

Drive By Websites

USER MANUAL

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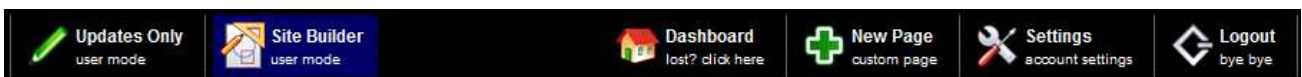
Introduction

This User Manual is the complete guide to creating professionally designed websites. It's been written to assist people looking to either build their own website or need some assistance in respect of updating their website utilising our award winning system. It's perfect for beginners and the more experienced web developer.

User Modes

What are User Modes?

User Modes are the means by which the system is made relevant to your website development experience. You can switch between user modes at any time by clicking the new user mode in the top left of the screen. The image below shows you what you should be looking for.



Updates Only

This mode is perfect if all you want to do is update your existing website and pay for invoices. For this reason, "Creating New Pages", "The User Dashboard" and "Configuring The Web Design", etc are all hidden from you, as the user, in this mode.

Site Builder

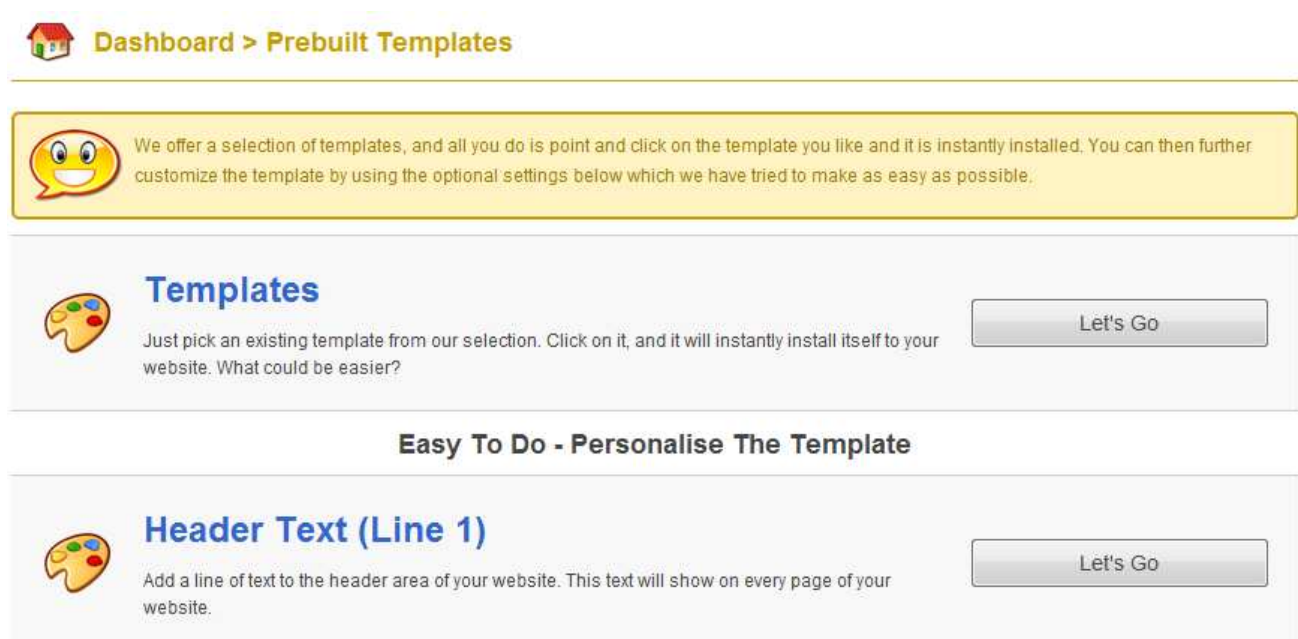
Site Builder is for our clients looking to build their own website. Included in this mode are many more features such as creating "Related Pages", "Custom Templates", "Designs", "Standalone Pages" and much more...

Basic Tasks – Website Builder Mode

Web Design – Prebuilt

If you're in a rush and you need to get your web design done quickly, you can use a prebuilt template. You literally just point and click on the template design you want to apply to your website. Then customise it with up to 3 lines of text in the header, add a logo and change the background colour.

From your dashboard, scroll down and click "Prebuilt Templates". You will then see a page similar to the one shown below:



The screenshot shows a dashboard interface for selecting prebuilt templates. At the top, there is a breadcrumb trail: [Dashboard](#) > [Prebuilt Templates](#). Below this is a yellow informational banner with a smiling face icon and the text: "We offer a selection of templates, and all you do is point and click on the template you like and it is instantly installed. You can then further customize the template by using the optional settings below which we have tried to make as easy as possible." The main content area features a section titled "Templates" with a paint palette icon. Below the title is the text: "Just pick an existing template from our selection. Click on it, and it will instantly install itself to your website. What could be easier?" To the right of this text is a "Let's Go" button. Below the "Templates" section is a heading "Easy To Do - Personalise The Template". Underneath this heading is a section titled "Header Text (Line 1)" with a paint palette icon. Below the title is the text: "Add a line of text to the header area of your website. This text will show on every page of your website." To the right of this text is another "Let's Go" button.

Select A Design

Now click the "Templates" link, or click the "Let's Go" to the right of the templates heading. Then select which template design you like and it will instantly be installed. Just keep clicking new templates until you find the one you like. PLEASE NOTE that they are instantly applied to your site! The templates page looks something like:

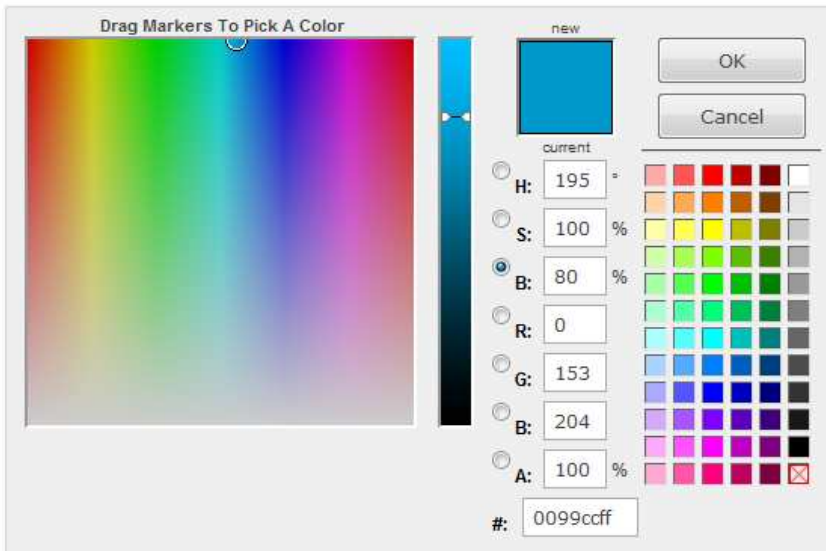


Just point and click on the template that you want to install. Please be aware that the template is instantly installed and new visitors to your website will see it instantly! If you have a "Bespoke Template" it will be **REPLACED** with the template you select below. This feature was recently installed and we plan on adding hundreds of templates for you to choose from in the near future. Including "themed" templates. So please remember to keep checking back here.



Change The Background Colour

Now go back to the previous page with all the headings on... and click "Background Colour". Select the colour you want and click the "OK" button. Once you find a background colour that you like, click the "Save & Go Back" button. The background colour selection page will look something like:



Save & Go Back

Customise It With Text

Now go back to the previous page with all the headings on... and click “Header Text (Line 1)” or whichever line of text it is you want to work on. You will then see a page like follows:




The screenshot shows a web editor interface. At the top, there is a breadcrumb trail: [Dashboard](#) > [Prebuilt Templates](#) > [Header Text \(Line 1\)](#). Below this is a toolbar with tabs for **Font**, **Text**, **Size**, and **Colour**. A yellow instruction box contains a smiley face icon and the text: "Click a new font below and it will be applied to the text in the header. Remember that you can reposition the text by holding the mouse cursor over the header you want to move, hold down the left mouse button and drag it to its new location." Below the instruction box is a "Page:" selector with a grid of numbers from 1 to 36, where '1' is highlighted. The main area displays a grid of font samples. The first row shows two boxes: the left one contains "AaBbCc DdEe FfGgHhIiJkKlMm" and the right one contains "AaBbCc DdEe FfGgHhIiJkKlMmNnO". The second row shows two boxes: the left one contains "AaBbCcDdEeFfGgHhI" and the right one contains "AaBbCcDdEeFfGgHhIiJj". The third row shows two boxes: the left one contains "AaBbCcDdEeFfGgHhIiJjK" and the right one contains "AABBCCDDEEFFGGHHIIJJKKL". The fourth row shows two boxes with partially visible text.

