

Parallels[®] Plesk Sitebuilder

Plesk Sitebuilder 4.5 for Windows Quick Start Guide for Administrators

Copyright Notice

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Preface

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Typographical Conventions

Before you start using this guide, it is important to understand the documentation conventions used in it.

The following kinds of formatting in the text identify special information.

| Formatting Convention | Type of Information | Example |
|-----------------------|---|--|
| Special Bold | Items you must select, such as menu options, command buttons, or items in a list. | Go to the Hosts tab. |
| | Titles of chapters, sections, and subsections. | Read the Getting Started chapter. |

| | | |
|----------------|---|---|
| <i>Italics</i> | Used to emphasize the importance of a point, to introduce a term or to designate a command line placeholder, which is to be replaced with a real name or value. | These types of users are called Plesk Sitebuilder user <i>roles</i> . |
| Monospace | URLs, names of commands, files, and directories. | For example: <code>http://192.168.10.10/Admin</code> |
| CAPITALS | Names of keys on the keyboard. | SHIFT, CTRL, ALT |
| KEY+KEY | Key combinations for which the user must press and hold down one key and then press another. | CTRL+P, ALT+F4 |

About Parallels Plesk Sitebuilder

Plesk Sitebuilder interface consists of two parts: Wizard and Administrator Panel.

Wizard is a web application enabling its users to create sites by simply choosing a design preset, adding text and images, and setting up various add-ons (picture galleries, blogs, online stores, and more).

Administrator Panel is a web interface for managing application system settings, user accounts, web sites, and other Plesk Sitebuilder objects.


About this Guide

This guide is intended to give Plesk Sitebuilder administrators a practical introduction to Plesk Sitebuilder by explaining how to perform basic administrative tasks. It covers a straightforward Plesk Sitebuilder scenario to help you start working with Plesk Sitebuilder immediately after the installation.

For full description of Plesk Sitebuilder functionality, refer to the **Plesk Sitebuilder for Windows Administrator's Guide** (<http://www.parallels.com/en/products/sitebuilder/docs/>).

Getting Help

The Plesk Sitebuilder help system has been created to assist you in solving problems you might encounter when creating your site. To find the information you need, you can do the following:

- Use on-screen context-sensitive help.
At the bottom of the navigation pane, you can find short instructions on the operations that are available on the current page.
- Refer to our **knowledgebase** (<http://kb.swsoft.com/en/products/sitebuilderwindows>).
The knowledge base provides solutions to the most common problems with Plesk Sitebuilder.
- Go to our **forum** (<http://forum.parallels.com/>).
Here all users can post questions, exchange ideas, and troubleshoot issues not described in the knowledge base. Note that Parallels does not provide official support through this forum.
- Contact technical support.
If you have any problems or questions that are not covered in the user documentation or knowledge base, you can click  **Support** located on the navigation pane and submit your problem to our Technical Support team.

Feedback

If you have found a mistake in this guide, or if you have suggestions or ideas on how to improve this guide, please send your feedback using the online form at <http://www.parallels.com/en/support/usersdoc/>. Please include in your report the guide's title, chapter and section titles, and the fragment of text in which you have found an error.

Installing Plesk Sitebuilder

➤ *To install Plesk Sitebuilder:*

- 1 Download the required Plesk Sitebuilder distribution package from the **Parallels Web site** (<http://www.parallels.com/en/download/sitebuilder/>).
- 2 Install Plesk Sitebuilder as described in the **Plesk Sitebuilder Installation Guide** (<http://www.parallels.com/en/products/sitebuilder/docs/>).

Creating Your Administrator Account

After Plesk Sitebuilder installation, the next step is to create your **administrator account**¹. Later, you can create more administrator accounts to be able to delegate Plesk Sitebuilder management to them, if necessary. Unlike these later created administrator accounts, the first administrator account cannot be removed from the system or downgraded to a lower level of user hierarchy.

