

MAX SAVE CARD WEB SITE

User Documentation

Prepared by Lyons Digital Media, LLC
May 2009





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Project Background

The Max Save Card Web site was developed in March and April 2009 by Lyons Digital Media, LLC. The key features of the Web site are as follows:

- ◆ Site visitors are identified by location and can search through a customized directory for Max Save Card discounts in their area. If the visitor desires, they can view offers in other areas served by Max Save Card dealers.
- ◆ Site visitors can search for offers within a specified geographic area, using the site's Search feature.
- ◆ Max Save Card Dealers can add businesses to their regional directories and assign business owners to a specific listing for offer maintenance purposes. Businesses can be added to the directory through either the public or private (administrative) areas of the site.

Software

The Web site, <http://www.maxsavecard.com> is based on Joomla version 1.5 content management system and uses a number of extensions and customized programming. The extensions used are [Mosets Tree](#), [Zip Code Shop](#), [Blue Flame Forms](#) and [JCE Editor](#). Customized programming was used to develop the Geodirect function, and to modify Mosets Tree and Joomla to meet the requirements of the Max Save Card Management Team.

The Max Save Card Web site is best viewed in Internet Explorer version 7.x and higher; Firefox version 3.x and higher; and Safari version 3.x and higher.

Hosting Environment

The Content Management System (CMS) and its extensions are hosted in a LAMP (Linux, Apache, MySQL and PHP) environment where all the key software components of the server, including operating system, database and scripting language are all Open Source Software (OSS) licensed under the Gnu Public License (GPL).

Technical Support

Please contact Lyonshost Support at support@lyonshost.com or 850-942-9442 if you have questions regarding the Max Save Card Web site or to report a problem.

About this Document

The document is to be used as a supplement to the documentation provided with [Joomla version 1.5x](#), [Mosets Tree](#) and [ZIP Code Shop](#). This document includes instructions for frequently used features of the Max Save Card Web site as well as features that were created or modified for Max Save Card.



It is strongly recommended that Administrative users familiarize themselves with Joomla's base features and functions.

Cross-references are used through out the document and will allow the reader to navigate the document whether they are viewing the document in Acrobat Reader or in printed format. The following conventions are used throughout the document:

Clickable – indicates a link or icon to be clicked with the cursor (mouse)

Strong – indicates the title of a page, field or section of a Web page

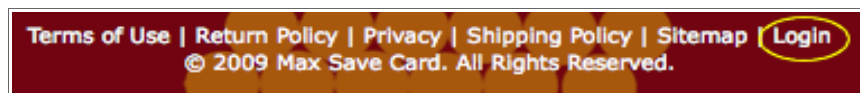
Hyperlink – text that appears blue and underlined is cross referenced to another section of the document. Click the link to visit the page indicated.

Accessing the Web Site

Log in to the Max Save Card Web Site

To Access the Public Web Site

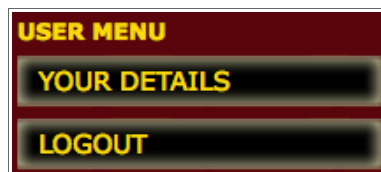
1. To access the Max Save Card Web site, open your preferred Web browser and type in the following into the address bar: <http://www.maxsavecard.com>.
2. The Web site will load.
3. Scroll down to the bottom of the front page.



4. Click the **Login** link. The **Login** page will display.
5. Type your **Username** and **Password** into the fields provided.

Note If you want the site to remember your Username and Password, select the **Remember Me** check box.

6. Click **Login**.
7. The **Home** page will display. Note the addition of a [User Menu](#).





Forgotten Username or Password

In the event a registered user forgets their username or password, they can have the username sent to them or have the password reset. In either case, the information is sent to the e-mail account on file for the user. To retrieve a username or password:

1. Open your preferred Web browser and type in the following into the address bar:
<http://www.maxsavecard.com>. The Web site will load.
1. Scroll down to the bottom of the front page.
2. Click the **Login** link. The **Login** page will display.
3. Select one of the following links:
 - ◆ **Forgot your Password?**
 - ◆ **Forgot your Username?**
4. In the **E-mail Address** field, enter the e-mail address associated with your Max Save Card Web site account.
5. Click **Submit**.
6. The Login page will display. An e-mail will be sent to the address associated with your account.
7. Retrieve your e-mail. A message titled “Your maxsavecard username” or “Your maxsavecard password” should appear in your Inbox.
8. Follow the instructions in the e-mail to either login with your username or reset your password.

The User Menu

The User Menu is only visible once a registered user has logged in to the Max Save Card Web site. There are only two options on the menu, *Your Details* and *Logout*. For Logout instructions, refer to page 8.

Your Details

The *Your Details* link gives a registered user the ability to change their display name, e-mail address, and password. If a user changes their password, they will be required to reenter the password to verify it.

1. From the User Menu, click the **Your Details** link to access the Details page.

EDIT YOUR DETAILS

Username: penguintrax

Your Name: Barbara Forbes-Lyons

E-mail: barbara@lyonshost.com

Password: _____

Verify Password: _____

Save



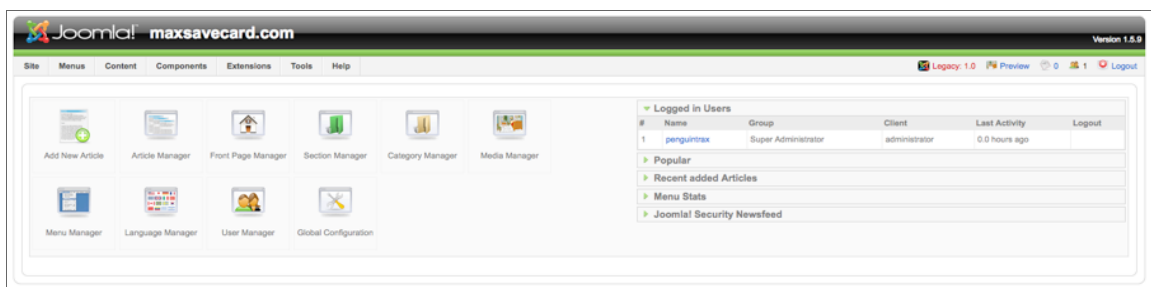
2. Make the desired changes.
3. Click **Save**.
4. The Home page will display.

To Access the Administration Area

1. To access the Max Save Card Administration area, open your preferred Web browser and type in the following into the address bar: <http://www.maxsavecard.com/administrator>.

The screenshot shows the Joomla! Administration Login page. It features a title "Joomla! Administration Login" and a sub-header "Use a valid username and password to gain access to the Administrator Back-end." Below this is a link "Return to site Home Page" and a padlock icon. The login form includes fields for "Username", "Password", and "Language" (set to "Default"), and a "Login" button with a green arrow.

2. The Joomla! **Administration Login** page will load.
3. Type your **Username** and **Password** into the fields provided.



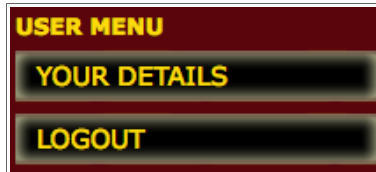
4. Click **Login**. The **Control Panel** page will display.



Log Out of the Max Save Card Web Site

To Leave the Public Web Site

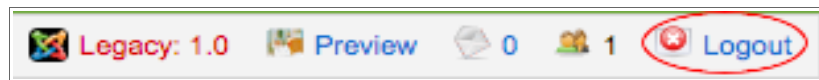
1. Click the **Logout** menu item. It is located on the User Menu.



2. A confirmation page will display. Click **Logout**.
3. The Home page will display.

To Leave the Administration Area

- ◆ Click the **Logout** link located in the upper right corner of the screen. The **Joomla! Administration Login** page will display.

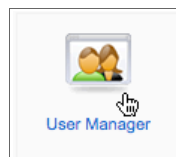


Creating Users

Users of the Max Save Card Web site must be added manually to the database. This is a basic feature of [Joomla](#) and can only be accomplished through the Administration Area.

Note You must create a user account for any merchant that will be associated with a directory listing.

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. The **Control Panel** page will display.
3. Click the **User Manager** icon.





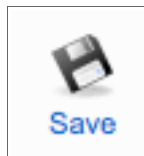
4. The **User Manager** page will display. Click the **New** icon in the upper right area of the page.



5. The **User: [New]** page will display.
6. Enter the listing information into the fields shown below. You may Tab between the fields.

Field Name	Description
Name	The name user.
Username	The username that will be used to access the site. This should not contain any spaces.
E-mail	The valid e-mail address of the user.
Password	The password to be used in combination with the Username. The password cannot contain spaces. A secure password should be used and contain a combination of letters, numbers and symbols. Ideally a randomly created password should be used. There are a number of password generator Web sites that can be used to create passwords.
Verify Password	Enter the password again.
Group	All users must be assigned to a group. Business owners that will be maintaining their listings should be assigned to Registered group.

7. Click the **Save** icon. It is located in the upper right area of the page.





About Categories

The Mosets Tree application uses categories to organize information in the directory. In the Max Save Card Web site, business listings in the directory are assigned to a category. The category may represent a state or a large metropolitan area. There are two types of categories descriptions that are used in this document:

Top-level Category. A top-level category is analogous to the label on the outside of a file drawer. It is the highest level of categorization assigned to a directory listing. In the Max Save Card directory, a New York (state) would be considered a top-level category.

Important Top-level categories must be geocoded. Refer to [Geocoding a New Category](#) on page 38.

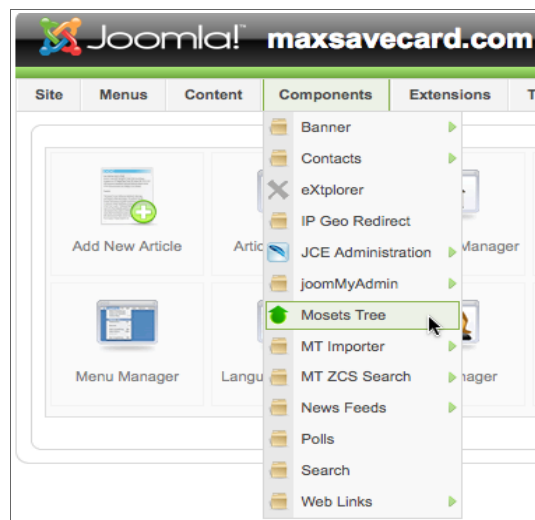
Sub-category. A sub-category is related to a top-level category and is analogous to the label of a file folder in a file drawer. In the Max Save Card directory, you would place the sub-category of Manhattan within the New York top-level category. Additional sub-categories could be placed within the Manhattan category, for example: New York>Manhattan>Dry Cleaners.

Add a Category to the Max Save Card Web Site

Categories are used to contain groups of listings.

