

TotalSnap Getting Started Guide

The Complete Workbook & Startup Guide to Launching Your TotalSnap



- Drive More Traffic to Your Website
- Done in 15 Minutes
- Google and Social Media Friendly
- Live Technical Support





Website Hosting & Domains | Smart Web Applications | Real People Support

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TOTALSNAP GETTING STARTED GUIDE

PURPOSE OF THE GETTING STARTED GUIDE

Thank you for your purchase and welcome to TotalSnap; a user friendly tool for marketing your business online including custom Facebook pages, mobile friendly websites and flexible ecommerce tools. This is an exciting and innovative opportunity for you to start marketing your business online. The following Getting Started Guide will help you to gather the primary information and content required launch your TotalSnap website and start promoting your business online.

The guide provides you with a starting point to help you deploy a basic TotalSnap website and mobile phone friendly website. The step by step instructions in the guide will provide an easy to follow road map for creating an effective online presence for your business.

WHAT TO DO IF YOU ARE A WEB PROFESSIONAL?

We have additional features in the TotalSnap tools set that are geared towards web professionals and their needs. These features are beyond the scope of this guide; please contact us at 1-888-558-4678 or info@totalsnap.ca for assistance and access to advanced feature guides.

HAVE QUESTIONS?

If you have any questions or are not sure how to complete one of the steps in the Getting Started Guide, please feel free to contact our support. Our Real People Support is available for all clients 24 hours a day, 7 days a week; if you call after our office hours, our ticket system is always open, and we typically respond to all tickets within the hour and resolve all tickets in less than 24 hours.

TotalSnap phone support is available Monday to Friday, from 9:00 am to 5:30 pm PST. Call us any time at 1-877-291-7578 and we will help you get started and provide training on how to use and edit your TotalSnap website and marketing tools.

Many questions regarding the editing and customization of your TotalSnap site can be answered by browsing our TotalSnap website (www.totalsnap.ca) in the support section for articles, frequently asked questions or video tutorials.

Click here for direct access to our support materials - <http://support.totalsnap.com/>

TOTALSNAP CONTENT CHECKLIST

The content checklist outlines the each of the steps within the Getting Started Guide needed to successfully design your new TotalSnap site. As you work through each step, use the checklist to keep track of your progress.

1. Step One - Website Branding

- Create your website logo image.
- Create your website banner images.
- Configure your website's global colour theme.
- Upload your logo and banner images to TotalSnap.

2. Step Two - Metadata and Navigation Menu

- Create your website page titles.
- Create your website page descriptions.
- Add your page descriptions and titles to TotalSnap.
- Create your website navigation menu.
- Add your navigation menu titles to TotalSnap.

3. Step Three - Website Content

- Contact Information for website.
- Enter your Contact Information into TotalSnap.
- Create your website text content.
- Gather images for page content.
- Gather images for your Photo Gallery.
- Upload your Images to the Photo Gallery.
- Enter your page content into TotalSnap.

4. Step Four - Social Media Integration

- Gather links to your Social Media sites.
- Configure your Social Media links in TotalSnap

HOW TO LOG INTO YOUR TOTALSNAP ACCOUNT

When you purchased your TotalSnap site, we emailed your TotalSnap username and password to the email address provided on the purchase form. To log into your TotalSnap account please visit www.totalsnap.ca and enter your log in information into the log in form on our website. (If your business is located outside of Canada, please log in using www.totalsnap.com) Please note that the same login information is used to access your cPanel account on the Hosting Nation website. Once you have logged in you can start customizing your website right away.

Tip: You can display a maintenance message when working on your TotalSnap by checking off the site offline box.

OVERVIEW OF TOTALSNAP EDITOR

The TotalSnap editor consists of three distinct parts; the main menu, the tool panel, and the photo gallery.

1. **The main menu** is where you perform global functions such as saving your work, publishing or un-publishing your website, viewing your site, and logging off the system.
2. **The tool panel** is where you edit and adjust the visual aspects of your site such as colors, menus, fonts and content.
3. **The photo gallery** is where you upload images that will be displayed on your site and write descriptions to go along with images.

MAIN MENU



Home Button: Clicking the “home” button in the main menu will return you to the edit view of your TotalSnap site when you are working in the photo gallery. The “home” button will also return the tool panel to its starting position on the screen.

Photo Gallery: Clicking the “photo gallery” button will take you to the photo gallery administration view where you can upload and manage photos for your website.

View Site: Clicking the “view site” button will open your website in a new browser window. Note that only saved content will display.

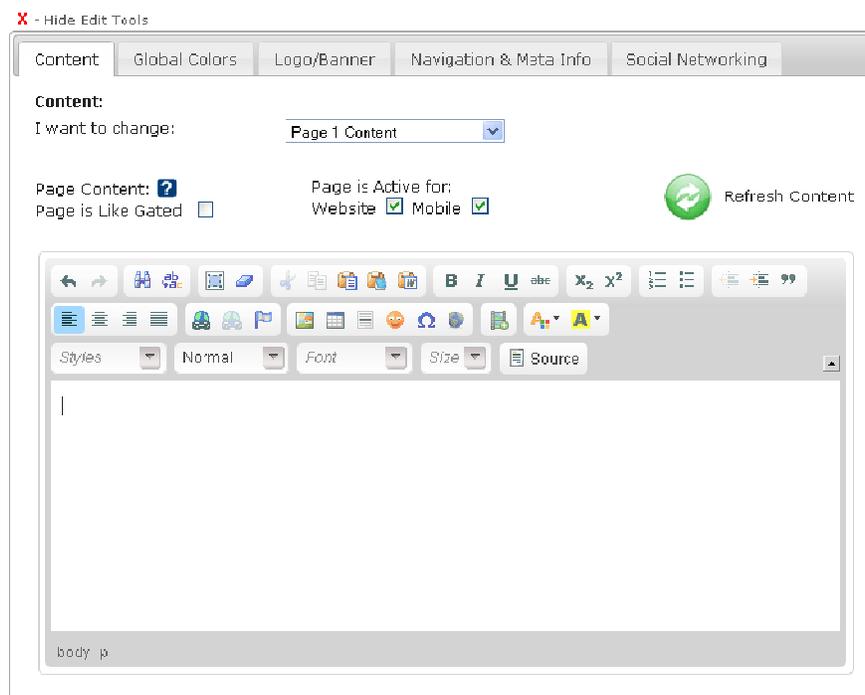
Save: Clicking the “save” button will commit all of your changes to your live site. **Save your work often!**

Logout: Clicking the “logout” link will end your editing session and return you to the TotalSnap login screen. Any unsaved work will be lost.

Site Offline: Checking the “site offline” checkbox will display a maintenance message to visitors of your website rather than the currently saved content for the site. This is useful when you have updates that are not quite ready for public viewing.

TOTALSNAP TOOL PANEL

All of the tools you need to create and edit your web content are contained in a single tool panel. The tool panel can be moved around the screen by left clicking on the tool panel with your mouse, holding the left mouse button down, and moving your mouse in the direction you'd like to move the tool panel. In this way, the tool panel can be moved around the screen in order to provide the best view of your web content while you are making changes. As you scroll down your website using the slider on the right side of the screen, the tool panel will follow and always remain visible.



Tip: If you'd like to hide the tool panel in order to view your webpage, click the "Hide Edit Tools" button located at the top left of the panel. To show the tool panel, click the "Show Edit Tools" button that will appear at the top of the screen at the beginning of your webpage content.

Help Icons: Throughout the TotalSnap system you will see icons in the shape of a question mark. Mousing over these icons will display help for the relative tool.



Edit Tools Tabs: The tabs and tools are ordered according to how much they are used. The most commonly used tools are at the left, starting with content. The tools that are used with the least frequency, usually once as part of the initial setup, are at the far right.



The edit tools are grouped into five different tabs. These tabs are:

- **Content** – for updating the text and visual components of your website
- **Global Colors** – for altering background and text colors
- **Logo/Banner** – for uploading logo and banner images
- **Navigation & Meta Info** – for configuring navigation and Google friendly descriptions
- **Social Networking** – for configuring social media interaction

TOTALSNAP PHOTO GALLERY

The TotalSnap Photo Gallery is a tool for creating collections of images as well as full descriptions for those images. To access the photo gallery administration tools, click the button labeled "photo gallery" in the TotalSnap main menu.

