

# Invisible Gold 2.91 Documentation and Articles

How to create, edit, and manage your Invisible Gold powered website.

by John Waiveris

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## How This Book Was Made

This book is automatically created from pages of online documentation at [www.invisiblegold.com](http://www.invisiblegold.com). With each new version of software, the online documentation is updated, and thus the manual gets updated as well.

It's a great example of "single source publishing". It is similar to the way you can create a page on your website and send it out as an email newsletter. However, in this case, special formatting had to be added to make it fit on pages properly, add page breaks, etc.

You can help! We want to make the product and documentation as good as possible. If you have any questions or comments, please let us know at [www.invisiblegold.com](http://www.invisiblegold.com).

Thank you!

## Preface

This book is dedicated to the clients, developers, and users of the Invisible Gold website software. Without your energy, excitement, and feedback, there would be no product for this book to be talking about.

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## CHAPTER 1: Invisible Gold Quick Tour

Invisible Gold is an easy to use website building tool that allows you to maintain your website using a web browser. No need to worry about breaking the site (or paying for simple text or image changes).

It can include pre-programmed features such as a shopping cart, email newsletter management, and multi-user functions like discussion boards and member directories.

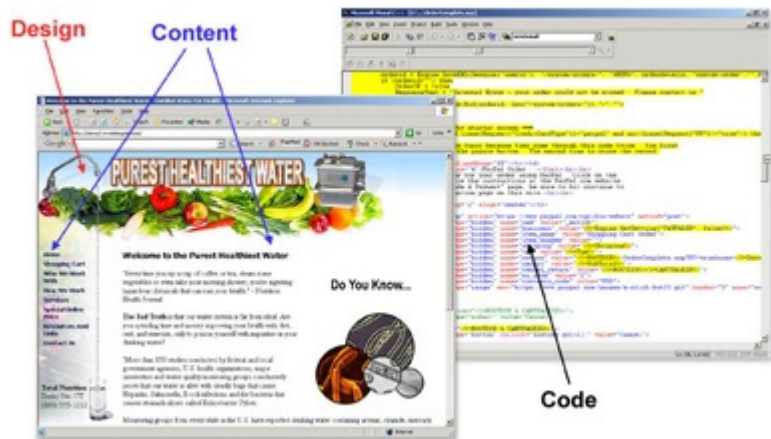
There are 5 levels of Invisible Gold to choose from: Basic, Newsletter, eCommerce, Multi-User, and Advanced Commerce.



### 1.1 Separate Content, Design, and Programming

Invisible Gold separates the content (text and pictures) from the graphic design (layout, colors, fonts) from the code (xsl, html, etc.), allowing them to be updated independently.

As the content expert, you can upload photos, edit text, add new pages, etc. using just a web browser. It is simple to make changes, and you don't need to worry about accidentally breaking the code or the design. This means that its easy to keep the information on your site accurate and up to date.



The website designer can use common tools like Macromedia Dreamweaver or Microsoft FrontPage to update the design of the site. Since it is separate it is far easier (and thus less expensive) to give the site a fresh look.

The code is what makes the site work. Invisible Gold is a product that is updated periodically several times per year. As new features are added, existing websites can be upgraded automatically. This means that your site stays current with technology and you enjoy new templates and other features free of charge.

## 1.2 Login

To make changes to your site, simply click the Login link at the bottom of any page. Enter your user name and password and you'll have access to the editing tools that appear at the top and left side of the website.

This is the administration interface that lets you manage your mailing lists, check traffic, etc. Click the logout button on the left to logout.

Who We Work With - How We Work - Services - Special Online Price - Resource  
Powered by Invisible Gold 2.8 - 11/22/2005 - Login



The screenshot shows the Invisible Gold login page. At the top left is the Invisible Gold logo, which consists of a globe icon and the text "Invisible Gold". In the center, the word "Login" is displayed in a bold, black font. Below this, there are two input fields: "Login:" followed by a yellow-highlighted text box containing the word "admin", and "Password:" followed by an empty white text box. A "Login" button is positioned below the password field. At the bottom of the page, there are three links: "[ [Change Password](#) ]", "[ [Send Password Reminder](#) ]", and "[ [New User Registration](#) ]".

## 1.3 Admin Interface

The administration interface allows you to make content changes or manage mailing lists and users, etc.

Notice the Guest Preview, Preview, and Edit buttons at the top. These allow you to preview the site without logging out.

There are five different levels of Invisible Gold. You'll only see buttons for the features available with level of Invisible Gold you have installed.



## 1.4 Icons

There are nine different icons that you'll see on the left side:

**Website** - Returns to the last page or home of your website.

**Lists** - Displays a list of mailing lists. These can be gathered from visitors or imported from other programs. It is available in all levels of Invisible Gold.

**Traffic** - This displays a list of visitors to the site and is available on all levels of Invisible Gold.

**Help** - This displays help documentation found on the [www.invisiblegold.com](http://www.invisiblegold.com) website. It is available in all versions of Invisible Gold.

**Logout** - This logs out your user account when you are done making edits.

**Orders** - Displays a list of orders that have been placed by visitors. It is only available in Commerce and Advanced Commerce.

**Users** - Accesses the user administrator system. This is only available in Multi-User and Advanced Commerce.

**Approvals** - This displays a list of pages that were contributed by users that don't have administrator access. It is only visible in Advanced Commerce (and depend on an optional setting.)

**Banner Ads** - This displays the ad management system. It is only available in Advanced Commerce.



## 1.5 Edit text

To edit text, click on the page you want to change, click the edit button on the page, and change the heading and/or text. Click save.

Note that most pages allow you to use HTML tags in the text if you want. Others using the Rich Edit template look more like a "What You See Is What You Get" editor (like Microsoft Word).

HTML tags include:

`<b>...</b>` - Bold

`<i>...</i>` - Italic

`<center>...</center>` - Center

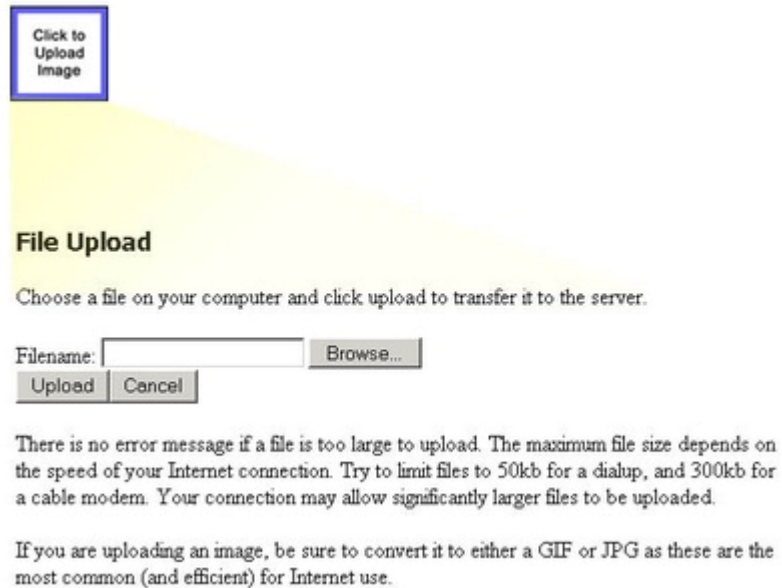


## 1.6 Uploading Photos

Images can be uploaded anywhere you see the "click to upload image" button. It will take you to the file upload page where you can select an image (.gif, .jpg, or .swf) from your computer and upload it to the page.

Once on the page, you can click the page properties button to change the position, size, caption, or ability to expand the image.

Note: Invisible Gold automatically compresses the images when uploaded, but it is best to reduce the size of the image first. Use a photo-editing program like Adobe Photoshop or one that came with your digital camera to make the file smaller in file size (under 300KB is best) and dimensions so your pages load quickly.

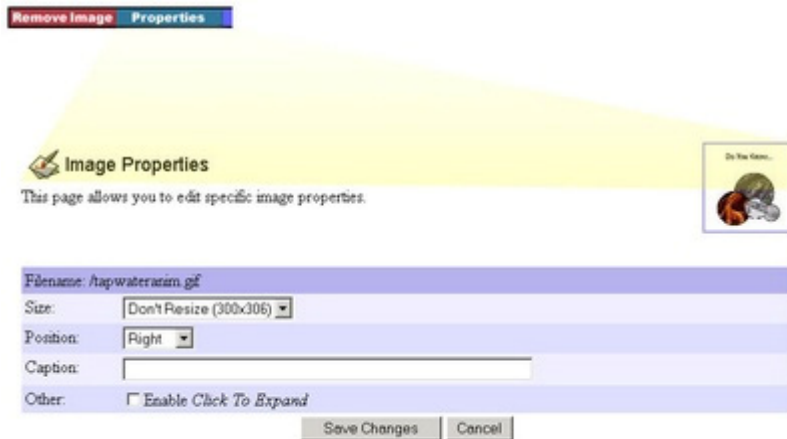


## 1.7 Image Properties

Once an image is on a page, you can click "Properties" to move it, resize, or enable "click to expand".

Images that are resized in the "Properties" are compressed and turned into .jpg files. This makes the file load faster.

However, if you want to use an animated GIF image, be sure to choose "Don't Resize" if you want it to continue to animate.



## 1.8 Create a new page

Anywhere you see a green "new" button on your site, you can click to create a new page. This will open up the Template library and allow you to pick the type of page you want to create.

Some websites have new buttons across the top, others have them in drop down menus, and others



have them on the left side. This depends on your website, and something a graphic designer can help you with.

## 1.9 Template Library

The template library lists all of the different types of pages you can create, such as a Calendar page, a Discussion List, a Download List, etc. Simply click on the page template of new page you want.

The page templates available to you depend on the level of Invisible Gold license on your site. For example, you can only use the Discussion List template if you have a Multi-User or Advanced Commerce Invisible Gold license.


You can also have custom templates created which then appear with red icons. These offer unique options such as event signup forms, special layouts, and special functionality. Roughly 30% of the Invisible Gold powered sites have some form of custom template.

You will not see the template library if you are using an Invisible Gold "Starter" license. It is also possible to set the "Child Type" for a page if you want to create several pages in a row using the same template. (Click Advanced to see this option.)

You might want to set a "Child Type" on a Newsletter page, for instance, so you don't have to choose the page template you want every time you click "new" to add a new issue.

## 1.10 User administration

The Multi-User and Advanced Commerce licenses add the ability to manage user accounts. You can allow different users to manage their own sections of the site, access hidden pages, contribute to message boards, etc.

 **New: Choose Page Template**  
You are about to create a new page, but first you must choose what template to base it on. Click and choose different categories of templates with the "drop down list" on the top right of the purple area.



Page Templates	Category: --ALL--
 <b>Blog</b> This template allows you to create regular dated postings like a diary. It lists the newest postings first and shows the date and the author.	List
 <b>Calendar</b> An interactive calendar that allows you to create events. It automatically starts on the current month and has alternate views to list events by year or category.	General
 <b>Contact Us</b> An editable page that allows the end user to fill out a form that sends an email to the site administrator. This is useful because it allows you to receive emails from the public without exposing your email address to spam.	Feedback
 <b>Custom Form</b> This is an advanced template that allows you to specify which fields are used to submit values. Include input tags in your html, but no form tag. You can also sign users up for a mailing list. NOTE: To have the values be placed into a mailing list, use either default	Feedback



Name	Description	Admin Tools
Everyone	All users including Internet guests.	
Administrators	People with complete access to the system	True edit
Photographers	People with regular accounts in the system	edit
Old Photographers	These are users that have been archived	edit

Create a New User    Create a New Group

## 1.11 Mailing Lists

The Basic license and higher include the ability to create and manage an online mailing list. On your website, you can create a mailing list signup page, and track users that request more information or place orders online.

Click the General list to add email addresses manually or import them from a .csv file (most programs like Microsoft Outlook, Excel, and database programs can export a list to a .csv file.) Add a new mailing list by clicking the "Create a New List" button.



## 1.12 Orders

The Commerce and Advanced Commerce licenses add the shopping cart function and the orders list icons to the admin interface. If you sell items online, your orders will appear here. The credit information, if included, will be viewable here. Manual or automatic processing can be set in the system tab allowing several cart options. You can create products for purchase using the Product or Product Catalog templates. Editing these allows you to set price, shipping, and other options.

Taking credit cards requires secure hosting and a merchant payment account and a gateway like Authorize.net which can automatically deposit funds into your checking account or process orders using PayPal or purchase orders.





## 1.13 Traffic

Every Invisible Gold website has the option to view graphs of website visitors on the Traffic page. There are different charts that show Pages Viewed, Repeat Visitors, Traffic Source, Visitors Online Now, etc.



## 1.14 Approvals

The Advanced Commerce license includes an approvals system so you can approve visitor submitted pages before they're viewable online. Approvals can also be used for new logins created by visitors who register with you for a free or paid account so they can edit their own information if enabled. This is useful for membership directories, etc.

When you click the approvals icon, you'll see all items waiting for approval. Approve them one by one or all at once, or after clicking to view the page an "approve" button will appear up top of any unapproved page.

**Pages Waiting Approval**

This page lists all of the pages on this site that have been modified since they were last approved. If a user with "Can Edit ACL" rights creates or modifies a page, it is automatically set to approved.

Page	Author	Type	Last Modified	approve	delete
<input type="checkbox"/> Discussion	admin	DiscussionList	2/5/2004	approve	delete
<input type="checkbox"/> Photography.edu	admin	DiscussionList	2/5/2004	approve	delete
<input type="checkbox"/> A comment (Ha, got to the top of the list...)	discussionlisttopic	discussionlisttopic	2/5/2004	approve	delete
<input type="checkbox"/> Comments come up in the wrong order	discussionlisttopic	discussionlisttopic	2/5/2004	approve	delete
<input type="checkbox"/> New Note	Fiona	simplepage	2/5/2004	approve	delete
<input type="checkbox"/> e-mail notice	discussionlisttopic	discussionlisttopic	2/5/2004	approve	delete
<input type="checkbox"/> Editing folders	discussionlisttopic	discussionlisttopic	2/5/2004	approve	delete
<input type="checkbox"/> New Note	Fiona	simplepage	2/5/2004	approve	delete
<input type="checkbox"/> Fiona	discussionlisttopic	discussionlisttopic	2/5/2004	approve	delete
<input type="checkbox"/> New Note	Fiona	simplepage	2/5/2004	approve	delete

## 1.15 Email Newsletters

An Invisible Gold website has the ability to send a webpage as an html email. This greatly saves time as you can publish news or updates to a page and send it out to your list via email (this is available in the Newsletter or higher license).

To send a page by email, click on the page, and click the Send Email button at the top of the page. You can then choose one or more User Groups and Mailing lists to send the email to.

If an email address appears on multiple lists, only receive one email. It will still include an unsubscribe link at the bottom that meets with the ICANN anti-spam law.

To test the way an email will look before sending, keep the checkbox checked for "Only send the email to me". When you want to send the email to a list, uncheck that box before hitting "Send Email".

**Send Email**

**Send Via Email**

This page allows you to email a page from your site to a group of users. Keep in mind that you should send a test email to yourself first, and choose an alternate text message as some users cannot receive html email messages.

From: 

NAME	ADDRESS
info@invisiblegold.com	info@invisiblegold.com

To:  Customers  Administrators  Authors  Sales  SelfRegister

Subject: Welcome to the Purest Healthiest Water

Message: The page, Welcome to the Purest Healthiest Water, will be packaged into an HTML email. Recipients that cannot receive HTML emails will receive the Alternate Text Message instead.

Send the page as I see it (preview).  
 Send the page as a guest would see it (guest preview).

Alternate Text Message: A message was sent to you in HTML format, but since your email program cannot read the format, a link to the page has been sent instead:  
http://demo2.invisiblegold.com/

Only send the email to me (useful for testing).

**Send Email** **Close**

## 1.16 Security

Every Invisible Gold website includes a security feature to restrict access to various pages if necessary. It is very flexible in that you can allow certain users the ability to modify their own pages, create new pages, view private pages, etc.

Create hidden pages that only you can see by creating the page to be hidden, clicking the Security button at top, clicking "New", choosing "Everyone" and changing the rights to "no". Apply changes.

**System**

**Page Security**

This screen shows the users and groups with access rights to the page, Welcome to the Purest Healthiest Water. Inherited rights cannot be changed here because they are applied to pages above this one. Local rights override the inherited rights and also apply to child pages.

Page ID: /

Local Rights	List	View	Edit	Delete Children	Add Children	Modify Security	
Administrators	Yes	Yes	Yes	Yes	Yes	Yes	Delete
Everyone	Yes	Yes					Delete

**New**

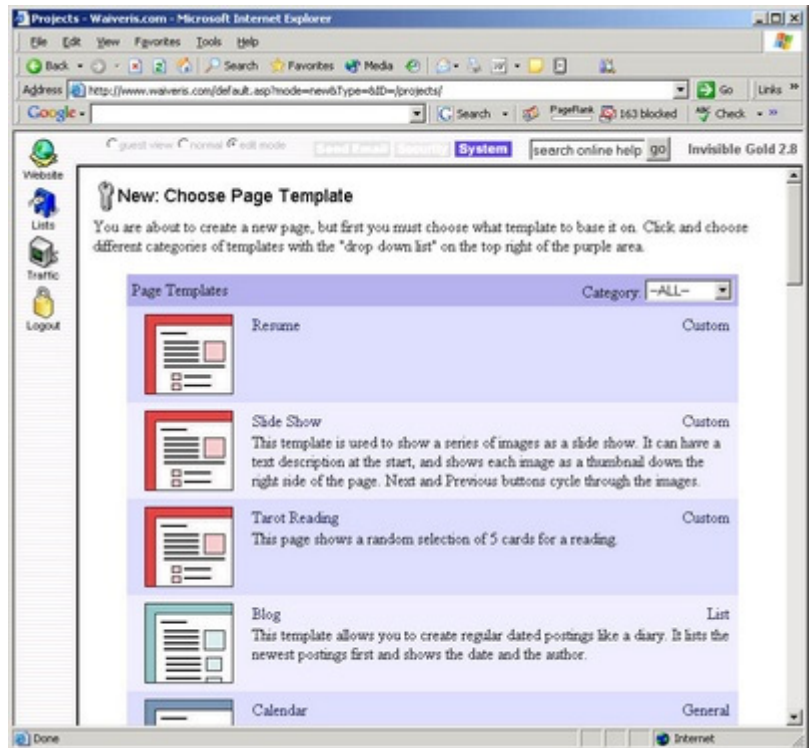
**Apply Changes** **Close**

## CHAPTER 2: Template Library

Every page in an Invisible Gold powered website is based on a page template. An IG template is a page layout with its own set of tools or features. When you click anywhere in your site, "New" to create a new page, the Select Template page gives you a list of page template choices.

Choose from built-in page templates like a calendar, discussion list, url list, etc. "Custom Templates" may have been created just for your site and therefore won't be described here, but will be listed with a red icon.

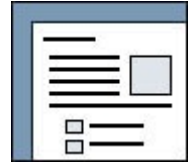
The design of the site (look and feel) is called a framework. The framework is not editable using the IG login tools. However, it can be updated at any time by your web designer.



All templates have text fields for you to enter a page title which also becomes the page title in the visitors browser window.

## CHAPTER 2.1: Default Page

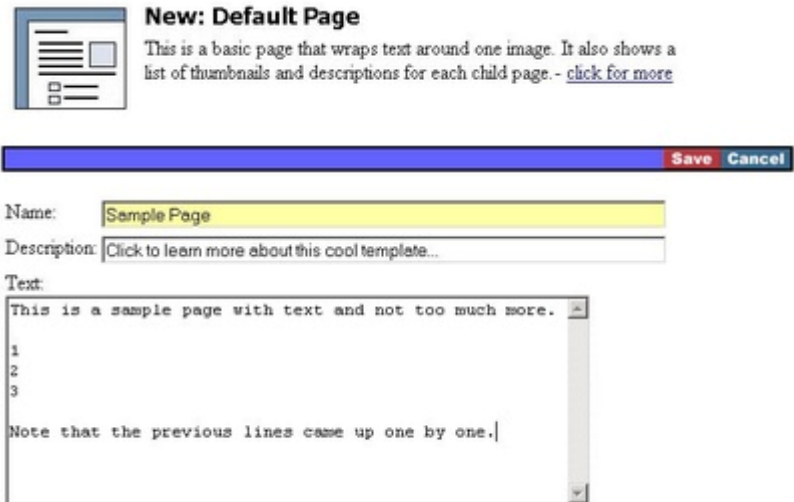
The default template is the most common page type. It allows you to specify a title, some text, add an image, and lists all child pages as links at the bottom. Use this one if you are in doubt about which template to use.



### 2.1.1 Name

The Page Title is the text in bold at the top of the page. It also acts as the link to this page (from other pages such as its parent). The page title, or a piece of it, is also used in the path to this page. This helps with search engines, and makes it easier for visitors to navigate your site.

The Page title field cannot take HTML text so be careful if you are using advanced features.



**New: Default Page**  
This is a basic page that wraps text around one image. It also shows a list of thumbnails and descriptions for each child page. - [click for more](#)

Name:

Description:

Text:  
  
1  
2  
3  
Note that the previous lines came up one by one.

Save Cancel

### 2.1.2 Description

The Description isn't actually displayed on a page directly. It's used to help visitors know what to expect of this page when they see a link to it. For example, if the homepage on your site uses the Default Template, then it will list links to all of the pages just below it (child pages) with each Image, Page Title and Description.

You may want to use a short snippet of the text on this page, or perhaps a description that tempts people to click and see the whole page.

### 2.1.3 Text

The text on the page is just a big text box. Type whatever you want and click save.

You can also use HTML. This can allow you to use different fonts and various other formatting. Be careful though as this template automatically replaces carriage returns with `<br>` tags. This means that you might need to put all of the html on one line otherwise the page will have lots of extra spaces.

## 2.1.4 Child Pages

You may have heard the term Parent Pages or Child Page. Think of a website as a genealogy tree. Every person is listed below his or her parents and has his or her child below.

A website can be described using a similar structure. The home page is the oldest relative. Each child page is listed below.

The Default Template automatically lists links to all of its Child Pages after the page text. Many other templates differ only in how they handle Child Pages. For example, the Simple Page doesn't display links to Child Pages. The Gallery Template displays them in a grid.

New

[Shopping Cart](#)

[Contact Us Page](#)

[New Calendar](#)

[New Custom Form Page](#)

[Sample Page](#) - Click to learn more about this cool template...

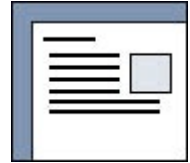
## 2.1.5 Image Handling

Images can be uploaded once you save the page. They can be GIF or JPG and can be resized and moved once they are on the site.

Note: Be careful what size file you try to upload though. Although images are scaled before they are displayed, big files can slow down the server, and they might be too large to upload. (This depends entirely on your internet connection speed. Regardless, try to limit images to 600 pixel wide or smaller before uploading.)

## CHAPTER 2.2: Simple Page

A Simple Page displays title and text. It doesn't show links to child pages. It is often in place of the Default Template page to hide links to the child pages.



### 2.2.1 Edit Options

When you create a Simple Page, there are just three options: Name/Title, Description, and Text. Just like other templates, the Name/Title will be displayed at the top of the page, Description will be used to describe links to this page, and Text will be the body of the page.

Once you save the file, you can upload an image and resize it or move it around.



**New: Simple Page**  
This page simply allows a title, text, description, and a photo. It does not list child pages. - [click for more](#)

Save Cancel

Name:

Description:

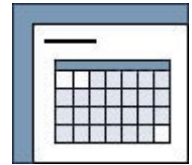
Text:

Save Cancel



## CHAPTER 2.3: Calendar

The calendar template allows you to display upcoming (and past) events on your website by creating events and setting their start and end dates. The calendar page always displays the current month and allows visitors to view different months, the whole year, etc.

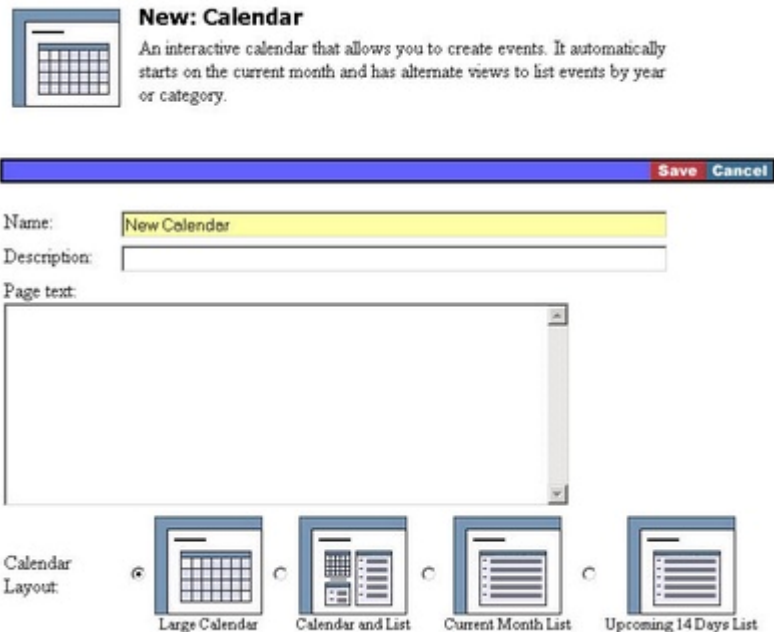


### 2.3.1 Different Layouts

There are currently three different layouts you can use for calendar pages. This doesn't effect the way events look, just the calendar page itself.

To change the layout, click EDIT on the calendar page. Scroll to the bottom. You will see four different icons representing layouts.

The **Large Calendar** layout looks like a typical calendar that you would hang on your wall. It has 7 columns for each week and shows a single month. Each day has it's events listed. If an event spans more than one day, it will be listed more than once. The current day is also highlighted in a slightly different color.



Note, if you use this layout, you'll probably want to use short event names so the calendar doesn't grow too long.

The **Calendar and List** template has proven to be quite popular. It has a tiny little calendar on the top left, and a list on the right. Each of the events also includes a description so you can give more information. Part of the reason it is so successful, it that it handles a small number of events (10 or less) for a single month quite well.

It also includes a little tool on the bottom left for choosing the month, year, or category.

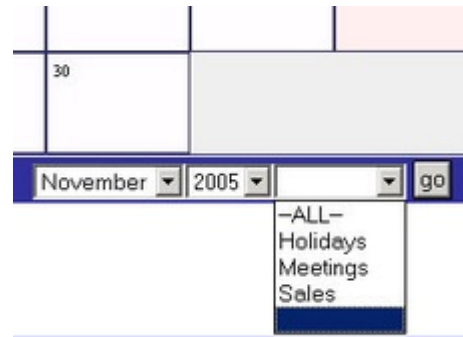
The **Current Month List** layout simply lists the events for the current month and their descriptions. It is simple and seems to work quite well for longer lists of events. (for example 20-100 events)

The **Upcoming 14 Days** layout is just like the current month list, except it displays the next 14 days. This tends to work well for a website that have many events constantly changing. The problem with the current month list is that people need to scroll down to the bottom of the page at the end of the month. With the upcoming 14 days, the next few events are right at the top. This has also proven to be a very popular layout.

## 2.3.2 Categories

Every event can have a single category. For example, you may want to list meetings, holidays, etc. on your calendar. The visitor will then have the option of only displaying one category at a time.

Set the categories by clicking EDIT on the calendar page. Scroll down to the bottom and type one category per line.



Note: Be careful to choose the right spelling and name. If you change the spelling later, it won't automatically update all of the events with the new category name.

Once you set a list of categories for the calendar, every event will have the option to choose one from the list.

## 2.3.3 Creating Events

Create new events by clicking on the NEW EVENT button on the calendar page. (You must be logged in or have "CREATE CHILDREN" rights on the page.)

Events have a name and a description. The name is what shows up on the calendar. The description is what shows up on the list of events under the name.

Each event also has a start day and an option to span more than one day (duration). If you choose 'custom end date,' there will be an option to also choose the end date.

The category option lets you group events so visitors can select just certain categories. The category shows up in the list layouts for the calendar in bold.

Once you save an event, you also have the option to click NEW and create subpages. This can be useful for creating signup sheets (products or custom templates), or add photos (slideshow) from a past event.

A screenshot of the 'New: Event' form. At the top left is a small calendar icon. To its right is the title 'New: Event' and a description: 'Each event has fields for the start date and a duration. It also has the option to be listed with one of the calendar's categories.' Below this is a blue bar with 'Save' and 'Cancel' buttons. The form fields are: 'name:' with a text input containing 'New Event'; 'Start:' with dropdowns for 'November', '25', and '2005'; 'Duration:' with a dropdown for '2 Days'; 'Category:' with a dropdown menu; 'Description:' with a large text area and a tooltip that says 'Text here will show up on the calendar list (month or year) with this event.'; and 'Text:' with another large text area and a tooltip that says 'Text here will only show up when the user clicks on the event in the calendar list. Leave it blank and they won't have the option to click.'



### 2.3.4 Deleting Past Events

The calendar also has an option to automatically or manually delete past events. This speeds up your website by deleting events that have an end date before today.

To make it automatic, click EDIT on the calendar page and scroll to the bottom. Check the box for automatically deleting past events and click save. Every day after midnight, past events will be deleted.

To manually delete past events, simply click the red button DELETE PAST EVENTS. They will be deleted immediately.



### 2.3.5 Special Options

A calendar also has some special options that allow it to integrate further into your website. For example, you can set the security to allow a specific user (or all visitors) to submit events to the calendar. You do this by setting the "CAN CREATE CHILDREN" option to YES under SECURITY.

Another option is to display calendar events automatically on other parts of the site. For more information talk to your website designer or visit the authoring section of this manual.

On the right is an example of a calendar event. The upcoming 10 days of events are shown in the right side of every page of this website. The layout of the right side navigation bar has been compressed to fit the small space.



## CHAPTER 2.4: Contact Us

The Contact Us template is primarily used for getting feedback from visitors. However, it has several options that can allow it to also sign visitors up for mailing lists, send email responses, and generate email to you website administrator.



One of the useful features of this template is that it can be used to receive emails from visitors without exposing your email address. Thus, making it harder for the spammers to send you junkmail.

### 2.4.1 Basic Options

The Contact Us template is just like any other page on your site. Create it by clicking NEW and choosing the template.

Title is the name for the page, and Text is the words on the page. Description (like all other templates) is the text that would accompany a link to this page.

You can also upload an image to this page and move it around just like other templates. (click Save first and you'll see the link to upload images.)



#### New: Contact Us

An editable page that allows the end user to fill out a form that sends an email to the site administrator. This is useful because it allows you to receive emails from the public without exposing your email address to spam - [click for more](#)

A screenshot of a web form editor. At the top right, there are 'Save' and 'Cancel' buttons. Below that, there are several input fields: 'Page Title' with the text 'Contact Us Page', 'Description' (empty), 'Text' (a large text area containing the placeholder text 'This is the text area. Just fill out information and it will be displayed here.'], and 'Button Text' with the text 'Send Me More Information'.

## 2.4.2 What Visitors See

When you save the page, it shows a form for visitors to fill out with their name and address. The additional field Button Text is simply the text on the button at the bottom. (For Example: "Send Me More Information")

Be sure to double check your email settings otherwise visitors might see an error page when they hit the submit button. See System Settings.

### Contact Us Page

This is the text area. Just fill out information and it will be displayed here.

First Name:

Last Name:

Email:

Organization:

Address:

City:  State:

Zip:

Telephone:  Fax:

Comments:

## 2.4.3 Email Response and Mailing Lists

The Email response is very similar to the success page. You give it a title (subject) and text. Note that first you need to check the box otherwise the email won't be sent. Second, be careful to NOT put HTML in the text area. If you want a link to a page, simply put the full address in the text and the recipient's email reader will turn it into a link.

Send Email  Yes

Response:

Email Subject:

Email Message:

We will response to your inquiry as soon as possible.  
If you don't hear from us, please call 555-1212.

Note: In the meantime, perhaps you'd want to visit <a href="http://www.invisiblegold.com/blah">Setting up a

When people fill out this form, the information can be saved in the mailing list checked below.

Mailing Lists:  General

Order

Second, the visitor will be added to any mailing lists that you check. It is a good idea to always have them added to at least one mailing list. It provides a way to remember when someone first contacts you.

## 2.4.4 Success Page

If you scroll down further while editing, there are more options to control the way the page looks to a visitor.

The Success Page page is what is displayed after the form is submitted. (If your email settings aren't correct, it will display an error message page instead.)

For example, you might want to say "Thank you!" and "Your information has been received. If you don't hear from us within 2 days, call us at 555-1212."

Feel free to be creative with this response. This is one of the areas where you can automate your website to require less direct interaction with clients. You also don't want to promise too much. Be careful as sometimes email messages get caught in SPAM filters. The text can also contain HTML which can open up options for links and/or images.

> Contact Us Page

### Thank You

We will response to your inquiry as soon as possible. If you don't hear from us, please call 555-1212.

Note: In the meantime, perhaps you'd want to visit [Setting up a new account page](#) to communicate with other customers.

> Contact Us Page

## 2.4.5 Email Settings

Email depends on two things. First, you need an email server that can send outgoing messages. Second, you need to specify email accounts that the messages will be sent from.

Finally, you have the option of setting an alternate administrator email address. Leave this area blank to use the default. (John Warveris <demo@invisiblegold.com>)

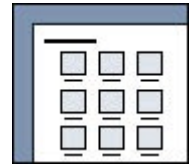
	NAME	ADDRESS
Admin Email:	<input type="text"/>	<input type="text"/>

Both of these are set in the system settings. For more information visit the System Settings page.

Note, the Contact Us form has an option to specify a different email address than the site's main email address. This can be useful if you have several people managing a site, or want to have specific forms go to different people. Be careful as it can be difficult to remember where custom email settings are if you make changes later on.

## CHAPTER 2.5: Gallery

The Gallery template is perfect for organizing several types of pages. It simply displays some text and or a picture at the top, and then all of the child pages as a grid below.



### 2.5.1 Various Uses

The most obvious use of the Gallery Template is to organize Slide Shows. However, it is good for organizing just about any group pages.

For example, it can display a list of Product pages in a grid. Each has a price, an add to cart link, etc. It can also display a list of articles, news pages, etc.

#### Email Newsletter Archives

Periodically we send out a newsletter of tips and tricks about using Invisible Gold and general internet topics. Feel free to sign up and rest assured that we won't sell your address to some spam list or inundate you with sales offers.

Click [here](#) to signup for the newsletter.

					
<a href="#">Invisible Gold Tips And Tricks</a> June 2003	<a href="#">Invisible Gold Tips And Tricks</a> August 2003	<a href="#">Invisible Gold Tips And Tricks</a> September 2003	<a href="#">Invisible Gold Tips And Tricks</a> October 2003	<a href="#">Invisible Gold Tips And Tricks</a> November 2003	<a href="#">Invisible Gold Tips And Tricks</a> December 2003
					
<a href="#">Invisible Gold Tips and Tricks</a> February 2004	<a href="#">Online Strategies - Different Types Of Websites</a> April 2004	<a href="#">Online Strategies</a> June 2004	<a href="#">Online Strategies</a> July 2004	<a href="#">Online Strategies</a> September 2004	<a href="#">Online Strategies</a> November 2004

## 2.5.2 Creating a New Gallery

You create a Gallery Template page just like any others. Click NEW, give it some text, and click save.

Note: There is one extra option at the bottom of the edit page. It specifies the icon size. If you choose Medium icons, there will only be two per row. If you choose Small icons, there will be four. If you choose Extra Small icons, there will be six.



### New: Gallery

This template shows a grid of thumbnails for each child page. It is particularly useful for a collection of photo slide shows, artworks, products, etc. (Note: If you just want to upload photos - check out the Slide Show template instead.)- [click for more](#)

Name:

Description:

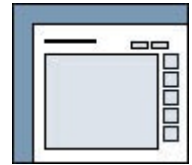
Text:

Gallery Layout:

XSmall Icons  Small Icons  Med Icons

## CHAPTER 2.6: Slide Show

This Slide Show template displays a collection of photos or graphics. You can display them in various layouts, and can set captions on each one.



Images automatically display in alphabetical order. The files from most digital cameras will show up in order. However, if you want them to come up in a different order, rename the files before uploading.

Tip: This template works quite well as the child of a Gallery template. This way you can create a "collection of slideshows" Gallery page.

### 2.6.1 Edit Options

Create the Slide Show template like any other page. Once you give it a name/title, description, and text, choose an image layout and click save. Upload some images. You can click edit again to see what other layouts look like.



#### New: Slide Show

This template is used to show a series of images as a slide show. It can have a text description at the start, and shows each image as a thumbnail down the right side of the page or in a grid at the bottom of the page. Next and Previous buttons cycle through the images. - [click for more](#)

**Save Cancel**

Name:

Description:

Text:

Slideshow Layout:

Icons On Right  XSmall Icons  Small Icons  Med Icons

**Save Cancel**

## 2.6.2 Using the Slide Show Page

The Slide Show page displays text and title at the top and then the images in a grid. If you click on any image slide show mode is enabled with "Next" and "Previous" buttons at the top so you can cycle through the images.

Note: Next and Previous go to other images in the slide show. Start goes back to the initial page that shows the text and grid of thumbnails.

Half Moon Villa

Start Prev Next



IMG\_0834.jpg (5 of 6)



## CHAPTER 2.7: Static List

The Static List template is one of the workhorses of Invisible Gold powered sites. (for example, most of the pages in the help section use it.) It works like other templates - there is an image at the top along with text and title. Then it shows every child page in a list. Each has an image, a title, and text.



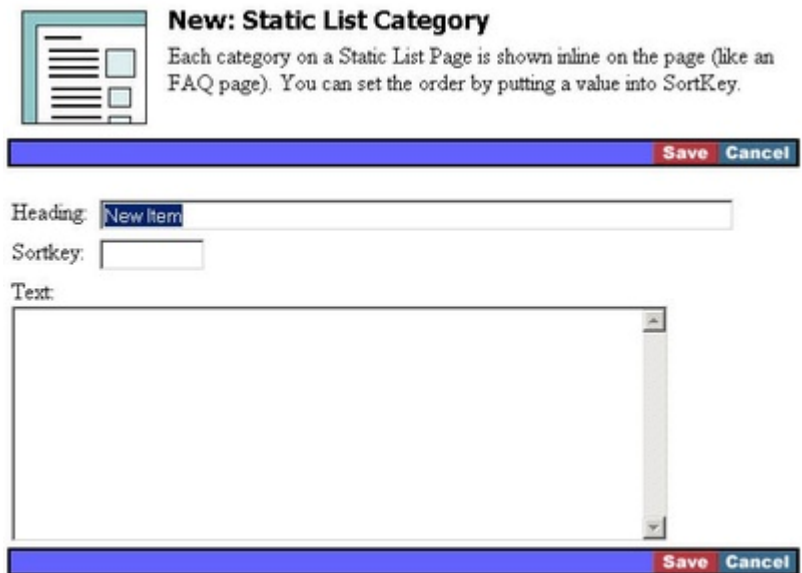
Note: This template works like the FAQ, Download List, and URL List templates.

### 2.7.1 Edit Options

The Static List doesn't have any special edit options. You just create the page, add title text and hit save. Use the New button to create the list sections on the page.

Since child pages are displayed as sections on the same page, changing from other templates (such as a default page) will show the contents of each child page.

Each section has the option for a Title, Text, and a Sortkey. The Sortkey is used to set the order of the sections (numerically)



**New: Static List Category**

Each category on a Static List Page is shown inline on the page (like an FAQ page). You can set the order by putting a value into SortKey.

Heading:

Sortkey:

Text:

Save Cancel

## CHAPTER 2.8: URL List

The URL List template is used to show a list of links to other sites. It looks and acts very similar to a Static List and Download List template. However, each URL section you create also has a URL and Link Text.



For example:

URL: <http://www.invisiblegold.com>

Link Text: Easy-to-Edit website tool

If you don't use either of those fields, it will look exactly like a Static List.

### 2.8.1 Edit Options

Creating a URL List is just like any other template: click a green New button to create the new page and enter a title/name, description and text.

Once you click Save, click the green New button to create new URL sections below the text. Each section has a Title, Text, a Website address, Link Text, and a Sortkey (which is used to set the order of the sections numerically).

The links automatically open up in a new window.



**New: URL List Item**

Each item in a url list has a name, a link, and a description. Be sure to include the <http://> in the address. You can set the order on the page by putting a value into SortKey. - [click for more](#)

**Save Cancel**

Name:

Website Address:  (ex: <http://www.invisiblegold.com>)

Link Text:  (ex: Invisible Gold - editable websites)

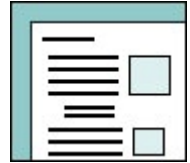
Sortkey:

Text:

**Save Cancel**

## CHAPTER 2.9: FAQ

An FAQ page stands for Frequently Asked Questions. It is very similar to a Static List template. That is, it has text at the top, and then a list of sections that have a title, text, and an image.



However, the FAQ page also has a list of links at the top that jump to each question below. The intended use is for a list of questions that visitors might want answered. Create the page, and then create a section for each question. Thus, you can have one long page with a list of topics up at the top.

### 2.9.1 Other Uses

An FAQ page has more uses than just a list of questions. Many people use it to list the staff at their company, or for tutorials. It lists the steps at the top to give people an idea of what steps are involved. (much like a table of contents)

#### Creating An html Newsletter

This article describes steps to follow to create an HTML newsletter for your Invisible Gold 2.0 powered website.

##### Introduction

- [1. Start On Your Site's Homepage Logged In As Administrator](#)
- [2. Click On Lists](#)
- [3. Create a New List](#)
- [4. Click on New User](#)
- [5. Create The Newsletter Page On The Site](#)
- [6. Choose A Page Template](#)
- [7. Enter Page Text](#)
- [8. Create the Archives Page](#)
- [9. Create A Newsletter To Send](#)
- [10. Send A Test Message To Yourself](#)
- [11. Verify The Message Got Sent](#)
- [12. Check Your Email](#)
- [13. Send The Message To The List](#)
- [14. Check Traffic Logs](#)
- [15. Create A Signup Page](#)

##### **Introduction**

An HTML newsletter is a great way to stay in touch with clients and groups of users. Invisible Gold gives you the ability to send a page from your site directly to someone's inbox. It behaves the same, has the same information, and brings people to the real site. Recipients have the option to unsubscribe, and your traffic logs indicate how many visitors come from newsletter.

## 2.9.2 Adding Sections or New Topics

Click New at the top of the list to create new topics. Give each a title, text, and a Sortkey. The Sortkey is used to order them numerically.

The FAQ works just like a Static List template. Click on Advanced to change the page type to a Static List which eliminates the list of sections at the top.



### New: FAQ Category

Each category is a section of an FAQ page. There will be a link at the top and the category will be listed in the page. You can change the order by putting a value into SortKey. - [click for more](#)

Save Cancel

Link:

Sortkey:

Text:

Save Cancel

## CHAPTER 2.10: Download List

A download list template can be used to distribute files to your visitors such as audio clips, word documents, executables, and PDF files.



It is very similar to the static list template. the only difference is that it automatically displays links to the files and it has an option to display a link to the Adobe site to download Acrobat (for reading PDF files).

### 2.10.1 Creating a Download List

Create a Download List the same way as any other template. Click NEW and give it a name and text.

Note the extra options at the bottom. The first simply shows a link to the Adobe Acrobat site if it is checked. It is useful if you want to list PDF files.

PDF files are great to distribute as they don't readily hold viruses, and don't require any expensive software on the client's computer. Other files such as Microsoft Word or Excel require at least some form of Office be installed.



Name:

Description:

Text:

Options:  Show link to Adobe website to download Acrobat.  
 Show links to download images as files

There are several applications on the market to generate PDF files (inexpensive or free). They are installed like a printer - so you can "print" files on your computer to create a new PDF file. You can then upload the PDF file to this page for visitors to download.

The second option at the bottom shows links to images. This is really only useful if you have large images that you want to distribute along with links. (for example - print resolution images for a media kit.)

