

TOTALsnap

GETTING STARTED GUIDE

The Complete Start Up Guide to Launch Your TotalSnap



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Welcome to TotalSnap!

This is an exciting and innovative opportunity for you to start marketing your business online with user friendly tools. The Getting Started Guide will walk you through the steps required to gather content and launch your TotalSnap website and help you get started on social media!

Is this book right for you?

The guide provides you with a starting point to help you deploy a basic TotalSnap website and mobile phone friendly website. This guide is for anyone who is new to online marketing. The step by step instructions in the guide will provide an easy to follow road map for creating an effective online presence.

Are you a web professional?

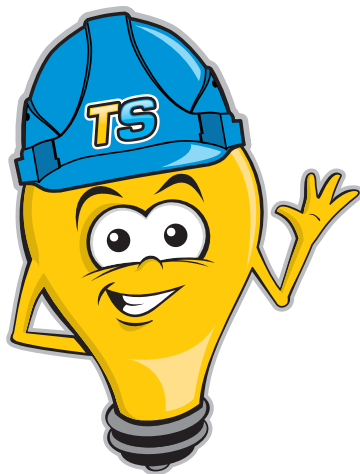
TotalSnap has advanced features and tools that are geared towards web professionals. These features are beyond the scope of this guide; please contact us at [1-888-558-4678](tel:1-888-558-4678) or info@totalsnap.ca for advanced feature information.

Have Questions?

If you have any questions along the way, please feel free to contact our Real People Support. TotalSnap phone support is available Monday to Friday, from 9:00 am to 5:30 pm PST. Call us at [1-888-558-4678](tel:1-888-558-4678) and we will help you get started and provide training on how to use and edit your TotalSnap website and marketing tools.

Additional support is also available by browsing our TotalSnap tutorial website (www.support.totalsnap.com) where you will find helpful articles, frequently asked questions and video tutorials.

“ I’m Here to Help! Throughout the guide, I will help you with tips for launching your TotalSnap site. Follow us on Facebook for additional tips and information about TotalSnap. www.facebook.com/totalsnap ”





TotalSnap Content Checklist

The content checklist below outlines each of the steps within the Getting Started Guide needed to successfully design and launch your new TotalSnap. As you work through each step, use the checklist below to keep regular track of your progress.

Step One - Website Branding

- Create your website logo image page 10
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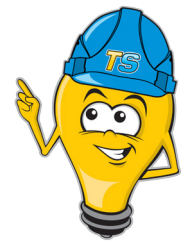
Step Four - Social Media Integration

- Gather links to your Social Media sites page 51
- Configure your Social Media links in TotalSnap page 52

How to Log into your TotalSnap account

Your TotalSnap user name and password were emailed to the email address that you provided on the purchase form. To log into your TotalSnap account please visit www.totalsnap.ca (CDN) or www.totalsnap.com (INTL) and enter your log in information.

"You can use the lines below to write down your login information for quick reference in the future.



My TotalSnap User name:

My TotalSnap Password:

Overview of TotalSnap Editor

The TotalSnap editor consists of three main parts:

1. the main menu
2. the content tool panel
3. the photo gallery

You can display a maintenance message when working on your TotalSnap by checking off the site offline box."



Main Menu

The main menu enables you to perform global functions such as saving your work, publishing or un-publishing your website, viewing your site, adding images to your photo gallery, adding your site to Facebook, creating a shopping cart for your site and logging out of the TotalSnap editor.



1. Home Button: The “home” button will take you to the edit view of your TotalSnap website. It will also return the content tool panel to its starting position.

2. Photo Gallery: The “photo gallery” button will take you to where you can upload and manage photos for your website.

3. View Site: The “view site” button will open your website in a new browser window. Note that only saved content will display.

4. Save: The “save” button will apply all of your changes to your live TotalSnap website.

5. Logout: The “logout” button will close the TotalSnap editor and return you to the login screen. Any unsaved work will be lost.

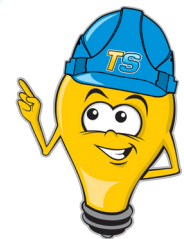
6. Site Offline: The “site offline” check box will display a maintenance message to visitors of your website rather than the currently saved content for the site. This is useful when you have updates that are not quite ready for public viewing.


7. Add TotalSnap to Facebook: The “Add TotalSnap to Facebook” button is used to install the TotalSnap Facebook App that allows you to add your TotalSnap to a Facebook Business page.

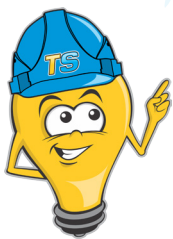
8. Add Online Shopping: The “Add Online Shopping” button opens an online form for you to contact BeanStream and apply for a merchant account for credit card processing.

9. View Mobile Version: This button allows you to view the mobile version of your site.

“Save your work often to avoid wasted time! I recommend saving your work after every major change!”

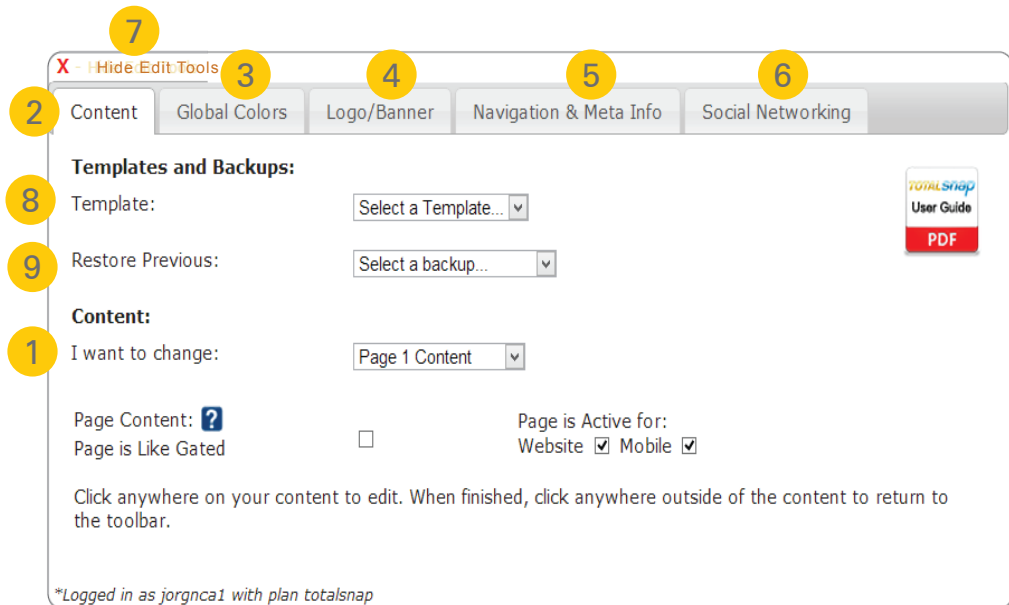


“Help Icons: Mousing over this icon will display help for the relative tool.” 



TotalSnap Content Tool Panel

All of the tools you need to create and edit your web content are contained in a single tool panel.



1. **I want to change:** Allows you to switch between the different content options using the drop down menu.
2. **Content Tab:** Where you can edit the text and visual components of your website pages.
3. **Global Colours Tab:** You can choose colours for your website content like background, text and others.
4. **Logo/Banner Tab:** Where you upload your logo and banner images.
5. **Navigation & Meta Info Tab:** Used for adding Meta data, configuring your navigation and setting up features like Google Analytics.