Save often, login session can expire after one hour

TOTALsnap YOUR WEBSITE IN MINUTES  Add TotalSnap to Facebook  Add Online Shopping

home photo gallery view site save

logout site offline: ?

 Photo Categories  Add Photo  View/Modify/Delete Photos

Welcome to the Total Snap photo gallery administration area.

If this is your first time here, you will want to start by adding a photo category using the menu above.

Once you have at least one photo category, you can start adding photos to that category for display on your Total Snap website.

Photo Categories: Photo category management area where you can edit and create categories for your photo gallery.

Add Photo: Image upload tool where you can add images to the photo gallery.

View/Modify/Delete Photos: Takes you to the photo management area where you can edit existing images that you have uploaded to your TotalSnap site.

STEP ONE – WEBSITE BRANDING

CREATE YOUR WEBSITE LOGO IMAGE

One of the common tasks when starting a new website, be it for Facebook or a mobile phone friendly website, is to create a logo for the site. Depending on your artistic talents, creating logos might be something you can do or it may be something that you may want to seek professional help. Using the logo image is optional because you could use a banner image for your company logo. The Logo image area is 900 x 130 pixels and images used must be PNG or JPG file format.

DO YOU HAVE AN EXISTING LOGO?

Use your existing business logo if you have one. If you used a professional to create your logo we recommend that you use the copy of the file they sent you. Logo and branding are key pieces for marketing your business both online and offline. If you do not have a logo for your business, we recommend seeking professional help.

Avoid:

- ✓ Using low quality image or scanning the logo from your letter head or business card.

Tip: If you are not fluent with graphic design, we recommend hiring a professional graphic design company to create your logo for you. Remember: You don't get a second chance on a first impression!

CREATING A LOGO IMAGE FOR YOUR SITE

The logo image area is used to display your company logo with a slogan or tagline about your business or products/services. There are many ways of using this area and ultimately it is up to you and your creativity as to what goes here. However, we recommend that when creating a logo image for your website, the logo image should contain the following components:

- ✓ Your company logo
- ✓ A picture or symbol of some sort that reflects your business or products and services.
- ✓ The name of the site or company and an optional short and snappy slogan.

Put together, these components make logos that may look like (but are not restricted to looking like) these:



Example – Artistic; logo with product pictures.



Example – Corporate; logo with Tagline.



Example – Professional; logo with white space



Example – Trades; Logo and industry related images

CREATE YOUR WEBSITE BANNER IMAGES

The banner image of a website is likely to be the first thing people will look at when they visit your site and it gives you an opportunity to showcase your small business products and services. There are no rules how a banner should look and basically there are no limits to your creativity when it comes to designing your header. Depending on your artistic talents, creating your website banners might be something you can do or it may be something that you may want to seek help from a professional graphic designer. The TotalSnap banner section can be turned off if you just want the Company Logo image displayed. You can upload one Banner image or you can upload multiple banner images to rotate as a slide show on the website. The Banner image is 900 x 245 pixels and must be PNG or JPG file format.

CREATING YOUR WEBSITE BANNER

There are many ways to go about creating your website banner images; keep it simple and guide your visitor's attention, make a statement, or convey trust. You can also add some artistic elements and attract attention, appeal to people, and look professional. Or you include some interactive elements to make your header more engaging, fun, and personal.

Avoid:

- ✓ Don't use clip art or images that you do not have the copy rights.
- ✓ Don't put too much text on the banner.
- ✓ Choose an image that reflects the content of your website.
- ✓ Don't use a busy, bold or dramatic header image that competes with the rest of the design.

Makes sure you consider the nature and purpose of your site before you decide on how you want to go about your own header design.

See below for Examples:



Example – Banner displaying artistic portfolio



Example – Banner displaying corporate product tag line

Building global relationships



Example – Banner displaying professional service tag line



Example – Banner displaying trade workmanship

UPLOAD YOUR LOGO AND BANNER IMAGES TO TOTALSNAP

There are two preset graphics areas for your TotalSnap website; your Logo and Banner images. These areas are controlled via the tools provided on the tab labeled “Logo/Banner” in the TotalSnap Tool Panel. You can select either logo or banner using the dropdown list labeled “I want to change”. You click the Browse button to select the image file that you would like to use from your computer. You can also decide whether you would like to just show the banner or the logo using the check boxes on the Logo/Banner tab.

Logo/Banner:

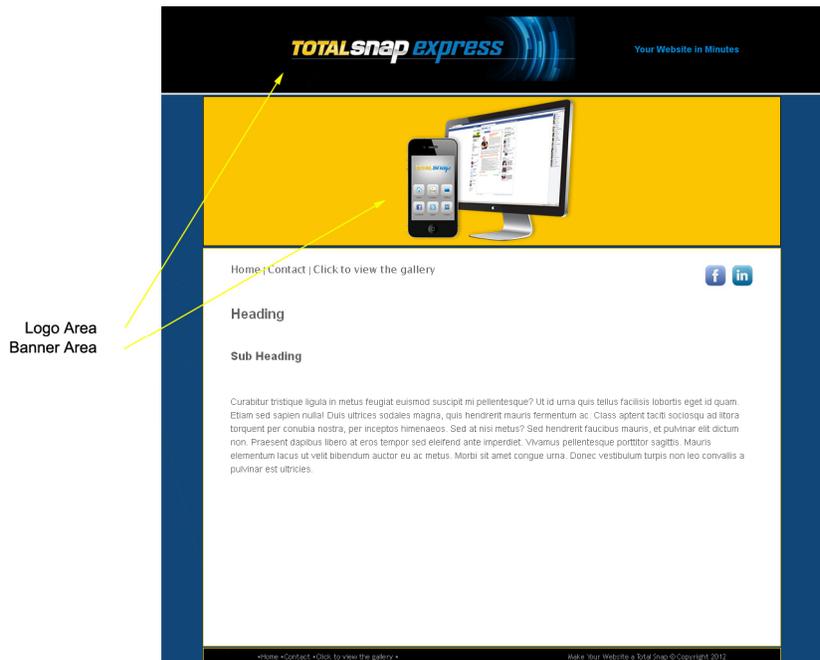
I want to change:

Logo ?
Logo
Banner

Tip: You do not have to display both the banner and your logo, you can choose to only display one or both.

Logo Area Message:

The “Logo” area is the region at the very top of your page and the “Banner” area is the region just below that.



UPLOAD YOUR LOGO IMAGE

The logo area serves as a place where you can display your company logo, and optionally, a slogan or phrase. Of course, this is just one way of using this area and ultimately it is up to you and your creativity as to what goes here. We will examine the controls in the “Logo” area of the tab in the order that they appear.

Logo Area Message: The field labeled “Logo Area Message” is where you can type text that will appear to the right of your logo image. How well the text fits with the image will depend on the size of the image. You may need to experiment a bit before it fits just right. As you type text into this field, you will see it appear directly on your webpage display.

X - Hide Edit Tools

Content Global Colors **Logo/Banner** Navigation & Meta Info Social Networking

Logo/Banner:

I want to change: ?

Logo Area Message: ?

Font: Size:

Logo

Hide Logo Area

?

Upload a logo image

or enter text

? Font: Size:

Supported File Types: gif, jpg, png

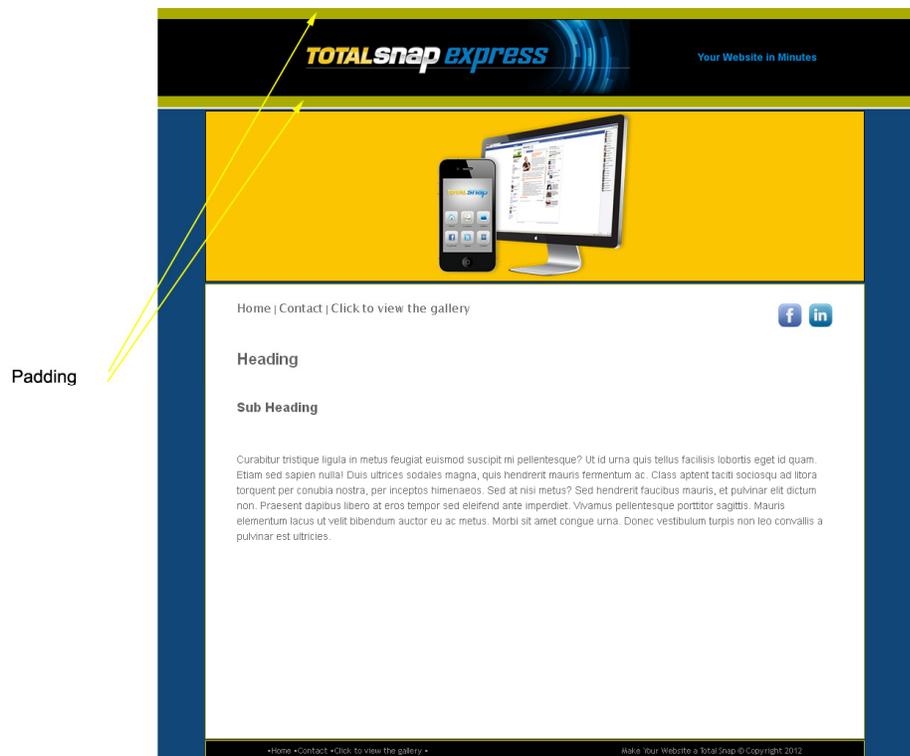


Tip: It is always better for words to appear as text on a website rather than letters that are part of an image. You could of course insert your slogan or phrase using your favorite graphics program as part of your logo image and leave the logo area message blank. The disadvantage to doing it this way is that Google will not be able to index the words, and there is a less likely chance your website will be found for those words. If your slogan is "best coffee on the coast", you want Google to index this to increase the chances of your business being found when someone types that phrase, or part of that phrase into Google.

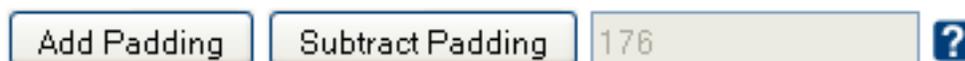
Font & Size: You can change the font for your logo area message by selecting from the dropdown list labeled “Font” under the corresponding heading. You can change the size of the font by selecting a corresponding font size from the dropdown list labeled “Size”. You will see the text change on your webpage display as you select different options from these controls.

Hide Logo Area: If you don't want to use the logo area as part of your website layout, click the checkbox labeled “Hide Logo Area”. This will cause the entire logo area to disappear from your website.

Padding: Padding is in reference to the regions above and below the logo area.



To increase the size of the padding, click the button labeled “Add Padding”. To decrease the size of this area, click the button labeled “Subtract Padding”.



Uploading a Logo Image: To upload a logo image click the button labeled “Browse” under the heading “Upload a logo image”.

Upload a logo image

A file browsing dialog box will appear. Select the image file from your computer's hard drive that you wish to use for your logo image. Once you have selected the image, it will automatically be uploaded to your website and appear in the logo area of your page. Note, this does not save the logo, so feel free to experiment.

Tip: The logo will always be re-sized to fit within a height of 130 pixels. The maximum width of the image is 900 pixels. If you want to ensure your logo image will appear exactly as you have it, use your favorite graphics editing program and make sure the image is exactly 130 pixels high, and no wider than 900 pixels. If you want the image to fit the logo area exactly (leaving no room for text) make the image exactly 900 pixels wide and 130 pixels high.

Text Alternative: If you don't want to use an image for your logo you can enter text as an alternative. If you just want the name of your company to appear in text, rather than use an image, type the name in the text input field that appears under the heading "or enter text".

or enter text

 Font: Size:

You will see the text appear in place of a logo image as you are typing it. You can change the font for the text by selecting from the dropdown list labeled "Font". You can change the size of the font by selecting a corresponding font size from the dropdown list labeled "Size".

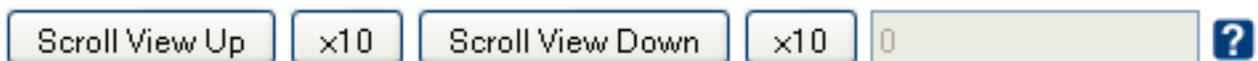
UPLOAD YOUR BANNER IMAGE

The banner area is located directly beneath the logo area. Here you can display a larger graphic showcasing your products or services, or prominently display additional branding. You have two options for this area. You can display a static banner image, or you can display a rotating slide show. If you want to display a rotating slide show, you can skip this section as the rotating slide show is discussed in the photo gallery section.



Hide Banner Area: If you don't want to use the banner area as part of your website layout, click the checkbox labeled "Hide Banner Area". This will cause the entire banner area to disappear from your website.

Scrolling the Viewable Portion: The banner image will always be re-sized to a maximum height of 245 pixels, and a maximum width of 900 pixels. If your image's height is larger than 245 pixels after it has been re-sized, you have the option of controlling the portion of the image that will be visible.



Click the buttons labeled "Scroll View Up" and "Scroll View Down" to adjust the visible portion of the banner image by one pixel. Click the corresponding buttons labeled "x10" to adjust the visible portion of the banner by 10 pixels at a time.

Uploading a Banner Image: To upload a banner image click the button labeled "Browse" under the heading "Upload a banner image".

Upload a banner image

A file browsing dialog box will appear. Select the image file from your computer's hard drive that you wish to use for your banner image. Once you have selected the image, it will automatically be uploaded to your website and appear in the banner area of your page. Note, this does not save the banner, so feel free to experiment.

Tip: The banner will always be re-sized to fit within a maximum height of 245 pixels. The maximum width of the image is 900 pixels. If you want to ensure your banner image will appear exactly as you have it, use your favorite graphics editing program and make sure the image is exactly 245 pixels high, and no wider than 900 pixels. If you want the image to fit the banner area exactly (leaving no space on the sides, make the image exactly 900 pixels wide and 245 pixels high.

CONFIGURE YOUR WEBSITE'S GLOBAL COLOUR THEME

Sometimes the most difficult aspect of getting your website to look good is the color selection. If you select colors that don't go well together you can end up with an unpleasant looking website. White is always a safe bet when it comes to your background, and is often the best choice if you have lots of graphical content. Sometimes white is just a little too boring, particularly if you don't have a lot of graphics for your site.

There is a great free tool available to help with the problem of selecting a color set. Go to <http://kuler.adobe.com>. Here you can select from many color themes that have been put together by the Internet design community. Once you have selected a theme you like, you can view the HEX color values that can be entered into the corresponding color fields of your TotalSnap site.

Tip: Remember to start each value with the “#” character.

GLOBAL COLORS

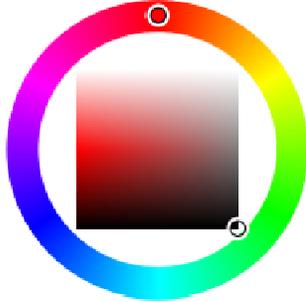
Many areas of your TotalSnap website can be assigned a color that will be applied globally and used throughout every part of your website. This includes page backgrounds and text colors.

X - Hide Edit Tools

Content Global Colors Logo/Banner Navigation & Meta Info Social Networking

Background Colors:

Header:	#000000
Page:	#114778
Banner:	#000000
Content:	#ffff
Footer:	#000000



Border Colors: (Check to show border)

Top Border:	#000000	<input type="checkbox"/>
Banner:	#707070	<input type="checkbox"/>
Content:	#ffff	<input type="checkbox"/>
Footer:	#ffff	<input type="checkbox"/>

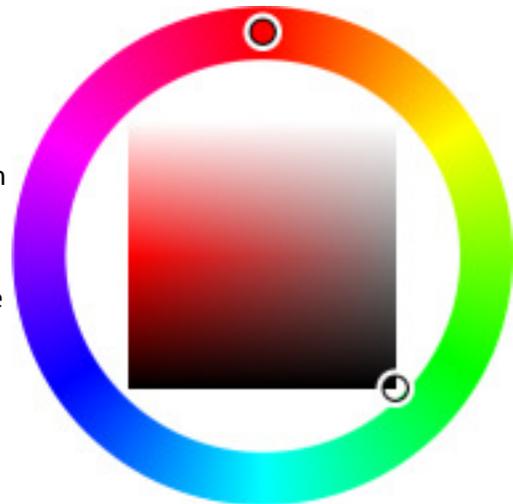
Text Colors:

Header Text:	#666666
Main Text:	#616161
Footer Text:	#8f8f8f
Navigation Text:	#6e6e6e
Navigation Mouse Over:	#2d5a95

THE COLOR WHEEL

To change a color for any component of your TotalSnap website, click the field next to the corresponding label. The TotalSnap color wheel will appear. The color wheel consists of two parts. The outer ring is made up of the entire color spectrum available to you. The inner square contains all shades of that color.

