

UPDATETM

CENTRE

User Guide

Home About Us Services Products Contact

Instantly
update your
website
yourself...

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Welcome to websitesbyprinting.com

Congratulations on ordering your life-changing website.

This guide tells you everything you need to know about the launch of your new website as well as how to edit and maintain your website in the future.

Although we love seeing your happy smiling face, there's no need for you to keep popping into the store while we build your website. We've developed a clever online tool called Update Centre to keep in touch. We'll send you messages through Update Centre while we're building your site. You'll use it to approve or request changes and to send us images and text. It means that we all know what stage we're at.

Once your website is launched, you'll still use Update Centre to update your website.

UPDATETM
CENTRE



>>YOUR UPDATE CENTRE LOGIN DETAILS

Username:

Password:

Building your website - in three easy steps

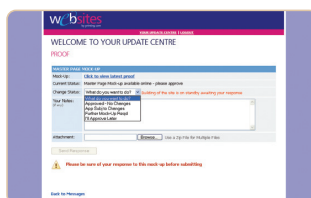
Here's a summary of the steps to building your website.

1 STEP ONE - See pages 4-5

WE design your Master Page.



YOU approve your Master Page Mock-up.

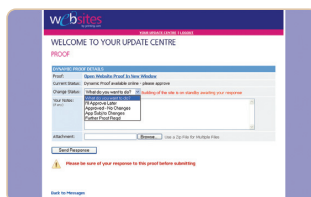


2 STEP TWO - See pages 6-7

WE build a working website and add your content.

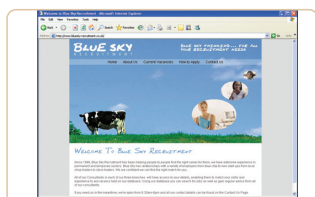


YOU approve the Dynamic Proof.

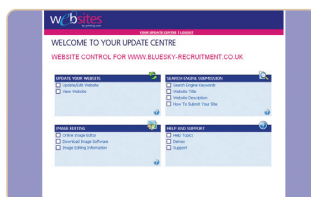


3 STEP THREE - See pages 8-17

WE launch your website and make it live.



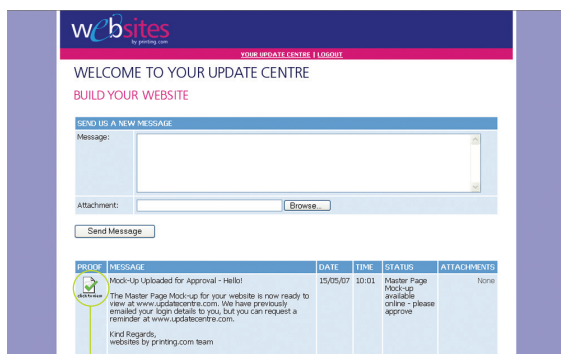
YOU can make changes to the content of your website.



Approving the Master Page Mock-up

When your master-page mock-up is completed you will receive an email requesting that you sign in to Update Centre at **www.updatecentre.com**. You'll be taken to 'My Websites' which lists websites you've ordered and their current status.

To view your Master Page Mock-up, click on the 'MANAGE SITE' link on the right. This will take you to your website control screen, then click on 'View Messages' (all messages sent to you can be found in here) you'll be able to see a message saying your Master Page Mock-up is awaiting approval. Click on the icon on the left to view the proof, then follow the link to open the mock-up.



Click here to open mock-up

You'll see the elements of the website that will appear on every page including the logo header, footer and menu bar. This is just an image at this stage and is not a working website yet. When you've checked this mock-up, you have four options from the drop down menu:

Approved – No changes

If you've thoroughly checked the mock-up design of your website and you're happy to proceed, choose this option.

Approved subject to changes

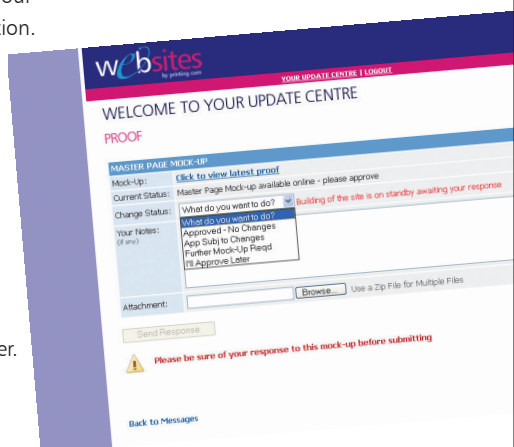
If your changes are simple and not too numerous, please note details and choose this option.

