



EverWeb User Manual

What is EverWeb?	5
EverWeb Standalone Vs. EverWeb + Hosting	6
<i>EverWeb Standalone</i>	6
<i>EverWeb + Hosting - starting at \$99.95 USD/year</i>	6
<i>Purchasing EverWeb</i>	6
The Projects Window	7
The User Interface	8
Positioning Objects in EverWeb's Design Canvas	9
Starting A New Site & Adding Pages	11
Adding Subpages For Drop Down Menus	12
Master Templates	15
<i>Creating a Master Template</i>	15
<i>Using Master Templates</i>	15
The Web Page List	17
Introduction To EverWeb's Toolbar	18
Inspector Window	20
Page Settings	20
<i>Page Details</i>	20
<i>Page Layout</i>	21
<i>Page Background & Browser Background</i>	22
<i>Mobile Settings - Creating mobile optimized pages</i>	23

<i>Header/Footer Code</i>	24
<i>Password Protection</i>	24
<i>Redirects</i>	24
<i>Assets</i>	26
<i>Media Browser</i>	27
Shape Options	28
<i>All About Shapes & Images</i>	28
Metrics	31
<i>Positioning Objects</i>	31
<i>Allow Free Dragging</i>	32
<i>Fixed Positioned Objects</i>	32
<i>Full Width Objects</i>	33
<i>Distributing Objects</i>	33
All About Text	34
<i>Modifying Fonts & Styles</i>	35
<i>Important Note About Fonts on Your Website</i>	35
<i>Using Google Fonts With EverWeb</i>	36
Hyperlinking Objects	37
<i>Linking to PDF file's or other Files for Download</i>	38
The Publish Window	38
<i>How To Publish A Site In EverWeb</i>	38
<i>Head and Footer Code</i>	40
<i>Adding Google Analytics</i>	40
<i>EverWeb Hosting Account</i>	40

<i>Setting Up Personalized Email Addresses</i>	42
<i>404 Not Found Page</i>	43
<i>FTP Publishing</i>	43
Widgets	44
<i>Navigation Menu</i>	44
<i>RSS Feed</i>	44
<i>Contact Form</i>	45
<i>Facebook Like</i>	45
<i>Google Maps</i>	45
<i>Google Plus</i>	45
<i>HTML Snippet</i>	46
<i>Image Slider</i>	46
<i>PayPal e-Commerce Widget</i>	46
<i>Twitter Follow Me</i>	46
<i>YouTube Video</i>	46

What is EverWeb?

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. Widgets can be used to add E-commerce features, Google Maps, Contact Forms, Facebook Like buttons and more.

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

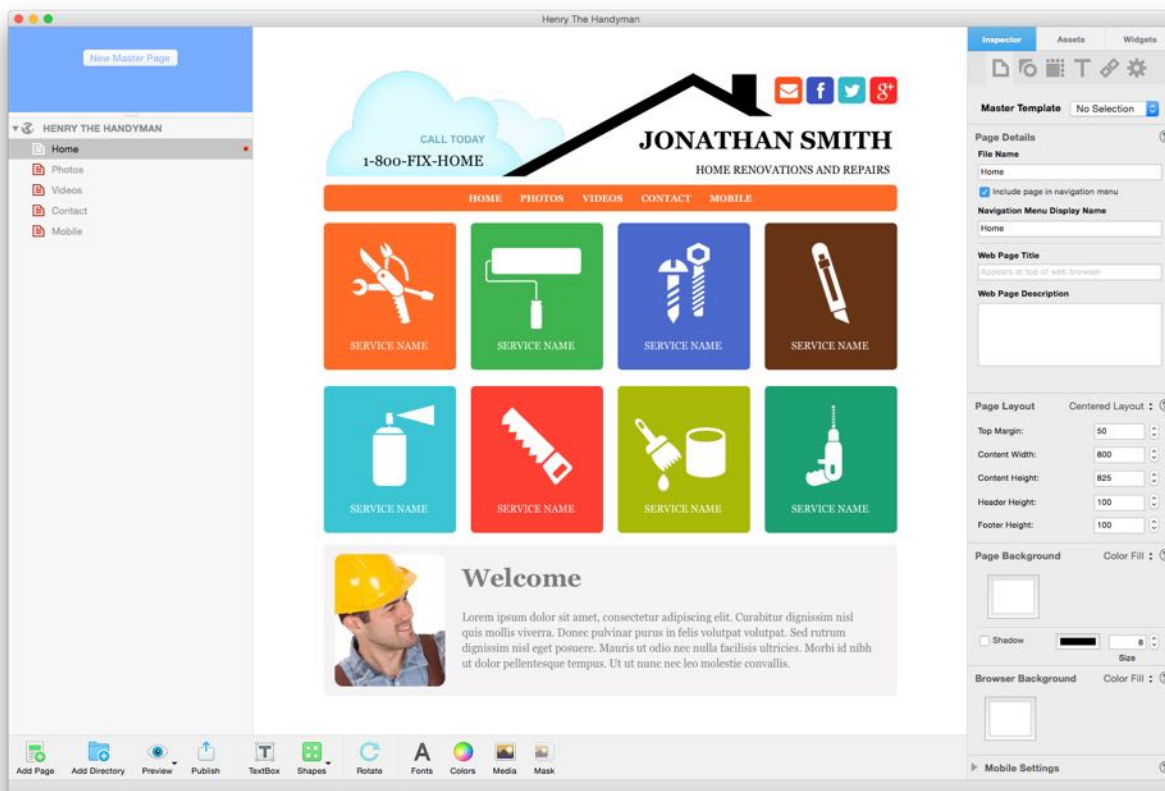


Figure 1: EverWeb's user interface. Clean, and simple, EverWeb makes it extremely easy for anyone to build a beautiful website.

EverWeb Standalone Vs. EverWeb + Hosting

EverWeb comes in two versions; EverWeb Standalone and EverWeb + Hosting. Please note, no matter which version you choose to buy **you will never lose access to the license you purchase**, even if you do not wish to renew your account. EverWeb is NOT a subscription service.

EverWeb Standalone

The EverWeb Standalone version comes with one year of upgrades and support. If you do not wish to purchase another year of upgrades or support, you can continue to use the version you purchased. You will never lose access to the software you purchased.

With this version you will have to purchase web hosting separately.

EverWeb Standalone costs \$79.95 per license.

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

The EverWeb + Hosting comes with the software, hosting and emails. In addition, it has a few more features including;

1. Password protection
2. 404 Not Found Pages
3. 301 redirects to redirect old web pages to your new EverWeb site and retain your search engine rankings
4. Free upgrades and support while you have an active account
5. You will not lose access to the software you purchased if you do not renew your account

The EverWeb + Hosting version will also let 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

You can quickly and easily purchase EverWeb by following the link below. Licenses are immediately delivered so there is no wait to getting your website online;

[Purchase an EverWeb License](#)

The Projects Window

The projects window will be the first thing you see each time you launch EverWeb (Figure 2).

The projects window consists of your EverWeb sites, and two buttons. One button for creating a new site, and another button to take you to the EverWeb video tutorials page.

Whenever you want to create a brand new site in EverWeb, you will click on the 'Create a new website' button.

If you do not have any saved projects in EverWeb, your recent projects list will be empty, but if you do have one or more saved projects, you will see them in this list. To open a saved project, simply double click on the project.

If you have a project that you want to delete, just select the project and press the Delete key on your keyboard. You can also click on the arrows next to the project name, and then select the Delete option.

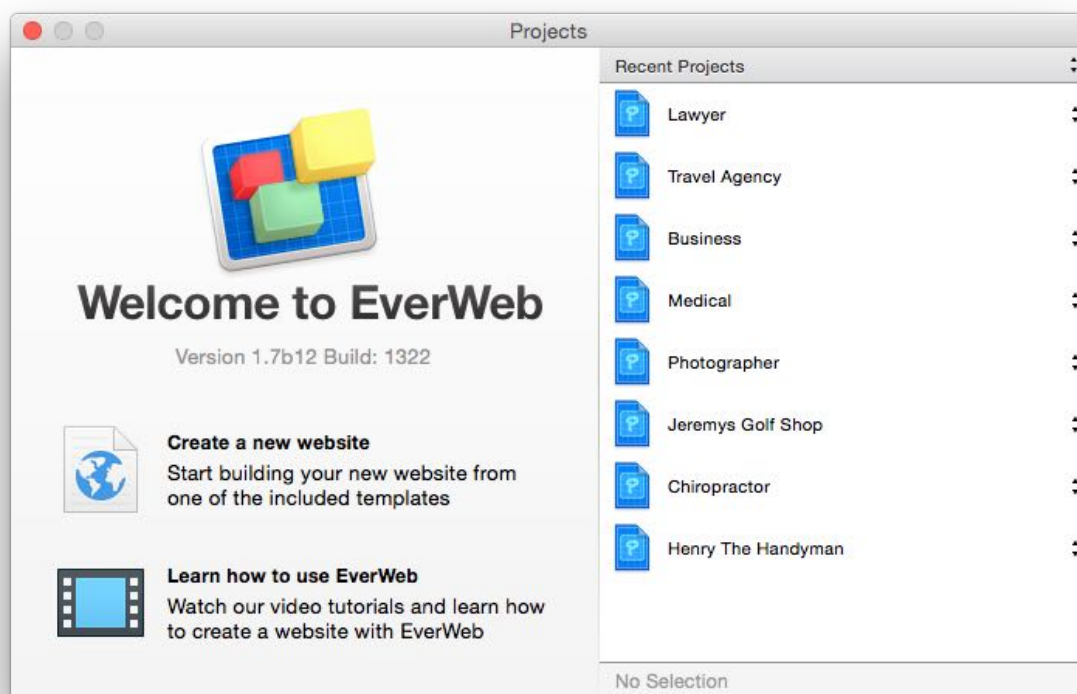


Figure 2: The Projects window can be accessed from the File menu->Projects. It lists your current websites and lets you create new website.

