



**KOA CONSULTING** [www.KoaConsulting.com](http://www.KoaConsulting.com)  
**INNOVATIVE** Marketing & Website Solutions

Aloha, and welcome to the Koa Consulting Getting Started Guide. This guide contains some useful information about how to manage your new website. If you have questions about managing your website, your email, website statistics, or getting help, please read on. We suggest you keep this document in a location that you can access easily as you will most likely need to refer to it often.

Need additional help and support? Please refer to our website's support area at:  
[www.KoaConsulting.com/support/](http://www.KoaConsulting.com/support/)

Are you too busy to manage the website yourself? We offer full-service maintenance for your graphic design and website development needs. We can give you a quick quote and make the changes you need ASAP! Email us at [koa@koaconsulting.com](mailto:koa@koaconsulting.com) for an estimate any time 24/7.

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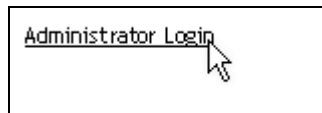
## Your Website Front-End

Your website was created using a powerful Content Management System (we will refer to it as a CMS from here on to help simplify things) which allows YOU to become your own *Webmaster* and manage and edit your content pages as you see fit by logging on and making changes, from any computer that has internet quickly and easily!

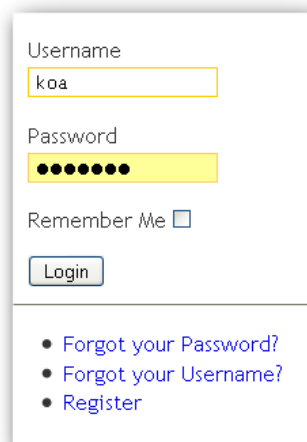
The only requirement for accessing your site from the Front End is an active internet connection and an up-to-date Web-browser (such as Mozilla Firefox or Internet Explorer. We suggest that everyone uses Firefox as it is reliable, easy to use, and free. You can download it by going to [www.firefox.com](http://www.firefox.com).

### Logging In

1. To log in to the front end, scroll to the bottom center of any page on your website and locate the small **“Administrator Login”** link. You may need to run your mouse over the area to find the link as we keep it “Hidden” for security purposes.



2. Enter your **“Username”** and **“Password”** information to login.

A login form with a white background and a thin grey border. It contains the following elements from top to bottom: a label "Username" above a text input field containing the text "koa"; a label "Password" above a password input field filled with seven black dots; a label "Remember Me" followed by an unchecked checkbox; a "Login" button with rounded corners; and a list of three links: "Forgot your Password?", "Forgot your Username?", and "Register", each preceded by a small blue dot.

3. Once you have logged in successfully, you will see your **Admin Menu** appear on the website as well as an **Edit Button** at the top of your content pages.

**Tip:** Before going in to change the content of your website, it is helpful to already have a specific idea what you want to modify. *An ounce of preparation goes a long way!*

## ***Editing Page Content: Front End***

Your website has some incredibly useful technology that allows YOU to edit content, links, images, and much more with just a few clicks of your mouse, all through your Internet browser. But remember, with power comes great restraint (basically we suggest you think twice before doing anything drastic on your site).

**Note:** On your **“Contact Us”** page, do not edit or remove the **`“{koaform=1}”`** line of text as this line embeds the web form into that page.

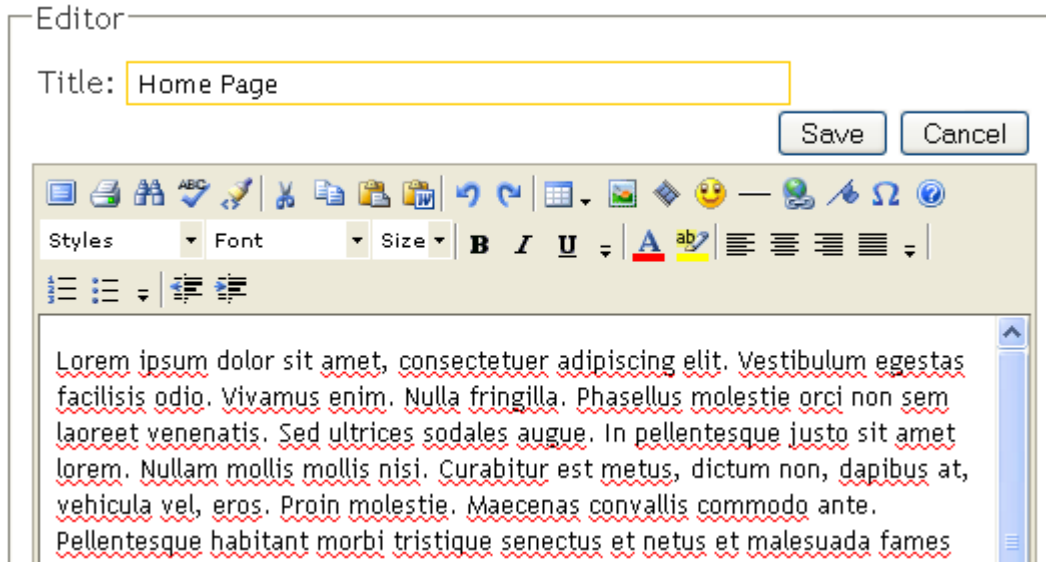
**Tip:** Before going in to change the content of a given page, it is helpful to already have a specific idea what you want to modify. *An ounce of preparation goes a long way!*

1. Once you are logged in to the front end of your website, you will notice a pencil & paper symbol at the top left or top right of every page.



Clicking on this symbol brings you to a simple page editor which allows you to edit the content of that particular page. To change content on a page, simply navigate to the page you wish to edit and click on the edit symbol.

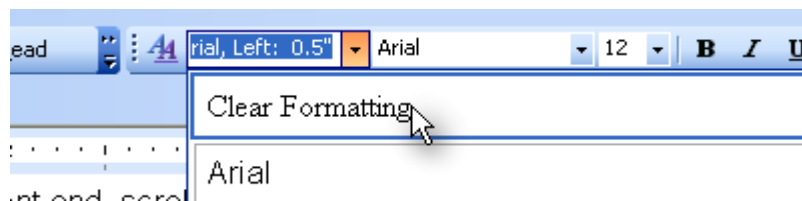
2. What you see should look familiar. Your page is displayed in what looks like any other basic word processor interface like Microsoft Word. To edit text, simply put your cursor where you choose and type like you would in any other word processor.



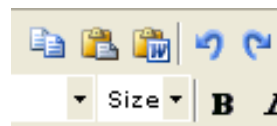
**Important Tip:**

- Pasting directly from Microsoft Word, Works or any other Word Processing Programs could lead to unintended and unexpected results.

You must first be sure to clear the preset formatting that Word applies to text by highlighting the text that you want copy and paste and selecting **“Clear Formatting”** from the “Style” selection in Microsoft Word.



- Alternatively, you can copy-paste text from Microsoft word by copying the desired text and then clicking on the **“Paste from External Source”** button on the page editor menu. Paste your text into the little box that pops up, and then press **“Insert”**.



3. Pressing **“Enter”** creates a Double Line space and pressing **“Shift+Enter”** creates a Single Line space in the text editor.

***Saving or Canceling your Work***

1. Once you complete your modifications to the page, you have two options:

- a. Clicking on **“Save”** will save the changes that you have made and close the page editor.
- b. Clicking on **“Cancel/Close”** will disregard any changes that you have just made (up until you have pressed Save or Apply) and close the editor. So, if you are unhappy with your changes or think you may have inadvertently made a mistake, simply click on **“Cancel/Close”** and no changes will be saved.



**Important Tip** – When editing a page, it is important not to hit **Back** or **Close** the browser window while the Content Editor is open, even if you did not edit any content. Always either select the **“Save”** or **Cancel/Close”** buttons when you are finished editing a page.

### ***Adding Links (to other pages or other websites)***

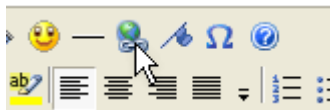
We get many questions concerning the importance of links. To put things bluntly, **links are how people get to where they want to go on the Internet**. So we will cover a few concepts to help you get a better understanding of how to use Links to their maximum potential.

**Local Link:** These links go to a page that is currently on YOUR website. For example if you mention your company or organization’s physical address on your **“About Us”** page, you will want to put a link to your **“Contact Us”** page.

