

Your Total Control Site.

Instructions and Suggestions:

Welcome to your Total Control Site. This simple list will be your guide for creating graphics, images and preparing text for your site.

What you will need:

Image Editing Software

1. Adobe Photoshop
A very powerful image editing tool. The Standard of the industry.
(around \$700)
2. Adobe Photoshop Elements
A good substitute for Photoshop, Elements is very cost-effective and is available at most business supply and computer stores. (less than \$100)
3. Macromedia Fireworks
This is a professional level image editing tool designed specifically for the web image and graphic preparation. (around \$200)
4. Corel Draw
Passable tool for image and graphic preparation.

For text preparation, you can use Word, Word Perfect, Works, Claris... nearly any text editor will work just fine.

Preparing Text for the Web:

Whatever text editor you use, you must first "Save as Text" if possible. This will eliminate any of the additional items that many Word Processing tools use to display the text.

One way to do this is to copy your text from Word and paste it into "Notepad" on the PC or the Apple text editor. Those text only editors will only accept the text and not the code that is part of Word. The text from the text editors can then easily be pasted into the TC text editors on your pages.

Preparing Web Graphics.

Some Basic Rules:

If it is graphic in nature, or text set as a particular font, then the best way to do this is save the file as an “Optimized” GIF. (See the manuals of your particular image editor for more information)

If it is a photograph, it is best saved as a JPEG. It is very important to save the JPEG at a medium compression. In Adobe Photoshop and Elements, use the “Save for Web” feature under the “File” menu item. Save the image as a JPEG with a compression level of no higher than 80.

Use the same “Save for Web” feature for making GIF’s as well.

IMPORTANT:

It is vital for you to understand the image editing tool that you have chosen to use. Please do the tutorials as needed and become very familiar with the following processes.

1. Image Color Correction to ensure the color is as close to perfect as you can get. (Remember that Macintosh and PC show color very differently, and it is nearly impossible to have the image show the same on everyone’s monitor. Did I say nearly? It is literally impossible. Make the image look as good as you can.)
2. Resizing Images for creating the correct size image and graphics for your web pages.
3. Cutting and pasting images
4. Color Settings: Images are always JPEGs and graphics should be GIFs. JPEG images will be in RGB and GIFs will be in Index Color
5. Image size:
The web does not use High Resolution images. Your images will be shown at a base size of 72 pixels per inch. Images are shown at what is referred to as pixel resolution. In other words, it doesn’t matter what resolution you have, as long as the pixel count is what is being targeted.

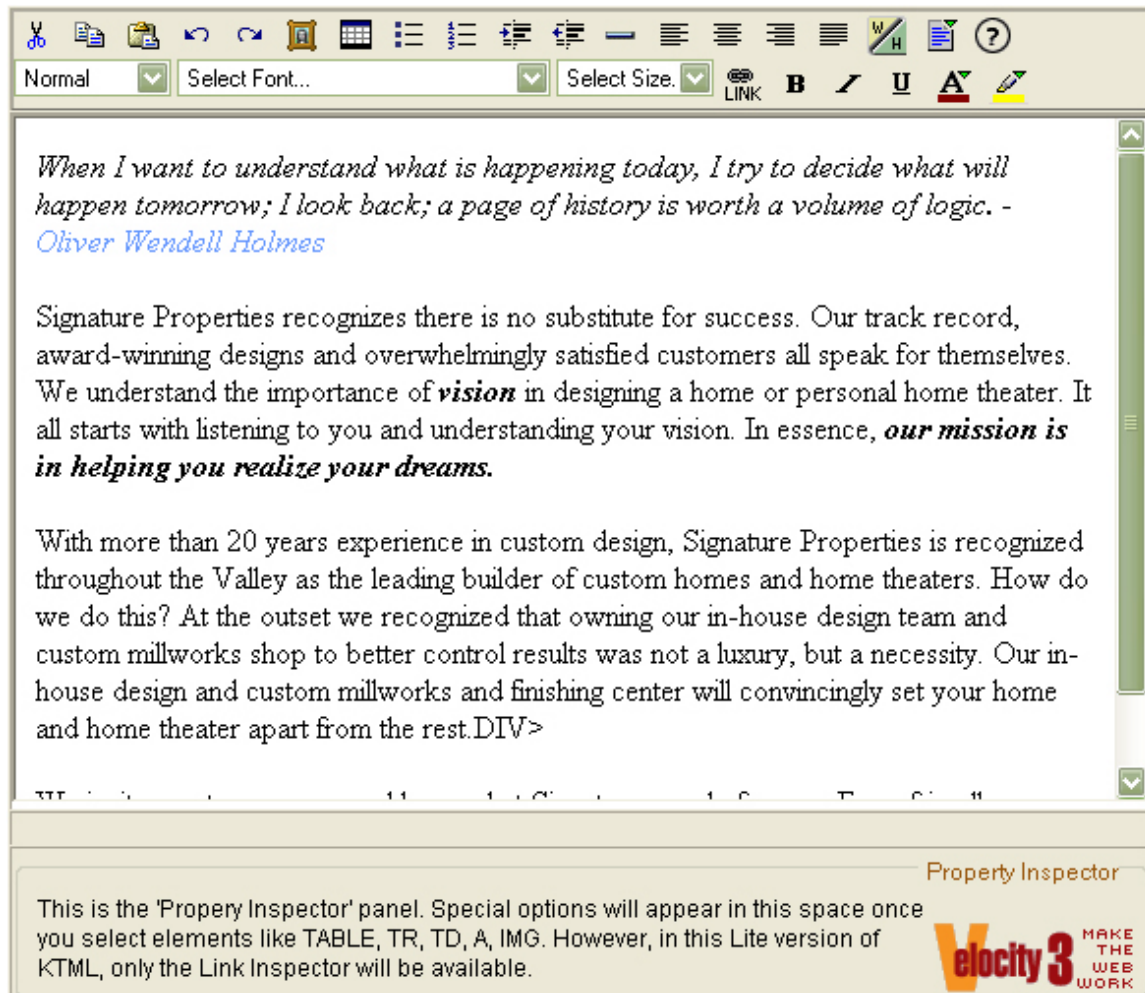
A 288 pixel wide image that is saved at 300 ppi will display the same as an image that is 299 pixels wide at 72 ppi. The resolution (ppi) is not applied to the image, only the pixel count matters. So when we ask you to make an image that is 450 pixels wide, for instance, it doesn’t matter what resolution it is.

