



Site Builder Tutorial

Welcome,

This manual contains the basics to get your website up and running. There are two main ideas you need to get familiar with along with the basic text editing; uploading images and creating links. These are all explained below.

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How to Login


1. Go to www.yourbusiness.com.au/zen.
2. Enter your user name and password. Then click 'LAUNCH SITE BUILDER'
3. You are now logged in to your website control panel
4. To edit your website click the Main Site link in blue.




Here is a brief description of the icons encircled in blue.

 **Page with a Yellow Star:** THIS WILL DELETE ALL CUSTOMISATION ARTWORK. A fee will be charged to recreate your site if you click this button.

Page with a Blue Globe/World: Publish Site. Use this button to upload your website on to your server, making it available on the Internet. Until you click the **Publish** button, the changes and edits you have made in each session will remain in your working files only.

 **Page with a No Entry Sign:** DO NOT CLICK unless you want to UNPUBLISH your site. After you have published your site you can click this button to remove it from public viewing on the Internet. It will still be available for you to edit in the site editor. Generally you will never need you use this button.

 **Page with a Red Cross Icon:** DO NOT CLICK This button will delete your site and all the working files. You will lose all edits and customisation. A fee will be charged to recreate your site, and you will need to re-enter all your files.

Before Starting:

Please keep in mind that while you are editing your website on the Internet and you need to allow the page or function to load between clicks. Try not to go TOO FAST or click something too many times. A slight pause between clicks will ensure you have selected the correct item and will avoid freezing the system by over clicking. Most functions work with a single click.

While you might be able to whiz around your desktop, once again please remember that the editing program is online and handle with careful clicking to avoid crashing and frustration.

In the event the program does freeze, press the F5 key on your keyboard or simply close the browser and log in again. The program saves as you go so you shouldn't lose anything. Feel free to click DONE at any time to ensure changes are saving for your own peace of mind, especially if you have just entered in a lot of new info.

For assistance, please contact our Help Desk.

Help Desk Online: support@maverickmav.com.au

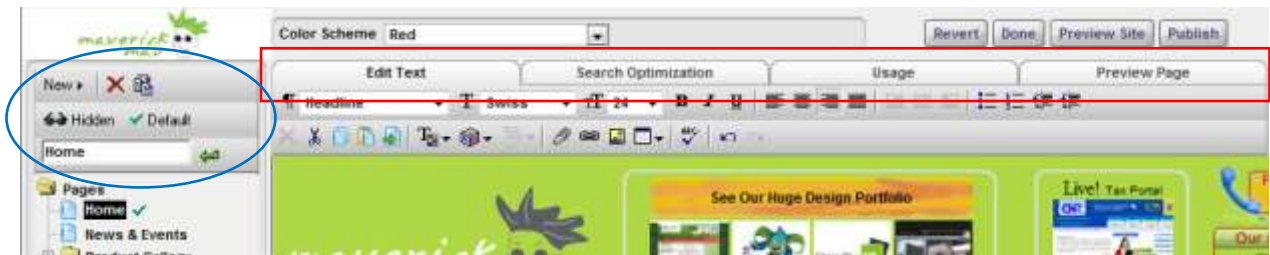
Call us: 1300 618 418
International Callers: +61 2 8221 8862
Fax No.: +61 2 8208 9953

support@maverickmav.com.au



Site Builder Tutorial

Site Builder Overview



Editing Toolbars

There are 2 methods to edit each page, using the top panel containing three tabs, and the left panel containing editing tools.

The 3 tabs are the Edit Text, Search Optimisation and Preview Page.

Edit Text: This button displays the editing tools you need to edit text AND insert images.

