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Welcome to Clikpic!

Thank you for downloading our Easy Start User Guide. This shows you how to build a great-looking template website in clear, simple stages – you can have a beautiful website in a matter of hours!

The more of the basics you understand, the easier it will be to use the many exciting additional features we have, which we cover in our supplementary **Cliktips Guides.** So we do hope you find it useful.

May we wish you every success in building your website, not to mention hours of enjoyment as you do so!

The Clikpic Team

PS Don't forget, help us at hand. Just email us at **support@clik.com.**

1.1 The Admin system

When you registered with us, you were immediately taken to your **Admin system** at **www.clikpic.com/admin.** This is where you build and edit your website – it's definitely worth bookmarking so you can log in again at a later stage. We frequently refer to the **Admin system** and the **Admin menu** in this Guide, so it's important you're familiar with these terms.

1.2 Previewing your site

Believe it or not, you have already started building your site! Click on **Preview** ① to have a look – you will see the first stage of your website including the **Site name** ② you entered when you registered.

1.3 Your site name

This appears in the header of your site, which you can change if you wish. To do this, click on **Settings** > **Site details** > **Site name** > ② change the text and click **Submit.**

To see the change, either enter **Preview** again, or better still, go back to your current Preview and click **Refresh** in your browser (see **1.5** below).

Do not confuse your site name (which is, in effect, a heading at the top of your website) with your domain name (which is your website address, eg **www.joeboggs.com**). They do not have to be the same!

1.4 Publicise site (and other fields) ④

Tick to list your site in the list of customer sites. This will also ensure the search engines can find your site. Leave other fields blank for the time being.

1.5 Refreshing your browser

Whenever you make a change to your website, you may find that you can't see that change either in Preview or on your live site. This is because your browser has 'remembered' the earlier version.

To get round this, all you have to do is click on your 'Refresh' button. This is usually found at the top of your screen, to the right of the web address. You will need to do this a lot, so do familiarise yourself with it!
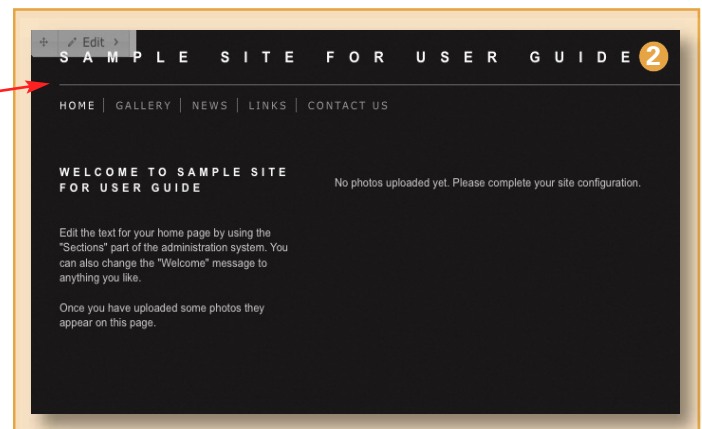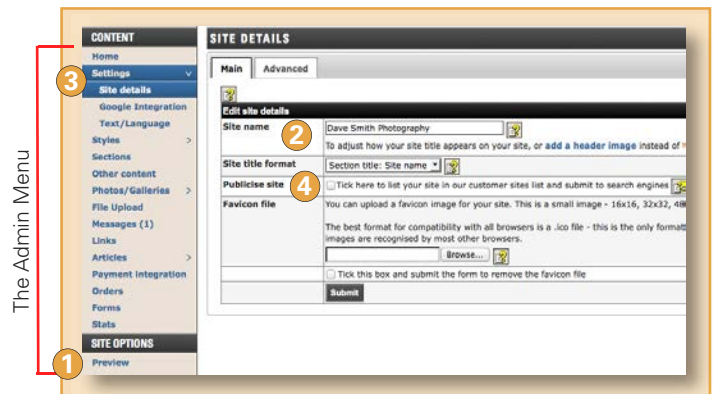
1.6 Preview and Make live ①

You will use **Preview** and **Make live** a lot while you have a site with us. When you click on **Preview** you can view any changes you have made to your site – if you're not happy with them you can change them and repeat the process until you are.

These changes will NOT be made to your live site until you click on **Make live.** If so, it usually takes a few minutes to apply to your live website, which can vary depending how busy our server is. You can't make your site live until you have taken out a subscription with us (see 11.1 of this guide), which is when it will appear in your Admin menu.

Don't forget you'll need to Refresh your browser to see those changes!
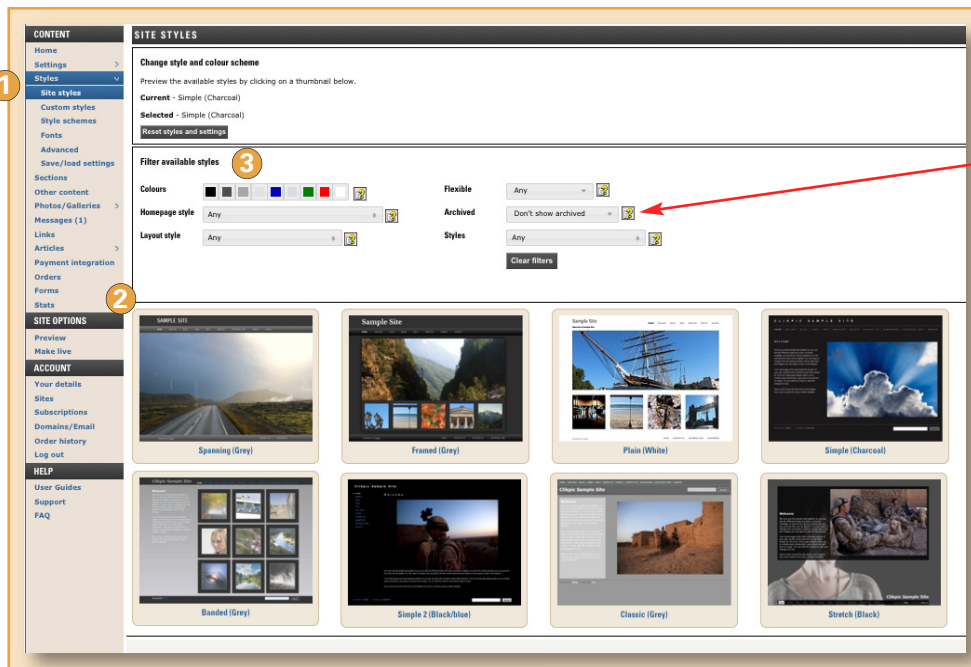
1.7 Validate your email address

If you haven't done so already, it's really important that you validate your email address with us. We would have emailed you about this when you registered - if you didn't receive it, please check your Junk email folder. Also, ensure you add **support@clikpic.com** to your address book in your email package to ensure emails from us don't get blocked.

We have a range of template styles you can choose from, each with a range of colour schemes. You can change styles at any time. To view the different templates, click on **Styles > Site styles ❶**.

Probably the best way to view the styles for the first time is to click on the first one ❷ and then scroll your way through them. Alternatively you can use our filtering system ❸ to narrow down your selection.

Click on one of the styles and follow these instructions.

❶ **Previous and next.** Click on the arrows to scroll your way through the different styles.

❷ **Use this style.** Click here to apply this style to your site.

❸ **View more like this.** Click to see the different colour schemes available in this style, as well as similar types of style.

❹ **Preview this style.** Allows you to view a sample site using this style.

❺ **Recommended photo sizes.** In pixels. These are explained more fully later on.

