

**Modulary Solutions Corp.**



***PageCarrier* Photo Free**

***PageCarrier* Photo**

**Manual**

**v1.2.10-00**

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## Introduction

### **PageCarrier Photo Free**

PageCarrier Photo Free is a website software to create websites for picture, photography, artistic work or any other product presentation.

Its main target is to deliver professional Internet and Intranet presentation capabilities at minimal maintenance and management efforts for the website owner or administrator.

PageCarrier Photo Free is designed to be extremely easy to use and to manage. It doesn't require any particular computer skills. The complete website management will be carried out by simple file and directory create, copy and rename actions and few website configuration parameters. The popular word processing or publishing programs like Microsoft Word, Microsoft Publisher or free OpenOffice Writer can be used to create the website related text blocks.

### **PageCarrier Photo**

PageCarrier Photo in a licensed version extends the feature list of the free version with Selling Option and unlimited number of Image Galleries and Info Pages.

## System Requirements

The PageCarrier software requires following system environment:

Microsoft Windows Operating System (32 bit or 64 bit) with installed .NET 2.0 and .NET 3.5 Framework

- Microsoft Windows Vista
- Windows XP
- Windows Server 2003
- Windows Server 2008

Web and Application Server

Microsoft Internet Information Services IIS v6 or v7

### *Accessing the website*

The website can be accessed via Web browser software from any computer with an Internet connection.

There are no requirements regarding the operating software of such client computer.

The PageCarrier website software have been tested for compatibility with following Web browsers in their latest versions:

- Microsoft Internet Explorer
- Mozilla Firefox
- Apple Safari
- Opera
- Google Chrome

## Website Hosting Options

A PageCarrier website can be hosted at a website owner's home or company Personal Computer (PC) if it complies with the [System Requirements](#) described above.

It can also be hosted at any external website hosting company offering the Windows hosting option complying with the [System Requirements](#) above.

If such external hosting company is used, the PageCarrier website software accepts also the **Shared Hosting** option - usually the cheapest hosting option available.

## Installation - Preparation and Tools

PageCarrier installation requires use of a directory and file copy and create tools as well as one of FTP transfer programs. You can use the Windows own tools for this purpose. However, there are very convenient and simple to use tools serving both of those purposes, available for download on Web.

One of them is *TotalCommander* (<http://www.ghisler.com>) - a very easy to use file management tool with integrated FTP file transfer capability.

Other useful and easy to use tools:

*Color Schemer Online v2* at <http://www.colorschemer.com/online.html> for colors and their RGB representation selection.

## Installation

The PageCarrier website software is delivered as a ZIP packed package.

For easy installation test it is recommended for a less experienced user to unpack it and copy the whole PageCarrier website directory and file structure without any changes into the root directory of his website domain at the hosting company. The next step is to ensure that read, write and execute permissions are set for all website subdirectories. After it is done the website can be tested. Please remember that some actions at a hosted website like permissions changing are operational after a waiting time (the waiting time depends on the hosting company).

Here the instructions step by step:

- Unpack software into selected directory
- the directory structure of the package is as follow:
  - *Help and Terms of Use*
  - *Text file sources*
  - *Website Software and Content*
- Copy all contents of *Website Software and Content* directory (and it's subdirectories) into the root directory of your website domain at the hosting company
- set read, write and execute permissions for all subdirectories in your website *root* directory
- wait for all changes at the hosting company to get activated
- test the website
- insert new or change the existing website content (all source files we used for sample content are in the *Text file sources* directory) and copy it into your website directories at the hosting company
- test the website again

## Website Test after Installation

To see if your website is working correctly start a Web browser on any computer connected to Internet and enter the URL address of your website (domain) in the browser's address bar:

<http://www.yourdomainname.com>

where *yourdomainname.com* is the domain name you registered for this website and configured it at your hosting company. Please note, that the extension *.com* can be replaced by another one conform to your registered domain name.

## Website Management

The PageCarrier website management includes website configuration and content management.

