



EverWeb

EVERWEB

USER MANUAL



Table of Contents

| | |
|---|-----------|
| Welcome To EverWeb! | 6 |
| Welcome! | 6 |
| EverWeb Standalone or EverWeb + Hosting | 7 |
| EverWeb Software Only (Standalone) | 8 |
| EverWeb Software + Hosting - starting at \$99.95 USD/year | 9 |
| EverWeb Site Shield Addon | 10 |
| Purchasing EverWeb | 12 |
| Getting Started: The Projects Window | 13 |
| Creating a New Website Project | 14 |
| Opening an Existing Website Project | 14 |
| Deleting a Website Project | 14 |
| Getting Help | 16 |
| The EverWeb User Interface | 17 |
| Positioning Objects in EverWeb's Editor Window | 19 |
| The Editor Window | 19 |
| Starting A New Website & Adding Pages | 23 |
| Adding New Theme Templates | 24 |
| Adding Additional Pages | 25 |
| Adding Subpages for Drop Down Menus | 25 |
| Blogging with EverWeb | 29 |
| Blogging Basics | 30 |
| Creating a Blog | 30 |
| Renaming a Blog | 31 |
| Deleting a Blog | 31 |
| The Blog Main & Archive Pages | 32 |

| | |
|--|-----------|
| Customizing The Blog Main & Archive Pages | 33 |
| Formatting Blog Post Titles | 35 |
| Formatting Blog Post Dates & Content Summaries | 35 |
| The Blog Posts Window | 36 |
| The Blog Posts List | 38 |
| Creating a Blog Post | 38 |
| Duplicating a Blog Post | 38 |
| Deleting a Blog Post | 38 |
| Renaming a Blog Post | 38 |
| Changing the Blog Post Date and/or Time | 39 |
| Changing the Blog Posts List Sort Order | 39 |
| Resizing the Blog Posts List | 39 |
| Importing Blog Posts Into EverWeb | 40 |
| Importing Blog Posts from iWeb | 40 |
| Importing Blog Posts from Wordpress | 41 |
| Importing Images in to your Blog Posts | 42 |
| The Blog Editor Window | 43 |
| Editing a Blog Post | 43 |
| Formatting Text in the Blog Editor | 44 |
| Hyperlinking Blog Posts | 45 |
| Images in the Blog Editor Window | 46 |
| The Blog Preview Window | 47 |
| Blog Post Widget Settings | 49 |
| Formatting The Blog Post Preview Page | 50 |
| Adding Objects in to the Preview Window | 50 |
| Navigation Links | 51 |
| Adding Commenting To Your Blog | 52 |
| Choosing Your Comment Engine | 52 |
| Getting a User ID for Disqus or Facebook Comments | 54 |
| Using Disqus as your Comment Engine | 55 |
| Using Facebook as your Comment Engine | 59 |
| Enabling Comments in EverWeb | 64 |

| | |
|--|------------|
| Managing Comments on Your Blog | 65 |
| RSS Features and Blogging | 66 |
| The RSS Feed Widget | 67 |
| The RSS Subscribe Button | 69 |
| Master Pages | 70 |
| Creating a Master Page | 71 |
| Using Master Pages | 72 |
| The Web Page List | 75 |
| Naming Your Website Project, Directories and Pages | 76 |
| The Toolbar | 77 |
| The Inspector Window | 78 |
| Page Settings | 78 |
| Page Details | 78 |
| Page Layout | 82 |
| Page Background & Browser Background | 84 |
| Mobile Settings | 86 |
| Header/Footer Code | 88 |
| Password Protection | 89 |
| Redirects | 90 |
| Shape Options | 91 |
| All About Shapes & Images | 91 |
| Metrics | 98 |
| Positioning Objects | 98 |
| Allow Free Dragging | 100 |
| Fixed Positioned Objects | 101 |
| Full Width Objects | 102 |
| Distributing Objects | 103 |
| All About Text | 104 |

| | |
|--|------------|
| Modifying Fonts & Styles | 106 |
| Using Google Fonts With EverWeb | 108 |
| Hyperlinking Objects | 109 |
| Using Scroll Position | 111 |
| Nofollow Link | 113 |
| Linking to PDF files or other Files for Download | 114 |
| All About Images & The Assets List | 115 |
| Images & The Media Browser | 117 |
| Widgets | 118 |
| Previewing Your Website | 129 |
| Preview Server | 130 |
| Publishing Your Website | 131 |
| Head and Footer Code | 135 |
| Adding Google Analytics | 135 |
| EverWeb + Hosting Accounts | 136 |
| Setting Up Personalized Email Addresses | 138 |
| Using Email Addresses in Apple Mail | 139 |
| 404 Not Found Page | 140 |
| FTP Publishing | 141 |
| Publishing Preferences | 142 |

Welcome To EverWeb!



Figure 1: EverWeb's User Interface.- clean and simple, EverWeb makes it extremely easy for anyone to build a beautiful website.

Welcome!

EverWeb is a complete drag and drop website building tool, letting you create professional, fast loading websites without any technical knowledge or coding skills.

EverWeb not only makes it easy to create a website, but it also allows you to enhance your website with advanced widgets. You can use a widget to add E-commerce features, Google Maps, Contact Forms, Facebook Like buttons and much more.

EverWeb includes one click publishing to get your website online as fast as possible.

EverWeb Standalone or EverWeb + Hosting

EverWeb comes in two versions:

EverWeb Software Only (Standalone)

EverWeb Software + Hosting

Important

No matter which version you choose to buy **you will never lose access to the license you purchase**, even if you do not renew your account. EverWeb is NOT a subscription service.

EverWeb Software Only (Standalone)

EverWeb Standalone includes EverWeb software and one year of product updates and support.

If you do not wish to purchase another year of upgrades and support, you can still use the version of EverWeb that you have already purchased.

With EverWeb Standalone you will have to purchase web hosting separately.

EverWeb Standalone costs \$79.95 per license.

EverWeb Software + Hosting - starting at \$99.95 USD/year

EverWeb + Hosting comes with the benefit of improved support and organization because everything related to your website goes through one company. EverWeb + Hosting also comes with these exclusive features:

1. Password protection of your entire, or parts, of your website
2. 404 Page Not Found redirects so your visitors won't see 404 error pages if they visit and outdated link
3. 301 redirects to redirect old web pages to your new EverWeb website and retain your search engine rankings
4. Free software updates with an active account
5. 24/7 Phone & Email Support with an active account
6. Free Website Stats
7. Faster Website previews and publishing
8. SSL Certificate available

The EverWeb + Hosting version also lets us more efficiently help you should problems arise because we have access to the server that your website is on. You only have to deal with one company for any of your website issues.

EverWeb + Hosting starts at \$99.95 USD/year.

EverWeb Site Shield Addon

Protect your website and improve your Search Engine Ranking with EverWeb Site Shield.

Google and other search engines give a Search Engine Ranking boost to websites that use HTTPS instead of just HTTP.

Websites using HTTPS display a secure padlock symbol in their web browser's path bar.

The Importance of HTTPS

Using HTTPS is important for your website as:

- All data is 'End to End' encrypted from your visitors computer to your website
- Your website is safer for your visitors
- Your website's credibility increases
- Google and other search engines place HTTPS websites higher in their rankings than HTTP websites.

Switching from HTTP to HTTPS can be a difficult process but EverWeb Site Shield includes automatic HTTPS secure websites with just one check box tick, giving you an HTTPS website that is highly optimized for search engines and protects your website visitors.

EverWeb Site Shield is exclusive to EverWeb + Hosting accounts. EverWeb Standalone users must work with their web hosting provider to set this up.

EverWeb Site Shield is included free if you have an EverWeb + Hosting 10GB or higher plan.

If you have an EverWeb + Hosting 2GB plan you can purchase EverWeb Site Shield for just \$29.95 USD/year.

Adding EverWeb Site Shield Addon

To add EverWeb Site Shield Addon follow these steps or [click this direct link](#);

1. Login to your [Client Area](#)
2. Select 'Services' from the menu and click on 'View Available Addons' from the navigation bar
3. You will see the available 'Add Ons' on the next page in the 'Product Addons' section of 'Categories'.
4. Select the 'Addon' and follow the purchasing steps.

Enabling HTTPS Websites with EverWeb

To use EverWeb Site Shield on your website, simply go to the Site Publishing Settings of your website project file (using the File -> Edit Publishing Settings menu option) and tick the 'Use HTTPS Secure URLs' box.

EverWeb will take care of the rest when you publish your website.

It is recommended that you publish your entire website (using the File -> Publish Entire Site menu option) as when this option is selected, some link structures in your website will need to be re-published.

Purchasing EverWeb

Quickly and easily purchase EverWeb by following the link below. Licenses are immediately delivered so there's no wait in getting your website online!

[Purchase an EverWeb License](#)

Getting Started: The Projects Window

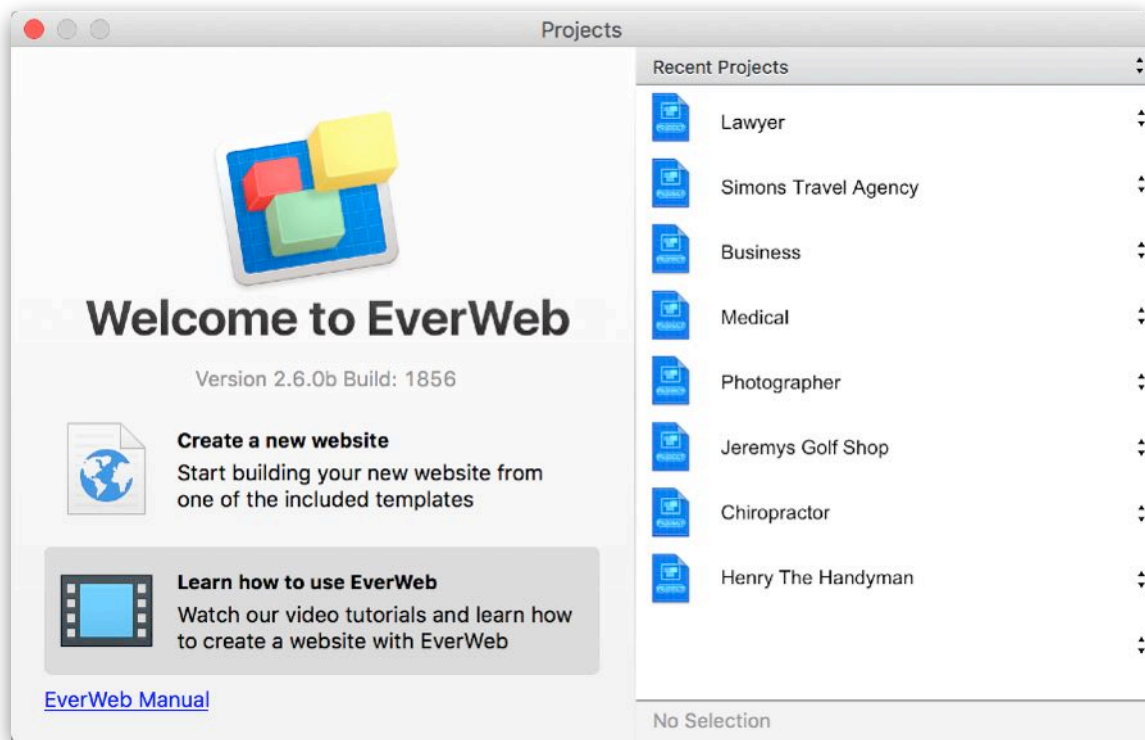


Figure 2: The Projects Window can be accessed from the File -> Projects menu. It lists your current websites and lets you create new websites.

The Projects Window is the first screen you see when you launch EverWeb (see Figure 2).

The Projects Window is where you can create new website projects, access the website projects you're currently working on and where you perform administration tasks relating to your website project files

Creating a New Website Project

You can use the Projects Window to create a new website. The Projects Window has two buttons on left hand side:

- 'Create a new website': Click this button whenever you want to create a new website project in EverWeb
- 'Learn How to use EverWeb': A library of EverWeb video tutorials.

The right hand side of the Projects Window shows the website project(s) that you have already created in the 'Recent Projects' list. If you do not have any saved projects, the 'Recent Projects' list will be empty.

Opening an Existing Website Project

To open a saved project, simply double click on the its name in the 'Recent Projects' list.

Tip: If you are using a computer with a small screen, you may want to hide the Inspector window to give you a bit more room for editing your site. To hide the Inspector window, just go to Window-> Hide Inspector. You can also use the keyboard shortcut by pressing Command+Option+I.

Deleting a Website Project

If you want to delete a a website project, click on the project file in the 'Recent Projects' list and press the Delete key on your keyboard. You will be asked to confirm that you want to delete the project file or to cancel the operation.

Alternatively, click on the up/down arrows next to the project name in the 'Recent Projects' list, and select the 'Delete...' menu option. You will be asked to confirm that you want to delete the project file or to cancel the operation.

Getting Help

Help is available at any time in EverWeb.

To access Video Tutorials either use the 'Learn how to use EverWeb' button on the Projects Window, or use the Help-> Video Tutorials menu.



Video tutorials relating to specific EverWeb features are shown by the Video Help '?' button next to the feature. Just click on the '?' button to access the feature you want help with.

If you want to access this User Manual at any time, click on the 'EverWeb Manual' link below the buttons on the Projects Window, or use the Help-> EverWeb Manual menu.

If you cannot find the help you need, or have a question about EverWeb that is not covered in this manual, or in the video tutorials, please use one of the following resources:

- The EverWeb website at www.everwebapp.com.
- The EverWeb Knowledgeable at <http://billing.ragesw.com/knowledgebase.php>
- The EverWeb Discussion Forum at <http://billing.ragesw.com/forum.php>

If you have a valid support plan you can also call, email or chat with an EverWeb Expert, live, 24 hours a day, seven days a week, 365 days a year at

EverWeb Support: 1-888-500-2901

The EverWeb User Interface

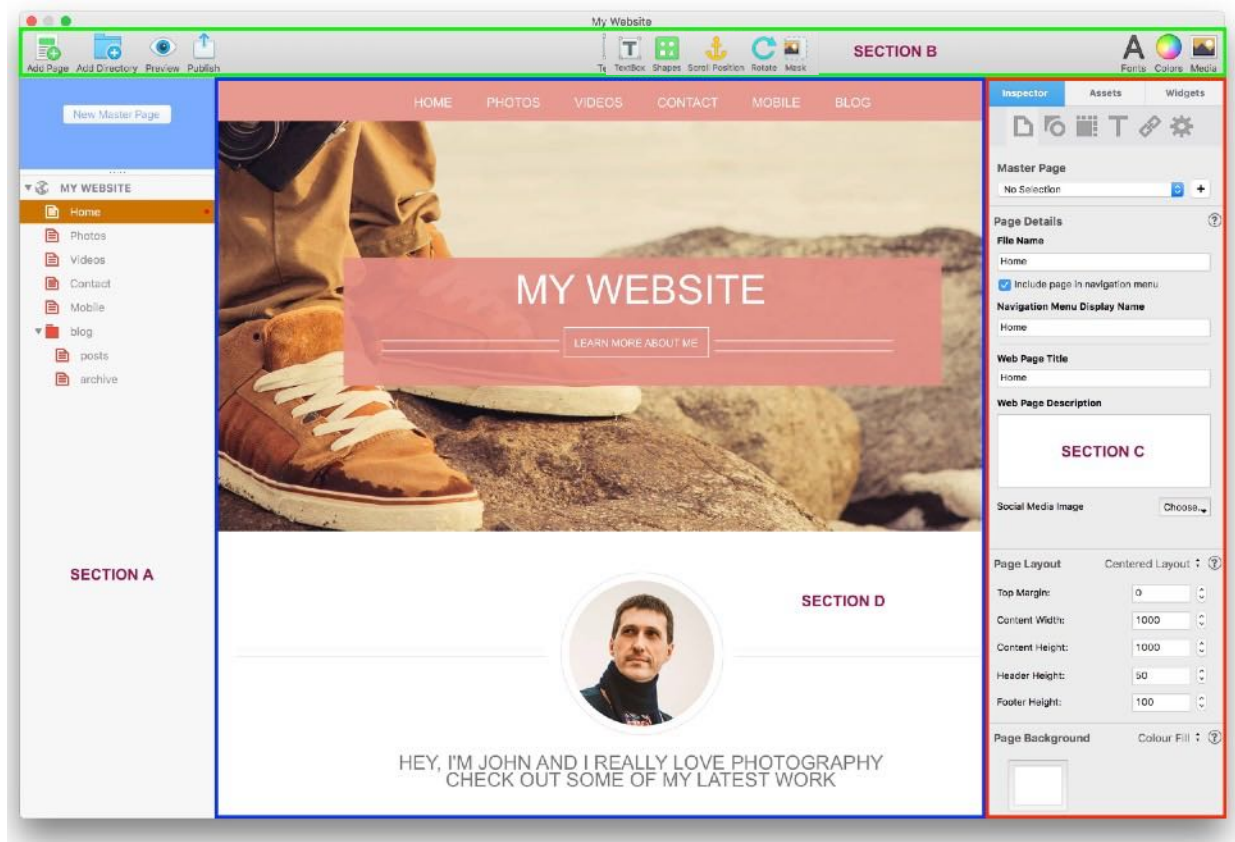


Figure 3: EverWeb's User Interface consists of four main sections. Not pictured are the Assets and Widgets windows, which can be accessed by clicking on the tabs labeled Assets and Widgets respectively.

Before starting to build your website, it is important to become familiar with EverWeb's user interface (see Figure 3).

On the left hand side of the window (see Figure 3 - Section A), is where all of your website's pages will appear. You can adjust the width of this area by hovering your cursor over the divider, and then clicking and dragging to the left or right.

Tip: To rename a page, or your website name, select the page you want to rename and press the 'Return' key on your keyboard. Page names should only contain letters and numbers. Any spaces will be converted to a '-' when publishing.

At the top of the window is the Toolbar (see Figure 3 - Section B) which allows you to quickly do tasks such as add a new page, shape, or text box.

On the right hand side, is the Inspector window (see Figure 3 - Section C) which has three tabs containing all of the features to modifying elements of your website:

- **The Inspector tab**, shown in Figure 3, allows you to control Page Settings, Shape Options, Object Metrics, Text properties, Hyperlinks and Widget settings.
- **The Assets tab** is used for managing your website's images and media files.
- **The Widgets tab** contains mini apps known as 'Widgets' for easily adding extra features you may want to your website.

We'll explore the Inspector Window and its tabs in detail later on.

The area in the middle of the User Interface is the Editor Window which is your design canvas (see Figure 3 - Section D) where you will create or modify your web pages.

Positioning Objects in EverWeb's Editor Window

EverWeb is a drag and drop website builder which means that you design your entire website by dragging and dropping content: text, images, shapes and widgets on to its design canvas which is known as the Editor Window.

The Editor Window

EverWeb's Editor Window has three main sections:

- The Header
- The main body (content) area
- The Footer.

Objects placed within the Header and moved down will adjust the top position of objects placed within the main body and Footer areas. Likewise, objects added to the main body area will adjust the top position of the Footer objects as they are moved down.

This approach allows you to design each section of your page while making sure enough room is provided for the Header, content and Footer. It also prevents you from having to re-arrange objects each time you want to modify these sections. This becomes extremely useful when using Master Pages as described in the next section.

By default, EverWeb displays the section borders in the Editor Window. You can toggle the display of these borders on or off using the Window ->Show Layout menu option.

To explicitly adjust the height of each section go to the Inspector tab (see Figure 3 - Section C). Select the Page Settings button, then use the Page Layout section to change the section height.

As you add objects to each section, their height will adjust to accommodate the objects. In essence, the settings in the Inspector set the minimum height for each section.

Adding and Moving Objects Around the Editor Window

You can start working on your web page by, for example, adding a Text Box or Shape from the Toolbar. The Text Box or shape will be created in the main body of EverWeb's Editor Window.

To move the object just click and drag it around the Editor Window. Notice that the main content area's height automatically adjusts when you approach the bottom border of a section.

Moving Objects Between Editor Window Sections

To move objects between sections, for example, from the main body into the Footer area, hold down the COMMAND key on your keyboard as you drag the object into another section. Release the COMMAND key and you'll notice the object is now 'trapped' in the next section.

If you don't want an object to be able affect the height of a section go to Inspector->Metrics and select the 'Allow free dragging' option. Now the object can be dragged anywhere on the Design Canvas without affecting the height of each section.

Moving Obscured Objects

As you design your web pages, you may sometimes have one or more objects overlapping other objects. To easily move an object that is covered without affecting covering objects:

1. Select the object you want to move.
2. If you have difficulty selecting the object you want, secondary click on the object that covers the object you want to select.
3. A sub menu appears. Scroll down to the Pick Layer option. This will show you all of the objects that are positioned at the location you clicked on.
4. Select the object you want from the list. Your object is now selected.
5. Next, hold down the Command+Option keys and drag the object you want to its new location.

Moving Objects Down the Page Whilst Retaining the Page Layout

There may be times where you want to insert an object, e.g. an image, on to your web page but you need to create the space on your page in order to drop the image in place.

To make the space for your image on the page, you may need to move existing content down the page in order to drop the image in to the right place

EverWeb allows you to easily move the objects below where you want the image down all at the same time, so preserving the page layout

1. Select the first object that is directly below where you want to insert the image.
2. Hold the Shift+Command keys down and drag the object down the page.
3. The selected object, and all objects below it, will move down the page at the same time preserving the page layout.
4. Once you have created enough space, release the keys and mouse then drag and drop the image in to the space you have just created.

If you use the Shift+Command keys whilst resizing an object, the objects below the selected object will move down.

Finding The Distance Between Objects

When designing your web page, sometimes it is useful to find the distance between objects on the page. To do this

1. Select the source object
2. Hold the Option (Alt) key down.
3. Mouse over the target object(s) to see the distance in pixels between it and the source object.

Starting A New Website & Adding Pages

You can begin a new website by clicking on the 'Create a new website' button on the Projects Window (See Figure 1 above).

