

SubHub Quick Start Guide

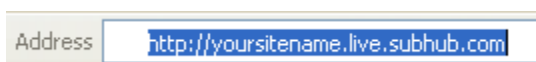
This guide will take you through the steps you need to follow to get your SubHub site up and running in no time at all!

The key areas we will focus on will include:

- 1) The Control Panel
- 2) Site Design
- 3) Setting Up Your Site Navigation
- 4) Adding Content
- 5) Activating your Payment Gateway
- 6) Setting up subscriptions
- 7) Go Live

Accessing Your Site and Logging In

Before you begin working on your site you will need your site URL, which will look like this:



To log in as an administrator you will need the email address you signed up with and the password that would have been emailed to you.

If you can't remember your password, don't worry - simply click on the 'forgotten password' link in the login block on your site.

Log In

You can log in using the login block in the left hand column of your site, or by using the login link in the footer of the page.

Log Out

To log out, simply use the link that is shown in the footer of the page.

We hope you enjoy using your SubHub site!

Evan Rubinski

SubHub Director and Co-founder



Welcome to SubHub!

On-line Training Available



[Watch our video tutorial](#)



[Read the FAQ's](#)



[Visit the knowledgebase](#)



[Join the support forum](#)



[Contact the support team](#)



2.0 Site Design

One of the first things you will want to do is change the look and feel of your site, there are two ways in which you can do this.

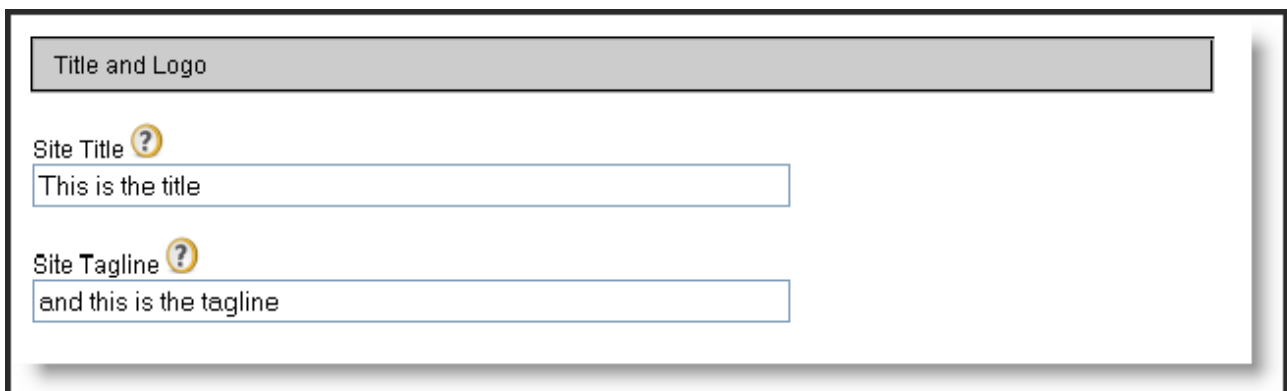
By clicking on 'Site Design' in the control panel you can carry out the following actions:

- Enter a title and tagline that will appear in the header of your site, or upload your own logo.
- Choose from a selection of pre-designed templates
- Upload your own CSS to create your own design (for advanced users only)

Alternatively, for a one-time additional cost you can commission a professional designer to create a unique design to your exact specification. Contact us for further information.

