

THE ENTREPRENEURS WEB ENGINE

SoNET Web Engine Owner's Manual

SONET WEB ENGINE

Owner's Manual

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Introduction

SoNET, "The Entrepreneurs' Web Engine".

The **SoNET Web Engine (SWE)** is a powerful software platform that allows anyone to go into business for themselves offering similar types of automated services sold by major ISP's (Internet Services Providers). Primarily, SoNET allows you the ability to sell automatically generated websites to the general public without having to administer them. Your customer simply visits the URL (Uniform Resource Locator) of your install and, simply serves themselves by generating a full featured site. This same product can be used to generate multitudes of powerful Affiliate Marketing websites and can even be used to create an entire Social Network. Unlike standard Content Management Software, Multimedia Galleries, Forums, Social Network platforms, or Blogs the SoNET Web Engine (SWE) brings those capabilities and many more to the table, in one package. This means you can use this product in many ways besides the examples we just gave. While those are some proven ways to employ SWE, nearly any other idea you can come up with, that requires the Internet, can be turned into reality quickly with this product. Localized Intranet capability also means it ensures privacy and easy collaboration without your team having to rely on "outside the Firewall", Third-Party entities. Finally, a powerful API, Widget SDK and Template Customization Kit are available, so you will never be limited by the need for more functionality. The SoNET Web Engine was built to help turn your idea into your business, fast.

SWE is built up around **Web Design Automation (WDA)** technology, which was invented by iRadek Software in 2007. This innovative technology allows the SoNET Web Engine to generate a complete, dynamic, multimedia website, instantly. Additionally, websites generated with SoNET do not require advanced computer skills or knowledge to administrate.



What is Web Design Automation? Websites, Social Networks and Sub-Networks created by WDA compliant software do not require a Webmaster, Graphic Designer, Programmer or Information Technology specialist to design or deploy. WDA software also provides built in hosting for anything created by compliant software. Any databases and dependent functionalities needed by any created websites or even entire networks are automatically generated, and the ability to turn on or off any data reliant feature or presentation mechanism

requires no additional programming. Administrative input by users is typically limited to wizard style interactions via check-boxes and menu's, and the subsequent saving of any new configurations. Web Design Automation also allows the "on the fly" switching, addition, removal or substitution of features inherent to created websites, networks and sub-networks without the loss of pre-existing data or settings unrelated to the components being manipulated. Web Design Automation products also support infinite graphical customization through the use of properly formatted HTML and CSS compliant templates. WDA products also provide support through SDK's for Widget development and should also offer a direct to core API.

The future of web design will largely be shaped by this type of automation software as the consumer market grows for these types of services. Analyst have tabulated that there were over 450 million new websites purchased by consumers between 2007 and 2015. More than 70% were built by novice webmasters using WDA services or Content Management Software.

Installation

System requirements:

- Supported Operating Systems are:
Windows 7 and above, Windows Server 2008r2 and above.
- You must have a live Internet connection to download this software.
- You must have administrator privileges on your computer to run the Web Platform Installer.

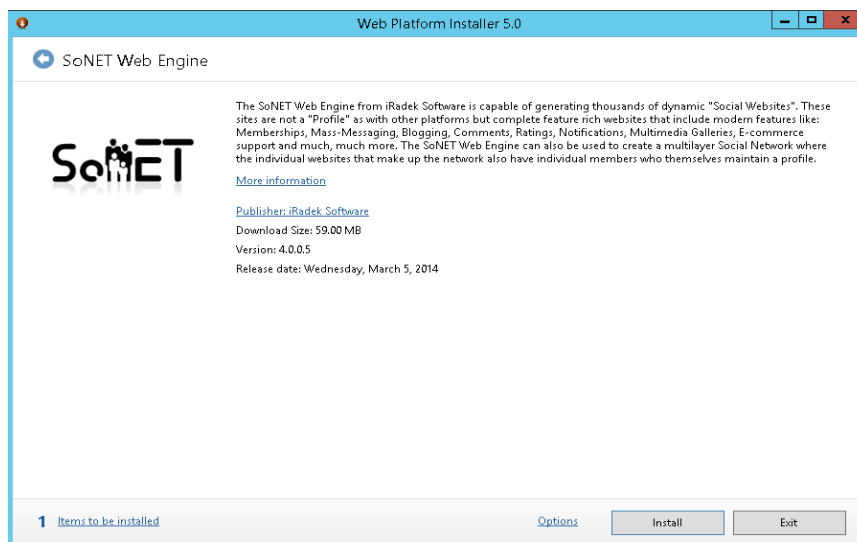
Note: For efficient and scalable hosting we recommend Microsoft's Windows Azure. *Appendix A* contains detailed installation and configuration steps for that platform. We suggest logging into your web server using Microsoft Terminal Services (mstsc.exe) then using a web browser to go to the installation URL.

Note: If you are not using Windows Azure - instructions on purchasing a Microsoft Windows Virtual or Dedicated Server and setting it up are available from your Internet Service Provider (ISP). You will also need to point your domain's "A" record to your new servers IP, so your installation can be found if you are using it on a public domain. Your server will also need at a minimum IIS and SQL Express (not MySQL) installed; again these are all provided by your ISP and are standard for most Virtual or Dedicated Servers running Microsoft Windows Server editions.

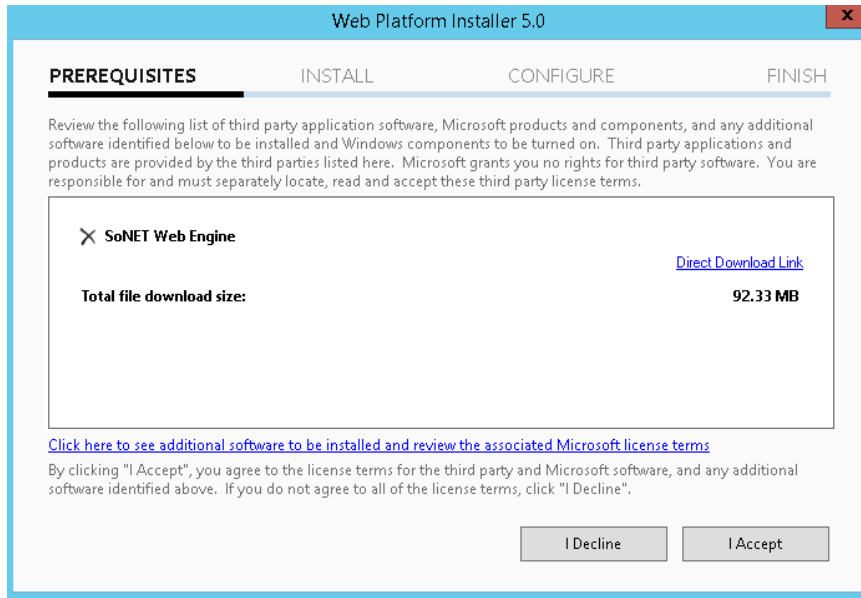
Installation

Please follow the steps below to install the SoNET Web Engine.

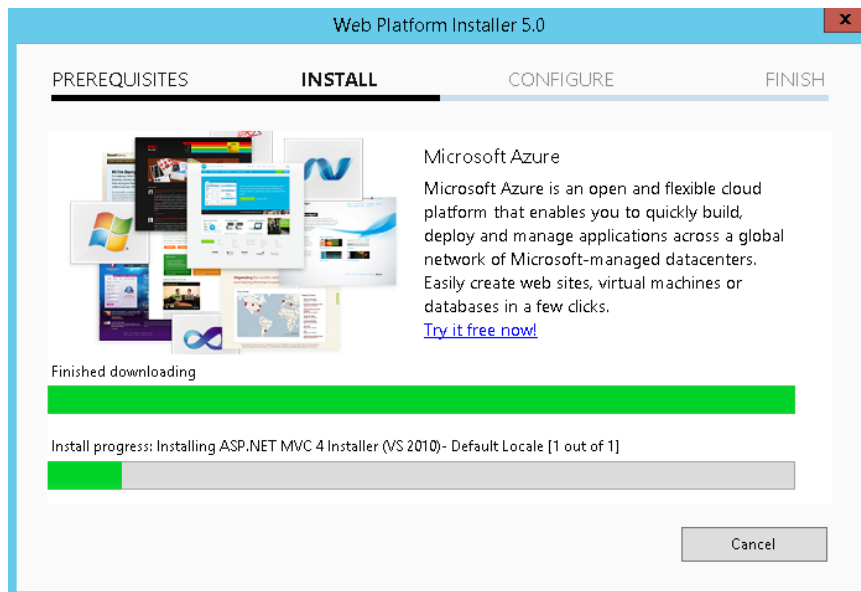
1. Go to the following URL on your server:
http://www.microsoft.com/web/gallery/install.aspx?appid=SoNET_Web_Engine
2. When prompted, save SoNET_Web_Engine.exe
3. Run the SoNET_Web_Engine.exe file to start the installation, click the **Install** button.



4. Read the license terms, click the **I Accept** button.

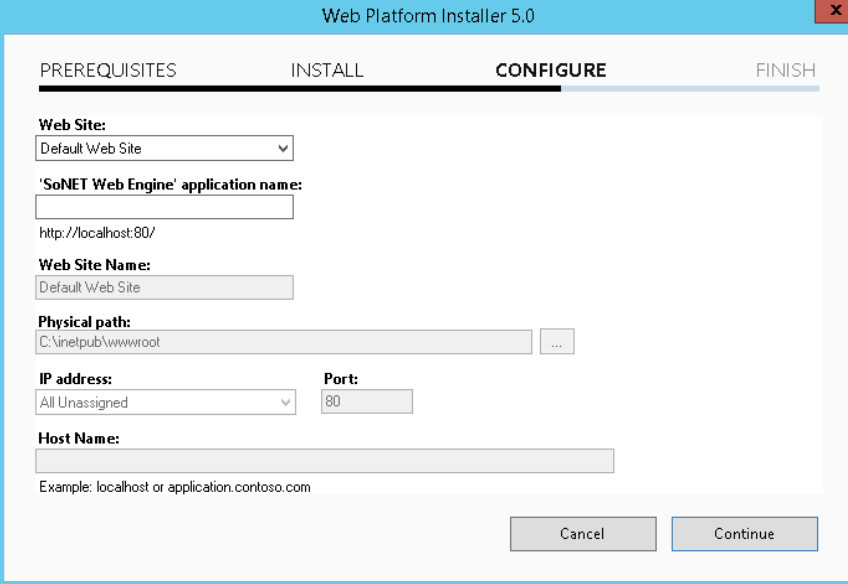


The installer will download and install all the necessary prerequisite components.



- After the installation of prerequisites you will be able to configure the *Web Site* into which SoNET will be installed. Click the **Continue** button to run the final installation phase.

Note: SoNET supports installations to sub-web sites ([Default Web Site]\SoNET instance). For this you may give your sub-web site a name in '*SoNET Web Engine*' *Application Name*.

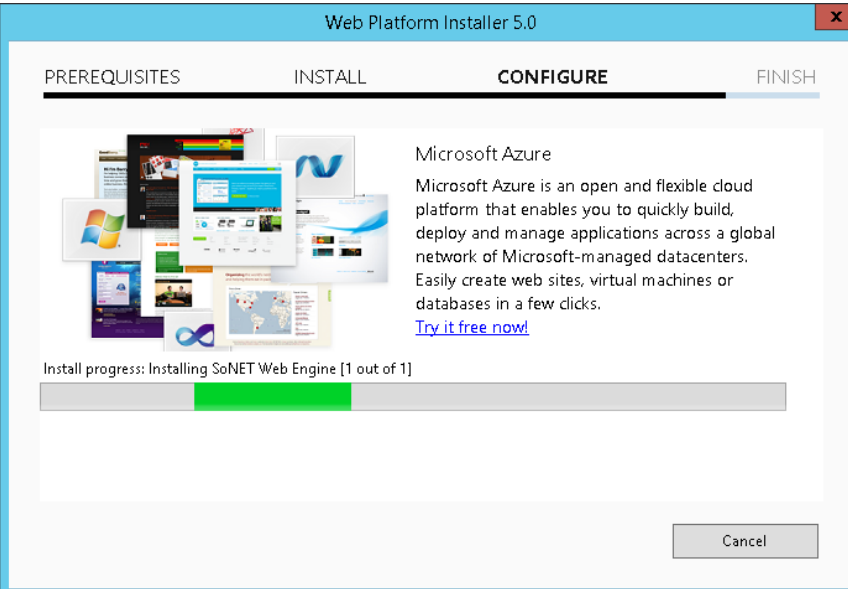


The screenshot shows the 'CONFIGURE' step of the Web Platform Installer 5.0. The window title is 'Web Platform Installer 5.0'. The progress bar at the top shows 'PREREQUISITES', 'INSTALL', and 'CONFIGURE' (highlighted), with 'FINISH' to the right. The configuration options are:

- Web Site:** A dropdown menu set to 'Default Web Site'.
- 'SoNET Web Engine' application name:** A text box containing 'http://localhost:80/'.
- Web Site Name:** A text box containing 'Default Web Site'.
- Physical path:** A text box containing 'C:\inetpub\wwwroot' with a browse button (...).
- IP address:** A dropdown menu set to 'All Unassigned'.
- Port:** A text box containing '80'.
- Host Name:** A text box with the example text 'Example: localhost or application.contoso.com' below it.

At the bottom right, there are 'Cancel' and 'Continue' buttons.

The installation finalizes.

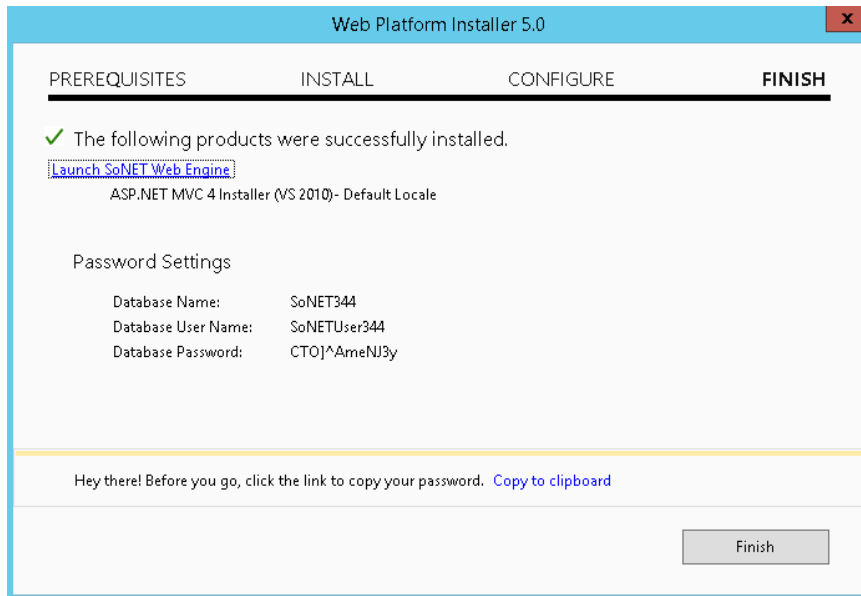


The screenshot shows the 'FINISH' step of the Web Platform Installer 5.0. The window title is 'Web Platform Installer 5.0'. The progress bar at the top shows 'PREREQUISITES', 'INSTALL', 'CONFIGURE', and 'FINISH' (highlighted). The main content area features:

- A collage of application screenshots on the left.
- Text on the right: 'Microsoft Azure' followed by a description: 'Microsoft Azure is an open and flexible cloud platform that enables you to quickly build, deploy and manage applications across a global network of Microsoft-managed datacenters. Easily create web sites, virtual machines or databases in a few clicks. [Try it free now!](#)'
- A progress bar at the bottom with the text 'Install progress: Installing SoNET Web Engine [1 out of 1]' and a green bar indicating progress.

A 'Cancel' button is located at the bottom right.

- After a successful installation you will be given an opportunity to save the database connection information. Click the 'Launch SoNET Web Engine' link to go to the Setup Wizard (please refer to the: *Error! Reference source not found.* section). Click the **Finish** button.



Configuration

SoNET features an intuitive setup wizard that will help you get your site up and running in a very short time. The section below provides detailed instructions on how to use the setup wizard.

The setup wizard automatically runs upon the completion of a successful installation. All basic functions needed to setup and run a typical SoNET installation are available via this wizard. The wizard even allows you to edit the content of the individual site pages your visitors will see. Additional advanced settings which allow for fine tuning of your installation are also available here.

Using all of the available settings ensures that you can customize your install to look and perform the way you need it to. SWE is a “set and forget” platform, which means once you have it set the way you like it, you no longer need to administrate it and it will continue to perform on its own automatically. This gives you all your time back to grow your business and focus on profit, not administration. This is a major benefit compared to any other bundle of solutions you would need to equal the SoNET Web Engine. Once you have SWE optimized for your business needs, the only times you should be in the admin section are to check reports, so you can further optimize. This is very high-performance software that is designed to ease the administrative burden. We suggest printing this manual so you can write down your notes and observations as you master the platform. These notes will help you over time to ensure your settings are as effective as they can be and also help you if you ever need to contact support for information or assistance.

Setting the Language and Culture for your network.

To set the preferred ‘Language and Culture’ for your installation choose it from the ‘*Language*’ drop down menu (the *Auto* setting is the default). Next, choose the *Culture (Region)* for your installation by clicking the drop down menu and making your selection. Click the **Next** button.

The screenshot shows the SoNET Social Networking Platform Setup Wizard. The interface is dark-themed with a sidebar on the left containing navigation links: [Language and Culture](#), [Templates](#), [Main Site - Basic Settings](#), [Main Site - Admin Password](#), [Main Site - Tabs](#), [Enable/Disable Features](#), [Default Component Names](#), [General Emails](#), [SMTP Settings](#), [Meta Tags and Home Page Properties](#), [Classifieds - Categories](#), [Classifieds - Custom Fields](#), and [Favorite Icon](#). The main content area is titled 'Language and Culture' and includes an information box: 'Language defines the visual part of the website ('skin'). When you set it to auto - language will be chosen based on user's browser settings. Culture should match database collation and is also responsible for formatting dates/times, numbers and currency. If you are not sure about the culture selection - you can leave it blank to inherit settings from the server that the engine is running on.' Below this, there are two dropdown menus: 'Language / Język' set to 'Auto' and 'Culture (Region)' set to 'English (United States)'. A 'Next >' button is located at the bottom right of the configuration area.

Templates - Setting up your site's look and feel

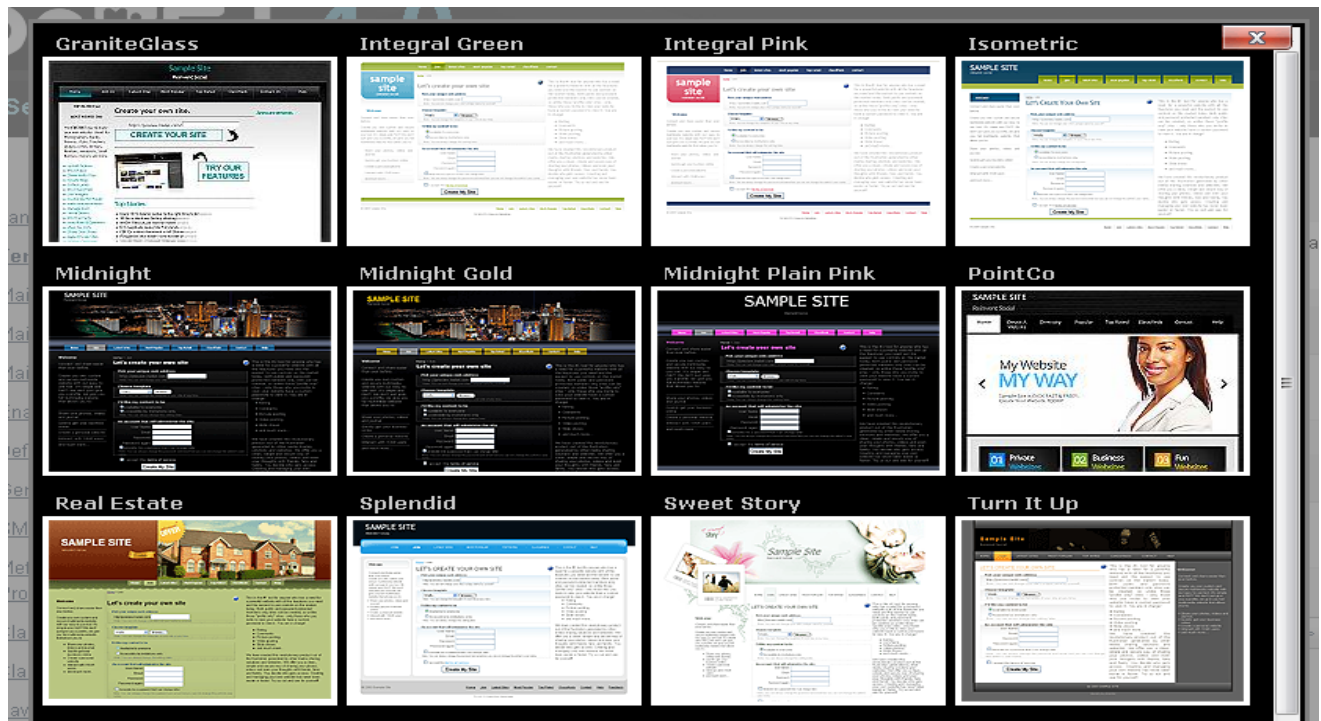
The 'Templates' control screen is used to select the look and feel for your Root site as well as which look and feel will be the default for your users' websites. The 'Choose a template for the (root) Site' drop down list contains the names of each template available for your Root site. This is what visitors to your ".com" will see first unless you have some other landing page published that will allow them to reach SoNET.

The screenshot displays the SoNET Social Networking Platform's Setup Wizard. The main heading is "Templates". A message box states: "Please select a template for the 'main-entry' site and a default template for new user sites. All of these can be changed and even customized later." Below this, there are two sections for template selection:

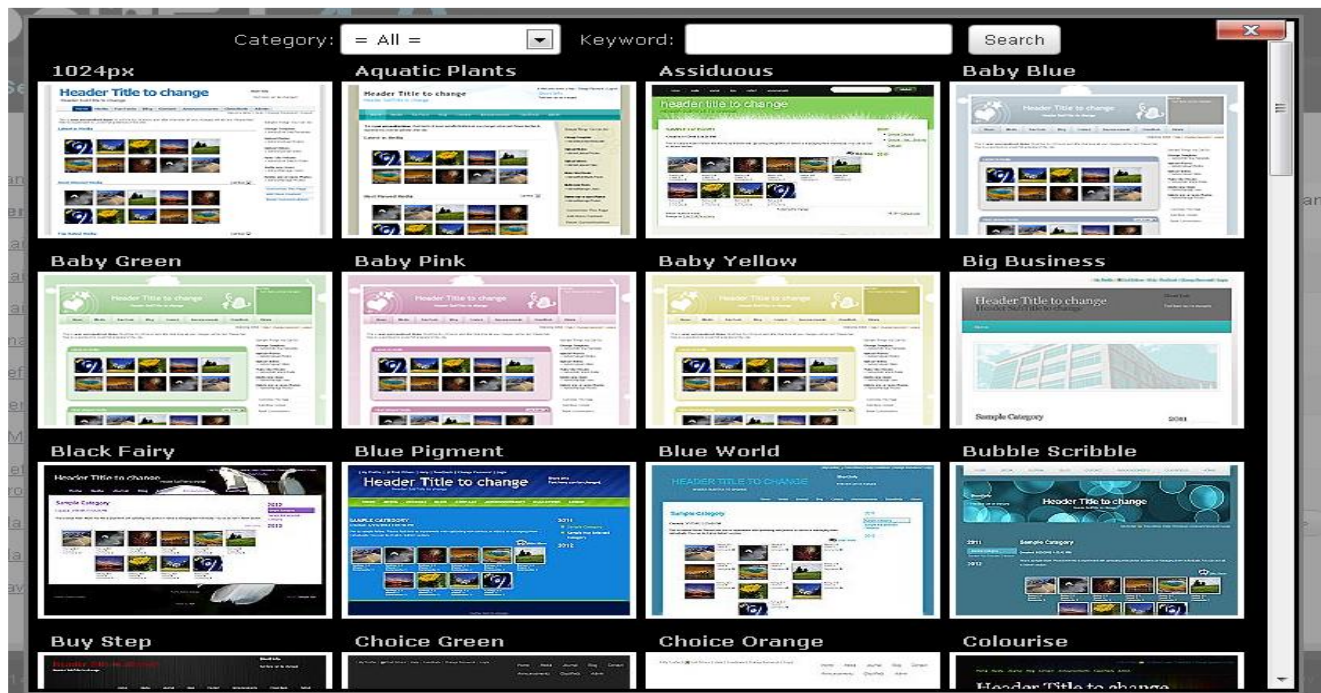
- Choose a template for the (root) Site:** A dropdown menu currently shows "Splendid" and a "Browse..." button.
- Choose the default template for individual sites:** A dropdown menu is open, showing a list of templates: Blue Pigment, Blue World, Bubble Scribble, Buy Step, Choice Green, Choice Orange, Colourise, Corporate Blue, Corporate Design, Deep Forest, Enterprise, Exploitable, Fascin, Flower Shop, Frozen Age, Funky Times, Global Press, Green Castle, Honey, and Interactive Media (which is highlighted in blue). A "Browse..." button is also present.