➤ **To create your administrator account:**

- 1 Click the shortcut to the Plesk Sitebuilder Administration Panel located on your desktop.
- 2 From the **Interface language** list, choose a language to be selected by default when you log in to the Administrator Panel.
- 3 In the **Account information** section, specify your contact and login information.
- 4 In the **SMTP server settings** section, set up the SMTP server through which system notification messages will be sent to your e-mail.
- 5 Click **Next**.

You will be taken to the **Desktop** page of the Administrator Panel.

¹ Administrator account enables a user to manage all Plesk Sitebuilder parameters and objects.

Logging In to Plesk Sitebuilder

➤ *To log in to Plesk Sitebuilder:*

- 1 In your browser's address bar, enter the URL to your Plesk Sitebuilder **Administrator Panel**².

For example, `http://sitebuilder:2006/Admin`

where 'sitebuilder' is the domain name of the server where your Plesk Sitebuilder is installed, and '2006' is the port number for connecting to the Plesk Sitebuilder server.

- 2 Press ENTER.
- 3 On the opened page, specify your contact and account information and set up the SMTP server for sending various user notifications.
- 4 Click **Next**.

² Administrator Panel is a part of Plesk Sitebuilder interface that enables users to manage system settings, user accounts, web sites, and other Plesk Sitebuilder objects.

Preparing Servers to Be Used for Publishing User's Sites

In Plesk Sitebuilder, sites can be published to:

- FTP servers
- Virtuozzo Containers on servers running Parallels Business Automation, Standard
- Local Plesk Sitebuilder server using XCOPY technology

The default Plesk Sitebuilder license allows you to register only one publishing server (or **host**³). To purchase a license with unlimited number of publishing servers, contact **Parallels Sales** (sales@parallels.com). With this license, you can publish Plesk Sitebuilder sites to any FTP servers at your disposal, without having to register a new server in Plesk Sitebuilder first. (After you publish a site to a new host, this host is automatically registered in Plesk Sitebuilder.)

If the number of hosts is **Unlimited**, then users who have the permission to modify site publishing settings can also publish their sites to any available FTP servers. For users restricted from modifying the site publishing settings, you specify the publishing settings yourself. The permission to modify the site publishing settings, as well as a list of servers available to a particular user, is defined in the user's **service plan**⁴.

Before adding a server to be used for publishing Plesk Sitebuilder sites, make sure that the following requirements are met:

- ASP.NET 2.0.50727 or later is installed on the publishing server.
For detailed information about configuring ASP.NET 2.0, refer to the **ASP.NET 2.0 Deployment Guide** (<http://www.microsoft.com/downloads/details.aspx?familyid=9E33EA25-666C-47FA-AC52-8D04785C4BD2&displaylang=en>).
- The working directory is mapped on the IIS server as web application.
- Application pool to which the working directory is assigned does not contain ASP.NET 1.1 applications.
- For the ASP.NET ISAPI to be executed, the working directory must have the `Scripting` permission enabled (working directory menu > **Execute Permissions > Scripts Only**).
- ASP.NET account has the following permissions:
 - If the `App_Data` folder does not exist, *read/write/delete* permission for the working directory is required.

³ Host is a web server used for publishing web sites.

⁴ Plan is a set of limits and permissions applied to a user account. The general purpose of a plan is to regulate distribution of the Plesk Sitebuilder resources, such as hosts, sites, modules, and so on among the users.

- If the `App_Data` folder exists, then *read/write/delete* permission for the `App_Data` folder and *read* permission for the working directory are required.

Note: 1. If you use IIS 5.0, the above permissions should be given to the identity specified in `/configuration/system.web/deployment/processModel/@userName` of the `%WINDIR%\Microsoft.NET\Framework\v2.0.50727\CONFIG\machine.config` file.

2. If you use IIS 6.0, the above permissions should be given to the application pool identity specified in IIS settings (**Start > IIS Manager > Application Pools > respective application pool > Properties > Identity tab**).