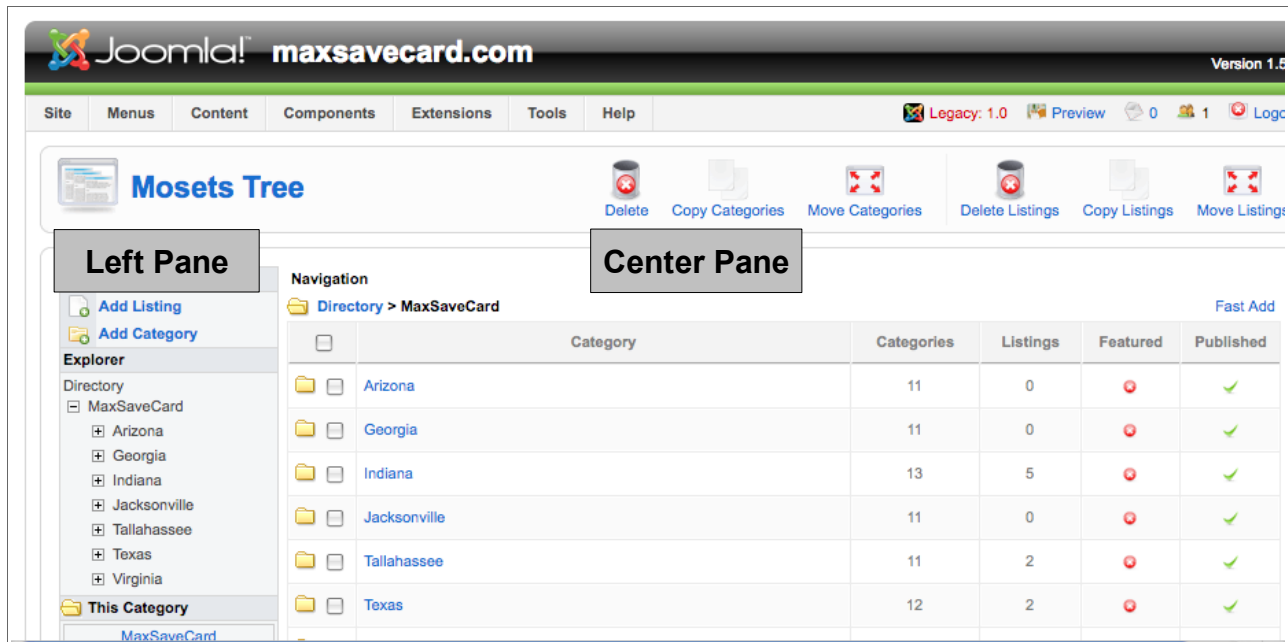
To add a new category to the site, follow these steps:

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.

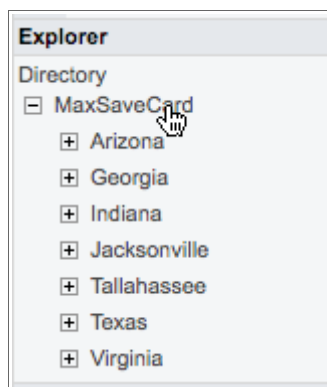




3. The **Mosets Tree** page will display. Note the navigation designations below:



4. In the **Explorer** section in the left pane, select the Directory folder and click **MaxSaveCard**.



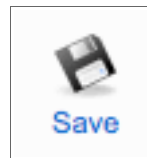
- i. If adding a top-level category, do nothing and proceed to the Step 5.
 - ii. If adding a sub-category to an existing category, click that category. For example, click **Indiana** to add a sub-category to the Indiana directory, then proceed to Step 5.
5. In the upper left pane, click **Add Category**. The **Add Category** page will display. Note the addition of a Right Pane to the navigation area.
6. Enter the listing name in the **Name** field.



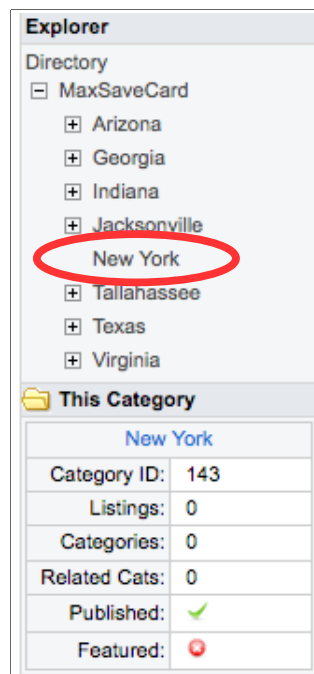
7. Enter a **Description**, if desired.
8. In the right pane, select the option buttons relating to the status of the listing: **Published**, **Featured**, and **Allow listing submission**.
9. If desired, enter **META Keywords** and a **META Description**. These items are used by search engines to rank the relevancy of a particular Web page.

Tip Click **Apply**, located above the right pane, to do incremental saves of you work.

10. Click the **Save** icon, located above the right pane.



11. The new category will appear in the **Explorer**.





Important If you added a category that is be the top-level category for a new Max Save Card region, you need to [geocode the new category](#) and add the new region to the [Change Location](#) menu. Refer to pages 38 and 41.

Prior to doing this, record the new category's Category ID. It is shown in the This Category section in the right pane. Refer to the screenshot on the previous page.

Copy Categories

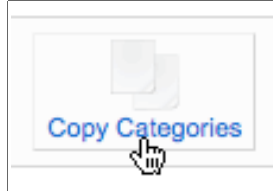
Once you have set up a top-level region category, you can copy sub-categories from other Max Save Card regions into the new top-level category.

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.
3. In the Explorer section in the left pane, select the the Directory folder and click **MaxSaveCard**.
4. Select the region/category that contains the sub-categories you want to copy. The categories will appear in the center pane.

The screenshot shows the Mosets Tree administration interface. On the left is the 'Explorer' pane showing a directory tree with 'MaxSaveCard' expanded to show sub-regions like Arizona, Georgia, and Indiana. The 'Indiana' region is selected, and its sub-categories are listed. On the right is the 'Navigation' pane showing a table of categories for the selected region.

Category	Categories	Listings	Featured	Published
Automotive	0	1	⊘	✓
Dry Cleaners	0	0	⊘	✓
Entertainment	0	0	⊘	✓
Golf	0	3	⊘	✓
Health & Beauty	0	0	⊘	✓
Hotels	0	0	⊘	✓
In the Home	0	0	⊘	✓
Nightlife	0	0	⊘	✓
Outside the Home	0	1	⊘	✓
Restaurants	0	0	⊘	✓
Shopping	0	0	⊘	✓
Transportation	0	0	⊘	✓
Travel	0	0	⊘	✓

5. Select the categories you want to copy by selecting the check boxes next to the category names.
6. In the toolbar, click the **Copy Categories** icon.



7. The **Copy Category** page will display. Using the category manager, select the category to which the selected categories should be copied.
8. In the options section, select the **No** option next to **Copy Related Categories** and **Copy Listings**.

Copy Category

Number of Items: 13

Current Category: [Directory](#) > [MaxSaveCard](#) > [Indiana](#)

Copy To:

< Back

Options

Copy Sub Categories: No Yes

Copy Related Categories: No Yes

Copy Listings: No Yes

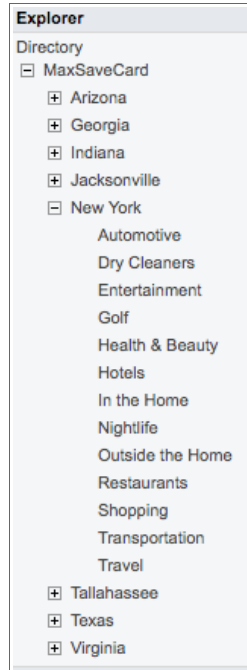
Copy Reviews: No Yes

Reset Hits: No Yes

Reset Votes and Ratings: No Yes



9. Click the **Save** icon. The new categories will be copied and will appear in the Explorer section.



Moving Categories

You can move categories within Mosets Tree. This may be necessary if a sub-category was added to the wrong region or if a business has moved within a region.

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.
3. In the Explorer section in the left pane, select the the Directory folder and click **MaxSaveCard**.
4. Select the region/category that contains the sub-categories you want to move. The categories will appear in the center pane.



Directory

[Add Listing](#)
[Add Category](#)

Explorer

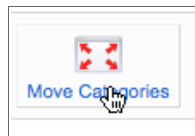
- Directory
 - MaxSaveCard
 - Arizona
 - Georgia
 - Indiana
 - Automotive
 - Dry Cleaners
 - Entertainment
 - Golf
 - Health & Beauty
 - Hotels
 - In the Home
 - Nightlife
 - Outside the Home
 - Restaurants
 - Shopping
 - Transportation
 - Travel
 - Jacksonville
 - New York
 - Tallahassee
 - Texas
 - Virginia
 - This Category

Navigation

Directory > MaxSaveCard > Indiana [Fast Add](#)

<input type="checkbox"/>	Category	Categories	Listings	Featured	Published
<input type="checkbox"/>	Automotive	0	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Dry Cleaners	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Entertainment	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Golf	0	3	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Health & Beauty	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Hotels	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	In the Home	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Nightlife	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Outside the Home	0	1	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Restaurants	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Shopping	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Transportation	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Travel	0	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. Select the categories you want to move by selecting the check boxes next to the category names.
6. In the toolbar, click the **Move Categories** icon.





7. The **Move Category** page will display. Using the category manager, select the category to which the selected categories should be moved.

Move Category

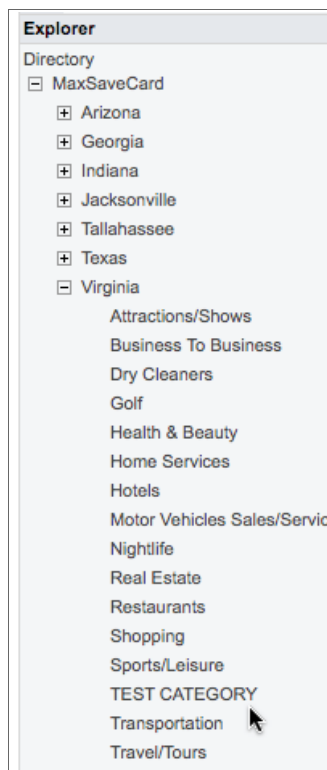
Number of Items: 1

Current Category: [Directory > MaxSaveCard](#)

Move To:

- < Back
- Attractions/Shows
- Business To Business
- Dry Cleaners
- Golf
- Health & Beauty
- Home Services
- Hotels

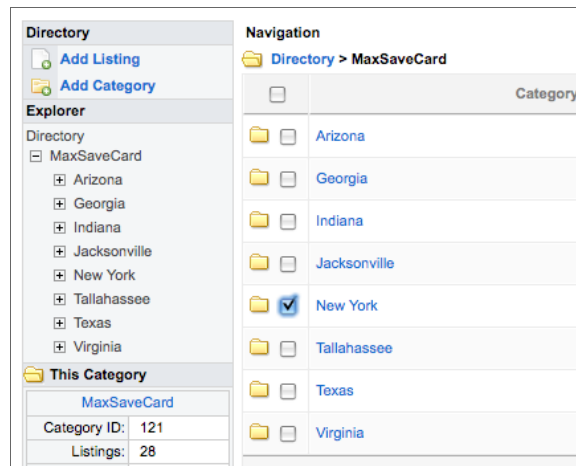
8. Click the **Save** icon. The category will be moved and will appear in the Explorer section.



