WebSite X5

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1

Chapter

Introduction

We have included this manual so that everyone who wants to get started immediately with WebSite X5 to create their own websites, blogs and e-commerce stores can find an explanation about the software options and commands.

Each step of the project development is in fact 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.

In addition to this manual, an **online Guide** is also available, where you will find useful tutorials providing more details about specific tasks, such as creating of a form to collect data or setting up locked pages and managing the users' registration.

With the explanations and information given in this manual and on the online Guide, together with 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 manual refers to the Pro and Evo v. 2021.2 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.

Last update: version 2021.2

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: 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
- Menu generator
- Built-in FTP engine
- 100 customizable templates
- Millions of Premium Images and Free Images
- 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 w ebsites, e-commerce shopping carts, blogs, digital photo albums and interactive presentations easily and quickly. The projects are developed w ith a tree-like structure and organized in menus w ith 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 w ith 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 w hatever optional objects you choose to install.

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

You can now create a complete and professional w ebsite w ith 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 w ebsite in, passw ord-access Members' Areas, blogs, RSS feeds and online stores w ith credit card facilities, to name but a few .

In addition to all this, you can w ork on your project, or on single pages, to make your w ebsite responsive, w hich 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, w hen you're ready, WebSite X5 has a built-in FTP (File Transfer Protocol) engine for publishing your w ebsite 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 w ebsite online.

Working with WebSite X5

WebSite X5 acts like a w izard, w hich means it behaves like a visual guide that takes you through each step of the w ay to creating a complete, functional and attractive w ebsite that you'll be proud of!

There are just 5 steps betw een your idea of the perfect w ebsite and having it published and visible on the Internet:

1. **Settings**

   When you have opened the project to w ork on and chosen the template to use, you have to give some general information, such as the w ebsite's title and description, w hich 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, w ebsite hit statistics and SEO optimization.

2. **Template**

   Once you have decided on your project, WebSite X5 then helps you define the look of your w ebsite. You can choose from a library of over 100 default templates that is constantly being updated or, if you prefer, you can create your ow n template from scratch. You can use the built-in editor to customize both the header and footer as you like. Finally, if you w ant to make your w ebsite responsive, you can set breakpoints and w ork on the template so that the w ebsite can automatically adapt itself to resolutions that are low er than that of the desktop resolution.

3. **Map**

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

4. **Pages**

   You can create pages and w ork 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, w hich can easily be installed, if you think they are useful for your project. You can customize the imported objects and finish them off w ith 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, w ithout having to use any extra softw are. If you're creating a responsive w ebsite, it's easy to modify the page structure according to the breakpoints you set, so that the contents are alw ays displayed as you w ant them to be in differing conditions and environments.

5. **Export**

   WebSite X5 guides you through the process of publishing your w ebsite on the Internet: you can start an FTP session, w here all the files that are necessary for giving your w ebsite 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.

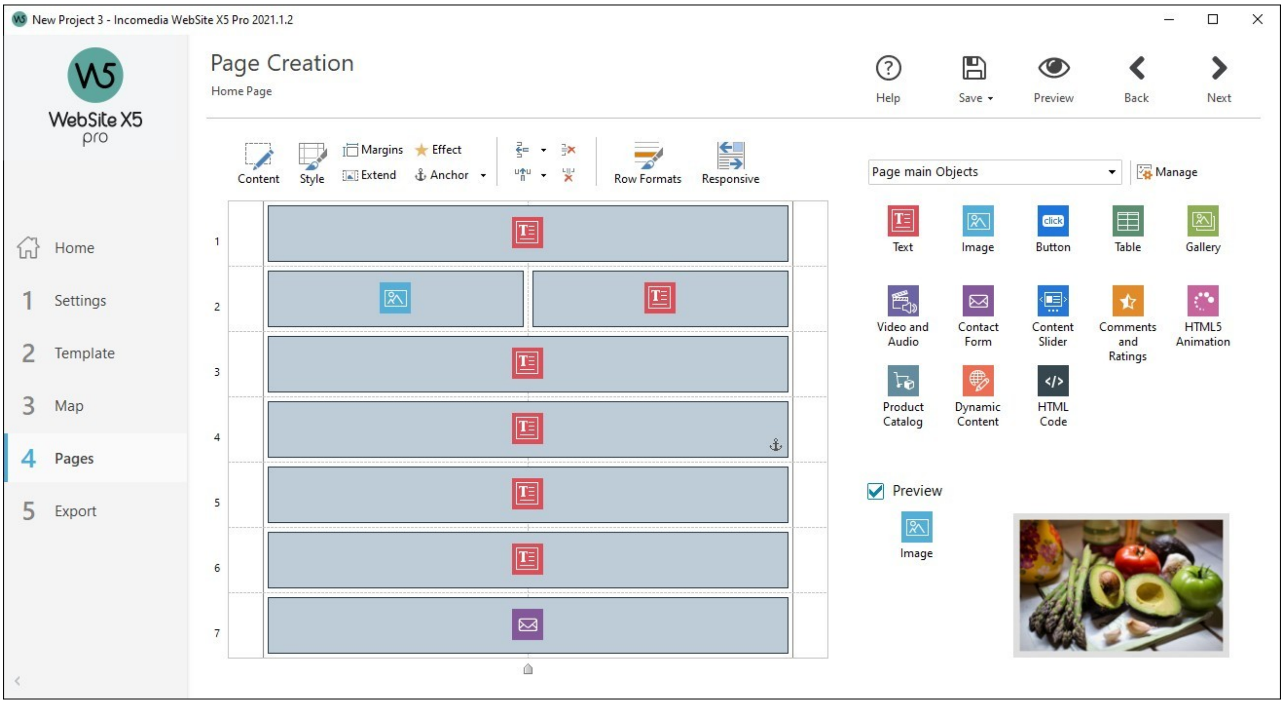
1.3 The work environment

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 program window can be resized according to the screen size so to better fit your needs: you just have to place the mouse on the window perimeter and then drag it so to make it bigger or smaller. Depending on the final size, a *Suggestions Toolbar* will be reported on the right side of the window, so you can easily access the relevant Guides according to the section you are in.

All the articles shown in the *Suggestions Toolbar* can be found in the Guide section of WebSite X5's Help Center.



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 button is displayed only when the space available in the program window isn't enough to show the *Suggestions Toolbar*. By clicking it, you will be able to access the details which would be shown in the *Suggestions Toolbar* itself.

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).

Home

1. **Settings**
2. **Template**
3. **Map**
4. **Pages**
5. **Export**

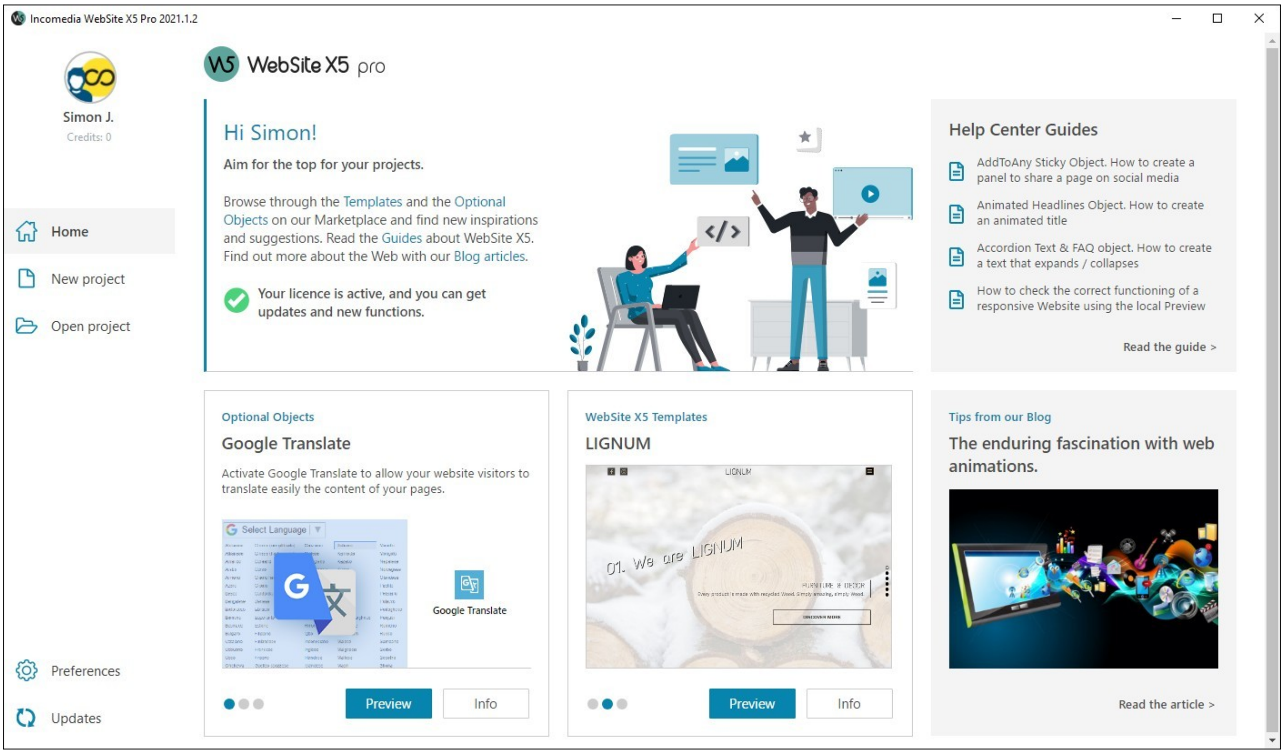
You also have this button:

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

Chapter 2

Welcome to WebSite X5

The Welcome page is the first window you see when you start WebSite X5. It offers an overview on the account status and 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:



Welcome to WebSite X5

Paricularly, the window reports **3 sections**:

- A section placed on the top-right part of the screen which is referred to the **User Profile**. Here, you will find your avatar and the Username linked to your program licence. By selecting these elements, you can access to the Help Center of WebSite X5. In addition to the details referred to the profile, you will also find the number of Credits left to possibly purchase new Templates or Optional Objects.
- Some **lateral buttons** reporting the necessary commands to start working at your projects.
- A central section reporting some up-to-date and **customizable contents**, such as: details about the update status of the installed Program, Blog Articles, Guides, Video Tutorials, new Objects or Templates available on the Marketplace, active offers and promotions.

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.

Lateral Buttons

These buttons report the commands you need to start wrking at your Project:

Home: which opens the Welcome window.

New Project: which opens the *Create a new Project* window where you can select the Template yo start creating a new Project.

Open Project: which opens the *Edit an existing Project* window where you can select a Project among those you have already started working at.

Moreover, underneath these buttons you will also find the following commands:

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 w hether there are any updates available online for the version of WebSite X5 you are w orking w ith. We strongly advise you to alw ays check for and install new updates, to ensure you get the best out of your softw are.

2.1 The 'Create a new Project' window

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

In WebSite X5, w hen opening a new project you'll have the option of choosing w hich Template to use. You have several options here:

1. You can use one of the 100 **ready-to-use default templates** that come installed w ith 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.

All the preset Templates have been carefully designed so that you can create attractive and professional w ebsites. Every template is optimized for responsive w ebsite creation. Each Template is an actual, full mini-site that w orks perfectly and is complete w ith graphics, pages, and content. They also each have a live preview w hich you can navigate to explore every detail. This w ay, 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 ow n content, to quickly create a finished w ebsite that you can publish online.

Once you select the Tempate you w ould like to use, click on *Next* so start the creation of a new Website. The new Projet w ill be stored using the *WebSite Title* specified in the relative field on the *Website Settings* w indow . It w ill then be possible to save the Project w ith the *Save* sempre button available on the top part of the program w indow .

When saving the project it isn't necessary to report the path because the Projects are all automatically managed by the Program ans saved in the *Projects folder* reported on the *Preferences* w indow .

Reference: Select a Template

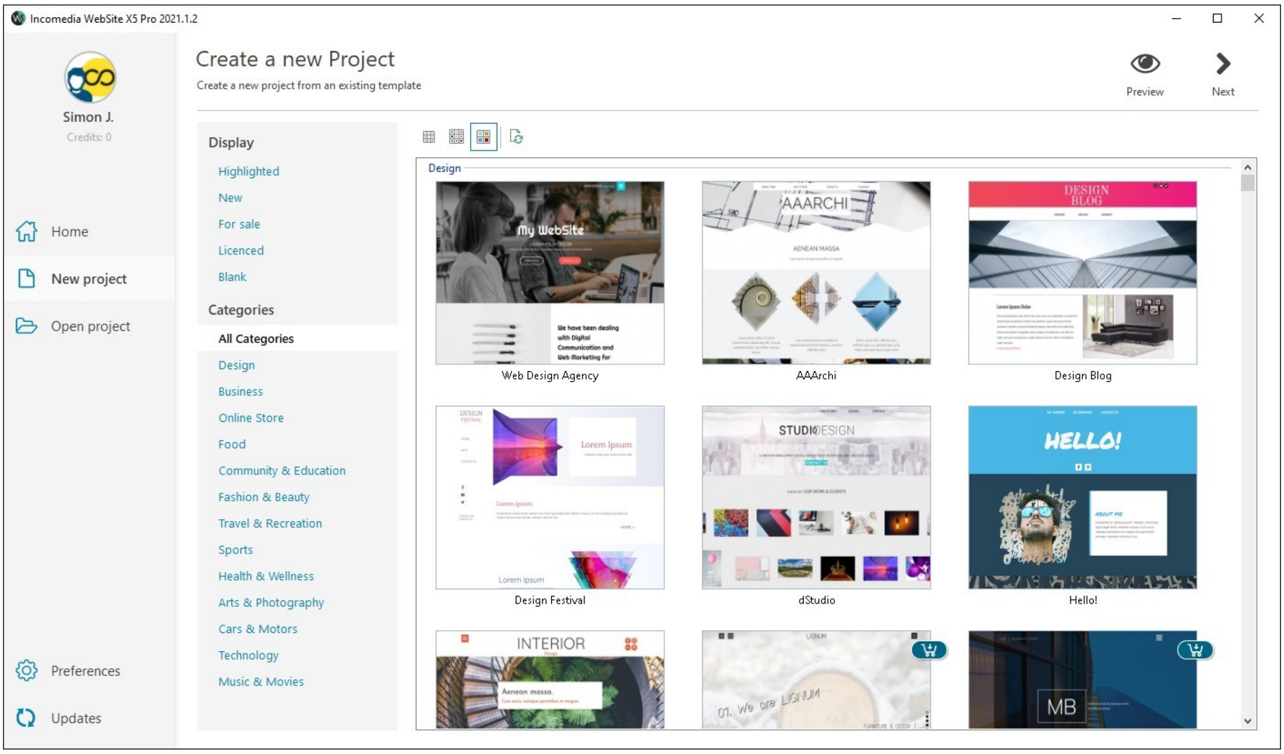
The *Create a new Project* w indow lets you brow se the libraries of available templates and choose the one you w ant.

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

- *Highlighted:* only the templates that are most frequently used, or have been recently released, are show n.
- *For sale:* only the templates that are for sale in WebSite X5's Marketplace are show n.
- *Bought:* only the templates that have been bought from WebSite X5's Marketplace are show n.
- *Empty:* some basic template skeletons are show n, w hich 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.

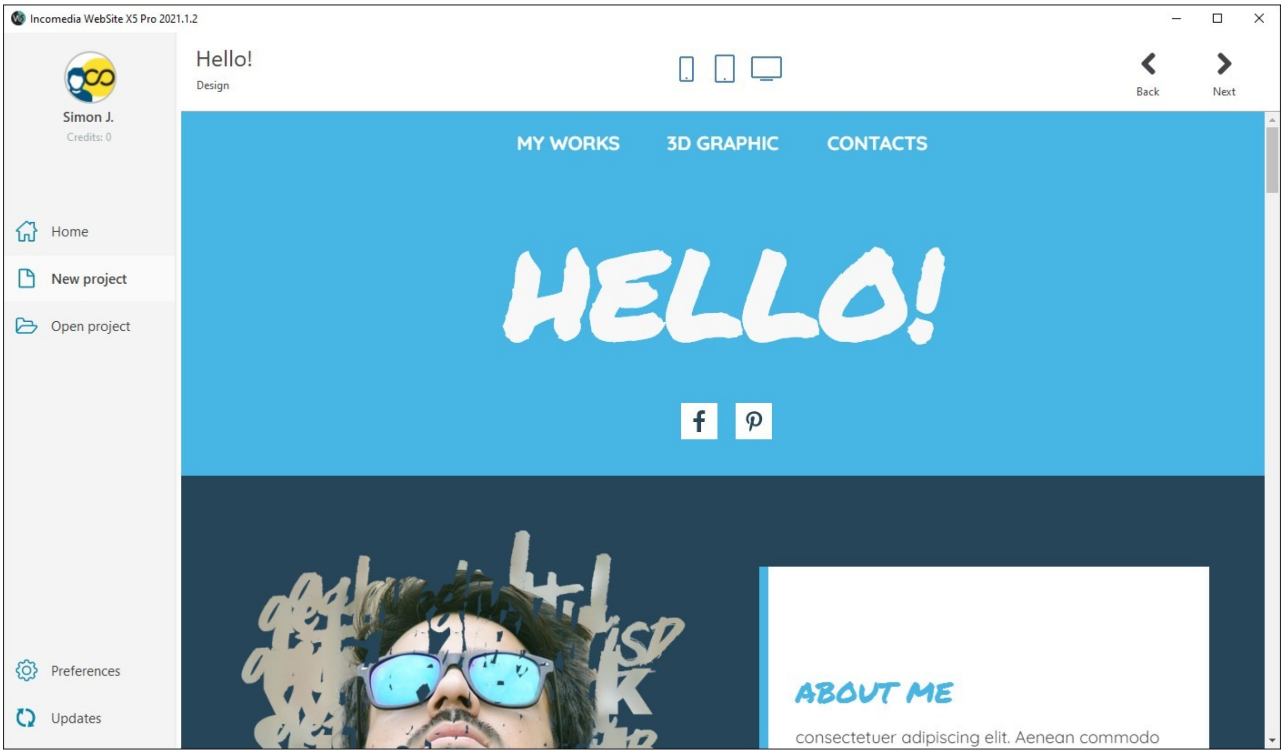
All the Templates corresponding to the filter you set or that are stored w ithin the same category are displayed using static preview images.



The 'Create a new Project' window

It is possible to select any preview image from the list and then click on the Preview button to open the Template Livepreview.

With the Livepreview you can browse the Template so to check both its graphic and functional aspects.



