

Welcome to your WebStarter Web Site!

(WebStarter v4)

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Introduction

We are confident that your web site will be the easiest web publishing tool you've ever used. The editing system will allow you to change the content and most of the images of your site from any location where you have Internet access. If you can use Internet Explorer and a Word Processor, then you can manage your own site.

This Manual will introduce you to most of the functionality that your WebStarter site offers. Whether you've already had a go at editing your site or had a quick run-through by Plexus Media we would still advise you to read this manual. It will provide you with all the information you might require and will help you to unlock the full potential of your web site.

Requirements

Technical Requirements

Due to the erratic development of the Internet it's a constant struggle for web designers to ensure that the sites they design will work and look the same on all the possible combinations of browser, operating system and computer. For instance, what looks good on Internet Explorer on Windows 98 on a PC can go to pieces on Netscape on an Apple Macintosh using OS9. On top of this there are new browsers and Operating Systems coming out all the time.

Your **WebStarter web site** has been carefully designed to avoid most of the problems visitors to your web site could encounter, but if you do find a discrepancy please contact us and we'll try to sort it out.

However, due to some of the technologies we've used for your WebStarter Editing System you'll need to be running **Internet Explorer 5.5** or higher, or **Mozilla Firefox 1** on a PC, or **Mozilla Firefox 1** on an Apple Mac to use all the functions of the Editing System.

WebStarter has been designed as an on-line Editing System. This means that you do not need any additional software / programs running on computer. However, to be able to update your web site you do need to have an Internet connection.

Other Requirements

Some proficiency on computers is required. If you are able to browse the Internet and have some skills on a Word Processor you should be able to use your WebStarter web site administration system.

How does it work?

Here's a short explanation of the technology behind your website - you don't need to know this to edit it, but if you're interested then read on.

Most smaller web sites are made up of a number of individual HTML documents (web pages) which each contain text and links to images. Your WebStarter web site is different. Like many large sites, such as Yahoo or Amazon, all the text and information on images on your site are held in a database on the Web Server hosting your site. When a visitor to your site asks for a particular page (usually by clicking a button or link in their web browser) the web server draws the information pertaining to that page from the database and inserts it into a template which holds the background images and colour schemes etc, and then sends it out to the visitor for viewing.

When you use the editing system, you are not editing individual pages - instead you are editing the database. Having the information stored this way has several benefits. The information can be presented to viewers in different formats and enables you to change the style easily. For instance if you select File-->Print Preview on the menu of your browser you'll see that the printed version of the site removes the web site's menu and other parts which would be unnecessary on the printed page. Since the information for the 'normal' and 'print' versions of the site comes from the database, you only have to edit your web site once to have these changes reflected immediately in both versions of the site.

Because WebStarter was designed run completely from the Web Server there is no need for additional software on the computer you use to edit your site. This means you can update your web site from any Internet enabled computer that fulfils the requirements as described earlier. You can update your site from your home, your office or even an Internet Café while you are on holiday.

The Editing Basics

Your web site can be edited by using a password-protected on-line editing system. You can edit the text, change the images, add new pages, edit the order of pages on the menu and edit the title of each page. Start by opening your browser, connect to the Internet and go to your web site.

Logging In

You can log in to your site editing system by going to your login page; either by typing in /login.asp after your domain name (i.e. www.mysite.com/login.asp) or go to your sitemap and click on the login option at the very bottom of the list of pages. Now a 'Site Admin Login' field will appear allowing you to log-in with a password. Type in your password and press 'log in' to confirm.

Once logged in, the 'Site Properties' page loads, offering a variety of core options for site editing, and a complete site map listing each page with an 'Edit' button beside its name. Clicking on any of the Edit buttons will allow you to edit that page.

The Site Properties page also allows you to upload new images to your site's image library, as well as logging out once you have completed site updates.

Whilst updating your site pages, you can return to the Site Properties page at any time by clicking on the convenient 'Quick Links' Control Panel in the top right of your browser window. This allows for quick navigation to some of the core editing functions.

Editing Pages

You have a number of options in editing each page - the main two are the facility to ***edit the text*** and ***change the images***.

Editing Text

If you are logged in and viewing the Site Properties page, click on the 'Edit' button beside the title of the page you want to edit. (Alternatively, you can visit the page by clicking on its name in the menu. Once the page has loaded you will see an 'Edit' button below the page text.)

