

Parallels[®] Panel

Parallels Plesk Panel 10

User's Guide to SiteBuilder

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Preface

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Typographical Conventions

Before you start using this guide, it is important to understand the documentation conventions used in it.

The following kinds of formatting in the text identify special information.

Formatting convention	Type of Information	Example
Special Bold	Items you must select, such as menu options, command buttons, or items in a list.	Go to the System tab.
	Titles of chapters, sections, and subsections.	Read the Basic Administration chapter.
<i>Italics</i>	Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value.	The system supports the so called <i>wildcard character</i> search.
Monospace	The names of commands, files, and directories.	The license file is located in the <code>http://docs/common/licenses</code> directory.

Formatting convention	Type of Information	Example
Preformatted	On-screen computer output in your command-line sessions; source code in XML, C++, or other programming languages.	<pre># ls -al /files total 14470</pre>
Preformatted Bold	What you type, contrasted with on-screen computer output.	<pre># cd /root/rpms/php</pre>
CAPITALS	Names of keys on the keyboard.	SHIFT, CTRL, ALT
KEY+KEY	Key combinations for which the user must press and hold down one key and then press another.	CTRL+P, ALT+F4

Feedback

If you have found an error in this guide, or if you have suggestions or ideas on how to improve this guide, please send your feedback using the online form at <http://www.parallels.com/en/support/usersdoc/>. Please include in your report the guide's title, chapter and section titles, and the fragment of text in which you have found an error.

Introduction

Parallels Plesk SiteBuilder is an easy and intuitive means of creating websites for small businesses and individuals.

To start creating a website with SiteBuilder, you first need to select your website topic, specify website name, and select a language. Please note that the language is selected for your website, not for SiteBuilder interface. SiteBuilder interface language can be changed only through Parallels Plesk Panel.

You will be prompted to provide information about yourself to prefill your website with information. Please note that the information you provide will not be stored or used anywhere else, it will be used only for filling your website content, such as “About Us” and “Contact Us” pages. You can change or remove this information at any time later. When the necessary information is provided, SiteBuilder generates a website with the unique design. SiteBuilder website design consists of a number of elements. Each time SiteBuilder generates a website design, a random set of elements designs is used, so you can be sure that the website design you receive is never repeated.

Getting Familiar With SiteBuilder Interface

SiteBuilder interface consists of two major parts: your website and main menu.

SiteBuilder website consists of a number of elements, or modules. Each module can be edited separately. Here we will familiarize you with basic principles of website modules editing similar for all modules.

SiteBuilder website modules can be of two basic types:

- Simple modules – these modules appear only on one website page, such as a simple text block.
- Sitewide modules – these modules appear on all website pages, such as the website header or navigation.

To locate a website module, hover the mouse pointer over the part of the website you want to change. A dotted frame will appear around the module. A control panel prompting to move, edit, or remove/hide the module will appear next to the dotted frame.

The dotted frame around simple modules is dark grey, around sitewide modules it is purple.

To edit a website module, click anywhere on the module. A dotted frame will appear around the module. A context menu with module editing options will appear next to the dotted frame.

SiteBuilder main menu offers website editing options grouped in five tabs:

- **Modules.** Here you can choose necessary modules and drag them to any place on the page to fill your website with content.
- **Layout.** Here you can select the number of sidebars on the page, width of the page, sidebars and margins, and fixed or liquid type of layout.
- **Style.** Here you can select base color scheme for your website, change colors of separate elements, select fonts and styles of borders for your website.
- **Pages.** Here you can add and delete pages, rename them, edit such page meta information as description and keywords, mark page as hidden, so that your visitors cannot access it from the site menu.
- **Settings.** Here you can edit your website name, description and keywords for search engines, upload a site icon (favicon), optimize ranking of your website in search engine results.

From the main menu, you can also do the following:

- Access **SiteBuilder Getting Started** video tutorial and **User's Guide**. To do this, select the corresponding option from the **Help** menu.

- Save and load copies of your website by using the **Save** and **Revert** options.
- Publish your website by using the **Publish** button.
- Discard any changes made to a site and start creating a site anew by selecting **More > Start Over**. This does not delete your already published site copy.
- Delete a website from a hosting account by selecting **More > Remove Site**.

You can drag the main menu to any place on the page for your convenience or minimize it.

You can also access all options of the main menu in the context menu at any place on the page. To open the context menu, click the right mouse button.

