



3Bill Mobile Site Builder Documentation

Produced: 11th December 2006

Introduction:

This document details step by step instructions on how create, publish and deliver mobile sites within the 3Bill platform.

The mobile site builder enables 3Bill clients to create mobile compatible web sites via an online interface. The site builder creates mobile sites in the most compatible mobile formats automatically (wml, cHTML, xHTML) so there's no need to create different versions of your sites.

Your mobile sites can also be linked directly to your content services so you can sell your content using browse and buy methods. Your mobile content sales pages are also automatically updated if there are any changes to your linked content services.

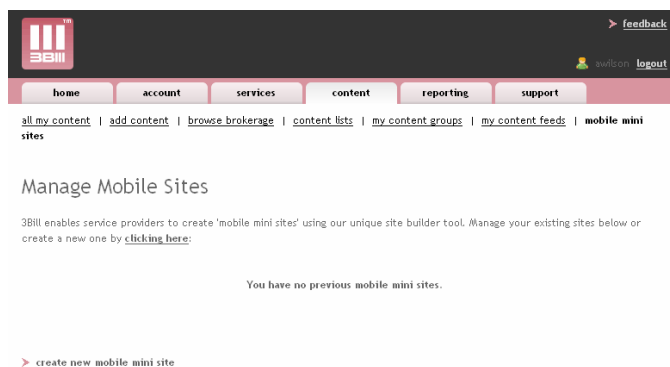
NOTE: This document assumes your 3Bill account is setup as both a Service and Content Provider. Some of the features detailed in this document may not be available if your account is not setup to have either of these roles.

Getting Started:

The mobile site builder section can be found by following these steps:

1. Log into the 3Bill platform via <http://clientv2.3bill.com>.
2. Navigate to the 'content' section using the main tabs at the top of the page.
3. Click on the new sub-section called 'mobile mini sites'.


This page details all existing mobile mini sites within your client account. If this is the first time you've accessed this section, you should be presented with a screen similar to the follow:





Create New Mobile Site:

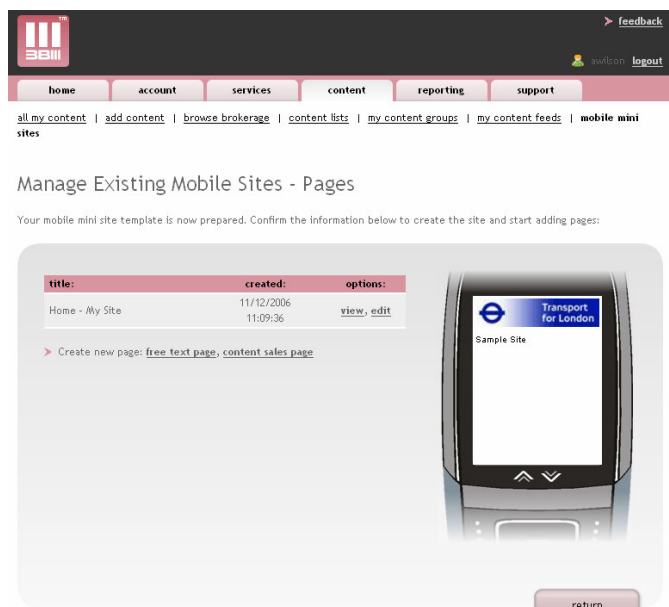
To create a new mobile mini site, follow these steps:

1. Click on  [create new mobile mini site](#) within the 'Manage Mobile Sites' screen.
2. The next screen will request the initial details about the mobile site. Fill in the site title, site description and the preferred path. The preferred path will be the url the mobile user is given to access the site. All of these are required and the preferred path should be entered without any spaces.
3. Click 'next >' once all the information has been entered.
4. In the next screen, you'll be given the option to amend any of the basic template colours/styles for the mobile site. These will appear on every page of the site, including content sales pages. The following can be amended:
 - a. Page Colour
 - b. Font Name
 - c. Font Size
 - d. Font Colour
 - e. Link Colour
 - f. Upload Header Image
5. Amending any of the values will update the preview on the right of the page.
6. You can upload an optional header image in jpg or gif format. This will automatically be resized depending on mobile handset and appear at the top of every page.
7. Click 'next >' once all the information has been entered.
8. The confirmation screen will now be displayed. Click 'create site' if you are happy with all the settings.
9. The default site colours/styles should now be created. Follow the links through to start adding new pages to the site.



