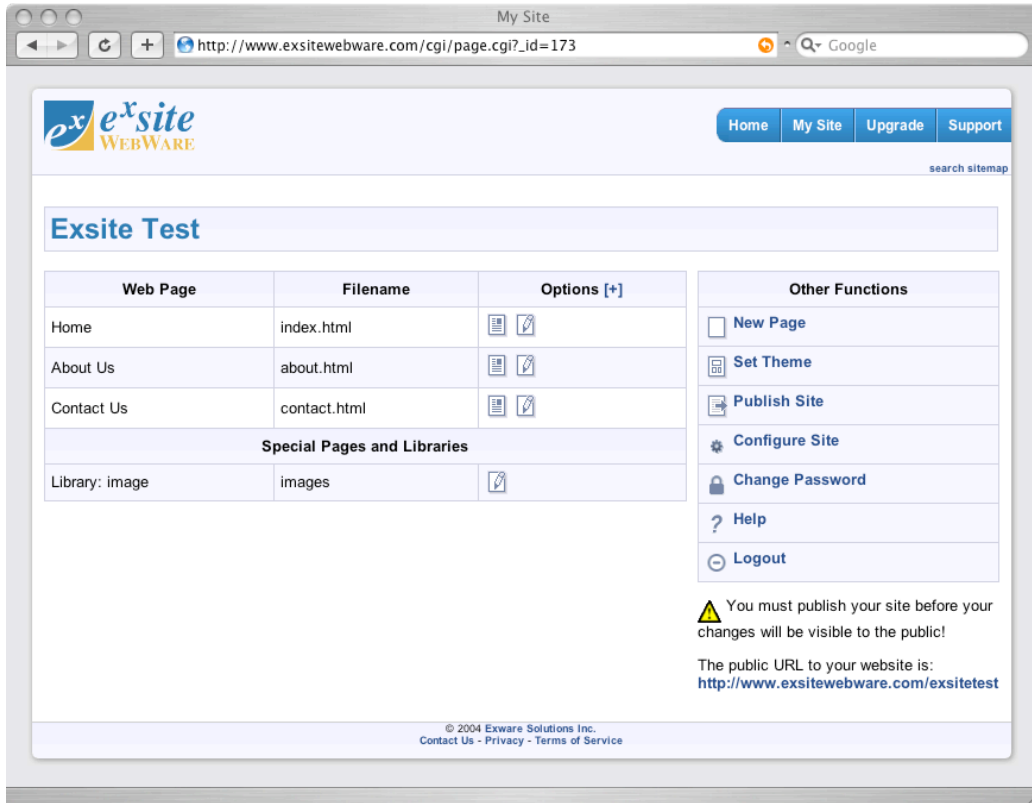


EXSITE WEBWARE INTRODUCTORY USER GUIDE



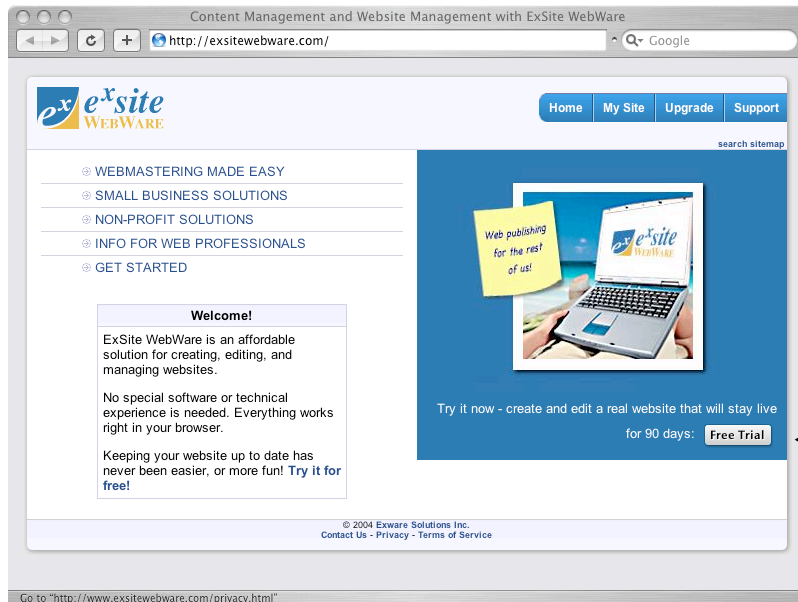
SIMPLIFIED WEB SITE AND CONTENT MANAGEMENT

<http://www.ExsiteWebware.com>

Getting Started

Creating your web site

If you do not already have a web site running under ExSite Webware, the easiest way to create one is to follow the links to make a free trial site, from the home page of ExsiteWebware.com:



There are numerous options for selecting visual themes and pre-configured pages. Do not worry if these do not match your desired web site precisely. They are there to simplify set-up and configuration, and can be altered or customized at a later time.

