

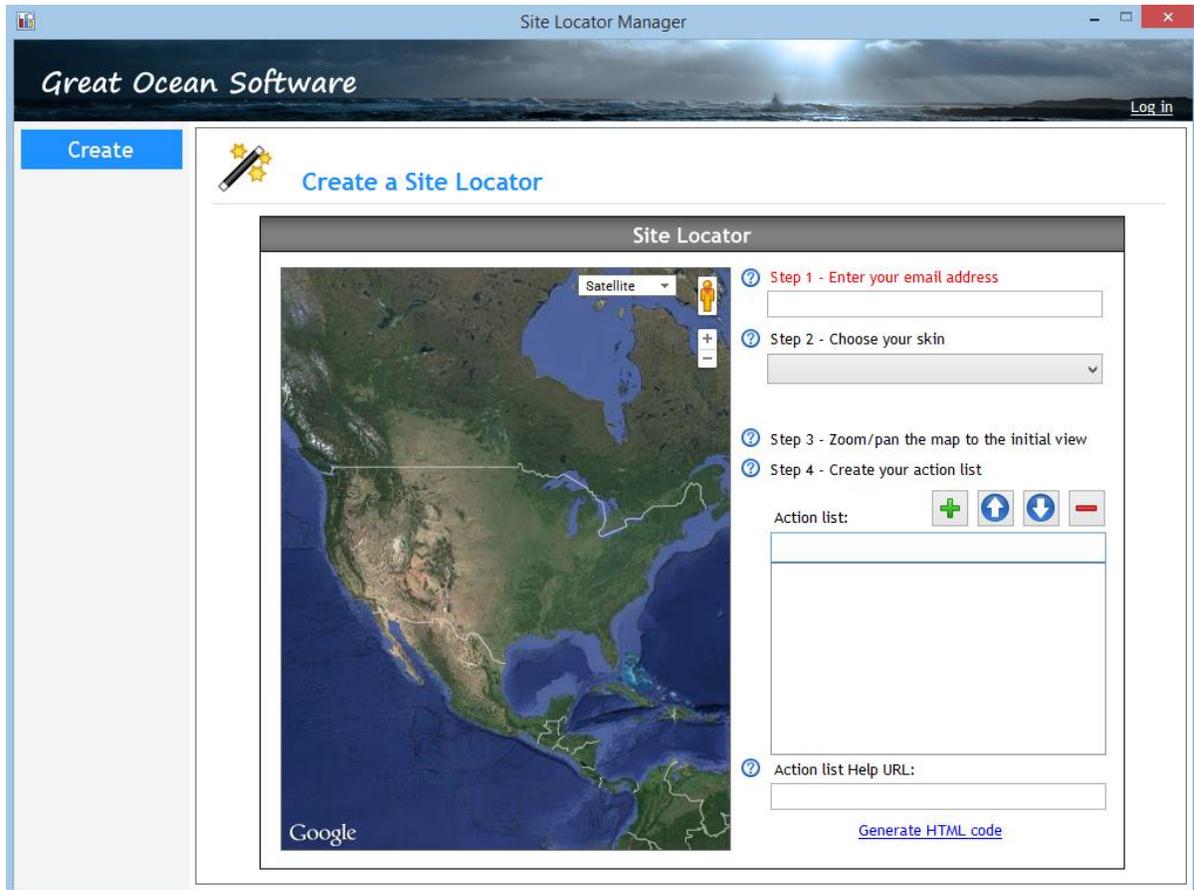
Site Locator Manager

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Overview

Site Locator Manager (SLM) is a “dashboard” application that helps you create new Site Locator HTML code, manager your Site Locator account, and view reports on your Site Locators’ performance.



System Requirements

Before installation, ensure that you have the following:

Software Requirements:

- Windows XP, Vista, 7 or 8 operating system.

Other Requirements:

- You will need an internet connection to log into and manage your Site Locator account, access Google Maps, and to view and download your reports.

