



## Content management system User Guide

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## Technical Requirements

### COOKIES

In order to use the LayerSpace Content Management System (CMS) you will need to have cookies enabled in your browser. The cookie only stores information that is needed in order to move from one part of the CMS to another. No personal information is stored on the cookie.

### SECURITY

When you have finished a CMS session, please log out of your LayerSpace. This is especially important when using a computer in a public space such as an internet cafe or library, as it could be possible for someone to gain access to your LayerSpace details. The CMS is set up to automatically log you out after 15 minutes of inactivity.

### BROWSER AND OPERATING SYSTEM REQUIREMENTS

You will need to use a modern browser with Javascript enabled and (for certain functions) pop-up windows allowed.

The system has been tested with the following browser/operating system combinations

#### Mac OS X

- Firefox
- Safari
- Chrome

#### Windows

- Firefox
- Internet Explorer
- Chrome

If you have a choice, we suggest and recommend using Firefox on all computer platforms. The CMS may work with other operating system/browser combinations but no guarantee can be made that full functionality will be available.

### VIEWING YOUR WEBSITE

To view websites (Spaces), galleries, movie sections and text pages, again a fairly modern browser is required, with cookies enabled if password protection is being used. For Flash templates, Flash player version 8 or higher is required. Most computers built since 2006 will comply with these requirements.

The lightbox option also requires that the user has Javascript and cookies enabled.

If you are unsure as to whether or not your computer is suitable, the easiest way is to try it and see!



## Registration

### **STEP 1 - SIGNUP**

Joining LayerSpace could not be easier. Just go to [www.layerspace.com/register.php](http://www.layerspace.com/register.php) and enter a username (check first that it is available), a password and a valid email address. When you have agreed to the Terms & Conditions, you can click to continue.

### **NOTE ABOUT USERNAMES**

Choose your username very carefully as it is used for your main website URL and is difficult to change. If you decide to change it in the future there will be a charge due to the time involved.

### **STEP 2 - VALIDATE**

An email will be sent to you containing a link. When you click the link you will be taken back to the website and if all is well you will be validated and you can now login.

### **STEP 3 - LOGIN**

Go to [www.layerspace.com/login.php](http://www.layerspace.com/login.php) and enter your username and password. You will now need to choose the level of membership you require. Click on the link and choose the level from the drop-down menu. If you require passwords and/or the lightbox option, you can check the appropriate boxes. If you have any vouchers to use you can enter the numbers here.

### **STEP 4 - GET STARTED**

Congratulations! Your free LayerSpace trial has begun.

### **AFTER THE FREE TRIAL**

When you are ready to set up your account, log in and click the link to set up card payments. Check the details of your price plan before submitting the form. You will then be taken to a secure payment page to set up regular payments for your LayerSpace from your credit or debit card. Once the first card payment has been authorised, you will be returned to your LayerSpace homepage and you can use your LayerSpace account immediately.

### **CREDIT CARD SECURITY**

Payments to LayerSpace are securely handled by NETBANX - a well established and highly reputable company. No credit/debit card information is passed to or held by LayerSpace at any time.

## Getting started

### **MAIN NAVIGATION TABS**

These tabs are available on every page of the content management system

### **ACCOUNT DETAILS**

When you first log in you will arrive at 'ACCOUNT DETAILS'. This is your LayerSpace home page. You can get back to here at any time by clicking 'Your Account' at the top of any page. From here you can view and change anything to do with your LayerSpace account, such as price plan, email address, password and so on.

### **YOUR WEBSITES**

This takes you to the main content management area where you can manage your website(s), changing galleries, text pages and movie sections as well as the appearance of your site.

### **DOMAINS**

This tab gives you access to domain name hosting. Here you can set up hosting so that your website becomes linked with your domain name. You can also control email accounts which are linked to your domain name.

### **JUMP TO**

This is the main navigation device for the Content Management System. You can instantly go to the correct page to edit Spaces, HubSpace, configuration, image galleries and text pages using this menu.

## Account Details tab

### **MODIFY/CANCEL**

You can upgrade or downgrade your account, add or remove options such as Passwords and Lightbox, or cancel your account completely using the link to this page. This is also the page to go to if you have a voucher to use.

### **INVOICES**

Here you can view your payment history and print out invoices.

### **MESSAGES**

From time to time you will be sent messages which are accessed using the messages link from this page. Only messages concerned with aspects of your LayerSpace will be sent to you. You can mark messages as read, unread, or delete them, and you can sort messages using various criteria.

### **CHANGE PASSWORD / CHANGE EMAIL ADDRESS**

Use these to change the password used to log in to your account and the email address linked to your account (used by us to contact you).

### **EDIT ADDRESS/COMPANY**

Change the contact details linked to your account

### **SUPPORT TICKETS / NEW SUPPORT TICKET**

If you have a query or a problem please raise a new support ticket or view open tickets here.

### **LIGHTBOX SELECTIONS/SALES ORDERS**

(only available if you have the LightBox option)

When your customers make a selection of images and submit it you can see the results here. Any sales made through your website will also be listed here.

### **RECOMMEND A FRIEND**

Send an invitation to join LayerSpace to a friend. Your friend will be welcomed with a discount voucher for money off their first LayerSpace payment, and when they successfully sign up, you will be sent a voucher to reduce your regular monthly payments. If you recommend enough people you could reduce your LayerSpace bill to just £1 a month!

## Your websites tab

Clicking this tab takes you to a list of all the websites you have created. If your price plan only allows one website there is just one link. If you can create multiple sites you will have a link to all sites plus a link to the HubSpace. Each website will be entirely separate from the others. You can change the template of one and it will not affect another. This is one of the most powerful aspects of LayerSpace as it allows you to create a different website for several aspects of your work, or to upload a new set of images that you have created for a specific client, and to keep the new images separate from your main 'portfolio' website. Conversely you can choose to link some or all of your websites using the HubSpace (see HubSpace chapter).