If you already have a web site running under ExSite Webware, you can skip to the next section, Administering Your Web Site.

Upgrading your website

Once your site has been set up, the support team at Exware can upgrade it from a free trial site to a fully supported site. This will enable new features, such as uploading images, using dynamic web applications, and being able to install custom themes.

Note that you update your basic web content and pages *before* your site is upgraded, and those changes will be preserved through your upgrade.

Note that your web site is automatically given a web address that looks like www.exsitewebware.com/your_site. You have the option of changing this web address to a personalized address such as www.your_site.com once you are ready to “go live”. Exware’s support team can assist with this, when you are ready.

Administering Your Web Site

Administrator Log-in

The public will view your web site through your public web site address, but in order to make changes to your web-site, you will need to visit a different location. Start by visiting the ExsiteWebware.com home page, and click on the “My Site” button:



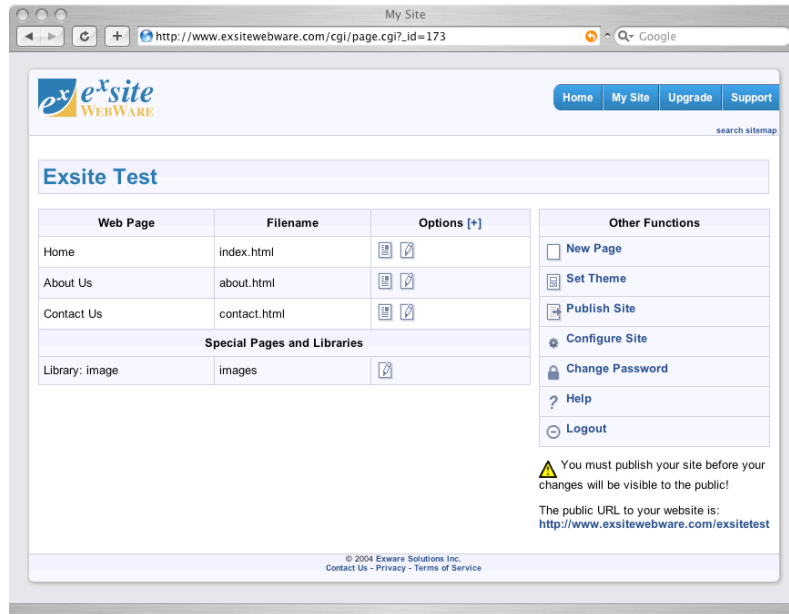
You will be challenged for your login and password. Once you have entered these correctly, you will be connected to your web site control panel. If you do not explicitly log out, your login remains active as long as your browser stays running. Once you shut down your browser, you will be logged out automatically.

TIP: If you ever get “lost” or lose track of your web site control panel, simply return to the ExsiteWebware.com home page (or any other page at ExsiteWebware.com), and click on “My Site”.

TIP: It’s even easier to find your way back to the control panel if you bookmark it. If you are already logged in, the bookmark will take you direct to the control panel, otherwise it will take you to the log-in screen first.

“My Site” Control Panel

Your basic web site control panel presents a list of your web site pages and libraries on the left side of the screen, and a list of general web site administration functions on the right side of the screen:



There are some options icons shown beside each page. Normally the preview and edit icons are shown, but there are extra hidden options that can be shown if you click the [+] sign in the Options heading. More on this later.

Pages vs. Libraries

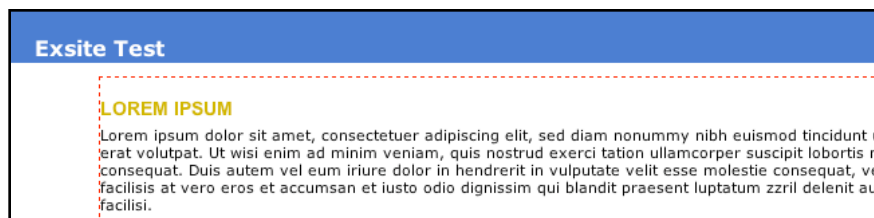
A web page is a normal page that you would view on the web, which contains text and/or images for viewing.