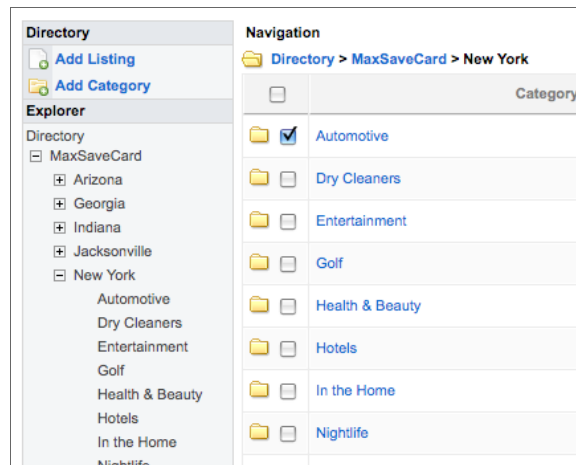


Deleting Categories

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.
3. In the **Explorer** section in the left pane, select the **Directory** folder and click **MaxSaveCard**.
 - i. If deleting a top-level category, select the category to be deleted.





- ii. If deleted a sub-category, continue drilling down to the category housing the item to be deleted. Select the category to be deleted.






4. Click the **Delete** icon.

 
[Delete](#) [Cancel](#)

Delete

Are you sure you want to delete these categories? Deleting categories will remove all sub categories, listings and reviews inside the selected categories. This action can not be undone.

	Name	Categories	Listings
	New York	13	5

5. You will be asked to confirm the action. Click **Delete** to continue or **Cancel** to quit.

Directory Listings

Businesses offering Max Save Card discounts must be entered into the database. Listings are assigned to a top-level region category and a service or topic specific sub-category. For example, Indiana>Recreation.

Listings can be added from either the front end (public) Web site or through the Administration area. If the listing will be assigned to a merchant, you must enter the listing through the public Web site.

Important Prior to assigning a merchant to a directory listing, the merchant must have a user account created. Refer to [Creating Users](#) on page 8.

Listings without Physical Address Information

For businesses with no physical address, you must still enter a street address or ZIP code in order to geocode the listing. You can use the home address of the business owner or the ZIP code of a local landmark.

After the listing is coded, you can delete the street address or ZIP code information. Refer to [Geocoding a New Category](#) on page 38 for helpful tips.



Add a Listing from the Public Web Site

1. Log in to the Web site. See [To Access the Public Web Site](#) on page 5.
2. Navigate to the *Area* and *Category* applicable to the listing. In this example, the Area is **Tallahassee** and the Category is **Health & Beauty**.
3. On the right, note the link **Add your listing here**. Click the link. The **Add Listing** page will display.

ADD LISTING

Category: Directory > MaxSaveCard > Tallahassee > Health & Beauty

Name:

Description:

4. Before proceeding, verify that the Area and Category listings are correct.



5. Enter the listing information into the fields shown below. You may Tab between the fields.

Field Name	Description
Name	The name of the business.
Description	A brief description of the business and the services it offers.
Address	The street address of the business. Be sure to add a Building or Suite designation if required.
City	City where the business is located.
State	State where the business is located.
ZIP code	Five digit ZIP code.
Telephone	Telephone number including area code.
Fax	Fax number including area code.
Website	Web site address of the business. Be sure to add the http:// prefix.
Cardholder Discount	The discount or offer given to a Max Save Cardholder. The field is limited to 256 characters.
Expires on	The date on which the offer expires. Enter in the MM/DD/YYYY format.
Cardholder Discount	If applicable, enter the second discount or offer given to a Max Save Cardholder. The field is limited to 256 characters.
Expires on	The date on which the offer expires. Enter in the MM/DD/YYYY format.



Field Name	Description
Assign to User	If this listing should be assigned to a merchant for editing purposes, select the username in this field. By default, the listing will be assigned to the logged-in user entering the information. If the person to whom you want to assign the listing is not shown, you need to have an Administrator create a user record. Refer to Creating Users on page 8 for more information.

6. The following fields are optional and require advance preparation:

Field Name	Description
Thumbnail Image	The thumbnail image is used in the top-level category listing as well as in the Featured Listing column. Refer to Thumbnail Images on page 47 for more information.
Add Images to Listing (Limit 3)	You can add up to three additional images to the listing. These may be pictures of the exterior or interior of the business, the grounds, or other features deemed important by the business or listing owner. Refer to Uploading Images on page 56 for additional information.

7. The **Latitude** and **Longitude** information is generated from the Administration Control Panel. Refer to [Geocoding New Listings](#) on page 37 for more information.
8. Click **Submit** to save the Listing Record.

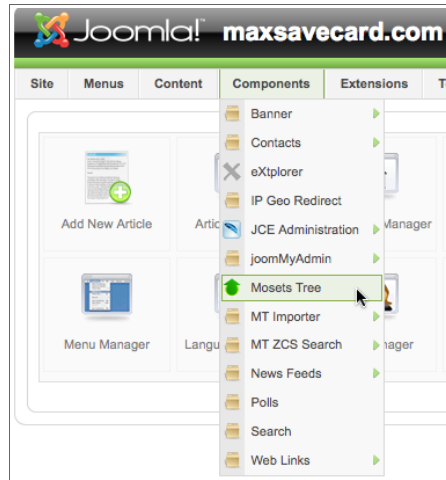
Tip If you need to stop entering information into the listing, click **Cancel** to leave the page or **Save** the listing and change the [status](#) to Unpublished using the Administration Control Panel.

9. The **Category** page will display. All new listings and edits are held for approval. You will receive an e-mail confirming that the listing was submitted and again when the listing is approved.

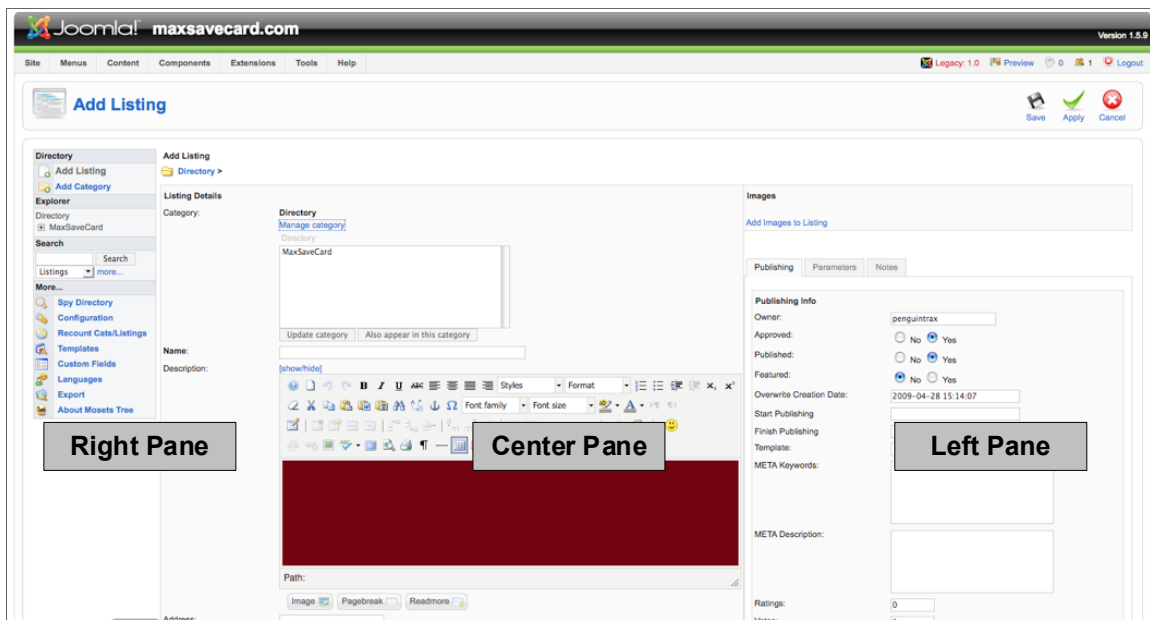


Add a Listing from the Administration Area

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.

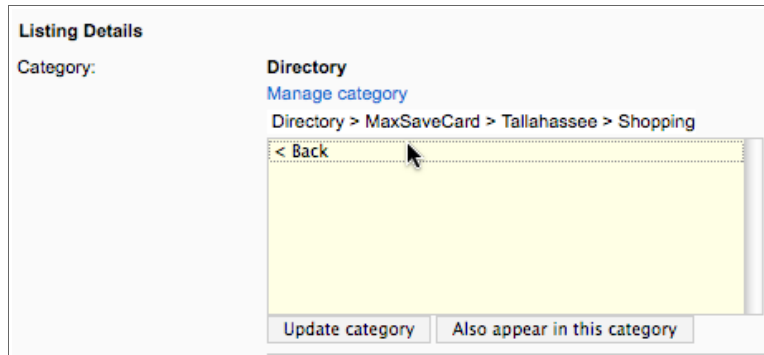


3. On the left, click **Add Listing**. The **Add Listing** page will display. Note the navigation areas labeled on the image below.





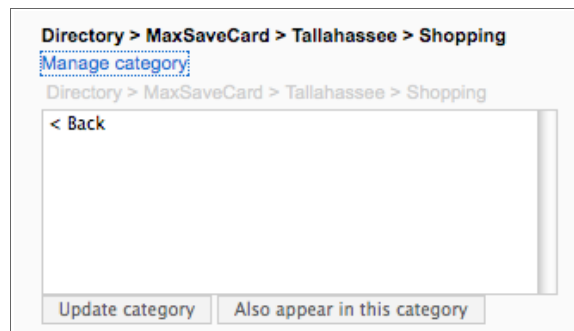
5. Navigate to the *Area* and *Category* applicable to the listing. Drill down to the desired category by clicking **MaxSaveCard** then the **Area** and **Category**.



In this example, the Area is **Tallahassee** and the Category is **Shopping**.

Note You can assign a listing to more than one category. Click **Also appears** in this category to make a another category selection. If you need to make a correction, click the **Back** item in the Manage Category box.

6. Click **Update Category**. The selected category will appear in bold.





7. Enter the listing information into the fields shown below. You may Tab between the fields.

Field Name	Description
Name	The name of the business.
Description	A brief description of the business and the services it offers. You can use the WYSIWYG editor to apply the Paragraph Style or make other formatting changes.
Address	The street address of the business. Be sure to add a Building or Suite designation if required.
City	City where the business is located.
State	State where the business is located.
ZIP code	Five digit ZIP code.
Telephone	Telephone number including area code.
Fax	Fax number including area code.
Website	Web site address of the business. Be sure to add the http:// prefix.
Cardholder Discount	The discount or offer given to a Max Save Cardholder. The field is limited to 256 characters.
Expires on	The date on which the offer expires. Enter in the MM/DD/YYYY format.
Cardholder Discount	If applicable, enter the second discount or offer given to a Max Save Cardholder. The field is limited to 256 characters.
Expires on	The date on which the offer expires. Enter in the MM/DD/YYYY format.



