WEBSITE WIZARD

User's Guidebook

Version 1.1

Introduction

Congratulations!

You are now just a few hours away from having your very own, beautiful and fully functional website.

Have you ever dreamed of your own website that:

- **looks just like you want it to be**, and looks **crisp** and **professional**

- **takes online orders**, 24/7

- processes credit cards

- **distributes your e-products**

- increases your sales and **boosts your business** through an **affiliate program**

- **delivers your newsletters/e-zines** to your info-hungry subscribers

- **tracks the effectiveness** of your marketing campaigns and promotions or just tells the world about your fascinations

- and, above all, is easy to manage -- you may **add new content and format it at anytime,** and all that **by yourself**?

We have great news for you, because now, you are just a quick step away from having your own website running and ready for your visitors!

No HTML knowledge needed!

WebsiteWizard software is an intuitive tool that enables you to **create web pages**, **enter and format their content** and **illustrate** it with pictures, introduce special features for your website interacting with the visitors, as well as design and introduce a structure of the pages in your own website.

If you know how to use a word processing program, that's all the skill you need to quickly build your own impressive and **very effective** website.

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When we say effective, we mean a website that generates orders.
That is very often the reason for having a site.

The features we are about to show you are so well thought out that nothing will be difficult to understand or hard to do. You may rest assured, right from the start, that you can immediately apply what you learn with confidence.

In just a few quick steps, you can create a beautifully looking website, open your **online shop** with a **virtual shopping cart** and a possibility to **pay with a credit card** for your services and products, as well as introduce **your own affiliate program** for promoting your own services or products.

The bad news...

A common misconception about Internet marketing is that all you need is a website and you can then rack up millions of sales.

Ever heard the saying -- "Tell people often enough and they will get it in a flash"?

Research shows that very few people actually buy on their first visit to a website. This figure can be as low as 1-2%. Although, even that low a figure makes you a profit when you're advertising, as product and delivery costs are close to zero!

As many as 70 percent of your visitors will be concerned about making online purchases. Therefore, you must *build a relationship* with your prospects, in order to convert them to customers.

Things only get interesting after about the fourth contact, when perhaps 10% of your total sales come in. Two thirds of your business will need five to ten contacts to act, and you need even more contacts to clinch profitable last few sales from the laggards. And it's those last few sales you need, because they are pure profit!

Therefore, your problem is how to keep in contact with visitors long enough to turn them into paying customers?

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Simple!

You offer visitors to your website something free -- either a report or a newsletter. In order to receive this free material, your visitors need to give you their name and email address. Once they have confirmed their wish to subscribe, you can mail out emails, newsletters and reports at regular intervals, which will then begin to generate cash sales for you.

By the way, unlike most emails they receive, yours might stand right out, because they could be in sparkling color. And it's all done automatically for you. Isn't that amazing?

The secret weapon for Internet wealth

Meet the staggering power of autoresponders. This is the beating heart that makes your website alive. It hums like a well oiled money machine -- on cruise control and in full color! And, because they are both from the same stable, integrating your website with your autoresponders is dead easy!

Not only that, your emails, newsletters and reports will stand out from the competition by being just about the only emails they will receive in beautiful color -- just like a website.

And imagine these hours and hours -- not to mention the cost – it takes to mail out a thousand of your customers the old fashioned way, with snail mail. Now you can do it with a couple of clicks, at zero cost, literally!

E-zines take you right to where the real profits are

The biggest expense of any business is actually winning the customer in the first place. You may only make a tiny profit on the first product they buy. It gets more interesting when you sell them a second and third product -- in the marketing terminology referred to as "back end sales", because your major expense is paid (winning the customer), and you end up with a very profitable back end sale! This is particularly so because the customer now knows you, trusts you *and* the quality of your products. Consequently, they are happy to pay for higher value products. It is a double win for you -- a higher profit item sold, while your marketing expenses drop to zero!

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That's where e-zines make you even more money -- by keeping your name and products in front of your customer and by mailing them regularly with more offers.

If they liked what they bought from you the first time, chances are you will get a favorable response with a follow up offer of a related product.

Here's another secret of Internet success

The age of mass production -- and the mass market -- is gone forever!

The Internet is vast -- and growing daily -- but, ironically enough, the **real money is made by targeting small, tightly defined niche markets from individual websites, selling single products**.

You can now work smart -- targeting a small market, where there is none or little competition, which will make you a small but certain profit. Once set up, the whole process can be completely automated.

So, do you put your feet up, once your website is working for you, 24/7/365?

No! You target *another* niche market with another website and another range of products. Once that is done, you do another... and another!

That way, what was a small income from one site and one market, becomes multiple streams of income from several websites, targeting several different markets. This not only adds up to a big income, but also *safeguards* your income, because it comes from different sources.

As a result, if one market dries up, you carry on unscathed with the income from the others, and quickly replace the explored market segment with other products, aimed at different niche markets.

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The third secret of Internet success

In fact, it is the secret of any successful business. Namely, **marketing** is the driving force of any business. Businesses fail, because they don't have enough customers buying products at a profitable price.

As the owner of that business, you are its chief marketing executive. That means your time is too valuable to be simply running the day to day business. Indeed, fail to get the marketing right and you won't have a business to run!

That's the other magic of your Internet based business, because you can set up your website and your autoresponders to do all the donkey work for you -- automatically!

It's like having a dedicated staff that work 24/7, never complain, never waste time chatting or day dreaming, never get sick or go on vacations, and are happy to work for peanuts!

All that leaves you free to get on with the **real business of making money.**

Oh, yes, that's the other beauty of the WebsiteWizard system. Take it from us!

A successful marketer is never satisfied with their website.

By that, we mean you will always be coming up with new ideas and better ways of doing things, particularly when you get more and more familiar with the vast range of money making options WebsiteWizard gives you. With WebsiteWizard, you can alter your website at any time, night or day, just as soon as that brilliant marketing wheeze pops into your head.

Forget waiting days on end for your tame computer geek to get round to tweaking your site, and charging you big bucks for the privilege.

Let's just sum up what we have discussed so far.

- You can turn your website into a money machine by capturing and keeping in **regular contact with your prospects**.

- Once you've turned your prospects into customers, you can start making real money from them with **back end sales**.

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- The way to make big money in the Internet is **several sites targeting specific niche markets.**

- You then create another website, and then another, until you have **multiple streams of income.**

- You use the awesome power of autoresponders to release you from the treadmill of running the business.

- You use the saved time to test and improve your marketing.

At this point, you must be itching to get your website up and running, so here it comes.

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Quick jump start to the Internet

What is the Internet

During the past few years, the new technologies -- particularly computers -- have appeared in almost every aspect of our life.

With a computer, anybody may collect, archive, reconstruct, and share information with each other. While being connected to the Internet, we can read the news, find information and even purchase goods and services. Computers are becoming absolutely necessary at work and important for leisure. We can even listen to music, play games, or watch movies.

Moreover, with a computer at home and Internet connection, we can easily communicate with other people -- send postcards, and electronic letters that are delivered practically instantly, even to locations on the other side of the planet.

You may wish to check out the information about the place where you are planning to spend your vacations. Having Internet connection means you can check offers from travel agencies, order a flight, book a hotel or rent a car.

You will probably even be able to find photos of your hotel room and gather information on numerous interesting places in the area, the best restaurants and other attractions.

> The Internet is **a global network of computer networks**. Anyone may use the email and look over the Internet pages with a web browser because the computer is connected to the Internet and it communicates with other computers using so called **Internet protocols**.

The **Internet** is a wide network of computers which communicate with one another, using standard **Internet protocols**. Computer software translates the information that your computer received from a remote computers and therefore you can look up the web pages, and successfully send emails and check your mailbox.

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While using web browser, you enter a certain Internet location in the navigation bar
in order to view a certain site.

> An **Internet location**, sometimes called **URL**, is a location of a
> particular computer that is connected to the Internet.

For example, when you enter a location http://www.websitewizard.com, you may expect
that the WebsiteWizard homepage will appear in your web browser. From your
computer's perspective, on the other hand, when you entered a URL and requested an
action of
the web browser, the computer started looking for a **server** on which WebsiteWizard is
located. As it found the server, both computers entered into dialog. Your computer
requests and receives a website data. The data is transferred to your computer and
displayed on your screen.

> Almost every computer connected to the Net has a **unique
> address**. There are two systems of addressing computers in the
> Internet -- one is the **system of domain names** and the other
> one consists of the **series of numbers** (so called **IP address**, e.g.
> *207.8.198.8*). This set of four numbers enables any other computer
> to find it. **Domain Name Servers (DNS)** translate this number
> into words.
>
> An **Internet domain name** is an exclusive web address that
> identifies and names a computer connected to the Internet.
> Domain Names are human friendly addresses of the computers that
> became connected to the Internet.
>
> As the Internet user enters a domain name, such as
> *www.yourdomainname.com* into the address box, the web browser
> transfers it into an IP address and connects to the website to show
> the page.

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> Please note that there might be more than one domain name that points to the IP address of your account.

Electronic mail systems also use DNS. An email is nothing else than the address to an account on a certain server. It not only identifies the server but also the user to whom a message should be delivered.

When you send an email message to John Smith whose email address is *john.smith@yourdomainname.com*, your computer will know that it should deliver the message to the computer related with that particular domain name and that the message should appear in the mailbox of the user named john.smith.

> A **server** is a computer where the website is hosted and made widely accessible to the Internet network.

With your WebsiteWizard account, you can create a new page, and than it is automatically made accessible for the Internet users through the WebsiteWizard server.

If you register a domain name with WebsiteWizard it will point at your website, and DNS will assign this domain name with the IP of your website.

There is so much you can achieve in the Internet

The past 10 years have been a time of constant development of the role of computers in our lives. The Internet is a universal medium and millions of people all over the world become connected and use this medium in their everyday life.

> Every day, millions of people watch the websites looking just for information, or with the aim of ordering services they need. They get connected when they want to buy goods, such as books, CD's, T-shirts, sexy apparel, no matter if they want to order them via the Internet or just look for information about the product.

Don't miss this great opportunity to create your presence in front of those people. Make your dreams come true and make the Internet business ethos a part of your life.

Top five reasons to have your own website

No matter what you do, if you have a passion and want to share your passion with others, a website is a must!

1. You can communicate with other Internet users -- your existing and prospective clients, or people who share the same interests.

Boost up your profits with an Internet website.

> Only recently, we read that **83,4 million US consumers** research online for products. This means that there are over 80 million potential and prospective clients for your products! Anyone from this extensive group of people might visit your website and become your prospective client.

2. Use your website as a business card

3. Inform Internet surfers about your own service and products

Bring your ideas to the widest possible group of people

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The only limit to what you can do in the Internet is your imagination

You can make a website that will share information with others -- no matter if you want to present your hobby or share your professional knowledge.

If you like to make furniture, as a hobby, you may offer your furniture designs on your website. Other furniture makers might find this information useful and this way you would be able to communicate with the people with shared interests, by establishing a forum and holding discussions with them on your very own website.

If you are a dog lover, your website could provide information how to take care of your pet in the best way.

With your own website you may share information with others

Pamela Jones, the author of a **groklaw** website at http://www.groklaw.net, is a journalist who wanted to share information about the law related to the Internet with other Internet users. By doing so, she not only provides interesting data for common use, but also markets her own name.

If you have professional knowledge in a particular area, it is worth setting up and running your website. You could share your knowledge and/or skills with others, help people solve their problems, **and** you can market your own name.

Miss Jones not only shows what the most interesting legal cases on the Internet law are, but also promotes herself as a journalist in the best way -- she shares with others what she knows well and demonstrates her reporter skills, her writing style and the ability to find and present interesting stories.

The Internet is the best and cheapest way to present your company

Figure 1

By using this medium, you may present your product or service, and communicate with your clients.

Let's suppose somebody by the name of John Smith runs a construction company that builds and renovates houses. He would probably want to use the Internet to present what services his firm offered and to exhibit pictures of the houses they had built and the apartments they had renovated. Why? It's simple -- for less than **$10** a month, he can have a website which may be promoted on his business paper, in the Yellow Pages, or on the side of his company vehicles, showing company's website address (URL).

With your own website you may show the offer of your company

So, we have made sure that once somebody looks for services our company offers, they will find us. Prospective clients can actually see all the work we have done during the past years, all the work we should be proud of. They would get to know us better with this portfolio.

They may visually ascertain that we are a professional and reliable company that has been active in the market for a long time. They will find testimonials of the previous clients who have been satisfied with our service.

Companies can show their Internet address on every business card, folder and on all the ads they ordered, so that prospective clients would visit their website and become familiar with their business.

For the sake of our example, while browsing the Internet with **Google** and looking for a construction company in town, internet surfers could find your website. If they do, you will have a distinct advantage over the competitors who don't have a website.

The website is an extension of company's business card and helps potential customers to get to know the company's professional background and the projects they completed. On top of that, testimonials from previous clients are a great selling point!

Having you own website you can present your company and make it easy for prospective clients to contact you

Not only can they find information about product or service that you provide, but also they can contact you easily, by sending you an email and receiving your answer without any delay.

For the convenience of visitors, you can provide a map showing where you are located.

Outdistance your competitors

Do your competitors use the Internet and have their own professional-looking website? Don't get left behind…

If you intend to maintain a competitive advantage, you need to build your traffic by implementing an effective Internet marketing strategy.

The Internet as a marketing and promotional tool

Visitors to your website can easily obtain information about your product or service. You may prepare, edit and publish your own electronic newsletter (e-zine) to the prospects on daily or weekly basis. This way your prospect customers will become familiar

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with your company and be more inclined to think of you first, when a construction job comes up.

Build an online shop and sell your products online

You may organize your website in such a way that a visitor can purchase your products or order your service *online*.

> With your own website, you will not only achieve online presence, but also effectively market to visitors your product and service.

Driving business to the site takes knowledge, planning, time and effort

You will benefit from WebsiteWizard site building software whether you are an experienced business professional or just thinking of starting your own business. With WebsiteWizard, you can make your website look really professional with very little effort and absolutely no technical knowledge.

> Now you can create and later update your own website to promote your services, sell products or dedicate it to your own fascinations **easily** and **intuitively**!
> No HTML knowledge is needed!

WebsiteWizard is designed for an easy and quick setup of a website, which looks professional and attractive. Moreover, you can change any aspect of your site at a whim.

No need to wait for some webmaster to do it for you, at vast expense.
You are the webmaster!

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What is a website

Before we start going further, let's look at the two terms -- **website** and **web page**.

A **website** is a group of **web pages** that are connected one with another by a topic, a domain name, an author, a layout, colors and referral links in-between various pages and their parts.

No matter what sort of website you are creating, the content should presented be on more than one page. In some cases even one page would be enough.

> Each web page presented in the Internet has its own unique address. A group of pages that make up a website may share a common domain name. While browsing these pages, a visitor doesn't feel as if they were separated, but rather will treat them as one.

An **Internet domain name** is an exclusive web address that identifies and names a computer connected to the Internet.

A domain name consists of at least two parts separated with dots, e.g. *yourdomain.com*. The main part (*yourdomain*) gives the unique name of that particular website. This part should be as intuitive and easy to remember as possible, so that when somebody enters your website, they will return often and even tell friends about it.

On the other hand, if a domain name is hard to remember, nobody will be able to come back at it.

While browsing the Internet, it often happens that an Internet user tries to guess the website address and enters various domain names into the web browser's address box. If a website were at an intuitive domain, it could be found with such guess-browsing.

When you read a domain name, it usually starts with *www* (World Wide Web), but it is not a strict requirement. *http://* before the domain name means the **HTTP internet protocol** that is used to transfer the web pages.

The last part identifies the function (purpose) of your website or your country. For example, **com** indicates a website is founded for commercial purposes. On the other

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hand, websites may end with. **org** are for organizations and communities. When a domain address ends with .**uk**, .**fr** or .**es,** it is likely that the website is from United Kingdom, France or Spain, respectively. Other domain suffixes, such as **.net**, **.biz** or **.info**, are also available.

Five secrets on how to make your website attractive and profitable

Under this section you will find some advice and useful suggestions that will make your website even more attractive for your visitors.

Choose the topic for your website

Whatever you can think of could be a good topic for a website.

Whether it is about:

- your home town

- the poetry you like to read

- the services you provide running your company business

- a hobby you have,

- or your favorite hamster.

> Anything you want to share with other Internet users is a good topic for your website.
>
> Anything you choose as a topic for your website may give you great satisfaction. It can also make you some extra cash!

Grace, a graphic designer, started with placing some of her work on her new website. At first, Grace thought the site would be just to present her new work to the friends all over the world.

She never anticipated that she might post other people's work in the future. As time passed, the website grew and she kept attracting more visitors. Grace started placing additional information about other graphic designers, along with some tips on what makes good graphics. There were reproductions of other artists, who wanted to post their works, too. The website was easily found with Google and the more people visited it the

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more questions she received to her mailbox. She decided to extend the website with a forum, so that people could post comments.

After a year or so, Grace decided to widen her range of interests in the Internet and wrote a small cat fun book.

On the website, she had a free sign-up form which allowed the visitor to read the first chapter of her e-book. All they had to do was enter their name, email address and click on the **Sign Up** button, and they'd get the first chapter of her book in a few seconds. Only about 3 in every 100 visitors bought her e-book, but at this stage she already had thousands of visitors per month.

Next month, she is extending her website with a small online shop. She will offer posters with her works.

You can bet she will succeed, because she has a **constantly growing group of targeted visitors**, other cat lovers, and knows **how to make them interested** in what she writes about. She is devoted to the subject and **wants to share the information with others**.

> Your website will succeed, no matter what subject you choose, if only you know who your visitors are and you have something interesting to say.

You need to choose the topic with which you are familiar with, and on which you want to share the information with others.

Name the topic and write it down on a sheet of paper.

Who your visitors will be

Now, think of who you want to attract with your topic.

Write down who your prospective visitors would be. Each group of people will be attracted with different things and details.

You need to decide on what you want to say at your website, but only when you know who will visit it.

Let's suppose that you want to have a website with stories and legends for kindergarten children.

This subject might be good for various groups of visitors, such as:

- the kids themselves, young Internet users, who learn to read

- their parents

- psychologists, or

- kindergarten teachers.

Please note that even though the stories are the same, you would present them in a different way if a website was for kids or for teachers.

You would use different colors, font sizes or illustrations. Teachers would probably look for some methodical suggestions as parents.

> Think of a group of people to whom your website will be addressed. Design the site with them in mind and not necessarily to your own personal taste.

Only those who are interested in what you have to say will browse your website, spend some time on it and come back later on.

A bored visitor is a waste of your time and money. If you didn't grab the attention of a visitor, they would leave your site, never to return.

> While designing your website, constantly bear in mind your ideal visitor. Design your website in such a way a targeted visitor **will find** the **exact information** they may look for. Make sure this information will interest them.

What will attract your visitors

This depends on who they are.

If your website is for children, you will use different vocabulary than for adults.

Let's suppose we want to make a site about combating nail biting. First of all – does we know who the website might be addressed to? Will it be for psychologists, over carrying parents, or to biters themselves? Each group would look for a different content about this subject.

> Please note that every subject can be interesting. Every subject is good for a website and every subject may give you profits, but not all the subjects would attract the visitors you are looking for.

Suppose you are a cat lover and you want to create a website about the cats, you can make money with your website. It doesn't matter if your want to build a website for your company, sell products or present information about cats you can gather visitors and earn money online.

Choose a topic you are familiar with

It is essential you know something of the subject you select for your website, otherwise visitors will be disappointed. Respect your visitors. Always provide them with the accurate information.

Organize your website

You will need to carefully design the architecture of your website, i.e. divide the content into different categories, so that your visitors can browse the site easily and intuitively.

> **Choose the topic that will attract your targeted visitors for three reasons.** Firstly, you want to attract a particular group of people; secondly, you want them to stay on the website and, thirdly, keep returning.

Think about the people the website is designed to attract and this will help indicate the information it should contain and how it should look.

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State your website's mission

Write down who you are, what goals you want to achieve.

State how you want your goals to be achieved.

Set out what your attitudes are.

State who this website is addressed to.

Develop the website content

Use the words your visitors can understand

Develop the content in such a way that your visitors can feel comfortable whilst reading it. Use easily understood words and expressions. Your visitors want to understand what they are reading. If not, they will leave your website and probably won't come back.

> Keep the text brief and easy to understand for your potential visitors. Make your visitors comfortable on your website. They should not only find what they are looking for, but also they **MUST** understand all you are saying.

Name the sections and blocks and use the words the visitors will expect to find on your website

Think about the keywords your visitors could use to find your site. They should be as specific as possible. Use just single words, catchphrases or short sentences to name each section and block. Then you may extend it with content.

> Note that most of your visitors will only visit your website searching for particular information. Most of them certainly won't read it from the beginning to the end.

Use the hierarchy

Prioritize the information. Place what is the most important and what should be highlighted first, and then follow it with additional subsidiary information. Put sections in order. If the information you have on a certain topic is too long for a single page, divide it into two separate sections on different pages. Don't make your visitors scroll down for information. Give them possibility for a quick overview of what the page has to offer in terms of both, the content (what I can find here) and features (what I can do here).

It needs to entice the visitor with the promise of "good stuff" inside.

Clearly show the visitors where they are. Potentially, the following issues might confuse your visitors: What site is this? What page am I on? What are the major sections of the site? What are my options at this level (sections and subsections of the page)? Where am I in the scheme of things?

Name each page at your website.

Design an intuitive structure of the website, so that your visitors feel comfortable and don't have to think what to do next. Make your visitors browse the information and move forward through it.

Inform your visitors what they will find on the website

Promote the content with spotlights the newest, most popular pieces of content on the first page.

Encourage exploration of additional sections of the site and get visitors to try out the features, such as the discussion forum, filling in the survey or subscribing to the email newsletter. For example, offering something free if they sign up for your newsletter.

Let the visitors register if the site uses registration. The home page needs a link for new users to register and for old users to sign in, as well as to provide the way to let them know whether they are signed in.

The navigation through your website must be intuitive. Your visitors should just click once in order to find what they want. Don't make them confused.

Omit redundant words

Redundant words make useful information less visible. Ruthlessly cut "spare" words to make the useful content (and site-specific keywords) more prominent. It makes the pages shorter, and therefore allows users to see more of each page at a glance without scrolling.

Avoid too much noise on the website

People don't like it when the site is too "clever", with too much animation and distracting effects.

Your professional looking website should have:

- Clear structure

- Clear content

- Subdued colors

- No more than three different fonts.

You cannot be offensive in what you are saying.

> Make sure you don't use "over the top" methods to attract visitors. In doing so you will achieve the opposite effect from the one you want. Use carefully chosen muted color schemes that will create the impression you are reliable and professional in everything you do.

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Register the best domain name for your website needs

Domain names help people find you in the Internet, whether via email or your website. You should endeavor to register domain names which are memorable, easily typed and relate to your business.

A domain name:

- enables your website's easy identification

- enables all your business partners, friends, family find your website

- helps your visitor return to your website.

Optimum and E-Commerce WebsiteWizard account comes with a free domain -- you can choose whatever name you like and register a **.com/.net/.org** domain.

You don't have to go anywhere - everything is inside your WebsiteWizard account. Just check if the domain is available, fill in the form and in a second the domain name is yours!

Business reasons to have your own domain

If you run a business:

1. Your own domain name protects your business, product and brand names across the Internet

2. This ensures that someone else cannot get access to your name

3. You receive your own email address. This enables you to communicate with your customers under your name

4. You can set up your website. This enables you to promote your business to your customers.

Forward thinking entrepreneurs often register a catchy name for a future business venture to prevent it from being taken in the meantime.

Personal reasons to have your own domain

1. You establish your individual identity in the Internet

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2. Get your own individual email at your domain name

> This enables you to communicate with your family and friends using your own easy-to-remember name.

3. Set up your own personal website. Post your diary, publish your articles, and share your ideas and information you gather with others.

Make your website accessible

If your website is listed by the search engines, it will be easily found by Internet users who search for certain keywords.

Thanks to WebsiteWizard, you may use an easy to manage tool to submit your website to the most important search engines. However there are thousands of less known search engines and topical directories you should add your site to manually.

While it is very important to submit your website to the search engines, trying to keep a top ten ranking is very time consuming. Obtaining a high ranking in search engines is a never-ending battle. You may have a top ten ranking one day and the next day your site may disappear. What's more, new websites are usually indexed by search engines a few weeks after submission and only if there are some links to them on existing websites.

WebsiteWizard can help you in achieving the best search engine ranking possible. Just remember to use certain keywords which are important to you in page name, title, keywords, description and content itself. In a few minutes you will learn how to do it.

> In order to create a steady and continuing stream of targeted traffic to your website, you must also market for the future. Long-term marketing techniques that will continue to produce results for some time are a good investment.

Take care of the ongoing relationship with the visitors

Interested visitors are the most important factor. The site popularity is measured by the number of visitors who have seen your website and the number of visitors who have returned to your website. Make them return.

Let your website live. Don't place just a few pieces of information that are left unchanged forever. Update your website regularly.

And all this to make them return to your website

Run a **What's new section** for the visitors who are familiar with the content of your website and promote the content.

> **Content promos** -- introduce spotlights with the newest, the most popular pieces of content.
>
> **Feature promos** -- invite to explore additional sections of the site or try out the features, such as the discussion forum, filling in the survey or subscribing to the email newsletter.

Ask for your visitors' name and email address. In return, provide them with a valuable publication, a free course or some other valuable information. You may grant them with a free membership to your website.

By continuously building your **opt-in lists**, you're creating a long-term database of potential customers.

> **Registration --** if the site uses registration, the home page needs a link for new users to register and for old users to sign in, as well as to provide the way to let them know whether they are signed in.

Let your visitors give you their feedback

Let your visitors express their opinions on your website -- how it looks, what may be improved, what needs more work, what subsections should be added. Maybe they would like to ask you a question. Let them do it. Place a form and ask your visitors to state their opinions on the website.

Make them active participants -- fill out a question form, or participate in a survey. The visitors will feel involved and satisfied that they contributed to your site.

Let your visitors participate in your profits

Introduce an **affiliate program** and extend the volume of your online sales!

It is hard to believe, but with WebsiteWizard you get you your own full blown **affiliate program**. You can have your own affiliates. You can boost up your online profits

The easiest way to run your professionally looking website

Have you ever dreamed of your own website? Just imagine...

It looks **just like you want it to be --** crisp and **professional**.

It **distributes your e-products takes online orders** 24/7/365 and processes credit cards. Your sales are at constant increase and you **boost your business** through an **affiliate program**. The built in autoresponder **delivers your newsletters** to your info-hungry subscribers. You can supervise the effectiveness of your marketing campaigns and promotions and.... all that automatically with the **click tracking feature**.

And above all it's easy to manage the website -- you may **add new content and format it at anytime** and all **by yourself**.

> No **HTML** knowledge needed! All you need is a little time
> and an idea. Are you ready to develop your vision and make your
> dreams of the website come true?

Building your website

People usually think that building their own website must take time and they need to be skilled in technology. Well, with WebsiteWizard they don't have to. With an idea, you will build up your website in hours

I would like to say the experience I have had with WebsiteWizard is great. I'm still building my site, but with your friendly support staff, it has been an easy task thus far. Thanks!

Quincy G Jones

I was the original Internet dummy. Yet, WebsiteWizard has quickly enabled me to become so skilled in a very short time. I now have nine sites and show other people how to build their own websites.

Paul Kelly

Log in to your account

To log in to your WebsiteWizard account, enter the http://www.websitewizard.com URL in your web browser address box.

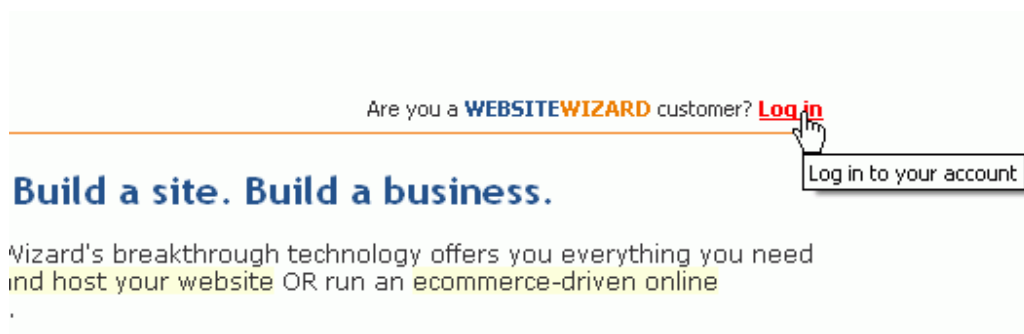Once the WebsiteWizard homepage opens, click on the link to **Log in** on the top right side, as shown in Figure 2.

Figure 2

Fill out the login form. Enter your account name and your password which you were given via email after ordering and click on the **Login** button.

Figure 3

You can ask WebsiteWizard to remember your login data. Just check the box to **remember login and password on this computer**.

Please note that with that option enabled, everyone who has access to your computer will be able to login to your account without entering a password.

Do not use this option when using public computers if you want to avoid unauthorized changes to your website.

If you can't log in, use the login data reminder. There are two links below the login form. You will receive your login and password by email (it will be sent to the email address which you provided during registration).

If your computer has remembered your login data and you are back to the WebsiteWizard homepage, you will see that you are already logged as [*your login name*].

Just click on the **Manage your website** link to go straight to the administration panel.

Let's have a quick overview of the panel

When you reach the administration panel, you can find the latest news on just updated features and a reminder of your account settings.

Administration panel home page can look differently than on the screenshot below, because we are adding new content to it all the time.

When you are in the account you can see a gray stripe along the top of the page –− the horizontal menu with the various sections -- *website*, *mailout*, *e-commerce*, *file & images* and so forth.
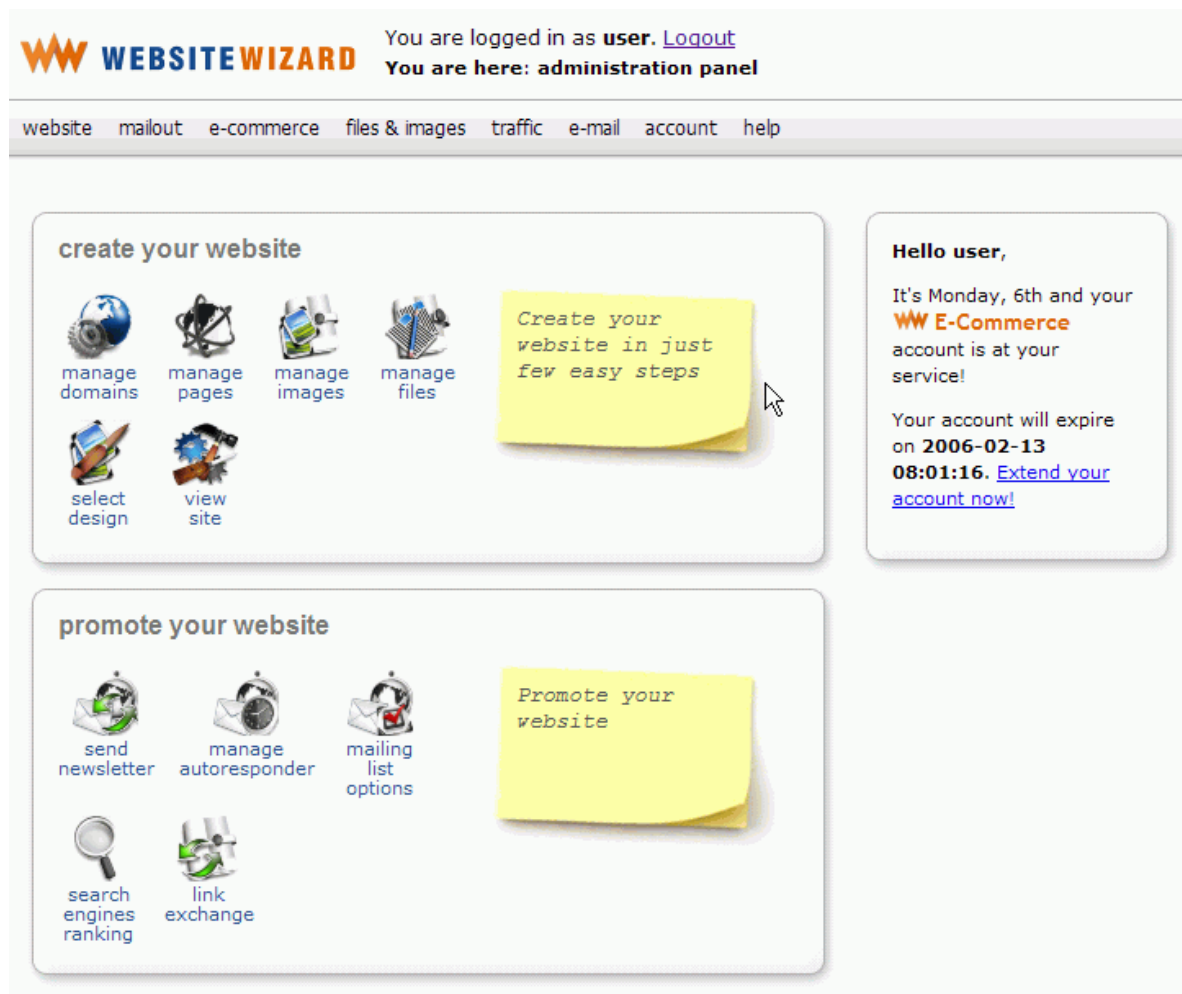
Figure 4

All the functions of your WebsiteWizard account are grouped into 8 main sections.
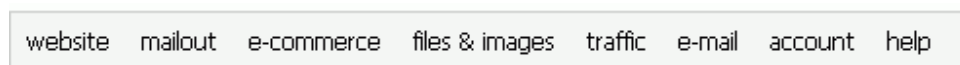

Figure 5

You access all WebsiteWizard functions using the main horizontal menu.

This menu is always visible, no matter what page you are on, so you can easily find your way around the site. When you run your cursor over any item on the list, you will find a drop-down list appears, offering several further sub-sections.

Just click the left mouse button on a sub-section to be taken to that particular feature.

When you want to get to the pages management panel, click on **website** on the menu bar and choose **edit >> pages** from the drop-down list.
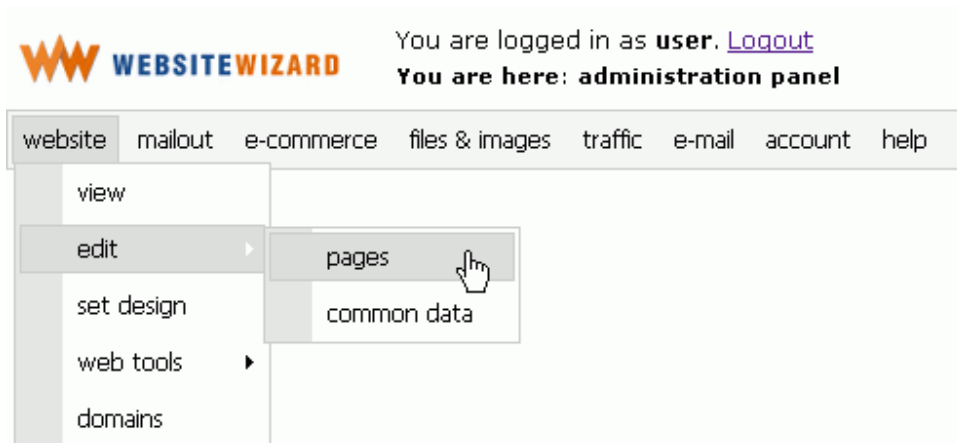

Figure 6

You will find the list of features as a particular panel opens.

