IMPACTFOLIOS

IMPACTFOLIOS – TABLE OF CONTENTS

IMPACTFOLIOS - TABLE OF CONTENTS cont.

Sales Items	19
Setting Home Page Image	20
More Home Page Options	20
Image Header	21
General Properties	21
Image Layout	22
General Information	23
Upgrade	23
Change Billing Info	23
Edit/Renew Services	24
Support	24
Contact Info	24



IMPACTFOLIOS

Impactfolios is a portfolio hosting system that allows you to have complete control of your website design, color scheme, pictures, content and more! You do not need to know HTML, JAVA, CSS, or any other programming language or web editing software to create and update your site. If you have a browser and an Internet connection, you can have complete control of your website!



Let's begin by signing up for an Impactfolios account:

- 1. Open your **WEB BROWSERS** (example: Internet Explorer)
- 2. Go to the Impactfolios website: www.impactfolios.com
- 3. Click on the **SIGN UP** link at the top of the page
- 4. Enter personal and account information

NOTE! Remember your user name and password so that you can access your account!

Once you have set up your account, you can login anywhere and anytime by going to the Impactfolios website and entering your name and password.



FINDING YOUR WAY AROUND

Once you have signed up for an account, the next step is to log in and begin working on your site. Before we get started, let's have a quick review of the navigation bar.

The navigation bar is broken into groups. Each group contains links to the specific area.

Account Management - the first group and it links to your homepage or website.

Portfolio Management – the area where you will add pictures, artwork, etc. to the website. Create multiple portfolios based on subject and add pictures to each portfolio.

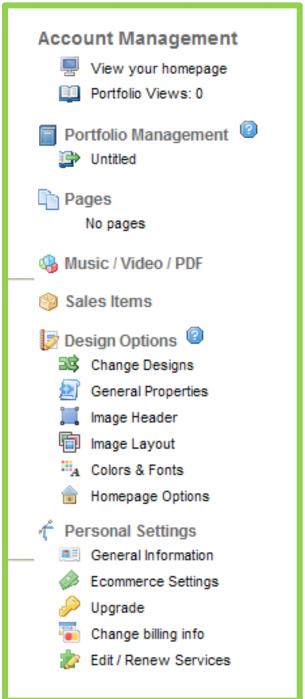
Pages – the section where you can add additional pages to the website including blogs, contact pages, HTML pages, a guestbook and more!

Music/Video/PDF – the section where you can easily add music, video and pdf files to your website.

Sales Items – the section where you can manage items that are for sale on your site.

Design Options – the area where you can edit the look and feel of the website.

Personal Settings – the area that contains links to the settings of the website. It is the behind the scenes information including general info about you or your company, Ecommerce settings and more!

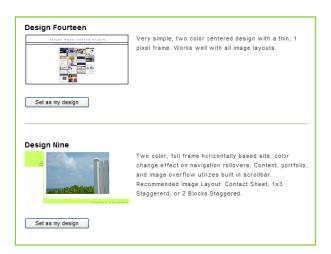


CHANGE DESIGNS

Once the account has been established we need to create the website. The first step is selecting a design template. You can choose from many different templates. Once selected, you will have the ability to change the colors and fonts used on the template as well. Remember that at any point you can choose a different template to give your site a new look and feel!

To Change Designs:

- 1. Login to Impactfolios
- Click on the CHANGE DESIGNS link on the navigation bar
- Scroll through the list of designs and find the one that you want to use as your webpage
- 4. Click the **SET AS MY DESIGN** button
- 5. As we make changes to the website we can view them at anytime by clicking on the **VIEW YOUR HOMEPAGE** link on the navigation bar.



When you select a design, it will also create a matching "home page". In this manual when we refer to "home page" we will be referencing the first page of your website. The only exception is when we click on the View Your Homepage link, we are referring to the website and not just the first page.

