

CONTENTS

1. **GETTING STARTED** page 1
 - 1.1 The Admin system
 - 1.2 Previewing your site
 - 1.3 Your site name
 - 1.4 Publicise site
 - 1.5 Refreshing your browser
 - 1.6 Preview and Make live
 - 1.7 Validate your email address
2. **CHOOSING A STYLE** page 2
3. **INTRODUCTION TO THE SECTIONS** page 3
 - 3.1 How Sections work
 - 3.2 Take a look!
 - 3.3 How to add a Section
4. **EDITING YOUR HOME PAGE** page 4
5. **CREATING A SINGLE PAGE SECTION** page 5
6. **CREATING A MULTI PAGE SECTION** page 6
 - 6.1 General
 - 6.2 Stage I: Creating the Section
 - 6.3 Stage II: Creating Articles
7. **CREATING A LINKS SECTION** page 8
 - 7.1 What they can be used for
 - 7.2 Creating a Links section
 - 7.3 Adding links
 - 7.4 Using address fields
8. **CREATING A CONTACT FORM** page 10
 - 8.1 Introduction
 - 8.2 Creating a Contact form
 - 8.3 Receiving messages
 - 8.4 Adding a form to any part of your site
 - 8.5 Editing forms & using 'Captcha' graphics
 - 8.6 Guestbook
 - 8.7 Comments facility
9. **CREATING A GALLERY** page 12
 - 9.1 About Galleries
 - 9.2 Preparing your Galleries
 - 9.3 Stage I: Creating a Gallery Section
 - 9.4 Stage II: Creating Galleries
10. **ADDING IMAGES TO YOUR SITE** page 13
 - 10.1 Preparing your images
 - 10.2 Uploading an image
 - 10.3 Bulk image uploads
 - 10.4 Photo settings
 - 10.5 Managing photos
11. **MAKING YOUR SITE LIVE** page 19
 - 11.1 How to Subscribe
 - 11.2 The default domain name
 - 11.3 Buying a domain name through us
 - 11.4 Buying email addresses through us
 - 11.5 If you already have a domain name
 - 11.6 Upgrading your subscription
 - 11.7 Adding a second subscription
 - 11.8 Updating your account
12. **ADMINISTRATION** page 22
 - 12.1 Support service
 - 12.2 System availability
 - 12.3 Resetting your password
 - 12.4 Our weekly stats report
13. **CLIKTIPS GUIDES** page 23



Welcome to Klikpic!

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 Klikpic Team

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



1. GETTING STARTED

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, so 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!

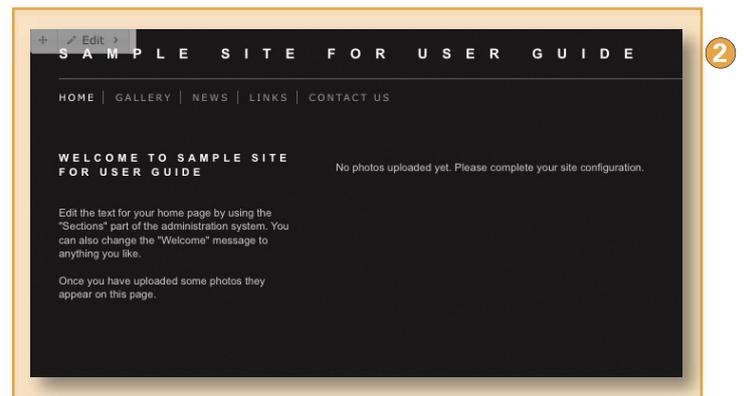
1.4 Publicise site (and other fields) ④

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).

Don't forget you'll need to Refresh your browser to see those changes!

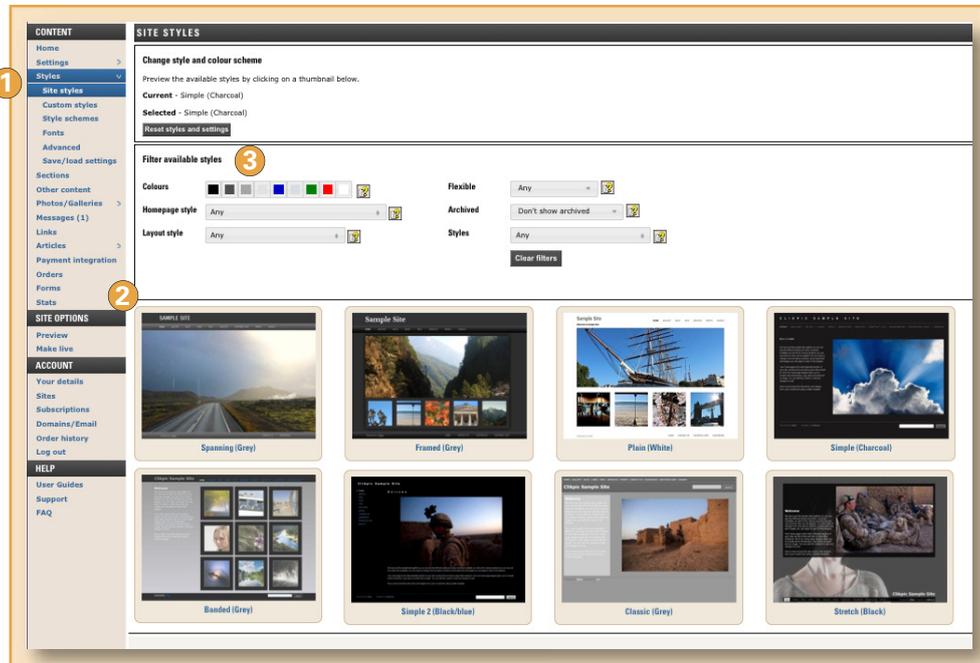
1.7 Validate your email address

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.

2. CHOOSING A STYLE

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** ①.