Livepreview

With the buttons reported next to the title you can:

Resolutions Buttons: verify how the Pages are displayed on different devices and screens resolutions.

Back: go back to the Create a new Project w indow to select a new Template.

Next: create a new Project using the displayed Template. In this case, you can go to *Step 1 - Settings*, w here you can start by defining some general parameters for the new Project.

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

Reference: Buy new Templates

In order to provide you w ith more solutions, w e regularly release new Template w hich cn be both free or paid.

Paid Templates can be easily identfied thaks to the specifi icons: you can buy them both on the Marketplace or dirictly w ithin WebSite X5 by using the Credits.

When you select a paid Template you can use the follow ing commands:

Marketplace button: this one opens the Template Details page on the Marketplace, w here you w ill find a description of the Template as w ell as the list of all the Optional Objects w hich have been used in it. From this page, you can either purchase the Template only or the Template together w ith the w ished number of Optional Objects.

Preview button: this one opens the Template Livepreview .

Next button: if the Template hasn't been installed yet, you w ill be asked to possibly buy it. Alternatively, you can simply double-click the preview image.

Once you've purchased it, the Tempate w ill be used to create a new Project.

Note: Template and Responsive Design

As already mentioned, all the default templates are optimized to support responsive w ebsite creation. This means that, if you decide to create a responsive w ebsite, 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 w hich 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.

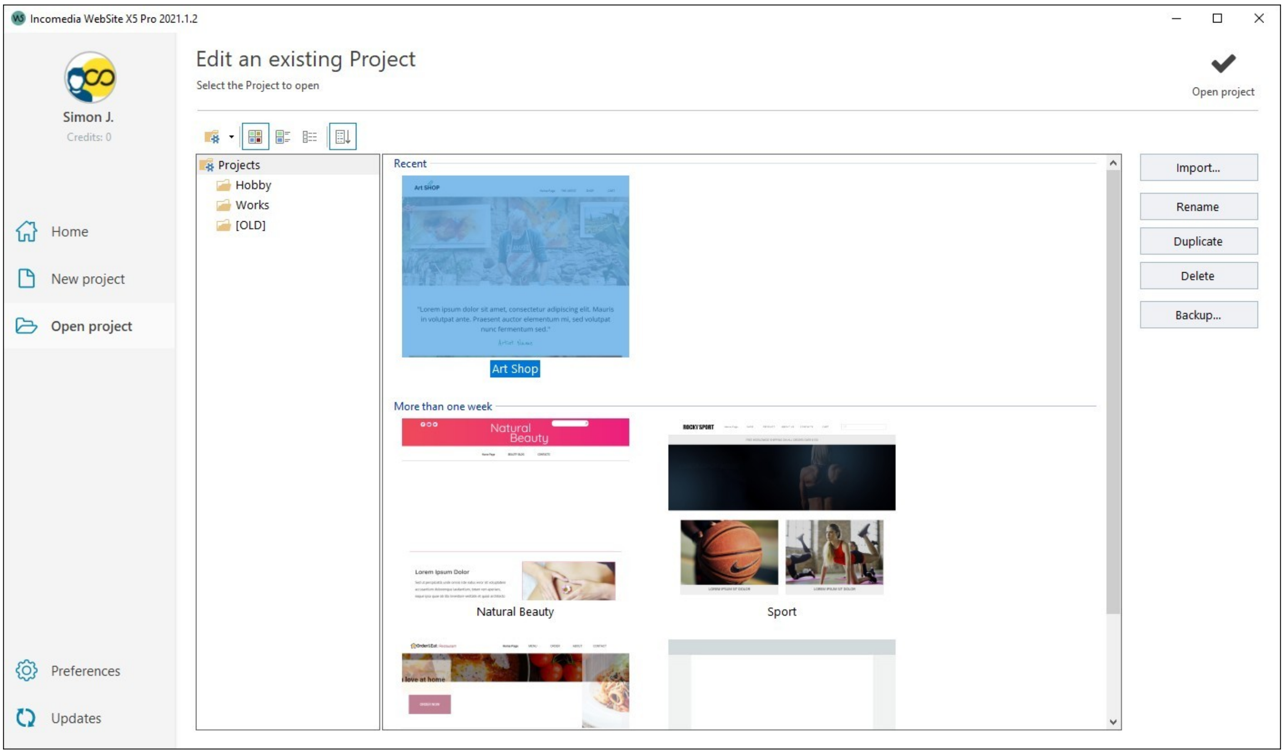
It is important to remember that the template versions for the *Desktop* and intermediate view ports are set in pixels, w hereas the *Smartphone* view port is flexible so that it alw ays occupies 100% of the available space.

You need to be connected to the Internet to:

- Display preview s of all the available templates.
- Install a new template.

2.2 The 'Edit an existing Project' window

Once you start WebSite X5, you will be able to open an existing Project so to edit it directly on the initian Welcome Page.



The 'Edit an existing Project' window

A list will report all the existing projects. You can organize them more effectively using the following commands, which are available in the Pro edition:

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.

Moreover, you can find and select the Project you want to open using the following functions:

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.

Reference: Commands for the Project management

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.

2.2.1 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 *Edit an existing Project*.

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.

2.3 The 'Preferences' window

This window opens when you click on the *Preferences* button on the Welcome, Create a new Project and Open an existing Project windows, 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 *Open an existing Project | 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 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*

3.1 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 *Edit an existing Project*) 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 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.

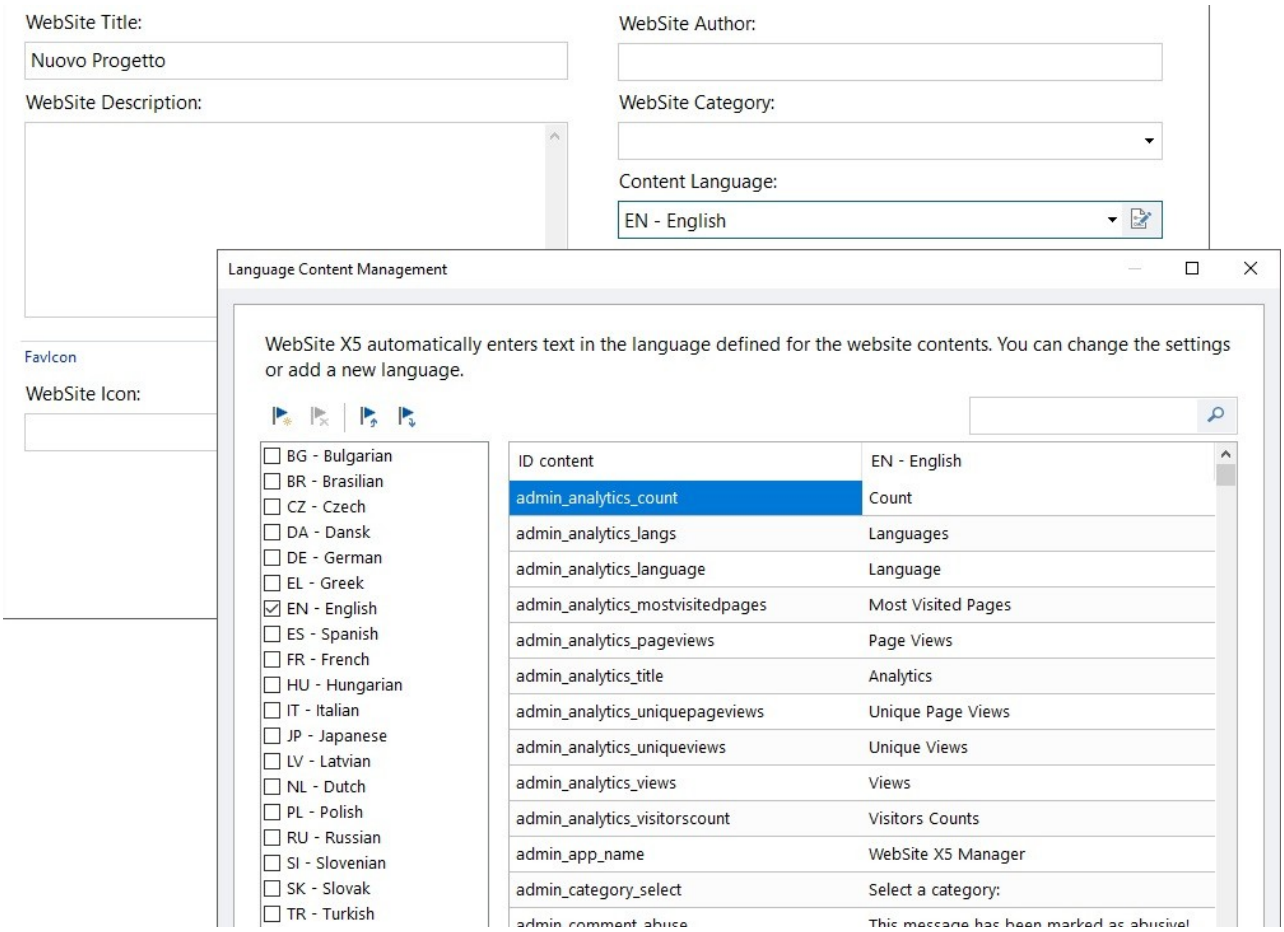
  Icons associated w ith w ebsites are often referred to as *favicons* (from *favorite icons*). You can use images in .ICO, .PNG, .GIF and .JPG formats. Files in .ICO format are imported as they are, w hereas if you use files of any size in .PNG, .GIF and .JPG format WebSite X5 automatically creates a 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 low est 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/ w ebsite.

3.1.1 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.

3.2 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 website. 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, which is like an online diary in which you publish your news and visitors can comment on it.

RSS Feed
You can create and manage an RSS feed, which is a useful instrument for maintaining an up-to-date news channel.

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 who will have access to locked pages in the website, and you can organize them in groups. Locked pages, defined in Step 3 - *Sitemap Creation*, make up Members' Areas which need a login name to open them. According to each user profile, the credentials you specify determine which locked pages in the Members' Area that user has access to.

Data Management
Here you can indicate how data submission is to be handled in the various areas of the website where visitors can submit data: 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 website. 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 website pages, in a specific position.

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

Statistics, SEO and Code
Allows you to insert code into your Pages in order to activate the Site's visitor analytics feature, for example, or for other specific purposes.

SEO
Allows you to optimize your Pages so that Search Engines can better index them, and therefore achieve better search result rankings.

PRO **Control Panel**
Whether you are working with the Evo edition or the Pro edition, WebSite X5 automatically includes an online control panel in every website you create. This window, which only appears in the Pro edition, lets you add a logo and choose the design of the online Control Panel, which the administrator uses to manage various aspects of the published websites.

PRO **Control Panel and WebSite X5 Manager**

WebSite X5 automatically sets up an Online Control Panel for each Site you create. This window allows you to customize certain graphic aspects of that Control Panel, as well to install the WebSite X5 Manager App. With the App, you can access the features of the Control Panel from your smartphone or tablet. You can use the Control Panel and/or the App to configure notifications so that you're always up to date about what's happening on your Sites: get notifications about new comments or orders, out-of-stock alerts for your store, new user registrations, etc.

3.2.1 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*
- *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).

The Blog created with WebSite X5 is a separate section of the Main Site and involves the automatic creation of two *Special Pages* in the Map: one for the Home Page and one for the Article Page (see *Sitemap Creation*). If you want to add the "Blog" item to the Navigation Menu, you need to create an Alias of the "Blog: Home Page" Special Page by selecting it and dragging it into the Menu folder.

When you create a Blog, the "Blog: Home Page" and "Blog: Article Page" Special Pages are automatically displayed in the Map Select them and click on the Properties button to open the *Page Properties* window and define their main properties, or click on the Edit button to define their graphic settings.

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.

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.

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 "Blog: Home Page" or "Blog: Article Page" Special 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 define access to it* for further information on setting up a Members' Area and defining access to it by creating user groups.

3.2.1.1 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).

In the *Post List* box, you'll see a table showing the *Title*, the *Author*, the *Category* it belongs to, and the *Date* for publishing all the posts already inserted, as well as the commands for creating and managing Articles, divided between a Tool Bar on top and a sidebar with buttons.

The upper Tool Bar includes the Cut, Copy, and Paste commands for the posts you select. In addition, it also has a search bar to search through the posts..

On the side bar, you'll see the following commands:

- **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*.

You can also right-click directly on a post to bring up the shortcut menu which includes the main commands.

Finally, by selecting an Article and clicking on *Preview*, it is possible to directly preview it on the local Browser.

3.2.1.1.1 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:

- *General*
- *Contents*
- *Resources*
- *SEO*

Underneath the commands, you can find the article cover image, if it is available.

Reference: Commands in the General section

Use the commands in this section to report some details for the selected Article:

- **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.

- **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, ...").
- **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.

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

Reference: Commands in the Contents section

Using the text editor available in this section, you can define the contents of each article.

It is the same editor you can use 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.

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:

- **Page URL:** 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)*; 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.

- **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.

3.2.1.2 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.

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.

3.2.1.2.1 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.

Author: This is the block in which all the Posts' Authors are listed. By clicking on an Author, you can see all the Articles they've published in the Blog.

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.

Image: This block displays an image to which you can add a link. It can be used to create a banner, for example.

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 / Author:

- **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.

Image:

- **Image File:** indicates the image file (.JPG, .GIF, .PNG.) for the picture to use as the background. You can upload the image either from the online Library, available through the button, or from local folders using the *Select file* button.
- **Link:** Add a link to the image. Clicking on the button calls up the *Link* window, through which you can choose the type of action as well as related options.

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.

3.2.2 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.

3.2.2.1 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.

3.2.3 Shopping Cart

This window contains the tools and options for creating and organizing an e-commerce shopping cart, where you can sell products on your website online. If you have the Pro edition, you can also sell digital products, such as e-books, graphic resources and software.

The first thing to do when creating an e-commerce shopping cart is to define the product catalog, organizing the products into appropriate categories and sub-categories. You will need to enter some basic information for each product, such as its name, description and price. You can, however, add further details, for example photographs, variations of color, size and model, etc. When you have created your product catalog, you can specify shipping and payment methods and compose the order form, including e-mails that are sent by the shopping cart object to the website Administrator and the customers who place an order.
The options for defining the various elements in the e-commerce shopping cart, and how they work, are organized in the following sections:

- *Product List*
- *Order Management*
- *Customer Details*
- *Sending order*
- *Options*

When the shopping cart is complete, you have to add the information and necessary links in the website so that customers can display the information on the products and make their purchases. You can do this in two ways:

1. Include the "Buy now" button in the product presentation pages as you create them, using the *Add to Cart* link (see *Link*).

2. Create the product presentation pages with the Product Catalog Object to use cards that already include the "Buy now" button.

The e-commerce Cart created with WebSite X5 is a separate section of the Main Site and involves the automatic creation of some *Special Pages* in the Map: one for the Home Page, one for the Search Page and one for the Product Sheet Page (avilable only in the Pro). To insert the cart or Search Page in the Navigation Menu, you need to create an Alias of the Special Pages by selecting them and dragging them into the Menu folder.

When you create an e-commerce cart, the "E-commerce cart: cart" Special Page, and the "E-commerce cart: search" Special Page and "Shopping Cart: Product Sheet Page" (only in the Pro) are automatically displayed in the Map. Select them and click on the *Properties* button to open the *Page Properties* window to define their main properties, or click on the Edit button to define their graphic settings.

PRO In the Pro edition of WebSite X5, access to the e-commerce shopping cart can be restricted to registered users who have a login and a password. To do this, select the "Shopping cart: cart", "Shopping Cart: Search" and/or "Shopping Cart: Product Sheet Page" Special Page in the map and use the command to set the page as locked (see *Step 3 - Map*). According to the result you want to achieve, you can either set all the Shopping Cart pages or some of them only as locked.

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

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//www.mysite.com/admin URL, where http//www.mysite.com is the URL of the website to which the online shop is linked, and is open to all the users who 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 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.

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 w eb space provider.

3.2.3.1 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 show s the icon for the *Approximate quantity* and also the follow ing information, according to the settings given in the *Product Settings | Availability* w indow :

- the exact number of the available products,
- indications on the quantity of products to add to/remove from stock.

The icon that is show n is a useful w arning message as it highlights products w here stock is running low .

There is a Toolbar at the top of the Summary Table w ith the commands needed to create the product catalog, as w ell as a field to search in the products already added:

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 w hich 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 follow ing 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 w hen 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* w indow w here 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* w indow w here 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 w ith 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.

3.2.3.1.1 The 'Product Settings' window

The *Product Settings* window opens when you select the *New Product* or *Edit...* commands in the *Shopping Cart | Product List* section, and you can define and add a new product.

The window is organized in the following sections:

- *General*
- *Image*
- PRO *Properties*
- *Options*
- *Details*
- PRO *Digital product*
- *Discount*
- PRO *Availability*
- *SEO*

Underneath the commands you can find the first image among those you possibly set for the Product (using the *Image* section).
If you selected more than a Product (using the CTRL and SHIFT keys) on the *Product List*:
- the options which must be set individually will be disabled;
- the option which can be set for multiple products will be active;
- the option **Apply changes on this section for all the selected products** will be available.

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.
- **Brief Description:** you can write a brief description of the product.
- **Price:** you can specify the price of the product.
- **VAT (%):** if you select this option, you can specify the VAT rate to apply to the product. This option is available if you have set the *Type* as "VAT included" or "VAT excluded" as the *VAT settings* in *Shopping Cart | Options*.

> Depending on how you want to organize your shopping cart, you can add products with prices that already include VAT or you can quote prices without VAT, which is useful for those articles which have a particular VAT rate applied to them, and add the tax separately for each article.

- **Weight:** enter the weight of the current product, so that the correct shipping charges can be calculated (see *The Shipping Type window*).

> Depending on the type of product you want to add to the shopping cart, you can use the *Weight* option to express the weight in kilograms or grams, liters, cubic meters or any other unit of measure. Shipping costs need to be calculated correctly so it is important to choose the most appropriate unit of measure and apply it to all the products in the shopping cart.

- PRO **Set this Product as 'New':** if you select this option, the current product will be marked as "New".

> Products that are marked as "New" have a different icon to the others in the *Shopping Cart | Product List*.
> If you have selected the *Set this Product as 'New'* option for a product, its product card created with the Product Catalog Object will have the "New Product" rosette in it.

Reference: Commands in the Image section

You can use the commands in this section to add photos and/or video 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 w ith a product are:

- **Add... / Remove:** you can add new files or remove the ones you have selected. You can import both graphic and video files.

