



Web Hosting Feature Overview

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1 WebsiteOS and Desktop

What is WebsiteOS?

WebsiteOS is a control panel where users can administer their domain. Within the control panel, users are able to setup email accounts, upload files, and setup particular features for their domain.

What applications are available in WebsiteOS?

Based on the various package types, users may have access to and will interact with the following applications:

E-mail

- Announcer
- EasyMail Setup

E-commerce

- Ad Manager
- ECBuilder
- EasyStoreMaker
- EasyStoreMaker PRO

Site Builders

- Appointment Scheduler
- Easy Blog Builder
- EasyLiveChat
- FrontPage Manager
- Plug-in Scripts
- EasySiteWizard
- Advanced Template Manager
- Webmaster Tools

Windows™ Services

Security

- Change Password
- FTP Manager
- Website Security
- SSL Manager
- Secure Shell

Statistics

- Disk Usage
- Log Manager
- Web Stats

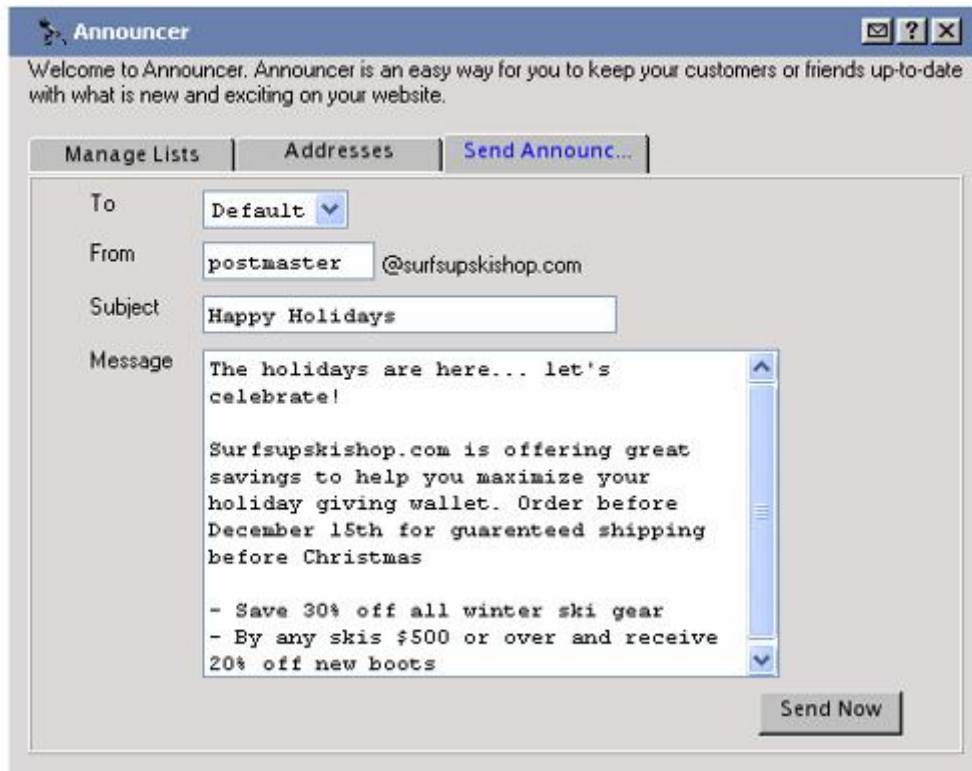
Website Management

- File Restore
- Database Manager
- File Manager
- Site Checker
- Site Promoter

2 Announcer

What is Announcer?

Announcer is an easy way for users to keep customers or friends up-to-date with what's new and exciting on their website. With Announcer they can manage distribution lists of email addresses and send messages based on these lists.



How does Announcer work?

Announcer uses a simple text format for its distribution lists that allows users to create lists on their local machine and upload them to their account.

What is the service's spamming policy?

Spamming (sending junk email) generates a very negative response from most of its recipients. It's in everyone's best interest to avoid this thus we enforce a strict Anti-Spamming Policy. According to our policy, sending spam from a user's domain will result in the termination of their account.

To ensure that users don't unintentionally generate spam, it's best to obtain the permission of the intended recipients before adding them to an Announcer distribution list.

3 EasyMail

What is EasyMail Setup?

EasyMail setup is a full featured accessory that allows any novice user to easily manage their domain's email account and configure various email account features. These accounts can be accessed by traditional mail reading clients as well as over the web with Webmail.

What are the functions in EasyMail Setup?

EasyMail includes the following functions:

ACCOUNTS

The EasyMail accounts function allows users to manage various aspects of their mail setup. Using this function, they can:

- Create a regular mail account
- View their existing mail accounts and passwords
- Delete regular mail accounts
- Change regular accounts' passwords
- Forward their email accounts

ALIASES

Alias accounts are email accounts that don't have a physical mailbox on the system, and must be forwarded to an existing regular account.

The EasyMail Aliases function allows users to manage their alias mail accounts. Using this function they can:

- Create an alias mail account
- View their existing alias mail accounts
- Delete alias mail accounts
- Change their alias accounts' forwarding

CATCH-ALL

This function allows users to redirect improperly addressed email sent to their domain to a catch-all email address. An improperly addressed email is an email message sent to their domain to an undefined email account.

