WebSite Tonight®

An inside look at creating your Web presence with WebSite Tonight.

What am I going to learn from this guide?

Whether you have just completed the Getting Started Guide or already have your WebSite Tonight site fully developed, this guide will help you with some more detailed questions you may have.

WebSite Tonight puts all the tools you need to create a professional-looking site right at your fingertips. But with that power, you may need to use some restraint to avoid creating a site that doesn't accomplish its objective.

You may wonder: how should I format my text? What font should I be using? How should I place that image on the screen? Why are my images loading slowly?

This guide will answer those questions and more. Grab some coffee and stretch out a bit, we're going to take you deep into site creation with WebSite Tonight. You'll learn about:

- Content Organization

- Text Formatting

- Images

- Multimedia

- Navigation Menus

- Visitor Information

- Site Backups

Content Organization

Your site has great content. Giving your site a strong, easy-to-follow structure will make sure your visitors get the most out of it.
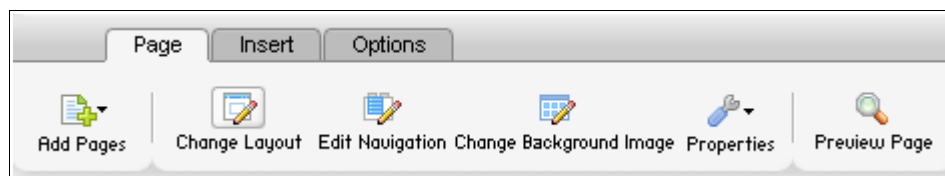
Layouts

Choosing the right layout can drastically improve your site's appearance.

The layout frames your content blocks. It's the area highlighted in blue in the Page Designer.

WebSite Tonight's default layout, Layout 1, provides a blank canvas for creating your content, but you may find that using columns organizes your ideas more efficiently.

To change your layout, go to the **Page** tab and click **Change Layout**.

Here's an example of switching from Layout 1 to Layout 5.

Layout 1

Layout 5

In this example layout 5 organizes the content in two columns. You can easily try different layouts until you find the best format for your site.

Tables

Using tables organize your site but doesn't require that you to change your page's layout. For example, a table of one row and two columns lets you place two images directly next to one another.

From the Page Designer, select the **Insert Tab** and click **Table**.

Rows and Columns
Specify how many cells comprise a table.

Width
Define the width of your table in pixels, percentage or by Ems.

Align
Align the content either centered, left-justified, or right-justified.

Border Thickness
Define the width in pixels that separate the table's cells.
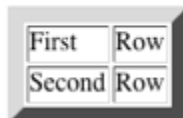
▶ TIP   Set Border Thickness to '0' to make a cell's borders invisible.

Cell Spacing
Create space between cells and the table's border.

Without cellspacing: With cellspacing:

First	Row
Second	Row

| First | Row |
| Second | Row |

Cell Padding
Create space between the content and the cell's border.

Without cellpadding: With cellpadding:

First	Row
Second	Row

| First | Row |
| Second | Row |

▶ TIP   Double-click a table to modify its settings.

Using Tables to Enhance Your Layout

Tables let you do things like set an image next to text without word wrapping (more on that later), or place multiple images side-by-side.

To demonstrate how cells are configured, the border thickness is set to "1" in the following examples. However, to make the borders invisible, set the border thickness to "0."

Here's an example of placing text next to an image without wordwrap:

Here's an example of placing images next to each other:

Text Formatting

Your visitors can navigate a well-formatted site more easily, so formatting your text is important. Here are some examples of good and bad text formatting:

Good	Bad
Headers	Large blocks of text
Consistent formatting	Numerous colors
Aligned Text	Creative spacing

▶ TIP

This is a serif font. Serif fonts have small embellishments on the characters, which help readers' eyes follow the text. The text used throughout most of this guide is a serif font.

This is a sans-serif font. It doesn't have the small embellishments. Sans serif fonts call attention to text because they take more effort to read.

Headers

Good	Bad
Bold styles	Multiple colors
Strong sans serif fonts	Long headers

By scanning your headers, visitors should easily find the information that interests them.

Headers work best as categories for information. In this section, "Headers," "Lists," and "Text" are examples of good headers.

Lists

Lists work like headers. They quickly convey points of information without requiring visitors to read long blocks of text. Instead of writing lengthy paragraphs, making a list of points can avoid clutter and streamline your site.