- IIS application pool identity (*NETWORK SERVICE* by default) must have permission to create files and folders in the `%WINDIR%\temp` folder.
- The order in which the default documents (*default.htm*, *default.aspx*, and so on) will be used to respond the browser request is defined (working directory menu > **Properties > Documents** tab).
- Publishing server works in the *Medium Trust* mode at least. If a server works in the Medium Trust mode, it must be granted with `OleDbPermission` for accessing Microsoft Access database and with `WebPermission` for some of the modules to work correctly.
- `OleDbPermission` is set in the `web_mediumtrust.config` file, stored on the publishing server. By default, this permission is disabled. To grant this permission, you should add the `OleDbPermission` class to the following sections of the `web_mediumtrust.config` file:

- `SecurityClasses`

Example:

```
<SecurityClass Name="OleDbPermission"
    Description="System.Data.OleDb.OleDbPermission,
    System.Data, Version=2.0.0.0,
    Culture=neutral,
    PublicKeyToken=b77a5c561934e089"/>
```

- `PermissionSet`

Example:

```
<IPermission class="OleDbPermission" version="1"
    Unrestricted="true" />
```

- `WebPermission` is set in the `web_mediumtrust.config` file. To grant this permission, add the `WebPermission` class to the `PermissionSet` section of the `web_mediumtrust.config` file.

Example:


```
<IPermission class="WebPermission" version="1"
    Unrestricted="true" />
```

Note: The server where Plesk Sitebuilder is installed must work in the *Full Trust* mode.

More detailed information about `OleDbPermission` you can find **here** (http://msdn2.microsoft.com/en-us/library/ms998341.aspx#paght000020_oledbpermission).

More detailed information about trust levels you can find **here** (<http://msdn2.microsoft.com/en-us/library/wyts434y.aspx>).

➤ **To register a publishing server in the system:**

1 On the navigation pane, click  **Server**.

2 Click  **Hosts**.

3 Click  **Add New Host**.

4 On the **Host Settings** tab, enter a host title in the **Host title** field.

It can be any title that will be easy for you to remember and associate with a particular host.

5 In the **IP address or DNS name** field, enter an IP address or domain name of the host.


Note: 1. Do not use loopback address (127.0.0.1) or domain name "localhost".

2. You cannot create two hosts with the same IP address.

6 To set up SMTP server for sending e-mail notifications from sites:

- Click the **SMTP Settings** tab.
- In the **SMTP server host** field, enter the domain name of the SMTP server.
- In the **SMTP server port** field, enter the number of port used for connection to the SMTP server.
- In the **SMTP server from address** field, enter an e-mail address that will appear in the 'From' field of notifications.
- If the SMTP server is password protected, click **Change Password** and provide the credentials.




7 Click **OK**.

To verify that a publishing server meets all the Plesk Sitebuilder requirements, go to **Sites > site name > Publishing Settings** tab, specify all the required parameters and click **Verify Location** .

To make a publishing server available to a user, include the server into this user's service plan (on the **Hosts** tab) and make sure that the corresponding publishing mode is also included in the plan (on the **Publishing Settings** tab). For information on configuring service plans for users, see the next chapter.

Creating Service Plans

➤ **To create a plan:**


- 1 On the navigation pane, click  **Users**.
- 2 Click  **Plans**.
- 3 Click  **Add New Plan**.
- 4 In the **Name** field, specify a name for the new plan.
- 5 To easily distinguish the created plan from other plans, you can provide a short description for it in the **Description** field.
- 6 To define the general permissions for plan assignees, specify them in the corresponding fields:
 - **Maximum number of pages per site**
Sets the maximum number of pages a plan assignee can add to one site.
 - **Maximum number of root level pages per site**
Defines the maximum number of pages a plan assignee is allowed to have on the first level of site menu.
 - **Maximum number of regular sites⁵**
Specifies the maximum number of sites a plan assignee can create.
 - **Maximum number of hosts**
Defines the maximum number of publishing servers a plan assignee can publish sites to.
- 7 If you are creating a plan for anonymous users, define a lifetime period during which their sites will be stored on the Plesk Sitebuilder server.

