

Instant Content Creator

User Guide

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1 INTRODUCTION

This document is a detailed guide for using the “Instant Content Creator” application. Instructions for each of the tasks are located in the appropriated sections of this guide.

1.1 Installation Procedure

In order to begin installing the “Instant Content Creator” double click the “Instant Content Creator.exe” file. The following screen will be displayed.



Figure 1: Installation procedure (step 1/)

Click on the “I agree” button in order to continue installing the application. The following screen will be displayed.

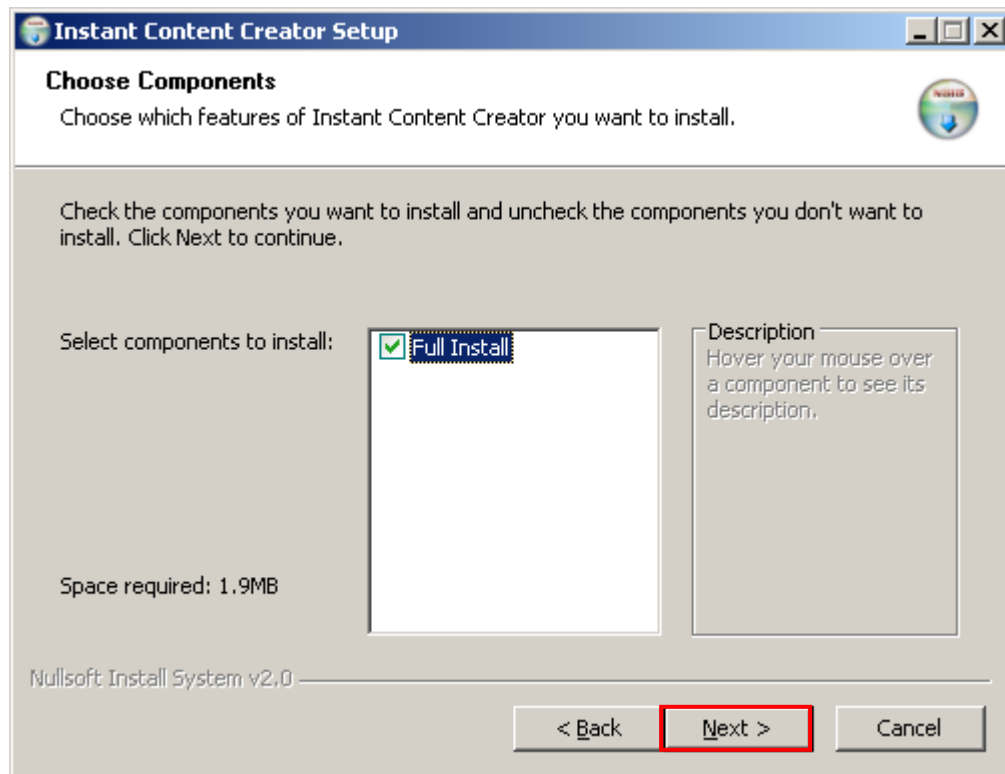


Figure 2: Installation procedure (step 2/)

Click on the “Next” button to continue installing the application. The following screen will be displayed.

