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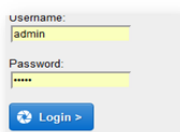
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LVSYS CMS Guide

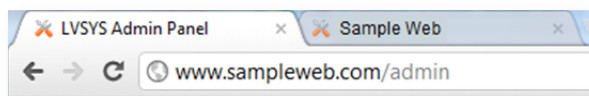
The LVSYS CMS is an easy to use, feature-rich Content Management System that allows you to edit your website's content anywhere, anytime and from any web browser. This Guide provides you with the information needed to begin managing your website: Adding and editing content; managing forms and images; using tags and categories; managing log ins; and applying SEO techniques.



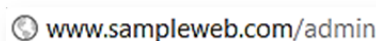
LVSYS CMS Admin Tools

Admin Panel - Log in

- Open your website in a browser.
- Open a second tab or window and open your website again.
- In the second address bar, type a forward slash and "admin"(without quotes),after the website and press **Enter**.
- In the LVSYS login panel, enter your user name and password and then click *Login*.
- You now have two tabs open – one displaying your web site and the other displaying the *Admin Panel*.
- Opening two windows allows you to make changes in the Admin Panel and view the real-time results in the live screen. After saving a change, click *Refresh* or press **F5** in the live window to view changes.
- For security's sake, the *Admin Panel* is set to time out after a period of inactivity and will require you to log in again.



Admin Panel and Live Website

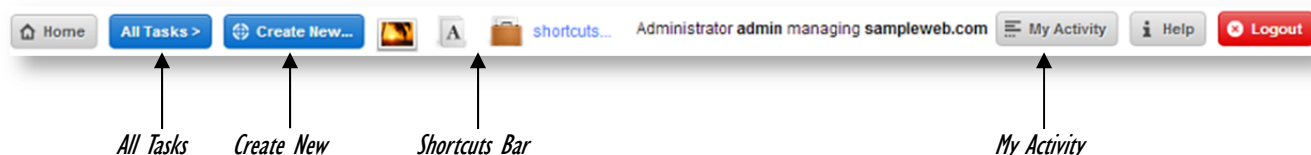


Admin Panel URL



Some browsers offer to save your password. If this is your regular computer; click yes, otherwise click no.

Admin Panel - Overview

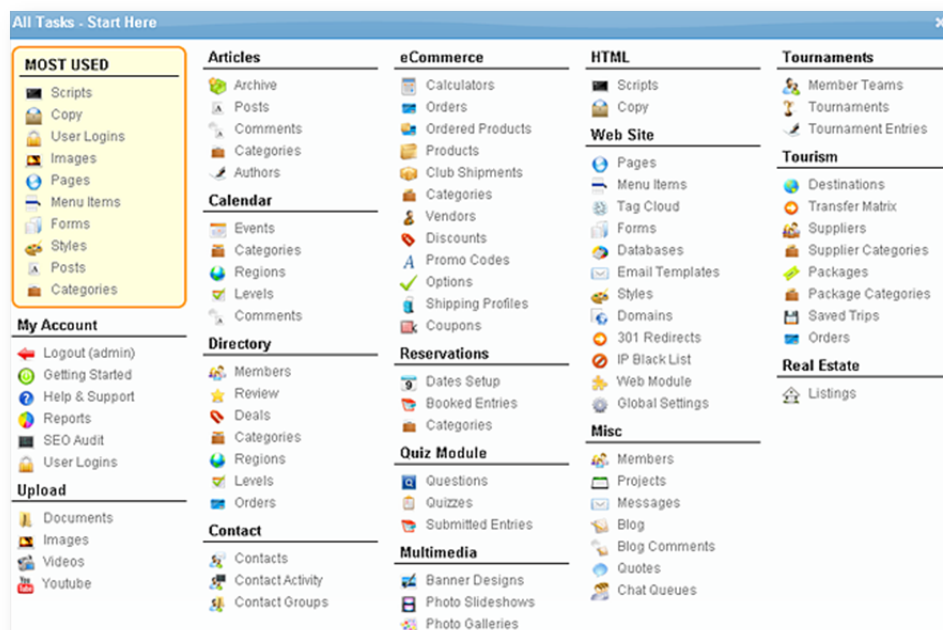


The Admin Panel provides you with the tools you need to keep your website current and attractive. When you log in, you are presented with a toolbar on top that gives you access to all the buttons you need for adding to and modifying the elements of your website. A brief description of the toolbar's functions follows.

All Tasks Window

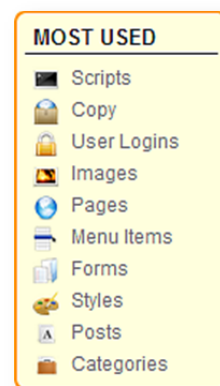
The *All Tasks* window provides access to all module items, arranged in a logical and intuitive fashion. Tasks are conveniently presented in one pop-up window; grouped in intuitive lists of links. To work on a module item, click its link in the window.

To close the *All Tasks* window, click the close button in the upper right.



Most Used List

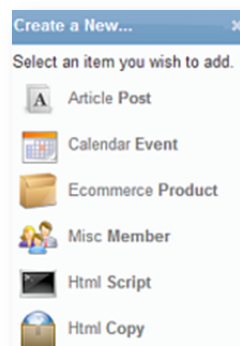
A section of the *All Tasks* window is devoted to the module items you use most frequently. This list changes dynamically to reflect your work habits. Click a link to open the item's list screen.



Create New Items



A *Create New* button allows you to add a new item from commonly created items in just two clicks. Click the *Create New* button and then click a link to open a new item screen.

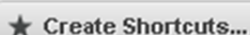


Shortcuts Bar

The customizable *Shortcuts* bar that sits at the top of the admin window allows you to quickly add shortcuts to the items you use most. To add items to the *Shortcuts* bar:

- Click the *Create Shortcuts* button (for first shortcut) or link (for additional shortcuts).
- In the *Configure Shortcuts* window, locate the desired shortcut item from the *Website Tasks* selection pane on left.
- Click and drag the item to the *Task Bar* display pane on right.
- Continue dragging items to the display pane, as needed.
- Click *Save*.

You have no shortcuts yet.



Creating first shortcut



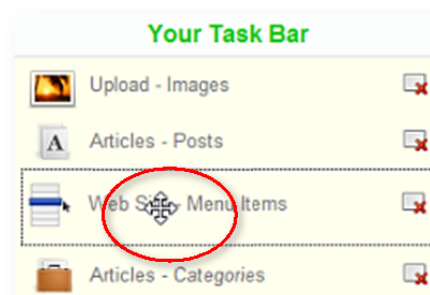
[shortcuts...](#)

Creating additional shortcuts

Change Shortcut Buttons Order

Shortcut buttons display in the order you selected them. To re-order your selections:

- Click the *shortcuts* link to return to the configure shortcuts window.
- Hover on a shortcut in the *Your Task Bar* pane until you see a four-headed *move* arrow.
- Click and drag the button up or down to change its order.
- *Save* when finished.

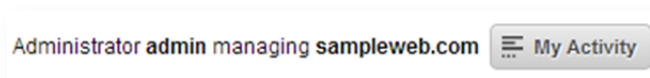


Remove a Shortcut Button from the Toolbar

To remove a shortcut button from the toolbar:

- Click the *shortcuts* link on the toolbar.
- Click the *Delete* button next to the shortcut you wish to remove.
- *Save*.

My Activity

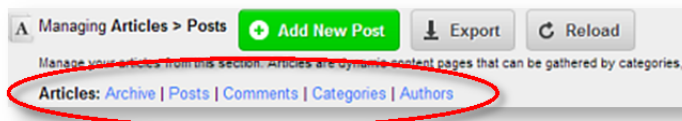


The My Activity feature tracks your activity and presents your activity history as links to the items you worked on. Items are listed in order of newest to oldest.

To use My Activity:

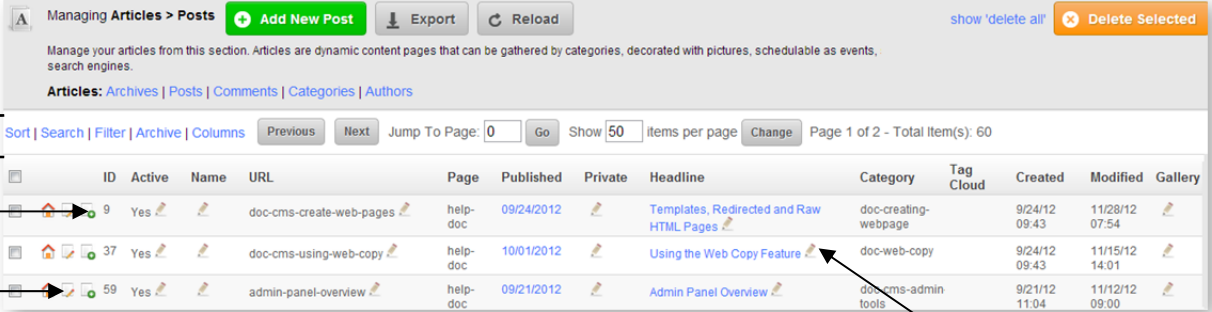
- Click the My Activity button.
- Scroll through your activity history to find the item you wish to open.
- Click on the item's link to open it.

Related Items Links



When you open an item, links to related items display in the *Editing* bar. These links allow you to quickly jump from your current work to a related task. In the example below, the *Article Editor* displays a link to *Comments*, *Categories*, *Authors* and more. Clicking the *Categories* link takes you to the *Categories* list screen where you can modify, copy or create a new category.

List Screen Overview



Export

Sort, Search & Filter

Copy – creates copy & opens in edit mode

Edit – opens item in edit mode













Quick Edit – click pencil to edit directly in list view

Managing Articles > Posts [Add New Post](#) [Export](#) [Reload](#) [show 'delete all'](#) [Delete Selected](#)

Manage your articles from this section. Articles are dynamic content pages that can be gathered by categories, decorated with pictures, schedulable as events, search engines.

Articles: [Archives](#) | [Posts](#) | [Comments](#) | [Categories](#) | [Authors](#)

[Sort](#) | [Search](#) | [Filter](#) | [Archive](#) | [Columns](#) [Previous](#) [Next](#) Jump To Page: [Go](#) Show items per page [Change](#) Page 1 of 2 - Total Item(s): 60

	ID	Active	Name	URL	Page	Published	Private	Headline	Category	Tag Cloud	Created	Modified	Gallery
	9	Yes		doc-cms-create-web-pages	help-doc	09/24/2012		Templates, Redirected and Raw HTML Pages	doc-creating-webpage		9/24/12 09:43	11/28/12 07:54	
	37	Yes		doc-cms-using-web-copy	help-doc	10/01/2012		Using the Web Copy Feature	doc-web-copy		9/24/12 09:43	11/15/12 14:01	
	59	Yes		admin-panel-overview	help-doc	09/21/2012		Admin Panel Overview	doc-cms-admin-tools		9/21/12 11:04	11/12/12 09:00	

The List Screen displays different item attributes so you can identify items at a glance. From the List Screen:

- Sort, Search and Filter to quickly find items. For more information: [Sort, Search and Filter](#).
- Create and delete items.
- Quick Edit key attributes directly in list view, eliminating the wait for the edit page to load. For more information: [Quick Edit](#).
- Open individual items for editing.
- Copy items (where appropriate). For more information: [Shortcuts / Copying an Item](#).
- Make an item the default where appropriate, like Web Pages.
- Export list items, including their attributes and parameters, to a spreadsheet like Excel.



Quick Edit should NOT be used on hyperlinked items, such as headlines that display on a landing page. Changing the text will create broken links

Using the List Screen to Sort, Search and Filter Items

Use *Sort*, *Search* and/or *Filter* to quickly find items that match your criteria among multiple pages of items.

Sort by Column



Items are sorted according to their created date by default. Items can be sorted by any other attribute shown on the list screen by performing the following actions:

- Click on a desired column heading to sort the list in ascending order. The sort is applied through all of the pages of the list.
- Click the column heading a second time to change the sort to descending order.

<u>Published</u>	Private	Headline
10/13/2011		ACME - Here for you 
04/18/2012		Acme Programs 
04/26/2012		Butterfly Bush 

Multi-level Sort

Use a multi-level sort to sort by multiple attributes. For example, to view *Inactive* articles sorted by oldest to newest *Modified Date*, sort first by the *Active* field and then by *Modified Date*, in ascending order. To perform a multi-level sort:

- Click *Sort* to open the 3 column sorting fields. Sorts are created left to right.
- Choose a value to sort by in the first column.
- Choose whether to sort Up (ascending order) or Down (descending order).
- Click *Sort* to view results.

Sort your data by columns

Sort your data by selected one or more columns below:

Active
Down
Created
Up
Up
Sort



Columns remain in their newly sorted state. To quickly restore the default sort order, click on the Created column header.

Search for Items



If there is a specific word or phrase that will help locate an item, use the *Search* tool, in the *List Screen*. Search results will display only the items that match your search term.

- Click the *Search* link above the item list.
- Enter a term in the Search for field.
- Click *Search*.

Search looks for your term only in the fields visible in the List Screen. To search for the term in all the item attributes, select *All Fields*.

Restoring All Items

i These results are filtered. Clear the search or the filter to see the full list

Search results are filtered to display only items that meet your search criterion. A message displays above the search link to remind you about the filtered view. To undo the filter and view all items:

- Click *Search* again to open the search tool.
- Click *Clear* to erase the filter and restore all items.



Search results remain filtered for the length of your admin session. Once you log out, the list screen resets to display all items.

Filter Items in List Screen

[Sort](#) | [Search](#) | [Filter](#)

The *List Screen Filter* is a comprehensive filtering tool that allows you to filter by multiple criteria. The filtering tool searches all items' attributes and returns only the results that match the search criteria. To use the *Filter*:

- Click the *Filter* link above the item list.
- Select and/or enter filter terms in fields.
Click on tabs to open additional filter fields.
- Click *Apply Filter* to see results.

Filter results by column

Filter this list by using a combination of any fields below. Once applied, this filter will remain active throughout your navigation.

Main	Content	Meta Tags	Media	Quick Facts	Dates	Map	Options	Scripts	Notes
Active	<input type="text"/>								
Name	<input type="text"/>								
URL	<input type="text"/>								
Default Article	<input type="text"/>								
Created	From:	<input type="text"/>				To:	<input type="text"/>		
Modified	From:	<input type="text"/>				To:	<input type="text"/>		

Click tabs to open additional item fields

(the search will erase your search keyword - if you have one)

Modifying Filter Criteria

If the results are unexpected, you may need to modify the criteria in the filter fields. To modify the filter:

- Click the *Filter* link to re-open the filter fields.
- Change fields as needed.
- Click *Apply Filter*.

Removing Filters

i These results are filtered. [Clear the search or the filter to see the full list](#)

Filtered results display only items that meet your search criterion. A message displays above the filter link to remind you about the filtered view. To undo the filter and view all items:

- Click the *Filter* link to re-open the filter fields.
- Click *Clear* to erase the filter and restore all items.



Filtered results persist for the length of your admin session. Once you log out, the list screen resets to display all items.

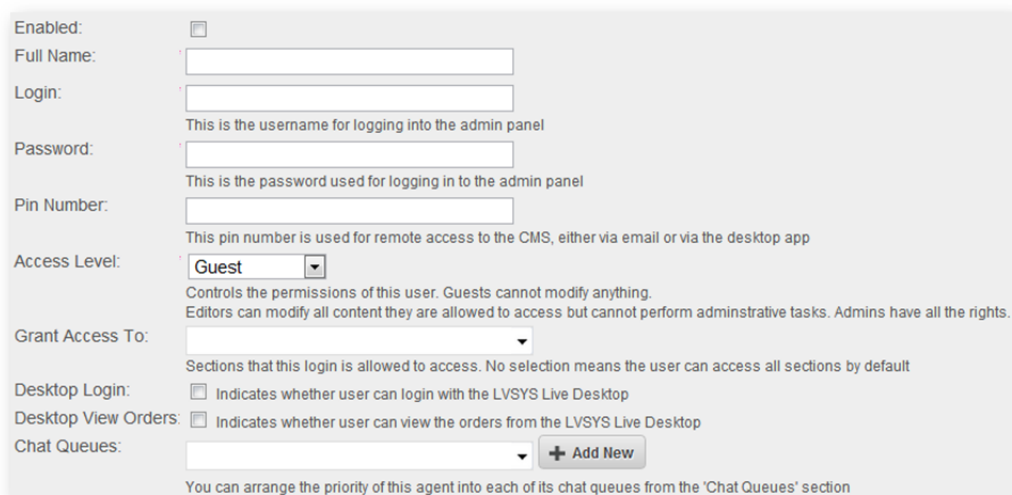
Creating and Managing User Logins

User Logins allows you to manage users' level and scope of access. From the *User Logins* list screen, click *Add New User Login* and complete the following fields. *Save* when finished.

Creating a New User Login

From the *User Logins* list screen, click *Add New User Login* and complete the following fields. *Save* when finished.

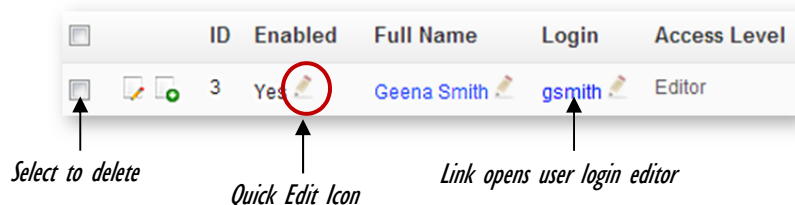
- **Enabled** – Select *Enabled* to activate the user login.
- **Full Name** – Enter the user's full name, using title case (capitalize first letter of name).
- **Login** – Enter a username. The username should be composed of alphanumeric characters only and contain no spaces.
- **Password** – Enter a password. Use alpha-numeric characters only. Do not use spaces.
- **Pin Number** – Enter a *Pin Number* if the user will update the website via email bridge. This functionality is available through lvsys.com.
- **Access Level** – Choose from *Guest*, *Editor* and *Administrator* levels.
 - *Guests* can view, but cannot modify anything on the website.
 - *Editors* can modify content, but cannot perform administrative tasks, such as adding users, changing global settings, etc.
 - *Administrators* have full permissions to modify and perform administrative tasks.
- **Grant Access To** – Choose the website sections the user can access. If you do not make a selection, the user has access to all sections. To choose, click in the *Grant Access* field to open the selection list.
- **Desktop Login** – Select to allow the user to login with the *LVSYS Live Desktop* (for credit card processing).
- **Desktop View Orders** – Select to allow the user to login with the *LVSYS Live Desktop* to view orders.
- **Chat Queues** – If live chat is available on the website, select chat queues that the user can log into.



Modifying a User Login

To reset a password or modify permissions for a user:

- Click on the user's name in the *User Logins* list screen to open the *User Login* fields.
- Make desired modifications.
- Alternately, click a pencil icon to use *Quick Edit* in the *List Screen* to modify the *Enabled*, *Full Name* and *Login* fields directly from the *List Screen*.
- Click *Save*.



Deleting a User Login

To delete a *User Login*, select the user's record in the *List Screen* and click *Delete Selected*.




New Articles

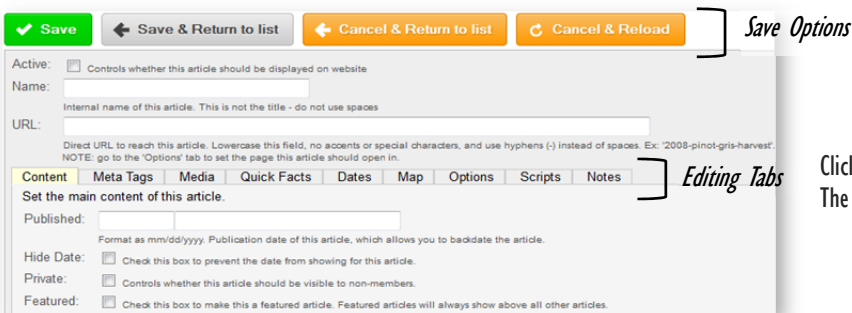
Creating a new article is easy in the LVSYS CMS, but requires some planning for how the article will be displayed and accessed, what media will be included, and how to add meta tags for Search Engine Optimization (SEO). In simple terms, an article is a piece of content that is used by templates. Articles are commonly referred to as 'posts,' 'stories,' and sometimes incorrectly as 'pages'. An article usually opens in the default *Article* template, but can be forced to open in another template that contains an article layout component.

Read below for directions on creating new articles and tips for planning your article's inclusion on your website.

Creating a New Article

To create a new article from the *List Screen*:

- In the *Managing Items* toolbar, click the *Add New Article* button.
- In the *Manage Items* toolbar, click the *Add New Article* button. 
- The article opens in the *Article Editor*.
- Complete the fields relevant to your layout and access requirements. See [Article Fields table](#) (below).



The screenshot shows the Article Editor interface. At the top, there are four buttons: **Save** (green), **Save & Return to list** (grey), **Cancel & Return to list** (orange), and **Cancel & Reload** (orange). Below these is a **Save Options** label. The main form has several tabs: **Content** (highlighted in yellow), **Meta Tags**, **Media**, **Quick Facts**, **Dates**, **Map**, **Options**, **Scripts**, and **Notes**. Below the tabs, there are fields for **Active** (checkbox), **Name** (text), **URL** (text), **Published** (text), **Hide Date** (checkbox), **Private** (checkbox), and **Featured** (checkbox). There are also labels for **Editing Tabs** and **Save Options**.

Click a tab to open additional editing options.
The current tab is highlighted in yellow

Planning Layout and Access to a New Article

Articles can be created in different formats and accessed in different ways. Some typical options are listed below. Directions for setting up each article type below are presented later in the guide.

- **Stand-alone** - A stand-alone article has its own URL and opens in the default article template. It can be accessed from a menu item and hyperlink. A stand-alone article can be assigned to categories and appear in category sections.
- **Category section** - An article can be assigned to categories and appear only in category sections, such as "Product News." A category section is primarily a headline and list of articles with hyperlinked titles. Articles can be clicked and opened in their current page layout.
- **Redirect** - An article can be redirected to a web page that will host the article. The web page may have a different layout or formatting from the default article template. A redirected article can have a URL and be assigned to categories.

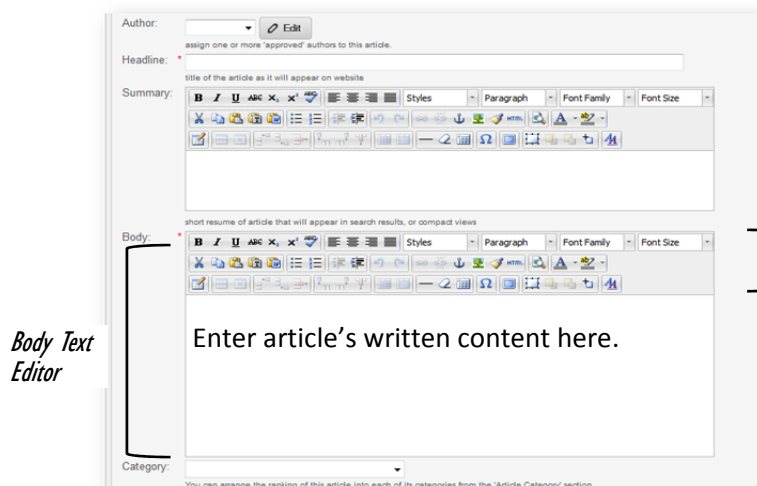


Category Section



The LVSYS CMS includes a powerful website search feature, which helps visitors to quickly find articles and text within articles. Users type a search term in the search field and then click on a result to view the article.





Body Text Editor

Text Editing Toolbar


A familiar array of tools offers rich options for formatting your body text.