For example, if a customer has a domain of "mycar.com" and they haven't defined an email account for bill@mycar.com through EasyMail setup, all email sent to the bill@mycar.com address is considered improperly addressed and will be redirected to the catch-all email address.

Users can create, change and remove a catch-all email address using the "Catch-All" function.

AUTORESPONDERS

The Autoresponder function allows users to reply automatically with a pre-written message to all or certain email sent to an email address. This function is useful to alert senders when they are out of the office for a few days.

SPAM FILTERING

The spam filtering function of EasyMail allows users to prevent unsolicited email (spam) from reaching their mailbox.

By enabling spam filtering for an account, every email that enters their inbox is evaluated and assigned a point value by an automated filter, based on the message headers and each email's content. If the point total is over a certain value, then the email is categorized as spam. The subject, message formatting and message headers are all examined for "spam-like" features.

One of three things can be done with email flagged as Spam: "Tag and Deliver", "Delete" and "Quarantine".

PERSONAL MAIL

The EasyMail's Personal Mail function allows users to control access to Personal Mail.

The Personal Mail application allows email account owners to administer various aspects of their email account without having to log into WebsiteOS. Account owners can configure forwarding, spam filtering, and autoresponders as well as change their email account password.

HISTORY

The History function allows users to view a list of issued mail administration commands. This feature is useful for tracking their work if a command is issued by mistake or if there is more than one person administering their mail.

4 Ad Manager

What is Ad Manager?

This application allows users to configure an ad server for use on their website.

An ad server allows users to place banner advertisements on their website, manage their advertising clients, and to collect statistics on banner "views" and "click throughs."

5 EasyLiveChat

EasyLiveChat is a fully managed business chat application that gives small business owners the ability to add online chat functionality to their websites — enabling online communication between site visitors and website representatives (such as sales or service staff). Up to four chat agents can be set up; each agent may handle up to four chat sessions simultaneously.

6 EasyStoreMaker & EasyStoreMaker Pro

What are EasyStoreMaker and EasyStoreMaker Pro?

EASYSTOREMAKER:

EasyStoreMaker gives users the opportunity to set up a simple store on their websites, quickly and easily through an ultra-simple, user-friendly interface. Users do not need any programming or e-commerce development experience to create a store.

Orders placed through EasyStoreMaker can be viewed securely online, giving users the ability to view the information needed to keep things organized (e.g. name, shipping address, products ordered, total price and credit card number). Users can enter product descriptions, set their own prices and tax calculations, and can select the currency their store will use.

EASYSTOREMAKER PRO:

EasyStoreMaker Pro gives users the opportunity to set up a full-featured store on their websites in a wizard style interface. The user does not need any programming or e-commerce development experience to create a store

EasyStoreMaker Pro provides support for multiple product catalogs, online credit-card processing, a variety of different payment gateways, and offers a secure page to view all online orders.

A comparison of features available in EasyStoreMaker and EasyStoreMaker Pro is detailed on the following page.

