



USER GUIDE

Using the Clikpic system to create your own website

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INTRODUCTION

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

The current version of Clikpic is 2.3 – released in July 2009. A list of changes is available in section 14, *What's New?* page 31.

1 GETTING STARTED

1.1 Register

Before working through this document you should have registered and created a user account. If you haven't, please visit the main Clikpic site at www.clikpic.com and click on "Login/register".

Once you've done this, you're ready to start building and editing your site as part of your free trial. You can edit your site at any time by returning to www.clikpic.com and logging in, so do make a note of your password.

1.2 The Admin System

After you've logged in, you'll be taken to the admin system. This is where you build and edit your site. On the left hand menu are the content sections, which we explain in this user guide.

Also on the left hand menu under "site options" are two links for viewing your site. 'Preview' allows you to view the changes you make to your site before saving them. 'Make live' saves the changes and updates your site (although this is only visible once you have subscribed).

There are then sections for your account options (including subscriptions and domains), and help.

1.3 Tips before you start

- Before you start, have a careful look at the sample sites we have provided at www.clikpic.com (see the Styles section). Have an idea how you would like to apply the templates to your own site - the clearer you are at the outset the easier it will be for you.
- Be very clear what 'Sections' you would like on your site and what information you would like to go in each of them
- Write all your main copy in a word processor, where you have the benefit of spell check and don't get 'timed out' by the system
- If you're unsure about anything, use the help buttons we have provided. And don't forget you can use the "Preview" facility to view your work in progress
- Print this User guide off - it's much easier to follow a hard copy!

2 BUILDING YOUR SITE

2.1 Enter your site name and select your options

The first stage in editing a site is to give your site a name and set some options, which can be changed at any time. (Do not confuse your site name with a domain name - the name you choose here is the one that appears at the top of the site, e.g. My Club News. This does not have to be the same name as your domain name, e.g. www.myclub.com)

To do this, click on "Options" in the left hand menu of the admin system. The following options are available:

Site name:	This is name of your site. It will be used even if you upload a graphic header (see below).
Publicise site:	Tick this box to list your site in the list of customer sites. This will also ensure the search engines can find your site.
Locale:	Select your 'Locale', usually English (UK). This affects how dates and numbers appear on your web site.
Header graphic:	This allows you to optionally add a logo or banner to replace your site name heading. See section 2.2 for further information

After these options come the photo gallery format options. These settings allow you to format the size of photos in your gallery. Some styles have different maximum limits – please see the site styles info page for details (click on the link on the page). Don't worry if you do not understand these features at this stage – just leave these fields blank to use the default settings.

Maximum width:	The maximum image width should be set to between 400 and 600 pixels. Some styles have a maximum of 400. NB the maximum file size of images is 160kb.
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Maximum height:	The maximum image width should be set to between 400 and 600 pixels. This can be left blank as the height will be determined by the width, but we recommend using the same setting as the maximum width.
Maximum thumbnail width:	Thumbnails will be sized at 130 pixels (the maximum allowed) unless a value is specified here or the height is restricted.
Maximum thumbnail height:	Set a value here to ensure your thumbnails all fit within the same height. Normally they will vary in height as they are arranged to fit within a specified width.
Manual thumbnails:	Tick this box to upload your thumbnails by hand. This can be turned on and off as required.
Automatically watermark images:	Automatically apply a watermark to your images. You can upload your own watermark using the following field or use the default.
Watermark file:	You can upload a graphic here to watermark your images. Please ensure it has a transparent background. (It will need to be a GIF or PNG). Leave this blank to use the default "Hosted by www.clikpic.com" graphic.

The final options are for integrating with Google. Leave these blank for now. See section 6.5, page 21 for details on how to use these.

When you are done, submit the form (click submit at the bottom). You can then preview your site if you wish, or go on to the next stage.

■ **TIP:** Always close the preview window before making any further changes.

2.2 Adding a logo/banner to the top of your web site

You can add your own logo/banner to the top of your web site, which replaces your web site name/heading.

For this to work the logo must be prepared as a JPEG or GIF file, preferably no higher than 30 pixels and no wider than 340 pixels compressed to 72dpi. Larger files can be used if you adjust the dimensions of your site in "site settings"— see section 2.3.1.

2.3 Choosing a style

Once you've set your options and saved them, you can choose a style for your site. This is done via the "Style settings" section in the admin system. The style page is divided into two parts — the top form which allows you to select a style and colour scheme and the bottom part which allows you to customize the design of your style.

Choose your style from the list (to preview them see "Styles" on the main Clikpic site) and select a colour scheme. Then click Submit on the top form. Preview your site using the link in the left hand menu.

2.3.1 Customising your style

The rest of the sections on the styles settings page allow you to customise the style of your site. Some styles are more customisable than others — the two newest styles, "Boxes" and "Panels", are much more flexible, while the older styles vary in the range of parameters that can be adjusted.

Used with a logo and header graphic, the customisation options allow you to create a unique site to match the individuality of your portfolio.

Customising a site is a complex subject, and there is a separate guide covering all the topics. To download this guide, go to "Style settings" in the admin system and follow the download link at the top of the page.

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

2.4 Creating Sections

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

There are 5 different types of sections for your site, as described in the table below. As you will see, only the Home page is not optional. You can have multiple sections of the most types, this is indicated in the column "multi" in the table below.