A "Next >" button is located at the bottom right of the main content area. The left sidebar contains various setup options such as "Language and Culture", "Main Site - Basic Settings", "SMTP Settings", and "Meta Tags and Home Page Properties".

The **Browse** button will show you the same selection but with pictures of each template. You can choose by simply placing your mouse cursor over the one you like (it will grow bigger) and then click it.



The 'Choose default template for individual sites' drop down menu works just like the previous one but this time you will be selecting which look and feel will be the default when a new site is created by a user. Once you are done with this step you can click the **Next** button.



Main Site – Basic Settings

The 'Main Site – Basic Settings' screen is where you will select the *Name* (Main Title) for your site; choose which *URL* should serve as the home page and whether or not to allow visitors to try a full featured *Demo* without actually having to register on your network. Once you are done making the appropriate settings you can click the **Next** button.

Note: Demo websites created on your site will expire and automatically delete after 24 hours. Demo sites are fully functional and unrestricted so all site features can be evaluated by your potential customers. Sometimes it is beneficial to turn off the demonstration function if you feel this may increase your conversion ratio of one time visitors to users.

Note: You may use the left side navigation menu to go to any section of the wizard you like at any time. This is useful once you have already setup your SWE installation site and need to make changes to specific parameters.

The screenshot shows the 'Main Site - Basic Settings' screen within the SWE Setup Wizard. The interface includes a navigation menu on the left with links to various setup sections. The main content area contains a title, an information box, and three input fields: 'Name' (containing 'Sample Site'), 'URL' (containing 'http://preview.iradek.'), and 'Allow to try demo' (a dropdown menu set to 'True'). Navigation buttons for '< Previous' and 'Next >' are located at the bottom of the form.

SONET Social Networking Platform **SETUP**

Setup Wizard

Main Site - Basic Settings

Language and Culture

Templates

Main Site - Basic Settings

Main Site - Admin Password

Main Site - Tabs

Enable/Disable Features

Default Component Names

General Emails

SMTP Settings

Meta Tags and Home Page Properties

Classifieds - Categories

Classifieds - Custom Fields

Favorite Icon

Information: Please enter some basic information about your site: what is its full URL (starts with 'http://')? You can also decide whether to allow your users to try a live demo, this allows them to play with all features without the need for registration.

Name: Sample Site

URL: http://preview.iradek.

Allow to try demo: True

< Previous Next >

The Admin Password

The 'Main Site – Change Admin Password' screen is where you input an administrator password for the entire SoNET install. This password will be the one that allows access to the administration section for SoNET itself. The URL to reach the login for your site will always be in the following format:

<http://www.mysitename.com/root/admin>

Note: If you forget your Admin password then you will need to logon to your Web Server, navigate to: C:\Inetpub\vhosts\mysitename.com\httpdocs\Engine.config and then set the following value: <add key="SoNET.SetupRun" value="true" /> parameter to “false”. Next visit your domain and complete the setup wizard and choose a password again.

Once you have set and confirmed the password for administration, click the **Next** button.

The screenshot shows the SoNET Setup Wizard interface. At the top, the SoNET logo and 'Social Networking Platform' are visible on the left, and 'SETUP' is on the right. The main heading is 'Main Site - Admin Password'. A warning message states: 'When you run this setup for the first time you must create a new password for the RootAdmin account that will allow you to access this SoNET administration area. IMPORTANT: Please write down the "rootadmin" user name and password you created to avoid any future problems.' Below this, there are three input fields: 'Login:' (pre-filled with 'RootAdmin'), 'Password:', and 'Confirm Password:'. At the bottom, there are '< Previous' and 'Next >' buttons. The left sidebar contains a list of setup steps: Language and Culture, Templates, Main Site - Basic Settings, Main Site - Admin Password (highlighted), Main Site - Tabs, Enable/Disable Features, Default Component Names, General Emails, SMTP Settings, Meta Tags and Home Page Properties, Classifieds - Categories, Classifieds - Custom Fields, and Favorite Icon.

Feature Tab Names

The 'Main Site – Tabs' screen is used to change the names for the navigation tabs that appear on the top of your Root site pages. Default settings like the word "Home" can be changed to whatever you like, and no matter what the name is the functionality will stay the same.

Note: ALL new installations will feature the same tabs by default. If you decide to remove a tab or change a tab name you will need to do so manually by logging onto the Web Server where the installation actually resides and then, in the C:\Inetpub\vhosts\mysitename.com\httpdocs\Web.Sitemap file, either comment out the tab or change the title in the correct <siteMapNode url="~/root/" title="xxxx" resourceKey="Home" permanentResourceKey="Home" /> parameter. Do not change anything besides the title element of the parameter or your site will not work and technical support will not help you as these are unsupported customizations.

Once you are done making your settings then you can click the **Next** button to move forward.

Sonet Social Networking Platform SETUP

Setup Wizard

Main Site - Tabs

i You can change the names of your main (root) site's tabs here. Simply enter the new tab name in the input box below the tab name you want to change. The standard names will also be used for any empty fields.

Home	<input type="text"/>
Join Us	<input type="text"/>
Latest Sites	<input type="text" value="Newest"/>
Most Popular	<input type="text" value="Popular"/>
Top Rated	<input type="text" value="Top List"/>
Classifieds	<input type="text"/>
Contact	<input type="text"/>
Help	<input type="text"/>

< Previous Next >

Enable / Disable Features

The 'Enable/Disable Features' screen is used to allow or restrict the use of the 'Announcements' feature (which resembles several popular micro-blogging sites that allow users to make short network wide announcements so others may read them and hopefully visit the authors individual site), The 'Classifieds' feature (which functions like many popular ad posting sites that mimic the old style paper "Want Ads"), The 'Classifieds Post Expiration' parameter (which allows you to turn off expiration of posts), The 'Video Chat' feature (powered by a third party provider and may not be available on all networks), and whether or not you would like to enable 'Subscriptions' (charge a fee for creating and maintaining websites on your network). There is also an option to 'Enable Background Jobs' that are responsible for various unattended operations like sending notifications to Users.

Once you are done making your settings click the **Next** button.

The screenshot shows the 'Setup Wizard' interface for the Sonet Social Networking Platform. The main heading is 'Enable/Disable Features'. A blue information icon is followed by the text: 'Disable or enable features here. All the features that you disable here can be re-enabled at any time.' Below this, there are seven settings, each with a dropdown menu:

- Enable Announcements:** True
- Enable Classifieds:** True
- Enable Classified Post Expiration:** True
- Enable Video Chat:** True
- Enable Subscriptions:** False
- Enable Background Jobs (they handle, for example, notifications to Users):** True

At the bottom of the settings area, there are two buttons: '< Previous' on the left and 'Next >' on the right. On the left side of the screen, there is a vertical list of navigation links: Language and Culture, Templates, Main Site - Basic Settings, Main Site - Admin Password, Main Site - Tabs, **Enable/Disable Features** (highlighted), Default Component Names, General Emails, SMTP Settings, Meta Tags and Home Page Properties, Classifieds - Categories, Classifieds - Custom Fields, and Favorite Icon.

Default Component Names

The 'Default Component Names' screen controls the names for the tabs each new website a user creates will have by default.

Note: You can change these to say whatever you want, just be sure to give them names that your users will understand. An example of this is changing the 'Blog' button to 'Store' (since it can be used in this manner via the multimedia, WYSIWYG editing and PayPal capabilities).

Once you are done making your settings click the **Next** button.

The screenshot shows the 'Setup Wizard' interface for the Sonet Social Networking Platform. The main heading is 'Default Component Names'. A blue information icon (i) is followed by a text box: 'You can change the default names of the feature tabs used for user sites. These feature tabs may also be customized by users at any time. Please enter the feature tab names you would like all sites to start with. The standard names will be used when you leave the related field empty.'

On the left side, there is a vertical list of settings with 'Default Component Names' highlighted in blue. The settings listed are: Language and Culture, Templates, Main Site - Basic Settings, Main Site - Admin Password, Main Site - Tabs, Enable/Disable Features, Default Component Names, General Emails, SMTP Settings, Meta Tags and Home Page Properties, Classifieds - Categories, Classifieds - Custom Fields, and Favorite Icon.

The main form area contains six sections, each with a label and an empty text input field:

- Media
- Journal
- Blog
- Form
- Announcements
- Classifieds

At the bottom of the form, there are two buttons: '< Previous' on the left and 'Next >' on the right.

General Emails

The 'General Email Addresses' screen allows you to select where the *Help Email* and *Feedback Email* from your users will go. You can also add your email address to the *New Site BCC Email* slot if you would like to be notified when a new site is created on your network.

Note: You will need to ensure the MX records, Domain Alias and such are setup correctly if you are using your server to handle email task. Your ISP helps you with this if need be.

Once you are done making your settings click the **Next** button.

The screenshot shows the 'General Emails' configuration screen within the SONET Social Networking Platform Setup Wizard. The interface includes a sidebar with navigation links, a main content area with a title and an information box, and three input fields for email addresses. At the bottom, there are 'Previous' and 'Next' navigation buttons.

SONET Social Networking Platform **SETUP**

Setup Wizard

General Emails

i Customize general email addresses here. **Help Email** is the email address to which requests for help are being sent to. **Feedback Email** is the email address to which feedback requests are being sent to. **New Site BCC Email** is the email address that will be BCC'ed every time a new site is created (somebody signs up).

Help Email

Feedback Email

New Site BCC Email

< Previous Next >

[Language and Culture](#)
[Templates](#)
[Main Site - Basic Settings](#)
[Main Site - Admin Password](#)
[Main Site - Tabs](#)
[Enable/Disable Features](#)
[Default Component Names](#)
General Emails
[SMTP Settings](#)
[Meta Tags and Home Page Properties](#)
[Classifieds - Categories](#)
[Classifieds - Custom Fields](#)
[Favorite Icon](#)

SMTP Setup / Email

The 'SMTP Settings' screen is used to perform email setup. One section you should be concerned with here is the 'From' setting where you should place the email account you want your users to see and reply to (when they receive a message you, initiated from within SoNET). Ordinarily the other default settings are correct unless you are an advanced user who understands mail protocol settings and have configured your services another way.

Note: MX records and other DNS specific settings that could affect your ability to properly send email from within SoNET are handled by the domain controls available to you from your URL registrar.

Note: When 'Send User Messages From: SMTP Setting' is set as "True", the "From" addresses appearing in an email will be the individual website user who sent the message. When set to "False" will be the email address you specified (default is False). Messages clearly show which site they came from.

Once you are done making your settings click the **Next** button.

SMTP Settings

Please configure your SMTP settings. It's important for these settings are correct in order to get any email communication working. Please consult your ISP or/and web hosting provider for information about your SMTP host and port settings. From field will be used as 'from' address when Send User Messages From SmtP Setting is set to true. This helps to resolve spam blocking issues. When Send User Messages From SmtP Setting is set to false - 'from' address will be populated with the site owner's email. Delay Between Multiple Emails In Milliseconds sets a delay in milliseconds between each email being sent when multiple emails need to be sent at the same time. This helps to comply with anti-spam policies with some ISPs.

From
webmaster@yourserver.

Host
localhost

Port
25

Send User Messages From SmtP Setting
False

Delay Between Multiple Emails In Milliseconds
100

< Previous Next >

Meta Tags and Home Page Properties

The 'Meta Tags and Home Page Properties' screen allows you to edit and add tags used to identify and optimize your site for indexing by Search Engines. Do not place a <title></title> entry in this area as it has been created if you filled out the 'Main Site – Basic Settings' and the 'Home Page – Title' input area here. The 'Logo Subtitle' text here will show under the title on your Root page (your domains landing page). The 'Create your site' button text appears on the button used to check for an available site name across the network. The 'Try live demo' button text appears on the button used to start a pre-populated demonstration site that allows full functionality for 24 hours to visitors who want to try your features.

Note: Search Engine Optimization is much more complicated than adjusting a few Meta tags and title for your site but you at least need to accomplish this minimum level of task in order to establish a baseline for your site.

Once you are done making your settings click the **Next** button.

The screenshot shows the 'Setup Wizard' interface for SONET. The main heading is 'Meta Tags and Home Page Properties'. On the left is a sidebar with the following links: Language and Culture, Templates, Main Site - Basic Settings, Main Site - Admin Password, Main Site - Tabs, Enable/Disable Features, Default Component Names, General Emails, SMTP Settings, **Meta Tags and Home Page Properties** (highlighted), Classifieds - Categories, Classifieds - Custom Fields, and Favorite Icon. The main content area includes an information icon and the text 'Edit meta tags and Home Page properties.' Below this is a 'Meta Tags' section with a text area containing the following code:


```
<meta name="keywords" content="" />
<meta name="description" content="" />
<meta name="rating" content="General" />
<meta name="author" content="iRadek" />
<meta name="copyright" content="www.iradek.com" />
<meta name="ROBOTS" content="all, index, follow" />
```

 Below the meta tags are several text input fields:

- Logo Title:** Site Title
- Logo Subtitle:** Subtitle or Tag Line goes here.
- Home Page - Title:** Make a FREE website - Upload Pictures, Video, Mp3's, Comments,
- Home Page - "Create Your Site" button text:** CREATE YOUR SITE
- Home Page - "Try Live Demo" button text:** TRY OUR FEATURES

 At the bottom of the main content area are two buttons: '< Previous' and 'Next >'.

Classifieds – Categories

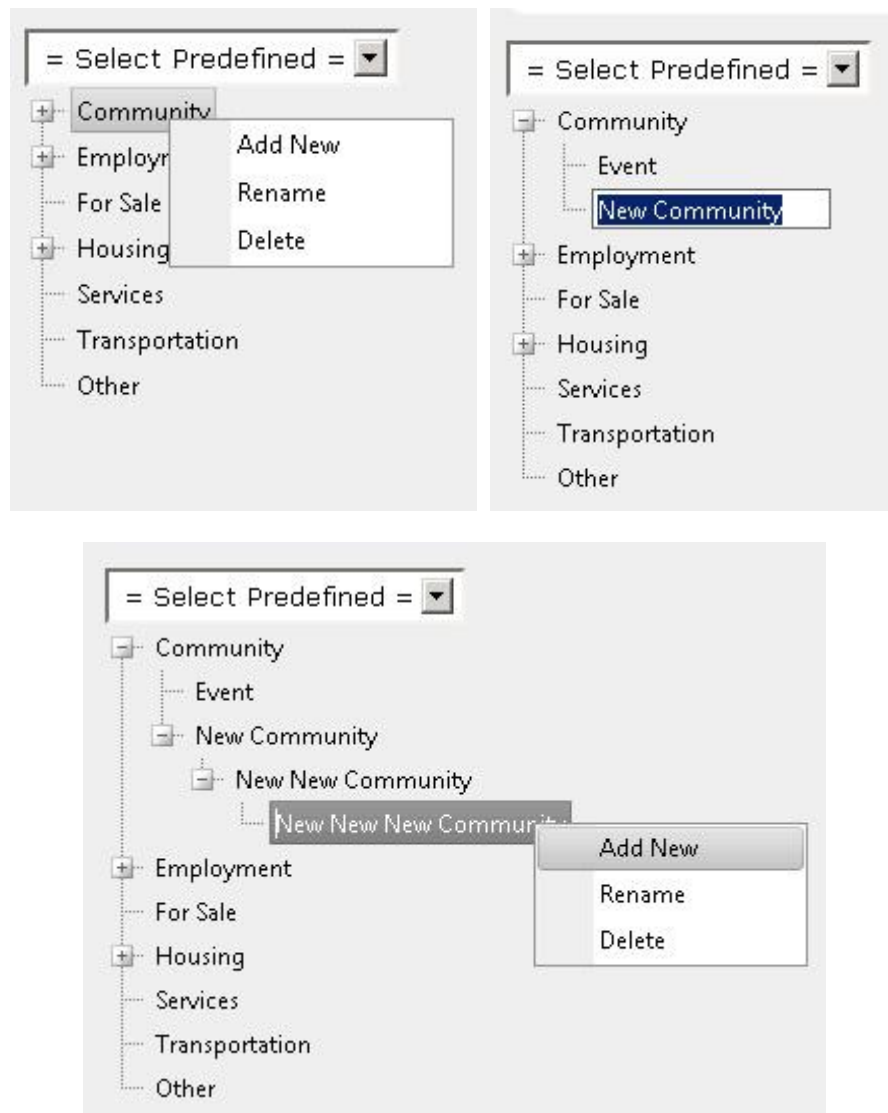
The 'Classifieds Categories' screen allows you to install the proper categories for the ads that will be placed onto your network by users. The drag and drop interface allows you to rapidly select which categories are to appear where in a tree type structure. Several pre-defined settings are included and may already fit your network's needs.

Note: Parent and Child / Tree Structure / Category and Sub-category are all ways of describing the same sort of system you will use to build your network's classifieds structure.

The screenshot displays the 'Setup Wizard' for the SONET Social Networking Platform. The current step is 'Classifieds - Categories'. On the left sidebar, the following links are listed: Language and Culture, Templates, Main Site - Basic Settings, Main Site - Admin Password, Main Site - Tabs, Enable/Disable Features, Default Component Names, General Emails, SMTP Settings, Meta Tags and Home Page Properties, **Classifieds - Categories** (highlighted), Classifieds - Custom Fields, and Favorite Icon. The main content area features the title 'Classifieds - Categories' and an information box stating: 'When you enable classifieds, you can edit categories for them here. You can move categories around by dragging and dropping them into the proper place. You can add, rename or delete them by right clicking on a category and choosing the proper menu option.' Below this is a dropdown menu set to '= Select Predefined ='. A list of categories follows, each with a drag handle: Community, Employment, For Sale, Housing, Services, Transportation, and Other. At the bottom of the main area are '< Previous' and 'Next >' buttons.

Right clicking on a category name will trigger a menu that lets you *'Add New'* categories or sub-categories, *'Rename'* categories or sub-categories or *'Delete'* them.

Once you are done making your settings click the **Next** button.



Classifieds – Custom Fields

The ‘Custom Fields for Classifieds’ screen lets you define text, number and date based attributes that will be used with or applied to user generated classifieds postings. An example of this would be to add a quantity attribute to a buy or sell type ad -or- a date attribute to an event type ad. To further illustrate how to use these settings press the **Populate with sample data** button.

Note: *I will use this one*’ check boxes are provided in case you do use custom data for your classifieds but may not want to use all the attributes/strings you have created all the time. Selecting which ones is an option.

SONET Social Networking Platform SETUP

Setup Wizard

Classifieds - Custom Fields

i You can define up to 5 text-based, 2 number-based and 2 date-based custom fields that will apply to each classified ad. Those fields will serve as custom additional properties that the users might set for classifieds. Th classifieds search will also pick them up as additional fields to search against.

Populate with sample data Clear Fields

Text Based

String 1 I will use this one

Field Name

Multiple Select Yes No

Default Value(s)

Search Comparison

String 2 I will use this one

String 3 I will use this one

String 4 I will use this one

String 5 I will use this one

Number Based

Date Based

< Previous Next >

To make a drop down list, simply enter each value then hit the Enter/Return key on your keyboard to move to the next line. When you have done this correctly you will have what looks like a list.

Changing the 'Multiple Select' radio button to "Yes" will allow for several answers to be given for a single attribute dropdown list.

The 'Number Based' attributes include support for a search comparison feature that you can set with values such as 'Equal' (as in equal to).

The 'Date Based' attributes include support for additional variables that let you control the available range of time for the attribute as well as search comparison.

Once you are done making your settings click the **Next** button.

Populate with sample data
Clear Fields

Text Based

Number Based

Number 1
 I will use this one

Field Name

Multiple Select Yes No

Default Value(s)

2
3
4

Search Comparison

Number 2
 I will use this one

Date Based

Populate with sample data
Clear Fields

Text Based

Number Based

Date Based

Date 1
 I will use this one

Field Name

Multiple Select Yes No

Default Value(s)

Variables to use: %NOW%, %ADD_DAYS: {days}%

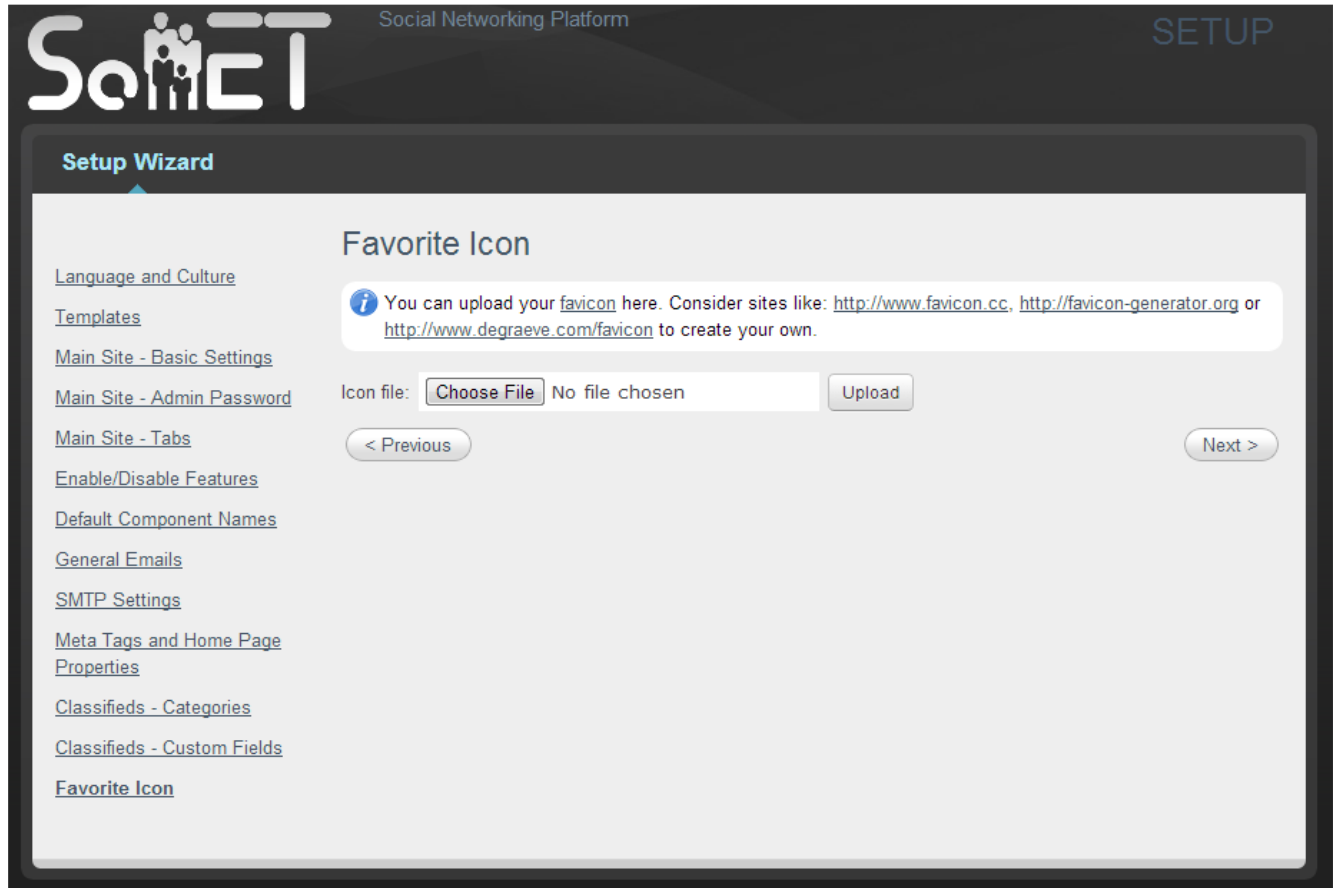
Search Comparison

Date 2
 I will use this one

Favorite Icon Setup

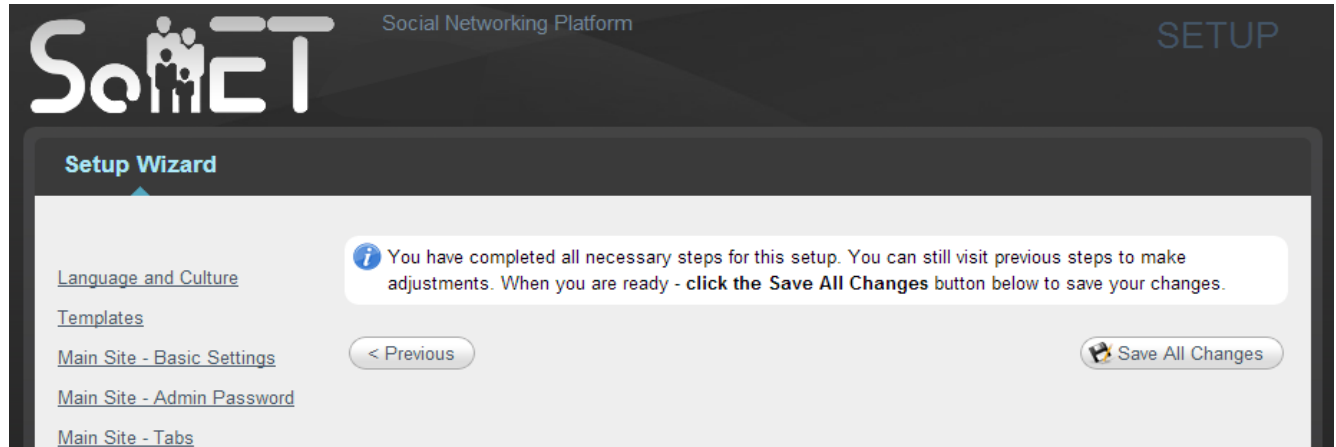
The 'Favorite Icon' (favicon.ico) screen lets you add an “.ico” graphic file to your site that will show when a user bookmarks your URL as well as in the address bar of a browser. Click the **Upload** button once you have located the appropriate “.ico” file you want to use.

