Web Manager

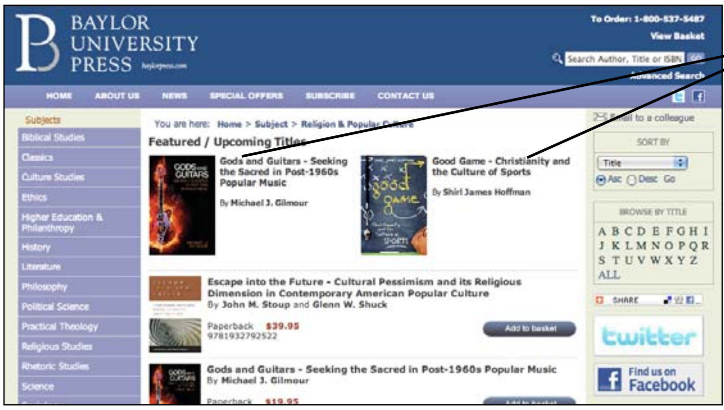
Product User Manual

Stison Ltd. 47 Wellington Square, Hastings, TN34 1PN
Tel: +44(0)20 7183 1476
info@stison.com
www.stison.com

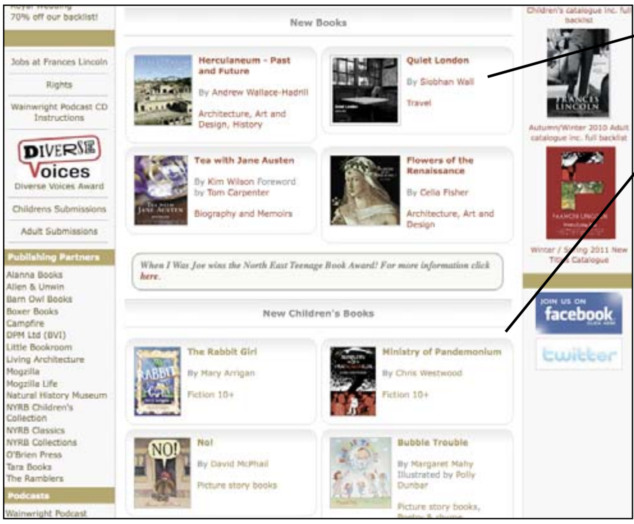
Table of Contents

Featured Titles

Featured Titles is where you can select books to appear prominently placed within the content of a webpage. If a visitor clicks on a particular subject field, for instance *Religion & Popular Culture*, a list of books will be displayed vertically down the page (as below). By featuring specific titles on the top of the page, you can give your lists more focus.



Notice how much bigger the thumbnails are, and how the titles appear to need (or merit) special attention, as compared to the list of titles that follows.



Here are **Featured Titles** lists as they appear on the Frances Lincoln Publishers Ltd home page.

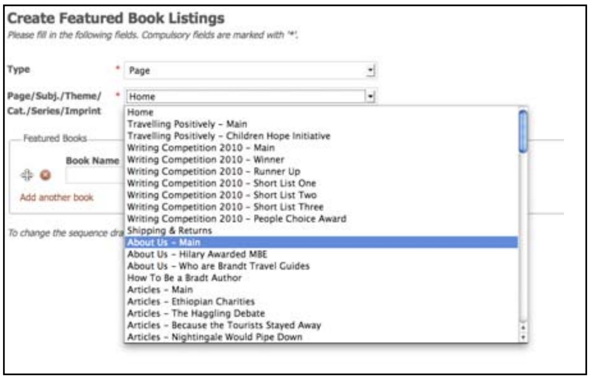
You can create a **Featured Titles** list on the following 'types' of pages:

- **Page** - Any webpage currently stored in **Page Admin** (see page 9 for more information), including your home page.
- **Subject** - Top of a page in which titles are organised by your company-specific subjects.
- **Theme** - Top of a page in which titles are organised by your company-specific themes.
- **Series** - Top of a particular series' page, if you have any series in your list.
- **Imprint** - Top of a particular imprint's page, if relevant.

Featured Titles

To create a **Featured Titles** list:

Click on **Create New** and the following menu will come up: (a red * denotes a mandatory field)

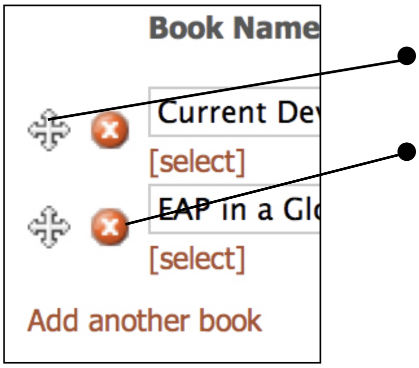


- Choose the * **Type** of page on which you would like your **Featured Titles** list to be displayed (in this case we've chosen '*Page*').

- A subsequent menu will appear under * **Page/Subj./Theme/Cat/Series/Imprint**; choose the relevant item.

- Then, choose the book(s) you want to feature by clicking on **[Select]**. A complete list of titles will come up on the screen; click on the relevant title.

- If you would like more than one book to be featured, then click on **Add Another Book** and repeat the instructions as above.



To change the sequence of titles, drag this icon up or down the list.

To remove any titles from the list, click on this icon.

- When you are finished setting your list, click **Create**. The new list will appear in the **Featured Titles** main menu. You can then amend it in the future. To do so, click on the name and you will be taken back to the screen where the books are listed.

- To remove a list of featured titles, click on the box beside the relevant list and click **Remove Selected**.

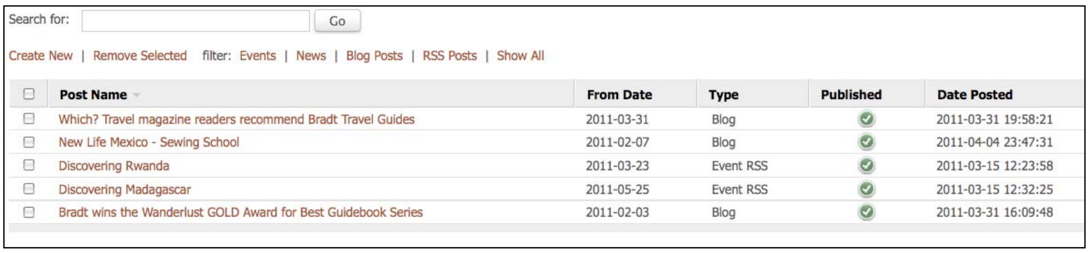
Events/ News/ Blogs/ RSS

This area of the system allows you to add information about events or news, blog posts or RSS feeds. Click on **Create New** first. Then, to establish which element you are adding information for, click on the tick box beside the relevant option. A set of fields will then become available to you. As an example, when adding information about an **Event**, the following fields will come up:

- **Post Name**: Name your event; this will appear as the heading.
- **Speaker Name**: Perhaps the author or illustrator.
- **Location**: Where the event will take place.
- **Date**: You can add the date through the provided calendar.
- **To Date**: If the event is running over a series of days/ weeks, as with a literary festival, then you can add the end date here through the provided calendar.
- **Excerpt / Short Description**: This is where you add a brief description.
- **Post Description**: This is where you can add a longer description.
- **Publish Status**: '*Draft*' ensures that the information does not get filtered through to your website. If you click '*Publish*', then it will.
- **Author**: This is for internal housekeeping, allowing you to keep a record of who has added particular events to your system.

Click **Update** when you are finished.

Following is an image of the list of items as it appears in this part of the system. You can see a couple different types of items under the column **Type**. You can adjust the display order of the items in the menu by clicking on the column headers.


