

Web Studio[®] 5.0 Reviewer's Guide

From

Back to the Beach Software, LLC

Web Studio® 5.0 Reviewer's Guide

Product Name	Web Studio 5.0
Product Version	5.0
Product Category	Web Design Software, WYSIWYG, HTML Editor
Availability	Now
Trial Version	30 Day Downloadable Trial, fully functional, no disabled features
Pricing	\$179.99 includes a program CD and illustrated User Manual that are shipped via Priority Mail within 3 days.
Upgrade Pricing	\$99.99 for upgrades from version 4.0
System Requirements	<p>For Windows</p> <p>Windows XP, 2003, Vista, Windows 7 CD Rom or DVD drive 200 MB hard disk space for program installation Internet Explorer 6 or later Pentium 4 processor or better 1 GB Ram</p> <p>For Macintosh</p> <p>Intel Macs: Use VMware Fusion, parallels or Boot Camp</p>
Technical Support	<p>Free email support</p> <p>Web Studio TV website with moderated blog, tutorials, podcasts, news and articles. http://webstudiotv.com/</p> <p>Online Wiki at http://wiki.webstudio.com/</p> <p>Online, moderated forum at http://webstudioforum.com/</p>
Training	<p>Feature by feature, in-program video tutorials</p> <p>Web Studio TV website with video tutorials, articles and moderated blog http://webstudiotv.com/</p> <p>Searchable online Wiki with training articles and links to useful websites http://wiki.webstudio.com/</p> <p>User Manual with step-by-step tutorial</p>
Distribution	Online distribution from www.webstudio.com website
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Historical Background

When *Web Studio* was introduced in 1998 as *Sierra Web Studio*, it was the first drag and drop web page authoring software. Its incredible ease of use revolutionized the creation of web sites for beginners and experts alike. No longer were users required to know the technologies that made the internet work. Now they could design a page by placing objects on the page exactly where they belonged and then let Web Studio do all of the work to make the design into a web page...automatically.

Back to the Beach is the original designer and author of Web Studio. It was purchased by Sierra in 1998 and released as *Sierra Web Studio* and as *Sierra Web Artist* outside of the USA. Another division of Vivendi-Universal, Knowledge Adventure/Roger Wagner Publishing, released the product as *Site Central* into the educational market. When Vivendi ordered change in product direction, Sierra was forced to divest its entire productivity software line. Back to the Beach was the logical choice for Web Studio's new home and was re-acquired by *Back to the Beach* in 2002.

About Back to the Beach Software

Back to the Beach has been developing innovative, award winning productivity software for over twenty years. Starting in the beginning with the Apple II computer, we have designed and developed numerous products including word processing software, integrated software, contact management, business graphics, desktop publishing, and of course web site design software.

Back to the Beach's CEO, Steve Cochard was formerly the Director of Engineering, Product Management, and Quality Assurance for Adobe Systems and Aldus Corporation, as well as the author and/or designer of many of their products. Back to the Beach has developed software titles for Adobe Systems, Aldus Corporation, Silicon Beach Software, Vivendi Universal, Sierra Home, Knowledge Adventure, Houghton Mifflin, Beagle Brothers, Roger Wagner Publishing, and many more.

Introduction

Web Studio is a complete and easy-to-use web design software that lets anyone create professional-looking web pages in minutes. It is designed for those who want to quickly create great looking websites without learning any HTML. Tens of thousands of customers use Web Studio today. With Web Studio, you can create websites for businesses, organizations, web design agencies, schools, clubs, communities, families, or just about anything.

One of the best features of Web Studio is that it is a web design program that you won't outgrow. It is an ideal choice for customers who have never built a website, but also great for professionals who want a more expansive web design program that lets them insert their own graphics and bring in their own HTML.

Novice users love Web Studio for the intuitive drag and drop design layout and the seamless hosting. With Web Studio, anyone can place text and graphics precisely on a web page without understanding tables or viewing a single line of HTML code. Because of its rich graphic content and vector shape tools, customers can design a great looking website without the need of a separate graphics program.

The ease of use should not deter more advanced customers. Many professionals tell us they switched from high end software like Dreamweaver, because Web Studio provides everything they need to *quickly* produce and maintain professional-quality sites. Users tell us they feel more creative with Web Studio because they can spend more time designing the web page instead of thinking about how to do it. The HTML Editor in Web Studio allows users to bring in their own HTML and also edit the HTML of the objects and pages of their website.

