Site Locator

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Overview

Site Locator is a "web widget" designed to install on your web site and collect site location, site boundaries, customer contact information and the expected action the customer needs you to take. Best of all, you only need to insert one line of HTML code into a web page to install and operate it.

Getting Started

This manual is laid out in a sequential workflow to help you get up and running quickly. Read and perform the steps in the following sections, in the order they are presented:

- **System Requirements**
- **Trial Mode**
- **Installation**
- **Custom Skins**
- **Workflow**
- **Best Practices**
- **Getting Help**

System Requirements

Before installation, ensure that you have the following:

Software Requirements:

- A web browser: Internet Explorer, Firefox, Safari, and Chrome have all been tested with Site Locator.
- An HTML editor for your web pages.
- An email client or access to web-based email.
- Google Earth for viewing KML files.
- Software that accompanied your GPS unit to load GPX files.
- An imaging program that can create Portable Network Graphics files if you want to use custom skins. Adobe Photoshop or a program that can edit Photoshop format (.psd) files is necessary to use the custom skin templates provided by Great Ocean Software.

Web Site Requirements:

The default configuration of Site Locator does not require any additional space on your web site. However, if you choose to use custom skins, you will need to upload your custom skin to a publicly available folder on your web site.

You will need direct access to the web pages on your web site with editing privileges. If you pay someone else to maintain your web site, you will need to provide this manual to them so they can install Site Locator for you.

Note – Site Locator uses Google Maps. Great Ocean Software does not warrant or guarantee the use of Google Maps. Should Google, Inc. restrict, interrupt, alter or cancel access to the Google Maps web site, this portion of the widget will become unusable. Please refer to the Terms of Service for more information.

Trial Mode

Site Locator is free to try. You can create the widget HTML code on the Great Ocean Software web site and insert it into your web page. You can try different skins to match your color scheme, try different action list items, and experience the general functionality of the widget. It will not forward customer information, however, until a subscription purchase is made (you will receive an "Invalid or expired account" error message).

Installation

The code you need to install the Site Locator widget is created on the Great Ocean Software web site. Follow these steps:

1. Open your web browser and navigate to the Site Locator page on
   http://www.greatoceansoftware.com.
2. Find the code generator tool for Site Locator. It should look something like this:

3. Complete the fields according to these descriptions:

   - **Your email address** - Enter the email address where you'd like to receive information captured by the widget. This field is required.
   - **Skin** –Choose the skin you'd like to use as the background for the widget. This field is required. Click the "view choices" link to see samples of

currently available skins. If you don't see one that matches the color of your web site exactly, you can create your own skin. Select "Custom skin" from the list and refer to the next step.

- **Custom skin URL** – If you selected "Custom Skin" from the Skin list in the step above, you will need to enter the URL link to your custom skin in this field. You must give the fully qualified path to the skin file, e.g. "http://www.mywebsite.com/myskin.png". See the section "Custom Skins" in this guide for instructions on how to create a custom skin for your widget.
- **Initial map latitude** – Enter the latitude of the map position you prefer when the widget is first loaded on your web page. This is generally the center of your home market area. Use decimal degrees, e.g. 29.5. The northern hemisphere has positive values and the southern hemisphere has negative. Valid values range from -90.0 to 90.0.
- **Initial map longitude** – Enter the longitude of the map position you prefer when the widget is first loaded on your web page. This is generally the center of your home market area. Use decimal degrees, e.g. -95.5. The eastern hemisphere has positive values and the western hemisphere has negative. Valid values range from -180.0 to 180.0.
- **Initial map zoom level** – This is the zoom level as defined by Google Maps. See the choices in the drop down list for guidance. You may have to try several values before you find one that works the best for you.
- **Action list items –** These are the action items you would like to appear in the Action drop down list on the widget. They can be anything you like, but each item has a 40 character limit. They are generally actions the customer expects you to take (reply soon) or actions they would like to take (place an order). Some examples might be:

  > **Order Package A $395**
  > **Order Package B $495**
  > **Request a quote**
  > **Just a question. Please respond soon.**
  > **Please call me.**

  Note – Do not use commas in your action items. Use periods or semi-colons instead.

  Note – The items will appear in the list in the order you specify.

- **Action list help URL –** This is the URL of the web page that explains each item in the Action List to your customer.   For example, if one of your action items is "Order Package A $495" the Help page might explain what is included in Package A and average wait times for completion. You must design the Help web page and place it on your web site. The Help link will appear just to the right of the Action List on the widget. When the customer clicks the link, the help page will open in a new browser window so they don't lose the work completed so far in the widget. If you leave this URL field blank, the Help link will not be visible.

4. Click the Create button when you have completed all of the fields that you need to configure your widget. The widget HTML code will appear in the text box at the bottom of the page.

5. Copy this code to your clipboard and then paste it at the insertion point on your web page. Use your HTML code editor to do this. If you decide to change the web widget configuration, repeat steps 3 and 4 and replace the HTML code with the new code.

Note – You can install the widget on multiple web pages. However, please refer to the Terms of Service for any multiple page limitations.