### NOTE

We sometimes refer to websites created in LayerSpace as 'Spaces'.

### CREATING A WEBSITE

Click 'add new' and enter a name of up to 40 characters. Click save to add the Website.

### RENAMING A WEBSITE

Click 'rename' under the name of the site you wish to change. Change the name and click 'apply changes'.

### DELETING A WEBSITE

Click 'delete' under the name of the site you wish to delete. Confirm that you wish to delete the website by clicking 'confirm delete'. CAUTION - All images, image galleries, movie sections and text pages for the website will be deleted.

### MAKE A WEBSITE THE DEFAULT

Click 'make default' under a website name to make that site the default website for your account instead of the HubSpace

### EDITING THE CONTENT OF A WEBSITE

Either click 'edit content' under the relevant website name or choose an option from the JUMP TO menu. This will take you to the configuration page for that website. From there you can choose from lots of options to change the look and feel of your website, as well as change the content.

## The HubSpace (multiple website plans only)

### WHAT IS A HUBSPACE?

If you have more than one website, you can create a HubSpace. If your membership level allows only one website, you can skip this section.

Unique to LayerSpace, a HubSpace acts as a portal or entry point to your websites. Your HubSpace is the default website used when you enter the simplest LayerSpace URL ([www.layerspace.com?your\\_username](http://www.layerspace.com?your_username)). You can also choose to set any other website as your default, in which case the HubSpace will be de-activated.

### HUBSPACE EDIT MODE

Click on 'HUBSPACE' in the JUMP TO menu. This takes you to 'HubSpace Edit mode'. If this is the first time you have been to this page you will need to click 'Creat hubspace now'. Your HubSpace will be created and you will then need to activate it by selecting 'HUBSPACE' from the drop-down menu in the light blue bar, and clicking 'change'.

### ADDING A WEBSITE TO YOUR HUBSPACE

First you need to create a 'Group' or Groups to which you can add whichever websites you wish. You could for example create a Group called 'Portfolio' and one called 'Clients'. The name of the Group is used as a title in the HubSpace.

### GROUPS

Click on 'GROUPS' from the top grey bar, click 'add group' and then enter a name for the group and click 'add group' again. Websites shown on the right can be dragged to a group's box to add them to that group. To remove a website from a Group, drag it back to the right hand column or to another Group. To edit a Group name, click on the pencil icon to the right of the name. To delete a group, click the red 'X' icon.

NOTE: Deleting a Group does not delete any website or its content.

### TITLES/LINKS

The links that are added when a website is added to a Group are made using the name of that website. The exception being if there is only one website in a Group, in which case the name of the Group is used.

### LINKS TO YOUR HUBSPACE FROM WEBSITES

When a website is added to a Group in the HubSpace, that website will gain a link to return to the HubSpace. This behaviour can be changed using the option 'show homepage link' when clicking 'details' from the HubSpace page.

### HUBSPACE CONFIGURATION

HubSpace templates are always HTML (ie not Flash) and are edited in the same way as a normal text page. See the 'Text Pages' section of this guide for more information. See 'Configuring a Website/HubSpace' for more details.



## Configuring a website/HubSpace

From 'YOUR WEBSITES' click edit content. To configure your HubSpace click on 'HUB-SPACE' from the Spacebar. Configuration options are shown in tabs down the left hand side:

### **HELP**

This is the first page you get to and is a rundown of what each option is.

### **TEMPLATE**

Change the template for your website. Available templates will vary depending on your membership level. Changing the template does not change anything else on your website so you can experiment to see what looks best.

### **PRESETS**

Allows you to set a colour scheme in one click. The available options have been carefully designed to work in harmony and this is the best place to start when first creating a website.

### **COLOURS**

Here you can change all the colours that make up your website. Body text, image title, image caption and image border are all self explanatory. Link is the colour of links to galleries and text pages, and also the colour of text links in text pages. Link highlight is the colour that links turn when the mouse is passed over them. Border is used for the border around the whole website (this can vary from template to template). Inner background is the colour behind the actual website and its content. Outer background is the colour around the outside of the content. Base and subtle colours are used for various other graphic details and will vary depending on the template. Social background and border are for the social networking icon bar.

Feel free to do some experimenting to achieve the best results.

### **CHANGING A COLOUR**

Click on 'edit colours' and then pass your mouse over the small coloured square to the right of the colour you wish to change. A spectrum of colours will appear - click the colour you require, then click 'apply changes'. Alternatively if you know the 'hex' colour code for the colour you require, you can enter it in the box next to the '#' symbol.

### **FONTS**

You can set the font used for the main text in text pages, for image captions (and titles) and for links to text pages and galleries. There are several 'web-safe' options which are available on all computers so your website will look the same on all platforms.

You can set all three fonts at the same time to a preset using the 'edit/set font theme' button.

## configuring a website/HubSpace cont'd

### NAME/LOGO

A logo is the heading that appears on every page of your site and can be either text or an image. To cater for different styles of logo, most templates are available as either tall or wide logo versions, so some experimentation is again in order.

### CREATING A TEXT LOGO

Click 'edit details' and change the logo type to text if it is not already set. Click on 'apply changes' to set the logo type. You can then click on 'edit details' again to edit the settings.

The settings are: **HEADING** which is the main part of the logo (eg your name), and **SUB-HEADING** which is a secondary part of the logo (eg 'photographer'). You can set font, size and colour for each of these. Click apply changes and the logo is set.

### CREATING AN IMAGE LOGO

Click 'edit details' and change the logo type to 'image' and click 'apply changes'. Then click 'edit details' again. To change the logo image, click on 'change image' and on the next page, click 'Choose file' to select an image from your hard drive to upload. Click 'upload image' and wait for the logo to upload and be processed.

