

Setting up your PHOTOtool

Welcome to the **PHOTO**tool, the most powerful online image management, proofing and photo sales tool available.

There are a few things that you must do to begin to use your PHOTOtool. It is very important for you to do these things as soon as possible to get up to speed on the many different areas of the PHOTOtool.

First you must add yourself to the login. Click on your login button and use the username of admin and the password of admin. (admin / admin)

You will be taken to the gallery choice drop down. Choose 'Go to Administration'.

Here is the screen we call the **Dashboard**.

The screenshot shows the admin dashboard for the PHOTOtool. At the top, it says 'admin tools V2.01' and 'Welcome Anissa Wedding Photographers'. The dashboard is divided into several sections:

- Recent Orders (New list):** A table with columns for Order ID, Order Client Name, Order Date, and Total.

Order ID	Order Client Name	Order Date	Total
#043	Ann Malverne Thompson	10/01/2004	\$164.00
#041	Shirley Stephenson	10/07/2004	\$48.00
#040	Jacob Hecker	9/21/2004	\$31.11
#038	Deborah Baker	9/20/2004	\$12.00
#035	Shirley Stephenson Stephenson	9/20/04	\$111.80
- Recent Favorites (New list):** A table with columns for Created By, Title, Created, and Last Modified.

Created By	Title	Created	Last Modified
Jake Epstein	uggs	8/16/2004	8/16/2004
Jake Epstein		8/17/2004	8/17/2004
Jake Epstein		8/17/2004	8/17/2004
Jake Epstein	christy	8/17/2004	8/17/2004
Jake Epstein		8/17/2004	8/17/2004
- Recent Logins:** Coming Next Big Update!
- Site Statistics:**
 - Total Private Galleries: 32
 - Orders over 90 Days: 24
 - Total Public Galleries: 2
 - Active Lightboxes: 18
 - Total Orders: 66
 - Total Sales: \$3,619.17
 - Unprocessed Orders: 1
 - Orders over 15 Days: 0
 - Images in Private Galleries: 3541
 - Images in Public Galleries: 16
 - Total Users: 12
 - Total Projects: Coming Soon!
 - Total Logins (7days): Coming Soon!
 - Total Logins (30 days): Coming Soon!
 - Visitors (30 days): Coming Soon!
 - Disk Space Allocated: 200 megs
 - Disk Space Used: 109 megs
- URGENT NEWS:**

MC are working on the site tonight -
TUESDAY
OCTOBER 26
 We will be back up tomorrow morning.

VERY Important NEWS!!!
 updated 10-14-04

Don't miss speaking in NY at Photo Plus.

Click the Users button and the list of users will show.

Click the admin / admin username and then change it to your own login. You will notice that the drop-down for user type indicates 'Admin

User'. This drop down is where you will apply the user rights to your clients. They will have User Rights of 'Client User'.

You will now use your new Login to enter your PHOTool. Since you are an admin user, you will get the Administration choice.

Remember to always add clients as client users.

Now go to the Dashboard and look on the right side of the screen. There you will see the PHOTool News and Info area. We keep it updated with all sorts of interesting news and update info.

Click on the 'News' button at the top of the Info frame.

You will go to the news page, which has the links to our Manuals and Suggested Custom Page Text.

NOTE: Please take the time to read the manual and acquaint yourself with the many different areas of the PHOTool. There are two manuals that you should download and print.

Custom Page Text

It is important to add the custom page text as soon as possible.

Go to the Dashboard and Click the "Web Site / Manage" navigation.

You will see the navigation for the **Custom Page Text**. These pages are the many different pages that your visitors will see as they add items to their shopping carts and pay for them. We have some suggested text for you to use. See above on the info area of the Dashboard (there is a navigation box on the 'news' page that has a link to 'Suggested Custom Page Text' – cut and paste as needed). Remember to read them carefully and modify them to fit your business model. It is vital to do this as soon as possible as these pages will be the ones your clients will see as they purchase images.

Next, add your **Profile Information**. This is the text that appears at the top right of your PHOTool when visitors are looking at images. Studio name, address, phone number etc.

Add your logo. Make your logo 279 pixels wide and 72 pixels tall. You can save it as a GIF or a JPG. Add it on the profile page.

Now, change the colors on your phototool to match your site. Go to Web Site / Manage / Modify Website Colors

This page is where you change the colors of the items that make up the pages of your PHOTool. If you know the HEX colors of the look and feel of your Web site, you can enter them here as well. To see the effect of the change, you can click the 'Preview' button at the bottom of the page. The changes will not take place until you click the 'Submit' button.

















Arizona Wedding Photographer


administration

thePHOTOool
www.steelid.com

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Your Website Color Scheme EDIT Form

Body Text:	<input type="text" value="#000000"/>		<input checked="" type="radio"/>
Body Background:	<input type="text" value="#ffff"/>		<input type="radio"/>
Top of Page:	<input type="text" value="#990000"/>		<input type="radio"/>
Bottom of Page:	<input type="text" value="#cccccc"/>		<input type="radio"/>
Link:	<input type="text" value="#0000cc"/>		<input type="radio"/>
Link Hover:	<input type="text" value="#333333"/>		<input type="radio"/>
Link Visited:	<input type="text" value="#0066ff"/>		<input type="radio"/>
Table Head Text:	<input type="text" value="#ffff"/>		<input type="radio"/>
Table Head Background:	<input type="text" value="#666666"/>		<input type="radio"/>
Form Textfield Text:	<input type="text" value="#333333"/>		<input type="radio"/>
Form Textfield Border:	<input type="text" value="#555555"/>		<input type="radio"/>
Form Select Text:	<input type="text" value="#333333"/>		<input type="radio"/>
Button Text:	<input type="text" value="#cccccc"/>		<input type="radio"/>
Button Background:	<input type="text" value="#333333"/>		<input type="radio"/>
Button Border:	<input type="text" value="#cccccc"/>		<input type="radio"/>
Table Border:	<input type="text" value="#cccccc"/>		<input type="radio"/>



submit clear preview

It is now time to add your pricing items.

Pricing Tools

Add / Modify Price Item

Bill Client Via Paypal

Tax Rate for Your State

Default Shipping Rates

Methods of Payment Accepted

Accepted Credit Cards

Add / Modify Price Item

Go here and add the items that you are going to offer. The description will appear when a visitor clicks the item link in the shopping cart, so make it clear and descriptive. Keep the names of the items short and use the description area for more information.

Bill Client Via PayPal

is a tool for sending a PayPal payment link from your PHOTool. Very useful for clients who want to pay you for fees, items, used equipment – whatever.

Tax Rate for Your State

Please enter your applicable tax rate.

Default Shipping Rates

View the defaults and edit them as necessary.

Methods of Payment Accepted

Choose the methods you are going to use. Very important.

Accepted Credit Cards

If you are using a Gateway to your own CC Processing, you will want to check this area and make sure to mark the ones your Gateway will accept.

Lab Module

Define any labs that you will be working with. See our lab page at www.thephototool.com for more information on working with labs.

You are now ready to start adding images and galleries to your PHOTool. Visitors can order images and you can send them to the lab or print them yourself.

Enjoy your PHOTool and great success.