Adding Online Store

In Sitebuilder you can set up your own online store by adding the eShop module into your site. You, as the online store owner, can add products and categories to your store, sort products by categories, and manage orders submitted by the customers. Your customers can browse your online store, add products to their shopping carts, select payment systems and shipping methods, and submit their orders. After the first purchase, they can return to their shopping carts any time and continue shopping. Your e-commerce resource can be integrated with PayPal, Authorize.Net, and 2CheckOut.com payment systems, so that customers could pay for their purchases using their credit cards.

To add an online store to your site:

1. Go to the **Pages** step.
2. Select **eShop** in the **Special pages** box.
3. Click .

You can set up only one online store on your web site.

To set up your online store:

1. Go to the **Edit** step.
2. Click **eShop** in the **Site map** area.

Managing Products

After you add the eShop module to your site, the next step is to populate it with products. The procedures of adding and managing products are described in the current section.

Adding Product to Catalogue

On the **Products** tab you will find two default products, which you can edit as desired, or remove from your catalogue.

To add a new product:

1. On the **eShop** page, go to the **Products** tab.
2. Click **Add New Product**.
3. On the **Main Properties** tab, enter the general product properties:
    - **Name**, under which the product is displayed in the catalogue
    - **Price**, which is displayed in the catalogue in the currency and format you select on the **Payment Systems** tab of your eShop page
4. If you do not wish to sell the product, just to display information about it, select the **Advertise only** check box.

   Your eShop buyers won't be able to add this product to their carts.

5. If you want to add a thumbnail image to be displayed beside the product name, click **Browse**, select an image file and click **Upload**.

Note: Later you can preview this image on the **Products** tab by clicking the icon for the product in the **P** (**Preview**) column.

6. If you want to add a short description of the product, click the **Brief Description** tab and type the description text in the text box.

   The brief description is displayed next to the product image in your product catalogue.

7. If you want to attach a long description to your product, click the **Full Description** tab and type the description text in the text box.

   The full description is displayed in the detailed product view, after a user clicks the product name in the catalogue.

8. If you wish to refer a product to a category (or categories), go to the **Categories** tab and select the appropriate categories.
9. Click **OK**.

At this stage, the list of categories contains only two default categories. After you **add some categories** of your own, or **edit the existing ones**, you can refer the created product to a desired category.

Editing Product Properties

To edit the properties of a product:

1. On the **eShop** page, go to the **Products** tab.
2. Click the **Edit** icon against the product you want to edit.
3. Edit the product properties as desired.
4. Click **OK**.

Removing Product

To remove a product from your online store:

1. On the **eShop** page, go to the **Products** tab.
2. Select the product you want to remove.
3. Click **Remove Selected**.

Managing Categories of Products

After you add a number of products to your e-shop, you may need to sort them by categories, so that your customers could easily navigate in your catalogue. The procedures of adding and managing product categories are described in the current section.

Adding Category to Catalogue

On the **Categories** tab you will find two default categories, which you can edit as desired, or remove from your catalogue.

To add a new category:

1. On the eShop page, click the **Categories** tab.
2. Click **Add New Category**.
3. On the **Main Properties** tab, enter the category name in the **Name** field.
4. If you want to add an image to be displayed beside the category name, click **Browse**, select an image file and click **Upload**.

   Note: Later you can preview this image on the **Categories** tab by clicking the icon for the category in the **P** (**Preview**) column.

5. If you want to add a description of the category, click the **Description** tab and type the description text in the text box.

   The description is displayed next to the product image in your product catalogue.

6. Click **OK**.

Newly created categories appear in your eShop catalogue in the order of their creation. For details about changing the order of categories in the catalogue, see **Changing Order of Categories**.

Editing Category

To edit an existing category

1. On the **eShop** page, click the **Categories** tab.
2. Click the **Edit** icon next to the desired category name.
3. Edit the category properties as desired.
4. Click **OK**.

Changing Order of Categories

You can change the order in which categories appear in the **Categories** list by moving particular categories up and down in the list.

To move a category up or down in the **Categories** list:

1. On the **eShop** page, click the **Categories** tab.
2. Click an upward or a downward arrow against the category name.

   One click on the icon moves the category one position up or down respectively.

   For categories occupying the topmost or the bottom position of the list, the upward or downward arrows are not displayed, correspondingly.

Removing Category

To remove a category:

1. On the **eShop** page, click the **Categories** tab.
2. Select a category you want to remove.

3. Click **Remove Selected**.

Note: When a category is removed, the products belonging to this category remain in the catalogue. These products are displayed in the uncategorized list, unless they have been assigned to other categories as well.

Configuring Payment Settings for Your Online Store

You can configure the following payment settings for your online store:

- Currency and price format
- Payment systems
- Shipping costs

Selecting Currency and Configuring Price Format

To select the currency for your store and configure the price format:

1. On the **eShop** page, go to the **Payment Systems** tab.
2. On the **Payment Systems** tab, click **Change Currency Settings**.
3. Select the currency from the **Currency** list.