First of all you need to click the “Text” tab, enter some text in the box and click “Apply New Text”. Wait for a second and it will appear in the header of your page. Then adjust the size, colour and select a new font for it. Once you’re happy, click “Go Back” and then add more lines etc. To delete a heading just delete the text in the textbox and click “Apply New Text”. To move the heading just click on it with your mouse, hold down the left mouse button and move it to where you want it to be positioned. Let go of the mouse button when you’re done.

Add A Logo

Now go back to the previous page with all the headings on... and click “Logo”. You should then see a page like:

Image



Select an image that can then be moved around in the header of the site by drag and dropping it where you want it. When you upload an image of your own, for best results use one with a transparent background. When you upload an image it is NOT resized automatically (unless it is larger than 900px by 900px since it would be too big for these templates). This means you will need to resize the image to the correct dimensions so that it fits in the header area BEFORE uploading it. If this has confused you, we recommend you skip this section.

Your Own Images [Manage Images](#)

No Image




[Save & Go Back](#)

Click “Manage Images” and you will then get something like so:

Filter Selected folder

[Upload](#) [Refresh](#)

Categories

-  rentasitedirect
-  History
-  Favorites

Folders

Page 1 of 1 View mode: Thumbnails 25 images/page

Then click “Upload”... browse for the image (logo) you want to add to your site and click “Upload”. Then once it’s done you should get a message. Click OK, then close the upload box (click the X or click cancel). Now click on the thumbnail of your logo.

The page should reload, click the logo again and it will appear in your header. Then drag and drop it to position it in the header area.

Web Pages

The web pages contain the actual content of the website. Such as an “About Page”, “Home Page”, “Welcome Page”, “Services Page” and “Contact Page”, etc...

Create A New Page

Click the “New Page” text at the top of the page:



You will then get a page like:

New Page

Page Title

Enter the title of the new page such as "Contact Us", "About Us" or "Pictures".
TIP: You can create multiple pages at the same time by separating each page with two colons. For example, to create 3 pages (maximum of 10 at once) you would enter the following: Contact::Gallery::Pictures

Select A Template

By selecting a template you can have a page layed out for you as a starting point. You then just edit the content!

[Create Page](#)

Type in a name for the page in the box, and click “Select Template” to show you a range of prebuilt page templates.


Template

Login / Register Resellers Only	Client Login Resellers Only	Client Registration Resellers Only	Welcome Reseller Prebuilt	Screenshots Reseller Prebuilt
 select template	 select template	 select template	 select template	 select template
Competitors Reseller Prebuilt	Payment Terms Reseller Prebuilt	FAQ Reseller Prebuilt	Home Page (Style 1)	Home Page (Style 2)

Find the template you want to use and click “Select Template” and it will become highlighted. Then scroll down and click “Create Page”. You will then be re-directed to the new page that has just been created.

Move Content Around

To move content around on a page simply hover your mouse over what it is you want to move and the section of the page you are going to move becomes highlighted. A little toolbar will also popup. Move your cursor over the “Move” icon and hold your left mouse button down. Drag the mouse up or down the page to re-position it and let go of the mouse button when you are happy with the new position. The picture below shows a box being moved.



Heading Goes Here

Fusce lobortis elementum ipsum, ut aliquet tellus tempor ac. Etiam ultrices posuere ornare. Duis rutrum arcu at purus malesuada viverra. Vestibulum vitae justo tortor. Sed varius bibendum enim, sed adipiscing velit feugiat vitae. Cras sit amet arcu enim. Morbi euismod fermentum ante ut aliquam. Quisque sed facilisis quam. Maecenas quam metus, vehicula sed convallis eu, fringilla ac mi. Nam id magna vitae sem blandit lobortis.



Heading Goes Here

Fusce lobortis elementum ipsum, ut aliquet tellus tempor ac. Etiam ultrices posuere ornare. Duis rutrum arcu at purus malesuada viverra. Vestibulum vitae justo tortor. Sed varius bibendum enim, sed adipiscing velit feugiat vitae. Cras sit amet arcu enim. Morbi euismod fermentum ante ut aliquam. Quisque sed facilisis quam. Maecenas quam metus, vehicula sed convallis eu, fringilla ac mi. Nam id magna vitae sem blandit lobortis.



Fusce lobortis elementum ipsum, ut aliquet tellus tempor ac. Etiam ultrices posuere ornare. Duis rutrum arcu at purus malesuada viverra. Vestibulum vitae justo tortor. Sed varius bibendum enim, sed adipiscing velit feugiat vitae. Cras sit amet arcu enim. Morbi euismod fermentum ante ut aliquam. Quisque sed facilisis quam. Maecenas quam metus,

 Edit  Move  Clone  Delete

Add Additional Content Using Templates

Let's say you want to add another paragraph of text or a list to the page. Scroll down to the bottom of the page until you see what looks like that shown in the image below:



HOW DO I ADD MORE CONTENT TO THIS PAGE?

To add content to this page just select what you want to add from the boxes below, and follow the instructions.

▼ Text (9)

Heading
A straight forward, large heading used mainly at the very top of a page.
[Add To Page](#)

Sub Heading
Slightly smaller than a regular heading, often used in multiple places around a page.
[Add To Page](#)

Paragraph
A single paragraph of text which can be of any length.
[Add To Page](#)

Bulleted List
A list of items each with its own bullet point.
[Add To Page](#)

Numbered List
Similar to a bulleted list, but this time with numbers that are automatically generated (no need to manually keep the numbers in the correct order).
[Add To Page](#)

▶ Images (2)

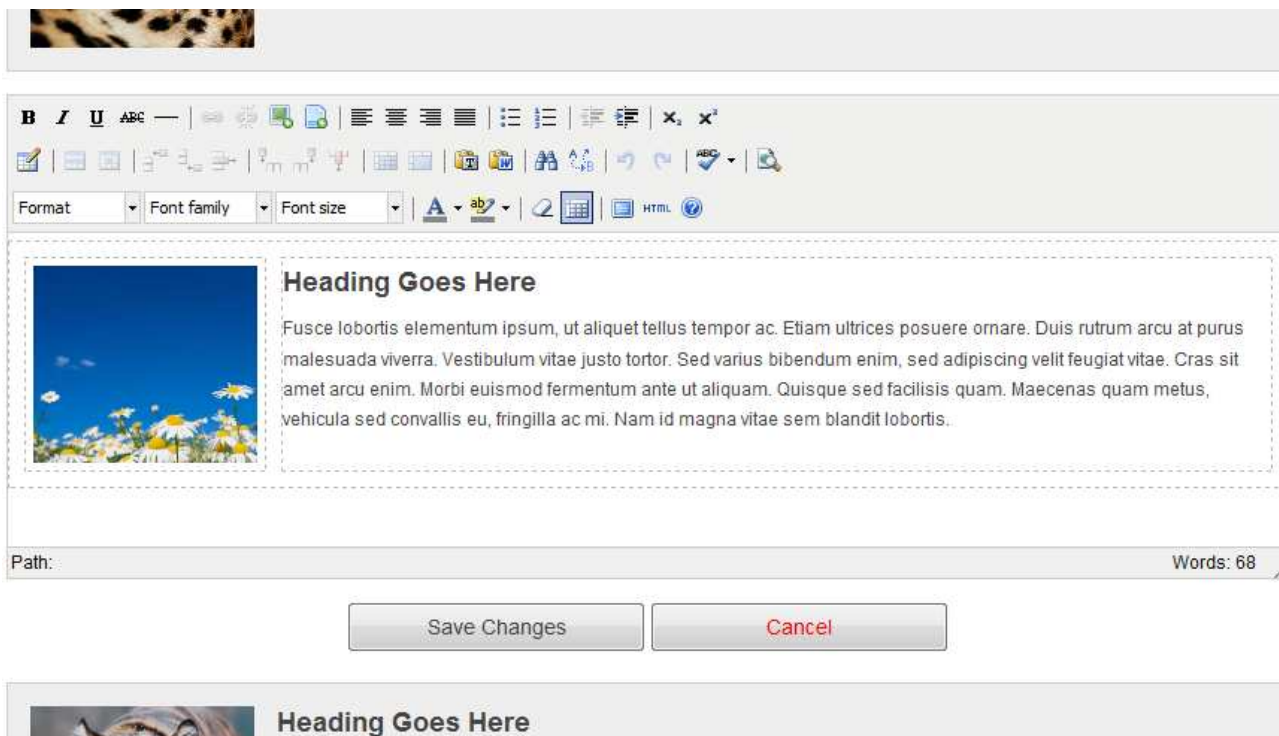
▶ Reseller Goodies (2)

