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# **User's Guide to Parallels Presence Builder 11.5**

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# Introduction

Presence Builder (also referred to as *editor*) is an easy and intuitive means of creating websites for small businesses and individuals.

To start creating a website with Presence Builder, you first need to select your website topic, specify a website name, and select a language. Please note that the language is selected for your website content, not for the editor interface. The editor's interface language can be changed only through your hosting control panel.

You will be prompted to provide information about yourself to pre-fill your website with information. Please note that the information you provide will not be stored or used anywhere else. It will be used only for filling in your website content, for example, in the "About Us" and "Contact Us" pages. The address that you specify will be used to show your location on the map if you decide to use a map on your site. You can change or remove this information at any time later.

When the necessary information is provided, Presence Builder generates a website with a unique design consisting of a number of elements. Each time a website design is generated, a random set of elements is used, so you can be sure that the website design you receive is never repeated. In addition to randomly generated designs, which are available for immediate preview and selection in the editor, there are a number of design templates (on page 13) that were specifically crafted for you by graphic designers.

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## Getting Familiar With Presence Builder

The interface of the Presence Builder editor has two main parts: your website and the main menu.

A website consists of a number of elements, or modules. Each module can be edited separately. Here we will familiarize you with the basic principles of website module editing. These are similar for all modules.

When adding a module to a page, you can choose whether it should be shown only on the current page (page-specific module) or on all pages of the site (site-wide module). The only exceptions are the **Search**, **Advertisement**, **Site Logo**, **Navigation**, and **Breadcrumbs** modules: when you add them, they are placed on all pages of the website.

To place a module only on the current page, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **ONLY ON THIS PAGE**. Such areas are located within the main content block and near the top of each sidebar.

To place a module on all pages of the website, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **ON ALL PAGES**. Such areas are located above and below the main content block, in sidebars, header, and footer.

To locate or edit a website module, hover the mouse pointer over the part of the website you want to change. A dotted frame will appear around the module. A control panel prompting you to move, edit, or remove the module will appear next to the dotted frame.

The dotted frame around page-specific modules is green, but around site-wide modules it is blue.

The editor's main menu offers website editing options grouped under five tabs:

- **Modules**. Here you can choose necessary modules and drag them to any place on the page to fill your website with content.
- **Design**. Here you can select the layout and general color scheme for your website, change colors of different elements, and select fonts and border style.
- **Pages**. Here you can add and delete pages, rename them, edit page meta information such as descriptions and keywords for use by search engines, or mark a page as hidden so that your visitors cannot access it from the site menu.
- **Documents**. Here you can upload documents, images, and other files in various formats to your hosting account. You can then easily insert links to these documents into your website pages. Or, you can just keep the files on the hosting account for your own needs.
- **Settings**. Here you can edit your website name, description and keywords for search engines, upload a site icon (favicon), optimize the ranking of your website in search engine results, connect your site to Google Analytics, and add a copy of your site to a Facebook page.

From the main menu, you can also do the following:

- Access the **Dashboard** to perform the following operations:
  - View statistics on website visits. The statistics are provided by Google Analytics.

- View new comments left by site visitors on your website pages. The commenting functionality is provided by Disqus.
- View new orders from customers visiting your online stores. The online store functionality is provided by Ecwid.
- Save and load copies of your website by using the **Save** and **Revert** options.
- Access **Presence Builder Getting Started** video tutorial, view **User's Guide**, or send us your feedback. To do this, select the corresponding option from the **Help** menu.
- Publish your website by using the **Publish** button.
- Discard any changes made to a site and start creating the site anew by selecting **More > Start Over**. This does not delete your already published site copy.
- Delete a current website draft from the editor by selecting **More > Remove Site**. This does not delete your already published site copy.

You can drag the main menu to any place on the page for your convenience, or minimize it.

You can also access all options of the main menu in the context menu at any place on the page. To open the context menu, click the right mouse button.

# Creating and Editing Websites

To minimize your efforts when creating a website, Presence Builder offers you a set of predefined website topics. When you start creating a website, choose a topic that is most appropriate for you, and Presence Builder will generate a website with the content relevant to this topic. For example, it will include a price list template for a retail store or an image gallery for an artist's site. If you cannot find a suitable topic, you can contact your service provider to ask them to create the corresponding template and add it to the list of available topics.

When you start creating a website, Presence Builder also prompts you to provide information about yourself or your company. Presence Builder will automatically add this information to certain pages as appropriate, for example, to the *About Us* and *Contact Us* pages.

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**Note:** Presence Builder will not store or use the information you provide anywhere except for your website pages. You can change or remove this information later.

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➤ **To start creating a website:**

1. Go to Presence Builder.
2. Select a website topic.
3. Type the website name and select website language.
4. Provide the information to pre-fill your website.
5. Click **Create Site**.

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## Importing Sites from SiteBuilder 4.5

If you have a site created with SiteBuilder 4.5, you can import it to Presence Builder.

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**Note:** The import of sites from earlier versions of SiteBuilder or other content management systems is not supported.

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If your site was created with an earlier version of SiteBuilder (4.4 or earlier), and you would like to transfer your site, you can do the following:

- Contact your hosting provider and ask them to upgrade your account to the latest version of Presence Builder.
- Transfer your site manually by copying and pasting the content.

During site import, most parts of the site structure and content can be transferred successfully. However, we cannot guarantee that all content will be transferred.

In most cases, the following elements are imported successfully:

- Site map.
- Static pages, including links and images in text modules. Note that text blocks exceeding 30 kilobytes may be cut; therefore, some parts of the text may be missing.
- Banner (if it is not a custom image).
- Slogan, site title.
- Logo (if it is not a custom image).
- Footer text.
- Meta info (keywords, description).

The other modules can be imported only as text widgets with static content, links and images. Buttons will not work. The image gallery structure can be imported without images.

### ➤ **To import a site from SiteBuilder 4.5:**

1. Open the Presence Builder editor, and on the topic selection screen, click **Import Site from SiteBuilder 4.5**.
2. Type the Internet address (domain name) of the site that you want to import. For example: `http://example.com`.
3. Select the checkbox to confirm that you are aware of possible import issues, and click **Import Site**.
4. After the site is imported, review and edit it as required (on page 9). You can compare the imported site version with your original site and add the missing information manually.
5. When finished with editing, publish the site to your customer account (on page 49).

If you are publishing your new site to the same webspace on which your site created with SiteBuilder 4.5 was hosted, the old site will be overwritten.



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# Editing Websites

In Presence Builder, you can change almost any element of your website. Most of the elements are changed in place - you open a page where the element is used, edit it and see the result right away. Site-wide elements, such as **Search** block and **Advertisement** block are changed in one place but the changes are applied to each page of your website.

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**Note:** If you are using Internet Explorer, we strongly recommend that you avoid using browser zoom to change the size of text displayed in your browser window. Please note that websites in Presence Builder will perform and look best at normal zoom (100%).

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## Structure: Pages and Navigation

This section describes how to add pages to a site, set their location in the site structure, and add navigation links.

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## Adding and Removing Pages

Your site can have two levels of nested pages. The total number of pages you can create depends on your hosting plan. The editor will let you know when you have reached the allotted number of pages: an icon with the dollar sign (\$) will be shown over the **Add page** button.

➤ ***To add a new page to your website:***

1. Go to the **Pages** tab.
2. Click **Add page**. The new page appears highlighted in green.
3. Position the new page by dragging it to the right place or by clicking the arrows.
4. Specify the page title.
5. Give a concise description of the page content that will be displayed on search engine results pages and the keywords by which the page will be found by search engines.

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**Note:** **Page name** and **Page link name** are required fields. **Description** and **Keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

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6. If you want to make the page invisible to your website visitors, select the **Hidden page** checkbox.
7. If you want to restrict access to the page with password authentication, select the **Protected page** checkbox and specify a username and a password.
8. Click **OK** to save changes.

