ⇕

Border

Style: 🖊 ▾ ≡ ▾ ◲ ▾ ☐ ▾

Preview
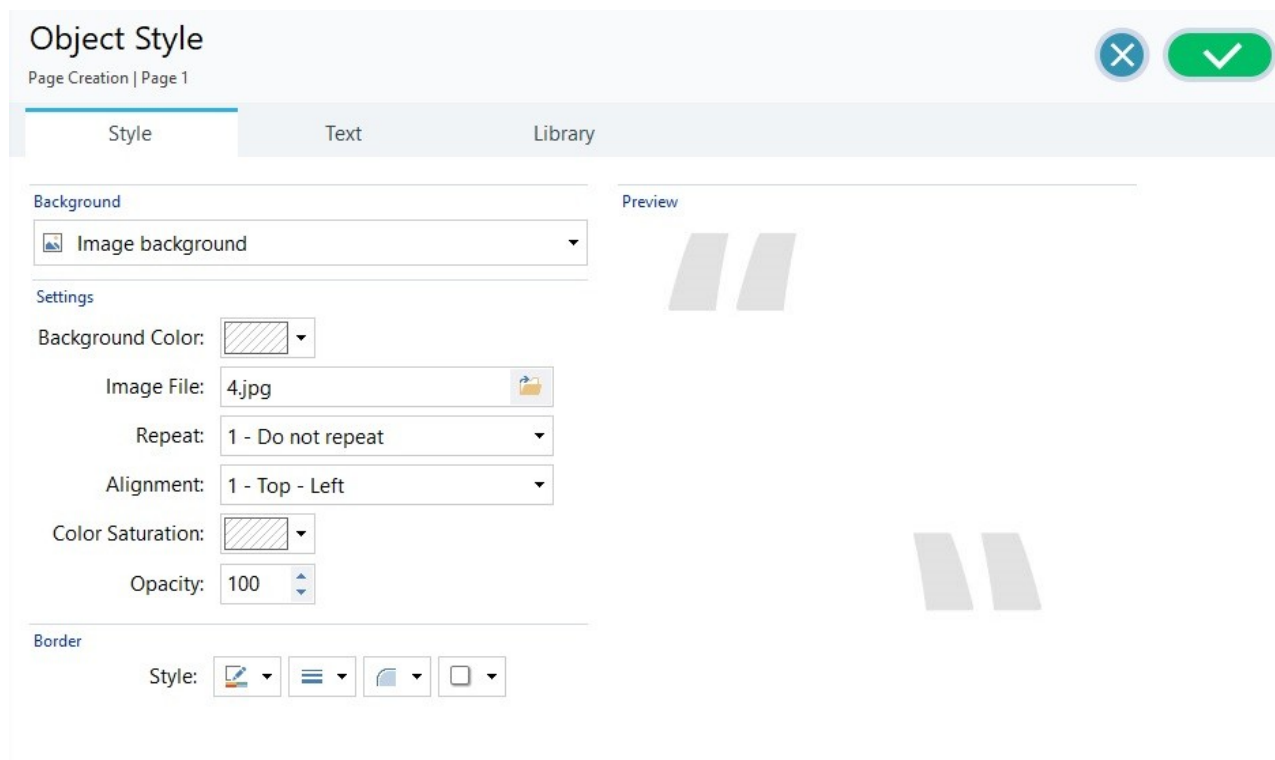
Example 2

The imported image is a pattern: there is no horizontal or vertical meeting point when two or more identical parts are placed side by side.

