Creating a New Page

PAGE EDITOR

Create New Page and enter a title for your page. This title is only used to refer to the page within Create. You can then choose to add a nav item to the site's Navigation tree (on the top level of the tree by default) automatically linked to your new page. The new nav item will not appear live on the site until you **Publish Changes** in the **Navigation** area. You can also edit it's position in the tree and other features here.
Select **Page Properties** from the toolbar to specify the following characteristics of your page.

PAGE PROPERTIES

Edit Title	The name a page is saved as in iSmart Create
Menu Highlight	Chooses which item in the navigation is highlighted when page is viewed
Banner Text*	Enter text which appears as a page heading
Banner Image*	Specify image which appears at beginning of page
Design Template*	Choose which template to apply to this page

*These features vary according to each site's design

Insert and format the content for your page (*See Creating Content*).
Preview the page to check its appearance and be sure to **Save** your page as you work.
Once the page is complete, **Save** and then choose **Publish Changes**.

Creating Content

VIEWING MODES

There are two different modes in which pages can be viewed: Design and Preview mode. **Design** mode is where all content is created and shows only the area of the page which is editable. **Preview** mode displays a fully functional version of the site as it would look with the changes you have made and allows you to navigate around the whole site, test links and check changes. This can all be done without affecting the live site, as changes you have made must be saved before the Preview can be generated, but are not applied to the site unless they are Published. Switching back to Design mode instantly returns you to the page you were currently editing. A HTML editing mode is available but is disabled by default. This option is recommended only for those with a thorough knowledge of HTML code. It can be enabled in the **Setup** section of Create.

STYLE SHEETS

Style Sheets can be created to enable quick and easy text formatting. A number of styles will be pre-defined to suit your site design. These styles are non-editable, however it is possible to create new styles which can be edited at any time. Creating a style lets you set characteristics such as font, size, bold, italic or underline, kerning (letter spacing), font colour, top and bottom margins, paragraph alignment and line spacing. It is still possible to modify a style slightly using the standard toolbar options to change features such as bold, italic, underlining, colour and so on, but not fonts and sizes.

HELPFUL HINTS – PASTING TEXT INTO CREATE

It is important to note that text copied from other programs, such as Microsoft Word, can sometimes retain it's old formatting, making it difficult to apply iSmart's styles to the text. This can be easily avoided by clicking on the Paste button in the toolbar rather than using the keyboard shortcut. By doing this, iSmart then removes any existing formatting, allowing you to apply your own text styles.

SAVING & PUBLISHING

Create gives you the ability to make changes to your site without immediately applying them to the live site. **Saving** a page retains any changes you have made within Create, but does not apply them to the site until you **Publish.** If you do not publish your changes the live site will remain as it is until you do. This means you can change page content days or even weeks before you wish those changes to appear on the site. If you change your mind in the meantime you can choose to discard the version you have in Create and revert to the page on the live site, simply by choosing **Discard Changes**. This will reload the version of the page which was last published, and cannot be undone.

ADDING IMAGES

Before images or files can be incorporated into a site they must first be uploaded to the web using the iSmart File Manager (See the File Manager help files for instructions on how to do this). Once uploaded, images can be placed onto a page by choosing **Insert an Image** from the toolbar. Files can be added by linking to them from text, images or nav items.

CREATING LINKS

Any text or images on your site can be made into hyperlinks. To create a link, simply highlight the text you wish to link or select an image and click on the **Link** tool. There are several types of links you can create;

Web Page	Choose a page from your own site to link to from the drop down menu
External Site	Enter the URL of a page from any site on the web
Email Address	Create a mail-to, by specifying the address to send to and subject line
File or Download	Link to PDF or other file
Top of Page	Returns viewer to top of current page. Use this to create Back to Top buttons