We are continually adding new style schemes, so look out for our emails as and when we do.
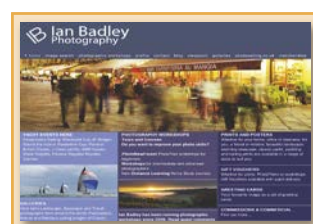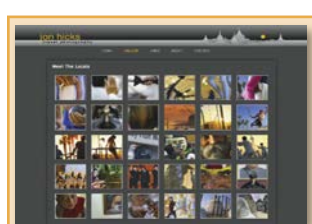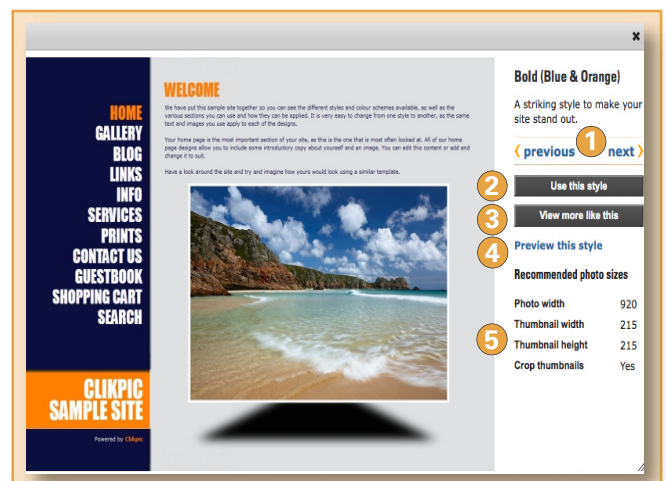
3.1 Editing your home page. Your home page is the most important part of your website and will always appear in your menu. The structure and content can vary between each of the design styles – some have a single image with text, some just have images, etc. To edit your home page, go to **Sections** in the admin menu **>** Click on **edit** for your home page section.
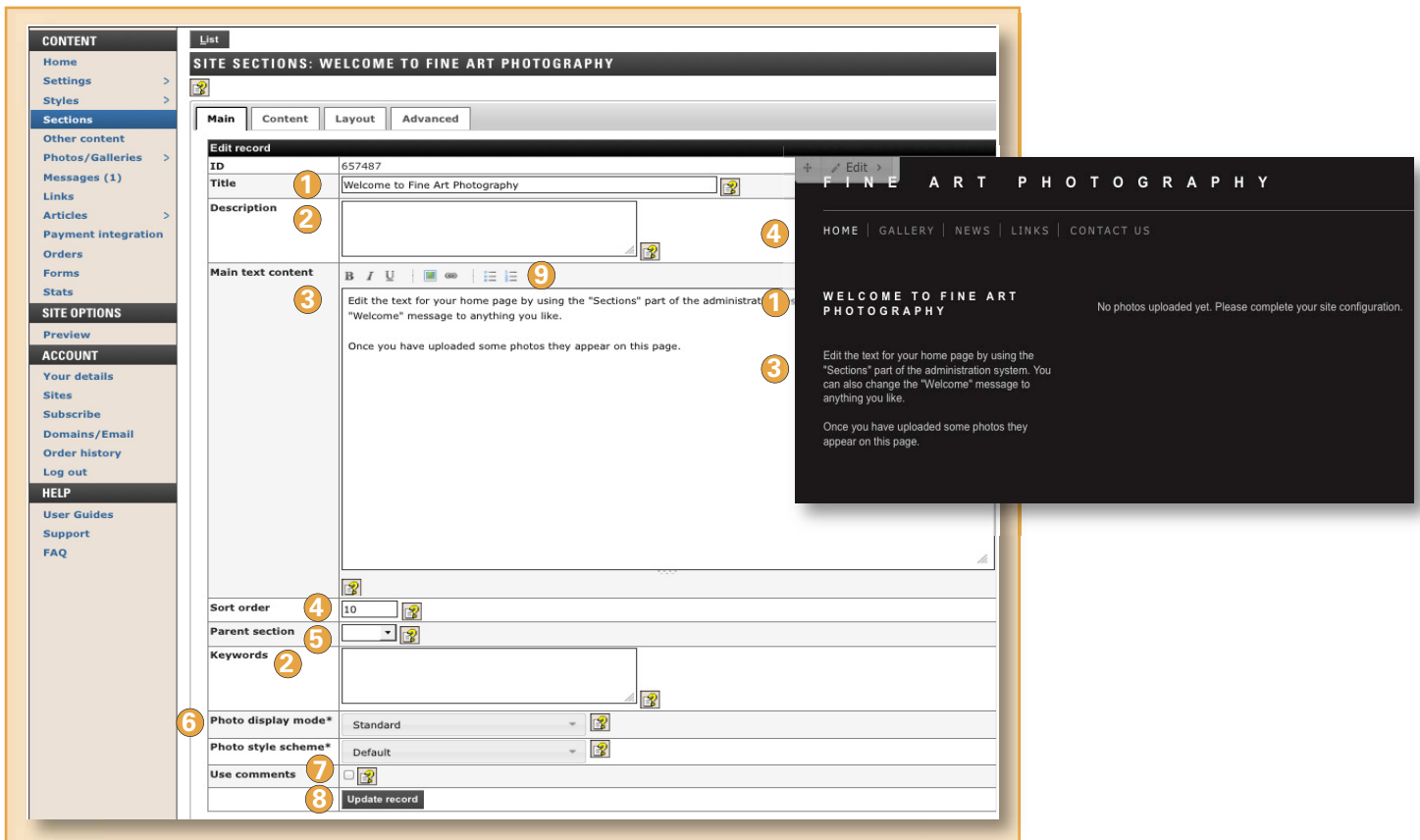
1. **Title.** The heading at the top of your Home page. Leave this blank if you do not want it to appear.
2. **Description & keywords.** These fields do not appear on your site and are only here to help with search engines. Click on the help icons for guidance and/or see **Cliktips Guide C.4 Optimising your site** for guidance.
3. **Main text content.** Enter your text to appear in the section here. Keep it concise and to the point!
4. **Sort order.** This relates to where it appears in the main menu. A Home page would usually be the first item on your menu.
5. **Parent section.** Leave blank for the time being.
6. **Photo display and Style scheme.** These are to be used if you would like a Slideshow on your Home page, something which is quite easy to set up.
See **4.** below on how to do this.
7. **Use comments.** This relates to our **Comments** feature, which allows you to add any user comments you may have received. See **Cliktips Guide C.7.** This will rarely be used on a Home page.
8. **Update record.** Don't forget to click this once you have added your text. Click **Preview** in the admin menu to have a look.

9. **Formatting text**

Bold, italic or underline by highlighting your text and clicking on the icon.

Insert a picture.

List a series of bullet points.

Change text into a link – to a web address, email address or to somewhere on your own site.

Alternatively, list numbered points.

See **Cliktips Guide C.2 Formatting Text** for further instructions.

3.2 Add 2 or 3 images

We show you how to prepare and add images more fully in the next section. However, it's worth adding a few at this stage just to see how it works. But don't do too many (max 2-3) as you may have to undo your work at a later stage! - You'll need 2 to 3 images on your computer - preferably landscape shaped.
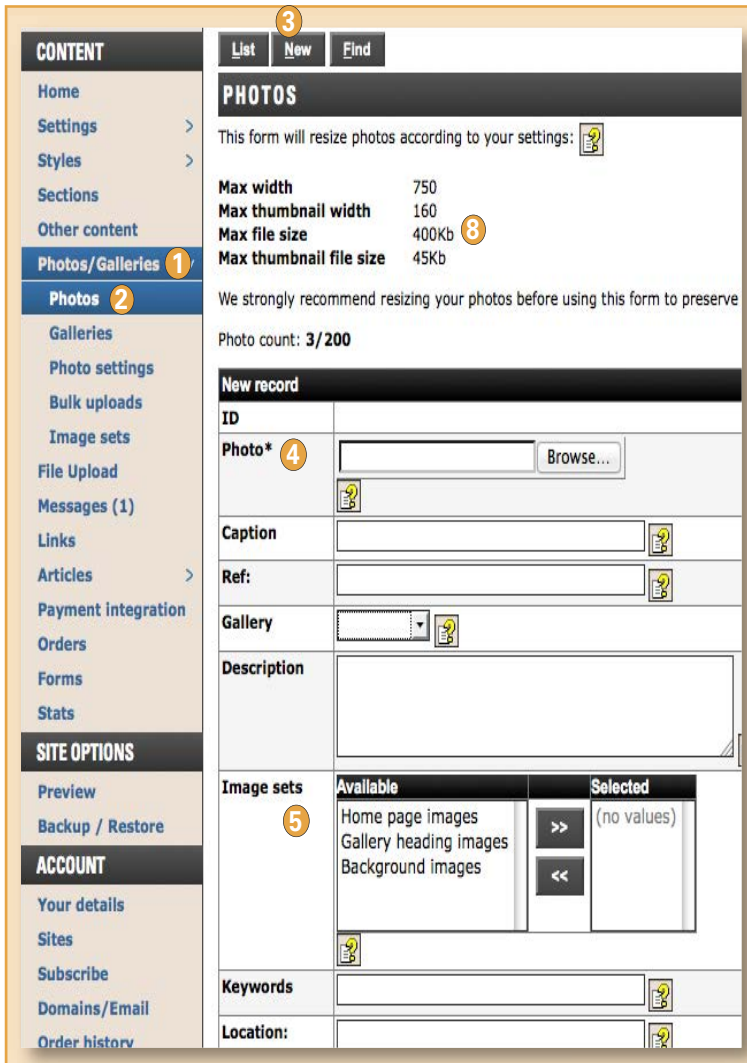
1 In the admin system, click on **Photos/Galleries.**

2 Click on **Photos.**

3 Click on **New** right at the top.

4 Click on **Choose File** to browse for your image.

5 Under **Image sets**, double click on **Home page images** to assign the image to your Home page.

6 Click on **Add record** (Leave all other fields blank at this stage).

7 Click on **Preview** to see what it looks like. Repeat the process for another 2-3 images. If you have problems it may be worth coming back to this once you have worked your way through the next section.

8 Important note about image quality
Our system does a pretty good job in compressing your images for web use when you upload them. However, we do generally recommend you do this yourself offline as you can get them just how you like, which is why we include these recommended dimensions. We cover this in more detail in the next section.

3.3 If more than one image is assigned to your home page

- If you assign more than one image to your home page, the system will randomly display a different image each time the user clicks on it. A good feature as it makes your home page look different with every visit.
- For some design styles where there are a series of thumbnail images also displayed (as in this example), the system will typically use the images you have assigned to Gallery headings for these thumbnails and link through to that Gallery when the user clicks on them. Again these will randomly change if there is more than one image assigned.

3.4 Adding a slideshow to your home page

You can also display your home page images as a slideshow and choose from a number of different slideshow styles. It's really easy to do and can look very professional. Just go to the Home page record again and under **Photo display mode**, select **HTML5 (no flash) slideshow** (recommended) from the drop down menu **>** Then under **Photo style scheme**, select which style you would like to use **> Update record >** Preview. Try a few different styles and Preview them to see which one you prefer.

4. CREATING GALLERIES AND ADDING IMAGES

4.1 Introduction

Before uploading any more images, it's worth setting up some galleries to upload them into. You can have as many galleries as you like, set up sub-galleries – even sub-sub galleries! So have a think what galleries you would like and which images you will put in them.

Your firstly need to create a gallery section and then secondly, create individual galleries within that section.