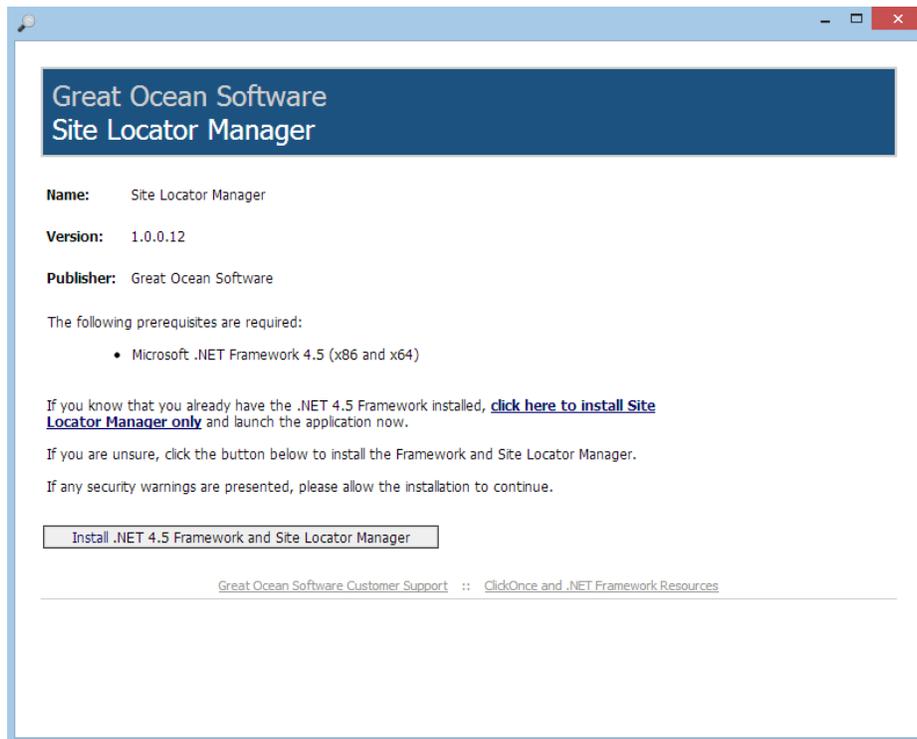
Note – SLM uses Google Maps. Great Ocean Software does not warrant or guarantee the use of Google Maps. Should Google, Inc. restrict, interrupt, alter or cancel access to

the Google Maps web site, this portion of the software will become unusable. Please refer to the Terms of Service for more information.

Installation

Follow these steps to install the SLM dashboard application:

1. Open your web browser and navigate to the Site Locator Resources page on the Great Ocean Software website at <http://www.greatoceansoftware.com>.
2. Click the download link for Site Locator Manager and a new browser window will open:

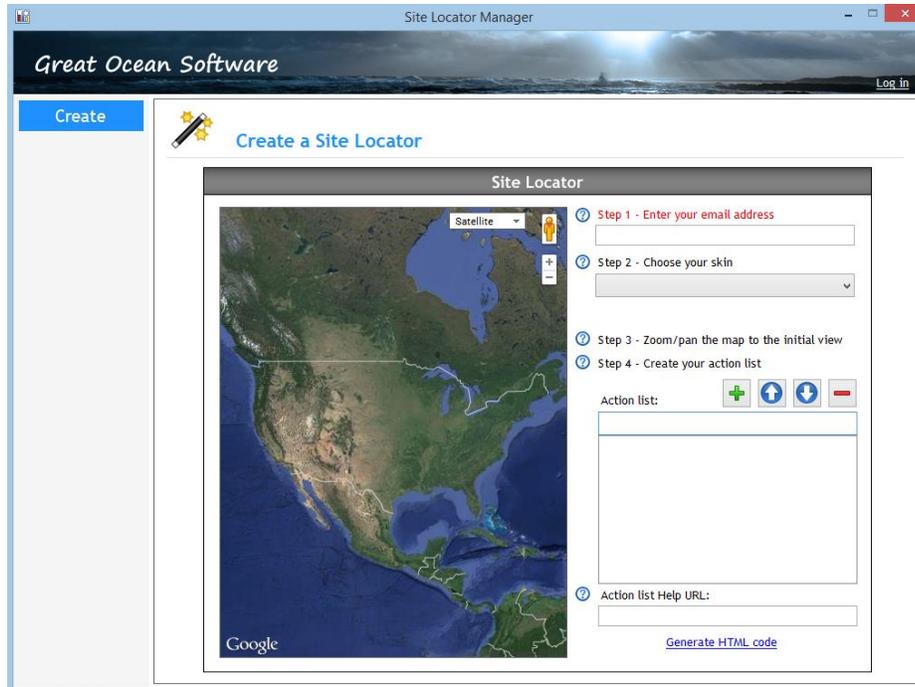


3. Start the installation by either of these two methods:
 - If you know that you already have the Microsoft .NET 4.5 Framework installed, click the link "click hear to install Site Locator Manager only." Windows 8 and 8.1 come with this version of the .NET framework already installed. On older operating systems, other software applications installed prior to now may have already installed the 4.5 version of the framework.
 - **If you are unsure**, click the button "Install .NET 4.5 Framework and Site Locator Manager." This will install both the framework and Site Locator Manager in tandem.
4. Follow the instructions on the screen to complete the installation.