### Website Configuration

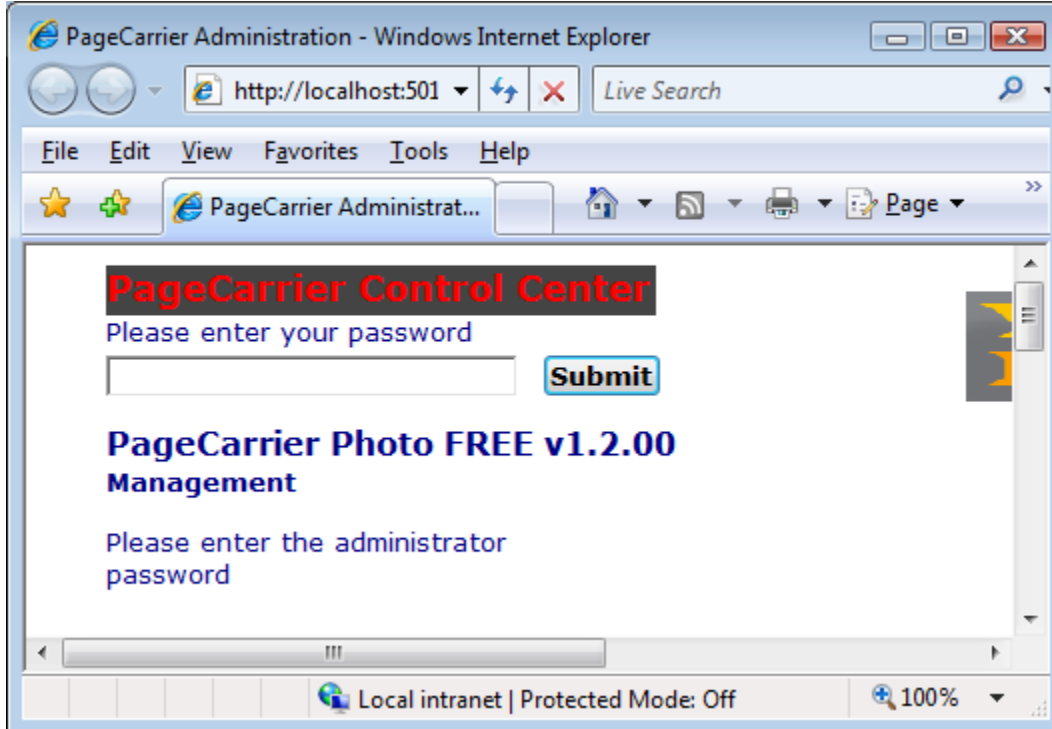
The configuration of the website can be carried out via any Web browser.

If the website is installed and running please access it entering your website address in a Web browser address bar. You should see the home page of your website.

To start the website configuration page please enter following URL address into the address bar:

<http://www.yourdomainname.com/PCAdmin.aspx> and confirm with the *Enter* key.

You should see then the following page with *PageCarrier Control Center*:



Please enter the website password and confirm with the *Enter* key or click the *Submit* button.

Right after website software installation the website administrator password is **carrier**

➡ Important - Please **remember to change this password immediately after installation** to prevent unwanted access to your configuration page and possible password change by somebody else. In such case you would lose the access to the configuration page and the only possibility to regain it would be to reinstall the website software.

After the password is entered and accepted the *PageCarrier Control Center* will appear with following selection possibilities:

- *Statistics* - displays website statistics data
- *Log Data* - displays comprehensive website log data
- *Edit Configuration Data* - for website data, design parameter and password management
- *Enter License Key* - for license management
  - ➡ Important - please do not enter or remove the license key in *PageCarrier Photo Free*! It is required for proper functioning and any change would cause the need to reinstall the website software.

### Statistics and Log Data

The Statistics and Log Data can be viewed using the *PageCarrier Control Center*. They can be deleted using *Clear Statistics* and *Clear Log* buttons, respectively.

➡ Important - If you require to archive such data, please save following files via file copy or FTP transfer:

`\your website root directory\App_Data\statistics.xml`

and

`\your website root directory\App_Data\log.xml`

before you clear them.