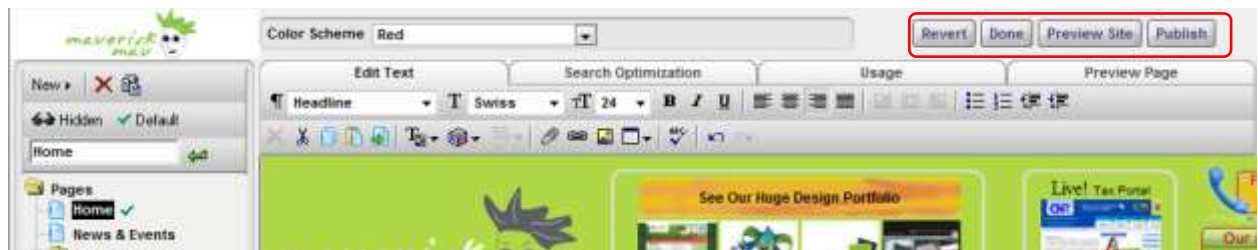
Search Optimisation: This button allows you to edit your website title, description and keywords, needed for search engines to find your site.

Preview Page: This button displays your page as it will appear once it is published.

The area in the middle is where your website appears is called the work area.

On the TOP RIGHT, you will notice 4 more buttons: Revert, Done, Preview Site and Publish

These buttons will be used when you are finished editing.



Revert: This button will cancel all changes made during the current editing session, and revert to the state when you first logged in. This option appears only after you have made changes, but have not published your site during the current editing session.

Done: This button will take you back to the Main Site Control Panel where you can logout.

Preview Site: This button allows you to preview your site before publishing.

Publish: This button will put all your changes live on to the Internet for public viewing.



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Main Menu Panel

Notice 6 buttons: **New Page, Delete, Clone, Hidden, Default** and a **Page Name Edit Box**.

Hover your mouse over the icons to see the name or a brief description of the button.



New Page: Click this to add a new page to your website

Delete: This deletes the selected page completely from your website.

Clone: The Clone button copies or duplicates the selected page.

Hidden: This button will HIDE or SHOW a page from the main navigation on your website. Generally use it to hide a page you are in the middle of creating.

The page will however still be published and can be linked to by text or image links.

Default: This button will make the selected page your home page. If the selected file is within a folder, it will indicate the default landing page in that folder.

Rename: This box is where you change the name of your pages. Please note that your file names are also the names of your navigation buttons on your website menu.



Editing Pages

A **page** is the building block of a website. Pages contain Content – which is made up of text, images, links and/or menus. Pages are displayed in a **Tree List** in the Main Menu Panel.

How are Pages Organised?

Pages are organised into **Folders**, and are displayed on the tree list. Folders enable you to easily group pages into related topics or sections, just like on a normal computer. Folders control the navigation of your site. Each site has a

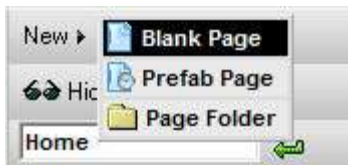
'primary folder' (the first folder on the Tree List) named **Pages** under which all pages and folders will appear.

Does the Page Order Matter?

Yes! The site builder utilises the page order to create a menu for your site. The order and level of the pages and folders in the Tree List will determine the order and levels of items in your menu. You can move pages around by dragging and dropping on top of the file you want the page to appear below.

Create a new Page

In the tree list panel, click on the "New" button and you will be given 3 options: Blank Page, Prefab Page, and Page Folder. Select Blank Page if you wish to create your own page or Prefab Page which results in a pre-designed layout. The new page will appear in the work area and may be edited. You will be able to choose from a broad selection of prefab layouts and layout types, i.e.



Single and multiple-column pages, Product pages, Photo galleries, Contact Us, FAQs, etc. When you select a Product or Photo Gallery Page a new **folder** will be created and the page will be added to that folder. To add more pages to the folder sub-navigation, select a page – drag and drop it in the yellow folder icon.

Create a Folder

To Create a Folder, simply click on the NEW PAGE button and select PAGE FOLDER. Now all you need to do is edit the pages to your liking. Also remember to rename the folder.

