

CLIKPIC USER GUIDE

Using the Klikpic system to create your own website

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INTRODUCTION

Welcome to Clikpic, a simple web service for creating portfolio websites. If you're new to Clikpic, you might want to start with our Quick Start video and guide, available from the menu in the admin system when you log in.

Those guides will take you through the basics of creating a Clikpic site. This manual provides full details of all aspects of the system.


Welcome to the online Clikpic user guide. This is the complete documentation for the system, and is also available for download in PDF format.

If you are new to the Clikpic system, you might want to try viewing the Quick start guide or video:

Quick start guide

Quick start video

In addition there are many step-by-step guides available on topics ranging from adding social media to search engine optimisation available for download.

Online help is also available on all pages in the admin system by clicking on the  icons.

1 CREATING YOUR SITE

1.1 Enter your site name

The first stage in editing a site is to give your site a name. Although you can change your site name at any time, this will affect your search engine ranking. (Do not confuse your site name with a domain name – the name you choose here is the one that appears at the top of the site, e.g. My Club News. This does not have to be the same name as your domain name, e.g. www.myclub.com)

To do this, click on **Settings** in the left hand menu of the admin system and then **Site details**. The following options are available:

Site name	This is name of your site. It will be used even if you upload a graphic header (see <i>Editing your site title</i> , page 25).
Publicise site	Tick this box to list your site in the list of customer sites. This will also ensure the search engines can find your site.

1.2 Select your locale

If you are not publishing a site in UK English, you will need to set a locale and provide translations for some of the text. In the same settings menu, click on **Text/Language**.

Now select your "Locale". This affects how dates and numbers appear on your web site. If you are publishing in English, you can now submit the form, otherwise see the following section.

1.2.1 Text/language settings

Every text element on your site can be edited, allowing the system to be used for a wide variety of purposes including publishing in other languages.

If you are not publishing in English, you will need to provide a translation for every element in this section (you may not be using all the settings - **Shopping cart** and **Search** settings will only be used if you are using the relevant feature on your site).

To edit the text elements, click **Settings>Text/language** in the menu. You will then be shown a list of text elements on your site. For a full description of the function of each label, click on the help icon.

NOTE: Leaving an element blank will use the default entry. To make an entry blank insert the phrase {blank} into the field.

1.3 Choosing a style

Once you've set your options and saved them, you can choose a style for your site. This is done in the **Styles > Site styles** section in the admin system. Choose a style by clicking on one of the thumbnails and browsing through the styles. Each style has a selection of colour schemes to choose from and remember you can always edit the style to suit your preference.

When you've selected a style, click **Use this style**. If you are working on a new site, you can just click "ok" to use the default reset settings without fear of losing any of your styling or content.

1.4 Viewing your site

To view your site at any time, Click **Preview** in the menu.

Close the preview window to return to the admin system..

1.5 Creating Sections

Once you have set your options and chosen your style, you are ready to add and edit the content of your site. Each Klikpic site is made up of "sections" which can be listed your site's menu. You can create the sections, put them in whatever order you wish, and call them whatever you want. However, before you start building your site, you should understand how each of the sections are structured, so that you can fit whatever information you have into the most appropriate section structure.

There are many different types of sections for your site, as described in the table following. As you will see, only the Home page is not optional. You can have multiple sections of most types, this is indicated in the column "multi" in the table below.

Section	Details	Description
Home	2.0	Your homepage features selected image(s) from your galleries and some introductory text. This section is not optional.
Photo gallery	7.0	Used to display photos, optionally divided up into galleries and sub galleries. You can also opt to use slideshows or "pop-ups".
Single page	3.0	A single page section, with a heading, an optional introduction, and text. Designed to serve as "About us" pages or simple announcements or statements.
Multiple pages	4.0	Multiple pages are designed to list a series of "articles", showing the heading and summary and an optional link for further information. Multiple page sections can be used to list any information - diary dates, venues, a series of notes or studies, or even a list of admin notices.
Slideshow	8.0	Section showing a single slideshow of photos
Links	5.0	Links sections can be used to create links to other sites or to create directories and address lists.
Forms	6.0	Forms for your users and customers to send you messages or add comments.
Guestbook	6.4	List messages from your users
Blank	9.0	Sections without any standard content for you to use as you like.
Pricing information	18.12	Single page section with price options automatically inserted (see <i>Using the pricing information page</i> , page 40 for more information)
Shopping cart	18.1	Automatically added if you add selling capabilities to your site
Checkout	18.6	
Search	10.0	(Pro users and above) A photo search facility for your site.

To help you see how the sections work, we have provided samples of most types in your trial site. To see them, go to **Sections** in the admin system. Click edit for the respective section and you will see a series of fields, which is where you enter the information to configure the section. Each type of section has slightly different options. You can overwrite the sample information with your own text and settings.

You can also create new sections according to the instructions in the following sections.

2 EDITING YOUR HOME PAGE

Your home page is not optional and will always appear in the list of sections. Some styles have a single image and others have a main image and a selection of images from your galleries. Like everything on a Klikpic site, the layout of the homepage can be changed.

To edit the standard title and text of your home page, go to **Sections** in the admin system, and click **edit** for your home page section.

You can also choose whether to use a slideshow. If you choose to use a slideshow, tick the box and select Home page mode for the slideshow settings.

When you are done, submit the form (click **update record** at the bottom).

Now click **preview** in the left hand menu to view your changes.

Now close the preview window and return to the sections menu to edit your other sections.

NOTE: In your site menu the home page is always labelled “home”. To change this (we only recommend doing this if you are translating a site), use the text/language settings (see *Select your locale*, page 4).

2.1 Selecting the image to appear on the home page

By default, the system selects images at random to show on the home page. You can specify exactly which images to show when you come to edit and upload the images on your site. See *Uploading your photographs*, page 15 for details.

3 CREATING A SINGLE PAGE SECTION

To create a single page section, do the following:

1. Click on **Sections** in the admin system.
2. Under Add new section, choose Single page from the drop down menu
3. Enter the name of that section (this will appear in the main menu on your web site, so keep it short & to the point)
4. Click on the Add section button

Now complete the fields as follows:

Show in menu	This should be ticked if you want this section to appear in the menu.
Sort order	This dictates the order in which this site section appears on your site. As with all sort orders, remember to use high numbers, e.g. 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility
Title	This is the heading that will appear in your main menu and at the top of the page.
Intro	Enter whatever text you would like to appear in italics at the top of the section. This is optional, so just leave it blank if you don't want anything to appear
Keywords	Leave this blank for now – later you can add some to optimise the page for search engines
Copy	This is the main text to go on the page.

Once you have entered all of this, click on **Update record** at the bottom. To view your site now that you have added this section, click on **Preview**.

NOTE: See *Formatting Text Using 'Html'*, page 33 for advice on how to put copy into bold, italics, bullet points, etc, and how to link through to other web sites or email addresses.

4 CREATING A 'MULTIPLE PAGES' SECTION

Multiple page sections allow you to create a section and then list a series of “articles” in that section, typically in date order. Firstly, you need to create the section, which is detailed here, and, secondly, you need to write one or more articles which you assign to the section, covered next.

To create a multiple pages section:

1. Click on **Sections** in the admin system.
2. Under **Add new section**, choose **Multiple pages** from the drop down menu
3. Enter a name for the section (this will appear in the main menu on your web site, so keep it short & to the point)
4. Click on the **Add section** button

Now complete the fields as follows:

Show in menu	This should be ticked if you want this section to appear in the menu.
Sort order	This dictates the order in which this site section appears on your site. For all sort orders, use high numbers, e.g. 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility
Title	This is the heading that will appear in your main menu. This is the same as the section name.
Show dates	Tick this if you would like dates to appear for this section. For example, if you are using this section to list a series of diary dates, then you are likely to want the dates to appear. However, if you are using this section to list, say, a series of statements or admin notes, then you may not want dates to appear. The dates themselves are added with the articles.
Show straplines	Tick this box if you would like the descriptions from the articles you create to appear. We recommend you tick this box.
Show link	If the article has both introductory and main copy, a link will appear to the main copy. By ticking this box, you can enter copy in Link text (see following) to encourage users to click through for more information. If you don't tick this box, just the headline will be “active”.
Link text	Works in conjunction with Show link above. For example, if you enter full text for your articles, then the user can click on this text for a link through.
Load content inline	Use this to show the article details on the same page by expanding the page.
Show images	If you have entered images to illustrate your articles, ticking this box will then show thumbnails of those images on the index page.
Use sub menu	Create a sub-menu of article headlines. Where it appears depends on your chosen style. For <i>Classic</i> and <i>Mono</i> , a rollover sub-menu is shown. This can be turned on in other styles using the style settings.
Intro	Enter whatever text you would like to appear at the top of the section. This is optional, so just leave it blank if you don't want anything to appear.
Keywords	Leave this blank for now – later you can add some to optimise the page for search engines (see <i>Search Engines</i> , page 30).
Use comments	Allow posting of comments about articles in this section. See <i>Showing comments about specific items</i> , page 11 for further details

Once you have completed all the fields, submit the record.

4.1 Creating 'Articles' for a 'Multiple pages' section

Now that you have created the summary page for your multiple pages section, you can create articles and assign them to the section as follows:

1. Click on **Articles** in the main admin system menu
2. Click on **New** (in the top menu)
3. Then start completing the fields as follows:

Headline	The headline of whatever the article is about. This will appear on the Section summary page.
Date	Enter a date (even if you don't want the date to appear on the site). By default, articles are listed in descending date order, i.e. with the newest at the top. To change this, use a "sort order" (see the next field).
Sort order	To specify the order in which articles appear, enter a numeric value here. The articles will be sorted in ascending order. TIP: To sort articles by <i>ascending</i> date, create an 8 digit sort number from the date in the format <i>yyyymmdd</i> e.g. 20080407 for the 7 th April 2008. Ensure you include all the zeros.
Description	A summary line of what's in the article, which will appear on the section summary page.
Section	Select the section you have created to assign the article to.
Body	This is the main text, which can be as long or as short as you like. It is also optional, as you will not always need any information here. We recommend writing your articles offline in a word processor and not typing them directly into the system.
Image	Upload an image here if you would like one to appear (see <i>Adding images to your site</i> , page 12 for further information).

4. Click on **Add record**
5. Create another record by following the same process (always click **new** first).

NOTE: See *Formatting Text Using 'Html'*, page 33 for advice on how to put copy into bold, italics, bullet points, etc, and how to link through to other web sites or email addresses.

4.2 Creating a calendar, events diary or blog

You can create a blog type page or a listing of events by using a multiple page section. First create the section as described in the previous section and ensure it is set to **show descriptions** and **show dates**.

Then create the articles, but instead of entering a short description and the full text in separate fields, put the full text in the short description field and *nothing* in the full text field.

If you are creating an events listing or calendar and want to list in ascending order, also enter a number in the **sort order** field to ensure the articles are sorted correctly. Please see the details of the **sort order** field in section 4.1 for details.

5 CREATING & EDITING A LINKS SECTION

Links sections can be used to create links to other sites or to create directories and address lists. The process is the same in both cases. If you just want to add a single link to a page, please see *Linking to content in your own site*, page 35.

Exchanging links is an excellent way of increasing your search engine rankings, so we recommend that you have at least one Links section, which can have as many links in it as you like. You can also (optionally) add the email address, postal address and telephone number of the person or organisation you are linking to.

You can have more than one Links section. In this case each link needs to be assigned to the relevant section.

