# Parallels® Plesk Automation

## Customer's Guide

Parallels Plesk Automation 11.5

**‖ Parallels**®

# Contents

# Quick Start with Hosting Panel

In this chapter, we will explain how to create your first website, fill it with content, create mailboxes for users of the site, and, finally, view the site visits statistics.

Once you are comfortable with basic Panel capabilities, try out some advanced hosting features: Expand website functionality by installing web applications (on page 60), secure your sites with SSL certificates (on page 69), employ databases (on page 169), and much more.

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**Note:** Hosting providers can turn off some of the advanced features to make your Panel look simple and user-friendly. We have used the **(Advanced)** prefix to designate the sections related to the features that may be turned off. If you require one of the advanced options, contact your hosting provider.

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## In this chapter:

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# Set Up Your First Website

Now that you have a customer account and a domain name, the first thing you will want to do is create a website. The information about the possible ways to do it is provided in the section **1. Create Your Site** (on page 5).

When your site is ready, you may want to take a look at the result in your browser. Learn how to do it in the section **2. Preview your Site** (on page 9).

Even a perfectly designed site will not be effective if no one knows about it. When all the design work is done, you need to submit your site to popular search engines. The corresponding instruction is located in the section **3. Submit Your Sites to Search Engines** (on page 10).

## Next in this section:

# 1. Create Your Site

There are three general ways to create a website:

- Employ a web design studio to create a site for you, and then you will just update its content.
- Create a site by yourself using *Presence Builder* - the powerful tool that enables you to create professional-looking websites in a few mouse clicks. Learn more in the section **Presence Builder** (on page 6).
- Create your website in a third-party *Content Management System* - an editor that allows you to easily create and edit website content such as pages, scripts, applications, and so on. To learn more about creating sites in third-party content management systems, see the section **Content Management Systems** (on page 7).

If you have purchased a ready-made site or created it by yourself, you should upload the site content to your account to make the site visible on the web. There are two ways to upload content:

- *Using FTP*. Learn more in the section **Uploading Content Using FTP** (on page 8).
- *Using an integrated File Manager*. Learn more in the section **Uploading Content with File Manager** (on page 8).

## Next in this section:

# Presence Builder

Presence Builder is a tool that enables users with no knowledge of HTML markup or graphic design skills to create professional-looking sites. This tool provides a simple visual editor and a huge set of templates for different websites. You can create web pages, add content of different types (text, images, video, scripts), and edit website settings such as website name, keywords, icons, and so on.

To create websites in Presence Builder, ensure that your hosting subscription includes this option. If it does not, choose another way or upgrade your subscription.

### ➢ *To create a website with Presence Builder:*

**1.** Go to the **Websites** tab and click your domain name.

**2.** Click the link **Launch Presence Builder**.

**3.** Select a topic that best suits your website.

**4.** Edit the website:

   **a.** *Structure*: Add more pages, remove the predefined pages that you do not need.

   **b.** *Content*: Change the predefined content to your own, add text, images, videos, scripts, and other required elements.

   **c.** *Design*: Change the layout and color scheme.

**5.** Publish the website.

Find more information about creating websites with Presence Builder in the section **Creating Websites with Presence Builder** (on page 101).

# Content Management Systems

*Content Management Systems* (or *CMS*) are applications that provide a graphical user interface for adding and editing website content: pages, scripts, files, multimedia content, and so on.

Before you can create a website in a third-party CMS, you should install the CMS on your hosting account. Note that you can install the CMS only if your hosting subscription allows it.

### ➢ *To create a website using a CMS:*

1. Go to the **Applications** tab.

2. Find the CMS you need in the list of available applications, and install it as described in the section **Using Web Applications (on page 60).**

3. Create your website in the CMS. For information about creating websites with your CMS, refer to the relevant documentation.

# Uploading Content

If you already have a website created by yourself or a web design studio, just upload the website files and folders to your provider's server. You can do this in one of the following ways:

- *Using FTP*. This way is better when several people manage a website's content because it does not require access to your customer account. You can just create FTP users for them. Learn more about this method in the section **Uploading Content Using FTP** (on page 8).
- *Using Panel's File Manager*. This way is more convenient because it uses the Panel GUI and provides a set of useful features, for example, a visual HTML editor and a file permissions manager. Find more information on the features of File Manager in the section **Uploading Content with File Manager** (on page 8).

## Next in this section:

# Uploading Content Using FTP

> ➢ *To publish a website using FTP:*

**1.** Connect to your webspace on the server with an FTP client program, using your FTP account username and password.

You can change your username and password in the Panel at the **Websites** tab > **Web Hosting Access**.

The FTP address should be ftp://your-domain-name.com, where your-domain-name.com is your site's Internet address.

Enable the passive mode if you are behind a firewall.

**2.** Upload the files and directories of your site to the `httpdocs` directory. If you use CGI scripts, place them in the `cgi-bin` directory.

**3.** Close your FTP session.

You can also set up additional FTP accounts if you need to collaborate on website content with other users. For more information, see the section **Adding FTP Accounts** (on page 155).

# Uploading Content with File Manager

To upload a website from your computer to your hosting account with File Manager, go to the **Websites** tab, click your domain name, click **File Manager**, and upload your files to the httpdocs directory. You can also upload your website as a compressed ZIP file and then extract the contents using the archiver integrated in File Manager.

With File Manager, you can also do the following:

▪ Edit HTML files in the visual editor.
▪ Preview website pages.
▪ Edit files in the text editor.
▪ Manage the file access permissions.

Learn more about uploading and editing website files and folders with File Manager in the section **Website Content** (on page 53).

# 2. Preview Your Site

After you uploaded website files to the webspace, you can check how your site will look in a web browser, even before the information about the new site has spread in the Domain Name System.

### ➢ *To preview a site:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, select the required webspace in the **Subscription** menu at the top of the screen.

2. Go the **Websites** tab.

3. Click **Preview** below the domain name of the website that you want to preview.

   Your site will open in a new browser window.

**Note:** The contents of password-protected directories might be inaccessible in the Preview mode.

Sometimes, you may need to show your site to someone when your domain name is not registered yet. There are several ways to do it without giving that person access to your customer account. Learn more in the section **Previewing Websites** (on page 60).

# 3. Submit Your Sites to Search Engines

To gain more visitors and drive traffic to your site after you publish it on the Internet, you need to submit it to search engines. Before the site submission, you can improve the site ranking in search results by the following content optimizations:

▪ Include in the text contained in your web pages the frequently searched keyword phrases, which are relevant to the topic of your site. For example, mention your product or a topic of your interest several times in the text on a web page.

▪ Add relevant keywords to the `<title>` and `<meta>` tags. Some search engines look for keywords and descriptions in meta tags placed within web pages, and present these keywords in search results.

For example, if you are selling hosting automation software, then you can include the following tags in HTML pages of your website:

```
<HEAD>
<TITLE>Ordering hosting automation software
</TITLE>
<META name="keywords" content="order,hosting,software">
<META name="description" content="Ordering Hosting Automation
Software">
</HEAD>
```

Separate the keywords with a comma without white spaces.

After you optimize the website and publish it to your customer account, submit it to search engines, such as Google, Yahoo, Bing, and other engines that you know to be popular in your country.

▪ To submit a site to Google, follow the instructions at https://support.google.com/webmasters/answer/1352276.

▪ To submit a site to Yahoo, visit http://search.yahoo.com/info/submit.html.

▪ To submit a site to Bing, visit http://www.bing.com/toolbox/submit-site-url.

# Set Up Mail Accounts

Once your website is ready, you can start creating mail accounts. You can choose, for example, to create mail accounts for your friends or colleagues. Note that the number and size of mailboxes is limited by your hosting plan.

### Next in this section:

# 1. Create Mail Account

➢ *To create an email address:*

1. If you are subscribed to several hosting packages, select the subscription you need in the **Subscription** menu at the top of the screen. If you have several webspaces, select the required webspace in the **Webspaces** tab > **Switch to webspace**.

2. Click the **Mail** tab.

3. Click **Create Email Address**.

4. Type the left part of the e-mail address before the @ sign, and, if you have several domain names on your account, select the domain name under which the e-mail address will be created.

5. Leave the **Mailbox** checkbox selected.

    Clearing this checkbox makes sense only if you want to use this address as a mail forwarder, which will forward all incoming mail to another address.

6. Specify the mailbox size or use the default size defined by the provider's policy or your service plan.

7. Specify a password consisting of five or more Latin characters.

8. Click **OK**.

# 2. Access Your Mailbox

There are two ways to access a mailbox for sending and receiving email messages:

- Set up and use an email client program on your computer. Typically, in such programs you should specify the following settings:
  - **Username**. In this field, specify your full email address. For example, johndoe@example.com.
  - **Password**. Most likely, the password to your email account.
  - **Mail server protocol**. This property defines whether you want to keep copies of messages on the server. To keep the copies on the server, select the **IMAP** option. If you do not want to keep them on the server, select **POP3**. Selecting IMAP will also allow you to train the SpamAssassin spam filter on email messages you receive, if the spam filter is switched on for your account.
  - **Incoming mail server** *(POP3/IMAP)*. Type your mail server's address. Typically, it is your website's address with the **mail.** prefix. For example, *mail.example.com*. The POP3 port is 110. The IMAP port is 143.
  - **Outgoing mail server** *(SMTP)*. Type your mail server's address. Typically, it is your website's address with the **mail.** prefix. For example, *mail.example.com*. The SMTP port is 25. This server requires authentication.
- Use a web browser to connect to the webmail interface.

**Note:** If you cannot access your mailbox following the instructions in this section, this might be caused by mail server settings. Contact your hosting provider to resolve the issue.

## Access from Webmail

### ➢ *To access your mailbox through webmail, do any of the following:*

- In a Web browser, visit the URL `webmail.example.com`, where `example.com` is the Internet address of your website. When prompted, specify your full email address as the username (for example, `mail@example.com`), and specify the password that you use for logging in to the Panel.
- When logged in to the Panel, click the **Mail** tab, and in the list of email addresses, click the icon  corresponding to the email address you need.

# View Site Visit Statistics

Finally, when your site works fine and search engines return it in search results, it is the best time to evaluate site efficiency by viewing the visits statistics.

> ➢ *To find out how many people visited a site, from what countries, and what pages of the site they viewed:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites** tab and click the domain name for which you want to view the statistics.

3. Click **Web Statistics**.

   The site visitor statistics will show in a new browser window.

4. To view statistics for web pages viewed from the SSL-secured area of your site, select **SSL Web Statistics** in the menu.

5. To view statistics for files downloaded over the file transfer protocol (FTP), select **FTP Statistics** in the menu.

Alternately, you can view the visits statistics for a site by visiting the following URL: https://your-domain.com/plesk-stat/webstat. When prompted for username and password, specify your FTP account username and password.

You have successfully completed the quick start part of the guide. Feel free to read about other features that are available to you in the Hosting Panel.

# User Accounts, Subscriptions, and Webspaces

After you subscribe to a hosting plan, a *customer account* in Panel is created to enable you to log in to Panel and use the hosting services and resources such as mailboxes, disk space, and bandwidth.

## Customer Account, Multiple Subscriptions, and Webspaces

Depending on your provider's policy, you might be able to subscribe to multiple hosting plans. For example, if you do not want your main site to share hosting resources with a company's branch site, you can subscribe to another hosting plan under the same customer account. In addition to having access to multiple subscriptions from a single customer account, you might be able to have several webspaces under each of your subscriptions.

Each webspace is limited to *only one IPv4 and one IPv6 address*. Thus, all domains within a webspace share the same IP address (v4 or v6). If you need to host sites on different IP addresses, you should set up new webspaces for that. Having a separate (or dedicated) IP address for a site can be useful, for example, if you want to secure connections to the site with a separate SSL certificate.

The number of subscriptions and webspaces that you can create depends on your hosting plan.

## System Users

For each hosting subscription, Panel creates a *system user* - a user account in the hosting server's operating system. Customers obtain their system users' access credentials from their service providers and use these credentials for connecting to the server through FTP, SSH, and so on. In addition, all operations on files and directories in Panel are performed on behalf of system users. For example, when a customer adds a new file in File Manager, the subscription's system user becomes the owner of the file.

## Mail Management

Mail service settings can be defined per webspace: all domains inside the same webspace will receive similar settings.

## Adding Resources to a Subscription

Purchasing a new subscription for extending hosting resources is not always necessary. You can always improve just one of your subscriptions. For example, add extra disk space or SSL support. This can be done by switching to another hosting plan or by purchasing hosting plan add-ons.

## Managing Customer Account

In Panel, you can perform a number of administrative operations on your customer account:

▪ Change an account password and personal information. Learn more in the section **Changing Your Password and Contact Information** (on page 16).

▪ View statistics on your account: For example, disk space or traffic usage. Learn more in the section **Viewing Statistics** (on page 17).

## Allowing Other Users to Access Your Account

If the number of hosting maintenance operations is too large to be handled by one person, you can delegate some of them to other people. For this purpose, you can create auxiliary user accounts grouped by means of user roles. For example, you can create a group that is allowed only to upload content to websites. Users in this group will not be able to perform any operations except for managing website content. For more information about auxiliary users, refer to the section **(Advanced) Managing Auxiliary User Accounts** (on page 20).

### In this chapter:

# Changing Your Password and Contact Information

➢ *To change your password for access to the Hosting Panel:*

1. Go to the **Users** tab, click the link with your name, and then click **Change Settings**.

2. Type a new password, and click **OK**.

➢ *To change the username or password that you use for connecting to your subscription over FTP or SSH:*

1. Click the **Websites** tab.

2. Click **Web Hosting Access**.

3. Type the new username or password, and click **OK**.

➢ *To change your contact information:*

1. Go to the **Users** tab, click the link with your name, and then click **Change Settings**.

2. Click the **Contact Details** tab.

3. Update your contact information and click **OK**.

# Working with Subscriptions and Webspaces

This section is intended only for the hosting customers whose hosting plan provides the option to set up multiple subscriptions and webspaces.

When you have several subscriptions and webspaces under your account, then you need to select the proper subscription and webspace before performing any website management operations in Hosting Panel.

## Selecting a Subscription and a Webspace

To select a subscription, open the **Subscription** menu in the upper right corner of the page. To select a webspace, click the **Webspaces** tab, and then click the corresponding link **Switch to webspace**.

## Creating New Webspaces for Hosting Sites

To create a webspace, go to the **Webspaces** tab, and click **Create New Webspace**. In the next step, specify the domain name with which the webspace will be associated, specify the system user name and password that will be used for uploading website content over FTP, and select the type of IP address and the services that should be available to the site hosted under that webspace.

## Suspending and Unsuspending Webspaces

Suspending a webspace can be useful when you need to make the hosted website and all related services (such as mailboxes under that site's domain name) temporarily unavailable.

To suspend a webspace, go to the **Webspaces** tab, select the checkbox next to the domain name of that webspace, and click **Disable**.

To unsuspend a webspace, go to the **Webspaces** tab, select the checkbox next to the domain name of that webspace, and click **Enable**.

## Removing Webspaces

Removal of a webspace results in deleting all related data from the hosting account: website settings and content, mailboxes and messages, databases, and any data backups.

To remove a webspace, go to the **Webspaces** tab, select the checkbox next to the domain name of that webspace, and click **Delete**.

# Viewing Statistics

➢ *To view the reports on disk space and traffic usage by your account:*

**1.** If you have several subscriptions associated with your account, in the **Subscription** menu at the top of the screen, select the required subscription.

**2.** Click the **Statistics** tab.

The following information is presented in charts:

- Disk space used by the following files and directories in the subscription:
    - Websites
    - Mail accounts
    - Databases
    - Logs
    - Backups
    - Chroot directories
    - Configuration files
    - Anonymous FTP directory
- Traffic used by FTP, web, and mail services during the current month.

    **FTP** field shows the information about the total size of files transferred to and from the webspace over the file transfer protocol.

    **HTTP** field shows the information about the total amount of data transferred from all of your websites over HTTP protocol, that is, retrieved by web browsers.

    **POP3/IMAP** field shows the total amount of data received by all mail accounts under your domains.

    **SMTP** field shows the total amount of data sent by all mail accounts under your domains.

**3.** Do any of the following:

- To view a report on the amount of data transferred to and from your sites over FTP, click **FTP Statistics**.
- To view a report on the amount of traffic used by services during a certain month, click **Data Transfer Statistics**, and select the required month from the menu.
- To view a report on how your websites are visited, click **Web Statistics**.

# Log Files

All connections to the web server and requests for files that were not found on the server are registered in log files. These log files are analyzed by the statistics programs running on the server, which then present graphical reports on demand. You may want to download these log files to your computer for processing by third-party statistics programs, or view their contents for web server debugging purposes.

#### ➢ *To prevent these log files from growing too large, you should enable automatic cleanup and recycling of log files:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites** tab > ***<domain name>*** > **Logs** > **Log Rotation**.

3. Click **Switch On**. If you see only the **Switch Off** button there, this means that log recycling is already switched on.

4. Specify when to recycle log files and how many copies of each log file to store on the server. Also specify whether they should be compressed and sent to an email address after processing.

5. Click **OK**.

#### ➢ *To view the contents of a log file or download it to your computer:*

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the **Subscription** menu at the top of the screen, select the required webspace.

2. Go to the **Websites** tab > ***<domain name>*** > **Logs**. A list of log files opens.

3. Do any of the following:

   - To view all entries in a log file, click the log file name. If you want to view only a few last lines from the log file, type the number of lines into the input box under the **Settings** group, and then click the log file name.

   - To download a file to your computer, click the corresponding icon ⬇.

   - To remove a processed log file from the server, select the corresponding checkbox and click **Remove**. Confirm removal and click **OK**.

#### ➢ *To download log files to your computer via FTP:*

1. Connect to your hosting account via FTP.

2. Go to the `<domain_name>/logs` directory and copy the log files to you computer.

# (Advanced) Managing Auxiliary User Accounts

If you want to allow other users to access the Panel for managing websites and installed applications, or to use email services under your domains, then you need to create user accounts for them.

## Auxiliary Users and User Roles

Auxiliary user accounts are created based on user roles. The roles include privileges to access certain areas of the Panel and perform operations in the Panel. There are several predefined user roles, namely: Accountant, Application User, Owner, and Webmaster. You can review and modify the Accountant, Application User, and Webmaster roles to suit your needs, or you can create your own custom roles. For more information on user roles and user account creation, refer to the sections **User Roles** (on page 21) and **Auxiliary User Accounts (on page 23)** respectively.

After auxiliary user accounts are created, the users will be able to log in to their accounts in Panel and use shortcuts in their Panels to access their mailboxes and work with applications.

## Auxiliary Users and Multiple Subscriptions

If your customer account includes more than one subscription, you can allow auxiliary users to access only a specified subscription. If the **Access to subscriptions** property of a user account is set to a certain subscription, the user will always log in to this subscription and will not be able to switch to other subscriptions.

### Next in this section:

# User Roles

> ➢ *To create a user role:*

1. Go to the **Users** tab > **User Roles** tab > **Create User Role**.

2. Specify the following:

   - **User role name**.
   - **Access to Panel services**. Grant the required permissions for operations to the user:
     - **Manage users and roles**. Add, modify, and remove user accounts and roles. Note that even if this permission is not granted to a user, the user will be able to browse contact information of other users after logging in to the Panel.
     - **Create and manage sites**. Set up, modify, remove domain names and subdomains, host websites and change web hosting settings.
     - **Configure log rotation**. Manage settings for recycling of web server access and error log files. View, download, and remove log files.
     - **Configure anonymous FTP service**. Set up a directory accessible to all Internet users over FTP without authorization.
     - **Create and manage scheduled tasks**. Schedule execution of scripts or programs on your customer account.
     - **Configure spam filter**. Set up spam protection for mailboxes.
     - **Configure antivirus**. Set up virus protection for mailboxes.
     - **Create and manage databases**. Add, modify, and remove databases stored on your customer account.
     - **Configure and perform data backup and restoration**. Back up and restore data related to your customer account, websites, and mailboxes under your domains.
     - **View statistics**. View reports on disk space and traffic usage by your websites, and website visits.
     - **Install and manage applications**. Install applications on websites and manage them.
     - **Design sites in Presence Builder**. Create websites using Presence Builder.
     - **Upload and manage files**. Manage files and directories located in the webspace by using the Panel's file manager.
     - **Create and manage additional FTP accounts**. Set up additional FTP accounts for other users.
     - **Manage DNS settings**. Manage DNS settings for domains.
     - **Install and manage Java applications**. Install on websites third-party Java applications.
     - **Create and manage mail accounts**. Create, modify, and remove e-mail accounts.

- **Access to apps**. This group is shown if at least one application is installed on the website. Here you can select the applications that the user should be able to access and use.

  For more information about installing applications and providing access to users, refer to the section **Granting Auxiliary Users Access to Apps** (on page 63).

**3.** Click **OK**.

> ➢ *To modify user role properties:*

**1.** Go to the **Users** tab > **User Roles** tab.

**2.** Click the link with the role name that you want to change.

**3.** Change the role properties as required and click **OK**.

> ➢ *To remove a user role:*

**1.** Go to the **Users** tab > **User Roles** tab.

**2.** Select the checkbox corresponding to the role you want to remove and click **Remove**. Note that it is impossible to remove the **Owner** role and other roles that are assigned to one or more users.

**3.** Click **Yes** to confirm the removal.

# Auxiliary User Accounts

## ➢ *To create a user account:*

**1.** Go to the **Users** tab > **Create User Account**.

**2.** Specify the following:

- **Contact name**.
- **E-mail address**. The email address will be used as a user name for logging in to Panel, unless you specify another name in the **Username** box.
  - To create a new email address for the user, select the option **Create an email address under your account**,

    type the desired left part of the address which goes before the @ sign, and, if you have a number of domains on your account, select the domain name under which the email address should be created.
  - To associate with this user account an external email address, select the option **Use an external email address**, and specify an existing external email address.
- **User role**. Select the required user role from the menu.
- **Access to subscriptions**. Allow a user to access only a specified subscription. The **All** value grants them access to all subscriptions within your customer account.
- **Username**. The user name for access to Panel.
- **Password**. The password for access to Panel.

**3.** Leave the **User is active** checkbox selected. Otherwise, the user will not be able to access the Panel and use applications on your customer account.

**4.** Click **OK**.

**5.** Now, if you want to add contact information for the user, click a link with the user's name, and then click the **Contact Details** tab, and specify the user's contact information.

**6.** Click **OK**.

Now you can notify the user about creation of his or her account and ability to access Panel. Provide the user with the address to open in his or her browser, the username (which is the user's email address), and the password that you specified in the account settings.

## ➢ *To change user account properties:*

**1.** Click the **Users** tab.

**2.** Click a link with the user's name.

**3.** Make the required changes and click **OK**.

➢ *To suspend or activate a user account:*

**1.** Click the **Users** tab.

**2.** Click a link with the user's name.

**3.** Do any of the following:

   ▪ To suspend a user account, clear the **User is active** checkbox. The user will no longer be able to log in to the Panel and access applications.

   ▪ To activate a user account, select the **User is active** checkbox.

**4.** Click **OK**.

➢ *To remove a user account:*

**1.** Click the **Users** tab.

**2.** Select a checkbox corresponding to the user account you want to remove, and click **Remove**. Note that you cannot remove your own account.

**3.** Click **Yes** to confirm the removal.

# Websites and Domains

The creation of your web presence typically starts with purchasing a domain name. The *domain name* is the address people use to access your site from their browsers, for example, `www.example.com`. Domain registration is carried out by authorized companies - domain name registrars. Hosting providers often carry out this function. For detailed information about how to manage domains in Panel, refer to the section **Domains and DNS**.

Panel provides a full range of operations in regard to domains and websites:

- Adding and removing domains, subdomains, and aliases.
- Managing the content of your websites.
- Installing various web apps.
- Securing connections to your websites and much more.

This chapter provides detailed information about all possible operations on websites and domains in Panel. Note that some of these operations may be unavailable according to your hosting plan.

## In this chapter:

# Domains and DNS

A domain name is hierarchical and can consist of a number of parts called labels:

- The label furthest to the right is called the *top-level domain*. For example, `com` is the top-level domain of `www.example.com`. The number of top-level domains is limited and all of them are managed by separate international authorities.

- *The second-level domain* is the label that is typically used to convey the purpose of a website. In `www.example.com` it is the `example` part. The combination of the second-level and top-level domain names specifies the exact location of your website.

- Each label to the left is a subdomain of the domain to the right. For example, `www` is the subdomain of `example.com`. Subdomains can be convenient when you want to isolate some content from the main site, for example, you can organize your personal blog on `myblog.example.com`. For information on how to add subdomains in Panel, refer to the section **Adding Subdomains**.

If you want to host more than one website under your subscription, you can register more domains and add them to your subscription. Registering new domains may be available to you in the Hosting Panel if your hosting provider allows this. For information on how to purchase and add domains in Panel, refer to the section **Adding Domains**.

In fact, domain names exist only for convenience; the real communication between browser and web servers uses IP addresses - the numerical host identifiers. For example, the real address of `www.example.com` may be 192.0.2.12 (IPv4). To resolve domain names into IP addresses, web hosts use the DNS technology. To learn more about how DNS is implemented in Panel, refer to the section **(Advanced) Configuring DNS for a Domain**.

DNS allows several domains to be resolved into one IP address. Such additional names are called domain aliases. This is convenient when you have purchased several domain names that you want to point to the same website. For information on how to add aliases for existing domains, refer to the section **Adding Domain Aliases**.

## Next in this section:

# Adding Domains

If your hosting package includes more than one domain name (website), then you can easily add new domains to your account. Before you start adding a new domain that will use a second-level domain name, like *example.com*, be sure to register this domain name with your hosting provider or with another domain name registration authority.

You can set up the following types of site configurations through Panel:

- **Website addressed by a second-level domain name.** The following services are available for websites:
    - A unique Internet address (domain name), like *example.com*.
    - Additional domain names (domain aliases).
    - Subdomains - divisions of a site accessible by easy-to-remember addresses that are added to the main site, like mail.example.com.
    - Separate FTP accounts for collaboration on the site content. For every FTP account, you can specify which directories can be accessed.
    - Creating content using Presence Builder.
    - Simplified deployment of applications, such as content management systems, photo galleries, shopping carts, blogging platforms, and many more.
    - Secure data exchange implemented by SSL protocol. This requires that a site be hosted on a dedicated IP address, which is not shared among other users and sites.
    - Mailboxes.
    - Viewing statistics on site visits.
- **Website or a division of a website addressed by a third-level domain name (subdomain).** This is usually a division of an existing site. It has an Internet address comprising of three parts separated by dots. The following services are available for subdomains:
    - Separate document root from the main site. Document root is a directory on the server where web pages of a site are stored.
    - Access over FTP for content management.
    - Creating content using Presence Builder.
    - Simplified deployment of applications.
    - Secure data exchange implemented by SSL protocol.
    - Viewing statistics on site visits.

## Adding More Domains

➢ *To host a new website with a second-level domain name:*

1. If you are subscribed to several hosting packages, select the required subscription in the **Subscription** menu at the top of the page. If you have a number of webspaces, select the required webspace in **Webspaces** tab > **Switch to webspace**.