To change the current color of the selected component, left click the outer ring with your mouse, and while holding down the mouse button, drag your mouse along the ring to the color you want to use. Once you have the desired color, release the mouse button. Now do the same thing, but move your mouse inside the inner square. This will select the shade. As you move your mouse on the inner square you will see the color value of the selected component automatically change, and the visible color on your website will also change to reflect the color you have selected.



Tip: The numbers in each of the color fields are the hexadecimal representation of the color. If you know the exact hexadecimal number of the color you want to use, you can type the number directly into the field without using the color wheel.

STEP TWO - SETUP YOUR METADATA AND NAVIGATION MENU.

CREATE YOUR WEBSITE PAGE TITLES

Your website page titles tell both users and search engines what the topic of a particular page on your website is about. Whatever text you enter into the title box for each page in the TotalSnap editor; will appear on the browser page tab and on the header bar of the browser when a person views your webpage. Also, the page title is used for the name of your pages bookmark if a person bookmarks your page. The webpage title is used by the major search engines as an important piece of information available in order to help them determine the topic of your page, and help with the ranking of your page in search engine results. Further, the page title is used by search engines like Google as the link text you click in the search engine results after conducting a search.

ACCURATELY DESCRIBE THE PAGE'S CONTENT

Choose a page title that effectively communicates the topic of the page's content and what information the end user will find on the page. Your website page title should be typed in using proper case and read well for the end user; maximum 70 characters including spaces.

Avoid:

- ✓ *choosing a title that has no relation to the content on the page*
- ✓ *using default or vague titles like "Untitled" or "New Page 1"*

CREATE UNIQUE TITLE TAGS FOR EACH PAGE

Each of your TotalSnap pages should ideally have a unique title, which helps search engines know how the page is distinct from the others on your site. Search engines can actually **penalize** your search engine results for repetitive page titles.

Avoid:

- Using the same page title for all of your pages or even a group of pages.

USE BRIEF, BUT DESCRIPTIVE TITLES

Local: 250-586-4678 | Toll Free: 888-558-4678 | Email: info@hostingnation.ca | Web: www.hostingnation.ca

Titles should be both short and informative. If the title is too long, search engines will show only a portion of the title in the search result.

Avoid:

- using extremely lengthy titles that are unhelpful to users
- stuffing unneeded keywords in your title tags

Remember page titles are an important aspect of search engine optimization. Please use the table below to write down your page titles:

Page	Title
Page 1 Title	
Page2 Title	
Page 3 Title	
Page 4 Title	
Page 5 Title	
Contact Page Title	
Gallery Page Title	

CREATE YOUR WEBSITE PAGE DESCRIPTIONS:

Your page description is the text that is displayed on the search engines results page, directly beneath the page title. Its purpose is to tell users a little bit more about what your page is about, and helps them to decide whether to click on your page or somebody else's page. A good page description is approximately 2 sentences (no more than 150 characters) and should include a Call to Action. Remember potential customers will actually be reading this text on search results pages, so make sure that it is written well, is grammatically correct, and helps the reader make an informed decision about choosing to visit your page to.

ACCURATELY SUMMARIZE THE PAGE'S CONTENT

Use page descriptions to provide both search engines and users with a summary of what your page is about. Write a page description that both informs and interests users if they saw your page description a snippet in a search result.

Avoid:

- ✓ Writing a page description that has no relation to the content on the page.
- ✓ Using generic descriptions like "This is a web page" or "Page about baseball cards".
- ✓ Filling the page description with only keywords.
- ✓ Copying and pasting the entire content of the document into the page description box.

USE UNIQUE DESCRIPTIONS FOR EACH PAGE

Having a different page description for each page helps both users and Google, especially in searches where users may bring up multiple pages on your domain.

Avoid:

- ✓ Using a single page description across all of your site's pages or a large group of pages.

Please use the table below to write down your page descriptions:

Page	Description <i>(no more than 150 characters)</i>
Page 1	
Page 2	
Page 3	
Page 4	
Page 5	
Contact Page	
Gallery Page	
Facebook Events	
Shopping Cart	

ADD YOUR PAGE DESCRIPTIONS AND TITLES TO TOTALSNAP

Enter your page descriptions and page titles that you documented in the first part of this guide. Click on the "Navigation & Meta Info" tab on the TotalSnap Tool Panel to enter your information in the "Meta Info" section. Select the Page from the drop down menu that you want to enter the corresponding page title and description.

X Hide Edit Tools

Content Global Colors Logo/Banner Navigation & Meta Info Social Networking

Navigation:

Page 1 Menu Text:	<input type="text" value="Home"/>	1	?
Page 2 Menu Text:	<input type="text" value="Page 2"/>	2	?
Page 3 Menu Text:	<input type="text" value="Page 3"/>	3	?
Page 4 Menu Text:	<input type="text" value="Page 4"/>	4	?
Page 5 Menu Text:	<input type="text" value="Page 5"/>	5	?
Contact Menu Text:	<input type="text" value="Contact"/>	6	?
Gallery Link Text:	<input type="text" value="Click to view the gallery"/>	7	?
Shopping Cart Link Text:	<input type="text" value="Buy Now"/>	8	?
Main Menu External Link Text:	<input type="text"/>	9	?
Facebook Events Menu Text:	<input type="text"/>	10	?
Main Menu External Link:	<input type="text"/>		?
Footer Menu External Link Text:	<input type="text"/>		?
Footer Menu External Link:	<input type="text"/>		?
Font:	<input type="text" value="Lucida Sans Unicode"/>	Size: <input type="text" value="16"/>	
Gallery Layout:	<input type="text" value="Columnar"/>		
Allow Facebook Comments:	<input type="checkbox"/> Mylerano Facebook ID: <input type="text"/>		?

Meta Info:

Title:	<input type="text"/>	?
Description:	<input type="text"/>	?
Google Tracking Code:	<input type="text"/>	?



Title: The input field labeled “title” should contain the name of your business and perhaps a short description or tag line. Search engines such as Google will look at the title when indexing your page. The title is what will appear in your visitor's browser and also as the name of their bookmark if they bookmark your page.

Description: The description field is used only by search engines such as Google and will not appear anywhere. You should use a description that accurately describes your products and services. The description should contain words you know people would use when searching out your type of business.

CREATE YOUR WEBSITE NAVIGATION MENU:

TotalSnap allows you to enter custom menu titles for each of the pages on your website. The titles will appear on your main navigation bar which is used by end users to move through your website and access information. Make sure that the menu titles you use for each page reflect the content of the page that it connects to. For example: the contact form could have a title of "Contact Us".

CREATE A MEANINGFUL NAVIGATION MENU

Make it as easy as possible for users to go from general content to the more specific content they want on your site. Use menu titles that reflect the page's content; menu titles must be quick and easy to understand.

Avoid:

- ✓ Creating complex menu labels that are not meaningful to the end user.
- ✓ Using menu labels that are more than 2 words in length.

For navigation, the focus should be on simplicity and ease of use!

Please use the table below to write down your page titles and you can also determine the order in which they appear on the Navigation Menu. The menu lists titles from left to right; position 1 would be the first to appear in the menu on the left hand side.

Website Navigation	Order	Page Menu Title
Page 1 Menu Title		
Page 2 Menu Title		
Page 3 Menu Title		
Page 4 Menu Title		
Page 5 Menu Title		
Contact Page Menu Title		
Gallery Page Menu Title		
Facebook Events Page Title		
Shopping Cart Page Title		

ADD YOUR NAVIGATION MENU TITLES TO TOTALSNAP

To edit your Navigation Menu Titles select the "Navigation and Meta Info" tab on the TotalSnap Tool Panel. The "Navigation and Meta Info" tab is where you specify what text will be used to create your menu titles for your navigation menu, the order of the pages, as well as set up the Google Maps integration.