Once you create your list, highlight it and click the **Ordered List** or **Unordered List** icon from the Text Formatting Toolbar. Ordered lists display sequential numbers, while unordered lists display with bullets.

Ordered List

1. Value One
2. Value Two
3. Value Three

Unordered List

- Value One
- Value Two
- Value Three

Text

It seems obvious, but your site needs to be readable.

Good	Bad
Black text, white background. White text, black background.	Pale text, pale background. Dark text, dark background.
Plain, black text.	Coloring the font for the body of your site.

If poor text prevents visitors from getting your message, they may leave, never to return. Erring on the side of simplicity helps prevent confusing or deterring visitors. Don't be afraid of using plain black text.

You may notice that there are fewer fonts available in WebSite Tonight than in a word processor. WebSite Tonight only uses fonts supported across popular browsers and operating systems to minimize the chance of a visitor not being able to view your site's text.

Let's take a look at something that is difficult to navigate because of bad formatting.

Praesent sit amet elit ut lorem facilisis aliquam eu sit amet ante. Pellentesque dictum, mi quis tempus rutrum, enim leo adipiscing dolor, a cursus lectus arcu et diam. Integer congue condimentum augue, id varius dui dapibus et.

Fusce a enim urna, id blandit purus. Nunc commodo, lacus ac mollis malesuada, leo quam sagittis lorem, ut vehicula libero odio quis nunc.

Even though the text is nonsense, you can see how it's hard to visually navigate the information.

Here's an example of something well-formatted and simple to follow.

Lorem Ipsum Dolor

Consectetur adipiscing elit. Donec volutpat ligula non mi suscipit semper. Ut ac ipsum dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Aliquam adipiscing

Aliquam Adipiscing

Mauris blandit ullamcorper ipsum sit amet ultrices. Integer eu elit eget nibh ultrices tempor nec quis quam. Nulla facilisi.

Tempus Lorem

- Fusce imperdiet
- Molestie ullamcorper
- Nam posuere
- Pharetra sapien

Because the text is easily navigated, a reader isn't required to search intensely to find information that interests them.

Images

Your site's text conveys a message but images can help strengthen your statement. Let's go over working with images in WebSite Tonight. This lesson will help you create a more aesthetically pleasing and functional site.

Good	Bad
PNGs, JPGs	Animated GIFs
Professional-quality photos	Small images with too much detail
Images used sparingly for impact	Images that cause horizontal scroll in a browser
Wordwrap	Large files
Cropped images	Enlarging images past their native size

Tools Outside WebSite Tonight

You may have the right image for your site, but it may be too large or need to be cropped. There are many free pieces of image editing software that let you manipulate your images.

- Microsoft Paint

- Picasa

- Picnik

- Photobucket

- Flickr

One of the most common issues occurs with images taken from a digital camera—they're HUGE. WebSite Tonight can resize the image for display on your site. However, if a visitor downloads large files it can slow down the page. To avoid slowly loading pages and difficulty for visitors to your site, reduce image sizes before adding them to your site.

Image Library

WebSite Tonight comes with an extensive gallery of royalty-free images. When you go to **Insert** and click **Image**, you can search by keyword for images in the Image Library.

Edit Images

Although WebSite Tonight is not an image editor, it offers tools to manage your site's images.

Double-click an image to open the **Edit Image** menu which contains the Image Properties, Image Effects, and Image Text tabs.

Image Properties

Image Size
Manipulate the height and width of your image. Auto Fit is a good selection here because it reduces the size of your image to fit the maximum width the content block allows. If you want to use the Custom Size option,use Keep Image Proportions to prevent the image from becoming distorted.

Alt Text
Provide a description of the image for visually impaired visitors. It also gives search engines a way of

understanding your image which can be beneficial for your search engine ranking.

Borders and Padding
Create an area around an image which separates it from other text and images. A border's height and width are equal around the entire image. Unlike a border, padding lets you control its height and width and is invisible

Here's an example of a 10 pixel orange border:

Position Image
Enable or disable word wrap, so that the image doesn't fill the entire line but instead lets text wrap around it.

Padding images horizontally is a good idea if you plan on using word-wrap so that the images don't sit directly next to the image.

Here's an example of 10 pixel padding using an image with left-aligned positioning:

Image Effects
Modify the hue, saturation, and other elements of the image.

