APPLICATION USER GUIDE

Application:	**Online Presence Platform**
Version:	**2.0**
Description:	This document outlines how to use the Platform to access the complete suite of business applications and services that will empower your company — giving you the ability to manage every aspect of your online presence through one intuitive interface.

1   Introduction

The Online Presence Platform (Platform) is an intuitive interface, which connects you to the complete suite of business applications and services that will empower your company — giving you the ability to manage every aspect of your online presence.

Using the applications and services contained in the Platform, customers can build websites, operate an online store, manage security, build blogs, photo albums and chat systems and much more.

1.1   Building your Online Presence

Building an online presence is much more than having a great design for your website, although a great website is a great starting point. Building an online presence allows to take the design from your site and carry it through to your social network, business cards, and email campaigns. The Platform is designed to walk you through setting up your online presence step-by-step.

1.2   Getting Noticed

Once your online presence is established, you can begin promoting your business through social networks and search engines. Once you have your website built, the Platform will walk you through setting up other services, such as email campaigns and search engine optimization.

2   Understanding the Platform

The Platform navigation includes everything you will need to create and manage your online presence. A top-navigation task bar and drop-down menu provides access to key services, such as websites, account information, email, and online shop.

The main components of the Platform include:
- **Websites** – allows you to view the statistics for Websites listed under a specified domain.
- **Support** – provides contact information for technical support or billing, and a link to online help.
- **Email** – launches Webmail associated with the specified website.

2.1   Task Bar

The Task Bar provides access to Websites, Webmail, Shop and an Account Management drop-down.

2.1.1   Websites

The websites icon introduces you to the website builder, which will help you create and publish a beautifully designed website. To

The Once you have created your first website using the Online Presence Builder, you will be able to manage your sites from here. Select your domain from the drop-down and click the **Edit Site** button. You'll be taken to the Online Presence Builder to start editing your website.
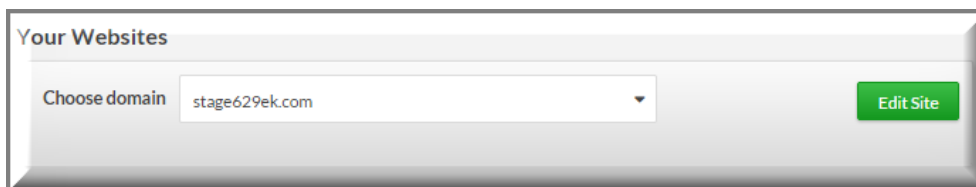
2.1.1.1   Website and Domain Information

This section provides a view into your service and usage details, along with receiving helpful tips and tricks.

2.1.1.2   Websites and Email

This section allows you to create and manage personalized email accounts

2.1.2   Support

The Support link provides a list of contact resources should you ever need assistance.

