FLIPPERSITEDEVELOPER™

Flipper University Training Manual

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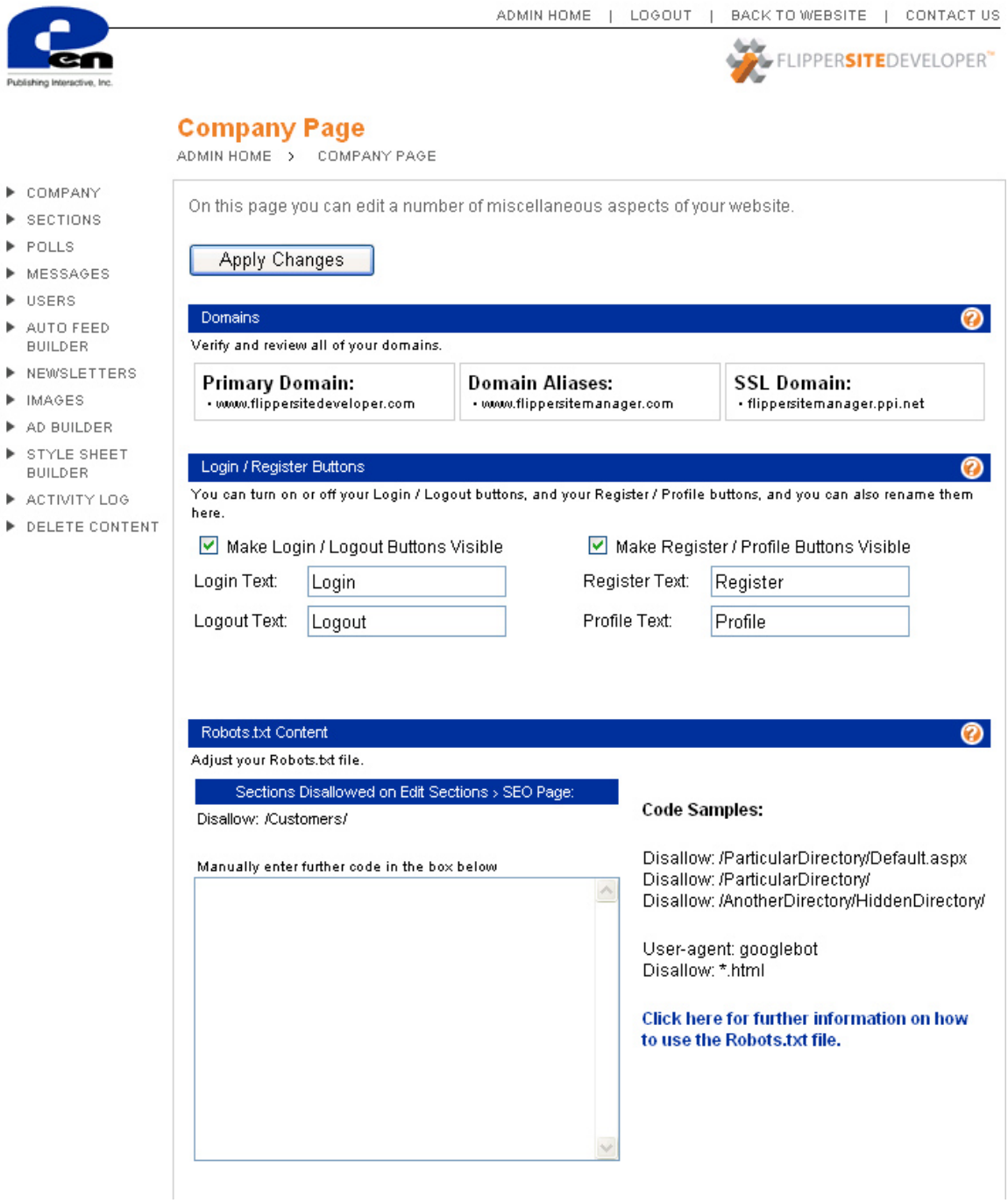
Using the Company Page

Your website contains numerous global settings that can be found on your Company page.



- **Domains**
  Here you will find your Domains listed: the website's Primary Domain, all of your Domain Aliases, and your SSL Domain, if you have one. These lists are not editable, but are solely for informational purposes.

- **Robots.txt Content**
  If you would like to hide certain portions of your website from Search Engines, the robots.txt file is the best way to do it. Here, you can add any code you like to your robots.txt file.

- **Search Engine SiteMaps**
  Google offers a special service to assist you in submitting your website content to its Search Engine. Known as Google SiteMaps, this service requires a special XML file that lists all the pages of your website, along with special information about them. Flipper automatically generates this XML file. However, it is not used by Google unless you submit it to your Google account.

  Yahoo offers a similar service, but with fewer settings that can be changed in any given Section. It, too, needs to be submitted to the Yahoo Search Engine before it will be used.

  Here, you can find links to the SiteMaps that you can submit to the Search Engines, and you can create Google's "Verification File" for Google's tracking features.

- **Google Analytics**
  If you have an account with Google Analytics, you can enter your account number here, and Flipper will dynamically generate the necessary code to comply with Google specifications.

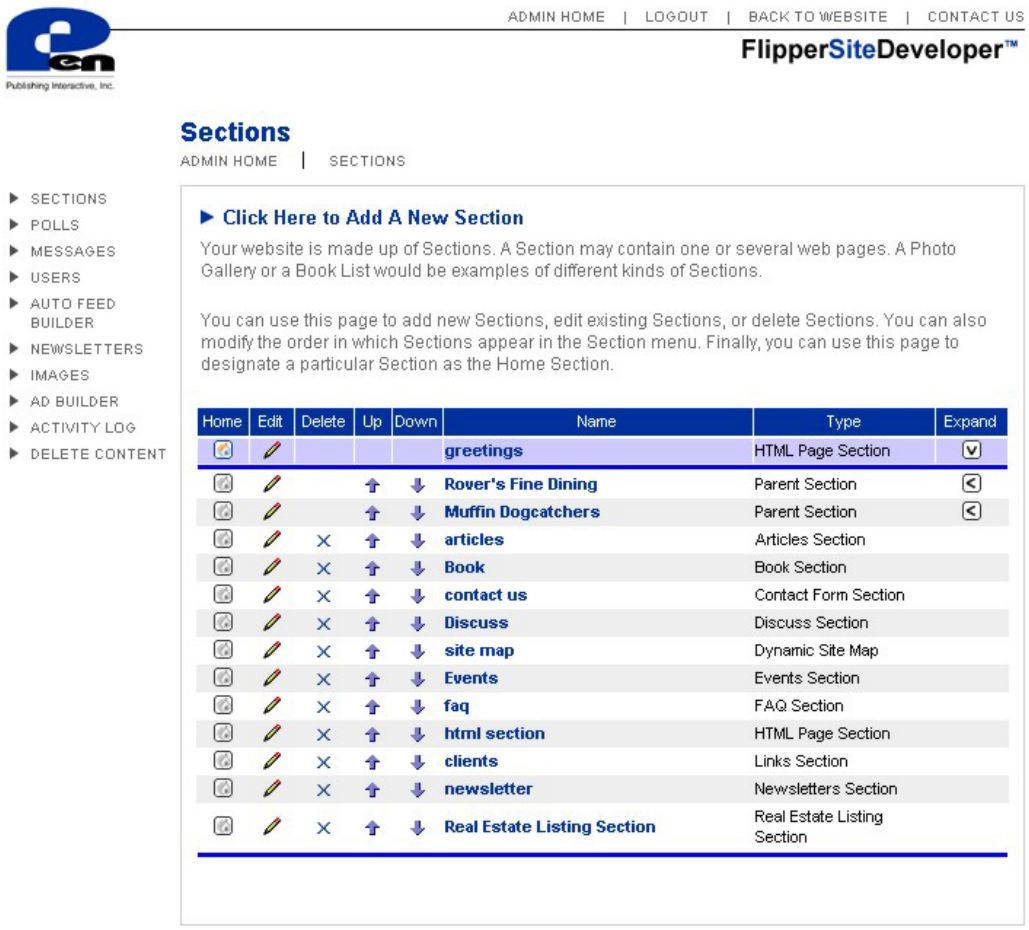
- **From Email Address**
  There are various reasons your Flipper site might need to send out emails. The most common is for website Notifications. Any one of your Users can decide to be notified if a particular Section is updated, assuming the Section has that option enabled. What email address will these emails come from? Here, you can determine what the website's default From Email Address will be.

- **Quotas**
  Your Flipper site allows you set Quotas for Users, and forces a website Quota as well. The file sizes of your Images, Media files, Flash files, and Downloads. Here, your Quotas are visible for you to review.

Using the Sections Page

When you build a site, you add sections to the site by using the Sections page in the Admin pages. The Sections page enables you to add new sections, delete sections, edit existing sections, and change the display order of sections.

Sections pages are Parent Section, HTML Page, Dynamic Site Map, Custom Section, Articles, Books, Downloads and Contact Form pages.