For example in the pages management panel, you have options that allow you to see the list of all your pages, create a new page, make alterations to existing pages, manage the position of your pages, and preview deleted pages.
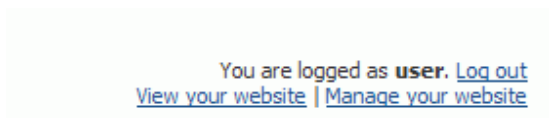

Figure 7

The gray menu bar divides your account into two parts -- there are navigation tools above the gray bar, while below, you can find the website managing tools and certain information on your account settings.

Above the menu bar, besides WebsiteWizard logo, you will find your account name and the location where you are at the moment.

If you click on the WebsiteWizard logo, you will be redirected to the WebsiteWizard homepage, but the browser will remember your login info.

When you want to go back to the administration panel, click on the **Manage your website** link at the top right of the WebsiteWizard homepage.

You may log out from your WebsiteWizard account through a logout link.

Please note it is extremely important to log out from the panel upon finishing work if there are any other people using your computer. Otherwise, the others might change your website! On the other hand, if you are *the only* user of your computer, you don't have to log out at all.

If you have more than one website, and you wish to switch to another site simply click **Logout** and type in the user name and password for the other website.

At the very top of the page, just below your login name, there is a navigation tab showing in which section/ subsection of the account you are right now.

You are logged in as **user**. Logout
You are here: administration panel > website > edit > pages > **list pages**

Figure 8

With this information, you may locate precisely where you are. It is a navigation tool and you may access the sections and functions using this bar.

Once you click on **website** and choose **edit >> pages** from the drop-down list, you will be transferred to the pages management panel and can browse the list of all the pages at your website.

Using the navigation tool from **Figure 8**, you can move to can access pages that led you to the current page or access the main page of the panel. You just need to click the appropriate link.

> For example, if you would like to go back to **edit >> pages,** you can do that with the help of the menu bar, or just click on the link to **pages** on the navigation bar.

Upon clicking on the logo, you will be transferred to the WebsiteWizard homepage.

Let's have a quick overview of WebsiteWizard functions

website is where you create and edit your web pages

In this section, you will find the most important tools to manage your website. Among those, you will find special options to create a new page, set your website properties, choose or change the design and color schemes, register a domain name, add and format the page content, among others.

mailout to send email messages via WebsiteWizard

The tools in this section enable you to create your **customized autoresponder message** that will be sent to your new subscribers, as well as create and manage broadcast messages (newsletters).

e-commerce -- e-commerce related features

Under this section you can set up credit card processing with your own full-featured **Merchant Account** if you have the E-Commerce **plan**.

You may create and set up a **web shop** and **manage your sales** and card transactions. You can easily set your own full blown **affiliate program**. No matter what you're selling you can have your own affiliates!

Moreover, you may find the **ad tracker** feature which helps you choose the most efficient advertising service very useful. With this feature you may manage the content of your website and mailing campaigns, so that you use the most effective wording and URL's, with the aim to achieve the highest efficiency in promoting your website.

Files & images - manage files and images which may be used on your website

Under this section you can find a **logo creator**, a tool that will help you design your website logo. There are also **files and images managers** to enable

you to upload, preview or delete files or images. You can also get access to your **photo gallery**, which will allow you to create photo albums and populate them with your favorite photos. What's more, you can learn about **ftp access** – the most efficient way to upload multiple images or files.

Traffic

By choosing the features from this section, you can access your **site statistics** and improve the ratings of your website in the **search engines** by adding your website to search engines and configuring the **link exchange** program.

Email

Here you can find a link to WebsiteWizard **webmail**, which allows you to check your mailbox and send new messages online.

From this section, you may also configure and manage your email accounts, and create and manage email aliases. Aliases enable you to receive all the emails addressed to your domain name, no matter what goes before "**@**". Moreover, you may specify the email address each alias will target.

Account

This is the place when you can configure your WebsiteWizard account – change your password, your details and receive your free bonuses.

Help

There, you can find WebsiteWizard **Frequently Asked Questions**, this **Guidebook**, and the form to contact our Customer Support.

Additionally, you will find there a form where you may share your ideas on how to improve WebsiteWizard.

> Under this section, you can find information on email addresses and phone numbers on which you can ask for WebsiteWizard support. Our support staff will be pleased
> to help you with any question and problem. For support,
> please fill out the customer support web form accessible from this

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section, or call US Toll-free **866 604 2687**

or the international number **+1 506 553 6482**, during our office

hours, Mon-Fri, 9-5 EST.

Edit the home page

On your first login to the account, there is at least one page created.

Once you click on **website** on the menu bar and choose **edit >> pages** from the drop down list, you will enter the main panel to manage your website pages.
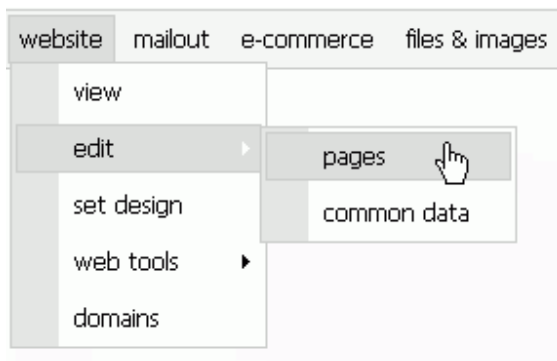

Figure 9

All the pages are listed in a table.

In the same line as the page name, you will find the page type and information about the page properties if any have been set.
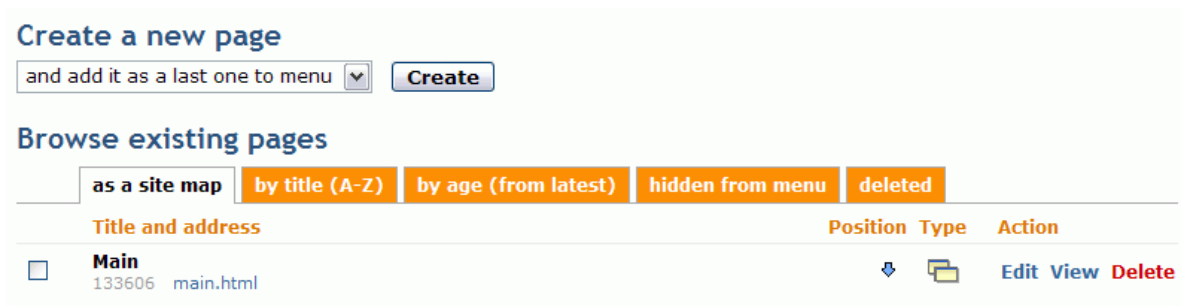

Figure 10

Above the table, there is a button to create a new page.

Since you probably have only one page at the moment, it's not difficult to decide which to edit.

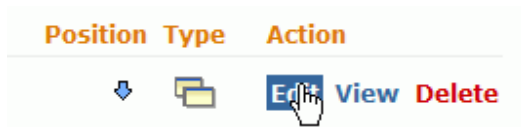Click on the **Edit** option, in the same line as the page name.

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Figure 11

When clicking on the **Edit** option, you are transferred to the pages edition panel. You may set the page options, update the content: enter text, format and organize it in such a way that it attracts your visitors in the best way.

The first option from the top is a page title.

Page title is a short description of the page content. It is displayed as a link to the page on the website menu and it appears in browser's title bar.

Say, you decide to change the title of the home page to "Main". Place the mouse cursor in the title box, erase the previous title and type in the new one.
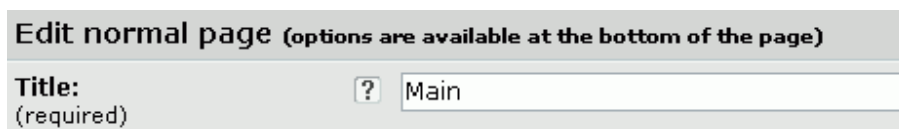

Figure 12

When entering a page title, use words that will attract your potential visitors. Otherwise they won't click on the link and visit your page. Those keywords are important for another reason too. The page title will be taken into account by search engines.

So you need to think of words that will attract your visitors who are searching the Internet for information. There are some

> free tools that can help you with this task, such as
>
> http://www.digitalpoint.com/tools/suggestion/

Enter the page content in the content edition area.

Type in the following words -- "Thank you for visiting my website! I apologize, but it is still under construction. Please come back soon!" Then, enlarge the font size and make these words bold.
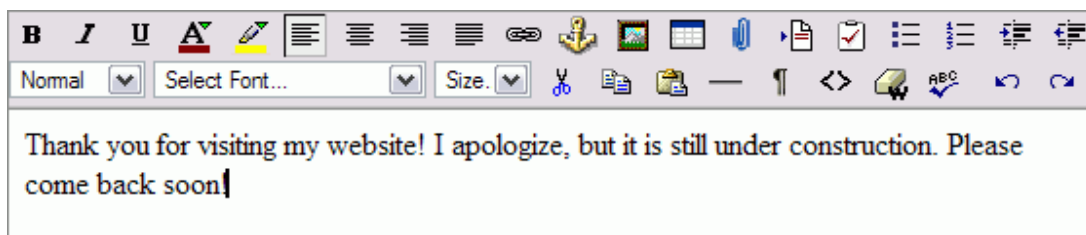
Thank you for visiting my website! I apologize, but it is still under construction. Please come back soon!

Figure 13

In order to format the content in any way you need to select the text first.

> **Selecting text consists of highlighting the desired area of the workspace --** position the cursor where you want to begin the selection first. Holding down the left mouse button, move the mouse and highlight the text or table cells you want to select. Then, release the mouse button.
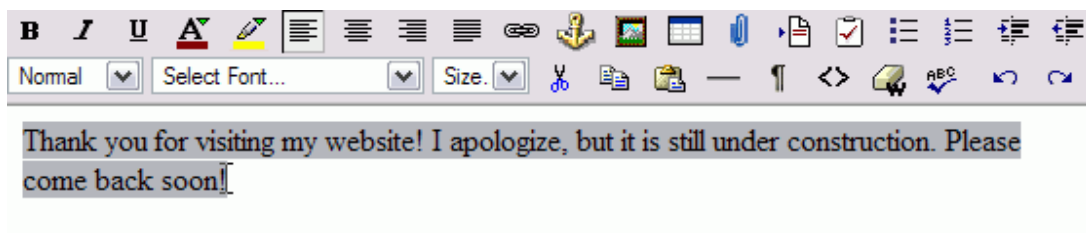
Thank you for visiting my website! I apologize, but it is still under construction. Please come back soon!

Figure 14

Select the text and click on the letter **B** on the editor toolbar.

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Thank you for visiting my website! I apologize, but it is still under construction. Please come back soon!

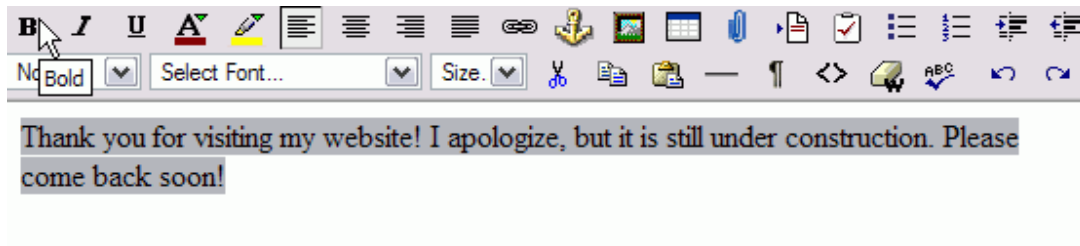**Figure 15**

Still having the text selected, choose the 16 pixels font size from the list on the editor toolbar to make the letters larger.

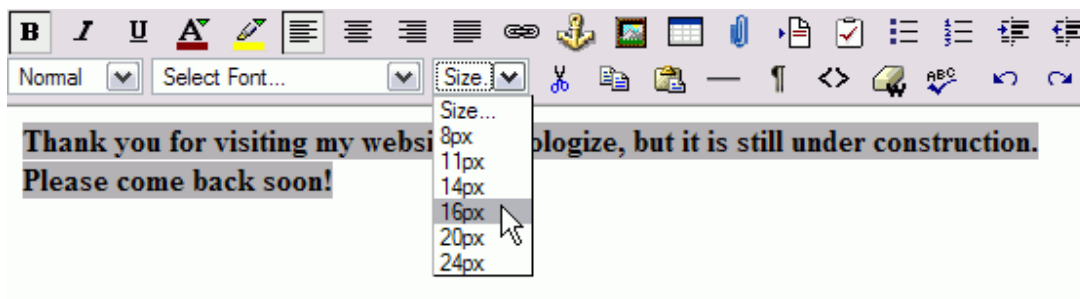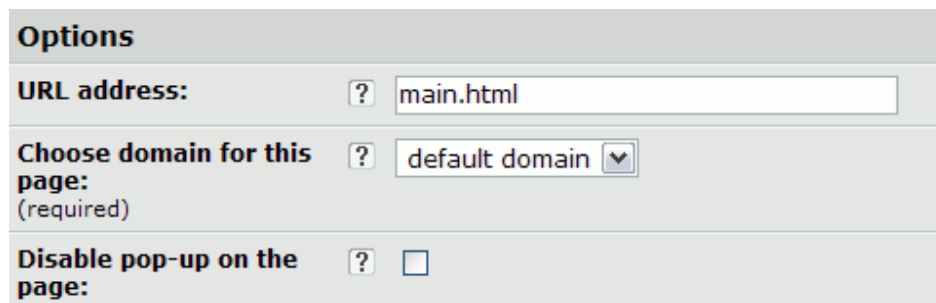Thank you for visiting my websi... plogize, but it is still under construction.
Please come back soon!

Size...
8px
11px
14px
16px
20px
24px

Figure 16

Let's assume that you don't like the size of the message and decide to move a part of the text into the lower line.

Thank you for visiting our website.
We encourage you come back to us soon. This website is under construction.

Figure 17

Now, place the cursor in front of the phrase "I apologize, but it is still under construction." and press the <enter> key on your keyboard.

Figure 18

Now, as the text looks the way you wanted it, move forward.

Figure 19

Scroll down the pages edition panel to the **Options** section to check the URL of this page.

> The **URL address** will enable a browser to identify and locate the page on your website. For example, if you are presenting information "about us" on a page, you may set the URL address as "about.html".

In order to change the URL of this page from "home.html" into "main.html", place the cursor in the URL address box, erase the previous title and type in the new one, as in the Figure 20 below.

Options

URL address:	?	main.html
Choose domain for this page: (required)	?	default domain ▾
Disable pop-up on the page:	?	☐

Figure 20

The URL address you provide should contain two elements separated with a dot. Type a shorten name of the page first and follow it with "html" after a dot. An Internet user may access a page upon typing in a certain URL address, such as *http://www.yourdomainname.com/about.html*.

It is very important to choose the intuitive URL page address.

If you didn't set the URL, WebsiteWizard would do it for you automatically, transforming the page title as required.

Scroll all the way down and click the **Save page >>>** button on the bottom of the page edition panel. Now you are ready to preview your page.

Once you click on the **Save page >>>** button, you will be transferred back to the pages management panel where all your pages are listed. Click on the **View** option which is in the same line as the page name.

In order to check how your site looks like in a browser from the visitor's perspective, and test links and other features you create, you may use the preview feature anytime.

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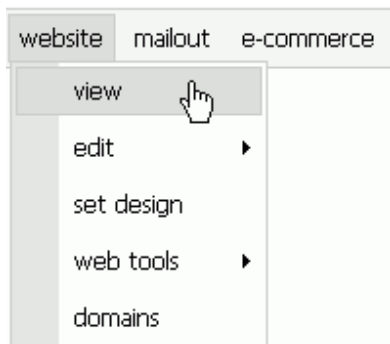
Figure 21

Click on **website** on the menu bar and choose **view** from the drop-down list, as shown in Figure 21 above, or you may preview the page from the pages edition panel.
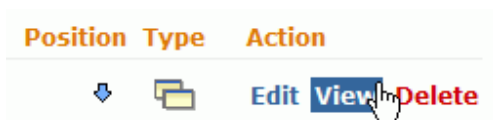

Figure 22

In the same line as the page name, you will find the **View** option, as can be seen in Figure 22. When you click on this link, the page opens in a new window.

> If you have the preview window opened, you can work with two web browser windows -- one showing your administration panel and another showing the website. You may follow the changes on the page as they happen. Just keep the two windows opened and click on the **Refresh** button on your web browser toolbar when you want to see how the page has changed. If your browser is Mozilla Firefox, you can use two separate tabs for these purposes.

It is also possible to compare the look of the website before and after a change has been made. Select the **View** option twice -- before the change has been made and after. You will have two separate page preview windows -- one before the change and one just after. You will use this function quite often while working on your website.

WEBSITEWIZARD

Choose template design

With WebsiteWizard we have developed a large number of template designs that may help you make your site really attractive and interesting.

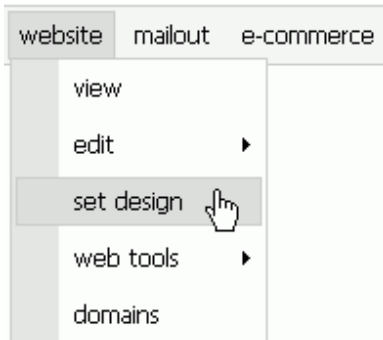Click on **website** on the menu bar and choose **set design** from the drop-down list.

Figure 23

You can choose from three types of designs -- basic, normal or dynamic.

> **Basic Designs** are designed for basic websites with a simple structure. On the other hand, using **Normal Designs** you may build large sites with a more sophisticated structure
> and **Dynamic Designs** have dynamic menus with drop-down or extend-right lists.

If you want to have a dynamically extending menu for your website choose **Dynamic Designs**, but if your website has a simple structure choose the link to **Basic Designs**. Click on the link to a certain group of designs and you will be transferred to the page where you may browse the designs of this type.

You can find thumbnails of the designs that are available. Click on the thumbnail in order to see a design screen shot in a large scale. If you don't like the design, you may go back to the list of designs by clicking on the link below the screen shot.

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When you got to **Basic Designs**, and looked over the schemes, click on scheme no. 12. There was a screenshot of a sample page with that design.

> You may click on the link to **Go to the LIVE demo site >>>** below the screenshot to preview the sample site that is based on this design.

Above the screenshot scheme, there are additional options for this template -- more color schemes and website images.
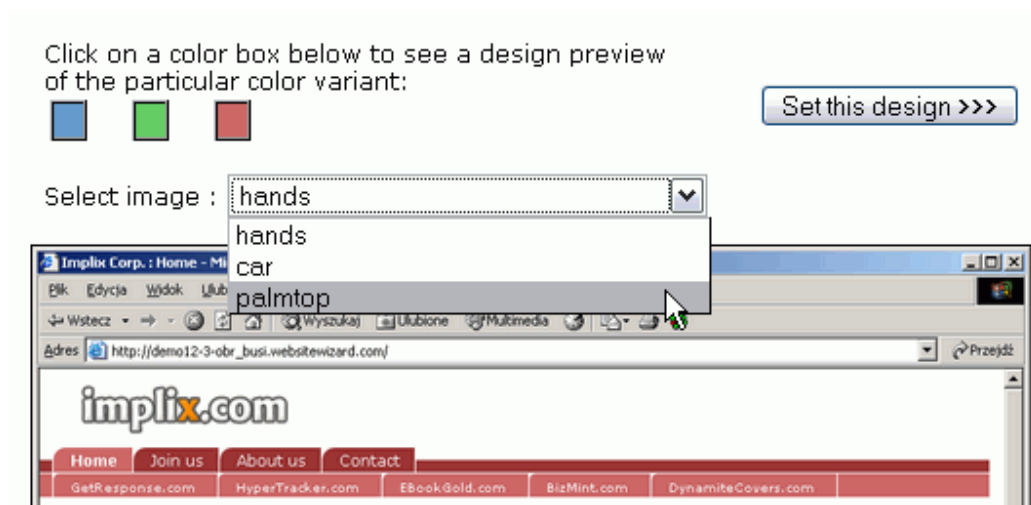
Figure 24

> Please note that not all of the template designs have color variants, or let you choose an image.

Click on all color boxes above the thumbnail of a sample website screenshot to find the best color variant.

Figure 25

Then, check how the website looks like with all the images.

You like this scheme, but it doesn't match your website profile, so you need to go back to the list and browse the other designs.

> As you find the right design, click on the **Set this design** button. Otherwise, click on the link to go back to the list of designs and browse for the one you like the best.

Finally, you choose a clean design without any pictures. It's the first design on the list of basic designs. Once you click on the **Set this design** button, you can preview the website.

> When clicking on the **Set the design** button, your website design changes at that very moment. After that, your visitors can see the new website design.

Create a new page

There is nothing simpler than creating a page with WebsiteWizard. Just click on **website** on the menu bar and then choose **edit >> pages** from the drop-down list,
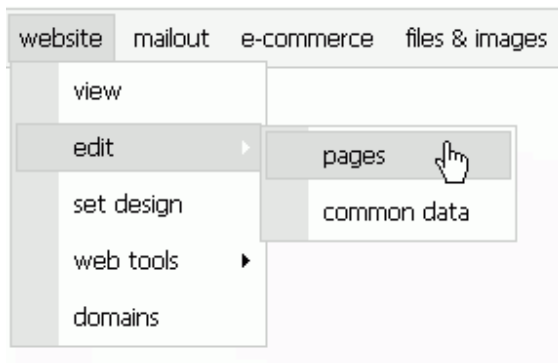
Figure 26

and click on the **Create** button on the top of the page.

There are various page types with different options each for a different purpose.

With a **Normal page type,** you can build an ordinary page with text, images, links, free downloadable software, etc.

Member registration page is a special page where visitors to your site register themselves in order to become members.

Forum entrance is a page through which a visitor is redirected to your forum. This allows your visitors to express their opinion on various subjects.

Link exchange is a page on which there will be displayed links to your partners' websites. Anyone can become your partner. With the aim of becoming your partner, one has to fill the form, enter an

address to his or her web page

and display a link to your website on this web page.

Shop entrance page is a special page through which visitors will be redirected to your **web shop**.

Form is a page that contains a **custom form** created with your WebsiteWizard account. Every time somebody fills out the form you will receive the results by email.

Redirect to external page is a link which redirects to an external page. This link is placed on your website menu.

With the **Affiliates panel** page type you can enable your visitors registering to your affiliate program.

Tell-A-Friend is a page that contains a form. Using this form your visitor can send by email with your website URL and its description to anyone they want to recommend your site.

Gallery overview will show all photo albums available.

Gallery album shows all the photos from the selected photo album.

Gallery photo shows selected photo from gallery.

Select the normal page type from the list.

Next, click the **Add page** button to continue the procedure.

Upon clicking on the **Edit** option, you are transferred to a pages edition panel. You may set the page options, update the content -- enter text, format and organize it in such a way that it attracts your visitors the best.

Set the page title first. It's the first option from the top that you see on the page edition panel.
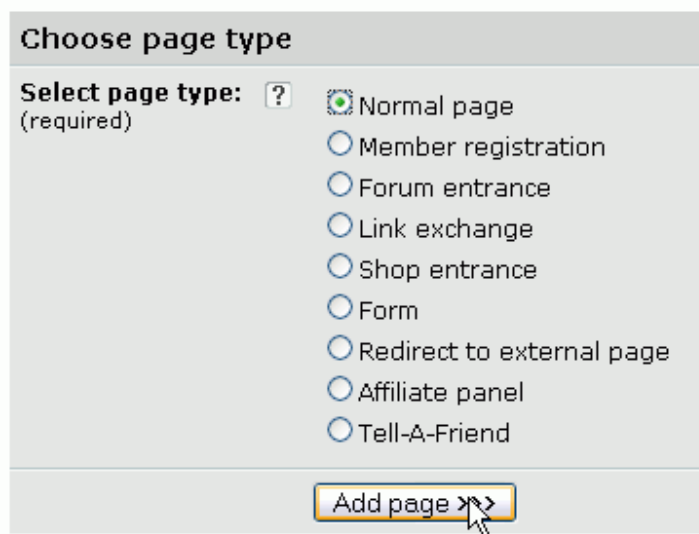
Figure 27

Page title is a short description of the page content. It is displayed as a link to the page on the website menu and it appears in browser's title bar.

Skip the page edition section and scroll down below the content editor, as we will work with the content later on.
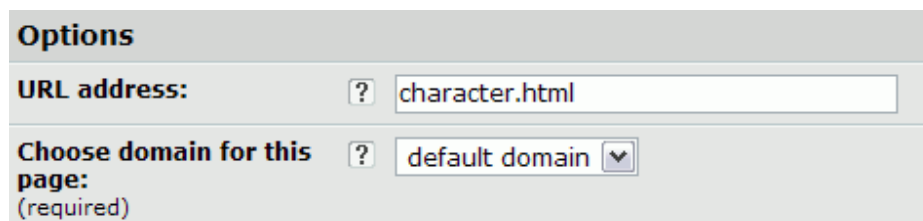
You need to set a URL name of the page and configure additional options, so that the page appears correctly in the Internet.

WEBSITEWIZARD

Set URL for a page

The **URL address** will enable a browser to identify and locate the page on your website. The URL contains a domain name and the location of the page at this domain.

The page location should contain two elements separated with a dot. For example, if you are presenting "about us" information on the page, you may set the URL address as "about.html". An Internet user will locate your page at that domain. The following address will appear in their web browser -- *http://www.yourdomain.com/about.html*.

Provide just the last two elements of the URL address into the box. Type a name of the page first and follow it with "html" after a dot. Skip a domain name of your website.

Figure 28

If you didn't set the URL, WebsiteWizard would do it for you, but such address may not look as interesting and inviting for the website visitors.

Then, choose domain for the page you are creating.

Please note that you can set this option if only there is at least one domain registered with WebsiteWizard or at least one external

> domain added to your account. Otherwise, there's only a **default domain** option accessible.

By default the page is visible with your default domain. Consequently, this page URL will be constructed with any domain name which is set as default. Even if you changed a default domain for your website the page URL will be constructed using a default domain name. On the other hand, when you choose a particular domain for this page it can become visible only under a domain that you choose.

> You may register a domain name with WebsiteWizard or add your already owned domain to your account using the **website >> domains** panel. If you added at least one domain to your account you may set a domain name as default for your account.

For example, let's suppose that you have two domains: *www.yourdomain.com* and *www.cats-world.net* registered to your WebsiteWizard account. A *www.cats-world.net* has been set as default. You choose a default domain setting for your page *main.html*.

That's why your visitors can access the *main.html* page by entering the following URL: - http://ww.cats-world.net/main.html in their web browsers. However, if you want this page to be accessible from another domain (with the following URL: http://www.cats-world.net/main.html) you will need to choose *cats-world.net* domain for this page.

If you are still working on the page, set the page in such a way it does not appear on the website menu and it is password protected.

To do this, click the checkbox **Hide the page from the menu** in order not to display the page title in the main website menu.

> When your website is ready to be presented to your visitors, uncheck this box and click on the **Save page >>>** button**.** The page will be automatically listed on the website menu.

You may protect your website from unwanted visits by setting password protection to the page.

Figure 29

> If there is no password protection, it means that everyone can access the page, either by following the link to the page on the menu or entering the direct URL in a browser.

Choose the single password protection and set the words *pageprotected* as your password.

Figure 30

> With the **single password option** you establish only one password for all the visitors. The page can be visited only by someone who knows the password. Should you decide to use single password security option, you have to enter a password.

The three options below can be used for search engine optimization.

Since you are not publishing your website in the Internet, yet, don't worry about it now and scroll down to the bottom. Click on the **Save page >>>** button to save this page.

You will be redirected to the pages listing panel.

Enter page content

When filling up the page with the content, keep in mind your prospective visitors. You must make them interested in what you say; otherwise they will leave the site and move to your competitors.

Attracting members of the public to your website is only the first step to your success. You don't need a website which is only visited. Your visitors should browse the information and find what they need. Otherwise it's a waste of your time and money.

Organize your content. Brainstorm what you want to tell to your visitors. Prioritize the information. Divide it into sections and blocks.

Your visitors should be clear on the website concept and what they will find on this page. The Internet is speed. The Internet means quick and precise information.

> An Internet surfer just overviews the website and if they don't find what they're looking for, they think there is nothing interesting there. Internet users don't focus on details at the first sight. If a visitor becomes interested, they will probably read the page further and there is a bigger chance they will come back to it.

Emphasize the words they would be looking for. Please note that people look for information in the Internet. A website is not read as a book, from the beginning to the end.

If there's too much going on at your page, the visitor will become confused as they won't be able to find what they are looking for. Place most important and popular items first, and follow with minor information later.

Try to use the words your prospective customers are familiar with, so that they feel comfortable with you. Try to build up the content with simple sentences. Keep them short and easily understood.

Your main goal is to gather more customers, go attract them to your offerings and earn more money (power up your profits).

Read your content twice and try to think as if you were just a visitor to the page. Check if you are interested in what you are reading. Make sure that what you write is understandable and interesting.

You may either edit content within the WebsiteWizard text editor or paste text from a Word document. The first option is much better solution. We do not recommend pasting from Microsoft Word, as because of the Microsoft Word limitations, the resulting HTML code may be messed up and could cause some problems when re-editing page content later.

The text editor feature is on the editing page panel of your WebsiteWizard account.

When you saved your page, you were transferred to the panel where all the pages on your website were listed.

When you are on the administration panel, click on **website** on the menu bar and choose **edit >> pages** from the drop-down list. Choose the link to **List all the pages**, so you are at the same page that is used for this demonstration.

Now, as you want to add the content, you need to click on the **Edit** option which is in the same line as the name of the page.
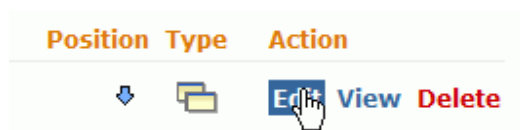
Figure 31

On the left hand side of the options, you will find what properties were set to the page.

You found that your second page on the list was of a "normal page" type,

Figure 32

hidden from the menu (please note that the hidden page name is gray)

Figure 33

and password protected.

Figure 34

> If you want to create a new page, click on the appropriate option at the top of this panel.

Upon clicking on the **Edit** option, you were transferred to the page edition panel. The content editor section is located at the top of this panel.

The editor is divided into three parts -- toolbar editor, content edition area, and additional features bar. You will enter text and format it in the content edition area.

The bars above and below this area enable you to manage page context.

The edit toolbar resembles the toolbar used in the most popular text editor software.

When the cursor is placed within the content edition area, you may simply type the content using your keyboard. You will be able to format texts with the edit toolbar that resembles the Microsoft Word one.

With the WebsiteWizard page editor you can, in particular and above others, format the text with bold, italic, underline, and change font character and font size. Moreover, you can insert bullet points or numbering or divide certain parts of the page with the horizontal line.
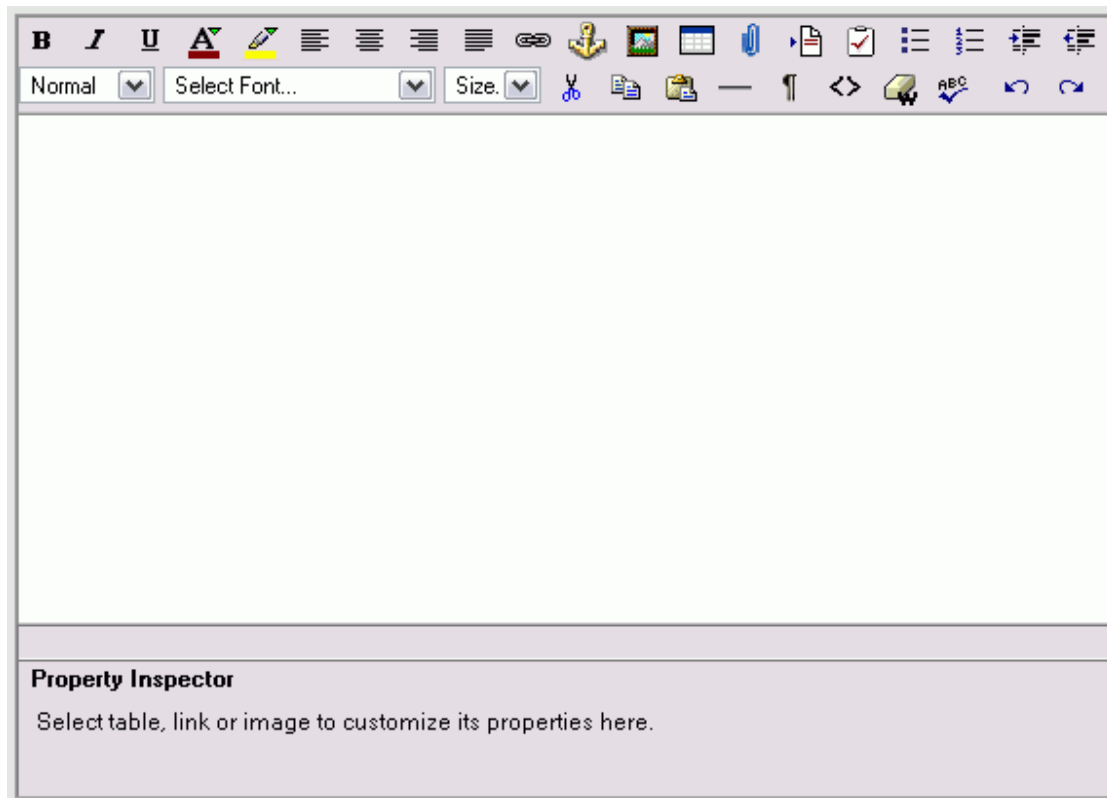
Figure 35

Place the cursor within the content edition area and simply type the content directly using your keyboard. Work as you usually do with the text editor. It does not matter if you format the whole content when it's been typed, or format the text while typing.

> You should not paste the text from text editors, such as Microsoft Word, because it might cause many problems -- your page won't look the way you want it to be.

We strongly recommend you enter the whole text content, instead of pasting it from an outside source. Naturally, you can (and should) paste an existing content into the editor window, but when preparing a new content, it is better to enter it directly. When pasting the text from other sources, WebsiteWizard has to convert it into the **HTML code**.

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The WebsiteWizard page editor converts the pasted text with its additional formatting into the HTML code. This often causes many problems. Usually, your beautifully formatted content won't appear so impressive in a visitor's web browser, because the pasted piece cannot keep its original formatting, because of HTML specificity. To avoid such problems, we have developed the special feature to clean up the **HTML code --** HTML Code cleaner function.

When you decide to paste the text from an existing document, you will need to clear the html code. The editor may transfer some additional formatting that might not look well at the web browser.

Do not include any pictures in your pasted text, as they should be uploaded separately, then pasted into the web pages from your images gallery.
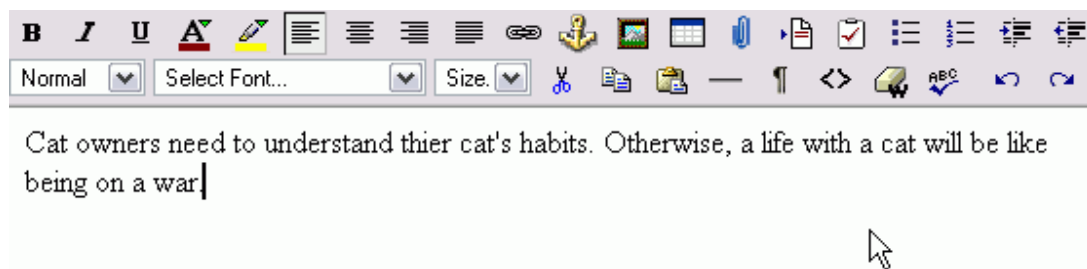
Figure 36

Start typing the content of this page in the text edition area.

Taking any action with the text requires that a piece of the content is selected. You may select a text with the mouse or from the keyboard.