Creating a Website

➤ ***To create a website in SiteBuilder:***

1. In Control Panel, go to either the **Home** tab or the **Websites & Domains** tab, and click **Launch SiteBuilder**.

If you have only one domain name configured, SiteBuilder will open in a new browser window or tab.

2. If you have several domain names, click the corresponding link **Edit in SiteBuilder**. The SiteBuilder wizard will open in a new browser window or tab.
3. Select your website topic and click **Create Site**.
4. Provide information about yourself to prefill your website.

Note: The information you provide will not be stored or used anywhere else, it will be used only for prefilling your website content, such as “About Us” and “Contact Us” pages. You can change or remove this information at any time later.

5. Click **Submit and create site**.

SiteBuilder takes some time to generate a website with unique design and prefilled content.

Editing a Website

In SiteBuilder you can change virtually each element of your website. Simple elements are changed in place - you open a page where the element is used, edit it and see the result right away. Sitewide elements are changed in one place but the changes are applied to each page of your website.

Note: If you are using Internet Explorer, we strongly recommend that you avoid using browser zoom to change the size of text displayed in your browser window. Please note that SiteBuilder websites will perform and look best at normal zoom (100%).

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Working With SiteBuilder Modules

Your website content consists of elements, or modules. You can add new modules to your website, edit them or delete them.

SiteBuilder website modules can be of two basic types:

- **Simple modules** – these modules appear only on one website page, such as a simple text block or a script.
- **Sitewide modules** – these modules appear on all website pages, such as the website header or navigation.

There are the following modules in SiteBuilder:

- **Text & Images.** Add text, hyperlinks and images to any page of your website.
- **Embedded Video.** Embed video clips located on popular video sharing sites, such as YouTube. To embed a video clip using this module, you can use a link to the video or a custom code provided by a file sharing site.
- **Navigation.** Insert a navigation block into all website pages.
- **Sitewide Text & Images.** Add text, hyperlinks, and images to all website pages.
- **Header.** Add a header image to your website. It will be applied to all website pages.
- **Script.** Add a script to any page of your website. You can use HTML or PHP code in this module. HTML code can contain client-side scripts such as JavaScript or VBScript. For PHP, use the opening tag `<?php`. Make sure the code you insert in this module is correct, as SiteBuilder does not validate it. Your code will be active only on the published website.
- **Advertisement.** Add an advertisement block to all website pages. In this module, you can use HTML code containing client-side scripts such as JavaScript or VBScript provided by your advertising vendor. Make sure the code you insert in this module is correct, as SiteBuilder does not validate it. With some advertising vendors, you will need to validate your account first. Advertisements will appear on your website after publishing.
- **Search.** Add an ability for your website visitors to search for information on your website. The search bar will be added to all site pages. If you use Google search engine, a predefined search code is used. For other search engines, you can use HTML code containing client-side scripts such as JavaScript or VBScript provided by the selected search engine. Make sure the code you insert in this module is correct, as SiteBuilder does not validate it. The search bar will appear on your site after publishing.
- **Contact Form.** Add an ability for your website visitors to send you their comments or requests.
- **Breadcrumbs.** Add breadcrumb navigation blocks to all pages of your website. Breadcrumb navigation is a chain of links that represents the user's path from the site's main page to a current page.
- **Social Sharing.** Insert a toolbar with buttons that let your visitors easily share your content on social networks or online bookmarking services. The toolbar includes buttons for sharing on Facebook, Twitter, Myspace, and other popular services.

➤ ***To add a module to your website page:***

1. Go to the **Modules** tab of SiteBuilder main menu.
2. Click the required module and drag it to the desired place on the website page.

Alternatively, at the desired place on the website page click the right mouse button > **Add** > select the module to add.

➤ ***To change module settings:***

1. Hover the mouse pointer over the part of the website you want to change. A dotted frame will appear around the module.
2. Click anywhere on the module. A context menu with module editing options will appear next to the dotted frame.

➤ ***To remove a website module:***

1. Hover the mouse pointer over the part of the website you want to remove. A dotted frame will appear around the module. A control panel prompting to move, edit, or remove/hide the module will appear next to the dotted frame.
2. Click **Remove** and confirm removal.

Sitewide Editing Options

To edit your website layout, go to the **Layout** tab of the main menu. Here you can:

- Select the number of sidebars on the page (no, one or two sidebars).
- Select the layout type (fixed or liquid).
- Select the size of page elements, such as page, sidebars and margins width and page minimal height.