### TIPS FOR CREATING LOGO IMAGES

You are advised to make a logo the exact size that it will appear in your website to ensure that any text is legible. For best results it is a good idea to make the background of the logo image the same colour as the background of your website (inner background in the colours).

If you are using text in an image, it is best to save it as either a gif or a png image. If it has a graduated tone it may work better as either a jpeg or a png image.

Images will be resized if they are bigger than one of the two size formats allowed.

The LayerSpace system will decide automatically which is the appropriate size for the image you upload. Small images will not be enlarged.

For wide templates: 450 pixels wide x 75 pixels high For tall templates: 150 pixels wide x 300 pixels high. These are maximum dimensions.

### DETAILS

**Borderwidth** - adjust the size of the border around the main content of a website (depending on the template). You can hide the border by changing the borderwidth to 0 (zero).

**Show image border** - when set to yes a keyline border will appear around large images.

**Show copyright** - if set to yes a copyright symbol will appear at the bottom of the website with the copyright name.

## configuring a website/HubSpace cont'd

**Fullscreen** - if set to yes the Space will set the viewers window to fill the screen when entering. (this appears with its own tab if editing a Hubspace)

**Thumbnails** - choose whether the thumbnails are shown as square or proportional. This is dependent on the template - some templates only use square thumbs, others do not use any thumbs. (Not applicable to a Hubspace)

**Background image** - You can upload an image which will be shown behind the content of the website. Images are repeated to fill the background so a small image can create a pattern. To fill the background a large image is required.

**Clear inner background** - if you click to edit the details you can choose this which is linked to the background image. If set to yes the centre of the website (inner background colour) will be transparent allowing the background image to show through.

### **Show HubSpace Link (HubSpace editing only)**

When this option is set to yes a link will appear in all websites that are in a HubSpace Group. HubSpace link text is the text that will be used for this link.

It is worth thinking carefully about the wording for this option as it does not work in the same way as a normal 'home' button and so may be confusing for some visitors.

### **Page title**

when the website is opened in a browser, the browser window will show this title at the top. By default it is set to 'A LayerSpace website for [your username]'

### **Keywords**

These are useful for getting your website listed in search engines. Separate each keyword (or phrase) with a comma when entering them.

### **Description**

This is a phrase or sentence that will appear under the main link in search engine results which find your website. It should be a short sentence describing what your site is about and what it contains.

### **Statistics code**

You can add the code from your free Google Analytics (or similar) account here to monitor visitors to your website. See [www.google.com/analytics](http://www.google.com/analytics) for more information.

## **SOCIAL LINKS**

This allows you to add a navigation 'bar' with icons linking to your page on several social networking websites such as Facebook, Twitter and LinkedIn.

The top settings control the look and position of the bar and how each link is opened - in a the same window as your website or a new window. You can also turn the whole bar on or off.

Each link can be turned on or off and the link should be added in the relevant box. In addition some of the links can have a coded link relevant that network, such as a Facebook 'like' button for people to like your website, or a Twitter tweet button.

## configuring a website/HubSpace cont'd

The email button allows you add a button which can be used either for people to send an email to you (link type: email me) or else for them to email a link to your site to a third party. Clicking the link opens a new email message in the viewer's email software. The email address is only used when link type: email me is selected.

### **HOMEPAGE** (not available when editing the HubSpace)

This sets the page that appears when first entering the website. If you want to have a traditional homepage, you can create a text page with a title of 'home' and then set it as your homepage. Or you can choose to show an image from a gallery. Options for images are :

- 1: HOMEPAGE - this will show a random image from a special image gallery called homepage. This is accessible (if chosen) by clicking 'IMAGE GALLERIES' from the top grey bar.
- 2: ALL - Shows a randomly chosen image from all images in this website.
- 3: FIRST - (Default) This shows the first image in the first gallery of this website.

Setting a text page as your homepage may be desirable if you want to explain what the website contains - for example a series of images from a new job.

### **SYNCHRONISE** (only available if you have a multi-website price plan)

This is a convenient feature to apply the same styles to several websites at the same time.

First choose the websites you want to change to match the current site.

Then select the options you want to change.

Finally choose whether to set newly created websites to use these settings as the default. This will save time in uploading logo images and changing fonts, colours etc.

## Menu order tab

The menu is the main navigation device on your website and is made up of the titles of your image galleries, movie sections and text pages as well as links to the HubSpace if applicable.

To change the order of the menu just drag and drop each title until you have them in the order you want. When creating new galleries, movie sections or text pages they will be added to the end of the menu so you may wish to change the menu order again.

## Image Galleries

### **CREATING AN IMAGE GALLERY**

Make sure you are editing the correct website, then click 'IMAGE GALLERIES' from the top bar. You will see a list of existing image galleries if you have any. Click 'add' and enter the title for your gallery. The title will be used as a menu link in the website, so make it something relevant, such as 'landscapes'. If you have the password option, you can choose whether to use a password. Click 'add gallery' to finish.

**TIP:** To keep the design of your website consistent, you should keep the titles in the same format - you could try all lower case, or upper case, or ensure that every title begins with a capital letter.

### **ADDING IMAGES**

Once you have created a gallery you can add images to it. Please see 'Images' for more information about adding images.

### **EDITING AN IMAGE GALLERY TITLE**

You can edit the title of an Image Gallery by clicking 'rename' next to its title. If you have the password option, you can set a password in the edit dialogue page, as well as whether or not to activate a password for that gallery.

