



icon.snap™

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Contents

1.0	Keep your site updated (easily)	4
1.1	About SNAP	4
1.2	Architecture	4
1.3	Main features	4
2.0	Login procedure	5
3.0	Site Settings	5
3.1	Usage Monitor	6
3.2	Site Management	6
	User Management	6
3.4	Author Management	6
4.0	Page Console	8
4.1	To add or edit a page	8
4.2	Page Set up	9
4.3	Page Content	9
4.4	Inserting Content	10
4.5	Important note on copying/cutting and pasting from Word	10
4.6	Tip on using 'Carriage Return' (Enter button) in the Page Content tab	10
4.7	Other functions for Page Content	10
4.8	The View button	11
4.9	To add an image through the Image Editor	11
4.10	To align images to text	12
4.11	To add a file	13
4.12	To add a hyperlink	13
4.13	To add an email address to a text line	14
4.14	Use of templates	14
4.15	HTML Tab Functionality	15
4.17	'Show in Menu' Feature	16
4.18	Content status	16
5.0	Image Console	17
6.0	File Console	19
7.0	Contact us	21
8.0	Links	22
9.0	FAQ's	23
10.0	Messaging	24
11.0	Additional Optional Modules	24
11.1	The Profiling & Newsletter Module	25
11.2	The Banner Management Module	26
12.0	Support	29

URL: www.snapadministration.com

1.0 Keep your site updated (easily)

Welcome to **SNAP**. SNAP provides you with everything you need to create and deliver rich web content on your updateable website. Whether you're updating text or managing your advanced payment gateway, SNAP has the tools to produce great results and deliver a unique user experience.

This guide is designed to introduce you to SNAP.

1.1 About SNAP

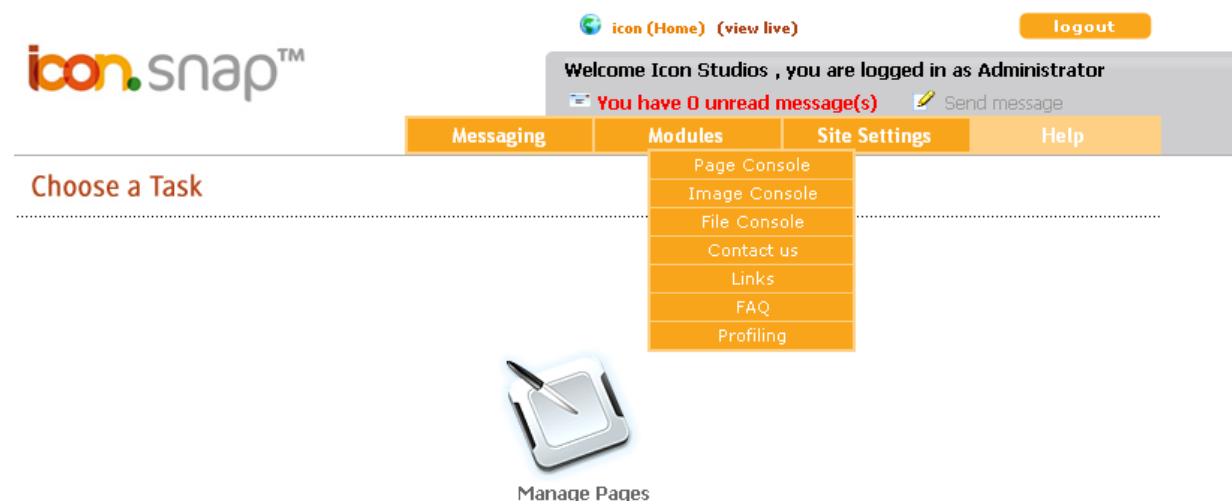
SNAP is ICON Studios' revolutionary approach to web development. Going beyond a mere content management system, SNAP enables you to take control of a vast array of web enabled features on your site. From managing your on-line shop to adding multimedia to your contact section, SNAP System puts you in total control. The SNAP System allows site owners to administer all text and images on their site using an advanced Rich Text editor similar to Microsoft® Word.

1.2 Architecture

SNAP is a .Net web application built on a certified Microsoft Windows Server 2003 and Microsoft SQL platform. It provides a reliable, powerful and internationalized set of tools for building sites and integrating custom applications. SNAP has been independently tested, and approved, by Hong Kong based international testing giant, Veritest.

1.3 Main features

SNAP's features are available (following successful login) to site Administrators - your login details are found on Page 2 of this user-guide. The main tools are available through SNAP's main menu (see image below). This user-guide demonstrates the features of each of these menu areas.



2.0 Login procedure

When you access the URL provided for SNAP you will be required to enter the following details to access SNAP's main control panel:

- Username
- Password
- Domain

These details have been provided to you during your training session and in Page 2 of this user-guide. If you have lost your password you may use the 'forgot your password' utility which is available when you click the 'forgot your password' button in the login page.

If you select the 'Remember me on this computer' function a Cookie will be stored on your computer containing your username and domain. You will still have to enter your password each time you need to login to SNAP.

This version of SNAP runs with both Microsoft Internet Explorer v6 and Microsoft Internet Explorer v7.

Note that when you have completed your session in SNAP kindly click the 'logout' button to terminate the session.



Based in Malta, ICON Studios is a world-class software company specializing in the development of web-based solutions and electronic marketing materials. With several years of experience and an international portfolio of clients, ICON Studios has provided consistent, results-oriented technology for the business community.

All projects are guided by the principles of Return on Investment, robust build and timely delivery. Employing a team of Microsoft certified developers and experienced designers, ICON Studios ensures that the solution it provides lowers costs, adds value and leverages on your strengths.

The SNAP System is ICON Studios' revolutionary approach to online application development. Based on stable high-performance technology, it offers a reduced Total Cost of Ownership by presenting modules immediately ready for deployment. With excellent service wrapped around complex tools, SNAP provides real business value to demanding organisations. ICON Studios is an active Microsoft Certified Partner. This status represents a high degree of competence and expertise with Microsoft technologies and offers confidence to clients that solutions are standards-based, reliable and will accelerate your business processes.

This award-winning performance is a result of ICON Studios' unconditional commitment to train, test and qualify team-members in Microsoft technologies.

Microsoft
GOLD CERTIFIED
Partner

read more read more

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3.0 Site Settings

There are 4 main settings which are found in the 'Site Settings' tab. These are:

- Usage Monitor
- Site Management
- User Management
- Author Management

3.1 Usage Monitor

Once you have started adding your content the Usage Monitor will allow you to monitor the bandwidth and hard disk space you are consuming vs. your allocation.