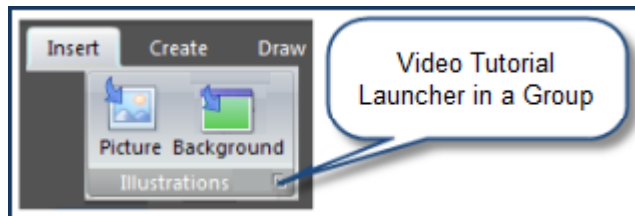
Web Studio customers describe themselves as individuals who do not have the time or ability to learn high end software and/or don't have the funds to hire professional design agencies to create their sites.

Web Studio® 5.0

Back to the Beach Software released its latest version of **Web Studio 5.0** in October of 2009. It comes packed with features such as Shape and Color tools, Master Page layout, Menu Maker for drop down menus, Forms Factory with a complete forms service, in-program Video Tutorials, free PayPal shopping cart, and much more.

Web Studio 5.0 has a brand new user interface. Ribbon commands replace previous Menus. This makes the program more intuitive for the users and places command functions at the click of the mouse. The feature-by-feature Video Tutorials in the program make learning quick and easy. If you have a question about a command, simply click on the Video Tutorial and see a demo without leaving the workspace.

Web Studio 5.0 offers feature-by-feature Video Tutorials right within the program. When you want to know how to use a command on the ribbon, simply click on the Video Tutorial launcher in the bottom right corner of each ribbon group.



Web Studio TV is the newest member of the Back to the Beach family. **Web Studio TV** is the news outlet for everything about Web Studio. It has all of the Video Tutorials, weekly podcasts, articles, and a moderated blog. Users can subscribe to articles feeds and even sign up with Twitter to follow updates and get news about Web Studio. Visit <http://webstudiotv.com/> to watch a Video Tour of **Web Studio TV**.

Together with **Web Studio TV**, the **Web Studio Forum** <http://webstudioforum.com/> and the online **Wiki** <http://wiki.webstudio.com/> provide the training and support that makes Web Studio great. At the moderated Web Studio Forum, users can submit questions and get help and tips from other Web Studio customers. The searchable online Wiki has hundreds of articles. Here, users find the answers to most of their questions as well as website design tips, a step-by-step tutorial, and links to useful websites.

Let us introduce two of our newest features and demonstrate how easy they are to use.

Menu Maker

The Menu Maker is a complete drop-down menu builder that uses any graphic—buttons, photos, anything!

This graphic + This graphic = Makes this Menu

This is how you do it

- First, put one or two graphics on the page.
- Select the objects and then click on the Menu Maker command.
- In the Menu Studio, put text on the main menu object and select the pages for the menu items.
- Next, go to the Design Selected Menu screen and design your menu using our 23 different design features.
- Preview the page to see the menu in action.

Forms Factory

Now everyone can use forms on their website without pain! Use the Forms Tab on the ribbon to create your own form or use one from the Forms Gallery. The pre-made Gallery forms can be completely changed to fit your needs. We even give you pre-populated form fields for time, title, countries, states and years.

This form from our Forms Gallery was made using our Form fields and Shape tools.

Free Organizational Tips

Please send me your free e-booklet
Top Ten Tips for Getting Organized.

Name

Phone

Email

There is no obligation to receive our free booklet.

We customize closets and garages!

Would you like one of our organizational specialists to contact you?

Yes No

If yes, how would you like us to contact you?

Phone
 Email
 Phone or Email

What is the best time to contact you?

Time

This is how you do it

- Create a custom form using the Forms Gallery and the Forms Tab.
- Use text objects to add instructions and information about the form.
- Add design features with Shapes commands and other graphics.
- Group the form and choose form options including an email address where you want to receive the form.
- Check the form in Preview and then upload your website.
- Visitors fill out the form and then click the Submit button.
- Receive the form information in the email you chose.

Web Studio 5.0 comes with thousands of new gallery graphics, slide shows, extensive layout tools, in-program internet browsing and a new Upload Publisher to make it even easier to upload your website to the internet. Our partner hosting company, iHostStudio.com, offers free trial hosting to all of our customers regardless of what hosting company they use.