Once you are done making your settings click the **Next** button.

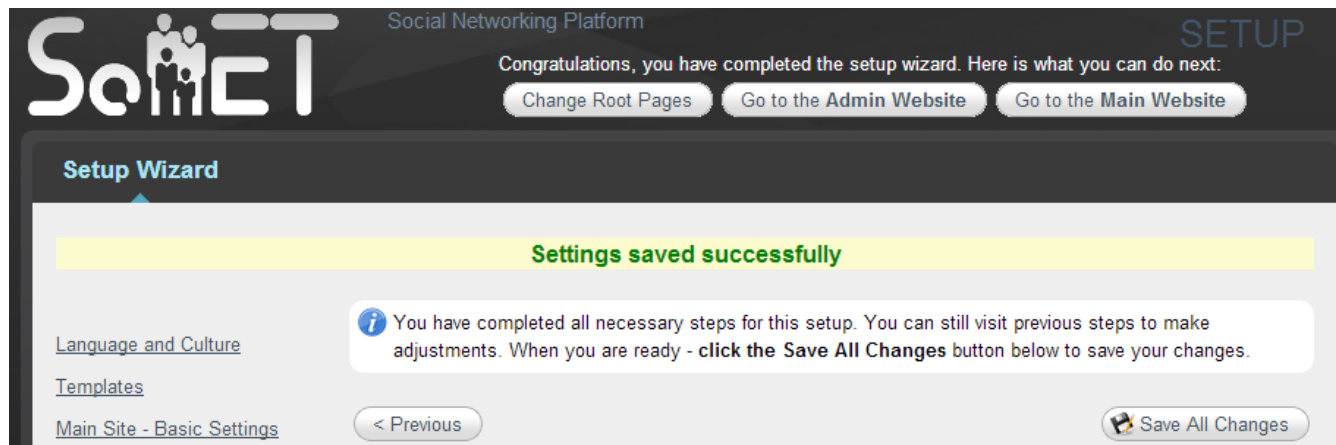


Save All Settings

Once you have run through the entire setup wizard you may click the **Save All Changes** button.



The confirmation screen is shown with “Settings saved successfully” message once your settings have been saved. Once you are done you can immediately start to edit your site by simply clicking the **Change Root Pages** button. Click the **Go to the Admin Website** button to perform administration on your network using the admin controls. We suggest opening those sections in another browser tab so you can immediately view the effects of your changes while you perform them. Click the **Go to the Main Website** button to visit your site and see what a visitor will see.



Root Site Editing / Customization

The 'Root Pages' control screen is the first thing you will see once the 'Change Root Pages' button is selected and is used to edit the look and feel for your main site. Click the Root site page names such as "Home" and "Contact" to edit that pages content. The editor is easy to use even if you have never built a website or used a site editor before. Simply mouse-over each feature to see what it does.

The screenshot displays the 'SONET Social Networking Platform' interface during the 'SETUP' phase. The 'Setup Wizard' is active, with the 'Root Pages' tab selected. The navigation menu includes 'Home', 'Join Us', 'Latest Sites', 'Most Popular', 'Top Rated', 'Contact', and 'Classifieds'. The 'Home.Top' section is currently being edited, showing a rich text editor with the text 'CREATE YOUR OWN SITE~~'. The editor's toolbar includes options for File, Edit, Insert, View, Format, Table, and Tools, along with a 'Choose File' button and an 'Upload' button. The 'Home.Right' section is also visible below, with a similar rich text editor.

Note: You will need to browse for any picture files you intend to add to the content of the pages you are editing. Then be sure to press the **Upload** button on each photo so you can see it and position it where you like.

Once you are done editing, click the **Save Above Changes** button.

Note: We suggest opening the Website in another browser tab so you can immediately view the effects of your changes while you perform them. You can use any editor you choose and in most cases, simply paste either the WYSIWYG output or the HTML code into these screens, as long as the images used are either uploaded or made available over the Internet.

The screenshot displays two instances of a web editor interface. The top instance, titled "Home.Left", features a menu bar with options: File, Edit, Insert, View, Format, Table, and Tools. Below the menu is a toolbar with icons for Bold (B), Italic (I), Underline (A), and various list and alignment options. A scrollable list of actions is visible, including "Share Audio Clips", "Create Blogs", "Collect Leads", "Post Classifieds", "Use Widgets", "Customize RSS Feeds", "Make Announcements", "Manage Users", "Invite Others", "Post Fun Facts", "Vote/Rate & Comment", "View Top Lists", "Share Slide Shows", "Make Private Sites", and "Change Templates". At the bottom of this window, there are "Choose File" and "Upload" buttons. Red text annotations point to these buttons: "Click Choose File to browse for any files, pictures, etc." and "Click Upload to upload the files". The bottom instance, titled "Home.Bottom", has a similar menu and toolbar. Below the toolbar is a large text area with a placeholder image. At the bottom of this window, there are "Choose File" and "Upload" buttons, and a "Save Above Changes" button. A red text annotation points to the "Save Above Changes" button: "Click Save Above Changes to save all changes".

Administration

SoNET provides tools for the administration of both Websites and the users who create them.

SoNET comes with its own web accessible administration console that allows management of every function an administrator will need to provide the best possible service for his/her users. The console is easy to use and intuitive so as to facilitate users of all skill levels.

Browser Support

Internet Explorer, Mozilla based and Chrome browsers are supported.

The Root Admin Area

In order to login to the SoNET administration area you will need to visit the proper URL. The administration URL for all SoNET installations are structured like this: <http://www.xx.com/root/admin> [with “xx” being the actual domain name]. Once that location is accessed the Root Admin Area login screen appears.

Note: If you have just finished running the setup wizard then you will have the option to push the **Go to Admin Website** button and you will not need to login.

The standard ‘*User Name*’ for all installations is “rootadmin”. The password will be whatever you set using the setup wizard. Once you are done providing the correct credentials press the **Login** button. As long as your password is correct you will be taken to the ‘Root Admin Area’.

SITE TITLE
SUBTITLE OR TAG LINE GOES HERE

HOME JOIN US LATEST SITES MOST POPULAR TOP RATED CLASSIFIEDS CONTACT HELP

LOGIN TO ROOT ADMIN AREA

User Name:

Password:

Login

Sample Site [Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

Root Admin Screen

Once you have logged into the 'Root Admin Area' you are presented with the controls for contacting users, managing advertisements across the network, managing sites, managing individual users, managing user subscriptions, creating and managing a master user account, running various reports, viewing the events that have occurred on the system, accessing the advanced settings menu and information about the license configuration for the system.

Note: You may also navigate to any place in the admin area by using the links provided at the top of the screen just below the link buttons for the main site.

The screenshot displays the 'ROOT ADMIN AREA' interface. It features a central column of ten buttons, each with an icon and a title. Below each button is a brief description of its function. The buttons are: 'Initial Setup' (wrench icon), 'Contact Users' (envelope icon), 'Advertisements' (megaphone icon), 'Sites' (globe icon), 'Users' (group of people icon), 'Subscriptions' (calendar icon), 'Master Admin Account' (person with key icon), 'Reports' (bar chart icon), 'Event Log Viewer' (document with checkmark icon), and 'Advanced Settings' (gear icon). The 'About' button is at the bottom, with an information icon. The interface is flanked by two vertical black bars on the left and right sides.

ROOT ADMIN AREA

- Initial Setup**
Re-runs the initial setup wizard and allows you to edit root pages as well.
- Contact Users**
Contact your users by email.
- Advertisements**
Manage advertising messages displayed on all websites.
- Sites**
Preview Sites. Add/remove/change their subscriptions. Hide and delete them.
- Users**
Preview and remove individual users.
- Subscriptions**
Manage various payment/subscription aspects.
- Master Admin Account**
Create a Master Admin account that has access to all websites.
- Reports**
Generate various useful reports.
- Event Log Viewer**
View the log from events like sending notifications and emails.
- Advanced Settings**
Detailed advanced settings.
- About**
Information about the software version and license.

Contacting Users

Clicking the **Contact Users** button will allow you send email messages to each site owner and all users of all sites via the 'All Users' radio button.

You may also target which sites the message should go to by simply checking the box next to the sites you wish to message. If you desire to send a message to all sites then you will need to select 'All Sites' radio button.

The screenshot shows the 'CONTACT USERS' page. At the top, there is a navigation bar with links: HOME, JOIN US, LATEST SITES, MOST POPULAR, TOP RATED, CLASSIFIEDS, CONTACT, HELP. Below this is a secondary navigation bar with links: Initial Setup, Contact Users, Sites, Users, Subscriptions, Master Admin Account, Reports, Event Log Viewer, Advanced Settings, About. The main content area has a breadcrumb trail: Home > Root Admin > Contact Users. The title is 'CONTACT USERS'. There are two radio buttons: 'Site Owners' (selected) and 'All Users'. Below that is a 'Target Sites' section with radio buttons for 'Selected Below' (selected) and 'All Sites'. A table lists sites with columns: Site, Subscribed, Public, Demo, Hidden. The table contains 17 rows of site data. Below the table are pagination links: 1 2 3 4 5 6 7 8 9 Next. To the right is an email composition form with fields for From (webmaster@yourserver.com), BCC, and Subject. Below these is a rich text editor with a toolbar and a message body containing placeholders for Site Name and Email. A 'Send Emails' button is at the bottom of the form. The footer of the page includes 'Sample Site' and a navigation menu: Home, Join Us, Latest Sites, Most Popular, Top Rated, Classifieds, Contact, Help, Feedback.

Note: There is no safety on the message editor, so if you press the **Send Emails** button the message will be sent. Once you have pressed the **Send Emails** button the following screens will show:

SENDING IN PROGRESS ...

0 %

Sites are processed in alphabetical order

Processing: [preparing...]
Status: [preparing...]

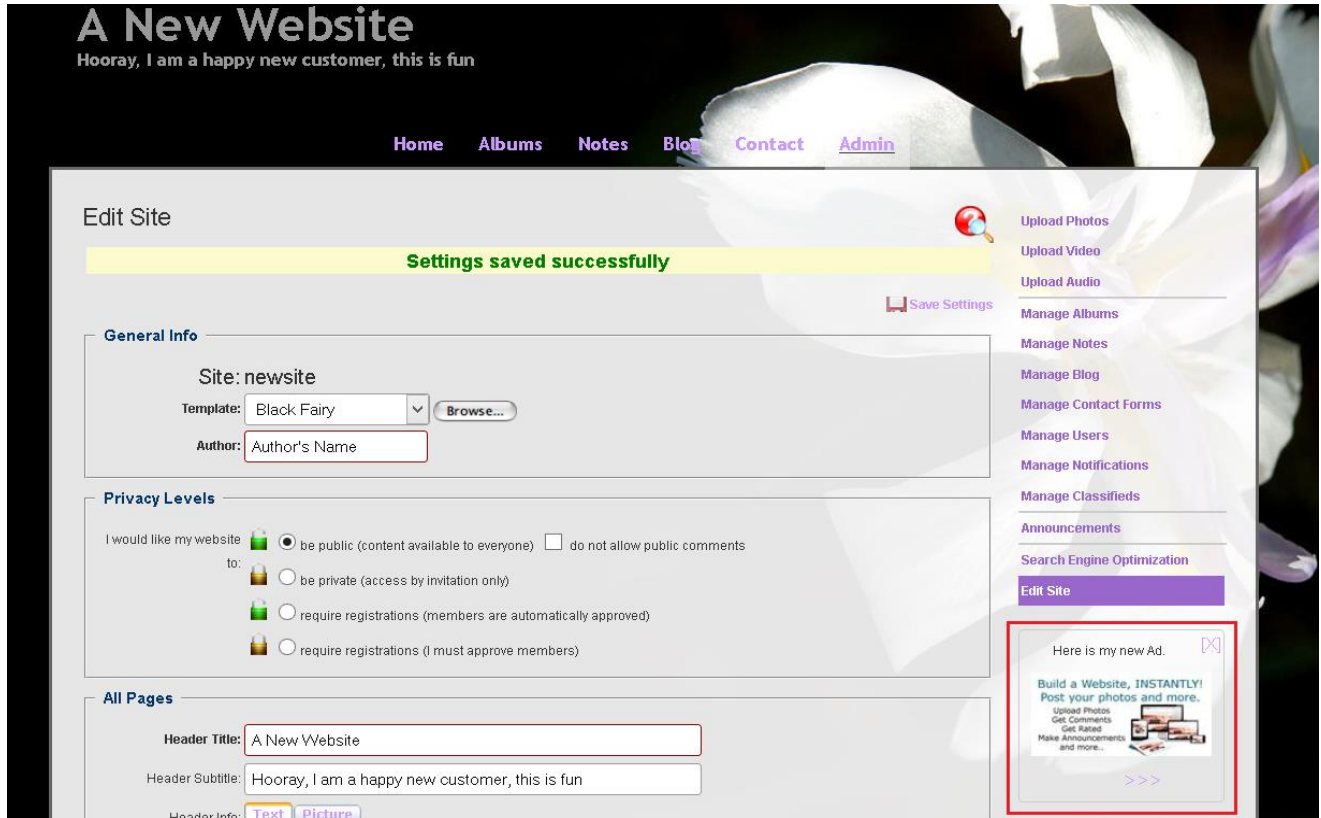
ALL EMAILS HAVE BEEN PROCESSED.

Preview [Event Log Viewer](#)

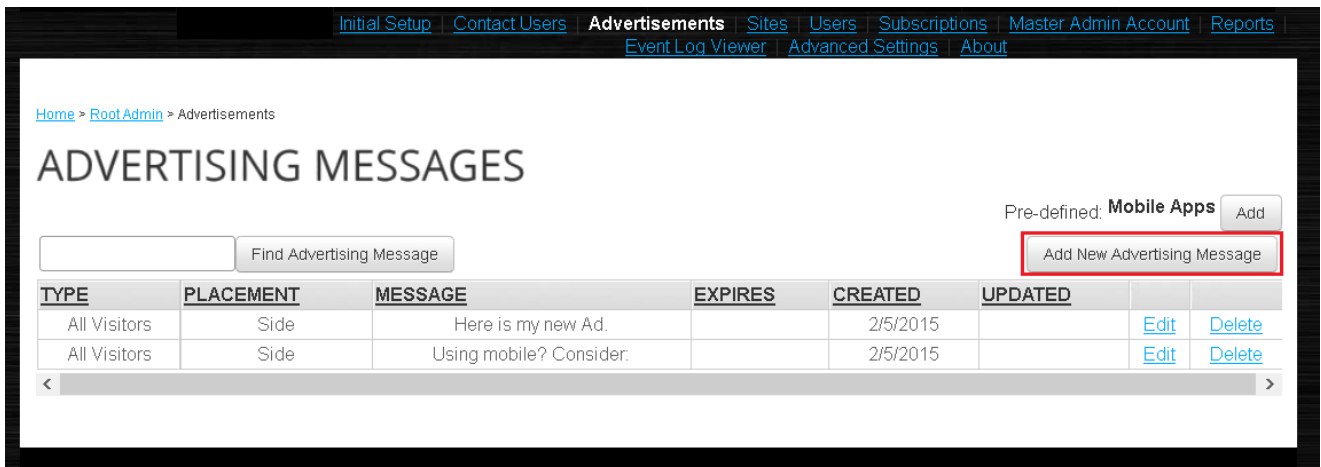
Send More

Advertisements

The Advertisements tool allows you to manage which ads are shown on websites that users create on your network. You may show ads on all websites to all visitors, only to logged in users of a site or just to the administrator or a website (site owner). This gives you some flexibility when running your marketing across your network. Google Adwords are supported. Furthermore you can show ads at both the top and side area or sites. Those who view the ads may close them.



To create a new ad, click the **Add New Advertising Message** button. You may also *Edit* and *Delete* your existing ads from this screen. You may also search all saved ads from this screen as you may have a long list of ads and want to find a specific one quickly, to edit it or delete it. As an example, SoNET comes with a pre-loaded advertisement for its mobile apps, you can add it your list and show it if you like.



Next select who shall see the advertisement. Choices are: *All Visitors*, *Logged-In Users Only* and *Site Owners Only*. Then select where the ad should be placed. Choices are: *Side* and *Top*. Finally select how long the ad should show. Choices for the duration of the advertisement range from 1 day to 365 days in various increments. Once you have those settings in place, you simply add the content for your ad using the editor as you would on any other page. When you are ready to broadcast the ad (make it live), press the **Save** button.

Note: There is no safety on the advertising editor, so if you press the **Save** button the advertisement will show according to the settings you have chosen.

Note: As with other places where you must use the editor, you will need to upload any pictures for your ads and then you can manipulate where in the ad they should appear. The pictures will be resized to fit in the selected advertising area.

[Home](#) > [Root Admin](#) > Advertisements

ADVERTISING MESSAGES

Type
All Visitors

Placement
Side

Expires:
Never

Message

File Edit Insert View Format Table Tools

Formats **B** *I* **A** **A** [List Icons] [Code Icon]

< [Text Area] >

p Words: 0

Image:
Browse... No file selected. Upload

Save Cancel

Event Log Viewer

Once the sending of emails have been completed you can check the 'Event Log Viewer' by clicking the link in the "All emails have been processed" screen.

The 'Event Log Viewer' is a running log of all important actions taken by the system and what the results of such actions were. If there are errors encountered then those too will be displayed as well. You may also filter the results you view by using the drop down selection for *Filter Type*.

Note: There is no confirmation on the **Delete All** button and pressing it will remove all the errors logged in the system.

SITE TITLE
SUBTITLE OR TAG LINE GOES HERE. Logout

HOME JOIN US LATEST SITES MOST POPULAR TOP RATED CLASSIFIEDS CONTACT HELP

[Initial Setup](#) | [Contact Users](#) | [Sites](#) | [Users](#) | [Subscriptions](#) | [Master Admin Account](#) | [Reports](#) | [Event Log Viewer](#) | [Advanced Settings](#) | [About](#)

[Home](#) > [Root Admin](#) > Event Log Viewer

EVENT LOG VIEWER

[See Last System Errors](#)

Filter: Type = = All Types = Delete All Search

TYPE	DATE	TME	SOURCE	EVENT	USER	DESCRIPTION
Information	1/15/2014	2:23:22 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:23:12 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:23:02 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:22:52 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:22:42 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:22:32 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:22:22 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:22:12 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:22:02 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:21:52 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:21:42 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:21:32 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:21:22 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:21:12 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:21:02 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:20:52 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:20:42 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:20:32 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:20:22 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:20:12 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:20:02 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:19:52 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:19:42 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:19:32 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.
Information	1/15/2014	2:19:22 PM	NotificationQueueItem	Outbound Notifications		Outbound notifications processed. Successes: 0. Errors: 0.

1 2 3 4 5 6 7 8 9 10 ...

Sample Site
[Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

Site Management

From the Root Admin Area, pressing the **Sites** button will take you to the sites management screen where you can click the *Action* dropdown menu then *Edit* (update subscription levels, control which sites are public or private, find out which sites are hidden, remove all storage limitations), *Hide*, *Delete* and *Clone* websites.

Searching for specific sites can be done with the help of the *filter options* drop down list next to the **Search** button. *Sort* criteria are represented by the underlined links at the top of the data table and can be used to alphabetize the listed sites or list them chronologically by when they were created or updated last.

Note: Newer versions of SoNET will show a 'Source' column which explains the inbound source responsible for the sites creation. This is useful for running affiliate programs so as to know how customers come in and from where.

Note: If you make a mistake while editing a site and click the wrong choice, simply select 'Cancel' link once it comes up. It is right below the 'Update' link when in editing mode.

SITE TITLE

SUBTITLE OR TAG LINE GOES HERE.

Logout

[HOME](#) [JOIN US](#) [LATEST SITES](#) [MOST POPULAR](#) [TOP RATED](#) [CLASSIFIEDS](#) [CONTACT](#) [HELP](#)

[Initial Setup](#) | [Contact Users](#) | [Sites](#) | [Users](#) | [Subscriptions](#) | [Master Admin Account](#) | [Reports](#) | [Event Log Viewer](#) | [Advanced Settings](#) | [About](#)

Home > Root Admin > Sites

SITES

Search: - Subscription - Search

SITENAME	HEADER	PUBLIC	REQ.REG.	HIDDEN	SOURCE	USERS	MEDIA	SUBSCRIPTION	NOLIMITS	CREATED	UPDATED	
2-11-1	Tytut do zmiany	✓				1	0	Platinum (US)		11/30/2010	8/10/2013	Action
adman	test	✓				1	0	Zloty		4/28/2011	7/27/2012	Action
alpha	Tytut do zmiany	✓	✓	✓		1	69	Srebrny		10/24/2010	7/26/2012	Action
asdasd	eqwe	✓				0	0	none		11/3/2013	11/3/2013	Action
awqrff	Tytut do zmiany	✓				1	0	Platinum (US)		7/25/2012	7/26/2012	Action
beta1	test	✓				1	0	Srebrny		5/12/2011	1/7/2012	Action
bomba	Talking about anything	✓				1	0	Srebrny		1/13/2011	8/20/2012	Action
bomba3	Header Title to change	✓				1	0	none		1/13/2011	7/26/2012	Action
cappa1	Tytut do zmiany	✓				1	0	none		7/28/2012	7/28/2012	Action
delta	Tytut do zmiany	✓		✓		1	0	none		11/13/2010	7/28/2012	Action
delta1	qweqw	✓				1	0	none		1/13/2011	1/13/2011	Action
delta10	Header Title to change	✓				1	0	none		9/17/2011	7/26/2012	Action
delta12	Header Title to change	✓		✓		1	0	none		9/17/2011	7/26/2012	Action
delta16	Header Title to change	✓				1	0	none		9/18/2011		Action
delta17	Header Title to change	✓				1	0	none		9/18/2011		Action
delta18	Header Title to change	✓				1	0	none		9/18/2011		Action
delta2	Header Title to change	✓				1	0	none		1/13/2011		Action
Demo1	Header Title to change	✓				1	10	none		1/2/2014		Action
epsilon	Tytut do zmiany	✓				1	0	none		11/22/2010	11/22/2010	Action
Eval1	Header Title to change	✓				1	0	none		7/9/2011		Action

1 2 3 4 5 6 7 Next> | Displaying page 1 of 7, sites 1 to 20 of 127.

