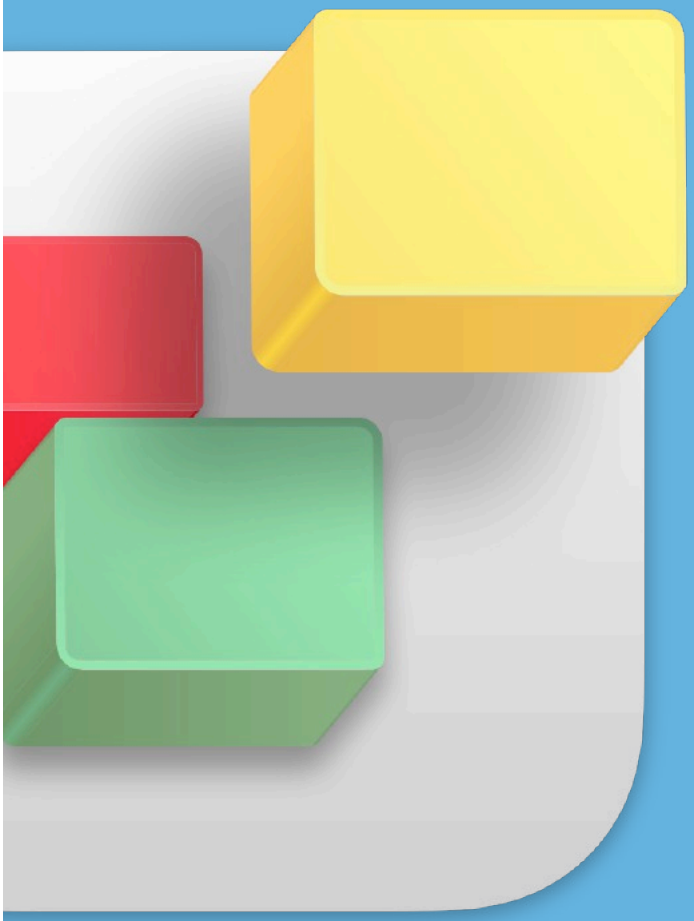
EverWeb

EVERWEB USER MANUAL



WWW.EVERWEBAPP.COM

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1 Welcome to EverWeb

Welcome to EverWeb!

In this chapter we introduce you to EverWeb and how to purchase the right product to suit your needs.

Welcome

EverWeb Software Only

EverWeb+Hosting

EverWeb Site Shield Addon

Contact Forms Enhanced Addon

EverWeb SEO Power Up

Custom Designed Professional Website

Purchasing EverWeb

Welcome To EverWeb!

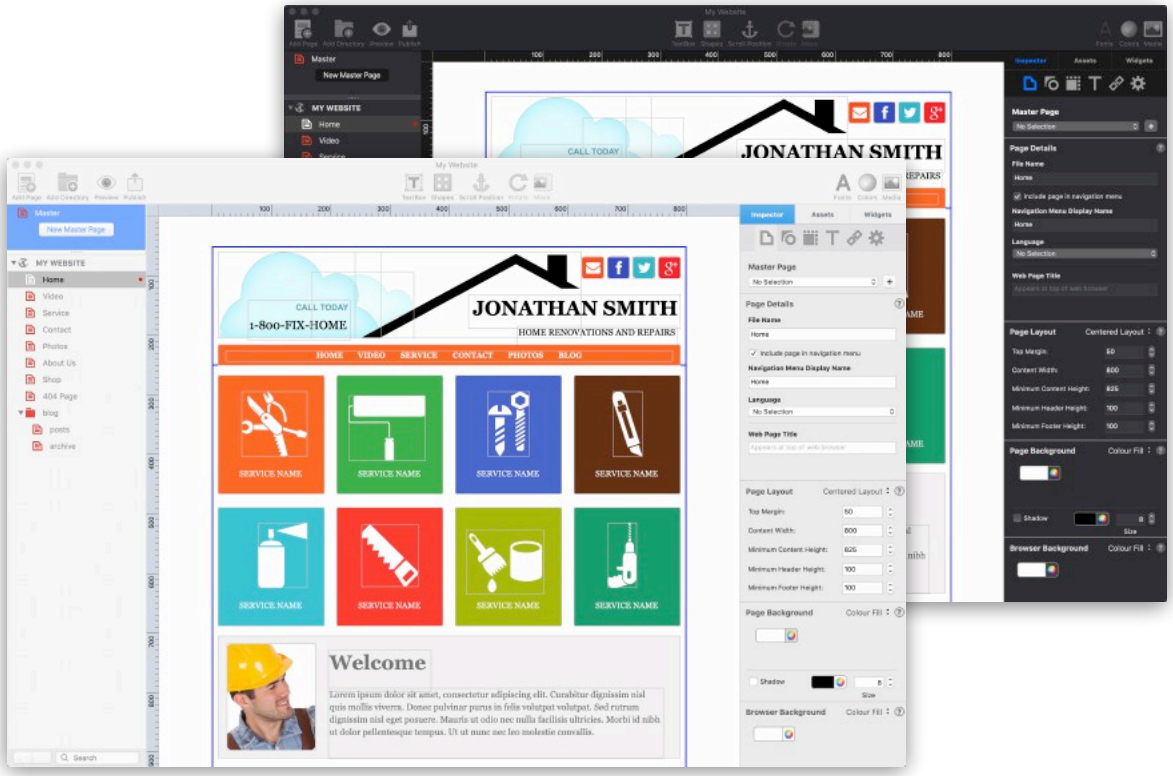


Figure 1.1: EverWeb's User Interface is clean and simple and takes advantage of your computer's Light and Dark modes. EverWeb makes it extremely easy for anyone to build a beautiful website.

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 Software Only & EverWeb + Hosting

EverWeb runs natively on Intel and Apple Silicon Macs and comes in two versions:

EverWeb Software Only (Standalone)

EverWeb Software + Hosting

Important!

EverWeb is NOT a subscription service.

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 Software Only

EverWeb Software Only 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 Software Only you will have to purchase web hosting separately.

EverWeb Software Only costs $79.95 per license.

EverWeb + 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. Lightning Publish: Publish up to 20x faster than with other web hosting providers
2. Password protection of your entire, or parts, of your website
3. 404 Page Not Found redirects so your visitors won't see 404 error pages if they visit an outdated link
4. 301 redirects to redirect old web pages to your new EverWeb website and retain your search engine rankings
5. Free software updates with an active account
6. 24/7 Phone & Email Support with an active account
7. Free Website Stats
8. Faster Website previews and publishing
9. One-Click SSL Certificate for HTTPS Secure URLs with EverWeb Site Shield (Free with an EverWeb + Hosting 10GB plan).

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.

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

You can also expand the capabilities of EverWeb even further with Site Shield Addon and Contact Forms Enhanced Addon.



EverWeb Site Shield Addon

EverWeb Site Shield Addon helps protect your website and improves its ranking on Search Engine Results Pages (SERP). Google and other search engines give a SERP boost to websites that use HTTPS instead of just HTTP. Websites using HTTPS display a secure padlock symbol in the web browser's path bar.

Why HTTPS is Important

Using HTTPS is important for your website as:

- All data is 'End to End' is encrypted from your visitors computer to your website
- Your website is safer for your visitors
- Your website's credibility is improved with a "secure lock" notice
- Google and other search engines place HTTPS websites higher in their rankings than HTTP websites

Normally, changing your website from HTTP to HTTPS can be a difficult process. However, with EverWeb Site Shield Addon we make this change very easy - just tick one checkbox to change your website from HTTP to an HTTPS secure website. Your HTTPS website will be highly optimized for search engines and protecting your website visitors at the same time.

EverWeb Site Shield Addon is:

- Exclusive to EverWeb + Hosting accounts.
- Free if you have an EverWeb + Hosting 10GB or higher plan.
- Available for just $29.95 USD / Year if you have an EverWeb + Hosting 2GB plan.

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 in EverWeb

To use EverWeb Site Shield Addon for your website:

1. Go to the Site Publishing Settings of your website project file using the File -> Edit Publishing Settings menu option.
2. Tick the 'Use HTTPS Secure URLs' box.
3. Publish your website.

It is recommended that you publish your entire website (using the File -> Publish Entire Site menu option) so that all necessary link structures in your website are properly re-published.

Contact Forms Enhanced Addon

EverWeb's Contact Forms Enhanced is an add on for the Contact Form Advanced widget. Contact Forms Enhanced has the following features:

- A login area to review all form submissions
- Search and manage all form submissions online
- Select the data you want to use quickly and easily
- Export form submission data in CSV file format
- Website visitors can upload files in Contact Forms to a safe, secure area in your Client Area
- Download files that your visitors have sent you from your Contact Forms

The Contact Forms Enhanced Advantage

You can use the Contact Forms Enhanced Addon to collect form submissions that can be used for creating email address lists for electronic newsletters, track responses to your events, promotions and surveys, keep your existing client base regularly updated with your current business activities and keep track of potential new customers.

The Contact Forms Enhanced Addon can help you retain existing customers while growing your business with potential new customers.

The Contact Forms Enhanced Addon makes it easy for you to download the data from your form submissions. In addition, you can also receive file uploads from your website visitors that you can then download from your EverWeb Client Area, safely and securely.

Purchasing Contact Forms Enhanced Addon

You can purchase the Contact Forms Enhanced Addon safely and securely from our Secure Online Store.

You can always upgrade/downgrade between packages if you need more, or less, form submissions or file upload space.

Contact Forms Enhanced Addon Pricing

Contact Forms Enhanced is available in two configurations:

1,000 Form Submissions + 1GB File Upload Space

- Only $29.95 USD /Year
- Only $54.95. USD / 2 Years (8% discount)
- Only $79.95. USD / 3 Years (20% discount)

10,000 Form Submissions + 10GB File Upload Space

- Only $49.95 USD / Year
- Only $94.95. USD / 2 Years (5% discount)
- Only $139.95. USD / 3 Years (14% discount)

EverWeb SEO Power UP

EverWeb SEO PowerUp automatically optimizes your website for search engines and submits it Google, Yahoo, Bing and Alexa search engines.

EverWeb SEO Power Up Addon:

- Optimizes your website for search engines
- Enables GZip Compression on the server, for EverWeb+Hosting customers, so that you get faster loading websites
- Automatically creates the XML Sitemap file
- Allows you to assign priority and frequency to your website's pages according to the sitemap protocol
- Automatically creates the robots.txt file
- Submits your site to Google, Yahoo, Bing and Alexa notifying them of the updated site each time you publish something new.

EverWeb SEO Power Up Addon is:

- Available to all EverWeb customers, whether you host with us or with your own hosting provider
- EverWeb SEO Power Up is ***FREE*** if you have an EverWeb + Hosting 10GB or higher plan
- Available for just $29.95 USD / Year if you have an EverWeb + Hosting 2GB plan

You can purchase EverWeb SEO Power Up Addon safely and securely from our Secure Online Store.

Custom Designed, Professional Websites

If you are having trouble designing your website, or want a custom designed, professional website designed for you, we can help!

Get a professionally designed website that you have the ability to update and change whenever you need.

We provide three levels of design services to fit your budget which include;

1. **Converting an existing website design to EverWeb**
   This option is a low cost solution to take a pre-existing design and turning into an EverWeb website that you can then update and modify
2. **Creating a completely unique, custom design that fits your needs**
   This option is great if you need a low cost, professionally designed website that you can edit and modify in EverWeb and you already know what style you want
3. **Providing a minimum of 10 unique website designs that you can choose from**
   This option is great if you are not sure what you are currently looking for in your website design and want at least 10 unique designs to choose from. Once you choose a design we have created for you, we turn it into an EverWeb project you can then modify and enhance to your needs

Every package above comes with a professionally created EverWeb project file that you can then take and modify for yourself.

For more details and pricing for these designs, please visit our **custom design website** or contact customer support for more details.More Information...

More Information About EverWeb....

In addition to this User Manual, there are many different ways to discover more about EverWeb.

EverWeb Website

Visit our website at www.everwebapp.com to find out general information about EverWeb, its features, pricing, support and third party resources.

EverWeb Video Tutorials

EverWeb includes hundreds of video tutorials on every aspect of its features and how to use them in your website. To access EverWeb video tutorials either

- Use the 'Learn how to use EverWeb' button on the Projects Window
- Use the Help-> Video Tutorials menu
- Click on the Video Help '?' button next to the EverWeb feature in the product itself
- Go to the EverWeb YouTube channel

If You Have a Question...

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

- 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;

North America: 1-888-500-2901

Europe: +44 808 164 0982

2 Getting Started

In this chapter you will learn about the Projects Window, create your first website project and find out how to get help at any time if you need it.

The Projects Window

Creating a New Website Project

Selecting Your Website Project Style

Creating Your First Page

Getting Help

Getting Started

The Projects Window

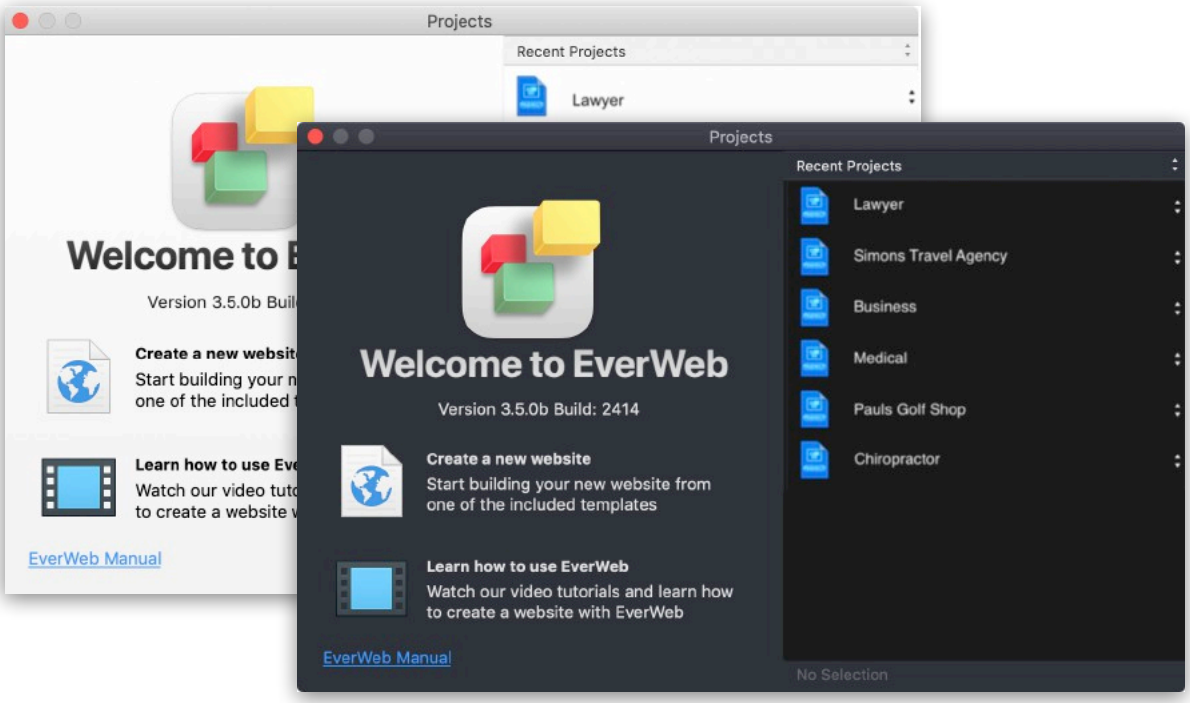


Figure 2.1: The Projects Window (shown here in Light and Dark mode) can be accessed from the File -> Projects menu. It lists your current websites and lets you create new websites.

The Projects Window is the first screen you see when you launch EverWeb (see Figure 2.1). The Projects Window is where you:

- Create new website projects
- Open an existing website project by double clicking on its name in the Recent Projects list
- Perform administration tasks relating to your website project files.

If at any time you need to access the Projects Window, just use the File-> Projects Window... menu command.

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 (see Figure 2.1):

- 'Create a new website': Click this button to create a new website project in EverWeb
- 'Learn How to use EverWeb': Takes you to the EverWeb Video Tutorial Library.

The right hand side of the Projects Window lists the website project(s) you have already created in the 'Recent Projects' list. If you do not have any saved projects, this list will be empty. For now, double click on the 'Create a new website' button to create a new EverWeb Project file.

Creating Your First Page

When you create a new website project, the first page of the project is created at the same time. Whenever you add new pages (or directories) to your project, the Theme Template Chooser will appear (See Figure 2.2).

Selecting Your Website Project Style

EverWeb's Theme Template Chooser lets you add pages to your website project that are either:

- Fixed Width or
- Responsive

A *Fixed Width* website design is one where the width of the web page is fixed. Desktop and tablets typically use a page width of about 1000 pixels, whilst mobile devices typically use a page width of about 320 pixels. Therefore you will need to design one page for desktop/tablet devices, and a corresponding page

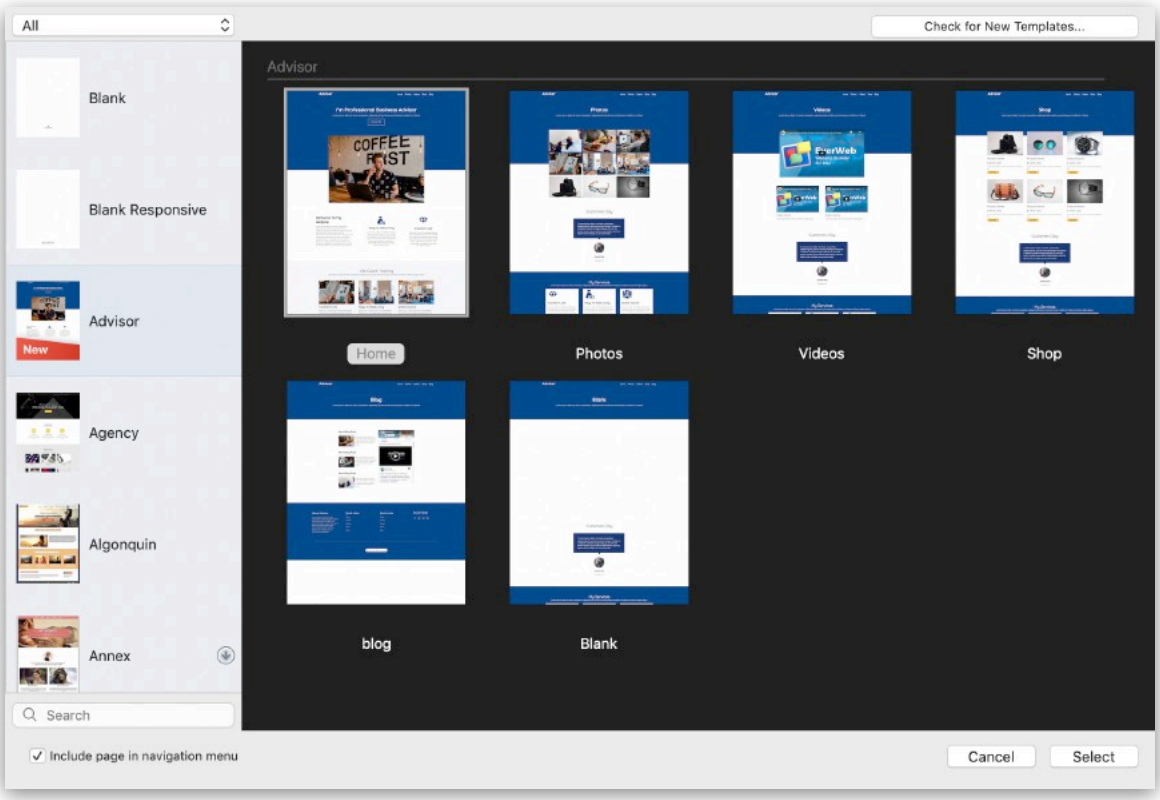


Figure 2.2: The Theme Template Chooser is where you select the page style you want to use for your website. If you are building your website from scratch use the Blank, or Blank Responsive, template.

A *Responsive* page layout automatically adjusts to the device that the page is being browsed upon. As the page design automatically scales to suit the device it is being used upon, only one web page design is needed.

There are advantages and disadvantages to either style and these are discussed in the Responsive Websites in EverWeb chapter.

This manual explores EverWeb's features using a *Fixed Width* website layout as it makes exploring EverWeb's features and web design concepts easier if you are new to EverWeb. The features explored in the following chapters can also be used in responsive website designs, except where noted..

For more information about creating responsive websites in EverWeb please refer to the chapter Responsive Websites in EverWeb..

Selecting a Theme Template and Page Style

EverWeb's Theme Template Chooser lets you select the style of your website project from over 200 professionally designed Theme Templates. Themes are listed in the left hand column with their corresponding page styles displayed on the right.

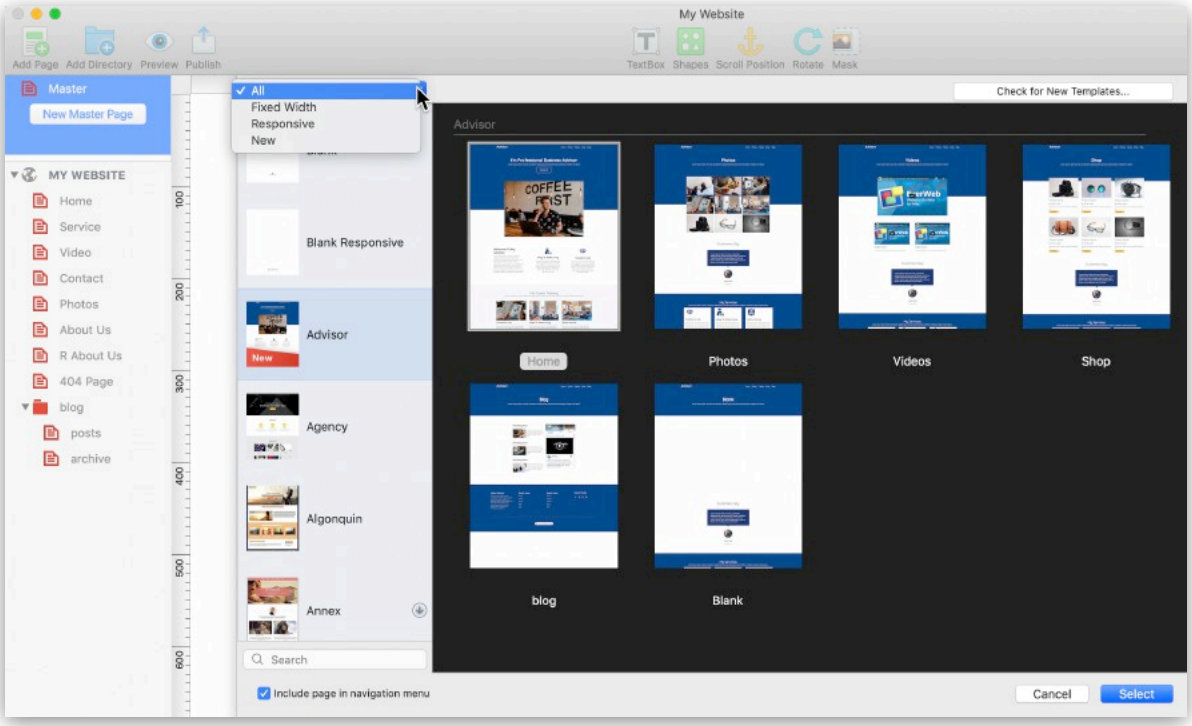


Figure 2.3: The Theme Template Chooser showing the Filter dropdown menu in the top left corner. Use the Filter to display All Themes or either only Fixed Width, Responsive or New Theme Templates.

To add a new page to your Project file:

1. If this is the first page you are adding to your Project file, go to the next step. If you already have one, or more, pages in your Project and want to add a new page, click on the Add Page button in the Toolbar.

2. You can filter the type of Theme Template that you want to see using the 'Filter' drop down menu in the top left corner of the Theme Template Chooser (see Figure 2.3 above). You can select to view either Fixed Width, Responsive, New or All of the themes.

3. Scroll down the list of themes in the left hand column and click on the theme that you want to use.

4. If you already know the name of the Theme Template that you want to use, just start typing its name e.g. 'Wedding'. Alternatively use the search box at the bottom of the list of Theme Templates. As you type, EverWeb will use predictive search to take you to the theme as you type.

5. If building your website from scratch, use the Blank Theme Template (for Fixed Width websites) which is the first theme in the list, or the Blank Responsive Theme Template for blank responsive page styles.

6. When you click on the Theme Template to select it, the right hand side of the Theme Template Chooser will display the page styles associated with the theme.

7. Click on the page style you want, then click on the 'Select' button.

8. The Theme Template will be downloaded to your computer if it is the first time that you selected the theme.

9. Some Theme Templates use Google Fonts e.g. the 'Apollo' theme. When the Theme Template downloads, you will be asked if you want to use the Google Font(s) that belong to the theme. It is recommended to do so.

10. Your new page will be added to the website project and displayed on screen. The page is also added to the list of pages in the Web Page List.

Adding New Theme Templates

New Theme Templates are regularly added to EverWeb. To check if any new Theme Templates are available use the EverWeb -> Check for New Templates menu option.

Alternatively, when you add a page to your project file, you can use the 'Check for New Templates...' button in the top right hand corner of the Theme Template Chooser (see Figure 2.3).

EverWeb will check for new Theme Templates to install. A dialog box will appear listing any new Theme Templates that are available (see Figure 2.4). By default, all new Theme Templates are checked for downloading. Uncheck the box to the left of any Theme Template that you do not want to download. Use the Settings Cog to select 'All' available Theme Templates or select 'None' to

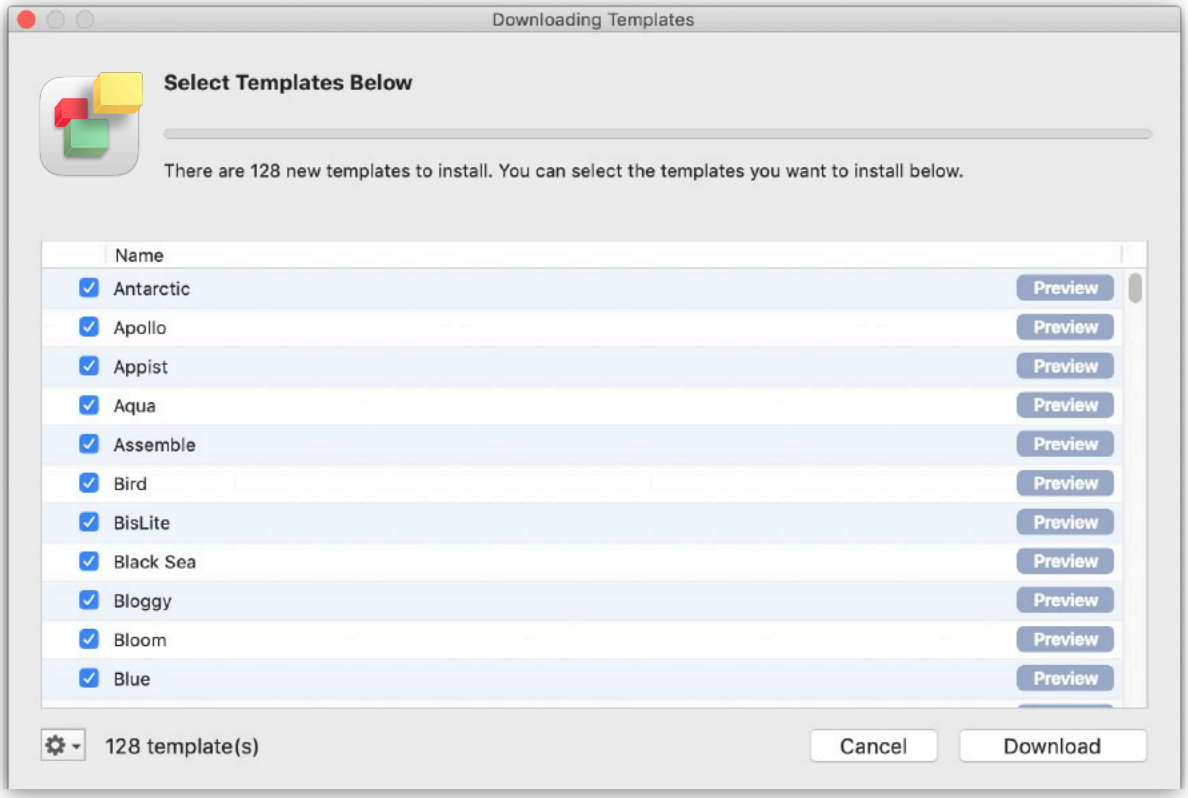


Figure 2.4: Use the 'Downloading Templates' dialog box to select which Theme Templates you want to download. Use the Preview button to view a preview of the associated Theme's Home page.

deselect all Theme Templates. To help refine your download selection, use the 'Preview' button view a preview of the Theme Template's Home page.

When you have chosen your Theme Templates to download, press the 'Download' button.

Any new Theme Templates added to EverWeb since the last update are marked with a 'New' indicator in the Theme Templates list (see Figure 2.2).

Congratulations! You have now created your website project file and its first page!

Getting Help

Help is available at any time in EverWeb.

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



Video tutorials relating to specific EverWeb features are shown by the Video Help '?' button next to the feature. 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 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

North America: 1-888-500-2901

Europe: +44 808 164 0982

3 The EverWeb User Interface

In this chapter you will find out all about the Project Window which has four sections that make up EverWeb's User Interface.

The EverWeb User Interface

The EverWeb User Interface

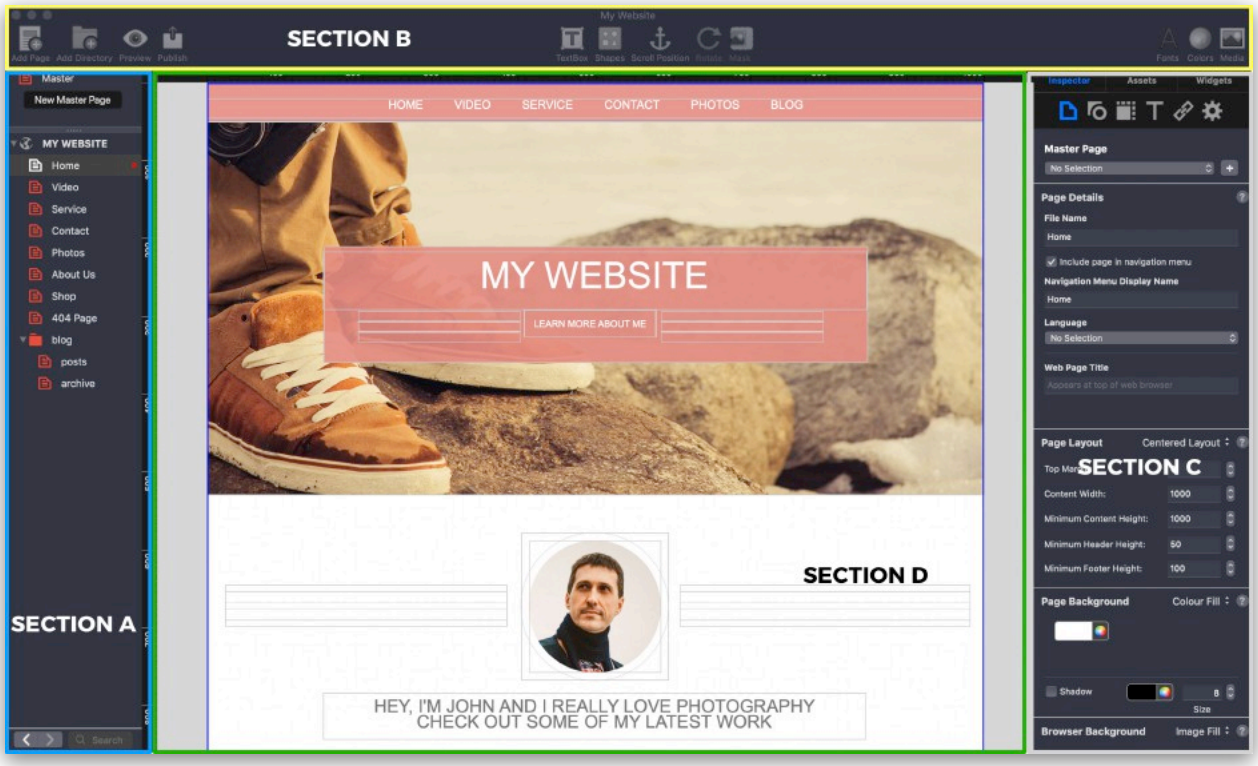


Figure 3.1: EverWeb's User Interface consists of four main sections. Not shown are the Assets and Widgets which can be accessed by clicking on their respective tabs.

You have now successfully created your website project file and its first page.

Before starting to build your website, it is important to become familiar with EverWeb's User Interface, known as the Project Window (see Figure 3.1) which should not be confused with the Projects Window (Figure 2.1 above).

There are four main areas of the Project Window:

- The Web Page List (see Figure 3.1 - Section A), is where all of your website's pages are listed. 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.

- The Toolbar (see Figure 3.1 - Section B) at the top of the Project Window allows you to quickly access often performed tasks such as adding a new page, shape, or text box to the Editor Window.

- The Inspector Window (see Figure 3.1 - Section C) on the right hand side of the Project Window consists of three tabs containing all of the features to modifying elements of your website:

    - The Inspector tabThree 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.

- The Editor Window (see Figure 3.1 - Section D) is the area in the middle which is your design canvas where you create or modify your web pages.

4 The Editor Window

In this chapter you will learn about the Editor Window, which is your work canvas, and how to add, edit and delete objects on your page.

The Page Layout

Adding Objects To The Editor Window

Moving Objects

Aligning and Distributing Objects

Finding the Distance Between Objects

Deleting Objects

The Editor Window

The Page Layout

You can design your entire website just by dragging and dropping text, images, shapes, audio, video and widgets on to its design canvas which is known as the Editor Window.

The Editor Window works in the same way regardless of whether you are designing a regular page or a Master page.

The text, images, media, widgets and other content that you add to your page are known as ***objects***, and we will explain how you can manipulate them later on in the chapter.

First, let's look at the Editor Window which has the following main sections:

- The Header (Fixed Width layouts only)
- The main body (content) area
- The Footer.

The sections of a page are much like those in a book. The Header usually contains relatively static content that you always want displayed at the top of most, if not all, of your pages , for example a company logo, social media icons and a navigation menu.

> *Note: Responsive websites do not have a Header section but Fixed Width page layouts do.*

The main body, or content area, is where you place objects specific to the page itself e.g. on an 'About Us' page, you might include text about your company's mission statement, a company video, image slideshow etc.

The Footer is like the Header in that it usually contains relatively static content. However, Footer content often provides your visitor with further help such as a

information. The Footer is also, for example, where copyright information and any legally required text is often placed.

By default, the page layout of the Editor Window shows each section with blue borders separating each section. You can toggle the page layout display on or off using the Window ->Show Layout menu option.

The default height of the Header, main body and Footer are set in the Page Layout section of the Page Settings tab of the Inspector tab (see Figure 3.1 - Section C). When you add objects in to a section, the height of the section will automatically adjust as necessary to accommodate the object.

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 means that you do not have to rearrange objects every time you want to modify a section.

If the content of your Header and/or Footer will be the same on many, or all, of your pages consider using a Master Page instead. ,

Note: The remainder of this chapter explains how to work with objects in the Editor Window. Objects in Responsive websites are manipulated differently due to the nature of responsive design. Please refer to the Chapter Responsive Websites in EverWeb for more information.

Adding Objects To The Editor Window

You can start working on your web page by, for example, adding a TextBox or Shape from the Toolbar. We will discuss other objects such as images and other media in later chapters.

The TextBox or shape will be created in the main body of the Editor Window. You can move the object to another location in the main body area by clicking and dragging it to where you want to place it, then releasing the mouse button.

As you move the object around the main body area, notice that it may bump up against the bottom of the header area and that when you move the object the area towards the footer, the main body area's height automatically adjusts the main body space to accommodate.

Selecting and Resizing Objects

When you click on an object, such as a TextBox, shape or image, you will see that it will have an outline around it with small square boxes at each corner and at the center of each edge. These squares are called selection (or grab) handles.

As well as showing that the object is selected, you can use the grab handles to resize the object. Click and hold the mouse pointer on the grab handle you want to use and then move the mouse cursor to increase or decrease the size of the object.

Moving Objects Between Editor Window Sections

As you may have noticed, when moving an object around the Editor Window, you cannot move the object between sections. To move an object from one section to another, hold down the COMMAND key on your keyboard as you drag the object into another section. Release the COMMAND key when the object is

If you don't want an object to be able to 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 Objects Obscured by Other 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 Whilst Retaining the Page Layout

There may be times where you want to insert an object, such as an image, in to your page but you need to create the space on the 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.

Aligning Objects

When building your website, it is important to position text, shapes and images exactly where you want them to be. There are different ways in which you can position these ‘objects’. For example, to center an object on the page, first select the object. Next, go to the Arrange > Align Objects menu option and then select Center. The object is centered.

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.

Distributing Objects

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.

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

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.

Deleting an Object

If you want to delete an object from the Editor Window, first select the object so that you see the grab handles around it, then press the backspace key on your keyboard to delete the selected object.

If you have deleted the object by mistake, press Cmd+Z immediately to undo the deletion.

Customizing The Editor Window

The Editor Window's appearance can be customized using the options on the Window menu. Hiding the Toolbar and/or the Inspector will give you more screen space for the Editor Window.

Options specific to the Editor Window itself include Hide/Show Layout which toggles the display of the blue guide lines on and off.

The Hide/Show Rulers option toggles the display of the Editor Window's horizontal and vertical rulers guides (measured in pixels) on and off.

Hide/Show Breakpoints toggles the display of the vertical line guides denoting the maximum width of mobile, tablet, desktop and large desktop on and off.

5 The Web Page List

The Web Page List is where you organize your pages, It is also the place where you create Master Pages and Directories that can be used to create Navigation Menus.

