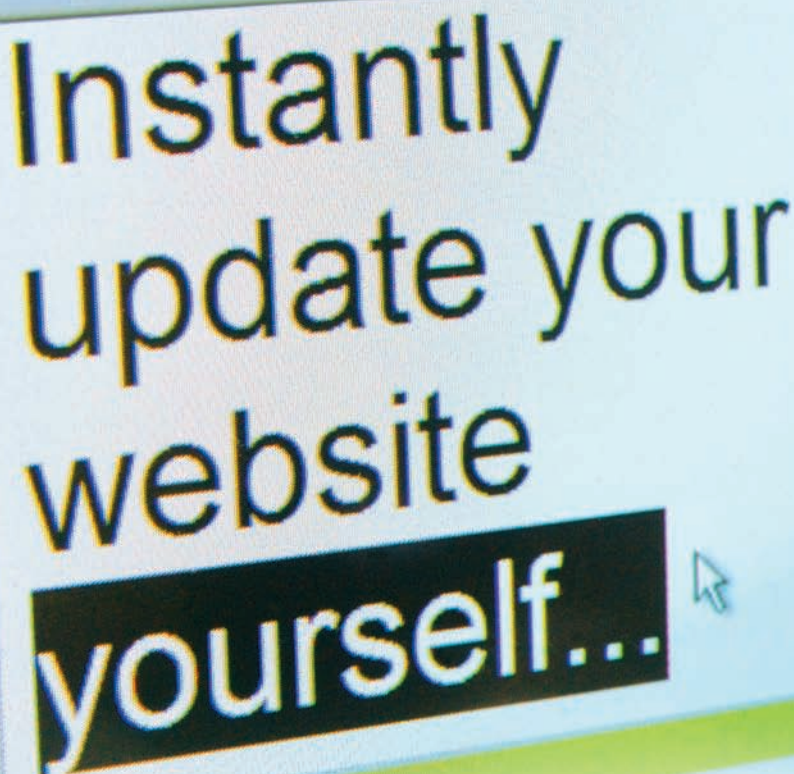


websites
by printing.com

UPDATE™

CENTRE

User Guide



Instantly
update your
website
yourself...



FAST FULL COLOUR PRINT

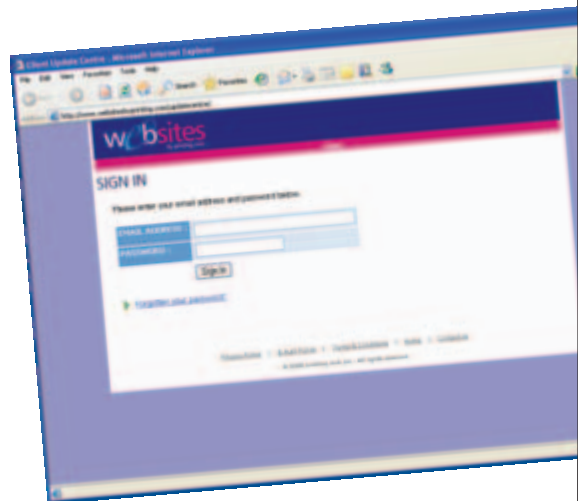
Welcome to websitesbyprinting.com

Congratulations on ordering your life-changing website.

This guide tells you everything you need to know about the launch of your new website as well as how to edit and maintain your website in the future.

Although we love seeing your happy smiling face, there's no need for you to keep popping into the store while we build your website. We've developed a clever online tool called Update Centre to keep in touch. We'll send you messages through Update Centre while we're building your site. You'll use it to approve or request changes and to send us images and text. It means that we all know what stage we're at.

Once your website is launched, you'll still use Update Centre to update your website.



UPDATE[™]
CENTRE

>>YOUR UPDATE CENTRE LOGIN DETAILS

Username:

Password:

Building your website - in three easy steps

Here's a summary of the steps to building your website.

1 STEP ONE - See pages 4-5

WE design your Master Page.



YOU approve your Master Page Mock-up.



2 STEP TWO - See pages 6-7

WE build a working website and add your content.



YOU approve the Dynamic Proof.