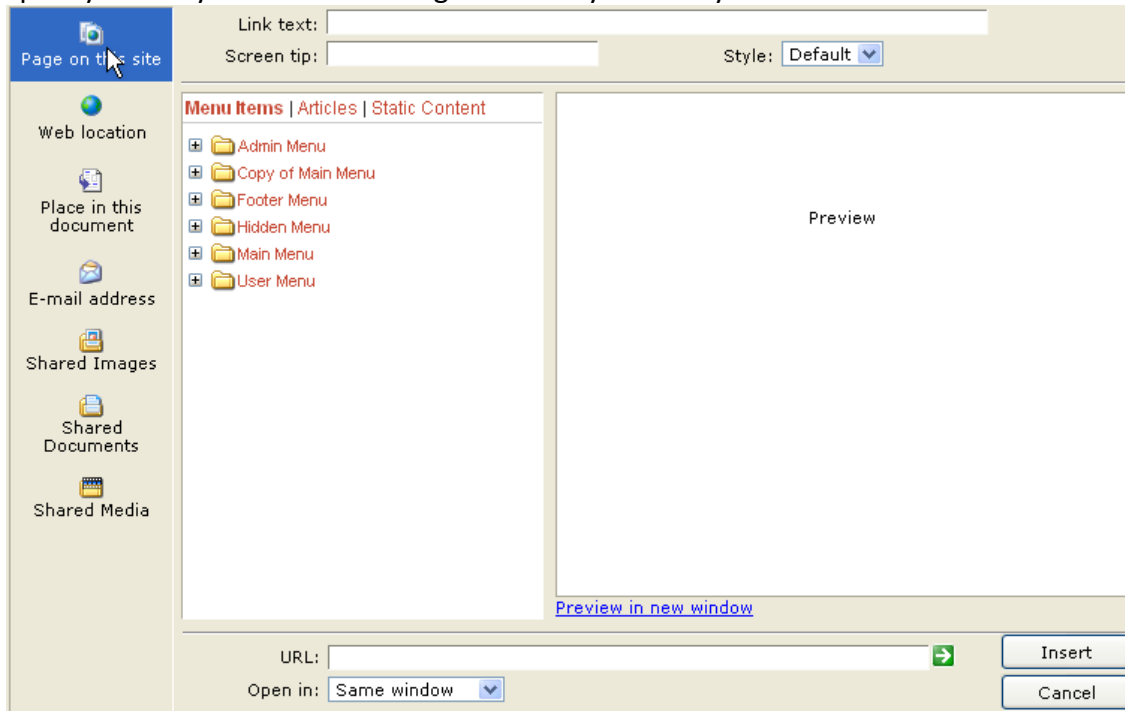
**Off-Site Link:** These links take people to other websites that are away from your own. It is most commonly used to lead people to a **“sister”** website or link to a reference of some sort. For example, if you are writing a blog (web journal) about a news article you have read, it would be good practice to have a link going to that article.

**Downloadable Link:** These links allow people to download a file that you have uploaded to your website. The most common use for this is to distribute flyers, pamphlets, or forms to diminish the cost having to print them out yourself and/or mail them to potential clients.

1. To add links to your website, navigate to the specific page where you would like to put the link and clicking the Edit Button.
2. Add the text you would like to turn into a link, then highlight it (or an image) and click on **“Insert/Edit a Hyperlink”** on the top of the editor. It is denoted by a **“Globe and a Chain-link.”**



4. After clicking on **“Insert/Edit a Hyperlink”**, a dialog window will open. Here you will specify where you want users to go once they click on your link.



- a. **Page on this site** – Is the default setting and is where the Content Management System keeps all of your **Content Pages** or **Local Links**.

To navigate the dialog, click on **Articles**, and then scroll to find the specific page you would like to make a link to. Once you have found the page you would like to link to, click on the page title and then click on the **Insert** button.

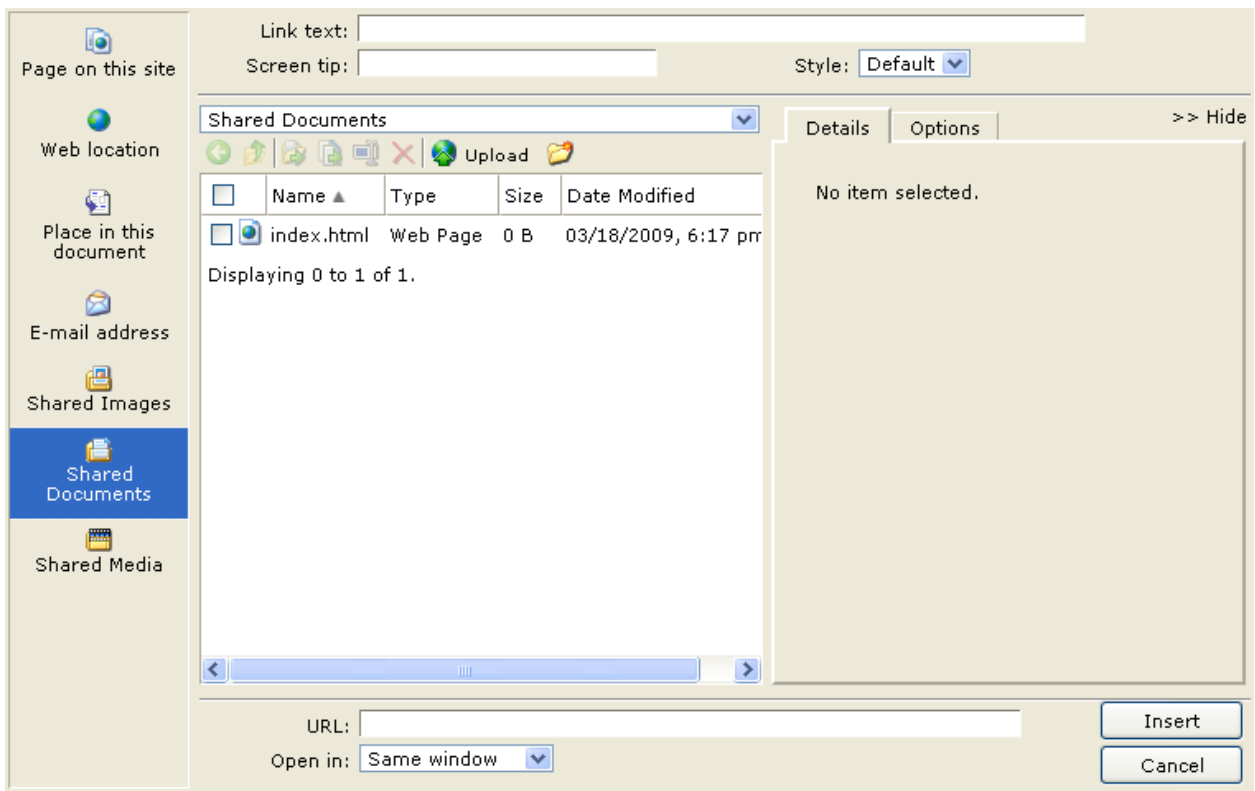
- b. **Web Location** – This button will allow you to create **Off-Site Links**.

At the bottom of the page, enter the URL or Website you would like to link to. For example, if you would like people to visit Google, a globally renowned Search Tool, type in “google.com” or “<http://www.google.com>.” (With or without the http://www.)

**Important Tip** –If you are going to create an **Off-Site Link**, it is very important that you set the “Open In” dialog to “**New Window**.” This opens the **Off-Site Link** in a New Window. This way, your visitor will stay on your website and still be able to see the new website at the same time. If you do not set this, the visitor may leave your site and never come back.

- c. **Email Address** – This creates a link that will open a “New Email Window” with your visitor’s “**Email Client**” such as Microsoft Outlook, Mac Mail, or Thunderbird. This should be used after careful consideration, as many novice computer users do not have their **Email Software** set up and cannot click on the link to send you an email. This is where you will want to direct people to your “Contact Us” page that contains a web form.
- d. **Shared Images/Shared Documents/Shared Media** – These buttons will allow you to create **Downloadable Links**. Please see the next section for **Downloadable Links**.