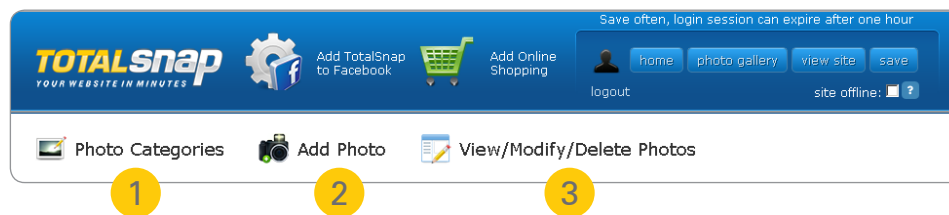
6. **Social Networking Tab:** This is where you configure your links to social media websites and manage interactive social media widgets.
7. **Hide Edit Tools:** To hide the tool panel click the “Hide Edit Tools” button at the top left of the panel. To show the tool panel, click the “Show Edit Tools” button at the beginning of your web page content.
8. **Template:** Choose one of the template options (Artistic, Corporate, Professional, Trades) that will suit your site best.
9. **Restore Previous:** Allows you to restore previously saved versions of your TotalSnap site.

“Now that you have had an overview of the Total Snap Editor... Let’s get started on branding your website!”



TotalSnap Photo Gallery

The TotalSnap Photo Gallery is a tool for organizing, uploading, and the management of your website’s images.



1. **Photo Categories:** The photo category area is where you can edit and create categories for your photo gallery.
2. **Add Photo:** This is where you add images to the photo galleries that you create.
3. **View / Modify / Delete Photos:** This is where you can edit existing images that you have uploaded.



Step One Website Branding

Website Branding

One of the steps when starting a new website is to add your business’s branding to the website; like a logo, company colours, and any other content that reflects the image you want to portray about your business. Depending on your artistic talents, creating branding elements like your logo, text fonts, and colours maybe something you can do or it may be something that you may want to seek professional help with. Website branding is important because it differentiates you from your competition. It also helps to visually represent your business to you clients.

“Remember: You don’t get a second chance on a first impression! We recommend using our professional graphic design services to create your logo for you.”

Do you have an existing Logo?

Use your existing business logo if you have one. Logo and branding are key pieces for marketing your business both online and offline.

Do:

- ✔ If you used a professional to create your logo we recommend that you use the copy of the file they sent you.
- ✔ If you do not have a logo for your business, we recommend seeking professional help.



Good quality logo



Good quality logo

"The Logo image area is 900 x 130 pixels and images used must be PNG or JPG file format."



Don't:

- ✘ Use a low quality image or scan the logo from your letter head or business card.
- ✘ Use clip art and images that you do not have the rights to use.



Bad quality logo



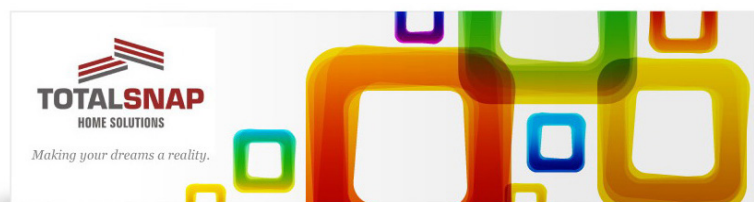
Bad quality logo

Creating Your Logo Image

The logo image area is used to display your company logo with a slogan or tag line about your business or products/services. There are many ways of using this area and ultimately it is up to you and your creativity as to what goes here.

Do:

- ✔ Include your company logo and a picture or symbol of some sort that reflects your business or products and services.
- ✔ Include the name of your company and a short and snappy slogan.



Logo area examples using proper formatting

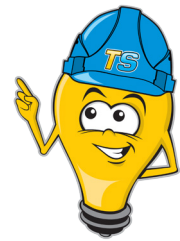
Don't:

- ✘ Use clip art or images that you do not have the rights to use.
- ✘ Use too much text or create a busy, bold or dramatic header image that competes with the rest of the design.



Logo area examples using improper formatting

“The banner image needs to be 900 x 245 pixels and must be PNG or JPG file format.”



Website Banner Images

The banner image of a website is likely to be the first thing people will look at when they visit your site and it gives you an opportunity to showcase your business products and services. There are no rules how a banner should look and basically there are no limits to your creativity when it comes to designing your banner. Depending on your artistic talents and skills, creating your website banners may be something you can do or you may want to seek professional help.

Creating your website banner

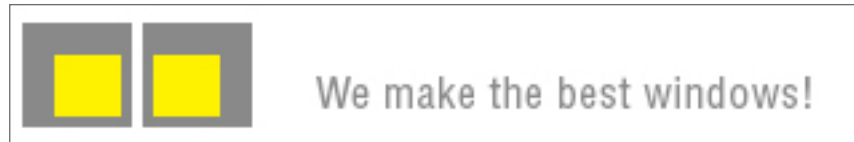
There are many ways to create your website banner images; keep it simple and guide your visitor's attention, make a statement, or convey trust. You can also add some artistic elements and attract attention, appeal to people, and look professional. You can upload one banner image or you can upload multiple banner images to rotate as a slide show on the website. The banner image needs to be 900 x 245 pixels and must be PNG or JPG file format.

“Make sure you consider the goal and purpose of your site before you decide on how you want to go about your design.”



Do:

- ✔ Use images that reflect the content of your website.
- ✔ Use images that showcase your business, product, or service.
- ✔ Use text tag lines and “Calls to Action.”



Banner area examples using proper formatting

Don't:

- ✘ Use clip art or images that you do not have the rights to use.
- ✘ Put too much text on the banner.
- ✘ Use a busy, bold or dramatic header image that competes with the rest of the design.



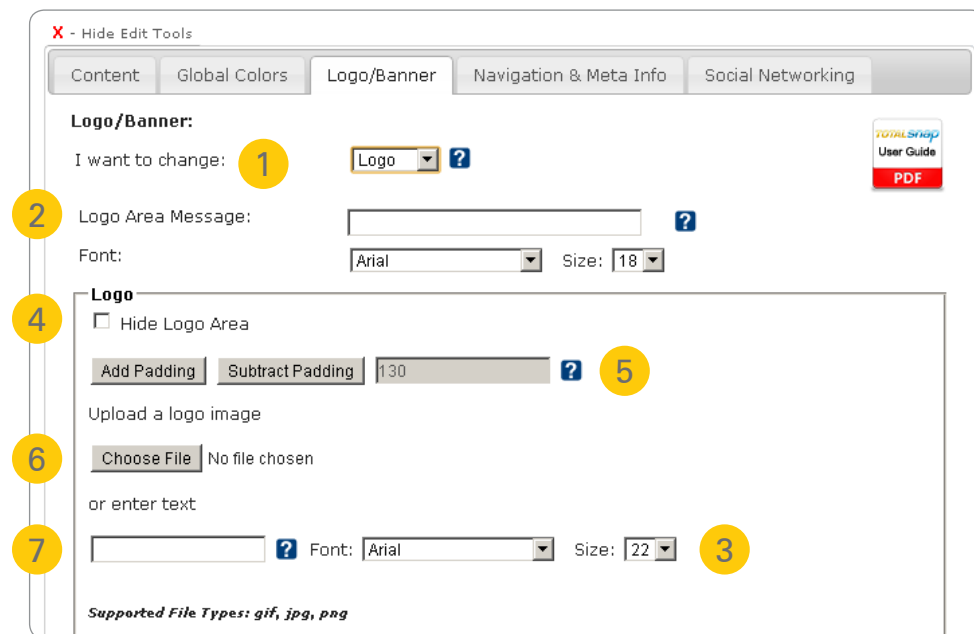
Banner area examples using improper formatting

Upload your Logo and Banner Images to TotalSnap

You can upload your Logo and Banner images using the “Logo/Banner” tab. The “Logo” area is the very top of your page and the “Banner” area is just below that.

Upload your Logo Image

The logo area is a place where you can display your company logo, and optionally, a slogan or phrase. Let’s examine the controls in the “Logo” area of the tab in the order that they appear.