A library is just a place to store images (or other files, such as documents) that you want to use in your regular pages. As a general rule, you should load the images you are planning to use in your web site, into your images library to make them available to your pages. This is explained a little later.

When you make updates to a web page or library, you are only updating a working copy. The public cannot see these changes, until you publish them. Furthermore, old versions are saved, so you can always revert back to a previous version if you change your mind. This is explained in more detail later.

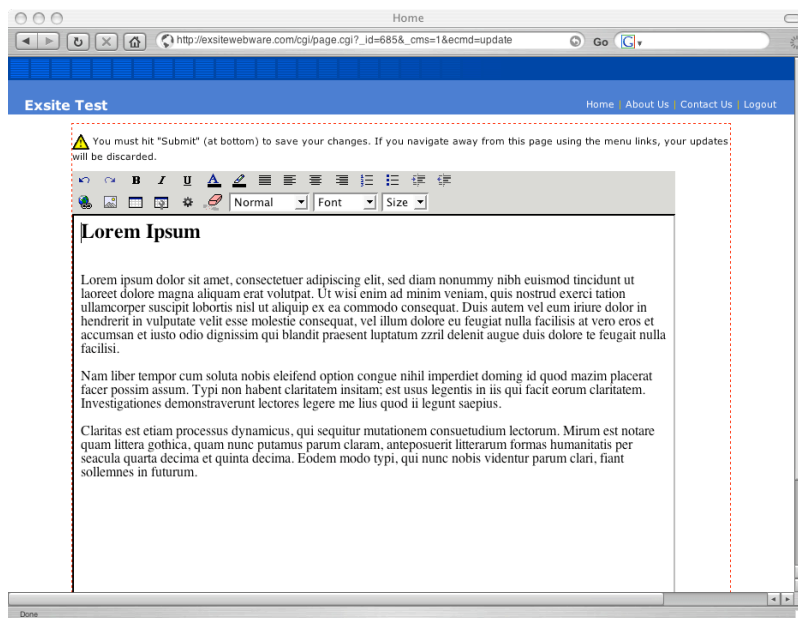
Previewing a Web Page

To view the current working copy of a web page, click the preview icon beside that page. Administrator previews include a dashed red line that highlights the editorial content in that page. You can change the editorial content inside this line; the rest of the stuff on the page is provided by the graphic design template/theme that you have selected.



Editing Web Pages

To update the content in a web page, you can either click the “Edit this page” button in the page preview, or start from the edit icon in the control panel. In either case, the editable content in the web page will be replaced with a word-processor-like editor:



Simply click inside the editing area and type your changes. You can cut, paste, copy, and delete, just like any word processor. The first row of tools in the toolbar gives you a number of simple tools for formatting your text. The second row includes a number of more powerful tools, which are explained later.

Below the editing area (you may need to scroll down to see it) is a “Submit” button to save your changes. You must click this when done, or your changes will be ignored. In particular, **do not** navigate away using the menus or other links while editing, unless you are intending to discard your edits.

Normally your editing is done in a new window. When you finish your changes, and submit, this window updates to show you what the working version of your page now looks like. If you are satisfied with this, you can close the window. Your control panel window should still be there underneath.

Maintaining Good Style

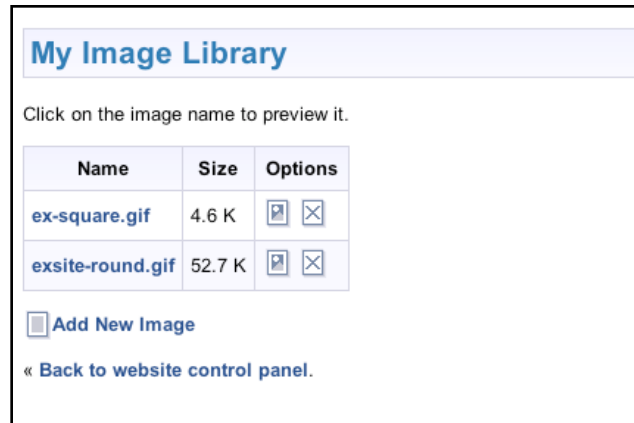
Note that graphic design styles (fonts, colors, etc.) are imposed on your content by the theme you are using. When your theme changes, your text styles will also change. That is why your content appears in the editor using a neutral style. For the most professional results, leave your content in this neutral style, and **never explicitly set your fonts or colors**. That will allow the theme to take over and present your content in a format that best matches the theme.