**2.** Click the **Websites** tab, click **Add New Domain** and follow the on-screen instructions.

> **Note**: If you select the recommended option, you should associate the domain's DNS settings with the domain name at the registrar's side. To achieve this, enter the Panel name server's IP address into the corresponding NS record in the registrar's system. How to find out this IP address: go to the **DNS** tab > ***<domain name>*** > **DNS** tab > **DNS Records**, find the NS record, and then find the A record corresponding to the NS record value.
> For example, if your NS record is
> *example.com.      NS      ns.example.com*,
> find the A record with *ns.example.com, for example,*
> *ns.example.com.   A        192.0.2.12*
>
> The resulting value, *192.0.2.12*, is the Panel name server IP you need.

**3.** Click **OK**.

The new domain name is now shown in the list at the bottom of the page.

You can now start creating your website with Presence Builder or upload your web content to the webspace of the new website, as described in the section **Website Content** (on page 53).

## Registering Domains

If your service provider offers the domain name registration service, you can initiate domain name registration directly from Panel. To register a domain name, add it as described above and then click the link **Register Domain Names** on the **Websites** tab. This will redirect you to the provider's online store where you can complete the registration.

## Removing Domains

When you delete a domain name from Panel, all data related to the corresponding site are deleted from the server. The first domain name (default domain) that was created for your account cannot be deleted; however, it can be renamed.

> ➢ *To remove a domain:*

**1.** If you are subscribed to several hosting packages, select the required subscription in the **Subscription** menu at the top of the page. If you have a number of webspaces, select the required webspace in **Webspaces** tab > **Switch to webspace**.

**2.** Go to the **Websites** tab and click the name of the domain or subdomain you want to remove.

**3.** Click **Remove Website** or **Remove Subdomain**.

**4.** Confirm removal and click **OK**.

**Note:** Removing domain names from the Hosting Panel does not cancel the registration of these names. If you registered these domain names, you can still use them for your websites.

# Adding Subdomains

If your hosting package includes subdomains, which are additional third-level domain names, then you can use them to:

- Organize logically the structure of your site.
- Host additional websites or parts of a website on the same server without the need to pay for registration of additional domain names.

An example of using subdomains:

You have a website called your-product.com, which is dedicated to promoting and selling your product. For publishing information related to customer service and online order tracking, you can organize the subdomain "orders" so that your users will be able to access this information directly by visiting the Internet address "orders.your-product.com".

You can use the same set of tools and services for working with subdomains. For example, switch on SSL protection, create a site with Presence Builder, view site visit statistics.

➢ *To set up a subdomain for a site division or a separate site:*

1. If you are subscribed to several hosting packages, select the required subscription in the **Subscription** menu at the top of the page. If you have a number of webspaces, select the required webspace in **Webspaces** tab > **Switch to webspace**.

2. Click the **Websites** tab.

3. Click **Add New Subdomain**.

4. Specify the following:

   a. In the **Subdomain name** box, type the portion of address that will be added to the domain name of your main site.

   b. In the **Document root** box, type the desired location of the directory where all files and subdirectories of this site will be kept. You can use the default directory of the main site, called `httpdocs`, or specify another directory.

5. Click **OK**.

   The new subdomain name is now shown in the list at the bottom of the page.

You can now upload your web content to the subdomain's webspace (a directory on the server), as described in the section **Uploading Content Using FTP** (on page 8).

## Wildcard Subdomains

If you enter the asterisk (*) symbol as the subdomain name, Panel will create a so-called *wildcard subdomain*. When site visitors enter *any* subdomain name that is not registered in Panel, they will be redirected to this wildcard subdomain. You can create wildcard subdomains at any domain name level. For example, you can create the *\*.mystore.example.com* subdomain. Learn more about wildcard subdomains in the section **Adding Wildcard Subdomains (Linux Hosting)** (on page 32).

# Adding Domain Aliases

By using domain aliases, you can point several domain names to the same website. This can be useful, for example, for branding purposes.

➢ *To set up a domain alias in Panel:*

1. If you are subscribed to several hosting packages, select the required subscription in the **Subscription** menu at the top of the page. If you have a number of webspaces, select the required webspace in **Webspaces** tab > **Switch to webspace**.

2. Click the **Websites** tab.

3. Click **Add New Domain Alias**.

4. Specify the domain for which you are creating an alias (the *primary domain*) and the alias's domain name, for example `alias.tld`, and set up the following:

▪ **Mail service**
Panel does not allow creating mailboxes under domain aliases. Instead, the mailboxes of the primary domain are used. If you select the **Mail service** option, the mailboxes created under the primary domain will also be available under the alias. To enable users to read mail sent to mailboxes under the alias, Panel redirects it to the corresponding mailboxes under the primary domain.

For example:

You have an email address `mail@domain.tld`. Then you set up an alias for `domain.tld`, for example, `alias.tld`. If you select the **Mail service** option, all mail sent to `mail@alias.tld` will be available at `mail@domain.tld`. Otherwise, the mailbox `mail@domain.tld` will not receive mail sent to `mail@alias.tld`.

▪ **Web service**
If this option is turned on, the website will open in the browser at the alias's URL. If you clear the **Web service** check box, the alias will be used for mail only provided that **Mail service** is selected.

▪ **Redirect with the HTTP 301 code**

By default, Panel uses the web server's internal redirection for aliases. In this case, the alias appears to be a separate website for visitors and for web search engines. This causes the problem because search engines index the content of the alias separately, so your primary domain loses search engine rankings.

To avoid this, you can use redirection with the HTTP 301 code (Moved permanently) by selecting **Redirect with the HTTP 301 code**. In this case, only the primary domain will rank in search engines. Learn more at http://support.google.com/webmasters/bin/answer.py?hl=en&answer=93633

▪ **Java web applications**

If you use hosting services based on a Linux platform, and you have Java applications installed on your site that you want to make accessible through the domain alias, select the **Java web applications** option.

**5.** Click **OK**.

# Adding Wildcard Subdomains (Linux Hosting)

Use wildcard subdomains to redirect visitors from *non-existent subdomains* to one of your websites. Wildcard subdomains can be used in the following typical cases:

▪ Improvement of the website organization and running marketing campaigns.

   For example, you do not have the *vps-limited-offer* subdomain but wish to forward users from *limited-vps-offer.example.com* to *example.com*.

▪ Helping users reach your website even if they mistype a subdomain name.

   It is a widespread mistake to mistype a website name if it has the leading www prefix (for example, typing *ww.example.com)*.

▪ Finally, some website applications (WordPress) use wildcard subdomains to create dynamic subdomains for convenience and better user experience.

**Note**: Traffic to existing subdomains will not be affected in any way if you add a wildcard subdomain.

## How to Add Wildcard Subdomains

You can add one wildcard subdomain per each domain name under a subscription. To do this, go to the **Websites** tab > **Add New Subdomain** > and set up a new subdomain whose name consists of an asterisk (*). Example: *\*.example.com*. If you want this subdomain to have a custom set of scripts or website content, specify a custom document root for it.

## Limitations of Wildcard Subdomains

Wildcard subdomains act like typical subdomains with the following exceptions:

▪ *Linux-only feature*. Currently, wildcard subdomains are supported only on Linux-based hosting accounts.

▪ *Renaming is not available*. It is not possible to rename such subdomains.

▪ *No DNS zone*. This type of subdomains does not have its own zone records in the DNS server. Instead, they have an A record that points to the IP address associated with the corresponding domain name.

▪ *Installation of APS apps is not supported.* You cannot install APS apps on wildcard subdomains.

▪ *No Presence Builder sites.* You cannot edit and publish sites to these subdomains from Presence Builder.

# Adding a Domain Forwarder

➢ *To create a domain forwarder in Panel:*

1. If you are subscribed to several hosting packages, select the required subscription in the **Subscription** menu at the top of the page. If you have a number of webspaces, select the required webspace in **Webspaces** tab > **Switch to webspace**.

2. Click the **Websites** tab.

3. Click **Add New Domain**.

4. Specify the following:

   ▪ In the **Domain name** box, type the domain name that you have registered with your service provider or a domain name registration company and from which you want to redirect visitors.

   ▪ Under **DNS server configuration**, select the option **Use our DNS settings**.

   ▪ Under **Hosting type**, select the **Forwarding** option.

   ▪ In the **Destination address** box, type the URL address to which you want to redirect visitors.

   ▪ Under **Forwarding type**, select standard or frame forwarding. To learn more about forwarding types, see **Forwarding (on page 41).**

➢ *To turn an existing domain into a domain forwarder:*

On the **Websites** tab, click **Hosting Settings** beside the name of the domain that you want to make a forwarder, and click the **Change** link next to the **Hosting type** field. Specify the following:

▪ Under **Hosting type**, select the **Forwarding** option.

▪ In the **Destination address** box, type the address to which you want to redirect visitors.

▪ Under **Forwarding type**, select standard or frame forwarding. To learn more about forwarding types, see **Forwarding (on page 41).**

# (Advanced) Configuring DNS for a Domain

The Domain Name System (DNS) is a hierarchical naming system that translates understandable domain names into the numerical identifiers (IP addresses) associated with servers. Such translation is called *resolving*. When you add a domain name (using the **Websites** tab > **Add New Domain**), you should choose the role of Panel in resolving your resources: It can directly process all translation requests or pass them to a remote server.

In the former case, you can change the DNS zone settings through the Hosting Panel. Learn more about it in the section **Using Your Provider's DNS Servers** (on page 35).

If you no longer need your provider's DNS server to serve the DNS zones for some of your websites, make the adjustments described in the section **Using External DNS Servers for Your Sites** (on page 37).

## Next in this section:

# Using Your Provider's DNS Servers

For each new domain name, the Panel automatically creates a DNS zone in accordance with the settings configured by your service provider. The domain names should work fine with the automatic configuration, however, if you need to perform custom modifications in the domain name zone, you can do that through your Panel.

➢ *To view the resource records in a DNS zone of a domain:*

1. Go to the **DNS** tab and click the domain name whose DNS settings you want to view.

2. Click the **DNS** tab > **DNS Records**.

➢ *To add a new resource record to the zone:*

1. Go to the **DNS** tab and click the domain name whose DNS settings you want to manage.

2. Click the **DNS** tab > **DNS Records**.

3. Click **Add New DNS Record**.

4. Select a resource record type, and specify the appropriate data:

   - For an NS record, which specifies the domain name of a name server that is responsible for a DNS zone of a domain, you need to specify the domain name (or a subdomain), and then the corresponding name server's domain name. If you are defining an NS record for your main domain, then you should leave the domain name field empty. If you are defining a name server for a subdomain, then type the subdomain into the **Domain** field. After that, type the appropriate name server's domain name into the **Name server** field. For example: ns1.mynameserver.com.

   - For A and AAAA records, which associate IP addresses with domain names, you need to specify the domain name and IP address. If you are simply defining a record for your main domain, then you should leave the **Domain** field empty. If you are defining a record for a name server, then type `ns1` or `ns2` into the **Domain** field. Then specify the appropriate IP address with which to associate the domain name.

   - For a CNAME record, which specifies which subdomains (or domain aliases that look like subdomains, for example, www) should be associated in the Domain Name System with the main domain address, you need to type the subdomain name or www alias, and then, the main domain name.

   - For an MX record, which specifies the host name of the preferred mail server for the given domain, you need to specify the mail domain (or subdomain), the domain name of the mail exchange server responsible for receiving email, and the server's priority. For the mail domain, you would simply leave the available field blank. Then type the domain name of your mail server in the **Mail exchanger field**. If you are running a remote mail server named 'mail.myhostname.com', then simply type 'mail.myhostname.com' into the **Mail exchanger** field. After that, specify its priority: 10 is the highest and 40 is the lowest.

- For a TXT record, which is used for specifying arbitrary human-readable text, you can type an arbitrary text string, or an SPF record.

- For an SRV record, which is used for specifying location of services other than mail, you will need to enter the service name, protocol name, port number, and target host. You can also specify the priority of the target host, and relative weight (for records with the same priority) in the appropriate fields.

4. Click **Finish**.

---

**Note:** Editing or removal of resource records is not possible. You can only deactivate the existing predefined records and add new records instead. To deactivate a record, go to **DNS** tab > domain name > **DNS** tab > **DNS Records**, select the record, and click **Deactivate record**. To add a new record, follow the steps above.

---

In addition to the resource records described above, there is also a Start of Authority record. This record indicates that this DNS name server is responsible for the domain's DNS zone. It also contains settings that affect the propagation of information about the DNS zone in the Domain Name System.

### ➢ *To modify the entries in the Start of Authority (SOA) record for a domain:*

**1.** Go to the **DNS** tab and click the domain name whose DNS settings you want to manage.

**2.** Click the **DNS** tab > **Zone Settings** > **Edit**.

**3.** Specify the required values:

- **Refresh interval**. This is how often the secondary name servers check with the master name server to see if any changes have been made to the domain's zone file. The time is specified in seconds.

- **Retry interval**. This is the time, in seconds, a secondary server waits before retrying a failed zone transfer. This time is typically less than the refresh interval.

- **Expire interval**. This is the time, in seconds, before a secondary server stops responding to queries, after a lapsed refresh interval where the zone was not refreshed or updated.

- **Minimum TTL**. This is the time, in seconds, that other servers should keep the data in cache.

- **Mailbox of the person responsible for this zone**.

**4.** Click **Submit**.

## Using External DNS Servers for Your Sites

If you no longer need your provider's DNS server to serve the DNS zones for some of your websites, switch off the Panel's DNS service for each of these sites.

> ➢ *To switch off the Panel's DNS service for a site served by external name servers:*

**1.** Go to the **DNS** tab and click the domain name whose DNS settings you want to manage.

**2.** Click the **DNS** tab.

**3.** Click **Change DNS Hosting to External**.

**4.** Click **Finish**.

# Hosting Settings

The website's hosting settings are available on the **Websites** tab of the Hosting Panel. All per-website hosting settings form the following groups:

- *General.*
  Hosting type, security, scripting and statistics settings. See **General Settings** (on page 38).

- *PHP.*
  PHP scripting language settings. See **PHP Settings** (on page 43).

- *Web Server.*
  Web server settings *(Apache* or *IIS*). Web server type depends on your hosting plan. See **Apache Web Server Settings (on page 49)** and **IIS Web Server Settings** (on page 50) correspondingly.

  Note that in the IIS web server settings, you can configure basic website security settings, such as anonymous access, SSL usage, and directory browsing.

On Windows, you can also set up custom ASP.NET settings in **Websites** > select a domain > **ASP.NET Settings**. For details, see **ASP.NET Settings (Windows)** (on page 46).

### Next in this section:

# General Settings

To view a website's general hosting settings, go to the **Websites** tab, and click **Hosting Settings** next to the domain name. The general website hosting settings are divided into groups:

## Basic Settings

- **Domain name**. The domain name that you register with a domain registrar and will use for this website.

- **Hosting type**. The hosting type (**Website hosting**, **Forwarding**, and **No hosting**) defines the website behavior. By default, all websites belong to the **Website hosting** type as they are physically hosted on the server.

  If you want to change the hosting type, use the **Change** link. To learn more about hosting types, see **Hosting Types** (on page 39).

  **Note:** Other basic settings depend on the selected hosting type. See **Hosting Types** (on page 39).

- **Website status**. The website status defines whether the site is accessible and other hosting services are available. The site can be suspended so it will not open in browsers, and even more, the hosting features of the site (such as the mail service and DNS service) can be disabled. You should change the status if you want the site to be temporarily unavailable, for example, for maintenance purposes. Learn more in **Website Status** (on page 42).

- **Document root**. Displayed for domains with the **Website** hosting type. See **Website Hosting** (on page 40).

- **Preferred domain**. Displayed for domains with the **Website** hosting type. See **Website Hosting** (on page 40).

## Security Settings

- **SSL support**. Secure Sockets Layer encryption is generally used for protecting transfer of sensitive data during online transactions on e-commerce websites that run on dedicated IP addresses. SSL certificates that participate in the encryption process are usually applied to a single domain name on a single IP address, therefore, each site that needs SSL protection must be hosted on a dedicated IP address. An exception to this is subdomains, which you can protect with a wildcard certificate. Installing an SSL certificate on a web server that hosts several websites with different domain names on a single IP address is technically possible, however, it is not recommended: the encryption will be provided, but users will get warning messages on attempt to connect to the secure site. To allow SSL encryption for the website, select the **SSL support** checkbox.

## Web Scripting and Statistics

- **Scripting languages**. Specify the programming and scripting languages you want the website to support. For PHP, you can also select the custom PHP version and handler type. To learn more about PHP handlers and PHP configuration, see **PHP Settings**.

- **Microsoft FrontPage settings**. These are available only for Windows-based hosting accounts. Microsoft FrontPage is a popular website authoring tool. To enable content creation and publishing  through Microsoft FrontPage, select the options **Microsoft FrontPage support**, **Microsoft FrontPage over SSL support**, and **Remote FrontPage authoring allowed**.

- **Web statistics**. Select the web statistics software that you want to use for viewing graphical reports and charts on website visitors. Also, select the corresponding checkbox if you want to be able to access the statistical reports by visiting the password-protected directory `http://your-website/plesk-stat/webstat`.

- **Custom error documents**. When visitors coming to a site request pages that the web server cannot find, the web server generates and displays a standard HTML page with an error message. If you want to create your own error pages and use them on the web server, select the **Custom error documents** checkbox.

- **Additional write and modify permissions** (available only for Windows hosting). This option is required if web applications on the site will be using a file-based database (like Jet) located in the root of the `httpdocs` directory. Note that selecting this option will seriously compromise the website security.

# Hosting Types

The hosting type defines the website's behavior. Panel supports three types of hosting: **Website hosting**, **Forwarding**, and **No hosting**.

## Next in this section:

# Website Hosting

The **Website** hosting means that a website is physically located on the server.

For the website hosting type you can specify:

- **Document root**. The location of the directory where all files and subdirectories of the site will be kept. You can use the default directory `httpdocs` or specify another directory.

- **Preferred domain**. Typically, any website is available on two URLs: with the www prefix (like in `www.example.com`) and without it (like in `example.com`). We recommend that you always redirect visitors to one of these URLs (typically to the non-www version). For example, after you set the preferred domain to the non-www version (`example.com`), site visitors will be redirected to this URL even if they specify `www.example.com` in their browsers.

  Panel uses the search engine-friendly HTTP 301 code for such a redirection. This allows preserving search engine rankings of your site (preferred domain). If you turn off the redirection by choosing **None**, search engines will treat both URL versions (www and non-www) as URLs of different sites. As a result, rankings will be split between these URLs.

# Forwarding

You can point one or more registered domain names to the same physical website by using domain name forwarding. This allows automatic redirection of visitors from the URL they specify in a browser to a site with a different URL. For example, visitors of the site `www.example.com` can be redirected to <u>www.somedomain.tld</u>. There are two types of forwarding in Panel: standard forwarding and frame forwarding.

## Standard Forwarding

With the **Standard forwarding**, users who have been redirected to another URL can see the destination URL in the browser's address bar.

Depending on how long you intend to use the redirection, you can select the type of redirection – Moved permanently (code 301) or Moved temporarily (code 302). These are HTTP response codes which Panel sends to browsers to perform the redirection. From visitors' point of view, the response code does not matter: in both cases they will be simply redirected to the destination URL. For search engines, the code defines how they should treat the redirected site and affects search engine rankings.

- **Moved permanently (code 301)**.

  Use this redirection type if you want to keep search engine rankings of your site after moving it permanently to another address.
  For example, if `example1.com` has been moved permanently to the domain `example2.com`, the rankings will not be split between `example1.com` and `example2.com` – search engine crawlers will treat them as a single website.

- **Moved temporarily (code 302)**.

  Use this redirection type when the destination domain is used temporarily, for example, when you are testing a new version of your site with real visitors while keeping the old version intact. If you set this redirection for a newly created destination domain, this domain will not be indexed by search engines.

## Frame Forwarding

With the **Frame forwarding**, when visitors are redirected to another site, the address bar of their browsers continues to show the source URL. Thus, visitors remain unaware of the redirection. This is called frame forwarding as the index page of the source site contains a frame with the destination site.

# Domains Without Web Hosting

You can switch off the website hosting service and use only email services under a domain. To do this, go to **Websites** tab > **Hosting Settings**, click the **Change** link next to **Hosting Type**, and select the **No web hosting** option.

# Website Status

The *website status* defines whether a website is available over the Internet and what hosting services are provided for it. Hosting providers may need to change the status of sites if the site owners do not pay for the services. Site owners can change the status of their sites if they want the sites to be temporarily unavailable.

Panel supports three types of website status: **Suspended**, **Disabled,** and **Active**.

## Suspended Sites

If you want to shut down a site for maintenance and let your visitors know that it is temporarily unavailable, you can suspend the website so that it will not open in browsers (**Websites** tab > the **Suspend** link below the domain name). Visitors will be redirected with the search engine-friendly 503 HTTP code (Service Unavailable) to the "503 Service Unavailable" error page. The site's search engine rankings will not be affected, and the hosting services such as mail will still be available and manageable by means of Panel.

You can customize the error page using the link **Edit error page**, which appears on the **Websites** tab next to the suspended domain name.

**Note:** The link **Edit error page** is displayed only if your hosting plan provides the option to customize web server error documents.

## Disabled Sites

If you want to suspend a website for a long time, and leave the site content available over FTP, go to the **Websites** tab, and click the **Disable** link below the domain name. Visitors will see the *web server's default page* set by the hosting provider, and the site's search engine rankings will drop.

Disabled websites are not served to users; however, the physical directories and files of disabled sites can be accessed by FTP clients and File Manager. Mail services are not available.

## Active sites

To bring the website back online, go to the **Websites** tab, and click the **Activate** link below the domain name. The website will start working as usual.

# Web Scripting Settings

For each website in your subscription you can specify which of the following programming and scripting languages should be supported by the web server: Active Server Pages (ASP), Microsoft ASP.NET, Server Side Includes (SSI), PHP hypertext preprocessor (PHP), Common Gateway Interface (CGI), Fast Common Gateway Interface (FastCGI), Perl, and Python.

Starting from PPA 11.5, you can also configure PHP settings individually for each website in your subscription, if your service plan provides that option. To learn about custom PHP configuration, refer to the section **PHP Settings** (on page 43).

## Next in this section:

# PHP Settings

PHP is one of the most popular scripting languages for creating dynamic web pages. The majority of today's websites and web applications are based on PHP scripts. This is why site administrators should clearly understand how they can control the execution of PHP scripts.

How PHP scripts are executed for a certain website is fully defined by two aspects: PHP handler and PHP settings for the site. You can set up these parameters for a certain website in the Hosting Panel as described below.

## PHP Handler

When a visitor accesses a site based on PHP scripts, a web server interprets site scripts to generate a page that will be shown to the visitor. PHP handler calls PHP libraries needed for this interpretation. You can choose from a number of PHP handlers: ISAPI (Windows), Apache module (Linux), FastCGI, CGI, or PHP-FPM (Linux). The decision on what PHP handler to choose should depend on the number of factors such as security considerations, script execution speed, and memory consumption.

➢ *To choose a PHP handler for your website:*

**1.** Go to the **Websites** tab.

**2.** Click **Hosting Settings** next to the domain name of the website for which you want to choose the PHP handler.

**3.** Choose one of the following PHP handlers as the value of the **Run PHP as** parameter (beside the **PHP support** option).

| Run PHP as | Performance | Memory Usage | Security |
|---|---|---|---|
| **Apache module** (Linux only) | High.<br><br>Runs as a part of the Apache web server. | Low | This handler (also known as mod_php) is the *least secure option* as all PHP scripts are executed on behalf of the `apache` user. This means that all files created by PHP scripts *of any plan subscriber* have the same owner (`apache`) and the same permission set. Thus, a user might be able to affect the files of another user or some critical system files.<br><br>**Note:** You can alleviate some security issues by turning the PHP *safe_mode* option on. It disables a number of PHP functions that bring potential security risk. Note that this may lead to inoperability of some web apps. The safe_mode option is considered to be obsolete and is deprecated in PHP 5.3. |
| **ISAPI extension** (Windows only, *not supported since PHP 5.3*) | High.<br><br>Runs as a part of the IIS web server. | Low | The ISAPI extension can provide site isolation when a dedicated IIS application pool is switched on for subscriptions. Site isolation means that sites of different customers run their scripts independently. Thus, an error in one PHP script does not affect the work of other scripts. In addition, PHP scripts run on behalf of a system user associated with a hosting account.<br><br>**Note:** The ISAPI extension handler is not supported since PHP 5.3. |
| **CGI application** | Low.<br>Creates a new process for each request and closes it once the request is processed. | Low | The CGI handler provides PHP script execution on behalf of a system user associated with a hosting account. On Linux, this behavior is possible only when the suEXEC module of the Apache web server is on (the default option). Otherwise, all PHP scripts are executed on behalf of the `apache` user.<br><br>We recommend that you use the CGI handler only as a fallback. |

| FastCGI application | High (close to Apache module and ISAPI extension). Keeps the processes running to handle further incoming requests. | High | The FastCGI handler runs PHP scripts on behalf of a system user associated with a hosting account. |
|---|---|---|---|
| **PHP-FPM application** (Linux only) | High | Low | The PHP-FPM is an advanced version of FastCGI which offers significant benefits for highly loaded web applications.<br><br>The PHP-FPM handler is available only if it was installed by the hosting provider and if the option **Process PHP by nginx** in the website's settings is turned on (**Websites** tab > select a domain > **Web Server Settings**). |

**Note:** Switching PHP from **Apache module** to **FastCGI application** may disrupt the operation of existing PHP scripts. Switching to **PHP-FPM** by selecting **Process PHP by nginx** in the website's web server settings may do the same.

## PHP Version

Panel supports different versions of PHP. For each handler, one or more PHP versions can be available. The list of available versions is defined by your hosting provider and is available to you in the same location where you select the PHP handler: **Websites** tab > **Hosting Settings**.

**Note:** Always use PHP 5.x except for the cases when you need PHP 4.x to host some old PHP apps.

## PHP Settings

The processing of PHP scripts depends on several configuration settings. These settings specify various script execution aspects, such as performance (for example, the amount of memory a script can use), security (for example, access to file system and services), and so on. You might need to adjust these settings for a number of reasons:

- Preventing a memory leak or server hang-up by poorly written scripts.
- Protecting data from malicious scripts.
- Meeting the requirements of a certain web app.
- Testing your own scripts, and other.

PHP settings are located in the Hosting Panel, **Websites** tab > click the domain name of your site > **PHP Settings**. For convenience, all PHP settings are divided into two groups:

▪ **Performance settings***.*
  These settings define how scripts work with system resources. For example: Use the `memory_limit` parameter to limit the amount of memory for a script to prevent a memory leak. In addition, you can prevent scripts from tying up the server by limiting the maximum time scripts are allowed to run using `max_execution_time`.

▪ **Common settings***.*
  This group contains other commonly used PHP settings. Generally, these are: Security settings (for example, the PHP safe mode toggle or the permission to register global variables), error reporting settings (for example, the directive to log errors), and others.

You can set the value of each parameter in **PHP Settings** either by selecting a value from a preset, typing a custom value, or leaving the **Default** value. In the latter case, *Panel uses the values defined by the server-wide php.ini file.* For information about certain PHP settings, refer to the respective documentation. For example, http://php.net/manual/en/ini.list.php.

It is possible to use three placeholders in parameter values:

▪ `{DOCROOT}` for the document root directory of a domain that gets a custom PHP configuration.