The Web Page List

Naming Your Project, Directories and Pages

Adding Pages and Directories to Your Website Project

Creating a Navigation Menu

Creating a Simple Navigation

Creating a Dropdown Navigation

Creating a Responsive Navigation

Formatting & Styling the Navigation

The Web Page List

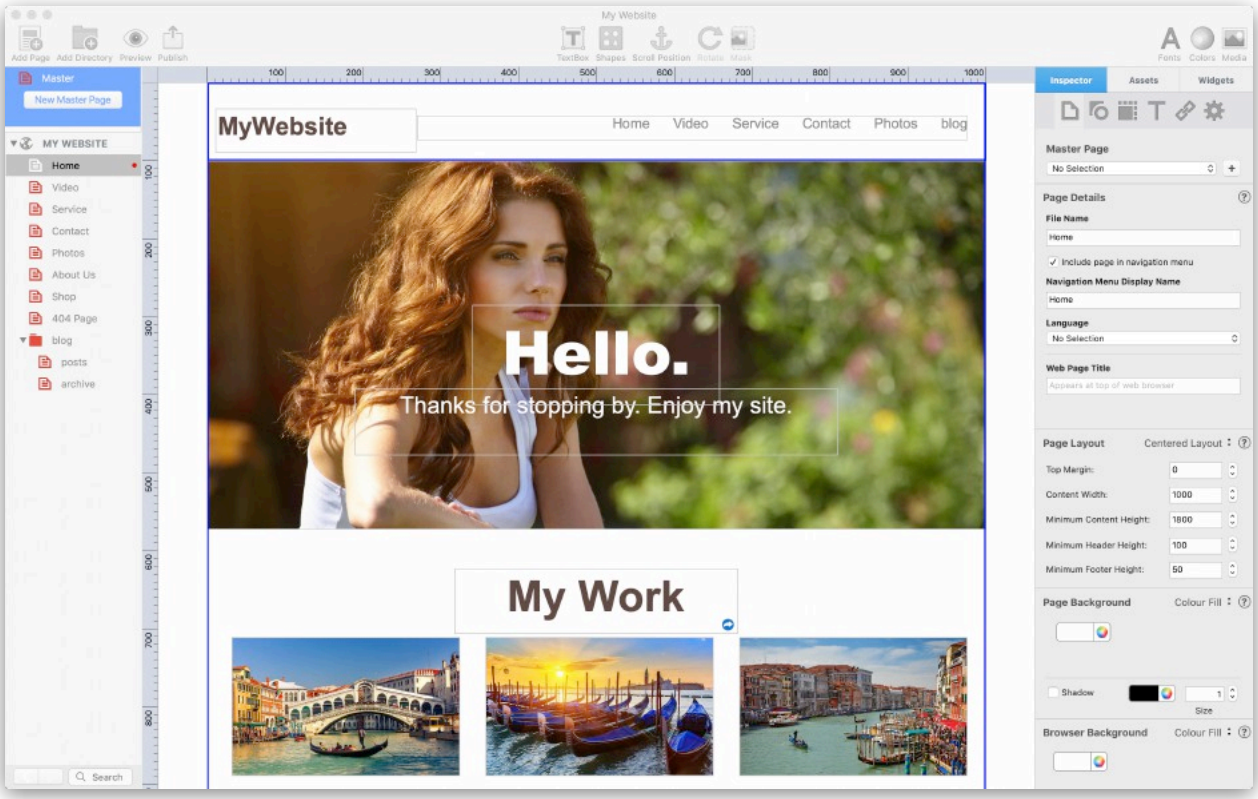


Figure 5.1: The Web Page List is located on the left hand side of the application. A red icon indicates a modified page whilst a grey icon indicates that no modifications to the page have been made.

On the left hand side of EverWeb's User Interface, is the Web Page List where you will see the name of your website project and any directories and web pages you have created listed beneath it (Figure 5.1).

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

A *white icon* (or *light grey icon* if your computer is set to Dark Mode) 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, its 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 The Menu Options

  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. You can also use this menu option to rename assets and blog posts.

- 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.

Adding Pages To Your Website Project



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

The new page will appear in the Web Page List.

Duplicating Pages

If you 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 are going to use a similar design, it's best to use EverWeb's Master Pages feature as this will save you time and effort.

Deleting Pages

To delete a page from your Project, select the page in the Web Page List. Right click on the page. From the submenu select the 'Delete Page' option. You will be warned that you are about to delete the page before the deletion unless you have previously turned this warning message off.

Note:You always have to have at least one page in your website project. If you only have one page in your website, you will not be able to delete it. To delete the page, you must add a second page before you can delete the first page.

Adding Directories To Your Website Project



Using directories is a good way to organize your website pages. Directories are also used as the basis for Dropdown Navigation Menus. Directories can only be used for regular pages in your website. You cannot create directories in the Master Page section of the Web Page List.

To add a new directory to the Web Page List:

1. Click on the 'Add Directory' button in the Toolbar.
2. Select the Theme Template you want to use from the left hand column.
3. Select the page style you want to use from the right hand side of the Theme Template Chooser.
4. Click 'Select' to add the directory page to the Web Page List..

The new page has a folder (directory) icon instead of the normal page icon. Remember, the directory page is still a page on your site, so you will need to treat it like any other page.

To add pages within this directory, simply select the directory in the Web Page List, and click on the 'Add Page' button. A page is created within the directory and is displayed below, and a little to the right of, the directory,

If you hover your mouse over the directory page in the Navigation Menu in the Editor Window, you will see the dropdown menu displayed.

Moving Pages In and Out of Directories

To move a page in to a directory, click and drag the page you want to move on the directory folder. When you see a line with circle at the left hand end positioned just below and to the right of the folder, drop the page in place.

If the folder is closed, you will not see the page placed in the folder. To open the folder to see its contents, click on the arrow to the left of the folder name.

When the folder is open you can move pages out of the folder. Just click and drag the page you want out of the folder and to its new location and drop in place.

Searching and Navigating the Web Page List

You can easily search for a particular web page list filename using the search box at the bottom of the Web Page List. This is especially useful where you have a project file containing a large number of pages.

To the left of the Search box are ‘previous’ and ‘next’ arrows keys. Use these keys to go backwards and forwards through the pages that you have visited during your current EverWeb project file session.

Creating a Navigation Menu

EverWeb's Web Page List is used as the basis for your website's Navigation Menu.

The order of the pages in the Web Page List from top to the bottom determines the order that your Navigation Menu items are displayed from left to right.

You have three different styles of Navigation Menu styles to choose from for your website:

- A Simple Navigation Menu
- A Dropdown Navigation Menu
- A Responsive Navigation Menu

Note: When we mention 'Navigation Menu' we are referring to EverWeb's built in Navigation Menu widget. The Navigation Menu widget itself is discussed in detail later on.

Only pages that have 'include page in navigation menu' ticked in the Page Settings of the Inspector Window are included in the Navigation Menu.

Adding the Navigation Widget To Your Page

To add the Navigation Menu widget to your page select the Widgets Tab and drag and drop the Navigation Menu widget on to the page. Usually the widget is placed in the Header section of your Master page. Please refer to the Master Pages section for more information about how to create 'template' Master Pages for your website.

Creating a Simple Navigation Menu

When you add the Navigation Menu widget to your page you will see that it includes all the pages from the Web Page List that have 'include page in navigation menu' ticked.

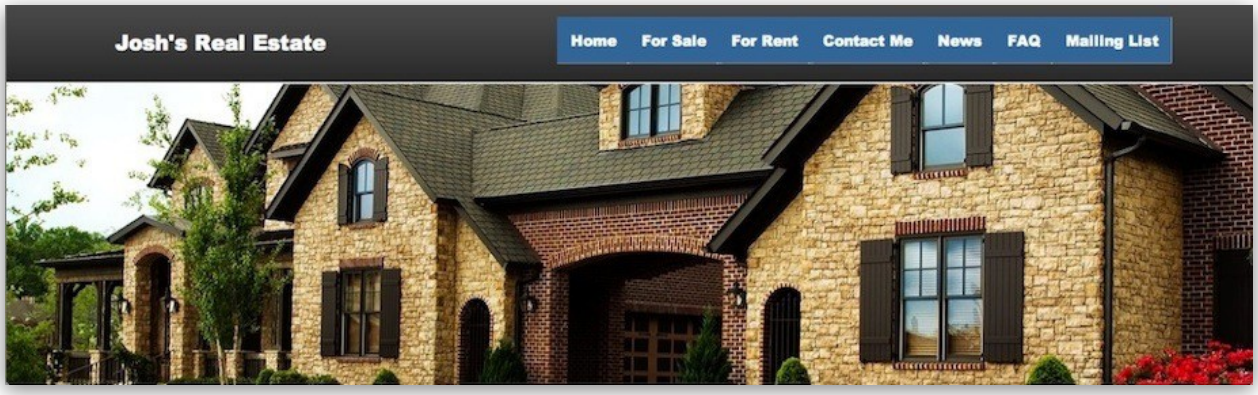


Figure 5.2: Navigation menu in EverWeb. Note the links for "For Sale" and "For Rent"

The above example is a Simple Navigation Menu as all the menu options are on one line only. As you can see, this menu style may have too many items in it to be easy for your visitors to use (see Figure 5.2).

It may be better to simplify the Navigation Menu by structuring the menu so that it includes dropdown items instead.

Creating a Dropdown Navigation Menu

A Dropdown Navigation style keeps the Navigation Menu easy for your visitors to navigate

The directory structure is also used to generate dropdown Navigation Menus (see Figure 5.3).

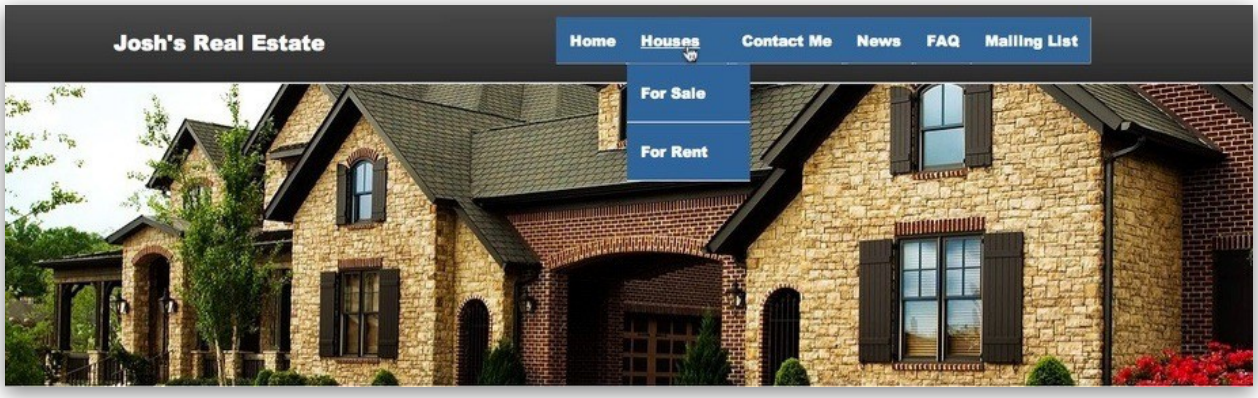


Figure 5.3: Dropdown navigation menu in EverWeb. The “For Sale” & “For Rent” links are now in a dropdown menu.

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Creating a Responsive Navigation Menu

Both Simple and Dropdown Navigation Menu styles can be incorporated in to a Responsive style Navigation Menu.

A Responsive Navigation Menu will adapt to the width of the device you are using e.g on a desktop you may want to see a Simple or Dropdown Navigation Menu. On a mobile device where space is limited you may want to use a 'Hamburger' style Navigation Menu instead.

To make your navigation responsive:

1. Add the Navigation Menu widget to your page.
2. With the widget selected, go to the Widget Settings tab in the Inspector Window. (see Figure 5.4)
3. Scroll down to the Responsive Options section.
4. Tick the box for 'Responsive Navigation Bar'.

Beneath the 'Responsive Navigation Bar' option is the 'Appear at Width' option which is set to 700 by default. When the screen width is less than 700 pixels, the Navigation Menu will become a Hamburger style menu.

You can test this out by resizing the width of the EverWeb application. Click and drag the right hand edges of the EverWeb UI to the left. At 700 pixels wide, you will see the Navigation Menu change to a Hamburger style menu.

Note: Responsive Navigation Menus can be used in both Fixed Width and Responsive website designs.

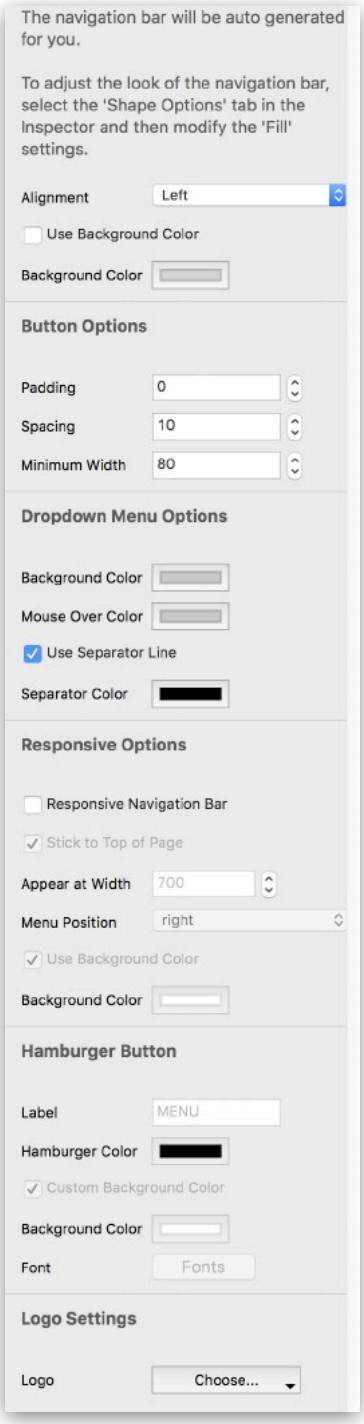


Figure 5.4: Navigation Menu Widget Settings showing Responsive Options.

Formatting The Navigation Menu

By default, the Navigation Menu label for each page is its 'File Name' as shown in the Web Page List and in the Page Settings tab of the Inspector Window.

As File Names can only consist of letters and/or numbers, use the Navigation Display Name field in the Page Settings tab of the Inspector Window to override the File Name label in the Navigation Menu. You can use any label you want for the Navigation Menu.

There are many ways in which to customize the Navigation Menu. First select the widget, then:

- Change the Navigation Menu font and style using the Text tab in the Inspector Window or by using the Fonts button in the Toolbar.
- Change the background appearance of the top level menu items using the 'Fill' section of the Shape Options tab in the Inspector Window.
- Use the Widget Settings tab to change the background colors of dropdown menu items.
- For a Responsive Navigation Menu, use the Widget Settings and tick the 'Responsive Navigation Bar' option. You can now set when to have the Hamburger menu icon displayed. By default this is set at a width of 700px. Change the Responsive Options and Hamburger Button options as desired. The options also allow you to change the Hamburger icon color and background as well as the menu label and its font style, size and color.

6 Master Pages

Master Pages are template pages you create yourself to use on some, or all, of the pages in your website project.

Add features such as a navigation menu, social media icons, a logo etc. just once to a Master Page. Any pages using the Master Page will inherit its features automatically so updating pages in the future is quick and easy!

Master Pages

Creating a Master Page

Designing a Master Page

Using Master Pages

Master Pages

Master Pages are template pages that you create that can be used on one, or more, of the pages in your website project.

When you create the pages of your website, you may notice that you are adding the same objects to each of your pages e.g. a navigation menu, social media buttons, company logos and so on. In addition, you are probably also adding the same Page Layout settings to each page that you create.

This approach to page design will take you more time and effort than is necessary. There is also a greater chance of mistakes creeping in to your page design and updating your website in the future will become more of a chore than it should be..

Using Master Pages in your site is the best way to to save you time and effort, whilst ensuring that your page design is consistent across all your pages. Using Master Pages also means that updating your page design in the future is faster and easier as you only need to update your Master Page designs rather than every page in your site.

Master Page Features

Master Pages include the following features:

1. Master Pages are templates that you can create and edit yourself
2. You can create as many Master Pages as you need e.g. you could create a Master Page for each department of your company. You may want to have one Master Page for desktop pages and one for mobile device pages if you are using a Fixed Width Page Layout.
3. Master Pages are attached to the regular pages of your site.
4. Master Pages can be used for both Fixed Width and Responsive websites and for any device type such as Desktop or Mobile.
5. You create and edit your Master Pages in the same way as you would for regular pages in your website.

6. Objects and other settings, such as Page Layout settings, that are used in a Master Page can only be edited in the Master Page itself.
7. You cannot create a Master Page from the 'blog' Theme Template.
8. You cannot create directories in the Master Page section of the Web Page List.
9. You can copy regular pages in to the Master Page section.
10. You can copy Master Pages in to the regular page section of the Web Page List.

Creating a Master Page

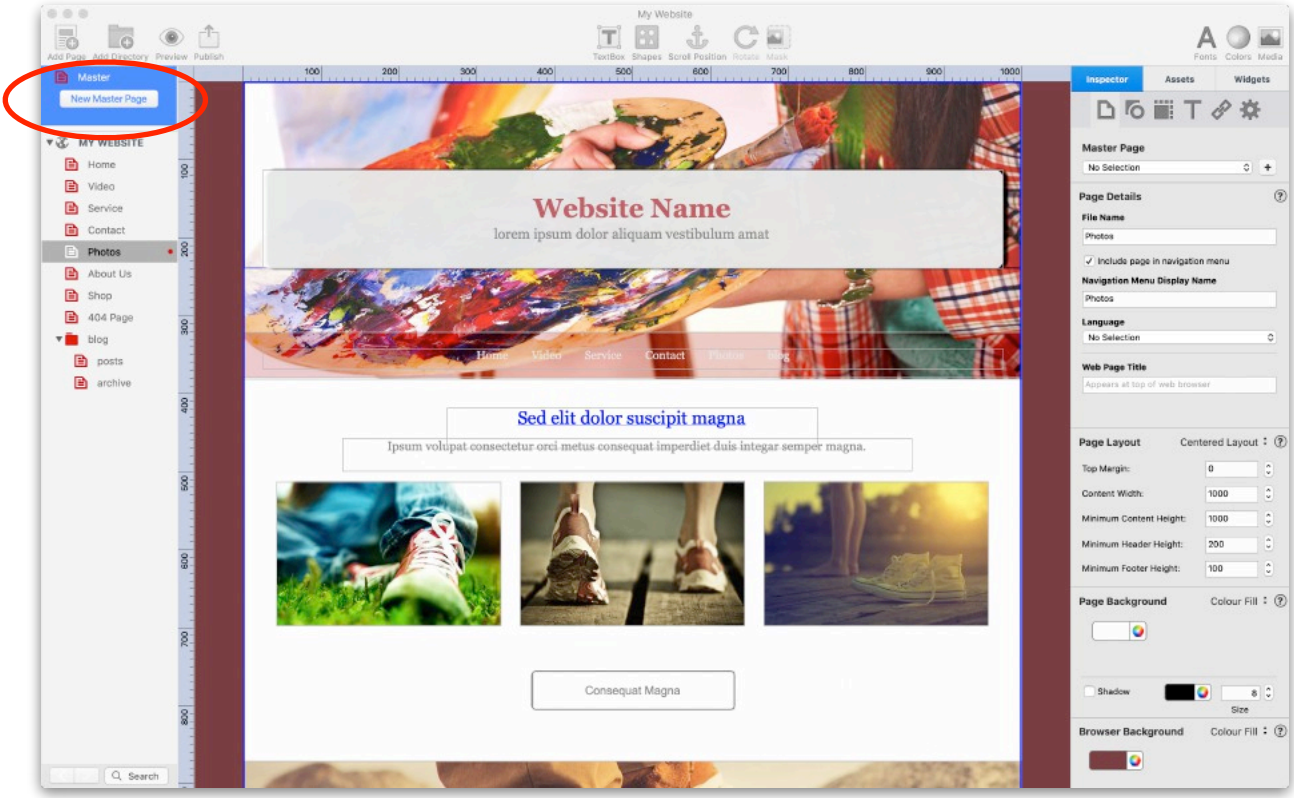


Figure 6.1: Quickly add a Master Page to your website using the 'New Master Page' button.

To create a Master Page:

1. Click on the 'New Master Page' button (highlighted in Figure 6.1).
2. If the Master Pages List is not visible, drag the splitter bar at the top of the Web Page List down to reveal the section.
3. The Theme Template Chooser appears. Select the page style that you want to use as a Master Page in the same way as you would for a regular page.
4. Click 'Select' to add the page to the Master Page section.

You can now design the Master Page in the same way as you would a regular page.

Designing a Master Page

When designing your Master Page(s), think about the objects and settings that you want on every page, or group of pages, in your site. Typically, these objects and settings could be:

1. Your company name and/or logo. Usually these are placed at the top of every page of your website. If you are using a Fixed Width page layout, these objects are typically placed in the page Header. In a responsive website, you could place these objects at the top of the page in a Responsive Row widget as Responsive websites do not use Headers.

2. Widgets, such as the Navigation Menu widget. This widget will typically appear near the top of every page in your site. The navigation is usually included in the Header section of a Fixed Width page layout, or towards the top of the page in a Responsive page layout.

3. Other Objects: For example, you could place copyright information, or a site map in the Footer section of your Master Page. Social media buttons are also a perfect example of objects that you typically will want to see on every page of your website.

4. Page Settings: Master Pages are great for setting Page Layout defaults, starting with the page layout type: Centered Layout or Responsive. You can also set, for example, a default Content Width or Minimum Footer Height. When setting height values for your Master Page, remember that these are *minimum* height values e.g. if you have a Minimum Footer Height of 100 pixels and add a shape with a height of 125 pixels to the section, the Footer with automatically expand to accommodate the shape.

5. For your Master Page, you can set a small Minimum Content Height (e.g. 100 pixels) in the Page Layout section of the Page Settings tab of the Inspector window. 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 page.

6. You cannot explicitly set the Minimum Content Height of each page that uses a Master Page. As you add objects to the content area of your actual pages, the content area will expand in size to accommodate them.

8. You can attach a Master Page to the blog main, posts and archive pages. For blog posts you can also use the Blog Posts Preview Window as a 'live' Master Page.

9. When editing a regular page which has a Master Page attached to it, use the Window-> Show Layout menu to see which objects are from your Master Page. Master Page objects have a small, black file icon in their top right corners. Edit the Master Page to adjust any of these objects.

10. Remember that you cannot change the Page Settings of a regular page that has a Master Page attached to it. You have to change the Page Settings of the Master Page itself. Note that changing the Master Page may affect other regular pages that use the Master Page.

Using Master Pages

Once you have created your Master Page, select the page you want to attach it to in the Web Page List on the left of EverWeb's User Interface.

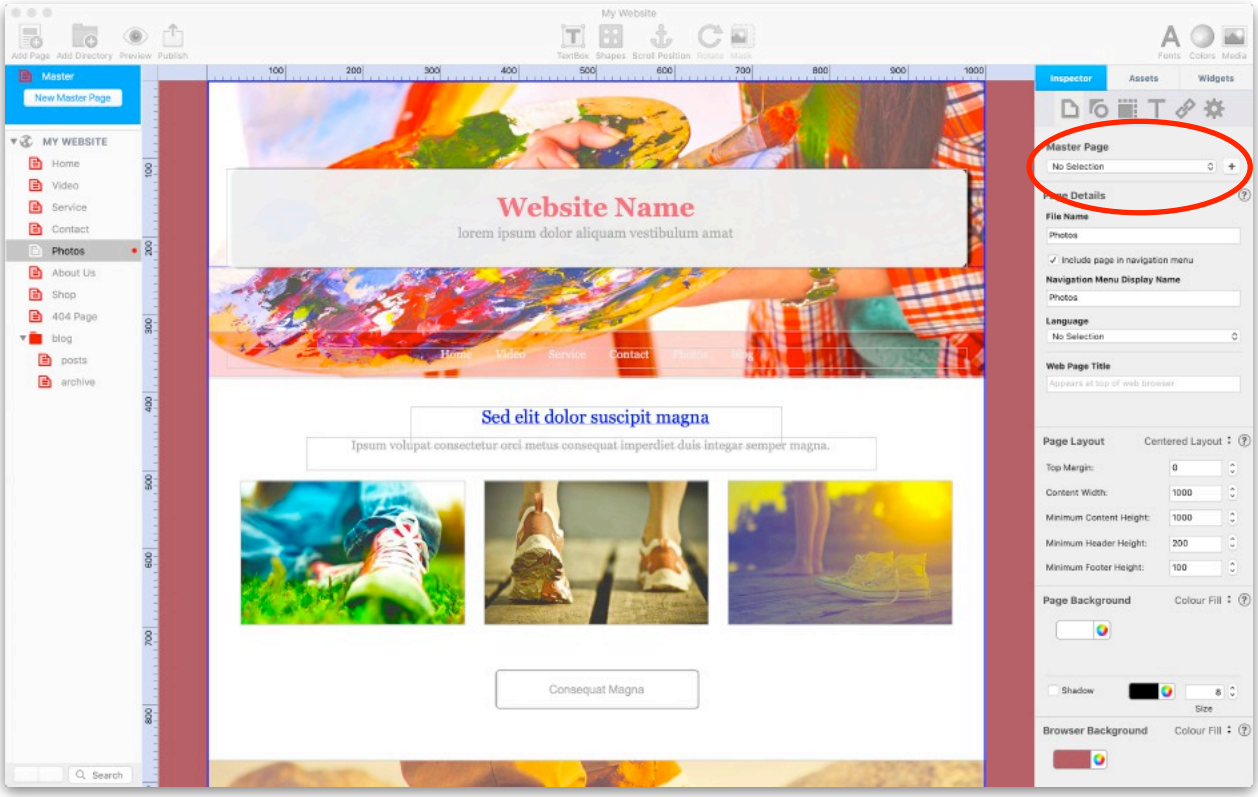


Figure 6.2: To add a Master Page to your web page, select it from the drop down menu in the Page Settings tab as shown above.

In the Inspector Tab on the right hand side, select the Master Page you want to use for that page from the dropdown menu as shown in Figure 6.2.

The page will now reflect the design of the Master Page. Any objects that were already on the regular page may have moved, so you may need to relocate these objects within your page design. You can continue to design your regular page as desired.

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

Objects belonging to a Master Page have a small, black page icon in their top right hand corners. These objects can only be edited from the Master Page itself.

Finding the Pages Attached to a Master Page

You can easily find out which regular pages are attached to any particular Master Page just by selecting the Master Page itself in the Master Page section of the Web Page List.

When you select the Master Page, all regular pages attached to it will be highlighted in the Web Page List (see Figure 6.3).

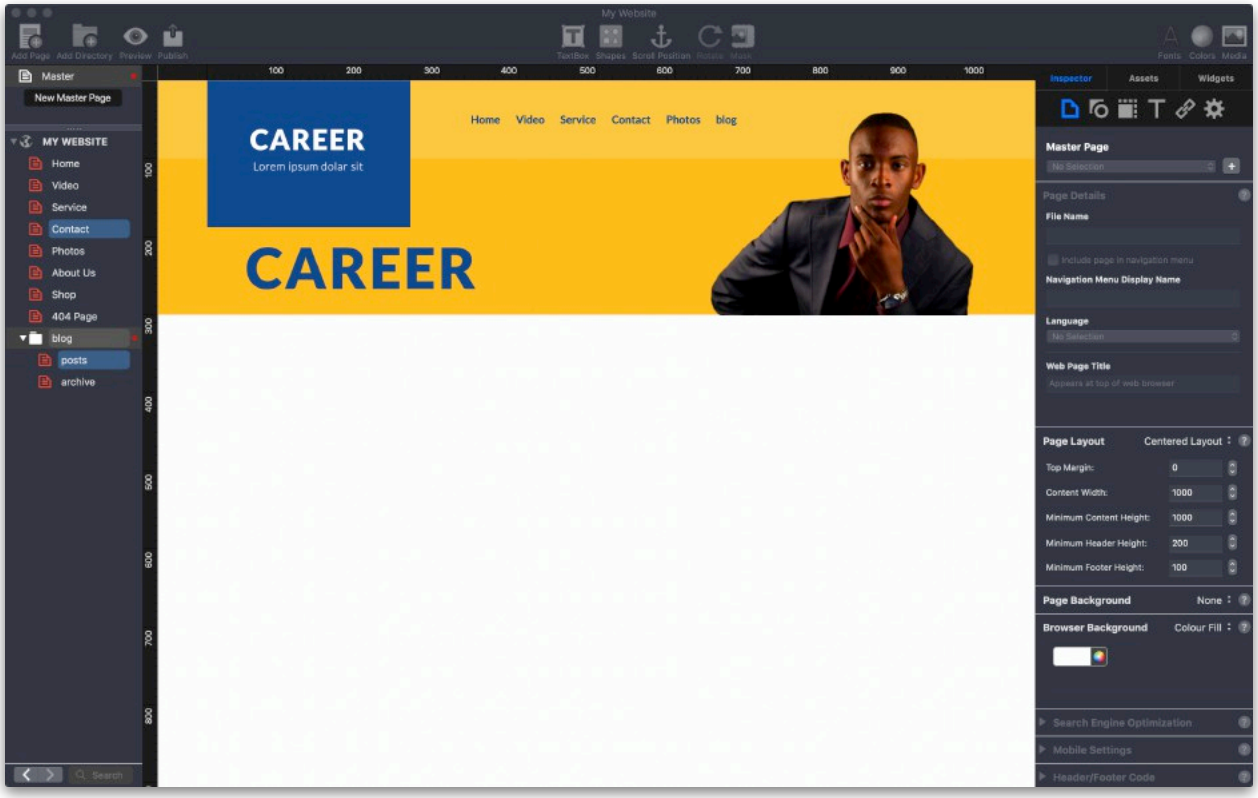


Figure 6.3: Click on the Master Page to highlight all the regular pages that use it.

To remove the highlight, click on a regular page in the Web Page List.

Moving Master Pages and Regular Pages

If you have created a Master Page when you actually wanted to create a regular page, just drag and drop the Master Page into the grey section of the Web Page List. A copy of the Master Page will be created as a regular page.

Once the Master Page has been created in the Web Page List, you can delete the Master Page that you created in the Master Page section if you do not need it.

Conversely, if you have a regular page that you would like to use as a Master Page, just drag and drop it from the grey area of the Web Page List in to the Master Page section. A copy of the regular page will be created as a Master Page. Delete the regular page if it no longer needed.

7 The Toolbar

The Toolbar at the top of the EverWeb User Interface gives you quick access to many commonly used EverWeb features.

The Toolbar

The Toolbar

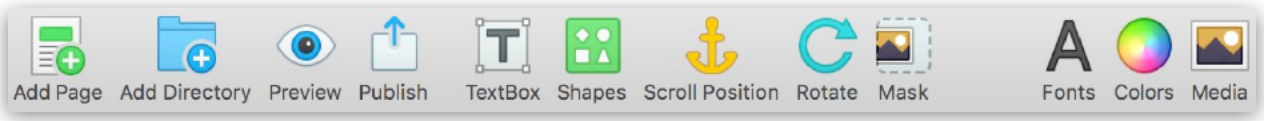


Figure 7.1: The Toolbar gives you quick access to frequently used EverWeb features

The Toolbar (see Figure 7.1) 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 dropdown navigation menus.
- **Preview:** Preview your website to any of the web browsers installed on your local computer.
- **Publish:** Publishes your website to the Internet or to a folder location. Please refer to the Publishing chapter for more information.
- **TextBox:** 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 the Hyperlinks Inspector for more information.
- **Rotate:** This option rotates the selected shape 90 degrees clockwise. Hold down the Option (Alt) key to rotate the shape counter clockwise.
- **Mask**: Quickly display only the part of the selected image you want to see. Masking is similar to cropping but is not destructive to the image itself.

- **Colors:** The Colors button opens the Color Picker and lets you change the text color of any selected text and the color of any selected shape.
- **Media:** Allows you to access EverWeb's Free Stock Photos library and the Media Browser.

8 The Inspector Window

The Inspector Window has six tabs that are used to set various parameters and defaults for your page and the objects on your pages.

Page Settings

Shape Options

Metrics Inspector

Text Inspector

Hyperlinks Inspector

Widget Settings

The Inspector Window

Page Settings

Page Details

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 8.1) is:

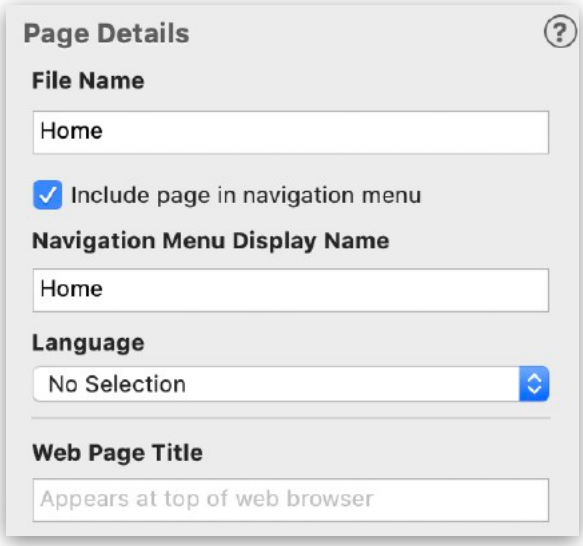


Figure 8.1: The Page Details section on the Page Settings tab.

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.

Include page in navigation 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.

Navigation Menu Display Name

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 element 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.

Language

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.

Web Page Title

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.

Page Layout

The Page Layout section (see Figure 8.2) is where you define the specifications of your page.

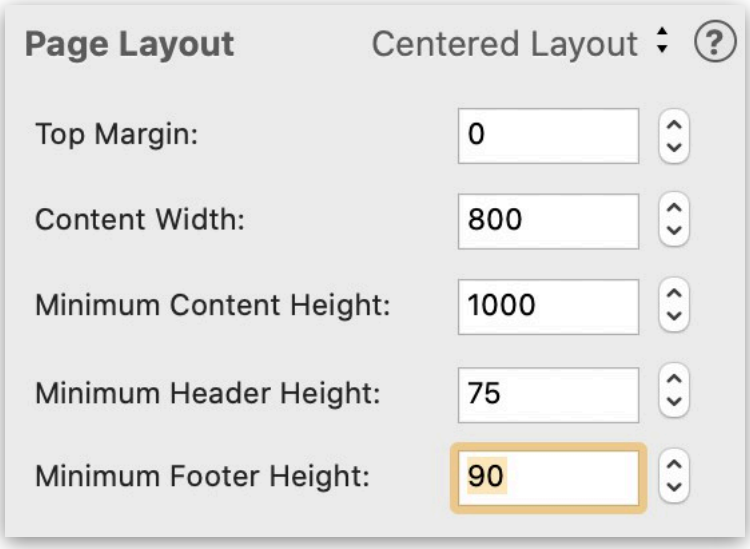


Figure 8.2: The Page Layout section on the Page Settings tab.

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

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.

> *Note: Content Width is not used in Responsive website design so is unavailable if your page uses a Responsive Page Layout.*

The 'Minimum Content Height' determines the minimum length of the body of the page. This rarely needs to be changed as the height automatically adjusts 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 the Minimum Content Height field. Your page height will be as long as you make it by way of the objects on the page.

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

Note: Minimum Header Height is not used in Responsive website design so is unavailable if your page uses a Responsive Page Layout.

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

The Page Layout Section and Master Pages

If you attach a Master page attached to a regular page, the fields in the Page Layout section of the regular page will be greyed out, as the page takes these settings from the attached Master page. In this instance, the only way to change Page Layout settings is to edit the Master Page itself.

Note:Changing the settings of the Master page will affect any regular page that the Master page is attached to.

Page Background & Browser Background

The Page Background appears behind your page content (see Figure 8.3). 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* sets the page background to 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.

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.

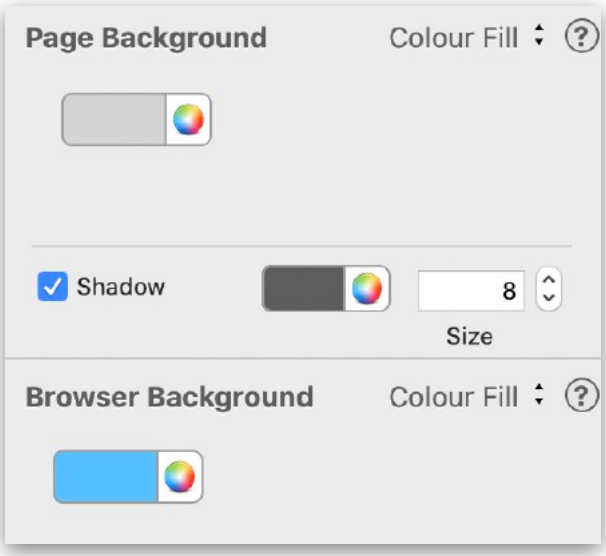


Figure 8.3: The Page and Browser Background section on the Page Settings tab.

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 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.

Search Engine Optimization

The Search Engine Optimization section of the Page Settings tab allows you to apply SEO directly to your page. Some options in this section are available only if you have purchased EverWeb SEO Power Up addon. Options that require this addon will be indicated in the text below.

Check the '*Include page in search engines*' checkbox to activate the settings that apply to EverWeb Search Engine Power Up Addon.

The '*Social Media Image*' field is used to add a Social Media image to a page for Facebook shares. Use the 'Choose,,,' button to select the image you want to use in Facebook. When in are in Facebook and add a link to your website, the Social Media Icon will be displayed.

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

The '*Keywords*' section (available only with EverWeb SEO Power Up) allows you to enter your own Keywords, or Keyword terms, that relate specifically to the page.

The '*Include in XML Sitemap*' checkbox (available only with EverWeb SEO Power Up) when checked, allows you to set the importance of the page using the 'Priority' field and the frequency in which the page is usually updated. These options are discussed in detail in the Chapter 'EverWeb SEO Power Up'.

Publishing Your Website

When you have completed your Search Engine Optimization and are ready to publish your website, go to the Site Publishing Settings using either the File-> Edit Publishing Settings menu option or by clicking on your website's name in

At the bottom of the EverWeb Location section, check the box for 'Optimize and Submit Website to Search Engines' if it is not already checked. When you publish your website, it will be submitted to all the major search engines.

If you have not purchased EverWeb SEO Power Up, you will be prompted to purchase or 'remind me later' when checking the 'Optimize and Submit Website to Search Engines' checkbox.

Site Search

The Site Search section of the Page Settings tab allows you to set whether the current page is to be included or not in site wide searches when using EverWeb's Search Field widget.

Mobile Settings

EverWeb allows you to create a mobile version of your website. If, however, you are creating a Responsive website, this is usually not necessary.

All of EverWeb's Fixed Width Theme Templates include a 'Mobile' page design.