5.1 Adding a Links section

To create a links section:

1. Click on **Sections** in the admin system.
2. Under **Add new section**, choose **Links** from the drop down menu
3. Enter a name for the section (this will appear in the main menu on your web site)
4. Click on the **Add section** button

Now complete the fields as follows:

Show in menu	Tick this to include the section in the menu.
Sort order	This dictates the order in which this section appears on your site. As with all sort orders, remember to use high numbers, e.g. 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility. If you leave this as 0 the links will be sorted in alphabetical order.
Title	The name you wish to call this section (e.g. 'Links').
Intro	The copy which appears at the top of the section. Leave this blank if nothing is required.
Keywords	See <i>Keywords and descriptions</i> , page 30
Use address fields	Tick this to add addresses and telephone numbers to the links.

5.2 Adding links

The second stage is to create individual links. To do this, click on **Links** in the admin system. Then click **New** at the top and enter the fields as follows:

Title	The name of the organisation or company you are linking to, for example, DigitalSLRMagazine.
Order	If you don't wish to sort links in alphabetical order, you can use this field to dictate the order you would like the links to appear. As with all sort orders, remember to use high numbers, e.g. 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility.
URL	This is the web address of the link, e.g. http://www.clikpic.com
Description	Optionally enter a description about the organisation you are linking through to, e.g. 'Website hosting and creation'.

If you have more than one Links section you will then have to select a section from the **Section** field. This determines which section the link will appear in.

If you have selected **use address fields** in the section definition page, the following fields will appear¹. Leave these blank if the details are not available.

Telephone	Enter a contact telephone number
Email	Enter an email address

1. Currently if you select "use address fields" for any links section these fields will appear for all links. Don't add values for web only links

Address Enter a postal address

Then click on **Add record** and repeat this process for as many links as you require.

6 ADDING FORMS AND COMMENTS TO YOUR SITE

You can customise the contact form and add additional forms to your site. If you opt to use a shopping cart on your site and don't integrate with a payment system, a checkout form will be created as well. You can also add comment forms for specific photos, galleries, and articles, and then list the comments left by users.

6.1 Adding new forms to your site

By default, your site has a "contact form" section. If this is the only form you require and you just want to edit it, see *Editing a form*, page 10.

To add additional forms to your site, there are several methods to choose from, depending on your requirements

6.1.1 Adding a form section

The easiest way to add a new form is to create a new section of type `Contact Form`. This will create a new section and a new form to go in it. You will see the name of the form created on the section edit page.

6.1.2 Adding comments to a section

You can also easily add a comment form and list to a section by going to the relevant photo gallery or articles section and ticking **Use comments**. This will create a form and a comment listing content item to appear on the section. See *Showing comments about specific items*, page 11 for more details.

6.1.3 Adding a form content item

You can also add a form to an existing section. To do this, go to **other content** and create a content item of type `form`. For more details on adding other content, see *Adding other content to your site*, page 23

6.2 Editing a form

To edit a form, go to **Forms** in the admin menu.

There are four standard questions which can't be removed. These are **Your name**, **Your email**, **Subject** and **Message**. You can rename these and make them optional if you wish. You can then add as many more questions of different types as you like.

Every form has a name to identify it. The names are created automatically if you create forms using one of the methods in the previous section. You can rename the forms, but you should ensure that the names remain distinct enough to allow for easy editing.

The **End message** for a form is displayed to the user once the form has been successfully submitted. It can also be edited on the section or content item record.

Text can be added for the submission error message. This will only be shown if there is a problem with the form submission and the form is returned to the user. By default this is *Sorry, there was a problem with your submission*. Note that each question can also have an individual error message.

There's also the option to customise the text on the form submission button (the default is `Enter`).

The bottom field **Notes** is for your own reference within the admin system.

6.3 Editing form questions

Once you have saved your form, at the bottom of the edit page there is a link to edit the questions in the form. This will take you through to a page which lists the questions in the form, along with an **Edit question** button for each one.

Click **Edit question** to expand it for editing.

From here you can change the order of the questions, change the question itself, make it optional, add a note to appear with the question and add a custom error message.

If the question is not a standard form question then you can also change the type, choosing from:

Text	Single line of text, like the name and subject fields in the standard form questions.
Text Area	Larger area of text, like the message in the standard form questions.
Date	A date in the format of your locale.
Checkbox	Tick boxes to choose none, one or more values.
Radio	Radio buttons to choose one from a number of values.
Select	A list of options to choose from.
Yes/No Tick box	A single tick box denoting a yes or no answer.

Changing the type to Checkbox, Radio and Select will require you to enter “Values” for the user to choose from. The fields will appear when you change the type and you can add more fields with the **Add more values** button.

Add more questions to your survey using the **+** button at the bottom of the page.

6.4 Messages and the guestbook

Note for existing users

If you set up a guestbook prior to March 2012, you had to have a separate contact form to receive the messages. This is no longer required, and you can have a form on the same page. To turn this on, edit the guestbook section and click on the **content** tab. Locate the `form` content item and ensure it is set to **Live**. You can also edit its position and change the styling options.

When users submit forms on your site (except the checkout form), the response is added to the messages list and flagged as *New*. A note indicating you have new messages also appears in the top menu. Click on this link to show new messages. Alternatively click **messages** in the admin menu. Viewing new messages applies a “filter” to the message list. To clear it and show all messages, click **Show all** from the top menu.

To view a message, click **edit** for the respective message. When you have read the message, either delete it or change its status to *read* if you want to save messages for future use.

Messages left via forms can be added to your guestbook by changing their status to *Show on guestbook*. They are listed in descending order of date. To amend the order, you can use the sort order field which by default is set to 0.

NOTE: When displaying messages on the guestbook only the main message is shown.

6.5 Showing comments about specific items

If you would like users to be able to leave comments about specific parts of your site, you can do this by selecting the **Use comments** option for a section. Comments can be used on articles, galleries, and photos.

When you tick this box, a dialog like the one shown will appear. Select the options for where you want the comments to appear.

After you submit the record, two new content items will have been created to appear in the section. To edit them, click on the **content** tab and locate the “comments” and “form” that have been created.

When editing these content sections, you will see the they have a display title like:

```
[clikcontent type=totalcomments] Comments [clikcontent type=expandlink]
```

When this appears on the page, the [clikcontent] tags are replaced with different values.

The totalcomments is the number of comments on the page. expandlink is the text entry for Content section 'expand' message (or Content section 'collapse' message) which is edited in **Settings>Text/Language** (see *Text/language settings*, page 4).

You can of course replace these tags but you will lose the functionality they provide.

6.5.1 Styling the comments

As well as editing the titles of the content items for your comments, you can change the styling by clicking on the **styling** tab. Bear in mind that the same content item is used for all your comments forms (see the following section to change this).

Some of the settings you are most likely to want to change are:

Comment>Options>Show comments 'No Results' message	Show a message if no comments are present. The text is edited in Settings>Text/Language (see <i>Text/language settings</i> , page 4)
Title>Title expands content	If set, then clicking the title will toggle the main content of the content section.
Title>Content initially collapsed	If set, the main content of the content section will be hidden when the page loads.

6.5.2 Showing content specific messages

To show comments on a content page, instead of setting a message's status to Use on guestbook, you select Use as comment. It will then appear in the listing only for the specified photo, article, or gallery.

NOTE: If a comment was left about a particular photo etc and you select Use on guestbook for its status, it will appear in both sections.

6.5.3 Using different forms for different sections

By default, the same form is used for all your comment sections. To change this, create a new content item of type "form" and select where you want the form to appear.

If you are also showing comments, you will also need to create a new content section of type "comments", then select the relevant form and tick the **comments mode** box to show only the comments about the specific content.

6.6 Updating the comments on your site

You can update the comments on your site without making live by clicking the **Update live comments** button on the **messages** list in the admin system.

7 ADDING IMAGES TO YOUR SITE

7.1 Preparing your images

Your images should be "jpeg" format and saved at 72 dpi. The filenames must contain no spaces or punctuation and Apple Mac users must ensure the files have an extension of .jpg

The maximum size depends on your chosen design and the maximum width you specify. These options are set in the **Photo settings** section of the admin system. Most of the styles have a maximum width of 800 without needing adjustments to cope. The quickest way around this is to use "Pop-ups" in your gallery (see *Using carousels and pop-ups*, page 20).

You may choose to use a smaller size to speed viewing or to limit illicit copying of your images.

The height can vary but we recommend using the same maximum height as width, e.g. if you set a maximum width of 600 use a maximum height of 600.

Images should also be compressed to around 70-80% compression (sometimes called "Good") and if your software offers the alternative, in RGB mode rather than CMYK.

There is a “threshold” file size for a Klikpic image of 160kb. If you upload images larger than 160kb, the system will automatically reduce their quality to 80%. If you wish to ensure the pictures on your site are exactly the same as the files you upload, ensure they are all less than this size.

If you upload images larger than the maximum width, the system will automatically reduce their size and this may cause blurring or “artefacts”.

If you are not sure what these terms mean, please see *Formats and resolution* for guidance.

Useful tips

- If you have a copy of Adobe Photoshop Elements – our recommended photo editing package – you can process all your photos at once. See *Using Photoshop Elements to process your images for upload*, page 20 for details.
- If you are using a full version of PhotoShop ensure you use “save for web” rather than saving normally in JPG format which won’t compress the image.
- Use file names that are easily recognisable but that don’t contain any spaces or punctuation. Use underscores instead of spaces.
- Apple Mac users – ensure your files have the extension “.jpg” at the end for compatibility with other users.

7.2 Formats and resolution

Digital Photos can be stored in a number of different *formats*, but by far the best for everyday and even most professional use is a format known as JPEG. Almost all digital cameras will use this format.

The next issue with preparing images for the web is the resolution. Normal digital photos are stored at a resolution of around 300 dots per inch – ideal for printing. However, the maximum resolution of a computer monitor is 72dpi. Therefore if you upload a photo at 300 dpi, it will be shown roughly four times bigger than its normal size.

While the Klikpic system will attempt to automatically resize your images, this isn’t ideal for two reasons:

1. You will waste time and bandwidth uploading the bigger files
2. The images will look better resized in a desktop graphics package.

Accordingly, we recommend usage of a graphics package to resize the images before uploading. Our recommended graphics package is Adobe Photoshop Elements.

Alternatively you can resize your images by hand. Use your preferred graphics package to save the images as JPEG format (use high quality, around 75-80% for systems that use the numerical format), 72dpi, and at the maximum width.

7.3 If you can’t prepare your images

Most photographers are now able to prepare their images digitally. However, some artists may find this more of a problem in that their original image has to be either scanned or photographed. There is no way round this if you want a web site, either through Klikpic or any other company, your images must ultimately be in a digital format. Here are some options as to how to work through this:

- Ask a friend or contact for help, as this is quite a straightforward procedure (remember, you need to ask them to prepare your images as jpegs prepared to the maximum width, 72dpi, and 80% (or ‘good’) quality).
- Contact a local club and ask for advice or help from a member
- Call a local ‘repro house’ or photographer and ask for a quote for them to do the scanning and image preparation, although this will cost

A list of agencies that are familiar with the Klikpic system is provided online at

<http://www.klikpic.com/index.cfm?section=resources>

7.4 Adding galleries

After you have prepared your images, you need to decide how you’ll organise them. Each image belongs to a “gallery” which in turn belongs to a section.

You can also have sub galleries but this can be quite confusing and we recommend you start without using sub galleries.