When applied to registered users, this limit is ignored.
- 8 On the **Hosts** tab, configure the list of servers to be available to plan assignees.
- 9 On the next tabs, configure the list of site creation presets to be available to plan assignees:
 - **Templates⁶**
 - **Page sets⁷**
 - **Modules⁸**

⁵ Regular site is any Plesk Sitebuilder site belonging to a registered user.

⁶ Template is a ready graphic design solution for creating web sites.

⁷ Page set is a pre-defined site structure, common for sites devoted to a certain subject.

You can add modules to a plan for evaluation purposes only, which gives site owners a chance to try out required modules before they pay for them. To do so, select one or several modules and click  **Add to Plan for Evaluation**. The plan assignees will not be able to publish sites containing evaluation modules until they purchase an appropriate service plan from you. Resellers under this plan will not be able to remove the 'evaluation only' status from a module.

- **Site families**⁹

Note: Be sure that the page set and at least one design template constituting a site family are included in the plan.

10 Go to the **Publishing Setting** tab.

11 To allow the plan assignees to specify site publishing settings themselves, select the **Allow users to modify publishing settings** check box.

Users without this permission can publish their sites only after a higher-level user specifies publishing settings for them.

12 Select publishing modes to be available to plan assignees. The options are:

- **FTP** - Publishing sites to FTP servers
- **Virtuozzo** - Publishing sites to Parallels Virtuozzo Containers on servers running Parallels Business Automation, Standard
- **XCOPY** - Publishing sites to the Plesk Sitebuilder server using the XCOPY technology.

13 If you want to display your promotional content on the plan assignees sites, go to the **Promotional Footers** tab and enter the content into the text-box.

Promotional content may include all kinds of animation, banners, pop-ups, and text messages. This content is displayed in the footer of all site pages, including second-level pages of the modules.

14 If you want to let your resellers add their own content to your promotional footer, select the **Allow resellers to append to your promotional footers** check box.



15 Click **OK**.

⁸ Module is a plugin extending site functionality. For example: Blog, Forum, eShop, Image Gallery, etc.

⁹ Site family is a pre-defined site template (design template + page set), common for sites devoted to a certain subject.

Creating User Accounts

➤ **To create a user account:**

- 1 On the navigation pane, click  **Users**.
- 2 Click  **Add New Account**.
- 3 Specify the contact and login information.
- 4 Select a hierarchy level for the account from the **Role** list.
- 5 For **Reseller**¹⁰ or **Site Owner**¹¹ roles, the **Plan** list is displayed. Select a plan which you want to assign to the new user.



If you indicate user as **Administrator**, the **Plan** list is not displayed, because administrator account is limited only by the Plesk Sitebuilder license.
- 6 If you want to proceed to registering a site for this account immediately after creating it, select the **Proceed to registering a site for this user** check box.
- 7 Click **OK**.

¹⁰ Reseller account enables a user to do almost the same tasks as a Plesk Sitebuilder administrator, excluding some specific operations, such as upgrading and backing up Plesk Sitebuilder, setting up an SMTP server for sending notifications to the users, viewing logs, and the like.

¹¹ Site owner account enables a user to manage their web site created in the Wizard.

Managing Users' Sites

➤ *To register a site in the system:*

- 1 On the navigation pane, click  **Sites**.
- 2 Click  **Add New Site**.
- 3 On the **General** tab
 - In the **Site name** field, provide any arbitrary name for the site.
 - In the **Owner** field, specify the user name of a registered Plesk Sitebuilder user you want to assign this site to. You will be able to change the owner of the site at any time.
- 4 Click the **Publishing Settings** tab.

Note: For **trial sites**¹², this tab is disabled because you cannot publish a trial site until you upgrade it to a regular site.

- 5 Select a publishing mode: **FTP**, **Virtuozzo**, or **XCOPY**.