Sample Site [Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

To Clone a website (this makes an exact duplicate site, with a different name that you specify), click the *Clone* link in the dropdown *Action* menu. This is very useful when used in the Internet Marketing role. Simply make a site and upload all the media content needed, clone the site and then add the unique text content. You can make many keyword domination websites like this, fast! Just remember not to use duplicate textual content as that will get your sites penalties from the search engines.

Note: The only way to change a site name is to clone it and enter a new name - all settings, content and members will remain intact. Once done, simply *delete* the old website or hide it.

SITE TITLE
SUBTITLE OR TAG LINE GOES HERE

Logout

HOME JOIN US LATEST SITES MOST POPULAR TOP RATED CLASSIFIEDS CONTACT HELP

[Initial Setup](#) | [Contact Users](#) | [Sites](#) | [Users](#) | [Subscriptions](#) | [Master Admin Account](#) | [Reports](#) | [Event Log Viewer](#) | [Advanced Settings](#) | [About](#)

Home > Root Admin > Sites

SITES

Search: - Subscription -

SITENAME	HEADER	PUBLIC	REQ.REG.	HIDDEN	SOURCE	USERS	MEDIA	SUBSCRIPTION	NOLIMITS	CREATED	UPDATED	
Eval1	Header Title to change	✓				1	0	none		7/9/2011		Action
gamma	Tytuł do zmiany	✓				1	0	none		11/13/2010		Edit
google122	test					1	0	none		11/6/2013	11/6/	Hide
googlesite	Header Title to change	✓				1	0	none		11/4/2013		Delete
GoogleSite1	Header Title to change	✓				1	0	none		11/2/2013		Clone
GoogleSite2	Header Title to change	✓				1	0	none		11/2/2013		
googlesite23	Test	✓				2	0	none		11/4/2013	11/4/2013	Action
GoogleSite3	Header Title to change	✓				0	0	none		11/3/2013		Action

You will see the message, “Successfully cloned site (. . .)” once that has been completed.

SITE TITLE
SUBTITLE OR TAG LINE GOES HERE

Logout

HOME JOIN US LATEST SITES MOST POPULAR TOP RATED CLASSIFIEDS CONTACT HELP

[Initial Setup](#) | [Contact Users](#) | [Sites](#) | [Users](#) | [Subscriptions](#) | [Master Admin Account](#) | [Reports](#) | [Event Log Viewer](#) | [Advanced Settings](#) | [About](#)

Home > Root Admin > Sites

SITES

Successfully cloned site 'Eval1' to site 'Eval2_Example'

Search: - Subscription -

SITENAME	HEADER	PUBLIC	REQ.REG.	HIDDEN	SOURCE	USERS	MEDIA	SUBSCRIPTION	NOLIMITS	CREATED	UPDATED	
Eval1	Header Title to change	✓				1	0	none		7/9/2011		Action
Eval2_Example	Header Title to change	✓				1	0	none		1/17/2014	1/17/2014	Action


User Management

Clicking the **Users** button will take you to the *Membership Users* section where you can view all users of all sites and find out who is a site owner/administrator (a small icon of a person is displayed next to site owners). You may also *Delete* individual users without deleting the site they belong to. Each users e-mail address is also displayed here. Searching through user info is accomplished with the **Search** button.

Both the created time for the account and the last activity is shown as well as if they have been approved or not by the sites owner. The username that the individual specified can also be viewed.

Note: You will need to use the horizontal scroll bar on some of the screens as there is simply too much data to show in the available width and creating any additional rows to display data would make the entire display unreadable.

The screenshot shows the 'MEMBERSHIP USERS' section of the SONET interface. It includes a search bar and a table with the following data:

USERNAME	SITE	EMAIL	CREATED	LASTACTIVITY	LOCKED	APPROVED	NOTE	
UnitTestUserLk45	SampleSite	unit.test.user@server.com	8/26/2013 3:15:05 AM	8/26/2013 3:15:05 AM		✓		Delete
UnitTestUserQDsk	SampleSite	unit.test.user@server.com	8/31/2013 4:32:05 PM	8/31/2013 4:32:05 PM		✓		 Delete
UnitTestUserqrV7	SampleSite	unit.test.user@server.com	8/31/2013 4:45:06 PM	8/31/2013 4:45:06 PM		✓		Delete

Note: Users that have a Green Checkmark in the *Locked* column have exceeded 10 failed logon attempts without trying the Forgot Password link. You will need to have them recreate a new site as there is no way to reset them from the admin section. Alternatively you can run the following SQL command against the SoNET database to unlock a single user with the correct email address:

```
UPDATE [dbo].[aspnet_Membership] SET IsLockedOut = 0
WHERE Email = '{email of the user with locked account}'
```

Subscription Management

Clicking the **Subscriptions** button will take you to the *Manage Subscriptions* area where you may create and manage the types of subscriptions your network supports and the cost associated with each.

The screenshot shows the 'MANAGE SUBSCRIPTIONS' page. At the top, there is a dark header with 'SITE TITLE' and 'SUBTITLE OR TAG LINE GOES HERE.' on the left, and a 'Logout' link on the right. Below the header is a blue navigation bar with buttons for HOME, JOIN US, LATEST SITES, MOST POPULAR, TOP RATED, CLASSIFIEDS, CONTACT, and HELP. Underneath the navigation bar is a breadcrumb trail: [Initial Setup](#) | [Contact Users](#) | [Sites](#) | [Users](#) | [Subscriptions](#) | [Master Admin Account](#) | [Reports](#) | [Event Log Viewer](#) | [Advanced Settings](#) | [About](#). Below this is another breadcrumb trail: [Home](#) > [Root Admin](#) > Subscriptions. The main heading is 'MANAGE SUBSCRIPTIONS'. There are five menu items, each with an icon and a description:

- Basic Settings**: Basic subscription settings: enable/disable, business email, trial period.
- Payment Options**: Define and manage payment options.
- Subscription Levels**: Define subscription levels.
- Transactions**: Preview current transactions.
- Customers**: See current paying customers.

 At the bottom of the page, there is a footer with 'Sample Site' on the left and a navigation bar with links: [Home](#), [Join Us](#), [Latest Sites](#), [Most Popular](#), [Top Rated](#), [Classifieds](#), [Contact](#), [Help](#), and [Feedback](#).

The **Basic Subscription** button will take you to the *Basic Subscriptions Settings* where you can choose if you will charge for usage or not, set a, “free trial” period and designate where payments should be directed.

The screenshot shows the 'BASIC SUBSCRIPTION SETTINGS' page. It has the same header and navigation as the previous page. The breadcrumb trail is: [Home](#) > [Root Admin](#) > [Subscriptions](#) > Basic Settings. The main heading is 'BASIC SUBSCRIPTION SETTINGS'. There are three form fields:

- Enable Subscriptions**: A dropdown menu currently set to 'False'.
- Trial Period in Days**: A text input field containing the number '30'.
- PayPal Business Email**: A text input field containing 'seller_1204873497_bi'.

 Below these fields is a 'Save Settings' button. At the bottom of the page, there is a footer with 'Sample Site' on the left and a navigation bar with links: [Home](#), [Join Us](#), [Latest Sites](#), [Most Popular](#), [Top Rated](#), [Classifieds](#), [Contact](#), [Help](#), and [Feedback](#). There is also a checkbox labeled 'How to Setup Instant Payment Notifications' which is checked.

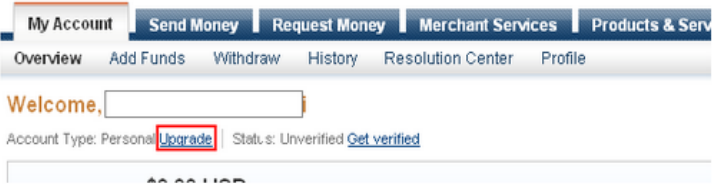
PayPal - Instant Payment Notification Setup

Clicking the text link marked *How to Setup Instant Payment Notifications* (IPN), shows you steps to complete in your PayPal Account to ensure proper forwarding of the transaction information for each payment you receive.

How to Setup Instant Payment Notifications

Please login to [PayPal](#) using [seller_1204873497_biz@iradek.com](#) email address. After you log in, follow these instructions.

IMPORTANT: You must set Instant Payment Notifications within PayPal for your subscriptions to work correctly. PayPal does not support them on Personal Accounts. You can upgrade to a Premiere or Business account for free. To do so - click the *Upgrade* button on the home page of your account.



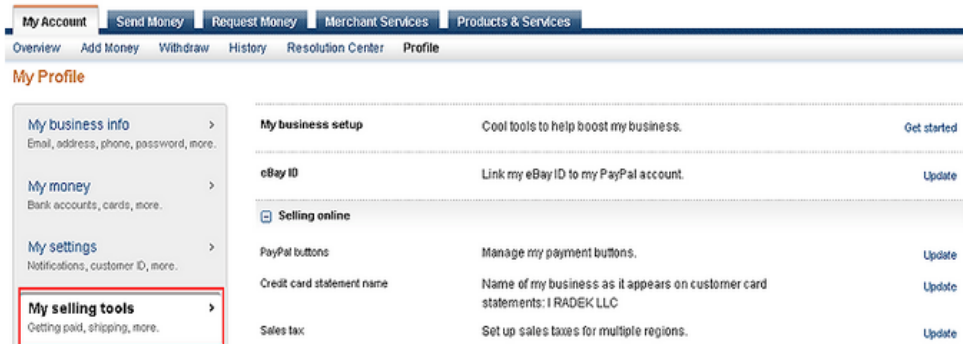
1. Click *Profile* on the *My Account* tab.

PayPal

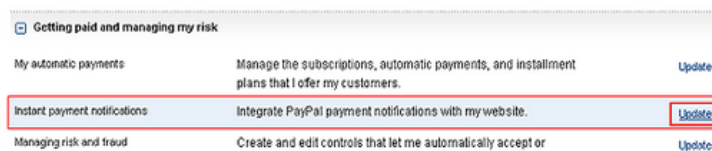


2. Click *My selling tools*

PayPal



3. Click *Update* in *Instant payment notifications* section.



- Click *Edit* to specify your Instant Payment Notification's URL and activate the listener.



My Account | Send Money | Request Money | Merchant Services | Products & Services | Community

Overview | Add Funds | Withdraw | History | Resolution Center | **Profile**

Instant Payment Notification (IPN) [Back to Profile Summary](#)

Instant Payment Notification (IPN) is a PayPal feature that sends messages about payments (and other transactional events) directly from PayPal to your website(s)' back-end systems. You can view up to 28 days worth of messages. You can also

- Resend messages not received by your website(s)' back-end systems
- Temporarily stop receiving messages (useful when performing maintenance on your back-end systems)

Messages are generated but stored at PayPal until you start receiving them again.

Use the IPN feature in these situations:

- Your service provider, cart provider or website developer has asked you to
- You have back-end systems that require IPN messages to automate business processes, such as creating shipping notifications and inputs to accounting applications.

[Learn more](#) about the IPN feature.

By clicking "Edit IPN Settings," you will be taken to the configuration page, where you determine where to send IPN messages and decide to start or stop receiving the messages.

[Edit IPN Settings](#)

- Select *Receive IPN messages* to activate Instant Payment Notifications
- Put the following address as "Notification URL": <http://preview.iradek.com/root/IPN.ashx>
- Click *Save*.



My Account | Send Money | Request Money | Merchant Services | Products & Services | Community

Edit Instant Payment Notification (IPN) settings [Back to Profile Summary](#)

PayPal sends IPN messages to the URL that you specify below.

To start receiving IPN messages, enter the notification URL and select **Receive IPN messages** below. To temporarily stop receiving IPN messages, select **Do not receive IPN messages** below. PayPal continues to generate and store IPN messages until you select **Receive IPN messages** again (or turn off IPN).

Notification URL

IPN messages

Receive IPN messages (Enabled)

Do not receive IPN messages (Disabled)

[Save](#) [Cancel](#)

Payment Settings

The **Payment Options** button will take you to the *Payment Options* screen where you can create, edit or delete payment scenarios that control when and how much of a subscription payment will be required from your users.

Note: Clicking **Add New Payment Option** button will take you to the same screen as *Edit* will. The difference is that the information will be blank and you will add a new option when you fill it in and save.

SITE TITLE
SUBTITLE OR TAG LINE GOES HERE. Logout

HOME JOIN US LATEST SITES MOST POPULAR TOP RATED CLASSIFIEDS CONTACT HELP

[Initial Setup](#) | [Contact Users](#) | [Sites](#) | [Users](#) | [Subscriptions](#) | [Master Admin Account](#) | [Reports](#) | [Event Log Viewer](#) | [Advanced Settings](#) | [About](#)

Home > [Root Admin](#) > [Subscriptions](#) > Payment Options

PAYMENT OPTIONS

Find Payment Options Add New Payment Option

PERIOD	PERIOD UNIT	PRICE	CURRENCY	METHOD	CREATED	UPDATED		
30	Days	7.99	USD	PayPal	11/20/2010	11/20/2010	Edit	Delete
1	Months	20.00	PLN	PayPal	10/24/2010		Edit	Delete
1	Years	220.00	PLN	PayPal	10/24/2010		Edit	Delete

Sample Site [Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

Clicking on the *Edit* link for any payment option will display the same screen as when an option is to be created. You may input the values you choose for each option. Text describing the option can also be included.

SITE TITLE
SUBTITLE OR TAG LINE GOES HERE. Logout

HOME JOIN US LATEST SITES MOST POPULAR TOP RATED CLASSIFIEDS CONTACT HELP

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Home > [Root Admin](#) > [Subscriptions](#) > Payment Options

PAYMENT OPTIONS

Edit Payment Option

Period

Unit

Price per Period

Currency

Description
(You can describe payment option here:
e.g. seven US Dollars & ninety-nine Cents
Basic Monthly Subscription)

Sample Site [Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

Subscription Settings

Clicking the **Subscription Levels** button will take you to the *Subscription Levels* screen where you can create, edit and delete the various levels that you want to offer users of your network.

The screenshot shows the top of a website with a dark blue header. On the left, it says "SITE TITLE" and "SUBTITLE OR TAG LINE GOES HERE.". On the right, there is a "Logout" link. Below the header is a light blue navigation bar with buttons for HOME, JOIN US, LATEST SITES, MOST POPULAR, TOP RATED, CLASSIFIEDS, CONTACT, and HELP.

[Initial Setup](#) | [Contact Users](#) | [Sites](#) | [Users](#) | [Subscriptions](#) | [Master Admin Account](#) | [Reports](#) | [Event Log Viewer](#) | [Advanced Settings](#) | [About](#)

[Home](#) > [Root Admin](#) > [Subscriptions](#) > Subscription Levels

SUBSCRIPTION LEVELS

ID	NAME	ALL	VIDEOS	AUDIO	BLOG	FORMS	USERS	PAYPAL	MEDIA#	QUOTA	FREE	PAYMENTS	CREATED	UPDATED		
SUBSCRIPTION_bd7466a1-d221-45bb-a318-63b469eabf3e	SamplePremium	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	unlimited	unlimited	<input type="checkbox"/>		7/15/2012		Edit	Delete
SUBSCRIPTION_b52c5d9b-59a9-4d47-8be5-946e861fee6d	SamplePremium	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	unlimited	unlimited	<input type="checkbox"/>		7/4/2012		Edit	Delete

Upon clicking either the **Add New Subscription Level** button or the *Edit* link, you will be taken to a screen that allows you to manage what features are included, at what levels, as well as settings like storage limitations for sites.

Note: Selecting the **Free** checkbox for any *Subscription Level* will mean users who select that level will not have to pay for a subscription and can use whatever features are assigned to that level without making any payment. Trial accounts turn into free accounts after the trial is over, if this checkbox is used.

[Home](#) > [Root Admin](#) > [Subscriptions](#) > Subscription Levels

SUBSCRIPTION LEVELS

Add New Subscription Level

Name	<input type="text"/>
Description	<input type="text"/>
Gives Access to All	<input type="checkbox"/>
Include Videos	<input type="checkbox"/>
Include Audio	<input type="checkbox"/>
Include Blog	<input type="checkbox"/>
Include Forms	<input type="checkbox"/>
Include Users	<input type="checkbox"/>
PayPal Support	<input type="checkbox"/>
Max. Number of Media	<input type="text"/> <input type="checkbox"/> Unlimited
Overall Quota for Media	<input type="text"/> MB <input type="checkbox"/> Unlimited
Order	<input type="text"/>
Highlighted	<input type="checkbox"/>
Payment Options [manage]	<input type="checkbox"/> Price: 7.99USD # Period: 30 # Unit: Days <input type="checkbox"/> Price: 20.00PLN # Period: 1 # Unit: Months <input type="checkbox"/> Price: 220.00PLN # Period: 1 # Unit: Years
Save	<input type="button" value="Save"/> <input type="button" value="Cancel"/>

Sample Site [Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

Transaction Records

Clicking the **Transactions** button will show you which recent Paypal transactions have taken place along with information such as the actual Paypal Transaction ID and the date when the subscription started.

Home > Root Admin > Subscriptions > Transactions

RECORDED TRANSACTIONS

Search: Search

TRANSACTIONID	CUSTOMER	SUBSCRIPTION	SITE	TYPE	START/CANCEL	PERIOD	UNIT	RECURS	PRICE PER PERIOD	CURRENCY	PAYMENTDATE	PAYMENTTYPE	PAYMENTSTATUS	PAYMENTPENDINGREASON
4R769476KN9019628	Test User	Platinum (US)	delta	subscr_payment	11/20/2010	30	Days	✓	7.99	USD	11/20/2010	instant	Pending	paymentreview
6B969636687668635	Test User	Srebrny	alpha	subscr_payment	11/20/2010	1	Months	✓	20.00	PLN	11/20/2010	instant	Pending	paymentreview
3PK763262C2656335	Test User	Srebrny	alpha	subscr_payment	11/20/2010	1	Months	✓	20.00	PLN	11/20/2010	instant	Completed	paymentreview

Sample Site [Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

Scrolling horizontally will display data such as the last payment date and whether or not the payment is actually completed and posted to your account. Additionally the Paypal Subscription ID is displayed along with the fee forwarded to Paypal for the transaction.

Home > Root Admin > Subscriptions > Transactions

RECORDED TRANSACTIONS

Search: Search

	START/CANCEL	PERIOD	UNIT	RECURS	PRICE PER PERIOD	CURRENCY	PAYMENTDATE	PAYMENTTYPE	PAYMENTSTATUS	PAYMENTPENDINGREASON	PAYMENTFEE	PAYMENGROSS	PAYPALSUBSCRIPTIONID
r_payment	11/20/2010	30	Days	✓	7.99	USD	11/20/2010	instant	Pending	paymentreview	0.53	7.99	S-8J1711357772474X
r_payment	11/20/2010	1	Months	✓	20.00	PLN	11/20/2010	instant	Pending	paymentreview	1.93	20.00	S-4CV04710UK5682905
r_payment	11/20/2010	1	Months	✓	20.00	PLN	11/20/2010	instant	Completed	paymentreview			S-24G78286VK898554D

Sample Site [Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

Clicking the **Customers** button will display all customers who are currently subscribed and allow editing of their subscription levels.

Home > Root Admin > Subscriptions > Customers

PAYING CUSTOMERS

Find Customers

CUSTOMERID	SITES	EMAIL	FIRSTNAME	LASTNAME	STREET	CITY	STATE	ZIP	COUNTRY	CONFIRMED	CREATED	UPDATED	
2A6JE2GDJ6U6J	worldventures										4/2/2012	7/2/2012	Edit Dele
2QQ6Y85YTHZSY	clubginna										4/7/2013	1/7/2014	Edit Dele

Setting Up a Master Admin Account

Clicking the **Master Admin Account** button will take you to the *Create Master Admin* page where you can assign an Administrator to your entire network. This is used if the site owner wishes to allow someone such as a Webmaster to monitor and manage the entire network. While the owner has all permissions and can access the actual web control panel, the Master Admin cannot. The Master Admin can however, log into any site on the network using his/her credentials.

Note: The Master Admin does not have the exact same permissions as the actual Site Owner but is able to edit any site they choose to log into with very few exceptions. You (Root Admin) should only use this functionality with the permission of your users, so as not to cause any changes that are not desired to a site. This is also the recommended way to monitor the content if need be, of your network especially if it contains private or member's only sites, as that content will not be visible under any other circumstance to the general public. Objectionable information can be removed in this way. If you forget the Master Admin password or need to create a new one, simply delete the site named "Master Admin", from the Sites control area and create a new site named "Master Admin" then go back into setup and add the new Master Admin credentials.

SITE TITLE
SUBTITLE OR TAG LINE GOES HERE. Logout

HOME JOIN US LATEST SITES MOST POPULAR TOP RATED CLASSIFIEDS CONTACT HELP

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[Home](#) > [Root Admin](#) > Master Admin Account

CREATE MASTER ADMIN

MASTER ADMIN CAN LOGIN TO ANY SITE WITH ADMIN PRIVILEGES

User Name: **MasterAdmin**

Email:

Password:

Password again:

Sample Site [Home](#) [Join Us](#) [Latest Sites](#) [Most Popular](#) [Top Rated](#) [Classifieds](#) [Contact](#) [Help](#) [Feedback](#)

Reports

Several reports are available to help you tell how your installation is doing. Some of these are Current Performance, Features in Use, Subscriptions by Country, Sites by Country and various performance over time reports that help you see if you are building up, maintaining or declining. These are key indications that you should become very familiar with and check often.

REPORTS

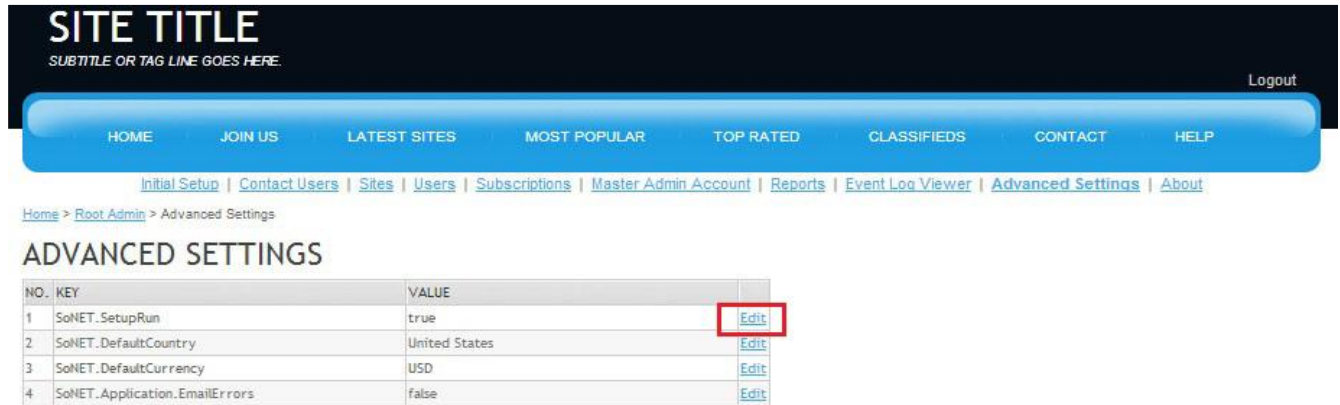
- = Select Report =
- Sites - Last 30 Days
- Sites - Last 90 Days
- Sites - This Year
- Sites - Yearly
- Sites - Hidden vs Not Hidden
- Sites by Country
- Subscriptions by Country
- Features in Use
- Current Performance

All Sites - Yearly

Year	Sites
2008	15
2009	76
2010	143
2011	148
2012	110
2013	97
2014	7

Advanced Settings

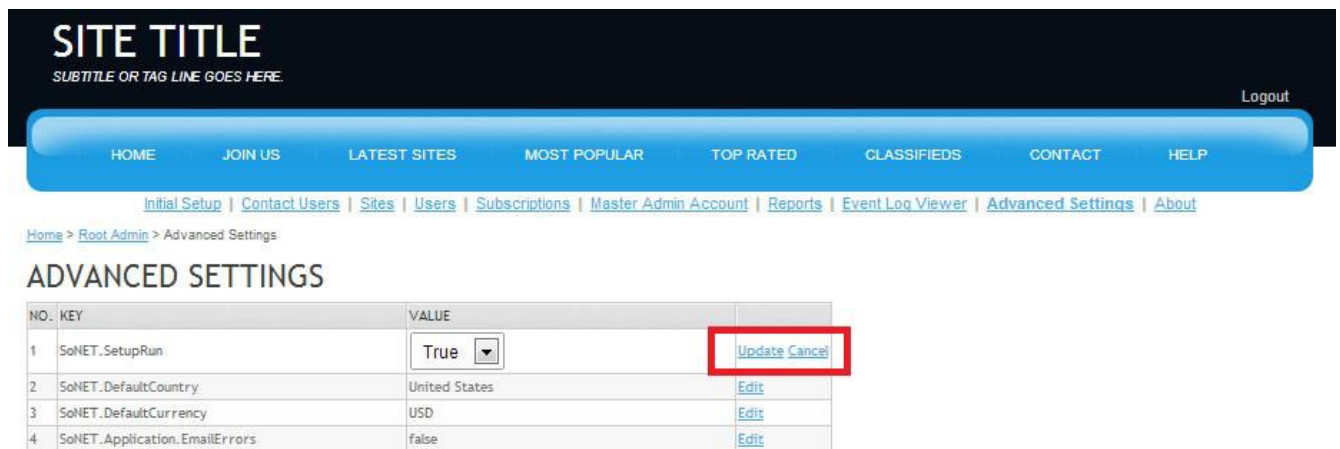
Clicking the **Advanced Settings** button or link will take you to the advanced settings console where several specific controls are placed to allow a more custom control for your network. Clicking the *Edit* link on any advanced setting, will allow you to adjust the available options for that setting.