4.2 Stage I: Creating a Gallery Section

Click on **Sections >** Under **Add new section** choose **Gallery** from the drop down menu **>** Add a name **>** then click on **Add section.** Alternatively, just use the one we have provided as a default section called **Gallery** – just click on **edit** against that record.
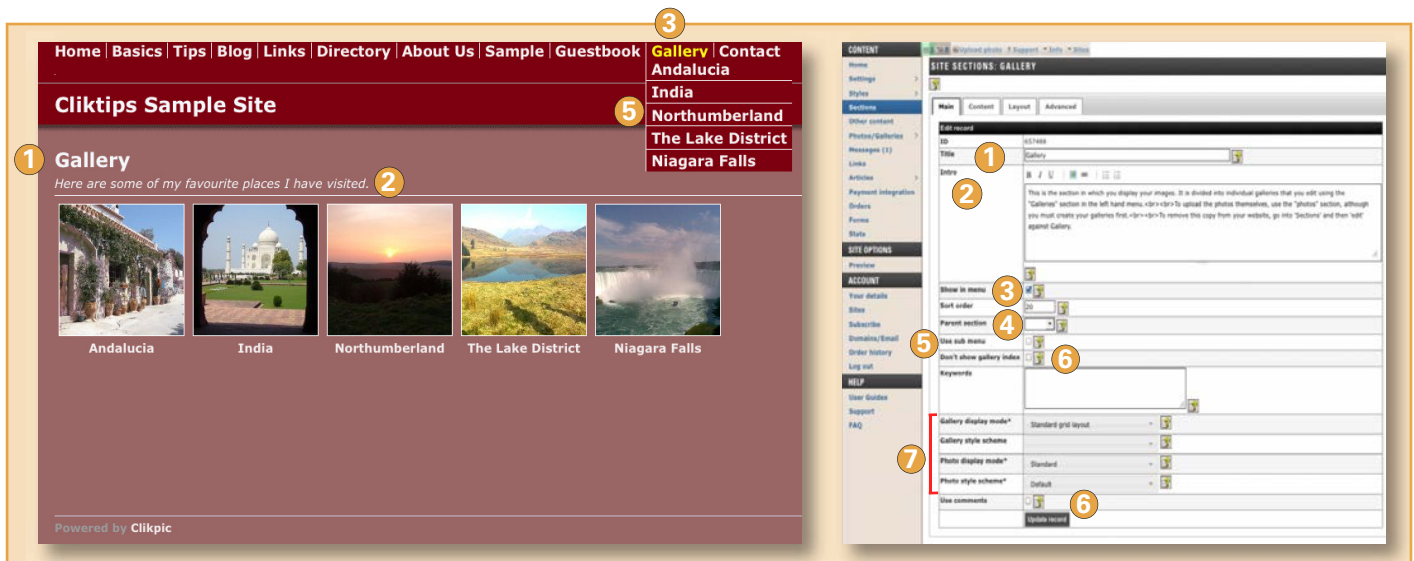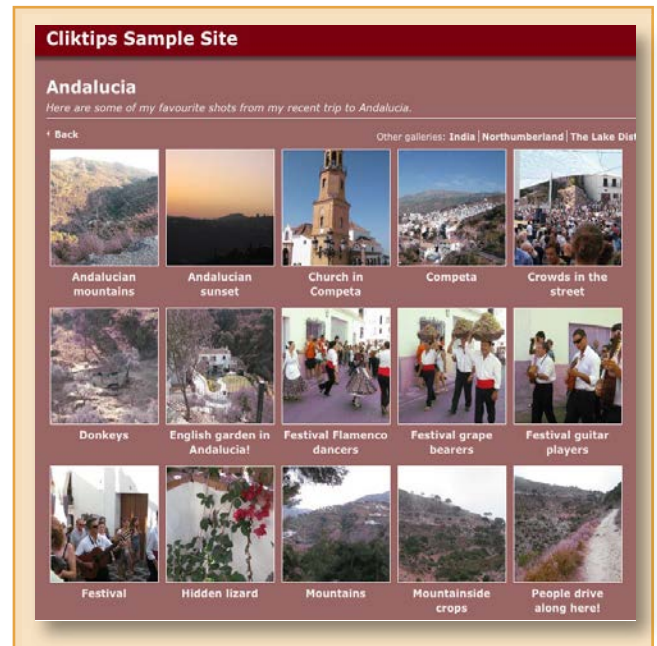
1. **Title.** This is the heading that will appear in your main menu and at the top of the page.
2. **Intro.** Enter whatever text you would like to appear in italics at the top of the section. This is optional, so just leave it blank if you don't want anything to appear.
3. **Show in menu and Sort order.** Tick if you want this section to appear in the menu and use Sort order to dictate the order in which it appears.
4. **Parent section.** Leave this blank for now.
5. **Use Sub menu.** If you tick this, then the gallery headings will appear as drop downs when the user hovers over the menu heading.
6. **Don't show gallery index, keywords and other fields.** Leave these blank for now.
7. **Slideshows, Carousels and Popups.** The settings if you would like your images displayed as a fancy slideshow, carousel and/or popup. These look really good, so it's well worth downloading **Cliktips Guides B.2 and B.3** for more information, once you have set your galleries up and uploaded some images.

4.3 Stage II: Creating Galleries

Now that you have set up a gallery section, you can set up the individual galleries that will appear in that section, eg Landscapes, Portraits, etc. This is easily done by clicking on **Photos/galleries** in the admin system **>** Click on **Galleries >** Click on the **New** button at the top ① and follow these instructions.

② **Gallery name.** Enter the name of the gallery, eg Andalucia.

③ **Description.** This is optional text which appears at the top of the gallery, eg 'Here are some of my favourite shots...'

④ **Keywords.** Leave blank for the time being.

⑤ **Sort order.** The order this gallery appears in relation to the other galleries you set up in the section.

⑥ **Sub gallery of.** You can also have sub galleries, eg You can have a gallery called Landscapes, within which there are sub galleries called, say, The Lakes, The Peaks, The Dales, etc. If this gallery is going to be a sub gallery, then you would select the 'parent' gallery from this dropdown.

⑦ **Heading image.** Ignore for the time being.

⑧ **Update record.**

Repeat this process for however many galleries you would like.
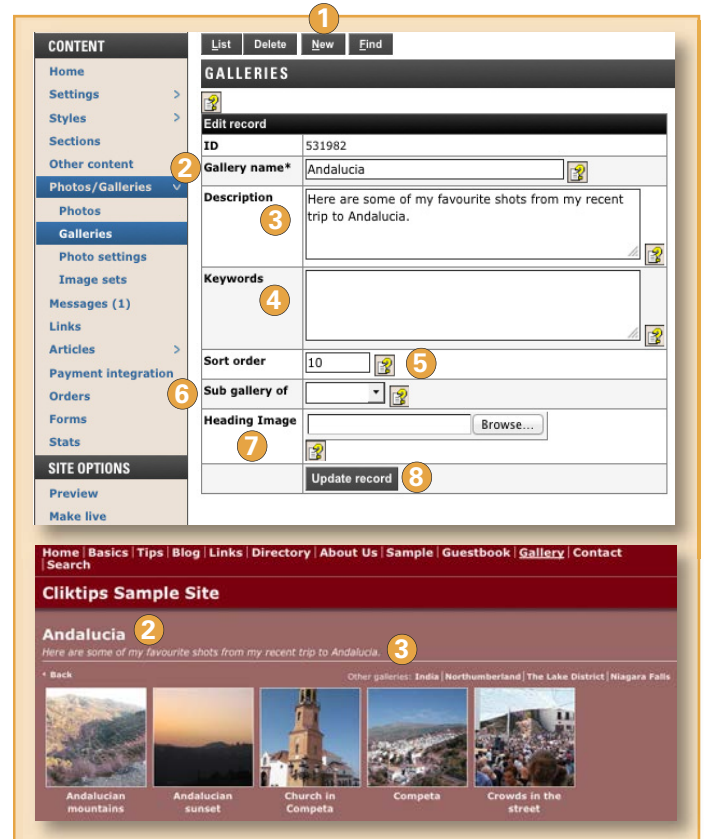
4.4 Preparing your images

Now that you have set up your galleries, you can start uploading your images, however it's important that they are prepared properly for web use, especially their file size - eg if they are too big, it really will slow your website down. When you upload images, our system will automatically compress and re-size them for you, both as thumbnails and as enlargements. However, if you are able to do this yourself say, using Adobe Photoshop or Photoshop Elements*****, we would encourage you to do so.

For the best image size dimensions for your template, click on **Photos/galleries >** Photo settings and you will see them there. Re-size your images to the recommended **Photo width** (the height will be based on a ratio of the width). Our system will automatically re-size your thumbnails, so you needn't worry about these at this stage (although you can do these yourself manually if you so wish).

They should be "jpeg" format, saved at 72dpi resolution, with no spaces or punctuation. Mac users must ensure the files have an extension of .jpg. We would generally recommend that you rename them on your computer to make them as search engine friendly as possible, eg instead of IMG_1001.jpeg, use Flying_Osprey.jpeg (see also note below in **4.5**). If you need further guidance – including how to batch process images in Photoshop – see **Cliktips Guide B.1 Preparing your own images.**
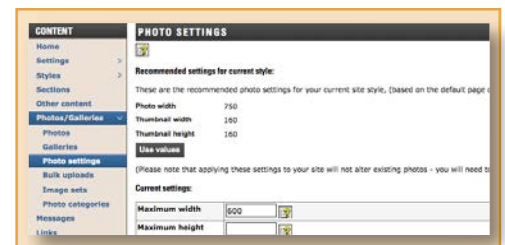
*There are also numerous (free) websites which offer this service such as **www.irfanview.com**

4.5 Bulk image uploads

This is the easiest way of uploading images, as you can upload up to 100 at a time. Each bulk upload assigns the images to a particular gallery of your choice, so make sure you have saved your images in gallery order on your computer.