### Creating a Downloadable Link



1. Continuing from the instructions above, to create a **Downloadable Link** you will have a few things ready before you begin:
  - a. The file must be in a common file type. For example, you can upload almost any type of file onto your website. .DOC, XLS, .JPG, .PDF, etc.
  - b. Know where you would like to place the link

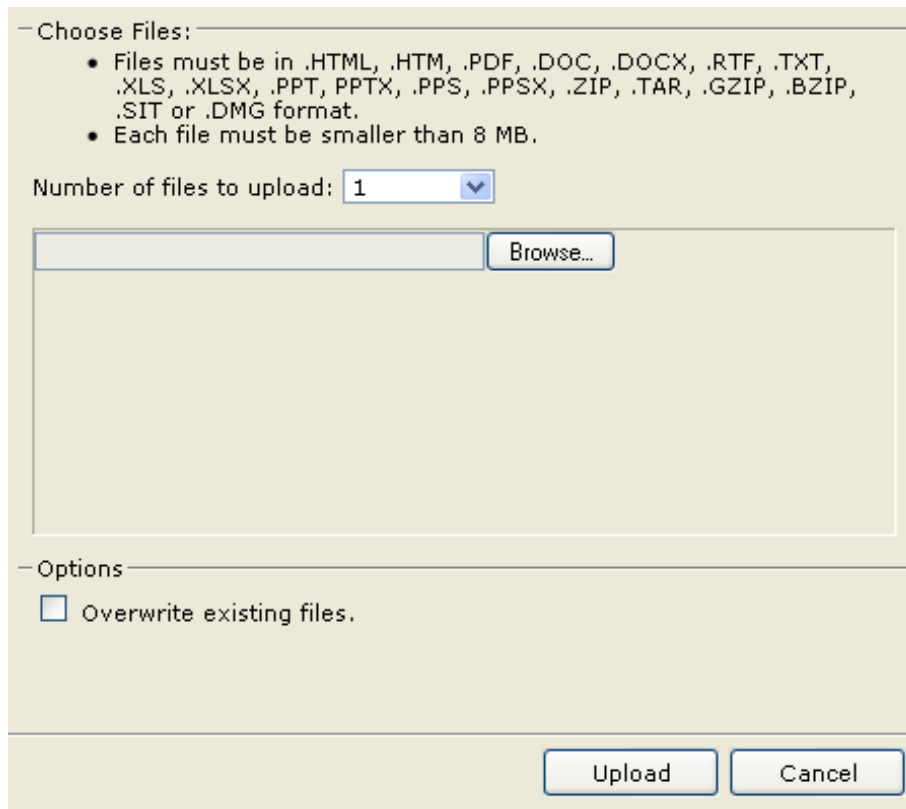
**Note** – Even though certain file types such as Microsoft Word, Publisher or Excel files are common, not everyone has the program that can open them. I.e. if you upload a Word Document, someone without Word or Excel will not be able to open or read them.

To be on the safe side, we strongly recommend that you convert all of your files to an **ADOBE PDF** – a universally recognized file format. Most new computers have converters that have options to save in this format and almost all computers come with PDF Readers. If it does not, they can easily download the reader off of the Adobe website. <http://www.adobe.com/reader>

2. As with creating a normal link, highlight the text you would like to turn into a **Downloadable Link**.
3. **Upload the File** – Click on **Upload** and a File Upload Dialog will open. From here, you can upload files one at a time, or you can upload them as a batch by selecting the number of files you wish to upload.



4. Browse for your file and click on the **Upload** Button at the bottom.



5. Once that is complete, just press **Insert** and you have created a **Downloadable Link**.

**Tip** – If you have already uploaded the Document or file previously, you can select it from the list in the white box without having to upload it again.

## ***Adding and Placing Images***

Along with modifying the actual text of your website, you can add **images** to all of your pages using the same interface that we used to create **Downloadable Links** above.

**Before you begin** – You will need to “**Web Ready**” your images. Images taken directly from most digital cameras will be too large and un-wieldy to use on a website so they must be resized to make them smaller.

Therefore the image MUST be resized before uploading them. Please see our **Making Your Images Web Ready** section in the Appendix before uploading any images to your website.

Decide where on the page you would like to add the image and place your cursor to the left and click your mouse to select a location.

**Tip** – For best results, place the cursor BEFORE the first letter of the paragraph you would like to the image to be placed – as far left as possible. This is even if you would like the image to be placed on the right side of the page. We will go into more detail why in **Wrapping Text Around Images** below.

1. **To upload an image from your computer**, click on the “**Insert/Edit an Image**” button from the toolbar. It looks like a *sunset behind a green valley on a white border*.



2. The new dialog window that pops up will show all of the images that are currently on your website site on the left hand side of the dialog, and an **upload and preview** area on the right.

### **TIP – Using Images you have already uploaded**

As we had mentioned before when uploading **Documents**, once you have uploaded a file, you do not need to upload it again.

Scroll through the images on the left side of the window and find the particular image. Once located, click on it and it will show up in the preview window on the right side. Click “**OK**” to add the image to the page.

3. Click on “**Browse**” and locate your desired image from where you have it stored on your computer. Once selected click “**Open**” and then click “**Upload**”. Make sure it is selected

under “Source” and click “OK”.

Choose Files:

- Files must be in .JPG, .JPEG, .GIF or .PNG format.
- Each file must be smaller than 240 KB.

Number of files to upload: 1

Browse

Options

Overwrite existing files.

Resize images larger than: 600 x 600 pixels

Upload Cancel

**Tip - Automatic Resizing** – Our Content Management System can automatically resize an image for use with your content when you upload an image. Select the image size from the pull down menu.

This is **not the same** as making an image **Web Ready**. All images must be made **Web Ready** prior to uploading to the website. Making an image Web Ready also decreases the file size allowing you to upload an image so that others may download/view them at a reasonable speed on the website.

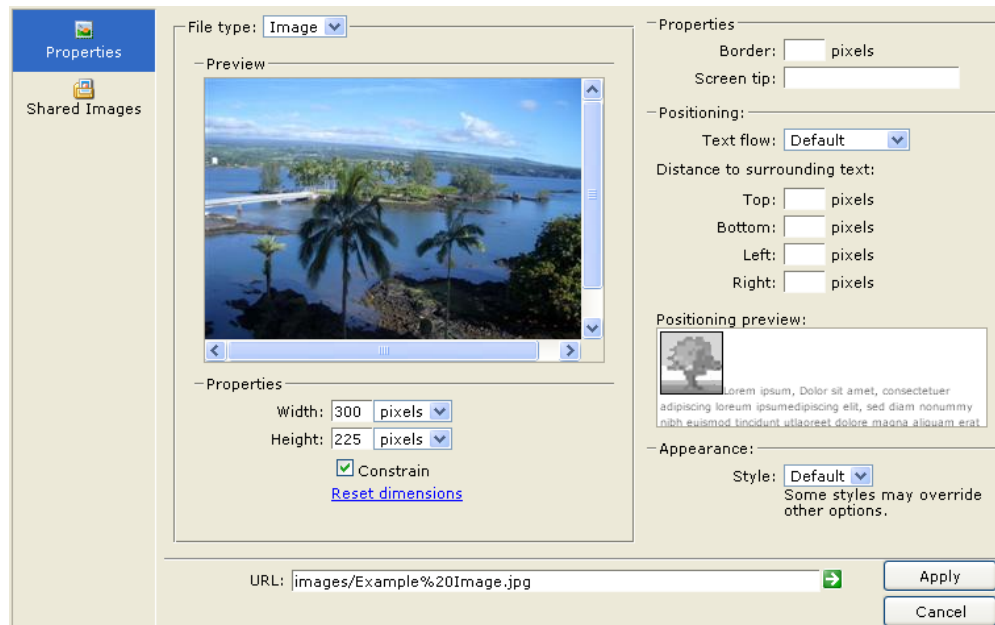
This feature allows you to have some flexibility with your **Web Ready** images by allowing you to make **Small Thumbnails** out of them that could take viewer to the larger images.

- Once you have uploaded your file, make sure that it is selected then **Click on Insert** and your image will be placed in your text.

### ***Making your images flow with the layout of the page***

Now that you have **Uploaded** and **Inserted** your image into the content page, it is now time to make it flow with your layout. Notice that once you have placed your images into your content, it drastically changes the way the text wraps and more than likely doesn't look good at all.

