
SWsoft, Inc.

SiteBuilder

User's Guide

1.0



(c) 1999-2004

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Preface

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Documentation Conventions

Before you start using this guide, it is important to understand the documentation conventions used in it. For information on specialized terms used in the documentation, see the Glossary at the end of this document.

Typographical Conventions

The following kinds of formatting in the text identify special information.

Formatting convention	Type of Information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the QoS tab.
	Titles of chapters, sections, and subsections.	Read the Basic Administration chapter.
<i>Italics</i>	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	These are the so-called <i>shared VPSs</i> . To destroy a VPS, type <code>vzctl destroy vpsid</code> .
Monospace	The names of commands, files, and directories.	Use <code>vzctl start</code> to start a VPS.
Preformatted	On-screen computer output in your command-line sessions; source code in XML, C++, or other programming languages.	<code>Saved parameters for VPS 101</code>
Monospace Bold	What you type, contrasted with on-screen computer output.	<code># rpm -V virtuoizzo-release</code>
CAPITALS	Names of keys on the keyboard.	SHIFT, CTRL, ALT
KEY+KEY	Key combinations for which the user must press and hold down one key and then press another.	CTRL+P, ALT+F4

Shell Prompts in Command Examples

Command line examples throughout this guide presume that you are using the Bourne-again shell (bash). Whenever a command can be run as a regular user, we will display it with a dollar sign prompt. When a command is meant to be run as root, we will display it with a hash mark prompt:

Bourne-again shell prompt \$

Bourne-again shell root prompt #

General Conventions

Be aware of the following conventions used in this book.

- Chapters in this guide are divided into sections, which, in turn, are subdivided into subsections. For example, **Documentation Conventions** is a section, and **General Conventions** is a subsection.
- When following steps or using examples, be sure to type double-quotes ("), left single-quotes ('), and right single-quotes (') exactly as shown.
- The key referred to as RETURN is labeled ENTER on some keyboards.

The root path usually includes the `/bin`, `/sbin`, `/usr/bin` and `/usr/sbin` directories, so the steps in this book show the commands in these directories without absolute path names. Steps that use commands in other, less common, directories show the absolute paths in the examples.

Feedback

If you spot a typo in this guide, or if you have thought of a way to make this guide better, we would love to hear from you!

If you have a suggestion for improving the documentation (or any other relevant comments), try to be as specific as possible when formulating it. If you have found an error, please include the chapter/section/subsection name and some of the surrounding text so we can find it easily.

Please submit a report by e-mail to userdocs@sw-soft.com.

CHAPTER 2

Introduction

This guide is meant to provide information on using SiteBuilder. It is a web-site development solution allowing wide groups of users to create their web sites with minimum efforts. The main target audience of SiteBuilder is users without deep knowledge of internet technologies yet willing to create good-looking and informative web sites for the firms they work for. You have the information and ideas in your head and SiteBuilder provides you with the means of realization of your ideas into the final site.

The SiteBuilder's main benefits are the following:

- Easy to use, productive environment. You should not install anything on your computer in order to use SiteBuilder – all interaction goes entirely through your web browser's interface. The software's environment is easy yet allowing to perform wide range of actions, all within the user-friendly interface.
- Streamlined process of web site creation takes you through all the steps needed to develop a web site – from choosing a layout to publishing.
- Ready to use web site layouts allow you to choose one of professionally made web site designs and customize them to fit your firm.
- Probably you know that web pages use the HTML language. Using SiteBuilder, you do not have to study it – the program takes all the burden of writing code, you need to concentrate just on content and design.

CHAPTER 3

Steps of Web Site Creation

Roughly, the process of site establishing consists of three stages: initial planning, creation of a site and its maintenance.

The essential prerequisite is planning. You should think about all details of your site. First, you need to decide where the site will be stored, or – in computer terminology – hosted. This step is outside the scope of this manual. We assume that if you have access to SiteBuilder, you have all the necessary resources for site hosting. Second, you need to decide what you want to appear on your site and prepare all the necessary data. Think about what the customers of your firm want to be able to see on your web site, decide whether it will offer just promotional or wider content. This step is very important because it eventually determines usefulness of your site.

The next stage is creation itself. This is the main scope of the guide you are reading. SiteBuilder works in the manner of step-by-step wizard, guiding you through the necessary stages. There are five of them:

- choosing the layout, customizing the overall look,
- choosing the set of pages to appear on your site,
- filling them with information,
- specifying some necessary details (your company's name, copyright etc),
- the so-called 'publishing' – process of transferring your site to the place of hosting which you specify.

After this, the site is ready for use. You could spread its address between the customers and promote it. However, any site needs maintenance. You could need to add news, correct some product information, add information on new products or services etc. This is the third stage of running the site. Along with this, you could track the site's statistics in SiteBuilder to measure its popularity.

CHAPTER 4

Using Wizard

Using SiteBuilder is simple. This is a web application; you interact with it by means of a web browser.

As was already outlined, basic steps of the wizard are:

- choosing the layout and overall look
- choosing the set of pages to appear on your site,
- filling them with information,
- specifying some necessary details (your company's name, copyright etc),
- the so-called 'publishing' – process of transferring your site to the place of hosting which you specify.

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Logging to System

There are three types of users in SiteBuilder: an administrator, a regular user and a guest. A regular user has the rights to create and modify the web sites. Guest user type exists mainly for evaluation purposes. The administrator users go out of the scope of this manual.

The difference between regular users and guest ones is in the following:

- Guests cannot publish web sites on their hosting, they can only edit and preview them.
- Web sites created in the guest mode are stored at the SiteBuilder's server for a limited period of time

Therefore, the normal mode of operation is using a regular user account given to you by an administrator. However, if you have created something in the guest mode, you can transfer your information to a regular account.

Usually, hosting providers offering the SiteBuilder service make a link on their sites transferring you to the guest mode. You can use it to test SiteBuilder.

If you bought the SiteBuilder service, the administrator should give you an entry point for logging into SiteBuilder. Usually this looks like `http://sitebuilder.hosting_provider_domain.com/login.php`. A new screen will appear where you will need to enter your FTP login, FTP server and password provided to you by the administrator:



The image shows a login form with a light blue background. It contains three input fields: 'FTP Login:' followed by a text box and an '@' symbol and another text box; 'Password:' followed by a text box; and 'Site identity:' followed by a text box. A 'Login' button is located in the bottom right corner.

Figure 1: Logging to system

Click on the **Login** button after filling out the fields. The **Site identity** field is not needed on this stage; its purpose is in transferring site created in the guest mode to the account of regular user. The Publishing in Guest mode (see page 30) section describes this in details.

If you bought the SiteBuilder service as a part of Plesk Server Administrator hosting service, you could login to the SiteBuilder user mode right from the control panel by clicking a custom button on the Domains section of the client interface.

After logging in you will see the **Overview** window:

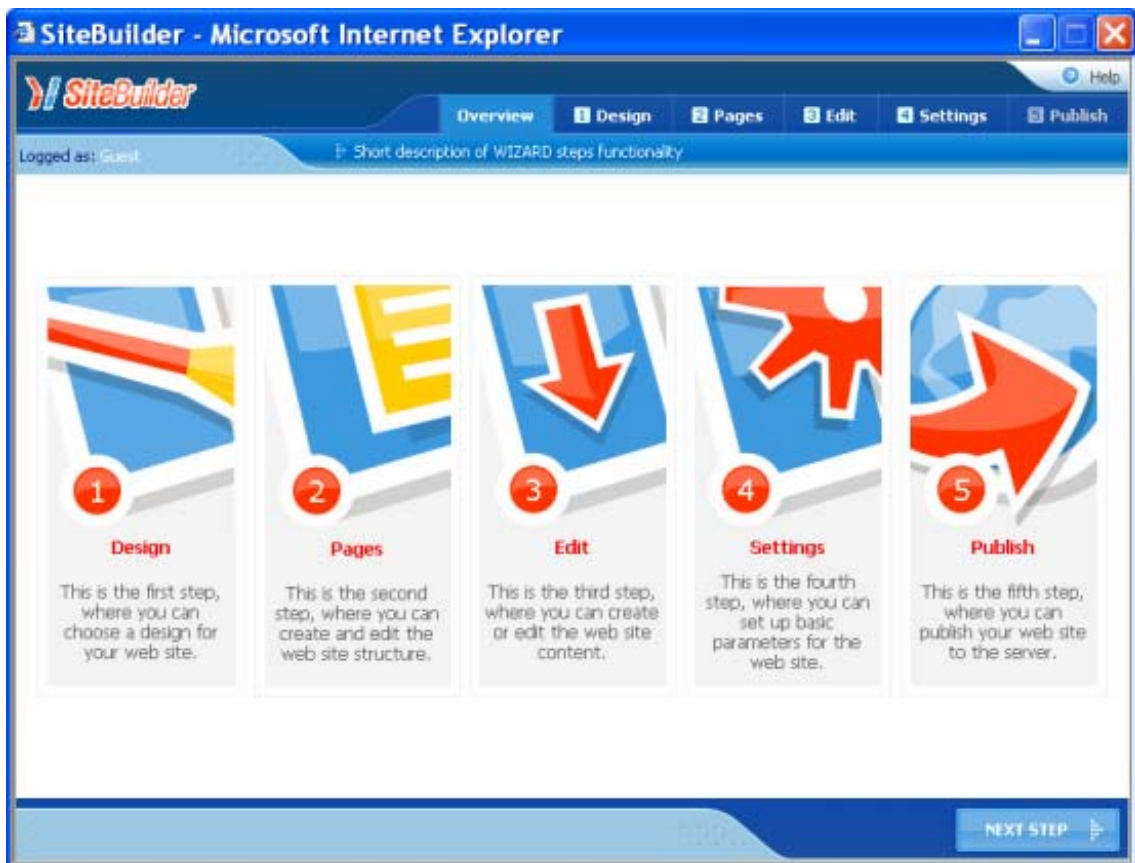


Figure 2: Overview page

You could choose the desired action by clicking on the needed tab at the top or by choosing corresponding task from the central pane. Note that at the beginning of the site creation process only two tabs are active: **Overview** and **Design**. Others will become available later, after choosing the design.

Choosing Design

As was outlined in the **Introduction** chapter, you should choose the design and layout for your site. Select the **Design** tab for starting the process of choosing the design. A screen will appear with control buttons to the left, which are in charge of various settings of the design. When you create your site from scratch, only the **Layout** button will be active. All other buttons will become active after choosing the layout.

The interface consists of the following elements: a company brand (including a logo, a name and a slogan), a buttons bar and a head banner. Different layouts can have different positions for these elements, but usually they are easily distinguishable. The figures below show them for one of available themes.



Figure 3: Brand part

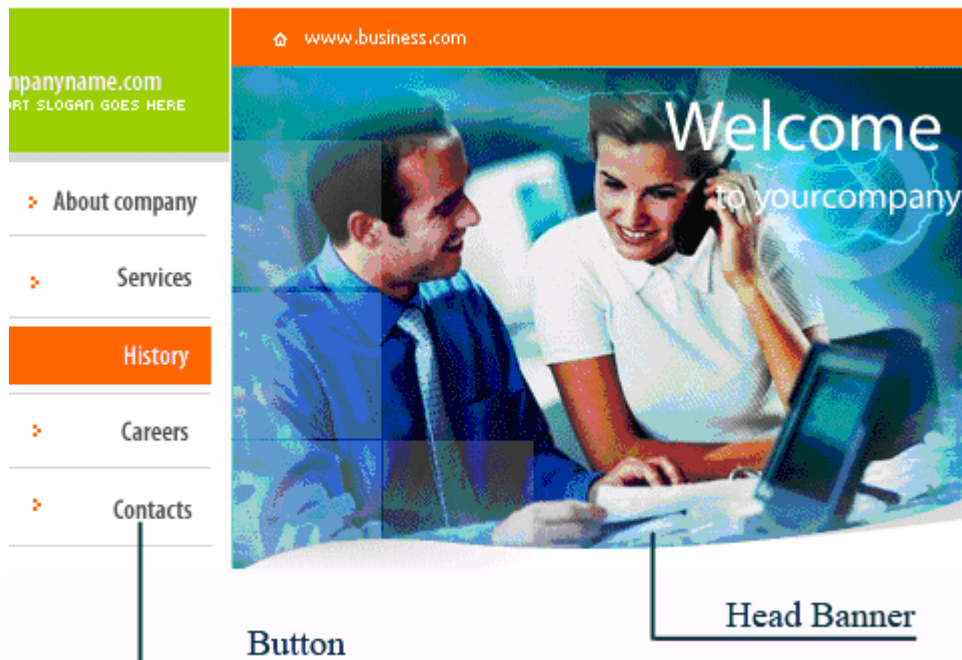


Figure 4: Buttons bar and Head Banner

You should choose a layout or template for your site. SiteBuilder has pre-defined layouts for a number of possible businesses. The list of templates has several pages. You can navigate them using the corresponding controls at the bottom of the SiteBuilder's window. Each layout has **Preview** button, which shows the rough image of what your site will be like.

Press the **Select Layout** button in order to use the desired layout as the base for your site.

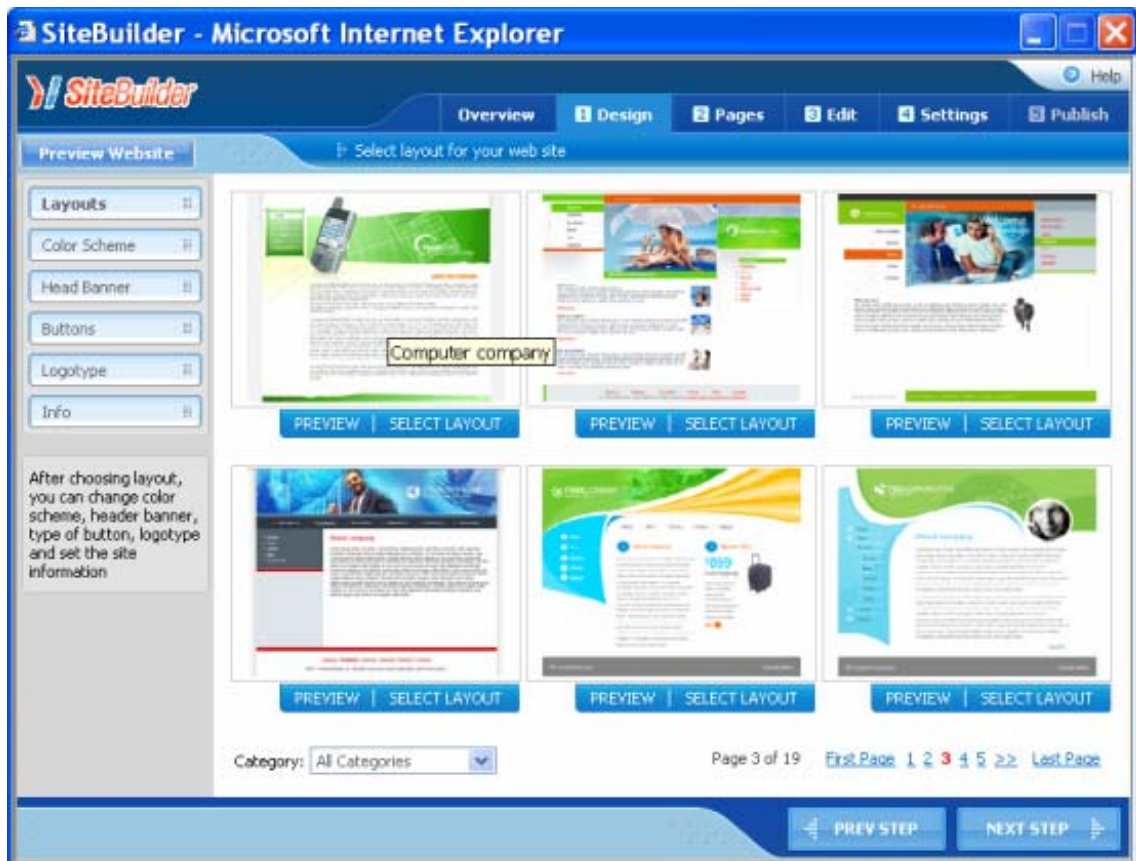


Figure 5: Design Page

After choosing the layout, you should select one of available color schemes for the given layout. This is done at the **Color Scheme** page available after clicking on the corresponding button on the left panel.