The Refresh Button:

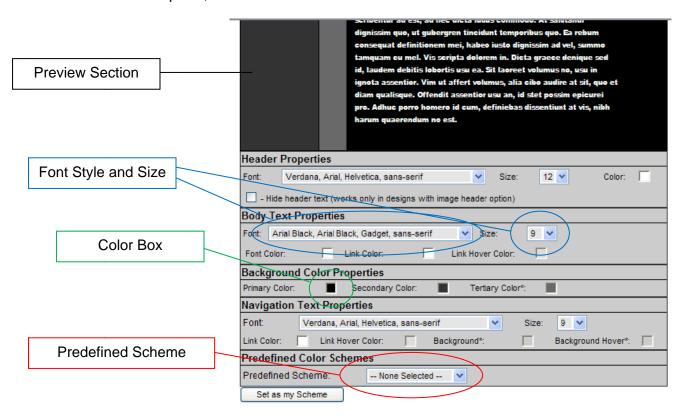
On the browser toolbar there should be a refresh button. In Internet Explorer this button is located to the right of the address bar (green arrows). When you make changes, and go back to view the website, you might need to click the refresh button to see the changes.

COLORS & FONTS

The next step is to customize the colors & fonts of the website. On the Color & Fonts page there is a preview section at the top of the screen. The color and font options are listed below the preview. As you make changes, the preview will show you sample of your new selection.

To set Colors & Fonts:

- 1. Click on the COLORS & FONTS link in the navigation bar
- 2. Click on any color box to reveal a color palette
- 3. Select the desired color, which you will see in the preview
- 4. Click on the drop down boxes next to the **SIZE** button
- 5. Select the desired font size
- 6. Once complete, click the **SET AS MY SCHEME** button

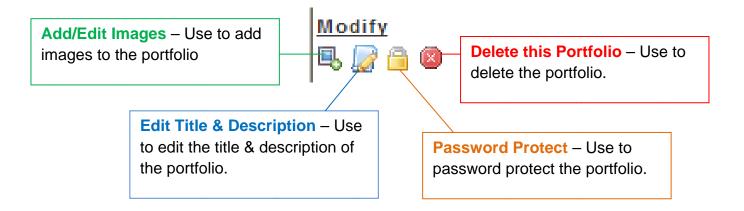


NOTE! To select a Predefined Scheme, click on the drop down and select desired color scheme.

PORTFOLIO MANAGEMENT

Now that the basic design is set, the next step is to add portfolios and pages to the website. To begin, make sure you have some of the pictures that will be on the website available in digital format. This means the file must be on your computer or on a CD/Flash Drive so that you can add it to the site.

When working in the Portfolio Management section of the website, the following 4 buttons will allow you to create and maintain each of your portfolios.



Working with the first Portfolio:

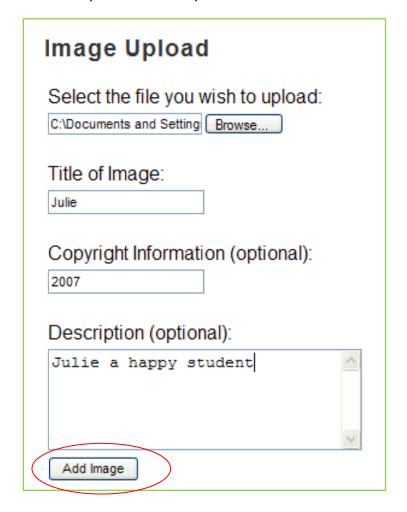
- 1. Click on the **PORTFOLIO MANAGEMENT** link on the navigation bar
- 2. The first time you enter this area, there will be one empty portfolio listed
- 3. Click on the **EDIT TITLE & DESCRIPTION** button
- 4. Enter the name and information about this portfolio
- 5. Click the **UPDATE** button

To add more portfolios:

- 1. Click on the **PORTFOLIO MANAGEMENT** button on the navigation bar
- 2. Click on the **NEW PORTFOLIO** button
- 3. Enter Portfolio information
- 4. Click the **CREATE** button
- 5. To edit the portfolio, click on the **NEXT** button
- 6. To add pictures click on the **ADD NEW IMAGE** button

To add Images to a Portfolio:

- 1. Click on the **PORTFOLIO MANAGEMENT** link on the navigation bar
- 2. Click on the ADD/EDIT IMAGES button to the left of the portfolio name
- 3. Click on the ADD NEW IMAGE link
- 4. Click on the **BROWSE** button to navigate to the image file on your computer
- 5. **DOUBLE CLICK** to add image path
- 6. Enter IMAGE INFORMATION
- 7. Click the **ADD IMAGE** button
- 8. You will now see a preview of the image
- 9. Click on the **RETURN TO PORTFOLIO** button
- 10. **REPEAT** these steps to add additional pictures to the portfolio