Field Name	Description
Owner	If this listing should be assigned to another owner for editing purposes, type the username in this field. If the person to whom you want to assign the listing is not shown, you need to have an Administrator create a user record. Refer to Creating Users on page 8 for more information.

8. The following fields are optional and require advance preparation:

Field Name	Description
Thumbnail Image	The thumbnail image is used in the top-level category listing as well as in the Featured Listing column. Refer to Thumbnail Images on page 47 for more information.
Add Images to Listing (Limit 3)	This feature is located in the right pane. You can add up to three additional images to the listing. These may be pictures of the exterior or interior of the business, the grounds, or other features deemed important by the business or listing owner. Refer to Uploading Images on page 56 for additional information.

9. The **Latitude** and **Longitude** information is generated from the Administration Control Panel. Refer to [Geocoding New Listings](#) on page 37 for more information.
10. In the left pane, select the desired options to **Approve**, **Publish** or **Feature** the listing.
11. Click **Save** to save the Listing Record.
12. The **Listing** page will display. If you approved and published the listing, the listing will be immediately visible from the public Web site. If you featured the listing, it will appear in the Featured Offers column on the public Web site.

Editing a Listing

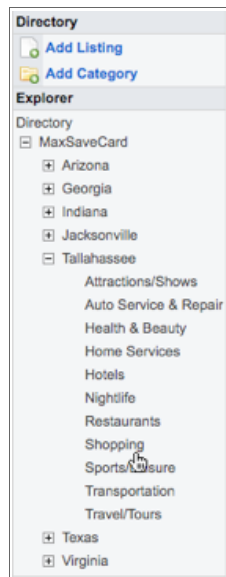
Listings can be modified from either the Administration Area or the public Web site.

Tip When editing a listing in the Administration Area, you can set a listing to start or stop publishing on a specific date by changing the entries in the Start Publishing and Finish Publishing fields.

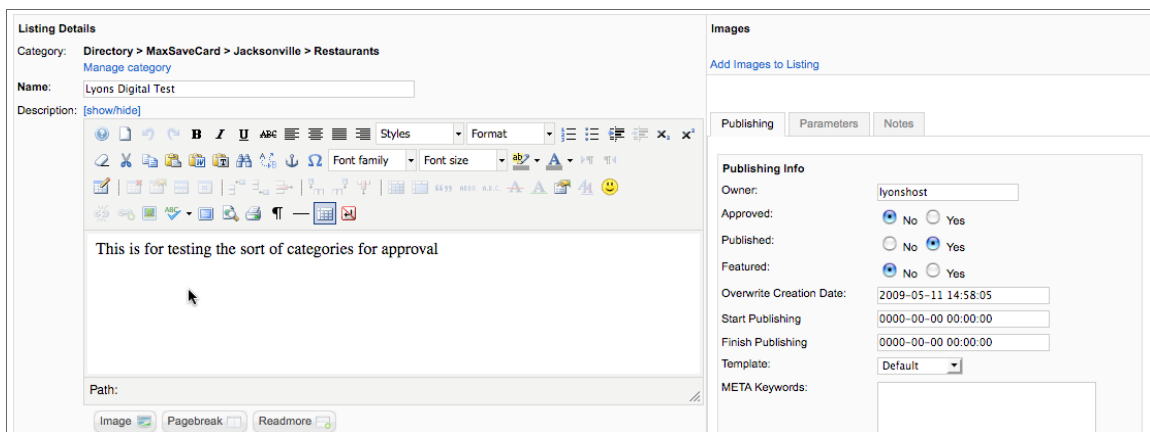


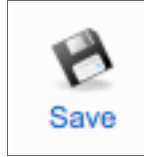
Editing a Listing from the Administration Area

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.
3. In the left pane, expand the Directory folders and select the category where the listing to be edited is assigned. In this example, the selection is **MaxSaveCard>Tallahassee>Shopping**.



4. The listings in the selected category will be shown in the center pane. Click the **Listing** name of the item you want to edit.
5. Make any changes desired including changing the publishing or Featured Listing information.





Editing a Listing from the Public Web site

A site user can edit only the listings assigned to them.

1. Log in to the public Web site area. See [To Access the Public Web Site](#) on page 5.
2. Navigate to the category containing the listing. In this example, the selection is **MaxSaveCard>Tallahassee>Shopping**.
3. Note the **Edit** link next to the business name. Click this link.

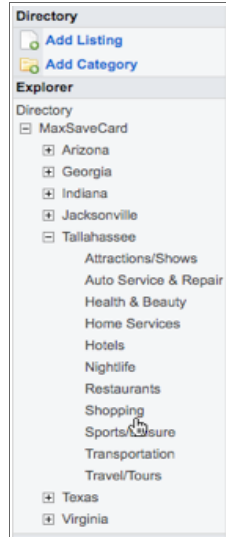


4. The **Edit Listing** page will display. Make any changes desired.
5. Click **Submit**.

Changing the Status of a Listing

A listing's status can only be changed from the Administration Area. You can perform the following functions:

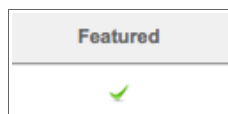
1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.
3. In the left pane, expand the Directory folders and select the category where the listing to be edited is assigned. In this example, the selection is **MaxSaveCard>Tallahassee>Shopping**.



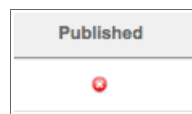
4. The listings in the selected category will be shown in the center pane. To the right of the Listing name are two icons, **Featured** and **Published**.

<input type="checkbox"/>	Listing	Reviews	Featured	Published
<input type="checkbox"/>	Jonathan Camera	0	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. To add a listing to or remove a listing from the Featured Offers area, click the **Featured** icon. In the example above, Jonathan Camera is not a Featured listing.
6. To publish or unpublish a listing, click the **Published** icon. In the example, Jonathan Camera is published, and therefore visible in the directory.



An Active Featured Listing



An Unpublished Listing



Deleting a Listing

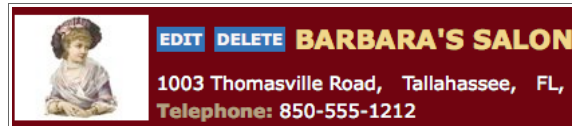
Deleting a Listing from the Public Web Site

A site user can edit only the listings assigned to them.

1. Log in to the public Web site area. See [To Access the Public Web Site](#) on page 4.
2. Navigate to the category containing the listing. In this example, the selection is **MaxSaveCard>Tallahassee>Health & Beauty**.
3. Click the **Name** link. In this example, the business name is Barbara's Salon.



4. The **Listing Detail** page will display.



5. Click **Delete**.
6. A confirmation message will display. Click **Delete** to continue or **Cancel** to return to the **Listing Detail** page.

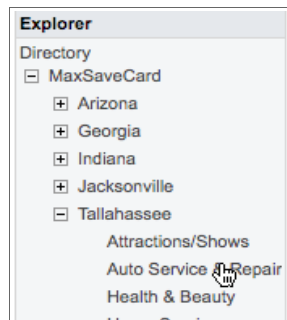
Deleting a Listing from the Administration Area

If you need to delete a listing, follow the instructions below.

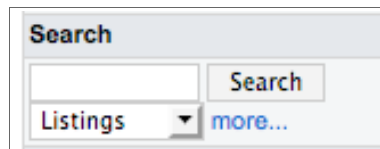
1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.



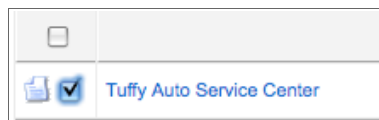
3. In the left pane, expand the Directory folders and select the category where the listing to be edited is assigned. In this example, the selection is **MaxSaveCard>Tallahassee>Auto Service & Repair**.



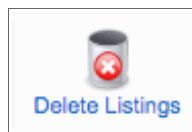
Tip You can use the Search field in the left pane to find a listing by name.



4. The listings in the selected category will be shown in the center pane.
5. Select the checkbox next to the listing you want to delete.



6. Click the **Delete Listing** icon in the top right part of the page.



7. The listing is deleted immediately.



Copy and Move Listings

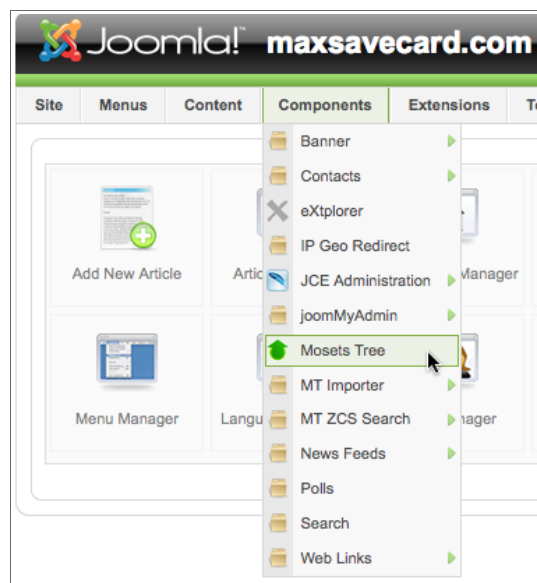
You can copy and move individual listings in the same manner as you [Copy Categories](#) and [Move Categories](#) except you select the **Copy Listings** and **Move Listing** icons. Refer to pages 13 and 15.

Approve Listings

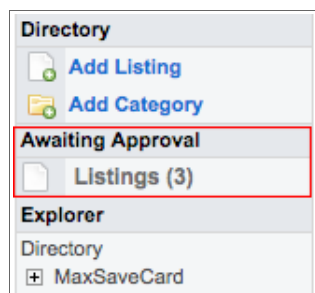
When listings are added to directory, or when a merchant makes a change to an offer, the directory entries need to be approved and published.

View and Filter Pending Listings

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the menu, select **Components>Mosets Tree**.



3. The **Mosets Tree** page will display. In the **Explorer** section in the left pane, locate the Awaiting Approval block.



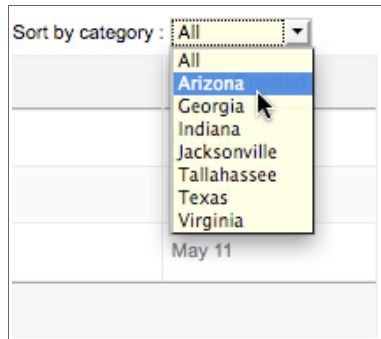


- Click **Listings (x)**, where x is the number of listings to be approved. The Pending Listings will display in the center pane.

Listing	Category	Created
	Directory > MaxSaveCard > Arizona > Attractions/Shows	May 11
	Directory > MaxSaveCard > Arizona > Attractions/Shows	May 11
	Directory > MaxSaveCard > Jacksonville > Restaurants	May 11

Display # 100 Sort by category: All

- To filter the list to show only your pending listings, click the drop-down arrow next to the **Sort by category** field.