X Hide Edit Tools

Content Global Colors Logo/Banner **Navigation & Meta Info** Social Networking

Navigation:

Page 1 Menu Text:	<input type="text" value="Home"/>	1	?
Page 2 Menu Text:	<input type="text" value="Page 2"/>	2	?
Page 3 Menu Text:	<input type="text" value="Page 3"/>	3	?
Page 4 Menu Text:	<input type="text" value="Page 4"/>	4	?
Page 5 Menu Text:	<input type="text" value="Page 5"/>	5	?
Contact Menu Text:	<input type="text" value="Contact"/>	6	?
Gallery Link Text:	<input type="text" value="Click to view the gallery"/>	7	?
Shopping Cart Link Text:	<input type="text" value="Buy Now"/>	8	?
Main Menu External Link Text:	<input type="text"/>	9	?
Facebook Events Menu Text:	<input type="text"/>	10	?
Main Menu External Link:	<input type="text"/>		?
Footer Menu External Link Text:	<input type="text"/>		?
Footer Menu External Link:	<input type="text"/>		?
Font:	<input type="text" value="Lucida Sans Unicode"/>	Size: <input type="text" value="16"/>	
Gallery Layout:	<input type="text" value="Columnar"/>		
Allow Facebook Comments:	<input type="checkbox"/> MyWebsite Facebook ID: <input type="text"/>		?

Meta Info:

Title:	<input type="text"/>	?
Description:	<input type="text"/>	?
Google Tracking Code:	<input type="text"/>	?



NAVIGATION MENU

The first five fields under the heading “Navigation” is where you type the text that will appear in your navigation menu for your content pages. Enter the titles that you created using this guide.

- “Page 1 Menu Text” corresponds to “Page 1 Content” from the “Content Tab”
- “Page 2 Menu Text” corresponds to “Page 2 Content” from the “Content Tab”
- “Page 3 Menu Text” corresponds to “Page 3 Content” from the “Content Tab”
- “Page 4 Menu Text” corresponds to “Page 4 Content” from the “Content Tab”
- “Page 5 Menu Text” corresponds to “Page 5 Content” from the “Content Tab”
- “Contact Menu Text” field specifies the text that will appear as the navigation link your visitors will click to go to your contact page.

- “Gallery Link Text” field specifies the text that will appear as the navigation link your visitors will click to go to your photo gallery page.

EXTERNAL LINKS

If you are using TotalSnap as your promotional website or to manage your Facebook content and you have a second website that functions as your main web property, it is an excellent idea to specify that second website as an external link. For example if your main website is bestcoffee.com, you could enter “Main Website” in the “Main Menu External Link Text” field, and “<http://bestcoffee.com>” in the “Main Menu External Link” field. This will provide a link in your navigation menu that visitors can use to get to your main website.

- “Main Menu External Link Text” field specifies the text that will appear as the navigation link your visitors will click to go to an external page of your choosing.
- “Main Menu External Link” field specifies the URL (web address) that visitors will be taken to if they click the text specified in the “Main Menu External Link Text” field.
- “Footer Menu External Link Text” and “Footer Menu External Link” fields function exactly the same way as the “Main Menu External Link Text” and “Main Menu External Link” fields, however this navigation link will appear in your page footer rather than the main navigation. Typically this link would be the same as the “Main Menu” version above.

FONT & SIZE

You can change the font for your navigation menu by selecting from the dropdown list labeled “Font”. You can change the size of the font by selecting a corresponding font size from the dropdown list labeled “Size”.

MENU ORDERING

Each menu text option has a dropdown list next to it. Inside the dropdown list are numbers one through nine. These numbers determine the order of the links in your navigation menu. One will be first, followed by two and so forth. If there is more than one entry with the same number, their natural order will determine which comes first.

STEP THREE - WEBSITE CONTENT

CONTACT INFORMATION FOR WEBSITE

Determine what contact information you would like to provide your customers on your website. You may want to only put certain phone numbers etc. like a Toll Free Number versus using your cell number. The important thing to remember is to use contact information that that you are ok with sharing online. You will also need to choose a main email address that will be used by TotalSnap to send submitted contact forms and surveys to. To protect you against SPAM your email address will not be visible to the public.

Tip: We recommend setting up a specific email address to use for TotalSnap like info@your-name.com and have the address forwarded to your main email account.

Please use form below to finalize your contact information to be used on your TotalSnap website.

Business Contact Information	
Business Name	
Business Email	
Phone	
Fax	
Toll Free	
Address	
City	
Province/State	
Postal Code	
Country	

ENTER YOUR CONTACT INFORMATION INTO TOTALSNAP

Enter your contact information that you documented in the first part on this guide. Remember your main email address entered into TotalSnap will be used to send submitted contact forms and surveys to. To edit your Contact Information select the "Content" tab on the TotalSnap Tool Panel, then select the "Contact Information" option in the "I want to change" dropdown menu.

X - Hide Edit Tools

Content Global Colors Logo/Banner Navigation & Meta Info Social Networking

Content:
I want to change:

Font: Size:

Business Name: ?

Business Email: ?

Phone: ?

Fax: ?

Toll Free: ?

Address 1: ?

Address 2: ?

City: ?

Province/State: ?

Postal: ?

Country: ?

Show Map: ?

Show Contact Form: ?

Font: You can edit and set the font size and style of your Contact Information for displayed in TotalSnap. The first dropdown list labeled “Font” allows you to select the font style that will be used when displaying your contact information on the page. The second dropdown list labeled “Size”, allows you to select the size of the font that will be used when displaying your contact information.

Tip: *When selecting fonts, and font sizes for the various areas of your webpage, it is important to keep them consistent. Avoid selecting different fonts and sizes for each area of your website as it will cause your site to look awkward and disjointed, and not have that “clean” feel. Other than highlighting a section or a certain piece of text, use the same font and font size throughout your site.*

Business Name: Enter the name of your business in the field labeled “Business Name”. The business name is used to help Google Maps place your business location correctly on the map.

Business Email: The “Business Email” field is where you enter the email that will receive inquiries made via your website contact form and Facebook contest form entries.

Tip: *Your email address will never be displayed anywhere on your website. This helps prevent automated scripts from searching out your email address and adding it to SPAM lists. Additionally, TotalSnap uses some sophisticated techniques to ensure it is a live person entering information into your contact form and not an automated script. Unfortunately, no amount of coding or protection can prevent someone from sending you unwanted messages*

by manually filling out your contact form and pressing the submit button. TotalSnap does its best to prevent SPAM that originates from automated sources.

Phone and Address: The next nine text fields, starting with “Phone” and ending with “Country” are self explanatory. Type the corresponding information into each field. If a field does not apply to you, leave it blank.

Tip: Any field that you leave blank will be left off of your contact form. The display will automatically be reformatted to ensure there are no gaps left on your form from blank information fields.

Show Map: After the contact information fields you will find a checkbox option labeled “Show Map”. If you want a Google map with your physical location displayed on your contact page, select this checkbox. This is generally a very good idea unless you don't have a physical location that you do business out of.

Tip: An excellent way to help your business get found by Google is to register your business with Google Places. Go to <http://www.google.com/places/> and register. Be sure to use the exact same business name for your Google Places entry as the name you entered into the “Business Name” field discussed earlier in this section. This will ensure your Google Places pin displays on the location map on your contact page.

Show Contact Form: The final option in this section is labeled “Show Contact Form”. Select this option if you want to allow visitors to contact you via email. This is normally desirable; however there are special circumstances where you may wish to not receive emails from visitors to your site.

CREATE YOUR WEBSITE TEXT CONTENT

Creating compelling and useful content for your visitors will likely influence your website more than any of the other factors discussed in this guide. Customers know good content when they see it and will likely want to share it with other users. This could be through, social media services, email, forums, or other means. Organic or word-of-mouth buzz is what helps build your site's reputation with both users and search engines, and it rarely comes without quality content.

Anticipate differences in users' understanding of your topic and offer unique, exclusive content!

Think about the words that a customer might search for to find your business, products and/or services. Users who know a lot about the topic might use different keywords in their search queries than someone who is new to the topic. For example, a long-time baseball fan might search for *(nlcs)*; an acronym for the National League Championship Series, while a new fan might use a more general query like *(baseball playoffs)*. Anticipating these differences in search behavior and accounting for them while

writing your content (*using a good mix of keyword phrases*) will help to produce positive search engine results. Consider creating a new, useful content that is not offered by your competitors; write an original piece of research, break an exciting news story, or leverage needs of your unique customer base.