Search for: Go

Create New | Remove Selected filter: Events | News | Blog Posts | RSS Posts | Show All

Post Name	From Date	Type	Published	Date Posted
Which? Travel magazine readers recommend Bradt Travel Guides	2011-03-31	Blog		2011-03-31 19:58:21
New Life Mexico - Sewing School	2011-02-07	Blog		2011-04-04 23:47:31
Discovering Rwanda	2011-03-23	Event RSS		2011-03-15 12:23:58
Discovering Madagascar	2011-05-25	Event RSS		2011-03-15 12:32:25
Bradt wins the Wanderlust GOLD Award for Best Guidebook Series	2011-02-03	Blog		2011-03-31 16:09:48

Menu Admin

Stison will work with you initially to establish the positioning of the menus (eg. top, left, etc) on your website. From there, you can then go back periodically to add further links in your menus to encourage traffic around your site. You will do this through **Menu Admin**.

- Click on the relevant menu name; then click on **Create New**.

- Fill in the following fields (a red * denotes a mandatory field):

  - * **Title** - Type what you want to appear in the menu online; short and concise is better in order to preserve as much space as possible for other menu items.

  - **On Hover** - Text in this field appears when you move your cursor over the menu.

  - * **Parent** - Select the menu name that you wish the new item to appear under. If you want this item to appear as the top level, then leave at **No Parent**.

  - * **MenuType** - Choose from the drop-down menu.

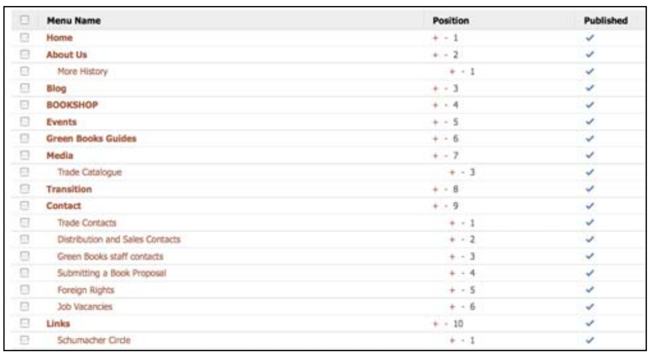
  - * **Detail** - Another menu will come up with a set of options triggered by **MenuType**. **Book** will trigger a full list of titles, for instance, while **Page** will trigger the list of pages stored in **Page Admin** (see page 9). Choose the appropriate item.

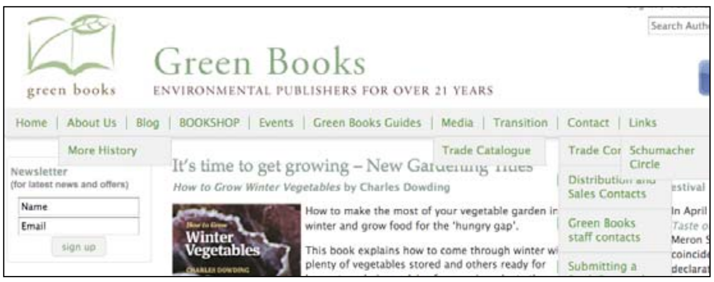
  - **Order** - A numerical value to position the item within the menu. You can adjust this later through the **Menu Admin** screen, clicking on the **+** or **-** signs under **Position**.

  - **Published** - Tick this when you are ready for the item to appear on the live website.

- Click **Update** when you are finished.

The below images demonstrate how the Header Top Menu items looks within **Menu Admin** as compared with how the menu appears on Green Books' live website.

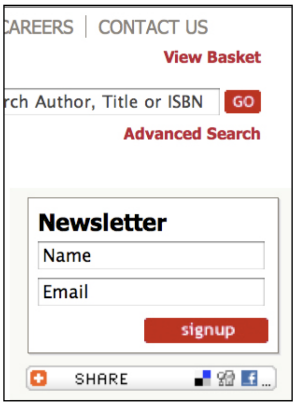




Subscriptions

Visitors to your website may want to know more about your company and its titles on a regular basis. **Subscriptions** allows you to retrieve contact details for website visitors who specifically request to be on your regular email list. This is the part of the system where you can retrieve the emails and customer names for visitors to your website that have opted in.

Samples of how visitors can input their details through a website:



To retrieve your list of email addresses:

- Adjust the **From** and **To** dates in the top menu where necessary; otherwise leave as is to get a list of all contacts on your system.

- Click **Download Details** and you will be taken to a screen where you can download a CSV document and thus manipulate the information in Excel.

If you want to know specifically what types of information/ books your visitors are interested in hearing more about, then you can establish a set of 'subject areas' that they can tick after they've requested to be added to your mailing list. (See above image of University of Exeter)

To add subject areas to the subscription prompt: (a red * denotes a mandatory field)

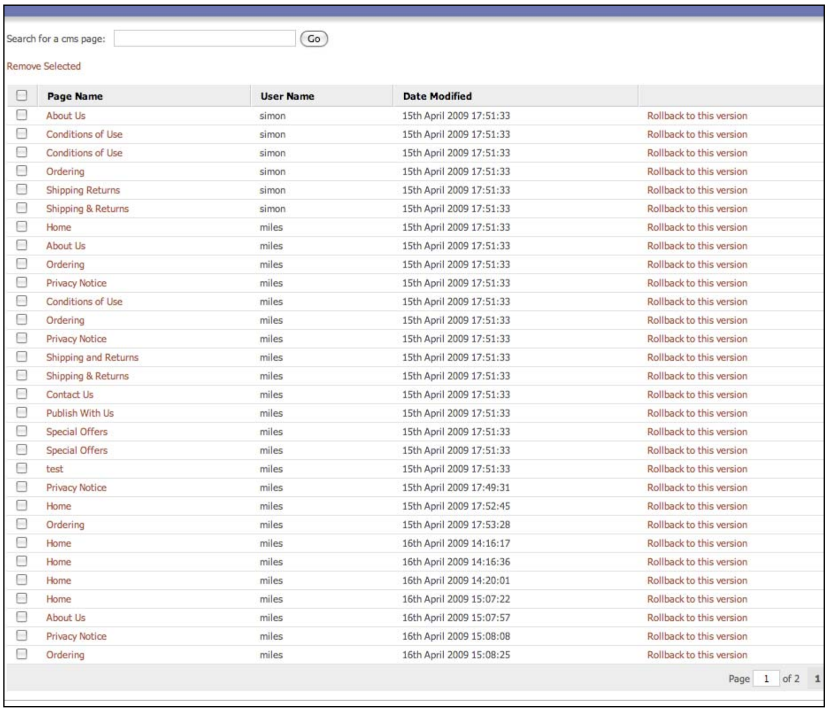
- Click on **Create New**.

- Type in the **Subject Name** that you want to appear underneath the subscribe box. Establish the **Order** - manually type in a number to establish where on the list of subjects you want the item to appear.

- Click **Create** and the new subject will appear in the **Subscriptions** main menu under **Subscription Name**.

Page Audit

The **Page Audit** screen displays all modifications made to the website after a user has saved the changes. It offers the option of rolling back to previous versions of the site should a change be problematic in any way.