An overview of our Text Editor:

Before we start, there are a few tips to share.

1. Do not change the text size or font name unless you are very well aware of what that will do to your page. We use CSS for fonts, colors and sizes

- to maintain the look and feel of the site. If you want us to change the font, we will be happy to do that for you. Use the font tools with careful discretion.
2. You can use the font colors and bold, italic and bold italic as much as you want. There is also a drop down on the left that will allow you to choose H1, H2, H3 – etc... We will have a page for you that will allow you to see what these settings will do to your type. We can alter those designations as well. That makes it easier to apply differing styles to your headlines and paragraphs.
 3. The TC Text tool has bulleted lists, numbered lists, indents, align left, center and align right.
 4. Experienced HTML coders will appreciate the ability to go right into the html and make changes as necessary. Remember to revert the editor back to WYSIWYG view before submitting or changes will be lost.



You can also add images into the page.

Click the image box next to the right pointing arrow on the left side of the toolbar. That will open your image dialog area. You can create separate folders of different kinds of images as you wish.

REMEMBER to hold your Control Key down when launching the Image tool if you have a **Pop-Up Blocker** running.

You will first create a folder and then upload the images / graphics that you will be using into the appropriate folder. You must do that before you upload into your document. Choosing a folder and clicking Delete Folder will delete the folder and all images in it. If they are linked on your site, they will appear as a broken image.



After an image is loaded into your folders, you can add it to the site.

1. Place your cursor at the point of text that you want the image to show.
2. Click the Image icon and your folders will show.
3. Open the folder where the image that you want resides.
4. Click the image
5. The URL to the image will show in the "Enter Full URL" area.
6. Add the Alternative Text (will show when cursor is over the image)

7. Alignment – Align left, center or right.
8. Add V-space and H-space to allow room for the image to 'breathe' without the text running right up to the edge (this is similar to 'runaround' on a page editing program)

Uploading Images into Portfolio (only refers to sites with Image Portfolios)

Choose to add a new image from your Admin area.