Key content for a small business website:

- ✓ Your home page is the first thing a customer sees on your website, but too often not enough effort is put into its creation. A small business website home page is the showcase for what your business has to offer. A good first impression will retain visitors and make them customers.
- ✓ Create a page where you can detail what your business is about, as well as the company history, policies, and philosophies. The information on this page will provide insight into the business and help build credibility with your customers.
- ✓ Good reviews and customer testimonials are an excellent means of drawing in new customers to your business website. New visitors are likely to become new customers if they can read all the positive feedback existing customers have given about your business and/or products.
- ✓ Frequently Asked Questions (FAQ) helps customers to find answers to common questions about your business, products and services. You can create this content by simply answering questions as if there was no information about the business on your site.
- ✓ Outline your business practices on your website. Tell your customers how to do business with you. Provide key information about your policies on returns, refunds and guarantees.

WRITE EASY-TO-READ TEXT

Users enjoy content that is well written and easy to follow.

Avoid:

- ✓ Writing sloppy text with many spelling and grammatical mistakes.
- ✓ Embedding text in images for textual content; users may want to copy and paste the text and search engines can't read it.

STAY ORGANIZED AROUND THE TOPIC

It's always beneficial to organize your content so that visitors have a good sense of where one content topic begins and another ends. Breaking your content up into logical chunks or divisions helps users find the content they want faster.

Avoid:

- ✓ Dumping large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation.

CREATE FRESH, UNIQUE CONTENT

New content will not only keep your existing visitor base coming back, but also bring in new visitors.

Avoid:

- ✓ Rehashing (or even copying) existing content that will bring little extra value to users.
- ✓ Having duplicate or near-duplicate versions of your content across your site.

CREATE CONTENT PRIMARILY FOR YOUR USERS, NOT SEARCH ENGINES

Designing your site around your visitors' needs while making sure your site is easily accessible to search engines usually produces positive results.

Avoid:

- ✓ Inserting numerous unnecessary keywords aimed at search engines but is annoying or nonsensical to users.
- ✓ Having blocks of text like "frequent misspellings used to reach this page" that add little value for users.
- ✓ Deceptively hiding text from users, but displaying it to search engines.

GATHER IMAGES FOR YOUR WEBSITE

Effective content is not limited to words; make use of non-text content such as images, charts, and graphs to inform and entertain your site visitors. Images are powerful content when the images are recognizably an integrated component of the website. You can place your images in a gallery, in page content or as a slide show for your banner section on each page. However, generic "stock" photographs may actually have a negative effect; think carefully before you put a stock photo on your site. Consider the alternatives to a non-descript image pulled from a clip art catalog or a photo library. By using real photos and other images on your website you can personalize your business and build rapport with your customers.

Use images to tell a story: Images, graphs, diagrams, and illustrations help tell your organization's story. When used as a component of an overall content strategy, images enhance and add context to text-based information. In virtually any marketplace, charts, graphs, and especially original informative photos help customers to grasp what you're selling making them more likely to buy.

USE BRIEF, BUT DESCRIPTIVE FILENAMES

Like many of the other parts of the page targeted for optimization, filenames are best when they're short, but descriptive.

Avoid:

- ✓ Using generic filenames like "image1.jpg", "pic.gif", "1.jpg" when possible.
- ✓ Writing extremely lengthy filenames.
- ✓ Stuffing keywords into alt text or copying and pasting entire sentences.

CREATE IMAGE TITLE

Titles can be both short and informative. The image title is displayed in the Photo Gallery as the image's title and is used by search engines to help identify what the image is about.

Avoid:

- ✓ using extremely lengthy titles that are unhelpful to users
- ✓ stuffing unneeded keywords in your title tags

SUMMARIZE THE IMAGE'S CONTENT

Write a description to describe and inform customers what the images content is. The image description is displayed in the description field for each image in the photo gallery.

Avoid:

- ✓ Writing a description that has no relation to the content in the image.
- ✓ Using generic descriptions like "This is a car" or "Picture about baseball cards".
- ✓ Filling the description with only keywords.

UPLOAD YOUR IMAGES TO TOTALSNAP

You can place your images in a gallery, in page content or as a slide show for your banner section on each page. Remember to use enter the image titles and descriptions that you documented in the first part of this guide. By selecting the Photo Gallery button, you can add categories and upload your images to those categories. For a basic photo gallery, simply name the gallery and add the photos. It will appear as a menu item on your main page.

Tip: Click on the view site button to see the photo slide show. It is not visible in editor.

TOTALSNAP PHOTO GALLERY

The TotalSnap Photo Gallery is a tool for creating collections of images as well as full descriptions for those images. To access the photo gallery administration tools, click the button labeled “photo gallery” in the TotalSnap main menu.



Once you have clicked the Photo Gallery button, you will be at the main menu of the Photo Gallery and have three options in the main menu to choose from:

- “Photo Categories” will take you to the category management area.
- “Add Photo” takes you to the photo upload tool.
- “View/Modify/Delete Photos” takes you to the photo management area.



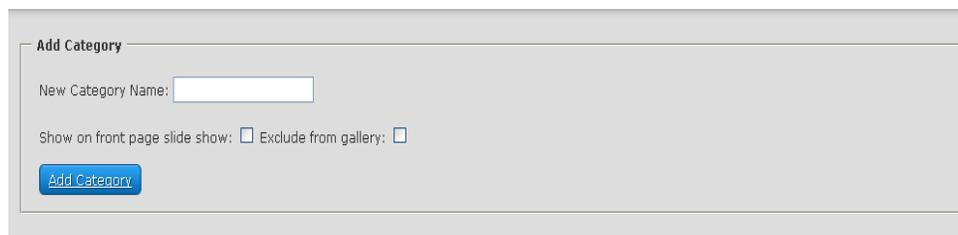
Welcome to the Total Snap photo gallery administration area.

If this is your first time here, you will want to start by adding a photo category using the menu above.

Once you have at least one photo category, you can start adding photos to that category for display on your Total Snap website.

PHOTO CATEGORIES

After clicking “Photo Categories” in the photo gallery menu you will be presented with the category management screen. You can add and create new photo gallery categories by entering your desired category name into the text field and click “Add Category” button.



Create a new Photo Category: To create a new photo category, type the name of the category in the input field labeled “New Category Name”. Next there are two checkbox options to select:

- “Show on front page slide show” - Checking this option will take any images added to this category and rotate them in your banner area. If you specified a banner image in the Logo/Banner settings of the tool panel, it will be replaced by the slide show.
- “Exclude from gallery” - Checking this option will prevent images in this category from being accessible via your photo gallery page.

Once you have entered a name in the category field and selected the options you want; click the “Add Category” button. Upon success, the category management screen will be reloaded with the message “Category Added”.

Tip: *It is often the case that you will add images to your website that you only want visible as part of your slide show, or as part of your page content. You don't necessarily want these same images to appear in your gallery. This is when you should select the “Exclude from gallery” option.*

Editing Categories: The second area of the Photo Category management screen is for modifying existing categories.

Edit Category

1. Select A Category:

2. Rename the category selected in dropbox above:

3. Show on front page slide show:

4. Exclude from gallery:

To modify an existing category, select the category you want to modify from the dropdown list labeled “Select A Category”. To change the name of the category enter the new name in the input field labeled “Rename the category selected in the dropbox above”. If required, change the checkbox selections “Show on front page slideshow” and “Exclude from gallery”.

Saving your Category Changes: Once you are finished with your changes, click the “Update” button to save.

Deleting a Category: If you want to delete the category, click the “Delete Selected Category” button.

ADD IMAGES TO PHOTO GALLERY

To add a photo to an existing category, click the “Add Photo” button in the Photo Gallery menu. Use the titles and descriptions that you created in the first section of this guide. If you are uploading multiple images repeat the following steps for adding a image for each image that you would like to use.

 Photo Categories  Add Photo  View/Modify/Delete Photos

Select Category:

Photo Title:

Title Link URL (Should start with http://):

Price

Purchase Link URL (Should start with http://):

Purchase Button Text:

Photo Description

Select Photo:

There are six steps to uploading images to your Photo Gallery:

1. **Select the Category:** Step one is to select the category the photo belongs to. Select the category by clicking the dropdown menu labeled “Select Category” and choosing the category the image will belong to.
2. **Photo Title:** Text that you enter into the input field labeled “Photo Title” will appear as the title for the photo.

Tip: It is important to choose the wording for your titles and descriptions carefully. Your page will have a better chance of being found by Google if you select words that are commonly used to search for products and services in your industry. Titles and descriptions for your images should be considered an important part of your website content.

3. **Title Link URL:** If you want the title of the image to function as a link to a web address, enter the web address in the input field labeled “Title Link URL”.
4. **Photo Description:** The larger input box labeled “Photo Description” is where you can type in a full, detailed description of the image, or of the product/service the image represents.