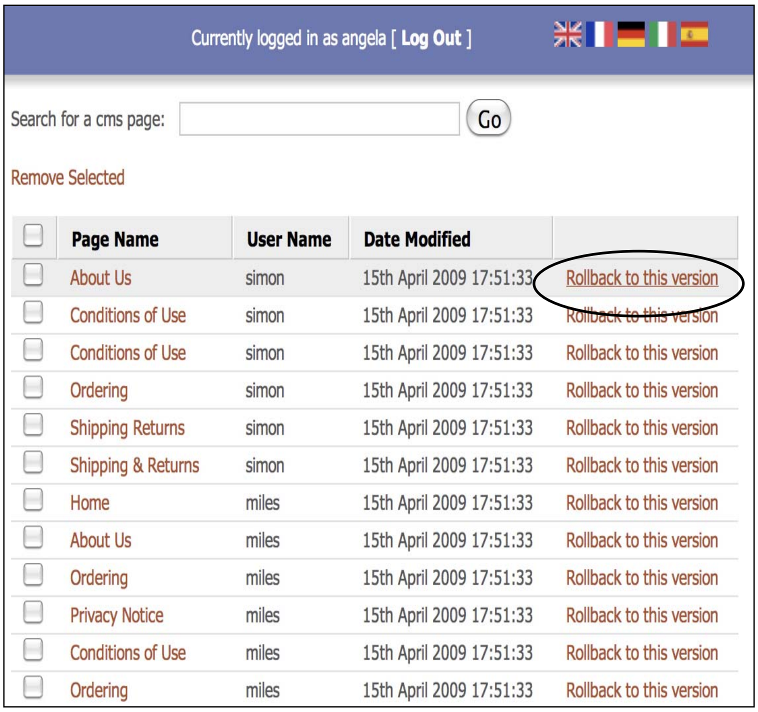
Search for a cms page: Go

Remove Selected

	Page Name	User Name	Date Modified	
	About Us	simon	15th April 2009 17:51:33	Rollback to this version
	Conditions of Use	simon	15th April 2009 17:51:33	Rollback to this version
	Conditions of Use	simon	15th April 2009 17:51:33	Rollback to this version
	Ordering	simon	15th April 2009 17:51:33	Rollback to this version
	Shipping Returns	simon	15th April 2009 17:51:33	Rollback to this version
	Shipping & Returns	simon	15th April 2009 17:51:33	Rollback to this version
	Home	miles	15th April 2009 17:51:33	Rollback to this version
	About Us	miles	15th April 2009 17:51:33	Rollback to this version
	Ordering	miles	15th April 2009 17:51:33	Rollback to this version
	Privacy Notice	miles	15th April 2009 17:51:33	Rollback to this version
	Conditions of Use	miles	15th April 2009 17:51:33	Rollback to this version
	Ordering	miles	15th April 2009 17:51:33	Rollback to this version
	Privacy Notice	miles	15th April 2009 17:51:33	Rollback to this version
	Shipping and Returns	miles	15th April 2009 17:51:33	Rollback to this version
	Shipping & Returns	miles	15th April 2009 17:51:33	Rollback to this version
	Contact Us	miles	15th April 2009 17:51:33	Rollback to this version
	Publish With Us	miles	15th April 2009 17:51:33	Rollback to this version
	Special Offers	miles	15th April 2009 17:51:33	Rollback to this version
	Special Offers	miles	15th April 2009 17:51:33	Rollback to this version
	test	miles	15th April 2009 17:51:33	Rollback to this version
	Privacy Notice	miles	15th April 2009 17:49:31	Rollback to this version
	Home	miles	15th April 2009 17:52:45	Rollback to this version
	Ordering	miles	15th April 2009 17:53:28	Rollback to this version
	Home	miles	16th April 2009 14:16:17	Rollback to this version
	Home	miles	16th April 2009 14:16:36	Rollback to this version
	Home	miles	16th April 2009 14:20:01	Rollback to this version
	Home	miles	16th April 2009 15:07:22	Rollback to this version
	About Us	miles	16th April 2009 15:07:57	Rollback to this version
	Privacy Notice	miles	16th April 2009 15:08:08	Rollback to this version
	Ordering	miles	16th April 2009 15:08:25	Rollback to this version

Page 1 of 2 1

Should you need to revert back to a previous version of the site, find the specific time on the list and click '**Rollback to this version**'. Press the **Update** or **Save** button to accept the rollback and the page will be restored to its original look.



Currently logged in as angela [**Log Out**]

Search for a cms page: Go

Remove Selected

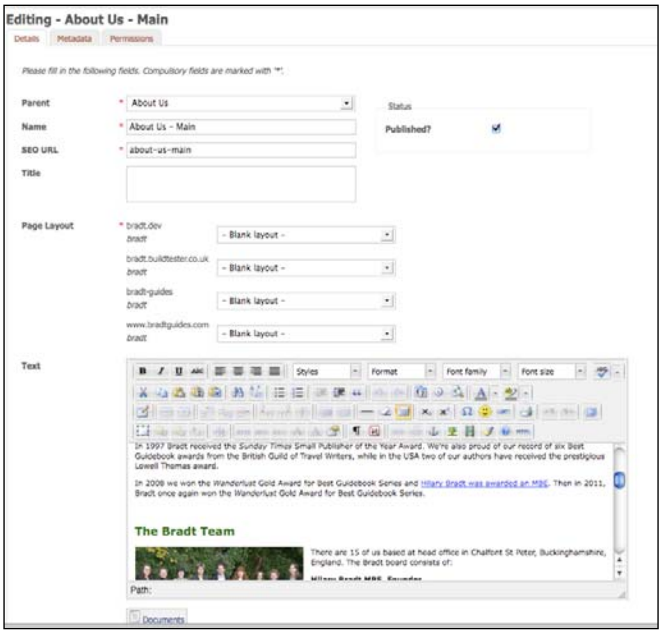
	Page Name	User Name	Date Modified	
	About Us	simon	15th April 2009 17:51:33	Rollback to this version
	Conditions of Use	simon	15th April 2009 17:51:33	Rollback to this version
	Conditions of Use	simon	15th April 2009 17:51:33	Rollback to this version
	Ordering	simon	15th April 2009 17:51:33	Rollback to this version
	Shipping Returns	simon	15th April 2009 17:51:33	Rollback to this version
	Shipping & Returns	simon	15th April 2009 17:51:33	Rollback to this version
	Home	miles	15th April 2009 17:51:33	Rollback to this version
	About Us	miles	15th April 2009 17:51:33	Rollback to this version
	Ordering	miles	15th April 2009 17:51:33	Rollback to this version
	Privacy Notice	miles	15th April 2009 17:51:33	Rollback to this version
	Conditions of Use	miles	15th April 2009 17:51:33	Rollback to this version
	Ordering	miles	15th April 2009 17:51:33	Rollback to this version

Page Admin

Page Admin is where pages for the site are created and stored, such as the '*About Us*' and '*Submissions Guidelines*' pages. You can store your pages within folders or add them at the top level. See page 15 for more information about adding folders.

To adjust/ amend content on an existing page:

- Click on the page you would like to update/ amend, in this case 'About Us - Main'.
- To amend the text, click into the main **Text** field and begin typing.
- When you're finished, click **Update**; the updated content will be stored on the page and will automatically filter through to the website.



To remove a page from the site: tick the box to the left of the name from the **Page Admin** main menu and click **Remove Selected** from the top menu. The page will automatically be removed.

To create a new page: Click on **Create New** and fill in the following fields in the **Details Tab**: (a red * denotes a mandatory field)

- * **Parent**: This field is where you mark if you are storing your page within a folder. If you are not, then leave as **No Parent**.
- * **Name**: Give the page a name.
- **SEO URL:** This field will automatically populate as you type in the **Name** above.

- **Title**: Will appear in the URL (or web address). It is encouraged that if your page name has more than one word, that you use an underscore rather than leaving spaces. “About Us”, for instance, should be saved as “*About_Us*”. Otherwise, the web will automatically populate the URL with ‘%20’ to fill the spaces, which makes the web address very messy.

- **Page Layout**: This is relevant if you have more than one template on your system. Leave as is if not.

- * **Text**: This is where the content of the page will be entered; you can also add images here along with text and hyperlinks. See pages 11 and 26 for more information.

- * **Published**: Tick this box when you are ready for your webpage to appear online.

- **Documents**: There is an icon at the bottom of the page that allows you to add a document. Click on this and a list of documents stored on your system will come up. Click on the relevant item. For information about adding documents to your system in order to populate this list, see page 16.

Move into the **Metadata Tab** to fill in your **Keywords** and **Description**:

- **Keywords** - These help with search engine optimisation, to trigger your site when potential users type specific words in the search engines (Google, Yahoo, etc). Though this is not a mandatory field, it is very important to consider your keywords when thinking about your potential website visitors. Separate each keyword with a comma.

- **Description**: Where you can write a more detailed description of the website/ page.

When you are finished, click **Create**. The page will then appear at the very bottom of the **Page Admin** menu. Please note that the URL automatically generated in the creation of the page will be a variation of the following: http://www.garneteducation.com**/About_Us**.html. The **Name** is added to the end of the site address after a forward slash; in this case **/About_Us**.

