



Web Hosting from Bell

Building tips and tools



Table of Contents

(click a page number to access that page)

Getting Started	3
Online tools that make managing your Web site simple	3
Email for your Web site and Business	5
Build your Web site	6
Sell products on your Web site	9
Communicate with your customers on your Web site	11
Promote your Web site	13
Manage your Web site	15
Security for your Web site	18

Getting started

Thank you for subscribing to Web Hosting from Bell. With Web Hosting from Bell, you can now take advantage of a wide range of online tools to grow your business online and reach more customers. The following guide provides you with an overview of how to set up and use the online tools available.

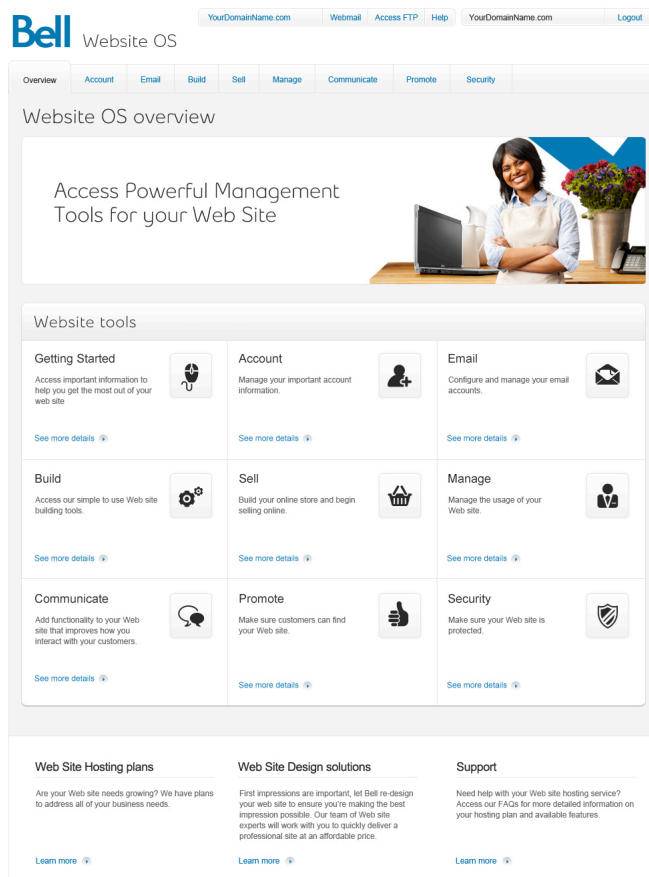
Online tools that make managing your Web site simple

Web site Hosting from Bell delivers powerful online tools that make it simple for you to build and manage your own Web site including a full suite of email, building, sales and communications services. With the easy-to-use WebsiteOS Web-based control panel, you can establish and manage a successful online business.

WebsiteOS online tools enable you to:

- Create a professional business and ecommerce-enabled Web site
- Market your Web site to increase customer traffic
- Enhance customer service
- Create and manage your business email accounts
- And much more

You can find these tools on the WebsiteOS customer control panel.



WebsiteOS is divided into categories of tools that make it easy for you to access the tools that are important to you.

Categories include:

Email

Tools to configure and manage your email accounts

Build

Access our simple to use Web site building tools

Communicate

Additional tools to help you deliver better service to your customers

Promote

Tools to make sure customers can find your Web site

Sell

Tools to build your online store and begin selling online

Manage

Tools to manage the usage of your Web site

Security

Tools to secure your Web site

Following is a complete list of WebsiteOS applications and tools to set up and manage your Web site that are available to Web Hosting customers.

Please note: If you are unsure of what applications and tools are included in your Web Hosting plan, please click [here](#) or call 1 866 303-0332 for more information.

Category	Services
Email	EasyMail™ SyncSuite™
Build	EasySiteWizard Pro™ Photo Album Advanced Template Manager Site Checker FrontPage Manager Plug-in Scripts
Sell	EasyStoreMaker EasyStoreMaker Pro™ osCommerce Templates
Communicate	EasyBlogBuilder Pro™ EasyLiveChat™ Announcer Pro™ (250 newsletters a month) Appointment Scheduler

Promote	EasySite Optimizer Ad Manager Site Promoter
Manage	Web Stats File Restore Database Manager DNS Manager File Manager FTP Manager phpMyAdmin Windows Services
Security	Website Security SSL Manager Secure Shell

Email for your Web site and Business

As part of your Web site hosting subscription, you have access to reliable business-class email, easy-to-use webmail, and many additional rich email features.