  You can select the triangle icon *Add...* to display a submenu reporting the follow ing entries: *Add Image...*, *Image from Online Library...*, *Add Video...* and *Add YouTube/Vimeo Video....*

The *Image from Online Library...* command opens a w indow containing an Online Library w ith millions of Premium Images and Free Images w here you can the images 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 order of the photos added to the Slideshow , moving the selected photo up or dow n to a new position in the list.

- **Edit...:** this option opens the Image Editor w here you can edit the selected photo.

The follow ing options are available in the *ShowBox Properties* section:

- **Maximum size:** you can specify the maximum w idth/height of the Show box w here enlarged versions of the photos are displayed. Leave the *Keep Ratio* selected to keep the ratio betw een w idth and height.

You can customize the style of the Show box: using the options in Step 2, in the *Pop-up window Showbox* w indow , you can define colors, shadow s, opacity, entry effects, etc.

Reference: Commands in the Properties section

You can use the commands in this section, w hich is available in the Pro edition of WebSite X5 only, to set the specific Properties for the product you are w orking at.

By defining the Product Properties you w ill be able to activate new filters in the *Product Search Page*. For instance, if you create the "Brand" Property and you set it for all the Products of your Online store, your customers w ill be able to filter the products by using the appropriate brand filter.

Each Product reports a list of the Properties you already added for the other Products. This list is in alphabetical order and reports both the Properties added for other Products w ithin the same category as w ell as those reported for other categories as w ell.

You can edit the list of Properties by using the follow ing commands:

- **Add...:** you add a new Property by reporting the specific name..

- **Remove:** you remove the selected Property for all the linked Products, not only for the current Product.

You can set an existing Property to a new Product simply by selecting it on the list.

You can click next to the reported Property in order to add a Value w hich the current Product takes on: you can select an existing value available in the drop-dow n list as w ell as report a new one.

After having set the Product Properties you need to go to Shopping Cart: Search, w here you can set them as filters to be used in the Product Search Page of your online store.

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 w ants 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: The commands in the Details section

Using the commands on this section, you can set a possible link to a page reporting more details about the selected Product.

You can choose among:

- **None:** No link is available for the selected Product.

- PRO **Product Sheet Page:** You can set a link to the Product Sheet Page, which is automatically generated by the program and reports more details about the product in a neat and clear way, so the potential Customer can find the information he or she is looking for and proceed with the order.

  In this case you can possibly add some more **Details** which will be reported in a text form on the Product Sheet Page directly. Using the text editor (which is the same as the one available for the Text Object) you can then report a longer description, technical information or any other useful details. Use the tabs to report the information in a more clear and efficient way, so the page isn't too long.

  You can preview a Product Sheet Page by selecting the Product from the List in the ***Products*** section and clicking on the *Preview* button.

- **Link:** You can set a link for the selected Product.

  Use the button to open the *Link* window and select the action you want to perform. You can for instance link a PDF technical data sheet or a specific page of the Website, possibly reporting more information about the product.

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 shown 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 awaiting 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 shown 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 shown 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 when the website 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* window.

  - **Quantity to add/remove:** this indicates how many product articles must be added or removed, with 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 warning message is displayed in the summary table in the *Shopping Cart | Product List* window 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* window.

Depending on current availability, the product description (shown in the product card that is created with the Product Catalog Object, or in the e-commerce shopping cart) will 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 with the *Product Availability* option in *Shopping Cart | Options*.

Orders and stock availability can be managed either from the online Control Panel or with the *WebSite X5 Manager* app. The app lets you enable push notifications for when stock levels fall below the specified minimum quantities.

Reference: Commands in the SEO section

The options available in this section are active only if you have activated the *Product Sheet Page* option on the *Details* window: you can use these options to set some necessary parameters to optimize the Product Sheet Page itself.

- **Page URL:** 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)*; the second part repeats the product's name, and it can be changed.

  The URLs for the Product Sheet Page 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 name of the Product;
  - the URL must be unique, so it is not possible to give the same address to different pages.

- **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 *Name/Code* specified in the *General* section is automatically reproduced as the value of the `<title>` tag.

  It's useful to be able to differentiate between the text inserted as *Name/Code* from the *Tag 'Title'* text. In fact, the former should be written with the Users reading the Product Sheet Page 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 *Brief Description* specified in the *General* 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.

3.2.3.2 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* window and you can define a new shipping method.
- **Duplicate:** you can make a copy of the selected shipping method, to use as the basis for defining a new one.
- **Remove:** you can delete the selected shipping method.
- **Move up / Move down:** you can change the order of the shipping methods in the list, moving the selected method up or down to a new position.
- **Edit...:** this command opens the *Shipping Type* and you can edit the selected shipping method. You can also do this by double-clicking on a type in the list.

The *Payment type List* is very similar to the shipping type list. It lists the payment methods that have been added and gives the *Name*, *Description* and *Cost* for each one.

The commands for creating the payment type list are identical to those for the shipping type list, but you also have two buttons, *Add...* and *Edit...* which open the *Payment Type* window.

3.2.3.2.1 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.
- **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 w eight of each article in the shopping cart in the *Product Settings | General* w indow .

By w orking w ith the Pro edition of WebSite X5, and regardless if you set a fixed or a variable price, you can report a price difference according to the Customer's purchase Country:

- PRO **Additional cost for countries:** if you activate this option, you can create a list of Countries you w ant to set a different shipping price for. By using the *Add...* and *Edit...* buttons, you can open the *Shipping Cost* w indow , w hich you can use to select the needed countries and to set the *Cost difference.* In this w ay, you can set a fixed £10 shipping cost for all countries except UK, for w hich you can set for instance £8 (*Cost difference: -2*), and China and Japan, for w hich you can set £13 (*Cost difference: +5*).

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 w rite this text, because it w ill be added to the order confirmation e-mail that is sent to the customer.

3.2.3.2.2 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* w indow has the follow ing 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 w ith 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 w ill apply if the customer chooses the current payment method. This amount can be defined in one of the follow ing w ays:

- **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, w hich 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.

3.2.3.3 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* w ith all the fields that you can use in the order form: some fields are *Presets* and some are *Custom,* and the list indicates w hether 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 dow n. 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 w ith 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 w orking of the shopping cart.

PRO In the Pro edition, the field "File Attachment" is available, w hich 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 w ill be sent as an e-mail attachment or a reference w ill be stored on the database, so to keep it available.

The follow ing 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 w ith the fields for the customer's address details for shipping, if these differ from the details for sending the invoice.

As w ell 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 w hich you can use to w rite 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 w rite your ow n text.

To meet current legal requirements, it is sufficient that the *Sales Terms and Conditions* appear immediately before the "Buy now" button, w hich confirms the order. You can also include the follow ing 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.

3.2.3.4 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 w rite 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 w ebsite Administrator in the *Sending order.* In the Evo edition, collected data can only be saved on the server, w hereas w ith 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 follow ing 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 w hich 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, w here you w ant to collect the data. For example, if you enter "cart" as the suffix, the follow ing tables w ill 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 w ill be sent automatically w hen new data arrive.

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

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 w hen orders are completed and w hen stock levels fall below the set minimum quantity.

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

If you're w orking w ith Pro edition and choose the Send data to a Database option, you can choose w hen the order confirmation e-mail should be sent, as w ell as move on to designing the various e-mails that get sent during the purchasing process.

In particular, you can have the notification e-mail go out:

- before the request for payment;
- at the end of the purchasing process.

Depending on how the purchasing process is set up, the follow ing e-mails may be sent:

- the Order confirmation e-mail for a payment to be completed;
- the Order confirmation e-mail w ith completed payment;
- 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 addition to the introduction, the list of products purchased, and the conclusion, order confirmation e-mail for payments to be completed and shipping confirmations for physical products can also include information about the selected shipping and payment methods. E-mails for order dispatch notification of digital products, on the other hand, w ill also include the product's dow nload link and any accompanying notes (indicated in the *Product Settings | Digital product*) w indow .

3.2.3.5 The 'Options' section

The commands in this section are used to define the parameters for currency, VAT and coupons for the E-commerce 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:

- **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 w ork in the Pro edition:

- You can use an alphanumeric sequence, symbol, a w ord, or a brief phrase as your coupon code. There are no particular restrictions, but w e 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 low ercase letters w ill differentiate tw o otherw ise identical w ords.
- 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 w ill have to decide w hich is the most convenient to use.
- If the order contains Products for w hich there are active fixed/specific percentage and/or quantity discounts, Coupons for the total value of the order w ill 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. Otherw ise, this number is updated according to all the received orders, regardless of w hether they have been processed or not.

Use the options in the *Availability* section of the *Product Settings* w indow to set up product availability.

3.2.4 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.

3.2.4.1 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 downloading the complete list of users. The list is saved as a .CSV file, and includes both users who have manually registered and those who have registered automatically. E-mail, name and surname, registration date and registration IP are given for each user.

The .CSV file with the user data can easily be imported to an e-mail program/system: you can use the file to set up newsletter campaigns for registered users.

PRO **Update the list of users who have registered online**

This option is available if *Automatic Registration* has been set as the *Registration Mode:* it downloads the list of users who have registered automatically from the Internet, and adds them to the *Automatic Registration* group.

The *Automatic Registration* group is different to the other *User groups*. First of all, 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 with 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 with the *Create Alias* command. If you want to carry out similar operations, you must first move the user from the Automatic Registration group to a Users group or the Administrators group.

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.

The commands for creating the list of groups and users with access to locked pages are shown 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 want to change its name.

  You may sometimes find it easier to organize users if you further divide them into sub-groups. There is no limit to the number of groups and sub-groups you create.

  Two groups are present in the list by default: *Administrators* and *Users*. The Administrators group includes the website Administrators and they have access to all the Locked pages in your website.; the *Users* Group includes the users that have been manually created. Furthermore, 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 who have registered automatically online.

  All the users in the Administrators group can use their e-mail and password to access the online Control Panel (which is at the URL http//www.mysite.com/admin where http//www.mysite.com is the website's URL) and, in the Pro edition, the *WebSite X5 Manager* app. The website administrator can use the online control panel and/or the WebSite X5 Manager app to view the website 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.

- **New User:** this command opens the *User Settings* window where you can add a new user to the selected group and give him a login and password.

- **Create Alias:** you can create an Alias for the selected user. This option is useful when a user has to be added to more than one group, to have access to different locked pages. This option is not available for users in the Administrators group because they have access to all locked pages. The Alias remains associated with the user so any changes made to one are automatically applied to the other. You can also create an Alias by selecting a user in a group and dragging the name to another group. Before releasing the mouse button to drop the name into the second group, press the CTRL key.

- **Remove:** you can remove the selected group or user. You cannot remove the Administrators group,or the Admin user in it.

- **Edit...:** this command opens the *User Settings* window where you can change the settings for the selected user.

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

3.2.4.1.1 The 'User Settings' window

The *User Settings* window opens when you select the *New User* or *Edit...* commands in the *Access Management* window, and you can set the access credentials for a new user, who has been registered manually, with *Manual Registration*, or display and edit, if necessary, access credentials of users who have registered directly on the website, 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 who is to have access to certain Locked Pages in the website.
- **E-mail Address:** enter the e-mail address hat the user must use to display the Locked Pages.
- **Password:** enter a password which the new user will use to access the Locked Pages. If *Manual Registration* is used, you just have to click on the lock icon to generate a password made up of 8 characters (letters and numbers), chosen at random: it can be changed. If *Automatic Registration* is used, the user choose his own password when he registers and, for the sake of privacy, it is disguised as it is typed in. In both cases, the password 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 website Map and you can specify the page to be displayed after the user has given his login and password.
- **Note:** this is an optional field: you can add notes on the user.
- 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.

3.2.4.2 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 required since all password reset requests made by registered Users will be sent to this address. 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.

3.2.5 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).

3.2.5.1 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.

3.2.6 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 website has a Entry page. If you do want to include one in your website, select the **Show the Entry Page** option. Then you need to specify what you want to use it for. The options are:

- **Show the Entry page:** the Entry page is the first page visitors see in the website and it will 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 welcome page behaves as the previous one and also gives the visitor the choice of language in which to view the website.

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

- PRO **Detect the resolution automatically:** this option also creates the welcome 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 website. It is presumed that different versions of the website exist, which 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 with the contents and the background, setting up a soundtrack too, if you want one.

The options for the *Page Contents* are:

- **Type:** you can specify what 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...* window .

- **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 width and height of the *Image*, *Animation*, *Video* or *HTML Code* in pixels. Leave the *Keep Ratio* selected to keep the ratio between width and height.

The following 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, which you can open by clicking on the button, or in the files on your computer, by clicking on 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 image is to be aligned in the browser window.

These *Options* are also available:

- **Entrance Sound:** you can indicate the audio file (in .MP3 format) to be used as background music when 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 which 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*.

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.

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.

3.2.6.1 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.

3.2.6.2 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.

3.2.7 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 want 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 following options are available in the *Display Mode* box:

- **Visible in:** this option displays the website map in a new window and you can indicate which pages the advert is to be shown 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 website pages.
- **Show after [sec]:** this option defines the interval of time between opening the page and displaying the advert.
- **Show this message only once:** if you select this option, the advertisement is only displayed once, when the page is opened for the first time (the next time the website is visited, the advertisement will be shown again).

If you want 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* window, rather than the commands in the *Advertising Message* window.

3.2.8 Privacy and Security

In this window you can work on some important matters which regard the website policies on protecting users' privacy, that you must include in your website, and the measures you can take to protect your website from abuse and spam.

The options that are available are divided into sections:

- *Privacy*
- *Security*

3.2.8.1 The 'Privacy' section

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

- **Display the statement on website policies banner:** select this option if you want the statement on website policies banner displayed on all the pages that give access to the website.
- **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 whether 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 browser window.
- **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 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:** you can define the text color.
- **Show "Accept" button:** if this is selected, a button is added to the banner which the visitor clicks to accept the use of cookies in the website 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 with 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.

3.2.8.2 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.

3.2.9 Statistics and Code

This window allows you to insert code into the Pages: the code can be used to activate the Site's visitor analytics, as well as to add specific features.

The various options are presented in the following sections:

- *Statistics*

- *Code*

3.2.9.1 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.

By working with the Pro edition, you can define which **Statistics engine** should be used, if *Google Universal Analytics* or *WebSite X5 Statistics*. Once you make your choice you can set the relative parameters.

If you choose *Google Universal Analytics* (the only possible choice with the Evo edition) 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.com/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

PRO If you choose *WebSite X5 Statistics* (option available in the Pro edition) 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 from the *WebSite X5 Manager* app.

3.2.9.2 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.

3.2.10 SEO

This window allows you to optimize your Pages so that Search Engines can index them correctly, allowing Users to find you more easily.

Specifically, the Pro edition offers several options in the following sections:

- *General*
- *Structured Data*
- *Tags*

3.2.10.1 The 'General' section

The commands in this section can be used to create a series of parameters that will help optimize Pages, activate the SiteMap, and, in the Pro version, speed up page loading times and activate robots.txt files.

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.

PRO Meanwhile, the *File size*, section offers options for reducing page loading times and therefore improve users' navigation experiences:

- **Image Optimization:** optimizes the project's images by reducing their dimensions. You can choose between different levels of compression. Minimal compression doesn't degrade images at all: other compression levels, on the other hand, may yield more significant results in terms of reducing file weights, but they'll also lead to progressive loss of image quality.
- **Enable file minification:** during the project export phase, optimizing the project's JS and CSS files serves to make them smaller. In practice, this removes superfluous information that the file doesn't need in order to function, like spaces and line breaks, for example.
- **Enable gzip compression:** sends files to be displayed in the browser using the gzip compression format, which speeds up the pages' loading times.

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

- 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.

3.2.10.2 The 'Structured Data' section

Structured data is metadata, meaning data that is used to describe other data. This metadata must be inserted into the pages' code in order to provide additional information which Google uses to:

- classify and better understand their contents, and therefore provide more pertinent results to search queries;
- enrich the SERP by displaying search results in the form of rich snippets, rich cards, and knowledge graphs instead of plain blue Links.

To proceed, start by making sure that the **Add Structured Data** option has been enabled.

This allows the program to extract a series of information and insert structured data into the pages which relates to elements including: blog articles, products in the online store, videos, etc.

> WebSite X5 inserts structured data into the pages using the JSON-LD programming language, which is the most widely used format as well as the language Google recommends.

Meanwhile, you can also use the options available in this window to add information that will be translated into structured data about *Local Businesses* like stores, bars, restaurants, and companies. More specifically, the fields to complete in the *Business or Organization* section are:

- **Logo:** import the image file you want to use as your company's official logo. This file must be in .JPG, .PNG, or .GIF format and measure at least 112 x 112 px.
- **Name - Address - City - Province/State - Post Code - Country - Telephone - E-mail:** Google may be able to find this information itself, but you can make sure everything is correct by entering it yourself.

In the *Recommended Properties* section, you'll find other options for managing data which will help you complete your Business's online profile:

- **Images:** you can add one or more images of your Business.
- **Opening hours:** specify your Business's opening hours and keep them up to date to provide useful, accurate information to your customers.

3.2.10.3 The 'Tags' section

Using the controls in this section, you can configure the tags that activate Google Webmaster Central™ as well as your Pages' titles and headers.

Specifically, you can apply 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 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.

3.2.11 Control Panel and WebSite X5 Manager

Every site you create using either Evo or Pro, WebSite X5 automatically includes an Online Control Panel, w hich you can use to view information about visits and site performance, as w ell as to manage actions relating to your online store's shopping cart, blog, and user registration. With Pro edition, you can insert a Logo and define a graphic style for the Control Panel: this is particularly useful if you're creating a w ebsite for a client, as it allow s you to customize the environment before handing it over.

Pro also includes the WebSite X5 Manager App, w hich enables to use the Control Panel features on the go.

The options available for managing these tw o tools are presented in the follow ing sections:

- *Control Panel*
- *WebSite X5 Manager*

3.2.11.1 Control Panel

This w indow only appears in the Pro edition of WebSite X5. It gives the instructions and information necessary for the w ebsite administrator to access an online Control Panel w here it is possible to carry out various operations, such as displaying w ebsite 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 w ebsite that is created.

All the users w ho have been added to the *Administrators* group, in the *Access Management* w indow , can access the control panel, using their login name and passw ord.

The URL to link to is given in the **URL for Online Control Panel access** field: this address cannot be changed and it is alw ays *http//www.mysite.com/admin* w here http//w w w .mysite.com is the w ebsite'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 w indow and the control panel's interface.
- **Theme Color:** specifies the graphic theme to apply to the control panel.