## 2.10.2 Adding Files

Once you save the page, you can click the upload button to send files to the page. Keep in mind that a large file will take a long time to upload.

You can also create groups of files to download. To create a group, click the NEW button. Give the group a name, a Sortkey, and some text. When you hit Save, you can upload files to the group.

Note: Sortkey lists items by the number in Sortkey.



### New: Download List Category

Each download list can have categories of files to download. You can set the position using SortKey and choose whether uploaded images are listed as files to download. - [click for more](#)

Save Cancel

Name:

Sortkey:

Text:

Options:  Show links to download images as files.

Save Cancel

## CHAPTER 2.11: Highlights Page

The Highlights Page template works well as the homepage for a newspaper or a Chamber of Commerce. It allows you to take up to 5 pages inside of your website and highlight them on the homepage.



Each item has its title, a thumbnail image, and some of its text. It makes it very easy to update the homepage.

### 2.11.1 Creating a Page Highlights Template

The Highlights Page can be used on any page on your site. Paste up to 5 different page addresses in the fields and snippets of these pages will be displayed when you click save.

Note: It is very common to change the homepage of a site to use the Page Highlights template. You do this by clicking on Advanced, and changing the Page Template to PageHighlights. Click Save and it will use the new template. Click edit again and you will see the new options.



#### Carol Sing

Thursday, December 1: The holiday season will come alive w...[click for more](#)



#### Windsor's Torchlight Parade

Saturday, December 10: Join the fun as fire trucks, flatbed...[click for more](#)

#### Toy Drive

It is that time of year already and our Emergency Services elves have been hard at work getting ready for our big toy drive. This is our fourth year and we are bigger and better than ever!

Last year we not only had a huge success with our toy drive, we held a spectacular Santa giveaway where hundreds of Windsor's children got to see Santa and receive a box of specially wrapped gifts to bring home for the holidays! It was wonderful and we could not have done that without your support.

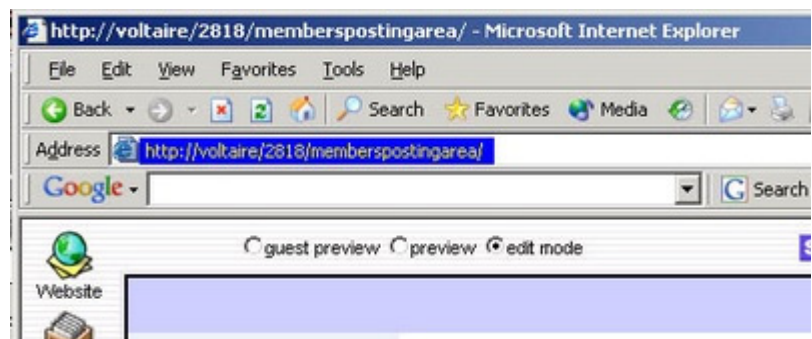
This year, with fuel costs going so high, we are already seeing an increase in families that need assistance. We are hoping that you will be as generous as in the past!

Please see our [Wish List](#) and email the Chamber with the item(s) you have purchased. Drop off donations at William Raveis Cocomo Associates at 176 Broad Street or at the Public Safety Complex at 340 Bloomfield Avenue **by December 11th**.

### 2.11.2 Featured Page IDs

The next common question is, "How do I know the page ids?". This is actually simpler than you might imagine. Save the page for the moment, and navigate to one of the pages you want to feature.

The id of a page is everything in the webpage address except for the your domain name. For example, if a page address is <http://www.invisiblegold.com/support/articles/>, you would enter [/support/articles/](#) into one of the featured page id boxes.







## CHAPTER 2.12: Site Map

The Site Map template is one of the great new features in Invisible Gold 2.9. It allows you to show a list of the top level pages on your website. Some users swear site maps as the easiest way to navigate a site. Others don't use them at all. Also, some search engines are said to use site maps when indexing websites for their databases.



### 2.12.1 Creating or Editing a Site Map

This template is remarkably simple. Simply create the site map page and add text. Once created, the site map shows links to all top level pages on your site, and child pages on your site.

Hidden pages will not display in the site map.

#### Site Map

##### News and Events

- [Latest News](#)
- [News Archives](#)
- [Email Newsletter Archives](#)
- [Email Newsletter Signup](#)

##### Support

- [Articles](#)
- [Classes](#)
- [Online Documentation](#)
- [Technical Support Questions and Answers](#)

##### About Invisible Gold, LLC

- [Client Portfolio](#)
- [Case Studies](#)
- [Contact Us](#)
- [Directions](#)
- [Saving the Environment](#)
- [Partners](#)
- [Terms of Use and License Agreement](#)

##### Products

- [Quick Tour](#)
- [Try a Live Demo](#)
- [Product History](#)
- [Answers](#)

##### Downloads

- [Invisible Gold 2.8](#)
- [Legacy Versions](#)
- [Other Downloads](#)

##### Registration

## CHAPTER 2.13: Mailing List Signup

The Mailing List Signup page is a simple page for allowing visitors to sign up for one or more of your mailing lists.



### 2.13.1 Creating a new Mailing List Signup Page


Give the page a Name, some text, and check off the mailing lists the user should have the ability to join.

Note: It doesn't automatically send an email to the administrator or visitor confirming the signup. For that functionality, you should use the Contact Us template.



#### Edit: Mailing List Signup

This template presents the user with a form to fill out to join one or more mailing lists. It asks for full address information- [click for more](#)

A screenshot of the 'Edit: Mailing List Signup' form. At the top, there is a blue bar with 'Save' and 'Cancel' buttons. Below this, the form fields are: 'Name:' with a text input containing 'Mailing List Signup'; 'Description:' with an empty text input; 'Mailing Lists:' with two checkboxes: 'General' (checked) and 'Order' (unchecked); and 'Text:' with a large empty text area. At the bottom, there is another blue bar with 'Save' and 'Cancel' buttons.

## 2.13.2 Multiple Lists

If you check more than one mailing list in the edit page, website visitors will be able to choose which mailing lists they want to join.

### Mailing List Signup

First Name:

Last Name:

Email:

Address:

City:  State:

Zip:

Telephone:  Fax:

Put a check next to the list or lists that you would like to join:

- General
- Order

## CHAPTER 2.14: Blog Template

No doubt you've heard the term blog. It's been in the news as a new way for people to keep online journals. It's even been touted as the future of the internet.



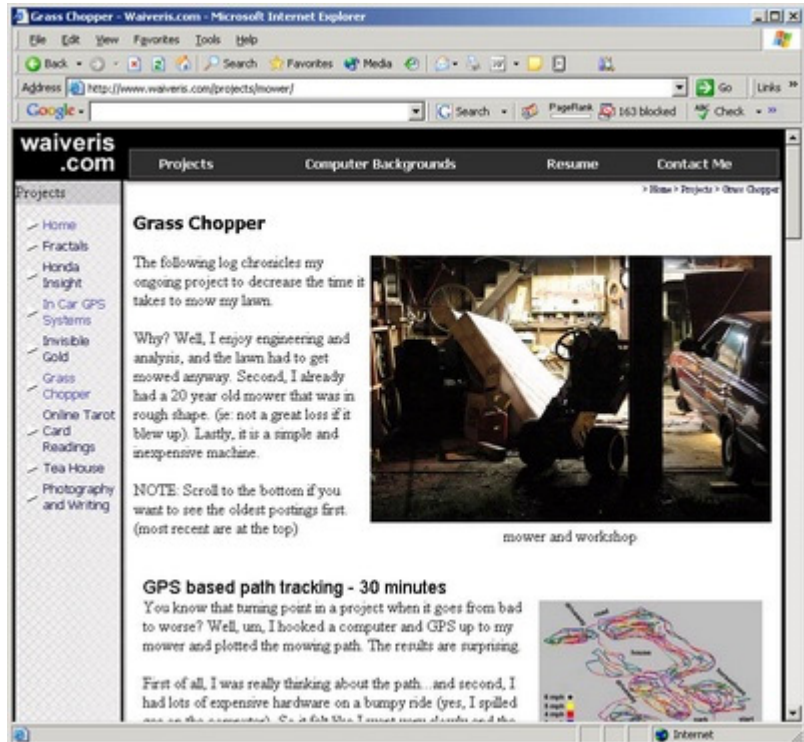
In reality, a blog is just a simple editable website. The term is short for "web log". Like a journal it gives the ability to post journal entries and have them listed by date.

### 2.14.1 Sample Blog

Soon after creating this template, I created my own blog. It was simple enough - I just started tracking the time it would take for me to mow my lawn.

I created the new page and wrote a short introduction at the top. I also uploaded an image.

Every couple of weeks, I would take a photo and write a short 2-3 paragraph description of the latest mowing. This would show up at the top of the list with the date that I posted it.

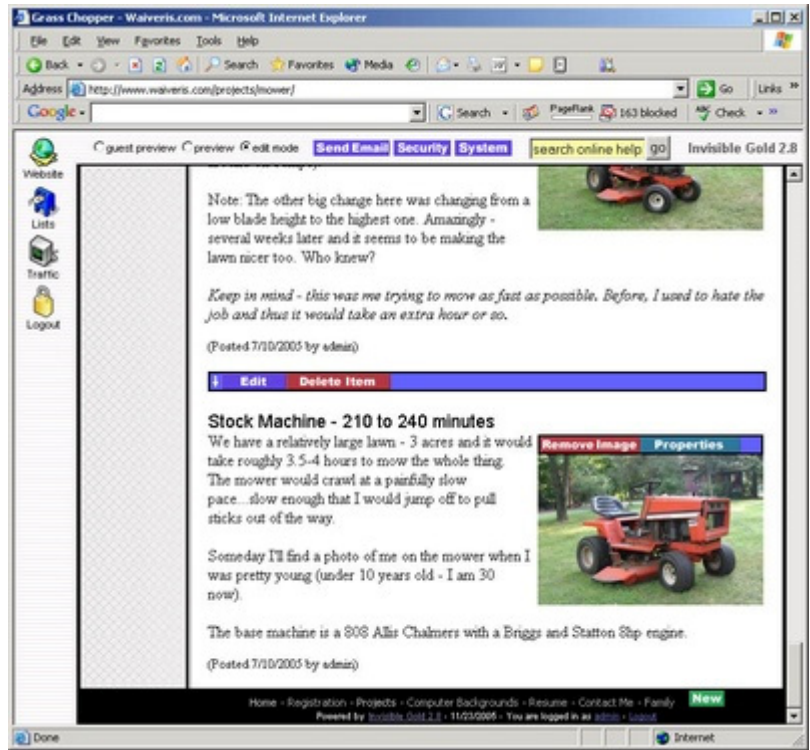


## 2.14.2 Creating Pages

The blog template is like a list. Each section is listed down the page. It is like a "Static List" template but you cannot change the order of the sections.

You can edit any of the past sections by clicking on the EDIT button above it.

You can add new sections by clicking on the new at the top of the list of section.



## CHAPTER 2.15: Custom Templates

Every page in your site is based on a template. Most of them are based on templates that all Invisible Gold customers can use. However, you can also have custom functionality built into Custom Templates that are unique to your site. A certified Invisible Gold designer will need to create custom templates for you.



## CHAPTER 2.16: Custom Form

The Custom Form template is very powerful. It's also widely misunderstood. It allows you to create a custom form using HTML that submits information just like a contact us template. If you are just starting out, you might be better served by the Contact Us template.



NOTE: Unlike most other templates, the text area does NOT automatically replace newlines with `<br>` tags. If you want two lines to be separated by a break, you'll need to put `<br>` tags in the text.

### 2.16.1 Basic Theory

The Custom Form template is just like a Contact Us template except it doesn't have any input fields. Thus, it is completely up to you to put whatever HTML you want into the text area. Otherwise, it is identical and allows the success page, email response, and mailing list signup options.

Note: It DOES provide the form start and end tags so do not include those in your HTML. You do need to provide the input fields and a submit tag.

### 2.16.2 Input Tags

The input tag is simply HTML that looks like the following:

```
<input type="text" name="email" value="sample@invisiblegold.com">
```

You may want to read the section about simple HTML tags or search on the internet for a basic understanding of the different options. (you can have drop down lists, check boxes, radio buttons, etc.)

The Contact Us form automatically generates javascript for any input tag that has the following parameter: `id="required"`. This means that you can set specific text fields as required and the user won't be able to submit the form until they have at least some text in them.

```
<input type="text" name="email" value="sample@invisiblegold.com" required="true">
```

### 2.16.3 Submit Tag

The submit tag is just a submit button. Your option is basically to set its position, name and value:

```
<input type="submit" name="submit" value="Click To Submit Form">
```

## CHAPTER 2.17: Discussion List

The discussion list allows website visitors to post comments and discuss topics. It's also known as a message board or a bulletin board.



It maintains a list of "threads" or discussion topics. Logged in users have the ability to read threads and submit their own comments.

Note: This is a feature that is only available in the Multi-User and Advanced Commerce licenses of Invisible Gold.

### 2.17.1 Creating a Discussion List

Click NEW to create a new page and choose Discussion List. Give the page a name and some text and click save. It is very important to set the security to give the right to Add Children to whomever should have the right to submit comments on the discussion list.



#### Edit: Discussion List

An area for logged in users to discuss topics. This works quite well with self-registered user accounts. Be aware that it allows users to upload images and files. - [click for more](#)

Save Cancel

Name:

Description:

Text:

Note: Discussion lists start out with tight security. Once the page has been created, click on Security and grant the proper users the right to "Create Children".

Save Cancel



## 2.17.2 List of Threads

The new discussion list will show a list of threads. At the bottom there will be a link to start a new thread, or a Login button if a logged in user doesn't have rights to submit threads.

The threads are listed 10 per page and there is a link to switch to more pages. They are listed with the newest (or most recently responded to) threads at the top.

As an administrator, you also the ability to delete threads when you are logged in.

### Technical Support Questions and Answers

If your question isn't answered below, please go to the [Contact Us](#) page and send us an email. We'll answer it for you, and everyone else at the same time.

NOTE: To search the archives, use the search field located on the navigation bar.

[Login To Start A New Topic](#) page 1 2 3 4 5 6 ➔

Topic	Last Post	Author
<a href="#">Client Edited Template Library</a>	10/18/2005	kkaprielian
<a href="#">Setting Up Notebook</a>	10/6/2005	kkaprielian
<a href="#">I have the product installed... and now how to I create an Invisible Gold powered website?</a>	9/22/2005	admin
<a href="#">Register Link after 2.8 Upgrade?</a>	8/15/2005	admin
<a href="#">Funny Images for 2.8???</a>	8/15/2005	admin
<a href="#">Custom Form Template... ?</a>	8/15/2005	admin
<a href="#">2.8 - Email Newsletters Seem to take a while to send</a>	8/15/2005	admin
<a href="#">Can my home page look different than the other pages?</a>	8/15/2005	admin
<a href="#">Automatically list new members for a Chamber of Commerce Site</a>	8/15/2005	admin
<a href="#">Can users change their own passwords? (I think this is yes, but I'm just double checking)</a>	8/15/2005	admin
<a href="#">_ASP files in the same website?</a>	8/15/2005	admin
<a href="#">Animated GIF files</a>	8/15/2005	admin
<a href="#">Removal of "Name" field in editable area.</a>	8/29/2005	kenk
<a href="#">Copy Paste in Rich Edit</a>	8/29/2005	kenk

[Login To Start A New Topic](#) page 1 2 3 4 5 6 ➔

## 2.17.3 Responses

When you click on a thread, you see the responses listed right below. A long thread will therefore be a long page to scroll through.

On the left, you'll see the name of the person that wrote the comment, the time they posted it, and a delete button if you are the administrator.

Down at the bottom you see a box where you can type your response or a login button if you don't have the right to Add Children.

### Client Edited Template Library

[Return To Topics List](#)

Author	Message
kkaprielian 10/18/2005 12:40:30 PM	<p>Clients can edit their own IG templates. Move a template from currentversion into templates directory to insure persistence.</p> <p>I was able to force the "Memebers Posting" to fall in line with our "maintext" css call.</p> <ol style="list-style-type: none"> <li>Find the correct template file under currentversion.</li> <li>Copy the folder to the upper templates area.</li> <li>Modify: ex (a class="maintext") call in the appropriate td cell.</li> <li>Change the import href to read:  <code>../system/currentversion/templates/system.xml</code></li> <li>Try it out. IG reads the upper template area first.</li> </ol>
admin 10/18/2005 3:47:32 PM	<p>Ken,</p> <p>You are right... It's easy to make the mistake on your d. item. (I do it all the time.) The only other thing I'd add is that custom templates (those under /templates) are not upgraded along with the system. Everything under /System is tested and replaced with each new version of IG.</p> <p>Regardless, nice work. There is alot you can do with this.</p> <p>-John</p> <p>PS: I'll tag the discussion list to use the maintext css piece and include it in the next version.</p>

[Login to Post a Response](#)

## CHAPTER 2.18: Virtual Page

When a visitor tries to access a virtual page, it automatically redirects them to its first child page. The Virtual Page is then effectively hidden (unless you are in edit mode).

Starting with 2.9, it also adds the ability to jump to other pages on your site or other sites. It's particularly useful for creating a link in a drop down menu or side navigation to a page outside your site.

A newer version also adds the option to open in a new window. However, this may be blocked by "Poppup Blockers".

In Edit Mode, the page displays FIRST CHILD and a list of the child pages. Note, it chooses the first child based on Sortkey, and then Alphabetically.

### SPECIAL PAGE - Jump to First Child

This is a special page that is normally hidden. When a visitor goes to the page, it automatically jumps to the first child page.

First Child Page: [New Calendar](#)

Child Pages:

[New](#)

[New Calendar](#)



## CHAPTER 2.19: HTML

The HTML template is specialized and gets limited use except by Advanced users. Remember, almost every template allows you to use HTML in the page text.



The HTML page doesn't automatically put in the title at the top of the page. It also doesn't automatically handle the image. Most important, it doesn't automatically replace carriage returns with `<br>` tags.

Its use is primarily limited to users that have existing HTML and want to paste it into an Invisible Gold powered site without modification.

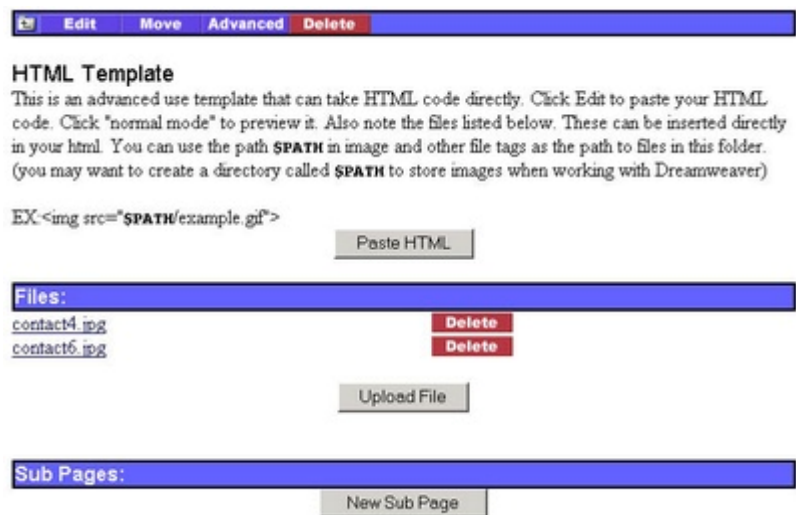
### 2.19.1 Image Handling

Pasting in HTML might make sense (especially if you already have experience with it). You'll need to upload image files that are referenced in your html.

Change links to those images as `$PATH/filename`. For Example: ``

This automatically points to an image in this page called `example.gif`.

Note: In edit mode the page will look like the image to the right. In Preview or Guest Preview modes, it will display the html that was pasted in.



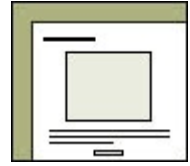
### 2.19.2 Title and Sub Pages

The Title of the page doesn't make sense from a pure HTML standpoint. However, remember that every page in an Invisible Gold site has a name or title. This is what will show up in navigation bars that point to this page. It is also used to generate the address of the page.

Subpages work almost the same way. You can create an HTML page and have regular pages below it. You can also create other HTML pages that link amongst themselves.

## CHAPTER 2.20: Product

Besides Custom Templates, Product pages are the only types of page that can use "Add to Cart". The Product Template is only available in the Commerce and Advanced Commerce versions of Invisible Gold.



Products can be listed on many different types of pages. However, the Product Catalog, Gallery, and Default are the most common.

### 2.20.1 Basic Edit Options

When you create a Product, you have the option to enter the Name/Title, Description, SKU #, Size, etc. as text.

Be sure to use just a number (with a decimal like 125.00) in the Price field. This is the price that is used in the Shopping Cart. The same is true with Shipping. Shipping can be set to 0 or any number here. There is also a system option that adds an amount of Shipping/Handling based on the total cart value. (see system settings for more information)

**Status** and **Quantity Available** can both be used to make a product unavailable for sale. It will then automatically display the "Not For Sale Text" instead of a Price and Add To Cart button.

**Quantity Available** allows you to restrict the number of an item that can be added to the cart at any time. For example, if you have 3 of a certain product left, and someone adds 4 to their cart, it will automatically restrict it. However, keep in mind that two people can add 3 to their carts independently and it won't restrict them. It also doesn't automatically reduce the number of items available when they are purchased. You must decrease your inventory quantities manually if you use that field.

**Edit: Product**  
This is a product page for use with the shopping cart. It shows a large image of the product, text information, and a link to add it to the cart. - [click for more](#)

**Save Cancel**

Name:

Description:

SKU:

Size:

Price:  Note: see below for quantity pricing option.

Shipping:

Status:  Not For Sale Text:

Quantity Available:  (This field is not changed automatically. Leave blank for no limit.)

Text:

## 2.20.2 Options

You can also set Products that have color and size options. The only catch is that the different options cannot change the price.

For product options, set an option title and then as many values as you'd like, each on their own line. These will be available to the user when they add it to the cart, and the values will be displayed in the Shopping Cart.

Options: You can also allow the user to choose options when ordering such as color, size, etc. Give each option a name and list the possible values one per line. These will display in the shopping cart as they are ordered. Just leave the fields blank for no options.

Option 1:   
Values:   
            
            
Option 2:   
Values:   
            
            
Option 3:   
Values:

For example, an option title might be size and the values could be: Small, Medium, and Large.

## 2.20.3 Quantity Discounts

You can set Quantity Discounts by using a special price. For example, if you'd like to have products start out at \$125, drop to \$120 if 5 or more items are ordered, and drop to \$110 for 9 or more, you'd use the following value for Price:

**125.00, 5, 120.00, 9, 110.00**

The Shopping Cart, Product, and Product Catalog will automatically display the various prices and the Cart will bill the customer accordingly.

Size:   
Color:   
1-4: \$125 ea.  
5-8: \$120 ea.  
9+: \$110 ea.

## CHAPTER 2.21: Product Catalog

The Product Catalog displays up to 10 products at a time in a list. Additional products are displayed on other pages automatically using Next and Previous buttons.



Note, while Products can be listed on other pages (such as a Default Page), Gallery and Product Catalog automatically have Add to Cart and various product specific options.

### 2.21.1 Edit Options

The Product Catalog itself doesn't have any options. You just set the Name/Title, Description, and Text. These are displayed at the top. The child pages are always products, and the products themselves control their own options.

Note: See the Product template for more information about products and the shopping cart.

#### New Product Catalog

Item	Description	Price	
	<a href="#">New Product</a>	Description of this product \$125.00	<input type="button" value="Add to Cart"/>
	<a href="#">New Product2</a>	another description \$123.00	<b>SOLD</b>
	<a href="#">Product with Options</a>	another description \$150.00	<input type="button" value="Add to Cart"/> Quantity: <input type="text" value="1"/> background color: <input type="text" value="white"/>
Item	Description	Price	



## CHAPTER 2.22: Rich Edit

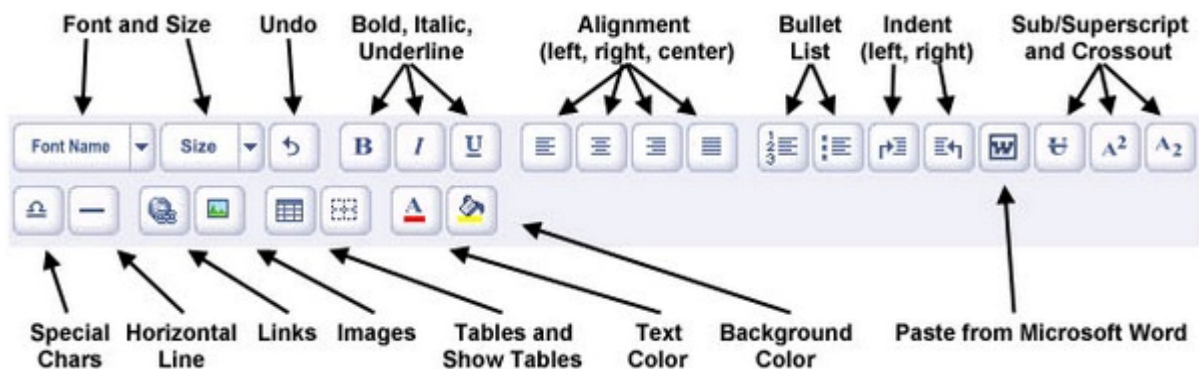
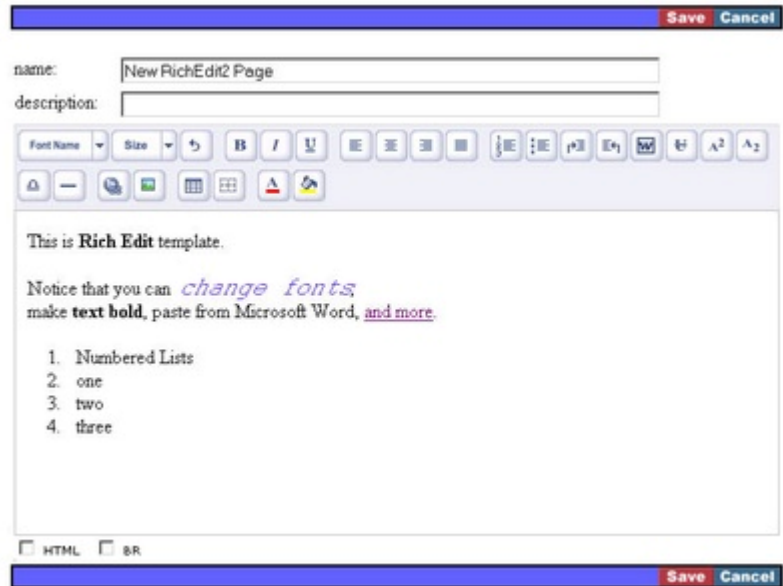
The Rich Edit template is very flexible. It doesn't automatically create links or display a title. However, it allows you to bold text, change fonts, and paste text right from Microsoft Word (with all of the formatting in intact)



### 2.22.1 Edit Options

The Rich Edit template is created like any other page. It also has the standard options for a Title/Name, Description, and Text. However, the text allows formatting, images, links, etc. (much easier than writing HTML by hand.)

The buttons along the top make it easy to change fonts, size, etc. Just highlight the text you want to change and click the appropriate button. For example, to make text bold, highlight it and click the Bold button. To undo it, highlight the text and hit bold again. The basic things like bold all work the same way. Exceptions are described below.



### 2.22.2 Edit Buttons

### 2.22.3 Undo



The Undo button works like the Edit/Undo menu option. Keep in mind that you can always hit Cancel to go back without saving your changes.

### 2.22.4 Bullet/Numbered List

The Bullet/Ordered list work the same way. You make a list of items each on a separate line. To make it an ordered list, just highlight and click the button.

Keep in mind that you need to have the "BR" option at the bottom unchecked.

### 2.22.5 Special Characters

You can paste in a special character by clicking this button. When you choose a character it will be placed where the cursor was in your text.



### 2.22.6 Horizontal Line

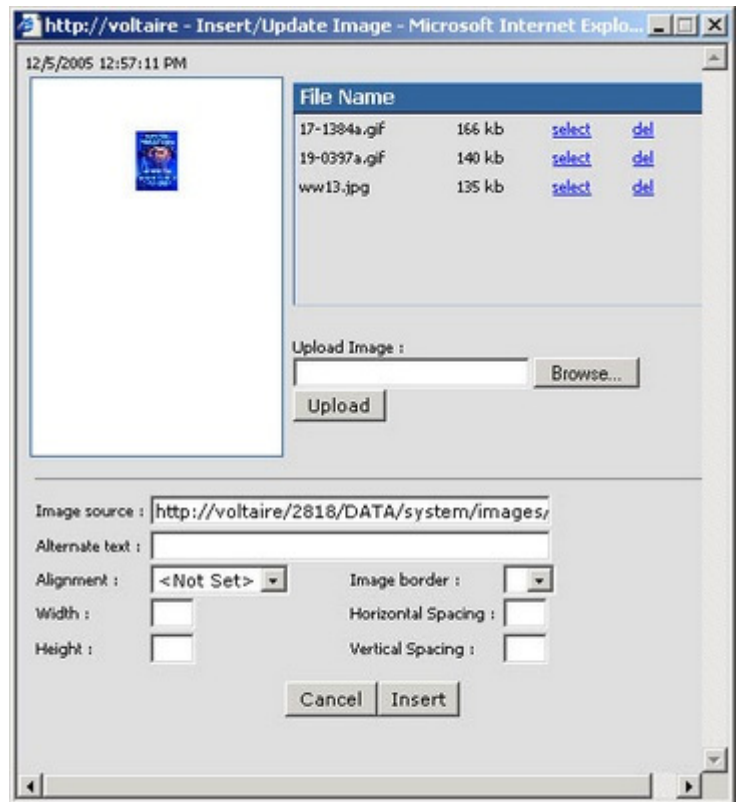
The Horizontal Bar is simply a line that goes across the page. It can be used to separate sections of text. You can delete it just like any text or special character.

## 2.22.7 Images

Images are handled very differently in the Rich Edit Template than in the other templates. The Images button opens up an Image Library browser. You can click upload to add images to the library.

To insert an image into your text, click select, and then set HTML options (image wrapping, borders, etc.) For most users, it is fine to leave these blank.

The image will be pasted into your page. The little black boxes can be selected to resize the image. Keep in mind that you want to upload relatively small files as the images are NOT resized like other Invisible Gold templates.



## 2.22.8 Links

Making text into a link is similar to making text bold. However, you need to know the address of the page it will link to.

Highlight the text and hit the Link button. Unless you understand the difference between FTP and HTTP, simply use HTTP for the first option.

Paste in your website address, and then choose the "Target". Choose Self or Parent if you want it to go to the page. Choose Blank if you want it to open up in a new window.

Feel free to leave the Name field blank. (It is useful for Search Engines and special techniques.)

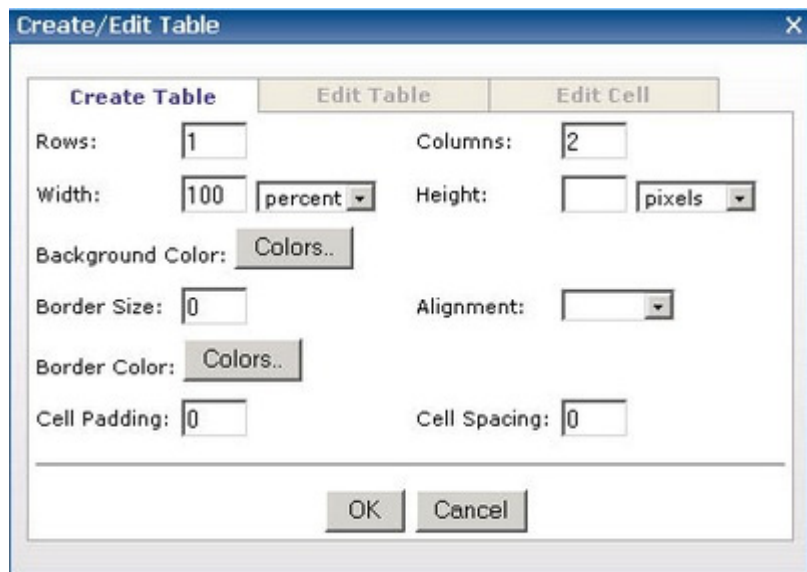


## 2.22.9 Tables

The table button lets you create and edit tables. To add a new table, place the mouse where you'd like it and click the table button. It's helpful to know how many rows and columns you'd like to start with.

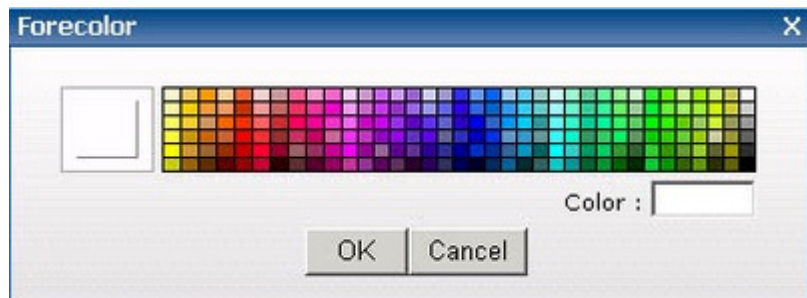
Once a table has been created, you can edit individual cells, or the entire table by clicking on it and hitting the same table button.

Note: By default table borders are hidden. You can click the "show table borders" button (right next to the tables button) twice to display the table borders.



## 2.22.10 Colors

Changing text color is very similar to making it bold. Simply highlight the text and hit the Foreground or Background color button. Choose a color when the Color Chooser window opens up.



## 2.22.11 Paste From Word

Pasting from Word is quite powerful. You can take almost any formatted text in Word, highlight it, and paste it right in. Extraneous tags will be removed. You can then edit the text like you would normal Rich Edit pages.

## 2.22.12 HTML and BR

HTML  BR

You may notice two other buttons down at the bottom of the Text Box. These are for special modes (advanced users). The HTML button allows you to see and modify the page's source HTML. You'll need to turn it off before saving.

The BR option determines what happens when you click the Enter button. In BR mode, new lines follow one line down from the previous line. In an ordered or numbered list, it doesn't automatically create a new bullet. If BR mode is turned off (the default mode), a new line starts a new paragraph or a

new bullet.

## CHAPTER 2.23: RSS Feed

RSS is a common way for websites to broadcast news on the Internet. Most large news service sites offer it as a way for other sites to display their news.



RSS offers you you a way to include latest industry news on your website. Keep in mind that they will link back to the providing site. (So it's really a way for the news sites to pull in more traffic - and potentially pull visitors away from your site.)

### 2.23.1 Finding RSS Feeds

The easiest way to find an RSS you might want to display is to surf the web. Try going to a search engine and type a topic and RSS. (for example, "CNN RSS"). This will usually return a page with RSS files. Or, you may already have a site that you go to regularly. Check to see if they have an RSS feed.

Either way, you need to get the complete address right down to a specific file. It will probably look like these (from the CNN site).

[http://rss.cnn.com/rss/cnn\\_topstories.rss](http://rss.cnn.com/rss/cnn_topstories.rss) - Top Stories

[http://rss.cnn.com/rss/cnn\\_tech.rss](http://rss.cnn.com/rss/cnn_tech.rss) - Technology

Title	Copy URLs to RSS Reader	Some	MY YAHOO!
Top Stories	<a href="http://rss.cnn.com/rss/cnn_topstories.rss">http://rss.cnn.com/rss/cnn_topstories.rss</a>	SOME	MY YAHOO!
World	<a href="http://rss.cnn.com/rss/cnn_world.rss">http://rss.cnn.com/rss/cnn_world.rss</a>	SOME	MY YAHOO!
U.S.	<a href="http://rss.cnn.com/rss/cnn_us.rss">http://rss.cnn.com/rss/cnn_us.rss</a>	SOME	MY YAHOO!
Politics	<a href="http://rss.cnn.com/rss/cnn_allpolitics.rss">http://rss.cnn.com/rss/cnn_allpolitics.rss</a>	SOME	MY YAHOO!

Note: Some sites use a slightly different file name (such as <http://samplesite.com/latest-news-rss.xml>). Others require you to sign up and agree to a Terms of Use page.

## 2.23.2 Adding the RSS Feed to Your Site

To display the RSS, create an RSS page on your site, give the page a title/name and a description. (The title is used for links to this page and displayed at the top of the page. The Description is used only when linking to this page. It gives a short blurb about the page.) You can also add text. Paste the address of the RSS feed and hit save. You should see a list of news stories on your page.



### New: RSS Feed

An RSS feed is like a newswire service provided by many large websites. You can use this template to automatically load and display the information if you know the url (path) to the RSS XML file. - [click for more](#)

A screenshot of a web application dialog box titled 'New: RSS Feed'. It has a blue header bar with 'Save' and 'Cancel' buttons. The form contains: 'Name:' with a text box containing 'New RSS Feed'; 'Page Description:' with an empty text box; 'Page Text:' with a large empty text area; and 'RSS Feed Path:' with a text box containing 'http://news.com.com/2547-1\_3-0-5.xml' and a smaller text box containing '(http://www.example.com/rss.xml)'. A second blue header bar at the bottom also has 'Save' and 'Cancel' buttons.

## 2.23.3 Advanced Techniques - GetHTML

Advanced users may want to include RSS feeds using a GetHTML call. This allows it to be used in Frameworks or in the text of almost any of regular page templates. For example this call would automatically insert the following html into your site anywhere it is used:

```
<gethtml data="rss" src="http://rss.cnn.com/rss/cnn_topstories.rss"/>
```

### CNET News.com

- [Intel to invest \\$1 billion in Indian operations](#)  
Just after rival AMD signs \$3 billion agreement with SemIndia, dominant chipmaker says it'll add to its capital in Bangalore. (Mon, 05 Dec 2005 06:33:00 PST)
- [Test version of Windows file system updated](#)  
Blog: Microsoft has posted an updated test version of its new Windows file system, called WinFS. The company, in a blog... (Mon, 05 Dec 2005 06:19:00 PST)
- [At phone giants, jobs may not last a lifetime](#)  
Traditional phone companies are moving from vast and costly networks to new, cheaper technologies that require fewer workers. (Mon, 05 Dec 2005 06:10:00 PST)
- [China to register all mobile users](#)  
Register or lose your phone service, government says. Mandate intended to stop wirelessly distributed antigovernment sentiment? (Mon, 05 Dec 2005 06:09:00 PST)
- [Thomson plans to buy Japan's Canopus](#)  
Acquisition furthers French firm's plan to round out its technology-service offerings to media and entertainment companies. (Mon, 05 Dec 2005 05:31:00 PST)
- [Lawsuit accuses AOL of illegal billing](#)  
Also: Busy online elves at play. (Sat, 03 Dec, 2005 10:17:00 PST)

## CHAPTER 2.24: Site Search

The Site Search template creates pages that search all or part of the rest of the site. Other than specifying where the search will occur, it doesn't require any setup other than creating a search page.



### 2.24.1 Edit Options

The Search Template is very similar to other pages. You create it and give title/name, description, and text.

Other options are the ID where searches will start, and how deep they can go. For the entire site, you would set ID to "/" (without the quotes).

Levels can be set as low as you want for performance. If it is 1, then only the children of the top page will be searched. If it is 3, it will search the top page's children, their children, and their grandchildren.

Button Text is simply the text on the button that users click to start the search.



#### New: Site Search

This page allows a visitor to perform a text search in a manner similar to Google. It allows you to specify the page ID to search within, the number of pages down, and the button text - [click for more](#)

A screenshot of the 'New: Site Search' form. The form has a blue header bar with 'Save' and 'Cancel' buttons. Below the header, there are several input fields: 'Name:' with a text box containing 'New Page', 'Description:' with an empty text box, 'Text:' with a large text area, 'Page ID To Search Within:' with a text box containing '/', 'Levels Deep To Search:' with a text box containing '1', and 'Button Text:' with a text box containing 'Search'. At the bottom, there is another blue bar with 'Save' and 'Cancel' buttons.



## 2.24.2 Using the Search Page

Visitors use the search page by typing in some text (like a search engine), and getting a list of results it returns a list.

Keep in mind that searching for "house painters" will only find pages that have all of those words in that order. It will not find pages with only the word "house" or "house painter".

Also, large sites might return a very long list of pages.

### Search

Type a search phrase below to search this site. If the topic you searched for isn't available, please [use the contact us form](#) to tell us what you are looking for/having trouble with.

Search results...

[How do I test the credit card setup without using a real credit card?](#)

[Latest News](#)



[Creating An html Newsletter](#) - Create an html newsletter for your Invisible Gold 2.0 powered website.



[Using The Contact Us Template](#) - This form helps you receive email from website visitors without attracting tons of spam.



[Invisible Gold Releases 2.7](#) - May 1st 2005 - Windsor, CT - Invisible Gold 2.7 is due to be released in early May. This is part of our now monthly product updates. Hosts and website designers will be able to upgrade client sites to the latest version once it is available.

## 2.24.3 Advanced Options

Advanced users can use the Site Search template in other ways. For example, if you can create a form in your site somewhere else (using basic html), then you can make it work with this template.

Site Map | Contact Us

Search InvisibleGold.com For:

All you need to do is send a form with a text input field called "search" to a Site Search page. For example, the following HTML would accomplish this:

```
<form method="get" action="http://samplesite.com/sitesearch/default.htm">  
<input type="text" name="search">  
<input type="submit" value="search">  
</form>
```

Feel free to add your own html or javascript and include it in various parts of your site. (for example at the top of the banner on all pages.)

## 2.24.4 GetHTML Options

Advanced users also have the option of creating a GetHTML call that returns search results. This is more useful for things like custom search pages that return results from multiple places. For example, you may have a member directory and want to return member pages first, and then general news stories second in the results.

You could also place the gethtml tag right in the body of a page. This would simply display the results right there and provide no way of interactivity.

```
<gethtml data="search" id="/system/maillinglists/directory/" mode="default"  
object="default"/>
```

## CHAPTER 3: Users and Groups

Invisible Gold has a user administration system that is included with the Multiuser and Advanced Commerce licenses. This enables a website to have separate user logins, groups of users (for security settings). Advanced Commerce sites also have the option for users to store shopping cart wishlists and paid registrations.



### 3.1 Overview

You can view the User Administration area of your website by clicking on the USERS buttons when you are logged in. This will show a list of User Groups. A User Group is a collection of users.

Note: You won't see this button unless your website has a Multiuser or Advanced Commerce license for Invisible Gold.

If you click on a Group, it will show a list of all of the Users that are members of that group. 'Everyone' is a special Group that includes every User in the system.

A User account has a Login and Password to access your website. It doesn't necessarily grant access to make changes. (That is set by security rights granted to the individual User or the Group they are a member of.)

Each User can be a member of only one Group. Groups make it easier to manage security for different sections of the website. You can grant rights to a Group, and all of the members automatically have those rights. If you later remove a User from the Group, they lose the rights.



## 3.2 Creating a New Group

You can create a new Group by going to the User Administration page and clicking on the New Group button at the bottom. This will take you to a new Group page (pictured at right).

Note: This is the same page you'll see if you choose a Group and click Edit.

At first it seems that there is a lot of information to enter. In reality, all you need to start with is a **Name** and a **Description**. Keep in mind that if you later enable Open Registration, website visitors will see the text you type here.

**Edit Group:**

**Group Properties**

Name:

Description:

Options:

- Show the full administration interface for members of this group.
- Allow guests to register themselves for this group. (Price: \$  Leave blank for free.)
- Prevent users from modifying their own account. (password, name, etc.)

**Custom Field Names** (You can use up to 10 custom fields in addition to the mailing address. Leave a field blank to not use it)

User 0:

User 1:

User 2:

User 3:

User 4:

User 5:

User 6:

User 7:

User 8:

User 9:

Save Close

### Options:

*"Show the full administration interface for members of this group."* determines whether the members see the buttons along the top and left of the page when they log in (the buttons you see as an Administrator). You might want to turn this off if you are creating a group for members that only have the right to add to a discussion list, or perhaps customers that can only access a private page.

*"Allow guests to register themselves for this group."* works with the Registration system to allow visitors to create accounts in this Group. Be careful as you can accidentally expose a big security risk by turning this on for a group that has Administrative rights.