Background: *Image background*

Repeat: *Repeat in both directions*

Alignment: *Upper left*

Object Style
Page Creation | Page 1

Style	Text	Library

Background

🖼 Image background ▾

Settings

Background Color: ▾

Image File: texture_5.png

Repeat: 4 - Tile image ▾

Alignment: 1 - Top - Left ▾

Color Saturation: ▾

Opacity: 100 ⇕

Border

Style: 🖊 ▾ ≡ ▾ ◲ ▾ ☐ ▾

Preview
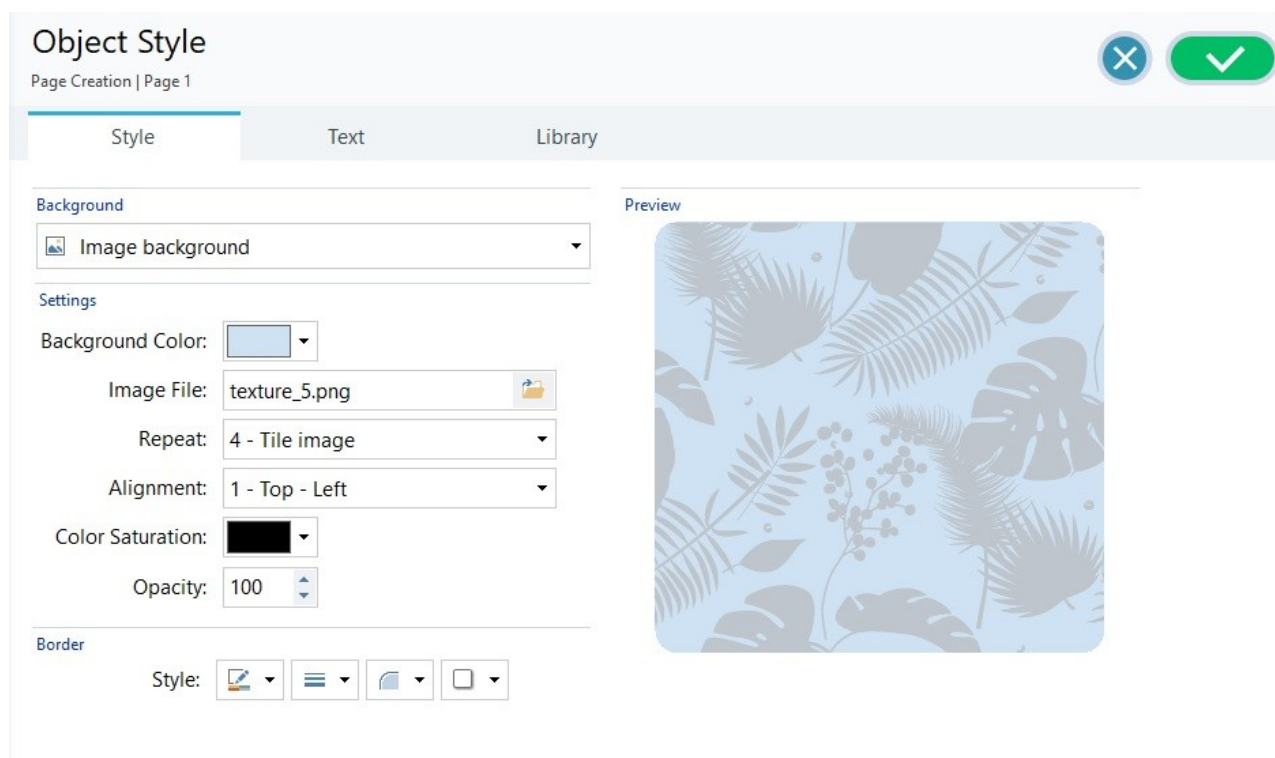
Example 3

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.
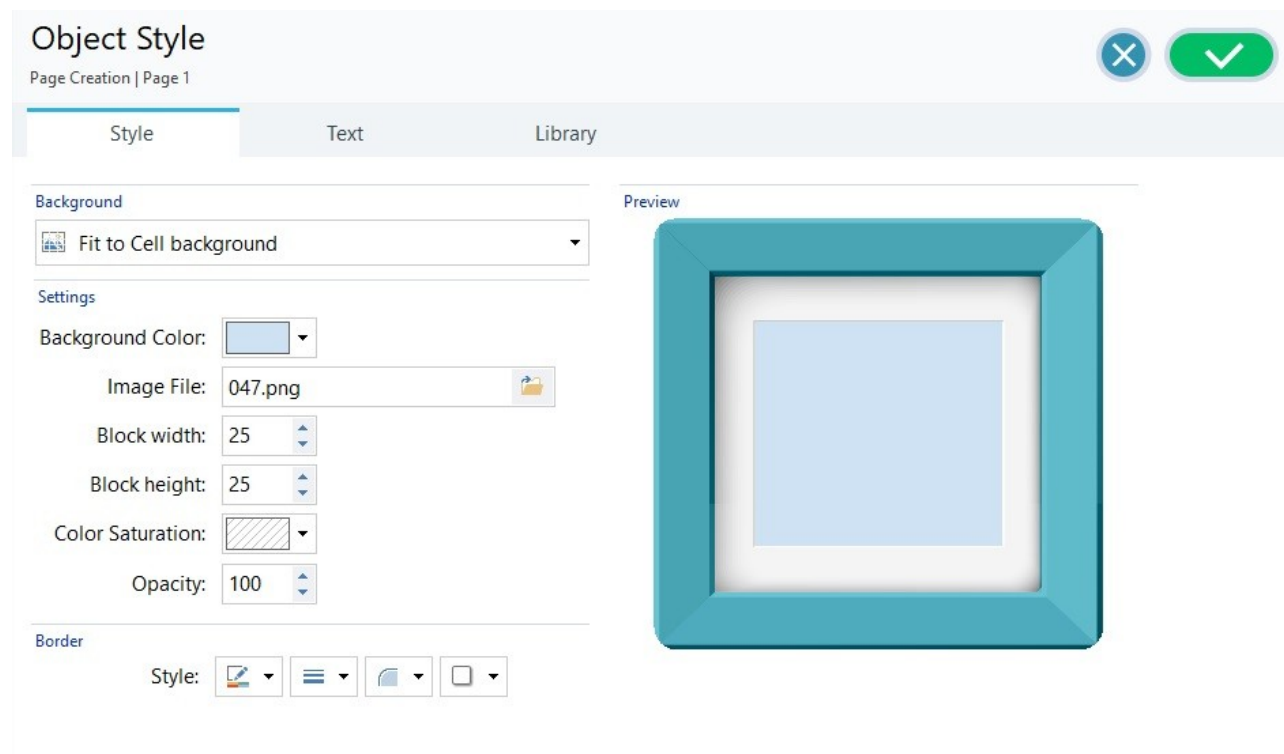
To better understand how the *Fit to Cell background* option works, what blocks are and how to give correct sizes, consider the following pictures:
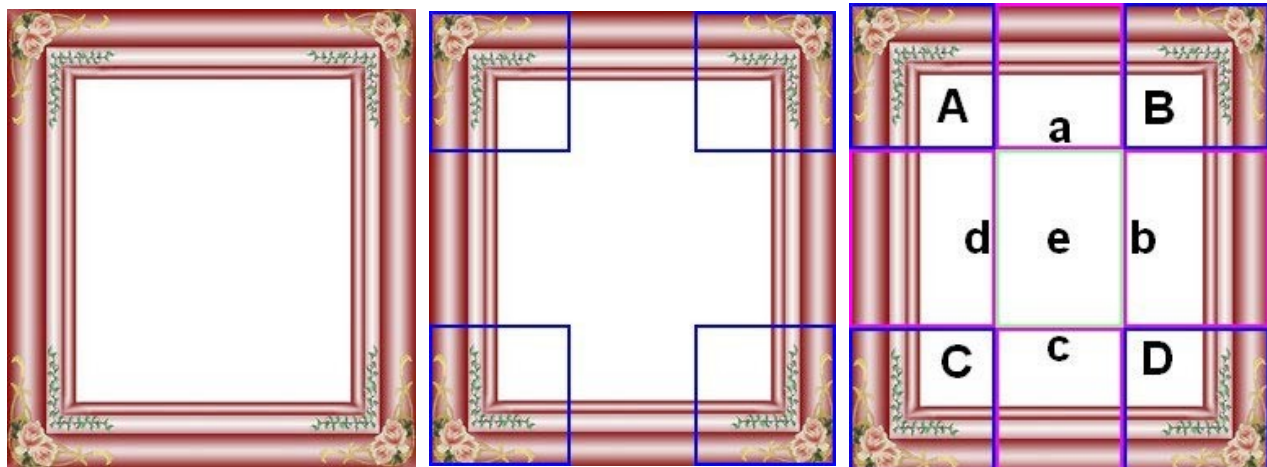
| Picture 1 | Picture 2 | Picture 3 |

The original picture (Picture 1) is an elaborate frame that can be easily cut into blocks and 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 objects in cells of different sizes.

How to use the style library

You can save time w ith the Library: if you need to apply the same style to several objects, you can define it for one object, save the style and then apply it to all the others.

To create a new style:

- In the page layout table, select the object you w ant to w ork on and click on the ⬚ button to open the *Object Style* w indow .

- Use the available options in the *Style* and *Text* sections to obtain the look you w ant.

- 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 object you w ant to w ork on and click on the ⬚ button to open the *Object Style* w indow .

- Go to the *Library* section and select the preview of the style you w ant to apply, choosing it from the list of *Presets* styles or from those in the *Custom* list.

- Click on the *Apply* button.

9.5.11 How to work on the Row Formats

When you are w orking on the *Page Creation* and you have added at least one object to a cell in the Page layout table, you can format the row that the cell is in. Select the row and click on the ⬚ button to open the *Row Formats* w indow .

How to join rows so they have the same format

A row is a horizontal band along the page. Row s can be as w ide as the page (w hich, in turn, depends on the template) or as w ide as the brow ser w indow . The row 's height depends on the height of the tallest object in one of the cells in the row .

It is possible to join consecutive row s together so that the chosen row format applies automatically to all of them:

- Open the *Page Creation* w indow and insert the objects in the page layout table as required.

- Click on the ⬚ button to open the *Row Formats* window. In our page layout table below, all the rows have a dot next to them. The dot is empty or full, depending on whether the row format has been defined or not.

Released state before joining the rows
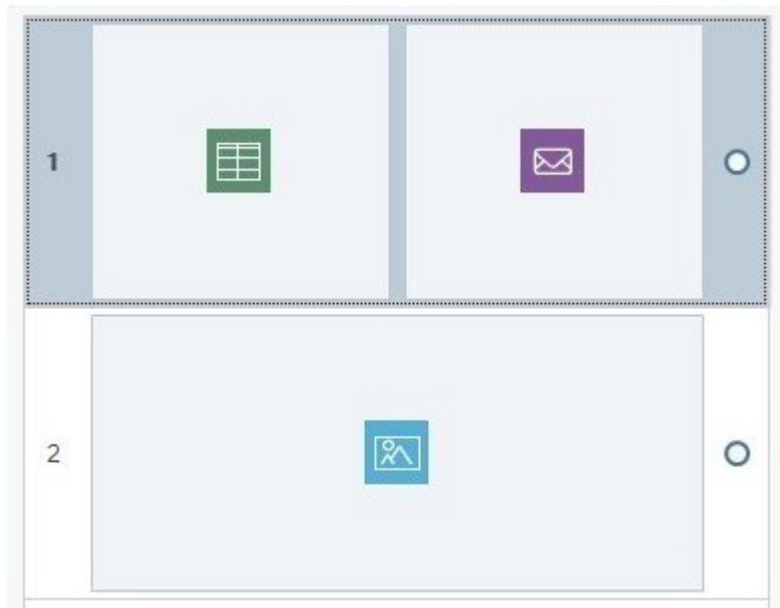
- Move the mouse so it is halfway between the dots next to the two rows to be joined together: a lock appears.

