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How to use this guide

This guide will address each of the many features of TotalSnap. For quick reference please refer to the table of contents or the index.

Tips and Technical Information

Throughout the guide are outlined sections with an icon.

There are two types of outlined sections. Sections marked with the  icon indicate a tip. A tip contains useful information that you may find helpful in building your website, but it isn't vital to learning how to use TotalSnap.

Sections marked with the  icon indicate technical information. If you are interested in the technical aspects of website authoring these sections will be of interest. You can ignore these sections and still be left with a full understanding of how to configure your TotalSnap site.



Overview

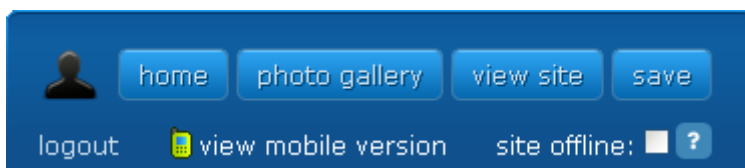
The TotalSnap editor consists of three distinct parts. The main menu, the tool panel, and the photo gallery.

The main menu is where you perform global functions such as saving your work, publishing or unpublishing your website, viewing your site, and logging off the system.

The tool panel is where you edit and adjust the visual aspects of your site such as colors, menus, fonts and content.

The photo gallery is where you upload images that will be displayed on your site and write descriptions to go along with images.

Main Menu



Home

Clicking the “home” button in the main menu will return you to the edit view of your TotalSnap website should you be working in the photo gallery. It will also return the tool panel to it's starting position on the screen.

Photo Gallery

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

View Site

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



Save

Clicking the “save” button will commit all of your changes to your live site.



Save your work often. Login sessions last an indeterminate amount of time depending on your browser configuration. If you go too long without saving, it is possible your login session could time out and your changes will be lost.

Logout

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

View Mobile Version

Clicking the “view mobile version” link will open a new browser window and display an approximate version of your TotalSnap website as it will appear on a mobile device. The mobile version of your TotalSnap website is designed to “stack” horizontally on the screen. This means that users visiting your TotalSnap website using devices with small screens can easily navigate your site and use as much of the screen as possible in reading your content.



Site Offline

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

Facebook Application and Beanstream Shopping Cart

There are two additional links next to the main menu.



Clicking the “Add TotalSnap to Facebook” icon will trigger a dialog that allows you to install the TotalSnap Facebook integration application to your Facebook business page. See the TotalSnap Facebook integration guide for more information.

<http://support.totalsnap.com/2011/06/26/make-totalsnap-your-facebook-business-page>



Clicking the “Add Online Shopping” icon will take you to an information and sign up page where you can request a Beanstream representative get in touch with you regarding the setup of a Beanstream shopping cart. Once Beanstream has setup your cart you can insert your merchant ID in the TotalSnap configuration and start selling your products directly in your TotalSnap website and on Facebook.

TotalSnap Tool Panel

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



X - Hide Edit Tools

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

Templates and Backups:

Template:

Restore Previous:

Content:

I want to change:

Page Content: ? ☐ Page is Active for:
Page is Like Gated ☐ Website ☒ Mobile ☒

Click anywhere on your content to edit. When finished, click anywhere outside of the content to return to the toolbar.

*Logged in as bookocom with plan totalsnap



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



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

Help Icons

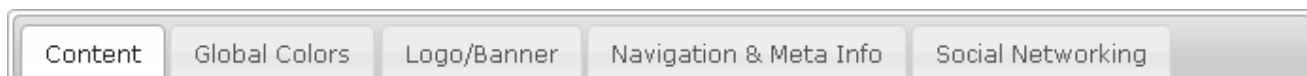
Page Content: ?

This is main content for the page. You will need to click the refresh button to update your temporary display.



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



Edit Tools Tabs

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

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

Each tab and the corresponding tools will be examined in detail.

Content

The content tab controls content for nine different pages on your site. You don't have to use all nine, but there are nine possible pages you can use for your website. This is also the area where you can change the headings on your website.

Templates and Backups Area

The first area of the content tab deals with templates and backups. The template dropdown control lets you select from any pre-defined templates that have been made available for your particular TotalSnap package. To select a template, click the template dropdown menu and select from among the choices. You will see a warning message that lets you know your current content will be reset. When you click the “OK” button your TotalSnap page will reload with the selected template.

The next control handles backups. Next to the label “Restore Previous” is a dropdown menu that contains the previous 15 copies of your TotalSnap configuration (or however many changes you have saved to date up to a maximum of 15). To restore a previous version of your TotalSnap select the corresponding date and time from the dropdown list. You will see a confirmation warning. Once you click “OK” your TotalSnap page will be reloaded with the corresponding backup restored. Please note that the backup configuration does not include changes made to the logo, banner or photo gallery.



Content Area

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

I want to change:

**Page Content**

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



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

The Content Editor

Once you have selected one of these first five content pages, or the contact information page, the corresponding page will appear as your active page. You will see an instruction that reads “Click anywhere on your content to edit.” TotalSnap uses in-line, or “edit in place” editing. This means that you can edit your content as it appears directly on your page. Literally click the text that is the content you want to edit. The editor tools will appear along the top of your content and a cursor will appear for you to start editing.





Vestibulum ante ipsum.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Fusce venenatis pulvinar tortor, ac auctor nisi pellentesque ac. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Nunc tincidunt, arcu egestas:

1. Aenean ac justo et est fringilla sollicitudin
2. Donec neque felis, condimentum et gravida vel, ultricies a turpis.
3. Maecenas semper semper dignissim. Donec bibendum nulla et arcu feugiat lobortis.
4. Integer fringilla lacinia lectus at mollis. In convallis, nibh in mattis varius, tortor dui rhoncus augue, vel mollis neque eros id magna. Aliquam vitae nibh a mi egestas ullamcorper

TotalSnap makes use of CKEditor for editing page content. The CKEditor is similar to Microsoft Word and other popular text editors. You simply type the content into the edit area. The CKEditor toolbar contains controls for text alignment, font selection, font size, making text bold or italic, image insertion and many other functions. A full user's manual is available for the CKEditor and can be found here: http://docs.cksource.com/CKEditor_3.x/Users_Guide

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

Embedding Media (YouTube Video)

Adding video from YouTube to your webpage or other third party content that provides the user with an embed code is made simple in TotalSnap. For this example we will use a YouTube video as the content we will add to the webpage.





Step one is to locate the video you want to add on the YouTube website. Once you have viewed the desired video on YouTube, click the button below the video that reads “Share”.

A new panel will appear with a link to the video as well as several other options.



<http://youtu.be/dMH0bHeiR>

Embed

Email

Options ▼

More ▼

f

t

g +1

Click the button that reads “Embed”. A second panel will appear with several more options.

```
<iframe width="420" height="315"
src="https://www.youtube.com/embed/dMH0bHeiRNg?rel=0"
frameborder="0" allowfullscreen></iframe>
```

After making your selection, copy and paste the embed code above. The code changes based on your selection.

☐ Show suggested videos when the video finishes

☒ Use HTTPS [?]

☐ Enable privacy-enhanced mode [?]

☐ Use old embed code [?]

420 × 315

480 × 360

640 × 480

960 × 720

Custom

Width: px

Height: px

It is important here to make the correct selections. Make sure to select only the “Use HTTPS” checkbox and leave all other checkboxes unchecked.



Selecting the “Show suggested videos when the video finishes” is NOT desirable for one simple reason. If your video is about a product or service that you offer and you leave it to YouTube to suggest similar videos after yours is finished playing, it is more than likely that your competitor's videos will appear as suggestions. For example, if my video is about the superior cup of coffee that can be purchased at my coffee shop, YouTube will suggest other videos about coffee and you don't want your visitors distracted by this, or worse drawn to a competitor's site.





You want to be sure the “Use HTTPS” option is selected. If you don't select this option and wish to post your website content on Facebook, Internet Explorer will likely block your video from showing. Most people are now using the secure browsing feature in Facebook. This will cause Internet Explorer to ask a user if they only want to display secure content. Many users will answer “yes” to this question. This will result in any content that does not originate from a secure (HTTPS) connection to be blocked, including YouTube videos.

TotalSnap uses a proprietary global SSL certificate to keep as much of your TotalSnap content behind a secure connection as possible without any need for our user's to purchase their own SSL certificate.

The next decision to make is what size your video will display in. It is important to consider to how much room you have in the area of your page where the video is to be placed. 640 x 480 is the maximum size TotalSnap can display without the video going outside the page's borders. Select the size you want the video to display by clicking one of the squares with the video size displayed above.