Important note about image file names

If you have named the files in the correct format, the system will automatically generate a caption from the file name, which we recommend for search engine purposes (and a reference number should you want one). This can save hours of work! For example, a file name of Flying_Osprey.jpeg will generate a caption of **Flying Osprey** on your web site (the underscore acts as a space). In addition, if you need a unique reference ID (normally for shopping cart purposes), put the reference at the start of the file name followed by a hyphen, eg if you use the file name 123-Flying_Osprey.jpeg, then a reference of 123 will also be generated.

Now go to **Photos/Galleries > Bulk uploads,** as follows. We recommend you only upload 2 or 3 images to start with to make sure you're happy with the settings and how it works.

1 **Import to gallery.** Select which gallery you would like the images to be uploaded into.

2 **Image sets.** Rarely used for bulk uploads.

3 **Start sort order.** Select the sort order for the first uploaded image - 10 will be added for each subsequent photo.

4 **Get caption and/or ref from file name.** Tick this if you would like the system to automatically generate a caption and/or reference field from the file name.

5 **Select and drag** the files from your computer into this box. (Users of the latest Firefox or Chrome browsers can use drag and drop to add images to the queue.) Other browsers will use the Flash plug-in which allows you to select multiple images or folders via a dialog.

6 **Start upload.** When ready click on this button and wait for the images to upload.

The images you have just uploaded can be found in **Photos/Galleries > Photos.** You can also have a look at them on your site by clicking on **Preview.**

«cliktip»

Before clicking on **Start upload,** try clicking on any of the image records. You will see that you can edit the record at this stage, such as caption, gallery, etc.

Our **Manage photos** facility is another useful way of managing your images without having to edit each image record. This could include switching images between galleries, adding captions, deleting images, etc. It can save you hours! See the appendix to this section on page 10 for details.

4.6 Additional image options

4.6.1 Assigning images to your home page and to gallery headings

You can tell the system which images you would like to appear both on your home page and to your gallery headings. Go to the respective image record in **Photos >** Click on **edit >** Under **Image sets,** double click on either **Home page images** and/or **Gallery heading images > Update record.** You can assign as many as you like as our system will randomly rotate between your selection, which can add variety to your site.

4.6.2 Changing your image dimensions

You can change the dimensions of both your enlarged images and/or your thumbnails. To do this, go to **Photo/Galleries > Photo settings** and change the maximum width and height. You can also change the thumbnail dimensions, which can look a lot neater at a uniform size (if you would like the system to crop your thumbnails to the fixed sizes you enter, tick **Crop thumbnails**).

IMPORTANT Any changes you make in **Photo settings** will NOT apply to any images you may have already uploaded, which will need deleting and re-uploading. The exception is thumbnails, where you can go to the respective image record and click on Re-generate thumbnail, although you will have to do this one image at a time.

4.6.3 Adding a watermark

Watermarks are a great way of protecting your images and warding off image predators. Our system makes it very easy to add them. Go to **Photo settings** and tick **Watermarks** BEFORE you upload any images – it will NOT apply to any images already on the system unless you delete and re-upload them!

If you are able to create a GIF or PNG file and would like to create your own watermark, you can do add this instead using the **Watermark** file field in **Photo settings.** Please note watermarks only appear on image enlargements, not thumbnails.

4.6.4 Having problems?

Getting your images right is absolutely crucial, especially for artists and photographers. If you have experienced any problems at this stage or have any queries – especially in relation to image preparation, sizing or upload, please do not hesitate to email us at **support@clikpic.com**. We will get back to you as quickly as we can, virtually always within 24 hours maximum.
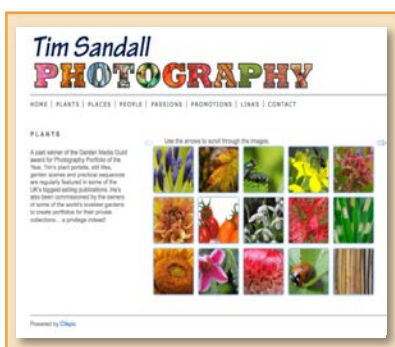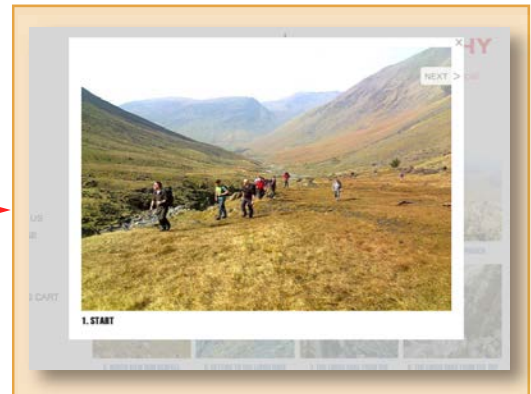
4.7 Three ideas how to present your galleries and images

You can also present your galleries and images as slideshows, carousels and/or pop-ups. These are controlled in the main gallery section record (**Sections >** click on **edit** against your Gallery). Scroll down the page and you will see these four fields. Here are 3 of our most popular combinations for you to try.

Idea 1 Show your enlargements as a pop-up

Idea 2 Show enlargements as a slideshow (with controls)

Idea 3 Use a carousel and pop-up

4.8 Other ideas

Do you have lots of images?
You could try the Idea 3 settings but under Gallery style scheme, select Large carousel (tight).

Do you have lots of galleries?
You could consider using our drop down gallery menu, rather than having lots of gallery headings appear on your page. See **Cliktips Guide B.6** for instructions.

Managing Photos

Once you have uploaded your photos, you may wish to switch them around between galleries; possibly add new captions; or change the sort order, add a reference or description, etc. This can be quite time-consuming if you have to edit one image at a time. The **Manage photos** facility enables you to change details about uploaded images all in one go.

Stage I: Finding the photos (see Screen 1)

The first stage is to isolate the Photos you would like to edit. Go to **Photos/Galleries > Photos >** Click on **Find ②** in screen1.

You can search against various criteria, including images in a given gallery or those containing specified text in the Caption box. Enter your search criteria and click on **Find** at the bottom **④ >** A list of your selected images appears. In this case we have selected all of the images in the Andalucia gallery, (**see Screen 3**).

Once you've found the images you want to edit, move onto Stage II. Unless you want to delete them, in which case scroll to the bottom of your search results **>** click on **Mark all** (or tick against those you would like to delete) **>** then **Delete marked.**

Stage II: Editing them

> Click **Manage Photos** at the top of your Search findings. (See ⑤ in **screen 1**).

> Tick against the images you want to update ⑥ or click the **Check/uncheck** all button ⑦ to tick them all. Don't forget to do this, changes will only be applied to those which have been ticked!

> Amend the details as required. This can include Caption, Description, Image set, Order and Reference and Gallery ⑧

> To assign or change their gallery, select a gallery from the list at the top. Leave this blank to leave the photos in their current gallery. ⑨

> Finally at the bottom, click **Update images.** ⑩

If you ticked the box at the top of the list labelled **Omit updated photos after update** ⑪ , then any updated photos will no longer appear in the list. This is useful if you want to assign a set of images to different galleries. If you are tweaking the sort order, ensure this box is unchecked.

IMPORTANT: Once you've finished working with a "found set" of images, you will need to 'clear' your findings. To do this, return to the main photos list and click **Show all** in the top menu. Also, the photo management page is limited to 50 photos.
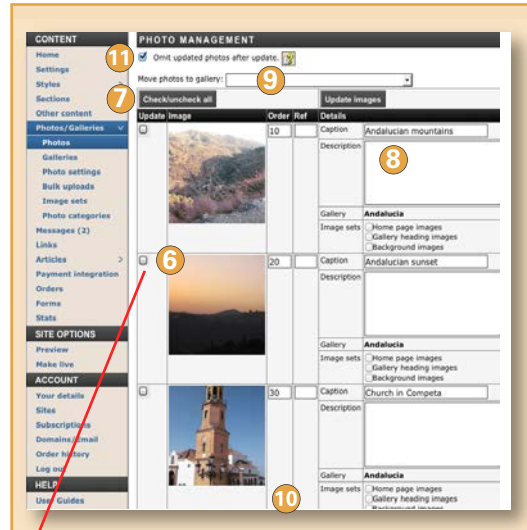
Screen 1
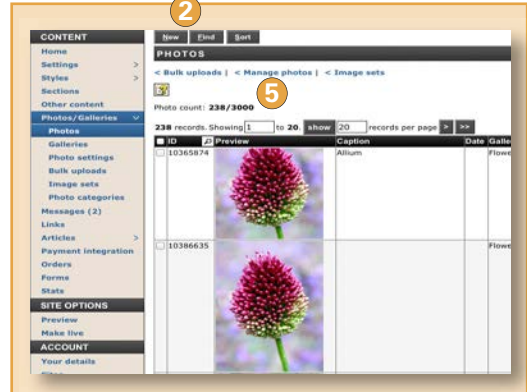
Screen 2
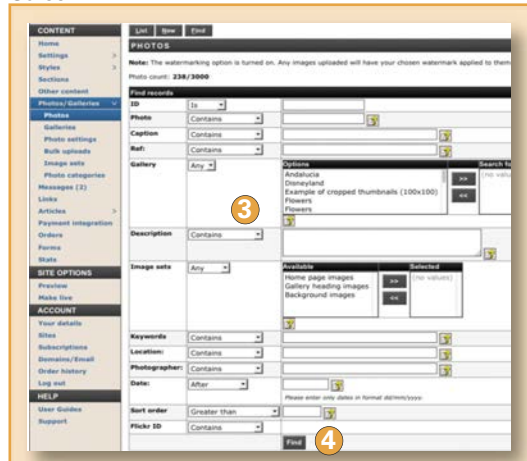
Screen 3

WARNING! Don't forget to tick these boxes if you want to make a change!