   Note: When selecting currency, make sure it is supported by all payment systems you wish to integrate into your online store.

4. If the currency symbol should go before the numeric value, enter it into the **Symbol on the left** field.
5. If the currency symbol should go after the numeric value, enter it into the **Symbol on the right** field.
6. Enter the decimal point (period or comma) to be used with prices into the **Decimal point** field.
7. Click **OK**.

Configuring Payment System Settings

In Sitebuilder, you can offer your customers the following payment options.

- Offline payment options:
  - **Cash on delivery**. Payment is made, when product is delivered to a customer.
  - **Check/Money order**. Customer issues check or money order that will be sent to you by regular mail.
- Online payment options:
  - **PayPal**. Customer pays you for the product online through the PayPal payment system.
  - **Authorize.Net**. Customer pays you for the product online through the Authorize.Net payment system.
  - **2Checkout.com**. Customer pays you for the product online through the 2Checkout.com payment system.

To use all these payment options, you need to configure them in your eShop. The only exception is the **Cash on Delivery** option, which does not require you to provide any details: you can only activate or deactivate it in your online store.

To accept payments online, you should integrate the PayPal, Authorize.Net and 2Checkout.com.com payment gateways into your online store. To do so, you should register merchant or vendor accounts with these systems.

For more details about signing up to these payment systems, visit the **PayPal**, **Authorize.Net** and **2Checkout.com, Inc.** official web sites.

Note: Before registering with online payment systems, refer to their web sites and make sure that the currency you chose for your online store is supported.

Configuring Check/Money Order Payment Method

To customize check/money order settings:

1. On the **eShop** page, click the **Payment Systems** tab.
2. On the **Payment Systems** tab, click the **Edit** icon next to the **Check / Money order** payment option.
3. In the **Make payable to** field, enter the name of the person to whom funds will be sent.
4. In the **Send to address** field, enter the postal address where the check or order should be sent.
5. Click **OK**.

Configuring Authorize.Net Integration

Authorize.Net allows your customers to pay for your products online using credit cards or electronic checks.

To integrate Authorize.Net payment system in your online store:

1. On the **eShop** page, click the **Payment Systems** tab.
2. In **Payment systems** list, click the **Edit** icon next to the **Authorize.Net** payment system.
3. In the **Login** field, enter the login (user name) you use to log in to Authorize.Net.
4. In the **Transaction key** field, enter the transaction key used for encrypting data.
5. Click **OK**.

Note: Requests to Authorize.Net server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to Authorize.Net server is not executed.

Configuring PayPal Integration

To configure the PayPal payment system for your online store:

1. On the **eShop** page, click the **Payment Systems** tab.
2. Click the **Edit** icon next to the **PayPal** payment system.
3. In the **PayPal account (e-mail)** field, enter the e-mail address you use to log in to PayPal.
4. Click **OK**.

Note: Requests to PayPal server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to PayPal server is not executed.

Configuring 2Checkout.com Integration

To configure the 2Checkout.com payment system for your online store:

1. On the **eShop** page, click the **Payment Systems** tab.
2. Click the **Edit** icon next to the **2Checkout.com** payment system.
3. In the **Vendor account number** field, enter the login/user name you use to log in to 2Checkout.com.

4. Click **OK**.

Note: Requests to the 2Checkout.com server are executed only on published sites. If you open your site in the preview mode, you can see the corresponding window, but the request to 2Checkout.com server is not executed.

Activating and Deactivating Payment Systems

Payment systems available for the selected currency are characterized by their status. A payment system can be either *activated*, or *deactivated*. When a payment system is *activated*, it is displayed to your online store customers in the list of available payment options. By *deactivating* a payment system, you exclude it from the list of available payment options for your online store buyers.

A payment system status is displayed in the **S** column in the list on the **Payment Systems** tab.

The icon appears against activated payment systems.

The icon appears against deactivated payment systems.

To activate a payment system:

1. On the **eShop** page, click the **Payment Systems** tab.
2. Select the payment system you want to activate.
3. Click **Activate**.

To deactivate a payment system:

1. On the **eShop** page, click the **Payment Systems** tab.
2. Select the payment system you want to deactivate.
3. Click **Deactivate**.

Adding Shipping Methods and Specifying Shipping Costs

Sitebuilder allows you to add a shipping cost to the order total in your online store. You can specify a separate shipping cost for each available delivery method or geographical area.

When placing an order in your online store, the customer chooses a shipping method on the order **Checkout** form (a required option), and the cost associated with the method is added to the order total.