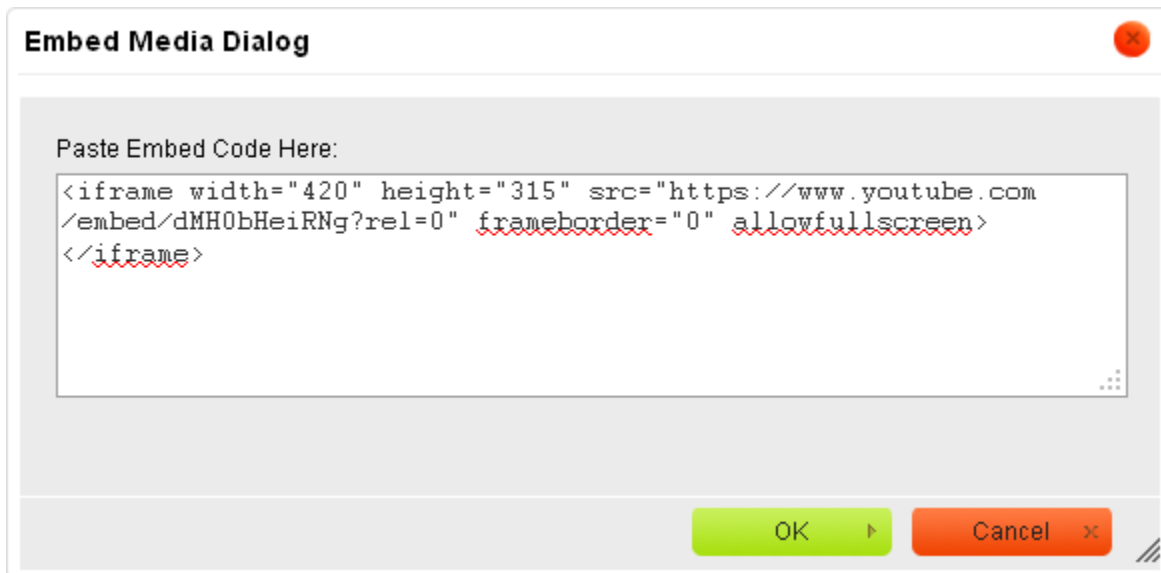
You are now ready to copy the embed code to your clipboard. Click the gray box that has the technical looking code inside of it. The code will start with the text “<iframe”. After you click the box once, the content will turn blue. Keeping your mouse over top of the box, click the right mouse button, and select “copy”. You are now ready to add the embed code to your page.

Position the cursor in the TotalSnap content editor where you want your video to display. Click the “Embed Media” button.



A text box will appear. Move your mouse inside the text box and right click with your mouse. Click “Paste”. The YouTube embed code will appear in the text box. Click the “OK” button.





Once you click the “OK” button, you will see a square outline appear with an “iframe” IFRAME symbol in the middle. This is a placeholder for the editor.



An iframe is an HTML component that takes external content from other websites and embeds that content in your website. The CKEditor includes an iframe tool that you can use to embed content even if the third party website does not provide an embed code. Inserting your own iframe can be tricky because there is no way for the iframe to automatically adjust its size to the contents within. It is up to you to set the iframe to a size that can display the content. Fortunately most third party sites provide embed code (similar to YouTube) that make coding your own iframes unnecessary.

Like Gate

“Like Gate” is a term used to describe content that is only visible after a user has clicked the Facebook “like button” for a page. It is designed to be a tool that website masters can use to encourage visitors to “Like” their site. Having users “Like” your page is desirable because Facebook users that “Like” a site will not only have the site URL show up on their Facebook wall and have it visible to all of their friends, but will also be subscribed to feeds from the website's Facebook page. This means that when you post news on your Facebook business page, those who liked your page will receive your post in their Facebook feed. Any content for TotalSnap can be “Like Gated”.



How Does the Like Gate Work?

It is simple to set up a “Like Gate” for your content. The first step is to check the box labeled “Page is Like Gated”. This will result in a second set of options becoming available.

Select Content to Edit:

☒ **Content to Show if Not Liked** ☐ **Content to Show if Liked**

The first option labeled “Content to Show if Not Liked” enables you to edit content on the page that will display ONLY if the user has NOT clicked the Facebook “Like” button. This content generally contains instructions on how to gain access to exclusive content by clicking the Facebook “Like” button. It describes what content the user will gain access to if they click the Facebook “Like” button. Often this will be a description of a coupon for a price discount on services, a description of a video that is of interest to your target audience, or a description of other information that promises to be enticing to your audience.

The second option labeled “Content to Show if Liked” enables you to edit content on the page that will display ONLY if the user HAS clicked the Facebook “Like” button. This content is the user's reward for clicking the Facebook “Like” button. Inside this content you would place things like a coupon code for discounts on services, an interesting video or interesting information that is exclusive to users that have “Liked” your page.



The “Like Gated” content on the website version of your TotalSnap will require the user to “Like” the website. The “Like Gated” content on the Facebook business page version of your TotalSnap will require the user to “Like” the Facebook business page.

Active Options

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

Page is Active for:

Website ☒ Mobile ☒

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





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

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

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

Terms of Service

The next entry in the “I want to change” dropdown list is “Terms of Service”. Selecting this option will display a page very similar to the content pages. The Terms of Service page can be edited in exactly the same way as a content page. The only difference is that the Terms of Service page will only be accessible via a footer link on your TotalSnap website that will be labeled “Terms of Service”.

The Terms of Service page is intended to be an area where web masters can describe their refund policy as well as their privacy policy or any other legal requirements that need to be stated. A terms of service page is a requirement, for example, for anyone applying for a merchant account (such as Beanstream) to use for their online sales.

The only option for the Terms of Service page is “Page is Active”. The Terms of Service can either be turned on or off with this option.



Headings

I want to change:

Page 1 Content

Page 1 Content

Page 2 Content

Page 3 Content

Page 4 Content

Page 5 Content

Terms of Service

Headings

Contact Information

Facebook Events

RSS Feeds

Shopping Cart

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

X - Hide Edit Tools

Content

Global Colors

Logo/Banner

Navigation & Meta Info

Social Networking

Templates and Backups:

Template:

Select a Template...

Restore Previous:

Select a backup...

Content:

I want to change:

Headings

Heading:

?

Font:

Arial

Size: 22

Sub Heading:

?

Font:

Arial

Size: 18

TOTALSnap

User Guide

PDF

**Logged in as bookocom with plan totalsnap*



Heading & Sub Heading

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

Font & Size

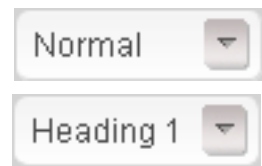
You can change the font for your heading and sub heading by selecting from the dropdown list labeled “Font” under the corresponding heading. You can change the size of the font by selecting a corresponding font size from the dropdown list labeled “Size”.



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



The text input via these heading controls will appear on all content pages. If you want specific headings for specific content pages, enter the heading in the content editor, highlight it with your mouse, and select one of the heading styles from the paragraph format dropdown in the editor. The default value for the paragraph format dropdown is “normal”.



Headings added to the site are coded using HTML heading, or “h” tags. Google will interpret these heading tags differently than other content on the site and consider them to be part of what describes what your site is about. Use descriptive words that you feel would be commonly searched in Google when deciding what text to use for your page headings.

Contact Information

After the “headings” option in the “I want to change” dropdown list comes “Contact Information”. As you might expect, this is the area where you specify your address, email and business name, as well as decide on some options.



X - Hide Edit Tools

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

Templates and Backups:

Template:

Restore Previous:

Content:

I want to change:

Font: Size:

Business Name: ?

Business Email: ?

Phone: ?

Fax: ?

Toll Free: ?

Address 1: ?

Address 2: ?

City: ?

Province/State: ?

Postal: ?

Country: ?

Show Map: ☒ ?

Show Contact Form: ☒ ?

*Logged in as bookocom with plan totalsnap

Font

The first control on the contact information area is labeled “Font”. From this dropdown list you can select the font that will be used when displaying your contact information on the page. Beside it is a dropdown list labeled “Size”. From this dropdown list you can select the size of the font that will be used when displaying your contact information.



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

Business Name

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



Business Email

The “Business Email” field is where you enter the email that will receive inquiries made via your website.



Your email address will never be displayed anywhere on your website. This helps prevent automated scripts from searching out your email address and adding it to SPAM lists. Additionally, TotalSnap uses some sophisticated techniques to ensure it is a person entering information into your contact form and not an automated script. Unfortunately, no amount of coding or protection can prevent someone from sending you unwanted messages by manually filling out your contact form and pressing the submit button. TotalSnap does it's best to prevent SPAM that originates from automated sources.

Phone and Address

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



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

Show Map

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



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

Show Contact Form

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



Contact Page Content

Just like content pages, the contact page can contain custom content in the top portion of the page. To add or edit content on your contact page, click the editable portion of the page just above the contact form and add content just as you would to a contact page.