Hard Disk Space Allowance: 30Mb to cater for content and front-end files. When this limit is reached no further content may be added unless additional space is purchased. Further space is available at the then applicable rate (kindly consult your software agreement)

Bandwidth Allowance: Maximum bandwidth of 0.25Gb per month. Should traffic increase and therefore increase bandwidth consumption this will be charged at the then applicable rate (kindly consult your software agreement)

3.2 Site Management

If you are logged in with administration rights, you can use this section to either take your website 'offline' by pressing the 'Put Application Offline', or put it 'online' by pressing the 'Put Application Online button'.

Note that when your website is offline, there will be a standard Under Construction page which users will see.

User Management

Within User Management you can set up new users and edit existing user details (i.e. names and passwords)

Each user must be assigned a role. Roles are explained below.

- **Administrator:** Users with this role can access any part of the administration console and perform any actions permitted by the system.
- **Publishers:** Publishers cannot access certain site settings such as Site Management. Publishers can create new users, but the users can only have the Content Creator role. Publishers can also publish articles to the website.
- **Content Creators:** Content Creators cannot access any site management controls. They can only modify pages. However, these pages will not go live until the Content Publisher allows them to go live by pressing the Save and Publish button on the Page Content tab.

3.4 Author Management

Here you can add information about content authors. This would be relevant for example if you have a large site with a number of contributors who need to be credited for producing articles.

When you have stored the author information in this section, you can select "show author bio" in the page console advanced page set up and the information which will be displayed on the web page is the information that has been entered in this section.

Should you choose not to add an author to an item; the system will display as an author the user who added the item within SNAP.

Welcome Icon Studios , you are logged in as Administrator

You have 0 unread message(s) [Send message](#)

[Messaging](#)[Modules](#)[Site Settings](#)[Help](#)

Authors

[View Author](#)[Add Author](#)

Name	Surname		
Clayton	Berger	Edit	Delete

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4.0 Page Console

This is the first screen you will see after you login. From here you can get straight to your pages by either clicking “manage pages” icon in the centre of the page, or by selecting “page console” from the “modules” dropdown.



The bulk of your site will be controlled from within this view (below). On the left hand side is your main navigation items or sections.

4.1 To add or edit a page

To **add** a new page select the section you wish to add the page to from the left hand menu. You do this by clicking on the + sign next to the text.

You will then see text “add page in this level”. Click on this and you will then be ready to add your content.

To **edit** an existing page just click on the name of the page in the left hand menu and edit the content that is already present.



4.2 Page Set up

Page Console v2.1 [Click here for information on our new Page Creation Area](#)

Site Content Show content in English

- Home
- Logos
- test
- Media
- Company
- Solutions
- Contact Us
- Highlights
- Disclaimer
- Privacy Policy

Legend

- Published
- Not Published
- Has never been published

Launch Data Parameters

Launch Date now
25/3/2008 09 : 02

Start Date
00 : 00

End Date
00 : 00

You have chosen to edit 'Home' (View). Save and Publish

Page Parameters

Page Title

Page Description

Navigation Title

Browser Title

Show in Menu

Allow search

Page Keywords

Help with the text entry area below

Styles Paragraph

Page title = the title that will be on the web page

Page author = this is for audit trail purposes

Page Keywords = used to help search engines know what your content is about

Page Description = used by some search engines as the text that is displayed to explain your site. Not displayed on your website pages.

Navigation = this is what will appear in the navigation on your website.

Browser Title = this will appear in the blue bar at the top of your web pages in Internet Explorer. This is also used by

search engines to help them index your site and is a good place to use your keywords.

(If you don't update the navigation and browser titles they will automatically use the text you entered in the "Page Title").

Kindly ensure that you **do not** copy & paste text directly from WORD into SNAP as this may result in some compatibility issues. Kindly read 4.4 below regarding WORD compatibility.

4.3 Page Content

Choose to publish your content immediately or at a later date. Note that by default all items published without modifications to the 'Launch Data Parameters' tab will be published (and therefore visible) immediately. The time option beside the date allows you to further specify a time for the date selected. Therefore If you select the launch date of 01/01/2010 and the time 10.00 the item will be launch (will go-live) on the 1st of January 2010 at ten in the morning. By default if no time is specified the default time is set to: 00.00

All other options will be set up on a project by project basis. If you have access to these features they will appear in black and you will be able to select the tick box to activate them.

If these features are not applicable to your site they will be grayed out and you won't be able to select them.

Launch Data Parameters

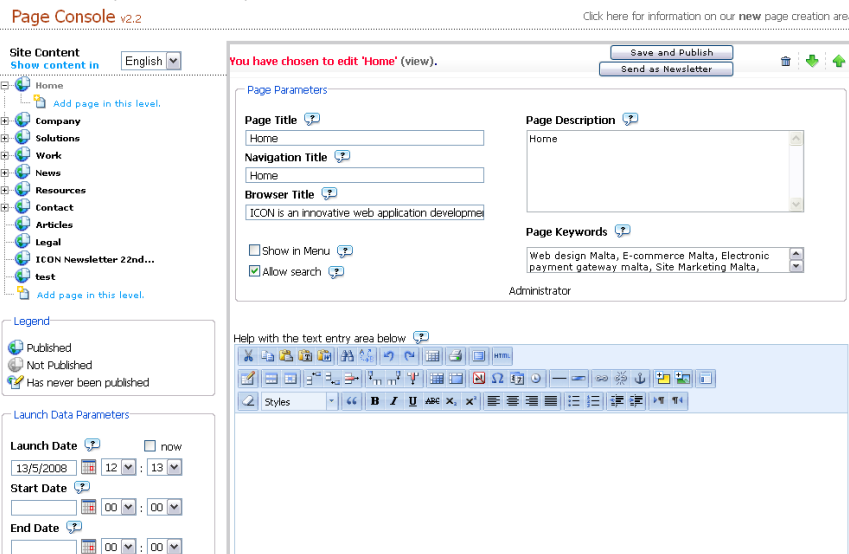
Launch Date now
25/3/2008 09 : 02

Start Date
00 : 00

End Date
00 : 00

4.4 Inserting Content

Just start typing your content into the text box provided. You can edit the content using the standard Word text editing tools provided in SNAP. ICON Studios also sets a default font and style for your site so this cannot be amended. This consistency is necessary for a uniform presentation as well as to ensure site accessibility.