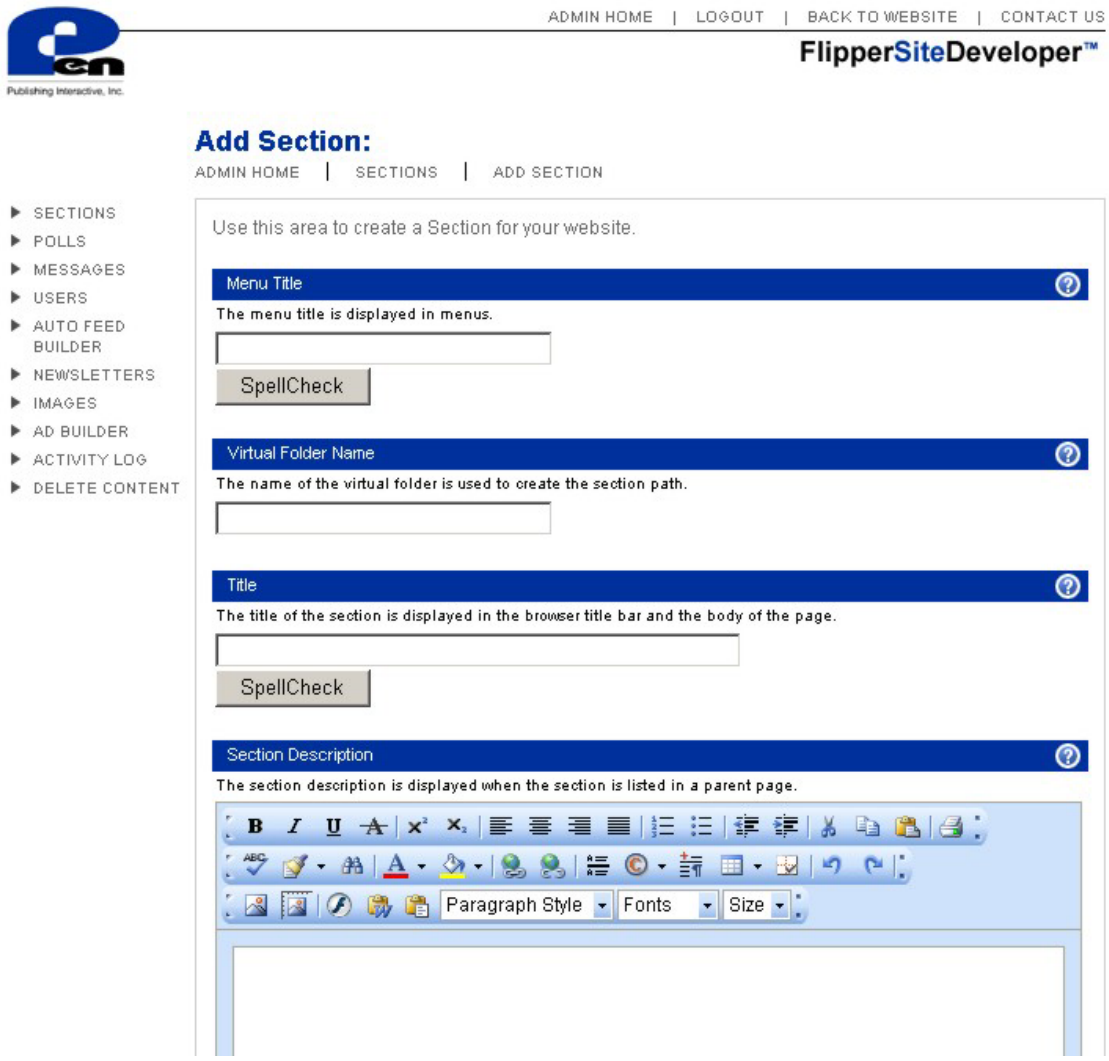
Top-level sections will always appear in the section menu of every page in a site. You can modify the order of the sections by clicking the up and down arrows in the Sections page. The home page for the website is designated by clicking the Home icon on the page you wish to make the home page. Sub-sections can be viewed and modified by clicking on the expand arrow to the right of the parent page.

The delete icon does not always appear, if you create a parent section (a section that can contain other sections) and the parent section has child sections, then you cannot delete the parent section until you either move or delete the child sections.

Adding New Sections

You can add a new section by clicking the Add New Section link at the top of the page. You can assign values to any of the following properties:

General Information Panel



- **Menu Title** - You should keep the Menu Title of a section brief. The Menu Title appears as a link in the section menu on all the pages in a site.

- **Virtual Folder Name** – This is the name that will be included in the URL on address of the visitor's browser. This is important for search engine optimization.

- **Title** - When you go to the default page of a section, the title of the section appears in the browser title bar. The title also appears in the content area of the page.

- **Description** - The description of a section appears in the child listing of the parent page for a section. The description must be less than 300 characters.

- **Section Types**

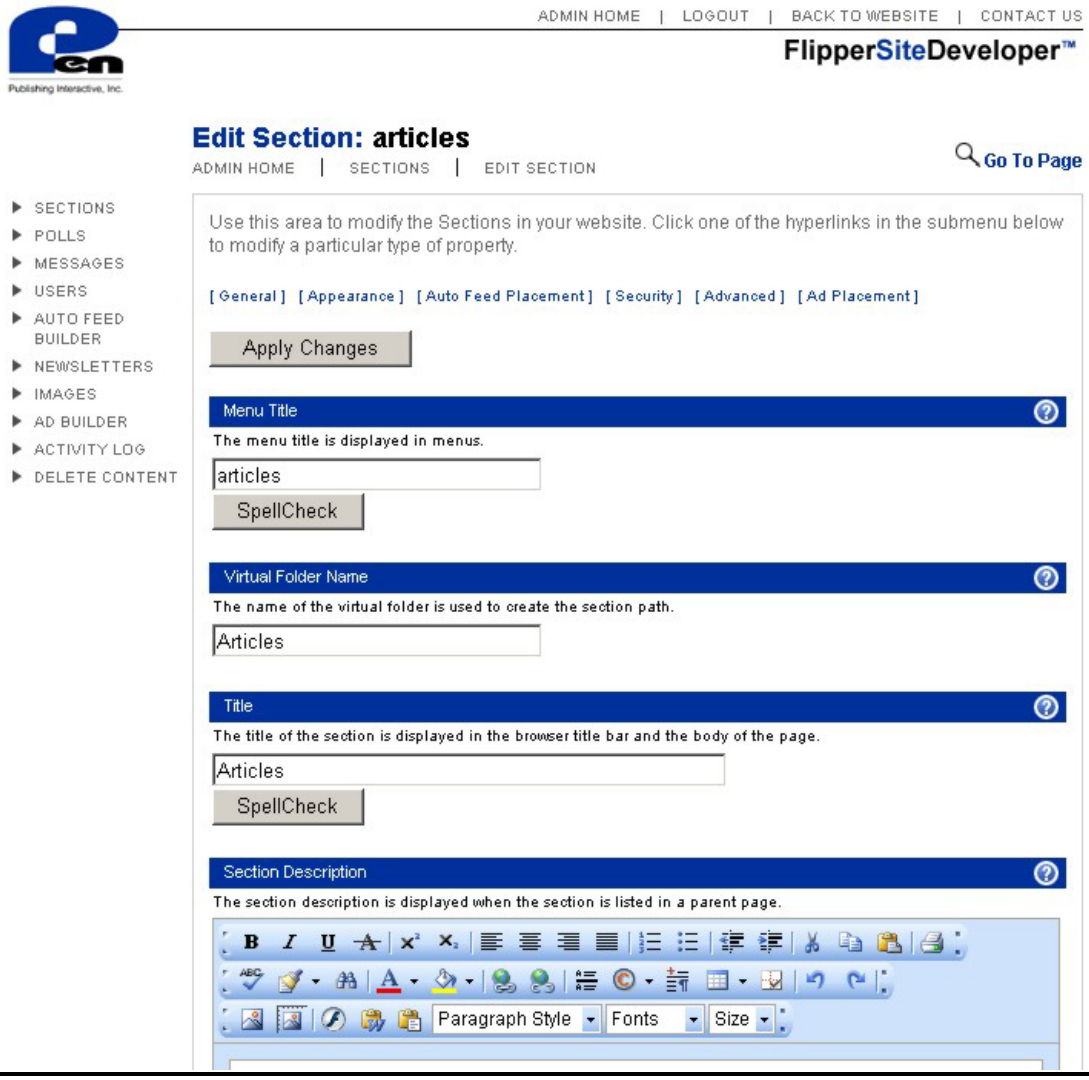
  Use the Section Type to select the type of content displayed in the section. You can select any of the following types of content:

  1. Articles - Use an Articles section to display articles, or to create a discussion section.
  2. Books - Use a Books section to display book listings.
  3. Contact Form – Use a Contact Form section to enable a form that users can to contact you.
  4. Careers – Use Careers section to enable users to submit resumes and /or create a section that list resumes.
  5. Downloads - Use a Downloads section to enable uses to download/upload files to and from your site.
  6. Discuss – Use the Discuss section to create discussions section.
  7. Dynamic Site Map – Use the Dynamic Site Map to create a dynamic text site map
  8. Events - Use an Events section to display upcoming events.
  9. FAQ – Use an FAQ section to display Frequently Asked Questions
  10. HTML Page - Use an HTML Page section to display the contents of a single HTML page
  11. Links - Use a Links section to display links to other Web sites.
  12. Newsletter – Use a Newsletter section to display a newsletter section.
  13. Parent Section - Use a Parent Section to create a section that can contain other sections. For example, you might want to create a Recommended Books Parent Section that contains a Fiction and a Non-Fiction Section.
  14. Photo Gallery - Use a Photo Gallery section to display images. Images can be displayed as thumbnails.
  15. Real Estate – Use a Real Estate section to create a real Estate listing section.