▪ `{WEBSPACEROOT}` for the root directory of a subscription (webspace).

▪ `{TMP}` for the directory that stores temporary files.

**Notes:** The default values of PHP settings in Panel differ from the ones suggested by the official PHP documentation at http://php.net/manual/en/ini.list.php.

The custom PHP configuration for a website acts as a preset for all subdomains under that site. You can perform further per-subdomain PHP configuration in the same way as for websites.

# ASP.NET Settings (Windows)

## ➢ *To configure ASP.NET Settings for a site:*

**1.** Go to the **Websites** tab and click your website's domain name.

**2.** Click **ASP.NET Settings**.

**3.** Set up the strings that determine database connection data for ASP.NET applications that use databases. This option is available only for ASP.NET 2.0.x.

  When you open the ASP.NET configuration screen for the first time, sample connection parameters with common constructions are displayed. You can delete them and specify your own strings.

  ▪ To add a string, enter the required data into the **Name** and **Connection Parameters** input fields and click ⊕ next to them.

  ▪ To remove a string, click ⊖ next to it.

**4.** Set up custom error messages that will be returned by ASP.NET applications in the **Custom Error Settings** field:

- To set the custom error messages mode, select an appropriate option from the **Custom error mode** menu:

    - **On** - custom error messages are enabled.

    - **Off** - custom error messages are disabled and detailed errors are to be shown.

    - **RemoteOnly** - custom error messages are displayed only to remote clients, and ASP.NET errors are shown to the local host users.

- To add a new custom error message (which will be applied unless the **Off** mode was selected), enter the values in the **Status Code** and **Redirect URL** fields, and click ⊕.

    - **Status Code** defines the HTTP status code resulting in redirection to the error page.

    - **Redirect URL** defines the web address of the error page presenting information about the error to the client.

    Due to possible conflicts, you cannot add a new custom error message with an error code that already exists, but you can redefine the URL for the existing code.

- To remove a custom error message from the list, click ⊖ next to it.

5. Configure compilation settings in the **Compilation and Debugging** field:

- To determine the programming language to be used as default in dynamic compilation files, choose an entry from **Default web page language** list.

- To enable compiling retail binaries, leave the **Switch on debugging** checkbox empty.

- To enable compiling debug binaries, select the **Switch on debugging** checkbox. In this case, the source code fragments containing error will be shown in a diagnostic page message.

**Note.** When running applications in debug mode, a memory and/or performance overhead occurs. It is recommended to use debugging when testing an application and to disable it before deploying the application into production scenario.

6. Configure encoding settings for ASP.NET applications in the **Globalization Settings** section:

- To set an adopted encoding of all incoming requests, enter an encoding value into the **Request encoding** field (default is utf-8).

- To set an adopted encoding of all responses, enter an encoding value into the **Response encoding** field (default is utf-8).

- To set an encoding which must be used by default for parsing of `.aspx`, `.asmx`, and `.asax` files, enter an encoding value into the **File encoding** field (the default is Windows-1252).

- To set a culture which must be used by default for processing incoming web requests, select an appropriate item from the **Culture** list.

- To set a culture which must be used by default when processing searches for a locale-dependent resource, select an appropriate item from the **UI Culture** list.

**7.** Set a code access security trust level for ASP.NET applications in the **Code Access Security** field.

CAS trust level is a security zone to which applications execution is assigned, defining what server resources the applications will have access to.

**Important:** When an assembly is assigned a trust level that is too low, it does not function correctly. For more information on the permissions levels see http://msdn.microsoft.com/library/en-us/dnnetsec/html/THCMCh09.asp?frame=true#c09618429_010.

**8.** Enable the usage of the auxiliary scripts in the **Script Library Settings** field. Specifying the script library settings is necessary if the validation web controls are used on your web site. This option is available only for ASP.NET 1.1.x.

- If you need to use auxiliary scripts (specifically, scripts implementing objects for validating input data), provide the settings for .NET framework script library. To do so, enter the path beginning with the domain root directory preceded by the forward slash into the **Path to Microsoft script library** field, or click the folder icon next to the **Path to Microsoft script library** field and browse for the required location.

- To initiate the auto-installation of files containing the scripts to the specified location, select the **Install** checkbox. If the files already exist there, they will be rewritten.

**9.** Set client session parameters in the **Session Settings** field:

- To set up the default authentication mode for applications, select an appropriate item from the **Authentication mode** list. **Windows** authentication mode should be selected if any form of IIS authentication is used.

- To set up time that a session can remain idle, type the number of minutes into the **Session timeout** box.

**10.** Click **OK** to apply all changes.

# Web Server Settings

Web server type depends on the type of your hosting package: *Apache* is used for Linux-based hosting, and *IIS,* for Windows-based hosting. Depending on the type of your web server, refer to **Apache Web Server Settings** (on page 49) or **IIS Web Server Settings** (on page 50).

## Next in this section:

# Apache Web Server Settings

Panel uses the *Apache web server* (http://en.wikipedia.org/wiki/Apache_HTTP_Server) to deliver the pages of your website to clients (such as browsers through which visitors access your website). The *default web server settings* are specified by the hosting provider. For example, these settings can determine how web servers process different types of files, how they use SSL, where they store log files, and so on.

However, you (as a website owner) can set up *custom web server settings* for your website. For example, add a new type of the index file, restrict access to the site, and so on.

**Note:** You can adjust web server settings for your websites only if your hosting subscription provides the corresponding permission.

## Next in this section:

## Adjusting Apache Web Server Settings

All customizable web server settings are located in **Websites** tab > ***<domain_name>*** > **Web Server Settings**. Custom settings work only for the selected website. These settings are typically changed by site owners, who may want to add a new type of index files (**Index files**), or a MIME type for files with a certain extension (**MIME types**), to restrict access to the site (**Deny access to the site**), or specify Apache handlers for a certain file type (**Handlers**).

Note that subdomains have their own web server settings, therefore, when you change web server settings for a site that has subdomains, the subdomains will not receive these changes.

If you do not find the necessary setting, contact your hosting provider, who can set up more custom settings for websites.

## The Default Value of Server Settings

You can set the value of each parameter either by typing a custom value, or leaving the **Default** value. In the latter case, Panel uses the values from the default web server configuration defined by the hosting provider.

Your values override the default ones. The only exception is the **Deny access to the site** setting: IP addresses from the default configuration, as well as the IP addresses specified by you, will all be applied to your website. In case of a conflict (for example, when you allow the IP address that is denied in the default configuration), Apache uses your settings.

# IIS Web Server Settings

Panel uses the IIS web server
(http://en.wikipedia.org/wiki/Internet_Information_Services) to deliver the pages of your
website to clients (such as browsers through which visitors access your website). The
behavior of IIS is defined by a variety of settings.

The *default web server settings* are specified by the hosting provider. For example,
these settings can determine how IIS process different types of files, how it uses SSL,
and so on.

However, you (as a website owner) can set up custom web server settings for your
website. For example, add a new type of the index file, restrict access to the site, and
so on.

**Note:** You can adjust web server settings for your websites only if your hosting
subscription provides the corresponding permission.

## Next in this section:

## Adjusting IIS Web Server Settings

All customizable web server settings are located in **Websites** tab > select a website > **Web Server Settings**. Custom settings work only for the selected website. The settings are divided into groups:

## Common Settings

These settings are typically changed by site owners, who may want to:

- Allow site visitors to view the listing of files and subdirectories of the site's directory in their browsers (**Directory browsing**). The directory listing will be displayed if there are no matches for default index pages in the site's root directory.
- Add a new type of default index pages (**Default documents**).
- Add a new MIME type for files with a certain extension (**MIME types**).

## Directory Security Settings

These settings allow site owners to:

- Restrict access to the site by username and password – only system users will be able to access the site (**Anonymous access**). Denying anonymous access may be useful if your site is not intended for any visitor, for example, it is a web application for internal use. Note that FTP users and additional FTP users created in Panel will have access to such a site if they were granted access to the site's directory.
- Force all clients (such as browsers or FTP clients) to use the secure HTTPS protocol to access their site (**Require SSL**). You need this option, for example, if the site contains and transmits personal information.

## Access Restriction Settings

These settings allow site owners to restrict access to the site by IP address of the visitor (**Deny access to the site**) by denying and allowing access from certain IP addresses.

**Note:** Subdomains have their own web server settings; therefore, when you change web server settings for a site that has subdomains, the subdomains will not receive these changes.

If you do not find the necessary setting, contact your hosting provider who can set up more custom settings for websites.

## The Default Value of Server Settings

You can set the value of each parameter either by typing a custom value, or leaving the **Default** value. In the latter case, Panel uses the values from the default web server configuration defined by the provider.

Your values override the default ones. The only exception is the **Deny access to the site** setting - IP addresses from the default configuration, as well as the IP addresses specified by you, will all be applied to your website. In case of a conflict (for example, when you allow the IP address that is denied in the default configuration), IIS uses your settings.

# Website Content

To create your website and fill it with the content you need (text, images, videos, and so on), use one of the methods provided by the Panel:

- Using website creation and management tools. If you do not have a website yet, consider setting one up by yourself with a tool for creating, editing, and publishing websites. You can do this even if you do not possess the necessary web programming and design skills. The best tools of this sort are the following:
  - *Presence Builder* - a website editor integrated with the Hosting Panel.
  - *Third-party Content Management Systems* (*CMS*) - web applications for creating and editing websites.
- Uploading existing websites to your hosting account using one the following methods:
  - *FTP client program.* You can obtain a free FTP client from the Internet, or, if you are using Windows, use Windows Explorer. This enables you to access your directory on the hosting server and manage your files. If you collaborate with other people when managing your website (such as programmers or designers), you can provide them with access to your directory using FTP to let them edit the website by themselves.
  - *File Manager.* A tool for uploading and managing website files and directories through the Panel web interface.

**Note:** If you have a website created in Microsoft FrontPage editor, refer to the section **Working with Microsoft FrontPage Websites (Windows)** (on page 83) for details on managing this site in Panel.

Below you will find detailed descriptions of the ways to manage your content.

## Presence Builder

Presence Builder is a great tool that enables users with no knowledge of HTML markup or graphic design skills to create professional-looking sites. Just pick a suitable page design and content template, add your text to the pages, and publish the site.

You can create and publish websites using Presence Builder if your hosting subscription provides this option. If it does not, or if you have already created and published the allowed number of sites, you still can create a new website with Presence Builder and edit it. However, to publish this website, you will need to upgrade your hosting plan.

To start creating a website using Presence Builder or edit an existing Presence Builder site, go the **Websites** tab, click you domain name, and click **Launch Presence Builder**. Find more information on creating and editing websites in Presence Builder in the chapter **Creating Websites with Parallels Presence Builder** (on page 101).

## Third-Party Content Management Systems

To create and maintain a website, you can use third-party *Content Management Systems* (*CMS*) - web applications that let you easily edit a website's structure and content with a graphical user interface. Examples of such systems are *Drupal* and *Joomla*.

CMS are usually server applications, so to start using one of them you should install it on your hosting account. Hence, if you plan to use a CMS, ensure that your hosting subscription allows such applications to be installed.

### ➢ *To create a website using a CMS:*

1. Go to the **Applications** tab.

2. Find the CMS you need in the list of available applications, and install it as described in the section Using **Web Applications (on page 60).**

3. Create and edit your website in the CMS. For information on how to create websites with your CMS, refer to the relevant documentation.

## Uploading Using FTP

If you already have all your website files and directories, consider uploading them to your hosting account using FTP. This is the quickest way for simple uploading of files when you do not need to edit or manage them on the server.

### ➢ *To upload files using FTP:*

1. Connect to your site's domain name with an FTP client program using your FTP access credentials. Learn how to configure these credentials in the section **Adding FTP Accounts** (on page **155**).

2. Copy the website files and directories to your directory on the server.

## File Manager

Another way to publish a website created outside the Panel is File Manager - a tool that provides a set of file management functions through the web interface. File Manager is accessible from the **Websites** tab > domain name > **File Manager**. There you can upload your websites files one by one, or in a single ZIP archive. Then you can extract them by clicking **Extract Files** in the **More** menu.

If you want to edit pages of your website, you can do it in File Manager. It provides an HTML editor that allows visual editing of HTML pages (without needing to manually type HTML tags). To edit a file in the HTML editor, place the mouse pointer over the file, click the link ⚏ to open the file's context menu, and select **Edit in HTML Editor**.

You can also edit files in File Manager's text editor. To open a file in the text editor, open the file's context menu and select the **Edit in Text Editor**.

If you have files or web pages that you want to make inaccessible on the Internet, change these files' access permissions in File Manager. To edit access permissions for a file or a directory, click the corresponding link in the **Permissions** column. To learn how to review and edit the permissions, refer to the sections **Setting File and Directory Access Permissions** (on page 56).

## Next in this section:

# Setting File and Directory Access Permissions

➢ *To review or change the permissions set for files and directories on Linux accounts:*

1. Go to the **Websites** tab, click your domain name, and then click **File Manager**.

   The permissions set for files and directories are shown in the **Permissions** column. They are represented as three sets of symbols, for example, 'rwx rwx r--'. The first set tells what the owner of the file or directory can do with it; the second tells what the user group, the file or directory belongs to, can do with the file or directory; the third set indicates what other users (the rest of the world, that is, Internet users visiting a site) can do with the file or directory. R means the permission to read the file or directory, W means the permission to write to the file or directory, and X means the permission to execute the file or look inside the directory.

2. Locate the file or directory for which you want to modify permissions and click a hyperlink in the **Permissions** column.

3. Modify the permissions as desired and click **OK**.

➢ *To set access permissions for a file or directory on Windows accounts:*

1. Go to the **Websites** tab, click your domain name, and then click **File Manager**.

2. Locate the file or directory for which you want to set access permissions, and click the corresponding icon 🔒.

3. Do the following:

   - To make the file or folder inherit permissions from a parent folder (if it does not), select the checkbox **Allow inheritable permissions from the parent to propagate to this object and all child objects. Include these with entries explicitly defined here**.

   - To make the files and folders, which are contained in this folder, inherit the folder permissions you define, select the checkbox **Replace permission entries on all child objects with entries shown here that apply to child objects**.

   - To change or remove permissions from a group or a user, click the required name in the **Group or user names** list. If the group or user is not listed in the **Group or user names** list, select the required user or group name from the menu located above the list and click ➕: the user/group appears in the list. Select it.

     To allow or deny permissions to a selected group/user, select the **Allow** or **Deny** checkboxes corresponding to permissions listed under **Permissions for <*user/group name*>**. If the checkboxes in the **Allow** or **Deny** columns are shown in grey, it means that the corresponding permissions are inherited from a parent folder.

   - To deny the permissions, which are inherited from a parent object as allowed, select the required checkboxes under **Deny**. This will override inherited permissions for this file/folder.

- To allow the permissions, which are inherited from a parent object as denied, clear the **Allow inheritable permissions from the parent to propagate to this object and all child objects. Include these with entries explicitly defined here** checkbox: this removes the inherited permissions. Then select the required checkboxes under **Allow** and **Deny**.

- To remove access permissions from a group or user, select the required name in the **Group or user names** list and click the icon 🔴 next to it.

4. If you need advanced fine-tuning of permissions, click the **Advanced** button, and do the following:

- To create a permission entry for a group or user, select the required name from the **Group or user names** list and click ➕.

- To set or change file/folder permissions for a group or user, select the required name from the **Group or user names** list, select the required **Allow** and **Deny** checkboxes corresponding to permissions listed under **Permissions for <*user/group name*>**.

- To remove a permission entry for a group or user, select the required name from the **Group or user names** list and click 🔴.

- To make child objects of a folder inherit its permissions defined under **Permissions for <*user/group name*>**, select the **Replace permission entries on all child objects with entries shown here that apply to child objects** checkbox, and select checkboxes in the **Apply to** list which correspond to the objects that must inherit the permissions.

5. Click **OK**.

# (Advanced) Restricting Access to Content

If you have directories in a site that only authorized users should see, restrict access to these directories with password protection.

➢ *To protect a directory in your site with a password and to specify authorized users:*

1. Go to the **Websites** tab and click the site's domain name.

2. Click **Password-Protected Directories**.

3. Click **Add Protected Directory**.

4. In the **Directory name** box, specify the path to the directory that you want to protect with a password.

   This can be any directory existing in the site, for example: `/private`. If the directory that you would like to protect has not yet been created, specify the path and the directory name – the Panel will create it for you.

5. In the **Title of the protected area** box, type a resource description or a welcoming message that your users will see when they visit the protected area.

6. Click **OK**. The directory you specified will be protected.

7. To add authorized users, click **Add New User**.

8. Specify the username and password that will be used for accessing the protected area. The password should be from 5 to 14 symbols in length. Click **OK**.

➢ *To add an authorized user of a protected directory:*

1. Go to the **Websites** tab and click the site's domain name.

2. Click **Password-Protected Directories**.

3. Click on the name of the directory you need.

4. Click the **Add New User** icon.

5. Specify the username and password that will be used for accessing the protected area. The password should be from 5 to 14 symbols in length.

6. Click **OK**.

➢ *To change password for an authorized user of a protected directory:*

1. Go to the **Websites** tab and click the site's domain name.

2. Click **Password-Protected Directories**.

3. Click on the name of the directory you need. A list of authorized users will open.

4. Click on the user's name.

5. Specify the new password and re-type it for confirmation.

6. Click **OK**.

➢ *To revoke a permission to access the protected directory from a user:*

1. Go to the **Websites** tab and click the site's domain name.

2. Click **Password-Protected Directories**.

3. Click on the name of the directory you need. A list of authorized users will open.

4. Select a checkbox corresponding to the user's name.

5. Click **Remove**. Confirm the operation and click **OK**.

➢ *To remove password protection and make the resource available to the public:*

1. Go to the **Websites** tab and click the site's domain name.

2. Click **Password-Protected Directories**.

3. Select a checkbox corresponding to the name of the directory from which you want to remove protection.

4. Click **Remove Protection**. The protection will be removed and the contents of the directory will be accessible to the public without restrictions.

# Previewing Websites

After you purchase a domain, its registration can require some time. The reason for the delay is that name servers update their zone information periodically. Thus, until all name servers have received the information about your zone, you will not be able to access your site by its domain name. Nevertheless, you can always access your site during domain name propagation using the **Preview** button on the **Websites** tab.

During domain name propagation other people can access your site too. For this purpose, Panel registers your website as a subdomain of one of the provider's sites. For example, if your website is *my-domain.tld* and the provider has configured the preview service on *provider-domain.tld*, you can access your site on *my-domain.tld.192-0-2-12.provider-domain.tld*. Here *192-0-2-12* is the site's IP address where dots are replaced with dashes.

**Notes:** The contents of password-protected directories might be inaccessible in the preview mode.

# Using Web Applications

You can significantly increase your website functionality by using different web apps. Apps installed on a website can perform a number of tasks. If you are an individual, you can, for example, present yourself with a blog or organize an online storage of your media files. Companies can move their businesses online using the e-commerce or CRM web apps. All these apps are available for installation from the **Applications** tab of the Hosting Panel.

The list of available apps is governed by your hosting plan. For example, it might include only free apps or no apps at all. For more information on available apps, contact your hosting provider.

## App Types

There are two types of web apps:

- Apps installed directly on your website (for example, the *WordPress* blogging platform or the *Joomla!* content management system).
- Apps installed on external servers and provided by third parties.

Regardless of the installation type, apps can be either *free* or *commercial.* Commercial apps require you to obtain a license key to start working with them. You can recognize commercial apps in the catalog on the **Application** tab by the button **Buy now** (instead of **Install** for free apps). If you decide to use commercial apps, read the **Managing Commercial App Licenses** (on page 65) section to learn more about acquiring and managing app licenses.

## App Installation and Maintenance

The installation process is fully automated and does not require any specific skills. To learn how to install web apps from the Hosting Panel, refer to the section **Installing Apps** (on page 62).

Further app management is also facilitated as you can update or remove apps directly in Panel. Moreover, you can access some functions from the Hosting Panel, without the need to log in to an app. For example, you can add SugarCRM user account right from your Hosting Panel. Such app functionality is a *service* provided by the app.

After you install an app, grant other auxiliary user accounts access to it if you want them to be able to use the app. To get started with managing apps, see the section **Managing Apps** (on page 63).

## App Databases

If an app requires a database, Panel creates it automatically during installation of the app. To create a database, Panel uses *app database settings*, which you can change in the **Main configuration** section (**Show All Settings** link) when installing an app:

- A database name and a database server where the app will store the database.
- Database user credentials, which Panel will use to access the app database. It may be convenient to employ a single database user with access to all databases. In this case, you can create a universal user account and specify it when installing apps. To learn more, refer to the section **Managing Database User Accounts** (on page 172).

Note that if you exceed the maximum number of databases allowed for your subscription, a new app does not create a new database. Instead, it adds tables to one of the existing databases, and adds *prefixes* to table names. Prefixes make it easier to distinguish tables of different apps. For example, the Wordpress app will add the "*wpress_*" prefix to the names of its tables.

## Access to Apps

By default, after you install an app, it is available only to users with the **Owner** role. You can make your apps available to certain auxiliary users by adjusting their permissions. For details on setting up access to apps for auxiliary users, refer to the section **Granting Auxiliary Users Access to Apps** (on page 63).

## Apps and Auxiliary User Accounts

Some apps let you create and manage user accounts directly in Panel. For example, the SugarCRM app allows you to add SugarCRM users without logging in to the app. All apps with such "account services" can associate their accounts with users of a Panel subscription (auxiliary users). To perform such an association, you should grant the auxiliary users access to that account service (in the same way as you grant access to apps). For details on account association, refer to the section **Linking Apps and Auxiliary User Accounts** (on page 64).

### Next in this section:

# Installing Apps

> ➢ *To install an app:*

**1.** Go to the **Applications** tab and find the app you need.

**2.** Click **Install**.

**3.** Specify the settings required for installation of the app.

**Note:** For commercial apps, you should obtain a license key by clicking **Buy now** before starting the installation. To learn more about using commercial apps refer to the section **Managing Commercial App Licenses** (on page 65).

# Managing Apps

Generally, all apps allow the configuration of their main parameters directly in the Hosting Panel. You can access app settings by selecting the app from the list in **Applications** > **Manage My Applications**. After you select an app, you can configure the following:

- *General settings*.
  These are basic settings (for example, the app administrator password) that can be changed with **Change Settings**.

- *Service settings*.
  If an app provides a part of its functionality to Panel by means of services, you have the option to configure them. For example, the SugarCRM app allows the creation of user accounts and provides this ability as a service in the Hosting Panel. After you select this service in **Provided services**, you can view all app user accounts and create new ones.
  For some apps, you can associate the app accounts with auxiliary user accounts. Learn more about account association in the section **Linking App and Auxiliary User Accounts** (on page 64).

# Granting Auxiliary Users Access to Apps

By default, after you install an app, only users with the **Owner** role can access it. To allow other subscription users to access the app:

- Grant permission to access the app to a certain user group in **Users** > **User Roles**.
- Be sure to add users of your choice to the group.

Once you allow users to access the app, a link to the app appears on the **Websites** tab under the name of the corresponding website. Note that *you can control app access only for user groups*, so you should either modify the permissions of an existing group or create a new one, and then assign users to it.

By default, the app administrator is a subscription user with the **Owner** role. As well as accessing the apps from the **Websites** tab, this user can also install and manage apps within a subscription. For these purposes, their interface has the additional **Applications** tab. You can provide the same administrative privileges to other subscription users by granting the **Install and manage applications** permission to their role in **Users > User Roles**. This gives users full administrative access to *all* apps within a subscription. As well as the administrator, the users with this permission can install, configure, update, and remove apps through the **Applications** tab in their Hosting Panel.

# Linking Apps and Auxiliary User Accounts

Some apps let you create and manage user accounts without logging in to the app. If an app provides such an *account service*, you can link users of a Panel subscription with accounts in the app. To perform such an association:

1. Organize the users into a certain group (**Users > User Roles**).

2. Grant one of these group permissions:

   ▪ *Public access.*
     If granted, all users in the group will have access to the app through the link on the **Websites** tab.

   ▪ *Personal access.*
     If granted, *the app will automatically create accounts* for all users in the group. After that, the users' **Websites** tab will contain an additional link that allows logging in to a personal account in the app. Note that if you deny the **Personal access** permission, *the app will automatically remove all accounts* associated with this group.

# Updating Apps

## Automatic Updates

By default, Panel installs the latest available app versions and updates apps immediately once the newer versions are available. However, updating an app can significantly change its functionality: For example, plug-ins or extensions developed for a particular app version may be incompatible with newer versions. Therefore, you might want to turn off automatic updates for a certain app.

➢ *To turn automatic updates on or off:*

1. Go to **Applications** > **Manage My Applications** and click the app's name.

2. Click **Change Settings**.

3. Select or clear the checkbox **Automatically update this app when updates are available**.

## Manual Updates

If you prohibit automatic updates for an app, Panel will inform you about the availability of newer versions by adding the link **Update available** under the app name in **Applications > Manage My Applications**. Click this link to review the changes available in the new version and decide whether to update the app or continue using the current version.

# Managing Commercial App Licenses

If you decide to buy an application license in the Hosting Panel and click the corresponding button on the **Applications** tab, you will be forwarded to *Storefront*, the online store where you complete your order. Actually it is not only a store, it also includes its own web interface to help you perform various operations on the licenses you own. For example, from this web interface you can renew a license, cancel it, change your payment methods and so on. This section explains how to carry out these operations.

## Storefront Basics

When you order a first license in Storefront, it creates an *account* for you. This account contains your personal and financial information; if you log in to Storefront under this account, you will be able to do various operations with your licenses.

Each time you successfully check out in Storefront, a purchase *order* is generated. It is a document that lists the cart items you ordered. Storefront assigns different statuses to orders. These statuses explain the current state of your purchase - whether it is unpaid, canceled, or successfully delivered.

Storefront and Panel share the service plans business model. In Storefront, each application is presented by a separate *service plan*, and when you order an application license you *subscribe* to one of the service plans. In other words, each license you purchase is shown as a *subscription* in the web interface. For instance, if you would like to view a license price, terms, or an expiration date, you should open the corresponding subscription.

## How to Obtain a License Key

After you order a license and pay for it, Storefront sends you an email with your license key. We recommend that you keep the information in a safe place because there is no way to request it again or view it from the web interface. If you did not receive the email with a license file or key, contact us at https://support.parallels.com/.

## Available Operations

The operations you can carry out in Storefront fall into three groups:

- *Operations on your user account*. These operations include viewing and modifying your personal information and preferences and changing the password to your user account.
- *Operations on payments and payment methods.* This group comprises operations on your credit cards, payments, and orders.
- *Operations on subscriptions.* Use them to acquire new licenses, obtain information about your existing licenses, and check the subscription renewal method for a particular subscription.

Learn more about these operations in the following sections.

### Next in this section:

# User Account

You can do the following operations on your user account.

## View and Change Your Account Information

The system uses your account information to add your personal and financial details into invoices. If you see that you need to update your details, open the **My Contact Info** submenu on the Navigation menu and select **Account Info**.