SNAP also makes use of pre-design templates which facilitate the creation of visually attractive pages (see 'Using templates' below)

4.5 Important note on copying/cutting and pasting from Word

It is not recommended that you cut (or copy) & paste directly from Word documents as this may affect the formatting & style of your page. This occurs as certain hidden code & formatting preferences set in WORD and intended for printing or desktop publishing are transported to your site.



There is a function button which enables you to copy from Word and into SNAP. This cleans out the font formatting allowing consistency in your website. This tool only applies to adding text. Images have to be added separately through the Image Editor (See 4.9).

It's always best to type straight into SNAP if possible or alternatively 'filtering' your WORD content through NOTEPAD¹. Using NOTEPAD as an intermediary between files, such as PDF, and SNAP is probably the most convenient and widely spread function.

4.6 Tip on using 'Carriage Return' (Enter button) in the Page Content tab

When you want to create one line space (i.e. equivalent to pressing the 'Enter' button in WORD) please hold the 'Shift' button while pressing 'Enter'. If you simply hit 'Enter' without holding the 'Shift' button this will create two line breaks (equivalent to a paragraph break).

4.7 Other functions for Page Content

The Page Content area, which resembles WORD in appearance, also contains some other text editing functions which are documented below:

¹ To open 'Notepad' on your PC. Click 'Start', then 'Run'. Type 'Notepad' and click 'OK'. This will start notepad.

Paste as Plain Text	
Paste from Word	
Find	
Find and Replace	
Undo	
Remove Formatting	
Toggle Guidelines	
Toggle Full Screen Mode	
Insert Table	
Table Row Properties	
Table Cell Properties	
Insert Table Row Before	
Insert Table Row After	

Delete Row Cut	
Insert Column before	
Insert Column After	
Remove Column	
Split Merged Table Cells	
Merge Table Cells	
Insert Non-Breaking Character Space	
Insert Custom Character	
Insert Date	
Insert Time	
Insert Horizontal Ruler	
Insert Rule	
Create Link	

Please click on the following icon on SNAP to view the rest of the tools and a brief explanation:

4.8 The View button

You will notice a 'View' link, above 'Page Parameters', beside the 'Save and Publish'. This will offer a preview of the specific published pages in a pop-up window.

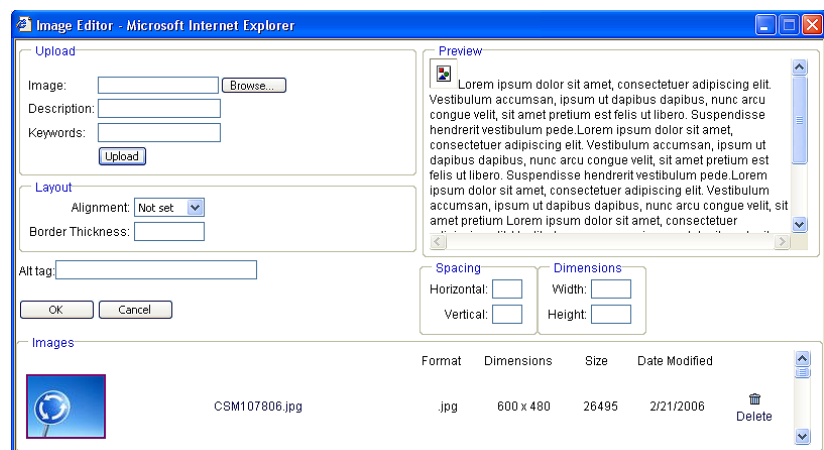
4.9 To add an image through the Image Editor

The 'Insert Image' button

The 'Image Editor' is a tool which allows you to associate images previously added through the Image Console to a content page.

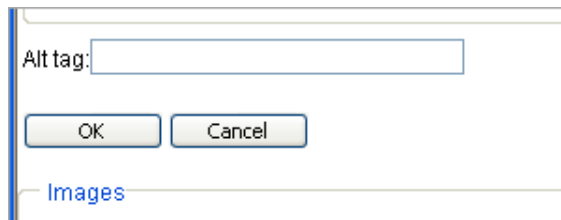
Before you add an image you must place your cursor within the section where you wish to add the image. Clicking on the icon shown above will open the 'Image Editor' and allow you to select an image which you have previously added through the "Image console" which is the main area from which all your site images should be added (to learn how to use the Image Console, see the section called 'Image Console' [below](#))

Please note that should you need to 'upload a new image' which has not been added through the Image Console you can do so through this 'Image Editor' as a shortcut However it is always advisable to add all Images from the Image Console rather than the Image Editor. SNAP will not allow you add images other than GIFs, JPEGs or PNG's which are the standard Internet file types for pictures.



Please note that when you add images either to the Image Console or the Image Editor it is ideal to add images which are already in the target size that you require. This is ideal as it keeps file sizes low and image viewing by yourself and your end-clients fast.

Once you have selected the image you wish to add in the page by selecting it from the list of uploaded images you may wish to add an ALT tag². When done simply click OK.



4.10 To align images to text

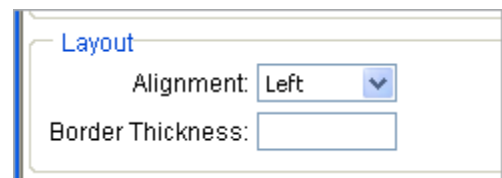
Aligning images to text is a very important process when creating your website. In general we also recommend that you use templates supplied by us (See 'Use of templates' [below](#)) however should these not be sufficient to cater for your requirements or should you wish to create a page from scratch you can use the image align tools made available.

To align images to text follow the next 2 easy steps:

Follow the 'To add an image' step [above](#). Once added an image can be resized by dragging the corners of the image inwards or outwards to shrink or expand the image respectively. NB Image resizing is normally done automatically based on the designed template supplied.

To align the image to the text, now select the image once more from within the 'Page Content' tab and click once more on the 'Insert SNAP image' button

This will re-open the 'Image Editor' and in the top right of this window (known as the Preview area) you will see a preview of the selected image and its relation to text. To align the image accordingly, simply select an option from those available beneath the 'Layout', 'Alignment' option. Each time you select any of these options the preview will change to reflect the selected option.



Note that should you wish to allow 'spacing' between the image and the text flowing around it you may use the 'Spacing' (horizontal or vertical) option within the Image Editor itself. The sample below shows an image with text alignment set to 'Left' from the layout setting (as discussed and indicated above) together firstly an option with no spacing (left image) and secondly with an option of a horizontal spacing value set to 8 (right image).