Article Editor

Article Editor Fields

Review the following article fields. This table is not exhaustive - the fields below are commonly used to create an article.				
Tab	Fields	Entry Instructions	Use for:	Required
Content	Content			
	Active	Select to display article to the public, or deselect to hide.	All article types	
	URL	Enter a "short" URL if you wish to directly link to the article via a menu bar or other link. A URL is not needed if you do not wish to link directly to the article. Use lowercase characters and dashes in place of spaces. Important for SEO. Create short, descriptive URLs that contain keywords. If you sell candles, the URL <i>new-fragrance-free-candles</i> is more beneficial than <i>new-products</i> .	Stand-alone Redirect	
	Headline	Title that appears on the website.	All article types	YES
	Body	This is the written body content of your article. Primary formatting is controlled by the website's style sheets, but other formatting options are available in the <i>Text Editor</i> .	All article types	YES
	Category	Select categories (if available) to assign your article to. Articles appear in pages that "call" the category. For more information: Categories	All article types	

Meta Tags		<div> <div>Meta Tags</div> <div> Web Design and Development - McMinnville, Newberg, Salem ... lvsys.com/ LVSYS is a full service web design and development company located in McMinnville, Oregon. We offer a state of the art website platform that caters to all + Show map of 351 Northeast Ford Street, McMinnville, OR 97128 </div> </div>		<div> <div>Meta Title</div> <div>Meta Description</div> </div>	
	Meta Title	Very important for SEO / Google searches. Article-level meta titles enable your article to be found more effectively in searches; they correspond to Google's blue links in search results. The <i>Meta Title</i> should briefly describe what the article is about. Keep to 70 or fewer characters.		All article types	
	Meta Description	Important option for SEO. The <i>Meta Description</i> provides additional article level information so your article can be found in searches; it corresponds to the text that is displayed under the blue link in Google search results. Describe what the article is about in about 2 sentences or 150 characters.		All article types	
Media		<div>Media</div>			
	Media	Add images and videos to enhance your article. For more information: Uploading Images		All article types	
Options		<div>Options</div>			
	Open in page <i>Redirects only</i>	Choose a web page template you wish the article to open in. <i>This is for redirects only.</i>		Redirect	


Enhance Your SEO: LVSYS provides a *Meta Title* and *Meta Description* at the Global website level, but there are many other opportunities, such as the *Article tags* above, for maximizing and fine-tuning your “searchability.” Take advantage of these opportunities by providing a *Meta title* and *description* for every posted article — couch keywords relevant to the article and your business in an executive summary or attention-grabbing synopsis. Good *Meta tags* help your site ascend in searches. Investing time at the article's inception will pay off almost immediately. For more information: [SEO Overview](#).

More Article Options

To add images and other media to articles, see: [Uploading Images](#) / [Adding Video](#).

To create hyperlinks in articles, see: [Hyperlinks](#).

Creating and Using Web Pages

Your web page acts as a template for how items display on your website. LVSYS provides custom designed pages that provide a consistent look and feel to your website, and encourages you to use them. You may wish to create your own web pages, however, to create a page template with different menu and image arrangements, for example, or to host items on a category landing page. Within the LVSYS system there are three types of web pages:


Template Pages - All sites contain a minimum of two to eight template pages. A typical set of pages are *home*, *article*, *form*, *store*, *checkout*, *events*, *directory*, and a few others. Template pages centralize the setup of common web page elements such as top menus, headers, logos, side bars and footers, and leave open the parts where content changes most often, such as articles, photos, slideshows, contact forms and other common elements. Typically, your website comes with the properly configured template pages you need and they rarely need to be modified.

Redirected Pages - The most common web page setup. Basically, a redirected page feeds a known article, form, or other content directly into an “open” spot on a template page, as explained in the above paragraph. A redirected page is a light-weight web page that *redirects* content into a template page, without needing to set up a full template page.

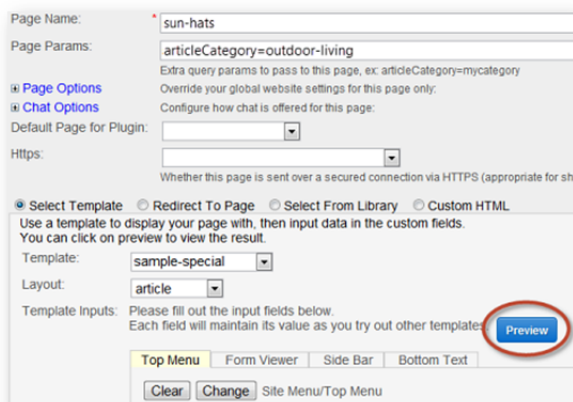
Raw HTML pages - Rarely used, Raw HTML Pages allow you to display custom HTML on your website, without going through the templating system. This is sometimes needed when you need an iframe to go fullscreen.

Creating a New Web Page as a Template

- From the *Web Site* list, click on *Pages* to open the *Web Pages* list screen.
- Click *Add New Web Page* and complete the fields below:



 - **Page Name** – Enter a short, descriptive name. *Page Name* is the page URL. Use lowercase characters and dashes in place of spaces.
 - **Page Params** – If desired, add extra page parameters to pull certain category articles, products, directory members, etc. onto the page. In the screenshot below, the entry `articleCategory=hats` would display all articles tagged with the “hats” category on the page. For more information: [Parameters](#).
 - **Template / Layout** – Choose a template and layout from the *Select Template* tab.
 - **Template Inputs** – Choose menus, sidebars, and other elements offered by the *Template/Layout* chosen above to display on your web page, as desired.
- *Save*.



 Use Preview to see how your web page template will look before you save.

Creating a Redirected Web Page

You can set up a new web page that is redirected to another page. For example, a winery may have a general web page template for purchases called “shop,” that is configured for ecommerce. The winery may wish to create separate ecommerce pages for their product categories, such as “glassware-shop,” “accessories-shop,” etc. The winery can create web pages with specific category or product *Query Parameters* to pass to the general web page, which has the general ecommerce structure in place.

- From the *Web Site* list, click on *Pages* to open the *Web Pages* list screen.
- Click **Add New Web Page** and complete the fields below:
 - **Page Name** – Enter a short, descriptive name. *Page Name* is the page URL. If this page will host a category, use a name similar to the category for consistency. Use lowercase characters and dashes in place of spaces.
 - **Page Params** – If desired, add extra page parameters to pull certain category articles or certain products, for example. Enter page parameters in the following format: “articleCategory=your category name,” where category name is the actual name of your category. Do not use quotes. This entry must be exact or it will not work. Be aware that *Page Parameters* can conflict with *Query Parameters* that will be passed to the destination web page. For more information: [Parameters](#).
- Select the *Redirect* radio button to open redirect options.
 - **Page** – choose the page template you wish to redirect to. Typically, *category landing* pages use an article or blog template.
 - **Query Params** – Enter query parameters in the following format: “articleCategory=your category name,” where category name is the actual name of your category. Do not use quotes. This entry must be exact or it will not work. Be aware that *Query Parameters* can conflict with *Page Parameters*. For more information: [Parameters](#).

+ Add New Web Page

! *Page Parameters and Query Parameters can conflict with each other in redirected web pages. Query Parameters are passed to the destination page. If the destination page has Page Parameters, those parameters are loaded and will overwrite any similar query parameters.*

Page Name:

Page Params:

Extra query params to pass to this page, ex: articleCategory=mycategory

Override your global website settings for this page only:

☒ **Page Options**

☒ **Chat Options**

Configure how chat is offered for this page:

Default Page for Plugin:

Https:

Whether this page is sent over a secured connection via HTTPS (appropriate)

☐ Select Template ☒ **Redirect To Page** ☐ Select From Library ☐ Custom HTML

Redirect this page to another page, with optional dynamic parameters:

Page:

This is the page to which this page will be redirected.

You can have multiple level redirections, like 'a' links to 'b' which links to 'c', and the system will not allow circular references, such as 'a' links to 'b' which links back to 'a' (will cause an error message)

Query Params:

Example - Creating a Web Page to Host a Category

This example shows how to create a web page to display all articles related to the category “outdoor-living.” The page can be a stand-alone hosting page or, if you have an existing web page, such as an article template page, that you want to feed this category to, you may redirect your new category page to that.

Stand Alone Web Page

- Add a new Web Page.
- Enter a name in the *Page Name* field.
- Enter *Page Params*: `articleCategory=outdoor-living`.
- Select a *Template / Layout* and configure the *Template Inputs* as desired.
- Save.

View the web page on your website, using the *Page Name* entered above.

Redirected Web Page

- Add a new Web Page.
- Enter a name in the *Page Name* field.
- Select the *Redirect to Page* radio button.
- Choose the page you wish to redirect to (in this example, redirect to the web page named “article.”)
- In *Query Params*, enter `articleCategory=outdoor-living`.
- View your web page on your website, using the *Page Name* you entered above.



Query Parameters are passed to the redirect web page. If the redirect web page has conflicting Page Parameters they will overwrite the Query Parameters. For more information: [Parameters](#).



Remember to create a menu item or hyperlink so your users can navigate to your web page. For more information: [Menus](#), [Hyperlinks](#).

Menus

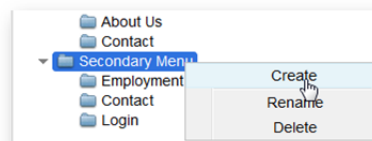
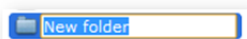
Home Our Mission Programs Employment News About Us

A menu is usually a top level horizontal strip that provides links to different sections of a website. Menus can be placed in the footer of a website or in a sidebar as a vertical list of links. The *Menu Editor* allows you to add, delete and rename menu entries; change menu item order; and create dropdowns.

Adding Articles and Pages to a Menu

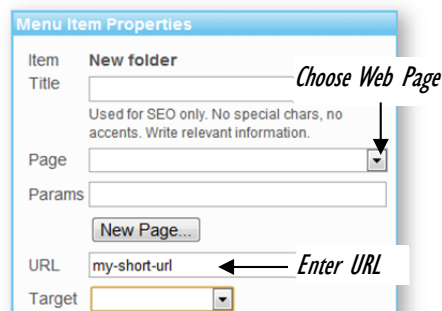
Stand-alone articles, Article Redirects and Web pages can be added directly to menus.

- If the article has a dedicated URL, copy the URL of the article.
- From the Web Site list, open Menu Items.
- Right click the menu to which you wish to add the item and click *Create*.



Create menu item

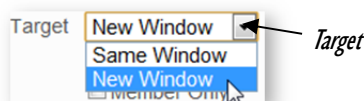
- Name the new menu item by typing over the text “New folder”.
- Direct the system to the article in the *Menu Item Properties* window.
 - **Stand-alone article** - Paste the article’s URL.
You can also type the URL, but it must be exact or it will not work.
 - **Article Redirect** - Choose web page from the menu.
 - **Web Page** - Choose web page from the *Page* menu.
- Click *Apply* and then *Save*.



Linking to Outside Websites from Menus

Menu items can be linked to external sites. External sites should open in a new window.

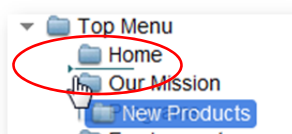
- Copy the URL of the external website.
- Create and name a New Folder as explained above in “Adding Articles and Pages.”
- Paste the website’s URL in the *URL* field.
- Change *Target* field to *New Window* so the site opens in a new window.
- Click *Apply* and *Save*.



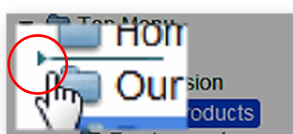
Moving Menu Items

To change the order of a menu item, click and drag its folder up or down in the directory.

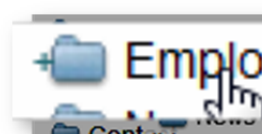
- A blue placement bar displays while dragging, indicating folder placement when the mouse is released.
- **Drop Down Menus** - If you wish to make a sub (child) menu item, drag the folder *onto* the “parent” item. The blue placement bar is replaced by a small blue plus sign to the left of the base menu item.



Moving menu item



Blue placement bar



Child folder icon


Understanding and Using Categories

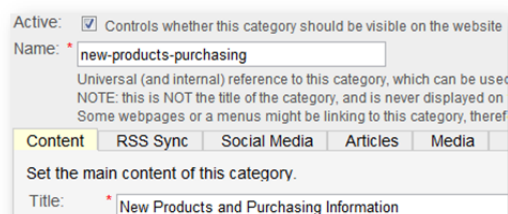
A category helps to organize a list of category-based articles, products, directory members, or events under a headline. Categories apply exclusively to the item they are created for, such as products. Article categories are typically used for 'news' and 'blog' types of templates to organize articles into sections that are logical and engaging, such as food, culture, or history sections. Create a category on the fly via *Quick Setup* or create categories in the appropriate *Categories* module item.

Creating Categories

When you create categories from the *Category Editor* of an item, you can set all category attributes. If you need to make a quick category, you can use the *Quick Setup* tool within the article, product or other item editor. *Quick Setup* creates a limited feature, but functional, category whose fields can be completed later.

To create a category from the *Category Editor* of an event, article or other editor:

- In the *Manage Items* toolbar, click *Add New Category*. 
- In the *Category Editor*, complete the following *Content Tab* fields.
 - **Active** - Select to make the category active across the website.
 - **Name** - Create a brief, but descriptive name. Use lower case characters and dashes in place of spaces. **Required field.**
 - **Title** - The title displays on the public website. Should be similar to the name. **Required field.**
 - **Summary** - Optional text that displays below the title in search results or compact views. If no summary is entered, the website displays an excerpt of your body text, as defined in *Global Settings*.
- In the *Media* tab, add image(s) to show on the *Category Page*, if desired. Images appear above the *Title*.
- *Save*.

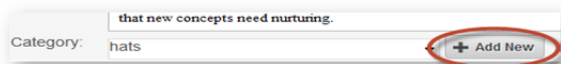


Category Editor

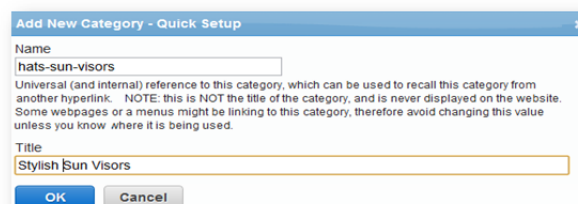
To create a category using *Quick Setup* from the *Article Editor*:

- Click the *Add New* button next to the *Category* field.
- In the *Add New Category-Quick Setup* dialog box, enter a *Name* and *Title* (see entry instructions above).
- Click *OK*.

The *Category* is created and applied to the item (article, product, business directory member, etc.).



Quick Setup

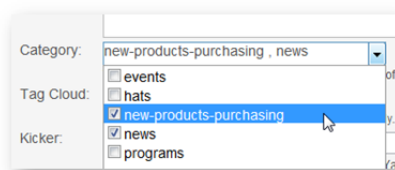


Using Categories

Items can be assigned to several categories and display in multiple category sections. By default, category section items display in order of newest to oldest, but the order can be changed manually.

Assigning Categories to an Item

- In an *Item Editor* (such as *Products*) open the *Category* field.
- Select one or multiple categories to apply to the article and then *Save*.



Assigning Items to a Category

Use the *Category Editor* to quickly assign multiple products, articles, etc. to a category from a list.

- From the *Category List Screen*, open the category you wish to edit.
- In the *Category Editor*, open the *Item's* tab.
- Click *Add More* to add articles to the category.
- Select desired items.



Article category editor



Product category editor

Changing Item Position in a Category Section

Newly added items are positioned on top in a category, but that can be changed manually.

- In the *Item* tab of the *Category Editor*, hover over the item you wish to move.
- When you see the four-headed *move cursor*, click and drag the item to its desired position and *Save*.



Move Articles

Modifying and Deleting Categories

Categories can be deleted and modified by returning to the *Category Editor*.



Items, such as webpages and menus, may be linked to categories and will be impacted by modifications and deletions. Ensure you know which items are linked to a category before changing.

Using the Tag Cloud

The *Tag Cloud* enhances the level of **interest based navigation** you can offer your website visitors. Tags work similarly to *Categories*, but are more comprehensive. Categories are limited to the scope of their module - article categories apply only to articles, but not to products, for example. Tags, on the other hand, have a system wide scope, and cross the boundaries of all modules. A product, event, business listing, and article can all share the same tag, allowing the website to display related articles, events, products, or business directory members next to these items. By creating and applying tags to content, you create the possibility of displaying highly related items - articles, products or events next to articles, ordered by relevancy.

Create tags on the fly via *Quick Setup* while working on an item like *Events*, or create tags in the *Tag Cloud* module item.

Related Articles

- Highway 197 from The Dalles to Maupin
- Oregon's Music Festivals are a Summer Highlight
- 72 Hours in Mt. Hood Territory
- Dinghies in the Gorge
- Steens Wild Horses

Related Events

- Harvest Fair & Micro-Brew Festival
- Fresh Hops Brew Fests
- Melon Festival
- Oktober Fest
- Hood River Hops Fest

Creating Tags in Quick Setup

Tags made in *Quick Setup* are activated automatically. To use *Quick Setup* from an Event, Article or Product editor:

- Click the *Add New* button next to the *Tag Cloud* field.
- In the *Add New Tag-Quick Setup* dialog box, enter a *Tag Name*. Choose a name that is short, but descriptive.
- Click OK to save the Tag.

Tag Cloud:

Creating Tags in the Tag Cloud Module

- Click *Add New Tag Cloud* and complete the following fields:
 - **Active** - Select to activate the tag.
 - **Tag** - Enter a name for the tag. Choose a name that is short, but descriptive.
- *Save*.

Active: ☒


Tag: *

Forms




Use forms for contact or data collection purposes. Submit form data to multiple email addresses, downloadable Excel databases and/or post to third party systems. If you submit via email, we strongly recommend that you also submit to a database as backup.



Creating New Forms

To create a new form:

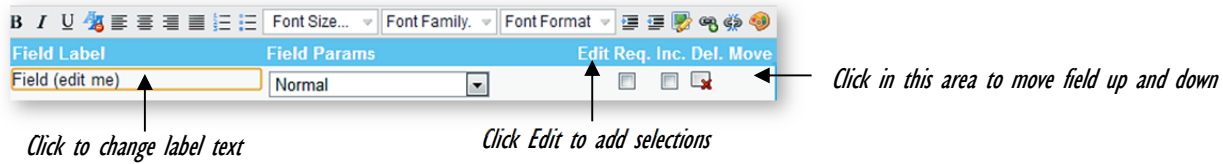
- Open *Forms* from the *Web Site* list.
- Click *Add New Form*. 
- Design the form by adding form fields.
The [table below](#) describes some of the fields needed to create a successful form.
- *Save* and test the form when finished.

Form Fields

Review the following form fields. This table is not exhaustive - the fields below are commonly used to successfully create a form.			
	Fields	Entry Instructions	Required
	Name	Enter a unique name for the form. The <i>Name</i> is used internally by the system. Use lowercase characters and use dashes in place of spaces.	YES
Display Options			
	Title	The <i>Title</i> displays at the top of the form on the website.	YES
	Instructions	Enter text to explain how the form is used or how to complete the form. <i>Instructions</i> display above the form.	YES
	Thank You	<i>Thank You</i> text displays on the website after the user successfully submits. <i>Thank You</i> text is also sent by email to the submitter, whenever an email address is collected on a form.	YES
	Captcha	Select to show a <i>Captcha</i> challenge. <i>Captcha</i> requires the user to make an entry before submitting, helping to prevent malicious auto submissions. <i>Captcha</i> is recommended.  <i>Using a Captcha field significantly reduces your exposure to spam.</i>	
Delivery Options			
	Assign to Group	This field works in conjunction with the <i>Contacts</i> feature. Use this field to automatically assign a <i>contact</i> to a custom group. For more information on <i>Contacts</i> : Contacts .	
	Attach Body to Email	If <i>Thank You</i> emails are not displaying properly on contacts' devices, this option places the body text in an attachment that displays correctly when opened. This option increases the likelihood that emails will be flagged as spam.	
	Send Email In Plain Text	If <i>Thank You</i> emails are not displaying properly on contacts' devices, this option sends emails as plain text, which will display correctly. This options decreases the likelihood that emails will be flagged as spam.	

	Submit Action	Choose <i>Send to Email</i> or <i>Send to Database</i> to determine where user data goes when submitted. This field works in conjunction with the <i>Param #1</i> field below.	YES
	Param #1	If <i>Send to Email</i> is chosen in <i>Submit Action</i> , enter email address form should be sent to. Multiple email addresses should be separated by semi-colons or commas. IMPORTANT — See Param #2 for email subject option.	
	Param #2	Send to Database - If <i>Send to Database</i> is chosen in <i>Submit Action</i> , enter the database name. If <i>Send to Email</i> is chosen in <i>Submit Action</i> , enter the email <i>subject line</i> here.  <i>Fields where the 'Inc' checkbox is selected will be added to the subject line, enabling you to better organize email in your inbox.</i>	
	Next Action	IMPORTANT: If <i>Send to Email</i> is chosen in <i>Submit Action</i> , also choose <i>Send to Database</i> as a safety net in case emails are not received (due to full mailbox, inactive address, etc.).	
	Param #1	Enter database name, if Database chosen in <i>Next Action</i> .	
	Param #2		
Form Fields	<div>Form Fields</div>		
	<p>You must add fields to the form before saving. Click on a <i>Form Element</i> icon to add a field to the form. Form fields display in the order they are added, with the first added field on top.</p> <p>Form Elements</p>  <p>Label — Create a label for your form.</p> <p>Field — Text field used for names, addresses, etc.</p> <p>File Selector — Allows users to upload files from their computer.</p> <p>Line Break — Adds a line break in the form.</p> <p>Check Box —Add a Check Box. Check boxes allow a single choice.</p> <p>Radio Button — Display Radio Buttons to allow users to make a single choice from multiple selections.</p> <p>Drop Down List — Display drop down list. Allows users to make a single choice from list.</p> <p>List — Create a multi-selection list.</p> <p>Column Break — Force the following form items into another column.</p>		
	Button Text	Enter label text for the <i>Submit</i> button.	

Editing Form Elements



Form fields are added as soon as they are clicked. Modify the fields by clicking the edit options below.

Field Label - Click to change label text.


Edit - Click the icon to open a window for adding options to list and radio button fields.

Req - Select to make the field a required form field for user.

Inc - Select to include the user's input in the email Subject Field.


Del - Click to delete the field from the form.

Move - To move form fields, hover on the Move area. When you see a four-headed cursor, click and drag the field to its desired position.

 **Database Corruption** - Once a database contains data, re-ordering, renaming, removing or adding form fields corrupts the data. If you change your form's layout in any of these ways, you must rename the database in the Param field. This forces the system to create a new database to properly capture your revised form's data.

Hosting a Form on a Web Page

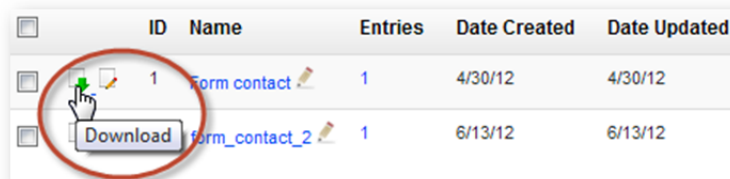
Create a new web page and then assign the form to it. Forms are usually hosted on pages that use article templates.



- From the Web Site list, click Pages to open the Web Pages list screen.
- Click *Add New Web Page*. 
- *Page Name* - Name the page the same name as the form (not the title), for consistency. *Page Name* is the URL for the page. Use lowercase characters and dashes in place of spaces. ***Required field.***
- Select the *Redirect to Page* radio button to open redirect options. Complete the fields:
 - **Page** - Choose the page template. Use Form if you have a form template, otherwise choose Article.
 - **Query Params** - enter "formName=your form name," where your form name is the actual name of your form (no quotes). This entry must be exact or it will not work.
- *Save*.
- Add the form to a menu or link to it using the *Page Name*. For more information: [Menus](#), [Hyperlinks](#)

Viewing Form Data

Submitted form data is stored in a dedicated database, which can be accessed in the *Admin Panel*. If you choose to submit via email only, the data is only in your email. Data is downloaded to a .csv program like Excel. To view submitted form data:

- In the Web Site list, click *Databases*.
- In the list screen, click the *Download* button for the database you wish to view.



	ID	Name	Entries	Date Created	Date Updated
	1	Form contact	1	4/30/12	4/30/12
		form_contact_2	1	6/13/12	6/13/12




Downloading varies by browser. IE and Firefox display dialog boxes asking you to Save or Open. Chrome displays a download message at the bottom of the browser — click the file name to view the data.

eCommerce



The LVSYS CMS has a full featured eCommerce module with product categories and a product catalog so you can confidently sell items online. Add and modify products, create shipping options, set up vendor profiles (for resellers), and track orders in the LVSYS CMS.

Adding Products

Add products and all associated information, such as pricing, shipping, images and vendor (if reseller) in the *Products* section of *eCommerce*. To add a product:

- From the *Products List Screen*, click *Add New Product*. 
- In the *New Product* screen, complete fields as shown in the table below.