Second Level Pages When you create a page that is a second level page. Eg. It does not feature on the main menu, but rather lives inside a folder, you will notice it has a second level menu/navigation. If you create a prefab page and drop it inside the folder, it will automatically have the second level menu appear.

Rename a Page Select the page you wish to rename by single clicking on it. The page name will appear in the tree list Edit Name Box at the top of the tree list. Type in the new page name, then click **Submit**





or press **Enter**.



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Clone a Page

Select the page you wish to clone by single clicking on it, then click Clone . A copy (clone) of the page will be created immediately and "copy of the original page name" will appear in the text field. Type in the new page name then click Submit  or press Enter.

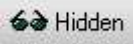
Move a Page

Click on the page you wish to move then drag it (click and hold while moving the mouse) onto the name of the page or folder under which you wish it to appear. To move a page to an existing folder, drop the page on the folder icon itself.

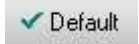
Hide a Page

Hiding a page prevents it from being displayed on the Navigation Bar/Menu of your website. In the tree list panel, select the page you wish to hide. Click  Hidden. The **Hidden** button will be depressed, and a sunglasses icon will appear to the right of the page name.


Unhide a Page

Unhiding a page allows it to be displayed on the Navigation Bar/Menu of your website. In the tree list panel, select the page you wish to unhide. Click  Hidden. The **Hidden** button will return to its normal (up) state, and the sunglasses icon will be removed from the page name. The page name will appear on the navigation.

Set the Default Page

To set the first page that viewers will see when they go to your site, select the page and press  Default. A check mark will be placed next to the page to indicate it is the Default page. Note that a Default page can also be set for pages within folders. This is used to indicate which page in the folder will be displayed first.

Delete a Page

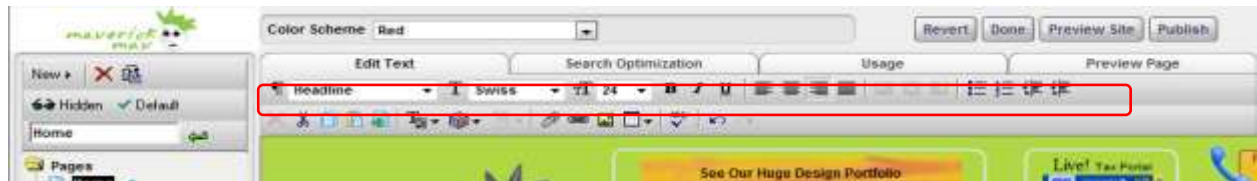
In the tree list panel, select the page you wish to delete. Click Delete . A confirmation message box will pop up asking you to confirm whether you wish to delete the page. Click OK to delete the page, otherwise click Cancel.

NOTE: As Pages can be linked to other components throughout the site, a Page can only be deleted if it is not being referenced anywhere else in the site. If you attempt to delete a Page when it is in use, an error message box will pop up. First Delete the links and then delete the Page.

Editing Content

Edit Text Tab

On the 'Edit Text' tab, you can add and modify the contents of the pages by simply selecting text with the mouse and typing. You can also change pictures by double clicking on them. A number of the icons and options on the toolbar are similar to those found in most word processing software programs.



Below are the options that are available to Maverick Mav clients.

Text Style

This is a pre-defined set of font styles. You can use these to keep the fonts, colours and sizes of your text consistent across the site. Change the text style for any header or paragraph by selecting your choice from the drop down menu. There may be different style sheets on different areas of the page. Eg One stylesheet selection for body copy and another for a decorative side bar.



Text Colour Use this button to change the text colour to one of the predefined colours in the palette.



Insert a symbol such as copyright or trademark into the text



Email Forms This button is only enabled for email forms. You may change the email address for the form, insert new form fields or change the name of form fields using this button.



Create a Link To create a hyperlink, you select the text or image you wish to make into a link and press this button. You will then be offered a list of options for the hyperlink. Select the page you wish to link to, or select an external link option.