## Edit Configuration Data

The Edit Configuration Data page:

The screenshot shows a web browser window titled "PageCarrier Administration - Windows Internet Explorer". The address bar shows "http://localhost/pcpf\_publish/pcadmin.aspx". The page has a navigation menu on the left with options: Home, Gallery 1, Gallery 2, InfoPage 1, InfoPage 2, About Us, and Contact Us. The main content area is titled "PageCarrier Control Center" and "Edit Configuration Data". It contains a sidebar with "PageCarrier Photo FREE v1.2.00 Management" and a list of radio buttons: Statistics, Log Data, Edit Configuration Data (selected), and Enter License Key. The main form fields include: Company/Website Owner, Street Address 1, Street Address 2, City, State/Province, ZIP/Postal Code, Country, Contact Email Address, Website Copyright Text, New Password, Re-enter Password, Password hint, Website Background Color, Website Font Color, Image Border Color, Selected Item Backgr. Color, Document Name Color, Text 1 under Slider, Text 2 under Slider, Text 2 under Slider Font, and Advertising visible for. There are "Save" and "Cancel" buttons at the bottom. The footer shows "© 2009 Your Name. All rights reserved." and "Website powered by Modularity's (©) 1998-2009 PageCarrier Photo FREE".

**PageCarrier Control Center**

**YOUR LOGO**

**PageCarrier Photo FREE v1.2.00 Management**

☐ Statistics  
☐ Log Data  
☒ Edit Configuration Data  
☐ Enter License Key

Home  
Gallery 1  
Gallery 2  
InfoPage 1  
InfoPage 2  
About Us  
Contact Us

**Edit Configuration Data**

Company/Website Owner:

Street Address 1:

Street Address 2:

City:

State/Province:

ZIP/Postal Code:

Country:

Contact Email Address:

Website Copyright Text:

☐ Change Password

New Password:

Re-enter Password:

Password hint:

Website Background Color:

Website Font Color:

Image Border Color:

Selected Item Backgr. Color:

Document Name Color:

Text 1 under Slider:

Text 2 under Slider:

Text 2 under Slider Font:

Advertising visible for:

Contact: [contact@mywebsitedomain.com](mailto:contact@mywebsitedomain.com)

© 2009 Your Name. All rights reserved.  
Website powered by Modularity's (©) 1998-2009 PageCarrier Photo FREE

Please note some additional information regarding configuration parameters:

#### *Contact Email Address*

If the contact email address is entered here it will appear on all website pages below menu. If you don't wish it, left this field empty.

#### *Change Password*

It has to be checked for password and/or password hint change, and unchecked after the new password was saved.

#### *Colors*

Colors can be selected using the dropdown selection lists. If the offered color lists are not sufficient each color can be manually entered in the RGB format like (152,12, 255). To select the right color and its RGB representation please use the format option with custom colors of your word processing or publishing programs or use the free tools available on Web like the *Color Schemer v2* described above under **Tools**.

#### *Text 1 under Slider and Text 2 under Slider*

Leave these fields empty, if you don't wish any text to appear under/behind the Image Slider.

➡ Important - after all configuration changes were saved and the configuration page closed, you will need to close the whole browser window and reopen it again to see the changes work!

### **License Key Management - Enter License Key**

Please enter the license key (a convenient way is to copy and paste the whole key) - and click on Save button.

### **License Key Management - License Key Authentication**

PageCarrier authenticates the license key in predefined time intervals. The user can enforce an instant authentication via selection of the *Enter License Key* function and click on *Cancel* button. The authentication will be carried out on the next web browser window restart with your PageCarrier Photo website.

➡ Important - use this instant authentication possibility if your website appears in a trial mode despite a correct license key entered.

### **Website Content Management - General**

The website contents are basically images and text blocks. The website page structure organizes them for proper appearance in form of website pages.