Selecting text using mouse

1. Position the cursor where you want to begin the selection

2. Hold down the primary (left) mouse button

3. Move the mouse and highlight the text you want to select, then release the mouse button

Using the <Shift> key, you can make rapid selections of contiguous text

1. Place the cursor at the beginning of the text

2. Hold down the <Shift> key

3. Keeping the <Shift> key held down, click on the end of the last word you want to select
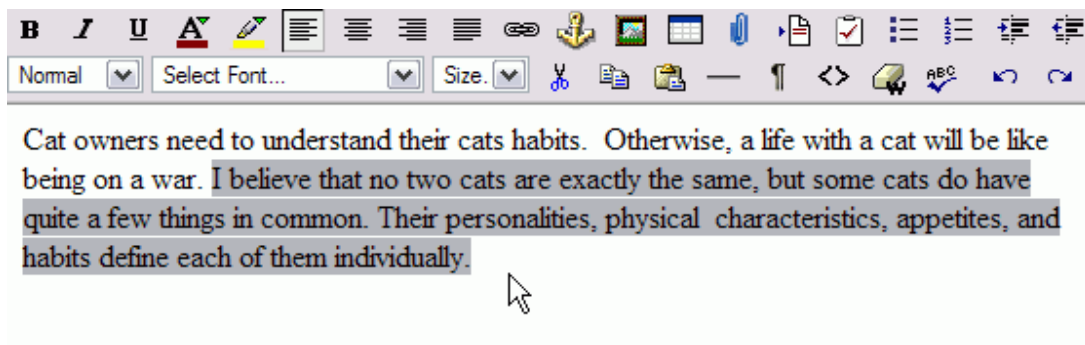
Figure 37

Having selected the text, you can now format content, copy it, or paste, as needed.

Moving a piece of text

With the aim of moving a piece of text from one place to another, select the text, then place the cursor in the selected area,
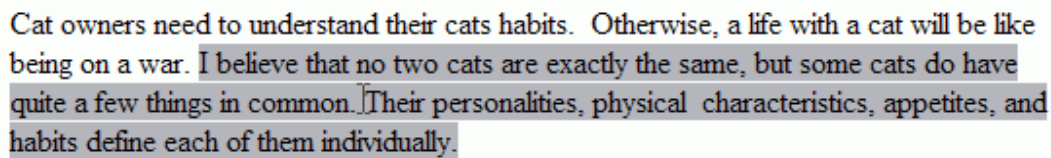
> Cat owners need to understand their cats habits. Otherwise, a life with a cat will be like being on a war. I believe that no two cats are exactly the same, but some cats do have quite a few things in common. Their personalities, physical characteristics, appetites, and habits define each of them individually.

Figure 38

and holding down the left mouse button move the text to the desired position, as shown in Figure 39.
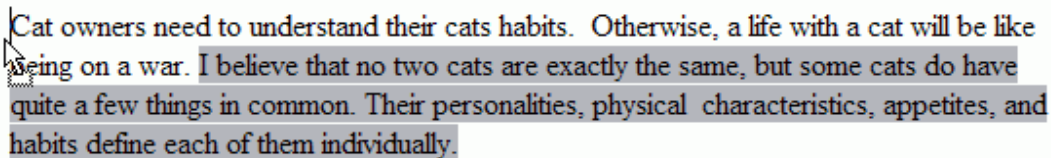
> Cat owners need to understand their cats habits. Otherwise, a life with a cat will be like being on a war. I believe that no two cats are exactly the same, but some cats do have quite a few things in common. Their personalities, physical characteristics, appetites, and habits define each of them individually.

Figure 39

The selected text will begin from the place where you had the cursor.
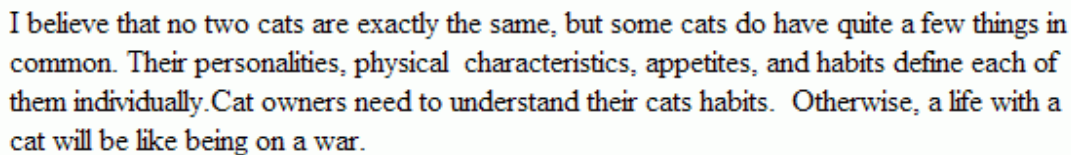
> I believe that no two cats are exactly the same, but some cats do have quite a few things in common. Their personalities, physical characteristics, appetites, and habits define each of them individually.Cat owners need to understand their cats habits. Otherwise, a life with a cat will be like being on a war.

Figure 40

Release the left mouse button to move the text.

Moving a piece of text the next line down

Place the cursor just next to the piece of the text you want to move down.

Say, you want to move the last two sentences down. In order to do so, place the cursor just after the last comma.

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I believe that no two cats are exactly the same, but some cats do have quite a few things in common. Their personalities, physical characteristics, appetites, and habits define each of them individually.|Cat owners need to understand their cats habits. Otherwise, a life with a cat will be like being on a war.
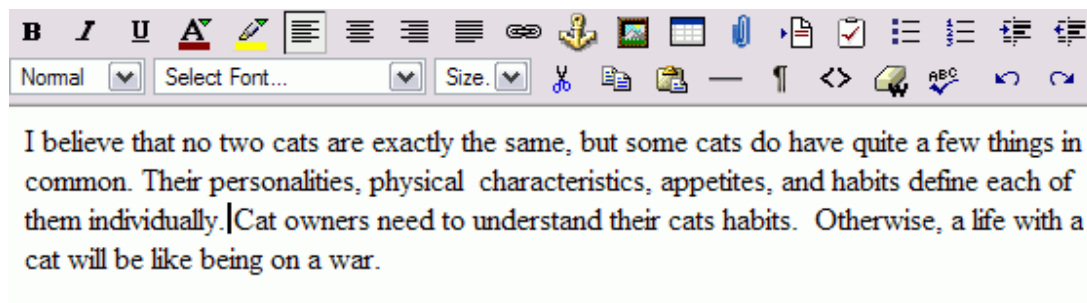
Figure 41

Then, press <enter> from the keyboard to start a new paragraph. You don't have to end each line with <enter>, as the text will be automatically wrapped to the next line. If you need to force moving to the next line without starting a new paragraph, press <ctrl> + <enter>.

I believe that no two cats are exactly the same, but some cats do have quite a few things in common. Their personalities, physical characteristics, appetites, and habits define each of them individually.
|Cat owners need to understand their cats habits. Otherwise, a life with a cat will be like being on a war.
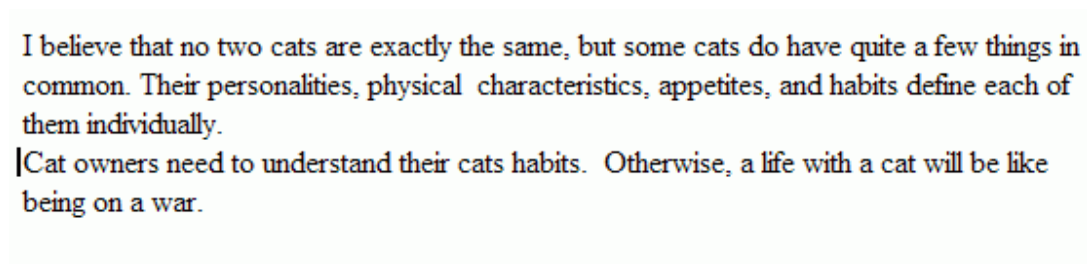
Figure 42

As you type the text, it appears in the area where the cursor is.
The cursor moves right and the new content follows it.

Separating segments with the horizontal line

Place the cursor in the same line in which you want to add the horizontal line.

Figure 43

Click on the icon that shows a line on the editor toolbar.

In order to separate two paragraphs with such a line, just click on the horizontal rule icon. The line appears and the text after the cursor moves down to the next line, as you can see on the Figure below.

I believe that no two cats are exactly the same, but some cats do have quite a few things in common. Their personalities, physical characteristics, appetites, and habits define each of them individually.

Cat owners need to understand their cats habits. Otherwise, a life with a cat will be like being on a war.
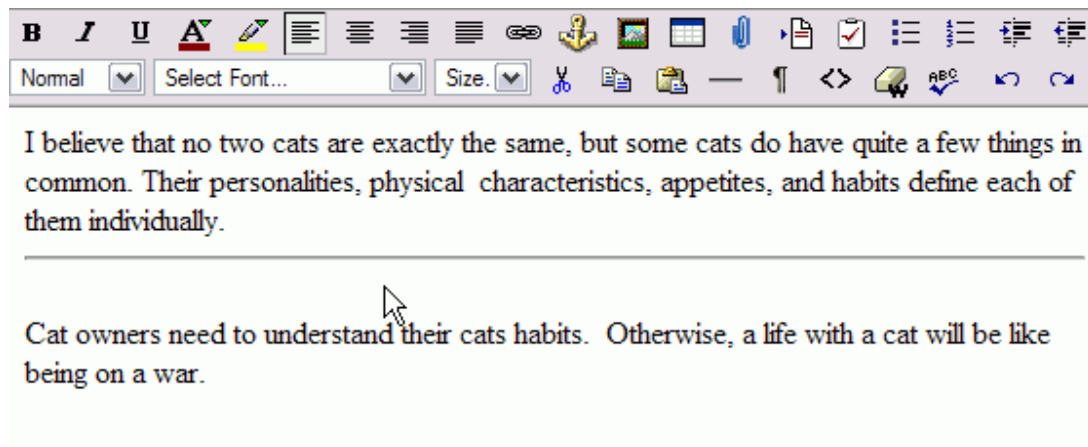
Figure 44

Undoing and Redoing Actions

If a mistake was made, or you just changed your mind, you would probably want to undo the previous action. In such situation, use the undo the action feature. Click on the icon with the arrow pointing left on the toolbar editor.

You may only undo actions that haven't been saved. If you have already saved the page, you won't be able to use these features.

WEBSITEWIZARD
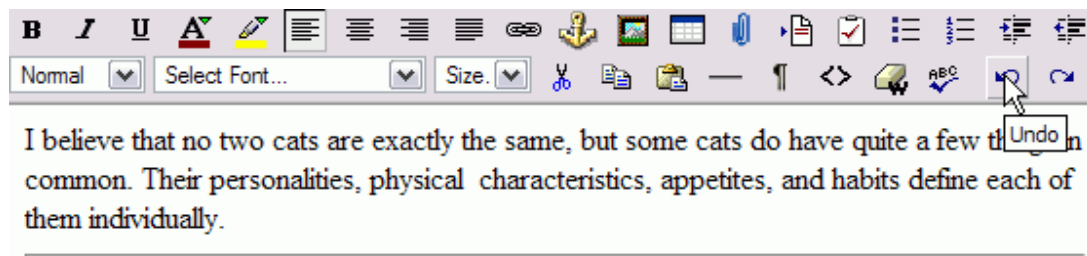
Figure 45

Click on the arrow pointing left to undo the adding of the horizontal line.

The content goes back to what it was just before adding the horizontal line.

The text editor allows you to redo an action In order to redo the action, click the icon with the arrow pointing right on the toolbar.
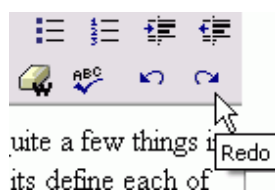
Figure 46

As you clicked on the Redo option, the horizontal line returned to separate the parts of your text content.

Copying and pasting
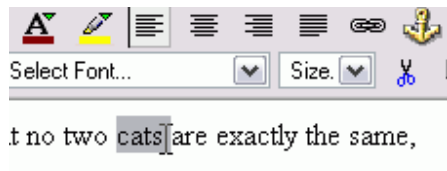
Figure 47

With WebsiteWizard content editor you may duplicate a piece of text without erasing it from the original location, or remove the selected piece of text from the editor and save it into your computer's memory, or duplicate the piece of text without erasing it from the original location.

Select the text content and then click on the icon on the toolbar.

Having selected a piece of text, you can copy the text content by using one of the following methods -- either the keyboard shortcut by holding <Ctrl> and pressing <**C**> on the keyboard, or pressing the right mouse button and choosing the copy option.

With the **cut** option the selected element will be removed from the original location.

Figure 48

When the copied element is stored in your computer's memory either by using *copy* or *cut* edit feature, you may place this element in a new location.

Move the cursor to the location you want to paste the text or graphic and copy the text.

W **WEBSITEWIZARD**

You can paste the text or graphic content by using either one of the following methods: click on the paste icon on the toolbar editor, as shown in Figure 49,
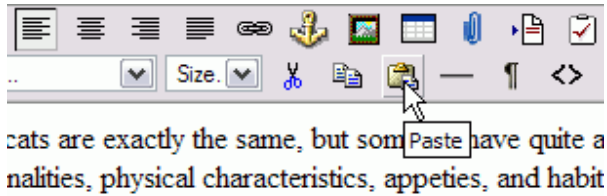
Figure 49

or hold <Ctrl> and **C** on the keyboard,
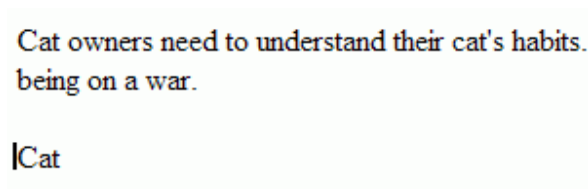
Figure 50

or press the right mouse button and then select the copy option from the drop-down list.

Format content

Entering the content is not enough. The information must be provided in such a way that it is easily browsed by visitors.

Place the cursor at the beginning of your page and press <enter> to make a blank line at the top, since you decided to name these first paragraphs *General*.

Changing text font

You need to change the font character and enlarge the size of the font. First, select the word that needs formatting.
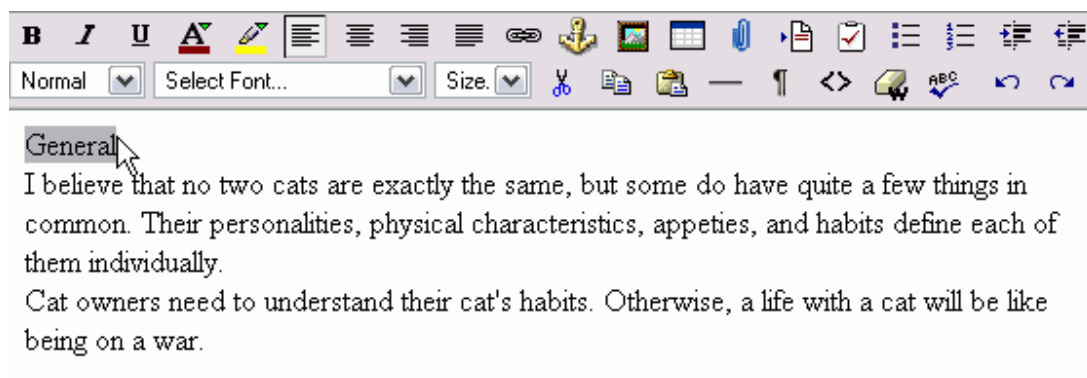
Figure 51

Click on the drop-down list of font faces and choose a font face from the list.

> Please note that web browsers of your visitors would not necessarily read the font characters in the way they appear at your own site.
>
> There may be various reasons for this. A font might not be accessible on the user's computer, or the user may have set a web browser to use certain font characters instead of the others.

Choose **Lucida Sans Unicode**.

In order to bold the text, click on the icon with the letter **b** on the toolbar editor.
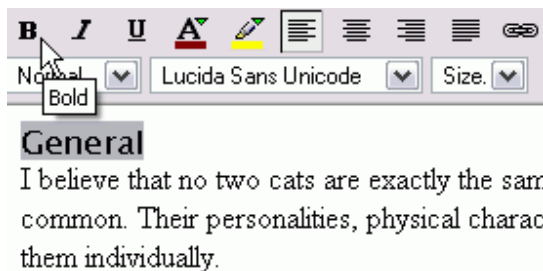
Figure 52

Having selected a piece of content, choose the font size from the list on the toolbar editor.
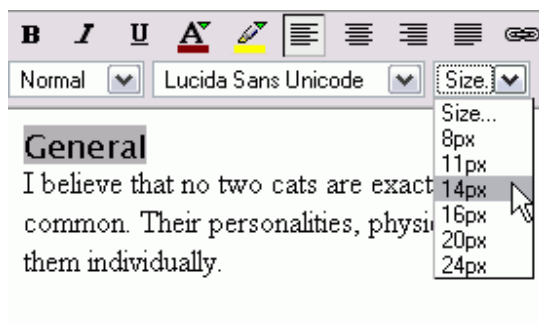
Figure 53

Please, note that font sizes are expressed in pixels.

Setting text alignment

The text alignment options are located next to the font color option on the toolbar editor. You may place a piece of text in the center of the page, align it right or left or justify it. Let's say you want to locate your header in the center of the page. Select the text and choose the alignment option.

WEBSITEWIZARD
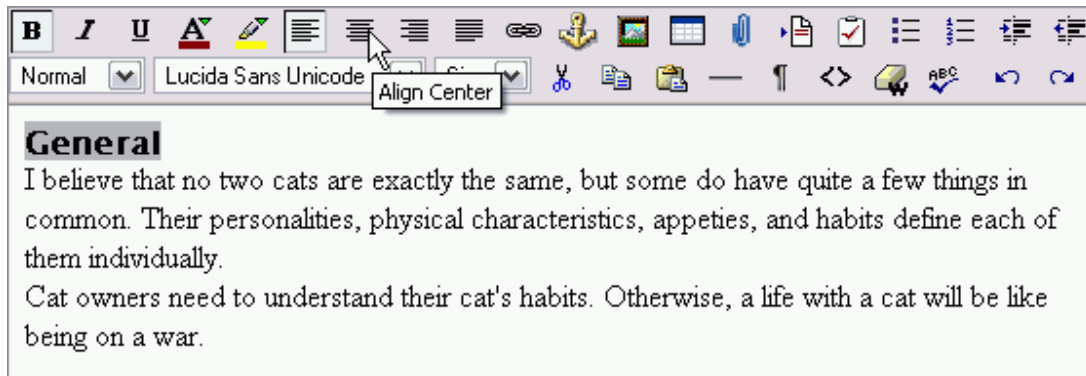
Figure 54

Click on the **Align Center** icon on the edit toolbar, as shown in Figure 54, to modify the text alignment.
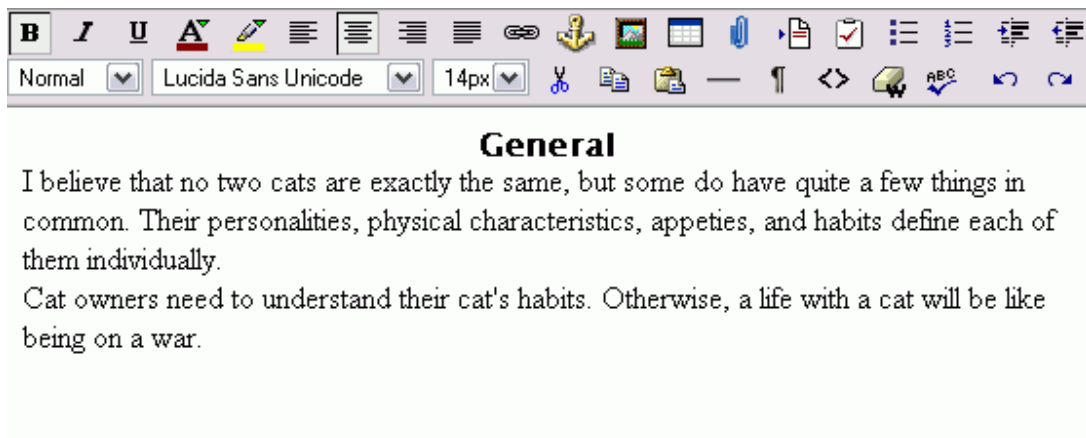
Figure 55

Moving the text

The text may be highlighted in different ways. For example, by moving the whole paragraph to the right. You don't need to change the font color or size.

To move the whole paragraph to the right:

1. Highlight the text or just place the cursor inside the paragraph you wish to move.

2. Click on the **Indent** icon (the second one from the top right) on the editor toolbar.

Place the cursor somewhere on the last paragraph of your text content and click on the **Indent** icon on the toolbar editor, as you can see in Figure 56.

To move the whole paragraph left:

1. Highlight the text or just place the cursor inside the paragraph you wish to edit.

2. Click on the **Outdent** icon on the editor toolbar.

General

I believe that no two cats are exactly the same, but some do have quite a few things in common. Their personalities, physical characteristics, appeties, and habits define each of them individually.

Cat owners need to understand their cat's habits. Otherwise, a life with a cat will be like being on a war.
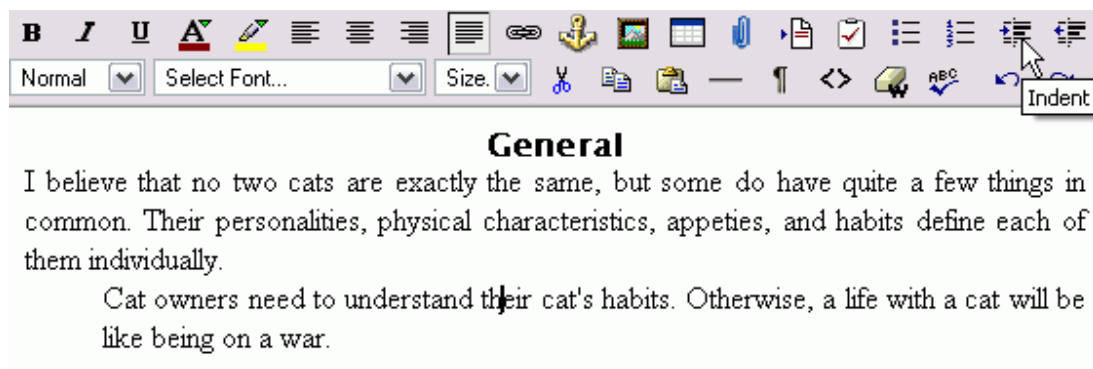
Figure 56

You don't quite like the effect, so you move the text back.

Place the cursor in the text you wish to move. Click on the icon on the top right hand side of the toolbar editor and the block of text moves left.
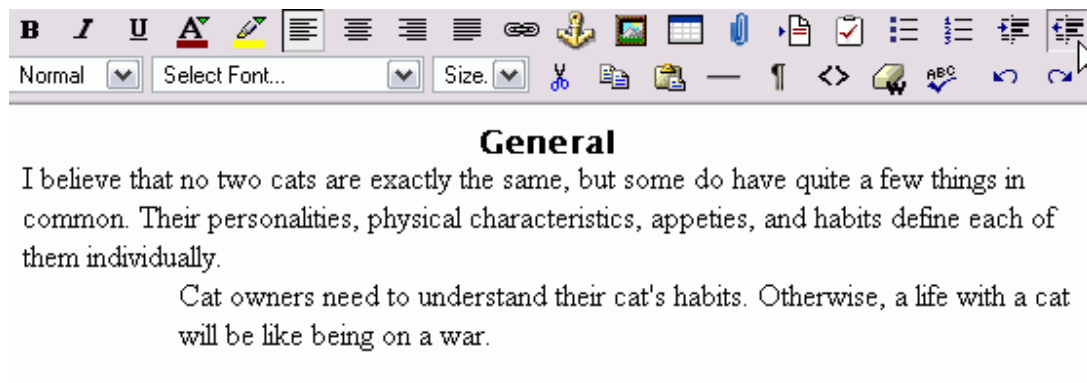
Figure 57

Changing font color

Having selected the header, click on the icon with the underlined letter **A**.
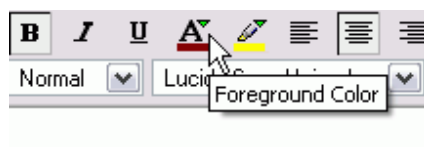
Figure 58

When the new window opens, browse the colors and choose the proper one from the list of 222 colors.

Figure 59

W **WEBSITE**WIZARD
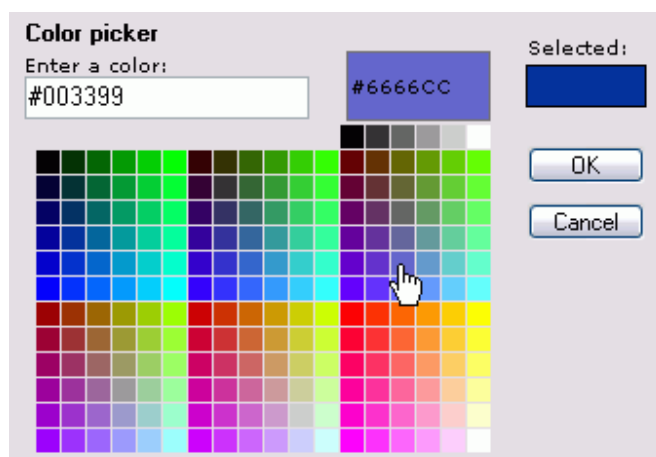
Select the desired color by clicking on a color box. The area above the palette might be helpful. Upon clicking on the box, the color appears in the **Selected** preview area, located on your right hand side. Confirm the choice by clicking **ok,** or pick another color from the list.
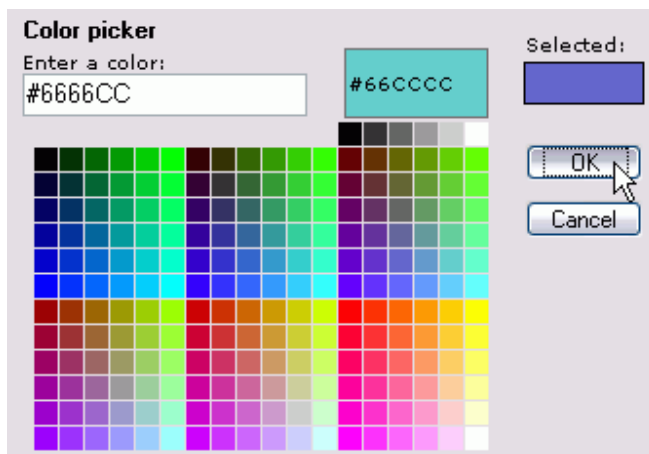
Figure 60

As you selected the right color, click on the **OK** button to submit.

The font color has changed to the one which appeared in the box on the top right hand side in the color picker panel.
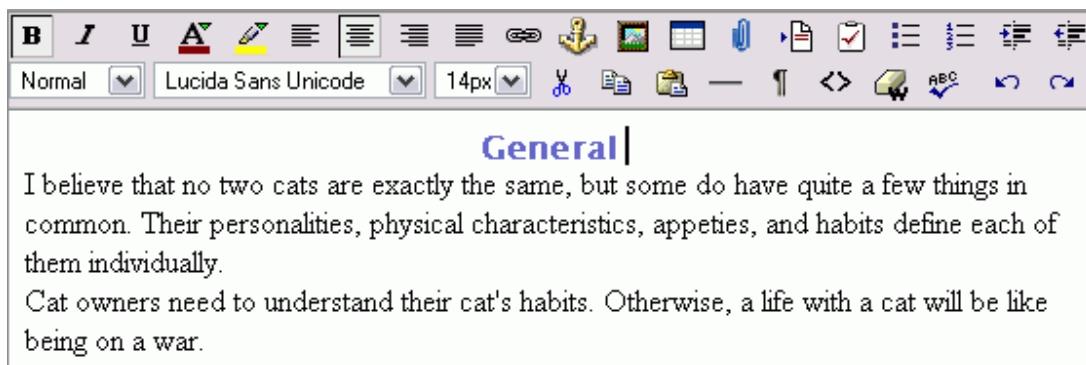
Figure 61

You may enter a color code instead of clicking on a color.

If you know the color code, you may enter it into the box
on the top left hand side of the color picker window. This code
enables you to choose the exact color shade.

Say, you chose the color number **#6666CC**. Next time, when you're formatting the header, you will enter this number into the box on your left hand side and click the **OK** button to submit. This way, all your headers will look the same.

Changing font background

Another method to highlight text content is to mark it by using a background color.

Please keep in mind while choosing a background color that the marked message must be readable. Do not use the color similar to the font color.

In order to highlight the text, select the piece you wish to format.
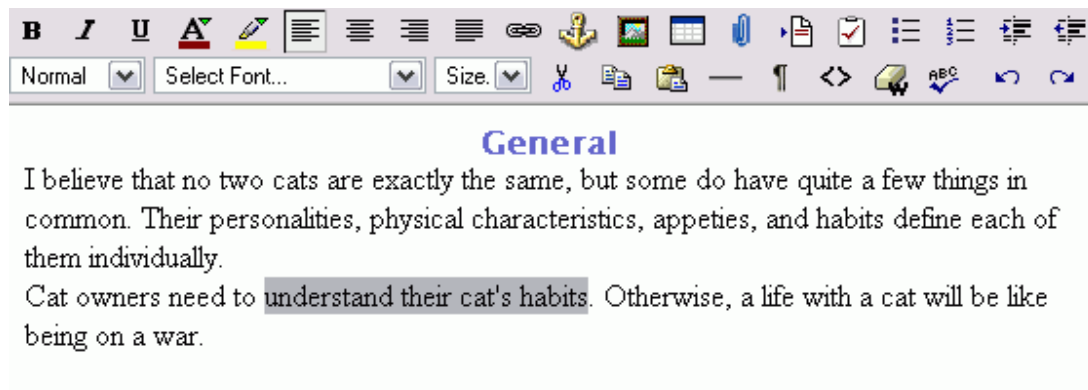
Figure 62

Figure 63

Click the icon on the toolbar editor that shows a marker.
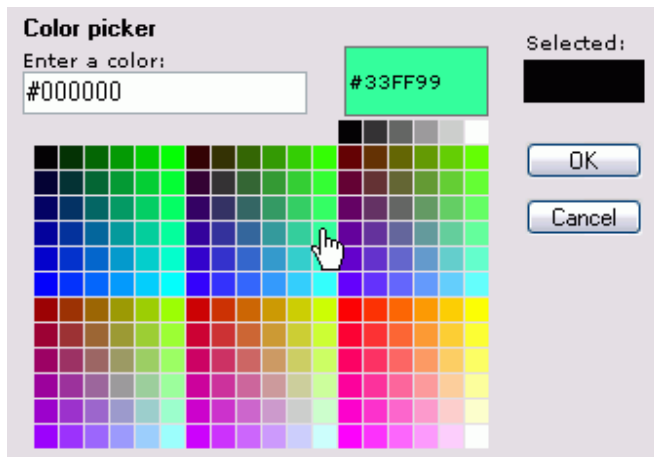
Figure 64

The Color picker feature will open in a new window.

Browse colors and choose the proper one from the list of 222 shades.

When the desired color is chosen, it appears in the Selected box. Now click on the **OK** button on your right hand side to submit the change.
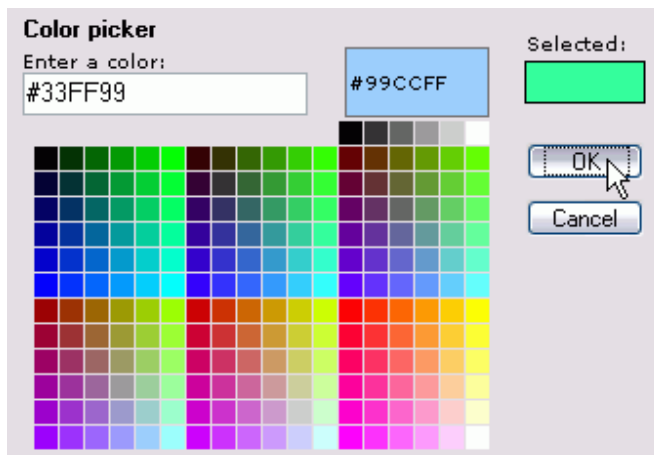
Figure 65

The new background color is set.

Figure 66

If you don't like the outcome, you can undo this action. Click on the icon with an arrow pointing left and the font background color effect is removed.
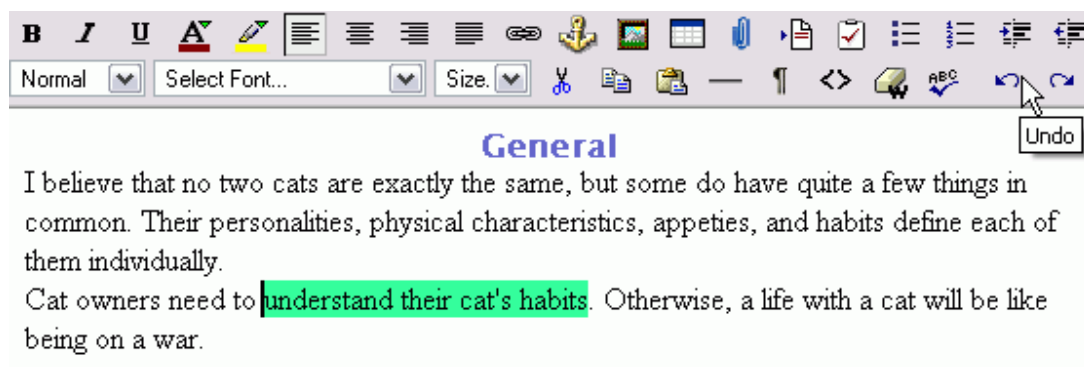
Figure 67

Font formatting

Other font formatting tools are located on the top left of the toolbar editor.

Figure 68

In order to italicize the particular text, select the text and click on the icon with the letter *I* on the toolbar editor.

In order to underline the text, select it and click on the letter **U** on the toolbar editor.

Insert images

Inserting image

Once you placed the mouse cursor where you want to insert an image,
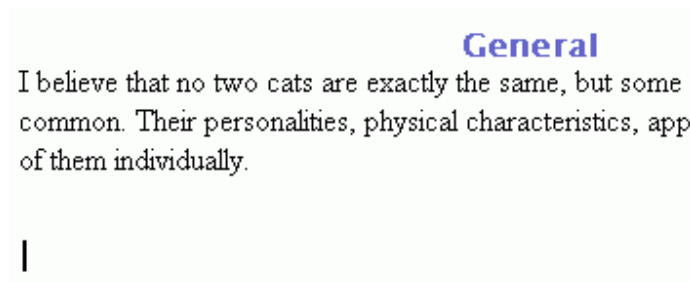
Figure 69

click on the icon that shows a picture, right next to the chain icon on the toolbar editor, and the new window will pop up.

Figure 70

Browsing the images collection

Once you click on the **Browse photos collection > > >** link, you are redirected to a list of categories.

Click on the link to a category and you may browse all the images within it.

You can find thumbnails of all images displayed. In order to preview an image in its original size, click on the link below thumbnail. The image will pop up in a new window.
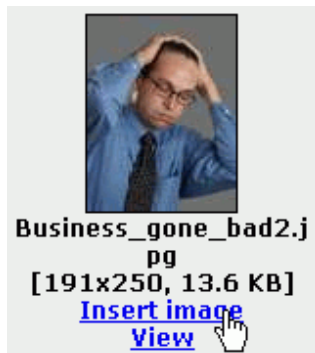
Figure 71

Choose the image that you want to insert and click on the link below thumbnail of this image.

You may use your own images

If you want to use an image from your computer's disk, return to the previous page and click on **Browse images > > >**.

Figure 72

Click the **browse** button and a new window showing the files in your own computer will appear.

Go to a folder with pictures in your computer and select the image from your computer's picture collection you wish to upload.

Click on the relevant image, followed by "Open".

Figure 73

WEBSITEWIZARD
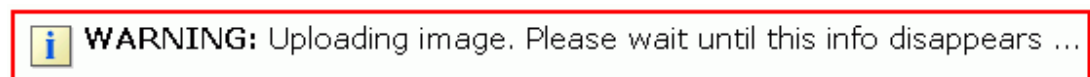
A red warning box will appear. Wait until this box disappears, which means the image has been uploaded into your own image gallery.

Once the image is uploaded, a thumbnail of your logo appears in this image manager window.

> You may preview the image in the original size, clicking the preview link below the thumbnail of an image.

In order to insert an image into the page content click the link below thumbnail.

Use tables to organize the content on the page

Inserting table

A table is a collection of cells arranged in rows and columns. The editor uses special formatting markers to identify a table and its part in your document. Each cell can contain text, numbers or graphics.

A table on the web page helps to layout the content on the page. Using tables you have more freedom in positioning elements on a web page.