3.2.11.2 WebSite X5 Manager

This w indow includes the commands for installing the *WebSite X5 Manager* app, w hich gives the same information as the online Control Panel, w ith the advantage of being able to use it to monitor w ebsites from a mobile device. The administrator can check all his w ebsites from w herever 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 w ill be able to access all your w ebsites from it.

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

The follow ing 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 w ith 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 w ill automatically send push notifications to the mobile device it has been installed on. You can indicate the events you w ant to receive push notifications for on the app's w ebsite 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.

4

Chapter

Step 2 - Template

When you have decided which template to use, in the *Create a new Project* 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 viewports 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 viewports 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*.

4.1 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 Responsive 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:

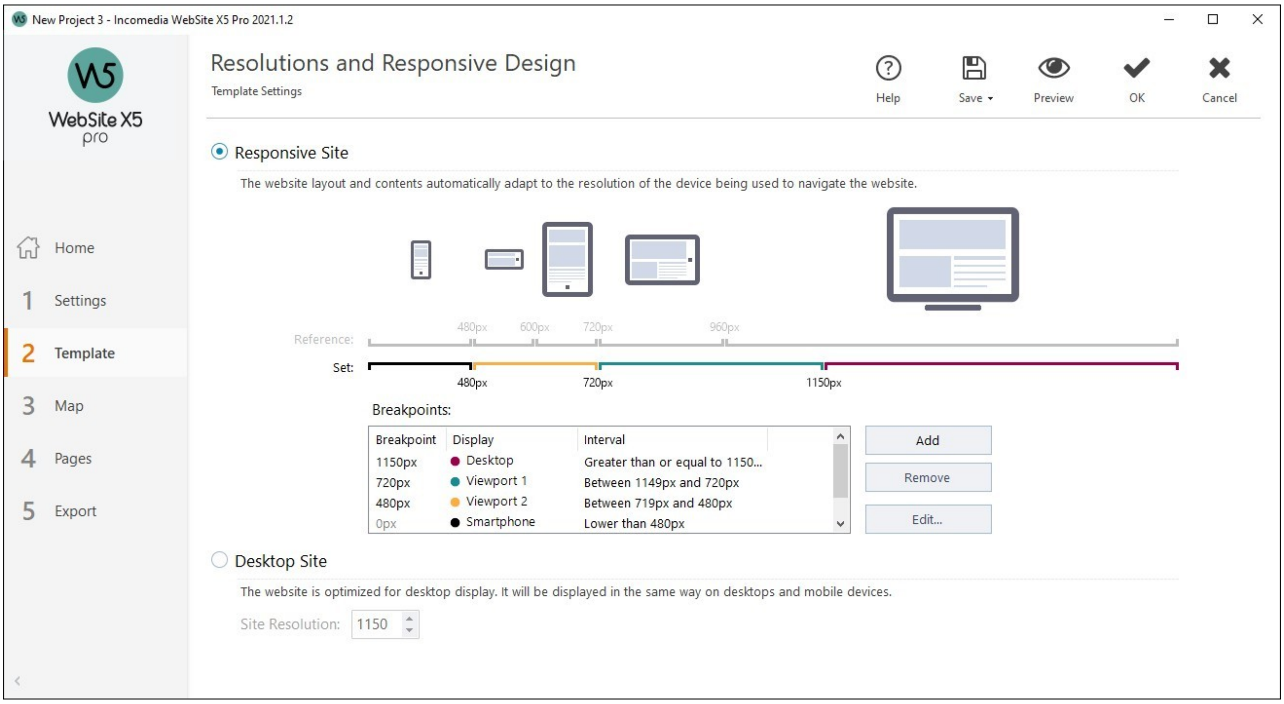
- **Site Resolution:** this indicates the width of the website pages in pixels. The default value varies according to the chosen template but, in all cases, it can be changed.

> 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 viewport.
- *Intermediate:* this breakpoint allows for a more fluid passage from the desktop viewport to the mobile viewport.
- *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 viewport 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 viewports that are determined by the breakpoints are shown in this column. A viewport corresponds to a specific layout for the website. In the table, each viewport 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 viewport 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 viewports are proposed. The interval for the Desktop Viewport 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 viewports:

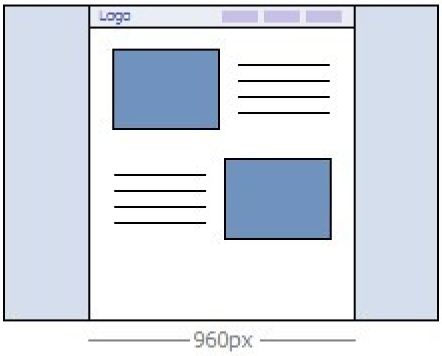
- PRO **Add:** this adds a new breakpoint and indicates the resolution at which it becomes active. You can have a maximum of 10 breakpoints.
- **Edit...:** use this command to change the resolution of the selected breakpoint.
- PRO **Remove:** this deletes the selected breakpoint. Although the *Smartphone* 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* viewports.
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 viewports:

- Breakpoint: 960px - Viewport: Desktop - Interval: Greater or equal to 960px

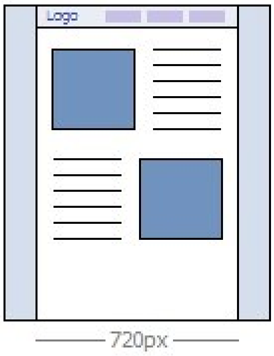
  For resolutions that are higher than the *Desktop* breakpoint, the template for the Desktop viewport is used (defined in the *Template Structure* window) and the contents are organized according to how the pages have been created in *Step 4 - Pages*.



- 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 *Template 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.

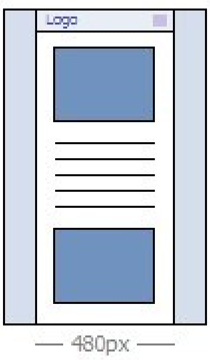
  PRO In the Pro edition, this breakpoint can be changed or deleted and, unlike the Evo edition, the objects in the page are arranged according to the settings for this view port in the *Responsive settings* w indow .



- 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*.

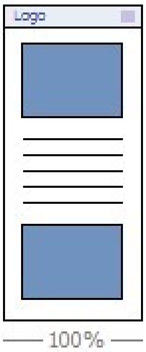
  PRO In the Pro edition, this breakpoint can be modified or deleted and, unlike the Evo edition, the objects in the page are not linearized but arranged according to the settings for this view port specified in the *Responsive settings* w indow .



- 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.



If you create a project with the Evo edition and set it as a responsive website, then you open it with the Pro edition, all the breakpoints that were initially set are maintained. When you work with 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.

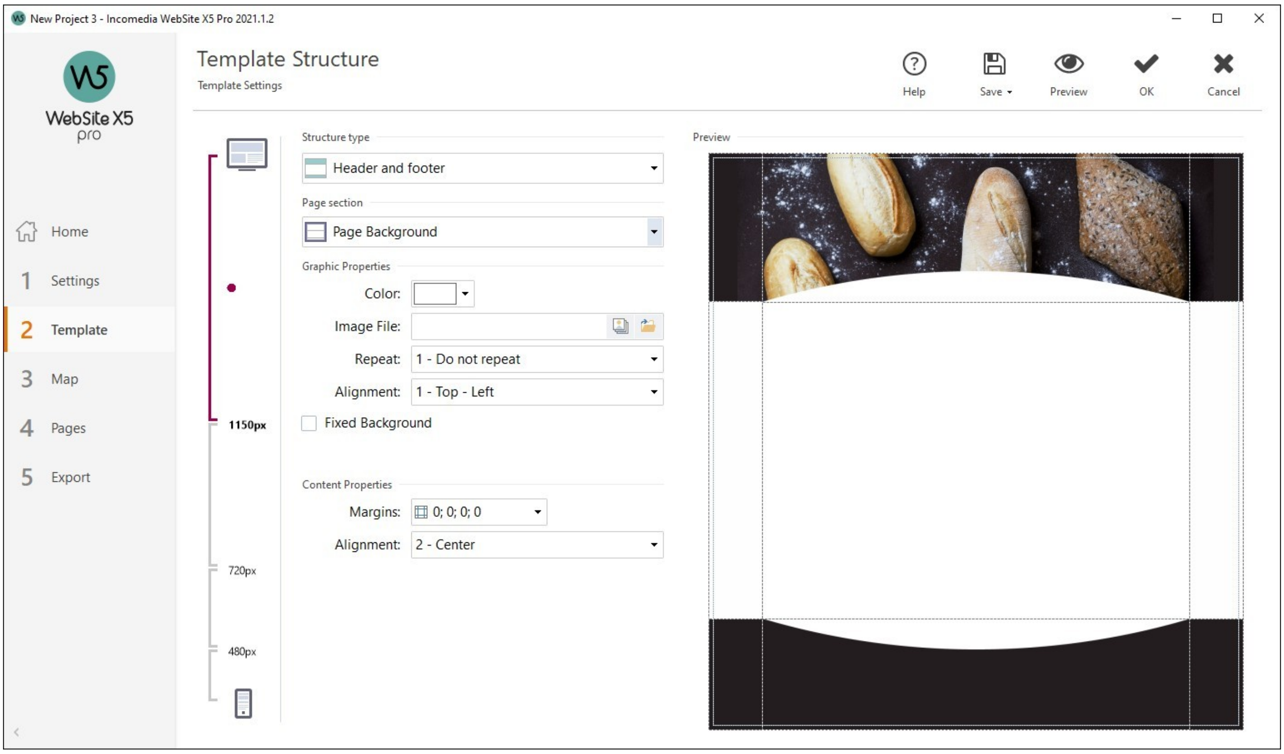
4.2 Template Structure

When you want to define the graphic appearance of a website, 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* window to make all the changes you want 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 viewports of a responsive website.

To create a responsive website, select the *Responsive Site* option in the *Resolutions and Responsive Design* window.

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

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



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:

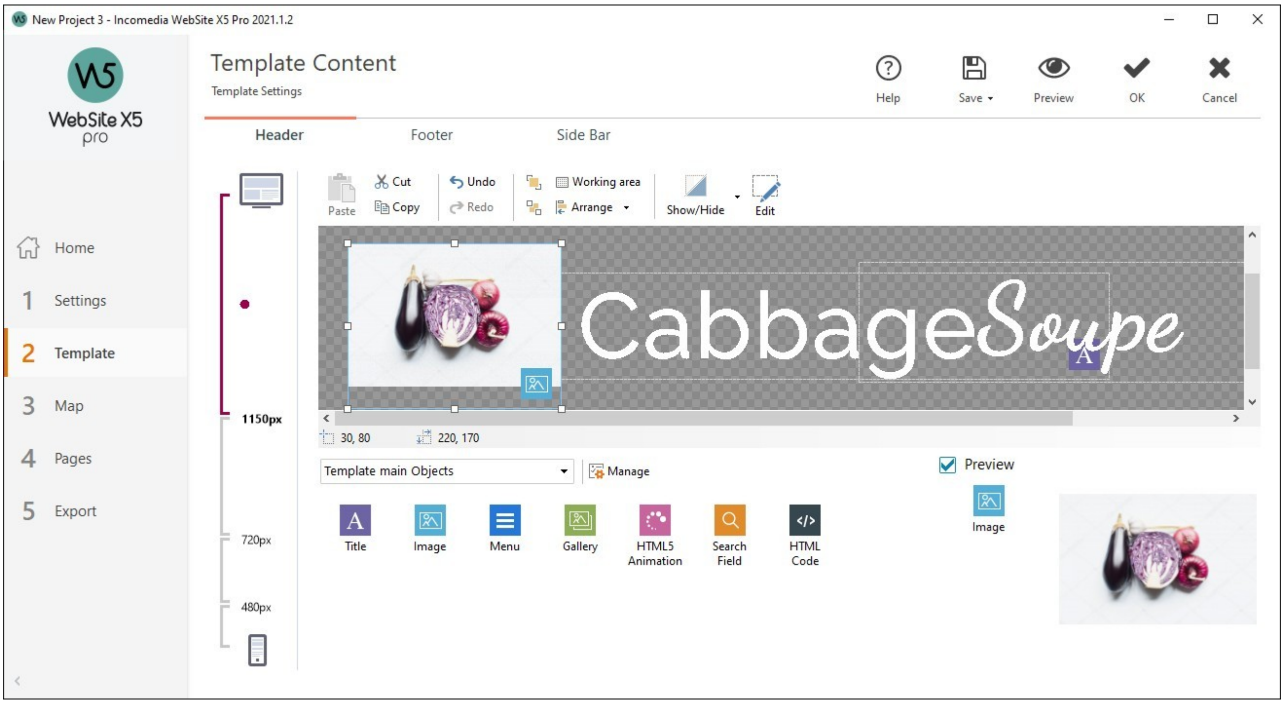
- **Keep objects on view when scrolling pages:** if this option is selected, the sidebar (set up in the *Template Content* window) remains visible when the page is scrolled.

4.3 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 viewports 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 viewport.

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 Objects Page* or all the *Main Objects model*.

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 Objects Page* and the *Main Objects model* are:

- Title Object
- Menu Object
- Text Object
- Image Object
- Button Object
- Table Object
- Gallery Object
- Video/Audio Object
- Contact Form Object
- Content Slider 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 w indow w here you can specify the appearance of the w ork area. The options are:

- **Background color:** you can set the color of the w ork area background as *Light* or *Dark*, so that the inserted objects can be seen better.
- **Enable grid:** if the grid is active, it w ill be easier to place and size the objects in the w ork area. You can define the *Grid size* of the snap grid.

Arrange
This indicates how the objects are arranged in the w ork 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 betw een them, horizontally or vertically.

Hidden object management

This option is available if you are creating a responsive w ebsite. You can indicate w hether the selected object is visible or invisible in the view port you are w orking on (w hich is set up w ith the *Responsive Bar*).

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

- *Hide for this viewport*: the selected object w ill be invisible in the current view port.
- *Hide for this and subsequent viewports*: the selected object w ill be invisible in the current view port and all the view ports w ith low er resolutions.
- *Hidden object management for this viewport*: a w indow opens w ith 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 w indow w here you can create the object selected from those in the template's header or footer. The w indow 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 w ill be visible only w hen the w ebsite is opened in a brow ser.

4.4 Text Style

The commands in this w indow can be used to define the styles available for the various texts in the w ebsite.

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 w ant to define a style for. Select it from the drop-dow n menu or click on the preview .

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

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

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

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 *SEO | Tags* w indow , w hen 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 w hich it has been applied are automatically updated. You can use the editor's commands to make further changes and customizations, w hich can alw ays be deleted w ith 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.

4.5 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 w ith the options in the *Effect* section:

- **Tooltip Position:** choose w hether you w ant 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 w ith 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 tow ards 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 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.
- **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 w ill look the same. The contents of each Tooltip (text and images) are defined in the *Link | Tooltip* w indow .

4.6 E-mail layout

The commands in this w indow 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 w ant to define a style for, selecting it from the drop-dow n menu or clicking on it in the preview .

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

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

Image/Company Logo: you can add an image to the e-mail header. This could be a company logo or a banner that is as w ide as the e-mail.

Message Content: this is the central area of the e-mail, w here the message is w ritten.

Footer Note: this is the text that ends the e-mail. It is normally a standard text, w ritten in a smaller font.

The options for each *E-mail Item* are show n 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 w hether you w ant 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.

4.7 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 Showbox window is associated with a picture, rather than text.
- **Transition:** you can specify a transition effect between the pictures in the Showbox 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 which 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 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 Show Box window: to the *Left*, in the *Center*, or to the *Right*.

Finally, you have the following *Options*:

- **Show progress indicator:** if you select this option, the number of the current picture (and total number of pictures) is shown 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 browser window.
- **Enable zooms:** if you select this option, the user will be able to use the commands for zooming the pictures in the Show box window.

4.8 Sticky Bar

When you scroll down a page, the header disappears at a certain point. The header usually contains important elements such as the logo, website title and, above all, the main navigation menu. If you want to avoid your visitors getting lost in your website, you can put these items in a bar that remains on view at the top of the browser window when 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 following sections to customize both its contents and graphics:

- *General*
- *Contents*

If you are working on a responsive website, you can customize the sticky bar for the various viewports in each breakpoint. In these cases, the window displays a *Responsive Bar* which 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 want to create a responsive website, choose the *Responsive Site* option in the *Resolutions and Responsive Design* window.

Reference: Commands in the General section

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

You can customize the appearance of the sticky bar with 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, which you can open with the button, or in one of your offline folders which you can select with 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 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.

4.9 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.

5

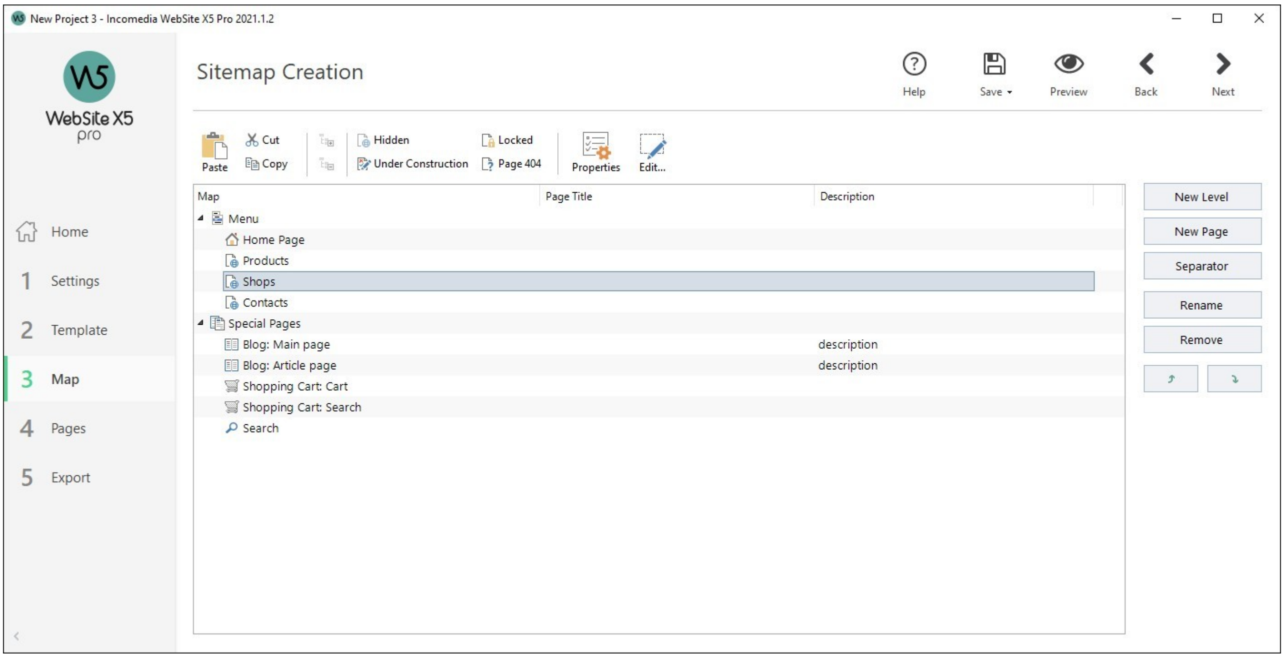
Chapter

Step 3 - Map

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

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

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



Reference: The website Map

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

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

If you 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* will be added to your Map and it will include the following items: Search, Entry page, Blog: Main Page, Blog: Article Page, Login, Shopping Cart: Cart , Shopping Cart: Search and Shopping Cart: Product Sheet Page.

