



EverWeb

EVERWEB

f o r m a c O S

USER MANUAL

WWW.EVERWEBAPP.COM



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1 Welcome to EverWeb

Welcome to EverWeb!

In this chapter we introduce you to EverWeb and how to purchase the right product to suit your needs.

[Welcome](#)

[New In This EverWeb User Manual](#)

[EverWeb Software Only](#)

[EverWeb+Hosting](#)

[EverWeb Site Shield Addon](#)

[Contact Forms Enhanced Addon](#)

[EverWeb SEO Power Up](#)

[EverWeb Membership Sites](#)

[Custom Designed Professional Website](#)

[Purchasing EverWeb](#)

Welcome To EverWeb!

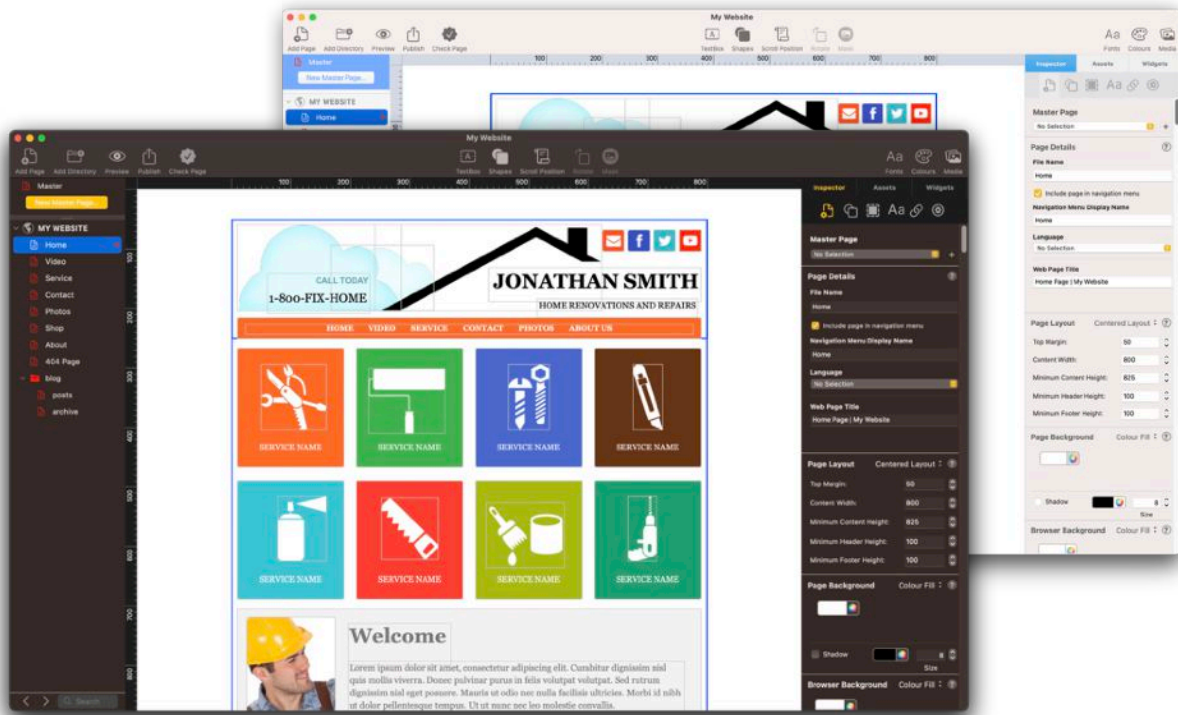


Figure 1.1: EverWeb's User Interface is clean and simple, taking advantage of your computer's macOS features. In the foreground, EverWeb's User Interface for macOS Big Sur or later. In the background, EverWeb's User Interface if you are running a macOS version prior to Big Sur.

EverWeb is a complete drag and drop website building tool, letting you create professional, fast loading websites without any technical knowledge or coding skills.

EverWeb not only makes it easy to create a website, but it also allows you to enhance your website with advanced widgets. You can use a widget to add E-commerce features, Google Maps, Contact Forms, Facebook Like buttons and much more.

EverWeb includes one click publishing to get your website online as fast as possible.

To find out what's new in this release of EverWeb, just use the Help-> New Features Tour... menu option!

New In The EverWeb 4.3 User Manual...

The EverWeb version 4.3 User Manual has been updated to includes the following new, and updated features,.

- [NEW] EverWeb for Mac is certified for use with macOS Sequoia (macOS 15.)
- [NEW] You can choose to use mini layout buttons in EverWeb-> Settings-> General in EverWeb.
- [NEW] Justify Text option in the [Text Inspector](#).
- [NEW] Option to Block AI Bots in the -> File, [Edit Publishing Settings](#) menu option.
- [NEW] Customization options are available for the [Block AI Bots](#) feature.
- [NEW] You can now drag and drop stock photos to Inspector-> Shape Options-> Slide Show.
- [NEW] New option under Inspector->Text -> Export Options -> [Scrollable Text](#) will now export a TextBox that can scroll the text rather than auto size to the length of the text.

EverWeb for macOS and Windows

EverWeb is available for use on both Microsoft Windows and Apple macOS Operating Systems. The following Operating Systems are supported:

- EverWeb for macOS supports MacOS 10.13 (High Sierra) or later.
- For macOS 10.10-10.12 users, EverWeb 3.4.2 is supported.
- For macOS 10.7-10.9 users, EverWeb 2.9.1 is supported.
- EverWeb for Windows supports Windows 10 and 11.

This User Manual is for use with the latest version of EverWeb for macOS.

If you are using an older version of EverWeb, some of the features described in this manual may not be available to you, or may be functionally different.

EverWeb Software Only & EverWeb + Hosting

EverWeb runs natively on Apple Silicon Macs, Apple Intel Macs and PC's running supported versions of Microsoft Windows. EverWeb is available as either:

[EverWeb Software Only](#) (Standalone) or
[EverWeb Software + Hosting](#)

Important!

EverWeb is NOT a subscription service.

No matter which version you choose to buy you will never lose access to the license you purchase, even if you do not renew your account.

EverWeb Software Only

EverWeb Software Only includes EverWeb for macOS or Windows software and one year of product updates and support.

If you do not wish to purchase another year of upgrades and support, you can still use the version of EverWeb that you have already purchased.

With EverWeb Software Only you will have to purchase web hosting separately.

EverWeb Software only costs \$89.95 per license.

Multi-Platform License

If you want to use EverWeb Software Only on **both** macOS and Windows, you can purchase a one time only \$24.95 USD Multi-Platform License. To purchase your Multi-Platform License:

1. Login to your EverWeb [Client Area](#)
2. Go to Services-> My Services and select 'Manage Product'
3. From the left hand side select 'Upgrade/Downgrade Options'
4. Select the option for 'Windows' or 'Multi Platform License'
5. Go to the EverWeb-> Settings menu option. Log out then log back in to your account, or just quit and re-launch EverWeb

EverWeb + Hosting - starting at \$99.95 USD/year

EverWeb + Hosting includes both EverWeb for macOS **and** Windows. It also comes with the benefit of improved support and organization because everything related to your website goes through one company. EverWeb + Hosting also comes with these exclusive features:

1. Lightning Publish: Publish up to 20x faster than with other web hosting providers
2. Password protection of your entire, or parts, of your website
3. 404 Page Not Found redirects so your visitors won't see 404 error pages if they visit an outdated link
4. 301 redirects to redirect old web pages to your new EverWeb website and retain your search engine rankings
5. Free software updates with an active account
6. 24/7 Phone & Email Support with an active account
7. Free Website Stats
8. Faster Website previews and publishing
9. One-Click SSL Certificate for HTTPS Secure URLs with [EverWeb Site Shield](#) (Free with an EverWeb + Hosting 10GB plan).
10. Includes both macOS and Windows versions of EverWeb!

The EverWeb + Hosting version also lets us more efficiently help you should problems arise because we have access to the server that your website is on. You only have to deal with one company for any of your website issues.

EverWeb + Hosting starts at \$99.95 USD / Year.

Purchasing EverWeb

Quickly and easily purchase EverWeb by following the link below. Licenses are immediately delivered so there's no wait in getting your website online!

[Purchase an EverWeb License](#)

You can also expand the capabilities of EverWeb even further with these great Addon Products and Services:

- [Site Shield Addon](#)
- [Contact Forms Enhanced Addon](#)
- [EverWeb SEO PowerUp](#)
- [EverWeb Membership Sites](#)
- [Custom Designed, Professional Website Service](#) and
- [EverWeb Professional Coaching Services](#)



EverWeb Site Shield Addon

EverWeb Site Shield Addon helps protect your website and improves its ranking on Search Engine Results Pages (SERP). Google and other search engines give a SERP boost to websites that use HTTPS instead of just HTTP. Websites using HTTPS display a secure padlock symbol in the web browser's path bar.

Why HTTPS is Important

Using HTTPS is important for your website as:

- All data is 'End to End' encrypted from your visitors computer to your website
- Your website is safer for your visitors
- Your website's credibility is improved with a "secure lock" notice
- Google and other search engines place HTTPS websites higher in their rankings than HTTP websites

Usually, changing your website from HTTP to HTTPS is a difficult process. However, EverWeb Site Shield Addon makes this change very easy - just tick one checkbox to change your website from HTTP to an HTTPS secure website!

Your HTTPS website will be highly optimized for search engines and helps better protect your website visitors at the same time.

You can further enhance your site's security by using EverWeb Site Shield Addon's Enhanced Security Settings. Make the time consuming, complex task of securing your website with advanced protection features a simple one with just a few mouse clicks! EverWeb's Enhanced Security features include:

- Preventing 3rd party sites from embedding your website.
- Preventing content type interpretations.
- Enabling XSS Protection.
- Enabling Secure referrer policy.

Who Can Use EverWeb Site Shield?

EverWeb Site Shield Addon is available to:

- All EverWeb Users*.
- Free if you have an EverWeb + Hosting 10GB or higher plan.
- Available for just \$39.95 USD / Year if you have an EverWeb + Hosting 2GB plan.

** Note: EverWeb Standalone users need to ensure that their Hosting Server has a valid SSL Certificate in order to use EverWeb Site Shield Addon.*

Adding EverWeb Site Shield Addon

To add EverWeb Site Shield Addon follow these steps or [click this direct link](#);

1. Login to your [Client Area](#)
2. Select 'Services' from the menu and click on 'View Available Addons' from the navigation bar
3. You will see the available 'Add Ons' on the next page in the 'Product Addons' section of 'Categories'.
4. Select the 'Addon' and follow the purchasing steps.

Enabling HTTPS Websites in EverWeb

To use EverWeb Site Shield Addon for your website:

1. Go to the Site Publishing Settings of your website project file using the File -> Edit Publishing Settings menu option.
2. Tick the 'Use HTTPS Secure URLs' box.
3. To enable EverWeb Site Shield Addon's Advanced Security Settings, click on the 'Advanced...' button and tick the settings you want to use.
4. Publish your website.

It is recommended that you publish your entire website (using the File -> Publish Entire Site menu option) so that all necessary link structures in your website are properly re-published.

Contact Forms Enhanced Addon

EverWeb's Contact Forms Enhanced is an addon for the Contact Form Advanced widget. Contact Forms Enhanced has the following features:

- A login area to review all form submissions
- Search and manage all form submissions online
- Select the data you want to use quickly and easily
- Export form submission data in CSV file format
- Website visitors can upload files in Contact Forms to a safe, secure area in your Client Area
- Download files that your visitors have sent you from your Contact Forms
- Send mass, personalized emails to anyone who has submitted a form to you
- New form controls including Date & Time, Dividers and Column controls

The Contact Forms Enhanced Advantage

You can use the Contact Forms Enhanced Addon to collect form submissions that can be used for creating email address lists for electronic newsletters, track responses to your events, promotions and surveys, keep your existing client base regularly updated with your current business activities and keep track of potential new customers.

The Contact Forms Enhanced Addon can help you retain existing customers while growing your business with potential new customers.

The Contact Forms Enhanced Addon makes it easy for you to download the data from your form submissions. In addition, you can also receive file uploads from your website visitors that you can then download from your EverWeb Client Area, safely and securely.

Purchasing Contact Forms Enhanced Addon

You can purchase the Contact Forms Enhanced Addon safely and securely from our [Secure Online Store](#).

You can always upgrade/downgrade between packages if you need more, or less, form submissions or file upload space.

Contact Forms Enhanced Addon Pricing

Contact Forms Enhanced is available in the following configurations:

1,000 Form Submissions + 1GB File Upload Space

- Only \$29.95 USD /Year
- Only \$54.95. USD / 2 Years (8% discount)
- Only \$79.95. USD / 3 Years (20% discount)

10,000 Form Submissions + 10GB File Upload Space + Mass Emailing

- Only \$49.95 USD / Year
- Only \$94.95. USD / 2 Years (5% discount)
- Only \$139.95. USD / 3 Years (14% discount)

100,000 Form Submissions + 50GB File Upload Space + Mass Emailing

- Only \$99.95 USD / Year
- Only \$189.95. USD / 2 Years (5% discount)
- Only \$279.95. USD / 3 Years (7% discount)

EverWeb SEO Power Up Addon

EverWeb SEO Power Up Addon automatically optimizes your website for search engines and submits it Google, Yahoo, Bing and Alexa search engines.

EverWeb SEO Power Up Addon:

- Provides detailed and step by step recommendations for each page in your website with the 'Check Page' button then suggests how you can improve the web page's search engine ranking
- Optimizes your website for search engines
- Enables GZip Compression on the server, for EverWeb+Hosting customers, so that you get faster loading websites
- Automatically creates an XML Sitemap file which speeds up your web site's inclusion in search engines
- Allows you to assign priority and frequency to your website's pages according to the sitemap protocol
- Automatically creates the robots.txt file
- Submits your site to Google, Yahoo, Bing and Alexa notifying them of the updated site each time you publish something new.

EverWeb SEO Power Up Addon is:

- Available to all EverWeb customers, whether you host with us or with your own hosting provider
- EverWeb SEO Power Up is **FREE** if you have an EverWeb + Hosting 10GB or higher plan
- Available for just \$29.95 USD / Year if you have an EverWeb + Hosting 2GB plan or EverWeb Standalone

You can purchase EverWeb SEO Power Up Addon safely and securely from our [Secure Online Store](#).

EverWeb Membership Sites

The easiest way to monetize your website and create a membership, or subscription section in your website is by using EverWeb Membership Sites.

You can build a Membership Site for **FREE** on either Windows or macOS. You do not need to host with EverWeb either to build the membership site you always wanted!

A Membership Site lets you password protect your website content and allows your visitors to subscribe to your website content with ease. Membership sites take care of payments, member management, secure areas on your site and more.

It is easy to add a robust Membership section to your website, complete with member sign ups, profiles, restricted content and more.

Why EverWeb Membership Sites?

Using the EverWeb Membership Sites gives you a way to easily build a front end membership site within EverWeb itself. That means your visitors can subscribe, log in and access restricted areas of your website.

At the backend of the Membership Sites is a powerful, robust management and configuration system, where you can manage your subscribers from anywhere.

EverWeb Membership Sites Levels

There are three Membership Sites Levels available:

- Membership Starter
- Membership Plus
- Membership Deluxe

For more detailed information, please refer to the chapter [EverWeb Membership Sites](#).

Custom Designed, Professional Websites

If you are having trouble designing your website, or want a custom designed, professional website designed for you, we can help!

Get a professionally designed website that you have the ability to update and change whenever you need.

We provide three levels of design services to fit your budget which include:

- 1. Converting an existing website design to EverWeb**

This option is a low cost solution to take a pre-existing design and turning into an EverWeb website that you can then update and modify.

- 2. Creating a completely unique, custom design that fits your needs**

This option is great if you need a low cost, professionally designed website that you can edit and modify in EverWeb and you already know what style you want.

- 3. Providing a minimum of 10 unique website designs that you can choose from**

This option is great if you are not sure what you are currently looking for in your website design and want at least 10 unique designs to choose from. Once you choose a design we have created for you, we turn it into an EverWeb project you can then modify and enhance to your needs.

Every package above comes with a professionally created EverWeb project file that you can then take and modify for yourself.

For more details and pricing for these designs, please visit our [custom design website](#) or contact customer support for more details.

EverWeb Professional Coaching Services

EverWeb is designed to be easy to learn and use, but if you ever want some coaching to learn more or tackle a problem you have with your design, we are here for you!

EverWeb Coaching - 10 Minutes or 55 Minutes

Get 1 on 1 live EverWeb coaching with our experts with a 10 minute or 55 minute session. Multiple sessions can be ordered at once.

Our **Advanced** Coaching offers enhanced help including website design assistance, Search Engine Optimization questions with a live, screen sharing session.

EverWeb Priority Phone Support

EverWeb Priority Phone Support is available for EverWeb Standalone or Hosting subscribers who want priority phone support with our EverWeb experts.

This is a yearly service that can be cancelled anytime but it ensures you can call our support specialists 24/7 while you have an active account.

For more details and pricing for EverWeb Coaching and Priority Phone Support, please visit our [Customer Support Options](#) page or contact customer support directly.

More Information About EverWeb

There are additional ways to find out more about EverWeb...

The EverWeb Website

Visit our website at www.everwebapp.com to find out general information about EverWeb, its features, pricing, support and third party resources.

EverWeb Video Tutorials

EverWeb includes hundreds of video tutorials on every aspect of its features and how to use them in your website. To access EverWeb video tutorials either:

- Use the 'Learn how to use EverWeb' button on the Projects Window
- Use the Help-> Video Tutorials menu
- Click on the Video Help '?' button next to the EverWeb feature in the product itself
- Go to the
- [EverWeb YouTube channel](#)

If You Have a Question...

If you cannot find the help you need, or have a question about EverWeb that is not covered in this manual or the video tutorials, please use one of the following resources:

- The EverWeb Knowledgeable at <http://billing.ragesw.com/knowledgebase.php>
- The EverWeb Discussion Forum at <http://billing.ragesw.com/forum.php>

If you have a valid support plan you can also call, email or chat with an EverWeb Expert, live, 24 hours a day, seven days a week, 365 days a year at;

North America: 1-888-500-2901

Europe: +44 808 164 0982

2 Getting Started

In this chapter you will learn about the Projects Window, create your first website project and find out how to get help at any time if you need it.

[The Projects Window](#)

[Creating a New Website Project](#)

[Selecting Your Website Project Page Style](#)

[Creating Your First Page](#)

[Getting Help](#)

Getting Started

The Projects Window

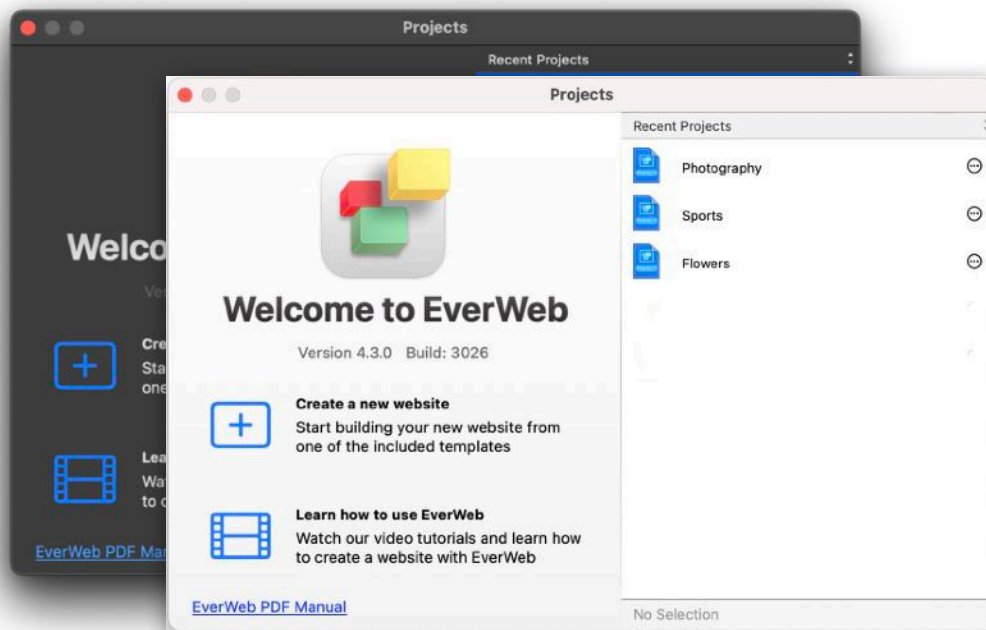


Figure 2.1: EverWeb's Projects Window in Dark and Light Modes. The icon styles match the macOS that you have installed.

The Projects Window is the first screen you see when you launch EverWeb (see Figure 2.1). The Projects Window is where you:

- Create new website projects
- Open an existing website project by double clicking on its name in the Recent Projects list or by using the File-> Open or File-> Open Recent... command.
- Perform administration tasks relating to your website project files.

To access the Projects Window when you are in a project, just use the File-> Projects Window... menu command.

Creating a New Website Project

You can use the Projects Window to create a new website. The Projects Window has two buttons on left hand side (see Figure 2.1):

- 'Create a new website': Click this button to create a new website project in EverWeb;
- 'Learn How to use EverWeb': Takes you to the EverWeb Video Tutorial Library.

The right hand side of the Projects Window lists the website project(s) you have already created in the 'Recent Projects' list. If you do not have any saved projects, this list will be empty. For now, double click on the 'Create a new website' button to create a new EverWeb Project file.

Creating Your First Page

When you create a new website project, the first page of the project is created at the same time. Whenever you add new pages (or directories) to your project, the Theme Template Chooser will appear (See Figure 2.2).

Selecting Your Website Project Page Style

EverWeb's Theme Template Chooser lets you add pages to your website project that are either:

- Fixed Width or
- Responsive

A *Fixed Width* website design is one where the width of the web page is fixed at a specific value. Desktop and tablets typically use a page width of about 1000 pixels, whilst mobile devices typically use a page width of about 320

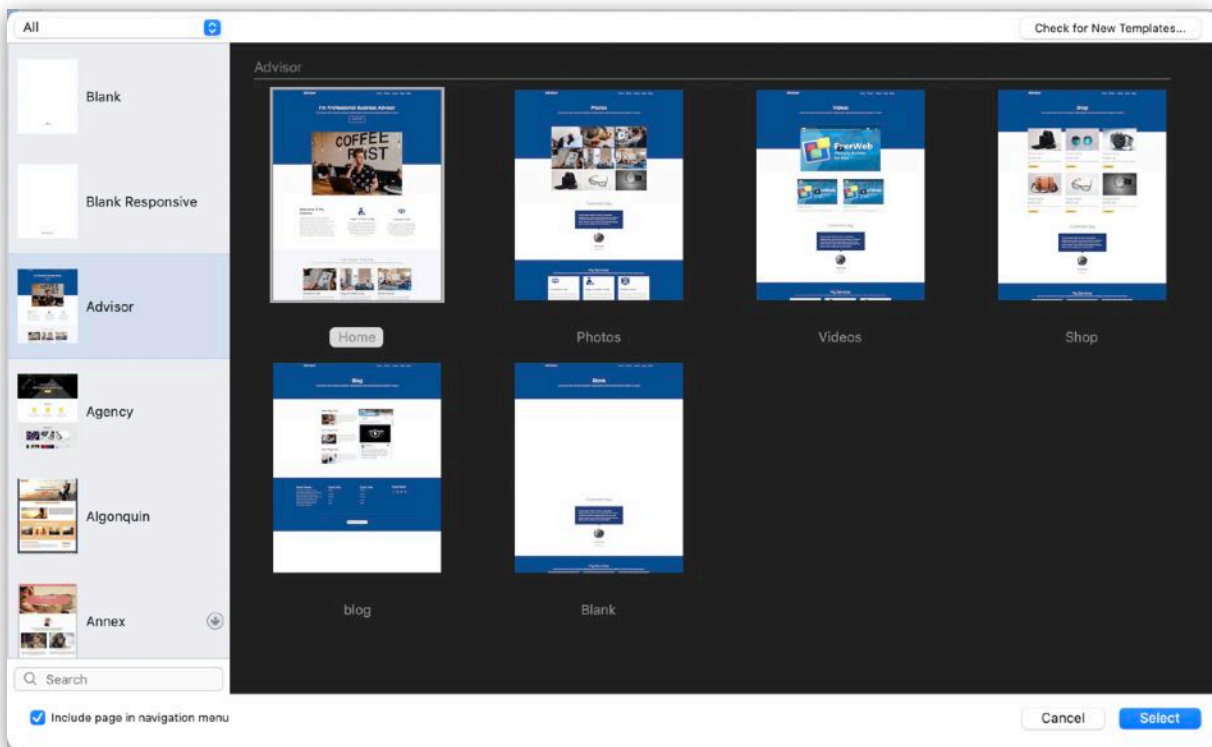


Figure 2.2: The Theme Template Chooser is where you select the page style you want to use for your website. If you are building your website from scratch use the 'Blank', or 'Blank Responsive', template.

pixels. Therefore you will need to design one page for desktop/tablet devices, and a corresponding page for mobile devices.

A *Responsive* page layout automatically adjusts the page width to that of the device it is being browsed upon. As the page design automatically scales to suit the device it is being used upon, only one web page design is needed.

There are advantages and disadvantages to either style and these are discussed in the [Responsive Websites in EverWeb](#) chapter.

This manual explores EverWeb's features using a *Fixed Width* website layout as it makes exploring EverWeb's features and web design concepts easier if you are new to EverWeb. The features explored in the following chapters can also be used in responsive website designs, except where noted..

For more information about creating responsive websites in EverWeb please refer to the chapter [Responsive Websites in EverWeb](#).

Selecting a Theme Template and Page Style

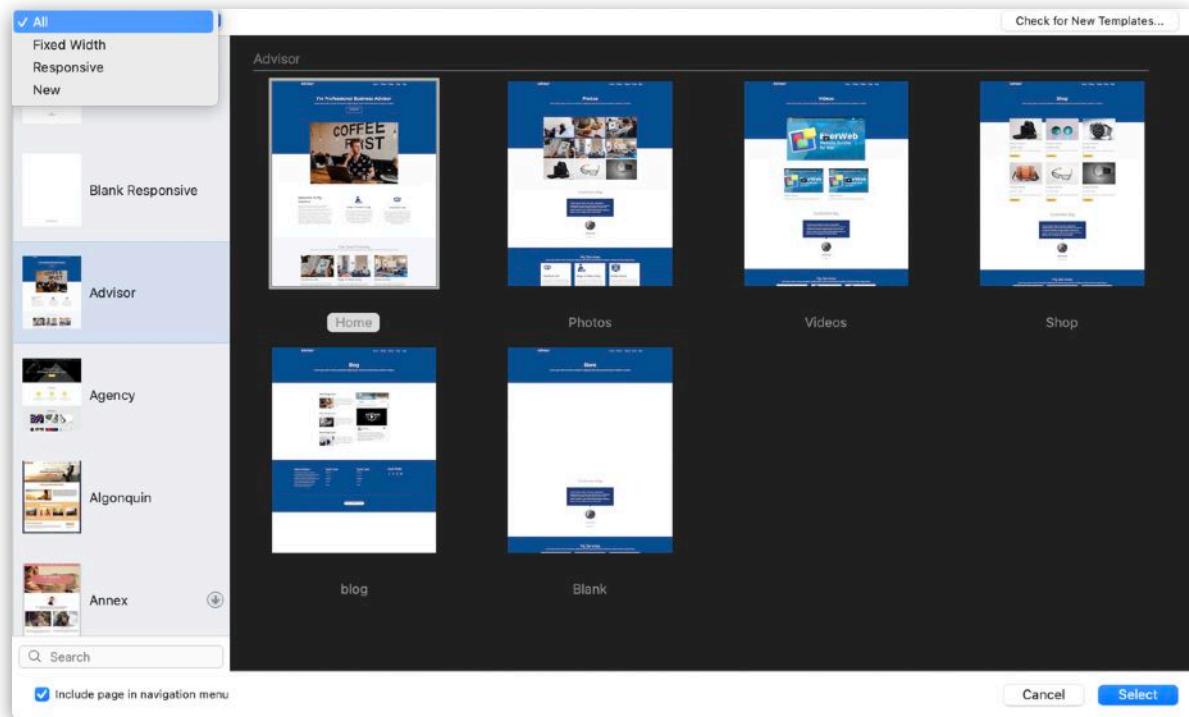


Figure 2.3: The Theme Template Chooser showing the Filter dropdown menu in the top left corner. Use the Filter to display 'All', 'Fixed Width', 'Responsive' or 'New' Theme Templates.

EverWeb's Theme Template Chooser lets you select the style of your website project from over 200 professionally designed Theme Templates. Themes are listed in the left hand column with their corresponding page styles displayed on the right.

To add a new page to your Project file:

1. If this is the first page you are adding to your Project file, go to the next step. If you already have one, or more, pages in your Project and want to add a new page, click on the Add Page button in the Toolbar.
2. You can filter the type of Theme Template that you want to see using the 'Filter' drop down menu in the top left corner of the Theme Template Chooser (see Figure 2.3 above). You can select to view either Fixed Width, Responsive, New or All of the themes.
3. Scroll down the list of themes in the left hand column and click on the theme that you want to use.

4. If you already know the name of the Theme Template that you want to use, just start typing its name e.g. 'Wedding'. Alternatively use the search box at the bottom of the list of Theme Templates. As you type, EverWeb will use predictive search to take you to the theme as you type.
5. If building your website from scratch, use the Blank Theme Template for Fixed Width websites. This is the first theme in the list. Use the Blank Responsive Theme Template for blank responsive page styles.
6. When you click on the Theme Template to select it, the right hand side of the Theme Template Chooser will display the page styles associated with the theme.
7. Click on the page style you want, then click on the 'Select' button.
8. The Theme Template will be downloaded to your computer if it is the first time that you have selected the theme.
9. Some Theme Templates use Google Fonts e.g. the 'Apollo' theme. When the Theme Template downloads, you will be asked if you want to use the Google Font(s) that belong to the theme. It is recommended to do so.
10. Your new page will be added to the website project and displayed on screen. The page is also added to the list of pages in the [Web Page List](#).

Adding New Theme Templates

New Theme Templates are regularly added to EverWeb. To check if any new Theme Templates are available use the EverWeb -> Check for New Templates menu option.

Alternatively, when you add a page to your project file, you can use the 'Check for New Templates...' button in the top right hand corner of the Theme Template Chooser (see Figure 2.3).

EverWeb will check for new Theme Templates to install. A dialog box will appear listing any new Theme Templates that are available (see Figure 2.4). By default, all new Theme Templates are checked for downloading. Uncheck the box to the left of any Theme Template that you do not want to download. Use the Settings Cog/Button to select 'All' available Theme Templates or select

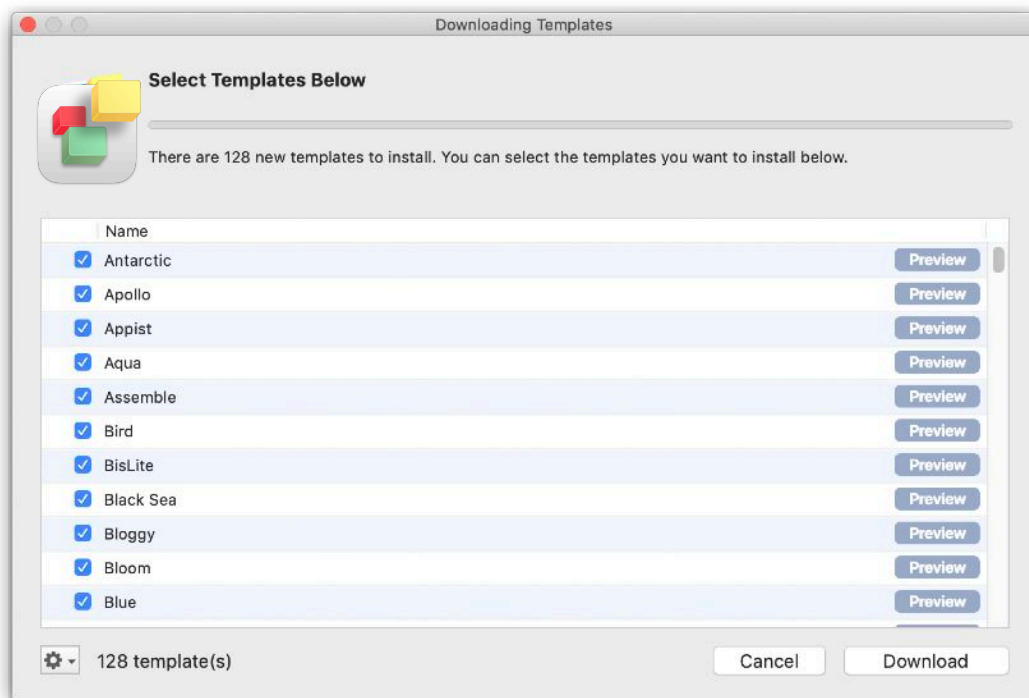


Figure 2.4: Use the 'Downloading Templates' dialog box to select which Theme Templates you want to download. Use the Preview button to view a preview of the associated Theme's Home page.

'None' to deselect all Theme Templates. To help refine your download selection, use the 'Preview' button view a preview of the Theme Template's Home page.

When you have chosen your Theme Templates to download, press the 'Download' button. Note that if you have a large number of Theme Templates to download, the process may take some time to complete.

Any new Theme Templates added to EverWeb since the last update are marked with a 'New' indicator in the Theme Templates list (see Figure 2.2).

Congratulations! You have now created your website project file and its first page!

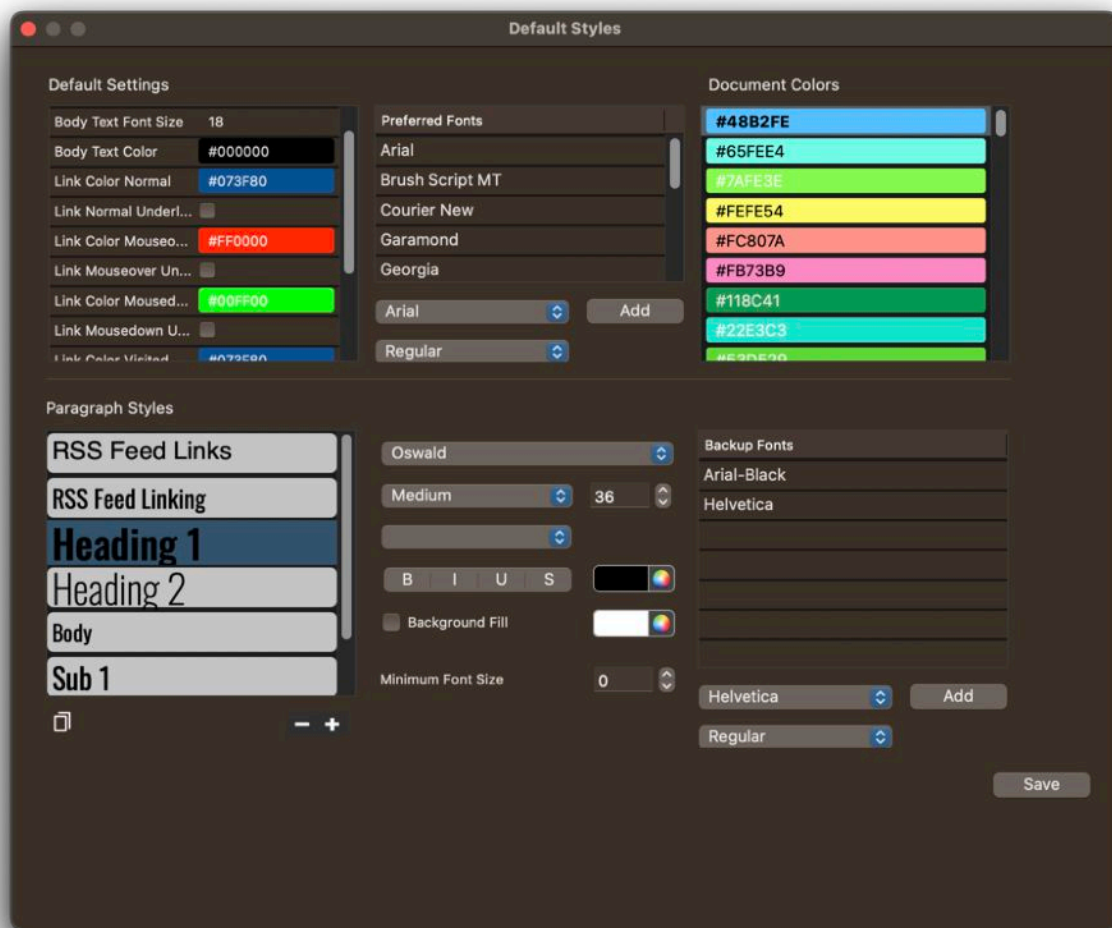


Figure 2.5: Use 'Default Styles...' to define your website Project's default fonts, paragraph styling and colors.

Setting Up Default Styles

Once you have created the first page of your website, it's then a good time to set up some defaults for your website project file. Setting up defaults before you embark on creating your website has the advantage that if you want to make changes to your site later on, it will be easier to do. Setting up defaults also means that you will be working more effectively on your website.

Default Styles...

Use the Format-> Default Styles... menu option to setup the default fonts and colors you want to use for your website project and the fonts that you would like displayed in the Styled Text Editor.

You can set up predefined styles and colors for use in your site. If you change a predefined style later on, your whole website will automatically update with the change.

Default Styles is also where you set up the fonts that you want to substitute if the font you have chosen for your website is not available on your visitor's browser.

Default Settings

The Default Settings section is where you define the following:

Default Body Text Font, Font Size and Color: Use these settings to define the body text styling of your website. The updated settings will be applied to any new TextBoxes that you create. To change the settings, just click on the setting you want to change.

Link Colors and Underlines: You can set up default color and underling options for Hyperlinks using the Link Color and Link Underline settings. Choose the settings that you want for each hyperlink state: Normal, Mouse Over and Visited.

Shape Color and Shape Stroke Color: Use these settings to change the default color, and shape border color, when you create a new shape using the Shapes button in the Toolbar or the Insert-> Shapes... menu option.

Preferred Fonts:

This is a list of the fonts that you see in the dropdown menu of the Styled Text Editor. You can add the fonts that you want to use in your website by selecting the font family and font style from the dropdown menu, then clicking on the 'Add' button.

To remove a font from the Preferred Fonts list, click on the font in the list you want to remove then press the backspace key. You can also change the order of the listed fonts just by dragging the font you want to move to its new location then dropping it in place.

Document Colors

The default colors section defines the colors that you want to use in your website. Document colors appear when you click on a color swatch e.g. when you select a background color for a page, or when selecting a color for your text.

You can change the default color swatch colors in the Document Colors section of Default Styles by clicking on the colour you want to change then using the color picker to alter the color.

If you have already used a document color in your website and then change the color the Document Colors section of Default Styles, the change will update the color wherever it is used in your website.

Paragraph Styles

The Paragraph Styles section is where you create, manage and delete the Paragraph Styles used in your website.

For more information about using Paragraph Styles in your website, please refer to [Paragraph Styles](#) in the Text Inspector section of this manual.

Creating a Paragraph Style

Click on the '+' icon below the Paragraph Styles to create a new style. Enter the name that you want to call the Paragraph Style then press Enter to finish.

As the Paragraph Style is still selected, you can now change the features of the style using the options immediately to the right of the Paragraph Styles. You can also apply backup fonts to your Paragraph Style so that if your visitor's browser cannot display the Paragraph Styles font, it will use a substitute of your choosing.

Changing a Paragraph Style

To change a Paragraph Style, simply click on the Paragraph Style you want to change and use the options to the right of the Paragraph Styles.

Renaming a Paragraph Style

To rename a paragraph style, double click on the name you want to change in the Paragraph Styles list, enter the new name then press Enter to finish.

Deleting a Paragraph Style

To delete a Paragraph Style, highlight the Paragraph Style you want to remove then press the '-' button. When you do this, EverWeb will ask you to substitute another Paragraph Style in its place.

Saving Your Changes

Once you have made the changes you want to make to your Default Styles, click on the 'Save' button to save your changes. This will also then update your website with your changes where appropriate.

Getting Help

Help is available at any time in EverWeb.

Video Tutorials

To access EverWeb video tutorials either use the 'Learn how to use EverWeb' button on the Projects Window, or the Help-> Video Tutorials menu.



Video tutorials relating to specific EverWeb features are shown by the Video Help '?' button next to the feature. Click on the button to access the feature you want help with.

EverWeb User Manual

To access the User Manual at any time, click on the 'EverWeb Manual' link in the Projects Window, or use the Help-> EverWeb Manual menu option.

Knowledgeable & Discussion Forum

If you cannot find the help you need, or have a question about EverWeb that is not covered in this manual or the video tutorials, please use one of the following resources:

- The EverWeb website at www.everwebapp.com.
- The EverWeb Knowledgeable at <http://billing.ragesw.com/knowledgebase.php>
- The EverWeb Discussion Forum at <http://billing.ragesw.com/forum.php>

Phone & Email Support

If you have a valid support plan you can also call, email or chat with an EverWeb Expert, live, 24 hours a day, seven days a week, 365 days a year at

North America: 1-888-500-2901

Europe: +44 808 164 0982

3 The EverWeb User Interface

In this chapter you will find out all about the Project Window which has four sections that make up EverWeb's User Interface.

[The EverWeb User Interface](#)

The EverWeb User Interface

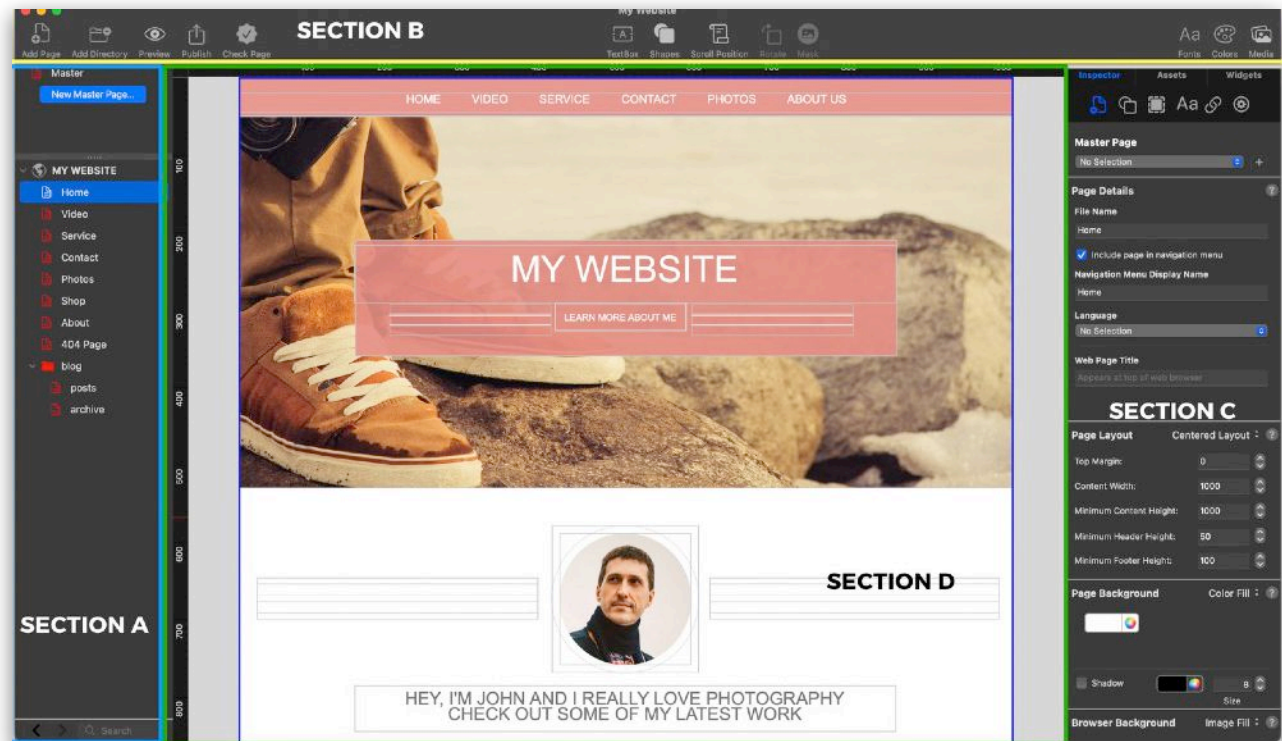


Figure 3.1: EverWeb's User Interface consists of four main sections. Not shown are the Assets and Widgets which can be accessed by clicking on their respective tabs.

In Chapter 2 we showed you how to create your first project file and the first page of your website.

Before starting to build your website, it is important to become familiar with EverWeb's User Interface, known as the Project Window (see Figure 3.1) which should not be confused with the [Projects Window](#) (Figure 2.1 above).

There are four main areas of the Project Window:

- [The Web Page List](#) (see Figure 3.1 - Section A), is where all of your website's pages are listed. You can adjust the width of this area by hovering your cursor over the divider, and then clicking and dragging to the left or right.
- [The Toolbar](#) (see Figure 3.1 - Section B) at the top of the Project Window allows you to quickly access to often performed tasks such as adding a new page, shape, or TextBox to the [Editor Window](#).
- [The Inspector Window](#) (see Figure 3.1 - Section C) on the right hand side of the Project Window consists of three tabs containing all of the features to modifying elements of your website:
 - [The Inspector tab](#) shown in Figure 3.1 allows you to control Page Settings, Shape Options, Object Metrics, Text properties, Hyperlinks and Widget Settings.
 - The [Assets tab](#) is used for managing your website's images and media files.
 - The [Widgets tab](#) contains mini apps known as 'Widgets' for easily adding extra features you may want to your website.
- [The Editor Window](#) (see Figure 3.1 - Section D) is the area in the middle which is your design canvas where you create or modify your web pages.

4 The Editor Window

This chapter explores the Editor Window which is your work canvas, and how you add, edit and delete objects on your page.

[The Page Layout](#)

[Adding Objects To The Editor Window](#)

[Moving Objects](#)

[Aligning and Distributing Objects](#)

[Finding the Distance Between Objects](#)

[Deleting Objects](#)

The Editor Window

The Page Layout

You can design your entire website just by dragging and dropping text, images, shapes, audio, video and widgets on to its design canvas which is known as the Editor Window.

The Editor Window works in the same way regardless of whether you are designing a regular page or a [Master page](#).

The text, images, media, widgets and other content that you add to your page are known as **objects**, and we will explain how you can manipulate them later on in the chapter.

First, let's look at the Editor Window which has the following main sections:

- The Header (Fixed Width layouts only)
- The main body (content) area
- The Footer.

The sections of a page are much like those in a book. The Header usually contains relatively static content that you always want displayed at the top of most, if not all, of your pages, for example a company logo, social media icons and a navigation menu.

Note: Responsive websites do not have a Header section but Fixed Width page layouts do.

The main body, or content area, is where you place objects specific to the page itself e.g. on an 'About Us' page, you might include text about your company's mission statement, a company video, image slideshow etc.

The Footer is like the Header in that it usually contains relatively static content. However, Footer content often provides your visitor with further help such as a directory of the contents of your website, social media buttons and contact

information. The Footer is also, for example, where copyright information and any legally required text is often placed.

By default, the page layout of the Editor Window shows each section with blue borders separating each section. You can toggle the page layout display on or off using the Window ->Show Layout menu option.

The default height of the Header, main body and Footer are set in the Page Layout section of the [Page Settings](#) tab of the Inspector tab (see Figure 3.1 - Section C). When you add objects in to a section, the height of the section will automatically adjust as necessary to accommodate the object.

This approach allows you to design each section of your page while making sure enough room is provided for the Header, content and Footer. It also means that you do not have to rearrange objects every time you want to modify a section.

If the content of your Header and/or Footer will be the same on many, or all, of your pages consider using a [Master Page](#) instead. ,

Note: The remainder of this chapter explains how to work with objects in the Editor Window. Objects in Responsive websites are manipulated differently due to the nature of responsive design. Please refer to the [Chapter Responsive Websites in EverWeb](#) for more information.

Adding Objects To The Editor Window

You can start working on your web page by, for example, adding a TextBox or Shape from the Toolbar. We will discuss other objects such as images and other media in later chapters.

The TextBox or shape will be created in the main body of the Editor Window. You can move the object to another location in the main body area by clicking and dragging it to where you want to place it, then releasing the mouse button.

As you move the object around the main body area, notice that it may bump up against the bottom of the header area and that when you move the object the area towards the footer, the main body area's height automatically adjusts the main body space to accommodate.

Adding Objects To The Editor Window From Other Projects

If you have more than one EverWeb project file, you may want to copy objects from one to the other. To do this, select the object you want then copy it to the Clipboard. Next, go to the page in your target project where you want the copied object to be placed. Paste the object in from the Clipboard.

Selecting and Resizing Objects

When you click on an object, such as a TextBox, shape or image, you will see that it will have an outline around it with small square boxes at each corner and at the center of each edge. These squares are called selection, or grab, handles.

As well as showing that the object is selected, you can use the grab handles to resize the object. Click and hold the mouse pointer on the grab handle you want to use and then move the mouse cursor to increase or decrease the size of the object.

Moving Objects Between Editor Window Sections

As you may have noticed, when moving an object around the Editor Window, you cannot move the object between sections. To move an object from one section to another, hold down the COMMAND key on your keyboard as you drag the object into another section. Release the COMMAND key when the object is in the next section.

If you don't want an object to be able to affect the height of a section go to Inspector->Metrics and select the 'Allow free dragging' option. Note that this option only applies to Fixed Width Page Layouts, such as the Center Aligned Page Layout.

The object can now be dragged anywhere on the Editor Window without affecting the height of each section.

Moving Objects Obscured by Other Objects

As you design your web pages, you may sometimes have one or more objects overlapping other objects. To easily move an object that is covered without affecting covering objects:

1. Select the object you want to move.
2. If you have difficulty selecting the object you want, secondary click on the object that covers the object you want to select.
3. A sub menu appears. Scroll down to the Pick Layer option. This will show you all of the objects that are positioned at the location you clicked on.
4. Select the object you want from the list. Your object is now selected.
5. Next, hold down the Command+Option keys and drag the object you want to its new location.

Moving Objects Whilst Retaining the Page Layout

There may be times where you want to insert an object, such as an image, in to your page but you need to create the space on the page in order to drop the image in place.

To make the space for your image on the page, you may need to move existing content down the page in order to drop the image in to the right place

EverWeb allows you to easily move the objects below where you want the image down all at the same time, so preserving the page layout.

1. Select the first object that is directly below where you want to insert the image.
2. Hold the Shift+Command keys down and drag the object down the page.
3. The selected object, and all objects below it, will move down the page at the same time preserving the page layout.
4. Once you have created enough space, release the keys and mouse then drag and drop the image in to the space you have just created.

If you use the Shift+Command keys whilst resizing an object, the objects below the selected object will move down.

Aligning Objects

When building your website, it is important to position text, shapes and images exactly where you want them to be. There are different ways in which you can position these 'objects'. For example, to center an object on the page, first select the object. Next, go to the Arrange > Align Objects menu option and then select Center. The object is centered.

Likewise, you can do the same if you want the object to be left aligned, or right aligned. You can also specify if you want the object to be placed at the top of the page, the bottom of the page, or directly in the middle of the page.

Distributing Objects

Let's say you have multiple objects beside one another and you want to space them evenly. Select all the objects either by using your mouse, or by selecting each object while holding down the Command key on your keyboard. Then go to Arrange > Distribute Objects > Horizontally.

If the objects were placed vertically, repeat the above steps but select 'Vertically' instead.

Finding The Distance Between Objects

When designing your web page, sometimes it is useful to find the distance between objects on the page. To do this

1. Select the source object
2. Hold the Option (Alt) key down.
3. Mouse over the target object(s) to see the distance in pixels between it and the source object.

Deleting an Object

If you want to delete an object from the Editor Window, first select the object so that you see the grab handles around it, then press the backspace key on your keyboard to delete the selected object.

If you have deleted the object by mistake, press Cmd+Z immediately to undo the deletion.

Customizing The Editor Window

The Editor Window's appearance can be customized using the options on the Window menu. Hiding the Toolbar and/or the Inspector will give you more screen space for the Editor Window.

Options specific to the Editor Window itself include Hide/Show Layout which toggles the display of the blue guide lines on and off.

The Hide/Show Rulers option toggles the display of the Editor Window's horizontal and vertical rulers guides (measured in pixels) on and off.

Hide/Show Breakpoints toggles the display of the vertical line guides denoting the maximum width of mobile, tablet, desktop and large desktop on and off.

The Hide/Show Hidden Objects toggles the display of objects that have been hidden using the Metrics Inspector on and off.

5 The Web Page List

The Web Page List is where you organize your pages, It is also the place where you create Master Pages and Directories that can be used to create Navigation Menus.