Note – If any security warnings are presented, please allow the installation to continue.

Creating a Site Locator

Creating the HTML code for a new Site Locator is easy with SLM. The application is interactive, and the changes you make have an immediate effect that you can preview.



Follow these steps to create the HTML code for a new Site Locator:

1. Start SLM and ensure you are on the Create tab.
2. **Email** – Enter the email address where your Site Locator submissions should be sent. **This is the only required field.** Everything else has defaults if left blank. If this is the case, you can proceed to step 8.
3. **Skin** – Choose your skin from the dropdown list. When your choice is made, the skin is automatically applied to the Site Locator preview.
4. **Custom skin URL** – If you selected "Use my custom skin" from the Skin list in the step above, an empty text box will appear, and 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". Beside the text box is a link "Test". Click this link and the custom skin will be applied to the Site Locator preview.

Note – Your custom skin must exist at the URL you provided, or it cannot be applied to the preview.

Note – See the section "Custom Skins" in this guide for instructions on how to create a custom skin for your Site Locator.

5. **Initial map view** – Zoom and pan the map to the desired view. This is the view visitors to your web site will see when the Site Locator is initially loaded on your web page. Use the +/- buttons to zoom, and click and drag the map to pan.

When you are satisfied, do not make further adjustments and proceed to the next step.

6. **Action list items** – These are the action items you would like to appear in the Action drop down list on your Site Locator. They can be anything you like, but each item has a 40 character limit. They are generally actions the customer expects you to take (e.g. "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.

- **Add an Action item** – Type an Action item in the text box at the top of the list and click the + button.
 - **Remove an Action item** – Click an item in the list, then click the – button.
 - **Move an Action item** – Click an item in the list, then click the up or down button to move the item up or down, respectively.
7. **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 Site Locator. 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 Site Locator. If you leave this URL field blank, the Help link will not be visible.
 8. Click the "Generate HTML code" button when you have completed all of the fields that you need to configure your Site Locator. The HTML code will be automatically copied to the Windows clipboard.
 9. Paste this code at the insertion point on your web page where you would like the Site Locator to appear. Use your HTML code editor to do this. If you decide to change the web Site Locator configuration, repeat the steps above 4 and replace the old HTML code with the new code.

Note – You can install the Site Locator 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 Site Locator. Technically it can be any image, but of course you will want to design your custom skin to match your web site scheme.



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 Site Locator.

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

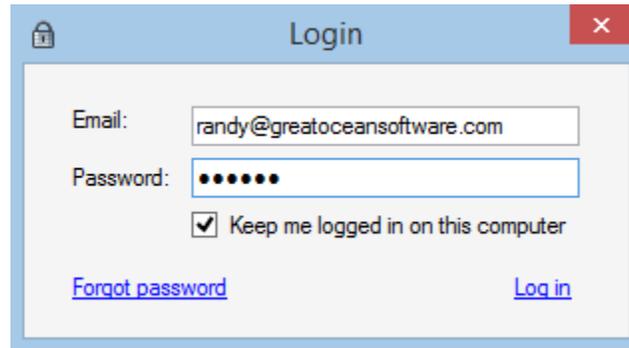
Once your skin is ready, upload it to your web site and place it in a publicly accessible folder. When you create the HTML code for the site locator on the Great Ocean Software web site, be sure to enter the URL address of your custom skin.

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

Log in

Logging into your Site Locator account in SLM is a straightforward process, however, there are a few features that need to be highlighted.

Start by clicking the "Log in" link in the upper right corner of the application to log in. You should see this log in screen:



The screenshot shows a web browser window titled "Login". Inside the window, there is a form with the following elements:

- An "Email:" label followed by a text input field containing "randy@greatoceansoftware.com".
- A "Password:" label followed by a password input field containing six black dots.
- A checked checkbox with the text "Keep me logged in on this computer".
- A blue underlined link labeled "Forgot password" on the left.
- A blue underlined link labeled "Log in" on the right.

