

Sales Page Builder

Quick Start Guide

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1 INTRODUCTION

The “Sales Page Builder” application is a tool for simple and fast creation of professional sales websites.

This document is a quick start guide containing basic information on the procedure for creating a website. It is intended for end users.

1.1 Installation Procedure

In order to begin installing the “Sales Page Builder” double click the “setup.exe” file and follow the onscreen instructions.

Note: You must have the MS .NET 1.1 installed in order for “Sales Page Builder” to function properly. Download the file at the following address (**23.1 MB**):

<http://download.microsoft.com/download/a/a/c/aac39226-8825-44ce-90e3-bf8203e74006/dotnetfx.exe>

2 SALES PAGE BUILDER INTERFACE

This section of the document will give the definition of the “Sales Page Builder” interface. The interface contains the following elements

- **Project menu** - see section 4 for further information
- **Help** – information on the version of the program
- **Toolbar** – shortcuts to the mostly used options (see section 5 for further information)



Figure 1: Page Site Builder Interface

3 SETTING UP A PROJECT (WEBSITE)

The first step in creating a website is choosing one of the predefined design templates by selecting the desired radio button.

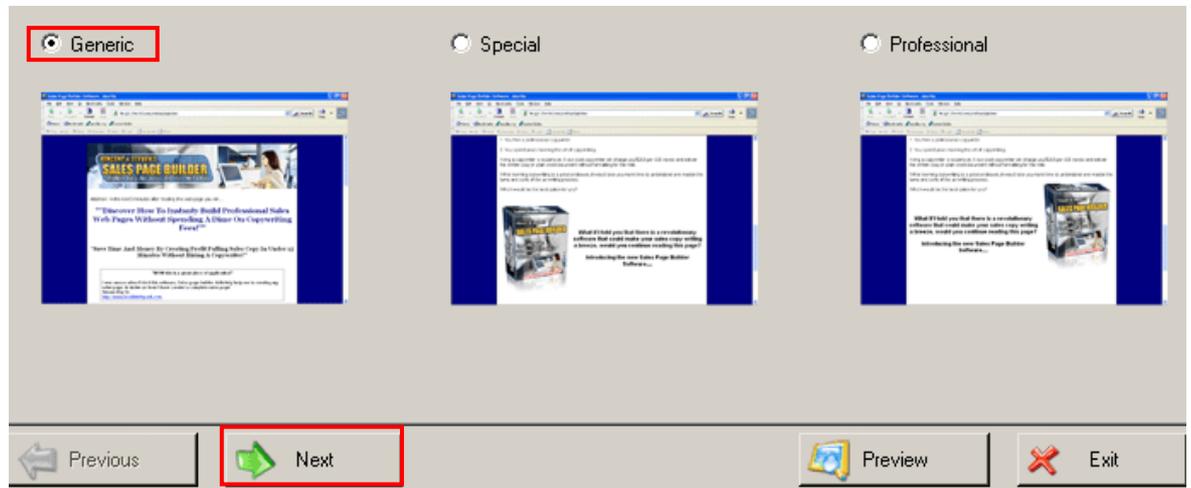


Figure 2: Setting up new project

- **Generic**
- **Special**
- **Professional**

After choosing the desired template, click on the next button and the screen for providing general site information will be displayed.

Note: all of the templates use the same elements but the organization of those elements is different as well as the page design.

The rest of the procedure for creating a website includes 16 simple steps of defining the elements displayed in a page and those are the following:

- **General site information**
- **Secondary information**
- **First part of the page**
- **Second part of the page**
- **Product Introduction**
- **Product feature list**
- **Product benefits**
- **Product testimonials**
- **Body of the page**
- **Bonuses**
- **Guarantee**
- **Closing**
- **Legal Forms**

- **Pop-up window**
- **Order Links**
- **Finishing site creation and saving a project**

Note: The application will lead you through this step by step process, where you should enter the desired parameters and click on the “Next” button to continue to the following page.

4 PROJECT MENU

This section of the document will describe options available inside the project menu.



Figure 3: Using the project menu

The following options are available inside the project menu:

- **Create New Sales Page** – use this option to create a new website (see section 5 for further information)
- **Open Project** – option for opening a previously saved project
- **Save Current Project** – option for saving a project; you can always decide to open the project and continue working on it afterwards
- **Save Current Project As** – option for saving a project under a different name (convenient in case minor modifications between two websites)
- **Select Preview Application** – option for choosing an application that will be used for previewing the defined content during the procedure of creating a websites:
 - **Default Browser** – use this option to display the preview inside the default browser
 - **Select** – use this option to locate the exe file of the desired application other than default browser that you wish to use for preview

5 USING THE TOOLBAR SHORTCUTS

This section of the document will describe options available inside the toolbar menu.

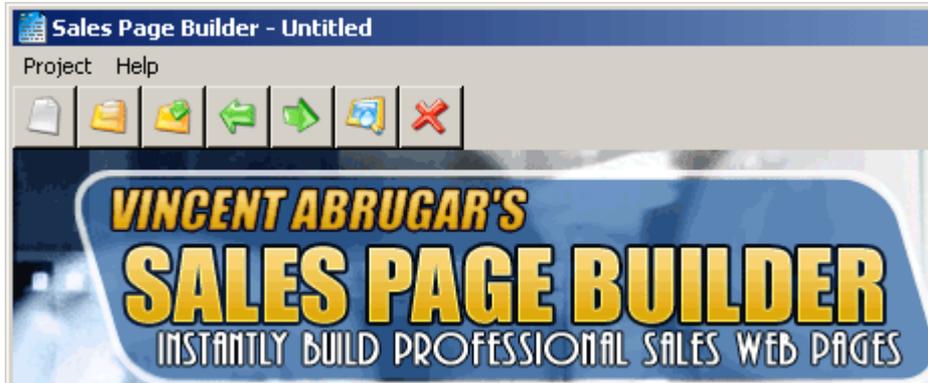


Figure 4: Using the toolbar options

The following options are available inside the toolbar menu:

-  - option for **creating** a new project (see section **Error! Reference source not found.** for further details)
-  - **opening** a previously saved project
-  - **saving** a project
-  - returning to a **previous** page in the process of creating a website
-  - moving on to the **next** page in the process of creating a website
-  - use this option to **preview** the current page in the process of creating a website
-  - use this option to **exit** the application

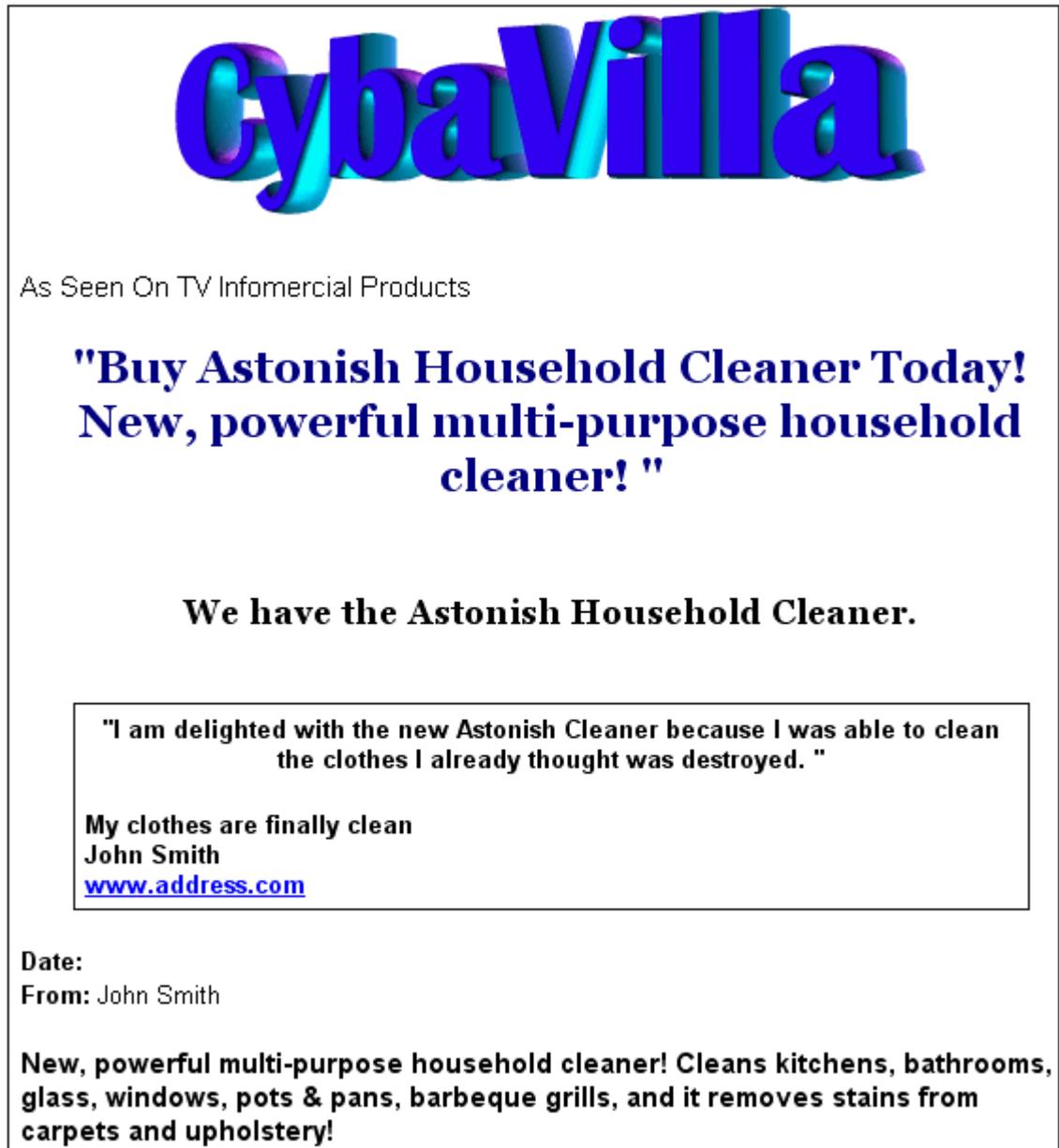
6 EXAMPLE OF THE FORMED WEBSITE

6.1 Pop-up window



Figure 5: Example of the formed pop-up window

6.2 Website elements



CybaVilla

As Seen On TV Infomercial Products

**"Buy Astonish Household Cleaner Today!
New, powerful multi-purpose household
cleaner! "**

We have the Astonish Household Cleaner.

**"I am delighted with the new Astonish Cleaner because I was able to clean
the clothes I already thought was destroyed. "**

**My clothes are finally clean
John Smith
www.address.com**

Date:
From: John Smith

**New, powerful multi-purpose household cleaner! Cleans kitchens, bathrooms,
glass, windows, pots & pans, barbeque grills, and it removes stains from
carpets and upholstery!**

Figure 6: Example of the formed website

7 SUPPORT/CONTACT

For contact or further support please contact: webmaster@salespagebuilder.com

- **Application Version:** Sales Page Builder 1.0
- **Copyright:** VincentAbrugar.com 2005