Click on “Add To Page” for whatever it is you want to add. Then some options will come up specific to what you have selected. Fill in the options and click the new “Add To Page” button. Once clicked, it will appear at the bottom of your page. Scroll up a little and you will see it.

Modify Existing Content

Hover your mouse over the text that you want to change and click the “Edit” icon that appears in the toolbar on the right. Once clicked, wait a few seconds (depending on how fast

your internet connection is) and you will get something similar to what is shown in the image below.

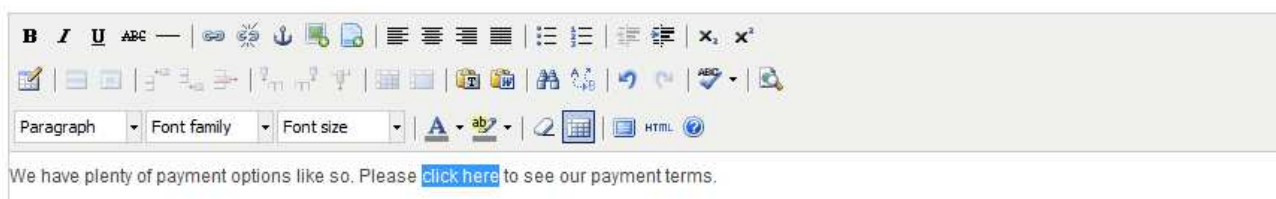


Notice that the edit tools are similar to Microsoft Word? That's because they are supposed to look similar so there is a good chance you will already know how to edit the content. Just select some text, click "B" and it becomes bold! Easy as that! Hold the mouse cursor over the icons for a few seconds to see what each one will do. Click "Save Changes" once you are happy with what you have changed.

Creating Links

If ever you want to create a link i.e. if someone clicks some text or an image and you want them to be sent to another website like Google.com or a page within your own website. Then you do so by creating a link (or hyperlink to be exact).

To create a link, all you do is go to the page where you want to add the link. Click "Edit" in the toolbar that appears when you hover over what you want to turn into a link on the page. Then highlight the text or image that you want to turn into a link like this:



As you can see, I have highlighted the “click here” text using my mouse cursor in exactly the same way as you would make text bold, italic, etc. Only instead of clicking the “B” icon, click the picture with the 3 chain links (hold your mouse cursor over the icon and it may say “Insert/Edit Link”). Click that icon and you will get a popup window like so from which the next steps below will follow.



Creating Links To Other Web Pages On Your Site

First of all you need to find out the web page’s address. To do this, make sure your browser’s status bar is viewable - it’s usually just a blank bar at the bottom of the page which keeps you informed about such things as page loading. One feature of the status bar is that it will show you the URL of a link before you click it, so you can see where you will go before having to click the link. Using this, just move your mouse cursor over the web page link that you want to link to and it will look something like this:



I moved my mouse cursor over the “Payment Terms” link in the site header, and the status bar in the bottom of the browser showed what you see in the image, write it down:

<http://rentasiteresellers.office/1107/payment-terms>

Go back to where you want to add the link, and from the “Insert/Edit Link” popup window, just enter everything after the number, remember to include the forward slash in front of it like so:



Click “Insert” and save the changes to the page once you are finished making any further modifications.

Creating Links To Other Websites (Not Your Own)

From the “Insert/Edit Link” popup window click in the box next to “Link URL” and type in the website address you want to go to such as:

<http://google.com/> or <http://amazon.co.uk/product/12/cool>

and click “Insert”. Then click “Save Changes” once you have finished adding links to that section of the page.

Creating Links That Open In A New Window

From the “Insert/Edit Link” popup window you will see a heading that says “Target” with a drop down box next to it. Simply select “Open In New Window (_blank)” from within the drop down box. Then click “Save Changes” once you have finished modifying that section of the page.

Creating Picture Links

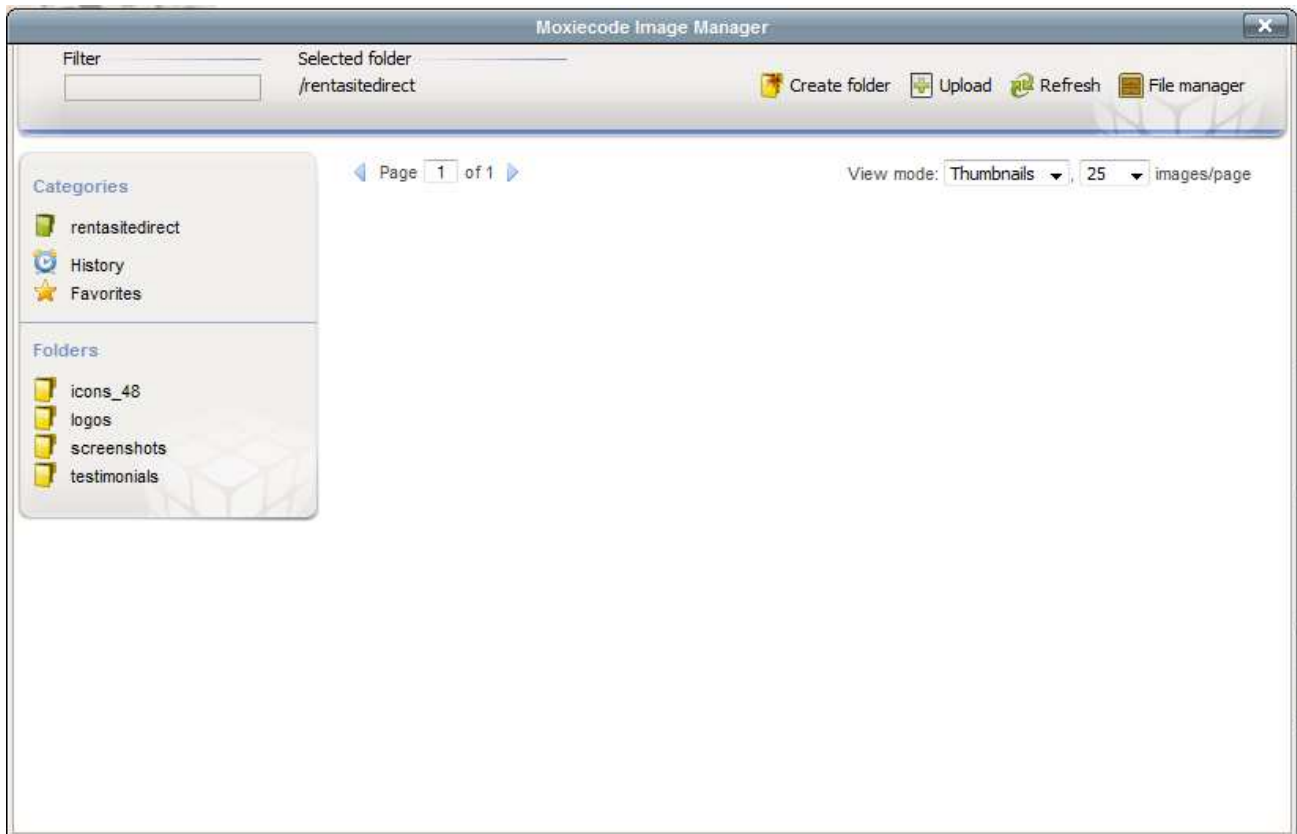
Exactly the same procedure for turning text into a link, except this time just click on the image you wish to make into a link instead of highlighting some text. The process is then the same as making text into a link from then on.