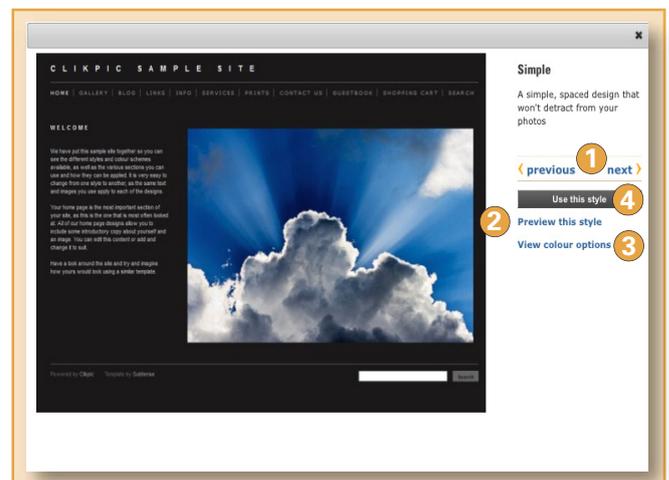
Probably the best way to view the styles for the first time is to click on the first one ② and then scroll your way through them. Alternatively you can use our filtering system ③ to narrow down your selection.



Click on one of the styles and follow these instructions.

- ① **Previous and next.** Click on the arrows to scroll your way through the different styles.
- ② **Preview this style.** Allows you to view a sample site using this style.
- ③ **View colour options.** See how the site looks in the different colour schemes.
- ④ **Use this style.** Click here to apply this style to your site.

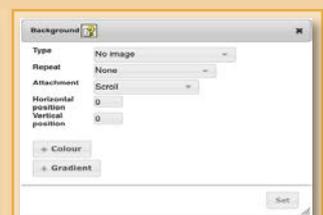
We are continually adding new style schemes, so look out for our emails as and when we do.



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Colours

- By clicking on **Show archived** you can often see different additional colour schemes (depending on the style chosen).
- In addition to the colour schemes we provide, you can also change your site's colours to just about anything you want - you can even add a background image. See **Kliktips Guide E** for details (part 8).



3. INTRODUCTION TO THE SECTIONS

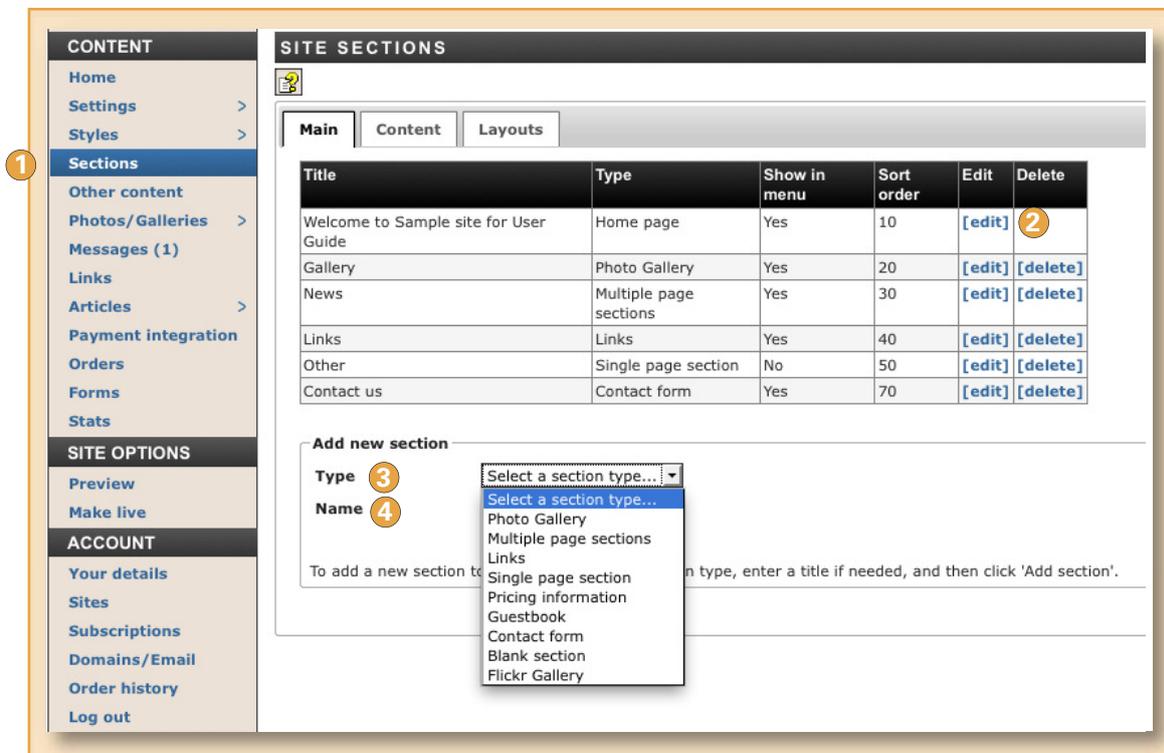
3.1 How Sections work

Your site is made up of different **Sections**, each of which is (typically) included in your menu, in whatever order you wish. We provide a number of different section structures. You can have as many of these as you like and call them whatever you want. 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.

3.2 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** ① in the admin system. Click **edit** ② 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.



3.3 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:

- ③ Choose the type of Section you'd like.
- ④ Enter a Name. Click **Add section**. A new Section will appear which you can start editing.

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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).

4. EDITING YOUR HOME PAGE

Your home page is not optional and will always appear in the list of sections. Some styles have a single image and others have a main image and a selection of images from your galleries. To edit the standard title and text of your home page, go to **Sections** in the admin system, and click **edit** for your home page section.

The screenshot shows the admin interface for editing the home page section. The interface is divided into a left sidebar with navigation menus (CONTENT, SITE OPTIONS, ACCOUNT, HELP) and a main content area. The main content area has tabs for 'Main', 'Content', 'Layout', and 'Advanced'. The 'Main' tab is active, showing an 'Edit record' form for 'SITE SECTIONS: WELCOME TO FINE ART PHOTOGRAPHY'. The form includes fields for 'Title' (1), 'Description' (2), 'Main text content' (3), 'Sort order' (4), 'Parent section' (5), 'Keywords' (2), 'Photo display mode*' (6), 'Photo style scheme*' (6), and 'Use comments' (7). An 'Update record' button (8) is at the bottom. A preview window on the right shows the resulting home page layout with a dark header, navigation menu, and main content area.

- 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, but probably best to leave blank for the time being.
- 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 **Cliktips Guide B.3** 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 Use these buttons to put copy in bold, italics, underline, bullet points, as well add photos & links. See **Cliktips Guide C.2** for details on how to use.



5. CREATING A SINGLE PAGE SECTION

5.1 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.

The image shows a side-by-side comparison of a website and its administrative interface. On the left is the 'Cliktips Sample Site' with an 'About us' page. On the right is the 'Edit record' form in the admin panel. Numbered callouts (1-8) link specific elements on the website to their corresponding fields in the admin form.