The Advanced Commerce license adds the ability to set a price for registering for a Group. If you set it to 0, it will be Free. You can also have several Groups that have different prices.

*"Prevent users from modifying their own account."* can be used if you want to create a User account for multiple people and don't want them to be able to make changes. Otherwise, it's nice to let people update their own address and password.

### Custom Fields:

The last section allows you to name custom fields associated with this group of users. It's a good idea to leave these blank unless you are creating custom templates that use them. (in which case they are accessed with USER0, USER1, etc.)

### 3.3 Creating a User

Creating a User is very similar to creating a Group. You can start on the User Group list page and click Create a New User. You can also start by looking at a Group and clicking the New User button at the top or bottom of the page.

Next, simply fill in the information for the User. **Name** is simply their name. **Login** is the ID they will need to type in to log in. **Password** will need to be typed in twice (to confirm) and it will appear as a string of circles (to hide what you type in).

It's a good idea to also include an **Email Address** for new Users. This will allow them to send a Password Reminder to themselves if they forget their password.

Note: There is no way to send a Password Reminder if someone forgets their Login.

It is very important to choose a Group for the new User. Keep in mind that they will have the rights granted to that Group. (For example, making someone an Administrator will allow them to make changes to the entire site.)

You can also enter the User's address. If the User uses the shopping cart (after logging in), this information will be displayed automatically. It will also be updated if they enter a different Billing Address while using the shopping cart.

Note: User Logins are unique. If it turns out the login you are trying to use has already been taken, you will have the option to go back and change it.

When you are done, click Save.

**Everyone: Edit User**

**User Properties**

First Name:

Last Name:

Login:

Password:

Confirm Password:

Email:

Group:

**Address**

Company:

Telephone:

Fax:

Address:

City:

State:

Zip:

### 3.4 System Settings That Effect Open and Paid Registration

If you Click System (at the top) and then Modify System Settings, there are several settings that affect the way User accounts and Registration work.

- allow users to request password reminders
- show "change password" link on login page
- allow users to join groups with free or paid registration
- show "new user registration" link on login page
- take users to "myaccount" page on login
- enable banner ad collections (design must support it)

The first two options enable or disable the Password Reminder and Change Password links in the Login page.

The third option "allow users to join groups with free or paid registration" enables or disables the Registration page. Without this, Users cannot create their own accounts. (It's a good idea to keep this turned off if you don't need it.)

Note: The first time you turn this on, a special "/Register" page will be created.

The fourth option shows or hides a link to the registration page on the login page (if it is enabled). This is interesting because you can have a website with open registration but not publicly show the link. This can add a slight level of security useful in a classroom setting, for example.

Last, when Users log in with the "myaccount" feature turned on, they will go to a page that allows them to edit their own information. This is very useful if you want to create a custom file called myaccount.htm as a Framework in the default Framework directory. Users will be taken to it automatically upon logging in. This is a great place to put orientation and/or welcome information.

### 3.5 Using the Registration Page

The Registration page can be used to create a new User account on the website. The first step is to choose a Group to join. Next, you must enter a Login and Password.

Note: User Logins are unique. If it turns out a Login is already being used, you will have the option to go back and try another.

When you click Create My Account, it will automatically create the User account in the proper group. If there is a fee, it will go through the Shopping Cart (by first taking the Billing Address, and then payment details.)

#### Registration

Thank you for your interest in joining our organization. We strive to provide the best support available and make a positive change the lives of young people in Westport.

Note that as a sponsoring partner, you qualify for discounts and will be featured in our sponsor programs throughout the year.

**NOTE: If you already have a user account, go to the [login page](#).**

Membership levels		
<input checked="" type="radio"/>	<b>\$250 Partners</b>	Members of this group will be featured in our fundraising sponsors lists, and have full access to the site.
<input type="radio"/>	<b>FREE Directory</b>	Members of this group have the right to contribute to the message board

Login Information	
login:	<input type="text"/>
password:	<input type="password"/>
confirm password:	<input type="password"/>

Create My Account

## 3.6 Import/Export

It is also possible to Import and Export users from the system. All transfers go through the CSV (comma separated values) format.

**Exporting** is quite simple. Go to the User Group you'd like to export and click the export link at the top right. You will then be prompted to save the new CSV file.

**Importing** is quite a bit more involved. The easiest way to do it is by first exporting from the user group (even if it is empty). You can then use a program like Excel to copy/paste your new user accounts right into the proper fields. (The order of the columns is very important so don't change them.)

Next, save your file as a CSV format. Go to a User Group (any will work), and click the import link in the top right. At this point you'll need to open up the CSV file in a text editor such as Notepad (you can click Start | Run and type notepad.exe to make it open.) Copy and Paste the text into the Import field and click upload.

Note: If you have trouble, try removing ampersand (&), doublequote ("), and extra carriage return characters from your CSV file. This is easy to do in Excel using Edit | Replace.

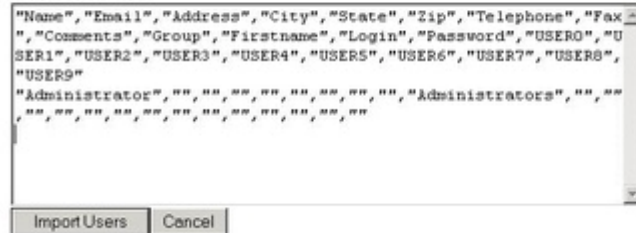
### Import Users:

This page allows you to upload a comma delimited list of addresses into the user list. Note you can generate a file of this type in Excel by choosing "Save As" with the file type of "CSV". (the first line is ignored and followed by one address per line. Each field is surrounded by quotes, and separated by commas.)

#### Ex:

```
"Last Name","First  
Name","Email","Address","City","State","Zip","Telephone","Fax","Comments","Login","Password","Group"
```

#### Paste Users Here:



```
"Name","Email","Address","City","State","Zip","Telephone","Fax",  
","Comments","Group","Firstname","Login","Password","USER0","U  
SER1","USER2","USER3","USER4","USER5","USER6","USER7","USER8",  
"USER9"  
"Administrator","","","","","","","","","Administrators","",""  
","","","","","","","","","","","","","",""
```

Import Users Cancel



## CHAPTER 4: Shopping Cart

Invisible Gold includes a shopping cart with the Commerce and Advanced Commerce licenses. While it doesn't have the advanced features of some dedicated carts, it has the features essential to an online store.

Note: It's a great idea to work with someone who has already setup a Shopping Cart in Invisible Gold. There are a variety of lessons to learn dealing with your website and in setting up an online store.

### Shopping Cart

Shopping Cart				
Items	Unit Price	Quantity	Price	Remove
 <a href="#">New Product</a>	\$12.00	<input type="text" value="1"/>	\$12.00	<input type="button" value="X"/>
			<b>SubTotal:</b>	\$12.00
			<b>Shipping:</b>	\$2.00
			<b>Total:</b>	\$14.00



### 4.1 Taking Orders

The cart is enabled right from the start if you have one of the two Invisible Gold Commerce licenses.

Create some Product pages using the product template. The Product Catalog and Gallery templates are a great way to organize products. Also, quite a few sites use Custom Templates that can add products to the Shopping Cart. (event registration forms, custom product types, books, etc.)

### Shopping Cart

Shopping Cart				
Items	Unit Price	Quantity	Price	Remove
 <a href="#">New Product</a>	\$12.00	<input type="text" value="1"/>	\$12.00	<input type="button" value="X"/>
			<b>SubTotal:</b>	\$12.00
			<b>Shipping:</b>	\$2.00
			<b>Total:</b>	\$14.00



Note: There are System Settings that need to be set before the cart can take orders. At the most basic, you need to set the email settings. You might use a separate email address for the person in charge of Orders.

Note: You should also work with your Web designer to ensure that Secure Hosting is enabled if the site takes credit cards. Disabling FTP access will also help secure credit card orders.

Visitors can add Products to the Cart then Continue Shopping, Change Quantities, or Go To Checkout.

The Logos for available payment types (Credit Cards or Paypal) are listed below the cart along with the cart Terms.

The **Continue Shopping** link can be set in the System Settings. Otherwise, it simply returns to the page they were last looking at.

The "Refresh Quantities" button recalculates the cart value with new values entered into the Quantity box. A user can also click the Delete icon to remove any item from their cart.

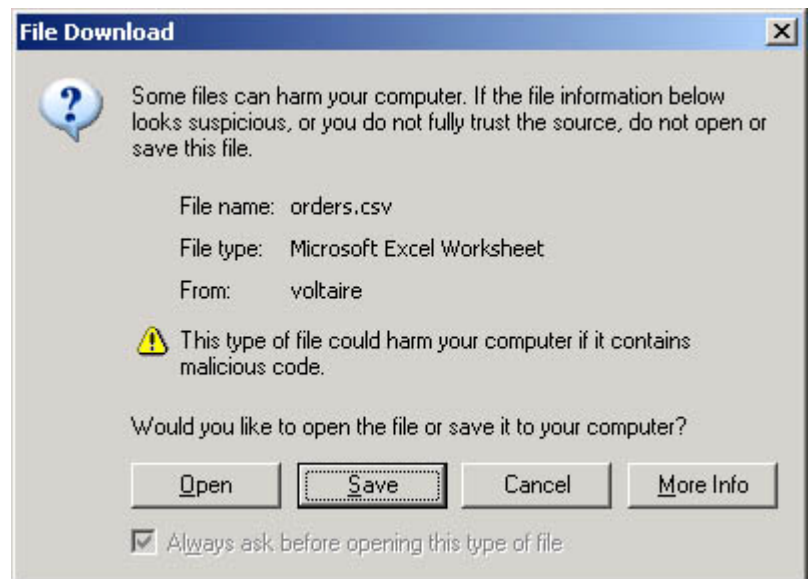
The "Go To Checkout" button takes them to the next step to enter their Address.

## 4.2 Exporting Orders

Exporting Orders for use in other programs is quite easy. Log in as an Administrator and click the Orders button on the left. This will show a list of orders in the system. Click on the Export link in the top right and you will have the option to save a CSV (Comma Separated Values) file.

Each order will be on its own line with the following columns separated by commas:

Order #  
Date  
Name  
First Name  
Address  
City  
State  
Zip  
Telephone  
Fax  
Email  
Ship Name  
Ship First Name  
Ship Address  
Ship City  
Ship State  
Ship Zip  
Credit Card Number  
Credit Card Type  
Credit Card Expiration  
CVV2  
Order Total  
Order Status  
Order Details  
Order Type



### 4.3 Paid Registrations

The Registration system can also work with the Shopping Cart to charge users before creating new User accounts.

For more information, read the Users section.

Basically, it works just like the Registration system, however, after the user creates a new Login and Password, they are prompted to fill in their Address and Payment information. After the Receipt page, they are taken back to a login screen.

#### Registration

NOTE: If you already have a user account, go to the [login page](#).

Membership levels	
\$20	<b>Paid Memberships</b>
You can pay \$20 to create a user account in this group	

Login Information	
login:	<input type="text"/>
password:	<input type="password"/>
confirm password:	<input type="password"/>

### 4.4 Payment Options

Invisible Gold makes it easy to manage an on-line store, but there are a few things to decide before you start selling.



First, you need to understand that there are a lot of different ways to sell on-line. Some people sell on Ebay. Others put up pages of products but require shoppers to call in orders. One very popular option is to set up an on-line catalog of products and a shopping cart to calculate totals and process orders.

Invisible Gold has a shopping cart built-in that handles shipping, tax, discounts, and automatic processing of credit card orders. Note that many businesses choose to process orders by hand, and only later when they are comfortable (and busy) transition to having the site charge credit cards automatically.

It's also important to understand that security on a shopping cart site needs to be tighter. Invisible Gold automatically encrypts all of the data stored on the server - but you also need to encrypt the communications between the website and your customer. You can do this by signing up for an SSL or Secure Certificate. This is what prevents hackers from stealing your clients' credit card information. It also turns on the little padlock symbol on a website. Don't worry. The process process is simple and we'll help you through it.

Finally you need to choose between different payment options: paypal, checks, VISA, MasterCard, etc.

## 4.5 Processing Orders

As new Orders come into the system, you should receive emails for each one, or check back regularly to see orders as they come in.

Note: Email is not a foolproof system. It's a good idea to check regularly just in case.

Also: Receiving the orders emails present a slight security risk. If possible, turn this feature off in the system settings.

### Orders

This page contains orders that have been placed using the shopping cart. You can create new products by creating new pages using the "product" template. There are also various settings to change the shopping cart behavior on the System Settings page.

Order #	Date	Name	Status	Total	Email	Type	
<input type="checkbox"/>	51540226475	12/12/2005	Waiveris	New	\$14.00	john@invisiblegold.com	edit   delete

1 order


## 4.6 Security and Reliability Concerns

A Shopping Cart opens up a whole different level of concerns for a website owner. First of all, you need to ensure your clients' privacy.



1) Be sure to delete Orders from your website as soon as they are processed. Even if a hacker compromises the server, they won't get old orders.

2) You need to help ensure that your server is secure. This requires both a strong Administrator password along with secure (SSL) hosting, and no unsecure FTP accounts. Check with your web host if you are concerned about any of these issues.

### Shopping Cart

Items	Unit Price	Quantity	Price	Remove
 New Product	\$12.00	1	\$12.00	<input type="checkbox"/>

SubTotal: \$12.00  
Shipping: \$2.00  
Total: \$14.00

## 4.7 Shipping and Taxes

Shipping is an area where other Shopping Carts on the market are more powerful. Invisible Gold lets you set a base Shipping amount for each product, or Handling levels (ex: base of \$5, \$7.50 if the order is above \$30, etc.)

**Taxes** are calculated for every Order being shipped to a single state. (presumably the one your business is in.) You can also set individual products to be Tax Exempt. For example, a Gift Certificate would not be taxable.



### Edit: Product

This is a product page for use with the shopping cart. It shows a large image of the product, text information, and a link to add it to the cart. - [click for more](#)

<input type="button" value="Save"/> <input type="button" value="Cancel"/>	
Name:	<input type="text" value="New Product"/>
Description:	<input type="text" value="Sample product description"/>
SKU:	<input type="text"/>
Size:	<input type="text"/>
Price:	<input type="text" value="\$12"/> Note: see below for quantity pricing option.
Shipping:	<input type="text" value="\$2"/>
Status:	<input type="text" value="For Sale"/> Not For Sale Text: <input type="text" value="SOLD"/>
Tax Exempt:	<input type="text" value="False"/>
Quantity Available:	<input type="text"/> (This field is not changed automatically. Leave blank for no limit.)

Note: The field to set a Product as Tax Exempt is not visible until you turn on the Charge Sales Tax

option in the cart.

## 4.8 Shopping Cart System Settings

In addition to simply editing the Shopping Cart page, (for the text at the top), you can also modify several system settings that affect the way the shopping cart behaves.

Click on the System button at the top of the page (when you are logged in as an Administrator), and then scroll to the Shopping Cart section.



### Advanced: Home

- ▶ Download website backup (create backup)
- ▶ Update Database (run this after an upgrade)
- ▶ Edit My Profile
- ▶ **Modify System Settings**

## CHAPTER 5: Mailing Lists

Every Invisible Gold website has the Mailing List feature. It ties directly into the Email Newsletter system so you can send messages to one or more list (If you have the Invisible Gold Newsletter or higher license). It is also quite flexible and can be used with various Templates.

For example, you can create a Newsletter signup page so people can join a mailing list. You can also use it with a Contact Us template to simply store messages people have submitted. In another way, you can import names into a list and use it with a Member Directory page. In this way, visitors are able to search for Mailing List entries.



### Mailing Lists

This page contains the mailing lists that can be maintained manually, or automatically by the site. When creating a new lists, also set the security so the proper group has CreateChildren rights.

Name	Description	
General	General Mailing List	edit
Order	Automatically added	edit

### 5.1 Creating a New List

You can create a new Mailing List, by clicking on the Create a New List button at the bottom of the Mailing Lists page.

You now have the option to give the new list a name and Description. Keep in mind that if you make the list available to website visitors to join, they will see the name.

You also have the option to specify up to ten Custom Field names. They will be used in addition to basic field names such as address, email, company, etc. You can leave them blank or come back later when you need to add fields.



### New Mailing List

Mailing List Properties	
Name:	<input type="text"/>
Description:	<input type="text"/>
Custom Field Names	(You can use up to 10 custom fields in addition to the mailing address. Leave a field blank to not use it.)
User 0:	<input type="text"/>
User 1:	<input type="text"/>
User 2:	<input type="text"/>
User 3:	<input type="text"/>
User 4:	<input type="text"/>
User 5:	<input type="text"/>
User 6:	<input type="text"/>
User 7:	<input type="text"/>
User 8:	<input type="text"/>
User 9:	<input type="text"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	



## 5.2 Creating a New Address

On the Mailing List page, click the New Address button or link to add a new address. Enter values for each field. Note the custom fields will be listed at the bottom.

This page is pretty straightforward except for the "Send Email" radio button. If this is enabled, the address can receive emails from the Email Newsletter system. Otherwise the address will not receive them.

### New Address:

Address Properties	
First Name:	<input type="text"/>
Last Name:	<input type="text"/>
Email:	<input type="text"/>
Send Email:	<input checked="" type="radio"/> Yes <input type="radio"/> No
Address:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>
Zip:	<input type="text"/>
Telephone:	<input type="text"/>
Fax:	<input type="text"/>
Comments:	<input type="text"/>
Contact Email	<input type="text"/>

Date Added: 12/12/2005

## 5.3 Importing and Exporting Addresses

Once the Mailing List has been created, you can import new addresses. The site takes them as a CSV file (comma separated values).

Note: The site actually requires you to copy and paste the list of values into a text field. There is a limitation of 200kb which works out to be around 500-1000 addresses per import.

The easiest way to generate the list is to start with the Mailing List and click Export at the top right. Save the new CSV file on your computer and open it with Microsoft Excel. You can now copy and paste values from your database into the columns.

### Import Users:

This page allows you to upload a comma delimited list of addresses into the user list. Note you can generate a file of this type in Excel by choosing "Save As" with the file type of "CSV". (the first line is ignored and followed by one address per line. Each field is surrounded by quotes, and separated by commas.)

#### Ex:

```
"Last Name","First Name","Email","Address","City","State","Zip","Telephone","Fax","Comments","Login","Password","Group"
```

#### Paste Users Here:

<pre>"Name","Email","Address","City","State","Zip","Telephone","Fax", "Comments","Group","Firstname","Login","Password","USER0","U SER1","USER2","USER3","USER4","USER5","USER6","USER7","USER8", "USER9" "Administrator","","","","","","","","","Administrators","","" ,"","","","","","","","","",""</pre>
---

When you are done, save the new CSV file on your computer and click the upload link on the Mailing



List page. Next, open the CSV file in a program like Notepad, and Copy and Paste the text over into the import page. Click Import to import the new addresses.

Note: Sometimes extra " and & characters cause problems on imports. It is a good idea to do a 'search and replace' to remove them before you save the Excel file.

If everything worked, you will see a mailing list with all of the new addresses.

Note: It's a good idea to create several Mailing Lists. This way you can experiment with imports. You can also differentiate them over time and send emails to one or all of them with different messages.

## 5.4 Signup Pages

There are several Page Templates that can add users to a mailing list: Newsletter Signup, Contact Us, and Custom Form, to name a few.

Mailing Lists are also quite useful for Custom Templates. For example, the Member Directory template can automatically display all of the members of a specific Mailing List. You can also have more complicated custom templates that use the Custom Fields to break records into different categories.

## CHAPTER 6: Uploading Images

It is easy to upload images and files to your Invisible Gold website. You can upload an image anywhere you see the "Click To Upload Image" box.



Once an image is uploaded, you can change its size, position, and add a caption.

Images must be in either .jpg, .gif, or .png format. Flash .swf files are also usable starting with version 2.9.

Note: Although the website will scale your images, you'll need to resize and/or compress them before uploading. This will save time and make the website run faster. Make sure your images are no larger than 1024x768 with a file size of 200KB or less. To compress your image files, use the "Save for Web" feature in Adobe Photoshop, or use Jpeg wizard ( <http://www.jpegwizard.com> )

### 6.1 Using the Upload Page

After clicking the "Upload" button, click **Browse** to navigate your computer files and select an image to upload. Next, click the **Upload** button to send the file to the server.



Note: Contact your Host or Web Designer if the file seems to have trouble uploading. It could be either the wrong type of image (should be a GIF or JPG image), or the server could be configured to not allow large files to be uploaded.

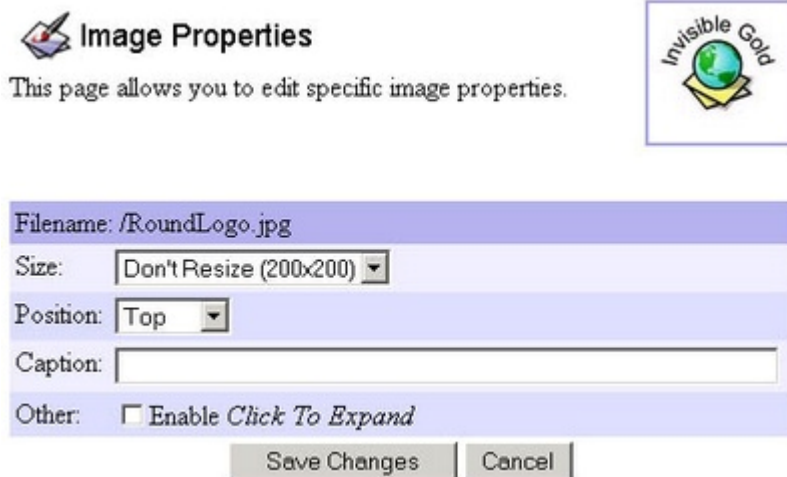
### 6.2 Image Properties

Once an image is on your website, you can change its size, position, and type a caption. Some templates restrict some of these options. (For example, you cannot set the position of an image in a slideshow, but you can set the caption.)

Note: For animated GIF files, you must set the size to "don't resize" if you want it to animate.

The **position** is relative to the text on the page. Top goes above the text (centered at the top). Left and Right have the text wrapped around the image. Bottom is centered below the text.

**Click to Expand** allows the website visitor to click on the image to see a larger version.

The "Image Properties" dialog box is shown. It has a title bar with a pencil icon and the text "Image Properties". Below the title bar is a subtitle: "This page allows you to edit specific image properties." To the right of the subtitle is the Invisible Gold logo, which features a globe and the text "Invisible Gold". The main area of the dialog is a light blue form with the following fields: "Filename: /RoundLogo.jpg", "Size: Don't Resize (200x200)" (with a dropdown arrow), "Position: Top" (with a dropdown arrow), "Caption:" (with an empty text input field), and "Other:  Enable Click To Expand". At the bottom of the form are two buttons: "Save Changes" and "Cancel".

## CHAPTER 7: Traffic

Keeping track of your website's traffic is not only important, it's fun. Click on the Traffic button on the left side of the page when you are logged in as an Administrator. This will open a page with various graphs tracking everything from pages loaded to money spent in the shopping cart.



### 7.1 All Traffic Isn't the Same

Before we start, it's important to understand that every traffic monitoring program works a little differently. Invisible Gold takes a conservative approach and tries to show the people using the site rather than just reporting the largest numbers it can.

There are two main reasons for the difference. First, more than half of the traffic on the Internet is robots or automated programs. These aren't people any more than your coffee maker is a morning companion. For business purposes it makes sense to try to track people visiting your site.

Second, not all traffic "looks" the same. For example, several years ago, it was common to talk about "hits". This is a large number that counts the number of files downloaded from your website. A single page may have many images and thus would register as 20-30 hits when someone uses the page. Another vague number people talk about today is "sessions". The idea is that every visitor may load several pages but they are tracked as one session. It is a good idea, except many bots look at every page on your site as a separate session. Thus, you might count hundreds of visitors over night when not a single real person visited your site.

Invisible Gold does its best to track the number of real people visiting your site and shows "bot" traffic only in the Pages Loaded chart.

Note: Many customers (especially those selling advertising on their sites) have asked for higher numbers in the tracking, citing the fact that their competition has much higher numbers. If that is important to you, contact your system administrator and have them install another traffic system.

10,000 Hits	500 Pages Loaded	450 Sessions
?		
\$25 in Orders	10 Visitors	5 Pages / Visitor

### 7.2 Traffic at a Glance

When you first load the traffic page, it shows the past 30 days of traffic. At the top of the page are various numbers that describe the charts below: Visitors, Pages Per Visitor, First Time Visitors, etc.

Site Traffic:	Last 30 Days	go	export
Address:	https://invisiblegold.com		
Visitors:	446		
Pages Per Visitor:	7.9		
First Time Visitors:	283		
Pages Served:	37620		
Purchases:	0		
Money Spent:	\$0		
Visitor Purchase Rate:	0%		

11/9/2005 - 12/8/2005

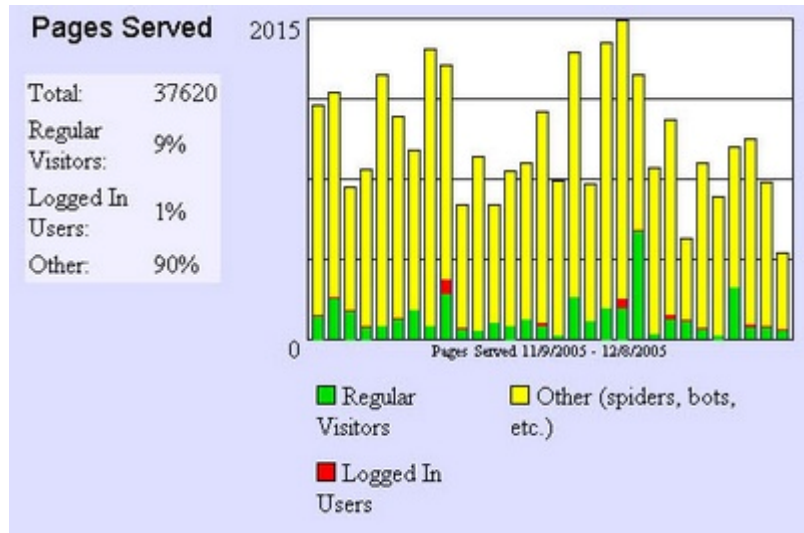
Note: You can change to another

month simply by clicking on the drop down box at the top and changing it to 2005 or a specific month for example. The page will automatically reload to show results for the newly selected time period.

### 7.3 Pages Served

The Pages Served chart shows the number of actual pages that were loaded from the website. Keep in mind that this is the only chart that shows traffic from visitors that don't appear to be actual people.

From left to right the chart has one column for each of the days (or one for each month if it is showing a single year). Yellow represents pages loaded by going to bots. Green is for regular visitors. Red is for visitors that have logged into the site. You will show up as red on the farthest right column for today.



Note: The scale of the graph is always changing. The maximum is shown on the top left. In this picture it is 2015. This means on the busiest day, this website served 2015 pages. If you hold your mouse over that day, it indicates that only 10.1% of those pages went to "regular visitors". In other words almost 90% of the traffic on that day went to "bots".

While it seems that too much traffic is being classified as bots, keep in mind that a very busy site will show very little yellow. The amount (not percentage) of yellow appears to be consistent between sites regardless of how much traffic they get.

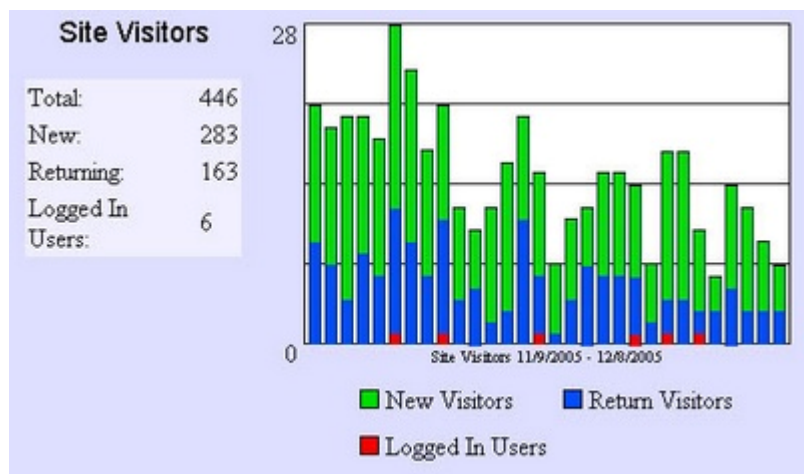
### 7.4 Site Visitors

The next chart shows visitors to the site. Here we have completely removed all of the yellow (bot) traffic from Pages Served.

Green is people that have never visited the site before. This relies on a cookie which can be deleted from users' computers.

Blue is people that have returned to the site.

Red is people that have typed in a login and password.



Note: This chart is not the same as a session list. If a visitor accesses the site several times in the same day, they will be considered one visitor. (Since their IP address is the same.)

## 7.5 Visitor Traffic Source

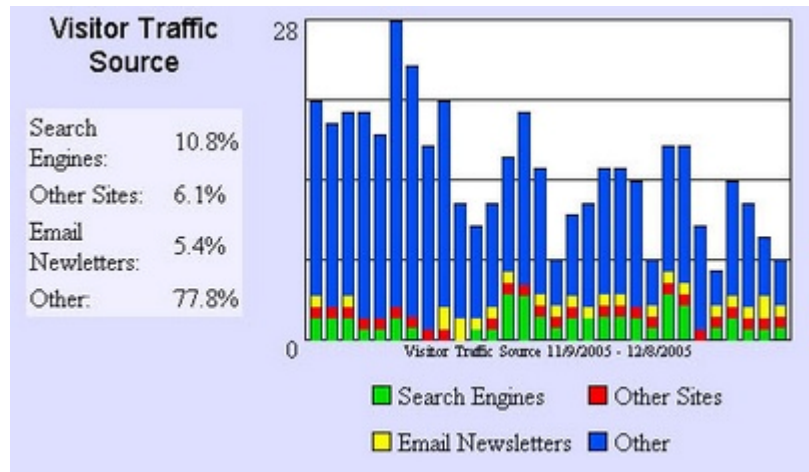
The next chart shows Visitor Traffic Sources. These are determined by the page that the user was looking at when they clicked to visit your site.

Blue generally indicates users that typed in your website address at the top (or chose it from their favorites list.)

Green indicates that they came from a search engine.

Red indicates that they came from another website that had a link to yours.

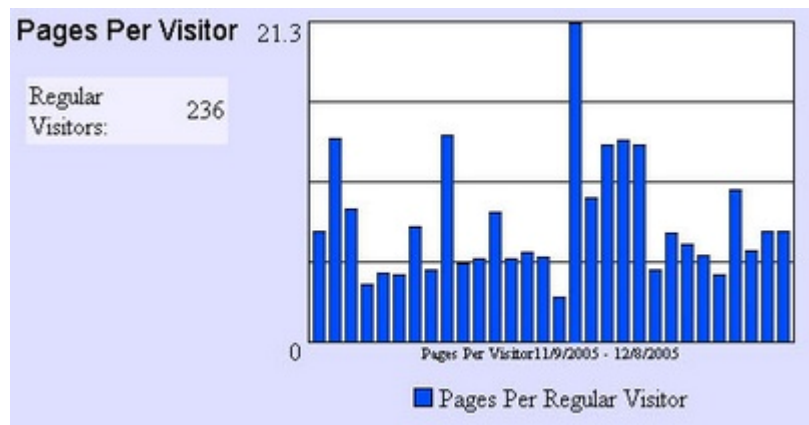
Yellow indicates that they came from an email newsletter sent from your site.



## 7.6 Pages Per Visitor

Pages Per Visitor shows a chart of the number of pages loaded to regular visitors divided by the number of visitors. This gives a good estimate of how many pages a visitor loads in a single day.

Note: Older versions of Invisible Gold would occasionally let a Bot slip through acting very much like a regular visitor. They would then load hundreds of pages and skew your results on this chart. The chart now assumes that anyone loading more than 150 pages is probably not a regular person.





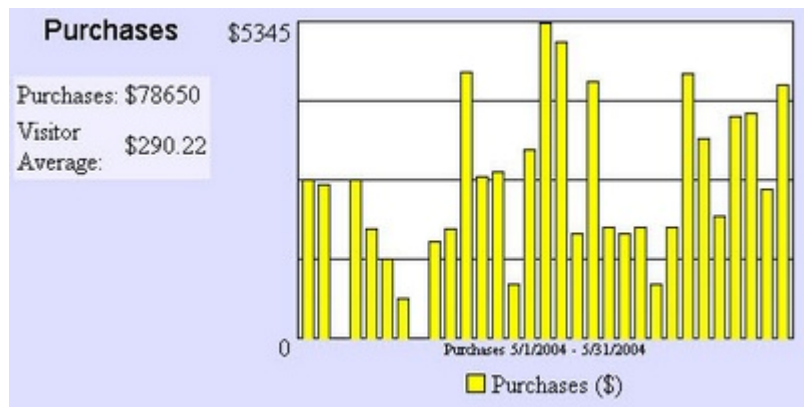
## 7.7 Commerce Only - Purchases

The Purchases chart adds up all of the traffic that went through the shopping cart. This is definitely one of those places you get excited to see more.

Don't be discouraged if your site hasn't brought in much income.

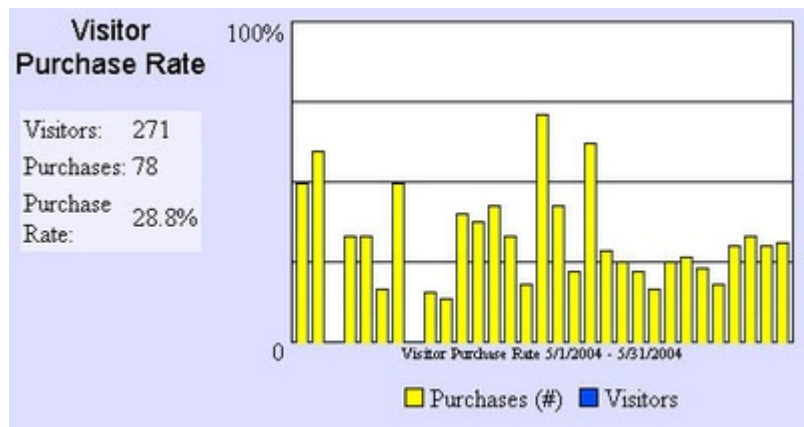
Simply having a site online can bring in business. However, this is a great

metric to evaluate how well your site is performing. The graphs up above mean little if your only goal is to bring in income online.



## 7.8 Commerce Only - Visitor Purchase Rate

Purchase Rate indicates the percentage of visitors that complete a purchase in the Shopping Cart. 2-3% is considered quite good. These indicate a site that is performing quite well. It is more common to see amounts such as 0.2-0.5%.



## 7.9 Export

If you would like to view additional information about the users accessing your site, you can download a CSV (comma separated values) list of each visitor.

Click the Export link near the top right of the traffic page. After several seconds (minutes on a high traffic site), you will have the option to save the new file. Give it a name and then open it up in a program like Microsoft Excel. Each line will have the following columns:

	A	B	C	D	E	F	G	H	I	J
1	Date	Logn	LoggedIn	Visit	Pages	Referrer	Url	Start	End	Purchases
2	11/8/2005		FALSE	1	1		http://www	12:00:14 AM	12:00:14 AM	0
3	11/8/2005		FALSE	1	1		http://www	12:01:12 AM	12:01:12 AM	0
4	11/8/2005		FALSE	1	1			12:01:48 AM	12:01:48 AM	0
5	11/8/2005		FALSE	1	1		http://www	12:03:26 AM	12:03:26 AM	0
6	11/8/2005		FALSE	1	1		http://www	12:03:29 AM	12:03:29 AM	0
7	11/8/2005		FALSE	1	1		http://www	12:03:59 AM	12:03:59 AM	0
8	11/8/2005		FALSE	1	2	http://www	http://www	12:04:30 AM	12:04:34 AM	0
9	11/8/2005		FALSE	1	1		http://www	12:06:27 AM	12:06:27 AM	0
10	11/8/2005		FALSE	1	1		http://www	12:07:19 AM	12:07:19 AM	0
11	11/8/2005		FALSE	1	1		http://www	12:07:23 AM	12:07:23 AM	0
12	11/8/2005		FALSE	1	1		http://www	12:09:51 AM	12:09:51 AM	0
13	11/8/2005		FALSE	3	1		http://www	12:11:46 AM	12:11:46 AM	0
14	11/8/2005		FALSE	1	1		http://www	12:12:07 AM	12:12:07 AM	0
15	11/8/2005		FALSE	1	1		http://www	12:12:43 AM	12:12:43 AM	0
16	11/8/2005		FALSE	1	1		http://www	12:13:22 AM	12:13:22 AM	0
17	11/8/2005		FALSE	1	1		http://www	12:14:19 AM	12:14:19 AM	0
18	11/8/2005		FALSE	1	1		http://www	12:14:42 AM	12:14:42 AM	0
19	11/8/2005		FALSE	1	1	http://img	http://www	12:15:17 AM	12:15:17 AM	0
20	11/8/2005		FALSE	1	1		http://www	12:16:58 AM	12:16:58 AM	0
21	11/8/2005		FALSE	1	2			12:17:14 AM	12:17:23 AM	0
22	11/8/2005		FALSE	1	1		http://www	12:20:20 AM	12:20:20 AM	0
23	11/8/2005		FALSE	1	1	http://www	google.com	12:20:26 AM	12:20:26 AM	0
24	11/8/2005		FALSE	1	1	http://www	http://www	12:20:40 AM	12:20:40 AM	0
25	11/8/2005		FALSE	2	1		http://www	12:21:01 AM	12:21:01 AM	0
26	11/8/2005		FALSE	1	1		http://www	12:21:21 AM	12:21:21 AM	0

**Date** - This is the day the visitor accessed your site (based on the last page they loaded).

**Login** - This will be blank unless the visitor logged in.

**LoggedIn** - This will be TRUE or FALSE depending on whether they logged in.

**Visit** - This will be a number that represents how many times they have visited your site. (Stored in the cookie on their computer)

**Pages** - This will be the number of pages that they loaded during this visit.

**Referrer Url** - This is the page that took them to your site. It might be a search engine, another site, etc.

**Start** - This is the time they started loading pages.

**End** - This is the time they stopped loading pages.

**Purchases** - This is how much they spent during this visit (in the shopping cart).

**Newsletter ID** - This is a unique string that stores a user's email address. It is the EmailID that was sent from an email newsletter from the site.

**Client ID** - Each visitor is given a unique Client ID (a number).

**IP Address** - This is the IP address of the visitor.



## CHAPTER 8: Approvals

The Approvals system allows you to monitor content changes to your website. It is included in the Multi-User and Advanced Commercences licenses and is designed primarily for use in Discussion Lists and when various users can maintain their own pages.



Note: It only tracks changes submitted by Users that don't have Modify (Security) Rights. This means that content changes by yourself or other Administrators will not be tracked. It also means that you won't see changes submitted by Users that have Modify (Security) Rights to their own pages.

### 8.1 Using the Approvals System

Approvals works by keeping a list of pages that have been Edited, Created, or had an Image Uploaded. You can click on the Approvals button on the left to see the list.

The list includes a link to each page, the type of page, a link to the User that made the change (Author), the date it was updated, and links to Approve or Delete the page. Deleting it deletes the page and all of its children. Approving it simply takes it off the Approvals list and makes it viewable.

There are also buttons at the bottom of the page to Approve All items or Approve Selected (those checked).

While you may want to simply Approve all changes by certain users, in most cases you will want to review many of the submitted changes. Click on the Approvals page, and then click on the first page to be reviewed. If it looks good, you can click the Approve button at the top of the page (near Security and System). This will approve the page and take you back to the Approvals list. You may also want to click on an Author's name to review who they are.

#### Pages Waiting Approval

This page lists all of the pages on this site that have been modified since they were last approved. If a user with "Can Edit ACL" rights creates or modifies a page, it is automatically set to approved.

Page	Author Type	Last Modified	
<input type="checkbox"/> Shopping Cart	system/shoppingcart	12/7/2005	approve   delete
<input type="checkbox"/> Registration	system/registration	12/7/2005	approve   delete
<input type="checkbox"/> Groups	admin SYSTEM/grouplist	12/7/2005	approve   delete
<input type="checkbox"/> Orders	admin SYSTEM/orderslist	12/12/2005	approve   delete
<input type="checkbox"/> Users	admin SYSTEM/userlist	12/7/2005	approve   delete

5 pages | select all | select none

Approve Selected Pages

Approve All

### 8.2 System Settings

There is one System Setting that affects the Approvals System. One option is to show all pages until they are approved. The other option hides pages until they are approved. Keep in mind that hiding them will effectively take a page off of your site until it is approved.

- Approvals  show all pages regardless of author  
System:  hide until approved (by an administrator)  
 show until approved (by an administrator)

Note: These settings also affect all users. Authors are notified that the change was submitted and is awaiting Administrator approval.

Note: Users can always see the pages they have submitted. Thus, they can review and continue to make changes up until the point you approve them.

### 8.3 Approve Button



The Approve Button at the top of a page indicates that it is awaiting approval. When you go to a page that is awaiting approval, the Approve button will be blue and clickable. If a page has been approved, it will be grayed out.

When you click the button, the page will be approved and you will be taken to the Approvals page that lists all other pages awaiting approval.

## CHAPTER 9: Banner Ads

The Invisible Gold Banner Ad system is designed for advanced users to integrate in large scale websites for use in online advertising campaigns (selling ads for certain sections of your site, etc.)

It also stores ads so clients can pay for a certain number of months. It also allows storage of ads for future use.

Note: This area of the product is continuing to evolve with feedback from our users. Let us know how it can better meet your advertising department's needs.



### 9.1 What Does The Banner Ad Look Like

The Banner Ad system creates a collection of ads with URL links. Its power is the ability to choose which pages any one ad is displayed on. Custom templates define the look. For example, the Wide mode would be good across the top of a site.

The image below shows what the ads look like to an Administrator. You can click the "create a new ad" to put a new ad on whatever page we are looking at. The links at the top over each ad allow you to hide an ad on any section of the site.



### 9.2 Banner Ad Lists Page

Clicking on the Banner Ads button on the left (when you are logged in as an Administrator) will show the collections of ads on your website.

For example, in this picture there are two collections: Banner Ads, and Thumbnails. This would be good if you have different size ads that work into different areas of the site.

To create a new List, click the Create New button at the bottom and give it a name.

#### Banner Ad Lists

This page contains banner ad lists that can be used in various parts of the website. A Manage a banner ad by showing and hiding it on the various pages that it will be seen.

Name	Description
 Banner Ads	

## 9.3 A Banner Ad List

If you click on a Banner Ad List, you will see all of the ads that it holds. Note how each has a thumbnail and link to the advertiser's website.

Each ad also has a ShowList and a HideList. These are used to determine where the ad is displayed. For example, you would have "/" in the ShowList if it is to show on all pages of the site. However, then you could hide it from a specific area simply by putting the ID of that page in the HideList. It is quite flexible.

Create a new Ad by clicking the link in the top right corner. You can View, Edit, or Delete ads with the link shown on each line.





### Banner Ad List: Banner Ads

This page lists all of the ads in this collection. Note that each ad can be displayed on any number of pages in the site. To make an ad show up in a section of the site, add the page's id to the showlist. It will be visible on that page and all of the children pages. To hide it in a section, add the page to the hidelist.

[return to banner ad lists page](#)

[new banner ad](#)

Banner Ads	Name	Date Created	Show List	Hide List	
	Spa Ad	12/13/2005 /	/cars/		View   Edit   Delete
	Hoffman Ad	12/13/2005 /	/products/ /spas/		View   Edit   Delete

## 9.4 Creating a Banner Ad

When you create a new Banner Ad, you simply need to give it a name and the a URL (website address) is optional. To start out, it makes sense to put the ID for the top page you want the ad to show up in. For example, put "/" for every page on the site.

Next, return to the site and look for the ad. It will be everywhere. You can now refine the ShowList and Hidelists to indicate where exactly it should or shouldn't go.

Note: You need to be careful not to have too many ads on any page of your site. This is particularly important for banner ads which tend to be wide.