Removing Links

Click the link, and then click the icon next to the link’s icon. The icon will look like 2 chain links broken apart. Click that, and the link will be removed. Another way that might work depending on which web browser you are using is just by right clicking your mouse on the link, and then select “unlink” from the drop down menu.

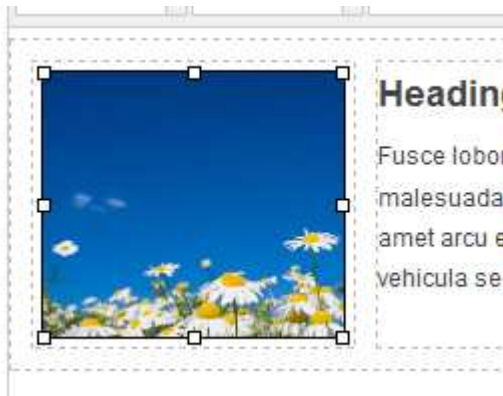
Add/Replace/Resize An Image

After carrying out the step above “Modify Existing Content” to the point where you load up the editor, then click where you want the image to go, for example, at the start of a paragraph of text. Then move your mouse cursor along the top row of icons until you see one that looks like a picture with a + sign on it. If you leave your mouse cursor on the icon for a second or two it may come up with some text saying “Insert Image”. Click the icon and you should get something similar to this:



This is where all your images are stored. You can create folders to store/group images in. We recommend that you create one folder for each web page, for instance, if you are adding images to a Services' Page, create a folder called “Services” and click the folder to insert images in it. When you want to upload an image to your website, click upload and follow the on screen instructions. You will then return to the image manager screen, click the thumbnail version of the image that’s automatically produced and it will be inserted into your page.

To re-size an existing image, click on the image you want to re-size. By clicking on the image, little white boxes will appear around it like so:



Now hold your left mouse button down on one of the little boxes that have appeared and drag your mouse to resize the image. The boxes in the corners will prevent the image from becoming distorted as you re-size it.

To change an image, click on it as if you were going to re-size it, then click the “Insert Image” icon as you did earlier, select the new image, and it will replace it. Re-size the new image as required.

Tweak Page Settings

Scroll down to the bottom of the page you want to tweak, and click “Page Settings” located in the Post-It-Note on the right and you will get something like this appear:

Page Details	
Page Title <input type="text" value="Screenshots"/>	Enter the title of the new page such as "Contact Us", "About Us" or "Pictures". This will display as the clickable link to this page.
Related To <input type="text" value="Not Related To Any Page"/>	An example would be individual products being related to a main product's page.
<input type="checkbox"/> Make My Homepage	The first page a visitor will see when viewing yoursite.com. Tick the box to make this page your new home page.

Save Page Settings

Cancel

Make the changes to the page and click “Save Page Settings” once you are done.

Publish/Unpublish A Page

Scroll down the page you want to publish or unpublish until you see one of the little boxes in the pictures below and click the relevant button:

THIS PAGE IS NOT YET PUBLISHED!
When you are happy for this page to show on your website, click "Publish This Page" below.

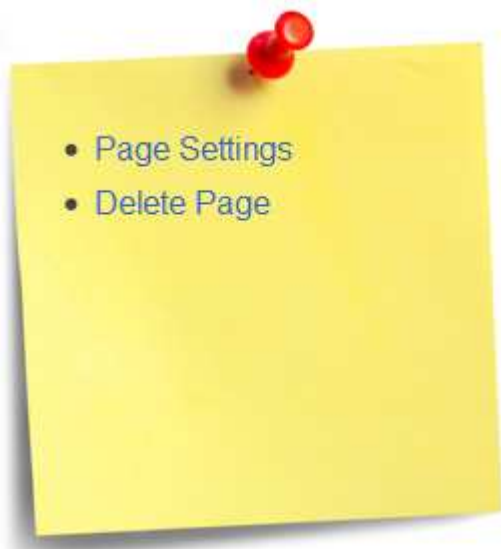
PUBLISH THIS PAGE

THIS PAGE IS PUBLISHED!
If you want to hide this page from your site's visitors, click "Unpublish This Page" below.

UNPUBLISH THIS PAGE

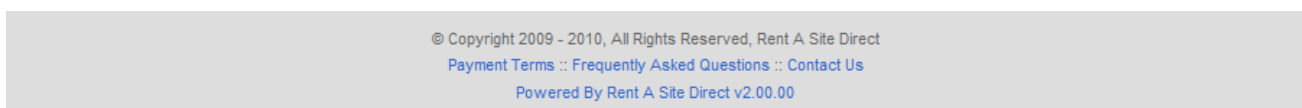
Delete A Page

Scroll down to the bottom of the page you want to delete and located in the Post-It-Note will be a blue link saying "Delete Page". Click it and an alert will popup confirming that you want to delete the page. The Post-It-Note looks something like this:



Footer

The Footer is the part of your website that's located at the bottom of every page and is the same on every page of your website. Below is an example of a Site Footer:




Amend The Information & Show Powered By










You can make amendments to the information displayed in the footer by clicking "Settings" in the top panel:



and then click "Footer Information". You should end up with something like this:

Footer Text

 Enter the text you want shown in the footer of your website (shown on every page).
Note: Putting ##COPYRIGHT_DATE## in your footer will be replaced with the correct copyright date(s) when it is shown on your website.
Note: If you delete all the footer text and save it, the default footer text will be automatically created for you.

B *I* U ABC |     |    | x_2 x^2 |  HTML 

© Copyright ##COPYRIGHT_DATE##, All Rights Reserved, Rent A Site Direct
[Payment Terms](#) :: [Frequently Asked Questions](#) :: [Contact Us](#)

Path: Words: 17

Other

Show "Powered By _____"

Yes - Helps to keep our prices low due to the exposure.

If you go to the bottom of this page you will see a link in the footer saying something like "Powered By _____ v2.00.00". This gives you the option of removing this text from your website to hide the fact you're using a 3rd party system to create and host your website.

You can then modify the text that's displayed in the Footer and you can select if you want to show or hide the "Powered By" information on your website.

Intermediate Tasks – Website Builder Mode

Standalone Web Pages

The only way in which Standalone Pages differ from regular web pages is that Standalone Pages are not automatically linked in i.e. there is no page link produced in the Header Section of the page for you. Instead, you need to link to it manually such as by adding a link to it from another web page, telling people about the link or adding a link to it in the Site Footer. Example uses of Standalone Pages are Terms & Conditions and Privacy Policies both of which are often not wanted in the main navigational area of the website.

Creation Of

On your dashboard, click “Standalone Pages” and you should have something like this on your screen:



[Dashboard](#) > [Standalone Custom Pages](#)



You can manage your standalone web pages below. Standalone pages do not appear in the sites main navigation system. Instead you must manually link to them via their URL. Examples are Terms & Conditions or Privacy Policy.

URLs on Rent A Site: When you want to put a link on your own website (this one), please use the shorter address:

`/ID/PAGE-KEYWORDS`

URLs anywhere else (leaflets, business cards, emails, etc): please use the full address:

`http://rentasitedirect.office/ID/PAGE-KEYWORDS`

Published Pages

Page Title	Public URL		
Payment Terms	/1082/payment-terms	unpublish	delete
Frequently Asked Questions	/1083/frequently-asked-questions	unpublish	delete

Unpublished Pages

Page Title	Public URL
------------	------------

[Create New Page](#)

Click “Create New Page”... create the page then as normal.

Managing

To get back to the Standalone Page’s screen at a later date you can do so by going to your dashboard and clicking “Standalone Pages”. From here you can create more Standalone

Pages. All your existing Standalone Pages, sorted by published and unpublished, are stored here.

