



Web Integration Instructions

A Guide to integrating and/or using your favorite web publishing tools with your TrueWell web community.





A MySpace profile can be a great way to promote your website and vice versa. To help visitors find your MySpace profile from your website, create a link in a prominent place on your website. You can do this in several ways using the page-level linking tools provided in the Data Wizard or WYSIWYG pages or you can create a link directly from your primary navigation bar.

1. From the **Edit Home Page**, select **Site Menu Bar** from the **Menu/User Interface** menu
2. If you are using a web template to get started, you may already have a MySpace link inserted for you. To edit this link, simply click the **Edit** button to the right of the **MySpace Page**
3. From the **Sub Menu Navigation Edit** page, place the path to your MySpace page (<http://www.myspace.com/yourMySpacefriendID>) in the **Use URL** field provided and click **Update Sub Menu**.
4. Click **Cancel to Menu Page** to return to the previous page and select the **Click Here to Apply Changes to Menu Bar** to apply your changes.

Site visitors will now be able to link directly to your MySpace profile from your website navigation.



TrueWell's unique content management system allows you to easily assign editorial rights to site members – allowing you to give community members access to their own pages for Blogging within your site. However, if you are already publishing content using a third-party blogging tool, like Blogger, you can also incorporate your blogs into your website for site visitors.

Method 1 – Use an RSS to HTML translator to embed the Blog content into your site

In addition to publishing your Blogs to your blogspot.com web address, Blogger can publish your blogs to an RSS friendly format that can be syndicated through your TrueWell website.

To Make sure your Blog is set to publish to this format:

1. From the Blogger Dashboard, select **Change Settings** next to your Blog
2. From the **Settings** tab, select **Site Feed** and set **Publish Site Feed** to Yes and choose **Save Settings**
3. Copy the **Site Feed URL** shown. This is the address to the RSS friendly version of your Blog.

To Embed your Blog into your website:

1. **Paste the URL from step 3** above into the code below following **XMLFILE=**
2. Customize your layout by adjusting the width and height parameters
3. **Copy and paste the code** provided into any text area within your site where you want to display your content. In a [WYSIWYG Page](#), be sure to use the **Toggle HTML Source <>** option before pasting the code into your page.

```
<iframe style="BACKGROUND-COLOR: transparent" border="0" marginwidth="0" framespacing="0"
marginheight="0" src="http://scripts.rss2html.com/public/rss2html.php?XMLFILE=
http://feeds.feedburner.com/BloggerBuzz&TEMPLATE=http://www.truewell.com/user_files/other/feed
template03.html" frameborder="0" width="450" height="500" allowtransparency="true"
/></iframe>
```

Whenever you post updates to your Blog, the changes will automatically be reflected in your website.

Method 2 – Insert your Blog page into your website using the Code Page template

Using the Code page, you can insert your published blog page directly into your website. This will give your blog page a URL directly on your website.

1. From the Blogger Dashboard, select your desired blog
2. Select the **View Blog** tab to launch a new window with your blog
3. **Right-click** anywhere in the body of the blog page and select **View Source**
4. **Copy the HTML Source Code** shown and **Paste the source code** into a [Code Page](#) on your site

Your Blog page will appear exactly as it does at your blogspot.com address, but will reside at your custom website URL. Note you will need to repeat this process if you re-publish your blog.



YouTube is a fun way to broadcast and share your favorite videos. And if you want to share your videos directly from your website, YouTube makes it simple to include videos on virtually any page of your website.

To include a YouTube video on your website:

1. Locate the video you want to include at YouTube
2. **Copy the code** provided in the **Embeddable Player** box for your video
3. **Paste the code** into any text area on your site where you want the video to display. In a [WYSIWYG page](#), be sure to use the **Toggle HTML Source <>** option before pasting the code into your page.




RSS is an acronym for "Really Simple Syndication" and is an XML-based protocol for sharing news and feature information through the internet.

You can use web-based RSS readers to display your favorite syndicated content directly in your website.

To include syndicated RSS / XML based content in your website*:

Using RSS2HTML Translation script with TrueWell Feed Template

1. Look for the  RSS Feed icon on your favorite sites to find syndicated content
2. **Copy the URL** of your favorite feed
3. **Paste the URL from step 2** above into the code below following **XMLFILE=**
4. Customize your layout by adjusting the width and height parameters
5. **Copy and paste the code** provided into any text area within your site where you want to display your content. In a [WYSIWYG Page](#), be sure to use the **Toggle HTML Source <>** option before pasting the code into your page.

```
<iframe style="BACKGROUND-COLOR: transparent" border="0" marginwidth="0" framespacing="0"
marginheight="0"
src="http://scripts.rss2html.com/public/rss2html.php?XMLFILE=http://sports.espn.go.com/espn/rss/
nba/news&TEMPLATE=http://www.truewell.com/user_files/other/feedtemplate03.html"
frameborder="0" width="450" height="500" allowtransparency="true" /></iframe>
```

Using Feeds available at Feedroll.com

1. Visit www.feedroll.com
2. **Select a feed** from the list of available syndicated feeds
3. Customize your layout using the provided tools and select **Update**
4. **Copy and paste the code** provided into any text area within your site where you want to display your content. In a [WYSIWYG Page](#), be sure to use the **Toggle HTML Source <>** option before pasting the code into your page.