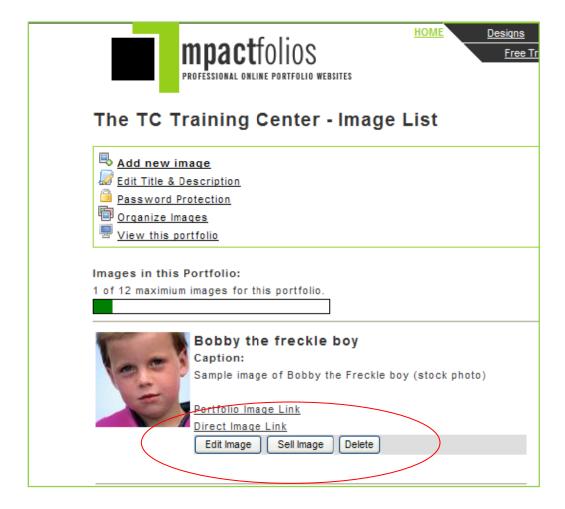


To manage a portfolio:

Once pictures have been added to the portfolio, you have the ability to edit the image, sell the image, or delete the image by clicking on the buttons beneath the picture.

In addition there is a menu of portfolio options listed at the top of the page. You can manage the portfolio by clicking on the links at the top of the page.

At anytime you can see the portfolio by clicking on the **VIEW THIS PORTFOLIO** button.



One of the best features of the Impactfolios system is the ability to drag and drop to organize the order of the pictures in the portfolio. You have control over the order in which the pictures are displayed within the portfolio.

To sort the portfolio images:

- Once pictures have been added to the portfolio, click on the ORGANIZE IMAGES link in the portfolio menu
- 2. Click on a picture then drag & drop it to the new location
- 3. Once complete, click the **SAVE** button

Sorting Portfolio: The TC Training Center

Drag and drop the images below into the order you would like them to appear on your website. Images are ordered from left to right, with the image on the top left appearing first in the portfolio. Actual thumbnail layout is determined by the thumbnail layout you have selected in the image layout options section.

Save Cancel









PAGES

Use this section to add, remove and manage the additional pages on your website. Pages are different from portfolios in that they can contain content other than media and image galleries. The page options are:

PAGE TYPE	DESCRIPTION
Basic HTML Page	Basic webpage designed using HTML
Basic Contact Form	Website visitors can send you a message using the contact form. Form includes notes area and contact information. This is perfect if you do not want to list your email address on the website.
Blog	Multi-section online journal used for basic information on the business or artist. Can be used for any general information. Users can also comment on blog entries. Edit the Blog through the edit page function.
Guestbook	A public guestbook with image/text verification (prevents spamming!) Allows visitors to add their comments. Manage Guestbook entries through the edit page function.
Sales Items Listing	Automatically generates a list of all of the items you have for sale on your website (in your various portfolios.)

To add additional pages to the site:

- 1. Click on the **PAGES** link on the navigation bar
- 2. Click on the CREATE NEW PAGE button
- 3. Select the page type

Page Information

For each page that you add to the website (other than a portfolio) you have the option of completing the basic Page Information section. This information contains details about the page (name, contents, etc.). Below is a breakdown of the page information section:

SECTION	DESCRIPTION
Page Title	The title of the individual page. This title will appear in the title bar of the browser window when people are viewing the page. This title might also appear in search engine results.
Link Title	This is the name of the link on your website navigation bar that will link to the page.
Meta Description	This is the description of the contents of the page. Most of the time the meta description is not seen by customers, but it is displayed by search engines.
Meta Keywords	Keywords used by search engines to rank your page within a search request.