The User Interface

Before beginning to build your website, it is important to become familiar with EverWeb's user interface (Figure 3).

On the left hand side of the window (Figure 3 - Section A), is where all of your website's pages will appear. 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.

Tip: To rename a page, or your website name, select the page you want to rename and press the 'Return' key on your keyboard. Page names should only contain letters and numbers. Any spaces will be converted to a '-' when publishing.

On the bottom of the window, you will see the toolbar (Figure 3 - Section B) which allows you to do things such as add a new page, a shape, or a text box to name a few.

On the right hand side, you will see the Inspector window (Figure 3 - Section C) which has all of the features for modifying the elements on your website. We will talk about each of these features in more detail later on.

You also have the Assets section for managing all of your site's images.

Lastly, there is the Widgets section which contains all of the widgets for easily adding items to your website. We will also go over each of the widgets in more detail in later tutorials.

The main area of the window is the Design Canvas (Figure 3 - Section D) where you will be able to create or modify a website.

Tip: If you are using a computer with a small screen, you may want to hide the Inspector window to give you a bit more room for editing your site. To hide the Inspector window, just go to Window > Hide Inspector. You can also use the keyboard shortcut by pressing Command, Option and I.

Positioning Objects in EverWeb's Design Canvas

EverWeb is a drag and drop website builder which means you design your entire website by dragging and dropping content; text, images, shapes and widgets, within the Design Canvas.

EverWeb's design canvas is broken up into 3 sections. The header, the main content area, and the footer. Objects placed within the header and moved down, adjust the top position of objects placed within the main content area and footer. Likewise, objects added to the main content area will adjust the top position of the footer objects as they are moved down.

This allows you to design each section of your page while making sure enough room is provided for your header, content and footer and prevents you from having to re-arrange objects each time you want to modify these sections. This becomes extremely useful when using Master Pages as described in the next section.

To see the different section use the Window menu->Show Layout option. You'll notice now that the borders of each section are displayed. To explicitly adjust the height of each area go to the Inspector->Page Settings->Page Layout section. But remember as you add objects to each of these sections their height will be adjusted to accommodate these objects. So in essence, these settings in the Inspector set the minimum height for each section.

You can start by adding a Text Box or Shape from the Toolbar at the bottom. It will be created within the Content Area of EverWeb's Design Canvas. As you move the object around, you'll notice that the main content area's height is adjusted once you approach the bottom border.

If you want to move objects between sections, hold down the COMMAND key on your keyboard as you drag the object into another section. Let go of the COMMAND key and you'll notice the object is now 'trapped' 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. Now the object can be dragged anywhere on the Design Canvas without affecting the height of each section.

Remember when working with EverWeb's Design Canvas that;

1. It is split up into 3 sections, a header, content area and footer
2. Hold down the COMMAND key on your keyboard to move objects between sections

3. Set the minimum height of each section from the Inspector->Page Settings->Page Layout section

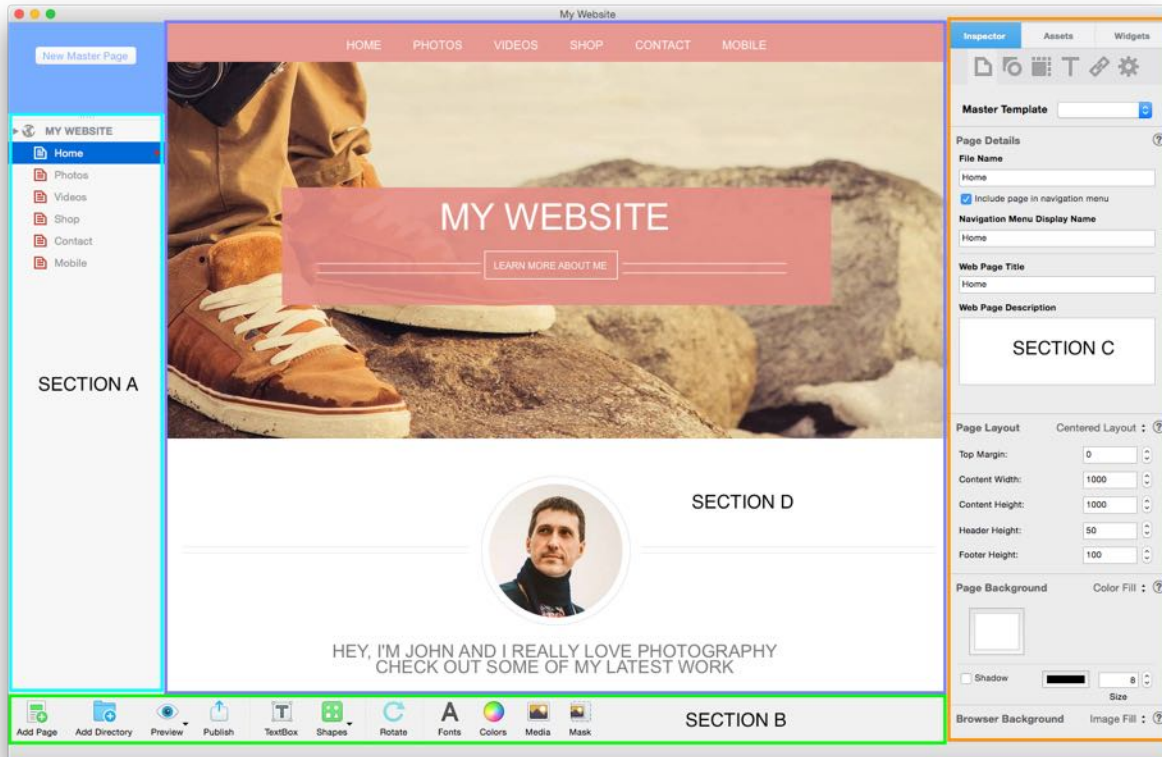


Figure 3: EverWeb's user interface consists of 4 main sections. Not pictured are the Assets and Widgets windows, which can be accessed by clicking on the tab labeled Assets and the tab labeled Widgets, respectively.

Starting A New Site & Adding Pages

You can begin a new website by clicking on the 'Create a new website' button which is located on the Projects Window (See Figure 1 above).

Doing so will prompt EverWeb's template selector to appear (Figure 4). Choose from one of the many templates in the template list on the left, and then select one of the pages for that template. Starting with one of the templates will make the most sense in most occasions. If you plan on building your site from scratch, you can use the Blank template. Highlight the page and click the 'Select' button.

You can also add more pages to your site by clicking on the 'Add Page' button in the bottom left corner, and selecting the new page that you want to add. The page will then appear in the page list on the left.

Alternatively, if you just want to add a page that looks identical to one of your pages, you can do a secondary click on the page name, and select 'Duplicate'. This is essentially copying and pasting an entire page. If most of your pages follow a similar design, consider using the Master Pages feature which is discussed in the next section.

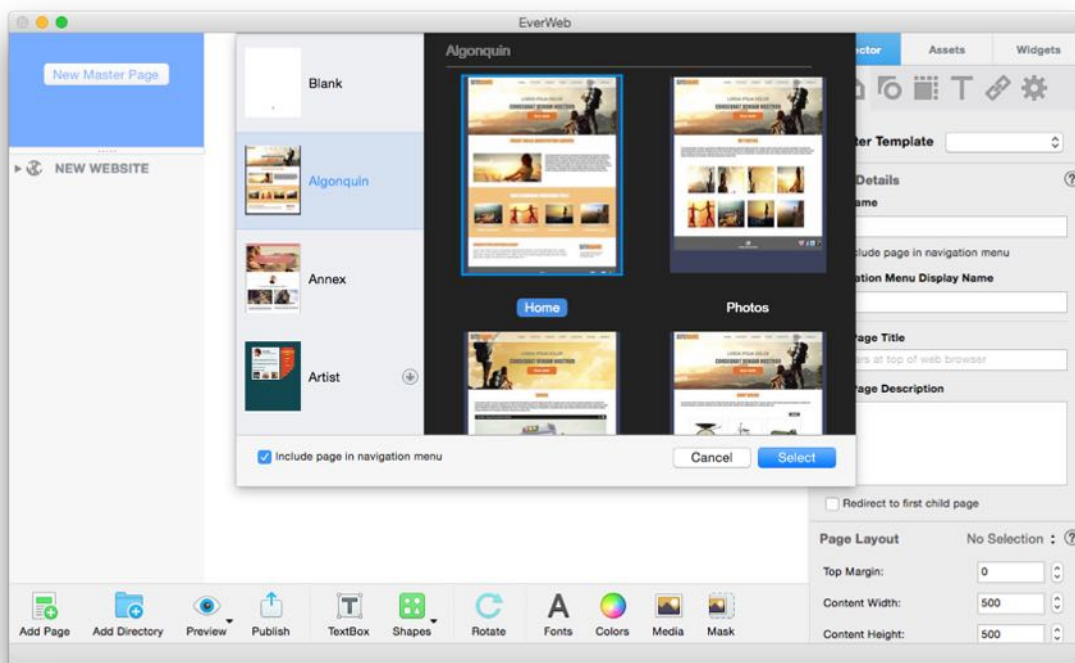


Figure 4: The template window is where you will select the page that you want to use for your site. Those building their sites from scratch should start with the Blank template.

Adding Subpages For Drop Down Menus

EverWeb comes with the ability for users to have directories. What this means is that a user can have a page that is within a child directory and include that page in your navigation menu in drop down form. To further describe directories, let's take a look at an example.