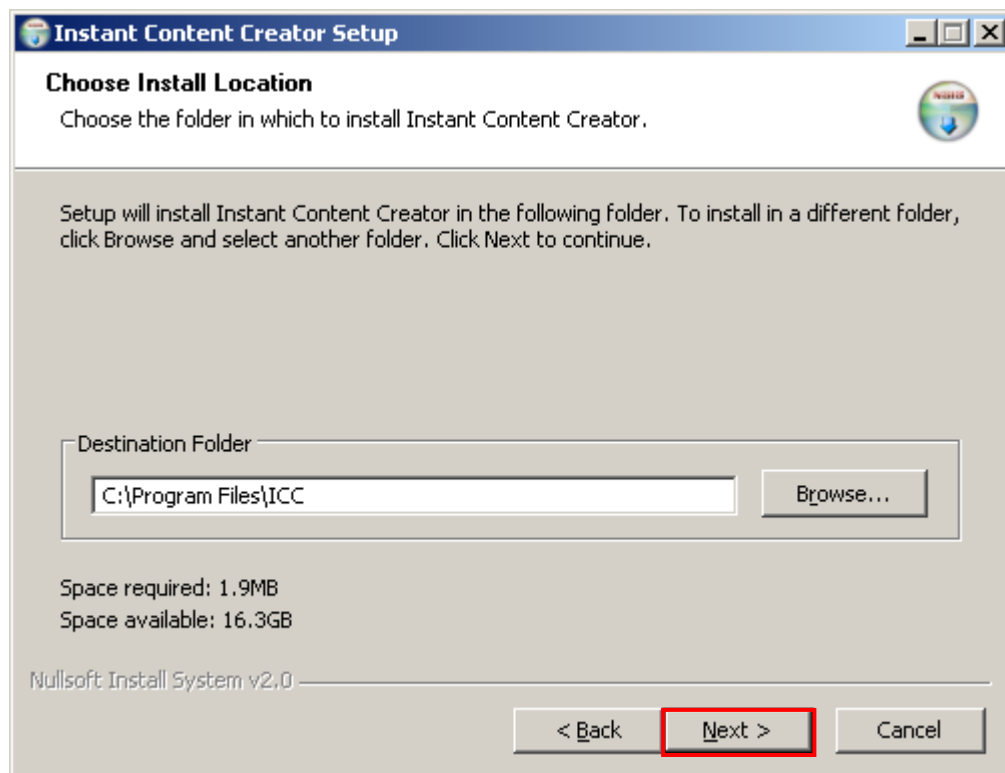


Figure 3: Installation procedure (step 3/)

Choose the desired folder in which to install the “Instant Content Creator” or leave the default setting and click on the “Next” button. The following screen will be displayed.

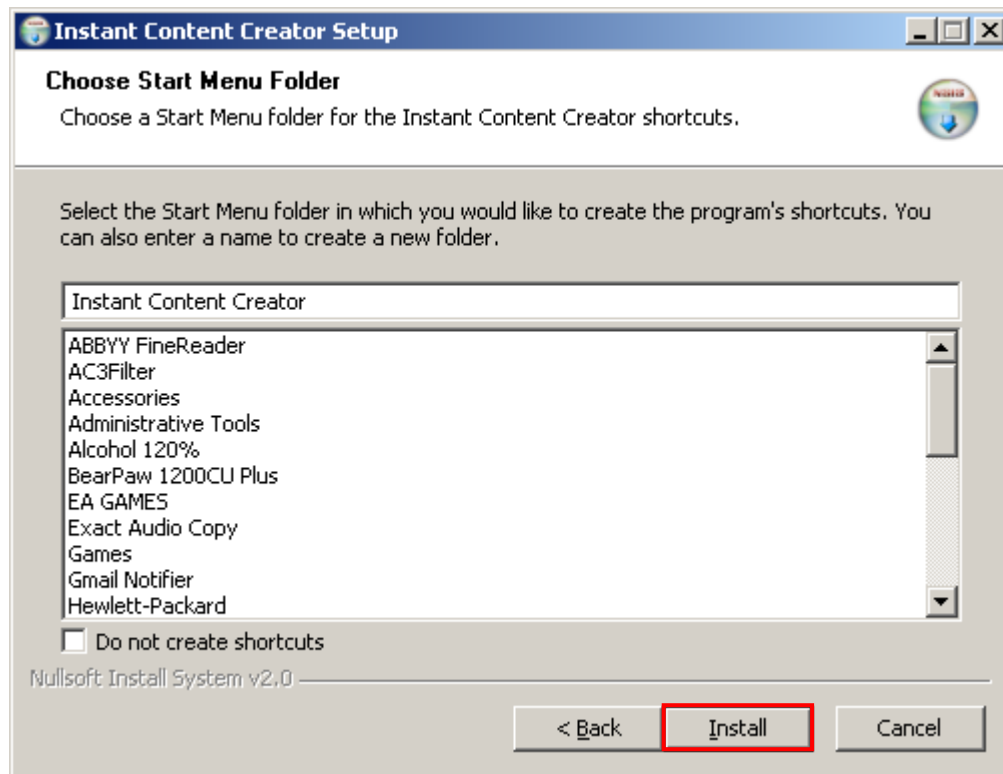


Figure 4: Installation procedure (step 4/)

Select the start menu folder in which you would like to create the program's shortcut and click on the "Install" button. The following screen will be displayed. The following screen will be displayed.