Linking To

Go to your dashboard and click “Standalone Pages”. You will then see a column heading saying “Public URL”. Copy or write down the public url of the page you want to link to. Then go to the page on your website that you want to link to the Standalone Page from. Create a link as normal (see the section on “Tasks for Beginner User Mode -> Web Pages -> Creating Links” in this User Manual for more information on this) This time when you enter the URL enter in the URL you copied or wrote down earlier and click “insert” once you are done, it should look something like this:



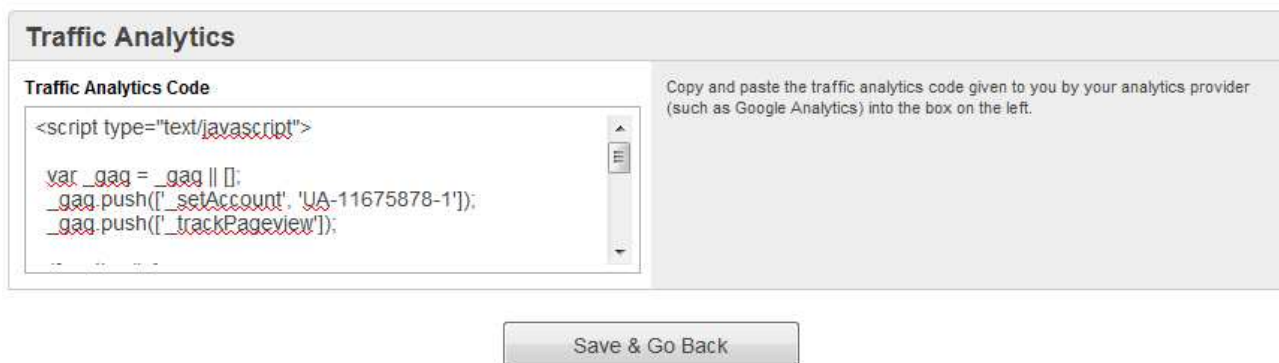
Google Analytics Installation

Click “Settings” in the top right of your website:



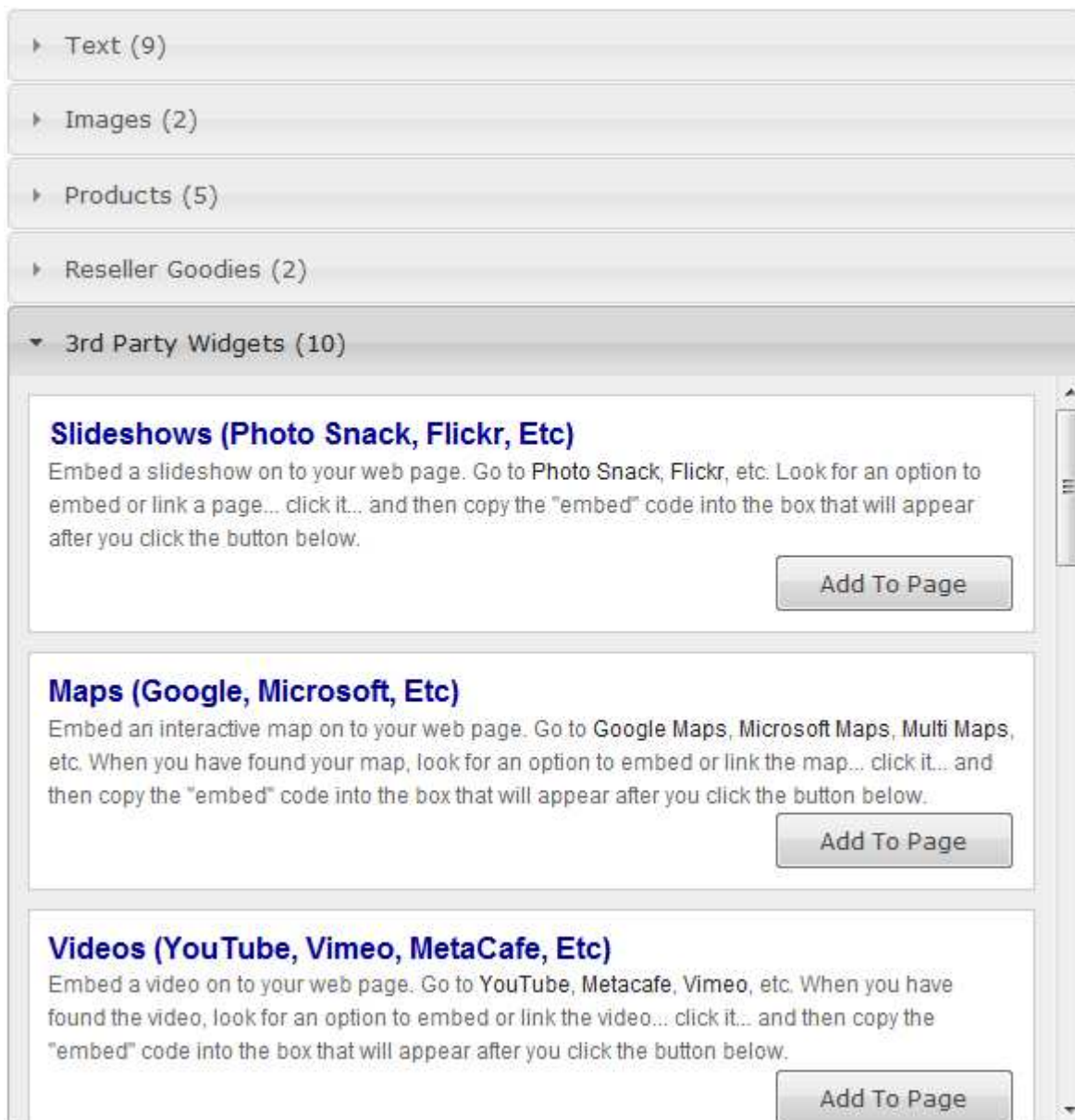
Then click on “Traffic Analytics”. You then need to get your <http://analytics.google.com> / account, finish the registration pages and at the end you will be given some code. Copy and paste the code into the box we provide you with and click “Save & Go Back”. It should look something like this:

 [Dashboard > Account Settings > Traffic Analytics](#)



Adding 3rd Party Widgets To Pages

Do you have an account on another website and wish that you could include some of that content on your own website? Maybe add a video from youtube or a feed from Twitter? This is how you do it! Go to the page on your site that you wish to add the content to and scroll to the bottom. You then need to click on “3rd Party Widgets” and you will see a list of websites come up, something like below:



YouTube Videos

Click the “Add To Page” button on the Videos section. You will then see a box appear with the heading “Embed Code”. All you have to do now is go to youtube.com and find the video you want to use on your website. Then click the Embed link... you should end up with something like this:

The screenshot shows a YouTube video player interface. At the top, there is a video player with a black screen and a logo for 'iVIDEO WORDPRESS.COM' in the bottom right corner. Below the player, the video title 'SatanicNun' and the date '24 January 2007' are visible. The view count '15 923 849' is shown in the top right. Below the video, there are buttons for 'Like', 'Comment', 'Save to', 'Share', and '<Embed>'. The '<Embed>' button is highlighted, and a tooltip says 'Get video embed code'. Below this, a text area contains the following HTML code:

```
<object width="480" height="385"><param name="movie" value="http://www.youtube.com/v/0_fPV13lKm4?fs=1&hl=en_GB"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param></object>
```

Below the code, there is a small video player thumbnail. Underneath the thumbnail, there is a text box with the following text:

After making your selection, copy and paste the embed code above. The code changes based on your selection.