Section	Optional	Multi	Description
Home	No	No	Your homepage features selected images from your galleries and some introductory text. This section is not optional.
Photo gallery	Yes	Yes	This allows you to display up to your image limit in however many galleries you choose to set up.
Single page	Yes	Yes	They are single pages which you can load copy into, with a heading and optional introductory copy. They are designed to serve as 'About us' pages or simple announcements or statements.
Multiple pages	Yes	Yes	Multiple pages are designed to list a series of 'articles', the heading and summary of which appear when the user clicks on that section. If more information is required for each article, then the user can click through for further information. Multiple page sections can be used to list any information - diary dates, venues, a series of notes or studies, or even a list of admin notices.
Links	Yes	Yes	Links sections can be used to create links to other sites or to create directories and address lists.
Form	Yes	Yes	Forms for your users and customers to send you messages, which you can read in the Klikpic admin system.
Guestbook	Yes	No	List messages from your users
Pricing information	Yes	No	Single page section with price options automatically inserted (see section 11.13 for more information)

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

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

2.5 Editing your home page

Your home page is not optional and will always appear in the list of sections. It shows some text and an image from your galleries. Some styles have a single image and others have a main image and a selection of images from your galleries. Please see the sample styles on the Klikpic site for details.

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

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

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

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

Congratulations - you've just created your own home page! Now close the preview window and return to the sections menu to edit your other sections.

NOTE: In your site menu the home page is always labelled "home". To change this (we only recommend doing this if you are translating a site), use the advanced options (see section 2.13).

2.5.1 Selecting the image to appear on the home page

By default, the system selects images at random to show on the home page. You can specify exactly which images to show when you come to edit and upload the images on your site. See section 3.5 for details.

2.6 Creating a Single page section

To create a single page section do the following:

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

Now complete the fields as follows:

Show in menu: This should be ticked if you want this section to appear in the menu.

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

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

NOTE: See Section 10 for advice on how to put copy into bold, italics, bullet points, etc, and how to link through to other web sites or email addresses.

2.7 Creating a 'Multiple pages' section

Multiple page sections allow you to create a section and then list a series of 'articles' in that section, typically in date order. Firstly, you need to create the summary or "index" page, which is detailed here, and, secondly, you need to write 1 or more articles which you assign to the section, covered next.

To create a multiple pages section:

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

Now complete the fields as follows:

- Show in menu:** This should be ticked if you want this section to appear in the menu.
- Sort order:** This dictates the order in which this site section appears on your site. For all sort orders, use high numbers, e.g. 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility
- Title:** This is the heading that will appear in your main menu. This is the same as the section name.
- Show dates:** Tick this if you would like dates to appear for this section. For example, if you are using this section to list a series of diary dates, then you are likely to want the dates to appear. However, if you are using this section to list, say, a series of statements or admin notes, then you may not want dates to appear. The dates themselves are added with the articles.
- Show descriptions:** Tick this box if you would like the descriptions from the articles you create to appear. We recommend you tick this box.
- Show link:** If the article has both introductory and main copy, a link will appear to the main copy. By ticking this box, you can enter copy in 'Link text' (see below) to encourage users to click through for more information. If you don't tick this box, just the headline will be "active".
- Link text:** Works in conjunction with 'Show link' above. For example, if you enter 'further details', then the user can click on this text for a link through.
- Show images:** If you have entered images to illustrate your articles, ticking this box will then show thumbnails of those images on the index page.
- Intro:** Enter whatever copy you would like to appear at the top of the section. This is optional, so just leave it blank if you don't want anything to appear.
- Keywords:** Leave this blank for now - later you can add some to optimise the page for search engines.

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

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

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

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

Headline: The headline of whatever the article is about. This will appear on the Section summary page

Date: Enter a date (even if you don't want the date to appear on the site). By default, articles are listed in descending date order, i.e. with the newest at the top. To change this, use a "sort order" (see the next field).

Sort order: To specify the order in which articles appear, enter a numeric value here. The articles will be sorted in ascending order.

TIP To sort articles by *ascending* date, create an 8 digit sort number from the date in the format `yyymmdd` e.g. 20080407 for the 7th April 2008. Ensure you include all the zeros.

Description: A summary line of what's in the article, which will appear on the section summary page.

Section: Select the section you have created to assign the article to.

Body: This is the main text, which can be as long or as short as you like. It is also optional, as you will not always need any information here. We recommend writing your articles offline in a word processor and not typing them directly into the system.

Image: Upload an image here if you would like one to appear (see section 3.7 of this user guide for further information).

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

NOTE: See section 10 for advice on how to put copy into bold, italics, bullet points, etc, and how to link through to other web sites or email addresses.

2.9 Creating a calendar, events diary or blog

You can create a blog type page or a listing of events by using a multiple page section. First create the section as described in section 2.7 and ensure it is set to "**show descriptions**" and "**show dates**".

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

If you are creating an events listing or calendar, also enter a number in the **sort order** field to ensure the articles are sorted correctly. Please see the details of the **sort order** field in section 2.8 for details.

2.10 Creating & editing the Links section

Links sections can be used to create links to other sites or to create directories and address lists. The process is the same in both cases. If you just want to add a single link to a page, please see section 10.6

2.10.1 Adding a Links section

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

You can have more than one Links section. This may be useful if you would like to list, for example, a directory of camera or artist clubs, or a series of venues, etc.

Show in menu: While you're working on a links section, leave this box unticked so the section doesn't show. Don't delete the section as you'll delete all the links.