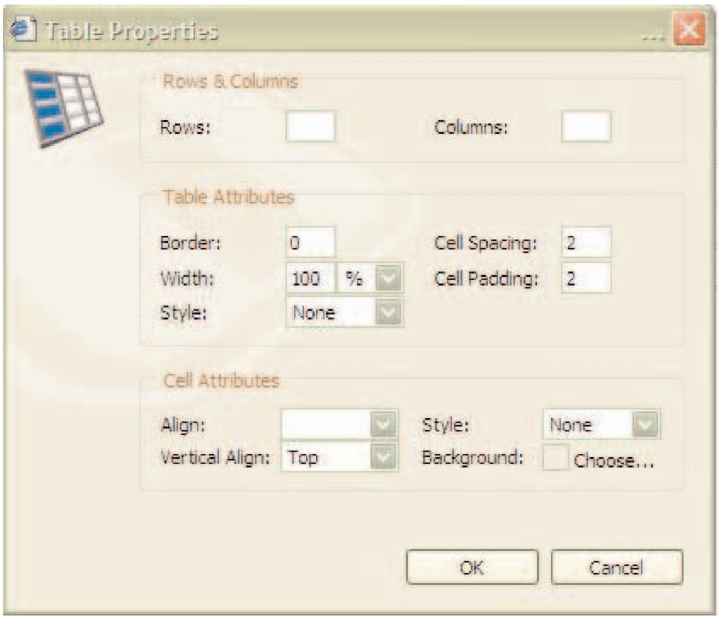
When linking to a web page (on your site or another) you can also choose to open the page in a new window. To remove a link simply click on the **Unlink** tool. To change where a link is directed, first **Unlink** it and then **Link** it to a new location. All of these linking options will be available to you in the Navigation section as well, and can be applied to any navigation item. Simply **Insert New** or **Edit** an existing nav item and click on **Edit Link**.

Working with Tables

Tables are one of the most useful tools when it comes to creating online layouts. Tables can create both text and images, and are mainly used to ensure the precise positioning of elements on the page. When creating a table for the first time you can edit a range of properties which determine the table's appearance. These can be changed after the table has been created by by clicking on the outside border to select the table, right-clicking and selecting **Properties** from the menu of options.

TABLE PROPERTIES

Rows & Columns	Specifies the number of horizontal rows or vertical columns a table contains.
Border	Specify a width for the outside border of the table
Width	Specify the width of the table. This can be set in either a percentage of the full page width, or as a specific pixel width
Style	Choose a text style to apply to the contents of the table
Cell Spacing & Cell Padding	These two options create spacing either inside or outside the table. Both are specified in pixels. **Cell Spacing** creates space around the outside of the table, while **Cell Padding** creates space on the inside of each cell of a table. Cell Padding affects all interior sides of a cell, so content will be indented from the top, bottom and sides of each individual cell.
Cell Attributes	These options allow you to specify the alignment of text within cells. **Align** controls left, right or justified alignment, while **Vertical Align** controls whether content sits at the top, bottom or centre of a cell. **Background** allows you to choose a background colour for the cells of a table.



HELPFUL HINTS – TABLE SIZES

There are two measures of unit to use when setting the size of a table; percentages or pixels. These apply only to the width, the table will automatically expand vertically to fit as much content as necessary. If a percentage is used, the table will automatically scale to that proportion of the available space. For example, if 100% is chosen, the table will always stretch right across the available space, while a 50% table will only take up half that, and so on. As the available space changes, for instance by resizing a browser window, the table will change to reflect the new size. Using pixels will mean the table will always remain set at that exact size.

Using pixels can be useful if your layout requires precise sizing to work. It can also ensure that columns of text do not stretch too far. It can be difficult to read a website where text runs all the way across the screen, so it is always best to keep the line length of text to a sensible size. Tables can be made to act as text boxes in this way, by creating a table 1 row by 1 column and setting it to the pixel width you wish (as an example, iSmart bulletins are set to a default width of 500 pixels to ensure they fit into an email window more effectively). Using percentages on the the hand, can be useful for inserting design elements such as a coloured bar which runs all the way across a page (by inserting a 1x1 table, set to 100%).

The vertical height of a table depends on the amount of content inside it. When you first create a table, you will notice if you preview it without putting anything inside it, the cells will appear to have almost no height. You must insert some content for them to expand. This can simply be a few spaces if you want to use the table as a coloured box, or can be text or an image. The height of the cells will change depending on the size and linespacing of the text style you apply to the table content, or the height of the image. By adding blank lines at the top or bottom to adjust the height further, or use the cell padding, remembering that this will also indent your content from the sides as well.

TABLE TOOLS

Once you have created a table, you can alter most of it's properties by right clicking on it. One feature you cannot change in this way is the number of rows and columns however. To change these you must use the tools provided in the bottom row of the toolbar. These allow you to add or remove columns, rows or individual cells. (It is important to note that due to problems with certain versions of Internet Explorer, using the remove row function may sometimes cause the browser to close. It is usually best to create less rows in a table and add more later as you need them, rather than trying to remove them).

Adding a Page to Your Site

To add a page you have created to your site, it must be linked to a navigation item. This can be done at any time, so a page saved in Create will not be displayed on the site until you create a nav item for it.

NAVIGATION

Insert New nav item or **Edit** an existing one.