Assume Josh is a real estate agent and has houses for sale, and houses for rent. Josh might have two URLs for his website for each of the products that he offers. The two URLs might be

- 1) <http://www.joshsrealestate.com/forsale.html>
- 2) <http://www.joshsrealestate.com/forrent.html>

His navigation menu on his website might look something like this:

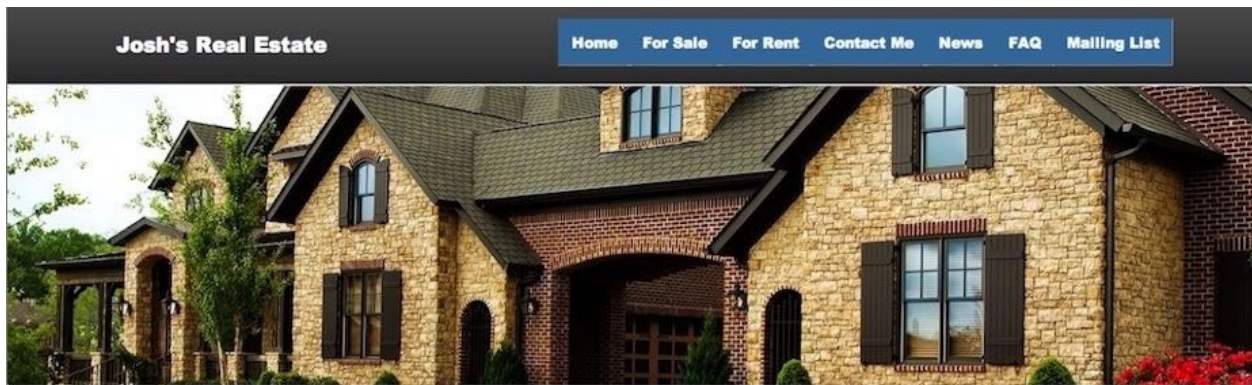


Figure 5: Navigation menu in EverWeb. Take note of the links for “For Sale” and “For Rent”

However, if Josh wanted to group these two items into one category, he can create a directory so that the URLs will be

- 1) <http://www.joshsrealestate.com/houses/forsale.html>
- 2) <http://www.joshsrealestate.com/houses/forrent.html>

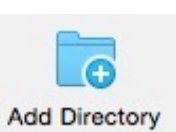
And his navigation menu might look something like this:

Figure 6: Drop-down navigation menu in EverWeb. The “For Sale” & “For Rent” links are now in a drop-down menu.



This is a good way to organize items on your site and keep your navigation menu clean and simple while still powerful enough for your visitors to navigate with ease.

Please note that whenever the navigation menu is mentioned, the Navigation Menu widget that is included in EverWeb is what is being referred to. The navigation menu widget will be discussed further, later on.



To add a directory, click on the ‘Add Directory’ button (bottom left corner in the toolbar). Select the template you want to use from the templates window. You will now see that you have a new page, but it will not have the normal page icon you are used to. Instead, the icon will look like a folder, or a directory. Remember, this is still a page on your site, so you will need to treat it like any other page.

Now, you can begin adding pages within this directory. Simply select the directory in the web page list, and click on the ‘Add Page’ button to add a new sub page. You will notice that this page is now beneath the directory, and slightly to the right.

If you hover your mouse over the parent page navigation menu link within EverWeb’s design area, you will see the drop down menu.

By default, your navigation menu label for each page will be the file name. Since file names can only have letters and numbers in them, EverWeb also provides the Navigation Display Name field which will override the file name in the navigation menu. This can be accessed from the Page Settings tab in the Inspector. You can add any label you want here and it will appear in the navigation menu.

The navigation menu contains a lot of customization options. This includes modifying the fonts, styles, background colors and more.

Fonts and styles can be changed from the Text Settings tab in the Inspector or the Fonts button in the Toolbar.

The background appearance can be changed from the Shape Settings tab in the Inspector. You can use any of the 'Fill' settings for the main level of the navigation menu.

To adjust the background colors of the drop down menu make sure your navigation menu is selected and go to the 'Widget Options' tab in the Inspector.

Master Templates

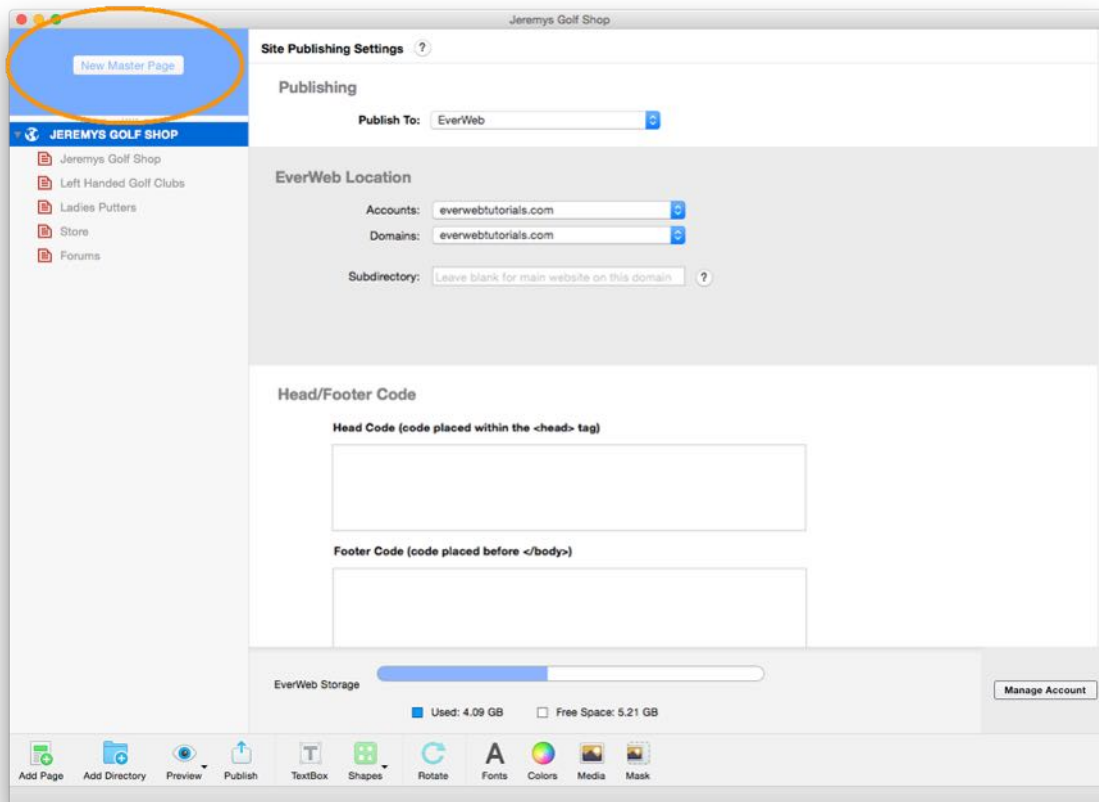
EverWeb supports Master Templates (master pages) which means that you can design your website once and have all your pages use that design. When you want to make a change to your design, simply edit your Master Template and all pages that use that Master Template will be automatically updated.

Creating a Master Template

To create a Master Template, drag the splitter bar at the top of your web page list down to reveal the Master Templates page list. Then click the New Master Page button to bring up the templates window, and add a page to use for your master page.

Creating a Master Template is just like creating a regular page. You can design it however you like, adding shapes, text or images.

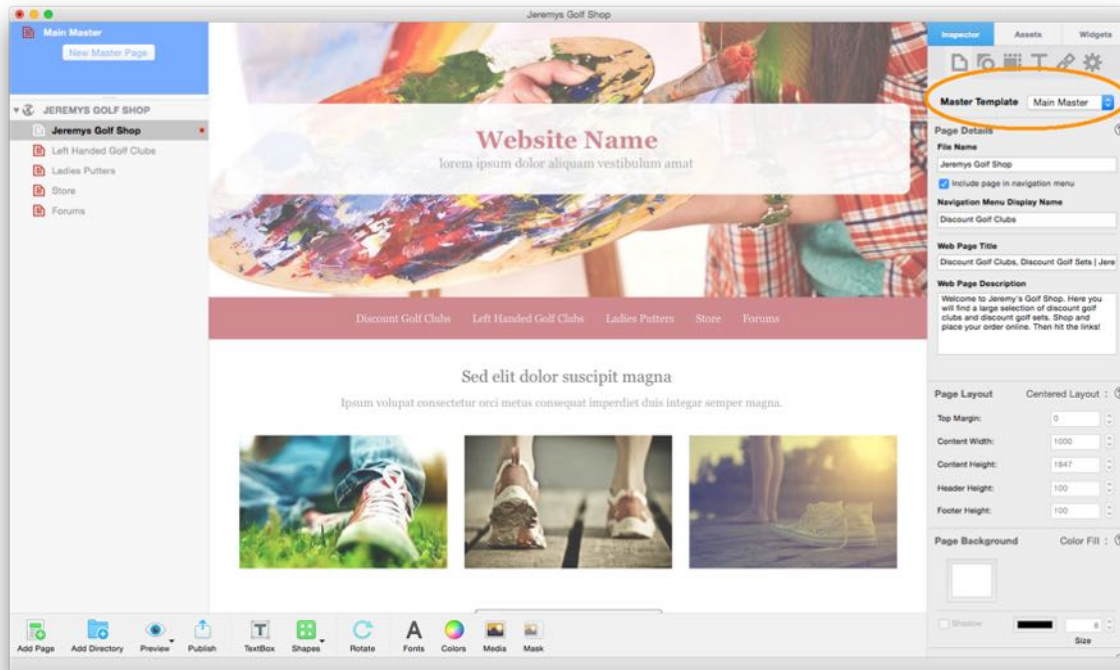
You can have as many Master Pages as you want. So for example you can create one for your desktop site and one for your mobile site.



Using Master Templates

Once you have created your Master Templates, you need to assign them to your actual web pages. To do this, select your page in the Web Page List. Then look to the

Inspector on the right and select the Master Template you want to use for that page as shown in the screenshot below;



The web page will now reflect the design of the master page. You can also add new shapes, text or images to the web page to enhance the design of individual pages.

Tip: Objects from the Master Template cannot be moved or altered from the child page. You will have to go back to the master template to make any changes to its design.