### **DELETING AN IMAGE GALLERY**

Click 'delete' next to the Gallery title then click 'confirm delete'. **CAUTION:** All images in the Gallery will be permanently deleted

### **HIDING AN IMAGE GALLERY**

Sometimes it may be useful to hide an image gallery whilst retaining it intact. To do this just click 'hide' next to its title.

To get back to the list of galleries if you are editing an image gallery, click 'ADD/DELETE/RENAME' on the left hand menu

## Text pages

Text pages are pages where you can add text based information. They can contain text and/or images OR the title can be a direct link to another website (see 'Adding links to the menu')

Click 'TEXT PAGES' on the top bar to see a list of your text pages

### **CREATING A TEXT PAGE**

Click 'add' under the list of pages. Enter the name and click 'save section'.

### **EDITING A TEXT PAGE TITLE**

Click 'rename' next to the title of the page. Edit the name and click 'apply changes'

### **DELETING A TEXT PAGE**

Click 'delete' next to the title of the page, then confirm you wish to delete the page.

### **EDITING THE CONTENT OF A TEXT PAGE**

Click the name of the page on the left sub menu. You will see a box with icons along the top which allow you to format text in a similar way to a word processor. There are some differences however and it pays to practice with this feature to get the best results.

### **USING THE TEXT EDITOR**

The best way to enter text is by typing in all the text content, then highlighting the parts you want to format in turn and saving between each format. This will give the best result.

### **FORMATTING TEXT**

Once you have finished typing your text, highlight a piece of text that you want to format and click on the icon to apply the format - from the left of the text box toolbar: bold, italic, underline, align left, align centre, align right, text size, text colour.

### **ADDING LINE BREAKS**

Adding a line break can normally be achieved by hitting enter on your keyboard, but this sometimes does not work so place the cursor before the text that you want to move down a line and click on the diagonal arrow icon on the toolbar. This will add a line break. If you want to add another you will need to re-place the cursor.

### **ADDING LINKS**

To add a link first type the text that will form the link, then highlight it and click the link icon on the toolbar (a globe with a chain link). A dialogue box will pop up. Choose the type of link from the drop down menu - webpage is a standard web address, secure page is a webpage that begins with 'https' and email is an email address. In the address box type the URL (the address of the page you want) omitting any letters before 'www' or type the email address if it is an email link. The link text should be the text you highlighted. Click OK and the link is inserted.

## Text pages cont'd

### **ADDING IMAGES TO TEXT PAGES**

Images must first be uploaded to the textsection image folder using the tools in the box to the right of the text editing box.

Click 'choose file' and select an image from your hard drive. Choose a size that you wish the image to be shown at and then click add image. There will be a delay while the image is uploaded, and it will then appear in the scrolling box. Find the image you want to add to the page and select and copy the text in the box marked 'URL'.

Place your cursor in the text edit box at the point where you want the image to appear and then click on the image insertion icon (a tree). A pop up box will appear - paste the copied text into the box marked 'Image URL'. The 'Alternative text' box is optional. Choose to align the image to the right or left (left is default) and click OK. The image will be added to your text page.

### **NOTE ABOUT IMAGES IN TEXT PAGES**

Adding images to text pages can sometimes produce unexpected results. The way that images are handled (especially by Flash templates) means that the position of the image may not be exactly what is shown in the text edit box, particularly in the case of line breaks. In this case you will need to experiment with positioning until you achieve the closest match to what you require.

### **IMAGE SIZE FOR UPLOADING**

Images are resized to a maximum of 500 pixels on the longest side. Sizes larger than 300 pixels are not recommended for use on Flash websites. You are advised to reduce the size of your images to just slightly larger than this before uploading them in order to save uploading time.

### **ALLOWED IMAGE FORMATS**

You can upload images saved as PNG, GIF or JPEG. Jpeg is best for photographs, either gif or png is best for graphics with large blocks of colour. Only these three formats are available.

### **SAVING YOUR TEXT PAGE CONTENT**

When you have finished editing your page, remember to click 'apply changes' to save the page. Because of the similarities to a normal word processor, it can be easy to forget to do this.

### **HTML MODE**

Under the text editing box is a link to change to HTML editing mode. This allows advanced users to enter raw HTML code. This is not recommended for most users.



## Adding direct links to the menu

You can optionally choose to change a text page into a direct link to another website or webpage. This may be useful to link to a blog or a social networking site.

### **HOW TO ADD A LINK**

To make a link, click 'change to a link' above the text editing box while editing a text page. Then enter the link URL and whether you want it to open in a new window, and click 'apply changes'. The text you have entered for the page content will still be there if you change your mind.

### **HOW TO CHANGE THE LINK BACK TO A TEXT PAGE**

Click 'Change to a text page' above the text editing box.

**USEFUL TIP:** You can have a 'secret' text page as well as a link - first enter your text, then change the title to be a link, then set the page as your 'HOMEPAGE'. The site will open with that text page but the link will work when clicked from another page

## Images

### **ADDING IMAGES TO A GALLERY**

Click 'IMAGE GALLERIES' from the top bar, then click the name of the Gallery to which you want to add images on the left hand sub menu. This shows you a page of thumbnails.

At the bottom left of the page is a large '+' button. Click this and then click 'Select Images' and choose one or more images from your computer's hard drive to upload. Hold shift (Mac) or Ctrl (PC) to select more than one image. You can optionally change the image quality or add the filename as an image caption. Once selected the images will start to upload, and the page will indicate when the uploading has completed.

Depending on the level of your membership, you will be limited to a certain number of images per website. If the '+' button is not visible it means you have reached the maximum for that website.

### **IMAGE SIZE FOR UPLOADING**

You are advised to reduce the size of your images to a minimum of 1250 pixels on the longest side before uploading them in order to save uploading time. Images will be processed by the LayerSpace system to produce images suitable for showing on a website. Thumbnails in square and proportional format will also be produced. Images must be less than 8mb in size to be uploaded, although we recommend using much smaller files.