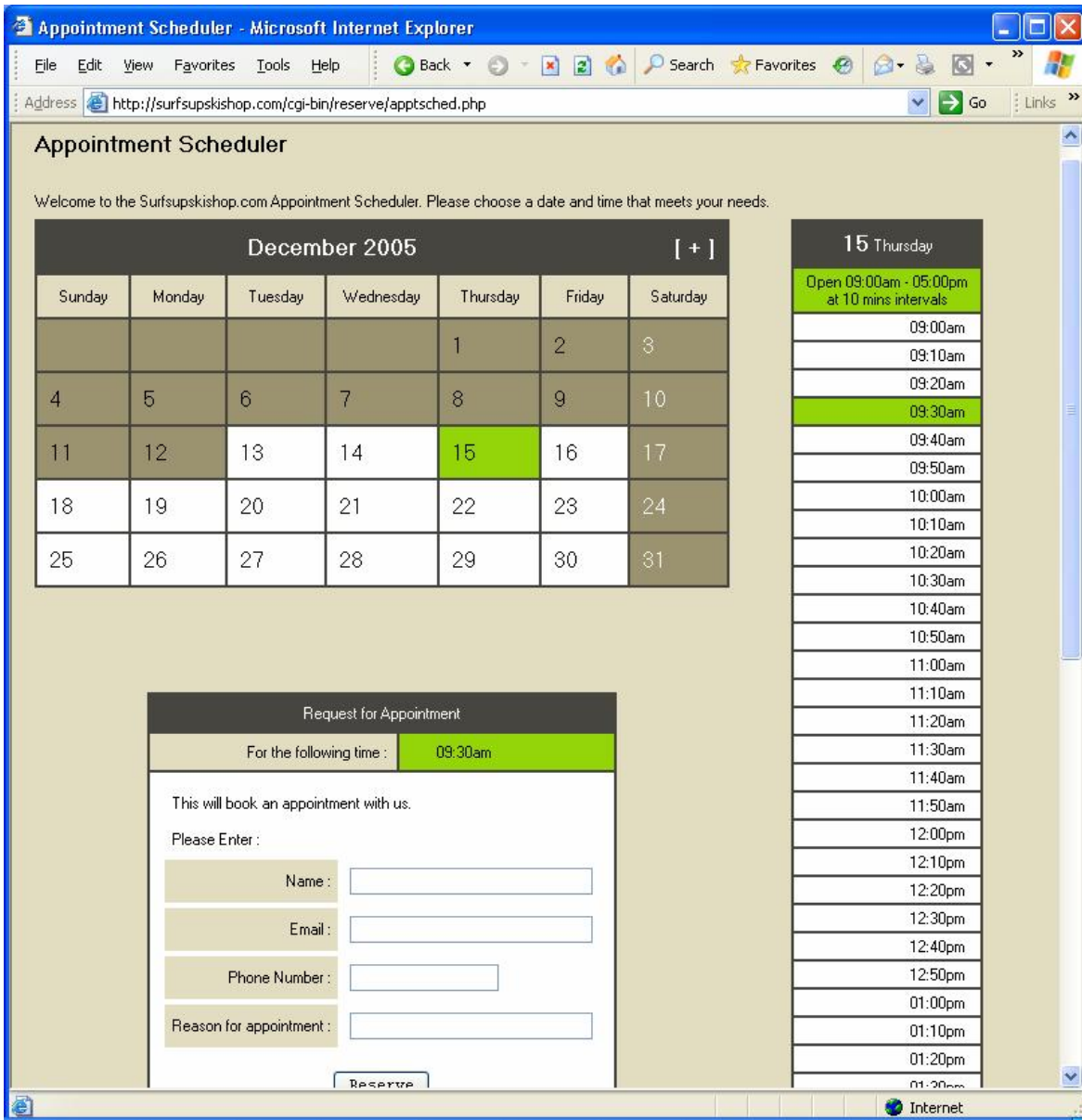
What are the differences between EasyStoreMaker and EasyStoreMaker Pro?

Features	EasyStoreMaker	EasyStoreMaker Pro
Multiple catalogs		✓
Payment gateway capability		✓
Custom thumbnail and detailed image sizes		✓
Install Wizard and Add Products Wizard		✓
Manage customers		✓
Custom storefront color schemes		✓
Range-rate shipping charges		✓
Calculation of shipping charges by order weight		✓
Store discounts		✓
Item discounts		✓
Thumbnail images		✓
Editable SKU numbers for products		✓
Stock counters and stock level warnings for products		✓
Item menus for store customers to select the color, size, etc. of the item being purchased		✓
Ability to set a "max quantity per order" for individual products		✓
"Back-ordered", "Discontinued", "New", "On-sale" categorizations for items		✓
Customizable item sorting and display		✓

7 Appointment Scheduler

What is Appointment Scheduler?

The Appointment Scheduler allows users or their customers to schedule appointments online. The scheduler is built through an easy-to-use wizard with the option to customize colors. Once complete the Appointment Scheduler is easily linked from the user's website.



8 EasyBlogBuilder

What is a blog?

A blog (also referred to as a Web Log) can be used in a variety of ways; however, it's largely used as a medium for posting stories or journal entries online. People who read blog entries can also make comments on the posts a user or (other users that are set up) have made. Blogs are ideal for both social and professional communications.

What is EasyBlogBuilder?

The Easy Blog Builder is an application that creates a utility to allow users to post "Blogs" onto their website. Designed through an easy to use wizard, the blog is highly customizable with the user's logo and preferred colors.



9 FrontPage Manager

What is FrontPage Manager?

If users wish to use Microsoft FrontPage to develop their website, they must first install FrontPage extensions using the FrontPage Manager. The FrontPage Manager function will automatically install the 2002 extensions.

What are FrontPage Extensions?

FrontPage extensions are particular elements which must be installed into a user's home directory to enable features that are created within Microsoft FrontPage to function correctly.

What features will be disabled if FrontPage extensions are tuned on?

Installing FrontPage extensions will disable the following features in WebsiteOS:

- Ad Manager
- File Manager
- Database Manager
- Plug-in Scripts
- EasySiteWizard
- Website Security
- FTP access

10 Plug-in Scripts

What are Plug-in Scripts?

Plug-in Scripts are ready-to-use, pre-written CGI scripts available in WebsiteOS.

What types of scripts are available?

The Plug-in Scripts available to users are:

SCRIPT NAME	FUNCTION
FormMail	Automatically sends information completed within a form via email to the email address specified by the site user.
Counter	Tracks the number of people visiting a user's website each day. The Counter displays graphically the number of hits the website receives. The user can opt to make the Counter visible or invisible.
Text Counter	Displays the number of visitors to a page on a user's website. The Text Counter displays text only, whereas the Counter displays the number graphically.
Guestbook	Allows users to set up a comments page on their website so visitors can add entries to their guestbook.
HtDig	A search utility that enables visitors to search for specific topics on user's website

11 EasySiteWizard

What is EasySiteWizard?