### New: Banner Ad

This is a special template for use with banner ads. Each banner ad specifies which sections of the site it is visible and which ones it is hidden. (as ids for the sections separated by commas)- click for more

Save
Cancel

Name:

URL:

open in a new window

Sortkey:

Showlist:

Hidelist:

Save
Cancel

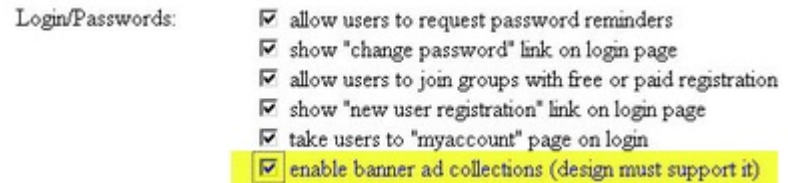
## 9.5 Uploading an Ad Image

Save a new Banner Ad and then click View to see the upload button. Keep in mind that images for Banner Ads are not automatically scaled. You'll want to choose the final display size before uploading them.



## 9.6 Enabling the Banner Ad System

Enable the Banner Ad system by turning on the System Setting "Enable Banner Ad system".



You will see the Banner Ads button on the left when you are logged in as an Administrator. Create a different collection for each major type of ad. (For example, Banner Ads for across the top of your site, and Thumbnails for the right side of your site.) Keep in mind, it makes most sense to differentiate based on size or perhaps price of the ads.

Next, modify the design of the site to show the ads. This involves putting appropriate GetHTML calls into the Frameworks.

`<gethtml data="bannerad" id="/system/ads/bannerads/" mode="wide" objtype="system\bannerad"/>` - This example would show ads from a collection called "BannerAds" using the wide.xsl Template file found in the System\Currentversion\Templates\system\bannerad\ directory. This one would work almost immediately as the template comes with the system, and the 'bannerads' collection is created by default.

Note: The "Wide" banner ad layout would be appropriate for the top of a website as "Banner" ads.

`<gethtml data="bannerad" id="/system/ads/thumbnails/" mode="tall" objtype="system\bannerad"/>` - This call would work almost right away as well. However, you would need to create a new ad collection called Thumbnails and put some ads into it. This would be appropriate for a vertical collection of ads on the left or right side of a site.

Note: Ads are not automatically scaled. It would be relatively easy to start with the tall.xsl or wide.xsl and create your own ad template that has different layout options. (Assuming you have a basic understanding of how to create Custom Templates.)

## 9.7 Simple Rotating Ad System That Doesn't Use Banner Ads

The Banner Ad system is really aimed at the larger site and requires the Advanced Commerce license. It would be possible to create a much simpler ad system using a GetHTML call and a custom template.

**<gethtml data="random" id="/ads/" mode="image" object="siteads"/>**

This call would randomly choose one of the pages below a new page called "/ads/". The image.xsl custom template would need to be created in a directory called "/templates/siteads". It would simply need to display the current image with a link to its site.

Adding new ads to this system would simply require you to create new children of the /ads/ page. For example this could be a URL List template. Thus all of the available URLs would be randomly chosen and displayed as a banner ad.



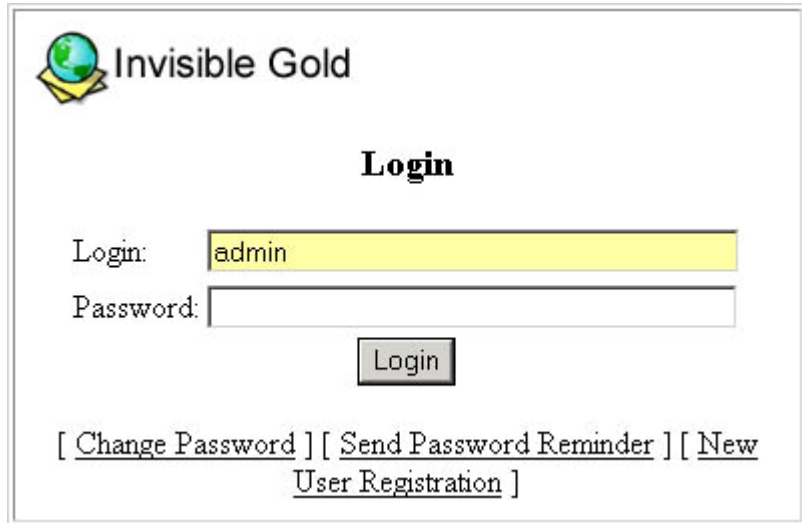
## CHAPTER 10: Login/Logout

Every Invisible Gold website has a login link to allow you to login and make changes. It starts out with a single "admin" user account, but others can be added in the Multiuser and Advanced Commerce versions.

Get to the login page by scrolling to the bottom of the page and clicking "login", or adding "/login.htm" to end of the address line. Login to your website by typing your login and password on the login page.

Note: The website will also display a login page if you try to access a page that you don't have rights to see. For example, try visiting /system/visitors when you aren't logged in.

To login, type your user name and password and click the login button.



**Invisible Gold**

**Login**

Login:

Password:

[ [Change Password](#) ] [ [Send Password Reminder](#) ] [ [New User Registration](#) ]

### 10.1 Change Password

There is a button on the bottom of the login page that allows you to change your password. Click on it and enter your login, old password, and new password twice.

Note: You may not see this link if the system is setup to not display it.

Note: There are other ways to change your password once you are logged in. Add the link to the 'my account' page for regular (non-administrator) users. For more information about this, see the User Administration pages. Administrators also have a link to change their account information by clicking on the System tab while logged in.



**Invisible Gold**

**Change Password**

Login:

Old Password:

New Password:

Confirm New Password:

[ [Login](#) ] [ [Send Password Reminder](#) ] [ [New User Registration](#) ]



## 10.2 Send Password Reminder

The Login page also may have a link for Password Reminder depending on your system settings. This will bring up a page that allows you to type in your user account. Your password will be emailed to you, IF the site is properly setup for email, AND your user account has an email address.



## 10.3 New User Registration

If your site is setup to allow Open Registration, AND the option is enabled, there will be a link on the Login page for "New User Registration".

This will take the visitor to the /Register page. This page automatically displays all User Groups with Open or Paid Registration. Visit the User Administration section for more information.

Note: This option is only available in the Multiuser and Advanced Commerce licenses.

### Registration

Thank you for your interest in joining our organization. We strive to provide the best support available and make a positive change the lives of young people in Westport.

Note that as a sponsoring partner, you qualify for discounts and will be featured in our sponsor programs throughout the year.

NOTE: If you already have a user account, go to the [login page](#).

Membership levels		
<input checked="" type="radio"/> \$250	<b>Partners</b>	Members of this group will be featured in our fundraising sponsors lists, and have full access to the site.
<input type="radio"/> FREE	<b>Directory</b>	Members of this group have the right to contribute to the message board

Login Information	
login:	<input type="text"/>
password:	<input type="password"/>
confirm password:	<input type="password"/>

Create My Account

## 10.4 System Settings and Security Concerns

Administrators can Modify the System Settings to change the way that the Login and Registration pages work.

Login as an Administrator. Next click the System button at the top of the page, and then the Modify System Settings link.

You will have the ability to hide the various links on the Login page and disable the Open Registration system. These are good ways to tighten the security on your site.

- allow users to request password reminders
- show "change password" link on login page
- allow users to join groups with free or paid registration
- show "new user registration" link on login page
- take users to "myaccount" page on login
- enable banner ad collections (design must support it)

However, the best ways to tighten security are to use strong passwords and keep track of who you give them to. Switching to secure hosting will ensure that all edits go through HTTPS which encrypts the traffic. You should also work with your web host to ensure they have a secure server environment (blocked ports, no FTP accounts, latest patches, etc.).

## CHAPTER 11: Email Newsletters

Invisible Gold Newsletter and higher include a system for sending out email newsletters either as HTML or plain text. Just add your message text to your site, then click the Send Email button at the top of the page (when you're logged in), and then choose each of your Mailing Lists and/or User Groups to send it to.



If you send to more than one List and some contacts are in both Lists, IG will only send it to them once so they don't get duplicates) and users don't see any of the other recipients. HTML emails automatically include an unsubscribe link to allow users to take themselves off of your email lists (it doesn't however take them out of your User Groups).

Note: The email system is available in most Invisible Gold licenses (Newsletter, Commerce, Multi-user, and Advanced Commerce). It is NOT available in the Basic and Starter licenses.

### 11.1 Sending a Page

The process of sending a page is quite simple. Log in as an Administrator and click Send Email at the top of the page. This will bring up the Send Email page with several options:

**From:** This is the email address that will send the message to the list of recipients. It is automatically filled in with the website Administrator Address or Newsletter Address from your system settings. Feel free to change this.

**To:** Here you will find a list of all of the User Groups and Mailing Lists in your site. Simply check off all that should receive the email. Keep in mind that each email address will only receive one copy (even if they are in one list multiple times or in several different lists.)

**Subject:** The subject line is regular text.

**Message:** The message is actually a page from your site. Take a moment to verify that you are sending the correct page. You can click the name of it with the right mouse button to open it in another window to double check.

**Send Page As I See It, etc.** This is a VERY important setting. This works the same way as the Guest View, Normal, and Edit Mode links at the top of the page. Sending the page as "I see it" will show all of the links that you have the rights to see. (be careful if you have links you don't want to email out.) Sending the page as a "guest sees it" will be the page that anyone not logged in would see. Be careful if the page you are sending is password protected. Recipients might receive an email with just a login box.

#### Send Via Email

This page allows you to email a page from your site to a group of users. Keep in mind that you should send a test email to yourself first, and choose an alternate text message as some users cannot receive html email messages.

	NAME	ADDRESS
From:	Invisible Gold	john@invisiblegold.com
To:	<input type="checkbox"/> ContactUs <input type="checkbox"/> Administrators <input type="checkbox"/> Demo <input type="checkbox"/> Clients <input type="checkbox"/> General <input type="checkbox"/> Forum Users <input type="checkbox"/> Hosts <input type="checkbox"/> Newsletter <input type="checkbox"/> Newsletter2 <input type="checkbox"/> Newsletter3 <input type="checkbox"/> Order <input type="checkbox"/> Temp <input type="checkbox"/> Test	
Subject:	Are You Happy With Your Website?	
Message:	The page, Are You Happy With Your Website?, will be packaged into an HTML email. Recipients that cannot receive HTML emails will receive the Alternate Text Message instead. <input checked="" type="radio"/> Send the page as I see it (preview). <input type="radio"/> Send the page as a guest would see it (guest preview).	
Alternate Text Message:	A message was sent to you in HTML format, but since your email program cannot read the format, a link to the page has been sent instead: <a href="https://invisiblegold.com/">https://invisiblegold.com/</a>	
<input checked="" type="checkbox"/> Only send the email to me (useful for testing).		
<input type="button" value="Send Email"/> <input type="button" value="Close"/>		

**Alternate Text Message:** It's not common anymore, but some recipients will not be able to open HTML email. This text message will be displayed instead.

**Sending a Test Message:** Just above the Send Email button is a box you can check to send a test message. It is a VERY good idea to send the email only to yourself first to see how it will look. Checking this box will override the Mailing Lists and User Groups you check and will not include an unsubscribe link.

When you click Send Email, with the test box unchecked, the message will go out to all of the recipients.

## 11.2 Unsubscribe

When people receive the email, there will be a link at the bottom to unsubscribe. It may seem long, but it follows guidelines set by AOL.

Be careful that you don't accidentally resubscribe addresses. Once people indicate they don't want to receive your emails, it's a good idea to respect their wishes.

When a person clicks the unsubscribe link, it will automatically take them to a page on your site to remove their email address from all lists you sent the email to. (except for User Groups).

Note: It won't actually delete their email address, it will simply change the Send Email field to FALSE. Future sends to the same list will not send an email to them.



## 11.3 Sending Just a Text Message

There is also a feature that allows you to send a text message to a Mailing List or User Group. To get to it, open up a User Group or Mailing List. There will be a link at the top right Send Email.

Click this and you can send an email, however it will only have a text Subject and Message.

Note: There is no unsubscribe link for the text email message.

**Send Email**

This page allows you to email a page from your site to a group of users. Keep in mind that you should send a test email to yourself first, and choose an alternate text message as some users cannot receive html email messages.

From: 

NAME	ADDRESS
Invisible Gold	john@invisiblegold.com

To:

- ContactUs
- Demo
- General
- Hosts
- Newsletter
- Newsletter2
- Newsletter3
- Order
- Temp
- Test
- Administrators
- Clients
- Forum Users

Subject:

Message:

Only send the email to me (useful for testing).

## 11.4 System Settings

There are several system settings that affect the way email is sent. The **mail server** and **login/password** are simple. You need to have a POP3 or SMTP server to send emails from. The login and password need to match it.

Next, there are three addresses that control who the emails are coming from. The **Administrator** is most important. Without one, the site won't function properly. Next there are the **Newsletters** and **Orders** addresses. Newsletters are automatically sent from the Newsletters address. Order confirmation emails are sent from the Orders address.

Note: There was a bug in 2.8 that reversed the values for Newsletter Name and Address. Swap the fields if they come up reversed on the Send Email page.

The **Outgoing Email Queue** changes the way that outgoing emails are handled.

**Email**

Outgoing Mail Server:  Port:

Login:

Password:

Website Email Account: (for automatic responses)

Name:

Address:

Newsletter Email Account: (leave blank for default)

Name:

Address:

Orders Email Account: (leave blank for default)

Name:

Address:

Outgoing Email Queue:

- send immediately
- send as visitors access the site



## CHAPTER 12: Advanced Button

The Advanced button allows you to change some of the special properties of a page.

Note: Making changes to some of these settings can have unexpected results. Some websites require specific Page IDs to work. You can also lose data if you change from certain Page Templates (most likely custom ones) to others.

### Advanced: Modify Page Properties: New Contact Us Page

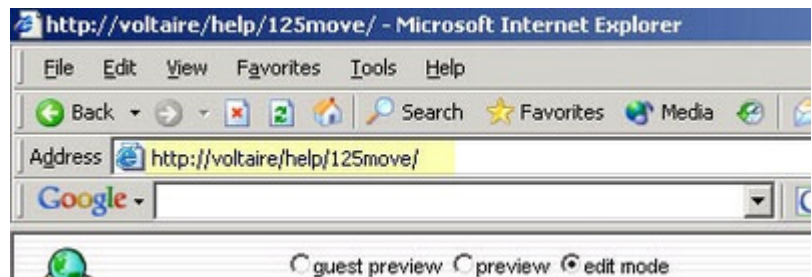


Advanced Page Properties: New Contact Us Page

Page ID:	<input type="text" value="/newcontactuspage"/>
Framework:	<input type="text" value=""/>
Page Template:	<input type="text" value="Contact Us"/>
Default Template For Child Pages:	<input type="text" value=""/>
Sortkey:	<input type="text" value="99"/>

### 12.1 Page ID

Every page in an Invisible Gold website has an ID. This is simply the address without the domain name. For example: If the page address is <http://www.invisiblegold.com/support/help/>, then the Page ID is `/support/help/`. (Note how the ID has a slash on both ends.)



The Advanced page lets you change the address for the current page - but only the ID.

Note: Choosing good Page IDs has an impact on search engine rank. It also helps visitors get a sense of the structure of your website. Keep in mind that people might bookmark a specific page id. If you change it, their bookmark (And search engine databases) will be wrong.

Note: If a page is not found (for example if you changed the ID), then Invisible Gold will try each parent page until it finds a good ID. If no pages can be found, it will return the home page.

Note: When a new page is created, a Page ID is created automatically. It is a good idea to change this to something more specific.

### 12.2 Framework

Every website has one or more Frameworks. This is a "Look" or "Design" created in HTML by your website designer.

Every page in your site can use a specific Framework, or simply inherit the one chosen by its parent page. (It's a good idea to simply leave this field blank so it automatically inherits the framework.)



Note: For more information about creating Frameworks, see the Authoring Sites section.

Note: If the homepage doesn't specify any Framework, then one called Default will be used. If there is no Default framework, then a blank system Framework (light purple and light blue) will be used instead.

## 12.3 Page Template

The Page Template defines what page template will be used. For example, when you click the green New button, you get to choose a page type based on the library of templates. This simply allows you to change from one type of template to another.

Note: Be careful when changing from special templates. For example, if you change from a Product to a Default, and make changes, the page will discard any pricing information. If you change back to a Product, you will need to enter the Price and Shipping information again.

However, most basic templates do not have special values that can be lost. This is most common with Custom Templates that may be created for your site.

## 12.4 Child Template

The Child Template is exactly the same as the Page Template except it determines what type of Template will be used when creating pages below this one. If you leave it blank, the New button will bring up the Choose Template page. If you give it a value, you can save a few button clicks, as every child page will skip the Choose Template page. This is also a great way of simplifying a website for novice users.

## 12.5 Sortkey

The Sortkey is used to set the order of Child pages. It is numerical so 1 is before 2 and 9 is before 10.

Note: While it may be time consuming, this is the easiest way to set the order of child pages for a navigation bar.

The screenshot shows the 'Advanced: Home' page with a list of child pages and a 'PAGE PROPERTIES (modify)' dialog box. The list of child pages is as follows:

Child Pages	Template	Sort Key	Created	Modified	
<input type="checkbox"/> New Contact Us Page	contactus	99	12/12/2005	12/12/2005	edit
<input type="checkbox"/> Registration	system/registration		12/7/2005	12/7/2005	edit
<input type="checkbox"/> Shopping Cart	system/shoppingcart		12/7/2005	12/7/2005	edit

Below the table, there are buttons for 'Delete Selected', 'New', and 'Close'. The 'PAGE PROPERTIES (modify)' dialog box shows the following information:

**PAGE PROPERTIES (modify)**  
Page ID: /  
Page Template: Default  
Sortkey:  
Template For Child Pages:  
Framework: Default

Note: Clicking on the System button will show the Sortkeys for all of the Child pages where they are editable.

## CHAPTER 13: Moving Pages

The Move button can be used to move a page from one area of your website to another.

Note: You must be logged in and have rights to Edit the page to be moved and Create Children for the page it is to be moved under.

Start by navigating to the page you want to move and click on the Move button. You should see a list of all pages on the site (as little yellow folders). The page to be moved will be an open red folder.

Use the + and - boxes next to the folders to open and close them. Finish by clicking on the page you want to move this one to (under). Once you confirm the move, the page will be in its new location.

Keep in mind that security is inherited from the new location. Any local rights given to this page or its children will be moved as well.

Note: The Home Page, The Shopping Cart, and the Registration page cannot be moved.



Page ID: /newcontactuspage/



### 13.1 Sortkeys

Every page in your Invisible Gold powered website has a Sortkey. This is a special numerical value that is used to order pages (for example, on a Navigation bar or list of links).

For pages that use the Static List template or URL List template, the Sortkey is set simply by editing each section of the page.

For other pages, the Sortkey is set by clicking the Advanced button.

Note: To set the order of items in a navigation bar, it might take many clicks to reset the Sortkey for every page. You can also click on the System button to see and edit a list of Sortkey values.



Advanced Page Properties: New Contact Us Page	
Page ID:	/newcontactuspage
Framework:	[Dropdown]
Page Template:	Contact Us [Dropdown]
Default Template For Child Pages:	[Dropdown]
Sortkey:	99
[Save Changes] [Close]	

## CHAPTER 14: System View

The System page shows you information about a page or the entire website. You can view it by logging in as an Administrator and clicking on the System button at the top.

The page is divided into three main areas. In the top left are links to various System maintenance tasks such as downloading a backup, modifying your profile, and modifying the system settings.

The top right corner shows information about the page you're on. Notice how it is almost identical to the information that you would find by clicking the Advanced button.

The bottom area shows a list of the child pages under the current one we are looking at.

**Advanced: Home**

- ▶ Download website backup (create backup)
- ▶ Update Database (run this after an upgrade)
- ▶ Edit My Profile
- ▶ Modify System Settings

**PAGE PROPERTIES (modify)**

Page ID: /  
Page Template: Default  
Sortkey:  
Template For Child Pages:  
Framework: Default

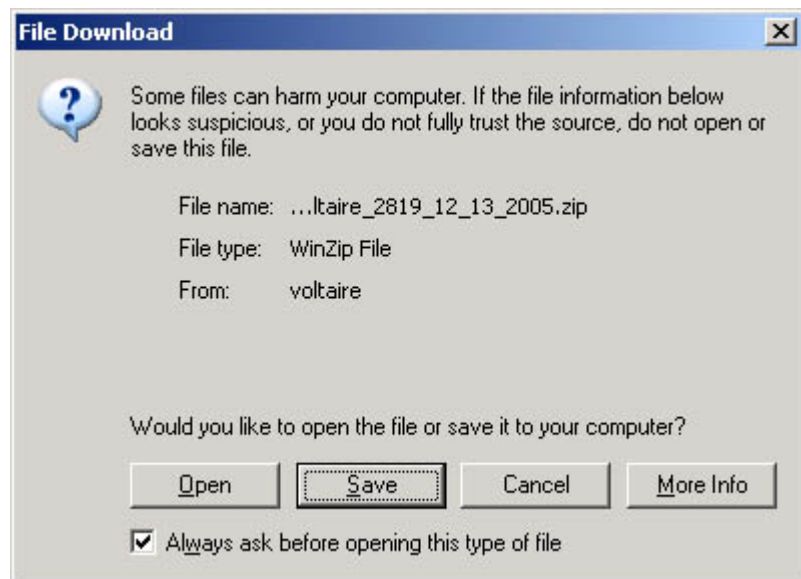
Child Pages	Template	Sort Key	Created	Modified	
<input type="checkbox"/> New Contact Us Page	contactus	99	12/12/2005	12/12/2005	edit
<input type="checkbox"/> New Custom Form Page	customform	99	12/12/2005	12/12/2005	edit
<input type="checkbox"/> New Product	product	99	12/12/2005	12/12/2005	edit
<input type="checkbox"/> Registration	system/registration		12/7/2005	12/7/2005	edit
<input type="checkbox"/> Shopping Cart	system/shoppingcart		12/7/2005	12/7/2005	edit

5 pages | select all | select none

Delete Selected New Close

### 14.1 Download Website Backup

The first link in the top right allows you to create and download a backup of your website. The resulting file will be zipped with a .ZIP extension. It contains all of your DATA files, Frameworks, Templates and Images. Note that it does not include any of the System files. However, it does include a text file indicating what version of Invisible Gold the site is running. (Note: You can download new and old Invisible Gold system files from [www.invisiblegold.com/downloads](http://www.invisiblegold.com/downloads).)



The backup system will automatically create a .ZIP backup every few days. You can also click a link to create a new backup if there isn't one yet. Keep in mind that on complicated sites, this could take as long as 15 minutes. Come back later to see if it was created successfully.

Clicking on the link will download the backup file.

Note: You will need a program to unzip files such as PKZip or WinZip.

## 14.2 Update Database

The next option allows you to update the database. This automatically compresses the log files (used by the traffic system), it also purges unnecessary files, and checks for missing templates.

The Missing Template will display last with a list of all Templates in use on the site. Any that are found to be missing will have a drop down box with alternate templates to Remap them to. Make a selection for each and click the Remap Templates button at the bottom.

### Missing Templates

This page lists all of the templates in use on the site. Those that are no longer available will show options to remap the template to one that is available. It is useful for upgrading existing sites that are currently using legacy templates.

**There are no missing templates.**

Template ID	Usage	Action
contactus	1 occurrences	
customform	1 occurrences	
default	2 occurrences	
product	1 occurrences	

Pages: 4 | Missing Templates: 0

Close

## 14.3 Edit My Profile

The Edit My Profile link allows you to make changes to your User account. Note, this is almost identical to the edit page you would see as an Administrator editing a user.

However, since the User Administration system is only available in the Multi-User and Advanced Commerce templates, this is the only way to modify your email address on a lower version site.

Make changes to your information and click Save at the bottom.

Note: You can also upload an image. While this is possible in certain versions of Invisible Gold, it won't be directly used by any of the standard templates.

### Edit Your Account Settings

Click to Upload Image

User Properties	
First Name:	<input type="text" value="John"/>
Last Name:	<input type="text" value="Weaveris"/>
Login:	admin
Password:	<input type="password" value="....."/>
Confirm Password:	<input type="password" value="....."/>
Email:	<input type="text" value="john@invisiblegold.com"/>
Group:	Administrators

Address	
Company:	<input type="text"/>
Telephone:	<input type="text" value="860-285-0172"/>
Fax:	<input type="text"/>
Address:	<input type="text" value="492 Poquonock Ave."/>
City:	<input type="text" value="Windsor"/>
State:	<input type="text"/>
Zip:	<input type="text" value="06095"/>

Save Close

## 14.4 Modify System Settings

The Modify System Settings option shows the list of settings for your website. (See the System Settings page)

Click Save when you are done.

### System Settings

The following settings control how your website behaves.

System		Save	Cancel
Page Title:	<input type="text"/>		
Splash Page ID:	<input type="text"/>	(leave blank for none)	
Login/Passwords:	<input checked="" type="checkbox"/> allow users to request password reminders		
	<input checked="" type="checkbox"/> show "change password" link on login page		
	<input checked="" type="checkbox"/> allow users to join groups with free or paid registration		
	<input checked="" type="checkbox"/> show "new user registration" link on login page		
	<input checked="" type="checkbox"/> take users to "myaccount" page on login		
	<input checked="" type="checkbox"/> enable banner ad collections (design must support it)		
Approvals System:	<input type="radio"/> show all pages regardless of author		
	<input type="radio"/> hide until approved (by an administrator)		
	<input checked="" type="radio"/> show until approved (by an administrator)		
Caching:	<input checked="" type="radio"/> disable caching		useful when a site is in development and frameworks or templates change.

## 14.5 Page Properties

The Page Properties box in the top right corner shows the Framework, Page Template, etc. You may notice that it is the same information located on the Advanced page.

You can make changes to this information by clicking the Modify link at the top. This will take you to the Advanced page.

PAGE PROPERTIES (modify)
Page ID: /
Page Template: Default
Sortkey:
Template For Child Pages:
Framework: Default

## 14.6 Reload Cached Pages

There is one more option if Caching is turned on. The link "Reload Cached Pages" will automatically empty the cache. It may appear to be sluggish for a moment as visitors reload all of the images and pages off of the server's hard drive.

This is a common link to push if you've recently uploaded Framework files to the server or worked with the Data files directly.

Regular users shouldn't ever have to use this link.



## 14.7 Page List

At the bottom is a list of the Child Pages under the current one. There is a small gray up-arrow box that goes to the parent page (except on the homepage).

Each Child Page lists its name, the template it is using, the User that saved it last, its Sortkey, and when it was Created and Last Saved.

Child Pages	Template	Sort Key	Created	Modified	
<input type="checkbox"/> New Contact Us Page	contactus	99	12/12/2005	12/12/2005	edit
<input type="checkbox"/> New Custom Form Page	customform	99	12/12/2005	12/12/2005	edit
<input type="checkbox"/> New Product	product	99	12/12/2005	12/12/2005	edit
<input type="checkbox"/> Registration	system/registration		12/7/2005	12/7/2005	edit
<input type="checkbox"/> Shopping Cart	system/shoppingcart		12/7/2005	12/7/2005	edit

5 pages | select all | select none

If the Approvals system is enabled, it will also show the last time it was Approved and whether it is awaiting approval.

Links at the right allow you to edit or delete any Child Page.

Buttons at the bottom allow you to delete Selected Pages, Create New Child Pages, Approve Selected Pages, or simply close the System view and return to the page.

# CHAPTER 15: Security

The Invisible Gold Security system allows you to set permission rights on individual pages to Users or Groups. Rights are also inherited, so if you have the Right to view a page, you also have the right to view all of the pages under it.



Note: You can access the Security Page by clicking the Security button at the top of page.

- Local Rights and Cascading Rights
- List
- View
- Edit
- Delete
- Create Children
- Modify ACL
- SSL and "real" security

## Page Security

This screen shows the users and groups with access rights to the page, New Custom Form Page. Inherited rights cannot be changed here because they are applied to pages above this one. Local rights override the inherited rights and also apply to child pages.

Page ID: /newcustomformpage/

Inherited Rights	List	View	Edit	Delete	Add Children	Modify Security
 Administrators	True	True	True	True	True	True
 Everyone	True	True	False	False	False	False

Local Rights	List	View	Edit	Delete Children	Add Children	Modify Security	
 Paid Memberships	Yes	Yes			Yes		
							
							

## 15.1 Inherited and Local Rights

Inherited Rights cannot be changed because they are set on some page that is the Parent or higher. They are shown at the top of the Security page.

Notice in the picture, there are two rows of Rights listed under Inherited Rights. Administrators and Everyone. Notice how Administrators have True for every right allowing them to edit pages. However, Everyone (a special Group that represents regular website visitors), only has List and View.

**Local Rights** are ones set on the current page. They represent this page and all of those below it. You can add new Users or Groups to this list by clicking on the green New button at the bottom. Click on a User or Group to add it to this page.

Note: **Local Rights** always override Inherited Rights. This means that if you want to hide a certain page, then simply set List to No. (For the group in question)

## Page Security: Select

Click on an a user or group to select and add them to the ACL list.

Groups	
 Everyone	All users regardless if they are logged in or not.
 Logged In Users	All users that have entered a password to log in.
 Administrators	People with complete access to the system
 Paid Memberships	You can pay \$20 to create a user account in this group
Users	
 admin	Waiveris
 member	
	



Note: Be careful setting rights to restrict the Administrator access. You can unwittingly lock yourself out of the website.

Individual Rights can be granted or denied by setting a single one to Yes or No. Leaving it blank allows it to inherit the rights from above.

Note: A user will automatically have a combination of rights. They have all of the rights granted to the Everyone account, and then any granted to them personally. If they are logged in, they also have any rights granted to the special **Logged in Users** group, and any granted to their specific group.

## 15.2 List

This Right grants or denies the ability to see a link to the page. For example, you would set this to False or No if you want to hide a page. Keep in mind that this can be separate from the ability to View the actual page.

## 15.3 View

This Right grants or denies the ability to load a page. If a person tries to access a page that they can't View, they will see a Login page instead.

Note: You can use this very effectively to show a link to a page but require them to login to view it.

## 15.4 Edit

This Right grants or denies the ability to make changes to the text or upload/delete images from a page. Keep in mind that it doesn't allow them to see the whole Administrative interface (buttons on the left and top)...in fact, they don't even need to be logged in.

With Edit rights, the user will see an Edit button on the page when they access it.

## 15.5 Delete

This Right grants or denies the ability to delete this page and/or its child pages. It is rare that someone would grant the right to delete pages but not create new ones.

## 15.6 Add Children

This Right can be used to create a page that users can submit new pages to but not delete old ones. (Users cannot see the pages that have been added...but they can add new ones.)

You can also create pages that users can edit but not delete and/or not create new pages underneath.

## 15.7 Modify Security

This Right grants or denies the ability to access this security page. It is very common to give a user the ability to create and edit pages, add children, etc., but not the ability to set security.

Note: Be careful who you grant this ability to. They could effectively lock you out of a section of your website.

## 15.8 "Real" Security

Note: This isn't a replacement for security that restricts access to individual resources. Invisible Gold can still allow a visitor to download files or images on pages they don't have rights to see. To most users this will be secure. Text itself is encrypted, but uploaded files are not specifically protected.

# CHAPTER 16: System Settings

System Settings give you access to make changes to the way your website works. Unlike the content on individual pages, this refers to the Email, Shopping Cart, Login Page, and Search Engine values.

Modify the System Settings by logging in as An Administrator and clicking on the System button at the top of the page. Next, click on the link "Modify System Settings."

**Advanced: Home**

- Download website backup (create backup)
- Update Database (run this after an upgrade)
- Edit My Profile
- Modify System Settings

**PAGE PROPERTIES (modify)**

Page ID: /  
Page Template: Default  
Sortkey:  
Template For Child Pages:  
Framework: Default

Child Pages	Template	Sort Key	Created	Modified	
<input type="checkbox"/> New Contact Us Page	contactus	99	12/12/2005	12/12/2005	edit
<input type="checkbox"/> Registration	system/registration		12/7/2005	12/7/2005	edit
<input type="checkbox"/> Shopping Cart	system/shoppingcart		12/7/2005	12/7/2005	edit

3 pages | select all | select none

Delete Selected   New   Close

## 16.1 System

The first section of System Settings gives access to options available in almost every Invisible Gold license.

The **Title** is the text shown on every page of the site (way up at the top of the browser window).

The **Splash Page ID** can be used to set a different starting page. Given a value such as "/features/", the website will start on that page.

The **Login/Passwords** section has several options covered better in the Login/Logout section. (links are available on the Login page)

There is an option to turn on **Banner Ads** for websites that have a license that supports it.

The **Approvals System** determines what happens when a user (other than an Administrator) adds or edits a page. If the option is not disabled, there will be a button in the Administration interface that lists all pages that haven't been "approved" yet. The two options here determine if these pages are visible to the public or not. For more information read about the Approvals system.

Note: In 2.8+ or earlier versions, there is an option for **Caching** which can greatly improve the performance of your site. Keep it turned on, unless you are uploading files through FTP or modifying files on the server directly. (Caching increases performance to be 60x as fast by storing pages and

**System**   Save   Cancel

Page Title:

Splash Page ID:  (leave blank for none)

Login/Passwords:

- allow users to request password reminders
- show "change password" link on login page
- allow users to join groups with free or paid registration
- show "new user registration" link on login page
- take users to "myaccount" page on login
- enable banner ad collections (design must support it)

Approvals System:

- show all pages regardless of author
- hide until approved (by an administrator)
- show until approved (by an administrator)

Caching:

- disable caching
- cache complete pages

useful when a site is in development and frameworks or templates change.  
very fast, however reload cached pages if you change files using a tool like FTP.

partially rendered sections of pages in memory.)

For 2.9 and newer, it is turned on by default.

## 16.2 Shopping Cart

The Shopping Cart has MANY options that can be set in the System Settings. For more information, go to the Shopping Cart pages.

## 16.3 Email

The Email settings let you specify a POP3 or SMTP server for outgoing email. Note that you have the option to specify the Port, but it is almost always left blank.

Second, specify a Login and Password for sending outgoing email on this email server.

The next three values allow you to specify email addresses for the site administrator (used for contact us emails), the newsletter administrator (used for email newsletter system), and the orders administrator (used by the shopping cart).

The last option is very important. It determines whether emails are sent immediately when requested. This should always be set to **Send As Visitors Load Pages**. One exception is if this machine has its own email server, or perhaps if there is a LAN connection to an email server. Otherwise, emails should be sent as pages are loaded from the site. This is slower, but much more reliable.

Note: Emails seem to send slow at times. The basic system sends a single page for every page loaded by a visitor. For a site that sends 1000 pages per day, the theoretical limit is 1000 emails per day. In practice the level is lower.

**Email** Save Cancel

Outgoing Mail Server:  Port:  (normally left blank)  
Login:   
Password:

Website Email Account (for automatic responses):  
Name:   
Address:

Newsletter Email Account (leave blank for default):  
Name:   
Address:

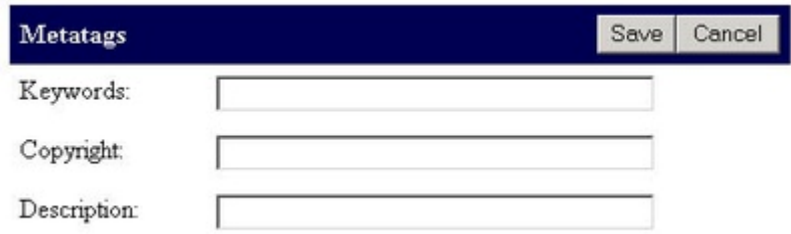
Orders Email Account (leave blank for default):  
Name:   
Address:

Outgoing Email Queue:  send immediately  
 send as visitors access the site

## 16.4 Meta Tags

The last option lets you set Meta Tags for the site. Contact your website designer if search engine rank is important to you. Your Invisible Gold website is optimized for search engine placement and will work well

with an online marketing campaign, but you can add keywords and a description here if you wish.



The screenshot shows a dialog box titled "Metatags" with a dark blue header. In the top right corner of the header are two buttons: "Save" and "Cancel". Below the header, there are three text input fields. The first is labeled "Keywords:", the second is labeled "Copyright:", and the third is labeled "Description:". Each label is positioned to the left of its corresponding empty text box.

## CHAPTER 17: Hosting Invisible Gold Powered Websites

Invisible Gold is a content management system that runs on a Windows 2000 or 2003 server. It requires both IIS and ASP to host sites. Content is loaded primarily through the web browser.



## CHAPTER 17.1: Using the Wizard to Create and Manage Invisible Gold Sites

Administrators that have been working with Invisible Gold for several years will remember configuring them by hand. Now we have a tool that reduces most of the process to allow button clicks.

The Wizard can be used to create Invisible Gold websites, virtual directories, upgrade sites, test sites, and delete old sites.

Note: The Wizard cannot install SSLs. You still need to install these manually. However, once they are installed, you can use the wizard to turn on HTTPS mode.



### 17.1.1 Creating a New Site

The first step is to click the New Website button on the start page. Click Next and you will be taken to the Enter Domain Name and Directory page.

When you give the information and click Next, the cursor will go to hourglass for several seconds. The Wizard is configuring IIS, copying a large number of files, etc. When it is done you will go to the Enter License Key page.





## 17.1.2 Entering a License Key

At this point you simply need to enter the license key that goes with this website. Every Invisible Gold powered site has a license key that is tied to its domain name. It also specifies which features are enabled for the site.

You can get new license keys by going to [www.invisiblegold.com/licenses](http://www.invisiblegold.com/licenses).



Note: You can also get a free demo license that can unlock any domain to try out the various license levels. Just keep in mind that they expire at the end of every month.

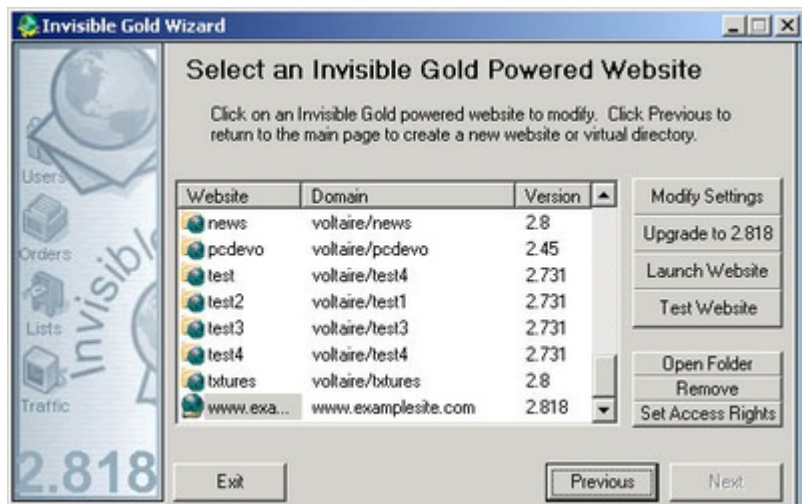
The License Key page also gives the option to set a Virtual Directory and enable HTTPS mode. When you are done, click Save. This will edit the Settings.asp file.

This will take you back to the wizard main page (where you can test the site or make changes to others.)

## 17.1.3 Websites List Page

You will be taken to this page when you finish creating a new website or virtual directory or when you click the Modify Website option from the start page.

Select a website from the list. (You can click on columns to change the sort order.) Then click a button for various options:



**Modify Settings** - This allows you to change the license key, enable https mode, or edit the virtual directory.

**Upgrade** - This upgrades the selected site to the latest version of Invisible Gold installed on your server.

**Launch Website** - This opens a web browser to the selected website's address. It's useful for testing. Note: Many 2003 Server installations have web browsing disabled as a security precaution.

**Test Website** - This launches the website on its /test.asp page. This page automatically tests the current

configuration to verify that settings and security are all okay.

**Open Folder** - This opens a Windows Explorer window so you can modify the website files directly.

**Remove** - This deletes the website or virtual directory.

**Set Access Rights** - This is a rarely used feature. It helps reset settings on the DLLs. Most installations never have to click this button. It's also potentially damaging if you have a special security setting. Specifically, it checks which user account the website is running under. Next, it gives that user modify rights to the current Invisible Gold version DLLs in C:\Program Files\Invisible Gold\IGVer\ directory. You may want to do this manually.

### 17.1.4 Create Virtual Directory

This works almost exactly the same way as creating a new Website, except rather than specifying a domain name and license key, you simply select an existing website. When you click Next, you will be taken to the Enter License Key page.

Note: A virtual directory is a subdirectory under a site. For example, newsite is a directory under [www.invisiblegold.com/newsite](http://www.invisiblegold.com/newsite). If it is configured to be its own website in IIS, it is considered a Virtual Directory. Invisible Gold can run in its own installation in any website or Virtual Directory so you can allow a single website to have different shopping carts or administrators, etc.



## CHAPTER 17.2: Upgrading Sites

Every Invisible Gold site is a certain version. One of the great features of Invisible Gold is that sites can be updated to the latest version to take advantage of bug fixes, new templates, and new features.

Note: Before you upgrade a site to the latest version, you need to download and install it on the server. There is a help page on this topic.

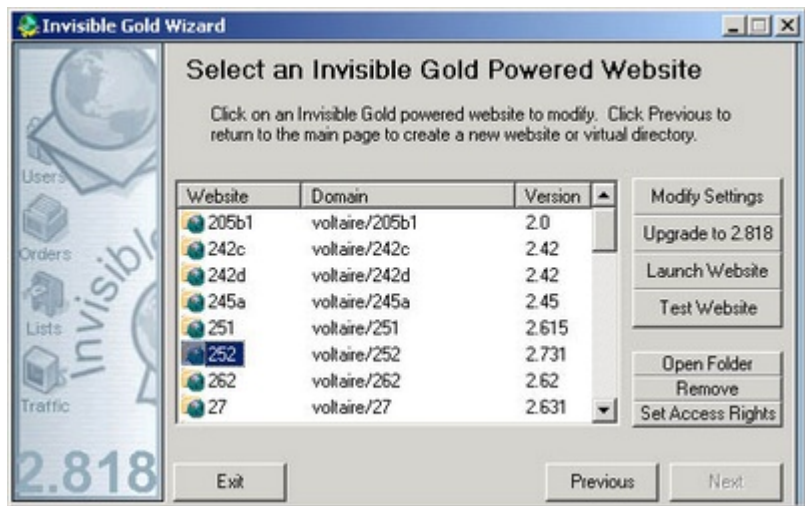


You have the option of using the IG Wizard, or upgrading by hand. Keep in mind that the list of changes to upgrade by hand isn't always published. It makes more sense to upgrade using the Wizard.

### 17.2.1 Using the Wizard to Upgrade Sites

Open the Wizard from the START | Programs | Invisible Gold menu. On the first page, click to Modify an existing site. On the second page, select the site to upgrade and click the upgrade button.

The site will be automatically upgraded. If you recently rebooted or restarted IIS, it won't be necessary to do it again (as part of the upgrade). Regardless, the site should now be running on the latest version.



You should ALWAYS run a test on the site to verify that it is working. Send an email to your client, fill out all of the Contact Us forms, and order a test product. If there is going to be a problem with a site, it's right after you've changed it. You should encourage your client to run a series of tests to verify that it is working 100%.

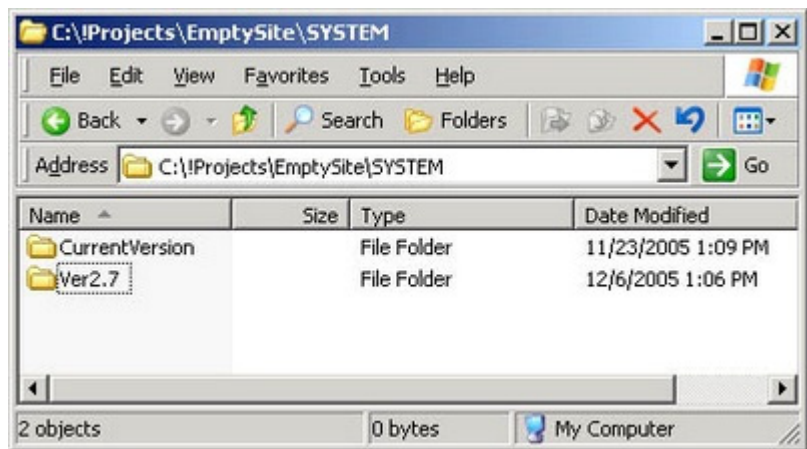
Note: if you load the site and it still shows the old version, run "iisreset" manually. IIS tends to cache the old version.