² Alternative text embedded in the HTML code for graphic files. Useful for robot (search engine) indexing, people who surf with graphics turned off and those on slow connections.

4.11 To add a file

The 'Insert File' icon 

After selecting the text you wish to link the file to, click on the above icon to open the file console. You will then be able to upload a file which you have previously uploaded in the "file console" or a file which is currently stored on your computer.

You can also associate a file to an image (e.g. attaching a file to a PDF icon) by following the above process but selecting a desired image rather than text. When the steps above are complete ensure that the image border is set to 0

from the image editor  so as to ensure that no 'bounding boxes' appear around the selected image.

Please note that for security reasons the system may prevent you from adding certain file types which may be malicious, examples of these are files that end in .exe, .vbs, .pif.....

4.12 To add a hyperlink

The Hyperlink icon 

You can add a link to another page in your site (referred to as an internal link) or to another external third-party website (referred to as an external link) by: (a) first selecting the text which you would like to be used as a link, then (b) by clicking on the first icon in the 2nd row which looks like a chain link shown above.

Following this process will provide five fields to fill in, (a) the URL, (b) Anchors, and (c) the Target, (d) the Title, (e) the Class.

- a) In the field 'URL' enter the website you want to link to.
- b) In the field 'Anchor' Place the cursor where you wish the anchor to appear and select Insert/Edit Anchor, and give the anchor a name. To link to the anchor, use the Insert/Edit Link as described above, except instead of entering a link, just select the required anchor from the 'Anchor' drop down list.
- c) In the field 'Target' you can select from various options, each of which will determine how the new link is to be presented. The options are explained below:
 - Open in this Window/ Frame: Displays the link in the current active window.
 - Open in New Window Blank: Spawns a new copy of the browser, and displays the link in the new copy of the browser.
 - Open in Parent Frame: Displays the link in a new browser window, replacing the current page. Using the Back button on the browser will return you to the original page.
 - Open in Top Frame: Displays the link at the top level in a new browser window, replacing the current page. Using the Back button on the browser will return you to the previous page in the browser's stack of pages.
- d) The 'Title' simply labels the link, just as an Alt tag "labels" an image. This is barely used.
- e) 'Class' refers to Styles found on the Page Console.

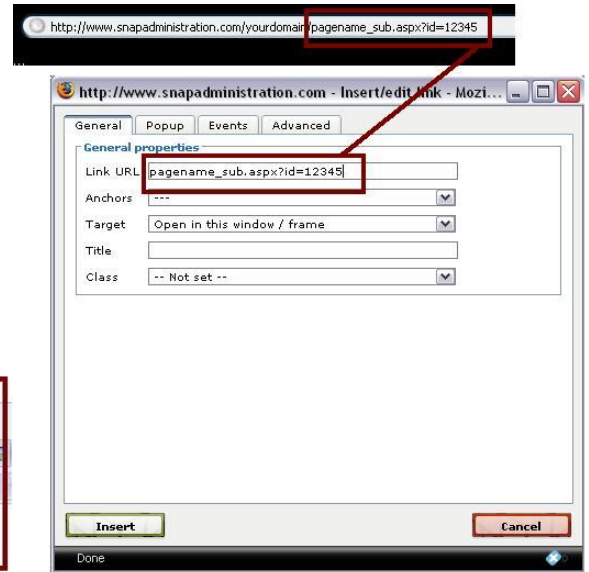
The most common option used when creating links is '**Open in this Window**', when you want the link to open over your site or, '**New Window Blank**' when you want the link to open in a new Window not replacing your site.

Note on adding internal & external links:

When adding an *internal link* (i.e. a link from a page in your site to another page in your site), all you

need to do is enter the last part of the target page's URL (taken from your browser's address bar) into the URL target field in SNAP.

When adding *external links* (i.e. links to third party websites and therefore usually displaying a 'New Window_Blank' as explained above) always make sure to insert the link in full in the provided URL field. Therefore, as an example, to link to ICON Studios' website insert <http://www.icon.com.mt> and not www.icon.com.mt



4.13 To add an email address to a text line

Hyperlink icon

Whenever you add email addresses within the Page Module these automatically become clickable (as IN WORD) and allow your site visitors to click on these and send email accordingly.

Should you wish to add an email address to a line of text such as "Please click here to contact our Managing Director" and make the word "here" link to a specific email address (e.g. to info@icon.com.mt) follow the procedure mentioned above to add a hyperlink and then enter the following text in the window (note that 'info@icon.com.mt' represents the email address that you wish to use:

mailto: info@icon.com.mt

This will automatically link the selected word 'here' to the address 'info@icon.com.mt'



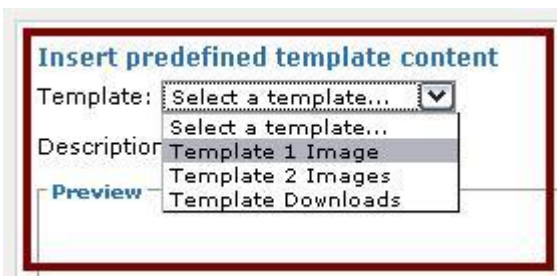
4.14 Use of templates

Most SNAP sites come with templates pre-installed. If your site has templates these will have been discussed in training. We encourage you to use these templates as they contain designer-approved styles and formats which are in-keeping with your site's design.

Templates are outline HTML pages which follow the design your site requires.

Templates ensure that your design is consistent as defined by our designer in the initial stages of your site's development. Follow these easy steps to ensure the correct use of templates:

Select the required template from the drop down list. You must do this BEFORE you enter your content. Template names generally follow page names, e.g. 'News Template' refers to the template used in the 'News' page of your site. This will load the template into the 'page content area'



Page Console v2.2

Click here for information on our new page creation area

Type over the sample text provided in the template.

To add an image, first select (by clicking) over the grey, box which represents the image. When the image box is selected click on the 'Insert SNAP image' icon which will allow you to replace the gray box with your selected image.

Click Save and Publish to finalize this process.

4.15 HTML Tab Functionality HTML

In the toolbar with the other icons, you can find the HTML icon. If you don't have any knowledge in HTML coding we suggest that you don't use this function.

This function helps you add HTML tags in your page templates and insert extra styles to your page.

4.16 Save & publish permissions

Depending on your permissions from this page you can also choose to "save and publish". Choosing save and publish will immediately make the page live on your site.