Click here to edit content

Contact Us

Address:

#10 - 1176 Franklin's Gull Road
Parksville, BC
V9P2M9, Canada

Telephone: 250.586.4678**Fax:** 250.586.4678**Toll Free:** 888.558.4678

Facebook Events

The next option in the list is "Facebook Events". Selecting this option displays the "Page is Active for" checkboxes. When "Facebooks Events" is active, a page will be available in your navigation menu that will display any events posted to the Facebook page you specified in the "Social Networking" tab. This becomes an easy way to share the events posted on your Facebook page with your TotalSnap website.

RSS Feeds

RSS Feeds provide a way of displaying content from external sources such as a Wordpress blog or Facebook Notes on your TotalSnap website. To display content from an external source you must first get the RSS Feed URL. This is usually found by click a "subscribe", or the "RSS Feed" link on a blog. For example the RSS Feed link for the TotalSnap Facebook Notes page is:

<http://www.facebook.com/feeds/notes.php?id=295511593843191&viewer=547847186&key=AWiyYFGODA6ExzD1&format=rss20>

The RSS Feed link for the Hosting Nation Wordpress blog is:


<http://hosting-nation.com/blog/feed/>

The TotalSnap RSS Feed page supports up to 10 RSS Feed links.



Content:

I want to change:

RSS Feeds 

Page is Active for:











Website ☒ Mobile ☒

RSS Feed (Include up to 10)

Title (Optional)

Max Articles

Max Display

www.facebook.com/feeds/notes.php?id=	Facebook Notes	10	1	
http://hosting-nation.com/blog/feed/	Hosting Nation Blog	9	2	
				
				
				
				
				
				
				
				

Each column of the RSS Feed configuration table has a specific purpose.

RSS Feed: This is the RSS Feed link as disused above

Title: This is an optional title that will appear at the top of each RSS Feed section.

Max Articles: This is the maximum number or articles or posts that will be displayed for the RSS Feed.

Max Display: This is the maximum number of articles or posts that will have their full text displayed.

Any remaining articles or posts will have only a link displayed.

Shopping Cart

The final option on the “Content” tab is “Shopping Cart”. If you have a Beanstream merchant ID you have the option of setting up a shopping cart for your TotalSnap website. The field labeled “Beanstream Merchant ID” is where you type the merchant ID supplied to you by Beanstream. This ID is required before any cart pages will show on your website.

Next, depending on the TotalSnap package you have purchased, you may have two or three options to selected from from the radio button group labeled “Shopping Cart”.



Content:

I want to change:

Shopping Cart

Beanstream Merchant ID
(Beta):

112345



Shopping Cart:



None



TotalSnap



Beanstream



Vendor Account Information

Company Name:

City:

First Name:

Last Name:

Email Address:

Country:

Canada

Phone:

Province/State:

Alberta

Address:

Postal/Zip:

create vendor account

The first option “None” is the default setting that should be used if you do not wish to use any online shopping cart with your TotalSnap website.

The next option, “TotalSnap” is for those who have purchased a TotalSnap package that includes the full TotalSnap Shopping Cart solution. To create a vendor account for the TotalSnap Shopping Cart system, select this option and complete each of the fields in the “Vendor Account Information” section. Once you have completed this section click the “create vendor account” button. Your vendor account will be created, and once the page reloads you will see a “login to vendor account” button in place of the “Vendor Account Information” fields. Click this button to login to your vendor administration area of the TotalSnap Shopping Cart. Please refer to the TotalSnap Shopping Cart Guide for more information.

The final option is “Beanstream”. Select this option if you have spoken with a Beanstream representative and activated Beanstream's shopping cart. With the Beanstream shopping cart you can sell your goods and services directly through your TotalSnap website, however the Beanstream cart is a more basic shopping cart solution and is not as robust or feature rich as the TotalSnap shopping cart. Once you save your configuration your TotalSnap site will now include a page that contains your



Beanstream shopping cart. Please refer to the Beanstream Configuration Guide for more information.

This concludes the features contained on the “Content” tab of the toolbar.

Global Colors

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

X - Hide Edit Tools

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

Background Colors:

Header: #000000

Page: #114778

Banner: #000000

Content: #ffffff

Footer: #000000

Border Colors: (Check to show border)

Top Border: #000000 ☐

Banner: #707070 ☐

Content: #ffffff ☐

Footer: #ffffff ☐

Text Colors:

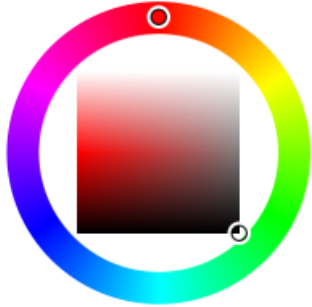
Header Text: #666666

Main Text: #616161

Footer Text: #8f8f8f

Navigation Text: #6e6e6e

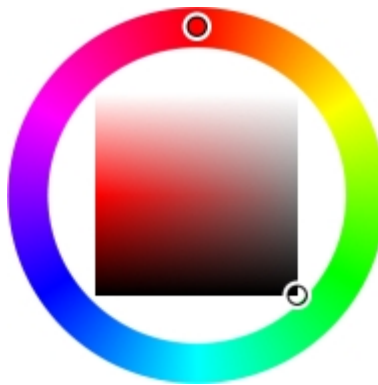
Navigation Mouse Over: #2d5a95



The Color Wheel

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





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



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





Sometimes the most difficult aspect of getting your website to look good is the color selection. If you select colors that don't go well together you can end up with an unpleasant looking website. White is always a safe bet when it comes to your background, and is often the best choice if you have lots of graphical content. Sometimes white is just a little too boring, particularly if you don't have a lot of graphics for your site. There is a great free tool available to help with the problem of selecting a color set. Go to <http://kuler.adobe.com>. Here you can select from many color themes that have been put together by the Internet design community.

Once you have selected a theme you like, click the “view color values” button.



On the screen that follows, among many other text fields, you will see a text field at the bottom of each color labeled “HEX”. You can type these values into the corresponding color fields of the TotalSnap “Global Colors” tab. Remember to start each value with the “#” character. Use the colors from the set to determine your page and content backgrounds as well as your text colors. Use your best judgment when determining things like color contrast for text. If the contrast is too slight, your text will be difficult to read.

Another great way of selecting your color scheme is by basing the color scheme off of an image. This could be a company logo or an image you have selected for your banner (banner images are discussed later). Once you have your image, click Create >From an Image option in the menu of the <http://kuler.adobe.com> site. Click the “Upload” button and select your image, then click “Save”. Kuler will create a color scheme based off the image and give you several variations to choose from under the “Select a Mood” menu. This will give you a color scheme for your website that will go with the logo or banner image that you provided.