5. INTRODUCTION TO THE SECTIONS

5.1 How Sections work

Now that you have a Home page and a Gallery section, we will show you the other types of sections you can have on your site. We provide a number of different section structures. You can have as many of these as you like, call them whatever you want, and put them in whatever order you like on your menu. And with the exception of the Home page (and some of the shopping cart), you can have as many of any given section type as you like.

Before you start building your site, therefore, it's important that you understand how each of the sections are structured, so that you can fit whatever information you have into the most appropriate section structure.

5.2 Take a look!

To help you see how the sections work, we have provided samples of most types in your trial site. To see them, go to **Sections** ❶ in the admin system. Click **edit** ❷ for the respective section and you will see a series of fields, which is where you enter the information to configure the section. Each type of section has slightly different options. You can overwrite the sample information with your own text and settings and then **Preview** to see what you've done.

5.3 To add a section

Whilst we cover the basics of how to build each of the Sections in the following pages, you can see here just how easy it is to add them:

❸ Choose the type of Section you'd like.

❹ Enter a Name. Click **Add section.** A new Section will appear which you can start editing.

«cliktip» Be prepared!

The clearer you are about what you want on your website the easier it will be for you to build it. It may even be worth drafting some rough sketches or layouts and writing and saving your copy in Word (or other copy writing software).

6.1 General

Single page sections include a heading, an (optional) introduction, and space for text. They are therefore ideal for **"About us"** pages, simple announcements, statements or general information.

6.2 To add a Single page section:

> Click on **Sections** in the Admin menu. **>** Under **Add new section** choose **Single page** from the drop down menu.

> Enter the name of that section (this will appear in the main menu on your web site, so keep it short and to the point!) **>** Click on the **Add section** button. **>** Now complete the fields as follows:

① **Title.** This is the heading that will appear in your main menu and at the top of the page.

② **Intro.** Enter whatever text you would like to appear in italics at the top of the section. This is optional, so just leave it blank if you don't want anything to appear.

③ **Main text content.** This is the main text to go on the page.

④ **Show in menu and Sort order.** Tick if you want this section to appear in the menu and use Sort order to dictate the order in which it appears. (As with all sort orders, remember to use high numbers, eg 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility.)

⑤ **Parent section.** Leave this blank for now if it appears.

⑥ **Keywords.** Leave blank for now – later you can add some to optimise the page for search engines.

⑦ **Use comments.** Leave this blank for now.

⑧ Use these buttons to put copy in bold, italics, underline, bullet points, as well add photos & links. See **Cliktips Guide C.2** for further guidance.

Once you have entered all of this, click on Update record at the bottom. To view your site now that you have added this section, click on **Preview.**

7.1 General

Multi page sections allow you to create a section and then list a series of "articles" in that section, typically in date order, with an optional link for further information. In this example, the Section is called "Blog" and the articles all start with the word "Day". These sections are therefore perfect for blogs, news pieces, series of information pieces, notes, admin notices, etc.

There are two stages – 1. Creating the section; and 2. Creating the Article/s.

7.2 Stage I: Creating the Section

> Click on **Sections** **>** Under **Add new section** choose **Multiple page section** from the drop down menu **>** Enter the name of that section (this will appear in the main menu on your web site, so keep it short and to the point!) **>** Click on the **Add section** button **>** Now complete the fields as follows:

1 Title
Appears in your main menu and section heading.

2 Intro
The text that appears at the top of the section.

3 Show in menu and Sort order
Tick for this section to appear in your main menu and use Sort order for where you want it to appear in the menu.

**4 Parent section**
Leave for the time being.

5 Sub menu
If you tick **Use sub menu** then the article headings will appear as drop downs when the user hovers over the menu heading.

6 Show dates
Tick Show dates if you would like the dates to appear (in which case the system will list articles in date order, unless you override by using the Sort order in the respective article).

7 Show link and Link text
If you want links to be shown, tick here (recommended). This defaults to '….more' but you can change it to whatever you want.
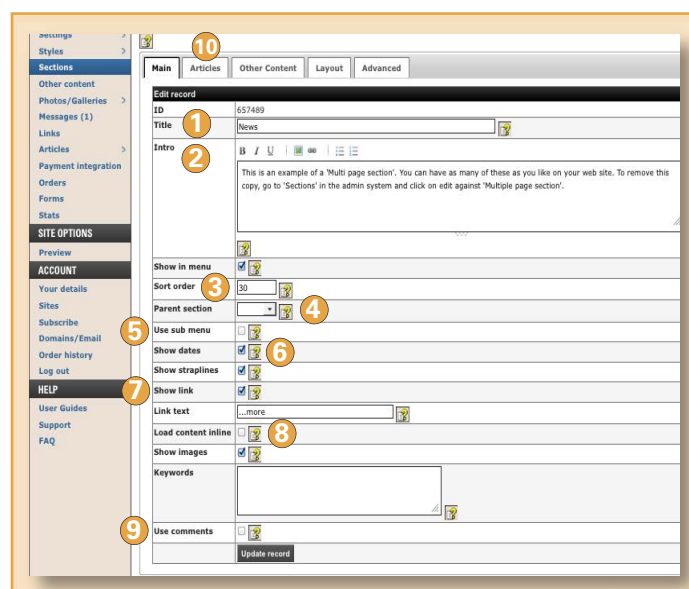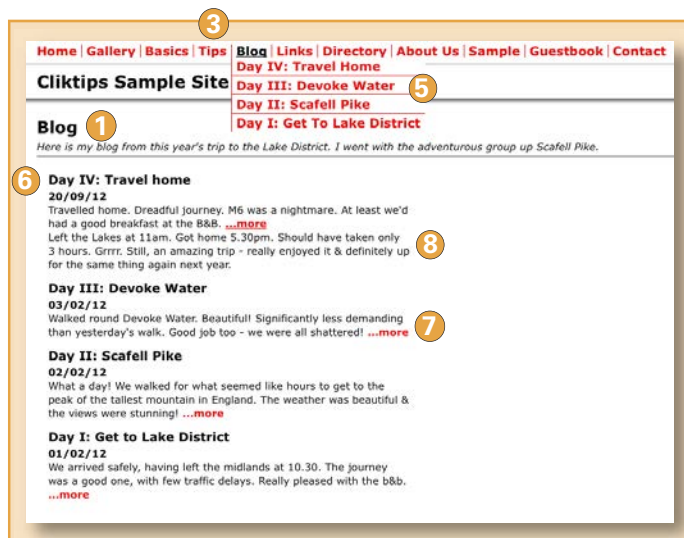
8 Load content inline
If you tick this box, the body copy from the articles drops down, rather than linking through to a fresh page.

9 Keywords & Use comments
Leave these two blank for the time being. Keywords – you can add some keywords later to optimise the page for search engines. And 'Use comments' allows you to add any user comments you may have received via your web form, see **Cliktips Guide C.7.**

10 Articles
This tab is handy to view, edit and add Articles for this Section (see **7.3** below).

7.3 Stage II: Creating Articles To create an Article **>** Click on **Articles** in the admin menu **>** Click on **New** at the very top (alternatively simply click on the **Articles** tab (see ⑩ on the previous page).

① **Headline**
This appears at the top of the article.

② **Date and Sort order**
If you have selected **Show dates** when setting up the Section, then the date you enter will appear here and all articles will be listed in descending* date order. Otherwise you can use Sort order (if so, remember to use high numbers, eg 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility).

③ **Strapline**
The introductory text. Sometimes it's worth copying this into the start of the Body text as well, as Articles can sometimes be viewed without the Strapline, which may cause confusion.

④ **Section**
Select which Section you would like this Article to be assigned to.

⑤ **Body**
This is the main body text for the Article.

⑥ **Formatting text**
See **Cliktips Guide C.2** for guidance on how to put text in bold, italics, add links, etc.

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It is also possible to create a second menu on your website, which can optionally consist of a series of articles from the same section. Very handy for things like small print, company details, etc. For more information, see **Cliktips Guide C.1** Menus and site structure.

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*To sort articles by ascending date, create an 8 digit sort number from the date in the format yyyymmdd e.g. 20150407 for the 7th April 2015. Ensure you include all the zeros.

8. CREATING A LINKS SECTION

8.1 What they can be used for

Exchanging links is an excellent way of increasing your search engine rankings, so we recommend that you have at least one Links section, which can have as many links in it as you like. You can optionally add postal addresses, emails, phone numbers, etc, so they are also excellent to use as a directory, reference library - even as a fixture list. You can have as many **Links** sections with as many links in them as you like.