Only people with "administration" or "publisher" rights can publish content (see "User Management").




4.17 'Show in Menu' Feature



This feature is used to determine whether a page should appear in a menu or not. If the check-box is deselected (unticked) the page which you intend to create will not appear in the site's front-end menu but will only be available should you choose to link to this page (see 'to add a hyperlink' [above](#)) from a visible page. This function is particularly when the content you choose to place in such 'hidden' page is not relevant at a menu level but is relevant from within another page once hyperlinked thereto.

4.18 Content status

There are three stages in the lifecycle of an item in SNAP. These are represented by 3 different icons shown below and in the side-bar legend:

-  Not Published
-  Published
-  Not Published but in edit

'Not published' = page has been created but is not currently live on your website

'Published' = page is live on your website

'Not published but in edit' = another user is currently editing this page.

5.0 Image Console

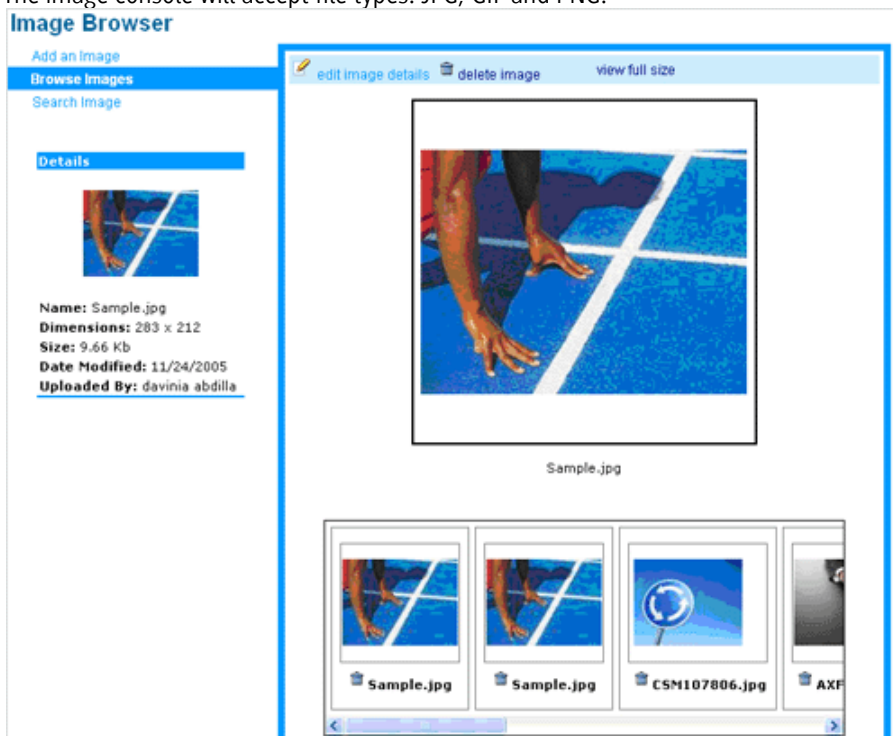
Images are stored in the SNAP Image Console for you to retrieve and use on your web pages. The "Image Console" is the 2nd link in the "modules" menu.



Within this section you can:

- Add images
- Search for previously uploaded images
- Edit image details
- Delete images

The image console will accept file types: JPG, GIF and PNG.




It is generally recommended that images added to the Image Console are prepared in JPG format, RGB Colour (CMYK pictures will not be displayed in an internet browser), 72 dpi, maximum length/width of 800 pixels and never exceeding a file-size of over 500k. Should any of the images you are trying to add fall outside any of the above parameters, most probably the image you are trying to add is too large and not suited for web presentation.

To insert an image click 'Add an image' from the left most menu of the Image Console.

To Browse all images previously added click on 'Browse Images' from the left most menu of the Image Console. Click on any image in the film-strip to select it, once selected its' details will appear on the left-hand side of the page.

Clicking on the 'delete image' button above the image will delete the image from SNAP. Kindly ensure that the image is no longer being used in your pages prior to deleting it. If you click in the 'View full size' button it will display the selected image in its full size (100%)

To Search for an image by its name, keyword or other parameter click the 'Search Image' button on the left most menu of the Image Console.

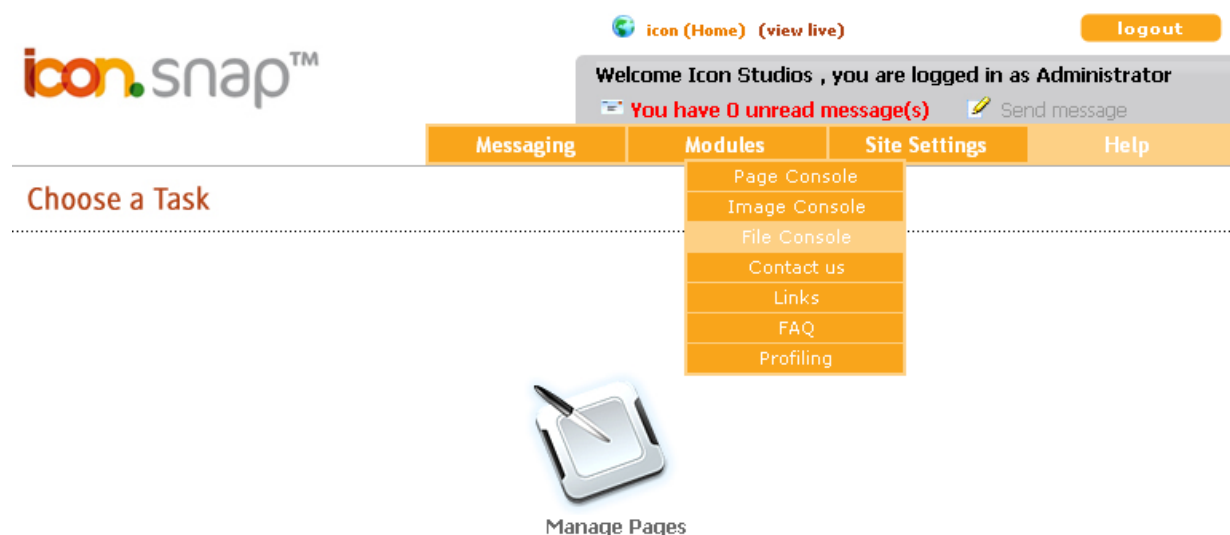
Once the images are added into Image Console you can use such images within pages through the "page console" by using the 'Insert SNAP image' button.  (See 4.8 above 'To add an image')