To create a gallery, go to **Photo galleries** in the admin system menu.

Click new in the top menu, and then add the following information:

Gallery name	It is important that you have short, snappy headings for each of your Galleries, e.g. 'Landscapes' or 'Pets'. If you do not want to be too specific you can enter general headings such as 'Gallery 1' or 'Miscellaneous'.
Description	Only enter text here if you would like an overall description/comment about that particular Gallery. For example, 'Here is a selection of my best black and white wedding shots.' This will appear under the respective Gallery. Just leave it blank if you do not want any text to appear here.
Keywords	Add keywords to improve the search engine ranking of this page. They MUST be relevant to the section and appear on the page otherwise the search engines will treat them as "submission spam".
Sort order	This allows you to put gallery sections in whatever order you want. Either leave this field blank on all your galleries to sort in alphabetical order or else number each gallery starting with 10, 20, 30... This will leave you room to adjust your sort settings.
Section	Select the site section this gallery will appear in. If you only have one photo gallery section this field will not appear.
Sub gallery of	Make this gallery a sub gallery by selecting a parent gallery. The parent gallery must have no photos in it and not be a sub-gallery itself.

Additional options for Super Pro users

Show in list	If ticked, this gallery will appear on your main site. See <i>Gallery Isolation facility</i> , page 17 for details.
Code	If the gallery is to be isolated, then you must enter a code to quote to those people who you would like to see the gallery.

Additional payment options

If you have opted to use the selling facilities, the following options will also be available:

Payment Group	Select the Payment group for this gallery. To set up a Payment group, go to the Payment Integration section of the admin menu. Leave this blank if you don't want to sell photos in this gallery.
----------------------	--

7.4.1 Adding sub galleries

Sub-galleries are useful for those customers who have a lot of images on their site. For example, if you have a gallery called 'Landscapes' but it has 200 images in it, you may want to break it down further by adding sub-galleries such as 'The Lake District', 'Scotland' or 'Arizona'.

To create a sub-gallery, first ensure you have a "parent" gallery with no photos in it. Then edit the galleries you want to put into the sub-gallery and select the parent gallery from the list of galleries. You will not be able to select galleries that already have a parent or that have photos in them.

It's easy to change galleries into sub-galleries at a later time, so if you're new to the Clikpic system we recommend you start off not using them.

7.5 Photo settings

Before uploading, you may want to edit the photo settings. These settings allow you to format the size of photos in your gallery. Don't worry if you do not understand these features at this stage – just leave these fields blank to use the default settings.

Maximum width	The maximum image width should be set to between 400 and 1000 pixels. If you set a maximum of over 800, you will need to adjust your site to accommodate the increased width.
Maximum height	This can be left blank as the height will be determined by the width, but we recommend using the same setting as the maximum width.
Maximum thumbnail width	The maximum width for thumbnail images. If they are being manually uploaded then this restriction will be placed on those files. If the system is creating the thumbnails manually then this size will be used to create those. In both cases the aspect ratio will be maintained. The maximum is 260px
Maximum thumbnail height	Set a value here to ensure your thumbnails all fit within the same height. Normally they will vary in height as they are arranged to fit within a specified width.
Manual thumbnails	Tick this box to upload your thumbnails by hand. This can be turned on and off as required.
Crop thumbnails	Turn this on to automatically crop thumbnails to the aspect ratio implied by the maximum thumbnail height and width. This will ensure that all thumbnails are uploaded with the same dimensions, regardless of the original image dimensions.
Automatically watermark images	Automatically apply a watermark to your images. You can upload your own watermark using the following field or use the default.
Watermark file	You can upload a graphic here to watermark your images. Please ensure it has a transparent background. (It will need to be a GIF or PNG). Leave this blank to use the default Hosted by www.clikpic.com graphic.
Max photos per page	This is a global setting for the maximum number of photos on an index page. If there are more than this then the list will be split over several pages. NB this will not be applied to sections/content sections set to any of the 'carousel' modes

7.6 Uploading your photographs

When your images are ready for upload, click **Photos** on the left hand menu. Click New to add a new photo to the system, and then add the following information:

Photo Click the browse function to locate your image.

IMPORTANT: before adding any further details about the image, click the **Add record** button at the bottom of the page. If the image uploads ok, you can then add details. If an error occurs, please see *Photo upload*, page 40.

Then add the following information:

Caption	Add a short caption – this appears on the gallery index as well as the main photo page.
Reference*	Add your own reference if you have one or leave this blank if you don't.
Gallery	Select a gallery to show the photo in. You can leave this blank if you want to use the image on your home page or in an article.

Description	This copy will appear when the user clicks for an enlargement of the photo.
Image sets	Optionally set the image as one of the main images on the home page, a gallery heading, or a background image. To assign a set, click it in the list of “available” sets and then click the arrow button to move it to “Selected”.
Keywords	Keywords that will enable users to search for the photo. Only enter a small number of relevant keywords that appear in the caption or description as well.
Location*	Optionally specify the location.
Photographer*	If you would like to credit the photographer, enter the name here.
Date*	Enter a date for the image.
Sort order	The order the image will appear in the gallery. As with all of our sort orders, remember to use high numbers, e.g. 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility. If you omit this, the photos will be sorted in the order in which they were added.

* These fields can be redefined for your own use and names may vary. You can edit the definitions via the **Settings>Text/Language** section

Once you have added this information, submit the record (this will either be the **add record** or **update record** button at the bottom depending on whether you are adding a completely new photo or editing an existing one).

If there are other fields on the page, these are for integration with a payment gateway such as *PayPal*. See *Selling Online*, page 37 for details on these.

Now repeat the process by clicking **New** in the top menu.

7.7 Adjusting your thumbnail settings

The thumbnail produced by the system will be according to the sizes and options specified in **Photo settings**. If you apply a width and a height to your thumbnails and tick **crop thumbnails**, the system will **crop** the thumbnails to ensure they are all the same size. If you assign both dimensions but don't tick crop or if you just assign one of these dimensions, it will adjust the image in proportion to its original size.

You can also re-make your thumbnail after uploading. Please note that if you have applied a watermark to the image, re-making a thumbnail will include the watermark on the thumbnail image.

To re-make your thumbnail, either click the **regenerate thumbnail** button to automatically adjust the sizes according to photo settings, or else click **edit** to select the cropping area. On the edit screen you can select the area to crop and select whether to fix the aspect ratio.

7.8 Manually uploading thumbnail images

If you would prefer to edit your thumbnails on your desktop before uploading, you can do so by turning this option on in **Photo settings**.

When you then edit or add a new photo, there will be two image fields: one for the main photo and one for the thumbnail photo. Overwrite the thumbnail photo as required. Don't try to delete the thumbnail image as this will result in an error.

TIP: You can turn this option on temporarily to amend individual thumbnails

7.9 Adding images to other sections of your web site

You can also add your images to other sections of your web site. You can choose to embed individual images in text for individual articles or sections, or to put images into any part of your site such as the header or footer.

7.9.1 Adding images to any part of the site

You can put images into any part of the site using the **Other content** part of the admin system. See *Adding other content to your site*, page 23 for details.

7.9.2 Embedding images in text

To embed an image, you need to use special coding within the copy of the respective section. This coding can be optionally enhanced to left align the image within your copy, right align, embed a thumbnail image with a pop-up, add the image's caption, and even link through to the gallery (if the image appears in one).

To add an image:

- firstly upload the image in the usual way in **Photos** and take a note of the photo ID number
- then go to the Section you would like to add the image to
- under the main copy of that Section, use the following codes within the copy to add the image and apply the photo ID number to the figure x:

Add a standard image	<code>[[image id="x"]]</code>
Add it as a thumbnail only	<code>[[image id="x" thumbnail="yes"]]</code>
Add & align to the left right middle	<code>[[image id="x" style="left right center"]]</code>
Add it with a link	<code>[[image id="x" link="yes"]]</code>
Add it with a caption	<code>[[image id="x" caption="yes"]]</code>
Add it as a pop-up	<code>[[image id="x" popup="yes"]]</code>

You can combine any of these features: here is an example of how to set up an image aligned to the right and using a thumbnail with a caption and a link (note the spaces):

```
[[image caption="yes" thumbnail="yes" link="yes" id="x" style="right"]]
```

There are some places where the image tag won't function – in the description field for photos for instance and in title fields.

7.10 Gallery Isolation facility

This facility is only available with the Super Pro subscription and allows you to display a gallery of images without it appearing on your main web site.

For example, if your domain name is `http://www.bloggsweddingphotographer.com` and your customers are Tracey and Bill Smith, you could set up a special gallery for them at, say, `http://www.bloggsweddingphotographer.com/traceyandbill`.

To isolate a gallery for this purpose, go to the Gallery headings section. Click edit against the respective gallery. Untick **Show on main site**, and then enter a code as instructed. The code should contain no spaces or punctuation and must be different for each gallery.

7.10.1 Gallery log in form

You can add a log in box like the one shown below to your site to enable people to access their isolated galleries.



This can be done either by adding a content section of type “gallery log in” (see *Log in panel*, page 27), or by using a tag in the text of other sections. To do this, add the following tag where you would like the box to appear:

```
[[gallerylogin/]]
```

You can add a line of text above the box in the normal way.

7.11 Managing photos

Once you have uploaded your photos, you may wish to switch them around between galleries, or possibly add new captions or change the sort order. This can be quite time-consuming if you have to edit one image at a time. The **Manage photos** facility enables you to change details about uploaded images all in one go.

To do this, first “find” the photos you want to edit by doing a search or by ticking the photos in the list and clicking **Omit marked** at the bottom of the list. See *Using the Search Functions of the Admin System*, page 33 for more details on using the search facilities of the admin system.

Once you’ve found the images you want to edit, click **Manage Photos** on the photo list.

To update photos first **tick the photos** you want to update or click the **Check all** button to tick them all.

Then amend the details as required. To assign or change their gallery, select a gallery from the list at the top. Leave this blank to leave the photos in their current gallery.

Finally at the bottom, click **Update images**.

If you ticked the box at the top of the list labelled **Omit updated photos after update**, then any updated photos will no longer appear in the list. This is useful if you want to assign a set of photos to different galleries. If you are tweaking the sort order, ensure this box is unchecked.

IMPORTANT: Once you’ve finished working with a “found set” of images, remember to clear the “filter”. To do this, return to the main photos list and click **Show all** in the top menu.

NOTE: The photo management page is limited to 50 photos – to learn how to manage more than this, see *Managing large numbers of photos*, page 41.

7.12 Bulk uploading

Intermediate subscribers and above can upload multiple images via the bulk uploads screen (available in the menu). Users of the latest Firefox or Chrome browsers can use drag and drop to add images to the queue. Other browsers will use the Flash plug-in which allows you to select multiple images or folders via a dialog.

Photos can be assigned to a gallery and can be edited by clicking on them in the list before uploading.

After uploading they will be highlighted in the photos list as “new records”, just as if they had been uploaded individually.

When using the bulk upload function, images are resized by the browser if they exceed the maximum dimensions. The quality of the resized versions may not be as good as those resized on the server. We therefore always recommend if you are going to use the bulk uploader that you resize your images before uploading.

7.13 Using FTP for upload

Super Pro users can upload multiple photos via FTP. Before uploading please see the note on file sizes in *Tips on file sizes for Super Pro users*, page 19. To bulk upload photos, first prepare your images as per normal.

Second, connect to the FTP site using your username (site code) and FTP password. These will be displayed on the **bulk upload** section (available from the main photos list page) if you have a SuperPro account.