- 1: Title field in admin form corresponds to the 'About us' heading on the website.
- 2: Intro field in admin form corresponds to the italicized introductory text on the website.
- 3: Main text content field in admin form corresponds to the main paragraph of text on the website.
- 4: Show in menu and Sort order fields in admin form correspond to the 'About us' link in the site's main navigation menu.
- 5: Parent section field in admin form is blank.
- 6: Keywords field in admin form is blank.
- 7: Use comments field in admin form is blank.
- 8: Rich text editor in admin form corresponds to the text and images on the website.

5.2 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**.

6. CREATING A MULTI PAGE SECTION

6.1 General

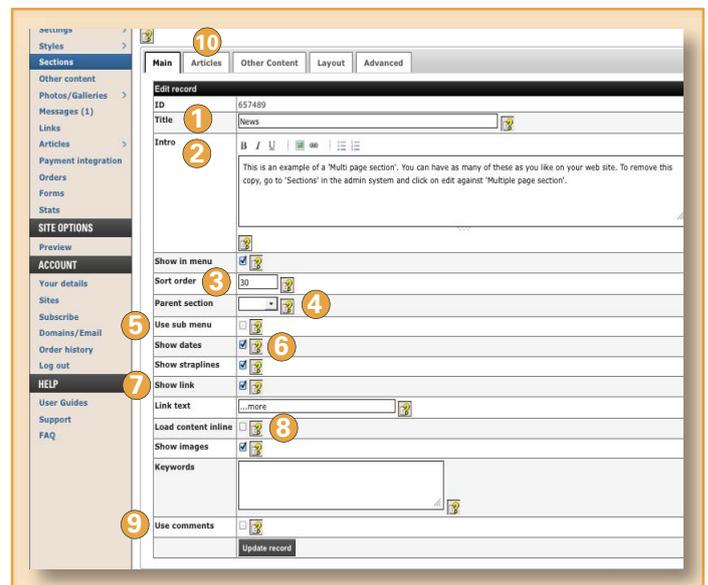
Multi page sections allow you to create a section and then list a series of "articles" in that section, typically in date order, with an optional link for further information. In this example, the Section is called "Blog" and the articles all start with the word "Day". These sections are therefore perfect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

6.2 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 **6.3** below).

6. CREATING ARTICLES

6.3 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)).

The screenshot shows two parts: a website preview on the left and an article creation form on the right. The website preview shows a navigation menu with 'Home', 'Gallery', 'Basics', 'Tips', 'Blog', 'Links', 'Directory', 'About Us', and 'Sample Search'. Below the menu is a 'Blog' section with a list of articles. The article creation form has a sidebar with 'CONTENT' and 'SITE OPTIONS' menus. The main form has fields for 'ARTICLES', 'ID', 'Headline*', 'Date*', 'Sort order', 'Strapline', 'Section', and 'Body'. Numbered callouts 1 through 6 point to the following elements: 1. Headline field, 2. Date field, 3. Strapline field, 4. Section dropdown, 5. Body text area, and 6. Text formatting icons (bold, italic, underline, link, unlink, list, list-rtl).

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.

7. CREATING A LINKS SECTION

7.1 What they can be used for

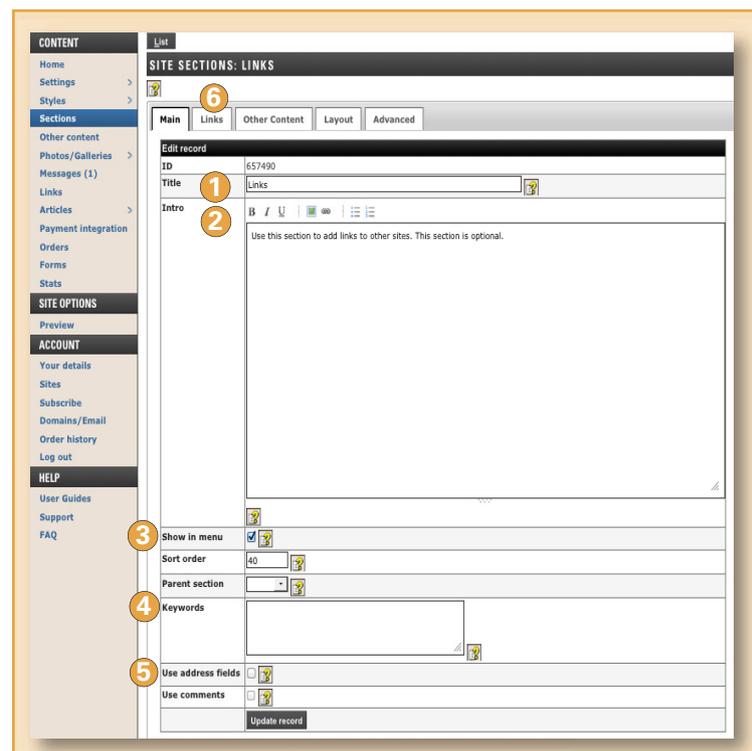
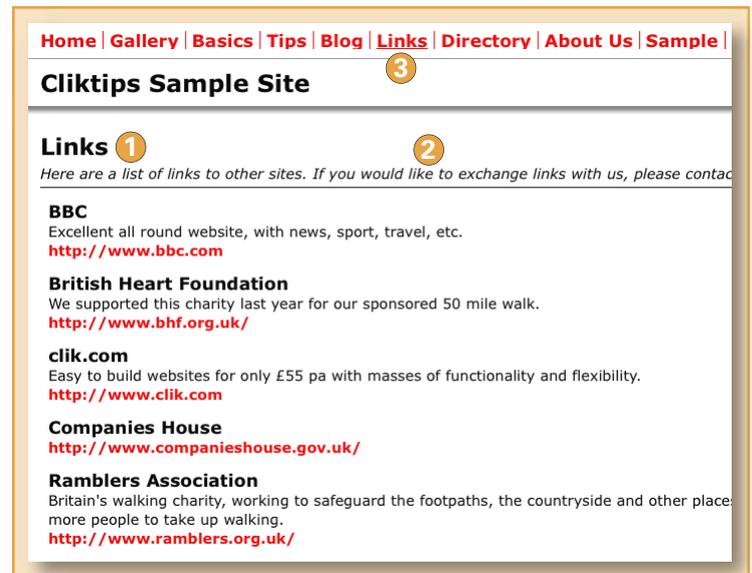
Exchanging links is an excellent way of increasing your search engine rankings, so we recommend that you have at least one Links section, which can have as many links in it as you like. You can optionally add postal addresses, emails, phone numbers, etc, so they are also excellent to use as a directory,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

7.2 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).