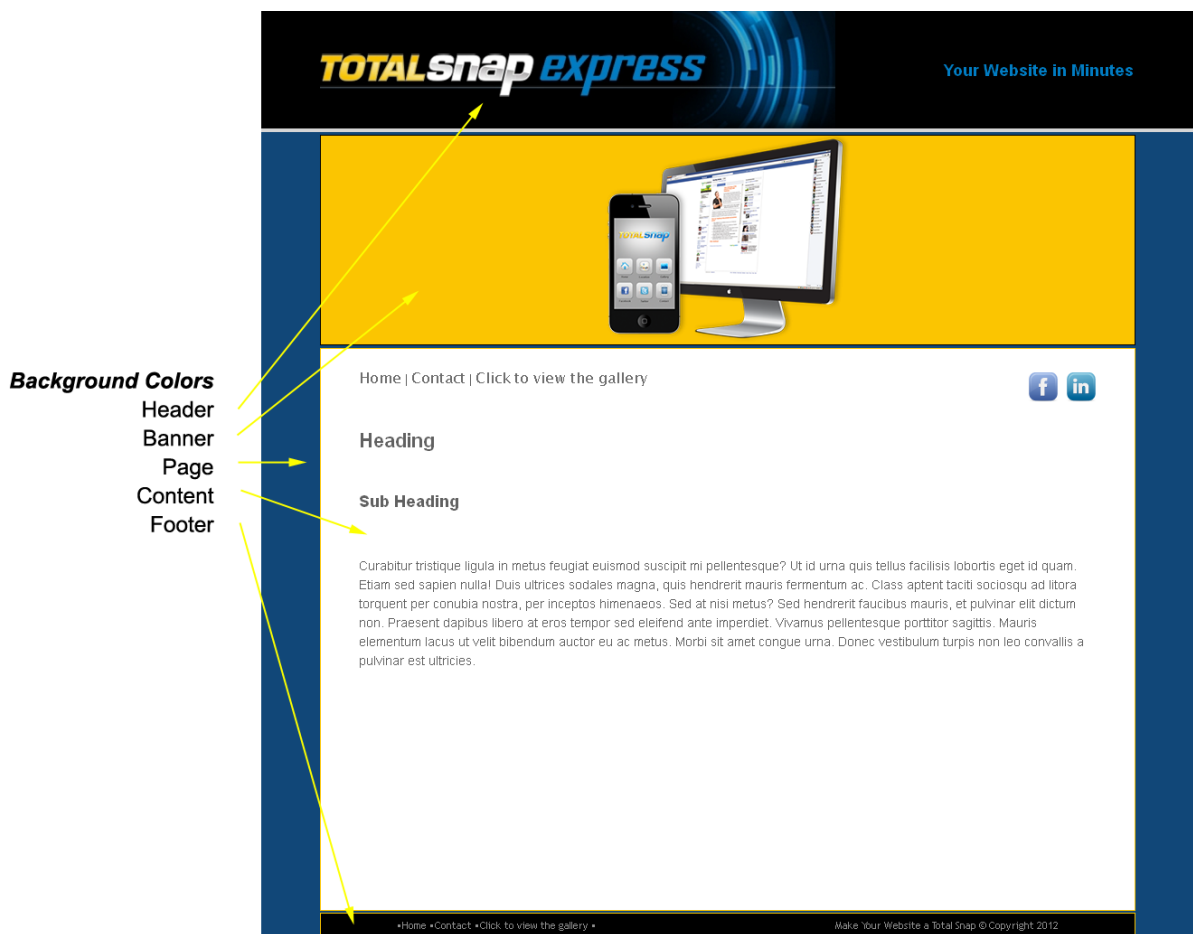
The Color Fields

There are many different colors you can change globally. As you mouse over a color field, the corresponding part of the website will highlight in yellow. Below is an explanation of each of the color fields.



Background Colors

- Header – the color behind the logo area
- Page – the color behind the page content
- Banner – the color behind the banner image
- Content – the color behind the page content
- Footer – the color behind the footer text

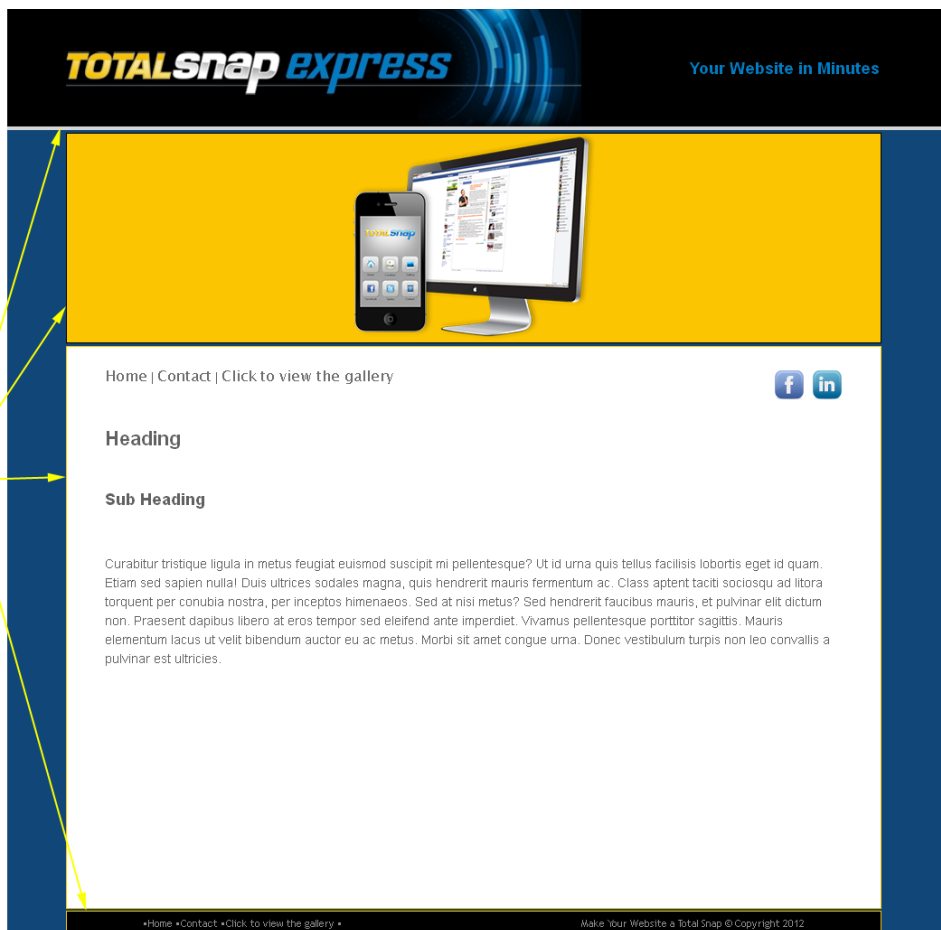


Border Colors

Border colors aren't typically used and are defaulted to off. To turn them on, select the checkbox next to the corresponding field.

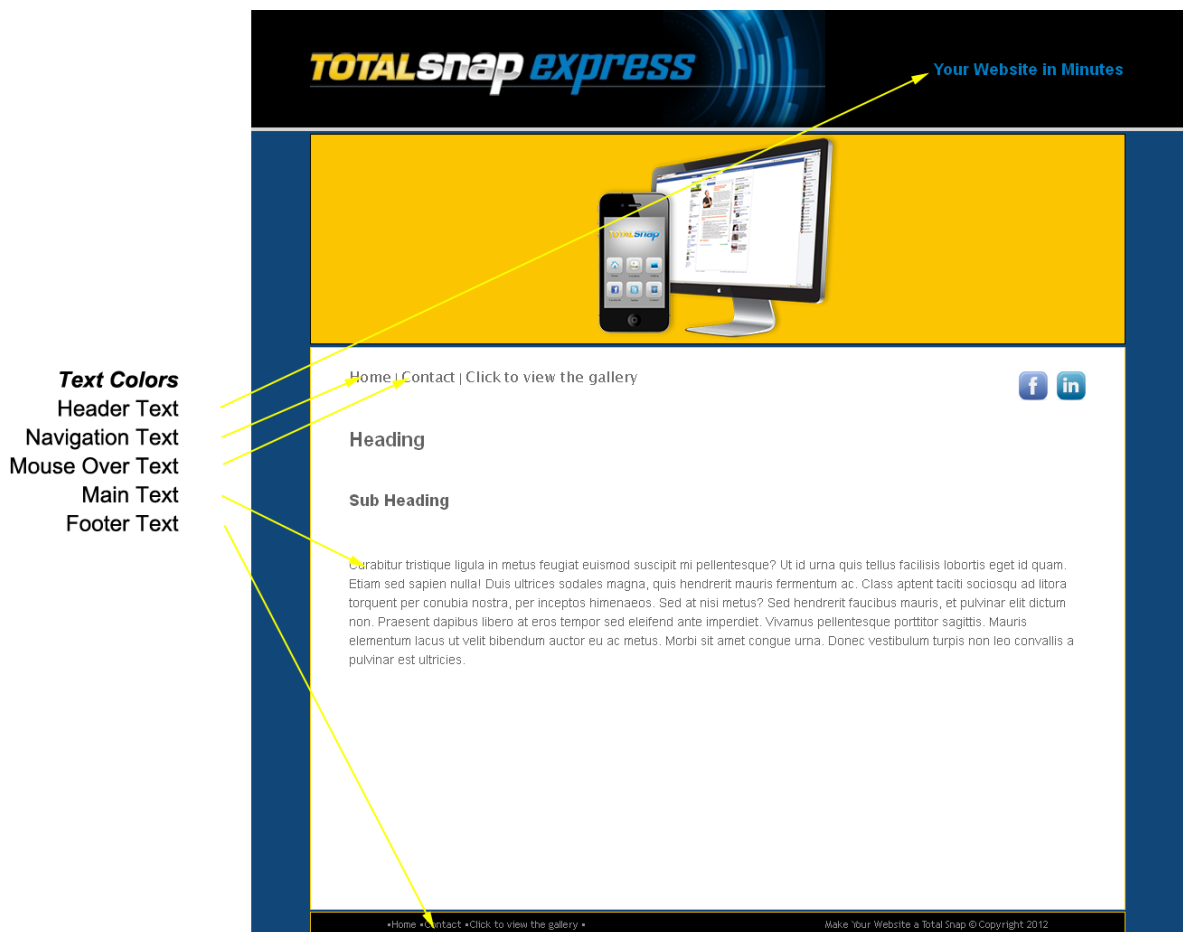
- Top Border – a thin highlight below the logo area
- Banner – the border around the banner image
- Content – the border around the content area
- Footer – the border around the footer area

Border Colors
Top Border
Banner
Content
Footer



Text Colors

- Header Text – the color of the logo area message (discussed later)
- Main Text – the color of your content text
- Footer Text – the color of your footer text
- Navigation Text – the color of your menu links
- Navigation Mouse Over – the color of your menu links when the mouse is over them



This concludes the features contained on the “Global Colors” tab of the toolbar.