Note: [Contact us](#) if the upgrade button is grayed out. There are still a few sites running on old versions that cannot be automatically upgraded. (Since there are so few, it makes more sense for us to walk you through the steps rather than explain the process here.)

## 17.2.2 Upgrading a Site by Hand

There are two steps to upgrading a site to a new version. First, there are new files copied into the site's \System directory.

The old \System\CurrentVersion directory is renamed for the version it contains. For example \System\CurrentVersion\2.8. (The version can be found by going into the directory and looking for a file like Ver2\_8.



Next, the \System\CurrentVersion directory is copied from the latest version found in C:\Program Files\Invisible Gold\Ver2.8\EmptySite\System (where Ver2.8 is the latest version). At this point the site should be 90% upgraded.

Most of the upgrades have also included new directories that need to be copied into the \Data\System directory. The only way to find these out is by comparing the directory on your site and the one in the new version. If there are missing files, copy them over.



## CHAPTER 17.3: Create a New Invisible Gold powered site by hand.

Even if you prefer to use the Wizard, it makes sense to understand what steps are being done to configure a new Invisible Gold site.

Note: Even before you can create the site, you need a Windows 2000 or 2003 Server that can run ASP and a version of Invisible Gold installed on it.

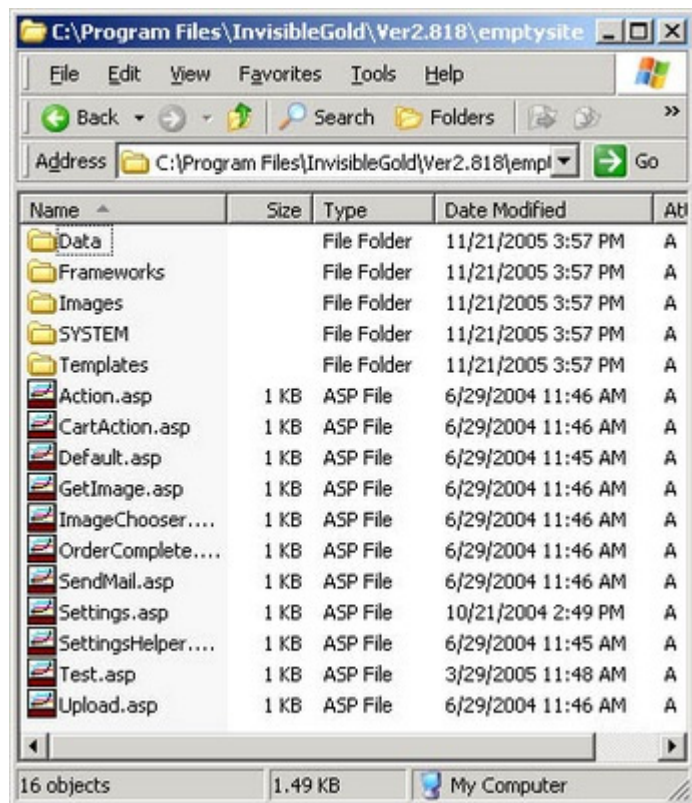


### 17.3.1 Step 1: Copy the empty site files

The first step is to create a directory to create the new site in. Next, copy the empty site files from the Invisible Gold directory: c:\Program Files\Invisible Gold\Ver2.8\Empty Site.

Note: Be careful to always COPY these files. Even if they have been created somewhere else. This is to ensure that the security settings "inherit" from their new parent. It's a common mistake to move them from the desktop, and then find that your users cannot make changes to their site.

Note: It's a good idea to put your websites in a directory other than c:\inetpub\wwwroot. Some viruses and scripts depend on default installation directories to work. While it won't prevent problems, it's simple and easy and might help.

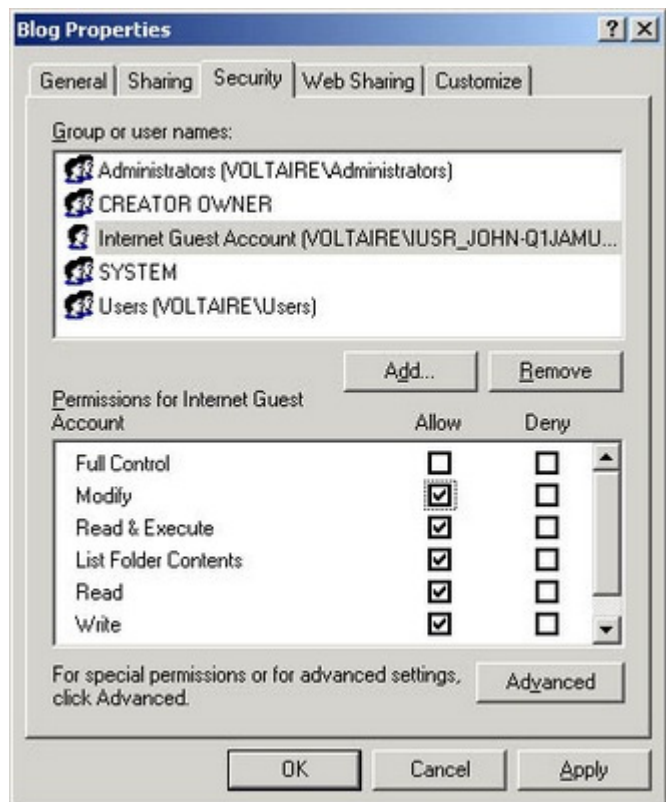


### 17.3.2 Step 2: Set Directory Security

Once you have the directory created, you need to give the web user the ability to MODIFY the Data directory. (This is a directory just under homepage of the new site.)

Highlight the directory \Data, and use the right mouse button to select properties. Change to the security tab, and then click ADD. The web process user is usually IUSR\_Machinename (where machinename is your machine). However, it's easiest to click ADVANCED, and then FIND NOW. The IUSR account should be listed below.

Highlight the IUSR account, and click OK, and OK again. You should now see a window similar to the picture on the right. Highlight the IUSR account and set MODIFY to Allow (check the box). The account should now have the ability to make changes to files in the \DATA directory.



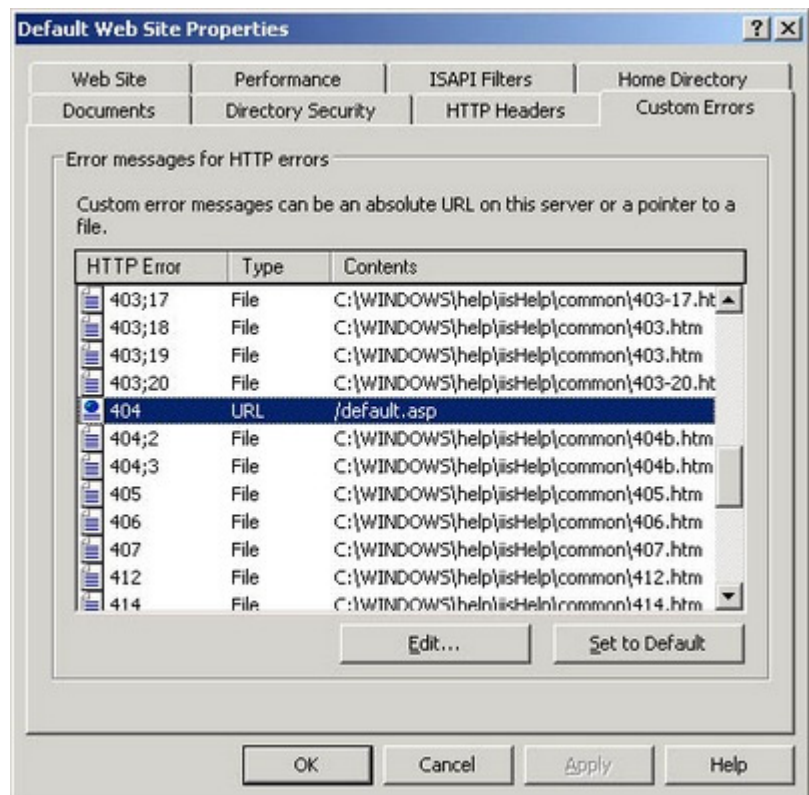
### 17.3.3 Step 3: Create the IIS Website

The next step is to create a website in IIS. You do this by launching the program: START | Programs | Administrative Tools | Internet Information Services (IIS) Manager.

There are several steps to create a new site or virtual directory. It's beyond the scope of this document to explain them. However, just keep in mind that it is really no different than setting up any other type of website on a Windows Server.

You need to use the following settings:

- 1) Make sure the home directory points to the directory we just created. (The one ABOVE the Data directory. The one that contains the file settings.asp and default.asp)



2) Make sure you create a 404 Handler that points to the URL /default.asp (or if you are creating a Virtual Directory, /vdir/default.asp, where vdir is the vdirectory path)

3) Make sure the site has execute script rights. It doesn't need to run executables (which would compromise security). However, it does need the ability to run scripts.

4) You may want to verify that the security tab uses the IUSR\_machinename account that you specified up above. Careful system administrators create a separate user account for each site to minimize cross site vulnerabilities.

5) You can also setup an SSL at this point. Again, this is beyond the scope of this document. An SSL will allow the site to run in secure mode.

6) You should also configure the host headers at this point. It's a good idea to use host header sharing. This means that you point the DNS for an individual site to an IP address on this server. Then, you put the domain names into the host headers list. This is how IIS knows to load this website when a user accesses it with the domain name.

For websites, it's also a good idea to setup a temporary "development" site in the list. For example: newsite.invisiblegold.com along with newsite.com and www.newsite.com. (This is assuming that invisiblegold.com is pointing to an IP on this machine.)

### 17.3.4 Step 4: Edit the Settings.asp file

The last step is to edit the settings.asp file. It should be located in the root directory of the new site.

There are four important values. The domain should be the domain for the site. If you are using a temporary development site, it can be something like newsite.invisiblegold.com. (note: it doesn't include the http://)

Second, you want to paste in a license key. Visit [www.invisiblegold.com/licenses](http://www.invisiblegold.com/licenses) for more information. You can use a temporary demo license to get the site working. Just be careful to replace it before the site goes live.

If the site is in a virtual directory, make sure to put it here.

Finally, if the site has an SSL installed, you can set HTTPS mode to true. Keep in mind, it's usually a good idea to test the site out first. Make sure it works, and then change the http:// to https://. If it works,





then you can turn secure mode on.

When you are done, it should look like the image to the right. If images aren't coming up or links aren't working, then double check the 404 handler and the settings.asp file.

### 17.3.5 Step 5: Log in

The new empty site should be ready. Try scrolling to the bottom and clicking LOGIN. It is a small link to the right of the "Powered By Invisible Gold" text.

The default login is: **Admin** with no password. You should be logged in. (A row of buttons should show up to the left and top.)

Note: If there is a problem at this point, try running the test page. You can access this by going to [www.websitename.com/test.asp](http://www.websitename.com/test.asp). (where websitename is your new website.) Keep in mind, this will only detect problems in the Invisible Gold installation.

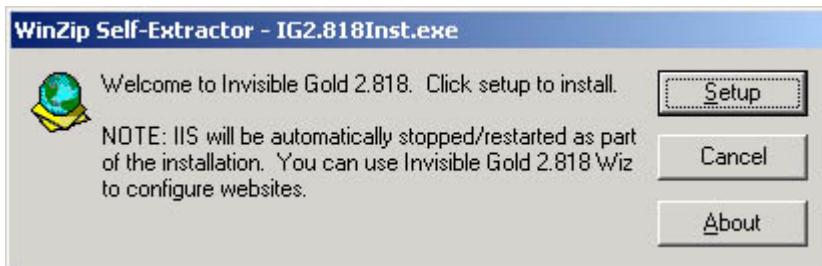


## CHAPTER 17.4: Downloading and Installing the product.

Invisible Gold is offered as a self-extracting executable from [www.invisiblegold.com/downloads](http://www.invisiblegold.com/downloads). Keep in mind that you need to be a registered Invisible Gold user to see this page.

Download the product and install it on your server. This will require the server to be rebooted.

At the end of the installation, the Configuration Wizard will open. This can be used to create or manage Invisible Gold powered sites. Some hosts prefer to configure sites by hand. There are about 6 steps and it gives you clear understanding of what is going on.



## CHAPTER 17.5: System Requirements

To setup an Invisible Gold server, you need to be able to create ASP powered sites. This requires either Microsoft Windows 2000 or 2003 Server. Invisible Gold needs the ability to load and execute DLLs. (It won't run on a Linux or Unix server with ASP emulation.)

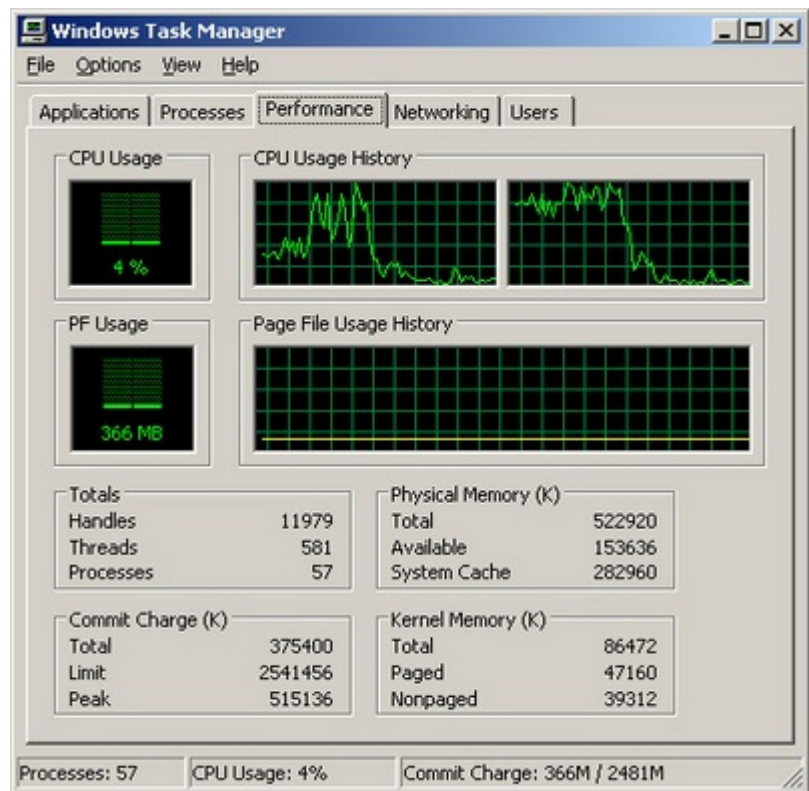
The performance of the hardware determines how much capacity you can run on the server. Keep in mind, a Windows server can host hundreds of static or very simple sites, but perhaps one fifth as many Invisible Gold powered sites.

**Capacity** You can make a good estimate by remembering that the server can handle one simultaneous user per 25Mhz. (of course this depends on the complexity of the sites) Regardless, a 1Ghz server can serve roughly 1 page per second to 20 users. A fast 2-5Ghz server will thus be able to handle 100 or more sites without trouble.

NOTE: Caching should be turned on in each site. This makes them run as much as 60x as fast - thereby decreasing server load dramatically.

When building a server, your first concern should be processor cycles. Dual processors usually work out to be the best value. Second, focus on the drive speed. A fast dual processor with a SATA drive (or even dual drives as a RAID) will be ideal. RAM is the third priority - though not as important as you might think. 1 Gigabyte should be enough for most servers. (512 is ok for slower servers or servers dedicated to a couple of sites.)

NOTE: The image is a 2.8 Ghz Pentium server running with a simulated capacity of 40-50 sites. The point the graph drops is when caching was turned on. This machine would be running much slower if it had less than 512 Megs of Ram.



## CHAPTER 17.6: System Architecture

Invisible Gold uses a variety of technologies to make websites editable. At the core it is a series of DLL files that manage the database, serve pages, log traffic, handle orders, etc. It has an ASP file wrapper that enables these files to work on a Microsoft IIS server. All client interaction is done through a web browser. This is how people edit pages, view traffic, etc.

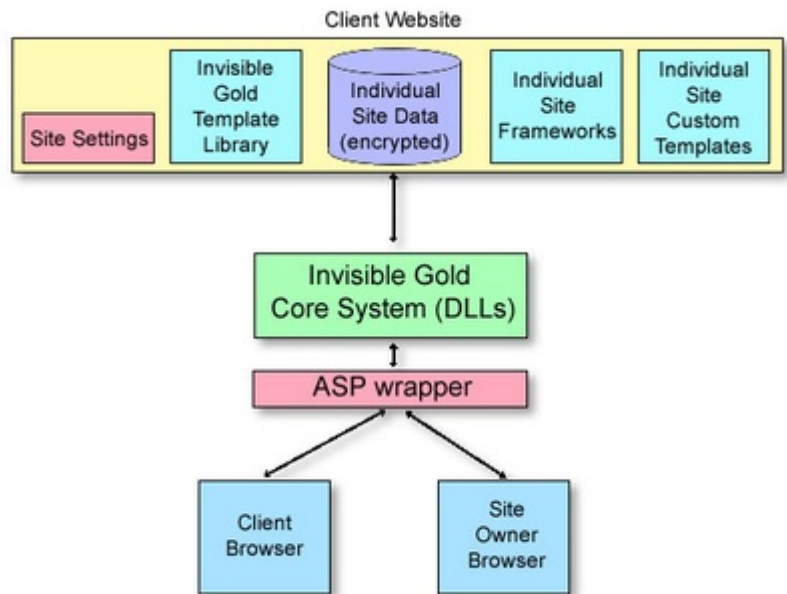
Inside the system there are four areas that can be configured.

First there is the **data** in the pages itself. Each page the public can see has a corresponding page (or pages) in the database. These are edited entirely with a web browser.

Second, there are one or more **frameworks**. These are html files along with corresponding CSS and image files. They define how a section of a website (or the whole site) looks. Each file has special tags that are replaced by content from the database. For example a basic template would have a list of pages on a navigation bar along with content in the main area. It doesn't matter if there are just a few or hundreds of pages in a site. They can all use the same framework. Likewise, one site can have multiple frameworks so different areas have a different look and feel.

Third, there are **templates**. The system has a library of at least 20 templates that define the look and behavior for specific pages. For example: the calendar page behaves very differently than a discussion list page. These are both templates. A site can also have custom templates. The most common types are custom feedback forms and custom registration forms. The one drawback to custom templates is that they need to be manually updated when replacing the core system files for a site.

Finally, there is the **settings** file. This contains system information preferences, the site license, etc.



## CHAPTER 17.7: Setting up a new server

Invisible Gold requires a Microsoft 2000 or 2003 server running IIS and ASP. You should also consider running IIS lockdown and URLScan along with other proper security measures (concerning user accounts, etc.)

There are three main aspects to getting a new site running.

First you need to download and install the core components. These will come as a file such as **IG242Inst.zip**. [Contact us](#) for the latest version. Next, unzip this file onto a suitable location such as your desktop. It should contain two directories and a readme file.



The first directory contains the core system that needs to be installed. Simply open the directory and click install.bat. Note: this will shutdown IIS for a few seconds.

The second directory contains an empty website. Follow the instructions in the readme file to get this site running. There are about 6 steps and it should take less than 10 minutes.

## CHAPTER 18: Creating Invisible Gold Powered Websites

This section is for experienced web designers. Invisible Gold is designed to work with the tools that you already know how to use such as Macromedia Dreamweaver or Microsoft FrontPage.

On the other hand, it assumes at least a basic comfort with modifying the source code of an HTML page. Creating a site involves adding special tags and transferring files to and from the server.

The benefit of building Invisible Gold powered sites is that it puts clients in control of their own content. It frees you to work with other clients or build larger, more powerful sites. Second, it allows you to focus on design and marketing.



## CHAPTER 18.1: Overview

Creating Invisible Gold powered sites is quite different than a plain HTML sites. There is a strong separation of Content, Code, and Design. This means that your client can be making changes to the content of pages without affecting the design. You can change the layout and font, and then upgrade the site to a new version of Invisible Gold later on.

A new site can start with two projects at the same time. One is the empty site running on Invisible Gold. Here you can rough out the page structure, encourage the client to start working on the content, and verify that the site is working. The other project is working on the design mockups. At some point you will merge the two.

On larger projects, you also want to plan any Custom Templates and start working on them as early as possible. Get copies of any databases that need to be merged, etc. Each project is different so it's hard to determine which will be done first.

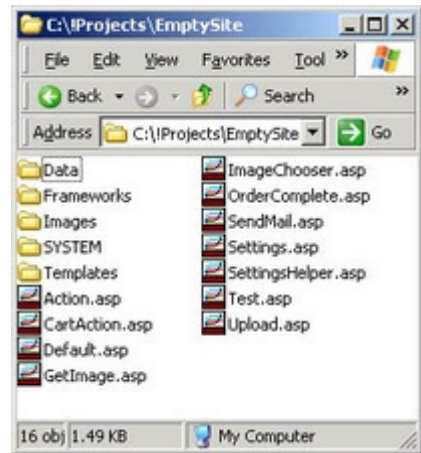
However, it works well to get the client using the site as soon as possible. Their involvement ultimately determines the schedule...avoid having clients start working on the site when the project is nearly complete and you'll avoid a late list of changes that need to be made.



## CHAPTER 18.2: Directory Structure

Creating sites usually involves uploading them to the server, or perhaps making changes right to the files themselves online. There are a few things you should know first.

- 1) There are 5 main directories in an Invisible Gold website: Data, Frameworks, Images, System, and Templates.
- 2) Each directory behaves a little differently. If you follow the rules, you are free to upload files, and make changes to the way the site works.
- 3) If Caching is turned on (and it should be), you will need to login to the site and click a Reload button, or simply add `?resetcache=true` to any of the pages before you can see your changes.
- 4) Don't change any of the .asp files in the home directory except for Settings.asp.



### 18.2.1 Data

The Data directory holds all of the text images and files for the site. These are primarily modified through the web browser by the site owner. All of the text files are encrypted so you won't be able to load them or make changes directly.

You will notice that the data direction matches the structure of your site exactly. You can move pages around, delete images, rename folders, and even upload files right into them.

Note: Images automatically generate an .xsl.dat file once they have been loaded through the web browser. Delete the data file if you delete the image.

Note: Everything in the /Data/System directory is important. Be careful that you don't change the major section names here. However, you can delete users from the /Data/System/Users directory for example, or delete old traffic logs from /Data/System/Visitors.

### 18.2.2 Frameworks

The Frameworks directory holds the site's page designs. Each design has its own folder containing HTML files with a few special tags to display content. Every page in the site specifies a Framework by its directory name, or inherits the one its parent page uses. If no Frameworks are chosen or the correct one is missing, it uses one called /Frameworks/Default. If default.htm isn't loaded, the system uses the default default.htm.

You can also store images, css, and javascript files in subdirectories.

### 18.2.3 Images

The Images folder should just have blank.gif. This is a single pixel GIF image (transparent) that you can use for positioning things on your webpage. However, don't rely on this folder to exist. You are far better off putting images for the design into a Framework directory, or images for custom templates into a /Template directory.

Note: You can point image tags to a framework folder to source images like this <http://www.invisiblegold.com/frameworks/default/> and your image name in your content, Frameworks, and custom Templates. It will automatically be replaced by the complete path (including website address) to the directory holding the current Framework and display images.

### 18.2.4 System

The System directory should be considered Read-Only. You don't want to make changes except for upgrading to new versions of Invisible Gold.

Upgrading a site is simple. Take the CurrentVersion and rename it something like Ver2.8 and then copy the new CurrentVersion directory from the latest version. There is more information in the Hosting docs as this is more of a Host task.

However, you might want to explore the /system/currentversion/templates directory to see how the templates are created.

### 18.2.5 Templates

Any directory found in /Templates will be a Custom Template. Templates are written in XSL which is a "strictly typed" language. It's not too bad once you get the hang of it.

Plus, there is a huge library of sample Templates to start with in the /system/currentversion/templates directory.

Note: Be sure to change the path to system.xml file at the top of all of the XSL files if you move them from the system to the Custom Templates area.

The old path will be "../system.xml". The new path should be "../system/currentversion/templates/system.xml".

Note: Custom Templates need to be upgraded manually for each version. Usually this is minor, but stay in contact with Invisible Gold if you are creating Custom Templates.

## CHAPTER 18.3: Frameworks

A Framework defines the "look" of an Invisible Gold powered site. There can be several, and it makes sense redesign your Frameworks over time. Each page can have its own, or inherit the one from its parent. If none are chosen, one in a directory called "default" is used.

Set the Framework for a page by logging in with Edit rights, and click on the Advanced button. Each directory under /Frameworks will be listed.

### 18.3.1 Home.htm and Default.htm

Inside each of the Framework directories is basically just a one or two page HTML website. These need to have relative image paths. You are welcome to put the images into subdirectories if you want. (The same goes for .CSS, .JS, or whatever files the page calls.)

When the homepage on an Invisible Gold site is loaded, it first looks for a file in the correct Framework directory called Home.htm. If this file doesn't exist or you are loading a page other than the homepage, it looks for Default.htm.

Note: This is assuming there is no filename in the address. If you tried to load a page like <http://www.invisiblegold.com/slideshow.htm>, then it will look for a file called slideshow.htm in the current Framework directory.

Note: There is a feature with Advanced Commerce sites to take users to a page called MyAccount.htm after logging in. (It is in the System Settings.) You can create a Framework file that uses this to orient users.

### 18.3.2 Special Tags

Every Framework file requires a **\$FULLPAGE** tag which adds a content area. You can also insert other tags such as **\$ROOTDIR** for the homepage address of the site. You can insert **\$ID** for the "ID" of the page. For example, <http://www.invisiblegold.com> is the homepage address, and </support/docs/authoring/frameworks/newitem/> is the id of a page.

You normally should use relative paths to any images or CSS files in your Framework files. However, if you need to do it manually, you can insert **\$FRAMEWORKDIR**.

Other tags that may be useful are:

**\$PATH** - This gives the exact path to the current page on the server. (It's just a combination of **\$ROOTDIR** and **\$ID** with a /Data/ inserted in between.)

**\$LOGO** and **\$LOGO2** - You should insert one of these at the bottom of the site. This will be replaced with "Powered by Invisible Gold" and add the login link.

Note: All of the Special Tags can be inserted in the Content, Frameworks, and Custom Templates.

### 18.3.3 GetHTML

To add interactivity to the site use GetHtml tags. These are database calls that pull information for display on the website.

You might use something like `<gethtml data="extendedobject" id="/" mode="nav" object="default"/>` to insert a navigation bar on the left.

Or, you might use something like `<gethtml data="breadcrumb" id="." mode="breadcrumb" object="default"/>` to insert a breadcrumb path to the current page. (ex: )

For more information, read the GetHTML tags section. Once you get beyond the basics of designing Invisible Gold powered websites, you will find these tags enhance your websites the most.

Get HTML tags can be inserted in the Content, in Frameworks, AND in Custom Templates.

### 18.3.4 CSS

Many Invisible Gold Templates include CSS tags. You are welcome to start with the file default.css provided in the /Frameworks/Default directory.

Note: This file is upgraded with each new version.

You can put your own tags into this file. However, it might make life easier in the future if you simply create an additional CSS file and refer to it in your Framework HTML files.

### 18.3.5 Creating a Splash Page

There is a System Setting called STARTID that allows you to go to a file other than Home.htm when first loading a website. You can use this in a file called splash.htm. This file will ONLY be loaded when the site is first accessed. Going to the homepage afterwards will always go to home.htm or default.htm instead.

Note: This system setting may be removed from the product by version 2.9. The old feature allows you to specify any page on your site. In the future it will simply go to splash.htm automatically.

## CHAPTER 18.4: Custom Templates

The entire Invisible Gold system is built using XML and XSL. This is a technology that works very similarly to databases.

The XSL files transform the XML into text like an HTML page. Different XSL files can output different pages. For example, when you load a page in Invisible Gold it always returns the same data. However, if the address reads edit.htm (when you are editing a page), then it will use the Edit.xsl file and the page it will become editable (with input fields).

If you load a page without any file specified, it will use Default.xsl which just displays the regular page.

Pay attention to the address of the pages you load. There will be an XSL file used for every feature: Advanced.xsl, PageProperties.xsl, ACL.xsl, etc. Many of these are buried deep in the system files.

However, every Custom template works the same way. You can create a default.xsl file for the basic page load. You can create an edit.xsl file for when you need to edit that page, etc.

If you want a Custom Template to show up in the Template Library, you should also include an icon.jpg, a default.xml, and a description.xml. These are used for the icon, the starting values for the XML (which custom fields it uses), and the description that the Template Library will display.

Note: Custom Templates should be placed in the /Templates directory. Create a new folder for each one. These work very similarly to the folder names for Frameworks.

Note: Invisible Gold checks the /Templates directory for Templates before looking in the system files. You can use this to your advantage if you want to add functionality to the core system files. HOWEVER, keep in mind that it will be up to you to upgrade these Templates each time the site is upgraded to a new version of Invisible Gold.

## CHAPTER 18.5: Creating Drop Down Menus

It's inevitable, not long after you created your first site, you dabbled (or will dabble) with drop down menus. They look slick, most big sites have them, and they're very effective for organizing sites with more than 10-15 pages.

(Note: Drop down menus are a graphical list of links that shows up when you roll your mouse over text (or an image). Look at the top of [www.invisiblegold.com](http://www.invisiblegold.com) for an example.)



The only question is how to create them. Unlike other website features, it's not obvious.

Drop down menus take no more than 30 minutes to setup when you understand the process. This tutorial will explain the process of using a popular drop down code (courtesy of SmartWebby.com.) Due to its license, we can't distribute the code - however you are welcome to download the code yourself and/or use the last section of the instructions to adapt almost any existing Javascript method for use with Invisible Gold.

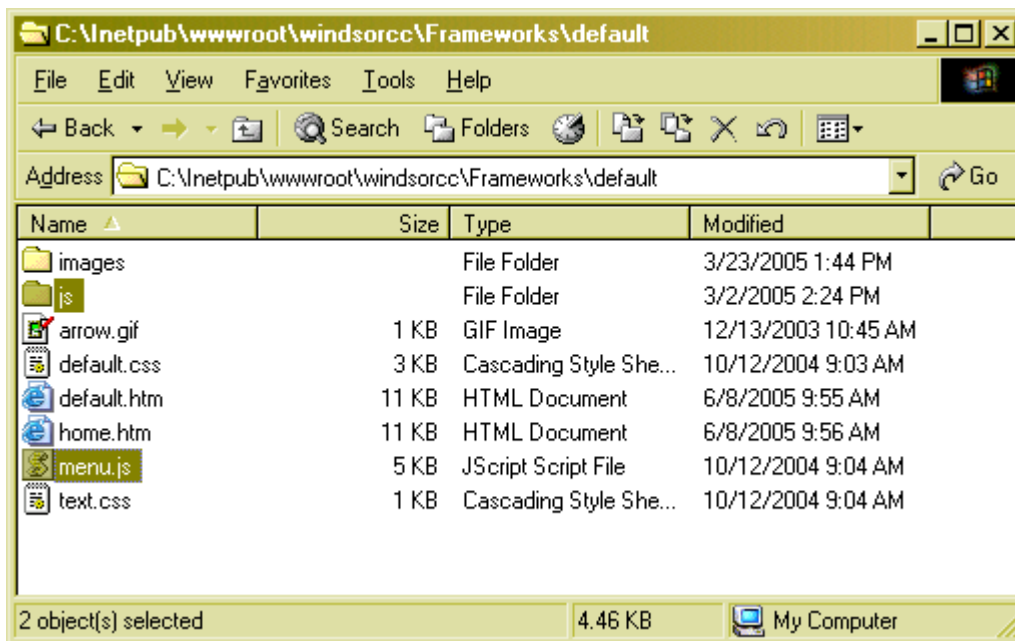
### 18.5.1 Step 1 - Start with a Design with a "menu" graphic.

Dropdown menus are created in a framework. Every dropdown script is different, however the sample drop down menu code here requires you to anchor the menus on a graphic (an image map). You'll need a graphic with words on it. (About Us, Products, Services, etc.) When you roll the mouse over a word, it will execute javascript to open a menu with a list of links. The javascript uses the image's location to determine where to display the drop down menu. When you roll your mouse off of the menu, it disappears. Most scripts work the same way.

```
<tr>
  <td width="100%">
    <table border="0" cellpadding="0" cellspacing="0" width="100%">
      <tr><form action="$ROOTDIR/search/default.htm">
        <td width="74%" bgcolor="#336633" align="center" height='
          </td>
        <td width="26%" bgcolor="#336633"><table cellpadding="2"
          </form>
        </td>
      </tr>
    </table>
  </td>
</tr>
```

### 18.5.2 Step 2 - Copy Files Into Framework Folder

To start out, copy an existing folder and copy the javascript menu files into it. Note in our example, the file "menu.js", and several files in a directory called "js" were provided with the downloaded code. You simply copy all of these into your new framework directory.



### 18.5.3 Step 3 - Edit Your Default.htm file

Next, copy and paste the javascript into your framework file. The Javascript can go right at the end before the `</body></html>` tags.

```
<br><br><!-- MENU IMAGE CODE<br>
<br>--><br><!-- Menu
Item Javascript --><br><script
```

### 18.5.4 Step 4 - Create Drop Down Menu Anchor Image

The next step is to calculate the pixels at which the drop down menus should start and end (perhaps using "the info" window in Photoshop)(0,0 is in the top left corner on the screen: x is the horizontal axis and y is the vertical). The four values you need for each drop down location are left x, top y, right x, bottom y. For example: 100, 2, 175, 22. This defines a box that is 75 pixels wide and 20 pixels tall. Notice that the higher y point is a lower number. It might work the other way around, but this is common in computer graphics.

Make sure you have a menu map something similar to the following code. Also note the javascript. Each menu will have its own menu to drop down so make sure each line has a different menu function.



```

<map name="MenuMap">
  <area shape="rect" coords="18,0,71,16" href="$ROOTDIR/Events"
  onMouseOut="popDown('elMenu1',event)" onMouseOver="popUp('elMenu1',event)">
  <area shape="rect" coords="78,0,161,16" href="$ROOTDIR/Visitors"
  onMouseOut="popDown('elMenu2',event)" onMouseOver="popUp('elMenu2',event)">
  <area shape="rect" coords="165,0,215,16" href="$ROOTDIR/About"
  onMouseOut="popDown('elMenu3',event)" onMouseOver="popUp('elMenu3',event)">
</map>

```

### 18.5.5 Step 5 - Insert GetHTML Call To Generate Menus

The last step is to paste and customize the gethtml code. The GetHTML will generate text for each link. The name for each drop down must match the image map code.

It also needs to know where to place the menu relative to the image's position on the screen. To do this I usually just use the same "left" point and add a pixel or two to the bottom of the image map. For example, the first drop down menu will look like the example below. Make sure you have one for each menu on the list.

This is where you set the color for the drop down menus. You also have to choose what "id" you are pulling the list of pages from.

It's now ready to test. If the pages have no children, they should show "\*\*\*New Page". Otherwise, you will be able to see a list of child pages when you roll your mouse over each menu. If you have the code wrong it will show a javascript error or not show anything at all. You might need to simply create a page for each of the drop down menus at this point so the pages are viewable.

```

menu_Array1 = [
[150,18,24,"#eeeeee"
,"#eeeeee","#346633","#4C964B",,,0,0,0,1,1,1,"null","null",,]
<gethtml data="extendedobject" id="/Events" mode="dropdownmenu4"
objtype="default"/>
]

```

### 18.5.6 Step 6 - Create the Custom Template

This tutorial is based on an Invisible Gold installed file called dropdownmenu4.xsl which is in the \currentversion\templates\default directory. However, you can follow similar steps for just about any code you find on the internet. The process is similar, but keep in mind that this xsl file is actually generating a snippet of javascript that would've normally been written by hand. (In this case it is just the name of each page surrounded by quotes, a comma, and the link.)

```

<?xml version="1.0" encoding="ISO-8859-1"?>
<xsl:stylesheet version="1.0" xmlns:xsl="http://www.w3.org/1999/XSL/Transform">
<xsl:import href="../../../system.xsl"/>

<xsl:template match="/"><xsl:for-each select='/ROOT/CHILDREN/OBJECT'><xsl:sort
select="SORTKEY" data-type="number"/>,[<xsl:call-template
name="replace_doublequotes"><xsl:with-param name="text"
select="NAME"/></xsl:call-template>",<xsl:value-of select="$ROOTDIR"/>
<xsl:value-of
select="ID"/>",<xsl:for-each
select="/ROOT/ACCESSRIGHTS/CANEDIT='True'",["**NEW MENU**",<xsl:value-of
select="$ROOTDIR"/>/default.asp?id=<xsl:value-of
select="/ROOT/OBJECT/ID"/>&amp;mode=new&amp;Type=<xsl:value-of
select="/ROOT/OBJECT/CHILDTYPE"/>",<xsl:if
</xsl:template>

<xsl:template name="ShowPage">
</xsl:template>
</xsl:stylesheet>

```

## CHAPTER 18.6: GetHTML Tags

A GetHTML tag is replaced by HTML in the web browser. You can put these into Content, Framework, and Custom Templates.

### 18.6.1 Basic Syntax

A basic GetHTML tag looks like the following:

```
<Gethtml data="" id="" mode="" object=""/>
```

**DATA** is the type of information pulled out of the database. In a sense, it is the XML. It will include information such as a list of pages, a single page, upcoming events, etc. (ex: DATA="extendedobject")

Note: Some calls have additional information. For example, a search for newest pages will also need to know how many days old they should be.

**ID** is the page where the data is pulled from. For example, if you are pulling out a list of upcoming events, you need to specify the calendar id. (ex: ID="/calendar/")

**MODE** is the XSL file that will be used to translate the XML. If you go into the chosen template directory, you should find a file with the same name. (ex: if you use mode="default" - The system will look for default.xsl in the directory) For a calendar it might be something like "upcomingevents". For a navigation bar it might be "nav" or "nav2" or "nav3".

**OBJECT** is the folder that holds the XSL file. This is the Custom Template, or maybe just a Template in the \System\CurrentVersion\Templates directory.

Note: You may want to explore the \System\CurrentVersion\Templates directory to get an idea of different Object and Mode calls you can use.

Note: Object is equivalent to ObjType which was used on older versions of Invisible Gold.

### 18.6.2 Advanced Options

It is very common to use this template with GetHTML calls. For example, you may have a GetHTML call that displays the newest sections of the site:

```
<gethtml data="datesearch" daysold="60" id="/" levels="3" mode="default"  
object="staticlist"/>
```

The sections would be displayed every much like a Static List page. You could change the template to show links to each of the pages returned instead.

```
<gethtml data="datesearch" daysold="60" id="/" levels="3" mode="default"
```

`object="default"/>`

Now it shows thumbnails for each page, a link, and the descriptions.



### Static List

The Static List template is one of the workhorses for Invisible Gold powered sites. (for example, most of these pages in the help section use it.) It works like other templates - there is an image at the top along with text and title. Then it shows every child page in a list. Each has an image, a title, and text.



Note: This template works very similarly to the FAQ, Download List, and URL List templates. In many ways, they can be used interchangeably if you want to offer files to download, links to external sites, or a different layout.



### Edit Options

The Static List doesn't have any special edit options. You just create the page and hit save. Then you have a green New button that allows you to create the sections on the page.



Note: Since child pages are displayed as sections on the same page, changing from

## 18.6.3 Data="Object"

This pulls out the XML (DATA) for a single page (based on the ID given). It doesn't include the child pages. It doesn't include images. It is useful if you want to pull the text or title from a page.

ex: `<gethtml data="object" id="/address/" mode="text" object="default"/>` - This example pulls text from a page at /address (probably a hidden page). It might be placed on the bottom of the navigation bar in a Framework to display a business's address.

## 18.6.4 Data="Extendedobject"

This pulls out all of the information on a specific page (based on the ID). It includes Images, Files, Child Pages, Parent Page, etc.

ex: `<gethtml data="extendedobject" id="/sponsors/" mode="default" object="sponsors"/>` - This would display a list of sponsor icons. Of course this assumes that you have a Custom Template in the site called /Templates/Sponsors/Default.xsl. The /Sponsors/ page might be a regular URL List template and might be hidden.

### 18.6.5 Data="Random"

This selects a child page at random from the ID you set and includes whatever Image or Files are in that Object.

ex: `<gethtml data="random" id="/clients/" mode="featured" object="default"/>` - This would randomly choose a Child of /clients/ and display it using the featured.xsl file in `\system\currentversion\templates\default`.

### 18.6.6 Data="UpcomingEvents"

This works with a Calendar Template to display all events within "Days" of today.

ex: `<gethtml data="upcomingevents" days="14" id="/calendar/" mode="list" object="calendar"/>` - This would show a list of events happening in the next 14 days using the file list.xsl in the `\system\currentversion\templates\calendar` directory.

Note: Starting with 2.9, you can also use `days="all"` for all upcoming events. (Up to ten years)

Note: There is a new feature for 2.9 that lets you specify what day it considers today. This is useful for a newsletter when you want to find all newly posted pages before a specific day in the past. You would simply use something like `Today="12/5/2005"`.

### 18.6.7 Data="DateSearch"

This would return a list of all of the pages on a site (or starting with the page in ID and a certain number of LEVELS below). Be careful that you don't have it search too many pages as this can impact performance.

ex: `<gethtml data="datesearch" levels="2" daysold="45" id="/articles/" mode="teaser" object="default"/>` - This would automatically search the articles page and return a list of all of the pages created in the past 45 days. Levels refers to how many pages deeper to search. For example, you can set this very high and set `ID="/"`. This would effectively search the entire site.

Note: There is a new feature for 2.9 that lets you specify what day it considers today. This is useful for a newsletter when you want to find all newly posted pages before a specific day in the past. You would simply use something like `Today="12/5/2005"`.

## 18.6.8 Data="NameSearch"

This works almost exactly the same way as DateSearch, except it looks for pages with names that match a specific value. It requires an additional parameter Name="".

`<gethtml data="namesearch" levels="2" id="/glossary/" mode="default" object="definition" name="{/ROOT/OBJECT/NAME}/>` - This would find all of the pages with the same value as what's in the Name parameter.

This example could have been simpler if name="John" was used. It would pull out all of the pages called "john" or "JOHN", etc. However, this example would be used in a Custom Template. It would find all pages with the SAME name as the current page.

## 18.6.9 Data="TextSearch"

This works the same way as NameSearch, except it searches for a specific bit of text anywhere in the pages. It could be in the title, the name, the text, etc.

Note: This GetHTML call is very powerful and can be used for a wide variety of situations. However, like the other Search calls, it can impact your site's performance.

ex: `<gethtml data="textsearch" id="/system/maillinglists/clients/" levels="1" name="Restaurant" mode="results" object="search"/>` - This would automatically search a mailinglist for all of the entries that have the word "Restaurant" somewhere in the text.

Note: You would need to set the security on the specified Mailing List to allow regular users to View that ID. Otherwise this would only return results for logged in Users.

## 18.6.10 Data="RSS"

This downloads an RSS (Really Simple Syndication) stream from another website and combines it with a template.

Note: RSS is also XML, but it is very different than any of the Invisible Gold XML. You'll need to use a template (XSL files) designed to work with RSS data. (They can be found all over the Internet).

`<gethtml data="rss" src="http://news.com.com/2547-1_3-0-5.xml" mode="rss" object="rss"/>` - This would download the RSS feed from the news.com.com site and use a file called rss.xsl in the `\system\currentversion\templates\rss\` directory.

NOTE: The RSS call requires an additional parameter SRC="". You can find RSS feeds by doing a search for the word RSS. As long as it is described as an RSS feed, it is the same thing even if it has a very different name.