To add a shipping method:

1. On the **eShop** page, click the **Shipping Methods** tab.
2. Click **Add New Shipping Method**.
3. On the **Main Properties** tab:
   - Specify the method name in the **Shipping Method** box
   - Enter the delivery cost in the **Shipping Cost** field
4. If you want to provide a short description of the method, enter it on the **Description** tab.
5. Click **OK**.

If you do not specify any shipping method for your online store, the shipping method option does not appear on the **Checkout** form.

Configuring Notification E-Mails Sent to Online Store Customers

You can customize the parameters of the order confirmation messages e-mailed to your customers.

To configure your eShop notification settings:

1. On the **eShop** page, go to the **Notifications** tab.
2. In the **E-mail** field, enter the e-mail to be displayed in the **From** field of the notification message.
3. In the **Subject** field, enter the subject of the notification e-mail.
4. In the **Message** field, enter the text of the notification e-mail.

   You can insert the following macros into the body of the notification message:

   - Site URL
   - The shopping cart contents

   To insert these macros, choose them from the **Macros** list on the WYSIWYG panel.

5. Click **OK**.

Managing Customers' Orders

Placing and managing orders becomes available after you publish the site.

After a buyer completes and submits the **Checkout** form, an order is placed in your store. It appears in the list of orders on the **Orders** tab of the **eShop** page.

On the **Orders** tab, you can view general information about an order: its **Id**, **Creation date**, **Last updated** date, **Status**, **Currency**, and the order **Total**.

In Sitebuilder eShop, an order has one of the following statuses:

- **New** status is automatically assigned to all new unpaid orders in the system.
- **Paid** status is used for new paid orders. This status is automatically assigned to an order upon receiving the payment notification from a payment system (PayPal, 2Checkout.com or Authorize.Net).

  Note: For offline payment options (Cash on Delivery and Cash/Money Order) you need to specify this status manually. Learn how to edit the order status in section **Changing Order Status and Adding Comment**.

- **Processed** status is used for orders being processed at the time.
- **Backorder** status is used for deferred orders.
- **Completed** status is used for orders which have been completed and delivered to the customers.
- **Cancelled** status is used for order canceled by the customers.
- **Failed** status is used for orders which cannot be processed for some reason and are considered failed.
- **Currency**, the currency used for this order.
- **Total**, the total price of your order.

By default the orders appear sorted by **Status**.

Note: You can also manage your eShop orders in your Administrator Panel. For details about managing eShop orders, see the **user's Guide for your user role**.

Viewing Detailed Order Information

To view the properties of an order:

1. On the **eShop** page, click the **Orders** tab.
2. Click the **Edit** icon against the order you want to view.
   - On the **Content** tab of the **Order Information** screen, you can view the following information:
     - The current order **Status**.
     - The order details, including: **Product** (the list of ordered products), **Quantity** (the quantity of ordered products for each product name), **Price** (the price of one item of the product).
     - The order **Total**.
   - On the **Contact Info** tab, you can view the following information:
     - **Creation date**, the date when the order was placed.
     - **Last updated**, the date of the latest order modification.
     - **Name**, the name of the customer, who placed the order.
     - **E-mail**, the customer's e-mail address.
     - **Phone**, the customer's phone number.
     - **Company**, the customer's company name.
     - **Address**, the customer's postal address.
   - On the **Comment** tab, you can add your comments to this order.

Changing Order Status and Adding Comment

To change the order status:

1. On the **eShop** page, click the **Orders** tab.
2. Click the **Edit** icon next to the appropriate order.
3. On the **Content** tab, select the new status of the order from the **Status** list.
4. Click **OK**.

To add or edit a comment on the order:

1. On the **eShop** page, click the **Orders** tab.
2. Click the **Edit** icon next to the order.
3. Go to the **Comment** tab.
4. Type a comment in the **Comment** field.
5. Click **OK**.

Removing Orders

To delete an order:

1. On the **eShop** page, click the **Orders** tab.
2. Select the order you want to delete.
3. Click **Remove Selected**.

Setting Up Online Store Appearance

The eShop page on your web site displays the product catalogue. The window is divided into two parts:

- The list of product categories
- The list of uncategorized products

The list of categories shows all existing categories, including the empty ones. If you wish to change the order in which categories are displayed in the catalogue, see **Changing Order of Categories** for information.

Uncategorized products are displayed below the list of categories one below another, in the order of their creation.

To configure the appearance of your product catalogue:

1. On the **eShop** page, go to the **Settings** tab.
2. From the **Number of columns in the categories list** box, select the number of columns displayed on one page, from 1 to 5.
3. From the **Number of products per page** list, select the maximum number of products to be displayed per page.

To preview the page appearance, click **Preview** at the bottom of the Sitebuilder window and go to the online store page of your web site.

Adding Flash Intro

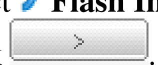
A flash intro is a flash-animated introduction clip launched prior to opening the home page of a site. You can choose between several designs of the intro and insert your own text information into it.

The **Flash Intro** module is the only page module that requires no database connection and therefore can be included into a static site.