Page Manager:

The page manager can be accessed from the site manager pages by clicking on 'manage pages' next to relevant site.



You'll see the existing pages within the mobile site listed on the left with a preview of each page listed on the right.

Each page will have the option to 'view', which will update the preview on the right. An additional option on each page is 'edit', click on this to access the 'page editor'.

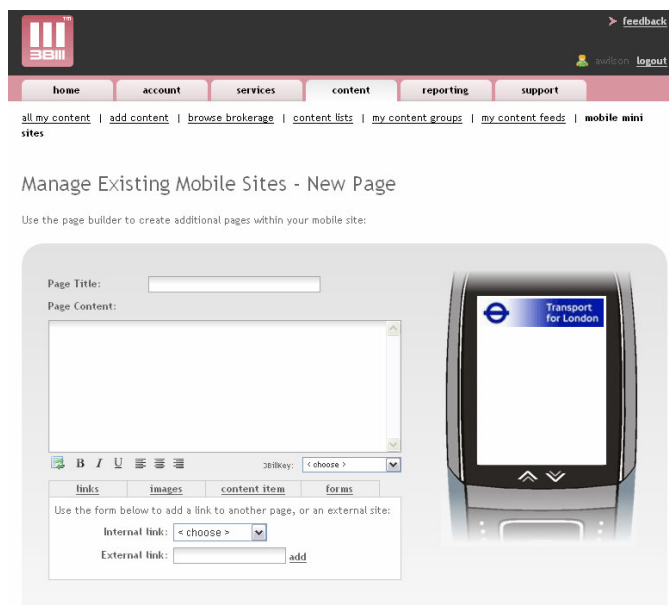
At the bottom of the page listing there's 2 options to create new pages:

1. 'free text page' – this creates a new page in which you can enter text, images, links, forms etc.
2. 'content sales page' – this creates a new content sales page, linked to one of your content services. The formatting can not be amended in these pages as the style is controlled by your default site styles.



Create/Modify Free Text Page:

By clicking on 'edit' or 'create free text page' within the page manager you are presented with the following screen:



Follow these instructions to create or amend your page:

1. Insert/amend a page title within the 'Page Title' field. This will be used on the mobile sites and the 3Bill site builder for reference.
2. Insert or copy & paste any text into the 'Page Content' area. There are advanced formatting options available for this text using the buttons below:

	Refresh the preview on the right.
B	Make the currently selected text bold.
<i>I</i>	Make the currently selected text italic.
<u>U</u>	Make the currently selected text underline.
	Make the currently selected text left aligned.
	Make the currently selected text centre aligned.
	Make the currently selected text right aligned.

3. **3BillKeys** – Select an item from the drop-down list to insert the information into your current page content.

Current Date	Inserts the current date when the mobile users loads the page.
Current Time	Inserts the current time when the mobile users loads the page.
Phone Handset Make	The make of the mobile user’s phone.
Phone Handset Model	The model of the mobile user’s phone.
Users Mobile Number	If the mobile site is attached to a service, detailed later, the mobile user’s telephone number can be inserted into the mobile sites.
Users Phone Network	If the mobile site is attached to a service, detailed later, the mobile user’s telephone network can be inserted into the mobile sites.

4. Additional options:



5. **Insert a Link** – Click on the ‘links’ option within the additional options block. You’ll then have 2 options to either insert a link to an internal page or a link to an external site. External links must begin with http.
6. **Insert an Image** - Click on the ‘images’ option within the additional options block. Initially you’ll be presented with a drop-down list of all the previously uploaded images to this mobile site. By selecting an item from the drop-down list, it’ll insert the image into the current position in the page content.