5.1 How to add a pop-up

1. Make sure your site does NOT have forced image resizing. You will be told this information during your training session, if not give ICON a call.
2. You must resize image once as thumbnail (e.g. 300 pixels wide) and once as the actual large-version thereof (700 pix wide) and save them on your computer.
3. You then add both these images to the SNAP image console.
4. Save the thumbnail picture in an actual content page
5. Put the larger version in a content page, but hide it.
6. View the hidden page in SNAP to get the link to the image (the URL-just like when you link text or images) e.g: http://www.snapadministration.com/common/image_provider.aspx?id=633446356571458750
7. Then go to the **actual page**, click the chain to create a link – go to "POP UP" (2nd tab), "select JAVA popup checkbox" and insert link displayed in step 6.
8. Save & Publish
9. If you want to remove border, click on "insert image", and set BORDER THICKNESS to zero.
10. Save & Publish

6.0 File Console

Files are stored in the SNAP File Console for you to retrieve and use on your web pages. The “File Console” is the 3rd link in the “modules” menu.

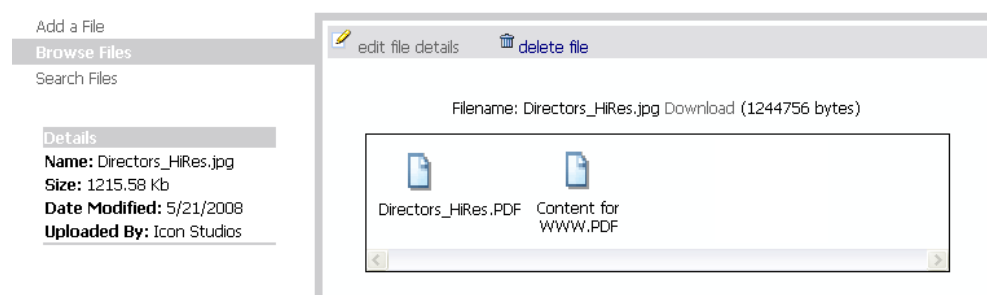


Within this section you can:

- Add files
- Search for previously uploaded images
- Edit files details
- Delete files


You can upload all types of files including PDF, Word, Excel, PowerPoint etc. These are can then be made available for your customers to download from relevant pages of your website for example, application forms, timetables, product specifications etc.

File Browser



To insert a file click ‘Add a File’ from the left most menu of the Image Console. To Browse all files previously added click on ‘Browse Files’ from the left most menu of the File Console. Click on any file in the film-strip to select it, once selected its’ details will appear on the left-hand side of the page. Clicking on the ‘delete file’ button above the file will delete the file from SNAP. Kindly ensure that the file is no longer being used in your pages prior to deleting it. If you click the ‘edit file details’ button it will allow you to amend the file’s associated details.

To Search for a file by its name, keyword or other parameter click the 'Search Files' button on the left most menu of the File Console.

Once files are added to SNAP's File Console you can add a file to a page within the "page console" by using the 'Insert File' button . (See 4.10 – 'To add a file' above)

7.0 Contact us

To update the contact information shown on your site you need to go to "Contact Us" in the "modules" menu.

Here you can:

Add a contact

Edit a contact

Delete a contact

Change the order in which contacts are displayed

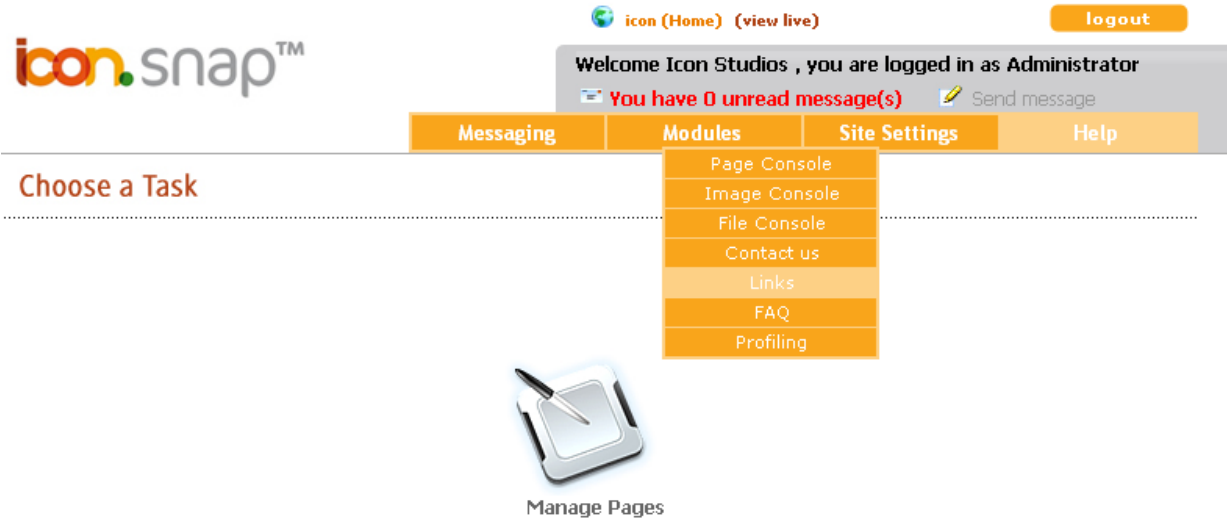
Contacts

<p>Name: Prof. Clayton Berger</p> <p>Description: DR</p> <p>Street: DR</p> <p>Town/City: DR</p> <p>Province: DR</p> <p>Zip Code: DR</p> <p>Country: Malta</p> <p>Email: clayton@icon.com.mt</p> <p>Telephone Number: 1231312</p> <p>Mobile Number: 12321</p> <p>Fax Number: 1312312</p>	<p> Edit</p> <p> Delete</p> <p> </p>
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8.0 Links

To update the links page on your website go to "links" in the "modules" drop down menu.



Here you can:

Add a category such as "news sites" "weather" or "search engines" etc.