Insert Image Place the cursor on the line you wish the image to be inserted and click this button. Or you can replace an image by double clicking on the image to open the image organiser. Double clicking on the image is a short cut for pressing this button. The image will be left aligned at first but you may change the alignment using the alignment buttons. To turn off alignment and let the image float within the text, click the depressed alignment button so it is unselected. You can also place images inside tables to control their positioning on a page.



Insert a Table Click to insert a new table. If the cursor is positioned within a table, this button is used to modify the existing table.




Edit HTML (Advanced Users Only) Click to edit the HTML source code. Use this with caution and only do so if you are familiar with HTML. Improper use can cause your pages to render improperly.



Insert PDF, Word Doc, Excel Sheet, etc Highlight the word or image as per creating links. Then click this icon to upload an attachment type file to your website, anything basically that is not an image, video or mp3. This will create a link out of the word or image, when the visitor clicks it the file will open or download.

Images

To insert an image, make sure that you are in the Edit Text Tab, press the  button or double click on an image to replace it. In both cases, the Image Organiser Dialog will pop up to let you manage your images.



New Images

When you press the image button on the tool bar the image organiser window will pop up and a new blank picture is created in the My Pictures folder. You must now upload the image by clicking the browse button.

- Click **Browse** and a dialog will be displayed that lets you choose any image on your PC.
- You may double click to select the image or single click and then click **Open**.
- Click **OK** to upload the image.
- Rename the image to a suitable title. By typing into the Name Box and press Enter.
- Click **OK** on the top right corner of the organiser dialog to accept the new image and it will appear on your page.

Note: You may upload jpeg, gif, swf, avi, wmv and mov files. swf files will play on almost all browsers while avi and wmv files are limited to Windows platforms. mov files require the installation of a plug-in on Windows platforms

Replacing Existing Images

When you double click on an existing image the image organiser window will pop up. You will see there are **TWO** browse buttons.

Upload and Replace Image - lets you upload an image that replaces the selected image anywhere it is used in your web pages. This will over write the image, so be sure that it is what you want to happen.

Upload and Add New - lets you upload a new image. Use this to replace just this instance of the image on your web page without affecting the existing image anywhere else it might be used.






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Links

A **Link** is a clickable connection from one word, picture or component to another. Also known as a "hyperlink", a link enables you to jump from one page to another, both within a site and to other sites.

Creating Links

Text Links

Highlight the text you wish to create into a link, then click the **Link** button  on the Edit Text tab to open the Link Selection Window. Read **select link** below.

Select Link Click the desired link type from the tree list. Then click **OK** to create the link.

How to create a hyperlink on your webpage.

We will be using MaverickMav as an example for this tutorial.

- The first thing you need to do is type the text that you would like to use as a link.
e.g MaverickMav
- Once the text is created, using your cursor simply click, hold and scroll over the text so that it is now highlighted.
- Within your Text Edit panel (An icon which looks like a linked chain,) this icon is situated between the edit/create picture and the edit/create attachment.
This icon represents edit/create hyperlink – please select this symbol.
- This should open up a new window.

On the left hand side you will find a file structure. Within the folder 'External Links' there will be a file titled 'External Web Paged' – please select this files.

- Within the main content of this new window, you should now be able to enter the destination URL of the link that you are creating.
e.g <http://www.maverickmav.com.au>
- You have the choice to have your link open in a new window or in the same window. It is recommended that you select 'new window' as you should not steer individuals away from your site.
- Once the above is done – please select 'OK' and then publish your site as usual.

Test the link to ensure it is being redirected to the correct website.

Image/Button Links

Create or edit an existing image. Click the **Select Link** in the Image Organiser to view the Link Selection Window. Read **select link** below.

Types of links



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None: Remove link from picture.

External Web Page: Link to a page on the World Wide Web.

Launch Email Form: Create an e-mail message with the recipient(s), subject prefilled. Eg request a quote. (More details below in Links – email.)