1. **I want to Change:** Allows you to switch between the Logo options and the Banner options using the drop-down menu.
2. **Logo Area Message:** You can type text that will appear to the right of your logo image. How well the text fits with the image will depend on the size of the image. You may need to experiment a bit before it fits just right.
3. **Font & Size:** You can change the font and text size for your logo area message using the drop-down menu labelled “Font” and “Size”.

“For more design options, you do not have to display both the banner and your logo, you can choose to only display one or both.”

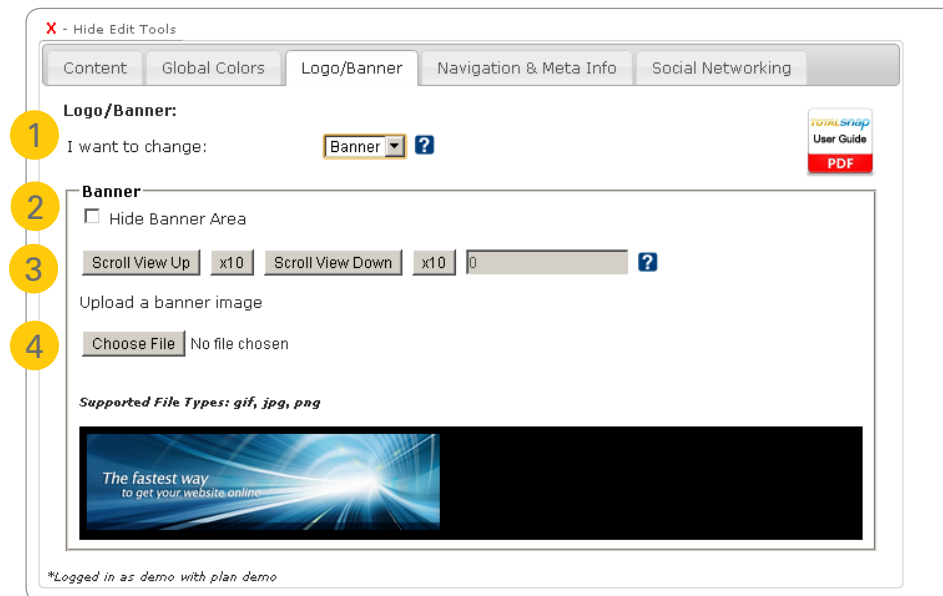


4. **Hide Logo Area:** If you don't want to use the logo area as part of your website layout, click the check box labelled "Hide Logo Area".
5. **Padding:** This is in reference to the area above and below the logo area. Click the button labelled "Add Padding" or "Subtract Padding" to adjust the size of the area.
6. **Uploading a Logo Image:** To upload a logo image click the "Browse" button under the heading "Upload a logo image". Select the image file from your computer that you wish to use for your logo image and it will automatically be uploaded.
7. **Text Alternative:** If you just want the name of your company to appear in text, rather than an image, simply enter the text into the "or enter text" field. You can change the font and text size using the drop-down menu.

Upload your Banner Image

The banner image is located directly beneath the logo area. You have two options for this area; you can display a static banner image, or you can display rotating banner images. If you want to use rotating banners, please refer to the photo gallery section of this guide for details. See [page 37](#).

“If you want the image to fit the banner area exactly (leaving no space on the sides, make the image exactly 900 pixels wide and 245 pixels high.”



1. **I want to Change:** Allows you to switch between the Logo options and the Banner options using the drop-down menu.
2. **Hide Banner Area:** If you don't want to use the banner image area as part of you website, click the check box labelled "Hide Banner Area".
3. **Scrolling the Viewable Portion:** If your image's height is larger than 245 pixels, choose the portion of the image that will be visible. Click the buttons labelled "Scroll View Up" or "Scroll View Down" to adjust the visible portion of your banner image. The buttons labelled "x10" adjust the visible portion of the banner 10 pixels at a time.
4. **Uploading a Banner Image:** To upload a banner image click the "Browse" button. Select the image file from your computer that you wish to use and it will automatically be uploaded.



“Sometimes choosing a set of colors that look good together can be challenging. Here is a great tool to help you: <http://kuler.adobe.com> If you already know the HEX colours values, simply type them into corresponding fields starting with #”

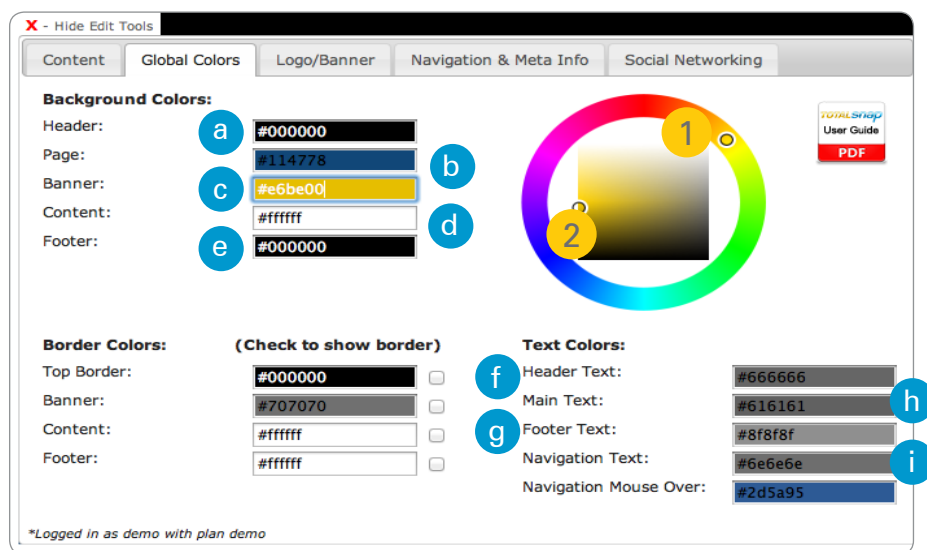


Your Website’s Global Colour Theme

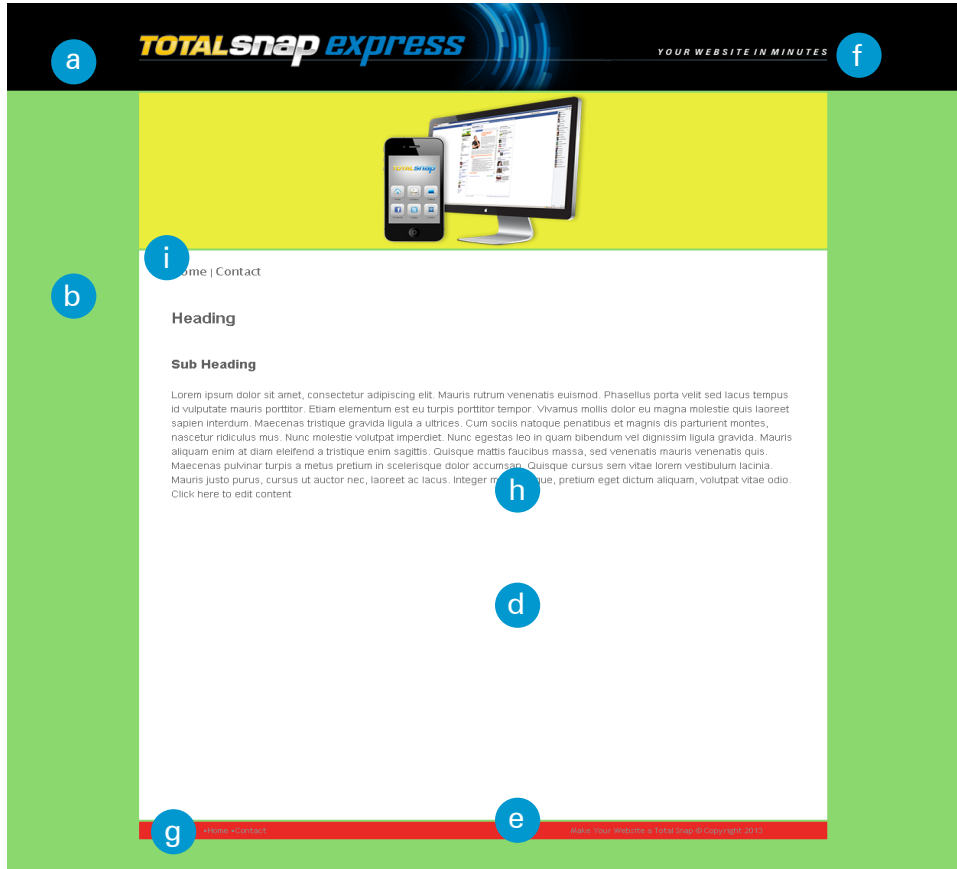
Sometimes the most difficult aspect of getting your website to look good is the colour selection. If you select colours that don’t go well together you can end up with an unpleasant looking website. Many areas of your TotalSnap website can be assigned a colour that will be used throughout every part of your website, including page backgrounds and text colours.