PageCarrier requires only very simple and very basic computer related skills for managing of its contents and structure. So all text blocks can be created using typical text processing or publishing programs, some of them available for free. The PageCarrier structures like new Galleries and Info Pages will be created simply by creating new directories and inserting new images and text blocks into them.



## Directory Structure

The PageCarrier directory structure is as follow:

PageCarrier Directory Tree				
				Comment
PageCarrier Website root				Website System Directory
	App_Code			Website System Directory
	App_Data			Website System Directory
	App_WebReferences			Website System Directory
		WebReference		Website System Directory
	bin			Website System Directory
	Content			Website Content Directory
		Galleries		Website Content Directory
			Gallery 1 (free name choice)	Image Gallery Directory
			Gallery 2 (free name choice)	Image Gallery Directory
			...	Image Gallery Directory
		Info		Website Content Directory
			Info Page 1 (free name choice)	Info Page Directory
			Info Page 2 (free name choice)	Info Page Directory
			...	Info Page Directory
		Pictures		Website Content Directory
			HomePage	Website Content Directory
			Icons	Website Content Directory
			SlideShowPictures	Website Content Directory
		SiteInfo		Website Content Directory

## Menu System

The Menu System in PageCarrier is fully automated and does not require any management. It extends or shrinks itself if new Galleries or Info Pages are added or removed. The same mechanism serves the About Us, Contact Us and Terms of Use pages.

If the menu item list exceeds the menu window height a scrollbar will appear.

## General Image Handling

### *File name precedence*

PageCarrier accepts images in two formats - ".png" and ".jpg". In case there are two images with the same file name but different extensions in one directory PageCarrier will use the ".png" image and not the ".jpg" image. If you wish PageCarrier to use the ".jpg" image - you have to remove the ".png" image with the same file name from the directory.

In short - the "xxx.png" image takes the precedence over the "xxx.jpg" image.

### *File size*

It is important to create images of the right size or resize them to it. It is important for two reasons.

First, PageCarrier defines the size of the image "containers" on the screen in pixels. So if the image "container" was defined as 450px by 340px the best results on display will give you the image with the 450px by 340px size. You can use also a multiplying factor here (but always proportionally) like take the image two times larger (in each size) - 900px x 680px. Compared to it, to take an image with 675px x 510px would be not a good idea, as the computer in order to resize it properly must recalculate and extrapolate pixels. This would result in lower quality image display.

Furthermore, taking the right sized image files will result in far smaller file size and, consequently, in significantly shorter page loading times which improves website user experience.

Please see below the image size list for all available website page types.

► Important - PageCarrier will resize images automatically if they don't fit the pre-defined sizes, but you will get the best results if the created images are sized correctly.

## Image Size Table

PageCarrier - Image Size				
	Width	Height	File Name	Directory
Logo	202px	55px	logo.png or logo.jpg	\Content\Pictures\
Email Address image	200px maximal	16px	email.png or email.jpg	\Content\Pictures\
Home page image	auto-resized	416px pre-defined	free choice *	\Content\Pictures\HomePage\
Slider images	auto-resized	175px	free choice *	\Content\Pictures\SlideShowPictures\
Images in Galleries	auto-resized	404px	free choice *	\Content\Galleries\gggg\ **
Images in Info Pages				
Info Page with one image	430px	323px recommended	free choice *	\Content\Info\nnnn\ ***
Info Page with two images	300px	217px recommended	free choice *	\Content\Info\nnnn\ ***
Info Page with three images	240px	174px recommended	free choice *	\Content\Info\nnnn\ ***
Info Page with four images	188px	136px recommended	free choice *	\Content\Info\nnnn\ ***
<b>Legend</b> * - file extension ".png" or ".jpg" ** - replace "gggg" with Gallery name *** - replace "nnnn" with InfoPage name px - pixel				

## Image Sort Feature

The image files in Galleries, Info Pages and Image Slider will be sorted alphabetically in ascending order. So a purposeful image file naming can influence the sequence of the image appearance on website pages.