The screenshot shows the 'Advanced Settings' page. At the top, there is a header with 'SITE TITLE' and a subtitle 'SUBTITLE OR TAG LINE GOES HERE'. Below this is a navigation bar with buttons for HOME, JOIN US, LATEST SITES, MOST POPULAR, TOP RATED, CLASSIFIEDS, CONTACT, and HELP. A 'Logout' link is in the top right corner. Below the navigation bar is a breadcrumb trail: Home > Root Admin > Advanced Settings. The main content area is titled 'ADVANCED SETTINGS' and contains a table with the following data:

NO.	KEY	VALUE	
1	SoNET.SetupRun	true	Edit
2	SoNET.DefaultCountry	United States	Edit
3	SoNET.DefaultCurrency	USD	Edit
4	SoNET.Application.EmailErrors	false	Edit

Once the *Edit* link for any function is clicked then several values for that function will appear and can be selected. When you are finished simply click the *Update* link and that value will be saved.



The screenshot shows the 'Advanced Settings' page after clicking the 'Edit' link for the first setting. The table now shows a dropdown menu for the value of 'SoNET.SetupRun' and an 'Update Cancel' link highlighted in red. The other settings remain the same.

NO.	KEY	VALUE	
1	SoNET.SetupRun	True ▾	Update Cancel
2	SoNET.DefaultCountry	United States	Edit
3	SoNET.DefaultCurrency	USD	Edit
4	SoNET.Application.EmailErrors	false	Edit

NOTE: The **Event Log Viewer** button takes you to the *Event Log Viewer* which was covered during the Messaging Users section. Please ensure to read the section for details about this functionality.

List of All Advanced Settings

1. **SoNET.SetupRun**
Indicates whether the SoNET Setup Wizard was run and finished.
You can set it to “false” to force the Setup Wizard to run again.
2. **SoNET.DefaultCountry**
Sets default country when one could not be detected.
3. **SoNET.DefaultCurrency**
Default payment currency for Subscriptions used by the engine when none is provided.
4. **SoNET.Application.EmailErrors**
Indicates whether to immediately email errors when they occur.
5. **SoNET.EmailErrorsTo**
Email address where errors will be sent to when the above setting is “true”.
6. **SoNET.Upload.MaxFileSizeInMB**
Maximum size of any file to upload. Measured in megabytes.
7. **SoNET.Smtp.From**
Standard email address used in the 'from:' field.
8. **SoNET.Smtp.Host**
SMTP host used to send all emails.
9. **SoNET.SoNET.Smtp.Port**
SMTP port used by SMTP host to send all emails. The default is 25.
10. **SoNET.SoNET.Smtp.UserName**
User name used to authenticate SMTP server (when required).
11. **SoNET.SoNET.Smtp.Password**
Password of the user that is used to authenticated SMTP server (when user name is required).
12. **SoNET.Smtp.SendUserMessagesFromSmtpSetting**
SoNET.Smtp.From field will be used as 'from' address when *SoNET.Smtp.SendUserMessagesFromSmtpSetting* is set to “true”. This helps to resolve spam blocking issues.
When *SoNET.Smtp.SendUserMessagesFromSmtpSetting* is set to “false” - 'from' address will be populated with the site owner's email.
13. **SoNET.Smtp.DelayBetweenMultipleEmailsInMilliseconds**
Delay to impose between each email being sent while sending multiple emails. Measured in milliseconds.
This helps to comply with anti-spam policies with some ISPs.
14. **SoNET.DefaultNumberOfLatest**
Sets default number of latest media displayed in “Latest” widget.
15. **SoNET.DefaultNumberOfMostViewed**
Sets default number of most viewed media displayed in “Most Viewed” widget.

- 16. SoNET.DefaultNumberOfTopRated**
Sets default number of top rated media displayed in “Top Rated” widget.
- 17. SoNET.DefaultNumberOfRecentComments**
Sets default number of recent comments displayed in “Recent Comments” widget.
- 18. SoNET.DefaultNumberOfLatestBlogPosts**
Sets default number of latest blog posts displayed in “Latest Blog” widget.
- 19. SoNET.DefaultNumberOfAnnouncements**
Sets default number of announcements displayed in “Announcements” widget.
- 20. SoNET.DefaultNumberOfClassifieds**
Sets default number of classifieds displayed in “Classifieds” widget.
- 21. SoNET.DefaultNumberOfMembers**
Sets default number of members displayed in “Members” widget.
- 22. SoNET.RootSite.Name**
Name of the root site. Used as title on the front page of main site and in all references where a name of main/root site is needed in plain language (for example in auto generated emails).
- 23. SoNET.RootSite.URL**
Full URL (with http://) of the root site. Sets main URL of the engine. Used in all references where clickable URL is needed (for example in auto generated link of a newly created user site).
- 24. SoNET.RootSite.LogoURL**
URL to a root site logo. Sets the location for a logo graphic to be displayed on all root pages if needed.
- 25. SoNET.RootSite.AllowTryDemo**
Indicates whether or not to allow the Live Demo function without the need of registration.
- 26. SoNET.RootSite.DisplayTopMediaOnFrontPage**
Indicates whether to display Top Media on the front page of the root site.
- 27. SoNET.RootSite.DisplayOnlineStatusInDirectory**
Indicates whether to display online/offline user status in Directory of sites listed.
- 28. SoNET.RootSite.DisplayCountryInDirectory**
Indicates whether to display users' Country information in Directory of sites listed.
- 29. SoNET.RootSite.DisplayLoginOnFrontPage**
Indicates whether to display and allow login/password help on the front page of the root site.
- 30. SoNET.RootSite.Template**
Template used by the root site.
- 31. SoNET.RootSite.UseCustomTemplate**
Indicates whether to use a custom template for the root site. When “true” – the template for the root site is served from the following locations:

- /RootData/RootTemplate (master pages)
- /RootData/RootTheme (css + images)

This allows for customization of the template for the root site.

32. SoNET.Contact.HelpEmail

Email address to which 'Contact Us' form from Help sends email messages.

33. SoNET.UploadPhotos.ShowThumbnailSizes

Indicates whether to show a dropdown with thumbnail sizes to choose when uploading photos.

34. SoNET.UploadPhotos.ShowSharpen

Indicates whether to show a choice for sharpening images when uploading photos.

35. SoNET.UploadPhotos.MaxFileSizeInMB

Indicates maximum size of a file with photos to upload. Measured in megabytes.

36. SoNET.UploadVideo.AllowUploadOptionalThumbnail

Indicates whether to allow a user to upload an optional thumbnail for a video being uploaded. This thumbnail will be used instead of an auto-generated one.

37. SoNET.UploadVideo.ShowThumbnailSizes

Indicates whether to show a dropdown with thumbnail sizes to choose when uploading a video.

Note: *SoNET.UploadVideo.AllowUploadOptionalThumbnail* must be set to *true* for this setting to take effect.

38. SoNET.UploadVideo.ShowDuration

Indicates whether to show a form entry allowing to choose duration of the movie when uploading a video.

39. SoNET.UploadVideo.MaxFileSizeInMB

Indicates maximum size of a video file to upload. Measured in megabytes.

40. SoNET.UploadAudio.ShowDuration

Indicates whether to show a form entry allowing to choose duration of an audio file when uploading an audio file.

41. SoNET.UploadAudio.MaxFileSizeInMB

Indicates maximum size of an audio file to upload. Measured in megabytes.

42. SoNET.Login.CheckIfCookiesAreEnabled

Indicates whether to check if browser supports cookies while logging in.

43. SoNET.DefaultTemplate

Name of the default template used when none is defined (all new sites will start with this template).

44. SoNET.SitesArePublicByDefault

Indicates whether sites are suggested to be public by default.

45. SoNET.FeedbackEmail

Email address to which feedback button is hooked onto. This field must not be blank.

46. SoNET.NewSiteBCCEmail

When defined - indicates an email address to which to send blind carbon copy with invitation to newly created site.

47. SoNET.SEO.AllowForPublicSites

Indicates whether to allow individual public sites to change their own Search Engine Optimization (SEO) settings.

48. SoNET.DefaultComponentName.Media

Default tab name for Media on all sites.

49. SoNET.DefaultComponentName.FunFacts

Default tab name for Fun Facts on all sites.

50. SoNET.DefaultComponentName.Blog

Default tab name for Blog on all sites.

51. SoNET.DefaultComponentName.Form

Default tab name for Form on all sites.

52. SoNET.DefaultComponentName.Announcements

Default tab name for Announcements on all sites.

53. SoNET.DefaultComponentName.Classifieds

Default tab name for Classifieds on all sites.

54. SoNET.Announcements.Enable

Indicates whether Announcements are enabled.

55. SoNET.Announcements.ShowTime

Indicates whether to show how much time elapsed since Announcement was last posted.

56. SoNET.Announcements.AvatarWidth

Indicates the width of the avatar displayed in Announcements.

57. SoNET.Announcements.HowMany

Indicates how many of latest Announcements to keep in the system (matches the number of announcements displayed on the front page and announcement page).

58. SoNET.Classifieds.Enable

Indicates whether Classifieds are enabled.

59. SoNET.Classifieds.DisplayCompensation

Indicates whether Classifieds display compensation.

60. SoNET.Classifieds.DisplayOnFrontPage

Indicates whether to display Classifieds on the front page of the root site.

61. SoNET.Classifieds.AllowComments

Indicates whether to allow Comments for Classifieds.

- 62. SoNET.Classifieds.EnablePostExpiration**
Indicates whether to enable expiring of classified posts.
- 63. SoNET.Forms.EnableVideoChat**
Indicates whether to enable video chat on the form page and dedicated widget.
- 64. SoNET.Subscriptions.Enable**
Indicates whether to enable Subscriptions to collect payments from individual sites.
- 65. SoNET.Subscriptions.TrialPeriodInDays**
Indicates the number of days that the Free Trial of service is offered when Subscriptions are enabled.
- 66. SoNET.Jobs.Enable**
Indicates whether to enable long running/background jobs.
- 67. SoNET.Jobs.NotifyUsersAboutNewContent.StartTime**
Indicates the time of the day when the Job that notifies users about new content starts to run.
- 68. SoNET.Profile.KeepOriginalPicture**
Indicates whether to keep original picture that is linked to smaller version of uploaded profile avatar.
- 69. SoNET.PayPal.SandboxUrl**
URL to PayPal's sandbox payment system provided by PayPal.
- 70. SoNET.PayPal.RegularUrl**
URL to PayPal's regular payment system provided by PayPal.
- 71. SoNET.PayPal.UseSandbox**
Indicates whether to use sandbox URL (as opposed to regular one) for PayPal transactions.
- 72. SoNET.PayPal.BusinessEmail**
Main business email address where all PayPal payments are being sent to.
- 73. SoNET.PayPal.SupportHtmlEditors**
Indicates whether to enable PayPal button for Html editors.
- 74. SoNET.Members.MaxNumberToContact**
Indicates maximum number of user members that the site owner can contact at the same time.
- 75. SoNET.Security.CreateSite.DenyCountries**
Comma delimited list with countries to which to deny site creation.
- 76. SoNET.Security.CreateSite.UseVisibleCaptcha**
Indicates whether to use visible (instead of invisible) captcha on the site creation page.
- 77. SoNET.Security.Comments.UseVisibleCaptcha**
Indicates whether to use visible (instead of invisible) captcha on every comments field.
- 78. SoNET.OpenAuth.Twitter.Enable**
Indicates whether to enable Open Auth login with Twitter.

- 79. SoNET.OpenAuth.Twitter.ConsumerKey**
Unique consumer key registered at <https://dev.twitter.com>
- 80. SoNET.OpenAuth.Twitter.ConsumerSecret**
Client secret from <https://dev.twitter.com>
- 81. SoNET.OpenAuth.Microsoft.Enable**
Indicates whether to enable Open Auth login with Microsoft.
- 82. SoNET.OpenAuth.Microsoft.ClientId**
Unique application ID registered at <https://developers.facebook.com/apps>
- 83. SoNET.OpenAuth.Microsoft.ClientSecret**
Client secret from <http://dev.live.com>
- 84. SoNET.OpenAuth.Facebook.Enable**
Indicates whether to enable Open Auth login with Facebook
- 85. SoNET.OpenAuth.Facebook.AppId**
Unique application ID registered at <https://developers.facebook.com/apps>
- 86. SoNET.OpenAuth.Facebook.AppSecret**
Application secret from <https://developers.facebook.com/apps>
- 87. SoNET.OpenAuth.Google.Enable**
Indicates whether to enable Open Auth login with Google.
- 88. SoNET.VideoChat.Enable**
Indicates whether to enable video chat support for entire engine.
- 89. SoNET.VideoChat.OpenTok.Key**
Unique key registered at <https://tokbox.com/signup>
- 90. SoNET.VideoChat.OpenTok.Secret**
Secret for the OpenTok key registered at <https://tokbox.com/signup>
- 91. SoNET.API.CORS.Origins**
Comma separated list of origins that are allowed to access the API via CORS call. '*' character allows all.
- 92. SoNET.API.OAuth.Enable**
Determines whether to secure entire API with OAuth grants.
- 93. SoNET.API.UploadVideo.AutoRotate**
Determines whether to automatically rotate non-horizontal videos during upload via API.
Note: When false – vertical images are uploaded faster since they do not require re-encoding on the server.
- 94. act:TwitterConsumerKey**
Consumer Key used by Twitter widget. It can be obtained from:
<https://developers.facebook.com/apps/new>

95. act:TwitterConsumerSecret

Consumer Secret used by Twitter widget. It can be obtained from:

<https://developers.facebook.com/apps/new>

96. act:TwitterAccessToken

Access Token used by Twitter widget. It can be obtained from:

<https://developers.facebook.com/apps/new>

97. act:TwitterAccessTokenSecret

Access Token Secret used by Twitter widget. It can be obtained from:

<https://developers.facebook.com/apps/new>

Platform Extensibility

Each SoNET instance comes with comprehensive REST API that can be used by developers using various technologies to build exciting desktop and mobile applications against SoNET Engine.

For more details please access the following URL:

[http://\[Base URL of Your Engine\]/api/help](http://[Base URL of Your Engine]/api/help)

Example: <http://www.mysafemedia.com/api/help>.

Simple steps can be followed to quickly start building new applications:

[http://\[Base URL of Your Engine\]/api/help/security](http://[Base URL of Your Engine]/api/help/security)

Example: <http://www.mysafemedia.com/api/help/Security>

Above link contains code examples in JavaScript and .NET.

Mobile Clients

You and your users can also create and access their websites using popular mobile platforms:



Please search for “SoNET Mobile” in both stores.

Among the powerful features that the mobile application allows you to use are:

- Preview photo, video and audio files
- Upload new or existing photo, video and audio content
- Rate and comment media
- Preview “Most Viewed”, “Top Rated” lists
- Add “Announcements” (Shouts)
- and more ..

Licensing

Clicking the **ABOUT** button will display the current **license configuration for the SoNET** installation as illustrated below.

The screenshot shows the SoNET website interface. At the top, there is a dark header with the text "SITE TITLE" and "SUBTITLE OR TAG LINE GOES HERE." on the left, and a "Logout" link on the right. Below this is a blue navigation bar with buttons for HOME, JOIN US, LATEST SITES, MOST POPULAR, TOP RATED, CLASSIFIEDS, CONTACT, and HELP. Underneath the navigation bar is a list of links: Initial Setup, Contact Users, Sites, Users, Subscriptions, Master Admin Account, Reports, Event Log Viewer, Advanced Settings, and About. A breadcrumb trail reads "Home > Root Admin > About". The main heading is "ABOUT" followed by the SoNET logo and "Version: 4.0.0.4". The license status is "Not Checked" and it is an "EVALUATION VERSION". A note says "Please contact sales@iradek.com for new license." The footer contains copyright information "© 2008-2014 I-RADEK, LLC. All rights reserved" and a secondary navigation bar with links: Home, Join Us, Latest Sites, Most Popular, Top Rated, Classifieds, Contact, Help, and Feedback.

Note: ALL SoNET versions are equal in capability. **Your license determines how many sites SoNET will allow you to have on your network.** The number is NOT cumulative but instead a TOTAL for the amount of sites allowed, so if you delete unused sites, you can effectively use the maximum amount allowed by your license. This ensures that your network is utilized 100% and helps you run a more efficient install with no wasted sites. **SoNET is typically sold with a 200 site license.**

SoNET Licenses and number of sites available per:

Generates 10 sites	SoNET Free
Generates 75 sites	SoNET Lite
Generates 200 sites	SoNET
Generates 500 sites	SoNET 500
Generates 1000 sites	SoNET 1K
Generated Unlimited sites	SoNET Ultra

Enjoy!

Questions, problems?

Please contact support@iradek.com with any related questions. We will be glad to help you.



APPENDIX A

Installation on Windows Azure

Detailed Steps

Appendix A - Installation on Windows Azure – Detailed Steps

SoNET can be installed in the state-of-the-art cloud environment offered by Microsoft – Windows Azure. Virtual Machines offered by Azure are designed with height availability in mind. They are geo-redundant and can be load balanced. It's very easy to scale up and down the the hardware behind each Virtual Machine.

Here are the steps on how to install SoNET Web Engine in Windows Azure:

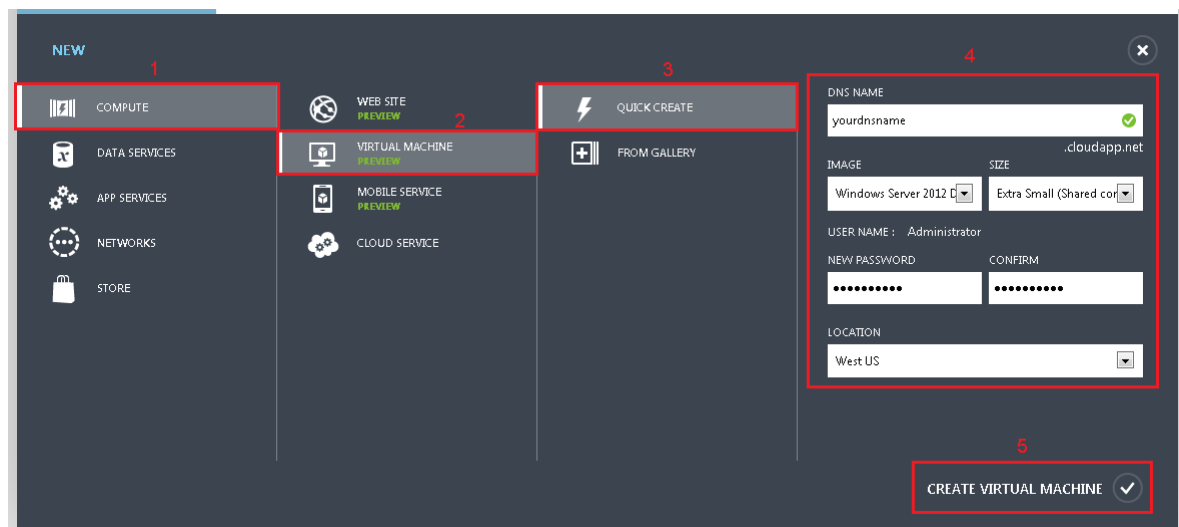
Step 1 – Signup to Windows Azure at the following address: <http://www.windowsazure.com/>

Step 2 – Create new Virtual Machine:

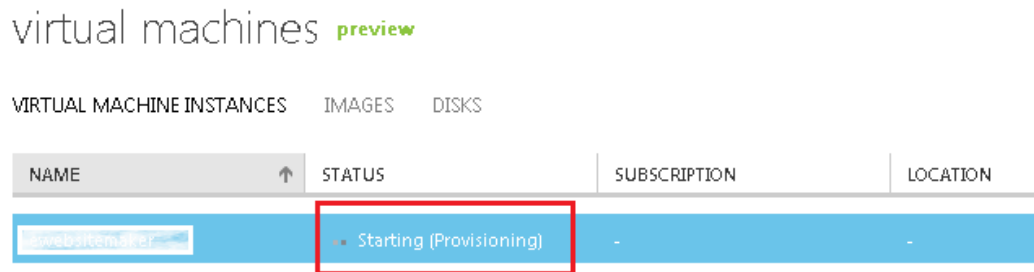
- 1.1. **Login** to Windows Azure.
- 1.2. Click **New**.



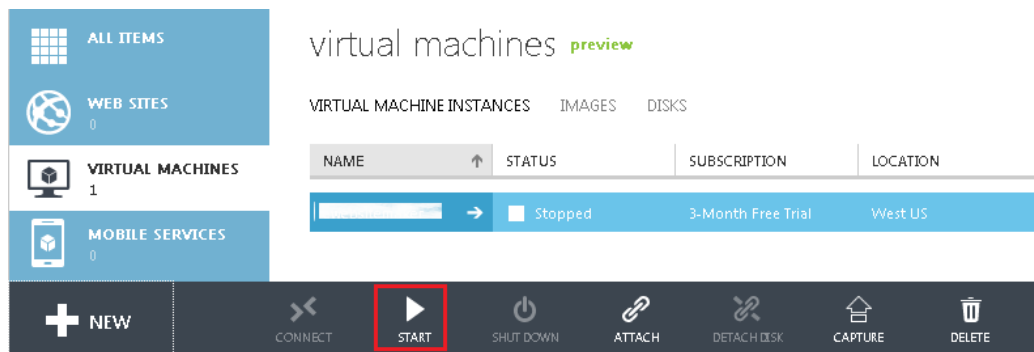
- 1.3. Select **Compute**, **Virtual Machine** and **Quick Create**, then fill out your **DNS** and account information then click **CREATE VIRTUAL MACHINE** button.



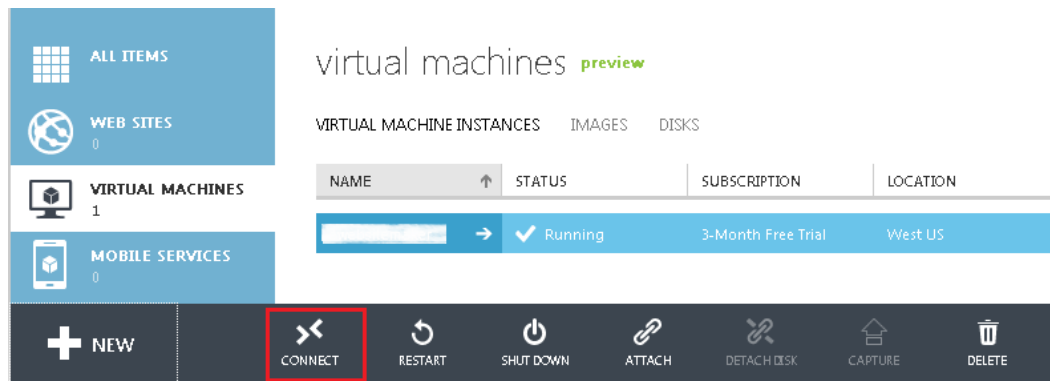
1.4. Wait for your Virtual Machine to be provisioned.