➤ ***To change the location or properties of a page:***

1. Go to the **Pages** tab.
2. Select the page you want to edit.
3. Change the page position by dragging it to the right place or by clicking the arrows.
4. Edit the page title.
5. Edit or remove the concise description of the page content that will be displayed on search engine results pages and the keywords by which the page will be found by search engines.

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**Note:** **Page name** and **Page link name** are required fields. **Description** and **Keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

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6. If you want to make the page invisible to your website visitors, select the **Hidden page** checkbox.
7. If you want to restrict access to the page with password authentication, select the **Protected page** checkbox and specify a username and a password.
8. Click **OK** to save changes.

➤ ***To delete a page from your website:***

1. Go to the **Pages** tab.
2. Select the page you want to delete.
3. Click **Delete page**.
4. Click **OK** to save changes.

## Adding and Removing Navigation Links

By default, a horizontal navigation bar with links to site pages is inserted below or above the header of your site. It is automatically updated every time you add, change, move, or remove pages from the site.

If you use sidebars on the site, then the horizontal bar under the header includes only links to the first level pages, and the sidebars show the links of the second and third levels.

You can move navigation blocks by dragging them to other areas of the site.

For each navigation block, you can specify what levels of pages should be included in the menu, change menu alignment (for example, show it in the middle of the page instead of the default alignment to the left), and change the color, style, and size of the font used for the links. To change any of these settings, place the mouse pointer over a navigation block and click **Edit**.

If you occasionally remove a navigation block, you can re-insert it. To do this, go to the **Modules** tab, select **Navigation**, and drag the block to the area on the page where you want to add it. The navigation block will be inserted into all pages of the website.

For the convenience of your site visitors, you might also want to add breadcrumb navigation blocks. Breadcrumb navigation is a chain of links that represents the user's path from the site's main page to a current page. To add a breadcrumb navigation block, go to the **Modules** tab, select **Breadcrumbs**, and drag the module to the area on the page where you want to add it. The navigation block will be inserted into all pages of the website.

## Design: Design Templates, Layout, Styles, Color Scheme, and Header

This section describes how to change the layout, color scheme, and header elements of the site.

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## Selecting a Website Design Template

When a new website is generated, the editor applies a random design template to the site. A design template is a combination of website elements (banner, footer, sidebars), page layout settings, and colors.

The editor provides a selection of 24 design templates, 16 of which are randomly generated, and 8, created by graphic designers especially for Presence Builder.

You can review the list of design templates and select the design you like the most, or you can individually adjust the layout and colors of website elements, as described further in this document.

You can also prepare your own design templates and save them to ZIP archives, upload them to the editor, and apply to websites.

## Selecting and Applying a Design Template

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**Note:** When you apply a design template, all site-wide elements and modules are overwritten along with the content they might contain.

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### ➤ *To select a design template and apply it to a site:*

Go to the **Design** tab > **Templates**, select the template you want, and click **OK**.

Randomly generated designs are listed in the **Generated** section, and the templates prepared by designers, in the **Special** section.

## Preparing a Custom Design Template

The following site elements and settings can be saved in a design template:

- The website layout: the location and size of the header, footer, content areas, and sidebars.
- The banner image.
- All site-wide modules.
- The color scheme or individually selected colors.
- The fonts.
- The information about the borders and shapes of the page elements' corners.

### ➤ *To create a custom design template:*

1. Adjust the layout and design, as described in **Changing Your Website Layout** (on page 15) and **Selecting Website Colors, Fonts, and Styles for Borders and Corners** (on page 17).

2. Add the necessary site-wide modules and a banner, as described in the chapter Content: Text, Tables, Images, Video, Forms, and Scripts (on page 20), and in the section Changing the Website Header Elements (on page 19).
3. Save the design template: Go to the **Design** tab, and click **Export Design**.

## Importing and Applying a Custom Design Template

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**Note:** When you import and apply a design template, all site-wide elements and modules contained on the site are overwritten along with the content they might contain.

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➤ ***To upload and apply a design template:***

1. Go to the **Design** tab, and click **Import Design**.
2. Select the ZIP archive containing the design template.

## Changing Your Website Layout

The layout of your site can consist of the following elements:

- **Header.** This is the topmost area where a banner image and a company logo are usually placed. You can do the following to the header:
  - Move the banner image and logo from the header area to any place on the page.
  - Reduce the header height to 25 pixels by removing all elements from it.
  - Change the header width from the default size to 100 percent, so that it is expanded to fit the page width.
- **Content area.** This is the main part of a webpage where most of the content is placed. You can do the following to the content area:
  - Adjust the height of the content area.
  - Divide the content area into several columns. You can do this by dragging new modules to the left or right edge of the content area and inserting them.
  - Change location of the columns in the content area by moving the content to the left or to the right.
- **Sidebars.** These are vertical columns that can be used for placing all kinds of modules, site-wide and page-specific. You can do the following to sidebars:
  - Add one sidebar and place it to the left or to the right of the content area.
  - Add two sidebars. They will be placed to the left and to the right of the content area.
  - Adjust the height and width of the sidebars.
  - Move the sidebars to the top of the page and place them to the left or to the right of the header area.
  - Switch places of the sidebars.
- **Footer.** This is the lowest area where the company name, contact information, or a copyright notice are usually placed. You can do the following to the footer:
  - Reduce the footer height to 25 pixels by removing all elements from it.
  - Change the footer width from the default size to 100 percent, so that it is expanded to fit the page width.
- **Advertisement block below the footer.** Depending on your hosting plan, an additional text block containing some advertisement from your hosting provider might appear below the website footer. If that advertisement block appears on your site, you might want to upgrade to another hosting plan to remove it.

### ➤ *To change the layout of your site:*

1. Go to the **Design** tab > **Layout** tab.
2. Select the number of sidebars: Under **Sidebars**, select **No**, **One**, or **Two**.
3. Select the locations of sidebars:
  - To move a sidebar to another side of your website, or to switch places of sidebars (if you have two sidebars on your site), click **Switch sidebars**.
  - To move the sidebars to the top of the page, click them in the layout model.

**4. Set the size of page elements:**

- To set the total width of the website pages, under **Website width**, select either of the following:
  - **Fixed layout:** your website will be of a specific size regardless of the size of the browser window viewing the page. In this case, specify your website width in pixels.
  - **Liquid layout:** based on percentages of the current browser window's size. In this case, specify your website width as a percentage of the browser window's size.
- To change the width of the header, footer, and the main content area to fit the page width, click the corresponding elements in the layout model.
- Under **Minimal column height in pixels**, specify the height of the main content area and each sidebar, if you have chosen to use them.

This value shows the height of your website elements without content. When you add content to the main content area and to the sidebars, they will stretch in height to fit the content.

- To ensure that the sidebars and the content area are vertically aligned, select the checkbox **Stretch the sidebars and the content area down to the footer**.
- If you use one or two sidebars, under **Sidebar width in pixels**, specify the width of each sidebar. The size of the main content area will be determined automatically.
- Under **Margin sizes in pixels**, specify the size of vertical and horizontal margins. A margin is the space between the edges of neighboring elements.

**5. Click OK to save changes.**



## Selecting Website Colors, Background Images, Fonts, and Styles for Borders and Corners

The general color scheme, or styleset, of your website comprises four colors. Each color is used for several website elements at once. You can adjust colors of individual elements on the **Design** tab > **Colors** tab.

➤ **To select the general color scheme for your website:**

1. Go to the **Design** tab > **Scheme** tab.
2. Select the color scheme, or styleset, of your website in the menu.  
You will see the four colors used in the color scheme of your website.
3. To adjust one of the colors of your website color scheme, click the respective color field and change the hexadecimal color code value or select a color with the color picker.

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**Note:** These changes will override any previous changes of individual elements' colors made on the **Colors** tab.

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4. Click **OK** to save changes.