Typically, each design has a head banner at the top of the page. If you do not like the default image, you can change it on the **Head Banner** page, which you can access via the corresponding button.

Also, there are so-called buttons on the page which transfer a user to different pages of your site. You could choose from one of button styles available at the **Button** page.

Each company typically has a logo. You could change it on the **Logotype** page. For a logo, you should provide an icon of corresponding dimensions as will be shown on the page.

The information about the company could be entered at the **Info** page. This includes slogan, copyright, company's name and its address. A slogan is a short saying, which characterizes your company in a few words, which are likely to stay in the mind of a customer.

Choosing Desired Pages

The next step in building site is choosing the set of pages it will contain. Go to the **Pages** tab in the main SiteBuilder's window to edit the web site's hierarchy.

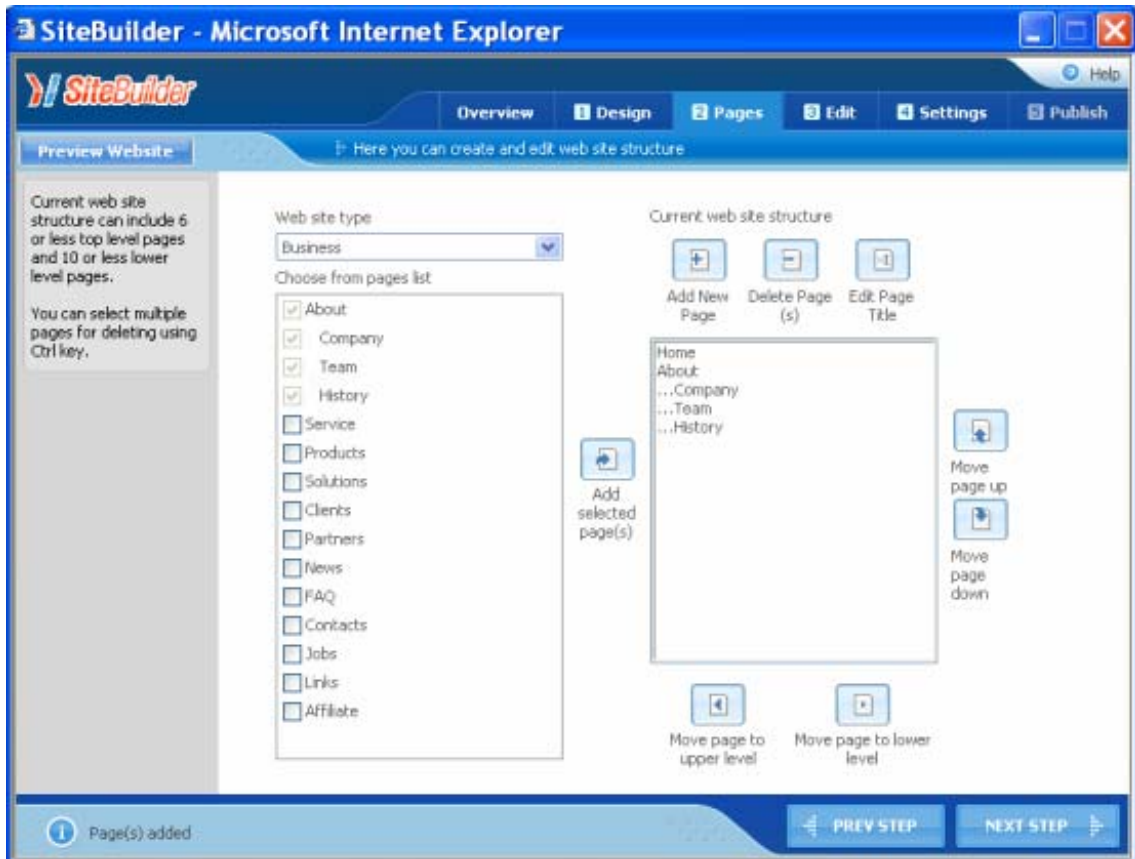


Figure 6: Choosing desired pages

Generally, site consists of top-level pages and some of them could have sub-pages (or lower level pages). SiteBuilder allows you to create such structure for your site.

It comes with typical templates of pages already installed. You could either use one of ready templates or create your structure manually. Also, you can start from a ready template and modify it to your needs.

You can select a structure template in the drop-down box **Web site type**. Its structure will appear in the pane below. SiteBuilder offers you to choose, what pages you will really need. Please, select needed pages with check boxes.

Note: In the current version of SiteBuilder there cannot be more than 6 top-level pages and each top level page cannot contain more than 10 lower level pages. Usually, this is more than enough for all purposes.

After you have checked all needed pages, you could add them to your site by clicking on the **Add selected page(s)** button.

The right part of the window shows the current web site structure and buttons for editing it. You could create needed structure completely by hand. Click the corresponding button to add a new page. It will ask you for its name and type. Choose "HTML page" for a regular page. The other option, "Photo gallery page" is covered in the following subsection. After the page is added, you can edit its place in the hierarchy. To move it up or down among the pages of one level (either top-level or low-level ones), press buttons **Move page up** and **Move page down** respectively. To move it from the top level to the low level in the hierarchy press the **Move page to lower level** button. To move it from the low level to the top level in the hierarchy press the **Move page to upper level** button. Note, that the pages of lower level are marked with "..." before their name.

You could delete unwanted pages or edit their titles using the respective buttons.

Note: You could preview your site using the button **Preview web site** on the top left of main SiteBuilder's window at any stage of its creation.

Editing Pages

The next step in building site is filling its pages with the content unique for your company. Go to the **Edit** tab in the main SiteBuilder's window to start adding the information. The editor's window will appear.

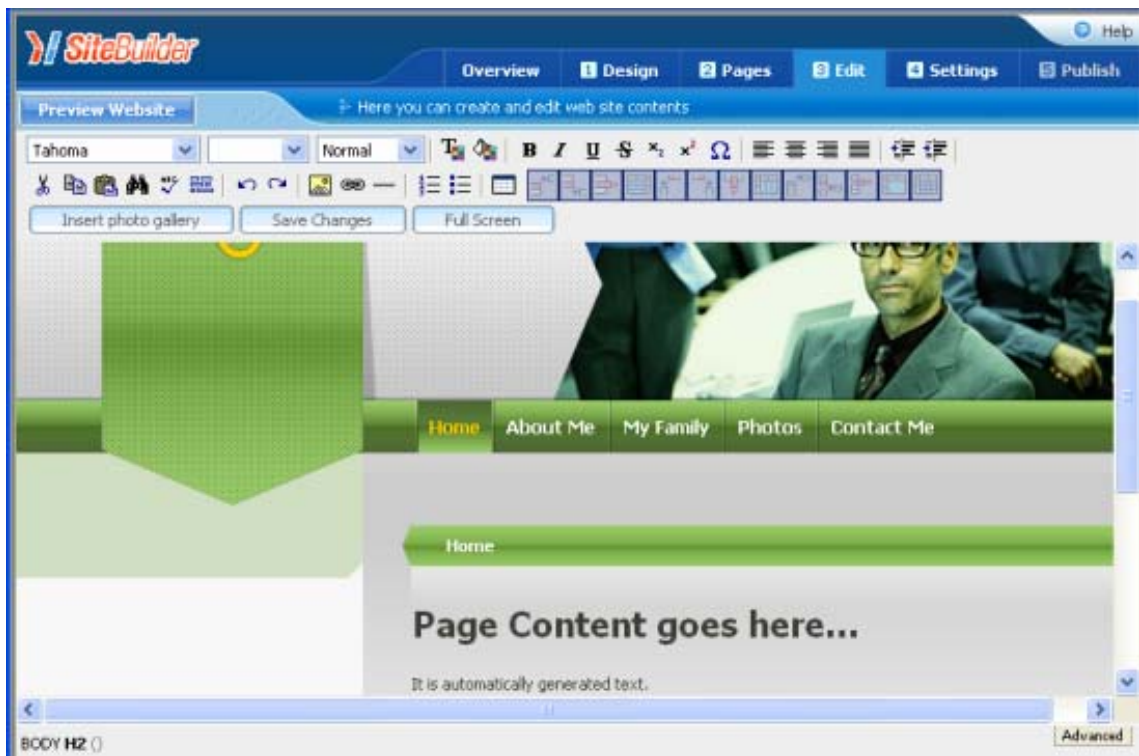


Figure 7: Edit page

You should note that all information you type in this editor is permanently stored and it is not dependent on the design. This means that in the future you could change the design of your site with SiteBuilder, but all the information will be still there, you will not have to retype it again.