Note: For correct display of Asian and Arabian national characters, make sure that you have Adobe Flash Player version 9.0 or later installed.

You can add only one Flash Intro module to your site.

To add a flash intro to your site:

1. Go to the **Pages** step.
2. Select **Flash Intro** in the **Special pages** box.
3. Click .

To configure the flash intro settings:

1. Go to the **Edit** step.
2. Select **Flash Intro** in the **Site Map** area.
3. In the **Designs** area, select the design for you flash intro.

   The selected design is outlined with a red frame.

4. In the **Settings** section, configure the following parameters:
   - **Title** is the text displayed as the flash introduction title.
   - **Body text** is the text displayed as the body of the flash introduction clip.
   - **Background colour** is the flash intro background color scheme.
   - **Object colour scheme** is the flash intro layout color scheme.
5. If you want the flash intro page to be seen in the main site menu, select the **Show Flash Intro page in the site navigation** check box.

You can see a small preview image of the flash clip with the new parameters in the **Preview** area.

Adding Guestbook

On the guestbook page, your visitors will be able to leave their notes, messages, and comments. The main difference between guestbooks and online forums is that in forums, all messages are grouped in threads, or topics. In guestbooks, all messages are displayed as they have been submitted, in the reverse order (new messages appearing on the top).

To add a guestbook to your site:

1. Go to the **Pages** step.
2. Select **Guestbook** in the **Special pages** box.
3. Click >.

You can add several guestbooks to your site.

To set up your guestbook:

1. Go to the **Edit** step.
2. Click **Guestbook** in the **Site map**.

Managing Guestbook Messages

After you add the guestbook to your site, you can try it and post a new message. The procedures of managing guestbook messages are described in the current section.

Adding Message to Your Guestbook

To add a message:

1. On the **Guestbook** page, go to the **Content** tab.
2. Click **Add New Message**.
3. In the **Author** field, specify the author of the message.
4. If necessary, specify your e-mail address in the **E-mail** field.
5. If necessary, specify the URL to your web site or other Internet resource of interest in the **URL** field.
6. Enter the message text in the **Message** field.
7. Click **OK**.

Editing Message

To edit a message:

1. On the **Guestbook** page, go to the **Content** tab.
2. Click the **Edit** icon against the message you want to edit.
3. Edit the message as desired.
4. Click **OK**.

Removing Message

To remove a message:

1. On the **Guestbook** page, go to the **Content** tab.
2. Select the message you want to remove.
3. Click **Remove Selected**.

Setting Up Guestbook Appearance

To configure the appearance of your guestbook:

1. On the **Guestbook** page, click the **Settings** tab.
2. In the **Message lifetime** field, specify the period in days, during which the message is stored in the guestbook.
3. In the **Number of messages per page**, specify the number of messages to be displayed on one guestbook page.
4. If you want the message authors' e-mails to be displayed to guestbook visitors, select the **Show author's e-mail** check box.

   Otherwise, deselect the box.

5. In the field **Text shown before the Guestbook**, enter the text to appear at the top of the guestbook page on your site.

To preview your guestbook appearance, click **Preview** at the bottom of the Sitebuilder window and go to the guestbook page of your web site.

Adding Forum

Online forums are web-based message boards where visitors can open new topics, post topic-relevant messages, and discuss a wide range of questions.

To add a forum to your site:

1. Go to the **Pages** step.
2. Select **Forum** in the **Special pages** box.
3. Click >.

You can add several forums to your site.

To set up your forum:

1. Go to the **Edit** step.
2. Click **Forum** in the **Site map**.

Managing Forum Topics

After you add forum to your site, you can try it and post a new topic. The procedures of managing forum topics are described in the current section.

Adding Topic to Your Forum

To add a new topic:

1. On the **Forum** page, go to the **Content** tab.
2. Click **Add New Topic**.
3. On the **Main Properties** tab, enter the subject of a topic in the **Subject** field.
4. Enter the first message in the topic in the **Description** field.
5. If you want to assign the topic to some category, click the **Categories** tab and select the desired category.
6. Click **OK**.

At this stage, the list of categories is empty. After you **add some categories**, they appear on the **Categories** tab and you can refer the topic to one of them.

Editing Topic

To edit a topic:

1. On the **Forum** page, go to the **Content** tab.
2. Click the **Edit** icon against the topic you want to edit.
3. Edit the topic content and properties as desired.
4. Click **OK**.

Removing Topic

To remove a topic:

1. On the **Forum** page, go to the **Content** tab.
2. Select the topic you want to remove.
3. Click **Remove Selected**.

Managing Replies to Topics

After some topics were added to your forum, you and your site visitors can add replies to these topics. You can edit and manage both your and your site visitors' replies. The procedures of managing replies to topics are described in the current section.