Logo/Banner

There are two preset graphics areas for your TotalSnap website. These areas are controlled via the tools provided on the tab labeled “Logo/Banner”.

The first control on the tab is a dropdown list labeled “I want to change”. There are two options in this list. The first is “Logo”. The second is “Banner”.

Logo/Banner:

I want to change:

Logo

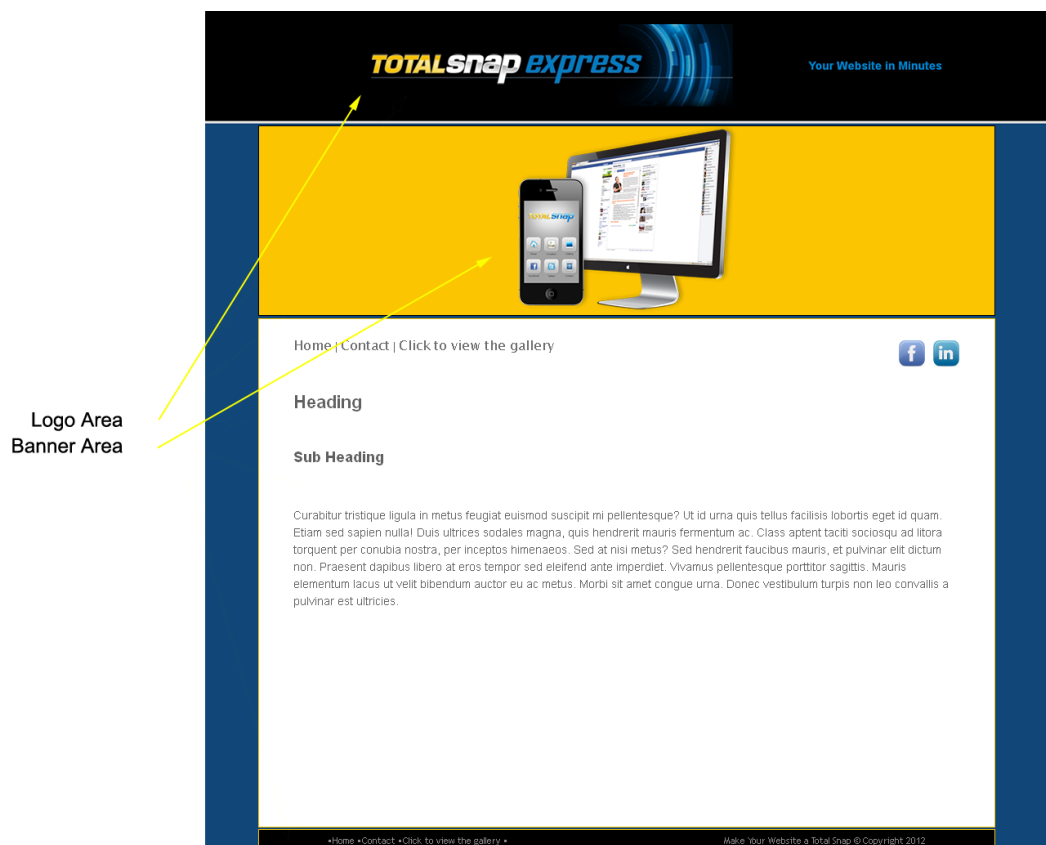
?

Logo

Banner

Logo Area Message:

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



Logo

The logo area serves as a place where you can display your company logo, and optionally, a slogan or phrase. Of course, this is just one way of using this area and ultimately it is up to you and your creativity as to what goes here.

We will examine the controls in the “Logo” area of the tab in the order that they appear.

X - Hide Edit Tools

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

Logo/Banner:

I want to change: Logo ?

Logo Area Message: Your Website in Minutes ?

Font: Arial Size: 18

Logo

☐ Hide Logo Area

Add Padding Subtract Padding 176 ?


Upload a logo image

Browse...

or enter text

? Font: Arial Size: 22

Supported File Types: gif, jpg, png




Logo Area Message

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



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



The logo message area uses an H1 tag for the HTML code that displays the message. Google places a certain importance on text that appears in this tag.

Font & Size

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

Hide Logo Area

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

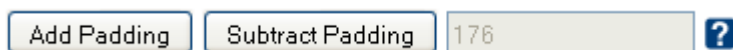


Padding

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



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



Uploading a Logo Image

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

Upload a logo image

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



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

Text Alternative

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

or enter text

 Font: Size:

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



Banner

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

X - Hide Edit Tools

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

Logo/Banner:

I want to change: Banner ?

Banner


☐ Hide Banner Area

Scroll View Up x10 Scroll View Down x10 0 ?

Upload a banner image

Browse...

Supported File Types: gif, jpg, png



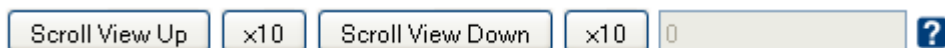
Hide Banner Area

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



Scrolling the Viewable Portion

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

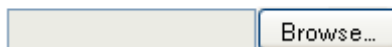


Click the buttons labeled “Scroll View Up” and “Scroll View Down” to adjust the visible portion of the banner image by one pixel. Click the corresponding buttons labeled “x10” to adjust the visible portion of the banner by 10 pixels at a time.

Uploading a Banner Image

To upload a banner image click the button labeled “Browse” under the heading “Upload a banner image”.

Upload a banner image



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



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

This concludes the features contained on the “Logo/Banner” tab of the toolbar.



Navigation and Meta Info

The navigation and meta info tab is where you specify what text will be used in your navigation menu, the order of the pages, as well as some information important to Google.

X - Hide Edit Tools

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

☒ Menu Navigation
☐ URLs
☐ Meta Information

Navigation:

Page 1 Menu Text:	Home	1	?
Page 2 Menu Text:	Page 2	2	?
Page 3 Menu Text:	Page 3	3	?
Page 4 Menu Text:	Page 4	4	?
Page 5 Menu Text:	Page 5	5	?
Contact Menu Text:	Contact	6	?
Gallery Link Text:	Gallery	7	?
Shopping Cart Link Text:	Buy Now	8	?
Feed Page Link Text:		9	?
Main Menu External Link Text:		10	?
Facebook Events Menu Text:		11	?
Main Menu External Link:			?
Footer Menu External Link Text:			?
Footer Menu External Link:			?
Font:	Arial	Size: 16	
Gallery Layout:	Horizontal		
Allow Facebook Comments:	<input type="checkbox"/> Moderator Facebook ID		?

TOTALsnap
User Guide
PDF

**Logged in as bookocom with plan totalsnap*

There are Three Sections that can be Accessed on the Navigation & Meta Info Tab. They are “Menu Navigation”, “URLs”, and “Meta Information”. Each of these can be accessed by clicking the corresponding radio button.



Navigation

The first five fields in the “Menu Navigation” section under the heading “Navigation” is where you type the text that will appear in your navigation menu for your content pages. “Page 1 Menu Text” corresponds to “Page 1 Content” from the “Content Tab”, “Page 2 Menu Text” corresponds to “Page 2 Content” from the “Content Tab”, and so forth.

The “Contact Menu Text” field specifies the text that will appear as the navigation link your visitors will click to go to your contact page.

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

The “Shopping Cart Link Text” field specifies the text that will appear as the navigation link your visitors will click to go to your Beanstream shopping cart (this feature requires a Beanstream merchant ID configured on the “Content” tab).

The “Feed Page” field species the text that will appear as the navigation link your visitors will click to go to your RSS feed or blog page.

The “Facebook Events Menu Text” field specifies the text that will appear as the navigation link your visitors will click to get a listing of your Facebook business page events. This requires a valid Facebook link configured on the “Social Networking” tab and Facebook events configured on your Facebook business page.

External Links

The “Main Menu External Link Text” field specifies the text that will appear as the navigation link your visitors will click to go to an external page of your choosing.

The “Main Menu External Link” field specifies the URL (web address) that visitors will be taken to if they click the text specified in the “Main Menu External Link Text” field.



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



The “Footer Menu External Link Text” and “Footer Menu External Link” fields function exactly the same way as the “Main Menu External Link Text” and “Main Menu External Link” fields, however this navigation link will appear in your page footer rather than the main navigation. Typically this link would be the same as the “Main Menu” version above.