To add a new image, click ‘upload image’.

Add an image name for your reference and browse to your image file. All images must be uploaded in either jpg or gif format. Click ‘upload’ once all the information has been

completed. Once your image has been uploaded, you'll be redirected to the drop-down list in which you can select the image to insert into your page.

Images will automatically be resized/converted depending on a mobile user's handset.

7. **Insert a Content Item** – Click on the 'content item' option within the additional options block. Your active content services will be listed in an initial drop-down list.

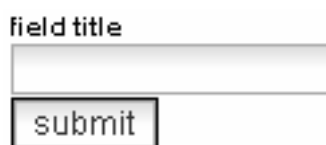
Choose a service from the drop-down list.

All available content items will be listed in a further drop-down list. Select a content item to insert into your page content. 3Bill will automatically create a link to the content preview page for the item just inserted.

8. **Insert a Form Element** - Click on the 'forms' option within the additional options block. This option enables you to include feedback or data capture forms within the current page content.

The field title will appear above the input field.

The field name is what you want to reference the field by when we present you with the information.



The diagram shows a form element with a label 'field title' above a rectangular input field. Below the input field is a rectangular button labeled 'submit'.

3Bill automatically creates the submit button and captures any submitted information against the mobile site. This will appear as a link in the 'manage sites' section called 'form data' once 1 or more submission through the form is made. The data download will be in csv format and include the date/time, ip address, page name and the information that was submitted.

Once you have completed all the information for your page, click on 'add page' to update the information.

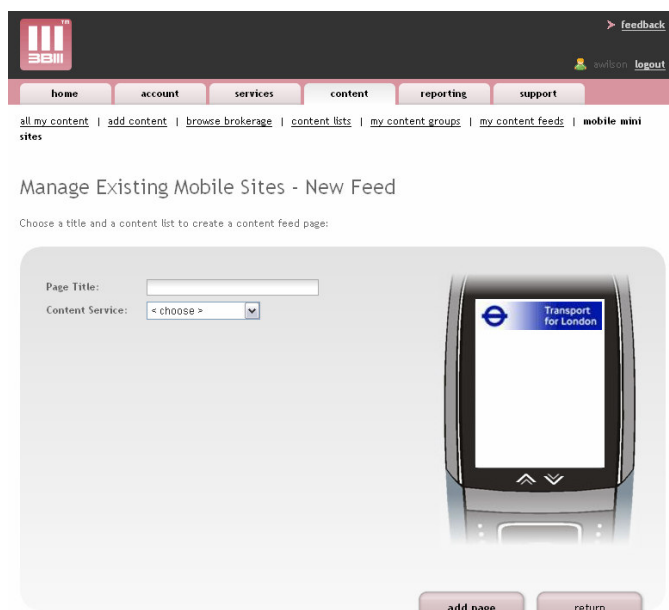
At this stage your pages are still unpublished and therefore not live on your mobile site url. Any changes done via the page editor always have to be republished to go live on the site.



Content Linked Pages:

To create a content linked page which automatically displays/previews all available content on any of your content services via your mobile site, click on 'content sales page' within the 'page manager'.

The following screen will appear:



1. Enter a page title for your own management.
2. Select your content service from the drop-down list. This will automatically create a page which lists and previews all the content from that service.
3. Click 'add page' at the bottom of the screen.
4. The content feeds page should now be listed within the 'page manager' screen.
5. The page has been created however it's still not linked in from any other pages so you'll need to edit another page and insert an internal link to it.





Publish your Site:

To publish your site in all the different mobile phone formats, follow these steps:

1. Go to the 'manage sites' screen.
2. Next to the relevant mobile site, click on 'publish' or 're-publish' site.
3. This will automatically generate your site, all pages, any content feeds, any images and set it live.
4. You'll be presented with a confirmation screen with the url mobile users should access to get to the site.
5. You can either advertise this url directly or navigate to the 'create new service' screen within the 'services' section to attach it to a service. This will enable mobile users to text into a number and receive the mobile site link in a SMS message.