## View and Change Your Personal Information

Your personal information mostly duplicates the account information. It does not appear in financial documents, but some services use this information as technical contact details. For example, it is possible to order a domain name through Storefront, and if you do so, Storefront will send your personal information (as the technical contact) to a domain name registrar.
To view user personal information, open the **My Contact Info** > **Personal Info** menu on the left panel. Here you can also edit your personal information and change the password to your Storefront account.

## Configure Email Notifications

Email notifications are sent on different events to your account contact email address. They fall into a number of categories. For example, subscription renewal and expiration, your credit card expiration, and so on. You can select message format for every group of messages and decide whether to send certain messages or not. To configure message types to receive, open **My Contact Info** > **Notification Methods**.

# Payments and Payment Methods

This section describes operations on payments and credit cards available to you in Storefront.

## Registering a Credit Card

Before a credit card becomes available for making online payments, it is necessary to register it in Storefront. To register a credit card, open **Billing Manager** > **My Financial Info** > **Payment Methods** and click the appropriate button.

## Configuring Automatic Payments

You can assign one of the registered credit cards to be used for paying orders automatically. In this case, you will not need to pay each order manually. If you assign a payment method to be used for automatic payments, the previous default one is deselected automatically. Thus, only one payment method can be used for automated payments.

To turn on automatic payments from a card, go to **Billing Manager** > **My Financial Info** > **Payment Methods**, select the card by clicking its **ID** or **Type**, and, finally, enable automatic payments in card properties.

## Making a Payment

To add a new payment, open the **Billing Manager** > **New Payment** link on the dashboard. The adding new payment wizard starts. The list of pending documents appears on the screen. If there are no pending documents, click **Cancel** to finish the wizard. Otherwise, go through the wizard by providing the payment settings.

## Viewing Open Orders

Your open orders are available in the **Billing Manager** > **My Financial Info** > **Open Orders** submenu.

# Subscriptions

Storefront offers you a powerful and comprehensive mechanism of subscriptions (licenses) management, allowing you to perform the following operations.

## Buying a Subscription

If you want to purchase one more app license or another service offered by Storefront, there is no need for you to go to the Hosting Panel. The Storefront web interface provides all facilities for making the purchase. To start the subscription ordering wizard, open **Billing Manager** > **Subscription Management** and click **Buy New Subscription**.

## Renewing a Subscription Manually

If you did not configure an auto-renewal, your subscription will expire unless you renew it manually. The auto-renewal setup instructions are given later in this section. To renew a subscription manually, open **Billing Manager** > **Subscription Management** > **Renew Subscription** and follow the steps of the wizard.

## Renewing Subscriptions Automatically

Configuring a subscription for auto-renewal helps renewing your subscriptions in a timely manner. To allow auto-renewal, open **Billing Manager** > **Subscription Management** > **Renew Subscription**, click a subscription for which you want to turn the option on, and click **Turn On AutoRenew Option**. Clear the option to cancel the auto-renewal.

## Canceling a Subscription

A subscription cancellation results in the termination of the subscription services and money refund. To cancel a subscription, open **Billing Manager** > **Subscription Management** > **Renew Subscription**, click a subscription you want to cancel, and start the cancellation wizard by clicking **Cancel Subscription**.

# (Advanced) Website Security

## Next in this section:

# Securing Connections with SSL Certificates

If your website transfers sensitive data, for example, visitors' credit card numbers, we recommend that you secure the communications between the site and its visitors by means of SSL encryption. To set up such a secure channel, you should purchase an *SSL* certificate for your website.

Not only are SSL certificates used for establishing secure communication channels on the Internet, but also for verifying a website's identity as well. When users visit your secure online store, they are notified that your website is really what it claims to be and that all sensitive data, such as credit card numbers, will be transferred over a secure channel.

SSL certificates are issued by organizations - *SSL certificate providers*. However, some hosting providers allow customers to purchase SSL certificates directly from Panel.

## Purchasing SSL Certificates

Depending on your hosting provider, you can use the following ways of purchasing SSL certificates:

- *Order an SSL certificate from Panel*. This way is available to you if your provider configures the corresponding Panel settings. The links for purchasing SSL certificates from Panel may let your purchase certificates either from your provider in their online store or from Parallels in the MyPlesk outlet. To learn how to order an SSL certificate through Panel, see the section **Purchasing SSL Certificates Through Panel** (on page 70).
- *Order an SSL certificate from the SSL certificate provider you like.* In this case, you should create a *certificate signing request (CSR)* for your website in Panel and submit it to an SSL certificate provider. To learn how to create such request and purchase a certificate with it, refer to the section **Generating Certificate Signing Requests** (on page 71).

## Securing Websites

After you obtain a certificate for your website, you should secure the connection to the website with the certificate. The section **Securing Websites** (on page 72) explains how to do this.

### Next in this section:

# Purchasing SSL Certificates Through Panel

The links for purchasing SSL certificates in Panel let you purchase either certificates from your provider if they offer their own certificates, or certificates from Parallels in the *MyPlesk store*. These links may also be unavailable to you if your provider decides so.

## ➢ *To purchase an SSL certificate through Panel:*

1. Go to the **Websites** tab and click the domain name of the site that you want to protect with an SSL certificate.

2. Click **Secure Your Sites**.

3. Click **Add SSL Certificate**.

4. Specify the following certificate parameters:

    - *Certificate name*. This will help you identify this certificate in the repository.

    - *Your location and organization name*. The values you enter should not exceed the length of 64 symbols.

    - *The domain name for which you want to purchase an SSL certificate.* This should be a fully qualified domain name. Example: *your-domain.com*.

    - *The website administrator's email address*.

5. Make sure that all the provided information is correct and accurate, as it will be used to generate your private key.

6. Click **Buy SSL Certificate**.

7. Complete all steps of an SSL certificate purchase in the online store and you will receive your SSL certificate by email.

# Generating Certificate Signing Requests

If your hosting provider does not allow purchasing SSL certificates through Panel, you can create a certificate signing request and submit it to an SSL certificate provider. The provider will generate an SSL certificate for your website based on this request.

➢ *To generate a certificate signing request:*

1. Go to the **Websites** tab and click the domain name of the site that you want to protect with an SSL certificate.

2. Click **Secure Your Sites**.

3. Click **Add SSL Certificate**.

4. Specify the following certificate parameters:

   ▪ *Certificate name*. This will help you identify this certificate in the repository.

   ▪ *Your location and organization name*. The values you enter should not exceed the length of 64 symbols.

   ▪ *The domain name for which you want to purchase an SSL certificate*. This should be a fully qualified domain name. Example: *your-domain.com*.

   ▪ *The website administrator's email address*.

5. Make sure that all the provided information is correct and accurate, as it will be used to generate your private key.

6. Click **Request**. Panel will generate your private key and a certificate signing request and add them to your certificates repository (**Websites** tab > **Secure Your Sites**).

7. In the list of certificates, click the name of the certificate you need.

8. Locate the **CSR section** on the page, and copy the text that starts with the line **-----BEGIN CERTIFICATE REQUEST-----** and ends with the line **-----END CERTIFICATE REQUEST-----** to the clipboard.

9. Visit the website of the certification authority from which you want to purchase an SSL certificate, and follow the links on their site to start a certificate ordering procedure. When you are prompted to specify CSR text, paste the data from the clipboard into the online form and click **Continue**. The certification authority will create an SSL certificate in accordance with the information you supplied.

# Securing Websites

After you receive an SSL certificate for your website, secure the website with this certificate.

➢ *To secure a website with an SSL certificate:*

1. Go to the **Websites** tab and click the domain name of the website that you want to protect with an SSL certificate.

2. Click **Secure Your Sites**.

3. Upload the SSL certificate: Click **Browse** in the middle of the screen and navigate to the location of the saved certificate. Select it, and then click **Send File**.

   This will upload and install the certificate against the corresponding private key.

4. To install the certificate on a site, return to the **Websites** tab, and click the domain name of the website that you want to secure.

5. Click **Website Scripting and Security**.

6. Select the **SSL support** checkbox.

7. From the **Certificate** menu, select your SSL certificate and click **OK**.

# Protecting Sites from Hotlinking (Windows)

Hotlinking (also called file leeching, remote linking, direct linking, bandwidth stealing or bandwidth banditism) is a term used for describing a situation when a web page of one domain owner is directly linking to images (or other multimedia files) on the web pages of another domain owner, usually using an <IMG> tag. If your domains are hotlinked, you may face the problem of excessive bandwidth usage.

➢ *To protect a website from hotlinking:*

1. Go to the **Websites** tab and click the website's domain name.

2. Click **Hotlink Protection**.

3. Click **Switch On** to enable the protection from hotlinking.

4. Specify the extensions of files that you want to protect from hotlinking (for example, jpg, bmp, and so on) in the **Protected files extensions** field. When listing several file extensions, separate them with white spaces.

5. If you want to allow direct linking to your files from certain sites, type the website addresses into the **Addresses of friendly websites** field, and click **Add**.

6. Click **OK**.

# (Advanced) Extended Website Management

Panel provides a number of operations on websites and domains for advanced users: Working with third-party applications and services, fine tuning of some system services, and much more. This section contains the detailed instructions on all these operations.

## Next in this section:

# Working with a Staging Site

If you have a production website and are planning major site changes, consider setting up a staging site — a separate location on the server where you can conveniently update and test a copy of the site before putting it into production.

We recommend that you work with a staging site in the following way:

1.  Decide where you want to host the development copy and prepare the development environment. You can choose to host it in the same webspace, in a separate webspace on the same server, or upload it to an FTP account on another server.

    If you choose the same webspace, then you first need to set up a new website by adding a domain or a subdomain.

2.  (Optional step.) If you set up your development environment under your account in the Panel and your production site has APS applications installed via the Panel (at the **Applications** tab), install the desired site applications in your development environment in the same subdirectory as you have on your production site. This step is optional; however, it will help you avoid changing manually database connection settings in the application scripts.

3.  Make a copy of the website and place it in the staging environment.

4.  Make copies of the databases used by the site and deploy them in the staging environment.

5.  Change database connection settings in the scripts to point at the databases in the staging environment.

6.  (Optional step.) Complete APS applications setup. Go to the **Applications** tab for your development site, locate the application in the list of installed applications, open its **Settings** screen and re-save the parameters. With this operation, the APS scripts should stop pointing at the production database and reconnect the application to the database copy. This step is needed if your production site has APS apps installed via the Panel and you performed Step 2 of the current instruction.

7.  Make the required changes to the site copy in the staging environment, and test them to make sure everything works as intended.

8.  Publish the updated site. This is done by pointing the document root of the production site to the staging site location.

> ➢ *To set up a site for staging purposes:*

1.  Go to the **Websites** tab.

2.  Click either **Add New Domain** or **Add New Subdomain**.

    We recommend that you use a subdomain for staging purposes.

3.  Proceed as described in **Adding Domains** or **Adding Subdomains**.

If you do not want your staging site to be accessible to the Internet users, do not register the newly added domain or subdomain name with a domain name registrar, or use an `.htaccess` file (on Linux hosting) to restrict access to it.

➢ *To make a copy of website files:*

**1.** Go to the **Websites** tab and click the name of the website you want to copy.

**2.** Click **Website Copying**.

**3.** To copy website files to the document root of an existing site:

   **a.** Select the option **Website in the Panel**.

   **b.** Select the destination site from the **Site name** menu.

   **c.** Specify what to do with the files that might already be present in the destination directory.

**4.** To copy website files to an FTP account on this or another server:

   **a.** Select the option **FTP storage**.

   **b.** Specify the server's host name and credentials for connecting to the FTP account.

   **c.** In the **FTP connection method** field, leave the **Active mode** option selected. If the Panel fails to connect to the external FTP account, select the **Passive mode** option here.

**5.** Click **OK**.

If the site uses scripts that work with a database, copy the database to the staging environment:

- If the database is hosted on the same server managed by Panel, use the procedure below to copy it.
- If the database is hosted on a server which is not managed by Panel, use the `mysqldump` utility to export the database, move the resulting data dump file to the staging environment and deploy it there. Modify the site's scripts in the staging environment so that they connect to the copied database.

➢ *To make a copy of a database from the Panel-managed server:*

**1.** Go to the **Websites** tab > **Databases**.

**2.** Click **Copy** in the databases list for the database you want to copy.

**3.** Specify the following:

- **Destination database server**. You can select the same Panel-managed database server, or a database server located elsewhere. For an external database server, specify the host name or IP address, and access credentials: the username and password of a database management system user authorized to create new databases and database tables.
- **Destination database**. You can choose to create a new database or copy the data to an existing database.
- **Create a full copy**. Leave this option selected to copy the database structure and all data.

**4.** Click **OK**.

The copy of the database will be deployed on the destination server.

**5.** Modify the site's scripts in the staging environment so that they connect to the copied database.

When the site copy in the staging environment is updated and ready to go live, publish it as described in the following steps.

➢ *To publish the updated site to the production environment:*

**1.** Go to the **Websites** tab.

**2.** In the list of domain names, locate the name of your production site and click it.

**3.** Click the link **Hosting Settings** next to the domain name.

**4.** In the **Document root** box, specify the document root directory of the staging site.

**5.** Click **OK**.

This will make the updated site copy in the staging site location accessible to visitors of your production site address.

# Setting Up Custom Error Pages

When visitors coming to a site request pages that the web server cannot find, the web server generates and displays a standard HTML page with an error message. You may want to create your own error pages and use them for your sites or individual virtual directories (on Windows). The following error messages are the ones customized most often:

- 400 Bad File Request. Usually means the syntax used in the URL is incorrect (for example, uppercase letter should be lowercase letter; wrong punctuation marks).
- 401 Unauthorized. The server is looking for some encryption key from the client and is not getting it. Also, a wrong password may have been entered.
- 403 Forbidden/Access denied. Similar to 401; a special permission is needed to access the site – a password or username, if it is a registration issue.
- 404 Not Found. The server cannot find the requested file. The file has either been moved or deleted, or the wrong URL or document name was entered. This is the most common error.
- 500 Internal Server Error. Could not retrieve the HTML document because of server configuration problems.
- 503 Service Temporarily Unavailable. The site is temporarily unavailable due to maintenance.

## Next in this section:

# Setting Up Custom Error Pages on Windows-Based Hosting Accounts

> ➤ *To configure the web server to show custom error pages for a site or a directory within a site:*

1. Switch on support for custom error documents.

   a. Go to the **Websites** tab and click the link **Hosting Settings** next to the domain name you need.

   b. Select the **Custom error documents** checkbox.

   c. Click **OK**.

2. Go to the **Websites** tab.

3. Click the domain name you need.

4. Click **Virtual Directories** to see the list of error documents for the root web directory. Error documents located here are used for all web pages of the selected site. If you want to customize error pages for a specific virtual directory, navigate to that directory.

5. Click the **Error Documents** tab and click the required error document in the list.

   - To use the default document provided by IIS for this error page, select **Default** in the **Type** menu.

   - To use a custom HTML document already located in the `error_docs` directory in the virtual host directory of the domain, select **File** in the **Type** menu and specify the file name in the **Location** field.

   - To use a custom HTML document located in a directory other than `error_docs` on a domain, select **URL** in the **Type** menu and enter the path to your document in the **Location** field. The path should be relative to the virtual host root (that is, `<vhosts>\<domain>\httpdocs`).

     For example, you have created a file `forbidden_403_1.html` and saved it in the `my_errors` directory located in the `httpdocs`. To use this file as an error document, you need to type the following path into the **Location** field: `/my_errors/forbidden_403_1.html`.

   **Note:** You can use a connection over FTP or File Manager in the Panel to upload your custom error document to the server. By default, all error documents are stored in the `/vhosts/your-domain.com/error_docs/` directory (located in `C:\InetPub` by default).

6. Once the web server is restarted, it will start using your error documents.

# Setting Up Custom Error Pages on Linux-Based Hosting Accounts

> ➢ *To configure the web server to show custom error pages for a site:*

1. Switch on support for custom error documents.

    a. Go to the **Websites** tab and click the link **Hosting Settings** next to the domain name you need.

    b. Select the **Custom error documents** checkbox.

    c. Click **OK**.

2. Connect to your FTP account, and go to the `error_docs` directory.

3. Edit or replace the respective files. Be sure to preserve the correct file names:

    - 400 Bad File Request - bad_request.html
    - 401 Unauthorized - unauthorized.html
    - 403 Forbidden/Access denied - forbidden.html
    - 404 Not Found - not_found.html
    - 405 Method Not Allowed - method_not_allowed.html
    - 406 Not Acceptable - not_acceptable.html
    - 407 Proxy Authentication Required - proxy_authentication_required.html
    - 412 Precondition Failed - precondition_failed.html
    - 414 Request-URI Too Long - request-uri_too_long.html
    - 415 Unsupported Media Type - unsupported_media_type.html
    - 500 Internal Server Error - internal_server_error.html
    - 501 Not Implemented - not_implemented.html
    - 502 Bad Gateway - bad_gateway.html
    - 503 Service Temporarily Unavailable - maintenance.html

The web server will start using your error documents in a few hours, after it is restarted.

# Hosting Personal Web Pages Under Your Domains

On your web server, you can host personal web pages for users who do not need their own domain names. These pages usually have web addresses like http://your-domain.com/~username.

> ➢ *To accommodate a personal web page under your domain and set up an FTP account for publishing:*

1. Go to the **Websites** tab and click the domain name under which you want to create a personal web page.

2. Click **Web Users**.

3. Click **Settings**.

4. If you want to allow execution of scripts embedded in personal web pages, select the **Allow web users to use scripts** checkbox.

5. Click **OK**.

   The settings you have defined in step 3 are common for all personal web pages you might host on your account. Therefore, you will not need to perform the steps from 3 to 5 next time you set up a new web user account.

6. Click **Add New Web User**.

7. Specify a username and a password that will be used for accessing the webspace through FTP and publishing the web pages.

   You can use only lower-case alphanumeric, hyphen and underscore symbols in the username. The username should begin with an alphabet character. It cannot contain white spaces. The password cannot contain quotation marks, white space, username, and should be between 5 and 14 characters in length.

8. If you want to limit the amount of disk space that can be occupied by the web page content, type the desired value in megabytes into the **Hard disk quota** box.

   When the specified limit is exceeded, the web page owner will not be able to add files to his or her webspace.

9. Specify the programming languages that should be supported for the web page.

   For example, if the web page is written in PHP, select the **PHP support** checkbox.

10. If you use a Windows-based hosting account and this personal web page's applications need to use a file-based database (like Jet) located in the root of `httpdocs` directory, select the **Additional write/modify permissions** option. Note that selecting this option might seriously compromise the website security.

11. Click **OK**.

Now you can tell your user the FTP account credentials, so that he or she can publish their web page.

➢ *To change FTP password for a web page owner:*

**1.** Go to the **Websites** tab and click the name of the domain that contains the personal page.

**2.** Click **Web Users**.

**3.** Click the user name you need.

**4.** Type the new password into the **New password** and **Confirm password** boxes.

**5.** Click **OK**.

➢ *To allocate more disk space to the web page owner:*

**1.** Go to the **Websites** tab and click the name of the domain that contains the personal page.

**2.** Click **Web Users**.

**3.** Click the user name you need.

**4.** Type the amount of disk space in megabytes into the **Hard disk quota** box.

**5.** Click **OK**.

➢ *To remove a web page owner's account together with their web page:*

**1.** Go to the **Websites** tab and click the name of the domain that contains the personal page.

**2.** Click **Web Users**.

**3.** Select the checkbox corresponding to the user account you want to remove and click **Remove**.

**4.** Confirm removal and click **OK**.

# Limiting Bandwidth and Number of Connections to Websites

To avoid excessive usage of bandwidth, and protect your site from Denial Of Service attacks, you can limit bandwidth usage for a site and the number of simultaneous connections.

➢ *To limit bandwidth usage and the number of connections to a site:*

1. Go to the **Websites** tab and click the site's domain name.

2. Click **Bandwidth Limiting**.

3. Select the **Switch on bandwidth limiting** checkbox.

4. In the **Maximum bandwidth usage (KB/S)** box, specify the maximum speed, measured in kilobytes per second, that a website can share among all its connections.

5. Select the **Switch on connections limiting** checkbox.

6. In the **Connections limited to** box, specify the maximum number of simultaneous connections to the site.

7. Click **OK**.

# Working with Microsoft FrontPage Websites (Windows)

Microsoft FrontPage deals with two kinds of websites: disk-based and server-based. In short, a disk-based site is a FrontPage website you create on your local hard disk and then later publish to the server. A server-based site is one you create and work with directly on the server, without the extra step of publishing. This section provides you with instructions on publishing only disk-based websites.

You can publish disk-based websites either through FTP or HTTP. If your hosting account supports FrontPage Server Extensions, you would publish your site over HTTP. For example: http://your-domain.com/MyWebSite. If your hosting server supports FTP, you would publish to an FTP location. For example: ftp://ftp.your-domain.com/myFolder.

After publishing, you can manage your site through FrontPage Server Extensions.

> ➢ *To access FrontPage Server Extensions management interface:*

1. Click the **Websites** tab and click the domain name of the website you want to manage in FrontPage.

2. Click **FrontPage.**

3. Do either of the following:
   - To manage a site over HTTP connection, click **Frontpage Webadmin**.
   - To manage a site over a secure SSL connection, if SSL support is enabled for the site, click **Frontpage SSL Webadmin**.

4. Type your FrontPage administrator's username and password, and click **OK**.

For instructions on using FrontPage server extensions, see online help (**Frontpage Webadmin** > **Help**) or visit Microsoft website.

The following FrontPage settings are changeable through the Panel:
   - The use of Microsoft FrontPage IIS Index Server for building the full-text index of your website.
   - SMTP mail server and sender's email address. These options are applicable if you use FrontPage forms that submit information from your site by email. By default, the SMTP server specified in the domain's DNS zone is used for sending mail. If no SMTP server is specified in the zone, then FrontPage uses the mail service running on the server where the site is hosted.

> ➢ *To change any of these settings:*

1. Click the **Websites** tab and click the domain name of the website you want to manage in FrontPage.

2. Go to **FrontPage** > **Settings.**

3. Make the required changes and click **OK.**

## Next in this section:

# Publishing FrontPage Websites

➢ *To publish files through FTP:*

1. Open your FrontPage program.

2. Open a FrontPage website: open **File** menu and select the **Open Site** item.

3. Go to **Remote Web site** view: click the **Web Site** tab, and then the **Remote Web Site** button at the bottom of the window.

4. Set up your Remote Web Site Properties:

   ▪ Click the **Remote Web Site Properties** button in the upper-right corner of the window.

   ▪ Select **FTP** as the remote Web server.

   ▪ In the **Remote Web site location** box, type your host name (for example, ftp://ftp.your-domain.com)

   ▪ In the **FTP directory** box, type your FTP directory if your hosting company provided one. Leave it blank if they did not specify one.

   ▪ Select the **Use Passive FTP** check box if your computer or network is protected by a firewall.

5. Click **OK** to connect to the remote site.

   The Remote Web site view will show files that you have in your local and remote sites.

6. Click the **Publish Web site** button in the lower-right corner of the window.

➢ *To publish files through HTTP on a server that supports FrontPage Server Extensions:*

1. Open your FrontPage program.

2. Open a FrontPage website: open **File** menu and select the **Open Site** item.

3. Go to **Remote Web site** view: click the **Web Site** tab, and then the **Remote Web Site** button at the bottom of the window.

4. Click the **Remote Web Site Properties** button in the upper-right corner of the window.

5. On the **Remote Web Site** tab, under **Remote Web server type**, click **FrontPage or SharePoint Services.**

6. In the **Remote Web site location** box, type the Internet address, including the protocol, of the remote website that you want to publish folders and files to, for example, http://www.your-domain.com, or click **Browse** to locate the site.

7. Do any of the following:

- To use Secure Sockets Layer (SSL) for establishing a secure communication channel to prevent the interception of critical information, click **Encryption connection required (SSL)**. To use SSL connections on your web server, the server must be configured with a security certificate from a recognized certificate authority. If the server does not support SSL, clear this checkbox. Otherwise, you will not be able to publish folders and files to the remote website.

- To remove specific types of code from web pages as they are being published, on the **Optimize HTML** tab, select the options you want.

- To change the default options for publishing, on the **Publishing** tab, select the options you want.

8. Click **OK** to connect to the remote site.

   The **Remote Web site** view will show files that you have in your local and remote sites.

9. Click the **Publish Web site** button in the lower-right corner of the window.

# Adding FrontPage Accounts

If you are using Microsoft FrontPage for collaborating on website content with other users, then you need to create additional Microsoft FrontPage accounts.

➢ *To create an additional Microsoft FrontPage account:*

1. Go to the **Websites** tab and click the domain name of the website for which you want to create the account.

2. Click **FrontPage.**

3. Click **Add New FrontPage Account**.

4. Specify the following:

   ▪ Username and password for the account.

   ▪ Limit on disk space. If you want to limit the amount of disk space that can be used by this account, clear the **Unlimited** checkbox and type the desired value in megabytes into the **Hard disk quota** box.

   When the specified limit is exceeded, the user will not be able to upload more files to the webspace.

5. Click **OK**.

➢ *To change settings for an additional Microsoft FrontPage account:*

1. Go to the **Websites** tab and click the domain name you need.

2. Click **FrontPage**.

3. Click the required account name in the list.

4. Adjust the settings as necessary and click **OK** to save changes.

➢ *To remove an additional Microsoft FrontPage account:*

1. Go to the **Websites** tab and click the domain name you need.

2. Click **FrontPage**.

3. Select the checkbox corresponding to the account you want to remove.

4. Click **Remove**.

5. Confirm the removal and click **OK**.

# Using Virtual Directories (Windows)

A virtual directory is a link to an existing physical directory that is present on the server's hard disk. Virtual directories can have a number of specific settings such as custom ASP.NET configuration, access permissions, and protection with a password.

Because any virtual directory can have its own settings, including customized ASP.NET configuration, virtual directories are very useful in setting up your web applications, especially those written in ASP.NET. For example, if you have three web applications that use ASP.NET version 1.1, and you need to install one web application that uses ASP.NET version 2.0, you can create a virtual directory for the ASP.NET 2.0 application, configure ASP.NET settings for this directory so as to enable support for version 2.0, and then successfully install the required application.

Virtual directories can also be used as aliases. For example, you have a web application installed on your domain "example.com" in the physical directory "`/my_data/web_apps/forum`". To access this web application, users need to type "`example.com/my_data/web_apps/forum`", which is hard to remember and too long to type. You can create virtual directory called `forum` in the root of your virtual host, and link this virtual directory to "`/my_data/web_apps/forum`", so the users who want to access the web application will need to type "`example.com/forum`", which is much shorter and easier to remember.

## Next in this section:

# Creating Virtual Directories

> ➢ *To create a virtual directory within a website:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Click **Virtual Directories**. You are in your web site root now.

**3.** Navigate to the directory in which you want to create a new virtual directory.

**4.** Click **Create Virtual Directory**.

> **Note:** To create a physical directory instead of virtual directory, click **Create Directory**, specify the name of the directory and click **OK**.

**5.** Specify the required parameters:

- **Name** - specify the virtual directory name.

- **Path** - specify the virtual directory path:

  - Select the **Create physical directory with the same name as virtual directory** checkbox to automatically create a physical directory with the same name as the virtual directory you are creating.

  - Clear the **Create physical directory with the same name as virtual directory** checkbox and specify the path in the field to select a physical directory that already exists.