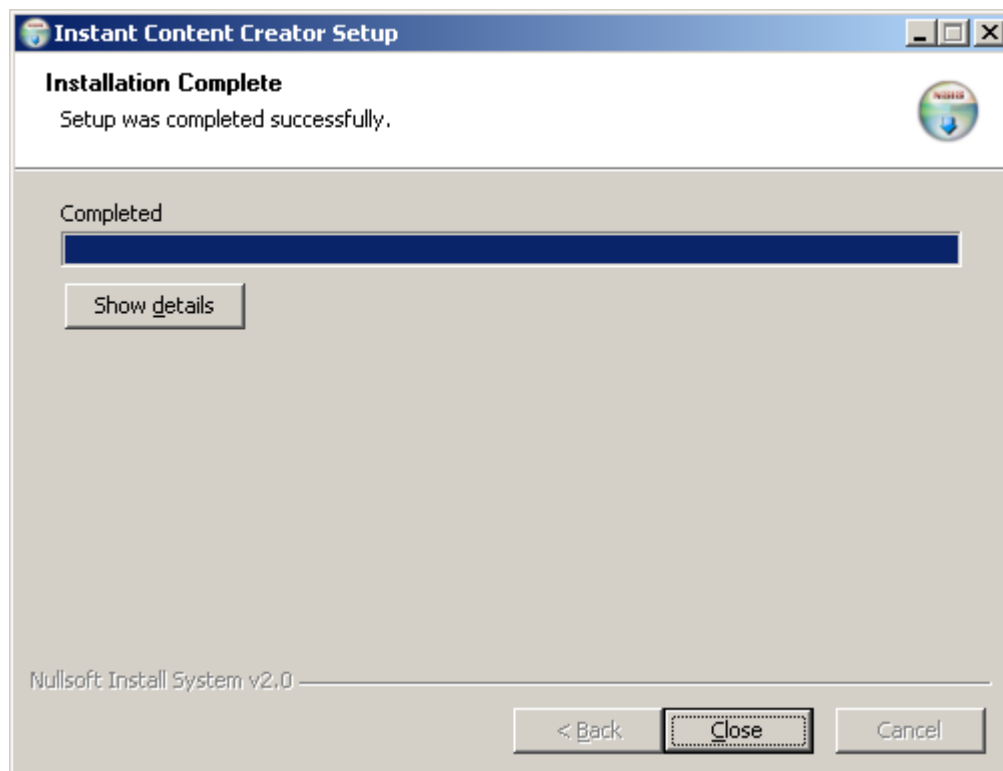


Figure 5: Installation procedure (step 5/)

Wait until the progress indicator reaches the end and the application will be installed. Click on the "Close" button to complete the procedure of installing "Instant Content Creator" application.

2 INSTANT CONTENT CREATOR INTERFACE

This section of the document will give detailed explanation of the “Instant Content Creator” interface.