Now upload your images. We recommend about 50 at a time.

NOTE: uploaded images must be within the file size and pixel size limits.

Once your photos have been uploaded, you can import them via the admin system. Go to the Bulk uploads page and select **import now**.

Please be patient when using this function. Each image will take around 1 second to process. If you are uploading 50 images, this will take around a minute.

Once your photos have been imported, you have to assign them to a gallery and add details. This is done using the photo management system described in *Managing photos*, page 18.

To do this, click the **Photo Management** button on the bulk upload page. This will automatically find all images that have been imported but not updated. Use the photo management system as normal to update your images.

7.13.1 FTP access

Users are free to choose how they access the ftp site. We recommend using a dedicated package. A free ftp client is available from the makers of Firefox - FileZilla - see filezilla-project.org/

Windows does have in built FTP access which you can use for accessing the site, Apple users will require an FTP package.

To connect using Windows XP, do the following:

1. Open "My network places" from the start menu or desktop
2. Click "Add network place" (the location of this icon changes according to your settings)
3. Click next when shown the wizard
4. Select "Choose another network location" and then click next
5. Enter the following address `ftp://ftp.clikpic.com`
6. Uncheck "log on anonymously" and enter your site code. Click next
7. Given the location a name and click next
8. Click Finish
9. Open the ftp location if it doesn't open automatically and log in.
10. You can now drag photos into the folder.

We don't recommend using the built in Windows ftp package for serious transfers as it's notoriously unreliable. We recommend you use a dedicated package such as FileZilla.

7.13.2 Note on security

FTP access does not give you access directly to your site. It gives access to an import folder. You then have to log on to the admin system to import the photos.

FTP is an insecure protocol and traffic might be viewed in transit. This is why you have a separate password. Most FTP packages allow saving of passwords – we recommend you use this option.

7.13.3 Tips on file sizes for Super Pro users

If you are uploading large numbers of files in the same gallery, consider reducing the size of your thumbnails. You can do this temporarily while you import a set of photos without affecting already uploaded photos.

If you don't limit the height of thumbnails a standard 4x6 aspect portrait photo will be 180 pixels high and might be as large as 12k. 100 images at this size would add up to 1MB!

Likewise consider reducing the maximum size of your images to 600x600 – at 80% quality this should keep images around the 120kb size. It'll also limit the ability of users to download and use the images.

7.14 Automatically naming images

When using either the bulk uploader or the FTP service, images can be assigned a reference and a caption automatically from the file name. This option needs to be selected either before using the bulk uploader, or, if uploading via ftp, on the import page.

To automatically name the images, use the format `xxx-caption_with_underscores.jpg`

`xxx` will then be used as the reference and the caption will be the text after the hyphen with spaces changed to underscores (`_`). The `xxx` part is optional and used only if you select `Get references from name`.

You can always change the reference and the caption later using the photo management system.

7.14.1 Manually uploading thumbnails

If you have chosen to manually upload your thumbnails (ie rather than using the system's default thumbnails), then you can do this using either bulk upload method. ANY image named `xxxx_thumb.jpg` will be assumed to be the thumbnail for `xxxx.jpg`

E.g.

345ns-marc_and_tracey_thumb.jpg will be imported as the thumbnail image for 345ns-marc_and_tracey.jpg

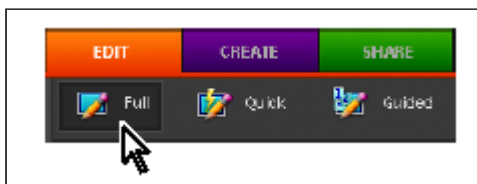
Note the thumbnails must fit within the maximum pixel size for the site and be less than 15kb in size.

7.15 Using Photoshop Elements to process your images for upload

If you have a copy of Photoshop Elements, you can process all your images for upload in one go using the “Process multiple files” function. Follow these instructions to do this:

NOTE: Please be aware that batch processing is an very disk intensive activity and you should ensure you close all other applications before starting. Also ensure you have plenty of free space on your hard drive and – if you can – defragment your hard drive.

1. Put all the photos to be processed into a single folder.
2. Create a folder to save your photos for upload.
3. Start Photoshop Elements in Full Edit mode by clicking Edit in the Welcome Screen. Or, if the Organizer is already open, click the Editor button located near the top right corner of the Organizer window, and then choose Full Edit from the menu.



4. If the Editor is already open from an earlier exercise, switch to Full Edit mode if necessary, by clicking the Full tab in the Edit pane of the Task panel.

5. Choose File > Process Multiple Files.
6. In the Process Multiple Files dialog box, do the following:
 - Choose Folder from the Process Files From menu.
 - Under Source, click Browse. Find your folder of pictures. Click OK to close the Browse for Folder dialog box.
 - Under Destination, browse for your destination folder.
7. If you wish, you can adjust the filename, but again it is better to do this to the original file.
8. Under Quick Fix on the right side of the dialog box, select “Sharpen”. You can select the other options if you wish but it would better to have previously fixed any colour problems with the original files.
9. Under Image Size, tick “Resize Images”. Change the resolution to 72dpi. Enter 800 as the maximum width (or your chosen maximum width from your site settings).
10. Under “File Types” select “JPEG High Quality”. DO NOT select Max quality as the files will be uncompressed and unsuitable for the web.
11. Click “OK” to process the files.

7.16 Using carousels and pop-ups

Instead of using the standard grid layouts for the galleries, you can use carousels and pop-up images.

Carousels show a small number of thumbnail images in a row which can then be scrolled to show the next batch of images in the gallery. Carousels are ideal for styles where the height is fixed – e.g. where the menu or title is at the bottom of the page.

Pop-ups allow users to view full size images without having to reload the page. It can provide a quicker, better viewing experience for users.

Carousels and pop-ups are assigned per section. Go to **sections** and edit your gallery section. In the **Gallery mode** field, select **carousel**, **pop-up**, or **carousel and pop-up** which combines both features.

Remember you can have more than one gallery section if you want to have different layout options.

You can also select a style scheme to vary the look of your carousel.

7.16.1 Carousel styling

Many of the carousel settings can be varied via the **Styles>Custom styles** section of the admin system. If you have not used this section before, please read the customisation guide available to download at the top of the page.

The carousel settings are in the **Gallery layout** section of the style settings and are all prefixed with `carousel`. You can change the dimensions, scrolling speed and button graphics used for the previous, next functionality.

The “carousel instruction” is the text that appears above the carousel that by default reads `Use the arrows to scroll through the images`. This setting along with every other navigation text element can be edited in **Other settings**.

You can style your gallery menu and gallery photo pages differently. To do this, select `override in content` section as the style scheme and then style the individual content sections. There are links to the content sections on the **content** tab when editing the section.

8 ADDING SLIDESHOWS TO YOUR SITE

NOTE: Slideshows use *Flash* technology from Adobe and will not run on Apple mobile devices such as iPad and iPhone. A guide to replacing the slideshows with a “rotator” is available in the step-by-guides section:

Replacing the Flash slideshow on the Homepage

Slideshows can be used to display any of the photos on your site and their appearance is fully customisable so as to be able to fit in with the overall appearance of your site.

8.1 Adding slideshows

Slideshows can be added to the home page, gallery sections, and custom sections using the **Sections** part of the admin system, and can be added anywhere on your site using the **other content** section.

To use a slideshow for the home page, edit the home page section record, tick the box marked **Use slideshow** and select the slideshow settings that you want to use (we recommend `Homepage mode`). The images in the slideshow will be the ones in the `Homepage images` image set or the first 50 photos if you haven’t assigned any photos to this set.

You can also add slideshows to gallery sections. This is done by selecting the mode you’d like to use from the drop-down menu at the bottom of the section record. The choices are to use the slideshow for the whole section, each individual gallery or not to use slideshows at all. You then choose the slideshow settings you want to use. The slideshow is added when you submit the record.

For the whole section mode, the slideshow is displayed at the top level of the photo gallery section and it contains all the images in all of the galleries and sub galleries. These are grouped in albums within the slideshow. We recommend `Whole section` as the style scheme for this mode.

The `individual galleries` mode displays the top level as normal, with each gallery link taking visitors to a slideshow. Galleries with sub-galleries below them will appear in the slideshow as multiple albums. We recommend `default` as the style scheme for this mode.

You can also add sections to your site to just show slideshows. Go to **sections** and create a new section of type “*slideshow*”. Once you have created a slideshow sections, an image set will be created to enable you to assign photos to the slideshow.

Using the **other content** section of the admin system, you can also add slideshows to any part of your site. See for details.

8.2 Slideshow settings

When adding slideshows to sections you must also select the style scheme that you want to use. The schemes available are displayed in a drop-down list in the section record and include all the default schemes plus any custom schemes that you have created and saved yourself.

8.2.1 Default schemes

To get you started we have created 6 sets of schemes. You can either use these without changing any settings or use them as a starting point for your own custom settings.

A preview of the schemes is available on the section edit page or the content item edit page. When you "Pull-down" the menu, a preview window appears with a description of the scheme.

8.2.2 Custom settings

The **Styles>Style schemes** link from the main admin menu takes you into the list of schemes, including standard and user created ones. From here you can add, delete or edit existing schemes. The table lists all the standard slideshow schemes which are available by default. These are available to edit but they must be saved under a different name. This allows you to change the settings to suit your tastes without having to recreate the whole scheme from scratch.

Selecting **New** from the top menu or **Edit** on a specific record takes you through to the full list of slideshow settings which allows you to change over a hundred attributes of the slideshow's appearance and behaviour. This might look slightly intimidating but the settings are grouped according to which elements they relate to. There are groups for general options, the control box, the image information box, the thumbnail window, the albums window and the loading icon. Many of these also have similar attributes such as their colours, the curvature of their corners, their opacity, shadow size etc.

General options

Corners	the higher the value of the setting the rounder the corners will be.
Opacity	set as a percentage. 0% will make the element completely transparent and 100% will make it completely opaque.
Shadows	most of the standard system settings don't have shadows added to the elements. They can of course be added if you wish and the size, colour and opacity of the shadows can also be controlled.
Fonts	two fonts are available for the text in the slideshow, Helvetica and Unibody. All font sizes are in pixels.
View window	this is probably the most complicated setting to understand. It is comprised of two sets of x and y coordinates which denote the top left and bottom right corners of the viewing window, entered as x1,y1,x2,y2. The x coordinate increases to the right and the y coordinate increases down, both from the top left corner. For example, a slideshow measuring 600 wide by 400 high would have a top left coordinate of 0,0 and a bottom right coordinate of 600,400. The default setting of 0,0,0,0 sets the view window to be the whole slideshow. You may find that it is necessary to alter this setting if you want a thumbnail menu which is always visible and you don't want it to obscure your images.

Control Box

This is the box within the slideshow which has buttons to go to the next or previous slide, show the albums window or the thumbnails window and pause or play the slideshow. As well as controlling its appearance you can also change its position, hide settings and even whether show it at all.

Image Info Box

This box displays the image title and description if they have been entered. You can choose whether to show this or not and its position within the slideshow. The width of the box can be set and there is also an attribute to say whether or not to override this width if the length of the title or description requires it. If the information is set to always be shown then you can choose what to display when no title or no description is available.

Thumbnail Window

This window displays thumbnail images of the photos in the slideshow. Clicking on them takes you to that image in the main window. As well as being able to change the position and appearance of the window you can also set it to always be displayed. The thumbnail images themselves also have their own settings such as size and curvature of their corners, plus when the mouse is over them their brightness can be altered and they can be made to float upwards using the `Thumbnail hover distance` setting.