Add to Cart: Create a link that enables customers to add selected items to a [PayPal](#) shopping cart. (More details below PayPal Online Store Setup)

View Cart: Create a link that enables customers to view and modify the contents of their [PayPal](#) shopping cart. (More details below PayPal Online Store Setup)

Relative Page: Move to the Home, Next, Previous, First or Last page on the site.

Specific Pages: Link to an internal page. **Select a Link** Click the desired link type from the tree list. For *External*, *Relative* and *Specific* page links, make a selection from the **Show In** dropdown box to choose whether the linked page will open the **Current Window** or a **New Window**.



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Online Store Setup

Before you can accept payments through PayPal, you must set up a both an Account Profile through the site builder, and a PayPal Account on the PayPal website both of these are free of charge.

Selling Products Online

3 steps to setup your online shop

1. Create the product page and insert the images and text
2. Add the product info for each product button
3. Setup the paypal account – you only do this step once

Products Pages Set Up

To create an online store you need to set up a product gallery to display your wares, then link each product to your new pay pal account. [PayPal website](#).

To create your online store

1. Create a new page by selecting New page > Prefab Page > Product Page > OK
2. Swap the default images for images of your products or edit the page as you wish. You can easily copy and paste elements to add more products down the page.
3. Double Click on **Add to Cart image** and select **Link** from the tab in the top left corner
4. Click the **Add to Cart** Link and enter your product details.

5. Click OK and repeat steps 3-7 for each product you wish to sell.

View Cart Button



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Create a link which will enable customers to view and modify the contents of their PayPal Shopping Cart. Select the text or image you want to create the link from as the view cart button, then select EDIT LINK. Choose VIEW CART from the external links menu. Click OK.

Setting Up And Linking To Paypal

First you need an paypal account



[Click here to sign up to PayPal](#) - Start receiving credit cards online immediately. – **FREE!**

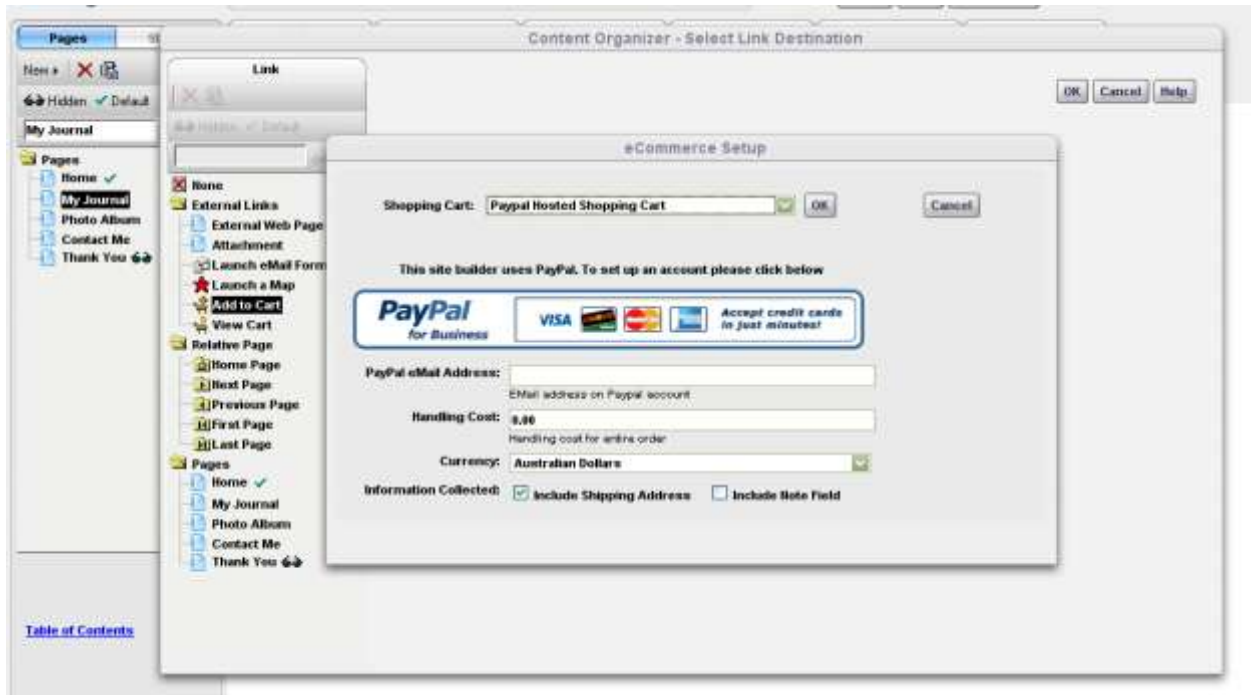
- **Low cost.** No start-up or monthly fees, no cancellation fees and no minimum payments Lower transaction fees than other merchant accounts
- **Quick setup.** Sign up and get started in minutes. No extra software or hardware needed. Get set up immediately.
- **Security.** Keeping sensitive information safe.
- **Preferred.** Over 58,000 users worldwide sign up for PayPal each day.