Sort order: This dictates the order in which this section appears on your site. As with all sort orders, remember to use high numbers, e.g. 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility. If you leave this as 0 the links will be sorted in alphabetical order.

Title: The name you wish to call this section (e.g. 'Links').

Intro:	The copy which appears at the top of the section. Leave this blank if nothing is required.
Keywords:	See section 6.2.
Use address fields:	Tick this to add addresses and telephone numbers to the links.

2.10.2 Adding links

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

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

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

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

Telephone:	Enter a contact telephone number
Email:	Enter an email address
Address:	Enter a postal address

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

2.11 Adding forms to your site

With the new version of Clikpic, you can now customise the contact form and add additional forms to your site. To add a form, you create the form itself and then a section to display it. By default your site has a contact form already. If you opt to use a shopping cart on your site and don't integrate with a payment system, a checkout form will be created as well. You can add other form sections if you need additional forms.

2.11.1 Adding a form

To add or edit a form, go to "Forms" in the admin menu.

Select a form to edit or click on "new form" to create a new one.

If you add a new form then it will be created with four standard questions which can't be removed. These are 'Your name', 'Your email', 'Subject' and 'Message'. You can rename these and make them optional if you wish.

When editing a form you have to enter a name to identify it. You should name all your forms differently so that you can tell them apart.

You should also enter some text for the 'End message' to display to the user once the form has been successfully submitted.

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

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

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

2.11.2 Editing form questions

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

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

Click 'Edit question' to expand it for editing.

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

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

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

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

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

2.11.3 Assigning a form to a section

To display a form on your site, it needs to be assigned to a section. If you need to create a new section, go to sections, select "Form" from the list of available new section types, enter a name, and click "Add section". Otherwise, you should edit the section you want the form to appear in.

You can then change the form assigned to the section by selecting the form name from the pull-down list.

■ **NOTE:** In "preview" mode no errors are shown when the form is submitted and the message is not stored.

2.12 Messages and the guestbook

■ **NOTE:** To use a guestbook you must have at least one form for users to leave you messages (see previous section).

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

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

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

You must have a guestbook section on your site to show the messages. If you have deleted this from your site, add another one from the "Sections" list.

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

2.13 Other settings

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

To edit the text elements, click "**Other settings**" in the menu. You will then be shown a list of text elements on your site. For a full description of the function of each label, click on the help icon.

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

Not all elements are used in every stylesheet – please refer to the help for each item.

■ **NOTE:** As of version 2.2 of the system (September '08), field labels for forms have been moved from Other Settings into the customisable forms section. Please edit the relevant form to change these.

3 ADDING IMAGES TO YOUR SITE

3.1 Preparing your images

Before uploading your images, decide which ones you would like to use and in which of your galleries they will appear. Also, decide which image(s) you would like to use on your home page (remember, they should be a similar shape to those in the design templates, see the Styles section of www.clikpic.com).

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

The maximum size depends on your chosen design and the maximum width you specify. These options are set in the "Options and style" section of the admin system. Most of the styles have a maximum width of 600. You may choose to use a smaller size to speed viewing or to limit illicit copying of your images.

The height can vary but we recommend using the same maximum height as width, e.g. if you set a maximum width of 450 use a maximum height of 450.

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

The maximum file size of a Clikpic image is 160kb. It should be possible to save 600x400 images that are good enough for web viewing at around 80-100kb. Smaller files will decrease your upload times and improve your users' viewing experience.

If you upload images larger than 160kb, the system will automatically reduce their quality to 80%. If you wish to ensure the pictures on your site are exactly the same as the files you upload, ensure they are all less than the maximum file size.

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

If you are not sure what these terms mean, please see section 3.2 for guidance.

Useful tips:

- If you have a copy of Adobe Photoshop Elements — our recommended photo editing package — you can process all your photos at once. See section 3.14 for details.
- If you are using a full version of PhotoShop ensure you use "save for web" rather than saving normally in JPG format which won't compress the image.
- Use file names that are easily recognisable but that don't contain any spaces or punctuation. Use underscores instead of spaces.
- Apple Mac users — ensure your files have the extension ".jpg" at the end for compatibility with other users.

3.2 Understanding formats and resolution when preparing your photographs for web use

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

On Windows XP, highlighting a photo will show you in the Details panel (show left) that the image is a JPEG. On other versions of Windows, right-click the image and select "properties". On the Macintosh, highlight the image and press Command (apple) + I.

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

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

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

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

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

3.3 If you can't prepare your images

Most photographers are now able to prepare their images digitally. However, some artists may find this more of a problem in that their original image has to be either scanned or photographed. There is no way round this

- if you want a web site, either through Klikpic or any other company, your images must ultimately be in a digital format. Here are some options as to how to work through this:

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

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

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

3.4 Adding galleries

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

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

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

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

Gallery name	It is important that you have short, snappy headings for each of your Galleries, e.g. 'Landscapes' or 'Pets'. If you do not want to be too specific you can enter general headings such as 'Gallery 1' or 'Miscellaneous'. Whatever you choose, when it comes to uploading your photos, you will be able to assign them to a Gallery heading, which is where they will appear.
Description	Only enter text here if you would like an overall description/comment about that particular Gallery. For example, 'Here is a selection of my best black and white wedding shots.' This will appear under the respective Gallery heading. Just leave it blank if you do not want any text to appear here.
Keywords	Add keywords to improve the search engine ranking of this page. They MUST be relevant to the section and appear on the page otherwise the search engines will treat them as "submission spam".
Sort order	This allows you to put gallery sections in whatever order you want. Either leave this field blank on all your galleries to sort in alphabetical order or else number each gallery starting with 10, 20, 30... This will leave you room to adjust your sort settings.
PayPal Group	Select the PayPal group for this gallery. To set up a PayPal group, go to the PayPal section of the menu. Leave this blank if you don't want to sell photos in this gallery.
Section	Select the site section this gallery will appear in. If you only have one photo gallery section this field will not appear.
Sub gallery of	Make this gallery a sub gallery by selecting a parent gallery. The parent gallery must have no photos in it and not be a sub-gallery itself.
Additional options for Super Pro users:	
Show in list	If ticked, this gallery will appear on your main site. See section 3.9, <i>Gallery Isolation facility</i> for details
Code	If the gallery is to be isolated, then you must enter a code to quote to those people who you would like to see the gallery. See section 3.9, <i>Gallery Isolation facility</i> for details

3.4.1 Adding sub galleries

Sub-galleries are particularly useful for those customers who have a lot of images on their site. For example, if you have a gallery called 'Landscapes' but it has 200 images in it, you may want to break it down further by adding sub-gallery headings such as 'The Lake District', 'Scotland' or 'Arizona'. We would only recommend using sub-galleries if you have more than about 20 images in a single gallery.

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

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

3.5 Uploading your photographs

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

Photo: Click the "browse" function to locate your image.

IMPORTANT: before adding any further details about the image, click the 'Add record' button at the bottom of the page. If the image uploads ok, you can then add details. If an error occurs, please see section 12.1.

Then add the following information:

Caption: Add a short caption - this appears on the gallery index as well as the main photo page.

Reference*: Add your own reference if you have one or leave this blank if you don't.

Gallery: Select a gallery to show the photo in. You can leave this blank if you want to use the image on your home page or in an article.

Description: This copy will appear when the user clicks for an enlargement of the photo.

Image sets: Optionally set the image as one of the main images on the home page, a gallery heading, or a background image. To assign a set, click it in the list of "available" sets and the click the arrow button to move it to "Selected".

Use as gallery heading: Tick this if you would like the photo to appear as a gallery heading. If you tick more than one, then the system will rotate between the selected images.

Keywords: Keywords that will enable users to search for the photo. Only enter a small number of relevant keywords.

Location*: If you would like additional copy that specifies the location.

Photographer*: If you would like to credit the photographer, enter the name here.

Date*: Enter a date for the image.

Sort order: The order the image will appear in the gallery. As with all of our sort orders, remember to use high numbers, e.g. 10, 20, etc, so that if you need to change it at a later stage, you have more flexibility.

*These fields can be redefined for your own use and names may vary. You can edit the definitions via the Advanced Options section

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

If there are other fields on the page, these are for integration with PayPal. See section 10.10.2, page 26 for details on these.

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

TIP: Try and upload your photos at a relatively quiet internet usage time for your area, especially if you are using dial-up.

3.6 Manually uploading thumbnail images

The Klikpic system automatically reduces your images to turn them into thumbnails. If you would like to customise the size and shape of your thumbnails (within our pre-defined restrictions), you can do so by turning this option on in **Styles and Options**.

When you then edit or add a new photo, there will be two image fields - 1 for the main photo and 1 for the thumbnail photo. Overwrite the thumbnail photo as required. Don't try to delete the thumbnail image as this will result in an error.

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

3.7 Assigning your images to other sections of your web site

You can also add your images to other sections of your web site. Images can be added to the main copy of single page sections, the main copy of articles in multiple sections, and the main copy in your home page.

Please note, additional images can not be added to your Links pages or in introductory copy.

To add an image on these sections, you need to use special coding within the copy of the respective section. This coding can be optionally enhanced to left align the image within your copy, right align, add a thumbnail image as opposed to a medium sized one, add the image's caption, and even link through to the gallery (if the image appears in one).

To add an image:

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

Add a standard image: <image id="x">

Add it as a thumbnail only: <image id="x" thumbnail="yes">

Add & align to the left: <image id="x" style="left">

Add & align to the right: <image id="x" style="right">

Add it with a link: <image id="x" link="yes">

Add it with a caption: <image id="x" caption="yes">

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

```
<image caption="yes" thumbnail="yes" link="yes" id="x" style="right">
```

3.8 Assigning images to any part of the site

Advanced users can include images in any part of the site by using HTML. Please see the note in section 10.10, page 26, and also please note we can't offer support if you use your own HTML and not the standard system functionality.

3.9 Gallery Isolation facility

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

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

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

3.9.1 Gallery log in form

You can add a log in box like the one shown below to your home page or any *single page* section.



To do this, add the following tag where you would like the box to appear:

```
<gallerylogin/>
```

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

3.10 Viewing your site

When you've uploaded your images, your site is ready for viewing. Click "Preview" in the menu.

You can return and edit your site at any time.

3.11 Managing photos

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

To do this, first "find" the photos you want to edit by doing a search or by ticking the photos in the list and clicking "Omit marked" at the bottom of the list. See section 9, page 23 for more details on using the search facilities of the admin system.

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

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

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

Finally at the bottom, click "Update images".

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

IMPORTANT NOTE: once you've finished working with a "found set" of images, remember to clear the "filter". To do this, return to the main photos list and click "Show all" in the top menu.

NOTE the photo management page is limited to 50 photos – to learn how to manage more than this, see section 13.5.