Product Fields

Review the following product fields. This table is not exhaustive - the fields below are commonly used to create products.			
	Fields	Entry Instructions	Required
	Active	Select to display the product on the website.	
	Name	Enter a name, to be used internally, for the product. Use lowercase characters and dashes in place of spaces.	
	SKU#	If SKUs are used, the value entered must be unique .	
Content			
	Product Type	Unless the product is a subscription, leave the type as <i>Product</i> .	YES
	Headline	Enter the title of the product that appears on the website — this is usually the actual product name.	YES
	Vendor	If you are a reseller, choose the vendor that owns the item. Use the <i>Add New</i> button to quickly add a vendor with limited attributes. Click <i>Edit</i> to open the <i>Edit Vendor</i> dialog box to create or modify a vendor.	
	Summary	Enter a summary that displays in search results or compact views. If no summary is entered, the website will display an excerpt of your body text, as defined in <i>Global Settings</i> .	
	Body	Enter the full sales text for the product.	YES
	Category	Choose the category (ies) the product belongs to. Categories allow products to display on Product Category landing pages. The <i>Product Category editor</i> is found in the <i>eCommerce list of All Tasks</i> . For more information: Categories .	
Pricing			
	Sold Out	Select to prevent a sold out item from being added to a cart.	
	Price	The product price is expressed in cents and does not use decimals. A product priced at \$29.95 is entered as 2995. A \$500 product is entered as 50000.	YES
	Price on Sale	Enter a sale price ONLY when the item is on sale, otherwise leave blank. A value in this field overrides the Price field. Like the Price field, enter values expressed in cents without decimals.	
	Currency	Choose the appropriate currency.	YES
	Qty	Enter the number of units in the product. Typically, this is set at one. Wineries, when selling a case of wine, should enter 12 as quantity, but set the shipping weight at a weight per bottle.	YES

	Min. Quantity	Enter a minimum quantity, if desired.	
In order to apply shipping charges to orders, one of the following three fields must be completed: Weight, Fixed Shipping or Shipping Profile.			
	Weight	Enter a per unit weight, if weight is used for shipping. Wineries should enter individual bottle weight, even when the order is for a case.	
	Fixed Shipping Cost	Enter a fixed shipping cost. Cost, like price, is expressed in cents. Do not use decimals. A shipping cost of \$5.99 is entered as 599.	
	Shipping Profile	Create a shipping profile or use/modify the default profile. Shipping profiles are explained in more detail below. For more information: Shipping Profiles .	
	Options	Select options for items that come in different sizes.	
Media	<div>Media</div> <p>The Media tab allows you to add photo(s) of your product. The interface and process are the same as for adding photos to articles. For more information: Uploading Images</p>		

Creating Vendors

Websites that resell items can use *Vendor* profiles, which include text and images related to the vendor. To complete a full profile for a vendor, go to *Vendors* in the *eCommerce List* and click *Add New Vendor*.

Using the Vendor Editor

Content Tab

- **Active** – Select to show the vendor on the website.
- **Name** – Enter an internal name for the vendor. Use lower case characters and dashes instead of spaces. **Required field.**
- **Title** – Enter the vendor's business name. **Required field.**
- **Summary** – Enter a vendor description to display on the website.

Active: ☐ Controls whether this vendor should be visible on the website

Name:

This is the internal name used in hyperlinks to reference this vendor. This is NOT the title

Content | Media | Notes

Set the main content of this vendor.

Title:

Summary

Rich text editor toolbar with options for Bold, Italic, Underline, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Image, and other formatting tools.

Vendor Editor

Media Tab

Add images or video to accompany the vendor's profile.

Using Quick Setup

To create a limited feature vendor using *Quick Setup* in the *Product Editor*:

- Click *Add New* next to the *Vendor* field.
- Enter a *Name* and *Title* (see instructions above) in the dialog box, and click OK.

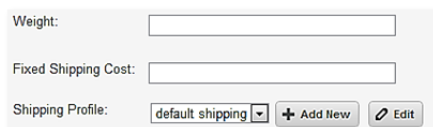
Existing vendors can be modified in the *Product Editor* screen by clicking *Edit*.

Vendor:

Quick Setup

Understanding Shipping Options

Products must have a shipping method selected in the *Pricing* tab of *Product Editor*. Only one option can function for a product at any given time. If more than one option exists, the software evaluates the options in order of *Weight*, *Fixed Cost* and *Shipping Profile*, and uses the bottommost completed option. So, *Fixed Cost* supersedes *Weight* and *Shipping Profile* supersedes all. Like pricing, shipping values are expressed in cents and do not use decimals. *Fixed Cost* and *Weight* are explained in the [table above](#).



Shipping Options

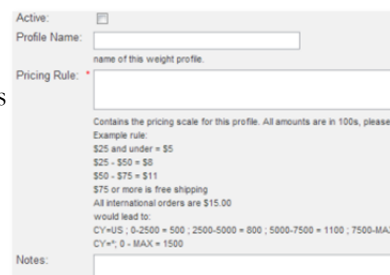
! *If you use **Weight**, ensure the **Shipping Profile** field is empty.*

Creating Shipping Profiles

A *Shipping Profile* allows variable shipping costs. Access to *Shipping Profiles* is found in the *eCommerce* list and also in the *Product Editor Pricing* tab. You can create multiple *profiles*, but we suggest you modify and use the *default* profile to prevent errors (see caution below). To create a shipping profile from the *Shipping Profile Editor*:

- Click **Add New Shipping Profile** and complete the following fields:
 - Active** – Select to activate shipping profile.
 - Profile Name** – Enter a descriptive name.
 - Pricing Rule** – Enter rules using the syntax below. Separate expressions with semicolons and place rules on separate lines for clarity.
 - Notes** – Use to document rules.

+ Add New Shipping Profile



Shipping Profile Editor

Shipping Profiles can also be created using *Quick Setup* in the *Product Editor*.

Variable	Syntax	Explanation
Country (CY)	CY=US; (United States) CY=*; (Outside United States)	If you have different shipping prices for overseas, specify those on a separate line.
State	State=2 character state code Example — State=HI or State=MI	Specify states when different costs apply for that state.
Shipping costs by purchase ranges	0-15000=1500; 15000-MAX=0;	Enter a purchase range to the left of the equals sign. Enter the associated shipping amount to the right of the equals sign. Values are expressed in cents and do not use decimals. Use MAX to indicate all values larger than the entry to the left of the dash.

Options: **+ Add New**

CY=US; State=HI, AK; 0-4999=1000; 5000-14999=2000; 15000-MAX=3000;

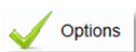
Shipments to Hawaii or Alaska: Purchases of \$0 - \$49.99 cost \$10.00; \$50.00 - \$149.99 is \$20.00 and \$150.00 and above ships free.

CY=*; 0-4999=1599; 5000-19999=2599; 20000-MAX=4000;

International shipments of \$0 - \$49.99 cost \$15.99; \$50.00 - \$199.99 is \$25.99 and \$200.00 and above ships for \$40.00.

! *Both active and inactive profiles display in a pricing field. If you choose an inactive shipping profile, customers will not be charged for shipping.*

Creating Product Options



Use *Options* to create sizing and other options for products. *Options* display in a drop down field. Product *Options* are accessed in the *eCommerce* list of *All Tasks* or in the *Product Editor*. The more commonly used fields are presented here. If you wish to use an advanced set up, please contact LVSYS.



Creating Options in the Options Editor

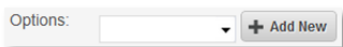
To create Product *Options*, open *Options* from the *eCommerce* list of *All Tasks*. Click *Add New Option* and complete the following fields:

- **Active** – Select to activate *Product Option*.
- **Name** - Enter a descriptive name. *Required field*.
- **Added Weight** – If relevant to shipping, enter added weight for option.
- **Added Price** – If relevant, enter additional cost for option. Values are expressed in cents and do not use decimals.
- **Price Multiplier** – If relevant, enter an amount to multiply the initial price by. The multiplier is expressed in thousands, e.g. to multiply by a factor 1.05, enter 1050 (1.05 x 1000).
- **Title** - *Title* displays in the drop down field. *Required field*.

Option Editor

Creating Options in Quick Setup

When pricing is uniform across options, use *Quick Setup* in the *Product Editor* to quickly create options. *Quick Setup* allows you to complete the two required fields: *Name* and *Title*.



Quick Setup

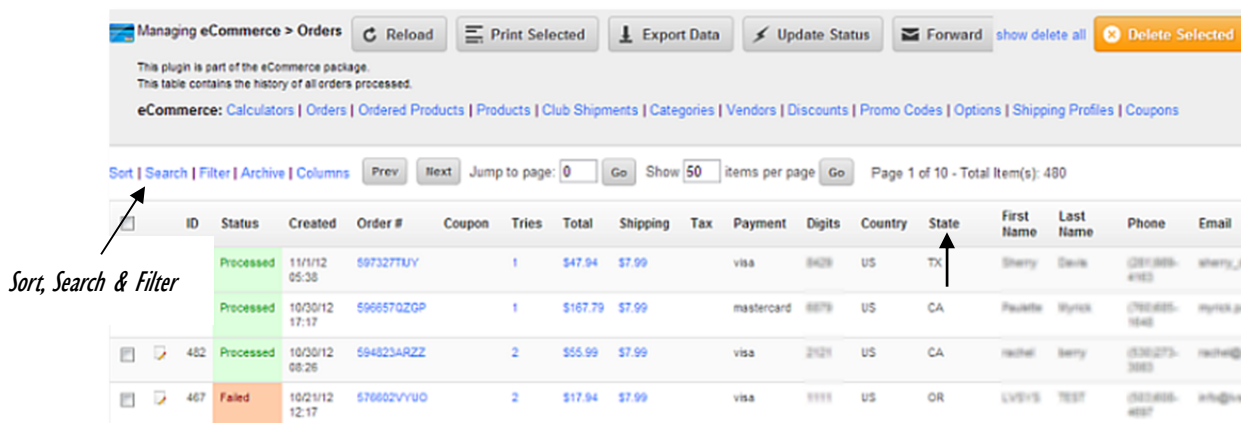
Adding Product Media

Quick Setup Fields

Add photos and other media to enhance your product in the *Product Editor's Media* tab. For more information: [Uploading Images](#).

Managing Product Orders

View and manage your orders in one convenient location by clicking the *Orders* item in the *eCommerce* list. The list screen displays summary information about your orders and provides search and filtering tools so you can view patterns or find specific orders. An *Export* function allows you to export all order data to a spreadsheet.



Searching, Sorting and Filtering Orders

Search orders:

Search for: ☒ All Fields

- Click the *Search* link.
- Enter a search term or phrase. Select *All Fields* to search all fields (not just list view summary data).
- Click *Search* to view the results.
- To undo, return to the *Search* feature and clear the fields.

Sort orders:

- Quickly sort orders by clicking a column heading to sort by that column in ascending order. Click the heading again to sort in descending order.
- To sort by multiple columns, click the *Sort* link.
 - Choose up to 3 columns to sort in either ascending or descending order. The left most field acts as the primary sort, while the following columns act as the secondary and tertiary sorts.
 - Click *Sort* to view the results.
- To undo, return to *Sort* and clear the fields.

Sort your data by columns
Sort your data by selected one or more columns below:

State Last Name

Sort

Filter orders:

- Enter filter terms in fields. Entering multiple terms filters results to orders that meet **all of the filter criteria**. Select *Match Any* if you want results to filter to **any of the terms** entered.
- Click *Apply Filter* to view results.
- To undo, return to *Filter* and click *Clear*.

Filter this list by using a combination of any fields below. Once applied, this filter

Main

Status

Created From:

Updated From:

Order #

Coupon

Tries

Member ID

Total

Shipping


Tax

Payment

Digits

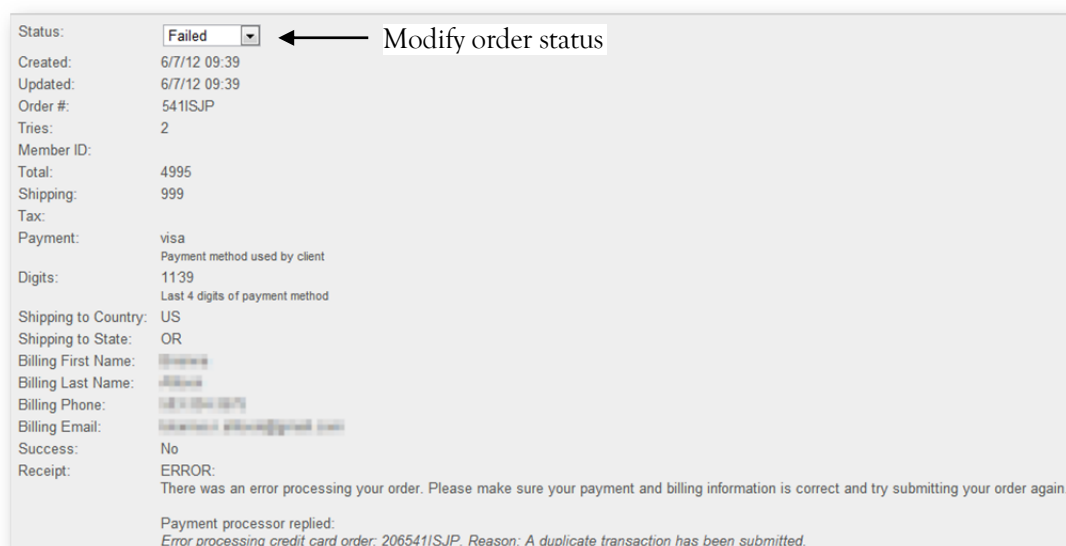
Filter

Viewing Order Details

View all order details, including error messages, by clicking any **linked** text (such as *Order#*) in the *Orders* list screen or click the *Edit* button to the right of the order listing. 

Managing Order Details

In the displayed details, only the *Status* field can be changed. You can change the *Status* field after you fix a failed transaction. *Save* after you change the status.



The screenshot shows an order details form with the following fields and values:

- Status: Failed (with a dropdown arrow and a callout box saying "Modify order status")
- Created: 6/7/12 09:39
- Updated: 6/7/12 09:39
- Order #: 541ISJP
- Tries: 2
- Member ID:
- Total: 4995
- Shipping: 999
- Tax:
- Payment: visa
- Payment method used by client
- Digits: 1139
- Last 4 digits of payment method
- Shipping to Country: US
- Shipping to State: OR
- Billing First Name: [redacted]
- Billing Last Name: [redacted]
- Billing Phone: [redacted]
- Billing Email: [redacted]
- Success: No
- Receipt: ERROR:

Below the form, there is an error message: "There was an error processing your order. Please make sure your payment and billing information is correct and try submitting your order again." and a payment processor reply: "Payment processor replied: Error processing credit card order: 206541ISJP. Reason: A duplicate transaction has been submitted."

Exporting Orders

Export all order data so you can examine and analyze the data in more detail. Data is exported to a .csv program like Excel. The download process varies by browser. IE and Firefox display dialog boxes asking you to Save or Open. Chrome displays a download message at the bottom of the browser – click the file name to view the data.

Contacts

The LVSYS CMS records contacts and contact activity every time a new or existing contact interacts with your website. The system automatically creates, categorizes and stores contacts and contact activity when a visitor submits a form, places an order, or enters a comment. LVSYS's CRM (Customer Relationship Management) features also allow you to manually add and edit contacts and create custom groups so you can better manage your contacts. LVSYS's, *Search* and *Filter* features allow you to locate and view the contact information, including orders, you need. The *Export* function downloads your *Contact* data to a spreadsheet for further review.

Viewing Contacts

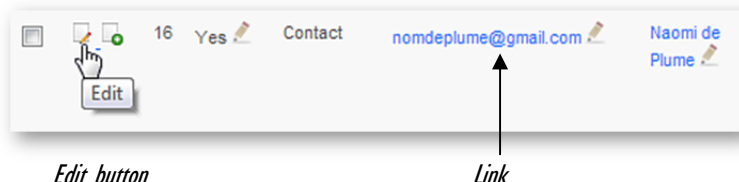
Find *Contacts*, *Contact Activity*, and *Contact Groups* in the *Contact* list of *All Tasks*.

ID	Active	Groups	Email	Full Name	First Name	Last Name	Phone	Cell Phone	Address	City	State	ZIP	Country	Notes	Card No	Card Type	Shipping Method	Contact IP	UTM Campaign	UTM Content	UTM Medium	UTM Source	UTM Term	Created	Updated
107	Yes	Customer	reyes@ast.com	Steven Ruark	Steven	Ruark	(916)799-5762			Sacramento	CA	95825	US	Placed order 6522480VAD for \$127.84				76.217.153.243						12/2/12 16:06	12/2/12 16:06
106	Yes	Customer	stehrader@cox.net	Margaret Shrader	Margaret	Shrader	(757)661-6884			Virginia Beach	Virginia	23464	US	Placed order 651216ONLD for \$101.49				76.166.138.194						12/2/12 11:44	12/2/12 11:44
105	Yes	Customer	Pendulum@gmail.com	Pendulum Suzanne Kenney	Suzanne	Kenney	(503)799-6729			Portland	OR	97201	US	Placed order 648195KAYVW for \$127.84				24.22.85.262						11/30/12 09:12	11/30/12 09:12

! *Contacts display in a list screen. You can use the *Sort*, *Search* and *Filter* tools to find specific contacts or groupings of contacts. For more information, see [Sort, Search and Filter Contacts](#).*

Viewing Individual Contacts

To view all of a contact's information, click one of the contact's links or *edit button* to open the *Contact Editor*.



Edit button

Link

Modifying Contacts

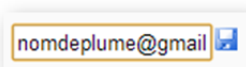
Use *Quick Edit* to easily modify contact information visible in the *list screen*, or to modify any of the available fields, open the *Contact Editor*.

Modify Contacts with Quick Edit

Contact information displayed on the *list screen* can be modified by clicking the *Quick Edit* pencil icon next to the field. Click the *Save* icon to save the changes or press the **Esc** key to cancel changes. For more information on using Quick Edit: [Quick Edit](#).



Click the pencil

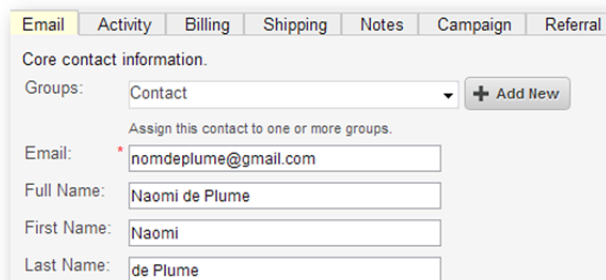


Edit the text

Modify Contacts with the Contact Editor

Click the *Edit* icon to open the contact's edit screen. The *Contact Editor* allows you to complete or modify all contact fields. *Save* when finished.

For more information about Contact fields, see [Creating a Contact](#).



Contact Groups

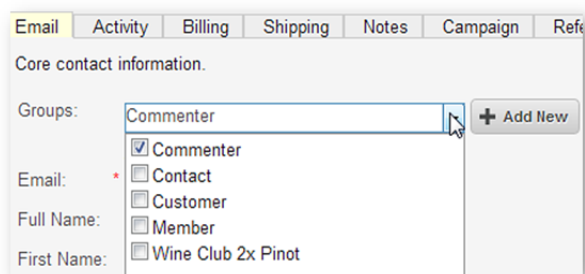
LVSYS provides four system groups, and automatically assigns contacts to the groups based on activity. A contact can belong to multiple groups. You can also create your own groups and assign contacts as desired. Use *Contact Groups* to organize your contacts to suit your needs. LVSYS's default groups and the activities that trigger their group assignment are:

- *Customer* – Visitors who place orders are automatically assigned to the Customer group.
- *Contact* – Visitors who fill in a form become part of the *Contact* group.
- *Commenter* – Visitors who submit a comment to your site are tagged as *Commenters*.
- *Member* – Registered members automatically become part of the *Member* group.

Manually Add a Contact to a Group

To manually assign a contact to a group:

- Open the contact in the *Contact Editor*.
- In the *Email* tab, open the *Group* field menu.
- Select additional groups to assign the contact to.
To remove a contact from a group, deselect the group.
- *Save* when finished.



Core contact information.

Groups: + Add New

☒ Commenter

☐ Contact

☐ Customer

☐ Member

☐ Wine Club 2x Pinot

Email: *

Full Name:

First Name:

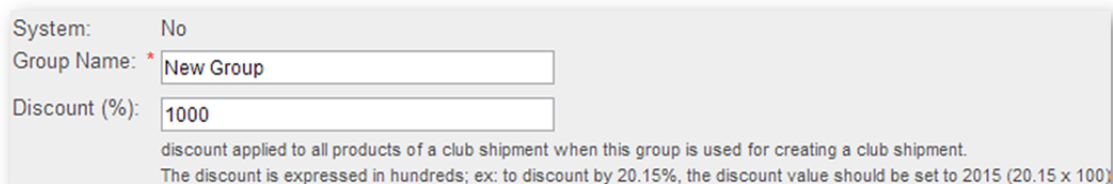
Creating a Contact Group

You can create your own *Contact Groups* to track and organize your contacts. Custom contact groups can be manually assigned to contacts. You can also attach a custom group to a form so that visitors who complete the form are automatically assigned to the group when they submit the form. Create groups via the *Contact Group Editor* or by using *Quick Setup* in the *Contact Editor*.

Creating Groups with the Contact Group Editor

Create a custom group by going to *Contact Groups* in the *Contact* list of *All Tasks*.

- Click *Add New Contact Group*.
- Name - Enter a name for the group.
- Discount – If you sell items on your website and want to offer a group discount, enter a discount amount. Discounts are percentage values, but are expressed in hundreds in the field. A discount of 10.5% should be entered as 1050 (10.50 x 100).



System: No

Group Name: *

Discount (%):

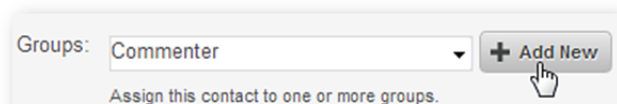
discount applied to all products of a club shipment when this group is used for creating a club shipment.
The discount is expressed in hundreds; ex: to discount by 20.15%, the discount value should be set to 2015 (20.15 x 100)

Creating a Group with Quick Setup

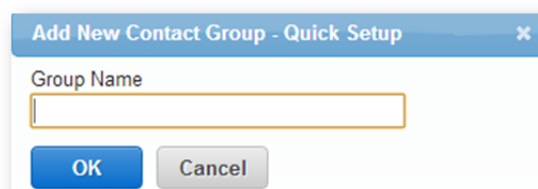
Use the *Quick Setup* feature in the *Contact Editor* to create a group on the fly. *Quick Setup* allows you to name a group, but not enter a group discount figure.

- From the *Contact Editor* window, click *Add New* next to the *Groups* field.
- Enter a name for the group.
- Click OK.
- The contact is automatically added to the group.
 - Click *Save* to maintain the contact as part of the group.
 - If you do not want the contact to be part of the group, click one of the *Cancel* options.

Your custom *Contact Group* is available to use for all of your contacts.



Click Add New



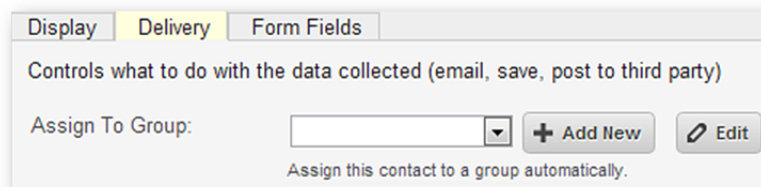
Enter group name

Using a Form to Automatically Assign Groups

You can use a form to automatically assign a contact to a group. For example, if you are preparing to launch a new product or service, you might prepare a response form that asks prospective customers if they'd like updates on the upcoming launch. The system will automatically assign form submitters to the *Contact* group, but you can create a custom group and attach it to the form, so visitors are also assigned to the custom group.

To attach a *Contact Group* to a form:

- Create a form or modify an existing form. For more information about forms: [Forms](#).
- Open the *Delivery* tab.
- In the *Assign to Group* field, select the custom group or click *Add New* to create a group with *Quick Setup*. The *Edit* button allows you to edit the group selected in the *Assign to Group* field.
- Save when finished.



Creating a Contact

The LVSYS CMS allows you to manually create your own contacts and add them to groups.

- Go to *Contacts* in *All Tasks* and click *Add New Contact*.
- In the Contact Editor, complete the desired fields in the available tabs. Use the following as a guide for completing the fields:
 - Email Tab – Contains the core contact fields. Complete fields as desired.
 - Groups – Make selections to assign contact to groups.
 - Email - Enter an email address. **Required field.**
 - Billing Tab – Complete these fields as needed, if your website supports ecommerce.
 - Shipping Tab – Complete these fields as needed, if your website supports ecommerce.
 - Shipping Method – Choose the customer’s preferred shipping method (FedEx, UPS or pickup). The customer can override when ordering.
 - Notes Tab– Manually enter notes about the contact, if desired. Notes are searchable. One suggested use is to add related contacts and information to the *Notes* field. You may append notes any time, as needed. See tip below.
 - Campaign Tab – This field is informational and cannot be modified. For more information, see [Campaign and Referral](#) below.
 - Referral Tab – This field is informational and cannot be modified. For more information, see [Campaign and Referral](#) below.
- *Save* when finished.



When a contact is created by the system automatically, the system records the initial contact in the Notes field, including the source of the initial contact activity (example – “Commented on article: Article Name”), and any comment or inquiry text the visitor may have entered.

Active: ☒ Controls whether contact is active and able to login.

Email Billing Shipping **Notes** Campaign Referral

Notes associated to this contact.

Notes:

B I U ABC X₂ X² ABC

Styles Paragraph Font Family

HTML

Additional contact - Audrey Smith, VP 805-555-6363 audsmith@fictionalplace.com

Using Campaign and Referral Information

The LVSYS CMS records where and how a new contact initiated contact with your website in the *Campaign* and *Referral* tabs. The information in these two tabs **cannot** be modified.