The second image file sorting possibility is to add a sorting prefix with the mandatory form (ddd) [ where each "d" is a numeric digit] at the beginning of the image file name like:

rose.jpg - replaced by (001)rose.jpg

flower.jpg - replaced by (002)flower.jpg

➡ Important - this sorting option is not available in PageCarrier Photo Free.

## Logo

The PageCarrier website is prepared to display your logo. Please create an image file containing it and save with the file name *logo.png* or *logo.jpg* in the directory *\Content\Pictures\*.

## Text File Handling

### *File name precedence*

PageCarrier accepts text files in two formats - ".htm" and ".html". In case there are two text files with the same file name but different extensions in one directory PageCarrier will use the ".htm" text file and not the ".html" text file. If you wish PageCarrier to use the ".html" text file - you have to remove the ".htm" text file with the same file name from the directory.

In short - the "xxx.htm" text file takes the precedence over the "xxx.html" text file.

### *iFrame Technology for text block display*

PageCarrier utilizes the *iFrame* technology for text block presentation. The *iFrames* are like windows cut into your webpage that allow the visitor of your website to view a complete another html page.

There are some advantages for the website owners and administrators resulting from this approach:

- The text blocks can be created with any word processing or publishing program having ability to save them as a ".html" or ".htm" file
- An integration of graphical elements like images, charts, WordArts, ClipArts and similar into such text block is possible and easy.

### *The second option - pure HTML text block display*

PageCarrier offers additionally a second text block display possibility - a pure HTML text. It extracts the HTML text from a ".html" or ".htm" file and displays it in a framed panel which replaces an *iFrame*. The created text block HTML source files must not contain any graphical elements here. Furthermore, no tabs or multiple space sequences are allowed during editing of the text block source files to avoid any non-printable character substitutes in text blocks displayed on the web pages (one space separators are OK).

Please note, that if this file was initially created with a word processing or publishing program and the entered text formatted, then this initial formatting (like font color) will take the precedence over the webpage font color settings - so please format already in the initial file accordingly to your needs.

This *pure HTML text block display* option can be activated for each of the text block HTML files via *(text)* prefix added to the file name:

```
product_description.htm      --->  (text)product_description.htm
(007)product_description.htm --->  (text)(007)product_description.htm
```

➡ Important - the use of *iFrames* is recommended. It is the standard option in PageCarrier. It is easy and offers more design possibilities.

### *Scrollbars*

If the text block delivered by the text block source file is longer than the displaying window in a page - a scrollbar will appear. This happens for both text block displaying options - *iFrames* and *pure HTML text*.

## Email Address Handling

PageCarrier can be configured to display the contact email address under the Menu element on each of the pages.

This function is offered independently from *Contact US* page and can be activated in two ways:

1. Enter the *Contact Email Address* in the Edit Configuration Data in the PageCarrier Control Center. In this case the email address is displayed as a text label.
2. Create an image file with the email address and copy it as email.png or email.jpg file into the \Content\Pictures directory. The file *email.png* will take precedence over file *email.jpg* if both files exist.

In this case the email address is displayed as an image, which offers an additional protection against spy programs harvesting email addresses on websites in Internet.

In the case that the email address is entered into *Contact Email Address* field and the email image file exists the email image file will be displayed.

## Meta Description and Meta Keywords

One of the features of PageCarrier is the possibility to define two types of Meta Tags - *Keywords* and *Description* . Both of them can be used to provide additional text for crawler-based search engines and improve the ranking of the website in search results. Both are created and utilized by PageCarrier as a ".txt" file.

Meta Description file (*MetaDescription.txt*) is located in the \Content\SiteInfo directory:  
\Content\SiteInfo\MetaDescription.txt

Its maximal length is 160 characters and its content must be located in the first row of the file.

Meta Keywords file (*MetaKeywords.txt*) is located in the \Content\SiteInfo directory:  
\Content\SiteInfo\MetaKeywords.txt

Its maximal length is 874 characters and its content must be located in the first row of the file.

All keywords are separated by comma.