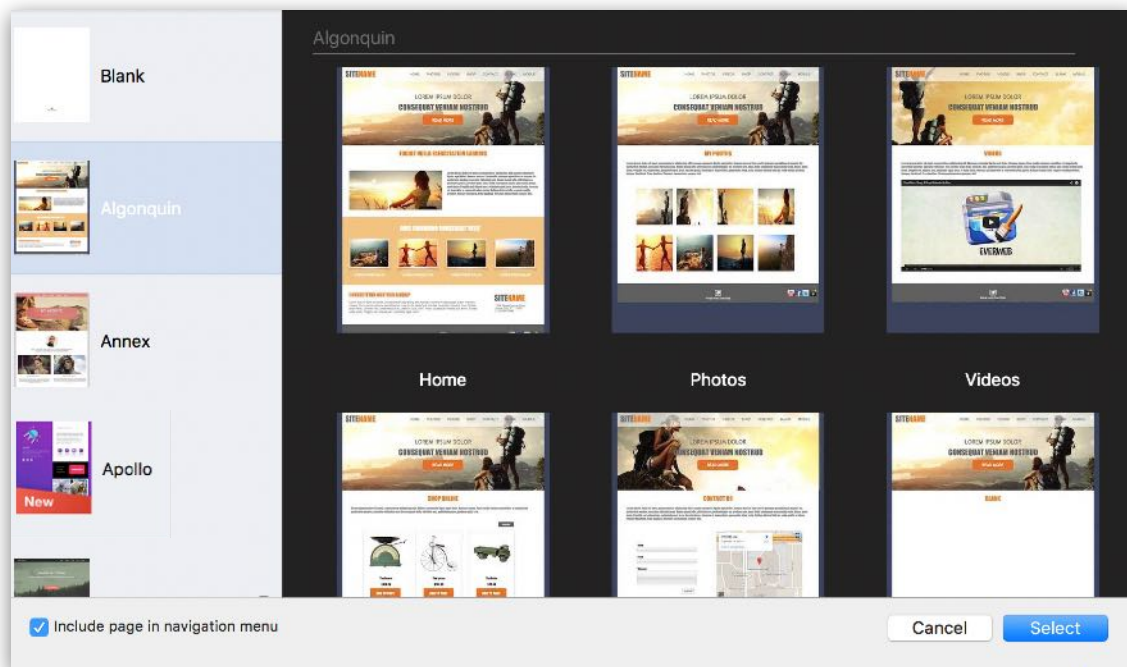


Figure 4: The Theme Template window is where you select the page style that you want to use for your website. If you are building your websites from scratch use the Blank template.

EverWeb's Theme Template chooser will appear (see Figure 4).

Choose a Theme Template from the list on the left. If you already know the name of the Theme Template you want, just start typing its name e.g. 'Wedding'. As you type, EverWeb will use predictive search to take you to the theme as you type.

Once you have found the Theme you want, select the page style you want from the right hand side.

If you plan on building your website from scratch, use the Blank template which is the first theme in the list of Theme Templates.

Click the 'Select' button to add the page to your website Project.

Some Theme Templates use Google Fonts e.g. the Apollo theme. When the Theme Template downloads, you will be asked if you would like to use the Google Fonts that belong to the theme. It is recommended to do so.

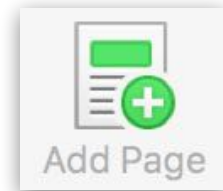
Adding New Theme Templates

From time to time, new Theme Templates are added to EverWeb. To see if new Theme Templates are available use the EverWeb -> Check for New Templates menu option.

Any new Theme Templates are marked with a 'New' indicator in the Theme Templates list (see figure 4).

Adding Additional Pages

To add more pages to your website click on the 'Add Page' button in the Toolbar. Select the new page theme and page style that you want to add as described above.



The new page will appear in the Web Page List on the left.

Alternatively, if you just want to add a page that looks identical to one of your pages, secondary click on the page name in the Web Page List that you want to copy, and select 'Duplicate' from the menu.

Duplicating a page is essentially copying an entire page.

If most of your pages follow a similar design, consider using the Master Pages feature which is discussed later on in the User Manual.

Adding Subpages for Drop Down Menus

EverWeb comes with the ability to create and use directories in which you can place your web pages. This structure can then be used to generate a drop down navigation menu for your website.

For example, Josh is a real estate agent and has houses for sale and for rent. Josh might have two URLs for his website for each product that he offers. The two URLs might be

1. <http://www.joshsrealestate.com/forsale.html>

2. <http://www.joshsrealestate.com/forrent.html>

The navigation menu on his website is shown in Figure 5:



Figure 5: Navigation menu in EverWeb. Note the links for “For Sale” and “For Rent”

However, if Josh wants to group houses for sale and houses for rent into one category, he could create a directory structure so that the URLs would be

1. <http://www.joshsrealestate.com/houses/forsale.html>
2. <http://www.joshsrealestate.com/houses/forrent.html>

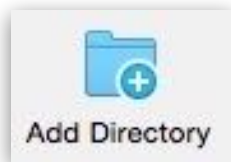
The navigation menu might look like Figure 6 below:



Figure 6: Drop-down navigation menu in EverWeb. The “For Sale” & “For Rent” links are now in a drop-down menu.

This is a good way to organize items on your site and keep your navigation menu clean and simple while still powerful enough for your visitors to navigate with ease.

Please note that whenever the navigation menu is mentioned, the Navigation Menu widget that is included in EverWeb is what is being referred to. The navigation menu widget will be discussed further, later on.



To add a directory, click on the 'Add Directory' button (top left corner in the Toolbar). Select the template you want to use from the templates window. You will now see that you have a new page, but it will not have the normal page icon you are used to. Instead, the icon will look like a folder, or a directory. Remember, this is still a page on your site, so you will need to treat it like any other page.

Now, you can begin adding pages within this directory. Simply select the directory in the web page list, and click on the 'Add Page' button to add a new sub page. You will notice that this page is now beneath the directory, and slightly to the right.

If you hover your mouse over the parent page navigation menu link within EverWeb's design area, you will see the drop down menu.

By default, your navigation menu label for each page will be the file name. Since file names can only have letters and numbers in them, EverWeb also provides the Navigation Display Name field which will override the file name in the navigation menu. This can be accessed from the Page Settings tab in the Inspector. You can add any label you want here and it will appear in the navigation menu.

The navigation menu contains a lot of customization options. This includes modifying the fonts, styles, background colors and more.

Fonts and styles can be changed from the Text Settings tab in the Inspector or the Fonts button in the Toolbar.

The background appearance can be changed from the Shape Settings tab in the Inspector. You can use any of the 'Fill' settings for the main level of the navigation menu.

To adjust the background colors of the drop down menu make sure your navigation menu is selected and go to the 'Widget Settings' tab in the Inspector

Blogging with EverWeb

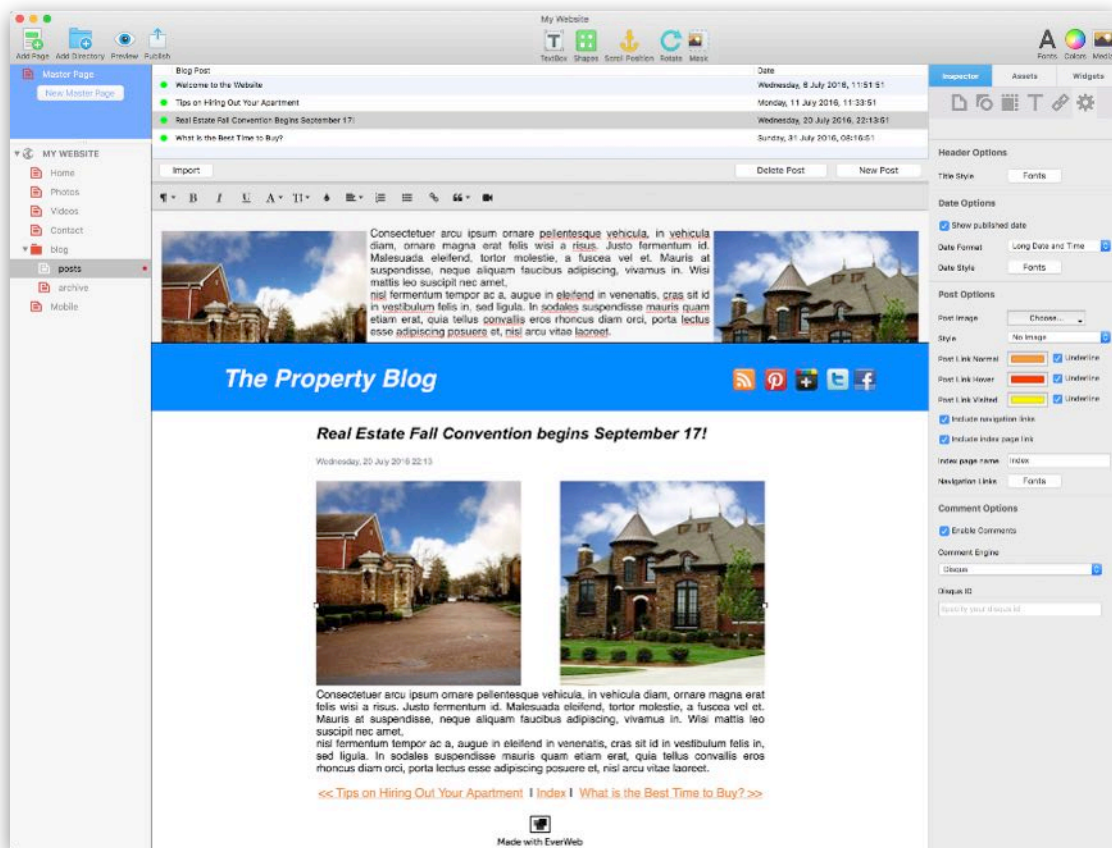


Figure 7: EverWeb includes a powerful and versatile blogging tool that is easy to use and flexible for every blogger's needs

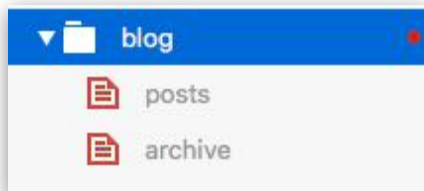
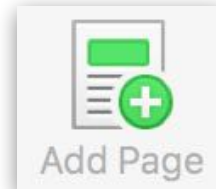
EverWeb lets you easily create your own online journal with its powerful, easy to use, blogging tool (see Figure 7). Your journal, known as a 'blog', can contain one or more articles, known as 'posts'. Posts are great if you want to write longer, in depth articles that you want to keep separate from your regular web pages. Posts can also be used for short articles such as news items or announcements. Blog posts have a 'free format' style which gives you great flexibility in designing and writing your journal articles.

You can format your blog posts in a number of different ways to suit your website style. Blog posts are listed in an blog index page which show your latest posts. Older posts can be accessed from an archive page.

Blogging Basics

Creating a Blog

To create a new blog, click the 'Add Page' button in the Toolbar. In the Template Chooser, select the 'Blank' template theme from the left hand column. Next highlight the 'Blog' page from the template pages on the right hand side then click the 'Select' button.



Your blog will be created in the Web Page List on the left hand side of the EverWeb User Interface. The blog has three parts to it (see Figure 8):

Figure 8: EverWeb's Blog Structure in the Web Page List

1. The Blog Main page is a directory page that acts as the blog's 'Index' page. The Blog Main page lists the most recent blogs that have been created. The Blog Main page contains the 'Posts' page and the 'Archive' page.
2. The Posts page is where you create, edit, format and manage your blog posts and is the page you will probably use the most.
3. The Archive page is where older posts are listed.

Renaming a Blog

If you want to rename your Blog, just double click on the word 'blog' in the Web Page List and overtype it with a new name. Press enter to finish. If you prefer, you can also use the File-> Rename menu option to rename the blog.

You can only change the name of the Blog Main page. The 'posts' page and 'archive' page cannot be renamed.

Deleting a Blog

Deleting a blog works in the same way as deleting any page in EverWeb. Click on the Blog Main page in the Web Page List, then press the backspace key on your keyboard.

Warning! Deleting the Blog Main page will delete the whole blog structure. The Blog Main Page, the archive page and ALL of the blog posts will be deleted!

If you delete the Blog by accident, immediately press Cmd+Z to undelete it.

The Blog Main & Archive Pages

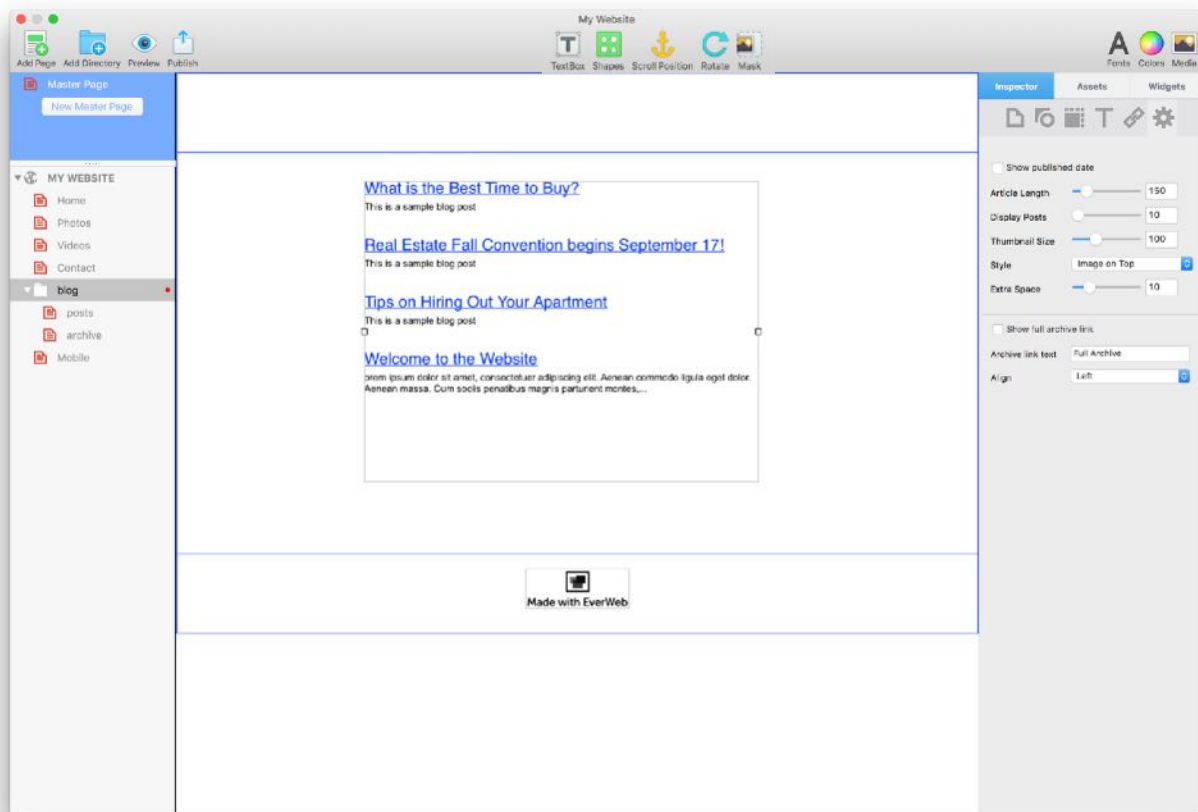


Figure 9: The Blog Main page showing a list of blog posts. The whole list is contained in the Blog Main 'widget' that has a selection handle on each side. The Widget Settings are shown on the right.

The Blog Main and Archive pages use a 'widget' to display the list of blog posts that have been created. Blog posts are displayed in date order. The latest blog post is at the top of the list and the oldest at the bottom (See Figure 9). Each blog post displayed shows the blog post's Title. You can optionally show the date the post was published under the Title and some of the blog post's text if you want.

The widget has a selection handle on each side so that you can change the width of the widget as you want. The height of the widget adjusts

automatically as you change the Widget Settings, add new blog posts, or other formatting such as font size.

Customizing The Blog Main & Archive Pages

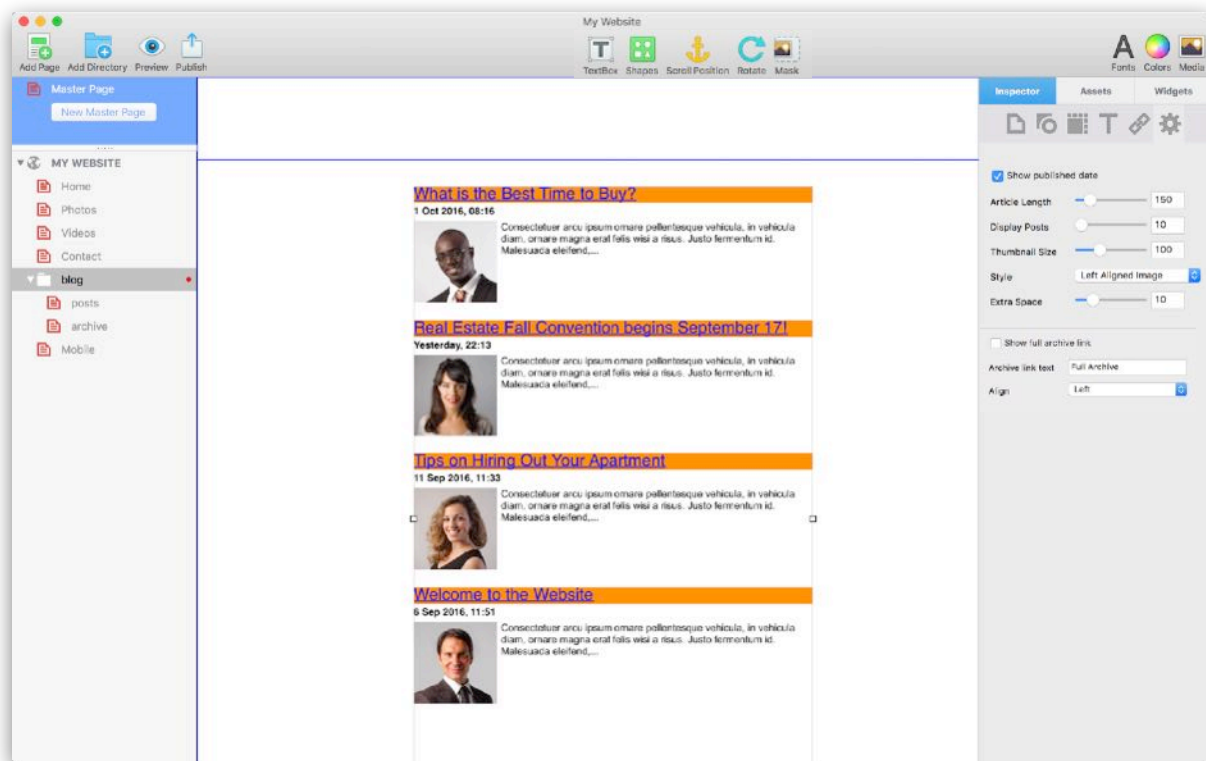


Figure 10: When you click on any item in the Blog Main Widget e.g. a title, all of the same type of item are highlighted so you can apply formatting to them all at the same time.

The Blog Main and Archive pages can be customized in the same way as each other. For example, to customize the Blog Main page first click on the 'blog' page in the Web Page List.

If you do not see the selection handles on the sides of the widget, click once inside the widget to display them. Next select the Widget Settings tab (see Figure 10) in the Inspector Window. You now have a number of different options available to customize the look of the widget e.g. you may want to display only the first 100 characters of your blog post's text so you would



change the Article Length setting from 150 to 100. If you want to include the date of the blog posts tick the 'Show published date' box and so on.

You can change the text formatting options of the widget easily. First click on the Fonts button in the Toolbar. With the Fonts Panel on screen, double click on either a blog post Title, the blog post date (if you have it displayed) or the blog post text. All of the same items will be highlighted e.g. all of the Blog Post Titles (see Figure 10). Now select the fonts you want to use for the selected item.

Formatting Blog Post Titles

The blog posts titles are actually hyperlinks to the blog posts themselves.

That's why they're displayed in the default hyperlink styling of blue, underlined text. To alter the hyperlink colors and underlining, first select the Titles as described above.

Next go to the Hyperlinks tab in the Inspector Window. In the Hyperlinks tab you can set the color and underline for normal, hover and visited states.

For more information please see the section on the Hyperlinks tab. To change the font styling of the Titles use the Fonts Panel as described above.

Formatting Blog Post Dates & Content Summaries

Just as you did with the blog post Titles, you can double click any post date or post summary to change the formatting.

Double click the post date or the content summary and open the Font panel from the Toolbar.

The Blog Posts Window

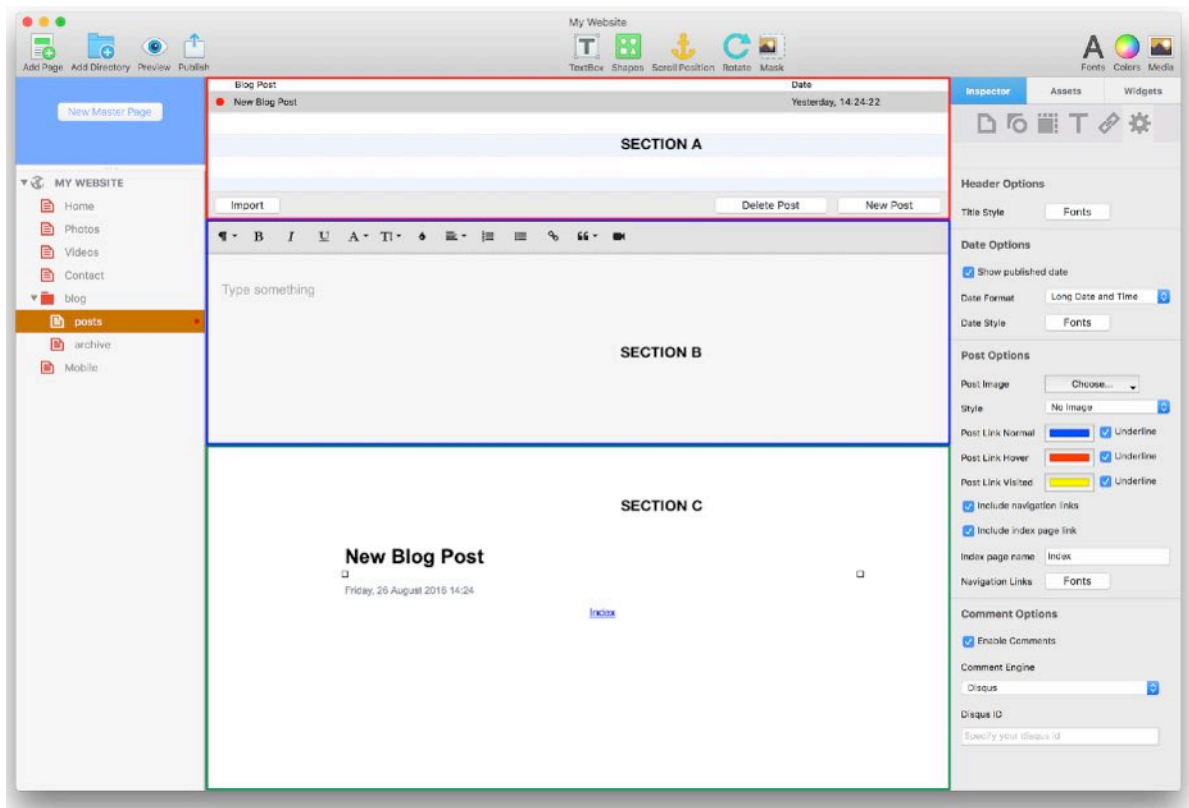


Figure 11: EverWeb's Blog Posts Window has three sections: The Blog Posts List, the Blog Editor window and the Blog Preview window.