With all of the features in Web Studio 5.0, anyone can create a professional-looking website without using any other software program. Here are some of the included features:

- New intuitive workspace and commands
- Customize workspace
- In-program Video Tutorials for every feature
- Quick Access Toolbar for often used commands
- Master Page for easy design
- Drop Down Menus
- Forms without the need of an additional server
- Shape & Color tools with solid and graduated fills
- Color Commands and Opacity for graphics
- Color picker to match any color on your screen
- Custom Graphic Rollover Buttons
- Button design studio
- Slide Shows: Flash, Flickr, Smug Mug, Picasa
- Google Site Map
- Google Maps link
- You Tube link
- Thumbnails
- Hundreds of graphics in design galleries
- Easy linking to buttons, text, and graphics
- Layout tools for objects
- Cropping of photos and graphics
- **Web Studio TV** for networking and info
- Online **Wiki** with hundreds of articles
- **Web Studio Forum**
- Upload Publisher for whole site or just the changes
- Manage files with the Upload Publisher
- Flash effects for text and graphics
- Website Templates—more than 90
- Browse internet within the program
- Free PayPal Shopping Cart
- Full iHostStudio e-store
- Illustrated, 350 page User Manual
- Insert and edit HTML of objects and pages
- HTML tools for pages and objects
- Free trial hosting to see your site before uploading
- Automatic XML sitemap
- Insert tables from Word and spreadsheets from Excel
- Insert Flash, videos and sounds
- Special effects for graphics and photos
- Highlight tools for links, overlaps, HTML, and others
- Page List to manage website pages
-

Learning and Support

Back to the Beach is committed to helping our customers enjoy their website experience.

The first level of support is right within the program itself. Most of what the users need to know is at their finger tips. The intuitive workspace, modeless interface, Video Tutorials, documentation and links to our website, **Web Studio TV**, and online **Wiki** give the best initial support that users need.

Feature by feature Video Tutorials are available right within the program and also on the **Web Studio TV** website.

The Web Studio User Guide is a combination tutorial and reference manual. Illustrated chapters include a step-by-step tutorial, help getting started and instructions for using all of the features of Web Studio. A PDF of the User Manual is in the program and a free hard copy of the User Manual is included in the price of the program.

Another valuable resource is our active, moderated online forum. Customers can get help and tips from other users. They can even submit their website and have it check before it is uploaded.

When customers need more help, they can always email tech support.

Product Overview

Web Studio is more than just an authoring tool. It provides integrated content, integrated forms, integrated FTP, online help, and website hosting. Everything you need to make a great website is included right within the software. Want drop-down Menus? No problem! Add pages, choose design features, and create the entire Menu right in your workspace. Web Studio makes the entire process of website creation and maintenance an easy one.

General Overview and Target Users

Web Studio is designed so that you have everything you need to create great looking websites without having to purchase additional software. It enables you to design your pages visually by placing images, text, and other objects on your pages using your mouse to drag and drop. The program includes several design galleries that contain backgrounds, buttons, graphics, links, templates, and more. You can easily incorporate your own photos, graphics, multimedia and other web objects into your pages with Web Studio. With a simple click of the mouse Web Studio creates the HTML for you and will save your pages on the Internet where they can be viewed by anyone with an Internet connection. In addition, you can insert your own HTML and edit the HTML of the pages and objects.

Non-technical users. Web Studio is designed for the non-technical person who wants to create an awesome website. Web Studio handles the complexities and limitations that exist in HTML, the language that is used to write web pages. It takes great pains to make your pages look exactly how you design them when they are on the internet. The design galleries contain hundreds of graphics and photos that make it easy to make a great website without needing another graphics program.

Technical users. Web Studio has a lot to offer technically advanced users as well. The open architecture enables unlimited expansion of its capabilities. Anything that you see in on a website can be included in a Web Studio website. Web Studio is compatible with just about any type of technology used on the web and can use any of 20 different scripting languages from ASP to XML. For the advanced user, Web Studio's simple drag-and-drop approach to building pages enables them to quickly get the visual design they want and then write their advanced HTML to really bring their pages alive.

Modeless Interface for a Shorter Learning Curve

A mode is a setting within a program that causes a result when the user performs an action. Different modes can have different results for the same action; it depends on the mode you are in. The more modes you have in the program, the more actions the user needs to learn to perform all of the functions in the program. This means that if a program has six different modes, it increases the complexity and learning curve by a factor of six.

