



Sitebuilder 4.0 for Windows Administrator's Guide

ISBN: N/A

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CHAPTER 1

Preface

About This Guide

This guide instructs you how to set up Sitebuilder system preferences and manage and maintain web sites created in Sitebuilder.

Who Should Read This Guide

This guide is intended for users who manage Sitebuilder and all its components using administrator account.

Typographical Conventions

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

Formatting convention	Type of Information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the QoS tab.
	Titles of chapters, sections, and subsections.	Read the Basic Administration chapter.
<i>Italics</i>	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	The system supports the so called <i>wildcard character</i> search.
Monospace	The names of style sheet selectors, files and directories, and CSS fragments.	The license file is located in the <code>httpdocs/common/license</code> directory.

Preformatted	On-screen computer output in your command-line sessions; source code in XML, C++, or other programming languages.	<pre># ls -al /files total 14470</pre>
Preformatted Bold	What you type, contrasted with on-screen computer output.	<pre># cd /root/rpms/php</pre>

Feedback

If you have found a mistake in this guide, or if you have suggestions or ideas on how to improve this guide, please send your feedback to userdocs@swsoft.com. Please include in your report the guide's title, chapter and section titles, and the fragment of text in which you have found an error.

CHAPTER 2

About Sitebuilder

Sitebuilder consists of two parts: the Wizard and the Administrator Panel.

The Wizard is a web application enabling its users to create web sites and publish them on the Internet.

The Administrator Panel is a tool for managing Sitebuilder system-wide preferences and maintaining web sites created in the Wizard.

In this chapter:

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Sitebuilder User Roles

In Sitebuilder, different types of users have different levels of administration privileges. These types of users are called Sitebuilder user *roles*.

There are three user roles in Sitebuilder:

- 1 *Administrator* manages all Sitebuilder elements.

Sitebuilder administrators can perform the following main operations:

- Add and manage hosts, that is servers used for sites publication
- Create and manage plans, that is tariffs regulating the distribution of Sitebuilder resources
- Create and manage administrators, resellers, and site owners accounts
- Add and manage sites
- Manage components and settings of Sitebuilder
- View system and security logs

- 2 *Reseller* is a distributor of the Sitebuilder services.

Sitebuilder resellers may perform the following main operations:

- Add and manage hosts
- Create and manage plans
- Create and manage resellers and site owners accounts
- Add and manage sites
- Configure system settings

- 3 *Site owner* is a user who has purchased the hosting service bundled with Sitebuilder. Site owners are registered in Sitebuilder after they purchase hosting service and receive their Sitebuilder credentials (login and password) upon this purchase. Their main tool is Sitebuilder Wizard, which is described in the **SWsoft Sitebuilder 4.0 for Windows Wizard User's Guide** (<http://www.swsoft.com/en/products/sitebuilder/docs/>). Site owners can manage their own sites only.

Besides, you, as administrator, can make the Sitebuilder Wizard available for anonymous visitors, who are, in fact, potential site owners. They can create trial sites in Sitebuilder but cannot publish them on the Internet. After anonymous users create trial sites, they are offered to purchase hosting service to publish their sites on the Internet. Anonymous user can use the Sitebuilder Wizard only.

Overview of Sitebuilder Business Logic

Below you will find the recommended scenario of getting started with Sitebuilder. Read this information to understand the logic of Sitebuilder application, learn about its main functionalities and work out the most reasonable and time-saving order of operations.

Tasks you can perform in Sitebuilder can be logically divided into the following categories:

Configuring the Settings of your Administrator Panel and account

At this stage you customize the basic settings of your Sitebuilder:

- Activate and upgrade (if necessary) your Sitebuilder license
- Configure your account information
- Choose the language and skin for your interface

Preparing Sitebuilder for serving your customers

This stage implies several preparatory stages:

- Configuring general settings of Sitebuilder Administrator Panels for dependent users:
 - Uploading the logo and specifying your custom title bar text for the Sitebuilder window
 - Specifying your custom links for **Help** and **Support** buttons
- Configuring Sitebuilder Wizard presets:
 - Site design templates (obtaining additional templates)
 - Functional modules (configuring the Area Map module, integrating custom payment system in the eShop module)
 - Site structure templates, or page sets (creating your custom page sets)
 - Site templates, or site families (creating your custom site families)
- Preparing publishing host(s) for working with Sitebuilder and specifying them in Sitebuilder system settings.
- Configuring Sitebuilder settings for anonymous user sessions:
 - Creating a special *trial* service plan for anonymous users
 - Setting up the message displayed on the Publish step of the Sitebuilder Wizard, the advertising banner to be shown on trial sites, and configuring the automatic e-mail notification sent to users after the creation of a trial site

Serving your customers

At this stage, you integrate Sitebuilder into your business process and start working in it.

- Creating service plans to configure Sitebuilder limits and permissions for certain users. In service plans, you also specify the hosts, modules, site families, page sets, and site design templates available to users.
- Creating user accounts in the system and assigning service plans to them.
- Registering and managing users' sites (and your own sites, if necessary):
 - Managing registered site visitor accounts created on sites
 - Managing orders submitted from online stores functioning on sites
 - Promoting sites and managing site statistics settings.

Backing up and restoring Sitebuilder

At this stage, you ensure the safety and integrity of your and your customers' data. We recommend creating Sitebuilder backups on a regular basis.

The current Administrator's Guide is structured according to this logical order of operations.

Getting Started

This chapter guides you through the initial steps that should be taken to start using Sitebuilder.

In this chapter:

Creating First Administrator Account	11
Logging In to Sitebuilder.....	12
Learning Sitebuilder Administrator Panel Interface	12
Submitting Feedback on Sitebuilder Functionality	20
Getting Help	21

Creating First Administrator Account

After Sitebuilder setup, the next step is to create first administrator account that will allow its owner to log in to the Administrator Panel and start working with it. User with access to the first administrator account can later create more administrator accounts to be able to delegate Sitebuilder management to them, if necessary. Unlike these later created administrator accounts, the first administrator account cannot be removed from the system or downgraded to a lower level of user hierarchy.

➤ **To create first administrator account:**

- 1 Click the shortcut to the Sitebuilder Administration Panel located on your desktop.
- 2 From the **Interface language** list, select the language that will be used as default when you log in to the Administrator Panel.
- 3 In the **Administrator info** section, specify your contact and login information.
- 4 In the **SMTP server settings** section, set up the SMTP server through which system notification messages will be sent to your e-mail.
- 5 Click **Next**.

You will be taken to the **Desktop** page of the Administrator Panel.

Logging In to Sitebuilder

➤ *To log in to Sitebuilder:*

- 1 In your browser's address bar, enter the URL to your Sitebuilder Administrator Panel.
For example, `http://[hostname:port]/Admin`
- 2 Press ENTER.
- 3 Enter your user name in the **User name** field.
- 4 Enter your password in the **Password** field.
- 5 Select a language of Sitebuilder interface from the **Interface language** list.
- 6 Click **Log in**.

You can change your password at any time (read **Changing Your Password and Personal Information** (see page 22)).

Recovering Forgotten Password

➤ *To recover your forgotten password:*

- 1 In your browser's address bar, enter the URL to your Sitebuilder Administrator Panel.
For example, `http://[hostname:port]/Admin`
- 2 Press ENTER.
- 3 Click **Forgot Your Password**.
- 4 Enter your user name and e-mail address registered in the system.
- 5 Click **Send**.

You will receive the e-mail message with instructions how to set up a new password. Follow the provided URL and type your new password and its confirmation and click **Change**. You will be logged in to Sitebuilder with this new password.

Learning Sitebuilder Administrator Panel Interface

Read the following section to learn the basic principles of working with Sitebuilder interface.

Navigating in Sitebuilder

The Sitebuilder Administrator Panel interface enables you to use two ways of navigation through the application: *desktop view* and *standard view*.

The standard view is a customary view of the control panel divided into two main areas: the navigation pane on the left and the work area, where operations are performed, on the right.

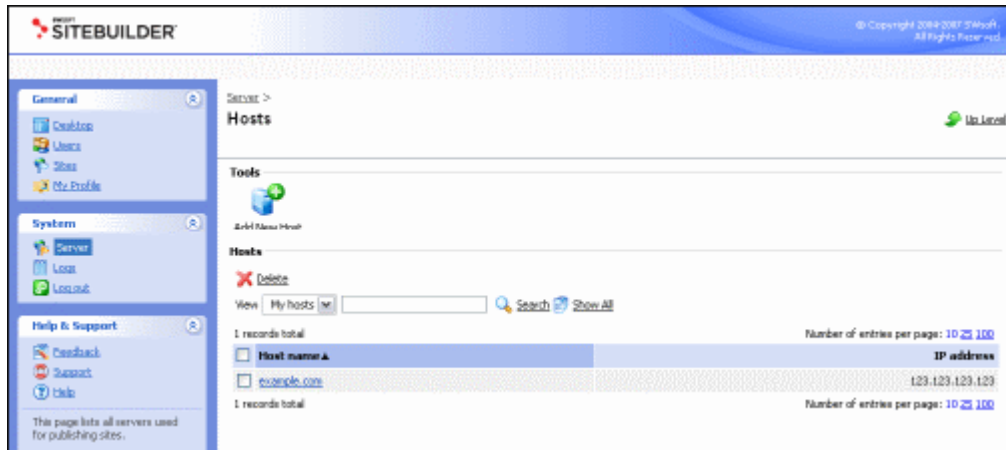


Figure 1: Sitebuilder Standard View

The desktop view displays system statistics and shortcuts to the main functionalities of the Administrator Panel.

General

- Desktop
- Users
- Sites
- My Profile

System

- Server
- Logs
- Log out

Help & Support

- Feedback
- Support
- Help

Overview main functionalities of the Administrator Panel.

Desktop

Warning: Google Maps API key is not specified. [Please click here to specify your key.](#)

Welcome to the Sitebuilder control panel

Here are some tips for you to start your work with Sitebuilder:

- 1. CONFIGURE HOST**
Specify servers available for publishing users' sites.
[Go to host management](#)
- 2. CONFIGURE PLAN**
Create plans and set limits and permissions for various groups of users.
[Go to plan management](#)
- 3. REGISTER USER**
Register users in the control panel and assign plans to them.
[Go to user management](#)
- 4. PUBLISH YOUR SITE**
Set up publishing parameters and publish a site - directly from your Administrator Panel or at the Publish step of the Wizard.
[Go to site management](#)

[Go to Swift Sitebuilder Wizard](#)

Tasks

- Create new user**
Create and configure a user account.
- Manage users**
Edit or remove user accounts.
- Trial sites settings**
Set up Sitebuilder Wizard for anonymous visits.
- Branding settings**
Set up custom logo, title bar text, customize help and support links.
- Create plan**
Create and configure a plan.
- Manage plans**
Edit or remove plans, or set a plan for anonymous Wizard users.
- Create host**
Register a host in Sitebuilder.
- Manage hosts**
Edit or remove hosts.
- License management**
View information about your license and update it online.
- Configure your profile**
Edit your profile settings.
- Buy pictures**
Buy some pictures from Fotolia - a digital photo sharing web site.

Statistics

Users	3 of unlimited user(s)
Sites	0 of unlimited site(s)
Hosts	1 of unlimited host(s)

Powered by esom

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Figure 2: Sitebuilder Desktop

Using Navigation Pane

The navigation pane is located on the left part of the Sitebuilder screen.