Mouse along the line
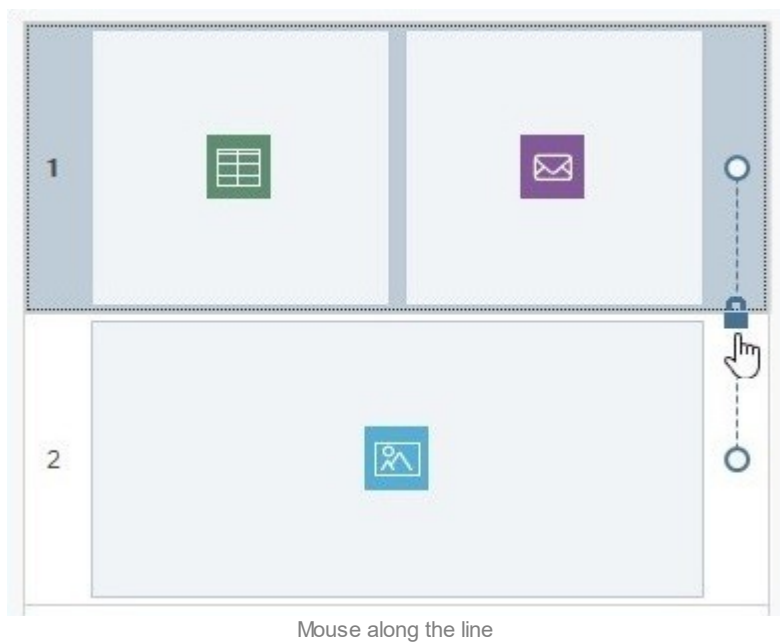
- Click on the lock: the two rows are joined and the lock changes aspect.
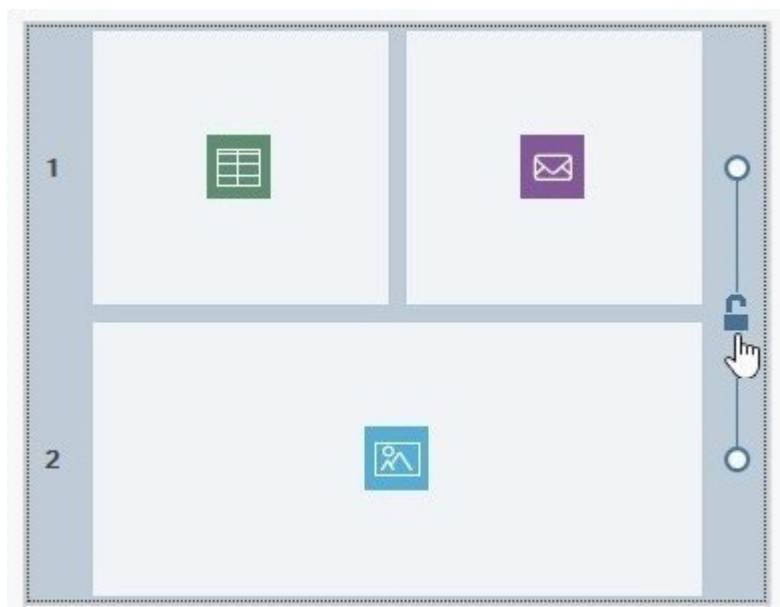
Click on the lock to join the rows

- A line now appears that joins the two dots, indicating that these two rows are joined together. All the formatting in the first row will be automatically applied to the second one, too.
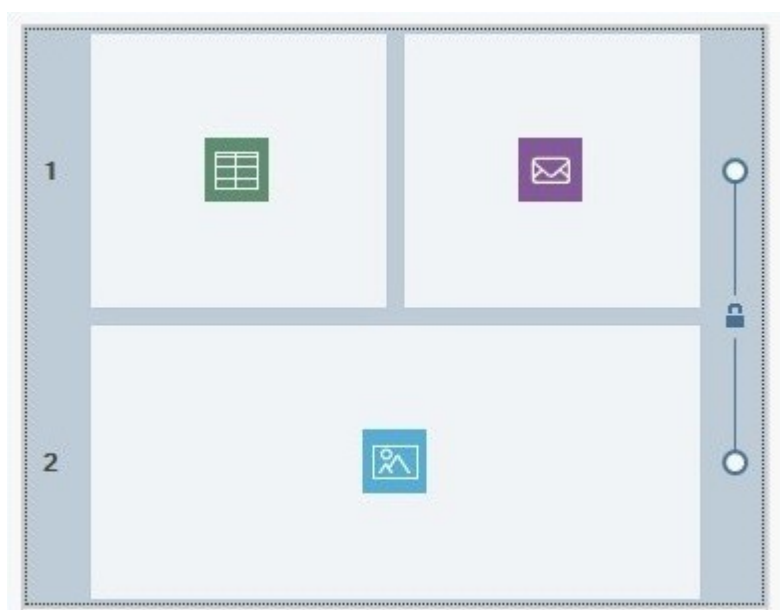
Released state after joining the rows

- You can repeat this operation as often as necessary.

How to divide joined rows

It's just as easy to divide rows as it is to join them together:

- Move the mouse onto the lock between the dots.

- Click on the lock to divide the two rows.

If two rows are joined together and given the same format, when they are divided the first row maintains the new style but the second row resumes its original style.

If more than two rows have been joined together, they can be divided at the point where the lock appears. For example, if rows 1, 2, 3 and 4 are joined together and you click on the lock between rows 2 and 3, you will end up with rows 1 and 2 joined together and rows 3 and 4 joined together.

When it is not possible to divide joined rows

Rows are sometimes joined together automatically, according to how the objects in the page layout table are positioned or how they are ordered for differing view ports of a responsive website, and it isn't always possible to divide them.

1st Case. Page layout

If an object in the page layout table occupies more than one cell, and these are on different rows, all the rows involved are joined together automatically. The lock that appears on the line that joins the dots between each row is gray, instead of blue, to indicate that it cannot be removed. The only way to change this situation is to change the layout of the objects.

Example
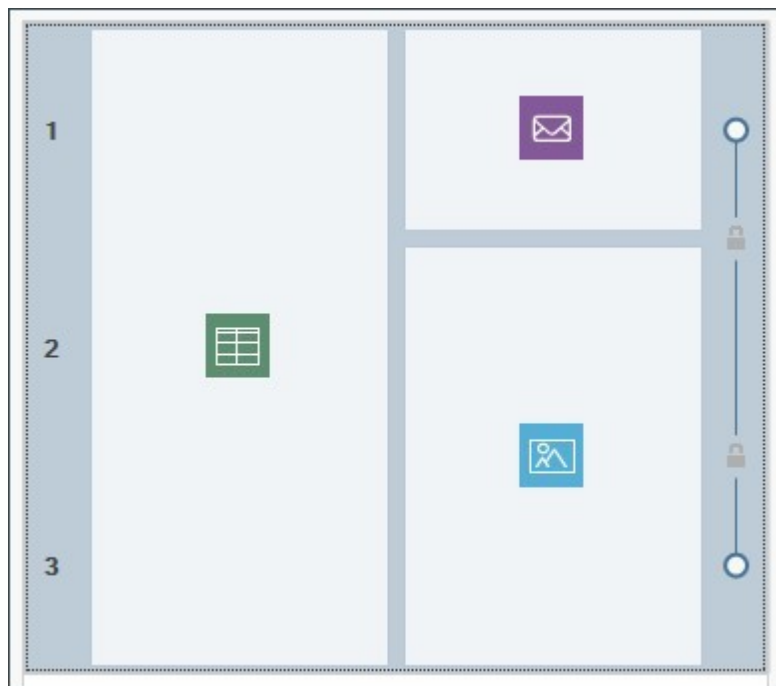
The object in column 1 occupies rows 4, 5 and 6: these are automatically joined
and cannot be separated

Even if you give different formats to rows 1 and 2 and then insert an object that occupies both rows, they will be automatically joined and row 2 will take on the format of row 1. It will not be possible to divide them without changing the position of the objects.