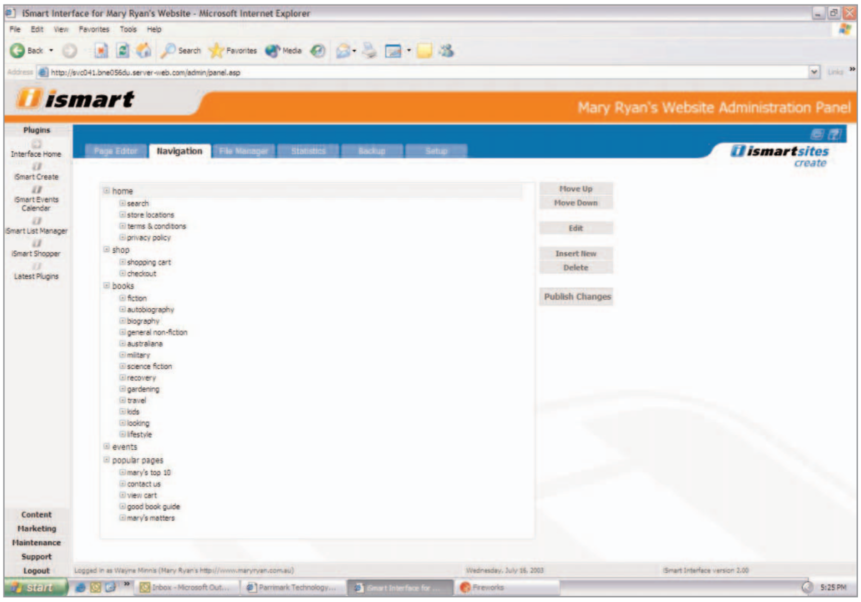
INSERT NEW / EDIT NAV ITEM

Parent Item	Choose if a nav item is to be a sub-menu of another (ie will appear in a dropdown menu for that item). Choosing None will place this item in the top level of the navigation.
Display Text	The name the item actually appears as on the menu bar
Help Text	Helper text which appears when the mouse hovers over the item on the site
Edit Link	Choose the page you have just created to link the nav item to it. This option can also be used to link to files, mail-tos or any of the usual link options.

Order your nav item in the list using **Move up, Move Down** or by changing its **Parent Item.**
Simply **Publish Changes** and your page will now be added to the site.

HELPFUL HINTS – NAVIGATION

The navigation bar's appearance, positioning, the number of levels available and the look of drop-down menus are all pre-determined by each site's template design and cannot be changed within Create. However it is possible for you to add, remove, edit and change the order in of nav items. For sites with more than one nav bar, for example, a horizontal nav bar at the top and another at the side, you can choose which one an item will appear on simply by placing it in the appropriate sub-menu. These will vary depending on the layout of each site, and will be demonstrated to you during your training.



Editing an Existing Page

PAGE EDITOR

Edit an Existing Page and choose the page you wish to edit from the menu.
Make any changes to the content or Properties of the page.
Use **Preview** to check the page's appearance and be sure to **Save** your page as you work.
Once you have completed your changes, select **Publish Changes** when you want these changes to take effect on the live site.

Changing Page Templates

To change the design template a page is using, first choose the page you want to change by selecting **Edit an Existing Page.** Click on the **Page Properties** icon in the toolbar, and under the heading Page Design Template you will see the name of the Page Template currently selected and a preview of the template's appearance. Click the **Choose** button and you will be presented with a list of all templates which are available for your site. Simply highlight the one you wish to use and click **Select Template**. Click **OK** to exit Page Properties and the new template will be applied, which you can check in **Preview** mode.

Removing a Page From Your Site

There are only two steps required to remove a page from your site;

- removing it's navigation item and
- deleting the page from Create.

By removing a page's nav item, people will no longer be able to access the page on the live site, however the page itself will still be stored in Create if you wish to retain it for future use. This allows you to remove a page temporarily, but still have the opportunity to make changes to it and put it back on the site at a later time, or delete the page altogether if you wish.

NAVIGATION

Remove the nav item for a page by choosing **Delete** in the Navigation manager, or use **Edit** to link the nav item to another page. Select **Publish Changes** to apply the changes to the live site. Also bear in mind that if you have linked to the page from anywhere else in the site, those links will also need to be removed.

PAGE EDITOR

To delete a page permanently, once the nav item has been removed or redirected, select **Remove a Page** and choose the page you wish to delete from the menu. This cannot be undone.

Setting Your Website's Start Page

PAGE EDITOR

This option determines which page will be viewed first when users arrive at a site. In most cases this will be the home page, but can be used if you want to add a splash page or teaser to the front of the site. Simply click on **Set Website Start Page** and choose the page you want from the drop down menu.