### 18.6.11 Data="BannerAd"

This only works for sites with the Banner Ad system. It returns all of the ads found in a specific Banner Ad list with a ShowList and a HideList that matches the value in ID. For example, if ShowList has "/", then every page on your site would match and show the ads. However if ID="/example/", the Ad might show on every page in your site, except for /example/ and all of the pages underneath it.

For more information, read the Banner Ads section of Support.

### 18.6.12 "ID=" Options

The ID parameter is actually quite powerful. There are three basic things you can do with it.

**ID="/"** This specifies a specific page. The "/" indicates the homepage. It could also be id="/sponsors/", for example.

**ID="."** specifies the current page being loaded. For example, if you are loading "/sponsors/", Then it would effectively become ID="/sponsors/". If you reloaded the site on the homepage, it would use ID="/".

**ID="/.."** This specifies a relative page path. In this case, it would use the page in the current path two levels below the homepage. If the current page is "/support/docs/gethtml/", then it would use "/support/docs/". If you go back to the homepage, it would use "/". If you went to "/support/", it would use "/support/".

Note: You can also use ".." or "../.." to specify the page above the current page. I can't remember doing this once in the past 3 years though.

### 18.6.13 Request=""

Almost all of the various Data="" calls above include the parameter Request="". If you are creating Custom Templates, it can be used to send variables right into the XSL. Contact Invisible Gold for examples of its use.



## CHAPTER 19: Terms

Please send us a list of any terms you are confused about. We'll give a definition on this page. (Which will also link to pages with more information.)



### 19.1 Framework

A "look" or design for your website created by a web designer in HTML using common tools like Macromedia DreamWeaver with a few special tags. A site can have multiple frameworks for different sections. They can also be changed quickly so a site can evolve its look without impacting the content.

Frameworks are found in the /Frameworks directory and can be changed by logging in as an administrator and clicking on Advanced. The most common are home.htm and default.htm.

### 19.2 GetHtml

This is a command that can be inserted into page content, a framework, or a template to display information. It can pull a random list of pages, or specific information such as creating a navigation bar.

### 19.3 Sortkey

Every page on an Invisible Gold powered site has a sortkey. It is a number that is used to order pages. (for example the items in a navigation bar.)

### 19.4 Template

A page type. These give functionality such as calendars, discussion lists, and more. A template is written in XSL and takes more skill than creating a Framework. Invisible Gold starts with a library of templates you can use. There are also custom templates written for individual sites.

## CHAPTER 20: Useful HTML Guide

It seems that you can't go too far into the computer world now without hearing about HTML. We know that it's a programming language, or at least a technique for making text bold or italic and setting fonts. Invisible Gold allows you to enter HTML into many of the text fields so you'll want to know a few of these handy tags.

<html>

Note: There are tutorials on the internet that explain how to write complete HTML files. This guide only explains the techniques that will be useful in editing content on Invisible Gold powered websites.

### 20.1 What is HTML?

Well, it goes back to the early days of the internet. It's basically a cross between a word processor and a programming language. It was designed to be simple for anyone to learn. It is more complicated now, but the basics are quite simple.

A really basic HTML site is just text. However, you may want to make the text easier to read. To do so, put "TAGS" on either side of it. The first example would just say Hello World! The second example makes the word World bold.

Hello World!

<b>Hello World!</b>

Hello <b>World</b>!

Hello World!

**Hello World!**

Hello **World!**

Notice each tag has a beginning and an end. In this case the <b> starts the bold mode, and the </b> ends it. HTML tags work this way.

### 20.2 Styles

Look at these simple examples. They show how to make text bold, italic, underlined, and typewriter font (try it to see what it looks like.)

Bold

<b>example</b>

**example**

Italic

<I>example</I>

*example*

Underline

<u>example</u>

example

Typewriter

<tt>example</tt>

example

### 20.3 Text Formatting

Another thing to note about the HTML tags is that they can be nested, (one inside another) and they can span across lines. Make sure to keep them in order. For example:

```
<center>Centered Text</center>
```

Centered Text

```
<center>Check <b>This</b> Out</center>
```

Check **This** Out

You can also switch to `<pre>` mode to line things up in columns exactly as you type them. For example:

```
<pre>
one      two      three
1        2        3
a        b        c
</pre>
```

## 20.4 Special Tags

There are a couple of special little tags that might come in handy. First of all is the "heading" tag. This is useful for text at the top of a page. There are several different levels of heading with 1 being the largest. (h1, h2, h3, etc.) Note that you could use a bold, font, and center tag to accomplish the same result, but heading tags add space above and below the text.

```
<h1>Sunday Online</h1>
```

# Sunday Online

```
<h2>Sunday Online</h2>
```

## Sunday Online

```
<h3>Sunday Online</h3>
```

### Sunday Online

The horizontal rule

---

is another useful tag. It draws a line across the page. Note that unlike many other tags, it includes the begin and end function in one tag. Note: it must have a space between the letter 'r' and the '/'.

```
<hr>
```

---

## 20.5 Fonts

Once we start talking about fonts, we need to explain another feature of HTML. The font tag works like other HTML tags. You turn it on and off with <font> and </font>. However, it can also take attributes to determine which font to use, what color, and/or what size. For now, let's talk about basic colors. The next section will expand upon color choosing.

<font face="arial">Sample Arial Font</font>	Sample Arial Font
<font face="Times">Sample Times Roman Font</font>	Sample Times Roman Font
<font face="arial" size="1" color="red">Tiny Red</font>	Tiny Red
<font size="5" color="blue">Big Blue</font>	Big Blue

## 20.6 Font Colors

You can use a color name like red or blue for basic colors. You can also choose very specific colors based on mixing of red, green, and blue using hexadecimal color codes. If you like playing with numbers this will be sort of fun. If not, play around and find some colors you like (Photoshop's color picker or [www.colorschemer.com](http://www.colorschemer.com)) and make a note of the hexadecimal code.

Basically, a hexadecimal color code looks like #ff00ff. It starts with a # sign, and has 3 pairs of digits. The weird thing is that they go from 00 to FF. Yup, there is a A1 and F0 and 3B, etc. Each digit can have the values 0,1,2,3,4,5,6,7,8,9,A,B,C,D,E,F. This is wacky, right? Well, it's beyond the scope of this document to explain.  
(for reference, it is called Hexadecimal since there are 16 possible values for each digit.)

#FF0000 RED  
#00FF00 GREEN  
#0000FF BLUE  
#000000 BLACK  
#FFFFFF WHITE  
#777777 GREY  
#FFFF00 YELLOW  
#FF00FF PURPLE

## 20.7 Links

Links open up different pages in the web browser. They can also create a link to send an email. Note that a link is actually called an Anchor or HREF. Note, two of these examples have a "target" parameter. These tell the browser to open up a new window.

<a href="http://www.google.com">Click Here</a>	<a href="http://www.google.com">Click Here</a> (clicking this goes to google.com)
--	--

`<a href="http://www.msn.com" target="new">Launch MSN</a>`

[Launch MSN](http://www.msn.com)

(clicking this goes to msn.com in a new window)

`<a href="mailto:info@invisiblegold.com" target="new">Send Me an Email</a>`

[Send Me an Email](mailto:info@invisiblegold.com)

(clicking this starts an email message to info@invisiblegold.com address)

## 20.8 Lists

It is relatively easy to make lists of items. There are two types: ordered and numbered lists. They work the same way. In both examples, there are a pair of tags working together. You need to start and end the list tag, like any other tag. Inside, you can start and end individual list items.

Here is an example of an unordered, or bulleted list. Note that we start and end it with a `<ul>` and `</ul>`. Each line starts with a `<li>` and ends with `</li>`.

`<ul><li>One</li><li>Two</li><li>Three</li></ul>`

- One
- Two
- Three

Next is an example of an ordered, or numbered list. It starts and ends with `<ol>` and `</ol>`. Again each line starts with a `<li>` and ends with `</li>`.

`<ol><li>One</li><li>Two</li><li>Three</li></ol>`

1. One
2. Two
3. Three

## CHAPTER 21: Private Client Areas

A private client area is a page that only a specific user or group of users can access and a multi-user license is required. For example: you might want to provide a list of documents to clients, charge for access to an area, communicate confidentially with customers, etc. It is simple and should take only 5 to 10 minutes to set up.



This tutorial will follow steps to create a private client area for a gallery owner. We'll create a page, login accounts for each user and assign rights so regular website visitors don't see the link.

### 21.1 1. Create The Page

The first step is to log in and create a new page. A default page will work fine. Note that we should probably call it "Private Client Area". In this example, we'll assume that we have more than one customer that will come here for information. For the text on the page enter : "Your private information is displayed below. Click on the link to see more."

When you are done, click save.



### 21.2 2. Hide The Page

The next step is to hide the page from the public. Click on the Security button at the top. The first section lists "Inherited Rights" and probably shows "Administrators" with "True" for every right, and "Everyone" with just "List" and "View" rights. This means that regular web visitors can see a link to the page (list) and can view the page when they click on the link (view). Administrators can list, view, edit, delete, create new pages (add children), and make changes to the security (modify security).

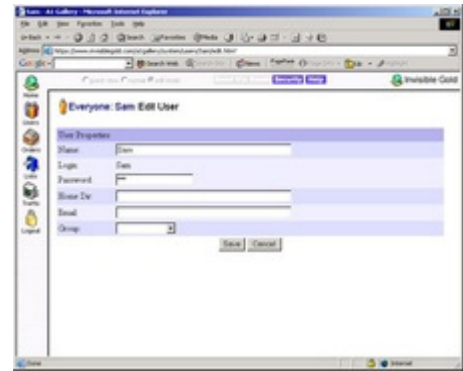


Click "New" Under the Local Rights section. On the next page, click on "Everyone" to give the page its own "Everyone" settings and it will be added to the list. Change "List" and "View" rights both to "No" and click "Apply Changes". Regular website visitors can no longer see the page.

Next, click "New" again and add "Logged In Users" to the list. Set "View" and "Edit" rights to "Yes" and "Yes". Click "Apply Changes" and then "Close". Now the page is visible to users who enter a valid login and password.

### 21.3 3. Create User Accounts

Next, we'll create accounts for the clients to log in with. Click on the "Users" button on the left. Click on the "Create a New User" button and type in information for "Sam". We'll need to make up a login and password (for example: Sam and love4art). For now we can leave Home Dir and Group blank. Click "Save" and "Close" and follow the same process to create a new user named "Susan". Just give her a different login and password.



### 21.4 4. Create Client Pages

Go back to the private client area page and create new pages for Sam and Susan. Any page type will work fine. After you save Sam's page, click on "Security" and set the rights so "Logged In Users" has "No" and "No" for "List" and "View". Click "Apply Changes". Then give Sam "View" and "List" rights. Click "Apply Changes" and "Close". You should also set the rights for Susan's page so she has "List" and "View" and "Logged In Users" has nothing.



Now, if you visit the page as an Administrator, you see a list of client pages. If you login as a client, you only see a link to your private page. Be sure to login as each user to check your work and see how the page will appear to them. As a last step, email the login information to each client with instructions on how to visit their page. Your private client area is complete.

### 21.5 Advanced Tip - Home Directory

The user's "Home Dir" field determines what page they start on when they log in. We can set it so that each client automatically jumps to their private page. We need to note the address for the page we want to jump to. For example: navigate to the private client area page. Note the address is something like: <https://www.invisiblegold.com/private/>. We would set home dir to `"/private/"`.

### 21.6 Advanced Tip - Show The Link

Another nice technique is to set the rights to the Private Client Area page so "Everyone" has "List" but not "View". This means that a regular website visitor will see the link to the Client Area section, but when they click on it, they will see a login page first.



## 21.7 Advanced Tip - Use Groups

You can use groups to assign rights to more than one user at a time. For example, we did all of our editing as an Administrator. Any member of the Administrator's group has the same rights. We could create a different group such as "Clients" with rights to view a collection of pages.

## 21.8 Advanced Tip - Give Users Edit Rights

As a final tip, note that you can also assign "Edit" rights so a client can edit their own page. This is useful for more collaborative situations. Different page templates allow you to create private discussion areas, lists of files to download, calendars and more.

# ARTICLE 1: Hackers at Your Door - Protecting Yourself and Your Business from Identity Theft

Photos and Story by John Waiveris  
Antique locks provided by Adivasi in Brattleboro Vermont.

OK, I know you are tired of hearing about Identity Theft. I am too. It's just another modern affliction that we'd prefer to ignore. But, I own a business that accepts credit cards and figured there was more I could do to protect my clients. When the local Chamber of Commerce asked me to do a presentation, I jumped at the chance to learn more.

*"This new research offers a very different but accurate and helpful perspective about identity theft fraud and it shows how we can stay on top of this problem," says Steven J. Cole, president and CEO of the Council of Better Business Bureaus. "Consumers can do a lot to make sure they cut down the risk associated with this fraudulent activity."*



## What is ID Theft?

Someone commits Identity Theft when they use your name to open accounts and make purchases. They disappear with the goods and leave you with the bill. These modern day pickpockets are taking advantage of the fact that most people are careless with their critical information, and even worse about keeping track of their accounts.

But what can you do to protect yourself? Do you have a clear understanding of what information is valuable? Do you have an early warning system that would alert you when something is amiss? As a business owner, you are being negligent if you haven't educated yourself to the risks and protections available.

Let's start with a great little survey created by the Better Business Bureau. Go to [www.idsafety.net](http://www.idsafety.net) and answer 20 questions about how you conduct your own life. You'll get the idea that it's really just a matter of keeping a tight reign on your mail and account information.

## Why Does It Exist?

At the risk of preaching, I blame ID Theft on our lax credit lending industry. They could solve it overnight if it didn't benefit their bottom lines so well. Companies are able to create accounts in your name without sufficient confirmation and sensitive information exists in marketing databases that are bought and sold every day. While large sums of money are transported in armored trucks, databases with your credit card numbers are transported by postal mail.



*"In the two recent cases, thieves posed as legitimate customers to gain access to databases compiled by ChoicePoint and by its rival, LexisNexis. LexisNexis' corporate parent said personal information on as many as 32,000 consumers was compromised; in the ChoicePoint raid, as many as 145,000 people had their information stolen. At least 750 so far have become the victims of fraud." [MSN Money - Blame lenders, not thieves, for identity theft](#)*



## Prevention

There are some simple ways you make yourself a tougher target. Start out by getting your accounts in order. The easier it is for you to keep track of your funds and credit report, the more likely you will catch a thief early in the process. You may want to create a list of accounts and the ways information is accessible.

First, how many account numbers sit unprotected in your mailbox? If possible, switch to all online billing and account management. Experts also recommend using a P.O. Box or a locked mailbox. The same goes for trash. Don't let any sensitive information sit unprotected. Send nasty letters if necessary to get companies to change their ways.

Second, create an early warning fraud screen to detect unauthorized use as early as possible. Ideally you want to be able to check account balances in just 2-3 minutes. Keep in mind that you don't need to balance your checkbook...just catch big stuff right away. Banking software such as Microsoft Money or Quicken can download various account balances automatically and display everything on one screen.

Third, make a personal policy about giving out account numbers, passwords, anything that should be secret. You might want to stop using credit cards while dining out, start using one time credit card numbers, and start making online purchases with PayPal. You also want to think twice if someone asks you to login or provide sensitive information.

I received this email last week from someone "phishing" for eBay accounts. They could use this information to defraud someone else in my name. I had a hard time determining if the email was legitimate so I closed my email program and logged into eBay directly. Just as I suspected, there was no mention of the message. Big companies (perhaps yours too?) have policies about account information and email messages posted on their websites. If in doubt, contact the company directly.

Here's [an interesting resource from the Better Business Bureau](#) with statistics about Identity Theft victims. In one third of the cases it was due to mishandling by a business they trusted rather than something they did wrong. In the second third, it was due to a lost or stolen wallet or credit card. The last third was split between friends and acquaintances, stolen paper mail (or fraudulent change of address), and online transactions or spy ware.

## Early Detection

Assuming your personal information is protected, the next step is to track and discover new accounts created in your name. We need to make a radar screening system to alerts us when an account is created or our credit rating is accessed. Sadly, it is up to us to keep track of our credit history and it's not exactly free. Each of the three major credit bureaus will give you a free credit rating once per year. ([www.freecreditreport.com](http://www.freecreditreport.com) for more information) However, you might want to sign up for a commercial system with periodic reports and alert notices. (About \$10 per month) It's crazy but true that thieves will go as far as buying a new car in your name.



## What if You Become a Victim?

As a victim, you basically need to notify the three major credit bureaus and local law enforcement. Read this great article written by a law librarian that fell victim several times. It has SO much information; I would hardly be able to repeat anything without risk of plagiarism. It might be a good idea to print out a copy for long term storage with your financial records.

[Another Phine Kettle of Phish: Identity Theft Prevention](#)

## As a Business

A business owner has a higher standard of conduct. You need to protect yourself, your clients, and your business so you can keep offering services. It is doubly important that you be diligent in protecting your customer information. This includes determining who can access it, how it is disposed, and where it is stored.

Remember, thieves like to prey on uncertainty about accounts and responsibilities between employees. Rarely is there an emergency that needs a signature right away. Simply put a few trusted individuals in charge of finances and financial passwords (or keep it all to yourself). And consider putting credit card scanning equipment in customers' view. (It's a good idea to hire employees that you trust but limit the consequences if you are wrong.)





You should also use a strong locking mailbox (or post office box) and caller ID on your phones. Finally, equip employees to avoid ID Theft themselves. It may payoff in more ways as victims often miss 30-40 hours of work in clearing their name.

Hire a professional to help lock down your computer systems (yes, they should all require a password). Protecting access to files and databases with passwords and encryption is a good step. Though you should erase or destroy all information before it leaves "protected" locations in your business. Remember that lost "pen drives", outdated computer drives, stolen laptops, and discarded backup tapes are all potential risks.



## Accepting Credit Cards

Last, while the lending industry has created part of the problem, businesses accepting fraudulent payments created the other. If you sell directly in retail, try always asking for identification. Remember an unsigned credit card is not valid. Also, try addressing a person by the name on their credit card. If they don't respond, ask for identification.

If you accept credit cards remotely (online or by phone) make use of built in security features. While CVV and CVV2 numbers claim to be secure, they are simply an additional number that a thief would be smart to provide. (It's still something you should require.) A more valuable technique is to require Address Verification and only ship to the billing address (even during the holidays). This at least prevents someone from using a stolen card to ship products to another address.

You also want to protect yourself from "charge backs" (where the credit card company takes the money back). Clearly state a return policy, personally verify bulk orders, include a disclaimer that explains customer fees and who pays them, require shipping address even if you don't require one, and only use shipping companies that provide tracking numbers so you have records of where and when packages are delivered.

## Good Luck

Hopefully none of this information will be useful and the government enacts laws that make Identity Theft a thing of the past. Otherwise, I hope it helps at least someone hold onto what is rightfully their own.

John Waiveris writes about websites and small business marketing for Invisible Gold, LLC. For more information call 860-285-0172 or visit [www.invisiblegold.com](http://www.invisiblegold.com). "Your Website should be Easy to edit."

## ARTICLE 2: A View from 10,000 Feet; Your Business in 2006

by John Waiveris

Invisible Gold is 5 years old this month. Ok, well maybe 4. The date is fuzzy and you can't count the first year when I asked questions like "Do I need financial software?" or "What should the company be called?" I also work with other businesses that got started the same time. It's like friendships from raising children of the same age. Regardless, I heard a similar comment three times this week:

*"I really need to work on my 2006 marketing plan."*



We've given up trying to write business plans every year. But these are like New Years resolutions. On a personal side, we might decide to eat better or call family more. As a business owner it's the same thing but we call it planning for the new year. And now that the holiday decorations are down, it's time to get moving.



*"How to Keep Your New Year's Resolutions...*

*Put it all on paper.*

*Mark your calendar.*

*Start as soon as possible.*

*Find a role model.*

*Check your progress regularly..."*

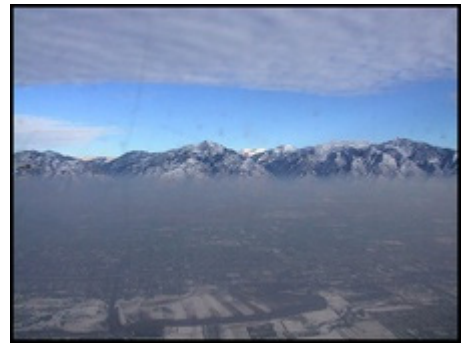
*Inform friends and family of your goals..."*

[www.ehow.com](http://www.ehow.com)



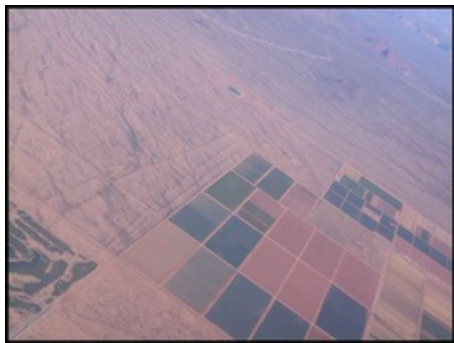
## Start with Short Deadlines

Years ago I worked at a company that hadn't released software in 4 years. It was an interesting post-internet-bubble merger story. Regardless, by that point, half of the good programmers had left, and managers were afraid to accomplish anything. Worst of all, the product was 3 years late and still not ready. What was their big mistake? They tried to do too much in one step. One year may not seem like a long time, but they should've started with a small project.



In software development, the amount of time you schedule for a release is extremely important. Short 1-3 month cycles are good for research and customer feedback. Longer cycles are better for proven bets because you are committing more, have more time for refinement, and have bigger expectations.

The same is true for a marketing plan. In the research phase, try small things first and see how they go. It's important to think about urgency. A small step is placing an ad, or printing a few postcards by March 1st. You haven't committed much, and you'll hopefully learn something. A big step is putting together a budget and an ad campaign and writing press releases. We're not talking about your 2006 marketing plan. We're talking about your February marketing plan.



## Figure out what is Working Today

Where does most of your business come from? What are you doing today? It's human nature to try to start over. However, if most of your customers come from word of mouth, then you should consider "marketing" to them first. Here the focus is on staying forefront in their minds. You don't need to explain what you do. You don't need to pollute the world with junk mail to strangers. You just need to stay in touch and make sure they are happy.

Likewise, what are you spending time on regularly that could be expanded? Maybe you send out an annual postcard? How about sending something every 6 months, or a follow-up? You already know how much time it will take, how much it will cost, and basically what the response is. Maybe you could add an insert into a bill, or send newsletter articles to an online journal. Heck, maybe you find business at a certain restaurant. The goal here is to avoid "starting energy". Once you are already doing something, it's easy to modify or expand.

## Try NOT Doing Something

Last August I stopped sending email newsletters. I wasn't sure if anyone was reading them, and I'd been doing it for years. Website traffic dropped 40% by Christmas. I sent one in January and traffic bounced back immediately. Keep in mind; it wasn't a spike when the email goes out. It was spread over the entire month. It's a silly question, but do you think the newsletter is important?



Ironically I missed the process. It was a habit built over years, and a distraction I looked forward to. I may have lost a little business in those months, but more importantly, I have a different appreciation of how valuable it is.



## Track Progress

I wouldn't have noticed if the telephone rang 5 times less per week, but my "experiment" with the newsletter was easy to see on website traffic. I nearly fell off my chair when I noticed the change. Maybe we can do something similar with other things?

For example, this week I saw someone's chart of sales broken down by town. While this is interesting, I was more excited about the idea of running a test. Imagine just marketing to customers in towns that start with the letters A-F. Put this into a spreadsheet and then compare results after 2 or 3 months. If my hunch is correct, you'll be able to judge a change. We should be careful to also calculate the "error". Take another group of roughly the same size to compare against. If you like numbers and statistics, it can give you valuable information about where to spend your time/money.

## Clean Up the Efficiency of Your Message and Sales

Things that we take for granted may not make sense. This week I had to mail a package over night. I went to the post office and stared at the "Express Mail" and "Priority Mail" kiosk. It was late in the day; there were lots of customers in line and people getting cranky. The names, the instructions on the envelopes, and the kiosk didn't give a clue. But I knew from experience that I had to use right envelope.



Once I moved 20 minutes in the line I finally saw a sign. Regardless, later I noticed a UPS drop box that was "open" another 2 hours. It wouldn't have made me wait in line AND I have a strong suspicion that "Next Day Air" is overnight shipment compared to "2nd Day Air". The irony is that it costs the Post Office more to staff the building than the simple drop box.

People are getting more used to shopping online and "clicking" their way through business interactions. They are going to visit your website, read your materials, and come to you already educated. Let's help them along; if nothing else, we'll be more equipped when our brilliant new marketing plan brings in business.



Good luck with 2006. I'll be watching my traffic charts and looking forward to seeing you at the deli line.

John Waiveris writes about small business marketing and website technology for Invisible Gold, LLC. For more information, visit [www.invisiblegold.com](http://www.invisiblegold.com) or call (860) 285-0172. *"You Website Should be Easy to Edit!"*

## ARTICLE 3: What's Your Lifetime MPG?

November 2005 - By John Waiveris, Photos by Jamie Hodgson and John Waiveris, Quotes from owners on install day.

*"Esoteric vehicle...but one I wouldn't want to live without."* - Brian Hardegen from MA, Winner of the 2005 Tour De Sol Monte Carlo Rally (92 mpg in a MIMA modified Honda Insight)



### Who are these people and what are they doing to their cars?

Do you know that feeling of "How did I get here"? I had it yesterday. Picture a row of 9 silver and red Honda Insights lined up with their hatchbacks open. Engineers and scientists are hacking apart wiring harnesses and comparing notes about their mystical number, *MPG*. I'm having an out of body experience. Maybe I am at a factory in Japan or seeing into the future. Then I realize, one of those cars is mine. I forget sometimes - I've only had it a week.



*"I only got 55 miles per gallon on the way here. Don't tell anyone, I'd be embarrassed."* - John from CT (me)



## Buying a New Car

Just a week ago I was driving a big Chrysler and spending \$35 per week on gas. I didn't expect to need a new car, but sometimes life throws you curves. I'm sort of obsessive about these things so I started with online research and made a big spreadsheet. The logical choice was an economy car so I almost bought a Hyundai...but then I got into a Toyota Prius and it was obvious. My next car would be a hybrid.

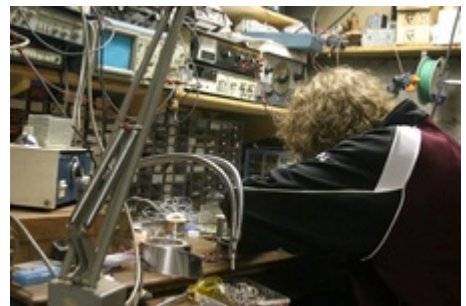


What you don't realize is that one of these cars is a ticket to an exclusive club. Just spend some time on [InsightCentral.net](http://InsightCentral.net) or [Priuschat.com](http://Priuschat.com) to see what I mean. Owners gather online to trade stories about "lifetime MPG", crazy modification ideas, and little else. These are people that always wanted to design their own car, and many of them probably could.

*"This is no sports car at all...I drove a vintage 911 once and was massively impressed" - Walter*

## Tour De Sol and MIMA

Some owners take it a bit further. Last year, Brian Hardegen and his son Phil won the Tour De Sol Monte Carlo Rally using a board designed by Mike Dabrowski. The design seems to be an extension of a running conversation on InsightCentral.com. Owners have been chatting about ways to improve MPG for years, and sharing numbers is a way to be competitive in different places. It's as though the Internet is an extension of their car. Maybe someday people will figure out how to race cars in virtual reality. Until then, this is closest we've come.





The trophy served as an inspiration. In less than a year, MIMA evolved from a race winning prototype to a product being installed into more and more cars. (Four of the cars today drove away with brand new MIMA kits.) It gives the driver control over the motor and battery systems. It's enough for a 15%-20% improvement right away; in the right hands perhaps more.

*"What does Honda think of this? They'd be horrified. Obviously they did it the right way, and we're here corrupting the right way." - John from PA*

## Honda versus Toyota

Hanging out with the owners I hear brief comments about "Prius+". There's almost a quiet fear that a modified Toyota will come spoil their party at the next Tour De Sol. And why not? The Honda may be the most efficient car on the road, but Toyota outsells it 20 to 1. Further, the Prius+ team is selling a product that converts a gasoline hybrid to one that can plug into your electrical socket at night. It's a matter of cost too. A Prius+ conversion will set you back \$10,000-\$12,000 (keep in mind; this is in a \$22,000 car). A MIMA board that you install yourself will set you back \$650.

*"Prius owners don't even know the Insight Exists" - Armin*



## Fashion and Engineering

If you think about it, Toyota seems to have read the American public a bit better. It's not about technology and conservation as much as style and fashion. The Prius introduced innovations such as a smart key technology. Just walk up to the car with your key in your pocket. Touch the door handle and it's unlocked. Sit down and push a button to start the car. The onboard computer communicates with your cell phone. It's as though the future has arrived early.





The Honda in comparison is most efficient as a manual transmission. It's an all aluminum car that weighs 1200 pounds less than a Club Sport Porsche 911. The engine has features found on cars 10X the price and pushes combustion into ratios that would destroy a regular engine. On the other hand, the stereo is mediocre at best, and it has barely enough room to carry a night of camping gear. As a sports car, it is exciting but disappointing. As an engineering project it is sublime.

*"We all owe a debt of gratitude to Yves. Yves was courageous. He was the first. I did mine as the third knowing it worked both of their cars." - Brian*

## More about MIMA

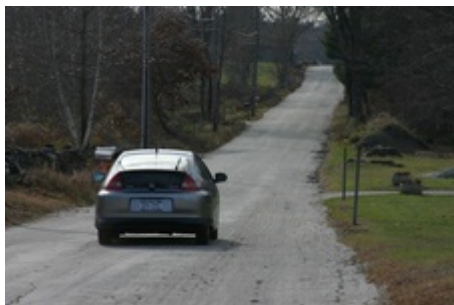
Go to [99mpg.com](http://99mpg.com) if you'd like to modify your own car with a MIMA board. Mike will talk you through the process, fill out the paperwork, and the kit will be on its way.

You might want to spend some time reading about MIMA on InsightCentral.net too. It's amazing the way you can trace the design and development all the way back to initial ideas. Be sure to read about forced auto stop, the cardboard trick, and various other ways that Insight owners are modifying their cars. It's more than a product you order and install, it's a way of thinking.



*"It took 8 gallons of gas to go 120 miles!?! I haven't driven a regular car in a while." - Alex from CA  
(A stock Honda Insight would taken 2 gallons.)*

*"Notice the car stereo. It runs Linux, a fitting companion to the car" - Armin*



See you on the road...

John Waiveris writes about technology and online marketing for Invisible Gold, LLC.

For more information call (860) 285-0172 or visit him online at [www.invisiblegold.com](http://www.invisiblegold.com). "Your Website Should be Easy to Edit"



## ARTICLE 4: Cobbler's Cold Feet - 5 Clues It's Time For a New Website

By John Waiveris - August 2005

Photos by Jamie Hodgson

*"Only your real friends will tell you when your face is dirty."  
Sicilian Proverb*

It's time. The honeymoon is over. You used to feel so proud of your website, but now what...? Remember gleefully checking the traffic logs? How about a quick click through for fun?



photos by Jamie Hodgson



Root bound in a small pot

Well, maybe you don't...but I do. For me it was the Invisible Gold website. I have no excuse either. The software makes it easy to reorganize pages and give it a new look. However, I spend my time working on other websites. The last redesign was two years ago. (a senior citizen in "Internet years")

Of course there were clues along the way. Listen carefully - we hear not only WHEN it's time for a redesign, but also WHAT needs to change.

*"Change is the law of life. And those who look only to the past or present are certain to miss the future." John F. Kennedy, 1917-1963, 35th President of the United States*

### Clue #1: "I tried looking for \_\_\_\_\_"

Uh oh... this is usually the first sign. Someone went to your website and got lost in the mix of unorganized pages. Of course, it probably didn't start that way. But just as Goldilocks needs the right size bowl of porridge, you need a navigation system that matches the amount of information on your site.



Give yourself room to grow

The Invisible Gold site started with just 5-6 links down the left side of the page. Now it has 200+ pages. There's just not enough room. Adding drop down menus for the main sections not only reorganizes the information but gives room to grow.

Luckily, reorganizing your site is easy. Start out by making a list of all of the pages (in a tree), and think about the best way to organize them. This is probably the first thing a web designer will ask for.

*"Nothing is particularly hard if you divide it into small jobs." Henry Ford, 1863-1947, American Industrialist and Founder of Ford Motor Company*

## Clue #2: "Is that page on your site still accurate?"

Ok, you probably won't hear someone say this - but just as you need to give a site room to grow, you need to trim out the dead leaves. There are probably lots of pages that can be combined, eliminated, or updated.

Sometimes it makes sense to make a site smaller. People tend to wait too long for their first website, and then start out with too many pages. You can feel good when you realize which pages are important and which are just fluff.

A related clue is when you say "The information on the website is out of date...". Again, there's no real excuse for this. Just click through and make a list of what needs to be updated. You won't be too far off if you do this at least as often as you adjust the clocks for daylight savings time.



Good soil is so important

*"You can't have a better tomorrow if you are thinking about yesterday all the time." Charles F. Kettering, 1876-1958, American Engineer and Inventor*



*Gentiana* sp.

## Clue #3: "I'm sort of embarrassed but..."

Yup, this is the big one. It's all about style - if you're excited about your site, you'll want it to have good content. If you're not - you'll ignore it and the content will suffer.

Working with clients I experience a change with almost every redesign. It's exciting to have a new look, so people get into the project and rewrite lots of pages.

I felt this in a strong way with the Invisible Gold website. It was still reasonably professional but didn't affect me the way it used to. I would avoid reading it myself, and even forget what pages were available. Just thinking about a new look was enough to get me excited again.

*"Seize the moment of excited curiosity on any subject to solve your doubts; for if you let it pass, the desire may never return, and you may remain in ignorance." William Wirt, 1772-1834, American Politician*

#### Clue #4: You just printed, explained, or packed something that could be online

Websites are for communication and often replace printed materials of all types. It can save you money, eliminate waste, and help people learn.

This is the main reason I wanted a new website for Invisible Gold. Years ago we released software every 6 months so it was OK to have printed manuals.

But now we release a new version every month. There's more information to share with a wider base of users. (designers, web hosts, website owners, etc.)

Every year you should think about the ways you communicate with your clients, members, or outside world. Do you send out a newsletter? Mailings? Brochures? Can any of these be combined or replaced with something online?

*"An essential aspect of creativity is not being afraid to fail." Edwin H. Land, 1909-1991, American Scientist and Inventor*



Soak the roots after repotting



*Echinacea purpurea* 'Magnus'

#### Clue #5: Sales or traffic are down.

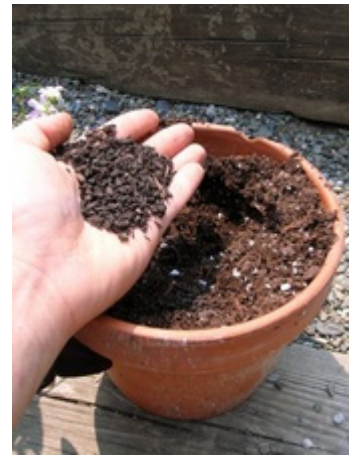
The world is moving online and just about every site is seeing more traffic. Is yours? How about online sales. It's tricky to keep people buying. Is it time to check out your competition's website? Is your online shopping cart doing it's job?

A low conversion rate (the percentage of website visitors that buy) is actually not a bad thing. A website presents an image to the world that is hard to quantify. On the other hand, you should keep track using whatever means are available (such as traffic logs and sales graphs).

*"If I had to live my life again, I'd make the same mistakes, only sooner." Tallulah Bankhead, 1902-1968, American Actress*

OK, so redesigning the Invisible Gold site was much easier than expected. I made a mental note to not wait so long next time, and can't wait to check the traffic logs again. If you're going through the same thing, get in touch - I'll be happy to help.

John Waiveris writes about business and online marketing for Invisible Gold, LLC. For more information call 1-860-285-0172 or visit [www.invisiblegold.com](http://www.invisiblegold.com). *"Your website should be easy to edit."*





## ARTICLE 5: Planes, Corn Flakes, and Automobiles - Non-Traditional Marketing

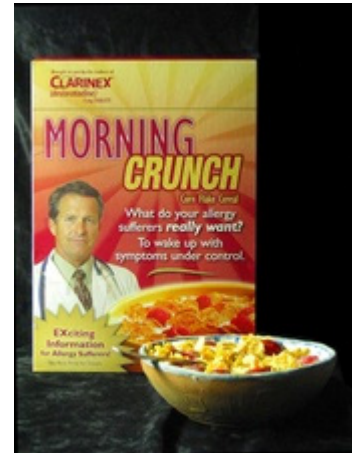
By John Waiveris - July 2005

Photos by John Waiveris and Michael Schreiber

*"Creativity involves breaking out of established patterns in order to look at things in a different way."* – Edward de Bono, Maltese-born Psychologist and Authority on Creative Thinking

Somehow a box of "Clarinet Morning Crunch" ended up on my breakfast table this month. I am not really sure how it got there, but I can't stop thinking about it. What makes this one silly ad stand out?

*"The average adult is exposed to 3,000 advertisements per day."*  
Meaningful Marketing, page 30.



### Two Extremes in the Morning

First of all, the cereal box was very clever. It's hard to throw food out - especially something we'd buy anyway. Second, the ads on the box target allergy sufferers when and where they experience their symptoms the most. Marketing textbooks might call this psychographics, but it is common sense. What are people thinking about when they read your ad...or more importantly, when and where are they most receptive to your message?

Just 20 minutes after breakfast, I find myself deleting spam email messages that have nothing to do with me. I am just another name among millions and someone spent \$100 to bother us. It is an inexpensive way to market - but untargeted to the point of being useless.

*"Nothing is more terrible than activity without insight."* – Thomas Carlyle, 1795-1881, Scottish Philosopher and Author

### Look Up - Creating a Spectacle in the Sky

Fourth of July weekend is a time for fireworks, barbecues, and spending time outside. The next two ads really stood out. The first happened years ago in Albany, New York. Price Chopper was clever to have windows on a building spell out their name. Now, it's probably a little over the top - though I wonder if they earned that right by sponsoring the event. (Although we can't all sponsor \$20,000 fireworks displays, perhaps there are others that we can.)





Here's another: This year on July 3rd, we were all delighted to see 5 airplanes writing words in the sky. We all ran outside and grabbed our cameras.

T-A-K-E--T-H-E--O-R-E-C-K--C-H-A-L-L-E-N-G-E

Golly, that really makes me want to try out vacuum cleaners. On the other hand, lots of people were outside and it might have been a topic of conversation around the grill. (Anyone know how much it costs to rent 5 airplanes for a day?)

*"Take time to deliberate; but when the time for action arrives, stop thinking and go in."* – Andrew Jackson, 1767-1845, 7th President of the United States

## Another Roadside Attraction

The next three examples are on the road. I really like the U-Haul truck example. They were clever to make the back of the truck the most interesting part. I followed this one in the photo for several hours and marveled at the 3D painting. It catches you at a time when you are thinking about driving and moving (and perhaps bored out of your mind).



Another example popped up at the gas station. A funny plastic ad was attached to the gas pump handle (making it a tiny bit more complicated to operate). And, amazingly it was for dialup internet access that eliminates popup ads. Maybe they are looking for wide audience appeal - but honestly, the last thing I am thinking about at the pump is dialup Internet. In contrast, there was a great ad next to the gas prices advertising a way to save 8 cents per gallon.



Finally, here is a great example of classic Americana (in Canada of all places). This giant "Muffler Man" was repainted to hold a Coke and hotdog. It inspired me to take a photo and maybe stay for a bite to eat. While I was there, several other cars did the exact same thing. I bet creating your own roadside attraction is quite profitable.



Ads are funny these days. It seems that you can't go wrong by being creative and unique. What do you think? Are there ads in your life that stand out as clever? [Contact me](#) and let me know what you think. I'll probably send you a free t-shirt.

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## ARTICLE 6: It's Not About the Bike - Supporting Modern Day Heroes

June 2005 - by John Waiveris

*"The universe is made of stories, not of atoms." – Muriel Rukeyser, 1913-1980, American Poet*

Pop Quiz: What do Greg Lemond and Lance Armstrong have in common? Answer: They are the only two Americans to win the Tour De France. Extra Credit: They both recovered from near fatal setbacks to achieve international success.



### VALUE OF A GOOD STORY

I set out to write this article about the value of a good story and how to jumpstart your marketing. Stories are the things that get people to buy newspapers, watch television, and read books. They inspire us to step out of our lives to something greater.

In a sense, it's better to be in the "story" part of the newspaper than the overpriced ads next to it. I also figured it would be a great time to write about bicycling because the Tour De France is this month.

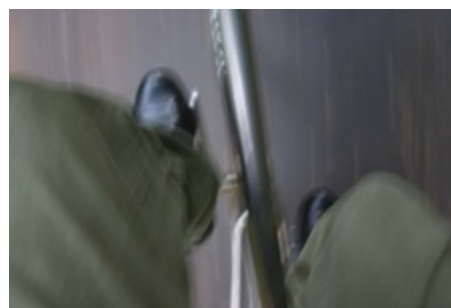
However, after reading about these modern day heroes, it's not enough to make a good story about yourself. Instead, seek out your own heroes and support them in their efforts. You might end up in the story page too - but more important is the lasting effect you will help create.

*"When you almost lose your life to cancer, and then win the Tour de France, and then become a father, it grows you up fast. I'm more thoughtful, and I resist saying the first thing that comes out of my mouth. Before, all of my questions were directed toward the "me," as in "Why me?" or, "What are my chances?" But now I've started looking at other people." - [Lance Armstrong](#)*

### SIMPLE GOAL

So what makes for a modern day hero? Certainly, more than a brave or self sacrificing act. It starts with an ordinary person with a big goal. We relate to their setback and the challenge in front of them.

Greg and Lance are internationally known athletes, but we relate to the simple goal of riding a bicycle. Sure, it takes a different nature when you train 6-10 hours a day. But in the end, it's still just pushing pedals on something we had as a child.





Alex from Alex's Lemonade is another hero. She was diagnosed with cancer by her second birthday. She started a lemonade stand to raise money for her hospital, "because all kids want their tumors to go away".

*"Alex's lemonade stands began four years ago when the family was living in Connecticut. Alex told her mother she wanted to sell lemonade and give the proceeds to the hospital where she was then being treated. She personally ran her stand and raised*

*\$500."* - [TimesLeader.com](http://TimesLeader.com)

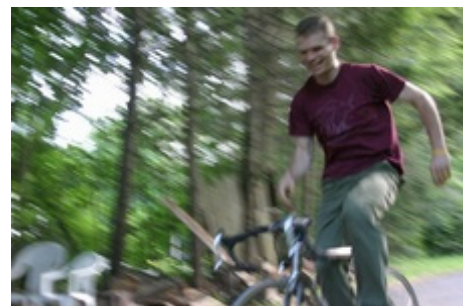
## INSURMOUNTABLE ODDS

Winning the race and raising money are big goals, but the stories are different because of the obstacles. We are inspired because they picked themselves up and kept marching toward their goal.

Greg was shot in a hunting accident, lost almost 3/4 of the blood in his body, and had 30+ shotgun pellets still in his major organs. Lance had cancer in major parts of his body and endured chemotherapy. Alex was just four years old and already endured cancer for half of her life. We can relate on a personal level.



*"Lemond started the last stage, a short 15 mile (25km) time-trial, with a nearly insurmountable 50 second deficit from Laurent Fignon, the Tour de France winner in 1983 and 1984....Miraculously, Lemond won the time-trial by 58 seconds over Fignon, giving Lemond a victory in the Tour by 8 seconds, the smallest margin of victory in the history of the race."* - [CyclingHallOfFame.com](http://CyclingHallOfFame.com)





## AMAZING RESULTS

At some point the story takes on a life of its own. It is told and retold. Others around carry the flame and make it into something bigger. Money is donated and research funded.

However, more important is the hope that it gives people - diagnosed or not. I hope you take the opportunity to support and enjoy the presence of heroes in your own life.