> Since not every web browser properly reads blank space signs or tabulators the table seems to be the best way to ensure that organized text won't disperse into randomized pieces.

Creating a table

Place the cursor where you want to insert a table.

Cat owners need to understand their cat's habits. Otherwise, a life with a cat will be like being on a war.

Scratching

This act of scratching the couch arm to death is called "stropping". Kitty is just trying to make all the furniture in her house smell right. Cats have scent glands in their paws so stropping transfers their own scent to the objects in their territory.

Figure 74

Click on the Insert table icon on the toolbar editor.

Figure 75

When a new window pops up, enter the number of columns and rows and set how many pixels should have a border line between cells.

Figure 76

In order to set invisible border lines enter 0 for border lines.

While you are working with the table content you may preview the invisible borders. Click on "¶" on the toolbar editor to preview the table border lines if you have set the invisible border lines.

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Cat owners need to understand their cat's habits. Otherwise, a life with a cat will be like being on a war.

Figure 77

Click **ok** to place the table on the content edition area.

Tables are the best method to arrange the content on the web pages. Using the tables, you can easily group the content into sections.

Once you place the mouse cursor within the table, table management options appear on the additional features bar, which is below the content area of the WebsiteWizard editor.
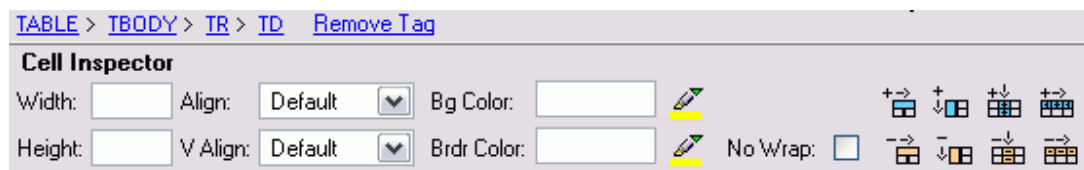
Figure 78

Organizing cells layout in the table

You can reorganize the layout of cells in a table using the options in the bottom left section of the additional features toolbar enable.

You can merge two contiguous cells into a single cell. Cell contents are merged left to right, top to bottom.

Merging two cells that are in the same row

Select two horizontally neighboring cells that you want to merge.
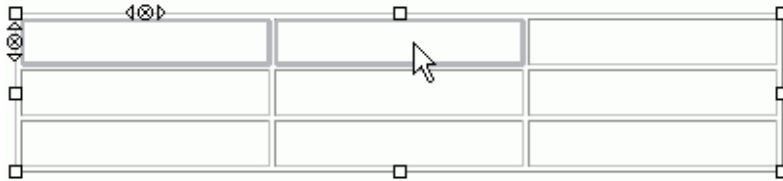
Figure 79

Place the cursor in the left cell.

> Please note that the figure above as well as following figures were made in Mozilla Firefox browser. Working with tables may be different in other browsers, such as Internet Explorer.
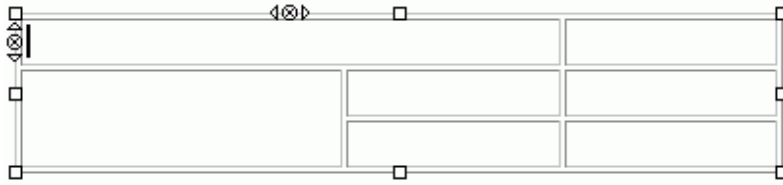
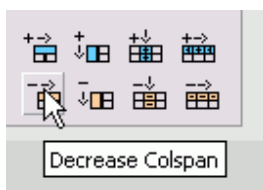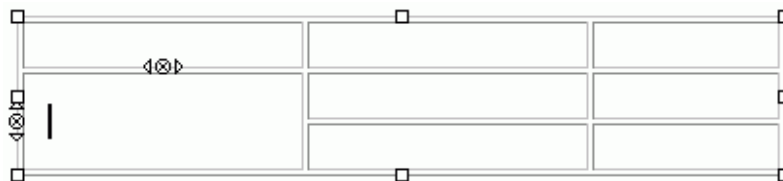Click on the **Increase Colspan** icon on the bottom right hand side of the additional features toolbar, as shown in Figure 80.
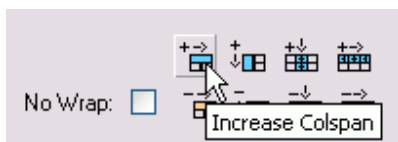
Figure 80

The selected cells are merged.

Figure 81

Please note that content of those cells will not necessarily be merged. The content from second cell could be lost.

Merging two cells that are in the same column

Choose two vertically neighboring cells that you want to merge and place a cursor in the top cell.

Figure 82

Click on the **Increase Rowspan** icon on the bottom right hand side of the additional features toolbar, as shown in Figure 83.
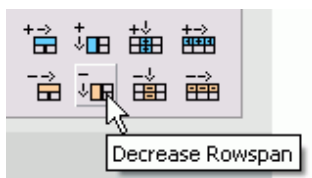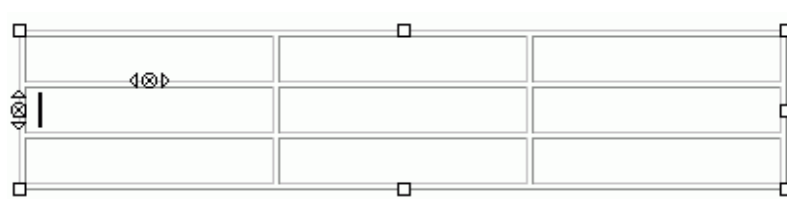

Figure 83

The cells are merged
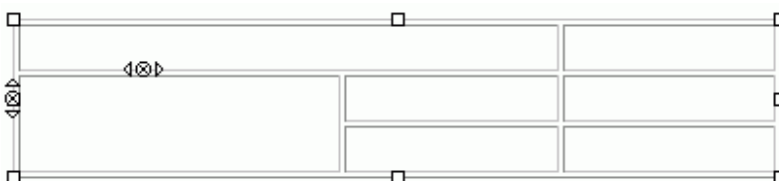
Figure 84

Splitting a cell into two in the same row

In order to split a cell that has been merged before into two separate cells choose a cell that you want to split and place a cursor within the cell.
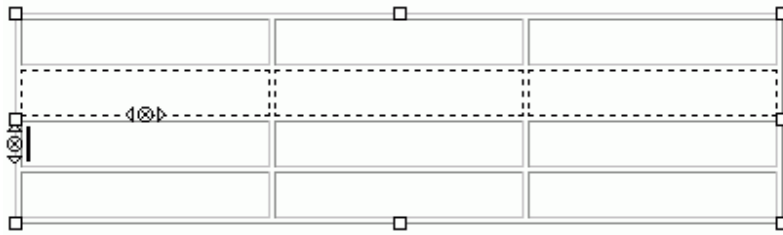
Figure 85

Click on the **Decrease Colspan** icon on the bottom right hand side of the additional features toolbar, as shown in Figure 86

Figure 86

The selected cells are split.

Splitting a cell into two in the same column

In order to split a cell into two in the same column choose a cell that that has been merged before and place a cursor in the top cell.

Figure 87

Click on the **Decrease Rowspan** icon on the bottom right hand side of the additional features toolbar, as shown in Figure 88.

Figure 88

Adding a row

Either select the whole row, or place the cursor into the row above the desired insertion

Figure 89

Click on the **Add Row** icon on the bottom right hand side of the additional features toolbar, as shown in Figure 90

Figure 90

A new row is inserted above the row you selected.
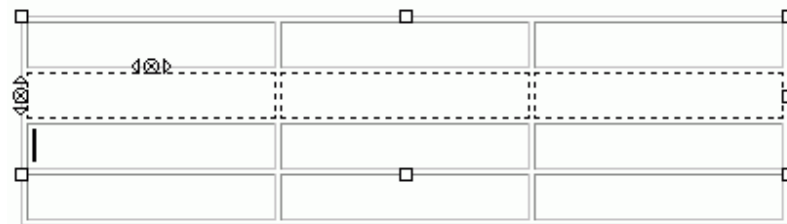
Figure 91

Adding a column into the table

Either select the whole column or place the cursor into the column on the left of the desired insertion.

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Click on the **Add column** icon on the bottom right hand side of the additional features toolbar, as shown in Figure 93**.**

A new column is inserted to the left of the inserted column.
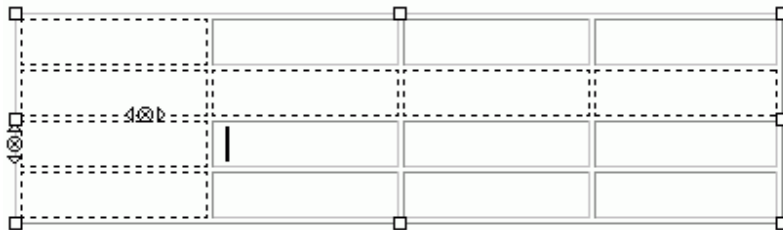
Adding content into a table cell

In order to add the content into a table cell, just place the mouse cursor within a cell that you want to edit and enter the content.

The cell will automatically resize itself while you type.
The table will also become wider to accommodate cell's content.

Even though you set the cell's height and width, the cell will automatically become wider when you type a word which

is longer than the space between the word and the cell border. The cell will automatically become wider.

Setting cell's width

Place the mouse cursor within the cell, and enter the cell's height in **pixels** (e.g. *78*) or **percents** (e.g. *25%*) into the box on the additional features bar.
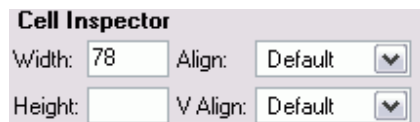
Figure 95

Setting cell's height

Place the mouse cursor within the cell, and enter the cell's height in **pixels** into the box on the additional features bar.
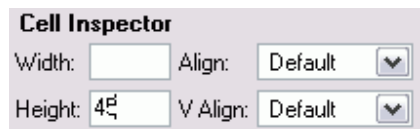

Figure 96

Setting text alignment within the cell

In order to set align for the cell, place the mouse cursor within the cell that you want to configure and choose the align type from the drop down box on the additional features bar.

You can adjust the text to begin from the top, center or bottom of the cell. For this purpose, use the V align option which is accessible in the additional features toolbar.
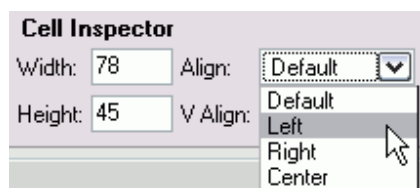
Figure 97

Please note that this setting will work only in the cell where the mouse cursor is placed.

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Changing cell's background color

If you want to change the cell's background color, place the mouse cursor within the cell, or select cells that you want to format, and click on the icon next to the **Bg Color** textbox on the additional features toolbar.

Figure 98

Browse colors and choose a proper color from the list of 222 shades.

Once you pick your color, click on the **OK** button on your right hand side to submit the change.

Set website properties

With WebsiteWizard, you may set up common elements to all the pages on your website, such as the website title, a logo, footer and banner ads. Moreover, you can set up the website in a way it's better recognized by the most popular search engines, such as **Google**.
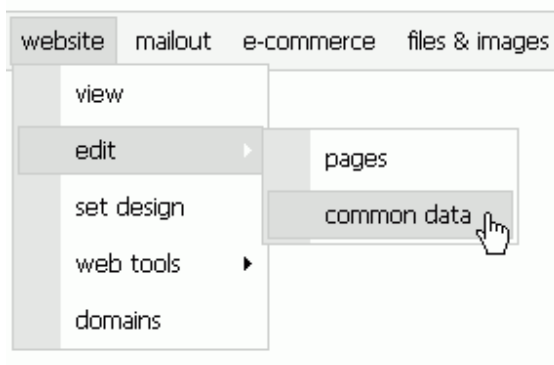
Figure 99

A **Title** describes the contents of your website in one sentence.

A catchy word or a slogan may be your site's title. The title will appear on each page in a place for logo unless you set a logo. These words will appear in a web browser's title bar. It's likely they are to appear in search engines' results and in bookmarks.

> Your title is one of the most important parts of your page, as far as search engines are concerned. You have to remember that a web search browser will classify your site according to the key words from the title and page content.

Creating a placing a logo

In order to get to the logo settings on the panel, scroll down to the bottom of the page. You can find a link to set a new logo to your website, to change it or delete a logo.

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Click on **files & images** on the menu bar and choose **logo creator** from the drop-down list.
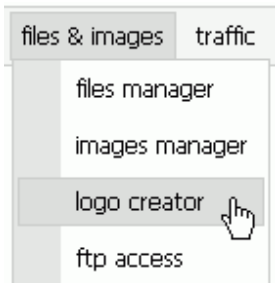
Figure 100

The logo creator panel is divided into three sections:

The main section -- with the access to all functions of logo creator

Work Area is a section where you can arrange all the elements and objects to suit all your needs.

Preview -- where a final logo preview is displayed.

Because the functions are divided into two types, those related to typing text and formatting, and those related to background and images for a logo, you have to use the navigation tabs at the top of the main panel for access to those functions.
You may access the features of each group by clicking on an appropriate tab.

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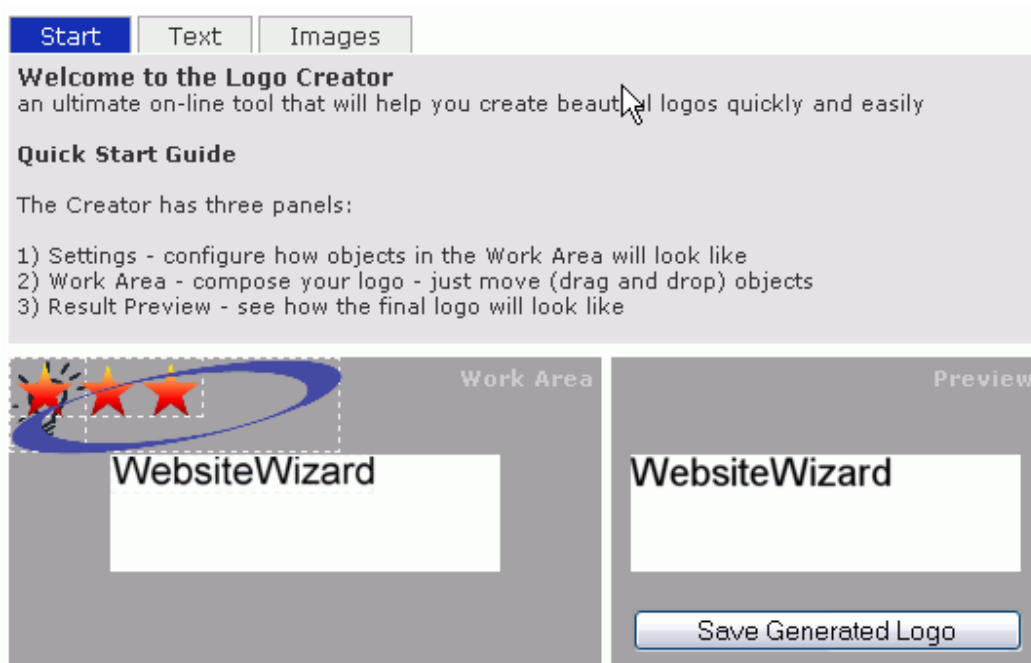
Figure 101

Under the **text** tab you can find the text editor toolbar. Within the section **images**, on the other hand, you may insert and manage images to your logo.

In the bottom left part of the logo creator, you can compose the elements.

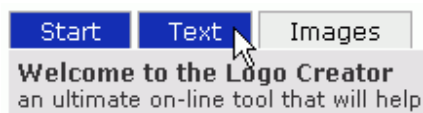In order to enter a text into your logo, say, "Cat's world", select the **Text** tab,

Figure 102

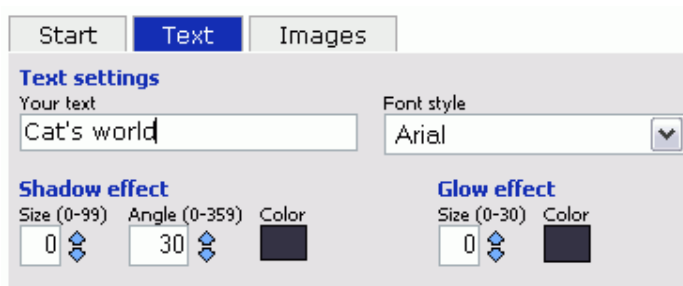and simply enter the letters that should appear in your logo into the text box on the top left hand side.

Figure 103

You can follow the changes in real time, thanks to the preview feature on the bottom left hand side of the logo creator panel.

When the text is entered, you can format the logo content.

Say, you decide to first set the logo font character.

Change the font character, size and color in the logo content.

It is not necessary to mark the text in the left hand side box. The change will refer to the whole text.

In the font style box, you can choose font character and format it with italic, bold, or both. Font style options are in brackets, next to the font name (**I** for italic, **B** for bold, and **BI** for both, italic and bold).

The change will automatically appear in the preview window, so that you can easily follow the changes.

Select the font style from the list.

Browse through various font styles and try out different options in the results preview area. Finally, say, you choose bolded Futura
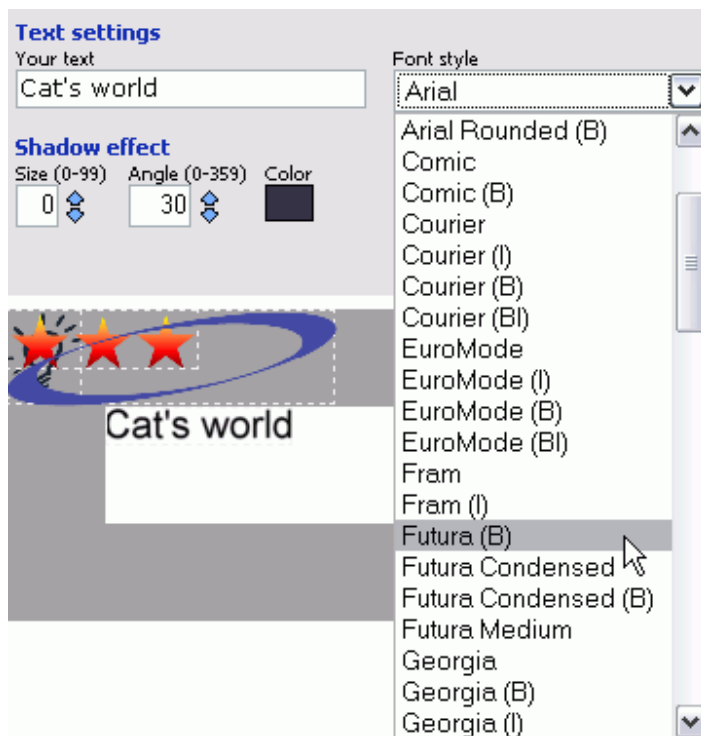
Figure 104

With the logo creator, you may play with available effects. You can add shades and/or glow the font. Moreover, you can make the text less or more transparent.

Moving the logo text

You may change the position of the logo text. Just place the cursor in the text in the Work Area, hold the mouse button and move the text as required. See Figure 105 below.
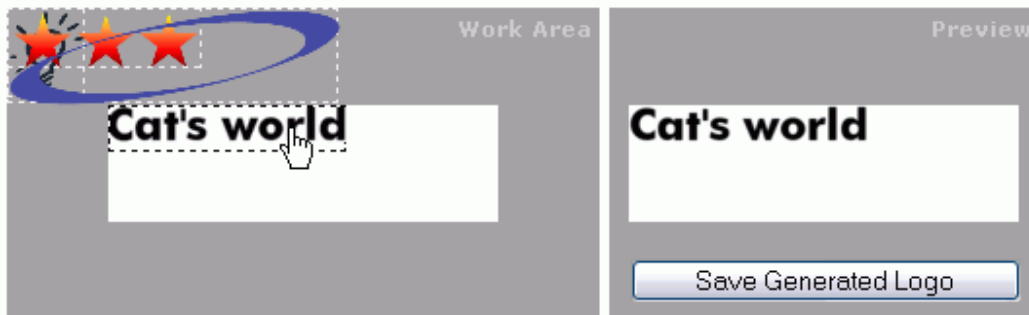
Figure 105

Follow the changes, reviewing the logo at the **Preview** section.

Changing font size

In order to change the font size, type a number in the font size box, or simply click on one of the arrows next to the size box. If you click the arrow pointing up, you will enlarge the font. If you click the arrow pointing down, you will make the font smaller.
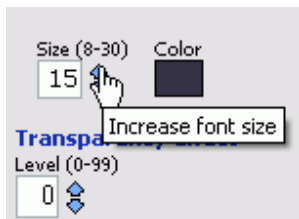
Figure 106

Changing the text color

The color box is located next to the font size manager. When clicking on this box, the color picker appears.
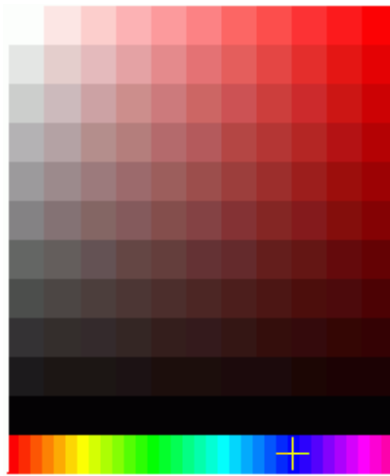
Figure 107

Pick the shade from the stripe on the bottom of the color picker. You may run your cursor over the color box then and click the selected color.

Keep an eye on the results preview area to see how your logo will look like, until your color is the desired one.

Inserting a picture in the logo

You may insert a picture as a background for your logo, or choose background color. First, you need to change the active tab to **Images,** as shown in Figure 108.

Figure 108

There are thumbnails of three images in image boxes in the main section.

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Figure 109

These images are ready to use as elements of your logo. You can manage an image -- move or change its size in the Working Area. If you want to bring the image forward or backward, however, you will use the arrows below the boxes with thumbnails.

You can change the position of the images using small arrows below the thumbnails of the images.

The order in which images appear in the thumbnail boxes is the same in which they appear in your logo. Image 1 is brought right up front in the logo, Image 3, on the other hand, is at the farther bottom.

If you want to move Image 3 on top of your logo, click on the arrow pointing left below this image thumbnail. The image will exchange its position with the one in the Image 2 box. Click on the arrow pointing left below the box of Image 2 to move the thumbnail to the first image box. Your image position is up on the front.

> Please note that the logo text is on the upper front.
> You cannot hide the text behind an image.

There are over 100 images available to create a logo. You may use up to three images in your particular logo. You may choose another image by clicking on the image box. A new window appears and you may browse the list.

The images are divided into four groups. Select the list and point the mouse arrow to choose an image.

The image will appear in the thumbnail box in the main section of the logo creator.

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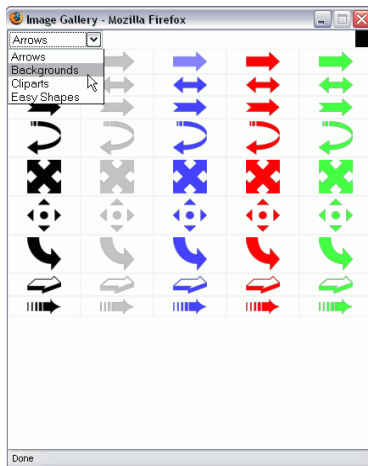
Figure 110

Background colors are in one of the groups on the list. If you want to change the background color to your logo, choose Backgrounds from the list and select the desired background. It will appear on the list.
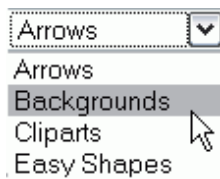
Figure 111

You can choose from different plain color or patterned backgrounds. WebsiteWizard software treats a background as an image. The same goes for the text that you have typed in.

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Organizing elements in the logo space

To organize all of the elements in the logo space, use your mouse cursor.

Point an element with the cursor, and holding the mouse button, move the element to its final position.

Changing image size

To change the size of an image, just hold <shift> on the keyboard and point the mouse at the border of the image. Holding <shift> and left mouse button move the mouse, the image size will change following the cursor.

Figure 112

When the logo is finished, click on the Save Generated Logo button in the Preview area. Your logo automatically becomes active on the website.

Deleting the logo

If you don't like your logo, follow this procedure to remove it from the website. Click on **website** and choose **edit >> common data** from the drop down list.
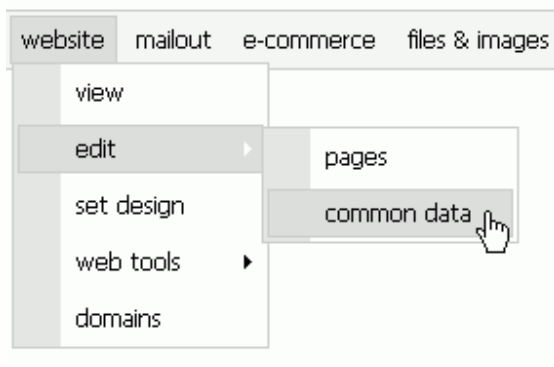

Figure 113

In the **logo** section, choose the **delete logo** option and when a new window pops up, confirm deletion.

> You may delete a logo image from the images manager too.
> Click on **files & images** on the menu bar and choose **images manager** from the drop-down list. Browse the list of thumbnails and choose **delete** below the thumbnail of your website logo. While deleting an image, the logo will disappear from your website. However please remember to remove the logo in **common data** section first, as described above.

Setting an existing logo to your website

If you have an existing logo for your business or you decided to use graphic software to create one, you may upload it to the website.

As you are on the **common data** panel on the WebsiteWizard administration panel, scroll down to the bottom of this page. Then, click on the link to choose a new logo.

WW WEBSITE**WIZARD**

You will find the **common page elements** panel upon clicking on **website** on the menu bar and choosing **edit >> common data** from the drop-down list.
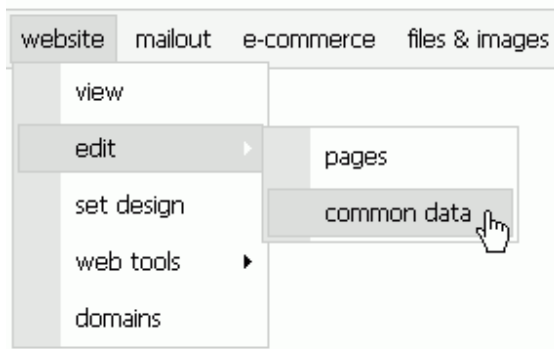

Figure 114

Click on the link on the bottom of the "Choose a new logo" page.

An images manager window pops up and you can upload your logo to the WebsiteWizard website.
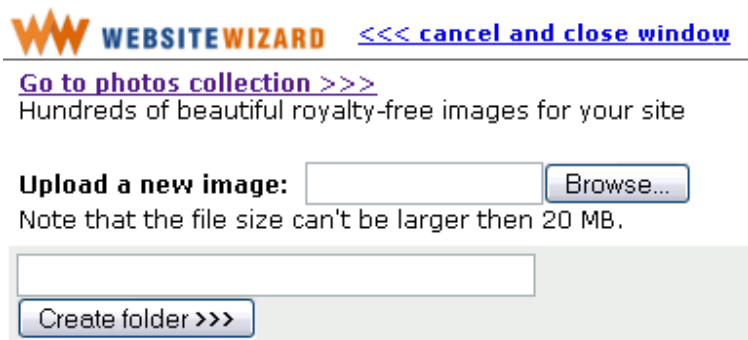

Figure 115

Click on the **Browse…** button which is next to the upload box.

Choose the location of the image on your computer and click the **OK** button. A directory path to the image appears in the upload box.

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Do not take any action while there is a warning message below the upload box.

This message means that WebsiteWizard is downloading and saving your logo on the server.

Figure 116

A thumbnail of your logo appears on the image manager window.

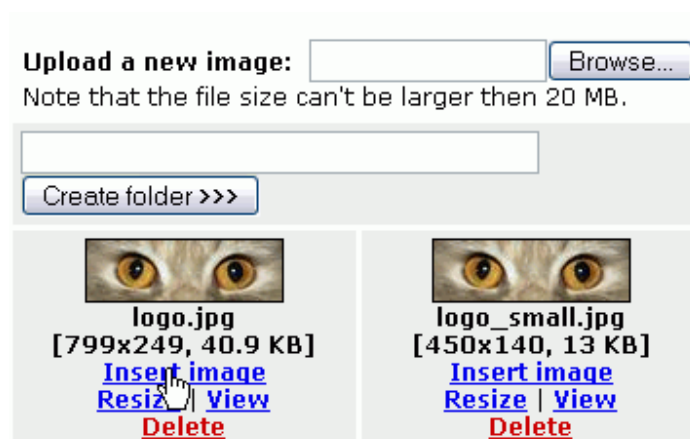The logo appears in the lower section of the window.

Figure 117

Upon clicking on a **View** link, an image will pop up in a new window.

There are certain options that refer to the image below its thumbnail. Click on the option to **insert an image**. The logo in its original size will be set on the logo section of the **common data** panel in your account.

Now you may submit this setting, delete this logo, or choose a new one or skip all the changes and leave the panel.

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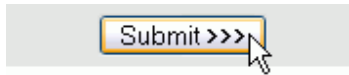As you click on the **Submit >>>** button, the logo you can see above is set to your website.

Figure 118

Setting the page footer

One of the common elements to your website is the page footer. Its content is displayed on the bottom of every page.

> Usually, webmasters place information about owners of the website, and that they hold the copyrights to all materials, images and other content presented on the website in page footer. Sometimes, they include a geographical address of your company and an email address.

When you are on the **common data** panel, find the footer section.

> You will find the **common data** panel upon clicking on **website** on the menu bar and choosing **edit >> common data** from the drop-down list.
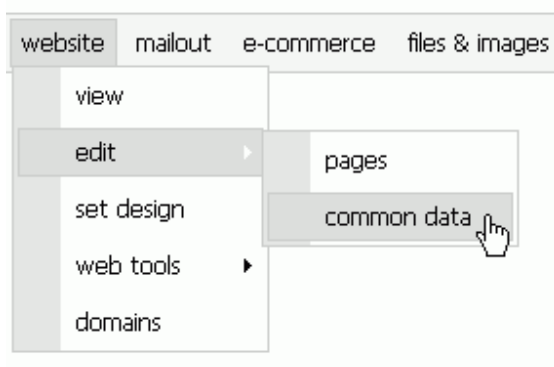

Figure 119

By means of the content editor, you may enter into the footer any content you wish.

Right now, we're going to guide you in how to set an email address in the footer, so that a visitor may click on it and their default email program will automatically create a new message. This message would be addressed to the email address you provided.
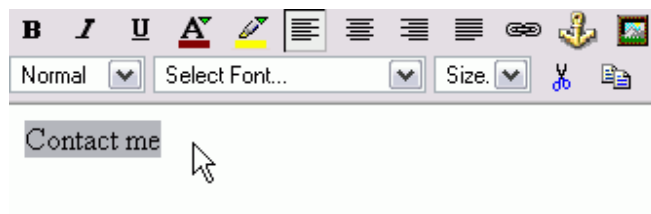
Figure 120

Enter the words that would cover your link and select them with the mouse.

Click on the **insert link** option on the toolbar editor.

Figure 121

When a new window pops up, enter the word "mailto:" (note that it ends with a colon) and follow it with your email address.

Figure 122

Click on **add a link** to create a link to your email.

Figure 123

Now you may change the setting of your link, so that some additional information pops up when a visitor moved the cursor on this link.

Figure 124

For example, you may set a **link title** with a message encouraging the visitor to send you an email, as you can see in Figure 125.

Figure 125

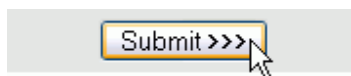Place the cursor on the link to the email and enter the message text into the **Title** box on the additional features bar.

Click on **Submit >>>** on the bottom of the panel to save the changes.

Figure 126

When clicking on the link, visitor's email software will open a new email window with your email address in "*To*" field.

Configuring ads display

This field enables you to place a catchy slogan on every page of your site in a visible place. The exact position of advertisement text depends on the chosen graphic design.

Inserting banner code for your website

You may insert banners provided by an advertisement agency and display them on the pages.

Since it is common that the website owners insert certain HTML code provided by the advertising agency, we have established a feature to enable you easily paste the code that you have received from them.

In order to start displaying banners on the website, place the HTML code advised by the ads provider in the **banner code** field.

> Usually, when someone decides to have ads on their website,
> they contact a company which acts as a go-between
> the website holder and an organization that promotes a product or service. Such a company provides a web owner with a piece of **HTML** code to be placed on the website.

Advertising banners have some standard sizes. The most popular size is 468x60 pixels. Not all designs are compatible with banners larger than that.

One of the most popular ways to profit from advertising is placing Google text ads on your website. You have to build traffic to your site first. Then, sign up for Google AdSense at http://www.google.com/adsense

Designing your website's architecture

Organize the content

No doubt it is very important and interesting what you want to say to your visitors. But the content itself makes only one side of the issue.

> All the features allow users to decide quickly which areas
> of the page to focus on and which areas can safely ignore. Several
> of the eye-tracking studies of Web page scanning suggest that
> users decide very quickly which parts of the page are likely to have
> successful information and then almost never look at the other
> parts - almost as though they weren't there.

Think of the purpose of your website and what you need to say to achieve this. Think of the method you will categorize information at your website (e.g. by subject, by chronology, by function, etc.).

Then, divide the categories into pages to your website enter their content and set the hierarchy of pages.

Design the structure of your website

Using advanced structure management tools at your WebsiteWizard account, you will build not only numerous pages, but also create a unique architecture for your website.

In an easy click-through way, you can set the two level structure of your website and additionally manage the order of pages at your website. Those features are accessible at the pages edition panel.

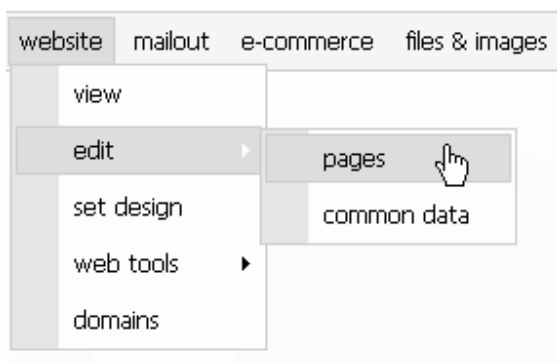Click on **website** on the menu bar and choose **edit >> pages** from the drop-down list.

Figure 127

Changing position on the menu

The menu is the main navigation bar on your website. The names of the pages will appear in the same order as on the pages management panel on the menu bar of your website.

Click on the positioning arrows which are in the same line as the page name if you want to change the order, as shown in Figure 128**.**

Figure 128

Setting page architecture – making sub-pages

With WebsiteWizard you can easily set some pages on a lower level, as sub-pages to other pages, so that not all the pages appear on the main website menu. A visitor clicks on the menu when browsing the website; it will drop down with the list of sub-pages.

Using arrows pointing left and right, you can move a page a level down or up in the hierarchy.

At start, all pages are in a flat structure. It means that all of them would appear in the main website menu, unless you deliberately hide them from the menu by checking the relevant box during that page set up.

If you want to set a page in the way that its title appears in a drop-down menu once a visitor clicks on the title on the menu and if you selected a Dynamic Design for your website, you will need to use the arrow pointing right, next to the page title. As you can see in

Figure 129, the "Cat's character" page was set as a sub-page to "Articles".

Figure 129

First, the order of the pages was changed, where "Cat's character" was placed directly underneath "Articles".

Next, by clicking on the arrow pointing right, the page became indented, as seen in

Figure 130.