If you have had an experience in using Microsoft Word or Microsoft FrontPage editors, the SiteBuilder editor's interface will be instantly familiar to you.

To navigate to different pages of your site you should click on links on your page. For example, on the figure above editor is on the home page of a site. To go to the **About** section of this site you should click on the corresponding button in the horizontal button bar.

If the default editor's window is too small for your needs, you can press the **Full Screen** button to magnify it to cover the whole screen. Press the **Normal Screen** button to return to the normal SiteBuilder window.

Undoubtedly, the editor is the most advanced part of SiteBuilder's interface. Therefore, description of its functionality was split into a number of parts.

Editing Font Properties

There are different font properties, which could be changed in the SiteBuilder's editor. They include:

- Font name
- Size
- Template
- Color
- Style

Controls for editing the aforementioned properties are shown on the figure below.

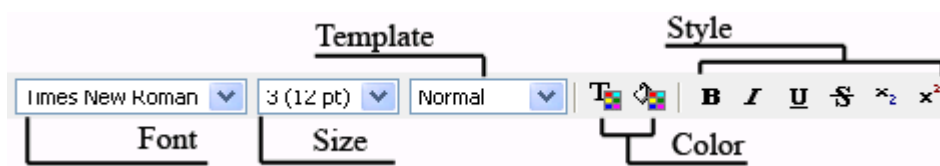


Figure 8: Font properties

The mechanism of changing the formatting is standard - first you type your text and after typing you select a sentence or a paragraph or an individual word and then change some element of the formatting via the described controls. For example, making it bold.

All the font editing controls are obvious except the template field. There you can select between number of readily available styles which you can apply to different portions of your document. It is a good idea to use them throughout your document for consistency.



Editing Aligning Properties

Usually, the text is subdivided into individual paragraphs. Each paragraph could have certain aligning. Typically, there are four align types; they are listed below along with respective SiteBuilder's icons:

-  **Justify Left**
-  **Justify Center**
-  **Justify Right**
-  **Full Justify**








In order to change the aligning type for an individual paragraph or a group of them select them using mouse and press the corresponding button on the editor's toolbar.

Besides this, you can change the paragraphs' horizontal indent:

- To move the selected paragraph(s) to the right press the  **Increase Indent** button,
- To move the selected paragraph(s) to the left press the  **Decrease Indent** button.


Additional Editing Commands

SiteBuilder's editor includes some frequently used editing commands. They are listed below along with their buttons:

-  **Cut**,  **Copy**,  **Paste** buttons for moving and copying the text
-  **Undo** and  **Redo** buttons for moving through the history of changes in order to eliminate recent actions or restore them.
-  **Find** button which opens **Find and Replace** dialog useful for making multiple typical changes
-  **Check Spelling** button which opens a window in which you can view spelling errors on your page and correct them.

Inserting Images

You can insert your own images inside your pages in SiteBuilder's editor. This can be photos of your company's personnel, photos of your products etc.

To insert an image, click in the place where you want the image to be placed. Next click on the  **Insert/Modify Image** button in order to access the **Insert Image** dialog:

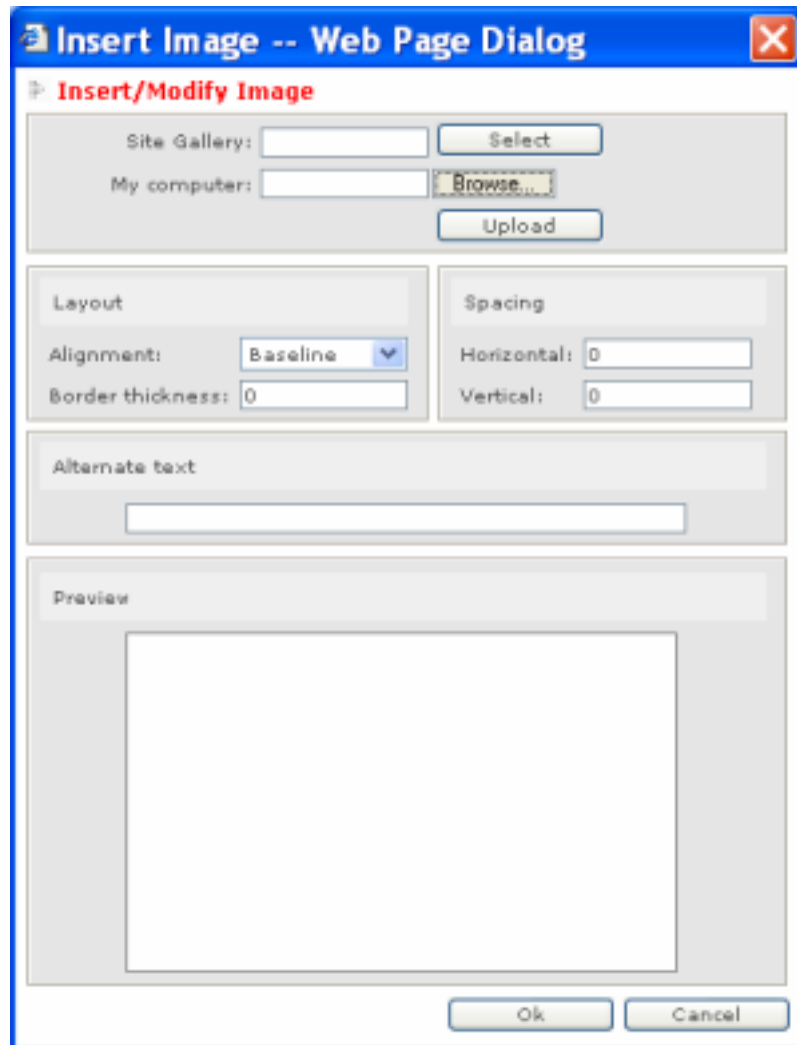


Figure 9: Insert Image dialog

Each site has its own gallery where you can add your pictures. The gallery is empty by default. You have to upload files there to be able to use them later on your pages.

To upload your image to the server click **Browse...** and find your image on the local computer. Next press the **Upload** button. After this, the image will be available in the site gallery, ready for insertion.

Before inserting the picture, you might want to edit some of its properties:

- The **Alternate text** field is provided for a short description of the image for users who can't see images by some reason (some browsers work only in a text mode; instead of drawing images they output the respective alternative texts)
- The **Layout** group provides two controls: **Alignment** and **Border thickness**. You can set the vertical alignment for your image, which will affect its vertical position amidst the text string it is in. The thickness field controls the appearance of border around the image. The absence of value in this field or 0 show that there is no border drawn around the image.
- The **Spacing** group provides controls for indenting the image inside its area. Enter the value of horizontal and vertical indenting in pixels into the corresponding fields.

After finishing with the settings, press the **Ok** button to insert the image to your page. The image will appear on your page. Notice that when you click on it small squares appear around its perimeter. They are used for stretching the image. Click on one of them and drag the mouse to stretch the image. Also, you can move the image around the page by clicking on it with mouse and dragging into the new position.



Figure 10: Insertion of image

Note, that you can edit properties of already inserted image. Double click on an image for bringing in the aforementioned dialog and editing properties.

Inserting Links to Other Pages

You can insert links to other places of your site or other web sites inside your pages. This could be used e.g. for referring to web sites of your partners.

Press the button  **Insert Web Link** in order to access the **Insert/Modify Link** dialog.