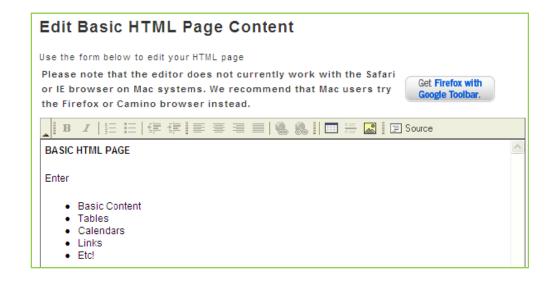
BASIC HTML PAGE

A Basic HTML Page is a custom page on the site where you can enter your own content (text, links, tables, etc.) It will have the same design and color/font structure as the rest of the site. If you have an existing website with pages that you want to keep simply copy and paste them into this page. In addition, you can create pages using either the built in HTML editor or by clicking on the SOURCE button to enter HTML code.

To create a basic HTML page:

- 1. Click on the PAGES link on the navigation bar
- 2. Click on the **CREATE NEW PAGE** button
- Click the button in front of the BASIC HTML PAGE option
- 4. Complete the **PAGE INFORMATION** section
- 5. Click the **CREATE PAGE** button
- 6. Click the **NEXT** button to add content
- 7. Once you are in the **HTML PAGE** you can type (or copy and paste) the contents of the page.
- 8. To use HTML code/tags click on the **SOURCE** button.
- 9. Click the **SAVE CHANGES** button once complete

NOTE! You can edit the Page Information at any time, by selecting the page and clicking the **TITLE & DESCRIPTION** button. You can edit the page contents by selecting the page and clicking on the **EDIT** button.



BASIC CONTACT FORM

The Basic Contact Form is a form that customers can complete which will be emailed to you. Customer can fill in their contact information and enter any questions or concerns. Since it is a contact form, you do not have to provide your email address on the website (if desired).

To create a Basic Contact Form:

- 1. Click on the PAGES link on the navigation bar
- 2. Click on the **CREATE NEW PAGE** button
- 3. Click the button in front of the BASIC CONTACT FORM option
- 4. Complete the **PAGE INFORMATION** section
- 5. Click the **CREATE PAGE** button
- 6. Click the **NEXT** button to add content
- 7. Click to **PLACE CHECKMARKS** next to the items that you want available on the contact form
- 8. Once complete, click the SAVE CHANGES button

Edit Contact Form		
	e form below to modify what fields should appear on your con will include a reply to address and comment field. For technica oved.	
V	Reply To Field Field for the visitor to enter their email address.	
V	Comment Field Area for the visitor to enter a message or comments.	
	Name Field Area for the visitor to enter their name.	
	Phone Number Field Area for the visitor to enter their phone number.	
	Street Address Field Area for the visitor to enter their street Address.	
	City Field Area for the visitor to enter their City.	
	State / Region Field Area for the visitor to enter their State or Region.	
	Country Field Area for the visitor to enter their Country.	
	Postal Code Field Area for the visitor to enter their Postal Code.	



BLOG

A blog is an online journal. Blogs can be as unique and individual as the website. You can use a blog for news updates and event postings. You can use a blog to advertise work (casting calls, projects, models, etc.). You can use a blog to merely voice your opinion. A blog consists of postings and comments from visitors regarding the postings.

To create a Blog:

- 1. Click on the PAGES link on the navigation bar
- 2. Click on the **CREATE NEW PAGE** button
- 3. Click the button in front of the **BLOG** option
- 4. Complete the **PAGE INFORMATION** section
- 5. Click the **CREATE PAGE** button
- 6. Click the **NEXT** button to add content
- 7. Once the page has been created, you will need to add entries to the blog. To create entries, click on the **ADD A NEW BLOG** button
- 8. Enter the **BLOG CONTENT**
- 9. Once complete click the SAVE & PUBLISH button

NOTE! You can also click the **SAVE AS DRAFT** button if you need to stop and finish the blog later. Add a new blog and edit or delete existing blogs from the Blog Manager screen.