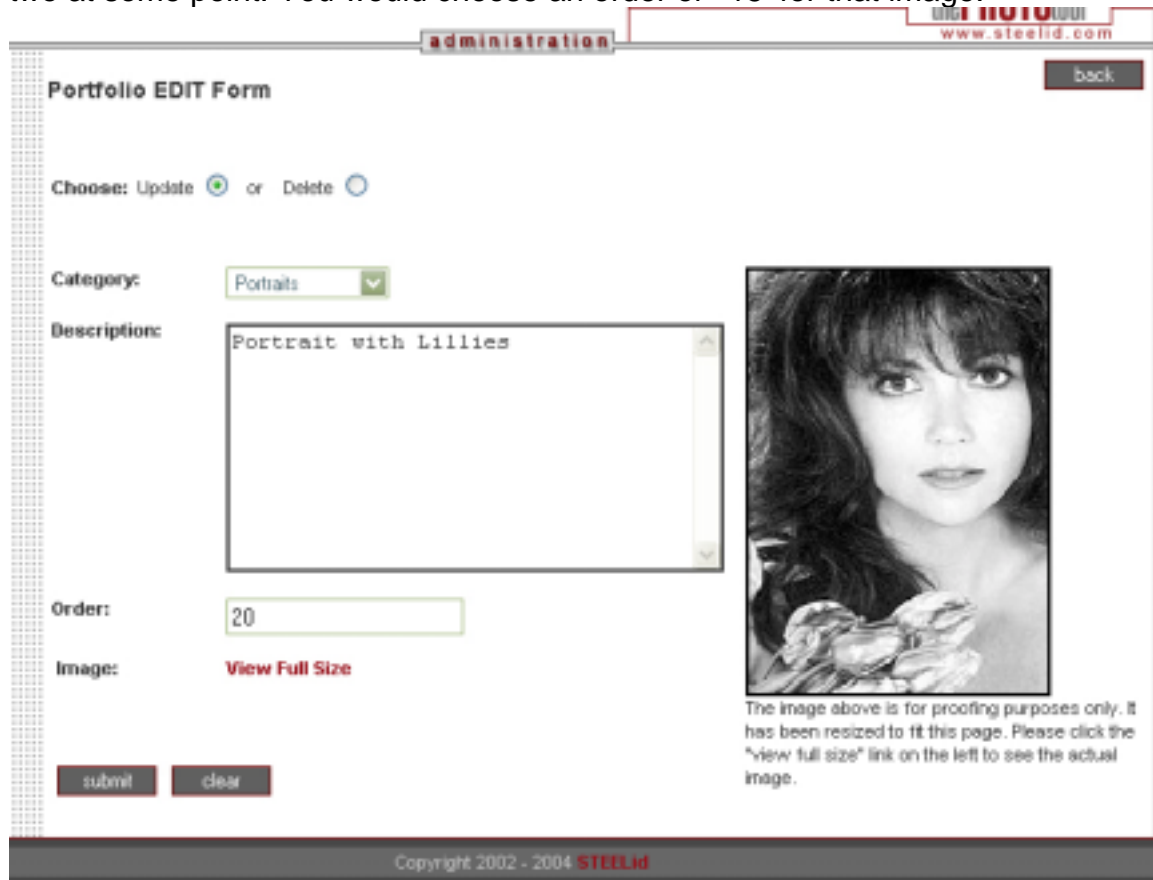
Choose Update / or Delete. Note: Deleting an image will permanently remove it from the site.

Choose which category you want to add the image.

Add the description of the image if applicable.

Choose the order of the image.

NOTE: We recommend you starting your images at '10' and then add them at intervals of 10. That will leave room if you decide to add an image between the two at some point. You would choose an order of '15' for that image.



The screenshot shows a web-based administration interface for a portfolio. At the top, there is a navigation bar with the word "administration" and a "back" button. The main content area is titled "Portfolio EDIT Form". It contains several form elements: a "Choose:" section with radio buttons for "Update" (selected) and "Delete"; a "Category:" dropdown menu set to "Portraits"; a "Description:" text area containing the text "Portrait with Lillies"; an "Order:" input field with the value "20"; and an "Image:" section with a "View Full Size" link. To the right of the form is a preview of a black and white photograph of a woman with long dark hair, looking slightly to the side. Below the image is a disclaimer: "The image above is for proofing purposes only. It has been resized to fit this page. Please click the 'view full size' link on the left to see the actual image." At the bottom of the form are "submit" and "clear" buttons. The footer of the page reads "Copyright 2002 - 2004 STEELid".

Browse for the image and choose it.

It will appear in the window on the right of the description area.

Click submit and the image is added to your portfolio.

Managing the Meta Tags:

The three areas that are specifically created for the Search Engines are the Meta Tags and Page name. You can control those easily with the TC administration. You can add, delete and modify the page name, and meta-tags anytime you want.

Webpage EDIT Form

Page Name: Homepage Scroll w/meta

Page Title: Arizona Wedding Photographer, Portraits, On Location, Kid Pictures, Family Portraits, Glamour, Journalistic Style Wedding Photography

Use as many descriptive words as possible - search engines will bring back search results partly based on your page title. You can insert up to 255 characters into this field.

Page Keywords: Arizona Wedding Photography, Photojournalistic Wedding Photography, Fashion Portraits, Weddings with Style, Scottsdale Wedding Photography, Phoenix Wedding Photographer, Sedona Wedding Photography, Portraits on

Be very specific on your keyword usage, use the most descriptive words first. Separate each keyword/phrase with a comma, you do not have to put a space after a comma(photo,wedding photographer)

Page Description: Wedding Photography with style. We shoot portraits in studio and on location, from wedding and family to kids, seniors and glamour. Specializing in high quality, creative images.

Just like the title, focus on descriptive words rather than typing a description that makes that focuses on grammar. Search engine base their results on keywords found in your page description.

Easy and Fast

We think you will find your Total Control Site easy to manage and grow. It will become a very powerful tool in your arsenal of marketing materials.