Campaign – LVSYS records the UTM (Urchin Tracking Module) parameters when a contact's initial experience with your website comes from clicking through an ad campaign you've created. UTM is coding that Google uses to track a clicked URL's Source (site where ad is placed), Medium (banner, link...), Name (campaign name), Term (paid keywords that trigger ad), and Content (differentiating ad text). UTM coding enhances your website's analytics and in the case of contacts, lets you know precisely what directed them to your site.

Referral – LVSYS records initial referral information, including the link that directed the contact to the form they completed; UTM (if any); and the browser used. Often, a contact's initial contact with your site is from within your site, so there will be no UTM to view.

! For more information on using UTM parameters in your ad campaigns, visit Google's *Custom Campaigns Help* section. Google has a handy *URL builder* that will take your entered parameters and create a URL for you. Go to [Google Analytics URL Builder](#) to learn more.

Sorting, Searching and Filtering Contacts

Use LVSYS CMS's powerful search and filter features to find the contact and contact activity information you need. Contacts and their activities are fully searchable.

Sorting Contacts

Contacts are sorted according to their created date by default. Items can be sorted by any other attribute shown on the list screen by performing the following actions:

- Click on a desired column heading to sort the list in ascending order. The sort is applied through all of the pages of the list.
- Click the column heading a second time to change the sort to descending order.

First Name	Last Name	Phone
Naomi	Fording	4445556666
Mari	de Plume	1112223333

Multi-level Sort

Use a multi-level sort to sort by multiple attributes. For example, you may have noticed increased activity from states you recently targeted. To view *Contact Activity* by state, sorted by newest to oldest *Created Date*, first sort by the *State* field and then by *Created Date*, in descending order. To perform a multi-level sort:

- Click *Sort* to open the 3 column sorting fields. Sorts are created left to right.
- Choose a value to sort by in the first column.
- Choose whether to sort Up (ascending order) or Down (descending order).

Click *Sort* to view results.

Sort your data by selecting one or more columns below:

State	Up	Created	Down		Up	Sort
-------	----	---------	------	--	----	------

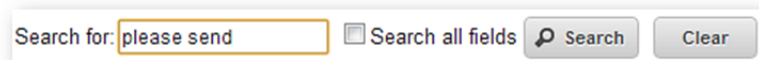
! Columns remain in their newly sorted state until you close or reload. To quickly restore the default sort order, click on the *Created* column header.

Searching Contact Information

If there is a specific word or phrase that will help locate a contact or contact activity, use the *Search* tool. Search results display only the contacts or activities that match your search term.

- Click the *Search* link above the item list.
- Enter a term in the Search for field.
- Click *Search*.

The *Search* feature looks for your term only in the fields visible in the List Screen. To search for the term in all the contact attributes, select *Search All Fields*.



Filtering Contact Information

The *Filter* tool allows you to filter by multiple criteria. The filtering tool searches all contacts' attributes and returns only the results that match the search criteria. To use the *Filter*:

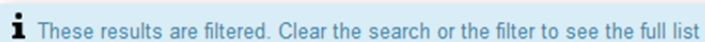
- Click the *Filter* link.
- Select and/or enter filter terms in fields.
Click on tabs to open additional filter fields.

Click *Apply Filter* to see results.

Restoring Contacts after Searching and Filtering

Search and Filter results display only items that meet your search criterion. A message displays above the search link to remind you about the filtered view. To undo the filter and view all items:

- Click *Search* again to open the search tool.
- Click *Clear* to erase the filter and restore all items.



Downloading Contacts and Contact Activity

Download contacts and contact activities to a spreadsheet, like Excel, where you can use their tools to further review contact information.

- From the *Contact list* screen or *Contact Activity list* screen, click *Export*.
- The data is automatically downloaded to a .csv program like Excel.

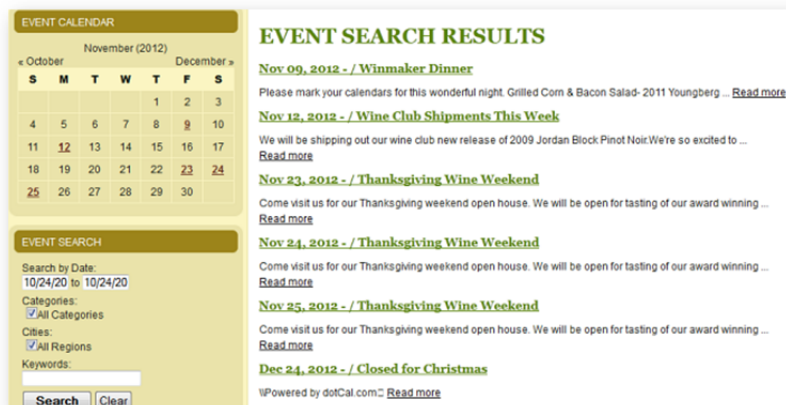
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	id	Contact ID	Email	Full Name	First Name	Last Name	Phone	Cell Phone	Address	City	State	ZIP	Country	Notes	Submitted
2	20	17	webmaster@lvsys.com	Josh										Commented on article: Editing, SI	
3	19	16	mboklar@MB Sklar											Submitted Form: Send a Message	
4	17	15	sklarfam@Mary Beth											Submitted Form: Send a Message	
5	18	15	sklarfam@Mary Beth Sklar				(432)563-4134							Submitted Form: Website Order c	
6	21	15	sklarfam@Mary Beth											Submitted Form: Send a Message	
7	16	14	landyl@Braxton											Commented on article: Making a	
8	14	13	max@Hony Max											Submitted Form: Send a Message	
9	15	13	max@Hony Max											Submitted Form: Send a Message	
10	22	13	mlavonne@max											Submitted Form: Send a Message	
11	13	12	stella@Fair 2 Stella Fair											Submitted Form: Send a Message	
12	12	11	info@Bran Robert Clarke											Submitted Form: Send	
13	10	10	tarina_r@Tarina ml Tarina	Reed			(213)327-8847		11521 Bran Culver CR CA			90230	United Sts	Submitted Form: Automatic Bill P	
14	9	9	emily@Kil Emily Kil											Submitted Form: Send	
15	8	8	jam3077@Submit R											Commented on article: Warning:	
16	7	7	nicrookell@Nicolette Crookell & Kyle Fuch				(834)918-3446		need to buy one, let previous domain name lapse					Submitted Form: Request a Quot	



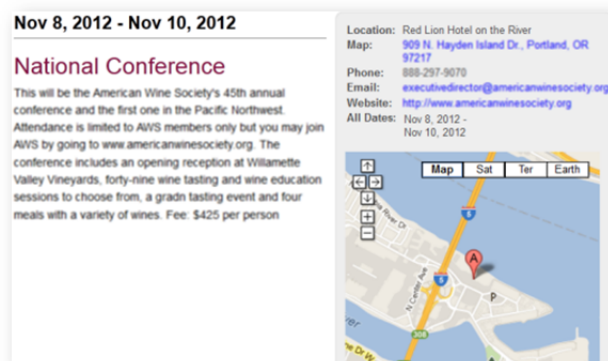
Downloading varies by browser. IE and Firefox display dialog boxes asking you to Save or Open. Chrome displays a download message at the bottom of the browser — click the file name to view the data

Adding Events

The Event Calendar is a full-feature plug-for creating events with accompanying slideshows, pictures and maps. Visitors can access events from a small calendar or through an events listing on a home page (for example). Add contact information, such as phone and email, to display in the event details.



Events List

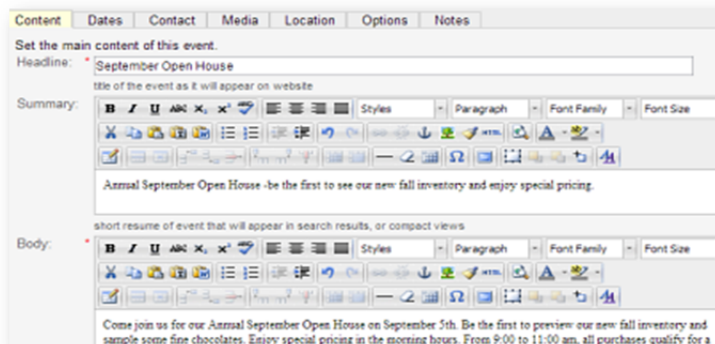


Event Details

Creating an Event

To create a new event from the *List Screen*:

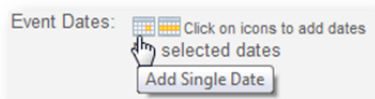
- In the *Managing Calendar* toolbar, click the *Add New Event* button to open the *Event Editor*.
- Complete the fields in the *Content* tab as follows:
 - **Active** - Select to display the event on the website.
 - **Name** - Enter a name to be used internally for the product. Use lowercase characters and dashes in place of spaces.
 - **Headline** - Enter the title of the event that appears on the website – this is usually the actual event name. **Required field.**
 - **Summary** - Enter a summary to display in search results or compact views. If no summary is entered, the website displays an excerpt of your body text, as defined in *Global Settings*.
 - **Body** - Enter the event listing and details. **Required field.**
 - Add *Region*, *Categories*, *Tags*, and *Levels*, as needed.
- *Save.*



Assigning Dates to an Event

Assign a single date and time, or assign a date range to your event in the *Dates* tab. Single dates allow you to set a time or time range. Date ranges assume “all day events.”

Assigning a Single Event Date:



- Click on the *Add Single Date* calendar icon.
- From the calendar, choose the date of the event.
Use the arrows next to the month and year to change the month.
- Click on the event date in the calendar.
- Choose a start and end time from the time menus.
- Enter a *Comment*, if desired. Comments appear under the date/time in the event details.
- Click OK and then Save.

Add Date [close]

Please select a new date to add to this event, and a time range (optional):

Date: November 2012

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Time Start: 12:00 pm

Time End: 5:00 pm

Comment: Sale Hours

OK Cancel

The current date is highlighted yellow in the calendar. Selected event dates are displayed in red text.

Assigning a Date Range:



- Click on the *Add Date Range* calendar icon.
- From the left calendar, choose the *From* (Start) date of the event by clicking on the date.
Use the arrows next to the month and year to change the month.
- From the right calendar, choose the *To* (End) date of the event by clicking on the date.
Use the arrows next to the month and year to change the month.
- Enter a *Comment*, if desired. Comments appear under the date/time in the event details.
- Click OK and then Save.

Add Date Range [close]

Please select a new date range to add to this event.
Please note that you cannot select day times.

From Date: November 2012

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

To Date: November 2012

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Comment:

OK Cancel

The current date is highlighted yellow in the calendar. Selected event dates are displayed in red text.



The upcoming event list is limited to the next X number of days. Typically, this should be set to the next 60 days for a newspaper website; the next 180 days for a magazine site; or the next 365 days for a small website. This setting can be changed in the Events section of Global Settings.

Entering Event Contact Information

To store and/or display contact information, such as phone and email, enter information in the *Contact* tab.

To ensure the contact phone and email display, select the *Display* field. *Save* when finished.

Attaching and Embedding Event Media

Easily add images, slide shows or video to an *Event* in the *Media* tab or by using *short code*. Images attached to the event in the *Media* tab are positioned to display as directed by the template. Images embedded with short code can display anywhere within the *body text*.

For more information on attaching images in the *Media* tab, see: [Uploading Images](#).

For more information on embedding images with *short code*, see: [Uploading Images](#).

Mapping the Event Location

To display a map in the *Details* section, use the fields in the *Location* tab to enter either an address; latitude and longitude; a map link or Google map code. *Save* when finished.

SEO Overview

A website is only effective if people can find and use it. Search Engine Optimization (SEO) is a term that describes techniques to help search engines find and rank your site higher than other sites in response to a search query. Some techniques, such as setting unique page meta- titles and descriptions are simple, but powerful, and can be completed within the system. Other methods external to LVSYS, like creating inbound links to your site, require more effort but also have great impact. The LVSYS CMS treats SEO as core functionality with on-page optimization, rank monitoring, and SEO auditing. LVSYS provides tools for clients to augment SEO at every stage of development and maintenance, but it's up to you to use them to your advantage.

Think about the web as a giant library where books are indexed by attributes such as title, author and subject. Each book has a title on the spine to help you find it on the rack, along with information on the front and back covers so you can make a reasonable judgment about its content. Some books have a table of contents or index so you can further determine if the book is relevant to your needs.

Similarly, web pages have URLs, titles and headings, and use descriptions, site maps and keywords (now deprecated) to describe content and provide relevant information to search engines. SEO is about ensuring that your website, like a library book, will be properly indexed and ultimately, found.

Leveraging URLs for SEO

The LVSYS CMS allows you to set short URLs for articles and products. Maximize the opportunity by creating short, *descriptive* URLs that contain keywords. If you sell candles, an article URL of *new-fragrance-free-candles* is more beneficial than *new-products*.

Maximizing Page Titles for SEO

Page titles are a great opportunity to maximize SEO. At a minimum, set a good page title to enhance SEO. Our system allows you to configure the title globally, which might suit a small website with just a few pages, but it is far better to fine tune the page title for each page of your website. Recommendations for maximizing *Page Titles*:

- Use a keyphrase in your title that corresponds to a phrase that most people are likely to type to find your content. You can use Google Adwords tools to help you determine which words/phrases are effective.
- Limit the title to 60 characters, which is the space allotted in browser title windows. If you need to say more, use the *Meta Description* field.

Maximizing Headings (H1 tags) for SEO

The *Headline* field in articles, events, products and business listings is the H1 tag and provides a great opportunity to reinforce and maximize SEO. Recommendations for using *Headlines* to enhance SEO follow:

- A *Headline* is required. Create a *Headline* relevant to your article, event, etc. Don't use a generic heading.
- Do not try to trick search engines by using a headline that is irrelevant to your content. For example, a winery website using a headline to promote the benefits of a pharmaceutical drug can be red-flagged by search engines.
- HTML restricts each page to one H1 tag, so take advantage of the opportunity to maximize SEO.

Using Meta Descriptions for SEO

The *Meta Description* provides additional article level information so your article can be found in searches; it corresponds to the text that is displayed under the blue link in Google search results. Describe what the article is about in about two sentences or 150 characters.

Creating Inbound and Internal Links

In addition to the structural opportunities the LVSYS CMS offers, building a body of inbound or *backlinks* to your website is an important tactic for helping search engines differentiate your website based on how often they find it on the internet. Post on forums relevant to your industry, varying the URL in your signature according to the forum. Identify the popular blogs for your industry and contribute via comments or guest-blogging, again using URLs appropriate to the blog. Submit your company's URL to industry directories. The more frequently your website is referenced via backlinks, the faster your ranking will rise. Backlinks from other sites "validate" the value of your web pages.

Linking within the pages of your website is important too. In addition to the structured menus LVSYS provides, links from one section of your website to another in the body text are also evaluated by search engines. Pay attention to providing adequate coverage. If all links in your website are directed to one particular page, search engines will interpret that particular page as very important and the others less so. For example, an important call to action page may warrant the bulk of internal linking. If that's the desired outcome, continue the practice; if not, look to providing internal links to other pages.

Pay attention to *anchor text*, which are the clickable words that make up the link. Anchor text is evaluated by search engines, in addition to the linked URL. Use meaningful keywords / phrases, relevant to the linked URL, but ensure they sound natural in context. Be careful to not overdo linking. A paragraph or two of text that contains multiple, similar, links to the same page(s) may be interpreted as an attempt to trick search engines and ultimately incur a penalty.

For more information on hyperlinks: [Creating and Using Hyperlinks](#).



Page keywords are now largely disregarded by search engines because they have been widely abused by webmasters. Use keywords relevant to your content, but be careful to not abuse the practice.

Reports

LVSYS offers a menu of powerful reports to assist you in analyzing your website's effectiveness. SEO Tracker, Page Hits, and Referrer Traffic reports provide data to help you understand and maximize your website's traffic and usage. Use these tools to improve your site's effectiveness.

Keywords – Powerful Tools that Get Your Website Noticed

Search Engine Optimization, or SEO, is the practice of increasing your website's visibility to search engines, so that more traffic is directed to your site. Keywords are a critical component of SEO. Keywords correspond to words users enter in a search engine to find products or services and are more likely to be a phrase than a single word. Determining the condensed key phrases that represent your mission or product and will be used to search for your product or service is crucial. LVYSYS provides both the tools you need to embed these words into your website and offers comprehensive reports to evaluate your SEO efforts.

Using the SEO Tracker

Pick a report: [SEO Tracker](#)

The *SEO Tracker* provides multiple levels of information about your keyword performance. Drill down from a graphical overview to detailed reports about keywords/phrases. For more information about Search Engine Optimization: [SEO](#). When the SEO Tracker report opens, it displays a broad overview of all your keywords' performance.

Adding Keywords

Add keywords whose performance you'd like to track. Keywords are usually short phrases that users might enter to find your site. Use keywords in your website to describe what you do or sell. Keyword opportunities exist throughout the site, including in Page Titles, Headings and internal links. To add keywords to the Tracker:

- Add keywords to track by entering text in the *Add New Keyword* field and clicking the *Add* button.
- You may actively track up to 10 keywords at any given time.

Keyword Tracker

You are using 0 keywords out of your 5 active keywords allowance.

Add a new keyword, it's easy! Just type in what people would type in google

Add a new keyword: [Add](#)

Disabling and Deleting Keywords

You may wish to disable tracked keywords so you can enable tracking of different keywords or delete keywords that are no longer relevant.

- To disable a word, click the *Disable* link in the far right column.
- To delete a keyword, check the selection box and click *Delete Selected*.

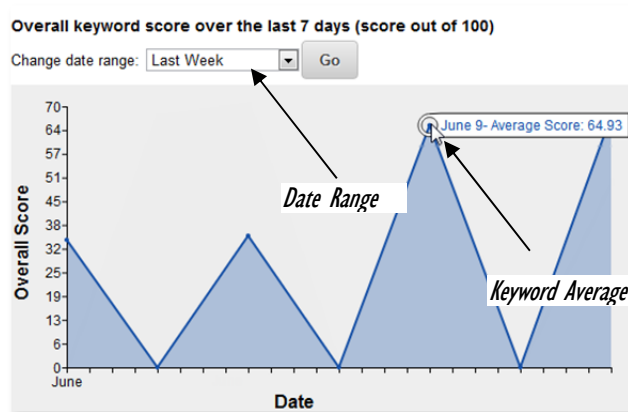
Keyword		Google		Bing		Yahoo		Change	Select
cms mcminville	2	fluctuating	report	fluctuating	report	fluctuating	report	disable	<input type="checkbox"/>
mobile apps mcminville	1	steady	report	steady	report	falling	report	disable	<input type="checkbox"/>
newspaper cms oregon	4	fluctuating	report	steady		unranked		disable	<input type="checkbox"/>
portland web design		unranked		unranked		unranked		disable	<input type="checkbox"/>
web design mcminville	1	steady	report	falling	report	fluctuating	report	disable	<input type="checkbox"/>

Disable Select

Viewing Average Total Performance

The area graph that displays on the *Keyword Tracker* page provides an at-a-glance view of total keywords' average performance for the week. The graph is interactive and allows you to also view the actual daily average, as well as select a different date range to display. To change the display:

- Position your cursor on a graph point to view the average performance of all keywords combined. Keyword performance is refreshed every 24 hours.
- Use the *Change Date Range* menu to view a longer time period.
- After choosing a date range, click *Go*.



Viewing Individual Keyword Performance

The *Keyword Movement* section, below the graph, offers more detailed SEO ranking information. Google, Bing and Yahoo numeric rankings are displayed and ranking trends are summarized as *Unranked*, *Steady*, *Fluctuating*, *Falling* or *Rising*.

To view more details about each search engine's ranking for a particular keyword, click the *Report* link in the search engine's column.

Keyword movement in the last 7 days

Keyword		Google		Bing		Yahoo		Change	Select
cms mcminnville	1	steady	report	falling	report	9	steady	report	disable
cms oregon		unranked		unranked		unranked		disable	<input type="checkbox"/>
mobile apps mcminnville	1	steady	report	7	falling	report	5	fluctuating	report
newspaper cms oregon	5	falling	report	unranked		unranked		disable	<input type="checkbox"/>
portland web design		unranked		unranked		unranked		disable	<input type="checkbox"/>

Numeric Ranking

Report Links

Viewing a Keyword's Report

The *Keyword Report* opens to two area graphs that allow you to view at-a-glance trends in your keyword's rank and score in a particular search engine over a given time. You can easily view a different report or change the date range by selecting different parameters from the date fields and clicking *Go*.

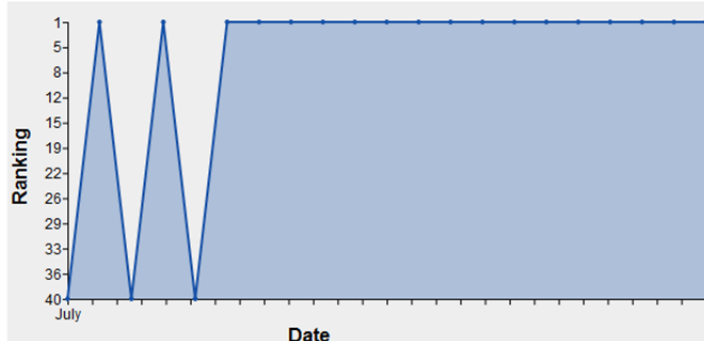
Keyword Report:

View another report:

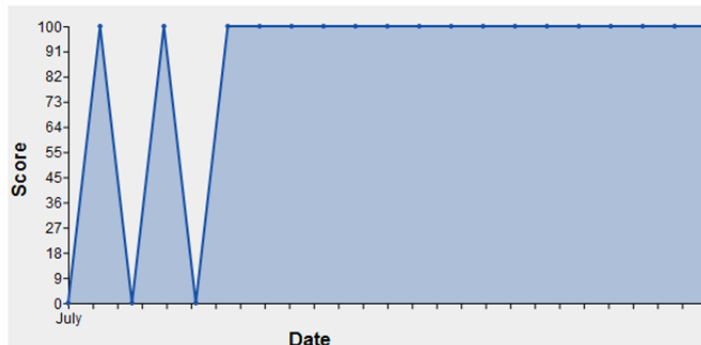
Choose a different report to view

Change date range:

Rank of 'web design mcminnville' with 'Google' over the last 21 days



Score of 'web design mcminnville' with 'Google' over the last 21 days (Score out of 100)



Viewing a Keyword's Ranking Details

Daily scores and ranks display below the graphs. Click a *Details* link to open a report showing your page and competitors' page rankings. Compare multiple days' details by selecting days and clicking *Compare Selected*.

Details:

Date	Score	Rank	Links
7/3/2012 2:02:39 PM	100	1	4
7/5/2012 12:01:44 AM	100	1	4
7/7/2012 12:01:19 AM	100	1	4
7/9/2012 12:01:32 AM	100	1	4
7/9/2012 11:40:35 AM	100	1	4
7/10/2012 12:01:42 AM	100	1	4

Select to Compare

Click for Ranking Details

Compare Selected

The web page ranking details open at the bottom of the screen, showing the top 40 search engine results for your keyword on the selected day(s). These are the actual top 40 URLs that the search engine returned.

Rank Web Pages	
1	http://lvsys.com/&sa=U&ei=mFMKUOjH4zU2QXiINQc&ved=0CBUQFjAA&usg=AFQjCNFeaGDRyZlafYjGJ_2fg_zNAO4pA
2	http://www.starbucks.com/&sa=U&ei=mFMKUOjH4zU2QXiINQc&ved=0CBgQFjAB&usg=AFQjCNFNyYZbRLbMikQfjAgGkBY0cyllw
3	http://mobile-apps.meetup.com/cities/us/or/mcminnville/&sa=U&ei=mFMKUOjH4zU2QXiINQc&ved=0CBwQFjAC&usg=AFQjCNGJPWVUnMNHjVcQExRjg91f-
4	http://www.yellowpages.com/mcminnville-or/mobile-home-parks&sa=U&ei=mFMKUOjH4zU2QXiINQc&ved=0CB4QFjAD&usg=AFQjCNGdv0cZv9J7RVytLj8
5	http://www.yellowpages.com/mcminnville-or/mip/mc-minnville-manor-mobile-home-3627720&sa=U&ei=mFMKUOjH4zU2QXiINQc&ved=0CCAQFjAE&usg=A
6	http://www.mapquest.com/maps%3Fcity%3DMcMinnville%26state%3DOR&sa=U&ei=mFMKUOjH4zU2QXiINQc&ved=0CCiQFjAF&usg=AFQjCNFjO9Nlg7FHI
7	http://www.mapquest.com/maps%3Fcity%3DMcMinnville%26state%3DOR&sa=U&ei=mFMKUOjH4zU2QXiINQc&ved=0CCUQFjAG&usg=AFQjCNEeOwpOe
8	http://www.superpages.com/bp/Mcminnville-OR/McMinnville-Manor-Mobile-Home-Park-L0122661021.htm&sa=U&ei=mFMKUOjH4zU2QXiINQc&ved=0CCgQFjAH&usg=AFQjCNFy7kSZBGQcr5BndLyZ4EXB7AxK8g

Using the Page Hits Report to Analyze Your Site Traffic

Analyze your website traffic by pulling reports of page visits and hits by day, week, month, or a custom date range. Learn how many are visiting, how long they stay, and what they use to get to you. A visit is tallied each time a unique visitor accesses a page of your website. View estimates of visitors' time spent on your site and learn the ratio of visitors that access your pages directly to those that get website info from RSS feeds, widgets or calendar features. The *Page Hits Report* also allows you to learn what sort of equipment and software your viewers are using by showing page hits by platform and browser.