- Select the desired category and the listings in the center pane will show only those assigned to the category.

Listing	Category
	Directory > MaxSaveCard > Arizona > Attractions/Shows
	Directory > MaxSaveCard > Arizona > Attractions/Shows

Tip To return to the All Listings view, select *All* in the **Sort by category** field.



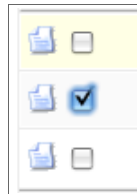
View and Approve Pending Listings

Once you have sorted the pending listings, you can go approve and publish them. There are two ways to do this, as outlined below.

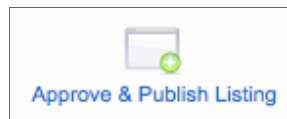
Quick Approve and Publish

If you entered a listing and know that all information is correct, you can do a Quick Approve and publish the listing immediately.

1. Navigate to the Pending Listings page. Refer to [View and Filter Pending Listings](#) on page 32.
2. Select one or more listings one or more listings on the Pending Listing page. To do this, select the check box next to the listing title.



3. Above and to the right of the list, click the **Approve & Publish Listing** icon.



4. The screen will refresh and the listing will be published immediately.

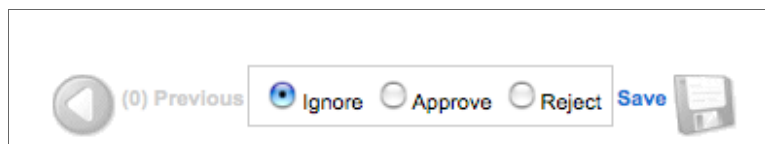
Detail Review and Publish

If you are approving listings entered by others or edits made by a merchant assigned to a listing, you may want to do a detailed review of the listing prior to publishing it.

1. Navigate to the Pending Listings page. Refer to [View and Filter Pending Listings](#) on page 32.
2. Click the title of the listing you want to review.
3. The Edit Listing page will display.



4. At the top of the page, you have the ability to Ignore, Approve, or Reject the listing after you review it. If changes are needed, proceed to Step 5.
 - i. If no changes are needed, click the **Approve** button. The listing will be published immediately after you click **Save**.
 - ii. If you want to defer the review process, click the **Ignore** button. You will return to the Pending Listing page immediately after you click **Save**.
 - iii. If you want to reject the listing, click the **Reject** button. The listing will be deleted immediately after you click **Save**.

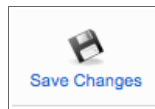


5. Modify the fields on the page as desired, including changing the Publishing, Approved, and Featured Listings options.



Tip You can set a listing to start or stop publishing on a specific date by changing the entries in the Start Publishing and Finish Publishing fields.

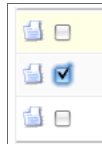
6. Click the **Save Changes** icon in the upper right corner.



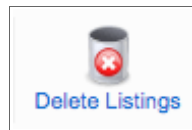
Delete a Pending Listing

If it is necessary to delete a pending listing without a review, follow the steps outlined below.

1. Navigate to the Pending Listings page. Refer to [View and Filter Pending Listings](#) on page 32.
2. Select one or more listings one or more listings on the Pending Listing page. To do this, select the check box next to the listing title.



3. Above and to the right of the list, click the **Delete Listings** icon.



4. The pending listing is removed immediately.



Geocoding

Geocoding is the process where a new Max Save Card area category or directory listing is assigned its latitude and longitude location.

Important Without the latitude and longitude information, the site cannot display categories and directory listings for a specific geographic areas.

Latitude and longitude information is also necessary for the [IP Geodirect](#) feature to work. This is the feature that makes Max Save Card Web site display geographic offer information for a visitor, based on that visitor's IP address. Refer to page 40.

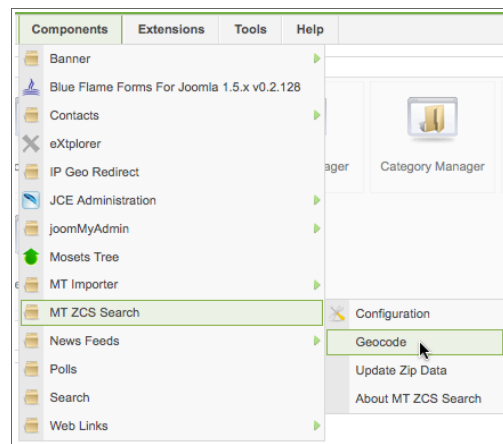
It is necessary to perform the geocoding task on a regular basis so that directory listings appear in the correct geographic category. You may geocode after every entry in the database or after you have entered a batch of new listings.

- ◆ To geocode a new listing, proceed to page 37.
- ◆ To geocode a new category, proceed to page 38.

Geocoding New Listings

When new listings are added to the directory, they need to have the geographic location information entered into the database. This is done through the Administration Area of the Max Save Card Web site. To geocode new listings, follow these steps:

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. The **Control Panel** page will display. Select **Components>MT ZCS Search>Geocode**.





3. The **MT ZCS Geocoding** page will display. Verify that the **Overwrite existing values?** field is set to No.
4. Click **Start**. A pop-up status window will appear.



5. Depending on how many entries need to be coded, the process may take anywhere from a few minutes to over an hour. If you need to cancel the geocoding process, click **Cancel**.
 - i. You will need to confirm that you want to cancel. Click **Cancel** again.
 - ii. Click **OK** to stop the process.

Geocoding a New Category

If you have added a category as a new top-level area category, you need to geocode the area and then add it to the IP Geodirect component and the [Change Location](#) menu.

1. Create a new listing in the new top-level category. Refer to [Add a Category to the Max Save Card Web Site](#) on page 10.

Enter the Name as Geocode Test Listing.

The address can be the business address of the Max Save Card representative or an address near the geographic center of the area represented by the category. In this example, New York is the category and the address being used is for Grand Central Station.



Directory > MaxSaveCard > New York >

Listing Details

Category: Directory > MaxSaveCard > New York
[Manage category](#)

Name: GEOCODE TEST LISTING

Description: [show/hide]

test listing

Path:

Image Pagebreak Readmore

Address: 87 E 42nd St
City: New York

Images

[Add Images to Listing](#)

Publishing Parameters Notes

Publishing Info

Owner: penguinrux

Approved: No Yes

Published: No Yes

Featured: No Yes

Overwrite Creation Date: 2009-05-04 15:12:00

Start Publishing: 0000-00-00 00:00:00

Finish Publishing: 0000-00-00 00:00:00

Template: Default

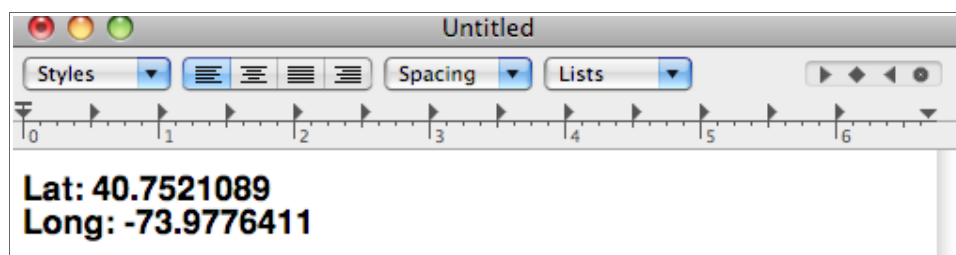
META Keywords:

Note that the listing has been set as Approved and Published. That is fine for now. You will delete the listing after you have tested the new [Change Location](#) menu item. Refer to page 41.

2. Click the **Save** icon.
3. Geocode the listing. Refer to [Geocoding](#) on page 38.
4. Reopen the Geocode Test Listing in Edit mode. Refer to [Editing a Listing](#) on page 26. The latitude and longitude information was added to the record.

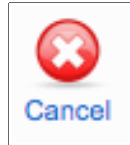
Latitude:	40.7521089
Longitude:	-73.9776411

5. Record this information by either writing it down or copy and paste it into a simple text file using Notepad (Windows) or TextEdit (Mac).





6. Click **Cancel** to exit the page.



7. Continue to the next section, [Add an Item to the IP Geodirect Component](#) on page 40.

Add an Item to the IP Geodirect Component

One of the key features of the Max Save Card Web site is its ability to direct a visitor to the Directory Listings within 200 miles of the visitors IP address. For this feature to work, the Max Save Card region needs to be added to the IP Geodirect Component. You will need the following pieces of information:

- ◆ The Latitude and Longitude information from the [Geocode Test Listing](#). Refer to page 38.
- ◆ The [Category ID](#) from the Mosets Tree component. Refer to page 10.
- ◆ The starter URL, which is:

option=com_content&view=category&layout=blog&id=34&cat_id=XX&Itemid=69

To add the new region, follow these steps:

1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. The **Control Panel** page will display. Select **Components>IP Geodirect**.
3. The **IP Geodirect** page will display. Click the **New** icon.





4. The **New Url** page will display. Enter the following information into the fields provided:

Field Name	Description
Url	This is the base URL shown on the previous page, except that the value of XX has been replaced with the Category ID. In our example of New York which has a category ID of 143, the URL would be as follows: option=com_content&view=category&layout=blog&id=34&cat_id=143&Itemid=69
Latitude	The latitude result from the Geocode Test Listing.
Longitude	The longitude result from the Geocode Test Listing.
Merchant Key	The name of the region.

Url	=category&layout=blog&id=34&cat_id=143&Itemid=
Latitude	40.7521089
Longitude	-73.9776411
Merchant Key	New York

5. Click the **Save** icon. Proceed with adding the new region the the [Change Location](#) menu. Refer to page 41.

The Change Location Menu

Whenever a new region is added to the Max Save Card directory in Mosets Tree, you need to add this new region to the Change Location Menu. Prior to doing this, the region must be entered in the [IP Geodirect Component](#). Refer to page 40 for more information. You will need the following information to proceed:

- ◆ The [Category ID](#) from the Mosets Tree component. Refer to page 10.
- ◆ The starter URL, which is:
index.php?option=com_mtree&task=listcats&cat_id=XX&Itemid=69



1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. The **Control Panel** page will display. Select **Menus>Change Location**.
3. The **Menu Item Manager** page will display. Click the **New** icon.



4. The **Menu Item: [New]** page will display. Click **External Link**.



5. The **New Menu Item** page will display. Enter the information into the fields provided:

Field Name	Description
Title	The title of the listing. In this example, the title is New York.
Link	Enter the base URL, except exchange the XX for the category ID of the new region. In our example of New York which has a category ID of 143, the URL is: index.php?option=com_mtree&task=listcats&cat_id=143&Itemid=69
Parent Item	If the new menu item should appear as a top-level menu, leave the default setting of Top. If this is a sub-category of another region, select the appropriate top-level region.
Merchant Key	The name of the region.



Menu Item Type

External Link

Create a Menu Item that links to another Web site.