7. CREATING A LINKS SECTION

7.3 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).

The screenshot shows the admin interface for the 'LINKS' section. On the left is a navigation menu with 'Links' selected. The main area shows a form for adding a new link with the following fields: ID (237512), Title* (1) BBC, Order* (2) 10, URL (3) http://www.bbc.com, Description (4) Excellent all round website, with news, sport, travel, etc., and Section* (5) Links. To the right is a preview of the 'Cliktips Sample Site' showing the 'Links' section with the added links: BBC, British Heart Foundation, and clik.com.

The screenshot shows the 'Cliktips Sample Site' with a 'Directory' section. The directory contains three entries: Bureau of Freelance Photographers (6), The British Institute of Professional Photography (7), and The Royal Photographic Society (8). Each entry includes contact information such as telephone numbers, email addresses, and website URLs.

7.4 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**

The screenshot shows the 'Cliktips Sample Site' with the 'Other links' section. The section title is '«cliktip» Other links'. The text below reads: '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.2.4 for details.'

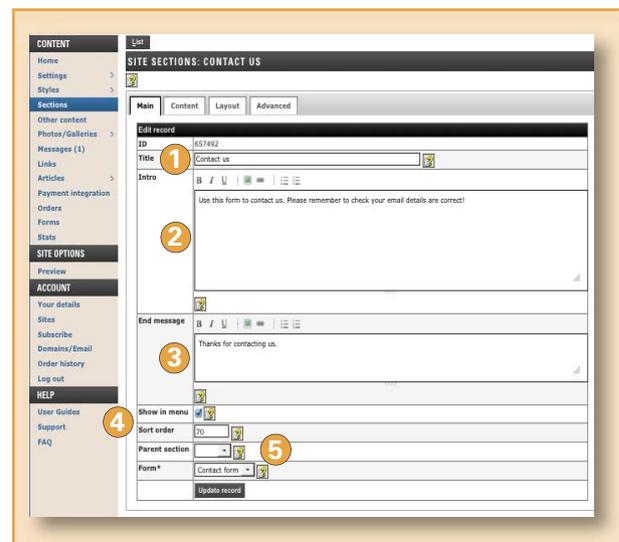
8. CREATING A CONTACT FORM SECTION

8.1 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.

8.2 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.

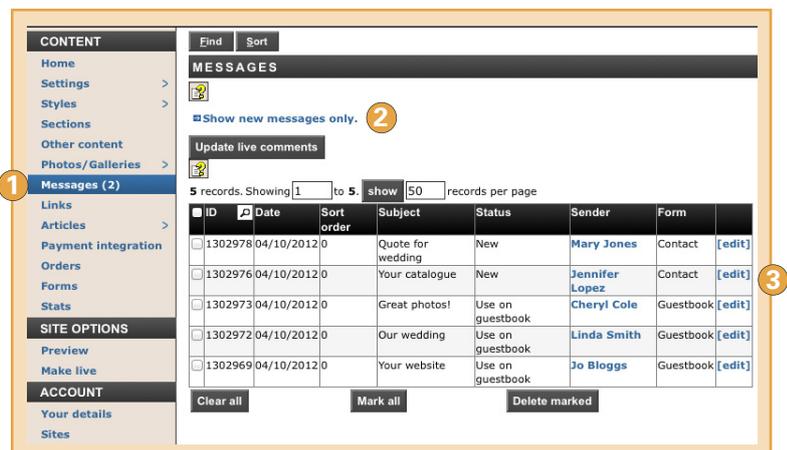


- 1 **Title.** Enter a heading which appears at the top of the page.
- 2 **Intro.** Optional text that appears at the top.
- 3 **End message.** An end message for those who send you something, which appears after they have clicked on the **Send** button.
- 4 **Show in menu and Sort order.** Tick if you 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.

8.3 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.



8. CREATING A CONTACT FORM SECTION

8.4 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.

8.6 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.

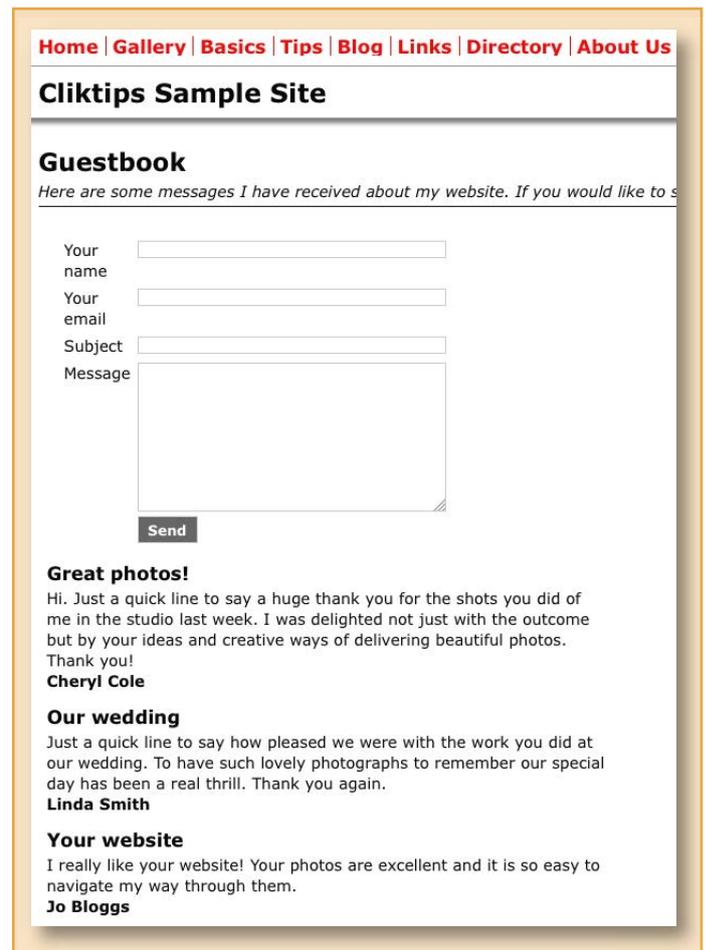


8.5 Editing forms (& preventing spam using 'Captcha' graphics)

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**.