Configure your Global Colour Theme

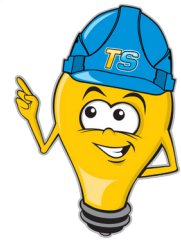
To change a colour for any component of your TotalSnap, click the field next to the corresponding label and the TotalSnap colour wheel will appear. To change the current colour of the selected component; left click the outer ring and hold down the mouse button and move your mouse along the ring to select the colour you want to use. To change the shade of a colour, simply do the same thing inside the inner square.



- 1 The outer ring is made up of the entire colour spectrum.
- 2 The inner square contains all shades of the colour.



“Remember to save your work often to avoid frustration! You are now ready to Step Two.”



The colours that you chose on the edit tools panel for your background (Header, Page, Banner, Content and Footer) will show on your TotalSnap site. You can also specify colours for the borders of elements and your text. The numbers in each of the color fields are the hexadecimal representation of the colour. If you know the exact hexadecimal number of the colour you want to use, you can type the number directly into the field without using the colour wheel.



Step Two

Setup your Metadata and Navigation menu

Create your TotalSnap Page Titles

Your website page titles tell both users and search engines what the topic of a particular page on your website is about. The web page title is used by search engines to help them determine the topic of your page. Search engines like Google use your title as the link text you click in the search engine results.

Do:

- ✔ Use a page title that effectively communicates the topic of the page’s content and what information the end user will find on the page.
- ✔ Use both short and informative titles; A maximum of 70 characters including spaces is recommended.
- ✔ Use a unique title for each of your pages.

Don’t:

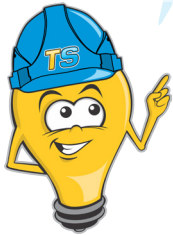
- ✘ Choose a title that has no relation to the content on the page.
- ✘ Use default or vague titles like “Untitled” or “New Page 1”.
- ✘ Stuff unneeded keywords in your title tags.
- ✘ Use the same page title on all of your pages or even a group of pages.

“Remember page titles are an important aspect of search engine optimization. They are displayed in search engine results. Use the table below to write your page titles.”



Page	Title
Page 1 Title	
Page 2 Title	
Page 3 Title	
Page 4 Title	
Page 5 Title	
Contact Page Title	
Gallery Page Title	
Shopping Cart	
Facebook Events	
RSS Feed	

“Use page descriptions to provide a summary of what your page is about. Search engines will display your description on the results page”



Create your TotalSnap page Descriptions:

The page description is used in search engines results and appears directly beneath the page title link. Potential customers can read your description on the search results page and it helps them make a decision about choosing to visit your web page. Write a page description that both informs and interests users.

Do:

- ✓ Use unique page descriptions for each page of your TotalSnap.
- ✓ Make sure that it is written well and grammatically correct.
- ✓ Use a good page description that is approximately 2 sentences (no more than 150 characters)
- ✓ Include a “Call to Action.”

Don't:

- ✗ Write a page description that has no relation to the content on the page.
- ✗ Use generic descriptions like “This is a web page” or “Page about baseball cards”.
- ✗ Fill the page description with only keywords.
- ✗ Copy and paste the entire content of a document into the page description box.

Page	Description (no more than 150 characters each)
Page 1	
Page2	
Page 3	
Page 4	
Page 5	
Contact Page	
Gallery Page	
Facebook Events	
RSS Feed	
Shopping Cart	

“Remember to make your page descriptions easy to read. Please use this table to write your page descriptions.”



“To avoid having your page description truncated by search engines, use a maximum of 150 characters.”



Enter your Page Descriptions and Titles

Enter your page descriptions and page titles using the “Navigation & Meta Info” tab on the Content Tool Panel. We will examine the controls in the Navigation & Meta Info tab in the order that they appear.

- 1. Meta Information:** To edit the meta data select the radio button for Meta Information.
- 2. Select Page for Meta Editing:** Select the radio button next to the page you want to edit.
- 3. Title:** The input field labelled “title” should contain the name of your business and perhaps a short description or tag line.
- 4. Description:** Use the description field to add the description text for each page. This is used only by search engines such as Google and will not appear anywhere on your site.

Setup your Navigation Menu Titles

To edit your Navigation Menu Titles select the “Navigation and Meta Info” tab on the TotalSnap Tool Panel. The “Navigation and Meta Info” tab is where you specify what text will be used to create your menu titles for your navigation menu, the order of the pages, as well as set up the Google Maps integration.

Create your TotalSnap Navigation Menu:

You can add custom menu titles for each page on your TotalSnap. The menu titles that you enter will be used to create your main navigation bar. Make sure that the menu titles you use for each page reflect the content of the page that it connects to.

Do:

- ✔ Use menu titles that reflect the page’s content.
- ✔ Use menu titles that are quick and easy to understand.

Don’t:

- ✘ Create complex menu labels that are not meaningful to the end user.
- ✘ Use menu labels that are more than 2-3 words in length.

“Please use the table on the bottom to write down your page titles and you can also determine the order in which you want them to appear on your site.”



Website Navigation	Order	Page Menu Title
Page 1 Menu Title		
Page2 Menu Title		
Page 3 Menu Title		
Page 4 Menu Title		
Page 5 Menu Title		
Contact Page Menu Title		
Gallery Page Menu Title		
Facebook Events Page Title		
Shopping Cart Page Title		

The first five fields under the heading “Navigation” is where you type the text that will appear in your navigation menu for your content pages. Enter the titles that you created using this guide.

1. **Pages 1-5 Menu Text fields:** Enter the text that will appear as the navigation links that your visitors will click to go to pages 1-5 of your TotalSnap.
2. **Contact Menu Text:** Enter the text that will appear as the navigation link your visitors will click to go to your contact page.
3. **Gallery Link Text:** Enter the text that will appear as the navigation link your visitors will click to go to your photo gallery page.

4. **Main Menu External Link Text:** Enter the text that will appear as the navigation link your visitors will click to go to an external page of your choosing. For example if your main website is bestcoffee.com, you could enter “Main Website” in the “Main Menu External Link Text” field, and “http://bestcoffee.com” in the “Main Menu External Link” field.

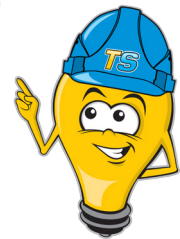
5. **Main Menu External Link:** Enter the URL (web address) that visitors will be taken to if they click the text specified in the “Main Menu External Link text” field. This will provide a link in your navigation menu that visitors can use to get to your main website.

