



## SNIPPETMASTER USER GUIDE

Version .001.1

**WARNING: SNIPPETMASTER CUSTOMERS MUST USE FIREFOX TO MAKE CHANGES WITH SNIPPETMASTER.**

### **DO NOT USE INTERNET EXPLORER.**

**INTERNET EXPLORER DOES NOT WORK PROPERLY WITH THE LATEST VERSION OF SNIPPETMASTER. ATTEMPTING TO USE SNIPPETMASTER WITH INTERNET EXPLORER WILL CAUSE YOUR FILES TO UPDATE INCORRECTLY, LOSING DATA, LINKS AND CAUSING OTHER ISSUES. YOU MAY DOWNLOAD THE FREE VERSION OF THE FIREFOX BROWSER AT:**

**<http://www.mozilla.org/firefox/>**

**If you find you've caused issues when updating your files using Internet Explorer - please contact us at 877-226-7699 or e-mail [Mark@acorn-is.com](mailto:Mark@acorn-is.com). Time to repair your files is billable.**

#### **Helpful Hints for Either Version (Lite or Pro):**

Always, always save your files every little bit. Like you would with any other piece of software like WORD or EXCEL.

The Preview Button Does not work in the Lite Version – simply load your site from the browser once you've made your changes to test (check) them.

If you have flash images on a web page imbedded in text, SnippetMaster cannot interpret the flash and will not allow you to change any text that is included in or near the flash image.

In some rare cases – personal firewalls and security software loaded on your PC may interfere with the use of SnippetMaster. If you've followed all the correct instructions and are still having difficulties, please contact us to determine if there is software on your PC preventing you from using SnippetMaster.

## **Snippetmaster Lite User Instructions (Free Version)**

### **Section 1: Login**

Open your browser and on the address bar type:

<http://www.yourwebaddress.com/snippetmaster>

Enter your userid

Enter your password

Click the LOGIN! Button

### **Section 2: Select a file to update**



### Step 1:

There are 2 dropdowns to choose from. Most web sites have all the editable files in the default folder. To see if your site has multiple folders click on the drop down arrow on the left under **Select a different folder:** If all you see is the [Select a folder] in the list – you know all your files are in the default folder and you may move on to **Step 2**. If you see other folder names – you can select a different folder and click **OPEN**. This will allow the files from this folder to be displayed in the **Select a file:** drop down on the right.

### Step 2:

To choose a file from the folder defined in Step 1, click the drop down arrow under **Select a file:** on the right. Once a file has been selected, you will see your text for this page open in the window below. It may take a few moments depending on your modem speed.

## Section 3: Making Text Changes

You will not see images unless the whole URL path is coded for the image – you will only see the location of the image with a little red X in the box. Just ignore these image boxes.

**Text Editing Type 1:** To make changes to **existing text** you may choose one of the two following methods.

**Method 1** - Place your cursor at the beginning of the text you wish to change – type in the new text and then press delete to delete the old text.

**Method 2** – Use your mouse and highlight the text you plan to replace, click delete or simply start typing – this will replace the highlighted information with your new text.

**Text Editing Type 2:** To insert a block of new **text from another source**.

Note: The source you are taking your text from must be a simple text editor. DO NOT COPY MS WORD, OPEN OFFICE, OR WORD PERFECT text directly from them or any other type of Word Processor. You must first copy it into Note Pad, and then re-copy it from there. Otherwise you will be copying in word processor edit codes which will mess up the way your web page looks. These edit codes do not work well in a HTML web page environment. By copying your data from a word processor into Note Pad – Note Pad will remove all the extra edit tags.

#### How to open the Note Pad Editor

**Step 1** – Click on the Start Button on your Desktop Toolbar

**Step 2** – Click Programs

**Step 3** – Click Accessories

**Step 4** – Click Notepad

**Step 1** – Highlight the Text you have created in MS WORD, OPEN OFFICE, or WORD PERFECT. You do this by using your mouse to highlight the Text you wish to copy, then you hold down the CTRL key and press the letter C and then let both keys up. This will store the text you have highlighted into memory. This is called a CTRL-C for copy.

**Step 2** – Copy the Text from MS WORD, OPEN OFFICE, or WORD PERFECT you have stored into memory Note Pad. You do this by placing your cursor in the Note Pad Window, then you

hold down the CTRL key and press the letter V and then let both keys up. This will copy your text into the Note Pad window you had stored in memory in Step 1.