You then have a couple options as to what to do with the page you’ve created:

- ♦ You can add it as a link within the content of another webpage on the site (see **Odds and Ends** on page 26 for instructions about adding hyperlinks).

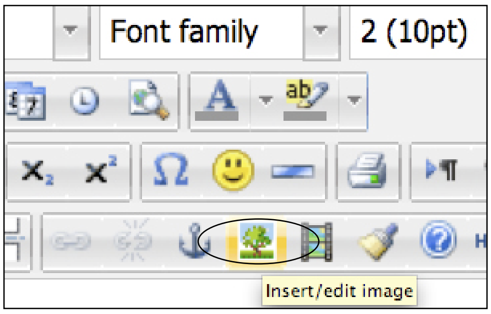
- ♦ You can leave the page as is and simply distribute the URL to your target market to access the page.

Page Admin

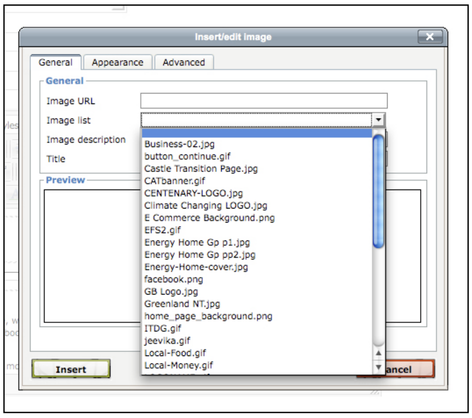
Adding images to a web page:

You may want to add images to your new web page in order to diversify the content of the page. You can do this very easily through **Page Admin**. First you must add the image to the website through **Images/ Media** (see page 15 for instructions).

- Click on the **Insert/ Edit Image** icon circled below and a menu of options will come up:



- Click on the box beside **Image List** and a drop-down menu with a list of all images currently stored on the system will appear. Choose the file you want displayed on the page. You'll notice that the rest of the fields will automatically be populated after you click on the file.



** You can manually change the **Image Description** and **Title** should you choose to. However, Leave **Image URL** as is. This information is populated through the site and used for the html coding so the site understands where to pull the image from. Without this URL in place, the image will not appear on the web.

Before clicking **Insert**, you can make adjustments to the way your image will be displayed on the page by moving into the **Appearance** tab. These include:

- **Alignment** - How the image sits on the page.

- **Dimensions -** The height and width of the image. Keep 'constrained portions' ticked so adjustments are made in proportion to the actual file size and shape.

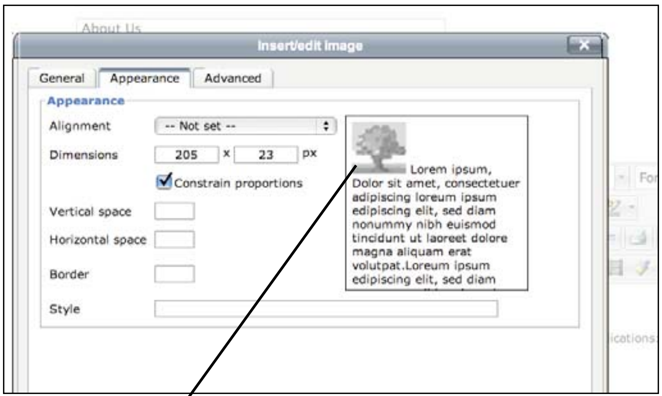
Page Admin

- **Vertical Space -** The blank space that exists around the picture vertically.

- **Horizontal Space -** The blank space that exists around the picture horizontally.

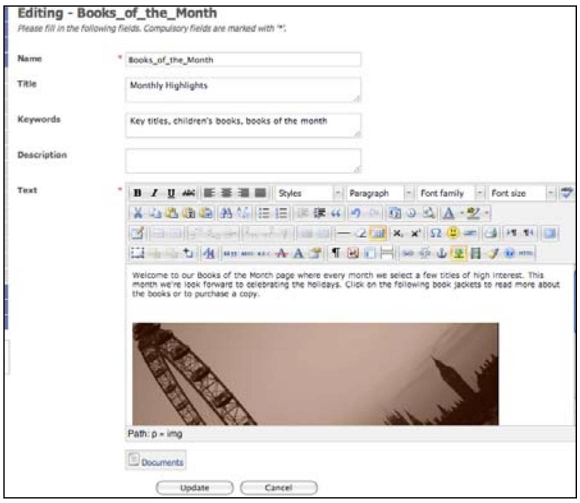
- **Border -** Will add a line around the image: the number here sets the width of that line.

- **Style -** Lists the full style of the image based on the adjustments made to the fields above; this field is automatically populated when you add data to the above items.



As you add data to these items, the image and dummy text in the box on the right will move accordingly. This allows you to see how your adjustments will affect the image on the page before you click **Insert**.

When you are satisfied with your adjustments, click **Insert** and the image will appear in the text box as in the example below. If you are satisfied with the way that it looks, hit **Update** and the page will be amended accordingly.

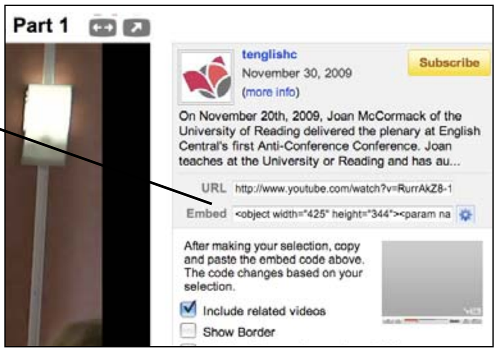


If you would like to make further changes at a later time, then click on the image, and again on the **Insert/ Edit Image** icon. You will be taken to the image menus where you can make changes.

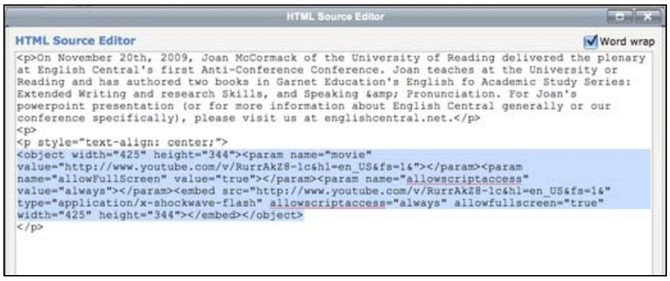
Page Admin

Adding YouTube video content to a web page:

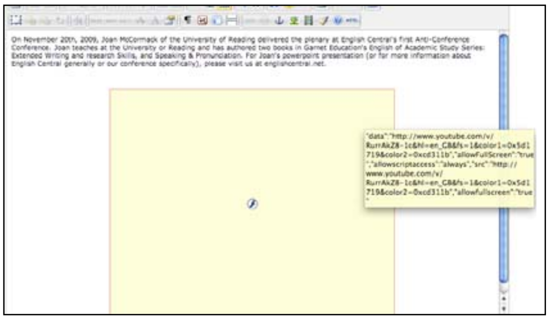
- You can also add YouTube video content through **Page Admin**. To embed a YouTube video you must cut the ‘Embed’ information located on the YouTube page when watching the video.



- Cut and paste the information from that box into the HTML view of your web page (for information about HTML go to page 27) as highlighted here.



- Click **Update** and the site will create an area within tinymce, as below. Please note that the site then adjusts the coding itself so the next time you access the HTML view of the page, the coding will look slightly different.

