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Plesk Control Panel

Quick Start Guide

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The Plesk Control Panel is a feature-rich user interface that makes server administration easy. This guide shows you how to set up your website, set up mail accounts and view statistics. For the full Plesk Control Panel User Guide please visit www.timico.co.uk/supportcentre/plesk-panel. Please access your Plesk Control Panel using the details that were provided to you upon set up.

1. Set Up Your First Website

Create Your Site

There are three general ways to create a website:

- Employ a web design studio to create a site for you, and then you will just maintain its content.

- Create a site by yourself using *Web Presence Builder* - the powerful tool that allows you to create professional-looking websites in a few mouse clicks.

Uploading Content

If you already have a website created by yourself or a web design studio, just upload the website files and folders to your provider's server. You can do this in one of the following ways:

- *Using FTP*. This way is better when several people manage a website's content because it does not require access to your customer account. You can just create FTP users for them.

- *Using Control Panel File Manager*. This way is more convenient since it uses the Control Panel GUI and provides a set of useful features, for example, a visual HTML editor and a file permissions manager.

Uploading Content Using FTP

To publish an existing website using FTP:

- Connect to your web space on the server with an FTP client program, using your FTP account username and password.
- You can change your username and password in the Panel at the **Websites & Domains** tab → **Web Hosting Settings**.
- The FTP address should be ftp://your-domain-name.com, where your-domain-name.com is your site's Internet address.
- Enable the passive mode if you are behind a firewall.
- Upload the files and directories of your site to the httpdocs directory. If you use CGI scripts, place them in the cgi-bin directory.
- Close your FTP session.

You can also set up additional FTP accounts if you need to collaborate on website content with other users. For more information, see the Parallels Plesk Panel User Guide.

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Uploading Content with File Manager

To upload a website from your computer to Panel server with File Manager, open the Files tab of Control Panel and drag the website folder to the central area of this tab. You can also upload your website as a compressed ZIP file and then extract the contents using the archiver integrated in File Manager.

With File Manager, you can also do the following:

- Edit HTML files in the visual editor.
- Preview website pages.
- Edit files in the text editor.
- Manage the files' access permissions.

Learn more about uploading and editing website files and folders with File Manager in the Parallels Plesk Panel User Guide.

Using Web Presence Builder

Web Presence Builder is a tool that enables users with no knowledge of HTML markup or graphic design skills to create professional-looking sites. This tool provides a simple visual editor and a huge set of templates for different websites. The editor allows you to create web pages, add content of different types (text, images, video, scripts), and edit website settings such as website name, keywords, icons, and so on.

To create websites in Web Presence Builder, ensure that your service includes this option. If it does not, choose another way or contact your customer services team to add this option to your account.

To create a website with Web Presence Builder:

- Go to either the Home tab or the Websites & Domains tab, and click the link Launch Web Presence Builder.
- Select a topic that best suits your website.
- Edit the website:

  a.   *Structure*: add more pages, remove the predefined pages that you do not need.

  b.   *Content*: change the predefined content to your own, add text, images, videos, scripts, and other required elements.

  c.   *Design*: change the layout and colour scheme.

- Publish the website.

Preview Your Site

After you uploaded website files to the web space, you can check how your site will look in a web browser, even before the information about the new site has spread in the Domain Name System.

To preview a site:

1.   If you are subscribed to several hosting packages and have access to several web spaces associated with your account, select the required web space in the **Subscription** menu at the top of the screen.

2.   Click the **Websites & Domains** tab.

3.   In the list of domain names at the bottom of the screen, locate the website that you want to preview and click the corresponding icon .

You site will open in a new browser window.

Note: For sites created with Web Presence Builder, protected access to site pages can work incorrectly in Preview mode.

Sometimes, you may need to show your site to someone when your domain name is not registered yet. There are several ways to do it without giving a person access to your customer account.

Submit Your Sites to Search Engines

To gain more visitors and drive traffic to your site after you publish it on the Internet, you need to submit it to search engines. Before the site submission, you can improve the site ranking in search results by the following content optimizations:

- Include in the text contained in your web pages the frequently searched keyword phrases, which are relevant to the topic of your site. For example, mention your product or a topic of your interest several times in the text on a web page.
- Add relevant keywords to the ←title→ and ←meta→ tags. Some search engines look for keywords and descriptions in meta tags placed within web pages, and present these keywords in search results.