Further Mock-up required

If you require changes along with another proof, please note details and choose this option.

I'll approve later

If you've not got time right now, you can approve later.



Please bear in mind that any changes you make that were not included in your original brief will be charged at our usual hourly artwork rate.

Once you have approved this Master Page Mock-up, we will 'code' your design to turn it into a working website. After you have approved the Master Page Mock-up we will:



This means that we can't make **ANY** changes to the Master Page after this point. To avoid extra costs or delays, it is really important that you are 100% happy with your Master Page design. The checklist below should help:

Master Page Mock-up Check List

Remember – this is just a 'mock-up'. Colours and layout could look slightly different once we have coded the website.

- ☐ Is everything spelt correctly? Imagine having a spelling mistake on the header on every page of your website?
- ☐ Does the menu bar have the correct number of links, in the correct position with the right spelling? Remember, we can't add any more once we've coded your website.
- ☐ Are the images correct and in the right place?

Once you have approved your Master Page Mock-up, we'll add your content – that's the text and images we have agreed to include for you.

If you haven't supplied these details yet, please send them to us now, so there are no unnecessary delays in getting your website live.

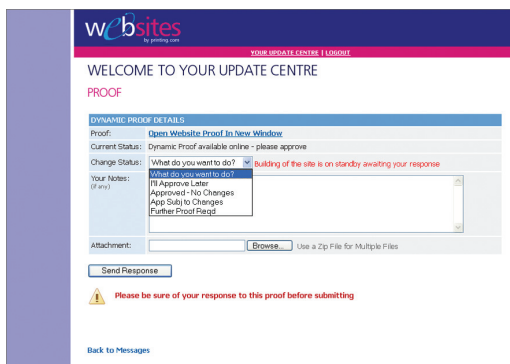


Approving the Dynamic Proof

Once we've 'coded' your website and added your content, we'll send you an email asking you to sign in to Update Centre at **www.updatecentre.com** to approve your Dynamic Proof. Sign in and you'll be taken to 'My Websites'.

To view your Dynamic Proof, click on the 'MANAGE SITE' link on the right. Click on 'View Messages' and you'll see a message saying that your Dynamic Proof is awaiting approval. Click on the icon on the left to view the proof and then follow the link to open the proof.

This will show your actual working website, with links which work and your content included on every page. The master page design is incorporated into the design of the pages.



Please check through this dynamic proof. When you've done so, you'll have four options from the drop down menu just as you did when approving the Master Page Mock-up; Approved – No changes, Approved subject to changes, Further Proof required and I'll approve later.

Please bear in mind that any changes you make that were not included in your original brief will be charged at our usual hourly artwork rate.

Once you've approved this Dynamic Proof, we'll make your website go live on the web. It can take up to 72 hours before your website is visible to everyone, as the internet's networks across the world need to update this change. Therefore, due to the nature of the web, you might temporarily be able to view your website on one computer but not another. Please be patient whilst the web does its thing!



↖
Your live website!

Once you have approved the website to go live, you can use Update Centre to make as many changes yourself as you like for free. If you'd like us to make further changes, that's fine. We'd be delighted. Thanks for asking. We'll do these at our normal hourly artwork rate.

The checklist below should help ensure you don't need us to make any further changes:

Dynamic Proof Check List ☒

- ☐ Is the content in the correct place? (Remember you can make changes to spelling and punctuation later yourself).
- ☐ Are the links all linking to the correct pages?
- ☐ Are the correct images being used?
- ☐ Is the correct text on the correct page?

Maintaining your website

Now that your website is live, you're in control! You can update and edit your website's content, submit your website to search engines, edit images and receive help and support.

We've created a content management system which means you don't need to keep popping in and out of your local store and paying us to make lots of little changes to your website. You can control your website yourself online by visiting **www.updatecentre.com** and signing in with the account details which should be noted at the front of this guide.

Once signed in you'll notice that the status of your site should now be 'Your site is now live'. Clicking on 'Manage Site', you will now see more options are available for you to edit your website, add keywords and submit your site to google.

wbsites
by printing.com

YOUR UPDATE CENTRE | LOGOUT

WELCOME TO YOUR UPDATE CENTRE

MY WEBSITES

JOB NO.	PRODUCT	STATUS	
214633	Web Brochure - bluesky-recruitment.co.uk	Your site is now live.	UPDATE SITE

WELCOME TO YOUR UPDATE CENTRE

WEBSITE CONTROL FOR WWW.