3.12 Bulk uploading (Pro users)

Pro subscribers can upload 5 images at a time via the bulk uploads screen (available via the photos list page). Select the images in the 5 available fields and then submit the form.

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

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

3.13 Bulk uploading photos (Super Pro users)

Super Pro users can upload multiple photos via FTP. Before uploading please see the note on file sizes in section 3.13.5. To bulk upload photos, first prepare your images as per normal.

Second, connect to the FTP site using your username (site code) and FTP password. These will be displayed on the "bulk upload" section (available from the main photos list page) if you have a SuperPro account. See section 3.13.3 for further details.

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

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

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

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

Once your photos have been imported, you have to assign them to a gallery and add details. This is done using the photo management system described in the section 3.11.

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

3.13.1 Automatically naming images

Images can be assigned a reference and a caption automatically from the file name.

Name the images xxx-caption_with_underscores.jpg

xxx will then be used as the reference and the caption will be the text after the hyphen with spaces changes to underscores (_).

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

3.13.2 Manually uploading thumbnails

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

E.g.

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

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

3.13.3 FTP access

Users are free to choose how they access the ftp site. We recommend using a dedicated package such as Cute FTP from GlobalScape - www.globalscape.com

However, Windows does have in built FTP access which you can use for accessing the site.

Macintosh users will require an FTP package (GlobalScape have a Mac version).

To connect using Windows XP, do the following:

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

We don't recommend using the built in Windows ftp package for serious transfers as it's notoriously unreliable. We recommend you purchase a copy of CuteFtp.

3.13.4 Note on security

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

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

3.13.5 Tips on file sizes for Super Pro users

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

A standard thumbnail will take around 1 second to download on a dial up modem. If you limit their size to 100x100 you can reduce this by 40%.

If you don't limit the height of thumbnails a standard 6x4 aspect portrait photo will be 180 pixels high and might be as large as 12k. 100 images at this size would add up to 1MB!

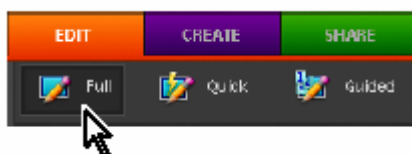
Likewise consider reducing the maximum size of your images to 400x400 - at 80% quality this should keep images around the 60kb size - downloading in less than 10 seconds. It'll also limit the ability of users to download and use the images.

3.14 Using Photoshop Elements to process your images for upload

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

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

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



5. Choose File > Process Multiple Files.

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

3.15 Using carousels and pop-ups

With the launch of version 2.3 of the Klik publishing system in July 2009, it is now possible to use carousels and pop-up images in galleries.

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

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

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

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

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

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

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

4 ADDING SLIDESHOWS TO YOUR SITE

The latest update to the Klikpic system sees the addition of the slideshow feature. This feature can be used to display any of the photos on your site and its appearance is fully customisable so as to be able to fit in with the overall appearance of your site.

4.1 Adding slideshows

According to your subscription level, slideshows can be added to the home page, gallery sections (intermediate and above) and custom sections (Pro and above) using the "Sections" part of the admin system.

To use a slideshow for the homepage, edit the section record for the home page, tick the box marked 'Use slideshow' and select the slideshow settings that you want to use (we recommend "Homepage mode"). The images in the slideshow will be the ones marked as 'Feature on home page' in your photo records or the first 50 photos if you haven't ticked any photos.

Users on the Intermediate subscription and above have the option to add slideshows to gallery sections. This is done by selecting the mode you'd like to use from the drop-down menu at the bottom of the section record. The choices are to use the slideshow for the whole section, each individual gallery or not to use slideshows at all. You then choose the slideshow settings you want to use. The slideshow is added when you submit the record.

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

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

With a Professional subscription and above you can also add 'Slideshow' sections. Images are added to these using the photo records. Once you have created some slideshow sections, there will be an image set on each photo record to assign the photos to as many slideshows as you like.

4.2 Slideshow settings

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

4.2.1 Default settings

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

Default - standard settings starting with the slideshow at the photos and using the blend transition effect. The controls have rounded corners and automatically hide in the centre at the bottom. Album and thumbnail windows also have round corners and are in the centre of the slideshow. The image information box has square corners and will only be shown when there is information to display.

Homepage mode - very simple settings using the blend effect and the image display time is five seconds. The slideshow starts by showing the photos and the controls are turned off so thumbnails and albums can't be accessed. Image information is not shown at all either.

Bottom menu - the slideshow starts off showing the photos using a bottom to top blend and the thumbnail window is always accessible at the bottom. The corners of all the elements are squared and the image information is shown in the top right corner if it is available. The controls hide away horizontally in the top left corner and all the elements have squared corners.

Side menu - these settings start off with the albums window which then take you into the slideshow where the thumbnails window is always visible at the left hand side. The transition is a pinhole blend and all elements have square corners. The controls are always shown in the bottom right corner and the image information, if it is available, is displayed when the mouse pointer is over the slideshow.

Simple control - this is another simple group of settings that uses the blend transition effect. The slideshow starts by showing images and the controls are set to always be shown in the bottom left corner. The thumbnail and album windows have slightly rounded corners and the thumbnails appear on the right where as the albums appear in the top left corner. Image information is never shown.

Whole section - this is designed for showing whole gallery sections so the slideshow starts off by showing the albums window. The photos are displayed using the left to right fade out backwards transition and the controls are slightly larger than other settings and hide in the top left corner. Image information is displayed when it is available in the top right corner. The thumbnail window appears at the bottom of the slideshow and has square corners. The album window, album thumbnails and image thumbnails all have rounded corners.

