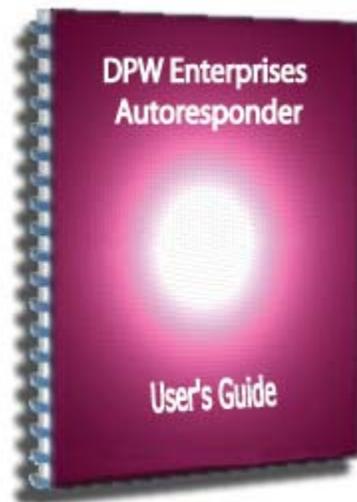


DPW ENTERPRISES
Web Design and Hosting Services
Autoresponder Software
User's Guide



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Please read this first:

This guide is intended for the customers of DPW ENTERPRISES Web Design and Hosting Services. It provides instructions on how to use the autoresponder software that is installed as part of your web-hosting plan so it does not include instructions on how to install and upload the autoresponder program to a website.

Setting up your Activation Page:

If we designed your website this step is already done. But, if you only purchase hosting from us, you'll need to do this step.

If you're wondering why we put this step first, it's because a lot of first time users FORGET to do this then complain that the auto responder isn't working. This is a very important step so be sure you do it.

The first thing that you need to do is create an activation page. Code on the activation page will "activate" your autoresponder scripts so they work. The **best page to make your activation page is your homepage** which is the most frequently visited page of your website.

So, edit your home page and paste the following script anywhere between the <body> and </body > tags of your HTML.

```
<img src=http://www.yourdomain.com/cgi-bin/autoresponder/activate.cgi  
width=1 height=1 border=0>
```

Please, make certain that the information is red in the above script is correct for your domain or sub-domain.

Don't upload this webpage yet. You'll still need to add your subscription box in this webpage. Just remember, this is called your **activation page**.

Installation and configuration of the autoresponder scripts

The autoresponder script is already installed on your website and configured for your domain as part of your hosting plan. You need to setup and configure the autoresponders.

The Admin Control Panel

To login into your admin control panel, open your browser and in the URL address type

www.yourdomain.com/cgi-bin/autoresponder/ar.cgi

(Be sure your domain name is correct) The screen should look like the picture below.



Enter the autoresponder password that you were sent in your email.

You should get a screen that has a box on it like the one below.

Select a nickname
for your new account
(3-8 letters and digits)

Add Account

Select the account(s)
you want to remove and
click this button:

Delete Account (s)

Warning: All data will be lost

Logout

The first thing that you need to do is to create your Autoresponder nickname. The nickname is how you'll identify your different autoresponders.

For example, you have several domains or several web pages where you want to put a subscription box. For each subscription box, you probably want different autoresponder messages sent to the subscribers. So, you need to create different nicknames to identify the

different autoresponders. It makes it easier to keep track of which set of messages you're sending with each autoresponder. For example, a web design customer gets a completely different set of messages than a mini-site hosting customer receives when they register in our company.

Enter a nickname for the autoresponder in the text box. Next, Click on the **Add Account** button.

Once you have created your nickname, click on its link.

The Admin Settings will appear whenever you click on the nickname link. There is one set of administration settings for each nickname or autoresponder. This allows you to use as many subscription boxes as you need on your website.

Configuring Your Autoresponder Settings

This is the screenshot of how your Admin Settings would look.

Each Individual Item Is Explained Below:

Add Account Button: You can create as many accounts as you want. One account would correspond to one subscription box where your subscribers will enter their name and email address.

From Name: This is the name that will appear in your email messages to your subscribers.

(NOTE: The US 2003 CAN-SPAM Bill requires the following information to be included in all email messages NOT to be considered Spam.

- 1) There must be a valid remove link... such as
mailto:unsubscribe@yourdomain.com?subject=REMOVE or website link to your autoresponder software.
- 2) Sender must give a valid Name...such as John Smith
- 3) Sender must give a valid return email address...you@yourdomain.com
- 4) Sender must give a valid postal address... Company, street address, city, country, postal code
- 5) Clear and Conspicuous notice this email is a commercial advertisement...if it actually is an ad otherwise it isn't necessary.

From Email: This is the return email address that will appear in your email messages. You can choose any email address that you want even the free ones like yahoo or hotmail. Just remember that the autoresponder won't create an email account for you. You need an existing email address because this is the address that your subscribers will use when responding to your autoresponder messages.