- **Script source access** - select this checkbox to allow users to access source code if either Read or Write permissions are set. Source code includes scripts in ASP applications.

- **Read permission** - select this checkbox to allow users to read files or directories and their associated properties.

- **Write permission** - select this checkbox to allow users to upload files and their associated properties to the virtual directory or to change content in a write-enabled file. Write access is allowed only if browser supports the PUT feature of the HTTP 1.1 protocol.

- **Directory browsing** - select this checkbox to allow users to see a hypertext listing of the files and subdirectories in the virtual directory.

- **Log visits** - select this checkbox if you want to store the information about visits of the virtual directory.

- **Create application** - select this checkbox to make the directory an IIS application. The directory becomes logically independent from the rest of the website.

- **Execute permissions** - select the appropriate program execution level allowed for the virtual directory.

  - **None** - allow access only to static files such as HTML or image files.

  - **Scripts only** - allow running scripts only, not executables.

  - **Scripts and Executables** - remove all restrictions so that all file types can be executed.

- **ASP Settings** - set specific settings for ASP-based web applications.

- If you are using ASP-based applications that cannot operate correctly under data transfer restrictions currently set by IIS, clear the **Defined by parent directory** checkbox corresponding to the field you want to change and type in the required number.

- If you want to enable debugging of ASP applications on the server side, clear the corresponding **Defined by parent directory** checkbox and select the **Enable ASP server-side script debugging** checkbox.

- If you want to enable debugging of ASP applications on the client side, clear the corresponding **Defined by parent directory** checkbox and select the **Enable ASP client-side script debugging** checkbox.

Note that if you are trying to change ASP Settings for the root virtual directory, the default checkbox names will be **Defined by IIS** instead of **Defined by parent directory**.

**6.** Click **OK**.

### ➢ *To remove a virtual directory from a website:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Click **Virtual Directories**.

**3.** Select the checkbox corresponding to the directory you want to remove.

**4.** Click **Remove**.

**5.** Confirm the removal and click **OK**.

# Configuring ASP.NET for Virtual Directories

> ➤ *To configure ASP.NET settings for a virtual directory within a website:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Click **Virtual Directories**.

**3.** Browse to the required directory and click a link with its name.

**4.** Click **ASP.NET Settings**.

**5.** Set up the strings that determine database connection data for ASP.NET applications that use databases. This option is available only for ASP.NET 2.0.x.

    When you open the ASP.NET configuration page for the first time, sample connection parameters with common constructions are displayed. You can delete them and specify your own strings.

  ▪ To add a string, enter the required data into the **Name** and **Connection Parameters** input fields and click 🟢 next to them.

  ▪ To remove a string, click 🔴 next to it.

**6.** Set up custom error messages that will be returned by ASP.NET applications:

  ▪ To set the custom error messages mode, select an appropriate option from the **Custom error mode** menu:

    ▪ **On** - custom error messages are enabled.

    ▪ **Off** - custom error messages are disabled and detailed errors are to be shown.

    ▪ **RemoteOnly** - custom error messages are displayed only to remote clients, and ASP.NET errors are shown to the local host.

  ▪ To add a new custom error message (which will be applied unless the **Off** mode was selected), enter the values in the **Status Code** and **Redirect URL** fields, and click 🟢.

    ▪ **Status Code** defines the HTTP status code resulting in redirection to the error page.

    ▪ **Redirect URL** defines the web address of the error page presenting information about the error to the client.

    Due to possible conflicts, you cannot add a new custom error message with an error code that already exists, but you can redefine the URL for the existing code.

  ▪ To remove a custom error message from the list, click 🔴 next to it.

**7.** Configure compilation settings in the **Compilation and Debugging** field:

  ▪ To determine the programming language to be used as default in dynamic compilation files, choose an entry from the **Default web page language** menu.

- To enable compiling of retail binaries, leave the **Switch on debugging** checkbox empty.

- To enable compiling of debug binaries, select the **Switch on debugging** checkbox. In this case, the source code fragments containing an error will be shown in a diagnostic message.

**Note:** When running applications in debug mode, a memory and performance overhead occurs. We recommended that you use debugging when testing an application, and disable it before deploying the application into production scenario.

8. Configure encoding settings for ASP.NET applications in the **Globalization Settings** section:

- To set an adopted encoding of all incoming requests, enter an encoding value into the **Request encoding** field (default is utf-8).

- To set an adopted encoding of all responses, enter an encoding value into the **Response encoding** field (default is utf-8).

- To set an encoding which must be used by default for parsing of `.aspx`, `.asmx`, and `.asax` files, enter an encoding value into the **File encoding** field (default is Windows-1252).

- To set a culture which must be used by default for processing incoming web requests, select an appropriate item from the **Culture** list.

- To set a culture which must be used by default when processing searches for a locale-dependent resource, select an appropriate item from the **UI Culture** list.

9. Set a code access security trust level for ASP.NET applications in the **Code Access Security** field.

CAS trust level is a security zone to which applications execution is assigned, defining what server resources the applications will have access to.

**Important:** When an assembly is assigned a trust level that is too low, it does not function correctly. For more information on the permission levels, see http://msdn.microsoft.com/library/en-us/dnnetsec/html/THCMCh09.asp?frame=true#c09618429_010.

10. If you are using ASP.NET 1.1.x, then you can enable the usage of the auxiliary scripts in the **Script Library Settings** field. Specifying the script library settings is necessary if the validation web controls are used on your web site.

- If you need to use auxiliary scripts (specifically, scripts implementing objects for validating input data), provide the settings for .NET framework script library. To do so, enter the path beginning with the domain root directory preceded by the forward slash into the **Path to Microsoft script library** field, or click the folder icon next to the **Path to Microsoft script library** field and browse for the required location.

- To initiate installation of files containing the scripts to the specified location, select the **Install** checkbox. If the files already exist there, they will be rewritten.

11. Set client session parameters in the **Session Settings** field:

- To set up the default authentication mode for applications, select an appropriate item from the **Authentication mode** list. **Windows** authentication mode should be selected if any form of IIS authentication is used.

▪ To set up the allowed session idle time, enter appropriate number minutes into the **Session timeout** field.

**12.** Click **OK** to apply all changes.

# Configuring PHP Settings for Virtual Directories

To use web applications that require PHP4 or PHP5, you can select the required PHP version for individual virtual directories.

➢ *To select a PHP version for a virtual directory within a website:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Click **Virtual Directories**.

**3.** Browse to the required directory and click a link with its name.

**4.** In the **Tools** group, click **PHP Settings**.

**5.** Select the required version of PHP and click **OK**.

# Setting Up Access to Virtual Directories

➢ *To set access permissions for a virtual directory within a website:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Click **Virtual Directories**.

**3.** To set access permissions for the current virtual directory, in the **Tools** group, click **Directory Access Permissions**. If you want to set permissions for a subdirectory located within the current directory, click the corresponding icon 🔒.

**4.** Do the following:

- To make the file/folder inherit permissions from a parent folder (if it does not), select the checkbox **Allow inheritable permissions from the parent to propagate to this object and all child objects. Include these with entries explicitly defined here**.

- To make the files and folders, which are contained in this folder, inherit the folder permissions you define, select the checkbox **Replace permission entries on all child objects with entries shown here that apply to child objects**.

- To change or remove permissions from a group or a user, click the required name in the **Group or user names** list. If the group or user is not listed in the **Group or user names** list, select the required user or group name from the menu located above the list and click ➕: the user/group appears in the list. Select it.

  To allow or deny permissions to a selected group/user, select the **Allow** or **Deny** checkboxes corresponding to permissions listed under **Permissions for <*user/group name*>**. If the checkboxes in **Allow** or **Deny** columns are shown in grey, it means that the corresponding permissions are inherited from a parent folder.

- To deny the permissions, which are inherited from a parent object as allowed, select the required checkboxes under **Deny**. This will override inherited permissions for this file/folder.

- To allow the permissions, which are inherited from a parent object as denied, clear the **Allow inheritable permissions from the parent to propagate to this object and all child objects. Include these with entries explicitly defined here** checkbox: this removes the inherited permissions. Then select the required checkboxes under **Allow** and **Deny**.

- To remove access permissions from a group or user, select the required name in the **Group or user names** list and click the icon 🔴 next to it.

**5.** If you need advanced fine-tuning of permissions, click the **Advanced** button, and do the following:

- To create a permission entry for a group or user, select the required name from the **Group or user names** list and click ➕.

- To set or change file/folder permissions for a group or user, select the required name from the **Group or user names** list, select the required **Allow** and **Deny** checkboxes corresponding to permissions listed under **Permissions for <*user/group name*>**.

- To remove a permission entry for a group or user, select the required name from the **Group or user names** list and click 🚫.

- To make child objects of a folder inherit its permissions defined under **Permissions for <*user/group name*>**, select the **Replace permission entries on all child objects with entries shown here that apply to child objects** checkbox, and select checkboxes in the **Apply to** list which correspond to the objects that must inherit the permissions.

**6.** Click **OK**.

> *To restrict access to files and directories located within a virtual directory:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Click **Virtual Directories**.

**3.** Navigate to the directory you want to protect and click the **Protection** tab.

**4.** Click **Protect**.

**5.** To specify users who will be able to access the directory, click **Add User**, specify username and password, and click **OK**.

**6.** If you want to specify a title for the protected area that will be shown to users when they attempt to access the directory, click **Settings**, specify a title, and click **OK**.

> *To revoke a permission to access a directory from a user:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Go to the **Virtual Directories** > **Protection** tab.

**3.** Select the checkbox corresponding to the user's name and click **Remove**.

> *To remove protection from a directory and allow the general public to see the directory contents without restrictions:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Go to the **Virtual Directories** > **Protection** tab.

**3.** Click **Remove Protection**.

**4.** Click **OK** to confirm removal.

# Changing Virtual Directory Settings

> ➢ *To change the settings of a virtual directory within a website:*

1. Go to the **Websites** tab and click the website's domain name.

2. Click **Virtual Directories**.

3. Browse to the directory whose preferences you want to change, and click the corresponding icon 🌐, or click **Directory Properties** when inside the required directory.

4. Change the settings as required:

   - **Name** - specify virtual directory name.

   - **Path** - specify the path to the physical directory to which the virtual directory is linked.

   - **Script source access** - select this checkbox to allow users to access source code if either Read or Write permissions are set. Source code includes scripts in ASP applications.

   - **Read permission** - select this checkbox to allow users to read files or directories and their associated properties.

   - **Write permission** - select this checkbox to allow users to upload files and their associated properties to the virtual directory or to change content in a write-enabled file. Write access is allowed only if browser supports the PUT feature of the HTTP 1.1 protocol.

   - **Directory browsing** - select this checkbox to allow users to see a hypertext listing of the files and subdirectories in the virtual directory.

   - **Log visits** - select this checkbox if you want to store the information about visits to the virtual directory.

   - **Create application** - select this checkbox to make the web directory an IIS application. The directory becomes logically independent from the rest of the website.

   - **Execute permissions** - select the appropriate program execution level allowed for the virtual directory.

     - **None** - allow access only to static files such as HTML or image files.

     - **Scripts only** - allow running scripts only, not executables.

     - **Scripts and Executables** - remove all restrictions so that all file types can be executed.

   - **Allow to use parent paths** - select this checkbox to allow using double period in the path name when referring to a folder above the current directory. This enables users to move up the folder tree without knowing the folder name or the whereabouts in the hierarchy. If the option is selected, parent path directories should not have the **Execute permission** checkbox selected in their properties, so that applications do not have the ability of unauthorized running of programs in the parent paths.

- **Allow application execution in MTA (multi-threaded apartment) mode** - select this checkbox to allow the application execution in multi-threaded apartment (MTA) mode. Otherwise, the application will run in a single-threaded apartment (STA) mode. Using STA, each application pool is executed in a dedicated process. With MTA, several concurrent application pools are executed in one thread which can increase performance in some cases.

- **Use default documents** - select this checkbox to allow the use of default documents for the current directory. The default document is sent when users access the directory on the web without a specific file name (for example, using http://www.example.com as opposed to http://www.example.com/index.html). If this checkbox is cleared and the **Directory browsing** checkbox is selected, the web server returns a folder listing. If this checkbox is cleared and the **Directory browsing** checkbox is cleared as well, the web server returns an "Access Forbidden" error message.

- **Default documents search order** - specifies the order in which IIS searches for the default document, sending user the first available file it finds. If no match is found, IIS behaves as in the cases when the default content page is disabled.

- **Allow anonymous access** - select this checkbox if you want to make the directory public so that the Internet users could access it without authentication.

- **Require SSL** - select this checkbox to enable access to the folder only via SSL-encrypted connections.

- **ASP Settings** - set specific settings for ASP-based web applications.

  - If you are using ASP-based applications that cannot operate correctly under data transfer restrictions set by IIS, clear the **Defined by parent directory** checkbox corresponding to the field you want to change and type in the required number.

  - If you want to enable debugging of ASP applications on the server side, clear the corresponding **Defined by parent directory** checkbox and select the **Enable ASP server-side script debugging** checkbox.

  - If you want to enable debugging of ASP applications on the client side, clear the corresponding **Defined by parent directory** checkbox and select the **Enable ASP client-side script debugging** checkbox.

    Note that if you are trying to change ASP Settings for the root directory, the default checkbox names will be **Defined by IIS** instead of **Defined by parent directory**.

5. Click **OK** to save changes.

# Adding and Removing MIME Types

Multipurpose Internet Mail Exchange (MIME) types instruct a web browser or mail application how to handle files received from a server. For example, when a web browser requests an item on a server, it also requests the MIME type of the object. Some MIME types, like graphics, can be displayed inside the browser. Others, such as word processing documents, require an external application to be displayed.

When a web server delivers a web page to a client web browser, it also sends the MIME type of the data it is sending. If there is an attached or embedded file in a specific format, IIS also tells the client application the MIME type of the embedded or attached file. The client application then knows how to process or display the data being received from IIS.

IIS can only operate files of registered MIME types. These types could be defined both on the global IIS level and on the website or virtual directory level. Globally-defined MIME types are inherited by all websites and virtual directories while ones defined on the website main or virtual directory level are used only for the area where they are defined. Otherwise, if the web server receives request for a file with unregistered MIME type, it returns the 404.3 (Not Found) error.

> ➢ *To add a new MIME type for a virtual directory within a website:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Click **Virtual Directories**.

**3.** Navigate to the required virtual directory and click the corresponding link with its name.

**4.** Click the **MIME Types** tab.

**5.** Click **Add MIME Type**.

**6.** Specify the following:

- ▪ Type the file name extension in the **Extension** field. File name extension should begin with a dot (.), or a wildcard (*) to serve all files regardless of file name extension.

- ▪ Specify the file content type in the **Content** field.

- ▪ You can either select the appropriate value from the list or define a new content type. To do this, select **Custom** and enter the content type in the input box provided.

**7.** Click **OK** to finish the creation.

> ➢ *To edit a MIME type for a virtual directory within a website:*

**1.** Go to the **Websites** tab and click the website's domain name.

**2.** Click **Virtual Directories**.

**3.** Navigate to the required virtual directory and click the corresponding link with its name.

4.  Select the **MIME Types** tab.

5.  Select the required MIME type in the list.

    ▪ Type the file name extension in the **Extension** field. File name extension should begin with a dot (.), or a wildcard (*) to serve all files regardless of file name extension.

    ▪ Specify the file content type in the **Content** field.

    ▪ You can either select the appropriate value from the list or define a new content type. To do this, select **Custom** and enter the content type in the input box provided.

6.  Click **OK** to save changes.

➢ *To remove a MIME type for a virtual directory within a website:*

1.  Go to the **Websites** tab and click the website's domain name.

2.  Click **Virtual Directories**.

3.  Navigate to the required virtual directory and click the corresponding link with its name.

4.  Select the **MIME Types** tab.

5.  Select the checkbox corresponding to the MIME type you want to remove.

6.  Click **Remove**.

7.  Confirm removal and click **OK**.

# Setting Up IIS Application Pool (Windows)

IIS application pool contains all web applications installed on your sites. If your service provider allocated a dedicated IIS application pool for your sites, then you can have a level of isolation between web applications used by your sites and web applications used by other hosting users who host their websites on the same server. Because each application pool runs independently, errors in one application pool will not affect the applications running in other application pools.

Once you switch on the application pool, all web applications on your websites will be using it.

➢ *To switch on a dedicated IIS application pool for your websites:*

1. Go to the **Websites** tab > **Dedicated IIS Application Pool for Your Websites**.

2. Click **Switch On**.

3. To limit the amount of CPU resources that this application pool can use, select the **Switch on CPU monitoring** checkbox and type a number in percents into the Maximum **CPU use (%)** box.

4. Click **OK**.

➢ *To stop all applications running in the application pool:*

1. Go to the **Websites** tab > **Dedicated IIS Application Pool for Your Websites**.

2. Click **Stop**.

➢ *To start all applications in the application pool:*

1. Go to the **Websites** tab > **Dedicated IIS Application Pool for Your Websites**.

2. Click **Start**.

If you run applications that are known to have memory leaks or become unstable after working for a long time, then you might need to restart them from time to time.

➢ *To restart all applications running in the application pool:*

1. Go to the **Websites** tab > **Dedicated IIS Application Pool for Your Websites**.

2. Click **Recycle**.

➢ *To switch off the dedicated IIS application pool for your websites:*

1. Go to the **Websites** tab > **Dedicated IIS Application Pool for Your Websites**.

2. Click **Switch Off**.

# Creating Websites with Parallels Presence Builder

Parallels Presence Builder (also referred to as *editor*) is a visual editor that lets small business owners and individuals create their websites quickly and easily. With Presence Builder, you do not have to write code or configure servers to start a blog, open an online store, or set up any other form of website. You just add the content blocks that comprise your site (text, image gallery, online store) by dragging them to pages, fill these blocks with your content, and publish the result. That's it!

## Start Creating a Website

When you start working on your website, you do not have to write text, search for the images, and adjust the site look. Just choose a topic that best suits your website, and Presence Builder will generate a site template that already contains a set of pages, pictures, and text relevant to the selected topic. Each time Presence Builder generates a website, it uses a random set of element designs, so you can be sure that your website design is never repeated.

Once you have selected the topic, you will be prompted to enter some additional information that Presence Builder will add to the website's pages, for example, your phone number, which will appear on the *Contact Us* page.

For more details on how to start creating your website, see the section **Creating a Website** (on page 105).

## Import Websites Created in SiteBuilder 4.5

If you already have a website created with SiteBuilder 4.5 and hosted elsewhere, you can import your website to your new customer account. Learn how to move your SiteBuilder 4.5 website to Presence Builder in the section **Importing Sites from SiteBuilder 4.5** (on page 106).

## Fill the Site with Content

As soon as Presence Builder creates your website, you can fill it with your content. Your main editing tool is the Presence Builder's main menu. You can do the following by using the menu:

- *Change the structure of your site*: Add or remove pages.
- *Edit the website design*: Change colors and layout.
- *Fill the site with your content*: Remove unused predefined content and add your own elements:

- ▪ Text

- ▪ Images and image galleries

- ▪ Videos

- ▪ Scripts

- ▪ Blogs

- ▪ Search boxes

- ▪ Other elements

▪ *Let your visitors share the information in your website in social media* such as Facebook or Twitter: Add the corresponding buttons to the pages of your site.

To learn more about the actions available to you in the editor, refer to the section **Getting Familiar With the Presence Builder Editor** (on page 103).

Find instructions on managing website look and content in the section **Editing Websites** (on page 107).

## Make the Site Available on the Internet

After you finish editing the website, make it available on the Internet. To let people see your site at your domain name, *publish* the website by clicking the corresponding button in the main menu. When you click this link, Presence Builder generates the static pages and scripts that comprise your website and places them in the appropriate locations on the server so that people see them when they enter your domain name in their browsers. Learn more about publishing websites in the section **Publishing a Website to the Internet** (on page 148).

You can also attract more visitors to your sites by placing a site copy on *Facebook* - a popular social network. Refer to the section **Publishing a Website Copy to Facebook** (on page 149) for detailed instructions on how to do this.

### In this chapter:

# Getting Familiar With Presence Builder

The interface of the Presence Builder editor has two main parts: your website and the main menu.

A website consists of a number of elements, or modules. Each module can be edited separately. Here we will familiarize you with the basic principles of website module editing. These are similar for all modules.

When adding a module to a page, you can choose whether it should be shown only on the current page (page-specific module) or on all pages of the site (site-wide module). The only exceptions are the **Search**, **Advertisement**, **Site Logo**, **Navigation**, and **Breadcrumbs** modules: when you add them, they are placed on all pages of the website.

To place a module only on the current page, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **ONLY ON THIS PAGE**. Such areas are located within the main content block and near the top of each sidebar.

To place a module on all pages of the website, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **ON ALL PAGES**. Such areas are located above and below the main content block, in sidebars, header, and footer.

To locate or edit a website module, hover the mouse pointer over the part of the website you want to change. A dotted frame will appear around the module. A control panel prompting you to move, edit, or remove the module will appear next to the dotted frame.

The dotted frame around page-specific modules is green, but around site-wide modules it is blue.

The editor's main menu offers website editing options grouped under five tabs:

- **Modules**. Here you can choose necessary modules and drag them to any place on the page to fill your website with content.
- **Design**. Here you can select the layout and general color scheme for your website, change colors of different elements, and select fonts and border style.
- **Pages**. Here you can add and delete pages, rename them, edit page meta information such as descriptions and keywords for use by search engines, or mark a page as hidden so that your visitors cannot access it from the site menu.
- **Documents**. Here you can upload documents, images, and other files in various formats to your hosting account. You can then easily insert links to these documents into your website pages. Or, you can just keep the files on the hosting account for your own needs.
- **Settings**. Here you can edit your website name, description and keywords for search engines, upload a site icon (favicon), optimize the ranking of your website in search engine results, connect your site to Google Analytics, and add a copy of your site to a Facebook page.

From the main menu, you can also do the following:

- Access the **Dashboard** to perform the following operations:
  - View statistics on website visits. The statistics are provided by Google Analytics.

- View new comments left by site visitors on your website pages. The commenting functionality is provided by Disqus.

- View new orders from customers visiting your online stores. The online store functionality is provided by Ecwid.

- Save and load copies of your website by using the **Save** and **Revert** options.

- Access **Presence Builder Getting Started** video tutorial, view **User's Guide**, or send us your feedback. To do this, select the corresponding option from the **Help** menu.

- Publish your website by using the **Publish** button.

- Discard any changes made to a site and start creating the site anew by selecting **More** > **Start Over**. This does not delete your already published site copy.

- Delete a current website draft from the editor by selecting **More** > **Remove Site**. This does not delete your already published site copy.

You can drag the main menu to any place on the page for your convenience, or minimize it.

You can also access all options of the main menu in the context menu at any place on the page. To open the context menu, click the right mouse button.

# Creating a Website

To minimize your efforts when creating a website, Presence Builder offers you a set of predefined website topics. When you start creating a website, choose a topic that is most appropriate for you, and Presence Builder will generate a website with the content relevant to this topic. For example, it will include a price list template for a retail store or an image gallery for an artist's site.

When you start creating a website, Presence Builder also prompts you to provide information about yourself or your company. Presence Builder will automatically add this information to certain pages as appropriate, for example, to the *About Us* and *Contact Us* pages.

**Note:** Presence Builder will not store or use the information you provide anywhere except for your website pages. You can change or remove this information later.

## ➢ *To start creating a website in Presence Builder:*

1. Go to the **Websites** tab and click the desired domain name.

2. Click **Launch Presence Builder**.

3. Select a website topic.

4. Type the website name and select website language.

5. Provide the information to pre-fill your website.

6. Click **Create Site**.

# Importing Sites from SiteBuilder 4.5

If you have a site created with SiteBuilder 4.5, you can import it to Presence Builder.

**Note:** The import of sites from earlier versions of SiteBuilder or other content management systems is not supported.

If your site was created with an earlier version of SiteBuilder (4.4 or earlier), and you would like to transfer your site, you can do the following:

- Contact your hosting provider and ask them to upgrade your account to the latest version of Presence Builder.
- Transfer your site manually by copying and pasting the content.

During site import, most parts of the site structure and content can be transferred successfully. However, we cannot guarantee that all content will be transferred.

In most cases, the following elements are imported successfully:

- Site map.
- Static pages, including links and images in text modules. Note that text blocks exceeding 30 kilobytes may be cut; therefore, some parts of the text may be missing.
- Banner (if it is not a custom image).
- Slogan, site title.
- Logo (if it is not a custom image).
- Footer text.
- Meta info (keywords, description).

The other modules can be imported only as text widgets with static content, links and images. Buttons will not work. The image gallery structure can be imported without images.

### ➢ *To import a site from SiteBuilder 4.5:*

1. Open the Presence Builder editor, and on the topic selection screen, click **Import Site from SiteBuilder 4.5**.

2. Type the Internet address (domain name) of the site that you want to import. For example: `http://example.com`.

3. Select the checkbox to confirm that you are aware of possible import issues, and click **Import Site**.

4. After the site is imported, review and edit it as required. You can compare the imported site version with your original site and add the missing information manually.

5. When finished with editing, publish the site to your hosting account.

If you are publishing your new site to the same webspace on which your site created with SiteBuilder 4.5 was hosted, the old site will be overwritten.

# Editing Websites

In Presence Builder, you can change almost any element of your website. Most of the elements are changed in place - you open a page where the element is used, edit it and see the result right away. Site-wide elements, such as **Search** block and **Advertisement** block are changed in one place but the changes are applied to each page of your website.

**Note:** If you are using Internet Explorer, we strongly recommend that you avoid using browser zoom to change the size of text displayed in your browser window. Please note that websites in Presence Builder will perform and look best at normal zoom (100%).

## Next in this section:

# Structure: Pages and Navigation

This section describes how to add pages to a site, set their location in the site structure, and add navigation links.

## Next in this section:

# Adding and Removing Pages

Your site can have two levels of nested pages. The total number of pages you can create depends on your hosting plan. The editor will let you know when you have reached the allotted number of pages: an icon with the dollar sign ($) will be shown over the **Add page** button.

**Note:** For Presence Builder performance reasons, the total number of pages for a website cannot be more than 500.

> ## *To add a new page to your website:*

1. Go to the **Pages** tab.

2. Click **Add page**. The new page appears highlighted in green.

3. Position the new page by dragging it to the right place or by clicking the arrows.

4. Specify the page title.

5. Give a concise description of the page content that will be displayed on search engine results pages and the keywords by which the page will be found by search engines.

   **Note: Page name** and **Page link name** are required fields. **Description** and **Keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

6. If you want to make the page invisible to your website visitors, select the **Hidden page** checkbox.

7. If you want to restrict access to the page with password authentication, select the **Protected page** checkbox and specify a username and a password.

8. Click **OK** to save changes.

> ## *To change the location or properties of a page:*

1. Go to the **Pages** tab.

2. Select the page you want to edit.

3. Change the page position by dragging it to the right place or by clicking the arrows.

4. Edit the page title.

5. Edit or remove the concise description of the page content that will be displayed on search engine results pages and the keywords by which the page will be found by search engines.

> **Note: Page name** and **Page link name** are required fields. **Description** and **Keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

**6.** If you want to make the page invisible to your website visitors, select the **Hidden page** checkbox.

**7.** If you want to restrict access to the page with password authentication, select the **Protected page** checkbox and specify a username and a password.