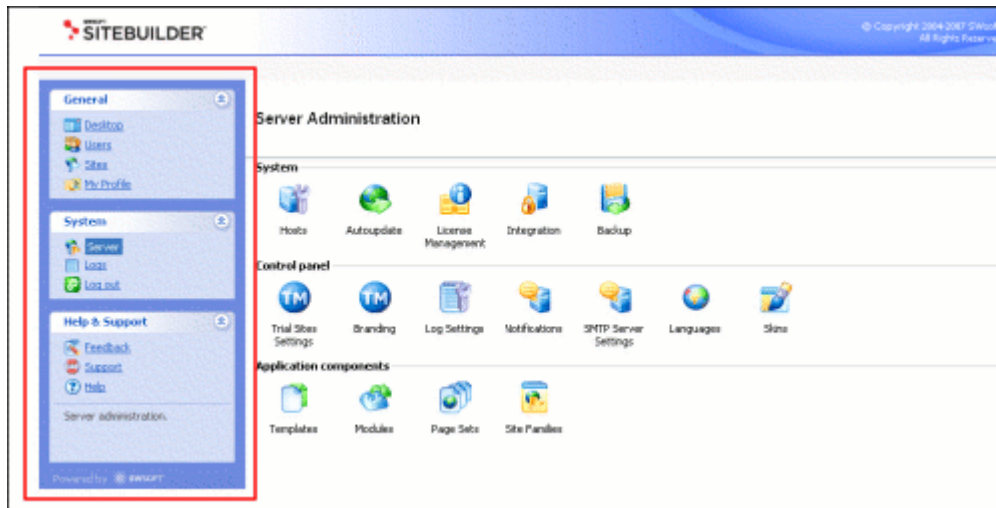











Figure 3: Navigating in Sitebuilder Using Navigation Pane

The navigation pane gives you access to the following administrative functions:

-  **Users.** Enables you to manage your dependent users and all data related to their accounts.
-  **Sites.** Enables you to add and manage sites.
-  **My Profile.** Enables you to configure your account parameters.
-  **Server.** Enables you to view and manage various system parameters.
-  **Logs.** Enables you to view system and security logs of operations performed in Sitebuilder.
-  **Log out.** Finishes the current session with the Sitebuilder Administrator Panel.
-  **Feedback.** Enables you to submit your opinion or suggestions on Sitebuilder usability and functionality to SWsoft team.
-  **Support.** Enables you to submit a request to SWsoft technical support team.
-  **Help.** Provides the online version of this guide.

Using Desktop Interface

Sitebuilder Desktop looks as follows:

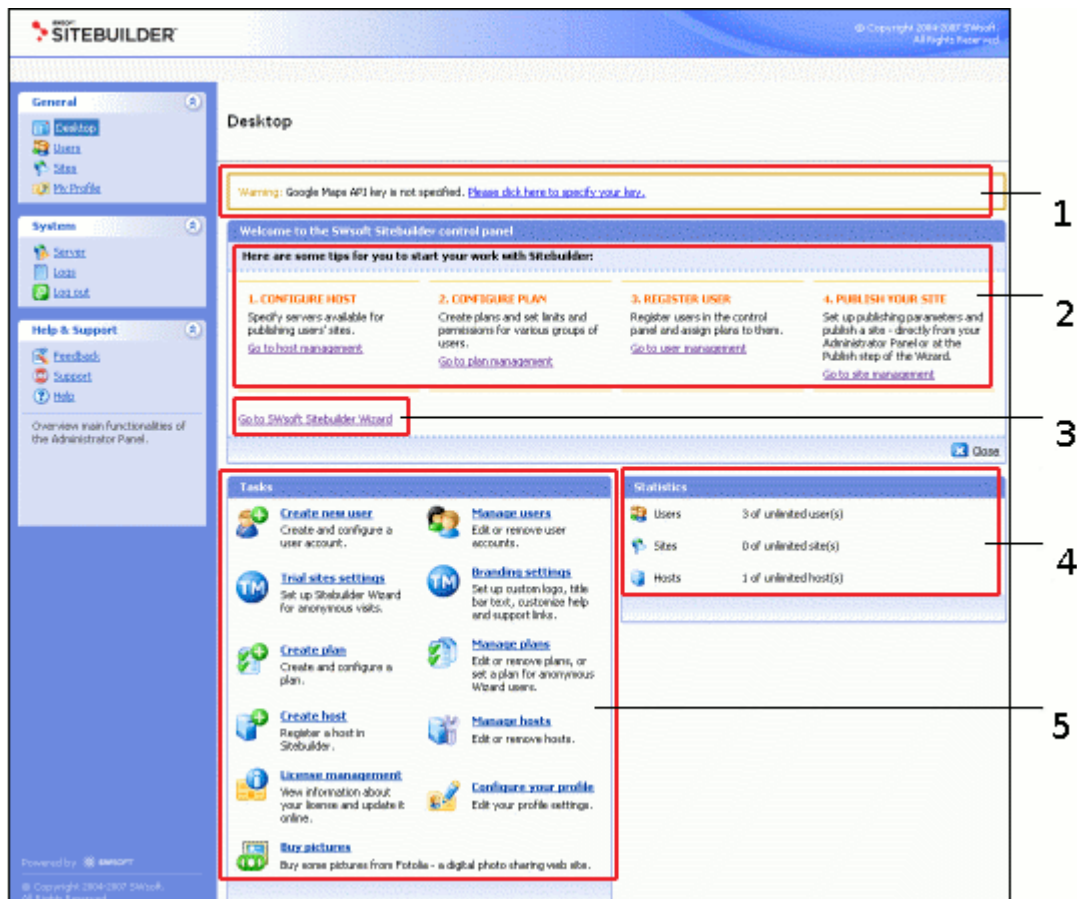



Figure 4: Navigating in Sitebuilder Using Desktop Interface

The **Desktop** screen is logically divided into the following parts:

- 1 If you have not signed up your Sitebuilder server to the Google Maps API service yet, a warning message is displayed at the top of the **Desktop** screen. You do not have to sign up for the service immediately - you can do it at any time later on. For details, read **Setting Up Area Map Module** (see page 41).
- 2 Short tips describing basic management options of the Sitebuilder Administrator Panel and shortcuts to these options.
- 3 Shortcut to the Sitebuilder Wizard. If you have not registered any sites yet, clicking this link will automatically register a site and will open it in the Wizard. If you have already registered a site or a number of sites, following this link will open the Wizard on the **Overview** page, where you can select which site you want to edit. Information about working with the Sitebuilder Wizard is provided in the **SWsoft Sitebuilder 4.0 for Windows Wizard User's Guide** (<http://www.swsoft.com/en/products/sitebuilder/docs/>).

If you do not want these options to be displayed ever again, click  **Close** at the bottom right part of this additional section.

- 4 **Statistics** section, which displays the following statistical data:

- **Users.** The number of created user accounts and the maximum number of user accounts allowed by your license.
 - **Sites.** The number of sites in the system and the maximum number of sites allowed by your license.
 - **Hosts.** The number of servers specified for publishing sites and the maximum number of publishing servers allowed by your license.
- 5 **Tasks** section, which contains shortcuts to the frequently performed operations.

Using Path Bar

To work with the second-level and deeper-level screens of the application, use a path bar: a chain of links that appears in the upper-left part of the main application screen. Use a corresponding path bar link to return to the main screen, or to one of the intermediate screens.

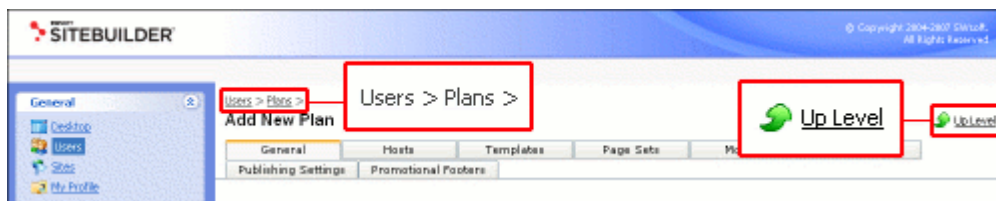



Figure 5: Navigating in Sitebuilder Using Path Bar and "Up Level" Button

You can also use the  **Up Level** icon in the upper-right corner of the screen to return to the previous screen.

Working with Lists

On the management pages of various system objects (sites, users, etc.), information is present in the form of object lists.

In such a list, each object record is a table row displaying the object name, status, and relevant parameters of the object (for example, for each site, the owner and creation date is shown). Above and below each list, the total number of items contained in the list is displayed. Below the list, you can adjust the number of items to be displayed per page (**10**, **25** or **100**). In multi-page lists, you can navigate between the pages by clicking the page number shortcuts above and below the list. To go to the first/last page of the list, click **First** or **Last**, accordingly.

To configure the number of items to be displayed per page in all Sitebuilder lists, see section **Choosing Language, Skin and Number of Items to be Displayed per Page** (see page 23).

In lengthy lists, you can find items using the search function, or sort items by one of available parameters. To find an item, type a search criterion into the input box above the list, and click **Search**. The list will show the items matching the search criterion. To return back to viewing all items, click **Show All**.



Figure 6: Searching Objects

To sort list items by a certain parameter in ascending or descending order, click the parameter's title in the column heading. The order of sorting will be indicated by a small triangle displayed next to the parameter's title.



Figure 7: Sorting Objects

In some lists, you can filter items by a number of additional parameters by selecting one of such parameters from the **View** box (for example, on the **Sites** screen, you can choose to view **My sites**, **All sites**, **All trial sites**, and **My trial sites**).

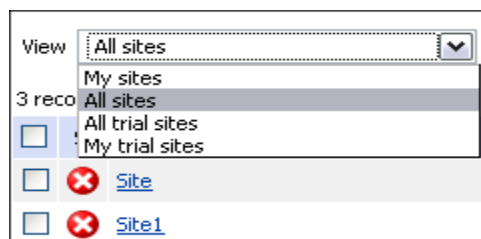


Figure 8: Filtering Objects

To choose an object for further operation, select the check box on the left of the object's name.

<input type="checkbox"/>	S	Site name ▲
<input checked="" type="checkbox"/>	✖	Site
<input type="checkbox"/>	✖	Site:
<input type="checkbox"/>	✖	Site2

Figure 9: Selecting Particular Objects in a List

To choose all objects in the list, select the check box at the head of the column.

<input checked="" type="checkbox"/>	S	Site name ▲
<input checked="" type="checkbox"/>	✖	Site
<input checked="" type="checkbox"/>	✖	Site1
<input checked="" type="checkbox"/>	✖	Site2

Figure 10: Selecting All List Objects at Once

To perform operations with objects in a list, choose the required items and click an operation shortcut above the list (for example, **Delete**, **Activate**, **Add to plan**, etc.).

Plans

[Activate](#)
 [Deactivate](#)
 [Set as Trial Plan](#)
 [Delete](#)

[Search](#)
 [Show All](#)

2 records total

<input type="checkbox"/>	S	Name ▲	Description
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Default Plan	Auto-generated plan
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	testtest	testtest

Figure 11: Performing Operations on List Objects

To proceed to editing a list item, click its name in the list. For non-editable items (for example, built-in Sitebuilder page sets), the item names are not clickable.

In some lists, the status of an object is indicated by an icon in the **Status (S)** column (or). For sites, their status (published or not published), is indicated by or icons.

For some objects individual operation shortcuts are displayed. For example, for each site on the **Sites** screen, there is a **Preview** icon, a **Publish** icon, and an **Edit** icon.

Using Context Help

Below the **Help** icon, there is a context help area. It provides a brief description of the current screen and the operations available from it. When you place the mouse pointer over a system element or status icon, additional information about this element is displayed.

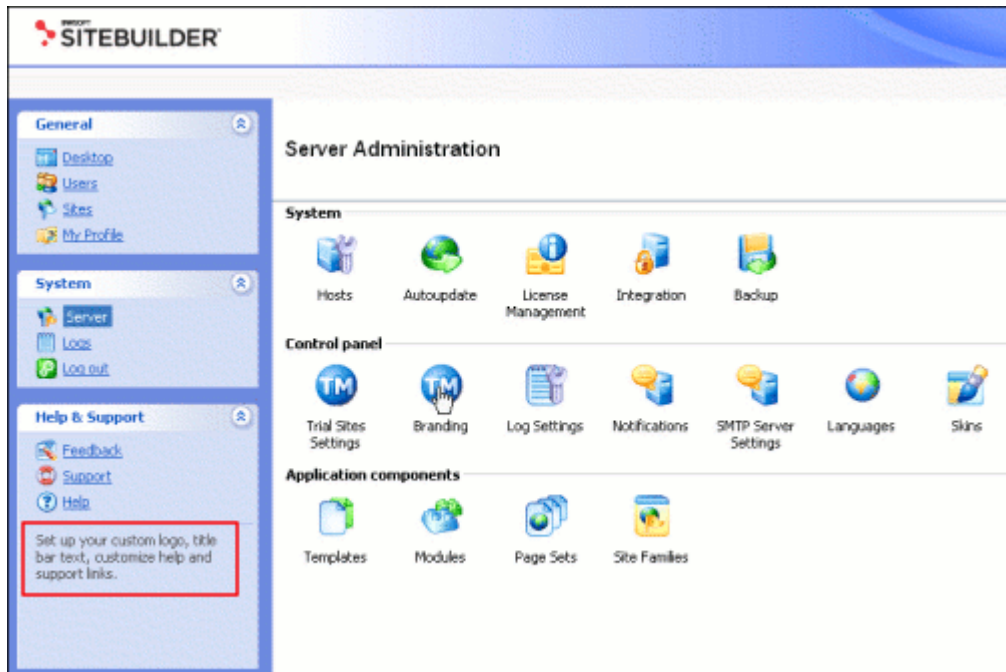



Figure 12: Using Context Help

Submitting Feedback on Sitebuilder Functionality


If you would like to share your opinion or suggestions regarding Sitebuilder functionality with SWsoft team, you can easily submit your feedback through the Administrator Panel.