EasySiteWizard is a robust, wizard style tool that allows users to quickly create customizable, professional-looking websites without HTML using a series of pre-made templates.

EasySiteWizard contains advanced functionality that may not be compatible with older web browsers. The current version of EasySiteWizard is compatible with the following browser versions:

- Internet Explorer 6+
- Mozilla 1.6+
- Firefox 0.9+
- Netscape 7.1+

When using EasySiteWizard, users should clear their web browser's cache before building/creating their website. This will ensure the web browser works smoothly at all times.

How do users create a site using EasySiteWizard?

Creating or editing a website in EasySiteWizard is fast and easy. There are three steps involved in creating a new website: Define it, Design it, and Build it.

If a user's hosting product allows them to publish multiple websites, and they already have more than one website created (published or not), then there are four steps: My Websites, Define it, Design it, and Build It.

Below is a description of the information and tasks performed during each step of the website creation or construction process:

MY WEBSITES

This step is required when modifying existing pages when there is more than one website in the creation tool (published or not). This step is not required when creating a new site.

DEFINE IT

Users enter their contact information, page content, logos, meta tags, etc. during the "define it" stage. Users also have a choice to create either a single or a multi-page site during this stage.

DESIGN IT

Users choose a template for their website from the graphical menu on the right-hand side of the wizard interface. A preview image of the template the user selects is shown on the left-hand side of the wizard interface.

BUILD IT

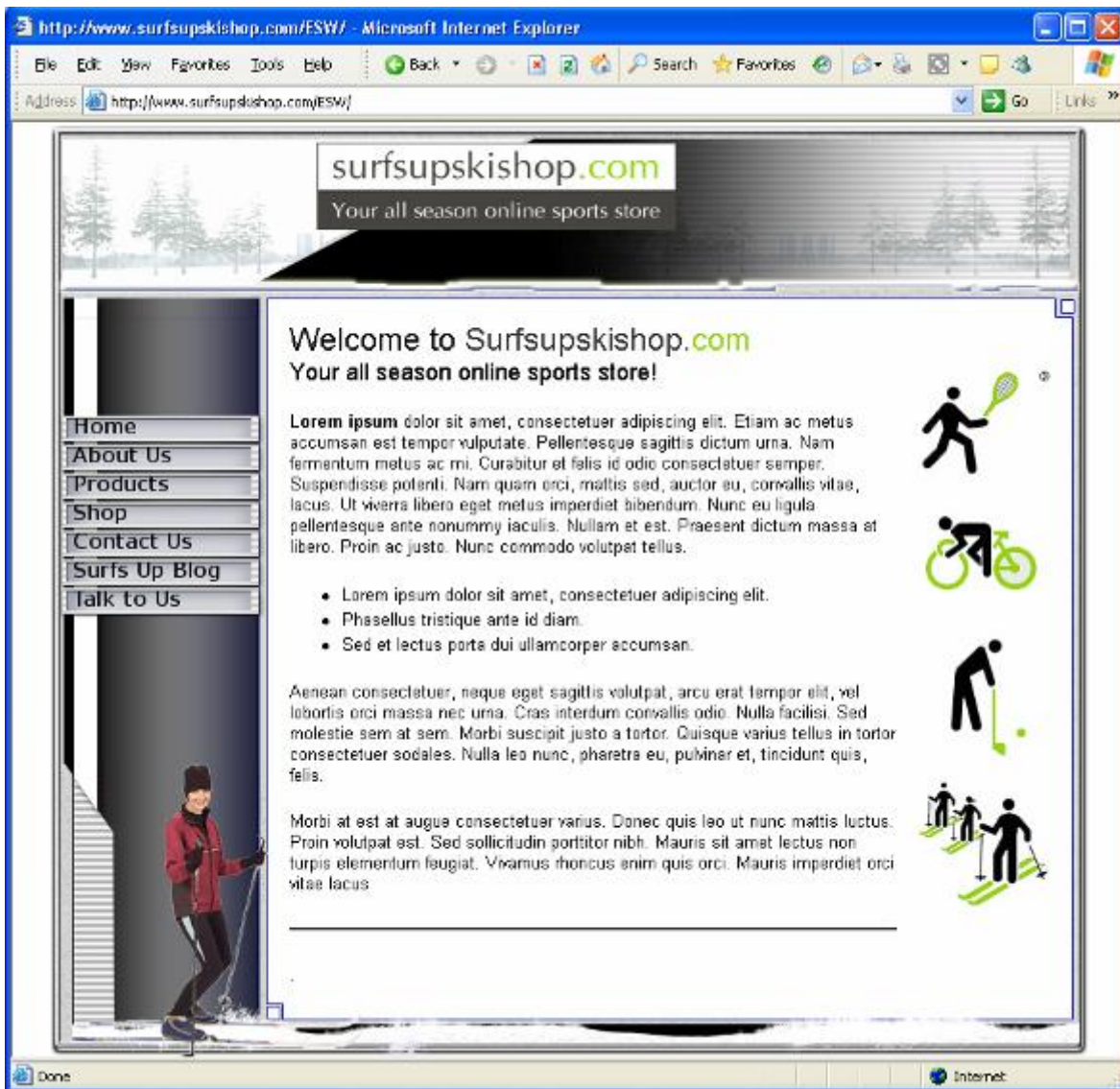
The Build It stage allows users, through the page editor, to add, remove and modify buttons on their page, and create their web content, including frame layout, text, links and pictures, for each page in their multi-page site.