**8.** Click **OK** to save changes.

> ➢ *To delete a page from your website:*

**1.** Go to the **Pages** tab.

**2.** Select the page you want to delete.

**3.** Click **Delete page**.

**4.** Click **OK** to save changes.

# Adding and Removing Navigation Links

By default, a horizontal navigation bar with links to site pages is inserted below or above the header of your site. It is automatically updated every time you add, change, move, or remove pages from the site.

If you use sidebars on the site, then the horizontal bar under the header includes only links to the first level pages, and the sidebars show the links of the second and third levels.

You can move navigation blocks by dragging them to other areas of the site.

For each navigation block, you can specify what levels of pages should be included in the menu, change menu alignment (for example, show it in the middle of the page instead of the default alignment to the left), and change the color, style, and size of the font used for the links. To change any of these settings, place the mouse pointer over a navigation block and click **Edit**.

If you occasionally remove a navigation block, you can re-insert it. To do this, go to the **Modules** tab, select **Navigation**, and drag the block to the area on the page where you want to add it. The navigation block will be inserted into all pages of the website.

For the convenience of your site visitors, you might also want to add breadcrumb navigation blocks. Breadcrumb navigation is a chain of links that represents the user's path from the site's main page to a current page. To add a breadcrumb navigation block, go to the **Modules** tab, select **Breadcrumbs**, and drag the module to the area on the page where you want to add it. The navigation block will be inserted into all pages of the website.

# Design: Design Templates, Layout, Styles, Color Scheme, and Header

This section describes how to change the layout, color scheme, and header elements of the site.

## Next in this section:

# Selecting a Website Design Template

When a new website is generated, the editor applies a random design template to the site. A design template is a combination of website elements (banner, footer, sidebars), page layout settings, and colors.

The editor provides a selection of 24 design templates, 16 of which are randomly generated, and 8, created by graphic designers especially for Presence Builder.

You can review the list of design templates and select the design you like the most, or you can individually adjust the layout and colors of website elements, as described further in this document.

You can also prepare your own design templates and save them to ZIP archives, upload them to the editor, and apply to websites.

## Selecting and Applying a Design Template

**Note:** When you apply a design template, all site-wide elements and modules are overwritten along with the content they might contain.

### ➢ *To select a design template and apply it to a site:*

Go to the **Design** tab > **Templates**, select the template you want, and click **OK**.

Randomly generated designs are listed in the **Generated** section, and the templates prepared by designers, in the **Special** section.

## Preparing a Custom Design Template

The following site elements and settings can be saved in a design template:

- The website layout: the location and size of the header, footer, content areas, and sidebars.
- The banner image.
- All site-wide modules.
- The color scheme or individually selected colors.
- The fonts.
- The information about the borders and shapes of the page elements' corners.

### ➢ *To create a custom design template:*

**1.** Adjust the layout and design, as described in **Changing Your Website Layout** (on page **113**) and **Selecting Website Colors**, **Fonts**, **and Styles for Borders and Corners** (on page **115**).

**2.** Add the necessary site-wide modules and a banner, as described in the chapter Content: Text, Tables, Images, Video, Forms, and Scripts (on page 118), and in the section Changing the Website Header Elements (on page 117).

**3.** Save the design template: Go to the **Design** tab, and click **Export Design**.

# Importing and Applying a Custom Design Template

**Note:** When you import and apply a design template, all site-wide elements and modules contained on the site are overwritten along with the content they might contain.

## ➢ *To upload and apply a design template:*

**1.** Go to the **Design** tab, and click **Import Design**.

**2.** Select the ZIP archive containing the design template.

# Changing Your Website Layout

The layout of your site can consist of the following elements:

- **Header**. This is the topmost area where a banner image and a company logo are usually placed. You can do the following to the header:
  - Move the banner image and logo from the header area to any place on the page.
  - Reduce the header height to 25 pixels by removing all elements from it.
  - Change the header width from the default size to 100 percent, so that it is expanded to fit the page width.
- **Content area**. This is the main part of a webpage where most of the content is placed. You can do the following to the content area:
  - Adjust the height of the content area.
  - Divide the content area into several columns. You can do this by dragging new modules to the left or right edge of the content area and inserting them.
  - Change location of the columns in the content area by moving the content to the left or to the right.
- **Sidebars**. These are vertical columns that can be used for placing all kinds of modules, site-wide and page-specific. You can do the following to sidebars:
  - Add one sidebar and place it to the left or to the right of the content area.
  - Add two sidebars. They will be placed to the left and to the right of the content area.
  - Adjust the height and width of the sidebars.
  - Move the sidebars to the top of the page and place them to the left or to the right of the header area.
  - Switch places of the sidebars.
- **Footer**. This is the lowest area where the company name, contact information, or a copyright notice are usually placed. You can do the following to the footer:
  - Reduce the footer height to 25 pixels by removing all elements from it.
  - Change the footer width from the default size to 100 percent, so that it is expanded to fit the page width.
- **Advertisement block below the footer**. Depending on your hosting plan, an additional text block containing some advertisement from your hosting provider might appear below the website footer. If that advertisement block appears on your site, you might want to upgrade to another hosting plan to remove it.

➤ *To change the layout of your site:*

1. Go to the **Design** tab > **Layout** tab.

2. Select the number of sidebars: Under **Sidebars**, select **No**, **One**, or **Two**.

3. Select the locations of sidebars:

   - To move a sidebar to another side of your website, or to switch places of sidebars (if you have two sidebars on your site), click **Switch sidebars**.
   - To move the sidebars to the top of the page, click them in the layout model.

**4.** Set the size of page elements:

- To set the total width of the website pages, under **Website width**, select either of the following:

   - **Fixed layout**: your website will be of a specific size regardless of the size of the browser window viewing the page. In this case, specify your website width in pixels.

   - **Liquid layout**: based on percentages of the current browser window's size. In this case, specify your website width as a percentage of the browser window's size.

- To change the width of the header, footer, and the main content area to fit the page width, click the corresponding elements in the layout model.

- Under **Minimal column height in pixels**, specify the height of the main content area and each sidebar, if you have chosen to use them.

   This value shows the height of your website elements without content. When you add content to the main content area and to the sidebars, they will stretch in height to fit the content.

- To ensure that the sidebars and the content area are vertically aligned, select the checkbox **Stretch the sidebars and the content area down to the footer**.

- If you use one or two sidebars, under **Sidebar width in pixels**, specify the width of each sidebar. The size of the main content area will be determined automatically.

- Under **Margin sizes in pixels**, specify the size of vertical and horizontal margins. A margin is the space between the edges of neighboring elements.

**5.** Click **OK** to save changes.

# Selecting Website Colors, Background Images, Fonts, and Styles for Borders and Corners

The general color scheme, or styleset, of your website comprises four colors. Each color is used for several website elements at once. You can adjust colors of individual elements on the **Design** tab > **Colors** tab.

#### ➢ *To select the general color scheme for your website:*

1. Go to the **Design** tab > **Scheme** tab.

2. Select the color scheme, or styleset, of your website in the menu.

   You will see the four colors used in the color scheme of your website.

3. To adjust one of the colors of your website color scheme, click the respective color field and change the hexadecimal color code value or select a color with the color picker.

   **Note:** These changes will override any previous changes of individual elements' colors made on the **Colors** tab.

4. Click **OK** to save changes.

#### ➢ *To set colors or background images for individual website elements:*

1. Go to the **Design** tab > **Colors** tab.

2. Select the website element in the **Page area** menu.

3. Click the arrow in the **Color or image** menu.

4. Do any of the following:

   - To fill with a solid color, leave the **Solid color** option selected, and select a color with the color picker.

   - To fill with a gradient, select the **Gradient** option, and then select a pattern from the library.

   - To fill with a background image, select the **Image** option, select a pattern from the library or click **Upload** to upload your own image. Specify where it should be placed and whether it should be tiled.

5. For an element with text, adjust font colors by clicking the respective color field and editing the hexadecimal color code value or by selecting a color with the color picker.

   **Note:** Modifying the styleset on the **Scheme** tab will override the changes made on the **Color** tab.

6. Click **OK** to save changes.

#### ➢ *To select fonts for headings and body text of your website:*

1. Go to the **Design** tab > **Fonts** tab.

**2.** For each font type, select the font face and size in the menus.

**3.** For headings, select the font decoration. You can use bold (the **B** icon) and italics (the *I* icon).

> **Note:** The settings made here define only general rules for your website fonts. You can always adjust fonts of individual elements in place.

**4.** Click **OK** to save changes.

➢ *To select the shape of corners (square or rounded) for website elements:*

**1.** Go to the **Design** tab > **Corners** tab.

**2.** In the **Page area** menu, select the element whose corners you want to change.

**3.** Do any of the following:

- To make rounded corners, select the corresponding checkboxes.
- To make square corners, clear the corresponding checkboxes.

**4.** Click **OK** to save changes.

➢ *To select borders for website elements:*

**1.** Go to the **Design** tab > **Borders** tab.

**2.** Select the border type for elements inside your website from the **Internal containers border** menu.

**3.** Select the elements that will have the border.

> **Note:** You can select only one internal border type for all elements on your website, but you can select whether this border will be used for certain elements.

**4.** Select the external border for your website from the **External site border** menu.

**5.** Click **OK** to save changes.

# Changing the Website Header Elements

The site header consists of the following elements:

- **Banner**. You can do the following to the banner:
    - Upload your own banner image or a Flash file in SWF format.
    - Select and apply a banner from the Presence Builder library.
    - Remove the banner and use a background filled with a color or images.
    - Remove the banner and all other elements from the header area to reduce its height to 25 pixels.
    - Move the banner to the content area and insert it into a specific page or into all pages of the website.

        **Note:** You can use only one banner per site. If you choose to insert it into a specific page, you will not be able to add it to other pages of the website. For this reason, we recommend that you place it into the site-wide areas.

- **Logo image**. You can do the following to the logo:
    - Upload your own logo image or a Flash file in SWF format.
    - Move the logo from the header area to other parts of webpages, such as sidebars and content area.
    - Insert any number of logo images into the site-wide areas.
    - Resize the logo by specifying the desired dimensions in pixels, or by dragging the sides and corners of the image with a mouse pointer.
    - Remove the logo.
- **Site name**. This usually contains a company name or a brief site description like, for example, "John Doe's Recipes".
- **Site slogan**. This usually includes a description of your site or a company slogan.

> ➢ *To change the banner image or other elements of the header (logo, site name, or slogan):*

1. Click the banner image.

2. Select the option **Use an image**, and then click the image in the **Image list** menu.

3. Do any of the following:
    - To use an image from the library, select it. To find relevant images, type a keyword into the input box.
    - To use your own image or a Flash file in the SWF format, click **Upload**, and select the file that you want to use. Images should be in the GIF, JPEG, and PNG formats, preferably not wider than 900 pixels.

4. If you want to scale a banner to fit the header area, select the **Fit image size** checkbox.

5. Under **Show banner elements**, select the checkboxes corresponding to the elements that you want to show in the header.

**6.** If you want to remove a logo image or upload your own logo, click the logo image.

**7.** If you want to change the site name or slogan, click the corresponding fields on the header and change them as you want.

To make it easier to see the site name or slogan, select the **Outline** checkbox. This adds a black or white outline around text, one pixel in width. If the font color in site title or slogan is black, then the outline is white, and vice versa.

Note that you can freely move the blocks with website name, description, and logo within the header area.

If you occasionally remove the banner, you can re-insert it.

#### ➢ *To remove the banner:*

Click the banner, select.the option **Do not use an image**, and specify the height of the header block in pixels. Click **OK**.

#### ➢ *To insert a banner:*

Go to the **Modules** tab, select **Banner**, and drag the module to any of the site-wide areas on the page where you want to add it.

#### ➢ *To insert a logo:*

Go to the **Modules** tab, select **Site Logo**, and drag the module to any of the site-wide areas on the page where you want to add it. You can upload a new logo image or a Flash file in the SWF format, and align it to the left, center, or right.

You can also resize the logo image by specifying the desired dimensions in pixels, or by dragging the sides and corners of the image with a mouse pointer.

**Note:** When you resize the image with a mouse pointer, the option to **keep the original aspect ratio** is switched off automatically.

# Content: Text, Tables, Images, Video, Forms, and Scripts

This section describes how to fill your site with content and enhance it with useful functions provided by the editor's modules.

When adding a module to a page, you can choose whether it should be shown only on the current page (page-specific module) or on all pages of the site (site-wide module). The only exceptions are the **Search**, **Advertisement**, **Site Logo**, **Navigation**, and **Breadcrumbs** modules: when you add them, they are placed on all pages of the website.

▪ To place a module only on the current page, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **ONLY ON THIS PAGE**. Such areas are located within the main content block and near the top of each sidebar.

To divide the content area into columns and insert a module into one of them, drag the module to the left or right edge of the content area and then insert it. Note that sidebar areas cannot be divided into columns.

▪ To place a module on all pages of the website, select the module under the **Modules** tab, and drag it to any of the areas marked with the text **ON ALL PAGES**. Such areas are located above and below the main content block, in sidebars, header, and footer.

The number of modules that you can add to a website depends on your hosting plan. The editor will let you know when you have used the allotted number of modules: icons with the dollar sign ($) will be shown over the module icons in the editor's toolbar.

## Next in this section:

# Text, Tables, Hyperlinks, Flash Files, and Images

Before you start working on website content, we suggest that you select the appropriate website language in **Settings** tab > **Languages** > **Website language** menu.

The website language is a site-wide setting that defines the language in which you will be adding content to your website. It affects the following:

▪ The language in which certain website elements (in particular those provided by third-party services), such as Google Search and navigation buttons in image galleries, will be shown. Note that not all third-party services and modules provided by the editor support all available languages.

▪ The direction in which you will type text in the editor (from left to right or from right to left). If you select a right-to-left language, your website content and design will be RTL-enabled.

**Note:** Changing a website language does not reload the currently selected website topic in a different language. The topic language will remain unchanged, however, the text orientation will change.

> ➢ *To add text, lists, tables, or images to a page:*

**1.** Go to the **Modules** tab, select **Text & Images**, and drag the module to the page:

▪ To add a block with text and images to the current page, drag the module to any of the areas marked with the text **ONLY ON THIS PAGE**. Such areas are located within the main content block and near the top of each sidebar.

To divide the content area into columns and insert a block into one of them, drag the module to the left or right edge of the content area and then insert it. Note that sidebar areas cannot be divided into columns.

▪ To add a block with text and images to all pages of the site, drag the module to any of the areas marked with the text **ON ALL PAGES**. Such areas are located above and below the main content block, in sidebars, header, and footer.

**2.** Type the text on the screen and use the icons on the module's toolbar to format the text, add tables, hyperlinks, and images.

The toolbar of the **Text & Images** module provides access to the following tools and functions.
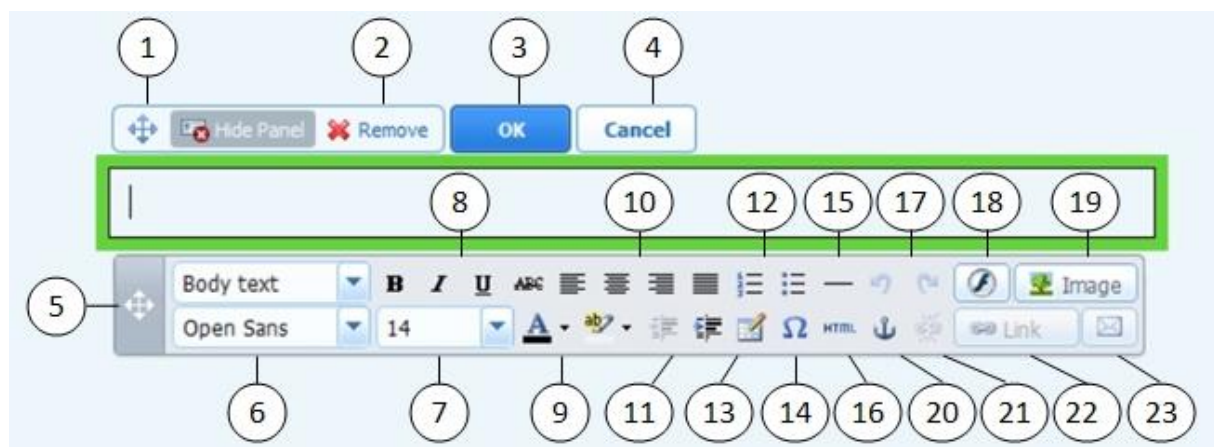
1.  Move the text and image block within the webpage.

2.  Remove the block with its contents.

3.  Save changes.

4.  Cancel the changes made.

5.  Move the toolbar.

6.  Select the paragraph style and font face. Note that the Terminal font is not supported by Google Chrome.

7.  Select the font size.

8.  Select the font style: bold, italics, underlined, and strikethrough.

9.  Select the text and background colors.

10. Select text alignment: left, center, right, or justified (aligned to both the left and right margins with added extra spaces between words).

11. Increase and decrease the indent level of the paragraph.

12. Start a numbered or bulleted list.

13. Insert a table and specify the number of rows and columns.

    After you insert a table, a number of additional icons become accessible from the toolbar. Use them to change the properties of the table rows and cells, to insert and remove rows and columns, or to split and merge table cells.

14. Insert symbols that are not on your keyboard, such as copyright and trade mark signs, and other Unicode symbols.

15. Insert a horizontal line.

16. Edit the HTML source code of the page.

17. Undo and redo changes.

18. Insert a Flash object in the SWF format.

19. Insert an image, adjust its size, specify a description, and text wrapping.

    You can choose to show the description below the image, show it over the image only when users hover the mouse pointer over it, or to not show it. The description also serves as alternative text: In browsers that do not support or are configured to not show images, the description will be shown instead.

    If you want to insert many pictures into a single page, consider using the **Image Gallery** module instead of the **Text & Images** module. With **Image Gallery**, you can upload pictures from your local computer or use pictures published to the Picasa Web Albums photo sharing service. To learn more about the **Image Gallery** module, see the section **Image Gallery** (on page 125).

    If you want to add a slide show with multiple images, use the **Image Slider** module. To learn more about the **Image Slider** module, see the section **Image Slider** (on page 127).

20. Insert HTML anchors into particular sections of webpages so that you can link to them from the same or other pages of your site.

21. Remove hyperlinks from selected text.

22. Add hyperlinks to pages of your website or external resources.

23. Add a link to an email address.

To learn more about adding hyperlinks, see the section **Hyperlinks, Links to Email Addresses, and Anchors** (on page 123).

# Next in this section:

## Hyperlinks, Links to Email Addresses, and Anchors

## Creating Links to Other Pages

➢ *To insert a hyperlink into text:*

**1.** Select the text that you want to make a link.

**2.** On the toolbar of the **Text & Images** module, click the icon ⎡ 🔗 Link ⎤.

**3.** Do any of the following:

▪ To add a link to another webpage on your site, select the option **A page of this site**. In the **Select page** menu, select the target webpage or a webpage section where you have placed an anchor.

▪ To add a link to a webpage or a file located on another site, select the option **A webpage or file on the Internet**, and type the address. For example, `http://example.com`.

▪ To add a link to a document or another downloadable file that you have previously uploaded through the Document Manager (as described in Documents and Other Downloadable Files (on page 135)), select the option **A document on this site**, and select the target file.

**4.** In the **Open link in** menu, select where you want to open the target page. You can choose to open it in the same or in a new browser window or tab.

**5.** In the **Title** box, type the description that should appear when users place the mouse pointer over the link.

**6.** Click **OK**.

## Creating Links to Different Sections of a Webpage

If you have a lengthy webpage consisting of several sections, consider inserting a table of contents with links to these sections in the top of the page, to help your site visitors navigate through the page content. You can do this with the help of so-called anchors.

➢ *To add links to different sections within a webpage:*

**1.** Insert an anchor in the beginning of each section.

**a.** In the text block, highlight with the mouse pointer a section heading or, if there is no heading, a first letter at the beginning of a paragraph.

**b.** On the **Text & Images** module's toolbar, click the icon ⚓.

**c.** Specify a name for the anchor and click OK.

Anchor names should begin with a Latin alphabet letter. They can contain Latin alphabet letters, underscore, and numbers. For example: `section_1`.

**d.** Repeat these steps to add as many anchors as needed.

**2.** Insert a table of contents or a list of sections in the top of the page.

**3.** Add hyperlinks to the table of contents or the list of sections.

**a.** Highlight with the mouse pointer a section name.

**b.** On the **Text & Images** module's toolbar, click the icon ⊝ Link .

**c.** Leave the option **Link to a page of this site** selected.

**d.** In the **Select page** menu, select the required anchor name.

**e.** Click **OK**.

**f.** Repeat these steps to add hyperlinks to all the sections you need.

# Creating Links to Email Addresses

➢ *To insert a link to an email address into text:*

**1.** Select the text that you want to make a link.

**2.** On the toolbar of the **Text & Images** module, click the icon ⊠ .

**3.** Specify the email address and click **OK**.

If you want to specify multiple email recipients or predefine the message subject, use the following alternative method:

**1.** Select the text that you want to make a link.

**2.** On the toolbar of the **Text & Images** module, click the icon ⊝ Link .

**3.** Select the option **A webpage or file on the Internet**, and type `mailto:<address>`. For example, `mailto:postmaster@example.com`.

You can also:

- Specify multiple recipients in the To field, separating addresses with a comma (,) or a semicolon (;). For example:
  `mailto:postmaster@example.com,mail@example.com`.

---

**Note:** It is better to separate addresses with a semicolon because users of Microsoft Office Outlook might experience issues with sending email to recipient addresses separated with commas. Microsoft Office Outlook 2003 and later versions do not recognize a comma as an email address separator, unless they are specifically configured to do so. For details, see the article at http://support.microsoft.com/kb/820868.

---

- Predefine the message subject line. For example:
  `mailto:postmaster@example.com?subject=My%20Subject`.

▪ Add recipients to CC and BCC lists. For example:
```
mailto:postmaster@example.com?subject=My%20Subject&cc=addres
s1@example.com&bcc=address2@example.com.
```

▪ Predefine text to put in the message body. For example:
```
mailto:postmaster@example.com?subject=My%20Subject&body=This
%20is%20sent%20from%20your%20site!
```

**Note:** You should replace white spaces with `%20`.

**4.** Click **OK**.

# Image Gallery

➢ *To add an image gallery to your site and upload pictures:*

**1.** Go to the **Modules** tab, select **Image Gallery**, and drag the module to the page.

**2.** In module settings, on the **Image Storage** tab, select where you want to keep pictures:

▪ If you do not have a Picasa Web Albums account that you would like to use, leave the **Presence Builder** option selected. All images you use on your site will be kept on your customer account.

▪ If you have an account in Picasa Web Albums and want to use pictures that you store there on your site, do the following:

**a.** Select the **Picasa** option, click the link on the **Image Storage** tab to sign in to Google, and grant access to your albums from Presence Builder.

**b.** Select the album whose pictures you want to use or click **Create Album** to create a new album.

**c.** If you want Presence Builder to remove images from Picasa Web Albums when you remove them from the gallery, select the checkbox **Delete images when I remove them from gallery**.

When you upload images to an image gallery through the Presence Builder editor, they are automatically copied to your Picasa Web Albums account. When you remove images from the gallery, they are removed from Picasa Web Albums only if you have selected the option **Delete images when I remove them from gallery**.

**3.** (Optional steps.) If you want to select the size of image thumbnails to be shown in the image gallery, change the gallery alignment (place it to the left, in the center, or to the right), or adjust the number of images to be displayed per page, click the **Gallery Properties** tab and make the desired changes.

The following thumbnail sizes are available:

▪ Small (95 x 75 pixels).

▪ Normal (140 x 130 pixels). This is the default setting.

▪ Large (170 x 170 pixels).

**4.** To add images to the gallery, on the **Image Storage** tab, click the text **Click here to upload your images**, select the images that you want to upload, and click **OK.**

You can select and upload multiple images at once. Only images in GIF, JPEG, and PNG formats are supported.

We recommend that you use resized images that do not exceed 1024 x 768 pixels.

**5.** To change image title and description, click the corresponding thumbnail, click the title or description, and edit the text.

If you delete the default text entirely, it will not be shown on your published site; however, it will still be shown when you edit the site in the Presence Builder editor.

**6.** To rearrange images in the gallery, drag them to the desired location.

### ➢ *To remove an image from the gallery:*

Place the mouse pointer over the image thumbnail and click the icon **[x]**.

### ➢ *To remove an image gallery with all pictures:*

Place the mouse pointer over the image gallery block and click **Remove**.

# Image Slider

The Image Slider module enables you to add a slide show with multiple images and various transition effects. The following image formats are supported: GIF, JPEG, and PNG.

Images are not resized automatically; for this reason, we recommend that you upload images of the same dimensions. Otherwise, the slide show will not look good.

When adding images, you can add descriptions to them and link the images to specific pages of your website.

The following transition effects are supported:

- Random
- Slice down and to the right
- Slice down and to the left
- Slice up and to the right
- Slice up and to the left
- Slice up and down
- Slice up and down and to the left
- Fold
- Fade
- Box random
- Box rain
- Reverse box rain
- Growing box rain
- Reverse growing box rain

The effect names might tell you little about how the effects look, so it is better to see them in action. To do this, add the Image Slider module, upload at least two images, go to the module settings (**Settings** tab), and select an effect from the **Transition effect** menu.


➢ *To add Image Slider to your site and upload pictures:*

**1.** Go to the **Modules** tab, select **Image Slider**, and drag the module to the page.

**2.** Click **Add Images**, select the images that you want to upload, and click **OK.**

You can select and upload multiple images at once. We recommend that you use resized images that do not exceed 1024 x 768 pixels.

Once you have uploaded images, you can arrange them in the desired order, and remove them. To do any of these actions, place the mouse pointer over an image thumbnail, and use the corresponding icons: ⬆ ⬇ 🗙.

**3.** To add an image description, select a thumbnail, and type the text into the **Description** box.

**4.** To add a link to a webpage, select a thumbnail, select the option **Link to a webpage**, and select the page from the menu below.

**5.** Click the **Settings** tab and select the desired transition effect from the **Transition effect** menu.

**6.** Specify how long each image must be shown.

**7.** Specify whether the round navigation icons for switching between slides must be shown.

The option **Inside** will show the icons over the images, in the upper right corner of Image Slider, and **Below** will show the icons below the images.

**8.** Specify whether the navigation arrows for switching between slides must be shown.

**9.** Click **OK**.

➢ *To remove an image from the slide show:*

Click on the slide show block, place the mouse pointer over the image thumbnail, and click the icon .

➢ *To remove a slide show with all pictures:*

Place the mouse pointer over the slide show block and click **Remove**.

# Embedded Video

You can embed into website pages video clips located on popular video sharing sites, such as YouTube (youtube.com), Vimeo (vimeo.com), MySpace (myspace.com), and Dailymotion (dailymotion.com).

> ### ➢ *To insert a video into a webpage:*

1. Go to the **Modules** tab, select **Embedded Video**, and drag the module to the page.

2. Insert a link to the video or select the option **Embed code** if you have obtained a code from a file sharing site, and then paste the code.

3. Click **OK**.

> ### ➢ *To remove a video:*

Place the mouse pointer over the video and click **Remove**.

# Contact Form

If you want your site visitors to be able to send you messages from your site, you can add a contact form.