Setting Up Your PayPal Account Profile in the Site builder

You must first set up your PayPal Account via the [PayPal website](#).

To set up your account in the site builder click the **Account Setup** button to modify your Account Profile. You can access this by creating a link (text or image), if you have pre-created product page, simply double click on the ADD TO CART button, this will open the content organiser, there will be 2 tabs in the top right, click LINKS then select the ADD TO CART link option in the Content Organizer. This will show up a paypal window, with a ACCOUNT SETUP Button.

The screenshot shows a window titled "Content Organizer - Select Image". On the left is a sidebar with a tree view containing categories like "None", "External Links", "Launch eMail Form", "Add to Cart", "View Cart", "Relative Page", "Home Page", "Next Page", "Previous Page", "First Page", "Last Page", "Pages", "home", "websites", "e marketing", and "vices". The "Add to Cart" option is highlighted. The main area displays a "PayPal" logo and the text "Enter the details of the product to be added to your cart...". Below this is an "Account Setup" button and a form with the following fields: "Item Name:" (with a description "Alphanumeric description of item in cart"), "Item Number:" (with a description "Alphanumeric description of item in cart"), "Item Amount:" (with a description "Price of item in the currency selected in your profile"), "Item Shipping Cost:" (with a description "(optional) Shipping Cost for this item"), "1+ Shipping Cost:" (with a description "(optional) Shipping Cost for shipping additional units"), and "Handling Cost:" (with a description "(optional) Handling cost for total order"). At the top right of the main area are "OK", "Cancel", and "Help" buttons.



Required Fields

- **PayPal E-mail Address** (e-mail address on file with Paypal)
- **Handling Cost** (for total order)
- **Currency** (currency type on which to base item and transaction costs)

Optional Fields

- **Information Collected.** Check the box for which you wish to collect information.



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Search Engine Optimisation Tools

This built in feature is an invaluable tool and can be used to great result, getting you positioned well on search engines to bring you more traffic. By following these simple rules you can be ahead of the search engine race.

Meta Tags are words used to store information on your website pages relevant, generally, only to browsing softwares and search engines. The words in your meta tags will influence how your website will rank on a search engine. Meta tags are not visible on your website, however the Description meta tag is visible as a descriptive summary on a search engine. See example below, the purple underlined sentence is the **Page Title**, the black sentence below it is the **Description**, taken from your meta tags.

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼ | [Web Histor](#)

Google [Advanced Search](#) [Preferences](#)

Web [Show options](#) Results 1 - 10 of about 2,420,000 for [maveric](#)

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1 2 3 4 5 6

There are several kinds of meta tags, but the most important for search engine indexing are the **Keywords** and the **Description**. The **Page Title**, while not specifically a meta tag also can influence your rankings on a search engine.