➤ **To set colors or background images for individual website elements:**

1. Go to the **Design** tab > **Colors** tab.
2. Select the website element in the **Page area** menu.
3. Click the arrow in the **Color** or **image** menu.
4. Do any of the following:
  - To fill with a solid color, leave the **Solid color** option selected, and select a color with the color picker.
  - To fill with a gradient, select the **Gradient** option, and then select a pattern from the library.
  - To fill with a background image, select the **Image** option, select a pattern from the library or click **Upload** to upload your own image. Specify where it should be placed and whether it should be tiled.
5. For an element with text, adjust font colors by clicking the respective color field and editing the hexadecimal color code value or by selecting a color with the color picker.

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**Note:** Modifying the styleset on the **Scheme** tab will override the changes made on the **Color** tab.

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6. Click **OK** to save changes.

➤ ***To select fonts for headings and body text of your website:***

1. Go to the **Design** tab > **Fonts** tab.
2. For each font type, select the font face and size in the menus.
3. For headings, select the font decoration. You can use bold (the **B** icon) and italics (the *I* icon).

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**Note:** The settings made here define only general rules for your website fonts. You can always adjust fonts of individual elements in place.

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4. Click **OK** to save changes.

➤ ***To select the shape of corners (square or rounded) for website elements:***

1. Go to the **Design** tab > **Corners** tab.
2. In the **Page area** menu, select the element whose corners you want to change.
3. Do any of the following:
  - To make rounded corners, select the corresponding checkboxes.
  - To make square corners, clear the corresponding checkboxes.
4. Click **OK** to save changes.

➤ ***To select borders for website elements:***

1. Go to the **Design** tab > **Borders** tab.
2. Select the border type for elements inside your website from the **Internal containers border** menu.
3. Select the elements that will have the border.

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**Note:** You can select only one internal border type for all elements on your website, but you can select whether this border will be used for certain elements.

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4. Select the external border for your website from the **External site border** menu.
5. Click **OK** to save changes.

## Changing the Website Header Elements

The site header consists of the following elements:

- **Banner.** You can do the following to the banner:
  - Upload your own banner image or a Flash file in SWF format.
  - Select and apply a banner from the Presence Builder library.
  - Remove the banner and use a background filled with a color or images.
  - Remove the banner and all other elements from the header area to reduce its height to 25 pixels.
  - Move the banner to the content area and insert it into a specific page or into all pages of the website.

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**Note:** You can use only one banner per site. If you choose to insert it into a specific page, you will not be able to add it to other pages of the website. For this reason, we recommend that you place it into the site-wide areas.

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- **Logo image.** You can do the following to the logo:
  - Upload your own logo image or a Flash file in SWF format.
  - Move the logo from the header area to other parts of webpages, such as sidebars and content area.
  - Insert any number of logo images into the site-wide areas.
  - Resize the logo by specifying the desired dimensions in pixels, or by dragging the sides and corners of the image with a mouse pointer.
  - Remove the logo.
- **Site name.** This usually contains a company name or a brief site description like, for example, "John Doe's Recipes".
- **Site slogan.** This usually includes a description of your site or a company slogan.

### ➤ ***To change the banner image or other elements of the header (logo, site name, or slogan):***

1. Click the banner image.
2. Select the option **Use an image**, and then click the image in the **Image list** menu.
3. Do any of the following:
  - To use an image from the library, select it. To find relevant images, type a keyword into the input box.
  - To use your own image or a Flash file in the SWF format, click **Upload**, and select the file that you want to use. Images should be in the GIF, JPEG, and PNG formats, preferably not wider than 900 pixels.
4. If you want to scale a banner to fit the header area, select the **Fit image size** checkbox.
5. Under **Show banner elements**, select the checkboxes corresponding to the elements that you want to show in the header.

6. If you want to remove a logo image or upload your own logo, click the logo image.
7. If you want to change the site name or slogan, click the corresponding fields on the header and change them as you want.

To make it easier to see the site name or slogan, select the **Outline** checkbox. This adds a black or white outline around text, one pixel in width. If the font color in site title or slogan is black, then the outline is white, and vice versa.

Note that you can freely move the blocks with website name, description, and logo within the header area.

If you occasionally remove the banner, you can re-insert it.

➤ **To remove the banner:**

Click the banner, select the option **Do not use an image**, and specify the height of the header block in pixels. Click **OK**.

➤ **To insert a banner:**

Go to the **Modules** tab, select **Banner**, and drag the module to any of the site-wide areas on the page where you want to add it.

➤ **To insert a logo:**

Go to the **Modules** tab, select **Site Logo**, and drag the module to any of the site-wide areas on the page where you want to add it. You can upload a new logo image or a Flash file in the SWF format, and align it to the left, center, or right.

You can also resize the logo image by specifying the desired dimensions in pixels, or by dragging the sides and corners of the image with a mouse pointer.

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**Note:** When you resize the image with a mouse pointer, the option to **keep the original aspect ratio** is switched off automatically.

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## Content: Text, Tables, Images, Video, Forms, and Scripts

This section describes how to fill your site with content and enhance it with useful functions provided by the editor's modules.

When adding a module to a page, you can choose whether it should be shown only on the current page (page-specific module) or on all pages of the site (site-wide module). The only exceptions are the **Search**, **Advertisement**, **Site Logo**, **Navigation**, and **Breadcrumbs** modules: when you add them, they are placed on all pages of the website.

- To place a module only on the current page, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **ONLY ON THIS PAGE**. Such areas are located within the main content block and near the top of each sidebar.

To divide the content area into columns and insert a module into one of them, drag the module to the left or right edge of the content area and then insert it. Note that sidebar areas cannot be divided into columns.

- To place a module on all pages of the website, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **ON ALL PAGES**. Such areas are located above and below the main content block, in sidebars, header, and footer.

The number of modules that you can add to a website depends on your hosting plan. The editor will let you know when you have used the allotted number of modules: icons with the dollar sign (\$) will be shown over the module icons in the editor's toolbar.

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## Text, Tables, Hyperlinks, Flash Files, and Images

Before you start working on website content, we suggest that you select the appropriate website language in **Settings** tab > **Languages** > **Website language** menu.

The website language is a site-wide setting that defines the language in which you will be adding content to your website. It affects the following:

- The language in which certain website elements (in particular those provided by third-party services), such as Google Search and navigation buttons in image galleries, will be shown. Note that not all third-party services and modules provided by the editor support all available languages.
- The direction in which you will type text in the editor (from left to right or from right to left). If you select a right-to-left language, your website content and design will be RTL-enabled.

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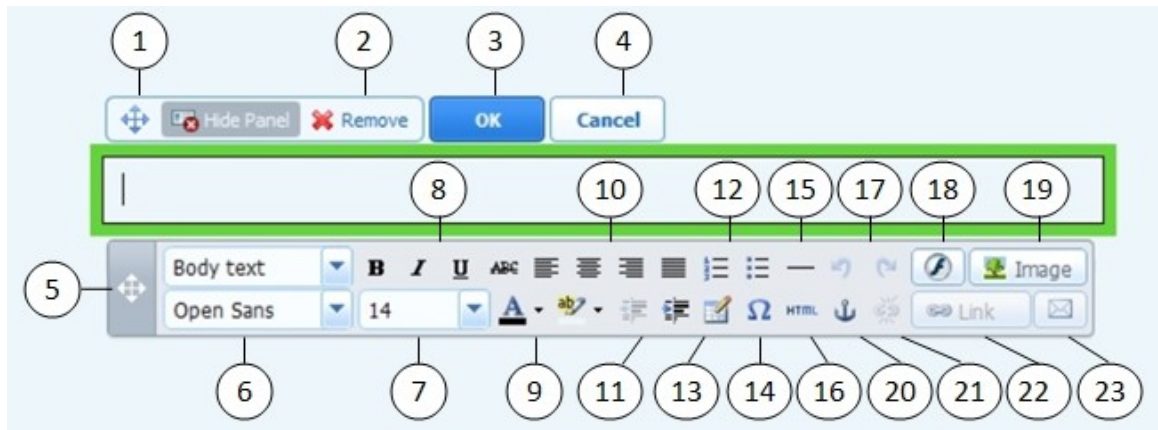
**Note:** Changing a website language does not reload the currently selected website topic in a different language. The topic language will remain unchanged, however, the text orientation will change.