The Blog Posts window is the heart of your blogging experience in EverWeb. It has four sections (Figure 11):

1. The Blog Posts List at the top lists all of the blog posts that you have created (see Figure 11 - Section A)
2. The Blog Editor Window in the middle is where you add the blog post text. You can also add images, hyperlinks, lists and format your text (see Figure 11 - Section B).
3. The Preview Window at the bottom is where you see the formatted blog post including the blog post title, as well as the date and comments section if you have included these (see Figure 11 - Section C).

4. The Widgets Settings tab where you can change styling settings for individual blog posts or all your blog posts (see Figure 11 in the Inspector Window)

The Blog Posts List

The Blog Posts List is where all the blog posts you have created are listed and managed.

Creating a Blog Post

Once you have created a blog, click on the Posts page in the Web Page List. The first blog post has been automatically created for you. To add more posts, click the 'New Post' button and enter the blog post title. Press enter to finish creating the new post.

Duplicating a Blog Post

To duplicate a blog post, click on the blog post you want to duplicate, then right click on the highlighted blog post. Select 'Duplicate' from the menu.

Deleting a Blog Post

To delete a blog post, click on the post you want to remove in the Blog Posts List then click on the 'Delete Post' button.

Renaming a Blog Post

To rename a blog post, double click on the blog post's name in the Blog Posts List and type over the name that's there already. Press enter to finish.

Alternatively, highlight the blog post and use the File-> Rename menu command if you prefer.

Changing the Blog Post Date and/or Time

To change the date and/or time the post was created, double click on the blog post date in the 'Date' column and enter the new date and/or time. Click outside of the calendar window to finish.

Changing the Blog Posts List Sort Order

To sort the Blog Posts List in ascending or descending alphanumeric order, click on the words 'Blog Posts' to toggle the sort order. Click on 'Date' to sort the blog posts from newest to oldest or oldest to newest.

Resizing the Blog Posts List

The Blog Posts List can be resized to display more or less blog posts. To do this, move your mouse pointer to the line between the last post and the row of buttons. The cursor will change to a splitter line. Click and drag up or down the splitter line up and down as required then release the mouse button when you are done.

Importing Blog Posts Into EverWeb

EverWeb can easily import blog posts from other sources such as iWeb or Wordpress using the 'Import' button (see Figure 11 - Section A).

You should already have created a blog within EverWeb so that you can then import your existing blog posts from iWeb or WordPress.

Importing Blog Posts from iWeb

1. Before importing your iWeb blog entries into EverWeb, first use iWeb to publish your iWeb website to a folder on your local hard disk.
2. After publishing your iWeb website to a folder, click on the Import button in EverWeb's Blog Posts List Window.
3. Select 'iWeb' from the drop down menu and click on the 'Import' button.
4. Navigate to where you published the iWeb website on your local hard disk and select 'Open'.
5. EverWeb will list the blogs that it has found e.g. 'blog'. Select the entry you want from the list and select 'Import'.
6. Your iWeb blog entries will be processed and listed as blog posts in the Blog Posts List.

Importing Blog Posts from Wordpress

1. Before importing your Wordpress blog posts into EverWeb, you will need to export your Wordpress blog.
2. First login to WordPress and go to the Tools->Export menu.
3. Click on 'Posts' and select the settings you want to use.
4. Next, press Export.
5. When the export is complete, you can import the file In EverWeb.
6. From the Blog Posts List click the Import button. Select WordPress and choose the .xml file that you exported from WordPress.
7. The file will be processed and your Wordpress blog posts listed in the Blog Posts List.

Importing Images in to your Blog Posts

Images can be imported in to your blog posts. Simply drag and drop the image from its source location to either:

1. The Blog Posts Editor window if you want the image to only appear on the currently selected blog post
2. The Preview Window if you want the image to appear on all of your blog posts.

The Blog Editor Window

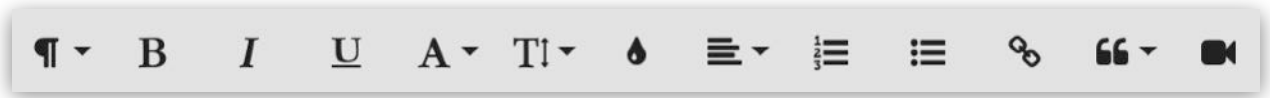


Figure 12: The Blog Editor Toolbar contains frequently used editing features for quick access.

Editing a Blog Post

The Blog Editor Window is where you enter the text of your blog. Once you have created a new blog post, select the placeholder text ‘This is a sample blog post’ and start typing. You can also paste in text that you have copied to the clipboard.

At the top of the Editor Window is the Editing Toolbar where you can quickly apply text formatting to your blog post (see Figure 12). The Toolbar works in much the same way as in word processing applications.

You can resize the Editor Window height by hovering the mouse on the border line between the Editor and Preview Windows. The mouse pointer will change to a splitter symbol. Click and drag the splitter up or down until you have the Editor Window the size you want it, then release the mouse button.

Formatting Text in the Blog Editor

As well as the formatting options in the Blog Editor Toolbar, there are other ways to achieve the look that you want for your blog text.

The Text Inspector can be used to change blog text character spacing, line height, spacing before and after a paragraph and even insert a margin in the blog post widget itself.

To use these options, just highlight the text in the Blog Editor Window then click on the Text Inspector tab and use the options listed.

Hyperlinking Blog Posts

Linking a blog post to a page in your website is easy to do. Simply select the object on the page you want to link the blog post to e.g. a piece of text.

Click on the Hyperlinks tab in the Inspector window (see Figure 13). Check the box “Enable as Hyperlink”.

To link a blog post select “One of My Pages” from the Link To options. Next choose the blog post you want to link to from the drop down menu in the “Pages” option.

The link is all set up so when someone clicks on the linked text they will go to the blog post.

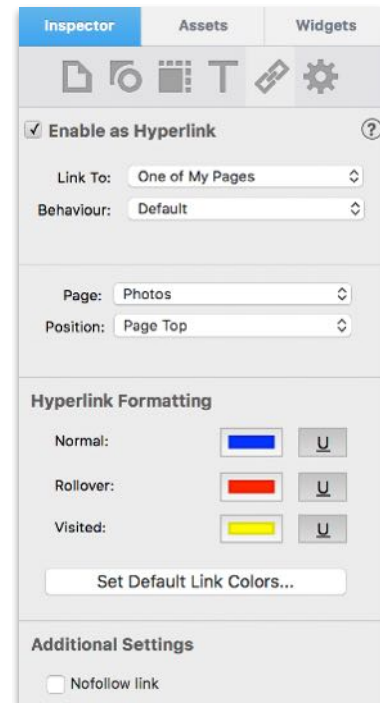


Figure 13 The Hyperlinks tab.

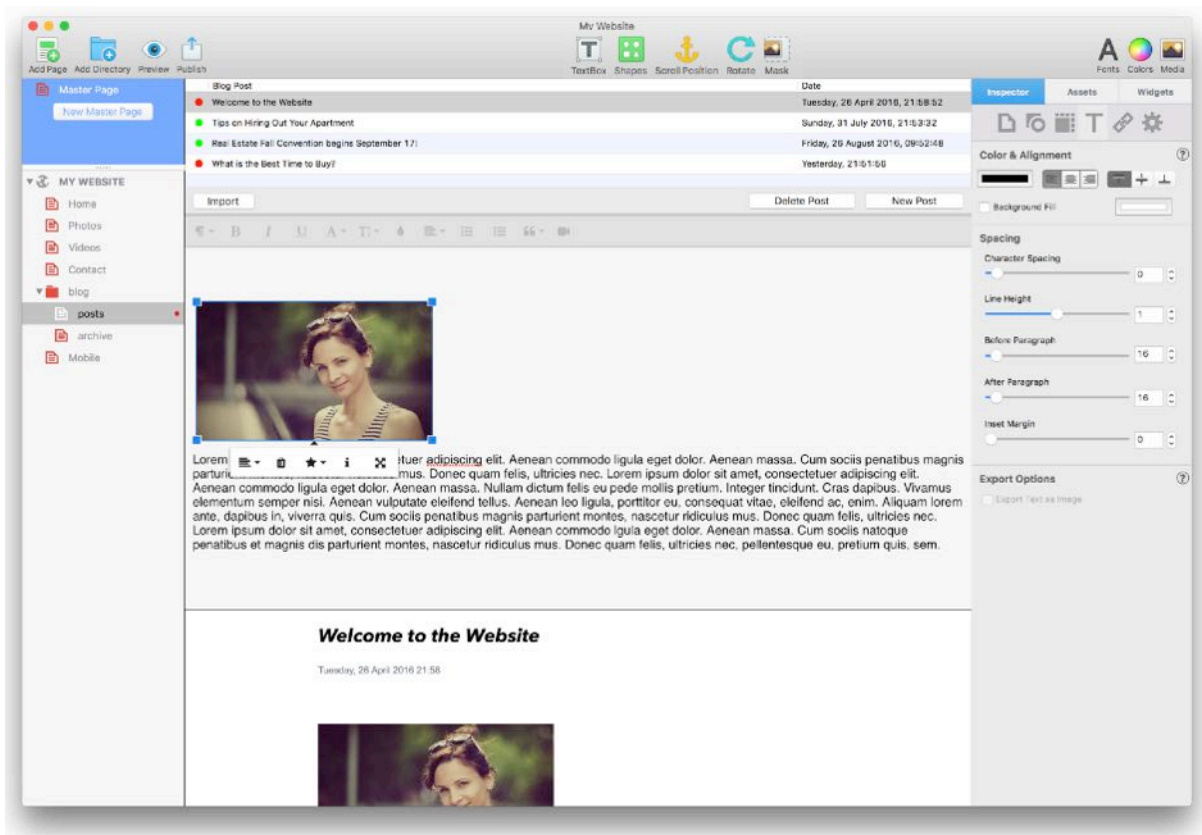


Figure 14: The Editor Window showing a selected image and the Image Editing Toolbar.

Images in the Blog Editor Window

A powerful feature of the Blog Editor Window is that you can drag and drop images in to the Editor itself. Once you have dropped the image on to the Blog Editor Window from its source, or from the Assets List, click on the image to select it. The selected image has a blue border with square selection handles in each corner that you can drag to resize the image.

A Blog Image Toolbar is displayed either above or below the selected image (see Figure 14). You can align the image to the left or right or not at all. You can also have the image display inline with the text or 'breaking' so that the text only displays above and below the image. There's also an option to add Alternative Text to the image that is used by search engines to add keywords or context to your image that they can understand.

If you have dropped the image on to the Blog Preview Window, the above options are not available. The next section tells you more about using images and objects in the Preview Window.

The Blog Preview Window

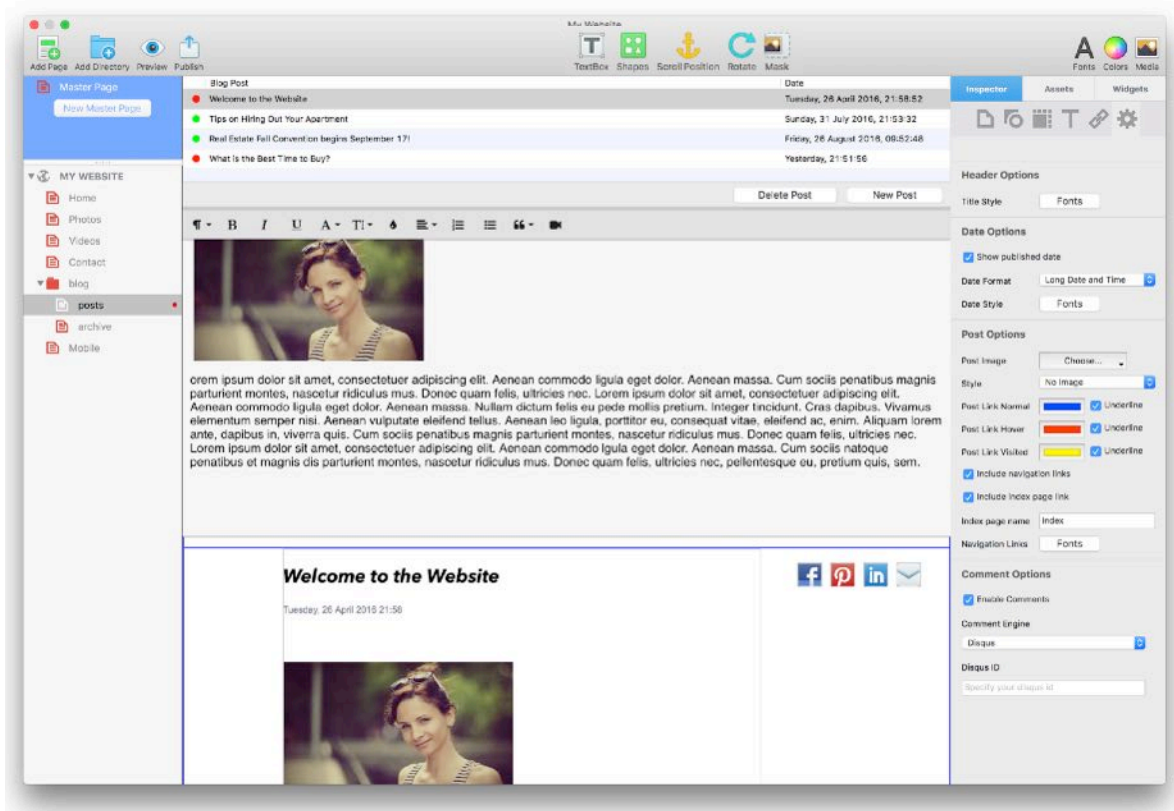


Figure 15: You can add objects such as social media buttons to the Blog Preview Window so that they appear on all of your blog posts in the same place.

The Blog Preview Window is where you see how your blog post will look when it is published. The Preview Window is similar to a Master Page (which is discussed later on) in that when you add, edit or delete objects, or change any formatting options, the changes are applied to **all** of your blog posts e.g. if you add social media buttons in the Blog Preview Window of one of your posts, you will see the buttons displayed in all of your posts (see Figure 15).

The text that you have entered in the Blog Editor Window appears in the Blog Post Widget in the Preview Window as does the blog's Title at the top. You can apply additional display and formatting options using the Blog Post Widget Settings. As such what you see in the Blog Editor Window may appear differently in the Blog Preview Window due to the formatting that you may have applied.

For example, the text may wrap at a different point if the blog widget is smaller than the blog entry field.

Blog Post Widget Settings

You can format all of your blog posts to have the same look using the Blog Post Widget Settings tab. For example, if you change the font of the Blog Post Title in the Header Options, the change will be applied to all of your blog posts.

There are many different options to choose from such as including the date of the blog post and Navigation Links that make it easy for your visitors to move through your blog posts or return to the Index (Blog Main) page

Formatting The Blog Post Preview Page

The Blog Post Options change the formatting of the blog posts themselves. If you want to change other aspects of the Blog Preview Window, use the Inspector Window. For example if you want to change the background color of the blog posts, use the Page Settings tab and set the Page and Background color to how you want it.

Adding Objects in to the Preview Window

You can add in other objects such as images and buttons in to the Preview Window. When you do this, the object will display in all of your posts. This is very useful if you want to add, for example, social media buttons, or a company logo, to your blog posts (See Figure 15). The Preview Window is in many ways similar to the way in which EverWeb's Master Pages work (see the following section for more information).

Tip: To add an object just to one blog post, add the object in to the Editor Window.

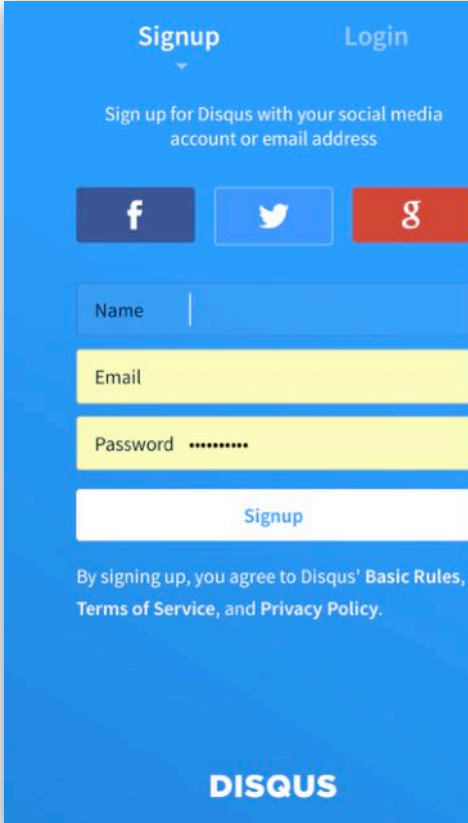
Navigation Links

You can include navigation links at the bottom of your blog so that visitors can easily go the next or previous blog or back to the Index page. By default, EverWeb displays these navigation links. If you do not want them, use the Blog Posts Widget Settings and deselect the 'include navigation links' and/or 'include index page link'.

The navigation links can be customised using the Navigation Links 'Fonts' button. To change the color of the links, use the Post Link Normal, Hover and Visited options as the navigation links are hyperlinks to other pages in your website.

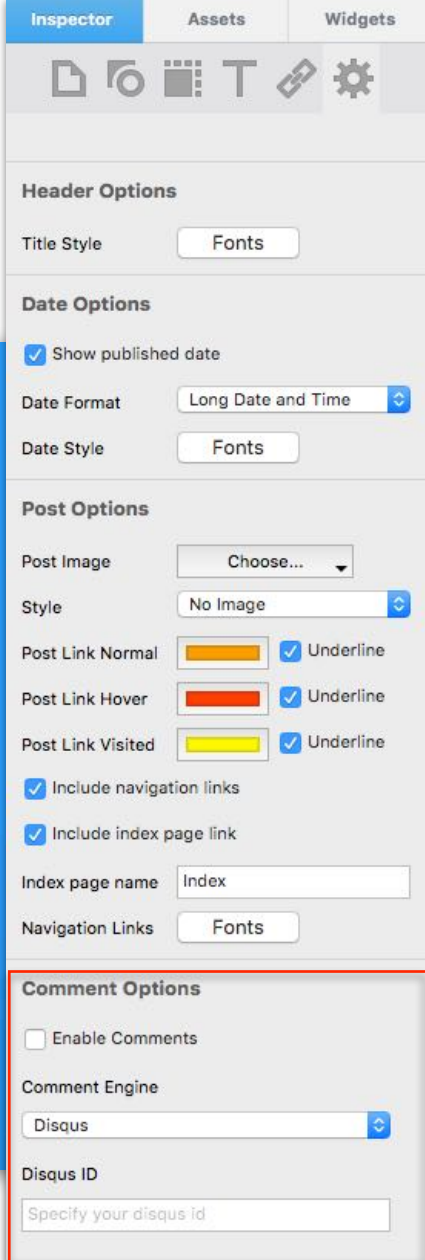
Adding Commenting To Your Blog

You can let your visitors discuss and leave their own comments about your blog posts by using a 'Comment Engine'. EverWeb allows you to use either Disqus or Facebook's comment engine. Both comment engines require that you set up an account beforehand.



The image shows the Disqus Sign Up form. At the top, there are 'Signup' and 'Login' links. Below them is a text prompt: 'Sign up for Disqus with your social media account or email address'. There are three social media buttons: Facebook (f), Twitter (bird), and Google+ (g). Below these are input fields for 'Name', 'Email', and 'Password'. A 'Signup' button is at the bottom. At the very bottom, it says 'By signing up, you agree to Disqus' Basic Rules, Terms of Service, and Privacy Policy.' and the Disqus logo.

Figure 17A: The Disqus Sign Up



The image shows the 'Inspector' panel in EverWeb, specifically the 'Widgets' tab. The 'Header Options' section includes 'Title Style' set to 'Fonts'. The 'Date Options' section has 'Show published date' checked, 'Date Format' set to 'Long Date and Time', and 'Date Style' set to 'Fonts'. The 'Post Options' section includes 'Post Image' set to 'Choose...', 'Style' set to 'No Image', 'Post Link Normal' with 'Underline' checked, 'Post Link Hover' with 'Underline' checked, 'Post Link Visited' with 'Underline' checked, 'Include navigation links' checked, 'Include index page link' checked, 'Index page name' set to 'Index', and 'Navigation Links' set to 'Fonts'. The 'Comment Options' section, which is highlighted with a red border, includes 'Enable Comments' (unchecked), 'Comment Engine' set to 'Disqus', and 'Disqus ID' with a text field labeled 'Specify your disqus id'.

Figure 16: The Blog Posts Widgets Settings including the Comments Options section.

Choosing Your Comment Engine

You can choose to use either Disqus and Facebook Comments. Both offer similar features to each other although you may want to consider that...

Disqus is better if you want real time conversations and an easy to use interface whilst

Facebook Comments is better if you have a large number of website visitors using Facebook and for visitors who want their comments published in their Public Facebook profile.

Getting a User ID for Disqus or Facebook Comments

Creating a User ID in either Disqus or Facebook Comments can seem complicated at first as each offers many different setup options. However, these options are not usually needed. All you need is the User ID itself to get started in EverWeb.

The steps below will help guide you in setting up Disqus or Facebook Comments. As there are a number of different user situations, you may find that you need to complete only some of the steps shown, or you may need to complete more steps than are shown below.

Using Disqus as your Comment Engine

1. First sign up for an account at the [Disqus website](#) if you don't already have an account.
2. You can use your Facebook, Twitter or Google accounts to sign up, or use your email address if you prefer. (See Figure 17A)

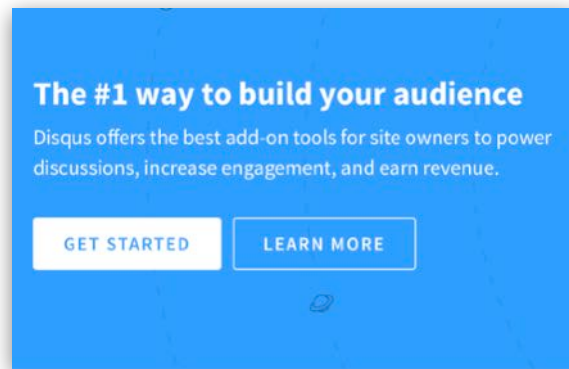


Figure 17B: Getting Started with Disqus Setup

3. When you sign up, click on the 'Get Started' button on the ' #1 way to build your audience' screen (See Figure 17B).

A white form titled 'Create a new site' with a subtitle 'All fields are required.' The form contains several sections: 'Site Owner' with a profile icon and the text 'your signup name', followed by a note 'To associate a different account as the site owner, login with a different account'; 'Organization' with a tab labeled 'Your Sites' and a note 'The organization is the group of sites you own. Set an organization name.'; 'Website Name' with a text input field containing the placeholder 'Enter the name of your site', a note 'Your unique disqus URL will be: shortname.disqus.com', and a link 'Customize Your URL'; and 'Category' with a dropdown menu showing 'Please select a category'. A blue 'Create Site' button is at the bottom.

Figure 17C: The Create a new site screen

4. Next you will see the 'Create a new site' screen (See Figure 17C). The 'Site Owner' will be the name you used as your sign up name.