[The Web Page List](#)

[Naming Your Project, Directories and Pages](#)

[Adding Pages and Directories to Your Website Project](#)

[Creating a Navigation Menu](#)

[Creating a Simple Navigation](#)

[Creating a Dropdown Navigation](#)

[Creating a Responsive Navigation](#)

[Formatting & Styling the Navigation](#)

The Web Page List

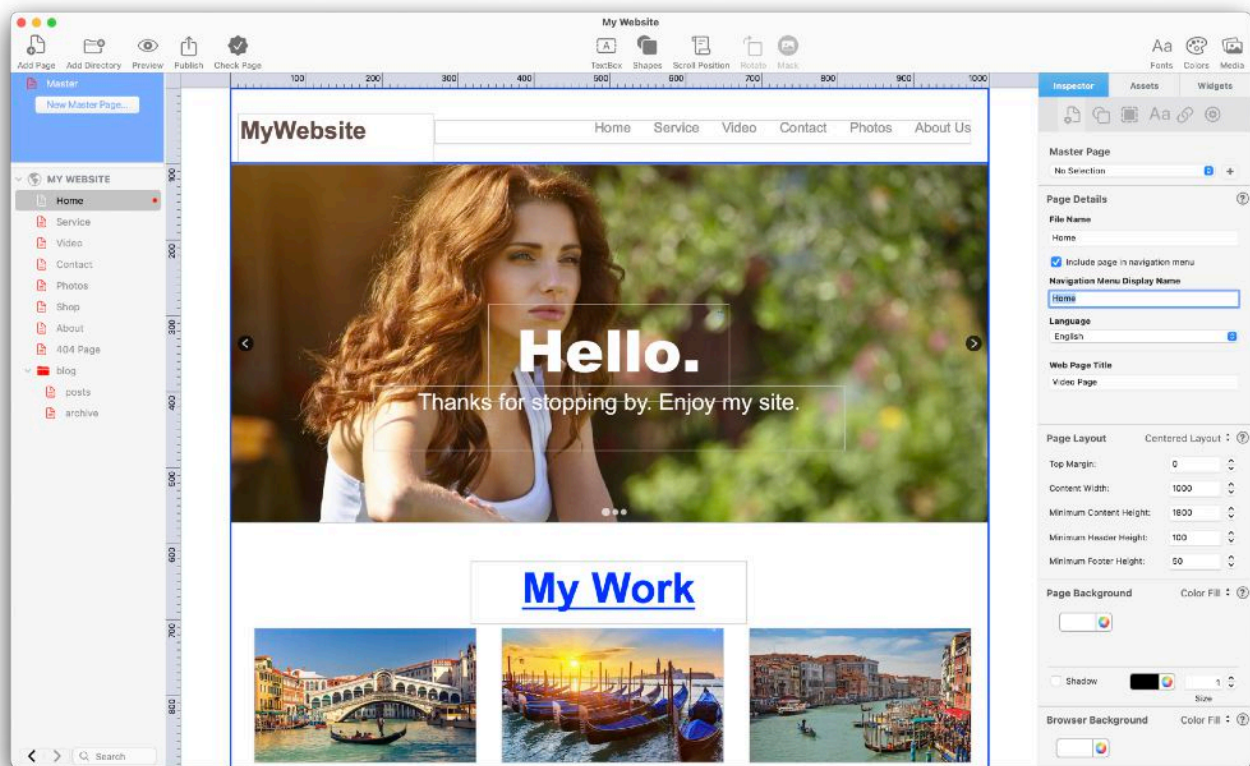


Figure 5.1: The Web Page List is located on the left hand side of the application. A red icon indicates a modified page whilst a grey icon indicates that no modifications to the page have been made.

On the left hand side of EverWeb's User Interface, is the Web Page List where you will see the name of your website project and any directories and web pages you have created listed beneath it (Figure 5.1).

Each page or directory you create has an icon next to it:

- A *white icon* (or *light grey icon* if your computer is using Dark Mode) indicates that the page, or directory, has not been modified since the last time you published the site.
- A *red icon* indicates that the page, or directory, has been modified since the last publish and will need to be published again for the changes to be reflected online.
- A *grey icon* indicates that the page is in draft mode and so will not be published when the site is published. If the page has already been

published, it will not be published again until you uncheck the 'Do Not Publish' option.

Naming Your Website Project, Directories and Pages

You can change the name of your website, its directories and web pages in a number of different ways:

- Double clicking with Mouse or Trackpad

Double click on the website name, directory or page name in the Web Page List. Edit the name and press enter to finish. You can also use double click to rename blog post names and assets in the Assets List.

- Using The Menu Options

You can use the File-> Rename Website menu option to rename your website.

Use the File-> Rename menu option to rename the currently selected directory or web page. You can also use this menu option to rename assets and blog posts.

- The Inspector Tab

Web pages and directories can also be renamed by clicking on the Page Settings button in the Inspector tab, then changing the page name using the 'File Name' option.

Adding Pages To Your Website Project



To add pages to your website click on the 'Add Page' button in the Toolbar. Select the new page's theme and page style that you want to add as described above.

Duplicating Pages

If you want to add a page that looks identical to one of your pages, secondary click on the page name in the Web Page List that you want to copy, and select 'Duplicate' from the menu.

Duplicating a page is essentially copying an entire page.

If most of your pages are going to use a similar design, it's best to use EverWeb's [Master Pages](#) feature as this will save you time and effort.

Deleting Pages

To delete a page from your Project, select the page in the Web Page List then press the backspace key on your keyboard to delete the page.

Alternatively, secondary click on the page name in the Web Page List. From the submenu select the 'Delete Page' option.

In both cases you will be warned that you are about to delete the page before the deletion unless you have previously turned this warning message off.

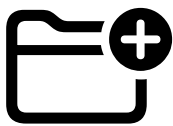
Note: You always have to have at least one page in your website project. If you only have one page in your website, you will not be able to delete it. To delete the page, you must add a second page before you can delete the first page.

Copying Pages Between Project Files

EverWeb allows you to easily copy regular pages from one project file to another. Simply drag the page that you want to copy from the Web Page List of your source project file into the Web Page List of the target project file. You can also copy a regular page in to another project's Master Page section.

When copying pages, open both project files and place them side by side. In this way, it is easier to drag and drop the page you want from one to the other.

Adding Directories To Your Website Project



Using directories is a good way to organize your website pages. Directories are also used as the basis for [Dropdown Navigation Menus](#). Directories can only be used for regular pages in your website. You cannot create directories in the Master Page section

To add a new directory to the Web Page List:

1. Click on the 'Add Directory' button in the Toolbar.
2. Select the Theme Template you want to use from the left hand column.
3. Select the page style you want to use from the right hand side of the Theme Template Chooser.
4. Click 'Select' to add the directory page to the Web Page List..

The new page has a folder (directory) icon instead of the page icon. Remember, the directory page is still a page on your site, so you can treat it like any other page.

To add pages within the directory, select the directory in the Web Page List, and click on the 'Add Page' button. A page is created within the directory and is displayed below, and a little to the right of, the directory,

Moving Pages In and Out of Directories

To move a page into a directory, click and drag the page you want to move on the directory folder. When you see a line with circle at the left hand end positioned just below and to the right of the folder, drop the page in place.

If the folder is closed, you will not see the page placed in the folder. To open the folder to see its contents, click on the arrow to the left of the folder name.

When the folder is open you can move pages out of the folder. Just click and drag the page you want out of the folder and to its new location and drop in place.

Using 'Do Not Publish'

When creating the pages of your website, there may be times where you want to publish some, but not all, of your pages. In this case, you can use EverWeb's 'Do Not Publish' option to not publish particular pages in your website.

To select this option, secondary, or right click on the page you do not want to publish in the Web Page List. From the dropdown menu, select the 'Do Not Publish' option. The page icon and page title color in the Web Page List will become grey.

When you publish your website, any pages using the 'Do Not Publish' option will not be published. If you have already published a page before using the 'Do Not Publish' option on that particular page, the page will remain but will not be republished until you toggle the 'Do Not Publish' option off.

You can use 'Do Not Publish' on all pages except the home page of your website. In this case, 'Do Not Publish' is not available.

To stop using 'Do Not Publish' simply secondary, or right click, on the page and toggle 'Do Not Publish' off.

You can also find Do Not Publish at the bottom of the Advanced Options section of the Page Settings tab in the Inspector Window.

Caution: Be careful when using 'Do Not Publish' on hyperlinked pages, or in widgets, such as the Navigation Menu Widget, as you will not want to link to a page you have not published yet.

Searching and Navigating the Web Page List

You can easily search for a particular page in the Web Page List using the search box at the bottom of the Web Page List. This is useful when you have a project file containing a large number of pages.

To the left of the Search box are 'previous' and 'next' arrows keys. Use these keys to go backwards and forwards through the pages that you have visited during your current EverWeb project file session.

Creating a Navigation Menu

EverWeb's Web Page List is used as the basis for your website's Navigation Menu.

The order of the pages in the Web Page List from top to the bottom determines the order that your Navigation Menu items are displayed from left to right.

You have three different styles of Navigation Menu styles to choose from for your website:

- A [Simple Navigation](#) Menu
- A [Dropdown Navigation](#) Menu
- A [Responsive Navigation](#) Menu

Note: When we mention 'Navigation Menu' we are referring to EverWeb's built in Navigation Menu widget. The Navigation Menu widget itself is discussed in detail later on.

Only pages that have 'include page in navigation menu' ticked in the Page Settings of the Inspector Window are included in the Navigation Menu.

Adding the Navigation Widget To Your Page

To add the Navigation Menu widget to your page select the Widgets Tab and drag and drop the Navigation Menu widget on to the page. Usually the widget is placed in the Header section of your Master page. Please refer to the [Master Pages](#) section for more information about how to create 'template' Master Pages for your website.

Creating a Simple Navigation Menu

When you add the Navigation Menu widget to your page you will see that it includes all the pages from the Web Page List that have 'include page in navigation menu' ticked.

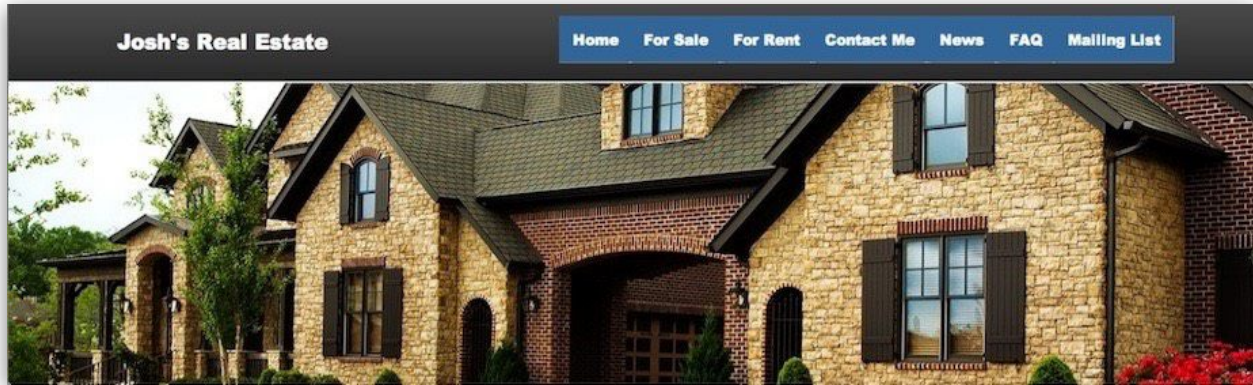


Figure 5.2: Navigation menu in EverWeb. Note the links for “For Sale” and “For Rent”

The above example is a Simple Navigation Menu as all the menu options are on one line only. As you can see, this menu style may have too many items in it to be easy for your visitors to use (see Figure 5.2).

It may be better to simplify the Navigation Menu by structuring the menu so that it includes dropdown items instead.

Creating a Dropdown Navigation Menu

A Dropdown Navigation style keeps the Navigation Menu easy for your visitors to navigate

The directory structure is also used to generate dropdown Navigation Menus (see Figure 5.3).



Figure 5.3: Dropdown navigation menu in EverWeb. The “For Sale” & “For Rent” links are now in a dropdown menu.

Creating a Responsive Navigation Menu

Both Simple and Dropdown Navigation Menu styles can be incorporated in to a Responsive style Navigation Menu.

A Responsive Navigation Menu will adapt to the width of the device you are using e.g on a desktop you may want to see a Simple or Dropdown Navigation Menu. On a mobile device where space is limited you may want to use a 'Hamburger' style Navigation Menu instead.

To make your navigation responsive:

1. Add the Navigation Menu widget to your page.
2. With the widget selected, go to the Widget Settings tab in the Inspector Window. (see Figure 5.4)
3. Scroll down to the Responsive Options section.
4. Tick the box for 'Responsive Navigation Bar'.

Beneath the 'Responsive Navigation Bar' option is the 'Appear at Width' option which is set to 700 by default. When the screen width is less than 700 pixels, the Navigation Menu will become a Hamburger style menu.

You can test this out by resizing the width of the EverWeb application. Click and drag the right hand edges of the EverWeb UI to the left. At 700 pixels wide, you will see the Navigation Menu change to a Hamburger style menu.

Note: Responsive Navigation Menus can be used in both Fixed Width and Responsive website designs.

The navigation bar will be auto generated for you.

To adjust the look of the navigation bar, select the 'Shape Options' tab in the Inspector and then modify the 'Fill' settings.

Alignment:

☐ Use Background Color

Background Color:

Button Options

Padding:

Spacing:

Minimum Width:

Dropdown Menu Options

Background Color:

Mouse Over Color:

☒ Use Separator Line

Separator Color:

Responsive Options

☐ Responsive Navigation Bar

☒ Stick to Top of Page

Appear at Width:

Menu Position:

☒ Use Background Color

Background Color:

Hamburger Button

Label:

Hamburger Color:

☒ Custom Background Color

Background Color:

Font:

Logo Settings

Logo:

Figure 5.4: Navigation Menu Widget Settings showing Responsive Options.

Formatting The Navigation Menu

By default, the Navigation Menu label for each page is its 'File Name' as shown in the Web Page List and in the Page Settings tab of the Inspector Window.

As file names can only consist of letters and/or numbers, use the Navigation Display Name field in the Page Settings tab of the Inspector Window to override the File Name label in the Navigation Menu. You can use any label you want for the Navigation Menu.

There are many ways in which to customize the Navigation Menu. First select the widget before using the following options:

- *Changing the Navigation Menu Font and Style:* Use the Text tab in the Inspector Window or by using the Fonts button in the Toolbar.
- *Change the background appearance of the top level menu items:* Use the 'Fill' section of the Shape Options tab in the Inspector Window.
- *Background Color of Dropdown Menu Items:* Use the Widget Settings tab to change the background color.
- *Navigation Menu and Hamburger Menus:* You can set the navigation so that at a particular page width, the it will change from a conventional navigation to a Hamburger style navigation. You can use this option on both fixed width and responsive page layouts. First go to the Widget Settings and check the 'Responsive Navigation Bar' option. You can now set when you want the Hamburger menu icon to be displayed. The default value is at a width of 700 pixels. Change this and the other Responsive Options, and Hamburger Button options, as desired.

6 Master Pages

Master Pages are template pages you create yourself to use on some, or all, of the pages in your website project.

Add features such as a navigation menu, social media icons, a logo etc. just once to a Master Page. Any pages using the Master Page will inherit its features automatically so updating pages in the future is quick and easy!

[Master Pages](#)

[Creating a Master Page](#)

[Designing a Master Page](#)

[Using Master Pages](#)

Master Pages

Master Pages are template pages that you create that can be used on one, or more, of the pages in your website project.

When you create the pages of your website, you may notice that you are adding the same objects to each of your pages e.g. a navigation menu, social media buttons, company logos and so on. In addition, you are probably also adding the same Page Layout settings to each page that you create.

This approach to page design will take you more time and effort than is necessary. There is also a greater chance of mistakes creeping in to your page design and updating your website in the future will become more of a chore than it should be.

Using Master Pages in your site is the best way to to save you time and effort, whilst ensuring that your page design is consistent across all your pages. Using Master Pages also means that updating your page design in the future is faster and easier as you only need to update your Master Page designs rather than every page in your site.

Master Page Features

Master Pages include the following features:

1. Master Pages are templates that you can create and edit yourself
2. You can create as many Master Pages as you need e.g. you could create a Master Page for each department of your company. You may want to have one Master Page for desktop pages and one for mobile device pages if you are using a Fixed Width Page Layout.
3. Master Pages are attached to the regular pages of your site.
4. Master Pages can be used for both Fixed Width and Responsive websites and for any device type such as Desktop or Mobile.
5. You create and edit your Master Pages in the same way as you would for regular pages in your website.
6. Objects and other settings, such as Page Layout settings, that are used in a Master Page can only be edited in the Master Page itself.

7. You cannot create a Master Page from the 'blog' Theme Template.
8. You cannot create directories in the Master Page section of the Web Page List.
9. You can copy regular pages in to the Master Page section.
10. You can copy Master Pages in to the regular page section of the Web Page List.

Creating a Master Page

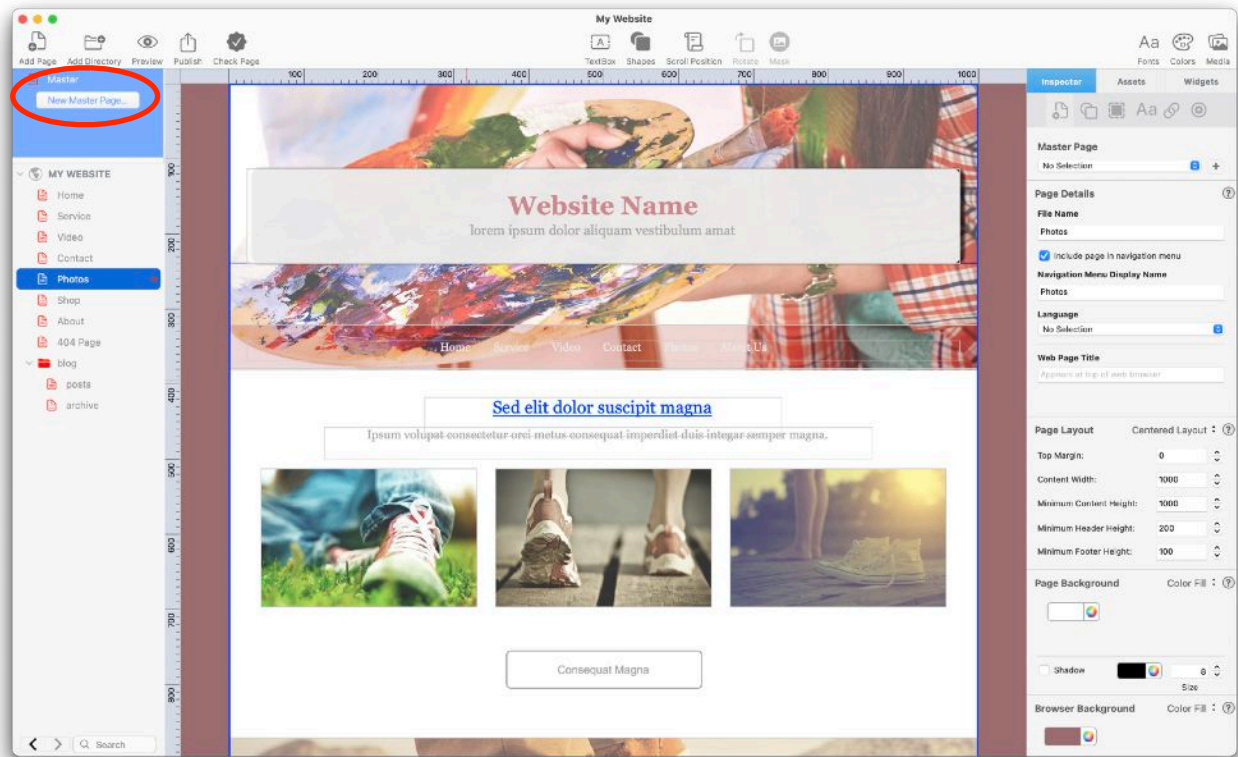


Figure 6.1: Quickly add a Master Page to your website using the 'New Master Page' button.

To create a Master Page:

1. Click on the 'New Master Page' button (highlighted in Figure 6.1).
2. If the Master Pages List is not visible, drag the splitter bar at the top of the Web Page List down to reveal the section.
3. The Theme Template Chooser appears. Select the page style that you want to use as a Master Page in the same way as you would for a regular page.
4. Click 'Select' to add the page to the Master Page section.

You can now design the Master Page in the same way as you would a regular page.

Designing a Master Page

When designing your Master Page(s), think about the objects and settings that you want on *every* page, or *group* of pages, in your site. These objects and settings could be, for example:

1. Your company name and/or logo. Usually these are placed at the top of every page of your website. If you are using a Fixed Width page layout, these objects are typically placed in the page Header. In a responsive website, you could place these objects at the top of the page in a Responsive Row widget as Responsive websites do not use Headers.
2. Widgets, such as the Navigation Menu widget. This widget will typically appear near the top of every page in your site. The navigation is usually included in the Header section of a Fixed Width page layout, or towards the top of the page in a Responsive page layout.
3. Other Objects: For example, you could place copyright information, or a site map in the Footer section of your Master Page. Social media buttons are also a perfect example of objects that you typically will want to see on every page of your website.
4. Page Settings: Master Pages are great for setting Page Layout defaults, starting with the page layout type: Centered Layout or Responsive. You can also set, for example, a default Content Width or Minimum Footer Height. When setting height values for your Master Page, remember that these are *minimum* height values e.g. if you have a Minimum Footer Height of 100 pixels and add a shape with a height of 125 pixels to the section, the Footer will automatically expand to accommodate the shape.
5. For your Master Page, you can set a small Minimum Content Height (e.g. 100 pixels) in the Page Layout section of the Page Settings tab of the Inspector window. On your actual pages, any content you add will push the height the content area down. In this way, you can fit any amount of content in to your page.
6. You cannot explicitly set the Minimum Content Height of each page that uses a Master Page. As you add objects to the content area of your actual pages, the content area will expand in size to accommodate them.
7. The Master Page is also ideal for setting the Page and Browser Background colors of your site.

8. You can attach a Master Page to the blog main, posts and archive pages. For blog posts you can also use the [Blog Posts Preview Window](#) as a 'live' Master Page.
9. When editing a regular page which has a Master Page attached to it, use the Window-> Show Layout menu to see which objects are from your Master Page. Master Page objects have a small, black file icon in their top right corners. Edit the Master Page to adjust any of these objects.
10. Remember that you cannot change the Page Settings of a regular page that has a Master Page attached to it. You have to change the Page Settings of the Master Page itself. Note that changing the Master Page may affect other regular pages that use the Master Page.

Using Master Pages

Once you have created your Master Page, select the page you want to attach it to in the Web Page List.

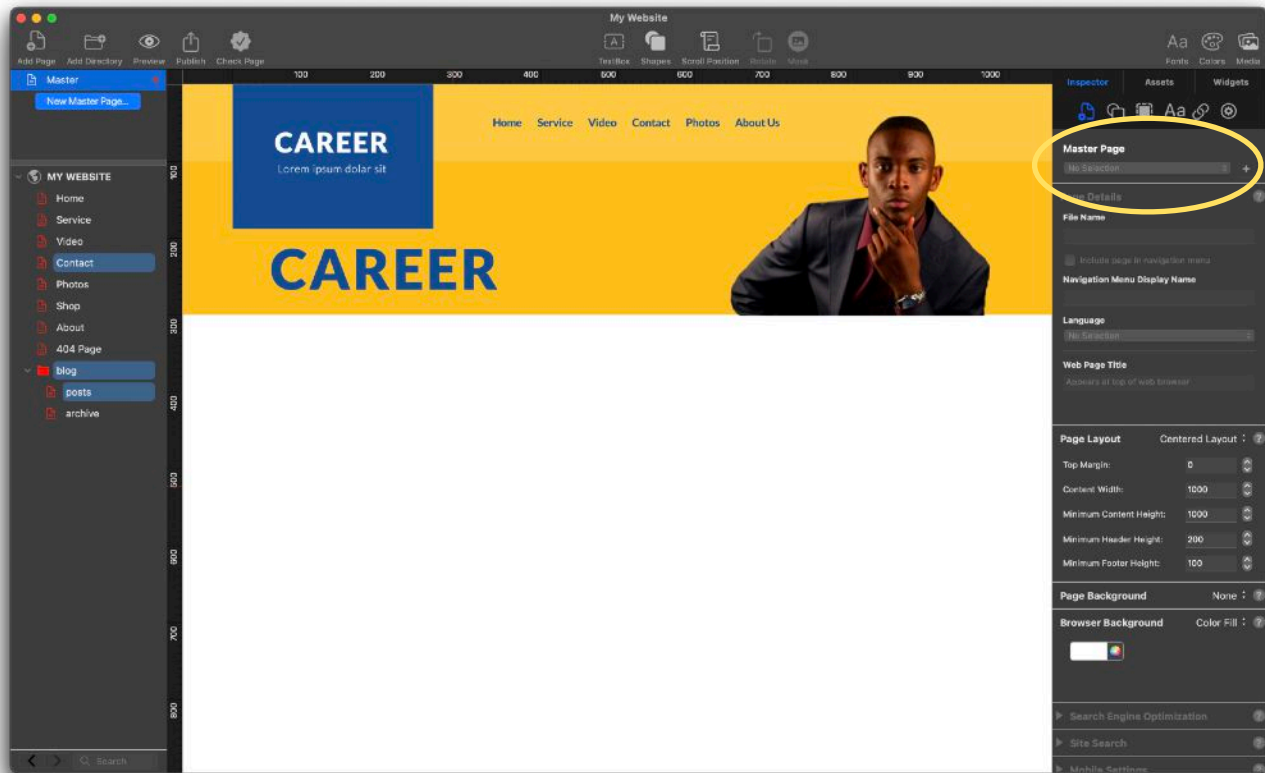


Figure 6.2: To use a Master Page on a regular page, use the Master Page dropdown in the Inspector Window. To see which pages the Master Page is attached to click on the Master Page name in the Master Page List. The highlighted pages in the Web Page List are attached to the selected Master Page.

In the Inspector Tab on the right hand side, select the Master Page you want to use for that page from the dropdown menu (Figure 6.2).

The page will now include the Master Page objects. These are shown with a black page symbol in the top right hand corner of the object. You can only edit these objects by editing the Master page itself. If you click on a Master Page object in your regular page, EverWeb will ask you if you want to go to the Master Page to edit the object you clicked upon.

If you do not see the black page icons in your regular page once you have applied the Master Page, use the Window-> Show Layout menu option to see them on the page.

Any objects that were already on the regular page may have moved, so you may need to relocate these objects within your page design. Continue to design your regular page as desired.

Finding Pages Attached to a Master Page

You can easily find out which regular pages are attached to any particular Master Page by selecting the Master Page itself in the Master Page section of the Web Page List.

When you select the Master Page, all regular pages attached to it will be highlighted in the Web Page List (see Figure 6.2).

To remove the highlight, click on a regular page in the Web Page List.

Moving Master Pages and Regular Pages

If you have created a Master Page when you actually wanted to create a regular page, just drag and drop the Master Page into the grey section of the Web Page List. A copy of the Master Page will be created as a regular page.

Once the Master Page has been created as a regular page in the Web Page List, you can delete the Master Page that you created in the Master Page section if you do not need it.

Conversely, if you have a regular page that you would like to use as a Master Page, just drag and drop it from the grey area of the Web Page List in to the Master Page section. A copy of the regular page will be created as a Master Page. Delete the regular page if it no longer needed.

7 The Toolbar

The Toolbar at the top of the EverWeb User Interface gives you quick access to many commonly used EverWeb features.

[The Toolbar](#)

The Toolbar

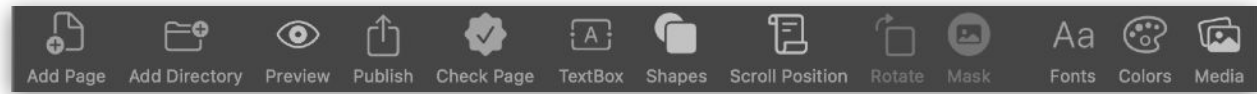


Figure 7.1: EverWeb's Toolbar gives quick access to frequently used features. The Toolbar shown is for EverWeb with macOS Big Sur or later . If you an earlier macOS version, you will see a different style Toolbar.

The Toolbar (see Figure 7.1) lets you quickly access common tasks such as adding new pages, shapes or text, changing the text font and more.

- **Add Page:** Opens the [Theme Template Chooser](#) and lets you add a new page, or Master page, to your website based on a theme template or using a blank page style.
- **Add Directory:** [Directories](#) are folders containing web pages. They are used to organize your website and for dropdown navigation menus.
- **Preview:** [Preview](#) your website to any of the web browsers installed on your local computer.
- **Publish:** Publishes your website to the Internet or to a folder location. Please refer to the [Publishing](#) chapter for more information.
- **Check Page:** Checks your page's SEO settings and advises how you can improve the page's SEO. Requires [EverWeb SEO Power Up Addon](#).
- **TextBox:** The button lets you add text to your page. Text can be formatted and positioned anywhere on your web page.
- **Shapes:** EverWeb's built in Shapes help you design your website. Shapes can have solid colors, gradients or images. See the [Shape Options](#) section for more information about customization options.
- **Scroll Position:** Easily set up 'anchors' so you can hyperlink from any object to a specific location on any page in your website. See the section on the [Hyperlinks Inspector](#) for more information.
- **Rotate:** This option rotates the selected shape 90 degrees clockwise. Hold down the Option (Alt) key to rotate the shape counter clockwise.

- **Mask:** Quickly display only the part of the selected image you want to see. Masking is like cropping but not destructive to the image itself.
- **Fonts:** The Fonts button opens the Font Panel and lets you modify the selected fonts of any selected TextBox.
- **Colors:** The Colors button opens the Color Picker and lets you change the text color of any selected text and the color of any selected shape.
- **Media:** Allows you to access EverWeb's [Free Stock Photos](#) library and the [Media Browser](#).

8 The Inspector Window

The Inspector Window has six tabs that are used to set various parameters and defaults for your page and the objects on your pages.

[Page Settings](#)

[Shape Options](#)

[Metrics Inspector](#)

[Text Inspector](#)

[Hyperlinks Inspector](#)

[Widget Settings](#)

The Inspector Window

Page Settings

Page Details

The first tab in the Inspector Window is the Page Settings tab. Here is where adjustments to the settings for each page on the website are made.

File Name

The *File Name* (see Figure 8.1) is what you see in your web browser's address field. e.g. you may want to name the page after its function, such as Home, About Us, Contact Us, Services, Products, etc.

If you change the File Name, the the page name the Web Page List will also update.

The page File Name is also discussed in the [SEO For EverWeb Video Course](#).

If Search Engine Optimization is important for your website, please checkout our tutorials on the [EverWeb website](#) before assigning your web page's file names.

Include page in navigation menu

You have the option of including each page of your site in the navigation menu. By default, each page is included in the navigation menu, If you do not want this, uncheck the 'Include page in navigation menu' option.

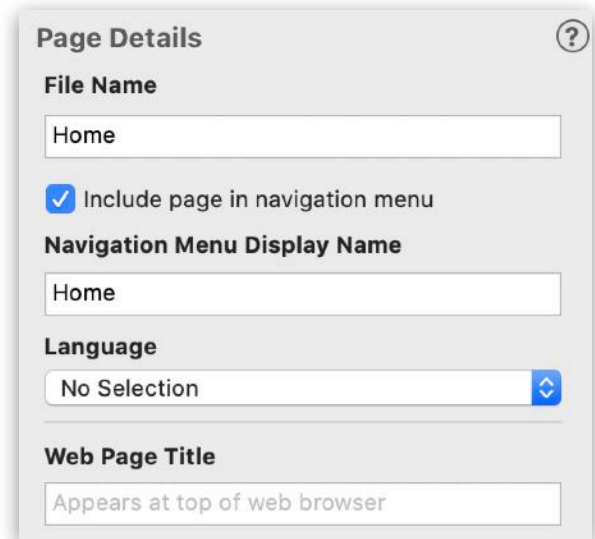


Figure 8.1: The Page Details section on the Page Settings tab.

Navigation Menu Display Name

The 'Navigation Menu Display Name' is the text that appears in your navigation menu if you use EverWeb's built in Navigation Menu Widget.

The Navigation Menu Display Name is another element to optimize for search engines as shown in the [SEO For EverWeb Video Course](#).

The Navigation Menu is discussed in more detail later on in the User Manual and in EverWeb's Video Tutorials which can be accessed from the Help-> Video Tutorials menu.

Language

The 'Language' drop down is used for Search Engine Optimisation (SEO) purposes. For example, if your website is designed for Canadian visitors only, you may have most of your pages in English but some in French to cater for both types of visitor you want to attract.

In this example, use the 'Language' drop down menu to select 'English Canada' for your English language pages and 'French Canada' for your French language pages.

Google and other search engines will use this information to serve the appropriate content when a person performs a relevant search.

If you only use one language in your website, use the File-> Edit Publishing Settings menu to globally set the 'Language' to the one you are using.

Web Page Title

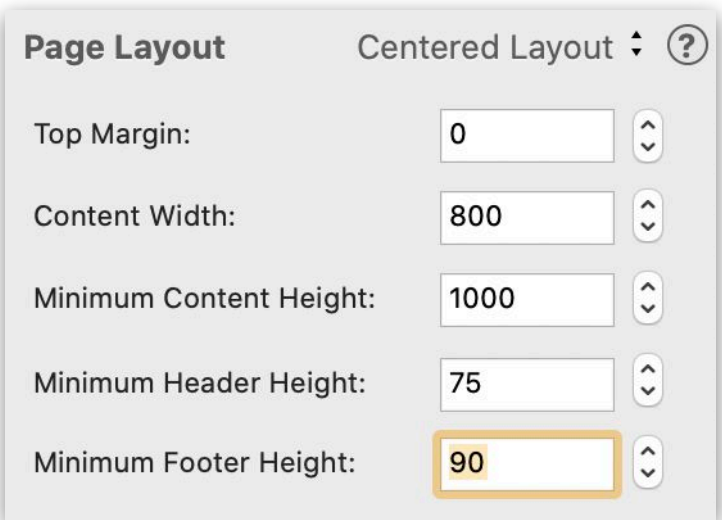
The 'Web Page Title' appears at the top of your page in the web browser. The Web Page Title is another element to optimize for search engines. The video tutorials, again, has extensive information making a good page title. Web page title's should include a description of your page's function but should not be more than about 160 characters long.

Page Layout

The Page Layout section (see Figure 8.2) is where you define the specifications of your page.

You can choose to have either a *Left Aligned* page, a *Centered* page or a *Responsive* page.

Specifying a value greater than zero in the 'Top Margin' field creates a space between your website and the highest point of the browser window.



The screenshot shows the 'Page Layout' section of the 'Page Settings' tab. It features a 'Centered Layout' dropdown menu with a question mark icon. Below the dropdown are five input fields, each with a label and a value: 'Top Margin' (0), 'Content Width' (800), 'Minimum Content Height' (1000), 'Minimum Header Height' (75), and 'Minimum Footer Height' (90). The 'Minimum Footer Height' field is highlighted with a yellow border.

Figure 8.2: The Page Layout section on the Page Settings tab.

For example, if you add a shape to a page and move it to the top of the Header section, you will see that there is a white space between the top of the page and where the page begins. This white space can be made something different, and we will get to that in just a moment.

'Content Width' determines how wide your page will be. There is no set rule for how wide your website should be, but remember that most visitors to your site will not like scrolling horizontally. A good value to use is about 980 pixels, but that is not a hard limit.

Note: Content Width is not used in Responsive website design so is unavailable if your page uses a Responsive Page Layout.

The 'Minimum Content Height' determines the minimum length of the body of the page. This rarely needs to be changed as the height automatically adjusts based on where you place objects on the page. For example, dragging an object down on the page will increase the page height automatically. The value does not increase in the Minimum Content Height field though as this value is the *minimum* page content height.

The 'Minimum Header Height' determines how minimum height of the Header section. As with 'Minimum Content Height', 'Minimum Header Height' also adjusts automatically based on the objects in the Header.

Note: Minimum Header Height is not used in Responsive website design so is unavailable if your page uses a Responsive Page Layout.

Finally, the 'Minimum Footer Height' determines the minimum height of the Footer. As with the Minimum Header and Content Height, the Footer adjusts automatically based on where objects are placed within it.

The Page Layout Section and Master Pages

If you attach a Master page attached to a regular page, the fields in the Page Layout section of the regular page will be greyed out, as the page takes these settings from the attached Master page. In this instance, the only way to change Page Layout settings is to edit the Master Page itself.

Note: Changing the settings of the Master page will affect any regular page that the Master page is attached to.

Page Background

The Page Background appears behind your page content (see Figure 8.3).

There are four options:

- *None*: Leaves the background as white
- *Color Fill*: Allows you to set the background as a solid color using either the color swatch (where you can select a color from your own document colors) or from the Color Picker.
- *Gradient Fill*: Allows you to use two colors to create a Page Background which transitions smoothly from one color to the other.

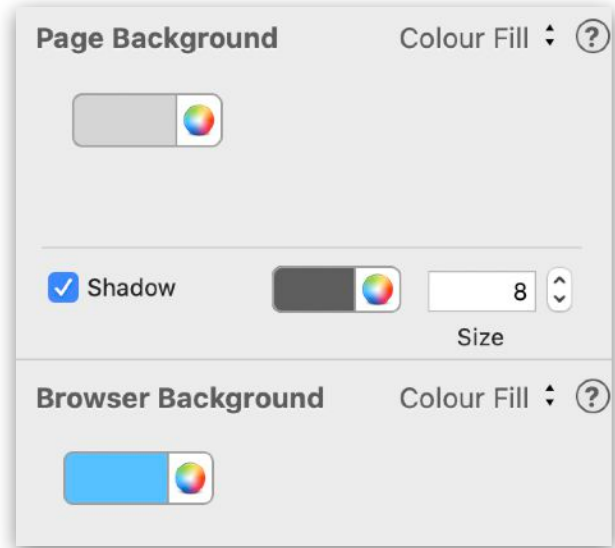


Figure 8.3: The Page and Browser Background section on the Page Settings tab.

Choose each color by clicking on the color swatch, or color picker, next to the color you want to change. Once you have selected the two colors, you can modify the angle of the gradient. For example, you can flip the two colors vertically and horizontally using the 'Up' and 'Right' arrow buttons.

Use the wheel to rotate the gradient around the center of the page from 0 to 360 degrees, You can also type in the gradient you want in the gradient value field.

- *Image Fill*: The Image Fill option allows you to place an image as the page background. Select the image you want by using the 'Choose...' button. You can either use an image from the list, or from another location, such as your hard drive, by selecting the *Choose* option at the top of the list. This will open the Finder window where you can navigate to the image file that you want to use.

Once the image has been set as the Page Background, you can either have it set to *Scale to Fit*, *Scale to Fill*, *Stretch*, *Original Size*, *Tile*, *Tile Horizontally* or *Tile Vertically*. The option you choose will depend on the image you want as your page background.

In addition, you can set the vertical and horizontal alignment of the image using the Alignment buttons. If you prefer, you can also keep the image in a fixed position by checking the 'Fixed Position' checkbox.

If you want, you can add a background shadow to your page by clicking the Shadow option. You can select the color for your shadow, and how big you want the shadow to be. The shadow option works with any type of page background.

Browser Background

In addition to a Page Background, you can also add a Browser Background to your site. The browser background is the background styling for your browser window on top of which is your website's page content. The Browser Background has the following options.

- *Color Fill*: This option allows you to choose a solid color for your browser background, similar to the page background. If you want this left as white, then you do not need to select anything.
- *Image Fill*: This option uses an image as the Browser Background. Select the image you want by using the 'Choose...' button. You can either use an image from the list, or from another location, such as your hard drive, by selecting the *Choose* option at the top of the list. This will open the Finder window where you can navigate to the image file that you want to use.

When your Browser Background image has been set, you can set it to *Tile*, *Original Size*, *Stretch* or *Scale To Fill*. The option you choose will be dependent on the image you have selected to use for your browser background.

Additional options are also available: Alignment buttons let you align the image horizontally or vertically, Fixed Position fixes the image in its current location, and the Scale option lets you scale your image, either using the slider, or the input field. You can input values from 10 to 500.

- *Video*: This option allows you to set a video as the Browser Background. You can choose either an *External Video URL*, a *Local Video File*, a *YouTube Video* or a *Vimeo Video File*. The video can be set to loop and to be set in a fixed position in the Browser Background. You can set a Scroll Speed for the video using a value between 0 and 100.

Additionally, you can add a Thumbnail to the video which will display if the video needs time to load, and you can set the video to play or not on Tablet and Mobile devices

Search Engine Optimization

The Search Engine Optimization section of the Page Settings tab allows you to apply SEO directly to your page.

Some options in this section are available only if you have purchased [EverWeb SEO Power Up](#) addon. Options that require SEO Power Up will be indicated in the text below.

Check the *'Include page in search engines'* checkbox to activate the EverWeb Search Engine Power Up Addon settings.

The *'Social Media Image'* field is used to add a Social Media image to a page for Facebook shares. Use the *'Choose...'* button to select the image you want to use in Facebook. When you are in Facebook and add a link to your website, the Social Media Icon will be displayed.

The *'Web Page Description'* allows you to add a description of the page. The description often appears when your page appears in search engine results. The [SEO For EverWeb video course](#) has more details about how to use Web Page Description for SEO.

The *'Keywords'* section (available only with EverWeb SEO Power Up) allows you to enter your own Keywords, or Keyword terms, that relate specifically to the page.

The *'Include in XML Sitemap'* checkbox (available only with EverWeb SEO Power Up) when checked, allows you to set the importance of the page using the *'Priority'* field and the *frequency* in which the page is usually updated. These options are discussed in detail in the Chapter ['EverWeb SEO Power Up'](#).

Publishing Your Website

When you have completed your Search Engine Optimization and are ready to publish your website, go to the Site Publishing Settings using either the File-> Edit Publishing Settings menu option or by clicking on your website's name in the Web Page List.

In the EverWeb Location section, check the box for *'Optimize and Submit Website to Search Engines'* if it is not already checked. When you publish your website, it will be submitted to all the major search engines.

If you have not purchased EverWeb SEO Power Up, you will be prompted to purchase or 'remind me later' when checking the 'Optimize and Submit Website to Search Engines' checkbox.

Site Search

The Site Search section of the Page Settings tab allows you to set whether the current page is to be included or not in site wide searches when using EverWeb's Search Field widget.

Mobile Settings

EverWeb allows you to create a mobile version of your website. If you are creating a [Responsive](#) website, this is usually not necessary.

Most of EverWeb's Fixed Width Theme Templates include one 'Mobile' page design. Use this as the basis for your 'Mobile' pages which will usually correspond to the desktop style pages you have created for your site.

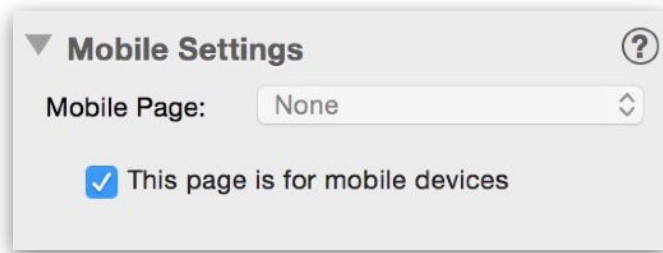


Figure 8.4: Mobile Settings on the Page Settings tab

To add a mobile page design to your website:

1. Click on the 'Add Page' button in the Toolbar.
2. Use the Filter dropdown menu in the Theme Template Chooser to view only Fixed Width Theme Templates.
3. Select the Fixed Width theme you want.
4. Select the 'Mobile' page style, then click 'Select'.
5. Your Mobile page is added to the Web Page List and is displayed in the Editor Window.
6. Repeat this process to create other mobile pages that correspond to those you have created for Desktop use.

You can also create your own mobile pages that correspond to your desktop designed pages. To do this, set the Content Width of the page to (a recommended value of) 480 pixels in the Page Layout section of the Page Settings tab in the Inspector Window. This pixel width fits well with iOS and most mobile devices.

When your mobile page is finished, assign it to its corresponding regular page. EverWeb will automatically display the Mobile page when a visitor browses the page on a mobile device and the desktop page when the page is viewed on a desktop device. To set up this 'redirect':

1. Select the page from the Web Page List that you want to redirect to a mobile page e.g. the Home, or default page.
2. In the Page Settings tab in the Inspector window, scroll down to the Mobile Settings section (see Figure 8.4).
3. In the Mobile Page drop down menu, select 'One of My Pages'.
4. Select the mobile page you want to link to from the 'Page' drop down menu.
5. Repeat the above steps for other pages that you want to redirect.

When you publish your website, the mobile redirect will be enabled. You can test the redirect by visiting your website on your mobile device.

Head/Footer Code

The 'Head/Footer Code' sections allow you to inject programming code, or script, in to your web page. The Head/Footer Code section is, therefore, of use to advanced EverWeb users. Typically, you will not need to enter anything in to this section.

Just like the other settings in the Page Settings tab, any code or script entered into either fields will be applied to the respective page only, and not the entire site.

Any code placed in the Head Code section will be placed within the <head> tag in your HTML code.

Any code placed in the Footer Code section will be placed right before the closing </body> tag.

Password Protection

The Password Protection section consists of two buttons:

- Memberships and
- Simple Password

Memberships

The Memberships button (See Figure 8.5) is used when you have an active EverWeb Memberships Sites license. Use the 'Memberships' options to select which membership levels apply to the page you are currently on.

To use this section, you will need to sign up for EverWeb Membership Sites and have set up membership levels within the Membership Sites section of your EverWeb Client Area. Please refer to the section on [EverWeb Membership Sites](#) for more information.

To set the Membership Levels for the page you are currently on, first select the Membership Site that you want to use for the page from the dropdown menu. The default setting is 'No Selection'.

Once you have selected your Membership Site, you see the membership levels for the Membership Site displayed. Click on the box to the left of the name of the Membership Level to toggle the level on or off.

For example for my membership site I have set up four membership levels: Free Bronze, Silver and Gold. For my Gold members page I would want my Gold members to access all content so I would check mark all membership levels.

If I now go to my Free Content page, I would only check the Free membership level as the Bronze, Silver and Gold levels are all paid for membership levels.

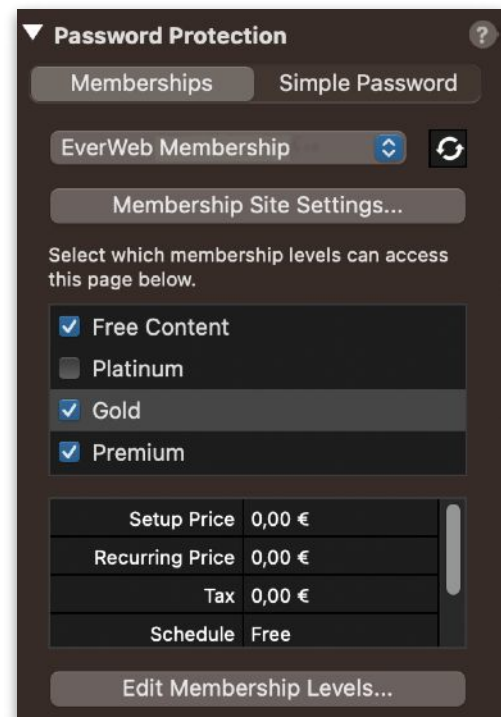


Figure 8.5 The Password Protection Section, showing Membership Levels.

If you click on the Membership Level name, you will see further details displayed about that membership level in the box below i.e. Set Up Price, Recurring Price, Tax and Schedule.

If you want to edit your membership levels at any time, click on the 'Edit Membership Levels...' button which will take you to your EverWeb Client Area where you can make the changes you want.

If you make changes to your membership levels in your EverWeb Client Area, for example adding or removing a Membership Level, you may find that these changes are not reflected in EverWeb. Use the 'Refresh' button to the right of your Membership Site selection to refresh the Membership Levels list.

In addition, the Memberships options also allow you to setup, or edit, your Membership Site Settings using the 'Membership Site Settings...' button.

Simple Password

EverWeb lets you easily password protect the whole, or certain parts, of your website. Click on the 'Simple Password' button to access Password settings.

For example, you could create a members only section on your website, or restrict access to certain individuals.

Note: Password protection will only work on EverWeb's Hosting platform. In addition, it can only be applied to Directories added to the Web Page list.

To use Password Protection, use the 'Add Directory' button in the Toolbar.

Click on the 'Add' button in the 'Password Protection' section.

You can have unlimited passwords but all usernames must be unique. Also, you cannot use single quotes in the username or password field.

Advanced Options

Redirects

Redirects are a powerful, but advanced, feature. For example, if you have an existing, but old, iWeb website, you may have high search engine rankings for this site, or you may have provided these links to other people.

EverWeb lets you automatically redirect individual pages from your old site to your new site using a special type of redirect known as a 301 redirect. These redirects have the benefit of maintaining your search engine rankings.

To use this feature, enter the **full URL** of your old page in the field. You can find the old URL by simply visiting your old site in your browser and copying and pasting the URL in the Path bar at the top of your browser window into this field.

Remember: this feature is for *individual pages*. Each page on your old website should redirect to a unique page on your new EverWeb website. **DO NOT enter your main website's URL for each page**. Every redirect page in EverWeb should have a unique URL.

Page Extension

You can set the extension of the page as either HTML, HTM, PHP or ASP. When you publish your site, the page will be published in your chosen format to your server. The default Page Extension is HTML.

Shape Options

All About Shapes & Images

Add a shape to your website by clicking on the Shapes button in the Toolbar, then select the shape you want to use (Figure 8.6). Shapes can be made larger, or smaller, and can be moved around the Editor Window to a desired location.

Use the Shape Options tab in the Inspector Window to modify a shape (Figure 8.7).

You can change the type of shape you are using by clicking in the drop down menu and selecting the shape you want.

For each shape, there are three settings that you can make Fill modifications for:

- *Normal:* How the shape will appear when no mouse cursor is over it.
- *Mouse Over:* How the shape will appear when the mouse cursor is hovering over it.
- *Mouse Down:* How the shape will appear when the shape has been clicked on.



Figure 8.6: Shapes

Tip: Any shape can have text on top of it. Just double click on the shape and begin typing.

To change the default shape color and shape border color, use the Format->[Default Styles...](#) menu option.

For the shape's appearance, you have six options to choose from:

- *None*: Makes the shape transparent - essentially this is what a TextBox is.
- *Color Fill*: Allows your shape to have a color. Click on the color icon to change the color of the shape.
- *Gradient Fill*: Allows the shape to be two different colors that transition smoothly.
- *Advanced Gradient Fill*: Similar to the Gradient Fill but allows you to include more than two colors.
- *Image Fill*: Select the image you want to fill the shape with. Images can be scaled when using Original Size or Tiled Options.

Use the Lazy Load Image option to only load the image when it is needed. Using this option helps speed up the time it takes the page to download from there server to your visitor's browser.

Parallax Scrolling is available to images depending on the type of image fill used.

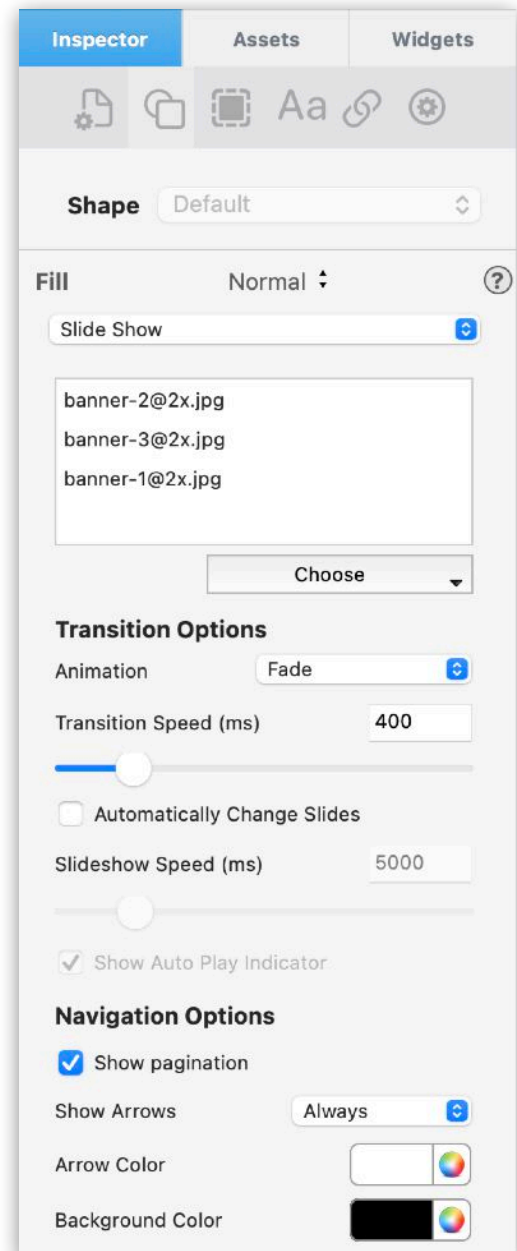


Figure 8.7: The Shape Options tab displaying the Fill: Slideshow option

To view the effect, click on the Preview button in the Toolbar.

Full Width widgets such as the FlexBox widget can also use the Shape Options color and image fill options to add a background color or image to the widget.

All images can have an overlay color applied to them.

- *Slide Show*: A TextBox, image, rectangle Shape or Responsive Row widget can be filled with a Slide Show as described below:

Using Fill: Slide Show with a TextBox

Use this option when you want to have text displayed on top of a background slide show:

1. Start by adding a TextBox to the page if you have not done so already. Replace the default text with your own and style the TextBox as desired. Note that you can add a slide show to a TextBox even if it contains no text.
2. If you already have a TextBox on the page that you want to add a background slide show to, select it.
3. Next, go to the Shape Options tab and select 'Slide Show' from the Fill dropdown menu.
4. Use the 'Choose...' button to select the images that you want to use for the background slide show of the text.
5. Select the Transition and Navigation Options as desired.

Viewing Slides When Using the Fill: Slide Show Feature



Figure 8.8: The Fill: Slide Show options in the Shape Options tab. In the Editor Window you can see the navigation arrows. When you have two or more slides in the slide show, click on the previous or next navigation arrow to see the previous, or next, slide.

Once you have added your images to the slide show, the slide show object will be displayed with Previous and Next navigation arrows. Click on these arrows to see the previous or next slide. Two examples are shown in Figures 8.8 and 8.9 below.

Tip: The Previous and Next navigation arrows are only available in the Editor Window when the 'Show Arrows' option set to 'Always' or 'Mouse Over'. If you want to display the slide show without arrows, it is recommended that you keep the arrows visible in the Edit Window until you have completed your slide show. Once complete, set the 'Show Arrows' option to 'Never' to hide the arrows.