➤ **To submit your feedback:**

- 1 On the navigation pane, click  **Feedback**.
- 2 From the **Type** list, specify what kind of feedback you would like to provide: positive, neutral, or negative.
- 3 In the **Your e-mail** field, enter your e-mail address.
- 4 In the **Your message** field, type the feedback text.
- 5 Click **Send**.

Getting Help

The Sitebuilder help system has been created to assist you in solving problems you might encounter when creating your site. To find the information you need, you can do the following:

- Use on-screen context-sensitive help. It is the easiest and quickest way to get instant help with your immediate tasks. At the bottom of the navigation pane, you can find short instructions on the operations that are available on the current page.
- Use FAQ. For the fastest way to solve your problems with Sitebuilder, check out the **Sitebuilder FAQ page** (<http://faq.swsoft.com>), which provides instant access to solutions for a variety of issues. Select the Sitebuilder category and view the list of FAQs related to Sitebuilder.
- Go to online forum. If you failed to solve your problem using the FAQs published on SWsoft site, join our **online forum** (<http://forum.swsoft.com/>). Here, all users can post questions, exchange ideas, and troubleshoot common problems. Note that SWsoft does not provide official support through this forum.
- Contact technical support. If you have any problems or questions that are not covered in the user documentation or FAQs, you can click  **Support** located on the navigation pane and submit your problem to our Technical Support team.

CHAPTER 4


Configuring Settings Related to Your Account

This chapter describes how to set up and customize your Sitebuilder Administrator Panel.


In this chapter:

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Choosing Language, Skin, and Number of List Items Shown Per Page.....	23
Updating, Upgrading, and Restoring Your License	24



Changing Your Password and Personal Information

- *To change your password and personal information:*
- 1 On the navigation pane, click  **My Profile**.
 - 2 To change your password:
 - On the **Personal Info** tab, click **Change Password**.
 - Type your old and new passwords.
 - Click **OK**.
 - 3 To update your first and last names and e-mail address, configure the corresponding fields and click **OK**.

Choosing Language, Skin, and Number of List Items Shown Per Page

- *To customize your Administrator Panel interface:*
- 1 On the navigation pane, click  **My Profile**.
 - 2 Go to the **Interface** tab.
 - 3 Select a language from the **Language** list.
 - 4 Select a skin from the **Skin** list.
 - 5 Enter a number of items (sites, users, and so on) to be displayed per one page in the **Items per page** field.






Updating, Upgrading, and Restoring Your License

Sitebuilder is shipped with the full-featured license that has no expiration date. However, to keep your license up to date and for upgrade the software to new releases and features, Sitebuilder will periodically connect to the licensing server and retrieve the latest license key. This process is run automatically, and the date the next upgrade is scheduled for is displayed on the **License Management** screen:  **Server** >  **License Management** > **Product Info** tab > **License expiration date**.

If you need to upgrade ahead of schedule, you can do it in three ways:

- Provide an activation code
- Upload a new license key
- Retrieve the latest license key from the licensing server



➤ **To update your license:**

- 1 On the navigation pane, click  **Server**.
- 2 Click  **License Management**, then do one of the following:
 - To update the license using activation code, click  **Activation Code** and enter your code.
 - To upload a new license key, click  **License Key Upload** and specify the path to the file with the license key (.xml and .zip file formats are supported).
 - To automatically upload the latest license key from the Sitebuilder licensing server, click  **Retrieve Keys**. The result of the update operation is displayed on the screen.
- 3 Click **OK**.

If you wish to upgrade your Sitebuilder license - for example, to support more sites or publishing servers, contact **SWsoft Online Sales** (mailto:sales@swsoft.com). For a full list of available Sitebuilder licenses, visit the **SWsoft web site** (<http://www.swsoft.com/en/buyonline/sitebuilder>). After you purchase a new license key from SWsoft, use the same steps as described above to upgrade your Sitebuilder license.

To restore the default license, click  **Restore Default License Key**.

Viewing System Information

- *To view information about the Sitebuilder program and the limits and permissions set in your license:*
 - 1 On the navigation pane, click  **Server**.
 - 2 Click  **License Management**.
 - 3 Switch between the tabs to view the respective information.

CHAPTER 5

Setting Up and Maintaining Sitebuilder

This chapter describes how to set up Sitebuilder and manage its basic configurations.



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Setting Up Logo and Title Bar Text

Sitebuilder allows you to rebrand the application interface according to your corporate style. You can replace the default Sitebuilder logo with your own one, and make the logo point to your web site. You can also replace the text displayed in the title bar of Sitebuilder interface with your own text - for example, with your company name. These logo and title bar text will be shown on all pages of the Sitebuilder Wizard, to regular and anonymous users, and in all dependent users' Administrator Panels.

➤ **To set up your logo:**

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Branding**.
- 3 Click **Browse** and locate the file with your new logo. Click **Open**.
- 4 Click **Upload** to load the image to the server.

Note: Logo image files must have one of the following formats: *.jpeg, *.jpg, *.gif, or *.png

- 5 To make the logo a link to a web site, enter the desired URL in the **Link** field.
- 6 Click **OK**.

➤ **To set a new text in the browser's title bar:**



- 1 Type the new title in the **Title** field.
- 2 Click **OK**.

You can always restore the default logo, title, and link by clicking **Restore Default Settings**.

Customizing Help and Support Links



You can customize the link attached to the **Help** button and the e-mail address attached to the **Support** button in the Administrator Panel and in the Wizard.

➤ *To customize help and support links:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Branding**.
- 3 Go to the **Help & Support Links** tab.
- 4 In the **Help** area, customize the links to the online help for different user roles as desired.
- 5 In the **Support link** field, enter the e-mail address to which users' support requests should be sent. When a user clicks the **Support** button, a mail program on their computer opens a "Compose New Message" window with this e-mail address specified as the recipient address.
- 6 Click **OK**.







Setting Up SMTP Server for Sending Notifications from Sitebuilder

➤ *To set up the SMTP server for sending e-mail notifications from Sitebuilder:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **SMTP Server Settings**.
- 3 In the **SMTP server host** field, enter the domain name of the SMTP server.
- 4 In the **SMTP server port** field, enter the number of port for connection to the SMTP server.
- 5 In the **SMTP server from address** field, enter an e-mail address that will be displayed in the 'From' field of the notification e-mail.
- 6 If the SMTP server is password protected, click **Change Password** and provide the credentials.
- 7 Click **OK**.

Obtaining Additional Skins, Languages, and Site Design Templates

Sitebuilder is shipped with a default set of skins, site design templates, and one language pack (English). If you want to have extra templates, languages, or skins for your Sitebuilder, you can install them additionally. To obtain these extra components, you can:

- Download them from the **SWsoft web site** (<http://www.swsoft.com/en/download/sitebuilder/>) (excepting skins)
- Create them yourself using SWsoft Sitebuilder Software Development Kit (for more details, visit **SWsoft Developer Network** (<http://swdn.swsoft.com/en/download/sdk/>) and read the Sitebuilder SDK documentation)
- Obtain them from a third party
- **To view the currently installed components:**
 - To view the list of available skins, go to  **Server** >  **Skins**
 - To view the list of available languages, go to  **Server** >  **Languages**
 - To view the list of available templates, go to  **Server** >  **Templates**

To find out about available third-party language packs (if any), or share useful information on localization issues, visit **SWsoft Localization forum** (<http://forum.swsoft.com/forumdisplay.php?s=&forumid=207>).

Viewing and Configuring Sitebuilder Wizard Presets and Modules

Sitebuilder is shipped with a number of built-in site development presets (templates intended to facilitate the site creation process in the Sitebuilder Wizard) and modules (components which extend site functionality (Blog, Guestbook, eShop, etc.)).

Set of modules you have at your disposal is regulated by your license. Which modules will be available to your dependent users you define in their service plans. Creating or integrating custom Sitebuilder modules is not supported.



Site development templates can be divided into three types:

- *Design Templates.* These are ready graphic design solutions developed for certain categories of web sites (Personal, Art and Photography, Business, etc.). Your users can apply one of these templates to their web sites on the **Design** step of the Sitebuilder Wizard, and then tweak it according to their preferences by choosing a color scheme, page banner, menu style, and other parameters. Custom design templates cannot be created through the Sitebuilder interface, but it is possible to develop them using SWsoft Sitebuilder Software Development Kit (for more details, visit **SWsoft Developer Network** (<http://swdn.swsoft.com/en/download/sdk/>) and read Sitebuilder SDK documentation). Also, you can download additional design templates from the **SWsoft web site** (<http://www.swsoft.com/en/download/sitebuilder/>).
- *Site Structure Templates (page sets).* These are pre-defined site structures, common for sites devoted to a certain subject. For example, a personal site usually consists of the following pages: Home page, About Myself page, My Family page, Photos, and so on. Your users can choose one of these page sets and adjust it to their needs on the **Pages** step of the Sitebuilder Wizard. If it is allowed by your license, you can create your own pages sets in Sitebuilder and provide them to your users.
- *Site Templates (site families).* A site family is a template of a larger scale: a combination of a design template and a page set. If it is allowed by your license, you can create your own site families in Sitebuilder and provide them to your users. These site templates are offered to your users on the **Start** page of the Sitebuilder Wizard. The choice of a site family determines
 - the choice of a default design template on the **Design** step
 - the choice of a default page set offered on the **Pages** step of Sitebuilder Wizard.

On each respective step, your users can choose any other design template or page set instead of the default ones.

Managing Site Design Templates

Custom design templates cannot be created through the Sitebuilder interface, but it is possible to develop them using SWsoft Sitebuilder Software Development Kit (for more details, visit **SWsoft Developer Network** (<http://swdn.swsoft.com/en/download/sdk/>) and read Sitebuilder **SDK documentation** (<http://swdn.swsoft.com/en/library/sitebuilder/>)). Also, you can download additional design templates from the **SWsoft web site** (<http://www.swsoft.com/en/download/sitebuilder/>).

To view available site design templates, go to  **Server** >  **Templates**. For information how to operate with list objects, see **Working with Lists** (on page 18).

➤ **To specify design templates available to certain users:**

- 1 Create a special service plan for these users as described in **Adding Plan** (see page 61) - or edit an existing plan (which may be already assigned to some users) as described in **Modifying Plan** (see page 62).
- 2 In this plan, on the **Templates** tab, select the design templates you want to hide, and click **Remove from plan**.
- 3 Assign the respective users to this plan as described in **Assigning Plan to User** (see page 62).

To specify available templates for anonymous users, make respective changes in the *trial* plan. For details about trial plans, see **Setting Up Service Plan for Anonymous Users** (see page 51).

Managing Site Structure Templates (Page Sets)

To view the list of available page sets, go to  **Server** >  **Page Sets**. Pages contained in each page set are enumerated in the **Pages** column of the list.





For information how to operate with list objects, see **Working with Lists** (on page 18).

Sitebuilder is shipped with a number of built-in page sets, which you cannot edit or remove from Sitebuilder. But you have an option of **configuring the list of available page sets for certain users** (see page 35).



If this is allowed by your license, you can create your own page sets, either **on the basis of existing Sitebuilder page sets** (see page 33) or **from scratch** (see page 34). Learn about the types of single pages offered by Sitebuilder in **Types of Pages** (see page 32).

Types of Pages




In Sitebuilder, there are two types of pages:

- Standard (*common*) pages - ordinary pages used for displaying text information. Such pages are marked with  icons in the site map.
- Special pages - *page modules* which extend the site functionality. Each module is designed for a certain purpose and is identified by its own icon. There are the following types of page modules in Sitebuilder:
 -  **Blog**. Supports a standard set of blog functionality: posting, commenting, content categorizing, etc. A **Blog** page is very convenient for organizing the *News*, *Events* and similar pages on sites.
 -  **Image Gallery**. Supports image upload, batch image upload with group editing functions, etc.
 -  **File Download**. Allows providing various content for download to site visitors.

Note: Each **File Download** page can hold only one file. To provide several files for download, it is necessary to add several **File Download** pages to site structure.

-  **eShop**. Supports basic online store functions: shopping cart, multi-currency, categorized product catalogue with thumbnail upload capability, shipping cost support. Provides integration with 6 payment systems, including PayPal, Authorize.Net, BluePay, 2Checkout.com.
-  **Flash Intro**. A pre-designed flash introduction to your site. It is possible to choose between several designs of the intro and insert custom text information into it.