You can, of course, explicitly override your theme and set fonts and colors in specific situations. It is good practice to restrict yourself to doing this only when it warranted by special formatting requirements in your content (for example quotations, poetry, or computer code). General-purpose content should be left alone, for the most part.

Content can be pasted into the editor from other programs, such as Microsoft Word. Unfortunately those programs try to paste in all of their own formatting and theme information, as well. This contradicts the best practices mentioned in the above paragraphs, and will lead to erratic or even downright ugly formatting unless the source theme exactly matches your web site theme. The clean-up tool in the second row of the toolbar is immensely helpful in this regard; if you click it, it will “scrub” all of the text in the editor and restore it all to a neutral style that your theme can work with.

Working with Images

By default you will have one images library showing on your control panel. This library is intended to contain any images or other files that you want to place into your web pages. You can manage your image library by clicking on the edit icon beside it. This will bring up a list of your images, with a few options. Click on the image name to preview it. Click on the “Add New Image” link at the bottom to upload an entirely new image into the library.



Two options icons are shown beside each image name. The Update icon allows you to replace the current image with a new version of that image. The delete icon allows you to remove that image completely from the site; if you have updated the image in the past, however, the delete icon will also give you the option to “roll back” to the previous version.

TIP: Images on the web tend to be low-resolution compared to other media (such as print). That is because computer screens are low-resolution compared to printers, and because high-resolution images take too long to download. For this reason, best results are obtained if you upload small image files. Try to keep your images under 500 pixels across, and under 64K in size. ExSite may try to shrink your images if it thinks they are too large; if you don’t want your images to be tampered with in this way, you should manually prepare them using a photo package to get them to an appropriate size before you upload them.

TIP: Photographic images are best uploaded in JPEG (.jpg) format. Artwork with lines or solid colors often work better (ie. has smaller file sizes) if uploaded in GIF or PNG formats.

Inserting Images into Pages

To place an image into a particular page, you should edit that page, as described above. Place your input cursor where you want the image to go, by clicking on that point with your mouse. Then select the image tool from the toolbar.

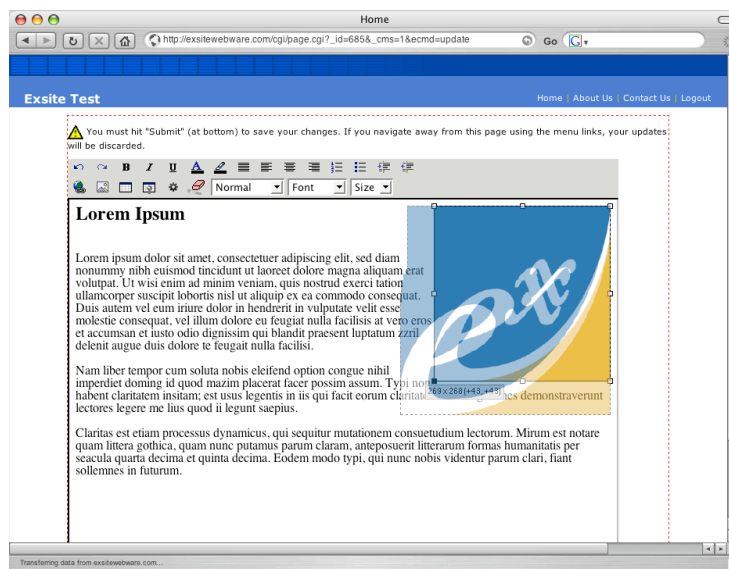
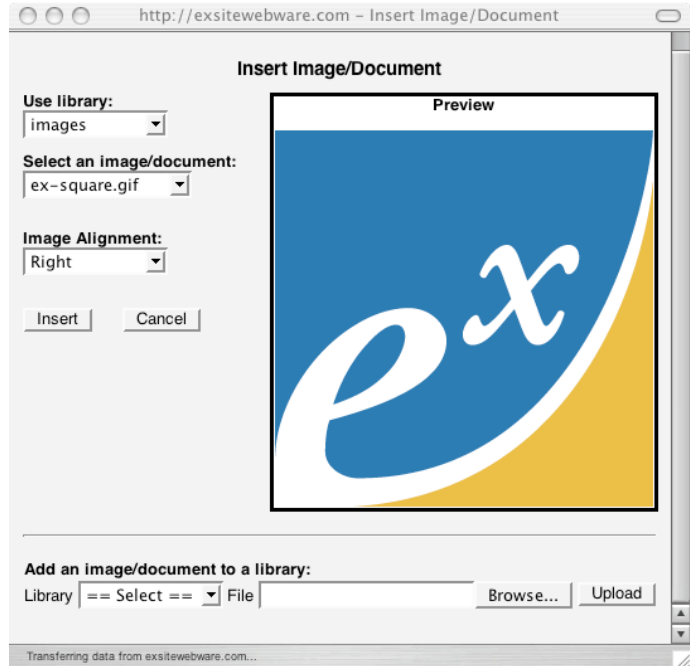
The image tool lets you browse through your image library, and select the image of interest. The image will be previewed so that you can be sure you have selected the correct one. Click the “Insert” button to insert it into your web page.