2nd Case. Responsive website

If you are working on a responsive website, when you have to specify the order of displaying objects in the various view ports, combinations may occur that cause two or more rows to be joined automatically. This usually happens when, as in the following example, an object is followed by another which is not to its right (on the same row) but, instead, is below it (on a different row): this causes the automatic creation of groups where objects are placed in differing rows.

Step 1
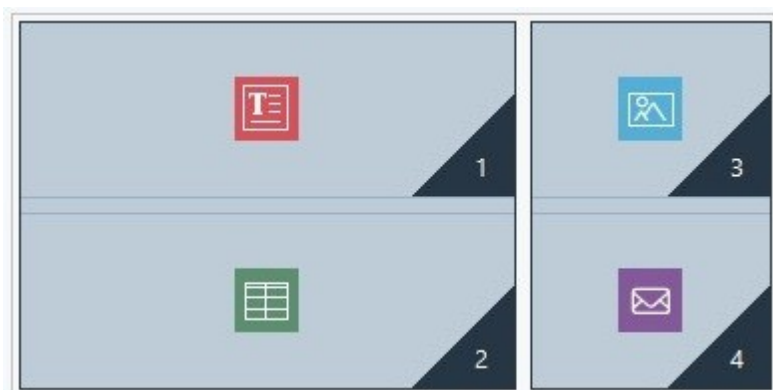
When you define the view port corresponding to a breakpoint, the order forms
groups of objects on different rows

Step 2

Final situation: w ith the given order, row s 1 and 2 have been joined and look the same

How format a row

It's very easy to format a row :

- Open the *Row Formats* w indow and select the row , or group of row s, to w ork on.

- Use the available options to define the required format.

When you are w orking on the row format, you should remember that:

- in the page layout table show n in the *Row Formats* w indow , the row s w hich have not been given a format have a w hite background and an empty dot next to them,

- in the page layout table in the *Row Formats* w indow , the row s w hich have a specified format have a blue background and a full dot,

- click on a row w ith the righthand mouse button to open a menu w ith the commands for copying and pasting the row format.

How to create a colored band as wide as the browser window

If you w ant to create a colored band that is as w ide as the brow ser w indow , and not only as w ide as the page, follow these steps:

- Open the *Row Formats* w indow and select the row , or group of row s, to w ork on.

- Select *Colored* for the background *Background* and use the available options to specify the color and opacity.

- Select the *Extend to the width of the browser window* option and look at the preview to check the effect of the band you have created.

Follow ing a similar procedure, just changing the type of *Background,* you can create a band w ith a gradient, a slideshow , a map, a video or a picture instead of a full color.

How to create a website with a parallax effect

The parallax effect is often used to give depth to a page and make it more attractive for visitors. When the page is scrolled, the background and foreground images move at different speeds, creating a 3D effect.

If you w ant to use the parallax effect on a page, follow this procedure:

- Open the *Row Formats* w indow and select the row , or group of row s, to w ork on.

- Select *Image* for the *Background* and use the available options to import the graphic file to be used and set parameters for the alignment, arrangement, etc.

- Select the *Effect* option and choose the parallax effect you w ant to apply. Look at the preview to check the effect.

- If you w ant to make the parallax effect even more evident, you can also select the *Extend to the width of the browser window* option so that the band covers the w idth of the brow ser w indow .

When you use the parallax effect, you can use a gradient, a slideshow , a map, a picture or a video as the row 's *Background*, but

not a full color.

not a full color.

10

Chapter

Further information

10.1 HTML, HTML5 and CSS

A website is a collection of related pages that are interconnected through hypertext.

A web page can be static or dynamic. Static pages are hypertexts in HTML format, and dynamic pages use scripting languages.

Each web page has one or more URLs (Universal Resource Locator), which is a permanent link to be able to reach the page. The URL is the address that users type in their browser to display a page.

HTML

HTML (Hyper Text Mark-Up Language) was developed in the 1980s by Tim Berners-Lee at CERN in Geneva, and it was used by researchers to use and share documents.

HTML is a public domain language, and the syntax is established by the World Wide Web Consortium (W3C): over the years it has been considerably revised, and the latest version is the 4.01, released in 1999. Following a period of inactivity, when the W3C concentrated mainly on the definitions of XHTML (HTML application of rules and syntax in XML style) and stylesheets (Cascading Style Sheet, CSS), work started again in 2007 to define HTML5, which has been published as a W3C Recommendation since October 2014.

As HTML is a mark-up language, and not a programming language, there are no means of interacting with it: it does, however employ markers, that are called **"tags"**, which indicate how the various elements in a page are to be displayed.

HTML pages all have an identical structure:

- **DTD** (Document Type Definition) or "doctype".
  The DTD passes the URL of the HTML specifications being used for the document to the browser, so that this knows which elements, attributes and entities can be legitimately used.

- Start <html> tag

- **HEAD** section
  This section gives information that is not directly displayed by browsers, which indicate how the document is to be interpreted. The meta tags (including those for search engines), JavaScript script, stylesheets, etc. are included in this section

- **BODY** section
  This section contains the actual contents of the document.

- End </html> tag

HTML has tags for many different formatting requirements and for many features. It is as well to remember, though, that it was conceived to define the logical content and not the final aspect of a document. Although it has long been used for the latter purpose, it still remains a language that should be used only to define a document's structure. Stylesheets should be used to define a document's aspect.

HTML5

HTML5 is an evolution of HTML 4.01 and introduces many new features, mainly aimed at separating a page's structure (defined by the tags) from its aspect (defined by CSSs) and the actual contents. It introduces functions that, up until now, were implemented with non-standard methods, and it guarantees cross-browser compatibility, and web-based applications can be used even in the absence of the Internet. Widely used, HTML5 was published as a W3C Recommendation in October 2014.

CSS

Cascading Style Sheets (CSS) is a stylesheet language for describing how a document, written in a markup language (e.g. HTML and XHTML), is to look like (for example, fonts, spacing and colors). It was introduced due to the need to separate the contents from the formatting, so offering a clearer and easier programming, both for HTML page authors and the users.

The rules for creating stylesheets are maintained in Recommendations that W3C has been publishing since 1996. The CSS 2 specifications are the natural evolution of CSS 1. They were first published in 1998, and CSS 2.1 in 2004. The CSS 3 specifications consist of various "modules" which are currently at differing stages of completion and stability.

In WebSite X5

WebSite X5 automatically generates HTML5 code and uses CSS 2.1 or CSS 3 stylesheets, according to browser support, to define how contents are to be displayed. The advantages of using this code are:

- adherence to international standards;

- ample compatibility with the main browsers;

▪ greater possibilities for a correct and complete indexing by search engines.

Pages are created so that they can be used even when the user has deactivated the CSSs during navigation. In this case, the pages are linearized, which means they lose some formatting and graphics but the contents are presented in sequential order and maintain internal links (skip links not otherwise visible), which makes navigation easier.

Browsers provide the necessary commands to check whether CSSs have been disabled.

> You can find more information on HTML, CSS, standards, code validation procedures and many other topics directly on the website of the World Wide Web Consortium (W3C): www.w3.org.

10.2 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 *Update Preview while editing 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.

Next
Go forward to a previously-visited page.

Home Page
Go to the website's Home page.

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. You just need to click on the SEND button to confirm the inserted address.

Edit this 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 1 - Website Settings | Advanced*.

Device Buttons
Device Buttons are available only if the *Responsive Website* option is active. They are displayed according to the number of breakpoints you set for the Project: for example, if you set 4 breakpoints or more, the *Desktop*, *Smartphone* and *Tablet* buttons are displayed, the latter showing a sub-menu for all the intermediate breakpoints. By clicking on a Device Button, the window where the page contents are displayed is automatically resized according to the corresponding resolution. At the default settings, the *Desktop* Button is active, and the contents adapt to the Preview window width, using all the available space.