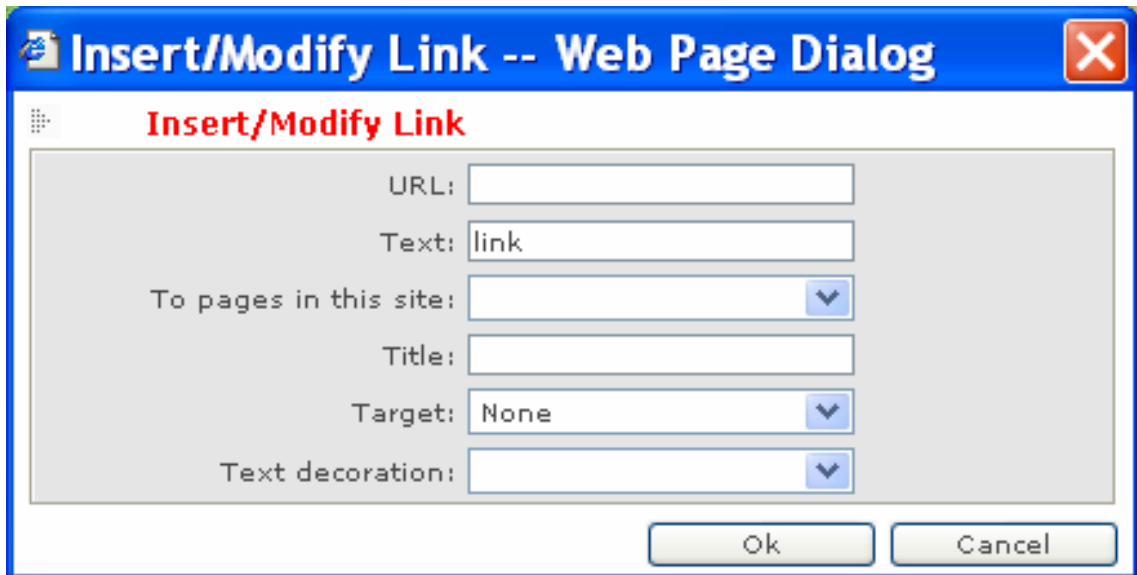


Figure 11: Insert/Modify Link dialog

All pages in Internet are referenced by their URLs, like `www.sw-soft.com`. If you want to provide an external link (link, which goes outside the limits of your site), you should type its URL in the corresponding field. Otherwise, you can use the field **To pages in this site** to create a link to one of your pages. The **Title** field shows how the link will be named on your page. The **Target** field controls how the link will be opened: in the same window with your site or in a new browser's window. Typically, links to pages on your site should go in the same window while external links are opened in a new instance of browser. The **Text decoration** field controls the link's appearance. Usually, it should be set to **Underline**.

Inserting Special Symbols

SiteBuilder allows inserting many special symbols to your pages. They include "copyright" symbol, symbols of European alphabets etc.



To insert a special symbol into your page click the  **Insert Symbol** button. The corresponding dialog will appear.



Figure 12: Insert special character dialog

Click on the desired symbol to insert it on your page.

Inserting Horizontal Rules

Horizontal rules are very useful tool for visual subdividing of your information. Click on the  **Horizontal rule** button to insert such rule.

Inserting Tables

Tables are very powerful means of organizing the information. Tables on the web sites could be used not only for traditional purposes but also they find wide use as a formatting tool - their borders can be made invisible and information in the table will appear as ordered in some desired way. For example, this could be used for printing the text in several columns, like in a newspaper.

To insert a table click on the  **Insert/Modify Table** button. The **Insert Table** dialog will appear.

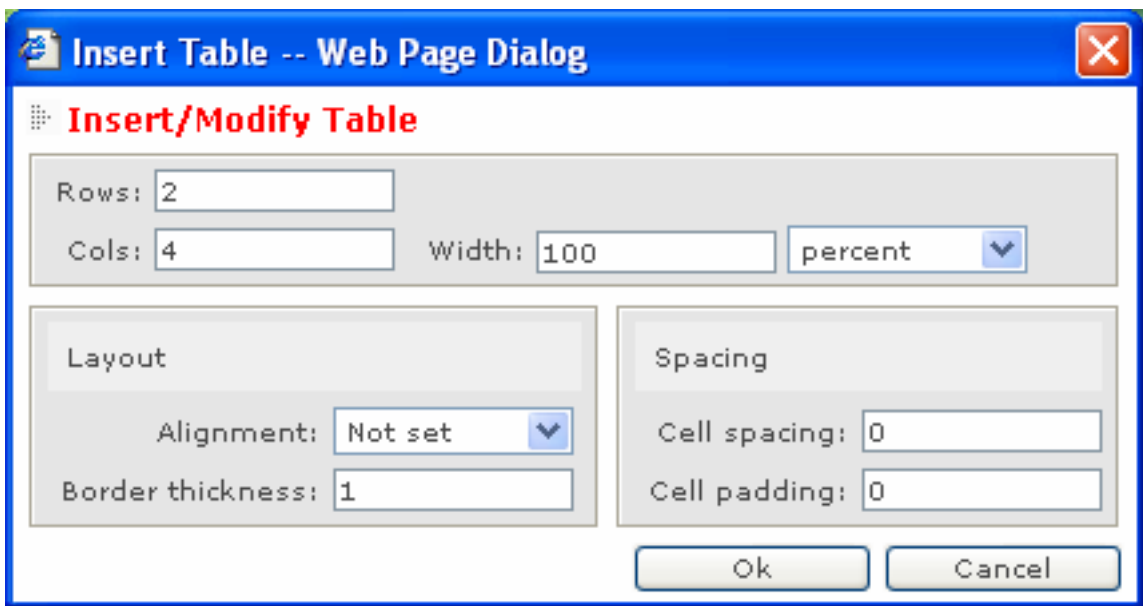


Figure 13: Insert Table dialog

Enter the desired number of rows and columns into the corresponding fields. The field **Width** controls how much space the table will occupy on the screen. The field **Alignment** determines how the table will be aligned. The **Border thickness** field controls the thickness of table's borders. You can make them invisible by entering zero in this field. The **Spacing** group provides controls of setting the distance between table's cells.


After clicking the **OK** button, the template of table appears on your page. You can click into the desired field and start filling it with information.


After insertion of a table, a number of additional icons become active in the SiteBuilder editor's toolbar. They are shown on the figure below.



Figure 14: Table editing toolbar

Column, row and cell editing share three common commands - insert before cursor, insert after cursor, delete. They are needed for manipulation of rows, columns and cells. Cell editing also has two distinct commands - merging and splitting of cells.

Press the  **Split cell** button to split the current cell (the cell where cursor stands) into two ones.

Press the  **Merge cell** button to merge several cells into one. A window will open where you have to specify how much cells you want to merge and in what direction they will be merged counting from the current cell (the cell where the cursor stands).

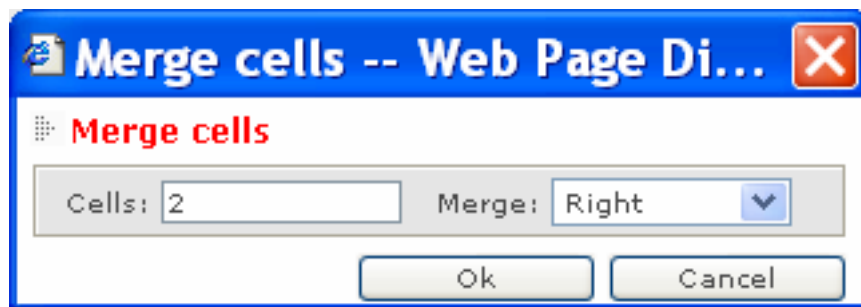





Figure 15: Merge cells dialog

The  **Split Column** and  **Split Row** buttons serve the purpose of restoring original merged cells in rows and columns.

Note, that you can edit properties of already inserted table. Place the cursor inside one of the cells and press the  **Insert/Modify Table** button to bring in the table properties dialog.