1. **Highlight** the image by clicking on it then click on the **Insert/Edit Image** on the toolbar.
2. A dialog window will open:

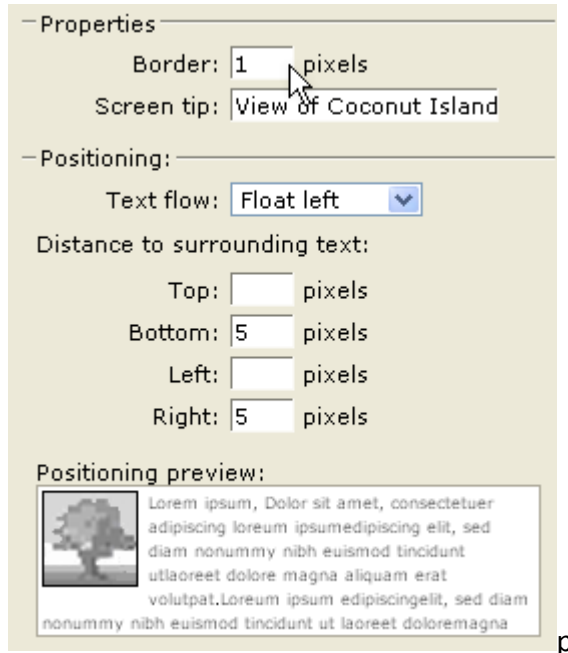


Fields that you will be editing are:

- Border** – Adding a **1** pixel border around the image will make it look much cleaner and professional. However, do not add more than 2 pixels as it will look non-standard and may take away from your image's impact.
- Screen Tip** - This adds a "Tool Tip" that is displayed when the mouse hovers over the image. *See Screen Tips below for more information.*
- Text Flow** – This allows you to wrap the text around the image, giving you more control over the layout of the page. *See Wrapping Text Around Images below for more information.*

### Wrapping Text Around Images

Change the text flow either to say **Float Left** or **Float Right**. This will move the image to the left or right side of the page and allow the text to wrap around it. Use the "**Positioning Preview**" to get a clear image on what your will image will look like once you have wrapped your text around it.



Once you have **Wrapped Your Text** – notice that the text in the **Positioning Preview** butts up against the sides of the image. Add **5 pixels** to whichever side comes in contact with the text. For example, if you have image placed on the **left** side of the page, add 5 pixels to the **right** side of the image.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum egestas facilisis odio. Vivamus enim. Nulla fringilla. Phasellus molestie orci non sem laoreet venenatis. Sed ultrices sodales augue. In pellentesque justo sit amet lorem. Nullam mollis mollis nisi. Curabitur est metus, dictum non, dapibus at, vehicula vel, eros. Proin molestie. Maecenas convallis commodo ante. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris iaculis accumsan felis. Ut eget turpis nec

### Screen Tips

**Screen tips** allow you to give a short description of the image you have placed on the page, giving visitors more insight on what is going on when they run their mouse over the image. Adding **Screen Tips** may also help your *Search Engine Rankings* as both Yahoo and Google now allow “*Image Searches*” which are based off of your content and the descriptions that you give to your images.



## ***The Admin Menu***

### ***Adding New Content Pages***

1. To add a new page through the **Admin Menu**, begin by logging in through the administrator login on the bottom of your website. Click on **“Add New Page.”**
2. Give the new page a relevant title in the **“Title”** field; this will be your “Page Header”. Next, select **“Content”** from the **“Category”** drop-down box.

Category:

3. Add your content for your new page, the same was as editing content on other pages as we had mentioned above. Once finished **Save** or **Cancel** your **New Page**.

### ***Checking Your Webmail***

Your website comes pre-equipped with a Webmail Component which allows you to check your email *“on the go”* from any computer with an internet connection.

1. Click on **Check Email**
2. Use the **Login** and **Password** we have provided you to login.

### ***Checking Your Website Statistics***

Google Analytics is a powerful analytics tool to let you see and track you web traffic. Please see our email on its use.

### ***Editing Your Modules***

Your site might have come with certain modules built into it. For example, your “Contact Information” that shows up on all pages is a module. Other modules that many sites have are a “News Flash” or a “Featured Event/Item/Service”.

Modules can be displayed on every page of a website, and any changes to the module appear on every page on which the module is display on. All you need to do is change them once and it will change them on all pages.

1. Click on **Edit Modules**
2. Use the Techniques that you have learned above to edit the modules.

**Important Tip** – Modules are meant to be a quick an easy way for you to get information across to your website viewer and to pique their interest in what your website may offer them.

That being said; do not add TOO much information to a particular module, as it might not “fit” visually and detract from your website visitors’ overall experience.

### ***Logging Out***

Once you are done editing your website and would like to view it without the **Edit Buttons** and **Admin Menu**, click on **Logout**. You will be taken to a screen that will require your confirmation. Once there, click on the Logout button

#### **LOGOUT**

You are currently Logged In to the private area of this site



## **The Administrative Back End**

Depending on your package, you might not need to access the **Administrative Back End** at all. But if you do, this section will briefly cover the basic and advanced features available to you.

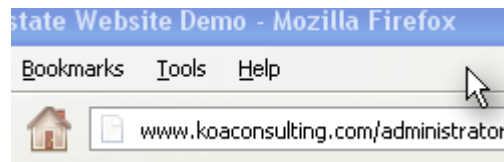
### What is the Administrative Back End useful for?

- Real Estate Sites
- Shopping Cart and E-Commerce Sites
- Sites with constant updates, i.e. Weblogs, Galleries, etc...
- Sites with “Web Specials” or “Featured Events/Products”
- Adjusting and maintaining your Custom Features
- Advanced users that want more control of their website features

**Note:** Please exercise caution when editing your websites features.

### Accessing the Back End

1. To access the back end of your website, begin by opening up an Internet browser (Firefox, Internet Explorer) and typing **www.<yourwebsite>.com/administrator** into the address bar.



2. Enter your username and password information to login to the back end of your website.

### KOA Administration Login

Use a valid username and password to gain access to the Administrator Back-end.

[Return to site Home Page](#)

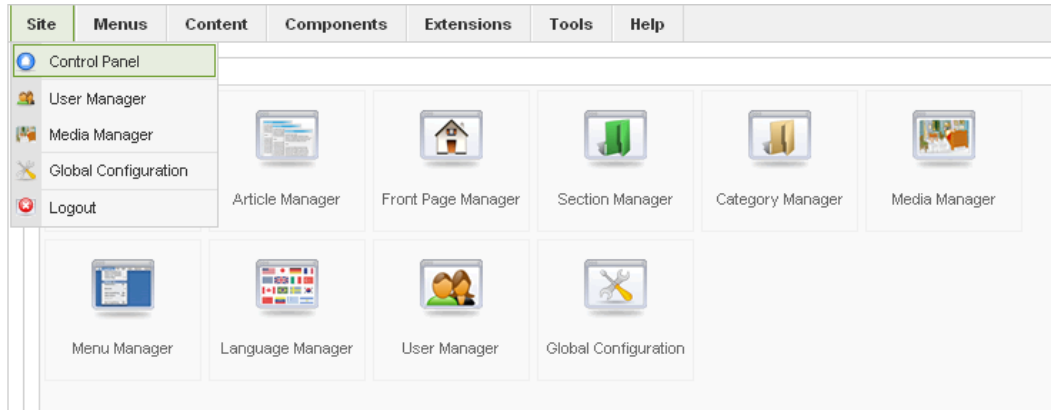


Username	<input type="text"/>
Password	<input type="password"/>
Language	Default <input type="button" value="v"/>
<input type="button" value="Login"/> 	

3. Once you are logged in to the back end of your website, you will be in the “Control Panel”. From here you can access the “Content Manager”, “Menu Manager”, and more.

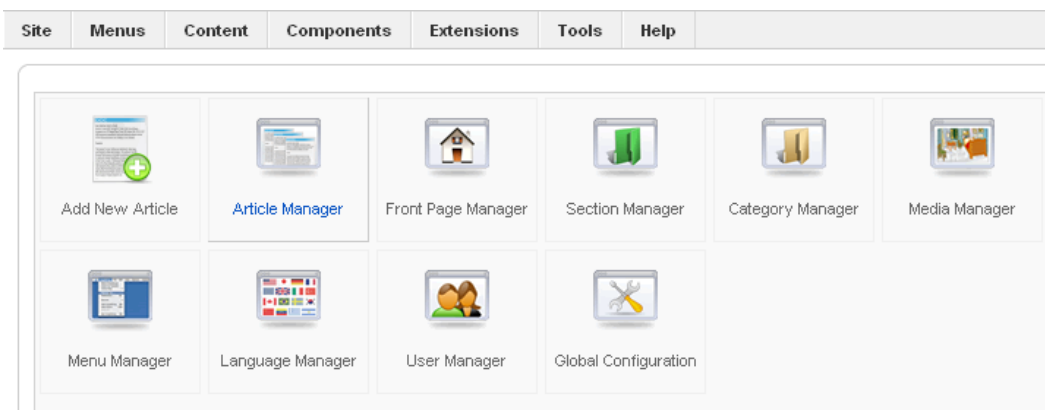
## The “Control Panel” Button

Keep in mind that no matter where you are in the back end, you can always get back to this location by clicking on the “Site” button then the “Control Panel” button located on the upper-left portion of the page.



## Article Manager

1. To access the article manager, click on the “Article Manager” button from the control panel.



2. Before going in to change the content of a given page, try to already have in mind specifically what you want to modify. We begin by clicking on the “Article Manager” button.