Adding Reply

To add a reply:

1. On the **Forum** page, go to the **Content** tab.
2. Click the subject of the topic to which you want to post a reply.
3. Click **Add New Reply**.

4. Enter the reply text.
5. Click **OK**.

To return to the main topics screen on the **Content** tab, click **Back to Topics**.

Editing Reply

To edit a reply:

1. On the **Forum** page, go to the **Content** tab.
2. Click the subject of the required topic.
3. Select a comment and click the **Edit** icon.
4. Edit the reply text as desired.
5. Click **OK**.

To return to the main topics screen on the **Content** tab, click **Back to Topics**.

Removing Reply

To remove a reply:

1. On the **Forum** page, go to the **Content** tab.
2. Click the subject of the required topic.
3. Select a comment and click **Remove Selected**.

To return to the main topics screen on the **Content** tab, click **Back to Topics**.

Managing Categories of Forum Topics

You can sort the topics in your forum by subjects they dwell on. In Sitebuilder, these subjects are called *categories*. The procedures of adding and managing categories are described in the current section.

Adding Category

To add a new category to the forum:

1. On the **Forum** page, click the **Categories** tab.
2. Click **Add New Category**.
3. Enter the name of the new category in the **Name** field.
4. If you want to provide a short description for the category, enter it on the **Description** tab.
5. Click **OK**.

Editing Category

To edit a category in the forum:

1. On the **Forum** page, click the **Categories** tab.
2. Click the **Edit** icon against the category you want to edit.
3. Edit the category parameters as desired.

4. Click **OK**.

Removing Category

To remove a category:

1. On the **Forum** page, click the **Categories** tab.
2. Select the forum category you want to delete.
3. Click **Remove Selected**.

Setting Up Forum Appearance

To configure the appearance of your forum:

1. On the **Forum** page, click the **Settings** tab.
2. You can configure the following settings:
   - Maximum number of topics per page
   - Maximum number of replies per page

To preview your forum appearance, click **Preview** at the bottom of the Sitebuilder window and go to the forum page of your web site.

Providing Registration to Your Site Visitors

You can set up voluntary user registration on your web site. This function has nothing to do with restricted access. Registration is intended to make your site more user-friendly. Logged in users don't have to enter their name, address, and other data each time they fill a form in the system - this data is automatically inserted into the appropriate text fields of the form (for example, when posting to blog or buying in e-shop).

To enable registration on your site:

1. Go to the **Pages** step.
2. Select **Registration** in the **Special pages** box.
3. Click .

To set up registration settings:

1. Go to the **Edit** step.
2. Select the **Registration** page in the **Site Map**.

Configuring General Settings

To configure general settings of the **Registration** module:

1. On the **Registration** page, go to the **Common Settings** tab.
2. Configure the following options:
   - **Enable Forgot your password option** - to let visitors use a password recovery link on your site
   - **Enable Registration** - to enable the module on your site in general

These options are enabled by default. If you want to restrict password recovery or disable the **Registration** module on your site in general, deselect the corresponding boxes.

Configuring Notification Settings

In Sitebuilder, you can set up two automated notification e-mails sent to registered visitors:

- A *sign-up notification* sent to newly registered users.
- A *password recovery* message sent to users after they use the "forgotten password" option on your site.

To configure notifications sent to visitors:

1. On the **Registration** page, click the **Notifications Settings** tab.
2. Configure the settings common for all notification types:
   - **Name** - the name of the notification sender
   - **E-mail address** - the notification sender's e-mail
3. Select the type of notification to be configured from the **Notification type** box.
4. Configure the notification subject and message text as desired.

   You can insert the following macros in the message body:

   - %userLogin - visitor's login
   - %userPassword - visitor's password
   - %userFirstname - visitor's first name
   - %userLastname - visitor's last name
   - %siteURL - the URL of your site

Managing Registered Site Visitors

After your site is published, you can manage your registered site visitors in your Sitebuilder Administrator Panel.

To proceed to managing registered site visitors:

1. Proceed to your Administrator Panel by clicking **Go to Admin Panel** at the top of the screen.
2. On the navigation pane, click **Sites**.
3. Click your site in the list of sites.
4. Click **Site Users**.

You can also proceed to managing registered visitors from the Sitebuilder Wizard. To do so, on the **Registration** page, go to the **Site Users** tab and follow the link **Here you can manage site users**.

For details about managing registered site visitors in your Administrator Panel, refer to the **users' Guide for your user role**.

You can add maps to your site, thus displaying any location that may be of interest to your site visitors.

To add geographical maps to your site, you can either use the free-of-charge **Google Maps service**, or purchase an account with the **Microsoft MapPoint Web Service** from Microsoft, Inc.

Configuring Google Maps API Service

The Google Maps API service lets you embed Google Maps in your web pages. You can add overlays to the map (including markers and polylines) and display shadowed "info windows", just like Google Maps. The Google Maps API service is provided free of charge.