Backing Up Your Site

It is essential to regularly backup your site, allowing you to save a copy of your entire site at a specific point in time. You can restore a backed up version of the site from the Backup Archive quickly and easily if you wish to correct mistakes or change your mind about anything on your site.

BACKUP

Select **Backup Website Now** and a copy of your site will be added to the Backup Archive immediately.
Set Automatic Backup to specify if and how regularly you wish your site to automatically be backed up.

Restoring a Backup of Your Site

BACKUP ARCHIVE

The backups of your site are all stored in the Backup Archive, showing the time and date it was created. You can set how long you wish these backups to be retained, and choose to **Restore** or **Delete** backup. Restoring will cause your whole site to revert to its exact state when the backup was created. All changes which have been made to the site since that time will be lost, so it is recommended you always create a new backup before restoring an earlier one. If you then change your mind afterwards or choose the wrong backup by mistake you can use the latest backup to return your site to how it stood before you restored.

To restore a backup simply click the **Restore** icon beside the backup you wish to restore to.
Clicking **Delete** will erase the backup file from the archive. Backup files do consume server space, so it is recommended you keep the number of backups at a minimum.

Adding Meta Tags to Your Site

SEARCH ENGINES

To make it possible for search engines to locate your site more easily, you must create meta tags. These are keywords and terms which tell search engines what your site is about and make it easier for people to find. Clicking on the **Search Engines** tab presents you with several fields for you to add information to, which apply to the site in general. The information you can enter includes a Description, Keywords, Subject and a Locality. As well as creating meta tags for the whole site, you can also add unique tags for specific pages, through the **Page Properties** window in the Page Editor. Once you have finished entering your meta tags, you must then ensure you register your site with the various search engines – they will not be able to find your site until you do. In most cases typing the letters 'URL' into a search engine will lead you to information on how to submit your site to that particular engine, although you will have to submit your site to each different search engine. It is possible to find services which offer to submit your site to many search engines on your behalf.

Site Statistics

The Statistics area displays basic information about traffic to your site in graph form, with weekly, monthly, yearly views and also individual page popularity. These statistics are purely designed to offer at-a-glance information; for more in-depth figures you can access the statistics offered through WebCentral's Mission Control. Instructions for how to do this can be found below.

Advanced Website Statistics Information

USING WEBCENTRAL'S LIVE STATS 5

1. WHERE CAN I VIEW MY SITE STATISTICS?

Your site statistics can be viewed on www.webcentral.com.au via a link in Mission Control, under **Web Server -> View Site Statistics.** You will also be provided with a URL to give to other users.

2. CONFIGURING VARIOUS OPTIONS IN LIVESTATS 5

By clicking on the **Virtual Admin** button in the top right-hand corner of LiveStats, you will have access to various configuration options which will let you:

- Add users and set their permissions
- Configure Watches (counters) for IP addresses, URL's and clicked links
- Create page groups to assist in traffic analysis
- Filter URL's, Referrers and/or IP addresses from LiveStats reports

3. HOW DO I PASSWORD PROTECT MY STATS PAGES?

In the Permissions section or virtual admin, "Public Access" must be disabled for the section you wish to password protect, and there must be at least one user account enabled in the same section. Once configured, Statistics Server should prompt for a username and password when attempting to access the section in question, unless the login credentials have been cached by the browser session.

4. WHAT IS A SESSION / HIT?

In MediaHouse Statistics server vocabulary, a session is a series of consecutive hits to a site. A session ends after a certain amount of time where no further hits are received (~15mins). The following quote from Microsoft explains the dilemma of measuring a "session":

"Because Internet protocols are stateless (that is, there is no sustained connection between client and server), the Internet server log files contain no definitive information regarding visits or users. Consequently, visit and user information must be inferred (statistically approximated) from the data in the log files and the logical structure of your site."

(Courtesy of Microsoft - www.microsoft.com/TechNet/Sitesrv/Manuals/SSExpGde/SSExpUa/uan4.asp)

Each time you call up any URL (be it a page, picture or other content from the server), it is classed as a hit. Therefore a session may consist of hundreds of hits.

5. WHICH SEARCH ENGINES ARE REPORTED BY LIVESTATS 5?

Statistics Server provides a "Referrers by Search Engine" report. This report shows the number of sessions which have been referred from the following search engines:

- Yahoo!
- HotBot
- AltaVista
- WebCrawler
- Excite
- Lycos
- Snap
- LookSmart
- NetFind
- InfoSeek

This list of search engines is not customizable.