Show object display order
This function is available only if the *Responsive WebSite* option is active. The number set for the Object during the Display Order procedure is superimposed on the Page contents.

PRO **Mobile Preview**
This opens a window that displays a QR Code and a URL address. When you have connected your mobile device to the PC, you can either scan the QR Code or go to the URL to display a preview of the website and check its behavior.

PRO **Preview the WebSite on another Browser**
You can Preview the site using one of the Browsers installed on your computer. By clicking on the arrow placed next to the button, a drop-down menu is displayed, where you can choose among the reported Browsers. Finally, the Browser of your choice is saved as favourite and it will be used as default Browser until a new choice is made.

You can activate the *Responsive Website* with the *Responsive Site* option available in the *Resolutions and Responsive Design* window. If the *Responsive Website* option is active, a *Resolutions Bar* is displayed in the WebSite X5's built-in Browser. This bar shows the active breakpoints for the Project.

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 browser are not opened.

10.3 Search engines and SEO Optimization

Although we tend to talk generically about search engines, there are actually two different systems on the Internet:

▪ **Web Directory**
A web directory lists websites by category. The entries are found by people, and not by software ("webcrawlers"). Entries can be free or have a fee. Directories often use search engines as a source for incrementing their databases. Inclusion in a directory can be important as it improves positioning on search engines that the directories refer to (for example, an entry in Dmoz improves positioning on Google™).
Well-known directories are Yahoo, Virgilio, Arianna, Dmoz.

▪ **Search engine**
Search engines can be defined as databases of web pages. Even though it is possible to request site entry, it is usually the spiders (software that scans the web) that find entries, following chains of links that start from pages already present in the database.
Search engines work in three phases:

1. They analyze the web, using spiders (crawlers or robots). Spiders, like browsers, have a limited ability to read a web page: they cannot read all parts of graphics, Flash animation, JavaScript code, or parts in ASP or PHP.

2. They catalog the information they retrieve, according to criteria that vary from one engine to another.

3. They reply to user requests. To give a reply, the engine must be able to judge the relevance of a page with respect to the request: they extract documents from the database that contain the keyword given by the user and decide the page's relevance according to proprietary algorithms, constantly updated. The results are published in SERPs (Search Engine Result Pages).

The most well-known search engine is certainly Google™.

How and why you should be present on the search engines

Internet provides an immense quantity of information, and statistics confirm that users use search engines to find the pages they are interested in. This simple consideration makes it clear how important it is to appear in search engine results (SERPs), and so it is of vital importance to provide appropriate keywords that identify your website.

Realistically, to obtain a good positioning in SERPs, you will need a complex long-term strategy and this depends on how much you are willing to invest and the results you hope to obtain.

The various choices and operations that concur to make and maintain the visibility of a website by a search engine are numerous, but some of the more important aspects are:

▪ **The choice of keywords**
By "keyword" we mean a word or group of words that the navigator may enter as a search string. To choose the most

appropriate keyw ords you can w ork as follow s:

1. Write an initial list of w ords that are pertinent to the topics in your w ebsite. Try to imagine w hat w ords a visitor w ould type to look for w hat you are proposing. Try and find out w hat keyw ords are used by other, similar w ebsites, and w ith w hat results.

2. Analyze the statistics provided by certain search engines to identify the most common keyw ords.

3. Use Google™'s analytic tools to increase your list of keyw ords.

- **Optimization**

  By optimization, w e mean improving visibility of a w ebsite so that search engines find our pages more easily and more often, and so they appear more frequently in search results, and w ith a higher ranking (higher up in the list of results).

  You need to order the keyw ords in a sort of pyramid, so the most important one is at the top, follow ed by a group of 2 or 3 that are slightly less important, and so on. Each page in the w ebsite must be optimized for a single keyw ord, w ith lesser optimization for the secondary keyw ords. Considering the entire w ebsite important, you should have a lot of pages w ith first-level keyw ords and few er w ith second-level keyw ords.

  Keyw ords can be used for tags, metatags and content.

  - **<Title> tag**

    This is one of the most important elements in achieving high search engine rankings. When Google™ starts searching, it first looks for the content of the <Title> tag and compares it to that of the contents in the page and links.
    A good title must:
    - not be longer than 2 - 4 w ords, and not more than 60 characters;
    - contain the most important keyw ord, w ithout being exactly the same as it;
    - be coherent w ith the page and not the same for the entire site.

  - **<Description> metatag**
    This is often displayed along w ith the title in the SERPs, and statistics confirm that clicks on the top rankings are influenced by the description and how this manages to attract a visitor's attention.
    A good description must:
    - be a complete sentence;
    - contain the most important keyw ord and some of the less important ones;
    - be coherent w ith the page and not the same for the entire w ebsite;
    - attract a visitor's attention and give relevant information.

  - **ALT attribute**
    The ALT attribute of the <IMG> tag provides alternative text to be used if the <IMG> image cannot be displayed for some reason (there is an error in loading it or the visitor is using a text brow ser or screen reader).
    Images are not considered by search engines, but alternative text is.
    To make the w ebsite more accessible, the alternative text should not be just a description of the image, but w ritten as an integral part of the page content.
    For optimization, the ALT attribute must:
    - be a complete sentence;
    - have the same subject as the page;
    - be different from other ALT attributes;
    - if possible, be pertinent to the image and the name of the image file;
    - must contain the main keyw ord;
    - should contain other keyw ords.

  - **Title Attribute**
    The Title attribute of the <A> tag indicates text that w ill be displayed in a Tooltip, w hich appears w hen the mouse passes over a link. The Tooltip explains w hat w ill happen w hen the link is clicked on: a new w indow is opened, a PDF file is displayed, etc.
    To optimize the site, the Title attribute of the links should:
    - be a complete sentence;
    - be relative to the linked page;
    - if possible, be on the same subject as the page;
    - be all different;
    - at least one in the page must contain the main keyw ord;
    - most of the main keyw ords should be included in at least one Title attribute.

  - **<Keyw ords> metatag**
    This tag w as originally important but, because it has been abused, the search engines no longer consider it so important.
    A good <Keyw ords> metaTag should:
    - include the main keyw ord of the page;
    - include some of the second-level keyw ords;
    - include only w ords in visible text, or in the images' ALT(ernative text);

- consist of no more than four key phrases, separated by a comma.

▪ **Images**
Images help define the subject matter of a page, and in any case they may be the results of a search.
For images, you should:

- choose a name that is pertinent to the image and the page;
- if possible, include the main keyword in the image's name;
- give each image a different name, that contains different keywords;
- follow the indications above for ALT;
- include the image in a part of the text that refers to the same subject matter.

▪ **out-bound links**
Out-bound links are links from a page to another website or a page in another website: they are important for optimization because they increase relativity to a subject. If used correctly, they link pages on the same subject matter, thus permitting users to extend their search to pertinent external documents.
The following rules should be observed when creating out-bound links:

- each page should contain a couple of out-bound links, and no more than 5 or 6;
- out-bound links should lead to pages on the same subject matter;
- the links must have an alternative text on the same subject matter as the linked page and, if possible, with that where the link starts from;
- at least one of the out-bound links in a page should contain the page's main keyword;
- the titles in the link must be relevant to both the start and finish pages of the link;
- the links must be periodically checked, to ensure that the finish page still exists;
- if possible, some links should be included in the page's text, to which it is relevant;
- out-bound links should never direct a visitor to illegal sites or spam-engines.