2.1.3   Webmail

This link opens the log-in screen for your Webmail account.
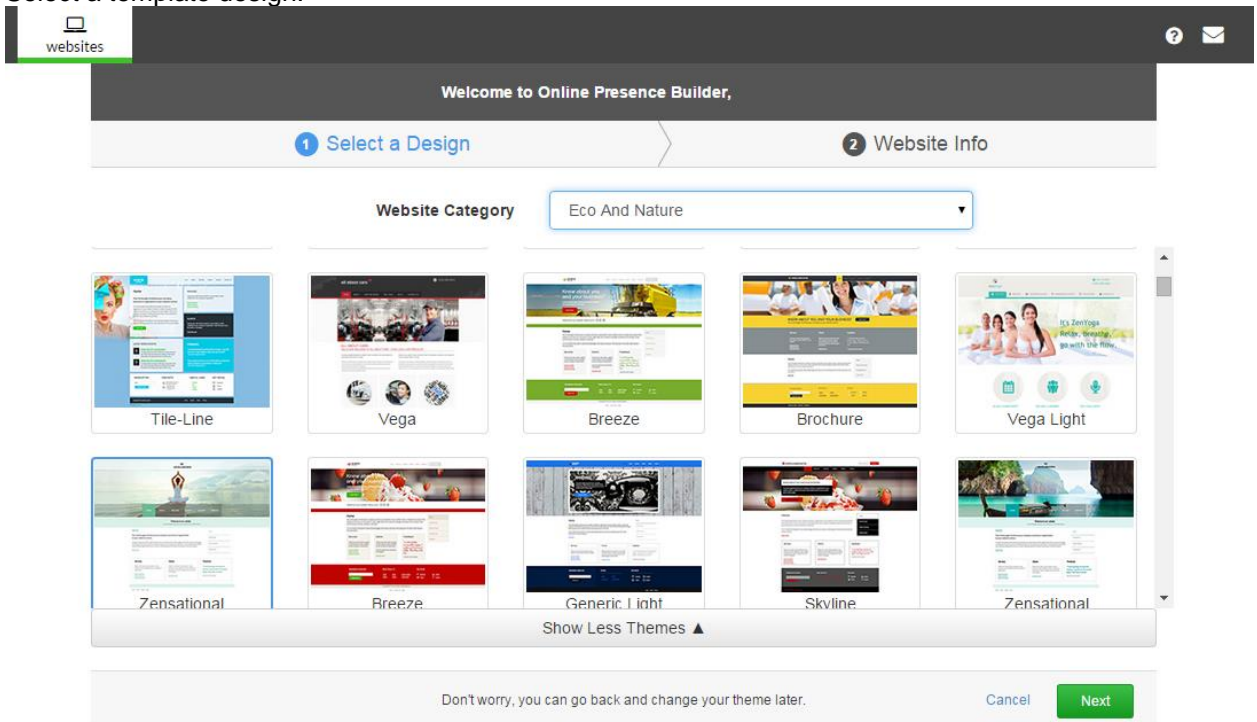
3   Websites

The websites icon introduces you to the website builder, which will help you create and publish a beautifully designed website. With the builder, you can create a one-page site in minutes. Once you have created the site, you will have the option to publish or make edits.

To create a website:
1.   Click on the **websites** icon in the Task bar.
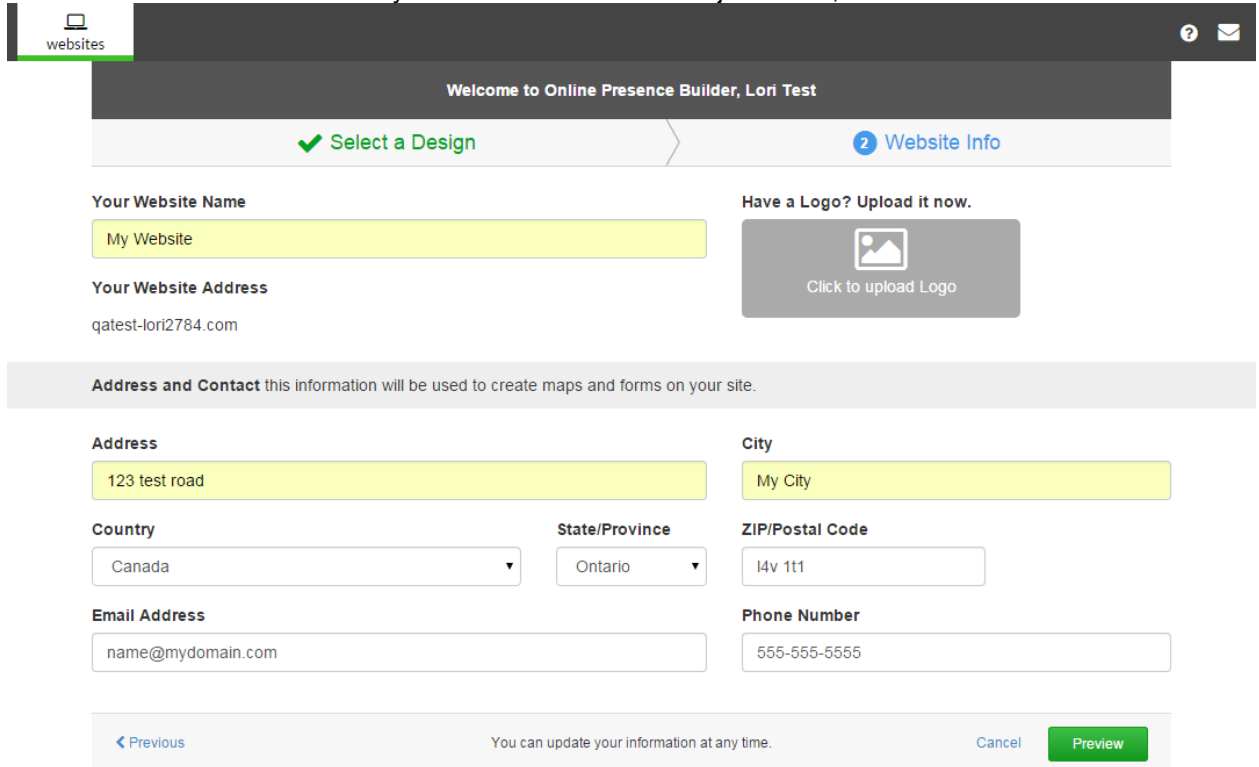2.   Click **Get Started**.