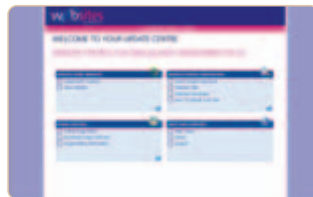


3 STEP THREE - See pages 8-17

WE launch your website and make it live.



YOU can make changes to the content of your website.



Approving the Master Page Mock-up

When your master-page mock-up is completed you will receive an email requesting that you sign in to Update Centre at **www.updatecentre.com**. You'll be taken to 'My Websites' which lists websites you've ordered and their current status.

To view your Master Page Mock-up, click on the **'VIEW PROGRESS'** link on the right. This will take you to the message centre where you'll see a message saying your Master Page Mock-up is awaiting approval. Click on the icon on the left to view the proof, then follow the link to open the mock-up.



Click here to open mock-up

You'll see the elements of the website that will appear on every page including the logo header, footer and menu bar. This is just an image at this stage and is not a working website yet. When you've checked this mock-up, you have four options from the drop down menu:

Approved – No changes

If you've thoroughly checked the mock-up design of your website and you're happy to proceed, choose this option.

Approved subject to changes

If your changes are simple and not too numerous, please note details and choose this option.

Further Mock-up required

If you require changes along with another proof, please note details and choose this option.

I'll approve later

If you've not got time right now, you can approve later.



Please bear in mind that any changes you make that were not included in your original brief will be charged at our usual hourly artwork rate.

Once you have approved this Master Page Mock-up, we will 'code' your design to turn it into a working website. After you have approved the Master Page Mock-up we will:



This means that we can't make **ANY** changes to the Master Page after this point. To avoid extra costs or delays, it is really important that you are 100% happy with your Master Page design. The checklist below should help:

Master Page Mock-up Check List

Remember – this is just a 'mock-up'. Colours and layout could look slightly different once we have coded the website.

- Is everything spelt correctly? Imagine having a spelling mistake on the header on every page of your website?
- Does the menu bar have the correct number of links, in the correct position with the right spelling? Remember, we can't add any more once we've coded your website.
- Are the images correct and in the right place?

Once you have approved your Master Page Mock-up, we'll add your content – that's the text and images we have agreed to include for you.

If you haven't supplied these details yet, please send them to us now, so there are no unnecessary delays in getting your website live.



Approving the Dynamic Proof

Once we've 'coded' your website and added your content, we'll send you an email asking you to sign in to Update Centre at www.updatecentre.com to approve your Dynamic Proof. Sign in and you'll be taken to 'My Websites'.

To view your Dynamic Proof, click on the '**VIEW PROGRESS**' link on the right. You'll see a message saying that your Dynamic Proof is awaiting approval. Click on the icon on the left to view the proof and then follow the link to open the proof.

This will show your actual working website, with links which work and your content included on every page. The master page design is incorporated into the design of the pages.



Please check through this dynamic proof. When you've done so, you'll have four options from the drop down menu just as you did when approving the Master Page Mock-up; Approved –No changes, Approved subject to changes, Further Proof required and I'll approve later.

Please bear in mind that any changes you make that were not included in your original brief will be charged at our usual hourly artwork rate.

Once you've approved this Dynamic Proof, we'll make your website go live on the web. It can take up to 72 hours before your website is visible to everyone, as the internet's networks across the world need to update this change. Therefore, due to the nature of the web, you might temporarily be able to view your website on one computer but not another. Please be patient whilst the web does its thing!



↖
Your live website!

Once you have approved the website to go live, you can use Update Centre to make as many changes yourself as you like for free. If you'd like us to make further changes, that's fine. We'd be delighted. Thanks for asking. We'll do these at our normal hourly artwork rate.

The checklist below should help ensure you don't need us to make any further changes:

Dynamic Proof Check List

- Is the content in the correct place? (Remember you can make changes to spelling and punctuation later yourself).
- Are the links all linking to the correct pages?
- Are the correct images being used?
- Is the correct text on the correct page?

Maintaining your website

Now that your website is live, you're in control! You can update and edit your website's content, submit your website to search engines, edit images and receive help and support.