Also, you can move a table around the page. Place the text cursor somewhere outside the table and then move the mouse pointer to the table's border until it turns to 4-arrows shape, then press the left button and drag the table in the desired location. The figure below illustrates this process.

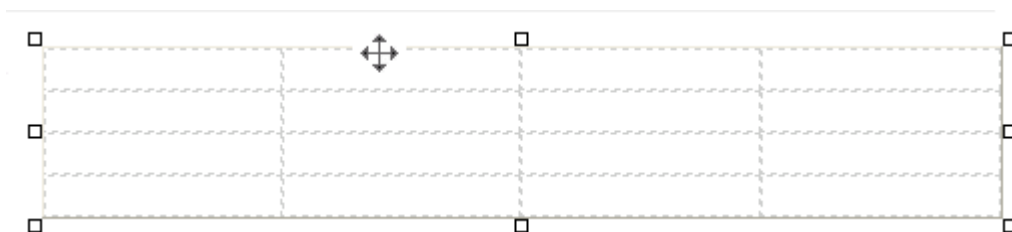


Figure 16: Moving of table

Inserting Photo Galleries

You can add photo galleries to your site. Photo gallery is like an ordinary page but it is optimized for presentation of photos.

You can turn any page to a photo gallery by clicking the **Insert photo gallery** button. When you approve the change, the edit page turns into photo gallery page. All the editing buttons become hidden. To return to the normal editing mode you should click on any other link on your page.



Figure 17: Photo gallery

Press the big red link on the photo gallery page in order to edit the gallery's properties and content. Photo gallery editing page will appear.

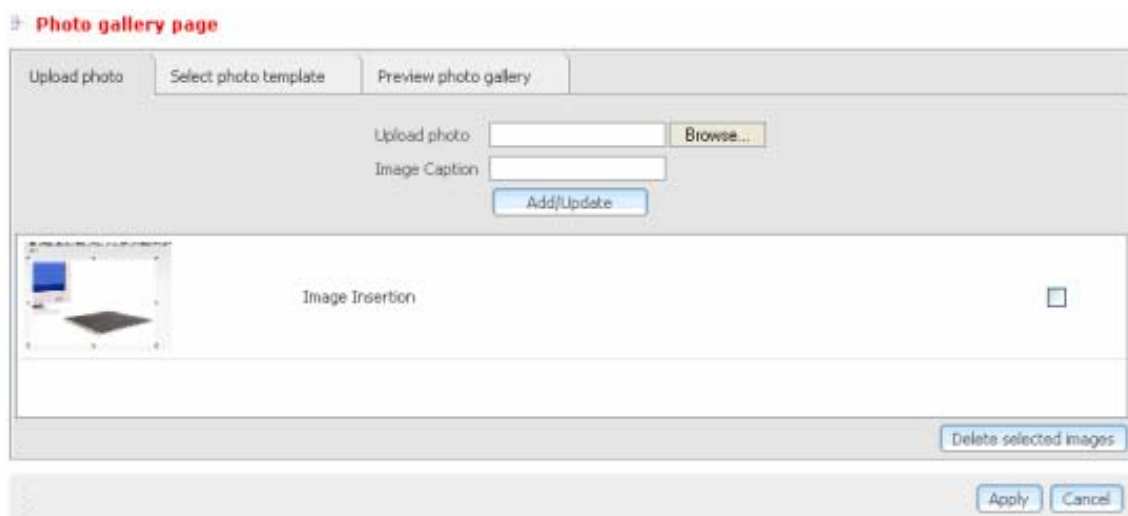


Figure 18: Photo gallery editing page

To upload a picture, click the **Browse...** button, locate a graphic file on your local computer. After this, give the title to your image in the corresponding field and click the **Add/Update** button. The image will be uploaded to server and its thumbnail will be shown on this page. You can delete unwanted images by selecting them with check boxes and pressing the **Delete selected images** button.

You can select the style of picture presentation in the **Select photo template** tab. When user goes to the picture gallery on your site, he/she will see the image thumbnails formatted according to the style selected here.

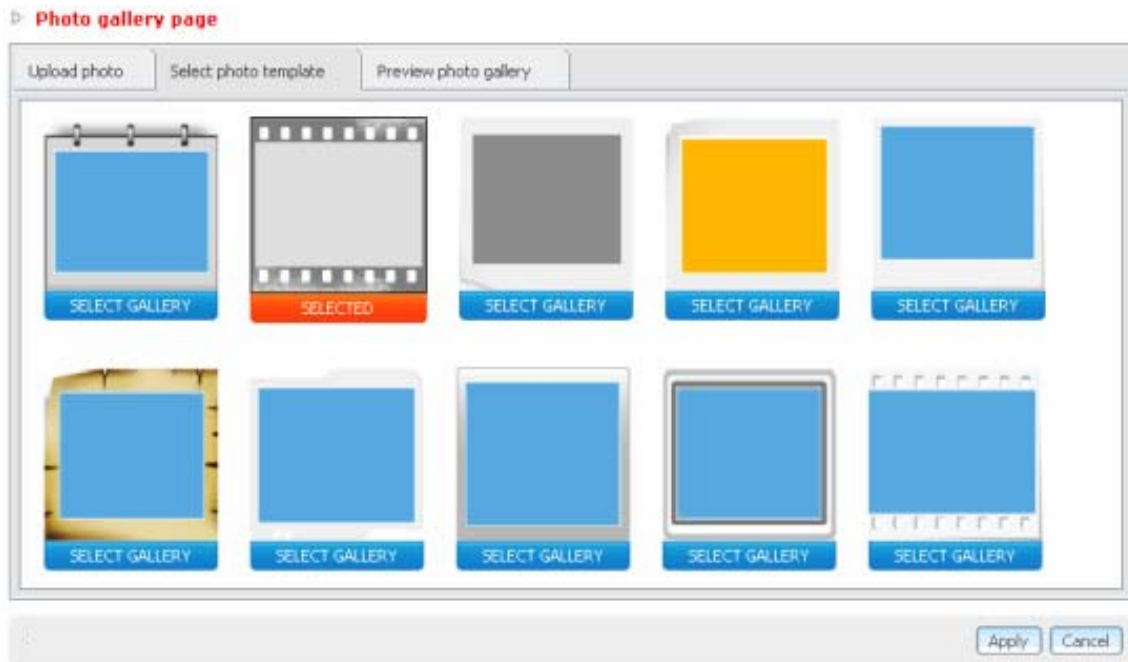


Figure 19: Selecting gallery template

The last tab serves the purpose of previewing the gallery.

Press the **Apply** button when you are done with your gallery.

Advanced editing of properties

SiteBuilder has a panel in the bottom of its editor window where you can see the underlying HTML structure.

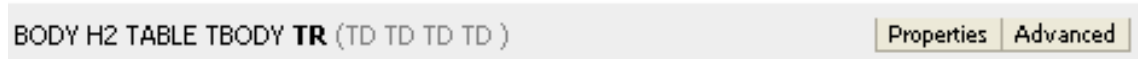


Figure 20: Advanced editing of properties

HTML, or HyperText Markup Language, is a standardized language for presenting information, graphics, and multimedia on the World Wide Web. Although SiteBuilder does not require the knowledge of HTML from its users, those knowing it can benefit from this by using this panel.

While editing a page in SiteBuilder, you can place the text cursor anywhere on the page. Different areas of page have different styles and contain different types of information. The left side of the bottom panel shows in which area the cursor is located. So, when you place cursor, for example, in a table, the bottom panel will reflect this. The name of the active block is shown with the bold font. You can click on a tag in the list and the corresponding area will be selected in the editor as if you have selected it with the mouse.

For each area you could edit some of its properties by clicking the **Advanced** button at the right of the panel. A window will appear where you can set some parameters such as colors of the block and properties of its border.