Users may perform the Define it, Design it and Build it steps in any order they wish.

PUBLISHING THE SITE

If an index.html page already exists in the directory being published, the EasySiteWizard will rewrite it. Several files will be created and new files and a new directory will be created in the user's public directory.

Users should create a backup of all important files before using EasySiteWizard as it may overwrite some existing files. Also, the user may want to backup any other directories or sub-directories they previously created.



Can a multi-page site be created?

Two different types of websites can be created or edited when using EasySiteWizard: single-page or multi-page.

The single-page process is quite similar to the multi-page process. There are only few features that can be exclusively accessed by a multi-page site.

INTRODUCTION TO PageEditor

In the third and final step, "Build your site", a full-scale version of the template is displayed*, and the PageEditor application is loaded. PageEditor will allow users to edit their website's content using a WYSIWYG (What You See Is What You Get) interface; it allows users to enter text or insert pictures into their website, set up the overall layout of a page, and configure the buttons* and hyperlinks on the site.

At the top of the window is a menu bar with formatting buttons. Users can click an area in the window and enter content. They can enter text, upload an image or access the free image library and insert a picture from there.

Users can save information at any time by clicking on the file menu and selecting "Save Page" or pressing Ctrl-S.

Note: Features marked with an asterisk (*) are only available for multi-page websites.

Using SiteSparks™

SiteSparks™ are special plug-ins that allow users to easily add customizable, complex functions to their page without any webpage scripting knowledge. To call up a list of available SiteSparks, users click on the "Insert" menu, and select "SiteSparks". A pop-up window will appear, providing a list of available SiteSparks. Clicking on an item in the list will bring up an explanation of for what each SiteSpark is used. When users have selected the SiteSpark they wish to use, they just click on "Insert". An icon will appear in the page editor at the insertion point, which represents the SiteSpark. To configure the SiteSpark, users right-click on the icon and select "Properties". A pop-up window will appear. This window will display all customizable information (colors, font sizes, etc) available for the SiteSpark selected.

12 Advanced Template Manager [www.templatedemo.com]

What is Advanced Template Manager?

This application has been designed for more advanced website designers who want to use highly customizable templates that can be edited by applications such as Adobe Photoshop, Macromedia Flash MX and Macromedia Dreamweaver MX.

It's recommended that beginners, or intermediate-level website designers who are not yet familiar with the required software, use EasySiteWizard instead. EasySiteWizard provides a more guided process for template-based website creation, which does not require the use of any additional software.

The Advanced Template Manager is located under the "Site Builders" section in WebsiteOS. When the application is first launched, users will be provided with three viewing options: Designer Templates, Basic Templates, or Royalty-free Images. A brief description of each option follows:

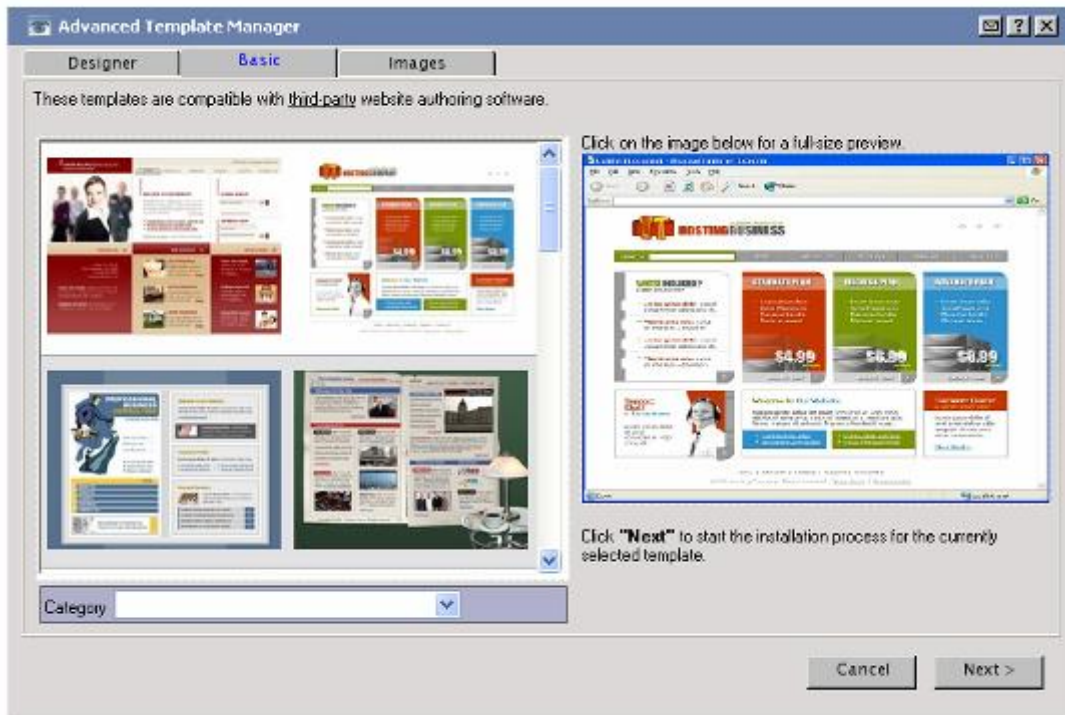
What are Designer Templates?