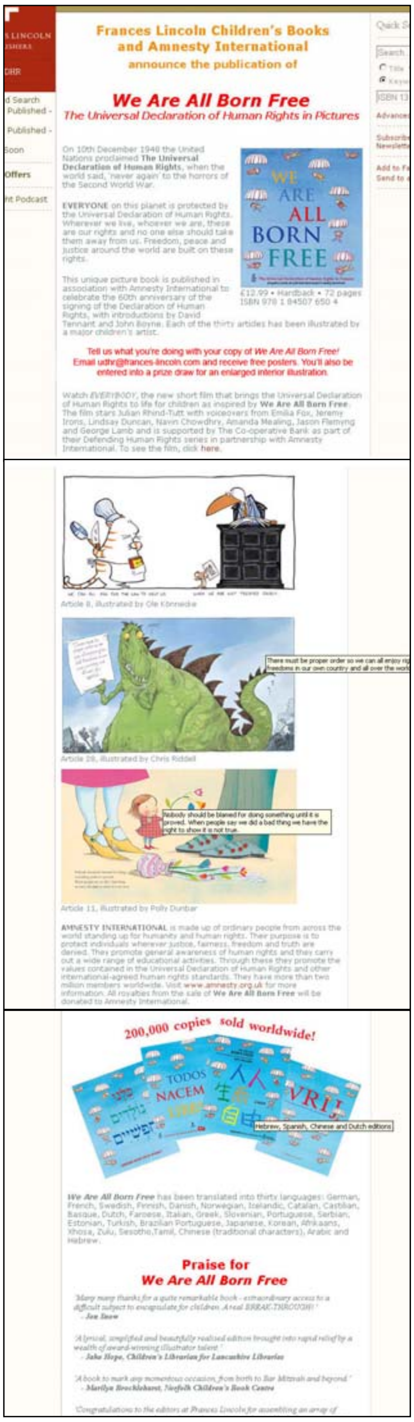


- When you save and view the page online, the YouTube clip will appear correctly as shown in the image to the right.

Page Admin

You can use **Page Admin** to create elaborate pages with more rich content to what appears on a normal book's static page within the site. Frances Lincoln Publishers Ltd created such a page to market one particular book, *We Are All Born Free*. Following is an example of screen shots comparing some of the content from the new page with the content from the book's regular page. Notice how much more information about the book is included in the new page, and how much more flexibility there is to add images.

- New page
- The book's regular web page



Images/ Media

Images/ Media allows you to add images and multimedia content (podcasts, video clips, etc) to your site, serving as a storage space until you are ready to link the items to a particular page.

Image requirements:

- The file resolution must be kept as small as possible (72 dpi).
- Image must be a **JPG**, **GIF** or **PNG**.
- Format must be **RGB**.

Video requirements:

- Accepted formats are now **.flv, .mp4** and **m4v**. (There are numerous online video converters that you can use to convert to any of these formats.)
- To get a video thumbnail you will need ffmpeg installed on the server. This can be obtained from http://ffmpeg.org/. For instructions about embedding YouTube video clips into your pages, see more information about **Page Admin** on page 9.

Bear in mind that you can either add images within a folder or add images at the top level.

Create a new folder, click on **Folder Admin**, then **Create New**: (a red * denotes a mandatory field)

- * **Folder**: Leave at **No Folder/ Top Level**.
- **Folder Name**: Type in the folder name.
- * **Published**: Tick this box.
- **Permissions**: Default is 'Everyone'; leave as is.
- Click on **Create** when finished.

To add a new image to the system, click on **Create New**: (instructions are the same for videos)

- * **Folder**: Choose where the image will go. If you don't want it in a folder, then leave as **No Folder/ Top Level.**
- * **Media File**: Click here and browse your computer for the file.
- **Thumbnail**: Leave blank as the system will generate the thumbnail automatically.
- **Published**: Untick this item if you don't want the image to appear online
- Click **Upload**.

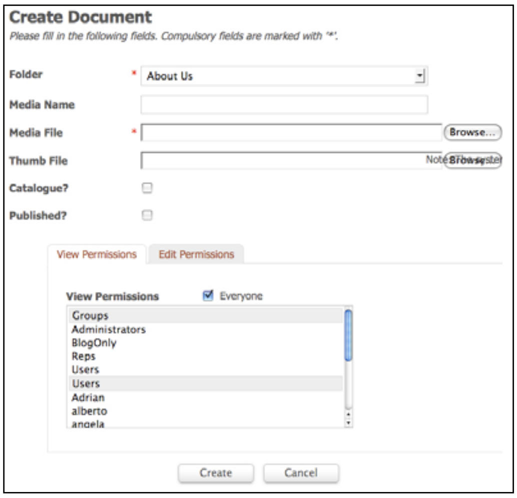
See **Page Admin** on page 9 for instructions about how to draw images from here for use in specific pages or see **Book Add Media** on page 22 to add an image on a book's stock webpage.

Documents

You may want to add content that visitors can download (PDFs and Word documents). **Documents** allows you to store these items on the site before you add them to a particular page (in much the same way as **Images/ Media** serves as a storage space; see page 15 for further details). You can add your catalogues, sample book chapters, AIs, etc. This feature can also be used as an FTP site from where sales reps and clients can download documents (see page 18).

Like with adding images, as discussed on page 15, you can add documents within a folder or at the top level of the system. The instructions are exactly the same.

To add a document to your system: Click **Create New**.



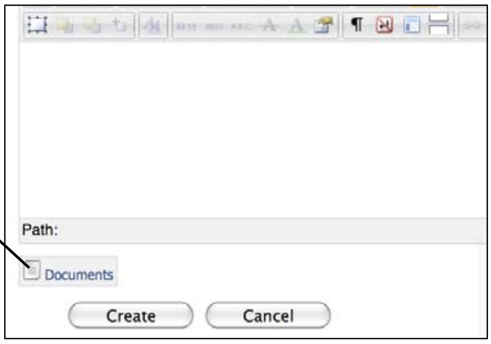
- * **Folder**: Choose where the document will go. If you don't want it in a folder, then leave as **No Folder/ Top Level.**
- * **Media Name:** This info will be displayed under the thumbnail.
- * **Media File**: Find the file on your computer.
- **Thumbnail:** The system is set up to automatically generate an icon based on the file type uploaded, eg a PDF or Word doc logo.
- * **Catalogue**: Tick this box if you are uploading a catalogue.
- * **Published**: If this item is left unticked, then the document will not appear on the website.
- **View/ Edit Permissions**: These do not affect website pages. See page 18 for information about when **View/ Edit Permissions** is most relevant.

Documents

Click **Upload** and the file will be added to the folder.

To add a downloadable document to a web page within Page Admin:

- The icon for adding documents to a web page lives in **Page Admin** at the bottom of every page created (for more information go to page 9).



- Click on the icon and you will be taken to a screen listing all of the folders where documents are stored. Click on the appropriate folder.

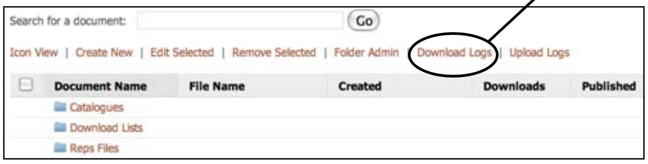
- Tick '**Include File Size**' if you want the size of the file to be displayed on the web. If you leave '**Use Generated Thumb**' unticked, the site will automatically add a PDF or Word icon beside the file name.

- If you click on '**Use Generated Thumb**', the system will automatically pull in the first page of the attached document to serve as the thumbnail. This is most useful when uploading your current catalogue. The cover of your catalogue will thus appear on the site as the downloadable PDF.

- Click on the document that you would like to upload.

NB: If you add a document to a page and then save the page, the page will contain a link to that document. If you leave 'Published' unticked (see page 16), then this link will be broken on the web.

Download Counters and Download Logs:



Download counters for web users - This shows how many times web users have downloaded a file, such as the catalogue. Click on the **Download Lists** folder to retrieve the information. You can see it in the list of items in the image above, in this case just below the '*Catalogue*' folder.

Download logs - This shows which users have downloaded files from the site's reps area. Click on the item at the top of the menu that reads **Download Logs** (circled above). In the next screen, type in the name of the document if you would like to see the figures for a particular item. Otherwise, choose the **From** and **To** dates (using the calendar on the site) to round up a list of all downloaded items. Click **Go**.