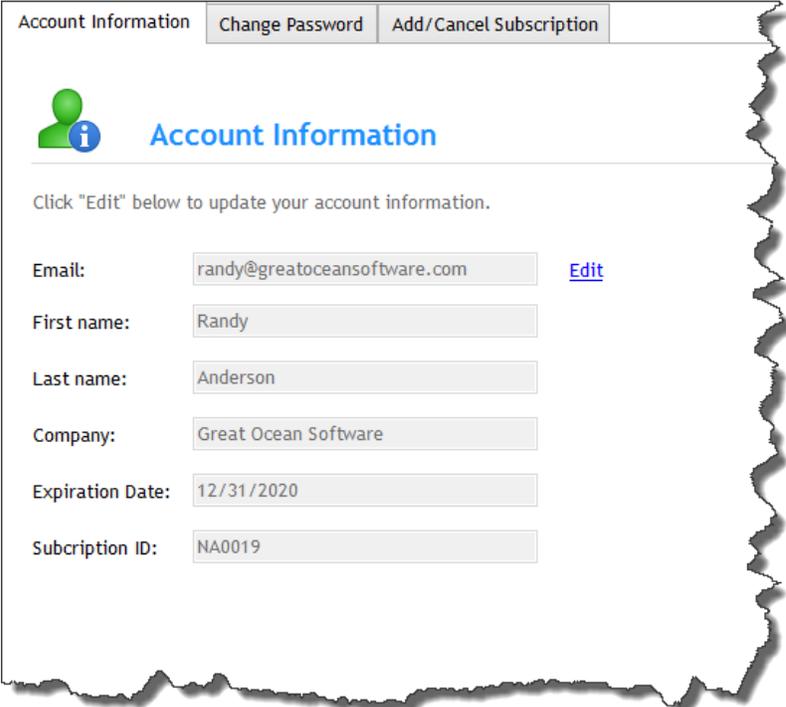
- **Email** – This is the email address where you receive your Site Locator submission notifications. It is also used as your Site Locator Account ID.
- **Password** – Your password must be a minimum of 6 characters. No other restrictions apply at this point, however, it is good practice to choose a sufficiently long and complex password to protect your account. Passwords are case sensitive.
- **Keep me logged in on this computer** – SLM will automatically log you out after 15 minutes of inactivity. Checking this option will prevent the automatic logout, but only for the current session on the current computer, however, this setting will be remembered for your next login.
- **Forgot password** – Enter your email address in the Email field and click this link if you forget your password. Your password hint will be emailed to you at the email address on your account.

Managing your Site Locator Account

After logging in, the Account and Submissions tabs will appear. Click the Account tab to manage your Site Locator account. You can update your account information, change your password, set up a new Site Locator account, and cancel your current subscription.

Note – You will need to be connected to the internet to complete your account changes.

Account Information



The screenshot shows a web interface for account management. At the top, there are three tabs: "Account Information" (selected), "Change Password", and "Add/Cancel Subscription". Below the tabs is a green profile icon with an information symbol and the heading "Account Information". A message says "Click 'Edit' below to update your account information." The form contains the following fields:

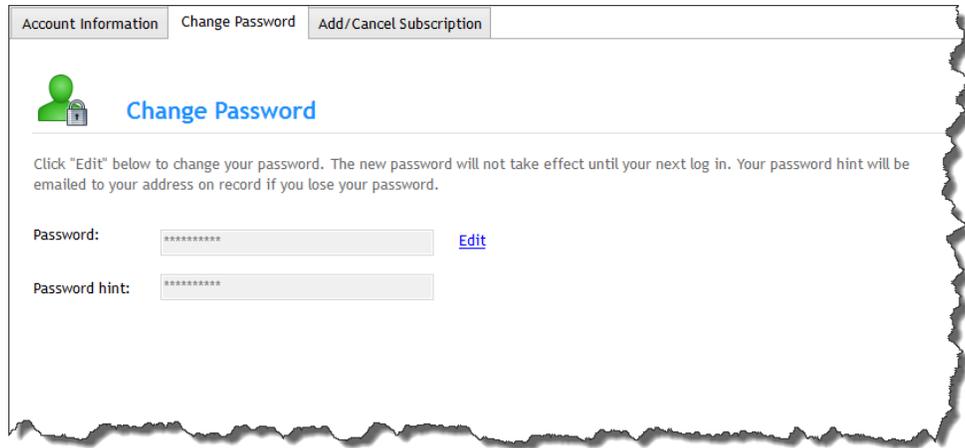
Email:	<input type="text" value="randy@greatoceansoftware.com"/>	Edit
First name:	<input type="text" value="Randy"/>	
Last name:	<input type="text" value="Anderson"/>	
Company:	<input type="text" value="Great Ocean Software"/>	
Expiration Date:	<input type="text" value="12/31/2020"/>	
Subscription ID:	<input type="text" value="NA0019"/>	