4.2.2 Custom settings

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

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

General options

Corners: the higher the value of the setting the rounder the corners will be.

Opacity: set as a percentage. 0% will make the element completely transparent and 100% will make it completely opaque.

Shadows: most of the standard system settings don't have shadows added to the elements. They can of course be added if you wish and the size, colour and opacity of the shadows can also be controlled.

Fonts: two fonts are available for the text in the slideshow, Helvetica and Unibody. All font sizes are in pixels.

View window: this is probably the most complicated setting to understand. It is comprised of two sets of x and y coordinates which denote the top left and bottom right corners of the viewing window, entered as x1,y1,x2,y2. The x coordinate increases to the right and the y coordinate increases down, both from the top left corner. For example, a slideshow measuring 600 wide by 400 high would have a top left coordinate of 0,0 and a bottom right coordinate of 600,400. The default setting of 0,0,0,0 sets the view window to be the whole slideshow. You may find that it is necessary to alter this setting if you want a thumbnail menu which is always visible and you don't want it to obscure your images.

Control Box

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

Image Info Box

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

Thumbnail Window

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

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

Album Window

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

Loading Icon

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

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

5 MAKING YOUR SITE LIVE & DOMAIN NAMES

5.1 Subscribing to Klikpic

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

You can subscribe at any stage after registering and at up to 3 months after your free trial has ended. We will normally require 48 hours to process your application, although this may take longer during busy periods.

5.2 The default domain name

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

5.3 Buying a domain name through Klikpic

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

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

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

5.4 Choosing a domain name

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

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

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

5.5 If you already have a domain name

To point your domain at our servers, follow these instructions:

1. Log into the admin system and click on "External domains".
2. Enter your domain name into field "Domain name" without "http://" or "www" or the extension e.g. if your domain is "www.joebloggs.co.uk", enter "joebloggs".
3. Enter the "top level", e.g. co.uk or com into the top level field.
4. Click add. The domain should be listed.

You then have to decide which method to use to link to Klikpic. You have two options – these are standard requests that any host will understand:

1. Update your DNS to point to Klikpic.

This is more complicated but allows you to maintain control of your email.

To do this, make a note of the "IP Number" shown on the page after you register your external domain (you must note it exactly – the dots are vital). Then ask your host to "Update the DNS for *mydomain* to xxx.xxx.xxx.xxx" where xxx.xxx.xxx.xxx is the 4 part IP address the system will provide and *mydomain* is your domain name [replace with the actual domain name].

2. Change your name servers to ours.

This is easier and the only option some hosts will provide. If you use our name servers we unfortunately can't provide email services at this time.

Ask your host to "Update the name servers for *mydomain* to ns1.clikpicdns.com and ns2.clikpicdns.com" where *mydomain* is your domain name [replace with the actual domain name]. You can ignore the instructions about updating the DNS.

If your host can't update the DNS or change the name servers, you can transfer the domain name to a host that allows DNS pointing. We recommend 1&1 - <http://www.1and1.co.uk>

IMPORTANT NOTE: do not "forward" [a.k.a. "redirect"] your domain to your Klikpic site. This will cause many problems not least with search engines that won't index your site.

6 SEARCH ENGINES

6.1 General

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

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

6.2 Keywords and descriptions

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

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

6.3 Search Engine Optimisation

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

- Ensure you only have one relevant domain pointing to your site. If you have multiple domains, consider pointing all but one of them elsewhere.
- Ensure your site name has a good, relevant title. Don't use your domain name.
- Ensure your site has plenty of copy - especially in photo captions and descriptions. Remember that search engines can't index pictures.

- Adding keywords will harm your rankings if they don't match copy on the page. A site with no keywords and lots of copy will always outrank a site with lots of keywords and little copy.
- Name your images with words and underscores, e.g. haslemere_wedding_photographer.jpg and ensure the caption and description match this.
- Target specific, niche phrases - don't try to outrank big sites on generic phrases as you won't be able to compete with the full time staff big sites employ for Search Engine Optimisation. E.g. "Motorcycle photography" won't get you anywhere, "British Motocross Championships" will do better.
- Build links to other sites and get them to link back to you. The more relevant sites you can get to link to you the higher you'll rank.
- Be patient! Google only comes through about once a fortnight. It also gives preference to established sites that haven't changed much. Try to avoid updating your site too often - adding new photos is fine but if you change your site style, name and sections, you will go down the Google rankings.

6.4 Search engines and Clikpic designs

Some search engines (Google in particular) rank pages with a modern style of coding (known as CSS), higher than older style coding.

All the Clikpic designs bar "Classic" are built to this new standard. Almost all browsers will be able to render the newer styles accurately, although for complete compatibility, the classic design should be used.

If you are concerned with issues of accessibility, the CSS layouts should be preferred - these can be rendered by screen readers and other devices.

6.5 Google Integration Guide

With the latest update to the Clikpic system we've added support for the Google Analytics and Webmaster tools. These free resources give users access to in depth information about traffic on their site and also provides Google with information to better index your web pages.