Add Unsubscribe Link: We highly recommend that you check this box. (It's required in the US.) This link will appear in all your email messages that will be sent to your subscribers. This will allow your subscribers click on the link if they **don't want to receive any more email messages** from you.

Send Report to Admin: We highly recommend that you check this box. An email will be sent to you to notify you when someone subscribes. The email message will contain the subscriber's name, email, date and even the IP address. This will serve as a proof that they actually subscribed to you. For this purposes, you'll be called admin. (NOTE: Keep these emails for your records by either printing them out or saving them to your hard disk or a CD in case you're accused of spamming.)

Redirect After Registration to: Type in the path of the page you want to send your subscriber to after they click on the **subscribe** button. This is normally the page where you tell them "thanks for subscribing" or an order page. Where you send your visitor is entirely up to you and depends on your marketing strategy.

Save Settings: Don't forget to click this to **Save** the information that you just entered above.

Generate HTML Code: When you click this button, the HTML code for your subscription box will be automatically generated for you. You'll need to cut and paste this into the webpage where the subscription box will appear.

Add New Message: Click this button to start typing your email messages, which are your autoresponder messages. Depending on your marketing strategy, you may want to send your subscriber a series of message over a period of several days or just a single confirmation message. You can attach any kind of file up to a size of 2 MB. Just remember that a lot of Spam

filters will strip your attachments. If you're not sure if an attachment will get through, put it on the server and send the subscriber a download link instead. Also, remember that you can customize your email messages to include the first name, last name, email address and today's date using the conventions shown on the admin settings page.

Intervals: This refers to the number of days until you want to send the messages (zero means it will be sent immediately) or the number in between when your subscribers receive each message.

For example, you want your new subscriber to receive the message immediately after subscription. Then you want them to receive emails from you daily for the next 3 days. Your intervals should look like this:

- 0 - send the first message as soon as your visitor subscribes
- 1 - send the next message 1 day after your visitor's subscription
- 2 - send the next message 2 days after your visitor's subscription
- 3 - send the next message 2 days after your visitor's subscription

There is no limit to the number of messages you can send. You don't have to start with 0. You may want to start sending the messages 3 days after your visitor's subscription. In this case you'll enter 3 in the interval box.

Or you may want to send your messages at different intervals. For example, if you want to send your message every other day only, your intervals will look like this:

- 0 - send the first message as soon as your visitor subscribes
- 2- send the next message 2 days after your visitor's subscription
- 4- send the next message 4 days after your visitor's subscription

Import Prospects: Allows you to enter the name and email addresses of anyone manually. You can also cut and paste the data from another file. (This is very useful for testing the messages.)

Export Prospects: Allows you to view the names of your active subscribers online.

Please Take Notice:

After all the messages have been sent to your active prospects, it may look like some of your users have disappeared! Don't panic, your users didn't disappear. In the cgi-bin/autoresponder folder on your website, there is a file called **address.txt**. This file is a plain text database and contains all the names and email addresses of your subscribers. Make sure you back up all of the files in the cgi-bin directory at least once a month if not more frequently by using your FTP client to copy them to your local machine. Otherwise you could lose your opt-in email list.

The **address.txt** file will look like the picture below. (NOTE: these are not real names and addresses and are provided as examples of how the data would look.)

Don|dcuhbert@big.net
Mac|mac236@aol.com
Mary Jones|mjones@acme.com
Gfh|hh@hotmail.com
Michael Smith|smitty555@hotmail.com
Warren|bigw@yahoo.com
John|rizla@solders.org
Ray Smith|raylsmith_7@hotmail.com

I

If you want to send messages to these subscribers gain, just import them to any autoresponder account that you want by just copying and pasting the email addresses from the text file to your autoresponder, then click on the Import Prospects Button.

Testing The Autoresponder Settings:

After you have set-up everything in the Admin Control Panel you need to test that your autoresponder is working.