Click the "Edit" link on the Account Information tab to edit your account information. When you are satisfied, click the "Save" link. Below is a description of each field:

- **Email** – If the email address you use to receive your Site Locator submissions notifications changes, you will need to perform two tasks:
 1. Recreate your HTML code for your Site Locator(s) and update it on your web page, and
 2. Change your email address on your account using this field.
- **First Name** – First name on your account (**required**).
- **Last Name** – Last name on your account (**required**).
- **Company** – Your company name (optional).
- **Expiration Date** – The expiration date of your Site Locator subscription. PayPal will automatically renew your account before this date unless you cancel. This field is read-only.
- **Subscription ID** – This is your PayPal Subscription ID, assigned by PayPal. This field is read-only.

Change Password

You can change the password on your account at any time. Navigate to the "Change Password" tab, click the "Edit" link, and enter a new password and corresponding password hint. Click the "Save" link to make the change permanent. The change will take effect on your next login.



Add/Cancel Subscription

You can add a new subscription at any time. Navigate to the “Add/Cancel Subscription” tab and follow the instructions on the screen.

Note - You will need more than one Site Locator account if:

- You have different companies or web sites that are unrelated, and
- The Site Locators need to submit to a different email address.

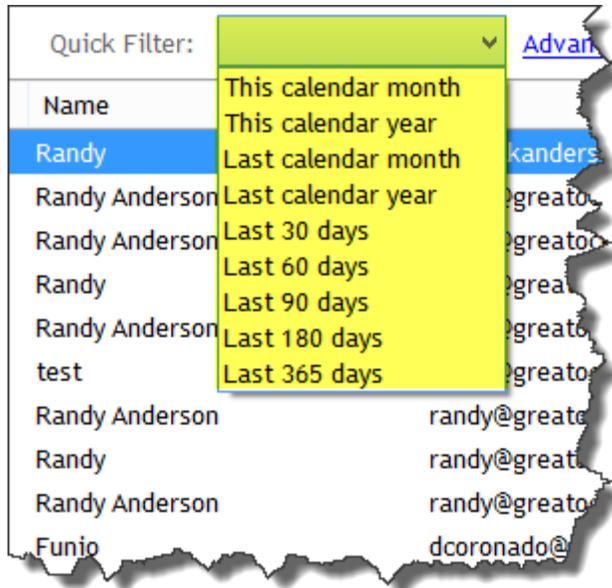
Site Locator Submission Reports

SLM offers a variety of reports to help you understand your Site Locators’ performance and fine tune its configuration. All reports can be exported in compatible formats. Below is an explanation of each report and tips to get the most out of each.

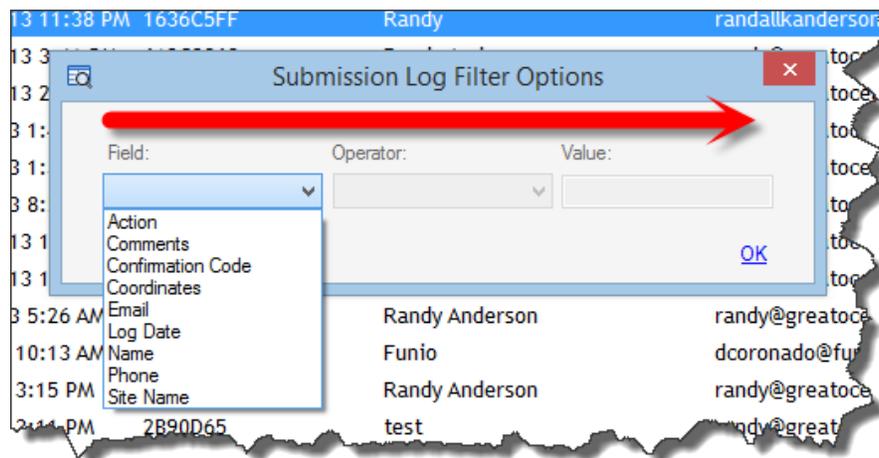
Submission Log

The Submission Log is the raw data collected from your Site Locator for each submission. Features of the Log include the following:

- **Sorting** – By default the submissions are sorted from newest to oldest, with the newest submissions at the top of the list. The Log can be sorted on any field by clicking the column header. Click the same column header again to reverse the sort order.
- **Check New** – Click this link to check for new submissions since the Log was last loaded or refreshed.
- **Quick Filter** – Choose a filter from this list to limit the results to the selected date range.