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### ➤ *To add text, lists, tables, or images to a page:*

1. Go to the **Modules** tab, select **Text & Images**, and drag the module to the page:
  - To add a block with text and images to the current page, drag the module to any of the areas marked with the text **ONLY ON THIS PAGE**. Such areas are located within the main content block and near the top of each sidebar.  
  
To divide the content area into columns and insert a block into one of them, drag the module to the left or right edge of the content area and then insert it. Note that sidebar areas cannot be divided into columns.
  - To add a block with text and images to all pages of the site, drag the module to any of the areas marked with the text **ON ALL PAGES**. Such areas are located above and below the main content block, in sidebars, header, and footer.
2. Type the text on the screen and use the icons on the module's toolbar to format the text, add tables, hyperlinks, and images.

The toolbar of the **Text & Images** module provides access to the following tools and functions.



1. Move the text and image block within the webpage.
2. Remove the block with its contents.
3. Save changes.
4. Cancel the changes made.
5. Move the toolbar.
6. Select the paragraph style and font face. Note that the Terminal font is not supported by Google Chrome.
7. Select the font size.
8. Select the font style: bold, italics, underlined, and strikethrough.
9. Select the text and background colors.
10. Select text alignment: left, center, right, or justified (aligned to both the left and right margins with added extra spaces between words).
11. Increase and decrease the indent level of the paragraph.
12. Start a numbered or bulleted list.
13. Insert a table and specify the number of rows and columns.  
After you insert a table, a number of additional icons become accessible from the toolbar. Use them to change the properties of the table rows and cells, to insert and remove rows and columns, or to split and merge table cells.
14. Insert symbols that are not on your keyboard, such as copyright and trade mark signs, and other Unicode symbols.
15. Insert a horizontal line.
16. Edit the HTML source code of the page.
17. Undo and redo changes.
18. Insert a Flash object in the SWF format.
19. Insert an image, adjust its size, specify a description, and text wrapping.

You can choose to show the description below the image, show it over the image only when users hover the mouse pointer over it, or to not show it. The description also serves as alternative text: In browsers that do not support or are configured to not show images, the description will be shown instead.

If you want to insert many pictures into a single page, consider using the **Image Gallery** module instead of the **Text & Images** module. With **Image Gallery**, you can upload pictures from your local computer or use pictures published to the Picasa Web Albums photo sharing service. To learn more about the **Image Gallery** module, see the section **Image Gallery** (on page 27).

If you want to add a slide show with multiple images, use the **Image Slider** module. To learn more about the **Image Slider** module, see the section **Image Slider** (on page 29).

**20.** Insert HTML anchors into particular sections of webpages so that you can link to them from the same or other pages of your site.

**21.** Remove hyperlinks from selected text.

**22.** Add hyperlinks to pages of your website or external resources.

**23.** Add a link to an e-mail address.

To learn more about adding hyperlinks, see the section **Hyperlinks, Links to E-mail Addresses, and Anchors** (on page 25).

### **Next in this section:**


Hyperlinks, Links to E-mail Addresses, and Anchors ..... 25



## Hyperlinks, Links to E-mail Addresses, and Anchors

### Creating Links to Other Pages


➤ **To insert a hyperlink into text:**

1. Select the text that you want to make a link.
2. On the toolbar of the **Text & Images** module, click the icon  .
3. Do any of the following:
  - To add a link to another webpage on your site, select the option **A page of this site**. In the **Select page** menu, select the target webpage or a webpage section where you have placed an anchor.
  - To add a link to a webpage or a file located on another site, select the option **A webpage or file on the Internet**, and type the address. For example, `http://example.com`.
  - To add a link to a document or another downloadable file that you have previously uploaded through the Document Manager (as described in Documents and Other Downloadable Files (on page 37)), select the option **A document on this site**, and select the target file.
4. In the **Open link in** menu, select where you want to open the target page. You can choose to open it in the same or in a new browser window or tab.
5. In the **Title** box, type the description that should appear when users place the mouse pointer over the link.
6. Click **OK**.


### Creating Links to Different Sections of a Webpage

If you have a lengthy webpage consisting of several sections, consider inserting a table of contents with links to these sections in the top of the page, to help your site visitors navigate through the page content. You can do this with the help of so-called anchors.

➤ **To add links to different sections within a webpage:**


1. Insert an anchor in the beginning of each section.
  - a. In the text block, highlight with the mouse pointer a section heading or, if there is no heading, a first letter at the beginning of a paragraph.
  - b. On the **Text & Images** module's toolbar, click the icon .
  - c. Specify a name for the anchor and click **OK**.

Anchor names should begin with a Latin alphabet letter. They can contain Latin alphabet letters, underscore, and numbers. For example: `section_1`.


- d. Repeat these steps to add as many anchors as needed.
2. Insert a table of contents or a list of sections in the top of the page.
3. Add hyperlinks to the table of contents or the list of sections.
  - a. Highlight with the mouse pointer a section name.
  - b. On the **Text & Images** module's toolbar, click the icon .
  - c. Leave the option **Link to a page of this site** selected.
  - d. In the **Select page** menu, select the required anchor name.
  - e. Click **OK**.
  - f. Repeat these steps to add hyperlinks to all the sections you need.

## Creating Links to E-mail Addresses

### ➤ *To insert a link to an e-mail address into text:*

1. Select the text that you want to make a link.
2. On the toolbar of the **Text & Images** module, click the icon .
3. Specify the e-mail address and click **OK**.

If you want to specify multiple e-mail recipients or predefine the message subject, use the following alternative method:

1. Select the text that you want to make a link.
2. On the toolbar of the **Text & Images** module, click the icon .
3. Select the option **A webpage or file on the Internet**, and type `mailto:<address>`. For example, `mailto:postmaster@example.com`.

You can also:

- Specify multiple recipients in the To field, separating addresses with a comma (,) or a semicolon (;). For example:  
`mailto:postmaster@example.com,mail@example.com`.

---

**Note:** It is better to separate addresses with a semicolon because users of Microsoft Office Outlook might experience issues with sending e-mail to recipient addresses separated with commas. Microsoft Office Outlook 2003 and later versions do not recognize a comma as an e-mail address separator, unless they are specifically configured to do so. For details, see the article at <http://support.microsoft.com/kb/820868>.

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- Predefine the message subject line. For example:  
mailto:postmaster@example.com?subject=My%20Subject.
- Add recipients to CC and BCC lists. For example:  
mailto:postmaster@example.com?subject=My%20Subject&cc=address1@example.com&bcc=address2@example.com.
- Predefine text to put in the message body. For example:  
mailto:postmaster@example.com?subject=My%20Subject&body=This%20is%20sent%20from%20your%20site!

---

**Note:** You should replace white spaces with %20.

---

4. Click **OK**.

## Image Gallery

➤ **To add an image gallery to your site and upload pictures:**

1. Go to the **Modules** tab, select **Image Gallery**, and drag the module to the page.
2. In module settings, on the **Image Storage** tab, select where you want to keep pictures:
  - If you do not have a Picasa Web Albums account that you would like to use, leave the **Presence Builder** option selected. All images you use on your site will be kept on your customer account.
  - If you have an account in Picasa Web Albums and want to use pictures that you store there on your site, do the following:
    - a. Select the **Picasa** option, click the link on the **Image Storage** tab to sign in to Google, and grant access to your albums from Presence Builder.
    - b. Select the album whose pictures you want to use or click **Create Album** to create a new album.
    - c. If you want Presence Builder to remove images from Picasa Web Albums when you remove them from the gallery, select the checkbox **Delete images when I remove them from gallery**.

When you upload images to an image gallery through the Presence Builder editor, they are automatically copied to your Picasa Web Albums account. When you remove images from the gallery, they are removed from Picasa Web Albums only if you have selected the option **Delete images when I remove them from gallery**.