*"Each year since, Alex has held an annual lemonade stand in her front yard. As word has spread, donations have poured in from around the world, and she has raised over \$1,600,000 for pediatric cancer." - [AlexsLemonade.com](http://AlexsLemonade.com)*

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## ARTICLE 7: Blogs, Advertising, and the Stranger on the Bus

May, 2005  
by John Waiveris,

*"It doesn't matter whether you're shipping paper clips, pork bellies, or videos of Britney in a bikini, blogs are a phenomenon that you cannot ignore, postpone, or delegate." - [Business week Cover Story - Blogs Will Change Your Business - May 2nd, 2005](#)*



Have you heard about blogs yet? Just kidding, they're just the latest craze on the Internet. They played a role in the last presidential election and just this month, Newsweek is publishing a great article as their cover story (May 2nd).

*"The divide between the publishers and the public is collapsing. This turns mass media upside down. It creates media of the masses." - [Business week Cover Story - Blogs Will Change Your Business - May 2nd, 2005](#)*

In case you are wondering, blogs are just personal journals published every couple of days on various websites on the public Internet. They allow people to express themselves quickly and easily and come complete with photos and dodgy spelling. Unlike a fad like flying toaster screensavers, this is the start of a revolution that will flip advertising and mass media upside down.

*"Television is not vulgar because people are vulgar; it is vulgar because people are similar in their prurient interests and sharply differentiated in their civilized concerns." - George Gilder - Life After Television - page 15*



### TURNING THE MEDIA UPSIDE DOWN

The top down media, a handful of stations broadcasting to many people, is about to change. It used to be very expensive to produce and distribute content. Television and Radio executives worked as gatekeepers to sell ads while running diluted content that's less offensive to most rather than more interesting to few.

Why change anything? People don't inherently want Jerry Springer or Reality TV - they want something that interests them. Likewise, the music that reaches us on the airwaves is lowest common denominator too.

*"TV defies the most obvious fact about its customers - their prodigal and efflorescent diversity. People perform scores of thousands of different jobs; pursue multifarious hobbies; read hundreds of thousands of different publications. TV ignores the reality that people are not inherently couch potatoes; given a chance, they talk back and interact." - George Gilder - Life After Television - page 15*

Now, the cost of publishing has dropped to almost nothing. We can download music, read news, and

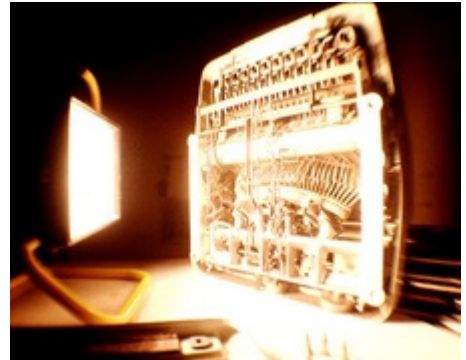


publish articles for free. Instead of 5 (or 500) channels on TV - there are 8 trillion web pages to access (Google May 1st, 2005). More importantly, we're changing from a nation of consumers to a nation of producers.

*"There are some 9 million blogs out there, with 40,000 new ones popping up each day. Some discuss poetry, others constitutional law. And, yes, many are plain silly. "Mommy tells me it may rain today. Oh Yucky Dee Doo," reads one April Posting." - [Business week Cover Story - Blogs Will Change Your Business - May 2nd, 2005](#)*

## 15 KILOBYTES OF FAME

Blogs are really just the first indication of a media revolution. It shows how excited people are to project their own ideas and be heard. Ironically, most blogs will never be read. We all make the mistake of talking more than we listen. It just makes sense that most people will never get that 15 seconds of fame. On the other hand, the whole concept doesn't make sense anymore. Content (and public attention) will fragment according to various interests and online communities will form to support them.



*"All of these developments converge in one key fact of life, and death, for telecommunications in the 1990s. Television and telephone systems - optimized for a world in which spectrum or bandwidth was scarce - are utterly unsuited for a world in which bandwidth is abundant." - George Gilder - Life After Television - page 17*



## ADVERTISING

If content changes, what happens to advertising? The old media had three models: directories like the phone book, editorial reviews like trade magazines, and "creative ads" like commercials during Tv shows.

Google seems to have the answer. They've already taken over as one of the best online directories (search engine). They sell advertising tied to webpage content and their new email service, GMail, automatically chooses ads based on the content IN your personal email.

Other organizations are going to struggle and lose the battle. The music recording industry is busy chasing down college kids that share mp3 files. They used to give music to radio stations in hopes of selling albums. Rather than fighting the change, perhaps they should give away mp3s to sell merchandise and concert tickets?

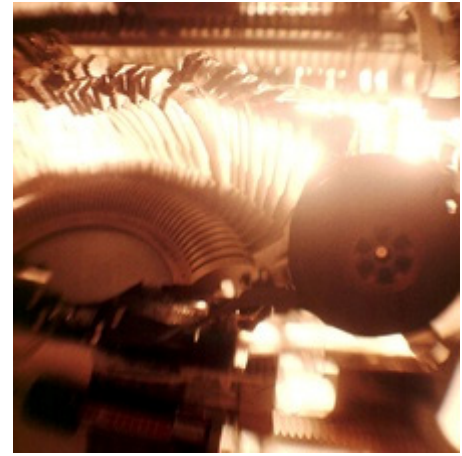
*"one might well question the morality of going harder on those who trade files than on those who negligently cut short the lives of fellow citizens." - [TheRegister.co.uk](#)*



## ANONYMITY AND CREDIBILITY

Last, there will be new structures for establishing credibility. Online communities rate their members. Ebay relies on buyers and sellers leaving feedback about transactions. The old media left little chance for reviews as most of us had no way to communicate with each other.

An interesting thing about blogs is they are usually anonymous. There is no reason to lie, so they are intimate and honest. On the other hand, there is no reason to tell the truth, so there is almost no way to establish credibility.



*"There's little to stop companies from quietly buying bloggers' support, or even starting unbranded blogs of their own to promote their products -- or to tar the competition. This raises all kinds of questions about the ever-shrinking wall between advertising and editorial. " - [Business week Cover Story - Blogs Will Change Your Business - May 2nd, 2005](#)*

Blogs are the wave of the future. If you haven't experienced them yet, try searching for "blog" or "online community" and one of your favorite hobbies. You might be surprised at the amount of communication going on outside of the mass media.



John Waiveris writes about online marketing for Invisible Gold, LLC. For more information call (860) 285-0172 or visit [www.invisiblegold.com](http://www.invisiblegold.com) - *your Website should be Easy to Edit*

## ARTICLE 8: Art As Marketing

by John Waiveris, April 2005

*"Art is a habit-forming drug. That's all it is for the artist, for the collector, for anybody connected with it. Art has absolutely no existence as veracity, as truth. People speak of it with great, religious reverence, but I don't see why it is to be so much revered." - Marcel Duchamp*

What is Art today? Barely 100 years ago, Marcel Duchamp shocked the world with "ready-made" art such as a bicycle wheel bolted to a stool or a snow shovel labeled "In advanced of the broken arm". Today things are different. We live in an era of images. Instead of hiring a painter, we can buy a print from Ikea for less than \$6.

So why would someone pay \$26,000 for a painting? Art is simply marketing in its purest form. Perhaps we can learn something from the way that art is created and sold.

*"Art among a religious race produces relics; among a military one, trophies; among a commercial one, articles of trade." - Henry Fuseli*



my first photography show

### SELL THE STORY - ARTIST AS CELEBRITY

Have you ever been to an art auction? The first thing they do is tell a story about the artist. What makes the person unique? What struggles were they going through? You don't buy the artwork, you buy the artist and the story. The same is true for other things in life. Most purchases are really inspired by emotion. Logic comes in later to support the choice.

It doesn't matter what you sell; create a story that explains what makes your service different or better. Don't just state the same things as your competition. Stand out and excite people with a sense of purpose.

*"An artist never really finishes his work; he merely abandons it." - Paul Valéry*

In addition to the story behind the work, there needs to be a story behind the craftsman. What beautiful struggle is represented by the work? It's almost as though people want to buy something more important than "ordinary life".

*"If the world really looks like that I will paint no more!" - Claude Monet, flinging away a pair of glasses for which he had been fitted to correct a severe astigmatism*



R. Mutt's "Found Art" fountain in a new form

## SALES OUTLETS

Galleries represent a difficult relationship for most artists. They take 50% of the income from sales, and "don't produce anything on their own." The truth is that most artists aren't very good at marketing themselves. The gallery owners work hard to create a big mailing list of followers, and create events and a place for people to see and experience art (along with free wine and cheese). They are the salespeople that create perception and close the sales.



That's not to say that artists cannot market themselves. It is just a distinct activity that is separate and maybe even MORE important than the process of creating the work. To retain more of the profits - learn to behave like a gallery owner. (or decide that galleries are a market unto themselves.)

*"Art is a jealous mistress and if a man has a genius for painting, poetry, music, architecture or philosophy, he makes a bad husband and an ill provider." - Ralph Waldo Emerson*

## CREATE PERCEIVED VALUE

In the end, it all comes down to perceived value. At my recent photography exhibit, someone asked "Was there really a \$26,000 painting?" I responded, "yup, and \$16 earrings". The irony is that both are handmade and the more expensive one is signed. That's not to say that it's more inspired or has a better story.



Scarcity seems to be one of the best ways of increasing value. A limited edition print can only be purchased by a limited number of people. It adds to the story, adds a personal touch (the numbering), and adds a little bit of competition (supply versus demand).

Another way of increasing value is through testimonials and third party reviews. Art magazines and newspaper articles tell the story and add credibility to the work.

*"I'm not really foreign, you know. I just do it to appear more sophisticated! I mean, nobody'd buy Evian water if it was called Blackburn water." - Balowski, in The Young Ones*

## ...AND DON'T LOSE IT

Last, value can be destroyed just as easily. A very successful artist friend commented "Never sell yourself cheap. Never have a sale. Never budge on price."

Hopefully we can all learn something about small business marketing from our friends in the art world.

*"Any schoolboy with a little aptitude can perhaps draw better than I; but what he lacks in most cases is that tenacious desire to make it reality, that obstinate gnashing of teeth and saying, "Although I know it can't be done, I want to do it anyway.""* - M. C. Escher



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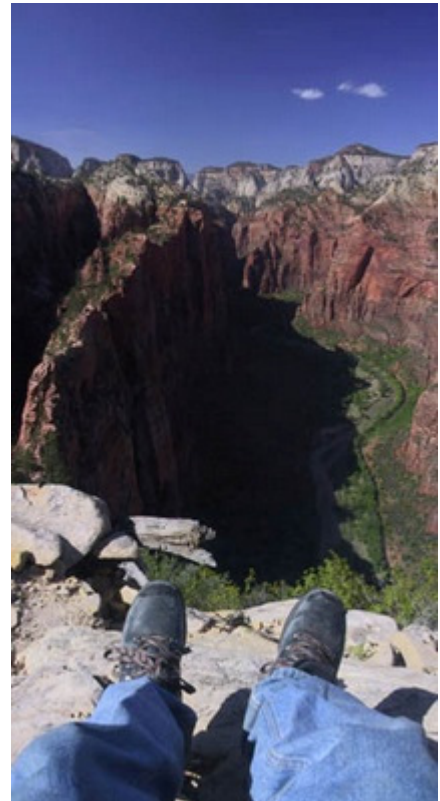
## ARTICLE 9: Zen and the Art of Website (Technology) Maintenance

by John Waiveris - March 2005

*"What follows is based on actual occurrences. Although much has been changed for rhetorical purposes, it must be regarded in its essence as fact. However, it should in no way be associated with that great body of factual information relating to orthodox Zen Buddhist practice. It's not very factual on motorcycles, either."* - Robert M. Pirsig - Zen and the Art of Motorcycle Maintenance

That's a pretty fair assessment of Robert Pirsig's book. If you grew up sometime after the 50's you probably read it - or at least tried to. It's a fairly entertaining (but dry) story about riding cross country on a motorcycle.

It's also interesting that Robert was writing computer manuals and had things to say about technology that are still valid today. Normally I write about websites, but this month I'd like to share some of his quotes about technology.



Angel's Landing - Zion National Park



Arches National Park

### REASON FOR THIS ARTICLE

*"We were all spectators. And it occurred to me there is no manual that deals with the real business of motorcycle maintenance, the most important aspect of all. Caring about what you are doing is considered either unimportant or taken for granted."* - Robert M. Pirsig - Zen and the Art of Motorcycle Maintenance

In the book, Robert talks about his riding partners that have largely given up on trying to understand "technical" things. They ride an expensive new motorcycle known for its reliability, but are at the mercy of chance. A flooded engine or simply riding fast on a hot day can leave them stranded.

40 years ago, a motorcycle was a relatively simple machine. Things are more complicated and change faster today. You need a computer to work on your car, an expert to tune up your computer, and a hacker to make your digital camera work. AND, all three of these will be "obsolete" two summers from now. Old rules don't apply so we're at risk of getting stranded.



## DON'T GIVE UP

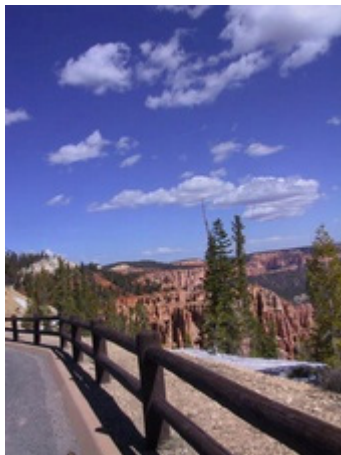
*"All this technology has somehow made you a stranger in your own land. Its very shape and appearance and mysteriousness say, "Get out." You know there's an explanation for all this somewhere and what it's doing undoubtedly serves mankind in some indirect way but that isn't what you see."* - Robert M. Pirsig  
- Zen and the Art of Motorcycle Maintenance



Southern Utah - Near Moab

If you've done any shopping recently you know how easy it is to get discouraged. Take a deep breath. Things aren't "really" that different. A fancy new computer won't check email any better. An old motorcycle will still get you to California, and we all know someone without an email account.

What we really need are guidelines for dealing with technology and the courage to look at things objectively.



Bryce National Park

## GUIDELINE 1: FIND A COMFORTABLE PACE

*"Secondary roads are preferred. Paved country roads are the best, state highways are next. Freeways are the worst"* - Robert M. Pirsig - Zen and the Art of Motorcycle Maintenance

Accept the fact that whatever you have will be out of date next year. Soon, we'll all "need" cars with GPS navigation and Internet connections. Will they get us there any faster? Maybe. Does it matter? No.

Cars change every year with new models. We all can accept the pace because it's subtle. Remember when fuel injection came out? Not much changed. On the other hand, computers are different. Remember when broadband came out? It's like a different Internet.

The same thing will happen with just about everything: digital cameras, cell phones, credit cards, etc. If cars advance as quickly as computers, next fall you'll be driving 150 miles per hour. You can either scramble to stay with the pack, or enjoy the ride on interesting side roads.



## GUIDELINE 2: PLAN FOR REGULAR MAINTENANCE

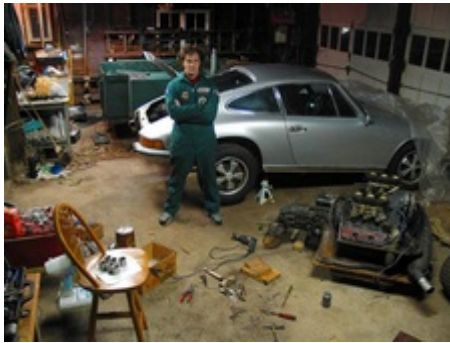
Technology needs maintenance and attention to detail. In the book, the narrator stops to oil the chain on his bike. Houses and cars are similar. If you don't keep up with things they go downhill.

However, there seem to be two schools of thought these days. Some people make a major purchase every few years and throw out the old. Others make more frequent smaller purchases - last year's computer, a simple website freshen up, etc. It's easy to figure out how you are: How old is the car you drive? How old is the computer on your desk?



Near Bryce - Southern Utah

The simple fact is that you need to maintain the equipment you depend on. A computer catches viruses, a car needs oil changes. These aren't the big purchases...these are the ones that keep things running smoothly. Yes, it costs money, but it's silly to replace a computer just because the drive is full of spyware.



## GUIDELINE 3: SEEK OUT EXPERTS AND MENTORS

*"Most touring cyclists know how to keep their machines tuned. Car owners usually won't touch the engine, but every town of any size at all has a garage with expensive lifts, special tools and diagnostic equipment that the average owner can't afford. And a car engine is more complex and inaccessible than a cycle engine so there's more sense to this."* - Robert M. Pirsig - Zen and the Art of Motorcycle Maintenance

Computers and modern technology are more specialized than things in the past. I used to be able to work on my own car. Recently it took three mechanics (one was myself) to solve an overheating problem. In the end, the dealer simply hooked up to a computer and flashed the bios. Yup, that's right, they simply updated the software and it fixed the problem.

It cost \$700, but would've taken longer and more money for me to become an expert and buy the equipment. In the modern age, we need to seek out the people that invest the time and money to become specialists. It also points out that with the pace of change, products aren't always "done" when they leave the factory.

## COROLLARY: EVEN WITH EXPERTS, IT'S UP TO US TO DRIVE

On the other hand, this doesn't mean that we can simply give up. It's up to us to pay attention to the warning lights, operate our equipment in an intelligent manner, and not get stuck. You either have enough money to hire a professional driver or enough to hire someone to fix it when it needs attention.

We all know the story of a new driver that doesn't realize cars need oil. The same thing is true about computers and websites.

## GUIDELINE 4: SEEK QUALITY AND PLAN FOR RELIABILITY

*"What he meant by Quality was obvious. They obviously knew what it was too, and so they lost interest in listening. Their question now was "All right, we know what Quality is. How do we get it?""* - Robert M. Pirsig - Zen and the Art of Motorcycle Maintenance



Southern Utah

Finally, we need to build in reliability into our systems. Just as technology needs regular maintenance, it also fails regularly. It's great to have a digital camera - but keep in mind that your photos may be sitting on a hard drive that will fail sometime in the next 5 years. Do you have a backup plan in place?

The easiest thing to do is build up a network of "good quality but not the latest" computers and technology in your life. Plan them to work together and simply add and remove capacity as they get too slow or you need desk space.

This sort of approach allows us to avoid expensive equipment (redundant drives), and use smaller cheaper equipment that can be replaced and swapped out as technology changes.



Kodachrome Canyon

*"I disagree with them about cycle maintenance, but not because I am out of sympathy with their feelings about technology. I just think that their flight from and hatred of technology is self-defeating. The Buddha, the Godhead, resides quite as comfortably in the circuits of a digital computer or the gears of a cycle transmission as he does at the top of a mountain or in the petals of a flower. To think otherwise is to demean the Buddha...which is to demean oneself."* - Robert M. Pirsig - Zen and the Art of Motorcycle Maintenance

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more information call (860) 285-0172 or visit [www.invisiblegold.com](http://www.invisiblegold.com).

*"You Website Should Be Easy to Edit"*



Engine block burrito - somewhere  
in New Mexico

## ARTICLE 10: Let's All Plan To Have a Fun Year

February 2005 - By John Waiveris

*"Perhaps the world's second worst crime is boredom. The first is being a bore." - Sir Cecil Beaton, Photographer*

Are you with me? Most of us run a small business, and well, some months aren't as fun as the others. Right now it's flu season and time for cold fingers. Just going outside can be tough.

On the other hand, who are we waiting for? It's up to us to create an environment that our customers enjoy. If we are excited, looking forward to something, and smiling, they will be too. If we are stressed, tired, and stuck in a rut, well...they'll find somewhere else to go.



### Step 1: Stay Ahead of the Game

Unless we're throwing a big party or something special, most of us plan only days to weeks ahead of time. For example, we think about Valentine's Day (if we're smart) when we start seeing ads for it.

But, what if you wanted to PLACE an ad for Valentine's Day? Given time to think, design, place, print, etc. - you'd be well on your way by early January! Sure, you can scramble and pull things together faster...but that just makes it tougher and more expensive - and less likely that you'll do it in the future.

*"Great things are not done by impulse, but by a series of small things brought together." - Vincent Van Gogh, Painter*

### Step 2: Plan it Out

To plan the year in advance, you probably need to spend a quiet hour with a pen, paper, and a calendar. Figure out when the important holidays are, when the seasons change, and when personal events like your vacation and traditions occur, etc. (visit [www.holidaysmart.com](http://www.holidaysmart.com) to see a list of popular holidays.)

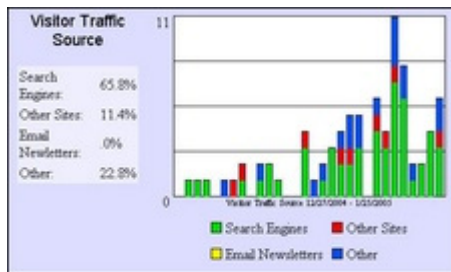
Next, pick a few things to try and think them through. For example, maybe you'd like to place a newspaper ad - get the price sheet and choose a cost effective option. It makes sense to spread them out over the year...and don't go overboard. Just pick a few things you can get excited about.



Last, create a few small deadlines for yourself and make sure you'll see them with the right amount of lead time - like "call graphic designer about postcard - 555-1212". This way when it comes time to plan the event, you'll be ready.

If you really want to do things right, you'll even set a budget. Remember, people get excited about parties, free things, and attention. Your marketing dollars might be best spent on a buffet of good food or something to give away.

*"Ideas are like rabbits. You get a couple and learn how to handle them, and pretty soon you have a dozen." - John Steinbeck*



### Step 3: Track The Results

Once you have a few things planned, figure out what works. A gut feeling is nice, but numbers on paper are even better. Basically, all you need to do is treat it like an experiment. Start with a "baseline" (the number of visitors in a normal week) and compare it to the results after the change. Also, remember that learning what DOESN'T work is just as important as learning

what does.

Websites are useful because it is easy to get tracking data. If you place an ad and traffic levels go up, it was successful. Are there good ways to track results in your business? (sales, new customers, visitors to the store, etc.)

If you are clever about it, special offers can generate automatic tracking. For example: placing an ad with a coupon allows you to easily count the number that came back. Just be sure to set an expiration date to avoid surprises later on.

*"Begin somewhere; you cannot build a reputation on what you intend to do." - Liz Smith, American Gossip Columnist*

## Tip 1: Try a Mix of Different Things

Most small businesses rely on just one or two methods to market themselves. This is mostly because once one started working, the others were ignored. In the long run, you'll do better by trying something new every year.

*"You'll always miss 100% of the shots you don't take." – Wayne Gretzky, Legendary Hockey Player*



## Tip 2: Enjoy Yourself

What you do doesn't matter as much as how you do it. You can spend thousands of dollars to hire a marketing firm...but if you aren't personally engaged, it will be obvious and people won't be excited either. Create a year you can get excited for and enjoy.

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*"Your Website Should Be Easy To Edit"*



## ARTICLE 11: Achieving Balance in 2005



By John Waiveris - January 2005

Working for yourself is tough. You've got freedom and responsibility but also all of your fears and bad habits. Developing a plan to keep yourself balanced and happy is not only good for you, it's good for business.

Although I usually write about business and online marketing, this time, let me share some things that helped me in 2004.

*"Don't take life too seriously - you'll never get out alive" - Bugs Bunny*

### 1. REALIZE TIME IS MONEY

One year I walked into my boss's office and asked to go part time. It felt crazy. I had a good job, enjoyed my work, and could just barely cover my expenses. However, it turned into the best summer of my life.

Losing half of my income was nothing compared to doubling my free time. Amazingly, I ended up saving money in the long run. It was the little things that made a difference - going to the library, cooking dinner, driving a cheap car, and enjoying "real fun" not just buying things.



Smiles in a Cheap Convertible

*"Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you." - Carl Sandburg (Try reading his "Rootabaga Stories" or "Wedding Procession of the Rag Doll" to your kids at night.)*

## 2. AVOID THE MEDIA



Beware of Advertising

- Jerry Mander

*"The goal of all advertising is discontent or, to put it another way, an internal scarcity of contentment." - Four Arguments for the Elimination of Television (page 128) - Jerry Mander*

As a country we spend more money on advertising than on education. Even scarier, is that many kids spend more time watching television than in school! Is there any wonder we have self esteem issues? Try taking a holiday from this bad influence. You may be surprised.

*"A drug ad denies your ability to cope with internal processes: feelings, moods, anxieties. It encourages the belief that personal or traditional ways of dealing with these - friends, family, community, or patiently awaiting the next turn in life's cycle - will not succeed in your case." - ibid*

## 3. GO WITH THE FLOW

*"There's a force in the universe that makes things happen. And all you have to do is get in touch with it, stop thinking, let things happen and be the ball." - Chevy Chase (in Caddyshack)*

The cult classic, [Caddyshack](#), was just a low budget comedy, but then the cast filled up with Bill Murray, Chevy Chase, Rodney Dangerfield (all early in their careers). The director literally just let the cameras roll and many of the scenes were adlibbed and shot in one or a couple of takes. It's frequently considered one of the top ten movies of all time.



Bill Murray's "Gopher Bombs" Scene

*"So we finish eighteen and he's gonna stiff me. So I say, "Hey Llama, hey! How about a little something, you know, for the effort, you know?" And he says, "Oh, there won't be any money, but when you die, on your death bed, you will receive total consciousness." So I got that going for me..." - Bill Murray (in Caddyshack)*



Sunrise in the Tea House

#### 4. DEVELOP HELPFUL RITUALS

Rituals and habits literally become us. Try to find the things in life that give you strength and serenity and make them habitual. Do you like reading the paper, drinking a cup of tea or coffee in the morning, writing in a journal, etc? These things can give you strength and meaning outside of work.

*"The daily action is fifteen minutes of a focused activity performed every day at the same time of day. Choose an activity that creates an empty space where your creativity can reassert itself. Let the action be solitary and process oriented. You are giving yourself fifteen minutes of emptiness within the blur of living."* - *Creating a Life Worth Living* (page 4) - Carol Lloyd

#### 5. GET PHYSICAL

Bad days and the blues are part of everyone's life. However, many clinical trials have shown aerobic exercise like running to be as effective as drugs or psychotherapy for treating depression (maybe more).

Many sports also include an aspect where you need to clear your mind and be in "the moment". Quietening your mind or facing fears can be wonderful for putting everything into perspective. Forget the health benefits. Doesn't it make sense to make exercise part of your life?



Climbing Connecticut's "Classic Route"

*"...the biggest breakthrough occurred when I realized that almost all the mental skills and strategies I learned through climbing could be applied to other areas in my life"* - [\*Mental Training: Six Fixes to Increase Performance\*](#) - Eric J. Horst



Use It While You've Got  
It

## 6. DO THINGS YOU'VE BEEN "SAVING"

The last tip is to face the fact that none of us will live forever. If you had just 6 months, would you spend it the same way? Would you quit your job? Would you tell people how much you love them? What holds us back?

*"When I'm in the support group and somebody new comes in and says, "I know this is going to sound crazy," I know what they're going to say, and that is: "I'm glad I have cancer." I've heard this at least thirty-five times over the years. The reason we say this is because it has turned our lives around, it has made us see what is worth while in life and what is crock, what is not worth worrying about or being angry about. The first time somebody said this, I felt as though she had poured holy water on me." - What Dying People Want (page 18) - David Kuhl, M. D.*

*"If I had my life to live over I would have burned the pink candle sculpted like a rose before it melted in storage." - IF I HAD MY LIFE TO LIVE OVER - Erma Bombeck (in a funny poem written after she learned she was dying from cancer)*

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"Your Website Should Be Easy To Edit"

## ARTICLE 12: Making a List and Checking it Twice

### What Successful Companies Have In Common

by John Waiveris

December 2004

If there was something you could do today to increase business, would you try it? Seriously, I think I have an answer. I talk with quite a few small business owners every year and one thing always amazes me. The really successful businesses have good mailing lists, and many of the others don't know where to start.

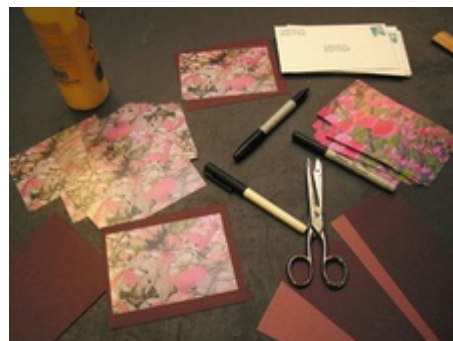
It's understandable because it's not a normal life skill. Even the best of us just have some sort of personal address book scribbled in pencil. On the other hand, most businesses receive 70% of their income comes from existing clients...so a mailing list is FAR more valuable than any sort of advertising. In fact, it's probably the MOST important aspect of your marketing.



### But Where Do You Start?

Sure it's a good idea, but too much work. Running a small business is a lot like coping with the holiday season. There are so many demands for our time and money...and we find it hard to sit back and enjoy. The last thing we want to do is commit to something new.

Ironically, this is a great time to jump start our marketing. It's easy. Just sit down and make a list of 20-30 customers, and buy a nice package of holiday cards. Keep in mind that you just want to stay in touch, show that you care, and make it sincere. Don't spend too much time or money, feel like you need to send out hundreds of cards, or plan a special holiday sale.



Also, don't make it too complicated or set yourself up for failure. A friend once got a postcard suggesting ways to lose weight. Do you think he'll do business with the real estate agent that sent it to him?



## What Comes Next?

At first it's important to just make a small list and send SOMETHING out. The next step can be several months later - but it is important to follow up with something else. You know your market best...or perhaps the people on your list best. What would they find useful? It helps to teach something about your business and/or your relationship to them.



Regardless, sometime in early winter pull out your mailing list and send something else out. Is there news to share? How about an article that you or a hired writer put together? Or what about a newspaper clipping or short email. Again, you are just staying in touch and sharing your message. Perhaps it's time to throw a party (sale or opening) and invite your favorite customers?

Don't be surprised when your list grows over time. In the long run, you just want to develop a habit of reaching out to stay in touch with your customers.

## Customer Profile: Bushy Hill Orchard

Harold Law is a nice older gentleman with a happy laugh and what seems to be an ideal life. He and his wife Nora own a sweet little apple orchard in rural Connecticut (Granby). Scout troops and elementary school children make fall visits to learn about apples, and they sell wonderful pies and treats out of the apple barn.

Harold also knows quite a bit about marketing: "It's the sort of business where you need to stay in touch with your customers. People want to plan a weekend to pick their favorite apple, but every growing season is different."



One of the most effective methods of staying in touch is the Fruit Fone. Every week Harold records a short 1-2 minute message about what's ready to pick, the hours, directions, etc.

"It's like a movie theater. Some days the Fruit Fone rings off the hook. It's great because people get to hear my voice and know what's going on, and I don't need to stay by the phone." Harold Law

The Fruit Fone transitioned perfectly into a website and email "Applegrams". People really seem to appreciate being able to visit the website and get the latest information.

"Once we got through many of the technical hurdles, managing a website and sending out email Applegrams fit in well with the Fruit Fone. It works better than direct mail, and costs less too." Harold Law

For more information about Bushy Hill Orchard, visit [www.bushyhill.com](http://www.bushyhill.com).



## Customer Profile: DayJams

Steve Wnuk runs a rock and roll day camp (part of a bigger organization called National Guitar Workshop). Students get the sort of musical education that doesn't come anywhere else in life: how to be a rock musician.

"Running a national marketing plan requires organization and planning. Last year we had camps in 11 cities, and this year we're expanding to almost 20 locations". Steve Wnuk



Ironically, it's the sort of marketing plan that you could put together for your business.

"We use traditional advertising such as radio and newspapers which encourage people to visit our website or call. Once they are in our database we send out periodic invites for early enrollment, open house tours, etc. Invisible Gold enables us to gather addresses, and send out email mailings to lists exported from our database."

Steve stresses the importance of nuance and really taking care of your customers. "It's so important that people understand that we are listening to them and not just blindly sending things out. Having a good customer database makes all the difference"

For more information about Day Jams, visit [www.dayjams.com](http://www.dayjams.com) and [www.guitarworkshop.com](http://www.guitarworkshop.com).

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"Your website should be easy to edit"

## ARTICLE 13: iBrand: - Creating Excitement In The Perception Economy

By John Waiveris - November 2004

There is a major change going on in your market. It doesn't matter what service or product you provide; the cost of production is dropping. At the same time, the business of creating perception is getting smarter. It's time to enable your small business to compete. It's time to learn about branding.

*"The first task of branding was to bestow proper names on generic goods such as sugar, flour, soap and cereal, which had previously been scooped out of barrels by local shopkeepers." - Naomi Klein - No Logo*



### THE WALMART EFFECT - The Cost of Production Drops

Hundreds of years ago, the local blacksmith had to keep a fire going all night. Tools were made by hand, and there was no such thing as a disposable lighter. You probably knew the man that made your ax.

The industrial age caused a rapid change. Skilled craftsmen were replaced by nameless workers in factories. People in South America started calling machetes "Collins" because they all had it stamped on the blade (a factory in rural Connecticut). Economy of scale pushed factories to get bigger and shipping to get cheaper.

Next, computers enabled companies like Walmart to squeeze every last cent out of a production line. We can buy pickles for pennies more than the cost to produce them. (Thus putting local shops out of business.) Businesses compete by using ever cheaper methods of production usually by outsourcing to other countries.

On the other hand, we're losing the real human connection. You probably don't know the person behind the cash register (if there even is someone). We research purchases online and take advice from strangers. Forget branding, are you surprised that people are paid to "write opinions" to post online?

*"Familiar personalities such as Dr. Brown, Uncle Ben, Aunt Jemima, and Old Grand-Dad came to replace the shopkeeper, who was traditionally responsible for measuring bulk foods for customers and acting as an advocate for products" - Ellen Lupton and J. Abbot Miller - Design Writing Research: Writing on Graphic Design page 177*

## iPods and Aftershave: The Business Of Perception Heats Up

On the other hand, how can Apple can take a near commodity, a portable music player, and turn it into a \$300-\$500 object of desire? (Remember in the 1980's, a Sony Walkman cost less than \$100.)

*"The iPod economy is worth more than \$50M" - Business 2.0, October 2004*

Is there any question that a Dell or HP could be just as good? It all comes down to the image. We buy the Apple because it makes us "feel" something. Besides, you can plug it into your BMW...



*"In June, BMW began offering the \$149 part, which connects an iPod placed in the glove compartment to the car's audio buttons. While the system is far from perfect...BMW has sold thousands of units." Business 2.0 - October 2004 page 154.*

Or, maybe it goes back to the famous "1984" superbowl commercial. It aired only once - but has been celebrated by a fanatical following. In a cinematic scene borrowed from George Orwell's novel, a woman boldly throws a hammer through a giant video screen. The "status quo is shattered" and dull gray gives way to a colorful Apple logo. (Ask a Macintosh owner if they can name the director...)

*"So the role of advertising changed from delivering product news bulletins to building an image around a particular brand-name version of a product." - Naomi Klein - No Logo (page 6)*

## HOW DOES A SMALL BUSINESS COMPETE?

While competing with corporations can be tough, the first step is to accept the fact that your business has a "brand" too. All you need to do is align that image with your unique strengths and make it memorable.

- 1) Identify and communicate your deeper cause. What got you excited to start the business? You still need to provide a good service, but set out to make change in the world and people will be happy to help.
- 2) Write down qualities that your business represents. Include things such as products offered, style, stores/office atmosphere, the way employees dress, value and economy, attitude toward customers, etc. Focus on the feelings generated.
- 3) Make a list of all experiences people have with your brand and make sure they match the image you want to present. This includes everything including business cards, phone message, the sign out front, the car you drive, the clothes you wear, the brochures you hand out, etc.
- 4) Be an enthusiast and use the business to get people together. For example: a liquor store can run wine tastings, an art gallery has openings, a bike shop has group rides, etc. Don't just wait for people to come buy your product. Help them meet a bigger need.

5) Find ways to reach out and pull people back. A website and brochures are important. However, fliers, newsletters, mailings, and seeing people in person keeps the momentum going.

Lastly, remember that clients ultimately choose whether or not they want to do business with us. Treat them as friends, do your best to see that their needs get met, and stay flexible to keep your head above water.

*"It's always been done that way." - the most damaging phrase of all times.*  
*[Rear Admiral Grace Hopper](#)*

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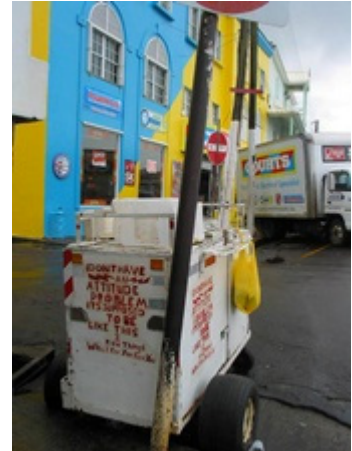
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## ARTICLE 14: Guerilla Marketing Is Dead - Long Live Small Island Marketing

*"What we are seeing is an emergence of a completely new way of life. Or, put differently, a new civilization. We talk about connectivity. We are busy connecting everybody to everybody." Alvin Toffler - author of Future Shock*

In the old days media was expensive. Print, television, and radio all involved a heavy investment in technology. Families would sit around the television starved for content and advertisers would put together big budgets for limited airtime.

It's exactly opposite today. The cost of creating and distributing a message has plummeted. Families sit in different rooms fending off "content" whether it be telemarketers, popups, spam, spyware, etc. Further, we walk around with almost immediate access to the people and media in our lives. The former advertising channels just don't offer the same value they used to. In fact, the old thinking of how to market is obsolete. So the answer is guerilla marketing, right?



*"Guerilla marketing produces high returns on marketing investment through unconventional activities...Most of my methods are seen as super unconventional some even say evil. I just recently deployed my Guerilla progs for a small debt consolidation company out a Tampa, FL. Within one month they have already tripled their sales. Evil or not my tactics are still make them and myself lots of money." - found posted on forums.digitalpoint.com*

That's alot of promise for a small busines with a small budget. However, let's take a quick show of hands. How many people have noticed the shift toward "guerilla marketing"? Do you get calls at dinner? How about free offers? Popups? While there are certainly businesses that can benefit from this sort of thing - it doesn't really bode well for long term success.

How can we stand out in a chaotic environment with direct communication between buyer and seller? First of all, it starts with integrity and friendship. Long Live Island Marketing - clever locals are able to build thriving businesses without the benefit of MBAs and market plans. So how do they do it?



### PRINCIPLE 1 - NETWORKING

1) Start by making new friends. Listen to what they are looking for and honestly enjoy their company. People do business with the people they like.

2) Build networks of high quality businesses. Help people find what they are looking for by refering them to your friends.

3) Make yourself easy to find. This might mean a place you spend your days, an easy to find sign, bright yellow paint for

your house, or simply a phone you personally answer.

In one case I made a new friend while drinking a Pinacollada. We talked about hiking the volcano. It was raining but he came back to introduce a friend that's a guide. Later that day I went out of my way to find his pizza shop.

## PRINCIPLE 2 - GIVE SIMPLE USEFUL INFORMATION

The rental car companies all offer the same maps for free. They have ads for attractions that a tourist will DRIVE to see. "What's happening" guides are another example. In St. Kitts there is a weekly guide that tells you which bars are having live music, beach parties, etc. It's just a folded sheet of paper and they leave piles at bars and super markets. Who buys the ads? Rental car companies, taxi cabs, other bars, etc. It's not cluttered with articles and small enough to stick to your fridge.



## PRINCIPLE 3 - LOOK BUSY

Little rumshacks line the streets, so why do some do better than others? At first glance you might think the brightly colored ones do the best...but it's not the case. People go to the ones that look like they handle the most traffic. We like to know that others have tested the water for us, and that we won't be just walking into someone's living room.

## PRINCIPLE 4 - HAVE FUN WITH IT

There's a Chinese saying - "Ultimately people are one of three things: a mower of lawns, a well poisoner, or a life enhancer." Sure you can take people up the volcano. But the entertaining guide that brings rum and makes you laugh can charge twice as much. And, he seems to have fun too.





## ARTICLE 15: Learn Marketing From An Old Fisherman

Spend time in a boat with an old fisherman and you are bound to get some advice. Growing up near Windsor, I got my share on the Farmington. The cool thing is that alot of it applies to business. The parallels are yours to draw:

*"There's a fine line between fishing and just standing on the shore like an idiot."*

*- Steven Wright*



### Listen to Results, not just "fish tales"

Your business needs clients; but marketing isn't about casting your line into the water. It's about doing the right things to bring home a cooler full of fish. Don't just buy a newfangled lure and expect it to work. Do your own research and learn to think like a fish.

### Cast several lines into the water

When something works; do more of it. There was an old pro in town that would catch twice as much as other people in the same boat. He would start out by using several lines each with a different rig. Once something started to pickup, he'd do more of it. If things slowed down, he'd start experimenting again.

*"Give a man a fish and he will eat for a day. Teach him how to fish and he will sit in a boat and drink beer all day." - Author Unknown*

### Go where the fish are

Shad and people have natural cycles. Another fisherman parks his boat in Windsor in the early spring and makes his way South as the Shad head back to the ocean. There's no sense fishing when the fish have gone somewhere else.

## Know what you're fishing for

This is all about integrity. This same fisherman taught me that you don't have to reel in everything that bites on your line. If it's too small, throw it back. "It'll be big next year." If you have something that really pulls the boat around, cut the line before you get hopelessly tangled in the prop. It's probably a Sturgeon (endangered) anyway.

*"If people concentrated on the really important things in life, there'd be a shortage of fishing poles." - Doug Larson*

## Have a system lined up

When things get busy, you need to be able to pull that net out from under the seat. In fishing and life, things can get hectic. Nets break, props fall off, etc. You don't want to be out on the ocean without a radio or oars when the boat breaks.

## Invest in tools of the trade and maintain them

It doesn't matter what size boat you have - just as long as you offer something the fish want. The Bass don't care if it's a bubble gum lure or a wad of bubble gum on the line. On the other hand, take care of your boat - if it's in dry dock, you're not on the water.

*"Many men go fishing all of their lives without knowing that it is not fish they are after." - Henry David Thoreau*

## Finally, take care of yourself and the river

A healthy river is more enjoyable and has better fish. Pack a lunch and a comfortable cushion and plan for a long day. Enjoying fishing is more than just the "reeling in" part.

## ARTICLE 16: Can You Really Make Money While You Sleep?

### Online Marketing And Get Rich Schemes

*"When everyone is looking for gold, it's a good time to be in the pick and shovel business."*

- Mark Twain

Spend a few minutes online and you'll realize that we are in the midst of a modern day gold rush. Just about everyone has an idea to make money, or wants to sell you one. You just need to plunk down cash and suddenly you'll be "making money while you sleep..."



### Are You Telling Me It's Not True?

Actually, there IS gold in the hills. Right now 4-5% of retail sales go over the internet. This is a huge amount of money and it's increasing at an alarming pace. However, there is a catch. Most of it is going to companies with carefully executed business plans. Websites like EBay and Amazon are huge fishing boats pulling in nets of orders each hour. Lured by their success (and greed), a whole industry has grown up to "sell the allure".

Don't let this discourage you, though. The trend is real. We're on the edge of a new frontier. And, if you aren't discouraged, read on.

### Don't Try To Go Alone...

Start by assembling a team. You need to protect yourself and plot a good course. Be sure to have experts in following fields: accounting, law, web development, and a business coach or mentor. These people will be important in your life so make sure you enjoy working with them, and that they're available when you call.

### Next, Make A Plan...

Pop Quiz: What's the best thing to sell online...? BZZZZ...times up!

It probably doesn't matter. Sell what you know or something you really care about. Otherwise you won't have as much persistence and may have trouble understanding the market. Someone that's been in business for a long time understands this notion. If this is your first venture, a few classes and a mentor can be invaluable. It's not about building a website, it's about building a business.

## But I Am Already In Business.

You've got it easier. Think hard about how (and if) a website can complement what you are already doing. It can take on a support role, qualify potential clients, show your qualifications, and more. In some ways it's a good time to reinvent the way you communicate with clients. Maybe you just want to start out by HAVING a website.

On the other hand, decide whether an online venture WILL complement what you are doing. You might be better off with print ads, a PR campaign, or a better-looking sign.