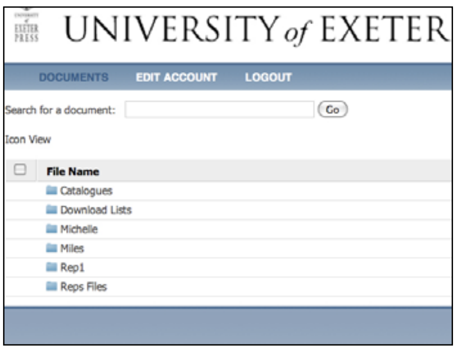
Stored documents for password protected download / Reps area:

Follow the instructions from page 16 to add your document(s) to the system. In this context, you will need to pay particular attention to the **View/ Edit Permissions** field on the form:

- **View/ Edit Permissions -** Allows you to adjust and set permissions restrictions. All site users with a username and password will appear on the list. You can either select names individually or tick '*Everyone*'.

- If users do not have permissions, then they cannot see the document when clicking on the documents link.

To download a document from the site (eg. if you are a rep):

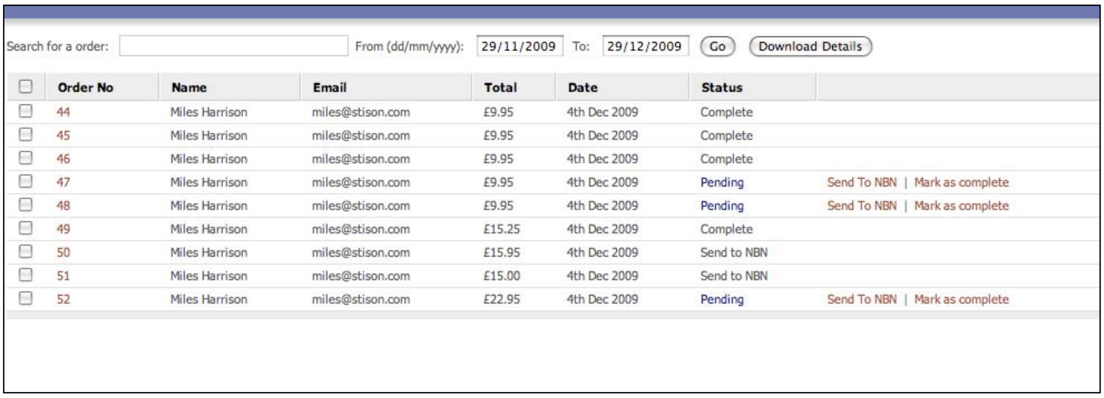


- Enter this part of the site through your username and password - then click on **Documents** in the top menu.

- In the example to the left, you can see how the folders appear for users, displayed as a list. To retrieve an item, click on the folder. Then click on the appropriate document and it will open in the web browser.

Orders

If your website has an e-commerce solution, then it is possible for customers to order products direct from the site. In the **Orders** screen you will therefore be able to see every transaction from the site for a given period of time. The immediate list that comes up when you click on **Orders** is set for one month from the day you access the page.



	Order No	Name	Email	Total	Date	Status	
	44	Miles Harrison	miles@stison.com	£9.95	4th Dec 2009	Complete	
	45	Miles Harrison	miles@stison.com	£9.95	4th Dec 2009	Complete	
	46	Miles Harrison	miles@stison.com	£9.95	4th Dec 2009	Complete	
	47	Miles Harrison	miles@stison.com	£9.95	4th Dec 2009	Pending	Send To NBN | Mark as complete
	48	Miles Harrison	miles@stison.com	£9.95	4th Dec 2009	Pending	Send To NBN | Mark as complete
	49	Miles Harrison	miles@stison.com	£15.25	4th Dec 2009	Complete	
	50	Miles Harrison	miles@stison.com	£15.95	4th Dec 2009	Send to NBN	
	51	Miles Harrison	miles@stison.com	£15.00	4th Dec 2009	Send to NBN	
	52	Miles Harrison	miles@stison.com	£22.95	4th Dec 2009	Pending	Send To NBN | Mark as complete

You can adjust the information displayed on the screen through the top menu:

To search for a particular order, type in the relevant information you have in the **Search** box (book name, etc).

As mentioned above, a full month's worth of orders will be displayed on the screen up to the day on which you've accessed the information. If you have a specific set of dates you would like to look at, then adjust the **From** and **To** dates accordingly.

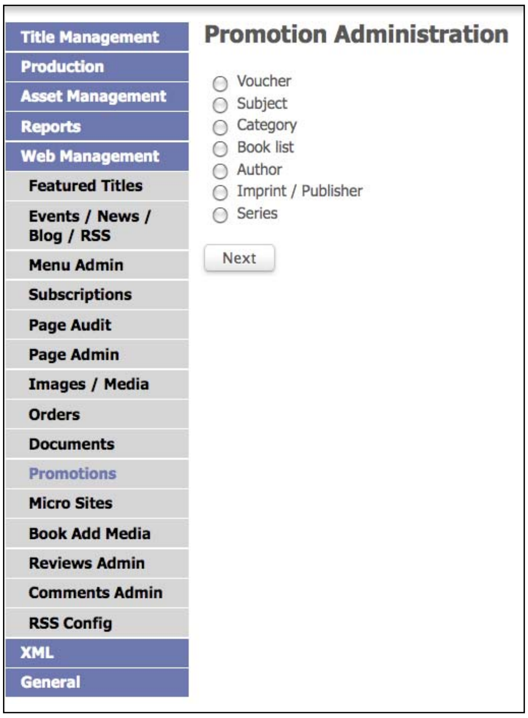
If you wish to manipulate the data within a spreadsheet, you can do this easily by first setting the dates you'd like data to be pulled for and then clicking **Download Details**. This takes you to a screen where you can download a CSV, which can then be saved as an excel document.

Or you may just want to look in on one particular order to make sure the transaction has gone through correctly. To the left is an example of one order when you click on the red order number as displayed in the image on the top of this page.

Promotions

Setting up **Promotions** against particular products allows you to target market a specific audience by encouraging people to purchase an item off your website at a discounted price. You can set up promotions that will not be displayed on the website for all visitors to see, but will be triggered by a promotional code typed in during the check-out phase of the transaction. You can also set up promotions that do not need promotional codes.

Types of promotions:

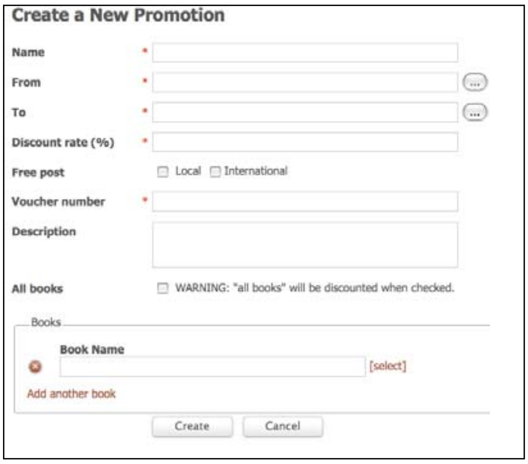


- **Voucher** - To set a discount % against a title(s), triggered by a promotional discount code when the customer is in the check-out page.
- **Subject** - To set a discount % against a subject field. Visitors do not need a code to get the discount.
- **Category** - To set up a discount % across a category type. Visitors do not need a code to get the discount.
- **Booklist** - To set up a discount % against a title(s). Visitors do not need a code to get the discount.
- **Author** - To set a discount % across an author's complete list of titles. Visitors do not need a code to get the discount.
- **Imprint/ Publisher** - If you have more than one imprint or you distribute titles for another publishing company, then this promotional option allows you to set a discount % across a particular publisher or imprint's list. Visitors do not need a code to get the discount.
- **Series** - Allows you to set a discount % across a series of titles. Visitors do not need a code to get the discount.

Promotions

The instructions for setting up a promotion can be applied to all promotional types (with a few minor variations per promotion). We will therefore take you through one example: **Voucher**.