Font & Size

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

Gallery Layout

In the dropdown list labeled “Gallery Layout”, there are two options for the image gallery. The first is “Columnar”. Selecting this option will display your images three across with text descriptions underneath. This format is appropriate when the image description text is shorter and doesn't require much space.



[red wine](#) | [sparkling](#) | [white wine](#)

[f Send](#) - Share This



Sumac Ridge 2009 Black Sage Vineyard Merlot

\$19.99

[Buy Now](#)

Dominant blackcurrant and cherry... Enjoy this luscious wine with fine beef cuisine. Excellent when accompanied by roasted beets shared with a tomato balsamic reduction. This wine would benefit from pairing with an aged goat's cheese or balderson cheddar.

[f Send](#) - Share This



Sumac Ridge 2009 Black Sage Vineyard Cabernet Franc

\$19.99

[Buy Now](#)

Aromas of spicy bell pepper... Enjoy the Black Sage Vineyard Cabernet Franc with Chef Ryan's seared duck with root vegetable hash and sautéed wild mushrooms.

[f Send](#) - Share This



Sumac Ridge 2008 Black Sage Vineyard Cabernet

\$22.99

[Buy Now](#)

Hint of olive, licorice and bell pepper... Brilliant with a roasted lamb or beef combined with roasted root vegetables and chanterelle mushrooms. Lends itself well to a heavy sauce such as a blackberry cassis reduction.

The second option is “Horizontal”. Selecting this option will display your images one per line and use the full width of your screen to display the description. This format is appropriate when your image description text is functioning more like articles and there is a lot of room required for the text. This format also better accommodates Facebook comments (discussed later).



[all things are possible](#) | love anointed miracles | the power of spiritual language

  7 people like this.

All Things Are Possible




\$15.00 (Includes S&H)

[Buy Now](#)

Bob Brasset writes: 'Only believe', Smith Wigglesworth used to say repeatedly in his meetings. I struggled with that. It seemed the more I believed with my mind, my thoughts, and my strong desire, the less I saw. Then, one day, I discovered that there is a vast difference between mentally believing (or comprehending) something and believing with our hearts. In my book, I call this believing with our hearts anointed believing. This book is written for those who want encouragement in the arena of divine healing. The author explains how faith comes from God and then flows out of knowing Him and His character. It gives many exciting examples from Bob's ministry as well as biblical faith (anointed believing) in action.

Facebook Comments

Checking the box labeled “Facebook Comments” will allow your visitors to comment on your individual gallery entries. TotalSnap will automatically display the Facebook comment system below each of your images.



[Comment using...](#)



Rick Lawrence · Works at Hosting Nation

Great book - thanks Bob!

[Reply](#) · [Like](#) · April 22 at 5:55pm

 Facebook social plugin



The “Facebook Comments” option is available to both the columnar and horizontal gallery layouts. Consider how much room is available on the screen taking into account your image description text and the Facebook comment controls when deciding what gallery layout to choose. Often the best idea is to try both and look at the end result to see what works best.

Facebook Comments Moderation

The Facebook comments option is a great way to get people talking about your products and services. Naturally there is always a chance that someone will post an inappropriate or unwanted comment. You will want the ability to remove such comments. You will need to enter your Facebook ID into the field



labeled “Moderator Facebook ID”. Once configured, you only need to log into Facebook and visit any of your TotalSnap gallery pages. You will see a “Moderator View” option for any comments. *Note that it can take several minutes or more for Facebook to update the moderator status after you have entered the moderator Facebook ID.



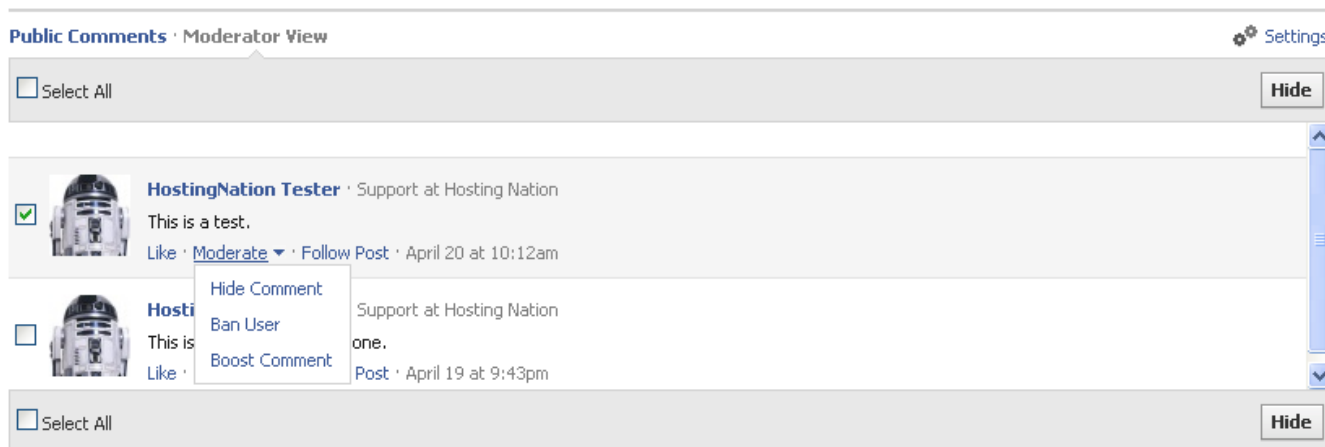
The Facebook ID Number can be found on your Facebook profile URL address, on your profile picture URL address, or on your notes URL address. Click on profile tab on top of your Facebook page. Look at your browser address bar on the top, there will be id=xxxxxxxxxx. That xxxxxxxxxxxx is your ID number. If you cannot find it on your profile, then click on your profile picture, and find it in the address bar.

Public Comments · **Moderator View**

 Settings

Clicking “Moderator View” will show each comment with a checkbox beside it. As the moderator you can check any checkbox, then click the “Hide” button. This will hide the corresponding comment from view. You also have the option of banning a user from commenting on the link again. To ban a user, click the “Moderate” link under the corresponding comment.





Click the “Ban User” option. If you receive a particularly good comment, you can select the “Boost” option from the moderator menu and push the comment to the top.

Ordering

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

URLs

This feature is currently under development.

Meta Information

The final section labeled “Meta Information” deals with information useful for search engines such as Google.

Google Tracking Code

If you have a Google Analytics account for tracking traffic on your site, enter your tracking id in the input field labeled “Google Tracking Code”. While the usage of Google Analytics is beyond the scope of this document, it is highly recommended you use Google Analytics with your TotalSnap site. It is free and critical for deterring the effectiveness of your website. For more information visit the Google Analytics site at <http://www.google.com/analytics>.



Selecting Pages for Meta Editing

Each page of your TotalSnap site can have it's own meta information. To select the page you want to assign meta data to, click the radio button that corresponds with the page name.

X - Hide Edit Tools

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

☐ Menu Navigation ☐ URLs ☒ Meta Information

Google:

Google Tracking Code: ?

Select Page for Meta Editing:

☒ Page 1 ☐ Page 2 ☐ Page 3 ☐ Page 4 ☐ Page 5


☐ Contact ☐ Gallery ☐ Cart ☐ Facebook Events ☐ RSS Feeds

Page 1 Meta Info

Title: ?

Description: ?

*Logged in as demo with plan demo



Title

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

Description

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

This concludes the features contained on the “Navigation & Meta Info” tab of the toolbar.



Social Networking

The final tab of the TotalSnap tool panel deals with the social networking integration capabilities of TotalSnap. This includes options for Facebook, Twitter, LinkedIn and YouTube.

X - Hide Edit Tools

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

Social Networking:

I want to change: Social Networking Links ▾

Social Networking Links Will Appear After Save

Show Facebook Like: ☐ ☒ Box ☐ Button ?

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

Facebook: ?

Twitter: ?

Twitter Feed: ☐ ?

YouTube: ?

LinkedIn: ?

The first control on this tab is a dropdown box that is labeled “I want to change”. Using this control you will select the type of integration you want to configure. The first option is “Social Networking Links”. This section deals with the various links from your TotalSnap page out to popular social networking sites.

Facebook Like Box/Button

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

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



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

The screenshot shows a website template for TOTALsnap Express. The header features the TOTALsnap Express logo and the tagline "Your Website in Minutes". Below the header is a yellow banner with a smartphone and a computer monitor displaying the website. The main content area has a blue sidebar on the left and a white main area on the right. The sidebar contains navigation links (Home | Contact | Click to view the gallery), a heading, a sub heading, and a paragraph of placeholder text. The main area contains a Facebook widget titled "Find us on Facebook" which includes a "Like" button and a "Like Box" showing recent posts and a list of users who like the page. Two yellow arrows point from the text "Like Button" and "Like Box" to the respective elements in the Facebook widget.