The number of rows and columns in the thumbnail window can be specified or are calculated automatically. If you specify a certain layout for the window then make sure the `Automatic rows and columns` setting is turned off.

Album Window

The album window shows all albums within the slideshow. For a slideshow in a gallery or gallery section these albums will contain the images from the galleries and sub-galleries. The album window can be set to appear when the slideshow starts, otherwise it will only appear when the button in the control box is pressed. Like the thumbnail window, the position and appearance can be changed, as can the attributes of the items inside it.

Loading Icon

The loading icon is displayed whilst images are loading up. Like the other elements its colour and opacity can be changed as well as the size and colour of the shadow it throws.

Once you have entered information for the settings that you want to change and chosen a name for your settings group you can save the changes and the settings will be available to assign to any of the slideshows on your site.

8.3 Using an HTML rotator

The slideshows on the Clkpic system run using a technology called Flash, produced by Adobe Systems (makers of Photoshop).

There have always been problems with Flash, including stability and security issues. As a result, Apple decided not to incorporate the technology into their mobile range of products. This in turn prompted Adobe to drop Flash for all mobile platforms.

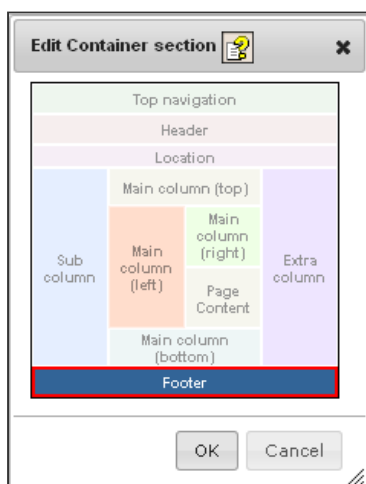
As a result, if you wish to publish a site that's viewable on iPad, iPhone and soon most other mobile devices, you will need to replace your slideshows with either static images or "rotators". To do this, instead of using a slideshow, use a single image and then select one of the "rotator" style schemes.

NOTE: The style *Floating* uses a rotator by default, and the style *Banded* doesn't have a home page photo, it uses a panel instead.

There is a full guide to replacing your slideshows in the Step-by-Step guides section, available on the home page of the admin system.

9 ADDING OTHER CONTENT TO YOUR SITE

As well as the standard Clkpic content, it's possible to add any content you like to any part of your site. This can be used to add information to the navigation elements of your site, perhaps a phone number or an affiliation logo, or it can be used to add content to a specific section or page.



The process of creating the content item is the same in either case. First you have to decide what *type* of content you want to show. Mostly these will be a *general* content item. Other more complicated types include photo panels and lists of articles. They are discussed in *Types of content section*, page 25.

Then you have to decide *where* to show your content. Whenever you click in the **position** field for a content item, a layout guide like the diagram is shown. Different styles have different amounts of divisions, and the sub column and extra column only appear if you have styled your site to show them.

Finally you have to decide on what *sections* you want to your item to appear. By default, it will appear on every page of your site.

9.1 Adding content to your site

To add a content item to your site, use the form at the bottom of the **Other content** list. Select the type `general` and add a name for your own reference, e.g. `Copyright message`. Click **Add content item**

On the edit screen, add the text of the content, e.g. `Copyright ©2 2010 Joe Bloggs` to the **text content** field. By default the position is `main column (bottom)`. Change this to `footer` if you like. Refer to the content sections layout guide (see diagram) for other locations.

OTHER CONTENT		
<div> </div> <div> SITE-WIDE CONTENT SECTIONS (SITE TITLE, MENU, ETC.) </div>		
Title	Type	Description
<i>Site title</i>	Text	The title text/image of the site
<i>Main menu</i>	Menu	The main site menu
<i>Location indicator</i>	Location indicator	A 'breadcrumb' indicator of the location of the user within the site
<i>Copyright message</i>	General	

Submit the form and preview your site to view the content in place.

You can use the list page to make quick edits to the title, position and sort order of the content items.

Content items are listed according to where they appear on the site. Site-wide items are grouped at the top of the list.

Settings in *italics* are editable. After you change a value, click **Save** at the bottom of the page after you have made your changes.

9.2 Adding content items to specific sections and pages

By default content sections are set to show on all your site sections and pages. You can change this by using the **Apply to sections** field. To show the item on specific sections, edit the content item and select `only show on the sections selected` in this list and then use the swapbox to select the sections to show the item on.

Similarly you can use `All sections EXCEPT the sections selected` to achieve the same effect. This option is often used to show an item on every page except the home page.

9.2.1 Showing on specific pages

For photo galleries and multiple page sections, a further level of control is available. This can be accessed in the **Advanced** tab for the content section. Use the grid control to fine tune the pages the content is shown on.

9.3 Editing the standard content items

There are two types of standard content item, the site-wide elements (usually just the title and menu), and the section specific items such as photo grids and article lists.

2.If you can't type a © symbol you can enter the text `©` and the system will add one for you.

9.3.1 Editing your site title

You can add your own logo/banner to the top of your web site, which replaces your web site name. You can then style the position of the logo by using the styling tab.

To do this, expand the site-wide sections. Then click **edit** for the site title. Upload a graphic if you want to replace the basic text, and then save the record.

You can now using the styling tab to edit your styles for the title. This includes a “position” attribute, which allows you to move the location of the logo within the header by setting the “position” and “orientation” values.

9.3.2 Formatting the menu

The menu can be edited in the same way, and on the **styling** tab there are options that control the way the menu behaves.

One of these options is the `show sub menu on rollover` option, which can be used with the `use sub menu` setting on the sections page to create rollover menus.

Note that these styles can all also be edited on the main custom styles page.

9.3.3 Formatting section specific content

Almost all the items in the standard Clikpic sections can now also be edited and styled. Most importantly, this includes the home page content. You can choose which of the standard items to include or add your own.

You can also style the image panels for your gallery sections and the article lists for your multiple article sections.

It's also possible to add your own section specific items. You may want to add graphics to the main column for each section (sometimes known as “section headers”). To do this, choose **Only the sections selected** from the **Apply to sections** field. You will then need to select the section(s) to show the content item on.

9.4 Types of content section

In section 9.1 we added a general content section to your site. There are several other types of content item that you can add. These are described in this section.

9.4.1 General content

Almost all content that you add yourself will be of this type. You can add an image or some text with links to content on your site or elsewhere.

To add an image	To add an image, first resize it to correct size offline, and then upload it in the same way as a photograph.
To add some text	Enter the text into Text content . For details on special formatting, see <i>Formatting Text Using 'Html'</i> , page 33.
To create a “panel” with a title and a border	Enter the title into the title field and tick the option to show title
To link to another section	Select a section from the list in Link to sections to link to another section. The link will be applied to the image (if used), the title (if present), and the text you enter into Link text (if any). If you have no title, image or link text, then the link won't work!
To link to specific content or another website	<p>If you want to link to a specific photo/article/gallery on your site or to another website altogether, you need to enter a value in the External URL field.</p> <p>For an external link, enter a URL with <code>http://</code> at the start of it, e.g. <code>http://www.flickr.com</code></p>

For an “internal” link, you need to use a link tag as described in *Linking to content in your own site*, page 35.

NB You should omit the content of the link tag, e.g.

```
[link type="article" id="2383"] [/link]
```

9.4.2 Articles

The articles section can be used to list articles from one of your multiple page sections. You can either choose to link through to the full article, or just list a short selection of headlines and descriptions by omitting the full text from the articles themselves.

You can choose whether to show the dates of the articles, the descriptions (known as straplines) and the thumbnail images.

9.4.3 Menu

Add a secondary or sub menu. This is used in two different ways:

1. As a completely separate menu to the main menu
Using the **advanced** tab when editing a section, you can then choose which menus to list a section in. You can list a section in more than one menu, perhaps useful for adding a “footer” menu.
2. As a sub menu
In sections such as photos or multiple articles, you can automatically show a sub menu of galleries or article headlines. This is easier done by editing the section and ticking **use sub menu** which will automatically create the sub menu for for you.

9.4.4 Photo

The photo option is used to show a single full size photo from your galleries. It will be chosen at random from the “Image set” you select.

The styling options for a single photo include the option to rotate the image in a sort of mini-slide show, sizing options and the “Link type”. This last setting allows the home page image to link to a gallery (like previous versions of Klikpic), not link at all, or link to a location specified in the External URL field. As described in *General content*, page 25, you can use a link tag to link to any part of your site.

9.4.5 Slideshow

This allows you to show selected photo(s) from your site in a Flash slideshow. There are some “style schemes” available to help you format your slideshows. These should be used in preference to setting individual style settings.

9.4.6 Photo panel

The photo panel option shows a selection of thumbnail photos. It can be used for a variety of different purposes. Your photo gallery sections each have a photo panel section as standard which you can edit and style.

You can also use smaller panels on your home page, in your “extra column” or even on photo detail pages (like the Compact style does by default).

Like slideshows there are some style schemes to help you format the panel. Select one from the list as a starting point.

9.4.7 Text

Add text or a graphic without styling. There is no real advantage to using this over a general content section.

9.4.8 Shopping cart

Show user’s cart contents and a link to checkout.

9.4.9 Section title

This tag is only needed when you are creating your own, blank section. It places the text content inside an HTML heading tag. You can do the same thing yourself with a text section if you are technically minded.

9.4.10 Location indicator

Text indicating where a user is on a site, clickable to navigate back to the start page of a section

9.4.11 Log in panel

Show a panel for users to enter a code to see restricted photos.

9.4.12 Search

Pro users and above who have added a search section to their site can place a search box in other locations by using a content section of this type. See *Adding a search facility to your site*, page 27 for more details.

9.5 Editing content sections on your preview site

When you preview your site, you will notice a small toolbar in the top left of the screen. This allows for some editing of your content sections directly on the page.

Click **edit** on the toolbar to open edit mode. You can exit edit mode at any time by clicking **edit** again.

In edit mode, you can edit the properties of the content sections by clicking the pencil icon, or adjust their sort order if there is more than one content section in a location (use the arrows to do this).

When editing the properties, ensure you click **Save** or **Save all** to save any changes you make.

10 ADDING A SEARCH FACILITY TO YOUR SITE

Pro subscribers and above can add a photo search facility to their site. This is done by first adding a new *Search* section to your site.

10.1 Adding a search section

To do this, go to **Sections** and add a new section of type “search”. This will generate a new section and add it to your menu. You can rename it and opt to not include it in the menu

10.2 Search options

After adding your search section, you can edit the **search options** by clicking on the tab.

10.2.1 Galleries

Ticking this box will allow users to filter their search by gallery. See also *Limiting the search to certain galleries* following.

10.2.2 Photo categories

Ticking this box will allow users to filter their search by photo category. It’s important that you don’t enable this filter unless you have spent some time assigning your photos to categories and that each of your categories contains a useful number of images.

If you enable this option without doing this preparation, users will receive poor search results. Consider adding keywords as an alternative.

10.2.3 For sale only

You can opt to allow users to search for images that are for sale only.

10.2.4 Limiting the search to certain galleries

By default, all your public galleries will be included in the search. Exclude some galleries by using this field. If you have allowed users to select their own galleries (see *Search options*), these galleries will be excluded from the list of galleries available to search.

