

CUSTOMER NAME

# Website User Guide

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Notes for the site: [www.customername.co.uk](http://www.customername.co.uk)  
Full Stop Ltd  
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## Introduction

*A guide to the guide!*

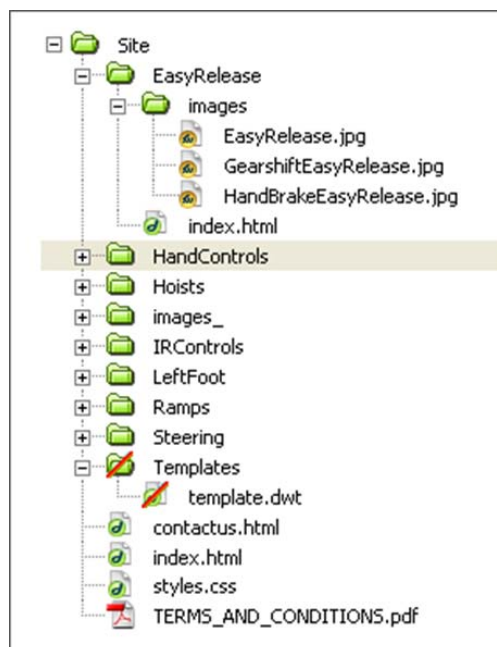
**T**his guide will help you get the best out of your website; your site has been designed to your specification but with the flexibility to grow with your company. Take a bit of time to get to know what is there and how to get the best out of it.

Here you will find:

- An overview of the structure of the website
- A walk through the template
- A quick guide to graphics
- Where you can get help

## The structure of the site

*Where is it?*



The site is structured in a self-explanatory style with the content and building blocks spread over three levels:

- The first level holds the main site information and the style sheet information; crucial to the way that your site looks
- The second level consists of nine folders: seven holding the product details, one holding the main structural images and one holding the templates which dictate the page layout
- The third level contains the details, mainly in the form of images, for each of the products

## Company information

The first level contains:

- Home page, **index.html**, is the first page in your site. It's accessed by the **Home** menu item throughout the site
- Contact information, **contactus.html**, is accessed by the **Contact Us** menu item throughout the site and text links where appropriate
- Legal details, **TERMS\_AND\_CONDITIONS.pdf**, is accessed by the **terms and conditions** link in the footer throughout the site

The second level contains:

- The **images\_** folder holding the images used in the main company information pages and the headers and footers throughout the site  
*Note: This was originally named images but was renamed on transfer to the live site to prevent overwriting the images folder already there*
- The **Templates** folder containing one template used throughout the site. This contains the copyright and company details consistent in the footer throughout the site. The templates folder does not have to be on the live site; it is used in Dreamweaver. See page 7 for more information about templates

## Product information

The second level contains seven product folders, each of these folders contains product information and images in the third level as described below:

- **Product 1** contains the main information page **index.html** and an **images** folder containing the images used in that page
- **Product 2** contains the main information page **index.html** and a number of sub pages for the gallery alphabetical display. Each page is named after the letter of the alphabet that it represents e.g.: **a.html** and contains examples of the product beginning with that letter e.g.: Aston Martin DB9 2006, Aston Martin Vantage V8 2006 etc. In addition, there are a number of folders named after the vehicle represented, e.g.: **Aston Martin DB9 2006**, and each contains the four images of that vehicle used in the gallery
- **Product 3** contains the main information page **index.html**, a sub page **lightweight.html** and an **images** folder containing the images used in those pages

- **Product 4** contains the main information page **index.html** and an **images** folder contains the images used in that page
- **Product 5** contains the main information page **index.html** and an **images** folder contains the images used in that page
- **Product 6** contains the main information page **index.html**, two sub pages **briefcase.html** and **scooter.html** and an **images** folder contains the images used in those pages
- **Product 7** contains the main information page **index.html** and an **images** folder contains the images used in that page

## Structural files

The first level contains:

- The style sheet, **styles.css**, is crucial to the way that your site looks. Each page links to this file to understand how to lay out the images and content. Be warned, do not edit this file unless you understand what you are doing

The second level contains:

- The **Templates** folder which hold the template file **template.dwt**. This is used to create a new page and restricts you to entering just the title of the page, the side menu and the content. Be warned, do not edit this file unless you understand what you are doing. See page 7 for more information about templates

## The template

*Makes it easy!*

The template **template.dwt** is held within the **Templates** folder, it does not need to be loaded in the live site. Dreamweaver uses it to dictate the main layout elements of the pages:

- The header title, menus and links
- The footer images, information and links
- The left column containing quotes or sub menu
- The right column with the main content and images

Each of the pages created are linked to the template within Dreamweaver. So, if you change the template you will be asked whether you want to update all of the files using the template. Be warned; do not edit this file unless you understand what you are doing.

In files created using the template, the header and footer are locked to editing but there are editable regions **quoteormenu** and **content** in the left and right columns:

- **quoteormenu**

This contains the code for the rotating display quotes or the code for the sub menu depending on the page. An example of the quote code follows:

```
<div id="textrotator"><!--Quotations will be displayed here--></div>
```

An example of the sub menu code follows:

```
<p class="testemonial"><strong>Hoists</strong></p>
<p class="quote"><a href="index.html">Heavyweight</a></p>
<p class="quote"><a href="lightweight.html">Lightweight</a></p>
```

- **content**

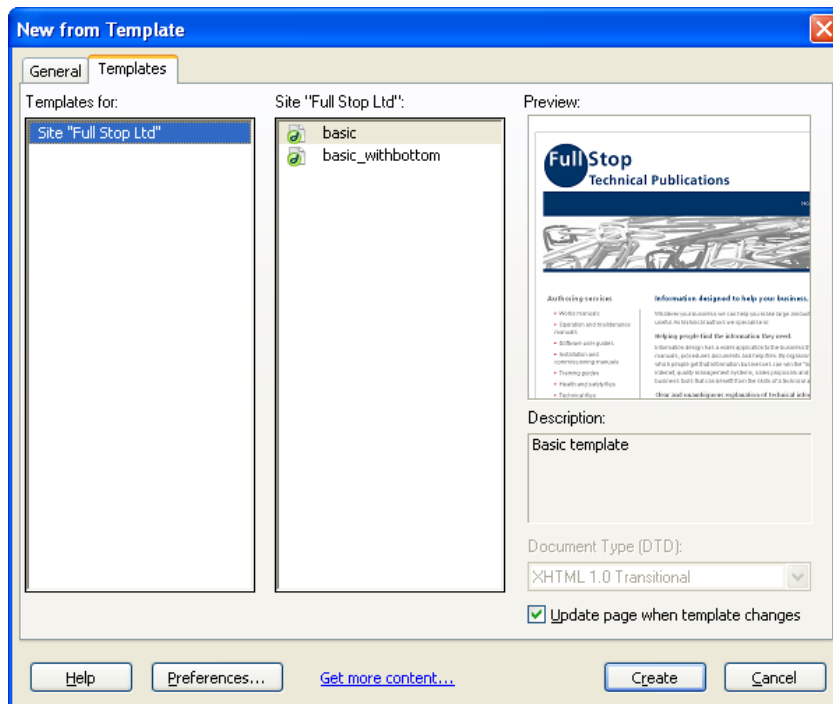
This contains the main body of the content for the page which is structured using heading and paragraph tags and is decorated with or image tags, as appropriate

## Dreamweaver

To get Dreamweaver to work well for you, you must first set up your site; there is a wizard to help you do this. You can set up the site so you have a local copy and a remote copy on your live servers, or , if you want to be very cautious, you can set it up so you have a local copy on your local servers and a remote copy also on your on your local servers. This will allow you to preview your site before uploading to the live site so the changes can be reviewed before publication. Remember to make backups before you make changes.

Assuming that you have already created a site using your local files, you can create a new page using the template:

1. Open the **File** menu and select **New**; the **New from Template** window will open.



2. The templates available for the selected site are listed in the central pane, for your site there are two **basic** and **basic\_withbottom**; an image of the template appears at the right. *Note: The **Update page when template changes** tick box is ticked*

3. Select **Create** and a new page will open using the template; save the file where you wish it to live and give it a relevant name.