6. **Footer Menu External Link Text & Footer Menu External Link:** These function exactly the same way as the “Main Menu External Link Text” and “Main Menu External Link” fields, however this navigation link will appear in your page footer rather than the main navigation.

7. **Font & Size:** Change the font for your navigation menu by selecting from the drop-down list labelled “Font”. You can change the size of the font by selecting a corresponding font size from the drop-down list labelled “Size”.

8. **Main Menu Order:** Each menu text option has a drop-down list next to it. Inside the drop-down list are numbers 1-11. These numbers determine the order of the links in your navigation menu. One will be first, followed by two and so forth. If there is more than one entry with the same number, their natural order will determine which comes first.

If you are using TotalSnap as your promotional website or to manage your Facebook content and you have a second website, it is an excellent idea to specify that second website as an external link.



To protect you against SPAM your email address will not be visible to the public. The form will email you at the address you specify for your business email address.



Contact Information for website

Determine what contact information you would like to provide your customers on your website. The important thing to remember is to use contact information that you are ok with sharing online. You will also need to choose a main email address to send you the submitted contact information from your contact form.

Please use form below to finalize your contact information for your TotalSnap.

Business Contact Information

Business Name	<input type="text"/>
Business Email	<input type="text"/>
Phone	<input type="text"/>
Fax	<input type="text"/>
Toll Free	<input type="text"/>
Address 1	<input type="text"/>
Address 2	<input type="text"/>
City	<input type="text"/>
Province / State	<input type="text"/>
Postal Code	<input type="text"/>
Country	<input type="text"/>

Enter your Contact Information into TotalSnap

To enter your Contact Information, select the “Content” tab on the TotalSnap Tool Panel, then select the “Contact Information” option in the “I want to change” drop-down menu.

The screenshot shows the 'Content' tab interface with the following fields and values:

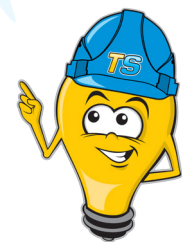
- Template: Select a Template...
- Restore Previous: Select a backup...
- I want to change: Contact Information
- Font: Verdana, Size: 12
- Business Name: [Blank]
- Business Email: [Blank]
- Phone: 250 586 4678
- Fax: 250 586 4678
- Toll Free: 1 877 291 7578
- Address 1: #10 - 1176 Franklin's Gull Road
- Address 2: [Blank]
- City: Parksville
- Province/State: British Columbia
- Postal: V9P 2M9
- Country: Canada
- Show Map:
- Show Contact Form:

*Logged in as riveeca1 with plan totalsnap

“Avoid using a bunch of different fonts and sizes for each area of your website. It will look awkward and not have a “clean” feel. Only use different fonts and sizes when promoting piece of text, otherwise use the same font and font size throughout your site.”

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

- Font:** You can edit the font size and style of your Contact Information displayed in TotalSnap. The “Font” option allows you to select the font style and “Size” allows you to select the size of the font that will be used.
- Business Name:** Enter the name of your business in the field. The business name is used to help Google Maps place your business location correctly on the map.
- Business Email:** This is where you enter the email address that will receive inquiries made via your website contact form and Facebook contest form.



"Congratulations!
You are
now ready
to complete
Step Three.
Remember to
save your work
often to avoid
frustration!"



- 4. **Phone and Address:** Type the corresponding information into each field. If a field does not apply to you, leave it blank.

- 5. **Show Map:** If you want a Google map with your physical location displayed on your contact page, select this check box. This is generally a very good idea unless you don't have a physical location that you do business out of. Be sure to register your business with Google Places by visiting <http://www.google.com/places>

- 6. **Show Contact Form:** Select this option if you want to allow visitors to contact you via email.

Notes:



Step Three Website Content

“Content is King! Each page of content should be a minimum of 750 words. This will ensure better search engine results.”



Create your Website Text Content

Creating compelling and useful content for your visitors will likely influence your customers more than any of the other factors discussed in this guide. Customers know good content when they see it and will likely want to share it with other users. This could be through, social media, email, forums, or other means. Organic or word-of-mouth buzz is what helps build your site's reputation with both users and search engines, and it rarely comes without quality content.

Anticipate differences in users and offer unique, exclusive content!

Think about the words that a customer might search for to find your business, products or services. Users who know a lot about the topic might use different words in their search queries than someone who is new to the topic. Anticipating these differences in search behaviour and accounting for them while writing your content will help to produce positive search engine results. Create a new and useful content; write an original piece of research, break an exciting news story, or leverage needs of your unique customer base.

Key content for a website:

- ✔ Your home page is the first thing a customer sees on your website, but too often not enough effort is put into its creation. A home page is the showcase for what you have to offer. A good first impression will retain visitors and make them customers.
- ✔ Create a page where you can detail what your business is about, the company history, policies, and philosophies. This information will provide insight into your business and help build credibility with your customers.
- ✔ Good reviews and customer testimonials. New visitors are likely to become new customers if they can read all the positive feedback existing customers have given about your business, products, or services.

- ✔ Frequently Asked Questions (FAQ) helps customers to find answers to common questions about your business, products and services. You can create this content by simply answering common questions.
- ✔ Outline your business practices on your website. Tell your customers how to do business with you. Provide key information about your policies on returns, refunds and guarantees.

Write easy-to-read text

Users enjoy content that is well written and easy to follow.

Do:

- ✔ Write clear and concise content that reads well.
- ✔ Write your content to focus on the needs of your potential customers

Don't:

- ✘ Write sloppy text with many spelling and grammatical mistakes.
- ✘ Embed text in images for textual content; search engines can't read it.

Stay organized around the topic

It's always beneficial to organize your content so that visitors have a good sense of where one content topic begins and another ends. Breaking your content up into logical chunks or divisions helps users find the content they want faster.

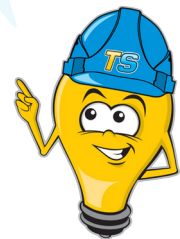
Do:

- ✔ Use topic headings and titles to ease navigation of your content.

Don't:

- ✘ Dump large amounts of text on varying topics onto a page without paragraph, subheading, or layout separation.

"Take time to lay out your pages. This will help you design your pages and save time by reducing the number of changes you make overall."



Create fresh, unique content

Do:

- ✓ Write new content that will keep your existing customer base coming back, and bring in new visitors.
- ✓ Include “Calls to Action” to motivate customers to take action.
- ✓ Provide a few various opportunities for your customers to interact with your content.

Don't:

- ✗ Rehash existing content that will bring little value to customers.
- ✗ Have duplicate versions of your content across your site.

Create content for your users, not search engines

Do:

- ✓ Design your site around your visitors' needs.
- ✓ Write text that uses language that is meaningful to your customers.

Don't:

- ✗ Insert numerous unnecessary keywords aimed at search engines but is annoying to users.
- ✗ Have blocks of text like “frequent misspellings used to reach this page” that add little value for users.
- ✗ Deceptively hide text from users, but displaying it to search engines.

Gather Images for your website

Effective content is not limited to words; make use of non-text content such as images, charts, and graphs to inform and entertain your site visitors. Images can be a powerful component of your website. Generic “stock” photographs could have a negative effect; think carefully before you put a stock photo on your site. Consider the alternatives; use real photos and other images of your business you can personalize your business and build rapport with your customers.

Use images to tell a story: pictures, graphs, diagrams, and illustrations help tell your story. In virtually any marketplace, charts, graphs, and especially original informative photos help customers to grasp what you’re selling making them more likely to buy.

“You can place your images in a gallery, in any page content or as a slide show for your banner. Make sure that you have the rights to use the images that you selected for your site”



Use brief, but descriptive file names

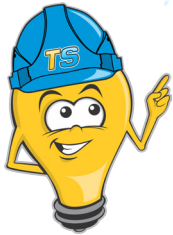
Do:

- ✓ Use short but descriptive file names.
- ✓ Use names that reflect the content of the picture.
- ✓ Use different file names for every image.