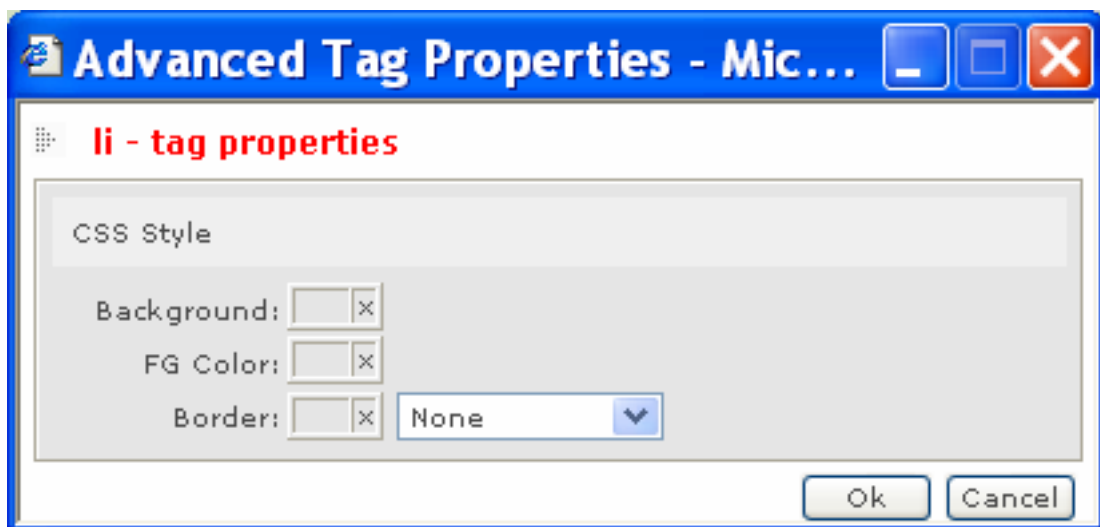
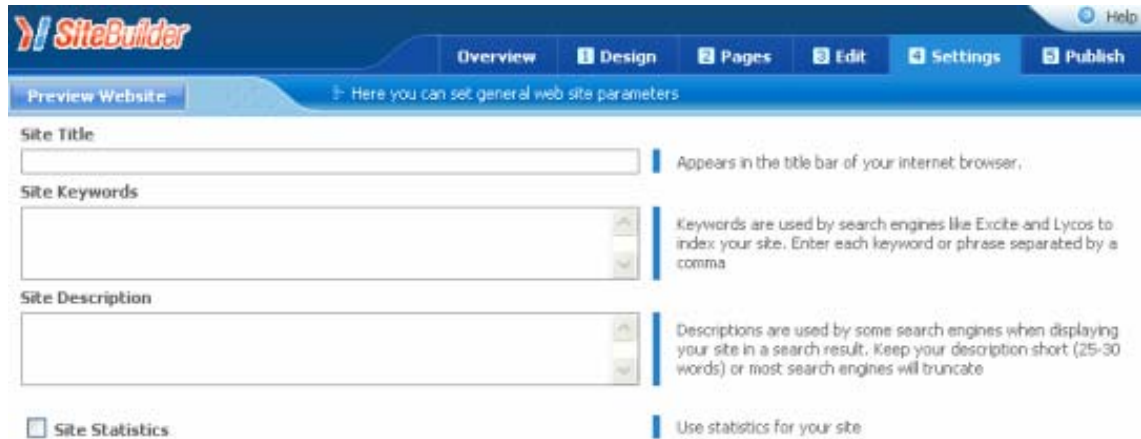


Figure 21: Advanced tag properties

The **Properties** button appears only for selected types of blocks: TABLE, A (Link), UL (Unordered list), OL (Ordered list), IMG (Image). For each type of block, it allows to edit some properties, specific to it. Often, they coincide with the ones you can setup when inserting the corresponding object (table, image). In other cases, their content is unique, like in the case with ordered and unordered lists.

Providing site info

One of the final stages of web site creation is providing some important information. Go to the **Settings** tab in the main SiteBuilder's window to provide some information on your site.



The screenshot shows the SiteBuilder interface with the 'Settings' tab selected. The 'Preview Website' section is active, displaying a blue header with the SiteBuilder logo and navigation tabs: Overview, Design, Pages, Edit, Settings, and Publish. Below the header, a sub-header reads 'Here you can set general web site parameters'. The main content area contains four input fields with explanatory text to their right:

- Site Title:** A text input field. To its right, it says: 'Appears in the title bar of your internet browser.'
- Site Keywords:** A text input field with a scroll bar. To its right, it says: 'Keywords are used by search engines like Excite and Lycos to index your site. Enter each keyword or phrase separated by a comma.'
- Site Description:** A text input field with a scroll bar. To its right, it says: 'Descriptions are used by some search engines when displaying your site in a search result. Keep your description short (25-30 words) or most search engines will truncate.'
- Site Statistics:** A checkbox labeled 'Site Statistics'. To its right, it says: 'Use statistics for your site.'

Figure 22: Providing Site Information

You should fill provided input fields with the needed information. Meaning of many fields is self-explanatory and, additionally, short comments are given to the right of each field.

After finishing filling fields, you should decide whether you would need site statistics or not. To enable use of site statistics set the corresponding checkbox.

Publishing Site

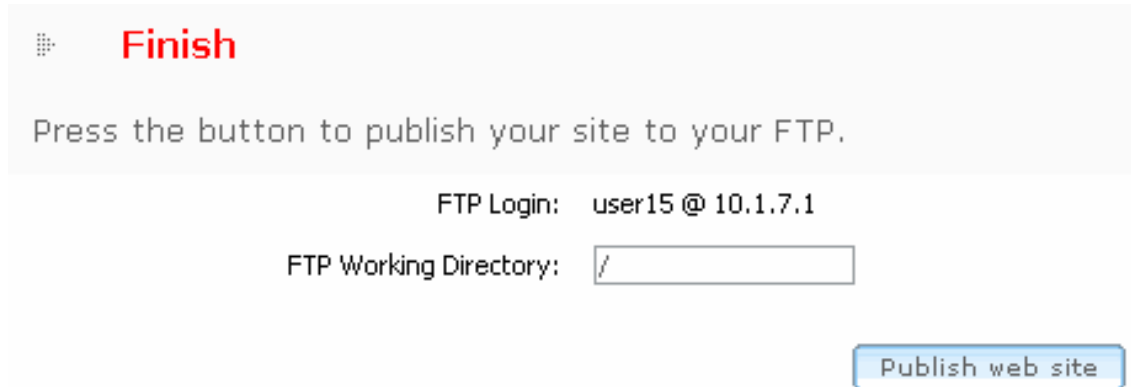
After the site is done or has at least some content, you can publish it (you will be able to continue editing in the future). Publishing is a process of copying the site's files from the SiteBuilder's temporary storage to the special place belonging to your user account called FTP server directory for permanent storage. Only regular users can publish their web sites - guest users do not have such possibility. However, what you do in the guest mode is not lost forever after you finish editing. You have a possibility to transfer your data made in the guest mode to an account of a regular user, e.g. when you will have one.

So, there are two cases of publishing the web site:

- When you have an account of a regular user and made your site in this mode,
- When you have just received an account of regular user but made the site in the guest mode in the past and now wish to transfer it to your normal account.

Publishing as Normal User

This section assumes that you have a regular user account and created your site under this account. Select the tab **Publish** at the top of the SiteBuilder's window to access the last stage of site creation.



Finish

Press the button to publish your site to your FTP.

FTP Login: user15 @ 10.1.7.1

FTP Working Directory: /

Publish web site

Figure 23: Publish dialog

Publishing is very simple - you just have to enter your FTP working directory and press the **Publish web site** button. Your administrator should tell you what to enter in the **FTP Working Directory** field. After finishing the process of web site creation, the site will be accessible under address the administrator will give to you.

Warning: It is recommended to store the files in your FTP working directory in a safe location before the publishing because they will be overwritten by new files during the process.

Publishing in Guest Mode

This section assumes that you are creating a site in the guest mode. Select the **Publish** tab at the top of the SiteBuilder's window to access the last stage of site creation. A window will appear which is a bit more complex than that in the regular user mode.

Finish

You must be logged for publishing.

Enter the login name into 'Login', FTP host, password into the 'Password' and site id into the 'Site identity' fields respectively. Then click 'Publish the web site'. Site identity is a code that helps you move site content made by you as a guest to your registered user site. You can also change Site identity to more readable value and send it to your email

FTP Login: @

Password:

FTP Working Directory:

Site identity:

Figure 24: Publish dialog

The further actions depend on whether you have a regular user account or not.