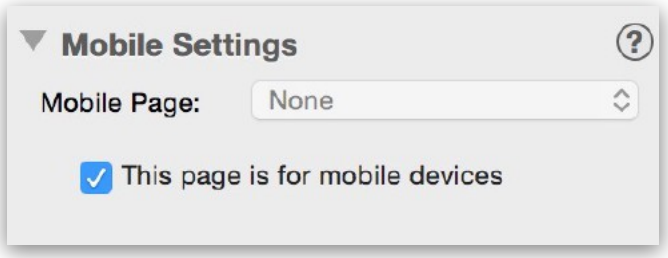


Figure 8.4: Mobile Settings on the Page Settings tab

To add a mobile page design to your website:

1. Click on the 'Add Page' button
2. Select the Fixed Width theme you want. Use the Filter dropdown menu in the Theme Template Chooser to view only Fixed Width Theme Templates.
3. Select the 'Mobile' page style, then click 'Select'.
4. Your Mobile page is added to the Web Page List and is displayed in the Editor Window.

You can also create your own mobile pages. To do this, set the Content Width of the page to 480 pixels in the Page Settings section of the Inspector Window. This pixel width fits well with iOS and most mobile devices.

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

To set up a mobile redirect:

1. Select the page from the Web Page List that should redirect to a mobile page e.g. the Home, or default page.
2. In the Page Settings tab in the Inspector window, scroll down to the Mobile Settings section (see Figure 8.4)
3. In the Mobile Page drop down menu, select 'One of My Pages'

4. Select the mobile page you want to link to from the ‘Page’ drop down menu.

5. If you have multiple pages for your mobile site, 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 8.5).

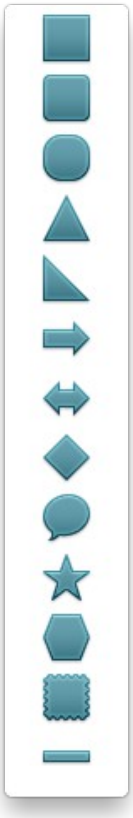


Figure 8.5: Shapes

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 8.6).

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: H*ow the shape will appear when no mouse cursor is over it
- *Mouse Over: H*ow the shape will appear when the mouse cursor is hovering over it
- *Mouse Down: H*ow 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.

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

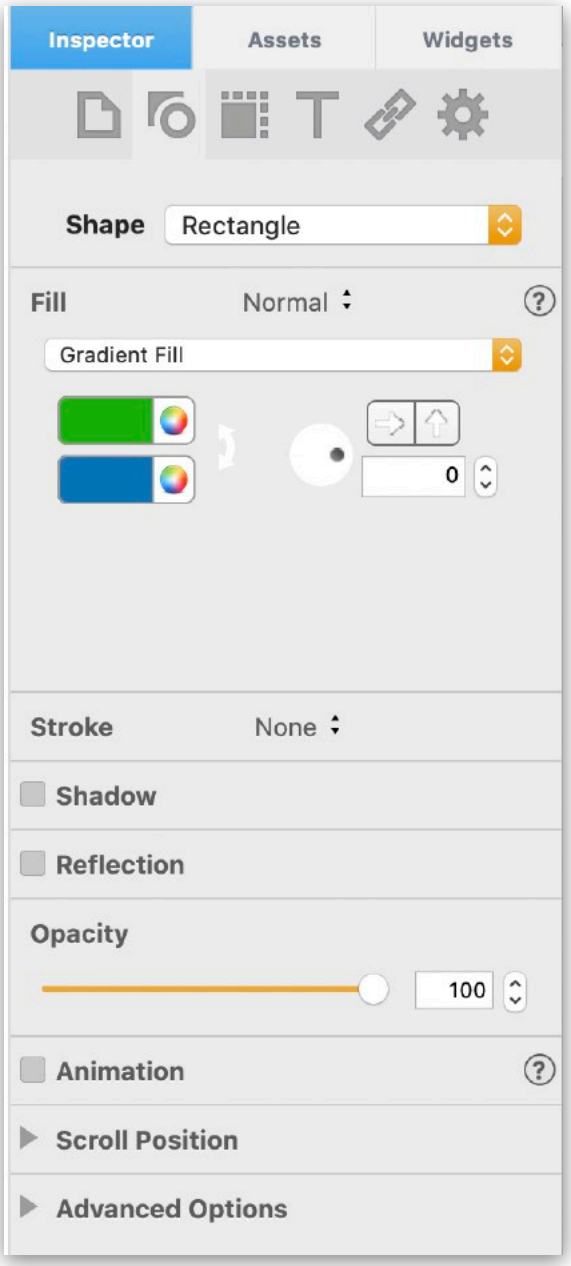


Figure 8.6: Shape Options

- *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: Select the image you want to fill the shape with. Images can be scaled when using Original Size or Tiled Options.

  All images can have an overlay color applied to them.

  Parallax scrolling is also available to images depending on the type of image fill used. To view the effect, click on the Preview button in the Toolbar.

Full Width widgets such as the the FlexBox widget can also use the Shape Options color and image fill options to add a background color or image to the widget.

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 8.6).

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 8.7).
3. Modify the thickness of the picture frame by adjusting the slider.

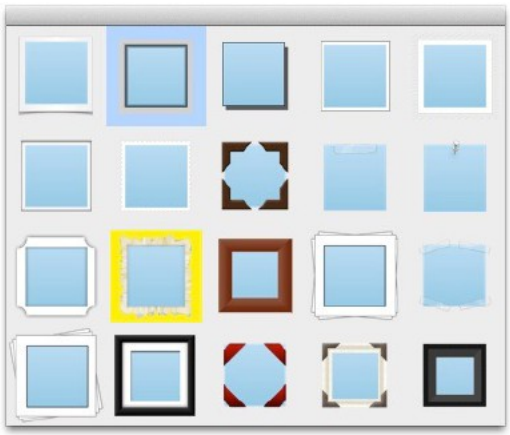


Figure 8.7: Picture frames can be added to any image, shape, or text box.

Shadow Options

To add a Shadow to your shape click on the Shadow option (see Figure 8.6).

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 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’ option 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.

Scroll Postion

You can create a Scroll Position by either using the Toolbar, the Insert-> Scroll Position menu option, the Insert-> Set Selected Shape as Scroll Position... menu option, or by selecting an object and using the Scroll Position field in the Shape Options tab.

When using the Scroll Position field in the Shape Options tab, you must give the Scroll Position a unique name. Once you have created the name, you can edit it later if desired.

Use the Hyperlinks tab to link to the Scroll Position. For more information, please refer to the section of this manual on Scroll Position.

Advanced Options

CSS Class

The CSS Class field is used to apply one, or more, CSS (Cascading Style Sheets) classes to an object. CSS allows you to control the layout and style of objects on your page. This is an advanced option for users who have knowledge of CSS.

Metrics Inspector

The Metrics Inspector (Figure 8.8) is where you can fine tune the size and position of objects as well as set other parameters relating to the selected object(s).

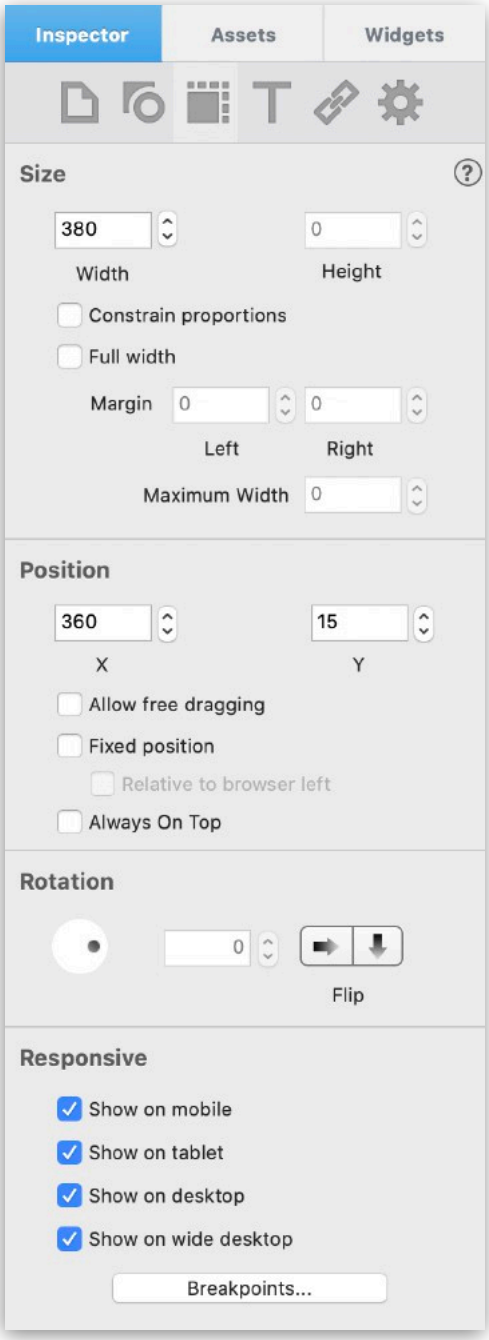


Figure 8.8: The Metrics Inspector

Size

This Size section of the Metrics Inspector is where you can adjust the pixel width and height of the selected object, set the object to scale as you resize it, set the object to the full width of the page and adjust Full Width object's margins.

Constrain Proportions

When resizing an object you may want to keep its proportions whilst doing so. Tick the Constrain Proportions box if you want to the object width to scale proportionally as you adjust the object height and vice versa.

Full Width

If you want an object to dynamically resize its width as you resize the browser window tick the 'Full Width' option. When you use this option, the selected object expands to the size of your browser.

Remember that not all objects can be full width. For example, the Facebook Timeline Widget cannot be full width. For objects that cannot be full width the

A full width navigation bar, or background object is a great example of when to use full width objects.

Margin

When an object is set as 'Full Width' you can add a left and right margin to it. This is useful if, for example, you are using a full width text box and do not want the text to appear right up against the left or right margins of the page.

Maximum Width

By default, full width objects will display to the full width of the page. In some instances this is not useful as objects may appear too spaced apart from each other or you may not want an object to expand to the entire length of a wide screen.

Use the 'Maximum Width' field to set a maximum limit to the width of the full width object. If you leave the value at zero, the full width object will always scale to the full page width.

Position

Use the X and Y position fields to fine tune the position of the selected object. Modify the X (Horizontal) and Y (Vertical) values in the Position section as required. The object will move to the specified coordinates.

You can also click on the up and down arrows of the X and Y position fields to change the Position values.

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.

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 effect any of the objects in any other section.

Fixed Positioned Objects

EverWeb lets you have fixed positioned objects so that as you scroll your page, the object's position is always the same. This lets you add features such as a navigation menu that always stays fixed in place as the page is scrolled.

Use the 'Fixed Position' checkbox and the 'Relative to browser left' option underneath it to fix the position of an object.

The 'Fixed position' option displays the object exactly where you placed it on the Editor Window as your page is scrolled vertically or horizontally. However, for a 'Centered Aligned' page layout (which is the default Page Layout in EverWeb) 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. This creates an effect of a centered, fixed positioned object.

Select the 'Relative to browser left' option so that the object will not adjust its left position as you resize your browser. Instead, the object stays in the exact same position, no matter if you scroll or resize your browser.

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

Always On Top

When you add objects to the Editor Window, they can appear stacked on top of each other. Usually you can use the Arrange menu's Bring Forward/Send Backwards or Bring to Front/Send to Back options to layer objects as you wish on top of each other.

Rotation

Use the 'Rotation' wheel to rotate the selected object from 0 through 360 degrees or use the Flip Horizontal or Flip Vertical buttons to flip the object vertically or horizontally.

Responsive

Show on Device

You can choose on which devices objects are to be displayed upon by using the Responsive options. Select the object you want and then check or uncheck the 'Show on...' 'Mobile,', 'Tablet', Desktop' and 'Wide Desktop' options as desired.

As you change the the width of the Editor Window, you may notice that objects you unchecked disappear as they become hidden. You can view these hidden objects by using the Window-> Show Hidden Objects menu. Objects that are hidden will be displayed as placeholders boxes with a grey background with an 'X' cross through the object.

Hidden objects can also be selected by secondary clicking on the page. From the menu that appears scroll to the 'Hidden Objects' menu item and select the object you want.

Breakpoints

You can set how wide the Editor Window canvas is for each device type: mobile, tablet, desktop and wide desktop. These values are used in responsive web pages and are known as 'breakpoints'. The responsive page will respond to appropriately at each breakpoint so the the page always renders correctly on each device type.

Use the 'Breakpoints' button to change the value of the breakpoints, or use the Insert-> Breakpoints... menu option. To reset the values back to their original defaults click on the 'Set Default' button.

Text Inspector



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.

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 8.9).

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



Figure 8.9: Modifying Text Color & Alignment.

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 as 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

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 then 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 900 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.

Hyperlinks Inspector

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 8.10).

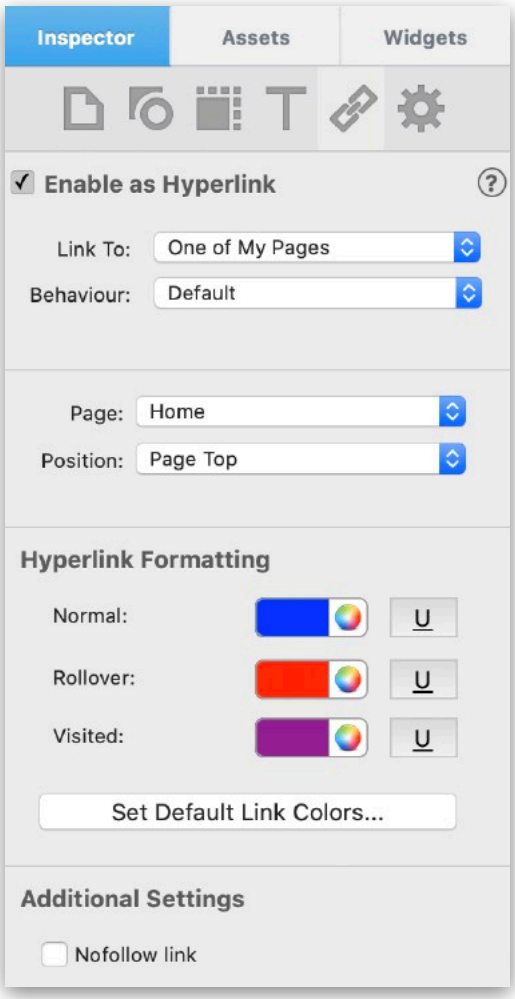


Figure 8.10: The Hyperlinks tab

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'.

Scroll Position

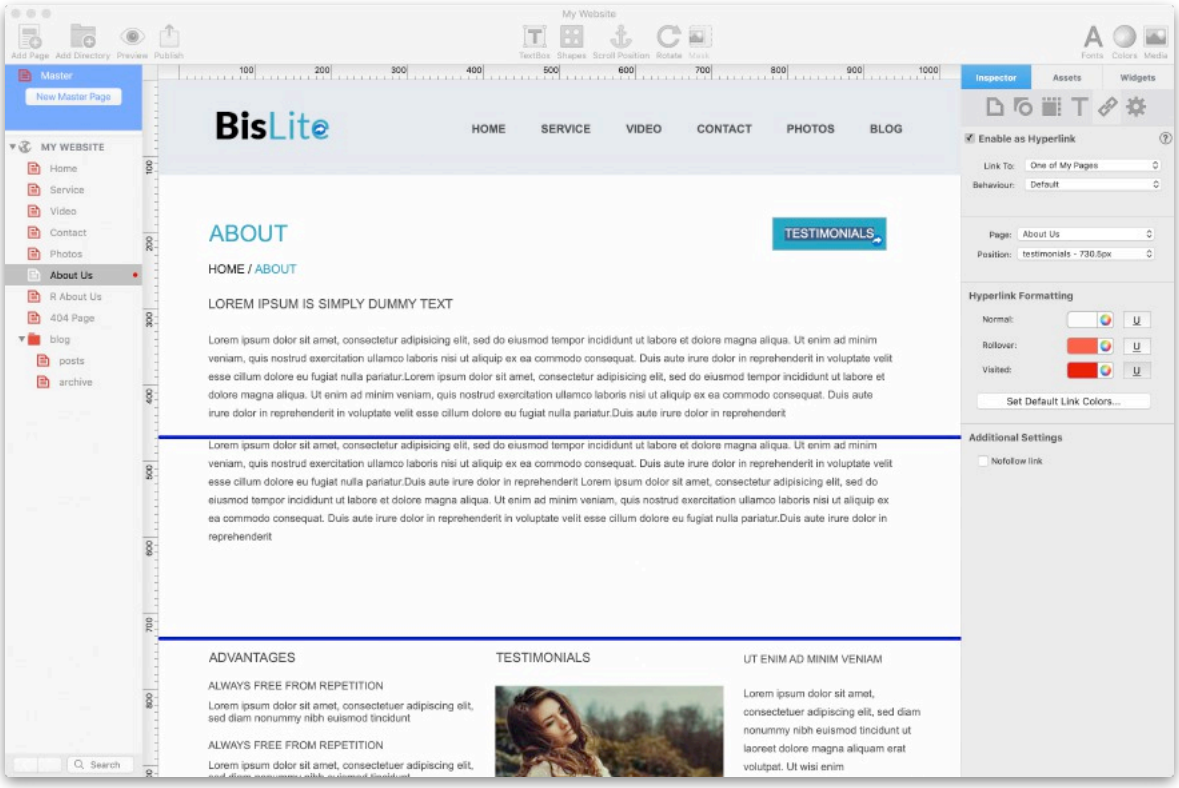


Figure 8.11: Scroll Position for Fixed Width Websites. The Testimonials button links to the Scroll Position shown by the blue line at horizontal (x value) 730 as shown in the Hyperlinks Inspector.



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

There are two ways to create a Scroll Position:

1. Insert Fixed Scroll Position: This option creates a Scroll Position line across the page. You can use this option only in Fixed Width websites, i.e. where your page use a Centered Layout;

2. Set Shape as Scroll Position: This option allows you to add a Scroll Position to the currently selected shape. When you do so, an anchor symbol appears in the shape's top right hand corner to indicate that it has a Scroll Position attached to it. Use this option for either Fixed Width or Responsive websites.

These two ways of creating a Scroll Position can be found by clicking on the Scroll Position button in the Toolbar, or from the Insert menu.

Scroll Position In Use

As an example, you may want a button at the top of the page that, when clicked upon, takes your visitor to a specific paragraph further down the page (see Figure 8.11).

1. First create a button, for example, by adding a rectangle shape from the Shapes button in the Toolbar. Position the button at the top of your page.

2. Click inside the button and add the button text you want.

3. Use the Text Inspector Alignment options to position the text in the center of the button.

4. Set the 'After Paragraph' field to zero.

Once you have created your button, you can link it to a Scroll Position.

Scroll Position for Fixed Width Websites Only

1. Once you have set up your button, click on the Scroll Position button in the Toolbar and select 'Insert Fixed Scroll Position', or use the Insert -> Fixed Scroll Position menu option.

2. 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'.

3. The Widget Settings for the Scroll Position displays in the Inspector Window. You can rename the default Scroll Position Name with your own unique name if you want. In this example, rename the Scroll Position as 'Testimonials'.

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

5. If you want to delete the Scroll Position, select the blue line then press the backspace key to delete it.

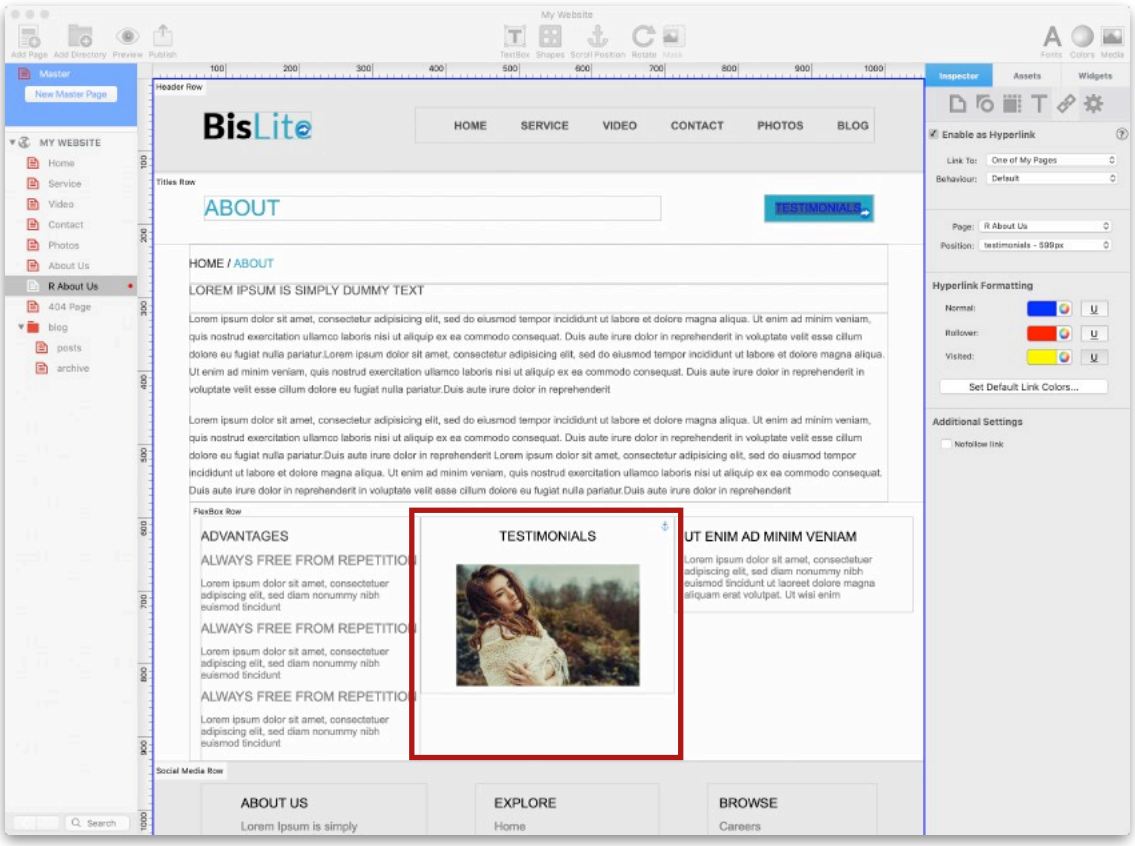


Figure 8.12: Scroll Position for Responsive or Fixed Width Websites. The Testimonials button links to the Scroll Position shown by the anchor symbol in the 'Testimonials' FlexBox widget, shown within the red border.

Scroll Position for Responsive or Fixed Width Websites

1. Once you have set up your button, select the object that you want to use as the Scroll Position. In this example, this is the FlexBox widget for 'Testimonials' (see Figure 8.12).

2. Click on the Scroll Position button in the Toolbar and select 'Set Selected Shape as Scroll Position...', or use the Insert -> Set Selected Shape as Scroll Position... menu option.

4. To change or remove the Scroll Position, go to the Shape Options tab. Expand the Scroll Position section if it is not already expanded and edit the Scroll Position Name as desired. Delete the name if you want to remove the Scroll Position.

5. An Anchor symbol will appear in the top right hand corner of the FlexBox widget indicating that the widget is now also a Scroll Position..

Hyperlinking To Your Scroll Position

Once you have set your Scroll Position line or Scroll Position Object, you will want to link it the button that you added earlier. The following instructions apply to Fixed Width and Responsive websites:

1. Click on the text in the button you created earlier to select it.

2. Go to the Hyperlinks Inspector and tick the checkbox 'Enable Hyperlink'.

3. Make the 'Link To' option 'One of My Pages'.

4. In the 'Page' section select the current page as this is where your Scroll Position anchor is located.

5. The 'Position' field shows 'Top of Page'. Click in the drop down and select 'Testimonials'.

6. The button and the scroll position are now linked.

7. 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

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

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.

The linked file will appear in the ‘External Files’ section of the ‘Assets List’. The file is copied into your Project’s folder and then to your server when publishing your website.

Linked files are not downloaded from your actual computer, they are downloaded from the copy that EverWeb has published to your website.

Widget Settings

The last tab of the Inspector Window is the Widget Settings tab. The settings that this tab contains will depend on the object that is currently selected.

Widget Settings can apply to objects such as widgets, some shape objects such as the star shape and blog posts.

9 The Assets Tab

The Assets Tab is where image and other media files, such as audio, video and PDF files, are listed and available for use in your website project.

The Assets List

Asset List Organization

The Media Browser

Free Stock Photos

The Assets Tab

The Assets List

Images files, and other media such as audio, video and PDF files, that are added to your website appear as 'assets' in the Assets List of the Assets Tab (Figure 9.1).

You can add any type. of image file to the Assets List. First click on the Assets tab if it is not already selected, then drag and drop the image you want added from its file location in to the Assets List.

There are many ways to add images to your website. For example, you can drag the image from your desktop onto the Editor Window. You can also drag the image from the macOS Finder window on to the Editor Window. You can also use the Insert-> Choose menu option and select the image you want to add.

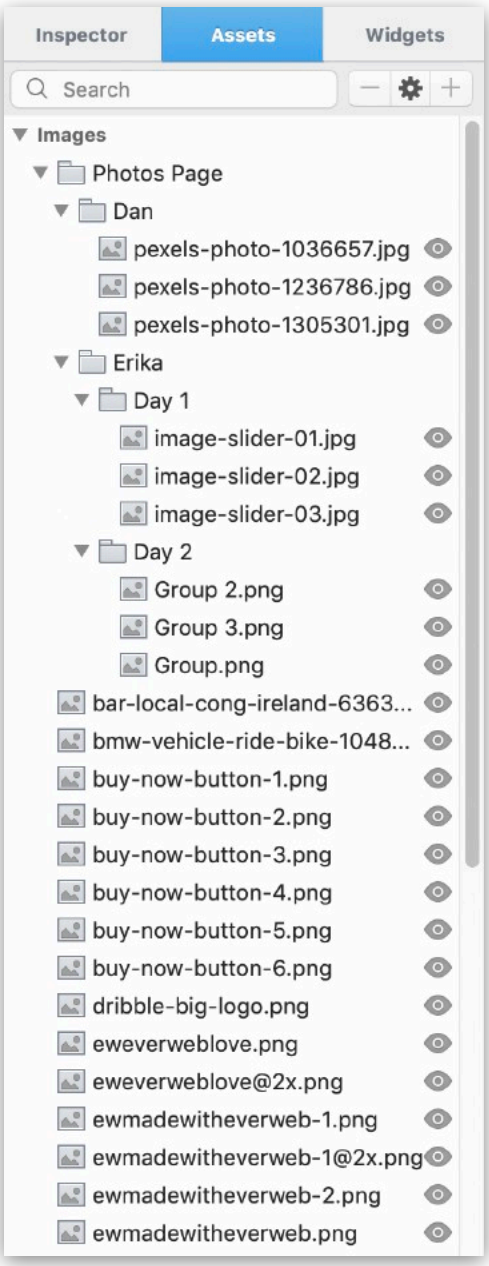


Figure 9.1: The Assets List

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

1. Add a TextBox or shape to your page (any shape will do).
2. Click on the Shape Options tabs in the Inspector Window
3. Select 'Image Fill' from the drop down menu.
4. Click on the 'Choose...' button. A list of image files will appear. If the image file is not yet in the Project file, select the 'Choose...' option which will open the

Note that the same method can be applied for adding an image to the Page and/or Browser Background.

Any image in the Assets List can be used on any page of your website just by dragging it from the Assets list and dropping it on the Editor Window. The same image can be used multiple times throughout your site. You do not need to add the image again to your website every time you want to use it. When you add an image to a page, it remains in the Assets List so is available for use on any page in your website.

Assets can be organized conveniently into folders making it quicker and easier to group, and find, the images and assets you want to use.

Image files can be previewed using the 'eye' icon, where you can preview, share and even edit the image without having to leave EverWeb to do so.

Assets List Organization

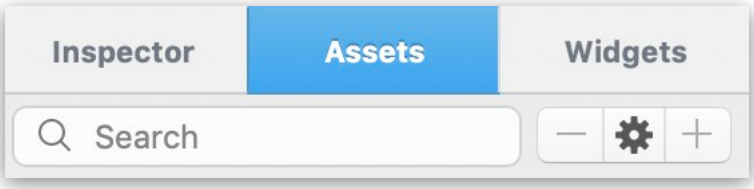


Figure 9.2: The Assets List Organizer

Image files and other media assets, such as audio, video, PDF files etc., can be conveniently organised in to folders. Organising assets is especially useful when you have a website with a large number of assets., or if you want to organize your assets based on the pages you have created in your website.

Use the Asset List Organizer (see Figure 9.2), located at the top of the Assets List, to search for assets, add and delete Assets List folders and to access Assets List related options using the Settings Cog

In addition to the search box, the Assets List Organizer has thee buttons:

- The '+' button allows you to add a new folder to the Assets List
- The '-' button allows you to delete a folder, or one or more assets, from the Assets List

- The Settings Cog displays a menu of actions specific to the Assets List:
    - Sorting the Assets List contents
    - Finding unused assets
    - Displaying detailed information about individual assets.

Creating an Assets List Folder

To create a new Assets List folder:

1. Click on the Assets tab in the Inspector Window if the Assets List is not currently displayed.
2. To create a folder in the ‘Images’ section of the Assets List, either select the title ‘Images’, an existing folder in the Images section, or one of the image assets in the Images list.
3. To create a folder in the ‘External Files’ section of the Assets List, either select the title ‘External Files’, an existing folder in the the External Files section, or one of the files in the External Files list.
4. Click on the ‘+’ button to create a new folder.
5. Enter the name of the folder. You can use letters, numbers and a variety of special characters. If you enter characters that are not allowed, these will be ignored. Click on the ‘OK’ button to finish. The folder will be created and located.
6. The folder will be created at the top of the Assets List unless you have created a subfolder. In this case, the new folder will be inside the patent folder. To create a subfolder highlight a folder in the Assets List, then click on the ‘+’ button. Name the folder as in the above step.
7. You can also create a new folder by secondary clicking in the Images or External Files section. A menu will appear. Click on the 'Add Folder' option and continue with step 5 above.

Renaming a Folder

To rename a folder, double click on its name. Edit the name and press 'Enter' to finish.

Moving Assets List Subfolders

You can move subfolders out of their parent folder, or into other folders, just by dragging and dropping the folder to its new location.

Adding and Moving Assets

Assets can be added to, moved, and removed from, a folder by drag and dropping the asset file to its new location. You can also drag and drop multiple asset files at one time.

To add an asset in to a folder, drag it from its current location in the Assets List and drop it on top of the folder. The file will be added to the folder. If you already have files within the folder and the folder itself is open, you can drag and drop the file on top of the files that are within the folder.

To move an asset from a folder, drag it to the left of the triangle symbol. The file will be relocated one level up. To move a file back in to the main Asset List, make sure that you move it left of the left most triangle symbol.

To move a group of assets that are listed one after each other in the Assets List, click on the first asset in the list, then Shift+Click on the last asset you want to move in the list. Drag and drop the highlighted assets to their new location.

To move files that are in different locations in the Assets List, click on the first asset you want to move, then press Command+Click on each of the other assets in the list that you want to move. When you have finished selecting the assets, drag and drop the highlighted assets in to the folder where want you them.

Deleting an Assets List Folder

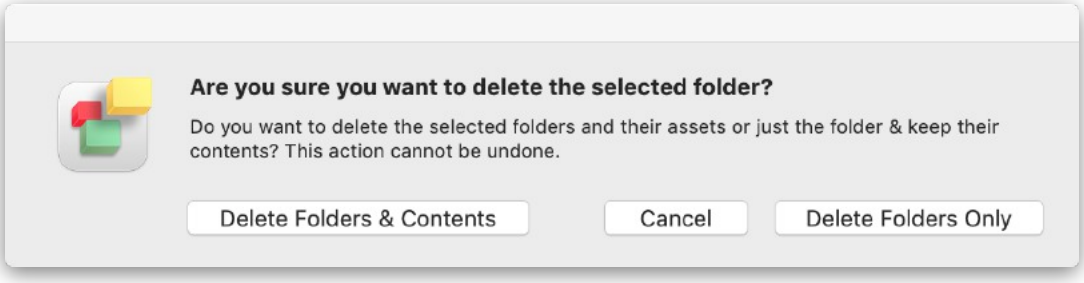


Figure 9.3: Assets List Folder Deletion Options

You can delete a folder from the Assets List in a number of ways. First highlight the folder you want to delete in the Assets List then either:

- Click on the '-' button in the Assets List Organizer.
- Press the backspace key or
- Secondary click on the folder and select the 'Delete Folder' option.

In all cases, a dialog box will be appear with options to 'Delete Folders & Contents', 'Delete Folders Only' or 'Cancel'. Select the option of your choice (See Figure 9.3).

If you select 'Delete Folders Only', any assets the folder contains will be moved to the next folder level up in the Assets List.

Displaying Assets List Folders

When you add a new folder to the Assets List, it will be empty and the folder will be displayed as closed, which is shown by the triangle symbol pointing to the right, towards the folder name. You can toggle the folder open or closed at any time by clicking on the triangle. When the folder is open (see Figure 9.1), the triangle points downwards and the folder contents are displayed.

Previewing Image Files

Clicking on EverWeb's Assets List Preview 'eye' icon allows you to:

2. Access Apple's Preview app where you can edit the image directly without having to leave EverWeb.
3. Share the image file using the Share Sheet icon.
4. Display the image preview at full screen or at a size you want by dragging the corners of the Asset Preview window.

The Assets List Settings Cog

The Assets List Settings Cog allows you to

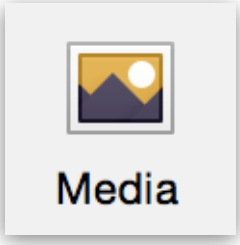
1. Set the sort order of the Assets List
2. Display detailed file information about image file assets such as file size and image dimensions
3. Locate any any assets that are not used in your website project so that you can delete unwanted assets if desired.

Replacing an Asset

You can replace an image asset with a different image using the Assets List. This action will replace the image file with the new one of your choice whilst keeping the original asset's settings in tact (e.g. size, position and location). To access the Replace Assets feature:

1. Go to the Assets Tab
2. Secondary click on the image asset you want to replace.
3. A contextual menu will appear. Click on 'Replace Asset'.
4. Choose the new image file that you want to replace the existing file.
5. The original image will be replaced throughout your site with the new image. The settings used for the original image will remain intact.

The Media Browser



In addition to the Assets List, the Media Browser in EverWeb's Toolbar can be used to access images and other media.

If you click on the 'Media' button, you will see a sub menu displayed with a choice of two options:

- The Media Browser (see Figure 9.4)
- The free Stock Photos library.

You can add images to your website from media locations such as Apple Photos. You can drag and drop additional folders onto the Media Browser so you can access images from any accessible folder location.

Whenever you want to add an image from the Media Browser simply drag and drop the image either on the Editor Window or in to the Assets List.

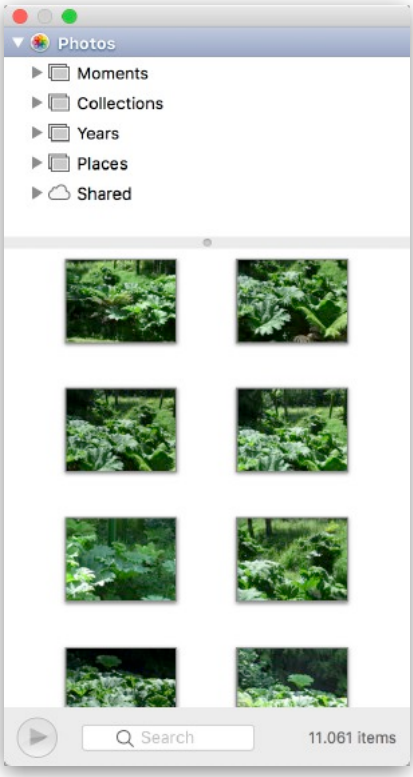


Figure 9.4: EverWeb's Media Browser

Stock Photos

EverWeb allows you to easily access over half a million free to use stock photos that can be included in your website. To add a Stock Photo to your page:

1. Go to the Window-> Stock Photos... menu option or click on the Media button in the Toolbar and select 'Free Stock Photos'.
2. The Image Search window will open with a search bar at the top.
3. Enter the word(s) that you are searching for e.g. 'Cat' and press Enter to perform the search.
4. Images that match your search criteria will be displayed below the search bar. If no results are found, the Image Search window displays the text 'No Results Found'.
5. Drag and drop the image that you want to use onto the Editor Window.
6. To add a Stock Photo in a blog post, first make sure the blog post you want is selected, then drag and drop the image from the Image Search box onto the Blog Post Editor Window or Blog Post Preview Window.
7. To add a Stock Photo to the Assets List, first select the Assets tab, then drag and drop the Image you want from the Image Search box into the Assets List. The saved image can then be used later.
8. Images in the Assets List are named after the search criteria.

You can keep the Stock Photos search window open whilst working on your website. If you want to bring the Stock Photos search window to the front, just use the Window-> Image Search option.

When you quit EverWeb, the Image Search window also closes. When you enter EverWeb the next time, you will need to reopen the Stock Photos Image Search window again to use it.

10 The Widgets Tab

Widgets are like mini-apps that allow you to easily add extra features and functionality to your website without having to code.

The Widgets Tab

Widget Organization

EverWeb's Default Widgets

The Widgets Tab

EverWeb includes a number of built in 'widgets'. A widget is like a mini app that allows you to easily add extra features you may want to your website (see Figure 10.1). For example, use the Navigation Menu widget to create a simple, dropdown or responsive 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 on.

Adding a widget to your web page is easy:

1. Select the page on which you want to add the widget.
2. Next select the Widgets tab in the Inspector Window on the right hand side.
3. Find the widget you want to use and drag and drop it on to the Editor Window.
4. Size and position the widget as required.
5. Use the Widget Settings in the Inspector Window to customize the widget, or setup widget specific defaults, as you want.

Widget Organization

EverWeb includes a number of built in widgets. Additional widgets are available, either free or to purchase, from third party widget providers. You can easily add widgets to the Widgets tab as described below.

If you have added third party widgets into EverWeb, you may want to organize the Widgets Tab so that they are easily accessible.

Widget Category Settings and Search Box

Directly beneath the Widgets Tab, are the Widget Category Settings (Figure 10.2) which includes the Category List drop down menu, the Remove Category button, the Category Settings button and the Add Category button. These features allow you to organize and manage your widgets. Beneath the Widget Category Settings is the Search bar which you use if you want to quickly search for a specific widget.