Figure 130

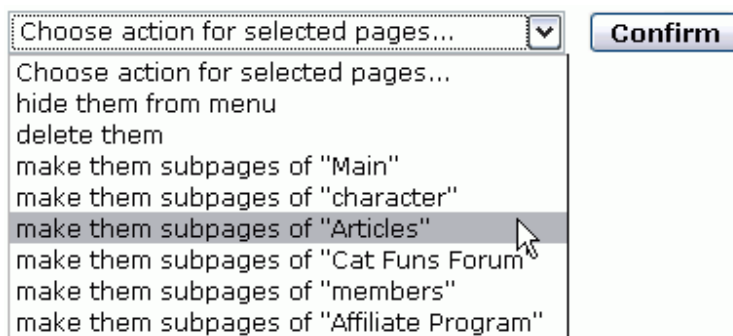There is also another method of making some pages sub-pages in one move.

Figure 131

All you have to do is tick checkboxes of all the pages that should become sub-pages and then select the main page title from the drop-down list of **actions for selected pages** below the list of all pages.

Figure 132

Click on the **Confirm** button to proceed.

Place links on the pages

A website is a set of Internet pages that share a common topic, design, and are associated one with another. The pages become associated by means of links.

A link is a referral connection from one web page to another.

> A website is a set of associated web pages. The page is mainly associated with others through link referrals. Although the concept is simple, the link has been one of the primary forces driving the success of the Web. Visitors may read the site from the beginning to the end, as well as by choosing numerous connections among different pieces of content.

Say, you wrote an article titled "Should we punish our cats?" and placed it on a newly created page. Within the text on the page describing cat's character, you can set a link to this article.

Cat owners need to understand their cat's habits. Otherwise, a life with a cat will be like being on a war.

Scratching

This act of scratching the couch arm to death is called "stropping". Kitty is just trying to make all the furniture in her house smell right. Cats have scent glands in their paws so stropping transfers their own scent to the objects in their territory.

Should we punish our cats? Read more

Figure 133

You want the phrase *read more* to become the link to your article.

Scratching

This act of scratching the couch arm to death is called "stropping". Kitty is just trying to make all the furniture in her house smell right. Cats have scent glands in their paws so stropping transfers their own scent to the objects in their territory.

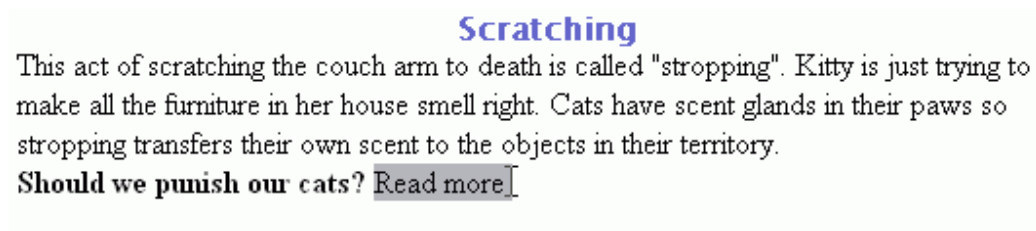**Should we punish our cats?** Read more

Figure 134

Select the words which should cover the link and click on the **Insert Link** icon, as you can see in

Figure 135 below.

Figure 135

When the new window pops up, select the page title from the list of the pages on your website and click on the **Add link >>>** button on your top right.
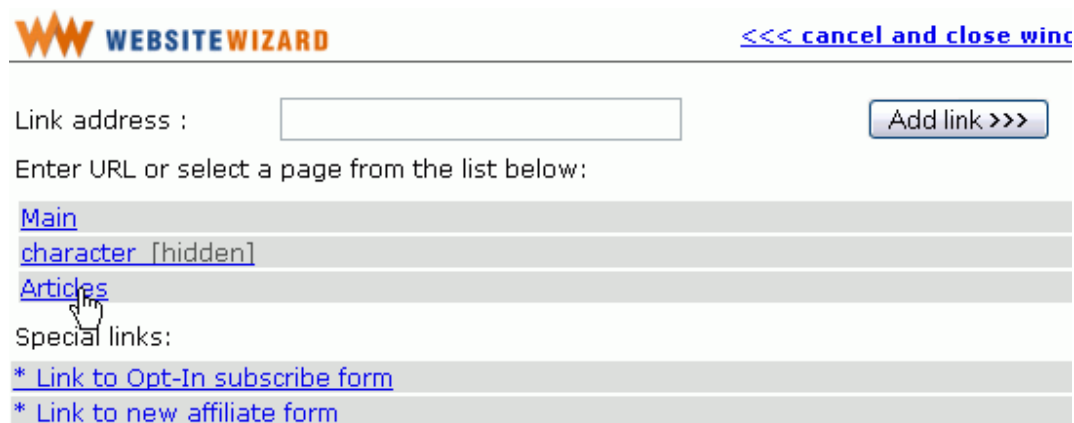

Figure 136

The linked text becomes underlined.

There are more link options that you can set to the link by using the additional features bar.

Setting a link title

You may change the setting of your link, so that some additional information pops up when a visitor moved the cursor on this link.

For example, you may set a link title with a message encouraging the visitor to take action and click on the link. Please remember that link titles are also important for search engines, so don't be afraid to put some keywords there.

Figure 137

Place the mouse cursor on the link, as you can see in Figure 137**.**

There, you can see the link management options on the additional features bar.
Just enter the link title into the **Title** box on your right hand side, as shown in Figure 139.
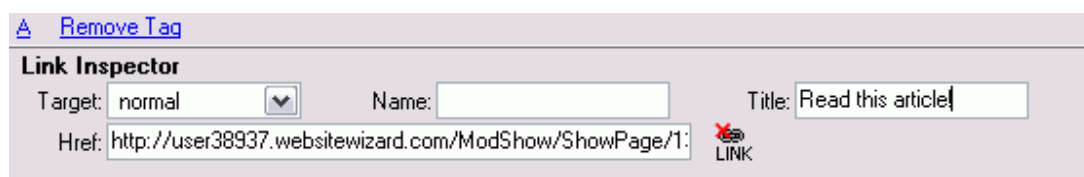

Figure 138

Targeting the link to a new window

In order to set up a link in such a way that it opens in a new browser window, select **new window** from the drop down list with **target** settings.

After saving the page, preview it in the **View** mode, and test if the link works fine. In case it doesn't, you will be able to correct it, before too many visitors see the error.

Save the page, in order to update your website.

Figure 139

Removing a link

In order to remove a link from the page, place the cursor on the link in the content editor main area.

Figure 140

At the top of the additional features bar and above **Link Inspector**, there is the **Remove Tag** option. As you click on this option, the link is automatically removed.
If Link Inspector is not visible, click on the letter **A** to enable it.

Save the page, in order to introduce the change to your website.

Insert downloadable files

Inserting a file

You may insert a link to a file to be downloaded by your visitors, either by associating it with text content or an image.

Have your file on your computer disk space and make sure you know the directory path to this file.

Get to the page edition panel on your WebsiteWizard account.

Enter words that will describe the file and select the text that will be your download link.

> You may insert an image that will work as a link to a downloadable file.

This may make her insecure and stimulate her to scratch more or develop undesirable behavior problems.

Download the ebook
Tips to help start good scratching habits in kittens and adult cats

Figure 141

Click on the Insert File **icon on the toolbar editor, as you can see in**

Figure 142. It is the icon with a paper clip.

Figure 142

When a new window pops up, choose a file which you want upload to the server from your disk or browse the files uploaded before, available on your account.

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Click on the **browse** button, next to the upload box. Choose the directory path to the file on your computer and click **ok**.
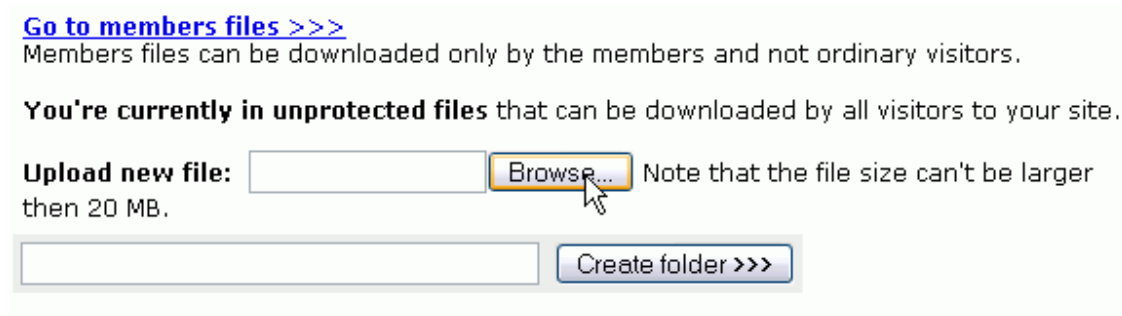
A directory path to the image appears in the upload box. While uploading a file to your WebsiteWizard account, a warning message appears. When it happens, it means that WebsiteWizard is receiving and saving the file in the account disk space. Do nothing, until it disappears.

Figure 144

When the file is in your account, it becomes listed in the lower section of the window. You can read its name and size. Below the file name, there are two options available, i.e. to insert a link to the file on the page, or to delete the file.

Figure 145

Click on **insert link**. Upon doing so, you insert the link to download this file on the page.

The download link targeting to this file will be placed on the page. You can see that the color of your selected text has changed and these words are underlined.

Now you may change the setting of your link to a downloadable file, so that additional information pops up when a visitor moves the cursor on the linked text. You may set a link title with a message encouraging the visitor to take action and click on the link to download a file.

Place the mouse cursor on the link, as seen in Figure 146

Figure 146

There you can see the link management options on the additional features bar. Enter the link title into the **Title** box on your right hand side.

Save the page in order to introduce the change to your website.

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Removing a downloadable file

In order to remove the link from a page, place the mouse cursor on the link in the content editor main area.

At the top of the additional features bar, and above the link inspector part, there is the **Remove Tag** option. As you click on this option, the link is automatically removed.

Click on the **Save page >>>** button to make the change to your website permanent.

Getting your own domain name

Name your website

One of the most important things from a perspective of website building is a domain name. A domain name is the name by which the Internet users will identify and find your site in the Internet.

Your Internet domain name is your exclusive web address that you can purchase and registered under your sole name. With WebsiteWizard you may register one domain name that ends with .**com**, .**net**, .**org**. It's free with Optimum and E-Commerce accounts.

Having your own domain name you are provided with many benefits:

- the domain name itself can attract traffic to your site

- often Internet browsers guess the web address using key words for the subject or just type the company name and the extension

- your own domain name increases credibility for your organization.

Before you start the registration process, brainstorm for a list of domain names that will describe the topic of your site the best. Look for short and easy name to remember.

> We recommend you choose the simplest domain possible.
> The longer and more complicated domain name you have for your business less people remember it and visit your site.
> The less letters a domain name contains the better and more valuable it is!

Think about your website. What it is about and who it's addressed to. If you have a company, make sure it's name is on the list too.

There are two schools, actually. Common words are good because they are universally known. However, most of the common words are already reserved. You can use external services, such as http://www.bizmint.com/ or http://www.whois.sc/ to check the availability of domains with a certain word.

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To increase your position in search engines, you can use a few keywords in your domain name and separate them with dashes. For example, you can register cat-scratching-habits.com domain. It will improve the position in search engines for the keywords included in domain name.

When you have a list of domain names you can start the registration procedure.

Register a domain with WebsiteWizard

WebsiteWizard has introduced an easy procedure for its customers to register a domain name directly from their WebsiteWizard account. You may register a domain name via the WebsiteWizard account or at the special domain registry service provider.

> Please, keep in mind that a one domain registration is completely for free for the customers of **WW** Optimum and E-Commerce plans.

Follow this procedure in order to register a domain name with WebsiteWizard.

> Your domain name should be easy to remember and relate to your online presence. If you want to become present in the Internet for your business purposes, the use of the company name is usually the best choice and should be achieved whenever possible. People will generally try www.yourcompanyname.com first when searching for a commercial website. If customers or potential customers know your company exists, they will find your website quickly and easily if your domain name is your company name. If your company name is not well known, you may choose to use a catchy descriptive phrase or the subject of your website as its domain name.

Click on **website** on the menu and choose **domains** from the drop-down list, and click on the link to register a new domain name.
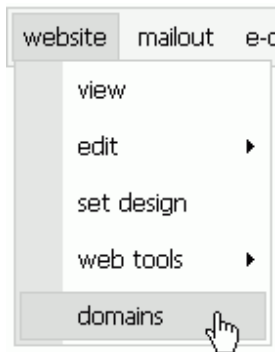
Figure 147

Check whether your favorite name is free to be registered as a domain name.

Enter the main part of the domain name without trailing. com/.net/.org into the text box, and then click on the **Check this domain name >>>** button.
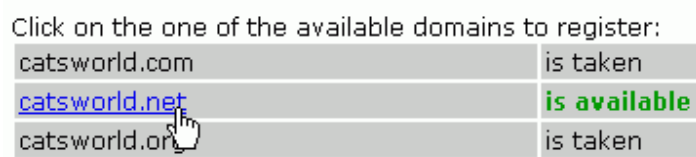

Figure 148

WebsiteWizard will check if the domain name that consists of such main part is still available.

Say, you're trying to find out if the **cats.com** domain name is free. Unfortunately, WebsiteWizard displayed information that all the domain names including the word **cats** had been taken. You then click on the **<<< Choose a different domain** link below the results to check for other names.

> If you don't like the name or you want to check for other options, click on the **<<< Choose a different domain** link below the results of the query.
>
> You need to repeat the procedure, until you find the domain name you entered is available.

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Click on the one of the available domains to register:

catsworld.com	is taken
catsworld.net	is available
catsworld.org	is taken

Figure 149

Finally, when a domain name you want for your website is available, click on that name.

The domain registration form opens. Fill out this form carefully, because it is for a binding contract! When you are ready, click on the button below the form in order to register your domain.

The domain is now registered under your name, and within up to 48 hours should work worldwide (this delay is caused by the technical limitation of worldwide domain name system).

Add an external domain

Don't worry if you already have a domain name! You may associate this domain with your WebsiteWizard account. This way if anyone enters your domain name they will enter your new website.

As you may know, there are two systems of obtaining a particular address in the Internet -- one is the domain name system, and the other consists of a string of numbers.

As an Internet user enters a domain name, such as *www.yourdomainname.com* into the address box, the web browser transfers it into an IP address and connects to the server to fetch a web page.

That's why you will have to change your domain nameservers settings with your domain registration provider to make it work.

First, you need to contact your domain registration provider and set nameservers of your domain to:

Primary nameserver -- **207.8.198.16**
(ns1.websitewizard.com)
Secondary nameserver -- **207.8.198.19**
(ns2.websitewizard.com)

and then add your domain to the list of domains in your WebsiteWizard account.

If a domain does not point at WebsiteWizard **nameservers** the error message will appear. Until this domain is properly configured on the domain registration provider's side, you cannot add it as an external domain to your website. Please make sure the primary and secondary nameservers are set correctly as advised above.

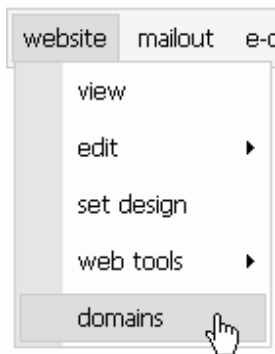Click on **website** on the menu bar and choose **domains** from the **drop-down** list.

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Figure 150

Now, click on the **Add an external domain >>>** option.

> Note that more than one domain name might point to your website.

Enter the domain name into the box and click on the **Add domain** button.

Figure 151

On the **website >> domains** panel you can see the list of domains that has been registered with WebsiteWizard or added to your account as external domains.

Until the new settings are synchronized, a domain name will appear as incorrectly configured.

> Please note that when registering a domain through WebsiteWizard the domain may be shown as incorrectly configured. This is normal and should disappear within 24 hours.

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If you see the nameservers are not configured correctly, the domain will not work properly. This domain's nameservers are not set to WebsiteWizard nameservers and, consequently, this domain will not point to your website.

Figure 152

If you added more than one domain to your account you may set one domain as default for your website. With this option you can manage your pages in a better way by choosing a domain name for any page.

To set a domain for a page, click on **website** on the menu and choose **edit >> pages** from the drop-down list. Then click on the option **Edit** which is in the same line as the page name. By default a page is visible with your default domain. When you choose domain for this page it can become visible under any of the domain that has been added to your WebsiteWizard account.

For example, you have two domains: *www.yourdomain.com* and *www.cats-world.net* and a domain *www.cats-world.net* has been set as default. Your page *main.html* has a default domain set. That's why your visitors can access the *main.html* page by entering the following URL http://www.cats-world.net/main.html in their web browsers. However, if you want this page to be accessible from another domain (with the following URL: www.cats-world.net/main.html) choose cats-world.net domain for this page.

Managing your email accounts

Now, when you have a registered domain name that identifies your website, it's very important to set up your email account. You can **take advantage of your domain name** and set up an email addresses that would be intuitive for your visitors, so that they can easily contact you.

Each email account consists of two separate parts -- a user name and a domain name.

If you chose a user name, note that your email address would be as follows: *username@yourdomain.com*.

We recommend that you set up a wide range of email addresses that will target your mailbox, so that you receive all the messages sent to any address at your domain.

By following the procedures described below in this unit, you will have set your email account in such a way that it captures all the emails that have been addressed to your email, and directs appropriate emails to particular mail boxes.

Create an email account

Click on **e-mail** on the menu bar and choose **manage accounts** from the drop-down list.

Figure 153

As you are on the **manage email accounts** panel in the WebsiteWizard account, choose the link to create a new account. This link is located at the top of the panel, just above the list of the existing email accounts. If it's the first time you set an email in your WebsiteWizard account, the list will be empty.

Fill out the form, providing a unique user name for your account and a password, and click on the **Create email account >>>** button.

Figure 154

Upon creating the email account, you receive a permanent email address within the WebsiteWizard account, and there is a new email address created at your domain name.

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It must be a unique name for all WebsiteWizard customers.

The name will constitute the default

name@mail.websitewizard.com email address.

If anyone has already used this account name, you will receive the error notice. You need to choose the account name which is free and available.

Once you create the account, you will see a note saying -- "Your new account has been created".

You may add some aliases to your account if you want to receive mail sent to email addresses other than the email account.

Manage email aliases

An **alias** stands for an automatic email redirection to a certain mailbox, so that the customer may send messages to various addresses, but all of them will be gathered in one mailbox.

> John Smith runs a website with the domain name of
> *yourdomain.com*. He has created three different email addresses --
> to the office (*office@yourdomain.com*),
> to the department of sales (*shop@yourdomain.com*), and to John
> Smith himself (*john.smith@adomain.com*). However, he certainly
> wants to collect all other emails that were sent to his domain. He
> may have this done in two ways -- by establishing three separate
> accounts, or creating one account and setting particular aliases.

Even though you may decide to have more than one real address, we recommend you use the alias setup feature to gather emails which otherwise would be pointing to all nonexistent addresses at your domain.

Managing local aliases

Click **e-mail** on the menu bar and choose **manage aliases** from the drop-down list, and then select the link to **Manage local aliases >>>**.
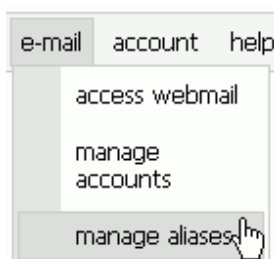

Figure 155

You can now configure aliases, so that all emails addressed to your domain name are targeted at your mailbox.

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Figure 156

Click on the link to add a new local alias.

If you don't have any domain name that points to your WebsiteWizard page, you will see a note saying -- "You need to have at least one domain in your account set to be able to add aliases." Register or add at least one domain name to your website, and then set up aliases for all the emails at this domain.

> You may configure aliases if only at least one domain name
> is set.

You should create one catch-all alias for each domain name that targets to WebsiteWizard, in order for all the incoming emails addressed to your domain name to end up in your WebsiteWizard mailbox. Otherwise, you may lose some correspondence.

Once you click on the link to add a new alias, you will be redirected to a new local alias form.

Figure 157

Enter the email of an alias first.

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If you want to catch all the emails addressed to your domain, leave the first part of the e-mail empty and select just the domain name, unless this will be a single alias.

Select a target account from the list, and then click on the **Create local alias >>>** button to confirm the setting.

You are back in the main alias management panel now.

In order to set a particular separate email address that points to an email account, click on the link to **add a new local alias >>>**.

Figure 158

Enter the email address that should redirect to your email account and select the target account.

Figure 159

Once you clicked on the **Create local alias >>>** button, you will see the list of all local aliases.

Figure 160

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Once you click on the account name link, WebsiteWizard will redirect you to the page with the settings of the specific email account. Below the basic settings of this account, you can find a complete list of aliases that point to this email.

List of aliases that point to this e-mail account:

Type:	Alias:
Catch-All address	@yourdomain.com
Single address	contact@yourdomain.com

Figure 161

Managing external aliases

You may set up an alias account to redirect the incoming email to either one of the emails at your domain or an external email address.

> Set up a local alias if you want all your incoming mail to come into your WebsiteWizard mailbox and/or you wish to receive all the mail via an external account other than a WebsiteWizard email account.

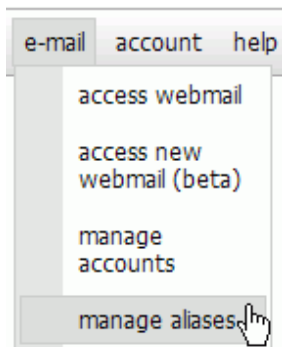Click on **e-mail** on the menu bar and choose **manage aliases** from the drop-down list.

e-mail   account   help

access webmail

access new
webmail (beta)

manage
accounts

manage aliases

Figure 162

In order to set a particular separate email address, so that it targets to your mailbox outside the WebsiteWizard account, click on the link to **Manage external aliases >>>**.

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Figure 163

Enter an alias email address and the email address it should lead to.

Figure 164

Click on the **Create external alias >>>** button to set the alias.

You will be redirected to the external aliases panel, where you may preview the list of external aliases that have been targeted at your domain.

Figure 165

If you want all emails to be redirected to your external mailbox, set a catch-all external alias at your domain.

Figure 166

Leave the first field of the email alias empty. Once you enter the target email address, where all these aliases should be redirected, click on the **Create external alias >>>** button.

Removing an alias

In order to remove an alias, click on the **Delete** option which is in the same line as the email alias,

Figure 167

and confirm the deletion, once a new window pops up.

Figure 168

WW WEBSITEWIZARD
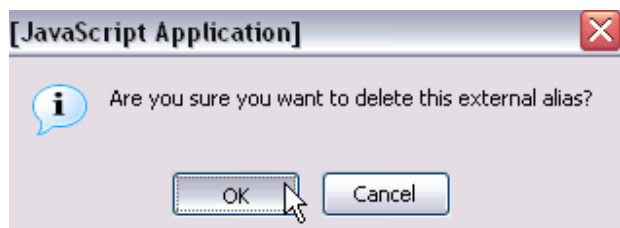
Set up email software on your computer

Previewing email account details

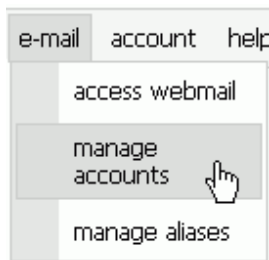Click on **e-mail** on the menu bar and choose **manage accounts** from the drop-down list.

Figure 169

Find an account name which you want to set up to email software.

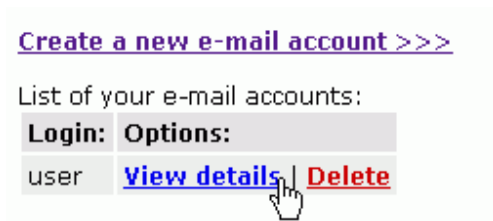Choose the option to view details which is in the same line as this account name.

Figure 170

You are transferred to the panel with this email account details.

You are provided with the SMTP and POP3 servers, your login name and password details.

All these information are necessary to setup the email account to your software correctly.

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E-mail account basic info:	
SMTP Server:	mail.websitewizard.com
POP3 Server:	mail.websitewizard.com
Login (SMTP/POP3):	user
Password (SMTP/POP3):	topsecretp
Persistent address:	user@mail.websitewizard.com

Figure 171

Below this table you will find a list of email aliases that point to this email.

Setting up your account at Outlook Express

In order to set up your account at Outlook Express follow the steps listed below:

1. Open email software program. In the Main Menu, select **Tools** and then **Accounts**

2. Click the Mail tab and select Add and then select Mail

3. You will then proceed to the Internet Connection Wizard where you will need to follow the steps as shown below.

> Replace the examples provided with your information. Remember to click **Next** after following each step.

Enter your name, as it will be displayed in headers of messages that you will send through this account.

Enter your email address as it appears in the WebsiteWizard email account details.

For Incoming mail (POP3) server enter **mail.websitewizard.com**

For Outgoing mail (SMTP) server enter **mail.websitewizard.com**

After entering the account name, password and clicking Finish, Outlook Express will automatically check the mailbox that you've just added.

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4. Please remember to enable "My server requires authentication" option in Outgoing mail server properties. Without this, sending emails will not work properly.

Access your mail through the Web

With WebsiteWizard you may access your email no matter where you are in the world. You just need a web browser and the Internet access.

Webmail is web-browser based email software.

In order to access web mail software you click on **e-mail** on the menu bar and select **access webmail** from the drop-down list or enter the following URL -- *http://webmail.websitewizard.com/* into the address box at your web browser.
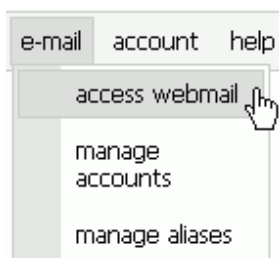

Figure 172

Enter a login and password to your email account as you have previously set with WebsiteWizard.
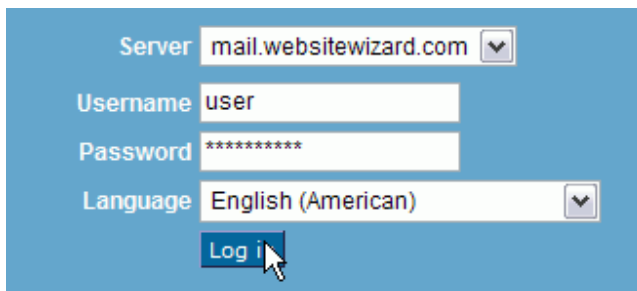

Figure 173

If you don't remember the password, check it at the account details on the **manage accounts** panel.

Interacting with visitors

Create a survey

You may keep in contact with visitors by asking them questions, for example referring to their interests, shopping preferences or lifestyles -- "Who will win this election?", "Do you like Cameron Diaz?", etc.
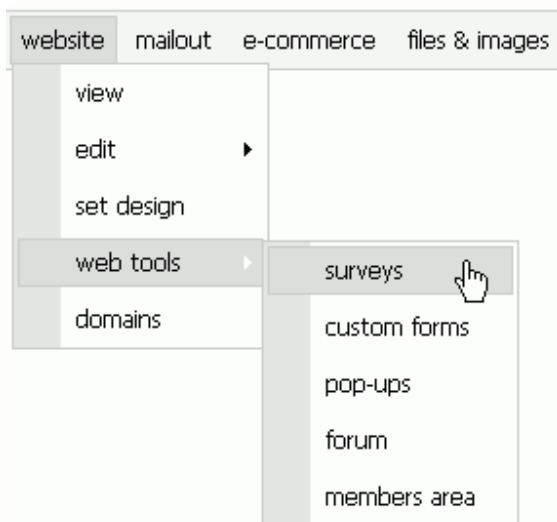

Figure 174

In order to create a survey, click on **website** on the menu bar and choose **web tools >> surveys** from the drop-down list.

You are on the **survey management** panel on the WebsiteWizard administration panel right now. From this section, you can add a new survey which can be used on your website later on. You may preview and edit the surveys you have already created too.

The survey management panel is divided into two parts -- at the top of the page there is a link to a **survey creator**. Below the link, there is a list of existing surveys. You may check how many people voted for a particular survey, check the results, edit a survey, and delete one.

If you don't see any surveys on the list, you probably haven't created any, or you have deleted all your existing surveys.

Once you click on the link to **Add new survey >>>**, the **survey creator** opens.

Enter a question you would like to ask your visitors. Surveys created with the help of the WebsiteWizard **survey creator** feature provide close type questions only, i.e. single choice questions.

Remember, your question should be eye-catching and controversial enough to encourage your visitors to participate!

The title of a survey is similar to the question you have entered.

Select a type of survey you want to introduce.

Dependent on the type, your visitors may have access to the results or not. A **private type survey** will make the results available only to you. In **public survey** - results will be displayed to the vote caster.

In most cases you may want to display the results to your voters. However, results of some surveys should stay confidential.

You may not want, for example, that you visitors look at the marketing search results if you ask the visitors for opinion on a new product or service. A private survey should be used on a rarely basis only.

Once you create the survey, you will see a note saying -- "A new survey has been added", and this survey will appear in the table on the survey management panel.

A new survey has been added!

Add a new survey >>>

Question:	Total votes:	Options:
Does your cat scratch?		**View results** **Set answers** **Edit** **Delete**

Figure 175

Enter possible answers to your survey.

Click on the Set answers option which is in the same line as the survey question.

Click on the **Add a new answer** button which is seen above the list of questions to your survey.

Add a new answer >>>

List of answers for survey: Does your cat scratch?

Answer	Options

<<< Back to the list of surveys

Figure 176

Once you clicked the button, you will be asked to enter an answer.

You have to provide at least two possible answers in your survey.

The surveys created using a **survey creator** feature enter only questions of a close type. Your visitors should have a chance to select an answer from the list of possible ones

Answer details

Answer: (required)	never tried
	Save >>>

Figure 177

Add all the possible answers to your survey.

Displaying the survey on a page

Once the survey is ready, you may display it on the page.

Click on **website** on the menu bar and choose **edit >> pages** from the drop-down list.
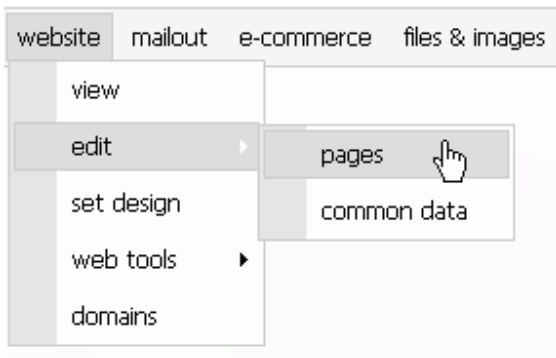

Figure 178

Choose a page you want to display the survey on. Click on the **Edit** option which is in the same line as the selected page.
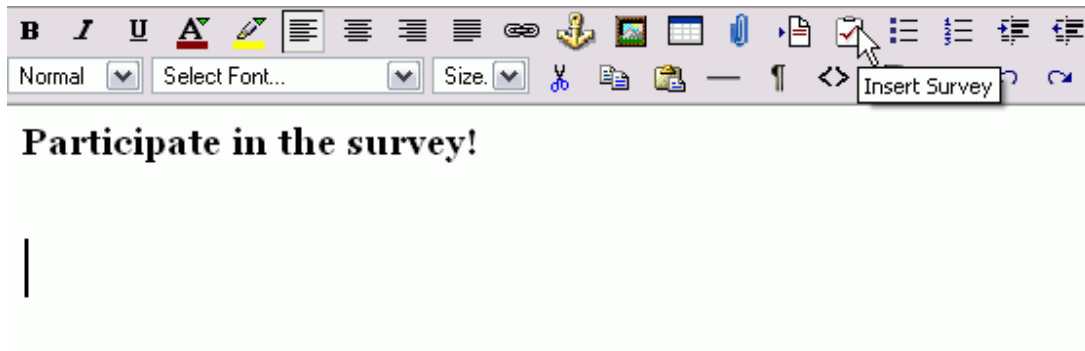

Figure 179

Figure 180

Once you are on the page, place the mouse cursor where you want to insert the survey,

and click on the **Insert Survey** icon, as you can see in Figure 180.

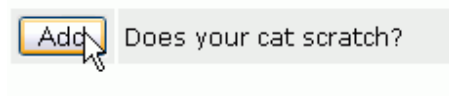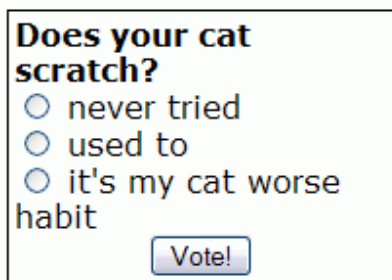Once a new window pops up, select a survey from the list of surveys and click on the **Add**
button.

Figure 181

Figure 182

The survey appears on the page and you may format each element of the survey by means of the editor toolbar.

You may delete an answer from the survey

You can delete the answers you don't like. You may also change your mind and instead of five possible answers, you may decide to limit the possibilities to three, for instance.

Figure 183

Click on **website** on the menu bar and choose **web tools >> surveys** from the drop-down list.

Figure 184

Click on the **Delete** option which is next to a given answer.

Checking the results of the survey

There is a list of surveys you created on the survey management panel.

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Looking at the table, on which all the questions are presented, you may check how many questionnaires you created so far, and which ones should be created in the future. You may check how many votes were given to each query. There are links to the options to enable change (amend) or delete each of the surveys already created in the table. Finally, you have the option to preview results of a survey, once you have displayed it on your website.

You can preview how many visitors voted for each survey. The number of voters is displayed next to a particular survey title. You may also check the results of each survey. In order to preview the results of the survey, click on the **View results** link, next to the title of the survey. You will be transferred to another page where the results are presented.

Deleting a survey
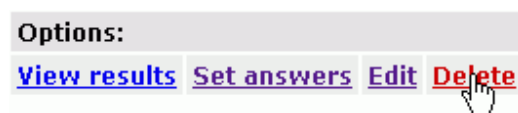
Figure 185

In order to delete a survey, click on the **Delete** option next to the survey title.

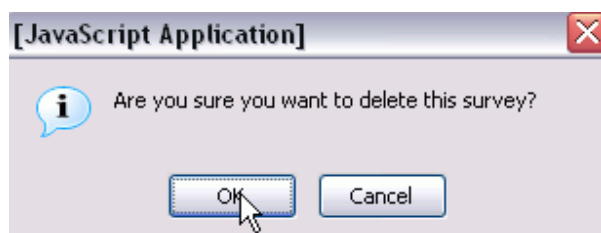Once the new window pops up, confirm deletion by clicking **OK**.

Figure 186

Once you click on the **OK** button, you will see a note saying -- "Your survey has been removed!" At this point, the survey will be permanently removed from your WebsiteWizard account. Please remember to remove the survey page from your page list as well.

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Once you deleted a survey, you would lose all the collected data about your visitors and their preferences. You won't be able to retrieve this information later.

We recommend you leave all the surveys intact, unless you don't need the information collected during the survey any more. Remember that with WebsiteWizard you can build up as many surveys as you need! There are no limits!

Set a custom form

A **custom form** is a web form designed by you and placed on a page at your website. The results of this form will be sent to you by email as soon as anyone fills it out.

In order to get to the custom forms panel click on **website** on the menu bar and choose **web tools >> custom forms** from the drop-down list.
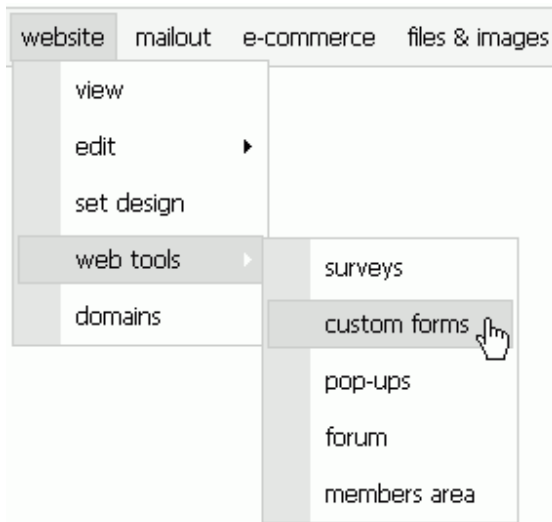
Figure 187

Once you click on the link to create a new form, you will be redirected to the **custom forms** editor, as you can see in Figure 188, where you may start editing a new form.