Note: The **Flash Intro** module is the only page module that requires no database connection and therefore can be included in a static site.

-  **Guestbook**. A standard guestbook.
-  **Forum**. A standard forum engine which supports threading, categorizing, etc.
-  **Registration**. Allows setting up voluntary user authentication on sites.

The list of available modules is determined by your license. In Sitebuilder, it is possible to add several page modules of one kind to a site (excepting **Flash Intro** and **Registration**).




Creating Page Set Using Existing One as Template

➤ *To create a page set:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Page Sets**.
- 3 In the list of available page sets, click the  icon against the required page set.
- 4 In the **Code** field, provide a code for the page set.
Code is used for identifying page sets in Sitebuilder. It can be any arbitrary text, but it must be unique for every page set.
- 5 In the **Title** field, specify a name for the page set.
The page set appears under this name in the list of available page sets at the **Pages** step of the Wizard.
- 6 To make up the list of pages to be included in the page set, select the desired pages in the **Special pages** box and click **Add**.
- 7 To move a page up or down at the same level, select it in the **Page set structure** box and click **Up** or **Down** respectively.
- 8 To move a page from the second level to the top level, select it in the **Page set structure** box and click **Left**.
- 9 To move a page from the top level to the second level, select it in the **Page set structure** box and click **Right**.
- 10 To edit the title and content of a page, click its name in the **Page set structure** box.
The page settings will be available for editing in the **Page info** area.
- 11 Click **OK**.



Creating Page Set from Scratch

➤ *To create a page set:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Page Sets**.
- 3 Click  **Add New Page Set**.
- 4 In the **Code** field, provide a code for the page set.
Code is used for identifying page sets in Sitebuilder. It can be any arbitrary text, but it must be unique for every page set.
- 5 In the **Title** field, specify a name for the page set.
The page set appears under this name in the list of available page sets at the **Pages** step of the Wizard.
- 6 To make up the list of pages to be included in the page set, select the desired pages in the **Special pages** box and click **Add**.
- 7 To move a page up or down at the same level, select it in the **Page set structure** box and click **Up** or **Down** respectively.
- 8 To move a page from the second level to the top level, select it in the **Page set structure** box and click **Left**.
- 9 To move a page from the top level to the second level, select it in the **Page set structure** box and click **Right**.
- 10 To edit the title and content of a page, click its name in the **Page set structure** box.
The page settings will be available for editing in the **Page info** area.
- 11 Click **OK**.

Editing Page Set

➤ *To edit a page set:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Page Sets**.
- 3 In the **Code** column, click the code of the page set you want to edit.
- 4 Edit the needed parameters.
- 5 Click **OK**.

Specifying Page Sets Available to Certain Users

➤ **To specify page sets available to certain users:**

- 1 Create a special service plan for these users as described in **Adding Plan** (see page 61) - or edit an existing plan (which may be already assigned to some users) as described in **Modifying Plan** (see page 62).
- 2 In the plan editor
 - Go to the **Page Sets** tab, select the page sets you want to hide and click **Remove from plan**.
 - On the same tab, select the page sets you wish to include in the plan, and click **Add to plan**.

By default, your custom page sets are not included in any plans.
- 3 Assign all respective users to this plan as described in **Assigning Plan to User** (see page 62).

To configure page sets available to anonymous users, make the respective changes in the *trial* plan. For details about trial plans, refer to **Setting Up Service Plan for Anonymous Users** (see page 51).



Removing Page Set

Note that you cannot delete built-in Sitebuilder page sets, or the only available page set in any of Sitebuilder plans.

After you delete a custom page set, it is removed permanently from Sitebuilder, and cannot be recovered.



Sites already created using the removed page set are not affected.

➤ **To remove a page set:**

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Page Sets**.
- 3 Select the page set you want to remove and click **Delete**.

Managing Site Templates (Site Families)

A *site family* is a special kind of template in the Sitebuilder Wizard: it is a combination of a design template and a page set. These templates are offered to your users on the **Start** page of the Sitebuilder Wizard.




To view the list of available site families, go to  **Server** >  **Site Families**. For information how to operate with list objects, see **Working with Lists** (on page 18).

On any respective step of Sitebuilder Wizard, a user can modify the proposed default design template or page set as desired, or choose a different preset instead of the one offered by the site family.

Sitebuilder is shipped with a number of built-in site families, which you cannot edit or remove from Sitebuilder. But if this is allowed by your license, you can create your own site families in and offer them to your users. You also have an option of **specifying site families available to certain users** (see page 38).

Creating Site Family

➤ *To create a site family:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Site Families**.
- 3 Click  **Add New Site Family**.
- 4 On the **Appearance** tab, provide a code for the site family in the **Code** field.

Code is used for identifying site families in Sitebuilder. It can be any arbitrary text, but it must be unique for every site family.

- 5 In the **Title** field, specify a name for the site family.

The site family is displayed under this name in the list of site types on the **Start** page of the Wizard.

- 6 If you want to provide a description of the site family, enter a description text in the **Description** area.

This description is displayed to the right of the site family name on the **Start** page of the Wizard.

- 7 If you want to add an image to be displayed beside the site family name, upload an image file from your computer.



You can preview the uploaded image in the **Image preview** area.

Note: Image size must be 147x90 px.

- 8 Click the **Generic** tab.
- 9 From the **Template category** list, select a template category to be included in the new site family.
- 10 From the **Page set** list, select a page set to be included in the new site family.
- 11 Click **OK**.

Editing Site Family

➤ *To edit a site family:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Site Families**.
- 3 Click the site family you want to modify.
- 4 Make necessary changes.
- 5 Click **OK**.

Specifying Site Families Available to Certain Users

You can make certain site families available or unavailable for certain users. You can do this by adding or removing the required site families to (from) a certain service plan, and assigning this plan to respective users.



By specifying available site families for users, you set up the following Sitebuilder parameters for these users:

- for site owners and anonymous users - the contents of the **Start** page of the Sitebuilder Wizard
- for resellers
 - the contents of the **Start** page of the Wizard
 - the scope of site families they see in their Administrator Panels and can provide to their lower level users

➤ **To specify site families available to certain users:**

- 1 Create a special service plan for these users as described in **Adding Plan** (see page 61) - or edit an existing plan (which may be already assigned to some users) as described in **Modifying Plan** (see page 62).
- 2 On the **Site Families** tab, select the site families you want to make unavailable and click **Remove from plan**. On the same tab, select the site families you wish to include in the plan, and click **Add to plan**.

By default, all built-in Sitebuilder site families are included in the plan, and custom site families are not included in the plan.

Site families included in the plan are marked with the  icon. The  icon indicates a site family not included in the plan.

Note: 1. When including a site family into a plan, make sure that the page set and design template (at least one design template from the appropriate category) which constitute the site family, are included in the plan. If this condition is not met, the site family cannot be included in the plan.

2. You can exclude all site families from the plan, except the one you set as a default one for this plan. The default site family is highlighted in color on the **Site Families** tab of the plan editor. For details about changing the default site family, refer to **Setting Default Site Family** (see page 39).

- 3 Click **OK**.
- 4 Assign all respective users to this plan as described in **Assigning Plan to User** (see page 62).

If you wish to configure the site families available to anonymous users, make the respective changes in the *trial* plan. For details about trial plans, refer to **Setting Up Service Plan for Anonymous Users** (see page 51).




If you wish to completely replace the existing site families with your custom ones for certain users, add your custom site families to the respective plan, set one of your custom site families as a default site family, and remove all built-in Sitebuilder site families from the plan.

Setting Default Site Family

A default site family is a site family which is selected by default when a user comes to the **Start** page of the Wizard. Every plan must contain one default site family (which can be removed neither from plan, nor from the list of created site families).

By default, the **Generic** site family is set as default one in all plans. You can set any other site family as default - including any custom site family you have created.

➤ **To set a default site family for certain users:**

- 1 From the navigation pane, go to  **Users** >  **Plans**.
- 2 Click the name of the corresponding plan in the list of plans on the **Plans** page.
- 3 On the **Site Families** tab, select the required site family and click  **Set as Default**.
- 4 Click **OK**.

You can now exclude any other site families from the plan as described in **Specifying Site Families Available to Certain Users** (see page 38), except this one.



Removing Site Family

Note that you cannot delete built-in Sitebuilder site families, default site family, or the only available site family in any of Sitebuilder plans.

After you delete a custom site family, it is removed permanently from Sitebuilder, and cannot be recovered.



Sites already created using the removed site family are not affected.

➤ **To remove a site family:**

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Site Families**.
- 3 Select the site family you want to remove and click **Delete**.

Managing Modules

➤ *To see the list of available modules:*



- 1 On the navigation pane, click  **Server**.
- 2 Click  **Modules**.
- 3 On the **Modules** screen, the following information about modules is available:
 - **Code.** A code for identifying a module in the system.
 - **Title.** The name under which a module is displayed to the Wizard users.
 - **Level.** The type of a module (*Block* or *Page*). *Block* module is inserted in site page as an object (for example, feedback form). *Page* module is a whole web page or several web pages added to site structure (for example, forum).
 - **Version.** The version of a module.

For information how to operate with list objects, see **Working with Lists** (on page 18).

Specifying Modules Available to Certain Users

➤ *To specify modules available to certain users:*

- 1 Create a special service plan for these users as described in **Adding Plan** (see page 61) - or edit an existing plan (which may be already assigned to some users) as described in **Modifying Plan** (see page 62).
- 2 On the **Modules** tab, select the modules you want to make unavailable and click **Remove from plan**. On the same tab, select the modules you wish to include in the plan, and click **Add to plan**.

Modules included in the plan are marked with the  icon. The  icon indicates a module not included in the plan.



- 3 Click **OK**.
- 4 Assign all respective users to this plan as described in **Assigning Plan to User** (see page 62).

Setting Up Area Map Module

Using the Sitebuilder Wizard site owners can insert fragments of geographical maps to sites - by adding the **Area Map** module to their web pages.

Site owners can choose between two mapping service providers: Google Maps (free-of-charge) or Microsoft MapPoint (account must be purchased). The Microsoft MapPoint Web Service is configured by site owners in the Sitebuilder Wizard. As for the Google Maps API service, it also can be configured by site owners themselves - for each site individually, but you also can sign up the whole Sitebuilder server and make the service available for all sites by default.

➤ ***To configure the Google Maps API service:***

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Modules**.
- 3 In the list of modules, click **Area Map**.
- 4 Click **Sign up for a Google Maps API key**.
- 5 On the Google web site, perform the steps required to generate a Google Maps API key.
In the 'My web site URL' field, you type the URL at which your Sitebuilder server is accessible to your customers.
- 6 Copy the generated Google Maps API key to clipboard and then paste it into the **Google Maps API key** field in the **Area Map** screen.
- 7 Click **OK**.

Integrating Custom Payment System in eShop Module

By default, the **eShop** module supports the following payment systems:

- Cash on delivery
- Check / Money order
- PayPal
- BluePay
- Authorize.Net
- 2Checkout.com

As Sitebuilder administrator, you can integrate one custom payment system into the **eShop** module and configure the list of payment systems available to site owners. Note that the changes you make to the **eShop** module will affect published sites only after republishing.

To integrate a custom payment system, open the `web.config` file (`<path_to_sitebuilder>\Web\web.config`) and append a new configuration section to the end of the file. The new section must include the following data:

- Any arbitrary name of the payment system as it will be displayed to the end-users.
- The URL of the payment system. The URL must begin with the `https://` schema to ensure secure payment transactions.
- HTTP request method: *GET* or *POST*.
- Placeholders for parameters required for transaction operations:
 - `{CardHolder}` - name of credit card owner (specified by customer upon checkout)
 - `{CardNumber}` - credit card number (specified by customer upon checkout)
 - `{ExpirationDate}` - expiration date of credit card (specified by customer upon checkout)
 - `{CardCCV}` - credit card verification number (specified by customer upon checkout)
 - `{Amount}` - order amount (calculated automatically)
 - `{OrderID}` - internal system identifier of an order
 - `{SiteID}` - internal system identifier of the site with the **eShop** module
 - `{ShopID}` - internal system identifier of **eShop** module (in case there are several **eShop** modules on a site)
 - `{UserID}` - internal system identifier of site owner
 - `{UserName}` - user name of site owner
 - `{Currency}` - currency used for payment (currency is specified in the **eShop** module editor in the Wizard)
- Regular expression for positive result of transaction operations.
- Regular expression for negative result of transaction operations.
- Regular expression for error message displayed to customers if transaction fails.