EasyMail™

EasyMail allows you to easily create and manage your domain's email account(s) and configure various email account features.

EasyMail includes many powerful functions, including:

Email Account Management – This function can be used to:

- Create a new email account
- Manage user passwords
- Delete email accounts
- Create forwarding rules for email accounts
- Create aliases and auto responders
- Enable catch all
- Manage spam filters

Please note: Desktop setup and configuration is required once your email account has been created in EasyMail. Please refer to the Setup your Email quick start sheet.

SyncSuite™

SyncSuite is a powerful email collaboration and synchronization suite for simplifying information management. With SyncSuite, you can synchronize critical data (contacts, calendars, notes and tasks) wirelessly in order to ensure consistency in data from your desktop email client to your webmail and/or any supported mobile device.

SyncSuite also enhances the webmail experience by providing access to shared calendars, contacts, tasks, notes. You can look up people's availability based on their calendars, as well as send meeting invitations to co-workers with automatic email notifications.

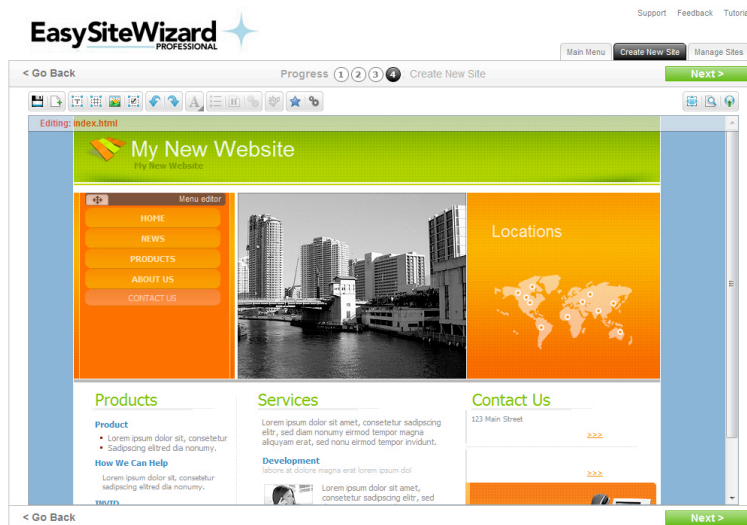
Features include:

- Optional shared personal calendars, contacts, tasks and notes across the domain
- Easy setup and management of group schedules using easy-to-identify calendar groups with color themes, while providing different access levels to different users

Build your Web site

EasySiteWizard Pro™

This intuitive online Web site building application allows you to easily design, edit and maintain your own Web site. EasySiteWizard Pro features the latest in design functionality, including access to over 2,000 high-quality Web site templates indexed in over 60 business verticals. This powerful Web site builder is perfect if you do not have Web design experience, or if you are more advanced and are looking for enhanced features and flexibility.



Features include:

- An easy and dynamic drag-and-drop editing capability to help you position text, images, headers and links
- An indexed library of over 40,000 free Web-ready images to help you generate more powerful visuals
- Built-in spell check to ensure your Web site is error free, polished, and ready to go live
- An easy-to-use WYSIWYG (what you see is what you get) design interface that requires no html experience
- Professionally designed templates for high-end results

Photo Album

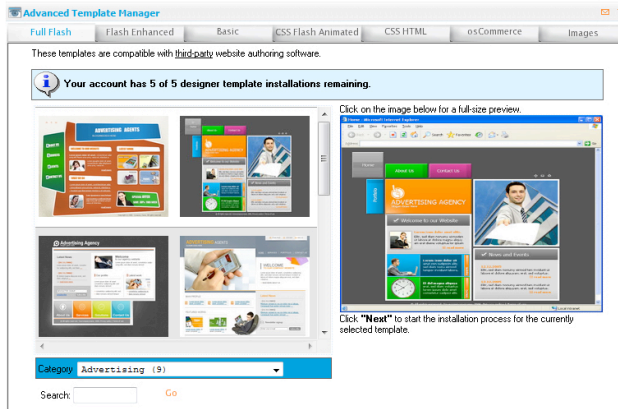
Photo Album is a user-friendly, photo-sharing tool that allows you to set up albums, upload images, add descriptions, and publish photos through one easy-to-use interface. Photo Album is a highly effective tool for posting photos of company functions, achievements, trade shows and industry events/awards.