Normally the image will be inserted as if it will occupy its own “line” in the text body of the page. If you prefer to have the text flow around the image (like this one), then you should select a “Right” or “Left” image alignment, depending on which side of the page you want the image to move to.

If you realize that you had forgotten to upload the correct image to your library, you can add it on the fly using the upload tools at the bottom of the image dialog window. Note that this does not insert the image into your page. After the upload is complete, the new image will appear in your list of images in the selectors above. You can then select, preview, and insert it like your other images.

If you have placed documents or other files into your image library, you can select, preview, and insert those as well. However, all you get in that case is a link to download the file.

Once an image is inserted into your page, you will see it in the editor. You can adjust the text around it to control the flow and whitespace.



Changing Image Size

Click on the image in the editor, and you will see control points appear around the edge of the image. You can click and drag these control points to adjust the size of the image, as shown above. Note, however, that image quality tends to degrade as it is resized away from the original. If the resized image quality is not satisfactory, you should upload a new version of the image that is the preferred size.

Removing Images from the Page

Click on the image in the editor, and hit the delete key on your keyboard. This removes the image from the page, but leaves it intact in the library so that you can use it elsewhere.

Changing the Placement of an Image

Remove the image from the page, as described above, and then re-insert it in the desired location.

Managing Pages

New Pages

Create a new page using the “New Page” function on your site control panel. It will prompt you for a page label, which is how the page will appear in menus. (The filename that the page publishes to will also be based on this label.)

The new page will be placed straight into the site map on the left side of your control panel, and you can work on it immediately.

Configuring Pages

You can adjust the page parameters, including its label and filename, by using the “Configure Page” icon. This icon will appear if you click the [+] link in the Options heading. Note that changing the filename only affects future publications of the page; it will not change the filename of the most recently published version of the page.

Adjusting the Site Map

The site map determines how pages are ordered and laid out in menus. If you want to move a page elsewhere in the site map, you should configure the page, as explained above. By changing the **Parent Page** and the **Page Rank**, you will change where the page is positioned in the web site. These parameters are explained here:

PARENT PAGE	This determines which sub-menu the page lives in. A sub-menu sits underneath a particular parent page, and is only displayed if you are on that parent page or one of the sub-menu pages. If a page has no parent page, then it is a top-level page and will appear in the main menu.
PAGE RANK	The page rank is used to order pages within a particular sub-menu (or top-level menu). A page with a rank of 5 will be placed above pages of rank 6, but below pages of rank 4 (and not necessarily at the 5th position).

Deleting Pages

To remove a page from your site, open up the extra page control options by clicking on the [+] link in the Options heading. Then select the delete page icon.

Rollbacks

To recover a previous version of a page, use the Rollback icon, which is hidden in the extra page control options. Note that this only restores the previous version to working version status. It does not change the public view of the page until you republish.

Publishing

Most of your changes to your web site are made to working versions of your pages and files. That means you can safely edit files and update images without worrying about what the public is seeing. When your content is in presentable condition, you must publish to make it public. Publishing generally opens a new window, which reports on the progress of the publisher. When the publisher is done, it may redirect you to the published site so you can see your changes. Simply close the publisher window to return to your control panel.