8.7 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**

9. CREATING A GALLERY

9.1 About Galleries

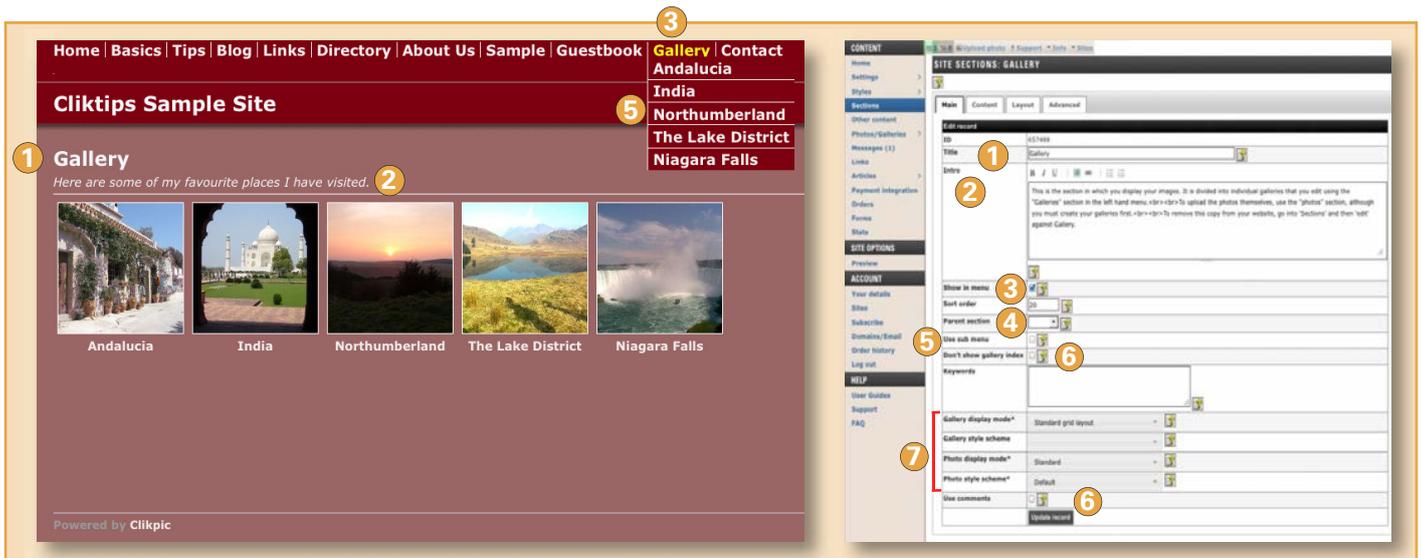
Our galleries are an excellent tool to display a series of images - as photographs, products to sell, even lists of information with pictures. You can have as many as you like – and as many sub-galleries as you like (even sub-sub-galleries!).

9.2 Preparing your Galleries

In Section 10 we show you how to upload your images and manage them. Before then, it is certainly worth being clear how you would like your galleries structured – how many would you like - what will each of them contain - which order would you like them in? When you upload your images, you will need to assign them to a gallery.

9.3 Stage I: Creating a Gallery Section

You firstly need to create a gallery section (Stage 1) and then create individual galleries within that section (Stage II) 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.

9. CREATING A GALLERY

9.4 Stage II: Creating Galleries

Now that you have set up a gallery section, you now need to 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 Andalusia.
- 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.

The screenshot shows the 'GALLERIES' management interface. At the top, there are buttons for 'List', 'Delete', 'New', and 'Find'. The 'New' button is circled with a '1'. Below this is the 'Edit record' form for a gallery with ID 531982. The 'Gallery name*' field contains 'Andalusia' (callout 2). The 'Description' field contains 'Here are some of my favourite shots from my recent trip to Andalusia.' (callout 3). The 'Keywords' field is empty (callout 4). The 'Sort order' is set to '10' (callout 5). The 'Sub gallery of' dropdown is empty (callout 6). The 'Heading Image' field has a 'Browse...' button (callout 7). At the bottom right of the form is the 'Update record' button (callout 8). A sidebar on the left lists various site management options, with 'Photos/Galleries' selected.



10. ADDING IMAGES TO YOUR SITE

10.1 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. Our system will automatically compress them for you and re-size them both as thumbnails and as enlargements.

However, if you are able to do this yourself, we would encourage you to do so. If so, we recommend that they are between 400-800 pixels wide – at 72 dpi.

They should be "jpeg" format, 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 **10.3** for Bulk image uploads).

«cliktip» Adding images

Do not upload or prepare too many images at this stage, certainly until you have read the rest of section 10 (especially **Photo settings**) - as you may need to repeat the process again! Likewise, it is important that you name your images correctly on your computer before bulk uploading, see 10.3 below.

10. ADDING IMAGES TO YOUR SITE

10.2 Uploading an image

You can either upload images one by one, or as bulk uploads of 100 or so at a time (which we cover in the next section). Super Pro users can also use the FTP facility. At this point, it's probably worth trying a single image upload to familiarise yourself with the system, as follows:

In the main menu of your admin system, click on **Photos/Galleries > Photos > click on New** (at the top) **1**.

2 Photo. Click the browse function to locate your image. **IMPORTANT:** before adding any further details about the image, click the Add record button at the bottom of the page. If the image uploads ok, you can then add details below.

3 Caption. Add a short caption – this appears on the gallery index as well as the main photo page. These can very much help with search engine rankings. (This is done automatically when bulk uploading if you have named your images correctly - see **10.3**).

4 Reference. Add your own reference if you have one or leave this blank if you don't. (Particularly useful if you are selling and need a unique id for each image). Again this can be automated when bulk uploading.

5 Gallery. Select a gallery to show the photo in. You can leave this blank if you want to use the image just for your home page or in an article.

6 Description. This optional text appears when the user clicks for an enlargement of the photo.

7 Image sets. Optionally set the image as one of the main images to appear on the home page, a gallery heading, or a background image. To do this, just click on, say, Home page images; and then the **>>** icon.

8 Keywords. Keywords that will enable users to search for the image. Only enter a small number of relevant keywords that appear in the caption or description as well. Leave blank at this stage.

9 Location, Photographer and Date. If you would like this information to optionally appear against your image, complete the fields. Usually used by photographers or photographic clubs who have documented the image history.

10 Sort order and Flickr id. (Not shown). The order the image will appear in the gallery. As with all of our 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. If you omit this, the photos will be sorted in the order in which they were added. Ignore Flickr id for the time being.