- **Advanced Filter** – Click this link to filter the Log on any column. Build your filter by working left to right. First choose the Field, then the Operator, then the Value. Click "OK" when you are satisfied with your filter.



- **Clear Filter** – Click this link to clear any filter that has been applied to the Log.
- **Export** – Click this link to export submissions. In the example below, the top three selected records will be exported to a single CSV file. After the export is complete, Excel will automatically launch and load the CSV file.

Submission Log

62 submissions [Check New](#) Quick Filter: [Advanced Filter](#)

Log Date	Confirmation Code	Name	Phone	Email
12/13/2013 11:38 PM	1636C5FF	Randy		randallkanderson@g...
12/10/2013 3:41 PM	619C9868	Randy Anderson		randy@greatoceansof...
12/10/2013 2:28 PM	4420B10F	Randy Anderson		randy@greatoceansof...
12/9/2013 1:45 PM	77A62CF9	Randy		randy@greatoceansof...
12/9/2013 1:39 PM				@greatoceansof...
12/9/2013 8:53 AM				@greatoceansof...
10/10/2013 12:59 P				@greatoceansof...
10/10/2013 12:52 P				@greatoceansof...
8/30/2013 5:26 AM				@greatoceansof...
8/5/2013 10:13 AM				nado@funio.com
8/3/2013 3:15 PM				@greatoceansof...
8/3/2013 3:11 PM				@greatoceansof...
8/2/2013 2:54 PM				@greatoceansof...
6/1/2013 2:25 PM				@greatoceansof...
5/26/2013 4:25 PM				@greatoceansof...
4/30/2013 6:01 PM				anderson@uco...
4/27/2013 6:31 AM	6281FE30	Ron Smith	832-458-4512	ron@realestateaucti...
4/14/2013 3:05 PM	7B2811A	Ron Smith	832-458-4512	ron@realestateaucti...

Submission Log Export Options

Export file type

CSV GPX KML

KML file options: Export pushpins Export polygons

Records to export

All Selected

Open file after export [OK](#)

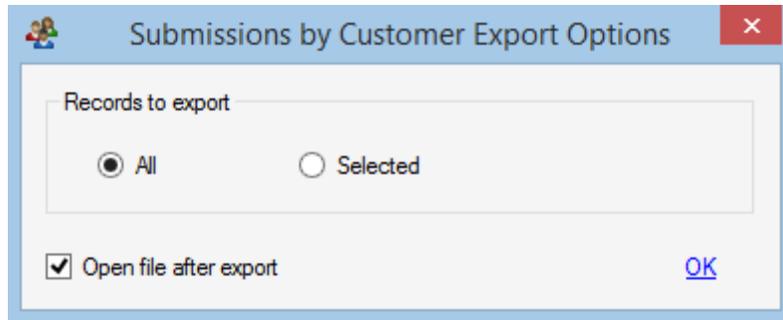
Note – The Log Date for each submission in the Submission Log is provided in Coordinated Universal Time (UTC). SLM reports account for your local time zone difference based on your Windows Regional settings. You will need to account for your time zone difference if you perform further analysis outside of SLM.

- **CVS format** – This file format can be read by Microsoft Excel and is useful for further analysis, searching and sorting of your submissions.
- **GPX format** – The center of each site to be exported is stored in a single GPX file as a waypoint for uploading into GPS navigation units.
- **KML format** – Select to export site center pushpins and/or site boundary polygons. All sites selected for export are stored in a single KML file.
- **Records to export** – Select All or Selected submissions for export. Hold the SHIFT key and click to select contiguous submissions, or hold the CTRL key and click to select multiple non-contiguous submissions.
- **Open file after export** – This command will automatically open the exported file according to its default program as assigned by Windows. This is usually Excel for CSV files (if installed), the software that came with your GPS unit for GPX files, and Google Earth for KML files (if installed).

Submissions by Customer

This tab reports the number of submissions made by individual customers. It is sorted by number of submissions in descending order by default. Click on any column header to sort on that column.

- **Export** – Click the Export link to export the report in CSV format.