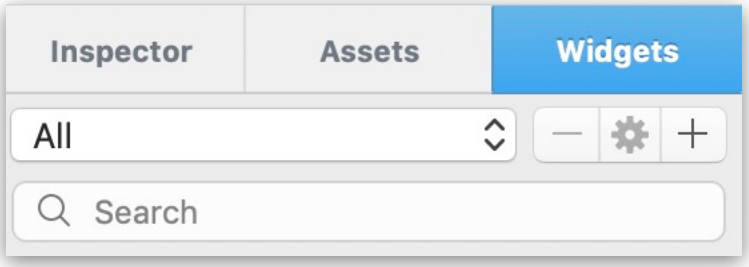


Figure 10.2: The Widget CategorySettings

Widget Category List

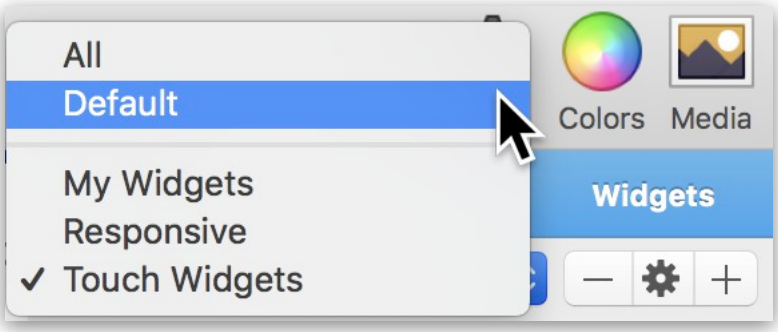


Figure 10.3 The Widget Category List showing Default and user created Widget Categories

The Widget Category List dropdown (Figure 10.3) contains two predefined widget categories that cannot be deleted. The Widget Category List includes any categories you have created under the predefined categories.

Click on the Category List dropdown to select the category you want displayed.

- **The 'All' Category**
  The 'All' category displays all of the widgets that have been installed on your computer. You can add, move and delete third party widgets in to this category. You cannot remove EverWeb's set of default widgets.

- **The 'Default' Category**
  The 'Default' category lists only EverWeb's preinstalled widgets. You cannot add, move or delete these widgets from this category. If you have no third party widgets installed on your computer, the 'All' and 'Default' categories will look the same.

- **User Created Categories**
  If you have created your own categories, these are listed below the 'All; and 'Default' categories. You can rename a user created category, add third party widgets into the category, remove widgets from the category and delete the category itself using the controls immediately beneath the Widgets tab (see Figure 10.2).

Adding Widgets to the Widgets Tab

To add third party widgets to the Widgets tab, just drag and drop the widget(s) you have downloaded on to the Widgets tab.

If the widgets you want to add are in a folder, you can drag and drop the folder itself on to the widget list. When you do this, EverWeb will create a new category with the same name as the folder. All of the widgets in the folder will be placed within the newly created category.

Creating a New Widget Category

To create a new Widget Category:

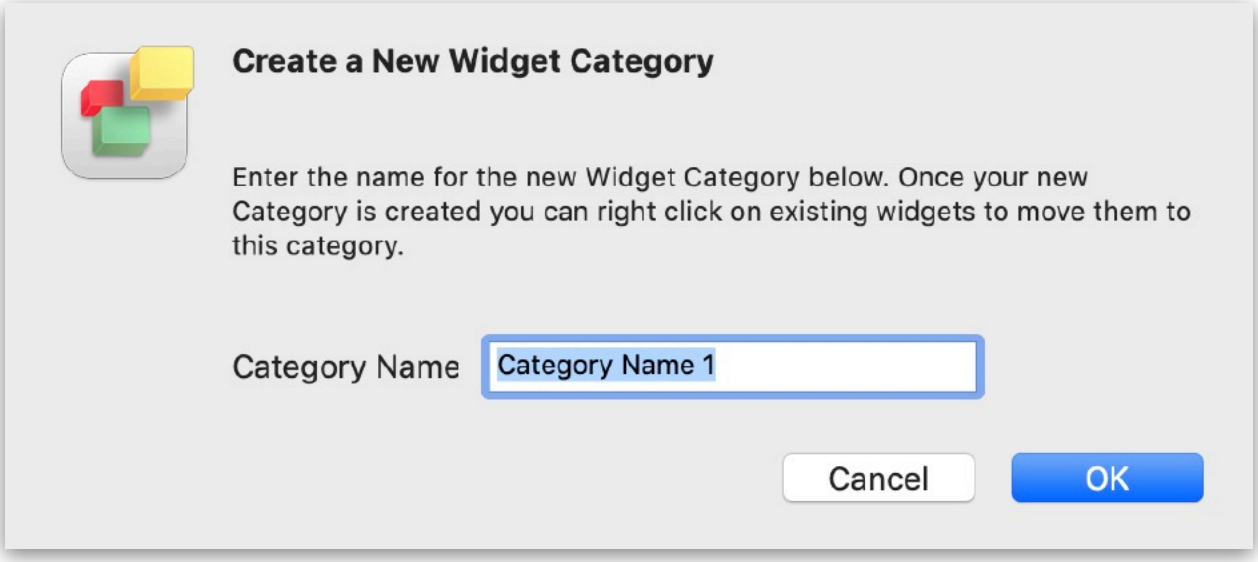


Figure 10.4: Creating a new Widget Category,

1. Click on the Add Category '+' button in the Widget Category Settings
2. A dropdown will appear asking you to enter the name of the Widget Category you want to create (Figure 10.4).
3. Enter the name you want then click the 'OK' button to finish.

4. If you try to create a category that already exists, EverWeb will ask you to enter a unique category name.

Once you have created a new category, it is added to the Category List. If you click on the category you have just created you will see that it contains no widgets.

Renaming a Widget Category



Figure 10.5: Use the Widget Category Settings cog to name or rename a Widget Category.

To rename a Widget Category:

1. Select the category you want to rename from the Widget Category List
2. Next, click on the Category Settings cog.
3. A drop down will appear (see Figure 10.5) where you enter the new name for the Widget category.
4. Click the 'OK' button when finished.

Adding Widgets in to a Category

There are a number of ways to add widgets to a Category:

1. Move the widget from one category to another.
    1. Secondary click on the widget you want to move.
    2. The 'Move To' submenu will appear. Mouse over the 'Move To' menu option so that the Category List appears.
    3. Click on the Category you want to move the widget to.. The Widget will be moved to the category you have selected.
    4. Note that if you are performing this operation from the 'All' Category, the widget will still appear in the List as well as in the Category you have moved the widget to. Remember that widgets cannot be moved from the Default Category List.

2. Drag and drop third party widgets directly in to the Widgets tab.
    1. First select the category that you want the widget to be included in.
    2. Drag and drop the widget into the Category. Remember that any widgets added will always appear in the 'All' Category List.

3. Drag and drop third party widgets in a folder directly in to the Widgets tab.
    1. The Folder name is used to create a new Widget Category, therefore, name the folder as the name of the Category that you want to create.
    2. Drag and drop the folder containing the widgets into the Widgets List..A new category will automatically be created that contains the widgets in the folder.

Deleting Widgets

To delete a widget from a category, secondary click on the widget and select ‘Delete’ from the menu. When you do this, you will be asked to confirm the deletion. The dialog box also states that when you delete a widget it will be placed in the Trashcan.

If you delete a widget by mistake, go to the Trashcan and drag and drop the widget back on to the Widgets list.

Only third party widgets can be deleted. It is recommended that you back up any widgets free or purchased third party widgets in case you need to restore them for any reason at a later date.



Figure 10.6: When removing a Widget Category EverWeb will ask you what you want to do with the widgets.

Deleting a Widget Category

To delete a Widget Category,

1. Click on the Remove Category ‘-‘ button.
2. A dropdown will appear asking you to confirm your actions (Figure 10.6). There are three choices:
    - Select ‘Delete Widgets’ to delete the Widget category and the widgets in the category from EverWeb. If you delete the widgets by mistake, open the Trashcan on your computer and drag and drop the widgets back in to the Widgets list.
    - Select Cancel to stop the category deletion

EverWeb's Default Widgets

EverWeb includes built in 'default' widgets. Each widget is described below in detail in the order in which it appears in. the Widgets tab.

Some of the widgets listed are categorized to help you identify when the widget can be used in Fixed Width, Responsive or both page layout styles.

[Full Width Capable]

Most widgets, such as the YouTube Video and Google Maps widgets, can be used as Full Width objects in Fixed Width and Responsive page layouts. Use the Full Width checkbox in the Metrics Inspector to toggle Full Width capability on or off as required.

Full Width capable widgets can be used as Section objects in their own right in a responsive page layout when 'Full Width'. If the widget is not to be used at Full Width in a responsive page layout, it must be embedded in to a Responsive Row widget in order to work correctly.

[Responsive]

Some EverWeb's Widgets, such as the Responsive Row and FlexBox widgets, are designed specifically for use only in a Responsive Page Layout. Whilst these 'Responsive' widgets can, in theory, be used in a Fixed Width page layout, it is not recommended or supported.

Uncategorized Widgets

Where a widget has not been categorized as either 'Full Width Capable' or 'ResponsiveOnly', the widget is not Full Width capable e.g. the PayPal widget.

In this instance the widget can be drag and dropped anywhere on your page when using a Fixed Width Page Layout.

When using a Responsive Page Layout, the widget must be embedded in a Responsive Row widget in order to work correctly.

Navigation Menu Widget [Full Width Capable]

EverWeb's built-in navigation menu makes it easy to add a navigation menu that links to some, or all, of the pages of your website. Simply drag and drop the Navigation Menu widget onto the Editor Window. A menu with links to some, or all of the pages on your site will appear.

Navigation menus can either be simple, dropdown or responsive.

You can modify your navigation menu settings using the Widget Settings tab in the Inspector. On this tab, you can change the navigation menu's alignment, padding, spacing, and minimum width.

If you have created a dropdown navigation menu you can change the background color and the mouse over color for the submenu.

If you have set the navigation menu to be responsive, you can set when the navigation changes from a menubar to a hamburger style icon and the styling of the hamburger icon.

To change the font type and font size of the text, click on the Fonts button in the Toolbar and make your changes. If you are using a responsive navigation menu, use the options in the Hamburger Button section of the Widget Settings instead.

To change the text color of the navigation menu, and the Rollover and Visited colors, use the Hyperlinks tab. In the Hyperlink Formatting section click on the color swatch next to the option you want to change (e.g. 'Rollover') and select the color you want to use. You can also select if link to be underlined.

Tip: If you do not want a page included in the navigation menu, go to the Inspector Window. Click on Page Settings tab. In the Page Details section, uncheck the 'Include in navigation menu' option.

RSS Feed Widget

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.

Image Gallery Widget

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.

Responsive Row Widget [Responsive]

The Responsive Row Widget is only used in a Responsive Page Layout. The widget acts as a container that allows you to add text, shapes, images, media and widgets to a responsive web page.

The Responsive Row Widget is useful for adding any number of elements that should be adjusted vertically as the browser window is resized to a smaller width. Objects will align horizontally or vertically so they can fit within the browser size dimensions without requiring the website visitor to scroll horizontally.

The goal of the Responsive Row Widget is to allow any object - text, images, widgets etc... - to be added to a responsive website without having to actually be responsive themselves. As well, to allow multiple objects to appear horizontally on your webpage if the browser can it them. Otherwise they are displayed vertically.

For more information please refer to the ‘Responsive Websites in EverWeb' chapter.

Audio Widget [Full Width Capable]

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.

Contact Form Widget [Full Width Capable]

To add a contact form to your website, drag and drop the Contact Form widget onto the Editor Window. In the Widget Settings, enter your email address in the 'Email Address' field. This is very important as 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 to add different fields other than the ones 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 Widget [Full Width Capable]

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

Contact Forms Enhanced Addon is the perfect addon to Contact Form Advanced widget for managing and reporting your contact form submissions. See the Contact Forms Enhanced Addon chapter for more details.

FaceBook Like Widget

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 Widget

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.

FlexBox Widget [Responsive]

The FlexBox widget allows you to combine styled text, images, video and buttons in the combinations of your choice for a responsive layout that adjusts its layout depending on the screen size.

The widget is highly customisable including mouse overlay effects and object wrapping options for incredible design flexibility.

The FlexBox widget is extremely useful in a Responsive website as it adjusts its contents to the size of the browser window.

Google Maps Widget [Full Width Capable]

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.

Heading Tags Widget [Full Width Capable]

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.

HTML Snippet Widget [Full Width Capable]

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

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

Image Slider Widget [Full Width Capable]

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.

Live Photo Widget

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!

PayPal e-Commerce Widget

The PayPal e-commerce widget lets you add either PayPalPayPal Buy Now buttons or a fully featured Shopping Cart. You can even add a 'Donate' button. The PayPal widget is highly customizable so that you can add your own product descriptions, images and customized pay buttons.

Pinterest Pin It Widget

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.

Responsive Image Gallery [Responsive]

Six different layout styles let you create dynamic Image Galleries for your responsive website with this highly customizable widget.

page by setting the ‘Search Results’ field to ‘One of My Pages’ and using the Search Results widget in the page you choose to display the results upon.

Search Results Widget [Responsive]

Use this widget to display search results found using the Search Field widget on a separate page in your website. This widget can only be used in conjunction with the Search Field widget when the Search Field widget’s Search Results field is set to ‘One of My Pages'.

Text Section Widget [Responsive]

Combine text, images and buttons together to create flexible responsive layout designs. The widget has an incredible range of styling options including an option to include multiple buttons.

Twitter Follow Me Widget

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 Widget [Full Width Capable]

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

Vimeo Widget [Full Width Capable]

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

paste the link for the YouTube video you want to embed. When you are finished, click the Apply button. You can modify the size of the video to suit your needs.

11 Blogging

EverWeb includes a powerful, fully integrated and feature rich blogging environment so you can create the blog that you've always wanted.

Creating a Blog

The Blog Main and Archive Pages

The Blog Posts Window

Importing Blog Posts In To EverWeb

The Blog Editor Window

The Blog Preview Window

Adding Commenting to your Blog

RSS Features and Blogging

Blogging

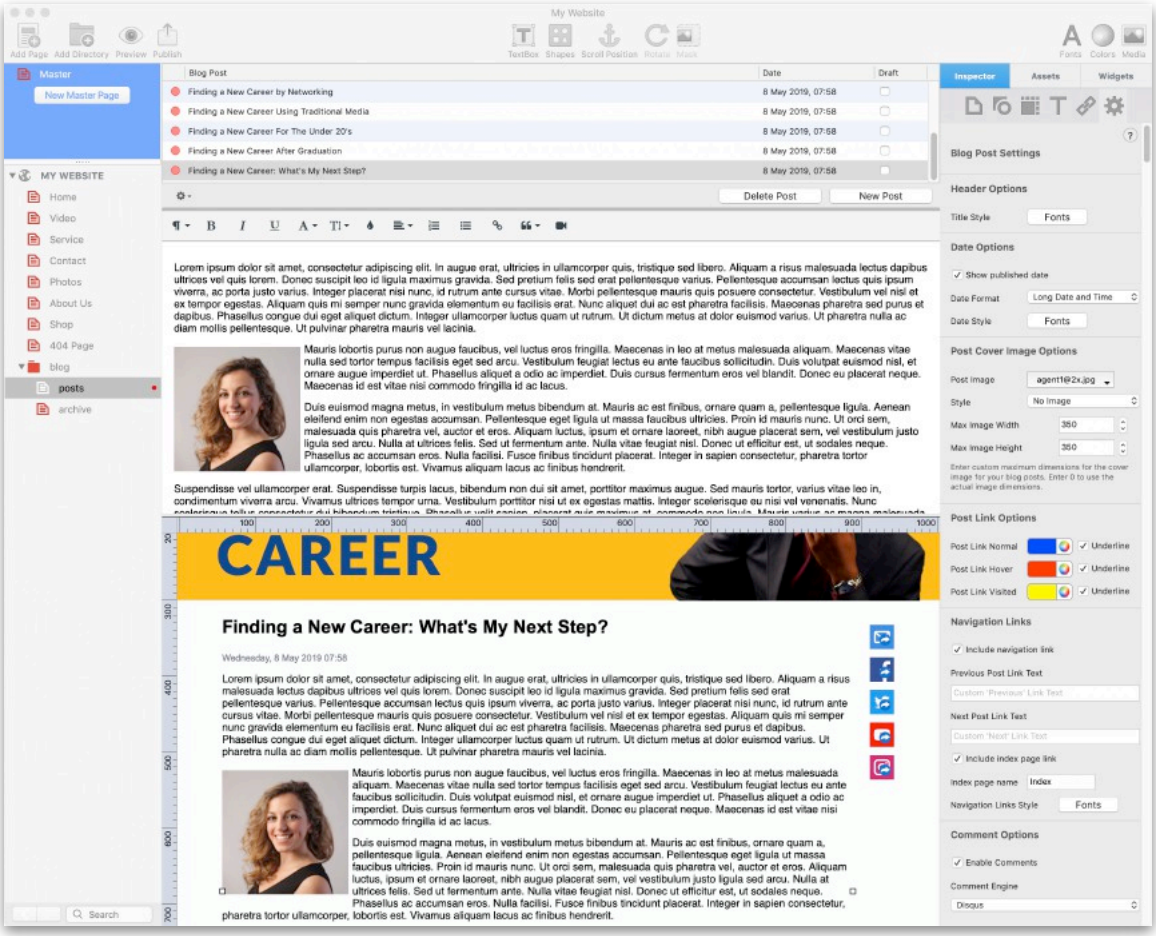


Figure 11.1: EverWeb includes a powerful and versatile blogging tool that is easy to use and flexible for every blogger's needs

EverWeb lets you easily create your own online journal with its powerful, easy to use, blogging environment (see Figure 11.1). Your journal, known as a 'blog', can include one or more articles, known as 'posts'. Posts are great for writing longer, in depth articles that you want to keep separate from your regular web pages. Posts can also be short articles too, e.g. news items or announcements.

You can format your blog posts in a number of different ways to suit your style. Blog posts are listed in an 'Index' page which shows your latest posts. Older posts can be accessed from a built in 'Archive' page.

This chapter describes EverWeb's blogging environment when using a Fixed Width page layout. If you want to design a responsive blog, or want to convert an existing Fixed Width layout blog to a responsive design, please refer to

Responsive Blogging in the Responsive Websites in EverWeb chapter for more information.

Blogging Basics

Creating a Blog



To create a new blog, click on the 'Add Page' button in the Toolbar. In the Template Chooser, select a Theme from the left hand column that has a 'blog' page or select the 'Blank' Theme Template to design your own blog theme.

Click on 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 pages (see Figure 11.2):

- 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.
- The Posts page is where you create, edit, format and manage your blog posts and is the page you will probably use the most.
- The Archive page is where older posts are listed.

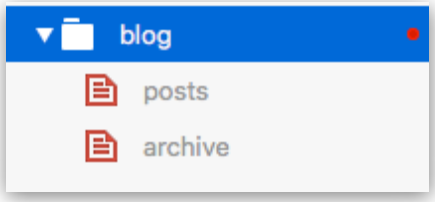


Figure 11.2: EverWeb's Blog Structure in the Web Page List

Renaming a Blog

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. Alternatively, use the File-> Rename menu option.

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

Deleting a Blog

Deleting a blog works in the same way as deleting any other pages 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

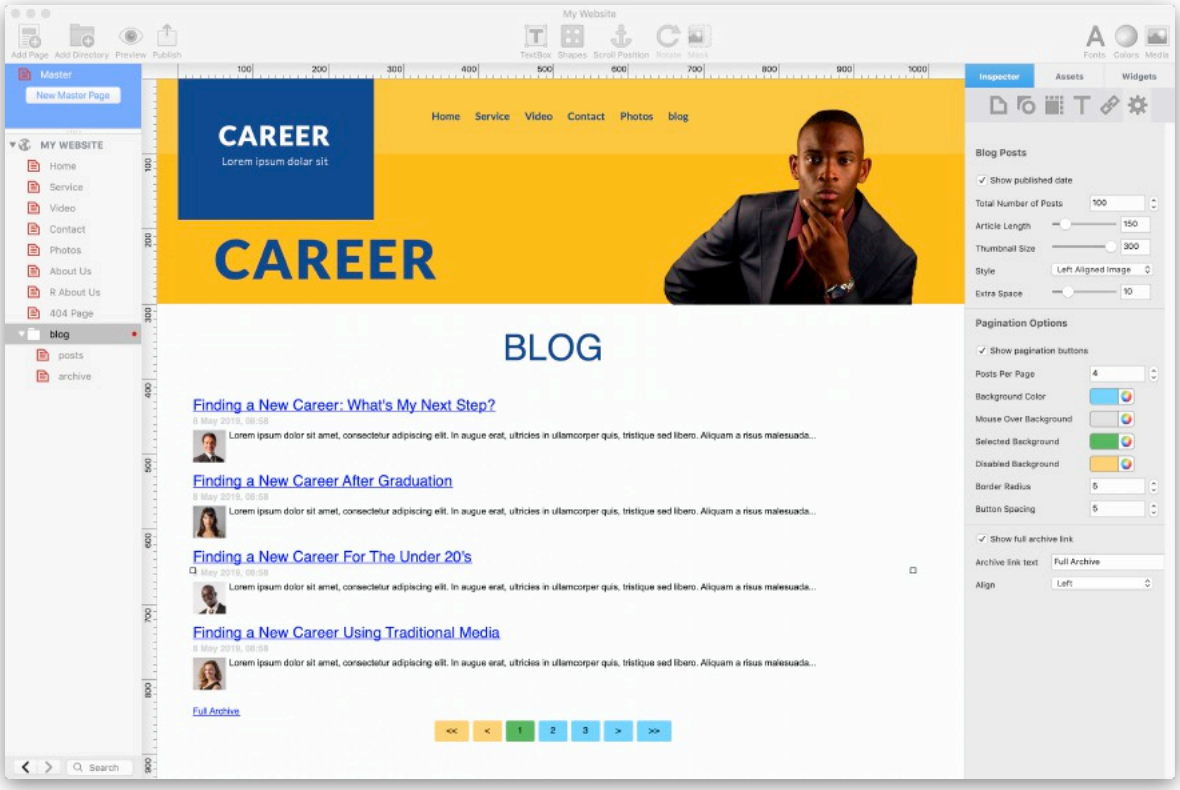


Figure 11.3: The Blog Main page showing a list of blog posts. The whole list is contained in the Blog Main 'widget' that has a selection handle on each side. The Widget Settings are shown on the right.

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 11.3). 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

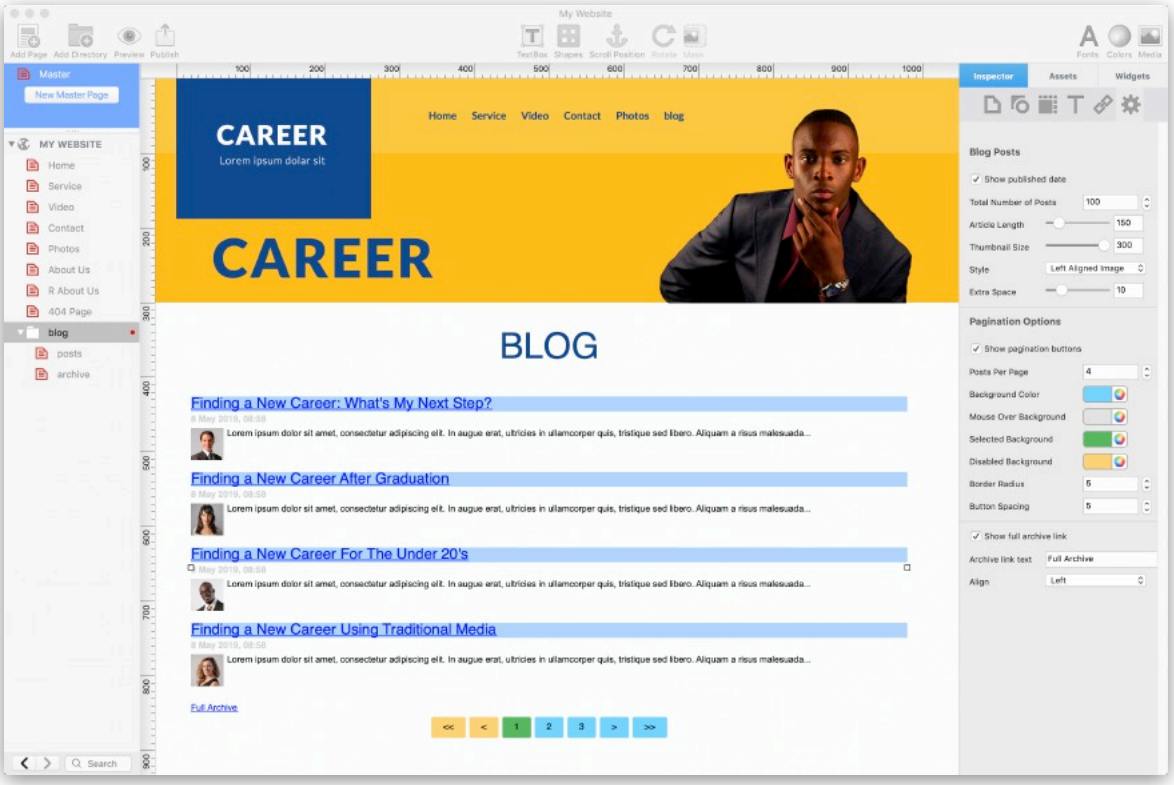


Figure 11.4: When you click on any item in the Blog Main widget, e.g. a title, all of the same type of item are highlighted so you can apply formatting to them all at the same time.

The Blog Main and Archive pages are customized in the same way as each other. In this 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 either side of the widget, click once inside the widget to display them. Next select the Widget Settings tab (see Figure 11.4) in the Inspector Window. You now have a number of options available to customize the look of the widget e.g. to display only the first 100 characters of your blog post's text change the Article Length setting from 150 to 100. If you want to include pagination buttons check the 'Show Pagination Buttons' box and so on.

You can easily change the text formatting options of the widget. First click on the Fonts button in the Toolbar. With the Fonts Panel on screen, double click on either a blog post title, a blog post date (if you have it displayed), the text of a

to the page. All of the same items will be highlighted e.g. all of the blog post titles (see Figure 11.4). Select the fonts you want to use for the selected item from the Fonts Panel.

Formatting Blog Post Titles

Blog post 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 with blog post Titles, double click on any post date or content summary to change its formatting. Once selected, click on the Fonts button in the Toolbar to open the Fonts Panel to make your changes.

The Blog Posts Window

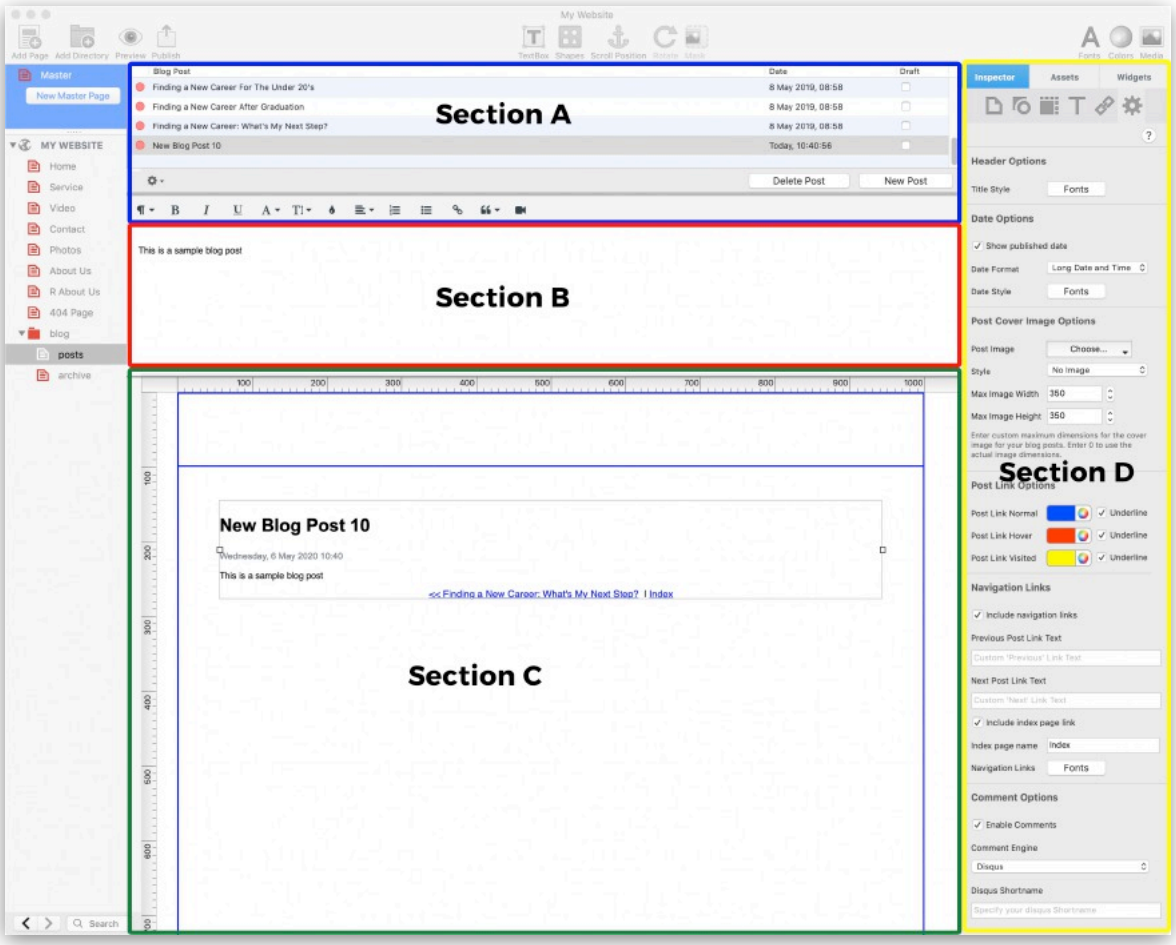


Figure 11.5: EverWeb's Blog Posts Window has four sections: The Blog Posts List, the Blog Editor window the Blog Preview window. and the Blog Post Widget Settings

The Blog Posts window is the heart of your blogging experience in EverWeb. It has four sections (Figure 11.5):

1. The Blog Posts List at the top lists all of the blog posts you have created (see Figure 11.5 - Section A). Click on the post you want to be able to edit it. This section also allows you to add new blog posts, delete posts, edit the post's keywords and short summaries and import blog posts from iWeb and WordPress.

2. The Blog Editor Window in the middle is where you add the blog post's text. You can also add images, hyperlinks and lists as well as text formatting for your post (see Figure 11.5 - Section B).

3. The Blog Preview Window at the bottom is where you see the formatted blog post including the blog post title, date, pagination and comments section if you have included these (see Figure 11.5 - Section C).

4. The Widgets Settings tab is where you can change the styling settings for individual blog posts or all your blog posts (see Figure 11.5 Section D).

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 to add posts to your blog. 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.

Adding Short Summaries to a Blog Post

To access a blog post's Short Summary text, click on the Settings Cog then select 'Edit' from the menu. The Short Summary lets you create a summary of the blog post without having to display the contents of the post itself. The Short Summary, when used, replaces the summary in the blog main or archive page.

Adding Keywords to a Blog Post

To access a blog post's Keywords, click on the Settings Cog then select 'Edit' from the menu. Adding Keywords to your blog post is useful for SEO purposes. Using good Keywords can help boost your SEO results page rankings. See the chapter on SEO for EverWeb for more details about using SEO techniques in your website for better search engine ranking results.

Drafting a Blog Post

When you create a blog post, you may not want it published when you publish your website as it may be finished yet! If this is the case, tick the checkbox in the 'Draft' column for the post that you do not want to publish yet. When you are finished writing the post and want it published, just uncheck the Draft checkbox.

Duplicating a Blog Post

To duplicate a blog post, secondary click on the blog post you want to duplicate, then 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 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.

The post date/time can also be synchronised to the date and time that the website is published by ticking the 'Use Website Publish Date' field.

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. Move your mouse pointer to the line between the bottom post in the list and the row of

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' menu option from the Settings Cog in the Blog Posts List (see Figure 11.5 - 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 Settings Cog in EverWeb's Blog Posts List Window, then select 'Import' from the menu.
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 in EverWeb, click on the Settings Cog, then select the ‘Import’ menu option. 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

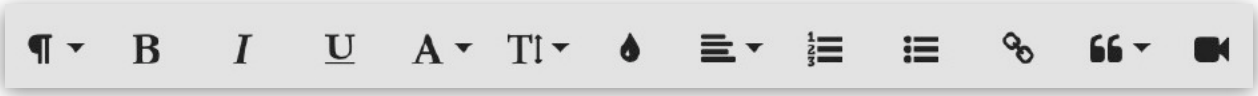


Figure 11.6: The Blog Editor Toolbar contains frequently used editing features for quick access.

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 11.6). 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 11.7). 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.

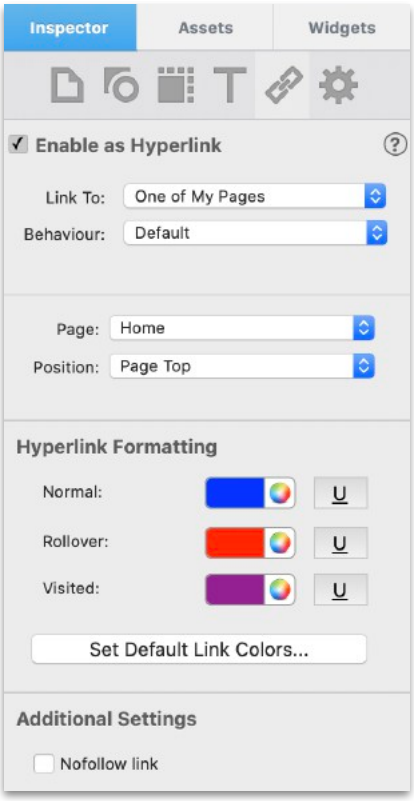


Figure 11.7 The Hyperlinks tab.

Images in the Blog Editor Window

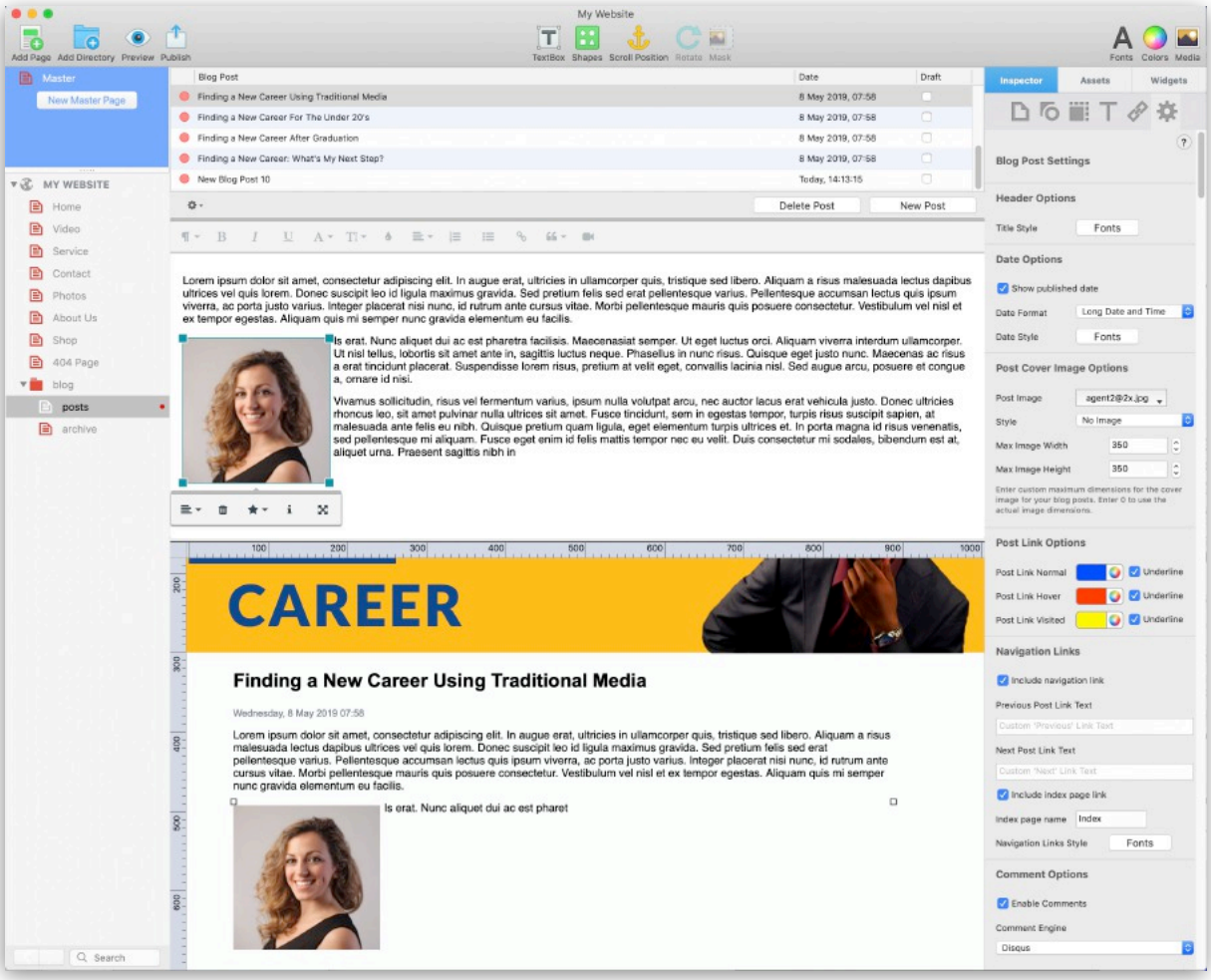


Figure 11.8: The Blog Post Editor Window showing a selected image and the Image Editing Toolbar.