The Google Maps API service supports the following browsers:

- Internet Explorer 6.0 and later
- Firefox 0.8 and later
- Safari 1.2.4 and later
- Netscape 7.1 and later
- Mozilla 1.4 and later
- Opera 8.02 and later

To embed a Google Maps API map into your web page:

1. Go to the **Edit** step.
2. In the **Modules** area, click the **Area Map** module icon and keeping the left mouse button pressed drag the icon to the page.
3. Click **Service provider settings** on the title bar of the **Area Map Module**.
4. Select **Google Maps API service**.
5. Enter your registration key in the **Google Maps API key** box and click **OK**.

   If you haven't registered this service with Google yet, click the provided link and complete the free sign up procedure as described. When registering a Google Maps API key, be sure to specify the URL your site will be available at after publishing.

   Note: If you get an error message saying that the key you have specified was generated for another URL, contact your Sitebuilder provider for assistance.

   If you get the same message on a published site, follow the provided link to the Google web site, re-generate the Google Maps API key for your site and specify the new key in the module settings.

6. Back to the **Area Map** module, click **Choose location**.
7. Type the name of the geographical location you want to show and click **Find Location**.

   If for some reason Google doesn't find the required location, or if you want to specify your own location, use the arrows and scaling functions to manually navigate to the required geographical point.

8. Click on the required point on the map. On the form that appears, specify the title and address of the location in the **Title** and **Address** fields and click **Save**.

   You may leave both these fields blank.

9. Click **OK**.

On the map, a marker appears at the specified point. The title and address of the location is displayed after you click on the icon.

Configuring Microsoft MapPoint Web Service

In order to use the Microsoft MapPoint Web Service on your pages, you first need to purchase this service from Microsoft, Inc.

You can choose one of licensing options provided by Microsoft, Inc.:

- Purchase MapPoint Web Service through a direct agreement with Microsoft. If you choose this method, you purchase one license per each **Area Map** module added to your sites.
- Purchase MapPoint Web Service through Microsoft Volume Licensing. If you choose this method, you purchase one license for all **Area Map** modules added to all your sites.

To embed a Microsoft MapPoint Web Service map into your web page:

1. Go to the **Edit** step.
2. In the **Modules** area, click the **Area Map** module icon and keeping the left mouse button pressed drag the icon to the page.
3. Click **Service provider settings** on the title bar of the **Area Map Module**.
4. Select **Microsoft MapPoint Web Service**.
5. Enter your Microsoft MapPoint Service credentials in the **User name** and **Password** fields and click **Log in to MS Map**.

   If you have not yet purchased a Microsoft MapPoint Service license, click the provided link to go to the Microsoft MapPoint Service page, and follow the provided instructions.

6. Enter the name of the location you want to show in the **Find Locations** field.
7. Click **Find Locations**.
8. From the list of results, select the location to be displayed on your web page.
9. Click **OK**.

Note: If later you change your Microsoft MapPoint Service account settings, click **Relog in to MS Map**. You will be forwarded to the **Area Map** configuration window, where you can enter your new credentials.

Adding Feedback Form

Online feedback forms enables you to gather information about your site visitors.

To set up a feedback form on your site:

1. Go to the **Edit** step.
2. In the **Modules** area, click the **Feedback** module icon and keeping the left mouse button pressed drag the icon to the page.
3. To set up the general properties of your feedback form, click **Properties** on the module title bar and:
   - In the **Title** field, enter a name for the feedback form.
   - In the **Your e-mail** field, enter the e-mail address the filled in feedback forms will be sent to.
   - In the **Subject** field, enter the subject of the feedback e-mail message.
4. Click **OK**.
5. To arrange the list of fields in your feedback form, click **Add/Edit Fields** on the module title bar.

   By default, the **Feedback** module contains a number of fields commonly used in feedback forms. You can adjust the existing fields, as well as add new ones.

6. To add a new field, click **Add Field**.
7. Choose a name for the field from the **Name** box.
8. From the **Type** field, select the type of data that can be entered in current field:

   The available fields types are:

   - **String** is the type of field where you can enter a text of maximum 255 symbols without line breaks. The text can include letters of national alphabets, punctuation marks, special symbols.
   - **Text** is the type of field where you can enter a text of maximum 1500 symbols. You can use line breaks in the text. The text can include letters of national alphabets, punctuation marks, special symbols. On the published site the text is displayed in the multi-line mode.
   - **Phone** is the type of field where you can enter an international phone number.
   - **E-mail** is the type of field where you can enter an e-mail address.
   - **Visitor's e-mail** is the type of field where the registered visitor's e-mail is automatically inserted.
   - **Integer** is the type of field where you can enter an integer number.
   - **Double** is the type of field where you can enter a floating-point number. A comma or a point can be used as a decimal separator.
   - **Visitor's first name** is the type of field where the registered visitor's first name is automatically inserted.
   - **Visitor's last name** is the type of field where the registered visitor's last name is automatically inserted.
9. To make a field required for filling in, select the **Required** check box beside the corresponding field.
10. Set the order of fields in the feedback form by clicking or beside the respective fields.
11. To remove a field, select it in the list and click **Remove**.
12. Click **OK**.
13. To specify the text to be displayed to the site visitors after they submit the feedback form, click **Response** on the module title bar and type your text in the provided field.
14. Click **OK**.