5. When you enter your 'Website Name' (highlighted in the red box in Figure 17C) you will see that Disqus automatically creates a 'shortname' which will be the User ID.
6. **Make a note of your 'Shortname'** as you will use this later in EverWeb!
7. Complete the details and click on 'Create Site'. Your Disqus ID will be created and you will now be offered a number of customization choices.
8. Click on the button 'Yes, I understand Disqus is both comments and native Apps' on the next screen.
9. You will next see a screen with options to install Disqus on different platforms (See Figure 17D).

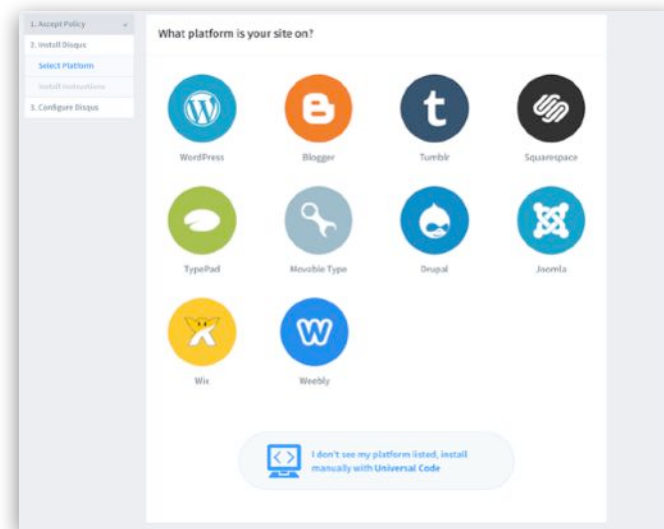


Figure 17D: Choose the Universal Code option as your Platform

10. Click on the 'Universal Code' button at the bottom of the screen.

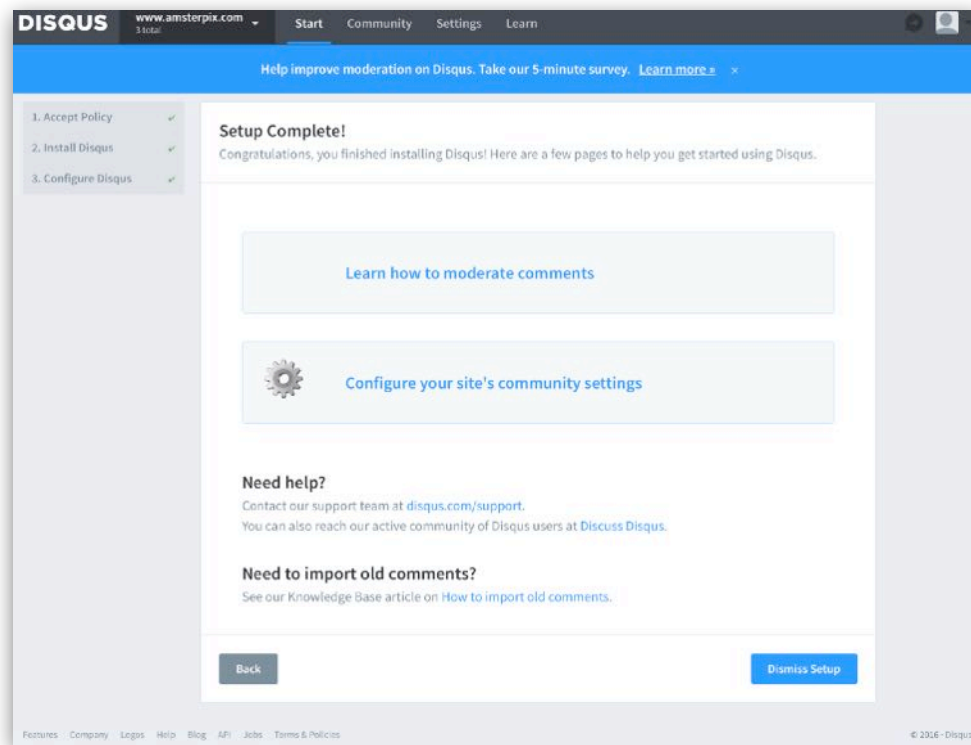


Figure 17E: The Setup Complete screen for Disqus

11. Scroll to the bottom of the next screen and click the button. Continue to do this until you see the 'Setup Complete' screen (See Figure 17E).

You have now finished the setup process and have a Shortname that can be used in EverWeb.

Using Facebook as your Comment Engine

To use Facebook as your comment engine:

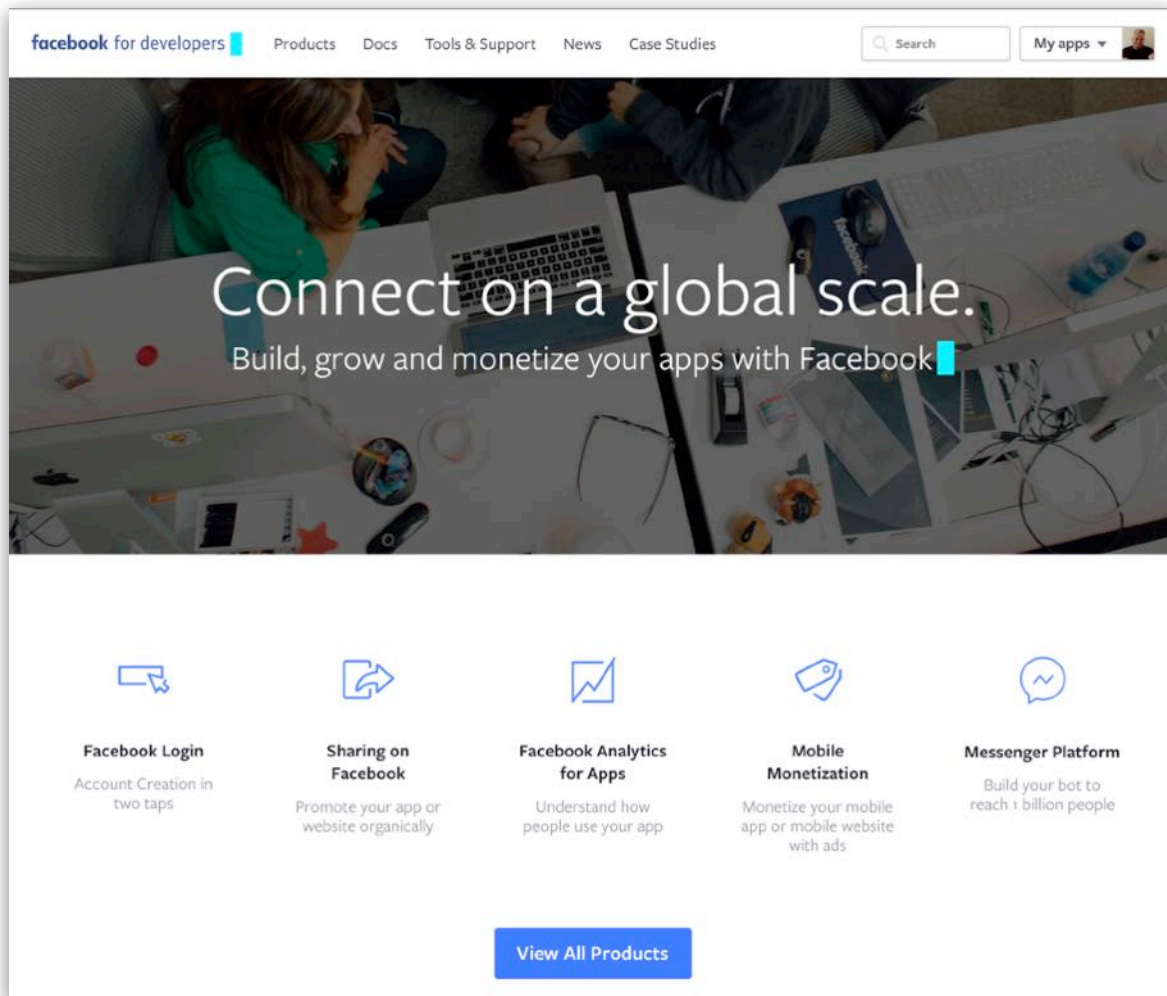


Figure 18A: The Facebook Developers Home Page with the 'My Apps' button in the top right hand corner of the screen

1. Sign up to Facebook at www.facebook.com if you do not have an account already.
2. Once you have a Facebook account you will need a Facebook App ID. To do this you need to be a [Facebook Developer](#) (See Figure 18A)
3. If you have not done so already, convert your Facebook account to a Facebook Developer account by selecting the 'Docs' menu.

4. Click on 'App Development' in the 'Product Docs' or 'Guides' section, Next select 'Creating an App ID' from the 'App Development' list.
5. Scroll down to 'Developer Account' and 'click on 'Create Developer Account' (See Figure 18B).

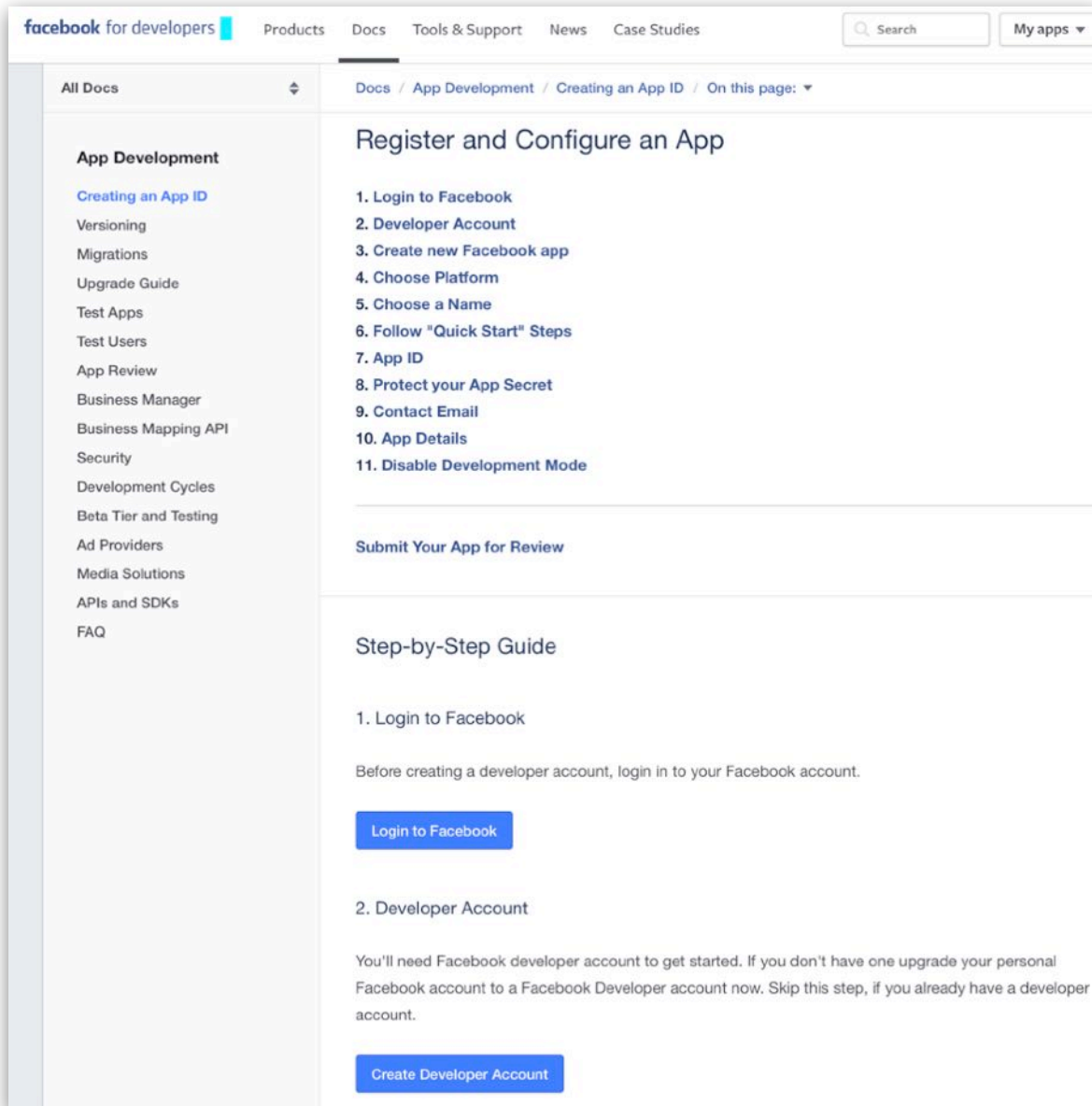


Figure 18B: Select 'Creating an App ID' in the left column and then 'Create Developer Account' in the right column.

6. Once you have completed the registration you can add Facebook in to your app or website.

7. Facebook will ask you which application platform you are using. If you have already registered, use the 'My Apps' button and select 'Add a New App' from the menu.
8. Click on 'WWW' for your website (See Figure 18C).

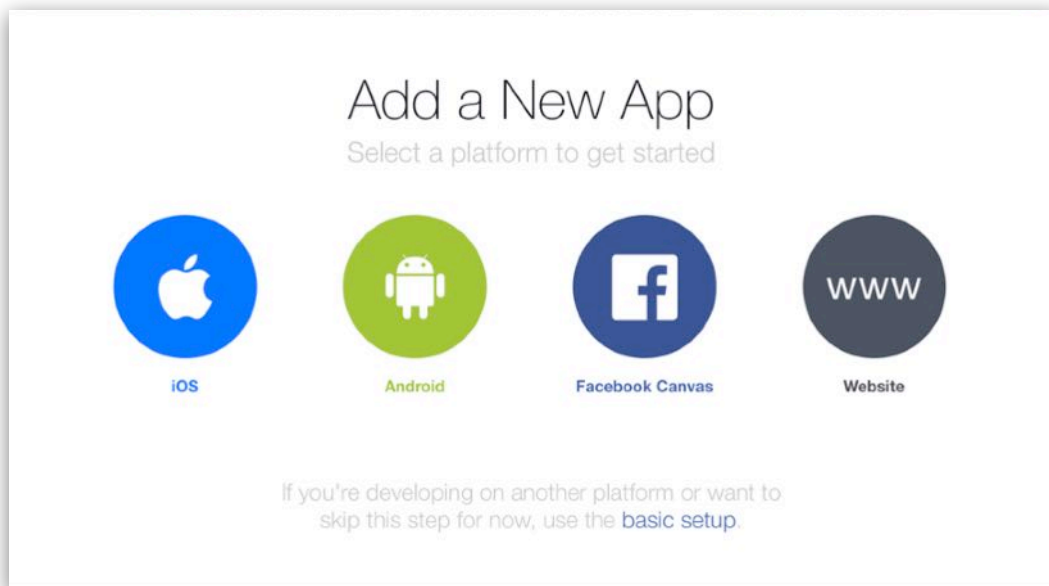


Figure 18C: The Add a New App screen. Select the 'www' option.

9. In the 'Quick Start for Website' window, type in the name you want to call your app e.g. the name of your website and then click on 'Create New Facebook App ID'. Remember to select a 'Category' as you cannot proceed if you don't (See Figure 18D).

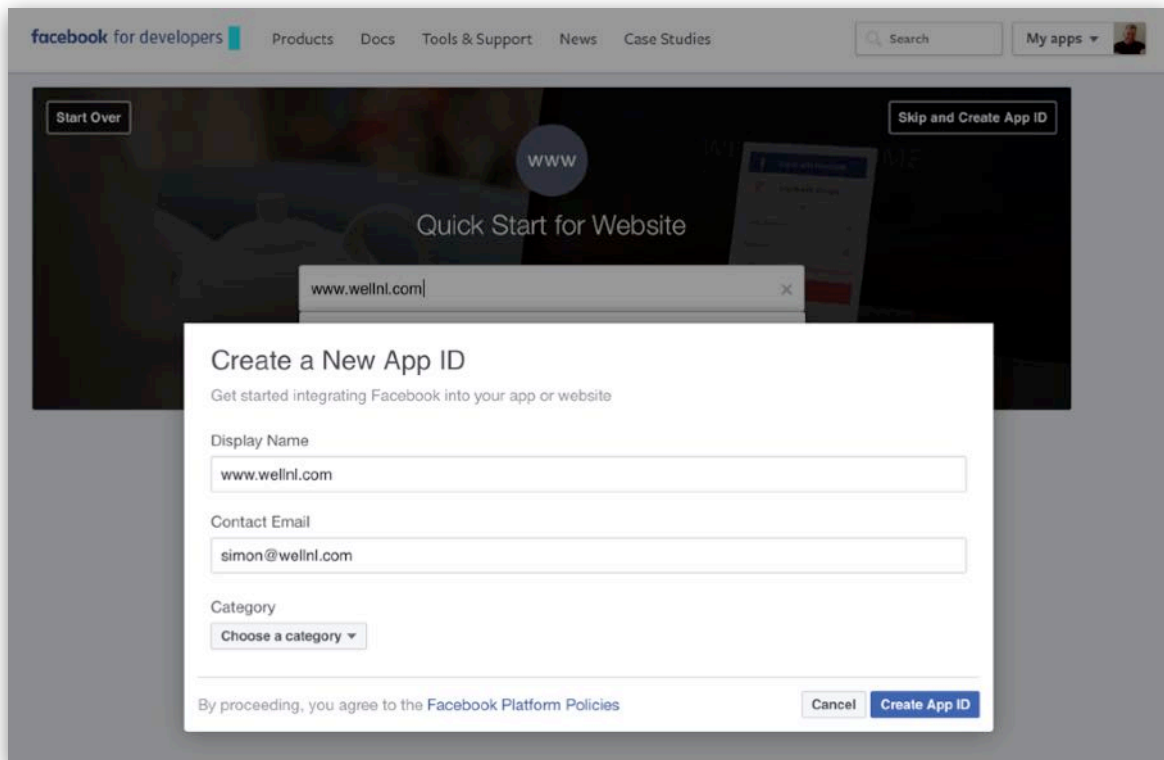


Figure 18D: The Create new App ID Screen.

10. Once the App has been created, you will see the 'Setup Facebook SDK for JavaScript' screen. Enter your website URL at the bottom of the screen and click 'Next'.
11. Scroll down until you see the section 'Next Steps'.
12. Click on 'Skip to Developer Dashboard'.

13. At the top of the Dashboard is your App ID number which you can now use in EverWeb (See Figure 18E).

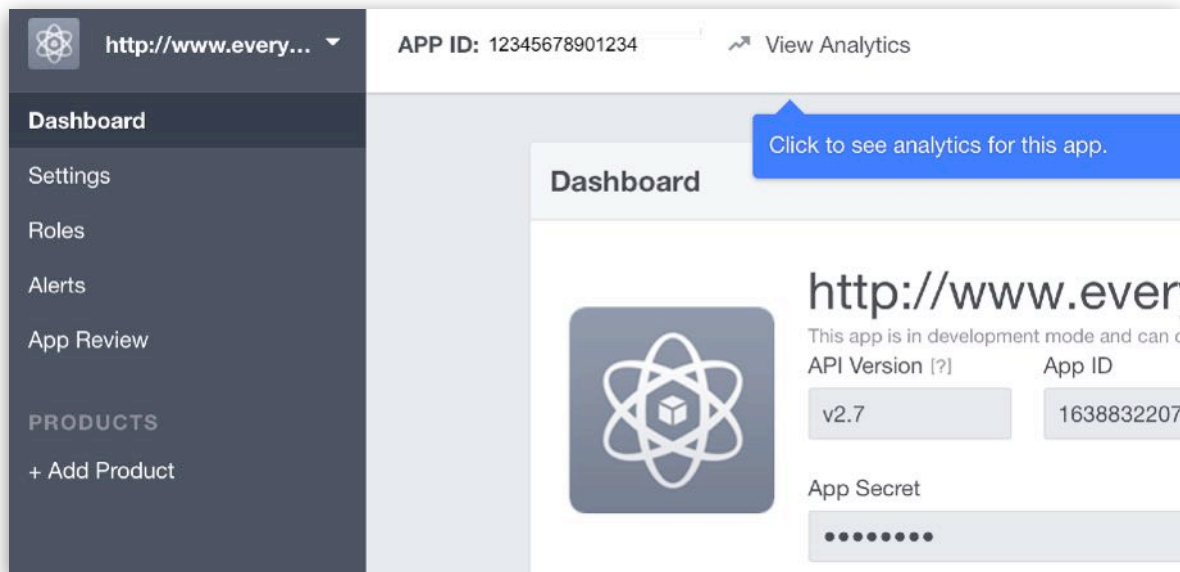


Figure 18E: The Facebook Developer Dashboard showing the App ID at the top of the screen

Enabling Comments in EverWeb

Now that you have your Disqus Shortname or Facebook App ID, go to the Comment Options section in the Widget Settings of your Blog Posts in EverWeb (see Figure 16 above).

In the Comment Engine section, select either Disqus or Facebook then enter your Disqus Shortname or Facebook Comments App ID in the box below.

Your comment section is now setup! The Blog Preview widget will update showing the comment engine is enabled at the bottom of the widget.

When your website is published to the Internet, visitors to your blog posts can add their own comments. A visitor will need to login to Disqus (or sign up which can be done via the login section in the Disqus Comments) or Facebook Comments (using their Facebook login) to be able to comment.

Managing Comments on Your Blog

You are responsible for monitoring the comments that are placed on your blog by your visitors. As a 'moderator' you can approve comments for public display on your blog, delete comments from your blog (e.g. if they are offensive) and tackle instances where your blog may be subject to spam.

If you are using Disqus commenting please go to their [moderator guidelines](#) for more information.

If you are using Facebook commenting please go to their [online help resource center](#).

RSS Features and Blogging

Your website visitors can always stay up to date with the blogs that you create in EverWeb through RSS.

There are a couple of easy ways to use RSS to take advantage of your blogs.

- The RSS Feed Widget
- The RSS Subscribe button

These features are described below.