Don't:

- ✗ Use generic file names like “image1.jpg”, “pic.gif”, “1.jpg” .
- ✗ Write extremely lengthy file names.
- ✗ Stuff keywords into alt text or copying and pasting entire sentences.

Help search engines determine what your pictures are about. Titles and descriptions for your images should be considered an important part of your website content."



Create Image Title

The image title is displayed in the Photo Gallery as the image's title and is used by search engines to help identify what the image is about.

Do:

- ✔ Use titles that are both short and informative.
- ✔ Make sure the title reflects the content of the image.

Don't:

- ✘ Use extremely lengthy titles that are unhelpful to users.
- ✘ Stuff unneeded keywords in your title tags.

Summarize the image's content

Do:

- ✔ Write a description to describe and inform customers what the images content is.
- ✔ Use clear and concise language.
- ✔ Describe how the image relates to your business.

Don't:

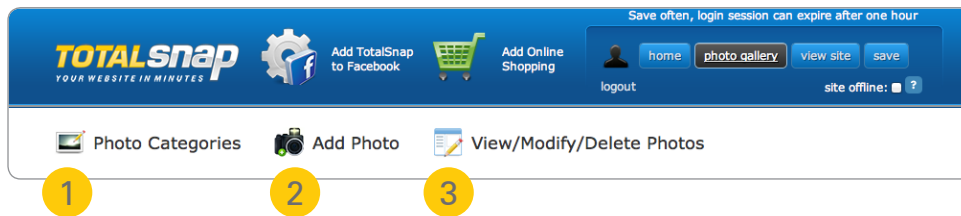
- ✘ Write a description that has no relation to the content in the image.
- ✘ Use generic descriptions like "This is a car".
- ✘ Fill the description with only keywords.

Upload your Images to TotalSnap

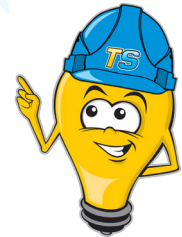
You can place your images in a gallery, on your page as content or as a slide show for your banner. Remember to enter your image titles and descriptions for each picture. By selecting the Photo Gallery button, you can add categories, upload, or edit your images. To create a basic photo gallery, simply add the photos to the gallery and they will appear as a menu item on your website.

TotalSnap Photo Gallery

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



“Remember that web images require less resolution than print images. Maximum image file size is 3 MB. Files that are too large could cause the system to timeout.”



The Photo Gallery has three options in the main menu to choose from:

1. **Photo Categories** will take you to the category management area.
2. **Add Photo** takes you to the photo upload tool.
3. **View/Modify/Delete Photos** takes you to the photo management.

“If you want some of your images to only be visible as part of your rotating banner, or as part of your page content, but not in the gallery, you can select “Exclude from gallery” option and Show on.”



Photo Categories

To create a new photo category, type the name of the category in the input field labelled “New Category Name”. There are two check box options:

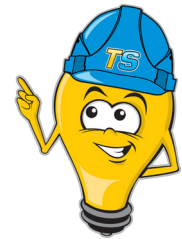
1. **Show on front page slide show:** Checking this option will take any images added to this category and rotate them in your banner area. If you specified a banner image in the Logo/Banner settings of the tool panel, it will be replaced by the slide show.
2. **Exclude from gallery:** Checking this option will prevent images in this category from being accessible to your visitors.

Once you have entered a name in the category field and selected the options you want; click the “Add Category” button. Upon success, the screen will be automatically refreshed with the message “Category Added”.

Editing Categories

The second area of the Photo Category screen is for modifying existing categories. Select the category you want to modify from the drop-down list labelled “Select A Category”. To change the name of the category, enter the new name in the input field labelled “Rename the category selected in the drop box above”. If required, change the check box selections “Show on front page slideshow” and “Exclude from gallery”.

“You can use this area to manage Image Categories that you have previously created.”



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

2. **Deleting a Category:** If you want to delete the category, click the “Delete Selected Category” button.

Add Images to Photo Gallery

To add a photo to an existing category, click the “Add Photo” button in the Photo Gallery menu. If you are uploading multiple images repeat the following steps for each image that you would like to use.

The screenshot shows the 'Add Photo' form in the TOTALsnap interface. The form is titled 'Add Photo' and is part of a menu that also includes 'Photo Categories' and 'View/Modify/Delete Photos'. The form contains the following fields and elements:

- 1** Select Category: A drop-down menu currently showing 'PRODUCTS'.
- 2** Photo Title: A text input field.
- 3** Title Link URL (Should start with http://): A text input field.
- Price: A text input field.
- Purchase Link URL (Should start with http://): A text input field.
- Purchase Button Text: A text input field.
- 4** Photo Description: A rich text editor with a toolbar containing options for Source, Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, and a Help icon. Below the toolbar are 'Styles' and 'Format' dropdown menus.
- 5** Select Photo: A 'Choose File' button next to the text 'no file selected'.
- 6** Add Photo: A blue button at the bottom of the form.

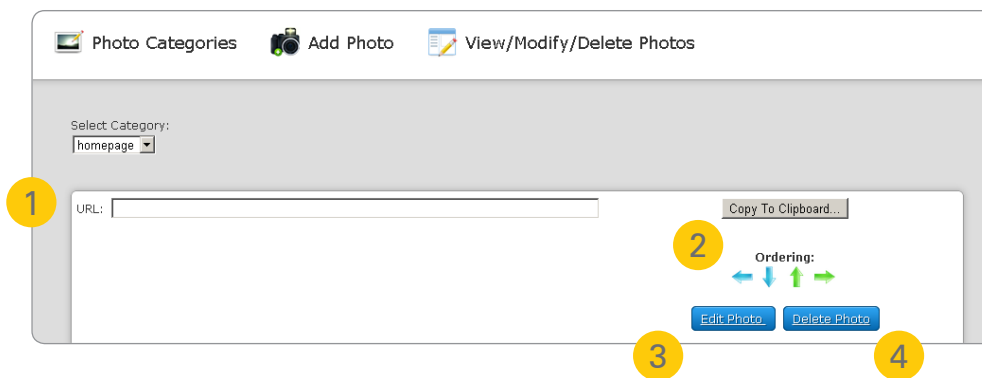
- 1. Select the Category:** Select the category by clicking the drop-down menu labelled “Select Category” and choose the category for the image in your site.
- 2. Photo Title:** This text will appear as the title for the photo in the gallery section.
- 3. Title Link URL:** If you want the photo title to function as a hyper-link, enter the web address here.

4. **Photo Description:** Type in a full description of the photo. Try to write two to three sentences that describe what the photo is and how it relates to your content.
5. **Select Photo:** Click the “Choose file” button located next to the field labelled “Select Photo” and select the photo you want to upload.
6. **Add Photo:** Click the “Add Photo” button. Once the image has been uploaded the add photo screen will be reloaded with the message “Photo Added”.

“There is no limit to the number of images you can upload to your photo gallery.”

View/Modify/Delete Photos

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



1. **The Image URL:** If you want to use an image in your page content, you will need the URL. To get the URL, click the button labelled “Copy to Clipboard” for the photo you want to use. You will see a message that reads “Copied text to clipboard”. You are now ready to use the picture as content on your website.
2. **Ordering:** Often you will want to change the order that your images appear in the gallery. There are four arrows for each photo.

"You can save time by organizing the order of your photos before uploading them to the photo gallery."



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

4. **Deleting a Photo:** If you want to remove the photo from your gallery, click the button labelled "Delete Photo".



Clicking the arrow that points to the left will move the image to the very front (top) of the order.



Clicking the arrow that points down will move the photo towards the end of the order (down) one spot.