GENERAL

- ☐ View Messages
- ☐ User Preferences

YOUR WEBSITE

- ☐ View Website*
- ☐ Update/Edit Website*
- ☐ View Website Statistics*
- ☐ Online Image Editor*
- ☐ Forms*

SEARCH ENGINE OPTIMISATION

- ☐ Website Title*
- ☐ Website Keywords*
- ☐ Website Description*
- ☐ Google Web-Master Tools Verification*

HELP AND SUPPORT

- ☐ FAQ
- ☐ Help Topics
- ☐ Online Demos
- ☐ Request Support

*Greyed out links are currently not available, they will become available as your website progresses.

[Privacy Policy](#) | [E-mail Policy](#) | [Terms & Conditions](#) | [Home](#) | [Contact Us](#)

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Update your website

This is where you can edit or update your website's content such as text and images.

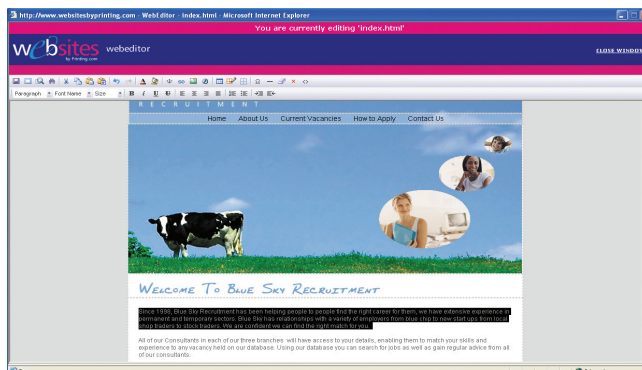
Click 'Update/Edit Website' and you'll be taken to a list of every page on your website. Each page has a 'View' and 'Edit' button next to it. (If it's not a menu page, you'll also see a 'Rename' button which lets you rename the linked page).



The 'View' button simply allows you to view a website page as it currently appears on the web. The 'Edit' button takes you to the web editor where the content can be added and edited. To do this, choose the page you wish to start with and click the 'Edit' button. N.B – The 'index.html' page is the home page.

This will open the 'Web Editor'* which is commonly known as a 'WYSIWYG' (What You See Is What You Get) Editor. You'll notice that the editor has very similar look and feel to common word processors, making it very easy and familiar to use. (*The editor is a java based program, you may be prompted with a java box, click on trust or allow.)

You'll see the word-processor-like tool bar at the top. Use these tools to add content.





Toolbar functions



Save: To save your work, click on the 'save' icon.



Print: See how your content is displayed in a web browser using a Preview Window which then also allows you to print your page.



Spelling: Checks spelling of words on your page. This opens the Check Spelling box and shows the first word that is not in its dictionary. You then have the options to Ignore the misspelling, Add it to the dictionary, or change the word to that shown in the change to box.



Find (Ctrl + F): To find and replace words or phrases within the text, select the search feature. Enter the word or phrase you wish to find in the 'Find what' field, and press 'find next' to find it or 'replace all' to replace all instances with your chosen alternative.



Cut (Ctrl+X): To cut a portion of the document, highlight the desired portion and click the 'Cut' icon.



Copy (Ctrl+C): To copy a portion of the document, highlight the desired portion and click the 'Copy' icon.



Paste (Ctrl+V): To paste a portion that has already been cut (or copied), click where you want to place the desired portion on the page and click the 'Paste' icon.



Format Painter (Ctrl+Shift+C): This option copies formatting from one item - such as text, font setting and colours - to another selected area.



Undo: To undo the last change, click the 'Undo' icon. Each consecutive click will undo the previous change to the document.



Redo: To redo the last change, click the 'Redo' icon. Each consecutive click will repeat the last change to the document.



Insert Hyperlink: A Hyperlink is just a fancy name for a link to a different page. To create a hyperlink, select the text or image you want people to click, then click the 'Hyperlink' icon. You can select in this screen links from your 'Current Document' or all of your available 'Web Links'. You can also decide whether you want the link to open in a new window by selecting 'New Window' from the 'target frame' dropdown (otherwise it opens in the same window).