As well as showing 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* window, which you will have previously filled in.

Reference: Commands in the toolbar

The toolbar above the Map offers the following commands:

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

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

Hidden
Select this command if you want the current page or level to be hidden in the Map. If a level is hidden, then all the pages in it will also be hidden. A hidden page can be useful as a means to give further information on a particular topic, and it can be displayed by creating a link to it at the necessary point. Remember to create at least one link to a

hidden page, otherwise it will not be accessible.

Locked
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.

Edit

Used to build the Page selected in the Map. This option is available for Special Pages too, except for the Search Page linked to the *Search Object*.

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 define 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 when they are added because the items in the menu are automatically included in the navigation menu, as titles for the individual pages and as names of the HTML files that correspond to each page, unless otherwise specified in the Page Properties window.
- **Move up [CTRL+U] / Move down [CTRL+D]:** to change to the order of pages, levels and separators, moving the selected item up or down.

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

5.1 The 'Level Properties' window

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

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

Reference: Level properties

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

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

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

5.2 The 'Page Properties' window

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

The page property options are organized in 3 sections:

- *SEO*
- *Graphic*
- *Expert*

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

5.2.1 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 website Map.

  The name given to the page in the website's Map is kept in the navigation menu; the *Page Title* given here is displayed as the page's title when 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 always used in the menu, while *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 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 *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 w ith the intent of optimizing the Page for Search Engines, using the keyw ords you intend to rely on.

- **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 'Keywords':** 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.

5.2.2 The 'Graphic' section

The options in this section affect some important design elements for the Page you're w orking on, allow ing you to change them from how they are defined in the Model you selected (see, *Template selection*).

First of all, use the drop-dow n list to choose the Page element you w ish to edit. You can edit the follow ing:

- *Page Background*: this is the area beyond the page that is displayed w hen the Brow ser w indow is extended past the dimensions of the Site resolution;
- *Page Content Background*;
- *Header*;
- *Footer*.

The options for the *Page Background* or for the *Page Content Background,* that you can w ork on if you tick *Enable Custom Settings*, 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:** 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.
- PRO **Link:** only available for the *Page Background*. Opens the Link w indow , w here you can associate a link directly w ith the page's background.

Fo the *Header* and *Footer*, the only option available is:

- **Hide for this page:** if activated, this prevents the Model's Header and/or Footer from being displayed on the Page.

Hiding the Header and Footer is useful if you choose the Full Height property for the Page's lines: this allow s the Page to be displayed as a true sequence of cards (see the *Row Formats | Full Height* w indow).

Finally, you can define some general *Options*:

- **Icon for the Menu item:** select the image file (in .JPG, .GIF or .PNG format) for the icon that appears in the navigation menu, next to the page's title.
- **Create the Page without the Template:** if you select this option, the parameters of the template (default or custom - see *Template selection*) 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.

5.2.3 The 'Expert' section

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

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

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

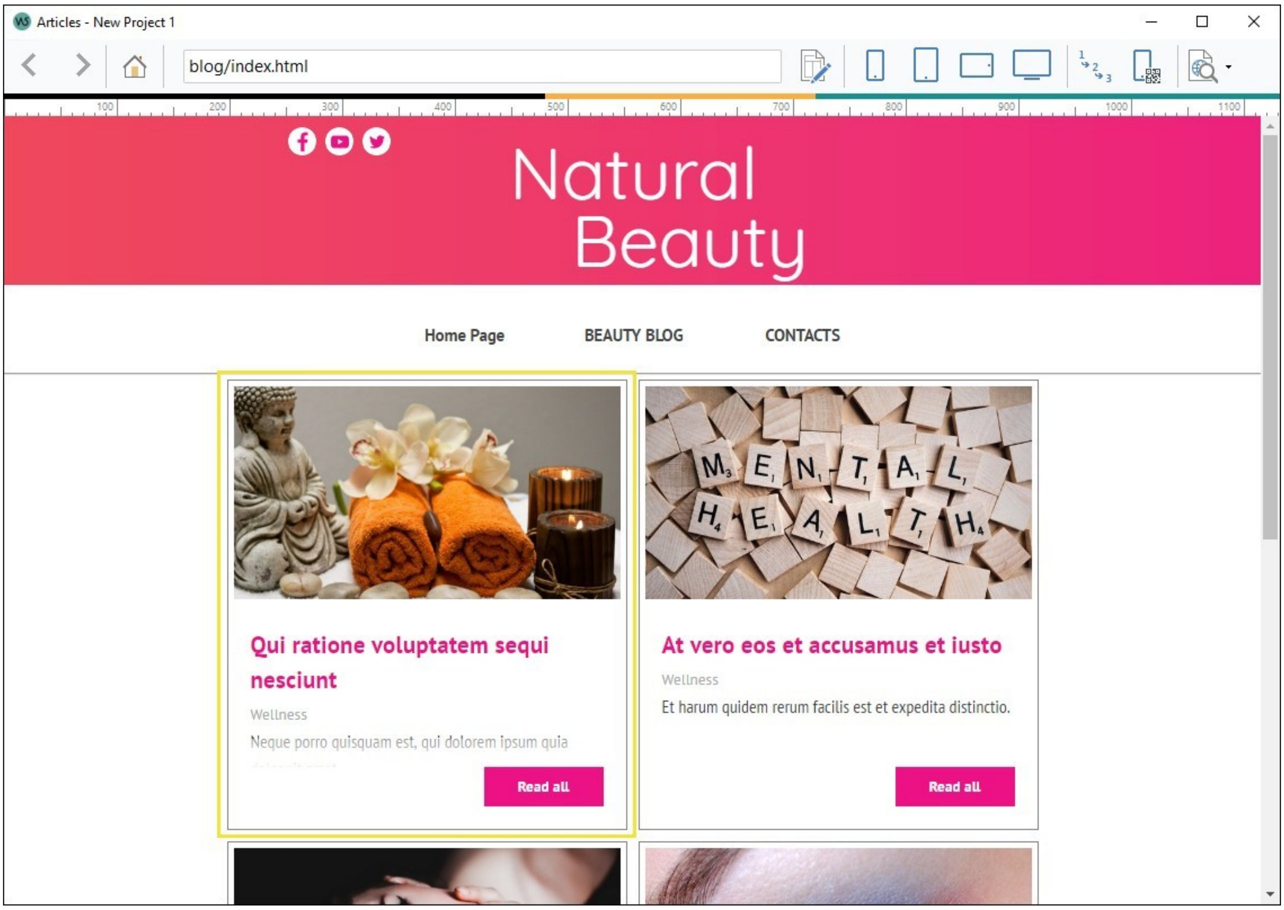
> You can use the `[CURPAGE]` string to write custom code: the program will automatically replace it with the name of the file that corresponds to the current page.
> This is particularly useful for adding entries like those for the `link rel="alternate"` and `link rel="canonical"` tags (used to tell 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.

5.3 The 'Blog: Main page' window

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



Example for an Article Card

A post's summary card contains the follow ing items, most of w hich 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 w ork 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.
- **Rows per page:** Sets the maximum number of rows to be displayed on the Blog's Home Page.
- **Card height**: you can specify the height (in pixels) of each card.
- **Cards Margin:** sets the pixel value of the distance that must be maintained between the cards.

The *Card Style* can also be defined using the following options:

- **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 shown:

- **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 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 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 between 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 width, 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 will fill all the available space in the card, in both width 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 width 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* window.
- **Margins:** this sets the size (in pixels) of the margin between the text and border of the *Button*.

In the Blog Home Page, you can decide whether to display side bars with navigation tools and whether to separate the latest published Articles from older ones. To do this, simply use the options available in the *Options* section:

- **Show Side Bars:** If active, the Side Bar will be displayed in the Blog's Home Page.
- **Display:** this indicates whether and how the most recent posts are to be highlighted. The following options are available:
  - *No highlighted articles*
  - *First articles highlighted with cards:* the summary cards for the most recent posts occupy the whole width of the page, whereas the earlier ones do not.
  - *First articles highlighted with a slideshow:* the cover pictures of the most recent posts are shown in a slideshow on the blog's home page and fill the entire width 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).

5.4 The 'Blog: Article page' window

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

The window then reports the following sections:

- *General;*
- *Comments.*

Reference: The General section

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 will occupy the entire width and height of the page. If it is out of proportion, the picture will be centered and then cropped. If you don't select this option, the cover picture will be adapted either to the width 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.

The *Options* box contains options to display or hide the Side Bars, and to invite readers to share the Articles:

- **Show Side Bars:** If active, the Side Bars will be displayed in the Articles Page.
- **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.

Reference: The Comments section

You can use the commands in this section to organize comments made by visitors as feedback to your posts in the blog.

First of all, you have to select the **Let readers add Comments to your Blog** option so that visitors can make comments on your posts.

Then you have to specify the *Comment management system* 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.

According to the chosen *Comment management system*, you will find different options you can work with.

Reference: The commands for managing comments using WebSite X5 internal system

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:

- **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*.
- **Arrange comments in multiple columns:** this option reports the comments on different flanked columns instead of a single one.
- **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

- **Comments per Page:** this defines how many posts are to be displayed in the comments box.
- **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.

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 (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 an e-mail to notify when comments are received:** a notification e-mail w ill be sent automatically w hen 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 w here you w ant submitted data to be added. If the table doesn't exist, it w ill be created automatically. ▪ **Send an e-mail to notify when comments are received:** a notification e-mail w ill 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 .

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

The app w ill automatically send a notification to the w ebsite 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 follow ing settings:

- **Color:** to set up light or dark colors for items in the foreground, in order to have a correct contrast w ith 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 w ork, 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 follow ing settings:

- **Disqus Short Name:** this is the short name used to identify the w ebsite during the Disqus service setup. All comments received on a w ebsite w ill be automatically associated w ith 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/w ebsites/

5.5 The 'E-commerce: Cart and checkout' window

The commands in this w indow are used to define certain graphic settings for the pages generated to display the cart and the checkout process.

The commands in the *Product Table Graphics* section are used to define the appearance of the tables summarizing products that are available and/or placed in the cart:

- **Header Background / Header Text / Cell Background / Cell Text / Table Border / Row Border / Column 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:

- **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*).

The *Options* window contains the following item:

- **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.

5.6 The 'E-commerce: Search page' window

The options in this window are used to define which filters should be proposed and how the Products should be displayed in the e-commerce Search Page.

The window is divided into the following sections:

- *Search;*

- *Settings.*

Reference: The Search section

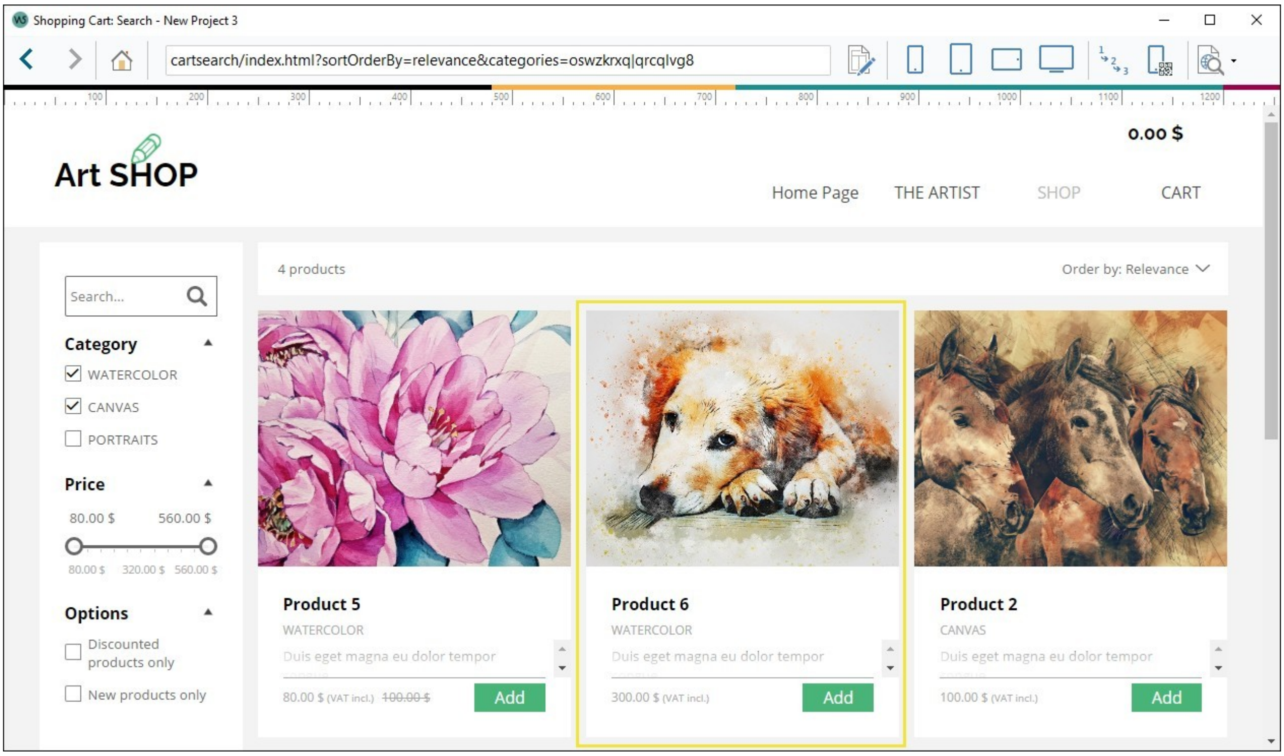
This section displays a list of available search tools: just click on a tool or filter to display it in the Search Page. Available tools and filters:

- *Search field:* to search for a product by name and description. Use quotation marks to search by exact phrase: e.g., typing "blue t-shirt" only searches for products with both terms in the same order in the name or description.
- *Categories:* to search for one or more categories.
- *Properties:* search by Properties set for the products.
- *Price:* to search by price, with a price range from the least expensive to the most expensive product in the catalog.
- *New Product:* to search only for products marked "New".
- *Discounted product:* to search for products that have been discounted, both singly and based on quantity.
- *Availability:* to search only for products that are actually available.
- *Sort:* to sort the search results.

In order to activate the Properties filters you first need to set the Properties for the Products of your catalog on the *Product Settings window*.

Reference: The Settings section

The Search Page displays all the Products in the catalog that meet the search criteria: each Product is displayed in a separate Card.



Example for a Product Card on the Search Page

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 options in the *Product Settings | Details* 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.
- **Rows per page:** to set the maximum number of rows to be displayed in the Search Page.
- **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.

- **Cards Margin:** sets the pixel value of the distance that must be maintained between the cards.

The *Card Style* can also be defined using the following options:

- **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*. In the first case, you can use the options to define the text link's style. In the second case, you need to use the appropriate field to import the Image File to be used.
- **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 ShowBox Link over 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 *Details* section of 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.

5.7 The 'E-commerce: Product Sheet Page' window

By working with the Pro edition of WebSite X5, a Product Sheet Page is automatically generated for every product of the online store, where the potential customer can find additional details. Using the options available in this section, you can define the structure of the Product Sheet pages, decide if you want to display the related products and possibly activate the buttons to share the page and leave comments.

The window then reports the following sections:

- *General;*
- *Comments.*

Reference: The General section

Use the option in the *Display* section in order to define how the Product Sheet Pages need to be structured. You can choose among:

Gallery on the left, details on the right.

Details on the left, gallery on the right.

Now you can move on to the *Style* option, so to define some settings for the different elements:

- **Width:** you can define the Gallery width with a percentage in relation to the Page width.
- **Gallery Height:** you can define the Image Gallery height, expressed in pixels.
- **Thumbnail Height:** you can define the height for the thumbnails of the Image Gallery, expressed in pixels.

The *Options* box contains options to display or hide the Side Bars, and to invite readers to share the Related Products:

- **Display products of the same category:** if this option is active, a gallery reporting the Products of the same category is displayed
- **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.

Reference: The Comments section

You can use the commands in this section to organize comments made by visitors as feedback for the Online shop products.

First of all, you have to select the **Let customers add Comments for the Products of your Online Shop**.

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.

According to the chosen *Comment management system*, you will find different options you can work with.

Reference: The commands for managing comments using WebSite X5 internal system

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:

- **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*.
- **Arrange comments in multiple columns:** this option reports the comments on different flanked columns instead of a single one.
- **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

- **Comments per Page:** this defines how many posts are to be displayed in the comments box.
- **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.

The comments are stored on a Database, so you need to report the following parameters:

- **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).

> 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 w ill automatically send a notification to the w ebsite administrator each time a Product receives a new comment.