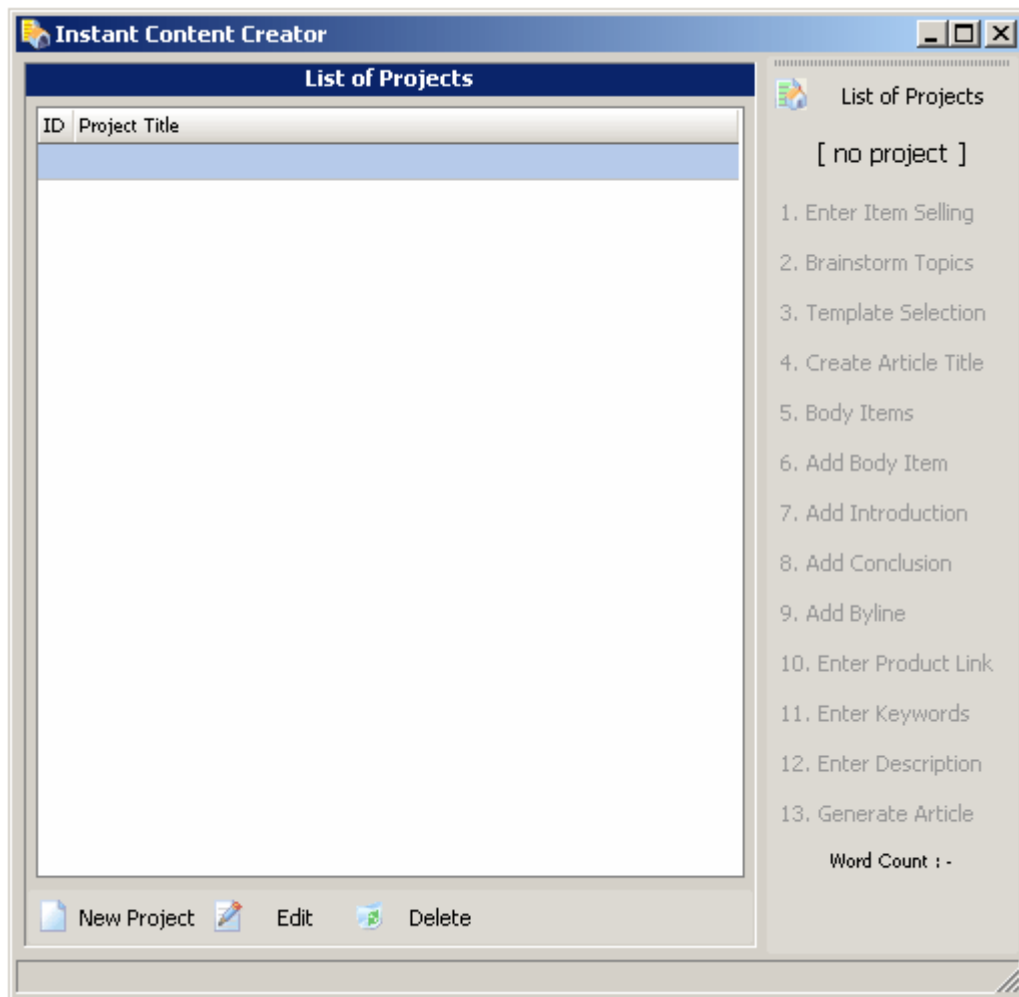


Figure 6: Instant Content Creator Interface

The following options are available:

- **New Project** – option for creating a new project (see section 3)
- **Edit** – option for editing a project (see section 17)
- **Delete** - option for deleting a project (see section 18)
- **Enter Item Selling** - option for entering item selling (see section 4)
- **Brainstorm Topics** - option for brainstorming topics (see section 5)
- **Template Selection** - option for selecting a desired template (see section 6)
- **Create Article Title** - option for creating article title (see section 7)
- **Body Items** - option for defining (see section 8)
- **Add Body Item** - option for adding body items (see section 9)
- **Add Introduction** - option for adding introduction part (see section 10)
- **Add Conclusion** - option for adding a conclusion (see section 11)

- **Add Byline** - option for adding byline (see section 12)
- **Enter Product Link** - option for entering a product link (see section 13)
- **Enter Keywords** - option for entering keywords (see section 14)
- **Enter Description** - option for entering description (see section 15)
- **Generate Article** - option for generating article (see section 16)

3 CREATING A NEW PROJECT

The first step in creating an article is creating a project. Click on the “New Project” button.