If applicable, to link to any of your 'Linked Pages', select the text or image to create the link from, then click the 'Hyperlink' icon. Click on the Web Links icon, you will be able to see in here all the Menu pages, linked pages, images, documents and media you have uploaded to your website. Choose the item you want to link to and click the 'OK' button.

If you want a blank email to be created, prefilled with an email address of your choice, use the 'Email Address:' Icon and you can select the email address and subject line.



Insert Image: To insert an image, select a desired spot on the web page you are editing and click the 'Insert Image' icon. All the images uploaded into your images folder will be displayed in this screen, choose the image from the list you want to insert and click ok.

To modify the image properties of the selected image, right click (or on a Mac Ctrl + Click) on the Image once you've inserted it and select 'Image properties', change the properties as required then click the 'OK' button.

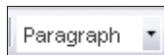
Remember: Don't stretch or shrink images once they are on the web page - do this beforehand. See the section called 'Editing and Adding Images' on page 16.



Show Paragraph Markers: Clicking this will show you where all your paragraph markers and return key strokes are. This tools can be very handy when you are trying to layout and align your text. Paragraph markers are shown as ¶ and enter key strokes are shown as ↵



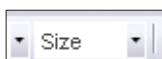
Window View: You can use this to switch between a full window view and a browser window view.



Paragraph Styles: To change the format of text, select the desired portion of text and click the 'Paragraph' drop-down menu. This tool should be used to identify between different parts of your site, for example: Headings and text should be differentiated by paragraph styles. (Use a paragraph marker to identify the end of your paragraph) Insert a marker by holding down the Shift key and pressing the Enter key.



Font Name: To change the font of some text, select the desired portion of text and click the 'Font Name' drop-down menu.



Font Size: To change the size of text, select the desired portion of text and click the 'Font Size' drop-down menu.



Bold (Ctrl+B): To bold text, select the desired portion of text and click the 'Bold' icon. Each consecutive click will toggle this function on and off.



Italic (Ctrl+I): To convert text to italic, select the desired portion of text and click the 'Italic' icon. Each consecutive click will toggle this function on and off.



Underline (Ctrl+U): To underline text, select the desired portion of text and click the 'Underline' icon. Each consecutive click will toggle this function on and off.



Insert Horizontal Rule: To insert a horizontal line above the area you have selected.



Justify Left: To align to the left, make a selection in the document and click the 'Justify Left' icon.



Justify Centre: To align to the centre, make a selection in the document and click the 'Justify Centre' icon.



Justify Right: To align to the right, make a selection in the document and click the 'Justify Right' icon.



Unordered List: This options enables you to insert Bullet points before your text. These have to be separated by paragraph markers.



Ordered List: This option enables you to insert number ordered paragraphs before your text. These have to be separated by paragraph markers.



Decrease Indent: This tool enables you to reduce the indent of a paragraph. These have to be separated by paragraph markers.



Increase Indent: This tool enables you to incrate the indent of a paragraph. These have to be separated by paragraph markers.



Highlight Colour: Select the text you require to be highlighted, then click this button and select the colour you wish your selected text to highlighted.



Colour: Select the text you require to change the colour of, then click this button and select the colour you wish your selected text to be.

View > Code View: This menu option allows you to view the HTML code of your web page. Don't worry too much about this screen if you're not familiar with HTML, however if you are, you can enter HTML into your website here (our Editor is intelligent and will remove any invalid HTML).

View > Document Navigator: Selecting this option shows you in a toolbar a break down of the structure of the webpage you're currently editing (depending where you have selected). If you select to show this option then select a location on your page, you will then be able to see the part you are editing and if it's within a cell, or a table for example.

Insert > Bookmark: You can add bookmarks to your page, use this link to select the part of the page you want your bookmark to be (this is the part of the site that when a link is clicked you are taken to). You can bookmark an image or text. Once you have bookmarked and given the part of the site you want to go to a name, you then have to create a hyperlink to it. You do this in the normal hyperlink way as detailed above, but enter after the page name a # and the bookmark name. For example `index.html#bookmarkname`.

Table > Insert Table: This option allows you to insert a table in your website. We recommend you use a table with cells to position your website, as we feel this is the best way to make sure your site appears consistently in different browsers.

Table > Merge / Split Cells: We have found many people don't realise this function is available and create tables within tables to try and achieve the layout required. We would recommend inserting 1 table into your website with cells to place your text, images and other content. A cell can also be used as spacing (or a gap). You can also merge cells and split cells if necessary to achieve the required layout on your website.