- **Parent Section**
  Select the parent section that you want your new page to appear under. If you make the home page of your site the parent section, then the new section will be listed on your home page. If you selected a parent section other than the home page the new section will appear under the parent section in the navigation.

- **Enabled** - You can temporarily hide a section from a site by unchecking the Enabled checkbox. Disabling a section completely removes it from public view.

Appearance Panel



- **Section Theme**
  By default, sections inherit their themes from the default section (the home page). However, you can override the default theme for a particular section by editing the skin and style of the page. The Skin style is the layout of the positions within the page. Style is the colors associated with the page, including text color, background color, etc. This is useful when, for example, you want to display different sections with different background colors.

- **Logo**
  A section can have its own logo. If you add a logo to a section, it replaces the site logo for that particular section. For example, you might want to display different colored logos for different sections in your site. By default a logo on a parent page is inherited by its children.

If you have passed your site quota, then you will not be able to upload a new logo. In that case, you should use the Images page to delete existing images before adding a new image.

- **Section Body**
  A Section Body is one of two areas of content that appears outside of the main content area of a site page. A Section Body can contain any type of content. Section body layout is based on the skin & style you have selected. Section body can only be edited by the site administer.

- **Section Footer**
  Content added to this text field appears in the designated footer area of your section. You can use the Page Footer text to display copyright text. By default, Footer content on a parent page is inherited by it's children.

RSS Feeds Panel

You can add a new RRS Feed to a page by clicking the RRS Feeds Placement Button on the Edit Section page.

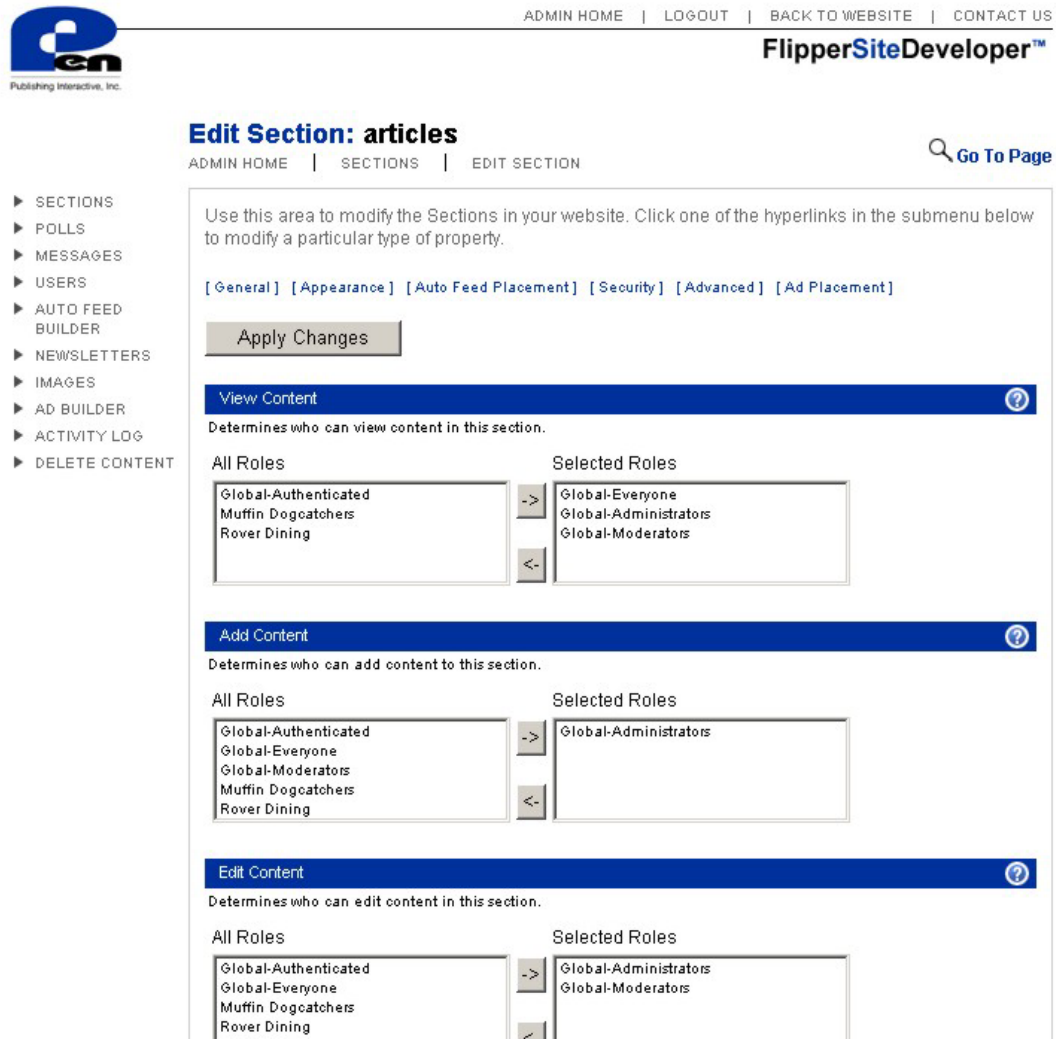
- **Vertical Feeds**

Vertical RSS Feeds are placed together in a column on your website.

- **Horizontal RSS Feeds**

Horizontal RSS Feeds are placed together in the main content area your website.

Security Panel



- **View Content**
  Determines the users who can view pages in this section. By default, everyone can view pages in a section. You can change the permissions so that only users in a particular role can view section content. For example, you might want a private Articles section that only authenticated users can view. If a section cannot be viewed by members of the Global -Everyone or Global -Authenticated roles, then the section will appear in the section menu only for users of the appropriate roles. In other words, private sections will be hidden from users who do not have sufficient permissions.

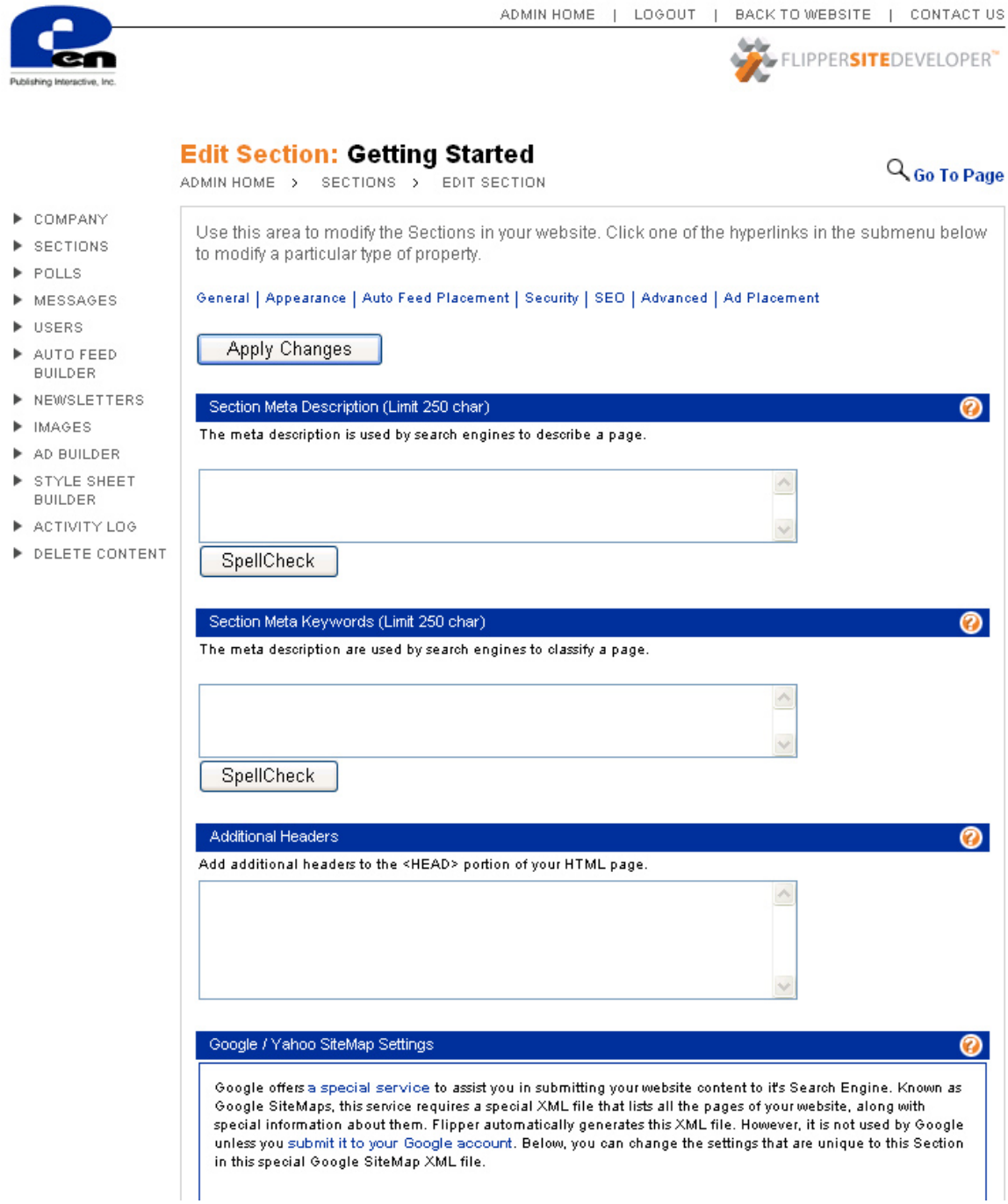
- **Add Content**
  Determines the users who can add pages to this section. By default, only members of the Global -Administrators role can add content. You'll want to change the Add