## Now, It All Depends On Google...

There are great stories about websites that suddenly get tons of traffic. In practice, search engines are turning into national level marketing arenas - much like car racing. Sure there are keywords that are still relatively open. However, any competitive market becomes a battle for placement. You can spend money and hire firms that specialize in making websites bubble to the top. Be prepared to commit a budget like you would buy spots for TV commercials. You might get something for nothing today, but it probably won't last.

Ask yourself "is national advertising important for my business?". Also, have you ever heard of too much success? What would happen if tomorrow morning you had 2,000 orders in your inbox? If this is part of your plan, then you're on the right track (and talk to a Search Engine Optimization expert).

Otherwise think of search engines as just another source of traffic, and...

## Put Together A Marketing Plan

A website can become the center of an inexpensive and effective marketing plan for a small business. It generally takes a "wagon wheel" approach. Around the edges are different ways a client can find you. (Ads, Direct Mail, PR, Handouts, Newsletters, Public Speaking, etc.) These become spokes leading to a well designed website in the center.

This puts pressure on the site, so make sure it is interesting, professional, and gives a personal "feel" complementary to your business. It's also a good idea to give ample reason to come back. Include latest news, specials, upcoming events, special forms, etc. Be creative and provide things your clients are interested in.

Traffic logs give immediate feedback on how well your campaign is working. Keep in mind the outcome you want from a visitor. For example, decide if you want them to join your mailing list, to call, to read specific pages, etc. These metrics are more valuable than just a count of "page views".

## Stay In Touch

One downside to the Internet revolution is things come at us so quickly. The tidal wave of information is overwhelming and we all lose track. Someone will visit your website today and forget about it by tomorrow. You need to reach out and pull them back.

However, don't become a spammer or source of junk mail. "Direct Mail" vendors talk about "opt in" lists. The assumption is that if someone agrees to receive your mailings, then it is not spam. Ideally you want to rise above this and only send things of value. You want people to look forward to receiving your mailings, not just toss it away annoyed.

## Mind Your Business and It Will Mind You...

This is more of an axiom, but "good service sells itself." Do your best to help clients to be successful and they will do the same in return. An online business is no different than any other venture. Play your cards right and you can make money in real life, not just daydreams.



## ARTICLE 17: Online Strategies - Different Types Of Websites

### Different Types Of Websites

You've probably heard it enough by now: A website will be really good for your business. You'll tap into a wellspring of clients. It will be easy and profitable. And, other businesses have websites so you need one too...or do you?



It all depends. A website is like a delivery truck. It's a serious investment, an image of your business, and something that requires maintenance. If you choose wisely, it will open new markets and reduce expense. Choose poorly, and you'll end up with a clunker that guzzles gas.

### Principle One - Budget for gas, regular cleaning, and maintenance.

A website runs on content so make sure there is something new to see if you want people to come back. If it's not shiny and well cared for, it will reflect poorly on your business. Finally, plan to call an expert when it needs work. Maybe your nephew can fix the fuel pump in your truck – but this is business. An expert mechanic will get you on the road faster, and help keep you there.

### Principle Two - Make sure you can drive it.

A delivery truck is no good if you can't shift into first gear. It's important to start out knowing how to maintain your website. Most will require you to buy and learn FrontPage or Dream Weaver. There are also new technologies (such as Invisible Gold) that allow you to edit your website using a web browser.

### Principle Three - Choose the right vehicle.

The bigger the site is, the more it will cost to maintain. On the other hand, make sure it has enough capacity to cover your needs. See the list below for some common website types. A conversation with an expert will help you determine where to start and where you want to go.

A good website can be exciting and profitable for your business. Until next month, happy surfing...

- John Waiveris  
[www.invisiblegold.com](http://www.invisiblegold.com)



### Single Page Website - (1 page) \$

A single page website is often overlooked – but it is extremely simple and inexpensive. Include hours, directions, and contact information. A skilled writer can make it look very professional.



### Company Brochure Website (3-8 pages) \$-\$\$

This is another basic website. You'll want to include standard pages such as: about us,

contact or travel information, products and services, and general information. Keep it simple, and don't expect people to read it more than once. Also, don't expect much traffic besides people you hand business cards to.



### Online Marketing Website (5-20 pages) \$-\$\$\$

This website is an integral part of a marketing campaign. Research search engine optimization (if your market is national) and analyze traffic over time. Special offers, e-Books, and useful tools can bring people back. An email newsletter can dramatically increase traffic. This type of website requires frequent content changes so make sure you can update it yourself.



### Customer Service Website (10-50 pages) \$-\$\$\$

You may get more benefit by providing useful information to existing clients such as scheduling, policies, downloadable files and forms, private client pages, etc. Certain businesses can save a great deal of time by publishing information on a website rather than taking phone calls.



### Club or Community Website (10-100+ pages) \$-\$\$\$

A club or community website has some concept of a "member". You may want to have a directory, an online calendar, photos from past events, etc. You may also want to include private member areas and discussion boards. It can be useful to automate new member registrations.



### Simple eCommerce Website (3-20 pages) \$\$-\$\$\$

This is similar to an online marketing site. You still need to bring in visitors - but here, the goal is to complete the sale. Start by handling inventory and processing orders by hand. When it gets really busy, upgrade to a catalog website. Ecommerce websites are tricky. 1 in 20 hits "the mark" to get more than a few orders per month. (The ones that do, enjoy huge profits)



### Online Catalog Website (10-500+ pages) \$\$-\$\$\$\$

Once you outgrow a simple eCommerce website, you'll need features such as automatic inventory control, better order fulfillment and complex tracking. There are commercially available catalog systems that allow you to focus on selling rather than system maintenance.

## ARTICLE 18: What Can You Do To Avoid Online Fraud?



by John Waiveris, Invisible Gold

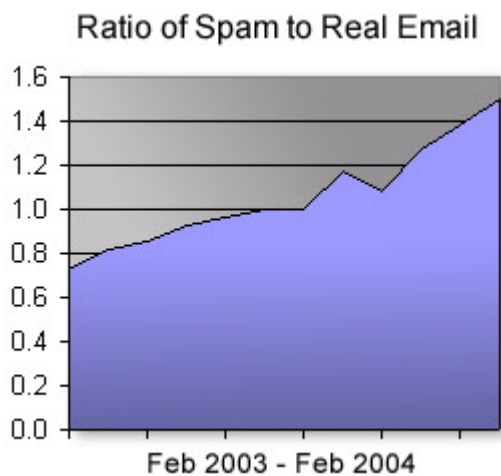
*"Willie, why do you rob banks?" -- "Because that's where the money is" - Willie Sutton, notorious bank robber*

The Internet is an exciting place these days. Online commerce is rocketing up. The recording industry is chasing after college students, and there is a startling increase in online crime. The Federal Trade Commission reports online losses of \$437,000,000 in 2003. That's a 40% increase since 2002, and most important - it hit the web-savvy 18-39 year old crowd the hardest. Buying a paper shredder and knowing your way around the Internet is not enough - it's time to develop some online street smarts.

### PHISHING

Your biggest risk is identity theft. It isn't considered online fraud, but often involves email and a website. There's a common practice called "phishing" where you get an email from someone important (like your bank, PayPal, Ebay, etc.) asking to update personal information. It has a real return address and the link goes to an official looking website. Everything seems reputable but it isn't. You just gave your information to a criminal.

Lesson: This trick plays on the fact that it is quite easy to copy graphics to make a website that mimics a real one. The message goes out to thousands of people and several fall for it. Don't give out personal information like credit card numbers, social security number, or passwords unless YOU initiate the communication.



### BOGUS AUCTIONS

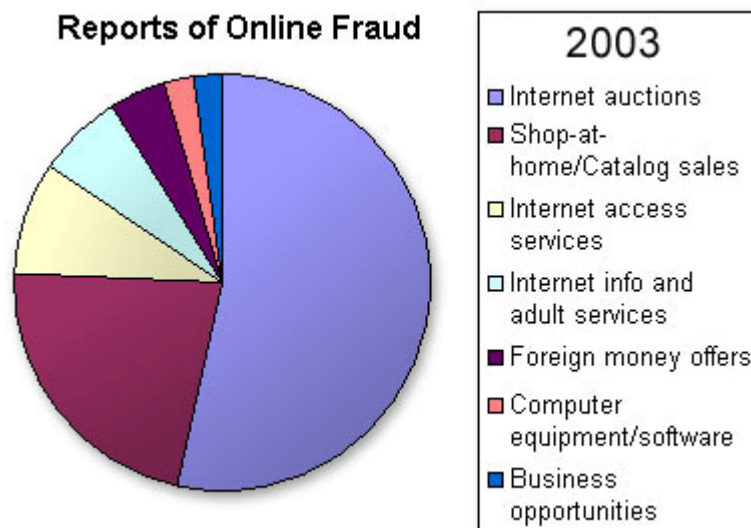
Auctions make up more than half of the online fraud cases. Basically you win an auction, send in your money, and nothing comes in the mail.

Lesson: Buy from Ebay and check a vendor's approval rating. Skip anyone that has negative or a small amount of feedback. Use PayPal because you determine how much money is sent rather than a credit card which is like a blank check. Accept the fact that online auctions are risky. Accounts can be stolen and you might not be buying from the person you think you are.

## STOLEN PASSWORDS

You sign up for online banking and everything is great. You transfer money, automatically make payments, and more. The website is secure and password protected. Next, you sign up for something else online and suddenly all of your money is gone.

Lesson: You've got to protect your passwords. This means making them difficult to guess (letters and numbers). It also means not using them too often. The best practice is to have super secure "money" passwords, and weak "general use" passwords.



## FAKE ONLINE STORES

You discover an online store that sells expensive golf balls at a massive discount. It has trendy looking graphics, an impressive inventory, and a nice looking shopping cart. However, your order never arrives and three weeks later the website is gone.

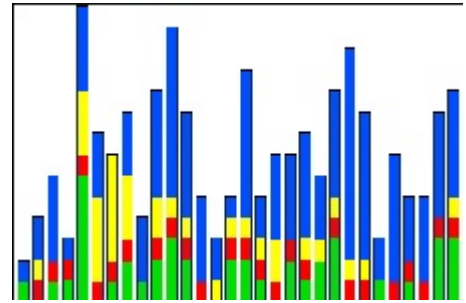
Lesson: You've got to use different techniques to size up a company online. In the real world it's easy to tell when someone is invested in a business. Think of a fancy retail store with inventory, expensive rent, and expensive marketing. They aren't as likely to run away with your \$200 as a street vendor that can disappear overnight. Try giving the company a call. Send them an email with a question. You can learn a lot by hearing a person's voice.

Don't let this article scare you. We're all like tourists in a newly discovered world. The Internet is a great place to shop and have fun as long as you are smart about it. [Contact us](#) if you'd like help in setting up a website that protects your clients' private information.

## ARTICLE 19: Understanding Website Traffic

Every website owner goes through a similar process. The new site is up; friends and family are giving great feedback - but how many "other" people are seeing it? It's not just a question of pride. We invest time and money and want or need to see some results. Measuring website traffic also establishes a base line from which to grow.

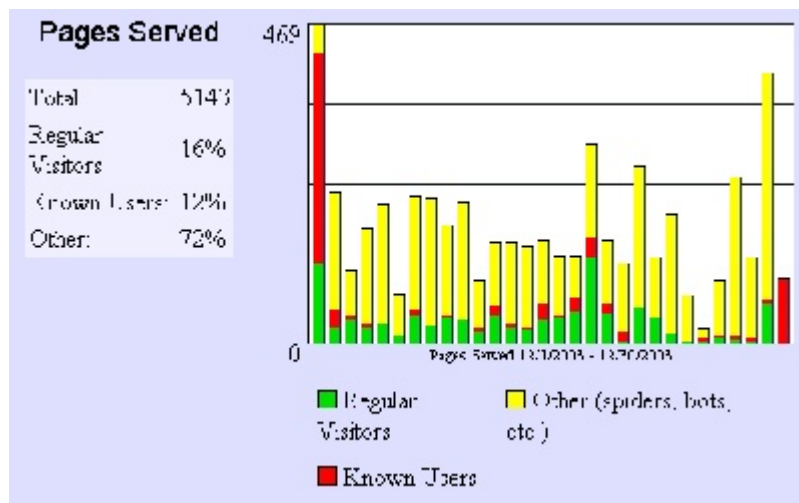
This article introduces Invisible Gold's traffic charts. The same concepts apply to any website, though you need to use a third-party software to get the same results.



### What is Website Traffic?

Website traffic is a graph of the number of people visiting your site. The Internet is a strange place. It looks like just a series of web pages that we visit with a web browser. However, there is a lot more going on. A web site sees a wide variety of traffic, and only a portion of it has a person sitting on the other end. There are thousands of companies building tools that visit and gather information from websites. For an example, check out [www.archive.org](http://www.archive.org). This organization has archived snapshots of websites for the past 5-10 years. Search engines are similar. They visit and cache content on a list of websites (Google claims 3.3 billion pages). Another example is [www.seventyfour.com](http://www.seventyfour.com) - this company regularly visits your website checking for errors. If something is found, they contact you and offer their services. It's all pretty clever.

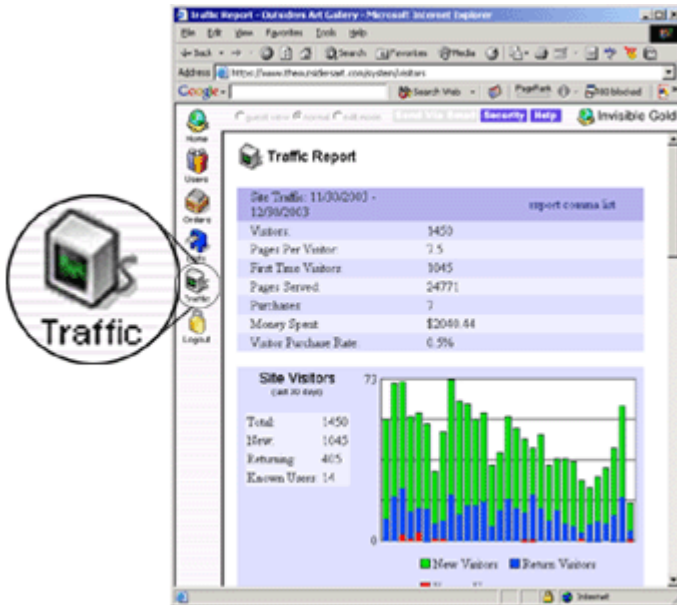
In addition to these companies, there is also a dark side. There are programs called "email harvesters" that collect email addresses to sell to spammers. This is why you should be careful about putting your email address on a website. There are also hackers and worm viruses randomly attacking servers using common exploits. There is no use questioning why they do it, just understand they are visiting your website and effecting traffic data.





## How to Access Your Traffic Logs

For Invisible Gold, this is simple. Log in to your website, and click on the traffic link on the left. It may take a moment to process your traffic if you haven't checked in a while. For most other websites, you will need to talk to your web host to access the raw log files and download log file analysis software.

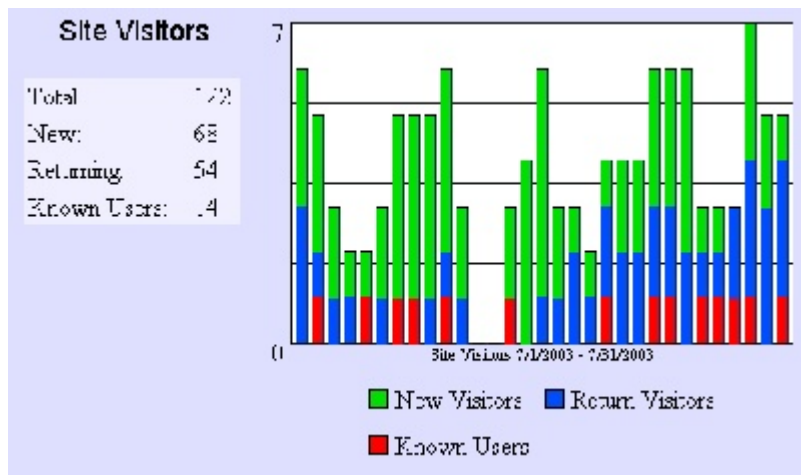


## Hits Are Not Visitors

Listen carefully when someone tells you how much traffic their website handles. It used to be common to talk about "hits". A hit is any file that gets downloaded from the server. A single page often requires 20 or more different files and thus would register 20 hits. If a single visitor clicks on 10 pages it would register as 200 hits. I know about a company that sells advertising on their website and talks about their 30,000-50,000 hits per month. It sounds low when you realize that most of that traffic probably comes from the 100 advertisers.

The important measure of a website is how many people are actually visiting. Invisible Gold considers a visitor a single person that went to the website one or more times in a single day.

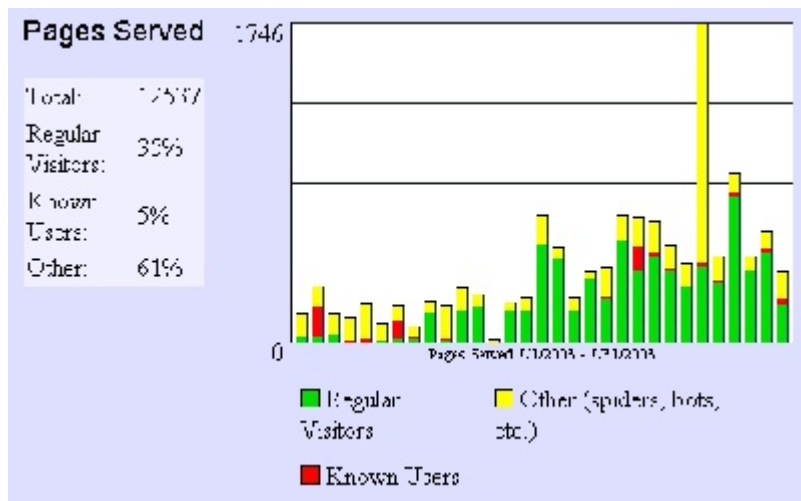
New visitors are green. Return visitors are blue. Your visits are red. Lots of green traffic means that you are doing a good job of bringing in new visitors. Lots of blue traffic means that you are doing a good job of giving visitors a reason to come back.



### Bots, Spiders, and Viruses, Oh My!

The yellow on the Pages served chart gives you an idea of just how much non-human traffic is hitting your website. Usually this will be relatively smooth, however big yellow spikes usually indicate an attack from a worm virus on another server. If you are seeing the spikes, it's ok. The server repelled the attack. However, if there are many spikes or the number of pages served is more than a few thousand, contact your system administrator. It might indicate a diligent person trying to attack your site directly. Otherwise, just take comfort in knowing that your site is well protected against these attacks and any popular website will see a number of them.

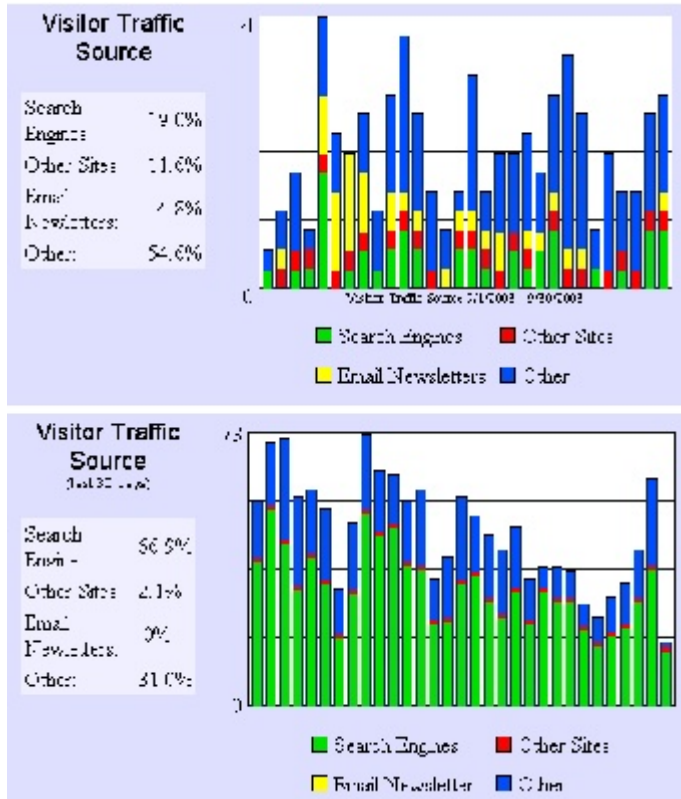
This chart shows traffic on a website that was building over the month. Interestingly, the number of visitors remained static - they just loaded more pages per visit. Also, the red indicates the people editing content on the site, and the yellow spike was an attack from a CodeRedII worm.



### Traffic Source

The traffic source chart gives you an idea of where people are coming from to visit your site. Here are

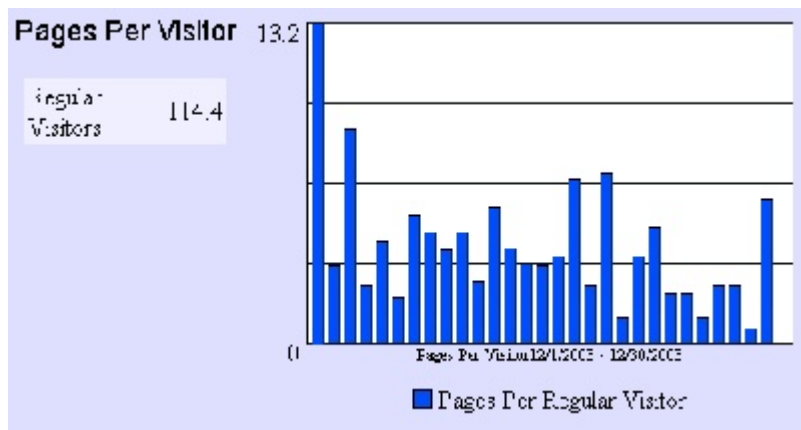
two examples. One of them derives most of its traffic from email newsletters. The yellow indicates when visitors are actually clicking on a link in an email to visit the site. Visitors that type the address in by hand show up as blue. The second image shows traffic from a much larger ecommerce site that derives most of its traffic from search engines. They have spent much more time honing their content to do well for certain popular keywords. Note how most of their traffic is green. It's less common for a site to get most of its traffic from other websites - though it would show up as mostly red.



## Pages Per Visitor

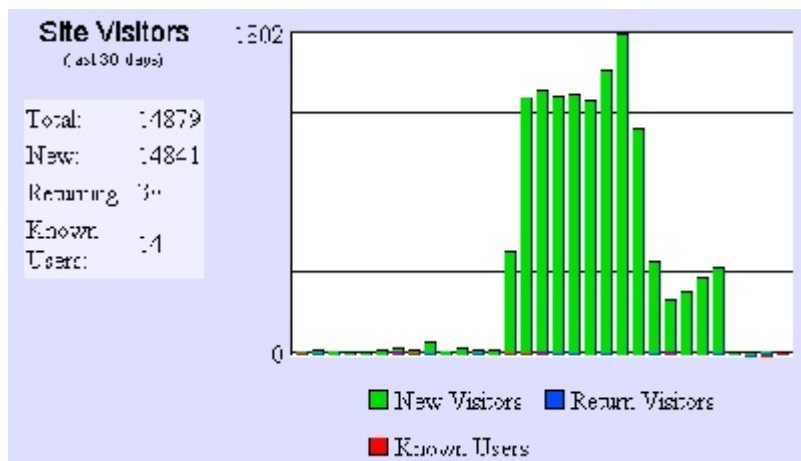
Ultimately we should strive to make "stickier" websites. This means that we want people to view as many pages as possible per visit in the idea that this indicates more interest. Large ecommerce sites often try to do the opposite - they try to minimize the number of pages people visit before making a purchase. Most of us aren't at that point yet.

To make the most use of this chart, visit your site and count the number of pages that you load for a "good" visit and then compare this against the average in the chart.



## Search Engines

There are some special cases where the traffic patterns look strange. For example, Google is by far the most important search engine. This chart gives a nice example of what some people call the "Google Dance". This popular new website finally got indexed so people started visiting it. Then it disappeared from the search engine for two weeks. It's a bit of a tease, but luckily it always comes back.



## Sales Charts

Analyzing the traffic for an ecommerce site is similar to a regular site. However, it also includes two other factors. Ultimately your goal is to sell more to fewer visitors or increase your "conversion rate". Second, you want to increase the value brought in per visitor. Most of this discussion is beyond the scope of this document. Contact us for more information as we can help you increase the yield of your ecommerce site.

## Digging Deeper

Finally, there are ways that you can dig deeper into your traffic logs to determine your most popular

pages, the most common keywords, referring urls, and more. Invisible Gold offers the ability to export the raw log data, and adds new features regularly.

There are many factors to consider, and we offer consulting service to help you achieve your website goals. Contact us for more information.

## ARTICLE 20: The Truth About Search Engines

Search Engines and website traffic are widely misunderstood. We all want a popular website that brings in business, and our inboxes are full of magic solutions. Unfortunately most of the solutions do more harm than good. The good news is that attracting visitors requires little more than common sense, relevant content, and regular updates.

This article answers common questions about search engines. Check back next month for a companion article discussing the myths of website traffic.



### What is a Search Engine?

Google is a search engine. It just happens to be the best and most popular. A search engine is just a website that you can type search words into. Magically, it responds milliseconds later with a list of useful websites. I say magically because Google claims 3.3 billion sites in their index - and somehow they search all of them in less than a second. It's even more amazing when you realize that thousands of other people are searching at the same time.

It takes lots of computers and some pretty smart people to build a search engine. Listing pages for people is only the last step of the process. Most of a search engine's work is done ahead of time visiting sites and building its index. It stores a copy of each page and makes a note on when it should visit again. The more often a page changes, the more often it gets visited. This is one reason you really want to change your pages frequently. An active site will be visited more than once a week. Most pages will be visited less than once a month.

### What Are Keywords?

The words a person types into a search engine are your keywords. In the early days of the Internet, they were special tags programmed into the page. Like submission forms, it was abused. So now, most search engines evaluate your site based on the content. The "magic keywords" of yesterday just don't work anymore.

There are tools available to webmasters to evaluate what keywords people are looking for. It is also useful to determine what words people use to find your site. You can do this by analyzing the traffic logs.

It's a good idea to make a list of words that your potential clients will type to find your site. Then create pages that talk about these words. You should also write about questions your clients ask. Not only will those pages be searchable; your site will be providing useful content.



## How Do I Get Listed?

The easy answer is do nothing - they'll find you soon enough, and there's really nothing you can do to get listed faster. Just make sure a site that gets indexed frequently has a link to your site. Note: every search engine has a way for you to submit a new address. These frequently get abused by webmasters and thus aren't very useful.

Some people think it's a good idea to submit a site every day or 1000 times. They'll even charge you money to do it. Google has been known to blacklist sites that use these types of tactics. So, no, it's not a good idea to pay for the service. Submit it once if you must and simply be patient.

You can often buy ads in the search engines. Google has adwords, Inktomi has a paid indexing service, etc. The rules are likely to change over time - and really you need to just stay current or work with someone that does. Regardless, ads are a good way to find traffic in the search engines - though that's a whole different article.

## How To Tell When You Were Last Indexed?

Google provides a handy way to determine when your website was last indexed. Do a search for any website, and you'll notice the "cache" link right after the description. This will display the page they have on record. If you put the current date on your website, you simply need to open the cache and check what date is listed. Invisible Gold powered websites automatically display the current date at the bottom of the page.

If you search for your website's address (ex: [www.invisiblegold.com](http://www.invisiblegold.com)) it won't show the cache link. You'll need to choose words that the page contains instead. Also, your site won't come up if the site hasn't been indexed yet. It takes 4-6 weeks for a new website to show up in the index.



## How Do I Get A Good Rank?

Most people won't look past the first 10 or 20 sites returned, so you need to be on that first page. There are fortunes won and lost in this game and enough "magic" solutions to drain your bank account. You're best off hiring a professional. However, first of all, you need to make sure your website is optimized for search engine traffic. Most editable websites are not. Actually most websites in general are not. Invisible Gold was designed from the start to work well with Search Engines so even if you do nothing else, you will probably do quite well in the search engines. ([Contact us](#) if you would like help in planning a search engine campaign.)

Second, you need to really focus on your content. Choose a good title for each page, mention your keywords several times and make sure there is enough content for someone to sit down and learn something. Try to minimize banner ads, popups, hidden text, or any other of the tricks. Search Engines are pretty smart and will just lower your rank if they notice you trying to be sneaky.

## How Many Search Engines Are There?

We are often misled by the offers to submit a website to hundreds or thousands of search engines. In reality, there are just 3-5 that people use on a regular basis (ex: in order of popularity: Google, Yahoo, MSN, AOL, and Ask Jeeves). When you factor in the fact that Yahoo and AOL use Google's index, you understand its importance.

## Is There Anything Else I Can Do?

While you are waiting for the major search engines to index your site, you should submit it to [DMOZ.org](http://DMOZ.org). It's really a directory or list of websites - but for every submission, someone actually reviews the site. The backlog is long: 3-4 months. Major search engines use it as a reference and it costs nothing so go ahead and submit a listing to it. Be sure to get the text right the first time, as it will be very difficult to get it updated.

Yahoo has something similar, however they charge you quite a bit of money to get listed. People debate whether it is worthwhile. If you have the money to spend, it makes more sense to hire a search engine expert to explore your goals and recommend site updates. They might even submit it to Yahoo as part of the process.

## What About Links and Link Popularity?

One of the ways search engines evaluate your site is by counting the number of links pointing to it. You've probably seen offers where people link to your site or trade links, etc. The smart search engines punish websites that are listed on "link farms". These are websites that seem to exist for no other reason than to link to other sites. A rare few can be useful if they send visitors your way. However, if it is just to increase search engine rank, then there is almost no reason to be listed - and definitely no reason to pay.

There are several free online services that calculate your link popularity. One of the easiest methods is to simply go to Google and type in "link: and your website". (ex: link:www.invisiblegold.com) Then look for the count of pages returned. [marketleap.com](http://marketleap.com) has a nice tool for comparing your link popularity with your competitors' sites.

Just keep in mind that you're usually better off focusing on your content than worrying about things like link popularity.

## Food For Thought

A recent report found that "499 out of 500 sites" on the Internet is invisible to the search engines (often called the Invisible Web). These are primarily database-backed and editable sites and the problem is in

the way they use addresses.

Bad:

[www.somesite.com/index.php?category=news](http://www.somesite.com/index.php?category=news)

Good:

[www.invisiblegold.com/news](http://www.invisiblegold.com/news)

Search engines shy away from addresses with question marks and thus these sites just won't show up.

## Are Search Engines Worth It?

Some people ask whether they should even bother to get listed in the search engines. It's actually harder to not be listed. Regardless, it is a good question. Most websites will never get the level of traffic they expect. Many people think that all they have to do is create a website selling something and there will be instant clients. The truth is that it is more like tossing a couple of brochures into the ocean. Your website is there and it can provide instant value for anyone that knows to type the address in and visit.

For most businesses, you are better off treating your website as the core of a complete marketing campaign. Use ads, sales, and networking to drive people to your site. Put useful and relevant information on it and give people a reason to come back. If a search engine sends visitors your way; even better.

## ARTICLE 21: Why Am I Getting All Of This Spam Email?

Email is amazing, isn't it? It wasn't long ago that a small business owner needed nothing more than a telephone and a desk. Today, many of us couldn't conduct business without a cell phone and email. The catch is that good messages are being diluted by more and more bad messages: spam.

The problem is that it costs next to nothing to send an email to 100,000 addresses; so we all get advertisements from people we've never heard of, for products most of us don't want. In case you're curious, the term SPAM comes from a Monty Python sketch. Items on a menu are each replaced by the word spam until it's all that is left: "spam, spam, and spam with spam." It's a good analogy because the problem is getting worse every day:



*"In 1997, the Coalition Against Unsolicited Commercial Email estimated that spam made up 10 percent of the e-mail sent in America. By the end of 2003, they project it will comprise more than half of all e-mail." - [www.massmed.org](http://www.massmed.org)*

The good news is that there are things you can do to minimize it:

**TIP 1** - Take your email address off of your website, or gather feedback a different way. The primary way that spammers gather addresses is by using tools called "email harvesters". These are basically computer programs that surf the Internet looking for new addresses.

Your website programmer should know how to use a "form" or "html encoding" to prevent your address from being harvested. Keep in mind that if the address shows in the page's source code, it can still be harvested. (This means that the Microsoft FrontPage and common sendmail.pl forms don't work.)

**TIP 2** - Don't use your primary email address to post messages to newsgroups or big email lists. Treat it like a credit card. There is no telling who is out there to pick it up. Many of the messages sent to mailing lists are archived and posted on a website, anyway. If you really want to contribute to mailing lists, use an email alias. (See tip #5)

**TIP 3** - Don't unsubscribe or reply to a spam email. It will just make things worse, and you'll get yet more spam. However, most reputable companies will respect an unsubscribe request. In general, if you've never heard of the business and definitely never ordered from them – they are sending you spam so you should not reply.

**TIP 4** - Think twice before forwarding a chain email. Something may be funny or cute, but it will increase your chance of being added to a spam list. Also, don't follow emailed instructions to install programs or delete files from your computer. There are many viruses and hoaxes that spread via email. (You should also keep your virus scanning software up to date.)

**Tip 5** - Use multiple email addresses or aliases. It is a good idea to have a personal account, a business account, a spam account, and more. There are even companies that offer "tear-off" accounts that are only used once or expire after a few weeks. Mail Moat offers this service for \$20/year.

(www.mailmoat.com)

**Tip 6** – Use features of your email software (Ex: Microsoft Outlook's "Message Rules") to route incoming messages into different folders. Have one rule move email from known addresses to a "customers" folder. Other rules can move "orders" and "website questions" to other folders. You still need to check the inbox occasionally, but it makes it harder to miss an important customer email.

**Tip 7** - When setting up an email account with a popular company (Ex: Yahoo, Hotmail, AOL), use a long email address. Spammers use brute force methods to systematically send email to ranges of addresses (Ex: aaaaaaa@aol.com to zzzzzzz@aol.com). A long address is harder to guess and will get less spam.

**TIP 8** – Use a shopping cart if you sell products online. PayPal's "Buy Now" buttons will expose your email address to the email harvesters.

**Tip 9** - Make sure your Internet Service Provider (AOL or Connecticut Telephone, or the company you pay to host your website.) filters your email for spam. It won't catch everything and might catch too much, but it's worth a try.

**Tip 10** - Don't ever visit a website or buy anything advertised in a spam message. If you like the service they are offering, go to a search engine and try to find one of their competitors.

While you can't eliminate the spam problem entirely, following the tips above can help to minimize it.

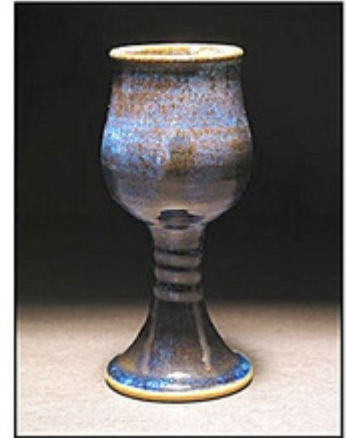
[Note: This article was originally featured in the August 2003, edition of the Windsor Business United Newspaper. For more information and the latest tips, contact Invisible Gold.](#)

## ARTICLE 22: Taking Better Photos For Your Website

A website that sells products or acts as a marketing tool needs good content and an attractive design. Being able to manage it yourself is key. However, it still has to be well written and up to date.

This is especially true for an online store. A potential customer will first judge whether they can trust you with their money. Then, they will decide whether to buy anything you sell. Even if you have exactly what they want, they still might not know it. They can't touch or feel the product; so you need convey the experience through words and images. Further, you need to grab their attention quickly as there are lots of other sites they can click to next.

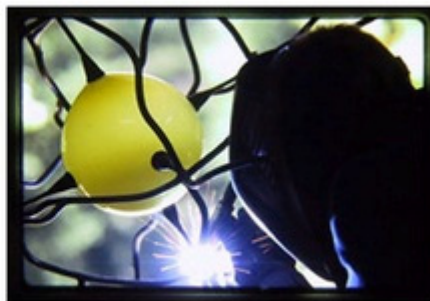
This article includes some tips and introduces three professional techniques that you can use with a digital camera and items you have around the house.



### Disclaimer

It's a good idea to hire a professional photographer and writer to create your first online catalog. It is an expense that will probably pay for itself many times over. At least start with good photography. Make an honest assessment of your skills and equipment, then determine whether your time and money are better spent selling products or learning a new hobby.

Regardless, [give us a call or email](#) if you are unsure or want some help.



### Introduction and Work flow

The most important advice I can give is to establish a work flow early on. Have a repeatable process for planning, taking, and cataloging photos. Once you take more than a few dozen images, the need for organization becomes obvious.

**Set up a mini-studio.** Make sure it is in a place that you won't have to clear off every time. You can



outfit it with some *white board* and a pair of *clip lights* for about \$30 at a hardware store. Regular light bulbs will work fine - though a couple of high watt (150-300) ones will come in handy. You'll also want a frame above the work area to clip lights to.

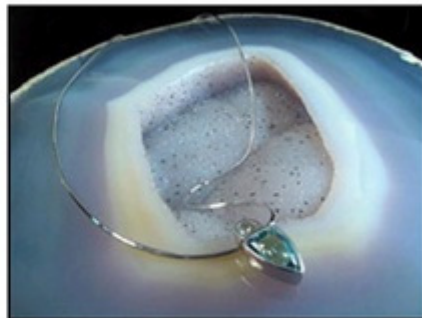
You **absolutely need a tripod**. It will enable you to use smaller apertures and long exposures for sharper images. Not only will it improve just about every photo, it will also allow you to run less wattage making the studio cooler and safer.

Develop a plan for shooting the photos and **organizing them on the computer**. You'll probably want a photo browser to sort through the photos. One probably came with your camera or computer - though there are some nicer alternatives such as ACDsee available for very little money.

Really **pay attention** when a product is under the lights. Look carefully at the reflections. Wipe off any dust. Give a quick polishing. Minor details make a huge difference.

**Editing photos takes more time than shooting**. It might take an hour to take a collection of photos, but many times that to get them ready to upload. You'll want to scale them down to a lower resolution (500x500 pixels or less) and do color correction, retouching, etc. You can save time by setting these things in the camera. (For example: shoot at the lowest resolution so you don't need to scale later.)

Finally, **keep a journal** and write down camera and light settings. It will help keep you organized, and ensure that next month's photos look the same as this month's.



## Basic - Choose A Suitable Background

Often the thing that separates a good photo from a bad one (other than focus and exposure) is the background. Luckily in the studio, this is easy to control. Build up a collection of background fabrics and papers. Wrapping paper is an inexpensive way to get started. You can choose a different color for each product and get creative.

Keep in mind that a background color may change the exposure settings. Your camera tries to average a scene out to medium gray. It will make a bright background darker and a dark background lighter. There are a variety of techniques to correct this - it just takes a little trial and error and depends on your photography skills. (For example: many cameras have "exposure compensation", you can use a "gray card", you can "bracket", use "manual mode" etc.)



## Medium - Use A Shadow Box For An Art Gallery Look

A shadow box is really just a simple method of putting your product on a black background. Start out with a big empty box, about 5 sheets of black poster paper, and some clothes pins and tacks. Line the box and cut off one side (like the example).

You'll want a single light just in front and above the box. Move the box toward the camera until just before the shadow darkens the product (in this case a clay goblet). You don't need much light - 100 watts should be fine. Another trick is to use a separate piece of paper to cover the top half the box to make it darker inside.

The exposure in this case will be 1-2 stops too bright. Also, pay attention to the reflections.



## Advanced - Use A "Tent" To Control Reflections

Reflections and transparent objects are the toughest ones to photograph. The dark glass and reflective surface of this lamp make it especially difficult. The trick is to use a *tent*. This is a technique where you set up the scene inside of a translucent white fabric and light it from the outside. It takes a great deal of wattage (700 watts in this example). However, all of the reflections are just white and you can close the tent right down around the lens so you don't even see the camera.

The exposure needs to be a few steps higher. In this example bracketing was used to ensure a balance between capturing the details in the clear pink glass at the top and the reflections in the black glass at the bottom. The tent was left open to give a dark band on the front.

A white tent like this is also nice because it leaves almost no shadow and makes it very easy to crop out all of the background. The photo isn't the standard rectangle and you can color the background to match the page.



## Conclusion

Once you have a system in place, it becomes very quick and easy to produce new photos for your website. The next step is to develop a process for writing descriptions of the products for sale.

## ARTICLE 23: Several Useful Tools

These are some of the tools that we have grown rather fond of over time. If you have trouble with something by all means report it to us as well as the company that distributes it.



### Ezine Check

Run your newsletter through this online tool to help eliminate language that would target your newsletters by email filters.

visit [www.ezinecheck.com](http://www.ezinecheck.com)



### Google Toolbar

The Google Toolbar is one of those utilities that you'll probably use day after day. The simple install puts it right at the top of your browser. You can type a search phrase without going to the Google homepage first.



It's also very useful if you are trying to increase your website's page rank. That alone should be enough. The newest version even blocks popup windows.

visit [toolbar.google.com](http://toolbar.google.com)

### No! Flash

This is a great tool for stopping those annoying "flash" popup ads. These are the ones that do things like drive a delivery truck across the screen.

[Download No! Flash](#) and install it on your computer. A tray icon will enable you to turn the feature on and off. You'll be amazed how much nicer surfing the web becomes.



Note: The download is free - though you may wish to send a \$5 donation to Baryon Lee to help cover the cost of developing the tool.

## PDF995



Check out this great free (or \$9.95) utility for creating PDF files. You install it like a printer - and then anything you can print can be turned into a pdf file. You have the option of buying it for less than ten dollars - or just see an ad every time you run it. Either way, it is a great tool.

[visit www.pdf995.com](http://www.pdf995.com)

PDF files are useful for the Internet because they are small to download and allow you to publish content from various sources such as Microsoft Word without worrying about reformatting for HTML.

Invisible Gold includes a template that allows you to upload a list of PDF files, and also includes a link to the Adobe site so your visitors can download the appropriate reader if necessary.

## Popup Ad Filter

This is a nice inexpensive tool to block those annoying popup windows. It is about \$25 if you decide to buy it - but you can also try it out first. The best thing is that it blocks the windows before they are downloaded so your internet connection will seem alot faster.

[Download](#) and install Meaya Popup Blocker.



## SevenTwentyFour.com

This is a neat company that works twenty four hours a day to check your website for errors, uptime, search engine rank, etc. I was quite impressed when they found an error in my website without me even asking.



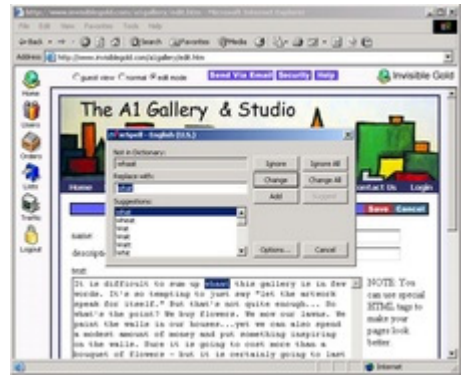
Sign up for the free service - it will probably point out an error before a customer notices it. A year of link checking is \$99 - quite a bit more than the other tools featured in this section - though still worth checking out.

[www.seventyfour.com](http://www.seventyfour.com)

## Simple Spell Checker

A spell checker is one of those features that people have been asking for. Here is a simple little tool that will work for Invisible Gold, and any other documents that you write using a web browser.

Go to [www.iespell.com](http://www.iespell.com) to download the installer. It's got some quirks - but it is simple and free and does a great job. The only catch is that you need to be running Internet Explorer on a PC.





## About the Author

John Waiveris is an accomplished website designer and computer programmer. He was one of the first to create online education software (At a company called Ilinc - 3 years before the Internet was a household term). In 2001, he founded Invisible Gold, LLC. to create software that allows people to edit their own websites.

John lives and works in Connecticut. You can reach him at [john@invisiblegold.com](mailto:john@invisiblegold.com).