Table > Cell / Row / Column / Table Properties: This options is used to specify the setting of your tables structure. The more information you can enter in here against each cell, row, column and table will help make your website appear consistent in all browsers.

Forms: You are able to insert some common form layouts from this menu, or you can create and customise your own form to insert into your website (creating and editing forms is done within your Update Centre control page under the heading 'Your Website'). More details on this can be found under the support section of your Update Centre Control panel.

To learn how to use more advanced functions, please visit the help & support section within your update centre. You will be able to view help files and demos.



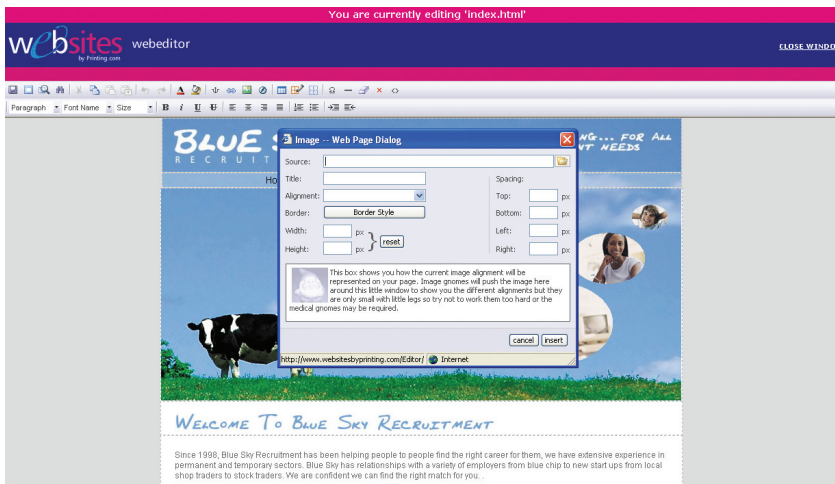
Editing and adding images



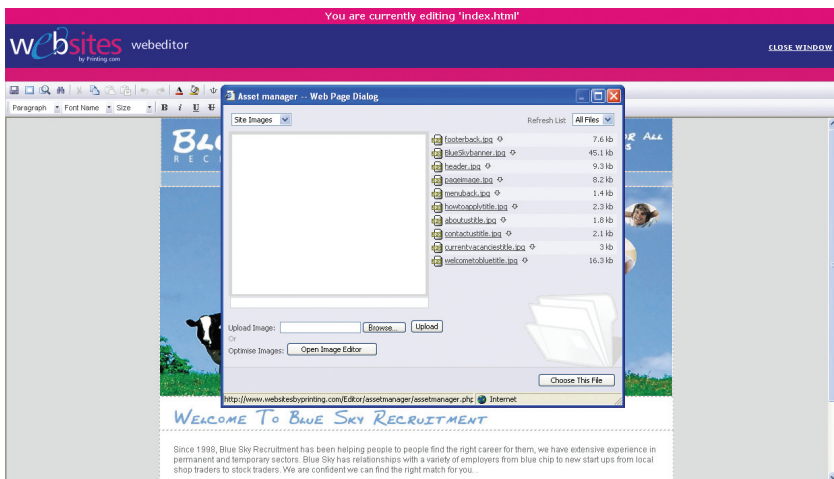
It's easy to add images to your website! You just need to remember one thing; images used on websites must be optimised for the web. All this means is that the quality (size and the file size) must be reduced. If this isn't done, then an image could fill the screen and take forever to load.

So what do you need to do? Not a lot really because we've created a tool to do the hard work for you. It's called '**Online Image Editor**' and you don't even need to download any software on to your computer to use it – it can be easily accessed through the Control Panel or Web Editor.