**Step 3** – Now you must RE-HIGHLIGHT the text in the Note Pad Window – And copy the text from Note Pad into Memory again (CTRL-C). Same COPY PROCESS as in Step 1.

**Step 4** – Click over to the SnippetMaster program window.

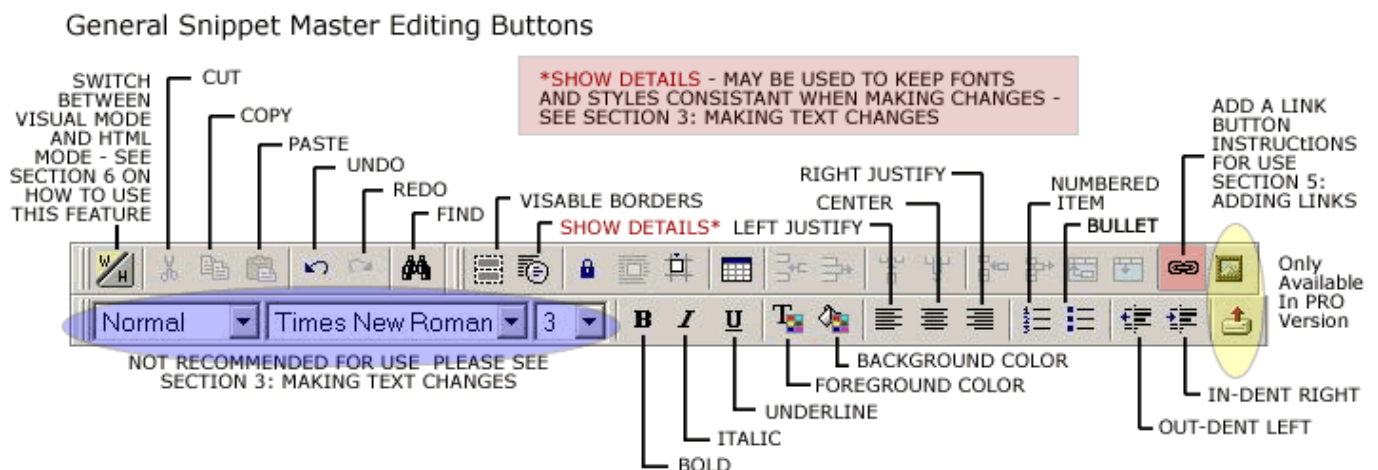
**Step 5** – \*\* Place your cursor in the window where you want your section of wording to go.

**Step 6** – Paste the Text you have stored in memory by using a (CTRL-V). Same PASTE PROCESS as in step 2.

\*\* Please read more on how to choose where to place new text in an existing file without losing the current font settings in Appendix A at the end of this document.

## Section 4: SnippetMaster Buttons

Below is a graphic representation of the different edit buttons available in SnippetMaster. Please refer to detail information regarding items as defined below.



### Edit Button Glossary

**ADD A LINK** – Highlight the Text (or image if you have the PRO Version) you wish to attach the link to and click the **ADD A LINK** button and follow the prompts to insert the link.

**BACKGROUND COLOR** - Using your mouse, highlight the section of text you wish to change the color directly behind the text and click **BACKGROUND COLOR** – and choose the color of your choice from the pop up window.

**BOLD** - Using your mouse, highlight the section of text you wish **BOLD** and click the **BOLD** Button.

**BULLET** – Place your cursor in the SnippetMaster Window where you wish to add a **BULLETED** List – and click BULLET before the text.

**CENTER** – Highlight the section of text with your mouse and click **CENTER** to line up text in the middle of the screen.

**NUMBERED ITEMS**

**COPY** - Highlight the text with your mouse you wish to copy and click the **COPY** button to store into memory.

**CUT** – Highlight the text with your mouse you wish to remove and click the **CUT** button to remove.

**FIND** – This command is particularly helpful if you are looking for text on a SnippetMaster page that you are having trouble spotting by just reading. This also works in the HTML MODE to locate ALT Tag phrases you wish to change.

**FOREGROUND COLOR** - Using your mouse, highlight the section of text you on which you wish to change the text color and click **FOREGROUND COLOR** – and choose the color of your choice from the pop up window.

**IN-DENT RIGHT** – Using your mouse, highlight the section of text you wish to push to the right, and click the **IN-DENT RIGHT** button to push the whole section to the right.

**ITALIC** - Using your mouse, highlight the section of text you wish **ITALIC** and click the **ITALIC** Button.

**LEFT JUSTIFY** – Highlight the section of text with your mouse and click **LEFT JUSTIFY** to line up text to the left hand side of the screen.