## Website Content Management - Page Structure

PageCarrier offers following pages:

- Home Page
- Image Slider (integrated into other pages)
- Image Galleries
- Info Pages
- InfoPanel Pages
- About Us Page
- Contact Us Page
- Terms of Use Page (not available in PageCarrier Photo Free)

## Home Page

The PageCarrier Home Page accommodates two main elements: the Home Page image and the Home Page text. The text element will be displayed only if the text file corresponding to the image file is found in the \Content\Pictures\HomePage\ directory.

The file name of the Home Page image (without extension and without optional sorting prefix) will be converted into image caption and will appear under the image.

The height of the image is pre-predefined, the width will be automatically resized preserving the original aspect ratio of the image. Please crop the image horizontally if its width is too large and the Home Page image and the Home Page text overlap.

If you wish to use a very wide image on your Home Page then remove the text completely and put it into one of the Info Pages instead.

## Image Slider

One of the PageCarrier features is the Image Slider - a running image ticker visible on the Home Page and some other pages. To activate it copy some image files into the Image Slider Directory. The file names of the images (without extension and without optional sorting prefix) will be converted to image captions and appear under each image.

Available sort options are described in the [Image Sort Feature](#) item.

## Image Galleries

Each Image Gallery in PageCarrier accommodates up to six images. The image handling and sort options are described in the items [General Image Handling](#) and [Image Sort Feature](#).

The file names of the images (without extension and without optional sorting prefix) will be converted to image captions and appear under each image.

The Gallery's Image Selector contains up to six pictures. The selected image will be emphasized by a visible frame. There is no need to provide thumbnail versions of gallery images; the images will be downsized for Image Selector automatically.

Each Image Gallery name is inherited from the corresponding Gallery directory name containing its images:

Image Gallery name "Flowers" corresponds with the directory `\Content\Galleries\Flowers\`

Image Gallery name "Trees" corresponds with the directory `\Content\Galleries\Trees\`

Image Gallery name "Mountains" corresponds with the directory `\Content\Galleries\Mountains\`

To create a new Image Gallery simply create a new subdirectory in the directory `\Content\Galleries\` and copy up to six images into this new directory. PageCarrier will include automatically the new Image Gallery into its Page Structure and automatically integrate the new Image Gallery name into its Menu items.

To remove an Image Gallery delete the corresponding directory.

➡ Important - the number of Image Galleries in *PageCarrier Photo Free* is limited to two.

## Dual Image Display in Image Galleries

Each image in the Image Galleries can have its sibling displayed if the website visitor hovers with the mouse pointer over the currently shown enlarged gallery picture. This option creates the possibility to expose two different aspects or views of the same item or product (for example a picture with and without frame, the total and the detail view of a product). To activate it ensure that the first image file has the extension ".png", and simply create the second (corresponding) image with the file extension ".jpg" and copy it into the Image Gallery:

for the file *flowers.png* <-- create the first image file

for the file *flowers.jpg* <-- create the second image file

➡ Important - the file with the extension ".png" will be displayed as first, with the extension ".jpg" as second.

➡ Important - this option is not available in PageCarrier Photo Free.

## Info Pages

Each Info Page in PageCarrier can contain one, two, three or four images and corresponding text blocks. The image handling and sort options are described in the items [General Image Handling](#) and [Image Sort Feature](#) .

The Info Page name is inherited from the corresponding Info Page directory name containing its images and text blocks:

Info Page name "Products" corresponds with the directory `\Content\Info\Products\`  
Info Page name "Exhibitions" corresponds with the directory `\Content\Info\Exhibitions\`  
Info Page name "Crew Members" corresponds with the directory `\Content\Info\Crew Members\`

To create a new Info Page simply create a new subdirectory in the directory `\Content\Info\` and copy up to four images and corresponding text block files into this new directory. PageCarrier will automatically include this new Info Page into its Page Structure and automatically integrate the new Info Page name into its Menu items.

The primary element for creation of the Info Page and its design assignment are the image files in the Info Page directory. After an existing image file were found PageCarrier looks for a corresponding text block file which should have the same file name as the image file but the file extension should be ".htm" or ".html". If such file was found, then its text block will be integrated into the Info Page.