We've created a content management system which means you don't need to keep popping in and out of your local store and paying us to make lots of little changes to your website. You can control your website yourself online by visiting www.updatecentre.com and signing in with the account details which should be noted at the front of this guide.

Once signed in you, you'll notice that the 'VIEW PROGRESS' link has been replaced by '**UPDATE SITE**'. This will take you to your content management system to keep your website up-to-date.



Update your website

This is where you can edit or update your website's content such as text and images.



Click 'Update/Edit Website' and you'll be taken to a list of every page on your website. Each page has a 'View' and 'Edit' button next to it. (If it's not a menu page, you'll also see a 'Rename' button which lets you rename the linked page).



The 'View' Button simply allows you to view a website page as it currently appears on the web. The 'Edit' button takes you to the web editor where the content can be added and edited. To do this, choose the page you wish to start with and click the 'Edit' button. N.B – The 'index.html' page is the home page.

This will open the 'Web Editor' which is commonly known as a 'WYSIWYG' (What You See Is What You Get) Editor. You'll notice that the editor has very similar look and feel to common word processors, making it very easy and familiar to use .

You'll see the word-processor-like tool bar at the top. Use these tools to add content.





Toolbar functions



Save: To save your work, click on the 'save' icon.



Fullscreen: To expand the active window to a full screen click on the 'Fullscreen' icon. Concurrent clicks on this icon will toggle this feature on and off.



Preview: See how your content is displayed in a web browser using a Preview Window. Choose the screen resolution; '640x480', '800x600', '1024x768' from the dropdown.



Search: To find and replace words or phrases within the text select the search feature. Enter the word or phrase you wish to find in the 'Search' field, and press 'search next' to find it or 'replace all' to replace all instances with your chosen alternative.



Cut (Ctrl+X): To cut a portion of the document, highlight the desired portion and click the 'Cut' icon. *This feature is not supported by Mozilla Firefox and therefore the keyboard shortcut Ctrl+X must be used in Firefox.*



Copy (Ctrl+C): To copy a portion of the document, highlight the desired portion and click the 'Copy' icon. *This feature is not supported by Mozilla Firefox and therefore the keyboard shortcut Ctrl+C must be used in Firefox.*



Paste (Ctrl+V): To paste a portion that has already been cut (or copied), click where you want to place the desired portion on the page and click the 'Paste' icon. *This feature is not supported by Mozilla Firefox and therefore the keyboard shortcut Ctrl+V must be used in Firefox.*



Paste from Word: To Paste from Microsoft Word: Copy your desired text from Microsoft Word and click the 'Paste from Word' icon. This will remove the tags that Microsoft Word automatically places around your text. It will also remove most text formatting as well.



Undo: To undo the last change, click the 'Undo' icon. Each consecutive click will undo the previous change to the document.



Redo: To redo the last change, click the 'Redo' icon. Each consecutive click will repeat the last change to the document.



Font Colour: To change the colour of text, select the desired portion of text and click the 'Font Colour' icon.



Bookmark: A bookmark is like a 'jump to' link on the same page. You can insert/update bookmarks, and go to/select bookmarks with ease. To insert an anchor (the place where you want to jump TO), select a desired spot on the web page you are editing and click the 'Bookmark' icon. In the dialogue box, give the anchor a name. When finished, click the 'Insert' button to insert the anchor, or 'Cancel' to close the box.

An example of a bookmark is a 'Return to top of page' link. This link would be at the bottom of the page, with the anchor at the top.

To modify an anchor, select the anchor on the page and click the 'Bookmark' icon. Make your changes and hit the 'OK' button or click 'Cancel' to close the window. To delete a bookmark delete the anchor on the page or click the 'Bookmark' icon, click the bookmark and delete the text in the field.



Hyperlink: A Hyperlink is just a fancy name for a link to a different page. To create a hyperlink, select the text or image you want people to press to use the link, then click the 'Hyperlink' icon. You can type the full URL (the page's web address) of the page you want to link to in the URL text box. You can also decide whether you want the link to open in a new window by selecting 'blank' from the 'target window' dropdown (otherwise it opens in the same window). You can also enter a Bookmark name if you want to link to a specific part of a page (see Bookmark above).