Features include:

- Full WebsiteOS integration so you don't need to install or learn a new program
- Support for numerous file formats and single/multiple image uploading

Advanced Template Manager

Advanced Template Manager offers a collection of over 5,000 professionally-designed, easily-downloadable Web site templates. This tool is for advanced Web site designers who want to use highly customizable templates for editing with applications such as Adobe Photoshop, Macromedia Flash MX and Macromedia Dreamweaver MX.



These media-rich templates incorporate the latest design enhancements (e.g. Flash) and are compatible with popular HTML editing tools such as FrontPage® and Dreamweaver.

Advanced Template Manager is located under the "Build" section in WebsiteOS. The application provides three viewing options: Designer Templates, Basic Templates or Royalty-free Images.

1. **Designer Templates** are highly customizable templates that generally require a Web site 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.
2. **Basic Templates** are a selection of EasySiteWizard Pro templates that are provided in a format that allows for a higher level of customization. These templates also generally require a Web site designer to have access to Adobe Photoshop, Macromedia Flash MX and Dreamweaver MX. There are no restrictions on the number of basic templates you can download.
3. **Royalty-free Images** are pictures that are free for use online. These pictures are the same ones that are available through EasySiteWizard; but can be downloaded directly to your Web site through the Advanced Template Manager template.

Site Checker

The Site Checker function allows you to:

- View the structure of your Web site
- Check pages for broken links
- List links pointing to external Web sites
- View Web site images
- Access a summary 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

FrontPage Manager

The FrontPage Manager function will automatically install 2002 extensions if you are working with Microsoft FrontPage to develop your Web site. FrontPage extensions are particular elements that need to be installed into your home directory in order for features created within Microsoft FrontPage to function correctly.

Installing FrontPage extensions will disable the following features in WebsiteOS:

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

Plug-in Scripts

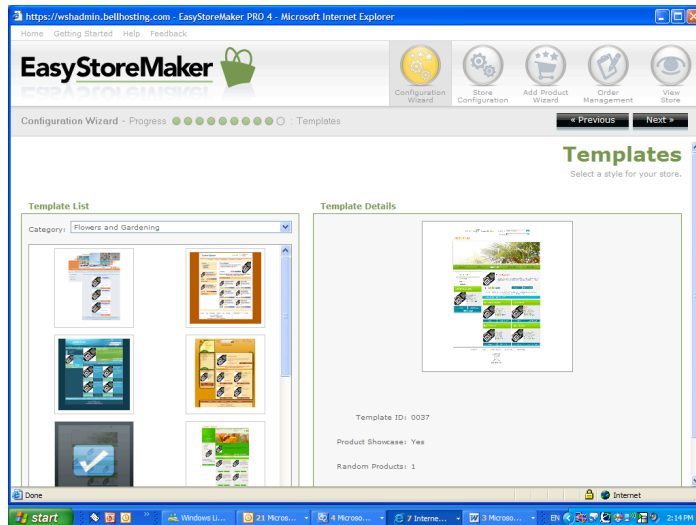
Plug-in Scripts are ready-to-use, pre-written CGI scripts available in WebsiteOS. The Plug-in Scripts available to you are:

Script Name	Function
FormMail	Automatically sends information completed within a form via email to the email address specified by your Web site user
Counter	Tracks the number of people visiting your Web site each day and displays the number of hits in a graphical display (the Counter can be visible or invisible)
Text Counter	Displays the number of visitors to a page on your Web site in text format
Guestbook	Allows you to set up a comments page on your Web site so visitors can add entries to your guestbook
HtDig	A search utility that enables visitors to search for specific topics on your Web site

Sell products on your Web site

EasyStoreMaker

EasyStoreMaker lets you set up a simple store on your Web site quickly and easily through an ultra-simple, user-friendly interface without the need for programming or e-commerce development experience.