If you have it, just fill out the provided **FTP Login**, **FTP Server**, **Password**, and **FTP Working Directory** fields with the values corresponding to your account. Press the **Publish web site** button to copy the site to your account.

If you do not have a regular user account, the only option you have is to remember the string written in the **Site identity** field. You can command the program to send it to your email. If you do not like it, you can edit it in the field and press the **Change my site identity** button. Site identity is a unique identifier of your site in the SiteBuilder's temporary storage.


When you receive a regular user account, you could transfer your site created in the guest mode using the site identity provided at the publishing process. In order to accomplish this, go to the login page and there provide your login and password and fill the **Site Identity** field with the one you were told during the publishing process. The content will be moved to your regular account.

Warning: It is recommended to store the files in your FTP working directory in a safe location before the publishing because they will be overwritten by new files during the process.

Logging Out

There is a notion of sessions while working with SiteBuilder. It means that your browser stores the information about your current progress with the site and does not forget completely about your presence after closing the SiteBuilder's window.

While under a regular user account this is not very important, it is useful to know about this when working in the guest mode. For example, you could make some changes and then close the browser. After you login as a guest again, the past information will not be discarded and you could continue working with your site.

After you have published your site from the guest mode (by entering login data of a regular user), the  Logout button appears in the top right corner of the Site Builder's window. Pressing it will finish your session and next time you login into the SiteBuilder as a guest user, you will start from scratch as the previous session was 'closed'.

CHAPTER 5

Site Maintenance

Any site needs maintenance. You could need to add news, correct some product information, add information on new products or services etc. Note, that this is important, because sites, which weren't updated for a long time create impression of being dead and it's certainly the last thing you would want to happen with your site/company. Along with this, you could track the site's statistics in SiteBuilder to measure its popularity. This feature could find very broad use - from simple traffic analysis to complex statistical analyses measuring dependence of various factors on the popularity of your site.

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Editing Site

Editing the site is very easy with SiteBuilder. You just login and make all the necessary changes. For example, if you need to add news, you go to the **Edit** page and add the desired content. You can change all the information, which you could edit in the creation time. Note, that this is applicable to the design too! This means that you can go to the **Design** page and choose a different layout and your site will instantly get completely different look!

Getting Statistics

As was already mentioned, statistics is a very useful tool for tracking various parameters including your site's popularity, reaction of users on various external factors (for example, you may be interested whether the stream of visitors has risen after an advertising campaign) etc.

SiteBuilder can track two types of parameters: hits and hosts.

Hits represent the total number of page requests made to a server during the given time period (month, day, hour etc). This parameter is not very informative, because each unique visitor generates a lot of duplicate page requests (due to navigating the site's structure etc)

Unlike hits, *hosts* represent the total number of unique computers (and therefore, users), which accessed your site. This is much more informative parameter. The only problem it has is that many Internet Service Providers (ISPs) give their clients the so-called dynamic IP-addresses and therefore different users could be counted as one visitor.

So, if hits generate overflows compared to the real visiting statistics, hosts generate underflows, sometimes counting less visitors than actually present. As we know, the truth is somewhere between these two parameters.

Click the  **Statistics** button to access the **Statistics** page in SiteBuilder. Only regular users can get statistics.

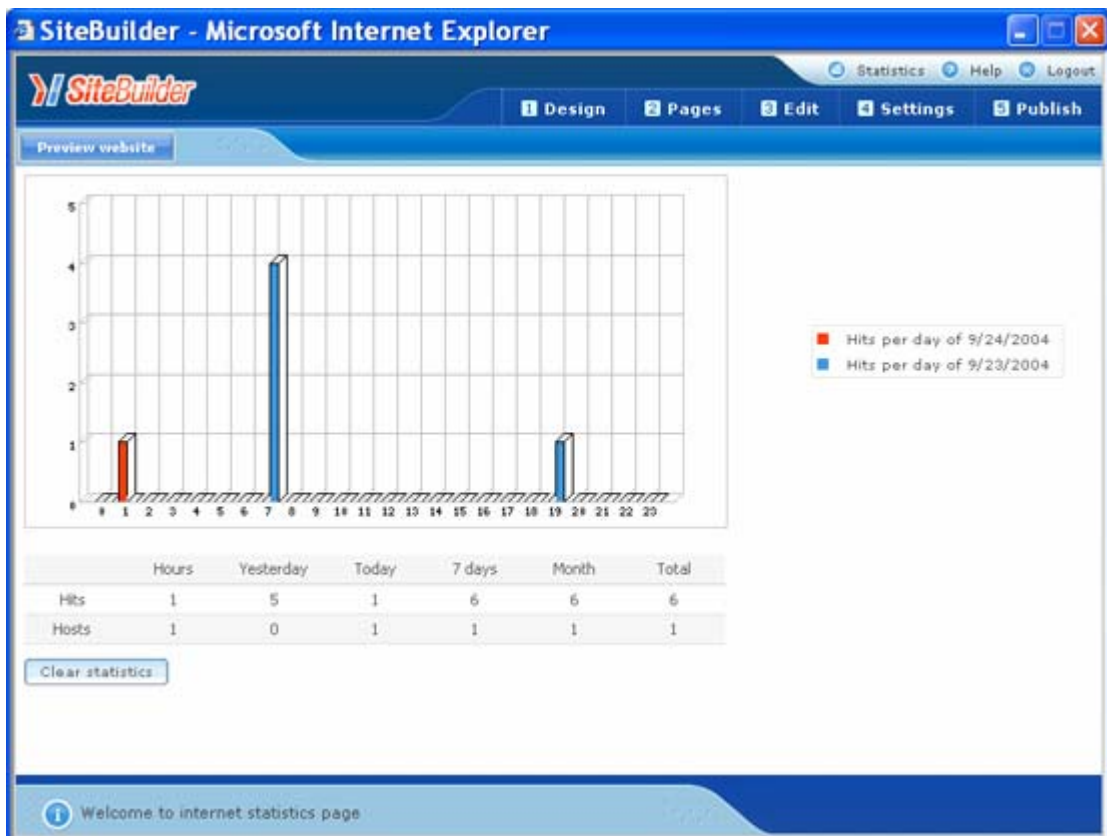


Figure 25: Statistics page

The histogram occupies the biggest part of the screen. It shows number of visits in the slice of day hours. The horizontal axis designates day hours, the vertical axis designates the number of hits. Each hour has two bars, which, according to the legend at the right side, designate statistics for the present and past days. This way you can compare how the statistics has changed since yesterday.

If, due to some circumstances, you want to start the statistics from scratch press the **Clear statistics** button to erase all the collected data.

Glossary

BROWSER

A browser is a software application that lets you access information on the Internet. Browsers can read HTML and send HTTP or FTP requests for services on the Internet. Browsers are usually associated with the World Wide Web portion of the Internet.

FTP

FTP, or File Transfer Protocol, is a method used to transfer files to (upload) and from (download) a remote server. You can use the FTP command to:

- Copy a file from the Internet to your PC
- Move a file from your PC up to the Internet
- Rename an existing file
- Delete a file
- Update an existing file with more recent data

HOST

In a network, a host is usually a computer that stores software applications and data that may be accessed or retrieved by other users. But a host can be any addressable device on the network, not just a computer. The host provides services to other computers or users. An Internet Service Provider may also be referred to as a Web hosting company.

HTML

HTML, or HyperText Markup Language, is a standardized language for presenting information, graphics, and multimedia on the World Wide Web. HTML consists of hundreds of codes, tags, and symbols that define the type of information and how it should be displayed in a browser. HTML is universally understood on a wide variety of platforms.

IP ADDRESS

An IP address (Internet Protocol address) is an internal number that identifies a host on the Internet or a network. IP numbers are invisible to end users, replaced in your user interface by the more familiar domain names and URLs.

URL

A URL is a Uniform Resource Locator used to identify an organization or domain on the Internet. URLs are standardized names that are typically found on the World Wide Web portion of the Internet. URL addresses identify domains on the network.

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