To quickly see which objects are part of the Master Template, and which are part of the web page you are working with, use the 'Show Layout' option under the Window menu. Master Template objects will have a small, black page icon next to them.

When working with Master Pages you will usually want to design the header and footer sections of your page and fill in the actual content on each individual page. In almost all cases, the content height will be different for each page.

For your master page, you will want to set a small content height under Inspector->Page Settings->Page Layout section. Then, on your actual pages, any content you add to them will push the height the content area down. That way, you can fit any amount of content in your actual pages.

You'll notice that you can't explicitly set the content height of each page that uses a Master Page. As noted above, as you add objects to the content area of your actual pages, the content area will expand to a longer size to accommodate them.

So when working with master pages, remember;

1. Set the content height to something small, such as 100 pixels. Basically the minimum height any of the actual pages will be that use this Master page. You can do this from the Inspector->Page Settings->Page Layout section.
2. Use your master page to design a common header/footer for each of your pages
3. You can have multiple master pages. For example one for desktop pages and one for mobile pages
4. You can't explicitly set the height of each section on the actual pages that use your master page. However, objects you add to each section will adjust the height as needed to accommodate them, allowing you to pages with dynamic heights while still sharing the same master page
5. Use the Window->Show Layout option in your menu bar to quickly see which objects come from your master page. They will have a small, black file icon in the top right corner. You must go back to the Master Page to adjust any of these objects.

The Web Page List

On the left hand side of the application, you will see your website name, with all of the web pages listed beneath it (Figure 7). Each page has an icon next to it. The icon will either be red or white. A *white icon* will mean that this page has not been modified since the last time you have published the site. A *red icon* will mean that this page has been modified since the last publish and will need to be published again in order for the changes to be reflected online. The same principle applies to the directory icons.

Remember, you can change the name of these pages by clicking on the Page Settings tab in the Inspector window, and then changing the name under File Name. Alternatively, you can double click on the page in the page list and edit the name. You can also change the Site name by double clicking on it.

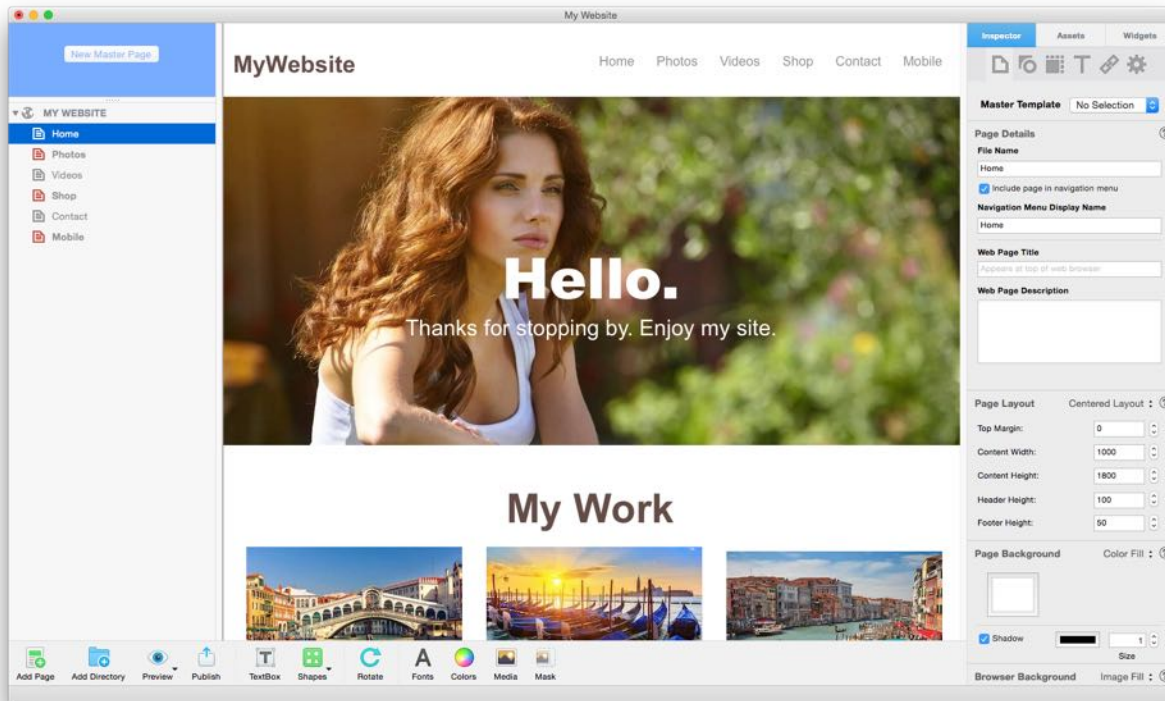


Figure 7: The page list located on the left hand side of the application. Red icons indicate a modified page, a grey icon indicates no modifications have been made.

Introduction To EverWeb's Toolbar

The toolbar (Figure 8) lets you do common actions such as add new pages, add new design shapes or text, change text fonts and more.

- **Add Page:** Opens the template chooser and lets you add a new page to your website based on a template or with a blank page
- **Add Directory:** Directories are folders that contain sub webpages. They are mostly useful for organizing your website and creating drop down navigation menus which are discussed in more detail later on.
- **Preview:** Preview your website in different web browsers.
- **Publish:** See the Publishing section in this Manual. This button will publish your website.
- **Text Box:** The button lets you add text to your website. Text can be formatted however you'd like and dragged anywhere on your website.

- **Shapes:** EverWeb comes with a number of Shapes built in to help you design your website. Shapes can be solid colors, gradients or images. See the Inspector-> 'Shape Options' for customization options
- **Rotate:** The Rotate button will rotate the select shapes by 90 degrees clockwise. Hold down the option key to rotate counter clockwise.
- **Fonts:** The Fonts button will open up the Font panel and let you modify the selected fonts of any selected text box.
- **Colors:** The Colors button will open your color selector and let you change the text color of any selected shapes
- **Media:** Allows you to access EverWeb's Media browser
- **Mask:** Allows you to quickly crop an image



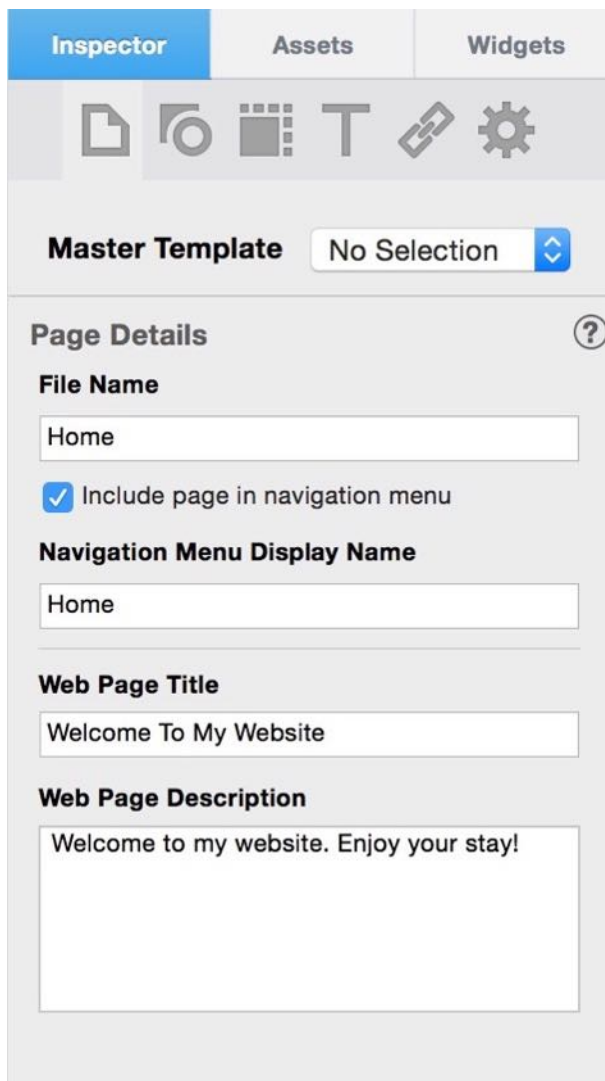
Inspector Window

Page Settings

Page Details

The first tab in the Inspector window is the Page Settings tab. Here is where we will make adjustments to the settings for each page on our site.

The first option on the page details tab (Figure 9) is for the File Name. The *File Name* is what you will see in your web browser's address field. Some users might name the file name after what the page is about, for example, Home, About Us, Contact Us, Services, Products, etc.

The image shows the 'Inspector' window in EverWeb, specifically the 'Page Details' tab. At the top, there are three tabs: 'Inspector' (selected), 'Assets', and 'Widgets'. Below the tabs is a toolbar with icons for a document, a camera, a grid, a text tool, a link, and a gear. The main area is titled 'Master Template' with a dropdown menu showing 'No Selection'. Below this is the 'Page Details' section, which includes a 'File Name' field with 'Home' entered, a checked checkbox for 'Include page in navigation menu', a 'Navigation Menu Display Name' field with 'Home' entered, a 'Web Page Title' field with 'Welcome To My Website' entered, and a 'Web Page Description' field with 'Welcome to my website. Enjoy your stay!' entered. A question mark icon is visible next to the 'Page Details' title.

You will notice that as you change the file name, the changes will also appear in the Web Page list. The File Name is one of the topics that we discuss in the [SEO For EverWeb Video Course](#), so if search engine optimization is important for your site, you may want to take a look at that tutorial before giving your page's file names.

The Navigation Menu Display Name is the text that will appear in your navigation menu should you decide to use EverWeb's built in navigation menu.

The navigation menu display name is another one of the elements to optimize for search engines so be sure to check out the navigation menu video tutorial in the [SEO For EverWeb Video Course](#).