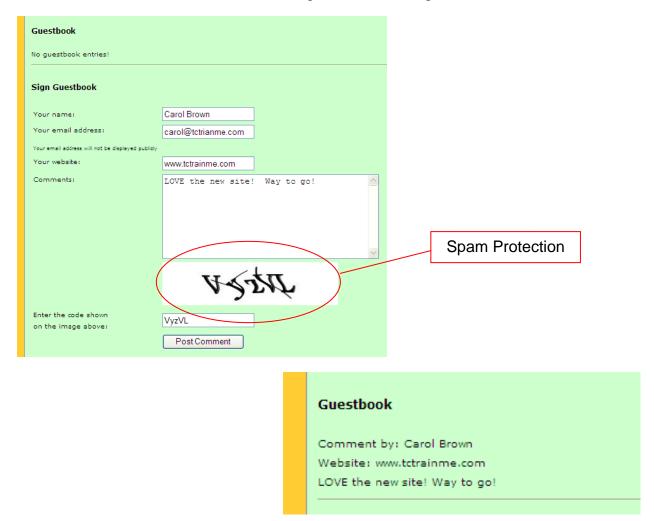


GUESTBOOK

A guestbook is a place for visitors to post comments to your page for others to see. Once the page is created it is available on the site. Visitors will fill out the form, including their comments. You are emailed when a post is made to the guestbook. Posts will be available directly on the site, but you have the ability to remove posts at anytime.

To create a Guestbook:

- 1. Click on the PAGES link on the navigation bar
- 2. Click on the **CREATE NEW PAGE** button
- 3. Click the button in front of the **GUESTBOOK** option
- 4. Complete the **PAGE INFORMATION** section
- 5. Click the **CREATE PAGE** button
- 6. Click the **NEXT** button to view the guestbook manager



SALES ITEMS LISTING

All items that have been marked for sale on the website will be posted on the Sales Items Listing page. Once the page has been created, you have the ability to enter text at the top of the screen. Otherwise the items and their prices will pull through from the portfolio section where you list them for sale.

To create a Sales Items Listing page:

- 1. Click on the PAGES link on the navigation bar
- 2. Click on the CREATE NEW PAGE button
- 3. Click the button in front of the SALES ITEMS LISTING option
- 4. Complete the **PAGE INFORMATION** section
- 5. Click the **CREATE PAGE** button
- 6. Click the **NEXT** button to add content
- 7. Enter text for the page
- 8. Click the **SAVE CHANGES** button

EDITING PAGES:

Once the pages have been created you can edit or remove the pages at anytime by accessing the Pages link on the navigation bar. All pages that have been created are listed and you can edit them by selecting (marking the circle) and clicking on the button below the listing.



MUSIC, VIDEO & PDF

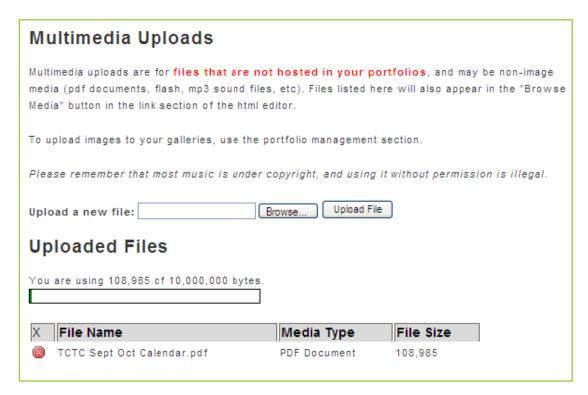
To add music, video or pdf files, also called Media files, to the website you must first have them digitally on your computer or a CD/Flash drive.

The second step to making them available on the website is to upload them to the server. Uploading simply means to move a copy from your computer to the Internet computer that is hosting your site (Impactfolios).

Once the file is on the Internet server, the third step is to link to the file. Luckily most of this happens behind the scenes and Impactfolios will walk you through this entire process.

To upload Music, Video or PDF files:

- 1. Click on the MUSIC/VIDEO/PDF link on the navigation bar
- 2. Click on the BROWSE button
- 3. **NAVIGATE** to the location of the file
- 4. **DOUBLE CLICK** the file to add
- 5. Click the **UPLOAD FILE** button



NOTE! Once the file is uploaded you will see a copy under the Updated Files section. Music files that are uploaded will also be available on the General Properties music drop down box.

Once the file is uploaded, you can link to the file from one of our website pages. This is done easily with the Basic HTML Page.