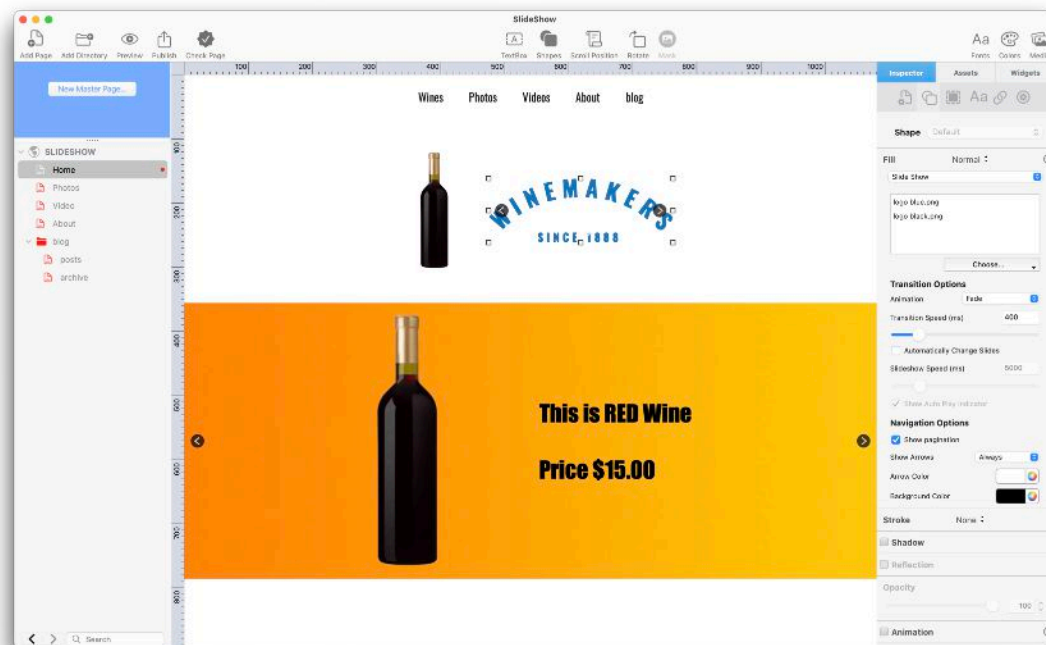


Figure 8.9: Clicking on the 'Next' navigation arrow of the 'Winemakers' logo, displays the logo image in black text instead of blue text. Clicking on the 'Next' navigation arrow of the WineTypes Responsive Row displays the next slide which has both a different background and different Responsive Row objects on the slide - in this case the Red Wine image and text instead of the Rosé wine and text.

Using Fill: Slide Show with a Rectangle Shape

This option can be used when you want to have a simple slideshow. The slide show background can *only* be used with a rectangle shape. If you select the 'Slide Show' option with another shape type (including the rounded rectangle shape), the shape will revert to rectangle.

Once you have selected the rectangle shape, you can add the images you want to the shape in the same way as you would for the slide show for a TextBox.

Using Fill: Slide Show with an Image

This option works in the same way as it does for adding a slide show to a shape. Just select the image that you want to become a slide show then add the images that you want as the background slide show in the same way as described above. Note that when you select the 'Slide Show' option you will need to add the original image in to the slide show list.

Using Fill: Slide Show with a Responsive Row Widget

If you have a Responsive Row widget on your page, you can add a background slide show to the Responsive Row itself. As a Responsive Row can include TextBoxes, Images and Rectangle shapes, you also have the ability to add a slideshow on top of a background slideshow making this a very powerful feature.

To add a background slide show to a Responsive Row widget:

1. First add a Responsive Row widget to the page, or select one that is already on your page.
2. Add the objects that you want to include in to the Responsive Row if you have not done so already.
3. To add a background slideshow to the Responsive Row, make sure that the Responsive Row is selected.
4. Next, go to the Shape Options tab and select the 'Slide Show' option from the Fill dropdown menu.
5. Add the images you want to use for the background slides and adjust the Transition and Navigation Options as desired.

Adding Objects to the Responsive Row Slide Show

You can add objects to any slide in the Responsive Row.

1. Use the navigation arrows (see Figure 8.9) to select the slide that you want to add an object to.
2. Once the background slide is visible, click on the Responsive Row to select it.
3. Add the objects that you want to the currently visible Responsive Row slide e.g. TextBoxes, images, shapes, other widgets and so on.
4. If you have added an object to the wrong Responsive Row slide, you can easily move it to another slide. First select the object you want to move then secondary click. Select the submenu option 'Embed In' then choose the slide in the Responsive Row that you want to move the object in to (See Figure 8.10).

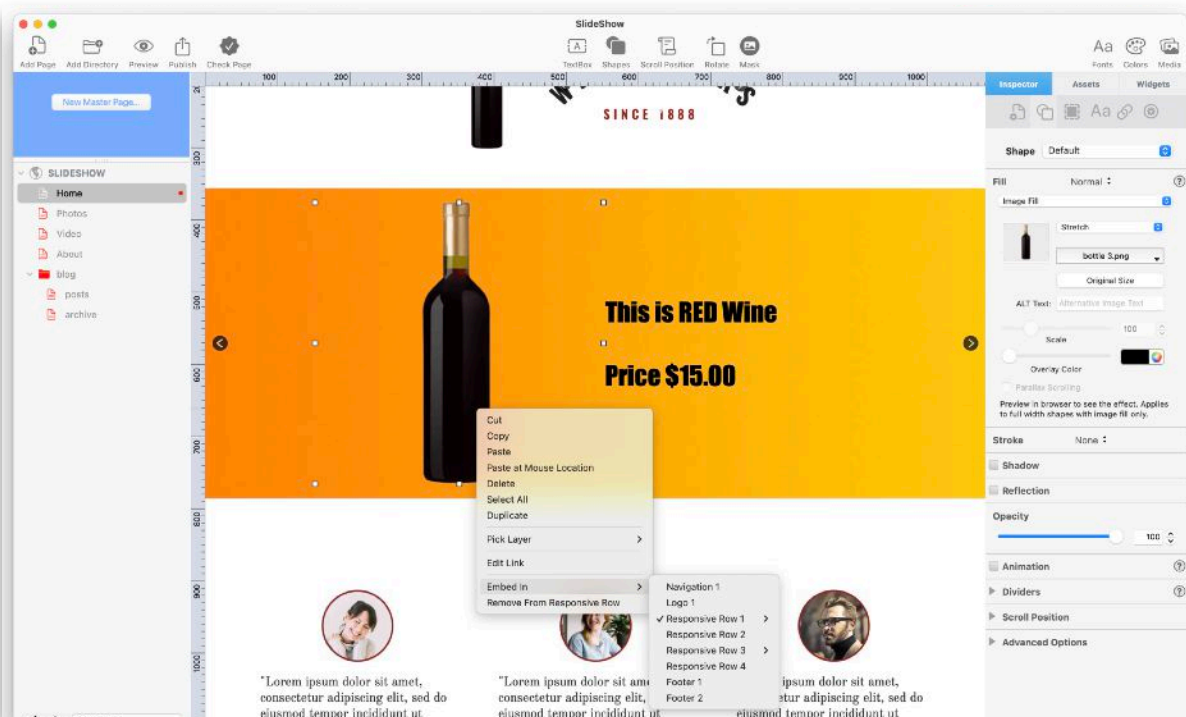


Figure 8.10: To move an object from one Responsive Row slide to another, secondary click on the object. Select 'Embed In' from the submenu, then select the slide in the Responsive Row where you want to relocate the object to.

For more information about objects in the Responsive Row widget please see the chapter on the [Responsive Websites in EverWeb](#).

- *Video*: Use this option when you want to fill a shape object with a Video, or if you drag and drop a video on to your page from an other sources such as your desktop or Cloud location. For example:
 - 1. Add a rectangle shape, using the Shape button in the Toolbar, to your page.
 2. Select the rectangle shape, then go to the Shape Options tab and change the Fill to 'Video'.
 3. In the dropdown menu below the Fill dropdown menu, select the video source: External Video URL, Local Video File, YouTube Video or Vimeo Video.
 4. Enter the location of the Video source in the Video Location field below the Video Source dropdown. If you are using a Local Video File, click on the Choose... button and select the video file that you want from the Assets List.
 5. Once you have selected your video, set the other Video Fill options as desired.
- *Map*: You can fill an object with a Google Map using Map Fill. This feature offers you more flexibility than using the Google Maps widget. For example, you can add a map as the background of a Responsive Row widget. Map Fill includes three options:
 - Simple Map (Deprecated)
 - Basic Map (Free)
 - Advanced Map

The Simple Map (Deprecated) offers the same features as you would find if you were using the Google Maps widget.

The Basic (Free) and Advanced Map Fill options give you expanded map options including:

- Roadmap or Satellite view
- Ability to Zoom
- Show Terrain and
- Show Labels

In addition, if you are using the Advanced Map option you can also use the following features:

- Show Controls
- Ignore Mouse Gestures
- Always Show Label on Marker
- Ability to add your own Label

About Google Maps Platform

In order to use the features found in the Basic (Free) and Map Advanced Map, you will need to use a Google Maps API Key. EverWeb will help you to generate the necessary Key.

Once you have generated the necessary Key you will then enter it in to the Map Fill 'Google Maps API Key' field.

Generating the Google Maps API Key is easy because when you select the Basic or Advanced Map option, EverWeb will display a dialog box with an option to 'Get Google Maps API Key'.

When you click on this option, you will be taken in to Google Cloud Platform which will then step you through generating a Maps API Key that you can use in EverWeb.

In order to generate a Google Maps API Key, you will required to complete the following steps:

- Create a Google account if you do not already have one, then add Google Cloud Platform to your account.
- If you already have a Google account, you may be asked to log in. Once logged in you may be asked to add Google Cloud Platform to your account.
- You may be asked to supply billing details to Google. If you are using the Basic (Free) option in EverWeb, you will not be billed. If you are using the Advanced Maps option, you will be charged by Google for using the Advanced Map features.
- You will need to create a Google Cloud Platform Project, if you have not already created one.
- You will need to make sure that you enable Google Maps Platform APIs and SDKs for your Google Cloud Platform project.

Once you have completed the steps required by Google to generate a Google Maps API Key, copy the API Key to the Clipboard and paste it in to the Google Maps API Key field in the Map Fill section in EverWeb.

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Stroke Options

You can apply the following Stroke options to your shape (See Figure 8.11):

None

No options are applied to the shape.

Line

Shapes can have a line stroke surrounding them. Select 'Line' from the Stroke drop down menu.

You can choose between a solid line, a dashed line and a dotted line.

To set the color of the line use the color swatch or color wheel.

To set the thickness of the line by entering a number in the box, or by using the up/down arrows.

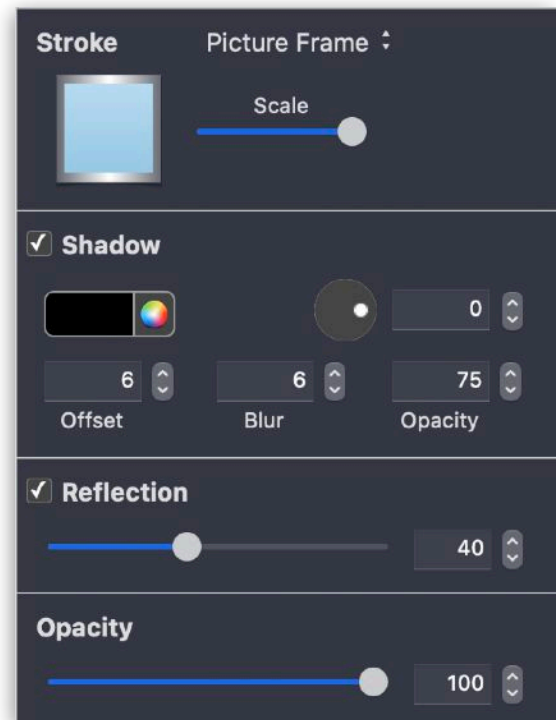


Figure 8.11: Stroke, Shadow Reflection and Opacity Options

Picture Frame

To add a picture frame to your shape:

1. Select 'Picture Frame' from the Stroke drop down menu.
2. Click on the picture frame thumbnail and select the frame you want to use.
3. Modify the thickness of the picture frame by adjusting the slider.

Shadow Options

To add a Shadow to your shape click on the Shadow option.

Choose the shadow color you want by clicking on the color swatch

The direction of the shadow can be altered by rotating the wheel icon or by entering a number from zero to 360 degrees in the box to the right of the wheel icon.

Use 'Offset' to set how far the shadow is away from the shape

Use 'Blur' to alter the sharpness of the object

The 'Opacity' option is used to alter the opaqueness of the shape i.e. how see through or solid the shadow appears.

Reflection Options

You can also add a reflection to your shape, and specify how large you would like the reflection to be using the slider.

Opacity Options

To adjust the opacity of a shape, use the slider or the up/down arrows or enter the value in the box.

Animation Options

You can animate objects to produce some amazing effects on your web page.

1. Start by select the object you want to animate. Select multiple objects if you want to apply the same effect to many objects at the same time.
2. In the Shape Options tab, tick the checkbox next to the word 'Animation'. The animation options are now displayed.
3. A number of different animation styles are available in the first drop down list. Click on the animation effect you want to use. If you select 'Other', a second list of animation styles will become available in the second drop down menu,
4. Once you have selected an animation effect from the first drop down menu, use the second drop down menu for further styling options e.g. if you selected the 'Flip' animation effect from the first drop down menu, you have the styling options of 'In Place', 'Horizontal' or 'Vertical' available from the second drop down menu.
5. If you selected 'Other' from the first drop down menu, you will see more animation effects listed in the second drop down list. These animation effects do not have any additional styling options.
6. When you select your animation effect and styling options, you can see a preview of the effect in the preview window at the bottom of the 'Animation' settings.
7. Once you have chosen your animation effect use:
 - Duration: To specify how long the effect will last for (in seconds and milliseconds;)
 - Delay: To delay the start of the animation effect (in seconds and milliseconds)
 - Repeat: To replay the animation effect the number of times specified.
8. Use the Preview button in the Toolbar to see the animation effect working on your page before publishing your website.

Dividers

Dividers are SVG files that are used to add visual impact and styling to objects in the pages of your site. A SVG file is a Scalable Vector Graphic file, so you can add the file to objects and know that the SVG file will always scale correctly on whatever device it is being displayed upon.

Dividers can be used to add styling effects to the top and bottom of most objects on the page or to visually 'separate' different sections of the page.

To use dividers on objects on your page:

1. First select the object you want to add a divider to, for example, a Responsive Row.
2. Next go to the Shape Options tab and open the Dividers section (See Figure 8.12) if it is not already open.
3. Click on the top, or bottom, divider button to select the divider type you want.
4. Check the 'Use Top/Bottom Divider' checkbox to activate the settings for the divider.
5. Click on the 'Select' button. Scroll the list of dividers until you find the one you want to use, then double click on it to select it.
6. You will see the 'Select' button replaced by a representation of the divider you have chosen. You will also see the divider at the top or bottom of the object you have selected in the Editor Window.
7. You can now customize the divider using the customization options.
8. To replace a divider with a different one, simply double click on the image of the divider you have chosen and select a different divider. The previous settings that you used will be carried over to your new selection.

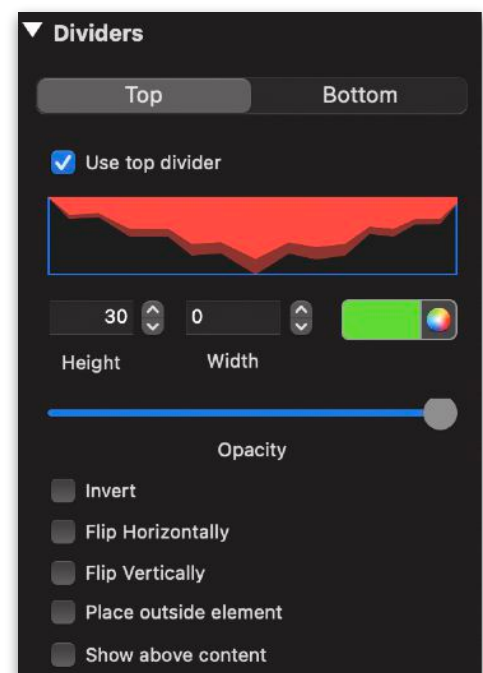


Figure 8.12: The Dividers Section

9. To remove a divider, simply uncheck the 'Use Top/Bottom Divider' checkbox.

Scroll Position

You can create a [Scroll Position](#) by either using the Scroll Position Toolbar button, the Insert-> Insert Fixed Scroll Position menu option, the Insert-> Set Selected Shape as Scroll Position... menu option, or by selecting an object and using the Scroll Position field in the Shape Options tab.

When using the Scroll Position field in the Shape Options tab, you must give the Scroll Position a unique name. Once you have created the name, you can edit it later if desired.

Use the Hyperlinks tab to link to a Scroll Position. For more information, please refer to the section of this manual on [Scroll Position](#).

Advanced Options

CSS Class

The CSS Class field is used to apply one, or more, CSS (Cascading Style Sheets) classes to an object. CSS allows you to control the layout and style of objects on your page. This is an advanced option for users who have knowledge of CSS.

Metrics Inspector

The Metrics Inspector (Figure 8.13) is where you can fine tune the size and position of objects as well as set other parameters relating to the selected object(s).

Size

This Size section of the Metrics Inspector is where you can adjust the pixel width and height of the selected object, set the object to scale as you resize it, set the object to the full width of the page and adjust Full Width object's margins.

Constrain Proportions

When resizing an object you may want to keep its proportions whilst doing so. Tick the Constrain Proportions box if you want the object width to scale proportionally as you adjust the object height and vice versa.

Full Width

If you want an object to dynamically resize its width as you resize the browser window tick the 'Full Width' option. When you use this option, the selected object expands to the size of your browser.

Remember that not all objects can be full width. For example, the Facebook Timeline Widget cannot be full width. For objects that cannot be full width the setting cannot be ticked.

A full width navigation bar, or background object is a great example of when to use full width objects.

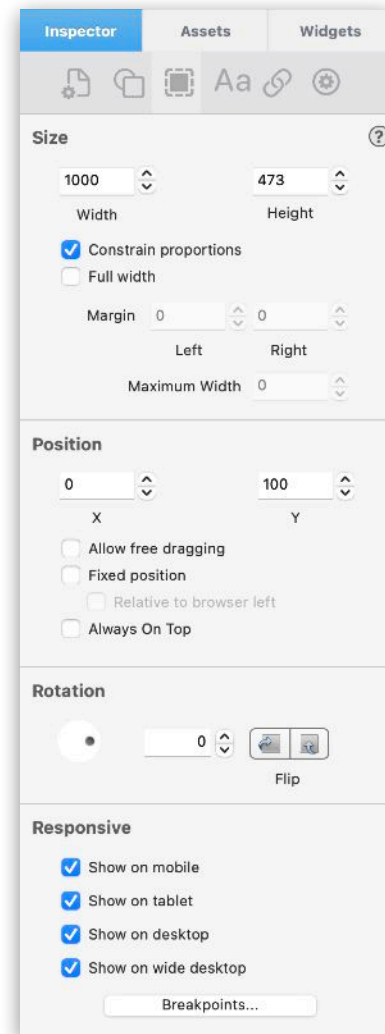


Figure 8.13: The Metrics Inspector

Margin

When an object is set as 'Full Width' you can add a left and right margin to it. This is useful if, for example, you are using a full width TextBox and do not want the text to appear right up against the left or right margins of the page.

Maximum Width

By default, full width objects will display to the full width of the page. In some instances this is not useful as objects may appear too spaced apart from each other or you may not want an object to expand to the entire length of a wide screen.

Use the 'Maximum Width' field to set a maximum limit to the width of the full width object. If you leave the value at zero, the full width object will always scale to the full page width.

Position

Use the X and Y position fields to fine tune the position of the selected object. Modify the X (Horizontal) and Y (Vertical) values in the Position section as required. The object will move to the specified coordinates.

You can also click on the up and down arrows of the X and Y position fields to change the Position values.

Allow Free Dragging

You'll notice when dragging objects around the EverWeb design canvas that you may be prevented from dragging the objects outside of the Header, main body area or Footer.

These three sections help you organize your web page design so that anything added in the Header section can actually move the content in the main body area and the Footer area down so that you don't always have to adjust your design every time you want to change your header.

The same applies to the main body area, where objects moved downwards here will adjust the top position of the objects in the footer.

The 'Allow free dragging' option is used only in Fixed Width Page Layouts, such as the Centered Aligned Page Layout, and lets an object ignore these boundaries and lets you drag it anywhere on the design canvas. The position of a 'free dragging' object does not effect any of the objects in any other section.

Fixed Positioned Objects

EverWeb lets you include fixed positioned objects in your page so that as you scroll your page, the object's position remains the same. This lets you add features such as a navigation menu that always stays fixed in place as the page is scrolled.

Use the 'Fixed Position' checkbox and the 'Relative to browser left' option underneath it to fix the position of an object.

The 'Fixed Position' option displays the object exactly where you placed it on the Editor Window as your page is scrolled vertically or horizontally. However, for a 'Centered Aligned' page layout (which is the default Page Layout in EverWeb) the object will be anchored to the left margin of the page. This means the object's left position will move as you resize your browser window. This creates an effect of a centered, fixed positioned object.

Select the 'Relative to browser left' option so that the object will not adjust its left position as you resize your browser. Instead, the object stays in the exact same position, no matter if you scroll or resize your browser.

'Relative to browser left' is only relevant when using the 'Centered Aligned' page under Inspector-> Page Settings-> Page Layout section.

Always On Top

When you add objects to the Editor Window, they can appear stacked on top of each other. Usually you can use the Arrange menu's Bring Forward/Send Backwards or Bring to Front/Send to Back options to layer objects as you wish on top of each other.

In some instances, e.g. with Master Page objects, you may need to force objects to the top of the stack so they are never obscured. Check the 'Always

On Top' box or use the Arrange-> Always On Top menu option to force an object to the top of the stack so that it is always visible.

Rotation

Use the 'Rotation' wheel to rotate the selected object from 0 through 360 degrees or use the Flip Horizontal or Flip Vertical buttons to flip the object vertically or horizontally.

Responsive

Show on Device

You can choose on which devices objects are to be displayed upon by using the Responsive options. Select the object you want and then check or uncheck the 'Show on...' 'Mobile', 'Tablet', Desktop' and 'Wide Desktop' options as desired.

As you change the the width of the Editor Window, you may notice that objects you unchecked disappear as they become hidden. You can view these hidden objects by using the Window-> Show Hidden Objects menu. Objects that are hidden will be displayed as placeholders boxes with a grey background with an 'X' cross through the object.

Hidden objects can also be selected by secondary clicking on the page. From the menu that appears scroll to the 'Hidden Objects' menu item and select the object you want.

Breakpoints

You can set how wide the Editor Window canvas is for each device type: mobile, tablet, desktop and wide desktop. These values are used in responsive web pages and are known as 'breakpoints'. The responsive page will respond to appropriately at each breakpoint so the the page always renders correctly on each device type.

Use the 'Breakpoints' button to change the value of the breakpoints, or use the Insert-> Breakpoints... menu option. To reset the values back to their original defaults click on the 'Set Default' button.

Text Inspector



To add text to your website, simply click on the TextBox button in the Toolbar. A TextBox will appear in the Editor Window. You can edit the text by double clicking inside the TextBox. If you already have TextBoxes on your page, e.g. from a Theme Template you have used, again, just double click

Editing Text

There are two ways to edit your text:



1. If you want to edit *some* of the text in the TextBox, highlight the text that you want to edit.
2. If you want to edit *all* of the text in the TextBox, select the TextBox on its own.

If you want to change the text font, click on the Fonts button, then select the font you want to use from the Fonts Panel. You can also change the font size by adjusting the size scroller, or by typing in the font size that you want

Accessing the Text Inspector

To access the Text Inspector's settings, click on the Inspector Tab then click on the Text Inspector icon.

The Fonts Section

The Fonts section of the Text Inspector is located directly below the Paragraph Style (See Figure 8.14). Use this section to change the attributes of the text you have selected.

For example, to change the font and font style use the Font and Font Style dropdown menus.

Adjust the size of the font either by using the up/down arrows to the right of the Font Size box, or by over typing the number in the box with the value you require.

Use the Bold/Italic/Underline/Strikethrough buttons in the combination you want for your selected text.

To the right of the font styling buttons is the text

color swatch.

Use this to set the color of your text. Click on the color swatch itself to see a selection of predefined colors and recently used colors. For more color options use the Color Wheel instead.

To set the background fill of your text, click on the checkbox to the left of 'Background Fill' then use the Color Swatch or Color Wheel to select the background color that you want to use.

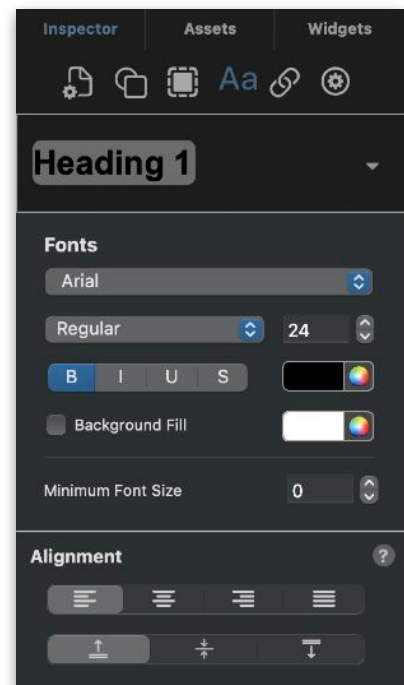


Figure 8.14: The Paragraph Style, Fonts and Alignment Sections of the Text Inspector

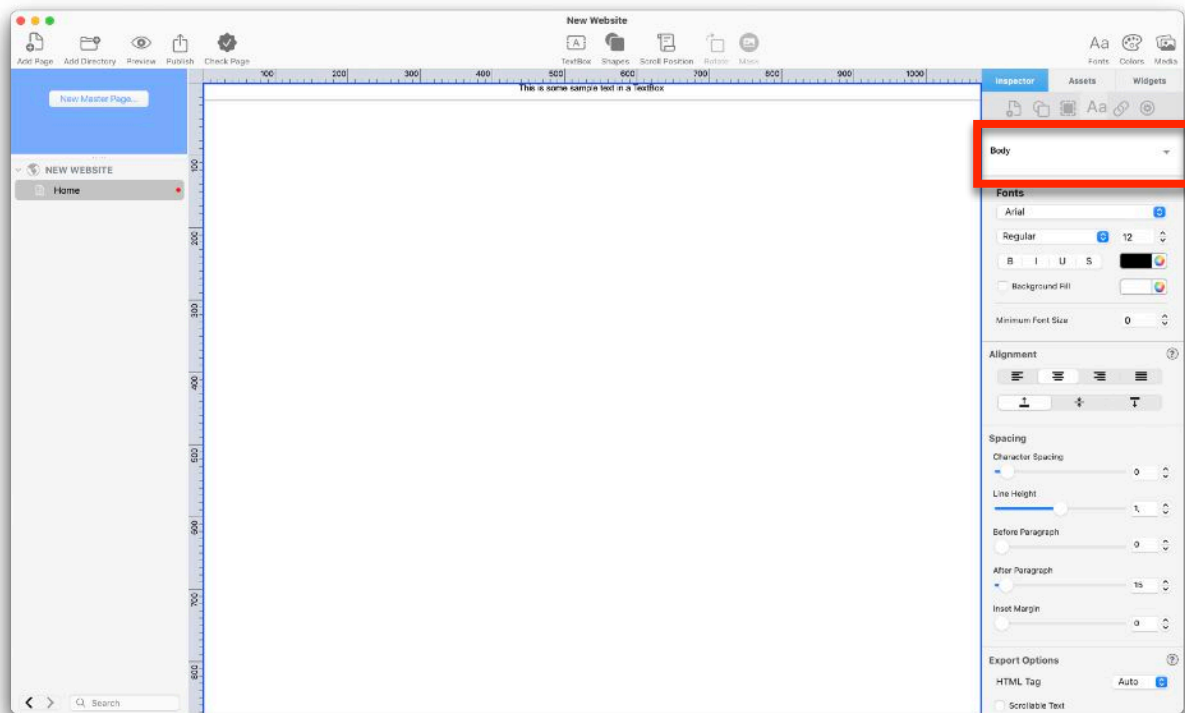


Figure 8.15: Paragraph Styles are displayed at the top of the Text Inspector . In this example, the 'default body' paragraph style is shown.

Paragraph Styles

At the top of the Text Inspector you will see a Paragraph Style displayed (See Figure 8.15). A Paragraph Style is a collection of attributes that can be applied to the text in your page. Such attributes include the font itself, the font weight such as bold, light etc, the font size, font color and font style such as bold, italic or underline.

When you create a new website project, a default set of paragraph styles will be available for use in the project. In the example in Figure 18,15 the paragraph style is set to 'body'. The default Paragraph Styles can be modified or deleted. You can also add your own paragraph styles.

Click on the down arrow to the right of the currently displayed Paragraph Style, to see a list of the paragraph styles currently available in your project (see figure 18.15).

You can apply any Paragraph Style from the list to your text. Simply highlight the text your want to apply the paragraph styling to, then select the paragraph style you want to apply from the drop-down menu.

Paragraph Styles and Default Styles...

Adding, modify and deleting Paragraph Styles can be done in two places in EverWeb: Directly in the Text Inspector (See Figure 8.16), or by using the Format-> Default Styles... menu option.

We recommend that you set up your Paragraph Styles when you create your project file. If you need to modify them later, you can easily do so either the Text Inspector or from the [Default Styles](#) dialog box. In addition, if you use Paragraph Styles right from the start of your project, it will be easier, and much quicker, to make project wide paragraph styling changes if you need to.

The following describes Paragraph Style features in relation to its use in the Text Inspector. Please refer to the [Default Styles...](#) section of the manual for information on adding, modifying and deleting paragraph styles using the Default Styles... dialog box.

Applying a Paragraph Style to Your Text

You can easily apply a Paragraph Style to your text:

Highlight the text that you want to apply the Paragraph Style to.

Click in the Paragraph Styles section of the Text Inspector and choose the Paragraph Style that you want to use.

If you decide that you want to use a different Paragraph Style rather than the one you have chosen, simply reselect the text and then click on a different Paragraph Style.

Modifying a Paragraph Style

You can easily modify Paragraph Styles to suit your project file's own style. You can use either the Format-> Default Styles... menu option or the Text Inspector to change a Paragraph Style in situ. To modify a Paragraph Style using the Text Inspector:

1. First highlight some text in your page that has an existing Paragraph Style that you want to modify e.g. a page title that currently uses the default Heading 1 Paragraph Style.

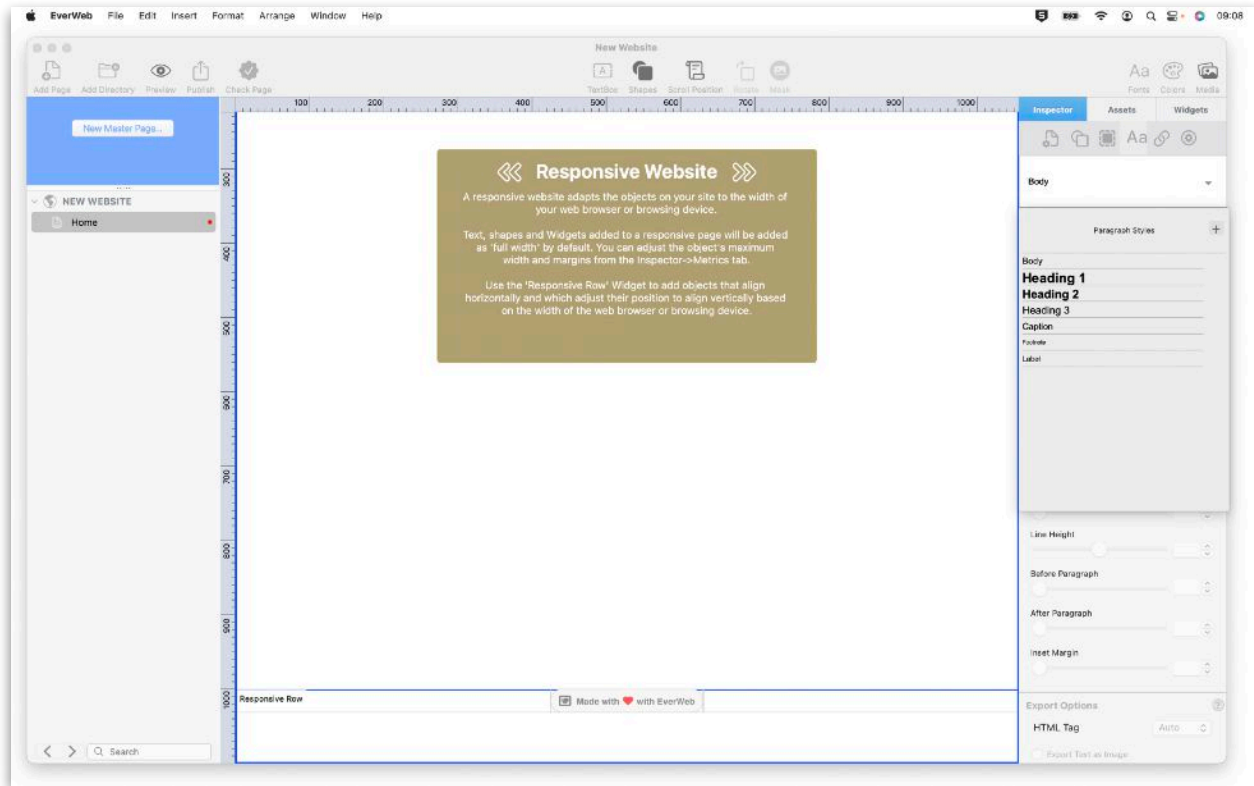


Figure 8.16: When you click on the down arrow to the right of the current paragraph style, you will see a list of all of the paragraph styles for your project - in this example you can see the default paragraph styles available when you create a new project file.

2. By default the font for the Heading 1 Paragraph is Ariel but I want it to be Arial Black instead.
3. With the text using the Heading 1 Paragraph Style still highlighted change the font in the Text Inspector to Arial Black. The highlighted text in the Editor Window will change to the Arial Black.
4. To the right of the Paragraph Style in the Text Inspector there is now a blue 'Update' button. Click on the button to update the Paragraph Style.
5. If you do not want to update the style, just ignore the Update button.
6. Important! Note that any text using the Heading 1 paragraph style will also be updated with the change of font. If you have updated the Paragraph Style by mistake, use Cmd+Z to undo the action.

You can update any of the paragraph style attributes listed in the Font section of the Text Inspector.

You can also modify a paragraph style from the Format-> Default Styles... menu option.


Adding a New Paragraph Style

To create a new Paragraph Style using the Text Inspector:

1. Click on the down arrow to the right of the current Paragraph Style.
2. Next Click on the '+' button, again on the right hand side of the words 'Paragraph Styles'.
3. At the bottom of the Paragraph Styles dialog box, you will see the words 'New Style'. Type over this text with the name of the Paragraph Style that you want e.g. 'Heading 4'.
4. The Paragraph Style has now been created. Use the Font section to change the font family, font size etc. to match the attributes that you want the new style to have.
5. Once finished, use the Update button to save the changes you have made to your new Paragraph Style.


Renaming a Paragraph Style

To rename a Paragraph Style:

1. First, click on the down arrow next to the current Paragraph Style.
2. Mouse down to the Paragraph Style that you want to change.
3. Click on the ellipses in a circle icon to the right of the Paragraph Style.
4. From the dropdown menu, choose 'Rename Style...'.

5. Enter the new Paragraph Style name then press Enter to finish.

Deleting a Paragraph Style


To delete a Paragraph Style,

1. First click on the down arrow next to the current Paragraph Style.
2. Mouse down to the Paragraph Style that you want to change.
3. Click on the ellipses in a circle icon to the right of the Paragraph Style.
4. From the dropdown menu, choose 'Delete Style...'.

5. Select the Paragraph Style to replace the Paragraph Style you want to delete.
6. Click on 'Delete' to delete the Paragraph Style or click on 'Cancel' to abandon the deletion.

Redefining a Paragraph Style from Selection

A Paragraph Style can also be modified based on the current text's attributes. For example, I have added some text and styled it. This text would be perfect as a Heading 1 Paragraph Style.

To apply the current text's attributes to replace my current Heading 1 attributes with those of my currently selected text...

1. Keep the current text selected
2. Click on the down arrow to the right of the Heading 1 paragraph style
3. Click on the ellipses in a circle symbol to the right of Heading 1.
4. Select 'Redefine Style from Selection'.

5. The new styling will be applied to all text using the Heading 1 Paragraph Style.

Minimum Font Size

Use the 'Minimum Font Size' setting to set the minimum size that you want the text to be displayed as. For example, you may have set the font size for your text to be 24 point in the Font Size box. This is fine for desktop computers but on a mobile phone you would like the text to appear as 18 point. Set the value to 18 in the Minimum Font Size box. As you reduce the width of your page, you will notice that the text smoothly adjusts up and down between 18 and 24 point as you increase and decrease the browser width..

Alignment

The Alignment section of the Text Inspector lets you align the selected text in a TextBox to either the left, center, right or as justified text. You can also align the text to be at the top, middle, or at the bottom of the TextBox.

Spacing Options

Use this section to set the spacing of each character, the spacing between each line and the text margins.

Character and Line Spacing

You can alter the space between each character by adjusting the character spacing. To alter line spacing adjust the line height of the text. You can also set the before and after paragraph spacing. For example, if you want there to be a larger gap between two paragraphs, you can either click after the paragraph and then increase the After Paragraph value, or you can click before the paragraph and then increase the Before Paragraph value.

Setting a Margin

The Inset Margin option applies vertical and horizontal padding to the text within the TextBox and is useful to use for formatting text spacing within the TextBox.

Export Options

Use this section to set how the text will be presented to search engines and your visitors when your site is published.

HTML Tag

Use the HTML Tag option on your selected text to help search engines categorize your website for search purposes. Using an HTML Tag is optional as EverWeb will determine which tags to use when you publish your site. You can however, manually set the tags yourself if you prefer. The h1-h6 tags are usually referred to as [Heading Tags](#).

For example:

- Use an h1 tag for the heading or title text of your page. It is recommended to use only one h1 tag per page.
- Use an h2 tag for any sub-heading text on your page. You can have more than one h2 tag per page.
- Use an h3 tag for any sub sub-headings you may have on the page. Again, you can use more than one h3 tag on the page.
- If you have paragraphs that you want search engines to be aware of, e.g. a text summary of you page's content, use the p tag.

It is not usually recommended to use h4-h6 tags in your page and you do not have to use HTML tags on pages in your site that do not require them.

Please refer to the chapter on [SEO in EverWeb](#) for more information about using HTML tags and SEO.

Scrollable Text

The Scrollable Text option will export a TextBox that can scroll the text rather than auto size to the length of the text.

Export Text as Image

There may be times when you do not want your text to be displayed as text on your page, for example, when you do not want anyone to be able to copy and paste the text or have your text crawled by web spiders for SEO purposes. In these instances, you can convert the selected text to image at the time of publishing by checking the 'Export Text as Image' option.

Font Substitution and External Fonts

EverWeb makes it easy to work with different fonts and styles. To change the font, size and styling of your text you can use the 'Fonts' button in the Toolbar, or apply a [Paragraph Style](#) in the Text Inspector.

Working with fonts can get problematic if you use a font in your website that your website visitor does not have installed on their computer. In this case your visitor's web browser will substitute the missing font with an alternative, that tries to matching the missing font as best as possible.

This font 'substitution' can cause formatting issues for your website visitors, especially when using a mobile device or an operating system that is different to your operating system.

The font issue can be further complicated as some fonts are subject to licensing terms. To use these such fonts in your website may require you to purchase the appropriate license or to gain permission to use the font from its creator. Also bear in mind that even if you use have a license to use a font on your own computer, you may not be licensed to use it on your website.

There are five ways around the problem with fonts that each have benefits and drawbacks;

1. Use only web safe fonts.
2. Use Google Fonts.
3. Convert your text to an image.
4. Use a custom font.
5. Set up Backup Fonts in EverWeb's Default Styles.

It is recommended that you either use Web Safe fonts and/or Google Fonts. In addition, set up Backup Fonts in the Format-> Default Styles... section in EverWeb. See the section on [Default Styles](#) for more information.

EverWeb makes working with Google Fonts very easy and is explained in the [next section](#).

The other solution is to use the option 'Export Text as Image' in the Text Inspector's Export Options section. For this to work select the TextBox you want to convert to an image and check the 'Export Text as Image' option in the Inspector.

Important: The 'Export Text as Image' option will not work with full width TextBoxes or widgets.

Keep in mind that this option will prevent your website visitors from being able to copy and paste the text and prevents search engines from being able to 'read' the text that has been converted to an image. It is not recommended to use this option for text except for logos or critical text that needs to be displayed exactly the same in all browsers and all devices.

The fourth option can get technical and also requires that you obtain the proper license for the font you want to use. You can actually include the font file in your website by [following this third party tutorial](#) on how to include custom fonts on your EverWeb website.

Remember, custom fonts, even if they are included on your computer for your use, may not be allowed to be used on your website. Every font has different licensing restrictions so check with the creator of the Font if you are allowed to use your intended font on your website. You can usually find the creator of the font by Googling the font name in your web browser.

The last option is to set up Preferred and Backup Fonts to be used when the font you want to use needs to be substituted. Please refer to the section on Default Styles for more information.

Using Google Fonts With EverWeb

Google Fonts are a free and great way to include custom fonts on your website. EverWeb makes it really easy to work with Google Fonts.

Google provides over 900 free fonts that you can use on your website and that are guaranteed to work across virtually all browsers and devices. It is your best option to provide unique fonts for your visitors.

EverWeb makes it very easy to use Google Fonts on your website. All you have to do is follow these steps:

1. Visit the [Google Fonts web site](#) to find the font you want to use.
2. Once you have found the font (or fonts) you want to use, click the 'Add to Collection' button next to each font.
3. Once you have collected all the fonts you want to use, click the down arrow in the top right corner to download the fonts to your computer.
4. The fonts will be downloaded to your computer and you can simply double click them to install them. You may need to close and re-open the Fonts panel in EverWeb (or even quit and relaunch EverWeb in some cases) to see them in the Fonts Panel.
5. Then just use the fonts as you normally would and EverWeb takes care of the rest when you publish your website.

A detailed tutorial on [using Google Fonts in EverWeb can be found here](#).

Hyperlinks Inspector

Linking any object, such as a piece of text, image or shape, is very easy to do in EverWeb.

1. Start by selecting the object you want to link to, for example, if you wanted to hyperlink a piece of text in a TextBox, just select (highlight) the text you want to link to.
2. With the object, or text, selected, click on the Hyperlinks Inspector tab in the Inspector Window (Figure 8.17).
3. To activate the Hyperlinks settings, check the box 'Enable as Hyperlink'. You will now be able to select where the object will be linked to. You will also be able to use a variety of other useful customization options which are described below.

'Link To' Options

There are four ways in which an object can be linked:

One of My Pages

To link your selected object to one of your website's Project pages select 'One of My Pages' from the dropdown menu. Next, choose the page in your Project file that you want to link to from the 'Page' drop down menu.

Additional Options

There are additional options that can be applied when using the 'One of my Pages' option:

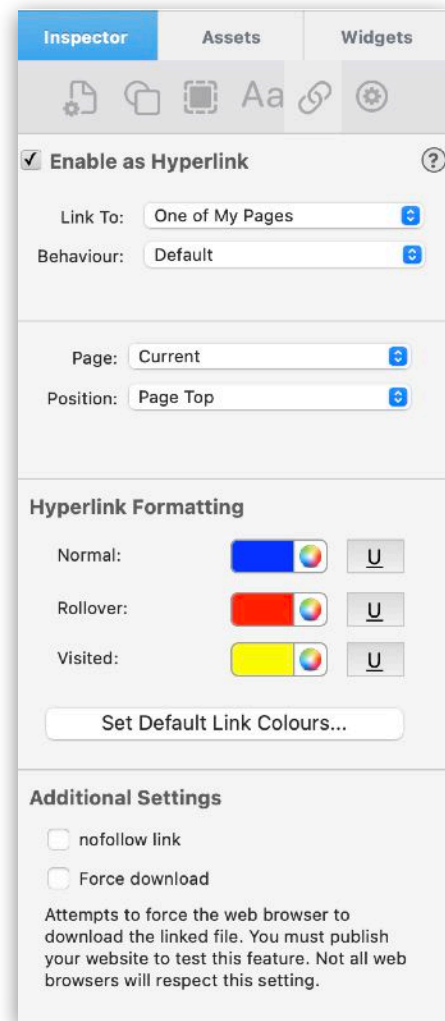


Figure 8.17: The Hyperlinks Inspector

- [Behavior](#): You can choose to have the result of clicking on the link appear in the default browser window, a new browser window, or in a popup window.
- You can hyperlink to a specific location on the page you are linking to using the Position option. Please see the section on [Scroll Position](#) for more information.
- The three different hyperlink states can be styled using the [Hyperlink Formatting](#) options.
- The '[Nofollow link](#)' option can be applied by checking the box in the Additional Settings section.

An External Page

To 'Link To' a page in another website, select the 'An External Page' option then type in the URL you would like to link to in the 'URL' field.

Additional Options

There are addition options that can be applied when using the 'An External Page' option:

- [Behavior](#): You can choose to have the result of clicking on the link appear in the default browser window, a new browser window, or in a popup window.
- The three different hyperlink states can be styled using the [Hyperlink Formatting](#) options.
- The '[Nofollow link](#)' option can be applied by checking the box in the Additional Settings section.

A File

You can choose to link an object to a file, which can come from your hard drive, external drive, network drive or from your Cloud drive. When you select this option, the file will be added as an External File in your Project's Assets List. By default, when clicked upon, the link file will open on screen. You can also use the following options

Additional Options

There are two additional options that can be used when using the 'An External Page' option:

- [Behavior](#): You can choose to have the result of clicking on the link appear in the default browser window, a new browser window, or in a popup window.
- Check the '[Force Download](#)' option in the 'Additional Settings' section of the Hyperlinks Inspector, if you want the linked file to be downloaded to the visitors default download location when they click on the link.

An Email Message

You can also choose to link to an email message by entering the destination email address in to the 'To' field and the subject of your email in the 'Subject' field. When a user clicks on the link, their default email client will open with the email address and subject already filled in.

Behavior Options

Except for the Link To: Email option, you can apply a behavior to any Link To option. Three options are available:

- Default: When the link is clicked upon, the result of the action will appear in the *current* browser window.
- Open in New Window: When the link is clicked upon, the result of the action will appear in a *new* browser window.
- Open in Popup Window: When the link is clicked upon, the result of the action will appear in a *popup* window.

Formatting Hyperlinks

If you are hyperlinking a piece of text, you can change the color of the text for its Normal, Mouse Down and Mouse Over states in the Hyperlink Formatting section. Use either the Color Swatch or Color Wheel to choose the color that you want for each mouse state. You can also use underlining for each mouse state by clicking on the underlined 'U' button which toggles the underline on and off.

Scroll Position



Figure 8.18: Scroll Position for Fixed Width Websites. The Testimonials button links to the Scroll Position shown by the blue line as shown in the Hyperlinks Inspector.

EverWeb's Scroll Position feature lets you easily set up 'anchors' on your pages that can be hyperlinked to a piece of text, shape or any other object that can be hyperlinked to. In this way, you can hyperlink to any position, on any page, within your website.

There are two ways to create a Scroll Position:

1. **Insert Fixed Scroll Position:** This option creates a Scroll Position line across the page. You can use this option only in Fixed Width websites, i.e. where your page use a Centered Layout;
2. **Set Shape as Scroll Position:** This option allows you to add a Scroll Position to the currently selected shape. When you do so, an anchor symbol appears in the shape's top right hand corner to indicate that it has a Scroll Position attached to it. Use this option for either Fixed Width or Responsive websites.

These two ways of creating a Scroll Position can be found by clicking on the Scroll Position button in the Toolbar, or from the Insert menu.

How to Use Scroll Position

As an example, you may want a button at the top of the page that, when clicked upon, takes your visitor to a specific paragraph further down the page (see Figure 8.18).

1. First create a button, for example, by adding a rectangle shape from the Shapes button in the Toolbar. Position the button at the top of your page.
2. Click inside the button and add the button text you want.
3. Use the Text Inspector Alignment options to position the text in the center of the button.
4. Set the 'After Paragraph' field to zero.

Once you have created your button, you can link it to a Scroll Position.

Scroll Position for Fixed Width Websites Only

1. Once you have set up your button, click on the Scroll Position button in the Toolbar and select 'Insert Fixed Scroll Position', or use the Insert -> Fixed Scroll Position menu option.
2. A light blue horizontal line appears across the width of the page near the the top of the body section of the page. The blue line acts as an 'anchor'.
3. The Widget Settings for the Scroll Position displays in the Inspector Window. You can rename the default Scroll Position Name with your own unique name if you want. In this example, rename the Scroll Position as 'Testimonials'.
4. Click and drag the blue line 'anchor' to where you want it on the page e.g. the top of a paragraph further down the page. Notice that the line does not have any selection handles and is dark blue when not selected.
5. If you want to delete the Scroll Position, select the blue line then press the backspace key to delete it.

Scroll Position for Responsive or Fixed Width Websites

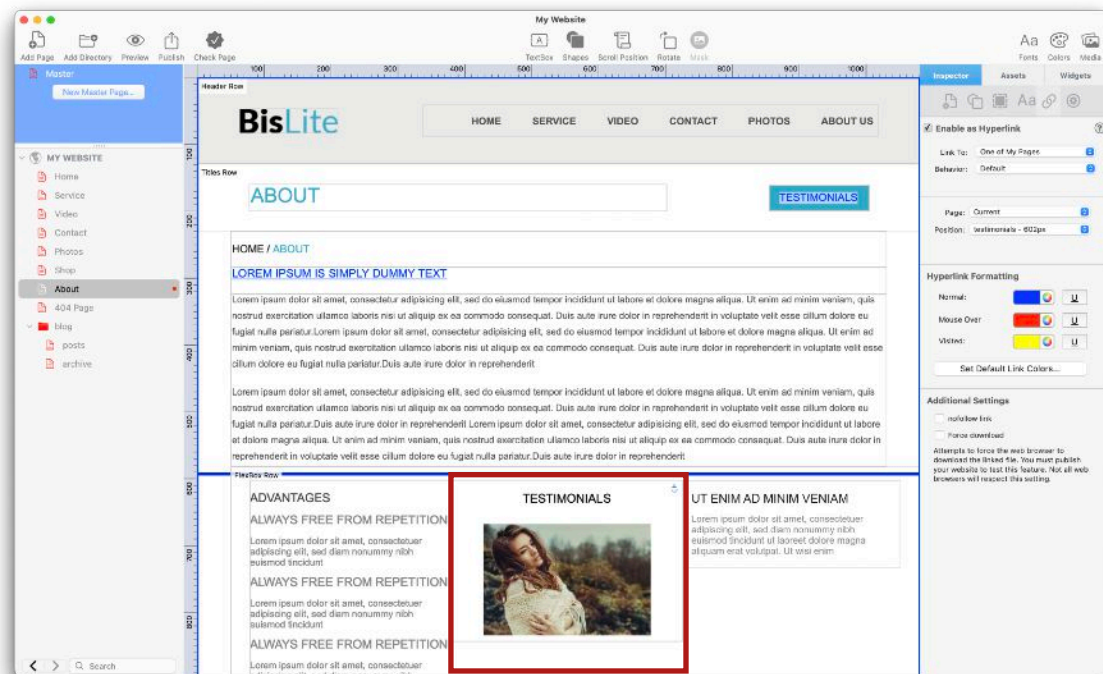


Figure 8.19: Scroll Position for Responsive or Fixed Width Websites. The Testimonials button links to the Scroll Position shown by the anchor symbol in the 'Testimonials' FlexBox widget, shown within the red border.

1. Once you have set up your button, select the object that you want to use as the Scroll Position. In this example, this is the FlexBox widget for 'Testimonials' (see Figure 8.19).
2. Click on the Scroll Position button in the Toolbar and select 'Set Selected Shape as Scroll Position...', or use the Insert -> Set Selected Shape as Scroll Position... menu option.
3. In the dialog box that appears, enter the unique name for the Scroll Position. In this example, this is 'Testimonials'. Press 'OK' to finish.
4. To change or remove the Scroll Position, go to the Shape Options tab. Expand the Scroll Position section if it is not already expanded and edit the Scroll Position Name as desired. Delete the name if you want to remove the Scroll Position.
5. An Anchor symbol will appear in the top right hand corner of the FlexBox widget indicating that the widget is now also a Scroll Position..

Hyperlinking To Your Scroll Position

Once you have set your Scroll Position line or Scroll Position Object, you will want to link it the button that you added earlier. The following instructions apply to Fixed Width and Responsive websites:

1. Click on the text in the button you created earlier to select it.
2. Go to the Hyperlinks Inspector and tick the checkbox 'Enable Hyperlink'.
3. Make the 'Link To' option 'One of My Pages'.
4. In the 'Page' section select the current page as this is where your Scroll Position anchor is located.
5. The 'Position' field shows 'Top of Page'. Click in the drop down and select 'Testimonials'.
6. The button and the scroll position are now linked.
7. From the Toolbar select Preview to test that the button and scroll position are set up correctly before publishing. Click on the hyperlinked button. You should automatically scroll down to the paragraph where you set the scroll position at.

Linking to PDF files or Other Files for Download

You can easily link any file, including PDF files, so that your website visitors can click on the link to view or download the file.

From the 'Link To:' drop down menu select 'A File'. Then from the 'Choose...' button select the the file from your computer that you would like user's to download. This can be a file such as a PDF file, word document, image etc.

The linked file will appear in the 'External Files' section of the 'Assets List'. The file is copied into your Project's folder and then to your server when publishing your website.

Linked files are not downloaded from your actual computer, they are downloaded from the copy that EverWeb has published to your website.
Additional Settings

See also Force Download below.

Force Download

The 'Force Download' option, when checked, will initiate a file download of the linked file to the default download location of the device your visitor is using.

For example, you may want to add a link to your site that lets your visitors download a PDF file. By default, 'Force Download' option is *not* checked so the PDF file will open in the visitor's browser window. If 'Force Download' *is* checked, the PDF file will be downloaded locally to the default file download location.

Note that the use of Force Download depends on whether the web browser your visitor uses respects this setting or not.

Nofollow Link

When you link to page, you are implicitly telling your visitors, or search engines, that this is a recommended page by you. Sometimes this may not always be the case e.g. linking to a competitor website or page.

For your actual visitors, the context of your link could indicate that this isn't actually something you recommend. However, search engines will still believe you are vouching for this linked page.

By selecting 'Nofollow link' you are essentially telling search engines that you don't actually vouch for this page and that you don't want to pass your website's reputation to this page.

This is important because if you link to a page with a bad reputation according to search engines, it can negatively affect your page's reputation and in turn lower your search engine rankings.