3. (Optional steps.) If you want to select the size of image thumbnails to be shown in the image gallery, change the gallery alignment (place it to the left, in the center, or to the right), or adjust the number of images to be displayed per page, click the **Gallery Properties** tab and make the desired changes.

The following thumbnail sizes are available:

- Small (95 x 75 pixels).

- Normal (140 x 130 pixels). This is the default setting.
  - Large (170 x 170 pixels).
4. To add images to the gallery, on the **Image Storage** tab, click the text **Click here to upload your images**, select the images that you want to upload, and click **OK**.  
You can select and upload multiple images at once. Only images in GIF, JPEG, and PNG formats are supported.  
We recommend that you use resized images that do not exceed 1024 x 768 pixels.
5. To change image title and description, click the corresponding thumbnail, click the title or description, and edit the text.  
If you delete the default text entirely, it will not be shown on your published site; however, it will still be shown when you edit the site in the Presence Builder editor.
6. To rearrange images in the gallery, drag them to the desired location.

➤ ***To remove an image from the gallery:***

Place the mouse pointer over the image thumbnail and click the icon [x].

➤ ***To remove an image gallery with all pictures:***

Place the mouse pointer over the image gallery block and click **Remove**.

## Image Slider

The Image Slider module enables you to add a slide show with multiple images and various transition effects. The following image formats are supported: GIF, JPEG, and PNG.

Images are not resized automatically; for this reason, we recommend that you upload images of the same dimensions. Otherwise, the slide show will not look good.

When adding images, you can add descriptions to them and link the images to specific pages of your website.

The following transition effects are supported:




- Random
- Slice down and to the right
- Slice down and to the left
- Slice up and to the right
- Slice up and to the left
- Slice up and down
- Slice up and down and to the left
- Fold
- Fade
- Box random
- Box rain
- Reverse box rain
- Growing box rain
- Reverse growing box rain

The effect names might tell you little about how the effects look, so it is better to see them in action. To do this, add the Image Slider module, upload at least two images, go to the module settings (**Settings** tab), and select an effect from the **Transition effect** menu.

### ➤ *To add Image Slider to your site and upload pictures:*

1. Go to the **Modules** tab, select **Image Slider**, and drag the module to the page.
2. Click **Add Images**, select the images that you want to upload, and click **OK**.


You can select and upload multiple images at once. We recommend that you use resized images that do not exceed 1024 x 768 pixels.

Once you have uploaded images, you can arrange them in the desired order, and remove them. To do any of these actions, place the mouse pointer over an image thumbnail, and use the corresponding icons:   .

3. To add an image description, select a thumbnail, and type the text into the **Description** box.
4. To add a link to a webpage, select a thumbnail, select the option **Link to a webpage**, and select the page from the menu below.

5. Click the **Settings** tab and select the desired transition effect from the **Transition effect** menu.
6. Specify how long each image must be shown.
7. Specify whether the round navigation icons for switching between slides must be shown.  
The option **Inside** will show the icons over the images, in the upper right corner of Image Slider, and **Below** will show the icons below the images.
8. Specify whether the navigation arrows for switching between slides must be shown.
9. Click **OK**.

➤ ***To remove an image from the slide show:***

Click on the slide show block, place the mouse pointer over the image thumbnail, and click the icon .

➤ ***To remove a slide show with all pictures:***

Place the mouse pointer over the slide show block and click **Remove**.

## Embedded Video

You can embed into website pages video clips located on popular video sharing sites, such as YouTube (youtube.com), Vimeo (vimeo.com), MySpace (myspace.com), and Dailymotion (dailymotion.com).

### ➤ *To insert a video into a webpage:*

1. Go to the **Modules** tab, select **Embedded Video**, and drag the module to the page.
2. Insert a link to the video or select the option **Embed code** if you have obtained a code from a file sharing site, and then paste the code.
3. Click **OK**.

### ➤ *To remove a video:*

Place the mouse pointer over the video and click **Remove**.

## Contact Form

If you want your site visitors to be able to send you messages from your site, you can add a contact form.

### ➤ *To add a contact form:*

1. Go to the **Modules** tab, select **Contact Form**, and drag the module to the page.
2. On the **Settings** tab, specify the following:
  - Recipient's e-mail address. You can specify several e-mail addresses separating them with commas (,) or semicolons (;).
  - Message subject.
  - Text to be shown on the button that sends the message.
  - Protection from automated spam postings. Leave the checkbox **Enable the protection from automated spam postings** selected if you want to avoid receiving spam sent by scripts or spam bots through the contact form.

The protection is based on a highly efficient mechanism, called reCAPTCHA. In the contact form, it is shown as an input box accompanied by a combination of distorted words or symbols that can be recognized only by humans. Before a message can be sent through the contact form, a user is prompted to recognize the symbols and type them in.

3. If you want to add, move, or remove input fields from the form, or change their labels, click the **Fields** tab, and make the required changes.
4. If you want to change the default message "Your message was sent. Thank you." which is shown when a message is sent, click the **Reply** tab and type the new text.

5. Click **OK**.

➤ **To remove a contact form:**

Place the mouse pointer over the form and click **Remove**.

## Blog

If you want to maintain an online diary on your site, or regularly publish articles on a subject and automatically present them in a chronological order, then you need a blog.

A blog module can be added only to the first-level pages that do not have subpages. Within blog posts, you can use text, images, embedded videos and scripts. Each blog post can have its distinctive page description and meta information to be used by search engines. Note that blog posts are not listed on the Pages tab (on page 10).

To let your visitors comment on your blog posts, you need to register with Disqus, a free third-party service that provides commenting functions for your sites and keeps all comments.

➤ **To add a blog to your webpage:**

1. Go to the **Modules** tab, select **Blog**, and drag the module to the page.
2. In the module properties, specify the following:
  - Number of blog posts to show on the page.
  - Specify whether the site visitors will be able to leave their comments.
3. Click **OK**.
4. To enable commenting, click the link **Click here to add a new blog post**.
5. Click within the gray information box at the bottom of the blank blog post.
6. To register with Disqus, click the **Register** button. A registration form will open in a new browser window or tab.
7. Specify the following:
  - Your site's URL, desired name and shortname (unique ID). You will need to specify this site ID (shortname) later in the Blog module settings to enable commenting.
  - Comment moderator's username, password, and e-mail address. A confirmation message will be sent to this e-mail address, so be sure that it is valid.
8. Click **Continue**.
9. Specify your language and other settings, and click **Continue**.
10. On the last step of the registration form, no further action is required. Just log out of the Disqus site.
11. Check your e-mail inbox for the confirmation message from Disqus. In this message, click the link to verify your address.



12. Return to the browser window where you have the Presence Builder editor with the Blog module properties opened.
13. In the box titled **Apply here the website ID (shortcode) received during registration**, type or paste the site ID that you specified during registration with Disqus in step 7.
14. Click **Apply**.
15. Click **OK**.

Now your blog can accept comments from visitors, and you can make the first post.

➤ **To add a blog post:**

1. Go to the website page containing a blog module.
2. Click the link **Click here to add a new blog post** (might also appear as **New Post Title**).
3. Type the post title and content.  
If you want to change the date of posting, click within the field **Posted dd.mm.yy** and then select a date from the calendar.  
If your post is lengthy and contains numerous text blocks, images, and embedded videos, you might want to show only a portion (beginning of the post) to site visitors in your blog's main page. To do this, while editing a blog post, move the divider element (containing the line ----- **Drag this above modules that should not appear in the list of posts** -----) to the desired area.
4. Click **OK**.
5. If you want to view, edit, or remove a concise description of the page that will be displayed on search engines results pages and the keywords by which the page will be found by search engines, click in a blank area to the right of the post title, and then click the **SEO Settings** tab.

---

**Note:** **Post link name** is a required field. **Meta description** and **Meta keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

---

6. To return to the blog's main page, click the **Back** link below the post you have just created.

➤ **To remove a blog post:**

1. Go to the website page containing a blog module.
2. Place the mouse pointer over the post title and click **Remove**.
3. Click **Yes** to confirm removal.