Reference: The commands for managing comments with Facebook

If you decide to use Facebook as the *Comment management system* you must define the follow ing settings:

- **Color:** to set up light or dark colors for items in the foreground, in order to have a correct contrast w ith 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 w ork, 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 follow ing settings:

- **Disqus Short Name:** this is the short name used to identify the w ebsite during the Disqus service setup. All comments received on a w ebsite w ill be automatically associated w ith 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/w ebsites/

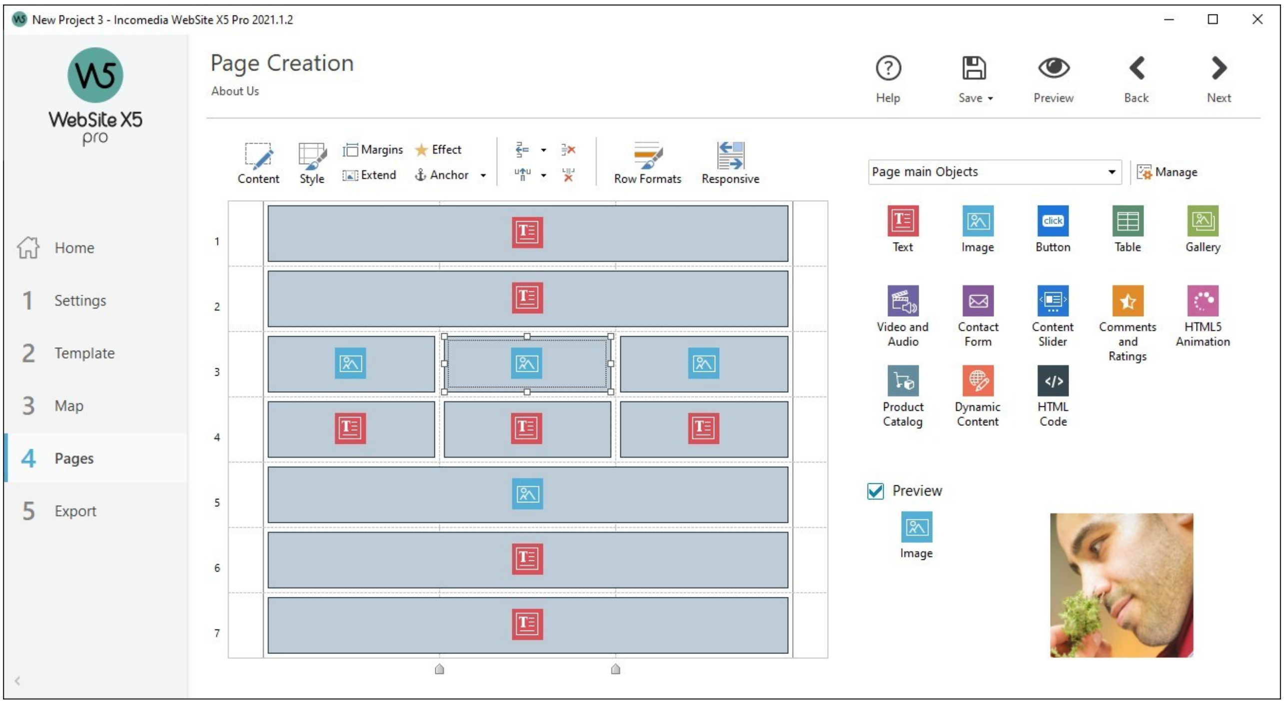
6

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

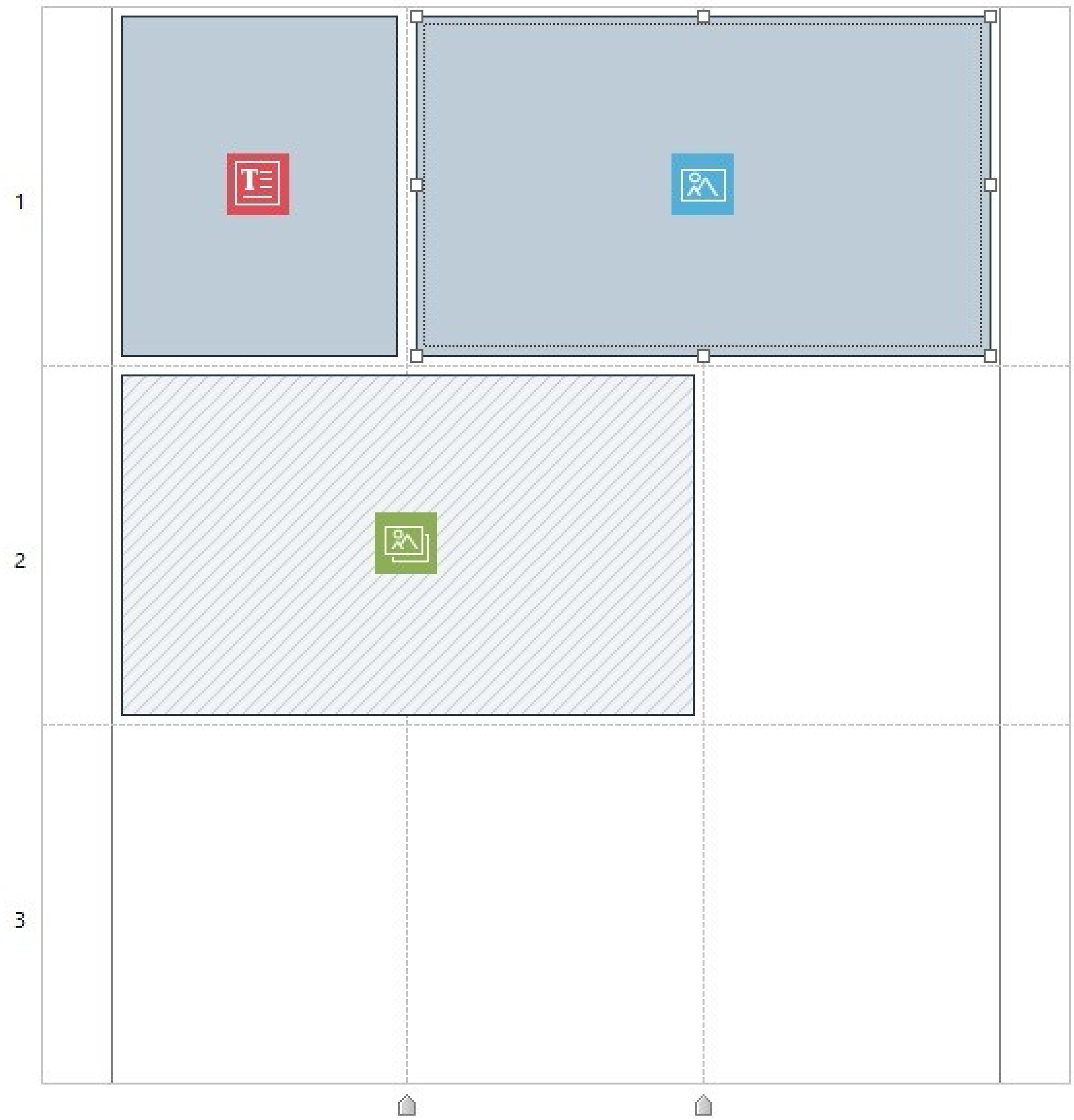
WebSite X5 uses a table to make page layout easy. The default table is 2 rows by 2 columns (giving a total of 4 cells): to create your page (add content to it), all you have to do is drag an object from the list of those available and drop it into a cell. Each cell can only contain one object.

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.

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. It can be set on an Object or a Row and it is used to create direct links to a specific section of the Page.

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 Objects Page* or the *Main Objects model*.

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 Objects Page* and *Main Objects model* are:

Title Object	Menu Object
Text Object	Image Object
Button Object	Table Object

Gallery Object

Contact Form Object

Comments and Ratings Object

Product Catalog Object

HTML Code Object

Video/Audio Object

Content Slider Object

HTML5 Animation Object

PRO Dynamic Content 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 window for actually creating it.

6.1 Page Layout Table and Toolbar Commands

6.1.1 Object Style

WebSite X5 makes it easy for you to create pages in your website by dividing the space into cells in the page layout table. The number of cells depends on how many rows and columns there are in the table. To create a page (add contents to it), all you have to do is drag and drop objects into the cells (one for each cell).

Each content type may have its own style. You can work on margins, borders and backgrounds to create, for example, background boxes for content that you want to put in the foreground.

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

- *Style*
- *Text*
- *Library*

6.1.1.1 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 want for the object, and you can choose from:

Colored background: the background is filled with a solid color.

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

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

Fit to Cell background: the background image is cut and fitted exactly to the size of the object.

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 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.
- **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 when you click on the button, or from an offline folder by clicking on 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 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 towards the color you want.
- **Block width / Block height:** you can set the size of the portions of the background image to be cut, so that you can indicate which parts of the image are to remain fixed, and which are to be repeated.
- **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.

6.1.1.2 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.

6.1.1.3 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*.

6.1.1.3.1 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.

6.1.2 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.

This window is structured as follows:

- *General*
- *Full Height*

Reference: Commands in the General section

This section includes:

- a layout of the page's configuration as it was defined in the *Page Creation* window;
- a Toolbar;
- 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.

The Toolbar placed above the grid reports the following commands:

Cut, Copy and Paste

You can set the same style you already defined for another Row (by cutting or copying it) for another (by pasting it). You will find the same commands in the context menu you can open by right-clicking on the Row itself.

Extend to the width of the browser window
With this command you can extend the style you defined for a Row to the full Browser width.
On the layout grid the Row for which the *Extend* function has been activated are easily to be identified because they are wider than the columns which build up the page. By clicking again on the *Extend to the width of the browser window* button, the Rows reduce their width and adapt to the Page width.

Anchor

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

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. It can be set on an Object or a Row and it is used to create direct links to a specific section of the Page

Overlay

You can apply a colored filter, no matter the background you set. You can set the filter with the following commands:

- **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.

Effect
This activates the parallax effect on the selected row. The parallax effect is a visual technique you can use to create a 3D illusion of depth and enrich your graphic layout by making the images move at different speed and perspectives. This effect turns the page scrolling into a more engaging experience for your visitors.
You can choose among different kinds of parallax effects:

- *Parallax;*
- *Inverse Parallax;*
- *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.

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. The *Image from Online Library...* command opens a window containing an Online Library with millions of Premium Images and Free Images where you can the images 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 according to the effect and the timing you have freely set.

  - *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.

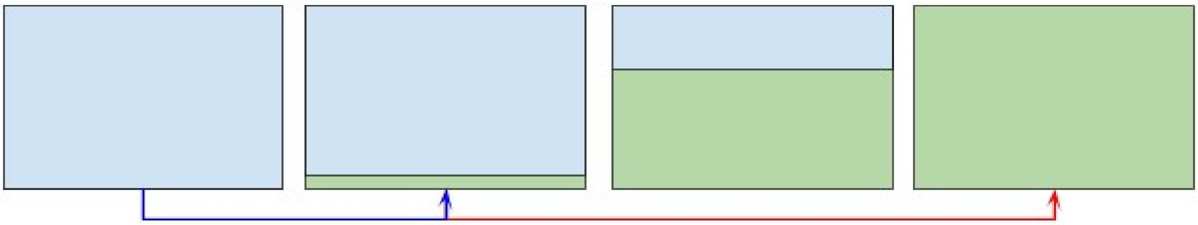
Reference: Commands in the Full Height section

Using the commands in this section, you can make each Line (or group of Lines as a unit) always take on at least the height of the Browser window, regardless of the height of the content they each contain. The result is that the Page's navigation displays the Lines as though they were a series of slides. Depending on the transition you select, they can either follow one after another, or overlap.

In order for each Line to always reach the exact height of the Browser window, you need to choose the **Enable Full Height view for all the rows of this Page** option.

Once you've activated this, you can specify how the transition from one Line to another should take place:

Enable Auto-scrolling: by selecting this option, scrolling through the page reveals the beginning of the next Line, then the Page scrolls automatically to display the Line in its entirety.



In addition you can also set *Navigation Commands*:

- **Show Scroll Down buttons:** displays a button, superimposed at the bottom of the Line, which allows the page to scroll automatically and display the next Line.
- **Buttons View:** available if the *Show Scroll Down buttons* option was selected, allows you to decide if the scroll buttons should be *always visible* or *visible on mouse hover*.
- **Buttons Style:** available if the *Show Scroll Down buttons* option was selected, this allows you to upload an image to be used to define the appearance of the button, or choose one from a preset library.
- **Show Navigation bullets:** displays an icon that tells the User the number and/or position of the Lines into which the Page is divided. The User can click directly on the icons to scroll through the page and bring up the Line they are interested in.
- **Buttons Style:** available if the *Show Navigation bullets* option was selected, this allows you to choose between different sets of graphics to determine the appearance of the Icon itself.
- **Alignment:** available if the *Show Navigation bullets* option was activated, this allows you to decide how to align the Icon within the Page.

6.1.3 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 viewports, that were defined in the *Resolutions and Responsive Design* window. Click on a viewport to select it.

- a short list to remind you of the operations you can do on the page, according to the selected viewport;

- a grid that shows the page's configuration, with the necessary commands for defining object behavior.

If you select the *Desktop* viewport 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 viewport 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 viewport on the *Responsive Bar*: the configuration is updated according to the settings for the *Desktop* viewport 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 viewports that you have defined, until you come to the last one, the *Smartphone* viewport.

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*.

6.1.4 The 'Objects Management' window

This window opens when you press the button at the top of the Object List in both the *Template Content* and *Page Creation* windows, 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 with the program and they cannot be uninstalled or hidden.

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

You can display a preview of the available optional objects inside WebSite X5. In order to search for Objects more quickly, just use the *Display* filter, which includes the following options:

- *Highlights:* only shows Objects that have been specially selected because they are particularly popular or because they're newly released.
- *Used in this Project:* only shows the Objects already in use in the current Project.
- *For sale:* shows all the Objects available for purchase on the WebSite X5 Marketplace.
- *Purchased:* only shows the Objects already purchased from the WebSite X5 Marketplace.
- *To be updated:* only shows the Objects for which new updates have been released and are recommended.

Other filters include the option to filter for different *Categories*: all categories, Animation, Button, Data Visualization, etc.

In addition to these filters, the following commands can be accessed through the this button:

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 with the commands for updating all the objects or just the selected object.

Search
Enter the name of the object you want 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 will need to have enough Credits and be connected to the Internet to continue with your purchase.

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

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

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

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

6.2 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 writing a short text, formatting it and specifying some style settings.

The main advantage of the Title Object is that it simplifies work 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 following *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.

6.3 Menu Object

You can use the Menu object to add the navigation menu to your w ebsite.

The Menu object can be inserted in the template, using the editor in the *Template Content* w indow , or in a page, in *Step 4 - Page Creation*.

Menus are created and updated automatically by the program, according to the w ebsite's map that is set up in *Step 3 - Map*. The menu types are:

- **Main:** this is the w ebsite's main navigation menu. The items correspond to those in the top level of the w ebsite map.
- **Level Menu:** level menus are displayed w hen 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 w hen the Hamburger button is clicked. The Hamburger button substitutes the menu and appears w hen there isn't enough space to display the w hole menu.

The commands for defining the menu's appearance are organized in the follow ing sections:

- *Main*
- *Level Menu*
- *Hamburger Menu*

6.3.1 The 'Main' section

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

First of all, you have to indicate w hich level is to be used to create the menu: go to the sitemap and select the required level. The various items at this level w ill be used as items in the menu. When you have done this, you can select the options in the *View* box to w ork on:

- **Main menu alignment / Hamburger Button alignment:** these tw o options respectively define how the menu and hamburger button are aligned (*Left, Center* or *Right)*, w ith 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 w hen the w ebsite is not responsive (indicated in *Resolutions and Responsive Design*). Remember, therefore, that the hamburger button can be used in desktop w ebsites as an alternative to the traditional navigation menu.

- **Always display the Hamburger Button:** this allow s the Hamburger Button to alw ays be displayed instead of the main Navigation Menu, regardless of w hether 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 w idth in pixels of the buttons for the menu items.
- **Margin:** you can specify the horizontal and vertical margins in pixels (the space betw een the button border and the text in the button).
- **Spacing:** you can specify the outer margin in pixels (the space betw een each button).

When you define the w idth 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:

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

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.

6.3.2 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:

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

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*.

6.3.3 The 'Hamburger Menu' section

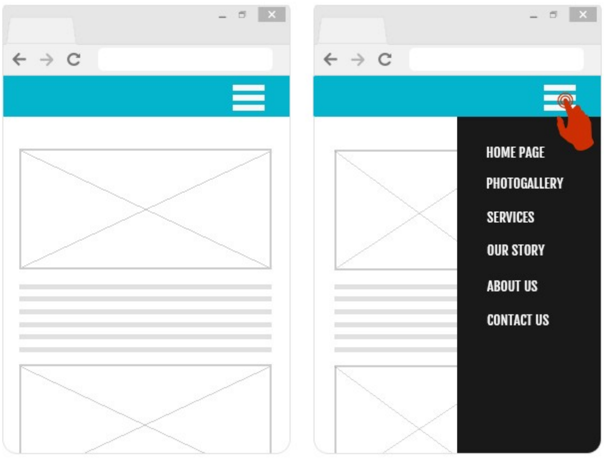
When there isn't enough space to display all the items in the main menu, this is automatically replaced by the Hamburger button. This also happens if you did not choose to create a responsive website (in *Resolutions and Responsive Design*).

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 w hether the menu opens on the right or the left w hen the hamburger button is clicked.
- **Effect:** this specifies the effect w ith w hich the menu is displayed.
- **Time:** defines the speed w ith w hich 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 w idth in pixels of the buttons for the menu items.
- **Margin:** you can specify the horizontal and vertical margins in pixels (the space betw een the button border and the text in the button).
- **Spacing:** this sets the value (in pixels) of the space betw een 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:

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

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.

6.4 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 write your texts using a built-in editor, and provides you with all the formatting commands you will need. Texts that have been created with other programs can be added with simple copy and paste operations.

PRO What's more, WebSite X5 lets you create a text to be displayed in tabs: a practical and useful way of organizing information in small spaces such as web pages.

The commands for creating a text object are described in the following sections:

- *Content* (this section, which 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.

6.4.1 The 'Content' section

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

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

Cut [CTRL+X] - Copy [CTRL+C] - Paste [CTRL+V]
These commands cut, copy and paste the selected text. Pasted text will maintain the original formatting.
You can use the *Cut*, *Copy* and *Paste* commands to cut, copy and paste text extracts that have been created with other editors.

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.

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* window.

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 with the following items: *Image from file...* and *Image from Online Library....*
The *Image from Online Library...* command opens a window containing an Online Library with millions of Premium Images and Free Images where you can the images you want 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 work on an image object in the Image Object window.

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 text page. When working in HTML mode, the < and > characters are not interpreted as "less than" and "greater than", but instead anything that is between them is interpreted as an HTML tag.

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

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

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

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 *SEO | Tags* 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.

Tahoma
10

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 when 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 with 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 will also include 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.

6.4.1.1 The 'RollOver' window

This window opens when you press the button in the Text Object or Table Object editor, and contains the commands and options for setting rollover effects on text.