We will be discussing the navigation menu in more detail in another tutorial. You have the option of including each page on your site in the navigation menu or not. By default, each page will be included in the navigation menu, however, if you do not want it to be, simply uncheck the "Include page in navigation menu" option.

Figure 9: The Page Detail section on the Page Settings tab.

The web page title will appear at the top of your page in the web browser. The Web Page Title is another element to optimize for search engines so make sure to watch that video for more extensive instructions on how to make a good page title. Web page title's should include what your page is about and not be more than 160 characters long.

The web page description allows you to add a description for each page. This description will often appear in search engines when your page appears in a search engine's results page. This is another element for search engine optimization so once again, be sure to watch that video in our [SEO For EverWeb video course](#).

Page Layout

The Page Layout section (Figure 10) is where you will define the specs of your page. First, you'll be able to choose from a *Left Aligned* page, a *Centered* page, and a *Dynamic Width* page.

The other page layout fields are for the boundaries for the website.

Specifying a value greater than zero in the top margin field will create a space between your website and the highest point of the browser window.

For example, if you add a shape to the page, and move it into the header all the way to the top, 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.

Page Layout	
Top Margin:	0
Content Width:	800
Content Height:	1000
Header Height:	100
Footer Height:	100

Figure 10: The Page Layout section on the Page Settings tab.

The content width will determine how wide you want your website to be. There is no set rule for how wide your website should be. However, you should consider that most users do not like to scroll horizontally and monitors may be smaller than yours. A good value to use is 980 pixels, but that is not a hard limit.

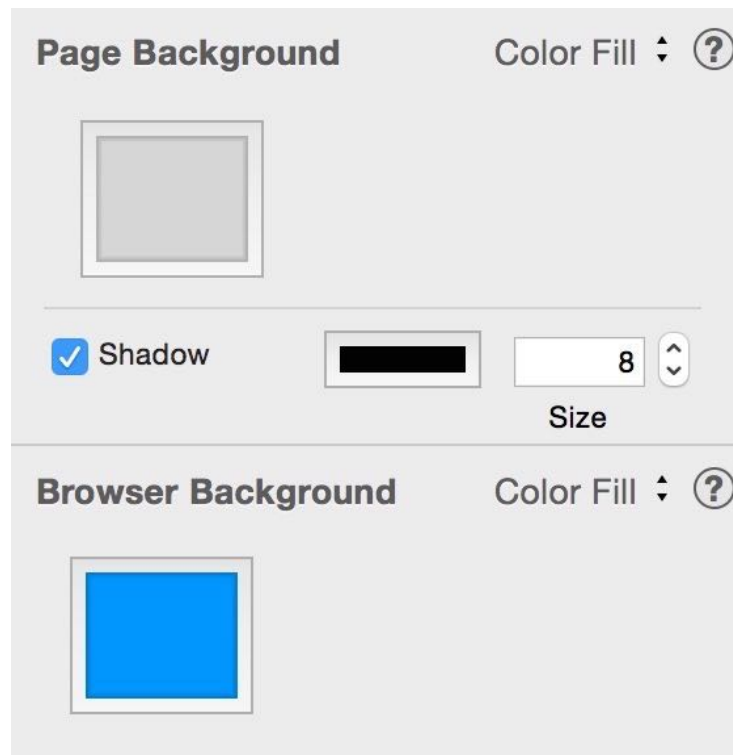
The content height will determine the minimum length of the web page's body. This value rarely needs to be changed because the height will automatically adjust based on where you place objects (such as text, shapes or images) on your page. For example, dragging an object down on your page will increase the height of it. Though you will not see the value increase in this field, your page height will still be as long as you make it by way of the objects on the page.

The header height will determine how long the header will be. Like the content height, this will also adjust automatically based on what you have in the header. If you want the header to be smaller than the default given on the page, you will need to decrease the value.

Finally, the footer height will determine the length of the footer. Like the header and content heights, the footer will also adjust automatically based on where you drag the objects, and you will also need to decrease the value if you want your footer height to be smaller.

Page Background & Browser Background

The page background is what will appear behind all of your content on your page (Figure 11). You can choose from four options. 'None' will just leave the background as white, 'Color Fill' will allow you to give the background one solid color, 'Gradient Fill' will allow you to use two colors that will transition smoothly, or 'Image Fill' which will allow you to have an image for the background.



As mentioned earlier, selecting *None* will set the page background to be solid white. *Color Fill* allows you to click on the color button which will prompt the color window to appear. You can make the background any color you want it to be.

Gradient Fill will allow you to choose two different colors and have them blend together. Each color can be chosen by clicking on the color button for each respective color. Once you have your two colors selected, you can modify the way you want the gradient to appear. For example, you can flip the order of two colors by clicking on the arrows.

Figure 11: The Page and Browser Background section on the Page Settings tab.

You can notice the page background changing when doing this. You can also choose the direction of the gradient. Toggling between the horizontal and vertical arrows will change the direction of the gradient from either horizontal or vertical. Alternatively, you

can manually change the direction by adjusting the angle with the toggle, or by clicking on the up and down arrows.

If you want to have an image for your background, you will need to choose the image from your list of Assets, or from your hard drive by selecting *Choose* to open the Finder window. Once your image has been set as the page background, you can either have it set to *Scale to Fit*, *Scale to Fill*, *Stretch*, *Original Size*, or *Tile*. The option you choose will depend on the image you want as your page background.

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.

You can also add a browser background to your site. The browser background is the background styling behind your content area. For the browser background, there are two options. You can choose *Color Fill* which will allow 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.

You can also choose to *Image Fill* the browser background. Again, you can select the image from your Assets list or choose to locate the image on your hard drive by pressing the 'Choose' button. When your browser background image has been set, you can leave it as *Tiled* or change it to *Original Size*. Again, the option you choose will be dependent on the image you have selected to use for your browser background.

Mobile Settings - Creating mobile optimized pages

EverWeb allows you to create a mobile version of your website. If you are using one of EverWeb's built in themes, just click on the 'Add Page' button, and select the theme you want to use, and then select the mobile page from that theme.

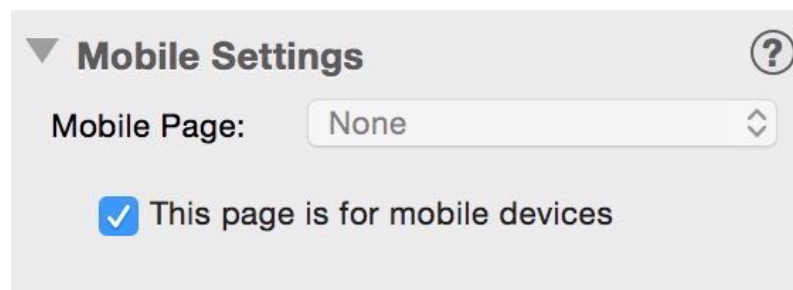


Figure 12: Mobile Settings

If you want to create your own mobile page, feel free to do so. Just make sure to set your page's content width to something mobile appropriate. All EverWeb mobile theme pages are set to a Content Width of 480 pixels. This fits nicely with iOS and most mobile devices.

When your mobile page is ready, you must now assign the Mobile page to one of your regular pages. When you do this, EverWeb will automatically show the Mobile page when a visitor comes from a Mobile device.

To set up your mobile redirect, select the page on your Web Page list that should redirect to a mobile page. Usually this will be your home, or default page. Then, on the Page Settings tab in the Inspector window, once again locate the Mobile Settings section (Figure 12) and from the Mobile Page drop down menu, select 'One of My Pages', and then select the mobile page from the 'Page' drop down menu.

If you have multiple pages for your mobile site, just repeat these steps on those pages.

When you publish your website, the mobile redirect will be enabled and you will be able to test this by visiting your website on your mobile device.

Header/Footer Code

The header and footer code sections allows you to place any type of code or script. Just like the rest of the settings on the Page tab, any code or script entered into either of these fields will be applied to the respective page only, and not the entire site. Any codes placed in the header code section will be placed within the <head> tag in your HTML code. Any codes placed in the footer code section will be placed right before the closing </body> tag.

This section is more of an advanced feature, and is optional, so if you are not sure what to put in these fields, then you most likely do not need to include anything.

Password Protection

EverWeb lets you easily password protect certain parts of your website. For example, you can use this to create a members only section on your site, or restrict access to certain individuals.

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, press the 'Add Directory' button in the Toolbar. Then press the 'Add' button under the 'Password Protection' section in the Page Settings tab.

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

Redirects

Redirects are a powerful but advanced feature. Say you have an existing website, such as an iWeb site that has been around for a while. 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 called 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. 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.

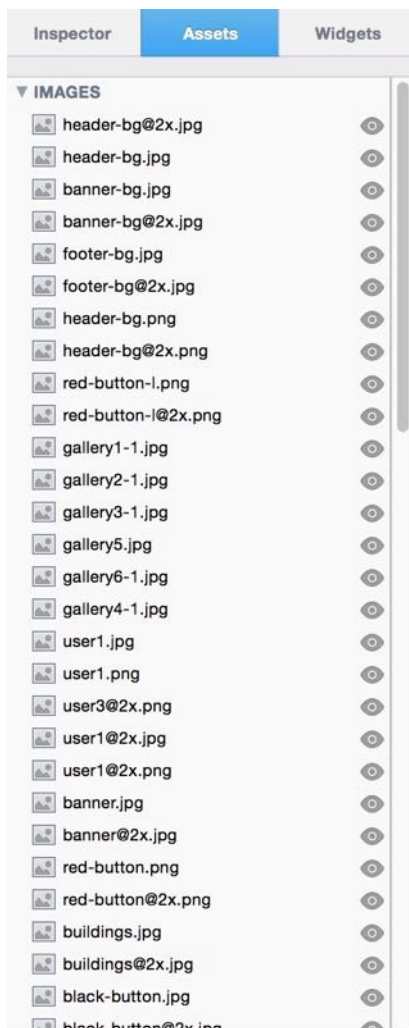
Remember, this feature is for *individual pages*. Each page on your old website should redirect to a unique page on your new EverWeb site. **DO NOT just enter your main website's URL for each page**. Every redirect page in EverWeb should have a unique URL.