Designer Templates are highly customizable templates that generally require the website designer to own or have access to Adobe Photoshop, Macromedia Flash MX and Dreamweaver MX. The number of designer template downloads per customer is limited by the interface.



What are Basic Templates?

Basic Templates are select EasySiteWizard templates, but are provided in a format that allows a higher level of customization. Again, these templates generally require the website designed to have access to Adobe Photoshop, Macromedia Flash MX and Dreamweaver MX. There are no restrictions on the number of basic templates a user can download.



13 Windows Services

What is Windows Services?

The Windows Services Enabler allows the use of ASP, ASP.net, ColdFusion and ColdFusion MX files on the user's domain. Our systems will process these files correctly only after enabling the appropriate service on the domain.

If the user has an SSL certificate installed on their domain, secure services can also be enabled using the Windows™ Services Enabler.

What is ASP?

Microsoft Active Server Page (ASP) is a server-side scripting technology used to create dynamic and interactive Web applications. An ASP page is an HTML page that contains server-side scripts processed by a web server before being sent to the user's browser. ASP can be combined with Extensible Markup Language (XML) and Hypertext Markup Language (HTML) to create powerful interactive websites.

ASP is a feature of the Microsoft Internet Information Server. Since the server-side script is building a regular HTML page, it can be served to almost any browser. An ASP file can be created by including a script written in VBScript or JScript in an HTML file.

What is ASP.net?

Microsoft's ASP.net is a server-side scripting technology used to create dynamic and interactive Web applications. An ASP.net page is an HTML page that contains server-side scripts processed by a web server before being sent to the user's browser. Users can combine ASP with Extensible Markup Language (XML) and Hypertext Markup Language (HTML) to create powerful interactive websites. ASP.net coding is more "compact" than ASP code; the scripts required to perform a given function are shorter in ASP.net than they are in ASP.

Since the server-side script is building a regular HTML page, it can be served to almost any browser. An ASP.net file can be created by using any text-editing tool, such as notepad.

What is ColdFusion?

ColdFusion, developed by Allaire, is a complete Web application server for developing and delivering scalable e-business applications. The ColdFusion solution consists of two related packages:

- ColdFusion Studio – Tightly integrated with ColdFusion Server, ColdFusion Studio provides visual programming, database, and debugging tools for building sophisticated Web applications.
- ColdFusion Server – ColdFusion Server offers all the runtime services for delivering users' e-business applications built on a highly scalable and open architecture.

ColdFusion uses a tag-based, server scripting language that is ideal for programming Web applications. Processed entirely on the server, the ColdFusion Markup Language (CFML) cleanly integrates with HTML for user interface and XML for data exchange. Both open and extensible, CFML supports more than 70 server-side tags, 200 functions, and 800 third-party components. In addition, ColdFusion supports Java and C++.

What extensions should be used?

In order for the web server to correctly identify and parse ASP, ASP.net, ColdFusion and ColdFusion MX files, users should use the following extensions:

- ASP files should use ".asp".
- ASP.net files end with ".aspx"
- ColdFusion and ColdFusion MX files must use ".cfm"

Since ColdFusion and ColdFusion MX files both use the ".cfm" extension; it is not possible to have both services enabled at the same time. For security reasons, our servers do not support ColdFusion custom tags.

14 FTP Manager

What is FTP?

FTP (File Transfer Protocol) is a UNIX service that has become an essential feature of the Internet. FTP is a communications protocol that allows for easy, efficient, and accurate transfer of files from computer to computer across a network or, in this case, from an end user's computer across the Internet to a webserver.

What is FTP Manager?

FTP manager is a function that allows users to control access to Directory-specific FTP and Anonymous FTP.

What is Directory-specific FTP?

Directory-specific FTP allows users to give another person FTP access to a specified directory on their website. Using an FTP client, the external user can upload files to and download files from the user's computer. Users may grant FTP access to a specific directory for each external user. The external user will then have access to all directories that are located below the specified directory.

An FTP user will not have access to any other part of their website or other applications within the WebsiteOS.

What is Anonymous FTP?

Anonymous FTP allows users to FTP to a specified directory anonymously. When Anonymous FTP is enabled the system creates an 'anonftp' folder outside of /public. It also creates the username "anonymous".

All popular FTP clients have an option to login to a server as anonymously and automatically set the username to "anonymous". The password for this account must be in the form of an email address.

15 Website Security

What is Website Security?

Website Security is an application that restricts access to certain areas within the user's website. These areas are protected by Hostname, IP address, or username and password.