3.   Select a template design.

- Select a **Website Category** that best describes your business.
  Note: If you cannot find a suitable category, you can use one of the general templates or browse through other categories.
- Click on the template that you want to use for your website.
- Click **Next**.

4. Check the information related to your business and make adjustments, if needed.

- Upload your logo, if available.
  Note: This is an optional step – you can add a logo to your website at any time.
5. Click **Preview**.
6. To preview your site on a mobile device, click either of the views in the task bar.
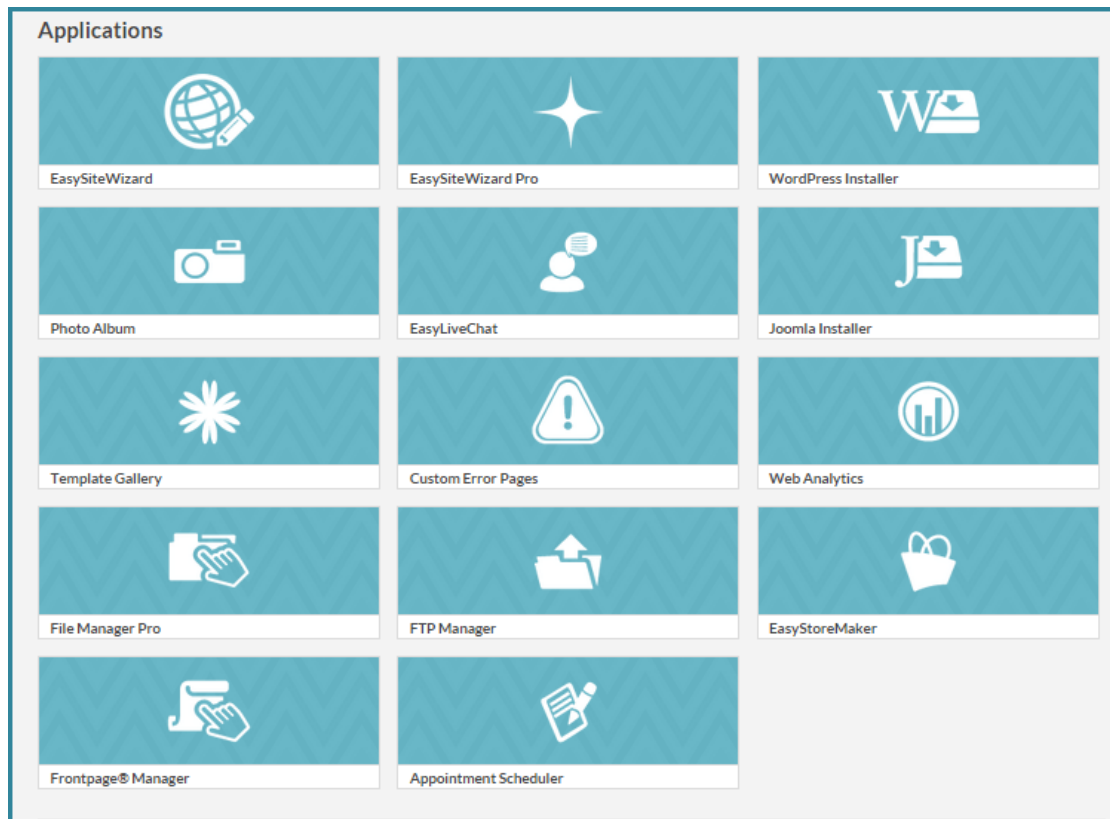
3.1 Advanced Tools