We recommend you use the web statistics offered in our reports to identify trends over time and then use that data to inform your strategy. It is less meaningful to review the statistics daily or in isolation from other statistics.

Changing Date Ranges

The *Page Hits Report* defaults to displaying the previous month's hits, but the date range can be changed. Preset ranges include *Last Month*, *Last Two Months* and *Last Three Months*. Choose the *Custom* option to change the range to any dates you wish. To change the report's date range:

- To choose a preset option, click the *Change Date Range* menu, and choose a preset range.
- To select a custom date range, click the *Change Date Range* menu and choose *Custom Dates*.
- In the *Custom Dates* fields, enter the desired *From* and *To* range, using a mm/dd/yyyy date format.
- Click *Go* to load the date range's data.

Traffic

NOTE: traffic reports are updated once daily. The drilldown data for today will be available tomorrow

Change date range: Last Month ▼

Custom Dates: (format mm/dd/yyyy): From 06/20/2012 To: 07/20/2012

Go

Change date range: Last Month ▼

Custom Dates: (form

Last Month

Last Two Months

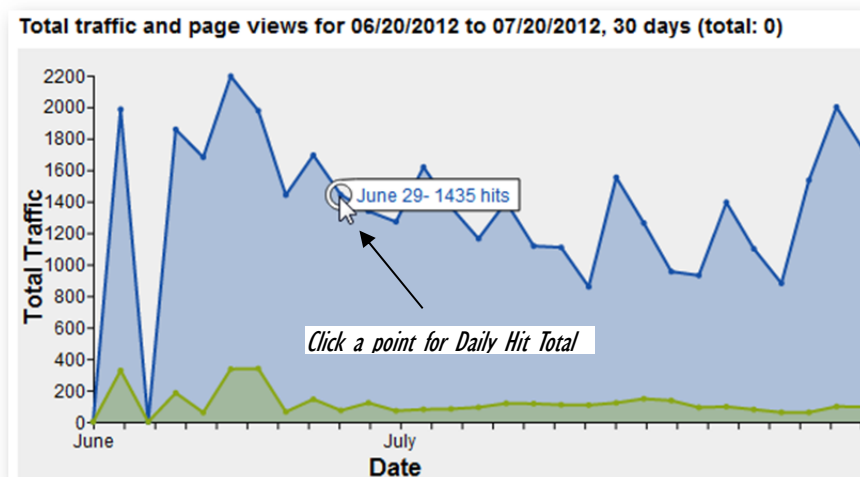
Last Three Months

Custom Dates

Go

Viewing Page Hit/Page View Data

The area graph that displays shows both *Visits* and *Hits* for the selected date range. The smaller area, shaded green below, represents unique *Daily Visits* to the site. The larger area, shaded blue below, represents *Daily Page Hits*, or how many pages were accessed during the day. A single visitor may view multiple pages on your site. Additionally, a visitor may be a web-crawling program, such as a search engine robot, that is reviewing the site to provide up to date data.



Daily statistics can be displayed by hovering on the graph's outline at a point that corresponds to a day. Hover on the blue area for *Hits* totals and hover on the green area for *Views* totals.

Viewing Page Hit and Visit Details

The table that displays at the bottom of the screen provides a totals breakdown by 4 different measures: *Daily Visits*, *Daily Hits*, *Browsers (Page Hits)* and *Platform (Page Hits)*. An explanation of each measure follows below.

Daily Traffic Overview for 06/20/2012 to 07/20/2012, 30 days (total: 0)

	Daily Visits								Daily Hits							Browsers (Page Hits)							Platform (Page Hits)		
	Total	1p	10s	30s	60s	90s	2m	2m+	Total	Page	Widgets	RSS	Redirect	Web S.	ICAL	MSIE	Chrome	FireFox	Safari	Opera	Others	Computer	Mobile	Robots	
07/19/12	89	79	3		2	1	2	2	1788	1597		190		1		137	23	30	8	5	1394	204	1	1392	
07/18/12	95	74	10	5	2		1	3	1713	967		745		1		62	35	34	9	8	819	148	1	818	
07/17/12	97	84	5	2	2			4	1991	1463		524		4		84	15	20	12	2	1330	139		1324	
07/16/12	60	51	2	1	1	2	1	2	1528	802		725		1		96	7	13	10	9	667	126	3	673	
07/15/12	60	54	3	2	1				876	842		33		1		39	5	13	9	7	769	67	3	772	
07/14/12	78	71	3	2				2	1094	1017		76		1		49	18	10	7	9	924	94	2	921	
07/13/12	96	82	5	2	1	2	1	3	1388	1242		145		1		29	37	28	17	5	1126	116	6	1120	
07/12/12	91	79	5					7	926	861		61		4		45	50	25	11	1	729	129	3	729	

Daily Visits

Shows the total number of visitors. Visits are broken down by estimated visit length.

- **Total** – The associated day's total unique visitors.
- **1p** – Number of visits where visitors viewed only one page or bounced to another site.
- **10s** – Number of visits lasting less than 10 seconds.
- **30s** – Number of visits lasting less than 30 seconds, but more than 10 seconds.
- **60s** – Number of visits lasting less than 60 seconds, but more than 30 seconds.

- **90s** – Number of visits lasting less than 90 seconds, but more than 60 seconds.
- **2m** – Number of visits lasting less than 2 minutes, but more than 90 seconds.
- **2m+** – Number of visits lasting greater than 2 minutes.

Daily Page Hits

View **total daily page hits**, broken down by the component specifically called for on the server. These hits are recorded by the LVSYS server and are true and accurate hit counts for the web component listed.

- **Total** – The associated day's total gross traffic. This total includes page hits, widget calls, and calls to the other web components listed in the column.
- **Page – Total Daily Page Hits.** These are true hits to pages recorded by the LVSYS server.
- **Widgets** – Traffic to your site from widget calls, such as event postings.
- **RSS** – Total RSS feed calls for the day.
- **Redirect** – Total Business Directory Redirect calls for the day. Visitors clicking on a directory listing are routed through LVSYS servers before going to the business website, allowing LVSS to record the hit.
- **Web S** – Records total *Web Services* calls, such as web carts, stories pushed to the CMS, and server based email, among other services.
- **ICAL** – Measures calendar synchronizations per day.

Page Hits by Browsers

Shows an actual tally of the browsers used by visitors. The numbers in this section are derived by breaking down the Total Daily Page Hits (above) to present the browsers actually used.

- **MSIE** – Number of visitors using Internet Explorer.
- **Chrome** – Number of visitors using Chrome.
- **Firefox** – Number of visitors using Firefox.
- **Safari** – Number of visitors using Safari.
- **Opera** – Number of visitors using Opera.
- **Other** – Number of visitors using other browsers or web crawling robots (which do not use a browser).

Page Hits by Platform

Page hits by platform shows an actual tally of the platform used by visitors. View the ratio of visitors who are using computers or mobile devices to visit your site.

- **Computer** – Number of visitors using a computer.
- **Mobile** – Number of visitors using a mobile device. *See important notice below.*
- **Robots** – Number of visitors that are robots.



We strongly recommend you consider implementing a mobile template if mobile traffic comprises 10% or more of total traffic. Your visitors will appreciate the enhanced and reliable usability of a mobile platform template.

Referrer Traffic Reports - Analyze How Visitors Get to Your Site

Traffic Reports show which sites direct visitors to your website (Google, Facebook, etc), through links, searches or advertisements. Pull referrer traffic reports by day, week, month or a custom date range.

Changing Date Ranges

The *Referrer Traffic Report* defaults to displaying the previous day's referrals, but the date range can be changed. Preset ranges include *Yesterday*, *Last Week*, *Last Month*, *Last Two Months* and *Last Three Months*. Choose the *Custom* option to change the range to any dates you wish. To change the report's date range:

- To choose a preset option, click the *Change Date Range* menu, and choose a preset range.
- To select a custom date range, click the *Change Date Range* menu and choose *Custom Dates*.
 - In the *Custom Dates* fields, enter the desired *From* and *To* range, using a *mm/dd/yyyy* date format.
- Click *Go*.

Traffic

NOTE: referrer reports are updated once daily. The drilldown data for today will be available tomorrow

Change date range:

Custom Dates: (format mm/dd/yyyy): From To:

Optional Keyword:

Traffic

NOTE: referrer reports are updated once daily

Change date range:

Custom Dates: (format mm/dd/yyyy):

Optional Keyword:

Referrer Site Report

The *Referrer Site Report* ranks the sites that refer to your site, so you can see at-a-glance where leads are coming from. The site domain is given, followed by the total number of referrals made from the site. It is important to understand that visitors to a site may have no referrer if they access the website directly, or multiple referrers, if they leave the site and return via a different path within the same browser session.

Referrer Site Report for 07/13/2012 to 07/20/2012, 7 days (total:)

Referrer Site	Total
google.com	46
newsregister.com	6
goshara.ru	6
viewhue.com	4

Search Queries Report

Search Queries tracks the search words or phrases that generated referrals to your site. A list of keywords/phrases is followed by the number of times the phrase generated a referral to your site.

Search Queries Report for 07/13/2012 to 07/20/2012, 7 days (total:)

Keywords	Total
northwest+vacations	4
link:google.com/webmasters	2
lvsys	2
3 tier architecture of a credit card management system	1
add+page+break+html	1

Using Member Directory Reports

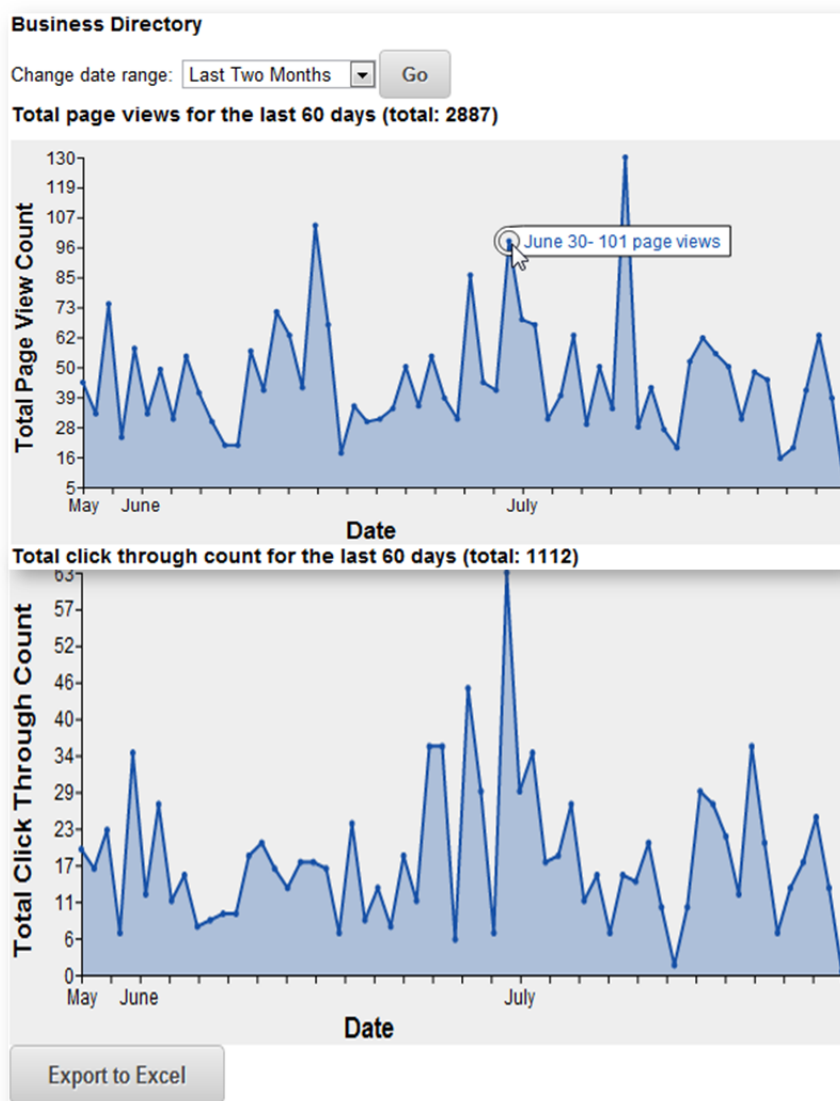
Member Directory reports give you *visit* and *click through* statistics for your *Business Directory* members' listings. A page view is recorded every time a member's profile is accessed. A click through is counted each time a member's website is accessed from their directory listing. You can view both aggregate directory and individual statistics.

Viewing Total Directory Views and Click Through Counts

The *Business Directory Report* opens to area graphs showing total *page view* and *click through* counts for all of your directory members. The graphs are interactive and allow you view an individual day's aggregate count, as well as change the date range.

To view a day's total count:

- Position your cursor on a graph point to view the total page views or click throughs for the selected day.



Changing Date Ranges

To change the date range to a preset option:

- Click the *Change Date Range* menu, and choose a preset range.
- Click Go.

Business Directory

Change date range: Last Two Months Go

Total page views Last Two Months (total: 2887)

Last Month
Last Three Months

Exporting Data to Excel

You can export total page view and click through data to Excel so it can be saved and used for analysis. To download data to Excel, click the *Export to Excel* button.

	A	B	C	D
1	#Data for all members for the last 60 days			
2	#Date	Page View	Click Through Count	
3	5/27/2012 0:00	34	9	
4	5/28/2012 0:00	47	20	
5	5/29/2012 0:00	35	17	
6	5/30/2012 0:00	77	23	
7	5/31/2012 0:00	26	7	
8	6/1/2012 0:00	60	35	

! Downloading varies by browser. IE and Firefox display dialog boxes asking you to *Save* or *Open*. Chrome displays a download message at the bottom of the browser — click the file name to view the data.

Viewing Individual Member Reports

Individual member data displays underneath the area graphs. Page hits and click through data is presented for each directory member who has had directory activity in the selected time period.

- Click a member's link to drill down to view the member's specific data.

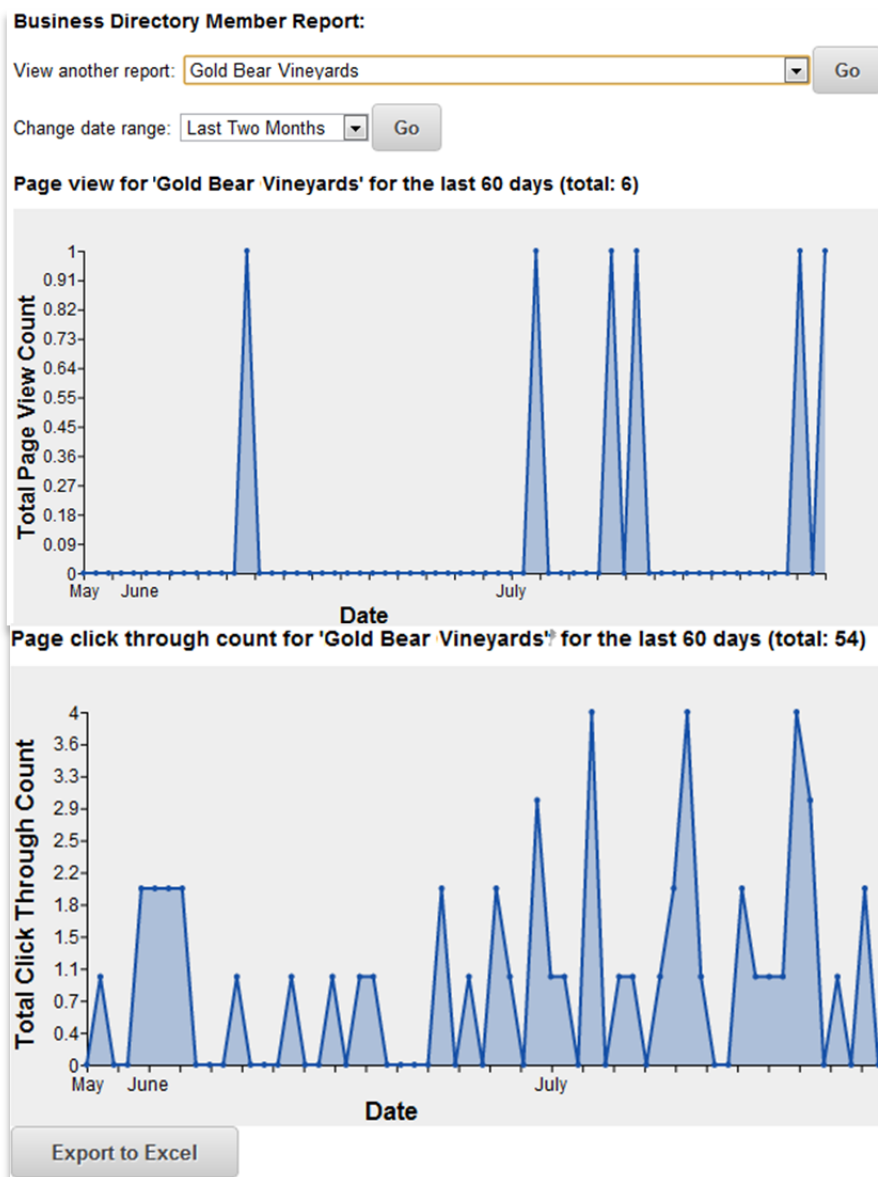
View report for member:

Member Name	Page Hits	Click Through Count
Adacella Winery	2	1
Aqua Ridge Vineyard	6	1
Aussant Air	3	3
Aqua Wars Creekside	1	0
Armstrong River Adventures	12	6
Astland Bed Breakfast Network	0	7
Astland Bed	17	0
Astland Chamber of Commerce & CVB	0	16
Astland Chamber of Commerce/CVB	33	0
Astland Creek Inn	21	13

Click link to open member data

The member's report opens to area graphs showing page view and click through data. You can view more detailed information by doing the following:

- View individual day's data by positioning your cursor on a graph point.
- Download the member's page view and click through data to Excel so it can be saved and used for analysis by clicking the *Export to Excel* button.



Global Settings


Use *Global Settings* to manage general settings and configure how social media and various plug-ins behave. Manage items such as meta descriptions, website email addresses, photo upload size, permissions for commenting, and general payment methods, among others.


Page Settings General webpage settings

Page Settings is the area where general web page settings are managed.

- **Website Title** -Sets a global, default title for all web pages on your site. The *Title* attribute displays on a webpage's browser tab and appears as the first line of Google Search results. For better search engine results, the *Title* attribute can and should be defined for each page of your website. For more information: [SEO](#).
- **Meta Description** - Sets a global, default *Meta Description* for all web pages on your site. The *Meta Description* attribute is displayed under the Title in search engine results. For better click through rates, the *Meta Description* attribute can and should be defined for each page and article of your website. For more information: [SEO](#).
- **Meta Keywords** -DEPRECATED.
- **Meta Head** - Sets global header tags to add to the top of all your webpages. Examples: Meta tags for website validation in Yandex and other search engines, or custom scripts that will execute on all pages. **DO NOT enter the *Google Tracker code*** in this field - use the Google Tracker field below.
- **HTML Footer:** Use to add global tracking codes to your website, such as for Hubspot. The code is included at the bottom of all pages, within the <body> tag.
- **Google Tracker** -Enter a *Google Tracker* code so Google can track and report on website visits. Sign up for Google Analytics to get a tracking code. The code is a hyphenated alpha-numeric string in the format UA-XXXXX-XX. Example: UA-10234567-89
- **Google Map API Key** -Enter a Google Maps API key for use on this domain to embed maps. Refer to Google for the key.
- **Stats History** -DEPRECATED.
- **RSS Cache** -Enter how often RSS feeds are refreshed. This helps to remove unnecessary server load. Default is 600 seconds (10 minutes).
- **Quick Edit** - Select yes for system to show 'edit this...' links on the public website when the admin is logged in to the admin panel. Select no if you do not wish to view *Quick Edit* icons when logged in as admin.
- **Mobile Home Page** - If using a special home page for mobile devices, enter the specific home page to display.
- **Sitemap Domain** - Enter a domain for your sitemap as either www.example.com or example.com, depending on how the map was submitted to Google. If you entered your sitemap with the leading "www," you must include it or Google will fail the sitemap.
- **Canonical Domain** - If using multiple domain names, this indicates the primary domain name to use. If you do not use multiple domain names, leave blank. Entering a canonical domain prevents your website from being flagged as a "content farm" if you point multiple domains to the website.

Tuning Settings


 **Tuning**

 **Advanced Tuning (Expert mode only)**

These fields are for internal use only.

Email Settings

 **Email Settings**


 **Configure the email addresses used by the website and various plugins**

Use Email Settings to configure the default email addresses used by the website and plugins.

- **Website email** – Email address the website uses for all outbound communication and notifications. Recipients of your website email/notices see this address in the FROM field.
- **Webmaster contact email** – DEPRECATED. Same as above. Here for historical reasons.
- **Max Attachment Size** – Determines the maximum size of a file that can be attached to a form, in MB.
- **Send Method** – Leave this as SMTP.
- **SMTP Server** – This is the SMTP Server your site connects to. The default should be localhost. LVSYS typically configures this setting before delivering your website. If you wish to use an external SMTP server, then enter that SMTP server address in the field. Example: smtpout.secureserver.net (godaddy).
- **SMTP Port** – This is the SMTP Server your site connects to. The default should be 25. LVSYS typically configures this setting before delivering your website. If you wish to use an external SMTP server, then enter the value required by your SMTP server host (usually 25 or 587).
- **SMTP Authenticate** – Leave the value as NO for localhost, otherwise follow your SMTP server recommendations (typically YES). LVSYS typically sets this value before delivering your website.
- **SMTP User** – Enter the username of the user authorized to login to your SMTP server (default is none), otherwise follow the recommendation of your SMTP host. LVSYS typically configures this setting before delivering your website.
- **SMTP Password** – Enter the password of the user authorized to login to your SMTP server (default is none). LVSYS typically configures this setting before delivering your website, otherwise follow the recommendation of your SMTP host.
- **Mail Bridge** - Determines whether posts sent via email (articles, blogs, events, etc.) are made active (live) when the system receives them. The email address sending the articles must be approved by LVSYS. For security reasons, you must call or email LVSYS support for approval.

Media Settings


 **Media Settings**

 **Configure how various media should be handled**

- **Photos Max Size** – Define maximum dimensions (width x height) for resizing photos that exceed the limits. The software will resize large images to fit within these limits. The default is 600 x 600.
- **Make Each Upload Unique** – Ensures that each photo upload is turned into a unique file by prefixing the image name with the current date (YYYY-MM-DD). This is particularly useful for users who upload directly from a camera or phone, as those devices recycle image names. Ideally, you should name your pictures properly in advance for SEO purposes.

Blog Plug-in


 **Blog Plug-in**

 Configure the behavior of the 'Blog' plug-in

- **Allow Comments** – Select *Yes* to allow readers to comment on your posts. You may choose between moderated or unmoderated comments. Moderated comments are not posted until the admin manually approves the comments. Unmoderated comments are posted automatically. In both cases, the email notification field below is used to send email notifications for comments added to the website. Permission can be overwritten at the blog post level.
- **Email Notifications** – Select *Yes* to receive an email notification each time a comment is added to a blog. This option is recommended so you can keep track of comments posted to your site.
- **Email Address** – Enter an alternate address for receiving blog posting notifications. If left blank, the email address in *Email Settings* is used.
- **Display Captcha** – Select *Yes* to require comments to be validated by Captcha forms. This recommended option prevents spammers from posting automated comments.
- **Size of Excerpts** – Specify number of characters to display for excerpts (typically 200 characters). Must be between 50 and 400.
- **RSS Feed Name** – Enter a name for your RSS feed. If left blank, defaults to “yoursitename.com – Blog”.
- **RSS Feed Desc.** – Enter a phrase or sentence that describes your RSS feed. If left blank it will be set to “yoursitename.com – Blog”.