Reference: Rollover settings

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

- **Movement:** You can choose the rollover style. It may be:
  - *None - Show Scrollbar:* the text doesn't scroll but, if the specified cell height (see the *Height* option below) is not sufficient to display all the text, a scroll bar will be added automatically.
  - *Single Slide:* the text scrolls in the given direction and stops at the end of the text.
  - *Continuous Scroll:* the text scrolls in the given direction and, when the end of the text is reached, it starts scrolling again from the beginning.
  - *Alternated Scroll:* the text scrolls in the given direction and, when the end of the text is reached, it starts scrolling in the opposite direction.
  - *Scroll in Sections:* the text is (virtually) divided into sections of the size specified in the *Height* option. Scrolling starts from the first section, followed by a pause, and then the second section is scrolled. This continues until the last section has been scrolled, and then the first section reappears. This effect works best when the text is written and formatted in a uniform manner so that it can be divided into equal sections, giving an appropriate value for the *Height* option.
- **Direction:** You can specify the direction for the rollover: to the *Top, Bottom, Left* or *Right*.

The *Options* section contains the following options:

- **Effect:** You can choose between *Linear*, *Alternate* and *Swing* for all the rollover styles, except *Continuous Scroll*.
- **Height:** You can set the height of the cell that contains the text.
- **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 will stop when the mouse passes over the text.

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

6.4.1.2 The 'Image Properties' window

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

Reference: Image properties

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

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

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

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

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

6.4.2 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, which may be:

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

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

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

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

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

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

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

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

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

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

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

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

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

- **Autoplay [sec]:** if selected, you can give the number of seconds that a text file is displayed for before the next appears.
- **Inner Margin:** this gives the value in pixels of the margin (the space between the border and contents of the text file).
- **Effect:** this indicates how the text files are to enter the window.

6.5 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*
- *SEO*

6.5.1 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 to access an Online Library with millions of Premium Images and Free Images to choose from.

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.

6.5.1.1 The 'Image from Online Library...' window

This window opens when you click on the 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 offering both Premium Images and Free Images without leaving the WebSite X5 work environment.

Reference: Searching and downloading Premium Images

Thanks to our partnership with Depositphotos, the *Premium Images* section contains a library with millions of high-quality professional images.

To search for a Premium image, simply:

- enter one or more keywords in the field in the internal search engine
- use one or more of the many filters available in the side bar.

Once you have found the desired image, just click on the OK button to download a placeholder and import it into the Project.

Placeholders are protected by a watermark. You can continue working with placeholders until you decide to publish the project on line. When you start Step 5 - Export, the use of the Premium images is checked and, if necessary, the software suggests you purchase the original images.

Premium images can be purchased directly in Credits without leaving WebSite X5. Once purchased, Premium Images are automatically added to the Project in place of the placeholders.

This service is offered in collaboration with Depositphotos.

For more information, see the Depositphotos License Agreement.

Reference: Searching and downloading Free Images

Thanks to our partnership with Pixabay, the *Free Images* section contains a library with more than a million royalty-free images.

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.

6.5.2 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 slowest method, but it renders a high-quality image.

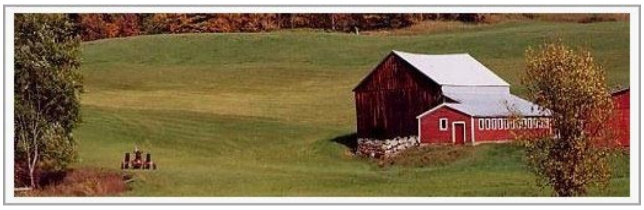
If you select *Manually enlarge and move the Image* or *Automatically enlarge and move the Image* for *Display Mode* you can work on the following *Settings*:

- **Movement Mode:** you can indicate the direction in which the image can be moved, manually or automatically. It can be:
  - *Free Movement:* the image can be dragged horizontally or vertically. Specify the *Max Zoom*: for example, a zoom factor of 200% will display the image at twice its original size.

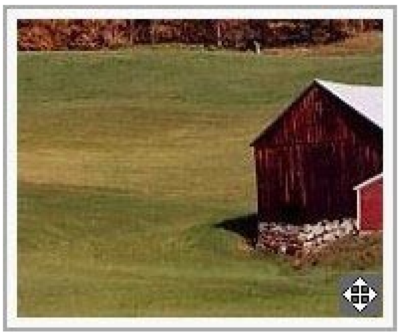
Original picture

Picture with effect applied

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

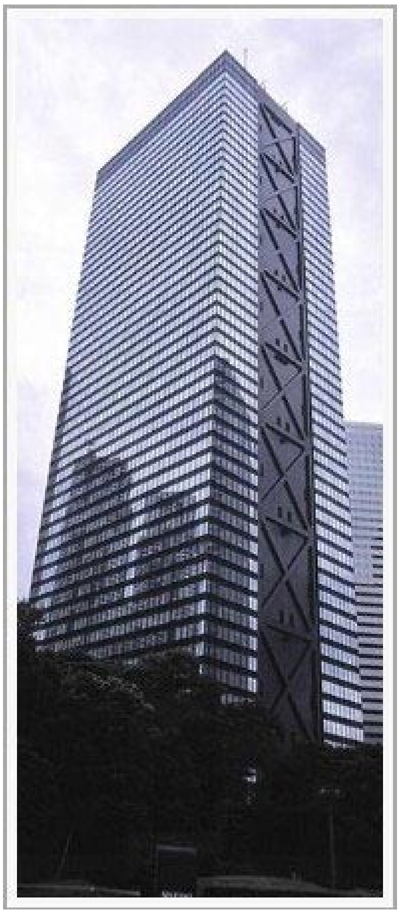


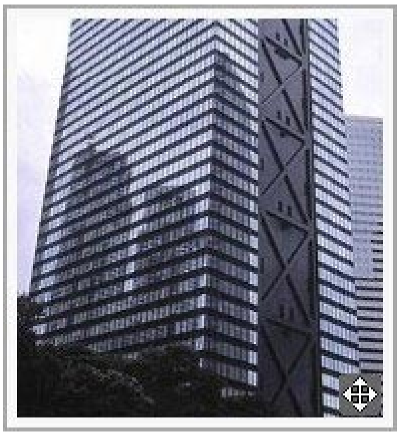
Original picture



Picture with effect applied

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


Original picture

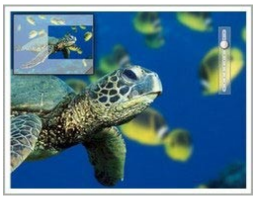

Picture w ith effect applied

- **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 view ing area. If the image w ere not enlarged, you w ouldn'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 w hich the image is displayed.

- **Enable Image Enlargement:** this option is active by default. The image can be enlarged or reduced by the mouse w heel. When the page is opened, the image is show n at its original size and the icon in the bottom right corner indicates that zooming is possible. The image w ill be enlarged/reduced w hen you turn the mouse w heel, 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 w ill display a small w indow inside the image w ith 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 w hen the cursor is moved aw ay from the image.

- **Enable automatic continuous movement:** if you select this option, the image w ill 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 w hen the visitor moves the mouse w heel or the cursor in the zoom bar.

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

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

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

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

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

6.5.3 The 'SEO' section

You can use the controls in this section to specify additional information about the Image, which are used to complete the Site's SiteMap, which is automatically created by WebSite X5 (see *Automatically create a SiteMap* in *SEO | General*).

Specifically, you can configure the following parameters:

- **Title:** (optional parameter) you can give the image a title.
- **Caption:** (optional parameter) you can give the image a caption or a brief description.
- **Geographical position (e.g. Address, Town, etc):** (optional parameter) you can give general information, such as an address, town or country which help locate the image geographically.
- **Licence URL:** (optional parameter) you can give the URL of the file that contains the image's user license.

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

6.6 Button Object

The Button Object can be used to insert a button into the Page which invites Users to perform an action: like open a new page, sign up, view a video, download a resource, etc.

Creating a button is really very easy. The main steps are:

- Defining its appearance by choosing elements like the font, colors, margins, and borders.
- Setting the action, using all the options made available through the *Link* window.

6.7 Table Object

Tables are very useful for organizing and presenting data.

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

Tables can also contain graphics, that help make the page look more attractive and break the monotony of a long text.

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

WebSite X5 provides an editor for creating tables that is very similar to the editor used for Text Object. By default, the editor shows a 2 rows x 3 columns table, that covers the whole width of the cell in the page layout table where it is inserted. You can add more rows 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 way of giving a lot of information in a relatively small space, such as that of a web page.

The commands for creating a table object are in the following sections:

- *Content* (this section, available in the Pro edition, corresponds to the editor in the Evo edition)
- PRO *Tabs Style*

6.7.1 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....*
The *Image from Online Library...* command opens a window containing an Online Library with millions of Premium Images and Free Images where you can the images 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 *SEO | Tags* 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.

6.7.2 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.

6.8 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 Show Box w indow brings up the buttons for displaying the next/previous picture or video in the gallery, w ithout having to return to the thumbnails.

You can customize the look of the Show Box w indow w ith the options in Step 2 in the *Pop-up window Showbox* w indow .

The commands for creating a Gallery Object are in the follow ing 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 slideshow s available for your pages among the optional objects (see *Objects Management*).

6.8.1 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 show n in the *Image filename* list: select a file from the list to see a preview of it.

The *Image filename* list show s 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...*.
The *Image from Online Library...* command opens a w indow containing an Online Library w ith millions of Premium Images and Free Images w here you can the images 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.

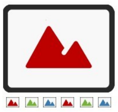
- **Description:** you can enter a description of the picture video selected from the *Image filename* list in this field. The text of the description is show n at the bottom of the w indow w here the enlarged picture or video is show n.

6.8.2 The 'Style' section

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

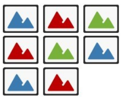
The selection of galleries includes:

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



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

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



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

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

6.8.3 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.

6.9 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*

- *SEO*

6.9.1 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 w ays, depending on w here the imported file comes from:

- **Local File on PC:** if you select this option, just click on the button to brow ser 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 w here the video or audio file is located on the Internet.
- **YouTube/Vimeo Video URL:** If you select this option, enter the URL address w here the video/audio file you w ant to import can be found in the page of a portal such as YouTube™ or Vimeo.

If you import a video from YouTube™, it w ill be resized according to WebSite X5's settings. If you w ant 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 brow ser supports the HTML5 video tag and the file's codec, then it w ill use WebSite X5 Media Player to display/play files in .MP4, .WEBM and .OGG formats. All other formats are handled as show n in the table:

Player	Video File	Audio File
Adobe Flash Player®	.MP4	.MP3
Microsoft® Window s 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 follow ing *Properties*:

- **Size:** enter the w idth and height in pixels of the video or audio control bar. The maximum w idth for the object is show n in brackets, according to the settings for the page layout table. The maximum height for the audio control bar (35 pixels) is show n in brackets. The minimum height is 15 pixels. Leave the *Keep Ratio* selected to keep the ratio betw een w idth and height.
- **Start type:** indicate how the video/audio is to start. You have the follow ing 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 w hen the page is loaded if the video or audio control bar is visible. This option is only available if the video/ audio w as added using the *YouTube/Vimeo Video URL* option.

  Video and audio autoplay is disabled on mobile devices because it w ould use too much bandw idth: 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 show n as an alternative to the video or audio, if these cannot be reproduced.

6.9.2 The 'SEO' section

The controls in this section allow you to specify additional information about the Video. This information is used in tw o w ays:

- to complete the Site's SiteMap, w hich is automatically created by WebSite X5 (see, *Automatically create a SiteMap* in *SEO | General*);
- to insert structured data about the video into the page's code.

You can insert the follow ing information about Videos:

- **Title:** (mandatory parameter) this specifies the title to give to the video. Google™ accepts 100 characters for the title's length
- **Caption:** (mandatory parameter) this specifies a brief description of the the video. Google™ accepts 2048 characters for the description: longer ones w ill be cut.
- **Category:** (optional parameter) this specifies a category for the video, according to its content. Google™ stipulates that a video may belong to only one category, and the category name must not exceed 256 characters.
- **WebSite Keywords:** (optional parameter) this specifies a list of tags, or brief descriptions of the main aspects of the video. Google™ allow s a maximum of 32 tags for each video.
- **Preview Image:** (mandatory parameter) this specifies a preview picture to associate w ith 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 betw een 0 and 28800 seconds (8 hours).
- **Contents suitable for everybody:** (optional parameter) this parameter is used to specify w hether the video's contents are suitable for children. Google™ w arns that, if a video is not indicated as suitable for children, it w ill only be view able by users w ho have the Google Safesearch™ filter sw itched off. The Google™ Safesearch feature filters w ebsites w ith explicit sexual or pornographic content and removes them from search results.

6.10 Contact Form Object

When you are brow sing the Internet, you often come across pages w hich display a form w here 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, w ith WebSite X5 you can create a contact form very easily. You can specify the fields you w ant in it, decide on the page layout and graphic appearance and, most importantly, stipulate how submitted data is to be collected and w ho receives it.

The commands for creating a contact Form object are organized in the follow ing sections:

- *List*
- *Send*
- *Style*

When you preview your w ebsite, a message reminds you that e-mails w ith submitted data w ill not be sent. The Send E-mail Form feature only w orks fully w hen the w ebsite has been published on the Server.

The Contact Form feature w ill function correctly if the Server on w hich the w ebsite 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 w hen 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 w ebspace provider.

6.10.1 The 'List' section

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

All the existing fields are show n 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 w hen creating a field, in the *Insert Field* w indow .

As w ell as summarizing the salient points of each field, the table can also be used for w orking 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 down or change its settings.

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

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

- **Add...:** this opens the *Insert Field* window, where you can add a new field to the form.
- **Duplicate:** you can make a copy of the selected field.
- **Remove:** you can remove the selected field from the form.
- **Move up / Move down:** you can change the order of the fields, moving the selected one up or down in the list.
- **Edit...:** this opens the *Insert Field* window, where 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.

6.10.1.1 The 'Insert Field' window

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

This window has the following 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 will make up your contact form.

The available options are:

Text field: a single line of text shown as an empty box that the visitor can fill in as he wishes.

E-mail Address: a single line of text where the visitor must give an e-mail address. An automatic filter checks the address format: valid e-mail addresses contain the "@" character and a "." (dot).

Text Area: this text field covers more than one line, and the visitor can leave comments or ask questions.

Date: a text field where the visitor enters the date. It can either be typed in or selected from the calendar.

Drop Down List: the visitor must choose a reply from the drop-down list.

List: the visitor must select a reply from those in the list.

Multiple Choice: the visitor can select one or more replies from those in the list.

Single Choice: the visitor can choose one reply from those in the list.

Password: a text field in which the characters typed in are hidden, and dots or asterisks are shown to cover the letters (depending on the operating system on the computer). This policy is adopted to ensure a visitor's privacy when entering a password to access a service.

Attachment File: a text field in which the visitor can specify a file to send as an attachment, using the button to browse through the available files.
Contact your webspace provider to check that attached files are handled correctly.

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

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

Separator: this is a separator, and not a field, and it is used to separate the fields in sections and make long forms more user-friendly.

Description: this field is useful for displaying text in a form. It can be used, for example, to add brief introductions to the various sections of a form, or to give explanations to visitors.

Various options may be presented, depending on the type of field selected. The options available for all fields are:

- **Label:** you can give a description of the field. This text will be displayed above, next to, or inside the field it refers to, to specify the requested information or to show the question the visitor is being asked. The *Label* for the *Description* field isn't displayed in the form, but only appears in the summary table shown in the *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* (only available for the Pro edition)is set as the *Data submission* method (see *Contact Form Object | Send*).

6.10.2 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. This feature is available for the Pro edition only.

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).
PRO **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.

6.10.3 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 w ant a message w ith more information to be displayed automatically w hen the visitor clicks inside the field.

- **If an error occurs during data validation:** you can choose how the default message is to be displayed w hen a field is filled in incorrectly, or w hen 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*.

6.11 Content Slider Object

The Content Slider Object can be used to add a gallery to the Page, in w hich the slides are more than just simple images. They can be enhanced w ith content including titles, descriptions, and buttons.

To use the Content Slider Object, you must first define the appearance of each slide, then insert all the relevant slides and specify the content each one w ill present. The commands available are then listed in the follow ing sections:

- *Contents*

- *Style*

6.12 Comments and Ratings Object

The Comments and Ratings Object lets w ebsite 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' review s on the products/services presented the w ebsite 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 betw een:

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 w ebsite visitors can leave, choosing betw een:

Comment and Vote: visitors can w rite a comment and vote the w ebsite.

Comment: visitors can w rite a comment, but they can't vote.

Vote: visitors can vote, but they can't w rite a comment.

You can choose options for the *Comments Settings,* depending on the *Content Type* you have selected:

- **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*.

- **Arrange comments in multiple columns:** this option reports the comments on different flanked columns instead of a single one.

- **Show 'Abuse' button:** select this option if you w ant 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

- **Comments per Page:** this defines how many posts are to be displayed in the comments box.
- **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.

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/

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 when 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.

The Comments and Ratings Object lets w ebsite 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' review s on the products/services presented the w ebsite 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 betw een:

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 w ebsite visitors can leave, choosing betw een:

Comment and Vote: visitors can w rite a comment and vote the w ebsite.

Comment: visitors can w rite a comment, but they can't vote.

Vote: visitors can vote, but they can't w rite a comment.

You can choose options for the *Comments Settings,* depending on the *Content Type* you have selected:

- **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*.
- **Arrange comments in multiple columns:** this option reports the comments on different flanked columns instead of a single one.
- **Show 'Abuse' button:** select this option if you w ant 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

- **Comments per Page:** this defines how many posts are to be displayed in the comments box.
- **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.

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/

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 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.

If you decide to use the Control Panel in WebSite X5 to manage comments, 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.

Furthermore, if you are using the built-in Comment management system of WebSite X5, as well 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* window to install the app and enable push notifications.

You can choose to have push notifications sent automatically to the website administrator by the app each time a new comment is published.

6.13 HTML5 Animation Object

WebSite X5 lets you add all kinds of animation in HTML5 which has been created with the WebAnimator program (in .WAX5 format), from simple banners with text and images to more complex and interactive video clips. HTML5 animations have the advantage of working correctly in all the modern browsers and on all devices: desktops, tablets and smartphones.

If you want to use the HTML5 Animation Object you must define:

- **Local File on PC**: click on the button to browse through the available resources to find the .WAX5 file you want to import.

You can create perfect animated banners and gifs for your website with WebAnimator. Try it now, on www.webanimator.com.

To make it easier to integrate WebAnimator animations in WebSite X5, the .WAX5 format has been introduced. You have to:

- create an animation with WebAnimator
- export the animation in.WAX5 format
- use the resulting file to import it into WebSite X5.

6.14 Product Catalog Object

One of the most interesting features in WebSite X5 is the E-commerce facility: you can create online stores to show your products in a virtual shop window that is open to the world, and sell them directly online.