Figure 188

> When you start editing a form it consists of two elements only -- a
> title and the **Submit the form** button.

On the left of each element, there is an edit button.

Once you click on the button, you may edit the element of your custom form.

Figure 189

For example, when you click on the edit button next to the form title, you will be asked
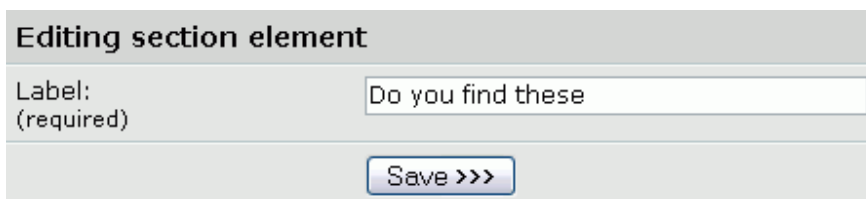to enter a new title to your form.

Figure 190

> As a custom form title, you may enter a query or command for
> visitors to take certain action.

Once you click on the **Save >>>** button, you are back to the custom form editor.

In order to add a new element, click on the **Add new field** button on the editor and
follow the steps. First, you will be required to select the type of the element.
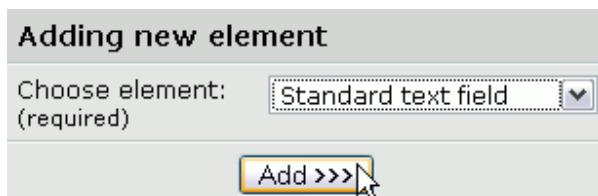
Figure 191

If you choose **standard text field,** a visitor will have to set an answer in one line. With the **text area** field, a user could enter a longer statement.

With the **email address** box**,** WebsiteWizard will check if a visitor entered an email address and if not, they will receive an error report and will be asked to retype the address. The **password** box will cover the signs with stars.
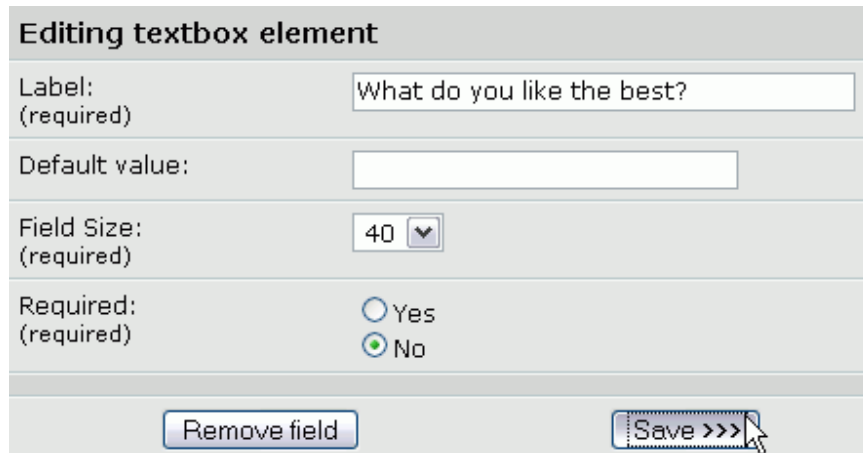
Figure 192

With the **custom form** feature you may create a **single selection field**, with the list of options for your visitor to select. With the **multiple selection fields** they will be able to choose more than one option at the same time.

Select the **textbox** element to enable your visitor state their opinion, just as it was created in this demonstration survey.

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Figure 193

When saving the element, you will be redirected back to the custom form editor.

Figure 194

You may decide if a visitor should fill a particular element in order to complete the form. For example, if you ask for feedback, your website might not accept the submission of a form sent without a feedback field completed.

You may set the name and email address fields as required if you want to receive the email address and the name of the visitor who completes the form.

Between the edit button and an element description, there are arrows which will help you with setting the order of elements in the form.

You may move each *up* or *down*.

Figure 195

To move an element up, click the command **up** which is located on the left of the element editor button. To move an element down, click the **down** command on the left of the element editor button.

You may edit the submit button of your survey too.

Click on the edit button which is in the same line as the one you want to edit. When a new page opens, enter a new button label into the box. When you are ready, click on the **Save >>>** button to change this setting.
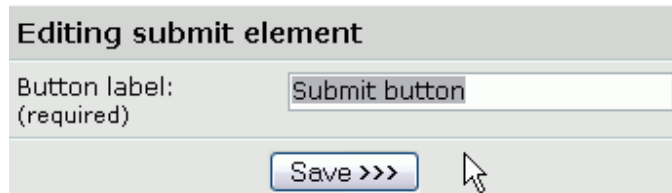
Figure 196

When the form is ready, set your email address in the box just below the form. Once a visitor completes the form, an email containing the answer will be sent to the email address you provided.
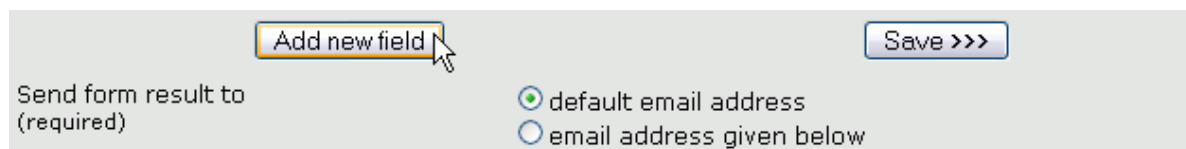
Figure 197

When your form is defined, you may set it on the website.

Click on **website** on the menu bar and select **edit >> pages** from the drop-down list and set the option to **create a new page**.

Figure 198

![WEBSITEWIZARD]

Figure 199

Select the page of a **Form** type.

Set the page title and page options as at the default page.

In the field confirmation text enter the message that will be displayed once a visitor completes the form.

Introduce a Members area

You may wish to limit access to certain parts of your website. You also may want to record email addresses and other data concerning your visitors.

Click on **website** on the menu bar and choose **web tools >> members area** from the drop-down list to **activate the members area** feature.
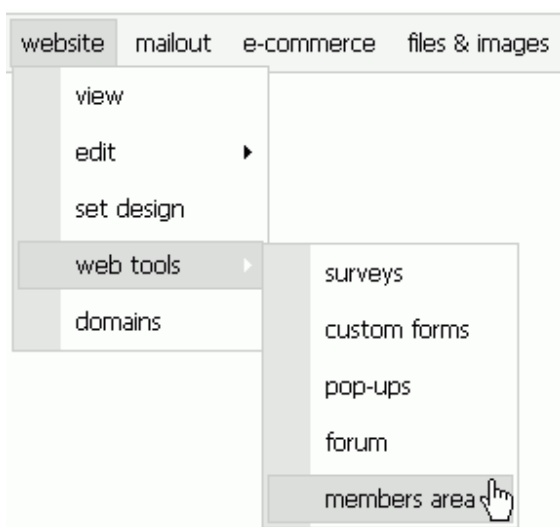
Figure 200

It is important that you activate **members area** feature first, as without activation this feature won't work.

You then need to set an entrance page for your members to enter the private site. This would consist of a page linked to your home page, with a form requesting the member's login and password.

To add a members registration page to your website, click on **website** on the menu bar and choose **edit >> pages** from the drop-down list. Add a page of a **Member registration** type.
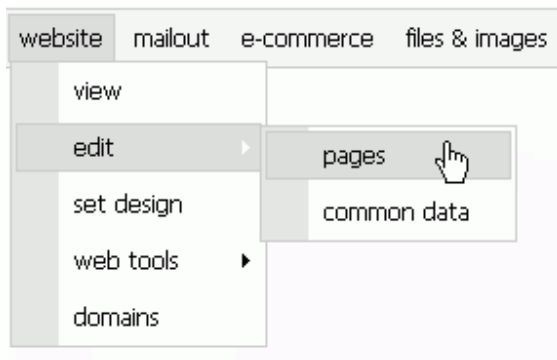
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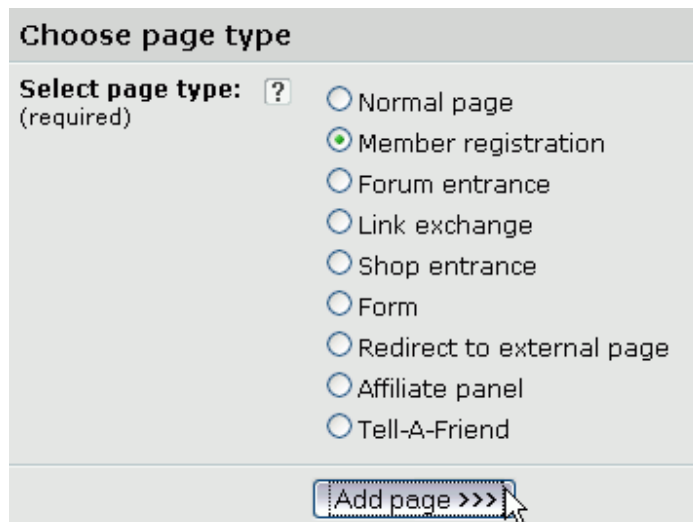
Figure 201

Figure 202
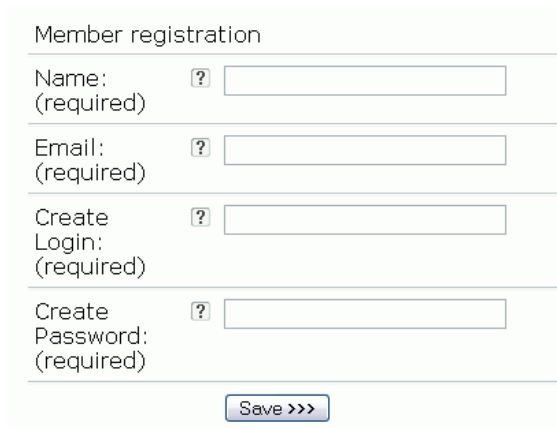
Click on the **add page** button.

Set the page options and enter the page content. Please note that a members registration form will appear below the page content.

Once you click on the **Save page >>>** button, WebsiteWizard adds a page of the **Member registration** type.

Once these are correctly inserted, access to the restricted site is allowed.

A member will be asked to provide their name, email and set their own password, as shown in Figure 203.

Figure 203

Now, you may set some pages, so they are member's password protected. This option is on the page edition panel.
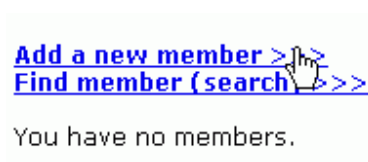
A member receives access to protected areas of your website (members only pages). You may allow your members to access and download certain files.

Once they have logged in, a member may participate in a discussion on the forum without having to re enter their login name and email address.

Adding a new member

You may add members manually from the WebsiteWizard administration panel.

Figure 204

Just click on the link to add a new member and fill out the form, as shown in Figure 205 below.

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Figure 205

Once you click on the **Save >>>** button, you are transferred to the **page**, where you can find a list of your members.

Figure 206

Browsing the list of members

All the members who have registered to your website are listed in the table on this page. You may go through the list of members and check logins, names, email addresses of each or all registered members.

Figure 207

You may take the following actions from this page:

- preview the list of members
- update details of a particular member
- remove a member from the list.

Sending an email to a particular member

As you click the email next to a member's name, an email message window of your email software will pop up and you can edit and send your message to the member.

Updating details of member's information – login name, password or email address

To update personal info click **Edit** which is in the same line as a member's name. The member's details form page will open.

Once you updated a user name and / or email address, click **Save >>>** button to submit the change.
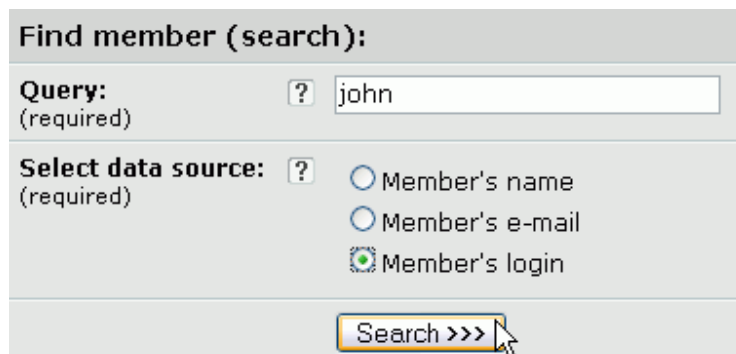
Deleting a particular member

If you wish to bar a member from further access to the private members area, click on the **Delete** option, which is in the same line as the member's name. You will be asked to confirm.

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Be careful, because once you confirmed deleting a member, you will lose all of the information about that user. Furthermore, you will erase the user from your subscribers list. It's final. The information cannot be restored after you confirm deletion.

As you click delete a member, you erase all the data about them. You cannot restore this information.

Searching for a member

Figure 208

Click on the **Find a new member** link which is located at the top of the page, just below the link to add a new member and enter a query.

Then, check if you are searching according to an email address, name or login and click the search button to display the query results.

The results will be displayed below the search feature.

Now, you may update the details of member's information, cancel particular user's member status, or send an email to that member.

Set a Web Discussion Forum

Within the WebsiteWizard there are some features that might make your website more interactive.

A **forum** is one of these features through which you may encourage your visitors to voice and share their opinions with others. If they participate in the discussion, they will probably come back to your website.

> Forum is a great tool for integrating visitors and for building up a community.
> Forum will gather together a group of people, who have the same interest.

If you find a way to encourage a visitor to place an opinion on the forum, they will probably come back to the site in the future, at least to check for feedback, or for answers to his or her question. As they often come, they grow attached to your website.

> Forum may be a great tool for getting the visitor back
> in the future.

Configuring forum

Click on **website** on the menu bar and choose **web tools >> forum** from the drop-down list.
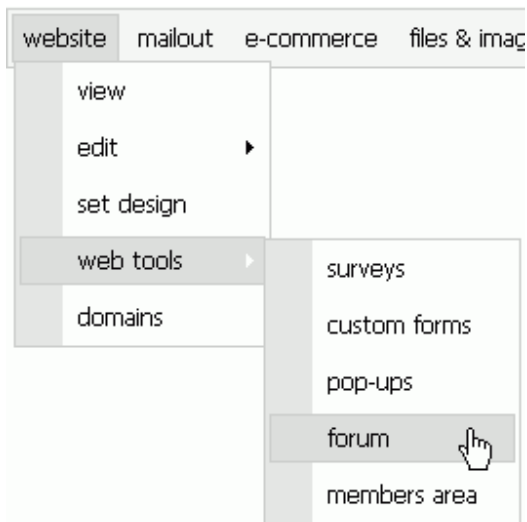
Figure 209

Next, click on the link to **Configuration >>>**.
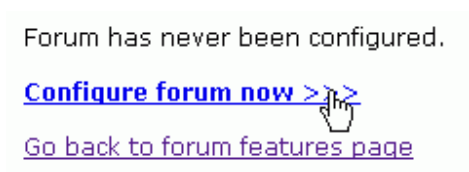
Figure 210

Enter an email address into the box and click on the **Save >>>** button to submit.
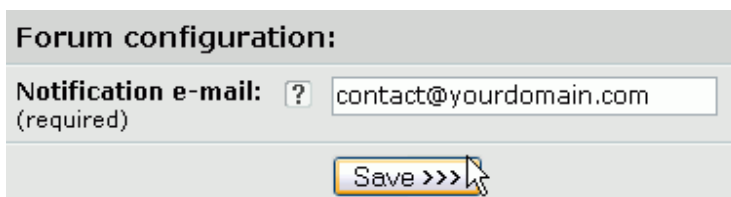
Figure 211

You will receive an email notification upon each post to the forum. When you are transferred back to the main panel, you may check the account to which WebsiteWizard will send such a notification.

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Figure 212

Creating a Forum type page

Once the **forum** is activated, you need to add **forum** to your website. Go to the pages management panel. Click on **website** on the menu bar and choose **edit >> pages** from the drop-down list.
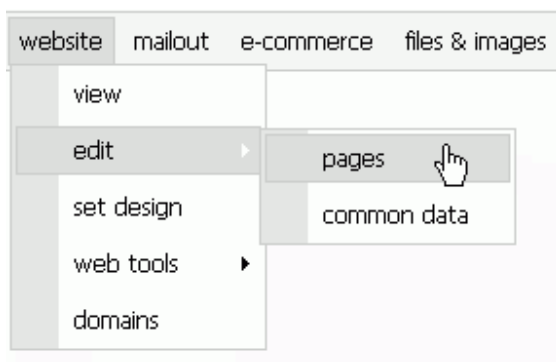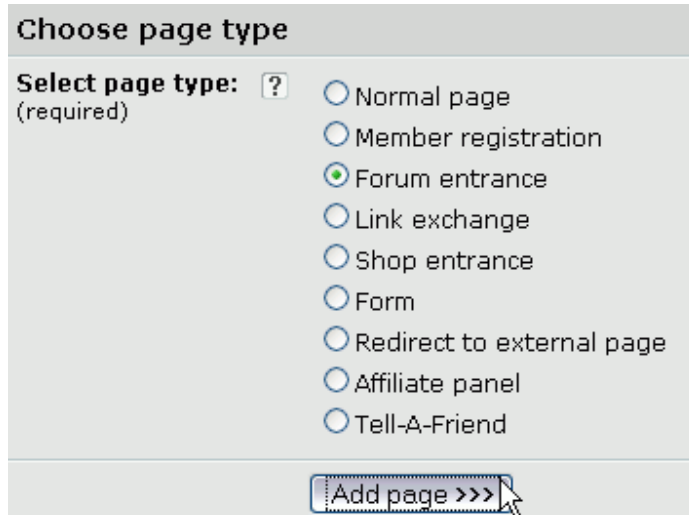
Figure 213

Create a new page of a **Forum entrance** type.
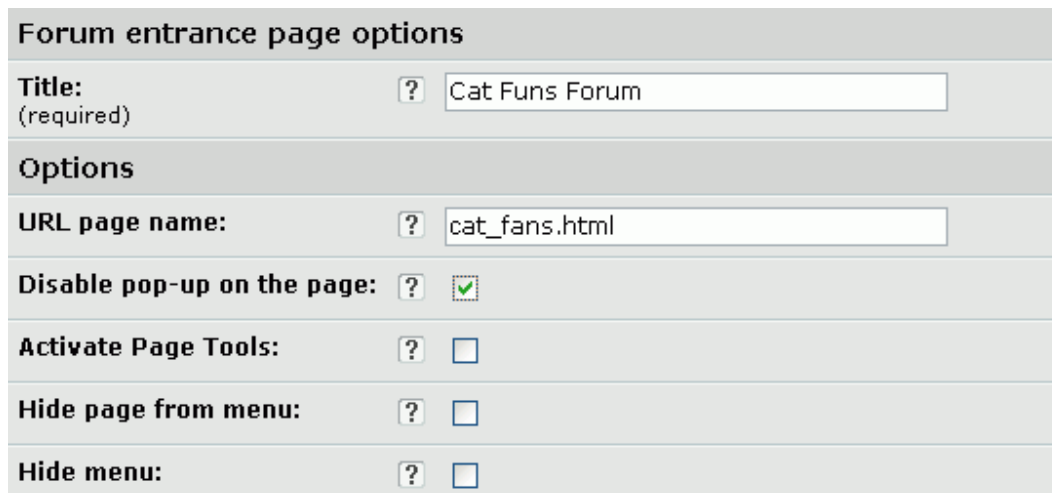
Figure 214

Set **Forum entrance page options** -- name the page, set a URL address to this page and others, as you can see in Figure 215.

Figure 215

With the message posted to the forum your name and email address will be posted, too. You may preview and manage these details under **account >> change details**.
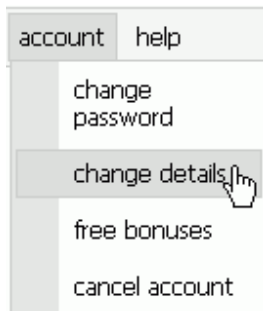
Figure 216

Browsing the Forum

On the forum administration panel you will be able:

- to create a new thread to the forum

- to preview the messages posted in a thread

- reply to any message posted to the forum.

- remove existing messages

You will find the forum administration panel when clicking on **website** on the menu bar and choosing **web tools >> forum** from the drop-down list.
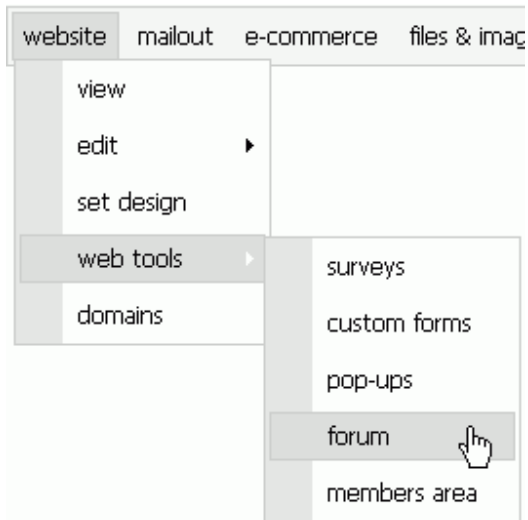
Figure 217

In order to delete a message and the whole thread, click on the **Remove** option above the content of the message. By deleting a message you will delete all the replies to this message.

Get subscribers

The main idea of getting subscribers to your mailing list is to give the people what they are looking for - information, an e-book, a newsletter, in exchange for full visitor details. Offer them something free and you get their name and email address in exchange.

A visitor is satisfied because of receiving something useful for no charge and you are building a highly targeted opt-in list of the people who are interested in the subject or who asked you for certain information.

Once you have a group of targeted potential customers, you can follow them up with your promos, latest news, and inform on new products and services at your site.

With WebsiteWizard you may place an opt-in form anywhere at your site.
It's as easy as clicking a button on the toolbar when editing a page.

Before you insert a form to the page, configure an opt-in feature.

Configuring opt-in to your mailing list

Click on **mailout** on the menu and choose **opt-in** from the drop-down list, then select the **Opt-in configuration >>>** option.
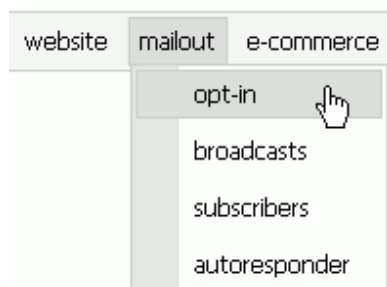
Figure 218

Once you click on this link, you will see the note saying -- "Opt-In feature has never been configured", if it is the first time configuration. Click on the link to **Opt-in configuration >>>** in order to configure your mailing list.

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Select the frequency of reports on subscription -- if you want to receive information upon every new subscription or weekly reports. Enter an email address to which you want the WebsiteWizard system to send your subscription reports.

You enter an email address and a name that should be displayed in **headers** of outgoing opt-in messages.

Figure 219

Choose if you want to have a **normal** or a **confirmed opt-in** system.

With a **normal opt-in** the subscription will be completed without additional confirmation. On the other hand, with a **confirmed opt-in,** each new subscriber will need to confirm subscription before the new email address is added to your mailing list. The confirmed opt-in is a far better choice for you, as it will help you avoid any false charges of spamming later.

With the **confirmed opt-in** enabled, choose the page that will be displayed after submitting the subscription form. Let your visitor know that they will be requested to confirm their subscription. Typically, you can do it by creating a page, where you explain to your visitors that they will receive an email with the confirmation link. Make sure they understand they need to click on this link to confirm their subscription.

Decide which page will be displayed as the confirmation page upon successful subscription (**normal** and **confirmed opt-in**). Choose the page from the list.

Please enter an address to which you want to point test broadcasts.

Test broadcast e-mail:
(required)
? contact@yourdomain.com
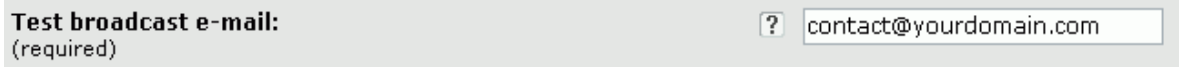
Figure 220

Select a page to which a subscriber shall be redirected to upon successful subscription and clicking on the confirmation link. Keep these pages default unless you have created a page with a message.

? ⦿ current browser window
○ new browser window

Save configuration >
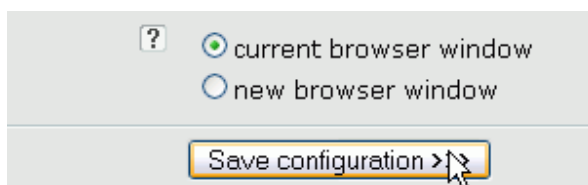
Figure 221

Select submission target. The term "submission target" describes whether a page should open in a new window or in a current browser window.

Now edit a confirmation email to your prospect subscribers.

Editing confirmation letter

If you are using the **confirmed opt-in** method, WebsiteWizard will send a confirmation letter to a prospect subscriber promptly after they fill out the opt-in form on your website.

A confirmation letter contains a message, which you can edit by yourself, and a confirmation link.

The recipient needs to simply click on the confirmation link, in order to subscribe to your mailing list. We strongly encourage you to edit your confirmation letter in the way that the recipient can easily identify you, enter their email address and confirm the subscription by clicking on the link provided below.

Upon clicking on the confirmation link within the message, a prospect becomes subscribed to your mailing list and the subscriber's web browser will display the confirmation page.

> The Internet marketing research results point that the visitor who subscribes wants to receive information from a web holder as soon as possible.

Aiming to edit a confirmation letter, please follow the steps below:

Click on **mailout** on the menu bar and choose **opt-in** from the drop-down list.
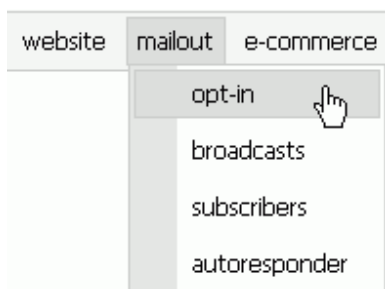
Figure 222

Once you clicked on the option to **Opt-in configuration >>>**, select a message type and click on the **next step** button.

> If you want to send a letter in **plain text** format, choose plain text, and if you want to build up a letter with the content beautifully formatted, choose **html/text combo**.
>
> If you are editing html/text combo message, you may organize and format the message content and/or place some additional elements to the message body. Additionally, you may add some images or link to a file.

Enter message subject and the message content.

As you can see in the message content area, there is a default confirmation letter.

Substitution tags

Certain words in double brackets, which you can find in the message content, are substitution tags. These tags are used to personalize your email message. Substitution tags work in a way they will be changed into real data in the outgoing email message according to the following:

> Substitution tags work in a way they will be changed into real data in the outgoing email message according to the following:
>
> - **[[firstname]]** - it's subscriber's first name
> - **[[lastname]]** - it's subscriber's surname
> - **[[email]]** - it's subscriber's email address
> - **[[username]]** - it's your name, taken from your personal account information
> - **[[sender_name]]** - it's your name
> - **[[sender_email]]** - it's your email
> - **[[userwebsite]]** - it's a name of your site, taken from the **website >> edit >> common data** settings
> - **[[confirmation_url]]** - it's automatically generated confirmation URL

The tags can be used either in the body, or in the subject of the message.

For example, if your message includes the following line:

Hi [[firstname]],

a subscriber (say her name is Mary) will receive an email message with that line changed into:

Hi Mary,

Placing opt-in form on the page

Click on **website** on the menu bar and choose **edit >> pages** from the drop-down list. Select the page on which you want to place an opt-in form.
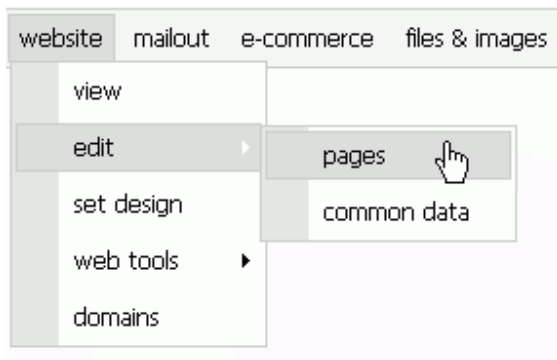
Figure 223

Click on the **Edit** option which is in the same line as the page name.
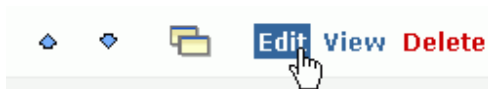
Figure 224

Once you are on the pages edition panel, scroll down to the content edition section.

Place the mouse cursor where you want to an opt-in form to be added.

Figure 225

Once you click on the opt-in icon on the edit toolbar, the opt-in form will be placed on the page.

You may format description elements of the form at the content edition area.

> Remember to configure the opt-in feature first as described above, before it is placed on the page.

Manage your subscribers

A mailout system is primarily aimed at increasing the number of repeating visitors. WebsiteWizard offers a special section that focuses on subscriber management.

You can:

- browse the list of subscribers

- add a new subscriber to the list

- search for a subscriber or a group of subscribers

- import subscribers

- export list of subscribers

- manage the blacklist

- delete all subscribers.

Adding new subscriber to the list

In order to add a new subscriber to your mailing list manually, follow these guidelines:

Click on **mailout** on the menu bar and choose **subscribers** from the drop-down list and then select **Add a new subscriber**.
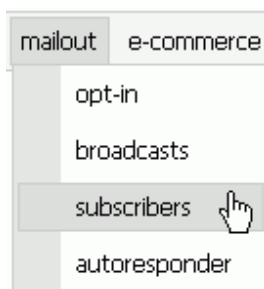
Figure 226

Fill out the form providing a new subscriber's name and email address and click on the **Save >>>** button to submit the addition.

If you want to grant this subscriber access to restricted areas of your website, you may rather want to add them to the members list.

A member receives access to protected areas of your website (pages for members only). Upon login, a member with possibility to obtain and download certain files may participate in discussion on the forum without the necessity to enter login name and email address.

Browsing the list of subscribers

Once clicking on the **Browse subscribers** option, you will be transferred to a page. This page is divided into two sections -- there is a search filter, on the top right hand side of the page, and a table which lists the subscribers who match the filter query.

Subscriber's groups

A user may be added to the WebsiteWizard mailing list for various reasons. He or she may have **filled-out an opt-in form** to subscribe to your newsletter, or became the **site's member**. Your affiliates are automatically added to the mailing list, too.

While browsing the list of subscribers you can check how each subscriber became added to the list (subscription method) and status of a subscriber.

Subscriber's statuses

Active – a subscriber who receives broadcasts

Removed – a subscriber who is temporarily switched of from the mailing list

Unconfirmed – in a confirmed opt-in method, upon filling out an opt-in form a visitor receives a confirmation letter. Until the system receives confirmation, they stay in a group of unconfirmed

> subscribers. This means that the subscriber is recorded but the system doesn't send messages to this user.
>
> **Undeliverable** – a subscriber, to whom the system couldn't deliver a message

Just above the table with subscribers listed, there is a searching filter. Using this feature you may search for a subscriber or a group of subscribers that match certain criteria.

You may search the list according to an email address, name or login.

You may update details of subscriber's information – login name, password, or email address

To update personal info click on the **Edit** option which is in the same line as the subscriber's name. Once subscriber details form opens, you may update the user's name, surname and email address. Click on the **Save >>>** button to submit the changes.

Deleting a subscriber

In order to remove a subscriber from the list, click **Delete** option which is situated in the same line as the subscriber's name. You will be asked to confirm deletion in a pop-up window.

> Be careful, because once you confirmed deleting a subscriber, you will lose all of the information about that user. It's final. The information cannot be restored after you confirm deletion.
> If you want to store the subscriber's data, but stop further mailings to that person, rather choose the remove option.
>
> As you click delete a member, you erase all the data about them. You cannot restore this information.

Removing a subscriber

With the aim of keeping the email and name of the subscriber who wanted to be removed from your list, use the **Move to removals** option. The subscriber will be removed from the list of addresses to which your broadcast messages are sent.

Click **Remove** in the same line as the subscriber's name to remove a subscriber from the list.

Sending an email to a subscriber

If you want to send an email to a particular subscriber, just click on an email address next to a subscriber's name. Once software program opens an email message window, you can edit the message and send a letter.

Managing the blacklist

You may configure the WebsiteWizard system to not add certain email addresses to your mailing list. You may blacklist a particular email address, such as user@*yourdomain.com*, or all the addresses from a particular domain (all users at @*yourdomain.com*).

On this page you may:

- preview the blacklisted domain names and email addresses

- add a new entry to the blacklist, or

- remove an entry from the black list.

Adding a new entry to the blacklist

A blacklist is a list of email addresses that cannot be added to your mailing list.

In order to block the whole domain, for example, if you don't want the Yahoo users to become your subscribers, enter "@yahoo.com" into the text area box.

Click the button below the text area to submit the addition.

> Upon submission all blacklisted addresses will be removed from the subscribers' database.

Set an autoresponder message for your subscribers

Marketing research has found it is extremely important that the subscriber receives information from you promptly immediately upon subscribing. So, we decided to introduce an autoresponder feature to WebsiteWizard. The term **autoresponder** within the WebsiteWizard account refers to an instant message that is promptly sent to a new subscriber upon successfully being added to the mailing list.

> Anyone subscribes for the particular reason, namely to receive information they need. If they didn't, they would get frustrated and wouldn't trust you as an information provider. WebsiteWizard enables you to create an email message that will be sent to your prospect immediately after completing the subscription.
>
> *Autoresponder* is a message that a subscriber immediately receives, when they sign up to your mailing list.

With WebsiteWizard you may set the system in such a way that an autoresponder message is sent promptly to each new subscriber

To activate this option click on the link to activate the autoresponder.

If you want to follow your subscriber up with automatic system that sends not only one message, but the whole cycle of messages in a sequence, sign up to the **GetResponse!** advanced autoresponder and configure the GetResponse! account to support your website. Please note that with Optimum and E-Commerce plans, you get a free 30-day GetResponse autoresponder trial. Just click select **account >> free bonuses** in menu and choose GetResponse bonus from the list of bonuses.

Configuring autoresponder

Click on **mailout** on the menu bar and choose **autoresponder** from the drop-down list.

WEBSITEWIZARD
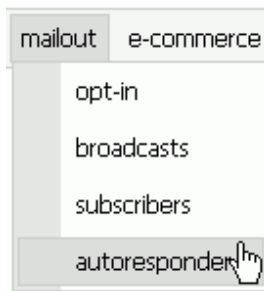
Figure 227

Click on the link to **configure autoresponder >>>**.

Choose the message type. you want to create a plain text message or a HTML/text combo and click the **Next step >>>** button.

> If you want to send a letter in **plain text** format, choose plain text, and if you want to build up a letter with a beautifully formatted content, choose **html/text combo**.
>
> If you are editing html/text combo message you may organize and format the message content and/or place some additional elements to the message body. Additionally,
> you may add images or a link to a file.

Enter the message subject and the message content.

You enter the message content using the WebsiteWizard page editor which resembles the MS Word text editor toolbar if only you are creating a **HTML/text combo** message. Otherwise, there wouldn't be any formatting features accessible.

You may use the personalized merge words, as advised. If you want to learn more about the merge words, click the Learn about personalization (substitution) tags link.

> **Substitution tags.** Certain words in double brackets,
> which you can find in the message content, are substitution tags.
> These tags are used to personalize your email message.

Substitution tags work in a way they will be changed into real data in the outgoing email message according to the following:

Substitution tags work in a way they will be changed
into real data in the outgoing email message according
to the following:

- **[[firstname]]** - it's subscriber's first name
- **[[lastname]]** - it's subscriber's surname
- **[[email]]** - it's subscriber's email address
- **[[username]]** - it's your name, taken from your personal info of account
- **[[userwebsite]]** - it's a name of your site,
taken from **website >> edit >> common data** settings

The tags can be used both in the body, and in the subject
of the message.

Click on the **Finish >>>** button to save your message.