The screenshot shows the 'PHOTOS' section of an admin interface. On the left is a navigation menu with categories like CONTENT, SITE OPTIONS, ACCOUNT, and HELP. The main area is titled 'PHOTOS' and contains a 'New' button (1). Below this is a 'Note' about watermarking and a 'Photo count: 225/3000'. The 'Edit record' section shows a form for a photo with ID 10355463. The 'Photo*' field (2) contains a thumbnail image of a street scene. Below the image are buttons for 'Re-generate Thumbnail', 'Edit...', and 'Browse...'. The 'Caption' field (3) contains 'The Lost Village'. The 'Ref:' field (4) is empty. The 'Gallery' dropdown (5) is set to 'Andalucia'. The 'Description' field (6) contains text about the Spanish Civil War. The 'Image sets' section (7) has two columns: 'Available' (with 'Home page images' and 'Background images') and 'Selected' (with 'Gallery heading images'). The 'Keywords' field (8) is empty. The 'Location:' and 'Photographer:' fields (9) are also empty.



10. ADDING IMAGES TO YOUR SITE

10.3 Bulk image uploads

This is so much easier and quicker than single image uploading, as you can upload up to 100 images at a time. Each bulk upload assigns the images to a particular gallery of your choice. Make sure you have your images saved in one place on your computer and that you have set up the gallery you are going to put them into.

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.

- 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 ref from file name.** Tick this if you would like the system to automatically generate a Reference field from the file name. See **Important note** above for details.

File name:	Gallery:	Image sets:	Ref:	Order:	Caption:	Description:	Status	Size
100c-Cliva_minata.jpg	Flowers			10	100c-Cliva minata		0%	43 KB
200c-HT_rose_summer_lady_tanyd.jpg	Flowers			20	200c-HT rose summer lady tanyd		0%	50 KB
300b-Osteospermum.jpg	Flowers			30	300b-Osteospermum		0%	64 KB
300e-Primula_denticulata.jpg	Flowers			40	300e-Primula denticulata		0%	64 KB

- 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.

After uploading they will be highlighted in the photos list as "new records", just as if they had been uploaded individually.

«kliktip» Browser interference

When using the bulk upload function, larger images can sometimes be resized by your browser if they exceed its settings for maximum dimensions, ie rather than our system resizing them. If so, the quality may not be as good. We therefore generally recommend that if you are going to use the bulk uploader then you resize your images before uploading to 72 dpi and a maximum of 800 pixels wide (see 10.1).

10. ADDING IMAGES TO YOUR SITE

10.4 Photo settings

Before uploading images, you can edit your **Photo settings**. These allow you to amend the size your images appear on your website (both thumbnails and enlargements) – to add a watermark – and to specify the maximum number of images that appear on your gallery pages.

- 1 Maximum width.** This should be set to between 400 and 800 pixels. You can go up to 1,000, but you may need to adjust your site to accommodate the increased width.
- 2 Maximum height.** This can be left blank as the height will be determined by the width. Generally speaking, we recommend this NOT being too much larger than the maximum width – mainly because it can distort any slideshow you may set up and/or it is not always good for your users to have to scroll down when viewing an image.
- 3 Maximum thumbnail width.** The maximum width for thumbnail images (max 260 pixels).
- 4 Maximum thumbnail height.** This can be left blank as the height will be determined by the width. However, some customers like to change this, for example, if they have a lot of portrait shaped images.
- 5 Manual thumbnails.** Tick this box to upload your thumbnails by hand, ie you prefer to prepare your own thumbnails, rather than our system generating them.
- 6 Crop thumbnails.** If you would like your thumbnails to be all the same size, tick this button and amend the width and height settings accordingly, **3** and **4** above, eg try 150 x 150 for square shaped thumbnails.
- 7 Watermarks.** Tick if you would like the system to automatically apply a watermark to all of your images. This will default to 'Hosted by www.clikpic.com'

WARNING!

If you change any of your **Photo settings** they will NOT apply to any images you may have already uploaded, which will need deleting and re-uploading. This is because our uploader must have high res images to operate effectively - images that are already on the system are low res, making it extremely difficult to change the settings without ruining image quality. The exception is changing thumbnail settings, see **10.4.1** below.

«cliktip»

Watermarks

- Adding a watermark is a good way of protecting your images without being too intrusive.
- They only appear on enlargements, not thumbnails.
- Either use our default watermark (shown), or you can create one yourself, if you know how to create GIF or PNG files with a transparent background.



- 8 Watermark file.** Alternatively, You can a graphic here to watermark your images. Please ensure it has a transparent background. It will need to be a GIF or PNG.
- 9 Max photos per page.** This is a global setting for the maximum number of photos on an index page, ie gallery. If there are more than this, then the list will be split over several pages – a useful tool to tidy up your galleries. NB this will NOT be applied to sections/content sections set to any of the 'carousel' modes.

10. ADDING IMAGES TO YOUR SITE

10.4.1 Adjusting your thumbnail settings (to images you have already uploaded)

Adjust your thumbnail settings to whatever dimensions you would like, max 260 wide (see 3 and 4 on 10.4) > Go to the respective photo record > click **Re-generate thumbnail**. (Alternatively click **edit** and amend the settings at this point). Please note that if you have applied a watermark to the image, re-making a thumbnail will include the watermark on the thumbnail image.

«kliktip»Tidying your gallery

BEFORE



AFTER



Photo settings are a great way to tidy up your galleries quickly and easily. In this example, we have done three things:

- 1 Amended the thumbnail dimensions to width and height of 150 x 150, see 3 and 4 on previous page > Then clicked on **Crop thumbnails** 6 > **Submit**. The system has re-sized/cropped the thumbnails to these square dimensions.
- 2 We have also amended **Max photos per page** 9 to 15, which means there are no gaps and the images align neatly on the page. Also, the user doesn't have to do as much scrolling down or wait as long for the page to load.
- 3 Added captions. Very important for search engine purposes! It didn't take us long as we named the files correctly so that the Bulk uploader did it for us (see 10.3).

Use Slide Shows, Carouels and Pop-ups

Alternatively, it is easy to set up a range of different presentation ideas. See **Cliktps Guides B.2 and B.3** for details.

Slideshows

A wide range of stylish slideshows to choose from.