Web Studio has a modeless interface. With Web Studio, the rules for manipulating objects are the same for all. This makes the program much easier to learn. Whether you are adding a photo, graphic or sound to the page, it is done the same way. There is one set of rules to learn.

An example of one significant rule is that when you double click on an object you open its editor. This could be a dialog as is the case for buttons, an in-place editor as is the case for the text object, or a properties dialog for those objects that don't have an editor. Web Studio also has some "spring loaded" modes that can be used as shortcuts to help advanced users improve productivity without affecting the novice.

Drag & Drop for Simple Page Creation

Web Studio takes the drag and drop concept to its extreme. The drag and drop rule makes it easy to add things from the design galleries onto the page, position objects, align objects, add links and add text. You can even drag and drop graphics and text from the internet or other programs, if *they* support drag and drop. Here are some examples of what you can do with drag and drop:

- Galleries.** To use a photo from the Photo Gallery, just drag it from the gallery and then drop it on the page in the location you want it to appear. If you want to reposition it on the page, simply drag and drop it on a new location.
- Pages.** Drag and drop a page tab to create a split screen view of pages. You can even use one of the open pages to browse the internet right within the workspace.

- Graphics. Drag and drop a graphic from the internet onto the page. This is especially easy if you have the internet open within the workspace.
- Files. You can drag and drop files from Windows right onto the page. For example, if you want to add a Flash file from Windows, just drag it from its folder and drop it on the page.
- Links. Drag and drop makes linking easy. Let's say you want to add a page link to a button on the page. Open the Links Gallery, then drag and drop the page name onto the button. The button now has a link to that page—easy!
- Text. Drag and drop a font from the Text Gallery to get a new text object. Drag and drop a different font from the Text Gallery onto an existing text object and it changes the font in the text object. You can change some of the text, all of the text and even link to the text using drag and drop.

80/20 Rule – Shallow Learning Curve for Instant Results

Web Studio follows the 80/20 rule by placing 80 percent of what people want to do right on the surface of the program. A complete website can be created without visiting even one dialog. The other 20% is right beneath the surface encapsulated in dialogs, wizards, keyboard shortcuts, and spring loaded modes. The strength of this is that the immediate learning curve is very shallow enabling rapid results and successful websites. The other 20% can be learned along the way or as needed, but it never interferes with the initial 80.

Context Sensitive Operations

Web Studio automatically chooses the most logical course of action based on the user's actions. For instance, if you drag an *.exe* file from Windows onto a button, the *.exe* file becomes a download link that downloads the file for your visitors when they click the button. Web Studio does this because it knows there is no context for an *.exe* file on a web page. However, if you drag a video onto a button, the button uses the video as a link and plays the video when the button is pressed.

Another example is how Web Studio handles files on browsers that support plug-ins. For instance, when a button links to an Excel file, the spreadsheet is displayed if the browser has an Excel plug in. If the user has a browser that doesn't have the Excel plug in, the file is offered to them as a downloadable file.

Layout Tools without Tables Reduces Complexity to Simplicity

Web Studio does not require you to use HTML Tables to layout a site. This is the single biggest reason newcomers give up when they are learning web design. In order to get the visual results they want, users usually need to learn tables and all of the tricks that force their program to do what they want, like the one-bit-GIF trick. With Web Studio, our customers can place anything, anywhere. Our program automatically creates the necessary HTML to display what our users design. This results in instant results, instant gratification and instant web pages.

A user defined grid instantly aligns objects as needed. Alignment tools are available to align the edges of objects to each other and to the page. Automatic spacing of objects vertically and horizontally speeds construction. Users can automatically space between the top and bottom objects, left most and right most, or even space such that objects touch each other or have 1 pixel of space between them.

Automatic File Management

Managing the many files that make up a website can be a daunting task. Web Studio simplifies it by eliminating it. You do not need to know file management to use Web Studio. Each website is saved in one Project file. This file contains every item that is added to the website. This prevents conflicting file names, misplaced or lost files and the problems that come from the complex job of managing hundreds or thousands of files for a site. Web Studio then reconstitutes the file when it is needed. This happens when a page is opened. All of the graphics, sounds, etc., are read from the Project file and displayed on the page.