Images can be drag and dropped directly in to the Blog Editor Window. Once you have dropped the image in 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 11.8). 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

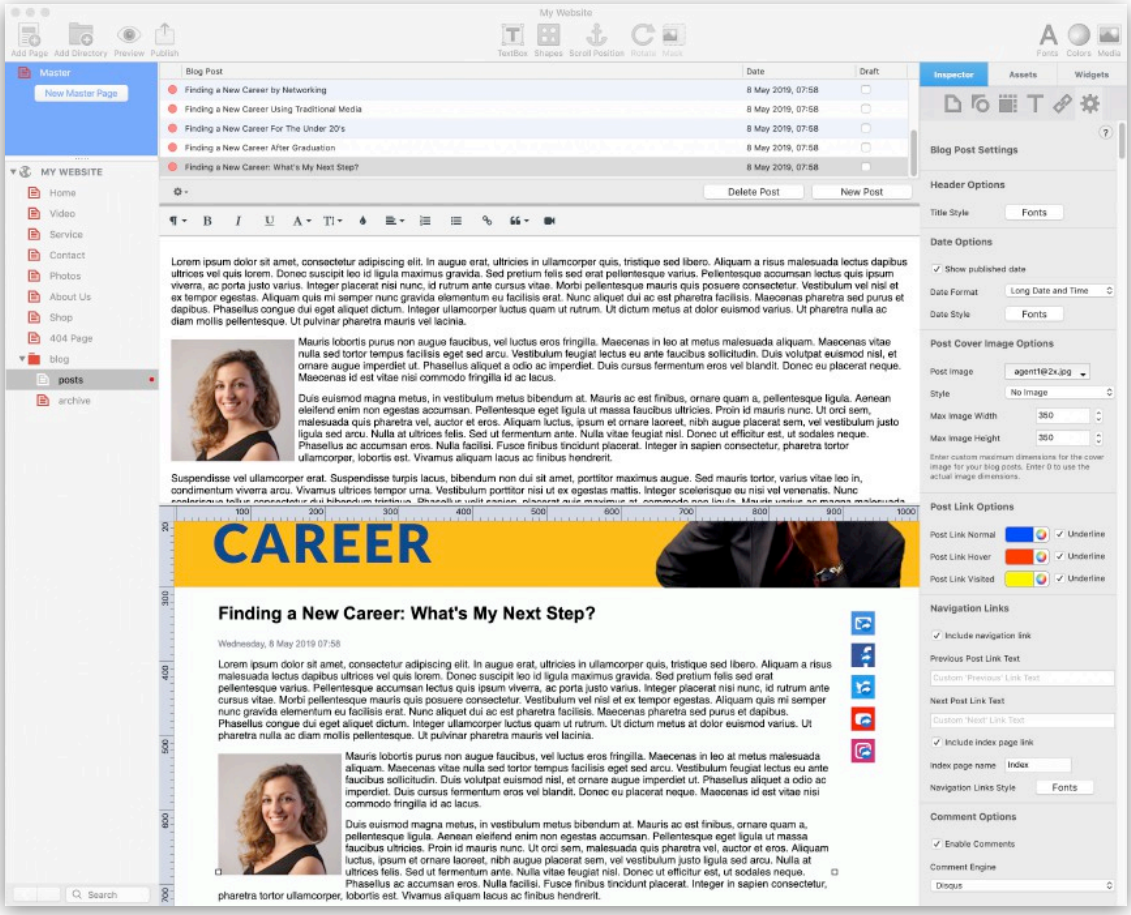


Figure 11.9: You can add objects such as social media buttons to the Blog Preview Window so that they appear on all of your blog posts in the same place.

The Blog Preview Window is where you see how your blog post will look when published. It is similar to a Master Page as when you add, edit or delete objects, or change any formatting, these changes are applied to **all** your blog posts e.g. if you add social media buttons in the Blog Preview Window of one of your posts, the buttons will appear in all posts (see Figure 11.9).

The text 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 of return to the Index (Blog Main) page.

Use the Post Cover Image Options to add an image to the blog post. Set the Maximum Image Height and Width options for Fixed Width and Responsive pages to limit the size of the cover image.

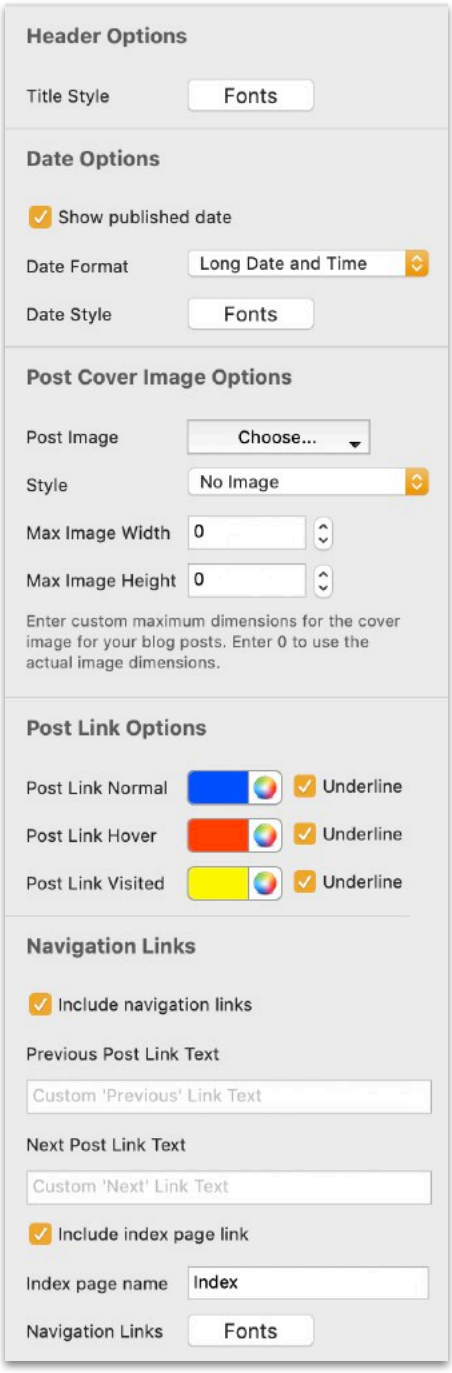


Figure 11.10: The Blog Posts Widgets Settings (excluding the Comments Options section).

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 Blog Posts Preview Window

You can add in other objects, such as images and buttons, in to the Blog Posts 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 11.9). 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. You can customiser the text of the Previous Post and Next Post links if you want.

By default, EverWeb displays navigation links. If you do not want navigation links displayed, deselect the ‘include navigation links’ and/or ‘include index page link’ settings in the Blog Posts Widget Settings.

The navigation links can be customized. By default, the previous and next blog post titles are displayed as the links to the previous and next blog posts. You can change the link text if you want using the ‘Previous Post Link Text’ and ‘Next Post Link Text’ options. When these fields are blank, the default blog post title links are used.

To change the font of your navigation links, use 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.

Choosing Your Comment Engine

You can choose to use either Disqus and Facebook Comments (see Figure 11.10). 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.

Obtaining 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

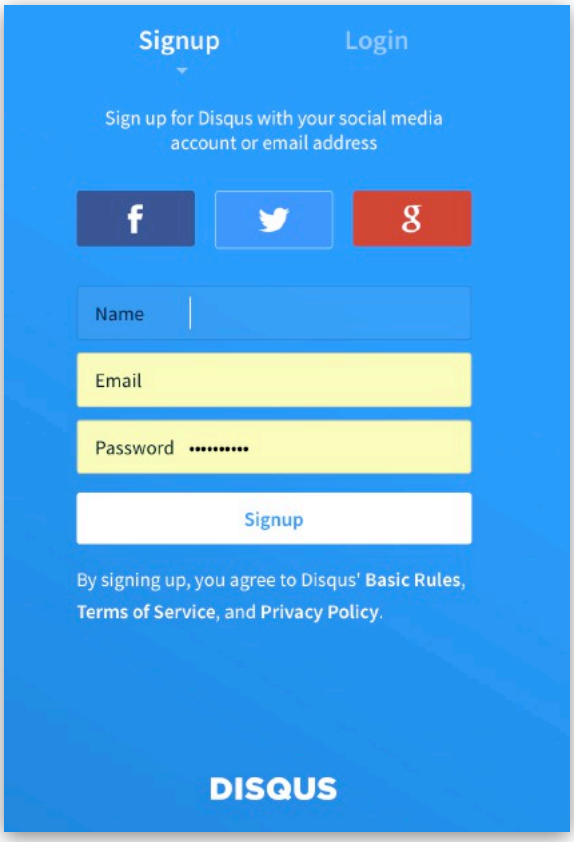


Figure 11.11: Disqus Signup screen

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 11.11)

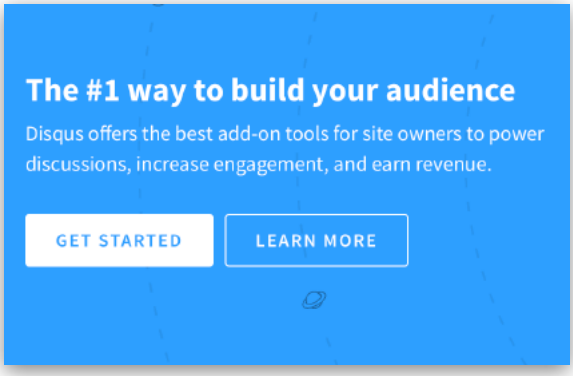


Figure 11.12: Getting Started with Disqus Setup

3. When you sign up, click on the'Get Started' button on the '#1 way to build your audience' screen (See Figure 11.12).

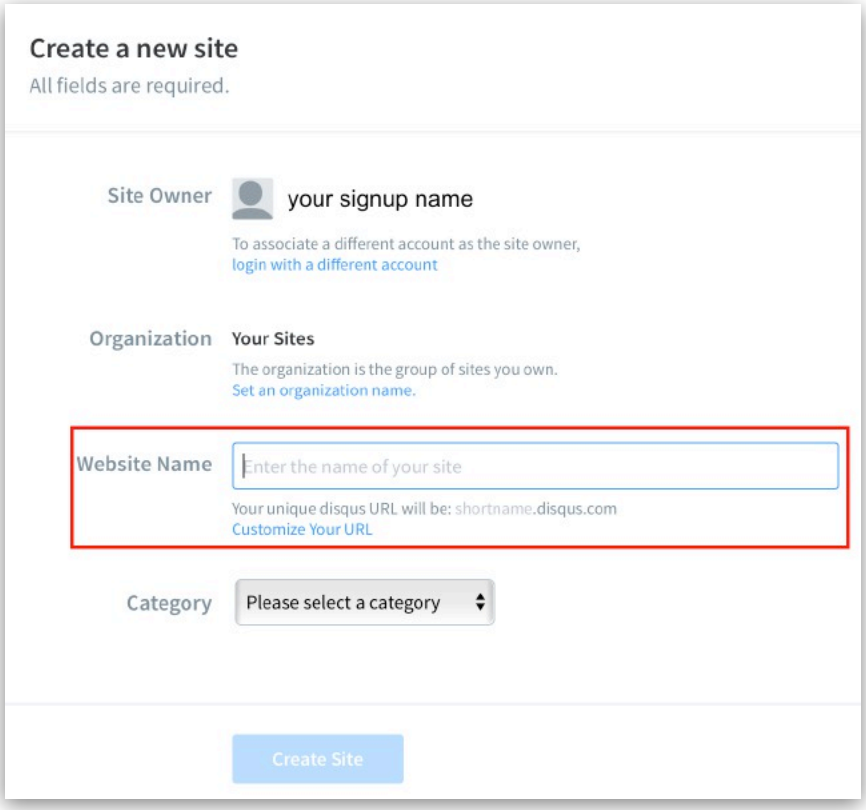


Figure 11.13: The Create a new site screen

4. Next you will see the'Create a new site' screen (See Figure 11.13). 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 11.13) 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 11.14).

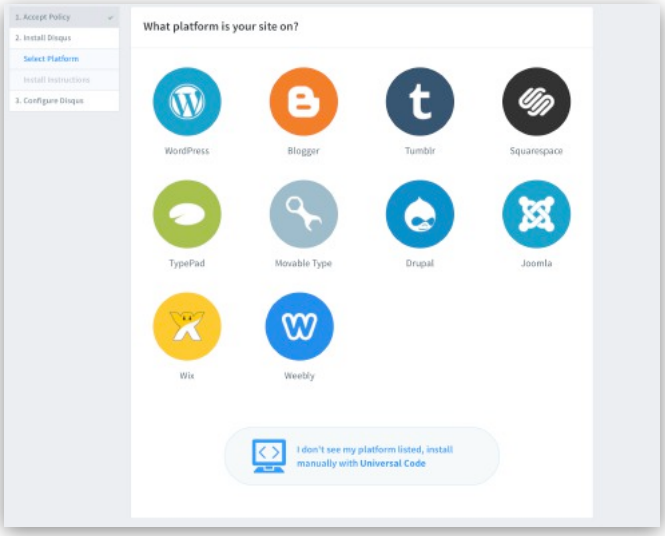


Figure 11.14: Choose the Universal Code option as your Platform

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

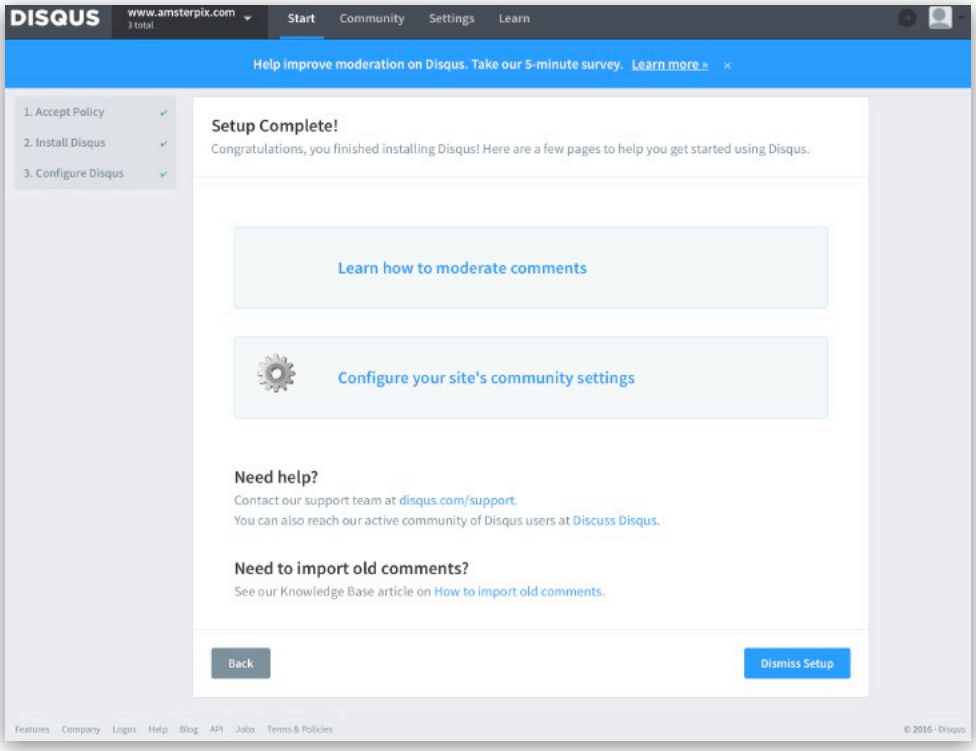


Figure 11.15: The Setup Complete screen for Disqus

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 11.15).

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:

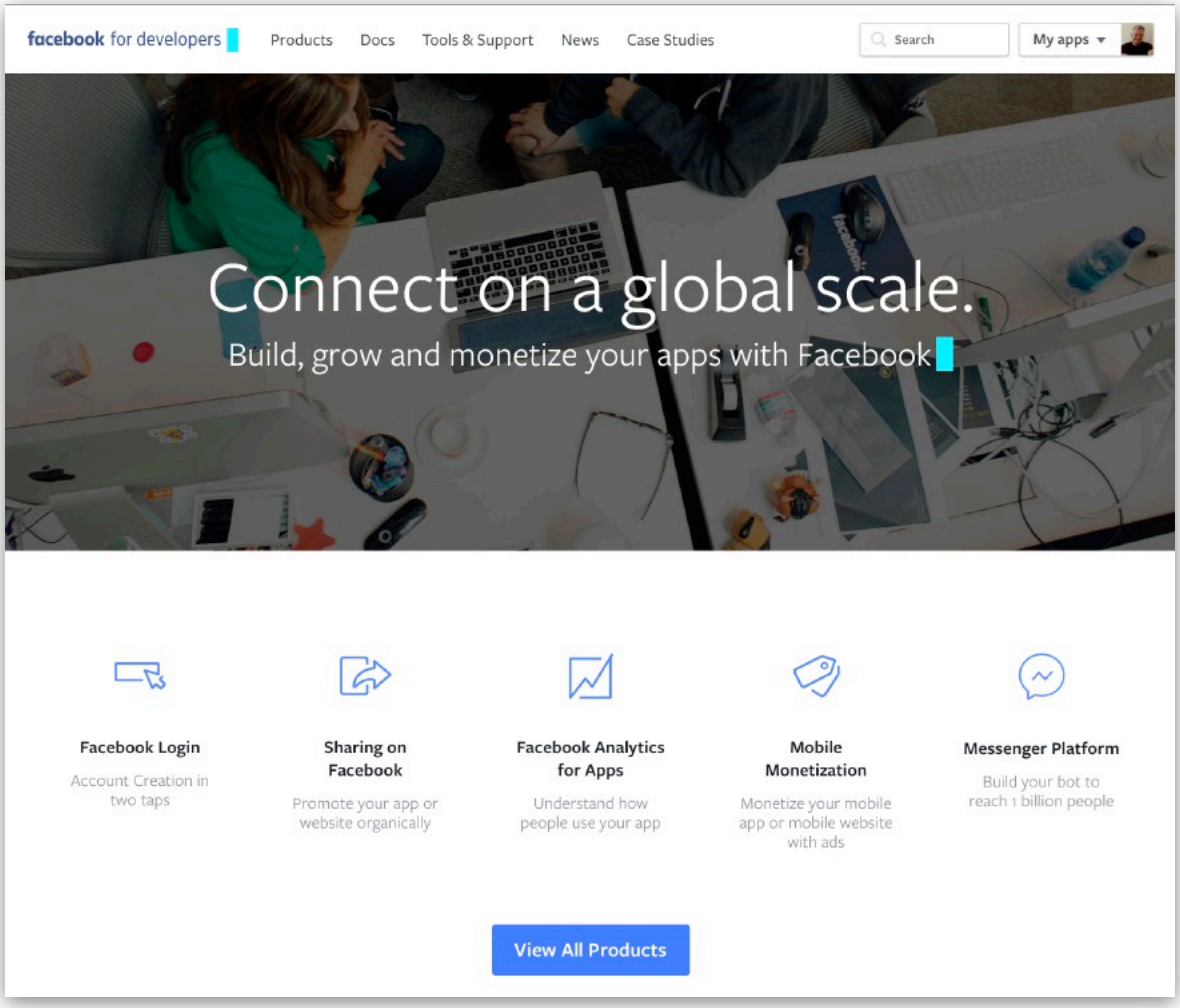


Figure 11.16: The Facebook Developers Home Page with the 'My Apps' button in the top right hand corner of the screen

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 11.16)

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 11.17).

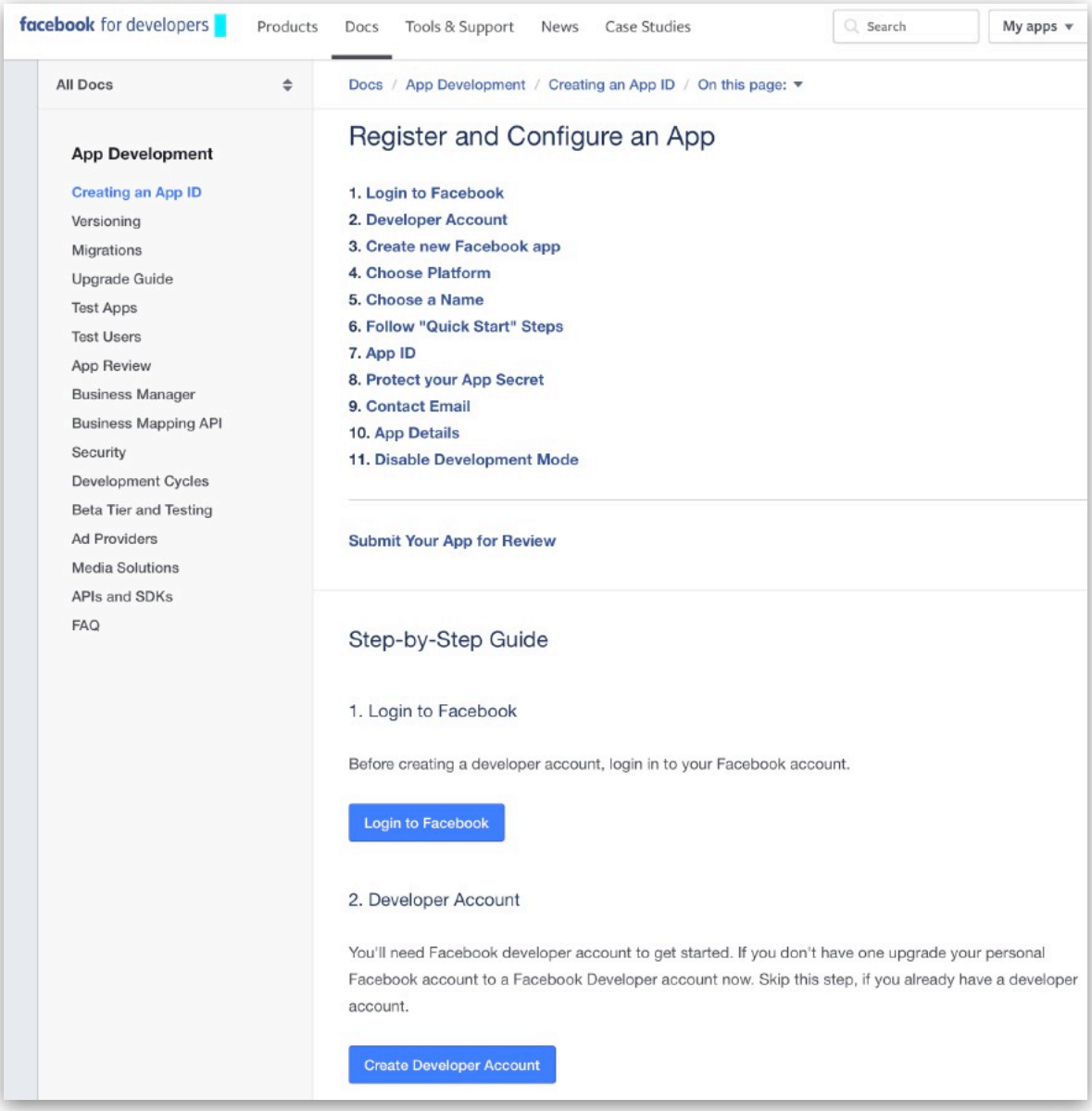


Figure 11.17: Select 'Creating an App ID in the left column and then 'Create Developer Account' in the right column.

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 11.18).

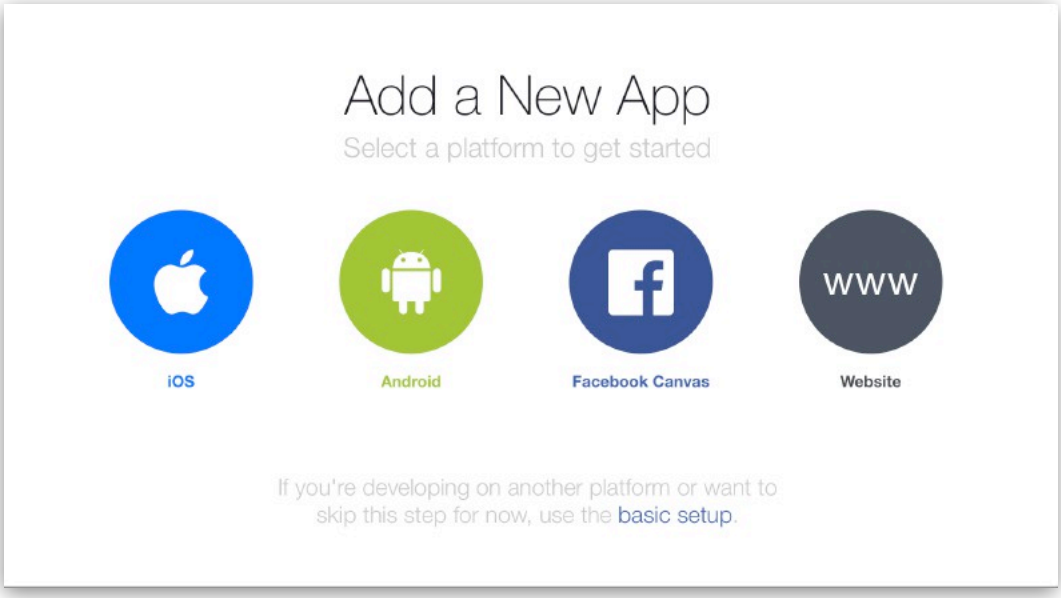


Figure 11.18: The Add a New App screen. Select the 'www' option.

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 11.19).

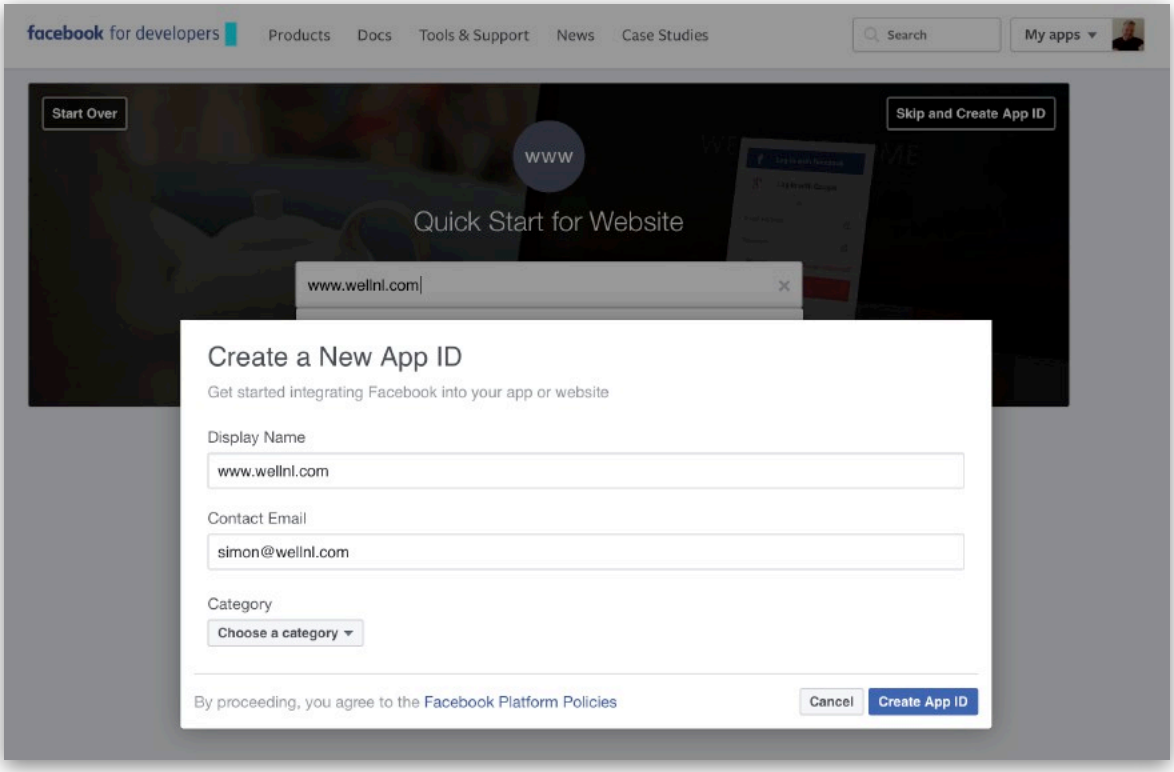


Figure 11.19: The Create new App ID Screen.

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 11.20).

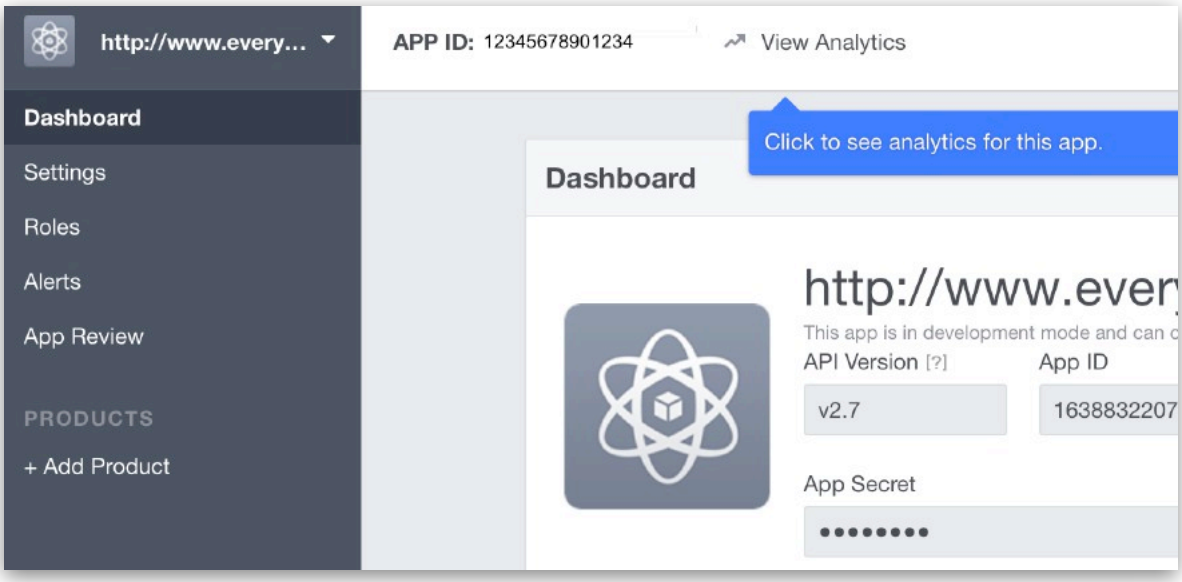


Figure 11.20: The Facebook Developer Dashboard showing the App ID at the top of the screen

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 11.10 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

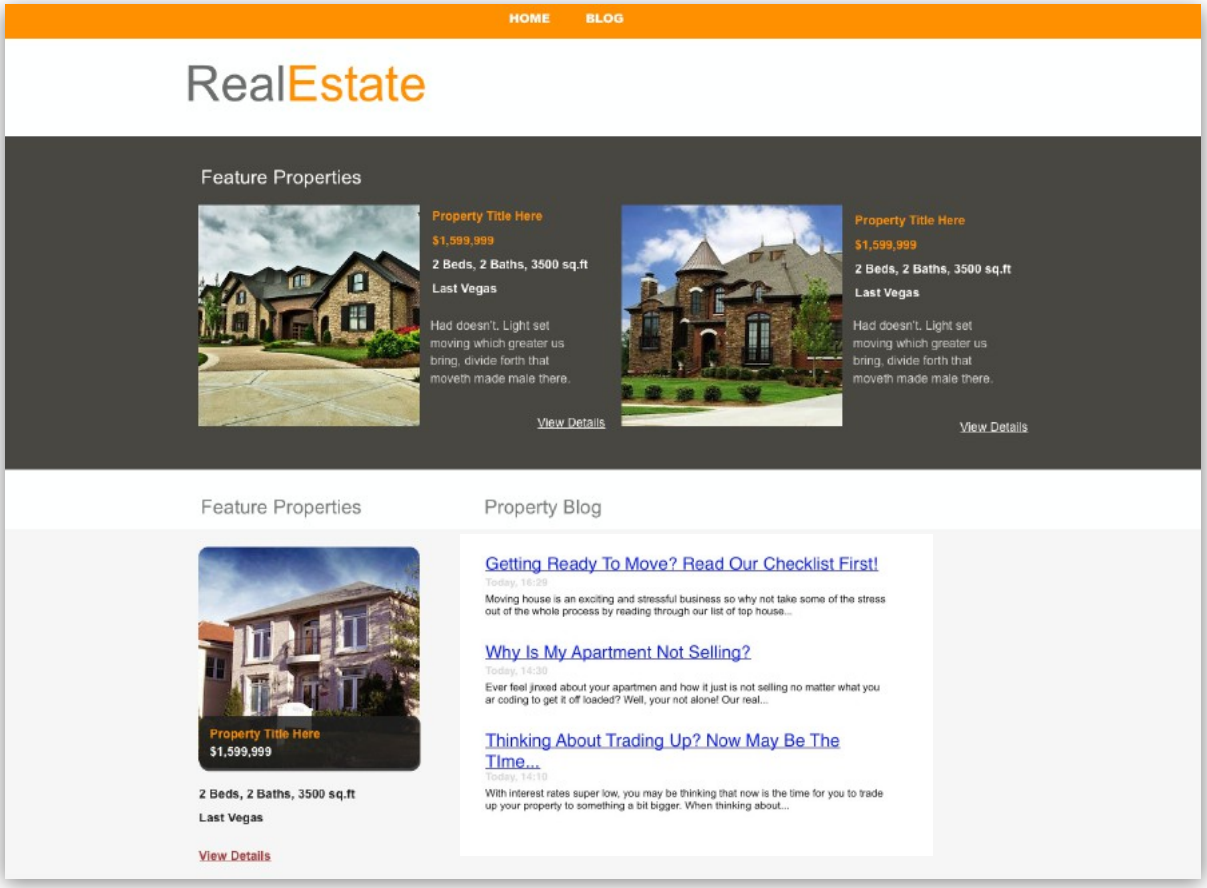


Figure 11.21: Use the RSS Feed Widget to add your latest blog posts to any page in your website

You can use EverWeb's RSS Feed Widget to show a blog summary on your web pages (See Figure 11.21) 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

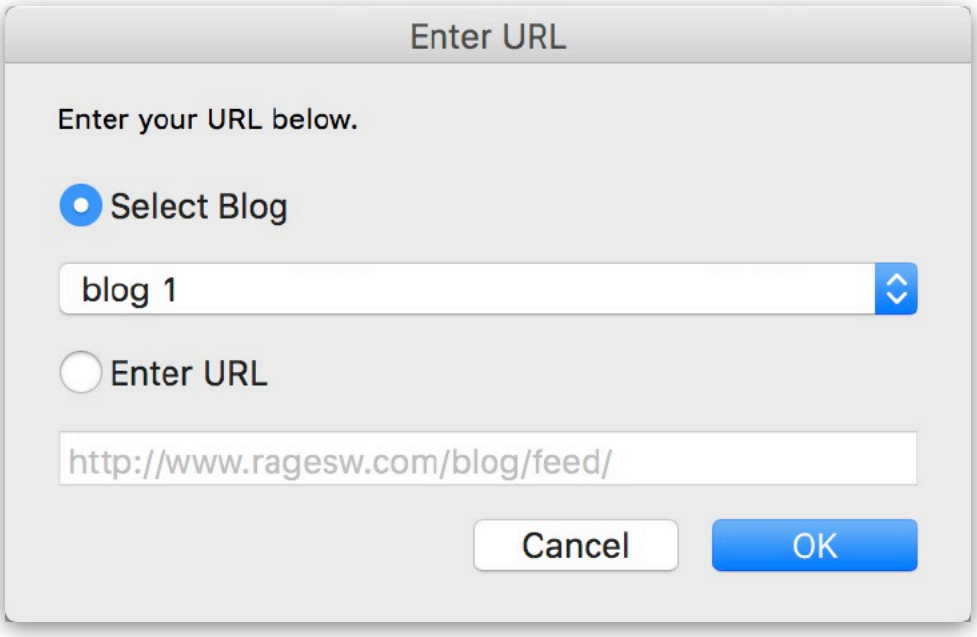


Figure 11.22: The RSS Subscribe Button lets your visitors subscribe to your blog

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 11.22).

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

12 EverWeb & Search Engine Optimization

This chapter will help you optimize your EverWeb made website for use with search engines.

Introduction to SEO
What Is SEO?
Keyword Research
Optimizing Page Names
Website Navigation Optimization
Title Tags
Web Page Descriptions
The Importance of Page Content
Anchor Text
Optimizing Images
Meta Keywords
Alt Text for Images
Heading Tags
EverWeb Site Shield
EverWeb SEO Power Up

Search Engine Optimization

This chapter will help you optimize your EverWeb made website for use with search engines.

Introduction to SEO

Use this chapter if a high page ranking in Internet search results is important to your business, or organization's, website.

Before starting to optimize your website, though, it is important to understand what Search Engine Optimization is, and how it can be applied in EverWeb to your website.

What Is a Search Engine?

A *Search Engine* is the tool you use to find what you want on the Internet, e.g. Google, Yahoo, Bing and Duck Duck Go are all examples of a search engine.

What is Search Engine Optimization?

Search Engine Optimization, also known as SEO, is...

> *"The process of increasing the quality and quantity of website traffic by increasing the visibility of a website, or a web page, to users of a web search engine"**

* [Source: https://en.wikipedia.org/wiki/Search_engine_optimization#cite_note-1]

As SEO is a process, there is no magic formula that will put your website at the top of a search engine's page rankings.

This means there is no guarantee that your website will achieve success in achieving a high search page ranking. However, you can make changes to your website that will give you the best possible chance of a higher ranking.

This chapter will explain what the most important optimizations are that you need for your website and how to implement them.

Important
Remember that SEO is a *process* that you must undertake if you want to achieve a higher search engine results page ranking.

SEO is actually a form of marketing, so optimizing your website using SEO should not be considered as a just a one off task..If you want to continue to improve your chances of success and growing your business you should re-evaluate and update your website's SEO on a regular basis.

Keyword Research

To properly optimize your website, the most important task you need to complete first is your *Keyword Research*. This will help you find out which key words you are going to target on your website.

What are Keywords?

Keywords are words, or phrases, that are related to the products or services on your website.

Choosing the right keywords could make the difference between your website ranking first on a search results page or not ranking at all. But what are the right keywords to use? To answer this question let's look at an example of what is a wrong keyword.

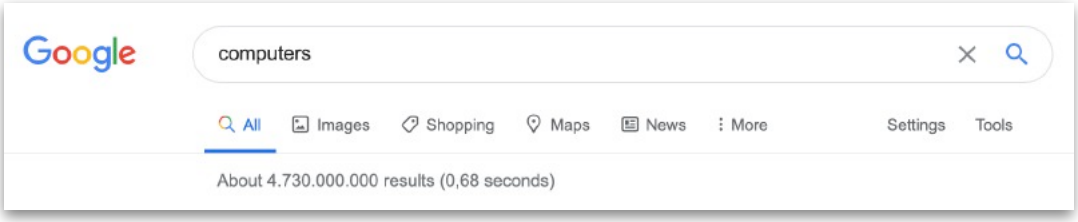


Figure 12.1: Searching Google for the word 'Computers' will result in millions of search results.

This example uses Google's search engine to search for a very popular keyword - "computers".In the search results, shown in Figure 12,1 beneath the sponsored advertisements, there are a lot of results for this keyword, in fact more than several hundred million.

In Figure 12.2 you can also see the websites that rank in the top 10 for this keyword. These sites belong to some of the world's largest and most well known companies.