### **ALLOWED IMAGE FORMATS**

You can upload images saved as PNG, GIF or JPEG. Jpeg is usually best for photographs, either gif or png is best for graphics with large blocks of colour. Only these three formats are available.

### **EDITING IMAGE TITLES AND CAPTIONS**

From the page of thumbnails click on the thumbnail of the image you want to edit. A larger image will appear with boxes to enter the title and caption for the image. Click 'apply changes' to save the details. You can move to other images using the next or previous links or click 'BACK TO THUMBS' to return to the gallery.

### **RECROPPING A SQUARE THUMBNAIL**

Square thumbnails are created automatically when an image is uploaded but you may wish to change the crop.

Click the thumbnail you want to edit, then click 'recrop square thumb' under the square thumbnail on the right. You can then position the shape over the large image and click 'crop' to save the new thumbnail.

### **CHANGING THE ORDER OF IMAGES IN A GALLERY**

On the page of thumbnails, drag and drop the thumbnails to the order in which you want them to appear. If there are a lot of thumbnails you may find it helpful to use the slider at the top of the thumbnails to reduce the size of them so you can see them all easily.

## Images cont'd

### **SORT IMAGES BY FILENAME**

To sort all images by filename, click the sort button (opposing arrows) at the bottom of the page next to the + button.

### **MOVING AN IMAGE TO ANOTHER GALLERY**

You can move individual images to a different gallery by clicking the thumbnail on the thumbnail page as if to edit the title and caption. Choose the new gallery from the drop down list and click 'move image'.

### **DELETING AN IMAGE**

On the thumbnails page, drag the thumbnail to the trash can image at the bottom right of the window.

### **SHOWING INTRODUCTORY TEXT AT THE START OF AN IMAGE GALLERY**

Above the thumbnails click the link to edit introductory text settings. Choose yes and click apply changes. You can then add text to the page in the same way as you would for a normal text page (see the text page chapter). To return to the thumbnails, click 'back to images'

## Movie sections

### CREATING A MOVIE SECTION

Click 'movie sections' on the top bar. This shows a list of movie sections which have already been added if there are any. Click 'add' at the bottom of the list, enter a title for the section and click 'add movie section'.

### HIDING A MOVIE SECTION

You can hide a movie section without deleting it if you choose - click 'hide' next to the section.

### RENAMING A MOVIE SECTION

Click 'rename' next to the section, type the new name in the box and click 'apply changes'.

### DELETING A MOVIE SECTION

Click 'delete' next to the section, then click 'confirm delete'.

### ADDING MOVIES TO A MOVIE SECTION

NOTE: You must first upload your movie to either YouTube or Vimeo.

From the left hand sub menu click the name of the movie section you want to add movies to. If you have added any movies already their thumbnails will be shown here. At the bottom of the page click the '+' button. Movies can be embedded from either YouTube or Vimeo, so select the correct source for your movie.

Enter the ID code for the movie (see below for more information on this). Choose whether to show the title and caption from the movie source (ie YouTube or Vimeo) or enter your own title and caption. Finally choose whether the movie will immediately start playing or if it will need to be clicked to play. Click 'add movie'.

### FINDING YOUR MOVIE'S ID CODE

**Vimeo:** Go to your Vimeo account and click 'your videos'.

Find the video you want and click 'share' (top right of the movie)

In the 'embed' box you will see some code beginning with

```
<iframe src="http://player.vimeo.com/video/12345678?..."
```

The ID is the number at the end before the question mark (in this example it is '12345678')

**YouTube:** Find the video you want and click to watch it.

In the address bar of your browser the URL will change to something like

```
'http://www.youtube.com/watch?v=abcd1234'
```

The code is the part at the end. There may or may not be an ampersand (&) followed by a load of other code - the bit you want is before the ampersand and after the = sign. In this example the code is 'abcd1234'

### EDITING A MOVIE'S TITLE, CAPTION AND AUTOPLAY MODE

Click the thumbnail from the thumbnails page, change the details you want and click 'apply changes'.

## Movie sections cont'd

### **DELETING A MOVIE**

On the thumbnails page drag the thumbnail to the trash can in the bottom right hand corner.

### **CHANGING THE ORDER OF MOVIES**

On the thumbnails page drag and drop thumbnails to the order that you want them in.

### **SHOWING INTRODUCTORY TEXT AT THE START OF A MOVIE SECTION**

Above the thumbnails click the link to edit introductory text settings. Choose yes and click apply changes. You can then add text to the page in the same way as you would for a normal text page (see the text page chapter). To return to the thumbnails, click 'back to movies'

### **NOTES ON THE WAY MOVIES ARE DISPLAYED**

Movies are shown in their own window which covers the whole site. The size at which they are displayed is taken from the size of the actual movie file on YouTube or Vimeo, so if you are finding the movie is too large or too small you will need to change the size of the movie file which you upload to the host.

### **YOUTUBE OR VIMEO?**

YouTube is the most well known website for uploading video and movie files but there is an element of amateurism about the way in which movies are displayed.

Vimeo is a much slicker and more stylish alternative but there are limits to the number of movies which can be uploaded and the size at which they can be displayed unless you pay for a premium account.

Both hosts work well, so take a look at what's on offer and make your choice from there.

## LightBox

The LightBox turns your website into a powerful interactive tool, allowing visitors to make a selection of images which they can then send to you, adding comments if they wish. If selling is enabled, the LightBox can also be used as a shopping cart so you can sell from your website.

You must have the LightBox option in your price plan to use the LightBox.