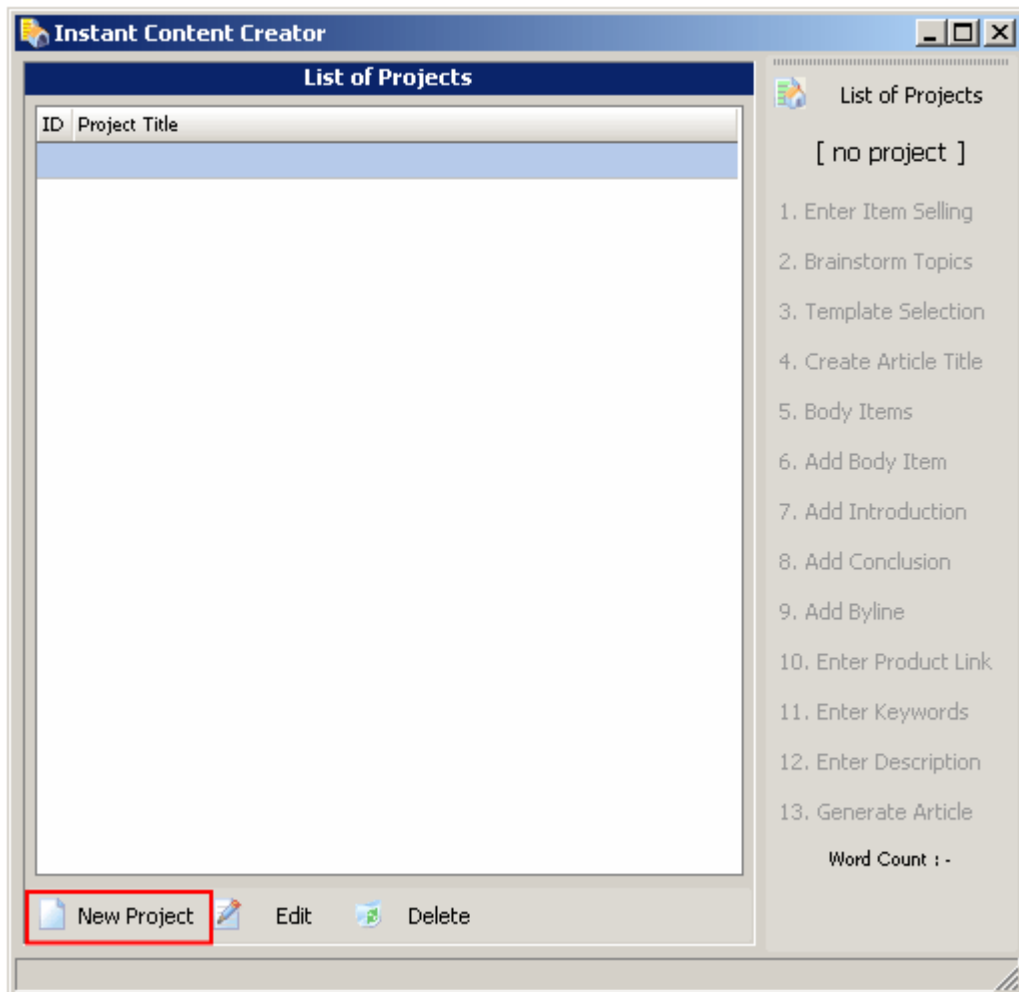


Figure 7: Creating a new project (step 1/2)

The dialog window for setting the project name will be displayed.

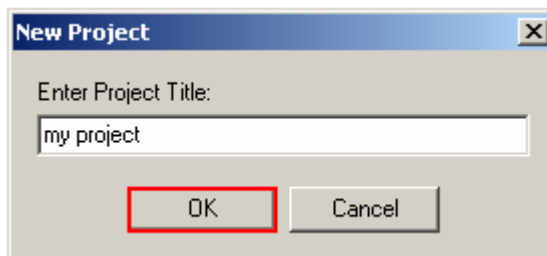


Figure 8: Creating a new project (step 2/2)

Enter the name of the project and click on the “OK” button. The new project will be created and the screen for entering the name of the item will be displayed (see section 4).

4 ENTERING THE NAME OF THE PRODUCT

The second step is entering the name of the product.