Below is the example of the configuration section:

```
<configuration>
...
  <modulesConfiguration>
    <eShopConfiguration>
      <customPaymentSystem name="Payment System Name"
enabled="true" url="https://example.com/PaymentSystem.aspx"
method="POST" successRegex="YAPPROVE" failureRegex="NDECLINE"
errorTextRegex="errorText=(?'errorText'.+)">
        <parameters>
          <add name="CardHolder"
value="{CardHolder}"/>
          <add name="CardNumber"
value="{CardNumber}"/>
          <add name="ExpirationDate"
value="{ExpirationDate}"/>
          <add name="CCV" value="{CardCCV}"/>
          <add name="SiteID" value="{SiteID}"/>
          <add name="ShopID" value="{ShopID}"/>
          <add name="MerchantName"
value="{UserName}"/>
          <add name="MerchantID" value="{UserID}"/>
          <add name="OrderID" value="{OrderID}"/>
          <add name="Amount" value="{Amount}"/>
          <add name="Currency" value="{Currency}"/>
        </parameters>
      </customPaymentSystem>
    </eShopConfiguration>
  </modulesConfiguration>
</configuration>
```

For *GET* method the parameters required for transaction are included into the payment system URL, for example:

```
<customPaymentSystem name="Payment System Name" enabled="true"
url="https://example.com/PaymentSystem.aspx? CardHolder
={CardHolder}&CardNumber={CardNumber}..."
```

Disabling Payment Systems

By default, all payment systems are available. You can disable required payment systems by adding a corresponding element into the Sitebuilder `web.config` file:

- **Cash on delivery payment system** - `<cashOnDelivery enabled="false"></cashOnDelivery>`
- **Check/Money order payment system** - `<checkMoneyOrder enabled="false"></checkMoneyOrder>`
- **PayPal payment system** - `<paypal enabled="false"></paypal>`
- **BluePay payment system** - `<bluePay enabled="false"></bluePay>`
- **Authorize.Net payment system** - `<authorizeNet enabled="false"></authorizeNet>`
- **2Checkout.com payment system** - `<checkOut enabled="false"></checkOut>`

For example, to disable the *Cash on delivery payment* system, add the following element to the `web.config` file:



```
<configuration>
...
  <modulesConfiguration>
    <eShopConfiguration>
      <cashOnDelivery enabled="false"></cashOnDelivery>
      ...
    </eShopConfiguration>
  </modulesConfiguration>
</configuration>
```

To enable a disabled payment system, change the value of the 'enabled' parameter to 'true', or just delete the whole element from the configuration file.

Upgrading Sitebuilder

Using the autoupdate function, you can upgrade Sitebuilder directly from your Administrator Panel.

➤ **To upgrade your Sitebuilder:**

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Autoupdate**.
- 3 Select the update you want to install and click **Download & Install**.

Specifying Hosts Used for Publishing Sites

In Sitebuilder, sites can be published to:



- FTP servers
- Virtual hosts (VPSs) on SWsoft HSPC-running servers
- Local Sitebuilder server using XCOPY technology

The basic Sitebuilder license allows you to register only one host. To purchase a license with unlimited number of publishing servers, contact **SWsoft Online Sales** (mailto:sales@swsoft.com).

The number of hosts defines the way you (and your dependent users) configure site publishing settings:

- If the maximum number of hosts is **Unlimited**, then to publish to a host, it is not necessary to register it in Sitebuilder - after a host is **specified it in the site publishing settings** (see page 68), it is registered automatically.
- If the maximum number of hosts is limited, then to be able to publish a site to a host it is necessary to **register this host in Sitebuilder** (see page 49) first. Once a host is registered, it becomes available for selection in the site publishing settings.

For those users who do not have access to a server they could use for publishing sites, you provide the publishing settings for the servers you have at your own disposal. Which servers will be available to a particular user is defined in the service plan assigned to that user.

To access hosts management, from the navigation pane, go to  **Server** >  **Hosts**. For information how to operate with list objects, see **Working with Lists** (on page 18).

To be able to publish sites to a host, make sure that this host meets all Sitebuilder requirements (see **Requirements to Hosts** (on page 46), and **Verifying Publishing Location** (on page 48)).

Requirements to Hosts

For the published sites to work correctly, publishing server must meet the following requirements:

- ASP.NET 2.0.50727 or later is installed on the publishing server.
For detailed information about configuring ASP.NET 2.0, refer to the **ASP.NET 2.0 Deployment Guide** (<http://www.microsoft.com/downloads/details.aspx?familyid=9E33EA25-666C-47FA-AC52-8D04785C4BD2&displaylang=en>).
- The working directory is mapped on the IIS server as web application.
- Application pool to which the working directory is assigned does not contain ASP.NET 1.1 applications.
- For the ASP.NET ISAPI to be executed, the working directory must have the `Scripting` permission enabled (working directory menu > **Execute Permissions > Scripts Only**).
- ASP.NET account has the following permissions:
 - If the `App_Data` folder does not exist, *read/write/delete* permission for the working directory is required.
 - If the `App_Data` folder exists, then *read/write/delete* permission for the `App_Data` folder and *read* permission for the working directory are required.

Note: 1. If you use IIS 5.0, the above permissions should be given to the identity specified in
`/configuration/system.web/deployment/processModel/@userName` of the
`%WINDIR%\Microsoft.NET\Framework\v2.0.50727\CONFIG\machine.config` file.

2. If you use IIS 6.0, the above permissions should be given to the application pool identity specified in IIS settings (**Start > IIS Manager > Application Pools > respective application pool > Properties > Identity** tab).

- IIS application pool identity (*NETWORK SERVICE* by default) must have permission to create files and folders in the `%WINDIR%\temp` folder.
- The order in which the default documents (*default.htm*, *default.aspx*, and so on) will be used to respond the browser request is defined (working directory menu > **Properties > Documents** tab).
- Publishing server works in the *Medium Trust* mode at least. If a server works in the *Medium Trust* mode, it must be granted with `OleDbPermission` for accessing Microsoft Access database and with `WebPermission` for the **RSS** module to work correctly.
 - `OleDbPermission` is set in the `web_mediumtrust.config` file, stored on the publishing server. By default, this permission is disabled. To grant this permission, you should add the `OleDbPermission` class to the following sections of the `web_mediumtrust.config` file:

- `SecurityClasses`

Example:

```
<SecurityClass Name="OleDbPermission"
    Description="System.Data.OleDb.OleDbPermission,
System.Data, Version=2.0.0.0,
    Culture=neutral,
    PublicKeyToken=b77a5c561934e089"/>
```

- PermissionSet

Example:

```
<IPermission class="OleDbPermission" version="1"
    Unrestricted="true" />
```

- **WebPermission is set in the `web_mediumtrust.config` file. To grant this permission, add the `WebPermission` class to the `PermissionSet` section of the `web_mediumtrust.config` file.**

Example:

```
<IPermission class="WebPermission" version="1"
    Unrestricted="true" />
```


Note: The server where Sitebuilder is installed must work in the *Full Trust* mode.

More detailed information about `OleDbPermission` you can find [here](http://msdn2.microsoft.com/en-us/library/ms998341.aspx#paght000020_oledbpermission) (http://msdn2.microsoft.com/en-us/library/ms998341.aspx#paght000020_oledbpermission).

More detailed information about trust levels you can find [here](http://msdn2.microsoft.com/en-us/library/wyts434y.aspx) (<http://msdn2.microsoft.com/en-us/library/wyts434y.aspx>).

Verifying Publishing Location

➤ *To verify that a publishing location meets all the Sitebuilder requirements:*

- 1 Go to  **Sites** > *site name* > **Publishing Settings** tab.
- 2 Specify all the required parameters and click **Verify Location**.

The system will check whether the specified publishing parameters are valid and the publishing location meets all the requirements. After completing the verification, the publishing location is given one of the following statuses:

- **Error.** This status is assigned if the specified site URL is invalid.
- **Static only.** This status is assigned if the server you are trying to publish your site to supports only static pages publishing. If the site does not contain any dynamic pages (that is Sitebuilder modules), the site content is automatically converted into statics and the site is published.


If the site contains modules, publication fails. In this case you can complete static publication, if you delete all the dynamic pages from your site. The reasons why a publishing server may not support dynamic content publishing are the following:

- ASP.NET 2.0 software is not installed on the server or is configured incorrectly
 - ASP.NET version is earlier than 2.0.50727
 - The working directory is not mapped on the IIS server as web application
 - ASP.NET account has not a read\write\delete permission for the `App_Data` folder
 - ASP.NET account has not read\write permission for the `sitebuilder.mdb` file
 - OLE DB Provider is not installed on the server
- **Dynamic.** This status is assigned if the publishing location meets all the requirements and is ready for publishing.

Adding Host

Prior to adding a host, read the **requirements (see page 46)** a publishing location must meet in order for the published sites to work correctly.

➤ **To add a host:**

1 On the navigation pane, click  **Server**.

2 Click  **Hosts**.

3 Click  **Add New Host**.

4 On the **Host Settings** tab, enter a host title in the **Host title** field.

It can be any title that will be easy for you to remember and associate with a particular host.

5 In the **IP address or DNS name** field, enter an IP address or domain name of the host.

Note:

1. Do not use loopback address (127.0.0.1) or domain name "localhost".

2. You cannot create two hosts with the same IP address.

6 To set up SMTP server for sending e-mail notifications from sites:



- Click the **SMTP Settings** tab.
- In the **SMTP server host** field, enter the domain name of the SMTP server.
- In the **SMTP server port** field, enter the number of port used for connection to the SMTP server.
- In the **SMTP server from address** field, enter an e-mail address that will appear in the 'From' field of notifications.
- If the SMTP server is password protected, click **Change Password** and provide the credentials.

7 Click **OK**.

Specifying Hosts Available to Certain Users

➤ *To specify hosts available to certain users:*



- 1 Create a special service plan for these users as described in **Adding Plan** (see page 61) - or edit an existing plan (which may be already assigned to some users) as described in **Modifying Plan** (see page 62).
- 2 On the **Hosts** tab, select the hosts you want to make unavailable and click **Remove from plan**. On the same tab, select the hosts you wish to include in the plan, and click **Add to plan**.

Hosts included in the plan are marked with the  icon. The  icon indicates a host not included in the plan.

- 3 Click **OK**.
- 4 Assign all respective users to this plan as described in **Assigning Plan to User** (see page 62).

Modifying Host Settings



➤ *To modify host settings:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Hosts**.
- 3 Click the name of the host you want to modify.
- 4 Make necessary changes and click **OK**.

Removing Host from List of Available Hosts

If you have no more need to use the services of a particular host, you can delete it from the list of available hosts. As a result of this operation, the deleted host is removed from all plans, containing it, and from all publishing parameters of the sites scheduled for publishing on this host.

➤ *To remove a host:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Hosts**.
- 3 Select the host you want to remove.
- 4 Click **Delete**.

Note: Sites already hosted on the removed host are not affected, but they cannot be re-published on this host any longer.

Setting Up Sitebuilder Wizard for Anonymous Visits




By default, the Sitebuilder Wizard is allowed for anonymous visits to give those interested an opportunity to try out the program without having to purchase the Sitebuilder services first. You can at your discretion set up the Wizard for such anonymous visits: specify the service plan, define interface skin and language, configure advertising banner and notification messages. Or you can prohibit anonymous users from accessing the Sitebuilder Wizard.

Prohibiting Anonymous Users from Accessing Sitebuilder Wizard

- *To prohibit anonymous users from accessing the Sitebuilder Wizard:*
 - 1 Open the `<path_to_Sitebuilder>/Web/web.config` file
 - 2 Find the 'AllowAnonymousSites' parameter and change its value to 'false'.



Setting Up Service Plan for Anonymous Users

In Sitebuilder one of the plans must be set as a plan for anonymous users - for they could access the Wizard and create trial sites. So, when you log in to Sitebuilder for the first time, there is already one trial service plan in the list. You cannot delete or deactivate this default plan until another plan is created and set as trial instead of it. Trial service plan can be assigned to regular users as well (all the advanced permissions contained in this plan: the publishing settings access, hosts and promotional footers - are disabled for anonymous users).

- *To set up service plan for anonymous Wizard users:*
 - 1 On the navigation pane, click  **Users**.
 - 2 Click  **Plans**.
 - 3 To modify the default plan, click it and make necessary changes.
 - 4 To set a new plan:
 - Click **Add New Plan**, set up the new plan according to your needs and click **OK**. (For more details on creating plans, refer to **Adding Plan** (see page 61))
 - Select the check box beside the newly created plan and click  **Set as Trial Plan**.