**NUMBERED ITEM** – Place your cursor in the SnippetMaster Window where you wish to add a Numbered Item List – and click **NUMBERED ITEM** before the text.

**OUT-DENT LEFT**– Using your mouse, highlight the section of text you wish to pull back to the left, and click the **OUT-DENT LEFT** button to push the whole section to the left.

**PASTE** – Place your cursor with your mouse in the SnippetMaster window where you wish to paste the text you have stored in memory and click the **PASTE** Button.

**REDO** – Accidentally **UNDO** something you need back? Click the **REDO** button and it will restore what you just UNDO one command back.

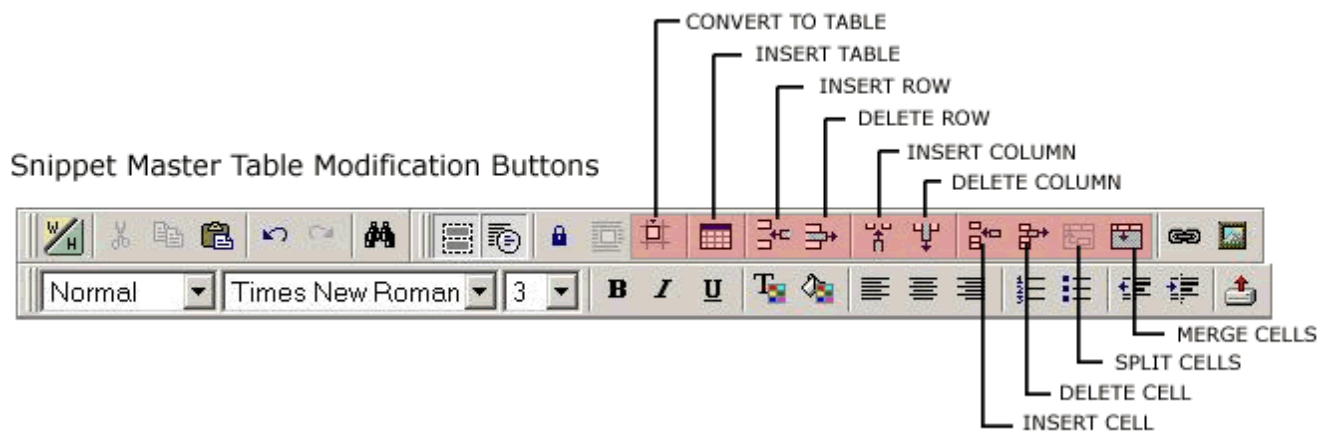
**RIGHT JUSTIFY** – Highlight the section of text with your mouse and click **RIGHT JUSTIFY** to line up text to the right hand side of the screen.

**SHOW DETAILS** – This command will place Paragraph Marks around the sections of text on your page. This is particularly useful when adding in text you want to keep in the same font or style.

**UNDERLINE** - Using your mouse, highlight the section of text you wish **UNDERLINE** and click the **UNDERLINE** Button.

**UNDO** – Didn't mean to do what you just did? Click **UNDO** and it will restore one command back.

**VISIBLE BORDERS** – This button is a toggle, you can choose to display the table borders on your page or display the page without the table borders, whichever you prefer to see while making changes to your page.



More advanced features are available to update your web site tables. You may edit, add and delete tables, columns, rows and cells. You may also split and merge cells together. If you are unfamiliar with how tables work – please proceed with caution. Modifying tables incorrectly can result in a web page not loading properly.

### Table Button Glossary

**CONVERT TO TABLE** – This button allows you to convert a group of text info to a **TABLE**.

**DELETE CELL** – Place your cursor in the table where you wish to delete a cell in a table and **DELETE** the **CELL**.

**DELETE COLUMN** – Place your cursor in the table where you wish to delete a column in a table and **DELETE** the **COLUMN**.

**DELETE TABLE** – This button allows you to highlight a **TABLE** and **DELETE** the entire **TABLE** with all its contents.

**DELETE ROW** – Place your cursor in the table where you wish to delete row from a table and **DELETE** the **ROW**.

**INSERT CELL** – Place your cursor in the table where you wish to add a **CELL** and click **INSERT CELL** to **INSERT** a **CELL** in your Table.

**INSERT COLUMN** – Place your cursor in the table where you wish to add a **COLUMN** and click **INSERT COLUMN** to **INSERT** a **COLUMN** in your Table.