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

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

6.5.1 Google Analytics

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

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

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

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

The code provided looks like this:

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

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

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

For more information or problems when using Google Analytics visit this link:
<http://www.google.com/support/analytics/>

6.5.2 Google Webmaster Tools

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

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

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

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

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

Verification

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

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

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

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

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

Once you've verified your site then you'll be able to access statistics and error information that Google collects about your site. You'll be able to see information such as the pages that are indexed by Google and any problems that have arisen here; you can view information about other sites which link to yours and also what searches are most likely to direct people to you; there is also information on when Google last collected data for searching your site.

Sitemaps

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

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

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

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

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

7 SUPPORT

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

Please ensure you add Support@clikpic.com to your address book in your email package to ensure mails from Clikpic don't get blocked.

7.1 Secure support tickets

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

7.2 System availability

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

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

7.3 Resetting your password

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

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

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

8 WEB TRAFFIC AND STATS

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

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

9 USING THE SEARCH FUNCTIONS OF THE ADMIN SYSTEM

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

9.1.1 Using the search function

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

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

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

9.1.2 Clearing a filter

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

9.1.3 Creating a search set

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

First you tick the records you either want to add to a set or want to exclude from a set. You can navigate between successive pages of records while doing this. Then you click "omit marked records" or "omit unmarked records". Note that "omit marked records" is ONLY available once a filter is in place (either a search or having previously omitted unmarked record).

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

10 FORMATTING TEXT USING 'HTML'

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

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

For example, every web page starts and ends with the following tags <html> and </html>

Please ensure you use lower case for all your tags.

10.1 Putting copy in bold

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

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

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

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

10.2 Putting copy in italics

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

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

From my collection `autumnal landscapes`, available from all good bookshops."

10.3 Assigning other styles

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

The values of the style attribute can include the following:

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

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

E.g.	<code>border-width:1px;</code>	A one pixel border.
	<code>border-width:0 0 4px 0;</code>	A four pixel border UNDER the element only.
	<code>margin:4px 0;</code>	Four pixel margin above and below an element.

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

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

10.3.1 Block elements – the <div> tag

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

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

10.3.2 Inline elements – the tag

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

Special offers for August – `BOOK NOW`

10.4 Arranging copy into bullet points

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

- Landscapes
- Portraits
- Weddings
- Still life

Use the following tags:

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

10.5 Linking to content in your own site

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

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

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

The syntax for the link tags is follows:

```
[link type="*section type*" id="xxxx"]Text to appear on page[/link]
e.g. [link type="section" id="12345"]Go back to the homepage[/link]
```

ID is the id of the photo, the gallery, the article or the section. The photo must be in a gallery. **NB** The tag will link to images in hidden galleries and photos within them.

10.6 Linking to another web site

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

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

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

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

10.7 Linking your email address

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

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

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

10.8 Using tables (intermediate level users)

You can format text into tables like the following example:

1995-2000	Artist in residence, Camberwick College
2000	Artists in residence, St. Trinian's School

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

```
<table>
1995-2000    Artist in residence, Camberwick College
2000        Artist in residence, St. Trinian's School
</table>
```

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

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

10.8.1 Applying formatting to tables

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

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

10.8.2 Tips for creating tables

By far the best way to create a table is to use a spreadsheet such as Excel. Once you have created your table, save the spreadsheet as "text - tab delimited". Then open the text file and paste it into the admin system between `<table></table>` tags.

10.9 Headings

You can insert headings using the "h3" tag, e.g.

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

Ensure they are on a line of their own.

10.10 Advanced users

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

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

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

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

10.10.1 Advanced table formatting

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

```
<colgroup span="1" style="font-weight:bold;padding:2 4 2 0px;" width="90"
valign="top">
```

10.10.2 Adding additional style classes

Should you wish to add additional style classes or override the styles for HTML elements, you can use the "additional styles" boxes on the Styles settings page in the admin system.

11 SELLING ONLINE

11.1 Introduction

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

You can use the shopping cart whether or not you have integrated an external payment system into your site. The order details will either be sent to the payment system for the visitor to make a payment or else they are saved in your admin system for you to process as you wish. See section 11.7 for details on selling without a payment provider.

11.2 Creating a shopping cart

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

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

When the sections are created a new 'Form' is created for the checkout page. You can edit this via 'Forms' in the admin system. See section 2.11 for more details on how to edit forms.

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

■ **NOTE** The checkout form is not used if you chose to integrate with a Payment provider.

11.3 How the shopping cart works

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

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

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

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

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

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

11.4 Integrating with a payment provider

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

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

11.4.1 Conditions of integrating payment providers with Klikpic

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

- Klikpic Limited can not accept any responsibility for the service you receive from your payment provider, nor can or will we deal with any queries relating to your dealings with them and your account with them
- Any terms or conditions imposed by your payment provider are between you and them, not Klikpic Limited
- By using this facility you accept that Klikpic Limited is not liable or responsible for anything relating to any agreement or terms you have with your payment provider.

11.5 How to use PayPal with your Klikpic site

11.5.1 Stage I - set up a PayPal account

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

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

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

11.5.2 Stage II - link up your PayPal account to your Klikpic site

- Click on 'Payment integration' in the admin system menu
- Tick 'Integrate with payment system'
- Select 'PayPal' as the payment provider
- Enter your PayPal email address as the Merchant key
- Select a currency for displaying prices

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

11.6 How to use Google checkout with the Clikpic facility

11.6.1 Stage I - set up a Google checkout account

Create and register a Google Checkout account at

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

11.6.2 Stage II - link up your Google checkout account to your Clikpic site

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

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

11.6.3 Google Checkout Currencies

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

11.6.4 Google Checkout button

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

11.7 Selling without a payment provider

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

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

11.7.1 The checkout form

The checkout form (and the checkout section) is created automatically when you tick 'Use shopping cart'. The checkout form can be edited or swapped like any other form. By default it will prompt customers for their name, address, postcode and email address. See section 2.11 for more info on editing forms.