3. We are now shown all of the individual pages that make up your website. Click on the particular page that you wanted to modify.
4. A page editor that looks nearly identical to the editor used from the front end will be displayed.

**Recall from the Front End section that:**

- Pressing **“enter”** on your keyboard creates a two-line space and pressing **“shift+enter”** creates a single-line space.
  - Copy and pasting from Microsoft Word require you to clear formatting first. Or, use the **“Paste from Word”** button on the page editor menu.
1. Once you complete your modifications to the page, you again have three options of saving or discarding the changes. There is also the option of previewing the page.
    - a. Clicking on **“Cancel/Close”** will disregard any changes that you have just made and close the editor. So, if you are unhappy with your changes or think you may have inadvertently made a mistake, simply click on **“Cancel/Close”** and no changes will be saved.
    - b. Clicking on **“Apply”** will save the changes that you have made and keep the page editor open.
    - c. Clicking on **“Save”** will save the changes that you have made and close the page editor.
    - d. Clicking on **“Preview”** brings up a new window that previews the page with the changes you have made.

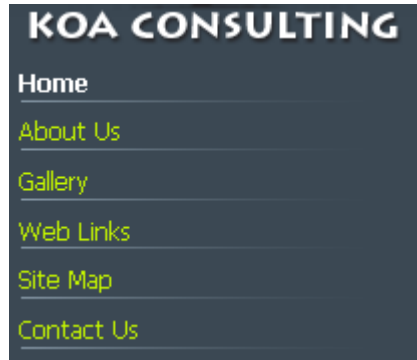


### ***Creating and Editing Menu Items***

**Very Important:** Depending on your website package, this feature might not be readily available for your use. Because every website is different, it is *\*strongly\** recommended that you ask us which menus are available to edit before proceeding.

Now we have **a)** learned how to create **New Content Pages** and **b)** learned how to **Publish** and **Unpublish pages**, you can now use this knowledge to start adding the *New Pages* that you have created to the general structure of your website – *the Menus*.

### ***Creating a New Menu Item***



1. To access the menu manager, click on the **“Menu Manager”** button from the control panel.

Menu Manager

Copy
 Delete
 Edit
 New
 Help

#		Title	Type	Menu Item(s)	# Published	# Unpublished	# Trash	# Modules	ID
1	<input type="radio"/>	mainmenu	mainmenu		8	-	-	1	1
2	<input type="radio"/>	footmenu	footmenu		5	-	-	1	2
3	<input type="radio"/>	usermenu	usermenu		2	3	-	1	4
4	<input type="radio"/>	adminmenu	admin-menu		5	-	-	1	6
5	<input type="radio"/>	hiddenmenu	hiddenmenu		1	-	-	1	7

2. Choose the **Menu** you wish to edit and click on the button next to the name. The most common Menu that you will be able to edit is the **‘Mainmenu.’**

**Important:** Do not edit the **‘Adminmenu’** of your website.

3. You will be taken to the Control Panel for that **Menu**, notice that it uses the same structure as that of the **Front End**.

**Menu Item Manager: [mainmenu]**

Filter:    Max Levels: 10 - Select State -

#	<input type="checkbox"/>	Menu Item	Default	Published	Order ▲ ▼	Access Level	Type	ItemID
1	<input type="checkbox"/>	Home	Default	✓	▼ 1	Public	Articles » Front Page	71
2	<input type="checkbox"/>	About Us		✓	▲ ▼ 2	Public	Articles » Article	8
3	<input type="checkbox"/>	Services		✓	▲ ▼ 3	Public	Articles » Article	35
4	<input type="checkbox"/>	Online Store		✓	▲ ▼ 4	Public	Online Store	101
5	<input type="checkbox"/>	└ Product Line 1		✓	▼ 1	Public	Online Store	102
6	<input type="checkbox"/>	└ Product Line 2		✓	▲ 2	Public	Online Store	103
7	<input type="checkbox"/>	Image Gallery		✓	▲ ▼ 5	Public	Koa Gallery	104
8	<input type="checkbox"/>	Contact Us		✓	▲ 6	Public	Articles » Article	96

4. Click on **New** on the top right hand corner of the **Control Panel** to create a new **Menu Item**.

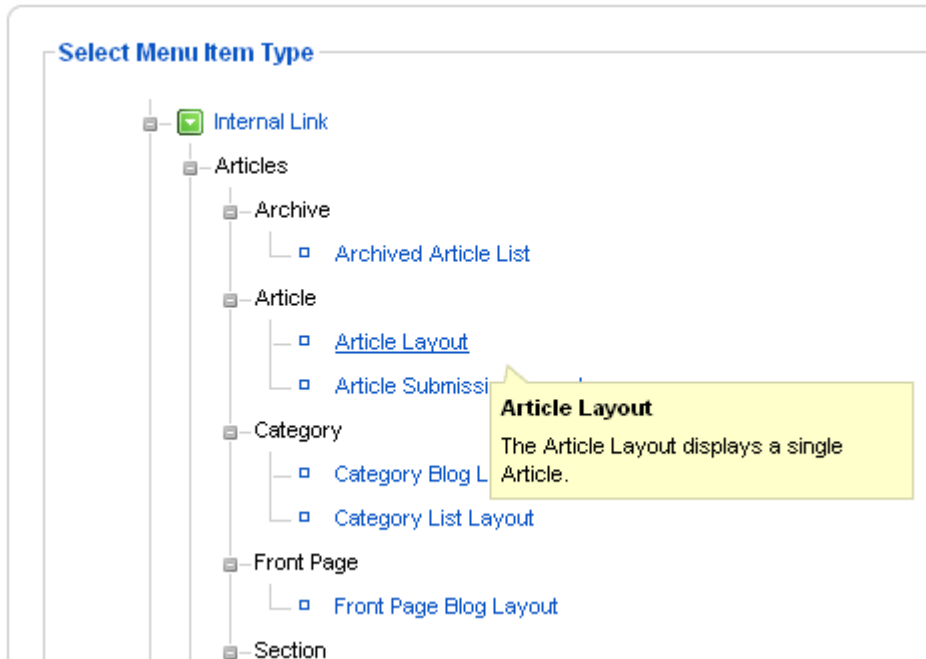
5. Click on **“Internal Link – Articles”**

**Menu Item: [New]**

Select Menu Item Type

- Internal Link
  - Articles
  - Contacts
  - Koa Gallery
  - Module Editor
  - News Feeds
  - Online Store

6. Once **“Internal Link – Articles”** expands click on **“Article Layout”**.



- You will be taken to a page that will allow you to give your **Menu Item** a name as well as to link it to the appropriate page.

**Menu Item: [ New ]** Save Apply Cancel Help

**Menu Item Type** Change Type

**Article Layout**  
The Article Layout displays a single Article.

**Menu Item Details**

Title:

Alias:

Link:

Display in:

Parent Item: 

- Home
- About Us
- Services
- Online Store
- Product Line 1
- Product Line 2
- Image Gallery
- Contact Us

Published:  No  Yes

Order: New Menu Items default to the last position. Ordering can be changed after this Menu Item is saved.

Access Level: 

- Registered
- Special

On Click, Open in: 

- New Window with Browser Navigation
- New Window without Browser Navigation

**Parameters (Basic)**  
Select Article:

**Parameters (Component)**

**Parameters (System)**

**Title:** This is the name of the **Menu Item** that will be shown on the **Front End**.


**Parent Item:** Click on the page that you would want your new **Menu Item** to go to.























**NOTE –** Do not use long titles for the **Name** of your **Menu Item**. Try to keep it short and to the point, one or two short words at the maximum would be best.


## ***Publishing and Unpublishing Menu Items***

You can either **“Publish”** or **“Unpublish”** your menu items. **Publishing** and **Unpublishing** is literally to **“Turn ON”** and **“Turn OFF”** your web pages and prevent people from viewing them.

For example, if you had a seasonal special that you only wanted people to access to for the Holiday Months, but you plan on using the same special again next year. **Create a New Page** and add a **Menu Item** for it.

If you wish to have a page taken down temporarily, simply click on the  button located under the **“Published”** column in the Menu Manager.