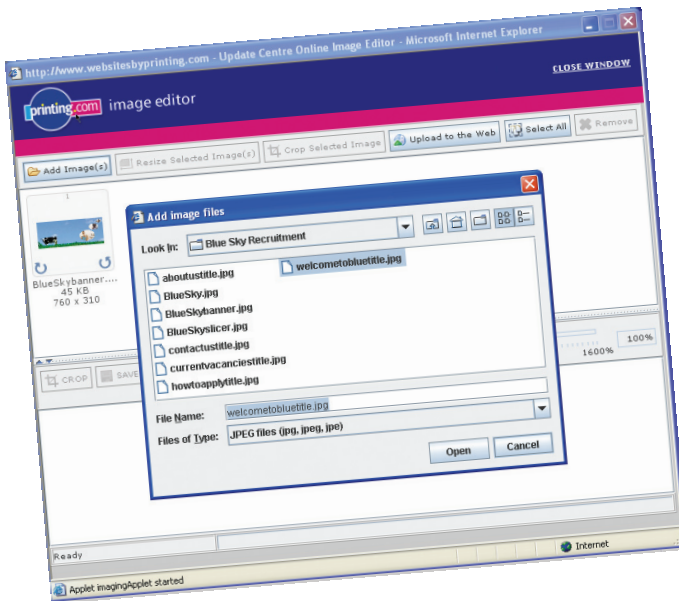
If your images are already uploaded and optimised you can easily insert them by selecting a desired spot on the web page you are currently editing and clicking the 'Image' icon on the toolbar then select the image you wish to insert from the list.



However, if your image is not yet optimised for the web you will need to use the 'Online Image Editor'. There are two different ways you can open the image editor. You can either open it from your website control page, by clicking on 'Online Image Editor' under the 'Your Website'. Or from within the page you are editing you can click on the insert menu then Image Editor.



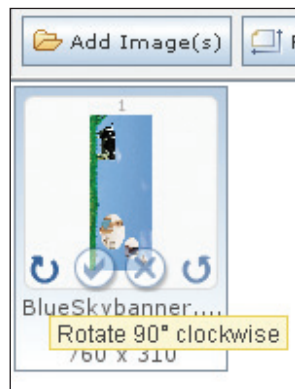
N.B. – A pop-up may appear asking if you trust the author of the image editor. That's us, so yes, click to confirm that you trust the source and wish to proceed.

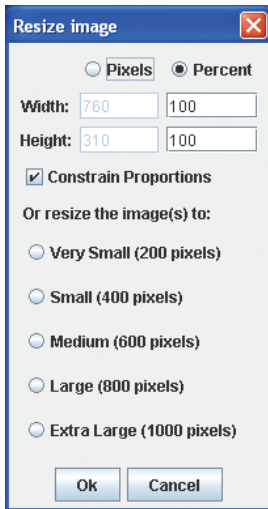


In the Image Editor, click the 'Add Images' button and search your computer for the image(s) you would like to edit. The images must have a file extension of 'jpg', 'gif' or 'tif' (e.g. imagename.jpg).

Once you have located the relevant image you should select it and click the 'Open' button to add it to the Image Editor. You can add multiple images if desired.

To rotate an image: Click on the circular icons on the image to rotate the image 90 degrees clockwise / anti-clockwise. To confirm that you wish to complete this action you should click the tick icon or alternatively to reject it; click the cross icon.





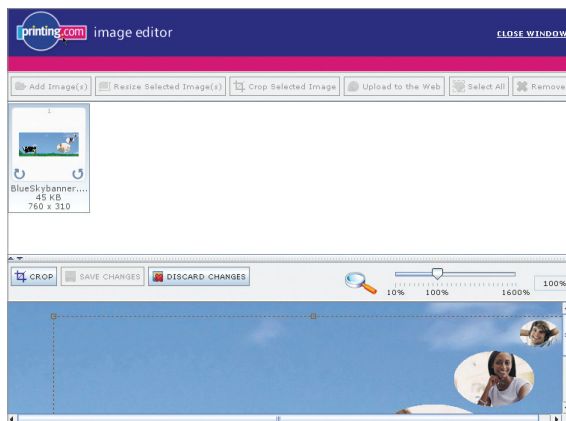
Resizing an image: Select the image you want to resize and click on the 'Resize Selected Image(s)' button. This will bring up a pop-up box with three different options for resizing:

By Pixels – Make the image smaller by choosing a lower number of pixels (the dots that make up an image). You can choose to constrain the proportions of the image (so as not to squash it) by ticking or un-ticking the relevant tick-box.