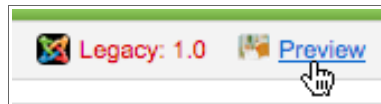
Menu Item Details

ID:	79
Title:	New York
Alias:	new-york
Link:	option=com_content&view=category&layout=blog&id=34&cat_id
Display in:	Change Location
Parent Item:	Top Arizona Florida - Tallahassee - Jacksonville Georgia Indiana Texas Virginia

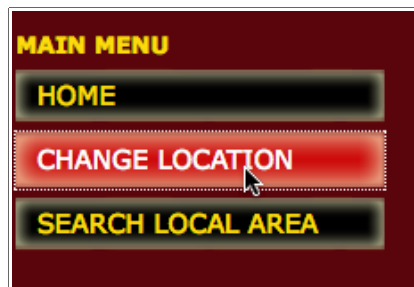
6. Click the **Save** icon.

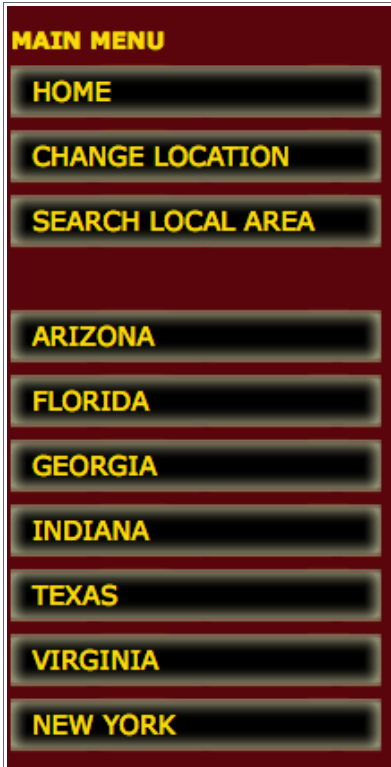
Next, test the new menu item.

1. Click the **Preview** link in the upper right area of the page. A new tab or new window will open in your browser.

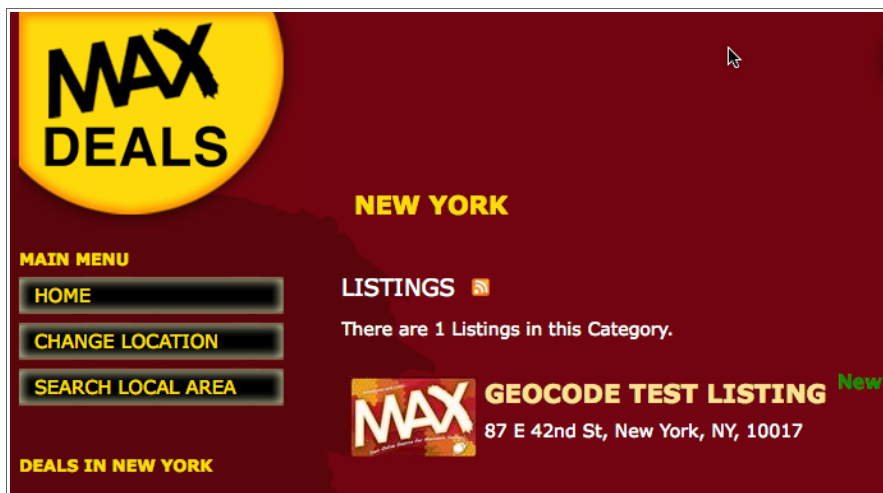


2. Switch to the new window or tab.
3. Click the **Change Location** menu item.





5. Click the new menu item.
6. The page will refresh and you will see the Geocode Test Listing.



7. Delete the Geocode Test Listing. Refer to [Deleting a Listing](#) on page 30.



Proceed with adding [categories](#) and [listings](#) to the new Max Save Card region. Refer to pages 10 and 19.

Creating Images

You can feature a small version of a business' logo in the Category and Detail listings in the Max Save Card Directory.

The business owner can provide you with an image in the correct dimensions or you can create it using an image editing program. There are many image editing programs available. Below is a partial list of products that can be used.

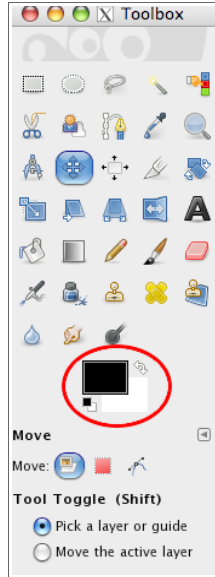
Name	Platform
Photoshop	Windows or Mac
Photoshop Elements	Windows
The GIMP	Windows or Mac (Free)
Paint Shop Pro	Windows
Pixelmator	Mac

The instructions in this document are for using GIMP, a free image editing program available for Windows and Mac. If you are familiar with another image editing program, you should be able to modify the instructions for your application.

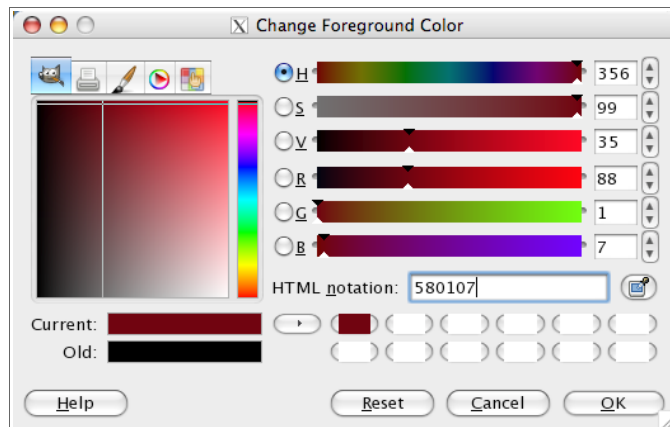
How to Change the Foreground Color in GIMP

If you want the excess background of the images you create to match the background of the Max Save Card Web site, follow the instructions below.

1. Open GIMP.
2. Click the **Foreground** item in the Toolbox.
3. The Change Foreground Color dialog box will open.



4. In the **HTML Notation** field, type 580107.



5. Click **OK**.



Thumbnail Images

Thumbnail images are small images used in a Web site. They are usually small and often serve as a preview image.

About Thumbnail Images

Thumbnail images must be created to the following specifications:

- ◆ 80 x 100 pixels
- ◆ 72 dpi

Here is an example of a thumbnail image in the correct dimensions and resolution:



80 pixels tall

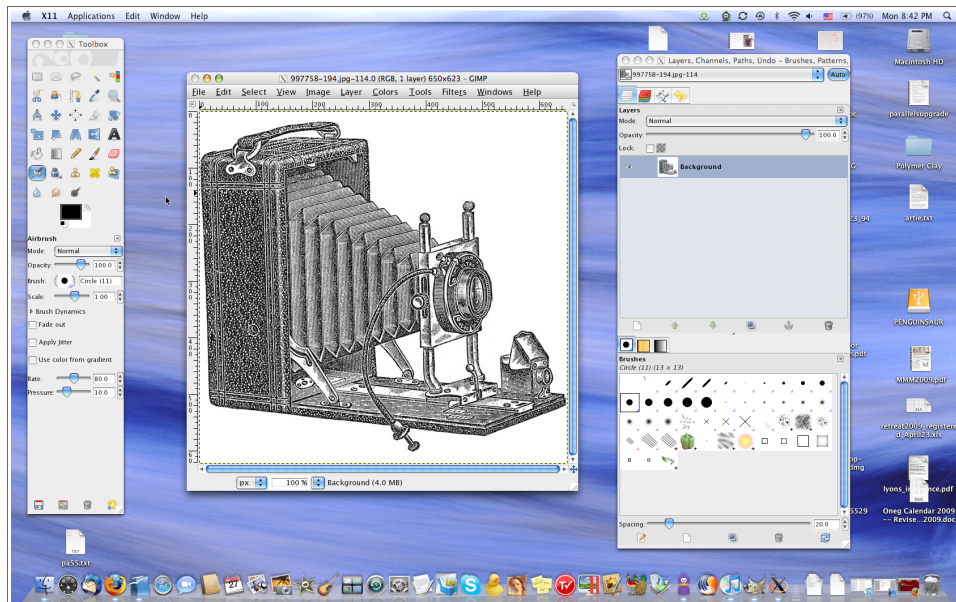
100 pixels wide

Creating Thumbnail Images

1. Open GIMP.
2. Select **File>Open**.
3. Browse and select the image to be edited.



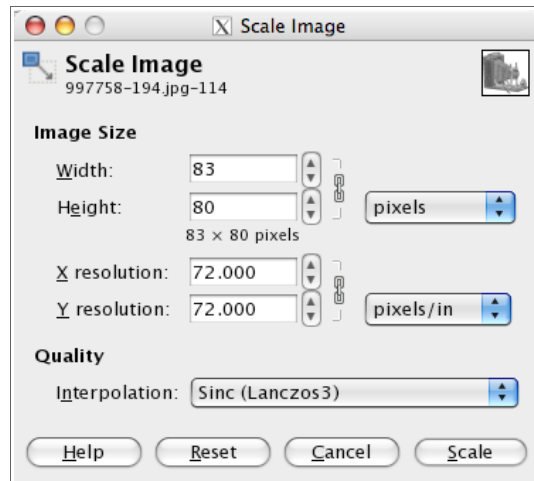
4. Click **Open**. The image will open, as shown below.



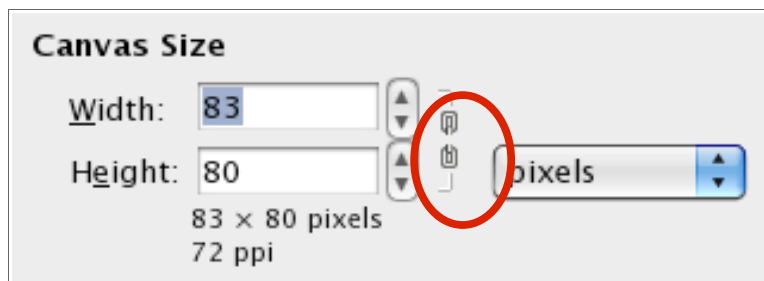
5. To resize the image, select **Image>Scale Image**. The Scale Image dialog box will display.
6. Change the **Height** to 80 pixels.
7. Verify that the **Resolution** is set to 72.000 pixels/in.

Note If changing the height to 80 results in a width greater than 100 pixels, change the width to 100. When you change the canvas size in Step 9, change the height to 80 pixels.

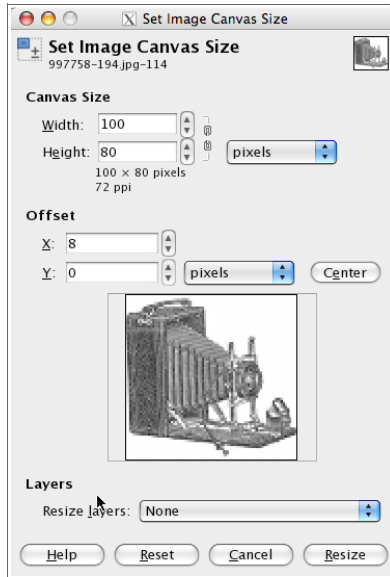
8. Click **Scale**. The image size will be reduced.