Clicking the arrow that points up will move the photo towards the beginning of the order (up) one spot.



Clicking the arrow that points to the right will move the image to the very end (bottom) of the order.

Enter Your Page Content Into Totalsnap

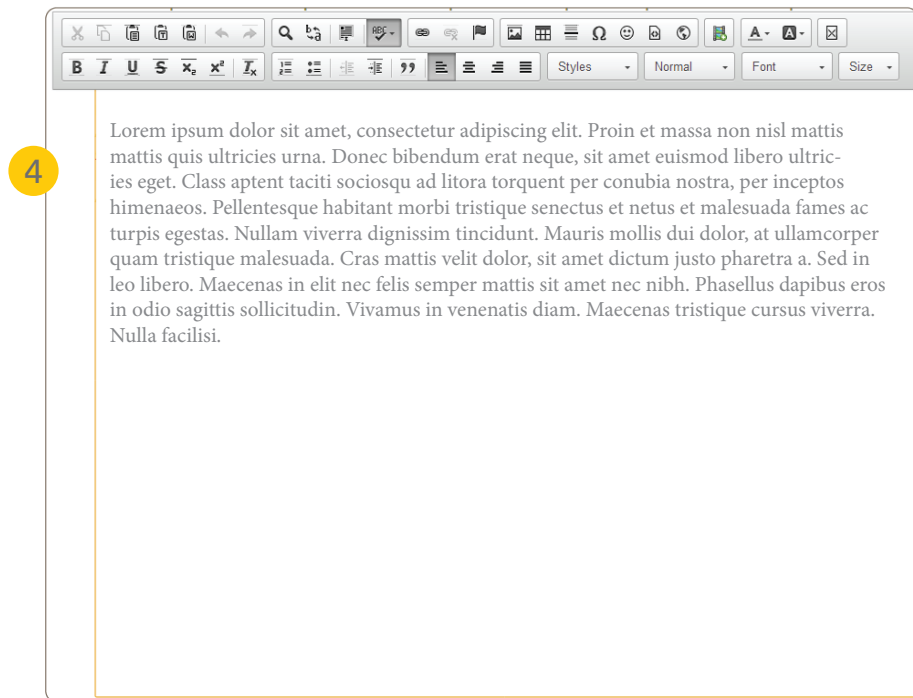
The content tab controls content for eleven different pages on your TotalSnap site. This is also the area where you can change the headings on your website. You can start by typing in your text or cut and paste from Microsoft Word using the “Paste from Microsoft word” button. You can also add pictures, links and videos using the icon buttons above the text box of the editor (Image 4) .

“ Select or click directly on the text you would like to edit and the content tool bar will automatically open.”

1. **“I want to change”**: Use this drop-down menu to select the page content you want to change.

2. **Page Content**: The content pages are labelled “Page 1 Content”, “Page 2 Content”, etc. These are the pages for your main website content. Click any of them to begin editing your content for that page.

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



4. **The Inline Content Editor:** Once you have selected one of these first five content pages, click inside the content area and you will see the TotalSnap content in line editor bar appear at the top of the content page. The editor is similar to Microsoft Word and other popular text editors.

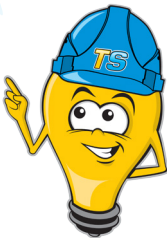
Inserting Images On Your TotalSnap Website Pages

Adding images to your website pages is a great way to help tell the story about you, your business and services. Generally people do not like to read page after page of just plain old text. Adding images will aid your visitors to understand what you are presenting and will help keep them interested in your website. Remember, a picture is worth a thousand words.

In order to be able to use an image on your TotalSnap page, you will need to add it to your Photo Gallery and then copy the URL of the image you would like to use. (see page 39)

Now that you have the URL of the image that you would like to use, let's return to the content pages and place your cursor in the content area where you would like to insert the image.

“Any changes to images you make using the inline content editor will not modify your original image.”



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1. **Image:** Click on the “image” button on the In-line tools and a box will open up.
2. **Image Property URL:** Paste the URL of the image into the box.
3. **Alternate Text:** Use this space to enter in an alternate text for the image.
4. **Width:** Use this field to adjust the width of the image.
5. **Height:** Use this field to adjust the height of the image.
6. **Border:** If you would like to have a boarder around your image, simply enter a number here. This must be a whole number like 1, 2, or 3 and so on. The higher the number, the thicker the boarder.
7. **HSpace:** Add horizontal padding to your image by entering in a whole number here like 1, 2, or 3 and so on.
8. **VSpace:** Add vertical padding to your image by entering in a whole number here like 1, 2, or 3 and so on.
9. **Alignment:** You can choose to have your image placed on either the “left” or “right” side of your page.
10. **OK:** Click the “OK” button to save the image settings and return to the content editor.

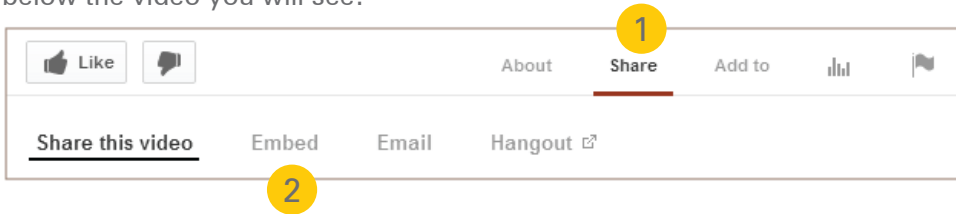
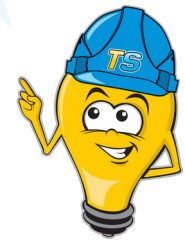
You will now see your image on your page and be able to edit it’s size, padding and web link.

Embedding Media On Your TotalSnap Pages

Adding rich media content to your website is a great way to showcase your business, products or services. You can embed media like YouTube videos, audio clips, calendars or almost any embeddable widget you can imagine.

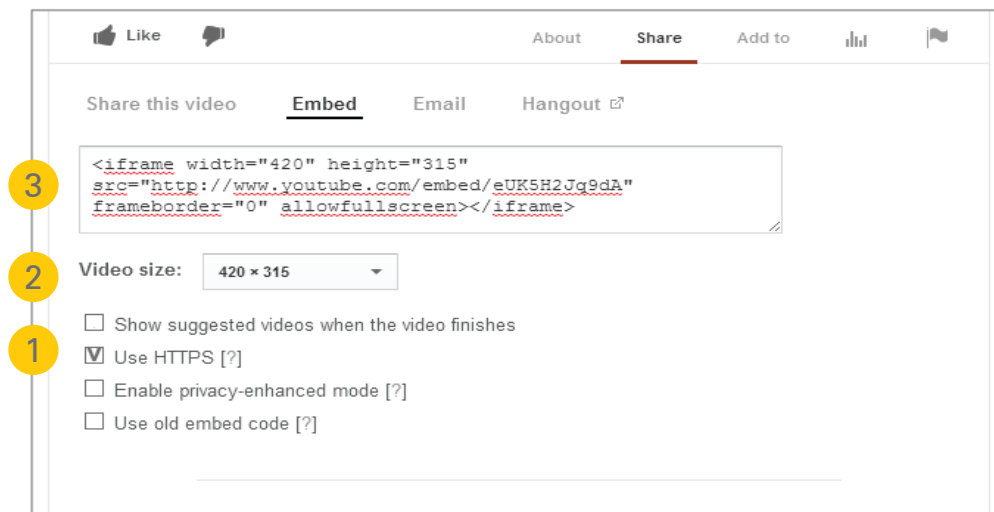
In order to embed a media widget on your TotalSnap page, all you need is the “embed code” for the media. For this example, let’s use a YouTube video. The first step is to locate the video you want to add on the YouTube website. Just below the video you will see:

“When embedding media, ensure to set the width of the widget so that it will display correctly on your site.”