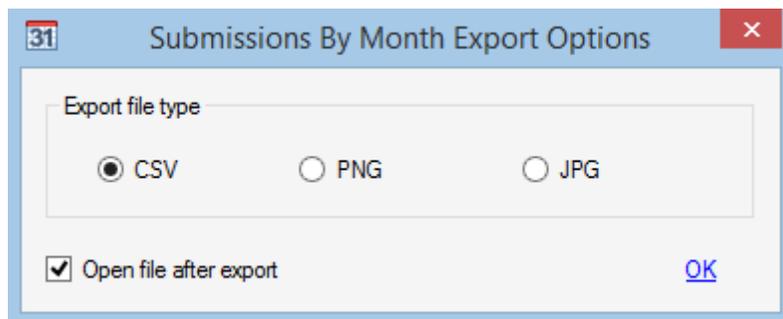


- **Open file after export** – Check this option to open the file, usually in Excel, after the export is complete.

Submissions by Month

This report shows the total submissions for the preceding months, up to three years in the past if the history is available. From this report, you may be able to spot seasonal and longer term trends.

- **Export** – Click the Export link to export this report in CSV or an image format.

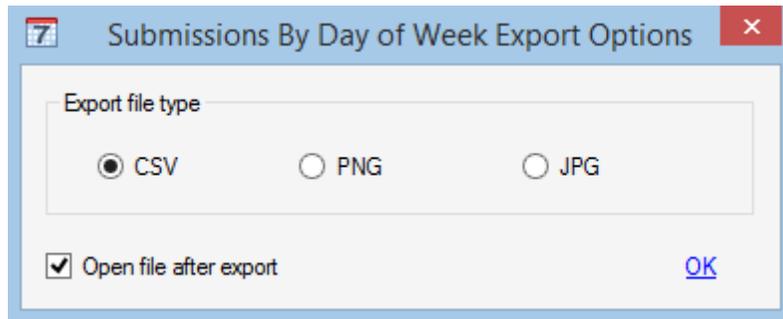


- **CSV format** – Export the report data in CSV format.
- **PNG format** – This image format is not compressed and has the highest image fidelity.
- **JPG format** – This compressed format may show some compression artifacts but results in smaller and more universally readable files.
- **Open file after export** – Automatically opens the file when the export is complete using your operating system's default applications.

Submissions by Day of Week

This report shows the total number of submissions on each week day for the preceding three years if available.

- **Export** – Click the Export link to export this report in CSV or an image format.



- **CSV format** – Export the report data in CSV format.
- **PNG format** – This image format is not compressed and has the highest image fidelity.
- **JPG format** – This compressed format may show some compression artifacts but results in smaller and more universally readable files.
- **Open file after export** – Automatically opens the file when the export is complete using your operating system's default applications.