WW WEBSITEWIZARD

Publish an e-zine

A **Broadcast** means a message that is sent widely to the members of a mailing list at one time. It may be both a newsletter with the latest information referring to your site's topic or a marketing site letter, in which you would inform subscribers about your latest offer, special discounts, etc.

You may prepare a newsletter / e-zine to be sent to the members of a mailing list, using a **broadcasts** feature. You can find the broadcast section by clicking on **mailout** on the menu bar and choosing **broadcasts** from the drop-down list.
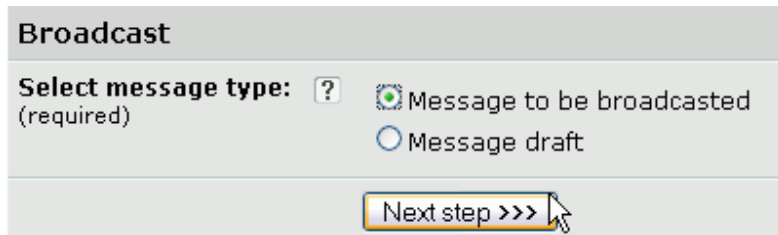
Figure 228

Within the broadcast section of your WebsiteWizard account you may

- create a new broadcast message or a draft message

- list message drafts that you can edit and prepare to be sent

- schedule broadcasts and list broadcasts to be sent in the future or are being currently sent

- list history of broadcasts

- list deleted broadcasts.

Creating a new broadcast message

You may either create a broadcast message to be sent or prepare a draft for further edition. Click on the **Create a new message** link and check the **Message to be broadcasted** option, and then click on the **Next step >>>** button**.**

WEBSITEWIZARD

Figure 229

In order to create a message that will be saved into your account to be sent later on you need to create a draft broadcast message. Select the **message draft** option and follow the guidelines as provided for a regular message to be broadcasted. Please note that upon completing this procedure, your broadcast will be saved in the **list of broadcast drafts**.

Choose if you want to create a plain text message or a HTML/text combo and click on the **Next step** button.

If you want to send a letter in **plain text** format, choose plain text, and if you want to build up a letter with a beautifully formatted content, choose **html/text combo**.

If you are editing **html/text combo** message you may organize and format the message content and/or place some additional elements to the message body. Additionally, you may place images to the email or attach your **e-zine**.

If you have chosen the **HTML/text combo** option, in the next step you will be asked to choose a broadcast template from the list of 17 broadcast templates and click on the **Next step** button.

Enter the message subject and the message content.

W WEBSITEWIZARD

You enter the message content using the WebsiteWizard page editor which resembles the MS Word text editor toolbar if only you are creating a HTML/text combo message. In plain text mode there are no formatting features available.

You may use the personalized merge words, as advised. If you want to learn more about the merge words, click the Learn about personalization (substitution) tags link.

You may check the spam rating using the Spam checker feature. In order to do so, click the **Check if this message qualifies as SPAM** link. Try to keep your spam rating low, to avoid being blocked by spam filters.

Click on the **Next step >>>** button.

Fill out the form, entering a sender's name and email address that will be provided in message headers.

Then, please, choose who the broadcast should be sent to -- whether you want to send a test message to yourself, or to a selected category of your subscribers, i.e. opt-in subscribers, site members, or site affiliates.

Set the date and time in which the broadcast should be sent. You can setup the time zone, too. Click the **Finish** button.

Scheduling broadcasts

Upon editing a broadcast message, you are asked to set the time for sending a message.

Under this section there is a list of scheduled broadcasts which are being sent and those to be sent in the future.

You may preview to which group a certain message is addressed, as you can decide if it should be sent to any of the following -- your site members, your affiliates, your opt-in subscribers or yourself.

Listing history of sent broadcasts

In this section, you may preview the list of broadcasts that have been already sent.

You may purge the list by clicking the link which is located above the table of deleted messages.

You may restore broadcast by clicking the relevant link. The message will be transferred to the section of draft messages.

Boost your online profits with WebsiteWizard

Creating Your Amazon in Just 5 Quick Steps

The Internet represents a tremendous opportunity for your business, whether you are a budding entrepreneur looking to market and sell your great new idea, or a large corporation searching for new ways to increase sales. Either way, you need to develop an attractive shop, at which you may place your products and sell them.

With WebsiteWizard we offer complex – yet simple to use - tools for creating and developing your online-shop with online transaction processing integrated to your website.

> As experienced Internet entrepreneurs, we realize that establishing a shop could be a difficult, complicated and confusing challenge. Therefore, we decided to offer you web based solutions which remove all the barriers that may prevent you from doing business in the Internet! We take care of the complex issues with placing products, categorizing them, and -- more importantly -- introducing advanced transaction processing systems. Our complete merchant account services enable you to begin processing credit cards immediately through our merchant account which accepts Visa, MasterCard, and American Express.

Become a merchant

With WebsiteWizard E-Commerce package you are provided with a transaction processing system that enables businesses to authorize, process, and manage credit card in online environment from any computer with Internet connection and a Web browser.

> With WebsiteWizard you can get credit card processing with your own full-featured Merchant Account.

W WEBSITEWIZARD

You don't have to buy or maintain expensive hardware or software. You don't have to worry about security, downtime, or making sure electronic transactions are processed and settled daily - this is provided through the fully integrated credit card payment gateway.

> You don't have to apply for an external merchant account; you don't have to worry that it won't work in your shopping cart. You have it all in one package -- WebsiteWizard E-Commerce!

If it is the first time you are on this panel, you may activate the merchant account. If you have activated the merchant account, you may preview your configuration details.

Activating your merchant account

Click on **e-commerce** on the menu bar and choose **merchant account >> configuration** from the drop-down list.
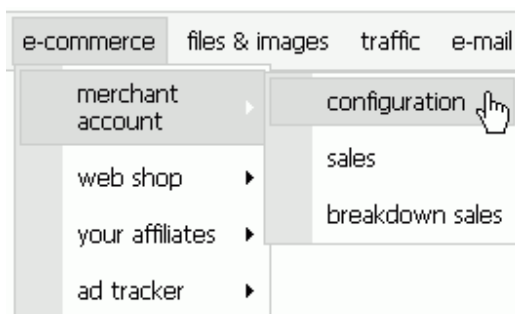
Figure 230

Click on the link to **Activate merchant account** and then fill out the form entering your correct and accurate information -- your name, email, geographical address, phone number.

Select the currency that will be used when displaying currency symbol and when processing your payments.

Click on the **Save data >>>** button to confirm the configuration.

Configure your shop

WebsiteWizard shopping cart feature allows you to sell an unlimited number of products and put them in the unlimited number of categories.

Besides, you can sell software goods (e-books, software applications, etc.) that will be instantly sent to a customer after the payment is made. So you can earn money without touching anything!

Once your merchant account is activated, go to the **web shop** configuration panel to activate your online shop.

Click on **e-commerce** on the menu bar and choose **web shop >> configuration** from the drop-down list.
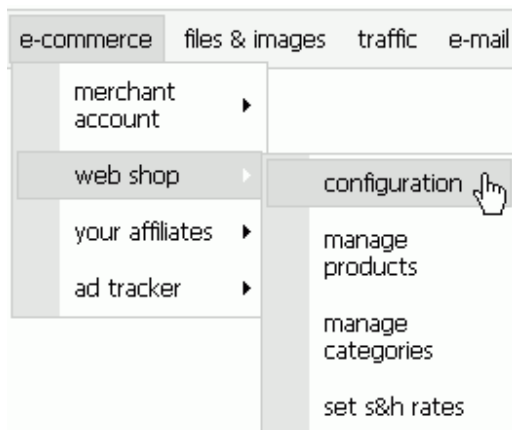
Figure 231

From this location you may preview and manage the general settings of your shop. Additionally, you can change the shop default design and change the web shop common text.

If you would like to receive notification upon each purchase, set your contact email address. Then, pick a page to which a customer will be transferred after completing the order.

Should you sell tangible products, set weight units as well. If you are selling services, such as seminars, select "tangible" rather than "software", and put "0" for the weight when creating new product.

Figure 232

Click the button to save the settings and you will be redirected to the main shop configuration page where you can preview the settings.

Put your products on a market

After reading this unit you will know how to fill your online shop with the products.

Adding a new product into the existing category

The online products will be classified to the main category and presented in the front page of your shop unless they are in a separate category.

If you set other categories, the links to these categories will be on the front page of your shop. Similarly, your products from the main category will be displayed there too.

In order to get to the product management panel click on **e-commerce** on the menu bar and as it drops down, choose **web shop >> manage products** from the drop-down list and click on the link to **add a new product**, which is at the top of the panel.
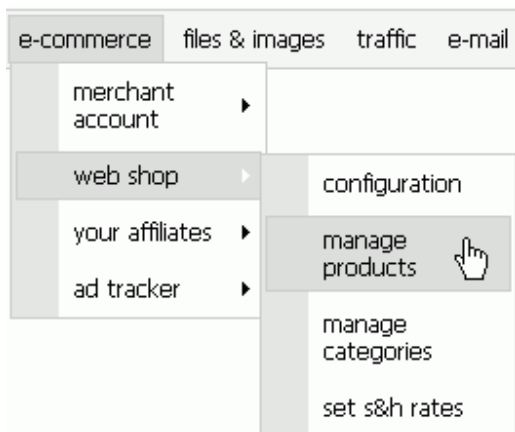
Figure 233

Figure 234

Select a product type -- if it is **tangible goods** or a **downloadable file** then click on the **next step >>>** button.

Figure 235

In the next step, set the product description.

You are asked to set product name, select the category which the product belongs to and its price.

Figure 236

Check the **Hide product** box if you want to enable this product in your online shop later on.

If you are adding a software product, you need to select a file that a customer will download after completing the order.

Click on the link to **Select file >>>** in the software product file line of this form, as can be seen in Figure 236. A new window pops up as you click on this link.

Select a file from the list or upload it to your account. Click on the **Browse** button next to the **Upload new file:** box to copy a downloadable software product.

Figure 237

When the new window pops up, point the directory path to the file on your computer and click **OK**.

A directory path to the software product appears in the upload box.

WEBSITEWIZARD

While uploading a file to your WebsiteWizard account a warning message appears.
Until you can see this message it means that WebsiteWizard is receiving and saving the
file in the account disk space.
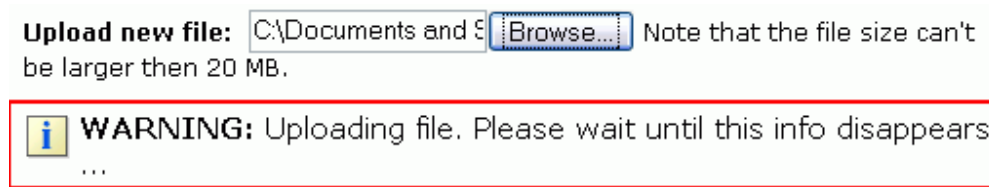
Figure 238

When the file is in your account, it becomes listed in the lower section of the window.
There, you can read the file name and size. Below the file name, there are two options --
to insert a link to this file or to delete the file.

Figure 239

Once the warning message disappears, click on the insert file link which is below the file's
name to add a link to the product.

You can see the software product file name on the product description form, as shown in
Figure 239**.**

The all products assigned to a particular category will be listed on a category page at your
shop. A customer will see a product name and its short description.

Software product file: Select file >>>
(required)
                                anti-scratching.pdf
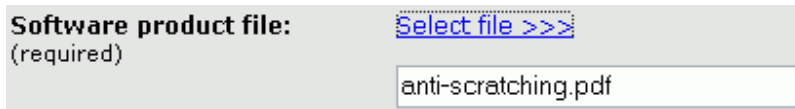
Figure 240

Upon clicking on the product they will be transferred to a product page. On a product page there will be a **full description** available.

> A **short description** of a product will be displayed on the category page.
>
> A **full description** of a product will be displayed in a separate page on which a product is presented. You may include photos and additional information about the product. Use the edit toolbar to enter the description and format the content.

You may set an image of your product.

A product image will be displayed next to the product description on the shop page.

You may insert an image from your disk space, from the files that you have already uploaded or use one of the WebsiteWizard stock photos. After setting a product image, you may preview the image in its original size and if you don't like it, you may change the image or remove it.

Once you click **Save >>>** on the bottom of the product configuration page to save the product, you will be transferred to the page with a list of products at your shop.

Figure 241

If you want to know how to create your own ebook, visit eBookGold website at http://www.ebookgold.com. eBookGold is a great tool for creating interesting, multimedia-packed and secure ebooks you can sell using WebsiteWizard.

Setting custom options of the product

If you are selling a product in various attributes, such as various colors, sizes, you may set custom options for this product.

In order to set such options, click on the edit link which is in the same line as the product name on the product management panel.

Once you are transferred to the product edition panel, click on the **View / Edit custom options for this product >>>** link.

Figure 242

A new window will open.

Figure 243

You may preview all the options set for this product.

Click on the link to **add a new option >>>**.

Name the option and click on the button to save it. If you want to sell a product in various colors, enter "color". It might be "size", vol., and cover as well.

Figure 244

Upon clicking on the **Save option >>>** button, you will be transferred to the main window of custom options. Now click on **edit values** to add and set variables to an option.

Figure 245

Click on a link to add a new value. Values are the various choices the product offers. If you had entered a color option, you may have added blue, maroon, black and/or yellow. If you want to set sizes, you may use XS, S, M, L, or XL.
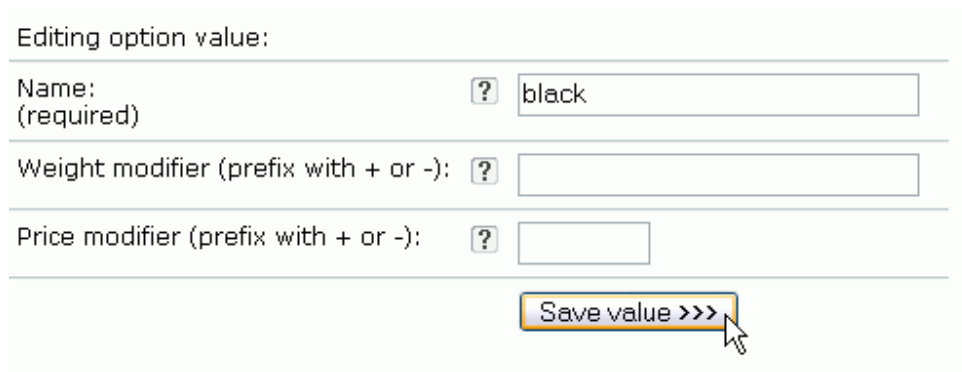
Figure 246

If a price varies with this option value, set how much it should be added to or subtracted from the default price.

Figure 247

> Note that you need to provide a price in certain format.
> For example, if you want to set the cost of this product version at ten dollars plus, enter +10.00 into the box. You can set the default product price on the product edition page.

In order to manage the currency setting, click on **e-commerce** on the menu bar and choose **merchant account >> configuration** from the drop-down list and then select **Change account configuration >>>**.

You may manage the position in which each value will be displayed on the shop page. In order to move a variable up or down, click on the applicable link.

WEBSITEWIZARD

> To delete a variable, click on a link which is in the same line as the variable name.

Click on the **Save changes and go back to product editing** link.

Creating a subcategory

With the aim of creating a subcategory to a category, click a link which is located on the main category page in the WebsiteWizard administration panel just above the table listing the categories that have already been added.
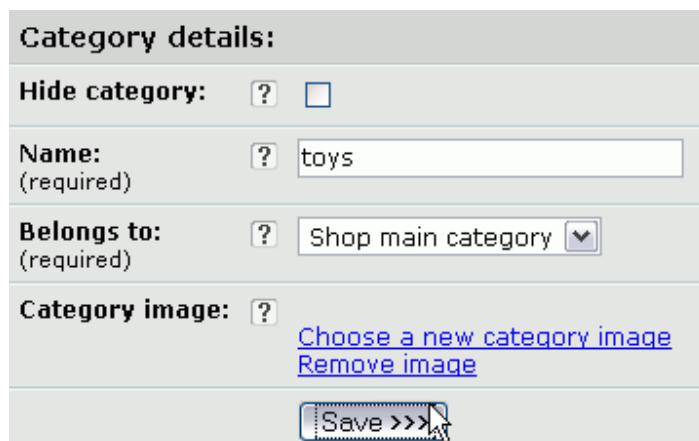
Figure 248

A link to subcategory will appear on the main category page.

Enter a name of the new category as it will be shown in the shop.

Choose a category that will be the parent category to this subcategory.

> With WebsiteWizard it is possible to create intuitive category structure in your shop, so that your customers can easily find each product in the shop.

In order to set a category image click on the link to choose a new category image.

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A **category image** is an image that will be shown over the name of the category, on the page where categories of your shop will be listed.

In order to hide a category from the list, tick the **Hide category** checkbox.

> If you have this option checked, your visitors won't be able
> to see this category on the list of categories nor browse
> the products within.

Click on the **Save >>>** button to submit the changes.

Figure 249

> You may create a complex structure of categories. You can preview
> and change the category position on a list of categories that are on
> the same level. This means that if you click on the option to change
> the position of one category, you will preview all the categories
> which belong to a parental category.

You may set the order in which the subcategories are listed on the shop.
Click on the **Set order** option which is located in the same line as the name
of a category/subcategory.

Figure 250

WEBSITEWIZARD

To set the position of a category use the options on the left of the category name.

Click on the **<<< Back to the list of categories** link to submit the changes.

Set the prices for shipping and handling the products

Click on **e-commerce** and choose **web shop >> Set S&H rates** from the drop-down list.
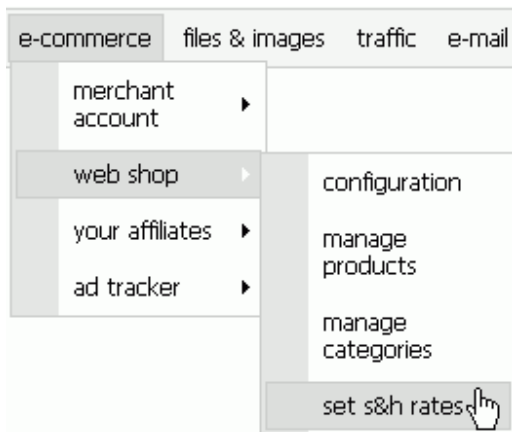
Figure 251

On this page, you may set the shipping and handling rates for delivery of a product to a customer. You can provide rates for different delivery services (provided by various companies or separately for long distance delivery, or overnight delivery) in separate tables. In each table you will set up s&h rates, according to weight of a package.

Click on the link to **Create a new Shipping & Handling table >>>**.

It is a two steps procedure to set the Shipping & Handling rates. At first, you create a new table.
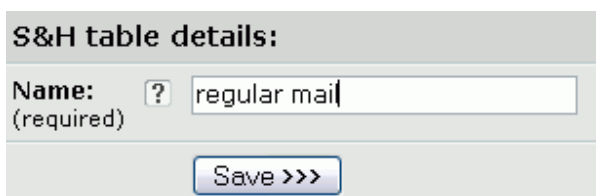
Figure 252

Enter the name of a table and click the **Save >>>** button to submit.

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> The table name is not just for your information. Note that the S&H
> table name will be displayed for your customers when making a
> checkout.

Next, you should set the rates for a particular delivery service. Click on edit rates option
which is located in the same line as the **S&H table** name

> Remember to set rates in each and every S&H table -- if you don't
> set proper rates the table name will not be shown to
> the customer.

List of your Shipping & Handling tables:

Name:	Rates:	Options:
regular mail	Edit rates	Edit	Delete

Figure 253

When a new page appears, click on the link at the top of the page to add a new rate.
Set the weight scale (the minimum and the maximum weight) and the price for delivery
and click the button below to save the rates. You will be transferred back to the ratings
setup page.

S&H rate details:

Minimum weight (equal or more): (required)	[?]	0
Maximum weight (less then): (required)	[?]	0.50
Price: (required)	[?]	1.00
		Save >>>

Figure 254

WEBSITEWIZARD

Tables will be displayed for your customer when making a checkout. The customer may choose which service they want to choose.

A price for delivery will be included in the total sum that the customer pays for order. The system will add weights of all ordered products and add the sum for delivery to the prices of products.

You may preview the list of rates within a particular S&H table, edit them and add new rates. On the table there are listed a weight scale and price rates for this particular Shipping & Handling service.

Create a shop entrance page

Your customers will see a shop if only you set a shop entrance page to your website. Finally, when all the products are set you may create an online shop entrance page.

> It's the last step before your income increases significantly!

Click on **website** on the menu bar and choose **edit >> pages** from the drop-down list.
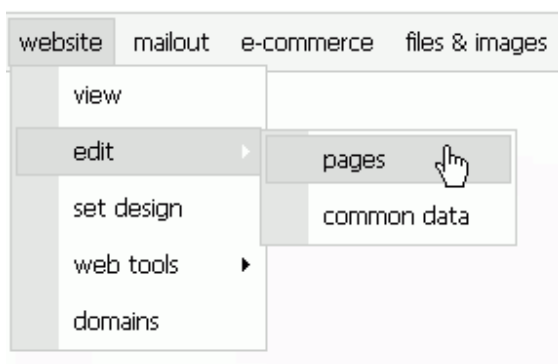
Figure 255

Create a new page of a web shop entrance type.

Figure 256

> Note that with this action you are not creating the whole shop. It's just a shop entrance page.
>
> If you haven't finished the shop setup, we recommend you selected the box for hiding a page from the menu and protected the access to the shop page with the single password.

Changing shop design

You may customize the shop site design on this page.

Click on **e-commerce** on the menu bar and choose **web shop >> configuration** from the drop-down list.
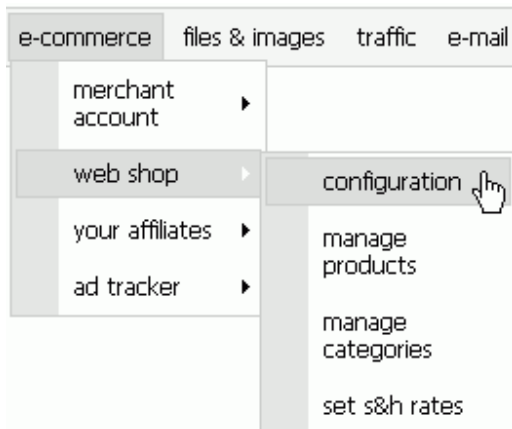
Figure 257

Once you selected the option to **Change web shop design >>>**, choose the template design. Click on the thumbnail image of a shop page, or on the link below this image. Once you are transferred to a shop design settings page, click on a color box above the shop image to select the color variant of the design. Click on the **Set this design** button to submit the changes.

You will see a message saying -- "WebsiteWizard has applied the changes to the shop page".

Upon clicking the link you may preview the shop page in a new browser window.

Setting shop common text

Display certain information only when customer enters the front page of the shop (**storefront option**) or whenever the customer enters the shop and as well as when browsing categories and products pages.

Click on **e-commerce** on the menu bar and choose **web shop >> configuration** from the drop-down list.
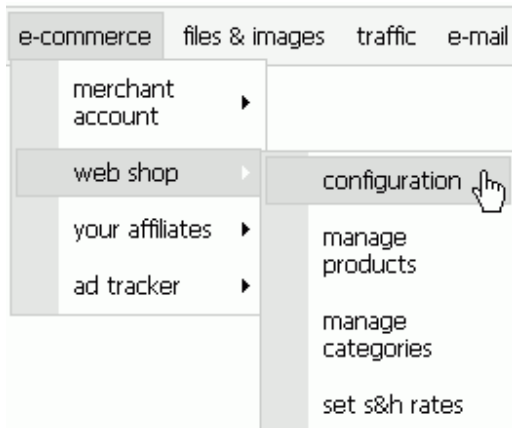
Figure 258

Decide if you want display or to hide a text – check the checkbox in order to hide a common text from the shop page/pages.

Choose where to place the common text -- if it should be presented on the shop front page only, or on the entire shop section of your website.

Enter the content of the common text and format it using the content editor. Once you have it done, click on the **Save text >>>** button.

Building up an affiliate program

Perhaps you thought about widening the sale of the products and services offered in your shop? You may achieve this by introducing an affiliate program to your website. You will invite your visitors to join the program and promote your products for commission.

Visitors would have a chance to earn a commission and your sales ratings might tremendously increase. Affiliates will register on a special page on your site.

Once affiliates sign up to the program, they receive a special link to redirect other people to your site. This link contains personal information about an affiliate, so that the system associates the referral with a particular sale. If the promotion leads to a sale, an affiliate receives a percentage based commission.

The commissions add up in an affiliate account, and when they reach a certain amount of money, you can issue the payment.

> If an affiliate encourages someone else to become your affiliate, they will receive an extra commission of every sale referred by this affiliate. Note that you **HAVE TO** pay your affiliates on your own - we don't provide any assistance. You have to prepare checks and so on. We only give you an interface to mark commissions as paid/unpaid and easy-to-use payout generator who can tell you which affiliates are qualified for payment.

Affiliates, after registering, can access their private area (control panel) where they can see how much in sales they have and what's the current status of their account (how much commission do they have).

> You need to create this page for them under **website >> edit >> pages**, selecting using **Create a new page** function and selecting **Affiliate panel** as a page type.

In **your affiliates** section of the WebsiteWizard administration panel you can change affiliates' details, configure affiliate program (first/second tier commissions), generate a list of affiliates that are subjected for you to pay them their commission (based on the total commission amount). You can mark commissions you've paid to the affiliates.

Setting an affiliate program homepage

Click on **e-commerce** on the menu bar and choose **your affiliates >> configuration** from the drop-down list.
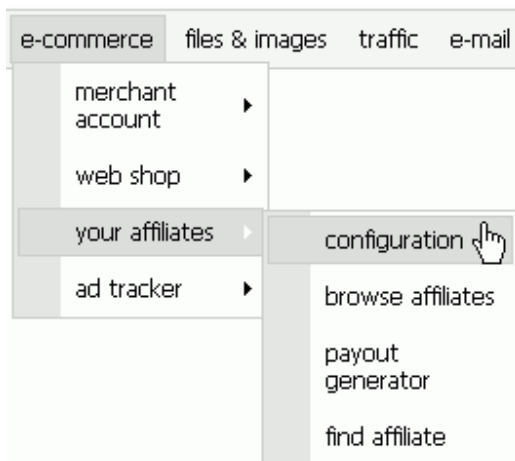
Figure 259

You are transferred to a page where you could see the actual settings of your affiliate program.

> If you haven't set an affiliate program yet, you will see only the link to configure the program.

Click on the link to **Configure affiliate system now >>>** in order to change the affiliate program settings.

If you haven't set an **affiliate program** yet, you will see only the link to configure the program.

> If you have configured the **affiliate program** already,
> there will be a preview of its actual settings.

Click on the link to **Edit configuration >>>** in order to change the settings.

Figure 260

> A **first level commission** is a commission that will be paid out to your first level affiliate. If an affiliate encourages someone else to become your affiliate, they will receive an extra commission of every sale referred by this affiliate **second level commission**.

Once you are transferred back to your **affiliates** main panel**,** choose which page should become affiliates home page from the list. Click on the **Save >>>** button to save the settings and you will be transferred back to the configuration panel.

Creating an affiliate panel page
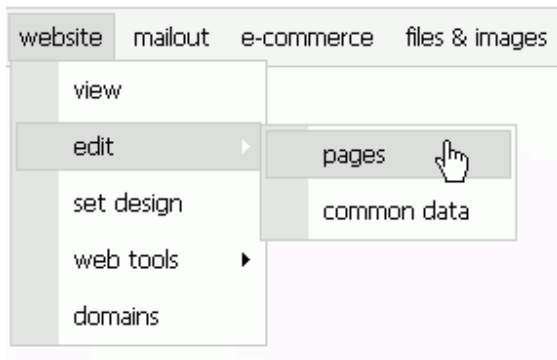
Figure 261

Click on **website** on the menu bar and choose **edit >> pages** from the drop-down list.
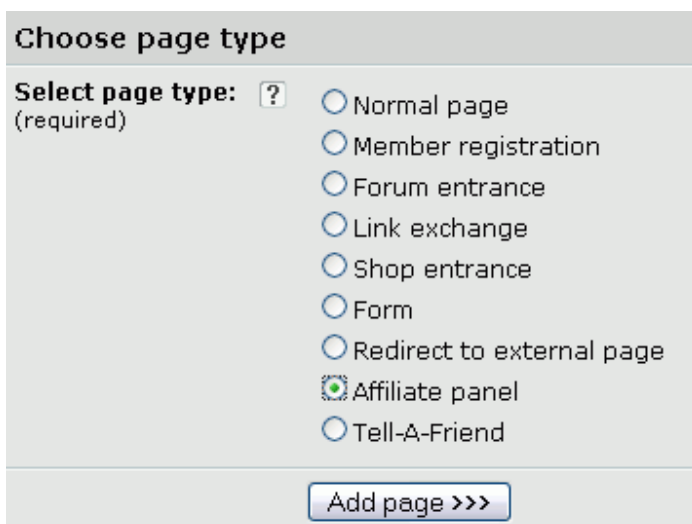
Figure 262

Select the **Affiliate panel** page type.

Set the page options -- enter the page tile, set the URL to this page and save the page.

Figure 263

A link to the affiliate panel won't be displayed in the page menu. You need to create a separate link to the affiliate panel to enable the visitors to participate in the program.

Click on **website** on the menu bar and choose **edit >> pages** from the drop-down list.
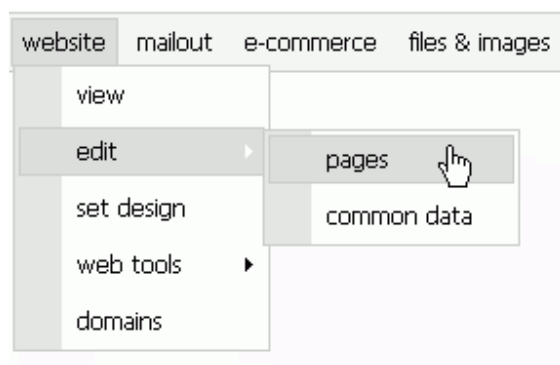
Figure 264

Choose a page, on which you want to set the link to become your affiliate.

Click on the **Edit** option which is in the same line as the name of this page.

Figure 265

Enter the text that will be your link.

Figure 266

Select it and click on the icon to **Insert link**, as you can see in Figure 266.
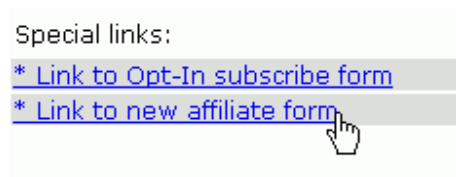
Figure 267

When a new window pops up, select a special link to a new affiliate form.

Now you may change the setting of your link, so that some additional information pops up when a visitor moves the cursor on this link.

If you want to set a link title with a message encouraging the visitor to take action and click on the link, follow these steps:
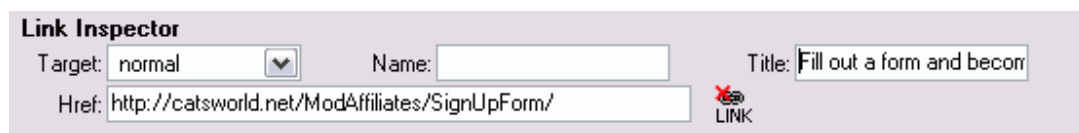
Figure 268

Place the mouse cursor on the link. Below the main section of the content editor there are can some additional options. Just enter the link title into the **Title** box on your right hand side, as shown in Figure 268.

In order to set up a link in such a way that it opens in a new page, select **new window** from the drop down list with **target** settings.

Save the page.

Previewing all affiliates

You will find the list of all your affiliates under the **Browse Affiliates** section at your WebsiteWizard account.

Click on **e-commerce** on the menu, and choose **your affiliates >> browse affiliates** from the drop-down list.
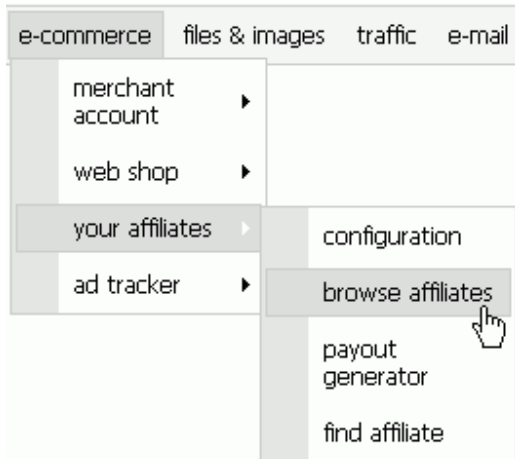
Figure 269

On the **browse affiliates** panel you may preview all the affiliates, browse the sales referred by an affiliate, preview affiliates' details and edit them, check their commission or details of a sale.

Figure 270

On this page, you may find a list of all affiliates that signed up for your program. You may browse the sales, and check for details of a sales referred by an affiliate.

This page is divided into two sections -- there is a search filter feature on the top right hand side of the page, and the table which lists the affiliates who match the filter query.

You may preview and update details of affiliate's information -- login name, password, or email address and use the search feature to find an affiliate that fits certain criteria.

Updating affiliate's details

Figure 271

In order to update details of your affiliate, click on the **Edit** option, which is located in the same line as the affiliate's name, to update personal info. The affiliate's details form page pops up and you may preview and overwrite a user's name and email address.

Click on the **Save >>>** button to confirm the change of the affiliate details.

Sending an email to an affiliate

It's possible to send an email to a particular affiliate. Just click the email link next to an affiliate's name. Your default email software will open a new email message window. You can type a letter and send it out.

When you click on the **details** option, which is in the same line as the affiliate's name, you can preview affiliate's login, name, geographical address, sign-up date and referral links.

Below this information, you will find all the affiliate's referral sales listed separately.

Login:	Mark
Name:	Mark Brown
Email:	mark.brown@domain.net
Checks payable to:	Mark Brown
Address	252 Willows street
Zip	07036
State	New Jersey
Country:	United States
Phone:	
Fax:	
Signup time:	2005-02-27 07:21:26
Affiliate links:	http://user38937.websitewizard.com/index/11118 http://catsworld.net/index/11118

Figure 272

Previewing affiliate's details

Once you click on the **details** option, which is in the same line as the affiliate's login, you may preview the affiliate's account details -- the affiliate login, name, email address, geographical address, and the total amount of commissions that you owe to that affiliate.

Below, there is a list of sales referred by this affiliate.

Figure 273

Once you click on the sale ID link, you will see the details of this particular sale -- the total amount of the purchase, purchase date, and a sale ID.

Figure 274

Below, there is a list of products the customer purchased (shopping cart details). On the bottom of this page, you will find delivery details, i.e. who the product should be sent to.

You may preview the date of each transaction, check transaction details upon clicking on the link in the sale ID column; you may check the affiliate's level in this transaction, the amount of commission that should be paid for this transaction and check if this payment has been already issued.

Finding an affiliate

Above the list of your affiliates there is a **search** feature. If you want to find the affiliates who match certain criteria, click on this link or click on **e-commerce** on the menu bar and choose **your affiliates >> find affiliate** from the drop-down list.
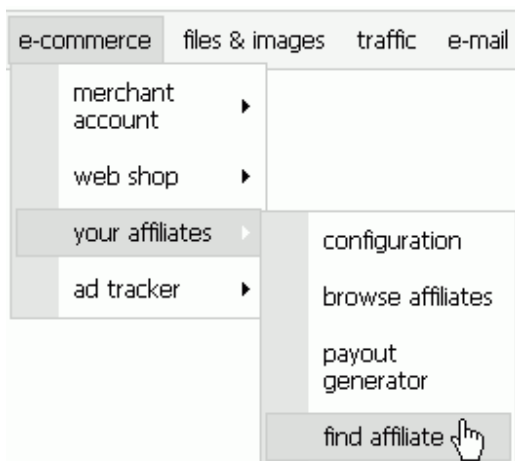
Figure 275

Enter a string o words into the query box and select the type of data you want to search through.