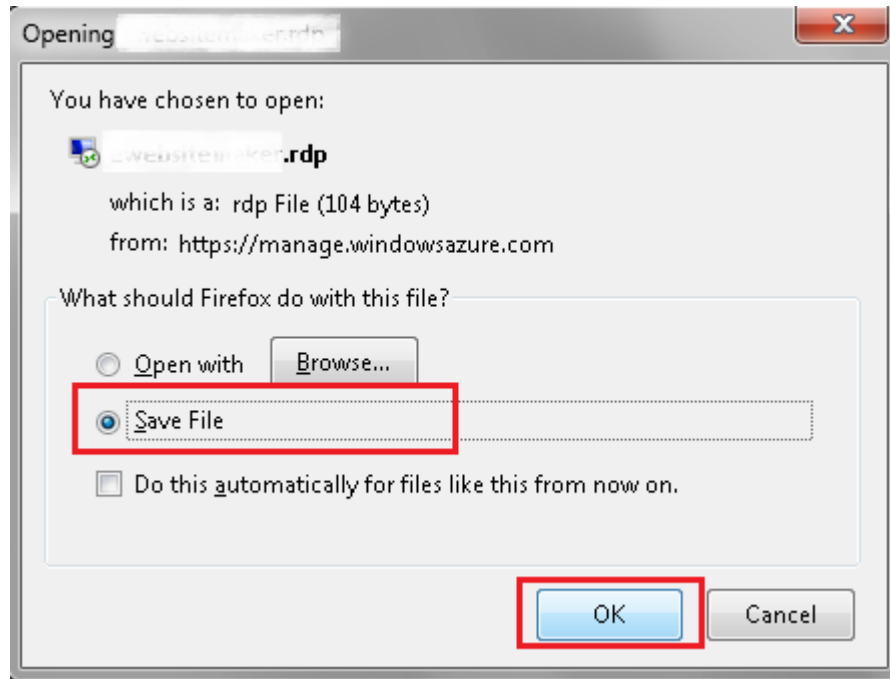
1.5. **START** new Virtual Machine after it is provisioned.



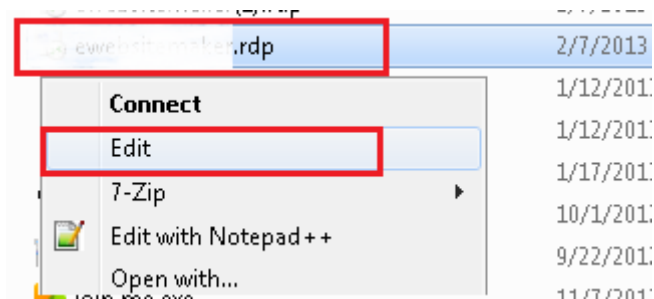
1.6. **CONNECT** to your new Virtual Machine.



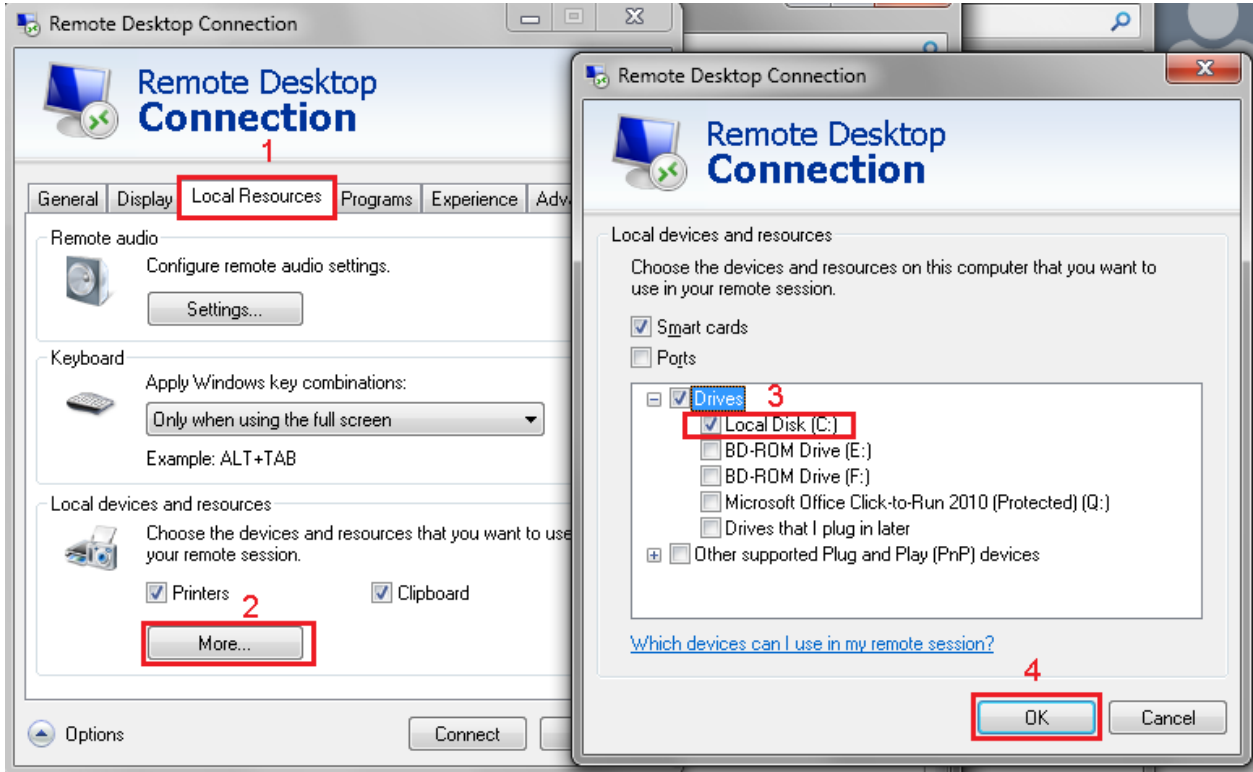
When prompted you may save ***.rdp** file somewhere on your local disk:



We recommend to edit the ***.rdp** file after you save it:

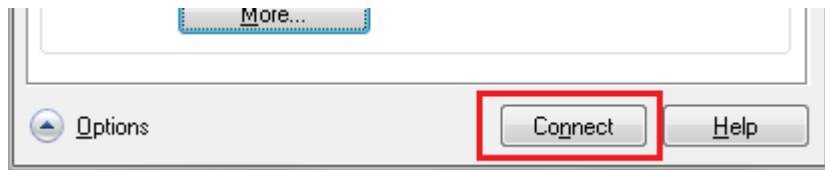


You can also add **Local Disk (C:)** to your **Local devices and resources**:

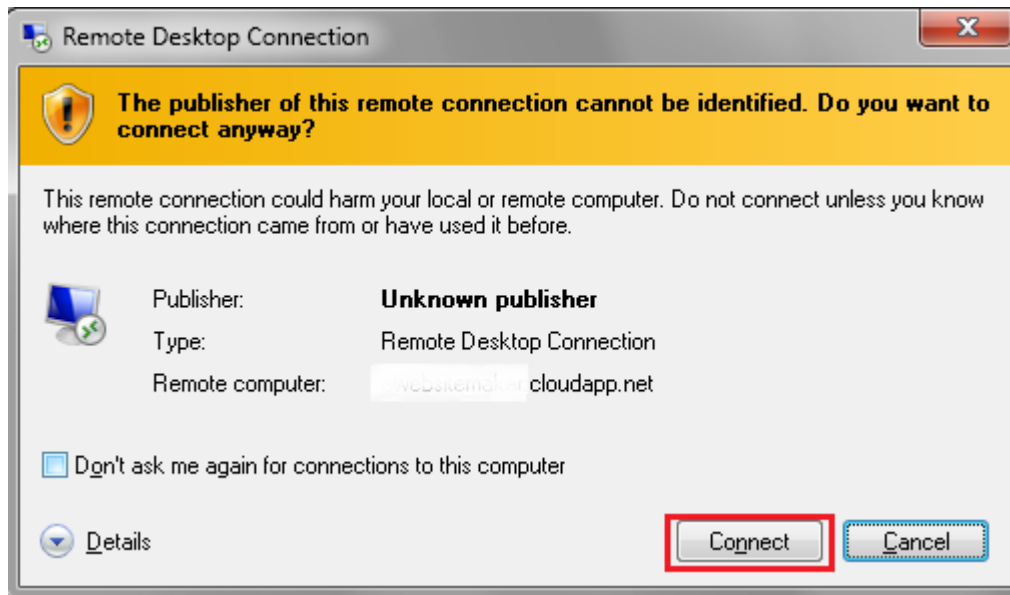


Adding **Local Disk (C:)** ensures you will be able to copy files back and forth your local and Virtual Machine via Ctrl+C, Ctrl+V (clipboard).

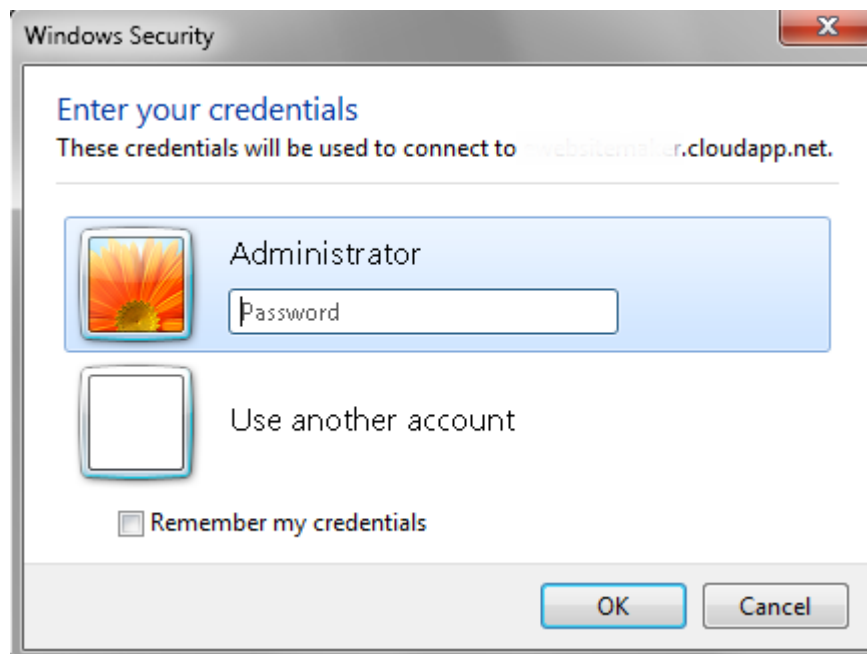
You can then **Connect** to your Virtual Machine.



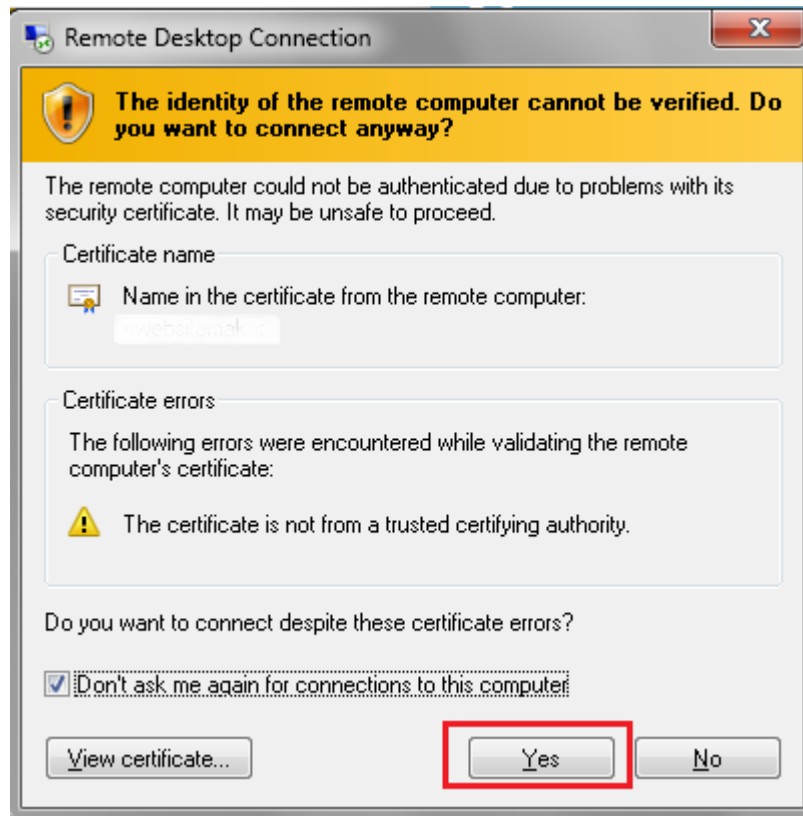
You might be prompted with below message. Click **Connect** again.



The user is **Administrator** and the password is the same you have used to create new Virtual Machine.



You may be prompted with below message. Please click **Yes** to finalize connection.



Step 3 – Install SoNET

At this point you may proceed to install SoNET.

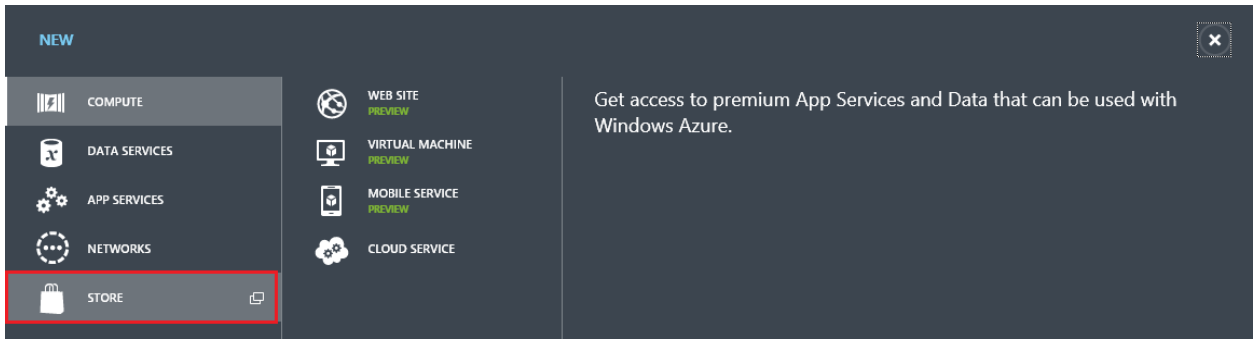
Follow **Installation** steps from page 4 to install SoNET.

Please contact us at support@iradek.com if you encounter any problems here. We'll be glad to help you as quickly as possible.

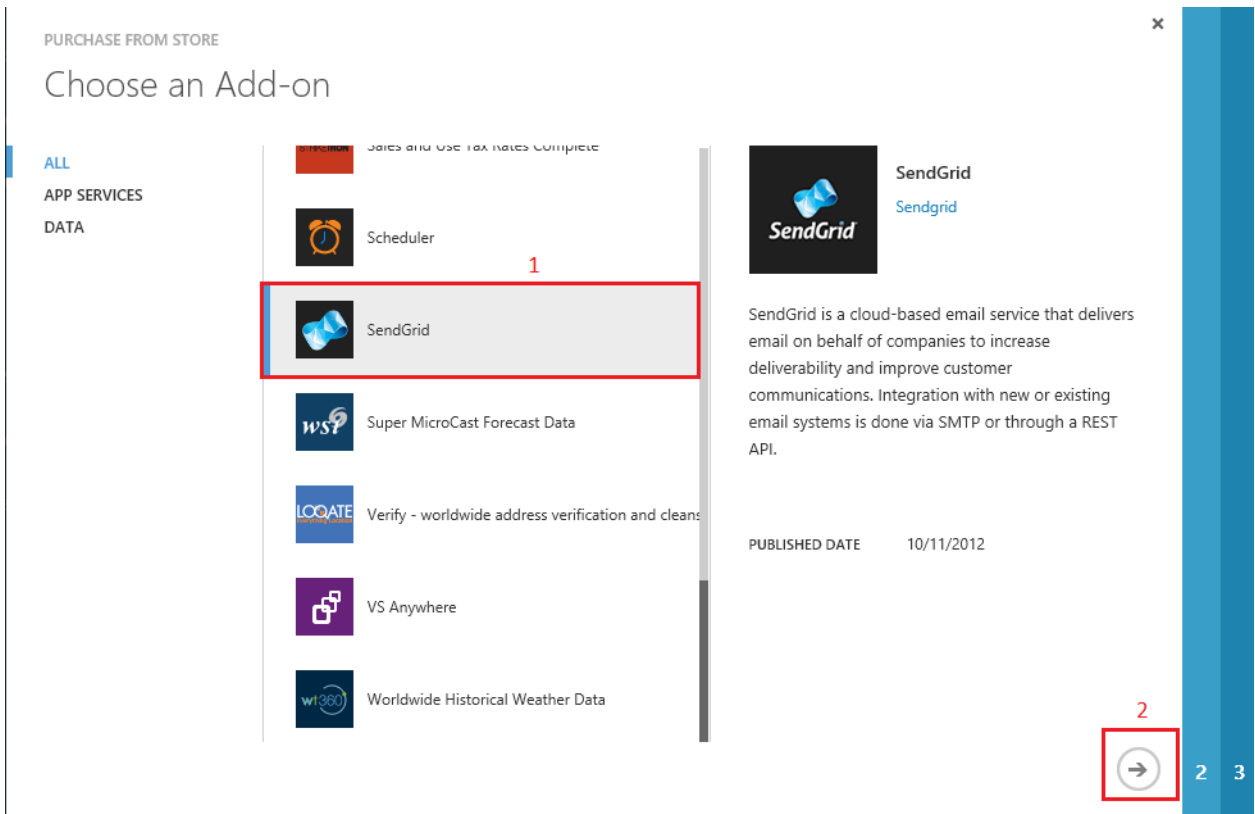
Step 4 – Add and configure SMTP server

SoNET uses various email communication. In order for it to be able to send emails out you will need to install and configure SMTP server. It's easy under Windows Azure. Please follow below steps.

1.1. In your Windows Azure dashboard go to the **Store**.



1.2. Choose **SendGrid** Add-on and click arrow button.



1.3. On **Review Purchase** screen click **Purchase**.

PURCHASE FROM STORE

Review Purchase



SendGrid

SendGrid

PLAN	FREE
PRICE	0.00 USD /MO
TAX	0.00 USD /MO
DISCOUNT [?]	0.00 USD /MO
TOTAL	0.00 USD /mo

You will be charged the payment amount when you click 'Purchase'.

Legal Terms

By clicking "Purchase", I (a) authorize Microsoft to charge my current payment method on a monthly basis for the amount indicated until my service is cancelled or terminated, (b) acknowledge the offering is provided by Sendgrid, not Microsoft and agree to the Sendgrid [terms of use](#) and [privacy statement](#), and (c) agree to sharing my contact information with Sendgrid.



1 2

Please note you will NOT be charged at this point under default free plan. You may send thousands of emails for free with this add-on.

1.4. Add SendGrid's configuration information.

You can find your **STM Server**, **Username** and **Password** information under **Connection Info** for **SendGrid**.

Change **SoNET.Smtp.Host** value in **C:\inetpub\wwwroot\Engine.config** file.

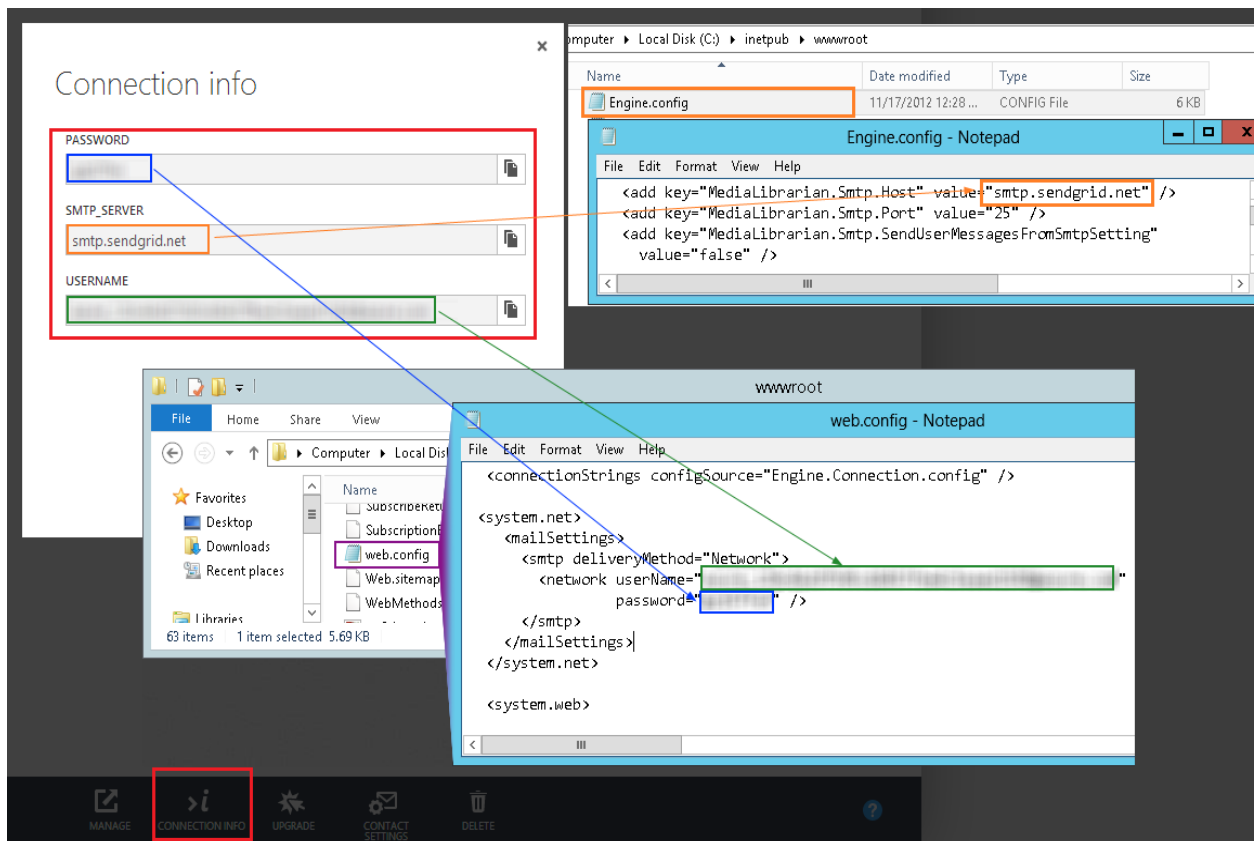
Add the following section with proper **username** and **password** to **C:\inetpub\wwwroot\web.config** file:

```

<system.net>
  <mailSettings>
    <smtp deliveryMethod="Network">
      <network userName="[SendGrid's user name]"
        password="[SendGrid's password]" />
    </smtp>
  </mailSettings>
</system.net>

```

Please see below screenshot for reference:



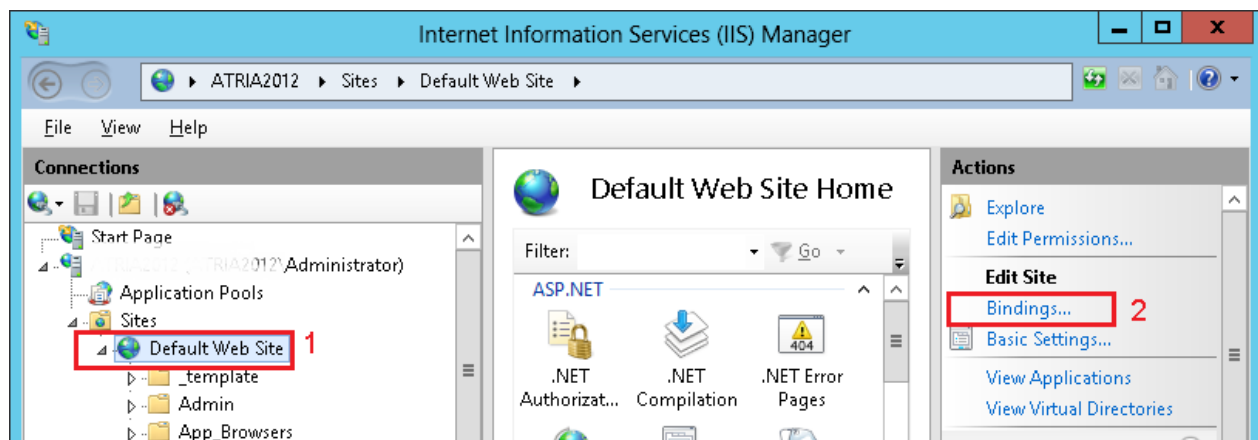
Please note `<system.net>` section should be on the same level as `<connectionStrings>` and `<system.web>`.