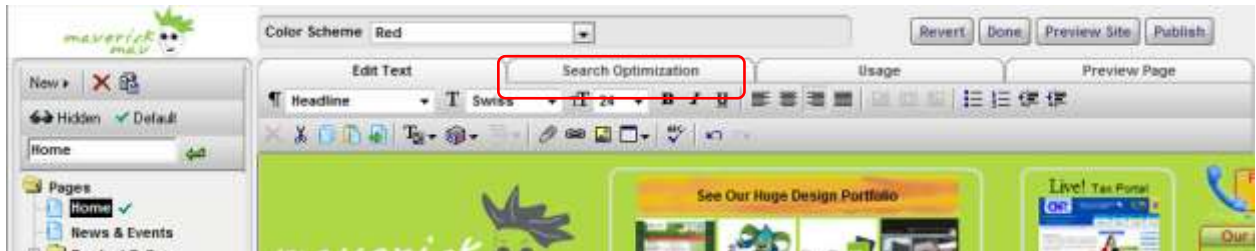
The Keywords meta tag is used to list the words or phrases, separated by commas, that best describe the content of the page.

The Description meta tag is used to add a brief one or two sentence description of the page.

Both the Keywords and the Description are used by search engines when adding a page to their index and influence your rankings.

Adding Or Editing Meta Tags

The **Search Optimisation** tab within your website editor enables you to add/edit Meta Tags on your page.



Title

The name that will be displayed in the Title Bar when the page is displayed. If omitted, the page name will be used. To optimise the Title use the keywords that describe your business and the information on the page. Eg. Specialist House Washing and Pressure Cleaning Sydney Wide

Keywords

Select a number of words relevant to your website and separate by commas. Some search engines (though increasingly fewer) use this for search indexes. Most search engines now get their keywords from the body (i.e. this is the text boxes) of the pages, however your ranking will be given priority if your keywords are the same as the content on the pages. Optimising the copy on your pages to match with keywords, title and description forms part of the art of search engine optimisation - Increasing the density of specific keywords without obvious repetition.

Description One or two carefully crafted sentences which describe your website page. Some search engines display this description as a summary, so it should give enough information to educate a searcher about your site with view to them clicking on you.



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Publish Your Site

To publish your website on to the world wide web for public view click publish.



The panel below will appear. We suggest you select all three tick boxes.

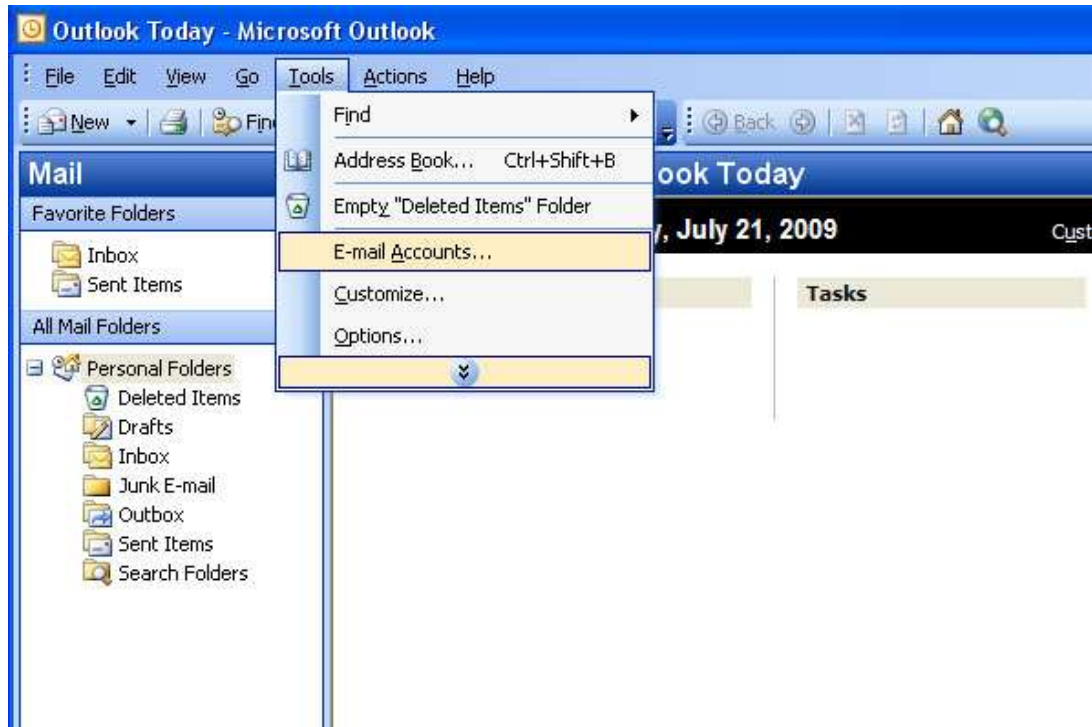
Then click Publish My Site to go live. At any time you want to make changes login and make the changes. When you are ready you can re-publish and your changes will go live.