The plan which is set for anonymous visits is indicated with color.

Setting Language and Skin for Anonymous User Sessions

- *To set Wizard interface language and skin for anonymous visits:*
 - 1 On the navigation pane, click  **Server**.
 - 2 On the **Server** screen, click  **Trial Sites Settings**.
 - 3 Go to the **Wizard Interface** tab.
 - 4 Select the desired language from the **Language** list.
 - 5 Select the desired skin from the **Skin** list.
 - 6 Click **OK**.

Configuring Advertising Banner Shown on Trial Sites

Sitebuilder enables you to place advertising banner on every site created by anonymous Wizard users.

- *To configure advertising banner message:*
 - 1 On the navigation pane, click  **Server**.
 - 2 Click  **Trial Sites Settings**.
 - 3 Select the desired language for the advertising banner text from the **Language** list.
 - 4 In the **Advertising banner message** text box, specify the desired text.
 - 5 Click **OK**.

Above the **Advertising banner message** text box, there is the **Promotional** link which opens the Sitebuilder Wizard in guest mode. You can use this link to attract potential customers by giving them a chance to try out the software and create trial sites before they decide to get a Sitebuilder account and purchase hosting services. The process of providing the instructions on how an anonymous user can register and upgrade a trial site to regular is described in **Setting Up Message Displayed at Publish Step of Wizard** (see page 53).

For you resellers, promotional link is generated separately per each account - to identify the owner of certain trial sites and assign the sites to the corresponding user.



Besides text, you can insert the following elements in the body of advertising banner message:

- Macros (see page 55)
- HTML code (see page 55)
- Hyperlinks (see page 56)
- E-mail links (see page 56)
- Anchors (see page 57)

Setting Up Message Displayed at Publish Step of Wizard

When anonymous Wizard users try to publish a site, they see a message saying that publishing is not available, and also containing some default information, including link to the site, site lifetime, and instructions how they can publish their site. You can customize this message and add any relevant information to it.

➤ **To set up message displayed at the *Publish step of the Wizard*:**


- 1 On the navigation pane, click  **Server**.
- 2 Click  **Trial Sites Settings**.
- 3 Click the **Publish Step Message** tab.
- 4 Select the desired language for the message text from the **Language** list.
- 5 Specify the information you want to deliver to the anonymous users.
- 6 Click **OK**.

Besides text, you can insert the following elements in the body of the **Publish** step message:



- Macros (see page 55)
- HTML code (see page 55)
- Hyperlinks (see page 56)
- E-mail links (see page 56)
- Anchors (see page 57)

Setting Up E-Mail Message Sent at Trial Site Publishing Attempt

After creating a trial site, on the **Publish** screen of Sitebuilder Wizard an anonymous user is offered to send information about the trial site to his or her e-mail. You can configure the autoreply message sent by Sitebuilder in response to such requests. Sitebuilder offers a default text of the message, which you can replace with your own or edit as desired.

The SMTP server through which the notification messages are sent you set up at  **Server > SMTP Server Settings** (for more details, refer to **Setting Up SMTP Server for Sending Notifications from Sitebuilder** (see page 28)).

➤ *To configure the autoreply message sent to anonymous users on trial site publishing attempt:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Notifications**.
- 3 To change the language of notification message, from the **Language** list, select the desired language.
- 4 In the **From** field, specify the e-mail address you want to send the messages from.
- 5 In the **Subject** field, type the subject of notification message.
- 6 In the **Text** field, type the text of notification message.

Besides text, you can insert the following elements in the body of the notification message:

- Macros (see page 55)
- HTML code (see page 55)
- Hyperlinks (see page 56)
- E-mail links (see page 56)
- Anchors (see page 57)

Inserting Macros, Links, and HTML Code into Notification Messages

View the following topics for guidelines on how to insert macros, links, and HTML code into notification messages.

Inserting Macros

When composing notification messages, you can use macros - placeholders for various information which will be automatically replaced with the real information when message is displayed to the readers. For example, the `%sitepreviewlink` macro will be replaced with the link to a site in the preview mode, and the `%siteeditlink` macro will be replaced with the link to a site in the editing mode.



➤ **To insert a macro into notification message:**

- 1 Place the cursor where you want to insert a macro.
- 2 Select the desired macro from the **Macros** list.
- 3 Click **Insert**.

Inserting HTML Code


If you want to arrange the text of notification message beyond standard formatting, you can use HTML tools for that purpose.

➤ **To format notification message in HTML mode:**

- 1 Click the  **HTML mode** icon.
- 2 Make necessary formatting changes.
To preview the formatted text, click the  **Simple text mode** icon.
- 3 Click **OK**.

Inserting Hyperlinks


➤ *To insert a hyperlink:*

- 1 Place the cursor where you want to insert a link (or select a text which you want to set as hyperlink).
- 2 Click the  **Hyperlink Manager** icon.
- 3 In the **URL** field, specify the web address which you want the link to point to.
- 4 In the **Link text** field, specify (or change) the text that will make up the link.
- 5 From the **Protocol** list, select the protocol to be used to access the linked resource (http, ftp, and other).
- 6 From the **Target** list, select how the link will open (in the same window, in the new window, and so on).
- 7 In the **Tooltip** field, type the text to be displayed when the cursor is hovered over the link.
- 8 To set up the appearance of the link, select a desired style from the **CSS class** field.
- 9 Click **OK**.

Inserting E-Mail Links

If you need to provide the readers of notification with an e-mail address for directing their e-mails on a particular matter, insert an e-mail link to the text of a message.



➤ *To insert e-mail link:*

- 1 Select the text which you want to set as the e-mail link.
- 2 Click the  **Hyperlink Manager** icon.
- 3 Click the **E-mail** tab.
- 4 In the **Address** field, type the needed e-mail address.
- 5 In the **Subject** field, type the text that will be the subject of the e-mail message.
- 6 To set up the appearance of the link, select a desired CSS class from the **CSS class** list.
- 7 Click **OK**.

Inserting Anchors

Anchor is a word or a group of words that define the destination a hyperlink leads to. Anchors are very helpful in facilitating navigation through a great amount of text located in a single place. With this function you can provide the readers of the message with the easy way to jump from one part of the text to another.

➤ **To insert an anchor:**

- 1 Place the cursor where you want the link to lead to.
- 2 Click the  **Hyperlink Manager** icon.
- 3 Click the **Anchor** tab.
- 4 Enter a name for the anchor and click **OK**.
- 5 Select some text or an image that will be the hyperlink leading to the anchor.
- 6 Click the  **Hyperlink Manager** icon again.
- 7 On the **Hyperlink** tab, select the newly created anchor from the **Existing anchor** field.
- 8 Click **OK**.

Configuring Sitebuilder Logs



Logs are journals of actions and errors occurring in the system. Logs help you to determine the source of system errors and restore the chain of events that led to a particular error. Also, logs make it easy to determine which user is responsible for a particular error.

In Sitebuilder, there are two types of logs:

- System logs are records of system errors and notifications
- Security log are records of Sitebuilder user operations

Specifying Actions To Be Logged

➤ *To set up action logging:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Log Settings**.
- 3 Select the type of actions to be logged from the **Minimal verbosity level** list.


You can set the following log verbosity levels for both types of logs:

- **Debug.** Log containing debugging information when error occurred during Sitebuilder operation.
- **Info.** Log containing information about any event occurred in Sitebuilder.
- **Warning.** Log containing warning that operation was unsuccessful due to overreaching some limit. For example, a site was not created since the site plan limits were overreached.
- **Error.** Log containing information about error occurred due to technical problems. For example, if there is not enough disk space.
- **Fatal.** Log containing information about fatal error. After a fatal error occurs, the application is closed.

- 4 Click **OK**.

Viewing and Clearing Logs

➤ *To view logs:*

- 1 On the navigation pane, click  **Logs**.

The **Logs** screen opens, displaying the following information about logs:

- **Source.** The source of a log.
- **L.** The level of log verbosity. For more details about the levels of verbosity, see **Specifying Actions to Be logged** (see page 58).
- **Creation date.** The time and date when a log was generated.
- **User name.** The name of the user under whose account the log was generated.
- **IP address.** The IP address of the user that was logged in when the log was generated.
- **Message.** The description of the logged action.
- **Records total.** The total number of generated logs.

- 2 To view a particular log, click its source in the **Source** column.

Detailed information contained in the log is provided under the list of the logs.

To clear a log, click log source in the **Source** column, then click **Clear Log**.



Viewing Sitebuilder SSO Settings

SSO, or Single Sign-on, is a specialized form of user authentication that enables automatic user authentication by multiple software applications once a user is successfully authenticated by one of them. Single Sign-on aims to provide better usability in web applications by allowing user to enter login and password only once during a cross-product session.

Single Sign-on implementation is a part of the SWsoft's Open Fusion initiative. The Open Fusion initiative allows customers to seamlessly integrate different SWsoft products, including Sitebuilder, into a multi-functional web services platform.

You can view the SSO settings configured for your Sitebuilder in your Administrator panel.

➤ *To view Sitebuilder SSO settings:*

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Integration**.

On the **Integration** screen, you can see the following information:

- **SSO server URL** - the URL of the SSO server which processes the data of a user's cross-product session.
- **Authentication priority:**
 - **Authenticate through local accounts only.** User's credentials are checked on the Sitebuilder server only.
 - **Authenticate through SSO server only.** User's credentials are checked on the SSO server only.
 - **Authenticate through local accounts, then SSO server.** User's credentials are checked on the Sitebuilder server. If for some reason authentication fails, the data is checked on the SSO server.
 - **Authenticate through SSO server, then local accounts.** User's credentials are checked on the SSO server first. If for some reason authentication fails, the data is checked on the Sitebuilder server.

CHAPTER 6

Serving Your Customers

This chapter tells how to sign up and manage customers, set up service plans for them, and manage web sites.

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Setting Up Service Plans



In Sitebuilder, a plan is a set of limits applied to user accounts assigned to it. The general purpose of plans is to regulate distribution of the Sitebuilder resources, such as hosts, sites, modules, and so on among the Sitebuilder users.

In Sitebuilder, one of the plans must be set as a plan for anonymous users - for they could access the Wizard and create trial sites. So, when you log in to Sitebuilder for the first time, there is already one trial service plan in the list. You cannot delete or deactivate a trial plan, but you still can **prohibit anonymous users from accessing the Wizard** (see page 51).

Trial service plan can be assigned to regular users as well - all the advanced permissions contained in this plan (the publishing settings access, hosts and promotional footers) are disabled for anonymous users.




Service plans can be created and managed only by the users with administrator or reseller accounts. Such users create custom plans and then assign them to dependent users. Dependent users, in their turn, can create their own plans within the limits set in the plan assigned to them by a higher user. For information about creating user accounts and assigning plans to them, read **Signing Up Customers** (see page 64).



For you, as administrator, the Sitebuilder license plays the role of plan. For detailed information about the license, read **Updating, Upgrading, and Restoring Your License** (see page 24).

To access plans management, from the navigation pane, go to  **Users** >  **Plans**. For information how to operate with list objects, see **Working with Lists** (on page 18).

Adding Plan

➤ **To add a plan:**

- 1 On the navigation pane, click  **Users**.
- 2 Click  **Plans**.
- 3 Click  **Add New Plan**.
- 4 Click the **General** tab.
- 5 Specify a name for the new plan in the **Name** field.
- 6 To easily distinguish the created plan from other plans, you can provide a short description for it in the **Description** field.
- 7 Define the maximum number of:
 - Pages per site
 - Root level pages per site
 - Regular sites
 - User accounts
 - Hosts
 - that the plan assignees are allowed to have.
- 8 If you are creating the plan to be used for anonymous visits to the Wizard, define the period of time during which sites created by anonymous Wizard users will be stored on your server.
- 9 To make up the list of hosts, templates, page sets, modules, and site families to be included in the plan, click the respective tab, select one or several objects and click **Add to Plan** or **Remove from Plan**.

Whether an object is or is not included in the plan is indicated with the signs  (included) and  (not included).

Note: Site families may have two statuses: *activated* or *deactivated* status (indicated in the **A** column). A site family has activated status if the page set and at least one template from the category specified for the site family are included in the plan. If this condition is not met, you can add the site family to the plan, but it will be marked as deactivated, which means that the sites containing this site family are not available for visitors.

10 Go the **Publishing Settings** tab:

- If you wish to allow users to change the publishing settings of their sites, select the **Allow users to modify publishing settings** check box.
Users without this permission can publish their sites only after a higher user specifies the publishing settings for their sites.
- Specify the publishing modes available for users assigned to this plan. The options are: FTP, VPS, and XCOPY.