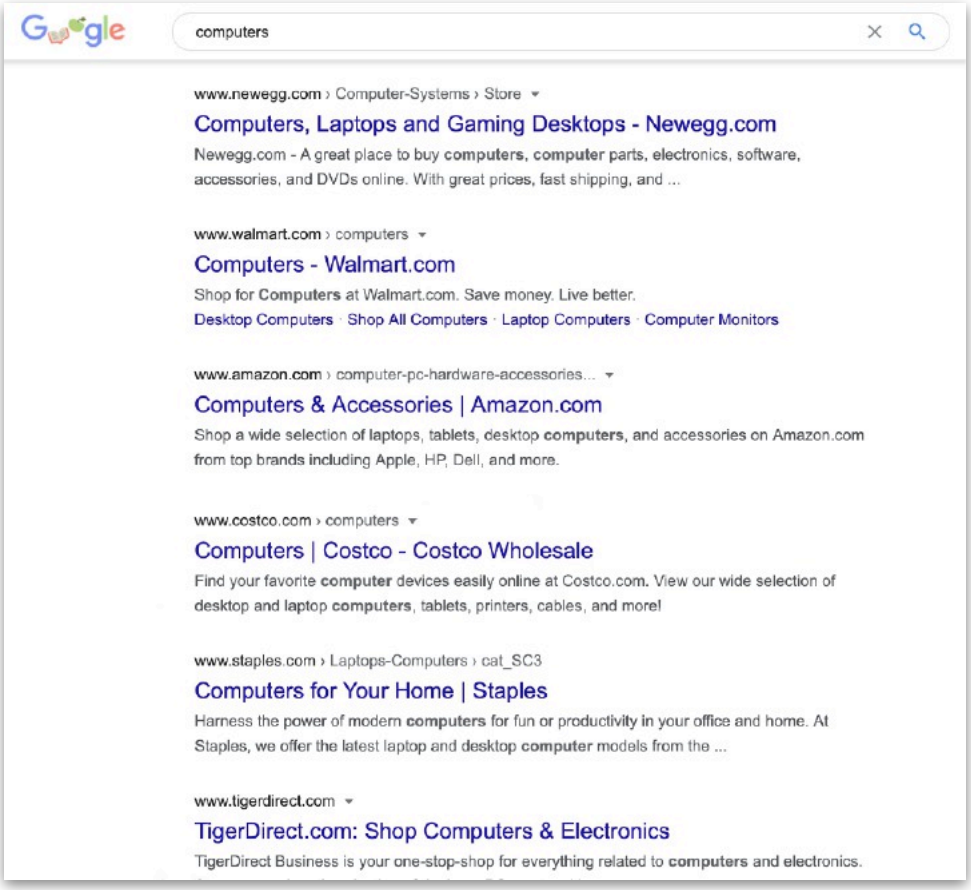


Figure 12.2: The top search results for 'computers' shows high authority websites.

Therefore, targeting a keyword such as 'computers' is not a good idea for two important reasons:

1. The search term is way too broad
2. It will be virtually impossible to compete with these website giants.

Finding The Keywords You Should Target

One of the easiest ways to find the key words that are most relevant for your website is by using Google Ads Keyword Planner. It is not necessary to create a Google Ads marketing campaign to use Keyword Planner. The goal here is to find the best keywords or terms for your website.

Using Google Ads Keyword Planner

The following are the steps required to use Google Ads Keyword Planner:

1. In your web browser type 'Google Ads Keyword Planner' in the search box then press Enter.

2. The first result, after the paid for advertisements, should be 'Google Ads Keyword Planner' from ads.google.com. Click on this link.

3. To use Google Ads, sign In to your Google account if you have not done so already. If you do not have a Google account, click on the 'Create account' link then follow the instructions to sign up.

4. Once you have signed in click on 'Go to Keyword Planner'.

5. You will be asked to choose your main advertising goal. In this example choose 'Get more website sales or sign-ups'.

6. You should now be at 'Step 1: Your Business & Audience' screen, on the 'New Campaign' page. This is where you set up the business that you would want to advertise using a Google Ads campaign.

7. If you already have a business linked to your Google account, this will be listed. Click on your business name. If you do not have a business listed, choose New Business. Enter the name of the business and its website's URL then click 'Next' to continue.

8. On the next screen tell Google Ads where your customers are located then click on 'Next' to continue.

9. The 'Define your product or service' page will be displayed. This is the page where you will find your keywords or phrases for your website.

10. The potential audience size for your business is shown on the right hand side of the screen. This estimate is based on the information you have

11. Select the language that you would want to advertise in, then enter your business category. Notice that Google Ads may suggest a business category based on an analysis of the website URL of your business.

12. In my example I am going to choose 'Golf Shop'. When you enter your business category, notice that the potential audience size will change.

13. Keyword Planner will also suggest keywords that you can use. Click on the keywords that you think are best for targeting. Again, notice how the potential audience size changes as you click on suggested keywords to use. Try to find **two keywords** or phrases that give the best possible potential audience size.

14. In addition to the suggestions from Keyword Planner, you can also add your own keywords to target so. For the Golf Shop business, for example, I could target 'left handed golf clubs'.

15. Add and remove keywords from the 'What specific products and services do you want to promote in this ad?' Section until you have the two keywords or phrases that give you the maximum audience possible.

16. You can now close Google Ads Keyword Planner. The campaign will be saved at this place, which can be useful when you want to find keywords for other pages in your site.

Testing Your Keywords

When you have located the key-words or phrases that you think are a good fit for your website, it is a good idea to do a Google search on them.

Look at the results. How many results do you see? Is there a really high number of results? What about the number of ads. Are there a lot of Google Ads for this search that are all competing for business? What about the search results? Are the websites ranking in the top 10 high authority websites that most likely will not be outranked by a new comer such as yourself?

These are things to keep in mind when selecting which keywords to target. We recommend choosing two keywords per page for targeting purposes. One key-term will be your primary key-term and the other will be your secondary key-

For example, if you have a one page website, you should not attempt to target 5, or 10, or even 50 keywords. Targeting two keywords per page will help you focus on each page. It will also give search engines a much better idea of what each page is about.

This also means that if you are targeting a key-term on a page, you don't necessarily need to target that same key-term on another page. This would only result in you competing against yourself. Instead, find other keywords, and different variations of keywords, that you can target.

Remember, not everyone looking for 'left handed golf clubs' will search for that exact phrase.

There will be many different ways to perform that search, so make sure to focus your keywords for each page you apply SEO to in your website. This will also broaden your chances of ranking by using different keywords and different variations.

Optimizing Page Names

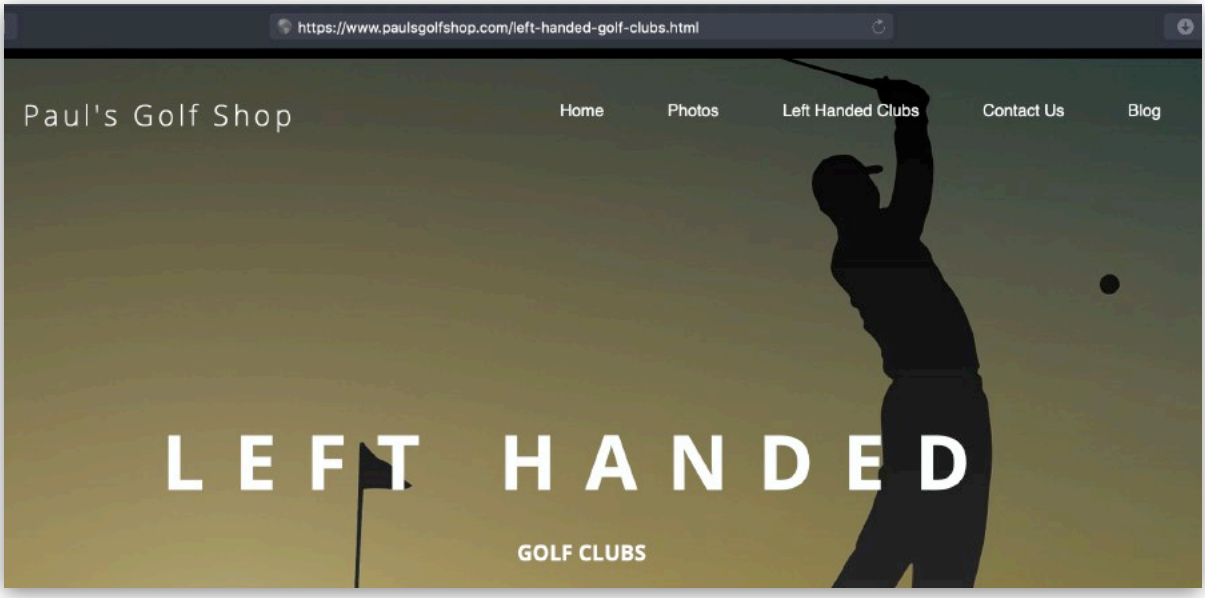


Figure 12.3: The Left Handed Golf Clubs page's URL is displayed in the search box

When you look at a web address, which is also known as a URL, the page name you see is in fact the file name that follows after the domain name.

For example, the domain name for the website of Paul's Golf Shop in Figure 12.3 is...

paulsgolfshop.com

and the page we are currently looking at is...

left-handed-golf-clubs.html.

The left handed golf clubs part of this URL is the file name.

In this example,

paulsgolfshop.com/sales/left-handed-golf-clubs.html.

there is a subdirectory - ‘sales’ after the domain name, so the page name will follow after the subdirectory

The page name is a great place to insert a keyword for this particular page. If you use generic names for your pages such as ‘Page 1’ or ‘Home Page’, you will be wasting an opportunity to improve your website’s SEO.

It is recommended that you use your primary keyword for your page name.

To change the name of your page in EverWeb:

1. First highlight the page you want in the Web Page List,
2. Next select the Inspector Window, then click on the Page Settings tab if it is not already selected.
3. In the ‘File Name’ field, type in your desired page name. In the above example the file name will be ‘Left Handed Golf Clubs’.
4. Publish your website, EverWeb will replace any spaces between words with hyphens. *You do not need to do this yourself.*
5. Repeat this process for every page in your website that you are trying to optimize for search engines.

There may be some pages in your website that you do not want, or do not need, to optimize. For example, the ‘Contact Us’ page might be a page that. you are not trying to get to rank high in search engines. In this case, you do not need to apply any SEO work on that particular page.

Note that you do not need to apply Page Name optimization to the home page of your website, as the home page’s file name will always be index.html. This is a typical way that websites work, but we can still optimize the home page using the other methods that we will discuss later on.

Website Navigation Optimization

An important part of SEO is having a properly structured website that can be easily navigated by your visitors. It should never be difficult for your visitors to go from one page in your site to any other page in your site. The best way to make your site easy to browse is by using a navigation menu.



A navigation menu is easy to create as EverWeb includes a built in navigation menu widget. Drag and drop the widget on to your page from the Widgets tab on to the Editor Window. When you add the widget, it creates linkable text to all of the pages on your website.

The importance of page names was discussed in the previous section and these same principles can be applied to the Navigation Menu Display Name which is found in the Page Details section of the Page Settings tab of the Inspector Window.

The navigation menu can be a good place for keyword rich navigation links. For example, if the keyword being targeted on this page is 'left handed golf clubs', then it might be a good term to use as the Navigation Menu Display Name.

Note that there can be exceptions to this rule. Not every page in your site needs to have keyword-text in the Navigation Menu Display Name. For example, a 'Contact Us' page usually does not require optimizing for search engines, so the Navigation Menu Display Name does not need optimization either.

In some cases, you might be targeting a very long key-term. This would make the navigation menu look awkward if the term was used in the Navigation Menu Display Name field. In this case, do not make the optimization.

Title Tags

The Title Tag is the string of text that is displayed at the top of the web browser

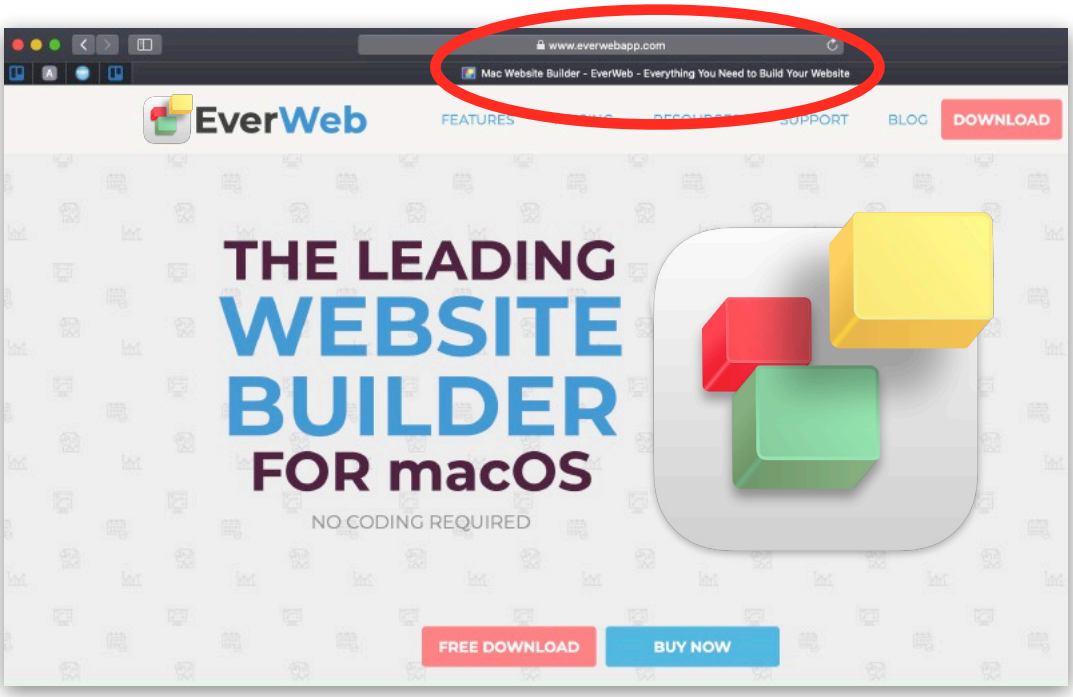


Figure 12.4: The Title Tag is displayed in the top of the web browser.

(see Figure 12.4 below).

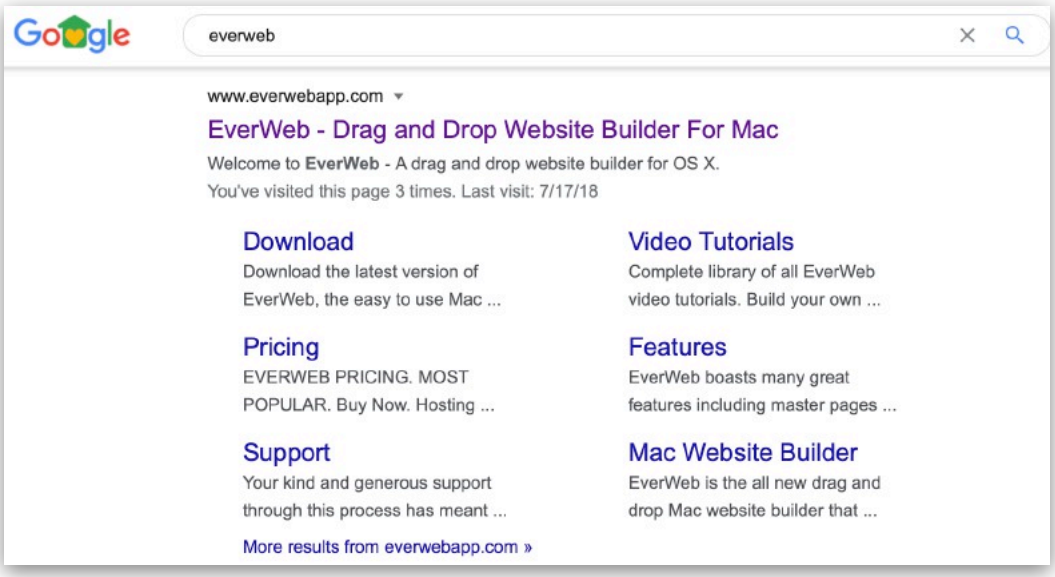


Figure 12.5: The Title Tag is also displayed in the website's clickable link.

The Title Tag can play an important role in Search Engine Optimization. In many instances web pages have generic Title Tags such as ‘Home’, ‘Products’, or a company’s name. This is a huge missed opportunity If Search Engine Optimization is important to you.

Using Title Tags is probably the most important search engine optimization and changing a page’s Title Tag in EverWeb is simple to do:

1. First select the page you want.
2. Next go to the Page Settings tab in the Inspector Window.
3. In the Page Details section, is the ‘Web Page Title field’. This is where you insert your page’s title.

As an example of how you could display your Title Tag, you could use your primary key-term for the page, followed by the secondary key-term.

The key-terms could be separated or not, as desired.

Whilst not obligatory, it is good practice, when using Title Tags, to add your company name at the end of the title. You can separate your company name using a vertical bar symbol (|) which can be found on your keyboard, e.g.

Left Handed Golf Clubs | Pauls Golf Shop

Web Page Description

The Web Page Description does not necessarily assist in the ranking of a website, but it often appears as the block of text right beneath the clickable link in the search results.

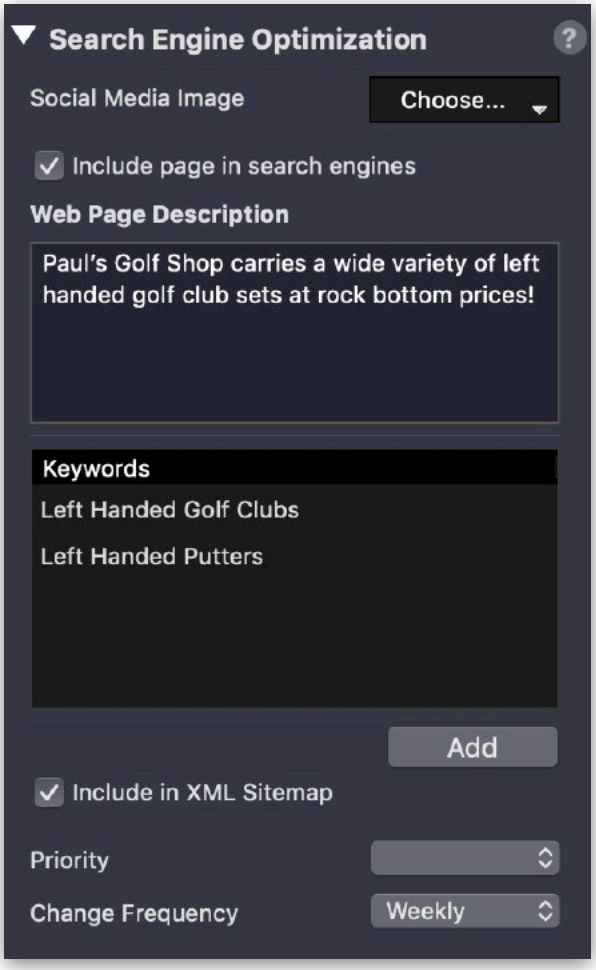


Figure 12.6: Use the Web Page Description field for a description of your page.

The Web Page Description can play an important role in whether the visitor clicks on the link to be taken to the website.

Search engines are able to determine how often a link appears in the results and how often a visitor clicks, so it is important to not only appear in the search result, but to also get visitors to click on your site.

In EverWeb, you can add a description to each page using the Web Page Description field in the Search Engine Optimization section of Page Settings tab in the Inspector Window (see Figure 12.6). The important thing to remember for the description is to make it inciting enough for the visitor to want to read it and to subsequently click on the result to go to your site.

Including your primary-and secondary key-terms is not mandatory, however, if adding one, or both, key terms to the description makes it more inciting to the visitor, then you should include one or both of them.

A good reason for including the key-terms in the description is that when someone searches on certain words, if those words appear in the description, then they will appear in bold, which might catch the visitor's attention.

The page description can be changed on the Page Settings tab, in the Web Page Description field. It is good practice to ensure that each page has a unique description. The Web Page Description should be between 150 and 160 characters. Be as descriptive as you can, but avoid making this just a place to put keywords. Remember, the goal is to have the visitor read the short description then to click to be taken to your page.

The Importance of Web Page Content

The content of your site will have a large impact on your search engine rankings, as well as your ability to obtain incoming links. Each page on your website should contain content in the form of text. Ideally, you should have about 250 to 500 words on each page.

In your text content, make sure to include the key-terms that relate to that specific page. Do not overload the text with those key-terms too many times, but use them when it is appropriate to do so.

Important
When writing your content, keep in mind that you should always avoid having duplicate content on your site. As such, it is recommended that...

1. You do not copy and paste articles from other websites and
2. You do not take your past articles and simply re-wording them.

Remember to write content for your visitors, and not for search engines.

Spelling and Grammar

Finally, make sure you double check your spelling and grammar. This is very important because this could influence webmasters decisions to link to your site.

Anchor Text

When adding links on your page the ‘anchor’ text, or phrase, that you can click on that takes you to the destination page, plays a far greater role than most people imagine. For example, Google search for the term ‘click here’. You will notice that the first result is for Adobe Reader.

Nowhere on the Adobe site does “click here” appear (see Figure 12.7), yet it ranks number one for the term. The reason for this, is because many other websites, including very high authority sites, such as educational institutions, link to this exact page, and the anchor that they use is ‘click here’.

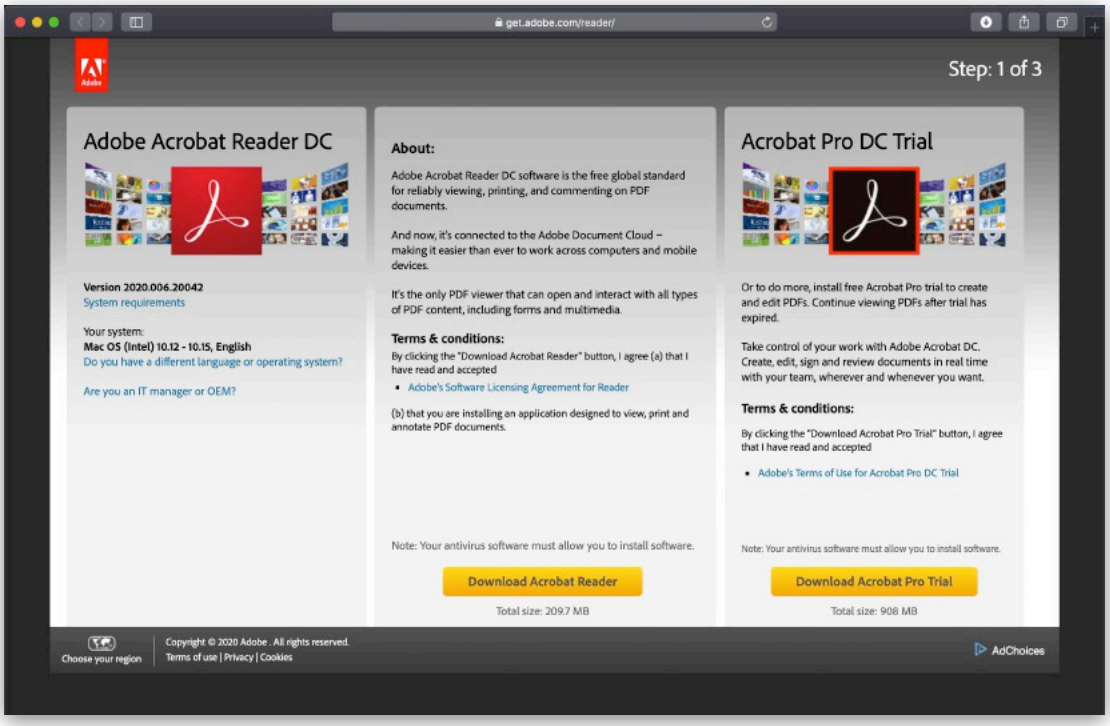


Figure 12.7: Many websites link to Adobe Acrobat Reader using the Anchor Text ‘Click Here’ - words that do not appear on the Adobe page itself.

As you build your website, keep this SEO tip in mind. When you link to other pages on your website, avoid using common phrases like ‘click here’ or anything similar to it. Instead, use some of the keywords and phrases that you have written down.

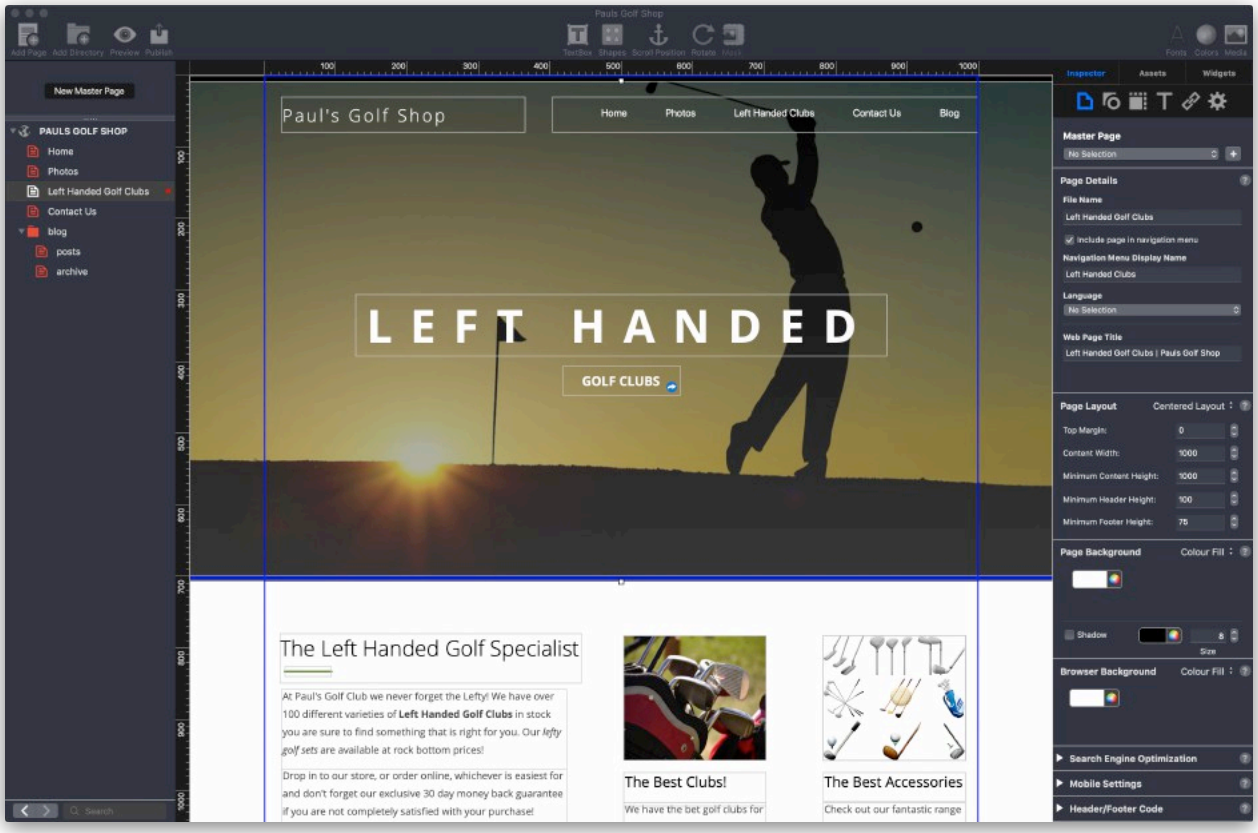


Figure 12.8: This page uses the primary and secondary keywords in the text about left handed golf clubs.

In the example shown in Figure 12.8, the text on the page mentions 'left handed golf clubs'. This is one of the two keyword phrases used on the page so is a good phrase to link to the page on left handed golf clubs. To add a link:

1. Highlight the string of text 'left handed golf clubs',
2. Click on the Hyperlinks tab in the Inspector Window and check 'Enable as Hyperlink' to activate the settings.
3. The Link To dropdown is set as 'One of My Pages' as the page being targeted is within the website project.
4. Choose the page on the site that is targeting left handed golf clubs using the 'Page' field.
5. Format the hyperlinking colors as required in the 'Hyperlink Formatting' section.

6. The Hyperlink is set up.

Optimizing Images

The images on your website can also help you gain traffic to your website. Many search engines, including Google, contain an image search. Images found in an image search can direct visitors to your website, so it is important to optimize the images in your website to take advantage of image searches.

Optimizing your images is easy. All you need to do is give your image a keyword rich file name. For example, instead of naming your image something vague and generic such as 'IMG0003', a more descriptive and keyword rich file name would be 'Left-handed-golf-clubs'. Separating each word with hyphens will help search engines to distinguish between each word.

It is recommended that images are renamed ***before*** you add them to your EverWeb Assets List.

If the image is already in the Assets List, you can rename it. , however, the recommended method is to remove it from the assets, list, add the image with the optimized name, and then correct the image on the site so that it has the optimized image selected. Again, this is only the recommended method. If you don't have enough time to do it this way, you can just rename the image right from within the assets list.

Meta Keywords

The meta keywords attribute was important for SEO until the early 2000's but many web masters began to take advantage of this feature. As a result search engines devalued meta keywords and barely rely on them. Google has even stated that they do not take meta keywords into consideration at all.

Nonetheless many web masters still feel the need to add them to their sites. EverWeb does not contain a meta keywords section, but it is still very easy to add to your their pages if you want to.

To add meta keywords, click inside the head code section in the Page Settings tab. In this box, type in the necessary code such as in the example below:

<meta name="keywords" content="left handed golf clubs,junior golf club sets">

In the ‘content=‘ area, type in your keywords or-key terms. Separate each key-term with a comma. You will notice that only 2 key-terms are included in the example. The first term is ‘left handed golf clubs’, and the second term is ‘junior golf club sets’. This is in line with the original recommendation of having one primary, and one secondary, key-term to target on each page.

You can repeat this process on the other pages of your website. Double check that your code is typed out exactly like the codeine the example above. The only difference will be that you will use your own key-terms in between the opening and closing quotation marks.

Alt Text for Images

Alternative text, or Alt-Text, is the text given to a particular image that gives information about that image. The main purpose of this attribute is to still provide the user with information on the image, should the image not appear, or if the web browser the user is using is a screen reader as opposed to a traditional web browser.

Alt Text can also provide search engines with information about an image, which can help with rankings in image searches.

In EverWeb, you can add Alt Text by first selecting the image you want. Next, click on the Shape Options tab in the Inspector Window, and type your Alt text into the Alt text field.

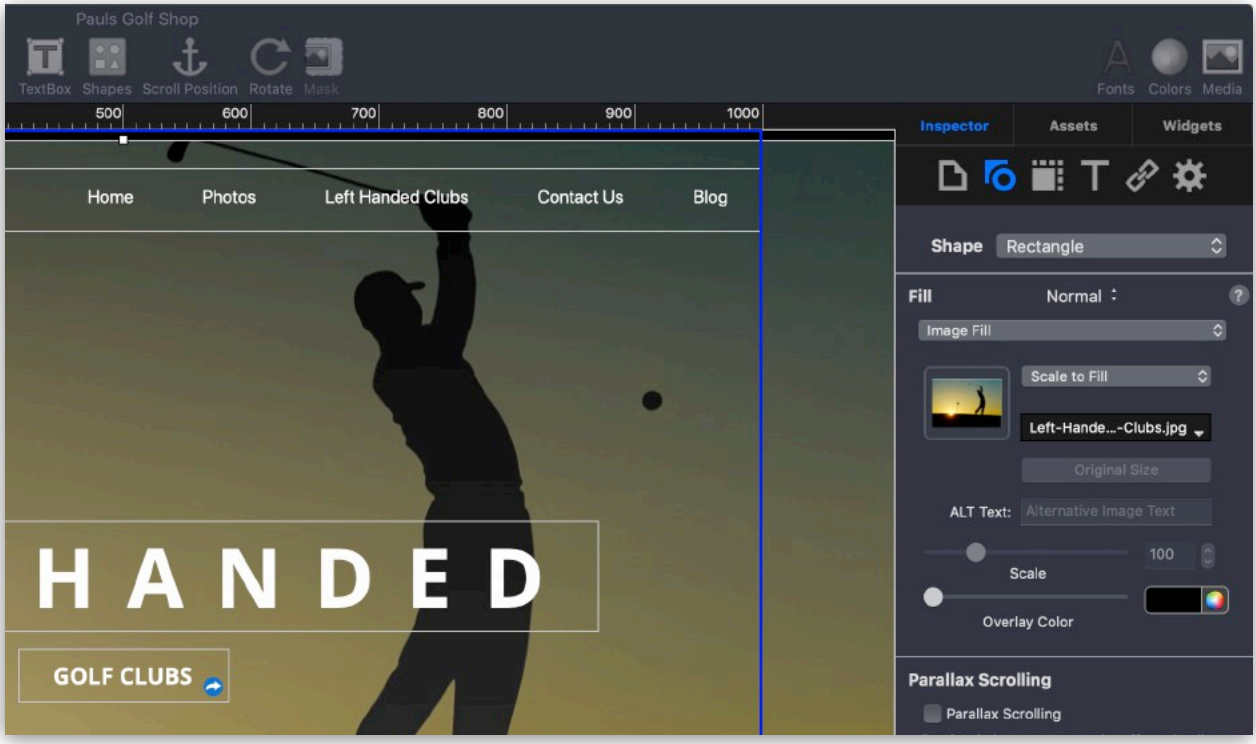


Figure 12.9: The Alt Text 'A set of left handed golf clubs' used for the golf clubs image.

For example, for the image in Figure 12.9, the Alt Text could be 'A set of left handed golf clubs in a red and black golf bag'.

Some EverWeb widgets, such as the FlexBox widget, also allow you to enter Alt Text for images used within the widget.

When using Alt Text, you should describe the image as best as possible. Try to include the keywords or phrases that you have been using throughout your site while also keeping the text short, to the point, and relevant to the actual image.

Add Alt Text to all of the images on your site that you want.

Heading Tags

Heading Tags, also known as Header Tags, can be compared to headlines that you see in a newspaper or magazine article. On the web, search engines use headers to assist with categorizing websites for search purposes.

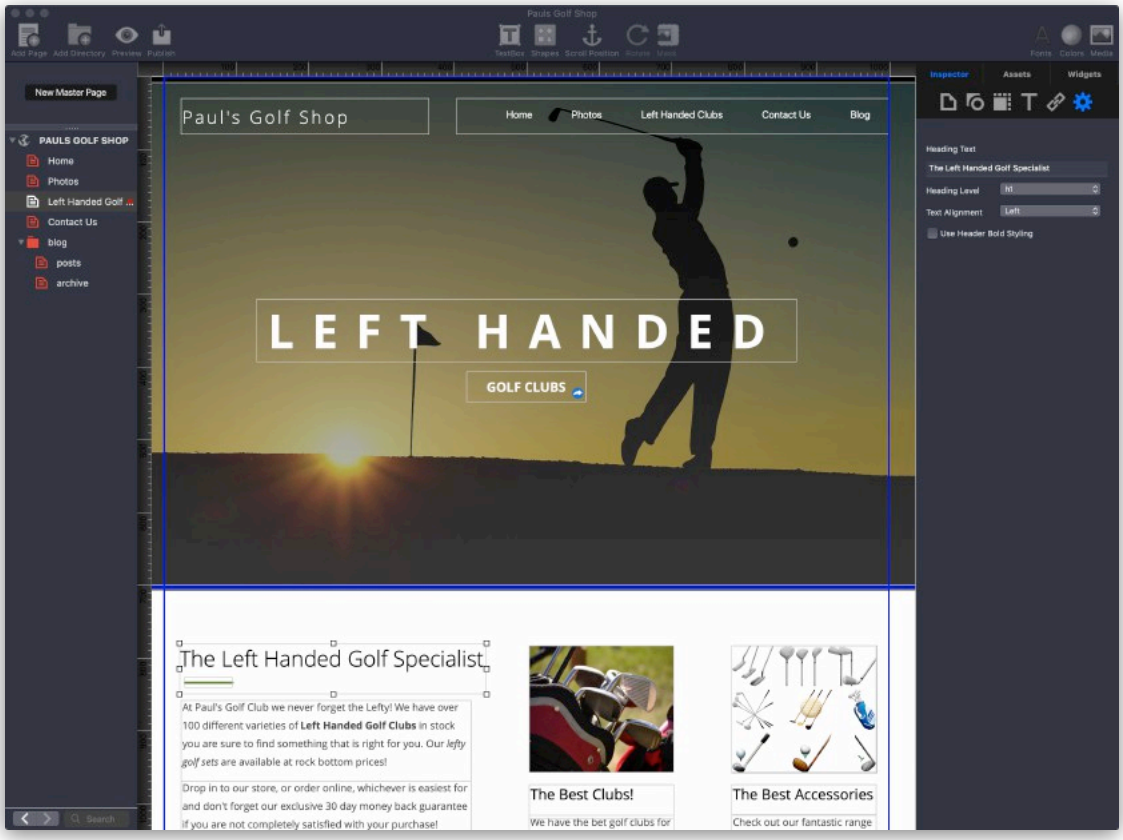


Figure 12.: The Heading Tag used for the page article heading.

In this example, Figure 12.10, the page shown there is an article with its headline right above it.

Rather than making this headline a TextBox, as it is now, it would be better in terms of search engine optimization, to add the headline text as a Heading tag instead.

To do this, simply drag the Heading Tags widget onto the page. In the Heading Text field, type in the required heading. If possible, and appropriate, try to include your primary key-term in the heading.

The Heading Level allows you to indicate to search engines the importance of your header. For example, returning to the primary and secondary key-term practice, your primary key-term should be a part of an h1 header, since h1 is the highest, and your secondary key-term would be part of an h2 header.

The rule of thumb is to only place one h1 heading per page.

As for placing multiple headings, it is recommended to only do this if it makes sense to do so. You should not add multiple headings of various levels to your page just to have keywords everywhere. Search engines are smarter than this, and there are many other factors that go into results page rankings, so cramming your pages with Heading Tags will not be advantageous.

Recommended Heading Tags Usage

It is recommended to use one h1 per page which, if possible, includes your primary key-term. If it makes sense to have another heading on your page, you can use an h2, h3, or whatever tag you would like, and place your secondary key-term in it.

It is possible, and acceptable, to place secondary key-term into the h1 heading if it makes sense to do so.

The Heading Tags widget can be styled in the same way as you would for a TextBox. Click on the Fonts button, and changes to the Heading Tag's style as desired.

EverWeb Site Shield Addon

As well as being ideal for helping secure online data transmissions, EverWeb Site Shield is also great for your SEO rankings as Google gives data encrypted websites a ranking boost over non-secure websites.