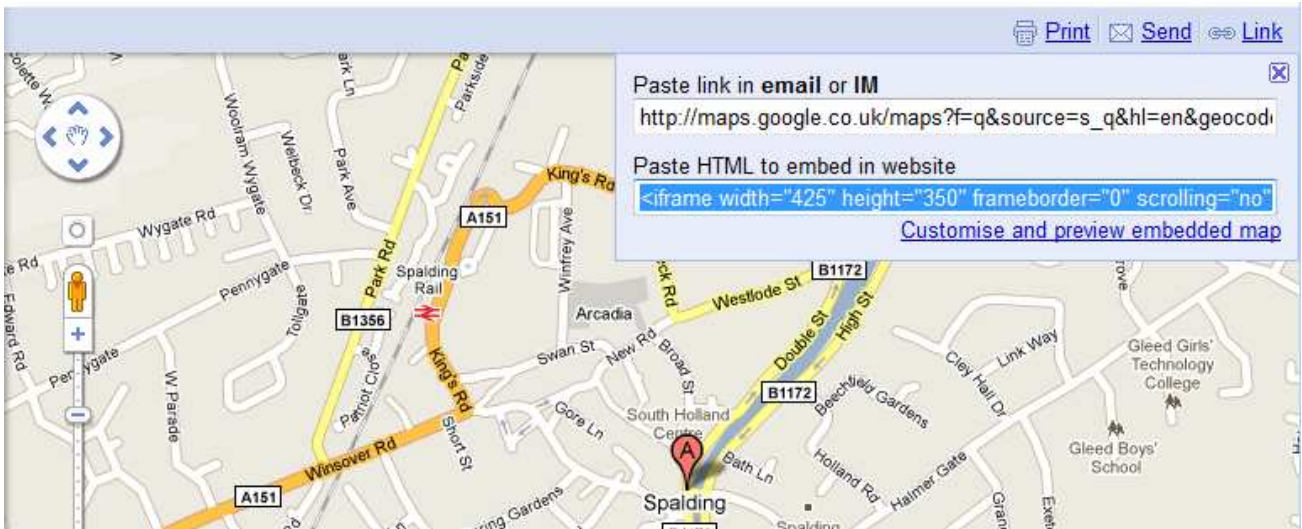
Below the text box, there are two checkboxes:

- Include related videos
- Show border

Notice the highlighted code... starting with "<object... " - copy it and paste it into the embed code box on your website. Click "Add To Page" and it will appear at the bottom of your page.

Google Maps

Click the "Add To Page" button on the Maps section. You will then see a box appear with the heading "Embed Code". All you have to do now is go to maps.google.co.uk and find the location you want to show on the map. Then click the "Link" link... you should end up with something like this:



Select the “paste html to embed in website” code, copy and paste it into the “embed code” box on your website. Click “Add To Page” and it will appear at the bottom of your page.

Other Embeddable Codes

You will find many websites offer the ability to embed parts of their site into other websites. If you find something else you want to embed, just add it to any of the 3rd party widget boxes. It will work just the same and efficiently if you paste the code for a video into the maps embed code box.

Related Pages

You may on occasions want to create a page such as an “Articles” page. Within this page you would like to have individual articles listed when people click on that page. This is what the related pages section is for. In effect, whenever you want pages to relate to a parent page.

Create A New Page

Create and find the Parent Page such as “Articles” or “Products” first. Then scroll down to the bottom of the page and in the Post-It-Note on the right you will see a link saying “Create Related Page”. Now create the page as normal (see the section in this manual about creating pages for more information on this).

Once the page has been created, it will produce a related page’s menu like so:

What is uPVC	History of uPVC	How is uPVC Made?	How Long Does uPVC Last?
How Does Double Glazing Work?	Care for Your uPVC Frames	Disposing of uPVC	Conservatory Build Time
Conservatory Base Construction	History of the Conservatory	Box Gutters Explained	Conservatory Styles
History of Glass	Glass Types	uPVC Colours	Roof Sheets Explained
How K Glass Works	Building & Planning Regulations	Home Information Packs	Trickle Vents Explained
Say Goodbye To Condensation?	A-Rated Windows	Five Double Decker Buses	World Class Industry - Plastic
Sharing Its Birthday With Polythene	Imagine A Day Without Plastic	An Example of Eco-Efficiency	Price & Value Distinction
The Benefits of Replacing uPVC	Keep Trade Local Petition	New Consumer Protection	Cut Your Energy Bill Costs
uPVC Windows - The Future	Plastics - An Energy Source	Environment Contribution - Plastics	Re-Cycled Plastics
Replace Existing uPVC?	Hoorah for Sash Windows	Bi-Fold Doors Popularity	Windows & The Environment
National Scrappage Scheme	uPVC in Fires	The Ideal Glazing Partner	The Carpenter's Choice

Change The Order Of Pages

Hold your left mouse button down while hovering over a link in the menu and then drag the link to its new position. Let go of the mouse button when you're happy with its new position.

Advanced Tasks – Website Builder Mode

Creating An E-Commerce Website (Using PayPal)

This section is if you want to accept payments online via your website. This is how you do this - via a PayPal account - which we assume has previously been registered. If not, please register an account.

Login to your PayPal account and go to the merchant services page. From there you are looking for something like “Create Buy Now Buttons”, “Sell Single Items” or “Accept Donations”. This website changes all the time but you should be able to find it, just click on a few links until you end up with a page like this:



Create PayPal payment button

PayPal payment buttons enable you to accept payments quickly and easily online with no start-up fees. For more information, see [Website Payments Standard Overview](#).

Use this page to customise your button and create the HTML you'll need to copy and paste into your website. [Learn more](#).

[Having trouble viewing this page?](#)

▼ Step 1: Choose a button type and enter your payment details

Choose a button type Which button should I choose?

Buy Now

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name Item ID (optional) [What's this?](#)

Price Currency [Need multiple prices?](#)

Customise button

Add dropdown menu with price/option [Example](#)

Add drop-down menu without prices [Example](#)

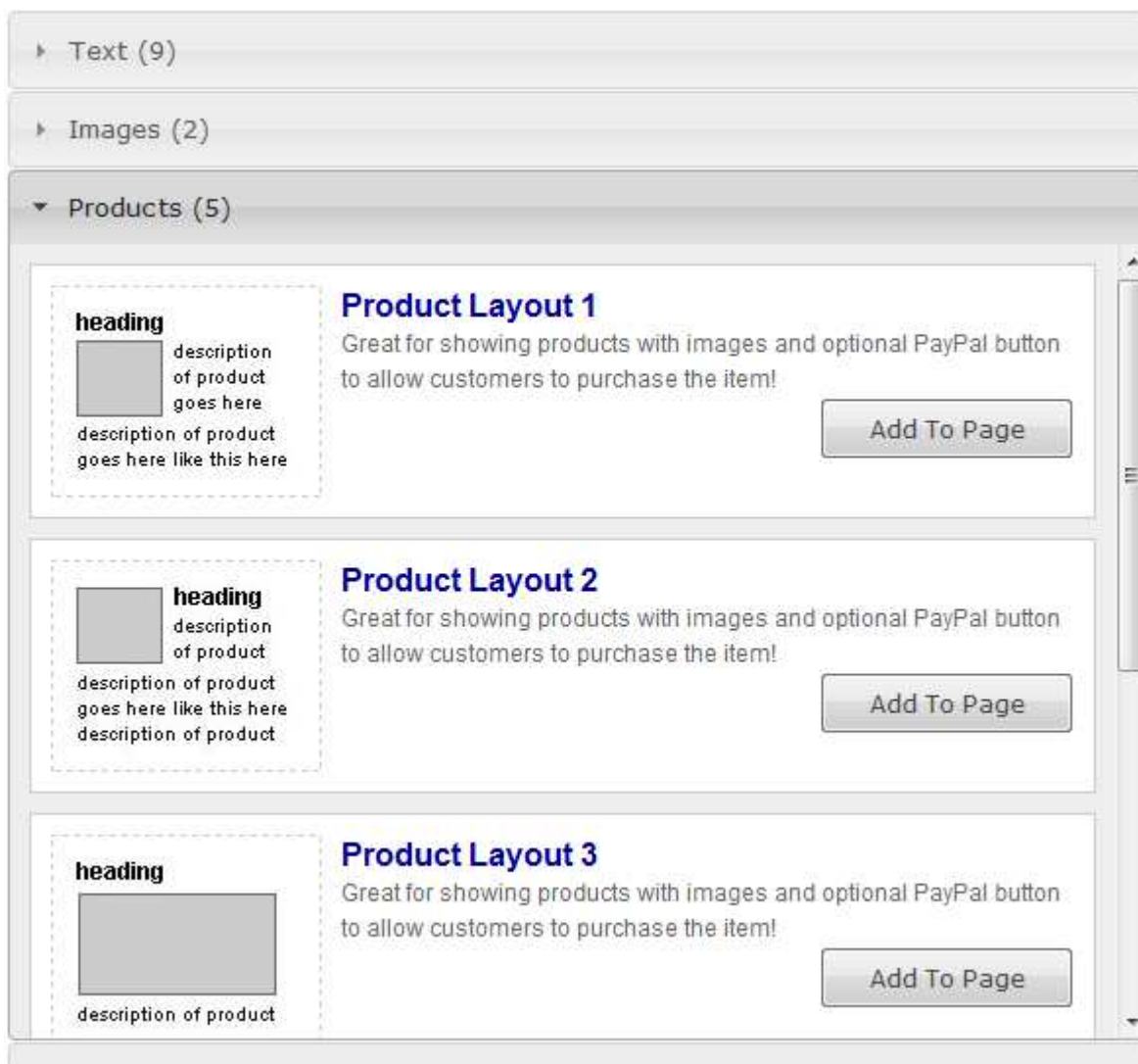
Add text field [Example](#)