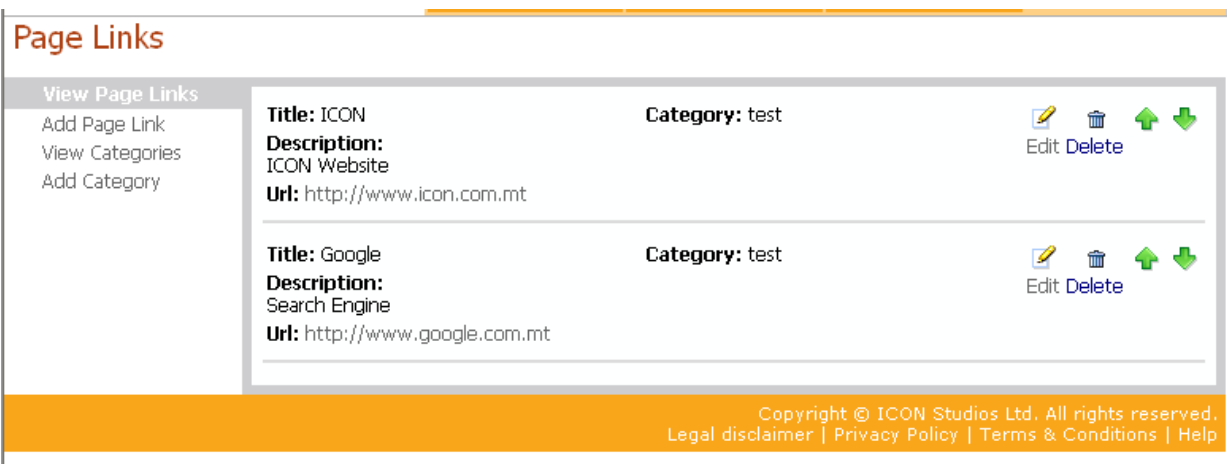
Add a link to a category

Edit a link

Delete a link

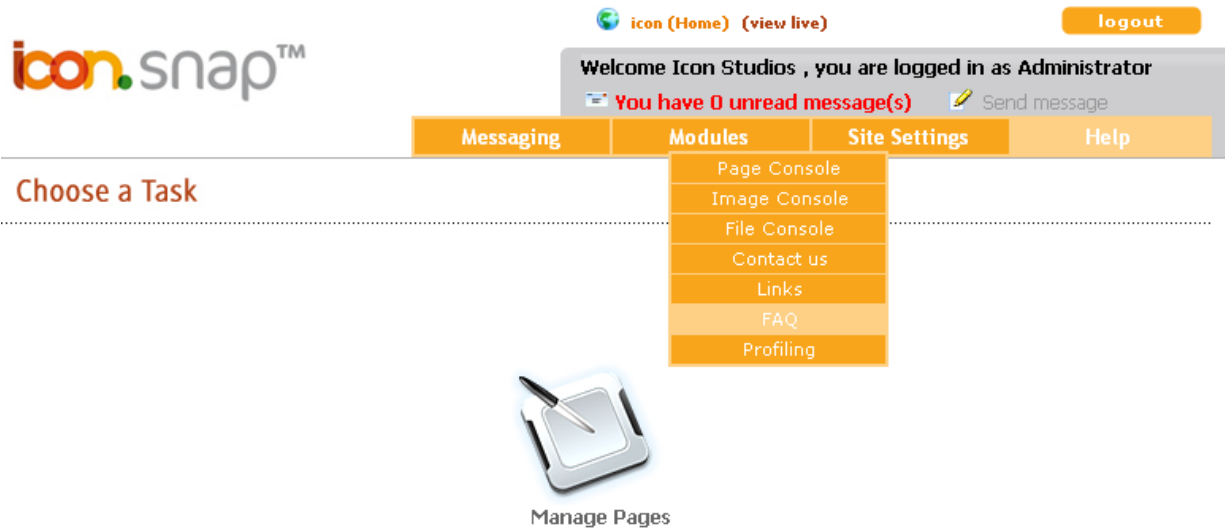
Change the order in which links are displayed

Change the order in which categories are displayed



9.0 FAQ's

To update the FAQ's page on your website go to "FAQ's" in the "modules" drop down menu.



Here you can:

Add a category such as "news sites" "weather" or "search engines" etc.

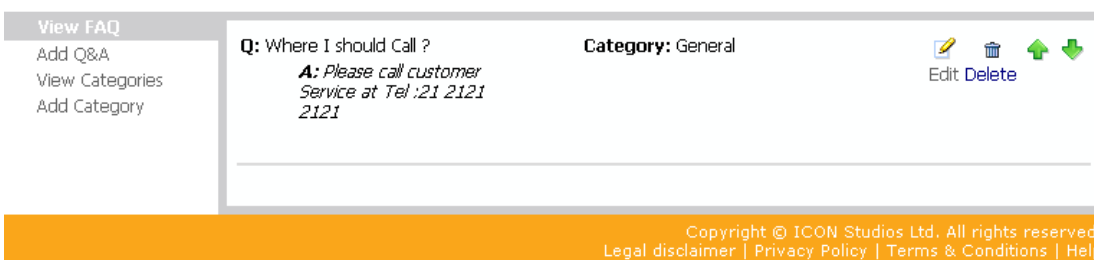
Add a Question and Answer and choose the category from the dropdown list at the bottom

Edit a Question and Answer

Delete a Question and Answer

Change the order in which Questions are displayed

FAQ



Note that should this option, be enabled in your website you may also have the functionality to create Link Categories to better organize your links within SNAP.

10.0 Messaging

The SNAP system will allow you to send messages to other users within the SNAP system and to view messages sent to you. You may want to use this feature when there is content that needs to be reviewed or if you want to send a message to all users about a new process or procedure.

The messaging system works in a very similar fashion to most email programmes.

This area contains an inbox, a sent messages screen and the ability to send messages with or without attachments.

11.0 Additional Optional Modules

The SNAP system allows you to add a large number of modules which can increase the functionality of your website. Below you can find information on:

The profiling and newsletter module, and
The banner management module

If these modules are not currently available on your site contact ICON Studios in order to request a demo of such modules.

11.1 The Newsletter Module

icon.e-news™

ICON.e-news is actually composed of two modules:

The profiling module: this module manages the registration of users to your site and the creation of user groups.
 The newsletter module: this module manages the sending of newsletters through pre-created HTML templates to registered users controlled in the profiling module.

Below are the steps involved in the newsletter sending process:

A user registers himself through your site ('join our mailing list').

His details will now become visible in the Modules/Profiling Module area.

Name	Surname	Username	View	Details	Edit	Details	Select	User
121287	121287	121287	view		edit		<input type="checkbox"/>	
Alfred		Alfred	view		edit		<input type="checkbox"/>	

From here you can manually add users yourself (e.g. business contacts, member emails, friends etc...) This will help grow your list of contacts within registered members.