Image Text
Place text directly on an image. This works like the Page Designer in WebSite Tonight except that you place in the image in one of nine squares. Here's an example of placing a caption on an image.

Activity: Custom Buttons

While your site's navigation menu directs visitors around your site, you can also create navigation buttons in your site's content to help direct your visitors. By using the skills you learned over the last few pages, you can easily make buttons easily in WebSite Tonight.

1.   Click the block you want to edit. Blocks are outlined in blue.

2.   Go to the **Insert** tab, and then select **Image.**

3.   Search the Image Library for "button." Find an image you like, select it, and click **OK**.

4.   Double-click the button image.

5.   From the **Edit Image** menu, go to **Image Text** and type in the name of the button. Using "Page 2" works for this example.

6.   Click **OK**.

7.   Single-click on the image to select it.

8.   From the text formatting menu, click **Create Link.**

9.   Select **Page**, and then select the page you want to point to.

10.   Click **OK**.

If you want to make a series of buttons like this, place them next to each other by creating a table.

Here's an example of a series of buttons in a table.

If you don't want to keep the link, click on the image and press the delete or backspace key to remove it.

Multimedia
Including multimedia in your WebSite Tonight is a great way to engage visitors and convey your information.

Music and Video

The two most common types of media on Web pages are music and video.

Good	Bad
Videos that enhance content	Multiple videos per page
Voice recordings	Music that auto-starts

Go to the **Insert** tab, click **Media** and select the type of media you are inserting.

While you want visitors to see media on your site, auto-starting the file can cause issues and prevent them from viewing your site at all. A better practice is to place media in a prevalent area and call attention to it with heading tags or bold text.

Keep in mind that videos on your site are great, but they're most effective when used sparingly. Too many videos on a page can overwhelm a visitor or cause the page to load slowly.

Online Videos (YouTube, Yahoo Videos, etc.)

Many companies who host videos online provide scripting to display the video directly on your Web page. This way visitors never navigate away from your site. A great example is an embedded YouTube video, which this example shows, but all third party scripts are handled alike.

1. Get the embedding script from your third-party.
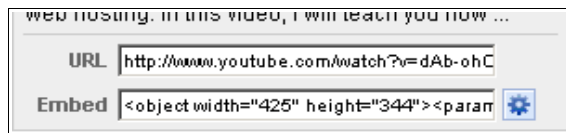
2. Access WebSite Tonight's Page Designer. Select the content block into which you want to place the media.

3. Click **Script** from the **Extras** menu in the **Insert** category.
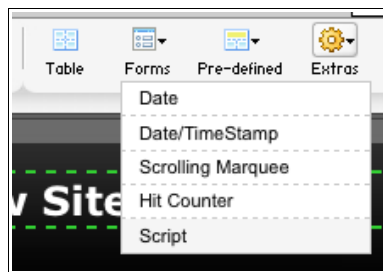
4. Insert the code from your provider and click **OK**.

WebSite Tonight represents scripts you've inserted as buttons in the Page Designer. You can double-click the **Script** button to edit the script, or click and drag the script to another location within the content block.
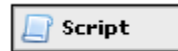
Navigation Menus

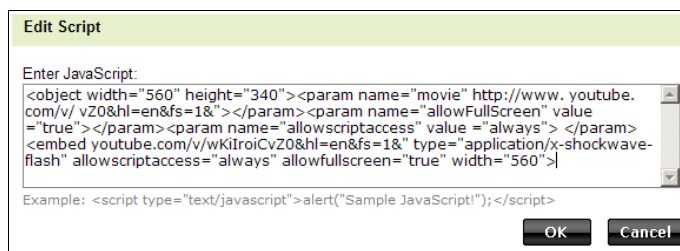Unless you have a single-page site, configuring your navigation menu is imperative for visitors to find all of your site's content. WebSite Tonight automatically creates a navigation menu for you, but you may want to edit or rearrange it.

Organize Site

Without a clear blueprint before you created your site, your pages may be in a strange order or you may have changed the name of a page.