11.7.2 Viewing orders in the admin system

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

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

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

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

11.8 Setting prices for photos

If you wish to apply the same prices to every image on your site, you should go straight to 11.10 below (and ignore 11.11).

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

If you sell individual items, see section 11.12.

11.9 Setting up a price group

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

To create a new Price group:

- click on 'Add a new group'
- enter a group name, e.g. Prints
- tick 'Show on pricing information page' to automatically list your price groups on your pricing information section (see section 11.13)
- Tick which payment options apply to this price group i.e. which prices apply (see 11.10 below for how to set up a payment option).

11.10 Setting up a payment option

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

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

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

11.11 Applying price groups to your images

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

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

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

11.12 Assigning a single price to an item

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

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

11.13 Using the pricing information page

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

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

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

11.14 Delivery charges, VAT and other options

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

12 TROUBLE SHOOTING

There two areas that users most often have problems with:

12.1 Photo upload

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

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

How big is your image?

Check the file size of your image by right-clicking and looking in the properties. If it's more than around 140k, something is wrong.

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

12.1.1 Upload errors

If you receive the following error: **Unknown format**

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

12.2 Changes don't appear on 'live' site

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

13 COMMON QUERIES AND TIPS

13.1 Image protection

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

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

The only effective way to stop images being copied is to watermark them. You can either do this yourself when preparing the images for web use, or you can do it by ticking the Watermark box in the 'Options and style' section of the admin system (see Section 2.1 of this user guide for more information).

We also recommend restricting the maximum height of portrait images to 400 pixels. This will ensure there isn't really sufficient detail to make it worth stealing images.

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

13.2 Having a second Klikpic web site

A number of our customers have asked if they can have a second site and if so, how do they go about setting one up. The simple answer is to set up a new account using a 2nd email address and a 2nd password (you can't have the same email address). If you haven't got a 2nd email address, we would recommend setting one up by registering a domain with a 3rd party supplier and using that domain for email. As a last resort you could set up a fictional one, but then you will not receive our renewal emails when your subscription is about to expire.

PLEASE NOTE: some of our customers who have two sites have experienced difficulties logging in to their 2nd site. This is because many browsers 'remember' your log in details from your first site. So even if you think you have logged in with your 2nd site's details, you're actually in the admin system of your first site. The solution to this is simple. Every time you log in, click on 'Log out' and then 'Log in' again and enter your 2nd site login details.

13.3 Upgrading your subscription

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

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

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

13.4 Tidying up using sort order

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

To arrange the sort order for a Photo, click on edit next to the respective image in your 'Photos' section of the admin system. The 3rd field up from the bottom says 'Sort order'. Just enter a figure here. But ALWAYS use

large figures to make it easier to juggle around at a later stage e.g. 100, 200, 300. You can do the same thing on the gallery index page by using the sort order with gallery headings.

13.5 Managing large numbers of photos

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

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

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

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

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

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

14 WHAT'S NEW?

Clikpic is now in version 2.3, released in July 2009. A few things have changed since the last version, and some new features have been added. These are listed below.

A complete list of changes is available to download at http://www.clikpic.com/admin/help/en-uk/whats_new_v2_3.pdf

[A link is also available from the FAQs page of the main Clikpic site (see What's New in the FAQ sections)]

14.1 Gallery layout options

The most important changes are the introduction of two new options for presenting your galleries.

Carousels

Carousels allow you to present the thumbnails as a panel of scrolling images. This is particularly useful on the new design templates where the page is designed to be a fixed height.

To edit the settings for your carousel, go to "style settings" and edit the settings group "Gallery Layout". The carousel settings are prefixed "Carousel ****".

Popup images

Pop-up galleries show full images overlaid over the gallery thumbnails without reloading the page.

14.2 New styles

Two new styles have been introduced offering different layout patterns.

"Fixed height" frames your content within a border and shows a scroll bar when the content extends below the frame.

"Stretchy" uses a fixed position menu that stays in position when you scroll an image.

14.3 Changes to styles

The older styles Classic, Modern and Mono have had a complete overhaul to provide the same level of customisation options as the newer styles.

14.4 New style options

These styles can be added via the "Style settings" page. The relevant settings for each new feature are listed with their group.

Cropped thumbnails

You can now set the galleries to crop image thumbnails.

Gallery image opacity

Thumbnail images can be set to be slightly opaque, appearing solid when the user rolls over the image.

Gallery caption overlays

Captions can now be set to appear as an overlay on rollover.

Extra font styling

Some additional settings are now available for styling fonts, such as "align" and "transform case".

Background attachment

Background images now have an attachment property which determines whether they move when the page scrolls.

Content alignment

Sites can now be aligned left, centre or right.

Image sets

You can now use your photos for image backgrounds, selecting photos at random for your chosen sets.

14.5 Other changes

Favourite icons

Favourite icons can now be uploaded to your site if you have your own domain name.

Inline articles

Multiple article sections can now be set to show inline. This allows users to click on a headline to "reveal" the full text of the article which slides down into view.

Arrow keys for previous, next

Users with newer browsers will be able to use the arrow keys to navigate images, either in pop-up or standard mode.