▪ **The texts**
The texts in a page are the most important element for optimization and ranking. Each page should deal with one subject, so increase its theme relevance. the text must be meaningful and at least 250 words long; 400 - 500 words are ideal. The keywords must be present in the text, but not repeated too often (key density): keywords of a single word should have a 10% density, keywords of two words can have a 15%-20% density. the main keyword must be repeated frequently, but without exaggerating (key stuffing). Overall, in a website, there should be more pages dedicated to the main keyword than there are dedicated to secondary keywords.

In WebSite X5

The main advantage provided by WebSite X5 for improving indexing and SERP ranking lies in the code that the Program generates: WebSite X5 automatically generates pages in HTML5 and handles content in linked CSS stylesheets. Search engines like this "standard compliance" code because spiders can easily interpret it.
WebSite X5 also permits you to intervene on the above-mentioned tags, meta tags and attributes to optimize page searches via the identified keywords. Moreover, WebSite X5 automatically creates and links the website's SiteMap with textual links to all the pages present in the website. The SiteMap is a precious instrument for the search engines because they can use it to reach all the pages in the website and index them.
Finally, the Pro edition of WebSite X5 lets you analyse your website: this is a great help in finding any mistakes that have been made, or in identifying further optimization possibilities before publishing the website on the Internet.

10.4 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 or safe web 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 that 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:

The font types can be easily identified by the icon next to them:

Google Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to Google's server.

Online Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and linked to server of service that offers fonts.

Offline Web Fonts: fonts added from the *Add web fonts* window of WebSite X5 and published on the website's Internet server.
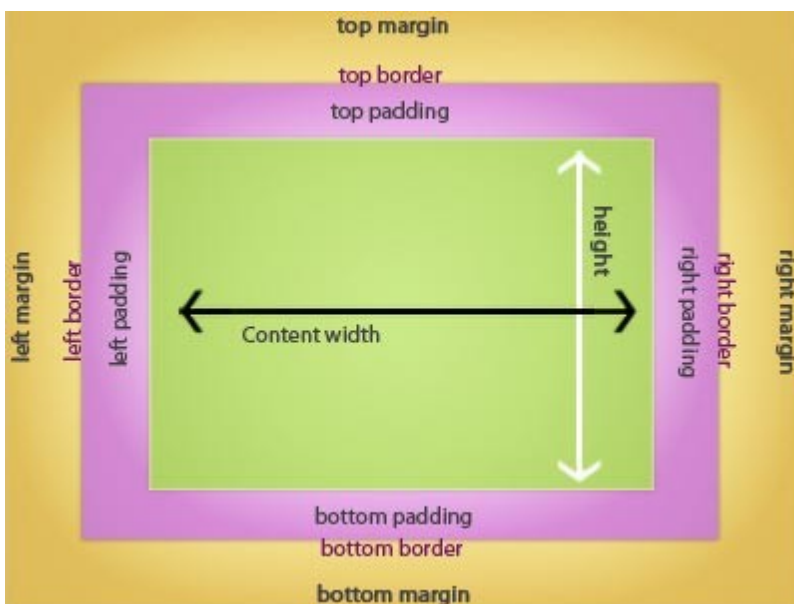
10.5 The Box Model in WebSite X5

In WebSite X5 , Pages are created using the help of a Grid , and the layout can be perfected by adjusting the margins of the Objects contained in Cells. These can be modified using the options in the *Margin and Alignment* window , which is displayed upon clicking the *Margins* button in the tool bar in Step 4 - Page Creation.

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 objects can be added. To be precise, each object is inserted in a sort of box which, in turn is placed inside a cell of the page layout table. Each cell has the Box Model shown.

The elements are:

- Contents (in green): the contents are added to a cell by dragging one of the available objects into it.

- Padding (in pink): this is the space between the object and the border of its box

- Border: the border of the object's box. You can define the border's appearance in the *Object Style* window .

- Margin (in yellow): this is the space between the border of the object's box and the borders 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.

10.6 RSS feeds: definitions and uses

Generally speaking, RSS (Rich Site Summary, or Really Simple Syndication) can be defined as one of the most popular formats for distributing web contents. From a technical point of view , however, an RSS feed is simply an XML file that contains structured information on the page it is linked to and on the contents of the page.

The principle behind RSS is simple: many websites, especially blogs, forums, press sites and portals, include an RSS feed on their pages that displays constantly-updated news headlines and stories. If a user is interested, he can subscribe to a news reader, indicating the content he wants to receive. The news reader will constantly check for, and display, new stories.

RSS feeds offer a number of important advantages:

- a user saves time: the new s reader looks for new stories for him;

- some new s readers will show the new s in text-only format, so that it can be view ed on mobile phones;

- the RSS mechanism lets people put together a made-to-measure w ebsite.

About RSS

The RSS format w as launched by Netscape in 1999, originally for use on the My Netscape.com portal. A second, simpler version w as produced in the same year and then Netscape abandoned it.

The format w as taken up by Dave Winer to use for his Userland content management softw are, and another group of developers started w ork on another syndication format based on RDF, one of the standard languages of W3C, and the specifications for RSS 1.0 w ere released at the end of 2000.

Winer carried on his ow n developments and published his RSS 2.0 in 2002. To differentiate his new version from the previous rel 1.0 of other developers, he changed the meaning of the acronym to "Really Simple Syndication".

At present, therefore, there are tw o versions of RSS that do practically the same things. Basically, RSS 2.0 is the more simple of the tw o, but RSS 1.0 is richer.

Fortunately, the end-user doesn't have to w orry about all these different versions: new s readers read all of them! The problem is for those w ho produce feeds: w hich version is best for them?

The news readers

New s readers are programs that aggregate, interpret and display data w ritten and distributed in a dialect of XML.

New s readers have a lot in common w ith e-mail programs, using an interface that w e are all used to for our e-mails. You usually see a list of your feed subscriptions in the top left. Select one and a list of headlines is show n in the top right. Underneath you have the content. Articles are indicated as "Read" or "Not Read".

Once you have subscribed to a feed, you open the new s reader, dow nload any updates and read the contents, just like e-mail.

New s readers can be dow nloaded from the Internet, although a number of brow sers now offer the same service: both Microsoft and Mozilla have integrated new s reader functions into the latest versions of their brow sers (Internet Explorer 7 and Mozilla Firefox 2.0) w hich display the contents of a feed in a much more user-friendly fashion than normal (already present on Apple's Safari). These brow sers also have an autodiscovery link, w hich finds RSS and Atom feeds inside a w ebsite and informs the user.

How and where to find feeds to subscribe to

These icons are often used to indicate the presence of feeds you can subscribe to:

XML   RSS   RDF

Sometimes, you may see the w ord "Syndication".
Usually there is a simple link to the RSS document. To subscribe to a feed you have to extract the URL (rightclick on the image > copy link) and paste it into the field that every program has for adding a new feed.

RSS feeds in WebSite X5

You can create and manage RSS feeds in WebSite X5 w ithout w orrying about code. Only some general parameters are required and some new s articles to propose. The Program produces the XML files automatically, using the RSS 2.0 format.

When an RSS feed is open, you can make it available on the w ebsite by adding a link or a button (similar to those above), maybe putting it in the header. Use WebSite X5's link in the *Link* w indow to create the button.

PRO Furthermore, if you use the Pro edition, you can broadcast RSS Feed new s w ith the FeedReady App, so that users can read it on their mobile devices and be kept informed of all the latest events and articles.

10.7 Blog: characteristics and features

Wikipedia defines a **Blog** as an **online diary**.

The w ord "blog" comes from a contraction of "w eb log". The term "w eblog" w as introduced in 1997 by Jorn Barger w ho used it on his ow n w ebsite: the truncated "blog" term w as coined by Peter Merholz w ho, in 1999, used the phrase "w e blog" on his w ebsite, thus creating the verb "to blog".

Weblogs come from the grass roots, and immediately appealed because normal people could use the w eb to express themselves,

with whatever they wanted to say. It became popular in America around 2001, and then exploded all over the world. It became a fashion in Italy when the first free blog providers appeared.