Like Button

Like Box

Home | Contact | Click to view the gallery

Heading

Sub Heading

Curabitur tristique ligula in metus feugiat euismod suscipit mi pellentesque? Ut id urna quis tellus facilisis lobortis eget id quam. Etiam sed sapien nullal Duis ultrices sodales magna, quis hendrerit mauris fermentum ac. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed at nisi metus? Sed hendrerit faucibus mauris, et pulvinar elit dictum non. Praesent dapibus libero at eros tempor sed eleifend ante imperdiet. Vivamus pellentesque porttitor sagittis. Mauris elementum lacus ut velit bibendum auctor eu ac metus. Morbi sit amet congue urna. Donec vestibulum turpis non leo convallis a pulvinar est ultricies.

Find us on Facebook

Hosting Nation

Like

Hosting Nation

Fayfax.hosting-nation.com is now up again.

April 10 at 4:00pm via HootSuite

Hosting Nation

Today at 3:45pm the Fayfax.hosting-nation.com server will be rebooted for a necessary update. Sorry for any inconvenience.

April 10 at 3:37pm via HootSuite

Hosting Nation

Some users on roma.hosting-

203 people like Hosting Nation.

Anita Karlo Geoff Karena Christina

Danielle John Kam Frank Andy

Facebook social plugin

Home | Contact | Click to view the gallery

Make Your Website a Total Snap © Copyright 2012



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



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



Facebook Like Button and Page Assignment

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

Facebook

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



See the Facebook integration guide for more information on setting up your Facebook business page and integrating it with TotalSnap. <http://support.totalsnap.com/2011/06/26/make-totalsnap-your-facebook-business-page>

Twitter

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



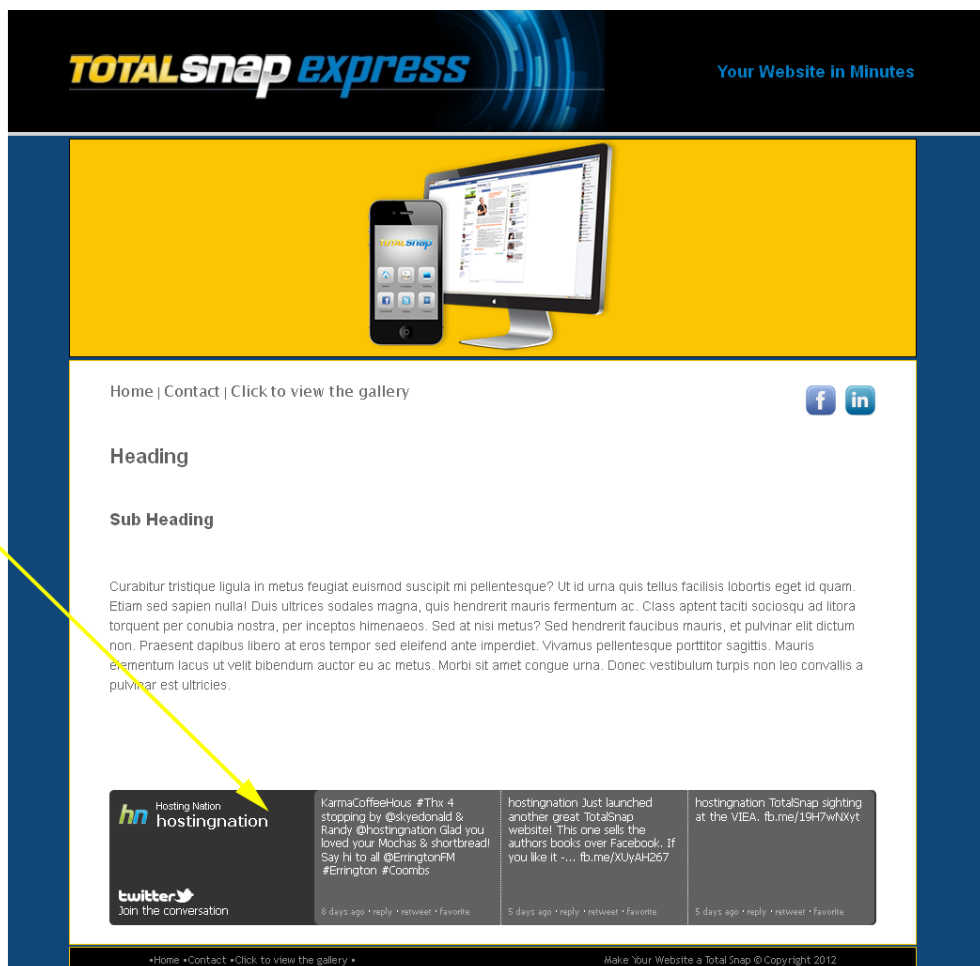
Twitter is an important part of reaching out to clients. You can keep people informed about events, new offerings and news items that might be of interest. If you don't have a Twitter account, create one here: <http://twitter.com>. It's free and will help with getting your page found on Google as well.



Twitter Feed

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

Twitter Feed



YouTube



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





YouTube is not only a great place for hosting video, it is among the most used methods for searching information out on the Internet. If you don't have video content for your products and services, consider creating some and creating a YouTube channel for your business. It is free and can help a great deal with getting your business found and talked about. Go to <http://youtube.com> to create your account.

LinkedIn



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

Facebook Contest Page

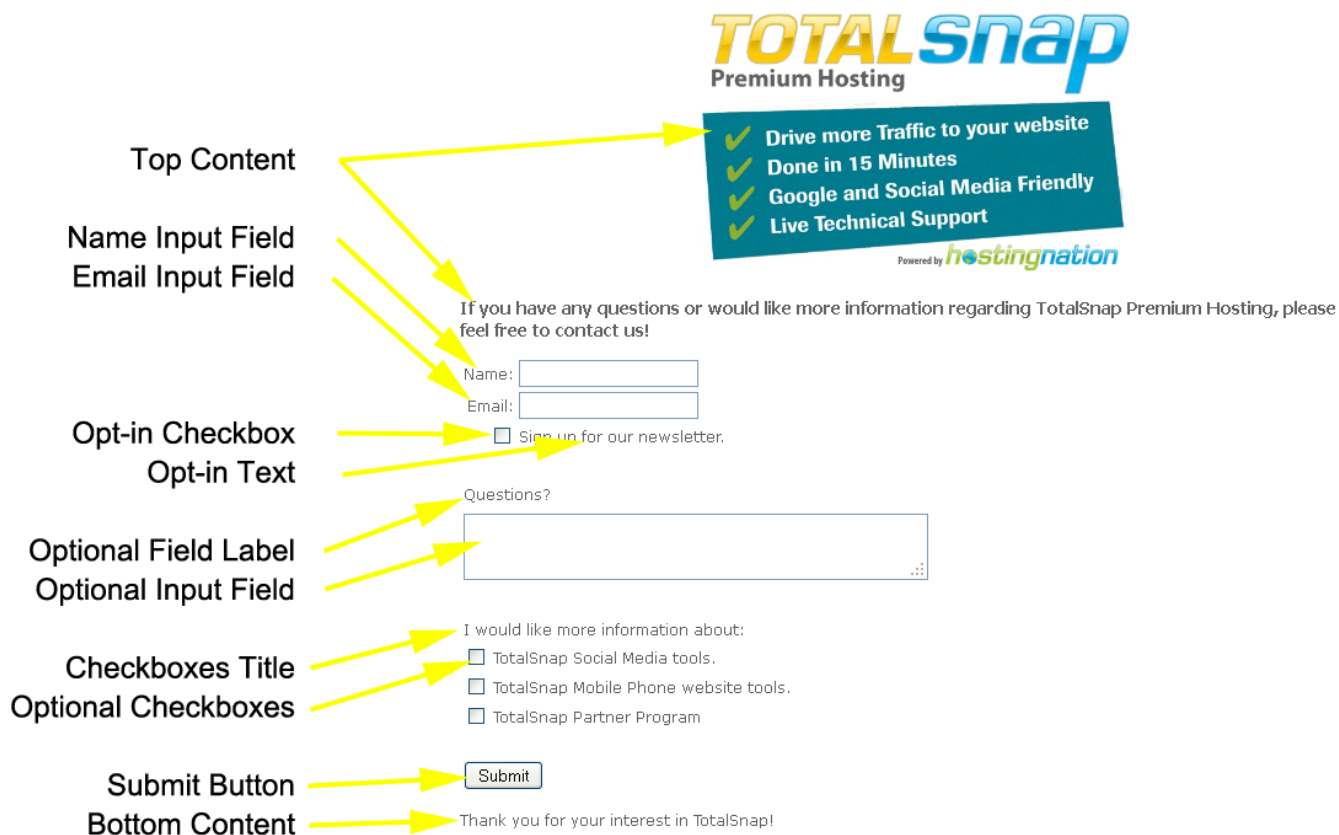
The second option in the “I want to change” dropdown in the “Social Networking” tab is labeled “Facebook Contest Page”. Selecting this option takes you to a form where you can configure a contest page, or customized contact form, specifically for Facebook.