From WebSite Tonight's home page, go to the **Manage** menu and click **Organize Site.**
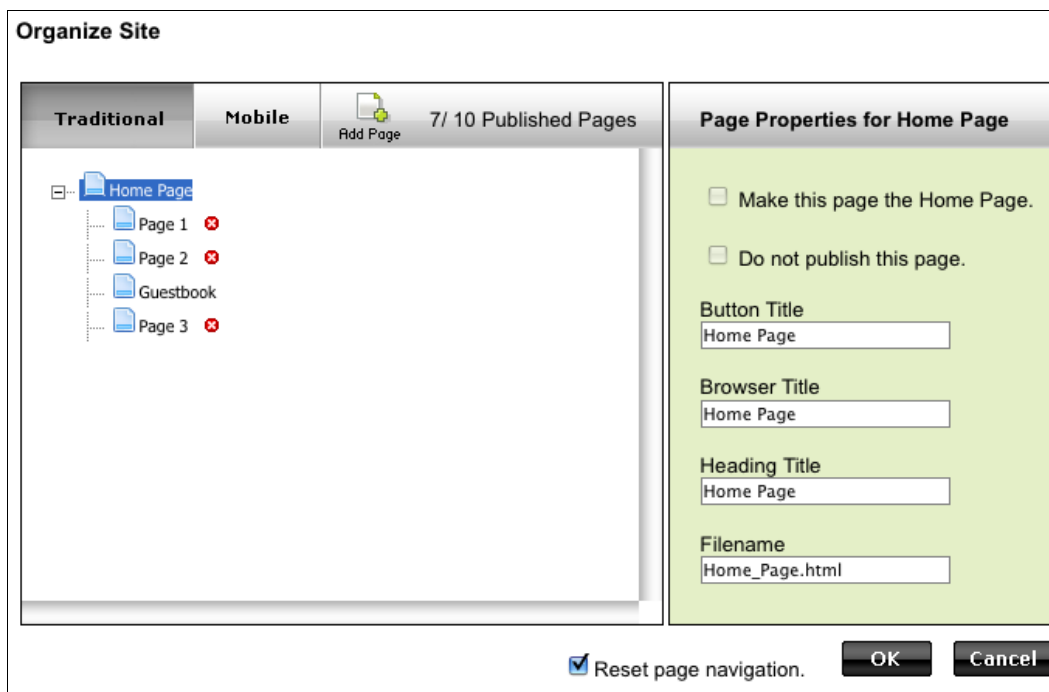
To organize the structure of your navigation menu, click and drag the page into the order you want them to appear in your navigation menu. Click the page's name to displays its properties in the right-hand pane.

Make this page the Home Page
Set the selected page as the first page visitors see when accessing your site. It also moves it to the top of the structure in the left-hand pane and makes it the most left-hand link in the navigation menu.

Do not publish this page
Remove the page from the navigation menu and prevents visitors from accessing it. The page is still available in WebSite Tonight to edit. This option is useful if you want to publish updates while you're developing other pages that aren't ready to be published.

Button Title
Label the navigation menu button.

Browser Title
Set the title of the page in the Web browser.

Heading Title
Identify which page a visitor is viewing in the white-bordered content block on each page.

Filename
Name the HTML file on your WebSite Tonight server. You would use this to provide direct links. For example, the Web site *coolexample.com* has a page with the file name *Page2.html*. The direct path to that page is *http://www.coolexample.com/Page2.html*.

▶ TIP   All four fields should be similar to help streamline your visitor's experience.

Click the delete icon (red 'X') next to the page name to delete it.

Edit Navigation

Each page's navigation may also be set independently from the **Page** tab in the Page Designer by clicking **Edit Navigation**.

You can change the structure of your site as you did in the Organize Site menu. Click the page name and drag it to the order you want it to display.

Add Navigation
Create links to different pages of your site or other URLS.

Apply navigation to all pages
Configure each page's navigation to work identically.

Subnavigation

On WebSite Tonight's navigation menu you can also make drop-down menus, referred to as subnavigation. By organizing your site with subnavigation, you can easily create navigation links as categories with more specific links beneath them.

In this example, Page 3 is set as subnavigation of Page 2.