Orders placed through EasyStoreMaker can be viewed securely online, so you can view the information needed to keep things organized (e.g. name, shipping address, products ordered, total price and credit card number). You can also enter product descriptions, set pricing and tax calculations, and select the right currency option for you.

EasyStoreMaker Pro™

EasyStoreMaker Pro is a complete, quick and easy e-commerce solution that provides the ability to sell your products and services online.



This e-commerce application supports a variety of payment gateways, auto messaging, product showcasing, comma separated values (CSV) imports, and international currencies.

Easy-to-follow screen-by-screen instructions, combined with a suite of professionally designed store templates, make setting up an e-commerce business simple whatever your level of experience.

EasyStoreMaker Pro is integrated with WebsiteOS and EasySiteWizard Pro so you can build both a Web site and a store in one package.

Additional features included in EasyStoreMaker Pro:
Multiple catalogues
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
Store Templates
Product Showcasing
Multiple product uploading
Support for credit card processing and Interac

osCommerce

osCommerce is an Open Source-based online e-commerce solution that is available free under the GNU General Public License. The installation application can be found in WebsiteOS under "e-commerce".

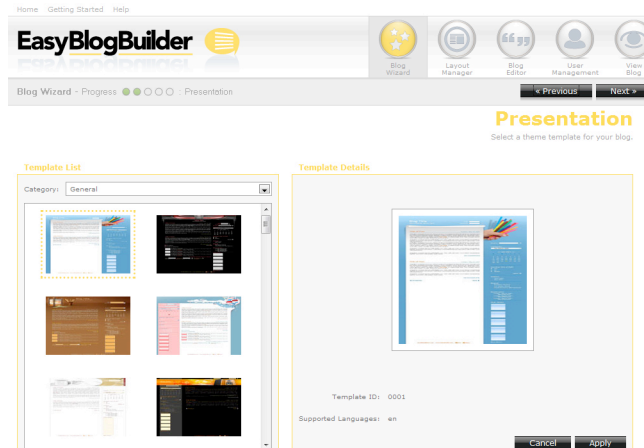
osCommerce features a rich set of out-of-the-box online shopping cart functionality that allows you to set up, run, and maintain their online stores with minimum effort at no cost.

You can easily install and uninstall osCommerce on your domain. The application also provides a simple way to access your storefront and osCommerce's administration interface to configure or edit your store's selection of products.

Communicate with your customers on your Web site

EasyBlogBuilder™

EasyBlogBuilder enables you to setup and manage a blog on your Web site, quickly and easily. This Web-based blogging journal is powered by a self-publishing tool that enables you to regularly and easily update and create new content.



EasyBlogBuilder is integrated with WebsiteOS. Simply click the “Communicate” option and “EasyBlogBuilder” to access the blog wizard. The step-by-step wizard helps you select a template theme and add-ons such as RSS feeds, calendars, survey polls, topic categories and more. Preferences also allow you to customize the blog title and description, time-zone settings, maximum posts per page and comment censorship capabilities.

You can keep your visitors informed about updates to your blog through RSS and ATOM syndication, while automatically archiving previous posts for easy management and future reference. As an administrator for your blog, you also have the authority to assign, approve or delete visitor comments before they are posted.

With EasyBlogBuilder you can:

- Create categories such as sports, real estate etc. for easy navigation
- Search blog entries by category or keyword
- Easily add and delete your team members who have access to post a blog entry
- Share photos/add Flickr photo integration
- Create RSS/Atom Feed Syndication
- Broadcast new postings, features etc. to loyal viewers

EasyLiveChat™

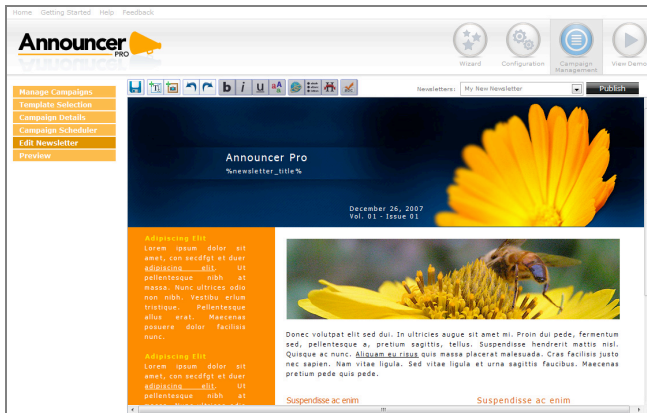
EasyLiveChat allows you to set up online chatting to handle services such as technical support, general sales inquiries, conduct surveys and more. EasyLiveChat manages up to four agents, each of which can chat with up to four visitors simultaneously.