## The graphics

*Make all the difference.*

Graphics are stored in the second and third levels, they either use the jpeg format or the gif format depending on whether they hold complex or simple color information.

The file size of the graphics make a big difference to how quickly your site loads, the Hand Control pages, for instance, will load more slowly than the Easy Release pages. It is important to keep the graphic file sizes low, but if it is too low the quality of the image will suffer – so a balanced approach is recommended. It is a good rule of thumb to keep the images less than 15KB but this isn't always possible.

### Gallery

Images in the gallery are a good example of when to keep file sizes low and when to let them get bigger. The thumbnail images are fairly low file sizes, around 3KB while the main image is higher, around 20KB.

Each vehicle has four images, a thumbnail and main image for the car and a thumbnail and main image for the conversion:

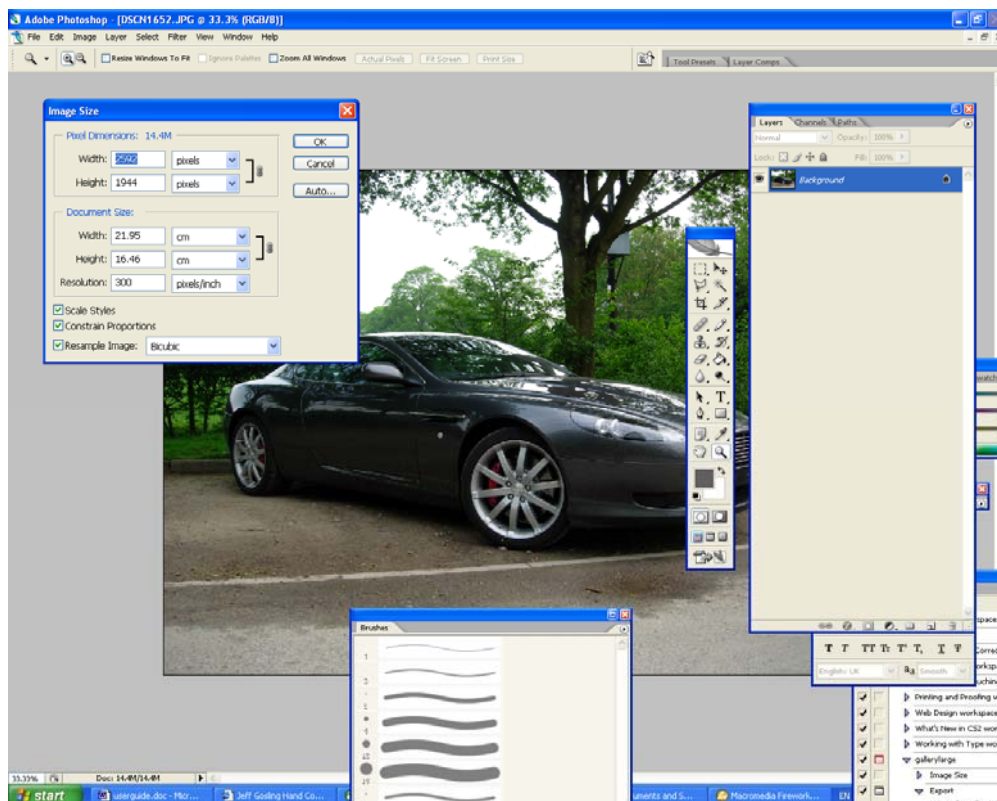
 store		File Folder
 car.jpg	20 KB	JPG File
 car_thumb.jpg	3 KB	JPG File
 conversion.jpg	24 KB	JPG File
 conversion_thumb.jpg	3 KB	JPG File

Images for the gallery can be resized using a good graphics package such as Adobe Photoshop.