Assets

If you want to add images to your website in EverWeb, there are many ways to do this. For example, you can drag the image from your desktop onto the editor. You can also drag the image from the Finder window onto the editor. You can also go to 'Insert' in the menu bar and select 'Choose' and then choose the image you want to add.

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

- 1) Add text box or shape to your page (any shape will do).
- 2) Click on the Shape tabs in the inspector window
- 3) Select Image Fill from the drop down menu.
- 4) Click the Choose drop down menu and select Choose which will open the Finder window, and then select the image that you want.



The same method can be applied for adding an image to the Page and Browser Backgrounds.

Any image added to the site will appear in the Assets section (Figure 13). You can add any image to this list by just dragging the image from your hard drive and dropping it in the assets list.

You can then add the image to any page on your site by dragging it from the Assets list and dropping it on the editor.

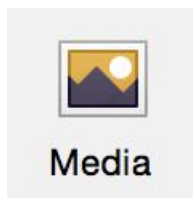
You can see a preview of the image by clicking on the eye icon which is to the right of the image in the assets list.

The great thing about the assets list is if you want to use the same image multiple times throughout your site, you do not need to keep adding the image to the site using the methods outlined earlier. When the image is added once, it remains in the assets list and you can access it no matter what page on your site you are currently on.

Figure 13: The Assets list.

Tip: If a shape is using an Image asset, when you select that shape in EverWeb's designer it will also be selected in the Assets list.

Media Browser



There is one other important, and powerful way of adding images to your site. If you click on the 'Media' button, EverWeb's media browser will appear (Figure 14).

You can now add images to your site from media locations on your hard drive such as iPhoto, and your Pictures folder. If you want, you can drag and drop additional folders onto the media browser so that you can access images from any folder on your hard drive.

Whenever you want to add an image from the media browser to your EverWeb site, simply drag and drop the image either on the editor or in the assets section.

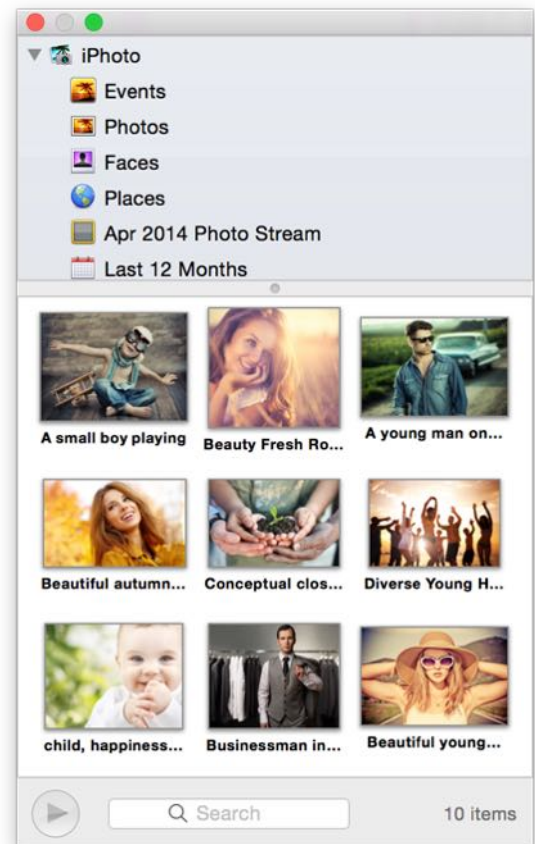


Figure 14: EverWeb's Media browser

Shape Options

All About Shapes & Images

You can add a shape to your website by clicking on the Shapes button in the toolbar, and then selecting the shape you want to use (Figure 15). Shapes can be made bigger, and moved around to your desired location.



The shapes tab in the inspector window is where you will be able to make modifications to your shape.

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* is how the shape will appear when no mouse cursor is over it. *Mouse Over* is how the shape will appear when the mouse cursor is hovering over it, and *Mouse Down* is how the shape will appear when the shape has been clicked on.

For the shapes appearance, you will have five options to choose from. *None*, will make the shape transparent. This is essentially what a text box is.

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

Color Fill will allow your shape to have a color. You can click on the color icon to change the color of the shape. *Gradient Fill* will allow the shape to be two different colors that will transition smoothly.

You can also choose *Advanced Gradient Fill*, which is similar to the Gradient Fill but is a more advanced feature that will allow you to include more than two colors.

Lastly, you can fill the shape with an image.

Shapes can also have a line stroke surrounding them. Simply select Line from the Stroke drop down menu (see Figure 17). You can choose between a solid line, a dashed line, and a dotted line. You can make the line any color you want it to be, and then can also choose the thickness of the line.

Figure 15: Shapes

The shape can also be placed into a picture frame. You can choose from many different picture frames by clicking on the picture frame

thumbnail (Figure 16). You can then modify the thickness of the picture frame by adjusting the scale.

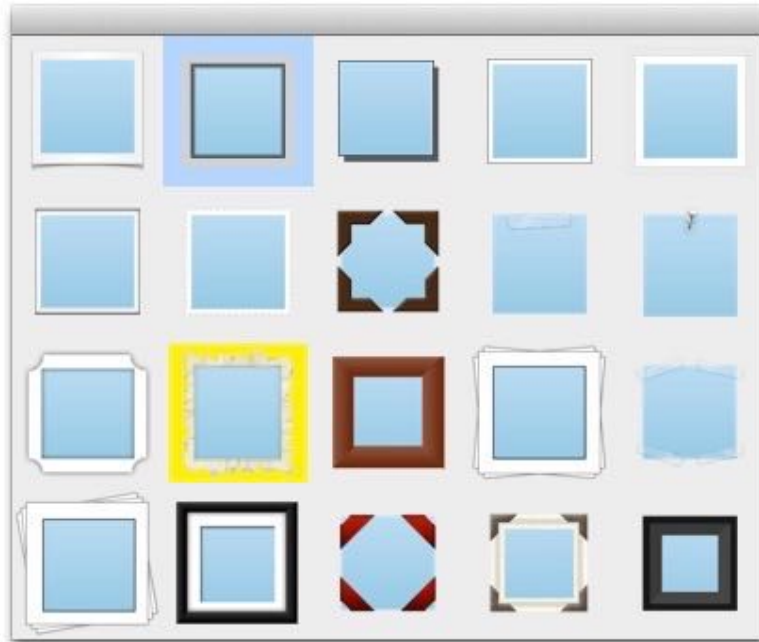


Figure 16: Picture frames can be added to any image, shape, or text box.

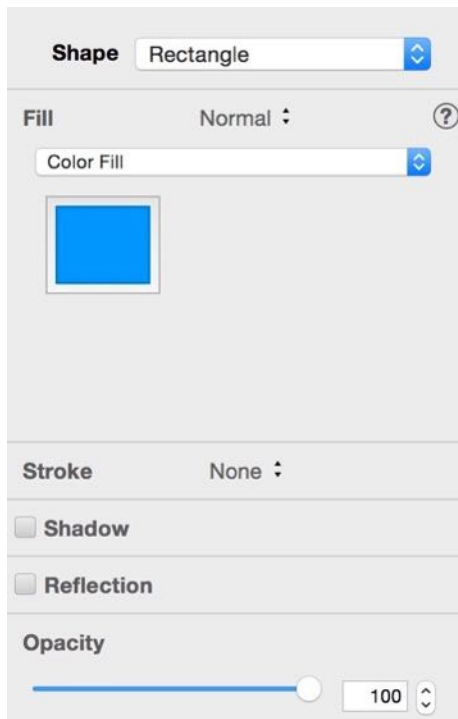


Figure 17: EverWeb Shape Options

You can also add a Shadow to your shape by clicking the Shadow option. You can then choose the color for the shadow, as well as the location of the shadow. You can then play around with the Offset, Blur, and Opacity until the shadow appears the way you want it to.

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

Finally, you can adjust the opacity of your shape, which works similar to the reflection. Just drag the slider from left to right or from right to left, or use the up and down arrows. You can also type the value in the text field.

Metrics

Positioning Objects

When building your website, it will be important to position your text, shapes, and images in the proper places that you want them to be. There are different ways to position these objects. Let's go over each of those ways.

Keep in mind that the object can be a text box, an image, or a shape. It doesn't matter. The same principles apply.

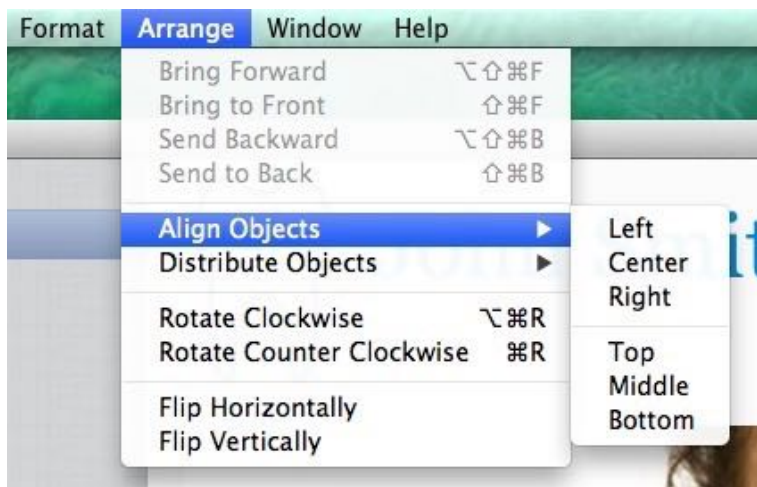


Figure 18: Object Alignment

Let's say you want an object to be centered on the page. Simply go to the menu bar, and select Arrange > Align Objects, and then select Center.

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 (Figure 18.)