Linking uploaded media (music, video or pdf) files on the website:

- Go to the page on your site where you want the Media file listed (BASIC HTML PAGE)
- 2. Type the **TEXT** that you want to link to the media file
- 3. **HIGHLIGHT** the text
- 4. Click on the **LINK** (chain link) button on the toolbar
- 5. Select **URL** from the drop down menu
- 6. Click on the **BROWSE SERVER** button
- 7. **CLICK** on the file to link it
- 8. Click the OK button
- 9. Click on the SAVE CHANGES button to make it available on the website





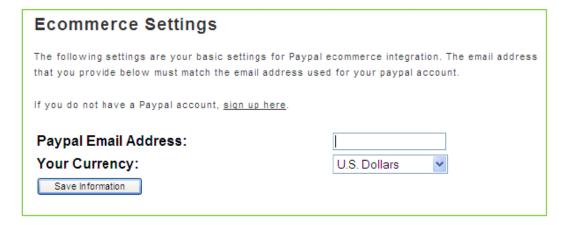
17

ECOMMERCE

To list items for sale you must first setup your ecommerce settings. When selling items Impactfolios does not take a percentage of your sales fee. They are really just the avenue for sales. They are not involved in any way other than to display your work. You set the sales price for the items, PayPal handles the taxes, shipping and money exchange and you ship the items to the customer.

To configure the Ecommerce settings (you must have a PayPal account first!):

- 1. Click on the **ECOMMERCE SETTINGS** link on the navigation bar
- 2. Enter your **PAYPAL** information
- 3. Shipping and Tax information is set at your PAYPAL site
- 4. Enter currency information
- 5. Click the **SAVE INFORMATION** button



To setup Shipping and Tax information on PayPal:

- 1. **LOGIN** to your PayPal account
- 2. Click on MY PROFILE
- 3. Click on PROFILE
- 4. Under the **SELLING PREFERENCES** section, there are two links, one for Sales Tax and another for Shipping Calculation, click on these links to setup

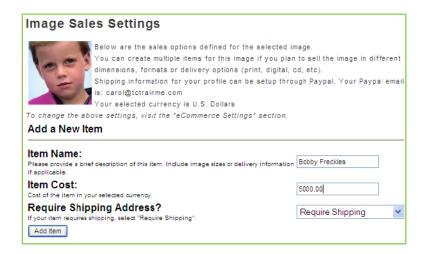
NOTE! Shipping calculations can be flat rate by price range, or based on a percentage of the sale. These are added to the cost you specify in the sales section of your portfolio.

SALES ITEMS

To manage items for sale you can use the Sales Items link on the navigation bar. However, you must first mark them for sale in the portfolio where they are displayed.

To list an item For Sale:

- 1. Click on the **PORTFOLIO** on the navigation bar
- 2. Locate the IMAGE of the item
- 3. Click on the **SELL IMAGE** button beneath the image
- 4. Enter SALES INFORMATION, including price
- 5. Click the ADD ITEM button



NOTE! Once items are listed for sale, you can view them through the portfolios or on the Sales Items Listing page.



SETTING YOUR HOMEPAGE IMAGE

Most of the home page (first page of site) designs allow for an image to be displayed. Impactfolios will always use the first image uploaded unless you specify which image you want on the home page.

To select an image for the Home Page:

- 1. Click on the **PORTFOLIO** on the navigation bar, which is home to the image to be used on the Home Page
- 2. **LOCATE** the image in the list
- Click on the EDIT IMAGE button beneath the image listing
- 4. Click on the **SET THIS IMAGE AS THE MAIN IMAGE** box
- 5. Click the **SAVE** button



✓ - Set this image as the main image for the homepage of my site. Checking this box will replace the <u>current image</u> as your homepage image.

MORE HOME PAGE OPTIONS:

You select a different Home Page (first page of website) design at anytime. You can also add text to the Home Page at anytime.

To edit the Home Page options:

- 1. Click on the **HOME PAGE OPTIONS** link on the navigation bar
- 2. Click on the **SET AS MY HOMEPAGE** button
- 3. If text can be added to the Home Page (based on the design selected) a **HOME PAGE TEXT OPTIONS** window will open.
- 4. **ENTER TEXT** to be displayed on the Home Page
- 5. Click on the **UPDATE TEXT** button

IMAGE HEADER

If you select a home page design that allows you to have an Image Header you will need to upload the image.