To edit your website color schemes and fonts, go to the **Style** tab of the main menu. Here you can:

- Select general color scheme composed of four colors for your website on the **Scheme** subtab. You can also edit each of the four colors here.
- Select color for certain website elements and fonts on the **Colors** subtab. Modifying the styleset on the **Scheme** tab will override changes made here.
- Select fonts for headings and body text on the **Fonts** subtab.
- Select styles for your website borders on the **Borders** subtab.

To edit your website structure, go to the **Pages** tab of the main menu. Here you can:

- Add and delete pages.
- Rename pages and edit such page meta information as description and keywords.
- Mark page as hidden, so that your visitors cannot access it.

To edit your website general settings, go to the **Settings** tab of the main menu. Here you can:

- Edit the website name, description and keywords on the **Basic** subtab.
- Upload a site icon (favicon) for your website on the **Basic** subtab.
- Make your website more visible in search results and embed various search engine services on the **Advanced** subtab.

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Editing Your Website Layout

A website created with SiteBuilder can have one, two, or no sidebars. On a sidebar, you can place a navigation block, an ads block, or just a sitewide text or image.

➤ ***To select the number of sidebars on your website:***

1. Go to the **Layout** tab of the main SiteBuilder menu.
2. Select **No sidebars**, **1 sidebar**, or **2 sidebars**.
3. To move a sidebar to another side of your website with one sidebar, or to switch sidebars on your website with two sidebars, click **Switch sidebars**.
4. Click **OK** to save changes.

➤ ***To select the layout type for your website:***

1. Go to the **Layout** tab of the main SiteBuilder menu.
2. Select the layout type and specify the website width:
 - **Fixed** layout: your website will be of specific size regardless of the size of the browser window viewing the page. In this case, specify your website width in pixels.
 - **Liquid** layout: based on percentages of the current browser window's size. In this case, specify your website width as a percentage of the browser window's size.
3. Click **OK** to save changes.

➤ ***To select the the size of page elements on your website:***

1. Go to the **Layout** tab of the main SiteBuilder menu.
2. Specify the size of vertical and horizontal margins, which is the space between the neighbouring elements edges, in pixels.
3. For a website with one or two sidebars, select **Sidebar width** and specify the width of each sidebar in pixels.

The size of the main content field will be determined automatically.
4. Select **Minimal height** and specify the height of each sidebar and the main content field in pixels.

This value shows the height of your website elements without content. When you add content to the sidebars and the main content field, they will stretch in height to fit the content.
5. Click **OK** to save changes.

Editing Your Website Colors and Fonts

General color scheme, or styleset, of your website is comprised from four colors. Each color is used for several website elements at once. You can adjust colors of individual elements on the **Colors** tab.

➤ ***To select general color scheme for your website:***

1. Go to the **Style** tab of the main SiteBuilder menu, then go to the **Scheme** subtab.
2. Select the color scheme, or styleset, of your website in the drop-down menu.

You will see the four colors composing the color scheme of your website.

3. To adjust a color of your website color scheme, click the respective color field and edit the hex value or select a color with the color picker.

Note: The changes of individual elements colors previously made on the **Colors** subtab will be overridden by the changes made here.

4. Click **OK** to save changes.

➤ ***To select colors of individual website elements:***

1. Go to the **Style** tab of the main SiteBuilder menu, then go to the **Colors** subtab.
2. Select the element in the drop-down menu.
3. Adjust the element background color by clicking the background color field and editing the hex value or selecting color with the color picker.
4. Select the element gradient from the drop-down menu.
5. For element with text, adjust font colors by clicking the respective color field and editing the hex value or selecting a color with the color picker.

Note: To revert changes of colors made here, select the **Auto** checkbox next to the color value field.

Note: Modifying the styleset on the **Scheme** tab will override changes made here.

6. Click **OK** to save changes.

➤ ***To select fonts for headings and body text of your website:***

1. Go to the **Style** tab of the main SiteBuilder menu, then go to the **Fonts** subtab.
2. For each font, select the font-family and font size in the drop-down menus.

3. For headings, select the font decoration. This can be **B** for bold and **I** for italics.

Note: The settings made here define only general rules for your website fonts. You can always adjust fonts of individual elements in place.