### SETTING UP A LIGHTBOX

Click the 'LIGHTBOX/OPTIONS' tab then click 'edit lightbox options'  
Change the drop down box next to the word 'LightBox' to 'ENABLED'

### LIGHTBOX OPTIONS

**Link to main website:** if set to yes, the website will function as normal with a link at the top to the LightBox. If set to no, the Space will immediately open at the LightBox interface.

**Main site link text:** This text will be shown in a button when in the LightBox mode to return to the main website

**Link text:** this text will be shown in a button when on the main website to take you to the LightBox.

**Show filename:** if set to yes the filename of each image will appear under the large image when a thumbnail is clicked in the LightBox.

**Image size:** when a thumbnail in the LightBox is clicked, a larger image is opened - this can be either large or small.

**Name on messages:** When a LightBox selection is submitted your name will be sent by default with your username in brackets. You can change the name that is sent here.

When you have set the options, click 'apply lightbox changes' to save.

### IMPORTANT

If you have enabled e-commerce ( see next chapter) you must set 'combine with LightBox' in the e-commerce options to yes in order to use the LightBox selection tools.

## E-commerce

### HOW E-COMMERCE WORKS

E-commerce is applied to images. When enabled, an image which is for sale will have a 'buy' button next to it. When clicked this takes the buyer to a page showing options taken from a price list. You can sell prints of images in this way by setting different print options in a price list or you can sell products by using images of those products. Buyers either pay you through your PayPal account or you contact them to arrange payment.

### ENABLING E-COMMERCE

First enable the LightBox as detailed in the previous chapter.

Click 'E-COMMERCE' on the left hand sub menu, and set E-commerce to 'ENABLED'

Click apply selling changes to save

### E-COMMERCE OPTIONS

**Link text:** This text appears on the button to view the items which have been added to the shopping basket.

**Combine with LightBox:** if set to no then the LightBox functions purely as an e-commerce platform. If set to yes then both e-commerce and image selection features are functional.

**Image to show:** When a visitor is viewing options for buying an item they are shown an image - this can either be a thumbnail or larger image.

**Email to:** when an order is placed it is emailed to you. The default email address is the one associated with your LayerSpace account but you can choose another here if you wish.

**Options:** This drop-down list has a choice of either image or the names of your price lists. If set to image then you must set a price list to use for each image individually and choose which images are available for sale. If you set a price list then all images on the website will be for sale using that price list.

**Paypal ID:** This is the email address which you use with your PayPal account. If set this will take purchasers to the PayPal website when they click CHECKOUT in the LightBox. If not set an email will be sent to you and it will be up to you to contact the buyer to arrange payment and delivery.

### PRICE LISTS

Price lists comprise the options presented to people when they want to buy something from your LayerSpace.

Click 'edit price lists' under 'options' or choose price lists from the 'jump to' menu.

### CREATING A PRICE LIST

Click 'add new price list'

Enter a name for the list - eg 'print type and size'

Choose the currency.

Enter options and prices for each choice in this list - eg '20"x16" Ink jet print'. Enter only numbers in the price box, not the £ pound sign or other currency sign.

Click 'save'.

## E-commerce cont'd

### **HOW TO USE PRICE LISTS**

Once you have set up 1 or more price lists, you can use them to set e-commerce options. In the e-commerce editing page for your website choose either 'image' or the name of a price list in the drop down list next to 'options'. Choosing a price list will set all images on the website to be for sale using options and prices from that price list. Choosing 'image' means only those images that you set to be for sale will have a 'BUY' button next to them and each image will need to have a price list allocated to it.

### **SELLING INDIVIDUAL IMAGES**

If you set the options above to 'image', you will need to edit each image in each gallery to set the options for that image. This means that you can set different prices for every image on your LayerSpace should you so wish. Image selling options are set on the same page as changing titles and captions for an image, by clicking the relevant thumbnail from the thumbnails page of the image gallery.

### **EDITING A PRICE LIST**

Click 'edit' next to the price list name, make changes then click 'save changes'

### **DELETING A PRICE LIST**

Click 'delete' next to the price list name then click 'confirm'

### **POSTAGE & PACKING PRICES**

There is not an option to set a cost for postage and packing or delivery but this can be set in the options for your PayPal account



## How the LightBox works

The LightBox interface is designed to be extremely user friendly and most users should need no instruction. However, if you find that anyone has a problem, here are instructions for use.

### **GETTING TO THE LIGHTBOX**

Click the link to select images at the top of the website page. Then click the link to select an image gallery to view.

### **THE INTERFACE**

The interface consists of a box on the left containing thumbnails, and a box on the right entitled 'selection' The viewer can choose which Image Gallery to view from the drop down list above the thumbnails.

### **VIEWING IMAGES**

When viewing thumbnails the magnifying glass icon under each can be clicked to view them larger. When viewing large images there are next and previous buttons to move between images.

### **SELECTING IMAGES**

To select an image, the thumbnail is dragged to the selection box on the right and dropped. To remove an image, the red 'x' under the thumbnail is clicked.

### **MARKING IMAGES AS FAVOURITES**

When a thumbnail is enlarged it will show the title and caption underneath as well as a button 'mark as favourite'. When clicked the thumbnail is surrounded by a bright green background. This is useful to keep track of which images you like best in the process of selecting favourites. When the final selection is submitted any marked as favourites are indicated in the selection list. To unmark an image enlarge the thumbnail again and click 'unmark as favourite'.

### **SAVING AND SUBMITTING A SELECTION**

When a selection has been made, click 'options' above the selected thumbnails. The window will then change to the selection as a page of thumbnails. These can be clicked in order to add a comment to each.

After any comments have been added, an overall comment can be added in the box provided, name and email address entered, and 'SUBMIT THIS SELECTION' clicked.

The selection can be saved until later by clicking 'save details' or reset by clicking 'reset this selection'.