Features include:

- Visual and audible agent notification
- Pre-determined hours of chat operation
- Full transcript functionality
- Chat archiving
- Pre-defined, editable messages

Announcer Pro™

Announcer Pro helps you to create compelling email newsletters and manage regular communication with your customers while enjoying the graphical flexibility of a Web page.



With Announcer Pro you can send a monthly company newsletter or tip of the week; promote a seasonal sale or new product line; or any other email communication that will give your customers a reason to keep your company, products and services top-of-mind.

The wide selection of professionally designed templates and drag and drop editing capabilities makes it easy to create your custom HTML-based email message. In addition, detailed reporting tools let you measure who has read each email, what links they clicked, and if they forwarded it to a friend.

Announcer Pro features and functions include:	
Design Tools	<ul style="list-style-type: none"> • Choose your design from a gallery of pre-built newsletter templates • Easily add your own content, format your text and add links • Customize your layout using drag and drop formatting • Add your own images or choose from over 30,000 royalty free images • Send emails in HTML or rich-text formats
Scheduling	<ul style="list-style-type: none"> • Pre-schedule specific dates and times to send individual newsletters • Schedule multiple campaigns to specific distribution groups
Contact Management	<ul style="list-style-type: none"> • Create individual contacts or upload existing contacts with the import/export wizard • Easily add, edit or delete individual contacts with easy-to-use management tools • Create group distribution lists for specific campaigns

Campaign Reporting	<ul style="list-style-type: none"> Get detailed reporting on total emails sent and opened, bounces and opt-outs, followed links and more in Microsoft Excel or PDF formats
Abuse Management	<ul style="list-style-type: none"> Include a mandatory unsubscribe link for all newsletters Automatically verify duplicate email addresses Valid subscribers through a double opt-in process

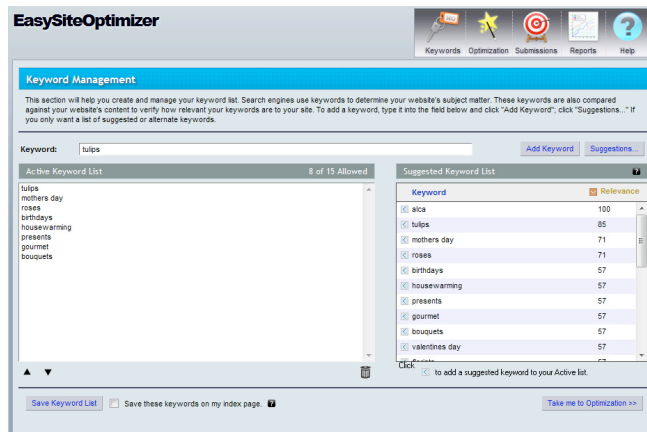
Appointment Scheduler™

The Appointment Scheduler allows you or your customers to schedule appointments online. The scheduler can be built through an easy-to-use wizard with the option to customize colours. Once complete, it can be easily linked from your Web site.

Promote your Web site

EasySiteOptimizer

Search engine optimization (SEO) for Web sites is critical to the success of any online business. Search engines such as Google and Yahoo! locate and list “optimized Web sites” ahead of non-optimized sites when conducting their searches.



SEO is the process of optimizing a Web site to improve its placement on a search engine results list. The objective is to increase traffic to a Web site by ranking high in the search engines results.

EasySiteOptimizer provides all the tools you need to optimize, analyze, and enhance your Web site as often as required. This intelligent browser-based application leads you through a series of steps to help you determine keywords associated with your business, analyze your Web site content and layout, and submit your Web site to the most popular search engines and generate reports on your search rank position.