To remove an Info Page delete the corresponding directory.

➡ Important - the number of Info Pages in *PageCarrier Photo Free* is limited to two.

## InfoPanel Pages

InfoPanel Pages in PageCarrier are very similar to Info Pages but contain only one large text and graphics container. Furthermore they accept only an *iFrame technology* based HTML content (text blocks including graphics) and no *Pure HTML option*.

The InfoPanel Page name is inherited from the corresponding InfoPanel Page directory name containing its text block files and optional subdirectory with graphical content:

InfoPanel Page name "Product Description" corresponds with the directory `\Content\InfoPanels\Product Description\`  
Info Page name "Exhibitions" corresponds with the directory `\Content\InfoPanels\Exhibitions\`  
Info Page name "Crew Members" corresponds with the directory `\Content\InfoPanels\Crew Members\`

To create a new InfoPanel Page simply create a new subdirectory in the directory `\Content\InfoPanels\` and copy the HTML text block file (and optional corresponding graphical content subdirectory) into this new directory. PageCarrier will automatically include this new InfoPanel Page into its Page Structure and automatically integrate the new InfoPanel Page name into its Menu items.

The primary element for creation of the InfoPanel Page and its design assignment is the HTML file in the InfoPanel Page directory. If multiple ".htm" or ".html" files were found the first one in the ascending sort order will be chosen. The ".htm" file takes precedence over a ".html" file.

To remove an InfoPanel Page delete the corresponding directory.

➡ Important - the number of InfoPanel Pages in *PageCarrier Photo Free* is limited to one.

### About Us Page, Contact Us Page, Terms of Use Page

PageCarrier includes these pages into its Page Structure and the page names *About Us*, *Contact Us* and *Terms of Use* into its Menu items if their respective text files are found in the directory \Content\SiteInfo\:

*AboutUs.htm* or *AboutUs.html*

*ContactUs.htm* or *ContactUs.html*

*TermsOfUse.htm* or *TermsOfUse.html*

➡ Important - the *Terms of Use* page is not available in *PageCarrier Photo Free*.

### Selling and Description Options for Products, Pictures, Paintings, Drawings and other Artistic Works

PageCarrier Photo offers the possibility to include selling links and product or picture descriptions in its Image Galleries. The procedure is very simple, easy and similar to other feature mechanisms in PageCarrier.

A description and a selling link is always related to an image or picture in an Image Gallery.

To activate the **description option** please create and copy a ".htm" or ".html" file with the same name as the image file into Image Gallery. The creation rules and available display options are described above in the [Text file Handling](#) item.

To activate the **selling option** please create and copy a plain text ".txt" file with the same name as the image file into Image Gallery. The creation rules are described below in the [How to create a plain text ".txt" file for Selling Link Option](#) item. A *Buy it Now* button will be created and appears under the displayed product image.

If the visitor of your website clicks on the offered *Buy it Now* button he will be redirected to your auction or to the payment processing page. Please see how this mechanism works in the [What is the Selling Link and how to find it](#) item.

➡ Important - the *Selling Option* and the *Description Option* are absolutely independent so you can activate them separately or use both simultaneously.

➡ Important - the *Selling Option* and the *Description Option* are not available in *PageCarrier Photo Free*.

➡ Important - the *Selling Option* in a not licensed *PageCarrier Photo* trial version is activated but redirects to a connection test page ("**Buy it Now**" **Link Test Page**) at the PageCarrier website. Please buy a *PageCarrier Photo* license and enter the license key to unlock a full *Selling Option* functionality.



➡ Important - the *Selling Option* in a licensed *PageCarrier Photo* production version is activated and redirects initially to the **"Buy it Now" Link Prod Page** at the PageCarrier website because so are set the URL link addresses in the *Selling Link* ".txt" files. Please change them as it fits your requirements.

## Practical Tips

### How to start

The PageCarrier installation package contains a complete, running website software version including content samples. We suggest you install it in this form as your website to see how it works before you make any changes.