#	<input type="checkbox"/>	Menu Item	Default	Published	Order  	Access Level	Type
1	<input type="checkbox"/>	Home	Default		 1	Public	Articles » Front Page
2	<input type="checkbox"/>	About Us			  2	Public	Articles » Article
3	<input type="checkbox"/>	Services			  3	Public	Articles » Article
4	<input type="checkbox"/>	Online Store			  4	Public	Online Store
5	<input type="checkbox"/>	└ Product Line 1			 1	Public	Online Store
6	<input type="checkbox"/>	└ Product Line 2			 2	Public	Online Store
7	<input type="checkbox"/>	Image Gallery			  5	Public	Koa Gallery
8	<input type="checkbox"/>	Contact Us			 6	Public	Articles » Article

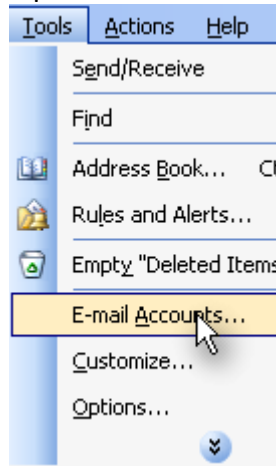
A red  will confirm that the page has been unpublished and will no longer be visible on your website.

# Appendix

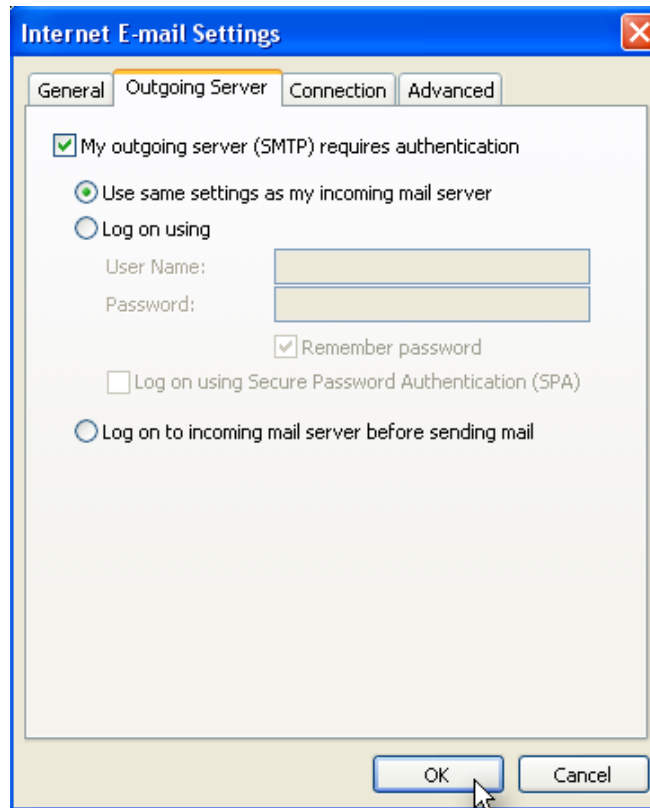
## **Appendix A: Configuring Outlook 2003 or 2007**

The following steps will walk you through setting up a Microsoft Outlook account for your new email accounts.

1. If you haven't set up an Outlook account before, begin by running Microsoft Outlook on your computer and follow the setup wizard to begin setting up a new account.
2. If you already have an Outlook account, open up Outlook and click on **"Tools"** and select **"E-Mail Accounts"** from the drop-down menu.



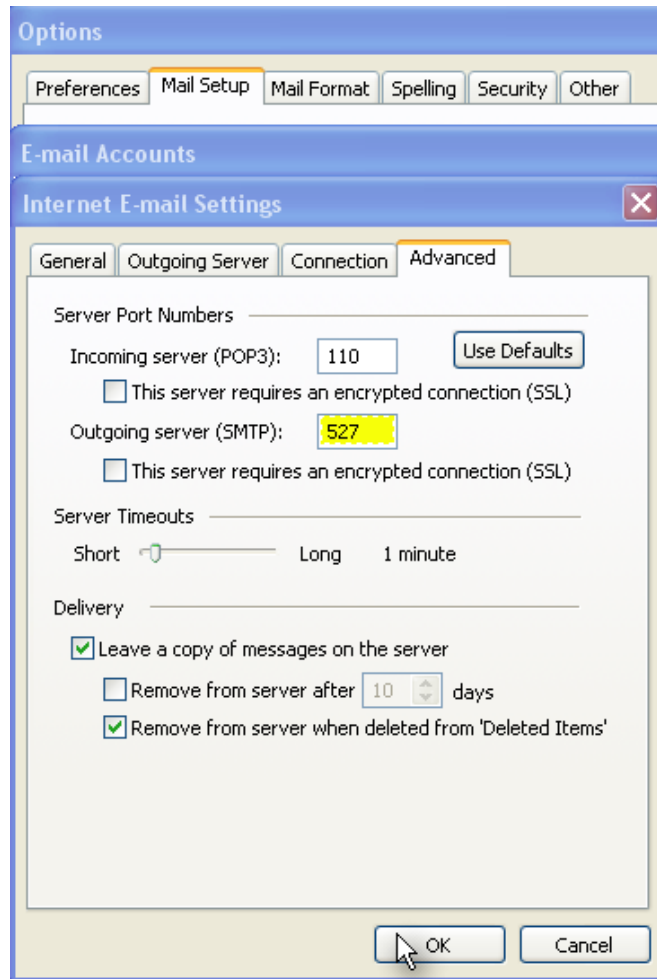
3. Select **"Add a New Email Account"** from the email accounts wizard and press **"Next"**.
4. Select **"POP3"** from the **"Server Type"** dialog and press **"Next"**.
5. Fill in **"Your Name"** (*name you want people to see you as; I.E. "Mr. Bob Smith"*) and your **"Email Address"** with your information.
6. Fill in both the **"Incoming Mail Server"** and **"Outgoing Mail Server"** with **"mail.<yourwebsite>.com"**.
7. Fill in your **"Username"** and **"Password"** information that we have provided you for the email address.
8. Click on **"More Settings..."** and then select the **"Outgoing Server"** tab. Make sure to check the **"My outgoing server (SMTP) requires authentication"** box, and keep the **"Use same settings as my incoming mail server"** button selected. Press **"OK"**.



9. Click on **“Test Account Settings”** to make sure that everything is set up correctly. Press **“Next”** and then **“Finish”**.

**Note:** If you receive an error while Outlook is testing your account settings, try re-entering your information manually to make sure there are no extra spaces or characters.

**Note:** Sometimes Internet Service Providers block the “ports” to key applications such as Outlook for security purposes. In the very off chance you get an error stating that you cannot connect to the Outgoing Mail, but are able to receive email just fine AND you’ve followed the instructions above; change the outgoing mail server port from **25** to **527**. In Outlook, go to Tools→Email Accounts→View or change accounts→Change...→More Settings...→Advanced→Outgoing Server (SMTP) and change the value to 527. Press **“OK”**



## Appendix B: Make your Images Web Ready

### Image Sizing Specifications

The recommended image size for a **Web Ready Image** is 500 pixels wide and 500 pixels tall at the very **maximum**. Width is much more important than height as images that are too wide will bunch the text up dramatically.

**Note:** Generally resizing an image 500px wide by 500px tall is reserved for images going to your Gallery (If Applicable). For images going into your content pages, we recommend a maximum of up to 300 pixels wide.

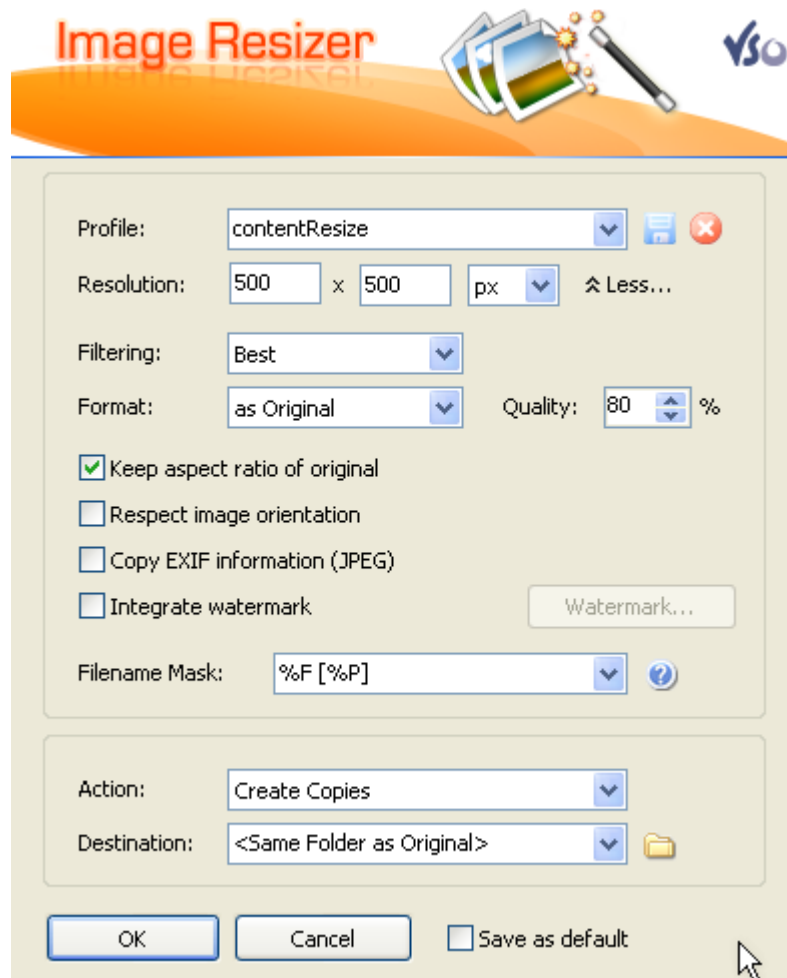
Once you have your images resized this way, you can have our Content Management System resize them smaller so that they would fit in the layout of your website.