- Next, adjust the size of the canvas by selecting **Image>Canvas Size**. The Set Image Canvas Size dialog box will display.
- Click the chain icon that is to the right of the **Width** and **Height** fields. Doing so will allow you to adjust the either dimension independently of the other.

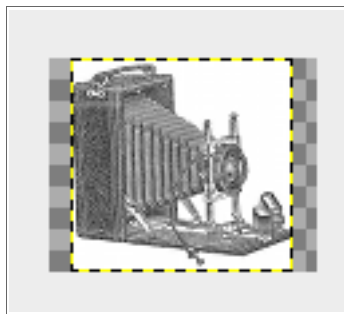


- Change the **Width** to 100 pixels.
- In the **Offset** section, click the **Center** button.



13. Click **Resize**.

14. Blank space will be shown on either side of the main image.



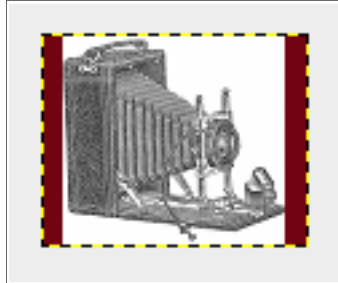
15. Select **Layer>New Layer**. The New Layer dialog box will display.

16. In the section **Layer Fill Type**, click the **Foreground** option.

Note If you do not want to use the [foreground](#) color, select **White** to fill in the excess area with that color. Refer to page 45 for more information.

17. Click **OK**. The image will be hidden by the new layer.

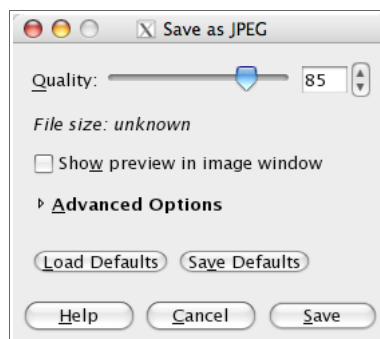
18. Select **Layer>Stack>Reverse Layer Order**. The image will display correctly.



19. Select **Image>Flatten Image**.
20. Select **File>Save As**.
21. If desired, rename the file in the **Name** field.
22. Navigate to the folder into which the file should be stored.

Note You may want to create a specific folder on your computer to store these images.

23. Expand the section **Select File Type (by extension)**.
24. Select **JPEG**.
25. Click **Save**. The Save as JPEG dialog box will display.



26. Click **Save**.
27. Repeat steps 2 – 26 for the next thumbnail image.
28. When all images have been processed, select **File>Quit**.



Listing Detail Images

About Listing Detail Images

Thumbnail images must be created to the following specifications:

- ◆ 200 x 150 pixels,
- ◆ 72 dpi, and
- ◆ No larger than 512K in size.

Here is an example of a listing image in the correct dimensions and resolution:



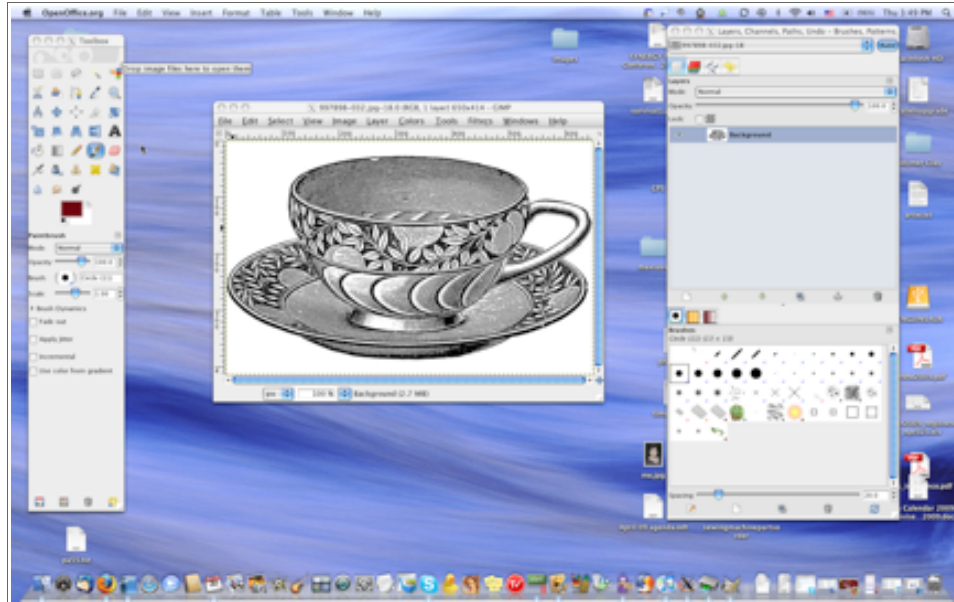
150 pixels tall

200 pixels wide

You can insert up to three separate images into the listing's detail page.

Creating Images for the Listing

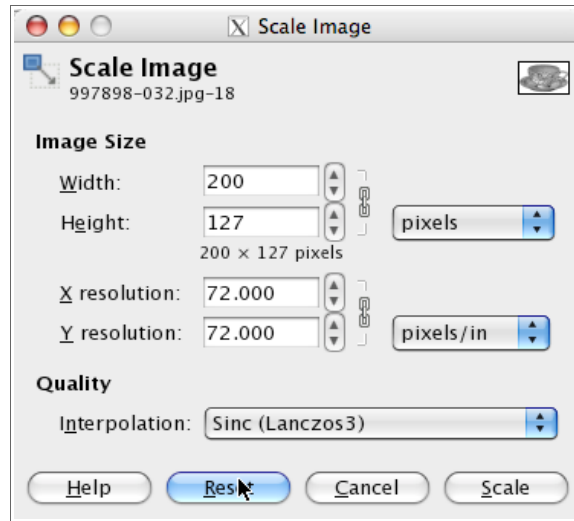
1. Open GIMP.
2. Select **File>Open**.
3. Browse and select the image to be edited.
4. Click **Open**. The image will open, as shown below.



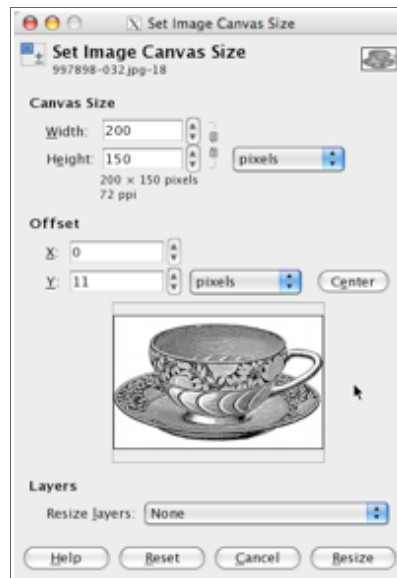
5. To resize the image, select **Image>Scale Image**. The Scale Image dialog box will display.
6. Change the **Width** to 200 pixels.

Note If changing the width to 200 results in a height greater than 150 pixels, change the height to 150. When you change the canvas size in Step 9, change the width to 200 pixels.

7. Verify that the **Resolution** is set to 72.000 pixels/in.
8. Click **Scale**. The image size will be reduced.



9. Next, adjust the size of the canvas by selecting **Image>Canvas Size**. The Set Image Canvas Size dialog box will display.
10. Click the chain icon that is to the right of the **Width** and **Height** fields. Doing so will allow you to adjust the either dimension independently of the other.
11. Change the **Height** to 150 pixels.



12. In the **Offset** section, click the **Center** button.
13. Blank space will be shown on either side of the main image.



14. Click **Resize**.



15. Select **Layer>New Layer**. The New Layer dialog box will display.

16. In the section **Layer Fill Type**, click the **Foreground** option.

Note If you do not want to use the [foreground](#) color, select **White** to fill in the excess area with that color. Refer to page 45 for more information.

17. Click **OK**. The image will be hidden by the new layer.

18. Select **Layer>Stack>Reverse Layer Order**. The image will display correctly.



19. Select **Image>Flatten Image**.

20. Select **File>Save As**.

21. If desired, rename the file in the **Name** field.

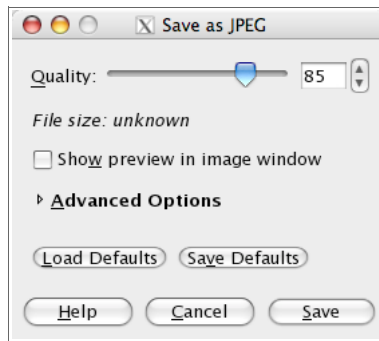
22. Navigate to the folder into which the file should be stored.

Note You may want to create a specific folder on your computer to store these images.

23. Expand the section **Select File Type (by extension)**.



24. Select **JPEG**.
25. Click **Save**. The Save as JPEG dialog box will display.



26. Click **Save**.
27. Repeat steps 2 – 26 for the next image.
28. When all images have been processed, select **File>Quit**.

Uploading Images

Uploading is the process by which files are added to a storage folder on the server. The Max Save Card Web site allows specific image files to be associated with listing. Directory listings can have a thumbnail image and three additional images on the listing's detail page. You must have the images prepared before uploading them. Refer to [Creating Thumbnail Images](#) on page 47 and [Creating Images for a Listing](#) on page 52.

Uploading Thumbnail Images

The process to upload thumbnail images is the same, regardless of where the user logs in. These instructions assume:

- ◆ You are logged in to either the Public Web site or Administration Area and
 - ◆ You are entering or editing a listing.
1. Click the **Browse** button next to the Thumbnail Image field. The File Upload dialog box will display.
 2. Navigate to the folder location where the thumbnail image was stored.
 3. Select the file by clicking on it one time.
 4. Click **Open**. The file path will appear in the Thumbnail Image field.



After the listing is saved, the thumbnail image will appear in the Directory as well as within the [Edit](#) view of the listing.

If you want to disable the thumbnail image and use the default Max Save Card logo image, clear the check box next to the image.

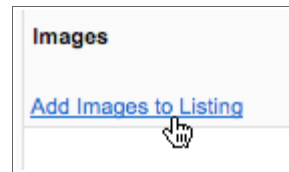
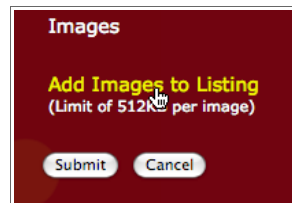
Thumbnail Image: 

Uploading Listing Detail Images

The process to upload thumbnail images is the same, regardless of where the user logs in. These instructions assume:

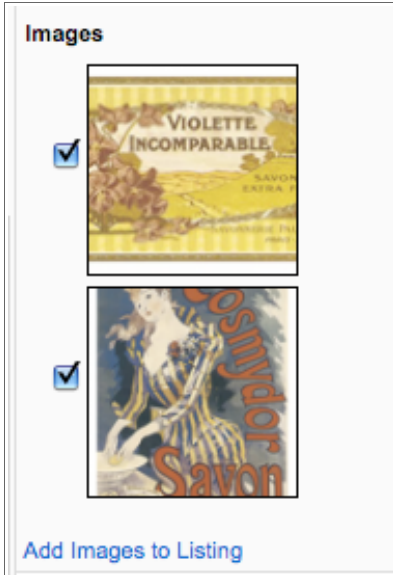
- ◆ You are logged in to either the Public Web site or the Administration Area, and
- ◆ You are entering or editing a listing.