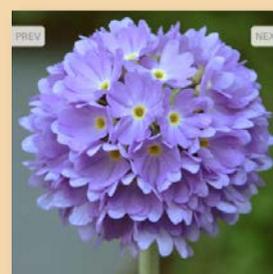
Carouels

Display a small number of thumbnail images in a row which can be scrolled to show the next batch.



Pop-ups

View full size images without having to load a new page. It can provide a quicker, better viewing experience.



10. ADDING IMAGES TO YOUR SITE

10.5 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 screen 1.

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**.

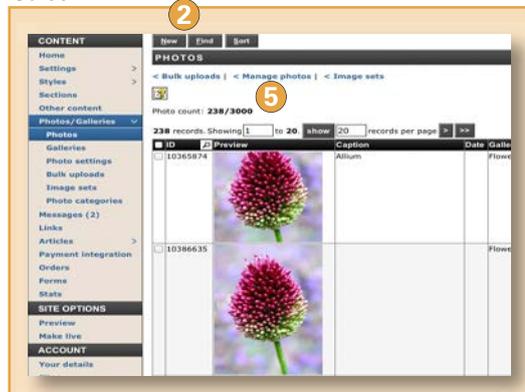
Stage II: Editing them

- > 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**

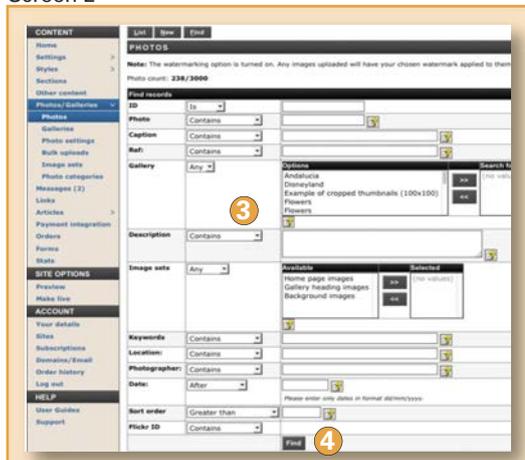
If you ticked the box at the top of the list labelled **Omit updated photos after update** **11**, then any updated photos will no longer appear in the list. This is useful if you want to assign a set of images to different galleries. If you are tweaking the sort order, ensure this box is unchecked.

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.

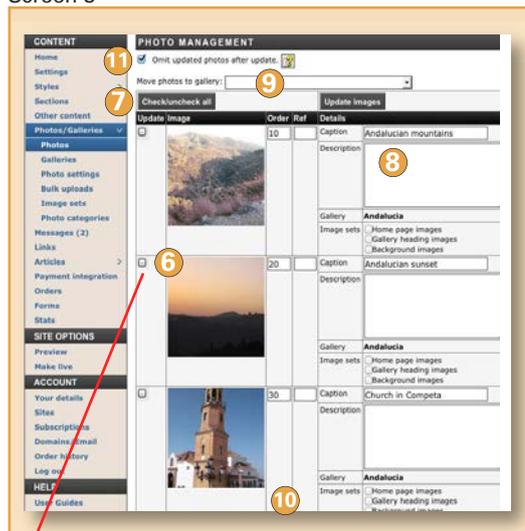
Screen 1



Screen 2



Screen 3



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

11. MAKING YOUR SITE LIVE

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:

- To click on **Make live** in the admin system!
- Click on **Publicise site** if you would like us to submit your site to the major search engines
Settings > Site details > tick Publicise site.

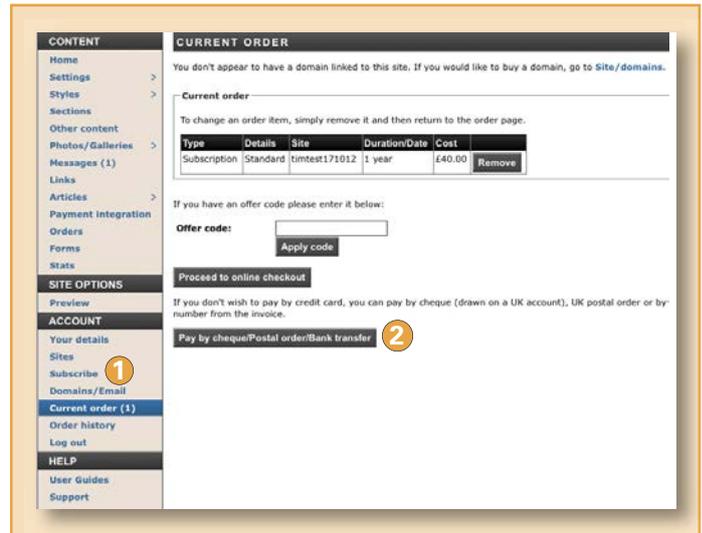
11.2 The default domain name

All Klikpic web sites have a default domain name preceded by **www.klikpic.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.klikpic.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

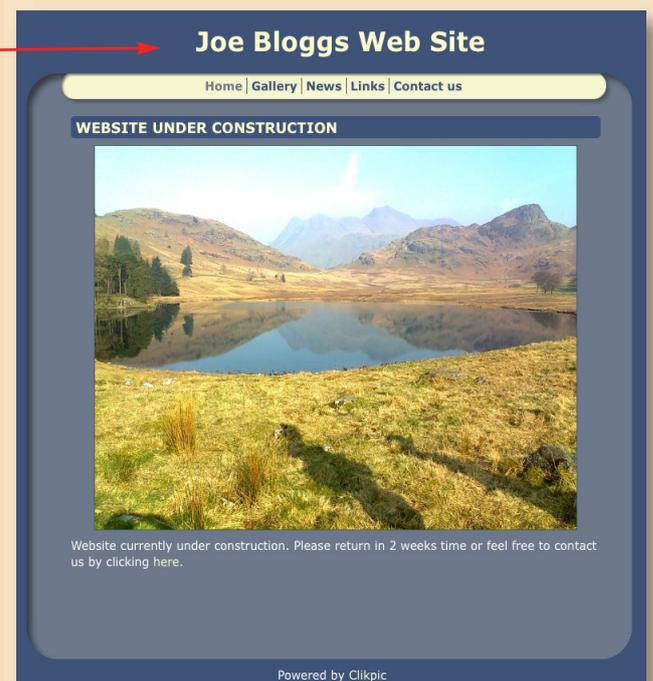
If you would like your own domain name, eg **www.joebloggs.com**, you can buy one through us and we will automatically link it to your site. You can still edit and change your site in the usual way. To do this, just follow the prompts in the **Subscribe** section and/or click on **Domains/Email** in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