For example, if you are selling hosting automation software, then you can include the following tags in HTML pages of your website:

```
<HEAD>
<TITLE>Ordering hosting automation software
</TITLE>
<META name="keywords" content="order,hosting,software">
<META name="description" content="Ordering Hosting Automation Software">
</HEAD>
```

Separate the keywords with a comma without white spaces.

After you optimize the website and publish it to your customer account, submit it to search engines, such as Google, Yahoo, Bing, and other engines that you know to be popular in your country.

- To submit a site to Google, visit http://www.google.com/addurl/.
- To submit a site to Yahoo, visit https://siteexplorer.search.yahoo.com/submit.
- To submit a site to Bing, visit https://ssl.bing.com/webmaster/SubmitSitePage.aspx.

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2. Set Up Mail Accounts

Once your website is ready, you can start creating mail accounts. You can choose, for example, to create mail accounts for all users within your organization. Note that the number and size of mailboxes is limited by your hosting plan.

Create Mail Account

To create an e-mail address:

1. If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the Subscription menu at the top of the screen, select the required webspace.

2. Click the Mail tab.

3. Click Create E-mail Address.

4. Type the left part of the e-mail address before the @ sign, and, if you have several domain names on your account, select the domain name under which the e-mail address will be created.

5. Leave the Mailbox checkbox selected.

Clearing this checkbox makes sense only if you want to use this address as a mail forwarder, which will forward all incoming mail to another address.

6. Specify the mailbox size or use the default size defined by the provider's policy or your service plan.

7. Specify a password consisting of five or more Latin characters.

8. Click OK.

Access Your Mailbox

There are two ways to access a mailbox for sending and receiving e-mail messages:

Set up and use an e-mail client program on your computer. Typically, in such programs you should specify the following settings:

1. Username. In this field, specify your full e-mail address. for example, *johndoe@example.com*.
2. Password. Most likely, the password to your e-mail account.
3. Mail server protocol. This property defines whether you want to keep copies of messages on the server or not. To keep the copies on the server, select the IMAP option. If you do not want to keep them on the server, select POP3. Selecting IMAP will also allow you to train the SpamAssassin spam filter on e-mail messages you receive, if SpamAssassin is enabled on the server.
4. Incoming mail server *(POP3/IMAP)*. Type your domain name. For example, *example.com*. The POP3 port is 110. The IMAP port is 143.
5. Outgoing mail server *(SMTP)*. Type your domain name. For example, *example.com*. The SMTP port is 25. This server requires authentication.

To get detailed instructions on configuring popular e-mail clients to work with your mailbox, see subsections of this section.

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- Use a web browser to connect to the webmail interface. Webmail interface is provided by Horde IMP Webmail software, which is installed by default. You can either use the default Horde IMP Webmail, or install Atmail Webmail Lite software.

> **Note:** If you cannot access your mailbox following the instructions in this section, this might be caused by mail server settings. Contact your hosting provider to resolve the issue.

Access from Webmail

To access your mailbox through webmail, do any of the following:

- In a Web browser, visit the URL `webmail.example.com`, where `example.com` is the Internet address of your website. When prompted, specify your full e-mail address as the username (for example, `mail@example.com`), and specify the password that you use for logging in to the Panel.
- When logged in to the Panel, click the Mail tab, and in the list of e-mail addresses, click an icon corresponding to the e-mail address you need.

Access from Microsoft Office Outlook

To set up Microsoft Office Outlook 2010:

1. Open Microsoft Office Outlook.
2. Go to File → Info → Add Account.
3. Select the checkbox Manually configure server settings or additional server types.
4. Click Next.

5.   Select the Internet E-mail option and click Next.

6.   Specify the following:

     o   Your name.
     o   Your e-mail address.

- o **Account type.** If you want to keep copies of messages on the server, select the IMAP option. If you do not want to keep any messages on the server, select the POP3 option. Selecting IMAP will also allow you to train the SpamAssassin spam filter on e-mail messages you receive, if SpamAssassin is enabled on the server.
- o Incoming mail server. Type your domain name. For example, example.com.
- o **Outgoing mail server (SMTP).** Type your domain name. For example, example.com.
- o **User Name.** Specify your full e-mail address. Example: johndoe@example.com.
- o **Password**. Most likely, this password coincides with the password you use for logging in to Panel.
- o **Require logon using Secure Password Authentication (SPA)**. Leave this option cleared.

7. Click **More Settings**, open the **Outgoing Server** tab and check **My outgoing server (SMTP) requires authentication.**

Access from Apple Mail

The instructions provided in this section were verified against Apple Mail 3.6 (Leopard). They might not work with earlier or later versions of Apple Mail.