Note: Which publishing modes are available to you is defined in your license (navigation pane > **Server** > **License Management** > **License Info** tab).

- 11 If you wish to include your own promotional content into your users' site pages, go to the **Promotional Footers** tab and enter the content into the blank area.

The content may include all kinds of animation, banners, pop-up windows, and text messages. This content is displayed on all site pages, including the second-level pages of Sitebuilder modules, below the page content area. The promotional content you include here is displayed to all users assigned to this service plan, and to their dependent users.

- 12 If you wish to let resellers add their own content to your promotional footers, select the **Allow resellers to append to your promotional footers** check box.


Resellers assigned to the current plan cannot edit the content you have added. They can append their own content, and can in turn enable or disable this option for their dependent resellers.

- 13 Click **OK**.

Note: Every created plan must include at least one design template and site family.



Assigning Plan to User

- *To assign a plan to a user:*

- 1 On the navigation pane, click  **Users**.
- 2 Click the user account you want to assign the plan to.
- 3 From the **Plan** list, select a plan.
- 4 Click **OK**.

Modifying Plan

- *To modify a plan:*



- 1 On the navigation pane, click  **Users**.
- 2 Click  **Plans**.
- 3 Click the plan you want to modify.
- 4 Make necessary changes to the plan.
- 5 Click **OK**.

After you have updated the plan parameters, new values are applied to all the users, to whom this plan has been assigned.

Changing Plan Status

In Sitebuilder, a plan can have either *activated* or *deactivated* status. Deactivation of a plan is used for marking those plans which you have assigned to certain users but don't want to assign to any other users. Deactivation of a plan has no impact on the workflow of the users this plan is assigned to. You can always change the deactivated status back to activated.

➤ **To change plan status:**

- 1 On the navigation pane, click  **Users**.
- 2 Click  **Plans**.
- 3 To deactivate a plan, select an activated plan and click **Deactivate**.
- 4 To activate a deactivated plan, select it and click **Activate**.



Note: You cannot deactivate a trial plan.

Removing Plan

If you decide that you don't need a certain plan anymore, you can completely remove it from the system.


Note: If a plan is assigned to some users, it cannot be deleted.

➤ **To remove a plan:**

- 1 On the navigation pane, click  **Users**.
- 2 Click  **Plans**.
- 3 Select the plan you want to remove.
- 4 Click **Delete**.


Signing Up Customers

In Sitebuilder, users are organized in a three-level hierarchy: administrator, reseller, and site owner.

First administrator account is created during Sitebuilder setup. User with the first administrator account signs up user accounts for customers (resellers, site owners) and allocates permissions and resources among them. To be able to delegate his or her responsibilities, first administrator can create more administrator accounts, who will have equal privileges and administrative functions. Administrators form the top level of the hierarchy and can manage Sitebuilder on behalf of their dependent users by clicking  beside a user account and therefore logging under that account.



For those customers who want to resell the Sitebuilder services, the administrator creates reseller accounts. Resellers can in their turn create reseller and site owner accounts for their customers, and provide them with resources within the limits set by the administrator.

Site owner accounts are created for those who want to manage their own sites created in the Wizard.

To access user accounts management, click  **Users** on the navigation pane. For information how to operate with list objects, see **Working with Lists** (on page 18).

Creating User Account

➤ **To create a user account:**

- 1 On the navigation pane, click  **Users**.
- 2 Click  **Add New Account**.
- 3 Specify the contact and login information.
- 4 Select a hierarchy level for the account from the **Role** list.
- 5 For **Reseller** or **Site Owner** roles, the **Plan** list is displayed. Select a plan which you want to assign to the new user.



If you indicate user as **Administrator**, the **Plan** list is not displayed, because administrator account is limited only by the Sitebuilder license.

- 6 If you want to proceed to registering a site for this account immediately after creating it, select the **Proceed to registering a site for this user** check box.

For detailed information about creating a new site, read **Registering Site in System** (see page 68).


- 7 Click **OK**.


Viewing List of Sites Belonging to Certain Users


- *To view the list of sites registered for a certain user account:*
 - 1 On the navigation pane, click  **Users**.
 - 2 In the **S** column, click the **List user's sites**  icon opposite the needed user account.


Suspending and Unsuspending User Accounts

You can suspend a user account without deleting it completely from the system. Suspended users are not able to access the Sitebuilder Administrator Panel until their account is unsuspending. Users dependent on this suspended user will not be suspended.

- *To suspend a user account:*
 - 1 On the navigation pane, click  **Users**.
 - 2 Select a user account.
 - 3 Click **Deactivate**.

A suspended account is indicated with the  sign.

- *To unsuspend a user account:*
 - 1 On the navigation pane, click  **Users**.
 - 2 Select a suspended user account.
 - 3 Click **Activate**.


An unsuspending user account is indicated with the  sign.

After a user account is unsuspending, this user can access Sitebuilder and perform the same operations as before suspending.

Upgrading and Downgrading User Accounts

You can change the position of users in the user hierarchy, for example, promote reseller to administrator, or demote reseller to site owner.


➤ ***To upgrade or downgrade a user account:***

- 1 On the navigation pane, click  **Users**.
- 2 In the list of user accounts, click the account you want to upgrade or downgrade.
- 3 From the **Role** list, select the new user role for the account.
- 4 Click **OK**.

Note: If you downgrade a user who has dependent users, these users will be assigned to your account.

Changing User Account Password and Contact Information


➤ ***To change user's contact information and password for accessing the Administrator Panel:***

- 1 On the navigation pane, click  **Users**.
- 2 In the list of user accounts, click the user account you want to modify.
- 3 Make necessary changes and click **OK**.

Removing User Account

After a user account is removed from the system, this user cannot access the Administrator Panel. If the removed user account had dependent users, these users will be automatically deleted from the system as well.


➤ ***To remove a user account:***

- 1 On the navigation pane, click  **Users**.
- 2 Select the user account you want to remove.
- 3 Click **Delete**.

Managing Sites

There are two types of sites in Sitebuilder:



- *Trial sites* - sites created by anonymous users in the Sitebuilder Wizard. These sites are stored on your Sitebuilder server (the location you specify during Sitebuilder setup) and cannot be published until upgraded to regular. For details, read **Setting Up Sitebuilder Wizard for Anonymous Visits** (see page 51).
- *Regular sites* - sites added to the system by registered users. Regular sites can be published on the Internet and do not have a lifetime period. For details on managing regular sites, read the following subsections.

To access sites management, click  **Sites** on the navigation pane. For information how to operate with list objects, see **Working with Lists** (on page 18).

Registering Site in System

Note that for users prohibited from editing publishing settings (**Adding Plan** (see page 61), step 10) you must specify site publishing settings yourself. Otherwise, they will not be able to publish sites.

➤ **To register a site:**

- 1 On the navigation pane, click  **Sites**.
- 2 Click  **Add New Site**.
- 3 On the **General** tab
 - Provide any arbitrary name for the site in the **Site name** field.
 - In the **Owner** field, specify the user name of a registered Sitebuilder user whom you want to assign this site. You will be able to change the owner of the site at any time.
- 4 Click the **Publishing Settings** tab.
- 5 Select a publishing mode: FTP, VPS, or XCOPY.

Note: The list of publishing modes available to a user you configure in this user's plan (**Adding Plan** (see page 61), step 10).

- 6 If you select **FTP** publishing mode, provide the following parameters:
 - **Host** is the IP address or domain name of the FTP server.
 - If the maximum number of hosts allowed by your license is not unlimited, select a host from the list. This list consists of hosts you have registered in your Administrator Panel.
 - If the number of hosts allowed by your license is unlimited, you can specify any FTP server you have at your disposal (make sure that the server meets the **requirements (see page 46)**). After you specify a custom host (i.e. a host not registered in Sitebuilder), it will be automatically registered in the system and appear in the list of hosts on the **Hosts** screen.
 - **Port** is the port for connecting to the specified FTP server.
 - **Web site URL** is the address the site will be available at after publication.
 - **Working directory** is the path on your FTP server to the folder where the site files will be stored after publication.
 - If the FTP server is password protected, specify the access credentials in the **Login** and **Password** fields.
- 7 If you select **XCOPY** publication mode, provide the following parameters:
 - **Host** is an IP address, domain name, or machine name of the publishing server.
 - **Web site URL** is the address the site will be available at after publication.
 - **Working directory** is a name of the share on the server and the path to the files of your site. Do not include the name of the server into this path. For example, Sitebuilder\Site1
- 8 If you select **VPS** publication mode, provide the following parameters:

- **Physical server** is an IP address, domain name, or machine name of the computer running a virtual server.
- **Port** is a port for connecting to the virtual server.
- **VPS identifier** is an integer number identifying the virtual server on the physical server.
- **Web site URL** is the address the site will be available at after publication.
- **Working directory** is the absolute path on the virtual server to the folder where the site files will be stored after publication.
- If the server is password protected, specify the access credentials in the **Login** and **Password** fields.

9 Click **Verify Location**.

In order for the published sites to work properly, the location you specify for publishing a site should be checked for Sitebuilder consistency. During this check, the system verifies whether the specified publishing parameters are valid and the publishing location meets all the requirements. After completing the verification, the publishing location is given one of the following statuses:

- **Error**. This status is assigned if the specified site URL is invalid.
- **Static only**. This status is assigned if the server you are trying to publish your site to supports only static pages publishing. If the site does not contain any dynamic pages (that is Sitebuilder modules), the site content is automatically converted into statics and the site is published.

If the site contains modules, publication fails. In this case you can complete static publication, if you delete all the dynamic pages from your site. The reasons why a publishing server may not support dynamic content publishing are the following:





- ASP.NET 2.0 software is not installed on the server or is configured incorrectly
- ASP.NET version is earlier than 2.0.50727
- The working directory is not mapped on the IIS server as web application
- ASP.NET account has not a read\write\delete permission for the `App_Data` folder
- ASP.NET account has not read\write permission for the `sitebuilder.mdb` file
- OLE DB Provider is not installed on the server
- **Dynamic**. This status is assigned if the publishing location meets all the requirements and is ready for publishing.

10 Click **OK**.

Assigning Trial Site To Your Account

As administrator, you can appropriate any trial site existing in the system. This option is useful when you want to upgrade a trial site to regular.


➤ **To assign a trial site to your account:**

- 1 On the navigation pane, click  **Sites**.
- 2 In the list of sites, click the  **Edit** icon for the trial site you want to appropriate to open it in the Sitebuilder Wizard.
- 3 Copy the temporary site URL displayed on the **Publish** step of the Sitebuilder Wizard.
- 4 Go back to your Administrator Panel by clicking  **Go to Admin Panel** in the upper part of the screen.
- 5 On the **Sites** screen, click  **Own Site**.
- 6 In the **Site URL** field, paste the temporary URL of the trial site.
- 7 In the **Site name** field, provide any arbitrary name for the site.
- 8 Click **OK**.

Alternatively, you can open the trial site settings in your Administrator Panel by clicking the site name on the **Sites** screen, specify your Sitebuilder user name in the **Owner** field and click **OK**.

Renaming Site


➤ **To rename a site:**

- 1 On the navigation pane, click  **Sites**.
- 2 Click the name of the site you want to rename.
- 3 On the **General** tab, provide the new name for the site in the **Site name** field.


This can be any arbitrary name you will use to identify the site in the list.

- 4 Click **OK**.



Changing Site Owner

- *To change the owner of a site:*
 - 1 On the navigation pane, click  **Sites**.
 - 2 Click the name of the respective site.
 - 3 On the **General** tab, enter the user name of the new site owner in the **Owner** field.
 - 4 Click **OK**.

Editing Site Publishing Settings

- *To change the publishing settings of a site:*
 - 1 On the navigation pane, click  **Sites**.
 - 2 Click the name of the site you want to change the publishing settings for.
 - 3 On the **Publishing Settings** tab, edit the settings as desired.
For detailed instructions on inputting the settings, refer to **Registering Site in System** (see page 68).
 - 4 Click **OK**.


Publishing Site

You can publish the sites listed on the **Sites** screen directly from the Administrator Panel. The  icon indicates that a site has been published on the Internet, the  icon indicates a not published site.

Prior to publishing a site, make sure that the publishing location meets all the **requirements (see page 46)**.

➤ **To publish a site:**

- 1 On the navigation pane, click  **Sites**.
- 2 Click the  **Publish** icon opposite the site you want to publish.

The system will check whether the publishing parameters of the site are valid and the specified location meets all the requirements. If all the parameters are correct, the publishing process will start. You can track the progress of the publishing process and stop it at any moment by clicking **Cancel**. After successful publishing, the  icon is displayed against the site name in the list.