Custom Skins

Why do I need a custom skin?

- If none of the standard skins match your web site colors or scheme.
- If you would like to use a different title other than the default title "Site Locator."

A "skin" is just the background image used for the widget. Technically it can be any image, but of course you will want to design your custom skin to match your web site scheme.

Title Bar

Below are the specifications for custom skins:

- The skin must measure 740 pixels wide x 560 pixels high.
- The skin must be saved in Portable Network Graphics (.png) format.
- You must host the skin on your web site.

Creating a custom skin

For an easy start, use the custom skin templates provided by Great Ocean Software. These templates are available on the Great Ocean Software web site in Adobe Photoshop format (.psd). However, you can design your own skin from scratch using any image editing application that can create a Portable Network Graphics file (.png).

Be sure to confine your title bar to the top 30 pixels of the skin, or it could possibly underlay the map, labels and other components of the widget.

The PNG file format allows for transparency, so you can create effects like rounded corners, etc.

Once your skin is ready, upload it to your web site and place it in a publicly accessible folder. When you create the HTML code for the site locator on the Great Ocean Software web site, be sure to enter the URL address of your custom skin.

Note – If necessary, you can create a different custom skin for each widget you place on your web site.

Workflow

Using Site Locator, the customer completes the information and clicks the Send button. You receive a notification email and your customer receives a confirmation email. Then it's up to you to take the requested action by the customer. But a closer look at the workflow broken down separately may help:

1. The customer completes the information on the widget as follows:

   - **Locate your site**. Use the address lookup or pan and zoom directly to the site. Enter a full street address. Include the postal code if possible (e.g. 2909 Rockwell Ct, Davis, CA 95618). Latitude/longitude coordinates can also be entered in the address field. Use decimal degrees, separated by a comma (e.g. 29.5,-95.5). Click the Find button to search for the address or go to the given coordinates. Switching from the Hybrid view to the Map view may assist in locating the site, however, the Satellite or Hybrid view is generally better for marking the site in the next step.
   - **Mark your site.** Click the map to draw a line around the site. Use the Reset button to correct mistakes. The line can be left open to mark long sites such as roads and rivers. Click the starting point to close a polygon around the site's boundaries.
   - **Describe your site.** Enter questions, special instructions or comments. Include as many details as possible about the site. This is a required field.
   - **Action –** Choose the action that makes the most sense in the context of the widget or what action needs to be taken after the communication is complete. Again, the items in the list are defined by you. This is a required field.
   - **Name –** The customer enters their full name. This is a required field.
   - **Email –** The customer enters their email address. This is a required field.

2. After the customer completes the information on the widget, they click the "Send Site Information" button. At this point a unique confirmation number is generated and two emails are sent:

   - **Notification Email** – The notification email you receive contains the confirmation number, all of the fields from the Site Locator, a KML file with the site markup, and a GPX file with the geographical center waypoint for the site. The subject line, body and file attachments all contain the confirmation number, as well as the "site name" given to the site by the

customer. Should the customer contact you directly, they can refer to this confirmation number or site name. With good email and file archiving practices, you'll be able to easily retrieve the original information they submitted.

- **Confirmation Email** – The customer receives a confirmation email for their submission with the confirmation number and the information from the Site Locator fields. They **do not** receive KML or GPX file attachments.

3. When you receive the notification email, you can take a couple of actions:

- Double-click the attachment to open the KML file in Google Earth. You will need to have Google Earth installed on your computer to do this.
- Reply to the email using your email client's Reply button. Notice the ReplyTo address is back to the customer at the address they provided in the widget, not to Great Ocean Software.

Best Practices

Site Locator is designed to quickly and efficiently collect site information while enriching your customer's experience. Below are a few practices that will allow you and your customers to get the most benefit from Site Locator.

Web site placement – Site Locator is fun and inviting to use. Display it prominently on your web site so that customers are sure to discover it. You might consider displaying it on multiple pages. Please refer to the Terms of Service regarding multiple page placement.

Google Earth/GPS Integration – Several software applications (e.g. GPS Utility - http://www.gpsu.co.uk) can read Google Earth KML files and upload them to GPS units. This is especially useful if you have to navigate your way to the customer's site using GPS. When the KML file attachment arrives by email, save it to your computer file system, then use the application to upload it into your GPS.

Site Locator also returns a GPX file. This is essentially an XML file that most GPS manufacturers support for loading waypoints, routes and tracks into their GPS units from a computer or other handheld device. If you have the software that originally accompanied your GPS unit, or a third-party software package that can use GPX files, this is an easy way to integrate the site information from your customer directly into your GPS.

Archiving – When the widget sends the customer's information to you by email, you might consider archiving the information and file attachments in a failsafe way for future reference.

That's all there is to using Site Locator. We hope you and your customers enjoy using it. If you need help, please see the next section.

Getting Help

There are two easy ways to get help:

- Email support@greatoceansoftware.com.
- Call Great Ocean Software. Our complete contact information and business hours can be found on our website at www.greatoceansoftware.com.

We welcome your feedback at any time and look forward to providing great service!