When Web Studio creates the files for the website, it organizes them according to page. This eliminates duplicate file naming on the web as well.

Automatic Graphics Management

Web Studio eliminates the need to convert web graphic types. A browser basically displays two types of graphics, JPEG and GIF, with a few others like PNG. Many web design programs limit their ability to import graphics to these types. This means the users of the software must first convert their files to conform to this limitation. Web Studio can import 19 different graphic formats so the user doesn't have to do any preliminary work to be compatible. Imported graphics are stored in Web Studio in an expanded 32 bit format. When it comes time to create the website, Web Studio determines the type of file to create, GIF or JPEG, creates the file, compresses it and names it. This eliminates the need for users to even know there are restrictions on file types on the web. The program also includes the ability for advanced users to specify which file type they want a graphic to use, to select JPG compression levels, and even to tell the program to not do anything to their graphics.

Site Links Simplifies the Linking Process

Links are often confusing to people who are new to building websites. Using the drag and drop rule, linking the website pages is a simple task. The Links Gallery contains the name of all of the pages in the site. Drag the name from the Site Links list and drop it onto a button, text or other graphic. The page is now linked to the object. That's it.

Linking to external sites is just as easy. Add the link to the Links Gallery or add the link using a dialog. Either way, adding a link is easy.

Galleries and Commands Give Immediate Access to Content and Functionality

Between the galleries and commands, Web Studio provides everything you need to create a website. Though it is easy to add your own web art, Web Studio comes with a wide variety of design objects that are ready to use.

Galleries are filled with things like graphics, banners, backgrounds, buttons, fonts, photos, templates, and even links that help build web pages. You can use the content from the galleries or add your own. You can even design your own page template and add it to a gallery.

Each gallery has its own unique function and automatically applies the properties needed for that function. For instance, if you drag and drop a button from the gallery, the button dialog automatically opens. Here you can change the states to make a rollover button, choose font styles, color and label the button. You can even design your own button and place it in the Buttons Gallery. The new button will have all of the functionality of the other buttons in the gallery.

The commands greatly expand the applications for your site. With them you can add video, audio, animated text, forms, drop down menus, maps and so much more. Commands help you create photo thumbnails, correct photos with the Photo Correction Wizard, apply special effects to objects, make graphic rollover buttons, link to files and insert HTML.

Hosting With Ease

Web Studio is a complete program that takes you all the way through creating a website, including getting your pages onto the internet. Uploading your website is fully integrated into the program. If you use Web Studio's iHostStudio web site hosting, saving your pages to the web is easier than saving a file to your hard disk! If you already subscribe to a hosting company, our Uploading Publisher takes you through the steps. You can even instantly preview your website online with our free Trial Hosting feature. This gives you and others a chance to see the site on the internet without affecting your current website.

Open Architecture Expands Web Studio to do Virtually Anything

Web Studio's Open Architecture expands and simplifies things even for advanced website designers. Anything that you see in a web site can be included in a Web Studio website. The way this is done is by adding the HTML code to your site that makes the feature you want work. Although Web Studio is designed to eliminate the need to know HTML, it doesn't prohibit you from using it if you do. This is the secret to its ability to expand to suit your needs. Web Studio uses an object-oriented approach for adding HTML to pages. Instead of just writing a sequence of HTML that is part of a larger sequence of HTML (which is the case for just about all HTML editors), Web Studio enables you to add specific HTML to a page or to an individual object on a page. In this way, the HTML in the object stays with the object when it moves, is copied or pasted, when it is used on another page, or used in an entirely different website! The advantages to this method are obvious. You don't have to worry if you've copied the entire required HTML; if you copy the object that has the HTML, it is automatically all there.

View a Tutorial

Our Video Tutorials give step-by-step instructions for using the features in Web Studio. The tutorials are in the program and also at the **Web Studio TV** website. To view a tutorial, go to <http://webstudiotv.com/>. Click on *Podcast > Learning Web Studio TV* and then select one of the video tutorials.