**INSERT TABLE** – Place your cursor in your SnippetMaster file where you'd like to **INSERT** a new **TABLE** and click **INSERT TABLE** and follow the prompts for choosing the number of **ROWS** and **COLUMNS**.

**INSERT ROW** – Place your cursor in the table where you wish to add a **ROW** and click **INSERT ROW** to **INSERT** a **ROW** in your Table.

**MERGE CELLS** – Using your mouse highlight the table **CELLS** you'd like to combine into one **CELL** and click **MERGE CELLS**.

**SPLIT CELLS** – Place your cursor in the **CELL** you wish to split into two **CELLS** and click **SPLIT CELLS**.

## Section 5: Adding Links

A link is simply a connection from your web page to another web site or page on your web site. You can identify the Link Button icon in Section 4 above. Below we will provide instructions for linking to both and outside web site link and also to an existing page on your site.

### Scenerio 1: Add a Link to another Web Site

**Step 1:** Type in the text for the link.

**Example:** Looking for a luxury Bed and Breakfast in Orlando Florida? Choose the Mickey Mouse B&B Inn. It's never too late to have a happy childhood.

**Step 2:** Highlight the words you wish to place the link on. In this case you would highlight **Mickey Mouse B&B Inn.**

**Step 3:** While the text is highlighted click on the Link Box. 

**Step 4:** In the popup window in the URL box type in the web site address you wish to link to. Make sure to type it correctly and include the http://www.

**Example:** <http://www.mickeymousebbinn.com>

**Step 5:** In the same popup window you also need to set the TARGET WINDOW to BLANK. You do this by clicking the drop down arrow, and choosing: A new window (\_BLANK) This allows the user to click on the link and load that web page in a new window – so when the window is closed, the user returns back to your web site. If you do not set window to blank then the customer will leave your site when they click on your link.

### Scenerio 2: Add a Link to an Existing Page on your web site.

**Step 1:** Type in the text for the link.

**Example:** Looking to be pampered? Check out our special add-on packages to make your stay a truly memorable one.

**Step 2:** Highlight the words you wish to place the link on. In this case you would highlight **special add-on packages.**

**Step 3:** While the text is highlighted click on the Link Box. 

**Step 4:** In the popup window you will see a directory list of all the files that make up your web site. Locate your special packages file and click on it. By doing so it will place that page in the URL box for you.

**Example:** <http://www.yourwebsite.com/special-package.htm>


**Step 5:** In the same popup window you also need to make sure the Target Window remains set to: In same page (\_SELF) this will keep the user on your site, without looking like a new page was opened.


## Section 6: Changing Alt Tags

Some web sites have Alternate (ALT) Tags set on images. These ALT Tags tell the search engine what the image is all about. This text will also be displayed when a guest hovers the image. In some cases these tags may provide pricing or other information that you may need to alter when updating your web site. To do so you will need to edit the actual HTML code. It's not as daunting as it sounds. Follow the steps below.

**Step 1:** Locate the image with the ALT tag you need to update. You will see the ALT Tag written in BLUE beside the RED X that indicates there is an image in that location.

**Step 2:** Note what the ALT TAG says. You will need to locate this information in the CODE and alter it there.

**Step 3:** Click on the W/H Button. You can locate this button in Section 4. It looks like . Your screen will change from Display to actual Code.

**Step 4:** Now click on the Find Button. You can also locate this button in Section 4. It looks like . This will allow you to locate the text on the ALT tag you need to change. In the find window type in the text you noted above in Step 2.


**Example:** Say we were looking for pricing on a room photo that was stored in an ALT TAG. And let's say that room name was the ROSE ROOM. And the ALT tag said: Rose Room Rates \$100-\$150. So when you searched with the Find Button, you would type in Rose Room Rates \$100-\$150 and click FIND NEXT. Remember find looks up and down in the text by clicking on the Radio Button.

**Step 5:** Once you find the text on the screen, you can change the characters one at a time to read as the way you want them to.

**Example:** You will see something that looks like...

```
<IMG alt="ROSE ROOM RATES $100-$150" src="images/roseroom.gif" width=325  
height=119 border=0>
```

Note: Be careful not to change anything other than the wording. DO NOT TOUCH any of the "", or = signs or anything other than the characters inside of the "" around the wording **ROSE ROOM RATES \$100-\$150**

Note: Finally – if using the technique above proves too difficult, you can also select the image by clicking on it with your mouse, then clicking the Insert / Modify Image Icon  mainly used by the PRO version, and updating the ALT Tag in the pop-up window. Remember to click on the OK button to update the ALT Tag.