➤ **To edit a blog post:**

1. Go to the website page containing a blog module.

2. Click the post title.
3. Make the required changes and click **OK**.

➤ ***To remove a blog with all posted content:***

1. Go to the website page containing a blog module.
2. Place the mouse pointer over the link **Click here to add a new blog post** and click **Remove**.
3. Click **Yes** to confirm removal.

## Commenting

If you want to let your site visitors leave comments on webpages, you need to insert the Commenting module into those webpages.

The commenting functionality is powered by Disqus, a third-party service that stores and processes all comments. Before your visitors can leave comments, you need to register an account with Disqus and then specify a site ID in the Commenting module settings.

You can insert several Commenting modules into a single website. Because all Commenting modules on the site will use the same site ID, you will only need to specify the site ID once in the module settings, when inserting the first Commenting module.

### ➤ *To add commenting functions to a webpage:*

1. Go to the **Modules** tab, select **Commenting**, and drag the module to the page.
2. If you have not registered an account with Disqus yet, click the **Register** button. A registration form will open in a new browser window or tab.
3. Specify the following:
  - Your site's URL, desired name and shortname (unique ID). You will need to specify this site ID (shortname) later in the Commenting module settings to enable commenting.
  - Comment moderator's username, password, and e-mail address. A confirmation message will be sent to this e-mail address, so be sure that it is valid.
4. Click **Continue**.
5. Specify your language and other settings, and click **Continue**.
6. On the last step of the registration form, no further action is required. Just log out of the Disqus site.
7. Check your e-mail inbox for the confirmation message from Disqus. In this message, click the link to verify your address.
8. Return to the browser window where you have the Presence Builder editor with the Commenting module properties opened.
9. In the box titled **Apply here the website ID (shortname) received during registration**, type or paste the site ID that you specified during registration with Disqus in step 3.
10. Click **Apply**.
11. Click **OK**.

Now you can publish your website to the customer account and start receiving comments from your visitors.

In addition to adding and viewing comments, you can do the following:

- Edit comments.

- Delete comments.
- Mark comments as spam.
- Ban users (by e-mail or IP address) from posting comments on your site.
- Change the settings, such as appearance of comments, and remove the `trackback` URL. You can do this by logging in to your account at [www.disqus.com](http://www.disqus.com), and going to the **Settings** tab.

➤ ***To moderate comments:***

1. Log in to Disqus as the site administrator. You can do this in either of the following ways:
  - Visit the Disqus site at [www.disqus.com](http://www.disqus.com) and log in there.
  - In the Presence Builder editor, go to the page where you have the Commenting module and click inside the **Add New Comment** field. Click the **Post as** button, click the **Disqus** link in the left navigation pane, type your username and password, and click **Login**.
2. After you are logged in to Disqus, you can moderate comments in either of the following ways:
  - On the Disqus site, use the items in the **Dashboard** and **Admin** areas.
  - In the Presence Builder editor or on the published site, go to the page where you have the Commenting module, place the mouse pointer over the comment you want to moderate, and use the **Moderate** link that will appear next to the comment.

Alternately, you can moderate comments by using links in the notification messages that Disqus sends you when someone leaves a comment on your site.

➤ ***To remove commenting functions from a webpage:***

1. In the Presence Builder editor, go to the website page containing the Commenting module.
2. Place the mouse pointer over the **Add New Comment** field and click **Remove**.
3. Click **Yes** to confirm removal.

## Documents and Other Downloadable Files


The editor now provides a convenient control panel for working with files in your customer account. You can upload your documents, images, and other files in various formats to the editor (on the **Documents** tab), and then insert links to them in your website pages. Alternatively, you can just keep them in your customer account for your own needs.

➤ ***To upload a file to the customer account:***

1. Go to the **Documents** tab.
2. Click **Upload**.
3. Select the file and click **Open**.

Now, to let your site visitors download this file, you can insert a link to it in a webpage.

➤ ***To insert a link to file:***

1. Select the text that you want to make into a link.
2. On the **Text & Images** module's toolbar, click the icon .
3. Select the option **A document on this site**.
4. Select your file and click **OK**.

➤ ***To remove a file from the customer account:***

1. Go to the **Documents** tab.
2. Select the file and click **Remove**.
3. Confirm removal and click **OK**.

## Buttons for Sharing on Social Networks

If you want to let your visitors easily share your content on social networks or online bookmarking services, you can insert a toolbar with buttons for sharing on Facebook, Twitter, Myspace, and other popular services.

➤ ***To add the Share on Social Media toolbar to a webpage:***

1. Go to the **Modules** tab, select **Social Sharing**, and drag the module to the page.
2. Select the appearance of the toolbar.
3. If you want to modify the list of social networks and sharing services shown on the toolbar, place the mouse pointer over the icon **[+]** and click the **Settings** link.

The changes you make to the list of services will be visible after you publish the site.

4. Click **OK**.

---

**Note:** When someone shares your content on Twitter by using the Tweet button, the counter of tweets is not increased immediately. It can take several hours for the counter to update.

---

➤ ***To remove the Social Media toolbar:***

Place the mouse pointer over the toolbar and click **Remove**.

## Site Search

If you want to let your visitors search for information on your website, you can add a search bar to the site. After inserting the search bar into a webpage, it is automatically added to all pages of the site.

➤ ***To add a search bar to the site:***

1. Obtain the search script code from a search service provider such as Google.
2. Go to the **Modules** tab, select **Search**, and drag the module to the page.
3. Insert the code and click **OK**.

Make sure that the code you insert is correct, as Presence Builder does not validate it.

The search bar will appear on your site after publishing.

➤ ***To remove a search bar:***

Place the mouse pointer over the search bar and click **Remove**.

## Online Store

If you want to sell products or services through your site, you can use the **Online Store** and **Shopping Cart** modules to add a fully functional online store to the site. You can add only one store per site.

The store functionality is provided by Ecwid - a third-party SaaS solutions provider that securely stores and processes all your data, including product catalogs, images, orders, and customers' payments.

### ➤ *To add an online store to your site:*

1. Go to the **Modules** tab, select **Online Store**, and drag the module to the page.
2. Create an account with Ecwid if you do not have one yet, or specify the ID of an existing store if you have previously created a store at Ecwid through Presence Builder and want to show it on your site.

If you do not have an account with Ecwid yet, do the following:

- a. In module settings, on the **General** tab, select the option **Register with Ecwid**.
- b. Type your name, e-mail address, and password. You will use the e-mail address and password to sign in to Ecwid and manage your store.
- c. Click **Send**. A confirmation message from Ecwid will be sent to your e-mail address. You will need to confirm that you own this e-mail address within three days, otherwise the online store will be deactivated.

If you already have an account with Ecwid, select the option **Enter an ID of an existing shop**, specify the store ID and e-mail address that you specified during account registration, and click **Apply**.

---

**Note:** If the online store was created directly at the Ecwid website without using Presence Builder, you can do the following: Create a new Ecwid account through Presence Builder, log in to the previously existing Ecwid account, export all the goods to a CSV file. After that, log in to the new account and import the file.

---

3. (Optional step.) If you want to let your customers add items to the cart by dragging them to a shopping bag icon, go to the **Modules** tab, select the **Shopping Cart** module, and drag it to the page.  
 Note that the shopping bag icon will be inserted into all pages of your site. If you do not want that, do not use the **Shopping Cart** module. Your customers will still be able to add items to the cart and proceed to checkout by using the **Shopping Bag** link that appears at the top of the product catalog area.
4. (Optional step.) If you want to change the appearance of the product catalog, in module settings, go to the **View** tab.
5. To set up your store, fill the product catalog with items, and remove the default fruit and vegetable items added by Ecwid, click the **Manage** link on the module's toolbar.

The Ecwid control panel will open in a new browser window or tab.