The page will load, and a text field will appear containing the text which is currently used on that web page. You can then type new text into this field, or copy and paste it from a text editor such as Notepad. Then use the buttons in the formatting bar above the text to change font sizes, add links and horizontal rules, indent text or make bulleted lists, change text justification and of course set text to be **bold**, *italic* or underlined. You can also use the image icon on this toolbar to insert new images into the page. (see 'adding a new image' below)

Editing Text (Continued)

Once you've made your changes, click the Submit button at the bottom of the page. The page refreshes automatically and your changes are immediately visible. If someone else is viewing your site at the same time, the changes are visible to them too, but not the text editor or editing buttons! That's how easy it is.

Tip 1:- *Pressing the Return or Enter keys starts a new paragraph. If you only want one carriage return (no line space) hold the Shift Key down at the same time as pressing the Return Key.*

Tip 2:- *Don't spend time typing long sections of text into the editing section. Remember the screen is a web form and if your computer crashes or your Internet connection goes down you could lose what you type. It's better to type it out in a simple text editor such as Notepad or Wordpad first, saving it as you go, and then cut and paste it into the editing system later.*

Tip 3:- *If, after making changes in the editing section, you decide you do not want to submit your changes, simply don't click on the 'Submit Changes' button, and your changes won't be recorded.*

Adding a new page to the site

Adding a new page to the site is just as simple as editing existing pages.

Log in if you haven't already done so. Click on the '**Add New Page**' button in the Site Properties' box at the top of the page (Sitemap / Control Panel). The page will reload, showing a full list of the site's main pages, as well as any sub-pages within them.

Selecting a position for the page in the site hierarchy:

- Hover over the horizontal grey lines and you'll notice that text links will appear. The green 'Add page here' will create a subpage within an existing main site section. The blue 'Insert here as a new section' will create a new main section / main page. The system will also allow you to change the order of pages later, including changing subpages into main sections and vice versa.

Adding a new page to the site (Continued)

Naming the new page:

You must now type a name for the new page into the text field provided. Try to keep this name short so that it doesn't 'wrap' to two lines on the menu.

Click the 'Add Page' button. Your new page has now been created and you can use the 'click here' link to start adding content to it.

Adding content to a new page

Your new page now appears in the site's navigation menu. You can now start adding text to it by clicking on its name in the menu, and following the instructions above, under '*Editing Text*'.

Adding images to your new page

When you create a new page, it is initially without content of any kind. After you have added some text to the page, you may want to start adding some illustrative images or photographs from your site's existing image library. Here is how you do this ...

View your page by clicking on its name in the site navigation menu or sitemap page. If you are logged in, an 'Edit Page' button will be visible at the bottom of the page below the text. Click on this to reload the page in editing mode, revealing the text formatting toolbar above the page text.

First you must decide where you want the image to appear on the page - at the top, bottom, between paragraphs, or with the text 'wrapped' around it. Click your cursor in the text where you want the image to be positioned.

Click on the image icon on the toolbar (the small picture icon, first icon on the second row). This will bring up a 'pop-up' window called 'image properties'. This window will guide you through the process of selecting your image and choosing how it will be formatted on the page.

Adding images to your new page (Continued)

Choosing and Formatting Images

The first thing to do now is to select the image you want to use by clicking on '**browse server**' button. This will open up another pop-up window showing a list of all the images that have already been uploaded previously to the server. Click on the image you want to use for this page, then click on the 'OK' button to confirm this selection.

Next you can resize the image and decide how to align it on the page. The fields 'Width' and 'Height' allow you to resize it by typing in the size in pixels directly in these fields. Make sure that the clickable wee lock icon next to these fields is displayed as closed, as this will ensure that the height/width ratio is locked - meaning that changing its size will not distort the picture.

If you want to reset the picture to its original size click on the the icon with the circular arrow. You will see the results in the preview. Note: make sure that you only resize it to a size smaller than originally, otherwise the result will look 'stretched' and rather horrible.

The next step is to select the align box and click on align left or align right. Align left will put the image on the left side with the text wrapping around its right. Align right will put the image on the right side with the text wrapping around its left.

You can also chose to give the image a black border. Type in a number in the 'Border' field. '1' will give you a 1 pixel (thin) border.

You can also create some additional space around the image so it will not collide with the surrounding text. Just type in the number of pixels in the fields 'HSpace' (horizontal space) and 'VSpace' (vertical space).

Finally use the 'Alternative Text' field to provide a short description, or 'alt' tag which will appear when the site visitor hovers their cursor over it.

Once you are happy with the changes, click on 'OK' button to record your changes. The pop-up will close, showing the image you have chosen 'embedded' in the page text. Click the 'Submit changes' button to confirm your changes.

The page will reload showing the new image in place.

Editing an image

This is similar to adding an image. Go into editing mode and select the image by clicking on it. Now click on the image icon on the toolbar. You can now change the settings as described in '**Adding an image**'.