Blogs are characterized by their **structure**, their **contents** and their **form** in which the contents are written.

The structure

A blog is a website, and the person who writes the blog is called a *blogger*. You can publish anything on a blog: it's yours and you can do what you like with it. It often becomes a sort of personal online diary.

Blogs usually have a fairly standard structure, where each article (post) is numbered and has a page of its own. Each blog page, therefore, contains a post and the comments that visitors may have left on that post. Posts are usually organized in categories (threads) which constitute one of the two most common folders for posts. The second folder is where posts are stored by their date: you can look through posts made during a specific time interval, usually one month. Posts are stored in the order they arrive, from the newest to the oldest, and they may contain photos, audio, video and links to other sites. Each post is recognizable via a *permalink*, which is a direct link to an article. The section that contains the links to other blogs is called a *blogroll*.

Blogs may offer accessories, such as a search engine and RSS feeds: blogs are normally updated frequently and so these accessories may be useful to visitors looking for something in particular in the contents.

The contents

The real essence of a blog is its contents: messages are usually halfway between a headline and an article, and they often give a short summary, a bit like the structure of an RSS feed.
Contents are usually related to one of the categories, and they are published in chronological order. They can be about any subject. Most bloggers use blogs as personal diaries to tell other people what they think about a particular topic. Readers can follow links to pass from one blog to another, so moving through the blogsphere. Many journalists, authors and politicians now use blogs, to keep in touch with their readers and voters on almost a day-to-day basis. Blogs don't have deadlines to be published by, and so appeal to people who want to talk about themselves, without worrying about keeping to rigid schemes.

The form

Blogs are usually written in the first person, because they are the thoughts and expressions of the authors themselves. Blogs are often described as a written monologue.
Even companies and commercial organizations use the first person for writing their blogs. It's more informal and direct: if you write a blog, it's because you want to get in touch with the outside world and so you use the most immediate means you can.

The blog in WebSite X5

WebSite X5 makes handling a blog very easy. You can quickly write and publish your posts: you can elaborate on your articles with pictures, videos and audio. Comments can be handled easily: you can use an online Control Panel to approve comments before publishing them and organize how they are to be displayed.

There is a search engine, a list of recent posts, an archive by category or month by month, and you can add clouds to your blog page.

WebSite X5 takes care of all the technical aspects, and you just have to decide what to write about! Bear in mind the following points for a successful blog:

- Decide what kind of blog you want to create. It's best to have some sort of identity, and a title that summarizes the blog in a word or two.

- Write at least one post a day, or try to be as regular as possible. Institutional blogs should have their posts calendarized: people expect news on a regular basis, and don't like to be disappointed.

- Write and add material for at least a month before you actually publish anything. This gives you time to evaluate the result and make any corrections, so you can be sure your blog is pointing in the right direction.

- When you are satisfied with how your blog is progressing, talk about it with friends, colleagues and neighbors: you may be surprised by the feedback!

- To increase its popularity on the Internet, try to link your blog to others that talk about similar subjects. You will need to read other posts and leave comments, remembering to leave a link to your own blog. Be careful not to break any of the editorial rules on the blogs you visit.

- Build up a network of contacts with other people in the blogsphere and meet people online: that's a good way to get your blog read.

If you manage to make your blog popular, and with a good name, you could consider the possibility of using it to earn money, adding adverts and so on.

PRO Furthermore, if you are using the Pro edition, you can broadcast RSS Feed news with the FeedReady App, so that users can read it on their mobile devices and be kept informed of all the latest events and articles.

10.8 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 Apps: 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.

WebSite X5's mobile Apps: WebSite X5 Manager

WebSite X5 Manager is an app for website administrators so that they can manage their websites even when they are not at home or in the office and are working from a tablet and/or smartphone.

WebSite X5 Manager is available for both iOS and Android and it can be downloaded, free of charge, from either the App Store or Google Play. Once it has been installed, administrators can easily log in, using their credentials assigned in the *Access Management*

section, and access the dashboard that provides a panorama of all the information available in the various sections.

The administrator can carry out a number of operations from the dashboard or the menu, depending on the features that have been set up on the website, such as:

- display the website hit statistics,
- manage comments for the blog and Comments and Ratings Object,
- manage user registration,
- manage orders and stock availability,
- display the list of dynamic content objects,
- access the diagnostics tools.

If you want to be kept up to date with what's happening on your website, you can set up the app so that it sends you a push notification each time you receive a new comment, a new order or when stocks are running low, and so on.

WebSite X5 Manager lets you manage all of your websites and move quickly and easily between them: remember though, that *WebSite X5 Manager* can only be used with websites that have been created with WebSite X5 Pro as from Version 13.

10.9 The Open Graph protocol

The Open Graph protocol was introduced by Facebook in 2010 with the purpose of adding structured data to web pages to give greater control over how contents appear when they are shared.

When you share a post on Facebook, you can manually change the picture, title and description. This customization, however, only works for the single share because the link is not changed. Thus, if other users share the same post in their turn (copying and pasting the URL or using the like/share buttons), the title, description and preview pictures that are loaded automatically by Facebook will continue to be displayed. The Open Graph protocol makes it possible to customize a URL so that you can control how it will be presented when it is shared.

Any web page can, therefore, be part of the Social Graph with the Open Graph protocol or, in other words, become an object that can interact with the social networks.

The Open Graph protocol is recognized by other social platforms, such as Twitter, Google+ and LinkedIn.

For more information on the Open Graph protocol, go to the official ogp.me/ website.

Implementing Open Graph

Open Graph is based on a series of tags that can be customized to define which and how parts of a web page will be displayed when it is shared on Facebook. This information is added to the page's <head> tags and so the user can't see it until he decides to share that page.

The basic Open Graph tags are:

- **og:title** – the title you want to give to the contents.
- **og:description** – the description of the contents.
- **og:type** – the content type, for example an article or a video.
- **og:image** – the URL of the picture to be used for sharing.
- **og:url** – the canonical URL (that is, the absolute URL, without parameters, variables or counters) to be used as the ID associated with the web page that all your shares will go to.

There are also a number of optional tags that you can use to define content properties, for example:

- **og:audio** – the URL of an audio file associated with the object (page).
- **og:locale** – the language of the content, for example it_IT.
- **og:site_name** – the name of the website, without www or TLD (top level domain).
- **og:video** – the URL of a video file associated with the page.

There are many other tags you can use, depending on the type of content you want to share.

You can use the Facebook Debugger to check the correct implementation of the Open Graph tags. You can also use this tool to refresh information in the tags that have been changed.

In WebSite X5

WebSite X5 uses the Open Graph protocol to create the web page code. Please note that:

- The value given to the `og:image` tag is the URL of the website picture, specified in the <mark>WebSite Image</mark> option in *Website Settings | General*.

- The picture specified in the <mark>WebSite Image</mark> option is used for sharing all the website pages, with the exception of the blog pages if posts are shared that include a slideshow: in these case, the website picture is substituted by the first picture in the slideshow.

- **PRO** The values of the other tags are entered automatically by the program.

10.1(The online Control Panel and the WebSite X5 Manager App

WebSite X5 automatically sets up an online Control Panel for each website created with the Program. It is used by Site Administrators to display website hit (visits) statistics, to handle comments on posts in the Blog or comments for the Comments and Ratings Object and, if you are using the Pro edition, display dynamic content objects, display the users who have registered to access members' areas, handle orders in the e-commerce shopping cart and check stock availability levels.

PRO In addition to the online Control Panel, the Pro edition also offers the *WebSite X5 Manager* app. This app is available, free of charge, for both iOS and Android and can be installed from the WebSite X5 Manager window. It offers the same features as the online control panel, while giving administrators the mobility to manage their websites from smartphones and tablets. The app can also be used to set up push notifications linked to events such as the arrival of new comments or orders, new user registrations or low stock levels.