1. Click the **Add Images to Listing** link.

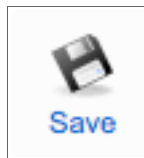


2. A blank field will display.
3. Click **Browse**. The File Upload dialog box will display.
4. Navigate to the folder location where the thumbnail image was stored.
5. Select the file by clicking on it one time.
6. Click **Open**. The file path will appear in the field.
7. If you selected the wrong file, click **Remove**. Repeat Steps 1 through 6.
8. To add another image, click the **Add Images to Listing** link. Another field will display.

After the listing is saved, the images will appear in the Directory as well as within the [Edit](#) view of the listing.



If you want to disable the detail images, clear the check box next to the image.



The Dummy Menu

In order to accomplish some of the features of the Max Save Card Web site, an invisible (dummy) menu has been created in Joomla. It is located in **Menus>Dummy Menu**. Under no circumstances should this menu or its items be modified or removed. Please contact Lyonshost Support at support@lyonshost.com or 850-942-9442 if you have questions regarding this menu.



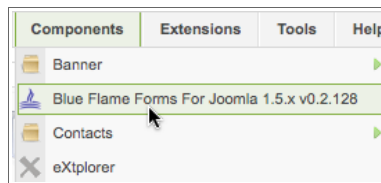
Max Save Card Registration Data

When Max Save Cardholders register their cards and e-mail addresses on the Max Save Card Web site, the information is saved in a database on the server. Users with access to the Administration Area can view, edit, and export this information.

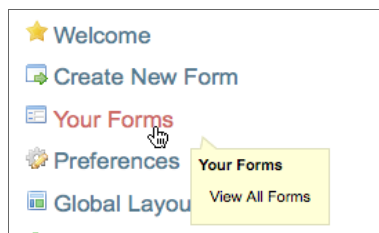
Note Because the Max Save Card registration data is stored in a database table, the data cannot be edited from the Blue Flame Forms component.

Access Blue Flame Forms

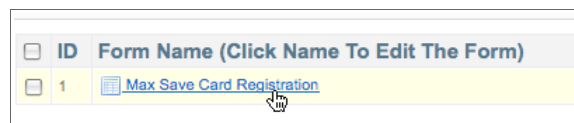
1. Log in to the Administration area. See [To Access the Administration Area](#) on page 7.
2. In the Components menu, select **Blue Flame Forms For Joomla**. The Quick Start Guide for Blue Flame Forms page will display.



3. Select **Your Forms**. The Your Forms page will display.



4. Select **Max Save Card Registration**.





The Quick Start Guide for Blue Flame Forms page will display. Take note that the top of the page indicates the current form.



5. Proceed with [Viewing](#) or [Exporting](#) the registration data. Refer to pages 60 and 62.

Return to Joomla

At any time, you can leave the Blue Flame Forms area by clicking the **Exit to Joomla** icon in the upper left corner of the page.



View Registration Data

The instructions below assume that you have accessed the Blue Flame Forms Quick Start Guide page for the Max Save Card Registration Form. Refer to [Access Blue Flame Forms](#) on page 59.

1. Select the **Submissions** menu item on the left.



2. The Submissions Manager page will display. All recently entered registration data will be shown.

Click Here To Select Columns To Display In This View (Limited to 5 columns):

<input type="checkbox"/>	Firstname	Lastname	Zipcode	Maxsavecardnumber	Emailaddress
<input type="checkbox"/>	Barbara	Forbes-Lyons	32303	123456789	barbara@lyonshost.com
<input type="checkbox"/>	Joel	Altsman	78729	TX0001043	jaltsman@sbcglobal.net
<input type="checkbox"/>	test	test	test	12345667	test@test.com

<< Start < Prev 1 Next > End >>
 Results 1 - 3 of 3 Display # [10]



3. You can sort the data in the table by clicking the column headings. In the example below, the data is being sorted by ZIP code.

iew (Limited to 5 columns):

Zipcode	Maxsavecardnumber
32303	9
78729	3
test	12345667

Zipcode
Order by FIELD_4 Ascending

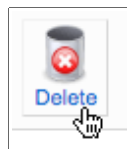
- i. You can Delete items in the table. Refer to the [instructions](#) on page 61.
- ii. You can Export data from the table. Refer to the [instructions](#) on page 62.
- iii. You can return to the Joomla Administration Area. Refer to the [instructions](#) on page 60.

Delete Registration Data

1. Select the check box next to the registration record to be edited.

<input type="checkbox"/>	Firstname
<input checked="" type="checkbox"/>	Barbara

2. Click the **Delete** icon.



3. A confirmation message will appear. Click **OK** to proceed or Cancel to close the message.



Exporting Registration Data

The instructions below assume that you have accessed the Blue Flame Forms Quick Start Guide page for the Max Save Card Registration Form. Refer to [Access Blue Flame Forms](#) on page 59.

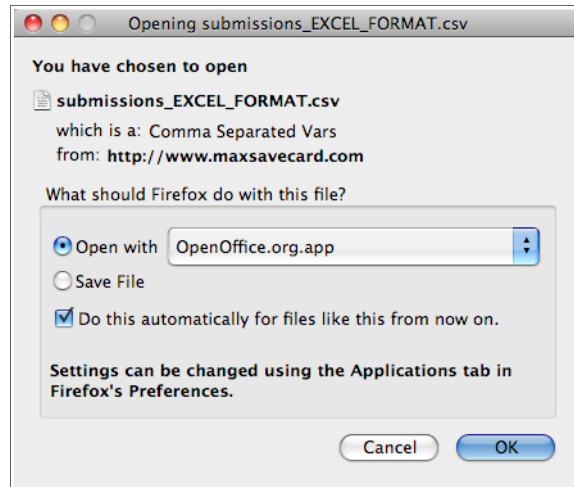
1. Select Export Data in the left menu. The Export Options page will display.



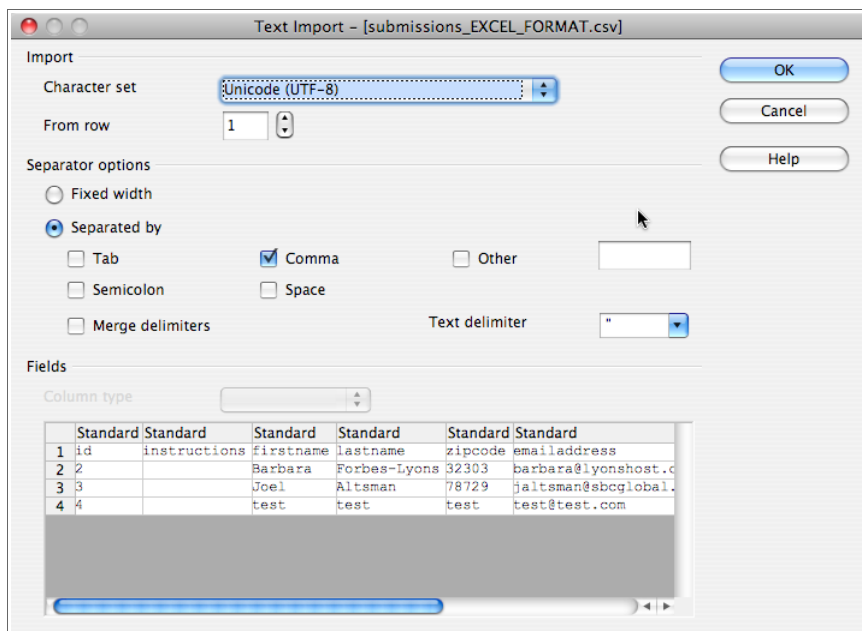
2. The two options most applicable to the Max Save Card Team use are *Export Form Submissions to CSV* and *Export Form Submissions to CSV (Microsoft Excel Specific Encoding)*. Either file format can be imported into a spreadsheet or database program for additional processing or manipulation.



3. For this example, select **Export Form Submissions to CSV (Microsoft Excel Specific Encoding)**. Depending on your browser, the file will either be opened in MS Excel or you will be asked to either Save or Open the file.



4. In this example, the file was opened with OpenOffice.org, a free, open source office software suite.
5. You may be asked to confirm the file type and delimiter in the file. If the column breaks in the preview appear accurate, click **OK**.





- The spreadsheet will open and the data will be displayed. You can save the file as CSV or in another spreadsheet format, as desired.

	A	B	C	D	E	F	G	H
1	id	instructions	firstname	lastname	zipcode	emailaddress	maxsavecardnumber	futurenews
2	2		Barbara	Forbes-Lyons	32303	barbara@lyonshost.com	123456789	Yes
3	3		Joel	Altsman	78729	jaltsman@sbcglobal.net	TX0001043	Yes
4	4		test	test	test	test@test.com	12345667	Yes
5								

Glossary

Below is a list of terms commonly used in this document or in the Max Card Save Web site.

Term	Description
Administration Area	The password-protected administration area of a Joomla Web site. Only users assigned Administrator or Super-Administrator status can access this area.
CMS	Content Management System – a dynamic, database driven Web site.
CSV	Comma Separated Value. A file format used to organize text data in tabular format. Lines of information are separated by commas. This data file can be easily imported into most spreadsheet and database programs for additional manipulation.
Directory	A listing of Max Save Card region categories, sub-categories and listings.
Geodirection	The function whereby a Web site visitor's physical location is determined from their IP Address, and the content on the Web site is customized for the user's location.
GIMP	The GNU Image Manipulation Program, a free image editing program for Windows and Mac computers.
Icon	A graphic symbol (usually a simple picture) that denotes a program or a command
IP Address	A unique identifier of computers and/or networks linked to the Internet.



Term	Description
Joomla	The CMS application used for the Max Save Card project.
Login	The process of accessing a Web site by entering a username and password in the provided fields.
Logout	The process of signing out of a Web site.
META Data and META keywords	Metadata is information about a content item that is not displayed but is available to Search Engines and other systems to classify the content item. Excellent documentation on using the META fields in Joomla is available in the Joomla! Help under the topic Article Manager: New/Edit.
Open Source Software	Open source is a development method for software that harnesses the power of distributed peer review and transparency of process. From Opensource.org .
Pane	A term used to divide a Web page into discreet sections.
Pixel	One picture element. The smallest discrete element which makes up an image.
Thumbnail Image	A small image used as a placeholder or icon.
Toolbar	A collection of icons grouped together on a Web page or within an application.
URL	Universal Resource Locator – another name for a Web site address.