Let's say you want to place the object in a specific location according to X and Y coordinates. Just click on the Metrics tab in the inspector window, and then you can modify the X and Y values under the position heading (Figure 19). This will move the objects to the specified coordinates. You will see that you can also click on the up and down arrows which will move the object as you are changing the values. This method can be especially helpful when you have multiple objects that you want lined up. Simply match the Y values for each object if you want them to be lined up horizontally, or the X values for each object if you want them lined up vertically.



Figure 19: The position of objects can be changed by altering their x and y coordinates.

Allow Free Dragging

You'll notice when dragging objects around the EverWeb design canvas that you may be prevented from dragging the objects out of the header, main content area or footer sections. 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 content area and the footer area down so that you don't always have to adjust your design each time you want to change your header.

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

The 'Allow free dragging' option tells a shape to ignore these boundaries and lets you drag it anywhere on the design canvas. The position of a 'free dragging' object does not affect any of the objects in any other section.

Tip: To move objects between sections, hold the command key as you drag them to another section. This will place them in the section you drop them into.

Fixed Positioned Objects

EverWeb lets you have fixed positioned elements which means that as you scroll your website, the position of the object is always the same. This lets you add features like a navigation bar that is always displayed at the top of the browser window, even as the page is scrolled.

Under the metric tab you'll see the 'Fixed position' checkbox and the 'Relative to browser left' option underneath it.

The 'Fixed position' option will make sure the object is always displayed exactly where you placed it on the design canvas as your page is scrolled vertically or horizontally. However, for a 'Centered Aligned' page, the default in EverWeb where your page content is always centered, 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. That lets you have the effect of a centered, fixed positioned object.

By selecting the 'Relative to browser left' option, the object won't adjust its left position as you resize your browser. Instead, it stays in the exact same position, no matter if you scroll or resize your browser.

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

Fixed position objects are great for navigation bars that should always appear for the user, even if they scroll their browser window. They are also great for including social media sharing buttons that you always want visible to your visitors.

Full Width Objects

If you want to have an object that dynamically resizes its width as you resize the browser window, full width objects will let you do this.

Under Inspector->Metrics you will see the 'Full width' option which does just that. When selecting, objects expand with the size of your browser.

Remember that not all objects can be full width. For example, the image gallery cannot yet be full width but the Image Slider can be. For objects that cannot be full width this setting will have no effect on them.

A full width navigation bar, or background object is a great example of when to use full width objects. They expand with the browser window to create a new affect for your visitors.

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 (Figure 20).

If the objects were placed vertically, you would do the same thing but select Vertically.

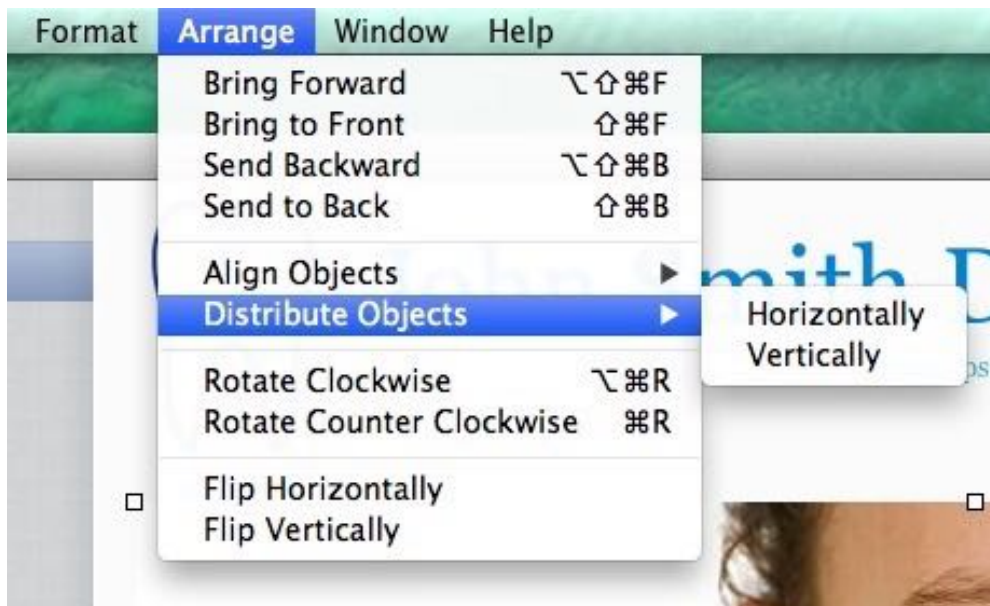


Figure 20: Multiple objects can be distributed evenly either horizontally or vertically.

All About Text



To add text to your website, simply click on the Text Box button, which is located in the toolbar. A text box will appear on the editor, and you can edit it by double clicking inside the text box. Alternatively, if you have text on the site already, which might be there from a template, you can also double click inside the box to edit the text.

There are two ways to edit your text. If you want to edit some of the text in the text box, highlight the text that you want to edit. If you want to edit all of the text in the text box, just select the text box on its own. If you want to change the font of your text click on the Fonts button, and then select the font you want to use. You, can also change the font size by adjusting the size using the scroll, or by typing in the font size.



You can also change the color of the text by clicking on the text color icon which will bring up the Colors window.

You can also change the text color by using the Colors shortcut located on the toolbar. You can also click on the Text tab in the Inspector window, and change the color by clicking on the color icon which will also bring up the Colors window (Figure 21).

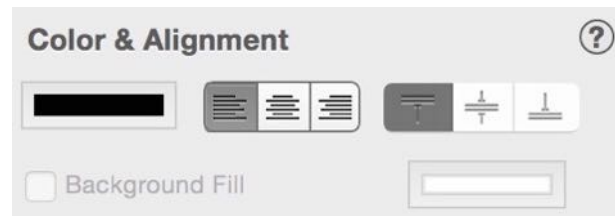


Figure 21: Modifying text color & alignment.

You can also align the text left, center or to the right. You can align the text to be at the top of the text box, the middle of the text box, or at the bottom of the text box.

If you want your text to have a colored background, you can select the Background Fill option, and then select the color image to change the color of the background.

You can alter the line space by adjusting 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.

You can also modify the Inset Margin value for the text box, so that you can control where in the text box your text will be placed. The Inset Margin will apply padding around your text and the enclosing text box.

Modifying Fonts & Styles

EverWeb makes it easy to work with different fonts and styles. To change the font, size, and styling of text you can use the 'Fonts' button in the toolbar at the bottom of the main window.

Important Note About Fonts on Your Website

Working with fonts online can get tricky because not all users will have the font you want to use installed on their computer. When someone visits your website on their computer and they do not have the font you used installed, their web browser will substitute the font for an alternative, closely matching font.

This can cause formatting issues for some users, especially if they are using a mobile device or an operating system that is different than yours.

The font issue is further complicated due to the fact that fonts can have various licensing terms that restrict you from using them on your website without purchasing the appropriate license or checking with the creator of the font. Even if you use your font on your computer, you may not be licensed to use it on your website.

There are four 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

The best and most recommended solutions include; using the Web Safe fonts from the Font Panel or using Google Fonts. EverWeb makes working with Google Fonts very easy and it is explained in more detail in the next section of this manual.

The other solution is to use the option labelled 'Export text as Image' under Inspector->Text Settings. For this to work you would select the Textbox you want to convert to an image and check the 'Export text as Image' option in the Inspector.

You must keep in mind that this option will prevent user's from being able to copy and paste the text and will prevent search engines from being able to 'read' the text that has been converted to an image. It is not recommended for text other than 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.

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 600 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](#) and 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](#). This is a third party tutorial with detailed instructions and screenshots on using Google Fonts on your EverWeb website.

Hyperlinking Objects

Linking any object in EverWeb is very easy to do. Simply select the object, and click on the Hyperlink tab in the inspector window (Figure 22). Check the box to enable as Hyperlink. You will then be able to select where you want to link the object to.

You can choose to link one of your website pages by selecting One of My Pages, and then choosing the page that you want to link to from the second drop down menu.

You can choose to link to an external page by typing in the URL you would like to link to. If you want the link to open in a new window when the user clicks on the link, select the option to Open in New Window.

You can choose to link to a file, which you can choose from on your hard drive.

You can also choose to link to an email message by entering the destination email address and subject. When a user clicks on the link, their default email client will open with the email address and subject already plugged in.

If you are linking text, you can edit the hyperlink format for that text. You can change the color for how the text will appear normally, how it will appear when the user hovers their cursor over the link, how it will appear if a user has visited the link before, and how it will appear if the link has been disabled. For each of these options, you can also specify whether you want the link to be underlined by clicking on the underlined 'U'.

The Additional Settings option provides a 'Nofollow link' option. 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. Such as in the obvious situation that you are linking to a competitor, or an example of something you may disagree with.

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 the '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, this 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.

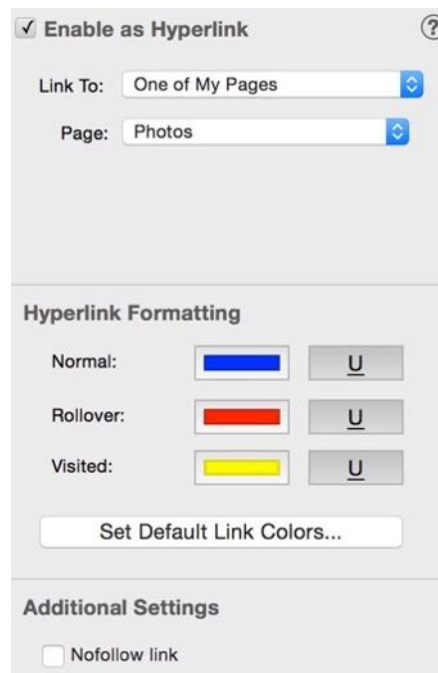


Figure 22: The hyperlinks tab.