The RSS Feed Widget

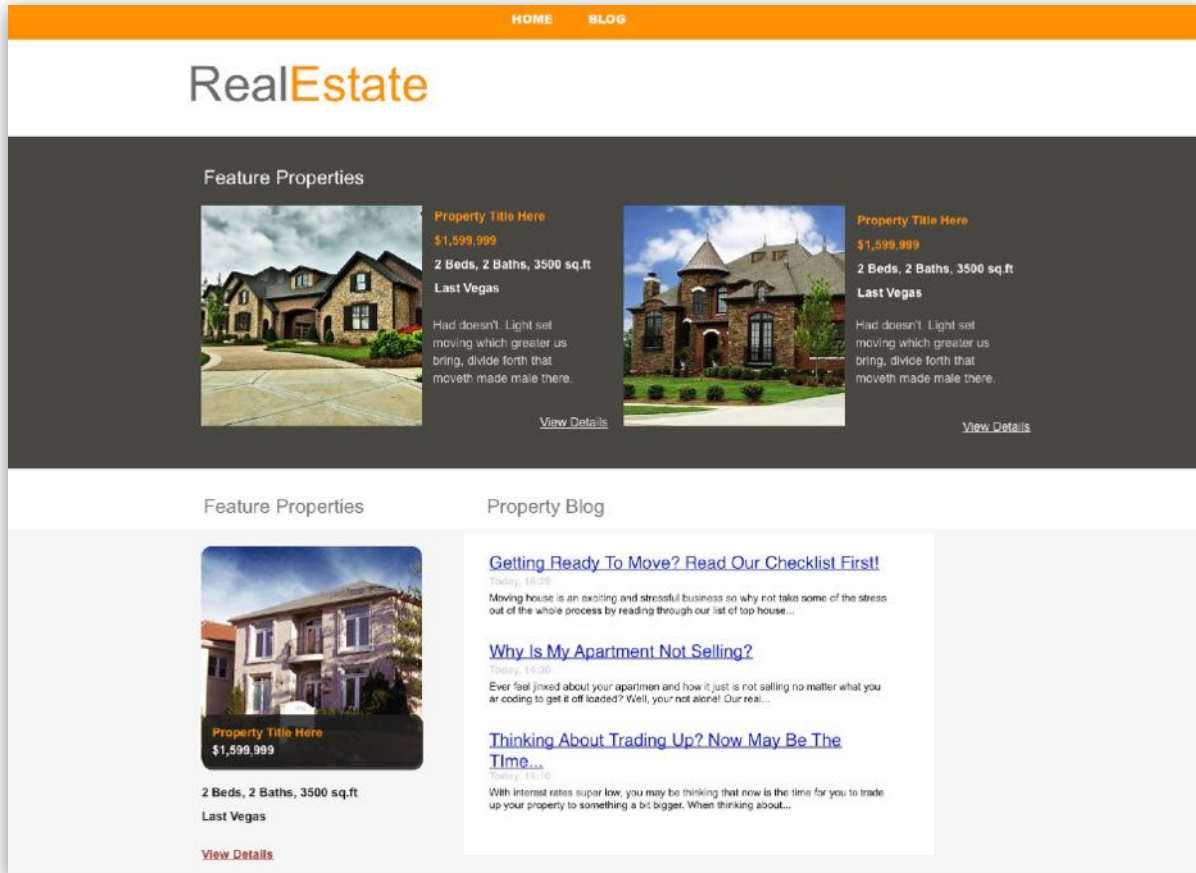


Figure 19: Use the RSS Feed Widget to add your latest blog posts to any page in your website

You can use EverWeb's RSS Feed Widget to show a blog summary on your web pages (See Figure 19) To do this, first go to the page where you want to add the blog summary. Next go to the Widgets Tab in the Inspector Window and drag and drop the RSS Feed Widget on to the page.

In the Widget Settings you will now need to add in the location of your Feed URL. This location contains an rss.xml file that enables the blog entries to be displayed. the rss.xml file is located at

`http://<your website address>/blog/rss.xml`

For example, Josh's real estate business that we met earlier in the manual has created a blog for his website. His Feed URL may look like this

`http://www.joshsrealestate.com/blog/rss.xml`

Once you have added the Feed URL choose which other options you want to use in the RSS Feed Widget Settings. then publish your website to see the results displayed..

The RSS Subscribe Button

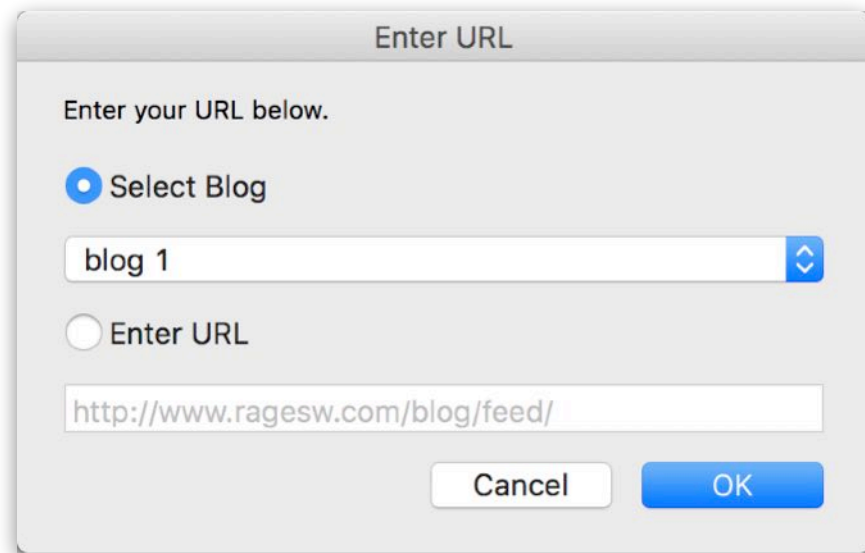


Figure 20: The RSS Subscribe Button lets your visitors subscribe to your blog

You can add an RSS Subscribe button to your website so that your visitors can easily keep up to date with your blogging.

To add an RSS button just use the Insert-> Button-> RSS Subscribe menu.

Select from the menu to either subscribe to the website project's blog using 'Select Blog' or from another location using the 'Enter URL' option (see Figure 20).

Your button will be placed on the web page so that your visitors can subscribe to your blog using RSS.

Master Pages

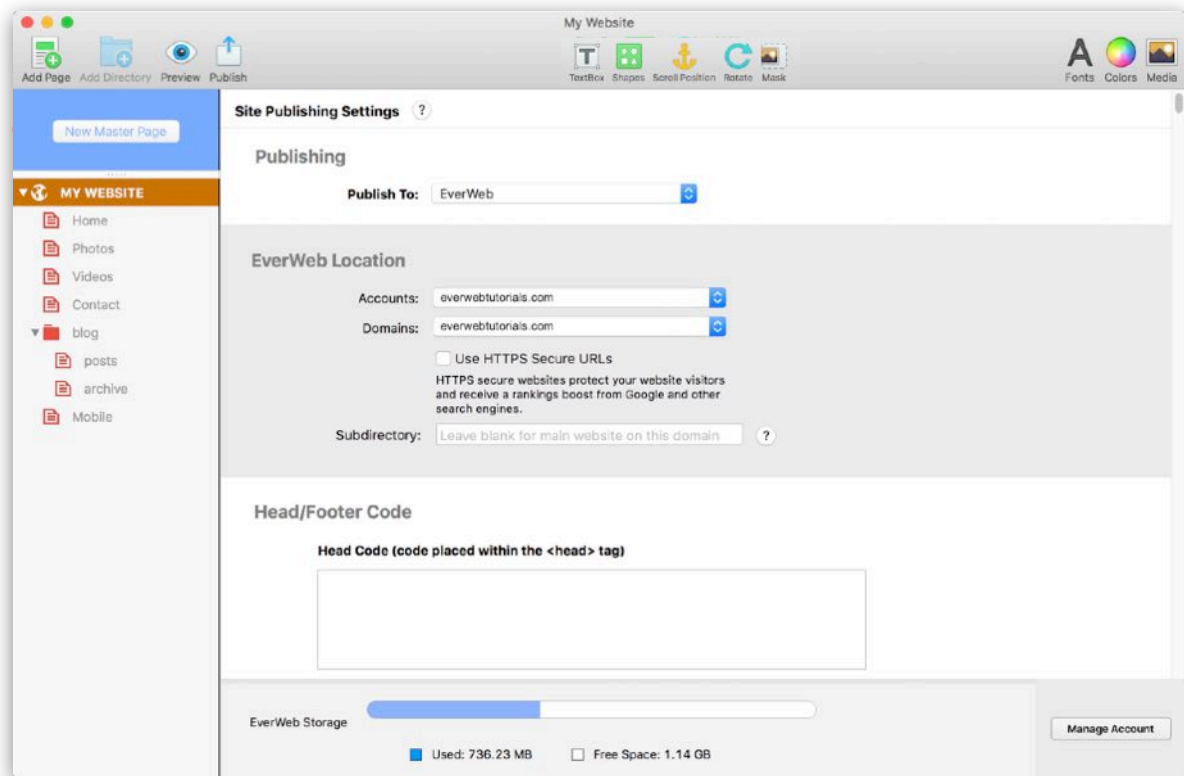


Figure 21: Quickly add a Master Page to your website using the 'New Master Page' button.

EverWeb supports Master Pages so that you can design your website once and have all your pages use that design. When you want to make a change to your design, simply edit your Master Page and all pages that use that Master Page will be automatically updated.

Creating a Master Page

To create a Master Page, drag the splitter bar at the top of your Web Page List down to reveal the Master Pages list if you cannot see it.

Click on the 'New Master Page' button (highlighted in Figure 21) to bring up the Theme Template Chooser, and add the page you want to use as a Master Page in the same way that you would for a regular page.

Creating a Master Page is just like creating a regular page. You can design it however you like, adding shapes, text or images.

You can have as many Master Pages as you want. For example, you can create a Master Page for your desktop site and another for your mobile site.

Note: You cannot make a Master Page from the 'blog' Theme Template.

Using Master Pages

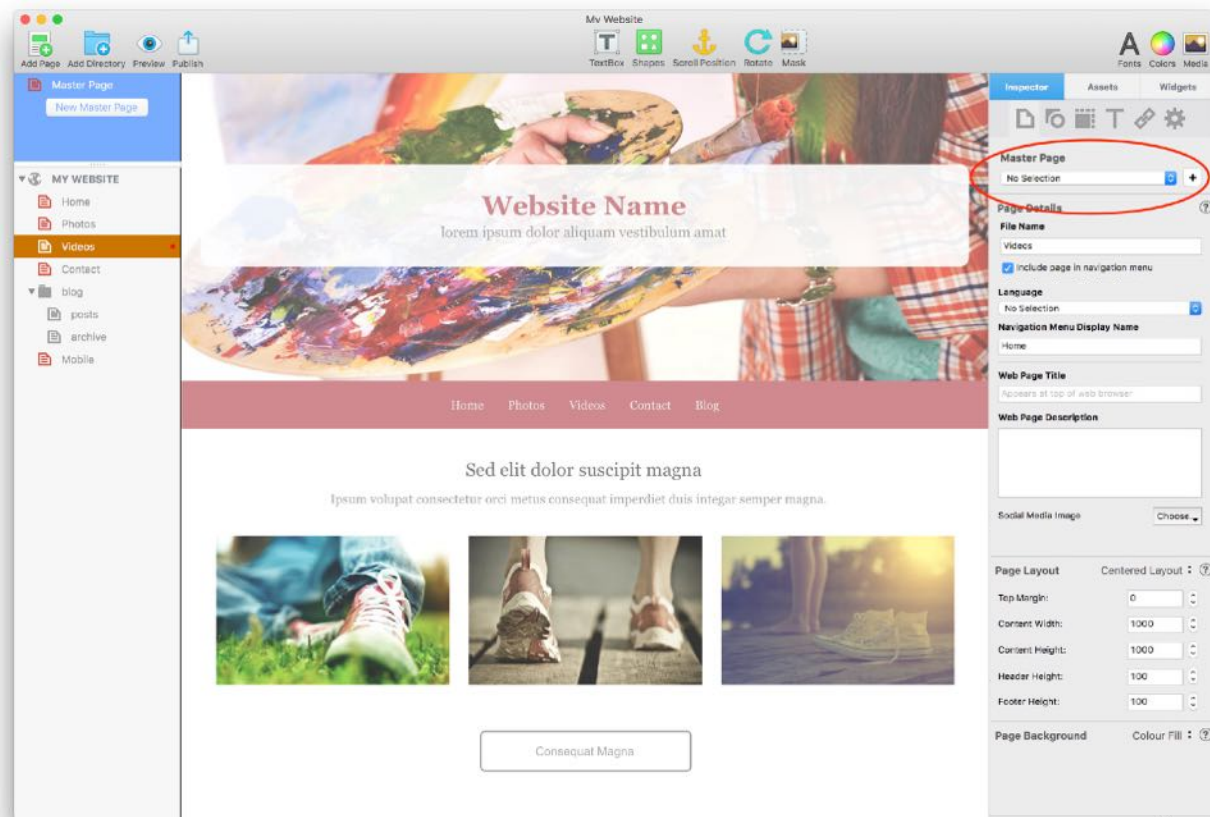


Figure 22: To add a Master Page to your web page, select it from the drop down menu in the Page Settings tab as shown above.

Once you have created your Master Pages, you need to assign them to your web pages.

To do this, select your page in the Web Page List on the left hand side.

In the Inspector Tab on the right hand side, select the Master Page you want to use for that page as shown in Figure 22.

The web page will now reflect the design of the Master Page. You can also add new shapes, text or images to the web page to enhance the design of individual pages.

To quickly see which objects are part of the Master Page, and which are part of the web page you are working with, use the Window-> Show Layout menu.



Objects that belong to a Master Page have a small, black page icon next to them and can only be edited from the Master Page itself.

When working with Master Pages you will usually want to design the Header and Footer sections of your page and fill in the actual content on each individual page. In most cases, the content height will be different for each page.

For your Master Page, you can set a small Content Height under Inspector-> Page Settings-> Page Layout section. Then, on your actual pages, any content you add will push the height the content area down. In this way, you can fit any amount of content in to your actual pages.

You'll notice that you can't explicitly set the content height of each page that uses a Master Page. As noted above, as you add objects to the content area of your actual pages, the content area will expand to a longer size to accommodate them.

When working with Master Pages, remember to:

1. Set the Content Height to something small, e.g. 100 pixels. Basically the minimum height any of the actual pages will be that use this Master Page. You can do this from the Inspector-> Page Settings-> Page Layout section.
2. Use your Master Page to design a common Header and Footer for each of your pages.
3. You can have multiple Master Pages. For example one for desktop pages and one for mobile pages
4. You can't explicitly set the height of each section on the actual pages that use your Master Page. Objects that you add to each section will adjust the height as needed to accommodate them, allowing you to pages with dynamic heights while still sharing the same Master Page
5. Use the Window-> Show Layout menu to quickly see which objects are from your Master Page. They will have a small, black file icon in the top right corner. You must edit the Master Page to adjust any of these objects.

Tip: Objects from the Master Page cannot be moved or altered from the child page. You will have to go back to the Master Page to make any changes to its design.

The Web Page List

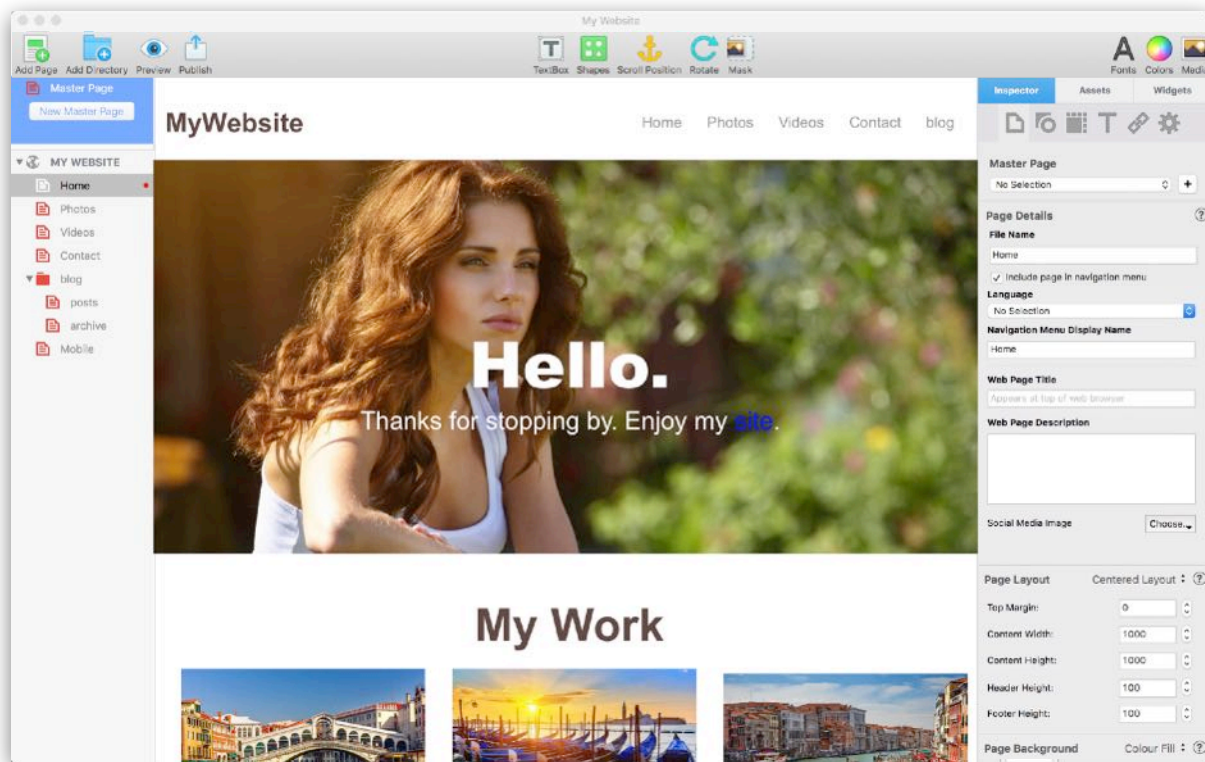


Figure 23: The Web Page List is located on the left hand side of the application. Red icons indicate a modified page, a grey icon indicates no modifications have been made.

On the left hand side of EverWeb's User Interface, you will see the name of your website project and any directories and web pages you have created listed beneath it (Figure 23).

Each page or directory that you create has an icon next to it:

A *white icon* indicates that the page, or directory, has not been modified since the last time you published the site.

A *red icon* indicates that the page, or directory, has been modified since the last publish and will need to be published again for the changes to be reflected online.

Naming Your Website Project, Directories and Pages

You can change the name of your website, directories and web pages in a number of different ways:

Double clicking with Mouse or Trackpad

Double click on the website name, directory or page name in the Web Page List. Edit the name and press enter to finish. You can also use double click to rename blog post names and assets in the Assets List.

Using Menu Options

In addition to double clicking, you can use the File-> Rename Website menu option to rename your website.

Use the File-> Rename menu option to rename the currently selected directory or web page that is currently selected. You can also use this menu options to rename assets and blog entries.

The Inspector Tab

Web pages and directories can also be renamed by clicking on the Page Settings button in the Inspector tab, then changing the page name using the 'File Name' option.

The Toolbar

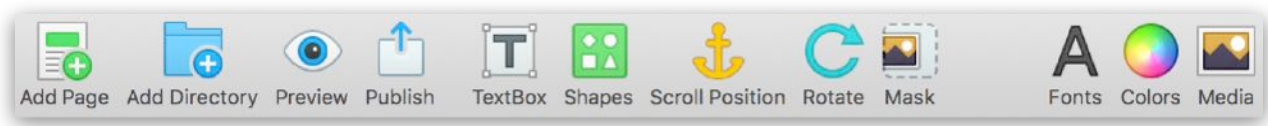


Figure 24: The Toolbar gives you quick access to frequently used features

The Toolbar (see Figure 24) lets you quickly access common tasks such as adding new pages, shapes or text, change text fonts and more.

- **Add Page:** Opens the Theme Template Chooser and lets you add a new page to your website based on a template or with a blank page
- **Add Directory:** Directories are folders containing web pages. They are used to organize your website and for drop down navigation menus.
- **Preview:** Preview your website in different web browsers.
- **Publish:** This button publishes your website. Please refer to the Publishing section for more information.
- **Text Box:** The button lets you add text to your page. Text can be formatted and positioned anywhere on your web page.
- **Shapes:** EverWeb's built in Shapes help you design your website. Shapes can have solid colors, gradients or images. See the Shape Options section for more information about customization options.
- **Scroll Position:** Easily set up 'anchors' so you can hyperlink from any object to a specific location on any page in your website. See the section on Hyperlinking Objects for more information.
- **Rotate:** This option rotates the selected shape 90 degrees clockwise. Hold down the option key to rotate the shape counter clockwise.
- **Mask:** Allows you to quickly crop an image.
- **Fonts:** The Fonts button will open up the Font panel and let you modify the selected fonts of any selected text box.
- **Colors:** The Colors button opens the Color Picker and lets you change the text color of any selected shapes.

- **Media:** Allows you to access EverWeb's Media browser.

The Inspector Window

Page Settings

Page Details

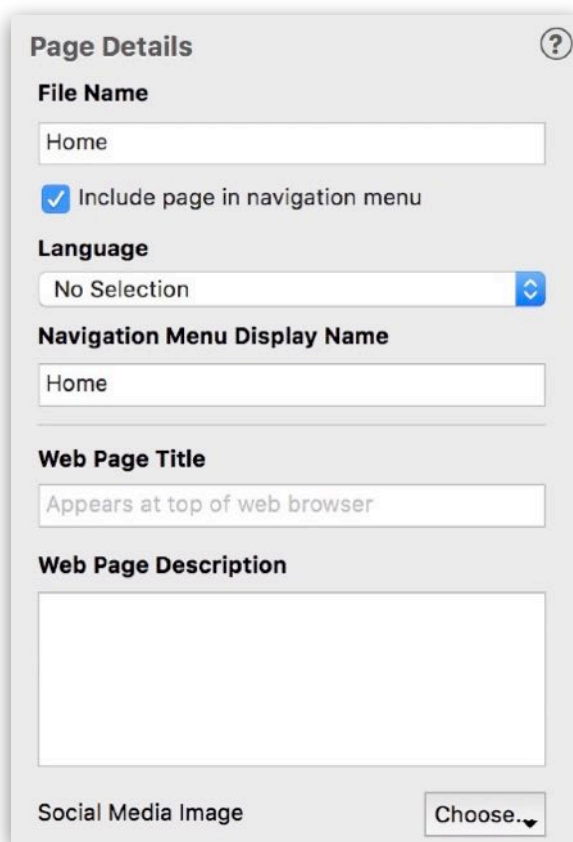
The image shows a screenshot of the 'Page Details' tab in the EverWeb Inspector window. The tab is titled 'Page Details' with a question mark icon in the top right corner. It contains several sections: 'File Name' with a text field containing 'Home'; a checked checkbox labeled 'Include page in navigation menu'; 'Language' with a dropdown menu showing 'No Selection'; 'Navigation Menu Display Name' with a text field containing 'Home'; 'Web Page Title' with a text field containing 'Appears at top of web browser'; 'Web Page Description' with a large empty text area; and 'Social Media Image' with a 'Choose...' button.

Figure 25: The Page Details section on the Page Settings tab.

The first tab in the Inspector Window is the Page Settings tab. Here is where adjustments to the settings for each page on the website are made.

The first option on the Page Details tab (Figure 25) is 'File Name'.

The *File Name* is what you see in your web browser's address field. e.g. you may want to name the page after its function such as Home, About Us, Contact Us, Services, Products, etc.

As you change the File Name, the changes also appear in the Web Page List.

The page's File Name is one of the topics discussed in the [SEO For EverWeb Video Course](#).

If Search Engine Optimization is important for your website, please look at the tutorials before assigning your web page's file names.

The 'Language' drop down is used for Search Engine Optimisation (SEO) purposes. For example, if your website is designed for Canadian visitors only, you may have most of your pages in English but some in French to cater for both types of visitor you want to attract.