Event Plug-in



 **Event Plug-in**

 Configure the behavior of the 'Event' plug-in

- **Size of Excerpts** – Specify number of characters to display for excerpts (typically 200 characters). Must be between 50 and 400.
- **RSS Feed Name** - Enter a name for your RSS feed. If left blank it will be set to “yoursitename.com – Events”.
- **RSS Feed Desc.** - Enter a phrase or sentence that describes your RSS feed. If left blank it will be set to “yoursitename.com – Event”
- **Result Upcoming Limit** – Specify maximum number of days in the future to show events on the event result page. Defaults to 30 days. Light traffic sites with few events should set this value to 365.
- **Search Page** – Select a specific page template that search results should be sent to. If none is selected, search results are sent to the page configured as the default for the “Event” plugin (see 'Web Pages').
- **Email Notifications** – Select *Yes* to receive an email notification each time an event is submitted to your website. Events submitted by the public are inactive until the admin logs in to manually accept or reject the submissions.
- **Email Address** – If desired, enter alternate email address(es) to send event notifications to. By default, notifications are sent to the address defined in *Email Settings*.
- **Display Captcha** - Select *Yes* to require submitted events to be validated by Captcha forms. This recommended option will prevent spammers from making automated posts.
- **Event Submission Fields** – Choose fields to display on the event submission form. The Default selection includes Title, Body, Website, Venue, and Address.
- **Event Submission Required Fields** – Select required fields to display on the event submission form. Choosing Default makes all fields required.
- **Default Start Time** – Enter a default event start time to show in the user’s dropdown dialog box.
- **Default End Time** – Enter a default event end time to show in the user’s dropdown dialog box.



- **Allow Comments** – Select *Yes* to allow readers to comment on events. You may choose between moderated or unmoderated comments . Moderated comments are not posted until the admin manually approves the comments. Unmoderated comments are posted automatically Permission can be overwritten at the Event level.
- **Member Comments** – Select *Only Members* to restrict comments to members only. You may choose between moderated or unmoderated comments. Moderated comments are not posted until the admin manually approves the comments. Unmoderated comments are posted automatically You must have the *Member module* installed.
- **Email Notifications** - Select *Yes* to receive an email notification each time a comment is added to an event. This recommended option helps you keep track of comments posted to your site.
- **Email Address** – Set alternate email address(es) for receiving comment notifications, if desired. By default, notifications are sent to the address in the *Email Settings* section above.
- **Display Captcha** - Select *Yes* to require submitted comments to be validated by Captcha forms. This recommended option prevents spammers from making automated posts.
- **Event Sync Sources** - List event source IDs whose calendars you would like to import into your calendar. Separate each ID with a comma. All events are tagged with the appropriate source.
- **Event Sync Email Notifications** - - Select *Yes* to receive an email notification each time new events are synchronized on the system. This recommended option helps you keep track of events posted to your site.
- **Event Sync Notify Email** – Enter an email address to receive notifications when the system adds new events to the calendar. Leave blank if you do not want to receive notifications.
- **Event Sync Activate New Events** – Choose whether to activate all synchronized events when they are added to the system. There are situations where a manual review is preferable.

Directory Plug-in

 **Directory Plug-in**  Configure the behavior of the 'Directory' plug-in

- **Size of Excerpts** - Specify number of characters to display for excerpts (typically 200 characters). Must be between 50 and 400.
- **Search Page** - Select a specific page template that search results should be sent to. If none is selected, search results are sent to the page configured as the default page for the plugin "Directory" (see Web Pages).
- **Deal Captcha** - Select *Yes* to require deals to be validated by Captcha forms. Used when your website is programmed to display and accept business deals. This recommended option prevents spammers from posting automated deals.
- **Max Register Level** - Sets the maximum Business Directory level visitors can use to register their listing. This security setting prevents users from submitting elevated levels. A setting of 1 is recommended for most.
- **Email Address** - Enter an alternate email address(es) for receiving directory submission notifications, if desired. By default, notifications are sent to the email address in *Email Settings*.
- **Display Captcha** - Select *Yes* to require directory submissions to be validated by Captcha forms. This recommended option prevents spammers from making automated posts.

Article Plug-in

 **Article Plug-in**  Configure the behavior of the 'Article' plug-in

- **Push Headline into Meta Tags** - Leave this to NO by default. Setting this to YES is not recommended - this practice has been deprecated.
- **Allow Comments** - Determines whether readers are allowed to comment on your articles. You may choose between moderated or unmoderated comments. **SAME AS ABOVE????** Permission can be overwritten at the article level.
- **Member Comments** - Select *Only Members* to restrict comments to members only. You must have the *Member module* installed.
- **Notify Commenters** - Select *Yes* to send an email to every person who adds a new comment to a story.
- **Email Notifications** - Select *Yes* to receive an email notification each time a comment is added to an article. This option is recommended so you can keep track of comments posted to your site.
- **Email Address** - Enter an alternate address for receiving article posting notifications. If left blank, the email address in *Email Settings* is used
- **Display Captcha** - Select *Yes* to require comments to be validated by Captcha forms. This recommended option prevents spammers from posting automated comments
- **Size of Excerpts** - Specify number of characters to display for excerpts (typically 200 characters). Must be between 50 and 400.
- **Most-Read Limit** - Enter number of days in the past the system pulls published articles to appear in the *Most Read* box. *Articles published in the last X days will appear.* The default is 30 days. Articles older than the period specified will be ignored. Choose a number between 1 and 365.
- **Most-Commented Limit** - Enter number of days in the past the system pulls published articles to appear in the *Most Commented* box. *Articles published in the last X days will appear.* The default is 30 days. Articles older than the period specified will be ignored. Choose a number between 1 and 365.


- **Category Limit** - Enter a number of days in the past the system pulls published articles to appear in category pages. Articles published in the last X days will appear unless the articles are set to *Show Always*. Articles older than the period specified will be hidden. Defaults to empty (OFF). Leave this setting empty or at 0 if you want to show all articles in category pages.
- **RSS Feed Name** - Enter a name for your RSS feed. If left blank, defaults to "yoursitename.com -News".
- **RSS Feed Desc.** - Enter a phrase or sentence that describes your RSS feed. If left blank it will be set to "yoursitename.com -News".
- **Search Page** - Select a specific page template that search results should be sent to. If none is selected, search results are sent to the page configured as the default for the "Article" plugin (see 'Web Pages').
- **Private Message** - This setting applies to articles where the *Private* field is selected. Enter a message to display when articles are restricted to members only. This option applies only to websites that have been programmed with a member login.

Member Plug-in [Member Plug-in](#) [Configure the behavior of the 'Member' plug-in](#)

- **Enable Login** - Select *Yes* to enable the membership module and display the *Login* and *Logout* sections.
- **Send Encrypted Password** - Select *Yes* to send newly registered members their password in the welcome email. We recommend leaving this option on, unless your website includes a mechanism for retrieving lost passwords.
- **Skip Validation** - Select *No* instructs the system to send an email with an account validation link to new members. Select *Yes* if you do not want new members to validate their account.
- **Size of Excerpts** - Specify number of characters to display for excerpts (typically 200 characters). Must be between 50 and 400. This setting applies to websites that implement a public business directory and displays when the member is displayed in search results.
- **Register Show Captcha** - Select *Yes* to require the registration process to be validated by Captcha forms. This recommended option prevents spammers from registering automatically.
- **Registration Required Fields** - Select required fields to display on the Registration form. Choosing *Default* includes *Login*, *Email*, *First Name* and *Last Name*.
- **User-Editable Profile Fields** - Select fields that members can modify in their profile. Choosing *Default* includes *Email*, *First Name*, *Last Name*, and *Password*.
- **Home Page** - Select a specific page that users are sent to after they login. If no page is selected, users are sent to the default page configured for the *Member plugin* under *Web Pages*.
- **Messaging Page** - Applies to websites programmed with member messaging templates. Choose the page containing messaging tools (inbox, compose, etc). This option is rarely used.
- **Team Page** - Applies to websites programmed with member messaging templates. Choose the page that containing team request tools (request inbox, view team, contact and join team, etc). This option is rarely used.
- **Team Size** - Applies to websites programmed with member messaging templates. Enter maximum size of a team. (between 4 and 400). The *Default* is 16. This option is rarely used.
- **Max Failed Logins** - Enter the maximum number of failed logins before the account is deactivated and blocked. Select a number between 1 and 100. The *default* is 5.



- **Max Mailbox Size** – Applies to websites programmed with member messaging templates. Enter maximum number of emails the inbox and sent box can hold. When maximum is reached, the member sees a message requesting a cleanup of old messages. Size must be between 10 and 1000. This option is rarely used.
- **Registration Email Notifications** - Select Yes to receive an email notification each time a new member registers. This option is recommended so you can keep track of new registrations.
- **Registration Email Address** - Set alternate email address(es) for receiving new member registration notifications, if desired. By default, notifications are sent to the address in the *Email Settings* section above.
- **Registration Email Welcome Message** – Set the message to display in a welcome email after a new member registers.

Game Plug-in

 **Game Plug-in**  Configure the behavior of the 'Game' plug-in. This is the tournament system.

This module is DEPRECATED.

Product Plug-in

 **Product Plug-in**  Configure the behavior of the 'Product' plug-in



- **Checkout Page** - - Select a specific page where visitors are sent to view their cart and check out. If no page is selected, visitors are sent back to the default *Product* page set in Web Pages.
- **Login Required** -Select to require shoppers to register on your website before they can check out. This practice is not recommended as statistics show that few visitors will checkout if they must register first.
- **Login Message** -If Login is required, above, then enter a login message to display to visitors at checkout, asking them to login or register.
- **Require Age Check** -Selecting this field require shoppers to enter their birth date on their order for compliancy purposes. This setting is required if you sell controlled substances such as alcohol or other controlled substances, as mandated by regulations in the State you are conducting business.
- **Allow Pickup** -Indicate whether pickup is an available shipping option. If yes, pickup shipping cost is 0.
- **Include Sales Tax** -Select Yes to include sales tax on orders shipped to states with sales tax. Note: only items sent to Alaska, Delaware, Montana, New Hampshire and Oregon will be exempt from sales tax.
- **Shipping Home Country** -Select a home country from which all orders are fulfilled. Defaults to US.
- **International Shipping Charge** -This feature is DEPRECATED.
- **Credit Cards Accepted** - Select the credit cards you accept.
- **Send Orders to Email** -Enter the email address(es) that will receive a copy of the full order.
- **Get an Email Copy of Orders (Bcc)** -Select Yes to receive a BCC copy of the email confirmation sent to the customer. This allows you get a copy of the customer's email address in your inbox.
- **Include Payment** - **NOT RECOMMENDED**. Check this box to include payment information in emailed orders. This option can be used if you do not process payments online, but it is **NOT SECURE** and **NOT RECOMMENDED**.
- **Receipt Subject** -Enter a subject line for the confirmation email sent to the customer.
- **Receipt Intro Message** - Enter a message that displays above both the receipt on the checkout page and the emailed receipt. Example: "Thank you for choosing ACME products!"
- **Payment Method** - Select how payments are processed. If you set it to charge, make sure that your system is configured for processing credit cards. Please contact LVSYS for payment setup.

- **Payment Param #1 – NOT USED.**
- **Payment Param #2 – NOT USED.**
- **Size of Excerpts – Number of characters to display for products (typically 100 characters) when they display in search results.**

Reservations Plug-in Configure the behavior of the 'Reservation' plug-in



- **Reservation Template** –Select a template to use for the outgoing reservation emails.
- **Reservation Email** –Enter the email address(es) where you want the reservations to go. Separate multiple addresses with commas.
- **Confirmation Subject** –Enter a subject line for the customer’s confirmation email.
- **Success Message** –Enter a message to display on the website once a visitor’s reservation has been made.
- **Max Party Size** –Enter the maximum size of a booking party.
- **Post Script** –Enter an optional script to execute after form is submitted.
- **Custom Field 1** –Optional question to ask. Enter the question on the first line. All other lines become radio button options.
- **Custom Field 2** - Optional question to ask. Enter the question on the first line. All other lines become radio button options.
- **Custom Field 3** - Optional question to ask. Enter the question on the first line. All other lines become radio button options.
- **Custom Field 4** - Optional question to ask. Enter the question on the first line. All other lines become radio button options.

Tourgate Plug-in

 **TourGate Plug-in**  Configure the behavior of the 'TourGate' plug-in

- **Login Required** - Select to require shoppers to register on your website before they can check out. This is usually a good practice.
- **Login Message** - If Login is required, above, then enter a login message to display to travelers at checkout, asking them to login or register.
- **Order Email** - Enter the email address(es) that will receive a copy of the reservation emails. Separate addresses with commas.
- **Itinerary Page** - Select the specific page that lets users build their vacation itinerary.
- **Supplier Page** - Select a specific page that displays supplier info. If none is selected, the system defaults to the *Itinerary Page*.
- **Checkout Page** - Select the specific page that lets users check out for their vacation itinerary.
- **Member Page** - Select the specific page where users can see their orders, saved trips, etc.
- **Packages Page** - Select the specific page where users can browse and view packages.
- **Size of Excerpts** - Specify number of characters to display for excerpts of Services and Supplier descriptions that appear in search results (typically 200 characters).
- **API Key** - Contact LVSYS to configure the Booking API Key.
- **Test Mode** - Select Yes to activate test mode. In test mode, all orders are submitted, and immediately cancelled for testing.

Archive Plug-in

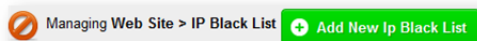
 **Archive Plug-in**  Configure the behavior of the 'Archive' plug-in

- **Archive Server** - Enter the URL of the archive server. Ex: myserver.example.com.
- **Archive Path** - Enter the URL Path of the archive server. Ex: /solr.
- **Archive Port** - Enter the PORT of the archive server. Ex: 8983.

IP Blacklist

Use the IP Blacklist feature to filter visitors who tend to post spam-like comments. Blacklisted visitors will not be permitted to post comments or complete forms on your website. Find *IP Blacklist* in the *Web Site* list of *All Tasks*.

Blacklisting an IP



From the *Managing Website* toolbar, click *Add New IP Black List* and complete the fields as follows and **save**:

- **Active** – Check to activate the black listing.
- **IP Address** – Enter a specific IP Address or enter a *Range* of addresses (see below).

Blacklisting an IP Range

Click *Add New IP Black List*, and complete the fields as follows and **save**:

- **Active** – Check to activate the black listing.
- **IP Address** – Enter the desired beginning portion of the address. For example, to block all IP addresses that begin with 166.216.1, enter 166.216.1. Remember to include the trailing dot.

Active: ☒ Enable or disable this blacklist entry

Is White-Listed: ☐ This IP address should be always allowed, even if it belongs to a range of blacklisted IP addresses.

IP Address: * 166.216.130.95

You can block a range of ip addresses just by specifying the beginning of the ip address, for example type '192.168.1.' (without quotes) to blacklist all ip addresses starting with 192.168.1, but don't forget the trailing dot.

Whitelisting an IP Address

If you create a range of black listed IP Addresses, you may need to unblock or whitelist specific, acceptable addresses that overlap with the range. Click *Add New IP Black List*, and complete the fields as follows and **save**:

- **Active** – Check to activate the white listing.
- **Is White-Listed** – Select to allow, or *white list*, the specific IP Address that overlaps with a blacklisted range.
- **IP Address** – Enter the specific IP Address to white list.

Modifying a Blacklisted or Whitelisted IP Address

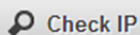
To modify a blacklisted IP address, return to the *IP Black List list screen* and click on the desired *IP Address link* or *Edit* button to open the dialog box. Make changes and save.

Alternately, click a *Quick Edit* option to modify a specific IP Address attribute directly in the List view and click the *Save* icon when finished. For more information: [Quick Edit](#).

Total Item(s): 5					Sort Search Filter Archive Columns	
Active	Created	Modified	Is White-Listed	IP Address		
Yes	7/18/11 07:53			123.234		

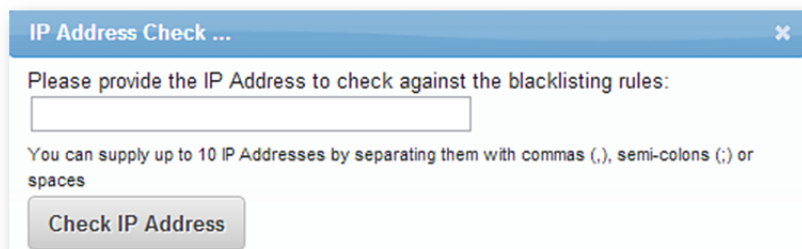
Quick Edit Icon *IP Address Link* *Edit Button*

Check for Blacklisted IPs



Use *Check IP* to quickly determine if specific addresses are blacklisted. Check up to 10 IP addresses at once.

- Click *Check IP*.
- Enter full IP address(es) in the text field.
If checking more than one IP address, use commas, semicolons or spaces to separate the addresses.
- Click *Check IP Address*.



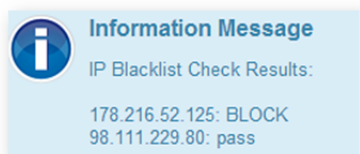
IP Address Check ...

Please provide the IP Address to check against the blacklisting rules:

You can supply up to 10 IP Addresses by separating them with commas (,), semi-colons (;) or spaces

Check IP Address

Results display in a message at the top of the page. Blacklisted addresses display *BLOCK*. Addresses that are not blacklisted display *pass*.



Information Message

IP Blacklist Check Results:

178.216.52.125: BLOCK
98.111.229.80: pass

Using the Web Copy Feature

Use the *Web Copy* feature to store reusable and boilerplate content, like addresses and disclaimers. You can think of *Web Copy* items as watered down articles, containing just content, or as scripts with a WYSIWYG text editor. Using the *Web Copy* feature is a great way to centralize a lot of your website content.

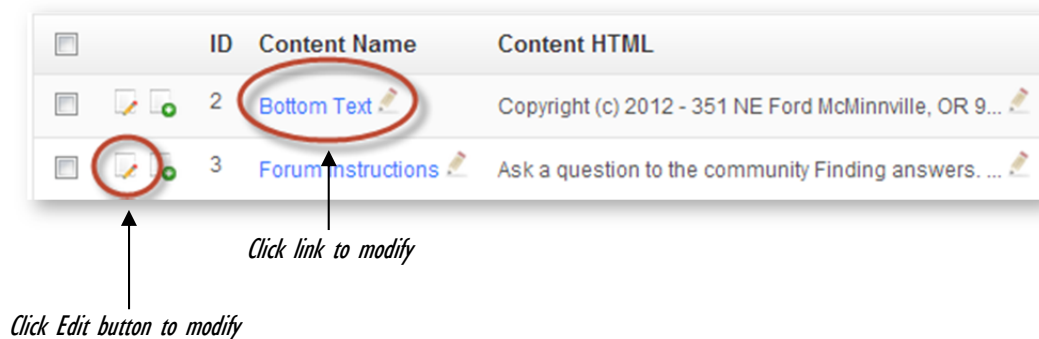
Adding Content to Web Copy

From the *HTML* list in *All Tasks*, click *Copy*. Then click *Add New Copy*, complete the fields as follows and *Save* when finished:

- **Content Name** –Enter an internal name for the content.
- **Content HTML** –Enter your content in the text editor. Format as desired.
- For more information about using the WYSIWYG text editor: See [Editing](#).

Modifying Web Copy

- To modify items in the *Web Copy* feature, click on the desired item in the List Screen to open it and modify the fields.



Creating and Managing Authors

If you wish to use and recognize multiple contributors on your website, use the *Authors* feature to create and manage profiles for authors. The *Authors* module is found in the *Articles* list of *All Tasks*. Authors display on websites that have author templates. Contact LVSYS for more information.

Creating Authors

From the *Authors* list screen, click *Add New Author* and complete the following fields.

- **Active** – Select *Active* to activate the author's information on the website.
- **Name** – Create an internal name for the author – this does not show on website.

Completing Content Fields

Content **Media**

Two different sets of fields are presented in a tabbed area below the *Name* field. The *Content* fields allow you to set the author's name, bio, byline and email to display on the website. Complete the fields as follows and *Save*:

- **Title** – Enter the author's name to display on the website..
- **By Line** – Enter a by line to display on the website.
- **Email** – Enter an email, if desired, for the author.
- **Author Bio** – Enter the author's bio in the rich text editor, for display on the website.

For more information about using the WYSIWYG text editor, see [Editing](#).

Completing Media Fields

Content **Media**

The *Media* fields allow you to attach media (images, videos) to the Author's profile.

For more information on uploading and attaching images, see [Images](#).

For more information on uploading and attaching videos, see [Youtube](#).

Redirects

In simple terms, a 301 redirect allows you to redirect an old URL permanently to a new URL. This is particularly important when you retire an old URL or get a website makeover, and want to preserve the old URL's search engine rankings. For more information about Search Engine Optimization: [SEO](#). A 301 Redirect is similar to a post office's Change of Address form. When a user enters the old URL in a search engine or clicks on a link to the old URL, the 301 Redirect ensures the user is automatically routed to the new URL.

Creating a 301 Redirect

- Open 301 Redirects from the Web Site list of All Tasks.
- From the Managing Website toolbar, click Add New 301 Redirect.
- Complete the fields as follows:
 - **Active** – Check to activate the redirect or leave blank to deactivate the redirect.
 - **From URL** – Enter the “old” URL. Enter only the part after the domain. You do not need to enter “http://myweb.com/directions”. You need only enter “directions”.
 - **To URL** – Enter the “new” URL. Enter only the part after the domain. You do not need to enter “http://myweb.com/store-directions-hours”. You need only enter “store-directions-hours”.
- Save and test the redirect to ensure it works.



☒ Save

Active: ☐ Enable or disable this blacklist entry

From URL: *

This is the URL you wish to redirect. Do not include http://example.com in the URL name, only the part after the domain is needed. For example, to redirect http://example.com/myoldpage you would just type /myoldpage

To URL: *

This is the URL to which you want to send all traffic from now on. Same comment as above, do not include the domain name portion of the URL

! If the redirect is from an article, news or blog feed to a different object feed, e.g. converting news articles feeds to blog feeds, copy the address directly from the URL bar and then adjust the address to the new object.

Using Quotes on Your Website

Websites using the *Quotes* module simply need to add quotes for them to display.

Adding Quotes

Find *Quotes* in the Misc list of *All Tasks*. Click *Add New Quote* and complete the fields as follows:

- **Active** -Select to make the quote visible on the website.
- **Quote** -Enter your quote to display.
- **Author** -Enter the quote's author, if desired.
- **Publication** -Enter the publication source of the quote, if desired.
- **Long Quote** -Select if the quote is longer than the average. The system will adjust the size accordingly.
- **Month** -Enter the numeric equivalent of the month the quote should show. Use values 1 - 12.
- **Day** -Enter the day of the month the quote should show. Use values 1 - 31.

Quotes display automatically, as scheduled.

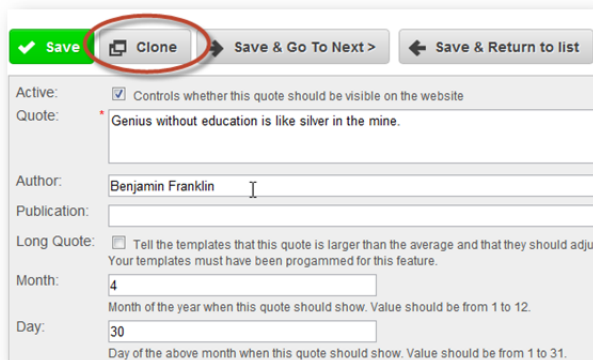
Modifying Quotes

To modify quotes, click on the Quote's link in the list screen and modify the fields.

Creating Multi-Day Quotes

Quotes display for a specific day of a specific month. To create multiple day quotes:











- Create a quote for a specific day of a specific month.
- *Clone* the quote in the *Quote Editor* or *Copy* the quote in the *List Screen*.
- Change the day and month in the *Quote Editor*.
- *Save* and repeat as needed.



The image shows the 'Quote Editor' form. At the top, there are four buttons: 'Save' (green), 'Clone' (circled in red), 'Save & Go To Next >' (grey), and 'Save & Return to list' (grey). Below the buttons, the form fields are as follows:

- Active:** A checkbox labeled 'Controls whether this quote should be visible on the website' is checked.
- Quote:** A text area containing the quote: 'Genius without education is like silver in the mine.'
- Author:** A text field containing 'Benjamin Franklin'.
- Publication:** An empty text field.
- Long Quote:** A checkbox labeled 'Tell the templates that this quote is larger than the average and that they should adjust. Your templates must have been programmed for this feature.' is unchecked.
- Month:** A dropdown menu showing '4'. Below it, a note says 'Month of the year when this quote should show. Value should be from 1 to 12.'
- Day:** A dropdown menu showing '30'. Below it, a note says 'Day of the above month when this quote should show. Value should be from 1 to 31.'

Clone Quote

Active	Quote	Author	Publication	Long Quote	Month	Day	
Yes 	Genius without education is like silver in the min... 	Benjamin Franklin 			4 	30 	  

Copy Quote

Integrating OpenX with Your Website

If you integrate OpenX advertising on your website, use the tips and steps below to help your ads display properly.

- Login to OpenX.org onramp or if you have installed OpenX on your computer, login from there.
- Create zones for your website, using the following standard sizes: 728 x 90; 300 x 250; 300 x 125.
- Enter the zone's invocation code in *HTML > Scripts*.
- Assign the script to the template in *Web Site > Web Pages*. Make sure there is a placeholder for the ad on the template, such as a dedicated tab or "sidebar".
- Create advertisers in OpenX.
- Create campaigns for advertisers as 'remnant' campaigns with a weight of 1 ~ that's the easiest way to get started.
- Load banners and link them to your zones. Make sure banners exactly match the zone sizes - OpenX will not serve ads that aren't the exact size.
- Wait 30 minutes and don't touch your zones.
- If after 30 minutes ads still do not display, make sure your zones are properly set; you lifted all the proper limits on your banners; and your image sizes are correct.