10.3 Adding a search box to other parts of the site

After adding a search section, a new content section type is available to add a search box to other parts of your site, for instance the header.

Go to **other content** and add a new content item of type “Search”. You can then choose where to place this on the site.

10.4 Formatting the results

By default the search pages inherit their styling from the links pages. You can edit the styling for both types of section in **Styles>custom styles>Links/search pages** or for fine control, you can style the content item for the results. To do this, click on the **content** tab for the section and edit the **Search results** content item.

There are some options on the main editing tab:

- Max records** limits the number of results per page. Further results will be “paginated”.
- Show galleries** Shows the name of the gallery the image comes from in the results listing
- Use popups** load search results in popups instead of linking to the details page.

In addition, the styling can be changed using the **styling** tab.

11 CUSTOMISING YOUR SITE STYLE

You can edit your site styles on the Styles customisation page (**Styles>Custom styles**). Customising a site is a complex subject, and there is a separate guide covering all the topics. To download this guide, see the link at the top of the style settings customisation page.

NOTE: We CANNOT offer general support on customising your site. In particular we cannot offer advice or support on the creation of background images or how to match colours. If in doubt, use the default setting for the parameter in question. If you experience an error or clearly incorrect formatting on your site, let us know via a support ticket, but if you're having trouble understanding what a feature does, please refer to the customisation guide or the online help and try experimenting with different settings.

To see how the system works, open the **Basics** branch of the tree. Select a setting to edit (e.g. page width) and click the edit link to the right of the page.

Adjust the setting as required and click update. Preview your site, and then if you want to keep the change, YOU MUST click **save settings** on the custom styles page.

11.1 Saving your site settings

Before customising your site or changing the style, you can back up your settings so you can restore them if you don't like the changes you have made. It's particularly useful if you want to try out another style – and the system will automatically back up your settings for you when you change style

NOTE: This facility only saves the styling of you site. It doesn't back up the content.

To save or load settings, go to **Styles >Save/Load settings** in the admin system. To save your settings, use the **Save settings** form at the bottom of this page. Enter a *reference* e.g. *May 1st 2012* and optionally a description. Click **Save settings** to save the settings.

11.1.1 Restoring your settings

To restore your settings, choose the version you want from the list and click **info/load**. After the details and the date have been shown, click **Apply settings** to restore your site to the saved version.

11.1.2 Advanced restore settings

If you have updated your sections and content sections in between saving and restoring your settings, the restore process may override some of your content.

Fine control over the restore process can be achieved using the **Advanced** option available when you click **info/load** for a saved setting set. These options should all always be ticked except when you only want to restore the settings of content sections that have been lost, in which case you would only tick **Apply saved content sections**.

11.2 Using style schemes

Photo sections and slideshow sections allow you to select a scheme from a pre-defined list. You can use the scheme as is, use the scheme as a starting point, or you can customise the scheme to create your own scheme.

To select a scheme, go to the section record for your photo gallery or slideshow section. The option to select a scheme is shown.

For photo gallery sections, an advanced option "override in content section" allows you to select different schemes for the different parts of the section. To do this, edit the individual content sections and select a scheme.

11.3 Adding custom schemes

To create your own schemes, go to **styles>style schemes**. This lists the standard schemes. You can extend them by editing a scheme and then saving it with a new name. It will then appear in the list of available schemes.

This is highly recommended as it will enable you to preserve settings even after you have **reset** your site.

11.4 Changing the column layout

While you can change the column layout easily and simply for each section on the sections edit page, to change the defaults for your site, you can use the style settings options to do this.

On the custom styling page, open the page dimensions branch and find the **column layouts** sub branch. Here you can change the defaults for your site as a whole or section **types**. If you have set column layouts for individual sections, these will take precedence.

12 MAKING YOUR SITE LIVE & DOMAIN NAMES

12.1 Subscribing to Klikpic

To make your site live you must firstly subscribe and pay. To do this, click on **Subscribe** in the admin system and follow the prompts.

You can subscribe at any stage after registering and at up to 3 months after your free trial has ended.

12.2 The default domain name

All Klikpic web sites have a default domain name preceded by `www.klikpic.com/` and followed by whatever name you entered in Site code when you registered. For example, if your code was `samplesite`, then your default address would be `www.klikpic.com/samplesite`.

12.3 Buying a domain name through Klikpic

If you would like your own domain name you can buy one through Klikpic and we will automatically link it to your Klikpic site. You can still edit and change your site in the usual way. To do this, just follow the prompts in the **Subscribe** section.

Within this process you will see that we check to see if the domain name you require is available.

NOTE: It will take around 24-48 hours for your domain to become live. This is the time it takes "name servers" around the world to update themselves with new registration information.

12.4 Choosing a domain name

We recommend you keep it simple – as short as possible – and choose something that reflects who you are and possibly what you do, e.g. `www.joebloggsphotography.com` or `www.bloggspaintings.com`. If your work is extremely niche you could choose a name to reflect that, e.g. `www.ospreyphotography.com` or `www.bloggpastelportraits.com`, but be wary of restricting yourself in the future.

You can have as many domain names as you like which we will point to your Klikpic site, although you will have to pay for each one.

Klikpic are able to provide `.com` and `.co.uk` domains among others. Unfortunately we cannot offer country-specific domain names other than `.co.uk`.

12.5 If you already have a domain name

It's easy to point an existing domain to Klikpic. The exact procedure varies according to the domain in question.

To begin the process, go to **Domains** in the admin system and follow the prompts for adding an “external domain”

13 SEARCH ENGINES

13.1 General

If you tick **Publicise site** your Clikpic site will be automatically submitted to the major search engines. It can take around 8-12 weeks before it will start to appear in the rankings.

PLEASE DO NOT submit the site yourself or use 3rd party submission services as you may risk being penalised by Google for “submission spam”.

13.2 Keywords and descriptions

Many sections offer the facility to add keywords and descriptions. These enable the search engines to index your site.

Add words and phrases separate by commas but ONLY if these phrases appear in the main text of the page. Don't add too many as you will be penalised in the rankings for submission spam.

13.3 Search Engine Optimisation

You can take steps to ensure your site achieves high rankings in the search engines

- Ensure you only have one relevant domain pointing to your site. If you have multiple domains, make sure one is set to be the default and the others are set to “*redirect*”.
- Ensure your site name has a good, relevant title. Don't use your domain name and don't leave it blank.
- Ensure your site has plenty of copy – especially in photo captions and descriptions. Remember that search engines can't index pictures.
- Adding keywords will harm your rankings if they don't match copy on the page. A site with no keywords and lots of copy will always outrank a site with lots of keywords and little copy.
- Name your images with words and underscores, e.g. haslemere_wedding_photographer.jpg and ensure the caption and description match this.
- Target specific, niche phrases – don't try to outrank big sites on generic phrases as you won't be able to compete with the full time staff big sites employ for Search Engine Optimisation. E.g. “Motorcycle photography” won't get you anywhere, “British Motocross Championships” will do better.
- Build links to other sites and get them to link back to you. The more relevant sites you can get to link to you the higher you'll rank.
- Be patient! Google only comes through about once a fortnight. It also gives preference to established sites that haven't changed much. Try to avoid updating your site too often – adding new photos is fine but if you change your site style, name and sections, you will go down the Google rankings.

13.4 Google Integration Guide

It's easy to add Google Analytics and Webmaster tools to a Clikpic site. These free resources give users access to in depth information about traffic on their site and also provides Google with information to better index your web pages.

Before you integrate your Clikpic site with these resources please read through this guide and visit the links to Google's pages to familiarise yourself with the systems.

You will need to open a Google account to be able to use these services. The accounts are free and only take a couple of minutes to set up.

13.4.1 Google Analytics

Google Analytics provides information on traffic to your Clikpic site, much more so than was previously available from the Clikpic stats. You can see the number of visits, the number of pages viewed, how many visitors return, which sites they are referred from and their geographical location.

To be able to use this service you will need to open a Google account. This is free and will only take a couple of minutes. Visit <http://www.google.com/analytics/> to get started.

When you enter your site's domain to begin the tracking you will be given some JavaScript code by Google to enter on the pages that you want to track. All you need from this is the account number, which appears in the form UA-xxxx-x. Enter this into the **Google Analytics ID** field on the **Options** page in the admin system. The Klikpic system will then place the full code into the bottom of each of your site's pages.

IMPORTANT: Don't enter the full JavaScript code into the ID field. Just copy the account number and enter it into the Klikpic system.

The code provided looks like this:

```
<script type="text/javascript">
var gaJsHost = ("https://" + document.location.protocol) + "https://ssl." + "http://www.";
document.write(unescape("%3Cscript src=' "
+ "http://www.google-analytics.com/ga.js" + "' type='text/javascript'" + "%3E%3C/script%3E"));
</script>
<script type="text/javascript">
var pageTracker = _gat._getTracker("UA-XXXXXX-XX"); <--- Code on this line.
pageTracker._trackPageview();
</script>
```

The only part you need is the part which here has been put in bold (shown as UA-xxxx-x in the example)

Once you've made your site live the code will be included in your pages. Google will pick this up automatically and you'll see the status next to your site change to 'Receiving Data'. It will be about twenty-four hours before any data on your site is available.

For more information or problems when using Google Analytics visit this link:

<http://www.google.com/support/analytics/>

13.4.2 Google Webmaster Tools

Google webmaster tools allow you to create a sitemap for Google to better index your site and provides important information about the indexing process.

IMPORTANT: You will need your own domain name to be able to use the Webmaster tools.

To start using the system with your site, visit the link to the Webmaster tools:

<http://www.google.com/webmasters/>

Click on the link **Webmaster tools (including Sitemaps)**. Log in with your Google account password and you'll be prompted to enter the URL of your site. DO NOT ATTEMPT TO DO THIS IF YOU ONLY HAVE A WWW.CLIPIC.COM ADDRESS.

Verification

The next step is to verify your ownership of the site. You should be presented with a link to do this within a box in the middle of the screen marked Next Step. Click on this link and on the next screen you'll be prompted to choose a verification method from a drop-down box. Choose the 'upload an HTML file' option.

This option will give you a file name of the form: googlexxxxxxxxxxxxxxxxxx.html

Copy this file name, minus the '.html', and paste it into the 'Google verification code' field on the 'Options' page in the admin system.

The next time you make your site live the system will create the file googlexxxxxxxxxxxxxxxxxx.html. Once this has been done then you can click on the 'Verify' button and Google will look for the file.

If you're not ready to make your site live then you can choose the 'I'll verify later' button and you'll be taken back to the screen listing any domains that you've entered. Remember to come back and complete the verification process once you've made live.

Once you've verified your site then you'll be able to access statistics and error information that Google collects about your site. You'll be able to see information such as the pages that are indexed by Google and any

problems that have arisen here; you can view information about other sites which link to yours and also what searches are most likely to direct people to you; there is also information on when Google last collected data for searching your site.

Sitemaps

■ **IMPORTANT:** You will need your own domain name to be able to use the sitemap system.

Site maps provide Google with a list of the pages on your site and how frequently each is updated. This helps the search engine index your site more efficiently.

The Klikpic system generates the sitemap file automatically when you make your site live. As with the analytics tool, you will need to have a Google account to be able to make use of the sitemap.

From the Google Webmaster Tools screen you will see a link inviting you to 'Add a Sitemap'. If you follow this link then it will then ask you to select the type of sitemap that you want to add. You need to select 'Add General Web Sitemap'. Google will then ask you to add the URL of your site map. This is: `http://www.yourdomain.com/sitemap.xml.gz` (replace *yourdomain.com* with your own domain)

Click the button 'Add Web Sitemap' and the Google system will attempt to find it. If it returns an error then it could be that you've not made your site live yet (or not since you verified your site).

