

Mainspring
A Clockwork Logic Tool

Mainspring Tutorial

For version 2.0

TABLE OF CONTENTS

<u>INTRO.....</u>	<u>1</u>
<u>GET TO MAINSPRING.....</u>	<u>2</u>
<u>EXPERIMENT, EXPERIMENT.....</u>	<u>3</u>
<u>ADD A NEW PAGE.....</u>	<u>5</u>
<u>EDIT AN EXISTING PAGE.....</u>	<u>7</u>
<u>RENAME A PAGE.....</u>	<u>7</u>
<u>CREATE A NEWS STORY.....</u>	<u>9</u>
<u>ADD CALENDAR ENTRIES.....</u>	<u>10</u>
<u>CREATE AN IMAGE GALLERY PAGE.....</u>	<u>11</u>
<u>ADD IMAGES TO A GALLERY.....</u>	<u>13</u>

?

Who Do I Contact If I Have Questions?

Eric Justian
(231) 903-5032

ejustian@clockworklogic.com

Alternate contact:

Jason Justian
(734) 306-5979

jasonjustian@clockworklogic.com

Intro

You are now the proud owner of your very own Mainspring Website. Your site is self manageable, so the power of the web is in your hands for as long as you want to keep it.

But you're not on your own, left to fend for yourself. We're just a phone call or e-mail away if you have any questions or want us to add some information for you.

Now what?

This manual is set up as a reference guide, with chapters that answer basic questions like "How do I add a new page?" or "How do I create an image gallery?"

?

What Browsers Support Mainspring?

Mainspring runs best on Internet Explorer 6.0, but will also work with recent versions of AOL, Netscape Navigator, and Mozilla.

?

What If I Forget My Password?

Contact me at ejustian@clockworklogic.com

?

How Do I Change My Password?

Click the *Change My Password* button. Type your USER ID, type your current password, then type your new password twice. When you're done, click *Change*.

Get to Mainspring

First, open your browser. Then type */mainspring* at the end of your web address in the "address" bar of your browser, like so:



This will bring you to the login screen for your Mainspring Website.

The name of your site should automatically appear in the Site Name field. Enter the User ID and the password we gave you when we created your site. Then click *Log In*.





Basic Formatting Conventions

Make a header

__ A double underline makes all text on the same line into a header.

Make a hyperlink

[] If you enclose a web address or an e-mail address in square brackets, they will be rendered as a link on the live page, for example [www.cnn.com]. The web address must begin with www.

Make a bulleted list

* Place an asterisk as the first character on a line, hit the spacebar and then type your text. This will be rendered as a bullet point on your web site.

For more formatting conventions, contact the folks of Clockwork Logic: ejustian@clockworklogic, or jasonjustian@clockworklogic.

Experiment, Experiment

You cannot break Mainspring. So we encourage you to experiment with your website and the Mainspring software itself. Whenever you want to, go ahead and click buttons, fill in blanks, play with check boxes and drop down lists. They're all meant to be used.

Mainspring2.0 is equipped with a nifty new feature that allows you to experiment to your heart's content without posting your experiments to the live site for all the world to see. Your changes are not posted to the live site until you click Build Site.

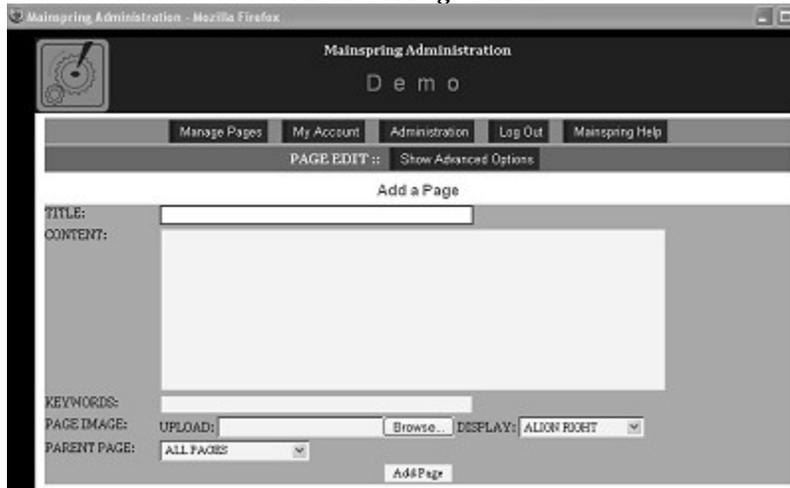
If you get lost or confused along the way, just call us and say "Help!" and we'll bring it back to what you want.