Upon clicking on the **Search >>>** button, WebsiteWizard engine will look for all the affiliates who match your criteria.

Figure 276

Using a payout generator feature

With this feature you may generate a list of affiliates that are due to be paid commission (based on the total commission amount). You can mark commissions you've already paid to the affiliates.

Click on **e-commerce** on the menu, and choose **your affiliates >> configuration** from the drop-down list.
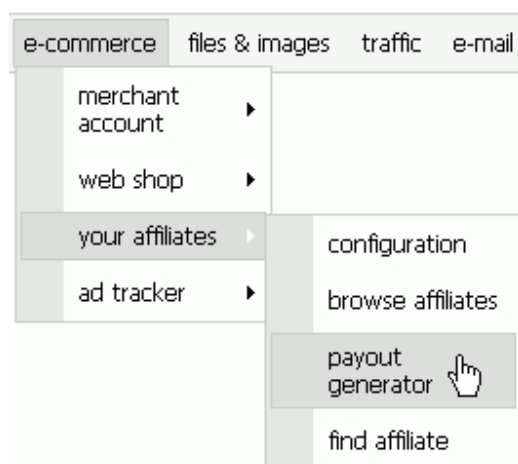
Figure 277

You are on the page where you can generate a list of affiliates to whom you owe commission.
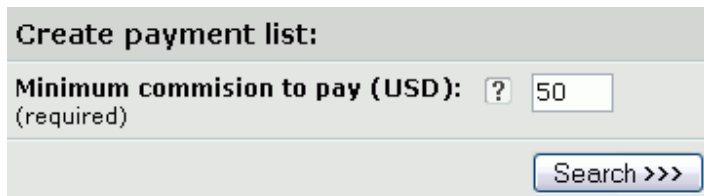
Figure 278

Using payout generator feature you may search for the affiliates whom you owe at least the minimum amount of the commission you entered into the box.

Set the minimum amount of commission that you will pay and click on **search**.
The system will generate list of affiliates that are due to receive commission.

> Note that you **HAVE TO** pay your affiliates on your own - we don't provide any assistance. You have to prepare checks to them by yourself! We only give you an interface to mark commissions as paid/unpaid.

Now, write out the checks for the amounts indicated by the payout generator to all the affiliates on the list. Assign the commission as paid when a check is issued by ticking the box on the left hand side of affiliate's name. You may also click on the button to mark all checked payments as paid after issuing all the checks on the list.

The WebsiteWizard system will note them as paid, so that they are not listed by a payout generator for the same transactions in the future.

> A time frequency of paying the commission and the minimum amount of commissions that are issued depend on your affiliate program agreement.

Sending a broadcast message to all affiliates

You may use a **mailout** system to send messages to all your affiliates.

Click on **mailout** on the menu bar and choose **broadcasts** from the drop-down list. As you are on the main page of this section, choose whether you would like to create a new message or use a draft broadcast, or adjust an old broadcast from the history.

Add your website to search engines – the friendly way

When a web surfer connects to the Internet and wants to find certain information, they usually go to a search engine website, such as **Google**, **Yahoo** or **MSN**, and enter a query. They then receive links to selected websites.

If you want your website to be recognized by the search engines, so that Internet users visit your site more often, you need to setup this section very carefully.

> The search engines record pages on the basis of much information, including page title, content, description, links titles. Many of them still uses **Keywords** tag therefore include all the most important keywords that refer to the pages content into this text box.
> Separate each of them with comma. You don't have to come up with any sentences, just list your keywords in order of importance. You can change the site keywords in the way described below.

Click on **website** on the menu bar and choose **edit >> common data** from the drop-down list.
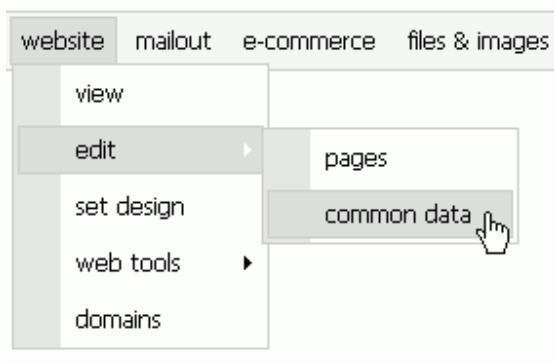
Figure 279

Just below the website title there are descriptive fields of your website.

The content of the first field, **Description** would be displayed below the site's URL in the search results. Therefore, we recommend you describe your site's content and thus encourage *visitors* to *take action* and visit your website.

Setting separate Meta description for each page

Additionally, you may set a separate description for one some or all the pages at your website.

Click on website and choose **edit >> pages** from the drop down list.
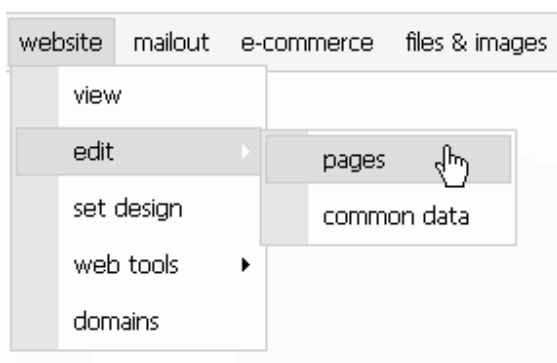
Figure 280

Once you are on the pages edition panel, click on the **Edit** option that is in the same line as the name of the page to which you want to set a separate description.
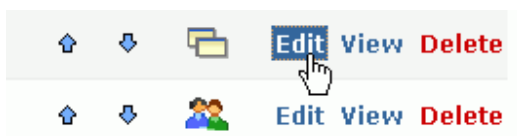
Figure 281

Scroll down to the section **Meta description** and enter a description content specific to this page.

Generate a keywords list

Setting Website Keywords

Enter the list of keywords by which you would like search engines to position your site in search results.

You may list the keywords by which search engines will rank your site. Although not all search engines support this tag, we recommend you use it for the ones that do. Just list your keywords in order of importance, separating them with commas.
You don't have to come up with any sentences here. Include all your most important keywords.

You may set specific Meta key words for some or each of the pages.

If you want inspiration for keywords, you can use free tool available at
http://www.digitalpoint.com/tools/suggestion/

Setting separate Meta keywords for a page

Additionally, you may set a keywords for one some or all the pages at your website.

> Click on **website** and choose **edit >> pages** from the drop down list.
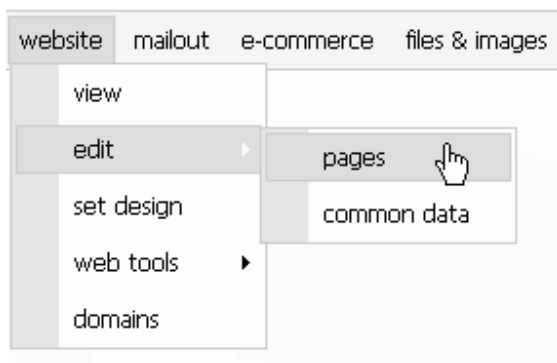
Figure 282

Once you are on the pages edition panel, click on the **Edit** option that is in the same line as the name of the page to which you want to set separate keywords.

Scroll down to the section **Meta keywords** and enter keywords specific to this page.

Add the website to the search engines

With WebsiteWizard you may add your website to the search engines easily.

Just choose **search engines** from the drop-down list as you click on **traffic** on the menu.
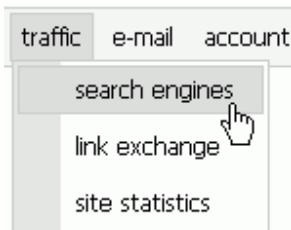
Figure 283

Select the domain name you want to be submitted to the search engines.

Fill out the submission form, providing your email and a short description of your website.

Figure 284

A site description field will be used by some search engines to properly describe or classify your site.

Please note that adding your website to search engine is not enough. To be visible in search results, you have to ask other site owners to add links to your page as well as add your website to many online directories (e.g. http://www.dmoz.org) and topical portals.

Check for the SEO Results

Having a website is a continuous battle for new visitors. One of the main factors helping you to win the battle is how high your website is in the search engine's results, when a surfer enters certain sets of keywords. As you are logged to WebsiteWizard account, you may check if your site is listed on the first page while entering various queries.
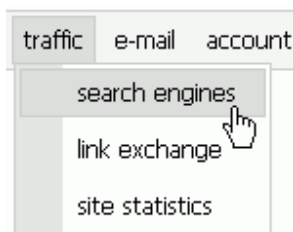
Figure 285

Click on **traffic** on the menu bar and choose **search engines** from the drop-down list and then click on the link to **Check ranking >>>**.

Figure 286

Enter the string of keywords that you want to check the rank of your website into the query box.

Click on the **Submit >>>** button.

Figure 287

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The top results of a query at the search engines will be displayed.

GOOGLE returned following pages using query: *scratching bad habits*

1 Cyber-Pet "Break Those Bad Habits"
2 Raisingkids: Pre-Teens - Behaviour - Bad Habits
3 Raisingkids: Primary School - Bad Habits
4 Biting and Scratching Behavior in Cats
5 Bad Habits
6 SimCentral.NET Forums - Bad habits
7 CareerJournal | Avoid Bad Habits When Recruiting Online
8 10 Bad Habits That Keep You From Running The Rack - Easy l
9 PETCO.com - Where the pets go online
  Your page is not listed in first page of search sesults

Figure 288

Even though your website is not listed within the top 10, you can get to know your major competitors.

> If you need more advanced SEO tracking tool, try the free service available at http://www.digitalpoint.com/tools/keywords/. It allows tracking position of certain keywords in major search engines results over time as well as checking the number of incoming links.

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Setting a pop-up – pros and cons

A pop-up is a slogan, a message or any other content that pops up in front of a visitor. Pop-up windows provide Internet marketers with an effective alternative to the declining effectiveness of banner ads. However, studies have shown that most Internet users find these windows very intrusive.

In spite of all the people who dislike them, automatic pop-ups do work -- they increase subscriptions and click-throughs dramatically.

Automatic pop-ups work because they are in your face. They distract you, and force you to either take action or close them. If your customer ultimately undertakes the particular action, then pop-ups aren't that bad after all.

Pop-ups should serve your customer, just like the rest of your site. Succeeding in business is all about serving your customers well! If pop-ups are in your face once, what's the big deal? If now they lie down quietly and don't jump on you again, they're ok.

There are several pop-up types. A **Pop-up** is a window which appears in front of the visitor "over" the regular site. On the other hand, a **Pop-under** is a kind of a pop-up, which appears behind the regular site and most visitors notice it only once they left the site and closed the window. An **Exit Pop-up** appears when a visitor leaves your site. This is probably the most effective of all. It doesn't annoy them while they are viewing your site, and only appears when they leave the site.

At that point, you can use the Exit pop-up to offer them something enticing for free -- a report, newsletter or mini course. In order to obtain this, they have to give you their name and email address (preferably via an opt-in procedure).

Once you have captured some details in this way, you can broadcast to this growing list with other offers, until you build up a relationship with your prospects and turn them into regular customers.

You are on the panel where you can build up an effective pop-up for your site and manage the appearance of pop-ups. You may create a pop-up any kind using the

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WebsiteWizard pop-up creator feature and then, decide on which page and how often this kind of ad should appear to a visitor.

> In spite of all the Internet users who dislike pop-ups, they really work! With their help, you can interest the visitor with your offer, or encourage them to sign up to your newsletter, or present a new product or service. Remember to use the words and phrases that will encourage your visitors to take action.

In order to create a pop-up, click on **website** on the menu bar and choose **web tools >> pop-ups** from the drop down list.

Figure 289

Creating a pop-up

Click on the **Edit your pop-up >>>** link to create a new pop-up.

Set a window title, which will be displayed on the menu in browser's title bar. Select the size for a pop-up window, pop-up type, and set the frequency in which the pop-up should be displayed to visitors.

> It's possible to put a cookie on visitor's web browser telling the web page that they have already seen the pop-up and shouldn't be bothered again.
>
> Now people will see the pop-up only on the first page of your site they are visiting, and never again, unless they deleted all their cookies.

If you don't want your pop-up to appear on the website, tick the **Disable the pop-up** checkbox. It is recommended that you disable the pop-up while it is under construction.

You may now enter the content into the content editor and format it with the help of the editor toolbar, which resembles the Microsoft Word toolbar.

> Try to set an eye-catching slogan, an ad, opt-in form, or other short information, instead of placing a long article in the pop-up window.
>
> A visitor won't look at the pop-up for a long time. Probably they will just glimpse at it while moving the mouse to exit the pop-up window. We recommend you adjust the pop-up size to the content. If the text is wider than the window frame, a visitor won't read the information at all.

Once you have finished the work, click on the **Save pop-up data >>>** button to submit edition of the pop-up content.

Generating traffic to your website

Follow the intensity of visits

Site statistics

Click on **traffic** on the menu and select **site statistics** from the drop-down list.

Figure 290

Under this section you may check how many people visited your website during certain period of time. With WebsiteWizard we keep and make available the statistics of the number of visits to your site and, furthermore, we help you to check what the visitors IP numbers are.

> Computers connected to the Internet receive a number by which they can identify each other (IP number). You need to realize that to have a page on your web browser at least two computers have to communicate with each other as the website is saved and made accessible on one computer
> (**a server**), while the visitor sits in front of another one which requests the website data. Upon a request, the server sends data directly to the IP address of the visitor's computer.

For us, it is good news that we don't have to remember all those IP addresses, as simultaneously there is a system of host names. Every computer connected to the Internet can be found on the basis of the IP number or a host name.

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Of course, having a system of unique IP number for each computer would be nice and easy, but the Internet is more complex. Even though one IP number usually points to one computer, sometimes a computer doesn't have constant connection and receives a random number on each connection; sometimes it happens that at the same time more computers use one IP number at the same time.

For all that, the statistic system should be used just for statistical information, e.g. how many visitors actually visited your site in the specific period of time, how many visits originated from a given IP address.

> Having website statistics you may check how many visitors see your website daily and from which hosts the access your site, check where are the most frequent visitors from, remove some hosts – such as your own ones - from statistics and preview the statistics of each of your pages.
>
> Please keep in mind that sometimes an IP address indicates the region from which the visitor comes from.

There are four links to four different statistic features on the main site of this section. Upon clicking the **Daily statistics** link you will access the statistic of the number of visits and names of hosts that accessed your site for each day. You can check how many and which hosts accessed your site for each day.

When you select the month which interests you, a list of days in this month will appear. You will be able to check how many hits were made each day and from which hosts the connections were made.

When choosing the **all-time page hits** link you can check the total number of hits to each of your pages.

This information may be helpful to establish whether there are gross disproportions between hits to particular pages. Having this information you may think about improving navigation or link names, or it may encourage you to even change the content of your site.

The **Top-20 Hosts** link leads to the list of top twenty hosts that have accessed your site up till now. These are your best visitors (the most frequent hits to your site).

Under Top-20 there is a rank of 20 hosts that accessed your site the most frequent.

Under **User Hosts** you can check and list user hosts that are not included into statistics.

Eliminate your own host from statistics

You may add the names of hosts which won't be included to your site statistics. There are hosts that have been removed from statistics listed on this page. The system automatically checks IP address of the computer that you are using for the connection.

Enter IP number or a part of IP number or a hostname that you want to exclude from statistics. If there are more addresses, separate them with commas.

If you want to check your own IP address, visit http://www.whatismyip.com.

Manage the effectiveness of clicks that lead to your website

One of unquestionable methods of an Internet website promotion is to use the Internet itself as the best medium for this purpose, by placing links (URL's) on other Internet pages.

You may decide to exchange links with your business partner, introduce a website to the web search engines, promote your website in various emails, newsletters or broadcasts or finally purchase banner ads or sponsored links.

Internet users usually get to the website as they click a **URL** link. Website software may capture and count clicks from each source. With the aim of separating clicks that were undertaken from a particular page we use an **ad tracking** feature.

Tracking clicks from a new source

To add new campaign click on **e-commerce** on the menu and choose **ad tracker >> manage campaigns** from the drop-down list.
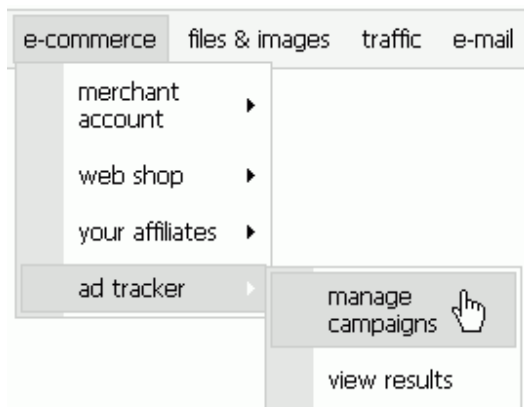
Figure 291

Once you click on a link to **Add a new campaign >>>**, the campaign edition panel opens and you may edit details of this campaign.

Set a campaign identifier. It is a string of digits and letters that will be used in a special URL referral used for tracking this campaign.

> Please, note that all the ad tracker campaign links will lead to the home page of your website.

Set a campaign name, which will describe the campaign in the best way.
The campaign name will be displayed only in WebsiteWizard administration panel.

Set additional information about this campaign in the campaign description field, for example, you may paste an advertisement sentence that you used in **Google AdWords** (see http://www.google.com/adwords for details about that way of

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advertising) or you may describe a context in which you used the link in a broadcast message.

Set the cost of this campaign. Enter the total sum that you paid for the campaign.
If it is a **Pay-Per-Click campaign**, enter how much you are actually paying for a click.

Select a domain name which should be used in the target **URL** for this campaign.

Set how often WebsiteWizard should count the clicks of one visitor.

> Note that one user might click on a URL more than once. Upon setting this option, you may block the system from counting multiple clicks from the same user in a certain period of time. We recommend you choose option "always" if it is **a Pay-Per-Click campaign**.

Once you click on the **Save >>>** button to submit the changes, you will receive a special URL for this campaign. Now you may copy the tracking URL and set it in your campaign.

All the campaigns are listed on the main page on the ad tracker panel. You may edit each campaign, reset the results or delete a campaign from this location.

Useful resources for experienced webmasters

HTML tutorials

Sitepoint

http://www.sitepoint.com/

Webmonkey – HTML

http://webmonkey.wired.com/webmonkey/authoring/html_basics/

W3 Schools – HTML

http://www.w3schools.com/html/

HTML Code Tutorial

http://www.htmlcodetutorial.com/

Writing HTML

http://www.mcli.dist.maricopa.edu/tut/lessons.html

A List Apart

http://www.alistapart.com/topics/html/

JavaScript tutorials

W3 Schools

http:/www.w3schools.com/js/

JavaScript tutorial for the total non-programmer

http://www.webteacher.com/javascript/

Webrefrerence.com

http://www.webreference.com/programming/javascript/

Webmonkey – JavaScript

http://webmonkey.wired.com/webmonkey/programming/javascript/tutorials/jstutorial_index.html

Flash tutorials

Macromedia

http://webmonkey.wired.com/webmonkey/programming/javascript/tutorials/jstutorial_index.html

W3 Schools – Flash

http://www.w3schools.com/flash/

Kidz Online

http://www.kidzonline.org/TechTraining/

AEVision Tutorial

http://www.aevision.com/tutorials/flash/

Pinnoy7

http://www.pinoy7.com/flash/

iBoost

http://www.iboost.com/build/software/flash/

Index of Terms

Acrobat Reader™. Computer software which lets you view and print PDF files in your browser window. Adobe Acrobat permits anyone to share business documents across different platforms, yet with their original look and feel intact.

Affiliate. A person or a business that signs up to the affiliate program and promotes your products for commission.

Affiliate Program. An affiliate program is where a company is paid a commission based upon delivering a customer who purchases a good or service from the affiliate program provider. An affiliate program usually describes an Internet process of directing potential customers to a particular website in return for compensation.

Alias. A non existing email address through which people can send the email messages to you. Aliases are associated with existing accounts. Please note that an alias does not change your login or password, it merely provides an additional address for people to use when they send you a message via electronic mail.

Anchor. The area of a hypertext document that is either the source or destination of a hypertext link. The link may extend from that area to another document or from another document to that area.

Attachment. Usually referring to a file that is linked or attached to an email message.

Authentication. Verification of a person's identity or processor validity.

Autoresponder. An automatic email facility, set up to be triggered automatically by someone requesting information. For example, if you offer a free report, this will be placed on the autoreponder as an email message. Then, when a new subscriber fills in a form on your website, giving their name and email address, the action of clicking the **Get more info** button sends a message to the autoresponder, telling it to send the previously prepared email containing the free report to the email address of the new subscriber.

Banner. An online advertising graphic that is displayed on a website.

Blog. Periodic, chronologically reverse ordered posts on a web page. **Blogs** run from individual diaries to arms of political campaigns, media programs and corporations. Many

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blogs allow visitors to leave public comments, which can lead to a community of the blog readers; others are non-interactive. The term "blog" came into common use as a way of avoiding confusion with the term server log.

Broadcast. A message that is sent widely to the members of a mailing list at one time. It may be both a newsletter with the latest information referring to your site's topic or a marketing site letter, in which you would inform subscribers about your latest offer, special discounts, etc.

Browser. A software program for observing the World Wide Web; synonym for a Web client. The most popular browsers are Internet Explorer and Mozilla Firefox. We recommend the latter, as it is far more secure and useful. You can get it at http://www.getfirefox.com.

Cache. A temporary storage bin in memory and on your hard drive. Browsers stash the contents from pages that have been downloaded in the event they are called upon to be displayed again.

Click. Tapping on a mouse button, pressing and then immediately releasing it. In the Internet marketing language the term **click** is referred to as a selection of a URL or banner ad. The effectiveness of a web advertising campaign is measured by users' click-through rates, i.e. how often visitors clicked on it.

Click tracking. A method of measuring the effectiveness of URL's that target to a particular page. Using this method you may not only check how many people got through onto your page using that particular URL. Moreover, you may manage the effectiveness all the URL's pointing to your website (advertisements campaigns, URL's in e-zines, mail campaigns, referral URL's on your page) checking how much you effectively paid for a click and approximately how much you earned thanks to a click. One of such services that allow you to track the results is **HyperTracker**. With WebsiteWizard we have introduced a click tracker that helps you make the decision by counting all the sales and comparing with the ad campaigns you're running.

Clipboard. A temporary staging area for copied information stored in memory. The clipboard stores information until you copy another or you exit your operating system.

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Confirmed opt-in. A subscription to your mailing list that has been confirmed by a subscriber. When new subscribers fill out the opt-in form they receive a confirmation letter with a confirmation link. They are added to your mailing list promptly after they click on the confirmation link. Having only the subscribers who actually wanted to receive information from yourself you are not a spammer. You are in compliance with the CAN SPAM Act and the European Union regulations regarding this huge problem. Please note that in order to be in compliance with the SPAM Act, you should add your postal address to commercial newsletter messages.

Cookie. A handle or transaction identifier used to preserve state information on the browser. This permits a site to recognize a visitor on subsequent visits. This information is stored on the visitor's computer. This information is issued by the site software, which will read it on further visits.

CSV file. A portable format to save tables with data. You may import such a file to a database or open it with software, such as MS Excel. You may export the list of your subscribers from the actual mailing list database and import it to WebsiteWizard account.

Discussion forum. An Internet forum, also known as a message board or discussion board. A forum is a virtual venue where the visitors can correspond. The participants can view a list of messages. A discussion forum generally allows most users to participate in the discussion by posting new messages, replying to any one of these messages, or starting a new thread (posting a new topic). It typically exists as a part of a website.

DNS (Domain Name Service). DNS is a general-purpose distributed, replicated, data query service. The principal use is to look up host IP addresses based on host names. The style of host names now used in the Internet is called "domain name", because it is the style of names used to look anything up in the DNS. Some important domains are **.com** (commercial), **.net** (network), **.edu** (educational), **.gov** (government) and **.mil** (military). Most countries also have a domain. For example, **.us** (United States), **.uk** (United Kingdom) or **.fr** (France).

Domain Name. The alphabetic name for a computer host; this name is mapped to the computer's numeric Internet Protocol (**IP**) address.

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Download. Copying files from another computer to your own computer over a communications link.

Email. Electronic Mail. The exchange of messages via networked computers to an email address. Email allows attaching and sending of other files. It is a method of composing, sending, and receiving messages over electronic communication systems.

Email Forwarding. Automated forwarding of Email messages delivered to an established email address.

Email Address. An email address consists of two parts -- a login and a domain name following the @ symbol, e.g. my.name@mydomain.com

Exit Pop-up. A type of pop-up that appears when the visitor leaves your website. This gives you the opportunity to capture their name and email address for follow up later, by offering them something free, such as a report, newsletter or mini course.

Follow-up system. An autoresponder system that automatically sends email messages to your subscribers at selected intervals, over a certain period of days, after they accessed your autoresponder for the first time. This feature can be a real time-saver if your intention is to follow-up several times with different time-limited sales messages. One of the best autoresponder services we can honestly recommend is GetResponse.com (http://www.getresponse.com).

FTP (File Transfer Protocol). A means to exchange files across a network.

GIF (Graphics Interchange Format). Storage format for images; can be used as an online image in an HTML document.

Google. One of the most popular search engines.

Hacker. A person who delights in having an intimate understanding of the internal workings of a system, computers and computer networks, in particular.

Header. Information that appears across the top of email messages and newsgroup articles. The header usually contains -- data about the sender, date message was created, the computer path the message traveled through and other information used for managing the message.

Hit. A request from a browser for a single item from a web server. An overused term when discussing traffic on a website, e.g. -- "We get 500,000 hits per month." Calling one page from a server could result in dozens of "hits", because each graphic is interpreted as a hit. In reality, counting only the **index.html** page or **default.htm** page will be a more accurate gauge of traffic.

Home Page. A place on the web for any person or organization in the Internet to display information to anyone else who wants to see it. A company, for example, could put the entire contents of their brochure, or annual statement, or technical support manual on the Web as a home page.

Host. Any computer in the Internet is referred to as a host.

HTML (HyperText Mark-up Language). The mechanism used to create Web pages; Web browsers display these pages according to a browser-defined rendering scheme.

HTML Tag. Indicates document structure, elements, formatting and links to other documents. HTML Tags also allow use of other media within a document Example - <TagNamer> area affected </TagName>.

HTTP (HyperText Transfer Protocol). The native protocol of the Web, used to transfer hypertext documents.

Hyperlink. A means of "jumping" from one information site to another on the same or a different network server.

Images collection. A royalty-free stock photos that you can use to make your pages look better. These images are accessible for you as a valued WebsiteWizard user. You may insert any image from the **images collection** on your website.

Instant letter. A message which is sent promptly (usually by an autoresponder) after confirming the subscription.

Internet Address. An IP address that uniquely identifies a node in the Internet. Internet Protocol - (IP) The network layer for the TCP/IP Protocol Suite. It is a connectionless best-effort packet switching protocol.

Internet survey. A survey that has been placed on the website. You may use a survey to collect information in the fields of marketing, political polling, and social science

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research. A survey may focus on opinions of your website visitors or factual information depending on its purpose.

Intranet. A private, internal network that operates within the walls of a company (similar to a LAN) and is usually insulated from the outside world via electronic or hardware impedance called a firewall.

ISP (Internet Service Provider). A company or organization that provides Internet access to the public.

JPEG (Joint Photographic Experts Group). A graphic compression and decompression standard.

Kbps. Kilobits per second. A measure of digital information transmission rates. (1 kilobit = 1,000 bits).

LAN. A local area network.

Link. A connection between one hypertext document and another.

Log Files. Files that record and store raw data of website traffic.

Logo. A graphic element which uniquely identifies your website, your products, your corporation. A logo consists of either a name, or a sign, or a combination of both.

Mailing list. A list containing multiple email addresses of your customers or prospects. Usually they are grouped in specific lists, which mean you can broadcast further offers of products or convert the prospects to customers.

Member. A person who registered to your website (provided certain information, such as email address, login and password) in order to receive access to the restricted areas of your website. You may grant your members the possibility to download some files "for members only". The members may also receive special e-zines.

Members area. A restricted area of your website. Only registered members who provided a valid login and password may access to these areas.

Merchant account. A merchant account enables you to accept credit card payments over the Internet for your **online shop** transactions.

Meta Description tag. A command in **HTML** that instructs **search engines** how to categorize your website. A content of this tag would be displayed on the page that lists the search engine query results.

Meta Keywords. A command in HTML that instructs the search engines to identify keywords that describe your website content. You don't have to come up with any sentences, just list your keywords in order of importance. By means of those keywords the search engines would categorize your website.

Navigation bar. A website toolbar with links to all the **pages** on your **website**. Using this toolbar you and your visitors can easily browse the **pages** that are consisting of your **website**.

Online Ordering. An ability to make orders over the Internet.

Online shop. A website organized as a shop in which you may browse product categories, put items into **shopping cart**, order them, i.e. edit personal data and choose means of payment, confirm your order.

Opt-in. A subscription to your mailing list. Filling out an opt-in form with the intention to become a subscriber.

Order form. A form that your customers are requested to fill out if they wish to purchase an item from your website.

Page footer. An information that is displayed on the bottom of every **page** on your website. Usually the page footer contains the information about the owner (author), link to the contact **email**, and copyright notices.

Page ID. A unique number that WebsiteWizard associates with a particular page.

Page title. A title that is displayed on your website's menu bar as a link to the page.

Page properties. While editing a page you may configure it in such a way that a particular page is hidden from the menu displayed on your website. For a "members only" page, you would protect access to the page with a password.

Page type. refers to the main purpose of the page, whether it's just a normal page, a forum entrance or an online shop.

Password. A form of authentication which uses secret data to control access to a resource. The password is kept secret. Upon verification a password is tested on whether or not it matches the original sequence of data.

Path Name. The list of directories you pass through to get to embedded directories. Pathnames begin with a slash (/) and directory names are separated by a slash.

Pay-per-click campaign. An advertising technique used on websites, especially search engines. Pay per click advertisements are usually text ads placed near search results; when a site visitor clicks on the advertisement, the advertiser is charged a small amount. Variants include pay for placement and pay for ranking. The most popular pay-per-click search engines are Google Adwords (http://www.google.com/adwords) and Yahoo Overture (http://www.overture.com), followed by Findwhat (http://www.findwhat.com), Shopping.com (http://www.shopping.com), NexTag (http://www.nextag.com), Bizrate (http://www.bizrate.com) and Pricegrabber (http://www.pricegrabber.com).

PDF. A file format exclusive to the Adobe Acrobat Reader that can be downloaded and viewed off-line and is compatible with any computer, irrespective of its operating system.

Pop-under. A kind of a pop-up, which appears behind the regular site, and most visitors notice it only once they left the site and closed the window.

Pop-up. A window which appear in front of the visitor "on" a regular site.

Product variable. An attribute, according to which a product can vary. For instance, it could be color, pattern, or size. You may set different T-shirt sizes and colors and let your customers choose which size and color they want to order.

Robot. A term for software programs that automatically explore the Web for a variety of purposes; robots that collect resources for later database queries by users are sometimes called spiders.

Search Engines. Resources that are used to locate information in the Internet.

Server. A software application that provides information or services based on requests from client programs.

SET (Secure Electronic Transactions). A new Internet standard from MasterCard and VISA.

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Shipping and Handling rates. An amount of money that should be added to the original product price as a fee for delivery a product to a customer.

Shopping cart. A feature that enables customers choose products (either tangible or software products) in your shop. Your clients can pick up more than one product and pay for them all, after they complete the shopping.

Site. A file section of a computer on which Web documents (or other documents served in another protocol) reside; for example, a Website, a Gopher site, an FTP site.

Site statistics. A preview of the global number of page hits and hosts that accessed your site for each day, week, month, year, etc. Having the site statistics you may check the popularity of your website in every month and follow how the changes on the website influence your website popularity.

Software product. A computer file which you can sell at your online shop. For example, an e-book, software program, zipped image gallery, music files, etc. Your customers will be able to download a **software product** directly from the web after completing the order form and you won't have to send them out to your customers.

SPAM. Unsolicited and unwanted messages sent unilaterally to the email box. Spamming is considered one of the worst examples of bad practices in the Internet.

Spider. A software program that traverses the Web to collect information about websites, which is used by search engines. Spiders include Lycos and WebCrawler.

Subject line. The line in email messages where you insert the subject being discussed. This is as important as the headline on your webpage and should intrigue the recipient sufficiently, so that they open your email, rather than delete it unread.

Subscribers blacklist. A list of **email** addresses and **domain names**. If an address is mentioned on that list, they cannot become a member or a subscriber to your mailing list.

Surfing. An act of navigating the Web, typically using techniques for rapidly processing information in order to find subjectively valuable resources.

Tangible product. A product which you can sell on your online shop. Your customers will be delivered a **tangible product** via traditional mail. After completing the order form you will prepare a package and send it out to the customer on the address they provided in

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the order form. The customer will pay price for the product and additional fee for **shipping and handling rate**.

Thumbnail. An image in reduced size. You may preview the collection of your images in a smaller size. All of them resemble the original images from your collections.

Transaction processing. Taking orders (usually via secure procedure) and processing credit card transactions.

Upload. Copying files from your own computer onto another computer over a communications link.

URL (Unique Resource Location). The scheme for addressing on the Web; a URL identifies a resource on the Web.

Username. A username is the first part of an email address -- username@adomain.com. You must have a username and a services password to log in to a mailbox.

Virus. A program that when loaded infects, alters or destroys other programs. Some virus programs cause major trouble and some are nothing more than annoying pranks.

WAV. Pronounced "wave" -- an audio file used extensively in the Internet and in computer software programs (e.g. filename.wav).

Web browser. Software that enables you to display and interact with web pages. Popular browsers include Microsoft Internet Explorer and Mozilla Firefox.

Web Search Engines. It allows an **Internet** user to ask for the content meeting specific criteria (typically those containing a given word or phrase) and retrieving a list of pages that match those criteria. It is designed to help find particular information in the **Internet**.

Webmail. A software program that allows you to access your email through the **web browser**.

Web shop. Referred to as an **online shop**.

Website. A collection of web pages or a domain on the World Wide Web.

Website name. A unique name that identifies your website. It could be a name of your company or a product that you are selling, or it could be a short and attractive description

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or your website content. The name of your website will be identical to the **domain name** under which your website has been registered.

WebsiteWizard E-Commerce plan. The most advanced version of WebsiteWizard that lets you accept credit cards without a **merchant account**, process online **orders**, build your own **web store**, promote your products/services through your own two-tier **affiliate program**, **track** the effectiveness of your ads, and more!

WebsiteWizard. A website building, hosting and e-commerce solution online service. Using this service you may create and run your own website.

WebsiteWizard Optimum plan. A perfect version of our WebsiteWizard product if you would like to build a beautiful, fully-automated website with cream of the crop of today's Internet Marketing tools.

WebsiteWizard Starter plan. A beginner version of our WebsiteWizard product. For a low monthly price, you get all the most important features of WebsiteWizard and you can create your own small or medium website in just a few hours.

Wizard mode. An easy step-by step feature which assists you while the first steps in creating your website. Using **Wizard Mode** you may choose fabulous template design from the exclusive collection of almost 200 various designs, place your **logo**, create the first **pages** and enter and format the content of the pages.

WWW. The World Wide Web. The WWW is a global network of HTML based documents that allow visual and interactive communication to take place. A Home Page or a Web Page is part of this World Wide Web.

Zine. As in magazine, a (usually) free Internet publication.

Zip. A type of file compression used most often in the Internet. The file extension for a zipped file is. ZIP.

About WebsiteWizard

WebsiteWizard website builder is available at http://www.websitewizard.com.

You can order it at https://secure.implix.com/order-websitewizard.html.

Please review WebsiteWizard terms of service at http://www.websitewizard.com/termsandconditions.html.

If you need help, please contact our support at http://www.websitewizard.com/support.html

We are waiting for your comments regarding this guidebook at http://blog.websitewizard.com/archives/2005/06/websitewizard_g.html

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