In the Admin Control Panel, click on the button **Generate HTML code**. You'll get a page that looks like the one below:

```
<form method="POST"
action="http://www.dpwenterprises.com/cgi-bin/autoresponder/ar.
type="hidden" name="mode" value="register"><input
type="hidden" name="ar" value=dpw><div
align="center"><center><table border="1" cellspacing="0"
bgcolor="#COCOC0" cellpadding="2"><tr><td align="right"><font
face="Tahoma" size="2">Name:</font></td><td><font
face="Tahoma" size="2"><input type="text" name="user"
size="20"></font></td></tr><tr><td align="right"><font
face="Tahoma" size="2">Email:</font></td><td><font
face="Tahoma" size="2"><input type="text" name="email"
size="20"></font></td></tr><tr><td align="right"
colspan="2"><div align="center"><center><p><font face="Tahoma"
size="2"><input type="submit" value="Subscribe"
name="B1"></font></td></tr></table></center></div></form>
```

It will appear on your web page like this:

Name:	<input type="text"/>
Email:	<input type="text"/>
<input type="submit" value="Subscribe"/>	

Remember that you can change the subscription box in any way you want.

Copy and paste the HTML code to the webpage where you want the subscription box to appear, normally your **activation page** for the first subscription box. (we set it up in step 1). Your

subscription box will look like the one above. You can change how it looks by editing the HTML code. After pasting the code into the page, Save your activation page and upload it to the web server. Now you're ready to test if your autoresponder is working.

Open your browser and go to your homepage (or activation page if it's different). Enter your name and email address in your subscription box.

You should be re-directed to the webpage that you specified in the Admin Control Panel "Redirect after registration to". If it doesn't work, follow these steps:

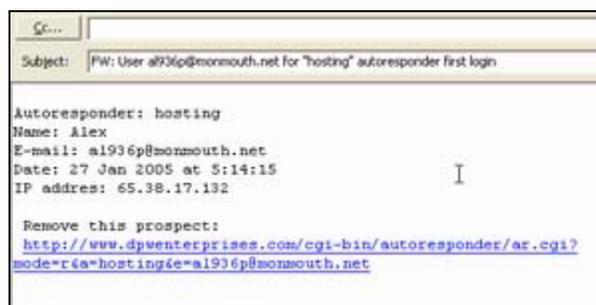
1. Has the redirect page been created and uploaded to the webserver? If not, create and upload it and try again.
2. Make sure that the path to the redirect page is correct and an absolute path. That means it is in the form of <http://www.yourdomain.com/redirectpagename.html>. Keep testing until it works or you're absolutely certain that the path is correct with no typing errors. **(NOTE: on UNIX machines, paths are CASE SENSITIVE.)**
3. If it still doesn't work, go back and make sure the activation code is pasted into the activation page and that there are no typographical errors.
4. Are you getting any error messages? Check whatever the message talks about.
5. If it still doesn't work, [contact us](#). Be sure to include everything you did to fix the problem and what happened at each step. Make a screen copy of any error messages you received. **(NOTE: if you have changed your site password, please include the new password in your email so we can check your files to see what is wrong.)**

If everything worked, check the email address that you specified in the FROM EMAIL in the Admin Control Panel. You should receive the autoresponder message. This is the same message that your subscribers will receive. You'll notice that there is a link at the bottom of the email to unsubscribe.

You'll receive another email similar to the one shown below. Let's call this the admin email. Every time someone subscribes, you'll receive a notification email. There is also a unsubscribe link so you can unsubscribe this subscriber.

If you don't want to receive an admin email after everyone subscribes, go back to the Admin Control Panel and uncheck the box "Send Report to Admin"

This picture below is a sample of the email that you'll receive every time someone subscribes. You'll notice that it contains a lot of information about the user. I recommend that you keep these emails. You can unsubscribe this user if you want by clicking on the link. (You might want to do this if you get "junk" addresses like a@b.com. So your database doesn't get cluttered with a lot of bad addresses.)



If you received the first email, you know that the autoresponder is working.

Congratulations! You're finished.

Frequently Asked Questions:

How do I send an email to my subscribers every other day?

Login to you admin control panel.

Add a new account or edit the account that you have created.

Under the Add Message be sure to set the interval to 2,4,6,8

How do I activate the autoresponder script after I have imported the email addresses?

There are 2 ways to do this:

- 1) Visit the page where you posted your [activate.cgi](#) script. This should be on the most visited Page of your website, usually the homepage which is index.html on UNIX servers.
- 2) You can also type in <http://www.yourdomain.com/cgi-bin/autoresponder/activate.cgi> directly into your web browser. This will also activate the autoresponder script.

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