Your customer's view

A preview of a 'Buy Now' button. The button is yellow with a black border and the text 'Buy Now' in black. Below the button are logos for Mastercard, American Express, VISA, VISA Electron, and DIRECT Debit.

Choose the button type such as “Buy Now” for a single product with no shopping cart, “Shopping Cart” or for an “Add To Cart” button, and so on... click the button type that suits your requirements and fill in the rest of the form. Click “Create Button”. When you are done, you will be given some code. This is the code you need to copy and paste into the relevant places on your website.

Go to the web page on your website where you want to add the button to. Scroll to the bottom of the page and click “Products”. You should then get something that looks similar to this:




Click “Add To Page” on the layout you like the look of and you will have some settings appear. Select what you feel suits you best and then click “E-Commerce Buttons (PayPal)” to produce 4 boxes like this:

▸ Text (9)

▸ Images (2)

▼ Products (5)


description of product

How many products do you want to add (per row)?
(The more products, the smaller the images will be)

2 Products ▾

Show full size image when clicked?

Yes ▾

>> Product Spacing

>> E-Commerce Buttons (PayPal)

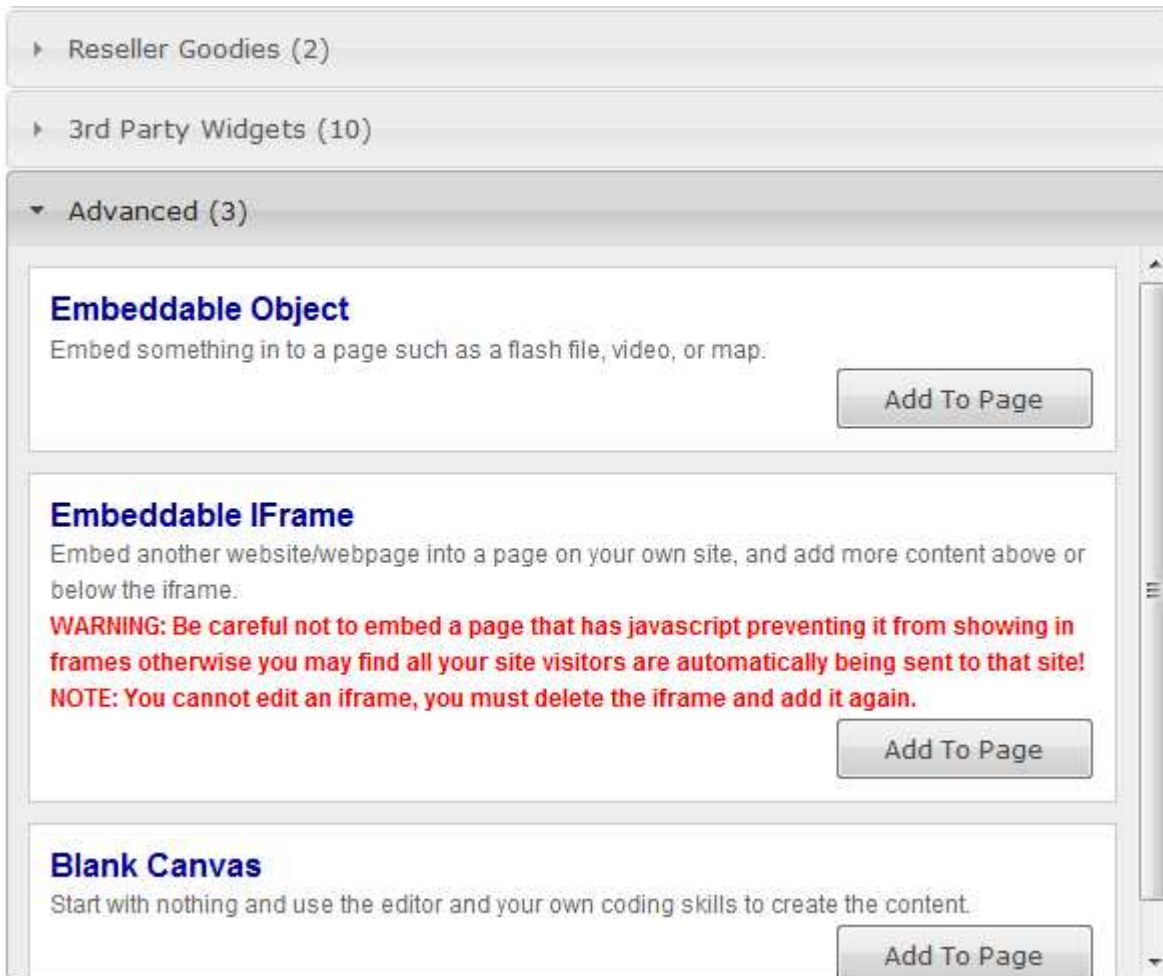
PayPal Button, Product #1 (applies if you selected to show 1 product) - Enter the embed code below...

PayPal Button, Product #2 (applies if you selected to show 2 products) - Enter the embed code below...

Then each time you create a button in PayPal for a product, copy and paste that code in the appropriate box. Click “Add To Page” and when you’re done it will appear at the bottom of your web page. Repeat this for as many items as you want to add to the page.

Embedding A Website Inside Your Web Page

To embed another website directly into a web page on your website you can do so by first going to a page on your site, then scroll to the bottom and click the “Advanced” heading. Then click “Add To Page” for the “Embeddable IFrame” item AFTER reading the warning. Then enter the website in the box provided and click “Add To Page”. It should look like this:



Adding Flash To Your Web Pages

You first need to upload the flash .swf file somewhere on the internet via a web host. Whoever developed the flash file will be able to provide you with some code to embed the flash file with on a website.

Find the page you want to add the flash file to, scroll to the bottom, click the “Advanced” heading, and where you see “Embeddable Object” click “Add To Page”. You will then see an “Embeddable Object Code” box. Paste the code you got from the flash developer in this box and click “Add To Page”. It will then appear at the bottom of the web page.

Advice

Why Should I Even Bother With A Website?

It's expected – every business has a website nowadays. A website inspires confidence and adds credibility to your business. How many times have you Googled a business to find out what its all about and how many times have you contacted an alternative supplier just because your original choice of business didn't have a website or their website wasn't up to scratch?

A website is a powerful marketing tool because you are creating an easy way for people that you meet or people that see your advertisements to get more information about you and your business which is, of course, open 24/7.

You should treat your website like an employee – the qualities you should be looking for:

- Friendly and informative
- Professional at all times
- Able to communicate clearly and concisely
- Interesting and entertaining
- Smartly attired

Your website should be working hard on your behalf and getting results. Very often, this is just not the case and business owners are disappointed and look on their website as a waste of time and money. This need not be the case because by taking on board some of the free advice offered within this section of the User Manual your website could well become “employee of the year”.