Tip: The length of your descriptions should be one of the determining factors for selecting the columnar, or horizontal gallery layout option (found in the “Navigation & Meta Info” tab of the tool panel). Often, if your descriptions are long and more like an article, you should use the horizontal format. If they are shorter and more like a catalog description, you may want to use the columnar format. The other determining factor should be the Facebook comments option and how they look within your image gallery.

5. **Photo Selection:** The final step is to select the photo or image to upload. Click the “Browse” button located next to the field labeled “Select Photo”. You will see a dialog box where you can select the image file from your hard drive. Select the image you want to upload.
6. **Saving the Photo/Image:** You are now ready to save the photo/image. Click the “Add Photo” button. Once the image has been uploaded the add photo screen will be reloaded with the message “Photo Added”.

Tip: Your image file should never be more than two or three megabytes in size. The photo gallery logic will resize photos automatically when uploaded, but image files that are too large could cause the system to timeout. To ensure this doesn't happen it is always a good idea to make your image file no larger than two or three megabytes (3000 KB).

VIEW/MODIFY/DELETE PHOTOS

There are several features available once you have added your images. Click the “View/Modify/Delete Photos” button the photo gallery menu to access these features.

The Image URL: If you want to use an image in your page content, you will need the URL. To get the URL, click the button labeled “Copy to Clipboard” in the corresponding image record. You will see a message that reads “Copied text to clipboard”. You are now ready to use the image tool in the content editor and paste the URL for the image.

Ordering: Often you will want to change the order that your images appear in the gallery. There are four arrows within each image record.

 Clicking the arrow that points to the left will move the image to the very front (top) of the order.

 Clicking the arrow that points down will move the photo towards the end of the order (down) one spot.

 Clicking the arrow that points up will move the photo towards the beginning of the order (up) one spot.

 Clicking the arrow that points to the right will move the image to the very end (bottom) of the order.

Deleting a Photo: If you want to remove the photo from your gallery, click the button labeled “Delete Photo”.

Modifying Photo Properties: To edit the image's properties, click the button labeled “Edit Photo”. You will be shown a screen similar to the one in the “Add Photo” section. You will be able to modify the category, title, description, price and URL links that were configured when the photo was added. When you are ready to save your changes, click the button labeled “Update Photo”. You will be returned the photo listing page with the message “Photo Updated”.

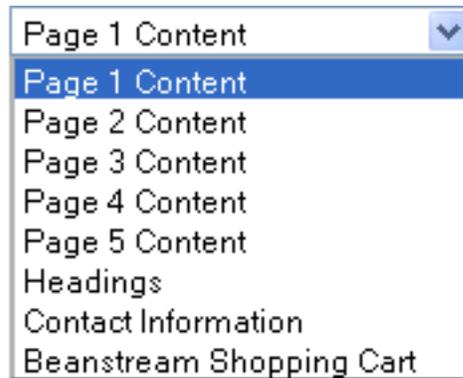
ENTER YOUR PAGE CONTENT INTO TOTALSNAP

The content tab controls content for seven different pages on your TotalSnap site. This is also the area where you can change the headings on your website. You can start by typing in your text or cut and paste from Microsoft Word using the "paste" from Microsoft word tool. You can also add pictures, links and videos using the icon buttons above the text box of our user friendly editor.

Tip: Take the sometime to layout your pages ahead of time. This will help you design your page and reduce the number of changes you make in the long run.

The first control on this tab is a dropdown box that is labeled “I want to change”. Using this control you will select the content you want to change.

I want to change:

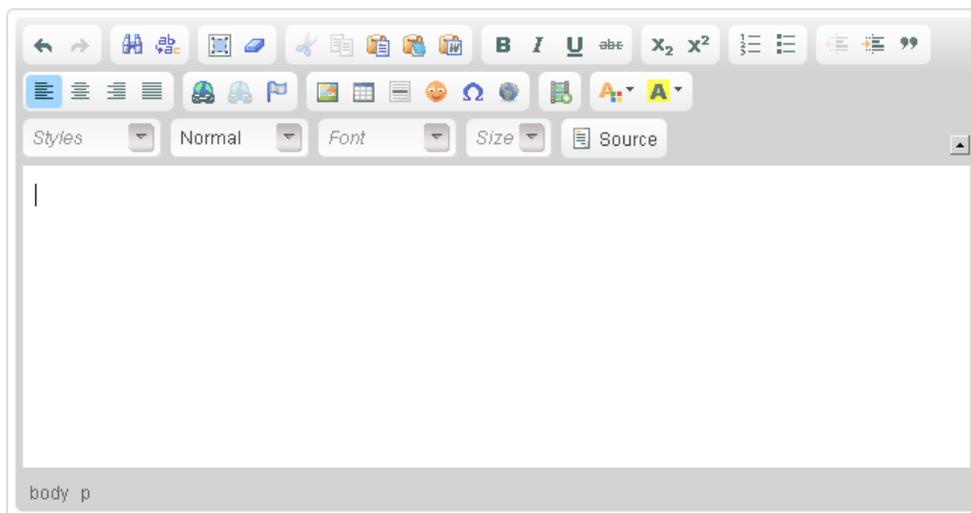


PAGE CONTENT

The first five options in this list are for content pages. They are labeled “Page 1 Content”, “Page 2 Content”, etc. These are the pages for your main website content. Click any of them to begin editing your content for that page.

Tip: Do not be concerned with the order of the pages, or the name of the page. These details are configured elsewhere and will be discussed in detail.

The Content Editor: Once you have selected one of these first five content pages you will see the TotalSnap content editor.



TotalSnap makes use of CKEditor for editing page content. The CKEditor is similar to Microsoft Word and other popular text editors. You simply type the content into the edit area. The CKEditor toolbar contains controls for text alignment, font selection, font size, making text bold or italic, image insertion and many other functions. A full user's manual is available for the CKEditor and can be found here:

http://docs.cksource.com/CKEditor_3.x/Users_Guide

The CKEditor manual describes in detail each of the editor's menus and functions. There is one exception. The "Embed Media" feature is not part of the standard CKEditor system and has been added as an extended feature for TotalSnap. This feature is described in detail below.

Refreshing The Content: The placeholder works as a guide for the CKEditor, but you may want to see what the video will look like before you save your content. Likewise you may have added text or an image that you also want to preview. In order to see your changes applied to the current editor view of your website, click the icon that is labeled "Refresh Content".



Refresh Content

This will update your page view with the changes you made inside of the editor. Note: this does NOT save your changes; it only updates your view.

Active Options: The final options to examine for web content pages are those found under the label "Page is Active for". There are two options. Option one is "Website", and option two is "Mobile".

Page is Active for:

Website Mobile

Each of your five web content pages can be displayed to users browsing your site using standard website browsing (from a desktop or laptop computer), a mobile device (smart phone or tablet), and Facebook. Facebook will be discussed later, so for now we will examine only standard website browsing and mobile website browsing.

Tip: Most often, content created with TotalSnap will display and look just fine on both full screen displays and mobile devices. The simplest way to start is to check both the "Website" and "Mobile" options, and revisit this section if your content just isn't working on mobile devices.

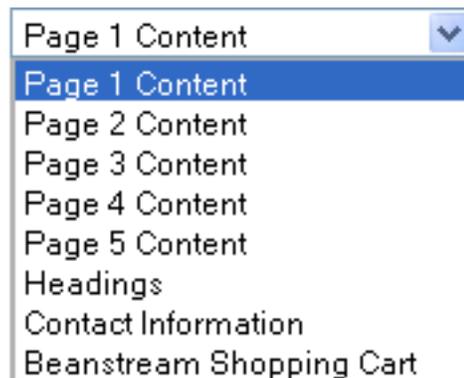
When a user visits your website using a mobile device, TotalSnap will automatically display a version of your site that is optimized for the smaller screens used by mobile devices. The TotalSnap system will

attempt to automatically scale down any images that are too large to fit the smaller screen and adjust the surrounding text accordingly. Sometimes the results are simply better if you create the content with a smaller screen in mind right from the beginning. You can select graphics that are smaller and look good on a small screen. You can limit the text assuming mobile visitors won't want to do a lot of reading on their small screens. You can even change your marketing strategy for visitors who use a mobile device. Naturally, content designed this way will not look as good on a large display.