Publishing the Entire Site

Use the “Publish Site” tool in your web site control panel. This (re-)publishes all of your pages and images. It is a good idea to do this if you have added or deleted any pages, since the menus on all of your pages may need to be updated to reflect the changed site map. For small changes, however, it may take too long, in which case you can publish pages individually.

Publishing Individual Pages or Libraries

To publish a single page or library, expose the special page control options, by clicking on the [+] link in the Options heading. Each page has its own publish icon, which you can use to publish that page only.

Changing your Site Theme

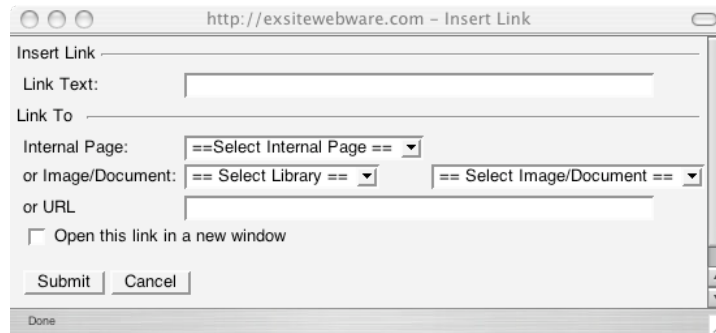
You can give your site a complete make-over, using the “Set Theme” tool in your site control panel. You will be presented with a list of available themes/templates, with options to preview each one. Select the one you like, and hit “Submit”. This converts all working versions of your pages to the new theme. Try previewing one of your pages to see what it looks like with the new theme. If you don’t like it, simply repeat the “Set Theme” procedure to go back to your original theme, or try another one.

You will need to republish the whole site if you want to make your new theme visible to the public. (This is not necessary if you ended up reverting to the original.)

Advanced Editor Functions

Hyperlinks

Most web site themes will automatically build menus and links to your pages for you. Many times you will want to create custom links to your pages, your images/documents, or to other web sites. To do this, highlight the text in the editor that will be the “anchor” (ie. the clickable text), and select the link tool in the editor toolbar.



The “Link Text” field should automatically contain your anchor text. You now need to select the link target (where the link will take you to). Use **one** of the next three inputs:

Internal Page links to a page on your site. Simply select the page from the list.

Image/Document links directly to an image or document in your libraries. Use this to create customized links to files that you have uploaded.

URL links to any web address. This is how you link to external sites.

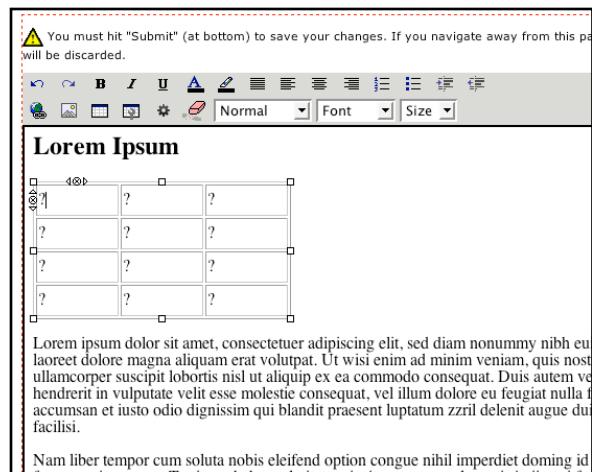
If you check the “Open link in new window” box, the hyperlink will open in a new window. This is customary (but not required) for links that leave your web site.