If applicable, to link to any of your 'Linked Pages', select the text or image to create the link from, then click the 'Hyperlink' icon. Click on the yellow folder icon, then using the top left hand side drop-down menu choose 'Linked Pages'. Choose the page you want to link to and click the 'Choose This File' button, then on the next pop-up click the 'Insert' button and finally the 'OK' button on the next pop-up.

If you want a blank email to be created, prefilled with an email address of your choice, use the 'mailto:' function.



Image: To insert an image, select a desired spot on the web page you are editing and click the 'Image' icon. Click on the yellow folder icon to choose the image from the list. You can also upload images from your computer by using the 'Browse' button to search for the image and then clicking the 'Upload' button. To modify the image properties of the selected image, click the 'Image' icon, change the properties and click the 'OK' button.

Remember: Don't stretch or shrink images once they are on the web page - do this beforehand. See the section called 'Editing and Adding Images' on page 15.



Flash: To insert a Macromedia Flash movie, select a desired spot on the web page you are editing and click the 'Flash' icon and click on the yellow folder icon to choose the flash movie from the list. Upload flash movies from your computer by using the 'Browse' button to search for the image and then clicking the 'Upload' button.

To modify the flash movie properties of the selected movie, click the button, change the properties and click the 'OK' button.

(Please note that this feature is provided to allow you to insert your own Flash movies but we do not currently support extra features such as Flash.)



Insert Table: Insert a new table by clicking the 'Insert Table' icon and rolling your cursor over the boxes, highlighting the desired number of rows and columns. Then click your mouse button to insert the table.



Edit Table/Cell: To modify table properties, select a table or click anywhere inside the table you want to modify, then click 'Table Size', 'Edit Table', 'Edit Cell' from the dropdown.

A pop-up window will appear with the table's properties. Click the 'OK' button to save your changes, or click 'Cancel' to go back to the editor.

Note: this function will not work if a table has not been selected.



Show/Hide Guidelines: To show or hide guidelines, click the 'Show/Hide Guidelines' icon. This will toggle between displaying table and form guidelines and not showing any guidelines at all. *This feature is not supported by Firefox.*



Special Characters: To insert a special character, click the 'Special Characters' icon. A pop-up window will appear with a list of special characters. Click the icon of the character to insert into your webpage and click the 'Close' button to close the pop-up.



Line: To insert a horizontal line, select the location to insert the line and click the 'Line' icon.



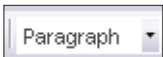
Remove Formatting: This command allows you to select a specific portion of text and remove any of the formatting which it contains. To remove any text formatting, select the desired portion of text and click the 'Remove Formatting' icon.



Clear All: To clear the entire document, click the 'Clear All' icon. On the pop-up click the 'OK' button to clear the document or 'Cancel' to return to the document without any changes.



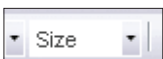
View/Edit Source: To switch to source code editing mode, click the 'View/Edit Source' icon. This will switch to HTML code editing mode. This is recommended for **advanced users only** and it's possible that you could break your website entirely if you don't know what you're doing. Think of this as using a screwdriver inside your washing machine.



Paragraph: To change the format of text, select the desired portion of text and click the 'Paragraph' drop-down menu.



Font Name: To change the font of some text, select the desired portion of text and click the 'Font Name' drop-down menu.



Font Size: To change the size of text, select the desired portion of text and click the 'Font Size' drop-down menu.



Bold (Ctrl+B): To bold text, select the desired portion of text and click the 'Bold' icon. Each consecutive click will toggle this function on and off. *The keyboard shortcut is not supported by Firefox.*



Italic (Ctrl+I): To convert text to italic, select the desired portion of text and click the 'Italic' icon. Each consecutive click will toggle this function on and off. *The keyboard shortcut is not supported by Firefox.*



Underline (Ctrl+U): To underline text, select the desired portion of text and click the 'Underline' icon. Each consecutive click will toggle this function on and off. *The keyboard shortcut is not supported by Firefox.*



Strikethrough: To format text as strike through select the text you want formatted by highlighting it and select the 'Strike through' icon. Each consecutive click will toggle this feature on and off.