Features include:

1. **Keyword generator** – This feature allows you to enter adjectives describing your business into the keyword generator which scans search engines to find similar words currently producing high-ranking results. You then have the option to automatically add the selected keyword to your index page.
2. **Content analyzer** – The analyzer scans individual Web site pages to provide suggestions on applicable meta tags, layout and content for search engines. You can edit your HTML code directly within the EasySiteOptimizer application based on the recommendations it provides.
3. **Site submitter** – This submission tool enables you to automatically submit your Web site to the search engines of your choice, including Google, Yahoo, MSN, and Lycos.

Ad Manager

This application helps you configure an ad server for use on your Web site.

An ad server allows you to place banner advertisements on your Web site, manage your advertising clients, and collect statistics on “banner views” and “click-throughs”.

Site Promoter

Site Promoter is a utility that provides the ability to automatically send promotional material to select search engines to gain placement for your Web site in their rankings.

Site Promoter submits requests to the following search engines:

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

Please note: Since different search engines use different criteria to determine a Web site’s ranking in a search, there is no guarantee that any search engine will list your Web site when using the Site Promoter application.

How do search engines work?

Search engines match criteria entered by you with information contained in a database of Internet resources, from Hypertext Transfer Protocol (HTTP) links to File Transfer Protocol (FTP) links to newsgroup postings and references. Many search engines use “spiders” that crawl from page to page via hyperlinks. The more Web sites that link to your Web site, the more likely it is that the spiders will find it 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.

You can obtain more information by referring to each search engine’s help files to learn exactly how Web sites are ranked. Understanding how search engines work will help you utilize these tools more effectively. The name of each search engine in the Site Promoter application is linked to the actual search engine Web site to help provide more information.

Manage your Web site

Web Stats

Web Stats is a Web server log file analysis program that generates statistics from your Web site's server logs. It gives you the power to analyze your Web site and marketing effectiveness by providing statistical Web site visitor information in both spreadsheet and graphical format, in annual, monthly, weekly, or daily reports.

Statistics for analysis include: top entry and exit pages; top visitor countries, top referring URLs and all referrers; number of hits; hits by response code; visitor browser type; amount of file transfer (downloads); and more.

Web Stats retains statistics for a period of 12 months. To keep statistics for a longer period of time, Web Stats offers 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.

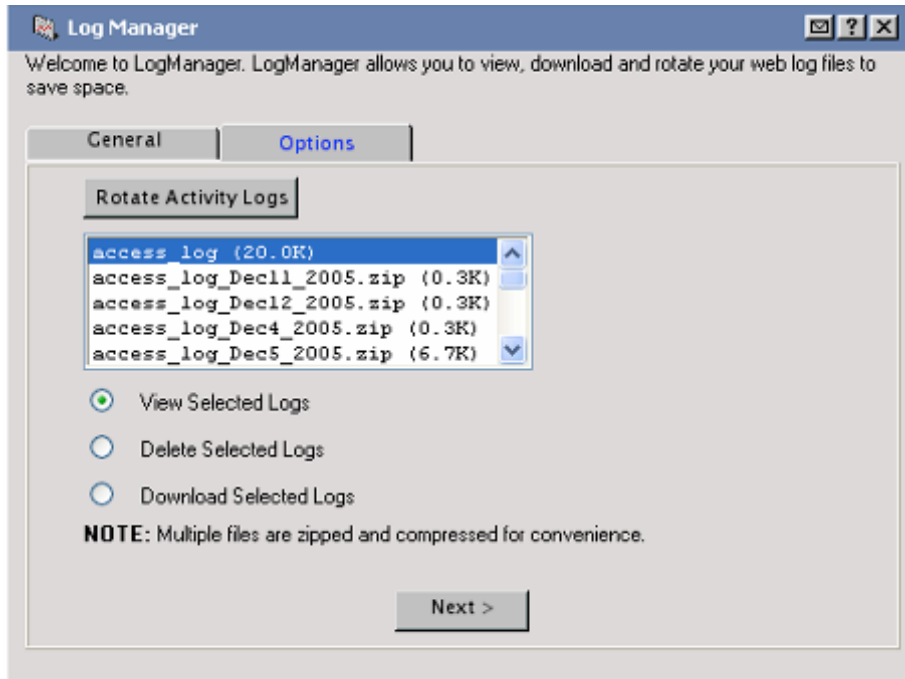
Disk Usage

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

The report is displayed within the application in plain text within a text field, allowing you to cut and paste it for printing.