2.1 Site Title

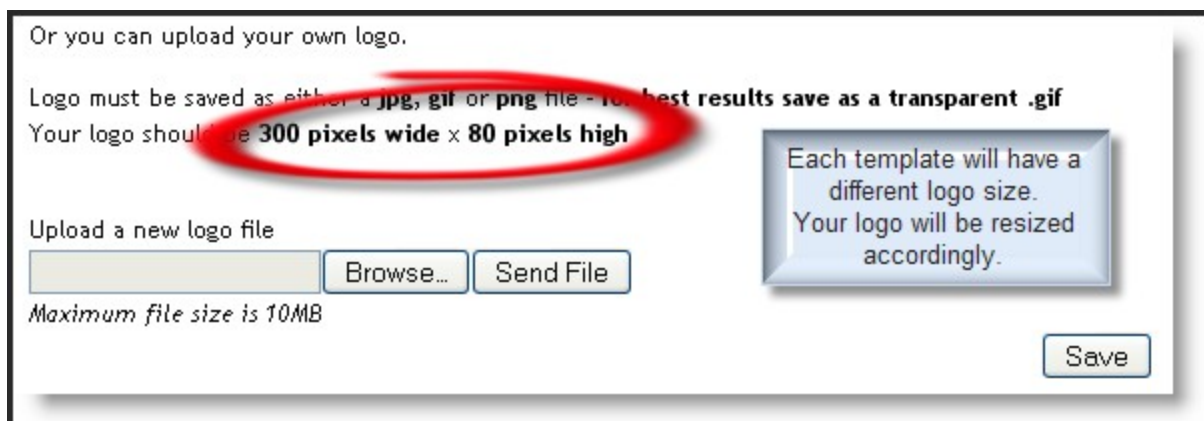
To change the text that appears in the header of your site simply type over the existing text as shown below. You will see the new title and tagline appear in the site header as you type – don't forget to click 'save'!



The screenshot shows a form titled "Title and Logo". It contains two text input fields. The first field is labeled "Site Title" with a help icon and contains the text "This is the title". The second field is labeled "Site Tagline" with a help icon and contains the text "and this is the tagline".

2.2 Site Logo

If you already have your own logo you may want to upload this into your site design. Each template has a specified location to upload your logo.



The screenshot shows the "Or you can upload your own logo." section of the control panel. It includes instructions: "Logo must be saved as either a **jpg, gif** or **png** file - for best results save as a transparent **.gif**". A red circle highlights the text "Your logo should be **300 pixels wide x 80 pixels high**". Below the instructions is a text input field for the logo file name, followed by "Browse..." and "Send File" buttons. A note in a blue box states: "Each template will have a different logo size. Your logo will be resized accordingly." At the bottom, there is a "Save" button and a note: "Maximum file size is 10MB".





2.3 Design Templates

The most cost effective (it's free!) and quickest way to add a design to your site is to use one of our pre-designed templates.

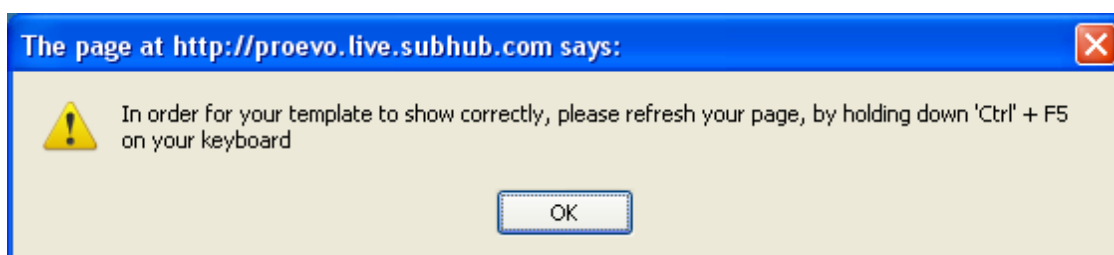
Simply browse through the templates and preview each template as you wish. Click on 'Select' and the design will be immediately applied to your site.

Available Templates:

Viewing 17-24 of 25 templates Previous 1 2 **3** 4 Next

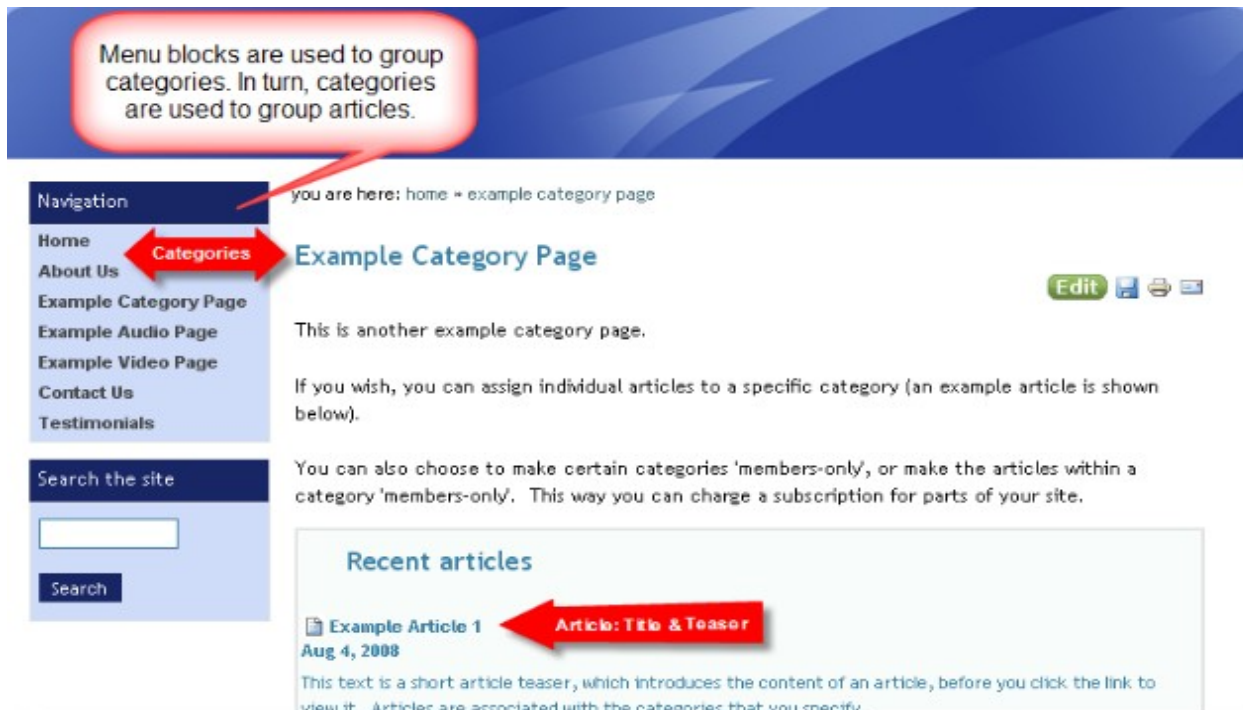
<p>Still Waters</p>  <p>Preview <input type="button" value="Select"/></p>	<p>Clear Skies</p>  <p>Preview <input type="button" value="Select"/></p>
<p>Sun Dance</p>  <p>Preview <input type="button" value="Select"/></p>	<p>Butterfly</p>  <p>Preview <input type="button" value="Select"/></p>

Once you have selected the template you wish to use, the following window will pop up. You must follow the instructions to ensure your design template is fully applied. (NB If you are using a Mac you will need to hold down 'Shift' + 'F5')



3.0 Setting Up Your Site Navigation

Below is an example of how your site structure all fits together.



Your site navigation is built using different types of navigation blocks. The most commonly used are the menu blocks, which are used to group categories together.

Different types of blocks can be placed either in the left or right-hand column on your site.

To create a new block you need to go to the 'Navigation' area, through the control panel. Here you need to decide if you want to place your block in the left or right hand column, by clicking on the relevant tab:



From the drop down list you can select the type of block you wish to insert and click the 'add' button.

Available block types are:

The **Menu Block** is used to group categories and is the primary method of navigation for your visitors.

The **Login Block** will allow your members to log in to your site. It is important to remember you will not see this block once you have logged in as a member or an administrator.

The **Newsletter Block** can capture your visitors email address and name - these will be emailed to you. If you wish to use an integrated email campaigner you will need to use a HTML block.

The **Search Block** will allow your site visitors to search the content on your site.

Use the **HTML Block** to insert snippets of code into your navigation. This is useful for adding advertising, Google Analytics, images, links and integrating a newsletter sign-up field from a third party.

The **Events Block** will add a small calendar to your navigation. You can add important dates to the calendar by going through 'Events' in the control panel.

By inserting a **Profile Block** your members will be able to upload an image and details about themselves, to be viewed by others.