14 SUPPORT

We regret we cannot offer a telephone support line for the Klikpic system, but we do offer an email reply service by emailing `support@klikpic.com` OR using the support ticket system in the admin system in the **support** section. We try to reply within 24 hours. If you have not received a reply, please log into the admin system and view your ticket in the "support" section. If we have replied but you did not get the response, the mail will have probably been blocked as spam.

Please ensure you add `support@klikpic.com` to your address book in your email package to ensure mails from Klikpic don't get blocked.

14.1 Secure support tickets

Some support issues, such as domain changes, transfers, and account queries must be done over a secure connection. We cannot accept email requests for these issues. Please log in and raise a ticket for any issues relating to your account.

14.2 System availability

The Klikpic site is constantly monitored to ensure it is active. Our hosting provider have achieved 100% up time in the last 2 quarters of this year. If you are unable to reach the Klikpic site, please be aware that many factors can cause this, even if you are able to connect to other sites.

In addition, customer sites have extra resiliency to ensure they stay up at all times, even in the event of the admin system being unavailable, for instance during maintenance or upgrades.

14.3 Resetting your password

Your password is stored with irreversible encryption in our system. That means although we can check it when you log on, no one including our system administrators can view it. If you forget your password, we will send you a link to reset your password to one of your choosing.

To get a reset link sent to your email, enter your email address on the log in screen and click **Reset password** instead of **log in**. Click **yes** to confirm you want to reset your password.

An email will then be sent with the link to reset your password, although this may take a few minutes. When you click on the link or copy and paste it into your browser's address bar, you will then be asked to enter your new password.

15 WEB TRAFFIC AND STATS

Once you have subscribed and your site is 'Live', the system will provide weekly information as to the amount of people visiting your site. This can be found by clicking on **Stats** in the admin system. It will usually start 1-2 weeks after you have gone live. The information provided is as follows:

Users	The number of (different) users who have visited your web site
Visits	The number of visits made to your web site. So if someone visits your site 3 times in a week, they would show as 1 user and 3 visits
Hits	This is the total number of "clicks" made while people have been on your site

16 USING THE SEARCH FUNCTIONS OF THE ADMIN SYSTEM

As you add more articles and photos to your site, you'll need to become familiar with the search functions of the admin system. This will enable you to organise and update your content.

16.1 Using the search function

You can search for content in sections that allow it by clicking "find" in the top menu. This will bring up the search screen for the section.

Enter the search criteria you want, e.g. selecting a specific gallery or selecting images that have **Show on home page** selected.

Once you have selected your criteria, press **Find** to run your search.

16.2 Clearing a filter

After a search, a filter is applied to the results. This is indicated by the text `x records in found set` at the top of the record list. To show all records, clear the search by selecting **Show all** from the top menu.

16.3 Creating a search set

To help you work through images, you can use the **omit records** functions. There are two ways of doing this, which work in a similar fashion.

First you tick the records you either want to add to a set or want to exclude from a set. You can navigate between successive pages of records while doing this.

Then you click **omit marked records** or **omit unmarked records**. Note that **omit marked records** is ONLY available once a filter is in place (either a search or having previously omitted unmarked record).

You can use this functionality to work through a set of records that need editing. Remember to clear the filter (see previous section) once you've finished.

17 FORMATTING TEXT USING 'HTML'

When you enter copy into any web admin system, you can apply some basic formatting to make the copy bold or italic, and additionally add links or tables. This is known as "HTML mark-up", the principle being to "tag" the piece of text you would like to format. Whilst we provide some basic tips and instructions here, if you would like further details, see <http://www.w3schools.com>.

HTML mark-up comprises a series of "tags" with content within them. Every tag must have a start AND an end tag. Both the start and end tag must begin and end with < and >. The end tag also has a / character just after the opening <.

For example, every paragraph starts and ends with the following tags <p> and </p>

Please ensure you use lower case for all your tags.

17.1 Putting copy in bold

Use the `strong` tag to embolden copy, e.g.

"I am an artist based in the **Peterborough region**."

To embolden the words 'Peterborough region', you should enter the copy as follows:

I am an artist based in the **Peterborough region**.

17.2 Putting copy in italics

Use the `em` tag to embolden copy (this stands for “emphasis”), e.g.

“From my collection *autumnal landscapes*, available from all good bookshops.”

Frommycollection*autumnallandscapes*,availablefromallgoodbookshops.

17.3 Assigning other styles

You can assign other styling elements using CSS styling. This works by using the `style` attribute of the tag you are styling. There are two tags you can use depending on whether you need to style a whole “block” of text or just a bit of text inside a paragraph (“inline”).

17.3.1 Block elements – the `<div>` tag

To assign styles to a block of text, surround the text with `<div>` and `</div>` tags. Then place your styling information inside the start tag, e.g.

```
<div style="padding:4px;">...</div>
```

17.3.2 Inline elements – the `` tag

You can use the `span` tag to style words within a block, e.g.

Special offers for August – BOOK NOW

17.3.3 Style values

The values of the `style` attribute can include the following:

Border-width*	Enter a numeric value AND the units, usually px for pixels. 1px is recommended for most orders.
Border-color*	Enter a hex value preceded by a # sign. For more info on hex colours, see the Customisation guide, available for download on the Style settings page
Border-style	Solid or dashed are generally the values supported by most browsers.
Margin*	Enter a numeric value AND the units, usually px for pixels.
Padding*	Enter a numeric value AND the units, usually px for pixels.
Color	The colour of text within the element. Enter a hex value preceded by a # sign. For more info on hex colours, see the Customisation guide, available for download on the Style settings page
Font-weight	The weight of text within the element. Use "Bold" or "normal".
Font-size	The size of text within the element. Try to use a percentage value, such as 110%.

* Margin, border-width and padding can take 1, 2 or 4 values. These allow you to specify the same value for all sides, the values for horizontal and vertical, or the values for top, right, bottom, and left respectively (like the points of a compass).

E.g. `border-width:1px;` A one pixel border.

`border-width:0 0 4px 0;` A four pixel border UNDER the element only.

`margin:4px 0;` Four pixel margin above and below an element.

Separate multiple values with a semi-colon, e.g.

```
style="margin:4px 0; padding:2px;color:#333333;"
```

17.4 Arranging copy into bullet points

Put all of the copy you would like in bullet points inside a `` tag, and then each specific bullet point should be inside an `` tag. For example, to format a list like this:

- Landscapes
- Portraits
- Weddings
- Still life

Use the following tags:

```
<ul>
<li>Landscapes</li>
<li>Portraits</li>
<li>Weddings</li>
<li>Still life</li>
</ul>
```

17.5 Linking to content in your own site

To link to content on your own site, you can use a link “tag” to ensure the link works correctly in preview and live modes.

The link tag is comprised of a start tag (`[link]`) and an end tag (`[/link]`) around the text which you want to appear on the page, and two attributes which are placed inside the start tag (`type` and `id`).

The `type` attribute is the type of page that you want to link to, not the title of it. You can use `photo`, `gallery`, `article` or `section`. The `type section` refers to a site section, e.g. the home page or a contact form. The `ID` is the id number of whatever you’re linking to, be it a photo, a gallery, a section or an article.

The syntax for the link tags is follows:

```
[link type="*section type*" id="xxxx"]Text to appear on page[/link]
```

e.g. `[link type="section" id="12345"]Go back to the homepage[/link]`

`ID` is the id of the photo, the gallery, the article or the section. The photo must be in a gallery.

NOTE: The tag will link to images in hidden galleries and photos within them.

17.6 Linking to another web site

To link to another website you can also use the link tag as described in the previous section, but instead of using a `type` attribute, use a `url` attribute with the address you want to link to, e.g.

```
[link url=www.photographymonthly.com]Photography monthly[/link]
```

Clikpic will add the `http://` to the front if you omit it.

NOTE: It is possible to use the `URL` attribute for links on your own site but they won’t work in preview mode – you should always use the `type` attribute described in the previous section.

17.7 Linking your email address

To link to you email address you can use the link tag as described in section, but instead of using a `type` attribute, use an `email` attribute with the address you want to link to, e.g.

```
[link email=fred@hotmail.com]Mail me[/link]
```

NOTE: If you publish your email address on the web you should ensure you have anti-spam software either installed on your PC or provided by your ISP. It’s better to use the contact form section to allow users to contact you.

17.8 Using tables (intermediate level users)

You can format text into tables like the following example:

```
1995-2000 Artist in residence, Camberwick College
```

2000 Artists in residence, St. Trinian's School

To do this, wrap the text you want to make into a table with the `table` tag, and separate the columns with a tab character.

```
<table>

1995-2000 Artist in residence, Camberwick College

2000 Artist in residence, St. Trinian's School

</table>
```

You must have the same number of columns on every line. If you have a blank column, it's *vital* that you insert a space character in the blank column.

Prepare your tables "offline" in a text editor. Once you've pasted a table into the admin system, you won't be able to use the TAB key to separate columns.

17.8.1 Applying formatting to tables

By adding the `info` class attribute to your table, you can format it with a border and some spacing between the table elements, e.g.:

```
<table class="info"></table>
```

Tips for creating tables

A guide to creating tables is available in the step-by-guides section:

Adding tables to your site

17.9 Headings

You can insert headings using the `<h3>` tag, e.g.

```
<h3>Exhibitions</h3>
```

Ensure they are on a line of their own.

17.10 Advanced users

The Clikpic system replaces all carriage returns (ASCII 13) with line break characters (`
`). To ensure mark-up is preserved in your copy, ensure there are no carriage returns in your text and insert any `
` tags manually. Lists and JavaScript are excepted provided they are correctly formatted with ``, and `<script>` tags.

White space before and after the following tags is stripped:
`<p>`, `<h*>`, ``, ``, `<table>`, `<script>`.

In addition, wrapping text in `<html></html>` or `<script></script>` tags will preserve white-space (`<html>` tags are removed – `<script>` tags are preserved).

Line breaks within `<table>` tags create a new row. To insert line breaks within table cells, use the `
` (or `
`) tag.

17.10.1 Advanced table formatting

Attributes passed to the `<table>` tag are preserved. In addition the `<colgroup>`, `<thead>`, and `<tfoot>` tags can be used, e.g.

```
<colgroup span="1" style="font-weight:bold;padding:0px; width="90" align="top">
```

17.10.2 Adding additional style classes

Should you wish to add additional style classes or override the styles for HTML elements, you can use the **Styles>Advanced** section page in the admin system.

18 SELLING ONLINE

Within the Klikpic system, you can set up your site to have a shopping basket facility that links directly into a payment provider (currently PayPal and Google checkout are supported).

You can use the shopping cart whether or not you have integrated an external payment system into your site. The order details will either be sent to the payment system for the visitor to make a payment or else they are saved in your admin system for you to process as you wish. See *Selling without a payment provider*, page 38 for details on selling without a payment provider.

18.1 Creating a shopping cart

To add a shopping cart to your site tick the **Use shopping cart** box in the **Payment integration** section of the admin system and then click the **Update** button below.

Selecting the option will create a shopping cart section and a checkout section on your site. The checkout section won't appear in the main menu of your site.

When the sections are created a new "Form" is created for the checkout page. You can edit this via **Forms** in the admin system. See *Adding forms and comments to your site*, page 10 for more details on how to edit forms.