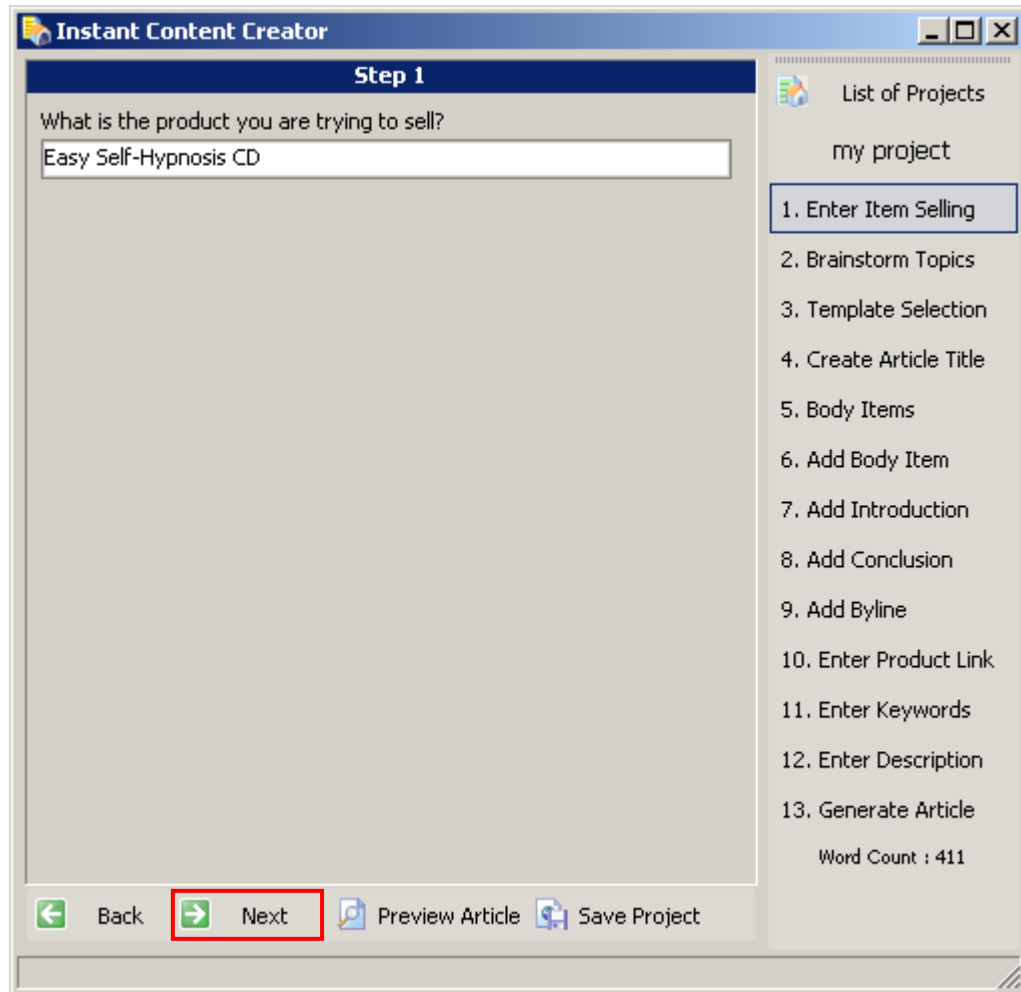


Figure 9: Entering the name of the product

Enter the name of the name of the product and click on the “Next” button. The screen for entering brainstorming topics will be displayed (see section 5).

5 BRAINSTORMING TOPICS

The next step is brainstorming topics. The purpose of this screen is to allow you to write down ideas for your articles. The contents of this screen is not added to the actual article, but can serve as a reference.

The screenshot shows the 'Instant Content Creator' application window. The title bar reads 'Instant Content Creator'. The main window has a dark blue header bar with the text 'Step 2'. Below this, the instruction 'Brainstorm some topics that someone interested in buying would also be interested in.' is displayed. The main area contains ten numbered input fields (i. to x.) for brainstorming topics. To the right of the input fields is a 'List of Projects' section with a tree view showing 'my project' and a list of steps: 1. Enter Item Selling, 2. Brainstorm Topics (highlighted with a blue border), 3. Template Selection, 4. Create Article Title, 5. Body Items, 6. Add Body Item, 7. Add Introduction, 8. Add Conclusion, 9. Add Byline, 10. Enter Product Link, 11. Enter Keywords, 12. Enter Description, and 13. Generate Article. Below the list is a 'Word Count : -' label. At the bottom of the window, there are four buttons: 'Back' (with a left arrow icon), 'Next' (with a right arrow icon), 'Preview Article' (with a magnifying glass icon), and 'Save Project' (with a floppy disk icon).

Figure 10: Brainstorming topics

Click on the “Next” button to continue and the screen for selecting desired template will be displayed (see section 6).

6 SELECTING THE TEMPLATE

The next step is selecting the desired template. Select one of the 8 available templates inside this screen by selecting the radio button next to its name.