Deleting an image

Go into editing mode and select the image by clicking on it. Now press the delete button on your keyboard (<-) and submit the changes on the page.

Deleting a page

Deleting a page is very simple - once you've logged in, go to the page that you want to delete by clicking on its name on the navigation menu. Click on the 'Edit Page' button at the bottom of the page. On the Page Properties page which then loads, click on the 'Delete Page' button.

You will be asked if you are sure that you want to delete the page. Click on 'Yes'. The page is now deleted.

WARNING - *this cannot be undone. Make sure that you really want to delete the page before proceeding with this step.*

Advanced Options - via Page Properties

If you are comfortable and confident with the basic functions of editing, adding and deleting pages, then you can try some of the advanced options which can be used through each page's Page Properties. View these by clicking on the 'Edit Page' button at the bottom of the page that you want to update. These options will give you even more control over your web site!

Change the page name/title

Every page of your site has a title that is displayed on the topbar of the browser window - this is the same as the name of the page. You can change this by clicking on that page's 'Edit Page Title' button.

Move a page on the menu

Click on the page's 'Move Section' button. This will show a list of the site's main sections and sub-pages within the. Move your cursor up and down the page. As you do, buttons will appear giving you the option to move the page to a different position in its section, to another section entirely, or to change it to the top page of an entirely new section. Click the button which marks where you want the page moved to.

Adding images to your image library

To have a larger choice of images to use on your WebStarter pages, you can add more images to your online image library using the site's built-in image upload facility.

Log in if you haven't already done so, and you will be presented with the Site Properties page. (You can also load this page by clicking on the Sitemap option of the Quick links Control Panel in the top right of your browser window)

To upload a new image, click on the 'Your Photo Library' button or on 'Organise Pictures' in the Control Panel. The subsequent Upload Picture page includes a 'Browse' button, and an 'Upload' button.

Click on the 'Browse' button to navigate your hard drive to the location where you have your prepared image stored. Select the image by clicking the 'Open' button in your computer's 'Choose file' box. The 'path' to the image will then be shown

Adding images to your image library (Continued)

beside the Browse button in the 'Upload Picture' window. Click on 'Upload' to transfer the image from your computer's hard drive to the site image library.

The image is now in your site's image library and is available for you to select and add to your pages.

[**NOTE:** This image should be a .jpg or a .gif and around 40k or less in file size. As a guide, if it is to be aligned to left or right it should be around 220 pixels wide. If it's to be aligned top (so that it goes in between paragraphs), then it can be up to 560 pixels wide.

If a picture with the same name already exists within your online image library, it will be overwritten by the new one. Note also that you cannot upload a file larger than 1 Megabyte, as this limit is fixed to help avoid upload/download problems.

We strongly recommend the file size to be smaller than 80 kilobytes (10-20k is better) to prevent long waits by your visitors. Remember, the larger the image, the longer your visitors will have to wait for it to load, the more likely they are to leave your site.]

** If you are unsure about how to prepare images for the web, then ask for a copy of one of our 'How To' documents for Photoshop, Photoshop Elements or Paintshop Pro, which will walk you through the process, step by step)

Automatic Image Scaling

If your site is hosted on Calico's 'Supercali' server, then you can upload larger images and have them automatically scaled and optimised for you by the server. It can also prepare small and large versions, automatically creating pop-up windows so that users can click on the small page images to view larger ones in a pop-up window. This can save you time and hassle in learning how to prepare images yourself, and also offers your users additional site 'user friendliness'.

Adding links

You can transform a word or sentence on your pages into a clickable (hyper)link. This means that if the visitor clicks on it they will be transferred to another page.

Once logged in, go to the page you want to add the link to by clicking on its name in the navigation menu or on the sitemap. Click on the 'Edit Text' button below the text.

The page will load, and a text field will appear containing the text which is currently used on that web page. Within the text editing field, select the word or phrase that you want to make into a link. With this selected, click on the small chain on globe icon on the formatting toolbar (4th from the right).

A popup window appears allowing you to type in a web page 'url', select a page from your site to link to, or create an email link. At the top of the popup you'll also see a tab called 'target'. Here you can set the target, for example to open the web link in a new window. Click on the 'OK' button to confirm your link once you have made it, and have it added to your page text. The pop-up will close. Click on the 'Submit Changes' button below the text field to confirm the page change.

To remove a link, select the text which already has a link, click on the chain icon, delete the URL in the hyperlink popup box, and click 'OK' to confirm. The link has now been removed.

General Tips

Toggle

In the Control Panel at the top right of the page you'll notice a button 'T'. This toggles the admin buttons on or off to give you a better view of your page.

Promoting your Site

There are many ways to promote your site, we will just focus on some of the on-line possibilities. Although on-line promotion is rapidly changing we want to give you some idea on how it works.