Log Manager

The Log Manager allows you to obtain raw server logs for your Web site activity and traffic. You can view and/or delete, print, download, and date their log files. Logging can be disabled to conserve disk space. Server logs are in plain text and can also be downloaded for use with other statistics packages. For more readable log file reporting, use Web Stats.



File Restore

File Restore allows you to restore your Web site content from a series of time-based periods (e.g. one hour, one day, etc.). It's an ideal tool for times when you want to undo changes you have made to your Web site and restore it to an older version. File Restore provides an added sense of protection against system failures, since you always know you can restore your Web site without having to rely solely on your local backups or saved files.

Database Manager

A database is a collection of data that is organized so that its contents can easily be accessed, managed, and updated within a structure. Database Manager is a Web-based MySQL client that allows you to create and manipulate a maximum of two MySQL databases.

If you require more than two databases, you may utilize a different type of database such as MS Access or MS SQL.

Database Manager builds SQL statements from the various options and allows you to review the queries that have been created before execution using the "Build SQL Query" button. Once you have reviewed it, you can click the "Run SQL Query" button to submit the query to the SQL server.

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

Database Manager is designed for advanced users and requires a knowledge of relational databases and SQL.

DNS Manager

DNS Manager allows you to edit your domain's zone file, including "A" (address) records, "CNAME" (canonical name) records, and "MX" (mail exchange) records.

Please note: When you select "Edit Zone File" and click "Next," your current zone file will be displayed at the top of the screen. By default, your zone file will contain several important records. Any changes to these records may cause serious problems with your Web site and email performance.

File Manager

The File Manager function allows you to take full control of your Web site files. It is a safe alternative to full shell access for more technical users. With File Manager, you can copy, move, delete, rename and edit files, create and remove directories, change file permissions, and upload files from your local computer to the server.

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

FTP Manager

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 your computer across the Internet to a Web server.

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

Directory-specific FTP allows you to give another person FTP access to a specified directory on your Web site. Using an FTP client, the external user will be able to upload and download files to and from your computer. You 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 your Web site or other applications within the WebsiteOS.

Anonymous FTP allows you FTP access 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.

phpMyAdmin

phpMyAdmin is designed to handle the administration of MySQL databases using a Web browser interface. By using "phpMyAdmin" you can create and alter tables, add and delete fields, and create and drop databases. You can also execute any SQL statement, manage keys on fields or privileges and export data into various formats.

The phpMyAdmin application in WebsiteOS is an installation program that will allow you to quickly and easily install phpMyAdmin for use on your Web site.

Windows Services Enabler

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

If you have an SSL certificate installed on your domain, secure services can also be enabled using the Windows Services Enabler.

Microsoft Active Server Page (ASP) and ASP.net are server-side scripting technologies that can be used to create dynamic and interactive Web applications. An ASP or ASP.net page is an HTML page that contains server-side scripts that are processed by a Web server before being sent to your browser. You can combine ASP or ASP.net with Extensible Markup Language (XML) and Hypertext Markup Language (HTML) to create powerful interactive Web sites. ASP is a feature of the Microsoft Internet Information Server. ASP.net coding is more "compact" than ASP code; and the scripts required to perform a given function are shorter in ASP.net than they are in ASP.

ColdFusion, developed by Allaire, is a complete Web application server for developing and delivering scalable e-business applications. The ColdFusion solution consists of ColdFusion Studio suite for visual programming, database and debugging tools for building Web applications; and ColdFusion Server runtime services for delivering e-business applications. ColdFusion uses a tag-based, server scripting language that is ideal for programming Web applications. The ColdFusion Markup Language (CFML) cleanly integrates with HTML for your 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. ColdFusion also supports Java and C++.

In order for your Web server to correctly identify and parse ASP, ASP.net, ColdFusion and ColdFusion MX files, 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.

Security for your Web site

Web site Security

Web site Security is an application that restricts access to certain areas within your Web site. 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.

SSL Manager

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

The SSL Manager application helps you set up SSL security for your Web site. You can choose between using our generic SSL certificate, or creating one of your 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.

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 Web site.

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 into a command prompt in a special terminal window.

Support

If you have any questions regarding Web Hosting from Bell please call 1 866 303-0332. For more online business solutions from Bell, visit www.bell.ca/smallbusiness.