4. Click **OK** to save changes.

➤ ***To select borders for website elements:***

1. Go to the **Style** tab of the main SiteBuilder menu, then go to the **Borders** subtab.
2. Select the border type for elements inside your website from the **Internal containers border** drop-down menu.
3. Select the elements that will have the border.

Note: You can select only one internal border type for all elements on your website, but you can select whether this border will be used for certain elements.

4. Select the external border for your website from the **External site border** drop-down menu.
5. Click **OK** to save changes.

Editing Your Website Structure

In SiteBuilder, there are two levels of pages nesting.

➤ ***To add a new page to your website:***

1. Go to the **Pages** tab of the main SiteBuilder menu.
2. Click **Add page**. The new page appears highlighted with green.
3. Position the new page by dragging it to the right place or by using arrows.
4. Specify the page title.
5. Specify a concise description of the page content that will be displayed on search engines results pages and the keywords by which the page will be found by search engines.

Note: **Page name** and **Page link name** are required fields. **Description** and **Keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

6. If you want to make the page invisible for your website visitors, select the **Hidden page** checkbox.
7. If you want to restrict access to the page with password authentication, select the **Protected page** checkbox and specify a username and a password.
8. Click **OK** to save changes.

➤ ***To delete a page from your website:***

1. Go to the **Pages** tab of the main SiteBuilder menu.
2. Select the page you want to delete.
3. Click **Delete page**.
4. Click **OK** to save changes.

➤ ***To edit a page of your website:***

1. Go to the **Pages** tab of the main SiteBuilder menu.
2. Select the page you want to edit.
3. Change the page position by dragging it to the right place or by using arrows.
4. Edit the page title.

5. Edit or remove a concise description of the page content that will be displayed on search engines results pages and the keywords by which the page will be found by search engines.

Note: **Page name** and **Page link name** are required fields. **Description** and **Keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

6. If you want to make the page invisible for your website visitors, select the **Hidden page** checkbox.
7. If you want to restrict access to the page with password authentication, select the **Protected page** checkbox and specify a username and a password.
8. Click **OK** to save changes.

Editing General Settings of Your Website

➤ *To edit your website name, description, and keywords:*

1. Go to the **Settings** tab of the main SiteBuilder menu, then go to the **Basic** subtab.
2. Specify your website name that your visitors will see as the title of their browser window when they visit your website.
3. To show both your website name and current page name in the browser title window and to increase your website recognition in search engine results, select the **Add website name to page titles** check box.
4. Add short description (up to 255 symbols) of your website.
This description will be used as a default description for new pages. It will be shown by search engines when people see your website in search results.
5. Provide a list of keywords that describe your website (10-15 keywords are recommended).
These keywords will be used as default keywords for new pages. Keywords are analyzed by search engines and used for displaying your website when people search for these keywords.
6. Click **OK** to save changes.

Favicon is a small icon displayed in the browser's address bar when you visit a website, and next to the website name in the list of favorite bookmarks. You can create a favicon using a variety of online tools and then upload your favicon here. All your website visitors will see this favicon.

➤ *To upload a favicon for your website:*

1. Go to the **Settings** tab of the main SiteBuilder menu, then go to the **Basic** subtab.
2. Click **Browse** and select the location of the favicon to upload. The favicon will be uploaded.
3. Click **OK** to save changes.

➤ *To remove a favicon from your website:*

1. Go to the **Settings** tab of the main SiteBuilder menu, then go to the **Basic** subtab.
2. Click **Remove** in the **Favicon** section. The favicon will be removed.
3. Click **OK** to save changes.

Most search engines require you to verify website ownership when you register your website or sign up for webmaster assistance services. Verification is typically done by uploading or creating a file with specific file name.

➤ ***To verify website ownership:***

1. Go to the **Settings** tab of the main SiteBuilder menu, then go to the **Advanced** subtab.
2. Provide the verification file:
 - If you know the name of verification file requested by a search engine, provide the verification file name in the **Create verification file** field and click **OK**. SiteBuilder will create it in the correct place.
 - If you have already downloaded your verification file from a search engine, upload the verification file to the Upload verification file field and click **OK**.
3. After the verification file is created or uploaded and your website is published, confirm your ownership on the search engine website.
4. Click **OK** to save changes.

➤ ***To edit the HTML <head> section of your website (for example, to add ownership verification meta code):***

1. Go to the **Settings** tab of the main SiteBuilder menu, then go to the **Advanced** subtab.
2. Click **Edit Metadata**.
3. Insert the code into the provided field and click **Add**.