Select this option when linking to a page you don't particularly trust or recommend.

Widget Settings

The last tab of the Inspector Window is the Widget Settings tab. The settings that this tab contains will depend on the object that is currently selected.

Widget Settings can apply to objects such as widgets, some shape objects such as the star shape and blog posts.

9 The Assets Tab

The Assets Tab is where image and other media files, such as audio, video and PDF files, are listed and available for use in your website project.

[The Assets List](#)

[Asset List Organization](#)

[The Media Browser](#)

[Free Stock Photos](#)

The Assets Tab

The Assets List

Images files and other media such as audio, video and PDF files, that are added to your website appear as 'assets' in the Assets List of the Assets Tab (Figure 9.1).

You can add any type. of image file to the Assets List. First click on the Assets tab if it is not already selected, then drag and drop the image(s) you want added from its file location in to the Assets List.

There are many ways to add images to your website. For example, you can drag the image from your desktop onto the Editor Window, you can drag the image from the macOS Finder window on to the Editor Window or you can use the Insert-> Choose menu option and select the image you want to add.

You can also add an image by adding a TextBox or shape:

1. Add a TextBox or shape to your page (any shape will do).
2. Click on the Shape Options tab in the Inspector Window
3. Select 'Image Fill' from the drop down menu.
4. Click on the 'Choose...' button. A list of image files will appear. If the image file is not yet in the Project file, select the 'Choose...' option which will

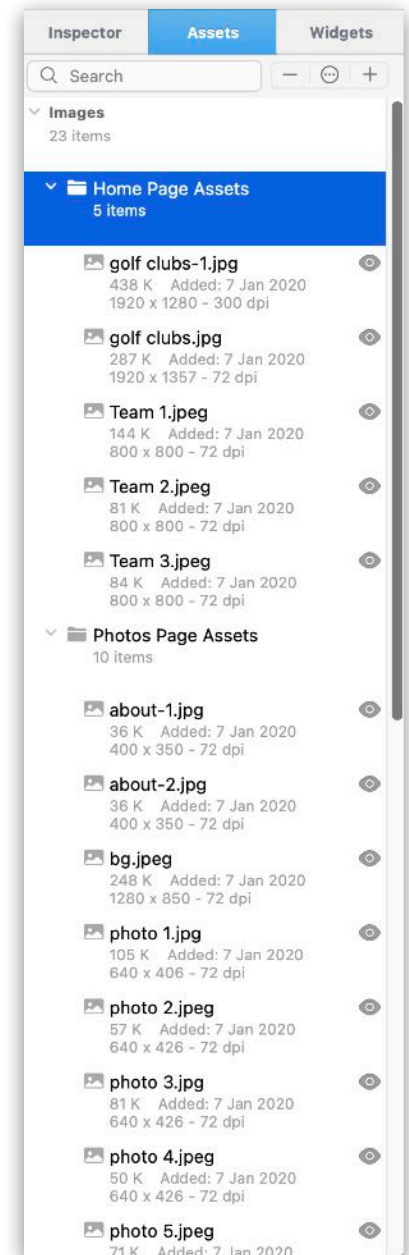


Figure 9.1: The Assets List

open the Finder window so that you can select the image that you want to use.

Note that the same method can be applied for adding an image to the Page and/or Browser Background.

Any image in the Assets List can be used on any page of your website just by dragging it from the Assets List and dropping it on the Editor Window. The same image can be used multiple times throughout your site. You do not need to add the image again to your website every time you want to use it. When you add an image to a page, it remains in the Assets List so is available for use on any page in your website.

Assets can be organized conveniently into folders making it quicker and easier to group, and find, the images and assets you want to use.

Image files can be previewed using the 'eye' icon, or by selecting the image asset and pressing the spacebar, where you can preview, share and even edit the image without having to leave EverWeb to do so.

Assets List Organization

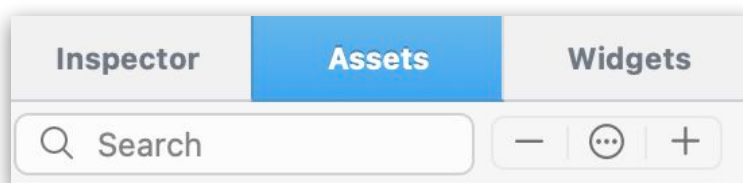


Figure 9.2: The Assets List Organizer

Image files and other media assets, such as audio, video, PDF files etc., can be conveniently organised in to folders. Organising assets is especially useful when you have a website with a large number of assets, or if you want to organize your assets based on the pages you have created in your website.

Use the Asset List Organizer (see Figure 9.2), located at the top of the Assets List, to search for assets, add and delete Assets List folders and to access Assets List related options using the Settings Cog/Button.

In addition to the search box, the Assets List Organizer has three buttons:

- The '+' button allows you to add a new folder to the Assets List
- The '-' button allows you to delete a folder, or one or more assets, from the Assets List

- The Settings Cog/Button displays a menu of actions specific to the Assets List:
 - Sorting the Assets List contents
 - Finding unused assets
 - Displaying detailed information about individual assets.

Creating an Assets List Folder

To create a new Assets List folder:

1. Click on the Assets tab in the Inspector Window if the Assets List is not currently displayed.
2. To create a folder in the 'Images' section of the Assets List, either select the title 'Images', an existing folder in the Images section, or one of the image assets in the Images list.
3. To create a folder in the 'External Files' section of the Assets List, either select the title 'External Files', an existing folder in the the External Files section, or one of the files in the External Files list.
4. Click on the '+' button to create a new folder.
5. Enter the name of the folder. You can use letters, numbers and a variety of special characters. If you enter characters that are not allowed, these will be ignored. Click on the 'OK' button to finish. The folder will be created and located.
6. The folder will be created at the top of the Assets List unless you have created a subfolder. In this case, the new folder will be inside the parent folder. To create a subfolder highlight a folder in the Assets List, then click on the '+' button. Name the folder as in the above step.
7. You can also create a new folder by secondary clicking in the Images or External Files section. A menu will appear. Click on the 'Add Folder' option and continue with step 5 above.

Renaming a Folder

To rename a folder, double click on its name. Edit the name and press 'Enter' to finish.

Moving Assets List Subfolders

You can move subfolders out of their parent folder, or into other folders, just by dragging and dropping the folder to its new location.

Adding and Moving Assets

Assets can be added to, moved, and removed from, a folder by drag and dropping the asset file to its new location. You can also drag and drop multiple asset files at one time.

To add an asset in to a folder, drag it from its current location in the Assets List and drop it on top of the folder. The file will be added to the folder. If you already have files within the folder and the folder itself is open, you can drag and drop the file on top of the files that are within the folder.

To move an asset from a folder, drag it to the left of the triangle symbol. The file will be relocated one level up. To move a file back in to the main Asset List, make sure that you move it left of the left most triangle symbol.

To move a group of assets that are listed one after each other in the Assets List, click on the first asset in the list, then Shift+Click on the last asset you want to move in the list. Drag and drop the highlighted assets to their new location.

To move files that are in different locations in the Assets List, click on the first asset you want to move, then press Command+Click on each of the other assets in the list that you want to move. When you have finished selecting the assets, drag and drop the highlighted assets in to the folder where want you them.

Creating a Folder for Assets on the Current Page

EverWeb lets you easily and automatically add all of the image assets on a page in to a folder.

1. Start by selecting the page you want to create an Assets List folder for.
2. Click on the Assets Tab.
3. Click on the Settings Cog/Button and choose the option 'Select All Assets On Current Page'.
4. You will notice that all of the image assets on the current page will be highlighted in the Assets List.
5. Now click on the '+' button to add a new Assets List folder.
6. Name the folder as required e.g. the name of the current page.
7. The selected assets will now be added in to your new folder.

Deleting an Assets List Folder

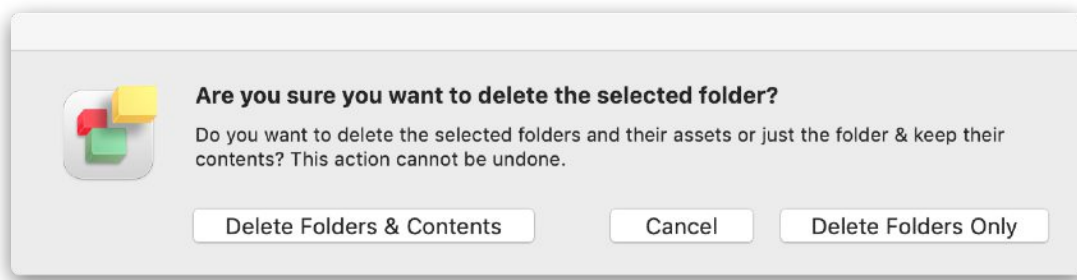


Figure 9.3: Assets List Folder Deletion Options

You can delete a folder from the Assets List in a number of ways. First highlight the folder you want to delete in the Assets List then either:

- Click on the '-' button in the Assets List Organizer.
- Press the backspace key or
- Secondary click on the folder and select the 'Delete Folder' option.

In all cases, a dialog box will be appear with options to 'Delete Folders & Contents', 'Delete Folders Only' or 'Cancel'. Select the option of your choice (See Figure 9.3).

If you select 'Delete Folders Only', any assets the folder contains will be moved to the next folder level up in the Assets List.

Displaying Assets List Folders

When you add a new folder to the Assets List, it will be empty and the folder will be displayed as closed, which is shown by the triangle symbol pointing to the right, towards the folder name. You can toggle the folder open or closed at any time by clicking on the triangle. When the folder is open (see Figure 9.1), the triangle points downwards and the folder contents are displayed.

Previewing Image Files

Clicking on EverWeb's Assets List Preview 'eye' icon allows you to:

1. Preview the selected image file.
2. Access Apple's Preview app where you can edit the image directly without having to leave EverWeb.
3. Share the image file using the Share Sheet icon.
4. Display the image preview at full screen or at a size you want by dragging the corners of the Asset Preview window.

The Assets List Settings Cog/Button

The Assets List Settings Cog/Button allows you to

1. Set the sort order of the Assets List
2. Display detailed file information about image file assets such as file size and image dimensions
3. Locate any any assets that are not used in your website project so that you can delete unwanted assets if desired.

Replacing an Asset

You can replace an image asset with a different image using the Assets List. This action will replace the image file with the new one of your choice whilst keeping the original asset's settings in tact (e.g. size, position and location). To access the Replace Assets feature:

1. Go to the Assets Tab
2. Secondary click on the image asset you want to replace.
3. A contextual menu will appear. Click on 'Replace Asset'.
4. Choose the new image file that you want to replace the existing file.
5. The original image will be replaced throughout your site with the new image. The settings used for the original image will remain intact.

The Media Browser



In addition to the Assets List, the Media Browser in EverWeb's Toolbar can be used to access images and other media.

If you click on the 'Media' button, you will see a sub menu displayed with a choice of two options:

- The Media Browser (see Figure 9.4)
- The free [Stock Photos](#) library.

You can add images to your website from media locations such as Apple Photos. You can drag and drop additional folders onto the Media Browser so you can access images from any accessible folder location.

Whenever you want to add an image from the Media Browser simply drag and drop the image either on the Editor Window or in to the Assets List.

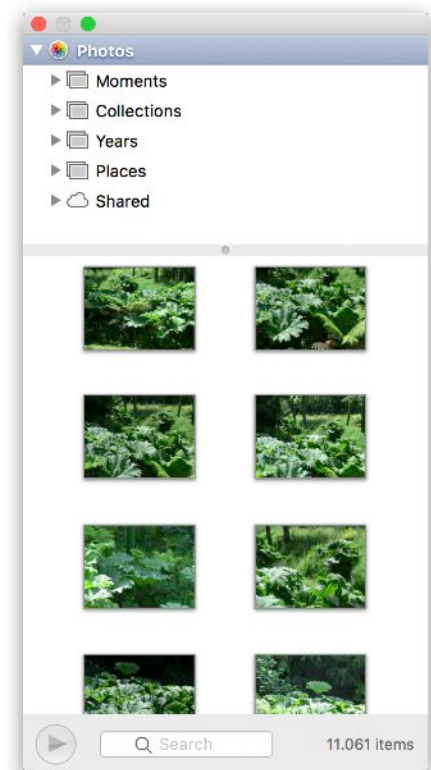


Figure 9.4: EverWeb's Media Browser

Free Stock Photos

EverWeb allows you to easily access over half a million free to use stock photos that can be included in your website. To add a Stock Photo to your page:

1. Go to the Window-> Stock Photos... menu option or click on the Media button in the Toolbar and select 'Free Stock Photos'.
2. The Image Search window will open with a search bar at the top.
3. Enter the word(s) that you are searching for e.g. 'Cat' and press Enter to perform the search.
4. Images that match your search criteria will be displayed below the search bar. If no results are found, the Image Search window displays the text 'No Results Found'.
5. Drag and drop the image that you want to use onto the Editor Window.
6. To add a Stock Photo in a blog post, first make sure the blog post you want is selected, then drag and drop the image from the Image Search box onto the Blog Post Editor Window or Blog Post Preview Window.
7. To add a Stock Photo to the Assets List, first select the Assets tab, then drag and drop the Image you want from the Image Search box into the Assets List. The saved image can then be used later.
8. Images in the Assets List are named after the search criteria.

You can keep the Stock Photos search window open whilst working on your website. If you want to bring the Stock Photos search window to the front, just use the Window-> Image Search option.

When you quit EverWeb, the Image Search window also closes. When you enter EverWeb the next time, you will need to reopen the Stock Photos Image Search window again to use it.

10 The Widgets Tab

Widgets are like mini-apps that allow you to easily add extra features and functionality to your website without having to code.

[The Widgets Tab](#)

[Widget Organization](#)

[EverWeb's Default Widgets](#)

The Widgets Tab

EverWeb includes a number of built in 'widgets'. A widget is like a mini app that allows you to easily add extra features you may want to your website (see Figure 10.1). For example, use the Navigation Menu widget to create a simple, dropdown or responsive menu system for your website. You can use the PayPal widget for E-Commerce, the Image Slider and Image Gallery widgets to display images in a number of different ways and so on.

Adding a widget to your web page is easy:

1. Select the page on which you want to add the widget.
2. Next select the Widgets tab in the Inspector Window on the right hand side.
3. Find the widget you want to use and drag and drop it on to the Editor Window.
4. Size and position the widget as required.
5. Use the Widget Settings in the Inspector Window to customize the widget, or setup widget specific defaults, as you want.

Accessing a Widget's Widget Settings

Once you have added a widget to your page, or whenever the widget is selected, you will see its settings and features displayed in the Widget Settings tab in the Inspector Window.

Alternatively, you can access the widget's settings and features by clicking on the Settings Cog located in the top left hand corner of the widget itself.

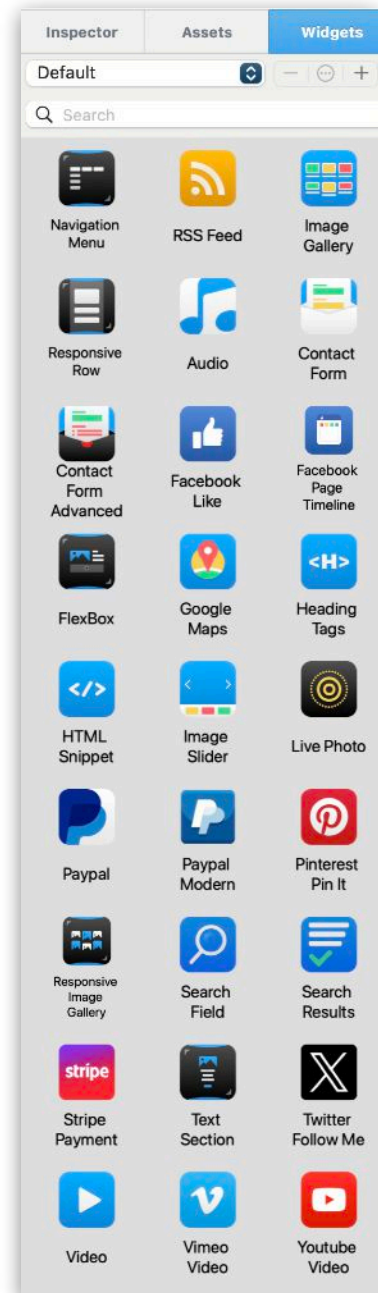


Figure 10.1: The Widgets Tab

Widget Organization

EverWeb includes a number of built in widgets. Additional widgets are available, either free or to purchase, from third party widget providers. You can easily add widgets to the Widgets tab as [described below](#).

If you have added third party widgets into EverWeb, you may want to organize the Widgets Tab so that they are easily accessible.

Widget Category Settings and Search Box

Directly beneath the Widgets Tab, are the Widget Category Settings (Figure 10.2) which includes the Category List drop down menu, the Remove Category button, the Category Settings button and the Add Category button. These features allow you to organize and manage your widgets. Beneath the Widget Category Settings is the Search bar which you use if you want to quickly search for a specific widget.

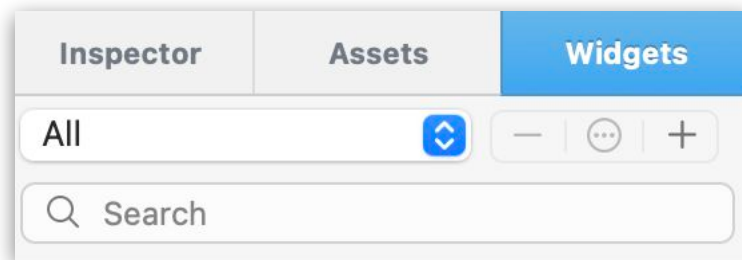


Figure 10.2: The Widget CategorySettings

Widget Category List

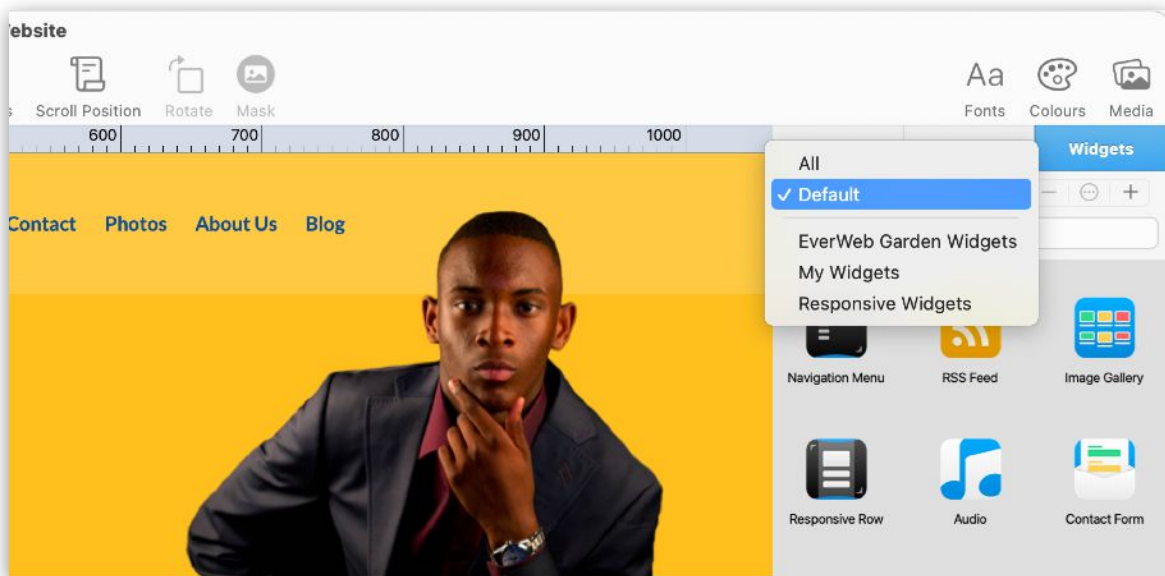


Figure 10.3 The Widget Category List showing Default and user created Widget Categories

The Widget Category List dropdown (Figure 10.3) contains two predefined widget categories that cannot be deleted. The Widget Category List includes any categories you have created under the predefined categories.

Click on the Category List dropdown to select the category you want displayed.

- *The 'All' Category*
The 'All' category displays all of the widgets that have been installed on your computer. You can add, move and delete third party widgets in to this category. You cannot remove EverWeb's set of default widgets.
- *The 'Default' Category*
The 'Default' category lists only EverWeb's preinstalled widgets. You cannot add, move or delete these widgets from this category. If you have no third party widgets installed on your computer, the 'All' and 'Default' categories will look the same.
- *User Created Categories*
If you have created your own categories, these are listed below the 'All' and 'Default' categories. You can rename a user created category, add third party widgets into the category, remove widgets from the category and delete the category itself using the controls immediately beneath the Widgets tab (see Figure 10.2).

Adding Widgets to the Widgets Tab

To add third party widgets to the Widgets tab, just drag and drop the widget(s) you have downloaded on to the Widgets tab.

If the widgets you want to add are in a folder, you can drag and drop the folder itself on to the widget list. When you do this, EverWeb will create a new category with the same name as the folder. All of the widgets in the folder will be placed within the newly created category.

Creating a New Widget Category

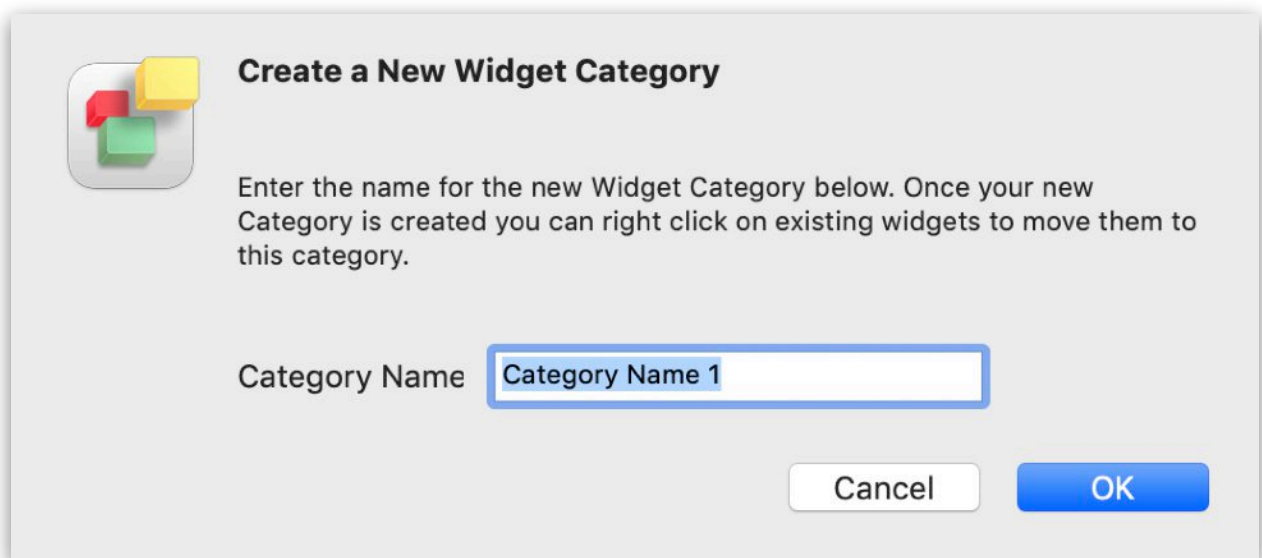


Figure 10.4: Creating a new Widget Category.

To create a new Widget Category:

1. Click on the Add Category '+' button in the Widget Category Settings
2. A dropdown will appear asking you to enter the name of the Widget Category you want to create (Figure 10.4).
3. Enter the name you want then click the 'OK' button to finish.
4. If you try to create a category that already exists, EverWeb will ask you to enter a unique category name.

Once you have created a new category, it is added to the Category List. If you click on the category you have just created you will see that it contains no widgets.

Renaming a Widget Category

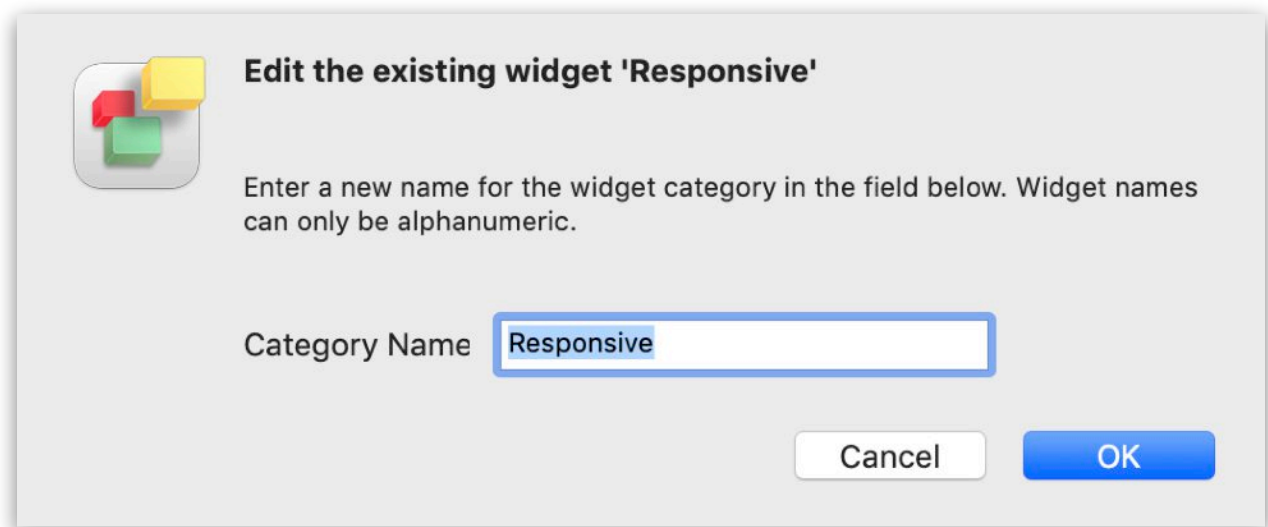


Figure 10.5: Use the Widget Category Settings Cog/Button to name or rename a Widget Category.

To rename a Widget Category:

1. Select the category you want to rename from the Widget Category List
2. Next, click on the Category Settings Cog/Button.
3. A drop down will appear (see Figure 10.5) where you enter the new name for the Widget category.
4. Click the 'OK' button when finished.

Adding Widgets in to a Category

There are a number of ways to add widgets to a Category:

1. Move the widget from one category to another.
 1. Secondary click on the widget you want to move.
 2. The 'Move To' submenu will appear. Mouse over the 'Move To' menu option so that the Category List appears.
 3. Click on the Category you want to move the widget to.. The Widget will be moved to the category you have selected.
 4. Note that if you are performing this operation from the 'All' Category, the widget will still appear in the List as well as in the Category you have moved the widget to. Remember that widgets cannot be moved from the Default Category List.
2. Drag and drop third party widgets directly in to the Widgets tab.
 1. First select the category that you want the widget to be included in.
 2. Drag and drop the widget into the Category. Remember that any widgets added will always appear in the 'All' Category List.
3. Drag and drop third party widgets in a folder directly in to the Widgets tab.
 1. The Folder name is used to create a new Widget Category, therefore, name the folder as the name of the Category that you want to create.
 2. Drag and drop the folder containing the widgets into the Widgets List..A new category will automatically be created that contains the widgets in the folder.

Deleting Widgets

To delete a widget from a category, secondary click on the widget and select 'Delete' from the menu. When you do this, you will be asked to confirm the deletion. The dialog box also states that when you delete a widget it will be placed in the Trashcan.

If you delete a widget by mistake, go to the Trashcan and drag and drop the widget back on to the Widgets list.

Only third party widgets can be deleted. It is recommended that you back up any widgets free or purchased third party widgets in case you need to restore them for any reason at a later date.

Deleting a Widget Category

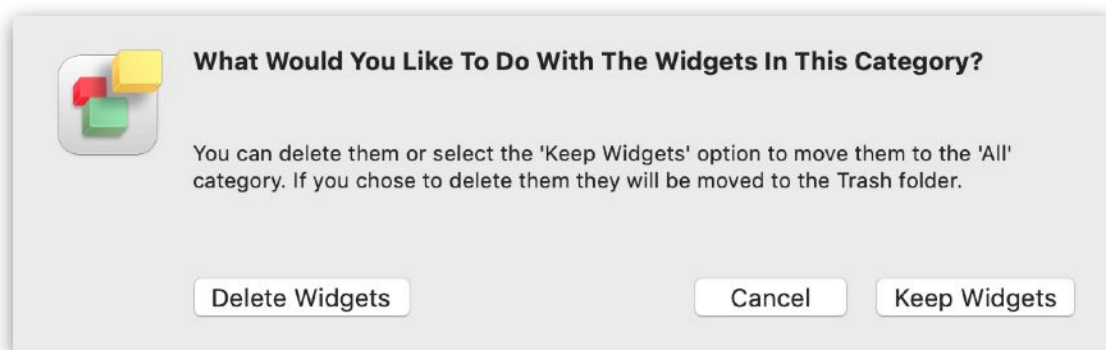


Figure 10.6: When removing a Widget Category EverWeb will ask you what you want to do with the widgets.

To delete a Widget Category,

1. Click on the Remove Category '-' button.
2. A dropdown will appear asking you to confirm your actions (Figure 10.6). There are three choices:
 - Select 'Delete Widgets' to delete the Widget category and the widgets in the category from EverWeb. If you delete the widgets by mistake, open the Trashcan on your computer and drag and drop the widgets back in to the Widgets list.
 - Select Cancel to stop the category deletion

- Select 'Keep Widgets' to move the widgets from the category that is being deleted to another category.

EverWeb's Default Widgets

EverWeb includes built in 'default' widgets. Each widget is described below in detail in the order in which it appears in. the Widgets tab.

Some of the widgets listed are categorized to help you identify when the widget can be used in Fixed Width, Responsive or both page layout styles.

[Full Width Capable]

Most widgets, such as the YouTube Video and Google Maps widgets, can be used as Full Width objects in Fixed Width and Responsive page layouts. Use the Full Width checkbox in the Metrics Inspector to toggle Full Width capability on or off as required.

Full Width capable widgets can be used as Section objects in their own right in a responsive page layout when 'Full Width'. If the widget is not to be used at Full Width in a responsive page layout, it must be embedded in to a Responsive Row widget in order to work correctly.

[Responsive]

Some EverWeb's Widgets, such as the Responsive Row and FlexBox widgets, are designed specifically for use only in a Responsive Page Layout. Whilst these 'Responsive' widgets can, in theory, be used in a Fixed Width page layout, it is not recommended or supported.

Uncategorized Widgets

Where a widget has not been categorized as either 'Full Width Capable' or 'ResponsiveOnly', the widget is not Full Width capable e.g. the PayPal widget.

In this instance the widget can be drag and dropped anywhere on your page when using a Fixed Width Page Layout.

When using a Responsive Page Layout, the widget must be embedded in a Responsive Row widget in order to work correctly.

Navigation Menu Widget **[Full Width Capable]**

EverWeb's built-in navigation menu makes it easy to add a navigation menu that links to some, or all, of the pages of your website. Simply drag and drop the Navigation Menu widget onto the Editor Window. A menu with links to some, or all of the pages on your site will appear.

Navigation menus can either be [simple](#), [dropdown](#) or [responsive](#).

You can modify your navigation menu settings using the Widget Settings tab in the Inspector. On this tab, you can change the navigation menu's alignment, padding, spacing, and minimum width.

If you have created a dropdown navigation menu you can change the background color and the mouse over color for the submenu.

If you have set the navigation menu to be responsive, you can set when the navigation changes from a menubar to a hamburger style icon and the styling of the hamburger icon.

To change the font type and font size of the text, click on the Fonts button in the Toolbar and make your changes. If you are using a responsive navigation menu, use the options in the Hamburger Button section of the Widget Settings instead.

To change the text color of the navigation menu, and the Rollover and Visited colors, use the [Hyperlinks](#) tab. In the Hyperlink Formatting section click on the color swatch next to the option you want to change (e.g. 'Rollover') and select the color you want to use. You can also select if link to be underlined.

Tip: If you do not want a page included in the navigation menu, go to the Inspector Window. Click on Page Settings tab. In the Page Details section, uncheck the 'Include in navigation menu' option.

RSS Feed Widget

The RSS Feed widget allows you to place a third-party website's RSS feed on your website. This allows you to provide your website visitors with updated content, without having to do anything.

To use the RSS Feed widget, simply drag and drop the widget onto the editor. On the Widget Settings tab, paste or type in the URL for the feed you want displayed on your website.

You can adjust the widget on your site so that it is bigger, smaller, wider, or more narrow. You can also play around with the rest of the settings on the Widget Settings tab until you are satisfied with the way the RSS feed is displayed on your website.

Image Gallery Widget

Instantly create image galleries to show off your photography, art, family or more. EverWeb automatically creates professional image galleries for your website with the Image Gallery widget.

Responsive Row Widget **[Responsive]**

The Responsive Row Widget is only used in a Responsive Page Layout. The widget acts as a container that allows you to add text, shapes, images, media and widgets to a responsive web page.

The Responsive Row Widget is useful for adding any number of elements that should be adjusted vertically as the browser window is resized to a smaller width. Objects will align horizontally or vertically so they can fit within the browser size dimensions without requiring the website visitor to scroll horizontally.

The goal of the Responsive Row Widget is to allow any object - text, images, widgets etc... - to be added to a responsive website without having to actually be responsive themselves. As well, to allow multiple objects to appear horizontally on your webpage if the browser can fit them. Otherwise they are displayed vertically.

For more information please refer to the '[Responsive Websites in EverWeb](#)' chapter.

Audio Widget [\[Full Width Capable\]](#)

The Audio widget supports the HTML5 Audio Player so you can add MP3 files to your web page. You can set the default playback volume, and there are also options for looping, autoplay on page load and muting the audio.

Contact Form Widget [\[Full Width Capable\]](#)

To add a contact form to your website, drag and drop the Contact Form widget onto the Editor Window. In the Widget Settings, enter your email address in the 'Email Address' field. This is very important as this is the email address that will receive any of the messages submitted using this contact form. You can edit the fields on the Contact Form to add different fields other than the ones on your form. For example, if you wanted users to submit their full names, you could change the 'Name' field from "Name:" to "Full Name:" This will display Full Name and users using your form will know to enter their full names.

Contact Form Advanced Widget [\[Full Width Capable\]](#)

Contact Form Advanced lets you create highly customized forms. You can add drop down menus lists, tick box lists, radio buttons and much more to your form. The widget lets you add extra fields e.g. you could create a 'Special Greetings' field and pre-fill it with default text e.g. 'Add your special greeting here!' to help your visitors complete the form. Contact Form Advanced is perfect for sales orders, customer surveys or any time when you need a flexible, highly customisable form solution.

Contact Forms Enhanced Addon is the perfect addon to Contact Form Advanced widget for managing and reporting your contact form submissions. See the [Contact Forms Enhanced Addon](#) chapter for more details.

FaceBook Like Widget

If you have a Facebook page, you can place a Facebook Like button on your website. Just drag and drop the Facebook Like widget onto the Editor. On the Widget Settings tab, enter your Facebook Page URL.

Please note that for some visitors, this widget may not be visible due to GDPR rules being applied in the visitor's country,

FaceBook Page Timeline Widget

If you have a Facebook page, you can display it on your web page using this widget. Drag and drop the widget onto the Editor and enter your Facebook Page web address. Use the Widget Settings tab to customize the look of the widget.

Please note that for some visitors, this widget may not be visible due to GDPR rules being applied in the visitor's country,

FlexBox Widget **[Responsive]**

The FlexBox widget allows you to combine styled text, images, video and buttons in the combinations of your choice for a responsive layout that adjusts its layout depending on the screen size.

The widget is highly customisable including mouse overlay effects and object wrapping options for incredible design flexibility.

The FlexBox widget is extremely useful in a Responsive website as it adjusts its contents to the size of the browser window.

Google Maps Widget **[Full Width Capable]**

To add a map to your website, drag and drop the Google Maps widget onto the editor. On the Widget Settings tab, enter the address for the location you want the map to display. When you are done, click the Apply button. You can increase, or decrease, the size of the map to suit your needs.

Heading Tags Widget **[Full Width Capable]**

Easily add HTML Heading Tags to your EverWeb pages using the Heading Tags Widget. You can style the Heading Tag to match your web page by just using the Fonts Panel and the Color Picker.

HTML Snippet Widget **[Full Width Capable]**

The HTML Snippet is possibly the most powerful widget as it allows you to add almost anything to your website. Anytime you want to embed, or add an item to your website, if you are given an HTML script for that item, you can just paste it in to the HTML Snippet widget.

Tip: The HTML Snippet widget lets you add any type of code to your website which makes it powerful and a potential cause of publishing problems if you enter incorrect HTML Code. Make sure you know what the code is doing when using the HTML Widget!

Image Slider Widget **[Full Width Capable]**

The Image Slider widget creates a slideshow of images that can be set to transition from one image to the next. Drag the image slider onto your webpage and then add images using the 'Choose...' button.

Live Photo Widget

Add Live Photos from your iPhone to your website. From the Photos app select the Live Photo you want, then go to File-> Export Unmodified Original Photo. Add the resulting .JPG and .MOV files to the Live Photo widget!

PayPal e-Commerce Widget

The PayPal e-commerce widget lets you add either PayPal Buy Now buttons or a fully featured Shopping Cart. You can even add a 'Donate' button. The PayPal widget is highly customizable so that you can add your own product descriptions, images and customized pay buttons.

PayPal Modern e-Commerce Widget

The PayPal Modern e-commerce widget uses your PayPal Client ID. You can use the widget for purchases or subscriptions. The PayPal Modern widget allows you to choose a number of different payment sources and the widget is highly customizable so you can add your own product description and image.

Pinterest Pin It Widget

Use this widget to add a Pin It button to your page. To pin something on your page, click the Pin It button and then select the image you want.

Responsive Image Gallery **[Responsive]**

Six different layout styles let you create dynamic Image Galleries for your responsive website with this highly customizable widget.

Search Field Widget **[Responsive]**

Use this widget to enter and format website search criteria. Search results can be displayed in a drop down menu format, in a popup window or on a different page by setting the 'Search Results' field to 'One of My Pages' and using the Search Results widget in the page you choose to display the results upon.

Search Results Widget **[Responsive]**

Use this widget to display search results found using the Search Field widget on a separate page in your website. This widget can only be used in conjunction with the Search Field widget when the Search Field widget's Search Results field is set to 'One of My Pages'.

Stripe Payment Widget **[Responsive]**

The Stripe Payment widget is an e-commerce widget lets you add products (purchase or subscription) that you have added in Stripe itself to your page. The fully featured widget includes a customizable Buy Now button.

Text Section Widget **[Responsive]**

Combine text, images and buttons together to create flexible responsive layout designs. The widget has an incredible range of styling options including an option to include multiple buttons.

X (formerly Twitter) Follow Me Widget

This widget allows you to add an X (formerly Twitter) Follow Me button to your page. Simply drag and drop the widget on the editor, and on the Widget Settings tab, enter your Twitter handle.

Video Widget **[Full Width Capable]**

If you want to add in MP4 Video, WebM or OGG video content to your website, this is the widget you need!

Vimeo Widget **[Full Width Capable]**

The Vimeo Video widget lets you easily embed Vimeo Video content to your website.

YouTube Video **[Full Width Capable]**

To embed a YouTube video on your website, you can drag and drop the YouTube Video widget onto the editor. On the Widget Settings tab, type in or paste the link for the YouTube video you want to embed. When you are finished, click the Apply button. You can modify the size of the video to suit your needs.

11 Blogging

EverWeb includes a powerful, fully integrated and feature rich blogging environment so you can create the blog that you've always wanted.

[Creating a Blog](#)

[The Blog Main and Archive Pages](#)

[The Blog Posts Window](#)

[Importing Blog Posts In To EverWeb](#)

[The Blog Editor Window](#)

[The Blog Preview Window](#)

[Adding Commenting to your Blog](#)

[RSS Features and Blogging](#)

Blogging

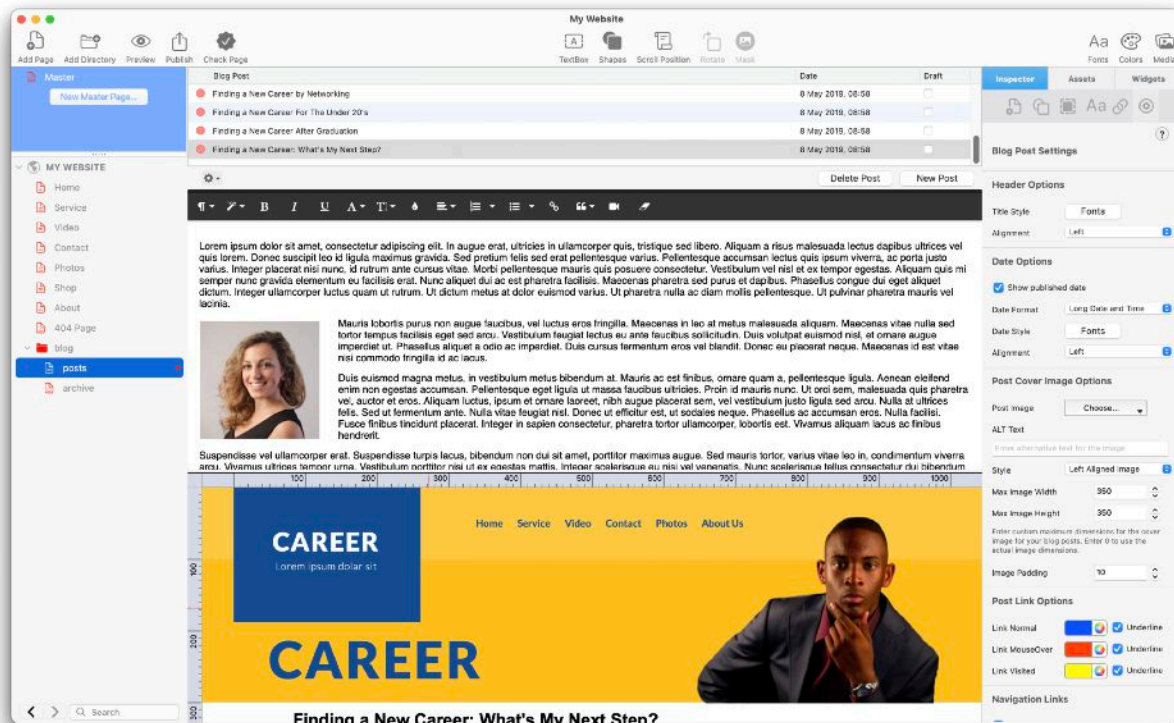


Figure 11.1: EverWeb includes a powerful and versatile blogging tool that is easy to use and flexible enough for every blogger's needs

EverWeb lets you easily create your own online journal with its powerful, easy to use, blogging environment (see Figure 11.1). Your journal, known as a 'blog', can include one or more articles, known as 'posts'. Posts are great for writing longer, in depth articles that you want to keep separate from your regular web pages. Posts can also be short articles too, e.g. news items or announcements.

You can format your blog posts in a number of different ways to suit your style. Blog posts are listed in an 'Index' page which shows your latest posts. Older posts can be accessed from a built in 'Archive' page.

This chapter describes EverWeb's blogging environment when using a Fixed Width page layout. If you want to design a responsive blog, or want to convert an existing Fixed Width layout to a responsive design, please refer to [Responsive Blogging](#) in the [Responsive Websites in EverWeb](#) chapter for more information.

Blogging Basics

Creating a Blog



To create a new blog, click on the 'Add Page' button in the Toolbar. In the Template Chooser, select a Theme from the left hand column that has a 'blog' page or select the 'Blank' Theme Template to design your own blog theme.

Click on the 'blog' page from the template pages on the right hand side then click the 'Select' button.

Your blog will be created in the Web Page List on the left hand side of the EverWeb User Interface.

The blog has three pages (see Figure 11.2):

- The Blog Main page is a directory page that acts as the blog's 'Index' page. The Blog Main page lists the most recent blogs that have been created. The Blog Main page contains the 'Posts' page and the 'Archive' page.
- The Posts page is where you create, edit, format and manage your blog posts and is the page you will probably use the most.
- The Archive page is where older posts are listed.

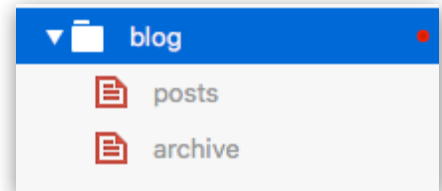


Figure 11.2: EverWeb's Blog Structure in the Web Page List

Renaming a Blog

To rename your blog, just double click on the word 'blog' in the Web Page List and overtype it with a new name. Press enter to finish. Alternatively, use the File-> Rename menu option.

You can only change the name of the Blog Main page. The 'posts' and 'archive' pages cannot be renamed.

Deleting a Blog

Deleting a blog works in the same way as deleting any other pages in EverWeb. Click on the Blog Main page in the Web Page List, then press the backspace key on your keyboard.

Warning! *Deleting the Blog Main page will delete the whole blog structure. The Blog Main Page, the archive page and ALL of the blog posts will be deleted!*

If you delete the Blog by accident, immediately press Cmd+Z to undelete it.

The Blog Main & Archive Pages

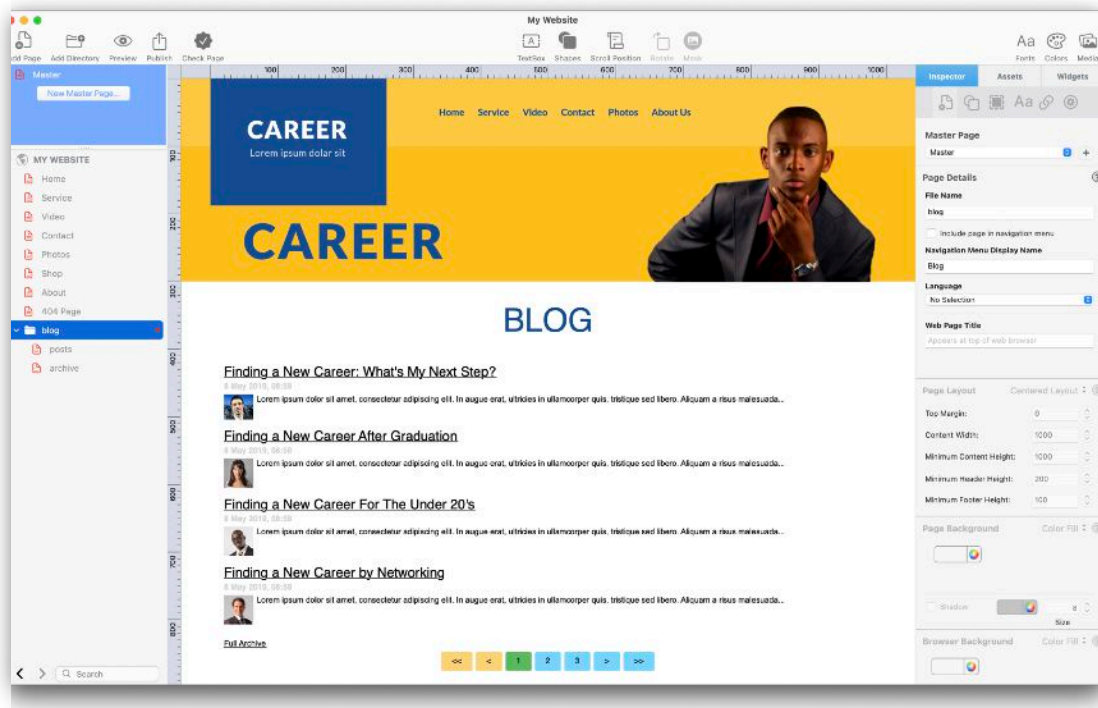


Figure 11.3: The Blog Main page showing a list of blog posts. The whole list is contained in the Blog Main 'widget' that has a selection handle on each side. The Widget Settings are shown on the right.

The Blog Main and Archive pages use a special type of 'widget' to display the list of blog posts that have been created. Blog posts are displayed in date order. The latest blog post is at the top of the list and the oldest at the bottom (See Figure 11.3). Each blog post displayed shows the blog post's Title. You can optionally show the date the post was published under the Title and some of the blog post's text if you want.

The widget has selection handles on each side so that you can change the width of the widget as you want. The height of the widget adjusts automatically as you change the Widget Settings, add new blog posts, or other formatting such as font size.

Customizing The Blog Main & Archive Pages

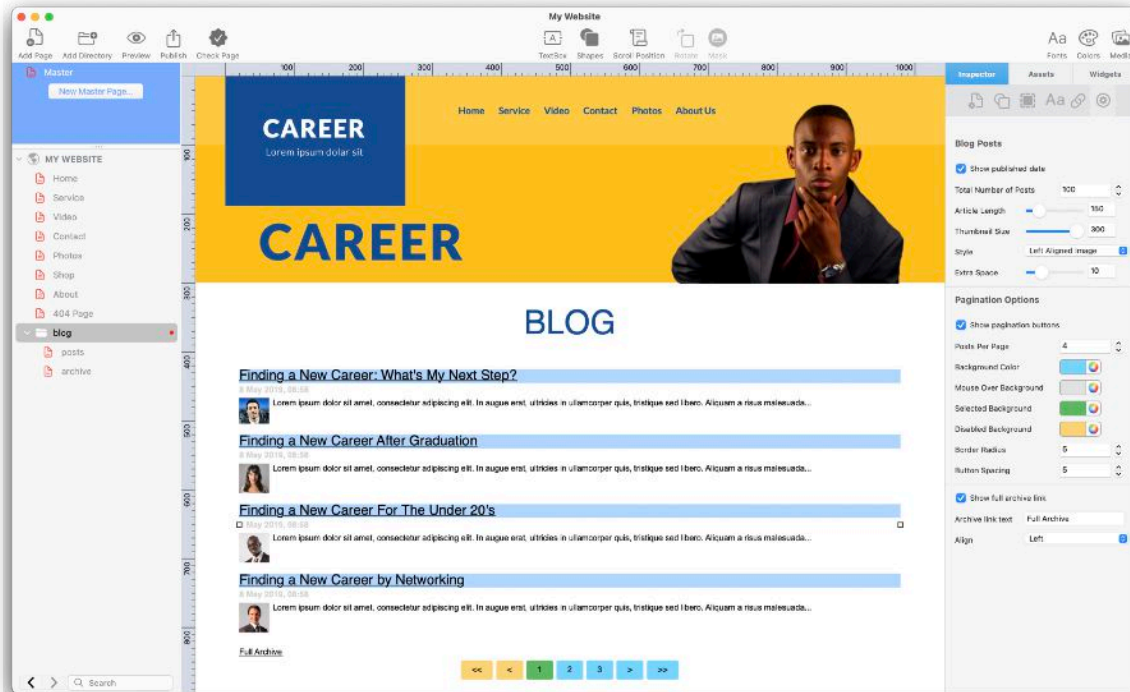


Figure 11.4: When you click on any item in the Blog Main widget, e.g. a title, all of the same type of item are highlighted so you can apply formatting to them all at the same time.

The Blog Main and Archive pages are customized in the same way as each other. In this example, to customize the Blog Main page, first click on the 'blog' page in the Web Page List.

If you do not see the selection handles on either side of the widget, click once inside the widget to display them. Next select the Widget Settings tab (see Figure 11.4) in the Inspector Window. You now have a number of options available to customize the look of the widget e.g. to display only the first 100 characters of your blog post's text change the Article Length setting from 150 to 100. If you want to include pagination buttons check the 'Show Pagination Buttons' box and so on.

You can easily change the text formatting options of the widget. First click on the Fonts button in the Toolbar. With the Fonts Panel on screen, double click on either a blog post title, a blog post date (if you have it displayed), the text of a blog post, or the full archive link or pagination buttons if you have added these to the page. All of the same items will be highlighted e.g. all of the blog

post titles (see Figure 11.4). Select the fonts you want to use for the selected item from the Fonts Panel.

Formatting Blog Post Titles

Blog post titles are actually hyperlinks to the blog posts themselves.

That's why they're displayed in the default hyperlink styling of blue, underlined text. To alter the hyperlink colors and underlining, first select the Titles as described above.

Next go to the Hyperlinks tab in the Inspector Window. In the Hyperlinks tab you can set the color and underline for normal, hover and visited states.

For more information please see the section on the Hyperlinks tab. To change the font styling of the Titles use the Fonts Panel as described above.

Formatting Blog Post Dates & Content Summaries

Just as with blog post Titles, double click on any post date or content summary to change its formatting. Once selected, click on the Fonts button in the Toolbar to open the Fonts Panel to make your changes.