Step 5 – Configure your domain (optional)

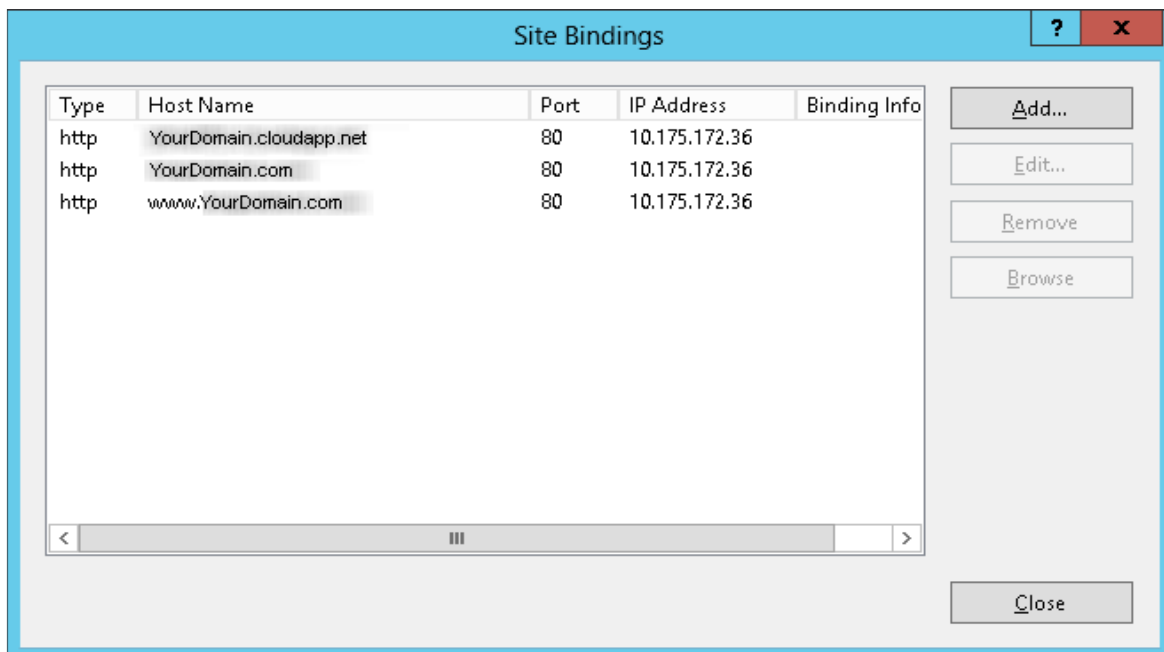
If you do not own a domain you can make your instance to be accessible via *http://[your dns name from point 2.3].cloudapp.net*. To do that – please follow pt. 6.6-6.7 of this paragraph.

You if do own a domain and would like to use it with your new Windows Azure SoNET install, please follow below steps.

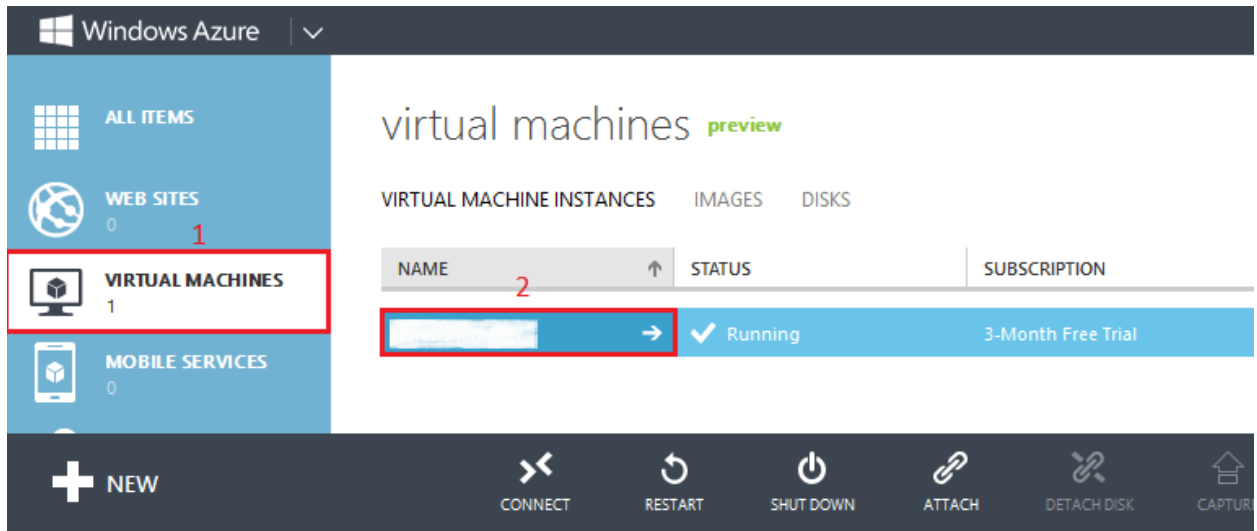
- 1.1. Open **IIS Manager** by clicking [Windows button]+R and typing **inetmgr** + [Enter].
- 1.2. For the Web Site you've installed SoNET on click **Bindings**.



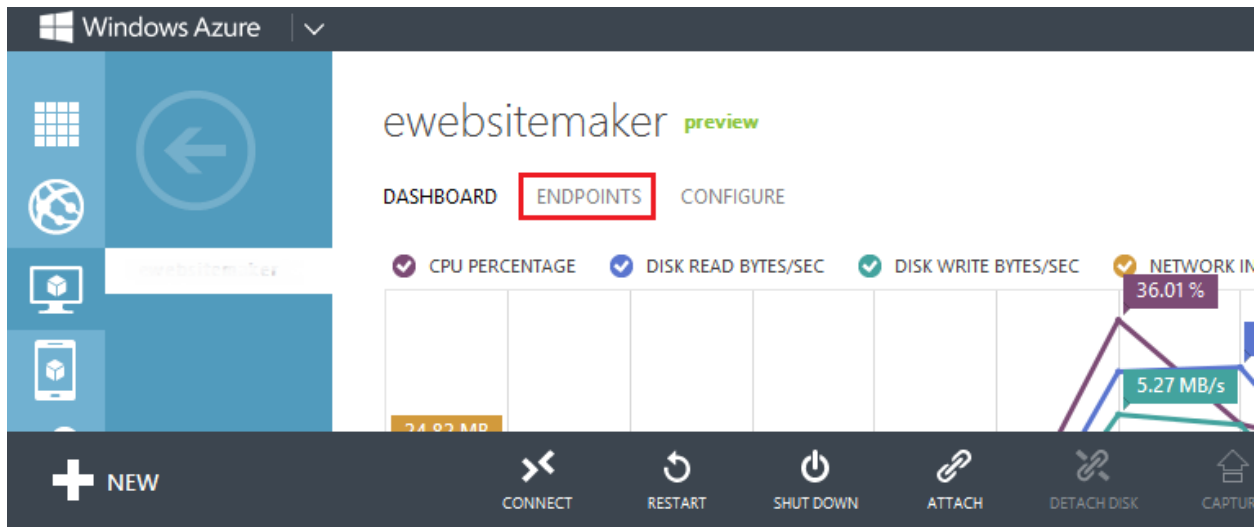
- 1.3. Add Site Bindings for your domain.



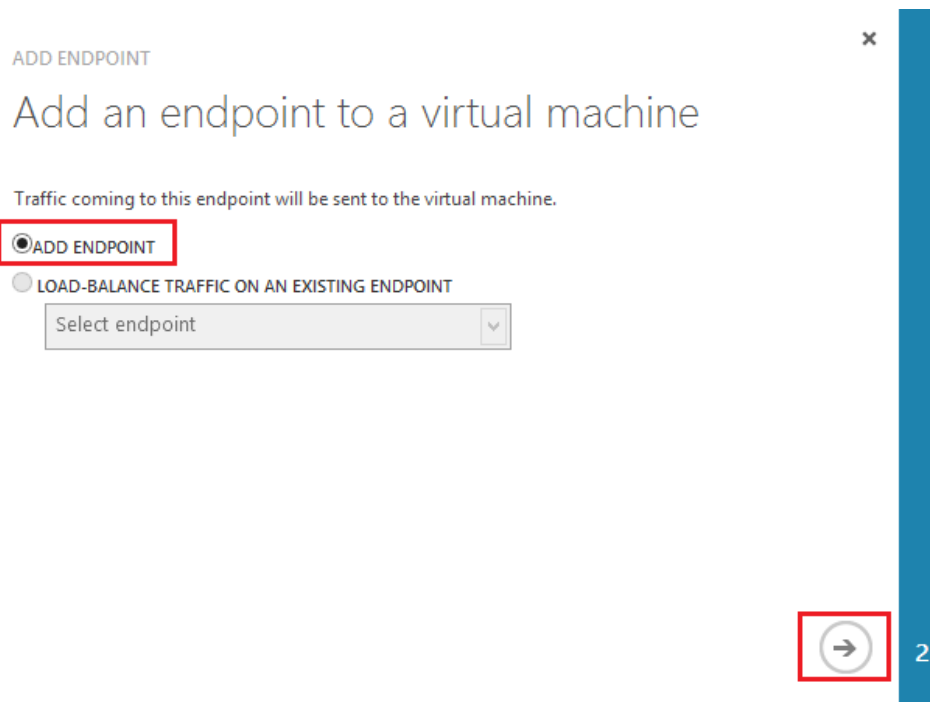
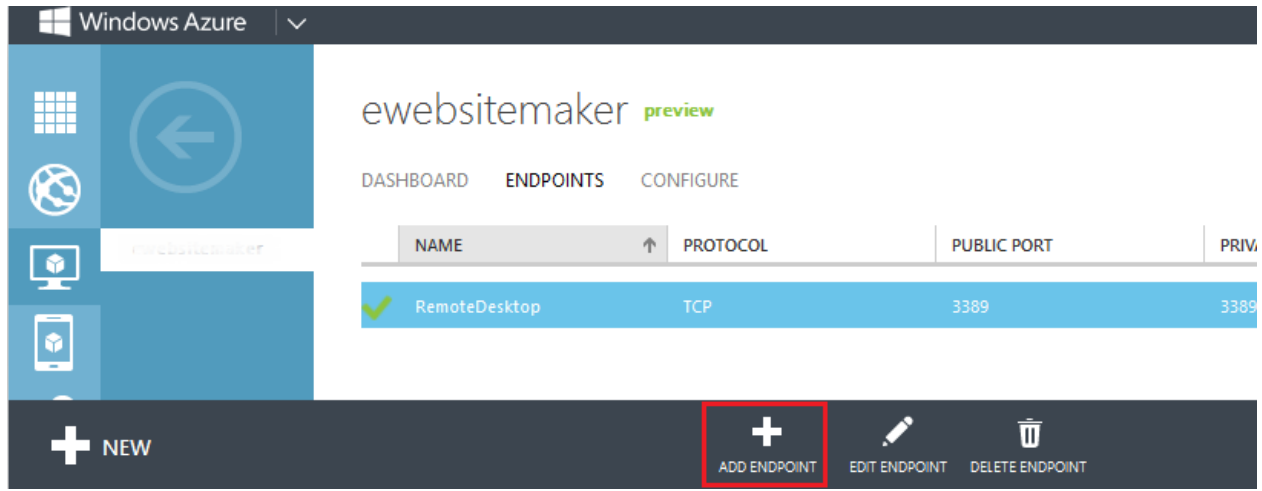
1.4. On Windows Azure dashboard select your machine in **Virtual Machines** menu.



1.5. Switch to **Endpoints**.



1.6. Click **Add Endpoint** and then click next arrow button in the dialog that pops out.



1.7. Fill out information for port 80 in **Specify the details of this endpoint** dialog.

The name here is arbitrary but you might associate it with HTTP or port 80 somehow.

Configure your DNS to point to **Public Virtual IP Address**.

At the place where you bought a domain please configure DNS to point your domain to the *Public Virtual IP Address* of your Virtual Machine. You can find that public IP address in Windows Azure dashboard by selecting your Virtual Machine as on the screen shot below.

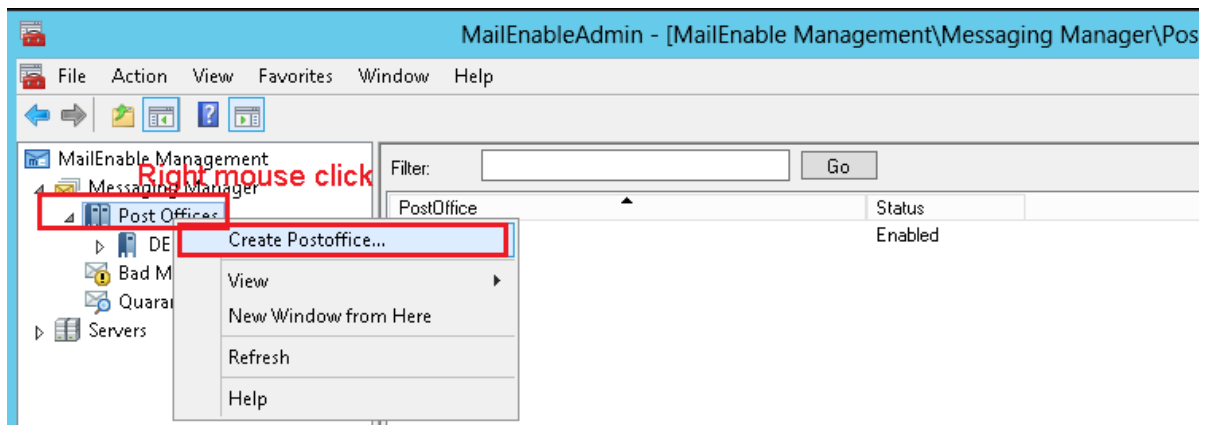
Step 6 – Configure mailboxes (optional).

Besides running SoNET you might want to configure your Virtual Machine to accept emails, especially when you own a domain. Here is how in general you can do it:

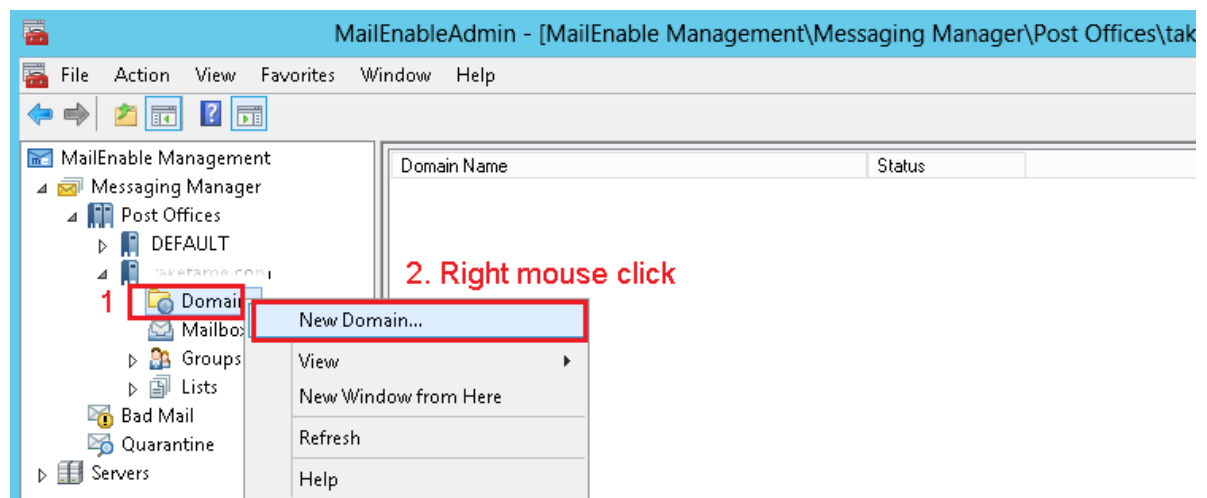
1.1. Download and install **MailEnable**.

You can find free edition here: <http://www.mailenable.com/download.asp>

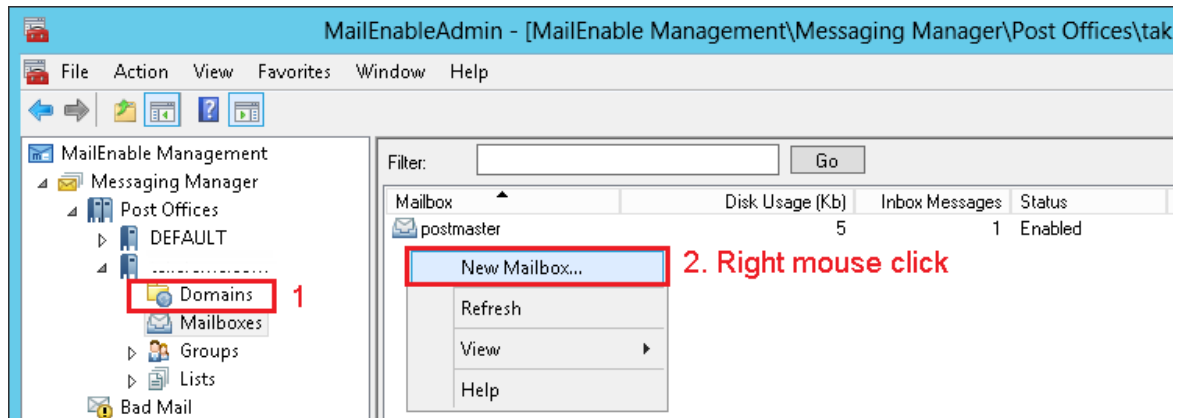
Create new Postoffice.



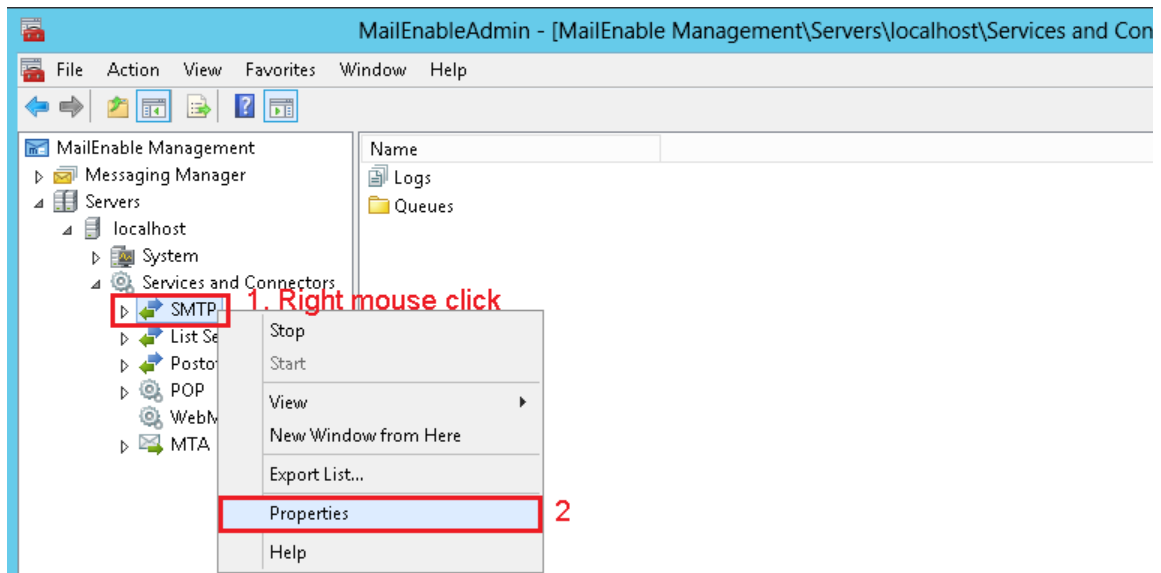
1.2. Set **new domain** using MailEnable's console.



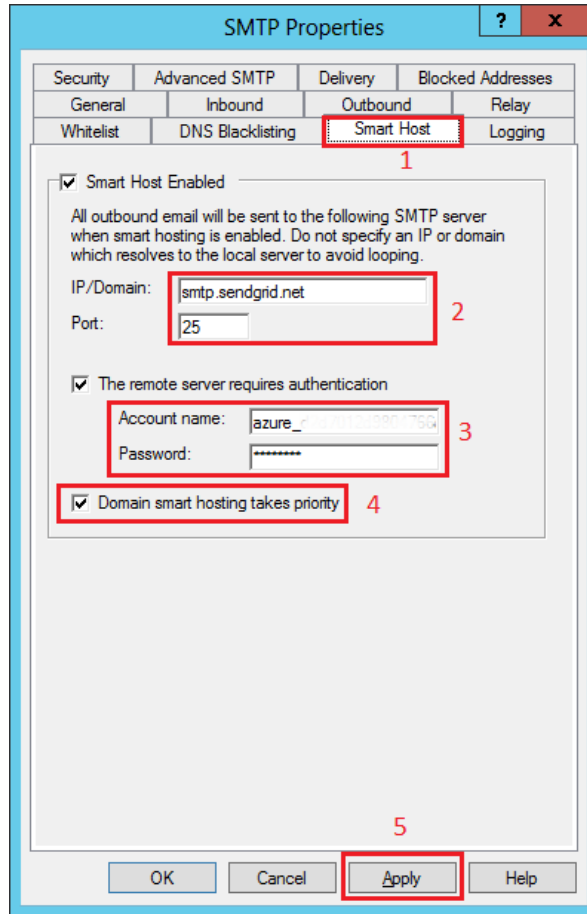
1.3. Add **new mailboxes** using MailEnable's console.



Configure **Smart Host** using MailEnable's console.