To set up Apple Mail:

1. Run Apple Mail.

If you run it for the first time and do not have any mail accounts configured in it, skip the next step: Apple Mail will take you directly to creating one.

2.   Open the Adding Mail Account wizard:

a.   Click Mail → Preferences....

b.   Select the Accounts tab.

c.   Click the + button at the bottom left corner.

3.   Enter the account information:
   o   Your full name
   o   Your full e-mail address
   o   The password you use to log in to the Panel.
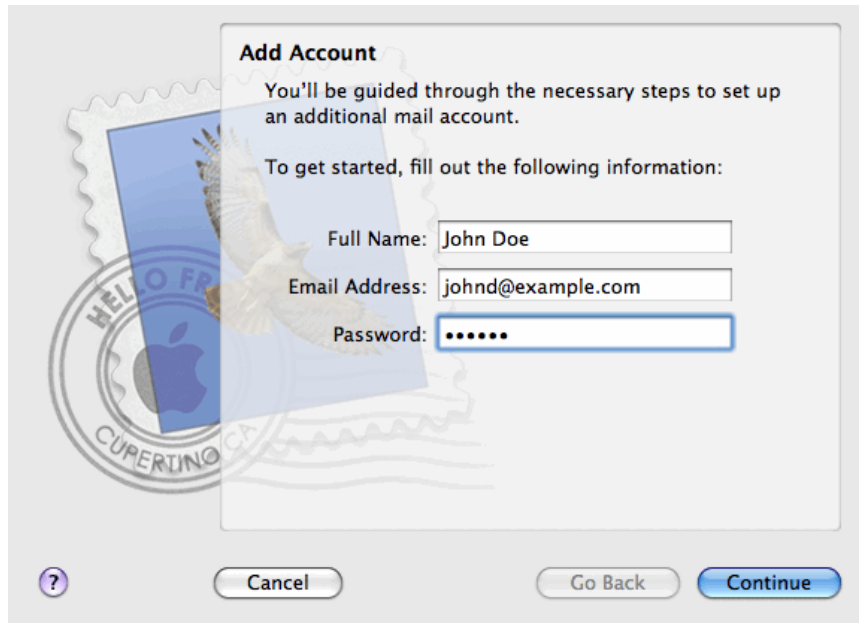
Click Continue.

Fill in the following incoming mail server information:
   o   Account Type: select whether you want to use IMAP or POP protocol.

We recommend selecting IMAP if you use SpamAssassin as a spam filtering solution: IMAP account is a requirement for SpamAssassin learning which messages are spam and which are not.
   o   Incoming Mail Server: type in the name of domain which serves your mail (which follows the @ sign in your e-mail address).
   o   User Name: enter your full e-mail address.
   o   Password: leave it auto-completed (Apple Mail takes it from the previous step).
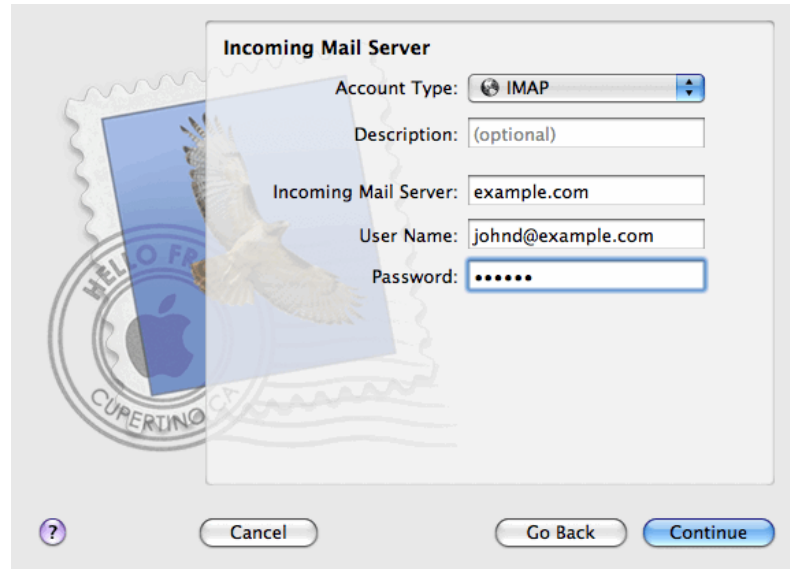
Click Continue.

(Optional) Specify the incoming mail security options:

.   Select the Use Secure Sockets Layer (SSL) checkbox.

a.   Select the authentication method.