The Blog Posts Window

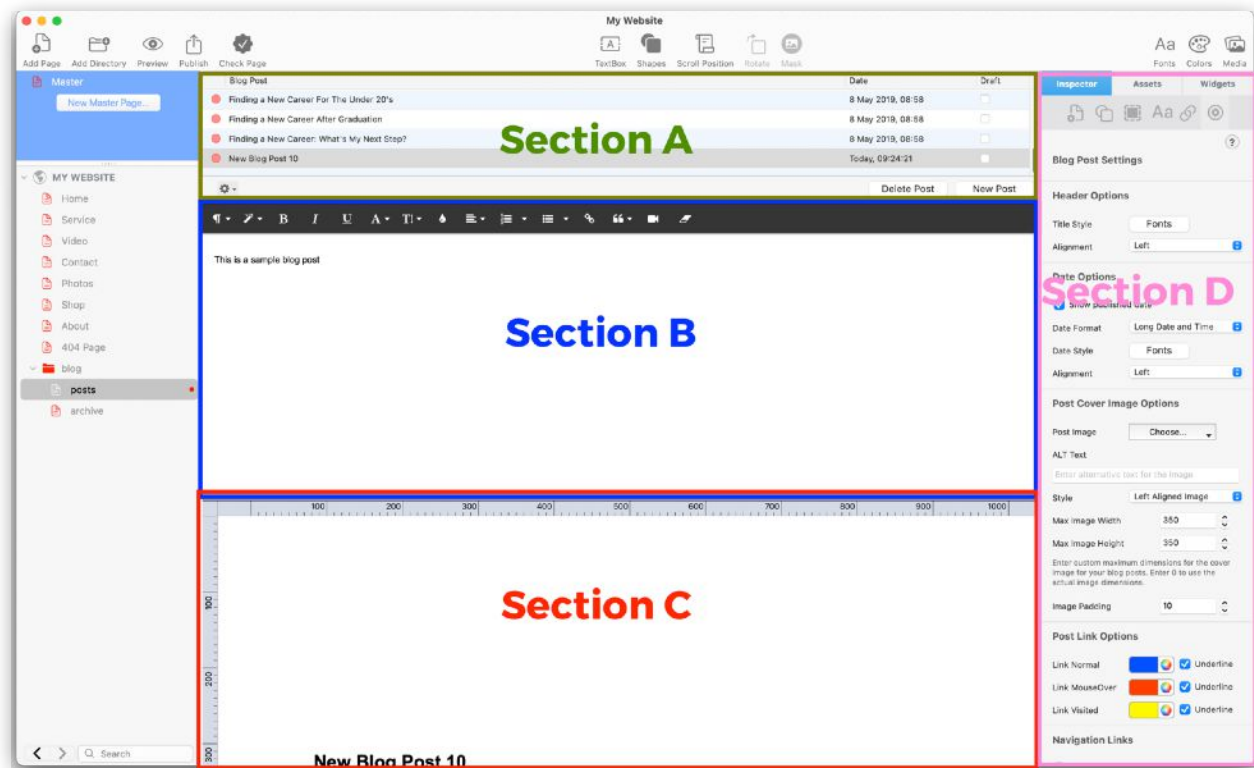


Figure 11.5: EverWeb's Blog Posts Window has four sections: The Blog Posts List, the Blog Editor window the Blog Preview window. and the Blog Post Widget Settings

The Blog Posts window is the heart of your blogging experience in EverWeb. It has four sections (Figure 11.5):

1. The [Blog Posts List](#) at the top lists all of the blog posts you have created (see Figure 11.5 - Section A). Click on the post you want to be able to edit it. This section also allows you to add new blog posts, delete posts, edit the post's keywords and short summaries and import blog posts from iWeb and WordPress.
2. The [Blog Editor Window](#) in the middle is where you add the blog post's text. You can also add images, hyperlinks and lists as well as text formatting for your post (see Figure 11.5 - Section B).
3. The [Blog Preview Window](#) at the bottom is where you see the formatted blog post including the blog post title, date, pagination and comments section if you have included these (see Figure 11.5 - Section C).

4. The [Widgets Settings](#) tab is where you can change the styling settings for individual blog posts or all your blog posts (see Figure 11.5 Section D).

The Blog Posts List

The Blog Posts List is where all the blog posts you have created are listed and managed.

Creating a Blog Post

Once you have created a blog, click on the Posts page in the Web Page List to add posts to your blog. The first blog post has been automatically created for you. To add more posts, click the 'New Post' button and enter the blog post title. Press enter to finish creating the new post.

Adding Short Summaries to a Blog Post

To access a blog post's Short Summary text, click on the Settings Cog then select 'Post Options...' from the menu. The Short Summary lets you create a summary of the blog post without having to display the contents of the post itself.

The Short Summary, when used, replaces the summary in the blog main or archive page.

Adding Keywords to a Blog Post

To access a blog post's Keywords, click on the Settings Cog then select 'Post Options...' from the menu. Adding Keywords to your blog post is useful for SEO purposes. Using good Keywords can help boost your SEO results page rankings. See the chapter on [SEO for EverWeb](#) for more details about using SEO techniques in your website for better search engine ranking results.

Drafting a Blog Post

When you create a blog post, you may not want it published when you publish your website as it may be finished yet! If this is the case, tick the checkbox in the 'Draft' column for the post that you do not want to publish yet. When you are finished writing the post and want it published, just uncheck the Draft checkbox.

Duplicating a Blog Post

To duplicate a blog post, secondary click on the blog post you want to duplicate, then select 'Duplicate' from the menu.

Deleting a Blog Post

To delete a blog post, click on the post you want to remove in the Blog Posts List then click the 'Delete Post' button.

Renaming a Blog Post

To rename a blog post, double click on the blog post's name in the Blog Posts List and type over the name that's there already. Press enter to finish. Alternatively, highlight the blog post and use the File-> Rename menu command if you prefer.

Changing the Blog Post Date and/or Time

To change the date and/or time the post was created, double click on the blog post date in the 'Date' column and enter the new date and/or time. Click outside of the calendar window to finish.

The post date/time can also be synchronised to the date and time that the website is published by ticking the 'Use Website Publish Date' field.

Changing the Blog Posts List Sort Order

To sort the Blog Posts List in ascending or descending alphanumeric order, click on the words 'Blog Posts' to toggle the sort order. Click on 'Date' to sort the blog posts from newest to oldest or oldest to newest.

Resizing the Blog Posts List

The Blog Posts List can be resized to display more, or less, blog posts. Move your mouse pointer to the line between the bottom post in the list and the row

of buttons. The cursor will change to a splitter line. Click and drag up or down the splitter line up and down as required then release the mouse button when you are done.

Importing Blog Posts Into EverWeb

EverWeb can easily import blog posts from other sources such as iWeb or WordPress using the 'Import' menu option from the Settings Cog/Button in the Blog Posts List (see Figure 11.5 - Section A). If you are using EverWeb 3.9 or higher, you can also use the File-> Import menu option.

You should already have created a blog within EverWeb so that you can then import your existing blog posts from iWeb or WordPress.

Importing Blog Posts from iWeb

1. Before importing your iWeb blog entries into EverWeb, first use iWeb to publish your iWeb website to a folder on your local hard disk.
2. After publishing your iWeb website to a folder, click on the Settings Cog/Button in EverWeb's Blog Posts List Window, then select 'Import...' from the menu.
3. Alternately, you can use the File-> Import-> iWeb Blog Posts menu option, Once you have chosen this option, skip to step 5 below.
4. Select 'iWeb' from the drop down menu and click on the 'Import' button.
5. Navigate to where you published the iWeb website on your local hard disk and select 'Open'.
6. EverWeb will list the blogs that it has found e.g. 'blog'. Select the entry you want from the list and select 'Import'.
7. Your iWeb blog entries will be processed and listed as blog posts in the Blog Posts List.

Importing Blog Posts from WordPress

1. Before importing your WordPress blog posts into EverWeb, you will need to export your WordPress blog.
2. First login to WordPress and go to the Tools->Export menu.
3. Click on 'Posts' and select the settings you want to use.
4. Next, press Export.
5. When the export is complete, you can import the file In EverWeb.
6. From the Blog Posts List in EverWeb, click on the Settings Cog/Button, then select the 'Import...' menu option. Select 'WordPress' and choose the .xml file that you exported from WordPress.
7. Alternatively, you can also use the File-> Import-> WordPress Blog Posts option.
8. The file will be processed and your WordPress blog posts listed in the Blog Posts List.

Importing Images in to your Blog Posts

Images can be imported in to your blog posts. Simply drag and drop the image from its source location to either:

1. The Blog Posts Editor window if you want the image to only appear on the currently selected blog post
2. The Preview Window if you want the image to appear on all of your blog posts.

Importing iWeb Photo Galleries

EverWeb allows you to import iWeb Photo Galleries in to your website using the File-> Import-> iWeb Photo Gallery from File... and File-> Import-> iWeb Photo Gallery from URL... menu options.

Importing Sandvox Photo Galleries

EverWeb allows you to import Sandvox Photo Galleries in to your website using the File-> Import-> Sandvox Photo Gallery from URL... menu option.

The Blog Editor Window



Figure 11.6: The Blog Editor Toolbar contains frequently used editing features for quick access.

Editing a Blog Post

The Blog Editor Window is where you enter the text of your blog. Once you have created a new blog post, select the placeholder text 'This is a sample blog post' and start typing. You can also paste in text that you have copied to the clipboard in to your blog post.

At the top of the Editor Window is the Editing Toolbar where you can quickly apply text formatting to your blog post (see Figure 11.6). The Toolbar works in much the same way as in word processing applications.

You can resize the Editor Window height by hovering the mouse on the border line between the Editor and Preview Windows. The mouse pointer will change to a splitter symbol. Click and drag the splitter up or down until you have the Editor Window the size you want it, then release the mouse button.

Using The Blog Editor's Dark Editor

If you are using a light color for the text of your blog posts, you can toggle the background of the Blog Editor from white to black so you can more easily see your text. Just click on the Settings Cog and choose 'Dark Editor' from the menu. When unchecked, the Blog Editor background will again be white.

Formatting Text in the Blog Editor

As well as the formatting options in the Blog Editor Toolbar, there are other ways to achieve the look that you want for your blog text.

The Text Inspector can be used to change blog text character spacing, line height, spacing before and after a paragraph and even insert a margin in the blog post widget itself.

To use these options, just highlight the text in the Blog Editor Window then click on the Text Inspector tab and use the options listed.

The Blog Post Editor Toolbar

As mentioned earlier, the Blog Post Editor has its own fully featured toolbar. These features include:

- Paragraph Format: This button is used to define the SEO level you want to use for the selected text or paragraph.
- Paragraph Style: This option to apply predefined [Paragraph Styles](#) to your text.
- Bold: Sets Emboldens the selected text.
- Italic: Sets Italicizes the selected text.
- Underline: Underlines the selected text
- Font Family: Quickly access a selection of fonts to style your text. Alternatively, select the More... option at the bottom of the list of fonts for more fonts or use the Fonts button in the Toolbar.
- Font Size: You can quickly set the font size of your selected text using this dropdown. Alternatively set the font size using the Fonts button in the Toolbar.
- Colors: When clicked upon, you can select the foreground or background color of your text from the color swatches. You can also enter the colours Hex code. For more colors, use the Color Picker from the Colors button in the Toolbar.
- Align: You can align your post's text as left aligned, centered, right aligned or justified.

- Ordered List: You can create an ordered list for your selected text in one of six different numbering styles.
- Unordered List: You can create an unordered list using either default, Circle, Disc, or Square bullet points.
- Insert Link: Create a hyperlink for the selected text using this option.
- Quote: You can increase or decrease quote levels for your text in your post using the quote button.
- Insert Video: Use this button to add a video or MP3 audio file to your blog post.
- Clear Formatting: Select the text in the post that you want to clear the formatting of, then click on the Clear Formatting button.

Hyperlinking Blog Posts

Linking a blog post to a page in your website is easy to do. Simply select the object on the page you want to link the blog post to e.g. a piece of text.

Click on the Hyperlinks tab in the Inspector window (see Figure 11.7). Check the box “Enable as Hyperlink”.

To link a blog post select “One of My Pages” from the Link To options. Next choose the blog post you want to link to from the drop down menu in the “Pages” option.

The link is all set up so when someone clicks on the linked text they will go to the blog post.

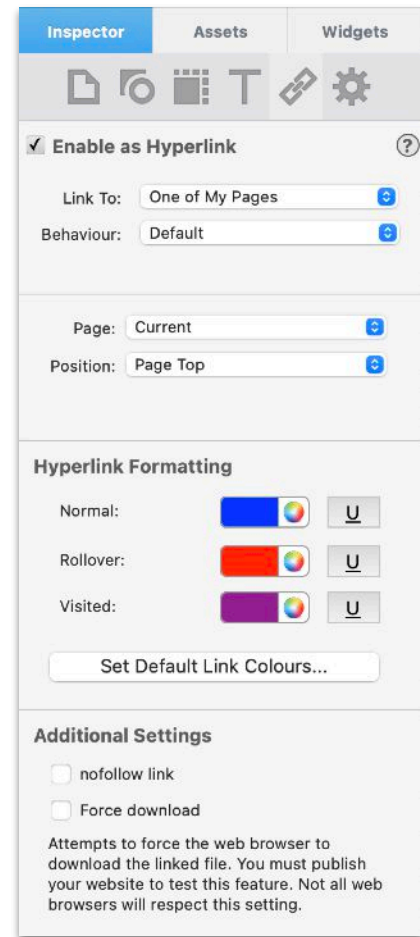


Figure 11.7 The Hyperlinks tab.

Images in the Blog Editor Window

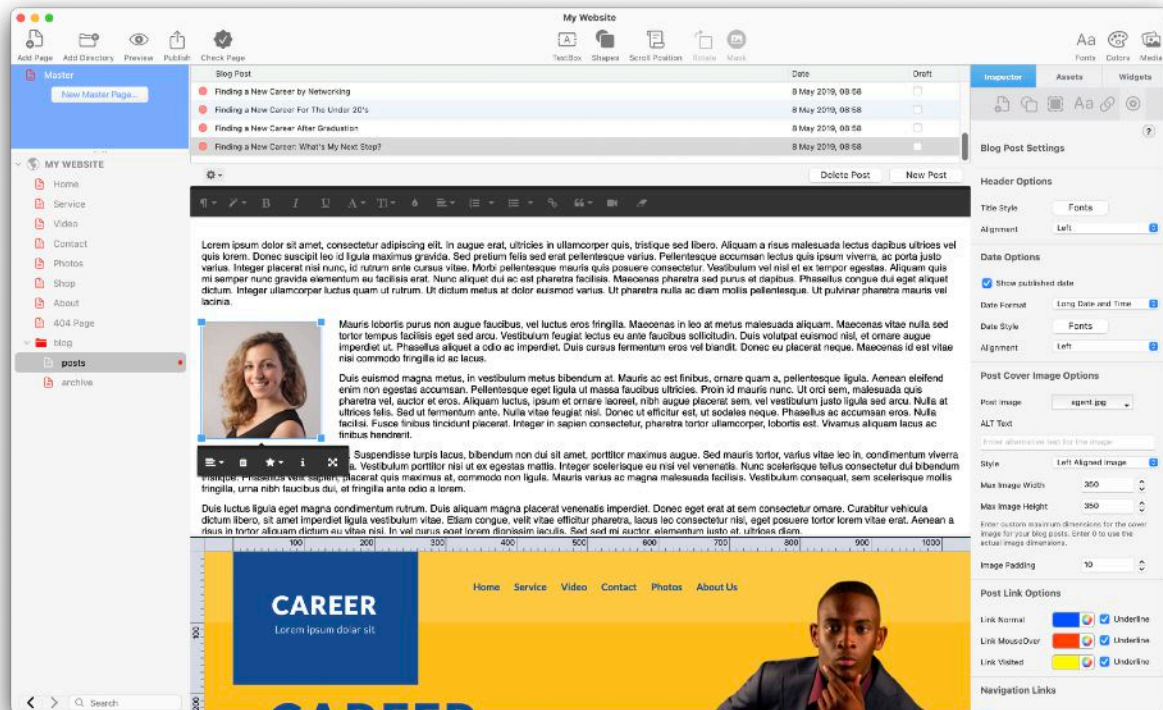


Figure 11.8: The Blog Post Editor Window showing a selected image and the Image Editing Toolbar.

Images can be drag and dropped directly in to the Blog Editor Window. Once you have dropped the image in from its source, or from the Assets List, click on the image to select it. The selected image has a blue border with square selection handles in each corner that you can drag to resize the image.

A Blog Image Toolbar is displayed either above or below the selected image (see Figure 11.8). You can align the image to the left or right or not at all. You can also have the image display inline with the text or 'breaking' so that the text only displays above and below the image. There's also an option to add Alternative Text to the image that is used by search engines to add keywords or context to your image that they can understand.

If you have dropped the image on to the Blog Preview Window, the above options are not available. The next section tells you more about using images and objects in the Preview Window.

Adding Video and Audio in The Blog Editor Window

Adding a video or an audio clip to your blog post just takes a few easy of steps:

1. Start by adding the video, or audio, files that you want to use in your blog in to the Assets List. First click on the Assets tab in the Inspector Window.
2. You can now drag and drop the video or audio files that you want to use from their source in to the Assets List. The files will be added to your EverWeb project as External files.
3. After adding the video or audio files, right, or secondary click on the file in the Assets List that you want to insert in to your blog post.
4. Select 'Copy Relative File Path' to copy the relative file path of the file to the Clipboard.
5. Next click on the Posts page in the Web Page List then click on the post that you want to add the video or audio file to so that it is selected.
6. In the Blog Post Editor Window, click on the position in the post where you want to insert the video or audio file.
7. It is recommended to select a space or cursor position. If you select any letters, words or images, they will be replaced by the inserted video or audio file.
8. Click on the Video camera icon in the Blog Post Editor Toolbar. You can use this icon for either video or audio files.
9. Paste in the Relative File Path from the Clipboard, and then press Insert.
10. The video or audio file will be inserted in to the post. Use the inline tools to style the inserted video or audio files within the post.

The Blog Preview Window

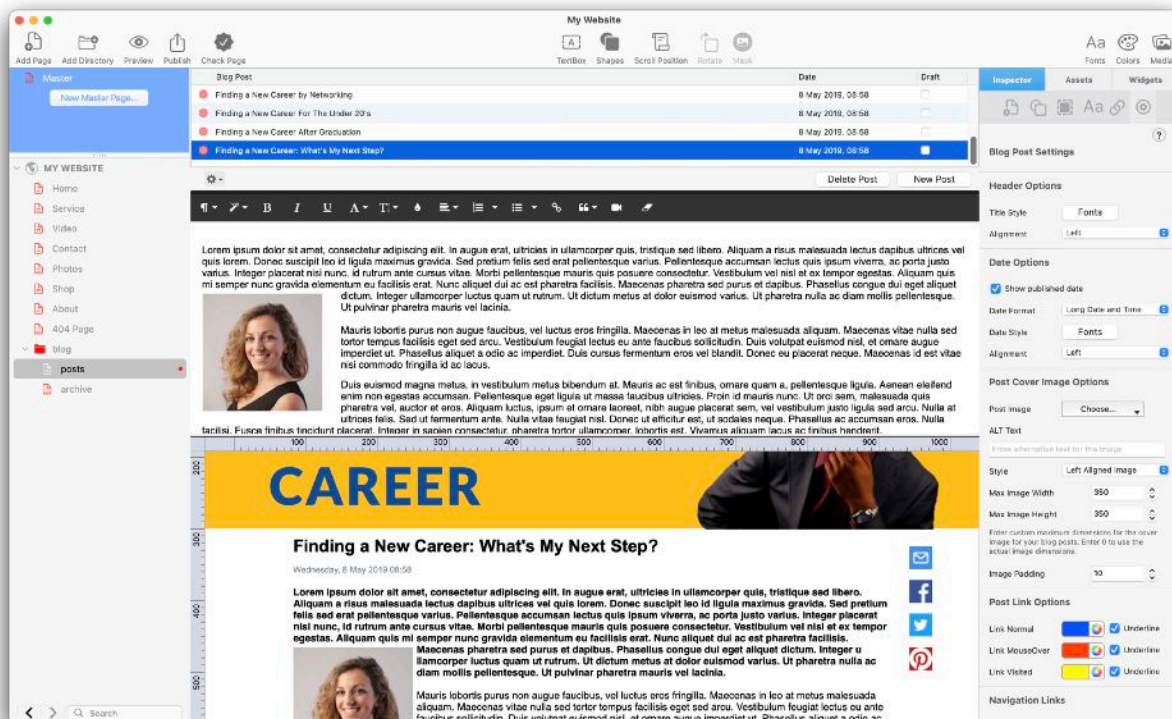


Figure 11.9: You can add objects such as social media buttons to the Blog Preview Window so that they appear on all of your blog posts in the same place.

The Blog Preview Window is where you see how your blog post will look when published. It is similar to a Master Page as when you add, edit or delete objects, or change any formatting, these changes are applied to **all** your blog posts e.g. if you add social media buttons in the Blog Preview Window of one of your posts, the buttons will appear in all posts (see Figure 11.9).

The text entered in the Blog Editor Window appears in the Blog Post Widget in the Preview Window as does the blog's Title at the top. You can apply additional display and formatting options using the Blog Post Widget Settings. As such, what you see in the Blog Editor Window may appear differently in the Blog Preview Window due to the formatting that you may have applied.

For example, the text may wrap at a different point if the blog widget is smaller than the blog entry field.

Blog Post Widget Settings

You can format all of your blog posts to have the same look using the Blog Post Widget Settings tab. For example, if you change the font of the Blog Post Title in the Header Options, the change will be applied to all of your blog posts.

There are many different options to choose from such as including the date of the blog post and Navigation Links that make it easy for your visitors to move through your blog posts or return to the Index (Blog Main) page.

Use the Post Cover Image Options to add an image to the blog post. Set the Maximum Image Height and Width options for Fixed Width and Responsive pages to limit the size of the cover image. You can also pad out the distance between the image and text.

Formatting The Blog Post Preview Page

The Blog Post Options change the formatting of the blog posts themselves. If you want to change other aspects of the Blog Preview Window, use the Inspector Window. For example if you want to change the background color of the blog posts, use the Page Settings tab and set the Page and Background color to how you want it.

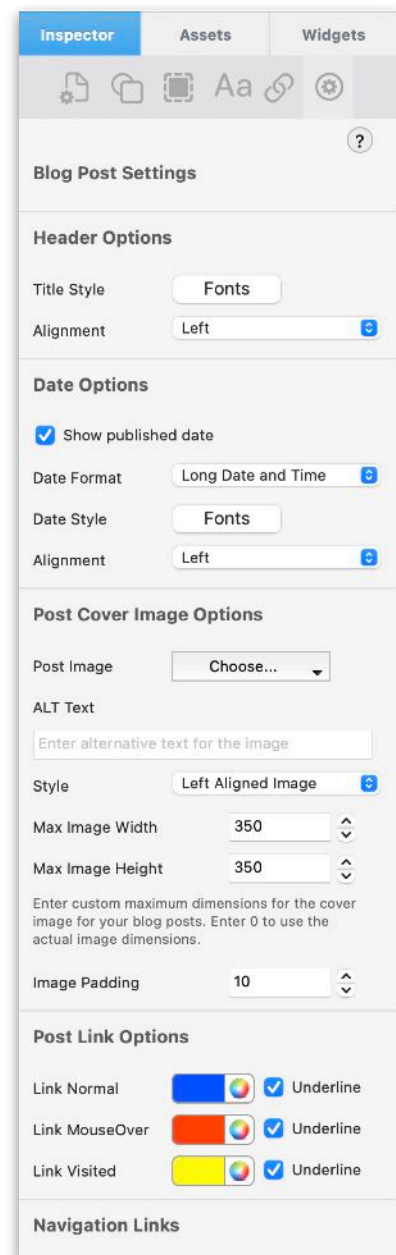


Figure 11.10: The Blog Posts Widgets Settings (showing most of its settings).

Adding Objects in to the Blog Posts Preview Window

You can add in other objects, such as images and buttons, in to the Blog Posts Preview Window. When you do this, the object will display in all of your posts.

This is very useful if you want to add, for example, social media buttons, or a company logo, to your blog posts (See Figure 11.9). The Preview Window is in many ways similar to the way in which EverWeb's Master Pages work (see the following section for more information).

Tip: To add an object just to one blog post, add the object in to the Editor Window.

Navigation Links

You can include navigation links at the bottom of your blog so that visitors can easily go the next or previous blog, or back to the Index page. You can customize the text of the Previous Post and Next Post links if you want.

By default, EverWeb displays navigation links. If you do not want navigation links displayed, deselect the 'include navigation links' and/or 'include index page link' settings in the Blog Posts Widget Settings.

The navigation links can be customized. By default, the previous and next blog post titles are displayed as the links to the previous and next blog posts. You can change the link text if you want using the 'Previous Post Link Text' and 'Next Post Link Text' options. When these fields are blank, the default blog post title links are used.

To change the font of your navigation links, use the Navigation Links 'Fonts' button. To change the color of the links, use the Link Normal, Mouse Over and Visited options as the navigation links are hyperlinks to other pages in your website.

Adding Commenting To Your Blog

You can let your visitors discuss and leave their own comments about your blog posts by using a 'Comment Engine'. EverWeb has the option for you to use either Disqus' or Facebook's comment engine. You will need to set up an account in the comment engine of your choice before using it in EverWeb

Choosing Your Comment Engine

You can choose to use either Disqus or Facebook Comments (see Figure 11.10). Both offer similar features to each other although you may want to consider that...

Disqus is better if you want real time conversations and an easy to use interface whilst

Facebook Comments is better if you have a large number of website visitors using Facebook and for visitors who want their comments published in their Public Facebook profile.

Obtaining a User ID for Disqus or Facebook Comments

Creating a User ID in either Disqus or Facebook Comments can seem complicated at first as each offers many different setup options. However, these options are not usually needed. All you need is the User ID itself to get started in EverWeb.

The steps below will help guide you in setting up Disqus or Facebook Comments. As there are a number of different user situations, you may find that you need to complete only some of the steps shown, or you may need to complete more steps than are shown below.

Using Disqus as your Comment Engine

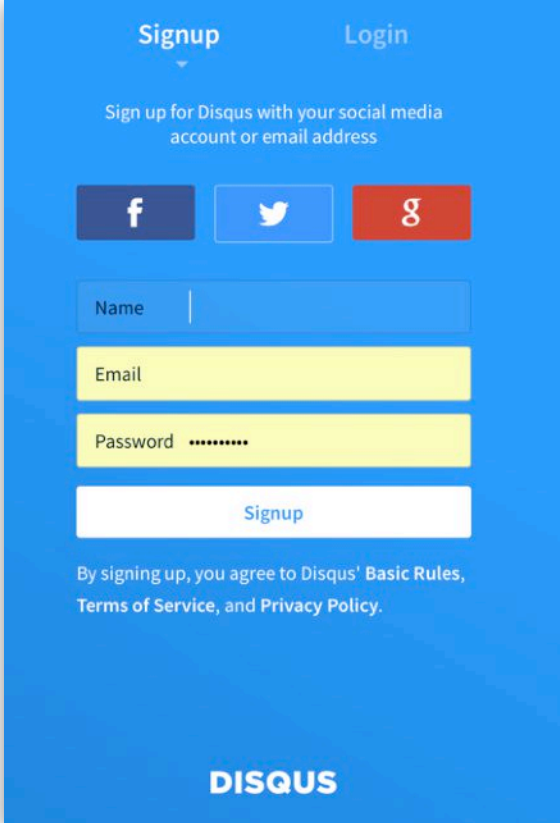
The image shows the Disqus Signup screen. At the top, there are two links: "Signup" and "Login". Below them, a text prompt says "Sign up for Disqus with your social media account or email address". There are three buttons for social media login: Facebook (f), Twitter (bird icon), and Google (g). Below these are three input fields: "Name", "Email", and "Password" (with a masked password). A "Signup" button is at the bottom of the form. Below the button, a disclaimer states: "By signing up, you agree to Disqus' Basic Rules, Terms of Service, and Privacy Policy." The Disqus logo is at the very bottom.

Figure 11.11: Disqus Signup screen

1. First sign up for an account at the [Disqus website](https://disqus.com) if you don't already have an account.
2. You can use your Facebook, X (formerly Twitter) or Google accounts to sign up, or use your email address if you prefer. (See Figure 11.11)

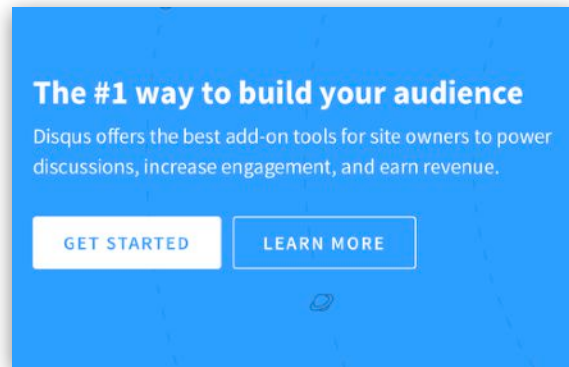


Figure 11.12: Getting Started with Disqus Setup

3. When you sign up, click on the 'Get Started' button on the 'The #1 way to build your audience' screen (See Figure 11.12).

A white form titled 'Create a new site' with a subtitle 'All fields are required.' The form contains several sections: 'Site Owner' with a profile icon and the text 'your signup name', followed by a note 'To associate a different account as the site owner, login with a different account'; 'Organization' with the text 'Your Sites' and a note 'The organization is the group of sites you own. Set an organization name.'; 'Website Name' with a text input field containing the placeholder 'Enter the name of your site', a note 'Your unique Disqus URL will be: shortname.disqus.com', and a link 'Customize Your URL'; and 'Category' with a dropdown menu showing 'Please select a category'. At the bottom is a blue 'Create Site' button.

Figure 11.13: The Create a new site screen

4. Next you will see the 'Create a new site' screen (See Figure 11.13). The 'Site Owner' will be the name you used as your sign up name.

5. When you enter your 'Website Name' (highlighted in the red box in Figure 11.13) you will see that Disqus automatically creates a 'shortname' which will be the User ID.
6. **Make a note of your 'Shortname'** as you will use this later in EverWeb!
7. Complete the details and click on 'Create Site'. Your Disqus ID will be created and you will now be offered a number of customization choices.
8. Click on the button 'Yes, I understand Disqus is both comments and native Apps' on the next screen.
9. You will next see a screen with options to install Disqus on different platforms (See Figure 11.14).

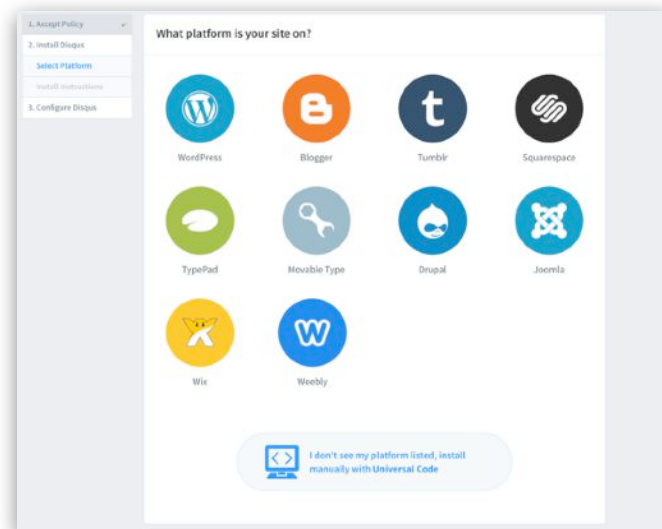


Figure 11.14: Choose the Universal Code option as your Platform

10. Click on the 'Universal Code' button at the bottom of the screen.

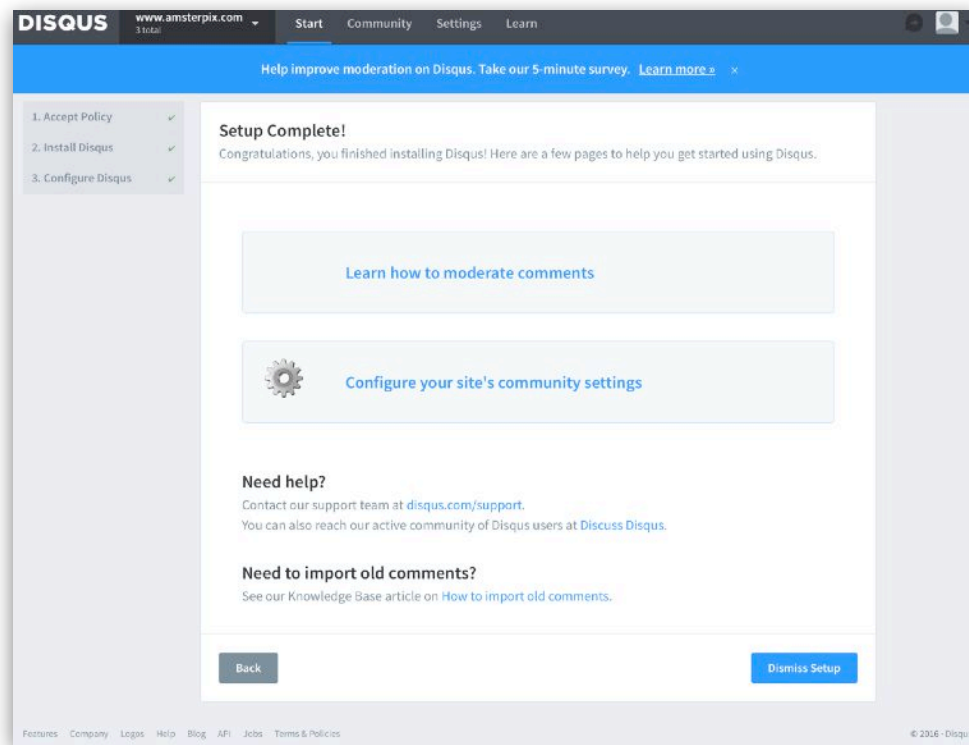


Figure 11.15: The Setup Complete screen for Disqus

11. Scroll to the bottom of the next screen and click the button. Continue to do this until you see the 'Setup Complete' screen (See Figure 11.15).

You have now finished the setup process and have a Shortname that can be used in EverWeb.

Using Facebook as your Comment Engine

To use Facebook as your comment engine:

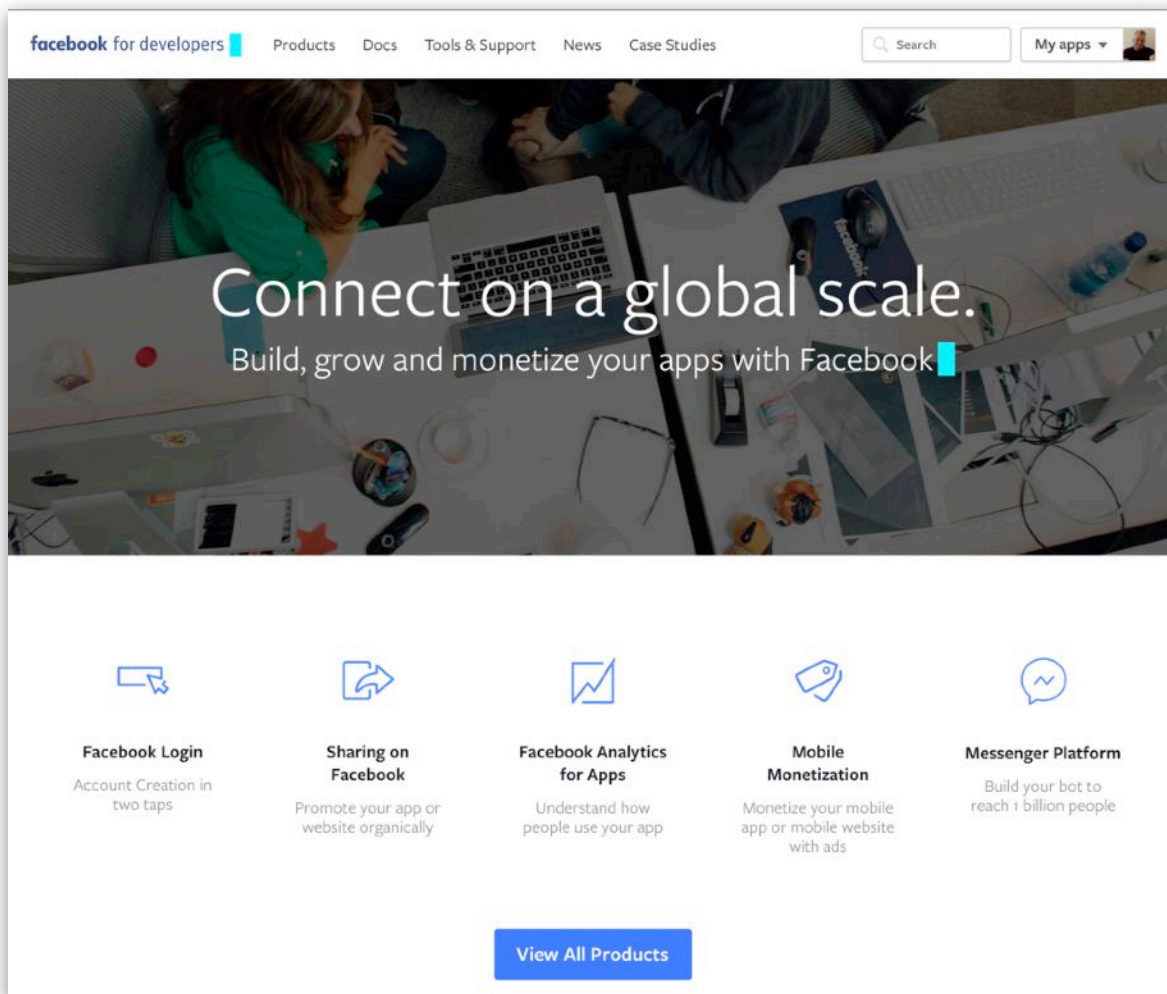


Figure 11.16: The Facebook Developers Home Page with the 'My Apps' button in the top right hand corner of the screen

1. Sign up to Facebook at www.facebook.com if you do not have an account already.
2. Once you have a Facebook account you will need a Facebook App ID. To do this you need to be a [Facebook Developer](#) (See Figure 11.16)

3. If you have not done so already, convert your Facebook account to a Facebook Developer account by selecting the 'Docs' menu.
4. Click on 'App Development' in the 'Product Docs' or 'Guides' section, Next select 'Creating an App ID' from the 'App Development' list.
5. Scroll down to 'Developer Account' and 'click on 'Create Developer Account' (See Figure 11.17).

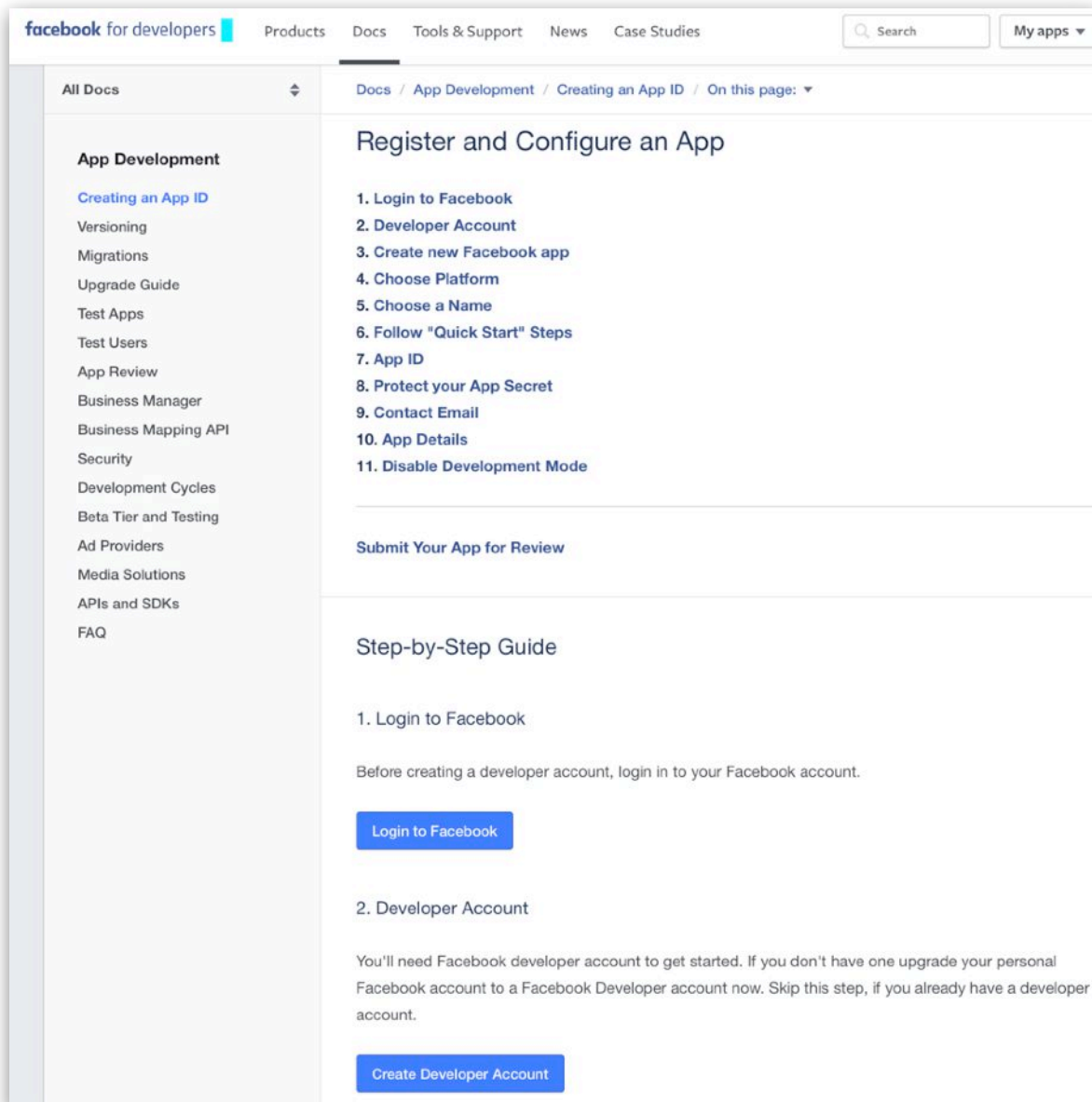


Figure 11.17: Select 'Creating an App ID' in the left column and then 'Create Developer Account' in the right column.

6. Once you have completed the registration you can add Facebook in to your app or website.
7. Facebook will ask you which application platform you are using. If you have already registered, use the 'My Apps' button and select 'Add a New App' from the menu.
8. Click on 'WWW" for your website (See Figure 11.18).

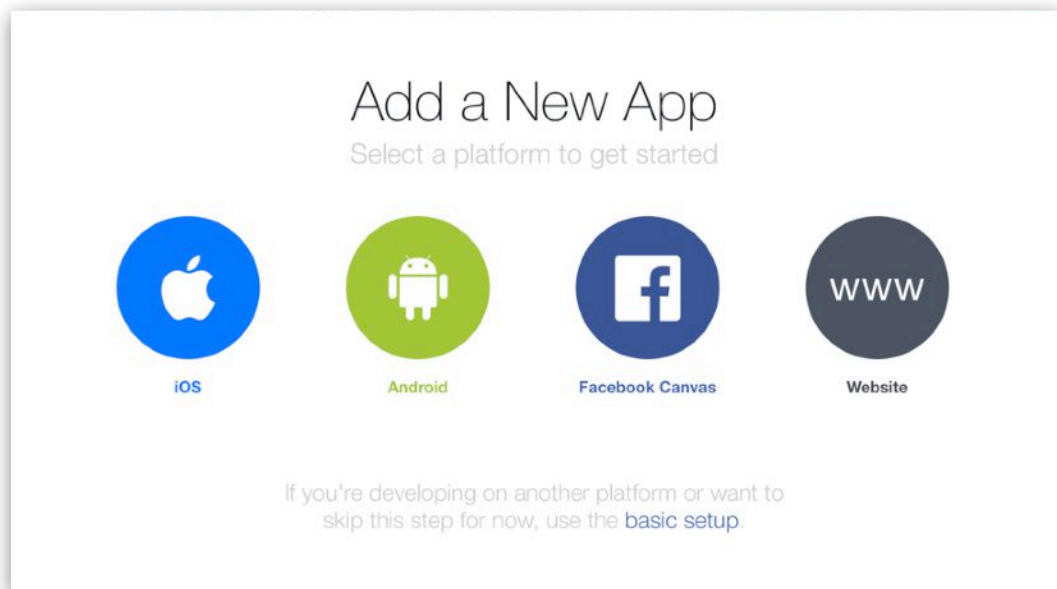


Figure 11.18: The Add a New App screen. Select the 'www' option.

9. In the 'Quick Start for Website' window, type in the name you want to call your app e.g. the name of your website and then click on 'Create New Facebook App ID'. Remember to select a 'Category' as you cannot proceed if you don't (See Figure 11.19).

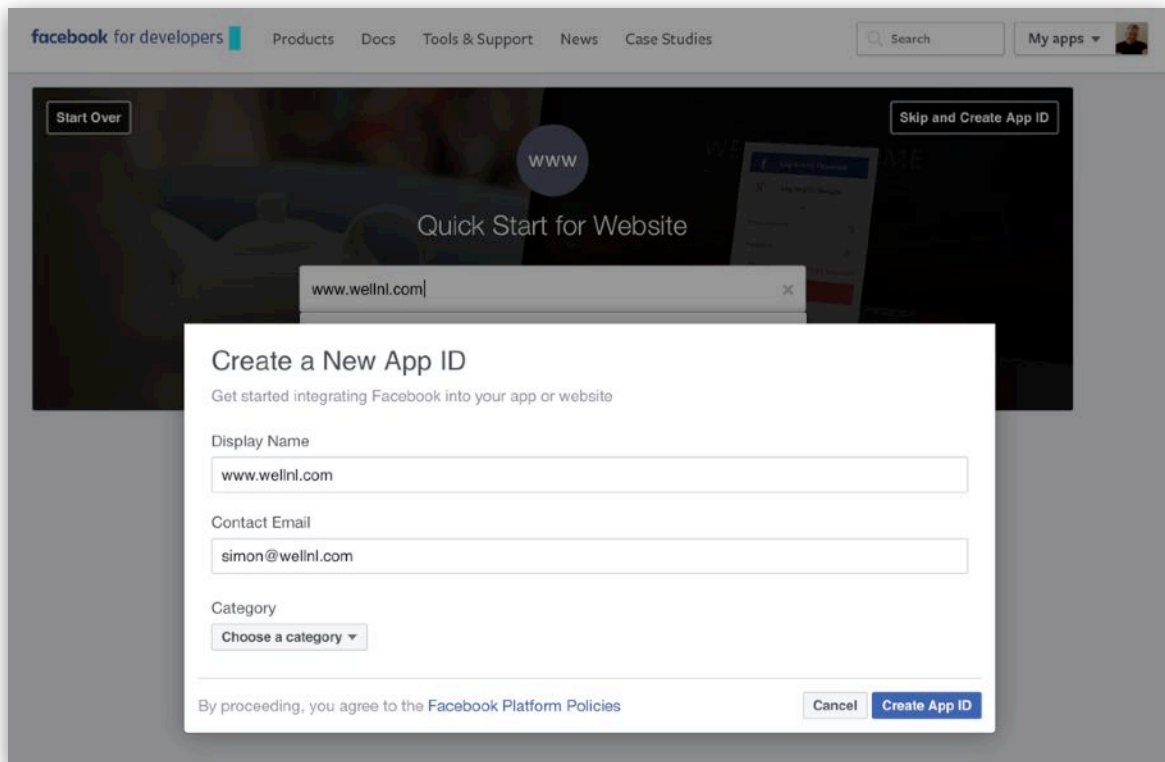


Figure 11.19: The Create new App ID Screen.

10. Once the App has been created, you will see the 'Setup Facebook SDK for JavaScript' screen. Enter your website URL at the bottom of the screen and click 'Next'.
11. Scroll down until you see the section 'Next Steps'.
12. Click on 'Skip to Developer Dashboard'.

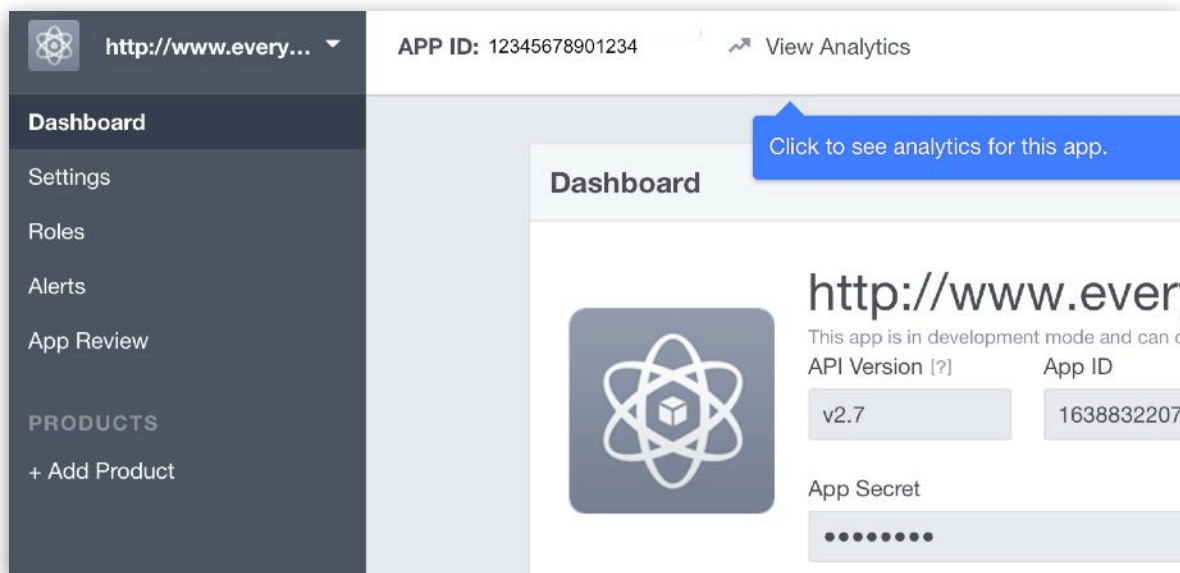


Figure 11.20: The Facebook Developer Dashboard showing the App ID at the top of the screen

13. At the top of the Dashboard is your App ID number which you can now use in EverWeb (See Figure 11.20).

Enabling Comments in EverWeb

Now that you have your Disqus Shortname or Facebook App ID, go to the Comment Options section in the Widget Settings of your Blog Posts in EverWeb (see Figure 11.10 above).

In the Comment Engine section, select either Disqus or Facebook then enter your Disqus Shortname or Facebook Comments App ID in the box below.

Your comment section is now setup! The Blog Preview widget will update showing the comment engine is enabled at the bottom of the widget.

When your website is published to the Internet, visitors to your blog posts can add their own comments. A visitor will need to login to Disqus (or sign up which can be done via the login section in the Disqus Comments) or Facebook Comments (using their Facebook login) to be able to comment.

Managing Comments on Your Blog

You are responsible for monitoring the comments that are placed on your blog by your visitors. As a 'moderator' you can approve comments for public display on your blog, delete comments from your blog (e.g. if they are offensive) and tackle instances where your blog may be subject to spam.

If you are using Disqus commenting please go to their [moderator guidelines](#) for more information.

If you are using Facebook commenting please go to their [online help resource center](#).

RSS Features and Blogging

Your website visitors can always stay up to date with the blogs that you create in EverWeb through RSS.

There are a couple of easy ways to use RSS to take advantage of your blogs.

- The [RSS Feed Widget](#)
- The [RSS Subscribe Button](#)

These features are described below.

The RSS Feed Widget

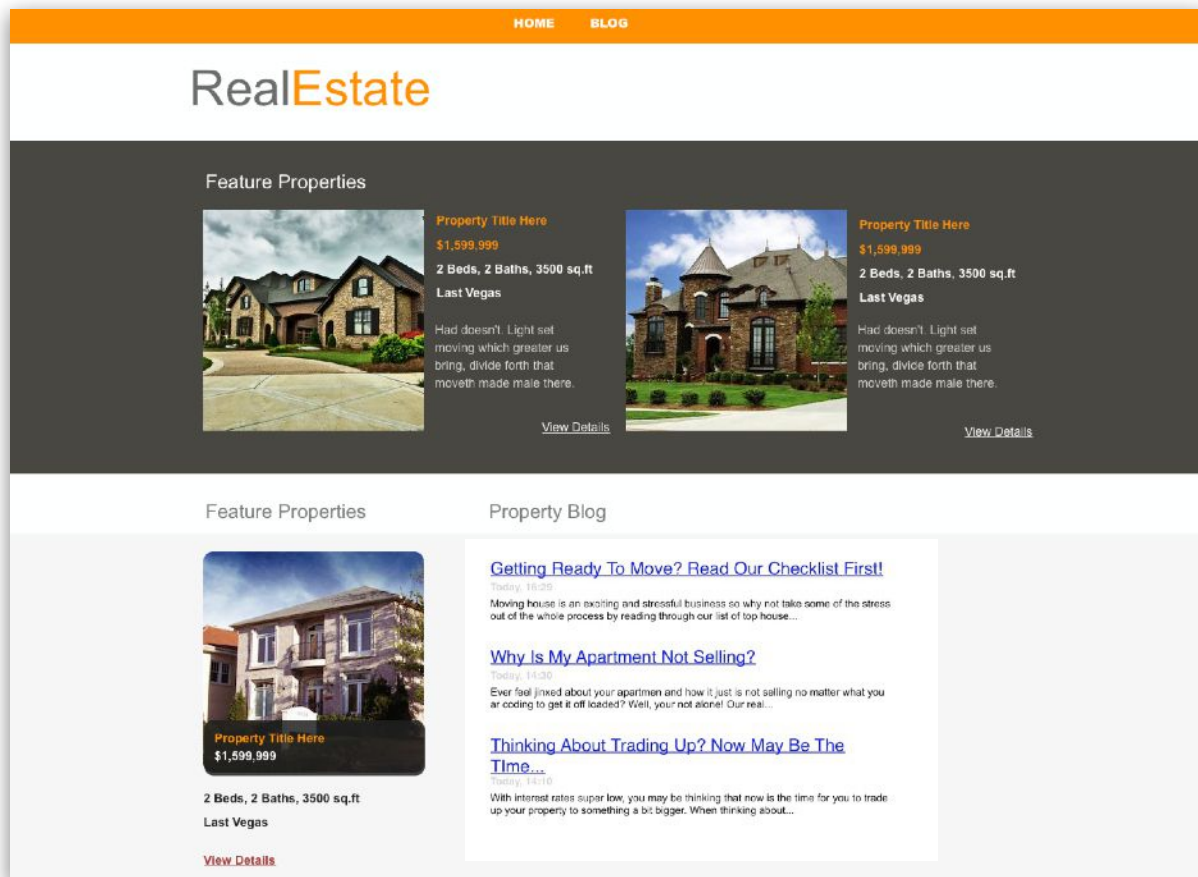


Figure 11.21: Use the RSS Feed Widget to add your latest blog posts to any page in your website

You can use EverWeb's RSS Feed Widget to show a blog summary on your web pages (See Figure 11.21) To do this, first go to the page where you want to add the blog summary. Next go to the Widgets Tab in the Inspector Window and drag and drop the RSS Feed Widget on to the page.

In the Widget Settings you will now need to add in the location of your Feed URL. This location contains an rss.xml file that enables the blog entries to be displayed. the rss.xml file is located at

`http://<your website address>/blog/rss.xml`

For example, Josh's real estate business that we met earlier in the manual has created a blog for his website. His Feed URL may look like this

`http://www.joshsrealestate.com/blog/rss.xml`

Once you have added the Feed URL choose which other options you want to use in the RSS Feed Widget Settings. then publish your website to see the results displayed.