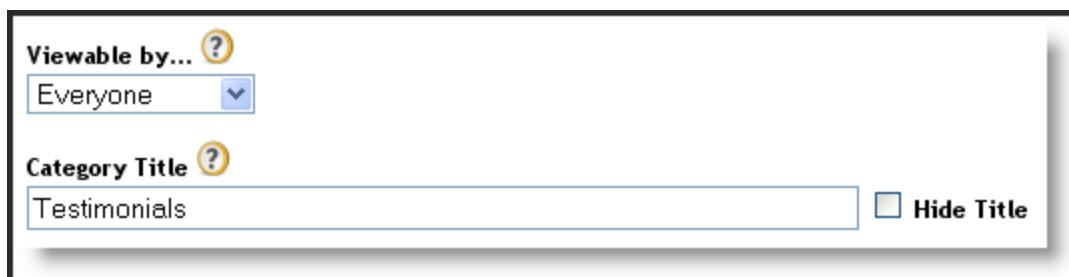
Each block will have different settings, which are further explained in the video tutorial. Once you have saved your blocks they will appear in either the left or right hand column of the site.

4.0 Adding Content

4.1 Categories


To add a category to your menu block you need to go to 'Categories'.
Click 'add new category'.

You next need to select who can view the category and give the category a title. The text you enter in this field will be displayed in the menu block.



The screenshot shows a form with two main sections. The first section is labeled 'Viewable by...' with a help icon. Below it is a dropdown menu currently set to 'Everyone'. The second section is labeled 'Category Title' with a help icon. Below it is a text input field containing the word 'Testimonials'. To the right of the text field is a checkbox labeled 'Hide Title'.

Decide which menu block you want the category to appear in, by choosing from the list:



The screenshot shows a dropdown menu titled 'Appear in Menu Block' with a help icon. The menu is open, showing three options: 'Top Menu', 'Bottom Menu', and 'Navigation'. Each option has a small arrow icon to its right.

You can have the category appear in multiple menu blocks by holding down 'Shift' on your keyboard and clicking on the required menu blocks in the list.

To have a category show in the top of bottom navigation you will need to select 'Top menu' or 'Bottom Menu' respectively.

To remove a category from a menu block hold down 'Ctrl' on your keyboard and click the block in the list you want the category to be removed from.

Once you have entered your copy into the body field you need to click

You will then get taken to the top of the page and be presented with three options:

i You have unpublished changes - ([Preview](#) / [Publish now](#) / [Discard](#))

Publish now and your category will go live on your site. You should also see it appear in the relevant menu block you selected.

4.2 Articles

Articles are displayed as a list in both the members and the public homepages and in the category they are assigned to:

The screenshot shows a 'Members Homepage' with a list of three articles. Each article entry includes a title, a date, and a body of text. Callout boxes provide additional information: one points to the title of the first article, stating it is a link to read the whole article; another points to the first few lines of the first article's body text, stating this is the teaser text where images and links can be added.

Members Homepage Edit

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Recent articles

Article Three
Oct 22, 2008

The title of the article is a link to read the whole article

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Article Two
Oct 22, 2008

This is the teaser text, you can add images and links to this.

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Article One (in: Example Category Page)

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To add a new article you need to go to 'Articles' and click on the 'add new article' button.

Once you have given your article a title, a teaser and have entered the full body text you then have the ability to customize your article further. For a full explanation of these settings please visit the [video tutorial](#) within the page.

Click save and 'publish now' and the article will be live on your site.

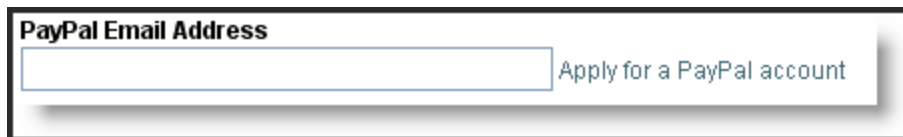
5.0 Activating Your Payment Gateway

SubHub is fully integrated with PayPal (Website Payments Standard), Authorize.net and Protx.

5.1 PayPal

To activate your PayPal account you need to login to your site as an administrator. Go to 'Settings' and click on the 'Payment Processor' button.

Enter the email address you signed up to PayPal with, into the required field:



The image shows a form field labeled "PayPal Email Address" with a text input box and a button labeled "Apply for a PayPal account".