Domain Name Registration

A domain name must be registered with a domain registrar before your website can go live. Once your domain is registered, no one else can use that domain name. However, because the internet is worldwide, you need to get your domain name registered NOW before someone else does.

It's entirely your choice which company you choose to register your domain name with. We would recommend godaddy.com because we think you will find that they are very reasonable in respect of the price. But, it is entirely your choice.

Domain Name Selection

The first step to commissioning a website is to purchase your domain name. Your domain name is basically the name of your website, for instance: www.yourbusiness.com or www.yourbusiness.co.uk

With all the different domain names you can register as well as extensions, numbers, hyphens, etc... which do you chose?

If you stick to these guidelines, you should be fine in most cases:

- Choose a name that reflects the very nature of your business.
- Shorter the domain name, the better. This helps to prevent typos and it will also fit easily on a business card, etc
- Stay clear from hyphens – people forget to type them!
- Register .co.uk for local UK based businesses, .com for international. We do, however, recommend you register both, if possible, and promote just the .co.uk domain. This helps in respect of competition because if your clients or potential clients type in .com by mistake then they will be automatically transferred to the .co.uk website. Stay clear from other domain name extensions such as .org, .net, .fm, etc. Many people wouldn't even associate them as a website address!
- Keep numbers out of the domain name or words that have multiple spellings such as 2, two, to, too... if possible.
- Put your most vital keywords in the domain name - but not too many! Remember, the shorter the domain name the better. Usually you want to get the same domain name as your company's name. That way when people search for your company name, your website comes up.

Hosting

Hosting is something that you will never have to worry about because clients' websites created utilising our system are securely hosted by us. By using a specifically chosen third party hosting provider we guarantee to provide you, as a valued client, with a fast, secure and reliable performance at all times. The service setup has been designed specifically to accommodate clients demanding the highest quality network performance.

At the time of writing this, for the past six months we have been running "Pingdom.com" on our site, and we have received 100% uptime. The way this works is a 3rd party website carries out 5 minute checks automatically to make sure that it's online. Should any of our clients' websites go offline a

text message and email notification is sent to one of our technicians. So far, we have received NO SUCH EMAILS OR TEXTS which means that the system has been online for a full 6 months with NO interruptions

Best Practices

Here is a short list of the best practices that we would recommend you should follow. Obviously this is not set in stone, just recommended.

- Do not keep changing font styles throughout the website. If you insist on having several styles, then use a different font for the headings only but make sure you make all the headings around the site the same font.
- Do not make any text “blue” unless it is a link. By default links are blue and website visitors are used to links being blue. So seeing whole paragraphs of text that are blue instantly implies you can click it as visitors to your site will think that it’s a link. Try to leave text black on a white background for the best contrast to make the content easy to read.
- Do not make text too large. Doing so results in more scrolling for the user.
- Do not make images too wide so that it results in a horizontal scroll bar. Users are used to scrolling down but not across as well.
- Do not add too many moving elements on a page. To start with, it may look nice, but after a short time it tends to get very annoying and distracting when trying to read text on the page.
- When writing headings, try to keep them short and snappy. If you find that one or two words are going on a new line, try and reduce it to a single full line or put a line break in the middle to force the 2 heading lines to be about the same width. This will make the website look a lot more appealing. Though doing this with headings sounds a lot easier than it is!

Search Engine Optimisation

There are two elements to search engine optimisation. One element is what you can do on your own website and the other element is what you can do on other websites. If you try to do anything to purposefully get higher in search results such as stuff keywords into pages too heavily or pay to get listed on “link farms” then Google and other search engines may completely remove your website from their result listings! So remember, don’t try too hard, and in most cases you will do well.

Your Website - Keywords

To summarise, your website needs to be full of keywords and easy to scan by search engines - all original content (nothing copied from other websites). First of all, we have already made your website easy to scan by search engines and we have given you access to put keywords in the

correct places to help you. In most cases, all you have to do is just build your website without trying too hard to stuff it full of keywords. Just make sure that you have a good amount of quality text.

Other Websites (Back Links)

Back Links are when other websites contain a link that points to your own website.

Websites such as www.google.com depend very heavily on how many other websites contain links back to your website. The larger the site linking to your website is, the higher in search engines you will go or, at least, that is the theory. Creating back links as they are called can take some time but it's well worth it in the long run.

After you've created your website, we would recommend that you register your business with as many business directory websites as you can find such as, for example, BT Tradespace and Free Index.

OnLine & Open For Business

Your website is now finished and open for business. The next step is to promote it.

At the very least make sure you include your web address in the following places

- Email signature
- Business Cards
- Letter Headings
- Press Releases
- Signs
- Social Networks (facebook, linkedin, etc.)
- Online business directories
- Advertisements
- In fact, NEVER miss an opportunity – include your website address on everything for the best results!

Miscellaneous

Useful Links

Picking A Colour Scheme

You can pick colour schemes which tell you the hex code for that specific colour scheme by visiting <http://www.colorschemer.com/online.html>

Online Colour Picking

Should you need to pick a specific colour, you can do so here. By visiting this site you will find the hex code to match the exact colour you've chosen. The hex code is located next to the # at the top of the page.

<http://www.colorpicker.com/>

Free Stock Photos & Images

More often than not you will want some nice images to use in the template design of a website or throughout the pages of a site. This is where "stock images" come in handy because you can choose the one you want, often out of a 1000's!

<http://www.sxc.hu/>

Premium Stock Photos & Images

More often than not you will want some nice images to use in the template design of your website or throughout the pages of your site. This is where "stock images" comes in handy because you can choose the one you want, often out of a 1000's!

<http://www.istockphoto.com/>

<http://www.fotolia.com/>

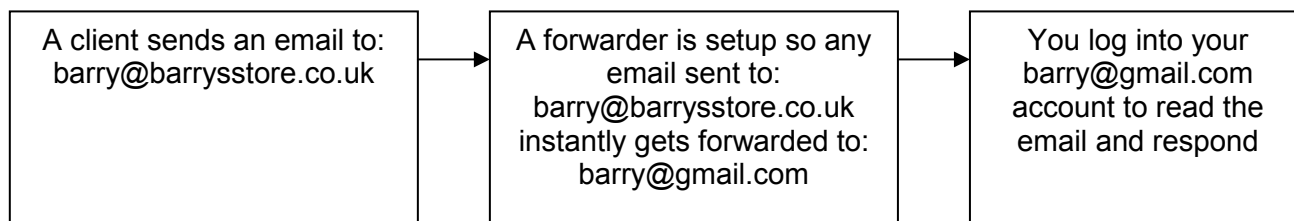
<http://www.shutterstock.com/>

Email Forwarders

From past experience we do not offer actual email inboxes. This is because they cause more trouble than they are worth in respect of clients contacting us about forgotten passwords, not getting emails because their inbox is full, and so on. To combat this, we simply set up a forwarder to your existing email inbox. The inbox can be an existing email address such as client@hotmail.com, client@gmail.com, client@yahoo.com, etc... this is where the emails are actually "stored" and read. What we then do, is setup an email forwarder such as client@yourwebsite.com to instantly forward

any email sent to that address on to client@gmail.com, etc. We can setup up to 10 forwarders per domain name. If you don't already have an email address or you want a business one we highly recommend you register an account at www.gmail.com

To help demonstrate how forwarders work visually, please see the diagram below.



Utilising this method means that we have no extra passwords to remember, we can use your choice of email inbox (hotmail, gmail, yahoo, etc). We are in charge of looking after your emails. You can have multiple addresses that all go to either one or more Inboxes. For example: info@barrystore.co.uk & barry@barrystore.co.uk both go to barry@gmail.com. To setup or modify forwarders, please email us at support@drivebywebsites.com and quote your username and the last 3 characters of your password.

Contact

Please feel free to contact us for support or advice in respect of your website development or updates

Website: <http://drivebywebsites.com/>
Phone: 01775 670180
Email Address: support@drivebywebsites.com
Post: Drive By Websites, Bank House Farm, Spalding, Lincolnshire, PE11 3JH

Disclaimer

This User Manual is for guidance purposes only and we cannot be held liable or responsible for any loss or damages caused by anything that's contained within this document.