In this example, use the 'Language' drop down to select 'English Canada' for your English language pages and 'French Canada' for your French language pages.

Google and other search engines will use this information to serve the appropriate content when a person performs a relevant search.

If you only use one language in your website, use the File-> Edit Publishing Settings menu to globally set the 'Language' to the one you are using.

The 'Navigation Menu Display Name' is the text that appears in your navigation menu if you use EverWeb's built in Navigation Menu Widget.

The Navigation Menu Display Name is another elements to optimize for search engines as shown in the [SEO For EverWeb Video Course](#).

The Navigation Menu is discussed in more detail later in the User Manual and in EverWeb's Video Tutorials which can be accessed from the Help-> Video Tutorials menu.

You have the option of including each page of your site in the navigation menu. By default, each page is included in the navigation menu, If you do not want this, uncheck the 'Include page in navigation menu' option.

The 'Web Page Title' appears at the top of your page in the web browser. The Web Page Title is another element to optimize for search engines. The video tutorials, again, has extensive information making a good page title. Web page title's should include a description of your page's function but should not be more than about 160 characters long.

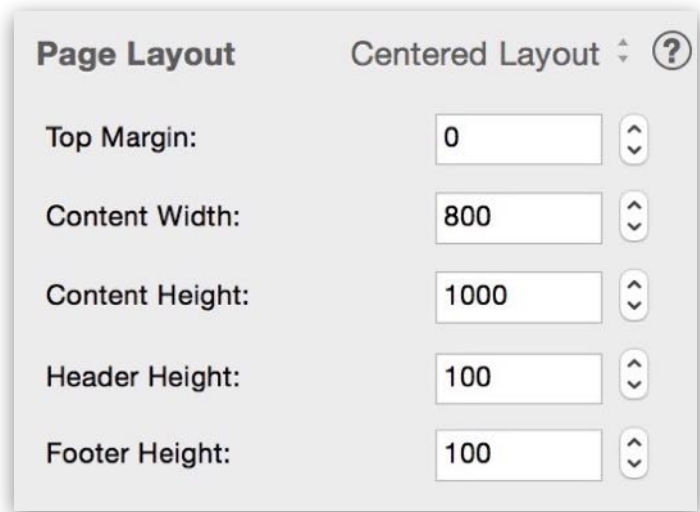
The 'Web Page Description' allows you to add a description for each page. The description often appears when your page appears in a search engine results pages. The [SEO For EverWeb video course](#) has more details

Page Layout

The Page Layout section (see Figure 26) is where you define the specifications of your page.

First, choose from a *Left Aligned* page, a *Centered* page, or a *Dynamic Width* page.

Specifying a value greater than zero in the 'Top Margin' field will create a space between your website and the highest point of the browser window.



| Page Layout | | Centered Layout ? |
|-----------------|------|-------------------|
| Top Margin: | 0 | ↑ ↓ |
| Content Width: | 800 | ↑ ↓ |
| Content Height: | 1000 | ↑ ↓ |
| Header Height: | 100 | ↑ ↓ |
| Footer Height: | 100 | ↑ ↓ |

Figure 26: The Page Layout section on the Page Settings tab.

For example, if you add a shape to a page, and move it into the Header all the way to the top, you will see that there is a white space between the top of the page and where the page begins. This white space can be made something different, and we will get to that in just a moment.

'Content Width' determines how wide your website will be. There is no set rule for how wide your website should be. However, you should consider that most users do not like to scroll horizontally and monitors maybe smaller than yours. A good value to use is 980 pixels, but that is not a hard limit.

The 'Content Height' determines the minimum length of the body of the web page. This rarely needs to be changed as the height will automatically adjust based on where you place objects (such as text, shapes or images) on your page. For example, dragging an object down on the page will increase its height. You will not see the value increase in this field, your page height will still be as long as you make it by way of the objects on the page.

The 'Header Height' determines how high the Header will be. As with 'Content Height', 'Header Height' also adjusts automatically based on what is in the Header. If you want the Header to be smaller decrease the value.

Finally, the 'Footer Height' determines the height of the Footer. As with the Header and Content Heights, the Footer adjusts automatically based on where objects are placed within it. Decrease the value if you want your Footer Height to be smaller.

Page Background & Browser Background

The Page Background appears behind your page content (Figure 27). There are four options:

- 'None' leaves the background as white
- 'Color Fill' allows you to set the background as a solid color
- 'Gradient Fill' allows you to use two colors that transition smoothly
- 'Image Fill' allow you to place an image as the background.

As mentioned earlier, selecting *None* will set the page background to be solid white. *Color Fill* allows you to click on the color button which will prompt the color window to appear. You can make the background any color you want it to be.

Gradient Fill allows you to choose two different colors and have them blend together. Each color can be chosen by clicking on the color button for each respective color. Once you have your two colors selected, you can modify the way you want the gradient to appear. For example, you can flip the order of two colors by clicking on the arrows.

You can notice the page background changing when doing this. You can also choose the direction of the gradient. Toggling between the horizontal and vertical arrows will change

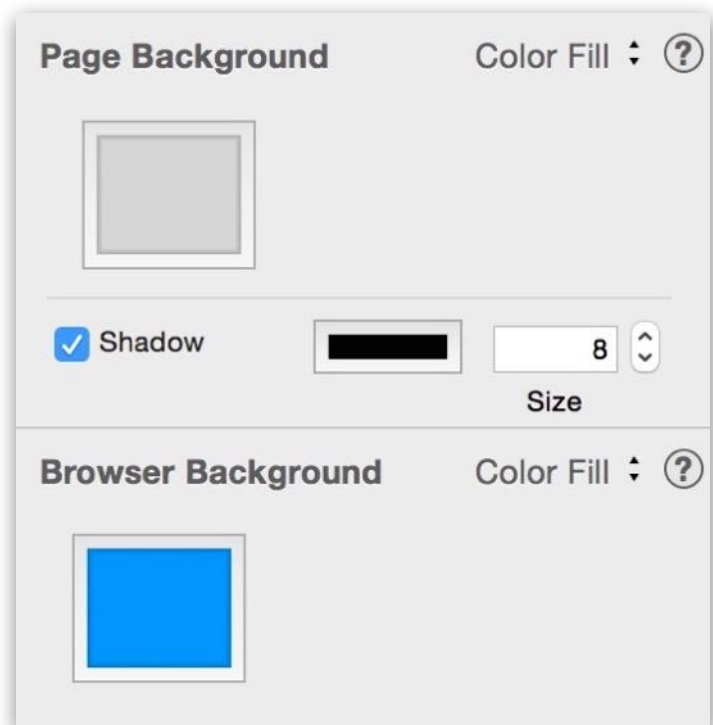


Figure 27: The Page and Browser Background section on the Page Settings tab.

the direction of the gradient from either horizontal or vertical. Alternatively, you can manually change the direction by adjusting the angle with the toggle, or by clicking on the up and down arrows.

If you want to have an image for your background, you will need to choose the image from your list of Assets, or from your hard drive by selecting *Choose* to open the Finder window. Once your image has been set as the page background, you can either have it set to *Scale to Fit*, *Scale to Fill*, *Stretch*, *Original Size*, or *Tile*. The option you choose will depend on the image you want as your page background.

If you want, you can add a background shadow to your page by clicking the *Shadow* option. You can select the color for your shadow, and how big you want the shadow to be. The shadow option works with any type of page background.

You can also add a browser background to your site. The browser background is the background styling behind your content area. For the browser background, there are two options. You can choose *Color Fill* which will allow you to choose a solid color for your browser background, similar to the page background. If you want this left as white, then you do not need to select anything.

You can also choose to *Image Fill* the browser background. Again, you can select the image from your Assets list or choose to locate the image on your hard drive by pressing the 'Choose' button. When your browser background image has been set, you can leave it as *Tiled* or change it to *Original Size*. Again, the option you choose will be dependent on the image you have selected to use for your browser background.

Mobile Settings

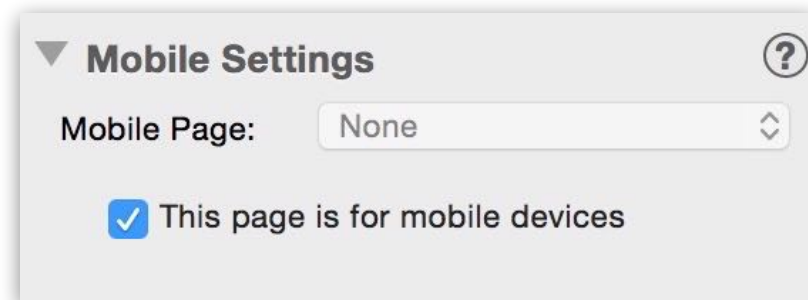


Figure 28: Mobile Settings on the Page Settings tab

EverWeb allows you to create a mobile version of your website.

If you are using one of EverWeb's built in Themes, just click on the 'Add Page' button, and select the theme you want to use, and then select the 'Mobile' page of that theme.

If you want, you can also create your own mobile pages. Just make sure to set your page's Content Width is set to be mobile appropriate. EverWeb's mobile theme pages are set to a Content Width of 480 pixels. This fits nicely with iOS and most mobile devices.

When your mobile page is ready, you must now assign the Mobile page to one of your regular pages. When you do this, EverWeb will automatically show the Mobile page when a visitor comes from a Mobile device.

To set up your mobile redirect, select the page on your Web Page List that should redirect to a mobile page. Usually this will be your home, or default page. Then, on the Page Settings tab in the Inspector window, once again locate the Mobile Settings section (see Figure 28) and from the Mobile Page

drop down menu, select 'One of My Pages', and then select the mobile page from the 'Page' drop down menu.

If you have multiple pages for your mobile site, just repeat these steps on those pages.

When you publish your website, the mobile redirect will be enabled and you will be able to test this by visiting your website on your mobile device.

Header/Footer Code

The 'Header/Footer Code' sections allow you to inject programming code, or script, in to your web page. The Header/Footer Code section is, therefore, of use to advanced EverWeb users. Typically you will not need to enter anything in to this section.

Just like the rest of the settings on the Page Settings tab, any code or script entered into either fields will be applied to the respective page only, and not the entire site.

Any codes placed in the Header Code section will be placed within the <head> tag in your HTML code.

Any code placed in the Footer Code section will be placed right before the closing </body> tag.

Password Protection

EverWeb lets you easily password protect the whole, or certain parts, of your website.

For example, you could create a members only section on your website, or restrict access to certain individuals.

Note: Password protection will only work on EverWeb's Hosting platform. In addition, it can only be applied to Directories added to the Web Page list.

To use Password Protection, use the 'Add Directory' button in the Toolbar.

Click on the 'Add' button in the 'Password Protection' section.

You can have unlimited passwords but all usernames must be unique. Also, you cannot use single quotes in the username or password field.

Redirects

Redirects are a powerful but advanced feature. Say you have an existing website, such as an iWeb site that has been around for a while. You may have high search engine rankings for this site or you may have provided these links to other people.

EverWeb lets you automatically redirect individual pages from your old site to your new site using a special type of redirect called a 301 redirect. These redirects have the benefit of maintaining your search engine rankings.

To use this feature, enter the **full URL** of your old page. You can find the old URL by simply visiting your old site in your browser and copying and pasting the URL in the Path bar at the top of your browser window into this field.

Remember, This feature is for *individual pages*. Each page on your old website should redirect to a unique page on your new EverWeb website. **DO NOT just enter your main website's URL for each page**. Every redirect page in EverWeb should have a unique URL.

Shape Options

All About Shapes & Images

You can add a shape to your website by clicking on the Shapes button in the Toolbar, then selecting the shape you want to use (Figure 29).

Shapes can be made larger or smaller, and moved around the Editor Window to your desired location.

Use the Shapes tab in the Inspector Window to modify a shape (Figure 30).

You can change the type of shape you are using by clicking in the drop down menu and selecting the shape you want.

For each shape, there are three settings that you can make Fill modifications for:

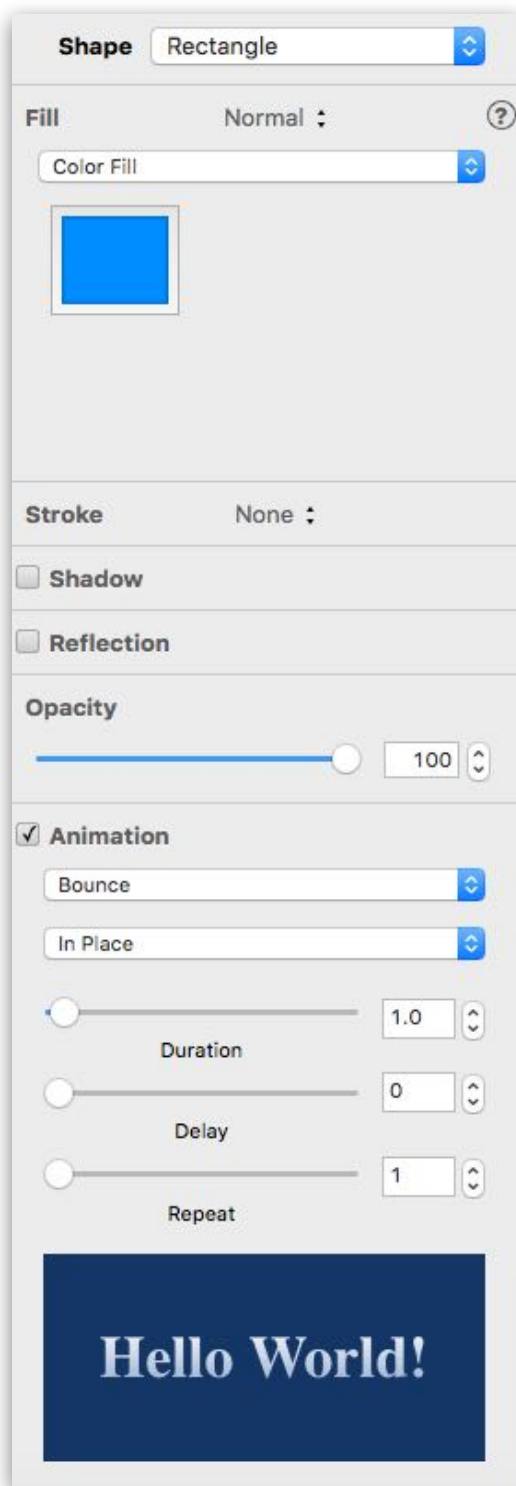
- *Normal:* How the shape will appear when no mouse cursor is over it
- *Mouse Over:* How the shape will appear when the mouse cursor is hovering over it
- *Mouse Down:* How the shape will appear when the shape has been clicked on.

Tip: Any shape can have text on top of it. Just double click on the shape and begin typing.



Figure 29: Shapes

For the shapes appearance, you have five options to choose from:



- *None*: Makes the shape transparent - essentially what a text box is.
- *Color Fill*: Allows your shape to have a color. Click on the color icon to change the color of the shape.
- *Gradient Fill*: Allows the shape to be two different colors that transition smoothly.
- *Advanced Gradient Fill*: Similar to the Gradient Fill but allows you to include more than two colors.
- *Image Fill*: Lets you select an image to fill the shape with.

Figure 30: Shape Options

Stroke Options

You can apply the following Stroke options to your shape:

None

No options are applied to the shape.

Line

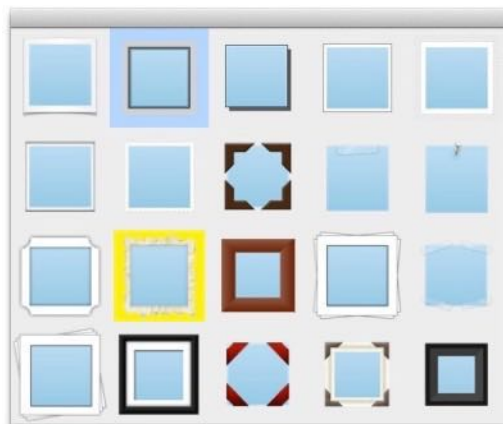
Shapes can have a line stroke surrounding them. Select 'Line' from the Stroke drop down menu (see Figure 30).

You can choose between a solid line, a dashed line and a dotted line.

To set the color of the line using the color swatch.

To set the thickness of the line by entering a number in the box, or by using the up/down arrows.

Picture Frame:



To add a picture frame to your shape:

1. Select 'Picture Frame' from the Stroke drop down menu.
2. Click on the picture frame thumbnail and select the frame you want to use (see Figure 31).
3. Modify the thickness of the picture frame by adjusting the slider.

Figure 31: Picture frames can be added to any image, shape, or text box.

Shadow Options

To add a Shadow to your shape click on the Shadow option (see Figure 30).

Choose the shadow color you want by clicking on the color swatch

The direction of the shadow can be altered by rotating the wheel icon or by



Figure 33: The position of objects can be changed by altering their x and y coordinates.

entering a number from zero to 360 degrees in the box to the right of the wheel icon.

Use Offset to set how far the shadow is away from the shape

Use Blur to alter the sharpness of the object

The Opacity is used to alter the opaqueness of the shape i.e. how see through or solid the shadow appears.

Reflection Options

You can also add a reflection to your shape, and specify how large you would like the reflection to be using the slider.

Opacity Options

To adjust the opacity of a shape, use the slider or the up/down arrows or enter the value in the box.

Animation Options

You can animate objects to produce some amazing effects on your web page.

1. Start by select the object you want to animate. Select multiple objects if you want to apply the same effect to many objects at the same time.
2. In the Shape Options tab, tick the checkbox next to the word 'Animation'. The animation options are now displayed.
3. A number of different animation styles are available in the first drop down list. Click on the animation effect you want to use. If you select 'Other', a second list of animation styles will become available in the second drop down menu,
4. Once you have selected an animation effect from the first drop down menu, use the second drop down menu for further styling options e.g. if you selected the 'Flip' animation effect from the first drop down menu, you have the styling options of 'In Place', 'Horizontal' or 'Vertical' available from the second drop down menu.
5. If you selected 'Other' from the first drop down menu, you will see more animation effects listed in the second drop down list. These animation effects do not have any additional styling options.
6. When you select your animation effect and styling options, you can see a preview of the effect in the preview window at the bottom of the 'Animation' settings.
7. Once you have chosen your animation effect use:
 - Duration: To specify how long the effect will last for (in seconds and milliseconds;)
 - Delay: To delay the start of the animation effect (in seconds and milliseconds)
 - Repeat: To replay the animation effect the number of times specified.
8. Use the Preview button in the Toolbar to see the animation effect working on your page before publishing your website.

Metrics

Positioning Objects

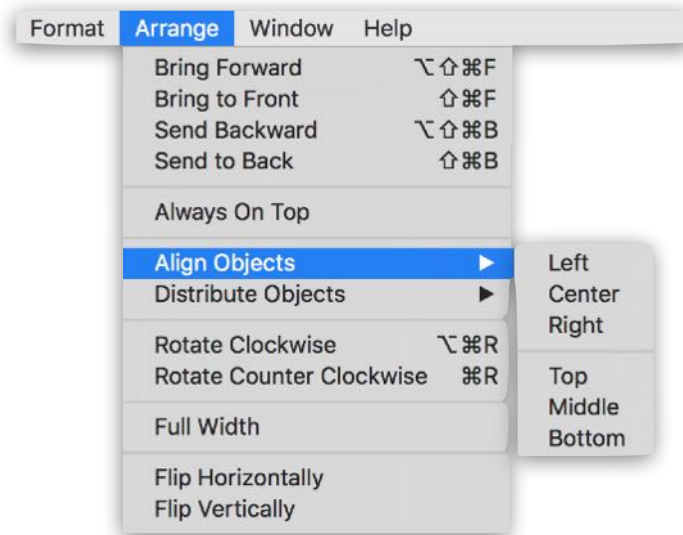


Figure 32: Object Alignment

When building your website, it will be important to position your text, shapes, and images in the proper places that you want them to be. There are different ways to position these objects. Let's go over each of those ways.

Keep in mind that the object can be a text box, an image, or a shape. It doesn't matter. The same principles apply.

Let's say you want an object to be centered on the page. Simply go to the menu bar, and select **Arrange > Align Objects**, and then select **Center**.

Likewise, you can do the same if you want the object to be left aligned, or right aligned. You can also specify if you want the object to be placed at the top of the page, the bottom of the page, or directly in the middle of the page (see Figure 32.)

Let's say you want to place the object in a specific location according to X and Y coordinates.

Tip: To move objects between sections, hold the command key as you drag them to another section. This will place them in the section you drop them into.

Click on the Metrics Tab in the Inspector Window, and modify the X and Y values in the Position section (see Figure 33).

This will move the objects to the specified coordinates. You will see that you can also click on the up and down arrows which will move the object as you are changing the values.

This method can be especially helpful when you have multiple objects that you want lined up. Simply match the Y values for each object if you want them to be lined up horizontally, or the X values for each object if you want them lined up vertically.

Allow Free Dragging

You'll notice when dragging objects around the EverWeb design canvas that you may be prevented from dragging the objects out of the Header, main body area or Footer.

These three sections help you organize your web page design so that anything added in the Header section can actually move the content in the main body area and the Footer area down so that you don't always have to adjust your design every time you want to change your header.

The same applies to the main body area, where objects moved downwards here will adjust the top position of the objects in the footer.

The 'Allow free dragging' option tells a shape to ignore these boundaries and lets you drag it anywhere on the design canvas. The position of a 'free dragging' object does not affect any of the objects in any other section.

Fixed Positioned Objects

EverWeb lets you have fixed positioned elements which means that as you scroll your website, the position of the object is always the same. This lets you add features like a navigation bar that is always displayed at the top of the browser window, even as the page is scrolled.

Under the Metrics tab you'll see the 'Fixed position' checkbox and the 'Relative to browser left' option underneath it.

The 'Fixed position' option will make sure the object is always displayed exactly where you placed it on the design canvas as your page is scrolled vertically or horizontally. However, for a 'Centered Aligned' page, the default in EverWeb where your page content is always centered, the object will be anchored to the left margin of the page. This means the object's left position will move as you resize your browser window. That lets you have the effect of a centered, fixed positioned object.

By selecting the 'Relative to browser left' option, the object won't adjust its left position as you resize your browser. Instead, it stays in the exact same position, no matter if you scroll or resize your browser.

Remember the, 'Relative to browser left' option is only relevant when using the 'Centered Aligned' page under Inspector->Page Settings->Page Layout section.

Fixed position objects are great for navigation bars that should always appear for the user, even if they scroll their browser window. They are also great for including social media sharing buttons that you always want visible to your visitors.

Full Width Objects

If you want to have an object that dynamically resizes its width as you resize the browser window, full width objects will let you do this.

Under Inspector->Metrics you will see the 'Full width' option which does just that. When selecting, objects expand with the size of your browser.

Remember that not all objects can be full width. For example, the image gallery cannot yet be full width but the Image Slider can be. For objects that cannot be full width this setting will have no effect on them.

A full width navigation bar, or background object is a great example of when to use full width objects. They expand with the browser window to create a new affect for your visitors.