6. After you have finished setting up the store in the Ecwid control panel, return to the Presence Builder editor and click the **Reload** link on the **Online Store** module's toolbar.

You must use the **Reload** link to synchronize the content of your online store with online store at Ecwid.

7. Click **OK** to finish setting up the store.

➤ **To manage a store:**

Place the mouse pointer over the product catalog and click **Manage**. The Ecwid control panel will open in a new browser window or tab.

---

**Note:** After publishing your site, you can also view information about new orders on the Dashboard.

---

➤ **To remove a store:**

Place the mouse pointer over the product catalog and click **Remove**.

## Map

With the Map module, you can easily add a map with your location to a website. Maps are provided by the Google Maps service, which is available free of charge.

The following functions are supported:

- Searching for an object on a map by address or by latitude and longitude coordinates.
- Selecting the mode of map display by switching between **Map**, **Satellite**, **Satellite with labels**, and **Terrain** views.
- Adjustment of the map scale: zoom in or out on **House**, **Street**, or **Town**.

When you add a map, the module uses the information about your location that you specified after selecting a website topic. You can specify a new location at any time.

➤ **To add a map to your site:**

1. Go to the **Modules** tab, select **Map**, and drag the module to the page.
2. Specify the desired location and click **Search**. You can type an address or coordinates. For example: `37.754481, -122.383772`.
3. Select the desired map view from the **Map mode** menu, and the zoom level from the **Zoom level** menu. To show your organization's location on the map, you might want to choose the **Map** option and the **Street** zoom level.
4. Select the desired map size from the **Map size** menu.
5. Click **OK**.



➤ **To remove a map:**

Place the mouse pointer over the map and click **Remove**.

## Custom Scripts

You can insert custom scripts written in PHP, JavaScript, or VBScript in any page of your website.

➤ **To insert a script in a webpage:**

1. Go to the **Modules** tab, select **Script**, and drag the module to the page.

2. Paste the code into the input field.

For PHP, use the opening tag `<?php`. Make sure the code you insert into this field is correct, as Presence Builder does not validate it.

3. Click **OK**.

Your code will be active only on the published website.

➤ **To remove a script:**

Place the mouse pointer over the script block and click **Remove**.

## Advertisements

If you are participating in a banner exchange or other online advertising programs, you might want to add an advertisement block to your site. After inserting the block in a webpage, it will be automatically added to all pages of your site.

➤ **To add an advertisement block:**

1. Go to the **Modules** tab, select **Advertisement**, and drag the module to the page.

2. Paste the code provided by your advertising vendor into the input field.

Make sure that the code you insert into this field is correct, as Presence Builder does not validate it. With some advertising vendors, you will need to validate your account first.

3. Click **OK**.

Advertisements will appear on your website after publishing.

➤ **To remove an advertising block:**

Place the mouse pointer over the block and click **Remove**.

## Settings and Tools for Webmasters

This section describes how to do the following:

- Change website name, description, and keywords.
- Upload a site icon (favicon) for your website.
- Make your website more visible in search results, and embed various search engine services.
- Prevent certain pages or areas of your website from being indexed by search engines and shown in search results.
- Notify site visitors about the use of non-essential cookies on your site. This might be of interest only to webmasters residing in the European Union.

### Changing Website Name, Description, and Keywords

Website name is a line of text that is shown in the title bar of a user's browser when they visit your website. By default, it is "My website", but you can change it to anything you want.

Website description is shown by search engines when your website is listed in search results. Website keywords are analyzed by search engines and are used for displaying your website when people search for these keywords.

You can specify the site description and keywords that the editor will use for all pages of your website (in **Settings** tab > **Basic**), and specify custom values for specific pages (in **Pages** tab > page name > **Edit page description and keywords**).

#### ➤ ***To edit your website name, description, and keywords:***

1. Go to the **Settings** tab > **Basic** tab.
2. Specify the website name that your visitors will see as the title of their browser window when they visit your website.
3. To show both your website name and the current page name in the browser title window and to increase your website recognition in search engine results, select the **Add website name to page titles** checkbox.
4. Add short description (up to 255 symbols) of your website.
5. Provide a list of keywords that describe your website (10-15 keywords are recommended).

The description and keywords will be used by default for new and existing pages.

6. Click **OK** to save changes.

## Uploading a Site Icon (Favicon)

A favicon is a small icon displayed in the browser's address bar when you visit a website, and also appears next to the website name in the list of favorite bookmarks. You can create a favicon using a variety of online tools and then upload your favicon through the Presence Builder editor. All your website visitors will see this favicon.

### ➤ *To upload a favicon for your website:*

1. Go to the **Settings** tab > **Basic** tab.
2. Click **Browse** and select the location of the favicon to upload. The favicon will be uploaded.
3. Click **OK** to save changes.

### ➤ *To remove a favicon from your website:*

1. Go to the **Settings** tab > **Basic** tab.
2. Click **Remove** in the **Favicon** section. The favicon will be removed.
3. Click **OK** to save changes.

## Verifying Website Ownership

Most search engines require you to verify website ownership when you register your website or sign up for webmaster assistance services. Verification is typically done by uploading or creating a file with a specific file name.

### ➤ *To verify website ownership:*

1. Go to the **Settings** tab > **Advanced** tab.
2. Provide the verification file:
  - If you know the name of the verification file requested by a search engine, provide the verification file name in the **Create verification file** field and click **OK**. Presence Builder will create it in the correct place.
  - If you have already downloaded your verification file from a search engine, upload the verification file to the **Upload verification file** field and click **OK**.
3. After the verification file is created or uploaded and your website is published, confirm your ownership on the search engine website.
4. Click **OK** to save changes.

➤ **To edit the HTML <head> section of your website (for example, to add ownership verification meta code):**

1. Go to the **Settings** tab of the Presence Builder's main menu, then go to the **Advanced** subtab.
2. Click **Edit Metadata**.
3. Insert the code into the provided field and click **Add**.

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**Note:** Only valid HTML tags permitted for <head> section by HTML standards are supported. Metadata changes will be available only after you publish your website.

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4. Click **OK** to save changes.

## Embedding Google Analytics Code

Google Analytics is a tool that allows you to obtain information about your visitors. After you register with Google Analytics and acquire the required code, you can embed Google Analytics on your website.

➤ **To embed Google Analytics:**

1. Register with the Google Analytics service and acquire the code.
2. Go to the **Settings** tab > **Advanced** tab.
3. Click **Embed Google Analytics**.
4. Insert the code you have received from Google Analytics into the provided field and click **Add**.

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**Note:** Google Analytics will start working only after you publish your website.

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5. Click **OK** to save changes.

## Downloading the Sitemap

Some search engines will ask you to provide your sitemap for analysis and optimization purposes. You can download your sitemap from the Presence Builder editor.

➤ **To download your website sitemap:**

1. Go to the **Settings** tab > **Advanced** tab.
2. Click **Download Sitemap**.
3. Click **OK** to start downloading the `sitemap.xml` file.

## Preventing Search Engines from Indexing Certain Pages of Your Site

To prevent search engines from indexing certain pages of your website, you can add the appropriate directives into the `robots.txt` file. This file is stored on the customer account to which your site is published.

### ➤ *To prevent search engines from indexing certain areas of your website:*

1. Go to the **Settings** tab > **Advanced** tab.
2. Click the link **Edit robots.txt**.
3. Type your directives into the input field. Place each directive on a new line.

For example, to prevent all search engine robots and crawlers from indexing the contents of the directory `/private` and the file `/my_secret.html` on your customer account, add the following lines:

```
User-agent: *  
Disallow: /private/  
Disallow: /my_secret.html
```

For more information about the `robots.txt` file and directives you can use, refer to <http://www.robotstxt.org/robotstxt.html>.

## Notifying Site Visitors About the Cookie Policy

If you are located in the European Union, your site must inform its visitors about the use of non-essential cookies and obtain informed consent.