Setting Up Your Email In Microsoft Outlook Or Similar

This tutorial shows you how to set up Microsoft Outlook to work with your e-mail account. This tutorial focuses on setting up Microsoft Outlook 2003, but these settings are similar in other versions of Microsoft Outlook and other email programs.

1. In Microsoft Outlook, select Tools > E-mail Accounts



2. On the E-mail Accounts wizard window, select "Add a new e-mail account" and click Next.
3. For your server type, select "POP3" and click Next.
4. On the Internet E-mail Settings (POP3) window, enter your information as follows:

Your Name Enter your first and last name as you would like it to appear to those receiving your emails.

E-mail Address Enter your e-mail address.

User Name Enter your username for your EMAIL account. Your username is your email address.

Password Enter the password for your EMAIL account

Incoming mail server (POP3) Your incoming server is **mail.maverickmav.com.au**

Incoming mail server (IMAP) Your incoming server is **mail.maverickmav.com.au**

Outgoing mail server (SMTP) Your outgoing server is **smtp.maverickmav.com.au** for either POP3 or IMAP.

Some Internet Service Providers require that you use their SMTP outgoing mail. (Your ISP is the company you get your internet from.)

E.g. mail.bigpond.com (for Bigpond users)



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smtp.aapt.com.au (AAPT Users)

mail.optusnet.com.au (for Optus users)

mail.tpg.com.au (for TPG users) No SMTP Authentication should be enabled.

5. Click Next.

E-mail Accounts

Internet E-mail Settings (POP3)
Each of these settings are required to get your e-mail account working.

User Information

Your Name:

E-mail Address:

Server Information

Incoming mail server (POP3):

Outgoing mail server (SMTP):

Logon Information

User Name:

Password:

☒ Remember password

☐ Log on using Secure Password Authentication (SPA)

Test Settings

After filling out the information on this screen, we recommend you test your account by clicking the button below. (Requires network connection)

6. Click Finish.

Access Your Emails by Webmail via the Internet

1. Go to **www.yourbusiness.com.au/webmail**, where 'yourbusiness.com.au' is your domain name.
2. Enter your username and password for your EMAIL account and click **OK**.
3. You will then have three options of webmail program that you can use.
4. Click the logo to enter the program of your choice.
5. Then click Log In.
6. You will then be asked to set up some basic information, just follow the prompts.
7. Click on Mail and Inbox to get your emails. Click on compose to send an email.

Website Statistics

support@maverickmav.com.au

Check Your Stats and Website Visitors

1. Go to ***www.yourbusiness.com.au/cpanel***, where '*yourbusiness.com.au*' is your domain name.
2. Enter your username and password for your cPanel and Website Builder Account.



3. On the Logs panel, you will see
4. Then choose AWSTATS, this is the best and most user-friendly stats program.