Using the “Page is Active for” options allows you to display the correct version of content on the correct device. If your page content is designed with a mobile device in mind, you would select the “Mobile” option and leave the “Website” option unchecked. If the opposite is true and your content is designed for a large display with large graphics and lots of text, you would select “Website” and leave “Mobile” unchecked. If your content is designed for a balance between the two, or if you are happy with how TotalSnap automatically adjusts for the smaller screen of a mobile device, select both options.

Headings:

I want to change:



After the five page content options in the “I want to change” dropdown list comes “Headings”. Select “Headings” to change the titles that will appear at the top of every content page.

X - Hide Edit Tools

Content Global Colors Logo/Banner Navigation & Meta Info Social Networking

Content:
I want to change

Heading: ?
Font: Size:

Sub Heading: ?
Font: Size:

Heading & Sub Heading: There are two text fields you can type into. The first is labeled “Heading”, the second is labeled “Sub Heading”. When you type into these fields, you will see the text appear on your site as you type it.

Font & Size: You can change the font for your heading and sub heading by selecting from the dropdown list labeled “Font” under the corresponding heading. You can change the size of the font by selecting a corresponding font size from the dropdown list labeled “Size”.

Tip: *You may wonder why you would put headings on your webpage using these controls rather than just typing them into the content editor. The answer is that headings added to your website via the headings controls are more likely to show up in Google search results.*

STEP FOUR - SOCIAL MEDIA INTEGRATION

GATHER LINKS TO YOUR SOCIAL MEDIA SITES.

The final step to configuring and launching your TotalSnap website is to determine which social media sites, like Facebook, you would like to provide links to. TotalSnap has automatic button links that are located on the right hand side of the menu bar of your TotalSnap for Facebook, Twitter, LinkedIn and YouTube. You can active the links by entering in your specific URL link (*Example: www.facebook.com/totalsnap*) to your social media site.

Please fill out the form below with your social media links that you would like to include on your TotalSnap website.

Social Media Links		
Facebook	www.facebook.com/	
Twitter	www.twitter.com/	
Youtube	www.youtube.com/	
LinkedIn	www.linkedin.com/	

CONFIGURE YOUR SOCIAL MEDIA LINKS IN TOTALSNAP

On the “Social Networking” tab of the TotalSnap tool panel; using the dropdown box that is labeled “I want to change”, select “Social Networking Links”. The following section deals with the various links from your TotalSnap page out to popular social networking sites.

X - Hide Edit Tools

Content | Global Colors | Logo/Banner | Navigation & Meta Info | **Social Networking**

Social Networking:

I want to change:

Social Networking Links Will Appear After Save

Show Facebook Like: Box Button

On Pages: Page 1 Page 2 Page 3 Page 4 Page 5 Contact All

Facebook:

Twitter:

Twitter Feed:

YouTube:

LinkedIn:

FACEBOOK LIKE BOX/BUTTON

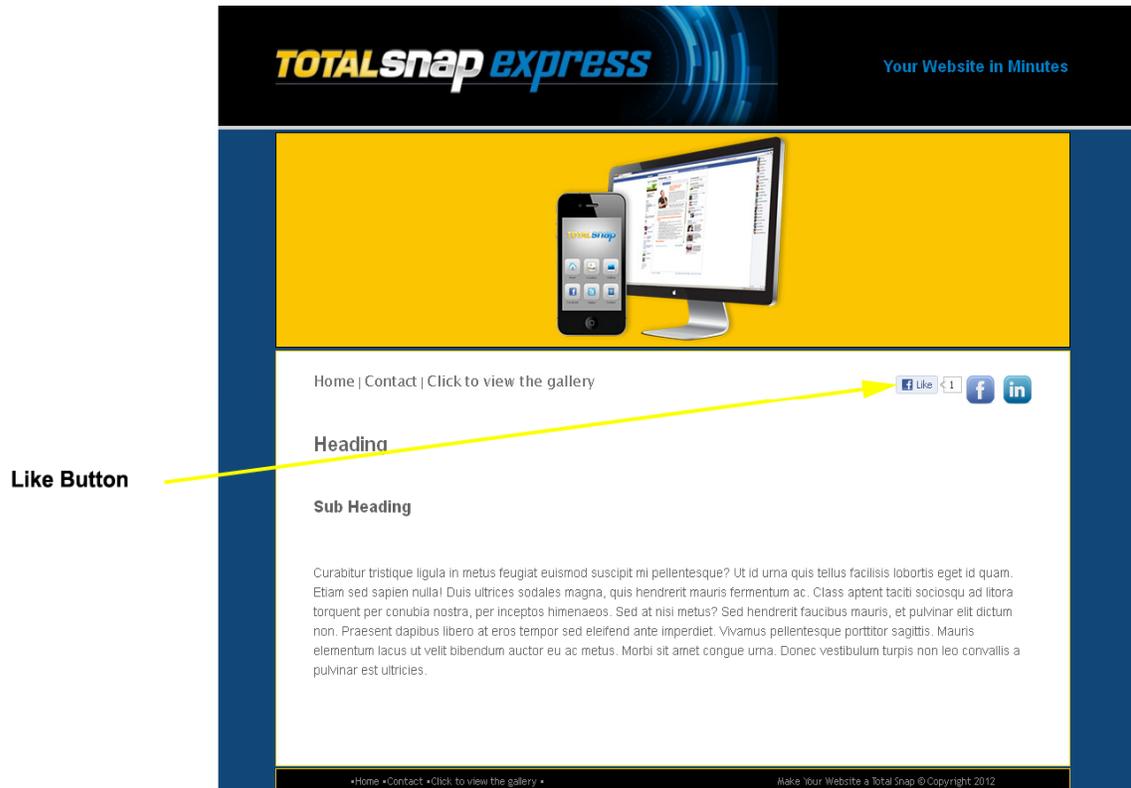
The Facebook “Like” button is a popular tool for encouraging visitors to not only promote your site by broadcasting their “liking” it on their Facebook wall, but it also provides a means of gathering a following of people you can message with your business related updates via Facebook.

To enable the Facebook “Like” button on your TotalSnap website, check the box labeled “Show Facebook Like”.

There are two flavors of the Facebook “Like” button. The “box” version displays your most recent posts as well as the number of people following you on Facebook in addition to the “Like” button. It takes up a large portion of the right side of a given page.



The second flavor of the Facebook “Like” button is the stand alone button. It displays as a standalone button and takes up little space.



Select the “Box” radio button if you want the full “Like” box displayed on your website. Select the “Button” radio button if you want only the “Like” button displayed on your website.

FACEBOOK LIKE BUTTON AND PAGE ASSIGNMENT

The next series of checkboxes that are grouped next to the label “On Pages” allow you to specify the pages on your website you want the Facebook “Like” buttons to appear on. Your options are the first five content pages, the contact page, and all. Select any combination until you are happy with the layout of your pages.

FACEBOOK



The input field labeled “Facebook” is where you input your Facebook business page URL. If you have a valid Facebook URL configured, a Facebook link will appear in the upper right corner of your webpages.

TWITTER



The input field labeled “Twitter” is where you input your Twitter URL. If you have a valid Twitter URL configured, a Twitter link will appear in the upper right corner of your webpages.

TWITTER FEED

The checkbox labeled “Twitter Feed” give you the option of including your most recent Tweets in a Twitter box at the bottom of your page. Check this box to activate the feed.

Twitter Feed

The screenshot displays a website for 'TOTALSnap express' with the tagline 'Your Website in Minutes'. The page features a yellow header with a smartphone and a computer monitor. Below the header, there is a navigation bar with 'Home | Contact | Click to view the gallery' and social media icons for Facebook and LinkedIn. The main content area includes a heading, a sub-heading, and a paragraph of placeholder text. At the bottom, there is a Twitter feed widget with the 'hostingnation' logo and three tweets. A yellow arrow points from the text 'Twitter Feed' to the Twitter feed widget.

YOUTUBE



The input field labeled “YouTube” is where you input your YouTube channel URL. If you have a valid YouTube URL configured, a YouTube link will appear in the upper right corner of your webpages.

LINKEDIN



The input field labeled “LinkedIn” is where you input your LinkedIn URL. If you have a valid LinkedIn URL configured, a LinkedIn link will appear in the upper right corner of your webpages. Use LinkedIn to keep connected with others in your industry and make sure they know what you are up to.