Permissions for a section when creating a discussion forum with an Articles section to allow members of the Global -Authenticated role to add content.

- **Edit Content**
  Determines the users who can edit pages in this section. By default, only members of the Global -Administrators role can edit content. Members who have edit permissions can click the Edit link at the bottom of pages in the section to modify the content.

- **Delete Content**
  Determines the users who can delete pages in this section. By default, only members of the Global -Administrators role can delete content. Members with delete permissions can delete content by clicking the Delete link that appears at the bottom of content pages in the section.

SEO Panel



- **Section Meta Description**

The Meta Description is used by search engines when indexing content. The Meta Description that you enter here applies only to the section default page. For example on the default page of an Article section is the main page that list all the articles in the

section. The Meta Description for content pages is automatically generated from the content page title and brief description. For example the page that displays a specific article.

- **Section Meta Keywords**

The Meta Keywords are used by search engines when indexing content. The Meta Keywords that you enter here apply only to the section default page. The Meta Keywords for content pages are automatically generated from the content page title and brief description.

- **Additional Headers**

You can add code into this textbox for the <HEAD></HEAD> portion of your HTML. Whether you need a META ROBOTS tag, a META REFRESH tag, JavaScript, or Cascading Style Sheet code, everything you type in here will be included at the top of your webpage.

- **Google and Yahoo SiteMap Settings**

Google offers a special service to assist you in submitting your website content to its Search Engine. Known as Google SiteMaps, this service requires a special XML file that lists all the pages of your website, along with special information about them. Flipper automatically generates this XML file. However, it is not used by Google unless you submit it to your Google account.

Yahoo offers a similar service, but with fewer settings that can be changed in any given Section. It, too, needs to be submitted to the Yahoo Search Engine before it will be used.

Here, you can determine whether this Section should be hidden from your SitreMaps, how frequently this Section should be scanned by Google, and this Section's importance compared to other Sections in your website.

- **Google Analytics**

You can turn on and off Google Analytics for this page, or set it to "automatic", which will employ Flipper's dynamic algorithms to determine whether or not the particular Section should utilize this functionality.

Advanced Panel

- **Records Per Page**

The value that you enter here determines the total number of records that are displayed in a single page. For example, if you list 30 books in a Books section, and set Records Per Page to 5, then the books will be divided into 6 pages, with 5 Books listed on each page.

- **Activate "Posted By"**

Post By displays to the public who posted the content to the page. You can also allow the date that the content was posted to be displayed to the public.

- **Comments**

When comments are enabled for a section, users can add comments to section content. For example, if you enable comments for a Photo Gallery section, then users can add their comments to the images.

You can restrict the users who can add comments by specifying comment roles. For example, you might only want Site-Administrators to be able to add comments to content in a section.

- **Email Notification**

When Email Notification is enabled, users can opt to receive emails when new content is posted to the section. The content of the email message that users receive can be edited in the Message page.

- **Moderation**

When moderation is enabled for a section, content does not appear until it has been approved by a moderator. Moderation applies to comments as well as section content such as Articles or Books.

You can select the roles that have moderation permission. For example, you can provide moderation permissions to Global-Administrators and Global -Moderators (or a custom role).

Be aware that moderators never have to moderate their own content. In other words, if you are a member of a role that has moderation permissions for a section, the content that you post appears immediately.

Content posted by members who are not part of a role with moderation permissions is not displayed until the content is approved. The user is shown a warning message explaining that the content will not appear until moderated. Moderators can approve content by clicking the Moderation link that appears at the bottom of the default page for the section.

You can modify the warning message that appears in the Messages page.

- **Ratings**

When ratings are enabled for a section, users can evaluate content. For example, you might want to enable users to rate Web site links in a Links section. When ratings are enabled for a section, the user is shown both the average rating and their rating for the content.

You can restrict ratings to members of select roles. For example, you might want to enable only members of the custom Site-Experts role to rate links to the best cake decoration Web sites.

Ad Placement Panel

The Ad Placement Panel allows you to assign Advertisements to the Section. You must first create an Advertisement in the Ad Builder section located in navigation field on the left of the administration area.

- **Inherit Advertisements**

Determines wheather or not the Advertisement settings in this Section will be identical to the Advertisement settings in this Section's parent Section.

- **Column Advertisements**

There are up to two sets of Column Ads in a Section. "Column Ads 1" is generally on the left of the page, and "Column Ads 2" is generally on the right. Column Ads can show multiple ads at once in a vertical format, one on top of the next. The ads are picked randomly from the ad pool you create, but preference is given based on the ad's Impression Weight.

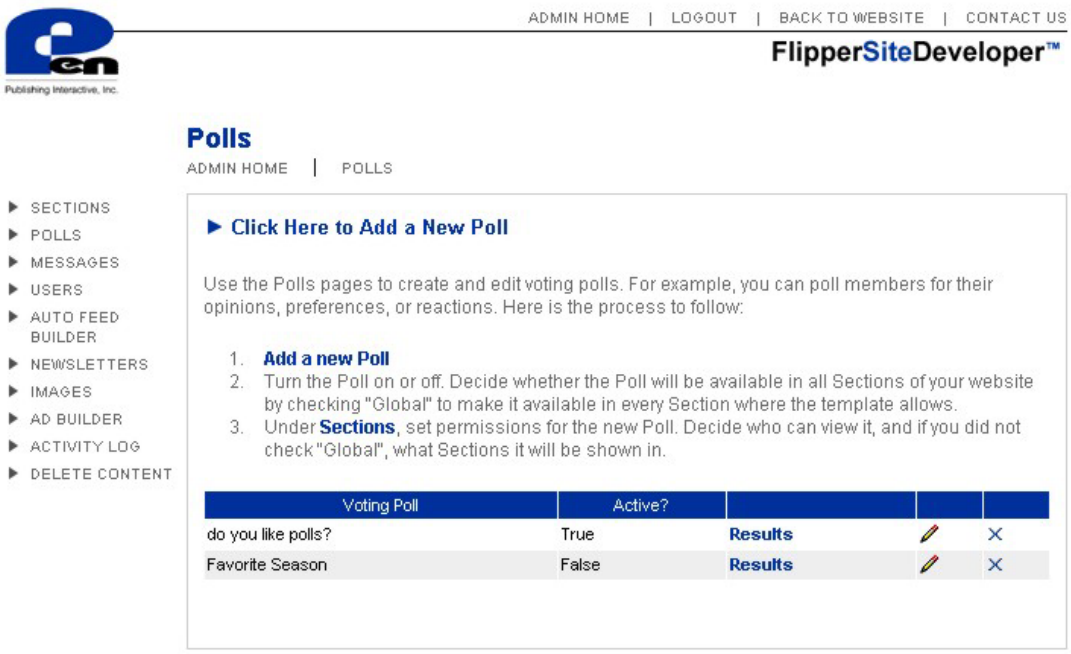
- **Banner Advertisements**

There are up to two sets of Banner Ads in a Section. "Banner Ads 1" is generally on the top of the page, and "Banner Ads 2" is generally on the bottom. Banner Ads only show one ad at a time. The ads are picked randomly from the ad pool you create, but preference is given based on the ad's Impression Weight.

Using the Polls Page

You can use the Poll page to add or edit an existing voting poll. When you add a voting poll to your site, the voting poll appears on the site pages. For example, you can create a voting poll that asks users to choose their favorite movie, or a voting poll to select a place to get lunch next week.

To create a new voting poll, click Add New Poll.