Distributing Objects

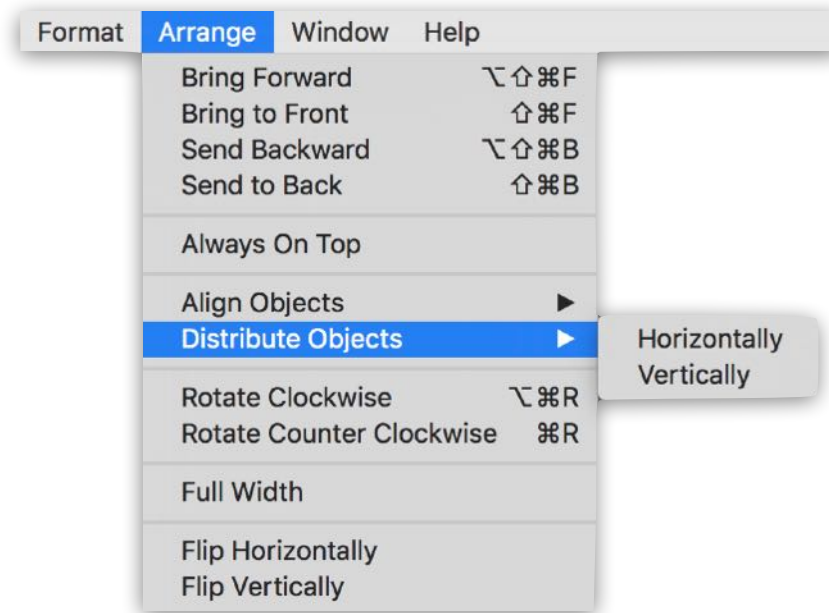


Figure 34: Multiple objects can be distributed evenly either horizontally or vertically.

Let's say you have multiple objects beside one another and you want to space them evenly. Select all the objects either by using your mouse, or by selecting each object while holding down the Command key on your keyboard. Then go to Arrange > Distribute Objects > Horizontally (see Figure 34).

If the objects were placed vertically, repeat the above steps but select 'Vertically' instead.

All About Text



To add text to your website, simply click on the Text Box button, which is located in the Toolbar. A text box will appear on the editor, and you can edit it by double clicking inside the text box. Alternatively, if you have text on the site already, which might be there from a template, you can also double click inside the box to edit the text.



There are two ways to edit your text. If you want to edit some of the text in the text box, highlight the text that you want to edit. If you want to edit all of the text in the text box, just select the text box on its own. If you want to change the font of your text click on the Fonts button, and then select the font you want to use. You, can also change the font size by adjusting the size using the scroll, or by typing in the font size.

You can also change the color of the text by clicking on the text color icon which will bring up the Colors window.

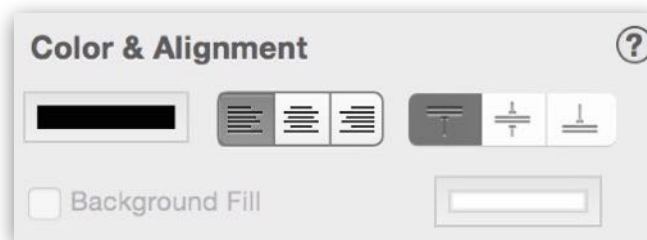


Figure 35: Modifying text Color & Alignment.

You can also change the text color by using the Colors shortcut located on the Toolbar. You can also click on the Text tab in the Inspector window, and change the color by clicking on the color icon which will also bring up the Colors window (see Figure 35).

You can also align the text left, center or to the right. You can align the text to be at the top of the text box, the middle of the text box, or at the bottom of the text box.

If you want your text to have a colored background, you can select the Background Fill option, and then select the color image to change the color of the background.

You can alter the space between each character by adjusting the character spacing. To alter line spacing adjust the line height of the text. You can also set the before and after paragraph spacing. For example, if you want there to be a larger gap between two paragraphs, you can either click after the paragraph and then increase the After Paragraph value, or you can click before the paragraph and then increase the Before Paragraph value.

You can also modify the Inset Margin value for the text box, so that you can control where in the text box your text will be placed. The Inset Margin will apply padding around your text and the enclosing text box.

Modifying Fonts & Styles

EverWeb makes it easy to work with different fonts and styles. To change the font, size, and styling of text you can use the 'Fonts' button in the Toolbar at the top of the main window.

Important

Working with fonts online can get tricky because not all users will have the font you want to use installed on their computer. When someone visits your website on their computer and they do not have the font you used installed, their web browser will substitute the font for an alternative, closely matching font.

This can cause formatting issues for some users, especially if they are using a mobile device or an operating system that is different than yours.

The font issue is further complicated due to the fact that fonts can have various licensing terms that restrict you from using them on your website without purchasing the appropriate license or checking with the creator of the font. Even if you use your font on your computer, you may not be licensed to use it on your website.

There are four ways around the problem with fonts that each have benefits and drawbacks;

1. Use only web safe fonts
2. Use Google Fonts
3. Convert your text to an image
4. Use a custom font

The best and most recommended solutions include; using the Web Safe fonts from the Fonts Panel or using Google Fonts. EverWeb makes working with Google Fonts very easy and it is explained in more detail in the next section of this manual.

The other solution is to use the option labelled 'Export Text as Image' under Inspector->Text Settings. For this to work select the Textbox you want to convert to an image and check the 'Export Text as Image' option in the Inspector.

You must keep in mind that this option will prevent user's from being able to copy and paste the text and will prevent search engines from being able to 'read' the text that has been converted to an image. It is not recommended for text other than logos or critical text that needs to be displayed exactly the same in all browsers and all devices.

The fourth option can get technical and also requires that you obtain the proper license for the font you want to use. You can actually include the font file in your website by following this third party tutorial on how to include custom fonts on your EverWeb website.

Remember, custom fonts, even if they are included on your computer for your use, may not be allowed to be used on your website. Every font has different licensing restrictions so check with the creator of the Font if you are allowed to use your intended font on your website. You can usually find the creator of the font by Googling the font name in your web browser.

Using Google Fonts With EverWeb

Google Fonts are a free and great way to include custom fonts on your website. EverWeb makes it really easy to work with Google Fonts.

Google provides over 600 free fonts that you can use on your website and that are guaranteed to work across virtually all browsers and devices. It is your best option to provide unique fonts for your visitors.

EverWeb makes it very easy to use Google Fonts on your website. All you have to do is follow these steps;

1. Visit the [Google Fonts web site](#) and find the font you want to use
2. Once you have found the font (or fonts) you want to use, click the 'Add to Collection' button next to each font
3. Once you have collected all the fonts you want to use, click the down arrow in the top right corner to download the fonts to your computer
4. The fonts will be downloaded to your computer and you can simply double click them to install them. You may need to close and re-open the Fonts panel in EverWeb (or even quit and relaunch EverWeb in some cases) to see them in the Fonts Panel
5. Then just use the fonts as you normally would and EverWeb takes care of the rest when you publish your website

A detailed tutorial on [using Google Fonts in EverWeb can be found here](#). This is a third party tutorial with detailed instructions and screenshots on using Google Fonts on your EverWeb website.

Hyperlinking Objects

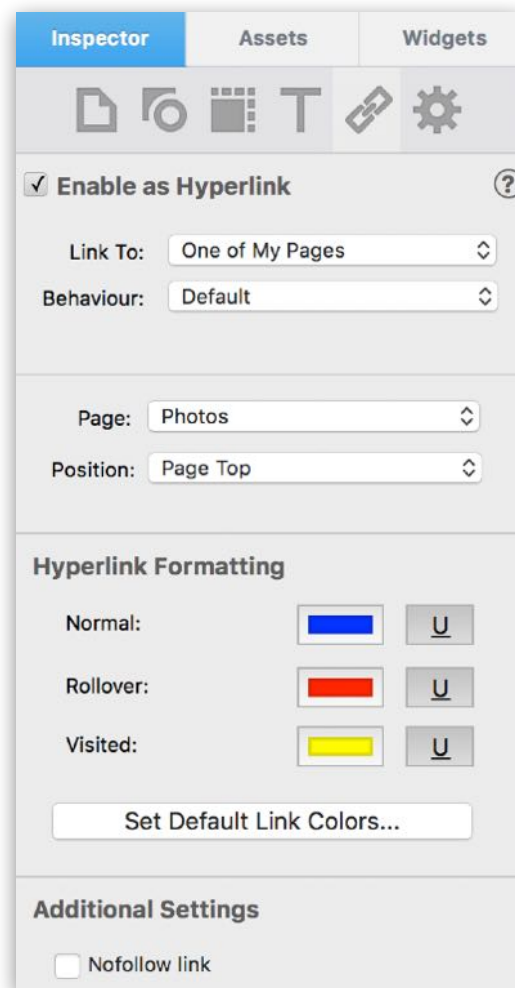


Figure 36: The Hyperlinks tab

Linking any object in EverWeb is very easy to do. Simply select the object, and click on the Hyperlink tab in the Inspector window (Figure 36).

Check the box to 'Enable as Hyperlink'. You will then be able to select where you want to link the object to.

You can choose to link one of your website pages by selecting 'One of My Pages', and then choosing the page that you want to link to from the second drop down menu.

You can choose to link to an external page by typing in the URL you would like to link to. If you want the link to open in a new window when the user clicks on the link, select the option to Open in New Window.

You can choose to link to a file, which you can choose from on your hard drive.

You can also choose to link to an email message by entering the destination email address and subject. When a user clicks on the link, their default email client will open with the email address and subject already plugged in.

If you link text, you can edit the Hyperlink Formatting for that text. You can change the color for how the text will appear normally, when the user hovers their cursor over the link, when the user has already visited the link, and how the link appears if it has been disabled. Each of these options can be underlined by clicking on the underlined 'U'.

Using Scroll Position

EverWeb's Scroll Position feature lets you easily set up 'anchors' on your pages that can be hyperlinked to a piece of text, a shape or any other object that can be hyperlinked. In this way you can hyperlink to any position, on any page, within your website!

For example, you may want a button at the top of the page that takes you to a specific text paragraph further down the page, rather than having to manually scroll down to the paragraph.

1. Create a button by adding a rectangle shape from the Shapes button in the Toolbar and position it at the top of the page. Click inside the button and add the button text you want. Use the Text Inspector Alignment options to position the text in the center of the button.

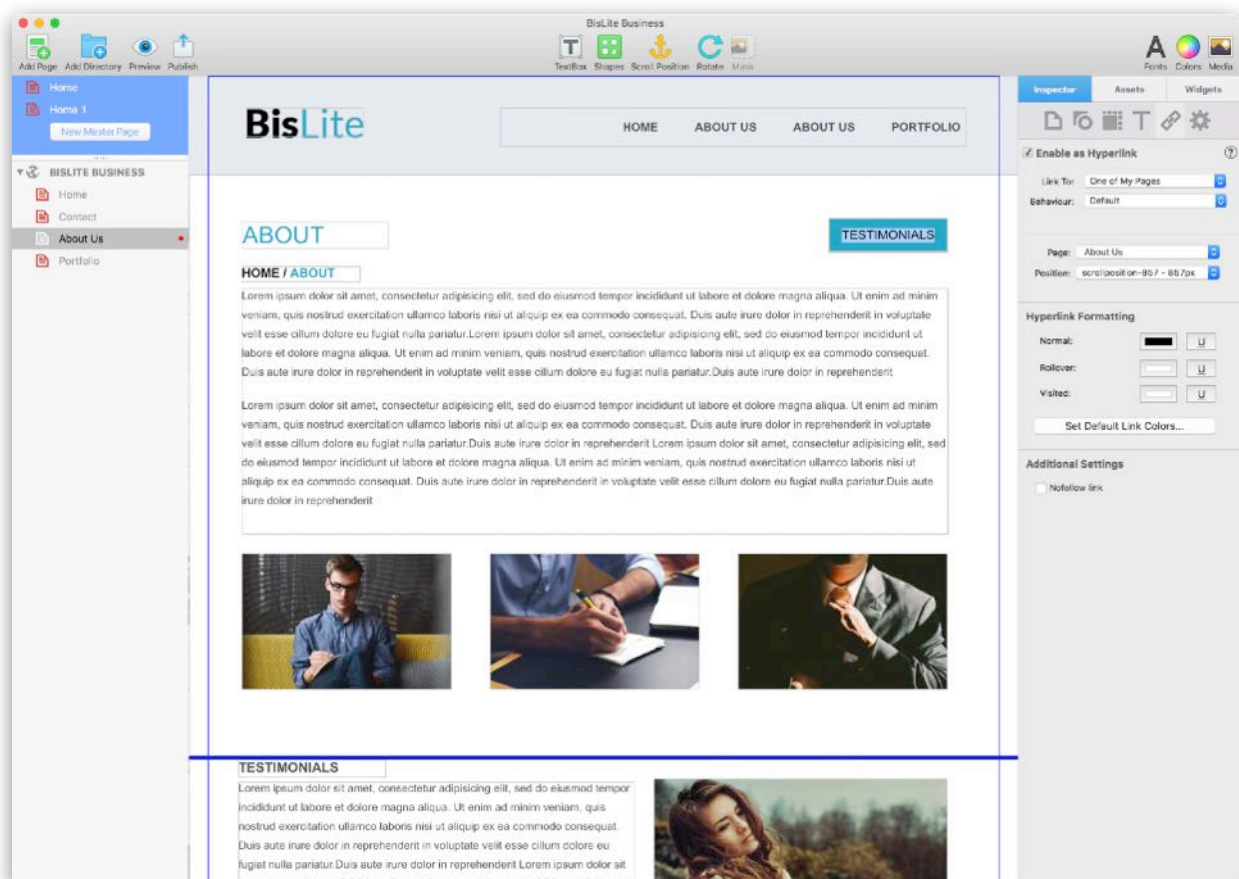


Figure 37: Scroll Position. The Testimonials button links to the Scroll Position shown by the blue line at horizontal (x value) 857 as shown in the Hyperlinks Inspector.

2. Once you have set up your button, click on the Scroll Position button in the Toolbar, or use the Insert -> Scroll Position menu option.
3. A light blue horizontal line appears across the width of the page near the the top of the body section of the page. The blue line acts as an 'anchor'.
4. Click and drag the blue line 'anchor' to where you want it on the page e.g. the top of a paragraph further down the page. Notice that the line does not have any selection handles and is dark blue when not selected.
5. Once you have placed the Scroll Position anchor, you will want to link it the button you added earlier. Click on the text in the button to select it.
6. Go to the Hyperlinks Inspector and tick the checkbox 'Enable Hyperlink'.
7. Make the 'Link To' option 'One of My Pages'. In the 'Page' section select the current page as this is where your Scroll Position anchor is located.
8. The 'Position' field shows 'Top of Page'. Click in the drop down and you will see another option starting with 'scrollposition' followed by a '-' and a number e.g. 'scrollposition-857' means that the scroll position anchor you added is 857 pixels down from the top of the page. See Figure 37.
9. Select the scroll position. The button and the scroll position are now linked.
10. From the Toolbar select Preview to test that the button and scroll position are set up correctly before publishing. Click on the hyperlinked button. You should automatically scroll down to the paragraph where you set the scroll position at.

Nofollow Link

The Additional Settings section has a 'Nofollow link' option. When you link to page you are implicitly telling your visitors, or search engines, that this is a recommended page by you. Sometimes this may not always be the case e.g. linking to a competitor website or page.

For your actual visitors, the context of your link could indicate that this isn't actually something you recommend. However, search engines will still believe you are vouching for this linked page.

By selecting 'Nofollow link' you are essentially telling search engines that you don't actually vouch for this page and that you don't want to pass your website's reputation to this page.

This is important because if you link to a page with a bad reputation according to search engines, it can negatively affect your page's reputation and in turn lower your search engine rankings.

Select this option when linking to a page you don't particularly trust or recommend.

Linking to PDF files or other Files for Download



Audio

You can easily link to any file, including PDF files, for website visitors to download from the Hyperlinks tab.

The Audio widget supports the HTML5 Audio Player so you can add MP3 files to your web page. You can set the default playback volume, and there are also options for looping, autoplay on page load and muting the audio. From the 'Link To,' drop down menu select 'A File'. Then from the 'Choose...' button select the the file from your computer that you would like user's to download. This can be anything including; PDF files, word documents, images etc.



Contact Form

The Contact Form widget will appear in the 'External Files' section of the 'Assets List'. The file will be added into your Project's folder and then to your server when publishing your website.

To add a contact form to your website, drag and drop the Contact Form widget onto the Editor. On the Widget Settings tab, it is very important to link your email address in the Email field. This is the email address that will receive any of the messages submitted using this contact form. You can edit the fields on the Contact Form if you want to add different fields other than the default fields on your form. For example, if you wanted users to submit their full names, you could change the Name field from "Name:" to "Full Name:" This will display Full Name and users using your form will know to enter their full names.



Contact Form Advanced

Contact Form Advanced lets you create highly customized forms. You can add drop down menus lists, tick box lists, radio buttons and more, to your form. The Widget lets you add extra fields e.g. you could create a 'Special Greetings' field pre-fill with some default text such as 'Add your special greeting here!' to help your visitors complete the form successfully and easily. Contact Form Advanced is perfect for sales orders, customer surveys or any time when you need a flexible, highly customisable form solution.

All About Images & The Assets List



Facebook Like

If you have a Facebook page, you can place a Facebook Like button on your website. Just drag and drop the Facebook Like widget onto the Editor. On the Widget Settings tab, enter your Facebook Page URL.



Facebook Page Timeline

If you have a Facebook page, you can display it on your web page using this widget. Drag and drop the widget onto the Editor and enter your Facebook Page web address. Use the Widget Settings tab to customize the look of the widget.

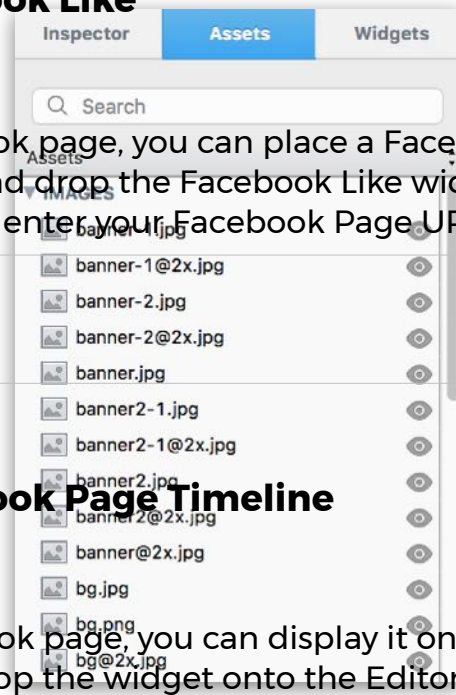


Figure 38: The Assets List

If you want to add images to your website in EverWeb, there are many ways to do this. For example, you can drag the image from your desktop onto the editor. You can also drag the image from the Finder window onto the editor. You can also go to 'Insert' in the menu bar and select 'Choose' and then choose the image you want to add.




Google Maps

You can also add an image by adding a text box or shape:

To add a map to your website, drag and drop the Google Maps widget onto the editor. On the Widget Settings tab, enter the address for the location you want the map to display. When you are done, click the Apply button. You can increase or decrease the size of the map to suit your needs.


1. Add text box or shape to your page (any shape will do).
2. Click on the Shape tab in the Inspector window.
3. Select Image Fill from the drop down menu.
4. Click the Choose drop down menu and select Choose which will open the Finder window, and then select the image that you want.

The same method can be applied for adding an image to the Page and Element backgrounds.

 **Google+**
 An image added to the site will appear in the Assets section (Figure 38). You can add any image to this list by just dragging the image from your hard drive and dropping it in the assets list. To add a Google Plus button to your website, drag and drop the Google Plus widget onto the editor. On the Widget Settings tab, type in or paste the URL for the page that you want the Google Plus button to be associated with.

You can then add the image to any page on your site by dragging it from the Assets list and dropping it on the editor.

You can preview the image by clicking on the eye icon to the right of the image in the assets list.

 **Heading Tags Widget**
 The only thing about the Assets List is if you want to use the same image multiple times throughout your site, you do not need to keep adding the image to the site using the methods outlined earlier. When the image is added once, it remains in the assets list and you can access it no matter what page on your site you are currently on. Easily add HTML Heading Tags to your EverWeb pages using the Heading Tags Widget. You can style the Heading Tag to match your web page by just using the Fonts Panel and the Color Picker.

Tip: If a shape is using an Image asset, when you select that shape in EverWeb's designer it will also be selected in the Assets List.

 **HTML Snippet**

The HTML Snippet is the most powerful widget as it allows users to add almost anything to their website. Anytime you want to embed, or add an item to your website, if you are given an HTML script for that item, you will paste it in the HTML Snippet widget.

Tip: The HTML Snippet widget lets you add any type of code to your website which makes it both powerful and having the potential to cause publishing problems if you enter incorrect HTML Code. Make sure you know what the code is doing when using the HTML Widget

Images & The Media Browser

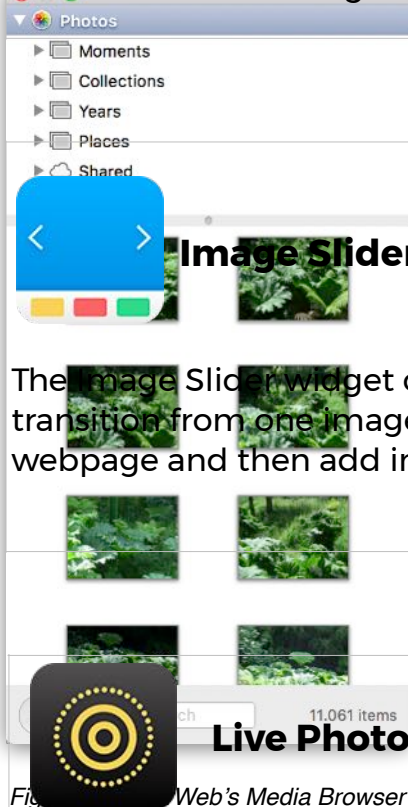


Image Gallery

This is the other important, and powerful, way of adding images to your site. If you click on the 'Media' button, EverWeb's media browser will appear (Figure 39).



Instantly create image galleries to show off your photography, art, family or more. EverWeb automatically creates professional image galleries for your website with the Image Gallery widget.



You can now add images to your site from media locations on your hard drive such as iPhoto, and your Pictures folder. If you want, you can drag and drop additional folders onto the media browser so that you can access images from any folder on your hard drive.

The Image Slider widget creates a slideshow of images that can be set to transition from one image to the next. Drag the image slider onto your webpage and then add images using the 'Choose...' button. Whenever you want to add an image from the media browser to your EverWeb site, simply drag and drop the image either on the editor or in the assets section.



Figure 39: EverWeb's Media Browser

Add Live Photos from your iPhone to your website. From the Photos app select the Live Photo you want, then go to File-> Export Unmodified Original Photo. Add the resulting .JPG and .MOV files to the Live Photo widget!