Adding RSS News Feeds

RSS, which stands for Really Simple Syndication, allows you to automatically load favorite news and information on you site from RSS news feeds (also called "channels"). Many well-known news communities and corporate sites offer news headlines and article summaries in the form of news channels. RSS readers retrieve the recent content from the RSS news feeds and display it on your site. A visitor can preview the recent news content from your site and will be redirected to the news page if they want to read the full story. The news from RSS channels are updated automatically and do not require any interaction from your part.

To add RSS news feeds to your site:

1. Go to the **Edit** step.
2. In the **Modules** area, click the **RSS Reader** module icon and keeping the left mouse button pressed drag the icon to the page.
3. Click **Properties** on the title bar of the **RSS Reader** module.
4. Select the channel to import the news from.

   When you roll your mouse over a channel, you can see the channel URL in the field below.

5. If you select the **Custom channel**, enter the channel URL in the field below.
6. Click **OK**.

nserting Scripts Into Your Web Pages

Using the Sitebuilder Wizard you can add your own Java Script, HTML, and DHTML code to your web pages.

To insert a script into you web site:

1. Go to the **Edit** step.
2. In the **Modules** area, click the **Script** module icon and keeping the left mouse button pressed drag the icon to the page.
3. Click **Properties** on the title bar of the **Script** module.
4. Enter the script code between the <!-- and //--> markers in the **Script text** box.
5. Click **OK**.

Conducting Polls and Online Surveys

Online polls and surveys enable you to receive valuable feedback from your site visitors. You can collect votes on different questions and display the results as dynamic graphical charts directly on the page. The Sitebuilder voting module tracks visitor uniqueness based on the single session principle - which means that a visitor cannot vote several times in one poll within the same user session.

To set up voting on your site:

1. Go to the **Edit** step.
2. In the **Modules** area, click the **Voting** module icon and keeping the left mouse button pressed drag the icon to the page.
3. Click **Properties** on the title bar of the **Voting** module.
4. To provide the question of your survey, type your question in the text field on the **Question** tab.
5. To arrange the list of available answers, go to the **Answers** tab.

   The **Voting** module must contain at least two answers. By default, the module contains two dummy answers, which you can edit as desired.

6. To edit the text of an existing answer, type the new text in the current answer text field.
7. To add an answer, click **Add New Answer** and enter the text into the newly appeared text field.

   The maximum number of answers is unlimited.

8. To change the order in which the answers are displayed, use the and icons.
9. To delete an answer, select it and click **Remove**.
10. Click **OK**.

Publishing Site

Publishing your site as an anonymous user

If you do not have a Sitebuilder account and work with the program in demo mode, the site you create is temporary and cannot be published on the Internet until you buy hosting. On the **Publish** step of the Wizard, you will see the Sitebuilder system notification that publishing is impossible, and an information message from your Sitebuilder provider. This information message may contain the following information about your trial site:

- The life-time of your trial site, i.e. the period during which it will be stored on the Sitebuilder server.
- The site URL: the link to your site as it is displayed to the visitors. You may send this link to your friends, for example. If later you purchase a regular user account in Sitebuilder, you will need this URL to upgrade the site to regular and assign it to your account.
- The link to your temporary site in editable mode. This link opens your site in the Sitebuilder Wizard. You will need this link, if you decide to register in Sitebuilder and register your temporary site as a regular one.
- Any supplementary information considered to be important by your Sitebuilder provider, for example, instructions on register an account in Sitebuilder, or buying hosting.

If you wish to send this information to your e-mail address, enter the address in the field at the bottom of the page and click **Send**.

To open the trial site in your web browser, click **Visit Site**. The site is fully functional, and allows you to perform all operations allowed by modules, except for placing orders in your online store. The site is active during its life-time period, after which it is destroyed.

Publishing your site as a regular Sitebuilder user

If you are a registered Sitebuilder user, follow the guidelines below to publish or publish your site.

To publish your site:

1. Go to the **Publish** step.
2. If your Sitebuilder administrator has already specified the publishing settings for your site (or you have done it yourself in your Administrator Panel), just click **Publish**. If publishing settings are not specified, perform steps 3-8.

   If on clicking **Publish** you get an error message saying that publishing has failed, contact your Sitebuilder administrator, or follow the link to the publishing details screen to know the reason of the failure.

