

## Purpose of this document

This document has been produced to set down and explain the materials provided for your web site. It is not intended to be a beginner's guide to web design or site maintenance. At first glance it may appear somewhat overpowering – however, it is relatively simple and straightforward.

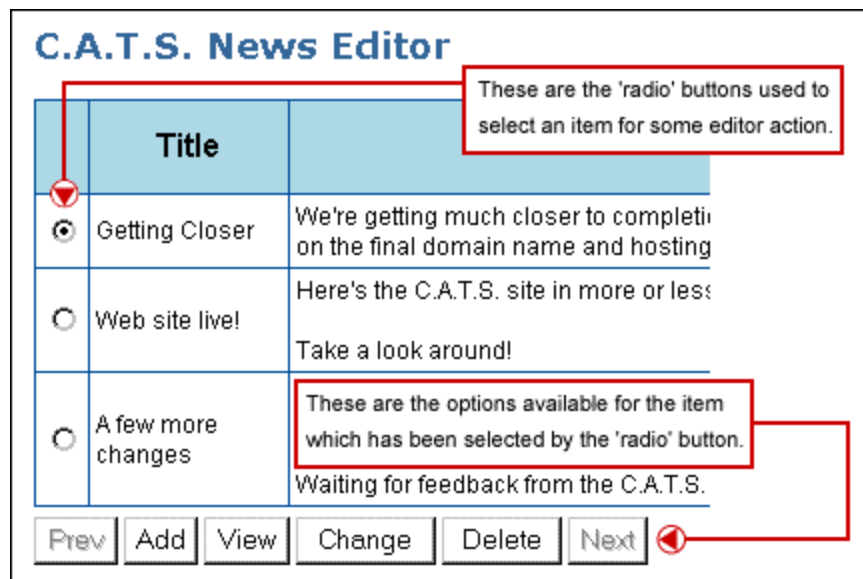
Since a major part of this documentation is to explain how to use the features built for you, let's begin with those that you can use as the 'site administrator', i.e. the Events and Product Information page/systems – both of which are created dynamically from a database. The database is edited from the Site Administration System.

## Site Administration System

The site administration system is a collection of easy-to-use utility programs that can be accessed directly via web browser at <http://www.yourdomain.com/admin> and entering the username and password assigned then making the appropriate selection from the menu. The site administration system is not accessible to casual (or nosy) browsers.

Each of these programs operates in essentially the same fashion. When started, they display all of the current content from the database that is relevant to the particular editor you have selected. That is, the Events Editor displays all the events information, etc.

After selecting any editor, the information is displayed in a tabular format. On the far left of the table is a column of 'radio buttons' with the top one filled (indicates the selected item if you want to View, Change, or Delete). At the bottom of the table are the alternatives available to you. A typical editor screen looks like the image below:



When creating the text for a database 'content' item, only include plain text. Do NOT even consider inserting 'html' generated by a word processor.

Adding a new record requires only that you press the 'Add' button and fill in the new information in the form presented next, then choosing 'Save'. Editing (change) a record is as simple, involving only changing the information presented in the form next, and choosing 'Save'.

## Events System

The events system for visitors displays **all** events from the database. It is important that you periodically delete events from this table after they have occurred. Events are displayed to visitors in the same order as they exist in this database regardless of when they are scheduled. Where 'event details' have been provided by the site administrator, a clickable 'more' arrow is displayed for visitors to your site.

To add an event to the system, choose the 'Add' button and fill in the form fields displayed by the events editor. The 'event details' field is optional and can be used to provide directions to an event (for example) or more detailed location information.

The 'event period' (date field) is limited to 20 characters. The 'short description' and 'location' fields are limited to 200 characters. Event Details can be as long as you want (within reason).

## Product Information System

The product information system displays all products in the database (these products apply to all breeds, regardless of how many breeds exist).

A table is displayed with column headings for each of the pieces of information relevant to each product: item name, first section description, added description (where applicable), size (where applicable), and price.

To change any product information, click the 'radio button' in the leftmost column adjacent to the item you want to edit, then click the 'form button' marked Change at the end of the table. A new screen is presented where you can enter the information you want. Press 'save' to save your changes.

In similar fashion, you may delete an item from the products list, or add an item.

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This is just about as much as you really need to read and understand. The remainder of the document is more technical (but necessary should you want to really explore the possibilities – or ask someone else to).

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Note: If you are unsure about using any of the utilities, please go back and read the above carefully. It is impractical to make these utilities absolutely 'idiot-proof', although they have been constructed so as to be relatively simple to use considering how powerful they are. Changes made using the utilities may not be reversible, so think twice before acting once.