Continued over >>



«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. MAKING YOUR SITE LIVE

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

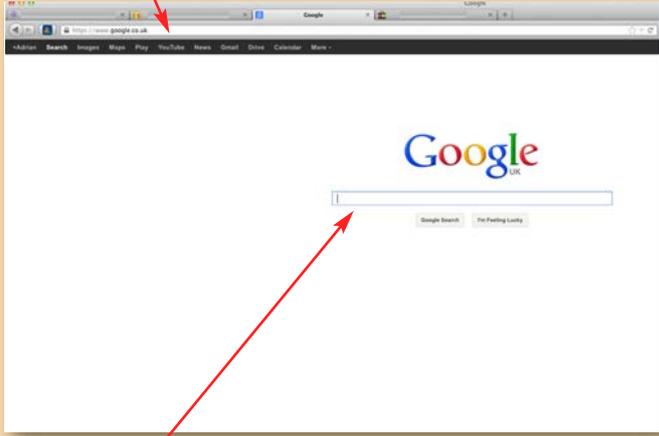
You can also buy email addresses through us. In effect, this means your email address can match your domain name, eg if you have a domain name of **www.joebloggs.com**, then you can buy email addresses such as **john@joebloggs.com**. Click on **Domains/email** in the Admin system and then on **Get an email address** ①.

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** ② and follow the prompts for adding an **external domain**. Instructions are given by clicking on the **Help** button ③.

«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.

CONTENT DOMAIN & EMAIL MANAGEMENT

Buy a new domain ②

Link an external domain ②

Get an email address ①

Domain	Start	End	Status	Site	Renew/Remove
lwc8183.org	07-Dec-11	07-Dec-15	Live	lwc8183.org	After 07/04/2015

Domains

Email addresses

Buy a forwarding address

CONTENT DOMAIN & EMAIL MANAGEMENT

Buy a new domain

Link an external domain ②

Domain Site ③

Domain: lwc8183.org

Site: lwc8183.org

Add domain

11. MAKING YOUR SITE LIVE

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 $£30 \times 6/12 = £15$.

Please note there is a minimum upgrade charge of £10. 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 ①. If so, you can also select which email addresses you would like us to use when we contact you ②, eg to notify you of system changes, subscription reminders, messages received, etc.

CONTENT

- Home
- Settings >
- Styles >
- Sections
- Other content
- Photos/Galleries >
- Messages (10)
- Links
- Articles >
- Payment integration
- Orders
- Forms
- Stats

SITE OPTIONS

- Preview
- Make live

ACCOUNT

- Your details
- Sites
- Subscriptions
- Domains/Email
- Order history
- Log out

HELP

- User Guides
- Support
- FAQ

ACCOUNT DETAILS

Edit your account details

First name* Adrian

Last name* Cottrell

Password*

Confirm Password*

Options

Send me *Clikpic* news
Send no more than once a month, news of what's new about Clikpic.

Update record

① Email addresses

Address	Status	Default	Allow contact
adrian@peterboroughvineyard.org.uk	Validated	Yes	Yes

② Add a contact email address

Address

Allow contact

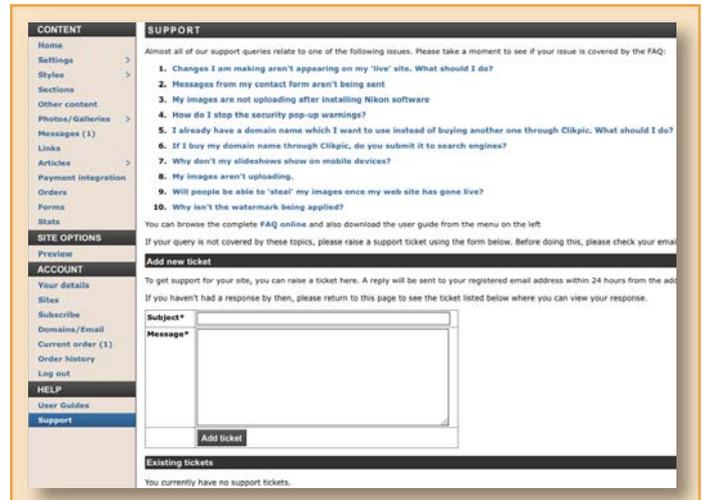
Add address

12. ADMINISTRATION

12.1 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.

12.2 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.

12.3 Resetting your password

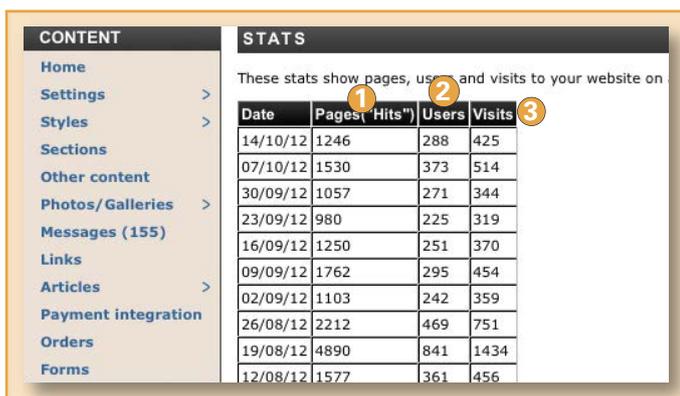
Your password is stored with irreversible encryption in our system. This means although we can check it when you log on, no one including our system administrators can view it. If you forget your password, we will send you a link to reset it to one of your choosing.

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.

12.4 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.



Date	Pages (Hits)	Users	Visits
14/10/12	1246	288	425
07/10/12	1530	373	514
30/09/12	1057	271	344
23/09/12	980	225	319
16/09/12	1250	251	370
09/09/12	1762	295	454
02/09/12	1103	242	359
26/08/12	2212	469	751
19/08/12	4890	841	1434
12/08/12	1577	361	456

- 1 **Pages ("Hits")**. The number of clicks made while people have been on your site.
- 2 **Users**. The number of different people who have visited your site.
- 3 **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.

13. 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. An excellent tool.

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 videos

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

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).

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. Ideal if you want to display images to a limited customer base. 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 styling

This can be useful when styling your website, as explained in **Cliktips Guide E**.

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, if you so wish.

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

This styling guide shows you how to change fonts, font size, colours, alignments, spacing, add background images, colours and much more. **RECOMMENDED to all users!**