3. In the **Edit publishing settings** section, select a publishing mode (the list of available publishing modes is configured by your Sitebuilder provider):
   - **FTP** - publishing site to an FTP server
   - **VPS** - publishing site to a virtual private server
   - **XCOPY** - publishing site using the XCOPY technology

     Note: 1. VPS publishing mode is used when you publish sites to the SWsoft HSPc-running server.

     2. We recommend to use XCOPY technology for publishing on local Sitebuilder host only, as this method is insecure and requires writing permissions on the specified publishing location.

4. Sitebuilder provider can prohibit users from editing publishing settings. In that case publishing settings will be displayed to you in read-only mode.
5. If you select **FTP** publishing mode:
   - In the **Host** field, specify the host to which you want to publish the site.

        - If the maximum number of hosts allowed by your license is limited, select a host from the list. The list of available hosts is configured by your Sitebuilder administrator.
        - If the number of hosts allowed by your plan is **Unlimited**, you can specify the IP address or DNS name of any FTP server you have at your disposal (make sure that the server meets the **requirements**).
    - In the **Port** field, you can specify the port for connecting to the FTP server. By default, 21 is set.
    - In the **Login** and **Password** fields, provide your FTP server access credentials.
    - In the **Working directory** field, specify the directory on the server where the files of the site will be stored after publication.
    - In the **Web site URL** field, enter the web address where the site is available after publishing.

      Note: Make sure that the **URL** and the **Working directory** settings point to the same publishing location. For example, to publish site with URL *http://mydomain.tld/myfolder*, specify working directory *myfolder*.

6. If you select **VPS** publishing mode:
    - In the **Host** field, enter the IP address or domain name of your Virtuozzo Service VE.
    - In the **VPS ID** field, specify an integer number of a virtual server by which it is identified it on the physical server.
    - In the **User** field, enter the VPS owner login.
    - In the **Group** field, specify the VPS owner group.
    - In the **Working directory** field, specify the absolute path on the virtual server to the folder where the site files will be stored after publication.
    - In the **Web site URL** field, enter the web address where the site is available after publication.

      Note: Publishing in this mode is available to SWsoft HSPc-running servers only.

7. If you select **XCOPY** publishing mode:
    - In the **Working directory** field, enter the name of a directory (with full path) where the files of your site will be stored after publication. For example, `/var/www/yoursite`.
    - In the **Web site URL** field, specify the web address where the site will be available after publication.
8. Click **Publish**.

   After successful publishing, your site immediately goes live, and its full functionality is available to visitors. You can proceed to your site by clicking **Visit Site**.

Re-publishing your site

After you apply some changes to your site in the Sitebuilder Wizard, you will need to re-publish your site.

To re-publish your site:

1. Go to the **Publish** step.
2. If you wish to preview the changes as they appear on your site, click the **Preview site** link.
3. If necessary, revise the settings in the **Edit publishing settings** section.

   If you see a notification that the publishing settings have been changed, you can revert the settings to their previous state. To do so, click **Revert** at the bottom of the section.

If you do not wish to display the **Edit publishing settings** section again, click the icon to close the section. The next time you access the **Publish** screen for this site, the section is not displayed.

4. To apply changes to the site without re-publishing the whole site, leave the **Republish the entire site content** option unselected.

   Select this option, if you wish to recover your site in case it has been destroyed or damaged at the publishing location.

5. Click **Publish**.

Requirements to Host

The requirements imposed upon a publishing server depend on the type of sites to be published on this server: static or dynamic.

In Sitebuilder, a static site is a site which does not contain any modules, just static HTML pages created with the help of WYSIWYG editor. The only exceptions are the Script and Flash Intro modules, which do not require database connection. There are no special requirements to a host used for static sites publishing.

A dynamic site is a site with dynamic pages: a site containing at least one Sitebuilder module (except for the mentioned Script and Flash Intro).

For dynamic sites to work correctly, the publishing server must meet the following requirements:

- PHP version 4.2.1 or later is installed on the publishing server.
- PHP supports:
  - The ionCube PHP Loader 3.1.15 or later
  - DOM XML with XSLT support or PHP XSLT extension (Sablotron)
  - Multibyte string functions (mbstring extension)
  - Zlib compression functions (zlib extension)
  - Session handling functions support (session extension)
  - SQLite 2.x with UTF-8 encoding support
  - GD library 2.0.1 or later
- In `php.ini` the following directives are installed:
  - `magic_quotes_runtime = Off`
  - `magic_quotes_gpc = Off`
  - `safe_mode = Off`
  - `default_charset = "UTF-8"`

Note: Make sure that all extensions you have installed are listed in the extensions directory and in the `php.ini` file.

When you publish a dynamic site to a server which supports only static sites publication, one of the following things happen:

- If the site contains dynamic content besides the Sitebuilder modules, this content is automatically converted into statics and published.
- If the site contains Sitebuilder modules, publishing fails and an error message is displayed.