> ### ➢ *To add a contact form:*

1. Go to the **Modules** tab, select **Contact Form**, and drag the module to the page.

2. On the **Settings** tab, specify the following:

   - Recipient's email address. You can specify several email addresses separating them with commas (,) or semicolons (;).

   - Message subject.

   - Text to be shown on the button that sends the message.

   - Protection from automated spam postings. Leave the checkbox **Enable the protection from automated spam postings** selected if you want to avoid receiving spam sent by scripts or spam bots through the contact form.

     The protection is based on a highly efficient mechanism, called reCAPTCHA. In the contact form, it is shown as an input box accompanied by a combination of distorted words or symbols that can be recognized only by humans. Before a message can be sent through the contact form, a user is prompted to recognize the symbols and type them in.

3. If you want to add, move, or remove input fields from the form, or change their labels, click the **Fields** tab, and make the required changes.

4. If you want to change the default message "Your message was sent. Thank you." which is shown when a message is sent, click the **Reply** tab and type the new text.

**5.** Click **OK**.

➢ *To remove a contact form:*

Place the mouse pointer over the form and click **Remove**.

# Blog

If you want to maintain an online diary on your site, or regularly publish articles on a subject and automatically present them in a chronological order, then you need a blog.

A blog module can be added only to the first-level pages that do not have subpages. Within blog posts, you can use text, images, embedded videos and scripts. Each blog post can have its distinctive page description and meta information to be used by search engines. Note that blog posts are not listed on the Pages tab (on page 108).

To let your visitors comment on your blog posts, you need to register with Disqus, a free third-party service that provides commenting functions for your sites and keeps all comments.

➢ *To add a blog to your webpage:*

**1.** Go to the **Modules** tab, select **Blog**, and drag the module to the page.

**2.** In the module properties, specify the following:

- Number of blog posts to show on the page.
- Specify whether the site visitors will be able to leave their comments.

**3.** Click **OK**.

**4.** To enable commenting, click the link **Click here to add a new blog post.**

**5.** Click within the gray information box at the bottom of the blank blog post.

**6.** To register with Disqus, click the **Register** button. A registration form will open in a new browser window or tab.

**7.** Specify the following:

- Your site's URL, desired name and shortname (unique ID). You will need to specify this site ID (shortname) later in the Blog module settings to enable commenting.
- Comment moderator's username, password, and email address. A confirmation message will be sent to this email address, so be sure that it is valid.

**8.** Click **Continue**.

**9.** Specify your language and other settings, and click **Continue**.

**10.** On the last step of the registration form, no further action is required. Just log out of the Disqus site.

**11.** Check your email inbox for the confirmation message from Disqus. In this message, click the link to verify your address.

**12.** Return to the browser window where you have the Presence Builder editor with the Blog module properties opened.

**13.** In the box titled **Apply here the website ID (shortname) received during registration**, type or paste the site ID that you specified during registration with Disqus in step 7.

**14.** Click **Apply**.

**15.** Click **OK**.

Now your blog can accept comments from visitors, and you can make the first post.

### ➢ *To add a blog post:*

**1.** Go to the website page containing a blog module.

**2.** Click the link **Click here to add a new blog post** (might also appear as **New Post Title**).

**3.** Type the post title and content.

If you want to change the date of posting, click within the field **Posted dd.mm.yy** and then select a date from the calendar.

If your post is lengthy and contains numerous text blocks, images, and embedded videos, you might want to show only a portion (beginning of the post) to site visitors in your blog's main page. To do this, while editing a blog post, move the divider element (containing the line **-------- Drag this above modules that should not appear in the list of posts --------**) to the desired area.

**4.** Click **OK**.

**5.** If you want to view, edit, or remove a concise description of the page that will be displayed on search engines results pages and the keywords by which the page will be found by search engines, click in a blank area to the right of the post title, and then click the **SEO Settings** tab.

Note: **Post link name** is a required field. **Meta description** and **Meta keywords** are optional fields. If you specify keywords for a page, they should be separated by commas without white spaces.

**6.** To return to the blog's main page, click the **Back** link below the post you have just created.

### ➢ *To remove a blog post:*

**1.** Go to the website page containing a blog module.

**2.** Place the mouse pointer over the post title and click **Remove**.

**3.** Click **Yes** to confirm removal.

### ➢ *To edit a blog post:*

**1.** Go to the website page containing a blog module.

**2.** Click the post title.

**3.** Make the required changes and click **OK**.

➤ *To remove a blog with all posted content:*

**1.** Go to the website page containing a blog module.

**2.** Place the mouse pointer over the link **Click here to add a new blog post** and click **Remove**.

**3.** Click **Yes** to confirm removal.

# Commenting

If you want to let your site visitors leave comments on webpages, you need to insert the Commenting module into those webpages.

The commenting functionality is powered by Disqus, a third-party service that stores and processes all comments. Before your visitors can leave comments, you need to register an account with Disqus and then specify a site ID in the Commenting module settings.

You can insert several Commenting modules into a single website. Because all Commenting modules on the site will use the same site ID, you will only need to specify the site ID once in the module settings, when inserting the first Commenting module.

> ➢ *To add commenting functions to a webpage:*

**1.** Go to the **Modules** tab, select **Commenting**, and drag the module to the page.

**2.** If you have not registered an account with Disqus yet, click the **Register** button. A registration form will open in a new browser window or tab.

**3.** Specify the following:

- Your site's URL, desired name and shortname (unique ID). You will need to specify this site ID (shortname) later in the Commenting module settings to enable commenting.
- Comment moderator's username, password, and email address. A confirmation message will be sent to this email address, so be sure that it is valid.

**4.** Click **Continue**.

**5.** Specify your language and other settings, and click **Continue**.

**6.** On the last step of the registration form, no further action is required. Just log out of the Disqus site.

**7.** Check your email inbox for the confirmation message from Disqus. In this message, click the link to verify your address.

**8.** Return to the browser window where you have the Presence Builder editor with the Commenting module properties opened.

**9.** In the box titled **Apply here the website ID (shortname) received during registration**, type or paste the site ID that you specified during registration with Disqus in step 3.

**10.** Click **Apply**.

**11.** Click **OK**.

Now you can publish your website to the customer account and start receiving comments from your visitors.

In addition to adding and viewing comments, you can do the following:

- Edit comments.
- Delete comments.

- Mark comments as spam.
- Ban users (by email or IP address) from posting comments on your site.
- Change the settings, such as appearance of comments, and remove the trackback URL. You can do this by logging in to your account at www.disqus.com, and going to the **Settings** tab.

## ➢ *To moderate comments:*

**1.** Log in to Disqus as the site administrator. You can do this in either of the following ways:

- Visit the Disqus site at www.disqus.com and log in there.
- In the Presence Builder editor, go to the page where you have the Commenting module and click inside the **Add New Comment** field. Click the **Post as** button, click the **Disqus** link in the left navigation pane, type your username and password, and click **Login**.

**2.** After you are logged in to Disqus, you can moderate comments in either of the following ways:

- On the Disqus site, use the items in the **Dashboard** and **Admin** areas.
- In the Presence Builder editor or on the published site, go to the page where you have the Commenting module, place the mouse pointer over the comment you want to moderate, and use the **Moderate** link that will appear next to the comment.

Alternately, you can moderate comments by using links in the notification messages that Disqus sends you when someone leaves a comment on your site.

## ➢ *To remove commenting functions from a webpage:*

**1.** In the Presence Builder editor, go to the website page containing the Commenting module.

**2.** Place the mouse pointer over the **Add New Comment** field and click **Remove**.

**3.** Click **Yes** to confirm removal.

# Documents and Other Downloadable Files

The editor now provides a convenient control panel for working with files in your customer account. You can upload your documents, images, and other files in various formats to the editor (on the **Documents** tab), and then insert links to them in your website pages. Alternatively, you can just keep them in your customer account for your own needs.

### ➢ *To upload a file to the customer account:*

**1.** Go to the **Documents** tab.

**2.** Click **Upload**.

**3.** Select the file and click **Open**.

Now, to let your site visitors download this file, you can insert a link to it in a webpage.

### ➢ *To insert a link to file:*

**1.** Select the text that you want to make into a link.

**2.** On the **Text & Images** module's toolbar, click the icon  .

**3.** Select the option **A document on this site.**

**4.** Select your file and click **OK**.

### ➢ *To remove a file from the customer account:*

**1.** Go to the **Documents** tab.

**2.** Select the file and click **Remove**.

**3.** Confirm removal and click **OK**.

# Buttons for Sharing on Social Networks

If you want to let your visitors easily share your content on social networks or online bookmarking services, you can insert a toolbar with buttons for sharing on Facebook, Twitter, Myspace, and other popular services.

## ➢ *To add the Share on Social Media toolbar to a webpage:*

**1.** Go to the **Modules** tab, select **Social Sharing**, and drag the module to the page.

**2.** Select the appearance of the toolbar.

**3.** If you want to modify the list of social networks and sharing services shown on the toolbar, place the mouse pointer over the icon **[+]** and click the **Settings** link.

   The changes you make to the list of services will be visible after you publish the site.

**4.** Click **OK**.

**Note:** When someone shares your content on Twitter by using the Tweet button, the counter of tweets is not increased immediately. It can take several hours for the counter to update.

## ➢ *To remove the Social Media toolbar:*

Place the mouse pointer over the toolbar and click **Remove**.

# Site Search

If you want to let your visitors search for information on your website, you can add a search bar to the site. After inserting the search bar into a webpage, it is automatically added to all pages of the site.

By default, the search bar is configured to use the Google search engine. If you want to use another search engine, you can obtain the search script code and insert it into the **Search** module.

## ➢ *To add a search bar to the site:*

**1.** Go to the **Modules** tab, select **Search**, and drag the module to the page.

**2.** Do any of the following:

   - If you want to use the search service provided by Google, leave the **Google** option selected.

   - If you want to use another search engine, select **Other** and paste the code that you have obtained from that service.

     Make sure that the code you insert is correct, as Presence Builder does not validate it.

**3.** Click **OK**.

The search bar will appear on your site after publishing.

➢ *To remove a search bar:*

Place the mouse pointer over the search bar and click **Remove**.

# Online Store

If you want to sell products or services through your site, you can use the **Online Store** and **Shopping Cart** modules to add a fully functional online store to the site. You can add only one store per site.

The store functionality is provided by Ecwid - a third-party SaaS solutions provider that securely stores and processes all your data, including product catalogs, images, orders, and customers' payments.

➢ *To add an online store to your site:*

1. Go to the **Modules** tab, select **Online Store**, and drag the module to the page.

2. Create an account with Ecwid if you do not have one yet, or specify the ID of an existing store if you have previously created a store at Ecwid through Presence Builder and want to show it on your site.

   If you do not have an account with Ecwid yet, do the following:

   a. In module settings, on the **General** tab, select the option **Register with Ecwid**.

   b. Type your name, email address, and password. You will use the email address and password to sign in to Ecwid and manage your store.

   c. Click **Send**. A confirmation message from Ecwid will be sent to your email address. You will need to confirm that you own this email address within three days, otherwise the online store will be deactivated.

   If you already have an account with Ecwid, select the option **Enter an ID of an existing shop**, specify the store ID and email address that you specified during account registration, and click **Apply**.

   **Note:** If the online store was created directly at the Ecwid website without using Presence Builder, you can do the following: Create a new Ecwid account through Presence Builder, log in to the previously existing Ecwid account, export all the goods to a CSV file. After that, log in to the new account and import the file.

3. (Optional step.) If you want to let your customers add items to the cart by dragging them to a shopping bag icon, go to the **Modules** tab, select the **Shopping Cart** module, and drag it to the page.

   Note that the shopping bag icon will be inserted into all pages of your site. If you do not want that, do not use the **Shopping Cart** module. Your customers will still be able to add items to the cart and proceed to checkout by using the **Shopping Bag** link that appears at the top of the product catalog area.

4. (Optional step.) If you want to change the appearance of the product catalog, in module settings, go to the **View** tab.

**5.** To set up your store, fill the product catalog with items, and remove the default fruit and vegetable items added by Ecwid, click the **Manage** link on the module's toolbar.

The Ecwid control panel will open in a new browser window or tab.

**6.** After you have finished setting up the store in the Ecwid control panel, return to the Presence Builder editor and click the **Reload** link on the **Online Store** module's toolbar.

You must use the **Reload** link to synchronize the content of your online store with online store at Ecwid.

**7.** Click **OK** to finish setting up the store.

#### ➢ *To manage a store:*

Place the mouse pointer over the product catalog and click **Manage**. The Ecwid control panel will open in a new browser window or tab.

**Note:** After publishing your site, you can also view information about new orders on the Dashboard (on page 151).

#### ➢ *To remove a store:*

Place the mouse pointer over the product catalog and click **Remove**.

# Map

With the Map module, you can easily add a map with your location to a website. Maps are provided by the Google Maps service, which is available free of charge.

The following functions are supported:

- Searching for an object on a map by address or by latitude and longitude coordinates.
- Selecting the mode of map display by switching between **Map**, **Satellite**, **Satellite with labels**, and **Terrain** views.
- Adjustment of the map scale: zoom in or out.
- Selecting the map size: **Small**, **Medium**, or **Large**.
- Adding map markers identifying locations on the map.
- Displaying the overview map in the lower right corner of the map block. The overview map shows the extent of your main zoomed map.

When you add a map, the module uses the information about your location that you specified after selecting a website topic. You can specify a new location at any time.

#### ➢ *To add a map to your site:*

**1.** Go to the **Modules** tab, select **Map**, and drag the module to the page.

**2.** Specify the desired location and click **Search**. You can type an address or coordinates. For example: `37.754481,-122.383772`.

**3.** Select the desired map view from the map mode menu, and the zoom level from the zoom level menu.

**4.** Select the desired map size from the **Map size** menu.

**5.** Specify desired locations on the map with map markers. To add a map marker, change your mouse pointer to a marker by clicking the map marker image in the upper left corner of the map, click a desired location on the map, specify the marker title and description.

**6.** To add an overview map displaying the extent of your main map, click the arrow image in the lower right corner of the map block.

**7.** Click **OK**.

➢ *To remove a map:*

Place the mouse pointer over the map and click **Remove**.

# Custom Scripts

You can insert custom scripts written in PHP, JavaScript, or VBScript in any page of your website.

## ➢ *To insert a script in a webpage:*

**1.** Go to the **Modules** tab, select **Script**, and drag the module to the page.

**2.** Paste the code into the input field.

   For PHP, use the opening tag `<?php`. Make sure the code you insert into this field is correct, as Presence Builder does not validate it.

**3.** Click **OK**.

Your code will be active only on the published website.

## ➢ *To remove a script:*

Place the mouse pointer over the script block and click **Remove**.

# Advertisements

If you are participating in a banner exchange or other online advertising programs, you might want to add an advertisement block to your site. After inserting the block in a webpage, it will be automatically added to all pages of your site.

## ➢ *To add an advertisement block:*

**1.** Go to the **Modules** tab, select **Advertisement**, and drag the module to the page.

**2.** Paste the code provided by your advertising vendor into the input field.

   Make sure that the code you insert into this field is correct, as Presence Builder does not validate it. With some advertising vendors, you will need to validate your account first.

**3.** Click **OK**.

Advertisements will appear on your website after publishing.

## ➢ *To remove an advertising block:*

Place the mouse pointer over the block and click **Remove**.

# Settings and Tools for Webmasters

This section describes how to do the following:

- Change website name, description, and keywords.
- Upload a site icon (favicon) for your website.
- Make your website more visible in search results, and embed various search engine services.
- Prevent certain pages or areas of your website from being indexed by search engines and shown in search results.
- Notify site visitors about the use of non-essential cookies on your site. This might be of interest only to webmasters residing in the European Union.

## Changing Website Name, Description, and Keywords

Website name is a line of text that is shown in the title bar of a user's browser when they visit your website. By default, it is "My website", but you can change it to anything you want.

Website description is shown by search engines when your website is listed in search results. Website keywords are analyzed by search engines and are used for displaying your website when people search for these keywords.

You can specify the site description and keywords that the editor will use for all pages of your website (in **Settings** tab > **Basic**), and specify custom values for specific pages (in **Pages** tab > page name > **Edit page description and keywords**).

> ➢ *To edit your website name, description, and keywords:*

1. Go to the **Settings** tab > **Basic** tab.

2. Specify the website name that your visitors will see as the title of their browser window when they visit your website.

3. To show both your website name and the current page name in the browser title window and to increase your website recognition in search engine results, select the **Add website name to page titles** checkbox.

4. Add short description (up to 255 symbols) of your website.

5. Provide a list of keywords that describe your website (10-15 keywords are recommended).

   The description and keywords will be used by default for new and existing pages.

6. Click **OK** to save changes.

# Uploading a Site Icon (Favicon)

A favicon is a small icon displayed in the browser's address bar when you visit a website, and also appears next to the website name in the list of favorite bookmarks. You can create a favicon using a variety of online tools and then upload your favicon through the Presence Builder editor. All your website visitors will see this favicon.

### ➢ *To upload a favicon for your website:*

1. Go to the **Settings** tab > **Basic** tab.

2. Click **Browse** and select the location of the favicon to upload. The favicon will be uploaded.

3. Click **OK** to save changes.

### ➢ *To remove a favicon from your website:*

1. Go to the **Settings** tab > **Basic** tab.

2. Click **Remove** in the **Favicon** section. The favicon will be removed.

3. Click **OK** to save changes.

# Verifying Website Ownership

Most search engines require you to verify website ownership when you register your website or sign up for webmaster assistance services. Verification is typically done by uploading or creating a file with a specific file name.

### ➢ *To verify website ownership:*

1. Go to the **Settings** tab > **Advanced** tab.

2. Provide the verification file:

   - If you know the name of the verification file requested by a search engine, provide the verification file name in the **Create verification file** field and click **OK**. Presence Builder will create it in the correct place.

   - If you have already downloaded your verification file from a search engine, upload the verification file to the **Upload verification file** field and click **OK**.

3. After the verification file is created or uploaded and your website is published, confirm your ownership on the search engine website.

4. Click **OK** to save changes.

➢ *To edit the HTML `<head>` section of your website (for example, to add ownership verification meta code):*

1. Go to the **Settings** tab of the Presence Builder's main menu, then go to the **Advanced** subtab.

2. Click **Edit Metadata**.

3. Insert the code into the provided field and click **Add**.

   **Note:** Only valid HTML tags permitted for `<head>` section by HTML standards are supported. Metadata changes will be available only after you publish your website.

4. Click **OK** to save changes.

## Embedding Analytics Code

An analytics service is a tool that allows you to obtain information about your visitors. After you register with an analytics service, such as Google Analytics, and acquire the required code, you can embed the analytics service on your website.

➢ *To embed an analytics service:*

1. Register with an analytics service and acquire the code.

2. Go to the **Settings** tab > **Advanced** tab.

3. Click **Embed Analytics**.

4. Insert the code you have received from the analytics service into the provided field and click **Add**.

   **Note:** The analytics service will start working only after you publish your website.

5. Click **OK** to save changes.

## Downloading the Sitemap

Some search engines will ask you to provide your sitemap for analysis and optimization purposes. You can download your sitemap from the Presence Builder editor.

➢ *To download your website sitemap:*

1. Go to the **Settings** tab > **Advanced** tab.

2. Click **Download Sitemap**.

3. Click **OK** to start downloading the `sitemap.xml` file.

# Preventing Search Engines from Indexing Certain Pages of Your Site

To prevent search engines from indexing certain pages of your website, you can add the appropriate directives into the `robots.txt` file. This file is stored on the customer account to which your site is published.

> ➢ *To prevent search engines from indexing certain areas of your website:*

1. Go to the **Settings** tab > **Advanced** tab.

2. Click the link **Edit robots.txt**.

3. Type your directives into the input field. Place each directive on a new line.

   For example, to prevent all search engine robots and crawlers from indexing the contents of the directory `/private` and the file `/my_secret.html` on your customer account, add the following lines:

   ```
   User-agent: *
   Disallow: /private/
   Disallow: /my_secret.html
   ```

For more information about the `robots.txt` file and directives you can use, refer to http://www.robotstxt.org/robotstxt.html.

# Notifying Site Visitors About the Cookie Policy

If you are located in the European Union, your site must inform its visitors about the use of non-essential cookies and obtain informed consent.

Cookies are small files that web servers save on visitors' computers. Cookies may be used for a number of purposes, from remembering personal preferences to tracking users' behavior for presenting targeted advertisements. Non-essential cookies are those that are not required for websites to function properly. Examples of non-essential cookies include those from analytics, advertising, and affiliate networks such as Google Analytics and Google AdSense.

Most likely, your site uses non-essential cookies if it uses the following functions:

- Google Analytics
- Publishing to Facebook
- Embedded video
- Image gallery module (with Picasa selected as storage)
- Online store module
- Map module
- Commenting module
- Social sharing module
- Script module
- Site search

If you choose to show a notice on the site, its visitors will be prompted to confirm that they accept your policy.



If they accept it, the notice is no longer shown (the icon  is shown instead in the page corner), and they can continue browsing your site. If they do not accept it, they are taken to google.com.

➢ *To show a cookie notice on the site:*

**1.** Go to the **Settings** tab > **Advanced** tab.

**2.** Click the link **Notify Site Visitors About the Cookie Policy**.

**3.** Select the checkbox **Show the cookie notice on the site** and click **OK**.

# Saving and Loading Copies of a Website

While working on the content and design of a website, you can save several copies of each site to the server and restore sites from the saved copies (also referred to as *snapshots*). Saving site copies can be useful in the following cases:

▪ You want to prepare several versions of the same website, so that you can later load them for review, choose the best designed or the most appropriate version, and publish it to the Internet.

▪ You want to make significant changes or experiment on the site design or content, but be sure that you can safely undo the changes should anything go wrong.

**Note:** Pictures from the **Image Gallery** modules are not saved in snapshots. Images are stored on your customer account or Picasa Web Albums (if you use that option).

➢ *To save the current design and content of a site:*

1. In the Presence Builder editor's main menu, click the icon ⌄ next to the **Save** option.

   **Note:** If you click **Save**, a quick-save site copy will be saved under the name **auto-saved snapshot**. You will be able to restore a site from this copy later, by clicking **Revert** in the main menu.

2. In the list that opens, select a free saving slot, type a name for the backup copy, and click **Save**.

➢ *To restore a site from a saved copy:*

1. In the Presence Builder editor's main menu, click the icon ⌄ next to the **Revert** option.

   **Note:** If you click **Revert**, a site will be restored from the quick-save copy that was made the last time you clicked **Save**.

2. In the list that opens, select a site copy and click **Load**.

3. Click **Yes** to confirm you want to restore.

➢ *To download a site copy:*

1. In the Presence Builder editor's main menu, click the icon ⌄ next to the **Save** option.

2. Locate the copy that you want to download and click the 🖫 (Download) icon.

3. Select the directory on your computer where you want to save the file and click **OK**.

### ➢ *To upload a site copy:*

1. In the Presence Builder editor's main menu, click the icon ⌄ next to the **Revert** option.

2. Click the ⬆ (Upload) icon next to the slot to which you want to upload the copy.

3. Browse to the site snapshot file in the SSB format and select it.

4. If you want to restore a site from the uploaded snapshot, select it and click **Load**.

### ➢ *To remove a site copy:*

1. In the Presence Builder editor's main menu, click the icon ⌄ next to the **Save** option.

2. Locate the site copy that you want to remove and click the corresponding ✖ (Remove) icon.

# Publishing a Website to the Internet

When your website design and content are ready to be published to the Internet, click **Publish** in the top right corner of the main menu. Presence Builder will publish your website automatically to the location specified by your hosting provider.

# Publishing a Website Copy to Facebook

After publishing a site on the Internet, you can drive more visitors to it by publishing a site copy to the popular social network site - Facebook ([www.facebook.com](www.facebook.com)).

A site copy on Facebook will show most of the content from your site; however, the following changes will be applied to its design, layout, and functionality:

▪ Headers, sidebars, and footers will not be shown.

▪ The navigation menu will be shown only at the top of the site pages.

▪ Page width will be limited to 520 pixels. For pages wider than 520 pixels, a horizontal scrollbar will be shown.

▪ The font face, size, and color will be changed to comply with the Facebook design, unless these font properties were specifically selected by the site owner in the Presence Builder editor.

▪ Image galleries, online store, and links for sharing on social media sites will not be shown.

▪ Any links pointing to other pages on Facebook will not work.

➢ *If you want to add a site copy to Facebook, do the following:*

1. In the main menu, click the **Settings** tab > **Social Media** tab.

2. Leave the checkbox **Show a copy of my site on Facebook** selected.

3. Click the link **Add your site copy to Facebook**. The Facebook home page opens in a new browser window or tab.

4. To log in to your Facebook account, type your email address and password, and click **Log In**.

5. If you do not have a Facebook page where you want to show a site copy, create one. To do this, click **Create It Now**, and follow the onscreen guidelines. After your page is created, return to the **Parallels Presence Builder at Facebook** page, which is shown in another browser window or tab.

6. Click **Add Parallels Presence Builder Application**. This application provides synchronization between the website on your hosting account and its copy on Facebook.

7. To confirm that you want to add the application to your page, click **Add Parallels Presence Builder**.

Now your site copy is added. To see it, click the **Website** link in the Facebook navigation pane on your left.

Whenever you make changes to your site and republish it through the Presence Builder editor, your site copy on Facebook will be updated accordingly.

➢ *To remove a site copy from Facebook, do the following:*

1. In the Presence Builder editor's main menu, click the **Settings** tab > **Social Media** tab.

2. Clear the checkbox **Show a copy of my site on Facebook**.

3. Click **Yes** to confirm.

4. Go to your Facebook page and remove the Presence Builder application from there.

# Viewing Site Visits Statistics, Comments, and New Orders on the Dashboard

After publishing a site, you can access the Dashboard from the Presence Builder's main menu to perform the following tasks:

- View statistics on website visits. The statistics are provided by Google Analytics and are available after you specify the code for Google Analytics in website settings, as described in the section Settings and Tools for Webmasters (on page 141).

- View new comments left by site visitors on your website pages. The comments are visible on the Dashboard after you set up the commenting functionality, as described in the sections Blog (on page 130) and Commenting (on page 133).

- View new orders from customers visiting your online stores. The new orders are visible on the Dashboard after you set up an online store, as described in the section Online Store (on page 137).

➢ *To view website visits statistics:*

1. On the main menu, click **Dashboard**.

2. If you access the dashboard for the first time, confirm association of your site with your Google Account:

   a. Click **Log In to Google Analytics**.

   b. Log in to your Google Account.

   c. Confirm that you want to allow access to your account.

3. Under the **Website Visits Statistics** chart, click the link **See more charts**, or click the

    icon.

   The **Overview** section shows the following statistics for the past 30 days:

   - A detailed chart for the metric currently selected under **Profile report**.

   - The total number of visits during the past 30 days.

   - The number of new visits.

   - Average time spent on a site by users.

   - The total number of page views.

   - The number of page views per each visit.

   - The percentage of new visits.

   The **Traffic sources overview** section shows the addresses of websites from which your visitors were coming during the past 30 days. The **(direct)** item shows the percentage of visitors who accessed your site by typing its address directly in their browsers.

   The **Visitors' locations** section shows the geographic locations of the visitors for the past 30 days.