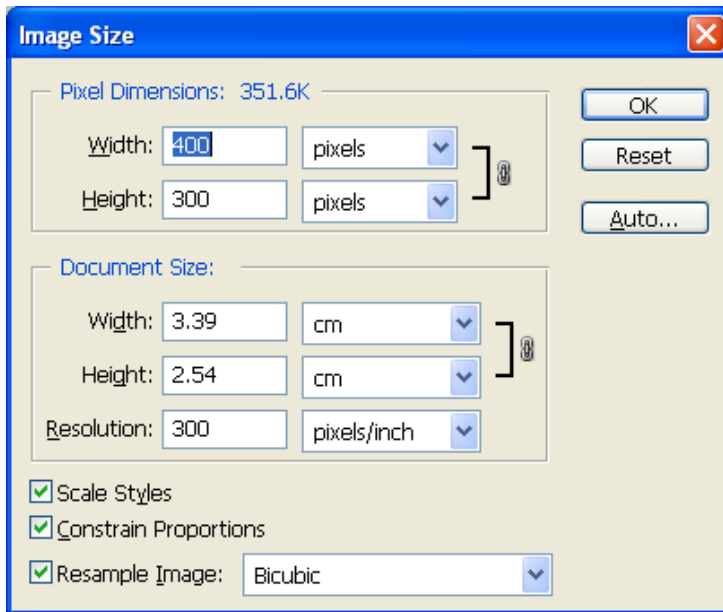
## Photoshop example

First create the main image:

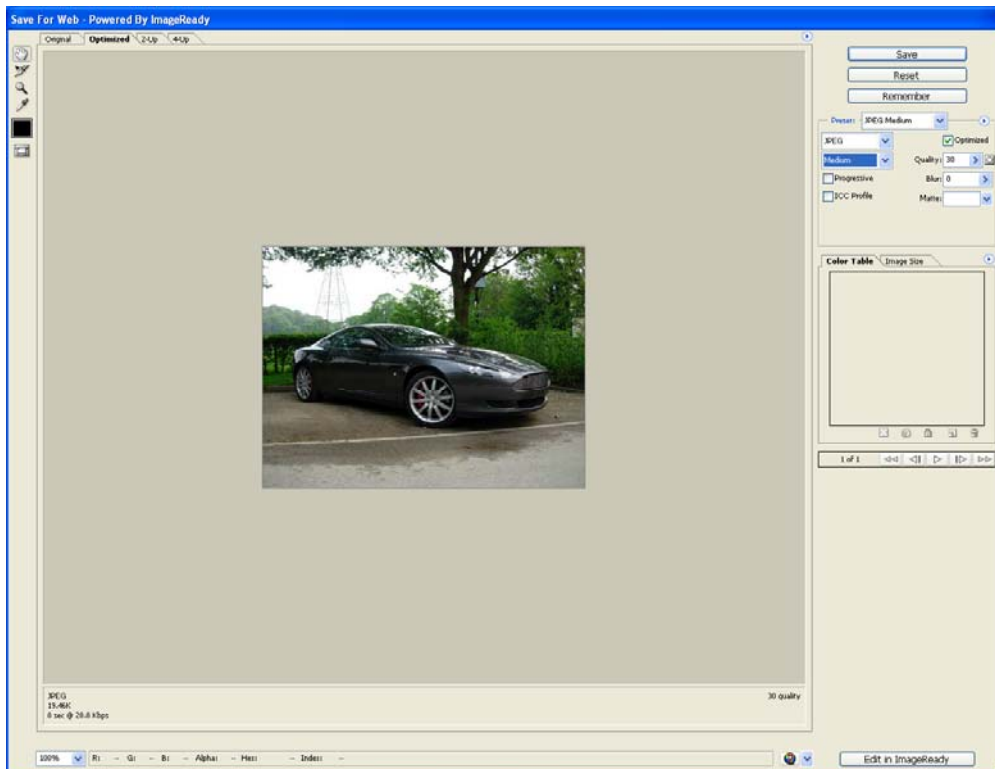
1. **Open the original image.** You'll notice in the image earlier that there is **store** folder, it is advisable to keep the original images of any images used on the site in your local copy of the site in a folder called store within the relevant images folder. This image may be as large as 2592x1944 pixels



2. Go to the **Image** menu and select **Image Size**; the **Image Size** window will open where you will see the width and height of the image, make sure that the units are pixels and that **Constrain Proportions** is ticked.
3. Change the **Width** to 400 pixels, the **Height** changes proportionally; all of the images in the gallery have a height of 300 pixels.  
*Note: If it is more than this it can be cropped.*