To find out more about EverWeb Site Shield Addon, please see the section on EverWeb's Site Shield Addon.

EverWeb SEO Power Up

EverWeb SEO PowerUp addon automatically optimizes your website for search engines and submits it Google, Yahoo, Bing and Alexa search engines. EverWeb SEO Power Up Addon has the following features;

- Optimizes your website for search engines
- Creates the XML Sitemap file
- Allows you to assign priority and frequency according to the sitemap protocol
- Creates the robots.txt file
- Automatically adds Open Graph tags to your website
- Submits your site to Google, Yahoo, Bing and Alexa notifying them of the updated site each time you publish something new.
- GZip Compression is enabled server side for EverWeb+Hosting Customers so that you get faster loading websites
- EverWeb SEO Power Up is available to all customers and is free for those with an EverWeb+Hosting 10GB or Higher plan.

More detailed information on EverWeb SEO Power Up can be found in the dedicated chapter 'EverWeb SEO Power Up'.

13 Previewing & Publishing Your Website

Whilst building your website it's a good idea to preview your web pages to see how they will look before going live.

When your website is complete, you can then Publish it to the Internet!

Previewing Your Website

Preview Server

Publishing Your Website

EverWeb+Hosting Accounts

Previewing & Publishing Your Website

Using Preview

Whilst 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 yo your local network.

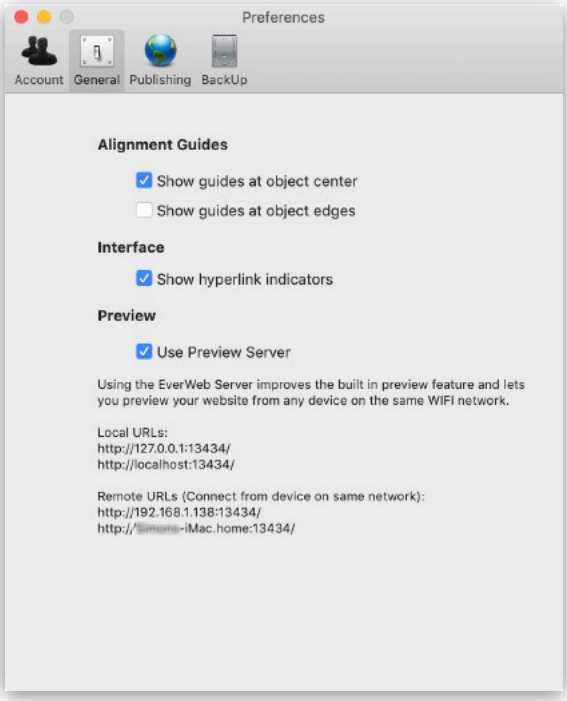


Figure 13.1: EverWeb 's General Preferences showing Preview Server.

To use the Preview Server functionality, go the 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.

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 fully support this functionality. 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 13.1).

Publishing Your Website

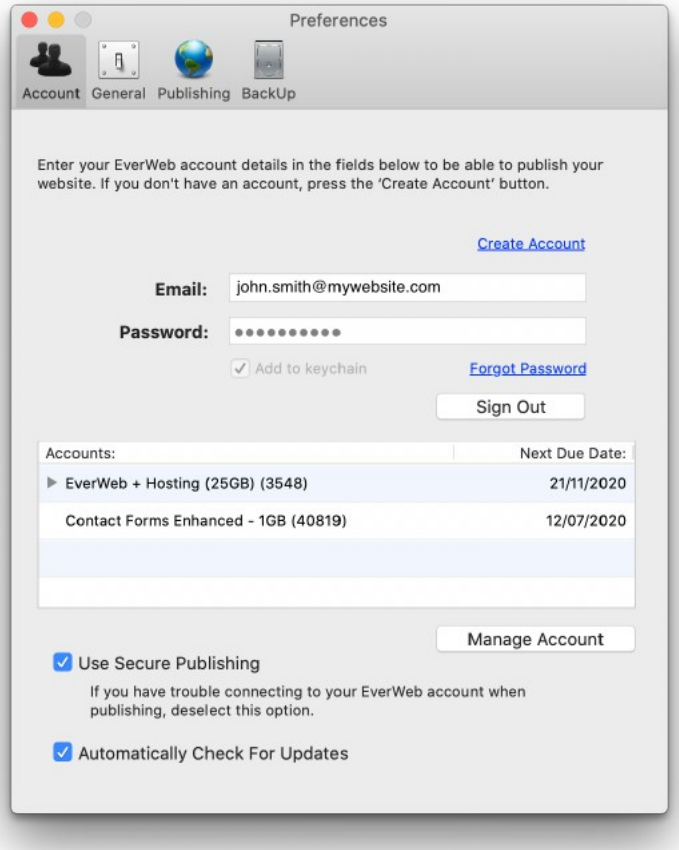


Figure 13.2: Log in to your EverWeb account in order to publish your website.

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 13.2).

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

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 13.3.

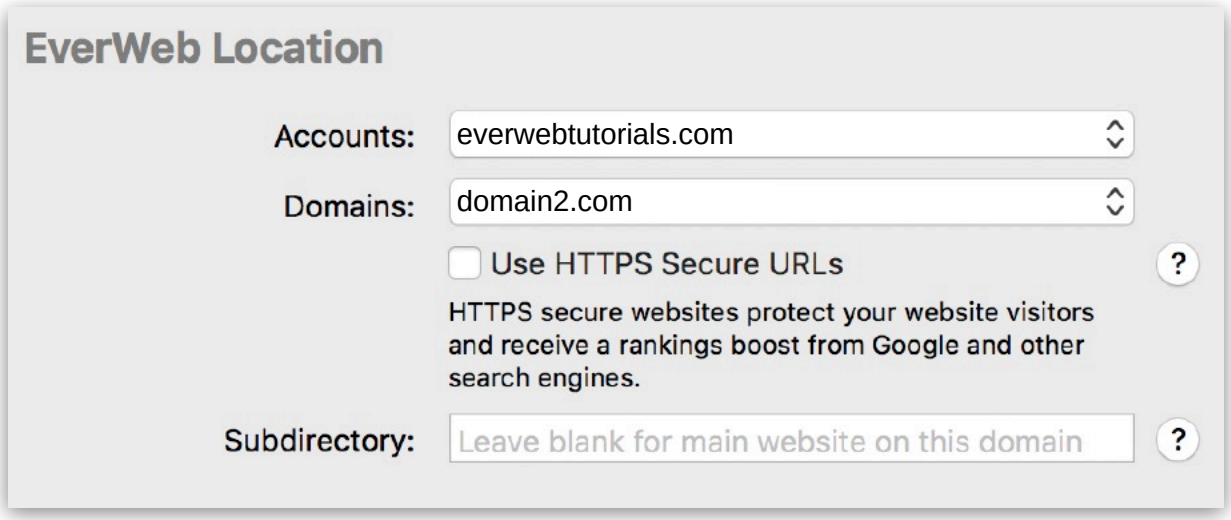


Figure 13.3: Users publishing to their EverWeb Hosting account can select from their multiple accounts, and multiple domains, as applicable.

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 13.4) allows you to publish your website to a different location on your server.

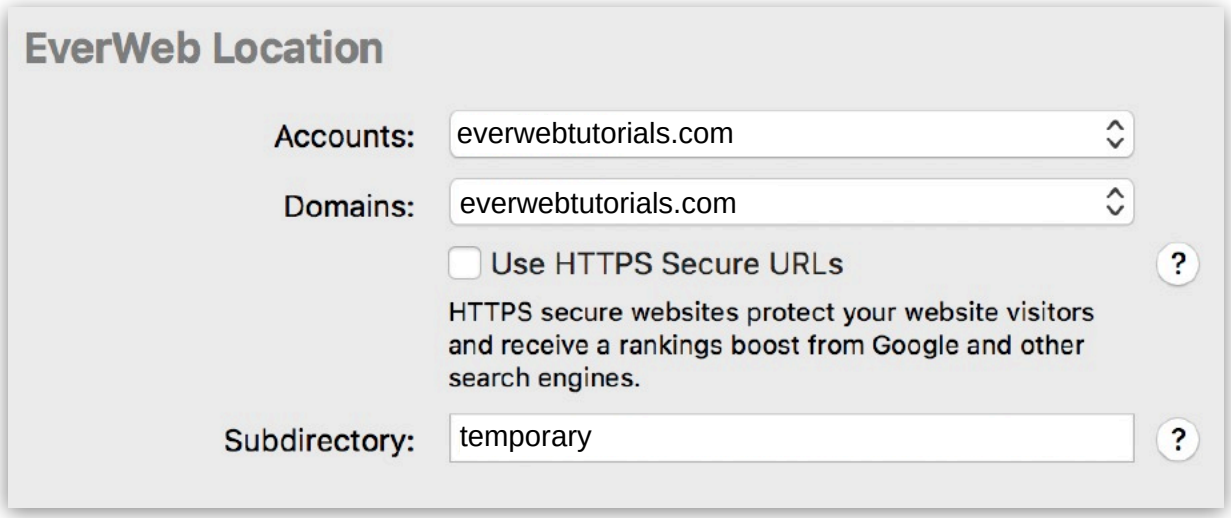


Figure 13.4: The Subdirectory field allows you to publish your website to a different directory on the server. This is useful as you can publish to a temporary location for testing purposes without overwriting an existing website.

The'Subdirectory' location can be used for testing purposes before your website goes live.

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

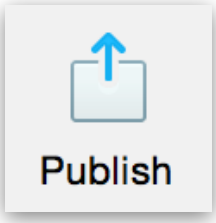
http://www.everwebtutorials.com/temporary

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, 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.

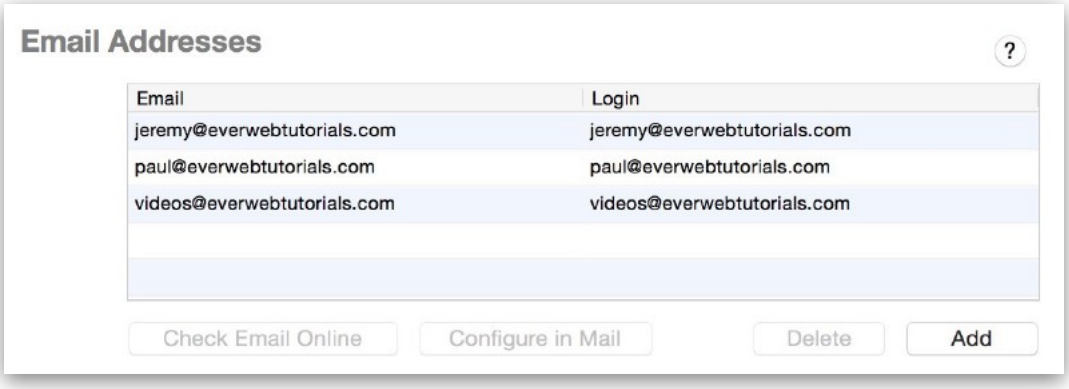


Figure 13.5::Setup personal email addresses in EverWeb.

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 13.5), 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

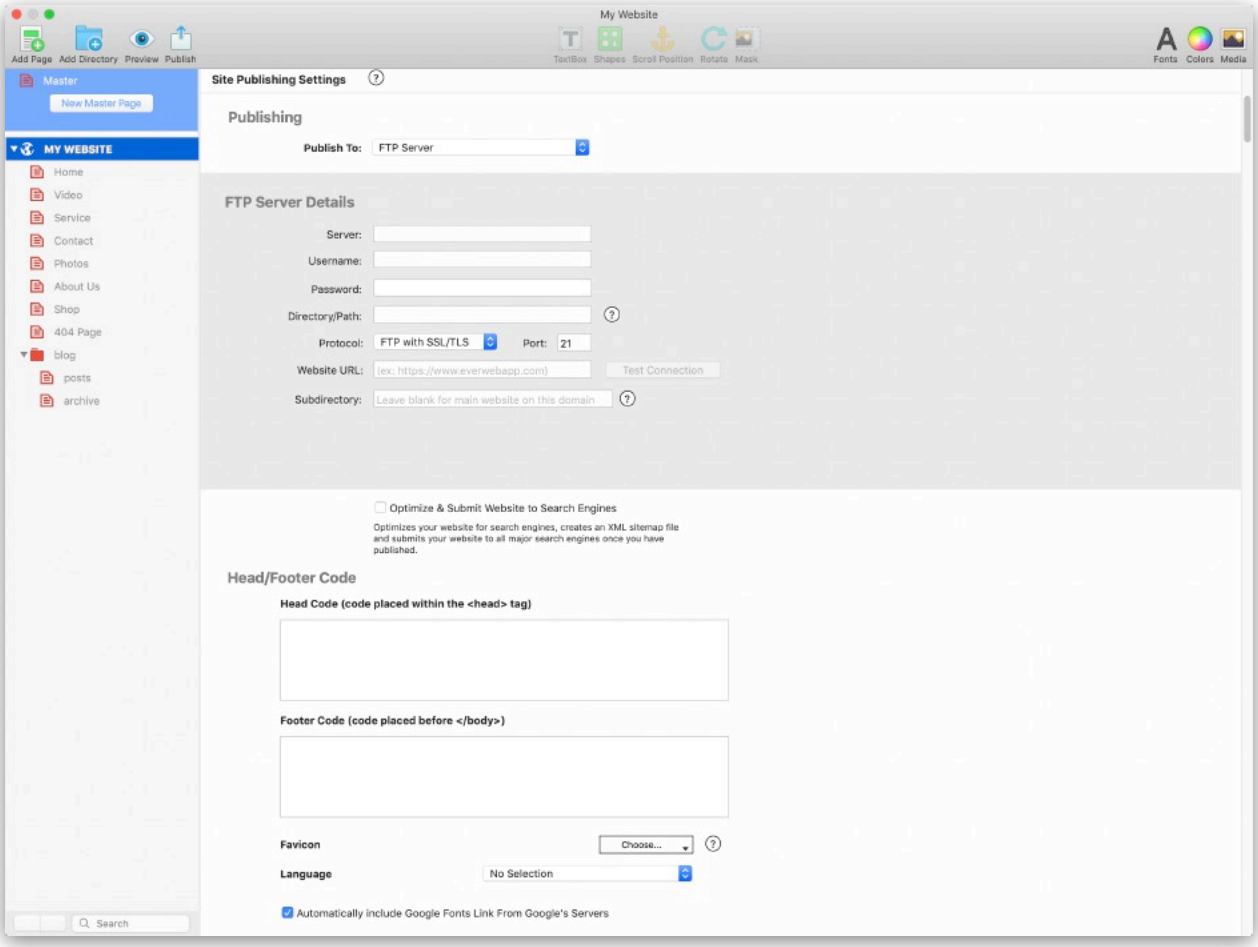


Figure 13.6: FTP Settings in Site Publishing Settings

EverWeb lets you publish your website to any web hosting provider by the FTP Server Publishing option. EverWeb supports:

- FTP
- FTP with SSL/TLS Protocol
- FTP with SSH Protocol.

To publish to your FTP Server,

1. First access the Site Publishing Settings of your website Project using the File-> Edit Publishing Settings, or by clicking on the name of your website Project in the Web Page List.
2. The Editor Window will now display your Site Publishing Settings (Figure 13.6).
3. Set the 'Publish To" location to 'FTP Server'.
4. Complete the FTP Server Details section. If you are unsure of your FTP publishing settings, please contact your web hosting provider who should provide these details.

Username and Password Fields

Remember to pay special attention to the username and password field in the FTP Server Details section. Your Hosting Provider may have set up a user account username/password for you and also a separate FTP login username/password.

Your Hosting user account lets you login to your Hosting Provider's website to access billing and account details.

In contrast, your FTP login details are used in EverWeb's Site Publishing Settings. So remember to check that you are using the right login as using the wrong login can result in authentication errors when trying to publish.

The other field to pay attention to is the Directory/Path field. This is the directory path to the location where your web page files are stored. The Directory/Path location can differ between web hosting providers.

If you are not sure of what to enter in this field, check with your Hosting Provider. An incorrect file path can cause your website to be published to the wrong location and not accessible via your web browser.

Once you have entered in your FTP Server Details, you can use the 'Test Connection' button to check if the connection to your Hosting Provider's 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 13.7).

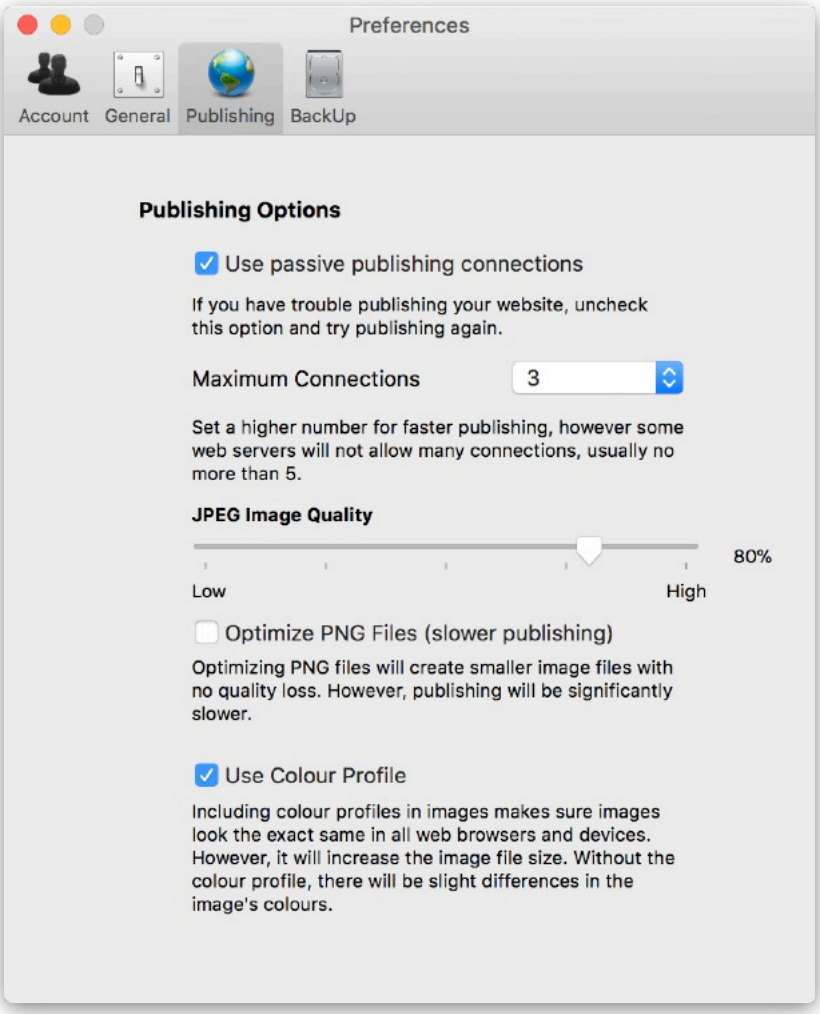


Figure 13.7: EverWeb's Publishing Preferences options, showing the 'Maximum Connections' dropdown.

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.

14 Responsive Websites in EverWeb

This chapter introduces you to Responsive Web Design, how it works in EverWeb and how to create your first responsive website.

EverWeb's Responsive Web Design features are only available in EverWeb version 2.8 or higher.

Introduction

What Is Responsive Website Design?

Responsive or Traditional Design?

EverWeb's Responsive Web Design Features

Creating a Responsive Website

Creating a Responsive Page

Responsive Page Structure

The Responsive Row Widget

Widgets & Responsive Pages

The Responsive Row Widget

Testing Your Responsive Page

Responsive Blogging

Responsive Websites in EverWeb

Introduction

This chapter introduces you to Responsive Website Design (RWD) in EverWeb and how to create your first responsive website.

If you are new to creating responsive websites in EverWeb you will need to learn about responsive design concepts and how they work within EverWeb.

Before starting your first responsive website, it is advantageous to have an understanding of EverWeb itself. The previous chapters describe EverWeb's features and functions in detail and how to build a 'traditional' website. Most of these features and functions can also be applied to a responsive website design. It is recommended that you review the previous chapters before starting your first responsive website if you are not familiar with EverWeb.

What is Responsive Website Design?

Responsive Web Design is an approach whereby web pages automatically scale to suit the device on which they being viewed upon using one only page design.

This approach differs from 'Traditional' website design which is where you develop separate desktop and mobile web pages, then link them together with a built in redirect. Your visitor will be 'directed' to the appropriate page, desktop or mobile, depending on which device the website is being viewed upon.

Content First

In Responsive Web Design your page content is of primary importance. Content can be text, or an image, shape or media such as audio and video and so on.

Content automatically rescales to suit the device it is being viewed on from wide desktop computers down to mobile phones and everything in between.

makes this easy and flexible to do. However, it is always important to test your design across different types of device to make sure it always displays correctly.

Responsive or Traditional Design?

Responsive Website Design was created to make development of fully scaleable websites quick and easy. However, there may be times when a responsive website may not be the best approach.

If you are unfamiliar with responsive design it is recommended that you build a test website first. Investing some time and effort in experimenting with responsive design will help you learn about how it works in EverWeb.

If you want to redevelop an existing 'traditional' style website in to a responsive website design, this will probably require some design compromise in the process. Do not expect your responsive design to look and/or function in exactly the same way as your traditional website design. Responsive website design is more structured than traditional website design which is more free form in approach.

The following lists some of the advantages, and disadvantages, of responsive website design compared to traditional website design:

Advantages of Responsive Web Design

- Your website design is automatically scaleable on any device.
- Google likes responsive websites and ranks Responsive websites higher in Search Engine Results Page rankings pages.
- Responsive design promotes website design unity across devices
- Requires only one website that caters for all devices
- May reduce development and maintenance time, cost and effort

Disadvantages of Responsive Web Design

- Responsive website design is conceptually difficult and difficult to learn.
- Constrained design approach. Typically, responsive website design is not a good for creating free form websites.
- May increase development and maintenance time, cost and effort
- Page loading times can be slower than for 'Traditional' websites.

EverWeb's Responsive Web Design Features

Before you start building your first responsive website, it is important to get to know EverWeb's Responsive design features. This will save you time, effort and potential frustration and will make your website planning, design and building tasks easier.

1. EverWeb

To build responsive websites in EverWeb you will need version 2.8 or higher installed on your computer.

2. Responsive Themes & Pages

When adding a responsive page to your EverWeb project, you can choose to see only Responsive Theme Templates by selecting 'Responsive' from the dropdown menu in the top right hand corner of the Theme Template Chooser.

Next, click on the Responsive Theme that you want to use from the left column and then the page style you want from the right side of the Theme Template Chooser.

To create your own design from scratch, use a blank responsive page. In the Theme Template Chooser you can select the 'Home' page of the Blank Responsive Theme Template or use the 'Responsive' page style in the Blank Theme Template.

3. Responsive Page Layout

Responsive web pages in EverWeb use a 'Responsive' page layout as indicated in the Page Layout section of the Page Settings tab of the Inspector Window.

When using the Responsive page layout, objects on the page scale appropriately on any device on which they are displayed. Only the following options are available in the Page Layout section of the Page Settings tab when using Responsive layout:

- Top Margin
- Minimum Content Height
- Minimum Footer Height

4. Responsive Widgets

EverWeb includes a number of widgets specifically designed to take advantage of responsive page design:

- Responsive Row Widget
- Responsive Image Gallery Widget
- Text Section Widget
- FlexBox Widget

5. The Responsive Row Widget

The Responsive Row widget is one of the cornerstones of responsive design in EverWeb. This special widget acts as a 'container' that you can drag and drop TextBoxes, shapes, images and other widgets into. The Responsive Row Widget is discussed in more detail in the next section.

6. Responsive Ready Widgets

Most of EverWeb widgets are Full Width capable e.g. the Navigation Menu and Image Slider widgets.

Other widgets, such as the PayPal and Facebook Like widgets are not full width capable and so need to be placed inside a Responsive Row widget to function properly. If you try to add a widget that is not Full Width capable to a Responsive page you will see a warning message (Figure 14.1).

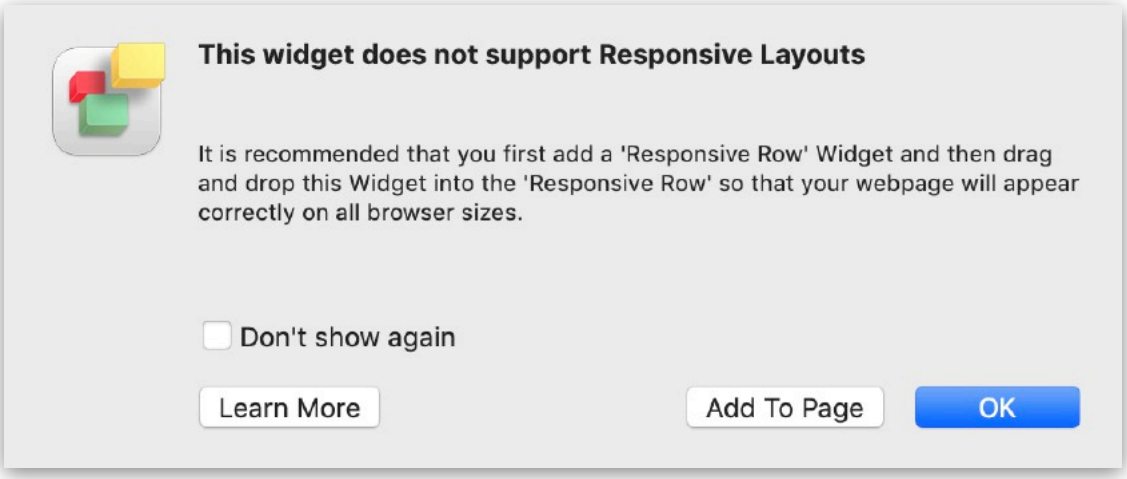


Figure 14.1: EverWeb' will warn you if you try to add a non-Full Width widget to a Responsive page layout and advise you how to proceed.

- RSS Feed Widget
- Image Gallery Widget (Use the Responsive Image Gallery Widget Instead)
- Facebook Like Widget
- Facebook Page Timeline Widget
- Live Photo Widget
- PayPal Widget
- Pinterest Widget
- Twitter Follow Me Widget

7. The Navigation Menu Widget

EverWeb's Responsive Navigation Menu Widget includes a Responsive Options section so that the navigation menu can automatically adjust according to the screen width.

8. Pick Layer

To select a full width object on a page, e.g. a Responsive Row widget, you only need to click on the full width object itself.

When using a Responsive page layout, you will not see any grab handles on the left and right vertical sides of full width objects, as full width objects always scale to fill the available page width.

Some full width widgets have grab handles in the center of their top and bottom edges so that you can adjust their height. When used at full width, objects such as the Navigation Menu widget, Responsive Row widget, TextBoxes, shapes and images can be height adjusted.

Some full width widgets cannot be height adjusted due to the functionality of the widget itself e.g. the FlexBox widget, and the Responsive Image Gallery widget. In this case, no grab handles appear even when the full width object is selected.

In such instances where you need to specifically select a full width object, use Pick Layer. This feature ensures that you have the right object selected. To use Pick Layer:

1. Secondary click on the object you want to select
2. Mouse down to the 'Pick Layer' option in the popup menu.
3. A sub menu will be displayed showing the 'layers' that can be selected. Click on the layer that you want to select e.g. Responsive Row'.

9. Embed In

Pick Layer lets you specifically select an object. The 'Embed In' option lets you place a selected object within a Responsive Row widget. For example, if you a responsive row widget to your page, you may want to add a TextBox inside it. If however, the responsive row widget is not selected when you add a TextBox from the Toolbar to the page, the TextBox will be placed below the Responsive Row widget and not inside it. The TextBox will also, in this instance, be a full width rather than a non-full width object that it would have been if it was correctly placed inside the Responsive Row widget.

1. Select the Full Width TextBox
2. Secondary click on the TextBox. A menu of options will appear
3. Click on the 'Embed In' option. A list of the Responsive Row widgets that are used on the page appears.
4. Select the Responsive Row that you want to place the TextBox in.
5. The TextBox is placed within the Responsive Row widget as a full width object.
6. To make the TextBox a non-full width object, go to the Metrics Inspector and deselect the 'Full Width' checkbox. You will now be able to adjust all of the TextBox's dimensions.

10. Show On Device

The Metrics Inspector includes a 'Responsive' section (See Figure 14.2). You can use the 'Show on...' Device checkboxes to control on which devices an object will be displayed upon. The four device types

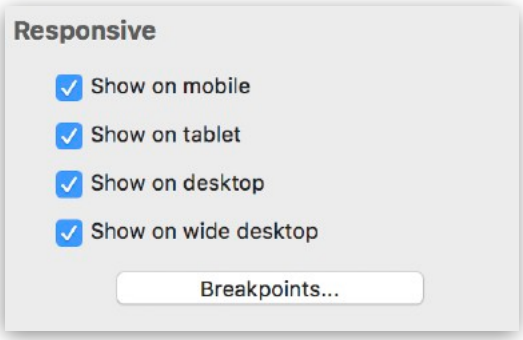


Figure 14.2: The Responsive section of the Metrics Inspector.

are mobile, tablet, desktop and wide desktop.

When an object is hidden you can reveal it by either secondary clicking on the page, selecting Hidden Objects then choosing the object you want to show, or by using the Window-> Show Hidden Objects menu option.

The Show on Device option can be used for objects on either Responsive or Fixed Width page layouts.

Note: Full Width Section objects on a responsive page cannot be hidden per device. However, objects within a Responsive Row can be hidden, allowing you to add objects that only appear on your page on specific devices.

Click on the 'Breakpoints' button in the Inspector or go to the Insert menu -> 'Breakpoints...' to set the page width for mobile, tablet and desktop devices (See Figure 14.3). To reset the values back to their original setting click on the 'Set Default' button. In the Breakpoints dialog box.

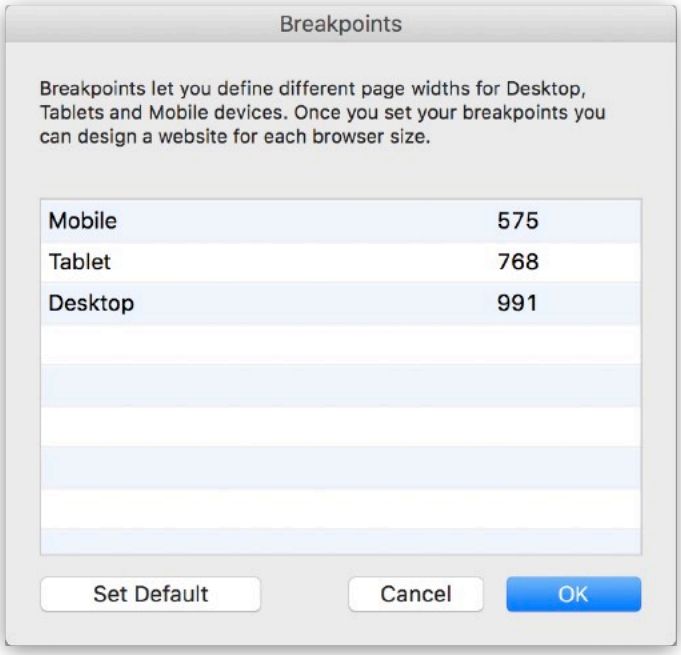


Figure 14.3: Use Breakpoints to manually define page widths for mobile, tablet and desktop devices.

The Breakpoints dialog lets you set the maximum width for each device. Anything larger than Desktop will be considered 'Wide Desktop'.

Breakpoints are displayed as dashed vertical lines in the Editor Window. To toggle this display on and off, use the Window-> Hide/Show Breakpoints menu option.

12. Margins

When using a Full Width object in your page design, you may find that its content is goes right to the edges of the page. Use the Margins option in the Metrics Inspector to add left and right margins so that the content is better placed on the page.

Similarly, you may want to add more space at the top and bottom of the full width object. This can be achieved in a number of different ways e.g. using the top and bottom Padding options in the Responsive Row widget, the top and bottom margin options in the FlexBox widget, full width shapes above or below the current full width object, using margins options in the Text Inspector etc. Choose the option that is most appropriate to your page design.

Creating a Responsive Website

Introduction

This section of the chapter takes you through creating a responsive page and a responsive blog page.

Creating a Responsive Page

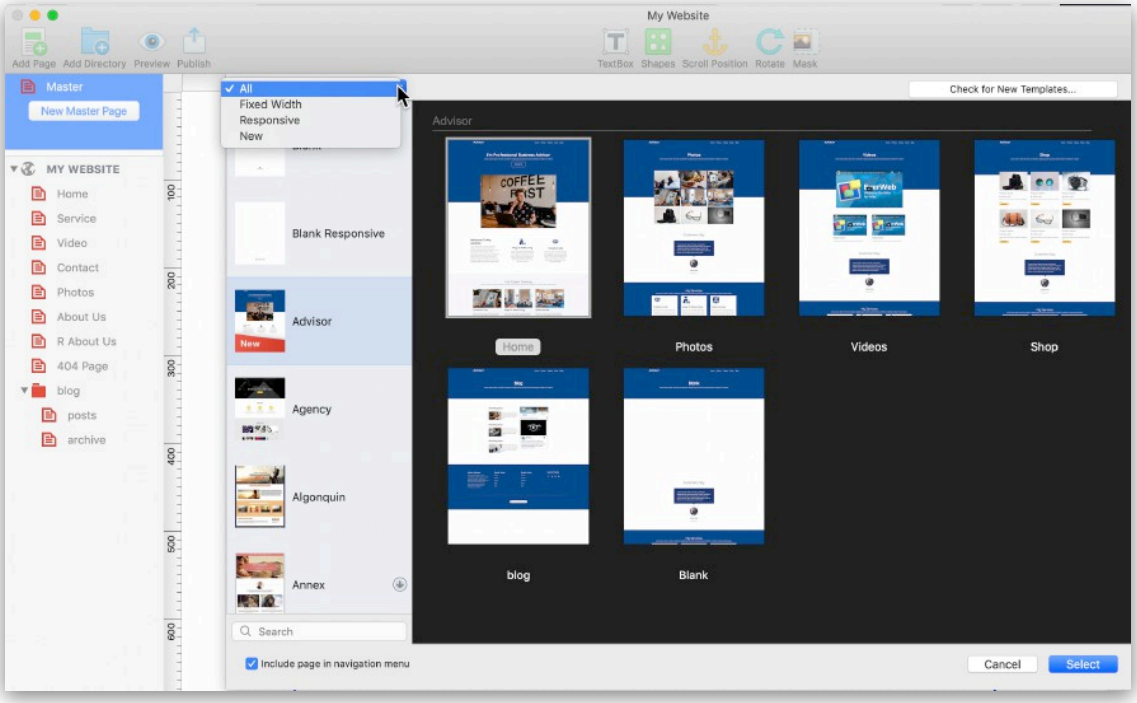


Figure 14.4: The Theme Template Chooser displaying the Filter menu in the top left corner of the screen.

The following instructions can be used to create a Responsive page or a Responsive Master Page. The general process is the same.

1. If you are creating a new project, click on the 'Create a new website' button on the Projects Window. The Theme Template Chooser will appear (See Figure 14.4). To quickly find Responsive Theme Templates, click on the filter drop down menu in the top left hand corner of the Theme Template Chooser. Select Responsive from the drop down. The

list of Theme Templates in the left hand column will now display only Responsive Theme Templates.

2. Select the Responsive Theme Template you want to use in the left hand column then select the page style you want from the right hand side.

3. To create a blank responsive page select the 'Blank Responsive' Theme Template in the left hand column then the 'Home' page style from the right hand side. Click the Select button to finish,

4. To add a responsive page to an existing project, use the 'Add Page' button in the Toolbar. To quickly find Responsive Theme Templates, click on the filter drop down menu in the top left of the Theme Template Chooser and select 'Responsive'. The list in the left column will now display only EverWeb's Responsive Theme Templates. Select the Responsive Theme Template you want to use and then the page style from the right hand side. To create a blank responsive page select the 'Blank Responsive' Theme Template in the left column and then the 'Home' page style from the right.. Click 'Select' to finish,

5. You have now created a responsive page in your website project.

6. Rename the page by double clicking on the page name in the Web Page List and name it as required. Press Enter to finish.

Creating a Responsive Master Page

1. Creating a responsive Master Page is the same as creating a regular responsive page, except that you use the 'New Master Page' button in the Master Page area of the Web Page List to create the Master Page.

2. If you want to use a Responsive Theme Template for your Master Page, click on the filter drop down menu in the top left of the Theme Template Chooser (See Figure 13.2). Select 'Responsive'.

3. The list in the left hand column will now display only Responsive Theme Templates. From the Theme Template Chooser select the Responsive Theme Template you want to use, then select the page style from the right hand side.

4. To create a blank responsive Master Page select the 'Blank Responsive' Theme Template in the left column then the 'Home' page style from the right hand side. Click 'Select' to finish.

5. When you. create a responsive Master Page, the 'Page Layout' in the Page Settings tab of the Inspector Window will be 'Responsive'. The 'Content Width' and 'Minimum Header Height' fields will not be available as they are not used in responsive design.

6. If you have content in the body or footer area of the Master Page that extends past the Minimum Content and Footer Height values set in the Page Settings tab of the Inspector Window, the section will automatically expand to accommodate the objects within the section.

Changing The Page Layout

EverWeb uses three page layout styles: Left Aligned, Centered and Responsive. You can change the Page Layout of your page to a different layout type if you want. However, when doing so, the design of the page may be radically altered. Therefore, you will not be able to undo this action. EverWeb will warn you if you decide to change the Page Layout style. See figure 14.5.

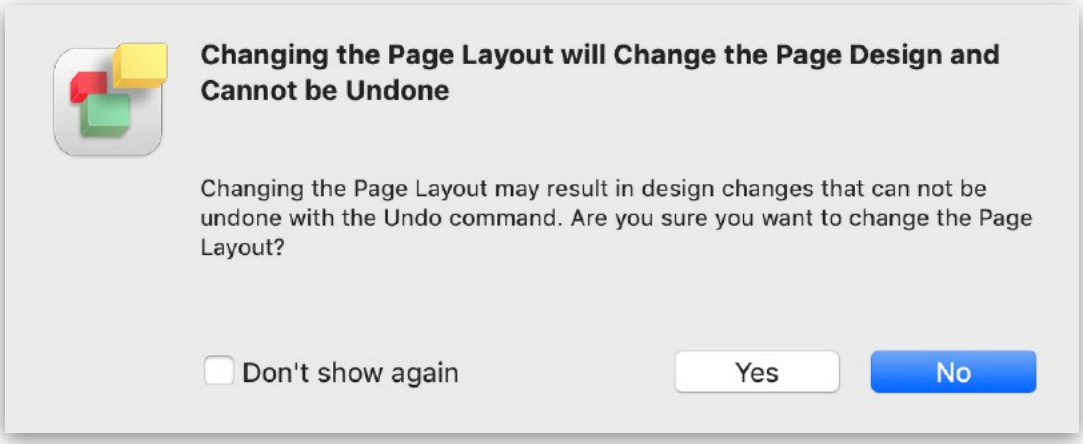


Figure 14.5: If you change the Page Layout from one type to another, EverWeb will warn you first as making a change to the page layout cannot be undone afterwards.