To delete the shopping cart and checkout sections, deactivate the shopping cart feature. The form attached to the checkout at the time will also be deleted.

NOTE: The checkout form is not used if you chose to integrate with a payment provider.

18.2 How the shopping cart works

After you have added a shopping cart to your site and set up some pricing options, when a visitor views an image in your gallery they will see two buttons: one to add the image to their cart, and one to view the cart. If there are several price options for the image then they can also alter this before they add the item.

Once an item has been added to the cart then they can view the selection on the shopping cart page. This is done by either clicking the shopping cart section in the menu or by selecting the **view cart** button next to the image.

On the cart page visitors can update the quantities of the items they've ordered or remove them altogether. They can also remove all the items from the cart.

When the order is ready the customer clicks the submit button in the bottom right-hand corner (labelled **Place order** by default).

If you're integrated with an external payment system then this will send the order off to them for the payment to be made.

If your site doesn't have a payment system linked to it then the visitor will be taken to the checkout page where they can enter their details and the order will be saved for you to view in your admin system. You then process the order and payment yourself.

18.3 Integrating with a payment provider

Once you have set up a payment provider account and linked it up to your Klikpic site (see below on how to do this), your web site visitors can pay for orders online. You can use either PayPal or Google Checkout to do this.

When you integrate with a payment provider, you can use their systems to apply postage and other options such as sales tax.

18.3.1 Conditions of integrating payment providers with Klikpic

Before proceeding, it is vital that you have understood and accepted the conditions we have set for using this facility, as follows:

- Klikpic Limited can not accept any responsibility for the service you receive from your payment provider, nor can or will we deal with any queries relating to your dealings with them and your account with them

- Any terms or conditions imposed by your payment provider are between you and them, not Klikpic Limited
- By using this facility you accept that Klikpic Limited is not liable or responsible for anything relating to any agreement or terms you have with your payment provider.

18.4 How to use PayPal with your Klikpic site

18.4.1 Stage I – set up a PayPal account

To do this, go to www.paypal.co.uk or www.paypal.com

Most Klikpic customers will opt for the Premier Account but if you have an existing personal account this can be used.

Take a note of your PayPal email address, as you will need this when you go back into the Klikpic admin system.

18.4.2 Stage II – link up your PayPal account to your Klikpic site

- Click on 'Payment integration' in the admin system menu
- Tick 'Integrate with payment system'
- Select 'PayPal' as the payment provider
- Enter your PayPal email address as the Merchant key
- Select a currency for displaying prices
- Update the form when you are done. You will need to add some pricing options (see later in this section) before the buy buttons will appear on your site.

18.5 How to use Google checkout with the Klikpic facility

18.5.1 Stage I – set up a Google checkout account

Create and register a Google Checkout account at

<https://checkout.google.com/sell/>

18.5.2 Stage II – link up your Google checkout account to your Klikpic site

- Click on 'Payment integration' in the admin system menu
- Tick 'Integrate with payment system'
- Select 'Google Checkout' as the payment provider
- Enter your Google Merchant ID as the Merchant key (NB your merchant ID will be displayed in the top right of your screen when you are logged into the Google Checkout system)
- Select a currency (see note below).

Update the form when you are done. You will need to add some pricing options (see later in this section) before the buy buttons will appear on your site.

18.5.3 Google Checkout Currencies

The currency selected when using Google Checkout must be the same currency as on your Google Checkout account, usually your local currency.

18.5.4 Google Checkout button

If you select Google Checkout as your payment system then you'll notice that the button to send the payment to Google is a branded one. This is required by Google.

18.6 Selling without a payment provider

Some Klikpic users prefer visitors to contact them directly if they are interested in placing an order, and will typically accept payment by cheque. You can still use the integrated shopping cart to do this. Instead of making a payment at the end of their order, your customers will be taken to the checkout page where they can enter their details and the order will be saved for you to view in your admin system. You then process the order and payment yourself.

NOTE: If the customer navigates away from the checkout page before completing the order then it will be marked as 'Incomplete' in your admin system.

18.6.1 The checkout form

The checkout form (and the checkout section) is created automatically when you tick 'Use shopping cart'. The checkout form can be edited or swapped like any other form. By default it will prompt customers for their name, address, postcode and email address. See *Adding forms and comments to your site*, page 10 for more info on editing forms.

18.6.2 Viewing orders in the admin system

Once customers have made an order via your site, their order will appear in the system under **Orders**. New orders will be alerted at the top of the menu.

From the orders list, you can select an order to view.

To print the order, just select "print" from your browser's menu. The system will automatically print a printer friendly version.

When you have processed the order, change it's status to "processed" to ensure it doesn't appear in the list of new orders.

18.7 Setting prices for photos

If you wish to apply the same prices to every image on your site, you should go straight to *Setting up a payment option* below (and ignore *Applying price groups to your images*).

However, if you would like to apply different price structures to different galleries, the system allows you to do this by setting up price groups and then applying them to a gallery or an individual image.

If you sell individual items, see *Assigning a single price to an item*.

18.8 Setting up a price group

You only need to set up price groups if you would like differing price structures within your web site. If you would like the same prices to apply to every image on your web site, then ignore this section and move on to 9.8 below.

To create a new Price group:

- click on 'Add a new group'
- enter a group name, e.g. Prints
- tick 'Show on pricing information page' to automatically list your price groups on your pricing information section (see *Using the pricing information page*, page 40)
- Tick which payment options apply to this price group i.e. which prices apply (see *Setting up a payment option* for how to set up a payment option).

18.9 Setting up a payment option

Enter as many payment options you wish to have, as well as the charges you would like to make. These are in effect the prices you will charge for each image.

For 'Sort order', please ensure you only enter integer numbers (e.g. 10, 20, 30) and only decimal numbers into 'Price', e.g. "2.99" (do NOT enter a currency).

If you have set up additional Price groups, assign the option to the respective Group you wish.

18.10 Applying price groups to your images

To apply a price group to an entire gallery, click on Photo galleries, then edit against the required gallery; and then select the price group required under PayPal group.

To apply a price group to an individual photo, follow the same procedure but tick edit against the image's record in Images and then select the PayPal group.

Please note, we would generally advise against applying different prices to individual images as it is much more work for you and more hassle in keeping your site up to date.

18.11 Assigning a single price to an item

If you are selling limited edition or single works, you can assign a price to an individual item. To do this, edit the photo and enter the price in the field **Item price** [NB this field label can be customised so it may be labelled differently].

You can also enter a single item description e.g. "Limited edition set of 50" or "Oil on canvas".

18.12 Using the pricing information page

As an option, you can automatically add details of your pricing to your site by adding a pricing information section to your site.

This section automatically lists your pricing options – and groups if you have them.

Ensure you tick **Show on pricing information page** for any payment groups to show them here. If you don't use groups all your options are listed in a single table.

18.13 Delivery charges, VAT and other options

It is possible to configure PayPal to automatically charge for delivery and VAT, however these options are configured via the PayPal system and Klikpic are unable to offer support with these facilities.

19 TROUBLESHOOTING

There are two areas that users most often have problems with:

19.1 Photo upload

If you receive an error uploading an image, please check the image fits the following criteria:

1. The image is in JPEG format
2. The image has a resolution of 72dpi
3. The image is no more than the maximum width (see Options and Style in the admin menu)
4. [For Mac users] The image has a file extension of .jpg
5. There are no spaces in your file name

How big is your image?

Check the file size of your image by right-clicking and looking in the properties. If it's more than around 260k, something is wrong.

If you use PhotoShop, this may be because you have the image in CMYK mode. Use "Save for Web" instead of just saving as a JPG. Better is to batch process your images using either Image Ready or Photoshop Elements.

19.1.1 Upload errors

If you receive the following error: Unknown format

The image is not a JPEG image. Images should always be JPEG format.

19.2 Changes don't appear on 'live' site

- Make sure you have clicked **Make live** once you have previewed your changes in the admin system
- Your browser is likely to have "remembered" your site before you have made the changes. To get round this simply click **View / Refresh** on your browser when viewing your live site.
- What happens in "caching" is that the browser only checks for new content once every "session", so you can always close down all explorer windows then it will refresh automatically.

20 COMMON QUERIES AND TIPS

20.1 Image protection

We are frequently asked about disabling "right-click" to stop people stealing images. We don't add right click protection because it's very easy to get around and may interfere with legitimate use of right click by other users.

To see how to get around right click protection, on any web page that has it on, simply select “File-Save As” and then save “Web page complete”. The page will have been downloaded complete with images.

The only effective way to stop images being copied is to watermark them. You can either do this yourself when preparing the images for web use, or you can do it by ticking the **Automatically watermark images** box in the photo settings (see *Photo settings*, page 15 for more information).

If you are concerned about copying, we also recommend restricting the maximum size of images to 600 pixels. This will ensure there isn't really sufficient detail to make it worth stealing images.

Even the top image libraries have no qualms about posting huge galleries of images online. Also, have a look at www.bbc.co.uk and you can easily right click on any of their images (and they use some of the top photo agencies in the UK).

20.2 Adding a second subscription

To add a second site to your Klikpic account, click **sites** in **Account** section of the admin menu or in the floating menu at the top of the screen.

Here you can create a new site. This will create a new trial site which you can then subscribe to. Please note you can only have one trial per account. Once the second trial expires you will need to subscribe before creating a new site.

20.3 Upgrading your subscription

You can upgrade your subscription at any time. To do this, click on **Subscriptions** in the admin system. In the table at the top there is a box that says **Upgrade**. Click on this and the prices to upgrade will appear. These will typically be the difference in the subscription prices divided by how long you have left for your subscription.

For example, if you are upgrading from a *Standard* £35 subscription to a £80 *Professional* subscription, the difference is £45. If you have, say, 8 months left of your subscription, we will charge you $£45 \times 8/12 = £30$. Please note there is a minimum upgrade charge of £10. If your upgrade fee is below £10, email us and we can arrange to extend your subscription at the same time.

If you have taken out a subscription for longer than 12 months, the upgrade will apply to the entire period of your subscription and not just the current year.

20.4 Tidying up using sort order

You can improve the look of your galleries by putting your photos in a neat order. We recommend sorting them in order of size or shape. Start with your smaller landscape images and then have your larger portraits at the end – it looks so much neater this way.

To arrange the sort order for a Photo, click on edit next to the respective image in your **Photos** section of the admin system. The 3rd field up from the bottom says **Sort order**. Just enter a figure here. But use large figures to make it easier to juggle around at a later stage e.g. 100, 200, 300. You can do the same thing on the gallery index page by using the sort order with gallery headings.

20.5 Managing large numbers of photos

The photo management page is limited to 50 photos at a time. To manage more than this number you need to start using the **find** and **omit** functions of the admin system.

First, do a find to locate the images you wish to work with. Click **find** in the top menu and select the relevant criteria. Then submit the search. You now have a found set.

Next manage the first 50 photos by clicking on **Manage photos**.

Once you have finished you now need to omit the first 50 from the found set. Return to the photo list and ensure 50 records are showing on the page. [Enter 50 in the field next to the **show** button and click it].

At the bottom of the list, click **Mark all**. Then click **omit marked**. The first 50 records have now been omitted.

Continue with this process until you have processed all the images.

21 WHAT'S NEW?

We are constantly updating the Clikpic system with new and improved features. You can keep track of these in the "What's New" section of the FAQ:

http://www.clikpic.com/index.cfm?section=help&faq_sections_id=20