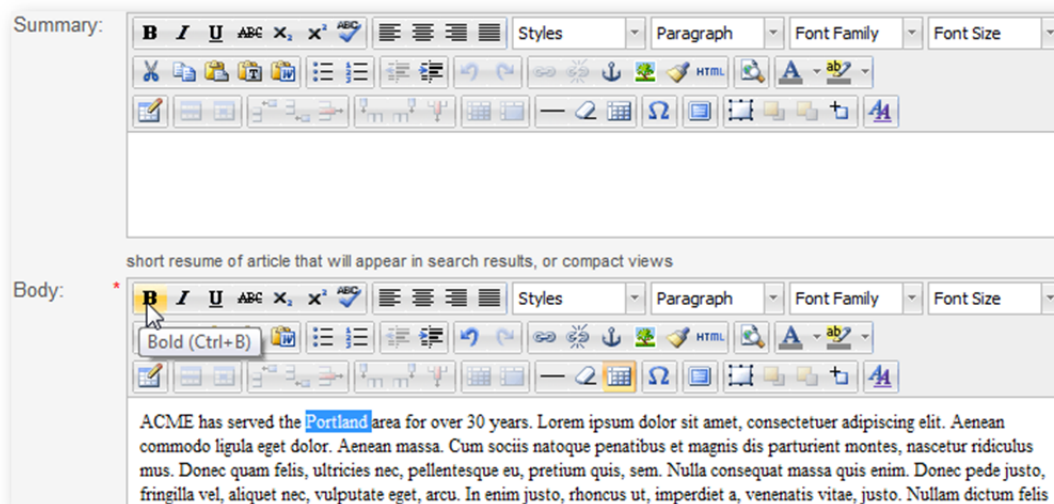
It is very important to wait 30 minutes. OpenX has a ramp up time before it begins displaying ads. Every time you make a change to your zones or campaigns, you delay the start of your new campaign's appearance.

Editing Your Website in the LVSYS CMS

The LVSYS CMS uses an easily accessed and consistent interface across modules so you can edit your articles, products, members, vendors, images and other items in a similar manner.

Editing Body Text with the WYSIWYG Text Editor

Items that contain modifiable body text can be edited with the Microsoft Word-like rich text editor. Articles, Vendors, Events and Products are a few of the items that can be edited with the text editor. A summary for using the text editor functions follows.



Adding / Deleting Text






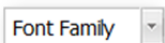
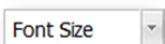
- **Add text** -Click where you wish the insertion to begin and enter text.
- **Delete text** -Highlight the text you wish to delete and press **Delete** on your keyboard.










Formatting Text





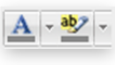


Your website text formatting is primarily controlled in the background by style sheets, but you can use the rich text editor to modify several text formatting options. The table below explains the options available.



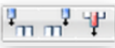










Certain formatting functions interfere with the style sheets and should not be used. These options are highlighted in the table.

Tool	Tool Uses	Comments
<p>Character Formatting</p> <p>Bold, Italic, Underline, Strike through, Subscript, Superscript</p> 	<p>Character formatting tools allow you apply formatting to text. Highlight the text you wish to format and click the desired tool bar button.</p> <p>Bold — makes selected text bold</p> <p><i>Italic</i> — makes selected text <i>italic</i></p> <p><u>Underline</u> — <u>underlines</u> selected text</p> <p>Strike through — places a line through selected text</p> <p><i>Subscript</i> — reduces selected text and sets it below the baseline. Ex — H₂O</p> <p><i>Superscript</i> - reduces selected text and sets it above the baseline. Ex — e=mc²</p>	
<p>Spell Checker</p> 	<p>Click <i>Spell Checker</i> to activate it. It will look for errors in text as you type and mark them with a red, wavy underline. You must activate it to search for errors. If you activate after you have entered text, it will not find errors retroactively.</p>	<p>Right click words that display wavy lines to see options to change the word quickly from a suggested list or add the word to the internal dictionary (this is helpful for company and product names that defy spelling conventions).</p>
<p>Paragraph Alignment Tools</p> 	<p>The alignment tools apply alignment formatting to paragraphs of text. A paragraph is defined as a block of text that ends with a hard return or Enter. To align text, place your cursor in the paragraph you wish to align and click the desired toolbar button.</p> <p>Align left — aligns paragraph with the left margin and leaves the text on the right margin jagged.</p> <p>Align center —centers text in the middle of the page and results in text that is jagged on both sides.</p> <p>Align right — aligns text with the right margin and leaves the text on the left margin jagged.</p> <p>Align full — Stretches text fully from left to right margin and leaves both margins even. Inserts extra spaces to achieve full alignment.</p>	
<p>Styles</p> 	<p><i>Styles</i> are pre-defined formatting options grouped into a single style. If styles are available apply them by selecting the text you wish to change, and then click the appropriate style to apply the formatting.</p>	
<p>Text Levels</p> 	<p>Use Text levels to apply different pre-defined heading or paragraph formatting. Text levels are applied to paragraphs (blocks of text that end with a hard return/enter). Position your cursor in the paragraph you wish to modify and choose a text level to apply.</p> <p>DO NOT USE HEADING 1.</p>	<p>HEADING 1 is a reserved heading - DO NOT USE.</p>
<p>Font Family</p> 	<p>DO NOT USE. Incompatible with template style sheets.</p>	
<p>Font Size</p> 	<p>DO NOT USE. Incompatible with template style sheets.</p>	

Tool	Tool Uses	Comments
Cut, Copy and Paste   	Use Cut, Copy and Paste to move text around your text fields. <ul style="list-style-type: none"> Highlight text you wish to cut or copy. Click the <i>cut</i> or <i>copy</i> button. Position cursor where you wish to paste. Click the <i>paste</i> button. 	Also use keyboard shortcuts to Cut, Copy and Paste Cut — Ctrl + X Copy — Ctrl + C Paste — Ctrl + V Select All — Ctrl + A (selects all text in the editing window)
Paste as Plain Text  Paste from Word 	You can paste text copied from most sources, but due to website template constraints, your paste may be erratic and not match the source. <i>Paste as Plain Text</i> pastes your text without source formatting, so the results are guaranteed to work with your templates. <i>Paste from Word</i> facilitates pasting from Microsoft Word by maintaining headings and other levels, spacing, bold, italics, underlining and bullets. It does not retain more advanced formatting such as borders, shading or decorative text effects like embossing. To use: <ul style="list-style-type: none"> Position cursor where you wish to paste. Click the <i>Paste as Plain Text</i> or <i>Paste from Word</i> button. 	
Bullets and Numbering 	Apply bullets and numbers to text by positioning the cursor in the paragraph you wish to modify and clicking the button to apply. Bulleted List — Indents and bullets your paragraph of text. When you press Enter after a bullet, a new bulleted line is created. If you do not wish a new bulleted line, position your cursor in the line that is bulleted and click the Bulleted List button again. Numbered List — Indents and numbers your paragraph of text. When you press Enter after a numbered line, a new numbered line is created. If you do not wish a new numbered line, position your cursor in the line that is numbered and click the Numbered List button again.	
Increase and Decrease Indent 	Decrease Indent — Decreases the distance of an indent. Position your cursor in the paragraph that is indented too much and click <i>Decrease Indent</i> . If needed, click multiple times to continue decreasing. Increase Indent — Increases the distance of an indent. Position your cursor in the paragraph that needs to be indented more and click <i>Increase Indent</i> . If needed, click multiple times to continue increasing.	
Undo and Redo 	Undo — Click <i>Undo</i> to cancel the last action made since the last save. Saving commits the changes and deactivates Undo. Continue clicking Undo to cancel other previous changes made, since the last save. Redo — Use <i>Redo</i> after Undo when you wish to revert back from the last Undo. If you have used Undo several times since the last save, you can continue clicking Redo to reverse the changes.	
Hyperlinks Tool Palette 	See Creating Hyperlinks for complete instructions on creating hyperlinks via the rich text editor and short code.	

Tool	Tool Uses	Comments
Insert/Edit Image 	DO NOT USE this tool to insert or edit images. Use the tools in the Media tab or Images in the Multimedia Module Pane.	DO NOT USE
Cleanup Messy Code 	DO NOT USE.	DO NOT USE.
Edit HTML Source 	While the WYSIWYG Text Editor offers powerful tools for editing your website, you may sometimes need to view and edit the HTML source code directly. <ul style="list-style-type: none"> • Click <i>Edit HTML Source</i>. • Make desired changes. • Click <i>Update</i>. 	DO NOT USE this feature unless you know HTML or are directed to use it by the LVSYS staff.
Preview 	<i>Preview</i> allows you to preview your work before saving. <i>Preview</i> provides a limited preview of your work in a pop-up window. The preview does not display your website styles or images, but does show heading levels, character formatting (italic, bold, etc) and hyperlinks.	
Text Color Background Color 	Change the color of text and the block of area behind it with the <i>Text Color</i> and <i>Background Color</i> tools. To use the tools: <ul style="list-style-type: none"> • Select the text you wish to apply color to. • Click the arrow beside the <i>Text Color</i> or <i>Background Color</i> buttons (clicking the button itself applies the color on the face of the button). • Choose a color. • Save. 	
Table Tools	The Text Editor allows you to quickly insert and modify tables, as well as apply advanced customization options.	
Table Tools Insert Table 	To insert a table: <ul style="list-style-type: none"> • Position your cursor where you wish to place the table and click <i>Insert/Edit Table</i>. • In the dialog box, set properties of your table, such as number of rows and columns, width, height and caption. • Click <i>Insert</i>. 	
Table Tools Row Properties 	Use the <i>Table Row Properties</i> tool to change the height of a row and alignment of text in a row. An overview of the <i>Table Row Properties</i> follows: Row Type: Identifies the row as a body, header or footer row. Header and footer rows display formatted text that is distinct from body text. Alignment: Changes the horizontal alignment of text to Center, Left, or Right. Vertical Alignment: Changes the vertical alignment of text in the row to Top, Center or Bottom. Class: DO NOT USE. Height: Set the row height in pixels by entering a number or percent value (enter a number followed by a % symbol). The default expands to accommodate your text.	The <i>Table Row Properties</i> tool also has an <i>Advanced Properties</i> tab where you can set attributes such as background color.

Tool	Tool Uses	Comments
<p>Table Tools Cell Properties</p> 	<p>Change the formatting and alignment of individual cells with the <i>Table Cell Properties</i> tool. An overview of the <i>Table Cell Properties</i> follows:</p> <p>Alignment: Changes the horizontal alignment of text in the cell to Center, Left or Right.</p> <p>Vertical Alignment: Changes the vertical alignment of text in the cell to Top, Center or Bottom.</p> <p>Width: Set the cell height in pixels by entering a number or percent value (enter a number followed by a % symbol). The default expands to accommodate your text.</p> <p>Class: DO NOT USE.</p> <p>Cell Type: Identifies a cell as a header or footer cell and can be beneficial to users relying on accessibility features for visual impairment.</p> <p>Scope: Used in conjunction with Cell Type. Identify a Column, Row, Row Group, Column Group as a header or footer in a complex table.</p> <p>Height: Set the cell height in pixels by entering a number or percent value (enter a number followed by a % symbol). The default expands to accommodate your text.</p> <p>The <i>Table Cell Properties</i> tool also has an <i>Advanced Properties</i> tab where you can set attributes such as border and background color.</p>	
<p>Table Tools Insert Row Before, Insert Row After, Delete Row</p> 	<p>Insert or delete rows in your table with the <i>Insert Row Before</i>, <i>Insert Row After</i> and <i>Delete Row</i> tools. To use these tools:</p> <p>Insert Row Before: Click in the row that will follow the row you wish to add and click <i>Insert Row Before</i>.</p> <p>Insert Row After: Click in the row that will precede the row you wish to add and click <i>Insert Row After</i>.</p> <p>Delete Row: Click in the row you wish to delete and click <i>Delete Row</i>. <i>Delete Row</i> does not produce a confirmation window. If you wish to restore the row, click <i>Undo</i>.</p>	
<p>Table Tools Insert Column Before, Insert Column After, Delete Column</p> 	<p>Insert or delete columns in your table with the <i>Insert Column Before</i>, <i>Insert Column After</i> and <i>Delete Column</i> tools. To use these tools:</p> <p>Insert Column Before: Click in the column that will follow the column you wish to add and click <i>Insert Column Before</i>.</p> <p>Insert Column After: Click in the column that will precede the column you wish to add and click <i>Insert Column After</i>.</p> <p>Delete Column: Click in the column you wish to delete and click <i>Delete Column</i>. <i>Delete Column</i> does not produce a confirmation window. If you wish to restore the column, click <i>Undo</i>.</p>	
<p>Table Tools Split Merged Table Cells, Merge Table Cells</p> 	<p>Combine two or more cells into one cell with the <i>Merge Table Cells</i> tool or restore a merged cell to its unmerged state with <i>Merge Table Cells</i>.</p> <ul style="list-style-type: none"> • Select the cells you wish to merge into one cell. • Click <i>Merge Table Cells</i>. <p>To split merged cells:</p> <ul style="list-style-type: none"> • Click in the merged cell. • Click <i>Split Merged Table Cells</i>. 	

Tool	Tool Uses	Comments
Insert Horizontal Line 	<p>Add a horizontal line to visually separate segments of your page. The <i>Insert Horizontal Line</i> tool inserts a line that stretches across your page. To insert a horizontal line:</p> <ul style="list-style-type: none"> Click the beginning of the line above which you want the line to appear. Click <i>Insert Horizontal Line</i>. <p>The horizontal line inserts itself above your current cursor position and applies a cushion of pixels above and below so that it does not touch your text.</p>	
Remove Formatting 	<p>The Remove Formatting tool erases text style you have applied or has been pasted in from selected text. To remove formatting, select the desired text and then click <i>Remove Formatting</i>.</p>	
Show/Hide Invisible Elements 	<p>The <i>Show/Hide Guidelines/Invisible Elements</i> tool toggles on and off to show or hide such elements as anchor tags. Click it to activate or deactivate the feature.</p>	
Insert Special Characters 	<p>Characters and symbols, like mathematical operators and trademark symbols, are inserted by using the <i>Insert Special Character</i> tool. To use the tool:</p> <ul style="list-style-type: none"> Click in the spot where you wish to insert the character and then click the Insert Special Character button. Select a character from the dialog box. Clicking on the character inserts it in the text and closes the dialog box. 	
Toggle Full Screen Mode 	<p>Use <i>Toggle Full Screen</i> to expand the Text Editor to full screen. Click the button again to restore the Text Editor to its regular size.</p>	
Layers Palette Insert New Layer, Move Forward, Move Backward, Toggle Absolute Positioning 	<p>DO NOT USE.</p>	<p>DO NOT USE</p>
Edit CSS Style 	<p><i>Edit CSS Style</i> allows users to fine tune how an element is rendered and is typically used to modify bullets or paragraphs of text (A paragraph is a block of text that ends with a hard return or Enter).</p>	<p>These tools are best used by users who understand CSS and HTML. Changes can cause unexpected results.</p>

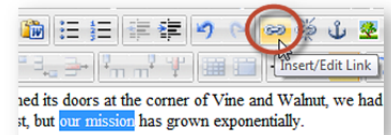
Creating and Using Hyperlinks

Hyperlinks make your website more interactive by allowing users to jump to different sections of your site or to another website by clicking on words or images. You can use the text editor's *hyperlink tool* or use short code to create hyperlinks.

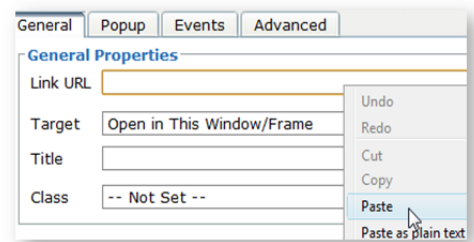
Creating Hyperlinks with the Text Editor

The rich text editor provides a comprehensive tool for creating and modifying hyperlinks. To add a hyperlink:

- Copy the URL you wish to link to.
- In your article body text, select text that will serve as the clickable link.
- Click the *Insert Link* button (looks like a chain).
- In the *Insert Link* dialog box, right click on *Link URL* and paste the copied URL.
- Choose a target for your link to open in - the default is to open in the current window.
For external sites, choose *Open in New Window*.
- Enter text in *Title* if desired.
In some browsers, *Title* text appears as a tip when you hover on a link or may be spoken for users that activate accessibility features.
- Click *Insert* and then *Save*.



Text selected to become link

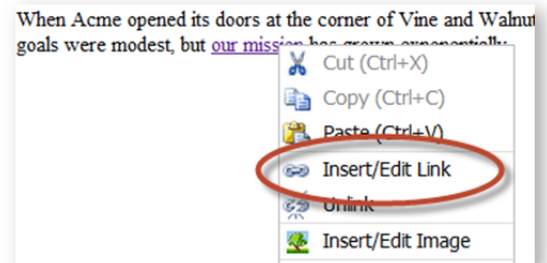


Insert Link Dialog Box


Modifying Links with the Text Editor

It's easy to modify hyperlinks you've made in the text editor

- Position your cursor in the linked text.
- Click the *Insert/Edit Link* button or right click and choose *Insert/Edit Link*.
- In the *Insert Link* dialog box, make changes and click *Insert*.



Right Click Menu

 **When making modifications, DO NOT select all of the hyperlinked text you wish to modify. You may miss a leading or trailing space or character and not be able to modify the link — just click once in the link to modify.**

Deleting Links with the Text Editor



It's easy to delete hyperlinks:

- Position your cursor in the linked text.
- Click the *Unlink* button or right click and choose *Unlink*.

Anchor - Hyperlink to a Section on the Same Page



When you wish to hyperlink to a section on the current web page, instead of another page or site, insert an *Anchor*. The *Anchor* provides a reference point and name for the hyperlink to jump to. Use the *Anchor* name instead of a Page name or URL.

To insert an *Anchor*:

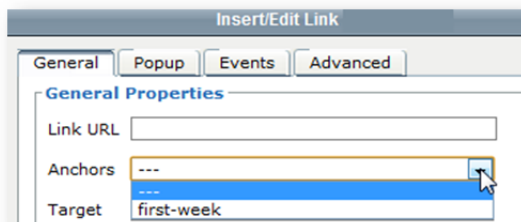
- Position your cursor in front of the text you wish to hyperlink to.
- Click *Insert Anchor* on the toolbar.
- In the *Insert/Edit Anchor* dialog box, enter a name for your anchor. Do not use spaces – use dashes to separate words.
- A little anchor symbol appears in the text indicating the anchor is set.



Do not select the text where you wish to place the anchor. You need only select the place where you want the hyperlink to jump.

To link to an anchor:

- Highlight the text that will serve as the clickable link.
- Click the *Insert Link* button.
- In the *Insert Link* dialog box, choose an anchor from the Anchors field.
- Click *Update* to create the hyperlink.



Removing an Anchor

When removing an anchor, remember to remove all references to it in your hyperlinks.

To remove an anchor:

- Position your cursor in front of or at the end of the anchor symbol in your text.
- Press **Backspace** or **Delete** to remove the anchor.
- Save.



Remember to remove any references to the Anchor in your hyperlinks!

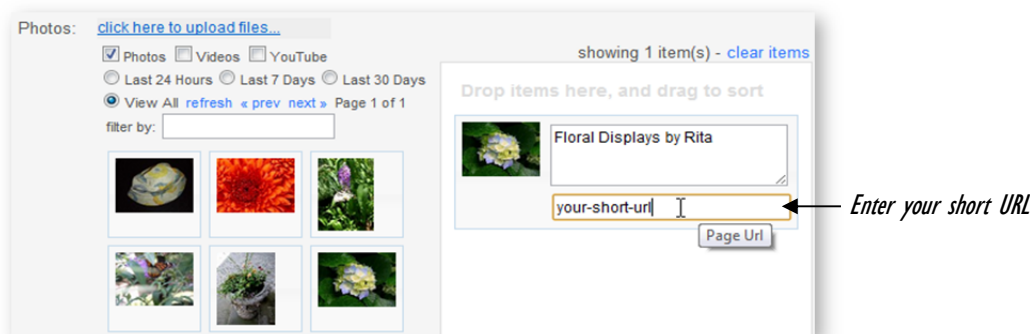
Creating a Hyperlinked Image

Make an image a hyperlink in the *Media Tab* or by using short code in the body text of your product, article, event, etc. Hyperlinking in the *Media Tab* allows the user to go to another page on your website when they click the image. A hyperlink made via short code allows you to link within your site or to another site.

Creating a Hyperlinked Image in the Media Tab

- Click in the lower field – when you hover over the field, *Page URL* displays as a tool tip.
- Enter the desired short URL from your website in the *Page URL* field.
- Save and test on the website to ensure it works properly.

For complete information about uploading and using Images, see: [Images](#).



Creating a Hyperlinked Image with Short Code

Using *short code* allows you to hyperlink an image in the body text to both an internal or external URL. To use *short code* to hyperlink an image, insert `link` before the base image short code and `url=` after.

`((img|your image name.jpg))`.

- In the article body, click in the spot where you wish to add the image.
- Enter `((link|img=image name.jpg|url=http://URL you wish to link to))`.
The code syntax, image name, image extension (.png, .jpg) and URL *must be exact* or it will not work.
- Specify other link attributes, such as width, by adding code. See: [Embedding Images](#).
- Save and test the article/image on the website to ensure it displays and links correctly. If you see the **image name* not found error message*, check the code syntax and image name. Any error prevents the image from displaying. image Boat.jpg not found

Adding Images to Your Website

Add images and other media to your products, events, articles, etc. in the *Media tab* of the item editor or by using *short code*. Using the *Media tab* places images in templated spots. *Short code* allows you to embed images in the body text of your item.

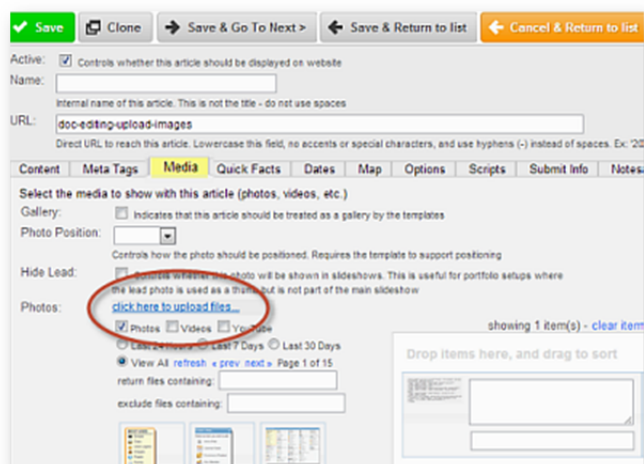
Images must be uploaded to the LVSYS CMS before they can be used. Uploads are made from the *Multimedia Module Pane* or from the *Media tab* of an object like articles, products or vendors. Once uploaded, images are available for use throughout your website. Upload instructions are presented below.

Uploading Images – Module Pane or Media Tab

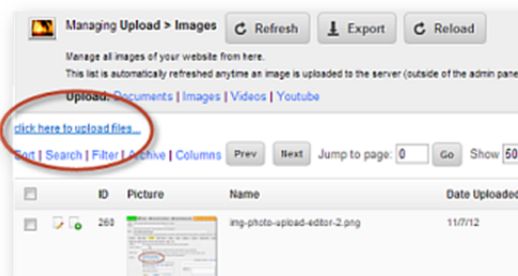
- From the *Media tab* of an item or from the *Images List Screen*, click the *Upload* link.
- Browse to the image location. You can upload up to 10 images at once from a folder. Photos are queued and resized in the order they were listed.



Photos are stored in the pub/photo and thumbnails in the pub/photo/thumb folder on the server.



Media Tab of Any Object



Images List Screen

How to Access the Media Tab

Articles, Products, Events, Members and other items have a *Media tab* in their *Editor* from which you can upload and attach photos. There are two ways to get to an item's *Media tab*. You must be logged on as an administrator.

- Click on a *quick link* such as *edit this post* or *edit this product* from the public website.
- When the item's editor opens, click on the *Media tab*.
- Click on the item's title or name in the list screen. You can get to an item's list screen by going to the *All Tasks* window, clicking the object you wish to edit, and then clicking the name or title of the post, product, event or other item.