The RSS Subscribe Button

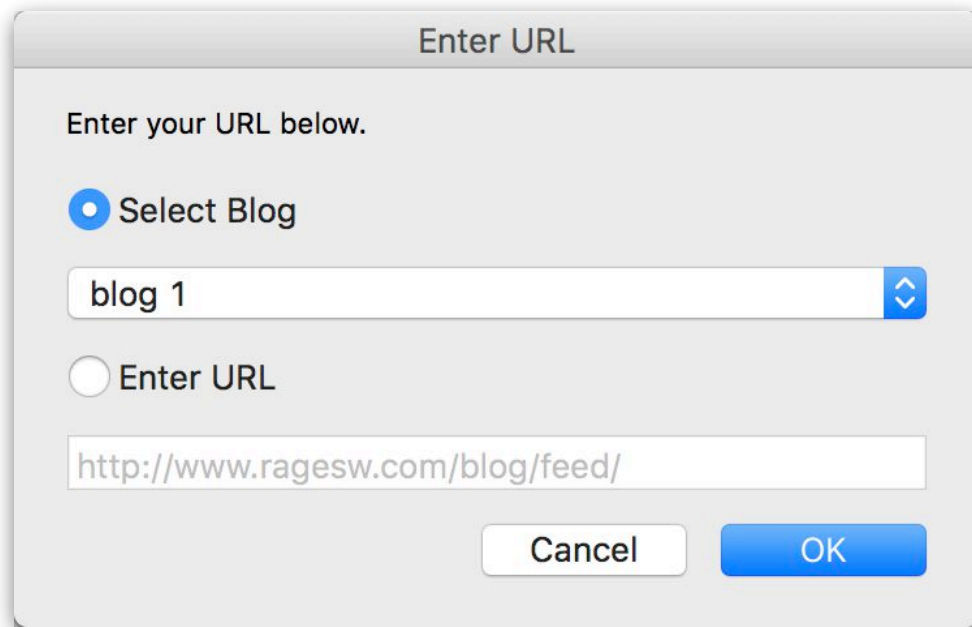


Figure 11.22: The RSS Subscribe Button lets your visitors subscribe to your blog

You can add an RSS Subscribe button to your website so that your visitors can easily keep up to date with your blogging.

To add an RSS button just use the Insert-> Button-> RSS Subscribe menu.

Select from the menu to either subscribe to the website project's blog using 'Select Blog' or from another location using the 'Enter URL' option (see Figure 11.22).

Your button will be placed on the web page so that your visitors can subscribe to your blog using RSS.

12 EverWeb & Search Engine Optimization

This chapter will help you optimize your EverWeb made website for use with search engines.

[Introduction to SEO](#)

[What Is SEO?](#)

[Keyword Research](#)

[Optimizing Page Names](#)

[Website Navigation Optimization](#)

[Title Tags](#)

[Web Page Descriptions](#)

[The Importance of Page Content](#)

[Anchor Text](#)

[Optimizing Images](#)

[Meta Keywords](#)

[Alt Text for Images](#)

[Heading Tags](#)

[EverWeb Site Shield](#)

[EverWeb SEO Power Up](#)

Search Engine Optimization

This chapter will help you optimize your EverWeb made website for use with search engines.

Introduction to SEO

Use this chapter if a high page ranking in Internet search results is important to your business, or organization's, website.

Before starting to optimize your website, though, it is important to understand what Search Engine Optimization is, and how it can be applied in EverWeb to your website.

What Is a Search Engine?

A *Search Engine* is the tool you use to find what you want on the Internet, e.g. Google, Yahoo, Bing and Duck Duck Go are all examples of a search engine.

What is Search Engine Optimization?

Search Engine Optimization, also known as SEO, is...

*"The process of increasing the quality and quantity of website traffic by increasing the visibility of a website, or a web page, to users of a web search engine"**

* [Source: https://en.wikipedia.org/wiki/Search_engine_optimization#cite_note-1]

As SEO is a process, there is no magic formula that will put your website at the top of a search engine's page rankings.

This means there is no guarantee that your website will achieve success in achieving a high search page ranking. However, you can make changes to your website that will give you the best possible chance of a higher ranking.

This chapter will explain what the most important optimizations are that you need for your website and how to implement them.

Important

Remember that SEO is a *process* that you must undertake if you want to achieve a higher search engine results page ranking.

SEO is actually a form of marketing, so optimizing your website using SEO should not be considered as a just a one off task..If you want to continue to improve your chances of success and growing your business you should re-evaluate and update your website's SEO on a regular basis.

Keyword Research

To properly optimize your website, the most important task you need to complete first is your *Keyword Research*. This will help you find out which keywords you are going to target on your website.

What are Keywords?

Keywords are words, or phrases, that are related to the products or services on your website.

Choosing the right keywords could make the difference between your website ranking first on a search results page or not ranking at all. But what are the right keywords to use? To answer this question let's look at an example of what is a wrong keyword.

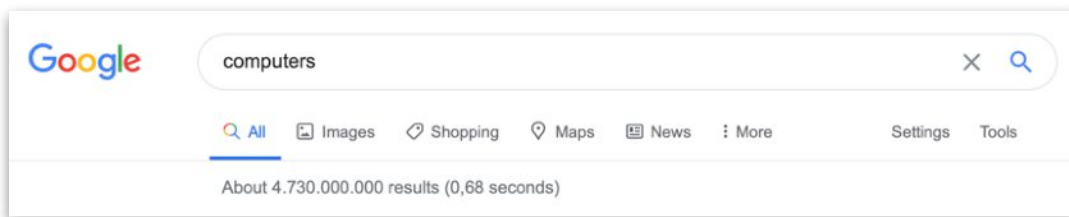


Figure 12.1: Searching Google for the word 'Computers' will result in millions of search results.

This example uses Google's search engine to search for a very popular keyword - "computers". In the search results, shown in Figure 12,1 beneath the sponsored advertisements, there are a lot of results for this keyword, in fact more than several hundred million.

In Figure 12.2 you can also see the websites that rank in the top 10 for this keyword. These sites belong to some of the world's largest and most well known companies.

Therefore, targeting a keyword such as 'computers' is not a good idea for two important reasons:

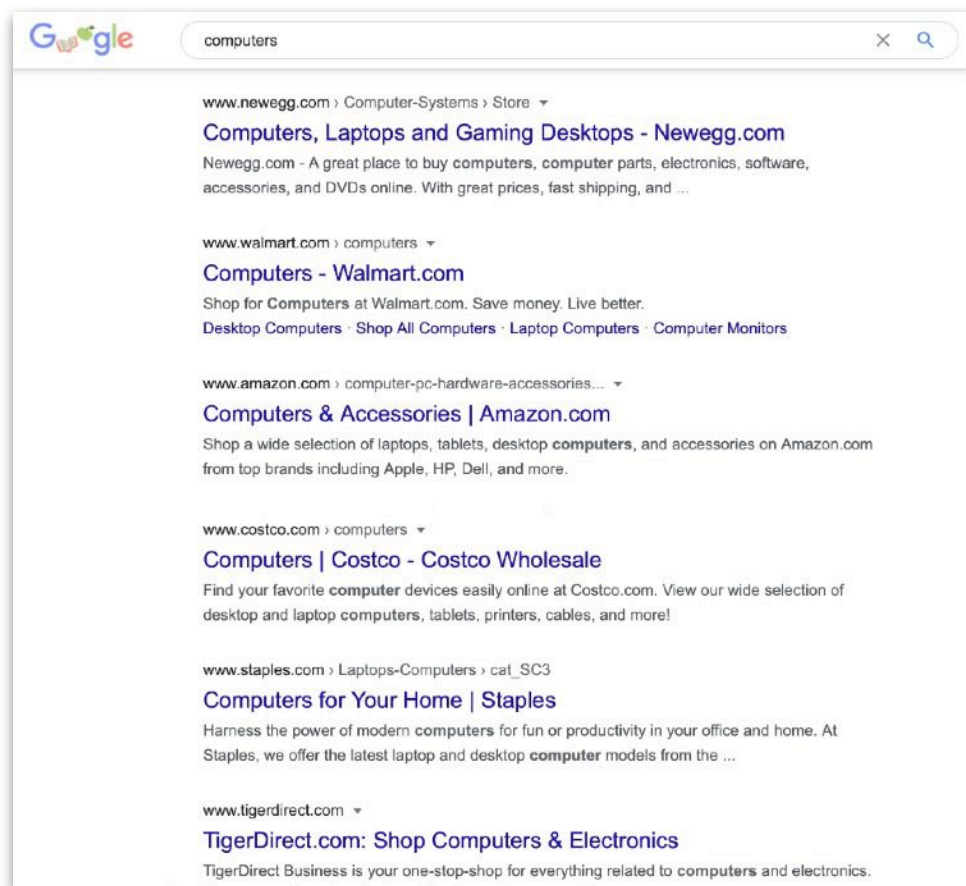


Figure 12.2: The top search results for 'computers' shows high authority websites.

1. The search term is way too broad
2. It will be virtually impossible to compete with these website giants.

Finding The Keywords You Should Target

One of the easiest ways to find the key words that are most relevant for your website is by using Google Ads Keyword Planner. It is not necessary to create a Google Ads marketing campaign to use Keyword Planner. The goal here is to find the best keywords or terms for your website.

Using Google Ads Keyword Planner

The following are the steps required to use Google Ads Keyword Planner:

1. In your web browser type 'Google Ads Keyword Planner' in the search box, then press Enter.
2. The first result, after the paid for advertisements, should be 'Google Ads Keyword Planner' from ads.google.com. Click on this link.
3. To use Google Ads, sign In to your Google account if you have not done so already. If you do not have a Google account, click on the 'Create account' link then follow the instructions to sign up.
4. Once you have signed in click on 'Go to Keyword Planner'.
5. You will be asked to choose your main advertising goal. In this example choose 'Get more website sales or sign-ups'.
6. You should now be at 'Step 1: Your Business & Audience' screen, on the 'New Campaign' page. This is where you set up the business that you would want to advertise using a Google Ads campaign.
7. If you already have a business linked to your Google account, this will be listed. Click on your business name. If you do not have a business listed, choose New Business. Enter the name of the business and its website's URL then click 'Next' to continue.
8. On the next screen tell Google Ads where your customers are located then click on 'Next' to continue.
9. The 'Define your product or service' page will be displayed. This is the page where you will find your keywords or phrases for your website.

10. The potential audience size for your business is shown on the right hand side of the screen. This estimate is based on the information you have already entered.
11. Select the language that you would want to advertise in, then enter your business category. Notice that Google Ads may suggest a business category based on an analysis of the website URL of your business.
12. In my example I am going to choose 'Golf Shop'. When you enter your business category, notice that the potential audience size will change.
13. Keyword Planner will also suggest keywords that you can use. Click on the keywords that you think are best for targeting. Again, notice how the potential audience size changes as you click on suggested keywords to use. Try to find **two keywords** or phrases that give the best possible potential audience size.
14. In addition to the suggestions from Keyword Planner, you can also add your own keywords to target so. For the Golf Shop business, for example, I could target 'left handed golf clubs'.
15. Add and remove keywords from the 'What specific products and services do you want to promote in this ad?' Section until you have the two keywords or phrases that give you the maximum audience possible.
16. You can now close Google Ads Keyword Planner. The campaign will be saved at this place, which can be useful when you want to find keywords for other pages in your site.

Testing Your Keywords

When you have located the key-words or phrases that you think are a good fit for your website, it is a good idea to do a Google search on them.

Look at the results. How many results do you see? Is there a really high number of results? What about the number of ads. Are there a lot of Google Ads for this search that are all competing for business? What about the search results? Are the websites ranking in the top 10 high authority websites that most likely will not be outranked by a new comer such as yourself?

These are things to keep in mind when selecting which keywords to target. We recommend choosing two keywords per page for targeting purposes. One key-term will be your primary key-term and the other will be your secondary

key-term. This is only a suggested method, which will be demonstrated and applied throughout this chapter.

For example, if you have a one page website, you should not attempt to target 5, or 10, or even 50 keywords. Targeting two keywords per page will help you focus on each page. It will also give search engines a much better idea of what each page is about.

This also means that if you are targeting a key-term on a page, you don't necessarily need to target that same key-term on another page. This would only result in you competing against yourself. Instead, find other keywords, and different variations of keywords, that you can target.

Remember, not everyone looking for 'left handed golf clubs' will search for that exact phrase.

There will be many different ways to perform that search, so make sure to focus your keywords for each page you apply SEO to in your website. This will also broaden your chances of ranking by using different keywords and different variations.

Checking Your Page's SEO with Check Page

EverWeb includes a one click way to check how SEO friendly your website's pages are. The 'Check Page' button in the Toolbar scans the current page then suggest SEO related actions if needed. Each suggestion will also direct you to where you need to input SEO relevant information for that suggestion within your EverWeb Project file.

The Check Pages functionality is part of [EverWeb SEO Power Up Addon](#).

Using Check Page

To use Check Page, first select the page you want to check. It is recommended to only check the pages in your website that you want to apply SEO to. Pages such as Contact and About Us type pages will probably not require SEO, so they do not need to be checked. Checking pages such as the Home page of your site, though, is a good idea.

Click on the Check Page button in the Toolbar to scan the page. A window containing Web Page Suggestions will appear when the scan is complete. Also note that you will be returned to the Page Settings tab in the Inspector Window if you are currently on a different Inspector window.

The Web Page Suggestions will list all SEO relevant suggestions. You may have already successfully completed some of the suggestions on the list. For the items that still need completion, click on a suggestion that requires attention.

A second dialog box will appear at the place on the page where you should enter SEO applicable information. The second dialog box contains helpful information to guide you in completing the field successfully.

In addition, you can go to the Previous or Next suggestion directly or just Close the information dialog box.

You can re-run the scan at any time to see updated results as you enter your SEO information.

Please note that you may have some suggestions that you do not want to, or have to, complete e.g. entering a business location. Remember, that Check Page lists recommended suggestions for you to improve your SEO. It is not

mandatory to follow any suggestions if it is not appropriate for your situation to do so.

Optimizing Page Names

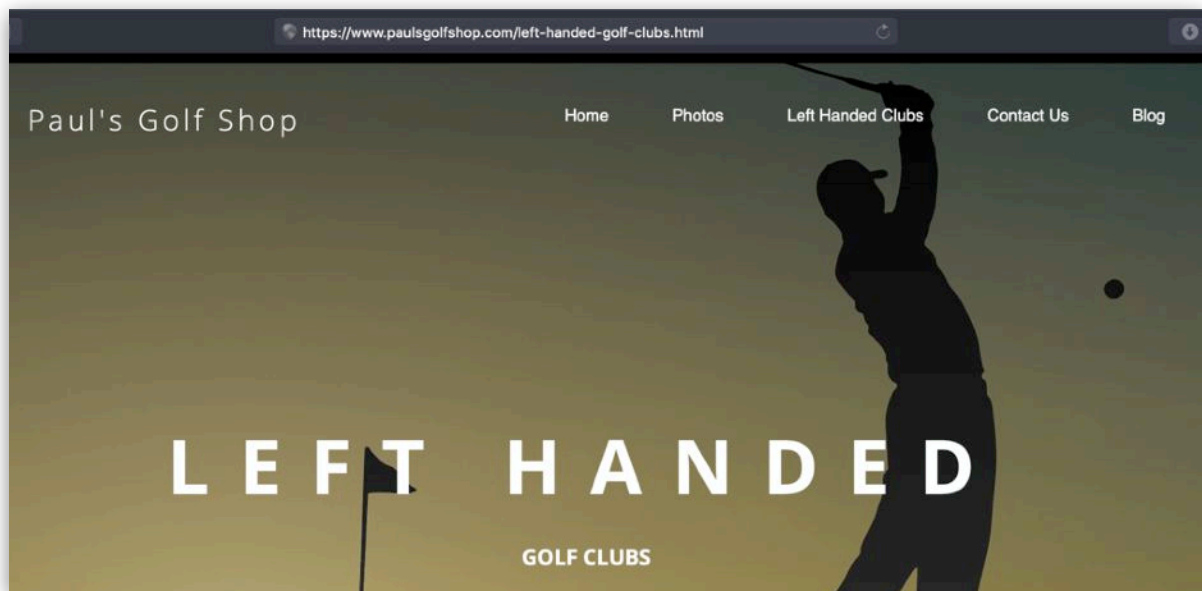


Figure 12.3: The Left Handed Golf Clubs page's URL is displayed in the search box

When you look at a web address, which is also known as a URL, the page name you see is in fact the file name that follows after the domain name.

For example, the domain name for the website of Paul's Golf Shop in Figure 12.3 is...

paulsgolfshop.com

and the page we are currently looking at is...

left-handed-golf-clubs.html.

The left handed golf clubs part of this URL is the file name.

In this example,

paulsgolfshop.com/sales/left-handed-golf-clubs.html.

there is a subdirectory - 'sales' after the domain name, so the page name will follow after the subdirectory.

The page name is a great place to insert a keyword for this particular page. If you use generic names for your pages such as 'Page 1' or 'Home Page', you will be wasting an opportunity to improve your website's SEO.

It is recommended that you use your primary keyword for your page name.

To change the name of your page in EverWeb:

1. First highlight the page you want in the Web Page List.
2. Next select the Inspector Window, then click on the Page Settings tab if it is not already selected.
3. In the 'File Name' field, type in your desired page name. In the above example the file name will be 'Left Handed Golf Clubs'.
4. Publish your website, EverWeb will replace any spaces between words with hyphens. *You do not need to do this yourself.*
5. Repeat this process for every page in your website that you are trying to optimize for search engines.

There may be some pages in your website that you do not want, or do not need, to optimize. For example, the 'Contact Us' page might be a page that you are not trying to get to rank high in search engines. In this case, you do not need to apply any SEO work on that particular page.

Note that you do not need to apply Page Name optimization to the home page of your website, as the home page's file name will always be index.html. This is a typical way that websites work, but we can still optimize the home page using the other methods that we will discuss later on.

Website Navigation Optimization

An important part of SEO is having a properly structured website that can be easily navigated by your visitors. It should never be difficult for your visitors to go from one page in your site to any other page in your site. The best way to make your site easy to browse is by using a navigation menu.



A navigation menu is easy to create as EverWeb includes a built in [navigation menu widget](#). Drag and drop the widget on to your page from the Widgets tab on to the Editor Window. When you add the widget, it creates linkable text to all of the pages on your website.

The importance of [page names](#) was discussed in the previous section and these same principles can be applied to the Navigation Menu Display Name which is found in the Page Details section of the Page Settings tab of the Inspector Window.

The navigation menu can be a good place for keyword rich navigation links. For example, if the keyword being targeted on this page is 'left handed golf clubs', then it might be a good term to use as the Navigation Menu Display Name.

Note that there can be exceptions to this rule. Not every page in your site needs to have keyword-text in the Navigation Menu Display Name. For example, a 'Contact Us' page usually does not require optimizing for search engines, so the Navigation Menu Display Name does not need optimization either.

In some cases, you might be targeting a very long key-term. This would make the navigation menu look awkward if the term was used in the Navigation Menu Display Name field. In this case, do not make the optimization.

Important

Remember that if the optimization provides a poor user experience, do not apply that optimization. The user experience is always the number one priority for your website.

Title Tags

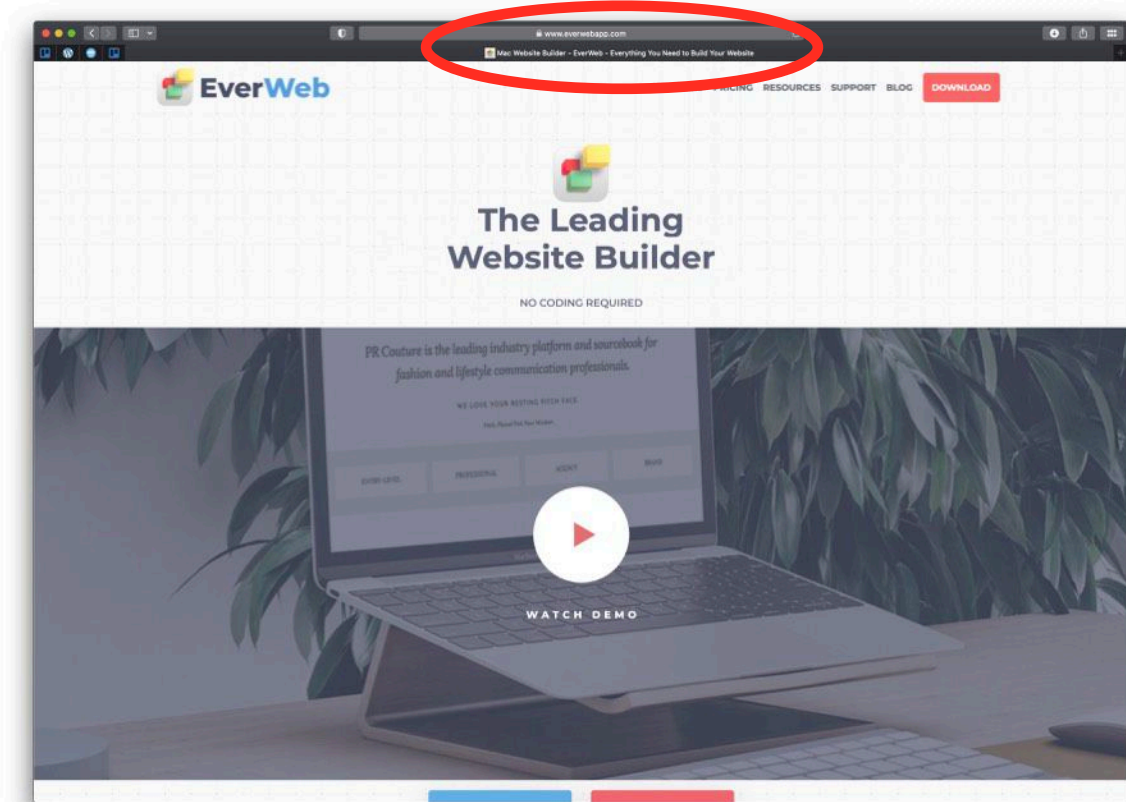


Figure 12.4: The Title Tag is displayed in the top of the web browser.

The Title Tag is the string of text that is displayed at the top of the web browser (see Figure 12.4 below).

It is also the text you see as the clickable link for a page when you perform a search (see Figure 12.5 below).

The Title Tag can play an important role in Search Engine Optimization. In many instances web pages have generic Title Tags such as 'Home', 'Products', or a company's name. This is a huge missed opportunity if Search Engine Optimization is important to you.

Using Title Tags is probably the most important search engine optimization and changing a page's Title Tag in EverWeb is simple to do:

1. First select the page you want.
2. Next go to the Page Settings tab in the Inspector Window.

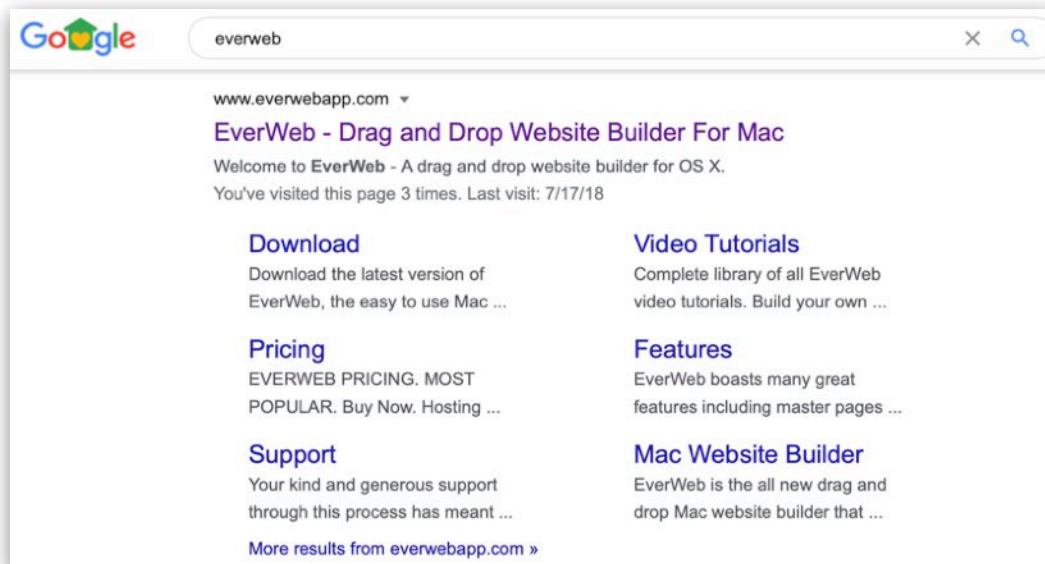


Figure 12.5: The Title Tag is also displayed in the website's clickable link.

3. In the Page Details section, is the 'Web Page Title field'. This is where you insert your page's title.

As an example of how you could display your Title Tag, you could use your primary key-term for the page, followed by the secondary key-term.

The key-terms could be separated or not, as desired.

Whilst not obligatory, it is good practice, when using Title Tags, to add your company name at the end of the title. You can separate your company name using a vertical bar symbol (|) which can be found on your keyboard, e.g.

Left Handed Golf Clubs | Pauls Golf Shop

Web Page Description

The Web Page Description does not necessarily assist in the ranking of a website, but it often appears as the block of text right beneath the clickable link in the search results.

The Web Page Description can play an important role in whether the visitor clicks on the link to be taken to the website.

Search engines are able to determine how often a link appears in the results and how often a visitor clicks, so it is important to not only appear in the search result, but to also get visitors to click on your site.

In EverWeb, you can add a description to each page using the Web Page Description field in the Search Engine Optimization section of Page Settings tab in the Inspector Window (see Figure 12.6). The important thing to remember for the description is to make it inciting enough for the visitor to want to read it and to subsequently click on the result to go to your site.

Including your primary and secondary key terms is not mandatory, however, if adding one, or both, key terms to the description makes it more inciting to the visitor, then you should include one or both of them.

A good reason for including the key-terms in the description is that when someone searches on certain words, if those words appear in the description, then they will appear in bold, which might catch the visitor's attention.

The page description can be changed on the Page Settings tab, in the Web Page Description field. It is good practice to ensure that each page has a unique description. The Web Page Description should be between 150 and 160 characters. Be as descriptive as you can, but avoid making this just a place to

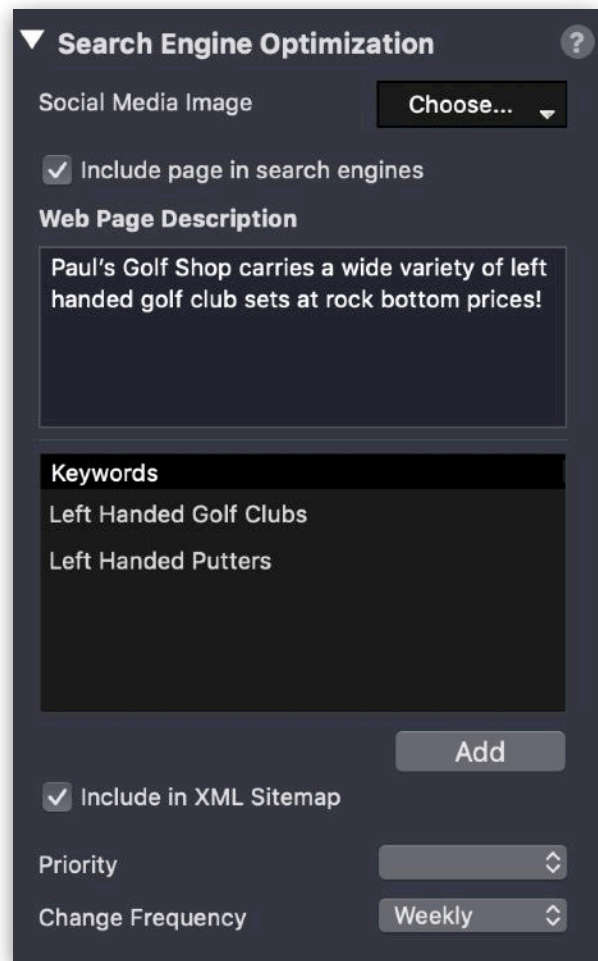


Figure 12.6: Use the Web Page Description field for a description of your page.

put keywords. Remember, the goal is to have the visitor read the short description then to click to be taken to your page.

The Importance of Web Page Content

The content of your site will have a large impact on your search engine rankings, as well as your ability to obtain incoming links. Each page on your website should contain content in the form of text. Ideally, you should have about 250 to 500 words on each page.

In your text content, make sure to include the key-terms that relate to that specific page. Do not overload the text with those key-terms too many times, but use them when it is appropriate to do so.

Important

When writing your content, keep in mind that you should always avoid having duplicate content on your site. As such, it is recommended that...

1. You do not copy and paste articles from other websites and
2. You do not take your past articles and simply re-wording them.

Remember to write content for your visitors, and not for search engines.

Spelling and Grammar

Finally, make sure you double check your spelling and grammar. This is very important because this could influence webmasters decisions to link to your site.

Anchor Text

When adding links on your page the 'anchor' text, or phrase, that you can click on that takes you to the destination page, plays a far greater role than most people imagine. For example, Google search for the term 'click here'. You will notice that the first result is for Adobe Reader.

Nowhere on the Adobe site does "click here" appear (see Figure 12.7), yet it ranks number one for the term. The reason for this, is because many other websites, including very high authority sites, such as educational institutions, link to this exact page, and the anchor that they use is 'click here'.

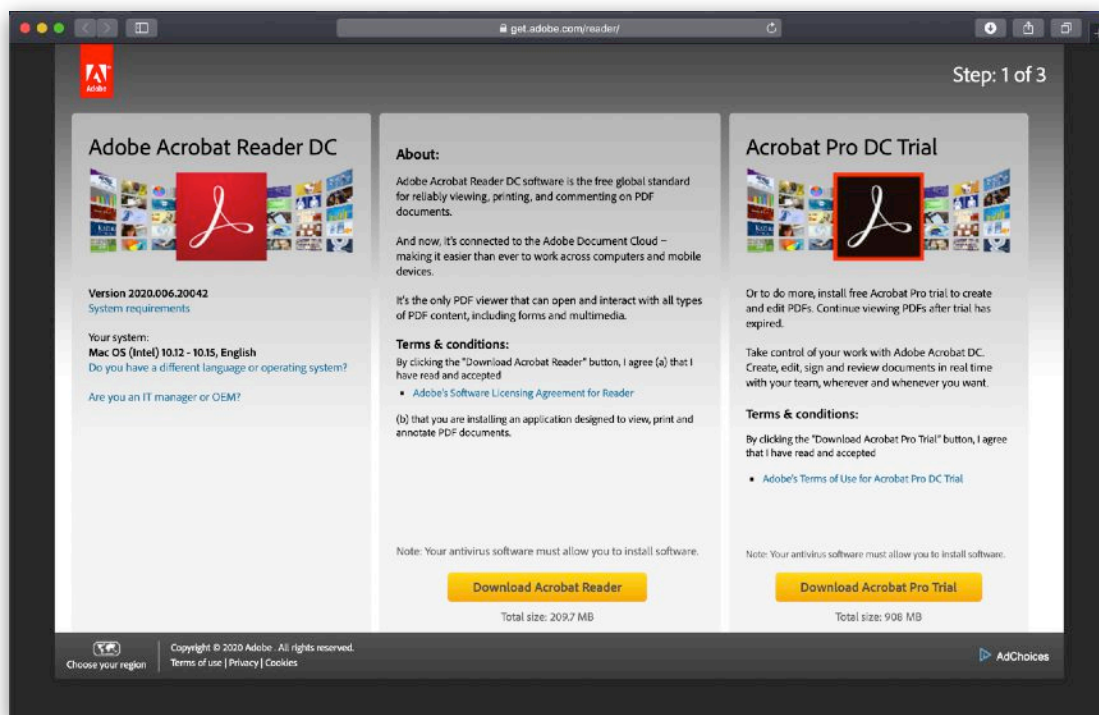


Figure 12.7: Many websites link to Adobe Acrobat Reader using the Anchor Text 'Click Here' - words that do not appear on the Adobe page itself.

As you build your website, keep this SEO tip in mind. When you link to other pages on your website, avoid using common phrases like 'click here' or anything similar to it. Instead, use some of the keywords and phrases that you have written down.

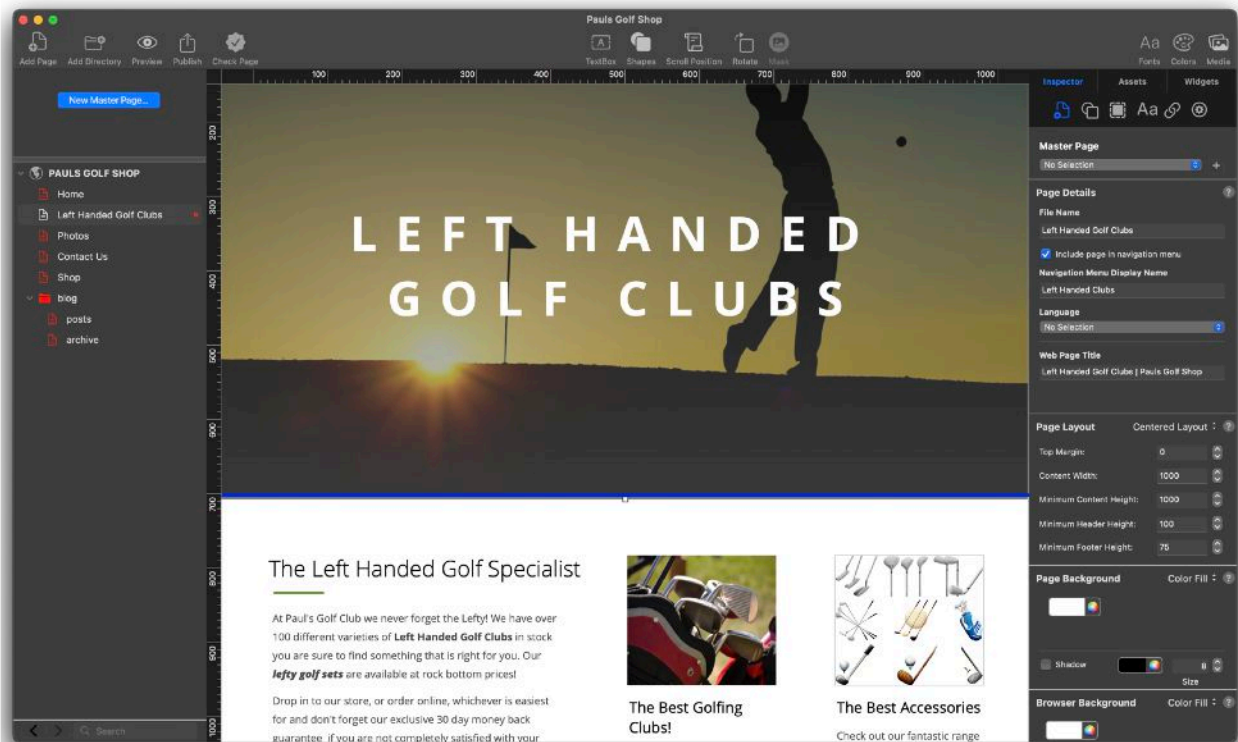


Figure 12.8: This page uses the primary and secondary keywords in the text about left handed golf clubs.

In the example shown in Figure 12.8, the text on the page mentions 'left handed golf clubs'. This is one of the two keyword phrases used on the page so is a good phrase to link to the page on left handed golf clubs. To add a link:

1. Highlight the string of text 'left handed golf clubs'.
2. Click on the Hyperlinks tab in the Inspector Window and check 'Enable as Hyperlink' to activate the settings.
3. The Link To dropdown is set as 'One of My Pages' as the page being targeted is within the website project.
4. Choose the page on the site that is targeting left handed golf clubs using the 'Page' field.
5. Format the hyperlinking colors as required in the 'Hyperlink Formatting' section.
6. The hyperlink is set up.

Optimizing Images

The images on your website can also help you gain traffic to your website. Many search engines, including Google, contain an image search. Images found in an image search can direct visitors to your website, so it is important to optimize the images in your website to take advantage of image searches.

Optimizing your images is easy. All you need to do is give your image a keyword rich file name. For example, instead of naming your image something vague and generic such as 'IMG0003', a more descriptive and keyword rich file name would be 'Left-handed-golf-clubs'. Separating each word with hyphens will help search engines to distinguish between each word.

It is recommended that images are renamed **before** you add them to your EverWeb Assets List.

If the image is already in the Assets List, you can rename it. , however, the recommended method is to remove it from the assets, list, add the image with the optimized name, and then correct the image on the site so that it has the optimized image selected. Again, this is only the recommended method. If you don't have enough time to do it this way, you can just rename the image right from within the assets list.

Meta Keywords

The meta keywords attribute was important for SEO until the early 2000's but many web masters began to take advantage of this feature. As a result search engines devalued meta keywords and barely rely on them. Google has even stated that they do not take meta keywords into consideration at all.

Nonetheless many web masters still feel the need to add them to their sites. EverWeb does not contain a meta keywords section, but it is still very easy to add to your their pages if you want to.

To add meta keywords, click inside the head code section in the Page Settings tab. In this box, type in the necessary code such as in the example below:

```
<meta name="keywords" content="left handed golf clubs,junior golf club sets">
```

In the 'content=' area, type in your keywords or key terms. Separate each key-term with a comma. You will notice that only 2 key-terms are included in the example. The first term is 'left handed golf clubs', and the second term is 'junior golf club sets'. This is in line with the original recommendation of having one primary, and one secondary, key-term to target on each page.

You can repeat this process on the other pages of your website. Double check that your code is typed out exactly like the code in the example above. The only difference will be that you will use your own key-terms in between the opening and closing quotation marks.

Alt Text for Images

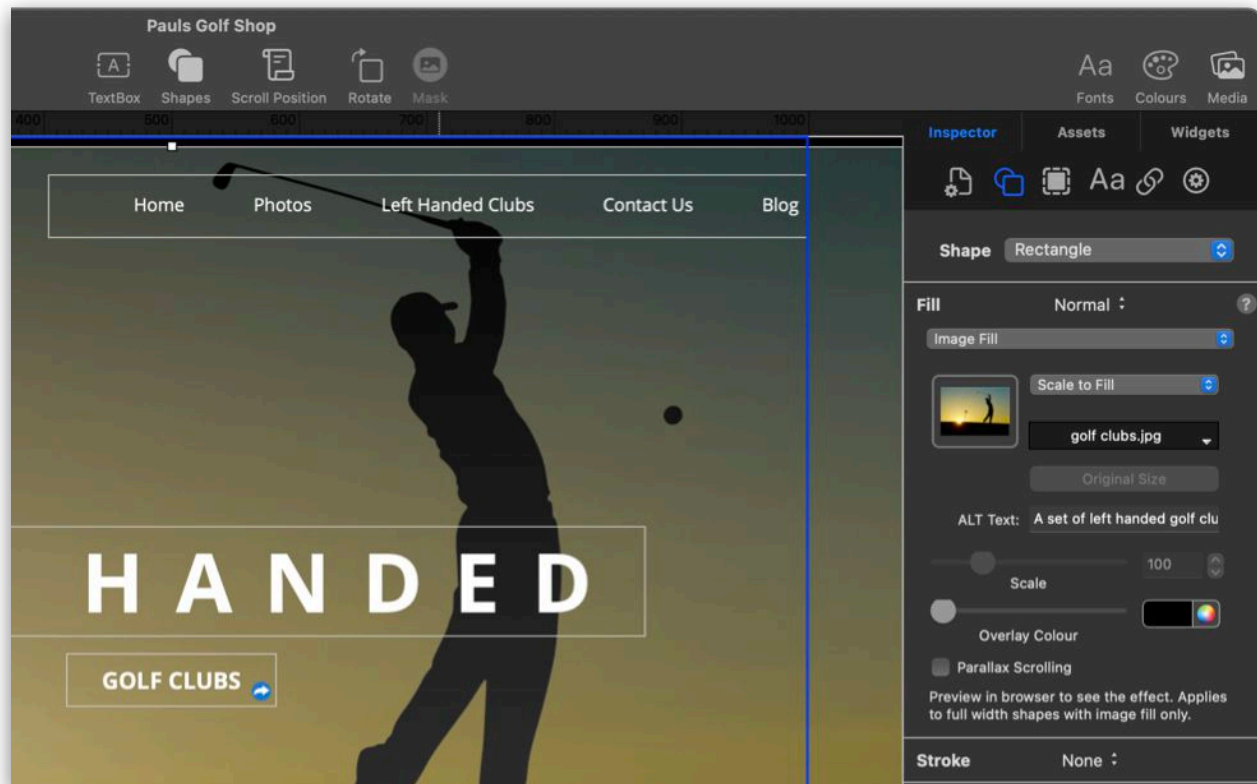


Figure 12.9: The Alt Text 'A set of left handed golf clubs' used for the golf clubs image.

Alternative text, or Alt-Text, is the text given to a particular image that provides information about that image. The main purpose of this attribute is to still provide the user with information on the image, should the image not appear, or if the web browser the user is using is a screen reader as opposed to a traditional web browser.

Alt Text can also provide search engines with information about an image, which can help with rankings in image searches.

In EverWeb, you can add Alt Text by first selecting the image you want. Next, click on the Shape Options tab in the Inspector Window, and type your Alt text into the Alt text field.

For example, for the image in Figure 12.9, the Alt Text could be 'A set of left handed golf clubs in a red and black golf bag'.

Some EverWeb widgets, such as the FlexBox widget, also allow you to enter Alt Text for images used within the widget.

When using Alt Text, you should describe the image as best as possible. Try to include the keywords or phrases that you have been using throughout your site while also keeping the text short, to the point, and relevant to the actual image.

Add Alt Text to all of the images on your site that you want.

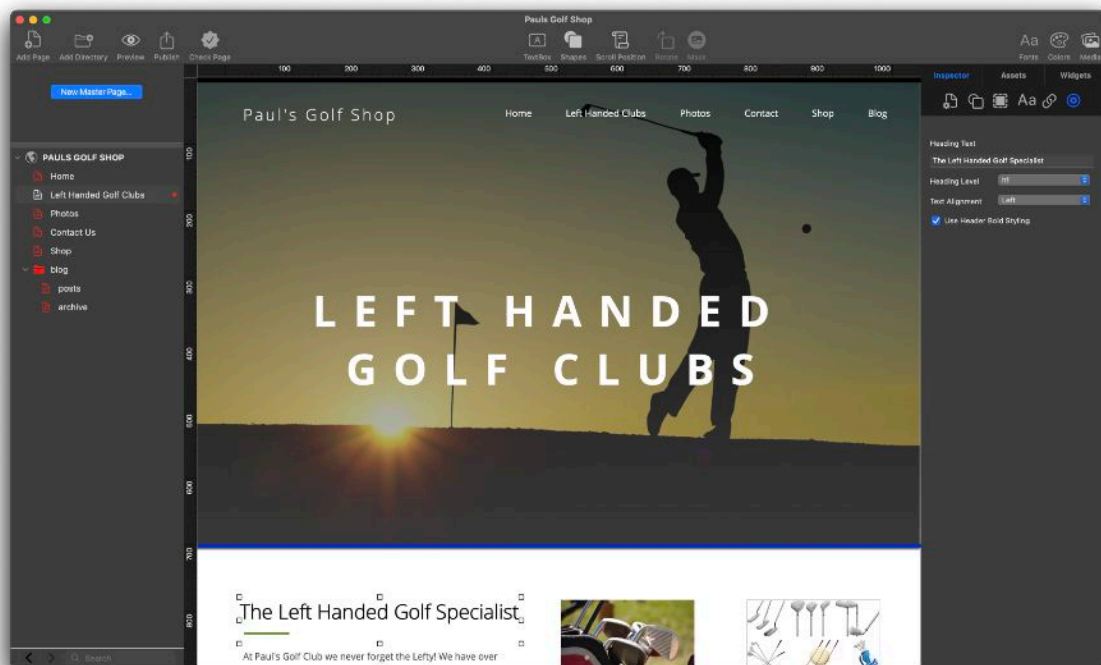


Figure 12.10: The Heading Tag used for the page article heading.

Heading Tags

Heading Tags, also known as Header or HTML Tags, can be compared to headlines that you see in a newspaper or magazine article. On the web, search engines use headings to help categorize websites for search purposes.

In the example shown in Figure 12.10, the page shows an article with a heading right above it.

Rather than making this heading a TextBox, as it is now, it would be better in Search Engine Optimization (SEO) terms, to add the heading text as a Heading Tag instead.

There are two ways to indicate to search engines the text that you want to be used as a Heading Tag in EverWeb:

- If you are using a version of EverWeb earlier than version 3.9, drag the Heading Tags widget onto the page. In the Heading Text field, type in the required heading. If possible, and appropriate, try to include your primary key-term in the heading.
- If you are using EverWeb version 3.9 or later, you can either use a Heading Tags widget, or you can simply highlight the text you want to use as a Heading Tag, then go to the Text Inspector and choose the Heading Tag you want using the HTML Tag drop down menu option.

The Heading Level allows you to indicate to search engines the importance of your header. For example, returning to the primary and secondary key-term practice, your primary key-term should be a part of an h1 header, since h1 is the highest, and your secondary key-term would be part of an h2 header.

The rule of thumb is to only place one h1 heading per page.

As for placing multiple headings, it is recommended to only do this if it makes sense to do so. You should not add multiple headings of various levels to your page just to have keywords everywhere. Search engines are smarter than this, and there are many other factors that go into results page rankings, so cramming your pages with Heading Tags will not be advantageous.

Recommended Heading Tags Usage

It is recommended to use one h1 per page which, if possible, includes your primary key-term. If it makes sense to have another heading on your page, you can use an h2, h3, or whatever tag you would like, and place your secondary key-term in it.

It is possible, and acceptable, to place secondary key-term into the h1 heading if it makes sense to do so.

The Heading Tags widget can be styled in the same way as you would for a TextBox. Click on the Fonts button, and changes to the Heading Tag's style as desired.

EverWeb Site Shield Addon

As well as being ideal for helping secure online data transmissions, EverWeb Site Shield is also great for your SEO rankings as Google gives data encrypted websites a ranking boost over non-secure websites.

To find out more about EverWeb Site Shield Addon, please see the section on [EverWeb's Site Shield Addon](#).

EverWeb SEO Power Up

EverWeb SEO PowerUp addon automatically optimizes your website for search engines and submits it Google, Yahoo, Bing and Alexa search engines. EverWeb SEO Power Up Addon has the following features;

- One click 'Check Page' feature checks your page's SEO settings and suggest how you can improve it.
- Optimizes your website for search engines
- Creates the [XML Sitemap](#) file
- Allows you to assign priority and frequency according to the sitemap protocol
- Creates the [robots.txt](#) file
- Automatically adds [Open Graph tags](#) to your website
- Submits your site to Google, Yahoo, Bing and Alexa notifying them of the updated site each time you publish something new.
- GZip Compression is enabled server side for EverWeb+Hosting Customers so that you get faster loading websites
- EverWeb SEO Power Up is available to all customers and is free for those with an EverWeb+Hosting 10GB or Higher plan.

More detailed information on EverWeb SEO Power Up can be found in the dedicated chapter '[EverWeb SEO Power Up](#)'.

13 Previewing & Publishing Your Website

Whilst building your website it's a good idea to preview your web pages to see how they will look before going live.

When your website is complete, you can then Publish it to the Internet!

[Previewing Your Website](#)

[Preview Server](#)

[Publishing Your Website](#)

[EverWeb+Hosting Accounts](#)

Previewing & Publishing Your Website

Using Preview

Whilst building your website, and before you publish your website to the Internet, it's a good idea to preview your web pages to see how they will look before going live.

It's also a good time to test out some of the features of your website such as the navigation and hyperlinks.

Preview takes advantage of the browsers installed on your computer. On a mac, Safari is installed but it is recommended that you install other browsers, such as Google Chrome, Opera, Firefox etc, in your mac's Application folder so that you can test your website in as many different browsers as possible before publishing.



To preview your website, click on the Preview button in the Toolbar. You will see a list of the browsers that have been installed on your computer.

Select the browser of your choice.

EverWeb will first process your website files, then will preview the results in your browser. If you have Preview Server set up using the EverWeb-> Settings...-> General-> Preview-> Use Preview Server option, EverWeb will preview the page without any processing delay.

You can test out most features of your website in Preview.

Please note that some widgets such as the Contact Form Advanced and FaceBook Like widgets, may not Preview correctly as they may require a publish to the Internet in order to display their features properly.

Preview Server

EverWeb uses a Preview Server so that you can preview your website on any device that is attached to your local network.

Preview Server also enables almost instantaneous previews of your site when you click on the Preview button in the Toolbar.

To use the Preview Server functionality, go to the the EverWeb-> Settings...-> General tab.

Make a note of the HTTP address in the 'Remote URL's' section.

Preview your website on your computer using the Preview button in the Toolbar.

Next, go to another device on your local network e.g. a wifi connected iPad. Open your browser and enter the Remote URL's address that you noted earlier.

You will see an Index page. Select the second item in the list which has the same name as the page you previewed on your computer. You will see the same preview on your iPad as you on your computer.

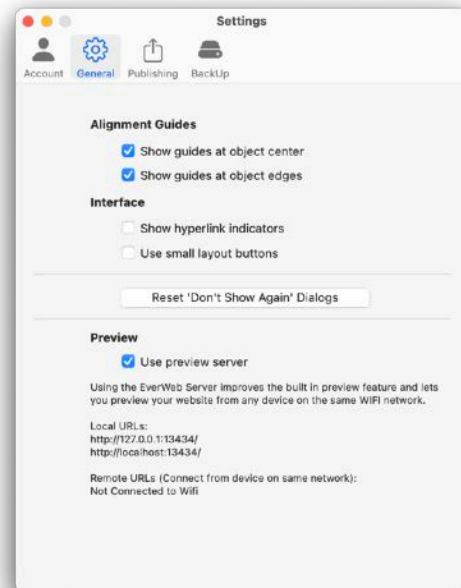


Figure 13.1: EverWeb's General Settings showing Preview Server.

Caution

Some web browsers, such as Google Chrome, do not fully support this functionality. If you use Google Chrome as your default browser it is recommended that you turn off EverWeb's Preview Server. You can do this in the EverWeb-> Settings...-> General tab (See Figure 13.1).

Publishing Your Website

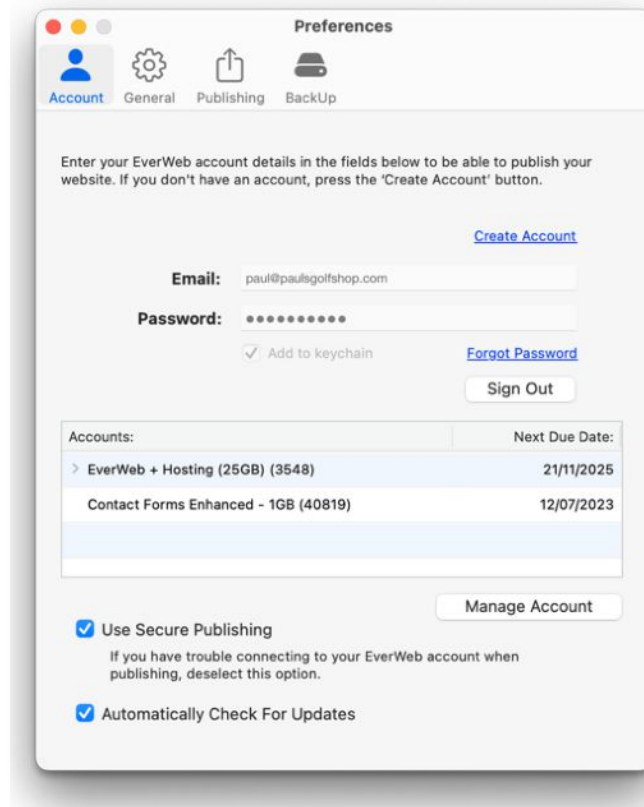


Figure 13.2: Log in to your EverWeb account in order to publish your website.

When you are ready to publish your website, click on the Publish button in the Toolbar.

If this is your first time publishing in EverWeb, you will see a popup window appear. Sign in to your EverWeb account in order to publish your website.

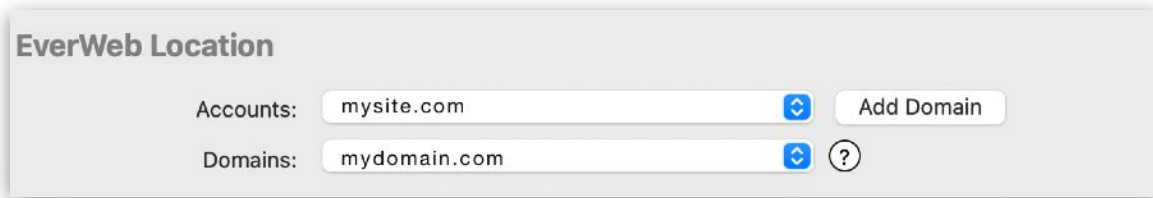
If you do not have an EverWeb account and want to create one, click on the 'Create Account' button to register an account.

If you have an EverWeb account, you can click on the Sign In button, which will bring up the Settings window.

In this window, you will be able to enter your EverWeb email login and password. When you are done, click on the Sign In button.

Once you are signed in to your EverWeb account, you will not need to enter login information again unless you Sign Out.

Once logged in, click on your website name to view the Publishing Settings. Under the Publishing heading, you can choose to publish to an EverWeb Hosting account, to a local folder or to a third party FTP server.



The 'EverWeb Location' panel contains two dropdown menus. The 'Accounts' dropdown is set to 'mysite.com' and has an 'Add Domain' button to its right. The 'Domains' dropdown is set to 'mydomain.com' and has a question mark icon to its right.