1.   Click **Page 2** from the menu in the left-hand navigation.

2.   Click **Add Subnavigation**.

3.   On the right-hand navigation, choose the link type, its destination, and label its display name as you want it to show in the navigation menu.
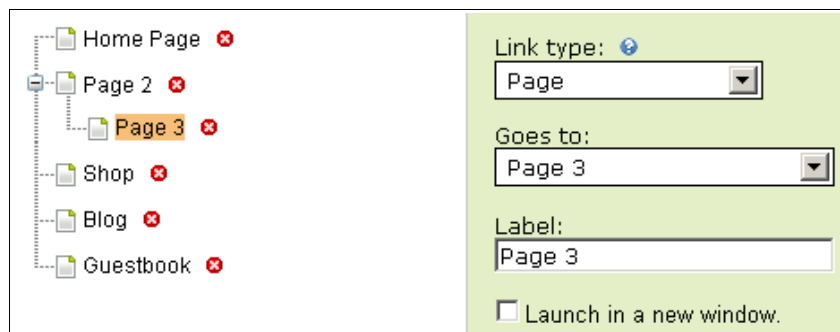
Anchors

Anchors create navigation links that go to defined areas of the same page. For example, a Web site may have a glossary , which could be navigated alphabetically by clicking a letter.

In this example, if a visitor to clicks on the first letter 'A,' in the alphabetical list, it opens the second letter 'A' that begins the list of definitions.
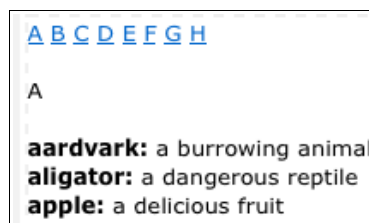
1. To create an anchor, click next to the area you want visitors to direct visitors, and then click **Create Anchor** from the Text Formatting Menu.
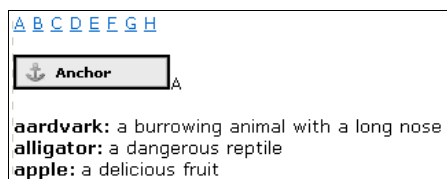   *In our example, we click next to the second 'A.'*

2. Name the anchor and click **OK**. The anchor's location displays in the content block but it will not be visible to your visitors.

3. Highlight the text you want to link to the anchor and click **Create Link**.
    In *our example, we highlight the first 'A.'*

4. Select **Anchor**, click the name of the anchor, and click **OK**.
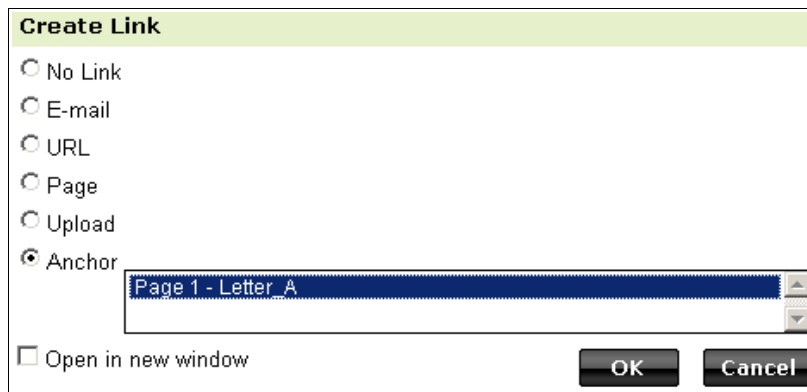
Now when a visitor clicks the letter 'A' from the alphabetical list, they are directed to the definitions beginning with 'A.' You should do this for every letter or category you are working with.

Visitor Information

You've driven people to your site. You know people are viewing it. You want to find out more.

Statistics

WebSite Tonight provides a free statistics program for viewing the number of people visitng your site.

With the included statistics you can check out daily page views, hourly page views, referring domain reports, general summaries, and browser reports.

To use stats, you need to enable them.

1. From WebSite Tonight's Home menu, in the **Tools and Resources** area, click **Hosting Settings**.
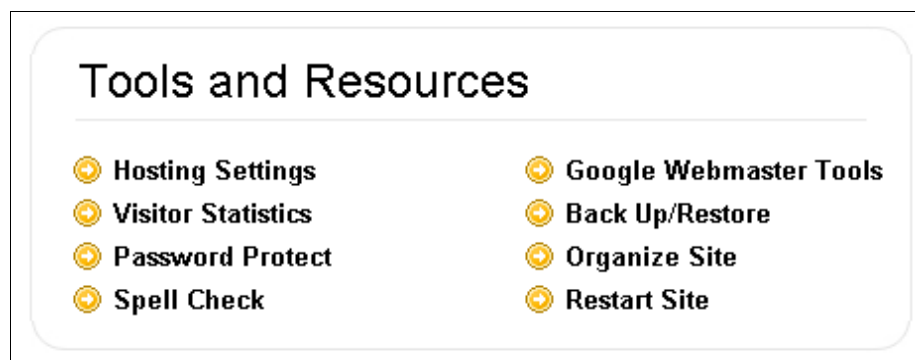
2. From the **Statistics** menu, click **Configure Web Statistics.**

3. Click **Enable**.

4. Click **Continue.**

It can take up to 30 minutes for Web Statistics to activate. Access your stats at
http://yourdomain.com/stats.