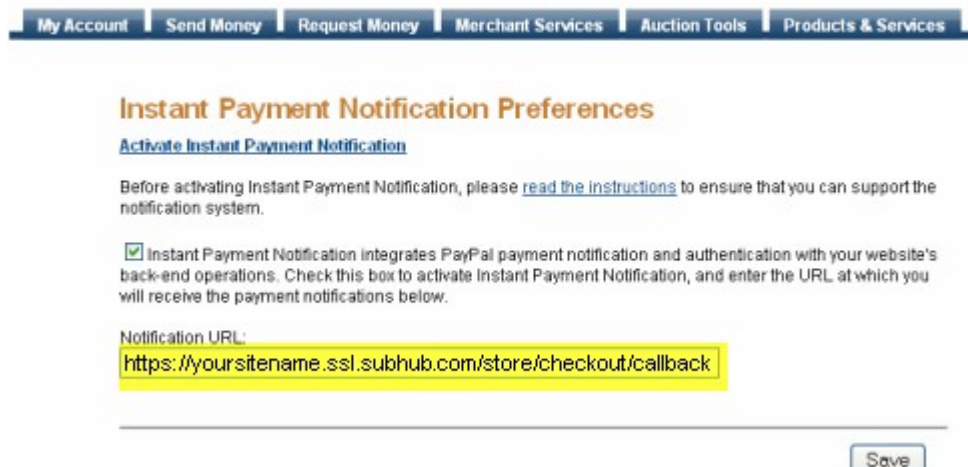
Once you have done this your site will be linked to your PayPal account, so you can start taking money.

If you do not have a PayPal account, click on the [link](#) to get taken to the application process.

PayPal Settings

To ensure your PayPal account is properly carry out the following steps:

1. Login to Paypal and click 'Profile'
2. Click the link 'Instant Payment Notification Preferences'
3. Switch it on and also add the URL shown below:



The image shows the PayPal 'Instant Payment Notification Preferences' page. It includes a navigation bar with links: My Account, Send Money, Request Money, Merchant Services, Auction Tools, and Products & Services. The main heading is 'Instant Payment Notification Preferences'. Below it is a link 'Activate Instant Payment Notification'. A paragraph states: 'Before activating Instant Payment Notification, please [read the instructions](#) to ensure that you can support the notification system.' There is a checked checkbox for 'Instant Payment Notification integrates PayPal payment notification and authentication with your website's back-end operations. Check this box to activate Instant Payment Notification, and enter the URL at which you will receive the payment notifications below.' Below this is a label 'Notification URL:' followed by a text input field containing the URL 'https://yoursitename.ssl.subhub.com/store/checkout/callback'. At the bottom right is a 'Save' button.

4. Save and then click back to profile link
5. Click onto 'Website Payment preferences', switch on and add the url as above

5.2 Authorize.net / Protx

If you want to use a merchant account you will need to match this with either Authorize.net (US) or Protx (UK). Contact our support team if you wish to activate either of these payment gateways.

6.0 Creating Subscriptions

To enable your site visitors to convert to site subscribers you need to do the following:

- Create one or more subscription plans (found in the control panel)
- Edit the 'subscription pages' (found in 'Settings')
- Update the 'Automated Emails' (found in the control panel)

Visitors will get taken to your site subscription form by clicking on the 'join now' link found in either the footer of the site or in the login block. If you want to place this link on other areas of your site simply use the URL: [/subscribe](#)

7.0 Go Live!

Once you are happy with your site and you want to go live make sure you have completed the following:

- Updated your contact details on your site contact page (**found in 'Settings' > 'Fine Print' > 'Contact Page/Contact Email Addresses'**)
- Updated Terms & Conditions and Privacy Policy (**found in 'Settings' > 'Fine Print'**)
- If your company is registered in the UK you must register with the Data Protection Act.
- Make your site visible to the search engines (**found in 'Settings' > 'Metadata' > 'Allow Search Engines to scan the site'**)

Point your domain name to your SubHub site. Details on how you can do this can be found in our support pages:

http://subhub.helpserve.com/index.php?_m=knowledgebase&_a=viewarticle&kbarticleid=18

Once you have pointed your domain name you will need to send an email to support@subhub.com, with the subject: Go Live – site name.

Include in the email your:

- SubHub domain name
- Your new domain name

Your site will now be live on your own domain name and we wish you every success.

For more in-depth support materials please visit <http://subhub.helpserve.com>