### Resizing images using VSO Image Resizer

You can download this free image resizing software using this [link](#).

If the above link does not work, you may visit the download page by visiting [http://www.vso-software.fr/products/image\\_resizer/](http://www.vso-software.fr/products/image_resizer/)

1. After downloading and installing VSO Image Resizer, run the program. You will be prompted by the program to open up an image file. By default, the program will bring up your “My Pictures” folder. Find the picture that you wish to resize and press **“Open”**.
2. From the **“Resolution”** row, you can enter the size you wish your picture to be in pixels or percentage of the original. As we have mentioned above, “500 x 500” should be the standard resolution you should use.



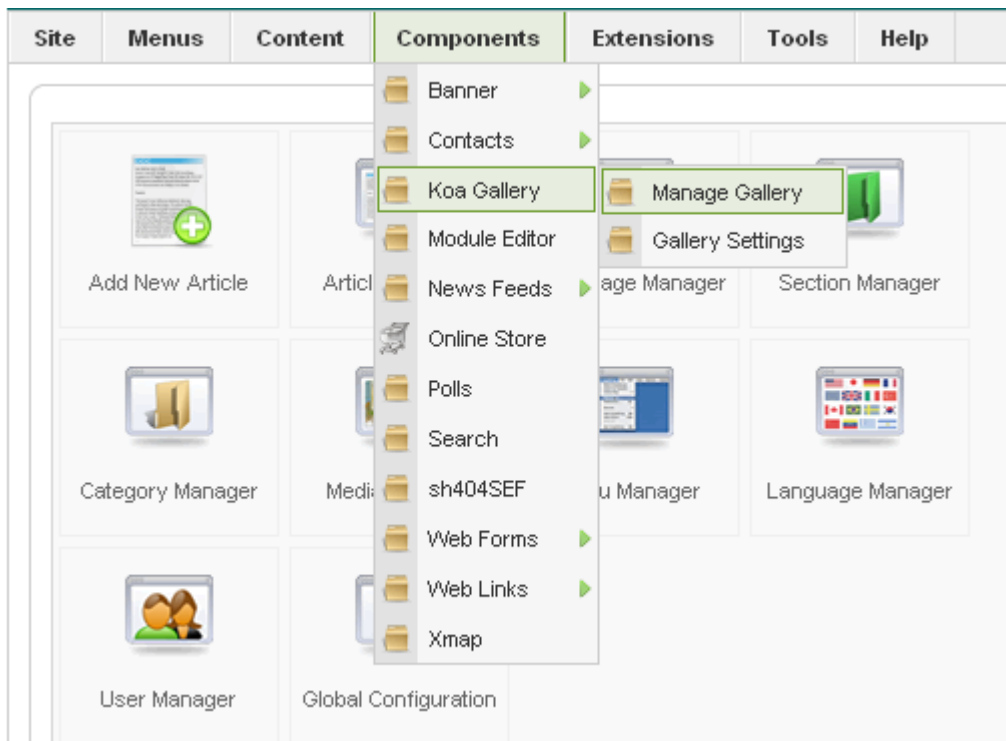
Press **“OK”**, and the program will create the newly resized image in the **same folder** where the original picture is located. You can change this setting under the “Action” and “Destination” options at the bottom of the programs interface.

**Tip** – Make sure that “Keep aspect ratio of original” is checked.

## Appendix C: Adding Images to your gallery (if applicable)

**Note:** Not all of the websites we build contain galleries. If your package included a gallery, or you specifically requested one and had it added to your design, then this appendix will demonstrate how to manage your gallery images.

1. To access your sites' gallery or galleries, login to the back end using the above method. Once logged in, navigate the top menu bar to your gallery by hovering your mouse over “**Components**”, move your mouse down the drop down menu and hover over “**Koa Gallery**”, and select “**Manage Gallery**”.

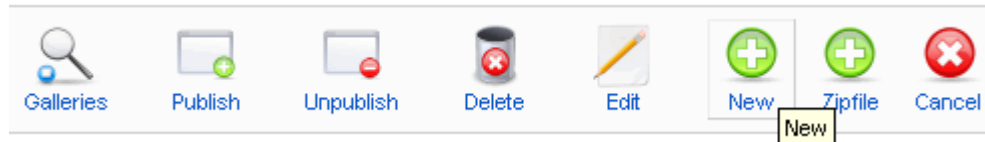


2. Once in the “**Manage Galleries**” page, click on “**Manage Images**”.

### Manage Galleries

#	<input type="checkbox"/>	Gallery Name	Manage Images	Parent
1	<input type="checkbox"/>	Sample Gallery	<a href="#">Manage Images &gt;</a>	Root

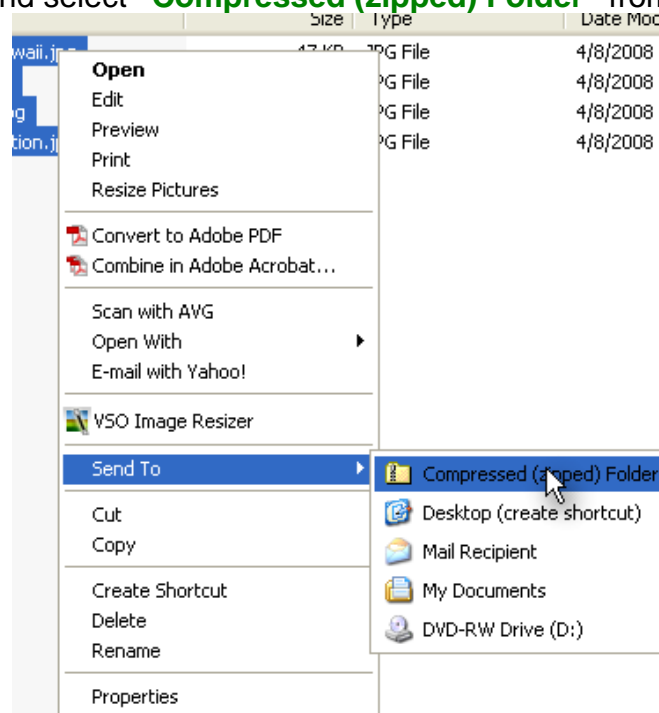
3. **To upload images one at a time**, click on “**New**” from the menu bar at the top right. To the right of “Filename” select “**Browse**” and locate the image you wish to add to your gallery from your computer. Once located, press “**Open**”. Give your image a title.



4. Press **“Save”** from the menu bar at the top right to upload the image to your gallery. Press **“Cancel”** if you do not wish to upload the image.



5. **To batch upload multiple images at one time**, you must create a ZIP file containing all of the images you wish to upload to your gallery. To do this, place all of the images you wish to add to your gallery in one folder on your computer. In the folder, select all of the images, **right-click** and hover your mouse over **“Send To”** and select **“Compressed (zipped) Folder”** from the drop menu.



6. A ZIP file will be created in the folder where your images are.
7. Back in the gallery, select **“Zipfile”** from the menu bar at the top right.



- Click on **“Browse”** and locate the ZIP file you just created on your computer. Once located, press **“Open”**. Click on **“Save”** or **“Cancel”** if you wish to upload and add the images or cancel the process.
- After saving, you will see all the images that were in your ZIP file on a new page. In order to finalize the process of adding these to your gallery, you must check the **check-box** to the left of all the images. Once the images are checked, click on **“Save”** or **“Cancel”** again. If saved, the images are now uploaded to your gallery.

## Slideshow

Through the back end, you also have the option of managing your sites slideshow.

- Follow **steps 1 & 2** from **“Adding Images to Your Gallery”** (above) to get to your gallery images.