Widgets



Navigation Menu

EverWeb includes a number of built in 'Widgets' which are like mini apps that allow you to easily add extra features you may want to your website. For example, you can use the Navigation Menu widget to create a simple, or drop down menu system for your website. You can use the PayPal widget for E-commerce, the Image Slider and Image Gallery widgets to display images in a number of different ways and so forth.

1. Adding a widget to your web page is easy: You can modify the settings of your navigation menu on the 'Widget Settings' tab in the Inspector. On this tab, you will be able to change the navigation menu's alignment, padding, spacing, and minimum width. You can also change the background color of the widget. To do this, click on the right hand side of the widget in the Inspector Window. Please note that this feature is only applicable to those who are utilizing EverWeb's drop down menus.
2. Select the page that you want to add the widget to.
3. Next, select the Widgets tab in the Inspector Window on the right hand side.
4. Find the widget you want to use and drag and drop it on to the Editor Window.

5. Size and position the widget as required. If you want to change the font type and size of the text, you can do so by clicking on the Fonts button in the Toolbar and making your changes.

6. Use the Widget Settings in the Inspector Window to customize the widget, or setup widget specific defaults, as you want.

If you would like to change the text color, including the Rollover and Visited colors, you can do so on the Hyperlinks tab. You will be able to do this under the Hyperlink Formatting section, by clicking on the color icon next to the format option and selecting the color you would like. You can also select if you would like the links to be underlined.

Tip: If you do not want one or more of your pages included in the navigation menu, make sure to disable the 'Include in navigation menu' option while on the page. This option is found on the Inspector area, on the Page Settings tab, and under the Page Details section.



PayPal e-Commerce Widget

The Paypal e-commerce widget lets you add either Paypal Buy Now buttons or a fully featured Shopping Cart. You can even add a 'Donate' button!



Pinterest Pin It

Use this widget to add a Pin It button to your page. To pin something on your page, click the Pin It button and then select the image you want.



RSS Feed

The RSS Feed widget allows you to place a third-party website's RSS feed on your website. This allows you to provide your website visitors with updated content, without having to do anything.

To use the RSS Feed widget, simply drag and drop the widget onto the editor. On the Widget Settings tab, paste or type in the URL for the feed you want displayed on your website.

You can adjust the widget on your site so that it is bigger, smaller, wider, or more narrow. You can also play around with the rest of the settings on the Widget Settings tab until you are satisfied with the way the RSS feed is displayed on your website.



Twitter Follow Me

This widget allows you to add a Twitter Follow Me button to your page. Simply drag and drop the widget on the editor, and on the Widget Settings tab, enter your Twitter handle.



Video

If you want to add in MP4 Video, WebM or OGG video content to your website, this is the widget you need!



Vimeo Video

The Vimeo Video widget lets you easily embed Vimeo Video content to your website.



YouTube Video

To embed a YouTube video on your website, you can drag and drop the YouTube Video widget onto the editor. On the Widget Settings tab, type in or paste the link for the YouTube video you want to embed. When you are finished, clicked the Apply button. You can modify the size of the video to suit your needs.

Previewing Your Website

Whilst you are building your website and before you publish your website to the Internet, it's a good idea to preview your web pages to see how they will look before going live.

It's also a good time to test out some the features of your website such as the navigation and hyperlinks.

Preview takes advantage of the browsers installed on your computer. On a mac, Safari is installed but it is recommended that you install other browsers such as Google Chrome, Opera, Firefox etc, in your mac's Application folder so that you can test your website in as many different browsers as possible before publishing



To preview your website, click on the Preview button in the Toolbar. You will see a list of all of the browsers that have been installed on your computer. Select the browser of your choice. EverWeb will process your website files then preview the results in your browser.

You can test out most features of your website in Preview. Please note that some features may not work as they e.g. Contact Forms, as they may require publishing to the Internet in order to work properly.

Preview Server

EverWeb uses a Preview Server so that you can preview your website on any device that is attached to your local network.

To use the Preview Server functionality, go to the EverWeb-> Preferences-> General tab.

Make a note of the HTTP address in the 'Remote URL's' section.

Preview your website on your computer using the Preview button in the Toolbar.

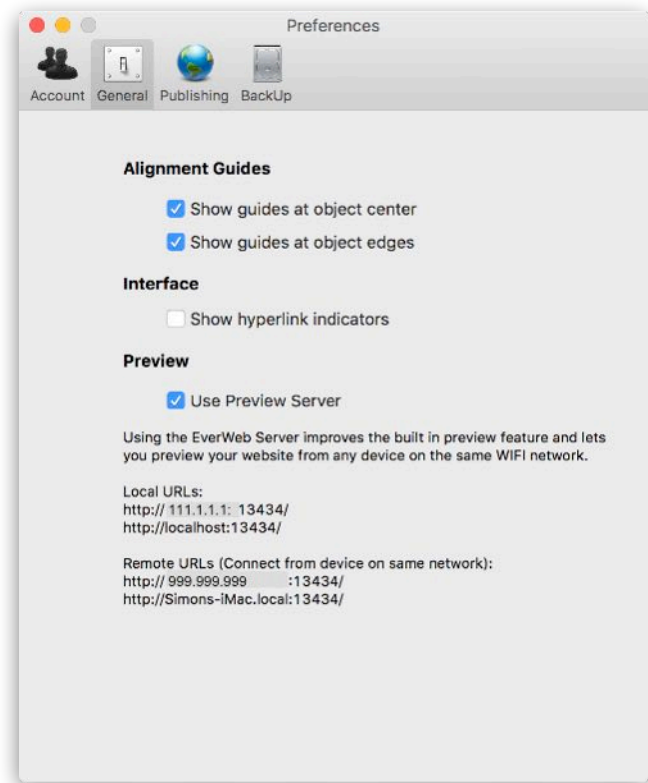


Figure 40: EverWeb 's General Preferences showing Preview Server.

Next, go to another device on your local network e.g. an wifi connected iPad. Open your browser and enter the Remote URL's address that you noted earlier.

You will see an Index page. Select the second item in the list which has the same name as the page you previewed on your computer. You will see the same preview on your iPad as you on your computer.

Caution

Some web browsers such as Google Chrome do not support this functionality fully. If you use Google Chrome as your default browser it is recommended that

you turn off EverWeb's Preview Server. You can do this in the EverWeb-> Preferences-> General tab. See figure 40.

Publishing Your Website

When you are ready to publish your website in EverWeb, click on the Publish button in the Toolbar.

If this is your first time publishing in EverWeb, you will see a popup window appear. Sign in to your EverWeb account in order to publish your website. (See Figure 41).

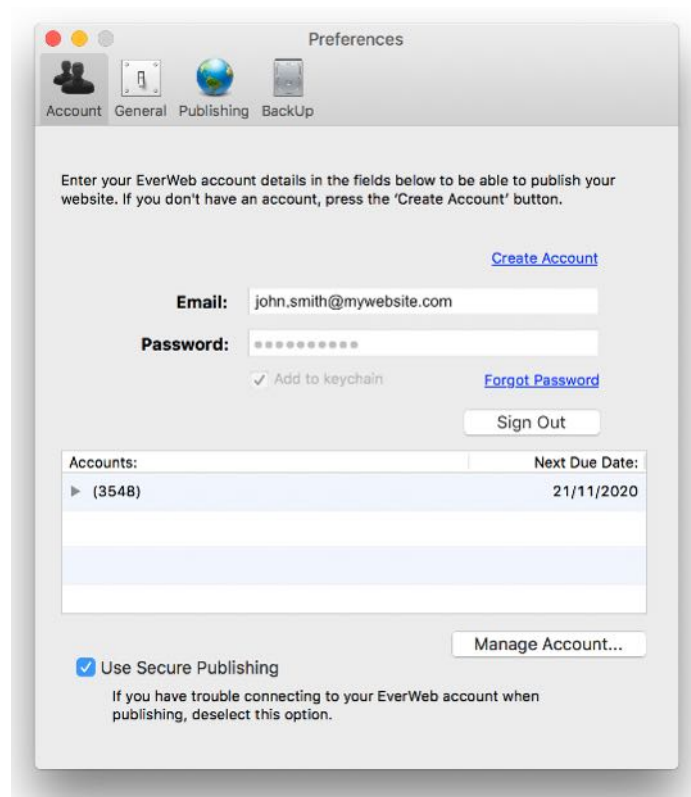


Figure 41: Login to your EverWeb account in order to publish your site.

If you do not have an EverWeb account and want to create one, click on the 'Create Account' button to register an account.

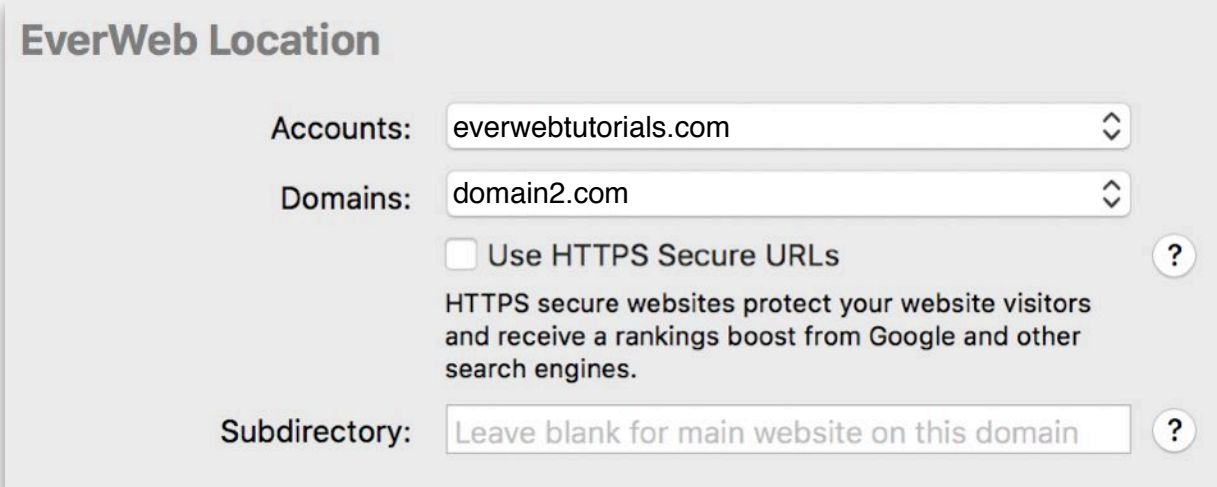
If you have an EverWeb account, you can click on the Sign In button, which will bring up the Preferences window (see Figure 41).

In this window, you will be able to enter your EverWeb email login and password. When you are done, click on the Sign In button.

Once you are signed in to your EverWeb account, you will not need to enter login information again unless you Sign Out.

Once logged in, click on your website name to view the Publishing Settings. Under the Publishing heading, you can choose to publish to your EverWeb Hosting account, to a local folder or to a third party FTP server.

If you are publishing to EverWeb, you will see the *EverWeb Location* settings as shown in Figure 42.

The image shows a settings window titled "EverWeb Location". It contains several fields and options. At the top, there is a label "Accounts:" followed by a dropdown menu showing "everwebtutorials.com". Below that is a label "Domains:" followed by a dropdown menu showing "domain2.com". Under the domains section, there is a checkbox labeled "Use HTTPS Secure URLs" which is currently unchecked. To the right of this checkbox is a circular help icon with a question mark. Below the checkbox, there is a text description: "HTTPS secure websites protect your website visitors and receive a rankings boost from Google and other search engines." At the bottom, there is a label "Subdirectory:" followed by a text input field containing the text "Leave blank for main website on this domain". To the right of this input field is another circular help icon with a question mark.

EverWeb Location

Accounts: everwebtutorials.com

Domains: domain2.com

☐ Use HTTPS Secure URLs ?

HTTPS secure websites protect your website visitors and receive a rankings boost from Google and other search engines.

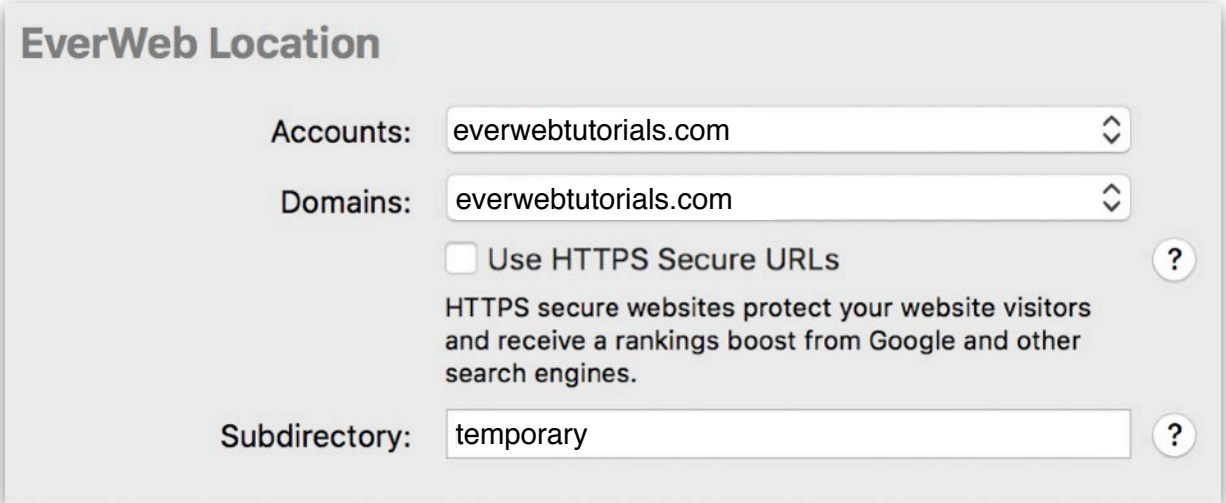
Subdirectory: Leave blank for main website on this domain ?

Figure 42: Users publishing to their EverWeb Hosting account will be able to select from their multiple accounts (if applicable) and their multiple domains (if applicable).

Under the *Accounts* drop down menu, you can choose which EverWeb hosting account you wish to publish to. You will most likely only have one account so you can leave this as is.

If you have more than one domain on the account, you will see a *Domains* drop down, which will allow you to choose which domain to publish to. If you only have one domain, you will not see this menu.

The Subdirectory field (see Figure 43) allows you to publish your website to a different location on your server.

The image shows a settings panel titled "EverWeb Location". It contains three main sections: "Accounts:" with a dropdown menu showing "everwebtutorials.com"; "Domains:" with a dropdown menu also showing "everwebtutorials.com"; and a checkbox labeled "Use HTTPS Secure URLs" which is currently unchecked. Below the checkbox is a text explanation: "HTTPS secure websites protect your website visitors and receive a rankings boost from Google and other search engines." To the right of this text is a question mark icon. At the bottom, there is a "Subdirectory:" label followed by a text input field containing the word "temporary", with a question mark icon to its right.

EverWeb Location

Accounts: everwebtutorials.com

Domains: everwebtutorials.com

☐ Use HTTPS Secure URLs ?

HTTPS secure websites protect your website visitors and receive a rankings boost from Google and other search engines.

Subdirectory: temporary ?

Figure 43: The Subdirectory field allows users to publish their website to brand new directories on their servers. This is especially helpful when a user wants to publish to a temporary location for testing purposes without overwriting an existing website.

This is generally used for testing your website before going live with it.

For example, entering the word 'temporary' would publish the site to

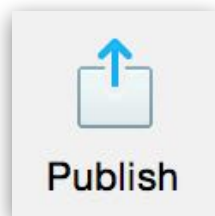
`http://www.everwebtutorials.com/temporary`

rather than at

`http://www.everwebtutorials.com.`

The current website published at `http://www.everwebtutorials.com` would not be overwritten.

If you want to publish your site without the Subdirectory, you will just need to leave the Subdirectory field blank.



When you are ready, click on the Publish button in the Toolbar, and EverWeb will publish your website.

Head and Footer Code

You will notice that there is a field for Head and Footer code. This is an advanced feature that lets you add custom code that gets place within the Head section of your website or right at the bottom of your website.

This is useful for adding Google Analytics, Statcounter.com or custom Javascript code.

Adding Google Analytics

The Footer field can be used to add your Google Analytics code. Just copy and paste your Google Analytics code to this field.

EverWeb + Hosting Accounts

If you do not have an EverWeb account you can [create one here](#).

EverWeb+Hosting account pricing starts at \$99.95 USD/year and provides web space and personal email addresses. It also provides free updates and support while your account is active.

When you create an account you will be asked to make a password. This password, with your email address, is all you need to publish your website.

Once your account is created enter your Email address in the 'Email' field and your password in the 'Password' field and click 'Sign In'.

Under the 'EverWeb Location' header you will see your website address (also known as your domain name) in the 'Accounts' drop down menu. It should be automatically selected for you.

If you want to secure your website using end to end data encryption and receive a rankings boost from Google and other search engine providers, tick the 'Use HTTPS Secure URL's' box. For more information about this, please refer to the 'EverWebSite Shield Addon' section at the start of the User Manual.

The 'Subdirectory' field should only be used if you have multiple websites under one account. It lets you have a unique website address for each website and will prevent any websites from being overwritten.

Tip: If you want to have multiple websites you don't have to worry about your website being overwritten. Just enter a unique subdirectory for your second website. EverWeb will warn you if you are overwriting an existing website previously published through EverWeb.

Setting Up Personalized Email Addresses

EverWeb makes it very easy to create and manage personalized email addresses. These emails addresses will use your domain name in them.



Figure 44::Setup personal email addresses in EverWeb.

To setup an email address to be associated with your domain name:

1. Scroll to the bottom of the Publishing Settings Screen.
2. In the Email Addresses section (see Figure 44), click on the Add button.
3. In the popup window, type in your desired email name and select the domain you want to associate it with from the drop down menu. If you only have one domain, you will not need to select the domain.
4. Type in your desired password and then retype it to confirm. When you are done, click on the Create button.
5. You should now see your email address in the list.

Using Email Addresses in Apple Mail

If you want to configure your email address in Apple's Mail application, select the email address from the list and then click on the 'Configure in Mail' button.

You will see a popup window letting you know that incoming and outgoing email settings were successfully setup. Press the 'OK' button.

Now, open Mail, and you will see that your email address has been added.

Tip: When you click on the Send Email button, you might see a Verify Certificate popup appear. You can either click on the Connect button to continue, or click on the Show Certificate button, and then check the option to 'Always Trust' the server when connecting your email. This is perfectly safe to do and we recommend it.

404 Not Found Page

A '404 Not Found Page' lets you assign a page in your website to display if a visitor tries to access a page that doesn't exist.

This usually happens if

- There is an an outdated link on your website
- If the user mistypes the web page name in the browser's search box when looking for a page on your site
- If you have updated your site and removed an existing page.

Adding a page to your website to capture such instances makes your website more professional. It also help keep your visitors in your website.

Create a '404 Error Page' in your website to redirect the user to another page in your website.

Remember to also create a page for your mobile website as well as your desktop website.

FTP Publishing

EverWeb lets you publish your site to any web hosting provider with the FTP Server Publishing option. EverWeb supports FTP, FTP with SSL and FTP with SSH Protocols.

Your FTP publishing settings can only be obtained from your web hosting provider.

Remember to pay special attention to the username and password field. You will often have an Account login **and** an FTP login.

Your Account login will let you login to your web hosting provider's website to access billing and account details.

In contrast, your FTP login details are what is needed in EverWeb's publishing settings screen. Sometimes these two logins get mixed up which results in authentication errors when trying to publish.

The other field to pay close attention to is your Directory/Path field. This is the directory path to the location that stores your web page files. It can differ between web hosting providers. Only your web hosting provider will know the correct path to enter here.

If you are not sure what to enter in this field, check with your web hosting provider. A wrong file path can cause your website to be published to the wrong location and so not accessible via your web browser.

Use the 'Test Connection' button to check if the connection to your hosting server is working correctly.

Publishing Preferences

To improve the speed of publishing your website, you can take advantage of multiple connections from your computer to your Hosting Server.

Use the 'Maximum Connections' drop down in the Publishing tab of the EverWeb-> Preferences menu to change the number of connections you want to use when publishing (see Figure 45).

The more connections that are in use, the faster the publishing of your website. However, with more connection in use, publishing may become less reliable.

The fewer connections will result in slower but more reliable publishing.

Some hosting providers limit the number of connections that can be used, usually to around 5 connections.

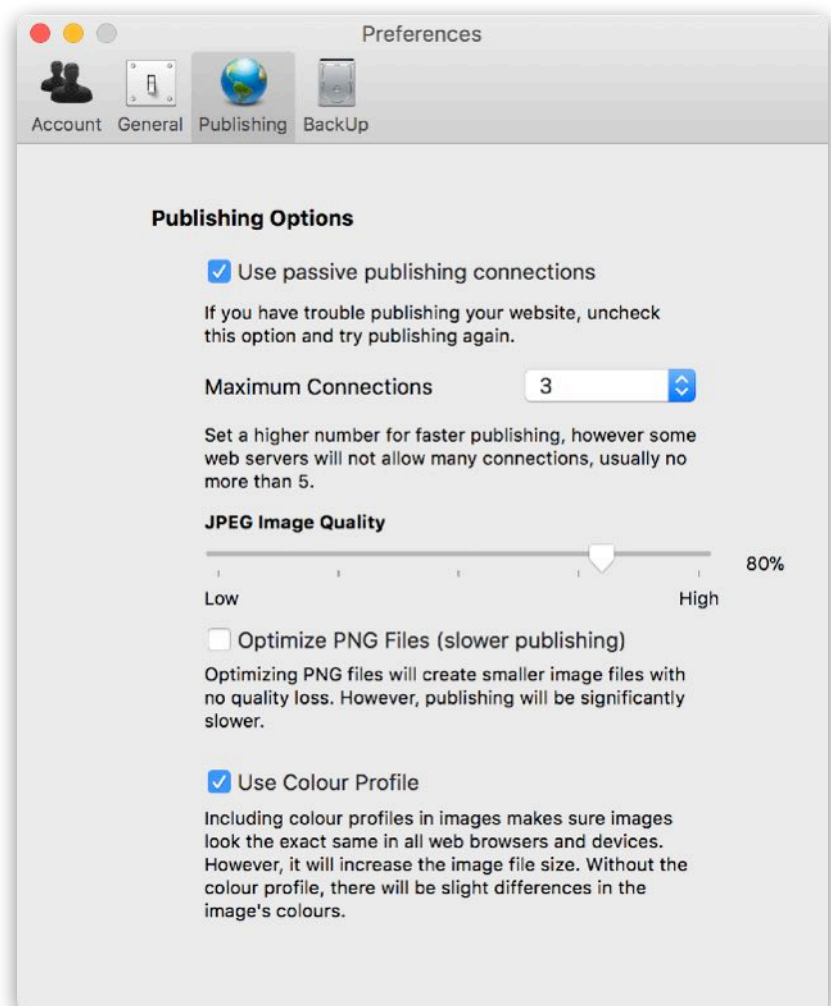


Figure 45: EverWeb's Publishing Preferences options, showing the 'Maximum Connections' dropdown.