A hostname is a unique name that would identify a computer through a network, and is known as site name.

An IP Address is abbreviated for Internet Protocol, which identifies the sender and receiver of information across the Internet.

16 SSL Manager

What is SSL?

SSL is abbreviated for Secure Sockets Layer. SSL works by using a private key to encrypt data transferred over the SSL connection. Many websites use the protocol to obtain confidential user information, such as credit card numbers. The convention of the secure URL is: https.

What is the SSL Manager?

The SSL Manager application will help users set up SSL security for their website. This application will allow users to choose between using our generic SSL certificate, or creating one of their own.

The generic SSL certificate is a shared certificate that certifies that the specified area is a secured area. The URL for the generic SSL is:

<https://www.securewebexchange.com>

A private SSL certificate can be purchased as well.

17 Secure Shell

What is Secure Shell?

Secure Shell, or SSH, is a UNIX-based command interface and protocol for securely accessing a remote computer. It is frequently used as a secure method to remotely access and manipulate files directly on a website.

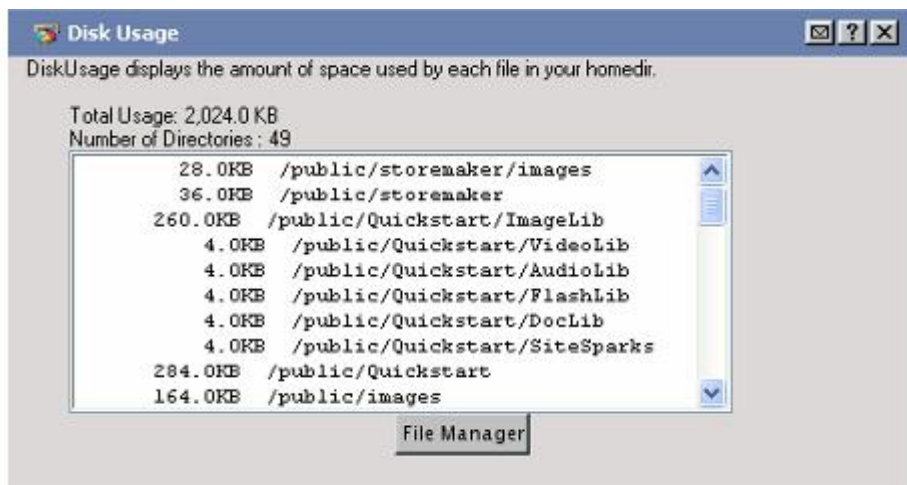
SSH uses a "command-line" interface, similar to DOS. A command-line interface does not use a GUI (Graphical User Interface); instead, all commands are typed at a command prompt in a special terminal window

18 Disk Usage

What is Disk Usage?

Disk usage is the amount of space that user files have used in the home directory. Disk usage will display the total number of directories within the domain's online space and is calculated in kilobytes (KB). Disk usage also shows the entire directory paths in which files are contained.

The report displayed within the application is in plain text within a text field that can be cut and pasted for printing.



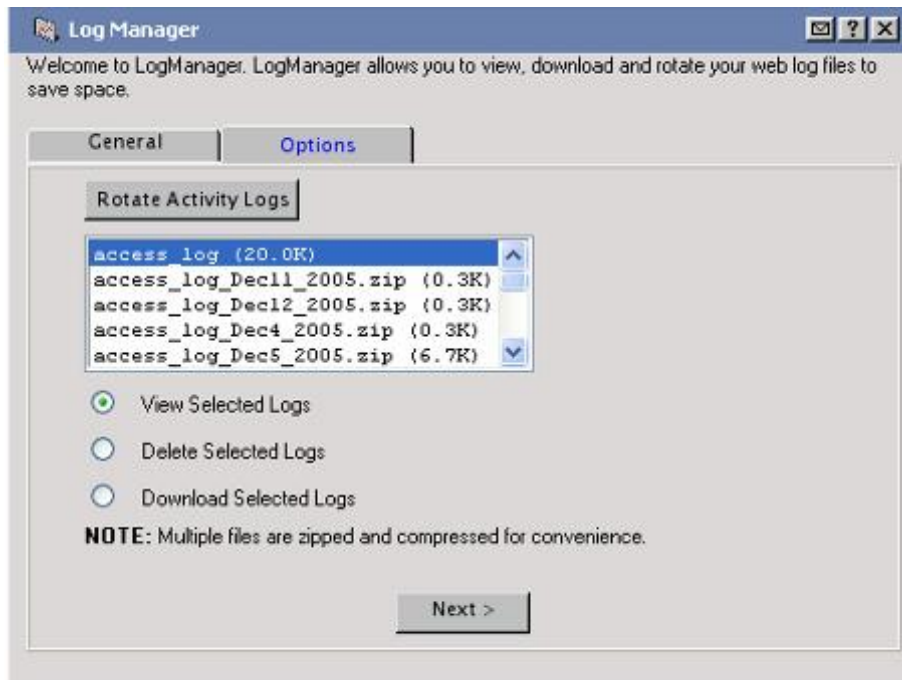
What can Disk Usage do?