Remember that a good website is always a work in progress, and unlike printed brochures or other forms of media, changes are quick and easy to make.

Experiment with offering different resources through your website: newsletters, feedback forms, product galleries, pages for specific groups or clients. The relationship-building possibilities are enormous.

Have fun with your new marketing and relationship-building tool.

The *Add A Page* screen



More About Parent Page

Imagine if a website had 100 pages and all of them had a link on the home page. It would take a forever to find what you need. Mainspring allows for professional page classification, making your site easy for site visitors to use.

Set up your site information from general to specific. For example, at a pet store, a page called Pets might have the All Pages parent page, so that it shows up on all pages. Then if a Dogs page were created, Pets might be the parent page of Dogs. Which means the Dogs page would only appear under the Pets page. The Dogs page might be a parent page for a Poodles page, and so on.

Limit the number of pages under All Pages to 7 if possible. This makes for an easy-to-use website.

Add a New Page

With Mainspring you can add as many new pages as you want. In this chapter, you'll learn how to add a brand new page to your site.

1. On the *Manage Pages* screen, click the *Add a Page* button.

2. Type a **short** name into the title field.

Keep the title short! One to two words is best. This name will appear in the navigation bar and will be the link people use to get to this page. If it's too long, it will make navigation difficult.

3. Type your page text into the content area. Other chapters will describe how to format your text, how to create links, how to add images, and how to add documents to your page.

4. Click on the menu bar labeled *Parent Page* and select where you'd like to classify your page (see *More About Parent Page*, to the left)

"All Pages" puts a link on every page. "Orphan" means there is no link to that page (this will come in handy later). Or you can list your new page under an existing page.

5. Click *Add Page*. Your page will appear at the bottom of the *Manage Pages* list, above the orphaned pages. A later chapter will describe how to move this page.

6. Click *Build Site*, if it is an option.

If *Build Site* is not an option, a site manager will have to do this for you. Contact your site manager and let him or her know that you have created a new page and it is ready to be reviewed.

The *Manage Pages* screen



The *Edit* screen for the *Home* page



Edit an Existing Page

This chapter will describe how to make changes to an existing page on your site.

You'll notice that each page in the Manage Pages list displays a set of options to the right of its name. If your account has permission to edit new pages, then Edit is one of those options.

1. Click *Edit* for the page you wish to edit. This will bring you to the Edit Page screen.
2. Make the desired changes to the page.
3. Click *Publish Page*.
4. Click *Build Site*, if it is an option.

If Build Site is not an option, a site manager will have to do this for you. Contact your site manager and let him or her know that you have made changes and they are ready to be reviewed.

Rename a Page

This is done the same way as editing an existing page (above):

Click *Edit* → change the title → click *Publish Page* → click *Build Site*.

The *Manage News* screen



The *Manage News Story* screen



Create a News Story

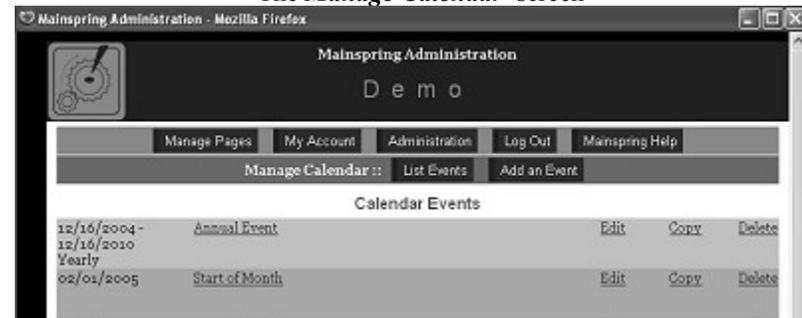
Websites that offer new and evolving content see more repeat visits and a greater number of readers. New content also improves your chances of being listed higher by a search engine.

What is news? News can be anything from random weekly ramblings about something you have on your mind, to freshly starched press releases, or information about new services or products.