## How the LightBox works cont'd

### **VIEWING A SUBMITTED SELECTION**

When submitted an email is sent to both you and the visitor who has made the selection containing a link to view the save selection online. Details of the selection with comments can be downloaded as a text file suitable for opening with a text editor or word processor or it can be viewed in a printer friendly format.

There is also a link to view LightBox selections on the left hand sub menu on your main account details page.

## Buying from your website

When you have set up e-commerce, images that are for sale will show a 'BUY' button next to them. When clicked, the buyer will be shown a page with options from the relevant price list for that image (see previous chapter for how to set these), together with a quantity box.

When these have been set, the buyer clicks 'add to order'. The next page shows the current order and value with options to change or remove each item, reset the order, or checkout.

To add to the order buyers can return to the main website by clicking on the button at the top of the page, or they can click 'CHECKOUT' to be taken to your PayPal account (if set - see previous chapter) or to send an email to you which you should respond to with methods of payment etc.

### **VIEWING SALES ORDERS**

From your main account details page click 'sales orders' from the left hand sub-menu. Here you can view details of orders placed on your website.

### **NOTE ABOUT COMPLETION OF PAYMENTS**

If using PayPal to take payments you should ensure that the payment has been processed in full by PayPal before despatching the order. The email from your website is sent before the customer proceeds to complete the PayPal checkout so you should not rely on this as proof of payment.

## Domain names and hosting

A domain name is the name which people type into a web browser in order to view your site (eg 'yourname.com'). LayerSpace does not sell domain names but there are numerous companies on the web which do. We recommend Daily ([www.daily.co.uk](http://www.daily.co.uk)) as they are reasonably priced, provide good functionality and changes go through quickly, but any company will do.

### HOW TO LINK YOUR DOMAIN NAME TO YOUR WEBSITE

Assuming you have already purchased your domain name, there are two methods of using your domain name: web forwarding and domain hosting.

#### 1. Web forwarding

This is the quick and easy method. The basic method is to log in to your domain name registrar's control panel (ie the company from which you bought your domain name) and find the setting for web forwarding. This can vary from company to company. There should be a form to fill in asking for the website address (or URL) to which you want visitors to your domain name to be forwarded.

URL (Uniform Resource Locator) is just another way of saying the web address where your website can be viewed.

To find the URL of your website click the URL tab when editing the content of the website. The first box you see gives you the LayerSpace URL which is something like:  
`http://www.layerspace.com/gallery.php?s=xxxxxxx`  
where xxxxxxx is a number.

Copy this URL and paste it into the web forwarding box on the domain name registrar's website and save.

#### Other web forwarding options

Many companies offer several options when setting up web forwarding. The most common are using masked forwarding (also called cloaking). When used this leaves your domain name in the browser's address bar rather than changing to the LayerSpace URL.

You may also be able to enter a page title, description and keywords which help with getting your website listed by search engines.

Web forwarding works well but it has become less popular in recent years because search engines tend not to like it. If you feel it is important to be listed by search engines it is recommended that you set up domain hosting.

#### 2. Domain hosting

This means that your website will be indistinguishable from one hosted using a custom hosting solution as the domain name is fully associated with your website.

## Setting up domain hosting

### Why use domain hosting?

The main reason is to improve SEO (search engine optimisation). Search engines prefer a web pages with text to read and hosting your domain name with us will give them that. Combined with our dynamic scripting to make your text content visible to search engines even when you are using a Flash template, this gives a high degree of visibility to your site and will help to get your search ranking higher.

Note: if you are interested in reading about search engine optimisation, we have an online article which may be of use: <http://www.layerspace.com/search-engine-optimisation/>

### HOW TO HOST YOUR DOMAIN NAME WITH US

**IMPORTANT!** You must already own the domain name in order to host it with us. Adding domain hosting does not buy a domain name.

Click on the 'DOMAINS' tab, and then click 'add a domain'.

You can add one domain for each website available under your price plan.

**Domain name:** Enter your domain name (do not enter 'www.') and the ending (eg 'fred-bloggs.com')

**Email name:** Enter the name or word that you want to use as an email address with your domain name (eg if you want your email address to be 'fred@fredbloggs.com' you should enter 'fred' as your email name.

**Email password:** Enter the password which you want to use to access email sent to the email address you are creating.

**Website to use:** Choose which website to use for this domain name. If your price plan only allows one website you will only have that one to choose from.

Click continue

**Payment:** Domain hosting is now free

### Completion

When you have completed the form your hosting will be set up. You will be sent an email with details of how to complete the setup of your hosting and how to use your new email address.

In order to complete the setup of your domain hosting, you will need to change the NAMESERVERS in the control panel of your domain name registrar. This step is vital and hosting will not work until you have done this.

**WARNING: All hosting and email accounts which are currently associated with your domain name will stop working when you complete the process.**

## Domain hosting cont'd

### **NAMESERVERS**

The nameservers which you set for your domain name to point to your LayerSpace website are:

ns1.layersites.com  
ns2.layersites.com

Domain hosting will not work until you change the nameservers. After you have made the change you may need to wait up to 48 hours for the change to 'propagate' across the internet.

### **EMAIL SETTINGS**

When your domain hosting has been set up and is working you can access the email account which was created when you set up the domain hosting with us.

You can find these details by clicking 'email settings' next to the domain name after clicking the 'domains' tab. Use these settings to access your email from computers, tablets and smartphones.

### **WEBMAIL**

You can also use webmail to access your email, for instance from an internet cafe. Just type your domain name followed by a forward slash and 'webmail' (eg [www.fredbloggs.com/webmail](http://www.fredbloggs.com/webmail)). Then enter your email address and the password you set up to access your email.

### **CONTROL OF YOUR DOMAIN**

If you decide you no longer wish to host your domain with us, just changing the nameservers will move the domain to another host. This gives you full control over your domain name and it means you are not tied to using LayerSpace for hosting.