Linking to PDF file's or other Files for Download

You can easily link to any file, including PDF files, for website visitors to download from the Hyperlinks tab.

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 anything including; PDF files, word documents, images etc...

They will appear under the 'External Files' section of the 'Assets' list. These files are copied into your projects folder and copied to your server when publishing your website. They will not be downloaded from your actual computer, rather they are downloaded from the copy that EverWeb has published to your website for you.

The Publish Window

How To Publish A Site In EverWeb

When you are ready to publish your website in EverWeb, you can click on the Publish button in the toolbar.

If this is your first time publishing in EverWeb, you will see a popup window appear. This window will indicate to you that you must sign into your EverWeb account in order to publish your website.

If you do not have an EverWeb account and wish to create one, you can do so by clicking on the *Create Account* button where you will be able to register for an account.

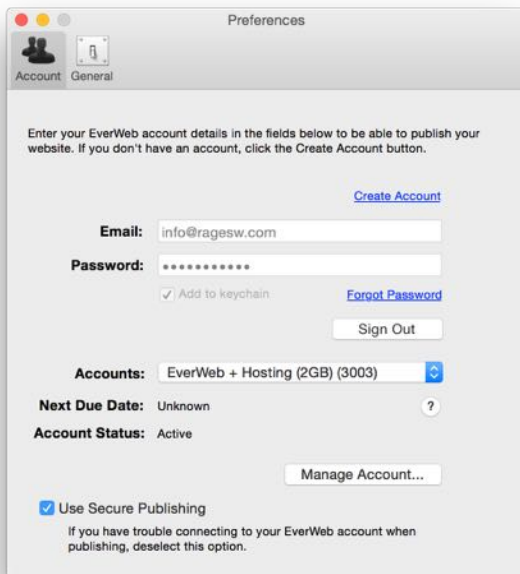


Figure 23: Login to your EverWeb account in order to publish your site.

If you have an EverWeb account, you can click on the Sign In button, which will bring up the Preferences window (Figure 23). 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 be signed in until you sign yourself out. This means that you will not need to enter your login information for any other website you wish to publish.

Once logged in, you can click on your website name to bring up the Publishing Settings. Under the Publishing heading, you can choose to publish to your EverWeb Hosting account, to a local folder or to a third party FTP server.

If you are publishing to EverWeb, you will see the *EverWeb Location* settings as shown in Figure 24.

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.

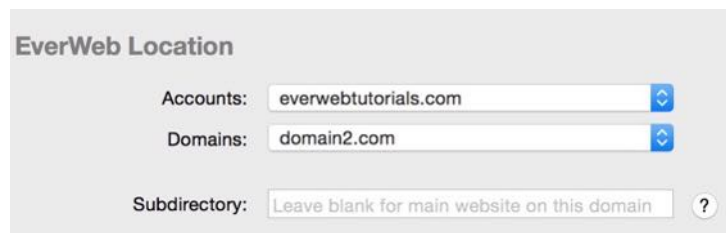


Figure 24: Users publishing to their EverWeb Hosting account with be able to select from their multiple accounts (if applicable) and

The Subdirectory field (Figure 25) allows you to publish your website to a different location on your server. This is mostly used for testing purposes. For this example,

entering the word 'temporary' would publish the site to <http://everwebtutorials.com/temporary>, rather than just at <http://everwebtutorials.com>. The current website published at <http://everwebtutorials.com> would not be overwritten.

If you want to publish your site without the Subdirectory, you will just need to leave the Subdirectory field blank.

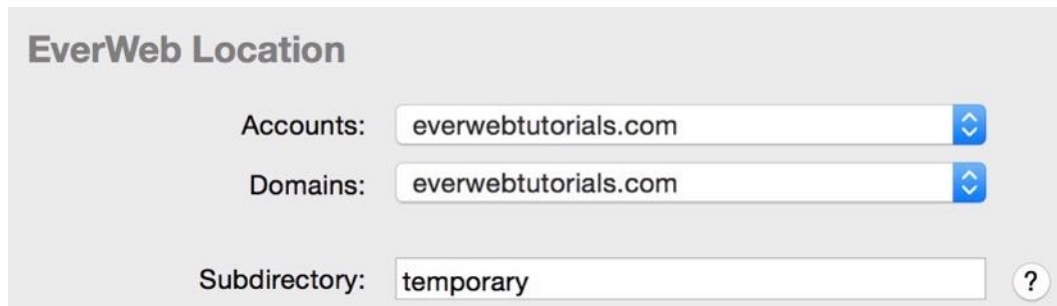
The image shows a settings panel titled "EverWeb Location". It contains three input fields. The first field is labeled "Accounts:" and contains the text "everwebtutorials.com". The second field is labeled "Domains:" and also contains "everwebtutorials.com". The third field is labeled "Subdirectory:" and contains the text "temporary". To the right of the "Subdirectory:" field is a small circular icon containing a question mark.

Figure 25: The Subdirectory field allows users to publish their website to brand new directories on their servers. This is especially helpful when a user wants to publish to a temporary location for testing purposes without overwriting an existing website.



When you are ready, click on the Publish button in the toolbar, and EverWeb will publish your website.

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 Account

If you don't yet have an EverWeb account [create your account 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' header 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.

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.

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 are emails that will use your domain name in them.

To setup an email address to be associated with your domain name, scroll to the bottom of the Publishing Settings Screen. In the Email Addresses section (Figure 26), click on the Add button. In the popup window, type in your desired email 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.

Type in your desired password and then retype it to confirm. When you are done, click on the Create button.

You should now see your email address in the list.

If you wish to configure your email address in Apple's Mail application, select the email address from the list and then click on the Configure in Mail button.

You will then see a popup window letting you know that incoming and outgoing email settings were successfully setup. Press the OK button.

Now, open up Mail, and you will see that your email address has been added.

Tip When you click on the Send Email button, you might see a Verify Certificate popup appear. You can either click on the Connect button to continue, or click on the Show Certificate button, and then check the option to Always trust the server when connecting your email. This is perfectly safe to do and we recommend it.

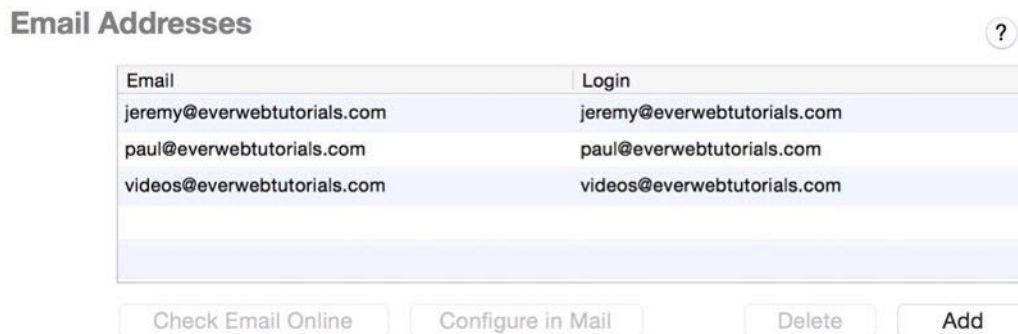


Figure 26: Setup personal email addresses in EverWeb.

404 Not Found Page

A 404 Not Found Page lets you assign a page that should be shown if a visitor to your website tries to access a page that doesn't exist. This usually happens if they have an outdated link, mistype a page on your site, or you update your site and remove an existing page.

FTP Publishing

EverWeb lets you publish your site to any web hosting provide with the FTP Publishing option. Your FTP publishing settings can only be obtained from your web hosting provider.

Please pay special attention to the username and password field. Often times you will have an Account login and an FTP login. Your Account login will let you login to your web hosting provider's website to access billing and account details. In contrast, your FTP login details are what is needed in EverWeb's publishing settings screen.

Often times users confuse these two logins which results in authentication errors when trying to publish.

The other field to pay close attention to is your Directory/Path field. This will be the directory path to the location that stores your web page files. It can differ between web hosting providers and only your actual web host provider will know the correct path to enter here. If you aren't sure what to put in this field, make sure to double check with your web hosting provider. A wrong file path can cause your website to be published to the wrong location and no accessible via your web browser.

Widgets

Navigation Menu



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

Tip: If you do not want one or more of your pages included in the navigation menu, make sure to disable the 'Include in navigation menu' option while on the page. This option is found on the Inspector area, on the Page Settings tab, and under the Page Details section.

You can modify the settings of your navigation menu on the 'Widget Settings' tab in the Inspector. On this tab, you will be able to change the navigation menu's alignment, padding, spacing, and minimum width. You can also change background color and the mouse over color for the submenu. Please note that this feature is only applicable to those who are utilizing EverWeb's drop down menus.

If you would like to change the font type and font size of the text, you can do so the way you normally would, which is by clicking on the Fonts button in the toolbar and making your changes.

If you would like to change the color of the text, including the Rollover and Visited colors, you can do so on the Hyperlinks tab. You will be able to do this under the Hyperlink Formatting section, by clicking on the color icon next to the format option and selecting the color you would like. You can also select if you would like the links to be underlined.

RSS Feed



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.

Contact Form



To add a contact form to your website, you can drag and drop the Contact Form widget onto the editor. On the Widget Settings tab, it is very important to enter your email address in the Email Address field. 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 if you want to add different fields other than the default fields 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.

Facebook Like



If you or your business has 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 the URL for your Facebook page.

Google Maps



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.

Google Plus



To add a Google Plus button to your website, drag and drop the Google Plus widget onto the editor. On the Widget Settings tab, type in or paste the URL for the page that you want the Google Plus button to be associated with.

HTML Snippet



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

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

Image Slider



The image slider 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.

PayPal e-Commerce Widget



The Paypal e-commerce widget lets you add either Paypal Buy Now buttons or a fully featured Shopping Cart.

Twitter Follow Me



This widget allows you to add a 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.

YouTube Video



If you wish 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, clicked the Apply button. You can modify the size of the video to suit your needs.