This section allows you to view all applications you have purchased. You can filter the view by selecting one of the category links at the top or you can click **Show more** at the bottom of the page to see all available applications.
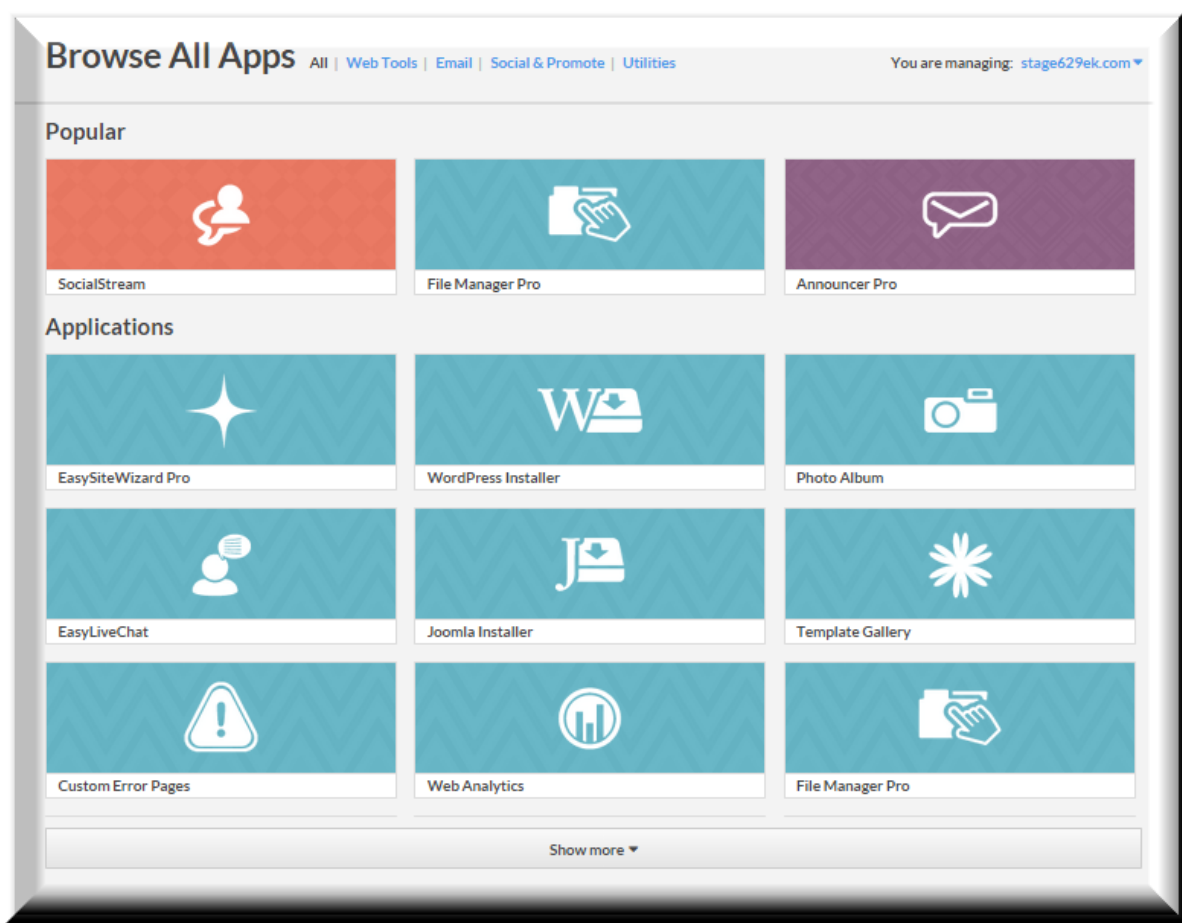
3.1.1   Web Tools