Halfadot maintenance services are available for alterations to your site, if you wish to purchase them.

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### Access Usernames/Passwords for your site

Do not share the following information with anyone.

Your Cpanel login information is – username \*\*\*\*\* password \*\*\*\*\*  
Your Administration Utilities login information is – username \*\*\*\*\* password \*\*\*\*\*  
Your Domain was registered with \*\*\*\*\* and your username at their site is \*\*\*\*\*  
Your web site is hosted with \*\*\*\*\* and your login at their site is \*\*\*\*\*

## Web Site Content & Organization

Your web site contains a large number of files (images, html code, scripts, etc.). These files are stored on your web server space in a number of different folders, logically named, for simplicity of organization and ease of maintenance. If you add files of any sort, or upload revised versions of files (see editing, below), please observe this organization.

Folder Name	Folder Purpose
www	Folder with all web-accessible content
support	CSS and javascript files
local_includes	Top (of page) and bottom (of page) files
images	Contains all site images except those in sub-folders below
breeds	Product images
icons	Small images – one for each breed
admin (pw protected)	Site Administration files (database editing)
images	Admin files support images
lang	Admin files 'language' files

The www folder (root folder) contains all of the site pages (as php script files). These script files automatically generate html pages, including the 'top' and 'bottom' of each page, which are sent to the visitor's browser to be rendered. In addition, the www folder contains an htaccess file that re-routes all server errors to a 'friendly' error page instead of the browser's conventional 'page not found' or similar error displays.

Note that there is one other folder at the root level named 'root-includes'. This contains the database name, database hostname, username, and password to allow the site scripts to access the database. Files at the root level are secure and inaccessible to browsers.

## Web Site Security

Your web site is open to the public, but a number of features associated with the maintenance of your site and web server/hosting features are protected using secure username and password combinations.

A username/password is required to access your Site Administration Utilities.

A username/password is required to access your web site Control Panel.

A username/password is required among the information necessary for you to access the web server using an FTP (file transfer protocol) program.

Note that these **usernames and passwords should not be shared with other persons.**

## Web site Control Panel (CPanel)

Your web site control panel can be accessed by pointing your web browser to [www.yourdomain.com/cpanel](http://www.yourdomain.com/cpanel) and entering the username and password assigned to you for this option.

As a new site owner, this may be your first opportunity to actually exert some measure of control and configuration over your web server. Many of the control panel features may be unfamiliar to you.

CPanel is a collection of powerful utility programs that are documented online and are self-guided methods for doing a number of things that affect your site, or provide information to you about your site's performance.



The Golden Rule with any CPanel option is **if you don't understand it then don't do it**. Powerful software has potentially far-reaching effects. Until you feel comfortable using Cpanel, we suggest restricting yourself to seeing your site statistics (use the AWStats option), and setting up the e-mail systems to your satisfaction.

## Files Overview

The files that make up your web site use a number of programming technologies and techniques designed to make the code simpler to produce, simpler to maintain, simpler to modify, as well as being highly modular and flexible.

For example, there is only one file used to define the entire style applied to every page. Modifying one file affects every page. There is only one file used to generate the 'top' of the page (everything that precedes your page content), and only one file used to generate the 'bottom' of the page (everything that follows your page content). Editing either the 'top' file or the 'bottom' file results in site-wide changes.

The 'product' pages use the same script template and abstract the appropriate data from a MySQL database to populate the various product pages. This enables the 'product' pages to change if new products/images are added to the site, without any need for editing any of the site files.

There are no HTML files on your web site. Instead, html pages are generated at your web server and delivered to the visitor's browser for display when needed. These pages are generated by a scripting language known as PHP.

PHP has a number of significant advantages over HTML pages, not the least of which are its ability to interact with the database used on this site, and to include sub-files at time of generation (how the 'top' and 'bottom' files are added).

## php files

These fall into two categories – those that display the static content of your site (About, Service, Shipping, Terms, etc.); and those that are ‘pure’ scripts. Editing the pure scripts is not recommended unless you are familiar with the php scripting language and the syntax for database access. Editing the ‘static’ pages is simple and described below.

## Javascript file

There is one small javascript file. It performs three functions: ensures the site will open in a new browser window if linked to from a ‘framed’ page on another web site; removes the dotted line associated with clicked links using Internet Explorer; and opens a new window to display the ‘tell-a-friend’ page. There is no obvious need to modify this file.