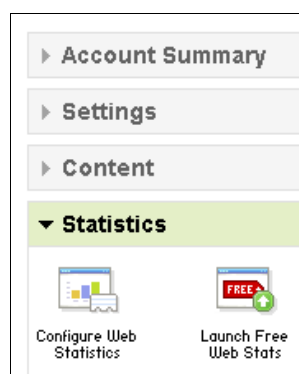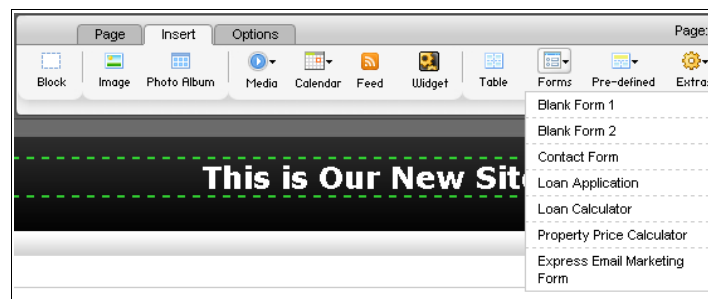▶ TIP   If you forget your WebSite Tonight username or password, you can access
               and change it from the **Configure Web Statistics** menu.

Forms

Your Web site can be a great resource to collect information from your audience. Forms make it easy to
collect and receive this information.

Click **Forms** from the **Insert** tab, to select either a blank form or one of WebSite Tonight's customizable
pre-made forms.

Once you've inserted your form, edit it by double-click ing or selecting **Edit Form** from the **Options**
menu.

To add a custom field, select any of the options from the Insert Field menu and click **Add**. This places the
field at the top in the darker gray area.

Text Boxes

Provide single lines of text, used for requesting information like a customer's name or address.

Text Areas

Provide larger boxes of text, used for requesting information like customer comments or detailed explanations.

Radio Buttons

Let visitors select one option from a group. This can be used for simple yes/no questions, or something more complicated like a list of colors for visitors to choose from for a promotional shirt.

> ▶ TIP   Once added, double-clicking a radio button shows its properties, which lets you assign and name its group. Radio buttons allow only one selection per group.

Check Boxes

Let visitors select numerous options simultaneously, like the options for a car, for example, power locks, automatic transmission, air conditioning, etc.

Lists

Let visitors select a value from a drop-down menu, like selecting their state of residence.

> ▶ TIP   Once added, double-clicking a list shows its **Advanced Properties.** This menu lets you select a pre-defined list or create your own by clicking **Add Single Option**.

Normal Buttons

Execute JavaScript when clicked. For example, the button could perform a calculation based on values from other fields.

Submit Button

Email the form to the email address associated with the account.

Reset Button

Delete all information the visitor has entered and resets all values to default.

Date Selector

Display a calendar for the visitor to select a date, like the date of an appointment.

Advanced Options

Both lists and radio buttons require an additional step to configure.

On Deluxe and Premium WebSite Tonight accounts, you may set a **Captcha**, which requires the visitor to fill out a set of characters that appear on the screen to verify that they are not a computer program trying to fraudulently submit information.

You can organize a form's fields by double-clicking a field and selecting to move it up or down the list of fields, or click **Delete Row** to remove the field.

Site Backups

If you inadvertently delete content from your site, WebSite Tonight offers a backup system which reverts your site to an earlier version. When you publish your site, WebSite Tonight offers to create a backup or you can manually create a backup.

From the **Manage** menu, click **Backup/Restore**.

This menu offers options to create new backups, restore your site to a previous backup or remove existing backups.

It's important to realize that backups use disk space on your WebSite Tonight account, so you may only have enough space for a few backups. Those few backups, though, are very important since they're the only way of retrieving content once it's been removed from the Page Designer.