Cookies are small files that web servers save on visitors' computers. Cookies may be used for a number of purposes, from remembering personal preferences to tracking users' behavior for presenting targeted advertisements. Non-essential cookies are those that are not required for websites to function properly. Examples of non-essential cookies include those from analytics, advertising, and affiliate networks such as Google Analytics and Google AdSense.

Most likely, your site uses non-essential cookies if it uses the following functions:

- Google Analytics
- Publishing to Facebook
- Embedded video
- Image gallery module (with Picasa selected as storage)
- Online store module
- Map module
- Commenting module
- Social sharing module
- Script module
- Site search

If you choose to show a notice on the site, its visitors will be prompted to confirm that they accept your policy.



If they accept it, the notice is no longer shown (the icon  is shown instead in the page corner), and they can continue browsing your site. If they do not accept it, they are taken to google.com.

➤ ***To show a cookie notice on the site:***

1. Go to the **Settings** tab > **Advanced** tab.
2. Click the link **Notify Site Visitors About the Cookie Policy**.
3. Select the checkbox **Show the cookie notice on the site** and click **OK**.

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## Saving and Loading Copies of a Website

While working on the content and design of a website, you can save several copies of each site to the server and restore sites from the saved copies (also referred to as *snapshots*). Saving site copies can be useful in the following cases:


- You want to prepare several versions of the same website, so that you can later load them for review, choose the best designed or the most appropriate version, and publish it to the Internet.
- You want to make significant changes or experiment on the site design or content, but be sure that you can safely undo the changes should anything go wrong.

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**Note:** Pictures from the **Image Gallery** modules are not saved in snapshots. Images are stored on your customer account or Picasa Web Albums (if you use that option).

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### ➤ *To save the current design and content of a site:*

1. In the Presence Builder editor's main menu, click the icon  next to the **Save** option.


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**Note:** If you click **Save**, a quick-save site copy will be saved under the name **auto-saved snapshot**. You will be able to restore a site from this copy later, by clicking **Revert** in the main menu.

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2. In the list that opens, select a free saving slot, type a name for the backup copy, and click **Save**.

### ➤ *To restore a site from a saved copy:*

1. In the Presence Builder editor's main menu, click the icon  next to the **Revert** option.



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**Note:** If you click **Revert**, a site will be restored from the quick-save copy that was made the last time you clicked **Save**.



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2. In the list that opens, select a site copy and click **Load**.
3. Click **Yes** to confirm you want to restore.



### ➤ *To download a site copy:*

1. In the Presence Builder editor's main menu, click the icon  next to the **Save** option.
2. Locate the copy that you want to download and click the  (Download) icon.
3. Select the directory on your computer where you want to save the file and click **OK**.

➤ **To upload a site copy:**

1. In the Presence Builder editor's main menu, click the icon  next to the **Revert** option.
2. Click the  (Upload) icon next to the slot to which you want to upload the copy.
3. Browse to the site snapshot file in the SSB format and select it.
4. If you want to restore a site from the uploaded snapshot, select it and click **Load**.

➤ **To remove a site copy:**

1. In the Presence Builder editor's main menu, click the icon  next to the **Save** option.
2. Locate the site copy that you want to remove and click the corresponding  (Remove) icon.



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## Publishing a Website to the Internet

When your website design and content are ready to be published to the Internet, click **Publish** in the top right corner of the main menu. Presence Builder will publish your website automatically to the location specified by your hosting provider.

## Publishing a Website Copy to Facebook

After publishing a site on the Internet, you can drive more visitors to it by publishing a site copy to the popular social network site - Facebook ([www.facebook.com](http://www.facebook.com)).

A site copy on Facebook will show most of the content from your site; however, the following changes will be applied to its design, layout, and functionality:

- Headers, sidebars, and footers will not be shown.
- The navigation menu will be shown only at the top of the site pages.
- Page width will be limited to 520 pixels. For pages wider than 520 pixels, a horizontal scrollbar will be shown.
- The font face, size, and color will be changed to comply with the Facebook design, unless these font properties were specifically selected by the site owner in the Presence Builder editor.
- Image galleries, online store, and links for sharing on social media sites will not be shown.
- Any links pointing to other pages on Facebook will not work.

➤ ***If you want to add a site copy to Facebook, do the following:***

1. In the main menu, click the **Settings** tab > **Social Media** tab.
2. Leave the checkbox **Show a copy of my site on Facebook** selected.
3. Click the link **Add your site copy to Facebook**. The Facebook home page opens in a new browser window or tab.
4. To log in to your Facebook account, type your e-mail address and password, and click **Log In**.
5. If you do not have a Facebook page where you want to show a site copy, create one. To do this, click **Create It Now**, and follow the onscreen guidelines. After your page is created, return to the **Parallels Presence Builder at Facebook** page, which is shown in another browser window or tab.
6. Click **Add Parallels Presence Builder Application**. This application provides synchronization between the website on your hosting account and its copy on Facebook.
7. To confirm that you want to add the application to your page, click **Add Parallels Presence Builder**.

Now your site copy is added. To see it, click the **Website** link in the Facebook navigation pane on your left.

Whenever you make changes to your site and republish it through the Presence Builder editor, your site copy on Facebook will be updated accordingly.

➤ *To remove a site copy from Facebook, do the following:*


1. In the Presence Builder editor's main menu, click the **Settings** tab > **Social Media** tab.
2. Clear the checkbox **Show a copy of my site on Facebook**.
3. Click **Yes** to confirm.
4. Go to your Facebook page and remove the Presence Builder application from there.

# Viewing Site Visits Statistics, Comments, and New Orders on the Dashboard

After publishing a site, you can access the Dashboard from the Presence Builder's main menu to perform the following tasks:

- View statistics on website visits. The statistics are provided by Google Analytics and are available after you specify the code for Google Analytics in website settings, as described in the section *Settings and Tools for Webmasters* (on page 42).
- View new comments left by site visitors on your website pages. The comments are visible on the Dashboard after you set up the commenting functionality, as described in the sections *Blog* (on page 32) and *Commenting* (on page 35).
- View new orders from customers visiting your online stores. The new orders are visible on the Dashboard after you set up an online store, as described in the section *Online Store* (on page 39).

➤ ***To view website visits statistics:***

1. On the main menu, click **Dashboard**.
2. If you access the dashboard for the first time, confirm association of your site with your Google Account:
  - a. Click **Log In to Google Analytics**.
  - b. Log in to your Google Account.
  - c. Confirm that you want to allow access to your account.
3. Under the **Website Visits Statistics** chart, click the link **See more charts**, or click the  icon.


The **Overview** section shows the following statistics for the past 30 days:

- A detailed chart for the metric currently selected under **Profile report**.
- The total number of visits during the past 30 days.
- The number of new visits.
- Average time spent on a site by users.
- The total number of page views.
- The number of page views per each visit.
- The percentage of new visits.


The **Traffic sources overview** section shows the addresses of websites from which your visitors were coming during the past 30 days. The **(direct)** item shows the percentage of visitors who accessed your site by typing its address directly in their browsers.

The **Visitors' locations** section shows the geographic locations of the visitors for the past 30 days.

➤ ***To view comments from your site visitors:***

1. On the main menu, click **Dashboard**.
2. Under **Comments**, click the link **See them**, or click the  icon.
3. To go to the webpage where the comment was left, click **Link to the comment**.
4. To go to the Disqus site for moderating the comments, click **Manage Comments**.

➤ ***To view orders submitted by the customers visiting your online stores:***

1. On the main menu, click **Dashboard**.
2. Under **Orders**, click the link **See them**, or click the  icon, and then click the **Orders** tab.

To go to the Ecwid site for processing the orders, click **Manage Orders**.

# Deleting Websites

When you delete a site from the Presence Builder editor, only the current site draft opened in the editor and saved site copies (snapshots) are removed.

By default, the site copy published to your hosting account is not removed. However, this policy might be changed by your hosting provider.

➤ ***To delete a current site copy from the editor:***

In the Presence Builder editor's main menu, select **More > Remove Site**.