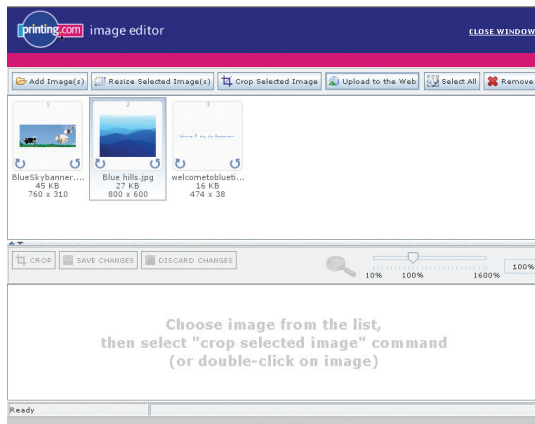
By Percentage - You can make the image smaller by choosing a lower percentage of the current size.

Various fixed sizes – You can choose from five different fixed sizes; Very Small (200 pixels), Small (400 pixels), Medium (600 pixels), Large (800 pixels) and Extra Large (1000 pixels). The image editor will convert the largest side of the image (either width or height) to the chosen fixed size (i.e. Medium will become 600 pixels).

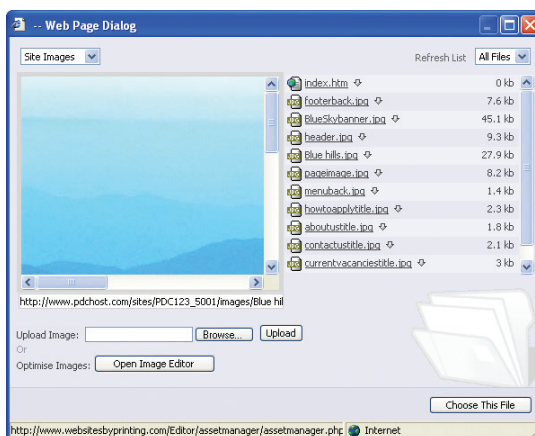
Cropping an image: Select the image you wish to crop and click the 'Crop Selected Image' button. The image will appear in the bottom screen. Move the selection box around to choose the area you wish to crop. Once you're happy with your selection; click the 'Crop' button. To reject the cropping of the image, click the 'Discard Changes' button. When you're happy with the cropped image, click the 'Save Changes' button to update the image.

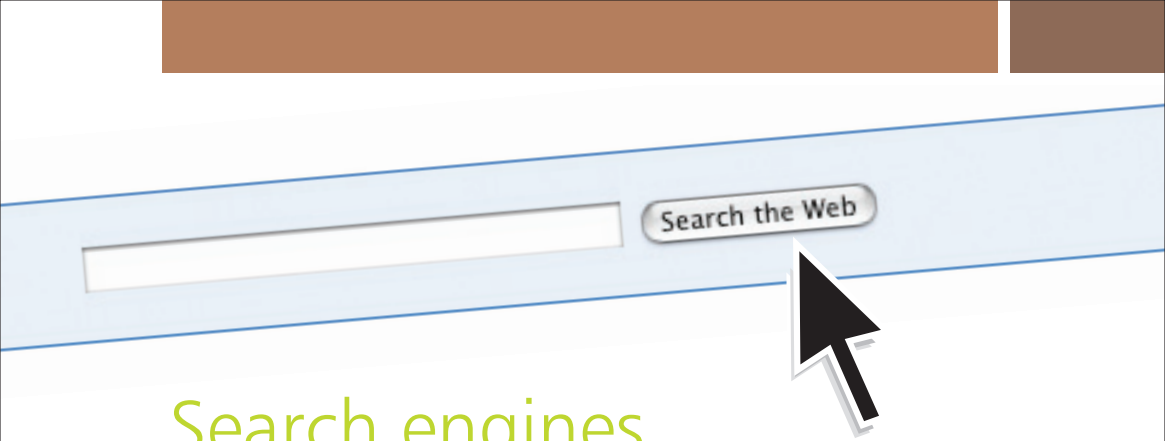


Uploading the image: When you are happy with your image, select it by clicking on it and then click the 'Upload to the Web' button. This automatically optimises the quality of the image for you and uploads the image to the same place as the rest of your images. Use the 'Select All' button prior to uploading to upload all the images. Alternatively to select multiple images you can hold down the 'Ctrl' key and click the chosen images.



Now you've uploaded your web optimised images you can now insert them into your web pages. To modify the image properties, right click on the image (if your using a Mac, hold down the Ctrl key and click) and click image properties changing the details as necessary then the 'OK' button.





Search the Web

Search engines

Do we offer search engine optimization? This is a very grey area and not one we get involved in. Be suspicious of anyone who guarantees to get you #1 spot on search engine listings – what they're doing may get you banned.