There are 2 stages to creating them: 1. Creating the Links section itself; and 2. Creating the individual Links, which are assigned to the respective Links section.
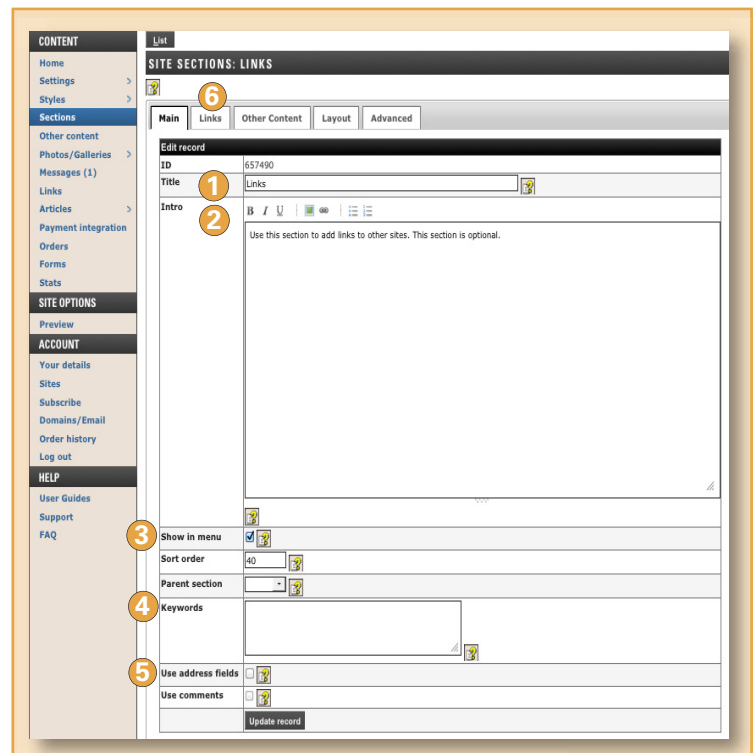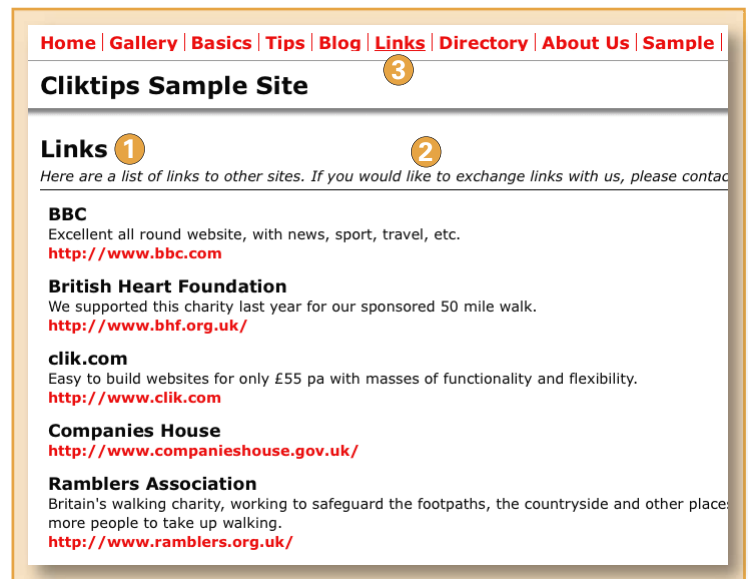
8.2 Creating a Links section

> Click on **Sections >** Under **Add new section** choose **Links** from the drop down menu (or simply edit the one we have provided in the default) **>** Enter the name of that section (this will appear in the main menu on your web site, so keep it short and to the point!) **>** Click on the **Add section** button **>** Now complete the fields as follows:

① **Title.** This is the heading that will appear in your main menu and at the top of the page.

② **Intro.** Enter whatever text you would like to appear in italics at the top of the section. This is optional, so just leave it blank if you don't want anything to appear.

③ **Show in menu** and **Sort order.** Tick if you want this section to appear in the menu and use Sort order to dictate the order in which it appears.

④ **Parent section and keywords.** Leave these blank for now.

⑤ **Use Address fields.** Only tick this if you would like tel, postal address, email, etc, to be listed.

⑥ **Links tab.** Click on this tab if you would like to see the links that you have entered for this section (this can be quicker and easier than clicking on **Links** in the main admin menu).

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Make sure that you keep your links up to date, or you will be penalised by the search engines!

8.3 Adding links

The second stage is to create individual links. To do this, click on **Links** in the admin system. Then click **New** at the top and enter the fields as follows:

1 **Title.** The name of the organisation or company you are linking to, eg BBC.

2 **Order.** If you don't wish to sort links in alphabetical order (default), you can use this field to dictate the order you would like the links to appear. As with all sort orders, remember to use high numbers, eg 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility.

3 **URL.** This is the website address of the link, eg **http://www.bbc.com**

4 **Description.** Optionally enter a description about the organisation you are linking through to.

5 **Section.** Select which Section this link should be applied to (only relevant if you have more than one Links section).

8.4 Using address fields

If you have selected **Use address fields** when you set up the Section (see 7.2 part 5 above), then the following fields will appear - leave blank if not available or appropriate:

6 Telephone

7 Email

8 Address

《cliktip》 Other links

As well as having Links sections you can easily create links in just about any part of your site – links to external sites, email addresses – even links to different parts of your own site. See **Cliktips Guide C.2** for details.

9. CREATING A CONTACT FORM SECTION

9.1 Introduction

This section allows your website users to contact you through a 'form', ie rather than just a straight email link. A notification of any messages they post will be sent to your email address (the one you used to register with us); and they will also be listed in the **Messages** section in your admin system. Not only does this look a lot more professional than simply quoting an email link, it allows you to collect information that you may need, such as address and phone number.

9.2 Creating a Contact form

In most cases, the default page you can see in **Sections** is all that you will need – just go to **Sections** and click on **edit** against the Contact form. If you would like an additional form, simply click on **Add new section** and select **Contact form** from the drop down menu.

① **Title.** Enter a heading which appears at the top of the page.

② **Intro.** Optional text that appears at the top.

③ **End message.** An end message for those who send you something, which appears after they have clicked on the **Send** button.

④ **Show in menu and Sort order.** Tick if you want this section to appear in the menu and use **Sort order** to dictate the order in which it appears. (As with all sort orders, remember to use high numbers, eg 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility.)

⑤ **Parent section.** Leave blank for the time being.

9.3 Receiving messages

All messages sent via forms on your website are posted in your **Messages** ① box in your admin system. In addition, a notification of message is sent to the email address you registered with us.

By clicking on **Show me new messages only,** ② the list will only show new messages. Click on **edit** ③ to view the message.

9.4 Adding a Form to any part of your site

You don't necessarily have to have your Form as a separate section – you can add them to just about any part of your site using our **Other content** facility. Whilst this is covered more fully in **Cliktips Guide A.1 Other content,** here are the top line instructions:

> **Other content** (in the Admin menu)
> Click on the **Predefined** tab at the top
> Scroll down until you see the **Contact form** section & click on **edit**
> Under **Sections** choose which section you would like it to appear on
> Select a **Position** on the page (**Main column (footer)** or **Footer** are probably best)
> Try it with and without a title (probably best without)
> **Update record**
> **Preview** and **Make live** when ready.

9.6 Guestbook

Our Guestbook facility allows you to post **messages** you have received onto a Guestbook section on your website.

To create the Guestbook, just go to **Sections** in your admin system and add a new section in the usual way (or just use the default one we have given). Click **Preview** to have a look and you will see that a Form has automatically been added.

To add a Message to your Guestbook, simply go to **Messages >** Click on **edit** against the message you would like to post **>** Change the **Status** to **Use on Guestbook >** Click **Update record >** Preview to have a look.

9.5 Editing forms (& preventing spam using 'Captcha' graphics)

You can quite easily add more questions, eg phone number, yes/no boxes, etc – and choose to make any fields optional. Likewise, you can use 'Captcha' graphics to prevent spam. This is all managed in the Forms section of the admin system.

For instructions on how to do these - which are very straightforward - download **Cliktips Guide C.6 Editing Forms.**
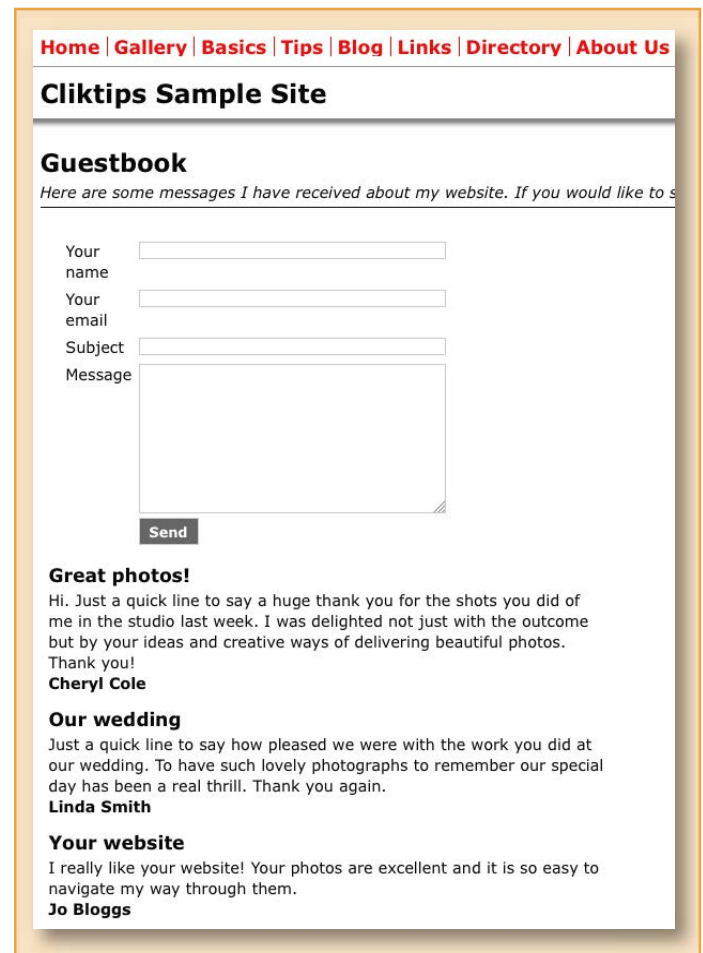
9.7 Comments facility

This facility allows you to post comments/messages on various parts of your site, ie not just Guestbook. This can be especially useful, say, if you've had a positive comment about a particular image.
For instructions, see **Cliktips Guide C.7 How to add Comments**

10. OTHER SECTIONS AND IDEAS

10.1 Other types of sections

flickr gallery. Here you can display images that you may have in a flickr gallery without using up your image allowance. These can also be displayed as a slideshow. See **Cliktips Guide A.7** for details.