Click on **Voucher** in the **Promotions** main menu; you'll be taken to the following screen: (a red * denotes a mandatory field)



- * **Name**: Use this field to write a distinctive name to differentiate any other promotional offers you may have running at the same time, for the same title.
- * **From** and **To** dates: Click on the button to the right of the fields in order to be taken to a calendar. Click on the date and the info will automatically be populated into the field. If you manually type in the date you run the risk of putting the numbers in the wrong order. The website will understand dates written like this: Year-Day-Month, or '2010-01-11'.
- * **Discount rate**: Type in the % (note that you only need to type in a numeric value as the field automatically understands the figure relates to a percentage).
- **Free Post**: If you are offering free postage as part of your promotion, then tick the r elevant box for local or international shipping. Leave unticked if not.
- * **Voucher number**: Can be whatever you want, though its best to keep it concise.
- **All Books**: If you tick this item then the discount % will be applied to all of your titles.
- * **Book Name**: To set the discount against a particular title (or titles) - click on **[select]**; a list of all titles comes up. Choose a title. Click on **Add Another Title** to add other titles.

Click **Create** when you are finished; the item will then appear on the main promotion list. If you need to update it for any reason, simply click on the name of the promotion.

Book Add Media

Book Add Media allows you to link images and/ or multi media content on a specific webpage within your site. You will first need to add the image/ multi media item through **Images/ Media** as described on page 15.

To link an image to a particular page: (follow same instructions if adding video)

- Assuming the image you want is already stored on the site, click on **Create New** and a set of fields comes up. (a red * denotes a mandatory field)

- * **Book Name**: Takes you to a list of titles currently on your site. Choose from the list.

- * **Image Name**: Takes you to the list of images located on the **Images/ Media** menu. Choose from the list.

- **Caption**: Allows you to label the picture.

- **On Hover**: Refers to what appears when a cursor is dragged across the image.

- **HREF**: If you want the image to have a weblink behind it, you must put the URL here (http://www... for links off of your website or /pagename for pages within your site; see page 26 for more information).

- * **Position**: Allows you to choose where you would like the image to be displayed on the site - you can place the image on the page header, in one of the side menus or in the middle of the page. Below are examples from Frances Lincoln Publishers Ltd:

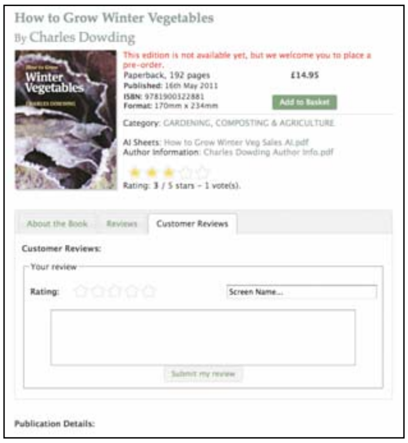
Mid Page image

Side Menu image

Images that have been successfully linked through this page will appear in the **Book Add Media** menu. Should you want to make any changes to images already linked to particular pages or to delete images altogether, then you can do so through this menu.

Reviews Admin

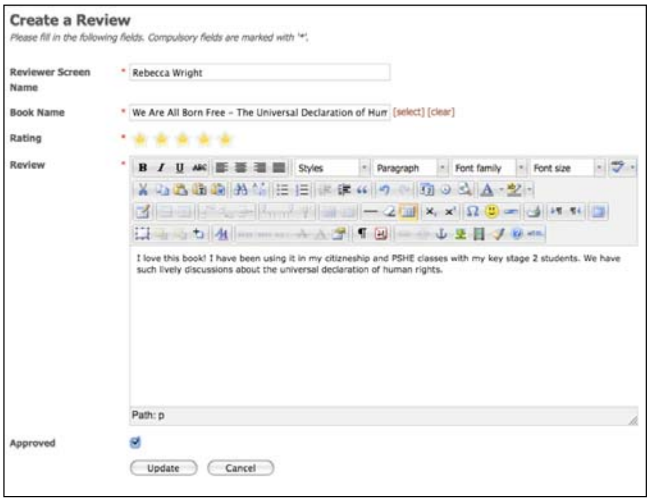
You will establish during the developmental stages of your website with Stison whether you would like a review function to be available to your website visitors. The image to the right gives you an example of this function as it appears on the Green Books website. You can turn this function on and off through the general configuration of your website which will be discussed in a different user manual.



Assuming that your website is set up to allow for customer/ visitor reviews, then this part of **Web Manager** is relevant to you. The main menu screen will display reviews as they are added to your website by visitors. They will sit in this screen until you have manually approved them.

To approve a review:

- Click on the relevant item from the list of reviews currently sitting in **Review Admin**. You will be taken to a screen as displayed in the following image:



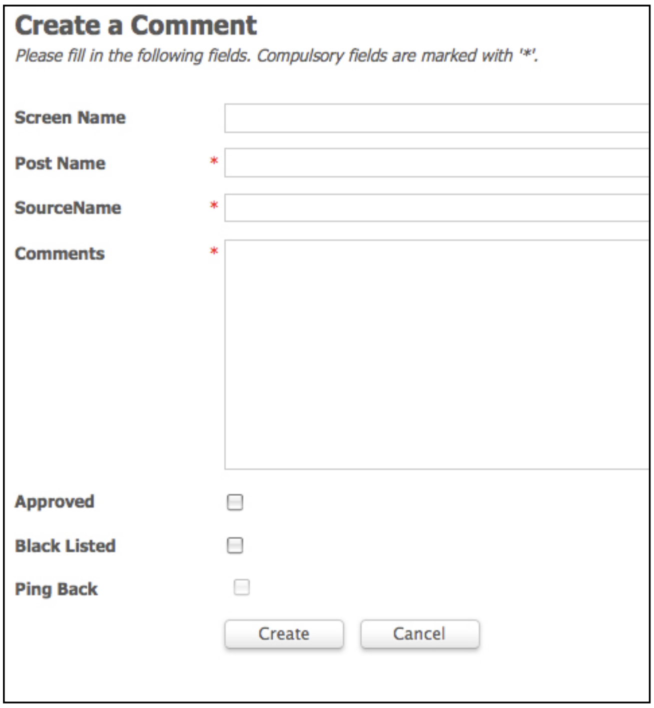
- If you are happy with the review, then approve it by ticking the box at the bottom of the screen and clicking **Update**. The review will then be displayed on your website in the relevant book's page. You will also notice that the item will no longer appear in the main **Reviews Admin** list where you first accessed it. In order to access it at a later for any reason, you will need to click on **List Approved** at the top of the main screen.

- If you want to delete the comment, then do not tick the **Approved** box, click **Cancel** and then delete it from the main **Reviews Admin** list.

Comments Admin

Assuming that you have a blog on your website, then this part of **Web Manager** is relevant to you. The main menu screen will display comments as they are added to your blog by visitors. They will sit in this screen until you have manually approved them. Instructions for approving blog comments follow the same format as approving **Reviews** (see page 23 for more information).

Click on **Approved** if you are satisfied with the comment.



Create a Comment

Please fill in the following fields. Compulsory fields are marked with ''.*

Screen Name

Post Name *

SourceName *

Comments *

Approved

Black Listed

Ping Back

Create Cancel

Unlike with **Reviews**, there are two other items to consider for **Blog Comments**, though you can leave them unticked if you prefer:

Black List: If your blog is being continually commented on by someone who you do not want posting on your website, then you can black list them by ticking here.

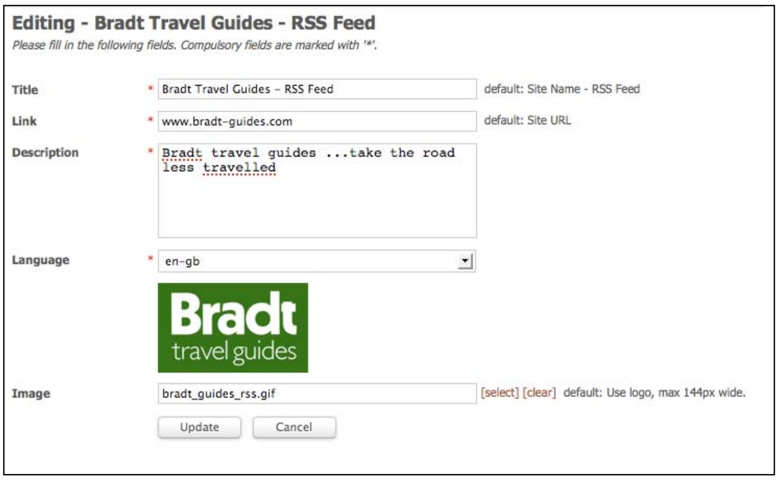
Ping Back: If the comment to your blog comes from someone else's blog, then you can click on **Ping Back** in order for the details of your blog post to then be displayed on the other blog. This is essentially referencing back and forth between blogs.