## Search Engine Optimisation

So you've built your website, now you want people to find it!

Getting your website listed by Google and other search engines is one thing most people would like to happen as soon as possible and there are several things you can do to speed the process up.

### **A NOTE OF CAUTION**

Search engines are a law unto themselves so this can only be a rough guide. We cannot guarantee that your website will be listed. If you have only just set up your domain name you should be prepared to wait a few weeks for anything much to happen. You should also be realistic about where you expect to appear - for instance the chances of your site being top when someone searches for 'photographer' are pretty much zero. You could hope to do better with something like 'wedding photographer in Milton Keynes' - the more specific, the better. Read on to make sure you are doing everything you can.

### **THE BASICS - META TAGS**

One way a web page communicates with search engines is by using little snippets of text called Meta tags. The three main ones are Title, Description and Keywords. You can edit these in the details tab on the left hand sub-menu when editing the configuration of your website.

#### **Title**

This will appear at the top of the browser window (eg the page you are looking at has a title of LayerSpace photographers websites - how to get your website listed by Google. This tells visitors what they are looking at and gives Google something to read which tells it what to expect in the content. You should make it short but descriptive and try to include a few words or phrases which might be used by your prospective customers - Joe Bloggs Photography is OK but Joe Bloggs - commercial portrait photography in London and the South East of England is better.

#### **Description**

The description should be a short sentence describing the content of the page. As such it is like a longer version of the title so in the example above we could use Joe Bloggs is an award winning commercial portrait photographer working in London and the South East of England for advertising agencies and design companies. Don't make it too long though - you shouldn't add a whole client list!

The description will appear under the page title in a Google search result so it needs to entice people to click on the link.

#### **Keywords**

Keywords are used to tell search engines when to show a link to your site in a search result. Sadly it is not quite as easy as that but it is worth adding them in the proper way to increase your chances of getting noticed.

## Search Engine Optimisation cont'd

Keywords are a list of words or short phrases separated by commas which you think people might use to find your website. For the above example we could use: Joe Bloggs, Portrait, Commercial, Photographer, Photography, London, South East, joebloggsphotography.com.

Keywords do not have the importance they once did due to misuse and abuse by people trying to get their site listed by using common search terms in their keywords which did not bear any relation to the page content. This can be spotted by Google so avoid it! Also to be avoided is adding too many keywords which are very similar, although it may be worth adding some common spelling mistakes (eg comercial photography etc).

### **OTHER THINGS YOU CAN DO**

Once you have your met tags in place, you can start looking at other methods of improving your search engine ranking.

#### **Text content is king!**

Search engines love text. They read it and analyse it and based on that they decide what is in your page/site and put your site in the relevant metaphorical cubby hole. The more information there is in a site the more cubby holes you will be added to and the higher your ranking could get. And if the content changes frequently the cubby holes will get opened regularly and your site will be taken out to check it. That will help the ranking too, which is why a blog may help you to get a good ranking.

#### **Start a blog**

If you run a blog and update it regularly (ie at least once a week), it will get listed by search engines. If the blog has links to your main website (which of course it should) and similar meta tags then your site will acquire some of the 'SEO glitter' of the blog. If you want to start a blog we recommend Wordpress ([www.wordpress.com](http://www.wordpress.com))

#### **Links Links Links**

Google counts each link to your website from a nother website as a 'vote' for your site. Lots of links equals lots of votes equals a higher ranking. The quality of the site containing the link is also taken into account so a higher ranking site will result in the vote being effectively of a higher quality.

#### **Difficulties for image based websites**

If your website is showing photographs or imagery of some kind then there is very little indexing that search engines can do, so it is important to add a text page of some sort to your site which contains some information that will help your ranking.



## Search Engine Optimisation cont'd

### **How a LayerSpace website helps with SEO**

If you have an HTML template this can happily be read by search engines but a Flash template presents a potential problem. We get around this by dynamically embedding the Flash part of the site and dynamically adding text content from your pages via scripting.

This means your website looks great and all the SEO relevant information gets read by search engines. Result!

### **Using domain hosting**

Your search engine footprint is likely to be much larger if you use domain hosting than if you use web forwarding to point your domain name at your website. Search engines have realised that some unscrupulous people could use web forwarding to show a popular website as if it was their own, and thus get their own domain name listed highly on the back of the popular site. Web forwarding has therefore been branded 'bad' by search engines and websites which use it are less likely to get a high ranking place in search engine listings.



## Contact and Support

### **SALES AND GENERAL ENQUIRIES**

+44(0)20 7359 1114  
enquiries@layerspace.com

### **SUPPORT AND TECHNICAL ASSISTANCE**

Please check the FAQs or this userguide in the first instance. You can also find tutorials at <http://www.layerspace.com/help-tutorials/>

If you can't find an answer please raise a support ticket from your LayerSpace account or email [support@layerspace.com](mailto:support@layerspace.com)

### **PAYMENT AND BILLING ENQUIRIES**

payments@layerspace.com

### **POST**

A Eaves t/a LayerSpace  
Highclere, Heartenoak Road  
Hawkhurst  
Kent TN18 5EU

VAT reg'd no: 645 7861 01

### **FEEDBACK**

LayerSpace welcomes feedback from its users, whether positive or negative. We strive constantly to improve your user experience, so if anything seems not to work quite as it should or you can think of a suggestion to improve the site, please let us know.

It would also be nice to know if we are doing anything right!

All suggestions will be considered and if appropriate, they may well be implemented. Please send feedback to [andy@layerspace.com](mailto:andy@layerspace.com) and I will reply personally.

Thank you for being a LayerSpace customer

Regards  
Andy Eaves  
Director, LayerSpace.