Facebook contests are a great way to increase the number of people who like your Facebook page, find out information with regards to your company's fan base, and get more people talking about your business. Of course you can use this feature to create a form that does not involve a contest. You can create a custom contact form for any purpose you desire. Contests are one way of enticing visitors to communicate with others about your products and services.



The finished Facebook contest page is made up of several components in the following order:



There are four sections in the “Facebook Contest Page” area accessed by selecting one of four options in the “I want to change” dropdown. The first option is “Labels”.

X - Hide Edit Tools

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

Social Networking:

I want to change: Facebook Contest Page

Facebook Contest Content:

I want to change: Labels

Opt-in Text: Sign up for our newsletter. ?

Checkboxes Title: I would like more information about: ?

Optional Input Field Label: Questions? ?

Optional Input Field Label: ?

Optional Input Field Label: ?

The “Labels” section allows you to specify what text will precede each of your input fields. Any field that you don't want to use should be left blank. Blank fields will not show in your Facebook contest page.



The second option in the “I want to change” dropdown list is “Top Content”. Selecting this option will display a content editor exactly the same as the one used for editing page content.

X

Hide Edit Tools

Content

Global Colors

Logo/Banner

Navigation & Meta Info

Social Networking

Social Networking:

I want to change:

Facebook Contest Page

Facebook Contest Content:

I want to change:

Top Content

Top Content: ?

Page is Like Gated

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Link

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Styles

Format

Font

Size

Source

TOTALsnap

Premium Hosting

✓ Drive more Traffic to your website

✓ Done in 15 Minutes

✓ Google and Social Media Friendly

✓ Live Technical Support

Content specified here will display at the top of your contest page.



The third option in the “I want to change” dropdown list is “Options”. Selecting this option will display a series of 10 fields. Each field will display to the visitor as an option that they can check.

X - Hide Edit Tools

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

Social Networking:
 I want to change: Facebook Contest Page ▼

Facebook Contest Content:
 I want to change: Options ▼

Options: ?

Option 1: <input type="text" value="TotalSnap Social Media tools."/>	Option 6: <input type="text"/>
Option 2: <input type="text" value="TotalSnap Mobile Phone website tools."/>	Option 7: <input type="text"/>
Option 3: <input type="text" value="TotalSnap Partner Program"/>	Option 8: <input type="text"/>
Option 4: <input type="text"/>	Option 9: <input type="text"/>
Option 5: <input type="text"/>	Option 10: <input type="text"/>

The option fields will display to the user as a series of checkboxes that they can select.

The final option in the “I want to change” dropdown list is “Bottom Content”. Selecting this option will display a content editor exactly the same as the one used for editing page content.



X

- Hide Edit Tools

Content

Global Colors

Logo/Banner

Navigation & Meta Info

Social Networking

Social Networking:

I want to change:

Facebook Contest Page

Facebook Contest Content:

I want to change:

Bottom Content

Bottom Content:

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Page is Like Gated☐

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Align Center

Align Right

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Quote

Unquote

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List Numbered

List Task

List Check

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Image

Table

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Styles

Format

Font

Size

Source

Thank you for your interest in TotalSnap!

Content specified here will display at the bottom of your contest page.

Using the various options contained in the “Facebook Contest Page” section you can build a wide variety of contact forms and custom Facebook content. For information on adding TotalSnap to your Facebook business page, see the TotalSnap Facebook Integration Guide.

<http://support.totalsnap.com/2011/06/26/make-totalsnap-your-facebook-business-page>

This concludes the features contained on the “Social Networking” tab of the toolbar.



TotalSnap Photo Gallery

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



Main Menu

There are three options in the main menu of the Photo Gallery.

“Photo Categories” will take you to the category management area.

“Add Photo” takes you to the photo upload tool.

“View/Modify/Delete Photos” takes you to the photo management area.



Photo Categories



Add Photo



View/Modify/Delete Photos

Welcome to the Total Snap photo gallery administration area.

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

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



Photo Categories

After clicking “Photo Categories” in the photo gallery menu you will be presented with the category management screen.

 Photo Categories  Add Photo  View/Modify/Delete Photos

Add Category

New Category Name:

Show on front page slide show: ☐ Exclude from gallery: ☐

Add Category

Adding a Photo Category

The first area of the screen is for adding a new category for your images. To add a new category, type the name of the category in the input field labeled “New Category Name”.

Next there are two checkbox options to select. The first is labeled “Show on front page slide show”. Checking this option will take any images added to this category and rotate them in your banner area. If you specified a banner image in the Logo/Banner settings of the tool panel, it will be replaced by the slide show.

The second checkbox is labeled “Exclude from gallery”. Checking this option will prevent images in this category from being accessible via your photo gallery page.



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

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



Editing Categories

The second area of the screen is for modifying existing categories.

Edit Category

1. Select A Category: 1. test

2. Rename the category selected in dropbox above: 1. test

3. Show on front page slide show: ☐

4. Exclude from gallery: ☐

[Update](#) [Delete Selected Category](#)

To modify an existing category, select the category you want to modify from the dropdown list labeled “Select A Category”.

To change the name of the category enter the new name in the input field labeled “Rename the category selected in the dropbox above”.

If required, change the checkbox selections “Show on front page slideshow” and “Exclude from gallery”.

Saving the Category Changes

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

Deleting a Category

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



Add Photo

To add a photo to an existing category, click the “Add Photo” button in the Photo Gallery menu.



Photo Categories



Add Photo



View/Modify/Delete Photos

Select Category:

Photo Title:

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

Price

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

Purchase Button Text:

Photo Description

Select Photo:



There are eight steps to look at when adding a photo.

Select the Category

Step one is to select the category the photo belong to. Select the category by clicking the dropdown menu labeled “Select Category” and choosing the category the image will belong to.

Photo Title

Text that you enter into the input field labeled “Photo Title” will appear as the title for the photo.

Title Link URL

If you want the title of the image to function as a link to a web address, enter the web address in the input field labeled “Title Link URL”.

Price

If the image is serving as a product or service that is for sale, enter the price into the input field labeled “Price”.

Purchase Link

If there is a third party e-commerce system where the user can purchase the item or service, enter the web address for the system in the input field labeled “Purchase Link”.



A good example of a third party e-commerce system is PayPal. Bob Brasset sells his books via his TotalSnap website by using PayPal. After using the PayPal “Buy Button” generation tool, Bob took those PayPal links and applied them to the “Purchase Link” field of his TotalSnap image entry. For example the PayPal link to buy his latest book that was generated by PayPal is https://www.paypal.com/cgi-bin/webser?cmd=_xclick&business=6JWBKBS57ZDQ6&lc=CA&item_name=All%20Things%20Are%20Possible&amount=15%2e00¤cy_code=CAD&button_subtype=services&shipping=0%2e00&bn=PP%2dBuyNowBF%3abtn_buynowCC_LG%2egif%3aNonHosted

Purchase Button Text

If you have entered a URL in the “Purchase Link” field, you can specify the text that will appear in the buy button by entering the text in the input field labeled “Purchase Button Text”.



Photo Description

The larger input box labeled “Photo Description” is where you can type in a full, detailed description of the image, or of the product/service the image represents.



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



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

Photo Selection

The final step is to select the photo or image to upload. Click the “Browse” button located next to the field labeled “Select Photo”. You will see a dialog box where you can select the image file from your hard drive. Select the image you want to upload.

Saving the Photo/Image

You are now ready to save the photo/image. Click the “Add Photo” button. Once the image has been uploaded the add photo screen will be reloaded with the message “Photo Added”.



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



View/Modify/Delete Photos





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

The Image URL

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

Ordering

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

-  Clicking the arrow that points to the left will move the image to the very front (top) of the order.
-  Clicking the arrow that points down will move the photo towards the end of the order (down) one spot.
-  Clicking the arrow that points up will move the photo towards the beginning of the order (up) one spot.
-  Clicking the arrow that points to the right will move the image to the very end (bottom) of the order.

Deleting a Photo

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

Modifying Photo Properties

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



TotalSnap has many features to help you succeed in marketing your business online. The amount of things you can do is limited only by your creativity. The creators of TotalSnap will continue adding new tools and features to ensure your online marketing endeavors can grow and evolve with the latest advances in Internet technology.

If you have any questions about this user guide or TotalSnap, please visit our website at <http://totalsnap.ca>.



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