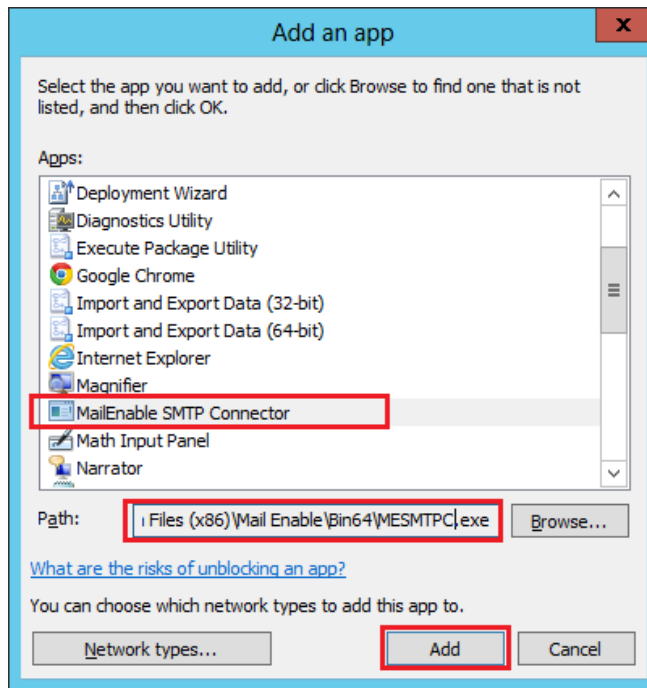
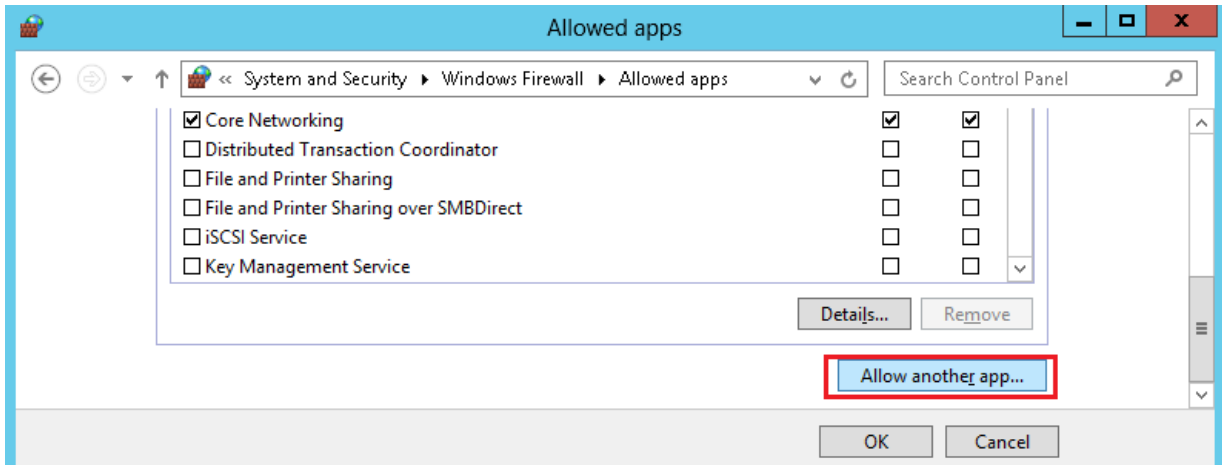
It needs to be in sync with **SendGrid's connection information** (see pt. 5.4)



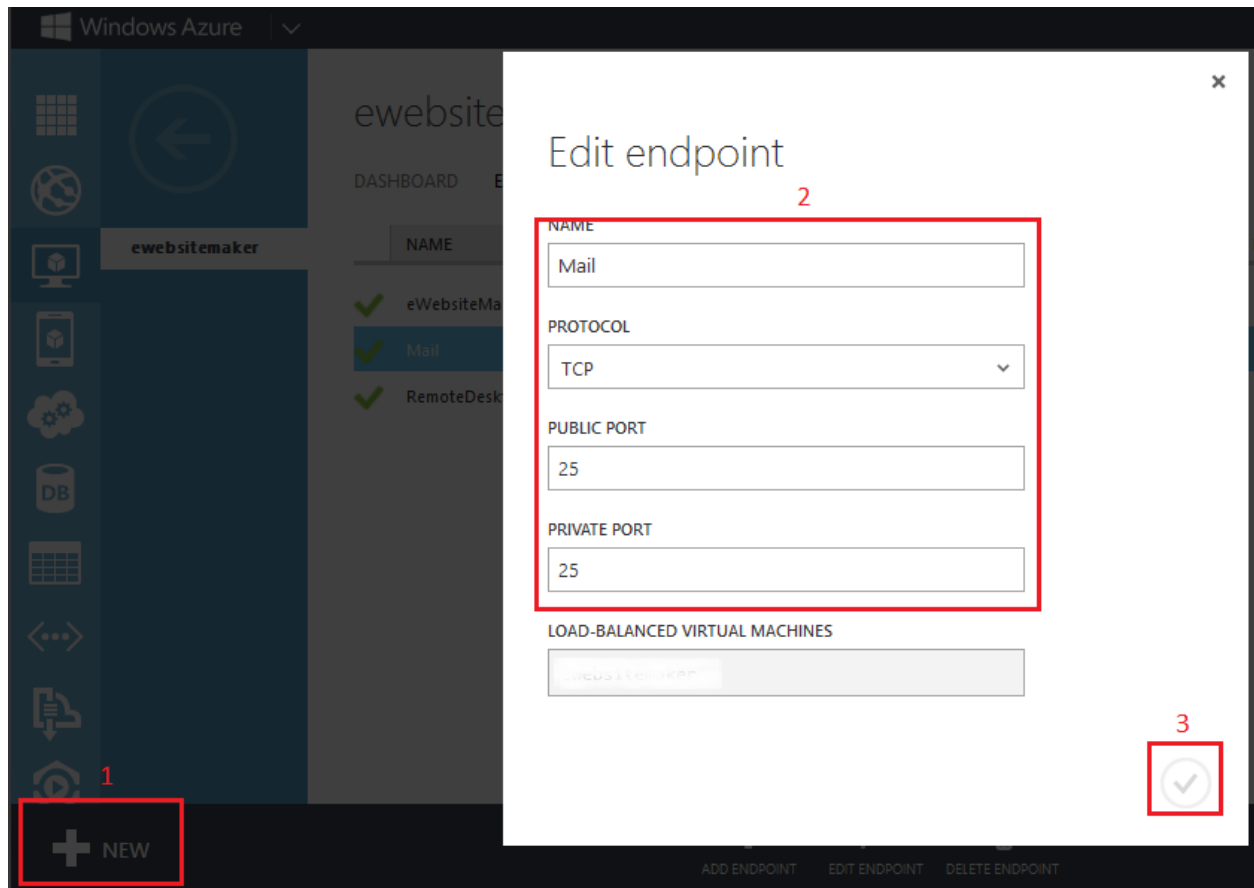
1.4. Allow MailEnable's SMTP process (**MESMTPC.exe**) to go through Firewall.

Use **firewall.cpl** command.





1.5. Add new **Mail Endpoint** in Windows Azure



1.6. **Configure MX record** of your domain to point to your domain's main address using your DNS Manager.

Quick Add

MX (Mail Exchanger) ? Restore Defaults				
✓	Priority	Host	Points to	TTL
<input type="checkbox"/>	0	@	YourDomain.com	1 Hour

Quick Add

If you would like to use **webmail client** to manage, send and receive your emails from web-based console, please do the following:

- 1.7. Add **'webmail' CNAME record** in your DNS Manager. Make it point to a default A-record of your domain (represented here by '@' character)

<input type="checkbox"/>	webmail	@	1 Hour
<input type="checkbox"/>	www	@	1 Hour

- 1.8. Using IIS Manager on your Virtual Machine add **webmail.[YourWebsite].com binding** to **MailEnable WebMail website** installed by MailEnable.

The screenshot shows the Internet Information Services (IIS) Manager interface. In the 'Connections' pane on the left, 'MailEnable WebMail' is selected under 'Sites' (1). The 'Actions' pane on the right shows 'Bindings...' selected under 'Edit Site' (2). The 'Site Bindings' dialog box is open, showing a table with the following data:

Type	Host Name	Port	IP Address	Binding Information
http	MEWebMail.localhost	80	127.0.0.1	
http	webmail.YourWebsite.com	80	10.10.10.10	

The 'Add...' button in the dialog box is highlighted (4). The new binding row is highlighted (3).

If everything's configured correctly you should be able to access your mailboxes under the following URL:

[http://webmail.\[YourWebsite\].com](http://webmail.[YourWebsite].com)

APPENDIX B

Example Business Information

Appendix B - Example Business Information

The SoNET Web Engine is a Web Design Automation product designed to "Enable Entrepreneurs". All of this information is provided only to illustrate possible uses of the software platform. No guarantees or warranties whatsoever are being offered or implied here. Your own results and experience may vary and will be based on the choices you make in regards to what you use this software for and how you conduct business if you choose to do so. iRadek Software is not liable and cannot be held liable for your use of this software in any way. This section illustrates the potential uses of the product only.

SoNET can be used to earn income if you choose. Here are some ideas for ways that the software can be used to generate income.

Generic illustration on how the software can be used.

Upon installation and configuration, you can provide the general public and small businesses with low cost websites using your SoNET powered domain. Optionally, you may create and optimize affiliate websites to earn increments of income from sales or you can run a small niche (topic based) social network and make money from membership/subscription payments. Additionally you can build up a sizeable amount of traffic on a network and then sell advertising on it.

Marketing and Sales – How-To

Once you have your SoNET powered domain up and running you will want to come up with a business model to use. Once you have done that and your site is customized for that purpose it is time to start marketing. Here are a few ideas that could work:

- 1. Telling people that they can get a low-cost website plus hosting at (your domain.com).*
- 2. Having other merchants do the same thing for you as part of a promotion.*
- 3. Having organizations like Churches do the same thing in return for a profit share.*
- 4. Using SEO to attract customers via the Internet.*
- 5. Conducting B2B type sales marketing using the included marketing handout.*
- 6. Email campaigns to potential customers.*
- 7. Live events sponsored by your domain.com.*
- 8. Commissioned sales forces.*

One opinion is that the biggest marketing tool you have, is the understanding that **your customer no longer needs a webmaster or graphic design artist nor do they need a computer programmer or database engineer to create a website fast. These specialists and the task they performed in the past have been largely automated by the SoNET Web Engine.** Additionally you can sell them the ability to exploit a Blog (like Wordpress), Announcements system (like the shout box on ModelMayhem), Journal (like Vista Print), Form engine (like a custom designed website), Classifieds engine (like CraigsList), Ratings (like HotORNot), Comments (like Facebook), Videos (like Youtube), Pictures and Music (like Myspace), Slideshows (like Photobucket) and much more. All you have to do is introduce them to your service. The basic value proposition here is “Hello potential customer. My low cost service lets anyone build a website with the top features in seconds”.

Example Business Models:

Model A: Mini-ISP 1 = Sell websites and hosting.

Model B: Affiliate Marketing = Generate websites and use them to sell products and services.

Model C: Subscriptions = Start a niche Social Network and charge members a subscription fee.

Model D: Advertising = Give away free websites and run advertising on your network.

Model E: Mini-ISP 2 = Give away free limited functionality websites and charge for additional features and services.

Mini-ISP, Sell Websites Plus Hosting

Since running a SoNET powered server is extremely economical, running a business based on the capabilities of the platform is a very smart and logical thing to do. After all, this Web Engine was made specifically to help those with little to no resources or technical ability start a business that has a very large mass appeal anywhere it is used and does not require lots of additional infrastructure to run and generate profit. You can simply offer more for less than any other competitor and simply need to make that fact known to the general public or whomever you decide your customers are.

Here, we illustrate how to function as a Mini-ISP (Internet Service Provider).

PLAN A: Buy a domain name, install SoNET there and sell websites.

This is similar to what some large ISP's do. They create a self-serve portal where a customer can go and build a template based website and customers are in return charged a monthly hosting fee. All you need do is the same thing and charge less than the major ISP's, then tell as many people as possible about the domain you have created where they can get a better deal. If you already understand business and customer service then you can sell those same websites using a commissioned sales force who can build the sites for the customers and charge much more to do so while still beating competitors on price, capability and time to completion. Your customers may also redirect their own URL's to the websites they bought from you or simply use the main network URL along with the "www.mainsite.com/mysitename" method.

Note: Customer e-mail accounts can be purchased from URL/Domain retailers. We do not advise providing email services on your server.

Selling Websites - Theory

A website is the partial equivalent of having a newspaper, television station and radio station that broadcast 24 hours a day every day of the year without taking any breaks whatsoever. Therefore if you have a message to broadcast or communicate, then a website is the most logical way to transmit that message to the public. It is also the most economical and efficient. Okay, having laid out the information you need to concentrate on, let's get rid of some **Myths** about people have about Websites.

1. You must be a webmaster to have a website. The truth is that **webmaster skills are not needed to create a website with SoNET.**
2. You need a big budget to pay for a website. The truth is that most SoNET powered vendors will let you buy a powerful **website plus hosting for less than \$10 per month.**
3. Making a website takes a long time. The truth is that a SoNET powered vendor can make you a **website in as little as 5 minutes.**

How to Make Money Selling Websites

To make real money with this method you will need to broadcast the fact that the service is available at your “.com” and the price is right. Tell everyone you can distribute the marketing materials along with your contact information as widely as is possible and let Churches and retailers offer your service as a customer reward. Promote your business.

Model A: Selling Websites plus Hosting - Revenue Model

Sell limited functionality websites at an extremely economical rate and charge more for increased capability sites.

Example: Start a “.com” by buying a URL and low cost virtual server, then installing your SoNET engine. Next customize your URL to be visually attractive and present the following marketing message: "Build your own website fast using our low cost service". Then setup your SoNET engine to charge a monthly hosting subscription of \$3 per month (this low price undercuts every major ISP on earth) Next, tell everyone you can that you know of a fantastic new service online that lets you build a powerful website fast, easy and economically. Furthermore, print and hand out the included website marketing handout to small business owners so they may purchase websites as well. Once you get your first 20 customers you will be operating in the black and any customers beyond that represent 100% pure profit that you can use to change your life. Now ask yourself how hard it is to go outside and tell a few hundred people about this new “.com” that allows them to build a powerful website for just \$3 per month. If you tell 10 people per day and only do business with 1 of them in just one month you will generate \$90. Now, since those people continue to pay you monthly and you continue to get new customers, in 1 year that's \$7300 in real profit from just telling people about the service and doing business with 10% of them. Now as we say, "Are You Ready to Roll?"

Sell Websites plus Hosting – The Math

Now let's do the math with selling slightly more powerful websites at \$6 per month and take it out to your first year. Your profit is \$14, 600.

Now let's do the math with selling slightly more powerful websites at \$9 per month and take it out to your first year. Your profit is \$21, 900.

Now let's do the math with selling slightly more powerful websites at \$12 per month and take it out to your first year. Your profit is \$29, 200.

Okay, now let's see what happens if you manage to do business with 2 customers a day which would net you \$180 in your first month.

Now let's do the math with selling slightly more powerful websites at \$6 per month and take it out to your first year. Your profit is \$29, 200.

Now let's do the math with selling slightly more powerful websites at \$9 per month and take it out to your first year. Your profit is \$43, 800.

Now let's do the math with selling slightly more powerful websites at \$12 per month and take it out to your first year. Your profit is \$58,400.

So what you just learned in this example is that if you managed to sell 2 x \$12 per month websites a day by telling people about the URL where you have the service posted, you could out earn 77% of the people on the entire planet. You can see an example of this at www.MySafeMedia.com.

Affiliate Marketing

Since SoNET powered servers can generate immensely powerful and feature loaded websites in seconds, and the number of websites generated is only limited by the storage space on that server, it is logical for an Affiliate Marketer to use it to do just that. Generate websites and use them to sell products and services or simply to collect leads and re-sell those to businesses who cannot get them.

Here, we illustrate how to function as an **Affiliate Marketing** worker.

PLAN B: Buy a domain name, install SoNET and generate websites to use for Affiliate Marketing.

This is one way the top earning Affiliate Marketers on the Internet make lots of money. They create many similar (not duplicate) websites to sell the same thing which increases the odds that they will be found in the search rankings for the products or services they want to sell. All you need to do is the exact same thing. If you do not intend to sell the product or service then capture the lead for the product or service and sell that to a business instead.

Note: Each website you use for affiliate marketing needs to be similar for the same product but not duplicate.

Affiliate Marketing - Theory

If you can pay or/and SEO to get pre-qualified web traffic to a website that has been optimized to deliver an effective sales pitch, you will be able to make sales of the product or service represented there. Furthermore, if you do not want to sell the product or service you captured the lead for, then sell the lead to a business who can fulfill the buyers need. While, if you spend more money getting the previously described traffic to the previously described website than you make, you will lose money. Okay, having laid out the information you need to concentrate on, let's get rid of some myths about Affiliate Marketing.

1. You must join an Affiliate Program to make money online. The truth is that **if you do not join a program you are simply not splitting your profit.**
2. You need a big PPC budget to pay for big traffic. The truth is that **you can actually SEO your Affiliate Websites for free and get big traffic.**
3. ALL potential products that can be sold have been sold. The truth is that **there are new products to sell and more created daily.**

How to Make Money with Affiliate Marketing

To make real money with this method you will need to select a single product or service, research whether or not the product or service has some market value, identify the optimal search criteria for purchasers to use to find said product or service and create as many different websites to sell that product or service as is possible. The choice of selling the product

or service versus selling the lead is up to you. Next you can choose to either SEO those sites to attract free traffic, Pay Per Click advertise those websites or do both.

Model B: Affiliate Marketing - Revenue Model

Generate many similar (not duplicate) topic-based websites and use them to sell products and services via affiliate marketing programs

Example: Start a “.com” by buying a URL and low cost virtual server, then installing your SoNET engine. Next, create a website about travel using your engine. Then customize that site to reflect that there are many places to visit on Earth and you can purchase low cost tickets to start traveling at this site. Next, join an affiliate program that allows you to make good commission from every ticket or travel package you sell. Next optimize the site you created to rank high in the search engines. Now create 10 slightly differently worded sites all pointing to the very same affiliate account and optimize each. This should be obvious at this point right. Finally buy Pay Per Click Advertisements to drive targeted traffic to those sites. Now, for this example let's say that you can make 200 websites, ALL to use for affiliate marketing, optimize each one for the search engines, buy PPC Ads and start collecting small amounts of income from each.

The first thing is that you have 200 more chances of coming up in the search results than competition sites that sell travel tickets. This allows you in some cases to be nearly every single result on a search results page, which makes your marketing efforts much more effective. In fact it is the #1 search strategy ever devised for Affiliate Workers.

So let's see what it looks like with 200 similar sites all feeding the same affiliate account and generating \$1 per day each from sales.

\$73000 per year in income.

So what you just learned that if you manage to make \$1 per day each from 200 x PPC sites, you can out earn 96% of the people on the entire planet.

Affiliate Marketing – The Math

Now let's do the math with selling slightly more at \$2 per day, per website. Your income is \$146,000.
 Now let's do the math with selling slightly more at \$4 per day, per website. Your income is \$292,000.
 Now let's do the math with selling slightly more at \$8 per day, per website. Your income is \$584,000.

Earning more than \$580,000 per year means you are now out earning 99% of the people on the planet. "Are You Ready To Roll?"

Subscriptions, Niche Social Networks

Since your SoNET installation is a Social Network you can use it to generate a profit by making it specific about a topic and attracting users who are interested in that topic primarily. A proven fact is that users will pay for membership to a niche network but will not pay for membership to a generic network. An example of this is ModelMayhem or LinkedIn. Ensure your membership fee is very low and your topic is attractive.

Here, we illustrate how to make money from subscriptions to a Niche Social Network.

PLAN C: Buy a domain name, install SoNET and start a niche Social Network then charge a subscription fee to members.

This is exactly how the top earning niche social networks make millions of dollars per month. This is not how failing generic Social Networks like those with 100 million+ members operate and that is why they do not make a profit. The bottom line on social networks is as follows: **If you do not have a specific topic, offer the features people need and charge a membership fee you will not make any money until you have huge levels of traffic.** Only niche networks are making profit and they are doing it by selling memberships.

Note: You may collect daily, weekly, monthly or yearly payments from customers automatically with SoNET and PayPal.

Niche Social Networking – Theory

Users of topic based Social Networks are much more likely to become active and loyal to that network based on heightened interest and relevance to them. Generic networks serve very little true purpose and are populated haphazardly by users whose loyalty is easily swayed. Most niche networks are populated by loyal users.

Okay, having laid out the information you need to concentrate on, let's get rid of some myths about Social Networks.

1. Social Networks are unsafe. The truth is that **SoNET powered networks allow users to have private sites with members only logins.**
2. You need a big budget to create a network of your own. The truth is that most **SoNET powered vendors spend less than \$500 total to get their first network up and running.**
3. Making a network takes advanced programming skills. The truth is that **a SoNET powered vendor with zero programming skills can create a network in a few hours.**

How to Make Money Selling Subscriptions to a Niche Social Networks

Find a niche topic that you can identify with for your first network and create your profile website to be the epitome of what type of person uses the network. Next create some free classifieds ads online that describe your network and its purpose. Be sure to tell like-minded people in your immediate area about the network. Finally, visit generic social networks and use their demographic search tools to find potential customers and tell them about your new network. In a short time you could attract new users and be making money as long as your network does not cost too much. Most people could pay \$1 dollar per month for a network membership without question, if they were interested in using it.

Model C: Start a Niche Social Network – Revenue Model

Example: Start a “.com” by buying a URL and low cost virtual server, then installing your SoNET engine. Next, customize your domain to be all about a single topic, in this example case we will choose "Dating for video gamers". Next, setup your SoNET engine to charge a \$10 per year membership fee. Now get on all the video game forums and advertise your site. Next optimize your network to show up in the search rankings for "dating" and "gamers". If possible buy advertising in gaming magazines and sponsor gaming competitions.

Subscriptions, Niche Social Networks – The Math

Now let's do the math and say you can attract 10,000 sign-ups per year because you have such a unique site and there are no others like it. You could earn \$100,000 per year for your efforts. Now let's do the math and say you can attract 50,000 sign-ups per year because you have such a unique site and there are no others like it. You could earn \$500,000 per year for your efforts.

Plus whatever affiliate marketing and product sales you can manage in addition to advertising revenue. It is not impossible to generate over One Million Dollars per year, running a small social network that reaches less than 100k people. There are hundreds of subscription funded and topic based networks already out there that reach over 1 Million people like ModelMayhem and LinkedIn and they generate revenue every month. You can do this as well. Best of all, if you just need \$40,000 per year to live well, you can do this with a small network of monthly subscribers. Face it, it is very hard to get 1 Billion users. Your odds go way up when you don't need that many.

Sell Advertising

Since your SoNET installation can build highly attractive networks that attract thousands of users and visitors, you can use it to sell advertising on your high traffic domains.

Here, we illustrate how to make money from Advertising.

PLAN D: Buy a domain name, install SoNET and give away free websites plus hosting by any means necessary.

This is another way to use this product.

Note: Some Search Companies may approach you for advertising once you reach over 10,000 visitors per month for three months straight. You may join other advertising programs sooner.

Advertising Sales using Networks - Theory

Once you have large amounts of Internet traffic, you can sell advertising at a rate that is attractive to buyers who need to advertise. Once you have lots of traffic, you can charge a lot more for the same services because buyers who have something to advertise need you badly.

Okay, having laid out the information you need to concentrate on, let's get rid of some myths about advertising online.

1. Adwords is the only way to make money. **There are other advertising networks that can help you generate income.**
2. You need huge traffic to generate income with Ads. The truth is that **you can generate money as soon as advertising on your network, represents a good value to advertisers.**
3. You will not get anyone to pay you for advertising. The truth is that **advertising on smaller websites is the number one way that small business owners now use** since all other mechanisms are too expensive and ineffective.

One way to Make Money Selling Adds on Your Network

Give free websites away to every person and business you can. Once your networks traffic reaches 1000 unique views per month, find a program that pays its ad publishers and sign up as an Ad Publisher. The faster you can give websites away, the faster you will build traffic so use any marketing ideas you can, and local concert promoters and retail outlets as well. Let them give away a free website to every customer, Let Churches give websites to every parishioner and let used car salesmen give websites away with every car. Give away as many sites as you can!

Model D: Sell Advertising - Revenue Model

Example: Start a “.com” by buying a URL and standalone dedicated server then install your SoNET engine and set your generated websites with the following limit: 5MB of content (that's about 50 pictures and about 10 pages of text). If your server has 50GB of space available then you can give away about 10,000 websites on that server which via word of mouth could generate about 10,000 visitors per day and 100,000 hits per day. Next, customize your domain to look like a fun, modern place to have a website. Next, give away free websites to generate network traffic. Next join an Ad publishing networks and take clients.

Selling Advertising on Your Network – The Math

Now let's do the math and say you can attract 10,000 visitors per month to your network. You also get paid 5 cents for every 1000 impressions (view of a banner, not a click) you can provide for your customers banner Ad. Now let's say that each of your 10,000 monthly visitors views 5 pages on your network per session and visits the network 10 times a month. That's 500,000 impressions per month which nets you \$25 dollars. Now increase your traffic to 100,000 visitors and the same stats. That's \$250 per month. Don't forget that you will also be paid for the clicks you generate. So let's calculate using the 5 cents per 1000 impressions and assume you also generate 1 click per 1000 impressions for which you are paid a solid 5 cents and additionally you are paid a solid \$5 if your click buys. We will also say you get 1 sale per 10 clicks.

Now let's do the math for 100,000 visitors, 5,000,000 impressions per month, 5000 clicks and 500 sales per month. That's \$250 from impressions, \$250 from clicks and \$2500 from sales commissions or \$36,000 dollars per year.

Now give away more websites using your local radio and television stations.

Now let's do the math if you actually gave away the entire 10,000 websites on that server and those site owners visit daily for a 30 day month. Your income would be \$1,080,000 dollars for the month.

“Enabling Entrepreneurs, Evolving Enterprise”; those words are not only a tagline but an actual mission statement that reflects the true intent behind the SoNET Web Engine and its creators, iRadek Software.