Gallery Images: Sample Gallery

#	<input type="checkbox"/>	Thumbnail	Category	Title	Reorder	Order		Featured?	In Slideshow?	Published?
1	<input type="checkbox"/>		Sample Gallery	Kona Beach	▼	1				
2	<input type="checkbox"/>		Sample Gallery	Hamakua Aerial Shot	▲ ▼	2				
3	<input type="checkbox"/>		Sample Gallery	Hilo Bay	▲ ▼	3				
4	<input type="checkbox"/>		Sample Gallery	Honu in Kona	▲ ▼	4				
5	<input type="checkbox"/>		Sample Gallery	North Kohala Resorts	▲ ▼	5				
6	<input type="checkbox"/>		Sample Gallery	Puako Beach	▲	6				

- Under the **“In Slideshow?”** column, you have the option of including specific images that you wish to be featured in your slideshow.

Published?	In Slideshow?	Published?

Display in Slideshow Module?

- Images marked with a in the **“In Slideshow?”** column will be pulled as part of the slideshow.
- Images marked with a red in the **“In Slideshow?”** column will not be pulled as part of the slideshow.

**Note:** Only five of the images that you have selected to be featured in the slideshow will be randomly selected every time your webpage is loaded.

## Appendix D: Organizing Articles

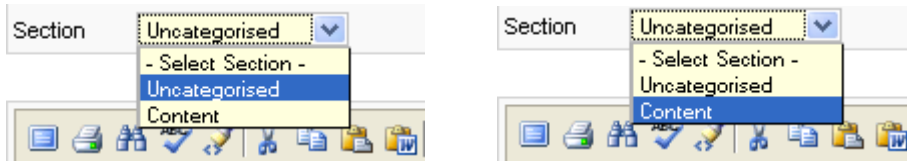
When you create or edit an article you can assign it a section and category to identify it and make it sortable in the article manager.

### Assigning Articles

- When you create or edit an article there is a menu for **“Section”** and **“Category”**.

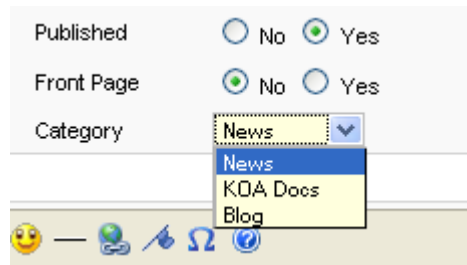
Title	<input type="text" value="Contact Us"/>	Published	<input type="radio"/> No <input checked="" type="radio"/> Yes
Alias	<input type="text" value="contact-us"/>	Front Page	<input checked="" type="radio"/> No <input type="radio"/> Yes
Section	<input type="text" value="Uncategorised"/> ▼	Category	<input type="text" value="Uncategorised"/> ▼

- Click on the menu for **“Section”** and assign the article to the **“Uncategorized”** or **“Content”** section.



3. If the article is assigned to **“Content”**, click on the **“Category”** menu and assign the article to one of the **“Content”** sections.

**Note:** The article will initially be automatically assigned to the first **category** in the menu. Make sure to assign the article to the correct category to avoid sorting mistakes.



## Sorting Articles

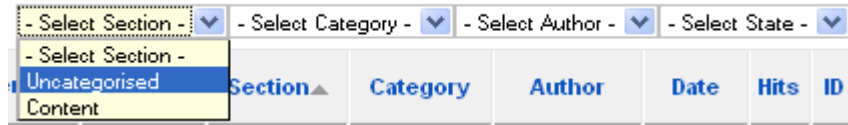
The article manager has several filters to sort articles by different criteria in the upper right corner. These criteria are **“Section”**, **“Category”**, **“Author”**, and **“State”**.

Filter:

- Select Section -  - Select Category -  - Select Author -  - Select State -

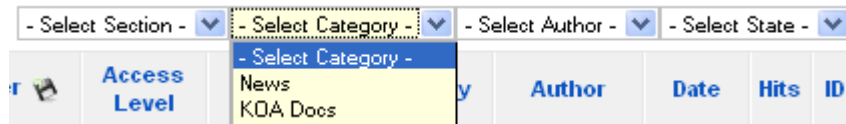
#	<input type="checkbox"/>	Title	Published	Front Page	Order	Access Level	Section	Category	Author	Date	Hits	ID
1	<input type="checkbox"/>	<a href="#">_404_</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0	Public			Administrator	09.01.09	0	94
2	<input type="checkbox"/>	<a href="#">Contact Us</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1	Public			Administrator	05.12.08	29	89
3	<input type="checkbox"/>	<a href="#">Services</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	Public			Administrator	05.12.08	29	88
4	<input type="checkbox"/>	<a href="#">About Us</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3	Public			Administrator	05.12.08	26	87
5	<input type="checkbox"/>	<a href="#">Home Page</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4	Public			Administrator	05.12.08	43	86
6	<input type="checkbox"/>	<a href="#">404</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5	Public			Administrator	11.11.04	0	92
7	<input type="checkbox"/>	<a href="#">Legal &amp; Privacy Policy</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	6	Public			Administrator	05.12.08	0	90
8	<input type="checkbox"/>	<a href="#">Sample Fonts &amp; Styles</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1	Public	Content	KOA Docs	Administrator	10.04.09	5	91
9	<input type="checkbox"/>	<a href="#">Need Help?</a>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	2	Public	Content	KOA Docs	Administrator	14.08.09	13	93

1. To sort the articles, click on one of the menus and select the criteria.



**Tip:** Several criteria from different menus can be selected at once, but only one selection from each menu can be used at a time.

2. To clear a filter, click on the menus and select the first choice in the menu.



## Appendix E: Blog Entries

Adding and updating blog entries is very simple. Create or edit the article as normal and set the **“Section”** and **“Category”** to **“Content”** and **“Blog”**.

Title	<input type="text"/>	Published	<input type="radio"/> No <input checked="" type="radio"/> Yes
Alias	<input type="text"/>	Front Page	<input checked="" type="radio"/> No <input type="radio"/> Yes
Section	<input type="text" value="Content"/>	Category	<input type="text" value="Blog"/>

## Appendix F: Advanced SEO Techniques

Search engine optimization (SEO) is an important part of developing your web presence, similar to frontage on a traditional storefront. There are many techniques for increasing your visibility but the usage of metatags is both simple and effective.

Metatags are text used to describe who you are and what your website is about, similar to a store’s signs and product displays. You can set metatags when you create or edit an article.

Title:  Published:  No  Yes

Alias:  Front Page:  No  Yes

Section:  Category:

Article ID: 89  
 State: Published  
 Hits: 29   
 Revised: 2 Times  
 Created: Friday, 05 December 2008 01:41  
 Modified: Tuesday, 09 March 2010 21:29

Parameters (Article)  
 Parameters (Advanced)  
 Metadata Information

Description

Keywords

Robots

Author

Styles Font Size **B** *I* U

You can contact us using the information below:

Client Name  
 123 Aloha Lane  
 Hilo, Hawaii 96720  
 (808) 111-2222  
[info@website.com](mailto:info@website.com)

{koaform=1}

Click on the ► next to **“Metadata Information”** on the center right to open the **“Metadata Information”** menu.

► Parameters (Article)

► Parameters (Advanced)

► Metadata Information

▼ Metadata Information

Description

Keywords

Robots

Author

**“Description”** is a brief summary of your website or company that will appear when the article is found by a search engine.

**“Keywords”** are additional search terms you want search engines to associate with the article.

**Tip:** Use metatags on articles you want search engines to find. Usually you want visibility on your main page or articles with relevant content.

**Tip:** Avoid using redundant or plural forms of words, some search engines will detect this and may reduce the page’s relevancy rating instead. On the other hand alternative spellings and common typos are a good idea.

## Additional Resources

Koa Consulting is proud to use the “open-source” Joomla Content Management System and the Virtuemart Online Store framework. These are two of the best cutting-edge web technologies available. In the event that you need additional help beyond what is covered in this guide, we suggest that you visit the respective websites to view additional documentation, browse the forums, and see the resources available. You are now a part of the “open-source” community, welcome!

- [Joomla Online Documentation >](#)
- [VirtueMart Online Documentation >](#)

## In Closing

Please understand that this guide covers only the basics and with time you should be able to master managing your website’s content. If you get too busy or need changes beyond the scope of the built-in editor, please contact us to schedule additional training or to talk about ongoing support contracts.

To reach our technical support department, please use the information below:

**E-mail:** [support@koaconsulting.com](mailto:support@koaconsulting.com)

**Phone:** (808) 930-4584

Lastly, if you know of ANYONE that needs a quality website please refer us!!! We work hard to make each of our clients happy with hopes that they will spread the word. Thank you for choosing Koa Consulting and please enjoy your new website! We hope it lives up to everything you dream it can.