Blank. You can actually create a blank page and fill it with a variety of 'other content', including pieces of artwork, text, panels of images, slideshows, etc. This is part of our **Other content** feature and is covered in **Cliktips Guide A.1 Other content.**

10.2 Creating sections within sections ('Parent' and 'Child')

You can also create different types of sections within a 'parent' section. For example, you could have a section entitled 'About us', within which you have a Single page section entitled 'Terms & conditions', a Multi page section 'About copyright' and another Single page section 'Postage & packing'. This is covered in **Cliktips Guide C.1 Menus and site structure.**

10.3 Other ideas from Cliktips Guide C1

Formatting your menu
There is a variety of options available, including changing font, font size, casing, text colour, background colour, aligning left, centre or right, etc.

Have a drop down menu
It's really easy to create a drop down menu, in which case the 'parent' section heading appears in the main menu and the 'child' section headings appear when the user hovers over it (for most design styles). This will include galleries within a Gallery section, articles within a Multi page section, and any 'child' sections within a 'parent' section that you may have set up. Just tick **Use sub menu** in the parent section record.

Create a 2nd menu
Ideal for sections that you don't want to appear in the main menu but you still need on your site, say, in a footer menu, eg Terms & Conditions and Company Information.
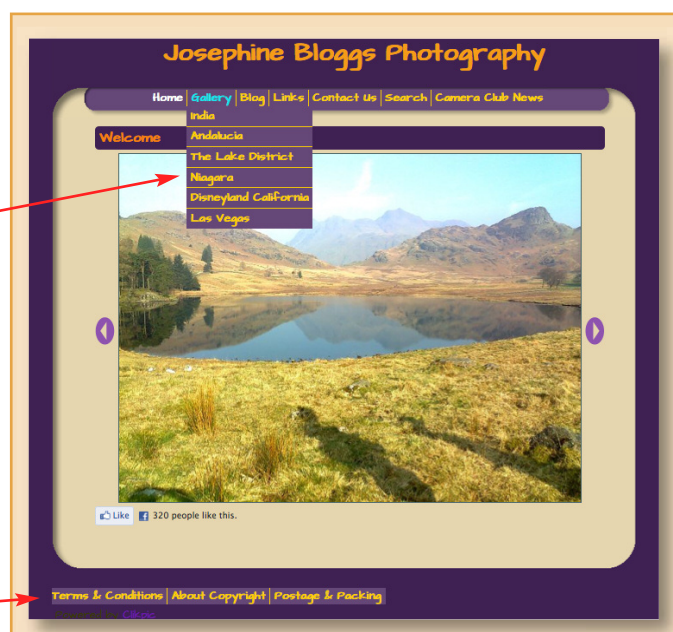
Download **Cliktips Guide C.1** for instructions.

Our Cliktips Guides

Whilst this guide covers the basics for building a great template website, there are many other things you can do. We cover these in our **Cliktips Guides**, which you can download from the Home page of the admin system. Have a look through the list and see if there are any ideas that you'd like to do.
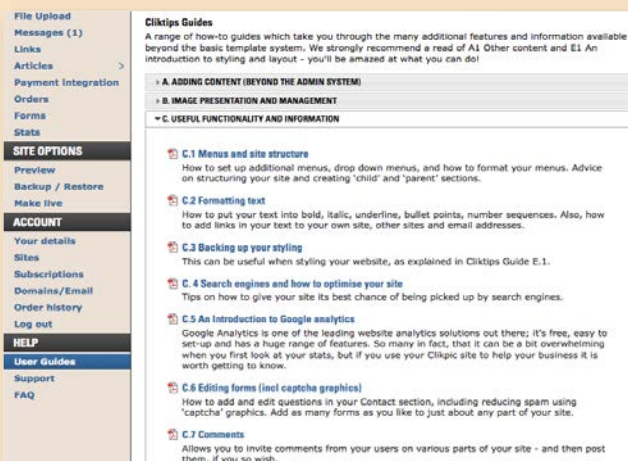
11.1 How to subscribe

To make your site live you must firstly subscribe and pay. To do this, click on **Subscribe** ① in the admin system and follow the prompts. Please note:

- You can subscribe at any stage after registering - up to 3 months after your free trial has ended.

- Payments are made through a secure online payment gateway.

- UK customers can opt to pay by cheque or BACS transfer, instructions are provided by clicking on ②. If so, please don't forget to quote your order reference, as it is a manual process for us to reconcile your payment with your order.

Once you have subscribed, don't forget:
i. To click on **Make live** in the admin system!
ii. Click on **Publicise site** if you would like us to submit your site to the major search engines **Settings > Site details >** tick **Publicise site.**

11.2 The default domain name

All Clikpic web sites have a default domain name preceded by **www.clikpic.com/** and followed by whatever name you entered in Site code when you registered. For example, if your code was joebloggs, then your default address would be **www.clikpic.com/joebloggs.** Don't confuse 'domain name' with 'Site name'. Site name is simply the heading at the top of your site.

11.3 Buying a domain name through us

If you would like your own domain name, eg **www.joebloggs.com**, you can buy one through us and we will automatically link it to your site. You can still edit and change your site in the usual way. To do this, just follow the prompts in the **Subscribe** section and/or click on **Domains/Email** in the admin system. Within this process you will see that we check to see if the domain name you require is available.
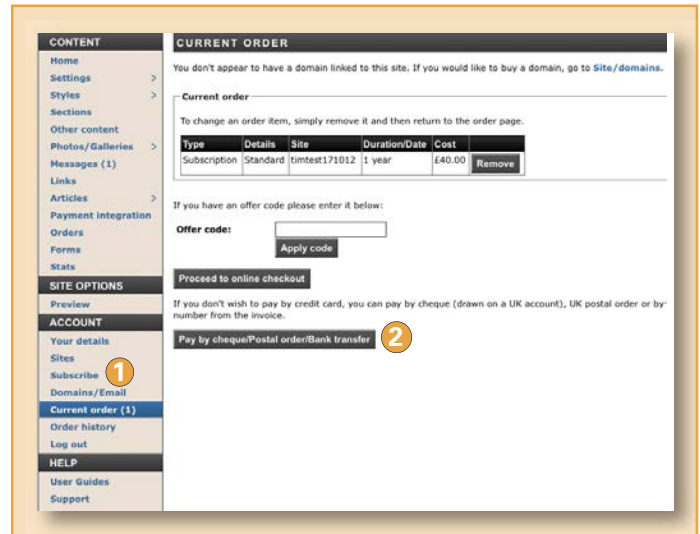
«cliktip» Subscribe before your site is ready!

Your website doesn't have to be the finished article before you go live. It will take search engines several weeks before they start picking it up, so the sooner you go live the better. No one will see it until then anyway - and you can always put a 'Website under construction' note on the home page just in case. (Please be assured that this is a genuine tip, rather than a pressure sales tactic!)

11.3 Buying a domain name through us (cont'd)

IMPORTANT NOTES

- It will take around 24-48 hours for your domain to become live. This is the time it takes "name servers" around the world to update themselves with new registration information.

- We buy the domain on your behalf, so you are the official owner. In so doing it also gets registered with the appropriate registration bodies.

- You may receive unsolicited emails from organisations about renewing your domain. Please ignore these!

- Your subscription and domain are two separate things. When it comes to renewal, it is important that you renew BOTH of them!

- Whilst you can have as many domain names as you like which for one site, we generally do not recommend this, as it can cause problems with your search engine rankings.

We are able to provide .com and .co.uk domains among others. Unfortunately we cannot offer country-specific domain names other than .co.uk, although you can buy these elsewhere and still link to your site with us (see **11.5** below).

11.4 Buying email addresses through us
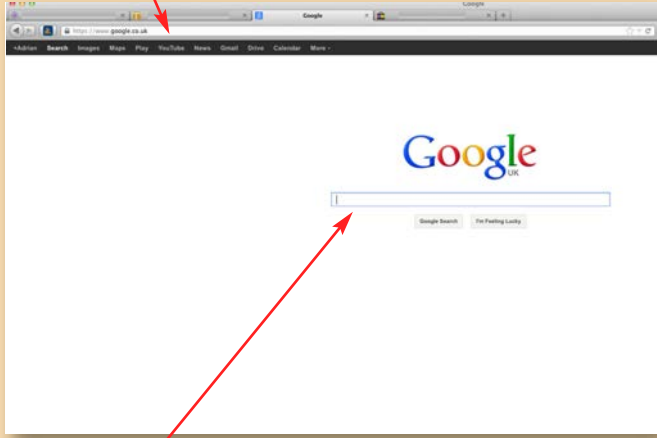
You can also buy email addresses through us. In effect, this means your email address can match you domain name, eg if you have a domain name of **www.joebloggs.com**, then you can buy email addresses such as **john@joebloggs.com**. Click on **Domains/email** in the Admin system and then on **Get an email address** ❶.