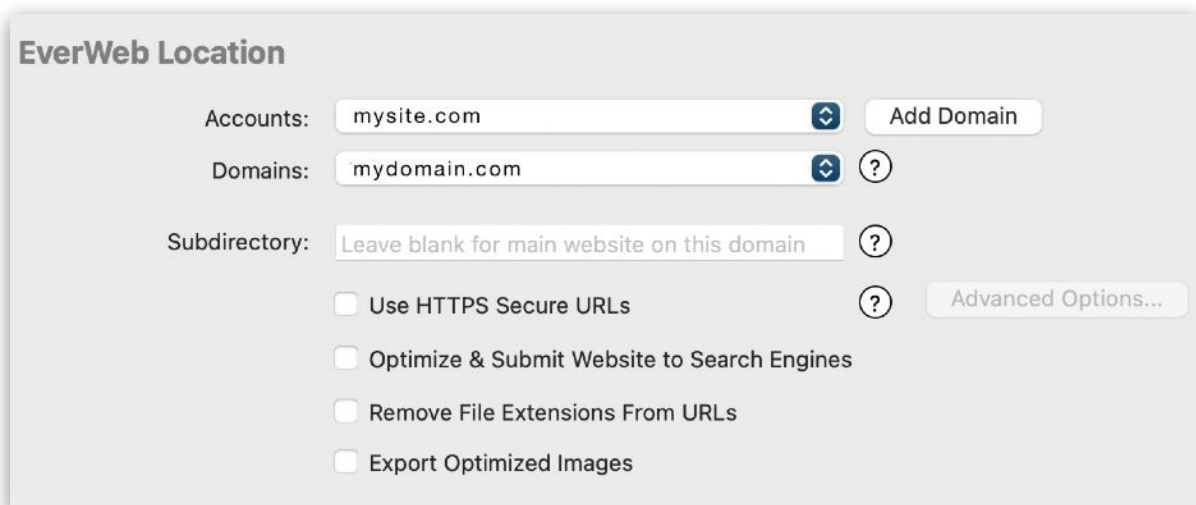
Figure 13.3: Users publishing to their EverWeb Hosting account can select from their multiple accounts, and multiple domains, as applicable.

If you are publishing to EverWeb, you will see the 'EverWeb Location' settings as shown in Figure 13.3.

Under the *Accounts* drop down menu, you can choose which EverWeb hosting account you wish to publish to. You will most likely only have one account so you can leave this as is.

If you have more than one domain on the account, you will see a *Domains* drop down, which will allow you to choose which domain to publish to. If you only have one domain, you will not see this menu.

The Subdirectory field (see Figure 13.4) allows you to publish your website to a different location on your server.



The 'EverWeb Location' panel includes the 'Accounts' and 'Domains' dropdowns from Figure 13.3. Below them is a 'Subdirectory' text field with the placeholder text 'Leave blank for main website on this domain' and a question mark icon. Underneath the Subdirectory field are four unchecked checkboxes: 'Use HTTPS Secure URLs', 'Optimize & Submit Website to Search Engines', 'Remove File Extensions From URLs', and 'Export Optimized Images'. Each checkbox has a question mark icon to its right. An 'Advanced Options...' button is located to the right of the checkboxes.

Figure 13.4: The Subdirectory field allows you to publish your website to a different directory on the server. This is useful as you can publish to a temporary location for testing purposes without overwriting an existing website.

The 'Subdirectory' location can be used for testing purposes before your website goes live.

For example, entering the word 'temporary' would publish the site to

`http://www.everwebtutorials.com/temporary`

rather than at

`http://www.everwebtutorials.com.`

The current website published at `http://www.everwebtutorials.com` would not be overwritten.

If you want to publish your site without the Subdirectory, leave the Subdirectory field blank.

When you are ready, click on the Publish button in the Toolbar, and EverWeb will publish your website.

Use HTTPS Secure URL's

Check this box if you are using [EverWeb's Site Shield Addon](#). For more information please click on the link to find out more about securing your website.

Optimize and Submit Website to Search Engines

If you have purchased EverWeb [SEO PowerUp Add-On](#), check this box so that when published, search engines will be notified. For more information, about improving your SEO with EverWeb, please click on the link above.

Remove File Extensions

You can publish your website without using file extensions by checking this box. Unless you have a specific reason to do this, we recommend leaving this box unchecked.

Export Optimized Images

You can export your images when publishing to WebP format, by checking the 'Export Optimized Images' box. The WebP format improves the speed at which your images load in the browser without sacrificing image quality due to the use of a superior compression format.

Head and Footer Code

You will notice that there is a field for Head and Footer code. This is an advanced feature that lets you add custom code that gets place within the Head section of your website or right at the bottom of your website.

This is useful for adding Google Analytics, Statcounter.com or custom Javascript code.

Adding Google Analytics

The Footer field can be used to add your Google Analytics code. Just copy and paste your Google Analytics code to this field.

EverWeb + Hosting Accounts

If you do not have an EverWeb account you can [create one here](#).

EverWeb+Hosting account pricing starts at \$99.95 USD/year and provides web space and personal email addresses. It also provides free updates and support while your account is active.

When you create an account you will be asked to make a password. This password, with your email address, is all you need to publish your website.

Once your account is created enter your Email address in the 'Email' field and your password in the 'Password' field and click 'Sign In'.

Under the 'EverWeb Location' heading you will see your website address (also known as your domain name) in the 'Accounts' drop down menu. It should be automatically selected for you.

If you want to secure your website using end to end data encryption and receive a rankings boost from Google and other search engine providers, tick the 'Use HTTPS Secure URL's' box. For more information about this, please refer to the '[EverWebSite Shield Addon](#)' section of this manual.

The 'Subdirectory' field should only be used if you have multiple websites under one account. It lets you have a unique website address for each website and will prevent any websites from being overwritten.

Tip: If you want to have multiple websites you don't have to worry about your website being overwritten. Just enter a unique subdirectory for your second website. EverWeb will warn you if you are overwriting an existing website previously published through EverWeb.

Setting Up Personalized Email Addresses

EverWeb makes it very easy to create and manage personalized email addresses. These emails addresses will use your domain name in them.

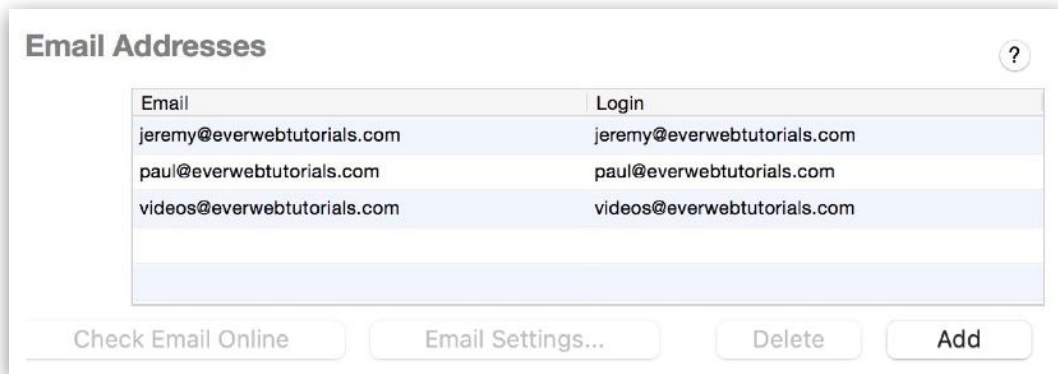


Figure 13.5: Setup personal email addresses in EverWeb.

To setup an email address to be associated with your domain name:

1. Scroll down the Publishing Settings Screen to the Email Addresses section.
2. In the Email Addresses section (see Figure 13.5), click on the Add button.
3. In the popup window, type in your desired email name and select the domain you want to associate it with from the drop down menu. If you only have one domain, you will not need to select the domain.
4. Type in your desired password and then retype it to confirm. When you are done, click on the Create button.
5. You should now see your email address in the list.

Using Email Addresses in Apple Mail or Other Email Apps

If you want to configure your email address in Apple's Mail application or in another email app, use the links that are provided below the email addresses to guide you through the process.

404 Not Found Page

A '404 Not Found Page' lets you assign a page in your website to display if a visitor tries to access a page that doesn't exist.

This usually happens if:

- There is an an outdated link on your website.
- If the user mistypes the web page name in the browser's search box when looking for a page on your site.
- If you have updated your site and removed an existing page.

Adding a page to your website to capture such instances makes your website more professional. It also help keep your visitors in your website.

Create a '404 Error Page' in your website to redirect the user to another page in your website.

Remember to also create a page for your mobile website as well as your desktop website.

Block AI Bots

EverWeb automatically defends your site against AI Bots. The Block AI Bots option is checked by default.

For advanced EverWeb users, you can also enter your own custom code in to the robots.txt and .htaccess files using the Advanced Options button.

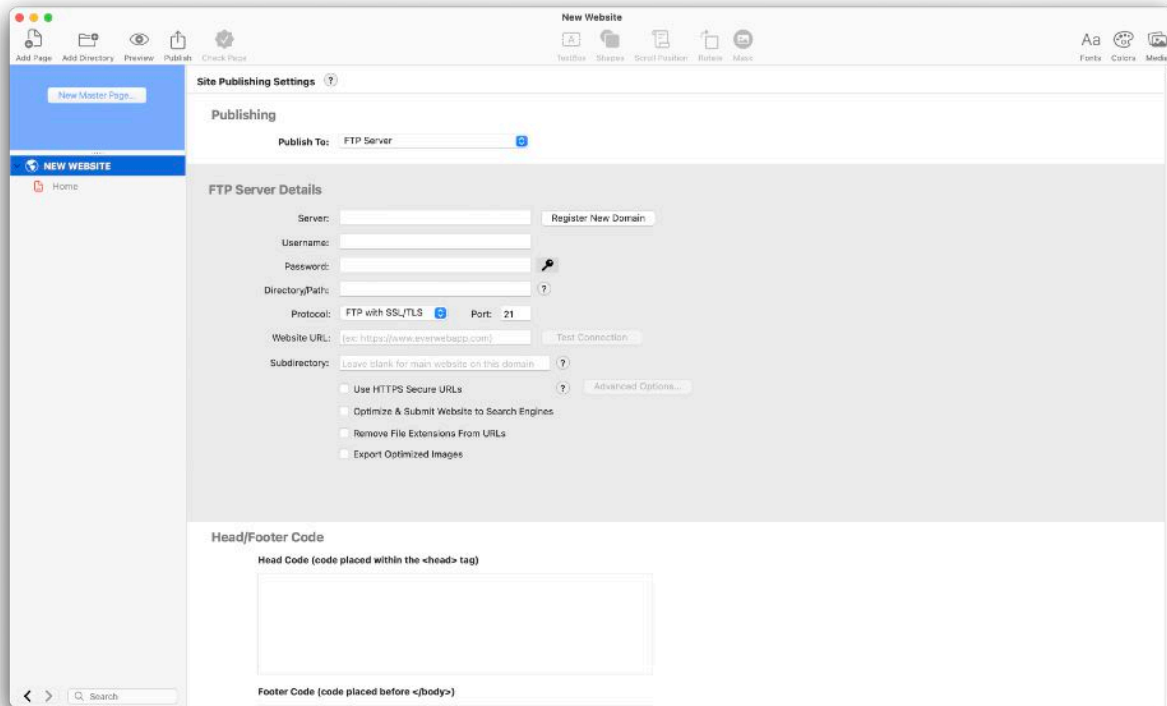


Figure 13.6: FTP Settings in Site Publishing Settings

FTP Publishing

EverWeb lets you publish your website to any web hosting provider by the FTP Server Publishing option. EverWeb supports:

- FTP
- FTP with SSL/TLS Protocol
- FTP with SSH Protocol.

To publish to your FTP Server,

1. First access the Site Publishing Settings of your website Project using the File-> Edit Publishing Settings, or by clicking on the name of your website Project in the Web Page List.
2. The Editor Window will now display your Site Publishing Settings (Figure 13.6).

3. Set the 'Publish To' location to 'FTP Server'.
4. Complete the FTP Server Details section. If you are unsure of your FTP publishing settings, please contact your web hosting provider who should provide these details.

Username and Password Fields

Remember to pay special attention to the username and password field in the FTP Server Details section. Your Hosting Provider may have set up a user account username/password for you and also a separate FTP login username/password.

Your Hosting user account lets you login to your Hosting Provider's website to access billing and account details.

In contrast, your FTP login details are used in EverWeb's Site Publishing Settings. So remember to check that you are using the right login as using the wrong login can result in authentication errors when trying to publish.

The other field to pay attention to is the Directory/Path field. This is the directory path to the location where your web page files are stored. The Directory/Path location can differ between web hosting providers.

If you are not sure of what to enter in this field, check with your Hosting Provider. An incorrect file path can cause your website to be published to the wrong location and not accessible via your web browser.

Once you have entered in your FTP Server Details, you can use the 'Test Connection' button to check if the connection to your Hosting Provider's server is working correctly.

Publishing Settings

To improve the speed of publishing your website, you can take advantage of multiple connections from your computer to your Hosting Server.

Use the 'Maximum Connections' drop down in the Publishing tab of the EverWeb-> Settings... menu to change the number of connections you want to use when publishing (see Figure 13.7).

The more connections that are in use, the faster the publishing of your website. However, with more connection in use, publishing may become less reliable.

The fewer connections will result in slower but more reliable publishing.

Some hosting providers limit the number of connections that can be used, usually to around 5 connections.

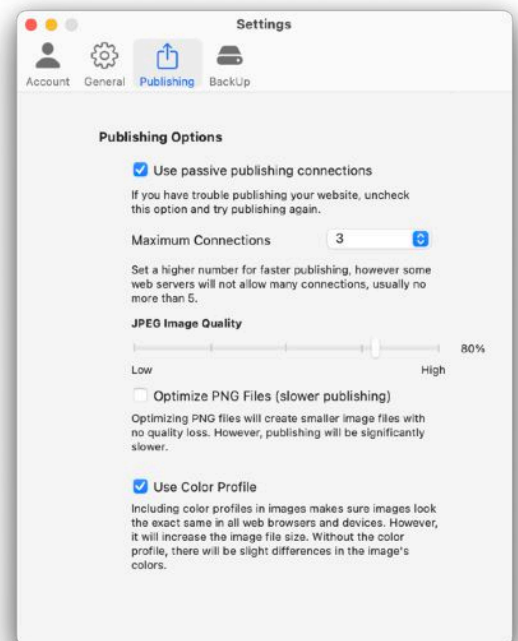


Figure 13.7: EverWeb's Publishing Settings... options, showing the 'Maximum Connections' dropdown.

14 Responsive Websites

This chapter introduces you to Responsive Web Design, how it works in EverWeb and how to create your first responsive website.

EverWeb's Responsive Web Design features are only available in EverWeb version 2.8 or higher.

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[Responsive or Traditional Design?](#)

[EverWeb's Responsive Web Design Features](#)

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[Testing Your Responsive Page](#)

[Responsive Blogging](#)

Responsive Websites in EverWeb

Introduction

This chapter introduces you to Responsive Website Design (RWD) in EverWeb and shows you how to create your first responsive website.

If you are new to creating responsive websites in EverWeb you will need to learn about responsive design concepts and how they work within EverWeb.

Before starting your first responsive website, it is advantageous to have an understanding of EverWeb itself. The previous chapters describe EverWeb's features and functions in detail and how to build a 'traditional' website. Most of these features and functions can also be applied to a responsive website design. It is recommended that you review the previous chapters before starting your first responsive website if you are not familiar with EverWeb.

What is Responsive Website Design?

Responsive Web Design is an approach whereby web pages automatically scale to suit the device on which they being viewed upon using one only page design.

This approach differs from 'Traditional' website design which is where you develop separate desktop and mobile web pages, then link them together with a built in redirect. Your visitor will be 'directed' to the appropriate page, desktop or mobile, depending on which device the website is being viewed upon.

Content First

In Responsive Web Design your page content is of primary importance. Content can be text, or an image, shape or media such as audio and video and so on.

Content automatically rescales to suit the device it is being viewed on from wide desktop computers down to mobile phones and everything in between. As such, your content will need to be consistent across devices and EverWeb

makes this easy and flexible to do. However, it is always important to test your design across different types of device to make sure it always displays correctly.

Responsive or Traditional Design?

Responsive Website Design was created to make development of fully scaleable websites quick and easy. However, there may be times when a responsive website may not be the best approach.

If you are unfamiliar with responsive design it is recommended that you build a test website first. Investing some time and effort in experimenting with responsive design will help you learn about how it works in EverWeb.

If you want to redevelop an existing 'traditional' style website in to a responsive website design, this will probably require some design compromise in the process. Do not expect your responsive design to look and/or function in exactly the same way as your traditional website design. Responsive website design is more structured than traditional website design which is more free form in approach.

The following lists some of the advantages, and disadvantages, of responsive website design compared to traditional website design:

Advantages of Responsive Web Design

- Your website design is automatically scaleable on any device.
- Google likes responsive websites and ranks Responsive websites higher in Search Engine Results Page rankings pages.
- Responsive design promotes website design unity across devices
- Requires only one website that caters for all devices
- May reduce development and maintenance time, cost and effort

Disadvantages of Responsive Web Design

- Responsive website design is conceptually difficult and difficult to learn.
- Constrained design approach. Typically, responsive website design is not a good for creating free form websites.
- May increase development and maintenance time, cost and effort
- Page loading times can be slower than for 'Traditional' websites.

EverWeb's Responsive Web Design Features

Before you start building your first responsive website, it is important to get to know EverWeb's Responsive design features. This will save you time, effort and potential frustration and will make your website planning, design and building tasks easier.

1. EverWeb

To build responsive websites in EverWeb you will need version 2.8 or higher installed on your computer. We recommend using the latest version of EverWeb to get the best out of responsive design.

2. Responsive Themes & Pages

When adding a responsive page to your EverWeb project, you can choose to see only Responsive Theme Templates by selecting 'Responsive' from the dropdown menu in the top right hand corner of the Theme Template Chooser.

Next, click on the Responsive Theme that you want to use from the left column and then the page style you want from the right side of the Theme Template Chooser.

To create your own design from scratch, use a blank responsive page. In the Theme Template Chooser you can select the 'Home' page of the Blank Responsive Theme Template or use the 'Responsive' page style in the Blank Theme Template.

3. Responsive Page Layout

Responsive web pages in EverWeb use a 'Responsive' page layout as indicated in the Page Layout section of the Page Settings tab of the Inspector Window.

When using the Responsive page layout, objects on the page scale appropriately on any device on which they are displayed.

When using a Responsive Page Layout, only the following options are available in the Page Layout section of the Page Settings tab:

- Top Margin
- Minimum Content Height
- Minimum Footer Height

4. Responsive Widgets

EverWeb includes a number of widgets specifically designed to take advantage of responsive page design:

- Responsive Row Widget
- Responsive Image Gallery Widget
- Text Section Widget
- FlexBox Widget

5. The Responsive Row Widget

The Responsive Row widget is one of the cornerstones of responsive design in EverWeb. The widget acts as a ‘container’ that you can drag and drop TextBoxes, shapes, images and other widgets into. The [Responsive Row Widget](#) is discussed in more detail in the next section.

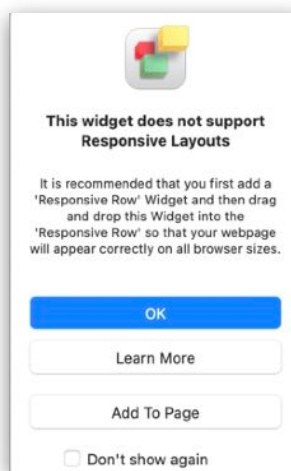


Figure 14.1: EverWeb' will warn you if you try to add a non-Full Width widget to a Responsive page layout and advise you how to proceed.

6. Responsive Ready Widgets

Most of EverWeb widgets are Full Width capable such as the Navigation Menu and Image Slider widgets.

Other widgets, such as the PayPal and Facebook Like widgets are not full width capable so need to be placed inside a Responsive Row widget to function properly. If you try to add a widget that is not Full Width capable to a Responsive page you will see a warning message (Figure 14.1).

The following widgets need to be placed in to a Responsive Row Widget to work properly:

- RSS Feed Widget
- Image Gallery Widget (Use the Responsive Image Gallery Widget Instead)
- Facebook Like Widget
- Facebook Page Timeline Widget
- Live Photo Widget
- PayPal Widget
- Pinterest Widget
- X (formerly Twitter) Follow Me Widget

7. The Navigation Menu Widget

EverWeb's Navigation Menu Widget includes a Responsive Options section so that the navigation can automatically adjust to the screen width.

8. Pick Layer

To select a full width object on a page, e.g. a Responsive Row widget, you only need to click on the full width object itself.

When using a Responsive page layout, you will not see any grab handles on the left and right vertical sides of full width objects, as full width objects always scale to fill the available page width.

Some full width widgets have grab handles in the center of their top and bottom edges so that you can adjust their height. When used at full width, objects such as the Navigation Menu widget, Responsive Row widget, TextBoxes, shapes and images can be height adjusted.

Some full width widgets cannot be height adjusted due to the functionality of the widget itself e.g. the FlexBox widget, and the Responsive Image Gallery widget. In this case, no grab handles appear even when the full width object is selected. Note that you can add top and bottom margins in some widgets, such as the FlexBox widget, using the widget's Widget Settings.

In such instances where you need to specifically select a full width object, use Pick Layer. This feature ensures that you have the right object selected. To use Pick Layer:

1. Secondary click on the object you want to select
2. Mouse down to the 'Pick Layer' option in the popup menu.
3. A sub menu will be displayed showing the 'layers' that can be selected. Click on the layer that you want to select e.g. Responsive Row'.

9. Embed In & Remove From Responsive Row

Pick Layer lets you specifically select an object. The 'Embed In' option lets you place a selected object within a Responsive Row widget. For example, if you add a responsive row widget to your page, you may want to add a TextBox inside it. If however, the responsive row widget is not selected when you add a TextBox from the Toolbar to the page, the TextBox will be placed below the Responsive Row widget and not inside it. The TextBox will also, in this instance, be a full width rather than a non-full width object that it would have been if it was correctly placed inside the Responsive Row widget.

To move the TextBox into the Responsive Row widget:

1. Select the Full Width TextBox
2. Secondary click on the TextBox. A menu of options will appear

3. Click on the 'Embed In' option. A list of the Responsive Row widgets that are used on the page appears.
4. Select the Responsive Row that you want to place the TextBox in.
5. The TextBox is placed within the Responsive Row widget as a full width object.
6. To make the TextBox a non-full width object, go to the Metrics Inspector and deselect the 'Full Width' checkbox. You will now be able to adjust all of the TextBox's dimensions.

EverWeb also includes a 'Remove From Responsive Row' option so that you can easily take objects out of the Responsive Row if you need to.

10. Show On Device

The Metrics Inspector includes a 'Responsive' section (See Figure 14.2). You can use the 'Show on...' Device checkboxes to control on which devices an object will be displayed upon. The four device types are mobile, tablet, desktop and wide desktop.

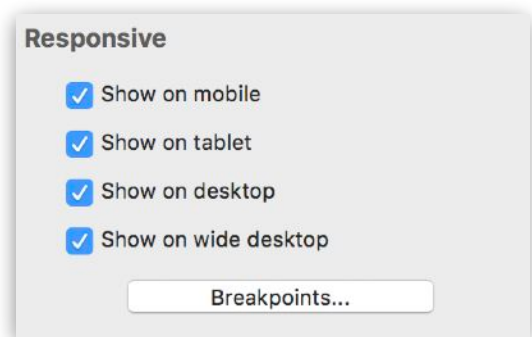


Figure 14.2: The Responsive section of the Metrics Inspector.

When an object is hidden you can reveal it by either secondary clicking on the page, selecting Hidden Objects then choosing the object you want to show, or by using the Window-> Show Hidden Objects menu option.

The Show on Device option can be used for objects on either Responsive or Fixed Width page layouts.

Note: Full Width Section objects on a responsive page cannot be hidden per device. However, objects within a Responsive Row can be hidden, allowing you to add objects that only appear on your page on specific devices.

11. Breakpoints

Use breakpoints to set the point at which a responsive page will respond to a change in device. Using breakpoints ensures that a responsive page will always format and display objects correctly on each device type.

Click on the 'Breakpoints' button in the Inspector or go to the Insert menu -> 'Breakpoints...' to set the page width for mobile, tablet and desktop devices (See Figure 14.3). To reset the values back to their original setting click on the 'Set Default' button. In the

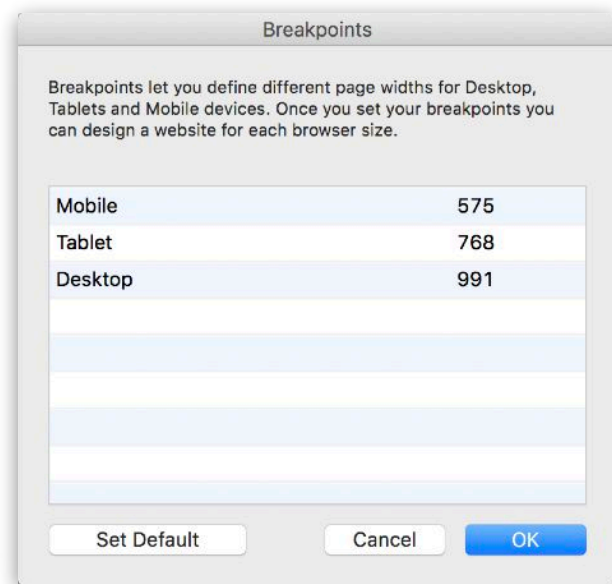


Figure 14.3: Use Breakpoints to manually define page widths for mobile, tablet and desktop devices.

Breakpoints dialog box.

The Breakpoints dialog lets you set the maximum width for each device. Anything larger than Desktop will be considered 'Wide Desktop'.

Breakpoints are displayed as dashed vertical lines in the Editor Window. To toggle this display on and off, use the Window-> Hide/Show Breakpoints menu option.

12. Margins & Maximum Content Width

When using a Full Width object in your page design, you may find that its content goes right to the edges of the page. Use the Margins option in the Metrics Inspector to add left and right margins so that the content is better placed on the page.

You can also limit the maximum width of a full width object on the page. This is useful as it can help the object's content appear not to be too spread out on large desktop screens. You can find Maximum (Content) Width fields either in the Widget Settings of a widget, or in the Metrics Inspector. The default value is set to zero which equates to filling the complete width of the page.

You may also want to add more space at the top and bottom of the full width object. This can be achieved in a number of different ways e.g. using the top

and bottom Padding options in the Responsive Row widget, the top and bottom margin options in the FlexBox widget, full width shapes above or below the current full width object, using margins options in the Text Inspector etc. Choose the option that is most appropriate to your page design.

Creating a Responsive Website

Introduction

This section of the chapter takes you through creating a responsive page and a responsive blog page.

Creating a Responsive Page

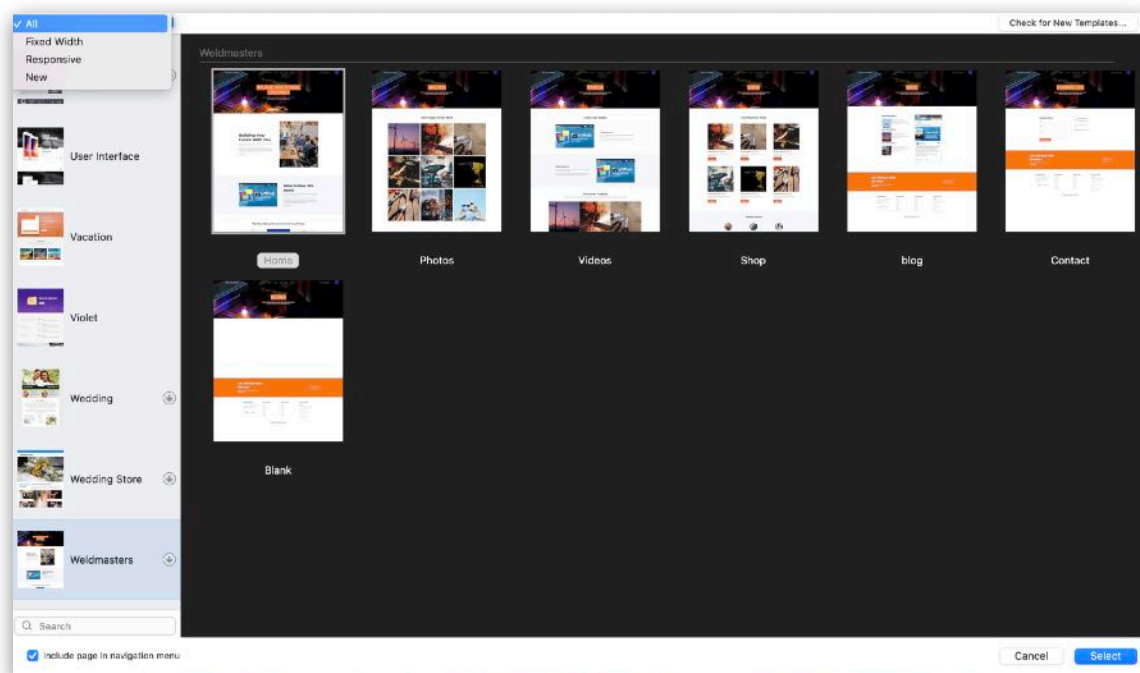


Figure 14.4: The Theme Template Chooser displaying the Filter menu in the top left corner of the screen.

The following instructions can be used to create a Responsive page or a Responsive Master Page. The general process is the same.

1. If you are creating a new project, click on the 'Create a new website' button on the Projects Window. The Theme Template Chooser will appear (See Figure 14.4). To quickly find Responsive Theme Templates, click on the filter drop down menu in the top left hand corner of the Theme Template Chooser. Select Responsive from the drop down. The list of Theme Templates in the left hand column will now display only Responsive Theme Templates.

2. Select the Responsive Theme Template you want to use in the left hand column then select the page style you want from the right hand side.
3. To create a blank responsive page select the 'Blank Responsive' Theme Template in the left hand column, then select the 'Home' page style from the right hand side. Click the Select button to finish,
4. To add a responsive page to an existing project, use the 'Add Page' button in the Toolbar. To quickly find Responsive Theme Templates, click on the filter drop down menu in the top left of the Theme Template Chooser and select 'Responsive'. The list in the left column will now display only EverWeb's Responsive Theme Templates. Select the Responsive Theme Template you want to use and then the page style from the right hand side. To create a blank responsive page select the 'Blank Responsive' Theme Template in the left column and then the 'Home' page style from the right.. Click 'Select' to finish,
5. You have now created a responsive page in your website project.
6. Rename the page by double clicking on the page name in the Web Page List and name it as required. Press Enter to finish.

Creating a Responsive Master Page

1. Creating a responsive Master Page is the same as creating a regular responsive page, except that you use the 'New Master Page' button in the Master Page area of the Web Page List to create the Master Page.
2. If you want to use a Responsive Theme Template for your Master Page, click on the filter drop down menu in the top left of the Theme Template Chooser (See Figure 13.2). Select 'Responsive'.
3. The list in the left hand column will now display only Responsive Theme Templates. From the Theme Template Chooser select the Responsive Theme Template you want to use, then select the page style from the right hand side.
4. To create a blank responsive Master Page select the 'Blank Responsive' Theme Template in the left column then the 'Home' page style from the right hand side. Click 'Select' to finish.

5. When you create a responsive Master Page, the 'Page Layout' in the Page Settings tab of the Inspector Window will be 'Responsive'. The 'Content Width' and 'Minimum Header Height' fields will not be available as they are not used in responsive design.
6. If you have content in the body or footer area of the Master Page that extends past the Minimum Content and Footer Height values set in the Page Settings tab of the Inspector Window, the section will automatically expand to accommodate the objects within the section.

Changing The Page Layout

EverWeb uses three page layout styles: Left Aligned, Centered and Responsive. You can change the Page Layout of your page to a different layout type if you want. However, when doing so, the design of the page may be radically altered. Therefore, you will not be able to undo this action. EverWeb will warn you if you decide to change the Page Layout style (see Figure 14.5).

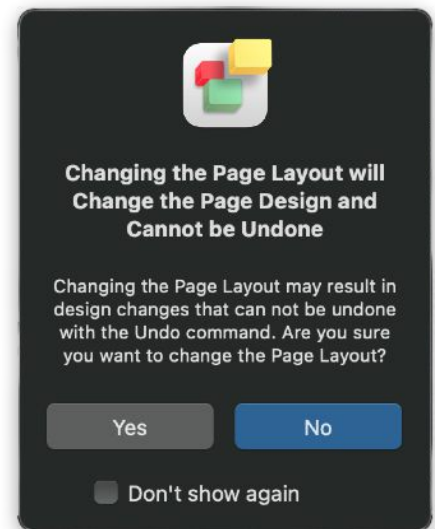


Figure 14.5: If you change the Page Layout from one type to another, EverWeb will warn you first as making a change to the page layout cannot be undone afterwards.

Responsive Page Structure

Responsive website design uses 'containers', known as '**Sections**', that keep objects in a formal structure. Sections have the following features:

- Sections are always horizontal across the page.
- Sections always take up the full width of the page no matter on what type of device the page is being displayed upon.
- An object can be a section in its own right if it is Full Width capable e.g. the Navigation Menu widget, a TextBox or a shape can all be full width objects.
- Objects that are not full width capable need to be placed in the Responsive Row widget which is a special section that can also contain full width objects if required.
- Objects within a section always remain inside the section no matter on what device they are displayed upon.

Responsive Pages on Different Devices

When designing your website you may not necessarily want all objects on the page to be displayed on all devices. Alternatively, you may want to replace one object with a different object depending on the device which the page is being viewed upon.

To enable this, use the 'Show on Device' options in the Responsive section of the Metrics Inspector.

Breakpoints

EverWeb also lets you customize the point at which a device is regarded as one type or another. Breakpoints set the page width at which a device display will change from one type to another. Click on the 'Breakpoints' button in the Responsive section of the Metrics Inspector to set the breakpoints for mobile, tablet and desktop devices. Use the 'Set Default' button in the Breakpoints dialog box to reset the values back to their initial defaults.

The Editor Window displays breakpoints as dashed vertical lines. You can toggle the view of the breakpoints on and off using the Window-> Hide/Show Breakpoints menu option.

Hidden Objects

To locate a hidden object, secondary click on the responsive page. In the menu, scroll to the 'Hidden Objects' section and choose the object that you want to work with. The object will be displayed showing the objects contents. The selected box will be displayed with a grey background and a 'X' cross through it. The object will disappear when you click elsewhere on the canvas unless you have Window-> Show Hidden Objects set. In this instance, the contents of the selected hidden object will disappear leaving the grey box with the 'X' cross through it left in tact.

Use the Window-> Show Hidden Objects menu option to display the location of all hidden objects on the page.

Sections Create the Structure of Responsive Pages

In the example in Figure 14.6, the web page on the left has been broken down in to its component parts as shown on the right. The objects within each horizontal section are represented in diagram on the right.

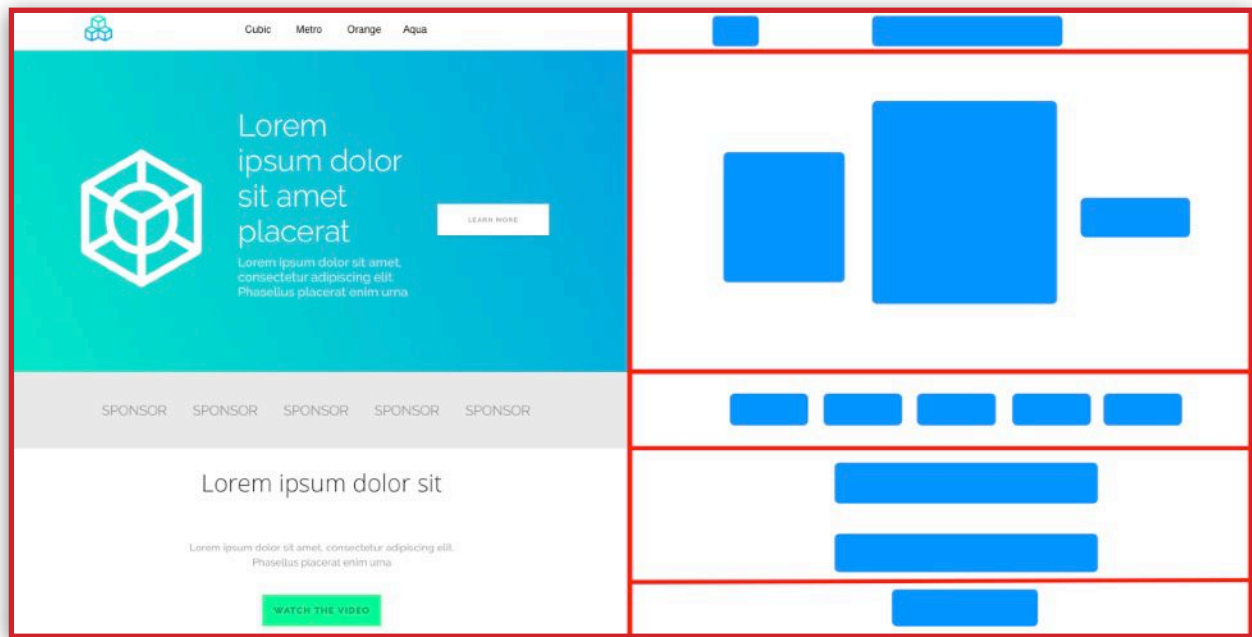


Figure 14.6: The Responsive page on the left can be divided in to sections as shown by the red lines. The diagram on the right shows the page components as objects residing within each section.

Some objects can be a section in their own right e.g. the TextBox shown in the fourth section down from the top in Figure 14.6 above.

Objects can also be placed within a section e.g. in the second section down from the top of Figure 14.6, the large logo on the left, text in the middle and button on the right have been placed within a Responsive Row widget.

As a page can be viewed on different devices such as a mobile phone or desktop, sections automatically scale to display properly on each device. Objects inside the section also adjust their relative positions within the section in order to display correctly.

For example, the objects within the green/blue rectangle section of Figure 14.6 are displayed as if being viewed on a desktop device.

On a mobile device the objects may look like how they appear on the left in Figure 14.7. On the right is the diagrammatic representation of the objects in the section. The section and the three objects it contains are the same as they

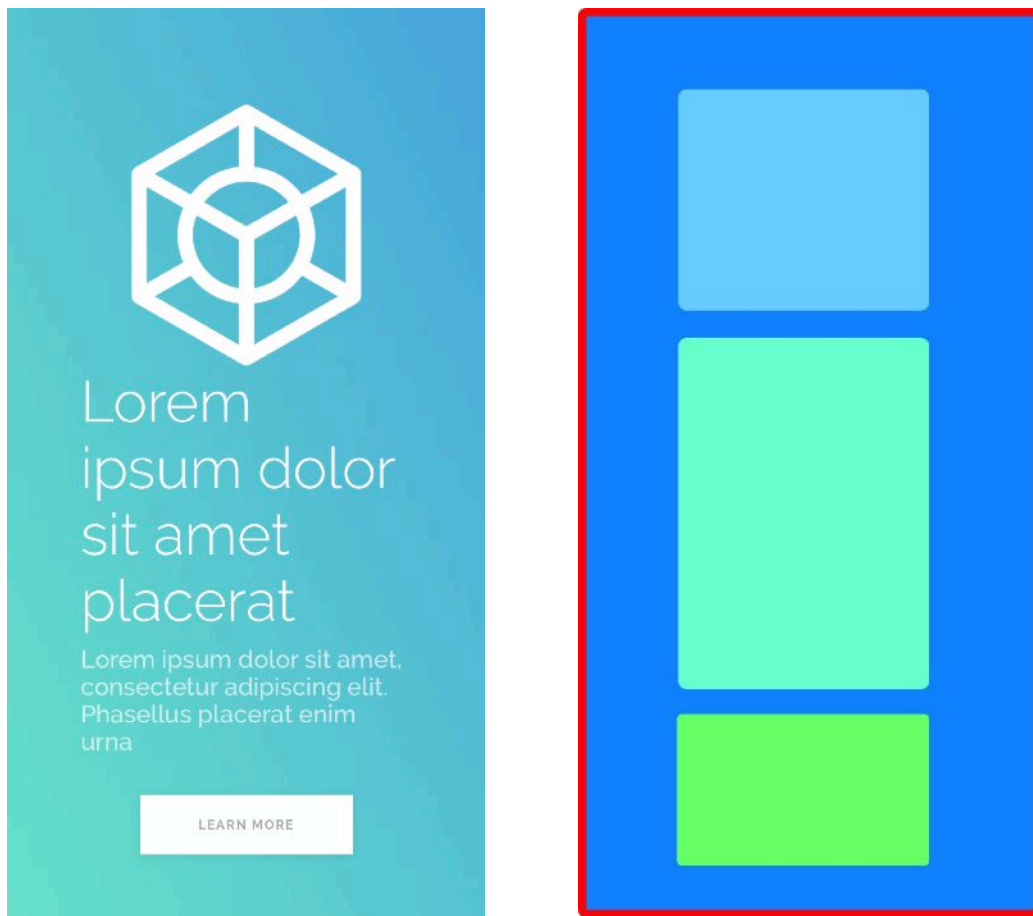


Figure 14.7: The Responsive page on a mobile device automatically scales to display correctly on the device as can be seen on the page on the left and its diagrammatic representation on the right.

were on the desktop, but their height and widths have scaled automatically to fit the mobile device the page is being displayed upon.

Adding Objects to a Responsive Page

When you drag and drop an object on to a responsive page layout, if the object is Full Width 'capable' it will be added as a Full Width object and will become a sectioning its own right

Full Width objects may also be placed in the Responsive Row widget as required e.g. if you want to add top and bottom padding to the Full Width object.

Objects that are not Full Width capable, such as the PayPal widget, should always be placed in a Responsive Row Widget so that they work properly.

Adding New Sections To The Page

You can add a new section object to the page just by dragging and dropping it to the location where you want it placed.

Moving Sections On The Page

You can easily reorder sections on your page. Just drag and drop the section you want to move to its new location. Alternatively, use the Up and Down Arrows in the top left hand corner

Deleting A Section From The Page

To remove a section from the page select the section (you may need to use Pick Layer to make sure you have selected the right section) then press the backspace key on your keyboard. Alternatively, use the Trashcan icon in the top left hand corner of the Responsive Row section object. When you delete a section all of the objects inside the section will also be deleted.

Setting Section Margins

Section objects can have their left and right margins set. This can be useful as otherwise a section object may be too close to the page margins. To set a section margin:

1. Select the section object that you want to apply a left and/or right margins to.
2. Go to the Metrics Inspector (see Figure 14.8).
3. Set the left and right margins as required.

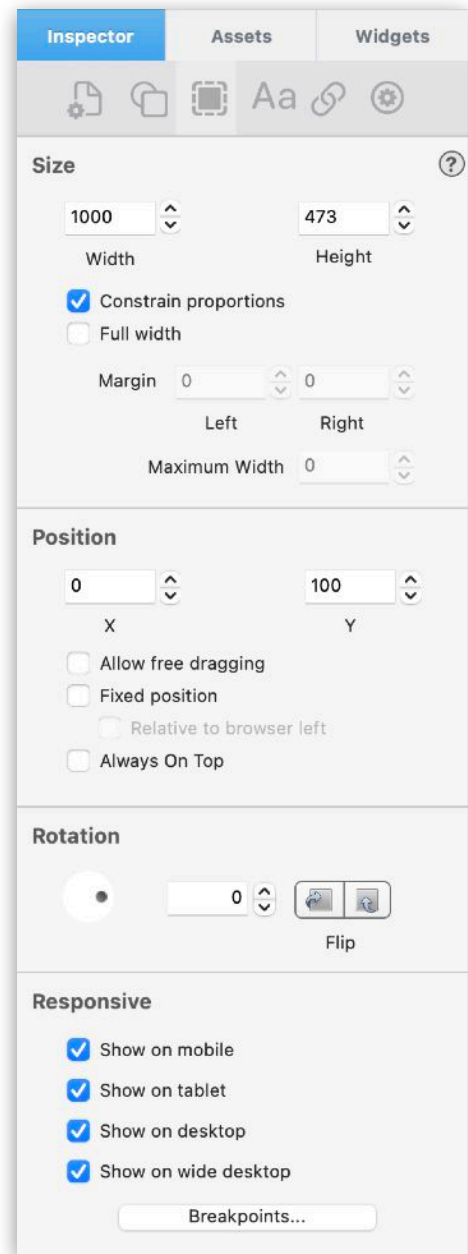


Figure 14.8: The Metrics Inspector showing the Left and Right Margin settings that can be applied to Full Width objects.

Widgets & Responsive Pages

Widgets play an important role in responsive design in EverWeb. Widgets can either be Responsive Only, Responsive Ready or require embedding in the Responsive Row widget in order to work properly in responsive pages.

Responsive Only Widgets

EverWeb includes some widgets specifically designed to be used only in a responsive page layout e.g. the Responsive Row, FlexBox, Text Section and Responsive Image Gallery widgets. These widgets offer special layouts, features and effects that are scaleable for any device from mobile phone to wide desktop.

Whilst these widgets be used in other page layouts, this is not recommended or supported as the widgets may be have unpredictably.

The Responsive Row widget is a special EverWeb widget that is used extensively in responsive web page design as it includes special features to help you more easily create your responsive website.

The Responsive Row Widget

The Responsive Row widget is the cornerstone of your Responsive website design. You can embed objects such as TextBoxes, images, shapes and other widgets within it.

Adding a Responsive Row Widget to the Page

To add a Responsive Row Widget to the page go to the Widgets tab and drag and drop it on to your page. You can add as many Responsive Row widgets as you want to the page.

When you add the widget to the page, it is added as a full width object (See Figure 14.9).

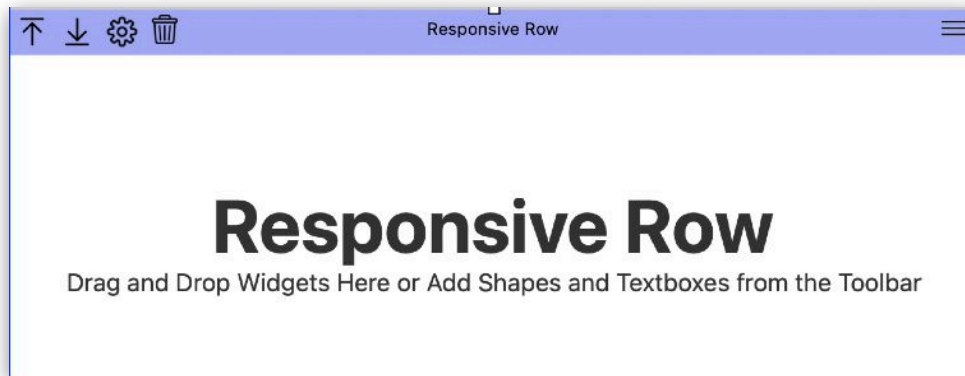


Figure 14.9: When you add the Responsive Row widget to your page, it displays instructions on how to use it. A Toolbar allows you easily move the widget up or down, change its settings or delete the widget.

In Situ Responsive Row Toolbar

When you add a Responsive Row Widget to the page, you will see at the top of the widget a blue Responsive Row Toolbar displayed across the width of the widget. The blue bar itself is only displayed when the widget has been selected. You can, however, click on the any of the Toolbar's icons in the top left hand corner of the widget at any time to access their features. Alternatively, the Toolbar's features can be accessed through the Widget Settings tab in the Inspector Window. The Responsive Row Widget's features are discussed below.

Naming a Responsive Row Widget

If you have more than one Responsive Row widget on your page, it is usually a good idea to give each Responsive Row its own unique name. To do this, you can use the 'Responsive Row Name' field in the Widget Settings. For example, you could name a Responsive Row in the Footer section of the page as 'Footer Row'. The name of the Responsive Row appears in the center at the top of the widget.

Alternatively, click on the Settings Cog in the Responsive Row Toolbar and select 'Responsive Row Name...'

Also use this feature if you need to rename your Responsive Row at any time.

Selecting a Responsive Row Widget

To select an empty Responsive Row widget, just click on it. The Responsive Row Toolbar will turn blue at the top of the widget.

If there are objects already embedded in the Responsive Row widget, click on an area of the widget where there are no objects. When the widget is selected, the Responsive Row Toolbar will turn blue at the top of the widget and you will see grab handles positioned at the top center, and bottom center, of the widget. You can also see that the widget has been selected as its Widget Settings should be now available in the Inspector Window.

Moving A Responsive Row Widget

To reposition the Responsive Row widget on your page, you can do so in a number of ways:

1. You can click and hold the mouse button down inside the Responsive Row widget then drag and drop the widget to its new location.
2. You can directly click on the Up/Down icons in the Responsive Row's Toolbar to move the widget up and down the page.
3. You can click on the Responsive Row widget. The Toolbar will turn blue. Use the Up/Down icons to move the widget.
4. You can click on the Responsive Row widget so that the Toolbar turns blue. Click and drag the blue Toolbar to where you want it located.
5. You can click on the Responsive Row widget so that the Toolbar Turns blue. Use the repositioning icon to the right of the Toolbar to drag and drop the widget to its new location. .

Adding Objects to a Responsive Row Widget

To embed objects in to a Responsive Row widget, drag and drop objects you want in to the widget. These objects can be either Full Width e.g. a Navigation Menu Widget, or a fixed width object such as the PayPal Widget, a TextBox, image, shape and so on.

When adding objects in to the Responsive Row Widget, make sure that the Responsive Row Widget has already been selected. If the widget has not been selected, it is possible that when you add objects, they may fall outside of the Responsive Row widget. Refer to the next paragraph if this is the case.

Moving Objects in to a Responsive Row Widget

If, for example, the Responsive Row widget is not selected and you try to add a new TextBox into the widget, the TextBox will be positioned at the bottom of the page as a Full Width object instead.

To move the TextBox into the Responsive Row widget, first select the TextBox, then secondary click in it. Go to the 'Embed In' option and select the Responsive Row you want to place the TextBox inside of. The TextBox will be placed inside the Responsive Row widget. If the TextBox is not to be full width, uncheck the Full Width box in the Metrics Inspector.

You can also select multiple objects at one time and move them in to the Responsive Row widget using the same method as described above.

Moving Objects Within a Responsive Row Widget

When you add objects to the Responsive Row Widget, you may want to change the order in which they are displayed. To do this, simply drag the object you want to move either to the left or right, and/or up and down if necessary, within the Responsive Row. Drop the object into its new position.

When moving objects within a Responsive Row Widget, you will see blue vertical guide lines that show you where the vertical border of the objects are. These guides help you position the object you are moving more easily. You can also select multiple objects at one time in the Responsive Row and move all the selected objects at once.

Moving Objects Out of a Responsive Row Widget

To move an object out of a Responsive Row, secondary mouse click on the object in the Responsive Row, then select the 'Remove from Responsive Row' menu option.

Moving Objects From One Responsive Row Widget to Another

To move an object embedded in a Responsive Row in to another Responsive Row, just drag and drop the object from one to the other.

Deleting Objects From Inside a Responsive Row Widget

To delete an object that is embedded in a Responsive Row Widget, select the object then press the backspace key on your keyboard.

Deleting a Responsive Row Widget

To delete a Responsive Row widget, click on the widget to select it. You should see the widget's Toolbar turn blue to show that it has been selected. Press backspace to delete the widget, or click on the Trashcan icon in the Responsive Row Toolbar.

When you delete the Responsive Row widget, any object that it contains will also be deleted.

If you delete the widget by mistake, use Cmd+Z to undo the action.

Responsive Row Widget Settings

The Responsive Row Widget Settings in the Inspector Window are used to adjust various aspects of the objects that are embedded within it (see Figure 14.10).

Alternatively, you can access the following settings using the Settings Cog in the Responsive Row's Toolbar within the widget itself.

Responsive Row Name

By default, each Responsive Row is named 'Responsive Row'. When you use the 'Embed In' option, you will see all of the Responsive Row widgets on the page listed as e.g. 'Responsive Row 1', 'Responsive Row 2' and so on.

If you have a large number of Responsive Row widgets on your page it can become confusing when trying to embed an object in to the right Responsive Row.

Giving your Responsive Rows widgets a descriptive name will therefore, help make it easier to embed an object in to the correct Responsive Row widget.

Alignment

Behavior

Objects within the Responsive Row usually 'wrap' from left to right. As you decrease the width of the Editor Window or browser (when you preview or publish your website) the objects inside the Responsive Row widget will eventually be wrapped from top to bottom instead of left to right. If you set 'Behavior' to 'Reverse Wrap', objects will be wrapped from right to left and bottom to top as you decrease the width of the browser.

Vertical Alignment

Objects can be aligned to the Top, Bottom or Middle of the Responsive Row Widget.

Horizontal Alignment

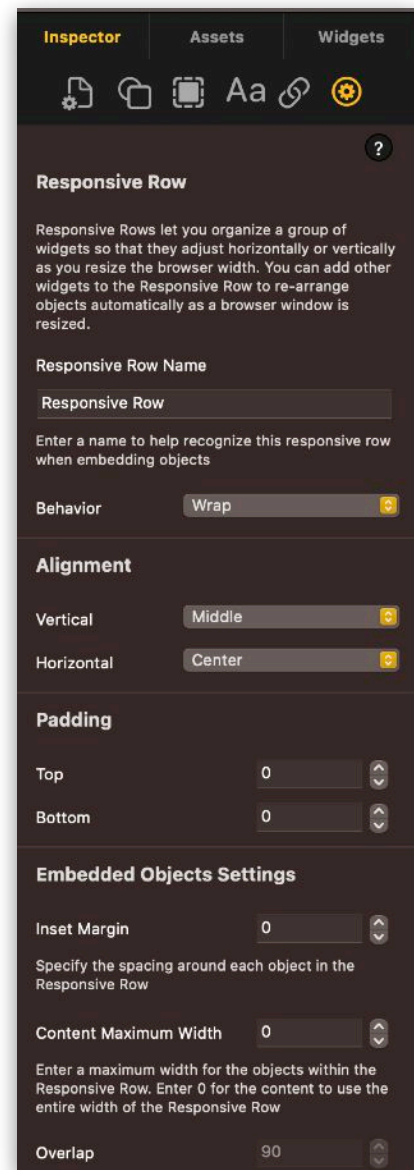


Figure 14.10: The Responsive Row Widget Settings

Objects can be horizontally aligned in a variety of ways, for example, Left, Center or Right aligned within the widget. Objects can also be evenly spaced out in the widget using the Justify option, or evenly spaced from the center point of the widget using the Justify-Center option. Furthermore, you can use Overlap to if you want to overlap two objects within the Responsive Row.

Padding

Use 'Padding' to add space at the 'Top' and 'Bottom' of the widget.