The Web Tools Category provides a list of applications to assist in the building of your website.

3.1.1.1   EasySiteWizard Pro

EasySiteWizard Pro is an intuitive website builder that allows you to easily design, edit and maintain your own website. Featuring the latest in design functionality and an elite selection of high-quality website templates, this powerful site builder is perfect for a user with no HTML experience or an advanced user who is looking for enhanced features and flexibility.

The dynamic drag-and-drop functionality makes it remarkably easy for you to position text and images, and the indexed library of over 40,000 FREE web-ready images gives you the power to add variety and to generate visual interest.

Whether you choose a pre-built template or build your site from scratch, EasySiteWizard Pro lets you create an online presence in minutes.

3.1.1.2   WordPress Installer

WordPress is an easy-to-use weblog system, providing numerous features like categories, ratings, as well as plugins installation. This installer application will easily install the WordPress tool to a directory that you specify within your web services account.

3.1.1.3   File Manager Pro

File Manager Pro allows you to to take full control of your website files. It is a safe alternative to full shell access. You can copy, move, delete, rename and edit files, create and remove directories, change file permissions, and upload files from your local computer to the server.

3.1.1.4   FTP Manager

FTP (**F**ile **T**ransfer **P**rotocol) is a UNIX service that has become an essential feature of the Internet. FTP is a communications protocol that allows for easy, efficient, and accurate **transfer of files from computer to computer** across a network or, in this case, from our end users computer (local location) across the Internet to a web server (remote location).

3.1.1.5   Template Gallery

Advanced Template Manager offers a stunning collection of professionally designed website templates – created for users and developers who demand a sophisticated and highly customized business site – without the high-end site designer's price tag. You can choose from thousands of templates, all of which can be downloaded from your WebsiteOS interface quickly and easily.

These media-rich templates incorporate the latest design enhancements (like Flash) and are compatible with popular HTML editing tools such as FrontPage® and Dreamweaver, making it easy for you to personalize the site to your needs.
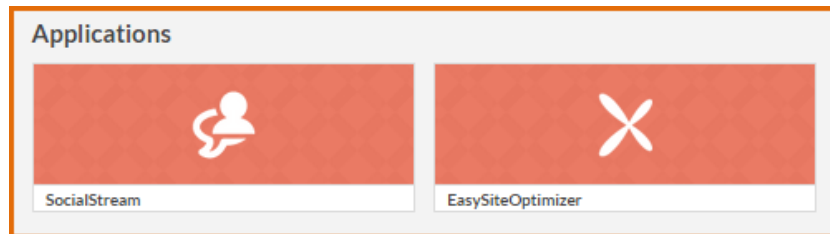
3.1.2   Email

3.1.2.1   EasyMail Setup

EasyMail Setup allows you to create, delete, and manage email accounts. You can also create alias accounts, which are account names that have no storage space and must forward to another address.