11.5 If you already have a domain name

It's usually very easy to point an existing domain to your site with us. The exact procedure varies according to your existing domain name supplier, as you will have to update your domain record with them. To begin the process, go to **Domains** in the admin system, click on **Link an external domain** ❷ and follow the prompts for adding an **external domain**. Instructions are given by clicking on the Help button ❸.

«cliktip» Address and Search bars

Address bar. If someone enters your domain name here, they will see your website within 2-3 days of your purchase.

Search bar. It can take up to 3 months before your website will appear if users try to search here.

11.6 Upgrading your subscription
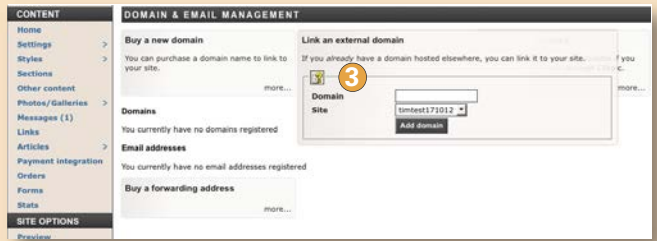You can upgrade your subscription at any time. To do this, click on Subscriptions in the admin system **>** In the table at the top there is a box that says **Upgrade >** Click on this and the prices to upgrade will appear.

These will typically be the difference in the subscription prices divided by how long you have left for your subscription. For example, if you are upgrading from a £55 pa subscription to an £85 pa subscription, the annual difference is £30. If you have, say, 6 months left of your subscription, we will charge you
£30 x 6/12 = £15.

Please note there is a minimum upgrade charge of £3. Also, if you have taken out a subscription for longer than 12 months, the upgrade will apply to the entire period of your subscription and not just the current year.

11.7 Adding a second subscription
You can have as many sites as you on your account, which means you can use the same email address / log in details to control all of your sites. To add a second site to your account:

Click on **Sites** in the admin menu **>** Under **Create a new site**, enter a site name and site code as prompted **>** Click on **Add site.** To switch from one site to the other, click on **Sites** and then click on **Switch** against the site you would like to switch to.

11.8 Updating your account
You can update your details whenever you like, including changing your password. You can also add additional emails to the account ❶. If so, you can also select which email addresses you would like us to use when we contact you ❷, eg to notify you of system changes, subscription reminders, messages received, etc.

11.9 Support Service

We regret we cannot offer a telephone support line, but we do offer an email reply service (which has received excellent feedback in a recent survey of over 1,000 respondents). You can either email **support@clikpic.com** OR use the support ticket system in the admin system in the **Support** section.

We try to reply within 24 hours. If you have not received a reply, please log into the admin system and view your ticket in the **Support** section. If we have replied but you did not get the response, the mail will have probably been blocked as spam. Please ensure you add **support@clikpic.com** to your address book in your email package to ensure emails from us don't get blocked.
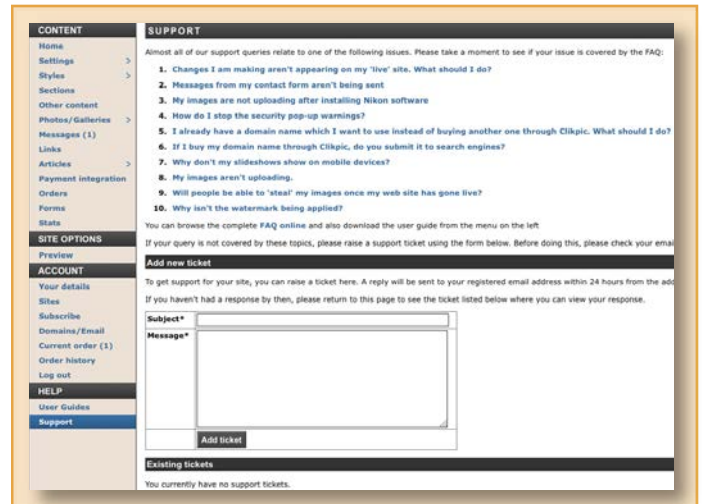
For security reasons, some support issues, such as domain changes, transfers, and account queries must be done over a secure connection, ie via the ticket system in our **Support** section rather than a direct email.

11.10 System availability

Our system is constantly monitored to ensure it is active. Our hosting provider has achieved 100% up time in the last 2 quarters of this year. In addition, customer sites have extra resiliency to ensure they stay up at all times, even in the event of the admin system being unavailable, for instance during maintenance or upgrades.

11.11 Resetting your password

Your password is stored with irreversible encryption in our system. This means although we can check it when you log on, no one including our system administrators can view it. If you forget your password, we will send you a link to reset it to one of your choosing.

To get a reset link sent to your email, enter your email address on the log in screen and click **Reset password** instead of **Log in.** Click **yes** to confirm you want to reset your password. An email will then be sent with the link to reset your password, although this may take a few minutes.

When you click on the link - or copy and paste it into your browser's address bar - you will then be asked to enter your new password.

11.12 Our weekly Stats reports

We provide a weekly traffic report showing you some basic information about your web traffic. Just click on Stats in the admin menu and you will see a report like this.

❶ **Pages ("Hits").** The number of clicks made while people have been on your site.

❷ **Users.** The number of different people who have visited your site.

❸ **Visits.** This is the number of times your site has been viewed, eg if someone visits your website twice, they show as 2 visits but only 1 user.

You can also add Google Analytics and Webmaster tools to your site. These free resources give users access to in depth information about traffic on your site and also provide Google with information to better index your web pages. See **Cliktips Guide C.5.** for details.

12. CLIKTIPS GUIDES

Introduction

This guide has taken you through just about all you need to know how to build a great template website. However, we also offer a whole load of additional features, as well as useful information and tips, which you can download under **Cliktips Guides** when you log in to the admin system. Here is a summary of what they include.

A. ADDING CONTENT (beyond the admin system)

A.1 Other content.   Add all sorts of content to your website in places where you may not otherwise be able to get to. Additional menus, text in the footer, slideshows, etc. *RECOMMENDED to all users!*

A.2 Adding a header graphic. Put your own logo or header at the top of your website. Image editing software required (Photoshop or similar).

A.3 Adding social media buttons. Add a Facebook/Twitter logo to your site, as well as other icons and logos.

A.4 Adding a favicon. The small icon that appears in places such as a user's address bar or favourites. Image editing software required (Photoshop or similar).

A.5 Adding a search facility. Allows users to search your galleries and images. Pros & Super Pros only.

A.6 Adding tables. Copy & paste from a spreadsheet into your admin system.

A.7 Adding a Flickr gallery. Upload images directly from a Flickr gallery without affecting your image allowance (albeit with limited functionality).

A.8 Adding videos. Add as many You Tube videos as you like and re-size them.

A.9 Creating a Blog. Add a personal touch.

A.10 Adding and linking to files. How to upload general files to just about anywhere on your website, which your users can download. These could be Word, Excel, jpegs, zip files, Powerpoint files, etc.

B. IMAGE PRESENTATION AND MANAGEMENT

B.1 Preparing your own images. Advice on how to prepare your images for web use – and how to batch process in Photoshop.

B.2 Using carousels and pop-ups. Present your images in fancy carousels and add them to just about any part of your site. Show your image enlargements as a pop-up.

B.3 Slideshows. Add a slideshow to your home page, your galleries, or even a separate section.

B.4 Uploading images by FTP. Upload images in bulk via an FTP server. Super Pro customers only.

B.5 Gallery isolation facility. Allows you to display a gallery of images without it appearing on your main web site. Includes password facility. Super Pro only.

B.6 Drop down gallery menu. Makes navigation easier when browsing through a large number of galleries by presenting a drop-down box of your gallery headings - and sub-galleries if you have them.

C. USEFUL FUNCTIONALITY AND INFORMATION

C.1 Menus and site structure. How to set up additional menus, drop down menus, and how to format your menus. Advice on structuring your site and creating 'child' and 'parent' sections.

C.2 Formatting text. How to put your text into bold, italic, underline, bullet points, number sequences. Also, how to add links in your text to your own site, other sites and email addresses.

C. 3 Backing up your settings. This can be especially useful when styling your website.

C.4 Search engine optimisation. Tips on how to give your site its best chance of being picked up by search engines.

C.5 Google integration guide. Google provide some excellent free tools to help you monitor your website traffic. Here we explain how to use them.

C.6 Editing Contact forms. How to add and edit questions in your Contact section, including reducing spam using 'captcha' graphics. Add as many forms as you like to just about any part of your site.

C.7 Comments Allows you to invite comments from your users on various parts of your site - and then post them.

D. ECOMMERCE

How to create a shop on your website through your gallery section/s; and how to take orders and payment.

E. STYLING YOUR WEBSITE

E.1 Introduction to styling & layout. Shows you the basics behind changing fonts, font size, colours, alignments, spacing, adding background images, colours and much more.

E.2 Editing fonts. How to change fonts and add fonts to the default selection. Edit your entire site or parts of it.

E.3 Background colours and images. How to change background colours to your entire website, or parts of it. Alternatively upload a background image and adjust its opacity.

E.4 Editing borders. Create & style borders around your website, parts of your site and/or your images. Create a frame effect around your images.

E.5 Layouts and dimensions. Insert/delete from the three main columns provided for most of your web pages. Change column widths.