Justify Left: To align to the left, make a selection in the document and click the 'Justify Left' icon.



Justify Centre: To align to the centre, make a selection in the document and click the 'Justify Centre' icon.



Justify Right: To align to the right, make a selection in the document and click the 'Justify Right' icon.



Justify Full: To justify a paragraph or text fully, make a selection in the document and click the 'Justify' icon.



Numbering: To start a numbered text list, click the 'Numbering' icon. Each consecutive click will toggle this function on and off.



Bullets: To start a bullet text list, click the 'Bullets' icon. Each consecutive click will toggle this function on and off.



Indent: To increase indent of a paragraph, click the 'Indent' icon. Each consecutive click will move text further to the right.



Outdent: To decrease indent of a paragraph, click the Outdent' icon. Each consecutive click will move text further to the left.

To learn how to use more advanced functions, please visit the help & support section within your update centre. You will be able to view help files and demos.



Editing and adding images



It's easy to add images to your website! You just need to remember one thing; images used on websites must be optimised for the web. All this means is that the quality (size and the file size) must be reduced. If this isn't done, then an image could fill the screen and take forever to load.

So what do you need to do? Not a lot really because we've created a tool to do the hard work for you. It's called '**Image Editor**' and you don't even need to download any software on your computer to use it – it can be easily accessed through the Web Editor.

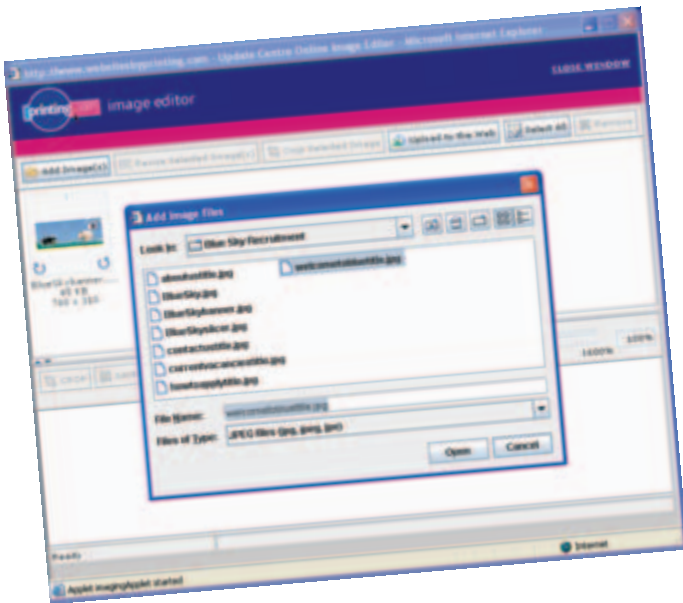


You can insert an image by selecting a desired spot on the web page you are currently editing and clicking the 'Image' icon on the toolbar followed by clicking the yellow folder icon to choose the image from the list. If your images are already optimised you can upload images from your computer by using the 'Browse' button to search for the image and then clicking the 'Upload' button.

However, if your image is not yet optimised for the web you will need to use the 'Image Editor'. To do this you should follow the same process as above, however, instead of using the 'Browse' button to upload an image you should click the 'Open Image Editor' button below the 'Browse' button to open the Image Editor.



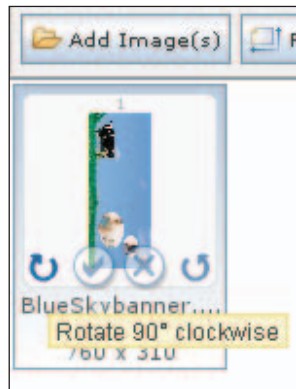
N.B – A pop-up may appear asking if you trust the author of the image editor. That's us, so yes, click to confirm that you trust the source and wish to proceed.