Tables

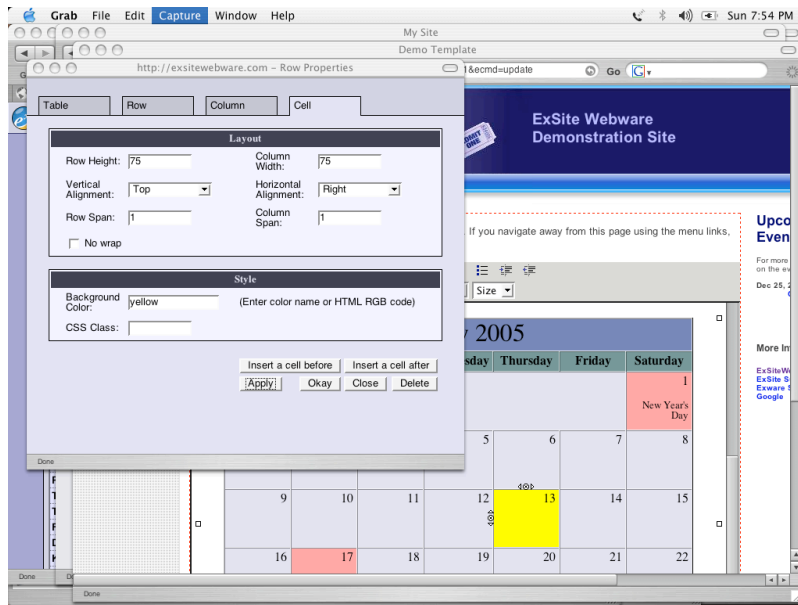
Tables are used to format text or images in aligned rows and columns. There are two table tools in the editor toolbar. The first creates a new table; the second reconfigures an existing table.

When creating a table, you can specify the number of rows and columns, and some general formatting/layout parameters. The table will be inserted into the page with question marks in each table cell (see left). Simply replace the question marks with your content.

When reconfiguring a table, you have many options for adjusting the formatting and styles of the entire table, or particular rows, columns, or cells. When working on rows or columns, place your cursor in any cell of the target row or column. You can continue to adjust any number of table



parameters, by placing your cursor into an appropriate cell, selecting the appropriate tab in the table configuration dialog, setting the parameter, and clicking “Apply”.



The table editor dialog also allows you to insert new rows, columns, and cells into your table, either before or after the current cell. Note that this can get tricky if you are using “Row span” or “Column span” parameters, since the number of rows or columns becomes irregular in these cases.

Dynamic Web Applications

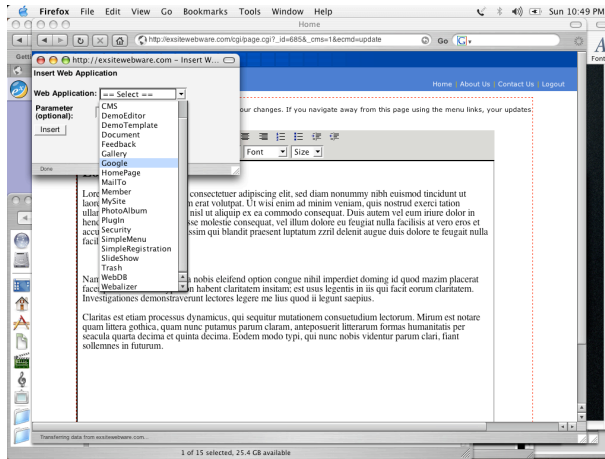
If your site supports it, you can insert dynamic web applications into your pages, as easily as you use images. A dynamic web application usually involves an interactive web form, or a report containing information drawn from a database.

A dynamic web application occupies space on a page, just like an image would. The web application object on the page expands to hold whatever content is fed to it by the web application.

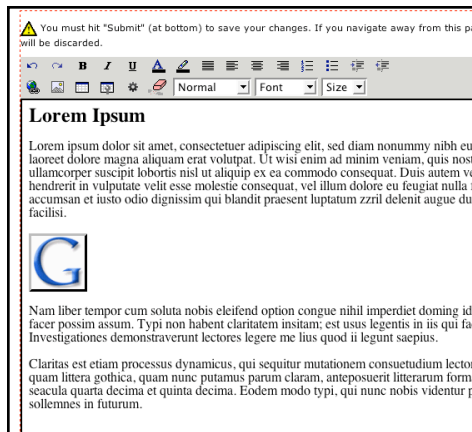
To place a web application into a spot on a page, place your cursor where the web application should go. Then select the web application tool from the editor toolbar. The web application tool has a selector that lets you choose which web application you want to insert. This list varies, depending on what applications are installed and which ones you are licensed to use.

Many web applications accept an optional parameter. The parameter varies from application to application. User-friendly applications will adjust the parameter input field automatically so that you can simply select the options you want. Some applications just leave you with a blank parameter field. It’s usually safe to leave it blank; the web application will figure out the best default configuration to use.

Click “Insert” to place the application into the page. It will appear in the editor as an icon. Click on this icon and press the delete key to remove the application from the page.



Selecting a web application (Google Search, in this case).



The application appears as an icon in the editor.



The application automatically expands to a fully-functional web tool on page views.