Responsive Page Structure

Responsive website design uses 'containers', known as **sections**, that keep objects in a formal structure. Sections have the following features:

- Sections are always horizontal across the page;
- Sections always take up the Full width of the page no matter on what type of device the page is being displayed upon.
- An object can be a section in its own right if it is Full Width capable e.g. the Navigation Menu widget, a TextBox or a shape can all be full width objects
- Objects that are not full width capable need to be placed in the Responsive Row widget which is a special section that can also contain other full width objects if required.
- Objects within a section always remain inside the section no matter on what device they are displayed upon.

Responsive Pages on Different Devices

When designing your website you may not necessarily want all objects on the page to be displayed on all devices. Alternatively, you may want to replace one object with a different object depending on the device which the page is being viewed upon.

To enable this, use the 'Show on Device' options in the Responsive section of the Metrics Inspector.

Breakpoints

EverWeb also lets you customize the point at which a device is regarded as one type or another. Breakpoints set the page width at which a device display will change from one type to another. Click on the 'Breakpoints' button in the Responsive section of the Metrics Inspector to set the breakpoints for mobile, tablet and desktop devices. Use the 'Set Default' button in the Breakpoints dialog box to reset the values back to their initial defaults.

The Editor Window displays breakpoints as dashed vertical lines. You can toggle the view of the breakpoints on and off using the Window-> Hide/Show Breakpoints menu option.

Hidden Objects

To locate a hidden object, secondary click on the responsive page. In the menu, scroll to the 'Hidden Objects' section and choose the object that you want to work with. The object will be displayed showing the objects contents. The selected box will be displayed with a grey background and a 'X' cross through it. The object will disappear when you click elsewhere on the canvas unless you have Window-> Show Hidden Objects set. In this instance, the contents of the selected hidden object will disappear leaving the grey box with the 'X' cross through it left in tact.

Use the Window-> Show Hidden Objects menu option to display the location of all hidden objects on the page.

Sections Create the Structure of Responsive Pages.

In the example in Figure 14.6, the web page on the left has been broken down in to its component parts as shown on the right. The objects within each horizontal section are represented in diagram on the right.

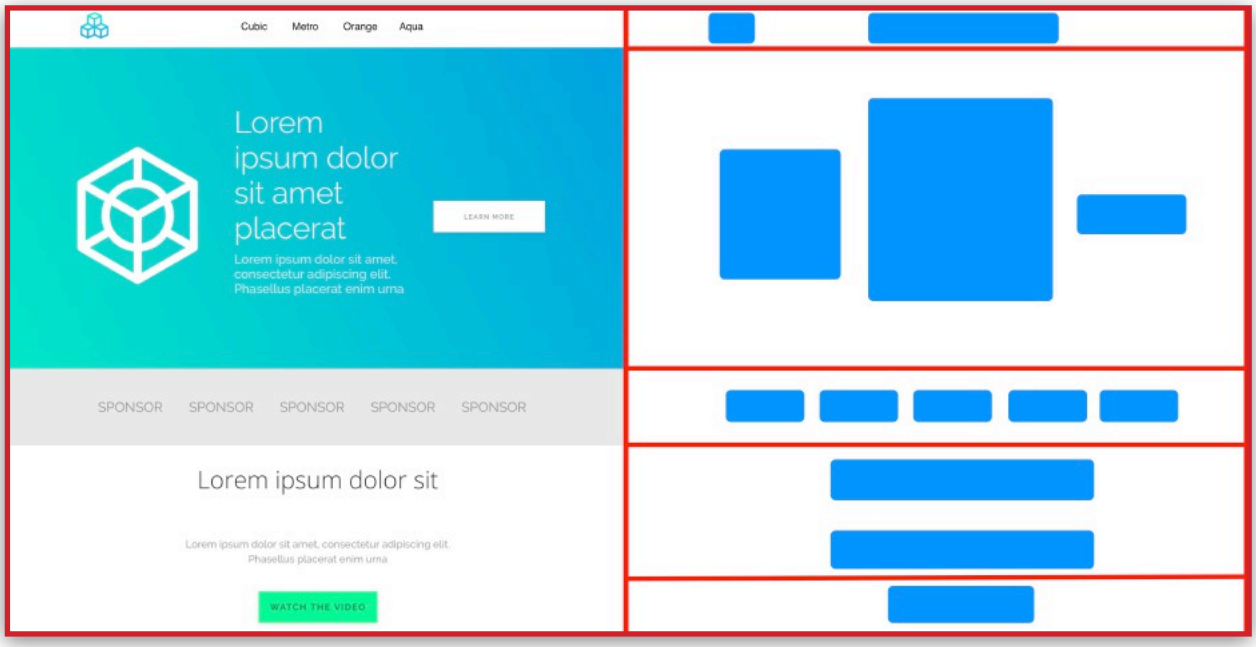


Figure 14.6: The Responsive page on the left can be divided in to sections as shown by the red lines. The diagram on the right shows the page components as objects residing within each section.

Some objects can be a section in their own right e.g. the TextBox shown in the fourth section down from the top in Figure 14.6 above.

Objects can also be placed within a section e.g. in the second section down from the top of Figure 14.6, the large logo on the left, text in the middle and button on the right have been placed within a Responsive Row widget.

As a page can be viewed on different devices such as a mobile phone or desktop, sections automatically scale to display properly on each device. Objects inside the section also adjust their relative positions within the section in order to display correctly.

For example, the objects within the green/blue rectangle section of Figure 14.6 i are displayed as if being viewed on a desktop device.

On a mobile device the objects may look like how the appear on the left in Figure 14.7. On the right is the diagrammatic representation of the objects in the section. The section and the three objects it contains are the same as they were on the desktop, but their height and widths have scaled automatically to fit the



Figure 14.7: The Responsive page on a mobile device automatically scales to display correctly on the device as can be seen on the page on the left and its diagrammatic representation on the right.

Adding Objects to a Responsive Page

When you drag and drop an object on to a responsive page layout, if the object is Full Width 'capable' it will be added as a Full Width and will become a sectioning its own right

Full Width objects may also be placed in the Responsive Row widget as required e.g. if you want to add top and bottom padding to the Full Width object

Objects that are not Full Width capable, such as the PayPal widget, should always placed in a Responsive Row Widget so that they work properly.

Adding New Sections To The Page

You can add a new section object to the page just by dragging and dropping it the location where you want it placed.

Moving Sections On The Page

You can easily reorder sections on your page. Just drag and drop the section you want to move to its new location.

Deleting A Section Form The Page

To remove a section from the page select the section (you may need to use Pick Layer to make sure you have selected the right section) then press the backspace key on your keyboard. When you delete a section all of the objects inside the section will also be deleted.

Setting Section Margins

Section objects can have their left and right margins set. This can be useful as otherwise a section object may be too close to the page margins. To set a section margin:

1. Select the section object that you want to apply a left and/or right margins to.
2. Go to the Metrics Inspector (see Figure 14.8).
3. Set the left and right margins as required.

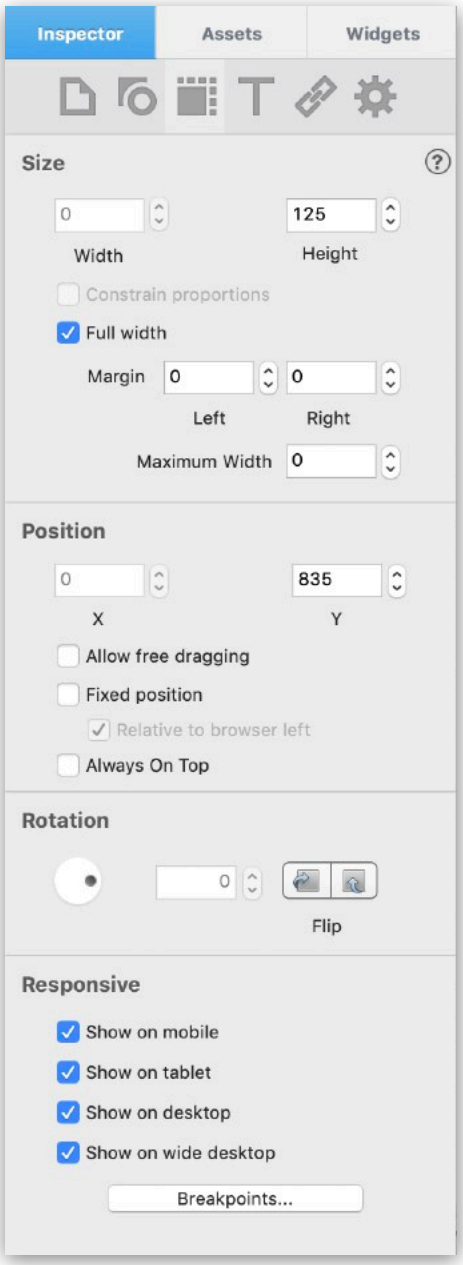


Figure 14.8: The Metrics Inspector showing the Left and Right Margin settings that can be applied to Full Width objects.

Widgets & Responsive Pages

Widgets play an important role in responsive design in EverWeb. Widgets can either be Responsive Only, Responsive Ready or require embedding in the Responsive Row widget in order to work properly in responsive pages.

Responsive Only Widgets

EverWeb includes some widgets specifically designed to be used only in a responsive page layout e.g. the Responsive Row, FlexBox, Text Sections and Responsive Gallery widgets. These widgets offer special layouts, features and effects that are scaleable for any device from mobile phone to wide desktop.

Whilst these widgets be used in other page layouts, this is not recommended or supported as the widgets may be have unpredictably.

The Responsive Row widget is a special EverWeb widget that is used extensively in responsive web page design as it includes special features to help you more easily create your responsive website.

The Responsive Row Widget

The Responsive Row widget is the cornerstone of your Responsive website design. The ResponsiveRow widget is important as it can contain TextBoxes, images, shapes and other widgets in it.

Adding a Responsive Row Widget To The Page

To add a Responsive Row Widget to the page go to the Widgets tab and drag and drop it on to the page. You can add as many Responsive Row widgets to your page as you want.

When you add the widget to the page, you will see that it is Full Width. The widget displays the following instructions within it (See Figure 14.9):



Figure 14.9: If you change the Page Layout from one type to another, EverWeb will warn you first as making a change to the page layout cannot be undone afterwards.

Naming a Responsive Row Widget

When you drag and drop a Responsive Row widget on to the page, its Widget Settings will be displayed in the Inspector Window. You can use the 'Responsive Row Name' field in the Widget Settings to name the Responsive Row as you want. For example, you could name a Responsive Row in the Footer section of the page as 'Footer Row'.

Selecting a Responsive Row Widget

To select a Responsive Row widget, just click on it. If there are objects already in the Responsive Row widget, click on an area of the widget where there are no objects.

To confirm that the Responsive Row widget has been selected, secondary click on the widget. On the menu that appears mouse down to 'Pick Layer'. If the Responsive Row is currently selected, Pick Layer should show 'Responsive Row' check marked.

If the Responsive Row has not been selected, use Pick Layer to select it. From the Pick Layer menu, click on Responsive Row.

Selecting the Responsive Row is important when you want to move the widget up and down your page, which is discussed below.

Adding Objects to a Responsive Row Widget

As the instructions state, you can now drag and drop objects in to the widget. These objects can be either Full Width e.g. a Navigation Menu Widget or non-Full Width such as the PayPal Widget, a TextBox, Image file and so on.

When adding objects in to the Responsive Row Widget, make sure that the Responsive Row Widget is first selected. If the widget is not select, it is possible that when you add objects, they actually fall outside of the Responsive Row widget. Refer to the next paragraph if this Is the case.

Moving Objects Into a Responsive Row Widget

If for example the Responsive Row widget is not selected and you wanted to add a new TextBox into the widget, this will not happen and the TextBox will be displayed at the bottom of the page as a Full Width object instead. To move the TextBox into the Responsive Row widget, select the TextBox and then secondary click. Go to the 'Embed In' option and select the Responsive Row you want to place the TextBox inside of. The TextBox will be placed inside the Responsive Row widget. If the TextBox is not to be full width, uncheck the Full Width box in the Metrics Inspector.

Moving Objects Within A Responsive Row Widget

When you add objects to the Responsive Row Widget, you may want to rearrange their order. You can do this by dragging the object you want to move either to the left or right, and/.or up and down if necessary, within the Responsive Row until it is in the place that you want it to be. Drop the object into its new position.

When moving objects within a Responsive Row Widget, you will see blue vertical guide lines that show you where the vertical border of the objects are. These guides help you position the object you are moving more easily.

Deleting Objects From Inside a Responsive Row Widget

To delete an object from within the Responsive Row Widget, select the object and press the backspace key on your keyboard.

Deleting a Responsive Row Widget

To delete the Responsive Row widget, click on the widget itself or use Pick Layer to select the widget. Press backspace to delete the widget. Note that when you delete the Responsive Row widget that any object that it contains will also be deleted. Caution is advised when deleting the widget in case you actually only wanted to delete an object within the widget.

If you delete the widget by mistake, use Cmd+Z to undo the action.

Responsive Row Widget Settings

The Responsive Row widget has the following settings that can be used to adjust various aspects of the objects that are contained in the Responsive Row widget (see Figure 14.10):

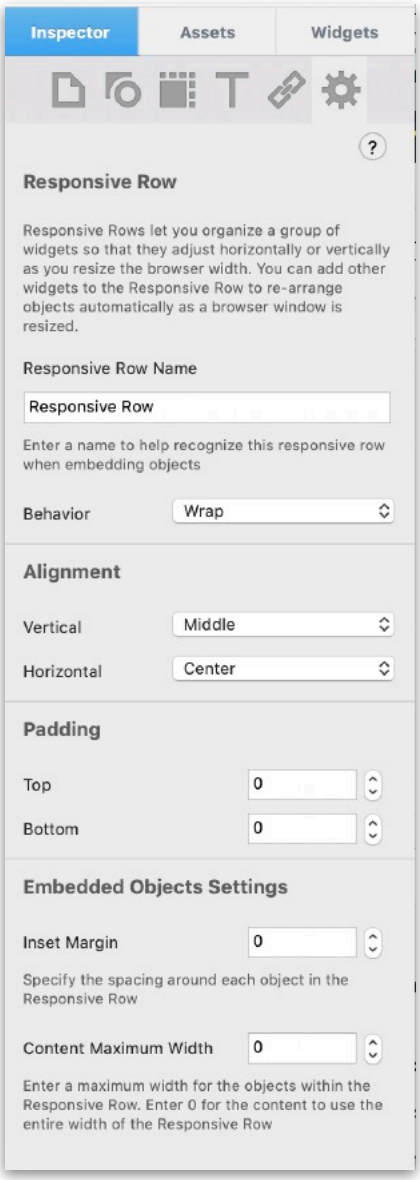


Figure 14.10:The Responsive Row Widget Settings

Responsive Row Name

By default, each Responsive Row is named as 'Responsive Row'. When you use the 'Embed In' option, you see a list of all the Responsive Row widgets that are on the page e.g. 'Responsive Row 1', 'Responsive Row 2' etc.

If you have a large number of Responsive Row widgets on your page it can become confusing when trying to embed an object in to the right Responsive Row. Therefore giving your Responsive Rows widgets a descriptive name will help make it easier to embed an object in to the correct Responsive Row widget.

Behavior

Objects within the Responsive Row usually 'wrap' from left to right. As you decrease the width of the Editor Window (or browser when your website is previewed or published) the objects inside the Responsive Row widget will eventually be wrapped from top to bottom instead of left to

bottom to top as you decrease the width of the browser.

Alignment
Objects within the Responsive Row widget can be aligned vertically and horizontally.

Vertical

Objects can be aligned to the Top, Bottom or Middle of the Responsive Row Widget.

Horizontal

Objects can be aligned to the left, center or right in the widget. Objects can also be evenly spaced in the widget using the Justify option, or evenly spaced from the center point of the widget using the Justify Center option.

Padding
Use 'Padding' to add space at the 'Top' and 'Bottom' of the widget.

Embedded Object Settings
Use the 'Insert Margin' option to add vertical and horizontal padding between each of the objects inside of the Responsive Row widget. This 'Insert Margin' option is like the Insert Margin in the Text Inspector and helps enhance the display layout of objects within a Responsive Row.

Testing Your Responsive Page

Testing your responsive page should always be carried out as you will need to see if the page displays correctly on desktop, tablet and mobile devices. Often you can use EverWeb's Preview feature to test how the page will look.

Alternatively you can use responsive features within browsers such as Apple's Safari web browser which includes responsive preview in its developer menu.

Responsive Blogging

EverWeb includes a Responsive Blog that is available from the Blank Responsive Theme Template. To add the Responsive Blog to your website:

1. Click on the Add Page button
2. The Theme Template Chooser will appear. In the left hand column, select the 'Blank Responsive' Theme Theme template which is the second Theme Template in the list.
3. Once you have selected the Theme Template, click on the 'blog' page style on the right hand side and then click 'Select'.
4. The Responsive blog has been added to your website project.

Converting an Existing Blog to a Responsive Blog

If you have an existing Fixed Width layout blog, you can convert it to a responsive blog. Before converting your blog it is recommended that you backup your website project file in case you want to revert back to the original fixed width blog later.

To convert a blog, change the format of the Page Layout from the current layout to 'Responsive' for the blog main, archive and posts pages.

15 Contact Forms Enhanced Addon

This chapter introduces you to EverWeb's Contact Forms Enhanced Addon which is for use with the Contact Form Advanced widget.

You will learn how to purchase and use the Contact Forms Enhanced Addon so you can manage and generate reporting from your Contact Form Submissions.

What is Contact Forms Enhanced Addon

Purchasing and Installing Contact Forms Enhanced Addon

How To Use CFE Addon in the Contact Form Advanced Widget

Adding File Upload Capability To Your Contact Form

Managing and Reporting Form Submissions

Selecting a Form to View Form Submissions & Selecting Form Submissions

Sorting & Searching Form Submission Data

Displaying The Number of Form Submissions Per Page

Downloading Uploaded Files

Contact Forms Enhanced Addon

EverWeb's Contact Forms Enhanced Addon (CFE) allows you to manage a database of contact information created from the contact forms visitors to your website have submitted via the Contact Form Advanced widget.

The data in the contact form that the user sends you is known as a ***Form Submission***. Visitor data is stored securely in your EverWeb Client Area where it is easily accessible and can be downloaded, if needed, to a CSV file.

You can use Contact Forms Enhanced Addon to store email addresses gathered from your contact forms to help you create mail shots to existing and potential new customers, newsletter email lists, surveys, promotions and so on. You can also target specific groups or market segments based on questions you ask in your contact form. There are countless possibilities!

Each contact form can have its own unique Contact Form Name so, for example, you could name a form for a survey, promotion, newsletter subscription and so on .

Other Contact Forms Enhanced Addon features include:

- Calendaring features can be added to your Contact Form using the 'Calendar' control. When using the control, a full calendar popup window appears You can modify the calendar's date formats, block out specific days and more. The calendar is fully responsive and so is perfect for mobile phones, tablets and desktop computers.
- The 'Select Time' control lets you provide a popup window to select specific times. The time format is fully customizable as is the time selection intervals and the earliest and latest available time slots.
- Visitors can upload files to the EverWeb servers that you can download the files safely at a later time from your EverWeb Client Area.

control variables based on what the visitor entered in the form. The ‘Confirmation Email’ input box includes an example.. This feature requires that both Contact Forms Enhanced Addon and reCaptcha SPAM protection are enabled

- The Contact Form Advanced widget allows you to remove the links that ask you to upgrade or login to your account to download file uploads from the form submission email.

Purchasing & Installing Contact Forms Enhanced Addon

To purchase and use Contact Forms Enhanced Addon, follow the steps below:

1. Visit our Secure Online Store to purchase the Contact Forms Enhanced package you need. You can upgrade/downgrade at any time for more/less submissions or file upload space.

2. Once you have completed your purchase and your account is activated, you will receive an email with the Subject 'Contact Forms Enhanced Setup Instructions'

3. Now, simply select your existing Contact Forms, or add a new one to any page. From the Inspector go to to the Widget Settings tab and select the 'Contact Forms Enhanced Add-ons' field from the top of the Inspector (See Figure 15.1).

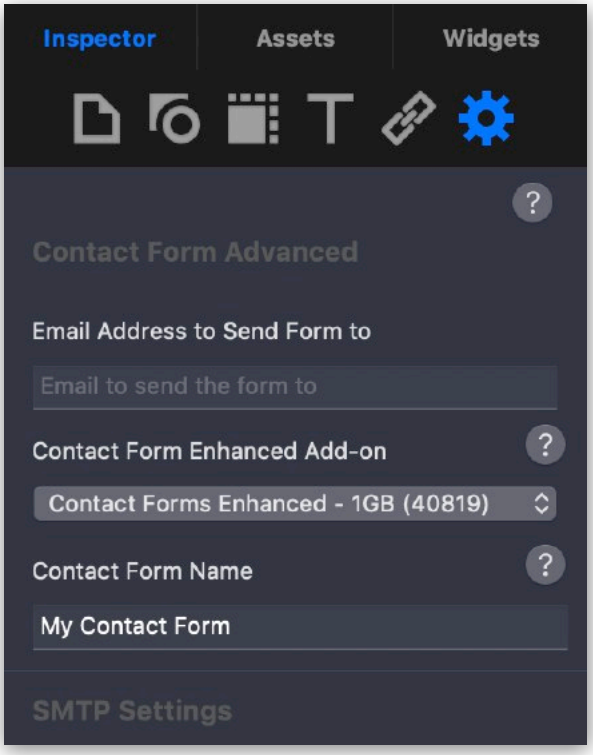


Figure 15.1:The Contact Forms Enhanced Add-on field in the Contact Form Advanced Widget Settings

Note: If you do not see any options listed, quit and relaunch EverWeb and make sure you are signed in from the EverWeb Preferences window.

How To Use Contact Forms Enhanced Addon in Your Contact Form

With Contact Forms Enhanced Addon enabled, go to the '*Contact Form Name*' field and name the form appropriately. If you have more than one website, you may want to include the project file's name in this field as well. This will make identifying forms easier when managing and reporting form submissions (See Figure 15.1).

This name is used within your Client Area in order to separate and easily identify each contact form you have created.

Adding 'Calendar' and 'Select Time' Controls

If you want to add calendaring and time selection capabilities to your form, add a new Form Control to the contact form by clicking on the 'Add' button in the Form Controls section of the Widget Settings tab.

Name the Form Control and set the 'Control Type' option to either 'Calendar' or 'Select Time'. Customize the Control's settings using the Options List.

Adding 'File Upload' Capability To Your Contact Form

If you want your website visitors to be able to upload files to you, add a new Form Control to the contact form by clicking on the 'Add' button in the Form Controls section of the Widget Settings tab (See Figure 15.2).



Figure 15.2:Adding a Form Control so that your visitors can upload files from within the contact form.

will update to display a 'Choose File' button.

You can download files that your visitors have sent you from the Contact Forms Enhanced page in your EverWeb Client Area (see below).

Managing and Reporting Form Submissions

Once you have set up the contact form, publish the website. When a visitor submits a form, you will receive an it in the email box that you setup in the 'Email Address to Send Form to' field of the contact form.

To go to the Custom Form Enhanced page, either click on the link in the email to go to your EverWeb Client Area, or log in directly to your EverWeb Client Area (See Figure 15.4).

On the home screen of your EverWeb Client Area is the 'Contact Form Submissions' section on the left hand size. Click on 'View Form Submissions' to go to your form submission data.

The 'Contact Forms Enhanced' page will be displayed with a summary at the top showing you the number of forms that have had form submissions, the total number of form submissions and the server space used by file uploads from your form responders.

Selecting a Form to View Form Submissions

To view your form submissions, click on the 'Please select your form to access its submissions' dropdown menu. A list of your forms will be displayed. Highlight the form you want then click on the 'Select' button.

Selecting Form Submissions

If you want to select all the form submissions tick the box at the top of the left most column heading. Check the box again to deselect all form submissions.

To select or deselect form submissions, check or uncheck the selection box on the left hand side of each individual form submission.

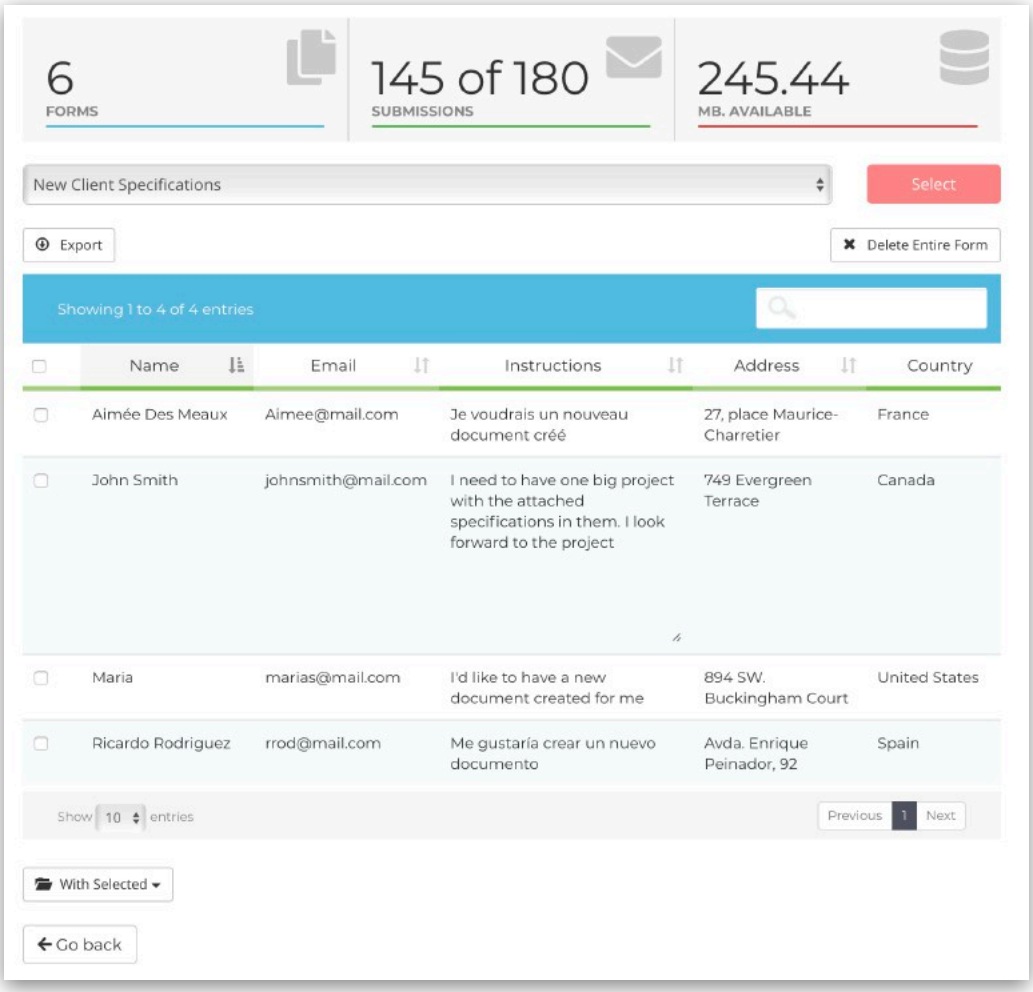


Figure 15.4:The Contact Forms Enhanced page in your EverWeb Client Area is where form submission data from your contact forms is displayed and managed.

Exporting Form Submission Data

Once you have selected the form you want, you will see the form submissions that have been submitted displayed. To export all of the form submission data of the form, click on the 'Export' button.

To select a custom list of form submissions to export, check or uncheck the box next to each form submission that you want. Use the checkbox on the left hand side of the column headings to toggle select all forms on or off. Once you have the form submissions that you want to export selected, click on the ‘With Selected’ button at the bottom of the list and select ‘Export’.

Deleting Form Submission Data

If you want to delete the form ***and all of its form submissions***, click on the 'Delete Entire Form' button. You will be asked to confirm the deletion.

To select a custom list of form submissions to delete, check or uncheck the box next to each form submission that you want. Use the checkbox on the left hand side of the column headings to toggle select all form submissions on or off.

Once you have selected the form submissions that you want to delete, click on the 'With Selected' button at the bottom of the list and select 'Delete'. You will be asked to confirm the deletion.

To delete form submissions individually, click on the Trashcan icon on the right hand side of the form submission that you want to delete. The trashcan icon is in the second last column of the form submission table so you may have to scroll the table horizontally to see it.

You will be asked to confirm the deletion.

Sorting Form Submission Data

Use the Up/Down arrows next to any of the column headings to order your form submissions based on that column in ascending or descending order. An arrow icon together with an ascending/descending graph icon indicates which column the data is sorted upon and whether it is in ascending or descending order.

Searching Form Submission Data

To search within your form submission data just enter the criteria you want in the search box then press Enter e.g. you could select '2019-07' to select all forms submitted in July 2019.

Displaying The Number of Form Submissions Per Page

At the bottom of the Contact Forms Enhanced page is where you can select how many form submissions per page you want to see. The default is 10, but you can also choose either 25, 50 or 'All'.

Downloading File Uploads Submitted By Your Visitors

Files that have been uploaded will be displayed in the 'Attachments' column. A down arrow within a circle icon indicates that a file has been uploaded. To download the file to your computer, just click on the icon. The file will be downloaded to your Downloads folder.

If you do not see the Attachments column, scroll the table horizontally to the left so that the columns on the right hand side of the form submissions table come in to view.

16 EverWeb SEO Power Up

This chapter introduces you to EverWeb SEO Power Up Addon and explains all of its features in detail so that you can maximize your website's SEO potential.

About EverWeb SEO Power Up

The XML Sitemap File

Setting Priority Values

Setting Change Frequency

Publishing Your Website

The robots.txt file

XML Sitemap Submission

Open Graph Tags

GZip Compression

Additional SEO Tips & Tricks

EverWeb SEO Power Up

The EverWeb SEO PowerUp addon automatically optimizes your website for search engines and submits it Google, Yahoo, Bing and Alexa search engines.

Use EverWeb SEO Power Up on the pages in your website that you think are important to optimize in terms of their SEO, for example, your Home page.

Use the 'Priority' and 'Change Frequency' options, described below, to tell search engines which pages in your site you consider important and which are not.

Adding the SEO PowerUp Addon

You can purchase the EverWeb SEO PowerUp Addon from your client area by going to the Services menu->Available Add-ons.

Once you have purchased the add-on you just need to log out and back in within EverWeb's Preferences window, or quit and launch EverWeb.

Using EverWeb SEO Power Up

Start your SEO optimization by going to the Page Settings tab in the Inspector Window.

Open the section Search Engine Optimization, if it is not already open, then check the 'Include page in search engines' check box if it is not already checked.

You can specifically add the SEO keywords, or terms, that you want to use on the page. These will usually be the primary and secondary keywords, or terms, that you have already found through your SEO Keyword Research.

You can edit your Keyword entry by double clicking on it and editing the field.

To delete the entry, just highlight the entry in the list then press the delete key on your keyboard.

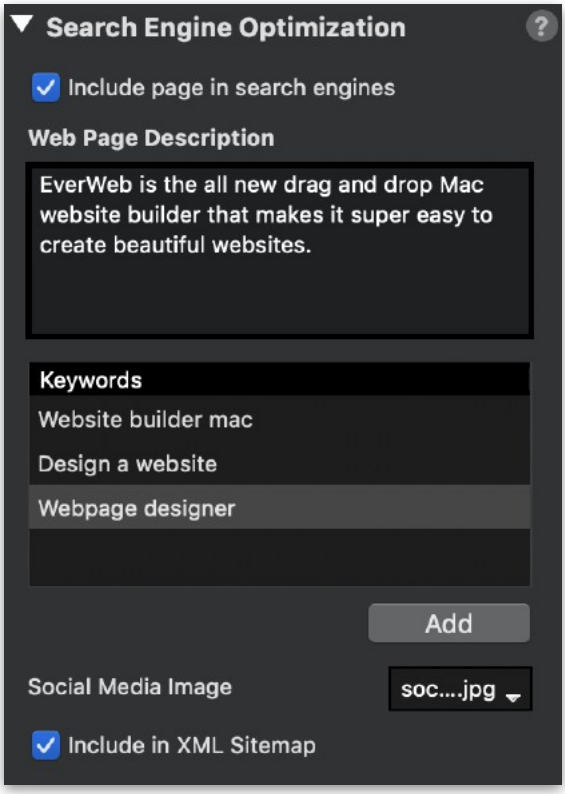


Figure 16.1:The Search Engine Optimization section of the Page Settings tab lets you add your own Keywords or Terms to your pages.

The XML Sitemap File

EverWeb SEO Power Up will automatically create an XML Sitemap file when you publish your website.

An XML Sitemap tells Google, and other search engines, which pages and files you think are important in your site, and also provides information useful to SEO about such files or pages. For example, when the page was last updated, how often the page is changed and any alternate language versions of a page.

You can assign a *priority* and *change frequency* to the important pages in your site, according to sitemap protocols, directly from the Page Settings tab.

First, check the 'Include in XML Sitemap' checkbox if it has not already been checked. This will make the 'Priority' and 'Change Frequency' fields available to you.

If you have not purchased EverWeb SEO Power Up you will be notified of this, once in a while, when using the Priority and Change Frequency fields.

Setting Priority Values

Priority sets a number from zero and one with zero being not important, 0.5 being neutral and 1.0 being very important.

Here are some examples of how to set the Priority value for your pages:

- Use priority values between 0.8-1.0 for pages such as your Home page and product information, major features and major category pages.
- A priority value between 0.4-0.7 is often used for articles, blog posts, minor category pages and FAQs.
- Priority values of 0.0-0.3 are used for old news pages and for those pages where the information is no longer relevant.

Using Change Frequency

The Change Frequency field tells search engines approximately how often each page is updated. An update refers to actual changes to the HTML code or text of the page. Select the Change Frequency that is appropriate to the page. For example:

- NEVER: Used for pages that contain out of date news stories, old press releases and so on...
- YEARLY: Used for Contact, "About Us", login, registration pages

- WEEKLY: Should be used for pages such as Product information page and website directories
- DAILY: Used for page types that include Blog entry index pages, classified advertisements and small message board
- HOURLY: This category is used for major news update sites, weather information and forums
- ALWAYS: For pages relating to items such as Stock market data and social bookmarking categories

Applying SEO Settings

Remember that EverWeb's SEO Settings should only be applied to the pages in your website that are important to you in terms of SEO. If you have pages that are not important e.g. an About Us type page, then this page does not need SEO Settings applied to it.

For more information about other ways of improving your SEO, check out the SEO for EverWeb Video course online.

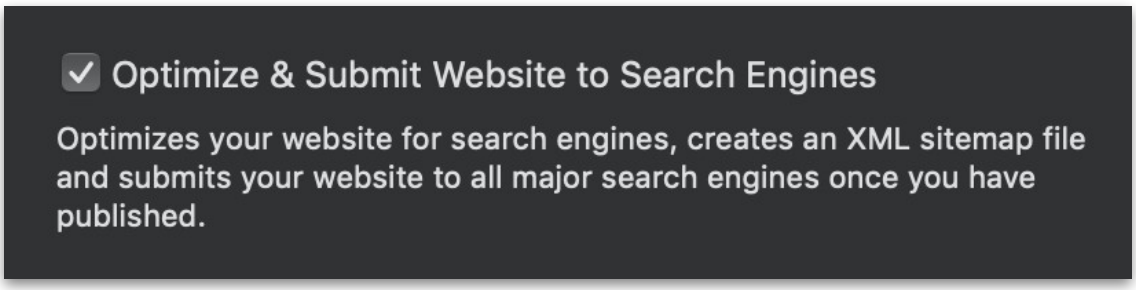


Figure 16.2: After purchasing EverWeb SEO PowerUp Addon, just tick the checkbox 'Optimize & Submit Website to Search Engines' checkbox when publishing your website..

menu option, or by clicking once on the name of your website in the Web Page List.

Check the box 'Optimize & Submit Website to Search Engines' if it is not already checked (See Figure 16.2). If you have not already purchased SEO Power Up, a dialog box will appear with options to purchase or 'remind me' later. If you have an EverWeb+Hosting 10GB or higher account, EverWeb SEO Power Up is free for you.

In addition to your Sitemap, when you publish your site EverWeb SEO Power Up creates your website's robots.txt file

Robots.txt

The robots.txt file tells search engine crawlers which pages or files the crawler can or can't request from your site

XML Sitemap Submission

Your website's XML Sitemap will be submitted to Google, Yahoo, Bing and Alexa notifying them of the updated site each time you publish something new.

Open Graph Tags

EverWeb automatically adds Open Graph tags to your website. Open Graph tags are used to improve the look of content shared on social media by creating rich previews through the use of Open Graph tags. This makes your content more clickable, shareable and noticeable. Web page content links that are shared on platforms such as Facebook and Twitter will, therefore, be better prepared to take advantage of these platforms, helping to improve your click through rate.

About GZip Compression

EverWeb SEO Power Up enables GZip compression on the server side for EverWeb + Hosting customers only so that your websites load faster.

Website loading time is a major factor in search engine rankings. The faster a website loads, the higher a website will rank in search engines.

GZip compresses and decompresses files intelligently between EverWeb's servers and the local browser, reducing the size of your website's HTML, CSS and JavaScript files.

Combined with the intelligent script optimization in EverWeb 3.3 and later, your websites will load much faster with this feature.

Additional SEO Tips & Tricks

The number one factor for search engines is having enough text content on your site. You need to have text that search engines can find and index in their database.

Other factors that will help your search engine rankings include;

1. Use HTTPS Secure URLs since secure websites will rank above non-secure websites. If you have purchased EverWeb Site Shield Addon for your EverWeb + Hosting account, EverWeb will handle all the technical set up for you.
2. Add a mobile version of your website.
3. Use image ALT tags. You can add these tags using the ALT Text field in the Inspector-> Shape Options tab. ALT tags are used to properly index your images
4. Review our free SEO for EverWeb Video Course.