## Section 7: Saving and Testing your Changes

As we said at the very beginning of this training guide, please make sure to save your changes every little bit. Do not type for more than 5 minutes without saving. As we all know – computers can shut down, a file may not have write capabilities or something else can go wrong – so don't do a lot of work until you are sure you can save your document successfully every time.

To **SAVE** your file, click on the GREY SAVE BOX at the top of the screen.

To **TEST** your file – the **PREVIEW BUTTON** in the **LITE** version **DOES NOT WORK** – you must open a browser window and load your site and look at your page there once the changes have been saved.

## Section 8: Error Codes and When Things Go Wrong.

Since SnippetMaster is truly allowing you to update your source code by using the content editor wizard, it is possible to have issues with reading and writing files. If you have asked your

programmer to make changes to a page on your web site, and then you also go in with SnippetMaster to the SAME PAGE at the SAME TIME, you and your programmer can step on each other and over write each others changes. So please be careful and coordinate updates with your programmer so you aren't working on the same files at the same time.

Also – should experience the following error code, please contact ACORN ASAP. This means your file has had its write capabilities turned off. This can happen when a file is re-loaded to the server. You will not be able to make any changes to that file until we reset the attributes to WRITE.

**SnippetMaster v1.0.1.1 ERROR**

There was an error opening /home/virtual/inncaring.com/var/www/html/links.htm  
Please check permissions for that directory and file, so that they have necessary read and write permissions..



# Snippetmaster PRO User Instructions (Paid Version)

In the Pro Version you have all the functionality that exists in the Lite version with one major difference – you will be able to load files (images, PDFs, etc) and then insert or update images from the files you loaded. You can also create a link from an image. Also – the login process is the same as in the Lite version – just the actual display window looks a bit different.



The screenshot shows the SnippetMaster PRO interface. At the top left, it says "SnippetMaster PRO" and at the top right, there are links for "logout" and "help". Below this, it displays "Current folder: lasmanosbandb.com". There are two main sections for file selection: "Select a different folder:" with a dropdown menu showing "[Select a folder]" and an "open" button; and "Select a file:" with a text input field, a dropdown menu, and an "open" button.

## Section 1: Uploading Images

Note: Before you load any image to the server you must have is sized appropriately. You will need to use some type of photo shop or image editor to do this. Such editors are not included with SnippetMaster.

**Step 1:** Click on the Upload Image Button  You can learn more about this button in Section 4 of the SnippetMaster Lite Instructions above.

**Step 2:** A popup window will appear. Click the Drop Down arrow for the Destination box and choose the directory in the list where you plan to upload your images, PDFs, etc. Your choices will be descriptive enough for you to choose based on the file types you are loading.

**Step 3:** Choose the file you wish to load to the server. You do this by clicking the **BROWSE** button and search your computers file structure to locate the file you want to load. Once you've found the file, select it and then click **OK**.


Once you have the file loaded on the server it is ready for you to use on the web page of your choice.

## Section 2: Changing or Inserting new Images

You can change out an image or insert a new image using SnippetMaster PRO. We will provide steps for each scenario below.

### Scenario 1: Insert completely new Image

**Step 1:** Place your cursor in the file where you wish to place the new image.

**Step 2:** Click on the Insert / Modify Image Icon  You can learn more about this button in Section 4 of the SnippetMaster Lite Instructions above.


**Step 3:** A popup window will appear. You will need to browse through the directories in the browse window to locate where you loaded your image in Section 1 above.

**Step 4:** Once you have found the image you wish to insert, **Select that Image** and click **OK**.

**Note:** You will see that image appear in the SnippetMaster Edit Window below.

### Scenario 2: Replace existing Image with new Image

**Step 1:** Using your mouse, click on the image in the SnippetMaster Window that you wish to replace. You will know you have selected the image when you see small boxes surrounding the image.

**Step 2:** Click on the Insert / Modify Image Icon  You can learn more about this button in Section 4 of the SnippetMaster Lite Instructions above.

**Step 3:** A popup window will appear. You will need to browse through the directories in the browse window to locate where you loaded your image in Section 1 above.


**Step 4:** Once you have found the image you wish to insert, **Select that Image** and click **OK**.

**Note:** You will see that image appear in the SnippetMaster Edit Window below, overwriting the image you had selected to replace.

### Section 3: Inserting a Link on an Image

The instructions provided below are if you wish to link an image to another file, web site etc.