### How to create a text block file for the *iFrame Option*

For the HTML text block file creation you can use for example Microsoft Word, Microsoft Publisher or OpenOffice Writer (OpenOffice is a free Open-Source software). Insert graphical elements, create text and design it as you wish to see it on your website. Save the file in original tool format for further use.

Now save the file as a *Web Page* or *Web Page, Filtered* (Microsoft Word), or *Web Page, Filtered* (Microsoft Publisher), or *HTML Document* (OpenOffice Writer). The so created file has the extension ".htm" or ".html". Copy the file into an appropriate PageCarrier directory.

➡ Important - in case the graphical content was inserted into Microsoft Word or Publisher text block file, an additional directory containing this graphical content will be created. This directory must be copied into PageCarrier directory together with the HTML file. In the case of OpenOffice Writer some associated ".gif" files will be created and must be copied into PageCarrier directory together with the HTML file.

➡ Important - please note, that renaming of the HTML file (and its graphical content directory) is not recommended, as it can cause inconsistencies between them. If you wish to change the HTML file name, change the word processor or publisher source file name (i.e. the file with the extension ".doc", ".docx", ".pub", ".odt") instead and recreate the HTML file with its corresponding graphical content directory using the *Save As* option as described above.

### How to create a text block file for *Pure HTML Option*

#### Method 1

Use one of the HTML editors. One of them is Amaya (a free Open-Source software).

#### Method 2

Please follow the instructions described above in the [How to create a text block file for the iFrame Option](#) . Please observe following rules in the created ".doc", ".docx", ".pub", ".odt" files:

- no graphical content
- no tabs
- no consecutive multiple spaces
- single separating spaces are allowed.

## What is the Selling Link and how to find it

If you wish to sell your products (pictures, photographs, artistic works or any other products) on Internet you will need additionally to the presentation capabilities offered by PageCarrier a kind of seller infrastructure to deal with the numbers of sold products, calculate the subtotals, totals, shipping fee and possible taxes. There is no need to build such functions completely into PageCarrier, as many companies offer it for a small transaction fee. You can accommodate for this purpose an eBay ([www.ebay.com](http://www.ebay.com)) auction or use any of the payment processing companies like Plimus ([www.plimus.com](http://www.plimus.com)). These and other payment processing companies offer usually a high level of payment security and fraud protection so using them appears to be a sensible option. PageCarrier makes it very easy to link to such seller infrastructure.

If you use eBay you will have to create an auction. If the auction is created you can open it in your Web browser (you should be signed as the eBay seller at this point). The URL address in the address bar of your browser is what we are looking for. It looks like:

<http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&rd=1&item=xxxxxxxxxxx&ssPageName=.....>

where " xxxxxxxxxxxx " is your item number.

You can cut off everything after this number and you will get:

<http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&rd=1&item=xxxxxxxxxxx>

This is your **Selling Link**.

If you use, for example, Plimus as your payment processing company you will have to create at Plimus your item selling contract (an easy procedure) and you will get the **Selling Link** in form similar to:

<https://www.plimus.com/jsp/buynow.jsp?contractId=yyyyyyy>

This is your **Selling Link**.

The " yyyyyyy " is your item contract number.

The other payment processing companies use very similar selling link methods and procedures.

➡ Important - There is NO any recommendation of any company intended here. The described companies here are merely chosen only as more or less typical examples to help to understand the *Selling Link* procedures.

## How to create a plain text ".txt" file for Selling Link Option

### Method 1

Use one of many plain text editors existing. One of them is Microsoft Notepad in Windows. The saved file must have the extension ".txt" - for example *red-flower.txt*.

### Method 2

Use one of the word processor programs like Microsoft Word or OpenOffice Writer. Save the created text as *Plain Text* (Microsoft Word) or *Text (.txt)* (OpenOffice Writer). The saved file must have the extension ".txt" - for example *red-flower.txt*.

➡ Important - Create only one line with the *selling link*. The selling link must be located in the first line and start at the beginning of the line.

- End of Manual -