Image Upload Considerations:

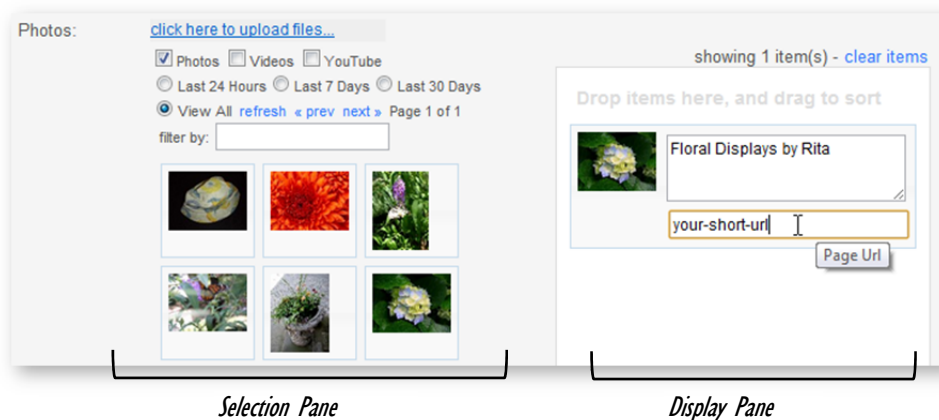
- **Photo Name** - Rename photos before uploading. Once a photo is uploaded, the name cannot be changed. We recommend you prefix the name with the year the photo was taken, followed by a category and brief description. Example - 2012-oregon-wine-international-pinot-noir-festival-1.jpg.
- **Loading Photos from Camera/Phone** - If you load photos directly from your phone or camera, you should change the *Global Setting* related to images. In the *Website Module pane* under *Global Settings > Media* section, set the *Make Photos Unique* field to Yes. This automatically prefixes your photo with the current date (YYYY-MM-DD). The software allows you to upload an image with the same name as an existing image and will overwrite the existing image.
- **Photo Size** - You do not need to worry about photo sizes in the LVSYS CMS. The system automatically resizes or crops uploaded photos to fit the article/page templates. We recommend you upload images in as large a size as possible, without exceeding constraints of about 1000 x 1000 pixels. Be careful not to upload photos that are too small – the system may cause pixelation.

Attaching and Embedding Images

Images can be attached to articles, products, vendors, destinations and other items via tools in the object's *Media* tab. Attached images display as defined by the associated template. Images can also be embedded in objects such as articles, forms, and products that have a body text field, by using short code.

Attaching Images

- From the *Media* tab of an item editor screen, drag the desired image from the *Selection pane* on left to the *Display pane* on the right.
- If desired, enter a caption by entering text in the *Caption* field. Captions appear below the image.
- Continue dragging images, as needed, to the *display pane* – multiple images display in a slideshow.
- To change the display order of photos, drag them up or down in the *display pane*.



Changing the Order of Attached Images

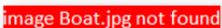
To change the display order of photos, drag them up or down in the *display pane*.

Removing Attached Images

- Drag the image from the *Display Pane* back to the *Selection Pane*.
- The image may appear twice in the *Selection Pane*, but it does not create a duplicate.

Embedding Images

Embedding an image allows you to place the image in the *body* text of an article, product description, destination or other object. Use *Short Code* to embed images. The *short code* base is `((img|your image name.jpg))`. The *pipe* character that follows *img* is made by pressing **shift + back slash** (above **Enter**).

- In the body text, click in the spot where you wish to add the image.
- Enter the *short code* for images, `((img|your image name.jpg))`.
 - The image name must be appended with the image type extension (.gif, .jpg or .png) and the code syntax and image name must be exact or it will not work.
 - If you wish to specify the width or height of your image, enter another pipe character, “width=” or “height=”, and pixel dimensions. Example - `((img|image name.jpg|width=320|height=480))`.
- Save and view the image on the website to ensure it displays correctly.
- If you see the **image name* not found* error message, check the code syntax and image name. Any error prevents the image from displaying. 

Additional Short Code Snippets:

- **Position Image** - To position an image to appear to the left or right of your body text, modify the short code by entering another pipe character, “float=”, and enter either left or right. In the example, `((img|your image name.jpg|width=320|float=right))`, the image displays to the right of the text.
- **Hyperlink Image** - Make your image a hyperlink by beginning your short code with the command “link”, and inserting the short URL of an internal page or full URL of an external website page as follows:
`((link|img=your image name.jpg|width=320|url=new-garden-items))`. In this example, clicking the image opens to an internal web page named “new-garden-items.”



See more short code examples here: [Short Code Reference](#).

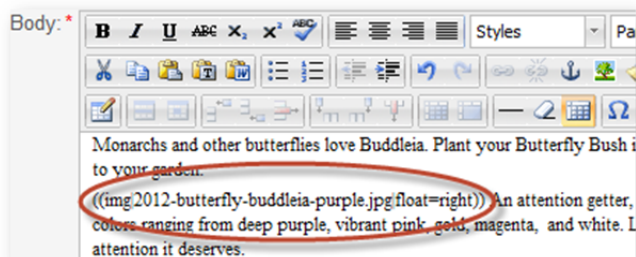


Image Short Code

Butterfly Bush

Monarchs and other butterflies love Buddleia. Plant your Butterfly Bush in a sunny spot and watch the butterflies gravitate to your garden.

An attention getter, the Butterfly Bush comes in a kaleidoscope of colors ranging from deep purple, vibrant pink, gold, magenta, and white. Let this showy stunner bring your garden the attention it deserves.



Image Display


Image Sizes in the LVSYS CMS

You do not need to worry about photo sizes in the LVSYS CMS. The system automatically resizes or crops uploaded photos to fit the article/page templates. We recommend you upload images in as large a size as possible, without exceeding constraints of about 1000 x 1000 pixels. Be careful not to upload photos that are too small – the system may cause pixelation.

Uploading Videos to Your Website

If the video is a YouTube video, first upload your video to YouTube and then copy the URL in the Share box.

Uploading YouTube Videos

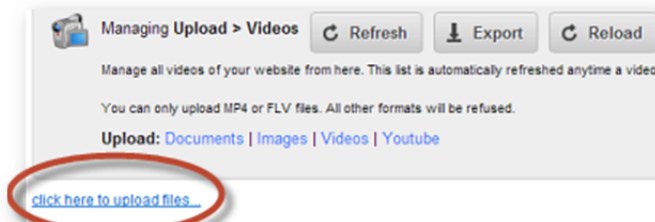
- Go to the *Upload* list in *All Tasks* and open the *YouTube* item.
- Click *Add New Youtube*. 
- Complete the video fields as follows:
 - **Active:** Select.
 - **Title:** Enter a meaningful title for the video.
 - **Width:** Enter pixel size, i.e. 560. Find standard dimensions under your video on the YouTube site.
 - **Height:** Enter pixel size, i.e. 315. Find standard dimensions under your video on the YouTube site.
 - **Youtube Script:** DO NOT USE.
 - **Youtube URL:** Paste the copied YouTube URL. The URL is in the form <http://youtu.be/QrbVeefi4>.
- *Save* and view your video on the website to ensure it displays correctly.

Uploading Other Videos

The LVSYS CMS supports the upload and play of FLV and MP4 videos.

Go to the *Upload* list in *All Tasks* and open the *videos* item.

- Click the *upload* link.
- Browse to the video location.
- Select the video(s) and click *Open*.



Attaching and Embedding Videos

Once a video is uploaded, add it to articles, products, and other items by attaching it in the *Media* tab or by embedding it in the body text.

Attaching Videos

To attach in the *Media* tab:

- From the item *Media* tab, select *YouTube* or *Videos* to filter the view to the type of media you wish to see.
- Drag the video from the *Selection pane* to the *Display pane* on right and *Save*.
- Test the video to ensure it displays properly.

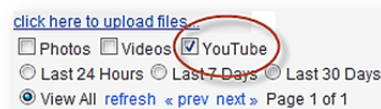


Image Display

Embedding YouTube Videos

To embed a YouTube video:

- Click where you wish to add the video and enter the *short code*: ((youtube|name of youtube video)). The *Name* is the name you assigned to the video in the system and must match the title in the Youtube section of *Uploads*. The code syntax and name must be exact or it will not work.
- *Save* and view your video on the website to ensure it displays correctly.

To specify width and height, add the following attributes to the short code:

((youtube|name of youtube video|width=pixel number|height=pixel number))

For more information: [Short Code Reference](#).

Embedding Other Videos

- Click where you wish to add the video and enter the short code: ((video|name of video.ext)). The *Name* is the name you assigned to the video in the system and must match the title. The extension is either .flv or .mp4. The code syntax, name and extension must be exact or it will not work.
- Add other code snippets to set dimensions, auto play, looping and toolbar behavior.
For more information: [Short Code Reference](#).
- *Save* and view your video on the website to ensure it displays correctly.

Using Documents on Your Website

The LVSYS CMS allows you to upload and link to PDFs, Word documents, images and other files for use on your website. Files you link to from your website are managed and accessed in one central location at <http://yourdomain.com/pub/doc/yourfile>. Note: your URL is case sensitive.

Supported File Types

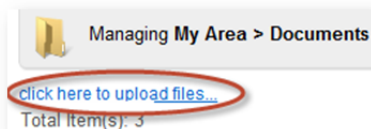
The table below lists supported file types, organized by function.

Documents	pdf, xls, doc, docx, csv
Photos	png, jpg, jpeg, gif, ico
Videos	flv, mp4, f4v
Archives	zip, gzip, bz2, tar, tgz, gz
Executables	msi, exe

Uploading Documents

Before uploading, review the file name. Once uploaded, the file name cannot be changed, so ensure it is named appropriately. There should be no special characters (?, *, &, =, etc.) and no spaces in the name.

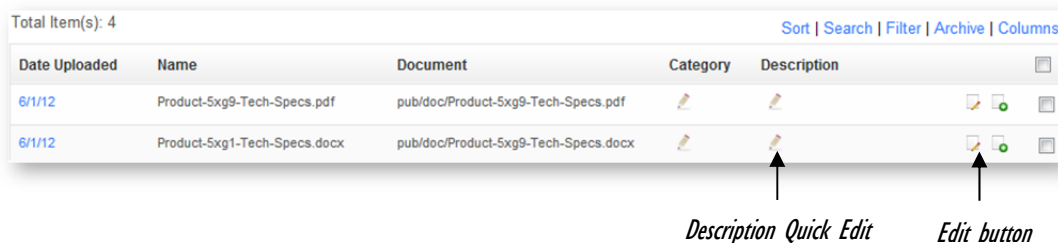
- Click *Documents* in the *Upload* list of the *All Tasks* window.
- Click the *upload* link.
- In the dialog box choose files you wish to upload. You may select between one and 10 files to upload at a time.
- Documents upload with their original names – the system replaces any spaces with dashes.



Specifying a Document Description

You may wish to include a *document description*, particularly if documents have similar names. To enter a *document description*:

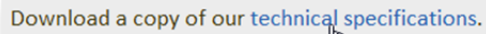
- From the *Documents list screen*, click the *Edit* button of the desired document and enter a description in the dialog box.
- Alternately, click the *Description Quick Edit* icon and enter a description. For more information: [Quick Edit](#).
- *Save*.



Linking to Documents in Body Text

Create a downloadable link to a document in any object with body text, such as articles, products and events.

- In the body text, click in the spot where you wish to link the document.
- Enter short code in the form `((doc|myfile.pdf|text=download this PDF))`, where “myfile.pdf” is the name of your file followed by the extension (.pdf, .doc, .xls). The clickable text follows “text=”. The code syntax and document name must be exact or it will not work.



Clickable text

Adding and Using Scripts

Enter, store and modify HTML and Javascript scripts in this centralized location for use in articles throughout your website. Scripts can be AdWord scripts from Google, embedded maps from GoogleMaps, small programs that calculate, etc. Scripts can be attached to articles by using the article's *Scripts* tab or embedded in body text with short code.

Adding a Script

- In the *All Tasks* window, click the *Scripts* item in the *HTML list*
- Click *Add New Script* and complete the following fields:
 - Select *Active* to make the script active on the website.
 - Give the script a name in the *Name* field.
 - Anchor to Tags - DEPRECATED - do not use.
 - Enter the HTML and/or Javascript code in the *Script Code* field.
- *Save*.

Attaching Scripts

- In the *Scripts* tab of an item, such as article, choose the appropriate script(s) (up to three) from the *Script* fields at the bottom of the page.
- *Save* and view website to ensure it is working correctly.

Using Short Code to Embed Scripts

- Enter `((script|scriptname))` in body text to embed scripts in your website.
- The name must match the name in the *Scripts* item of the *HTML list* and the code syntax must be exact or it will not work.

Using LVSYS Shortcuts to Create and Modify Items

The LVSYS CMS provides shortcuts so you can get your work done efficiently. *Quick Links* zip you directly from the live side to edit screens so you can easily respond to errors and editing opportunities. *On Page Editing* and *Copy / Clone* provide convenient options for quickly editing and creating items. *Quick Edit* allows you to edit certain item attributes directly from the list screen.

Live Side Editing – Using Quick Links to access edit screens


Small editing links display on the live side of the website when you are logged in as administrator. Click these *Quick Edit Links* to open the full edit screens of objects like articles, scripts, web pages, categories, or content library items.

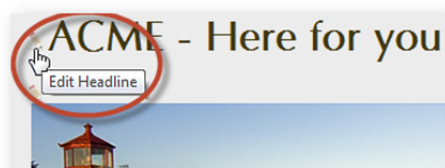


Click the Quick Edit Link to open the Item Editor →

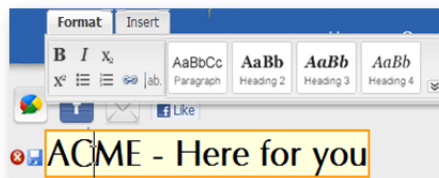
Live Side Editing – Using On Page Editing to edit items directly on the page

Pencil icons display on the live side of the website when you are logged in as administrator. Use these *On Page Edit* buttons to directly modify items, like headlines or body text, without opening the item's full editing screen. To use *On Page Editing*:

- Click the Pencil icon. 
- Click in the item's editing box to display the floating edit toolbar.
- Modify text and text formatting, as desired.
- Click the *Save* icon to commit the changes or click the *Cancel* button to exit editing.



On Page Editing Icon





















Floating Edit Toolbar



Save or Cancel

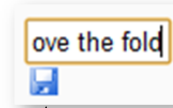
Editing in List Screen via Quick Edit

An item's list view offers the chance to edit certain item attributes directly from the list.

Active	Name	URL	Page	Published	Private	Headline	Category	Tag Cloud	Created	Modified	Gallery
Yes 	home 	home 	home	10/13/2011		ACME - Here for you 			10/13/11 16:55	4/30/12 11:28	
Yes 		mission 	home	10/13/2011		Our Mission 			10/13/11 16:55	5/2/12 09:17	
Yes 		programs 		04/18/2012		Acme Programs 			4/18/12 16:50	5/9/12 12:50	

Click the pencil

- Click the pencil next to the attribute you wish to edit.
- In the editing box that pops up, make edits.
- Click the Save icon to save changes or press **Escape** to cancel editing.



Save Icon




Quick Edit should NOT be used on hyperlinked items, such as headlines that link to a landing page. Changing the text will create broken links.

Copying and Cloning Items

Copy/Clone offer quick ways to create a new article, page, product, etc. with similar attributes to an existing item.

Copying an Item

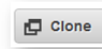
Use *Copy* to base a new item on an existing item.

- In the *List Screen*, find the item you wish to copy and click the item's *Copy* button. 
- In the item editor that opens, make the following modifications:
 - **Name** - Enter a new name. The system default appends the original name, with "copy 1."
 - **URL** - Must change the URL for *articles* and *web pages*. The system allows duplicates and resolves conflicts by choosing the first published item.
 - Change body text, meta tags, images, etc. as needed.
- *Save* or if you do not wish to keep copied item, click *Delete*.

Cloning an Item

Cloning is another method for basing a new item on an existing one. Cloning is done in the edit screen of the item you wish to copy. To *clone* an item:

- In the item's *Editor Screen*, click *Clone* on the toolbar.
- A newly cloned item opens in the *Item Editor*.
- Make changes as described in *Copying*.
- *Save* when finished.



Short Code Reference

You can use *short code* in body text throughout your website to embed images, videos, documents, scripts and links. The list below provides options and examples for using short code.

Images		
Base Code	((img image-name.jpg))	
Options	Image Size - Directs the software to use the entered width and height for image size.	width=xxx pixels height=xxx pixels
	Positioning - Directs the software to position/float the image to the left or right of text.	float = left or right
	Margins - Directs the software to apply space between the edges of the image and the text. Margins can be defined as a uniform space around all edges; grouped as top and bottom or left and right; or margins can be defined separately all around the image.	margin= X pixels (applies a uniform number of pixels all around the image). margin = V, H pixels (V defines a top and bottom margin in pixels, H defines a left and right margin in pixels). margin = T,R,B,L pixels (T=top margin, R=right margin, B=bottom margin and L=left margin). Margins must be defined in this specific order. All expressed in pixels).
Examples	((img myphoto.jpg float=right width=160 height=120 margin=5)) <i>Places image sized 160 x 120 to the right of text, with a 5 pixel margin around all edges.</i> ((img myphoto.png float=left margin=5,0,2,10)) <i>Places image left of text. Sets a 5 pixel top margin, 0 right margin, 2 pixel bottom margin and 10 pixel left margin.</i> ((img myphoto.gif height=90 margin=10,15)) <i>Centers an image with a height of 90 pixels. Sets top and bottom margins at 10 pixels; left and right margins at 15 pixels.</i>	
Additional Considerations	Formats allowed: PNG, GIF, JPEG, and JPG. All others are rejected. Image name is looked up in the pub/photo folder (Multimedia->Images). Use the exact name in short code or it will not work.	
Youtube		
Base Code	((youtube youtube_videoname))	
Options	Dimensions — Directs the software to use the entered width and height for displaying the video.	width=xxx pixels height=xxx pixels
Examples	((youtube youtube_title width=480 height=385))	
Additional Considerations	The title is looked up in the <i>Youtube</i> section of the <i>Multimedia</i> -module. The title entered in short code must EXACTLY MATCH THE TITLE of the video or it will not work. The width and height of your video defaults to the youtube video settings in the <i>Youtube</i> section of the <i>Multimedia</i> -module. If you prefer different dimensions, Youtube’s default dimensions are 480x385 for a 4:3 video and 640x385 for 16:9 video. Additional recommended Youtube dimensions are 560x340, 640x385, 853x505, and 1280x745.	

Video		
Base Code	((video videoname))	
Options	Dimensions — Directs the software to use the entered width and height for displaying the video.	width=xxx pixels height=xxx pixels
Examples	((video your_video_name width=480 height=385))	
Additional Considerations	The name is first looked up in the pub/video folder in the <i>Video</i> section of the <i>Multimedia</i> -module. If it is not found there, the software looks in the pub/doc folder in the <i>Documents</i> section of the <i>Multimedia</i> module. The title entered in short code must EXACTLY MATCH THE TITLE of the video or it will not work.	

Document		
Use document short code to embed links in text to your uploaded documents.		
Base Code	((doc myfile.pdf text=clickable text))	
Examples	((doc technical specs.xls text=click here to view tech specs))	
Additional Considerations	Enter the name of your document followed by its extension (.doc, .xls, .pdf, .jpg, .jpeg, png, .gif). The name entered in short code must EXACTLY MATCH the name of the document in the <i>Documents</i> section of the <i>My Area</i> module or it will not work.	

Link		
Add <i>link</i> to short code to create links for outside urls, internal urls, internal pages, documents in the pub/doc or pub/photo folders. You can add <i>link</i> in front of the <i>img</i> code to hyperlink your images.		
Base Code	((link url, page, document or image name))	
Examples	URLS: Url to link to a direct URL, or a local 'short url' ((link url=http://somesite.com)) or ((link url=my-article-short-url)) Internal Page: Link to a website page from your own website ((link page=home text=Home Page)) Image in Document Folder: photo will be looked up in the pub/doc folder before pub/photo ((link doc=myfamilyphoto.jpg)) Create a hyperlinked image in body text ((link img=image name.jpg url=http://URL to link to float=right width=50 height=50))	
Additional Considerations	If you use <i>link</i> with <i>img</i> , you can also use all the image options (float, margins, width, height) To open a link in a new window, use window=new after a pipe character. ((link url=http://somesite.com window=new))	



Scripts

Use short code to embed Javascript or HTML scripts to add small programs, Google Ads or Google Maps to your website.

Base Code	((script your script name))
Examples	For different script examples, see Scripts Reference .

Web Page Parameters Reference

Web Page Parameters direct your pages to dynamically display items you want your visitors to see. Use parameters to show products in a category, combine forms and articles, or allow visitors to search hotels in your business directory, among other examples. Updates made to items, such as products or articles, are reflected instantly on the web page whose parameters call the items.

Web Page Parameters

Parameters must be entered with the proper syntax, names and spelling or they will not work.

When entering parameters, do not use spaces around the equals sign.

To connect two or more parameters together, use an ampersand (&) symbol. Do not use spaces around the ampersand.

Ensure the module item's attribute name is spelled the same as in the system — it must be exact or it will not work.

Module Item	Attribute	Examples
article	Name	articleName=explore-south-ca <i>Displays the article named "explore-south-ca"</i> articleName=explore-south-or&articleName=lodging-south <i>Displays articles named "explore-south" and "lodging-south"</i>
article	Category	articleCategory=autumn-activity <i>Displays all articles marked with the "autumn-activity" category</i>
directory	Category	directoryCategory=hotels <i>Displays all hotels in the business directory</i>
directory	Region	directoryRegion=southern-oregon <i>Displays all business directory entries marked as southern-oregon</i> directoryCategory=hotels&directoryRegion=southern-oregon <i>Displays all hotels in the business directory that are in the southern-Oregon region</i>
directory	Search	directorySearch=1 <i>Activates a directory search</i> directorySearch=1 & directoryCategory=hotels&directoryRegion=southern-oregon <i>Allows a user to search the directory for hotels in the southern Oregon region</i>
form	Name	formName=autumn-guide <i>Displays a form named "autumn-guide" that sends respondents an autumn guide</i> articleName=autumn-activity&formName=autumn-guide <i>Displays an article named "autumn-activity" and an "autumn-guide" form on the same page</i>
product	Category	productCategory=glassware <i>Displays all products marked with the "glassware" category</i>
product	Name	productName=lead-crystal-stem3 <i>Displays the product named "crystal-stem3"</i> articleName=wine-glasses&productCategory=glassware <i>Displays an article named "wine-glasses" and all glassware category products</i>
script	Name	scriptName=teaser-ad <i>Calls a script that displays a teaser ad at the top of the page</i>

Scripts Reference

Enter and store scripts in this centralized location for use in articles throughout your website. Scripts can be attached to articles by using the article's Scripts tab or called with short code.

Scripts		
Short code syntax	((script your script name))	
Considerations	When calling a script in short code, the name entered in the code must exactly match the script name in <i>Scripts</i> or it will not work.	
Example Type <i>Script Name</i>	Script Example (these examples are illustrative only and should not be used on your website)	Short code
Pay Pal Button <i>ppal-buy-widget</i>	<pre><form name="_xclick" action="https://www.paypal.com/cgi-bin/webscr" method="post"> <input type="hidden" name="cmd" value="_xclick"> <input type="hidden" name="business" value="me@mybusiness.com"> <input type="hidden" name="currency_code" value="USD"> <input type="hidden" name="item_name" value="Teddy Bear"> <input type="hidden" name="amount" value="12.99"> <input type="image" src="http://www.paypal.com/en_US/i/btn/btn_buynow_L G.gif" border="0" name="submit" alt="Make payments with PayPal - it's fast, free and secure!"> </form></pre>	((script ppal-buy-widget))
Youtube Video <i>youtube-demo</i>	<pre><iframe width="560" height="315" src="http://www.youtube.com/embed/MZlkcAbQqR" frameborder="0" allowfullscreen></iframe></pre>	((script youtube-demo-2))
Google Map <i>map-stadium</i>	<pre><iframe width="425" height="350" frameborder="0" scrolling="no" marginheight="0" marginwidth="0" src="https://maps.google.com/maps?f=q&source=s_ q&hl=en&geocode=&q=heinz+field&aq=& amp;sll=40.446674,- 80.015702&sspn=0.008753,0.021136&g=100+Art+ Rooney+Ave,+Pittsburgh,+PA+15212&ie=UTF8&hq =heinz+field&hnear=&radius=15000&ll=40. 446674,- 80.015702&spn=0.071946,0.071946&t=m&out put=embed"></iframe></pre>	((script map-stadium))

Buttons <i>share-buttons</i>	<pre> <script type="text/javascript">var switchTo5x=true;</script> <script type="text/javascript" src="http://w.sharethis.com/button/buttons.js"></sc ript> <script type="text/javascript">stLight.options({publisher: "ur-5b6a66e5-31e9-cd80-c4f3-93e7e44d7e38"}); </script> </pre>	((script share-buttons))
RSS Feed <i>cnn-feed</i>	<pre> <script language="JavaScript" src="http://feed2js.org//feed2js.php?src=http%3A%2F %2Frss.cnn.com%2Frss%2Fcnn_topstories.rss&chan=y&nu m=3&desc=1&date=y&utf=y" charset="UTF-8" type="text/javascript"></script> <noscript> View RSS feed </noscript> </pre>	((script cnn-feed))