The most commonly used promotion tools are Search Engines and Directories. These offer the user the possibility to try and find the information or site by just typing in some keywords. Your WebStarter site is set up to be easily indexable by Search Engines. However a few tips to help your site to be noticed and indexed by these Search Engines:

Create lots of text. The more textual information on your site about your business, the more change you have that the site will match the search phrase used by your potential customer / visitor.

Ask other sites to make a link to your site. Your site is partly being rated by Search Engines on the basis of number of links to your site. Note that some sites want the link to be reciprocal. A dedicated links page on your site could help with this.

We've submitted your site to Google, the most commonly used Search Engine. However there are many more Search Engines around, to name a few: Altavista, Lycos, Yahoo and Metacrawler.

Learn from the competition. Type the phrases your potential visitors might use into Google and other search engines and see who comes up first. Then have a look at their sites and see if you can work out why their ranking is better than yours.

Another help to improve your ranking are your statistics, which are accessible once you are logged in via the black and white question mark. The statistics will

not only tell you the visitor numbers but also the referrers, that is the 'click-throughs' from other sites. If a visitor used a Search Engine to go to your site with the help of the referrers you can see what keywords they used.

Keywords. When you are logged in on your WebStarter website you will find two black and white tags: EDIT PAGE DESCRIPTION and EDIT KEYWORDS. You can type in a brief description and keywords you think relate to your site or your business. Some Search Engines pick these up, however this method is dated. Most Search Engines now look at the actual content of your pages rather than the used keywords.

Copyright

With the expansion of the Internet the questions on copyright issues have increased too. We want to give you some advice and warn you of some of the pitfalls you might come across.

General note on Copyright

Copyright does not have to be registered, but is automatically assigned the moment the material is created, published, recorded, or, if the creator is unknown, released or publicly displayed. Copyright prohibits a third party from the following acts without the rights owners' permission:

- Copying
- Issuing copies to the public
- Renting or Lending to the public
- Performing, showing or playing to the public
- Broadcasting, adapting or amending

Internet & Electronic Media

Although no law has yet been passed governing electronic copyright, all electronic media is afforded the same copyright protection as a literary or artistic work. Web pages and email messages both have copyright attached, sometimes belonging to several individuals. Because it is available free of charge does not imply that it's free to copy. The term 'Digital Copying' is used to define any copying in or from an electronic format i.e. scanning from printed material, downloading onto disk or hard drive, copying material from other web sites or sending a fax. Although copyright law applies to electronic copying as it does to print, unlike paper copying/ photocopying, 'fair dealing' in the digital environment is yet to be defined in UK Law. Therefore it would be unwise to assume that any digital copying is 'fair dealing'. Faxing is generally accepted if all copies made for the purpose of transmission are subsequently destroyed, so that only the original document and the recipients' copy remain.

Internet and Intranets

It is copyright infringement to post any material onto a website, regardless of the accessibility, without the permission of the copyright owner. This also applies to student work as a student retains copyright ownership in all his/her work, unless a signed contract exists to the contrary. All copied material must be attributed to the

Internet and Intranets (Continued)

creator/author and publisher, the source, and if copied with permission or under a Licence, details must be attached to this effect. E.g. Name of organisation or licensing body, date permission granted and duration (usually duration of the course/module e.g. one semester or one year). Most web sites carry a copyright statement, indicating which uses are acceptable or require permission. If no statement is available, permission must be sought before copying.

Hyperlinking

Simply linking from one website to another, may not infringe copyright, providing the material is not then displayed in such a manner that would suggest the material is your own creation. As a matter of courtesy and good practice, a permission request or notification should always be sent to the website owner prior to linking. Many websites host advertisements for which the organisations receive revenue calculated by 'hits'. In these cases, the web site owners prefer all links to be made to the 'home page' or the page displaying these adverts rather than directly to the page of your choice. If permission is not sought, the web site owner could request a fee, or that the link be removed.

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Frequently Asked Questions

How do I make a single line break?

The most asked question! To make a single line break in a section of text, hold the shift key down whilst you press 'Return'.

I have a Mac - can I use the WebStarter Web Site?

WebStarter Web Sites are set up to be viewable on all computer platforms. However, some of the functionality of the Editing system requires specific Platform/Operating System/Browser combinations. To use the full editing system you need a PC with Internet Explorer 5.5 or higher and JavaScript and cookies enabled. Although you can perform many of the editing functions on a modern Mac, the full capabilities are not yet available. Hopefully we'll be able to add these soon.

Any other issues?

If you require any more information or have specific questions we are happy to be of your assistance. Please contact us at:

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