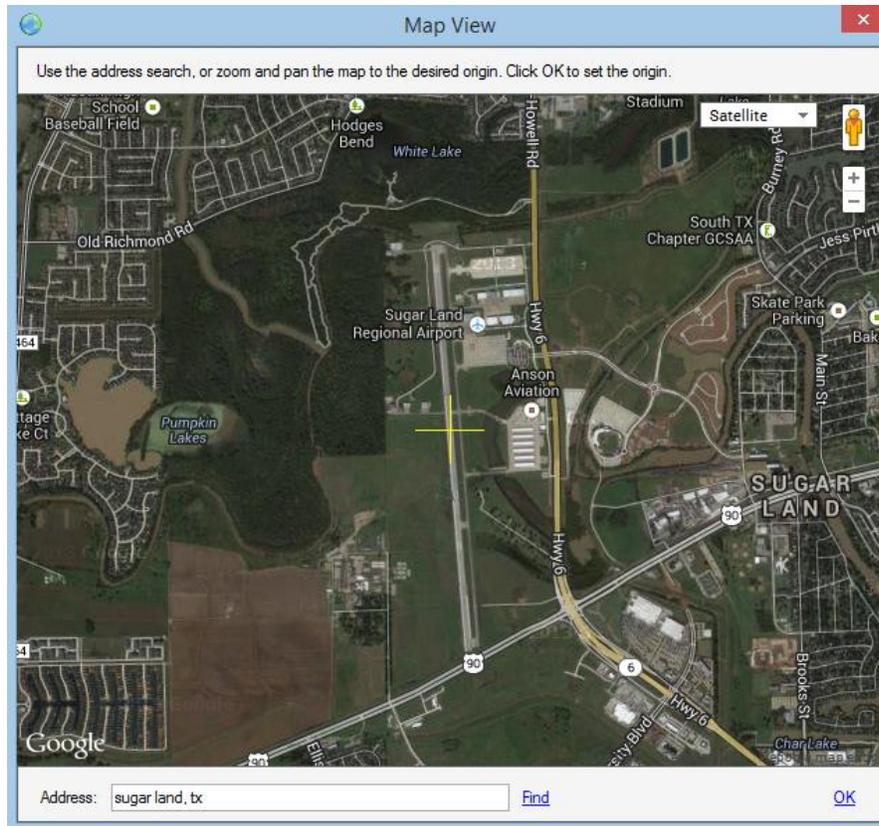
Submissions by Distance

This report shows the total number of sites submitted within discrete, line-of-sight distance ranges for the preceding three years (if available). The distance is measured from a set origin, which you choose, to the center of each site. The origin is usually your base of operations or perhaps the center of your market area. The total distance from the origin to all sites is also displayed.

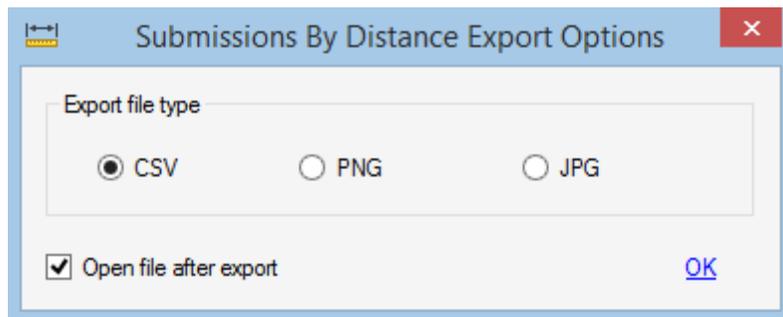
You can move your origin to perform "what if?" analyses, e.g. "If I move my business operations to another location, would the total distance to these sites be reduced?"

The distance ranges are automatically determined from the total range chosen. You can choose a total range of 50 NM, 100 NM, 250 NM, or 500 NM. In each case, the total range is divided into 10 equal, discrete ranges to display the report.

- **Edit** – Click the Edit link to change the point of origin for your report. A Google Maps window is displayed. Zoom and pan the map to the new point of origin and click OK. The report automatically recalculates distance from the new origin. Your origin is saved for future sessions until you change it again.



- **50 NM** – Click the 50 NM link to include only sites within 50 NM of your origin.
- **100 NM** – Click the 100 NM link to include only sites within 100 NM of your origin.
- **250 NM** – Click the 250 NM link to include only sites within 250 NM of your origin.
- **500 NM** – Click the 500 NM link to include only sites within 500 NM of your origin.
- **Export** – Click the Export link to export this report in CSV or an image format.



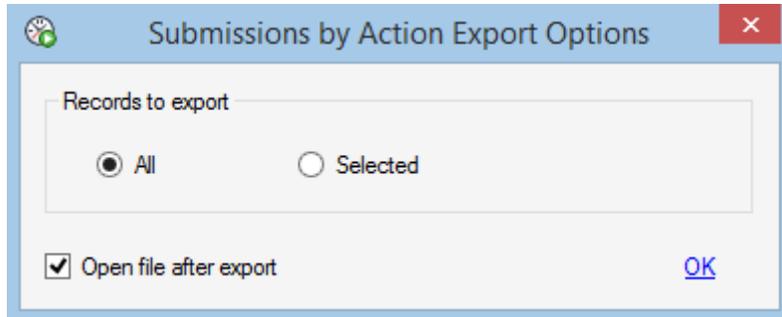
- **CSV format** – Export the report data in CSV format.
- **PNG format** – This image format is not compressed and has the highest image fidelity.
- **JPG format** – This compressed format may show some compression artifacts but results in smaller and more universally readable files.

- **Open file after export** – Automatically opens the file when the export is complete using your operating system’s default applications.

Submissions by Action

This report shows the total number of submissions by the Action from the Action list on the Site Locator that the user chose. This report may help you see trends and make changes or improvements to the options offered in the list.

- **Export** – Click the Export link to export the report in CSV format.



- **Open file after export** – Check this option to open the file, usually in Excel, after the export is complete.

Getting Help

There are two easy ways to get help:

1. Email support@greatoceansoftware.com.
2. 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!