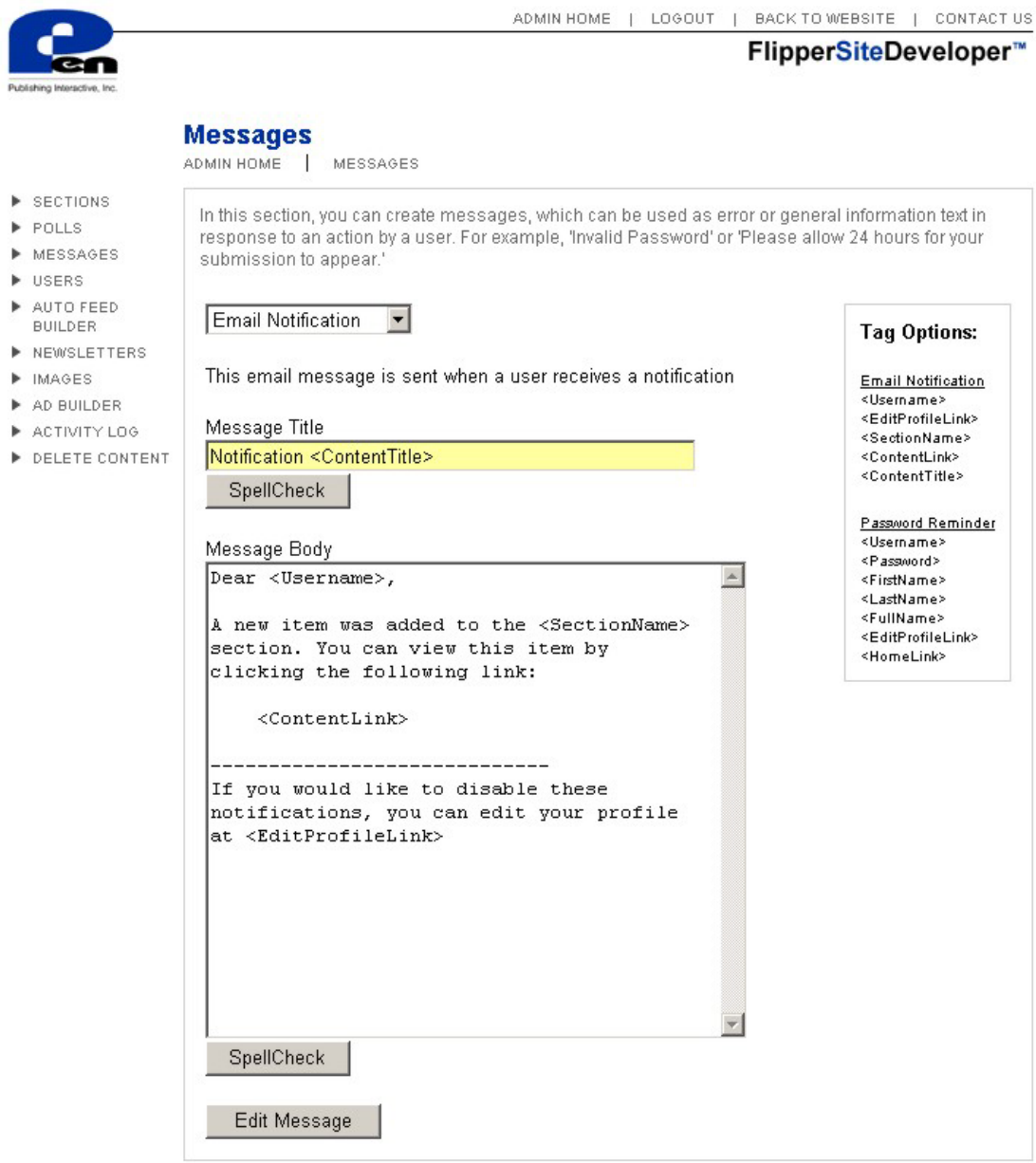
You can create a voting poll that is global to your site or you can create a poll that is displayed in only a particular section. You can also schedule a voting poll so that it will not appear until a certain date in the future or create a future date for the poll to disappear. Finally, you can configure a poll so that it will display the current poll results to users after they vote or hide the results.

When creating a new voting poll, you need to specify the roles of members who can view the poll. For example, you can create a voting poll that is displayed only to authenticated users. You can also create a poll that anonymous users can vote on. *If you don't assign at least one role to the voting poll, then the poll will not appear.*

You can view the current results of the voting poll by clicking the Results link next to the poll in the Edit Voting Polls page. The current results are displayed in a bar chart.

Using the Messages Page

The Messages page enables you to alter the content of email or Web page messages displayed to users. You can use the Messages page to modify the content of the notification email sent when email notifications are enabled in a section, the content of the password reminder email that is sent when a user asks for a password reminder, and the content of the moderation message that is displayed when a user posts content to a moderated section.



You can use special tags in the different messages to display content. These tags are automatically replaced when the message is displayed (or emailed) to a user.

For Email Notifications, you can use the following tags:

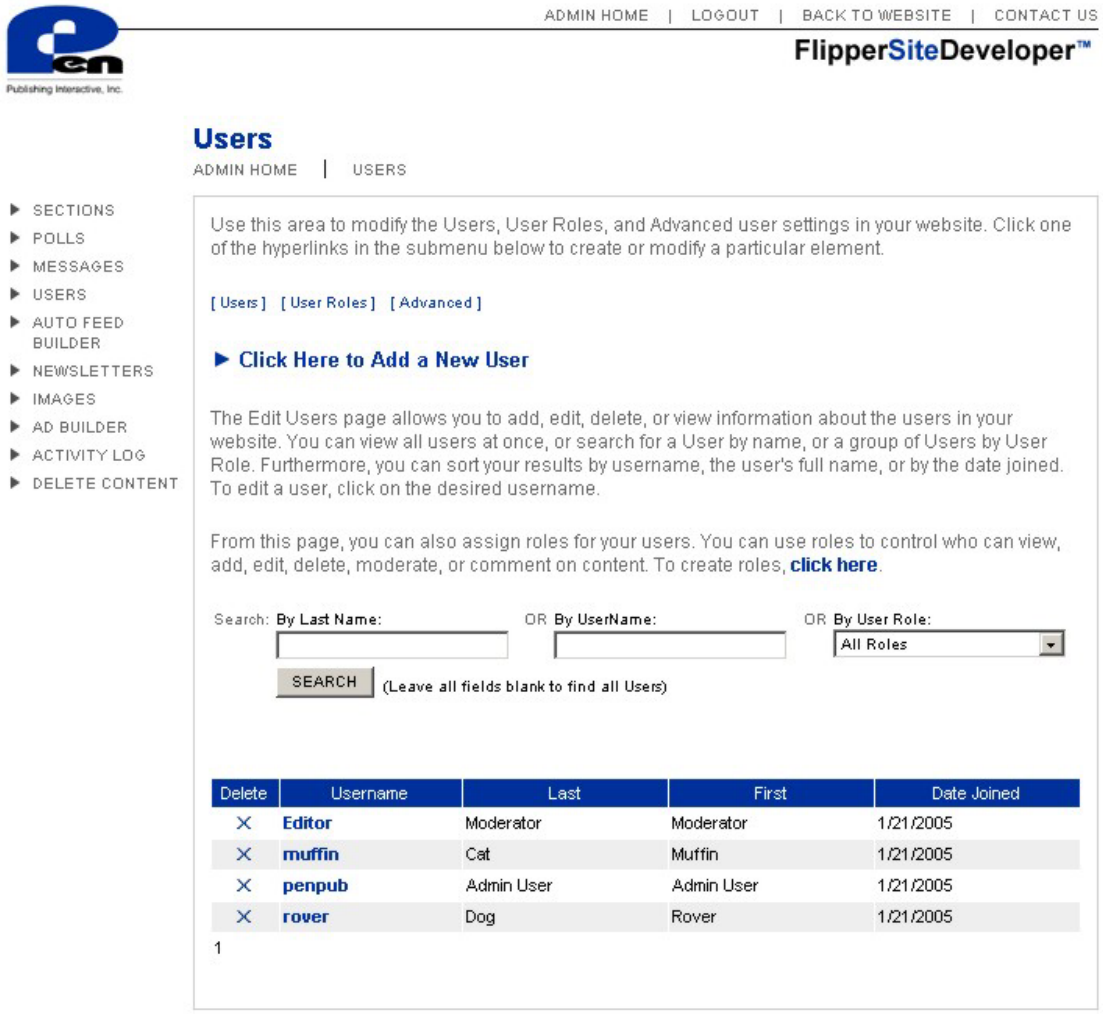
- <Username> - Displays the user's registered username.
- <EditProfileLink> - Displays a link to the user profile page where the user can modify their email preferences.
- <SectionName> - Displays the title of the section that has been updated.
- <ContentTitle> - Displays the title of the new content added to the section. For example, if someone lists a new book in the books section named The Greatest Adventure, then the <ContentTitle> tag will be replaced with the string The Greatest Adventure.
- <ContentLink> - Displays a link to the new content.