Customer Testimonials

“I have never written a fan letter to anyone for anything, but Web Studio is the best product of its kind on the market. I know, because I have a whole row of very expensive software sitting on a shelf. NOTHING is easier, faster, or does more of what I want when building a website, than Web Studio. When you add in the VERY reasonable price, I dare anyone to show me a program that compares in value to Web Studio” HJ

“I was hoping this was easy, but it’s also fun!” LM

“I love all of the new features in WS 5. I can’t wait to build my next website.” TS

“I am 22 years old and my dream is to be a graphic web designer. Thanks to Web Studio, I have been able to create websites for people with an artistic touchy, not just strict HTML like other programs. This enables me to focus on the art aspect of it, not technical. So now I am busier than all my friends who made it back from college. I owe this company everything. So thank you so much for making a program I wouldn’t trade for the world.” SB of Vitality Graphics



See some of the websites made by this customer in the next section.

“I purchased FrontPage and went into the web design business. However, most web hosts don’t want to support FrontPage now, so I went to Web Studio. Your thoughtful getting started lessons did the trick. I am back in business and have transferred my FrontPage sites to web Studio. I’m a happy guy.” PVK

“The way you designed Web Studio 5.0 is great! It’s quite intuitive. The Menu Maker is a great.” RD.

“I have been using Web Studio for several days and I’m in love! After countless hours of frustration and disappointment with Microsoft Front Page, it’s wonderful to use a program designed by professionals.” EA

“You’re a great software company. Your service to your customers is fantastic. If this swells your head, then you deserve it. I use your software for building sites for church and non-profit organizations.” RB

“What a great piece of software. Easy to use, powerful, and loads of technical assist. I managed to get a reasonable site up and running in just a few sweaty hours. Improving this is a snap and the ability to splice in HTML is a real bonus. I’ve been looking for suitable web design software for some time—search over.” DJ

“I’ve never made a website before, so I’m newbie. I worked on Front Page for a few days this week and wanted to tear my hair out. Your program is fab!” NR

“I don’t know what size operation you folks have, but if the government operated as well as you all do, we’d have nothing but sunshine and roses. I am SO impressed and at my age, it’s really difficult to impress me. I’m so proud of myself for finding Web Studio. Now everyone thinks I’m a genius—even my techie grandson.” AL

“I love the new program. I had a good look around and could easily find all the stuff from 4.0 and the new stuff. Everything is much more intuitive & the videos are a great idea for learning how the new stuff works. JM

“Web Studio is one of the most user friendly programs I have. I would gladly recommend it to anyone who is semi literate in computers or even a semi expert.” JG

“I used WS4 for about 2 years. I finally took the plunge and upgraded to WS 5. So far, I can say “wow” for the new features and the new user interface is polished too. HUK

“The new User Manual is one of the best I’ve ever read.” BS

“This program is so much fun to use. I can’t wait to get my website up and running.” TLS

Representative User Sites

Our own website, www.webstudio.com is our primary user site. Our website was created using Web Studio 5.0. Here are links to some of the websites created by our customers.

These sites were created by Vitality Graphics (quoted in our Testimonials)

<http://www.spastudioatunionsquare.com/>

<http://www.heidelberginn.net/>

<http://www.diamondcovecottages.com/>

These sites were created by other customers

<http://www.lindamullen.com> (Artist)

<http://www.joannsandlin.com> (Artist)

<http://www.marleneparkerkorey.com> (Artist)

<http://www.unitedwholesalesigns.com> (Wholesale Signs)

<http://www.stemhigh.org/> (High School)

<http://www.soundvideo.com/> (Home Theater Store)

<http://www.heartfelts.net/index.html> (Non-Profit Site)

<http://www.jcas.org/> (Art Studios)

<http://www.evolvehomemedia.com/> (Home Theatre Store)

<http://www.mysaddle.com/> (Riding Saddles)

<http://www.aeroproducts.com/> (Aeronautical Accessories)

<http://www.mytymbeads.com/index.html> (Glass Beads)

Online Resources

Web Studio Site. <http://www.webstudio.com>

Video Tour. <http://www.webstudio.com/>, click on the Video Tour logo

Web Studio TV. <http://www.webstudiotv.com/>; <http://tv.webstudio.com>

Web Studio Wiki. <http://wiki.webstudio.com>

Press Center. http://www.webstudio.com/site/Press_Center.html

User's Gallery. http://www.webstudio.com/site/Users_Website_Gallery.html

About Back to the Beach Software. http://www.webstudio.com/site/About_Us.html

Web Studio Online Forum. <http://www.webstudioforum.com/>