#### ➢ *To view comments from your site visitors:*

**1.** On the main menu, click **Dashboard**.

**2.** Under **Comments,** click the link **See them**, or click the  icon.

**3.** To go to the webpage where the comment was left, click **Link to the comment**.

**4.** To go to the Disqus site for moderating the comments, click **Manage Comments**.

#### ➢ *To view orders submitted by the customers visiting your online stores:*

**1.** On the main menu, click **Dashboard**.

**2.** Under **Orders,** click the link **See them**, or click the  icon, and then click the **Orders** tab.

**3.** To go to the Ecwid site for processing the orders, click **Manage Orders**.

# Deleting Websites

When you delete a site from the Presence Builder editor, only the current site draft opened in the editor and saved site copies (snapshots) are removed.

By default, the site copy published to your hosting account is not removed. However, this policy might be changed by your hosting provider.

➢ *To delete a current site copy from the editor:*

In the Presence Builder editor's main menu, select **More** > **Remove Site**.

# FTP Access to Your Websites

One of the most convenient ways to update your website content is to upload it through FTP. FTP (File Transfer Protocol) is a standard network protocol that allows transferring files between two hosts (for example, your computer and a Panel server). Panel acts as an FTP server, while users should use some FTP client to access the directories on the server. Panel provides all main FTP features:

- *Authorized access to the server.* Learn more in the section **Changing FTP Access Credentials** (on page 154).
- *Multiple user accounts* for collaborative work. Learn more in the section **Adding FTP Accounts** (on page 155).
- *Anonymous FTP access*: The access without authorization that may be used, for example, to share software updates. Learn more in the section **Setting Up Anonymous FTP Access**.

## In this chapter:

# Changing FTP Access Credentials

➢ *To change FTP account username or password:*

1. Click the **Websites** tab.

2. Click **Web Hosting Access**.

3. Type a new username or password.

4. Click **OK**.

# Adding FTP Accounts

If you are working on your website together with someone else or host subdomains for other users, you might want to create separate FTP accounts for them.

➤ *To create an additional FTP account:*

1. Go to the **Websites** tab > **FTP Access** and click **Create Additional FTP Account**.

2. Specify the following:

   - **FTP account name**. Type an arbitrary name.
   - **Home directory**. Select the directory to which the user will be taken when he or she connects to the FTP account.
   - **FTP password**.
   - **Hard disk quota** (on Windows hosting). To limit the amount of disk space on the server that the FTP user can occupy, clear the **Unlimited** checkbox next to the **Hard disk quota** box, and type the amount of disk space in megabytes.
   - **Read permission** (on Windows hosting). To allow the FTP user to view the contents of the home directory and download files from it, select the **Read permission** checkbox.
   - **Write permission** (on Windows hosting). To allow the FTP user to create, view, rename and delete directories in the home directory, select the **Write permission** checkbox.

     On Windows hosting, if you do not grant any permissions, a connection to the FTP account will be made, but the contents of the home directory will not be shown to the user.

3. Click **OK**.

➤ *To change the properties of an additional FTP account:*

1. Go to the **Websites** tab > **FTP Access**.

2. Click the required FTP account name in the list.

3. Make the required changes and click **OK**.

➤ *To remove an additional FTP account:*

1. Go to the **Websites** tab > **FTP Access**.

2. Select the checkbox corresponding to the FTP account you want to remove and click **Remove**.

3. Confirm removal and click **OK**.

# Mail

This chapter describes how to set up and use the following email services in the Hosting Panel.

- Mailboxes associated with your domain names.
- Email aliases. These are additional email addresses that are associated with a user's primary (or main) email address. Email aliases can be used as temporary disposable addresses that can be published on the Internet. When spam starts coming to an address that was set up as an email alias, you can remove that alias and create another one.
- Email forwarding. You can set up an email forwarding service that will send copies of all incoming messages to another email address.
- Auto-reply. You can switch on an automatic reply service, which will send a predefined email message in reply to any incoming email message. This is useful for sending "out of office" or "on vacation" notices when you are away.
- Protection from spam. You can switch on the checking of all incoming messages by an antispam filter. You can specify how to deal with messages identified as spam: Remove them, move to a special folder, or just add some text to the message subject.
- Mail antivirus. Checking of all incoming and outgoing mail for viruses.
- Webmail. You can select a webmail program that you want to use for working with your email messages by means of a web browser.
- Mail bounce settings. You can specify how to deal with incoming mail that is addressed to nonexistent users.

## In this chapter:

# Adding Mail Accounts

> ➢ *To create an e-mail address:*

**1.** Go to the **Mail** tab, and click **Create Email Address**.

**2.** Specify the following settings:

- **Email address**. Type the left part of the email address before the @ sign, and, if you have several domain names on your account, select the domain name under which the email address will be created.

- **Access to the Control Panel**. Select this option if you want Panel to create an auxiliary user for the mail account owner. By default, this user has the role Application user. However, you can change this role and other user's properties later. For details, see the section **(Advanced) Managing Auxiliary User Accounts** (on page 20).

- **Password**. Set the password for accessing the mailbox. If you leave the option **Access to the Control Panel** selected, the same password will be used for logging the user in to the Hosting Panel.

- **Mailbox**. Turning off this option makes sense only if you want to use this address as a mail forwarder, which will forward all incoming mail to another address.

- **Mailbox size**. If you leave the **Mailbox** option selected, specify the mailbox size or use the default size defined by the provider's policy or your service plan.

**3.** Click **OK**.

# Changing Mail Account Password

> ➢ *If you need to change the password for a mail account, do the following:*

**1.** Go to the **Mail** tab, and click the email address.

**2.** Type a new password and confirm it, then click **OK.**

# Setting Up Mail Forwarding

> ➢ *To set up email forwarding for an email address:*

1. Go to the **Mail** tab > *email address* > **Forwarding** tab.

2. Select the **Switch on mail forwarding** checkbox.

3. Specify one or several email addresses to which email must be forwarded. When specifying email addresses, separate them with white spaces, commas, semicolons, or type each of them on a new line.

4. Click **OK.**

5. If you do not want to keep the copies of forwarded messages in the mailbox, go to the **Mail** tab > *email address*, clear the **Mailbox** checkbox, and click **OK**.

> ➢ *To switch off mail forwarding:*

1. Go to the **Mail** tab > *email address* > **Forwarding** tab.

2. Clear the **Switch on mail forwarding** checkbox, and click **OK.**

# Creating Mail Aliases

> ➢ *To add or remove additional email addresses (email aliases) for a mail account:*

1. Go to the **Mail** tab > *email address* > **Email Aliases** tab.

2. Do any of the following:

   ▪ To add an address, type it into the **Email alias** box, and click **OK.**

   ▪ To remove an address, click the **Remove** link to the right of the address you want to remove.

# Setting Up Auto-Reply

> ➢ *To set up an automatic reply for an email address:*

1. Go to the **Mail** tab > *email address* > **Auto-Reply** tab.

2. Select the **Switch on auto-reply** checkbox, and specify the following settings:

   - **Auto-reply message subject**.

   - **Message format**. We recommend that you leave the option **Plain text** selected because some of your recipients might be unable to see the text formatted with HTML.

   - **Encoding**. We recommend that you leave the UTF-8 encoding selected to ensure that the letters in your message are displayed properly.

   - **Message text**.

   - **Forward to**. If you want to forward incoming messages to another email address, type an email address in this box.

   - **Send an automatic response to a unique email address no more than...** The default value is "1 time a day", meaning that if your mailbox receives several messages from the same email address in one day, Panel will send automatic response only to the first message. If the value is "2", than Panel will send automatic response to the first and the second messages, and so on.

   - **Attached files**. If you want to attach a file to your message, click **Browse** and select a file.

3. Click **OK**.

To switch off an automatic reply, clear the **Switch on auto-reply** checkbox and click **OK.**

# Protecting from Spam

➢ *To switch on spam filtering for a mailbox:*

**1.** Go to the **Mail** tab > *email address* > **Spam Filter** tab.

**2.** Select the checkbox **Switch on spam filtering for this email address**.

**3.** Specify what to do with messages classified as spam.

- If you want to filter mail with the software on your local computer, select the option **Mark spam messages by adding the following text to message subject**, and then specify how spam filter should mark the messages recognized as spam. "X-Spam-Flag: YES" and "X-Spam-Status: Yes" headers are added to the message source by default, and if you want, the spam filter will also add a specific text string to the beginning of the subject line and to the message body.

- If you are sure that your spam filter is accurate, you may want to set the filter to automatically delete all incoming messages recognized as spam. To do this, select the option **Delete all spam messages**.

- If you are accessing your mailbox over IMAP protocol and want the spam filter to move all messages considered spam to the IMAP folder called Spam, select the option **Move spam to the Spam folder**.

  Because all messages are automatically removed from the Spam folder after 30 days, you will need to review the contents of the Spam folder on a regular basis to make sure you do not miss any important messages, and move all non-spam messages back to the Inbox folder.

  When the option **Move spam to the Spam folder** is selected, you can train the spam filter and improve its accuracy by moving spam messages from Inbox to Spam, and non-spam messages from Spam to Inbox.

**4.** If you want to adjust the spam filter sensitivity, click **Show Advanced Settings**, and type the number of points that a message must score to be considered spam.

SpamAssassin performs a number of different tests on contents and subject line of each message. As a result, each message scores a number of points. The higher the number, the more likely a message is spam. For example, a message containing the text string "BUY VIAGRA AT LOW PRICE!!!" in subject line and message body scores 8.3 points. By default, the filter sensitivity is set so that all messages that score 7 or more points are classified as spam.

- If you receive lots of spam messages with the current setting, to make filter more sensitive, try setting a lesser value in the **Spam filter sensitivity** box; for example, 6.

- If you are missing your emails because your spam filter thinks they are junk, try reducing filter sensitivity by setting a higher value in the **Spam filter sensitivity** box.

**Note:** To further improve spam filter accuracy, you may want to train your spam filter on email messages you receive, as described further in this section.

5. If you want to be sure that you will not miss email from specific senders, type email addresses or domain names into the **White list** field.

   Place each address in one row, or separate addresses with a coma, a colon, or a white space. You can use an asterisk (*) as a substitute for a number of letters, and question mark (?) as a substitute for a single letter. For example: address@mycompany.com, user?@mycompany.com, *@mycompany.com. Specifying *@mycompany.com will add to the white list all email addresses that are under the mycompany.com mail domain.

6. If you do not want to receive email from specific domains or individual senders, type email addresses or domain names into the **Black list** field.

   Place each address in one row, or separate addresses with a coma, a colon, or a white space. You can use an asterisk (*) as a substitute for a number of letters, and question mark (?) as a substitute for a single letter. For example: address@spammers.net, user?@spammers.net, *@spammers.net. Specifying *@spammers.net will block the entire mail domain spammers.net.

7. If you use a Windows-based hosting account, then you can also specify trusted languages and character sets. Email messages written in the specified languages and with the defined character sets will pass the spam filter and will not be marked as spam.

8. On Windows-based hosting accounts, you can also specify IP addresses of computers or networks from which email must always be accepted. When specifying network addresses, type an address and add a network mask after a slash. For example, 192.168.10.10/24.

9. Click **OK**.

You can improve the accuracy of spam detection if SpamAssassin spam filter on the server is switched on for your account and you are accessing your mailbox over IMAP protocol.

➢ *To improve accuracy of spam detection:*

1. Access your mailbox with webmail or a mail client program on your computer.

2. Review the messages in your **Inbox** folder. Move all spam messages to the **Spam** folder. This will make the SpamAssassin spam filter recognize spam more efficiently.

# Protecting from Viruses

To defend your system from viruses, do not open suspicious email attachments, enable antivirus protection on your hosting account, if this service is provided by your hosting company, and be sure to have a firewall and antivirus software installed on your personal computer. Also keep your operating system up-to-date and timely install security hot fixes and patches.

➢ *To switch on antivirus protection for a mailbox:*

1. Go to the **Mail** tab > *email address* > **Antivirus** tab.

2. Select the checkbox **Switch on antivirus protection for this email address**.

3. Choose the desired mail scanning mode. You can switch on scanning for incoming mail, outgoing mail, or both.

4. Click **OK**.

When an infected message comes, you will be notified by email.

➢ *To switch off antivirus protection for a mailbox:*

1. Go to the **Mail** tab > *email address* > **Antivirus** tab.

2. Clear the checkbox **Switch on antivirus protection for this email address**.

3. Click **OK**.

# (Advanced) Configuring Mail Bounce Settings and Selecting Webmail

You can configure the following mail service settings that apply to all domains created under a subscription:

- Mail service status. You can switch the mail service on or off. If the mail service is switched off, then email messages cannot be sent or received.

- Mail bounce settings. When somebody sends an email message to an email address that does not exist under your domain, the mail server, by default, accepts mail, processes it, and when it finds out that there is no such a recipient under the domain, it returns the mail back to sender with an error message. You can choose to:

  - Continue returning all such mail back to senders (**Bounce with message** option).

  - Forward all such mail to the specified email address (**Forward to address** option).

  - Forward all such mail to another mail server with the specified IP address using the option **Redirect to external mail server with IP address** (available only for Windows hosting accounts).

  - Reject such mail without accepting it and without notifying senders (**Reject** option).

- Webmail. If your service plan provides the option to choose which webmail program to use for your account, then you can select it in the mail service settings.

➢ *To configure the mail service settings:*

1. Go to the **Mail** tab, and then click **Change Settings**.

2. Select the required options, and click **OK**.

C H A P T E R   7

# Scheduling Tasks

If you need to run scripts on your hosting account at specific time, use the task scheduler in the Panel to make the system automatically run the scripts for you.

## In this chapter:

# Scheduling Tasks (Linux Hosting)

> ➢ *To schedule a task:*

1. Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

2. Click **Schedule New Task**.

3. Leave the **Switched on** checkbox selected.

4. Specify when to run your command:

   - **Minute** - enter the value from 0 to 59.

   - **Hour** - enter the value from 0 to 23.

   - **Day of the month** - enter the value from 1 to 31.

   - **Month** - enter the value from 1 to 12, or select the month from the menu.

   - **Day of the week** - enter the value from 0 to 6 (0 for Sunday), or select the day of the week from a menu.

   You can schedule the time using the UNIX crontab entry format. In this format, you can:

   - Enter several values separated by commas. Two numbers separated by a hyphen mean an inclusive range. For example, to run a task on the $4^{th}$, $5^{th}$, $6^{th}$, and $20^{th}$ of a month, type 4-6,20.

   - Insert an asterisk to specify all values allowed for this field. For example, to run a task daily, type * in the **Day of the month** text box.

   To schedule the task to run every Nth period, enter the combination */N, where N is a value for this field (minute, hour, day, month). For example, */15 in the **Minute** field schedules the task to start every 15 minutes.

   You can type the contracted names of months and days of the week, which are the first three letters: Aug, Jul, Mon, Sat, and so on. However, the contracted names cannot be separated with commas or used together with numbers.

5. Specify the command to run. Type it into the **Command** input box.

   For example, if you want to run a backup creation task at the specified time and have the backup file sent to your email, you need to specify the following command in the **Command** input box:

   ```
   /usr/local/psa/admin/sbin/backupmng
   ```

6. Click **OK**.

> ➢ *To receive notifications when the tasks are started:*

1. Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

2. Click **Settings** and specify the notification policy.

### ➢ *To temporarily suspend execution of a scheduled task:*

**1.** Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

**2.** Locate the task that you want to suspend and click the corresponding link in the **Command** column.

**3.** Clear the **Switched on** checkbox and click **OK**.

### ➢ *To resume execution of a scheduled task:*

**1.** Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

**2.** Locate the task whose execution you want to resume and click the corresponding link in the **Command** column.

**3.** Select the **Switched on** checkbox and click **OK**.

### ➢ *To cancel a task:*

**1.** Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

**2.** Select the checkbox to the left of the task that you want to cancel and click **Remove**.

**3.** Confirm removal and click **OK**.

# Scheduling Tasks (Windows Hosting)

➢ *To schedule a task:*

1. Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

2. Click **Schedule New Task**.

3. Leave the **Switched on** checkbox selected if you want your scheduled task to be active immediately after the creation.

4. Type a name for your task in the **Description** field.

5. In **Scheduler notification**, specify whether the scheduler should notify you when it runs this task. The following options are available:

   ▪ **Switched off** - do not notify you.

   ▪ **Send to the default email** - send the notification to your default email address.

   ▪ **Send to the email I specify** - send the notification to the email specified in the corresponding field. After selecting this option, you need to type the required email address in the field on the right.

6. Specify which command or executable file to run. Type it into the **Path to executable file** input box. If you need to run the command with certain options, type them in the **Arguments** field.

   ▪ For example, if you want to run the statistics calculation task to count disc space and see more detailed information for the example.com and example.net domains, you need to specify the following path in the **Path to executable file** input box:

   ```
   C:\Program Files\Parallels\Parallels
   Panel\admin\bin\statistics.exe
   ```

   and the following options in the **Arguments** field:

   ```
   --disk-usage --process-domains=example.com, example.net -
   verbose
   ```

   ▪ If you want to run your own PHP script using the task scheduler, you need to specify the following path in the **Path to executable file** input box:

   ```
   C:\Program Files (x86)\Parallels\Parallels
   Panel\Additional\PleskPHP5\php.exe
   ```

   and specify the script location in the **Arguments** field:

   ```
   C:\Inetpub\vhosts\mydomain.tld\httpdocs\myscript.php
   ```

7. Select the appropriate priority in the **Task priority** field. Task priority can be set to **Low**, **Normal** or **High**.

8. Specify when to run your command by selecting the appropriate checkboxes in the **Hours**, **Days of month**, **Months** or **Days of week** fields.

**9.** Click **OK** to schedule the task or click **Run Now** to schedule the task and immediately run it.

➢ *To temporarily suspend execution of a scheduled task:*

**1.** Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

**2.** Choose a task that you want to suspend and click the corresponding link in the **Description** column.

**3.** Clear the **Switched on** checkbox.

**4.** Click **OK**.

➢ *To resume execution of scheduled task:*

**1.** Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

**2.** Choose a task whose execution you want to resume and click the corresponding link in the **Description** column.

**3.** Select the **Switched on** checkbox.

**4.** Click **OK**.

➢ *To cancel a task:*

**1.** Go to the **Websites** tab > **Scheduled Tasks** > *<username>*.

**2.** Select a checkbox to the left of the task that you want to cancel and click **Remove**.

**3.** Confirm removal and click **OK**.

C H A P T E R   8

# (Advanced) Using Databases

If your website incorporates custom data processing applications or is designed to generate web pages dynamically, you will probably need a database for storing and retrieving data.

In Panel, you can manually create a new database for your site, make a database copy and manage database user accounts. These operations are available in **Websites** tab > **Databases**. In addition, you can use the third-party database management tools supplied with Panel to edit tables in databases, export and import data, and run SQL queries. These tools are available under the **Webadmin** link in **Websites** tab > **Databases** and may vary depending on the database type. For example, Panel uses phpMyAdmin to manage MySQL databases.

Note that when you install an app from the Application Catalog, all required databases and database user accounts are created automatically. Alternatively, you can assign a manually created user account to a database created by a web app. For more information, see the section **Using Website Applications** > **App Databases**.

For details on operations on databases and database users, refer to the relevant sections of this chapter.

## In this chapter:

# Creating Databases

> *To create a database:*

1. Go to the **Websites** tab > **Databases** > **Add New Database**.

2. Specify a database name.

3. Select the database type and the server where the database should be hosted. This option might be unavailable depending on your service plan.

4. To create a database user account, leave the **Create a new database user** checkbox selected.

   A database must have at least one user account associated with it. Otherwise, it will be impossible to access the database. You can also clear the checkbox and select a user later, for example, if you want to use one of the existing user accounts. For more information, see **Managing Database User Accounts** (on page 172).

# Accessing Databases

After you have created a database and assigned a database user to it, you can access it from Panel using the **Webadmin** link in **Websites** tab > **Databases**. In this case, Panel automatically uses the corresponding database user credentials.

If you want to access your database using other tools (like SQL Server Management Studio) or want to give other applications access to it, you will need to provide these tools and applications with the following:

- To connect to *MySQL* and *PostgreSQL*, you will need to provide the host name (or IP address) and the database user name and password.

- To connect to *Microsoft SQL Server*, you will also need to specify the Microsoft SQL Server instance. For *Microsoft SQL Server 2008*, Panel uses the `MSSQLSERVER2008` named instance. Therefore, the host can be specified as `mydomain.com\MSSQLSERVER2008` or `123.123.123.123\MSSQLSERVER2008`. For *Microsoft SQL Server 2005*, Panel uses the default instance (`MSSQL 2005`), and you do not need to specify the instance name.

# Copying Databases

You can copy databases from one database server registered in Panel to another, as well as to any remote server, provided that the source and the destination servers are of the same type, for example, MySQL.

> ### *To copy a database:*

1. Go to the **Websites** tab > **Databases**, and click the **Copy** link corresponding to the database.

2. Specify the destination server, the subscription, and the database.

   For a remote server, you should select **Other** in the **Destination database server** menu and provide the following additional information:

   - *Host name* or *IP address* of the remote database server.

   - *Username* and *password* of the remote database server's administrator. For example, the MySQL administrator's credentials.

     | **Note**: When you choose an existing database as the destination, the tables in the destination database whose names also appear in the source database will be fully replaced. |
     | --- |

3. Specify the type of data that should be copied. You can choose to create a full database copy including data in the tables (the **Create a full copy** option), or to copy only the database structure. In the latter case, Panel will create tables without data in the destination database.

# Exporting and Importing Databases

In Panel, to export a database means to save a source database in a file which can be used for storage or distribution. To import a database means to restore data from a file to a destination database. You can import a database to the same or another database server. The only restriction is that the destination database should be of the same type, for example, MySQL.

One reason for exporting databases is to back them up. On Windows-based accounts there is a separate functionality for backing up databases, on Linux-based accounts, exporting is the only option for creating separate database backup files.

The export and import functionality is provided by the database management tool available through the **Webadmin** link in **Websites** tab > **Databases.**

For instructions on how to perform import and export with database management tools, refer to the tools' built-in help sections.

# Managing Database User Accounts

When you work with a database in Panel, the latter accesses the database on behalf of a user account associated with the database. Therefore, every database should have at least one associated user account; otherwise, you will be unable to access it.

Any database user can be set as *default* for a certain database. Panel will always access the database using this default user even if there are other users associated with it. If a database has several associated user accounts, none of which are default, the first account from the list will be used.

## Types of Database Users

There are two types of database user accounts in Panel:

- *User accounts which have access to only one particular database.*
  If you collaborate with other people on managing a website and wish to give them access to the database, you should create separate user accounts for them. Each of these accounts is used to access only one database. In this case, you first create a database and then user accounts.

- *Universal user accounts which have access to all databases.*
  Universal users have access not only to *all* existing databases, but to all newly created databases as well.

  If you plan to install a number of web apps on your site, it may be convenient to create one universal user account, so that all the apps can access their databases using this account. In this case, you first create a user account and then specify it when installing apps.

  **Note:** A universal user acts only within one database server. If you use several database servers, create a separate universal user account for each server.

## Operations on Database Users

You can create, update, or remove a database user by going to **Websites** tab > **Databases** > **Users** tab.

When creating a database user, you will be prompted to provide the user credentials for accessing the database and the name of the database which the specified user will access. A *universal* database user can be created by selecting **Any** from the **Database** menu.

**Notes:**
1. You can remove a default database user only by removing the database associated with this user. Alternatively, you can edit the user and clear the **Make the user default for this database** option, and then remove the user.
2. If a database user was created by an APS app, you can remove this user only by removing the respective app.

# Removing Databases

Note that you can only remove the databases and database users that are not used by APS apps. If the required checkbox is unavailable (not selectable), it means that this database is used by an app and you can remove it only by removing the respective app.

To remove a database, go to the **Websites** tab > **Databases**, select the checkbox next to the database name and click **Remove**.

# (Advanced) Backing Up and Restoring Data

To prevent the loss of data related to your websites and mailboxes, you can back them up and restore when needed. You can perform a backup manually at any time, or schedule it for a specific time. For example, do it once a day at night time when the number of site visits is minimal.

This chapter describes how to do the following:

- Back up sites.
- Set up automatic backing up on a schedule.
- Restore data from backup archives.

## In this chapter:

# Backing Up Data

> ### *To back up all websites in a webspace:*

1. If you are subscribed to several hosting packages and have access to several webspaces under your account, select the required subscription in the **Subscription** menu at the top of the screen, and then select the required webspace on the **Webspaces** tab.

2. Go to the **Websites** tab > **Backup Manager** > **Back Up**.

3. Specify the following:

   - Backup file name prefix and description. You cannot specify an arbitrary file name, however, you can set the Panel to add a prefix to backup file names. Note that the Panel automatically adds the date and time of backup file creation (in Universal Time) to backup file names.

   - Splitting of the backup file. To create a multivolume backup, select the corresponding checkbox and specify volume size in megabytes.

   - Email notification on backup completion. If you want to be notified of the backup completion, type your email address.

   - What data to back up. You can choose to back up:

     - Only website settings.

     - All settings and data with or without mail accounts and messages in mailboxes.

     - Only mail accounts with messages.

   - **Suspend domains until backup task is completed.** Select this option to prohibit users from making changes to content or settings of websites while they are being backed up.

     **Note:** If you select this option, then, after restoring the data from this backup file, you will need to manually switch on every domain alias for every site that needs to have domain aliases. This can be done at **Websites** tab > *domain alias name* > **Switch On**.

4. Click **Back Up**.

When backing up is finished, the backup file will be saved to the repository you selected.

# Scheduling Backups

> ### To schedule a backup of data in a webspace:

**1.** If you are subscribed to several hosting packages and have access to several webspaces under your account, select the required subscription in the **Subscription** menu at the top of the screen, and then select the required webspace on the **Webspaces** tab.

**2.** Go to the **Websites** tab > **Backup Manager** > **Scheduled Backup Settings**.

**3.** Select the **Activate this backup task** checkbox and specify the following:

- When and how often to run the backup.

- A prefix that should be added to the backup file name.

- Splitting of the backup file. To create a multivolume backup, select the respective checkbox and specify volume size in megabytes. Note that volume size cannot exceed 4095 megabytes.

- Maximum number of backup files stored in the repository. Type a number if you want to recycle backup files: When this limit is reached, the oldest backup files are removed.

- Email notification on backing up errors. If you want to send an email notice when something goes wrong during backing up, type the email address you need.

- What data to back up. You can back up only account settings, or account settings and all related data.

- **Suspend domains until backup task is completed.** Select this option to prohibit users from making changes to the content or settings of websites while they are being backed up.

**4.** Click **OK**.

# Restoring Data

➢ *To restore data from backups:*

1. If you are subscribed to several hosting packages and have access to several webspaces under your account, select the required subscription in the **Subscription** menu at the top of the screen, and then select the required webspace on the **Webspaces** tab.

2. Go to the **Websites** tab > **Backup Manager**, and click the backup file name that you want to restore.

3. Specify the following:

   - **Types of data to be restored.**

   - **Suspend domain until restoration task is completed.** Select this if you want to avoid possible conflicts that may occur when users modify site content or settings while they are being restored.

   - **Send an email notice when restoration task is completed.** Type your email address if you want the Panel to notify you when restoring is completed.

4. Click **Restore**.