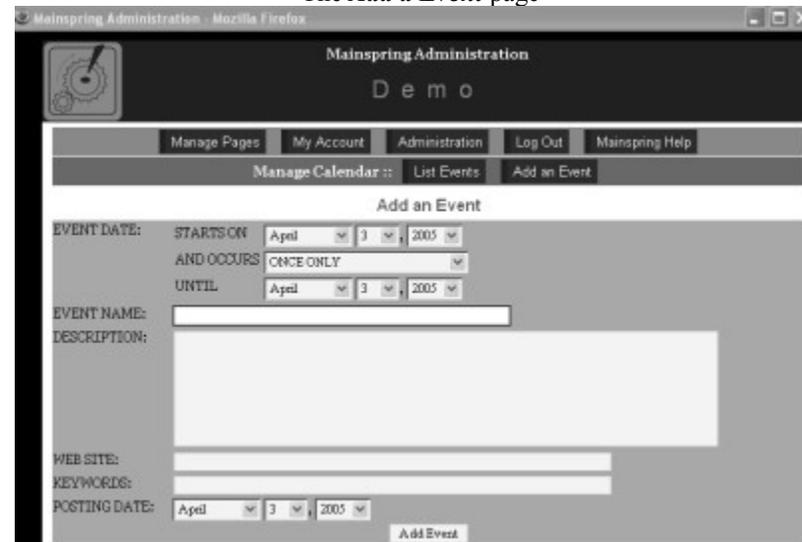
When you add a news story, the story's teaser will also appear on the *Home* page, along with the other text that you have on your home page.

1. Click *Manage News*, which appears to the right of your *News* page. This will bring you to the *Manage News* screen.
2. Click the *Add a Story* button. This will bring you to the *Manage News Story* screen.
3. Select the date for this story.
4. Type a headline into the *Headline* area. Something like "We now have a New Website!"
5. Now create a teaser. A teaser is a short blurb to get people to read the rest of the news story.
6. Now type your news story.
7. Click the menu bar labeled *Show Image* and select *Yes*. Then click *Browse*. Find the image you wish to add to your article (the image must be a JPEG file), and click *Open*.
8. You can add related links to the bottom of a news story. Type a link name into the *Link Name* area, type the page's web address into the section that says *URL*. Click *Open In* and choose whether you want the link to display on the current page or open a new one.
9. If you remove the check from *Publish Immediately*, the story will publish on the date you specified in step 3.
10. Click *Add Story*.
11. Click *Build Site*, if it is an option. If not, contact the administrator.

The *Manage Calendar* screen



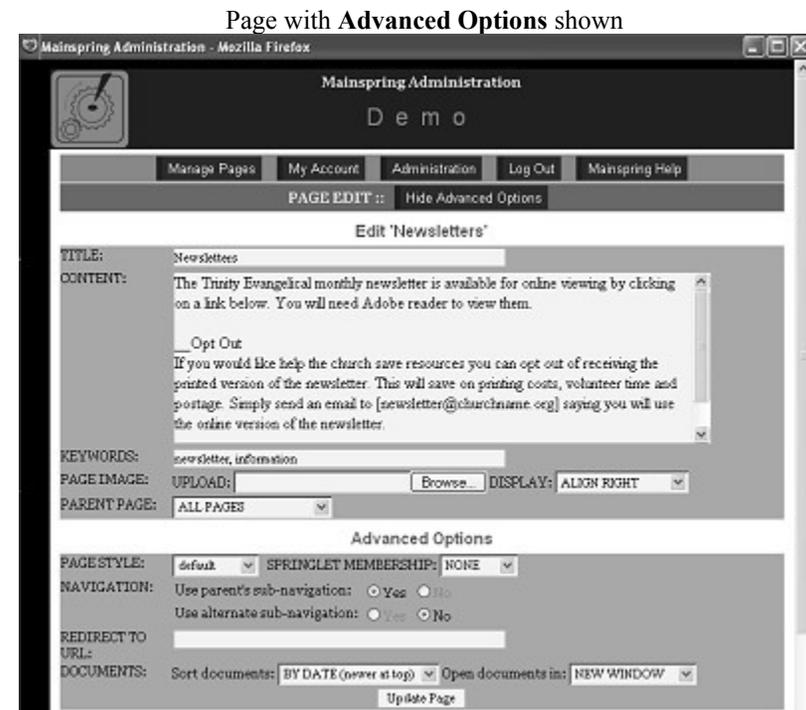
The *Add a Event* page



Add Calendar Entries

The Mainspring Calendar will enable you to keep people up-to-date on meetings, classes, seminars, open houses, and any other event. You'll be able to add many events to the calendar in one sitting. The calendar will appear as a list of events on your page and it will also automatically post the next upcoming events on your home page under the heading Coming Up. To add an event:

1. Click *Manage Calendar*, which appears on the same line as *Calendar*. This will bring you to the *Manage Events* screen.
2. Click *Add an Event*. This will bring you to the *Add an Event* screen.
3. In the *STARTS ON* section, specify the date the event starts on. If the event is only one day specify the date the event takes place.
4. If the event occurs regularly, click the *AND OCCURS* menu and select the recurrence (every day, every week, every week, etc.).
5. If the event takes place over a period of time, select the end date of the event in the *UNTIL* section.
6. Type a descriptive name into the *EVENT NAME* field.
7. Describe the event in the *DESCRIPTION* field. Don't forget to add the time, location, and cost of the event.
8. If there is a website that relates to this event, type the web address (www.sitename.com) into the *Web* field.
9. To make this site easily searchable through a search engine, type some keywords for this event into *KEYWORDS* (optional).
10. Select the date you wish this event to be appear on the calendar by selecting a date in the *POSTING DATE* section (optional).
11. When done, click *Add Event*.



Create an Image Gallery Page

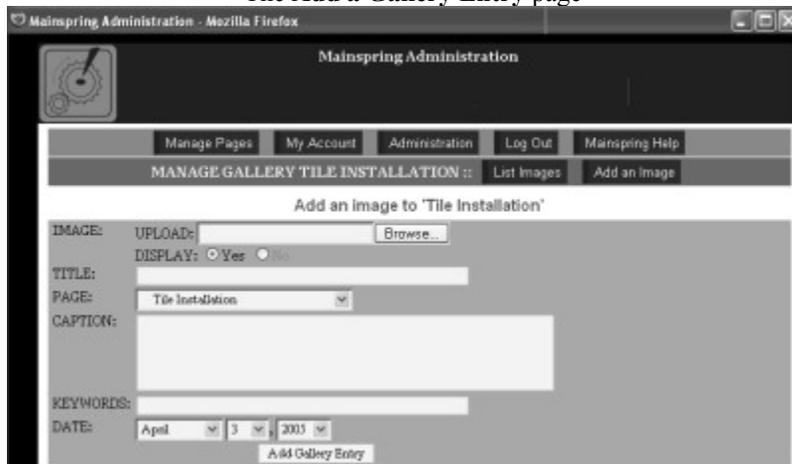
Your site can have as many image gallery pages as you choose. If your image gallery has text, the image gallery will come below the text.

1. Click Edit by an existing page to turn it into an image gallery page, or create a new page but do not click *Update Page* yet.
2. Click *Show Advanced Options*. This will Expand the page to show advanced options.
3. Click the SPRINGLET MEMBERSHIP list and select *Gallery*.
4. Click *Update Page*.
5. Click *Build Site*, if it is an option.

Gallery page with image



The Add a Gallery Entry page



Add Images to a Gallery

A gallery style list of images can only be added to an image gallery page. To create an image gallery page, see the chapter called Create an Image Gallery Page.

You may add as many images to a gallery as you wish. However, images can take a while for people to download, so try to limit the number of images in one page. More than eight images per page might be pushing the limits of how long people are willing to wait to view your page.

If you have a lot of images to put on your site, create multiple image galleries, rather than placing all images in one image gallery.

1. Click *Manage Gallery* next to the page you wish to add the gallery images to.
2. Click *Add an Image*. This will open the Add a Gallery Entry page.
3. Click *Browse*. This will open a window from which you can look through the files on your local computer. Find and select the image file you wish to upload. The image should be a *jpeg* file.
4. Enter a brief title for the image into the TITLE field. This title does not appear on the screen. It is only for your own use.
5. If you want to include a caption with this image, type the caption into the CAPTION field (optional). The caption will appear on the screen next to this image.
6. If you would like this image to be posted on a certain date in the future, select the desired date
7. Click *Add Gallery Entry*.

Repeat the above steps for each image you wish to add.