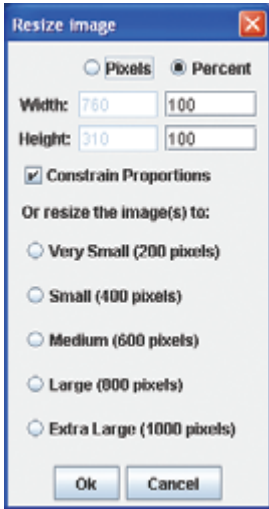


In the Image Editor, click the 'Add Images' button and search your computer for the image(s) you would like to edit. The images must have a file extension of 'jpg', 'gif' or 'tif' (e.g. imagename.jpg).

Once you have located the relevant image you should select it and click the 'Open' button to add it to the Image Editor. You can add multiple images if desired.

To rotate an image: Click on the circular icons on the image to rotate the image 90 degrees clockwise / anti-clockwise. To confirm that you wish to complete this action you should click the tick icon or alternatively to reject it; click the cross icon.





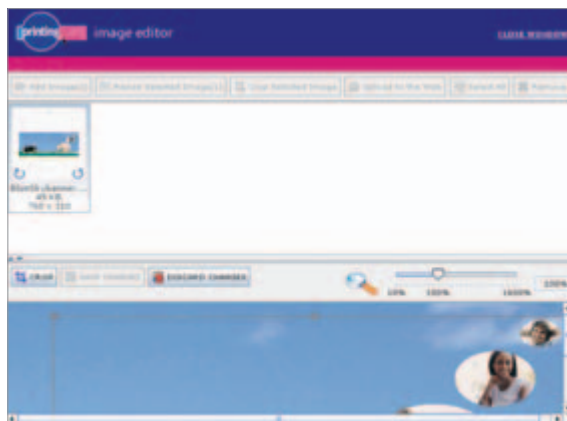
Resizing an image: Select the image you want to resize and click on the 'Resize Selected Image(s)' button. This will bring up a pop-up box with three different options for resizing:

By Pixels – Make the image smaller by choosing a lower number of pixels (the dots that make up an image). You can choose to constrain the proportions of the image (so as not to squash it) by ticking or un-ticking the relevant tick-box.

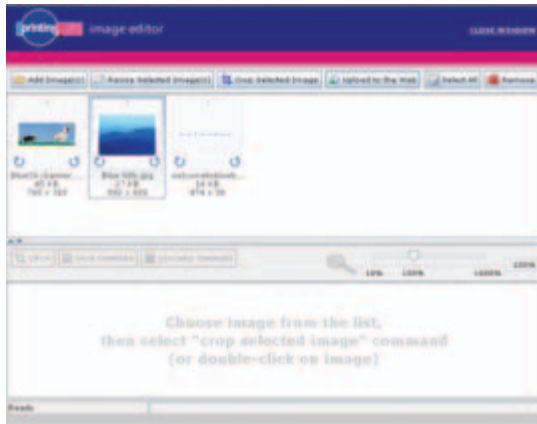
By Percentage - You can make the image smaller by choosing a lower percentage of the current size.

Various fixed sizes – You can choose from five different fixed sizes; Very Small (200 pixels), Small (400 pixels), Medium (600 pixels), Large (800 pixels) and Extra Large (1000 pixels). The image editor will convert the largest side of the image (either width or height) to the chosen fixed size (i.e. Medium will become 600 pixels).

Cropping an image: Select the image you wish to crop and click the 'Crop Selected Image' button. The image will appear in the bottom screen. Move the selection box around to choose the area you wish to crop. Once you're happy with your selection; click the 'Crop' button. To reject the cropping of the image, click the 'Discard Changes' button. When you're happy with the cropped image, click the 'Save Changes' button to update the image.