Note: Only valid HTML tags permitted for <head> section by HTML standards are supported.

Note: Metadata changes will be available only after you publish your website.

4. Click **OK** to save changes.

Google Analytics is a tool that allows you to learn more information about your visitors. After you register in Google Analytics and acquire the required code, you can embed Google Analytics on your website.

➤ ***To embed Google Analytics:***

1. Register in Google Analytics and acquire the code.
2. Go to the **Settings** tab of the main SiteBuilder menu, then go to the **Advanced** subtab.
3. Click **Embed Google Analytics**.
4. Insert the code you have received from Google Analytics to the provided field and click **Add**.

Note: Google Analytics will start working only after you publish your website.

5. Click **OK** to save changes.

Some search engines will ask you to provide your sitemap for analysis and optimization purposes. You can download your sitemap here.

➤ ***To download your website sitemap:***

1. Go to the **Settings** tab of the main SiteBuilder menu, then go to the **Advanced** subtab.
2. Click **Download Sitemap**.
3. Click **OK** to start downloading the `sitemap.xml` file.

In-place Editing Options

Each SiteBuilder website element can be edited in-place, moved to another place on the page, or removed/hidden.

➤ ***To edit a website element in-place:***

1. Click the part of your website page you want to edit.
The website element will go to the editing mode. A dotted frame will appear around the module. A control panel with editing options will appear next to the module.
2. Edit the website element to your needs.
3. To save changes, click **OK** in the editing control panel or just click anywhere on the page outside the edited element.

➤ ***To move a website element to another place on the page:***

1. Hover the mouse pointer over the part of the website you want to move.
A dotted frame will appear around the module. A control panel prompting to move, edit, or remove/hide the module will appear next to the dotted frame.
2. Click the crossed arrows symbol and drag the module to the desired place.

➤ ***To remove a website element:***

1. Hover the mouse pointer over the part of the website you want to remove.
A dotted frame will appear around the module. A control panel prompting to move, edit, or remove the module will appear next to the dotted frame.
2. Click **Remove** and confirm removal.

Such elements on your website header as the logo image, your website title and subtitle cannot be removed, they can only be hidden.

➤ ***To hide a website logo image, title or subtitle:***

1. Hover the mouse pointer over the element you want to hide.
A dotted frame will appear around the module. A control panel prompting to move, edit, or hide the element will appear next to the dotted frame.
2. Click **Hide**.

➤ ***To show hidden website logo image, title or subtitle:***

1. Hover the mouse pointer over the website header element.

A dotted frame will appear around the module. A control panel prompting to move, edit, or hide the element will appear next to the dotted frame.

2. Click **Edit**.
3. In the **Show Header Elements** section, select the desired elements.

Saving and Loading Copies of a Website

While working on the content and design of a website, you can save several copies of each site to the server and restore sites from the saved copies. Saving site copies can be useful in the following cases:

- You want to prepare several versions of the same website, so that you could later load them for review, choose the best designed or the most appropriate version, and publish it to the Internet.
- You want to make significant changes or experiment on the site design or content, and be sure that you can safely undo the changes, should anything go wrong.

➤ ***To save the current design and content of a site:***

1. In the SiteBuilder's main menu, click the black triangle next to the **Save** option.

Note: If you click **Save**, a quick-save site copy will be saved under the name **auto-saved snapshot**. You will be able to restore a site from this copy later, by clicking **Revert** in the main menu.

2. In the list that opens, select a free saving slot, type a name for the backup copy, and click **Save**.

➤ ***To restore a site from a saved copy:***

1. In the SiteBuilder's main menu, click the black triangle next to the **Revert** option.

Note: If you click **Revert**, a site will be restored from the quick-save copy that was made the last time when you clicked **Save**.

2. In the list that opens, select a site copy and click **Load**.
3. Click **Yes** to confirm restoring.

CHAPTER 6

Publishing a Website to the Internet

When your website design and content are ready to be published to the Internet, click **Publish** in the top right corner of the main menu. SiteBuilder will publish your website automatically to the location specified by your hosting provider.

Deleting a Website

➤ *To delete an already published website from your hosting account:*

In SiteBuilder's main menu, select **More > Remove Site**.

This will delete the site from your hosting account, delete any temporary site copy currently opened in SiteBuilder editor and all saved site copies.