Keep the default method if you are not sure which to select.

Apple Mail displays this setup screen only if a mail server bundled with Parallels Small Business Panel supports SSL for the selected account type (POP or IMAP).

Click Continue.

Fill in the following outgoing mail server information:

o   Outgoing Mail Server: type in the name of domain which serves your mail (which follows the @ sign in your e-mail address).
o   Use only this server: selected.
o   Use Authentication: selected.
o   User Name: enter your full e-mail address.

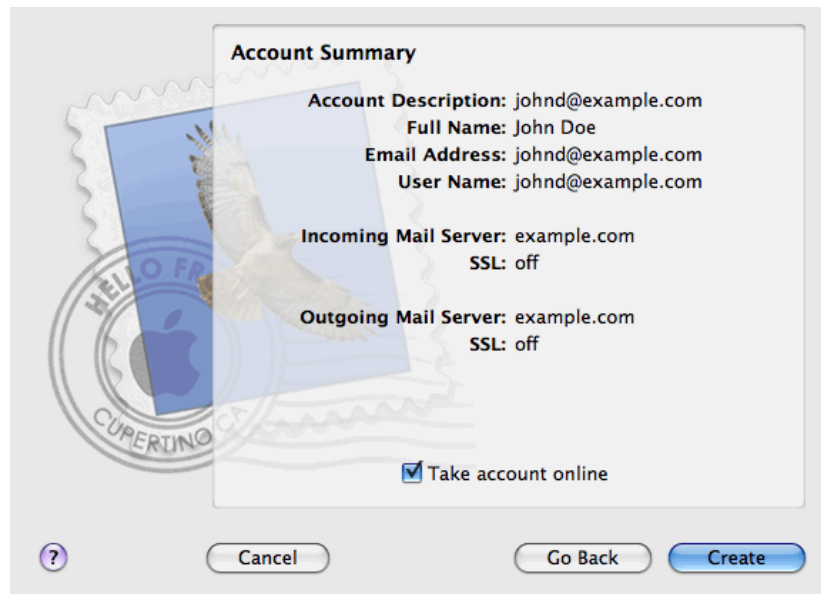www.timico.co.uk | 0844 871 8100 | enquiries@timico.co.uk

o   **Password**: leave it auto-completed (Apple Mail takes it from the previous step).
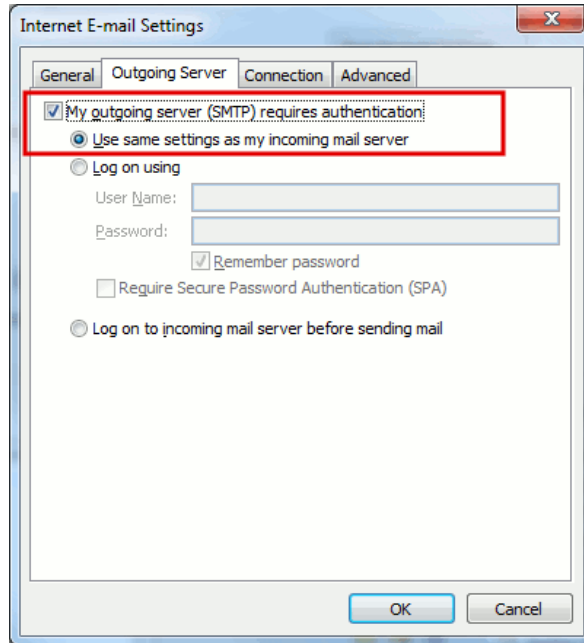

Click **Continue**.

Apple Mail displays overall description of the mail account that is going to be created.

Select the **Take account online** checkbox and click **Create**.

8. Click Next.
9. Click Finish.

View Site Visit Statistics

Finally, when your site works fine and search engines return it in search results, it is the best time to evaluate site efficiency by viewing the visits statistics.

To find out how many people visited a site, from what countries, and what pages of the site they viewed:

If you are subscribed to several hosting packages and have access to several webspaces associated with your account, in the Subscription menu at the top of the screen, select the required webspace.

1. Go to the Websites & Domains tab → Web Statistics.

   The site visitor statistics will show in a new browser window.

2. To view statistics for web pages viewed from the SSL-secured area of your site, select SSL Web Statistics in the menu.

3. To view statistics for files downloaded over the file transfer protocol (FTP), select FTP Statistics in the menu.

Alternately, you can view the visits statistics for a site by visiting the following URL: https://your-domain.com/plesk-stat/webstat. When prompted for username and password, specify your FTP account username and password.