The syndicated content will appear in your web page and will automatically update whenever your favorite sites revise their content.

*RSS feeds are generally provided for personal non commercial use only. If you have any questions about your use of RSS feeds you should contact the publisher.

To create your own syndicated RSS/XML Content:

RSS feeds are created in [XML](#). Feeds can be created using XML tags that are enclosed in brackets <> very similar to HTML. If you are familiar with XML, you can create your own XML pages. If you are not comfortable writing your own XML, there are some great tools available to help you create your XML content.

Software to Create Feeds

If you are not as confident and would like software to create the feed we strongly recommend [FeedForAll](#) an extremely easy to use feed creation tool that allows webmasters to create, edit and publish rss feeds.

Online Feed Creation Tools

If you just wish to create a single feed and do not need to edit or update the feed you can use an online feed creation tool.

[Online RSS Feeds](#) – online feed creation tool

To upload syndicated RSS / XML based content in your website:

1. Create your XML document using one of the above methods
2. **Login** to your site and select Upload a File from the Files/Multimedia menu on the Edit Home Page
3. From the File Upload screen, select File Type **Other** then type a friendly file name, description and select your desired directory and click **Next Step**
4. **Browse** to your XML file (filename.xml) and click **Upload Now**

Your XML file is now available on your site at the following path:


http://www.yoursitename.com/user_files/other/filename.xml



Podcasting is the method of distributing multimedia files, such as audio or video programs, over the Internet using syndication feeds, for playback on mobile devices and personal computers.

Just like syndicated published content, you can use web-based RSS readers to display your favorite podcast content directly in your website.

To include syndicated podcast content in your website:

1. Look for the  RSS Feed icon on your favorite podcast sites to find syndicated content
2. **Copy the URL** of your favorite feed
3. Visit www.feedroll.com
4. **Paste the URL from step 2** above into the box provided for **RSS URL**
5. Customize your layout using the provided tools and select **Update**
6. **Copy and paste the code** provided into any text area within your site where you want to display your content. In a [WYSIWYG Page](#), be sure to use the **Toggle HTML Source <>** option before pasting the code into your page.

The syndicated content will appear in your web page and will automatically update whenever your favorite sites revise their content.

To create your own Podcasts for syndication:

1. Check out TrueWell's [Quick Podcast service](#) for hosting and syndicating your own audio and video podcast content



TrueWell's [integrated shopping cart](#) features allow you to establish a traditional payment gateway for receiving credit card payment through your website. If you are already accepting payments using Paypal, you can easily integrate PayPal options into your site using PayPal's website integration tools for adding [Payment](#) and [Donation](#) buttons.

To add a Payment button to your site:

1. **Log in** to your PayPal account.
2. Click **Merchant Services**.
3. Click the **Buy Now Buttons** link.
4. Enter the details of the item you would like to sell. To add more details such as your logo, shipping fees, item color, item size, click Add More Options and enter the details.
5. Click **Create Button Now**.
6. Highlight and copy the code.
7. **Paste** the code into any text area within your site where you want to display your button. In a [WYSIWYG Page](#), be sure to use the **Toggle HTML Source <>** option before pasting the code into your page.
8. **Save** your changes, then **View Page**
9. Click the button to confirm it works.
10. You have successfully added a Buy Now Button to your website.

To add a Donation button to your site:

1. **Log in** to your PayPal account.
2. Click **Merchant Services**.
3. Click **Donations**.
4. Complete the form with the details of your item and select the Donation button you wish to use. For assistance with this process, click More Resources in the upper right corner of this page.
5. In the Currency drop down box, select the type of currency you would like to receive your payments in.
6. If you need to specify additional details, click Add More Options and fill out the appropriate fields, otherwise click **Create Button Now**.
7. If you selected Add More Options, click Create Button Now.
8. Copy and **paste the HTML code** into any text area within your site where you want to display your button. In a [WYSIWYG Page](#), be sure to use the **Toggle HTML Source <>** option before pasting the code into your page.
9. Click **Save**



Flash can add exciting interactive content to your site. There are several great resources for developing Flash based content and many web publishers offer Flash content resources for use on your website.

To Embed Flash content into your website:

1. **Log in** to your website and select **Upload a File** from the Files/Multimedia menu on the Edit Home Page
2. From the File Upload screen, select File Type **Other** then type a friendly file name, description and select your desired directory and click **Next Step**
3. **Browse** to your .swf file (filename.swf) and click **Upload Now**. Your .swf file is now available on your site at the following path: http://www.yoursitename.com/user_files/other/filename.swf
4. Cut and **paste the HTML code** located below into any text area within your site where you want to embed your Flash content. In a [WYSIWYG Page](#), be sure to use the **Toggle HTML Source <>** option before pasting the code into your page.
5. **Save** your changes

Replace the colored text with the specific values for your flash file:

```
<object classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=6,0,29,0"
width=" 350 " height="175" ><param name="movie"
value="http://www.yoursitename.com/user_files/other/filename.swf"><param name="quality"
value="high"><embed src="http://www.yoursitename.com/user_files/other/filename.swf" quality="high"
pluginspage="http://www.macromedia.com/go/getflashplayer" type="application/x-shockwave-flash"
width="350" height="175"></embed></object>
```

For more information – including links to Flash development resources – visit [TrueWell Support](#) online.