6. HOW DO KEYWORDS WORK?

Statistics Server provides a "Referrers by Keyword" report which shows the number of times a specific keyword or phrase has been used to find the web site. Keywords will only be counted when the search page has referred to the web page. On the other hand, a referrer such as a Yahoo! directory is not a search page and will not output any keywords. Statistics Server supports phrases in the "Referrers by Keyword" report. If the search is:

web page – Statistics Server will report two separate keywords: **web** and **page**.

"web page" – Statistics Server will recognize and report it as one keyphrase: **web page**.

The total number of keywords will not equal the total number of sessions or search engine referrals because there can be more than 1 keyword used in each referral.

7. HOW DO I VIEW THE VARIOUS REPORTS?

Statistics Server records up to 365 days of history for a Web site. Reports can only be selected within that time period. Day, week, month, and range queries up to 93 days (quarter of the year) are supported. When a report period is selected it becomes a global setting and every report you go to after that will query the same report period. "Query Information" (report period) is always shown at the top of reports.

Available reports include:

Tracking	Who's On, Watches
Summaries	Yesterday, Last Week, Last Month
Usage by	Analysis, Sessions, Hits, Page Views, Kilobytes, Session Time, Kilobytes per Session ,Hits per Session
Pages by	Analysis, Usage Map, Page Views, Downloads, Download Errors, Least Views, Entry Point, Exit Point, Viewed Once, Time Spent, Page View Errors, Directory
Browsers by	Analysis, Agent Type, User OS, Browser Tag, New Tags
Referrers by	Analysis, URL, New URLs, Domain, Search Eng, Keyword
Sessions by	Analysis, Net Identity, Net Location, Machine ID

For more detailed information on each report see LiveStats 5 user manual – reports

8. HOW DO I CONFIGURE A CLICK-THRU WATCH?

To Create a New Click-Thru Watch

Under Virtual Admin on Statistics Server.

1. Select "Watches/Create New Watch/New Click-Thru Watch".
2. The "URL to Forward to" defines the Web site Statistics Server will redirect traffic to after recording the click-Thru.
3. Submit the Watch to create a Watch ID. Before a click-thru can be anchored on a Web page a "Watch ID" must be generated.

Linking to the Click-thru Tracker

A Watch ID is required before a link can be created to the click-thru tracker. It is used to ensure that the inbound or outbound click-thru is added to the correct watch. The URL to use for the click-thru must be of the format: &LTa href="http://[statisticsserver]/ss?click&[virtual server ID]&[watchID]">
Eg: http://bne001v.server-statistics.com/ss?click&vs123456&3766ba01

9. WHAT IS A URL WATCH, AND HOW DO I USE IT?

URL Watches are used to track how often a particular URL, CGI script or resource on the Web server is accessed. The IP Address of every user who accesses the resource is logged. The resulting log will include, date, time, IP Address and resolved name, state and country if available. URL watches can be configured in the virtual admin section of LiveStats by entering a relative link to the file being tracked.
Eg: http://www.yourdomain.com/downloads/file.exe could be tracked using: /downloads/file.exe

10. WHAT IS AN IP WATCH AND HOW DO I USE IT?

IP Watches are used to watch any IP Address or range of IP Addresses that visit the Web site. Complete user sessions for the specific IP or IP range are logged. The resulting log will include, date, time and every hit made on your site. To watch a single IP Address, a fully defined IP address such as 10.10.10.15 is required. To watch a Range of IP Addresses, a partially defined IP address such as 10.10.10.* is required. - In this example any hosts in the 10.10.10 network would be included in the watch. IP Watches support wildcards in the IP Address. An asterisk "*" matches an unlimited number of characters, and a question mark "?" matches a single character.

11. NETWORK INFORMATION APPEARS TO BE INCOMPLETE?

The Sessions by Net Location report shows the global locations of resolved net identities that requested information from the Web site. When a user visits your Web site their IP Address is logged. Statistics Server looks for it in the "Local Cache" on your Web server computer. If the IP Address is new, Statistics Server sends a resolve request to the MediaHouse Resolver. The MediaHouse Resolver checks its extensive database of resolved IP Addresses. If the IP Address is not found in the database, then WHOIS server queries are done. Once the information for the IP Address is found, it is returned to the "Local Cache" on the server computer. For this reason, not all IP Addresses are identified immediately. If they are not located in either the local database or the MediaHouse Resolver database it can take a day to be displayed. Some IP Addresses might never be resolved. Because registration information is entered by people from all over the world and is often freeform, it might not be possible to match it using any of the MediaHouse Resolver templates.