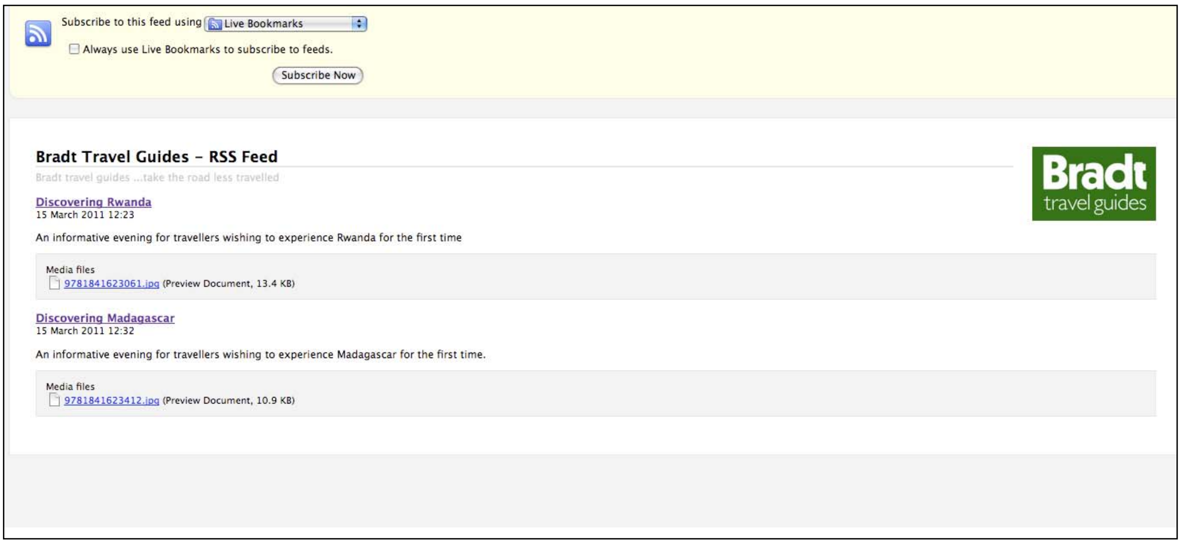
Stison Ltd. 47 Wellington Square, Hastings, TN34 1PN
Tel: +44(0)20 7183 1476
info@stison.com
www.stison.com

RSS Config

This part of your **Web Manager** system is relevant if you intend to have an RSS feed on your website. It is through **RSS Config** that you will initially set up this feed. From there, you don’t need to access this page again unless you add further RSS feeds to your system.

Following is an example of an RSS feed from the Bradt Travel Guides Web Manager system and then an image of how it subsequently appears online.





The RSS feeds are useful because you can link them with a Twitter account, thus adding information to more than one stream at a time, but only having to add the information once. This works in much the same way as when you set up your Facebook account to speak directly with your Twitter account.

Odds and ends

Saving your work:

The system is set up to time out after about 30 minutes; if you stop using it and move onto other work, then when you go back in to save your work, you will need to log in again. Your work will thus not be saved and you will need to start over. Ensure you save your work as often as possible.

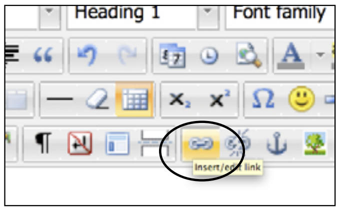
File Sizes:

The file size for items added to the site, such as images, videos, documents, etc are all limited to the MAX_UPLOAD_FILE_SIZE in .htaccess. Ask your web administrator to increase this value if you suspect that this limitation is restrictive.

Hyperlinks:

You can add hyperlinks to your pages in order to direct visitors to other relevant content within your site or to link out to other websites. They can be added to pages where you can add text: **Page Admin**, **Events** and **News**.

- Highlight the text you want to add the hyperlink to and then click on the '**Insert/ Edit Link**' button. A set of fields will come up.



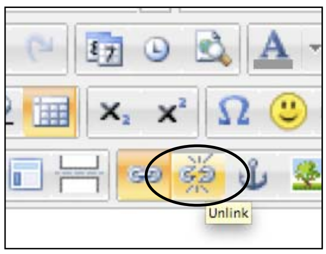
- **Link URL** - This is where the hyperlink goes. If you are linking to another website, type in the full URL inclusive of **http://**. If you are linking to a page within your own site, simply type in a variation of the following: '**/about_us'**. See page 10 for more information.

- **Target** - This drop-down menu gives you a set of options regarding how the visitor should be directed to the link (in a separate window, overriding the current window, etc).

- **Title** - This is the text that will come up when you drag a cursor over the hyperlink.

- When finished, click **Update** and the text within the page will appear as a hyperlink. (eg. www.garneteducation.com/about_us.html or Visit the Garnet Education Website).

- If you want to remove the hyperlink after you've set it, simply highlight the text again and click on the '**Unlink**' icon.

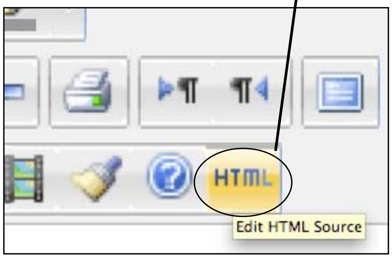


Odds and ends

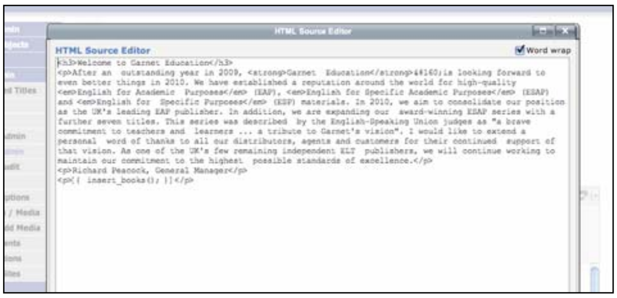
HTML:

The website automatically generates HTML coding behind the text when you add content to web pages. Viewing the coding can help when encountering problems to things like the text styles.

Click on the **HTML button** in one of your pages.



Below is an image of the screen with the HTML coding that then comes up.



If you feel comfortable adjusting the coding, then cut the text and paste it into Notepad (or if you're working from a Mac, paste it into a programme that will strip the text of all its coding). Make your changes and save the file as '.html'; open it in a web browser so that you can view the content before adding it to the website. This allows you to work out any kinks along the way. Bear in mind that the stylising, which is specific to your website (the colour of the font, for instance) will not be reflected in the new browser. You are viewing the text simply to make sure words aren't spilling over the side of the page, to ensure that the coding isn't making the content wonky in any way. When the text is ready, cut and paste it back into the HTML screen within the relevant page in **Page Admin**. Then click **Update**.

Email Addresses: To add an email address within the content of a page, follow this general template: '*#miles@stison.com#*'. Putting the hash marks on either side of the email address ensures that no outside source to your website can harvest the information. No longer use '*mailto:*'

Some useful, basic HTML tags to stylise your text:

- ****xxxx**** - Bold
- **<p>**xxxx**</p>** - New paragraph
- ****xxxx**** - Italics
- **<p style="text-align: center;">** - Will centre the item on the page; you do not need a closing tag in this case. This is used when adding a YouTube clip to a page; add the coding just before the YouTube link. (For more information about adding YouTube clips to your web pages, go to page 13)