The list of publishing modes and hosts available to a user you configure in this user's service plan. For details about setting up service plans, refer to **Creating Service Plans** (on page 13).

- 6 If you select **FTP** publishing mode, provide the following parameters:
 - **Host** is the IP address or domain name of the FTP server.
 - If the maximum number of hosts allowed by your license is not unlimited, select a host from the list. This list consists of hosts you have registered in your Administrator Panel.
 - If the number of hosts allowed by your license is unlimited, you can specify any FTP server you have at your disposal. After you specify a custom host (i.e. a host that is not registered in your Plesk Sitebuilder), it will be automatically registered in the system and will appear in the list of hosts on the **Hosts** screen.
 - **Port** is the port for connecting to the specified FTP server.
 - **Web site URL** is the address the site will be available after publication.
 - **Working directory** is the path on the FTP server to the folder where the site files will be stored after publication.
 - If the FTP server is password protected, specify the access credentials in the **Login** and **Password** fields.
- 7 If you select **XCOPY** publication mode, provide the following parameters:

¹² Trial site is a web site created by an anonymous user in the Wizard. A trial site has a limited lifetime period and cannot be published until its owner registers a Plesk Sitebuilder account.

- **Host** is the IP address, domain name, or machine name of the publishing server.
 - **Web site URL** is the address the site will be available at after publication.
 - **Working directory** is a name of the share on the server and the path to the files of your site. Do not include the name of the server into this path. For example:
`Sitebuilder\site1`
- 8** If you select **Virtuozzo** publication mode, provide the following parameters:
- **Service Container** is the IP address or domain name of the Service Container.
 - **Port** is the port for connecting to the Service Container.
 - **Container identifier** is the digital identifier of the Container on the hardware node.
 - **Web site URL** is the address the site will be available at after publication.
 - In the **Login** and **Password** fields, specify the credentials for accessing the Service Container.
- 9** To verify that the specified publishing location meets all the Plesk Sitebuilder requirements, click **Verify Location**.
- 10** Click **OK**.

After you register a site for a user, the site appears in this user's Administrator Panel. He or she can proceed to creating the content of the site in the **Wizard** by clicking the

 **Edit** icon for this site in the list.

➤ **To publish a site:**

- 1** On the navigation pane, click  **Sites**.
- 2** Click the  **Publish** icon opposite the site you want to publish.

Glossary of Terms

Administrator Account

Administrator account enables a user to manage all Plesk Sitebuilder parameters and objects.

Administrator Panel

Administrator Panel is a part of Plesk Sitebuilder interface that enables users to manage system settings, user accounts, web sites, and other Plesk Sitebuilder objects.

Host

Host is a web server used for publishing web sites.

Module

Module is a plugin extending site functionality. For example: Blog, Forum, eShop, Image Gallery, etc.

Page Set

Page set is a pre-defined site structure, common for sites devoted to a certain subject.

Plan

Plan is a set of limits and permissions applied to a user account. The general purpose of a plan is to regulate distribution of the Plesk Sitebuilder resources, such as hosts, sites, modules, and so on among the users.

Regular Site

Regular site is any Plesk Sitebuilder site belonging to a registered user.

Reseller Account

Reseller account enables a user to do almost the same tasks as a Plesk Sitebuilder administrator, excluding some specific operations, such as upgrading and backing up Plesk Sitebuilder, setting up an SMTP server for sending notifications to the users, viewing logs, and the like.

Site Family

Site family is a pre-defined site template (design template + page set), common for sites devoted to a certain subject.

Site Owner Account

Site owner account enables a user to manage their web site created in the Wizard.

Template

Template is a ready graphic design solution for creating web sites.

Trial Site

Trial site is a web site created by an anonymous user in the Wizard. A trial site has a limited lifetime period and cannot be published until its owner registers a Plesk Sitebuilder account.

Wizard

Wizard is a part of Plesk Sitebuilder interface that enables users to create web sites and publish them on the Internet.