If some of the parameters are invalid, an error message appears. The possible errors are:

- Host is not found (Host cannot be resolved through DNS).
- Connection to host cannot be established.
- Could not login to the host. You have specified invalid login or password.
- Access is denied. You do not have enough permission to make changes to files on the publishing server.
- The VPS does not exist or is not set up properly.

In that case, go to the **Publishing Settings** tab of the site and make necessary corrections to the publishing settings.



Creating Your Own Site in Sitebuilder Wizard

➤ **To create a site in the Sitebuilder Wizard:**



- 1 Register a site as described in **Registering Site in System** (see page 68), earlier in this section.
- 2 Click the  **Edit** icon for this site in the list.
- 3 Complete all Sitebuilder Wizard steps as described in the **Sitebuilder 4.0 for Windows Wizard User's Guide** (<http://www.swsoft.com/en/products/sitebuilder/docs/>).

Previewing and Editing Site

➤ *To preview a site:*

- 1 On the navigation pane, click  **Sites**.
- 2 Click the  **Preview** icon for the appropriate site in the list.



➤ *To proceed to editing a site in the Sitebuilder Wizard:*

- 1 On the navigation pane, click  **Sites**.
- 2 Click the  **Edit** icon for the appropriate site in the list.
- 3 Make the necessary changes and publish them as described in the **Sitebuilder 4.0 for Windows Wizard User's Guide** (<http://www.srosoft.com/en/products/sitebuilder/docs/>).

Managing Registered Site Visitors

Sitebuilder users can set up a number of site visitor accounts on their sites by adding the Registration module to their sites. The Registration module does not provide access to any restricted resources (such as, for example, member areas), it just helps to facilitate usage of the site for site visitors. Registered visitors do not have to enter their contact and other details when, for example, writing to a forum or guestbook on the site, or submitting an order in an online store.

Registered site visitor accounts can be viewed and managed through the Administrator Panel only.

To access site visitor accounts management, go to  **Sites** > *published site name* >  **Site Users**. For information how to operate with list objects, see **Working with Lists** (on page 18).



Note that to manage site visitors on sites belonging to your dependent users, you should first log under a corresponding user account.

Note: This option is available on published sites only.

Viewing Site Visitor Accounts

All site visitor accounts registered on the site are immediately displayed in the Administrator Panel.




➤ **To view site visitor accounts registered on a site:**

- 1 On the navigation pane, click  **Sites**.
- 2 Click the name of the desired site in the list of sites.
- 3 Click  **Site Users**.

Adding Site Visitor Account

If you want to provide visitors of a site with ready accounts, you can register them in your Administrator Panel and then give the site visitors their credentials for authenticating on the site.



➤ **To add a site visitor account:**

- 1 On the navigation pane, click  **Sites**.
- 2 Click a published site in the list of sites.
- 3 Click  **Site Users**.
- 4 Click  **Add New Account**.
- 5 Specify the contact and login information.
- 6 If necessary, in the **Home page URL** field, specify the URL to the site visitor's home page. This URL will be automatically inserted to the messages posted by this site visitor to the guestbook.
- 7 Click **OK**.

Changing Site Visitor Account Information

You may need to modify site visitor accounts if, for example, a site visitor forgets his or her password or specifies wrong e-mail.



➤ **To modify a site visitor account:**


- 1 On the navigation pane, click  **Sites**.
- 2 Click the needed site in the list of sites.
- 3 Click  **Site Users**.
- 4 Click the name of the site visitor whose account you want to modify.
- 5 Make necessary changes.
- 6 Click **OK**.

Suspending and Unsuspending Site Visitor Account



By default, all created site visitor accounts are active. If an account is active, the site visitor can access this site by entering their login and password. If, due to some reasons, you want to prohibit a site visitor from authenticating on a site, you can suspend their account.


➤ ***To suspend a site visitor account:***

- 1 On the navigation pane, click  **Sites**.
- 2 Click the needed site in the list of sites.
- 3 Click  **Site Users**.
- 4 Select the site visitor account you want to suspend.
- 5 Click **Deactivate**.

Suspended site visitor accounts are indicated with the  sign.

➤ ***To unsuspend a site visitor account:***

- 1 On the navigation pane, click  **Sites**.
- 2 Click the needed site in the list of sites.
- 3 Click  **Site Users**.
- 4 Select the suspended site visitor account you want to unsuspend.
- 5 Click **Activate**.

Unsuspending site visitor accounts are indicated with the  sign.



Processing Orders Submitted Through Online Store

For those sites which contain online stores you can view and process the submitted orders.


Note that to manage orders on a site belonging to your dependent users, you should first log under a corresponding user account.

Note: This option is available only for published sites.

➤ **To process the orders:**

- 1 On the navigation pane, click  **Sites**.
- 2 Click the needed site.
- 3 Click  **eShop Orders**.

If the site holds several **eShop** modules, you can switch between them by using the **E-shop** name list.

- 4 To modify an order, click the  **Edit** icon beside the order.
- 5 To change the status of the order, select a new status from the **Status** list.

E-shop orders can have the following statuses:

- **New.** The status is used for new unpaid orders.
- **Paid.** The status is used for new paid orders. This status is assigned to an order upon receiving the payment notification from a payment system.
- **Processed.** The status is used for orders being processed at the time.
- **Backorder.** The status is used for deferred orders.
- **Completed.** The status is used for orders which have been completed and delivered to the customers.
- **Cancelled.** The status is used for order canceled by the customers.
- **Failed.** The status is used for orders which cannot be processed for some reason.

- 6 To filter the orders by status, use the **Status** list.
- 7 To filter the orders by time period, use the **Time period** list.
- 8 To delete an order, select it and click **Delete**.
- 9 Click **OK**.

Promoting Site and Tracking Site Popularity

To make it easy to find a site on the Internet, the best option is to submit the site to a popular search engine. In Sitebuilder, you can submit sites to MSN and Google search engines.



As a part of maintaining a published site you can enable or disable statistics count on the site and therefore accumulate and analyze the site attendance statistics, which helps to track the popularity of the site. Besides, you can turn on and configure a counter on sites, so that the total number of site visitors would be displayed for all comers.

Note that to configure the above settings on a site belonging to your dependent users, you should first log under a corresponding user account.

Note: This option is available only for published sites.

Submitting Sites to Search Engines

➤ *To submit a site to a search engine:*

- 1 On the navigation pane, click  **Sites**.
- 2 Click the needed site in the list of sites.
- 3 Click  **Search Engine Submit**.
- 4 To submit the site to MSN search engine, click the **Submit your site to MSN search engine** link.

A new window will open providing you with further instructions.

- 5 To submit the site to Google search engine, click the **Submit your site to Google search engine** link.



A new window will open saying that the site has been successfully submitted to the Google search engine.

The data submitted to search engines are configured on the **Edit** step of Sitebuilder Wizard:



- The query keywords by which the search engine will find and display the page - in the **Page keywords** field.
- The page description displayed below your site URL in search results - in the **Page description** field.

Tracking Visits to Sites

➤ **To enable statistics count on a site:**

- 1 On the navigation pane, click  **Sites**.
- 2 Click the needed site in the list of sites.
- 3 Click  **Statistics Settings**.
- 4 Select the **Statistics is turned on** check box.
- 5 To enable counter and configure its settings:
 - Select the **Counter is turned on** check box.
 - Enter a number that will be a starting point for the counter in the **Initial value** field.
 - Enter a maximum number of digits for the counter in the **Number of digits** field.
 - Select the appearance of the counter from the **Counter style** list.
- 6 Click **OK**.


➤ **To view statistics about site attendance:**

- 1 Click  **Sites** on the navigation pane.
- 2 Click the needed site in the list of sites.
- 3 Click  **Site Statistics**.
- 4 From the **Type** list, select for what time period to display the statistics reports.

Removing Site

If you remove a site, the site owner won't be able to edit and publish the site through Sitebuilder any longer. If removing a published site, it still remains available on the Internet.

➤ **To remove a site:**

- 1 On the navigation pane, click  **Sites**.
- 2 Select the site you want to remove.
- 3 Click **Delete**.

Backing Up and Restoring Your Data

In Sitebuilder, you can perform a one-time data backup from your Administrator Panel, or from the command line. Scheduled backups are not supported. The restore of data is possible only from the command line.

You can back up the following Sitebuilder data:

- User accounts
- Sites (with content, including modules)

When backing up modules, Sitebuilder does not back up the data entered by users of your published site. Only the module settings and content you have configured in Sitebuilder Wizard is saved.

- Site families
- Hosts
- Plans

In this chapter:



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Backing Up from Your Administrator Panel

From your Administrator Panel, you can create only full Sitebuilder data backup. No data segmentation is available. If you wish to backup only a part of your data - for example, only sites, refer to **Backing Up From Command Line** (see page 81).

By default, the backup file (named *sitebuilder_all_YYMMDD_hhmm.gz*) is saved in the *[path_to_sitebuilder]\Backup* folder. To change the backup destination folder, open the *[path_to_sitebuilder]\HostingService\Bin\hostingservice.exe.config* file, find the line `<add key="BackupFolder" value="default\path"/>` and specify another path.

To back up your data from the Administrator Panel:

- 1 On the navigation pane, click  **Server**.
- 2 Click  **Backup**.
- 3 On the **Backup** screen, click **Create Backup Now**.

The task for backup is put in Sitebuilder task manager queue for execution. To view the result of your backup, see the logs in *[path_to_sitebuilder]_logs\hostingservice.log*.

On the **Backup** screen, you can see the date of last Sitebuilder backup.

Backing Up from Command Line

➤ **To start backup:**

1 Change to `[path_to_sitebuilder]\Utils`

2 Run the following command:

```
sbbbackup <command> <global option> <local option>
```

where

▪ **Commands:**

- `all` - back up all content (`--recursive` option will be forced)
- `users` - back up all user accounts

▪ **Global options:**

- `--recursive` - make an operation recursive (applies to the backed up object and all its dependent objects)
- `--compress` - compress the output file to *gzip* archive

▪ **Local options:**

- `--output` - specify where to redirect the output stream of the backup process (name of or path to the destination file).

The output stream used to display the backup result is *stdout*. Unless the output stream is redirected (i.e. if the `--output` option is omitted), the output is written to the console.

- `--name` - specify the name of the backed up object
- `--uuid` - specify the UUID of the backed up object
- `--with-hosts` - include hosts into backup process
- `--with-site-families` - include site families into backup process
- `--with-plans` - include plans into backup process
- `--with-sites` - include sites into backup process
- `--with-site-content` - include sites content into backup process (only with the `--with-sites` option)

Examples:

- `sbbbackup all --compress >all_backup.gz` - backs up all Sitebuilder data and puts the output file named `all_backup.gz` to the current directory. (To change the destination directory, specify the desired path before the file name.)
- `Sbbbackup users --name=admin --with-sites --with-site-content --compress --output=admin_backup.gz` - backs up user account with the user name "admin", sites belonging to this user, and content of these sites to the `admin_backup.gz` file in the current directory.

Restoring Sitebuilder Data

➤ *To start restore the backed up data:*

1 Change to `[path_to_sitebuilder]\Utils`

2 Run the following command:

```
sbrestore <command> <global options> <local options>
```

where

▪ **Commands:**

- `all` - restore all content found in the backup file

▪ **Global options:**

- `--recursive` - make an operation recursive (applies to the backed up object and all its dependent objects)
- `--compress` - decompress (*gzip*) the backup file

▪ **Local options:**

- `--input` - specify what should be taken as an input of the restore process (the name of or the path to the backup file to be restored).

The input stream used by the `sbrestore` utility is *stdin*.

- `--log` - specify where to redirect the log messages of the restore process (the name of or the path to the log file).

The output stream used by the `sbrestore` utility to display the log messages is *stderr*. Unless the output stream is redirected (i.e. if the `--log` option is omitted), the log message is written to the console.

- `--parent-name`, `--parent-uuid` - specify the name/UUID of the user who will be set as the owner of all the "not-administrator" accounts contained in the backup file (if these accounts have dependent users, and you want them also to be owned by the user specified in the `--parent-name`, `--parent-uuid` option, use the `--recursive` option)
- `--plan-uuid`, `--plan-name` - specify the UUID/name of the plan that should be assigned to all the "not-administrator" accounts contained in the backup file.

Example:

```
sbrestore all --compress --input=all_backup.gz --
log=sbrestore.log - restores all data contained in the backup file named
all_backup.gz and puts the log file named sbrestore.log into the current folder.
```