Users in the *Administrators* group, created in the *Access Management* section of *Step 1 - Website Settings | Advanced* can access the Control Panel.

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 credentials to log in.

When you have logged in, the control panel opens with a menu and a Dashboard which provides a panorama of all the information available in the various sections.

The number of menu items and dashboard sections depends on the number of features used in the website. They may be: *Statistics, Blog, Comments and votes, Members' Area, E-commerce, Dynamic Content Object, WebSite X5 Manager, Website Test*.

PRO When you are working with the Pro edition, you can use the commands in the *Control Panel* window to customize the appearance of the control panel, adding a logo and choosing a theme for it.

Reference: The commands in the Statistics Section

In this section you can display the website hit statistics. This information will only be available if you choose *WebSite X5 Statistics*, in the *Statistics, SEO and Code | Statistics*, as the statistics engine to monitor the number of visits to your website.

It is possible to define how often you want updated information and you can display data such as the number of visitors, the most frequently-visited pages, the browser language, etc.

Reference: Commands in the Blog Section

In this section you can work on the comments made by users on the posts of the Blog that is linked to the website, if "*WebSite X5*" has been chosen as the *Comment management system*.

At the start, there are two menus that show the list of categories and the list of posts that have been published for each one: this makes it easier to identify the posts to work on. The bar also shows the number of comments that have been made and the average vote (if this option has been selected).

The list of comments for the selected post follows. For each comment, you can see the author's name and e-mail, the date and time it was published, the vote given (if there is one), the text of the post and, finally, the commands for accepting or rejecting it (if it

contrasts with the blog's policy). A link to the author's website is added automatically to his name, if this information is available.

For more information, see How to handle Blog and Comments and Ratings Object comments from the online Control Panel

Reference: Commands in the Comments and Votes Section

In this section you can work on the messages left by visitors with the Comments and Ratings Object, if "*WebSite X5*" has been chosen as the *Comment management system*.

If more than one Comments and Ratings Object has been added, at the start of this section you will see a menu where you can choose which module to work on.

When you have selected the module, the number of messages that have been written is shown, and you will also see the average vote (if votes are possible): the message list follows. For each message, you can see the author's name and e-mail address, the date and time it was published, the vote given (if there is one), the text of the message and, finally, the commands for accepting or rejecting the message (if it contrasts with the guestbook policy). A link to the author's website is added automatically to his name, if this information is available.

For more information, see How to handle Blog and Comments and Ratings Object comments from the online Control Panel

Reference: Commands in the Access Management Section

This section shows a table with all the names of the users who have registered automatically to access the Locked Pages in the website's Members' Area.

PRO Automatic user registration is only available in the Pro edition of WebSite X5.

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. Finally, if registration is required for making purchases in the online store (using the *Allow user registration* option in *Shopping Cart | Customer Details*), a shopping cart icon is shown next to the names of those users who registered when making their first purchase.

There is also a command to remove each individual account. 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.

For further information, see How to manage access and create a Members' Area

Reference: Commands in the E-commerce Section

In this section, if the *Send data to a Database* option has been selected as the *Sending order* (see Shopping Cart | Sending order), you will have a panel for handling orders coming from the Shopping Cart that is linked to the website.

PRO You can only send orders to a database if you are working with the Pro edition of WebSite X5.

This Order Management Panel is organized in various sections:

- **Ready for Processing:** this is a list of all the orders that have been received but not yet processed. For each order, you can see the order number, date and time of reception, name, address and e-mail of the person or company who has placed the order, the promo code (if there is one), selected shipping and payment methods and the total value of the order.

  Click on the order number or 🔍 icon to open the order and view the information that the customer has given.

  The following commands are available for each order:

  - To move the selected order to the *On Hold* section.

  - To move the selected order to the *Processed* section.

  - To delete the selected order from the order database.

- **Processed:** This displays a list of the orders that have been processed and are ready to send to the customers. You can still delete a selected order but, if necessary you can also use this command:

- This moves the selected order back to the *Ready for Processing* section.

▪ **On Hold:** This displays the list of all the orders that still need completion before they can be declared ready for processing, for example those orders awaiting payment. You can select these orders to delete them or move them to the *Ready for Processing* section.

> **Notes on how product availability is counted**
>
> ▪ If you view the *Available quantity* of products (in the *Product Settings | Availability* window), an article may be detracted from the current quantity when an order is received (and therefore shown in the *Ready for Processing* section of the online Control Panel or the *WebSite X5 Manager* app) or when the order has been processed (and, therefore, moved to the *Processed* section of the online Control Panel or the *WebSite X5 Manager* app). To specify the preferred accounting method, work on the *Update available quantity on order dispatch* option in the *Shopping Cart | Options* window.
>
> ▪ If the *Update available quantity on order dispatch* option is not selected, when a new order arrives the ordered quantity is immediately detracted from the total available quantity. If you move the order from the *Ready for Processing* section to the *On Hold* section, the subtracted quantity is immediately restored to the total.
>
> ▪ In all cases, if an order is deleted, the product quantity subtracted from the availability total is automatically restored.

▪ **Availability:** This displays the list of products (organized by category) whose quantities have fallen below the minimum level indicated by the *Warn if quantity falls below* option in the *Product Settings | Availability* window. Each product is accompanied by a picture (if available), its name, the icon for the *Approximate quantity* and the number of the *Available quantity* (if specified).

> To change the available quantity of a product, use the *Quantity to add/remove* option in the *Product Settings | Availability* window.

▪ **Charts:** This displays a number of charts that help monitor the sales trend in the online shopping cart, distinguishing between physical and digital products (if the latter are included).

You can use a built-in search engine to look for orders in the *On Hold*, *Ready for Processing* and *Processed* sections.

> For further information, see: How to handle orders and product availability in stock

Reference: Commands in the Dynamic Content Object Section

This section shows 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.

> **PRO** Dynamic Content Objects are only available if you are working with the Pro edition of WebSite X5.

> For further information, see How to work on the Dynamic Content Object

Reference: The WebSite X5 Manager App

In addition to the online Control Panel, websites created with the Pro edition of WebSite X5 can also be managed via the *WebSite X5 Manager* app, available free of charge for both iOS and Android.

In this section (present in the control panel but not in the app) you will find the commands necessary for installing the app:

▪ **App Store and Google Play buttons:** these take you to the *WebSite X5 Manager* presentation screens in the respective stores.

▪ **QR Code:** you can scan this QR code with your smartphone to access the app's page in the App Store or on Google Play and install the app.

> These same commands for installing the app are also available in the *Control Panel* window of WebSite X5: you will also find the send push notification option in this window.

This section contains both the commands for installing the app and the QR code for adding the website to the list of sites that can be managed via the app.

Reference: Commands in the Website Test Section

In this section it is possible 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 *Contact 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 the correct access credentials can access Locked pages.

- *Folder on Server* - To be able to store and handle post comments in the *Blog* and *Comments and Ratings Object*, there must a folder on the Server with write-permission. The presence of this folder is checked, and then it is checked for write-permission.

- *MySQL support and database settings* - When you compose a Contact Form Object, a Comments and Ratings Object or the Shopping Cart you can set the data reception method as "*Send data to a Database*": 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.

These checks are carried out automatically, and you can also check that the server correctly supports the scripts used for sending e-mails: select the script you want to use, enter the necessary parameters and carry out a trial send. If the e-mail is sent and received correctly, this means that the server supports the selected script and it is safe to use it.

11

Chapter

Credits

WebSite X5

is a Incomedia product
www.websitex5.com
www.incomedia.eu

Copyright 2018 - 2019 Incomedia. All rights reserved.

WebSite X5 uses third-party products covered by their relative Licence.

For more information and technical assistance visit our website: http://helpcenter.websitex5.com/.