## CSS file

The uniform look of each page on your site is achieved by using the same single ‘style’ for every page. The appearance of all text on the site (sizes, font faces, colours) is controlled by the CSS file (style file). Body colour and margins, link behaviours, block spacing, and list elements are also controlled by this file. The use of styles allows separation of presentation from content – an important goal of the W3C Internet Standards group. It avoids the use of ‘font’ and ‘size’ and ‘color’ attributes within your page content.

Rather than include the style definitions in every page of your site, the style definitions are maintained in a so-called ‘external file’ (in the support folder) that is linked to every page of your site. If you examine the *source code* of any of your pages, you will see a line very near the top that says:

```
<LINK REL="stylesheet" HREF="support/site.css" TYPE="text/css" >
```

The principal benefit of an external style file is that you can change the look of your entire site by editing the single file named site.css. Although there should be no need to edit this file, you may choose to make minor changes.



You should be extremely careful when editing this file since changes will occur globally on your site. The file can be edited with any text editor.

## Database-related Files

The site database (MySQL database) resides on the web host server (not actually part of ‘your’ site). Changes to this database should be made using the Site Administration Utilities to modify Events information, Product Descriptions and Pricing.



Changes may be made to the database using the phpAdmin option in CPanel. Only attempt changes this way if you are certain you understand phpAdmin, MySQL databases, and the implications of the changes you are contemplating.



The 'public' site files access this database using various database configuration files which reside securely at the root level, i.e., inaccessible to web browsers. Do NOT edit these files unless you are familiar with the use of database access file and configuration files.

## Editing Files



*Some editors may 'improve' the code of these files. The recommended method for editing these files is **to use a TEXT EDITOR** not a WYSIWYG editor. Notepad is available on every PC (start >> accessories >> notepad) and is very simple to use. Note that **a word processor is NOT a text editor**. File names, image names, and script names are all case sensitive. Be careful that you maintain exact names for all files, and that revised versions are copied to exactly the same site folder as they originated.*

Always make a copy of the files **before** you edit them. Keeping a complete copy of your site files on your hard drive is an excellent idea since it provides back-up as well as the ability to edit files and test them before uploading to your site.

There is no reason to edit the javascript file. Editing the php 'pure' script files is not necessary since they simply draw content from the database and display it. Only edit the pure script files if you have a sound understanding of php/MySQL programming.

The CSS file may be edited if you decide on a different collection of site-wide fonts, colours, etc. A familiarity with CSS attributes is advised before making changes to the CSS file. The 'static' php files (About, Service, Shipping, Terms, etc.) may be edited as and when you decide to change content.

All of the php files on your web site (images excluded) are text files. Editing them is extremely simple. Open a copy of the file in a text editor. Typically, each file will look like this:

```
<?
$title="About Us";
include("local_includes/top.php");
?>
<!-- beginning of page content - do NOT edit above here -->
```

```
<h1>About Us</h1>
```

```
<p>Let's Get Personal operates as a proud Canadian family company that takes pride in all jobs we do. The sky is the limit. We use only the best Tajima embroidery machines making us reliable and able to meet deadlines. Our machines are capable of embroidering up to 15 colours at a time on almost any textile product. From jackets, caps, golf shirts, t-shirts, pet products and a full line of baby products - we embroider it all! </p>
```

```
<!-- end of page content - do NOT edit below here -->
```

```
<?
include("local_includes/bottom.php");
?>
```

Edit the section between the do NOT edit above and do NOT edit below comment lines. Note that with text on any page, the only HTML codes required are <p> </p> to wrap paragraphs; <em> </em> and <strong> </strong> to wrap italic and bold respectively; <h1> </h1> and <h2> </h2> to wrap page headings and sub-headings respectively. The CSS file will apply the proper look to all of those.

## Standards

The code (html) that is used in your site's pages complies fully with the W3C HTML 4.0 standard, and will display as intended with all web browsers versions 4 and higher. Your site has been tested using Internet Explorer, Netscape, Opera, and Mozilla browsers in various releases and on both Windows PCs and Macintosh computers, and displays properly in all cases.

If you choose to make modifications to the code, please consider this standards-compliance. Also, **please note that halfadot is not responsible for the effects of your editing.**

## Maintenance Service

Halfadot offers a site maintenance service where we'll make small changes, updates, etc. on a pre-paid basis. Our rates are US\$30/hour with a 30-minute minimum. Just ask us about what you need, and we'll provide a firm price for your consideration and acceptance before we do the work.

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