The disk usage tool is used to view the location of files in the directories and subdirectories of a domain in kilobytes. This tool is used as a quick reference to view the location of the resources on a domain. The information presented here is calculated in real-time.

18 Log Manager

What is the Log Manager?

The Log Manager allows the end user to obtain raw server logs for their site activity and traffic. Users can view and/or delete, print, download, and date their log files. They may disable logging altogether to conserve their disk space.



How are Logs Displayed?

Server logs are in plain text, tracking traffic and activity on a user's website. The user's server logs can also be downloaded for use with other statistics packages.

What is the difference between Log Manager and Web Stats?

While the Log Manager allows the end user to manage their log files and view them in their raw state, Web Stats makes them much more readable.

19 Web Stats

What is Web Stats?

Web Stats is a web server log file analysis program. It produces usage statistics from a user's website server logs. This information details the traffic on the website and where it's coming from.

How are Web Stats presented?

The statistical results are presented in both columnar and graphical format.

Yearly, monthly, daily and hourly usage statistics are presented, along with the ability to display usage by site, URL, referrer, user agent (browser) and country.

Web Stats uses "Webalizer Version 2.01" server log analysis program.

For how long are Web Stats kept?

Web Stats keeps its statistics for 12 months. To keep statistics for a longer period of time, the user has two options:

1. Rename the "stats" directory, which is located inside the "public" directory or move it to another location. Web Stats will create a new directory the next time it is run. When the new "stats" directory is created, it will only contain the statistics from the date it is created and the new reports will be generated from the available statistics.
2. Copy the contents of the "stats" directory to another location.

20 File Restore

What is File Restore?

File Restore allows users to restore their website's content from a series of time-based periods (one hour, one day, etc.).

While we highly recommend that users always keep local copies of their content, File Restore offers a convenient method for restoring it without having to use their local backups.

This application has the potential to overwrite existing files during a restore operation. To ensure the end-user is aware of this possibility, File Restore prompts the user to confirm the details of a restore operation before restoring content.

21 Database Manager

What is a database?

A database is a collection of data that is organized so that its contents can easily be accessed, managed, and updated within a structure (Quote-Merriam-Webster Online Dictionary "<http://www.m-w.com/home.htm>").

What is the Database Manager?

The Database Manager is a web based MySQL client that allows users to create and manipulate a maximum of two MySQL databases. If a user requires more than two databases then they may utilize a different type of database such as: MS Access or MS SQL.

Database Manager is best used for creating databases and tables. For populating a database, users should consider using a script (PHP, ColdFusion) or CGI.

How does Database Manager work?

Database Manager builds SQL statements from the various options that users may choose. This application allows users to review the queries that have been created before execution. This is the reason for the "Build SQL Query" button. Viewing the Query gives users an opportunity to review the query before running it. Clicking the "Run SQL Query" button submits the query to the SQL server.

Who should use Database Manager?

Database Manager is designed for advanced users. Knowledge of relational databases and SQL is required in order to use the Database Manager efficiently.

22 File Manager

What is the File Manager?

The File Manager function allows users to take full control of their website files. It is a safe alternative to full shell access for sophisticated users. Users can copy, move, delete, rename and edit files, create and remove directories, change file permissions, and upload files from their local computer to the server.

File Manager is best used to manipulate files that have been previously uploaded to a user's website. To upload more than one file at a time, an FTP client is generally more efficient.

23 Site Checker

What is Site Checker?

The Site Checker function allows users to:

- View the structure of their website
- Check their pages for broken links
- List links pointing to external sites
- View their website images
- Get a run-down of problems sorted by author
- Locate pages that may be slow to download
- Show new and old pages
- Show pages that have no title
- Show links that are not checked

24 Site Promoter

What is Site Promoter?

Site Promoter is a utility that gives users the ability to automatically send promotion material to select search engines to gain placement for their website in the search engine's rankings.

To which search engines does Site Promoter submit the requests?

Site Promoter submits the requests to the following search engines:

- Google
- AllTheWeb
- EntireWeb
- SplatSearch
- SurfGopher
- Subjex

How do search engines work?

Generally speaking, search engines match criteria entered by a user with information contained in a database of Internet resources. These resources can be anything from Hypertext Transfer Protocol (HTTP) links to File Transfer Protocol (FTP) links to Newsgroup postings and references. Some search engines are more effective than others due to the size of the resource database and the method in which it is queried.

Many search engines use “spiders” that roam the Internet looking for websites. These spiders crawl from page to page via hyperlinks, so the more sites that link to a user’s site, the more likely it is that the spiders will find the site and place it in their rankings.

Other search engines use criteria such as the title, keyword, meta tags, word frequency in the document, and document length to determine the user’s listing.

Different search engines use different criteria to determine a website’s ranking in a search. There is no guarantee that any search engine will list a user’s site when using the Site Promoter application.

Users can obtain more information by referring to each search engine’s help files to learn exactly how websites are ranked. Understanding how search engines work will help users in utilizing these tools more effectively.

The name of each search engine in the Site Promoter application is linked to the actual search engine website to help provide more information.