Spam filtering, Autoresponders, and a catch-all email address can also be configured.

3.1.3   Social and Promote

3.1.3.1   EasySiteOptimizer

Search engine optimization (SEO) for websites is critical to the success of any online business.

Search engines such as Google and Yahoo!locate and list "optimized sites" ahead of non-optimized sites when conducting their searches.

EasySiteOptimizer helps you improve your site's search ranking performance. An easyto-use wizard guides you through the steps required by all major search engines to submit your site, so it can be found by potential customers and listed higher on search engine result pages.

Useful functions include: keyword creation; site analysis; submission to popular search engines; and search rank position reporting.

Give yourself the power to utilize FREE natural search engine results through SEO resulting in more site visitors and more revenue.

3.1.4   Utilities
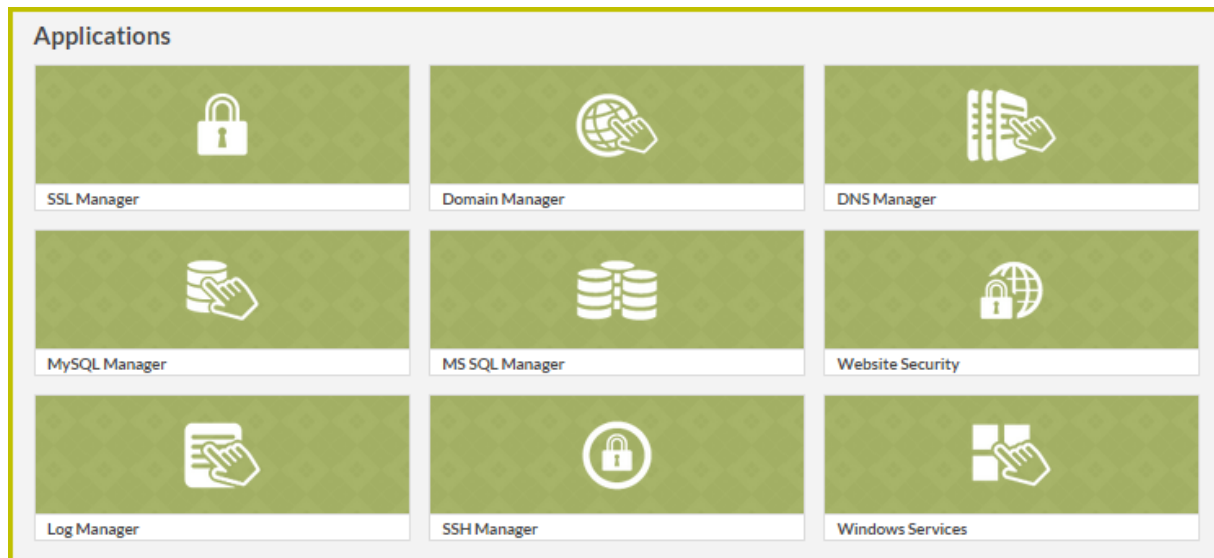
3.1.4.1   DNS Manager

DNS Manager allows users to edit their domain's zone file, including A (address) records, CNAME (canonical name) records and MX (mail exchange) records.

3.1.4.2   Log Manager

The Log Manager allows the end user to obtain raw server logs for their site activity and traffic. Activity Logs are enabled by default. End users can view and/or delete, print, download, and date their log files. They may disable logging altogether to conserve their disk space.

Note: By disabling Activity Logs, Web Stats will only display results of the 12 most recent logs available.

3.1.4.3   Windows Services

The Windows Services Enabler allows the use of **ASP, ASP.net, ColdFusion and ColdFusion MX** files on the end users domain. Our systems will process these files correctly only after enabling the appropriate service on the domain.

If the end user has an SSL certificate installed on their domain, secure services can also be enabled using the Windows™ Services Enabler.

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*Various Hosting Plans contain different applications