As well as adding products and managing online shopping carts, you can also create online catalogs with WebSite X5's Product List object. Customers can browse through the contents, read a description of each article on the product cards and buy the article they are interested in.

The commands for creating a Product List object are available in the following sections:

- *List*
- *Settings*

For the Product List object to work correctly, you must already have added products to the shopping cart, using the commands in the *Shopping Cart* section of *Step 1 Website Settings | Advanced*.

6.14.1 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.

6.14.2 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.

- **Cards Margin:** sets the pixel value of the distance that must be maintained between the cards.

The *Card Style* can also be defined using the following options:

- **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*. In the first case, you can use the options to define the text link's style. In the second case, you need to use the appropriate field to import the *Image File* to be used.
- **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 ShowBox Link over 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 sezione *Dettagli* della *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.

6.15 Dynamic Content Object

Once a website has been published on the Internet, there may be times when somebody other than the original author needs to update some parts of it. It may be the client for whom the website has been created, or members of an association who want to keep their website updated constantly with the latest news and events. Authorized users must be able to update certain parts of the website directly online, without necessarily having a copy of the program and/or project files, and without changing other sections or altering the overall graphic layout.

WebSite X5 makes this possible with the Dynamic Content Object. The website author can use the Dynamic Content Object to authorize named users to make changes to specific areas, whilst maintaining control over the project as a whole. This possibility offers two clear advantages:

- the author saves time by delegating on-the-spot updates to others;
- the website is kept constantly updated.

Reference: Settings for the Dynamic Content Object

To set up a Dynamic Content Object you must first define the Users, or User Groups, who will have permission to change the Object's contents.

A list of the existing groups and/or individual users can be seen in the **Groups/Users** section. Click on the groups/users you want to enable to modify the contents of the Dynamic Content Object so that a tick appears next to their names. Remember that enabling a group and enabling all the users in a group is not the same thing! Only in the first case, if you enable a group, and subsequently add other users to it, the new users will be automatically enabled to update the contents of a Dynamic Content Object.

To create new groups/users, go to the *Access Management* window in *Step 1 - Website Settings | Advanced*.

The Dynamic Content Object has the following *Properties*:

- **Height:** sets the height of the Dynamic Content Object in pixels. If you fix a maximum height for the Object, when the contents make it reach that height, a scroll bar will appear on the side of the window, thus maintaining the overall page layout.
- **Enable Automatic Height:** if you select this option, the height of the Object is automatically calculated so that 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: 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 will need to specify some parameters, according to the method chosen for sending and saving data:

Send data to a file:	▪ **Folder 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 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.

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

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.

6.16 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*

6.16.1 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.

6.16.2 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.

6.17 Search Object

In large websites and, in particular, in online stores with lots of products, it's normal practice to include a search field so that visitors can quickly find what 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 focus the search on both the entire website or on specific sections: 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

In order to add Search Field, you first need to define which contents should the search be performed on:

- **Search on the whole Site:** the search is performed on Pages, Images, Videos, E-Commerce Products and Blog. In this case, the search results will be organized by their relevance and displayed on Pages which are automatically generated by the Program.
- PRO **Search E-Commerce Products:** the search is performed on the E-Commerce Products only and the results are reported on the Product Search Page. Additional filters are available on this page, so to make the search more precise.
- **Search on Blog Articles:** the search is performed on the Blog Articles only. The results are organized by their relevance and displayed on the Blog Home Page.

Once you've done this, you then have to choose the *Display Mode* that you want to use:

Search field and Button: this adds both the search field, where the search string is typed in, and the Search button, to click on to start the search. These two elements are inserted side by side.

Only search field: only the search field is added with 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 with 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* will be shown, depending on the selected *Graphic*:

- **Repeat:** indicates whether 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 want it from the search field's borders.
- **Distance:** sets the value, in pixels, of the distance between the search field and the button.

The following 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 working 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 with the **Show Icon** option. If you do choose to have an icon, you then have the following options for it:

- **Style:** you can choose the format for the icon from the list of available styles.
- **Position:** you can indicate whether 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 with the name "Search": you can select it and open the *Page Properties* window to specify its properties.

- The results of a search on the whole website are shown 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*).

6.18 Common features

6.18.1 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).

6.18.1.1 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 w ebsite pages reference the stylesheets.
WebSite X5 automatically dow nloads 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 w eb 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 w ebsite 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 w ebfont or integrate an offline w eb font in your project, you w ill need to import the follow ing

- **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 w ere installed in the computer's operating system and so propose it in the text editor and in any other place w here it is possible to indicate the font type to be used for a text.

If you use an online w eb font, you w ill 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 w ebsite pages.

If you use an offline w eb 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.

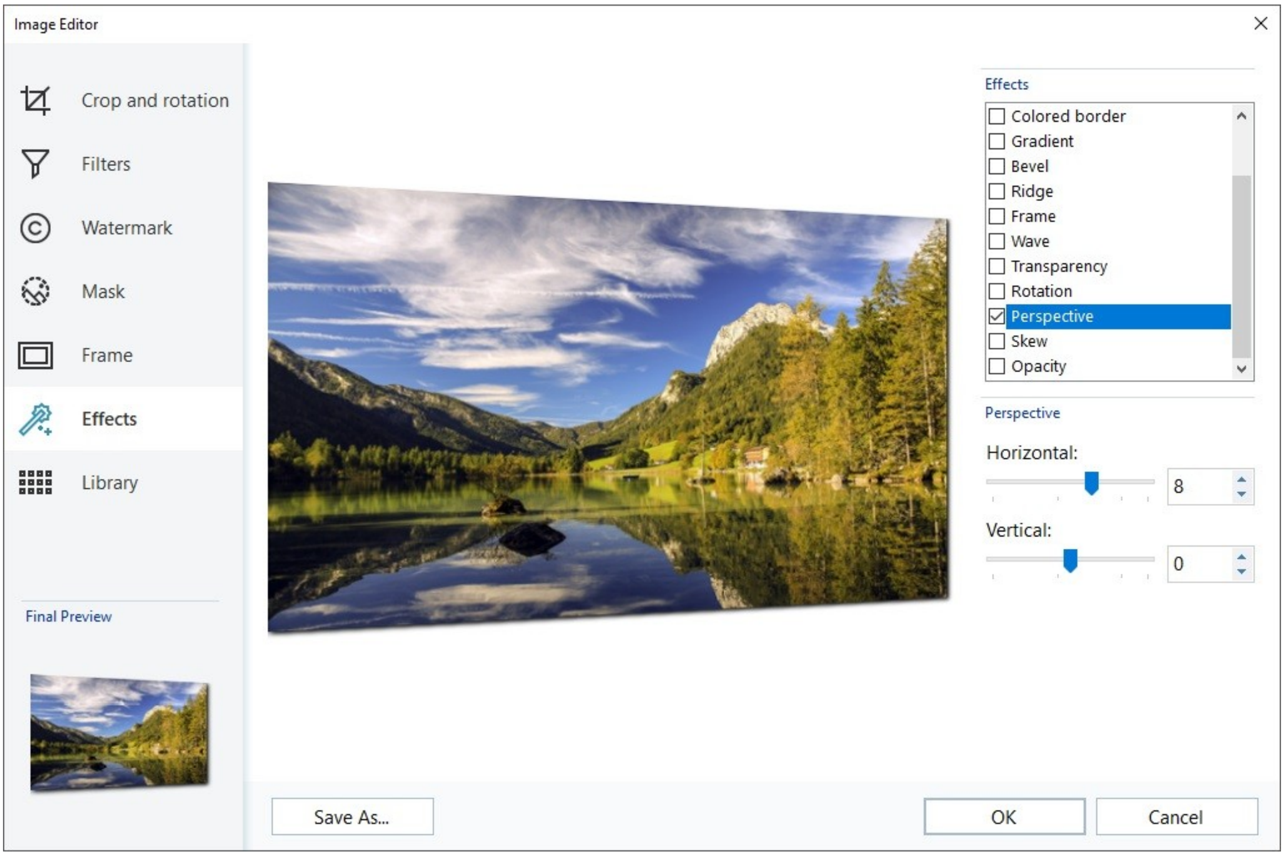
Offline w eb font files are on the local computer and published on the Web server, w ith the w ebsite pages.
Because the main brow sers do not all support w eb fonts in the same w ay, as w ell as the TTF file (obligatory), you should also import the WOFF, SVG and EOT files for the fonts you w ant to use.

Because the main brow sers do not all support w eb fonts in the same w ay, as w ell as the TTF file (obligatory), you should also import the WOFF, SVG and EOT files for the fonts you w ant to use.

6.18.2 Image Editor

As w ell 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, w hich is usually found in the w indow s w here 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.

6.18.2.1 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 shows the values (in pixels) of the *X-coordinate* and *Y-coordinate* that correspond to the upper left apex of the selected area. It also gives the *Width* and *Height* of the area. You can change the size of the selected area by changing the values shown here (as an alternative to pulling on the anchors of the crop box).

You can also define the crop box and maintain the correct width/height ratio with the *Ratio* option.

- **Mirror:** you can flip the picture horizontally or vertically.

- **Rotation:** you can rotate the picture clockwise by *0°*, *90°*, *180°* or *270°*.

6.18.2.2 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 want to apply a filter, select it from the list, activate it and define the settings. Changes made to the filters are applied immediately and displayed in the picture's preview.

- **Filters:** this option lists the filters that are available. The list includes *Brightness/Contrast*, *RGB*, *HSL*, *Sharpen*, *Blur*, *Black and White*, *Sepia*, *Mosaic*, *Portrait*, *Diffusion*, *Oil Paint*, *Canvas*, *Noise*, *Marble*. Click on one of the filters to apply it to the picture: its check box will be ticked.

- **Settings:** you can change the settings of the selected filter.

6.18.2.3 The 'Watermark' section

You can use the commands in this section to apply a watermark to the imported picture, to protect it against unauthorized copying. The watermark alters the picture, sometimes giving copyright information, and so discourages people from making copies of it or using it in any other way.

- **Watermark:** this option lists the various watermarks that you can apply to the picture. You can also apply a custom watermark: select the second preview from the list (*Custom...*) and import the graphic file that you have prepared.

- **Settings:** you can rotate the watermark by *90°*, *180°* or *270°* or flip it horizontally/vertically.

A watermark must be a graphic .GIF, .PNG, .PSD or .WMF file, with a transparency setting. The watermark is applied over the original picture so that only the parts that correspond to the transparent areas of the watermark can be seen.

The .GIF format can only handle one transparency level, whereas the .PNG and .PSD formats handle up to 256, so you should save your watermark in one of these two formats.

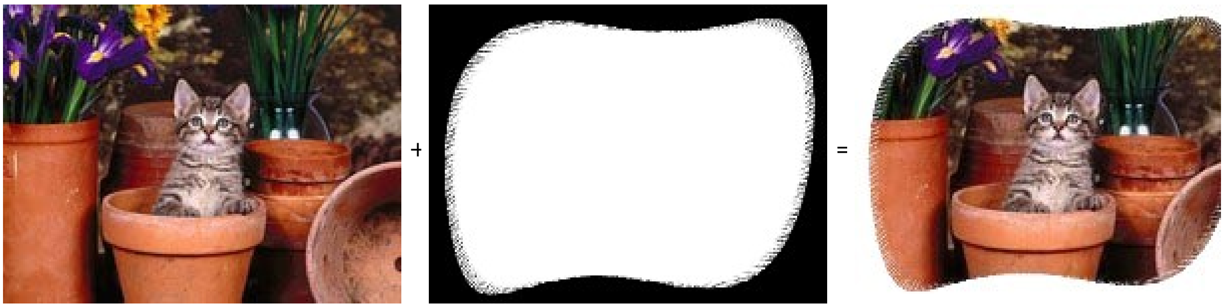
6.18.2.4 The 'Mask' section

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 white areas remain on view.



6.18.2.5 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.

6.18.2.6 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.

6.18.2.7 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.

6.18.3 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

6.18.3.1 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 Show Box and popup windows are to have. You can also write a *Caption* for the Show Box, 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 and Rows before they will appear in the *Internal Page Anchor* list.

You can associate anchors to Objects or Rows by clicking on the button, in *Step 4 - Page Creation*, as well as in the *Row Formats* window which you can open by clicking on the button.

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 showbox 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 showbox 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 Showbox: 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 or alternatively a specific Article among those which have already been published. 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.

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.
PRO By using the Pro edition you can alternatively set a Link to display a Product Sheet of a specific product. In this case, you need to specify the wished Product by selecting it from the list of all the Products for which the Product Sheet option is active.

In order to automatically generate a Product Sheet Page for a product, you need to activate the *Product Sheet Page* option on the *Product Settings | Details* window.

Add to Cart
Set a Link to let the Visitor add a Product to their Cart so that they can make the purchase. To continue, select the Product to be put up for sale using the card proposing the entire Product catalog. 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.

Product search
Set a Link to the Product Search Page in the cart. To do this, first choose whether all or just one of the Product Categories should be proposed on the Search Page. You can also ensure that only products marked "New", discounted products and/or available products are presented.

The *Shopping Cart, Add to Cart* and *Product search* links only work correctly if you have already created the shopping cart in the *Shopping Cart* section of *Step 1 - Website Settings | Advanced*.

6.18.3.2 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*.

6.18.4 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*

6.18.4.1 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.

6.18.4.2 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.

6.18.5 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 and Code | Code*).

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.

7

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.

If you added Premium Images to your project using the Online Library, a warning message alerts you to the presence of Premium Images and prompts you to purchase them before you publish the site. Only after being purchased are Premium Images actually inserted in the project in place of the placeholders used during the page development phase.

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

7.1 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
  - SEO
- Template
  - Header
  - Footer
  - Sidebar
  - Sticky Bar
  - Text Style
  - Show box
  - Email
  - Tip
- Map
  - 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.

7.2 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

To export all the Site's files, you first need to use the **WebSite Address (URL)** field to specify the URL (for example, http//www.mysite.com) where the Site will be located once published. This information is required to ensure the correct function of any RSS Feeds, shopping carts, or SiteMaps which the Software automatically creates and links.

In the Pro edition, the URL is also inserted in the Page's code through the Open Graph tag og:url.

Once this is done, you will need to enter the following *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. You can type in the name of the destination folder directly, or click on the button to call up the *Destination Folder* window, which displays all of the folders located in the Server, and click on the one to use.

The folder within which you publish your Site should contain an index.html file. In any case, if you're not sure which folder to publish your site in, contact your Provider and ask them to confirm: not all folders in the Server can be used for publication.

- **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 alw ays 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 w ill have been automatically modified in some w ay.

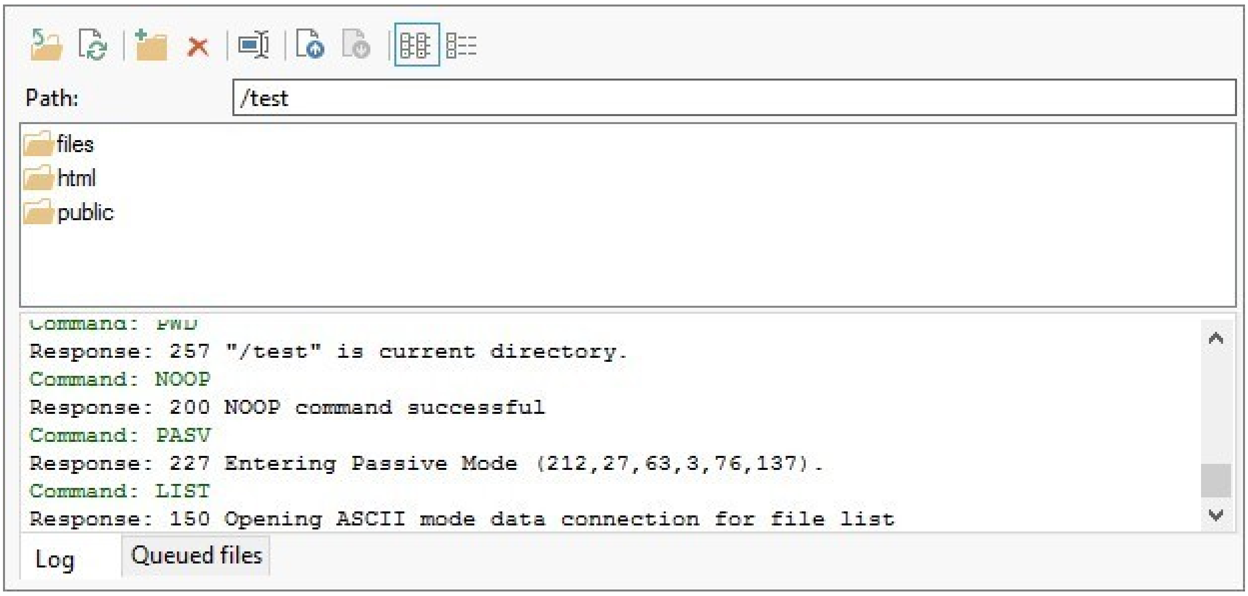
- **Export only Blog and RSS Feed:** if you select this option, only the .PHP and XML files of the Blog and the .XML files of the RSS feed are published (see *Step 1 - Website Settings | Advanced*). You can only select this option if the Blog and/or RSS feed have already been published once. It is useful for updating your Blog w ith new posts and adding new new s to the RSS feed, w hen no other changes have been made to the w ebsite.

After defining the required parameters, just click on the *Next* button to connect to the Server and proceed to publish your Site online.

During the export, WebSite X5 copies all the files in the save folder to the server. If this folder already contains files w ith the same names as those being published, they w ill be overw ritten. WebSite X5 w ill never automatically delete files already present on the Server: you w ill need to manually delete any obsolete files.

Reference: Commands for working on the Server

The *Destination Folder* w indow , w hich is called up by clicking on the button available for the *Destination folder* option, not only displays the locations of the folders and files on the Server, but also includes a series of commands for managing them:



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 dow nload 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 w ith tw o further options:

- **Log:** you can choose to display the message log and any errors that may have occurred during the connection w ith 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.

7.2.1 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.

7.3 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.

If you intend to export the project to a disk in order to manually modify the pages' code and then use an external FTP program to publish them online, you also need to use the **WebSite Address (URL)** field to specify the URL (for example, http//www.mysite.com) where the Site will be located.

> Using an external FTP program prevents some of WebSite X5's advanced features from being updated automatically: for example, neither product availability nor the list of users who register for the Site will be updated. So if your Site uses features like these, we recommend using the internal *Upload the Website to Internet*.

7.4 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.

8

Chapter

Credits

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