Embedded Object Settings

Insert Margin

Use the 'Insert Margin' option to add vertical and horizontal padding between the objects inside of the Responsive Row widget. This option is similar to the 'Insert Margin' option in the Text Inspector as it enhances the display layout of the objects within a Responsive Row.

Content Maximum Width

Use this option to limit the display width of the Responsive Row itself. This is useful when you are displaying objects within the Responsive Row on a desktop and do not want them to be too widely spaced out. The default value of zero equates to the full width of the page.

Overlap

The Overlap setting allows you to overlap two objects in a Responsive Row. To use this setting, first set 'Overlap' as the Horizontal Alignment. Once you have selected this alignment, the Overlap setting will become available. Set the overlap of the two objects as you desire.

Formatting The Responsive Row Widget

You can easily format the background of the Responsive Row widget by using the formatting settings in the Shape Options tab. Once you have selected the

Responsive Row widget, use the Fill section to add a background color, color gradient, image, slide show, video or map, to the Responsive Row.

Whilst most Fill options are straightforward to use with the widget, the Slide Show and Video Fill options can be used to take advantage of the Responsive Row as explored below:

Using Fill: Slide Show with a Responsive Row Widget

The Responsive Row widget can include a background slide show. You can also add a slide show to objects such as TextBoxes, Images and rectangle shapes that are embedded within the Responsive Row.

Adding a Background Slide Show to the Responsive Row Widget

To add a background slide show to a Responsive Row widget:

1. First add a Responsive Row widget to the page, or select one that is already on your page.
2. Add the objects that you want to include in to the Responsive Row if you have not done so already.
3. To add a background slideshow to the Responsive Row, make sure that the Responsive Row is selected.
4. Next, go to the Shape Options tab and select the 'Slide Show' option from the Fill dropdown menu.
5. Add the images you want to use for the background slides and adjust the Transition and Navigation Options as desired.

Adding Objects to the Responsive Row Slide Show

You can add objects to any slide in the Responsive Row.

1. Use the navigation arrows (see Figure 8.8) to select the slide that you want to add an object to.

2. Once the background slide is visible, click on the Responsive Row to select it.
3. Add the objects that you want to the currently visible Responsive Row slide e.g. TextBoxes, images, shapes, other widgets and so on.
4. If you have added an object to the wrong Responsive Row slide, you can easily move it to another slide. First select the object you want to move then secondary click. Select the submenu option 'Embed In' then choose the slide in the Responsive Row that you want to move the object in to.

Using Video Fill: Example Use in a Responsive Row Widget

You can easily set up your own simple Video Gallery using Video Filled objects within a Responsive Row widget

1. Start by adding a Responsive Row widget to your page.
2. With the Responsive Row widget still selected add a rectangle shape, using the Shape button in the Toolbar, to the Responsive Row.
3. Select the rectangle shape, then go to the Shape Options tab and set the Fill to 'Video'.
4. In the dropdown menu below the Fill dropdown menu, select the video source: External Video URL, Local Video File, YouTube Video or Vimeo Video.
5. Enter the location of the Video source in the Video Location field below the Video Source dropdown. If you are using a Local Video File, click on the Choose... button and select the video file that you want from the Assets List.
6. Once you have selected your video, set the other Video Fill options as desired.
7. When you have finished, you can duplicate the video object as many times as you like to create your video gallery Use the Edit-> Duplicate menu option, or the Cmd+D shortcut key to duplicate the video object.

Using Map Fill

You can add a map to your page, either using the Google Maps widget or by using the Map Fill option in the Shape Options tab. Using the Google Maps widget will give you the same map type as using Map Fill's Simple (Deprecated) option.

The Map Fill option offers you more flexibility than using the Google Maps widget, for example, you can add a map as the background of a Responsive Row widget. Map Fill includes three options:

- Simple Map (Deprecated)
- Basic Map (Free)
- Advanced Map

The Simple Map (Deprecated) offers the same features as you would find if you were using the Google Maps widget.

The Basic (Free) and Advanced Map Fill options give you expanded map options including:

- Roadmap or Satellite view
- Ability to Zoom
- Show Terrain and
- Show Labels

In addition, if you are using the Advanced Map option you can also use the following features:

- Show Controls
- Ignore Mouse Gestures
- Always Show Label on Marker
- Ability to add your own Label

About Google Maps Platform

In order to use the features found in the Basic (Free) and Map Advanced Map, you will need to use a Google Maps API Key. EverWeb will help you to generate the necessary Key.

Once you have generated the necessary Key you will then enter it in to the Map Fill 'Google Maps API Key' field.

Generating the Google Maps API Key is easy because when you select the Basic or Advanced Map option, EverWeb will display a dialog box with an option to 'Get Google Maps API Key'.

When you click on this option, you will be taken in to Google Cloud Platform which will then step you through generating a Maps API Key that you can use in EverWeb.

In order to generate a Google Maps API Key, you will required to complete the following steps:

- Create a Google account if you do not already have one, then add Google Cloud Platform to your account.
- If you already have a Google account, you may be asked to log in. Once logged in you may be asked to add Google Cloud Platform to your account.
- You may be asked to supply billing details to Google. If you are using the Basic (Free) option in EverWeb, you will not be billed. If you are using the Advanced Maps option, you will be charged by Google for using the Advanced Map features.
- You will need to create a Google Cloud Platform Project, if you have not already created one.
- You will need to make sure that you enable Google Maps Platform APIs and SDKs for your Google Cloud Platform project.

Once you have completed the steps required by Google to generate a Google Maps API Key, copy the API Key to the Clipboard and paste it in to the Google Maps API Key field in the Map Fill section in EverWeb.

Using Dividers for Styling a Responsive Row

Dividers are useful to indicate to visitors the end of one section of a page and the beginning of another, or to provide some styling to your page. See [Dividers](#) in the [Shape Options](#) section of the manual for more details.

Testing Your Responsive Page

Testing your responsive page should always be carried out as you will need to see if the page displays correctly on desktop, tablet and mobile devices. Often you can use EverWeb's Preview feature to test how the page will look.

Alternatively you can use responsive features within browsers such as Apple's Safari web browser which includes responsive preview in its developer menu. There is also Apple's Simulator which is part of Xcode that will simulate different Apple devices. This is available free from the Apple Developer website.

Responsive Blogging

EverWeb includes a Responsive Blog that is available from the Blank Responsive Theme Template. To add the Responsive Blog to your website:

1. Click on the Add Page button.
2. The Theme Template Chooser will appear. In the left hand column, select the 'Blank Responsive' Theme Template which is the second Theme Template in the list.
3. Once you have selected the Theme Template, click on the 'blog' page style on the right hand side and then click 'Select'.
4. The Responsive blog has been added to your website project.

Converting an Existing Blog to a Responsive Blog

If you have an existing Fixed Width layout blog, you can convert it to a responsive blog. Before converting your blog it is recommended that you backup your website project file in case you want to revert back to the original fixed width blog later.

To convert a blog, change the format of the Page Layout from the current layout to 'Responsive' for the blog main, archive and posts pages.

15 Contact Forms Enhanced Addon

This chapter introduces you to EverWeb's Contact Forms Enhanced Addon which is for use with the Contact Form Advanced widget.

You will learn how to purchase and use the Contact Forms Enhanced Addon so you can manage and generate reporting from your Contact Form Submissions.

[What is Contact Forms Enhanced Addon](#)

[Purchasing and Installing Contact Forms Enhanced Addon](#)

[How To Use CFE Addon in the Contact Form Advanced Widget](#)

[Adding File Upload Capability To Your Contact Form](#)

[Managing and Reporting Form Submissions](#)

[Selecting a Form to View Form Submissions & Selecting Form Submissions](#)

[Sorting & Searching Form Submission Data](#)

[Displaying The Number of Form Submissions Per Page](#)

[Downloading Uploaded Files](#)

[Creating Mass Mailings with Contact Forms Enhanced](#)

Contact Forms Enhanced Addon

EverWeb's Contact Forms Enhanced Addon (CFE) allows you to manage a database of contact information created from the contact forms visitors to your website have submitted via the Contact Form Advanced widget.

The data in the contact form that the user sends you is known as a **Form Submission**. Visitor data is stored securely in your EverWeb Client Area where it is easily accessible and can be downloaded to a CSV file.

You can use Contact Forms Enhanced Addon to store email addresses gathered from your contact forms to help you create mail shots to existing and potential new customers, newsletter email lists, surveys, promotions and so on. You can also target specific groups or market segments based on questions you ask in your contact form. There are countless possibilities!

Each contact form can have its own unique Contact Form Name so, for example, you could name a form for a survey, promotion, newsletter subscription and so on.

Other Contact Forms Enhanced Addon features include:

- Calendaring features can be added to your Contact Form using the 'Calendar' control. When using the control, a full calendar popup window appears. You can modify the calendar's date formats, block out specific days and more. The calendar is fully responsive and so is perfect for mobile phones, tablets and desktop computers.
- The 'Select Time' control lets displays a popup window to select specific times. The time format is fully customizable as are the time selection intervals and the earliest and latest available time slots.
- Visitors can upload files to the EverWeb servers that you can download the files safely at a later time from your EverWeb Client Area.
- Contact forms can send a confirmation email to the visitor who submitted the form. You can customize the message and use any form control variables based on what the visitor entered in the form. The 'Confirmation Email' input box includes an example.. This feature requires that both Contact Forms Enhanced Addon and reCaptcha SPAM protection are enabled.

- The Contact Form Advanced widget allows you to remove the links that ask you to upgrade or login to your account to download file uploads from the form submission email.

Purchasing & Installing Contact Forms Enhanced Addon

To purchase and use Contact Forms Enhanced Addon, follow the steps below:

1. Visit our [Secure Online Store](#) to purchase the Contact Forms Enhanced package you need. You can upgrade/downgrade at any time for more/less submissions or file upload space.
2. Once you have completed your purchase and your account is activated, you will receive an email with the Subject 'Contact Forms Enhanced Setup Instructions'
3. Now, simply select your existing Contact Forms, or add a new one to any page. From the Inspector go to to the Widget Settings tab and select the 'Contact Forms Enhanced Add-ons' field from the top of the Inspector (See Figure 15.1).

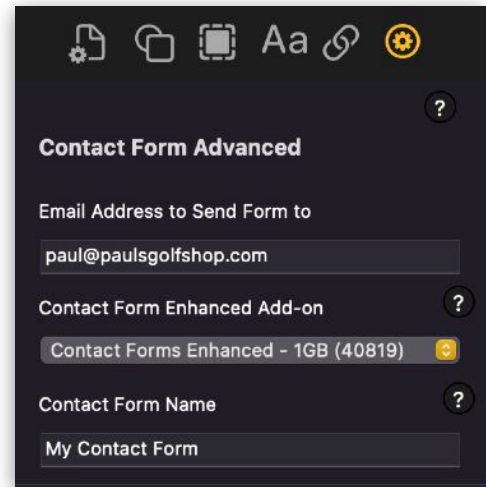


Figure 15.1: The Contact Forms Enhanced Add-on field in the Contact Form Advanced Widget Settings

Note: If you do not see any options listed, quit and relaunch EverWeb and make sure you are signed in from the EverWeb Settings... window.

If you are an EverWeb+Hosting account user, once you have added Contact Forms Enhanced to your contact form, you can log in using the 'EverWeb' dropdown menu option in the 'Mail Sending' section. When using this option, you do not need to use the 'SMTP Settings' section of the widget.

How To Use Contact Forms Enhanced Addon in Your Contact Form

With Contact Forms Enhanced Addon enabled, go to the 'Contact Form Name' field and name the form appropriately. If you have more than one website, you may want to include the project file's name in this field as well. This will make identifying forms easier when managing and reporting form submissions (See Figure 15.1).

This name is used within your Client Area in order to separate and easily identify each contact form you have created.

Adding 'Calendar' and 'Select Time' Controls

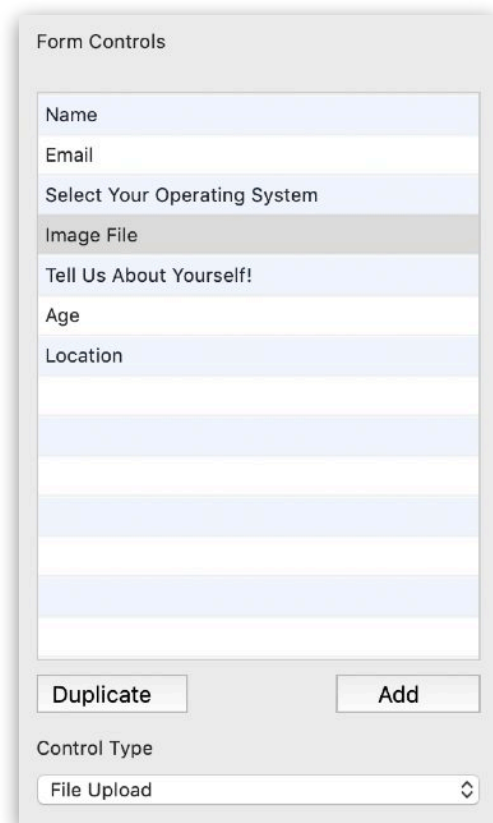
If you want to add calendaring and time selection capabilities to your form, add a new Form Control to the contact form by clicking on the 'Add' button in the Form Controls section of the Widget Settings tab.

Name the Form Control and set the 'Control Type' option to either 'Calendar' or 'Select Time'. Customize the Control's settings using the Options List.

Adding 'File Upload' Capability To Your Contact Form

If you want your website visitors to be able to upload files to you, add a new Form Control to the contact form by clicking on the 'Add' button in the Form Controls section of the Widget Settings tab (See Figure 15.2).

Name the Form Control and set the 'Control Type' option to 'File Upload'. The contact form will update to display a 'Choose File' button.



The screenshot shows a 'Form Controls' panel with a list of controls. The controls are: Name, Email, Select Your Operating System, Image File, Tell Us About Yourself!, Age, and Location. Below the list are 'Duplicate' and 'Add' buttons. At the bottom, the 'Control Type' dropdown is set to 'File Upload'.

Figure 15.2: Adding a Form Control so that your visitors can upload files from within the contact form.

6 FORMS

145 of 180 SUBMISSIONS

245.44 MB. AVAILABLE

New Client Specifications Select

Export Mailing Delete Entire Form

Showing 1 to 4 of 4 entries

<input type="checkbox"/>	Name	Email	Instructions	Address	Country
<input type="checkbox"/>	Aimée Des Meaux	Aimee@mail.com	Je voudrais un nouveau document créé	27, place Maurice-Charretier	France
<input type="checkbox"/>	John Smith	johnsmith@mail.com	I need to have one big project with the attached specifications in them. I look forward to the project	749 Evergreen Terrace	Canada
<input type="checkbox"/>	Maria	marias@mail.com	I'd like to have a new document created for me	894 SW. Buckingham Court	United States
<input type="checkbox"/>	Ricardo Rodriguez	rrod@mail.com	Me gustaría crear un nuevo documento	Avda. Enrique Peinador, 92	Spain

Show 10 entries Previous 1 Next

With Selected

Go back

You *Figure 15.4: The Contact Forms Enhanced page in your EverWeb Client Area is where form submission data from your contact forms is displayed and managed.* can

download files that your visitors have sent you from the Contact Forms Enhanced page in your EverWeb Client Area (see below).

Managing and Reporting Form Submissions

Once you have set up the contact form, publish the website. When a visitor submits a form, you will receive an it in the email box that you setup in the 'Email Address to Send Form to' field of the contact form.

To go to the Custom Form Enhanced page, either click on the link in the email to go to your EverWeb Client Area, or log in directly to your [EverWeb Client Area](#) (See Figure 15.4).

On the home screen of your EverWeb Client Area is the 'Contact Form Submissions' section on the left hand size. Click on 'View Form Submissions' to go to your form submission data.

The 'Contact Forms Enhanced' page will be displayed with a summary at the top showing you the number of forms that have had form submissions, the total number of form submissions and the server space used by file uploads from your form responders.

Selecting a Form to View Form Submissions

To view your form submissions, click on the 'Please select your form to access its submissions' dropdown menu. A list of your forms will be displayed. Highlight the form you want then click on the 'Select' button.

Selecting Form Submissions

If you want to select all the form submissions tick the box at the top of the left most column heading. Check the box again to deselect all form submissions.

To select or deselect form submissions, check or uncheck the selection box on the left hand side of each individual form submission.

Exporting Form Submission Data

Once you have selected the form you want, you will see the form submissions that have been submitted displayed. To export all of the form submission data of the form, click on the 'Export' button.

To select a custom list of form submissions to export, check or uncheck the box next to each form submission that you want. Use the checkbox on the left hand side of the column headings to toggle select all forms on or off. Once you have the form submissions that you want to export selected, click on the 'With Selected' button at the bottom of the list and select 'Export'.

Deleting Form Submission Data

If you want to delete the form ***and all of its form submissions***, click on the 'Delete Entire Form' button. You will be asked to confirm the deletion.

To select a custom list of form submissions to delete, check or uncheck the box next to each form submission that you want. Use the checkbox on the left

hand side of the column headings to toggle select all form submissions on or off.

Once you have selected the form submissions that you want to delete, click on the 'With Selected' button at the bottom of the list and select 'Delete'. You will be asked to confirm the deletion.

To delete form submissions individually, click on the Trashcan icon on the right hand side of the form submission that you want to delete. The trashcan icon is in the second last column of the form submission table so you may have to scroll the table horizontally to see it.

You will be asked to confirm the deletion.

Sorting Form Submission Data

Use the Up/Down arrows next to any of the column headings to order your form submissions based on that column in ascending or descending order. An arrow icon together with an ascending/descending graph icon indicates which column the data is sorted upon and whether it is in ascending or descending order.

Searching Form Submission Data

To search within your form submission data just enter the criteria you want in the search box then press Enter e.g. you could select '2019-07' to select all forms submitted in July 2019.

Displaying The Number of Form Submissions Per Page

At the bottom of the Contact Forms Enhanced page is where you can select how many form submissions per page you want to see. The default is 10, but you can also choose either 25, 50 or 'All'.

Downloading File Uploads Submitted By Your Visitors

Files that have been uploaded will be displayed in the 'Attachments' column. A down arrow within a circle icon indicates that a file has been uploaded. To

download the file to your computer, just click on the icon. The file will be downloaded to your Downloads folder.

You can also select multiple files for download. Click on each contact form that has an attachment that you want to download. Next click on the 'With Selected' button and choose the 'Download Attachments' option.

If you do not see the Attachments column, scroll the table horizontally to the left so that the columns on the right hand side of the form submissions table come in to view.

Mass Mailings with Contact Forms Enhanced

Contact Forms Enhanced can also be used for mass mailings to your form submitters.

The screenshot shows the 'Contact Form Enhanced' interface for creating a mass mailing. It includes a breadcrumb trail: Portal Home / Contact Form Enhanced / formname. The 'Subject' field contains 'We have a new announcement'. The 'Tags' section has a callout: 'Tags let you personalize messages based on form submissions' and shows tags like *|Name|*, *|Email|*, *|Message|*, *|Product Name|*, and *|Purchase Date|*. The 'Content' area has a callout: 'Customize greetings are replaced with your customer's details' and shows a message template: 'Hi *|Name|*, I wanted to let you know that we have an updated to our offering. Since you purchased *|Product Name|* you can get a big discount. Thanks! -- Acme Co.' Another callout says: 'Unlimited 'tags' make your messages personal'. At the bottom, there are 'Go back' and 'Submit' buttons, and a 'Members: 4' section with a callout: 'Send to multiple customers with one click' and a list of member avatars.

Figure 15.5: EverWeb's Mass Emailing Editor

Creating a Mass Mailing

To create a mass mailing using Contact Forms Enhanced Addon:

1. Login to your [EverWeb Client Area](#) if you have not already done so.
2. In the left hand column of your Client Area, click on 'View Form Submissions' in the 'Contact Form Submissions' section.
3. From the 'Please select your form to access its submissions' dropdown menu choose the form that you want to create the mass mailing for.
4. Once you have selected the form you want, click on the 'Select' button.
5. You will now see all of your form submissions for the form you have chosen. Select the form submissions that you want to use for the mass

mailing. You can select all of the form submissions by checking the box on the left hand side of the form submission headings. This is a toggle, so just click on the box again to deselect all of the form submissions.

6. When you select one or more form submissions, the 'Mailing' button to the right of the 'Export' button will turn blue in color indicating that it can now be used. Click on the button to create a mass mailing.
7. You will now see the mass mailing email form (Figure 15.5). There are four sections: Subject, Tags, Content and Members.
 - Use the Subject field to enter the subject of the mass mailing;
 - Click on the Tags that you want to include in the content of your email. Note that you will only see Tags for fields that contain form submission data. If there is no data to display, you will not see a Tag for that particular field.
 - You can optionally set default values for your tags in the 'Default Values for Mail Tag' section.
 - Write your email in the Content section, using the Tags you have inserted to create personalized content;
 - The Members section lists the form submissions that you have selected for this mass mailing.
8. Once you have completed your mass mailing email form, click on the Submit button to send the mass mailing.

16 EverWeb SEO Power Up

This chapter introduces you to EverWeb SEO Power Up Addon and explains all of its features in detail so that you can maximize your website's SEO potential.

[About EverWeb SEO Power Up](#)

[The XML Sitemap File](#)

[Setting Priority Values](#)

[Setting Change Frequency](#)

[Publishing Your Website](#)

[The robots.txt file](#)

[XML Sitemap Submission](#)

[Open Graph Tags](#)

[GZip Compression](#)

[Additional SEO Tips & Tricks](#)

EverWeb SEO Power Up

EverWeb SEO PowerUp addon automatically optimizes your website for search engines and submits it to Google, Yahoo, Bing and Alexa search engines.

Use EverWeb SEO Power Up on the pages in your website that you think are important to optimize in terms of their SEO, for example, your Home page.

Use the 'Priority' and 'Change Frequency' options, described below, to tell search engines which pages in your site you consider important and which are not.

Adding SEO PowerUp Addon

You can purchase the EverWeb SEO PowerUp Addon from your [client area](#) by going to the Services menu, then selecting Available Add-ons.

Once you have purchased the Addon, quit and re-launch EverWeb.

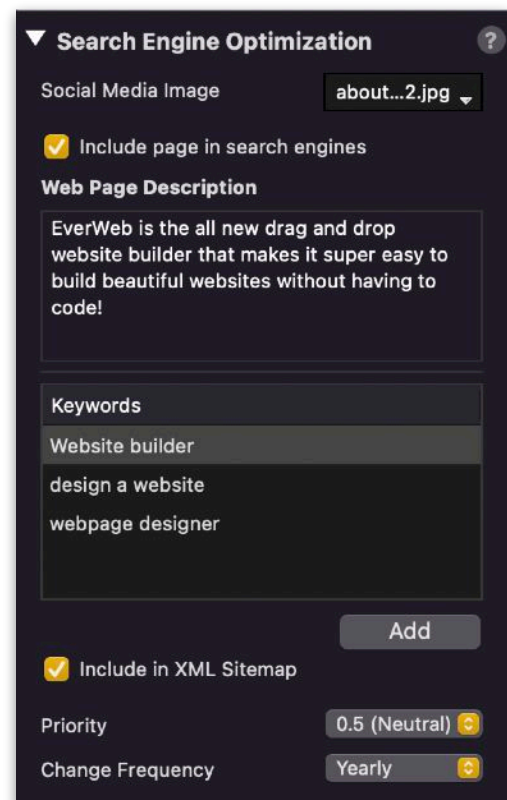


Figure 16.1: The Search Engine Optimization section of the Page Settings tab lets you add your own Keywords or Terms to your pages.

Checking Your Page's SEO

Use EverWeb's one-click 'Check Pages' button in the Toolbar to check how search engine friendly your website's pages are. You do not need to scan all of the pages in your website, only those where SEO is important e.g. your Home Page. You do not need to scan pages such as About Us or Contact Us.

When clicked upon, 'Check Page' will scan the currently selected page. When the scan is complete you will see a list of results appear in the Web Page Suggestions dialog box.

The Web Page Suggestions Dialog Box

The Web Page Suggestions dialog box shows you various SEO related items, These items are identified using the following symbols displayed to the left of each item:

- Check Mark: The item listed has good SEO compliance. No action required.
- Warning Triangle: You should take action to remedy the issue. Action is recommended.
- Warning Octagonal: It is recommended that you correct the issue but not essential. Action is desirable but not necessary.
- Information Icon: Optional items that can be actioned if desired

Note that the Search Engine Suggestions dialog box *suggests* items that may require attention to better your page's SEO. You are not obligated to follow the guidance, and there may be times where ignoring one or more suggestions is better for your page.

If you click on any of the suggestions in the Web Page Suggestions list, a second dialog box will open. This dialog box will appear next to where you would take action to implement the suggestion e.g. if you a clicked upon the suggestion that you should 'Add a Web Page Description', when you click on that item, the second help dialog box will appear next to the Web Page Description field in the Page Settings tab of the Inspector Window.

You can use the guidance in the help dialog box to complete the field correctly.

When you have finished implementing your suggestions, you can click on the Check Page button again to check your work.

Using EverWeb SEO Power Up

Start your SEO optimization by going to the Page Settings tab in the Inspector Window.

Open the Search Engine Optimization section (See Figure 16.1), if it is not already open, then check the 'Include page in search engines' check box if it is not already checked.

You can specifically add the SEO keywords, or phrases, that you want to use on the page. These will usually be the primary and secondary keywords, or phrases, that you have found in your [SEO Keyword Research](#).

You can edit your Keyword entry by double clicking on it and editing the field.

To delete the entry, just highlight the entry in the list then press the delete key on your keyboard.

The XML Sitemap File

EverWeb SEO Power Up will automatically create an XML Sitemap file when you publish your website.

An XML Sitemap tells Google, and other search engines, which pages and files you think are important in your site, and also provides information useful to SEO about such files or pages. For example, when the page was last updated, how often the page is changed and any alternate language versions of a page.

You can assign a *priority* and *change frequency* to the important pages in your site, according to sitemap protocols, directly from the Page Settings tab.

First, check the 'Include in XML Sitemap' checkbox if it has not already been checked. This will make the 'Priority' and 'Change Frequency' fields available to you.

If you have not purchased EverWeb SEO Power Up you will be notified of this, once in a while, when using the Priority and Change Frequency fields.

Setting Priority Values

Priority sets a number from zero and one with zero being not important, 0.5 being neutral and 1.0 being very important.

Here are some examples of how to set the Priority value for your pages:

- Use priority values between 0.8-1.0 for pages such as your Home page and product information, major features and major category pages.
- A priority value between 0.4-0.7 is often used for articles, blog posts, minor category pages and FAQs.
- Priority values of 0.0-0.3 are used for old news pages and for those pages where the information is no longer relevant.

Using Change Frequency

The Change Frequency field tells search engines approximately how often each page is updated. An update refers to actual changes to the HTML code or text of the page. Select the Change Frequency that is appropriate to the page. For example:

- NEVER: Used for pages that contain out of date news stories, old press releases and so on...
- YEARLY: Used for Contact, "About Us", login, registration pages
- MONTHLY: For FAQs, instructions and infrequently updated articles
- WEEKLY: Should be used for pages such as Product information page and website directories
- DAILY: Used for page types that include Blog entry index pages, classified advertisements and small message board
- HOURLY: This category is used for major news update sites, weather information and forums
- ALWAYS: For pages relating to items such as Stock market data and social bookmarking categories

Applying SEO Settings

Remember that EverWeb's SEO Settings should only be applied to the pages in your website that are important to you in terms of SEO. If you have pages that are not important e.g. an About Us type page, then this page does not need SEO Settings applied to it.

For more information about other ways of improving your SEO, check out the [SEO for EverWeb Video course](#) online.

Publishing Your Website

Before publishing your website, check your website's Site Publishing Settings. You can access these settings by either using the File-> Edit Publishing Settings menu option, or by clicking once on the name of your website in the Web Page List.

Check the box 'Optimize & Submit Website to Search Engines' if it is not already checked (See Figure 16.2). If you have not already purchased SEO Power Up, a dialog box will appear with options to purchase or 'remind me' later. If you have an EverWeb+Hosting 10GB or higher account, EverWeb SEO Power Up is free for you.



Figure 16.2: After purchasing EverWeb SEO PowerUp Addon, just tick the checkbox 'Optimize & Submit Website to Search Engines' checkbox when publishing your website..

In addition to your Sitemap, when you publish your site EverWeb SEO Power Up creates your website's robots.txt file

Robots.txt

The robots.txt file tells search engine crawlers which pages or files the crawler can or can't request from your site

XML Sitemap Submission

Your website's XML Sitemap will be submitted to Google, Yahoo, Bing and Alexa notifying them of the updated site each time you publish something new.

Open Graph Tags

EverWeb automatically adds Open Graph tags to your website. Open Graph tags are used to improve the look of content shared on social media by creating rich previews through the use of Open Graph tags. This makes your content more clickable, shareable and noticeable. Web page content links that are shared on platforms such as Facebook and X (formerly Twitter) will, therefore, be better prepared to take advantage of these platforms, helping to improve your click through rate.

About GZip Compression

EverWeb SEO Power Up enables GZip compression on the server side for EverWeb + Hosting customers only so that your websites load faster.

Website loading time is a major factor in search engine rankings. The faster a website loads, the higher a website will rank in search engines.

GZip compresses and decompresses files intelligently between EverWeb's servers and the local browser, reducing the size of your website's HTML, CSS and JavaScript files.

Combined with the intelligent script optimization in EverWeb 3.3 and later, your websites will load much faster with this feature.

Additional SEO Tips & Tricks

The number one factor for search engines is having enough text content on your site. You need to have text that search engines can find and index in their database.

Other factors that will help your search engine rankings include:

1. Use [HTTPS Secure URLs](#) since secure websites will rank above non-secure websites. If you have purchased [EverWeb Site Shield Addon](#) for your EverWeb + Hosting account, EverWeb will handle all the technical set up for you.
2. Add a [mobile version](#) of your website.

3. Use image ALT tags. You can add these tags using the ALT Text field in the Inspector-> Shape Options tab. ALT tags are used to properly index your images
4. Review our free [SEO for EverWeb Video Course](#).

17 EverWeb Membership Sites

This chapter introduces you to EverWeb Membership Sites and explains all of its features in detail so you can easily create and administer your website's own membership or subscription site.

[EverWeb Membership Sites](#)

[Purchasing Membership Sites](#)

[Membership Sites Overview](#)

[Membership Sites Configuration](#)

[Creating Your Membership Site in EverWeb](#)

[Creating Your Membership Site's Pages](#)

[Linking Membership Site Pages to Membership Levels](#)

EverWeb Membership Sites

EverWeb Membership Sites lets you easily create and administer your own membership site. The frontend of your membership site is created in EverWeb itself. Your members will be able to easily sign up, log in and enjoy their membership benefits once you have finished building your membership site. You can tailor your site to suite your needs, for example, you can set different levels of memberships for the membership pages of your site.

EverWeb Membership Sites comes with a collection of specially designed widgets for use in your membership site. Once you have added the widgets to your Project File, you will be able to fully design your membership site.

The backend functionality required to administer membership accounts, such as managing payments and defining membership levels, is managed through the Membership Sites section of your EverWeb Client Area.

Purchasing EverWeb Membership Sites

You can purchase the EverWeb Membership Sites from your EverWeb [Client Area](#). Click on the Services menu option, then select Available Add-ons.

Choose which Membership Sites package you want to purchase. These are as follows:

- Membership Starter
- Membership Plus
- Membership Deluxe

Select the plan that suits your needs then click 'Next'. Once finished, proceed to the Checkout.

Once you have purchased EverWeb Membership Sites, quit and re-launch EverWeb.

You can purchase additional Membership Sites if you have more than one site that you want to build a membership site for.

Figure 17.1: EverWeb Membership Sites Plans and Feature Benefits

	Starter	Plus	Deluxe
Easy Setup	Yes	Yes	Yes
Instant Activation	Yes	Yes	Yes
Number of Paid Members	Up to 10000	Up to 10000	Unlimited
Number of Membership Levels	Unlimited	Unlimited	Unlimited
Accept all Major Credit and Debit Cards	Yes	Yes	Yes
Restrict Access to Certain Pages in Site	Yes	Yes	Yes
Transaction Fee	10%	4.9%	2.9%
Allow 'Free' Members	No	Yes	Yes
Allow Free Membership Trials	No	Yes	Yes
Allow Mass Email to Members	No	Yes	Yes

Changing Your Membership Sites Plan

You can upgrade or downgrade your EverWeb Membership Sites plan at any time if your requirements change. To change your plan:

1. Go to your EverWeb Client Area.
2. Once logged in, select Services-> My Services.
3. From the list of services displayed, go to your Membership Sites service.
4. Click on the down arrow to the right of the Spanner icon.
5. Choose the 'Manage Product' menu option.
6. Next choose the 'Upgrade/Downgrade' option from the 'Action' section on the left hand side of the screen,
7. Change your plan as desired.

Downloading Membership Sites Widgets

When you purchase EverWeb Membership Sites, you will be able to download and use the widgets that have been specially designed for use in building your membership site.

EverWeb Membership Sites Overview

There are two main components of EverWeb Membership Sites:

The Membership Sites frontend is where you create the pages of your site for your membership site in EverWeb. When you purchase the Membership Sites you will receive a set of specially designed widgets to use to develop your website's membership site pages. The widgets are easy to use and help guide you to develop all the pages that you need to create a successful membership site in EverWeb.

The backend of the Membership Sites is where you perform the setup, management and maintenance tasks of your Membership Sites. The backend is located in your EverWeb Client Area.

Membership Sites Configuration

All of your Membership Site's administration tasks will be performed in the Membership Sites section of your EverWeb Client Area. Here you will setup, configure and manage all of your membership sites and their memberships.

Setting Up & Managing Your Membership Site

Once you have purchased your Membership Sites license, you can set up the backend features of your Membership Site. Use the following steps to access your Membership Sites backend:

1. Start by logging in to your EverWeb [Client Area](#) if you are not already logged in.
2. To access your Membership Sites services, click on Services-> My Services. To the right of your Membership Sites license is a spanner icon. Click on the down arrow to the right of the spanner icon and select the Membership Sites feature you want to directly access.
3. Alternatively, go to the Membership Sites section in the left hand column of your Client Area overview page.
4. Click on the 'Manage All' link to access your Membership Site's backend features.
5. From the dropdown select the Membership Site that you want to manage then click on the 'Edit Membership Page' button to access all of your membership site's backend features.

The following is a summary of each of the features that are available once you have accessed your Membership Site's backend features:

Figure 17.2: EverWeb Membership Sites Setup Screen

Setup

Click on the Setup link on the left hand side of the page under the Membership Sites heading to display the Membership Site Setup screen (Figure 17.2).

The Setup screen is where you enter your Membership Site's details e.g. your first and last name (as Membership Site Administrator), the name of the Membership Site and the domain it is linked to. You can also set the Time Zone, date and time format.

Set the default currency that you want to use for payments in the Currency field.

Important Note: Once you have set the currency and saved your settings, you will not be able to change the currency.

Use the Language field to specify the language that any error messages will be displayed in. You can choose from English, Dutch, French, German, Italian, Norwegian, Portuguese, Spanish and Swedish.

As Membership Site Administrator, you may want to keep track of events that occur in your Membership Site. EverWeb can alert you to:

- Receive Sign Up Notifications
- Receive Payment Failed Notifications
- Receive Payment Success Notifications and
- Receive Cancelled Membership Notifications

You can select to receive notifications to the email address that you enter in to the 'CC system emails here' field. Once you have entered the email address you want to use, check the box(es) to the left of the notification(s) that you want to receive. Click the 'Save' button when finished.

The Setup screen is also where you set up your Payments Provider. Make sure you have a Stripe account before setting up your Membership Site so you can immediately link your Membership Site to your Payments Provider.

Name (Members)	Internal Code	Price	Tax	Payment Schedule	Active	Trial period	Options
Free Content (1)	FOC	0,00 €	0,00 €	free	ACTIVE	no trial	EDIT DELETE
Platinum (0)	PLATINUM	10,00 €	0,00 €	monthly	ACTIVE	5 days	EDIT DELETE
Gold (1)	GOLD	0,00 €	0,00 €	free	ACTIVE	no trial	EDIT DELETE

[+ Create New](#)

Figure 17.3: EverWeb Membership Sites Membership Levels Screen

Membership Levels

Use the Membership Levels screen (Figure 17.3) to add, manage and delete the Membership Levels of your Membership Site. All EverWeb Membership Sites Plans allow you to create paid for Membership Levels.

If you have an EverWeb Membership Sites Plus, or Membership Deluxe, Plan you can also create free and trial membership levels.

The Payment Schedule for Membership Levels can be either free, one time, weekly, monthly, quarterly or yearly. Again, this may vary depending on your Membership Sites Plan level.

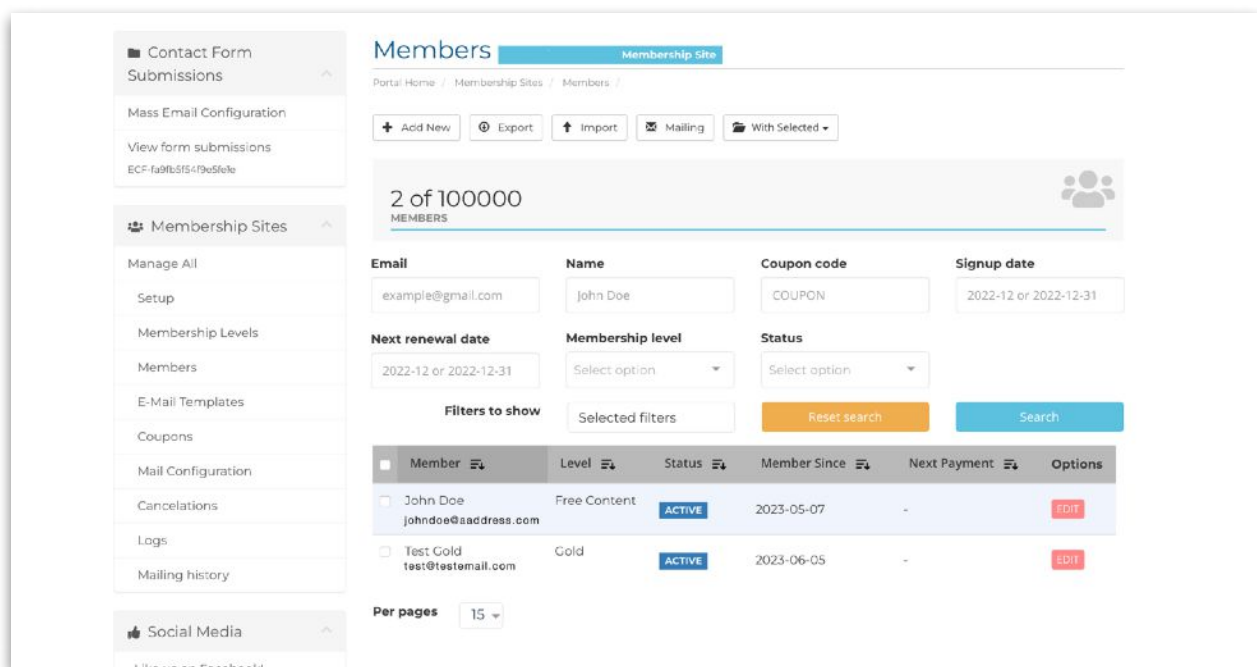


Figure 17.4: EverWeb Membership Sites Members Screen

Members

Use the Members screen to create and manage your membership. When new members join your Membership Site, or if you manually add members to your Membership Site, each new member will be required to verify the email address they entered for their membership account.

Adding Members to Your Membership Site

You can easily add members yourself to your Membership Site by clicking on the 'Add New' button. Enter the details of the new member (see Figure 17.4), their membership level, payment and address details.

In addition you can also add Payment System, Coupons and VAT numbers to the new member.

Click on the 'Save' button when finished or click on the 'Back' button to discard your changes.

Exporting Membership Lists

You can directly export out your membership list by clicking on the 'Export' button. This will export your list of members out in a .CSV file format.

Importing Membership Lists

You can import membership lists from a CSV file in to your Membership Site. Click on the 'Import' button then follow the prompts to complete the import.

Mailing

The Mailing feature is available if you have an EverWeb Membership Sites Plus, or Deluxe, plan.

To use the mass mailing feature, you can either mail your whole membership or filter the members you want to email using the Search boxes below your membership statistics.

Once you have the list of members you want to email, click on the Checkbox button to the left of the 'Members' column. This will select all of the members you want to email and will activate the 'Mailing' button. To continue with the mailing, click on the Mailing button and follow the instructions to complete your membership mailing.

Filtering Your Membership Data

You can filter your membership using the Search boxes listed below your membership statistics.. Click in the 'Filters to Show' dropdown menu box to select which filters you would like displayed.

Use the 'Search' button to filter your membership based on your search criteria and use the 'Reset Search' button to clear any filters used.

Finally, you can use this page to suspend or enable members.

Editing Member Details

To edit the details of a member, click on the 'Edit' button to the right of the member's name. In addition to being able to edit the members data, you can also suspend the member, set the member to pending, cancel the member's account or delete their account.

E-Mail Templates

E-Mail Templates allow you to create standard email responses to your members. Each Membership Site comes with the following standard responses:

- WELCOME: Welcome to your membership site email.
- VALIDATION: New members must validate the email they used when applying for membership.
- PAYMENT_FAILED: Your membership payment was not approved.
- PAYMENT_APPROVED: Your membership payment was approved.
- FORGOT_PASSWORD: Use this email to help members recover their forgotten Membership password.
- RENEWAL_REMINDER: Your account is about to be renewed.
- AUTH_CONFIRMATION: Your login attempt must be verified.
- CANCEL_CONFIRMATION: The membership has been cancelled.

Each E-Mail Template can be customized to suit your needs. Just click on the 'Edit' button to the right of the email template to open the email editor. You can add a variety of different fields to your customized response email.

All the membership tags are also available which will help you personalize these emails to each subscriber. For example, you can use the FIRST NAME tag and the member's first name will be used in these emails.

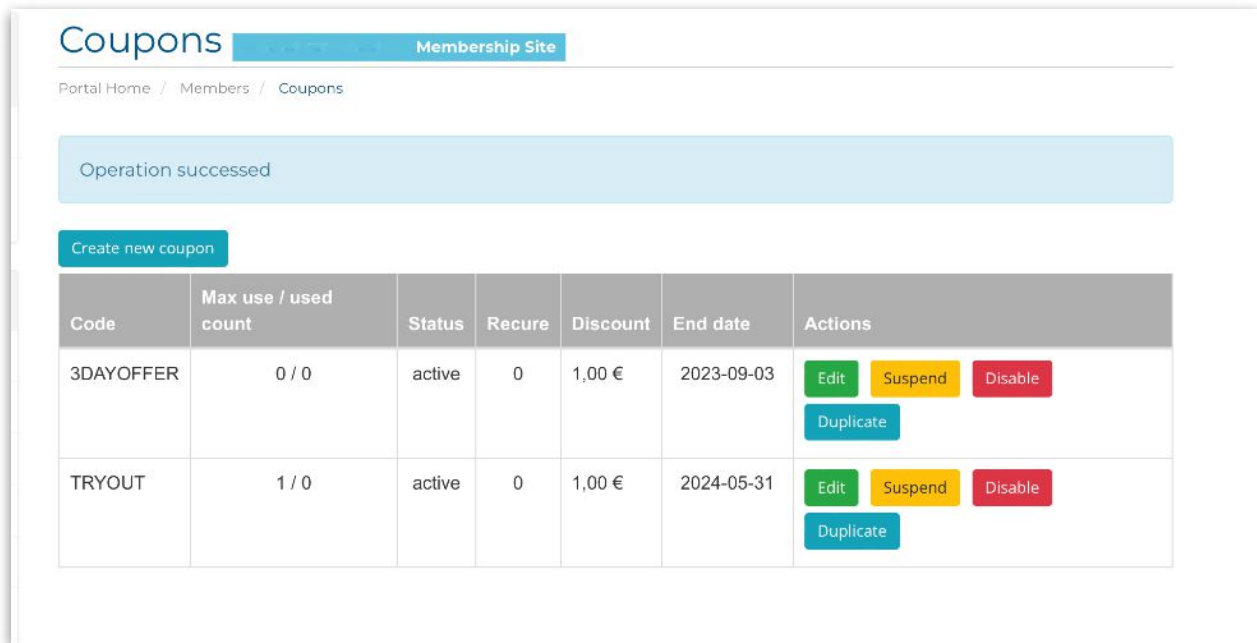


Figure 17.5: EverWeb Membership Sites Coupons Screen

Coupons

You can offer your members coupons that can be applied as discounts in your Membership Site, for example, for a membership purchase, The coupon can be applied at checkout time.

Use the 'Create New Coupon' button to add a new coupon that can be applied to your Membership Site. Click in the Membership Levels dropdown box to select one, or more, membership levels that the coupon applies to. Click outside the dropdown menu to exit the Membership Levels.

Remember to add a Coupon Note explaining the purpose of the coupon otherwise you will not be able to save the Coupon.

Once created, a coupon can be edited, duplicated disabled or suspended from the Coupons screen.

Mail Configuration

Use this option to define the mechanism through which emails to your membership will be sent. There are three options to choose from:

- API
- Amazon
- SMTP

Cancellations

You can view your membership cancellations directly from the Cancellations page.

Logs

The Logs screen shows you all the activity of your Membership Sites so you have an audit trail of any sign ins, sign outs, payments, profile changes errors etc... Above the log are Search boxes for you to filter the logs to more easily find the information you are looking for.

Mailing History

The mailing history shows you a list of the mass emailings that you have sent out and some statistics such as how many times the email was opened.

Creating Your Membership Site in EverWeb

After setting up your configuration details in the Membership Sites area of your EverWeb Client Area, you can begin to build out your membership site in EverWeb itself.

When creating your membership site's pages in EverWeb, it is recommended that you first create a directory page within which you will create your membership site pages. This approach will make it easier for you to build and maintain your membership site's pages as well as making it easier to manage your EverWeb Project as a whole. We will use this approach in this manual.

Alternatively, you may want to create a completely new EverWeb Project that is dedicated just to your membership site and link it back to the main site.

Installing Membership Sites Widgets

When you purchase EverWeb Membership Sites you will receive an email with links to download Membership Sites widgets. You will use these widgets to create your membership site.

Once you have downloaded the Membership Sites widgets pack, drag and drop the folder containing the widgets on top of the widgets in the Widgets tab in EverWeb. A new folder containing the Membership Sites widgets will be created.

You can also double click the Install file to automatically install the full list of Widgets.

In addition to helping you build your membership site, the Membership Sites widgets also link back to your Membership Client Area backend.

EverWeb Membership Sites Widgets

Membership Sites widgets help you create the features that your membership site will need. As with all of EverWeb's widgets, to use a Membership Sites widget simply drag and drop the widget you want to use on to the page.

When you add a Membership Sites widget to a page, some instructions may also appear in the Editor Window on how to use the widget.

Common Widget Features

Most Membership Sites widgets share the following common features:

Membership Site: Use the dropdown menu to add your Membership Sites license to the widget. If you have more than one membership site licence, you can choose the appropriate license to use for the website you are working on.

Membership Site Settings...: Most of the Membership Sites widgets include the 'Membership Site Settings' button. Click on the button to assign pages in your membership site to specific functions.

When you click on the Membership Sites Settings... button a dialog box will appear. Assign the appropriate membership site pages to their corresponding functions.

You can assign the following pages to the your membership site:

- Login Page
- Sign Up Page
- Payment Page
- Default Logged In Page and
- Change Password Page
- Email Validation Page

Optionally, you can also assign the following pages to your membership site:

- Account Suspended
- Access Denied
- Account Cancelled

If you choose not to add any optional pages EverWeb will use pre-defined messages instead.

When finished press 'OK' to save your settings. The changes will then be applied to all of the widgets that use the Membership Site Settings... button in their Widget Settings.

Below is a description of all of the EverWeb Membership Sites widgets:

Membership Change Password Widget

The Membership Change Password widget allows you to adjust the text and fonts used in the widget. There is also an option that takes the member to a success page once the password has been successfully changed. If the member enters an invalid password, this will be flagged for correction automatically when they press the Submit button.

Membership Login Form Widget

The Membership Login Form widget allows your members to login to your Membership Site. Use the Login Success dropdown menu to choose a page informing your member that login has been successful. The widget also offers reCAPTCHA verification to help stop bots from trying to access the membership site. There are also options to include 'Sign Up' link and 'Forgot Password' links. The links used for these two options can be found by clicking on the 'Membership Site Settings...' button.

Membership Payment Form Widget

The Membership Payment Form widget is used for the customer's payment details. You can choose to have automatic payments activated. When the payment has been made, you can redirect your customer to a payment 'Success Page'.

Membership Email Verification Widget

This widget adds a simple, customizable button to your page that when clicked upon sends an email to the member to validate their email address. The widget includes options for styling the button's appearance.

Membership Profile Form Widget

The Membership Profile Form widget is where a new member will add in their details including Membership Level, Account Status and Payment Details. When a member updates their details successfully you can redirect them to a profile update Success Page.

Membership Sign Up Form Widget

This widget provides a contact form in which potential members sign up for your membership site. The form includes all the basic fields needed for someone to sign up. Optionally, you can require First and/or Last Name and you can also include a coupon field.

Membership Sign Out Button Widget

Use this widget to add a 'Sign Out' button to pages in your Membership Site. The button has a Sign Out Link field which can be used to take the member to another page in your site.

Creating Your Membership Sites Pages

Before you start to create the pages of your membership site in EverWeb, we recommend creating a directory page in which to add your membership site's pages.

We also recommend that you build your pages in the order listed below.

Membership Site Pages List

When building out your Membership Site you will need to create a minimum number of membership site pages in your website. This is necessary so that your membership site can function properly.

Below is a list of the essential pages that you will need to include in your membership site. Note that the page names used are not obligatory for you to use.

Optional pages that you can include in your membership site are listed with an asterisk (*) after their page name.

- Sign Up Page (Uses the Membership Signup Form widget)
- Sign Up Successful Page* (Linked to from the Membership Signup Form widget)
- Email Validation Page* (Uses Membership Email Verification widget)
- Membership Payment Page (Uses the Membership Payment Form widget)
- Membership Payment Successful Page* (Linked to from the Membership Payment Form widget)
- Login Page (Uses the Membership Login Form widget)
- Login Successful Page* (Linked to from the Membership Login Form widget)

- Profile Page (Uses the Membership Profile Form widget)
- Profile Change Success Page* (Linked to from the Membership Profile Form widget)
- Terms of Service Page* (Linked to from the Membership Signup Form widget)
- Change Password Page (Uses the Membership Change Password widget)
- Change Password Successful Page* (Linked to from the Membership Change Password widget)
- Account Suspended Page* (Linked to in the Membership Site Settings... button)
- Account Canceled Page* (Linked to in the Membership Site Settings... button)
- Access Denied Page* (Linked to in the Membership Site Settings... button)
- Contact Us Page* (Optional if you do not want to use your website's general Contact Us page)
- Content Pages* (For each Membership Level)

Linking Membership Site Pages to Membership Levels

After creating your membership site's [membership levels](#) in the EverWeb Client Area, you can apply them to your membership site's pages in EverWeb itself.

In this way your members will only be able to access the pages that their membership level entitles them to.

You can easily define the level of access to your membership site's pages in the Password Protection section of the Page Settings tab in the Inspector Window (see Figure 17.6).

Start by selecting the page that you want to apply one, or more, Membership Levels to e.g. a membership site page that has free content that is available for all members. Click on the Page Settings tab in the Inspector Window if it is not already selected.

If the Password Protection section is closed, click on the triangle symbol to the left of the section to open the section. There are two buttons available: 'Memberships' and 'Simple Password'. By default, the 'Memberships' button is selected. If 'Simple Password' is currently selected, simply click on the 'Memberships' button.

Below the Memberships button is a dropdown menu that lists your Membership Sites licenses. Initially the dropdown displays 'No Selection'. Click in the dropdown menu and select the Membership Sites license that you want to use.

Once you have selected your Membership Sites license, the Membership Levels that apply to your Membership Site will be displayed. Checkmark all of the levels that you want to apply to the page. For example, in Figure 17.6 you can see that all Membership Levels have been checked as the page offers free content to all its members. If the page was for Gold level members, only the Gold and Premium Membership Levels would be checked. If the page was for Premium level members, only the Premium Membership Level would be checked.

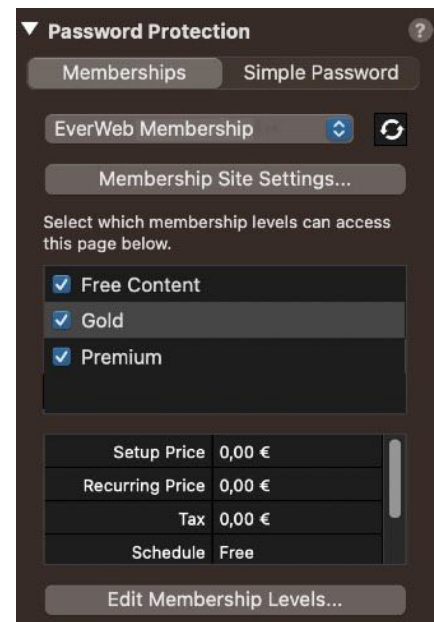


Figure 17.6: EverWeb Membership Levels in the Password Protection Section of the Page Settings tab.

Additional Features

Membership Level Details

If you want more details about what is available for each Membership Level, just click on the Membership Level name you are interested in. In the box below the Membership Levels you will see the Membership Level's Setup Price, Recurring Price, Tax, and Schedule fields displayed.

Refresh Button

To the right of the currently selected Membership Site license is a refresh button (two half circular arrows). If you have made changes to your Membership Levels in the Client Area, you can use this button to refresh the Membership Levels list and Membership Level details.

Membership Sites Settings... Button

You can access your [Membership Site Settings...](#) using this button which is also available in most of the Membership Sites widgets.

Edit Membership Levels...

Click on the Edit Membership Levels... button to access your EverWeb Client Area where you can modify your Membership Site's Membership Levels.

Publishing Your Membership Site

After you have built your Membership Site, publish to test its features and functionality.