**Step 1:** Select the Image you wish to build the link from by clicking on it with your mouse.

**Step 2:** Click on the Insert / Modify Image Icon  You can learn more about this button in Section 4 of the SnippetMaster Lite Instructions above.

**Step 3:** In the popup window you will see the following attributes. They may be set as you see fit to handle this particular image.

- **Image Source** – This data is already stored from Step 2 above.
- **ALT Text** – You may type in here the description of the image for the search engines to know what the image is. This text will also be displayed when a guest hovers the image.
- **HYPERLINK URL** – This is where you type the web address of the link for the image. Include the full address. **Example:** <http://www.webaddress.com>
- **TARGET** – Remember to set your TARGET WINDOW to BLANK. You do this by clicking the drop down arrow, and choosing: A new window (\_BLANK) This allows the user to click on the link and load that web page in a new window – so when the window is closed, the user returns back to your web site. If you do not set window to blank then the customer will leave your site when they click on your link.

You also have choice you can make about the actual photo itself. You can change the Layout and the Spacing for the photo.

#### Layout

- **Alignment** – You can choose the alignment of the image based on where it is in your file. It can be on the **LEFT** hand side of the page or the **RIGHT** hand side of the page. If the image is in a table it can be aligned at the **TOP, MIDDLE** or **BOTTOM** of the table,
- **Border Thickness** – If you leave this blank – your image will have no BORDER. If you want a border – choose a number from 1 on up. 1 being the smallest thickness of border, with the larger the number the thicker the border.

#### Spacing

- **Horizontal Spacing** – you may place a number in here, similar to the Border Thickness above. The larger the number, the more white space that will be on the **LEFT** and **RIGHT** of the image. Try starting with 5 and increasing from there.
- **Vertical Spacing** - you may place a number in here, similar to the Border Thickness above. The larger the number, the more white space that will be on the **TOP** and **BOTTOM** of the image. Try starting with 5 and increasing from there.

#### **Section 4: Inserting a Link to a PDF or other File**

The SnippetMaster Pro version allows you to upload any type of file. If you wish to link to the file from your text – simply follow the instructions set forth in Section 5, Scenario 2 for SnippetMaster Lite.

If you wish to link to the file from an image, follow the instructions in Section 3 directly above in the SnippetMater Pro Instructions.

## Appendix A

### How to choose where to add text to your web page and keep existing text styles, fonts types and font colors in place.

It's important to be aware of where you place text changes in SnippetMaster. You are actually editing your WebPage with the use of SnippetMaster. And your WebPage has many many different style codes set up to make it look the way it does. If you try to add text outside of these style settings – it will not match and will look out of place.

Even though SnippetMaster has the drop down boxes to choose Headings and Paragraph settings, and font types and also size, this normally superceeds the existing codes and can cause problems.

The best way to solve this issue is to simply work within the existing styles of the page you are editing.

To do this you will need to be aware of the style structure. It works a lot like Algebra 101. Remember the (X) where the Paragraph signs signify a grouping. Web page styles work the same way. SnippetMaster offers you a little help seeing the paragraph groupings on your web page. Simply click on **SHOW DETAILS** on the tool bar. See Section 4 above for more information on the **SHOW DETAILS** Button.

**Example** – Choose an area of text you already on the web page you are editing – one that matches the font style you wish to have on the changes you are inputting and update the text as follows.

*After breakfast, allow us to assist you in planning your daily activities. We can take the stress out of traveling in a new location with maps, detailed directions and brochures of places that interest you.*

It really means . . .

<FONT ARIAL, SIZE 12> ( After breakfast, allow us to assist you in planning your daily activities. We can take the stress out of traveling in a new location with maps, detailed directions and brochures of places that interest you. )</FONT>

#### Step 1 – Updating Existing Content

When you update existing content, just remember that there is an implied ( before the A in After and an implied ) after the period at the end of the sentence, using our example above. So if you want to change the word After to Before, leave the A in place, replace 'fter' with 'Before', and backspace over the A so you don't lose the settings implied by the ( ) signs.

Same goes with the end of the sentence, don't start typing after the period, start before it, add in a new period and keep typing. That way staying within the text from beginning to end will keep your font and style settings in place.

#### Step 2 – Creating New Content

In order to keep your text styles and fonts in place when you want to create a completely new text area, the best thing to do is locate existing content in the font and style you want to use, highlight it copy it with a (CTRL C) that you learned in Step 1 Section 3 above. Move your cursor to the area you want to insert new content and paste the saved text (CTRL V). Now simply follow the rules for Updating Existing Content above.