Here are Google's thoughts on search engine optimisation:

"A few unethical SEOs have given the industry a black eye through their overly aggressive marketing efforts and their attempts to unfairly manipulate search engine results."

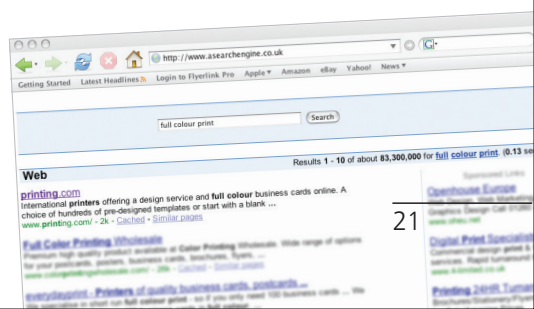
Visit the following link for full details of Google's opinions:

<http://www.google.com/support/webmasters/bin/answer.py?answer=35291>

One thing we can tell you, however, is that one of the most important elements of a website that will affect search engine ranking is content. It's common sense really. If the website is promoting widgets and there is no mention of the word 'widget' or any other associated terms then the website will struggle in search engines. It's basic marketing really... you wouldn't sell widgets and not tell people that's what you do, would you?

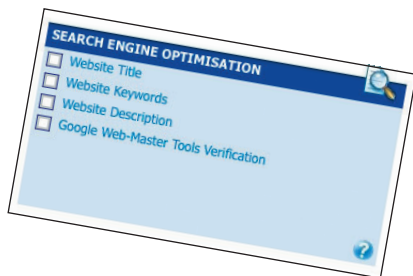
Whilst we're not offering search engine optimisation, we're certainly not anti-search engines. Your website has been developed to be as search engine friendly as possible and there's an area available in Update Centre where you can add search engine keywords, titles and descriptions for every page to help get your website higher up the search engines. We recommend you enter this information. Also, check out the link in our control panel called 'Google Web-Master Tools Verification' which explains how to submit your site to search engines.

If you submit your website to search engines there is no guarantee that you will be found. It may also take literally months before you're even listed.



Search engine keywords, title & description

There are two options when adding search engine keywords. Either add keywords for each individual page or simply use the same keywords for all pages of the website.



For best results give each individual page its own keywords. Do this by clicking the 'Edit Keywords' button next to the page name and entering the keywords. By doing this, if someone types a keyword into a search engines that is only relevant to a specific page of your website, they should be able to click a link to go directly to that specific page.

The other option is to add keywords for the whole of the site. Obviously this is less time-consuming for you, however, it will mean that the end-user will not necessarily go to the relevant page that shows the information they are requiring, instead going to the home page. Do this by clicking the 'Edit Keywords' button at the bottom of the page next to 'All files in this directory' and by entering the keywords.

The same procedure is used for the title and description sections.



Help & support



This guide has been designed to answer most of the common questions you might have regarding your website and Update Centre. However, there's also a 'Help and Support' section in Update Centre. In this section are four links;

FAQ

This has up-to-date Frequently Asked Questions. If your trying to do something and your unsure how, check in here as your question may already be answered.

Help Topics

This has up-to-date help files explaining how to perform the latest functions in Update Centre. Just like this guide, you will be able to read instructions along with screenshots to help you through using Update Centre.

Online Demos

This section includes demos video's, showing you how to execute certain functions.

Request Support

Here you can submit a contact request form.

We're happy to provide as much support as you need. If you'd like us to do all your updates for you, that's fine. If you want us to spend time with you and walk you through the Update Centre process, that's fine. In fact, we're happy to spend as much time with you as you need. We'll simply charge you our usual hourly artwork rate, with a minimum of just 15 minutes.

Need some help? Pick up the phone or drop us an email.

MINIMUM SYSTEM REQUIREMENTS

Macintosh

Mac OS X 10.2.x

Latest version of Mozilla Firefox

(The latest version of Java is needed and should be automatically downloaded with Firefox)

PC

Windows XP

We recommend using the latest version of Internet Explorer

Latest version of Java

(Downloadable from java.com)

Alternatively the latest version of Mozilla Firefox

(The latest version of Java is needed and should be automatically downloaded with Firefox)

This is an example of a 20 page A5 Booklet printed on 150gsm gloss art paper, with an additional 4 page 250gsm Gloss Laminated cover.

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REPUBLIC OF IRELAND **1800 265687**