To upload an Image Header:

- 1. Click on the **IMAGE HEADER** link on the navigation bar
- 2. Click on the BROWSE button
- 3. **NAVIGATE** to the image location
- 4. **DOUBLE CLICK** to add the image path
- 5. Click the **ADD IMAGE** button

NOTE! The image must be 165 pixels tall to be an Image Header.

GENERAL PROPERTIES

The general properties page is just that, the general information about the website.

SECTION	DESCRIPTION
Site Title	The title of the webpage. This will appear in the title bar of the visitor's browser.
Meta Keywords	Keywords used and displayed by search engines. These keywords should describe the subject of the entire site (versus page keywords)
Meta Description	The description of the site as displayed by search engines.
Portfolio Link Title	The name of the link on your website's navigation bar that will link to the Portfolios section of the site.
Navigation Menu Font Style	Select the case of the links on the navigation menu
Background Music	Select a music file to play when visitors are viewing the site. Music files are uploaded via the Music/Video/PDF link on the navigation bar.

IMAGE LAYOUT

You have full control over how your images are displayed on the website. Select from multiple options on the Image Layout page.

To change Image Layout options:

- 1. Click on the IMAGE LAYOUT link on the navigation bar
- 2. Select preferred options
- 3. Once complete, click on the **SAVE LAYOUT OPTIONS** button at the bottom of the page

OPTIONS	DESCRIPTION
Enable Copyright Protection	Enabling this option makes it very difficult for users to copy, print or save images on your website.
Thumbnail Style	Thumbnail style determines how your thumbnails are sized and cropped when uploaded.
	Full frame option will provide a full view of the image in thumbnail size. The image will be bound by the vertical dimension. Horizontal images may appear smaller in thumbnail view when compared to vertical images.
	Square crop will crop the edges off of the thumbnail, providing a clean square thumbnail, regardless of the dimensions of the uploaded image.
Enlarged Image Width	This determines the maximum width of the enlarged images on your site.
Show Image Nav Bar	Enabling the Image Nav bar allows visitors to view your portfolio using a slideshow function.
Portfolio Layout	Determines the layout of the portfolio images. Select from multiple options.

GENERAL INFORMATION

The General Information link contains your (or your website administrators) basic contact information. If you need to make a change to your contact information, you can edit it using this link.

UPGRADE

Your Impactfolios account is free for 30 days. The free version contains 4 portfolios, with 12 pictures on each. If you want to continue to use the service, you will need to upgrade. The upgraded or paid service will allow you to have a total of 12 portfolios with 20 pictures on each. By upgrading you will lose nothing but you will have the ability to add more.

When you upgrade to the paid service, you will also receive a domain name as part of the package. This means that your website will now have a direct URL or website address (www.yourname.com), instead of having to link through the Impactfolios domain. You will select your domain name as part of the upgrading process.

To Upgrade:

- 1. Click on the **UPGRADE ACCOUNT** link on the navigation bar
- Upgrade options and pricing will be listed, click on the PURCHASE UPGRADE button
- 3. Enter your preferred **DOMAIN NA**ME (website address)
- 4. Click the CHECK AVAILABILITY button
- Once the domain name has been selected, complete all the information on the PURCHASE UPGRADE page
- 6. Click the FINISH button when complete

CHANGE BILLING INFO

Once you have upgraded, if you need to make a change to your billing information (as the service will auto-renew) enter the new billing information on this page.

EDIT RENEW SERVICES

If you purchase the Impactfolios service a year at a time, you will have to renew the service each year. You have the option to edit your preferences (selecting different payment options) and enter new billing information.

SUPPORT

At anytime if you need help with your Impactfolios account, you can click on the SUPPORT link at the top of the Impactfolios website. This will take you to a page of frequently asked questions.

If you need more help, you can email the Impactfolios staff at:

help@impactfolios.com

CONTACT INFORMATION

If you need to contact the staff regarding your account, you can find email and telephone numbers by clicking on the CONTACT link at the top of the Impactfolios website.



RESOURCES

The Impactfolios website, support and help files were used in creating this manual.

www.impactfolios.com