SURF MEDIA new
Getting Started Guide

207-730-3823 | www.SurfNewMedia.com | Naples, Florida

User Management

How do I add a new user (subscriber) to our site?

1. Login to the site with the admin account

2. Click on the "People Menu" in the black administration menu at the top of the site

3. Click the link (in the upper right of the People Page) to "Add User"

4. Fill in the blanks for username, email address, password.

5. If you are adding a subscriber, DO NOT click on the role you would like to give them at this time, but do click on the box to "notify user of new account"

6. Click save

7. To add an expiration date … after saving, click on the edit tab of the account you just created.

8. Scroll down the page until you see a link for Ubercart Roles and click this.

9. Add in the subscription duration for this account and click save.

ADDING AN ARTICLE

The black administration menu located across the top of the entire site is a series of links which manages each aspect of the site.

1. Click on the ADD CONTENT link in the administration menu.
2. A new page will open, choose "Article"
3. Give article a TITLE
4. SECTION Choose News, Sports, etc.
5. FEATURED check "Include this article…"
6. BODY: Copy and paste an article from your computer files.
7. IMAGE: Choose a photo from your computer, click UPLOAD
8. Click SAVE at the bottom of page

Note: Fill in the blanks with as much information as you would like: The section you choose will put the article in the correct section of the website. The featured options will place the article to the front page slideshow. All images are automatically resized by the site.

Advertising Info

What are the ad sizes for the available ad groups?

Sidebar Box Ads:

- Big Box: 300px wide by 250px tall

- Half Box: 300px wide by 150px tall

- Tile Ad: 300px wide by 100px tall

Sidebar Weather Ads:

- Weather Sponsor: 140px wide by 90px tall

- **Banner Ads**
  Within Content Large: 620px wide by 150px tall

- Within Content Standard: 620px wide by 90px tall

- Flag Banner (if applicable): 350px wide by 100px tall

Other Ads:

- Footer Banner: Can accommodate up 728px wide by 90px tall

ADDING AN E-EDITION

1. Click on the ADD CONTENT link in the administration menu.
2. A new page will open, choose "PDF Edition"
3. Give PDF a TITLE
4. SECTION Choose E-Edition, Special Section, etc.
5. Upload an image of the cover of the e-edition (optional)
6. Upload the PDF (one PDF of multiple pages)
7. Click SAVE at the bottom of page

ADDING AN AD

1. Click on the ADD CONTENT link in the administration menu.
2. A new page will open, choose "Simple Ad"
   Give the ad a TITLE (this is for internal purposes only)
   AD GROUP Choose where they ad should show
   Upload an image of the ad
   URL Add in the web address of where the ad should link
3. Click SAVE at the bottom of page

Surf New Media Contact Information

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Launching Info

Make Sure You Have the Following Information About Your Domain

- Your Domain Registrar (Network Solutions, Go Daddy, etc.)

- Your domain control panel username and password

- If you do not know the above items, please contact us and we can help sort things out

Email Options

If Surf New Media New Media will be hosting your email accounts as well as your website, please provide us the following before launch:

- A list of all email addresses you would like us to host

- If available, a list of password for those email accounts

Email Launch

- Once your site is launched, your email will switch servers as well. If we are hosting your email, please be sure to set up your email programs with the information provided by Surf New Media to ensure your email works without interruption.

LAUNCHING YOUR WEBSITE

Client Checklist:

1. Make sure the test site created by Surf New Media is working as expected.

2. Make sure you have access to the domain control panel of your website. This where you have registered your domain (GoDaddy, Network Solutions, etc.). Surf New Media will need access to the domain control panel to point your domain to the site when going live.

3. If additional items are needed from your current website, please make sure to contact your current web developer to get whatever is needed.

4. If email accounts will also be hosted with your site via Surf New Media, please send Surf New Media the list of email accounts that should be set up on the new server.

Surf New Media Checklist:

1. We will set up the new server to house your new site. When completed, we will provide you will a welcome email (for your records), which will give you access to the server control panel and information for setting up your email accounts and FTP accounts if wanted.

2. After the server is configured, we will take the test server offline and and transfer the site from the test server to the new server, which will be the live server when you are ready to launch.

3. When the transfer is completed, we will provide you will a temporary ULR to access the site and use it before it is officially launched. You will also receive an email with all of your hosting information, which includes control panel information and email account settings.

4. When ready to launch, Surf New Media will access your domain control panel and point the domain to the new server. The site will then be "live." Please note the propagation period for the domain to fully resolve can take up to 24 hours to complete.

QUICK REFERENCE

Checking Advertising Statistics
- Login to the site with the admin account
- Click on the "Find Content" link in the black administration menu at the top of the site
- Click the tab (in the upper right of the content Page) reading "Ad List"
- This will open a page with each of the ads currently on the site
- Find the ad you would like statistics for and click the "statistics" link corresponding to the ad

Site Statistics

There are build in server statistics for the site, which provides information for page views, hits, users, etc. These statistics are includes with the hosting. To access the server statistics, please follow the below instructions:
- Go to URL http://www.YOUR-DOMAIN.com/stats
- Enter in the username and password provided by the hosting welcome email

Google Analytics

Surf New Media strongly recommends using Google Analytics for your website statistics. Our software integrates with Google and will provide real-time stats with better reporting than available via the server statistics. To set up Google Analytics, please follow the steps below:
- Go to https://www.google.com/analytics/
- Click the link to sign up for an account
- Follow the steps provided on the sign up page
- Once completed, you will be provided a code. Copy the code, and email it to support@surfnewmedia.com
- Once we complete the installation, your tracking will begin with 24 hours.

Email Quick Settings

Incoming Mail Server (IMAP or POP3): mail.YOUR-DOMAIN.com

Outgoing Mail Port: 587

Outgoing Mail Server (SMTP): mail.YOUR-DOMAIN.com

Username: your email address

Password: your email password