1. **Share:** Click the “Share” button
2. **Embed:** Click the “Embed” button

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



1. **HTTPS:** Make sure to select only the “Use HTTPS” check-box and leave all other check-boxes unchecked.
2. **Video Size:** Choose from a selection of presets, or enter in a custom size. 640 x 480 is the maximum size TotalSnap can display without the video going outside the page’s borders.
3. **Copy the embed code:** The code will start with the text “<iframe”. After you click the box once, the content will turn blue. Keeping your mouse over top of the box, click the right mouse button, and select “copy”. You are now ready to add the embed code to your TotalSnap page.

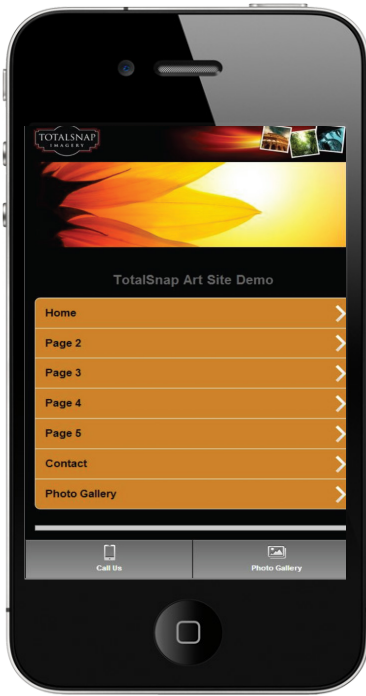
Now that you have the code for the video that you would like to use, let’s return to the content pages and place your cursor in the content area where you would like to insert the video.

1. **Embed:** Click the “embed” button on the in-line tool set and a new box will appear.
2. **Insert Code:** Paste the code that you copied from YouTube.
3. **OK:** Click “OK” to save the video to your TotalSnap page.

Once you click the “OK” button, you will see a red square outline appear with an “iframe” symbol in the middle. This is a place-holder for the video that you just embedded. Repeat the previous steps for each video that you would like to add to your TotalSnap pages.

Mobile Friendly Website

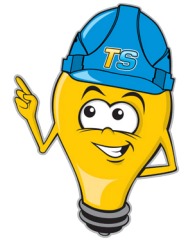
Each of your five web content pages can be displayed to users browsing your site using standard website browsing (from a desktop or laptop computer), a mobile device (smart phone or tablet), and Facebook. Facebook will be discussed later, so for now we will examine only standard website browsing and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



Page is Active for:
 Website Mobile

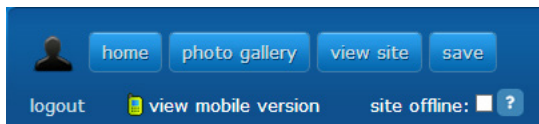
When a user visits your website using a mobile device, TotalSnap will automatically display a version of your site that is optimized for the smaller screens. TotalSnap will attempt to automatically scale down any images that are too large and adjust the surrounding text accordingly. Sometimes the results are simply better if you create the content with a smaller screen in mind right from the beginning, by selecting graphics that are smaller and look good on a small screen.

“Content that is created with TotalSnap will display just fine on both full screen displays and mobile devices.”



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

To see what your mobile site will look like during design, click “View Mobile Version” on the top blue panel of the TotalSnap editor.



“You are one step away from completing the set-up of your TotalSnap site!”



Headings

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

X - Hide Edit Tools

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

Templates and Backups:

Template:

Restore Previous:

Content:

I want to change:

1 Heading:

Font: Size:

Sub Heading:

Font: Size:

*Logged in as freepca1 with plan tsvarhn

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

2. **Font & Size:** You can change the font for your heading and sub heading by selecting from the drop-down list labelled “Font” under the corresponding heading. Change the size of the font by selecting a corresponding font size from the drop-down list labelled “Size”.

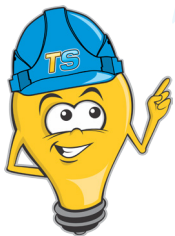


Step Four Social Media Integration

Gather links to your Social Media Sites

The final step to configuring and launching your TotalSnap website is to determine which social media sites you would like to provide links to. TotalSnap has automatic button links that are located on the right hand side of your site for Facebook, Twitter, LinkedIn and YouTube. You can activate the links by entering in your specific URL link (Example: www.facebook.com/totalsnap) to your social media sites.

“Please fill this form with your social media links that you would like to include on your TotalSnap website.”



Social Media Links

Facebook	www.facebook.com/
Twitter	www.twitter.com/
Youtube	www.youtube.com/
LinkedIn	www.linkedin.com/

Configure your Social Media Links in TotalSnap

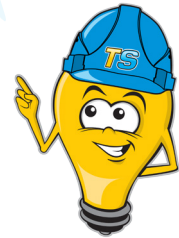
On the “Social Networking” tab of the TotalSnap tool panel; using the drop-down box that is labelled “I want to change”, select “Social Networking Links”. The following section deals with the various links from your TotalSnap page out to popular social networking sites.

Facebook Like Box / Button

The Facebook “Like” button is a popular tool for encouraging visitors to promote your site by broadcasting their “liking” it on their Facebook wall, and it also provides a means of gathering a following of people you can message with your business related updates via Facebook.



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



1. **Show Facebook “Like”:** To enable the Facebook “Like” button on your TotalSnap website, check the box labelled “Show Facebook Like” and then select either the “Box” or “Button” option.

2. **On Pages:** The next series of check-boxes that are grouped next to the label “On Pages” allow you to specify the pages on your website you want the Facebook “Like” button or box to appear on. You can choose any the first five content pages, the contact page, or select any combination until you are happy with the layout of your pages.

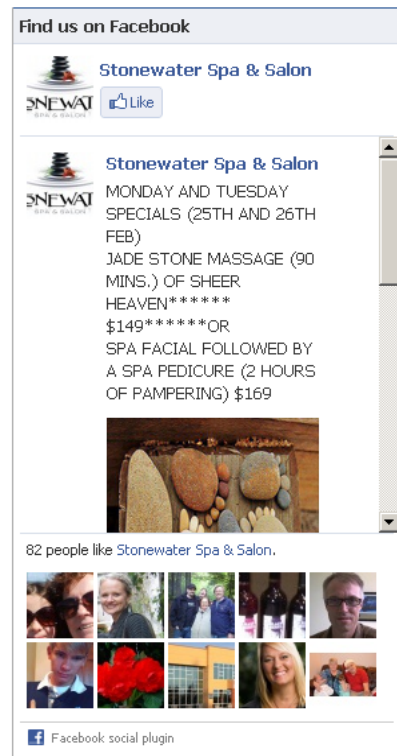
“Remember to save your work often to avoid frustration!”



3. **Facebook:** This is where you input your Facebook business page URL. If you have a valid Facebook URL configured, a Facebook link will appear in the upper right corner of your webpages.

4. **Twitter:** This is where you input your Twitter URL. If you have a valid Twitter URL configured, a Twitter link will appear in the upper right corner of your webpages.

5. **Twitter Feed:** This gives you the option of including your most recent Tweets in a Twitter box at the bottom of your page. Check this box to activate the feed. Insert screen shot of twitter feed at bottom of site.



6. **YouTube:** This is where you input your YouTube channel URL. If you have a valid YouTube URL configured, a YouTube link will appear in the upper right corner of your webpages.

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

8. **Facebook Box:** The “box” version displays your most recent posts as well as the number of people following you on Facebook.

9. **Facebook Button:** The “Button” version displays as a standalone button and takes up little space.



Congratulations on completing you
TotalSnap Website!
For more information/support please
check out www.support.TotalSnap.com and make sure to follow us at
www.facebook.com/Totalsnap