After users are added to your list you can add these users to groups. This process is like organizing Outlook contacts into groups (family, friends etc....). To do so click on the 'Manage Groups' button which will allow you to create an infinite amount of groups.

Group Name	Date Created	# of users	View/Edit	Delete	Add User
Test	19/05/2008	0	View/Edit	Delete	Add User

Enter Group Name Here

Once a group is created you can add select users to this group in order to target specific newsletters to the members of such a group. To add members to a group click on 'Manage Groups' and click the 'Add User' button next to the group to which you would like to add a user/s. Once clicked a list of all registered users who are currently not in the selected group will be visible. Tick the users you want to add and then click 'Add selected users'. This will add the selected users to the selected group.

Now the next step is to send newsletters to such users. When within the Page Console, a 'Send as newsletter' button will be visible. Tip: When sending a newsletter we suggest the following: create a new page containing several article titles (e.g. 4 or 5) each containing an image, short text and a [link](#) to the

full article in your site. This will therefore make your newsletter laden with lots of information with links to different areas of your site increasing internal traffic.

Once you click the 'Send as Newsletter' button you will be prompted to select a newsletter template style. This styles are pre-created by ICON Studios and further templates may be created at a charge. Click the 'Use this template' button to select the template you require. Next select the group/s to which you would like to send the newsletter. Lastly enter a subject line for the email newsletter you are about to send. This title will appear in the Email Subject line of your newsletter.

11.2 The Banner Management Module

icon banner™

The Banner Management modules allow you to assign banners to different areas for your site in order to generate revenue or to utilize such banners as internal advertising.

Below are the steps involved to add a banner to your site:

Adding Advertisers: The first step to insert a banner on your site is to create an 'Advertiser'. An advertiser is a user who will post banners on your site. To create a user, click 'Add Advertisers' and enter data in the appropriate fields.

Banner Management

Manage Campaigns	Name:	<input type="text"/>
Reports	Surname:	<input type="text"/>
View Advertisers	Company Name:	<input type="text"/>
Add Advertisers	Username:	<input type="text"/>
	Password:	<input type="password"/>
	Retype Password:	<input type="password"/>
	E-mail:	<input type="text"/>
		<input type="button" value="Save"/>

Once you create an advertiser, such advertiser will have access to a restricted area of SNAP by accessing this domain: http://www.snapadministration.com/snap28102005/advertiser_login.aspx and entering the username and password assigned in the abovementioned process. This access will allow the advertiser to gain access to reports on the performance of his/her advertising campaign.

When you finish adding the data necessary click 'save' to save the user. This Advertiser-profile may now be used to add advertising campaigns on your site.

Creating advertising campaigns: The next step is to click on the 'Manage Campaigns' button and choose a space in which you would like to add/modify/remove your banner. Here the Banner Management Module will display those areas in your site which you may add banners to. To create a new banner click on the 'create' button next to the advertising position which you would like to select.

Banner Management

Manage Campaigns	Position	Create Campaign	Edit Campaign	Width (px)	Height (px)
Reports	Section: Home				
View Advertisers	Banner1	create	view/edit	207	231
Add Advertisers	Banner2	create	view/edit	207	231
	Banner3	create	view/edit	284	109
	Banner4	create	view/edit	284	109
	Section: Template				
	Banner1	create	view/edit	284	109
	Banner2	create	view/edit	284	109
	Banner3	create	view/edit	284	109
	Banner4	create	view/edit	284	109

Following the creation of a new campaign, enter the necessary data requested. Select the advertiser who will be associated to such banner. Note that if the advertiser is new you can click on 'Create Advertiser' at the bottom of the page.


Adding a banner: After following the proceeding steps you can now create a banner. The first step is to choose the 'Type of Banner': internal/external:


'internal banner' implies an inter-site banner thus not opening in a new window and not charged for.
 'external banner' implies a link to an unrelated 3rd party site thus opening in a new window and charged for

Following this choice you may add remaining data:

add a campaign start & end date by clicking on the calendar icon
 select the maximum amount of views OR the maximum amount of clicks for the module in question
 Select the banner type: Image (JPG format) or FLASH. Note that if you decide to choose Flash as 'Banner Type' add the link directly in the flash file/animation rather than from SNAP.

You are currently creating a campaign for Home/Bottom Left Banner for albert


Start Date: 

End Date: 

Please enter a value for either Maximum Views or Maximum Clicks.

Maximum Views:

Maximum Clicks:

Banner Type: 

File Path:

Link:

Type of banner:

External

Internal

Price:

When you are ready click 'Save' and the banner will be saved and published.

Banner Modules Reports

To view the reports of your banners click on the 'Reports' button, this will take you to the reports page.

Banner Management

Manage Campaigns

Reports

View Advertisers

Add Advertisers

Reports

General Report

Report Per Advertiser

Report Per Banner Position

In this page you have 3 report options:

General Reports: in this section you can view a date-based report for all your banner activity.

Report Per Advertiser: in this report you can view a report for any individual advertiser.

Report Per Banner Position: in this report you can view the reports of all your banners based on their position within the site.

Allow the above reports may be printed or sent via email in CSV format.

Reports: Report Per Banner Position (10/20/2006 11:22:47 AM)

Position	Width (px)	Height (px)	Average Price
Section: Home			
Bottom Left Banner	199	174	8.33
Bottom Right Banner	199	174	16.67
Section: Content			
Right Top Banner	199	174	66.99
Right Bottom Banner	199	174	666785.85
			Total: 666877.84

|

12.0 Support

Below is an overview of our support services which you will receive bundled in the price of the solution you have purchased:

Up to the 'go-live'³ date and for a month after such date, the 'standard support' plan will be available free of charge during normal working hours (08:30 to 17:00 hours, CET) Monday to Friday excluding public holidays through the use of telephone or email.

Support is defined as advice and assistance to troubleshoot problems incurred with procedures relating to the use of the version of SNAP supplied.

Support is typically provided to users attempting to perform a routine system or administrative task using standard product features covered in the system documentation or agreement, but requires additional help or guidance to provide a conclusion.

This support is provided to the client on a "best efforts" basis, and may include suggestions for short term "work around" solutions, and/or the provision of modifications to the software or documentation as deemed appropriate by ICON Studios.

Should you wish to purchase additional support time, we have specific support packs which offer round the clock support for your solution with guaranteed response times. Please contact support@icon.com.mt or call us on +356 21440080 should you require further information about these services.