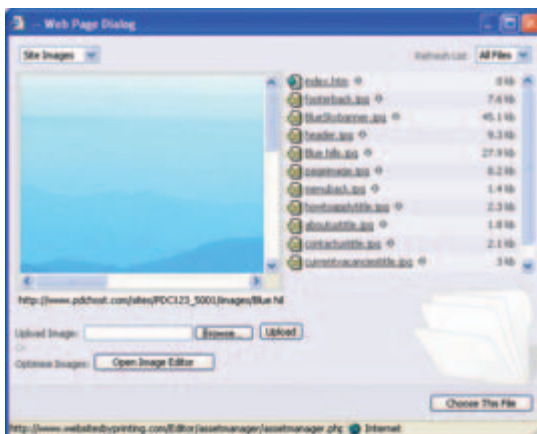


Uploading the image: When you are happy with your image, select it by clicking on it and then click the 'Upload to the Web' button. This automatically optimises the quality of the image for you and uploads the image to the same place as the rest of your images. Use the 'Select All' button prior to uploading to upload all the images. Alternatively to select multiple images you can hold down the 'Ctrl' key and click the chosen images.



When you've closed the Image Editor, click the 'Refresh List' link above the list of images to show new images in the list. Now select the chosen image and place it into your website.

To modify the image properties of the selected image, click the 'Image' icon, change the properties and click the 'OK' button.





Search the Web

Search engines

Do we offer search engine optimization? This is a very grey area and not one we get involved in. Be suspicious of anyone who guarantees to get you #1 spot on search engine listings – what they're doing may get you banned.

Here are Google's thoughts on search engine optimisation:

"A few unethical SEOs have given the industry a black eye through their overly aggressive marketing efforts and their attempts to unfairly manipulate search engine results."

Visit the following link for full details of Google's opinions:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35291>

One thing we can tell you, however, is that one of the most important elements of a website that will affect search engine ranking is content. It's common sense really. If the website is promoting widgets and there is no mention of the word 'widget' or any other associated terms then the website will struggle in search engines. It's basic marketing really... you wouldn't sell widgets and not tell people that's what you do, would you?

Whilst we're not offering search engine optimisation, we're certainly not anti-search engines. Your website has been developed to be as search engine friendly as possible and there's an area available in Update Centre where you can add search engine keywords, titles and descriptions for every page to help get your website higher up the search engines. We recommend you enter this information. Also, read the link called 'How to Submit Your Site' which explains how to submit your site to search engines.

If you submit your website to search engines there is no guarantee that you will be found. It may also take literally months before you're even listed.



Search engine keywords, title & description



There are two options when adding search engine keywords. Either add keywords for each individual page or simply use the same keywords for all pages of the website.



For best results give each individual page its own keywords. Do this by clicking the 'Edit Keywords' button next to the page name and entering the keywords. By doing this, if someone types a keyword into a search engines that is only relevant to a specific page of your website, they should be able to click a link to go directly to that specific page.

The other option is to add keywords for the whole of the site. Obviously this is less time-consuming for you, however, it will mean that the end-user will not necessarily go to the relevant page that shows the information they are requiring, instead going to the home page. Do this by clicking the 'Edit Keywords' button at the bottom of the page next to 'All files in this directory' and by entering the keywords.

The same procedure is used for the title and description sections.



Help & support



This guide has been designed to answer most of the common questions you might have regarding your website and Update Centre. However, there's also a 'Help and Support' section in Update Centre. In this section are three links;

Help Topics

This has up-to-date help files explaining how to perform the latest functions in Update Centre. Just like this guide, you will be able to read instructions along with screenshots to help you through using Update Centre.

Demos

This section includes demos, showing you how to execute certain functions.

Support

We're happy to provide as much support as you need. If you'd like us to do all your updates for you, that's fine. If you want us to spend time with you and walk you through the Update Centre process, that's fine. In fact, we're happy to spend as much time with you as you need. We'll simply charge you our usual hourly artwork rate, with a minimum of just 15 minutes.

Need some help? Pick up the phone or drop us an email.

MINIMUM SYSTEM REQUIREMENTS

Macintosh

Mac OS X 10.2.x

Latest version of Mozilla Firefox

(The latest version of Java is needed and should be automatically downloaded with Firefox)

PC

Windows XP

We recommend using the latest

version of Internet Explorer

Latest version of Java

(Downloadable from java.com)

Alternatively the latest version of

Mozilla Firefox (The latest version of

Java is needed and should be automatically downloaded with Firefox)

This is an example of a 20 page A5 Booklet printed on 150gsm gloss art paper, with an additional 4 page 250gsm Gloss Laminated cover.

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