For Password Reminders, you can use the following tags:

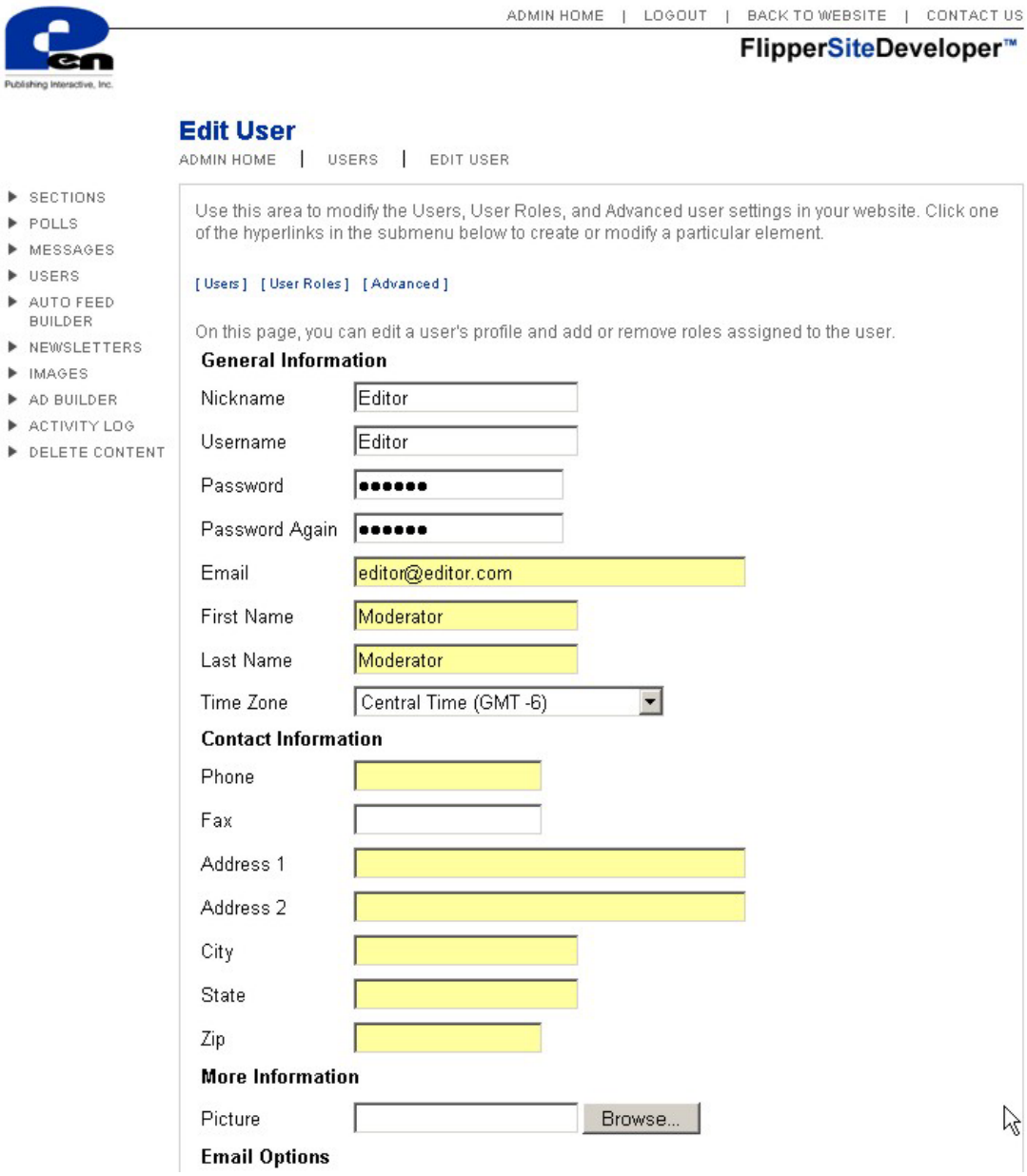
- <Username> - The user's registered username.
- <Password> - The user's registered password.
- <FirstName> - The user's first name.
- <LastName> - The user's last name.
- <FullName> - The user's full name including first and last name.
- <EditProfileLink> - Displays a link to the user profile page where the user can modify their email preferences.
- <HomeLink> - Displays a link to the home page of the website.

Using the Users Page

You can use the Users page to view and modify all the users registered for your site. You can also use the Users page to add or delete custom user roles.



To view information about a particular user, click the username to link to the Edit User page and view or edit the user's profile.



You can use the Edit User page to modify user information such as the user's first and last name, password, email address, nickname and so on. The Nickname field is the name that will appear when the user posts an image, article, post or so on. You can also use the Edit User page to assign the user to one or more roles. For example, you might want to give a user Global-Administrator permissions so that the user can access the Site Admin pages in order to help manage a site.

You can also set the user's database quota from the Edit User page. The database quota for an individual user sets the maximum number of megs that the user can upload to the database when uploading images or downloadable files. If you assign a low quota to a

user, then you can prevent a user from going wild and uploading their entire collection of images to your site.

The Users page can also be used to create custom roles. You can create as many custom roles for your site as you please. For example, you might want to create a custom role named SuperUsers for a Web site. You could then create an Article section in your site that only members of the SuperUsers role can view (You can assign different View permissions to a section in the Section Page Security panel of the Edit Sections Page).

To create a new role, click the User Roles link at the top of the page. A list of current user roles is displayed. If you complete the Add Role form and click Add Role, then your custom role will be added to the site.

You also can use the Edit Roles page to delete the custom roles that you have created. However, you cannot delete the two system roles Global -Administrators and Global - Moderators. The delete link does not appear next to these two roles.

The Advanced page allows you to adjust the fields that your users fill out. You can make the fields visible or invisible, required or not required. You can also change the titles of some of the fields, and define error messages for required fields. You may also add your own email address here, to receive notification every time a new User signs up on the public Register page.

User Roles Panel

User Roles are simply groups of Users. A User can be in more than one User Role. It is the User Roles that have permissions assigned to them. On this page you can edit, or delete roles for your users. Roles can be used to prohibit all but selected users from secure areas in your website. For example, only users in the Global-Administrators role have access to these administration pages.

Advanced Panel

This page, you can adjust the fields that your users fill out. You can make the fields visible or invisible, required or not required. You can also change the titles of some of the fields, and define error messages for required fields. You can also turn on or off your Login buttons, define the behavior of your Personal Welcome, and assign a "New User Notification" email address.

- **Login / Register Buttons**

Your Flipper website contains publicly viewable buttons enabling a visitor to Login or to Register for an account. Here, you can change the text of these buttons if you wish, or make either or both of them completely invisible.

- **Personal Welcome**

Display a Welcome message to your Users when they login.

- **Notification Email**

  Allows Flipper to send a notification email to a particular address when a user signs

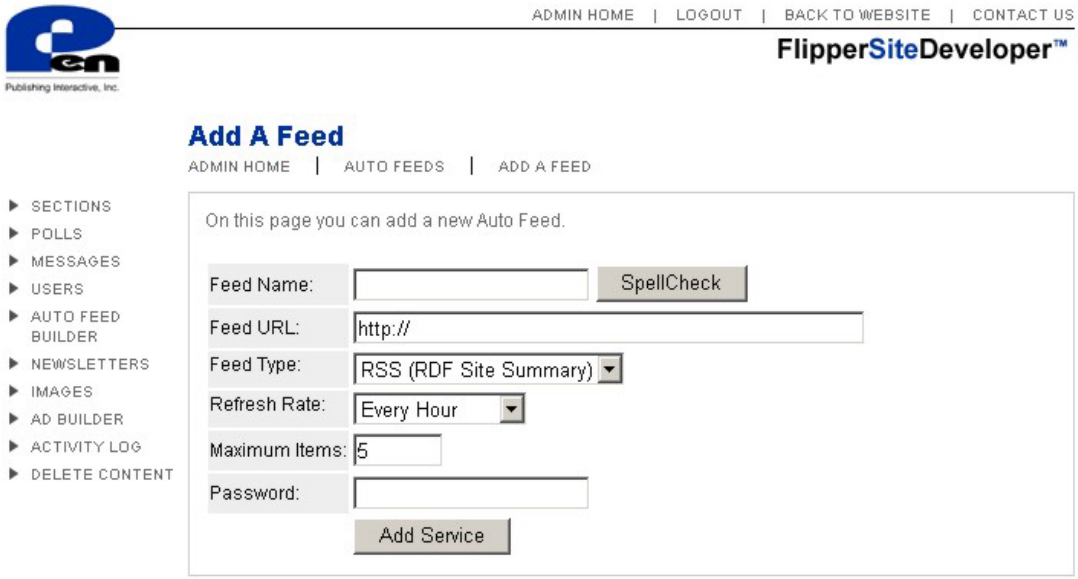
up. It allows you to choose the information about the new user that you would like displayed in the notification email.