4. This will be the main image, go to the **File** menu and select **Save for Web**. The **Save for Web** window opens. Notice that the file size and download time is indicated in the bottom, left corner and that the details of the file type and its quality are on the right of the window:



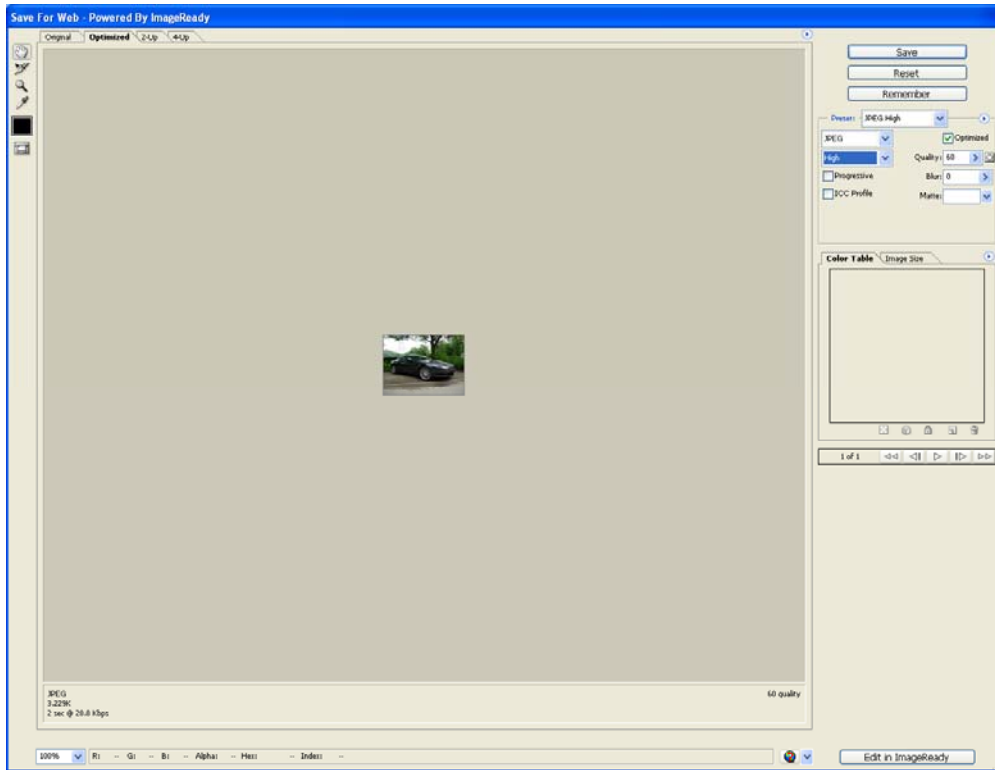
Set the file type to JPEG and the quality to medium (30), notice that the file size is lower and the download quicker; select **Save**.

5. In the **Save** dialogue box, find the correct image folder and save the file as **car.jpg** if it is the car image or **conversion.jpg** if it is the conversion.

Now create the thumbnail:

6. The resized image is still open in Photoshop, go to the **Image menu** and select **Image Size**; the **Image Size** window will open where you will see the width and height of the image, 400 and 300. Change 400 to 100 and the height will change to 75, make sure that the units are pixels and that **Constrain Proportions** is ticked.
7. This will be the thumbnail image, go to the **File menu** and select **Save for Web**. The **Save for Web** window will open. Set the file type to JPEG and the quality to high (60), note the file size and the download time.

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In the **Save** dialogue box, find the correct image folder and save the file as **car\_thumb.jpg** if it is the car image or **conversion\_thumb.jpg** if it is the conversion.

## Help!

*When you need it*

Our contact details are:

Full Stop Ltd  
Skull House Beacon View  
Appley Bridge  
Lancs WN6 9AJ

Email: postmaster@fullstopltd.co.uk  
Telephone: 01257 255046

But...

It's worth remembering that keeping the site well structured, with archived files and back-ups will always help you out of a sticky spot. Rolling back to where you started can be helpful!

If you have site or image design queries, in the first instance, refer to the help files of the package that you are using, both Dreamweaver and Photoshop have good help files with supporting sites. The internet is also a good source of help but can be laborious to get any real benefit.

**Good Luck!**