- **Custom Fields**
  Allows you to create custom fields for the registration sign up page.

Using the RSS Feed Manager

You can use RSS Feeds to retrieve information from other Web sites and display the information in your own Web pages.

Your RSS Feeds will not automatically show up on your web pages. Instead, once you create an RSS Feed here, you will need to specifically place it in whatever Section you want it to be in.



WWW Feeds Panel

You can configure RSS news feeds. A number of Web sites expose content through the RSS standard including iTunes and Amazon.com. You can use RSS to display headlines from these sites.

The steps required to configure an RSS news feed are very similar to those required to configure a site service. Create a new service by clicking the Add New Auto Feed link in the Auto Feeds page and supply the following values for the new feed's properties:

- Feed Name - You can supply any name for the Feed. The name of the feed is used when adding a an auto feed to particular section.

- Feed URL - Supply the address to the RSS news feed. For example, http://ax.phobos.apple.com.edgesuite.net/WebObjects/MZStore.woa/wpa/MRSS/

newreleases/sf=143441/explicit=false/limit=10/rss.xml is the URL of the RSS feed exposed by the iTunes website.

- Feed Type - For an RSS news feed, pick RSS (RDF Site Summary).

- Refresh Rate - This value determines how often the service is accessed to retrieve new content. For example, if set to Every Hour, the service is accessed a maximum of once per hour.

- Maximum Items - The maximum number of content items that you want to retrieve and display from the Feed. You can never retrieve more than 20 content items.

- Password - In the case of RSS news feeds, the value of this field is ignored.

After you configure an RSS news feed, you can add an Auto Feed that displays the content of the news feed to any section of your site.

The content retrieved from a service is cached in the server's memory for the duration set by the Refresh Rate. If the service content is lost -- for example, you reboot the Web server -- then the Auto Feed will not display any content for the amount of time set by the Refresh Rate. In other words, services will never violate the policy set by the Refresh Rate.

Preset Local Feeds Panel

Your Flipper website creates a number of internal RSS Feeds. Your Preset Local RSS Feeds include several arrangements of the content from across your website, as listed below. You cannot add to or delete from this list, however, you can manage certain properties of these Preset Local RSS Feeds by clicking the pencil icon.

Local Section Feeds Panel

Local Section feeds are also generated by your website, but unlike the preset feeds, Section Feeds are Section-Specific. Your Flipper website can generate RSS Feeds based on the content of a particular Section. In order to add or delete from this list, you must edit the RSS Feed properties of the Section itself, however, you can manage certain properties of these Local Section RSS Feeds by clicking the pencil icon in the list below.

Using the Newsletter Page

The Newsletter page enables you to send an email newsletter to all the registered members of your site (who have selected the Receive Newsletter checkbox when registering or editing their profile).

To create a new newsletter, click the link to the Create Newsletter page. The Create Newsletter page enables you to select an existing newsletter template, modify an existing template, or create a new template.

The idea behind newsletter templates is that you will often send a newsletter with the exact same formatting. You will simply want to change the content sections when you

send the newsletter on a particular date. You can use newsletter templates to created standard newsletters such as an announcements newsletter.

You can use special tags in a newsletter template to automatically display content from your site. Here is a list of these tags:

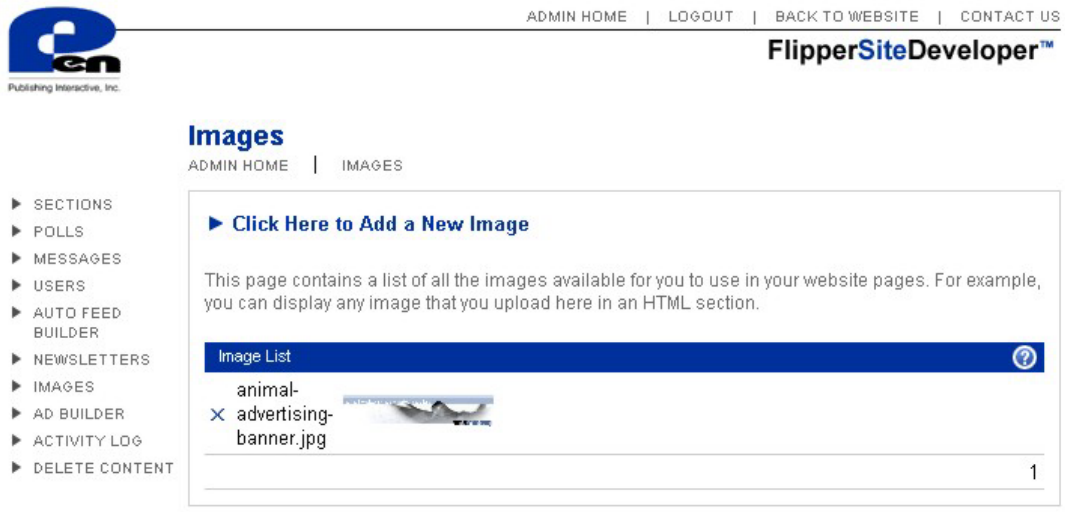
- <Username> - The user's registered username.
- <Password> - The user's registered password.
- <FirstName> - The user's first name.
- <LastName> - The user's last name.
- <FullName> - The user's full name including first and last name.
- <EditProfileLink> - The link to the user's Edit Profile page.
- <HomeLink> - The link to the home page of the site.
- <NewArticles> - A list of the newest articles posted to the site.
- <NewBooks> - A list of the newest books posted to the site.
- <NewEvents> - A list of the newest events posted to the site.
- <NewLinks> - A list of the newest links posted to the site.
- <NewDownloads> - A list of the newest downloads posted to the site.
- <NewPhotos> - A list of the newest photos posted to the site.

When creating a newsletter template, you can click the Preview Newsletter button to view a preview of your newsletter before you send it. You can also send a single test email to yourself to test the appearance of the newsletter.

When you have finished creating a newsletter, click the Send Newsletter button to send the newsletter to all of the users of your site. While the newsletter is being sent, a progress bar appears. The progress bar will automatically refresh every few seconds to display the current number of newsletters sent.

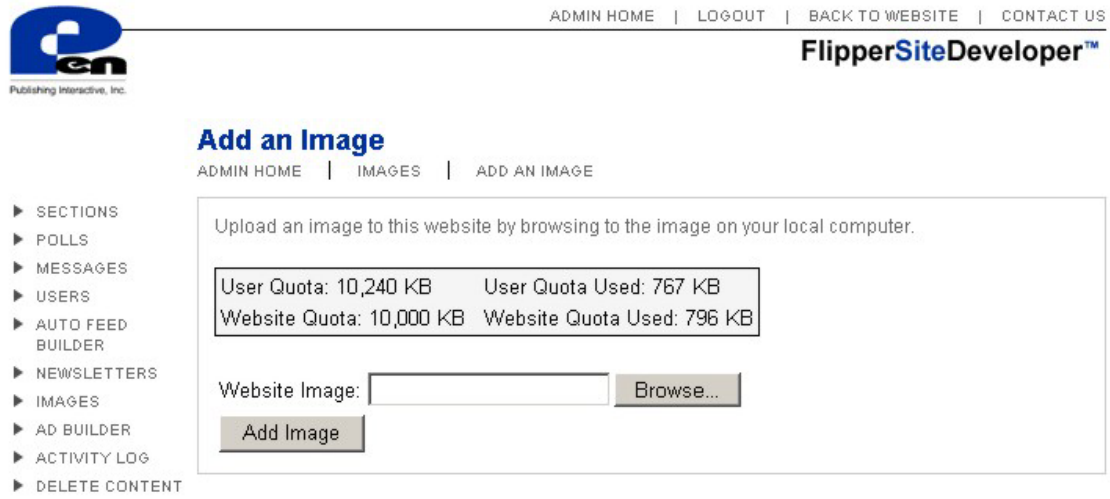
Using the Images Page

You can use the Images page to manage site images. Site images include any image that is displayed through a site such as the site logo and topics images.



You can use the Images page to delete existing images. You may need to delete images when you have passed your site quota. The site quota sets an upper bound on the total amount of image data that can be stored in the database.

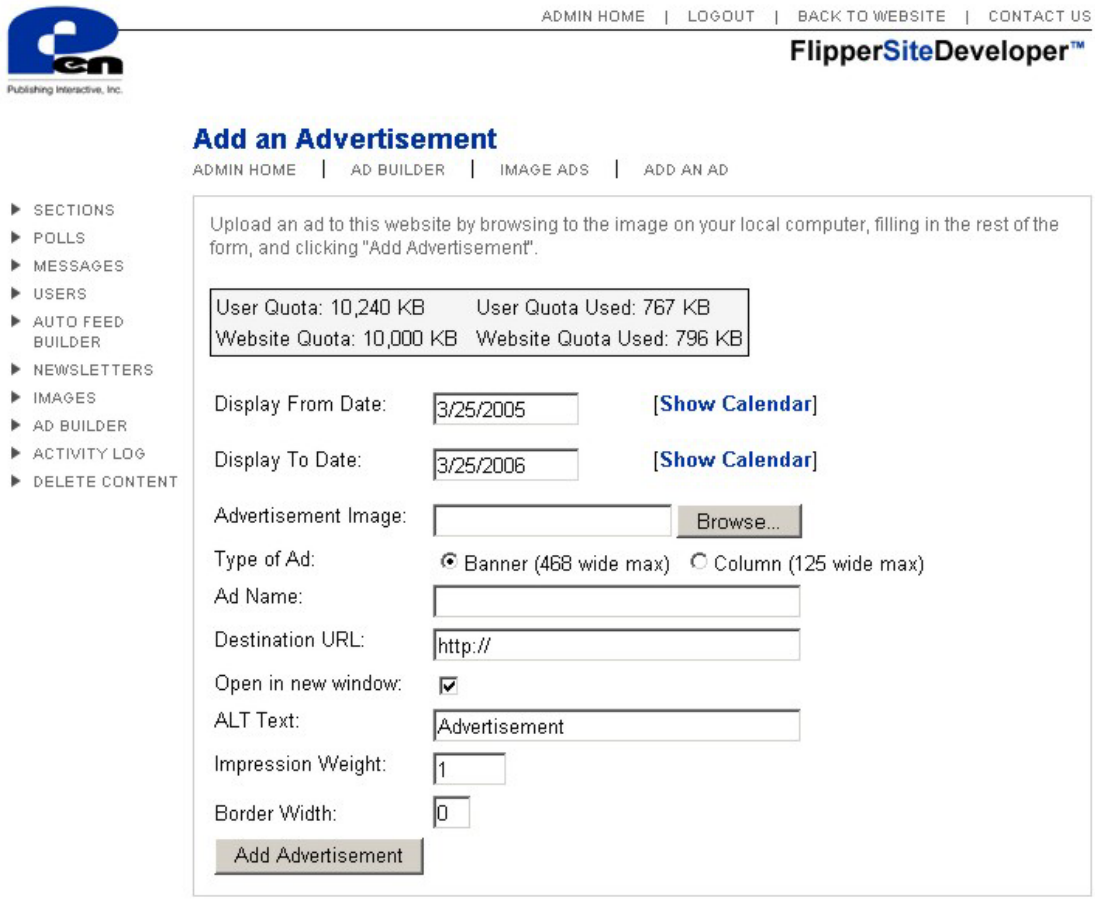
You can also use the Images page to add new site images. When you click Add New Image, the current site quota used is displayed. You can add a new image only when the quota has not been passed.



If you add a site image, you can display the image in an HTML Page section. Use a normal HTML <img> tag to display the image. For example, if you add an image named MyPicture.gif, you can use the following tag to display the image:
<img src="MyPicture.gif">

Using the Ad Builder Page

The Advertisement page enables you to create and manage Image and Text Advertisements on your website. Advertisements can be setup to display for a stated time frame. Advertisements are rotated on the website based on the number of ads visible and the weight placed on each ad.



- **Image Advertisements**
  There are two kinds of Image Advertisements, the Banner, or horizontal ad, and the Column, or vertical ad. Image Advertisements require you to upload an image and assign it's properties, like the URL it will link to, and it's ALT tag.

- **Text Advertisements**
  Text Advertisements require only HTML text. A good example of these kinds of ads would be Google ads. These also can be in a vertical format or a horizontal format.

- **To create a new Advertisement**
  To create a new Advertisement click the link to either Manage your Image Advertisements or Manage your Text Advertisements. Then click the Add a New Advertisement link.

  When creating an Image Advertisement upload the Advertisement ad to the website by browsing to the image on your local computer. Then select the time period you want the ad to display for. Select the type of Ad (Banner or Column). Fill in the rest of the form and click Add Advertisement.

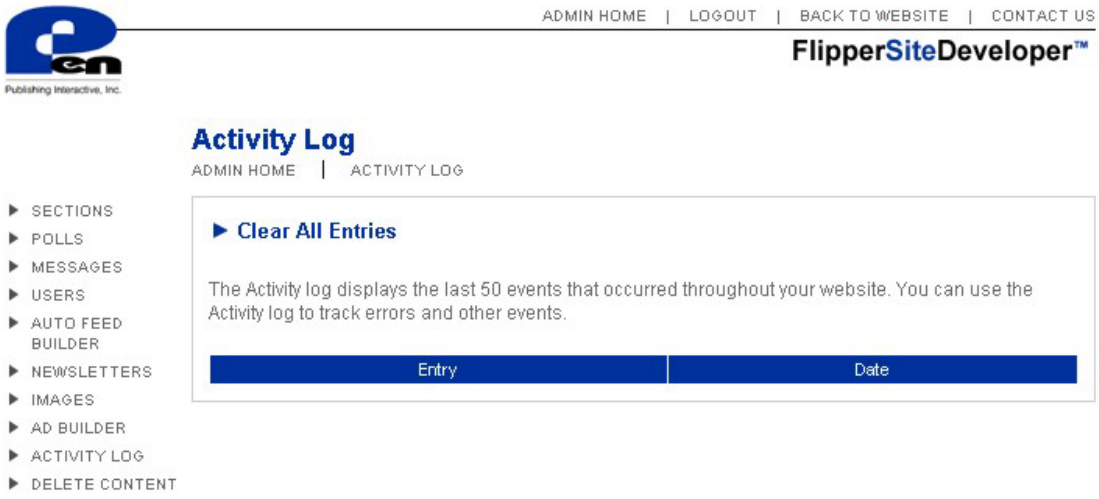
  When creating a Text Advertisement select the time period you want the ad to display for. Select the type of Ad (Banner or Column) for displaying your new ad. Fill in the ad text field and weight of the ad. Click Add Advertisement to save your new ad.

Using the Style Sheet Builder

On this page you can edit your website's custom style sheets. Style sheets are written in the CSS programming language and control the colors, fonts, margins and borders for your website.

Activity Log

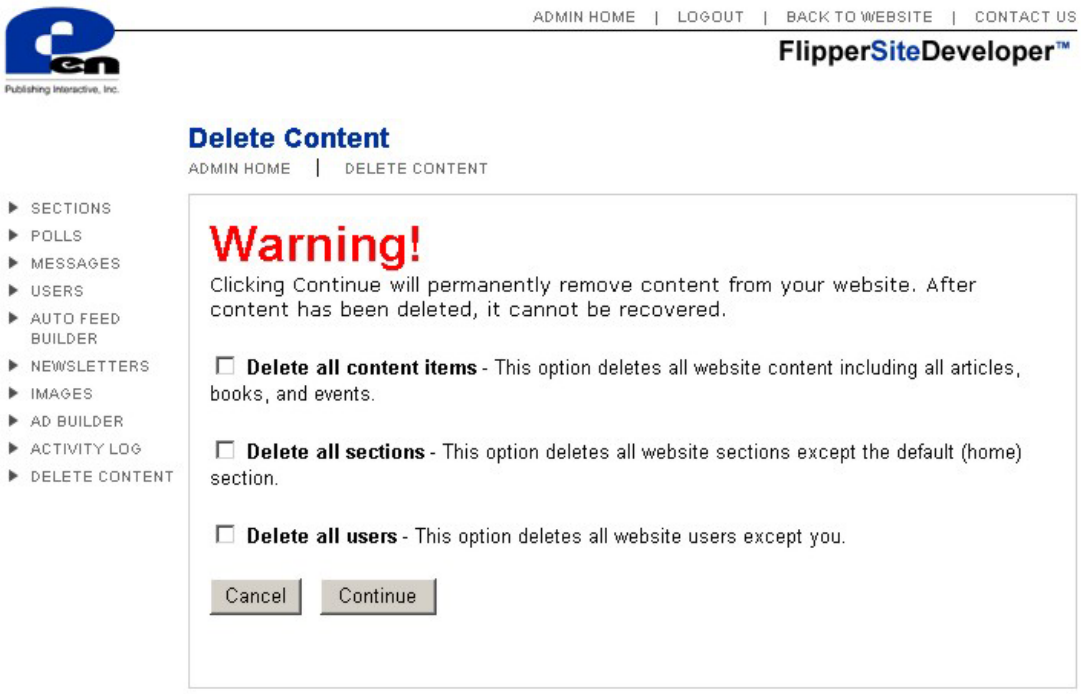
The Activity Log enables you to view the last 50 errors generated by your site. You can use the View Errors page to monitor whether something is not working correctly in your site.



For example, if you create a new Auto Feed using the Auto Feeds page, and the Feed cannot be accessed, an error message will be added.

Delete Content Page

The Delete Content Page allows the Global-Administrator to permanently delete all the content items, all sections and/or all users from the website. Warning! once the content has been deleted, it cannot be recovered.



The Dynamic Site Map section consists of 2 main pages:

- The Site Map Page - Displays a Site Map of the current section.
- The Edit Header/Footer Page - Enables users with the right permissions to edit the Header and Footer content for the Site Map Page.