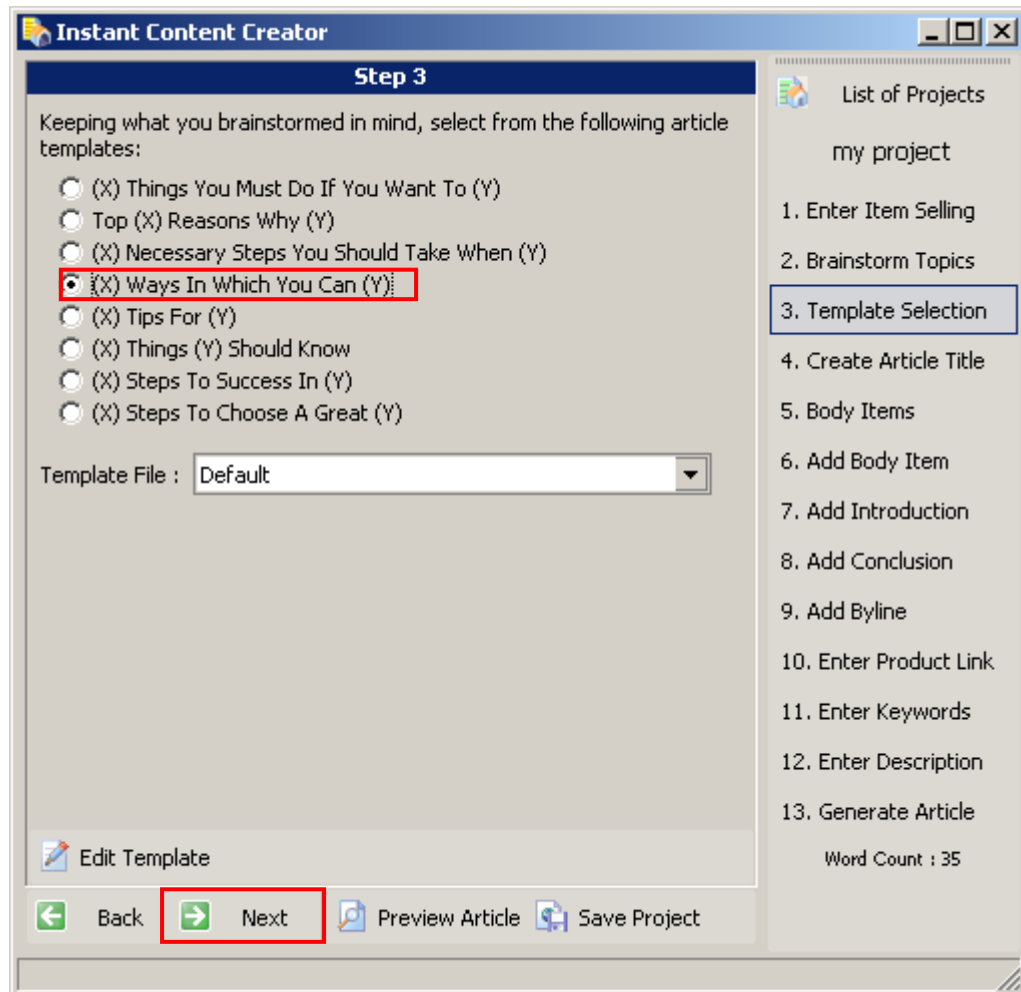


Figure 11: Selecting the desired template

The “X” and “Y” part of the title will be replaced with word(s) that you will type inside the next screen (e.g. “**5 Ways in Which You Can Improve Office Productivity** – where **X=5** and **Y=Improve Office Productivity**).

Choose the template that matches your product best and click on the “Next” button. The screen for entering article title will be displayed (see section 7)

Note: the following other options are available inside this screen.

- **Template File** – the application offers the possibility of creating custom templates; all templates you create will be displayed inside this pull down menu (**note:** see section 6.1 for further information on editing and creating a template)
- **Edit Template** – option for editing the template (see section 6.1)

6.1 Editing the template

In order to start editing the template, choose option “Template Selection” from the main menu, select the desired menu and click on the “Edit Template” button.

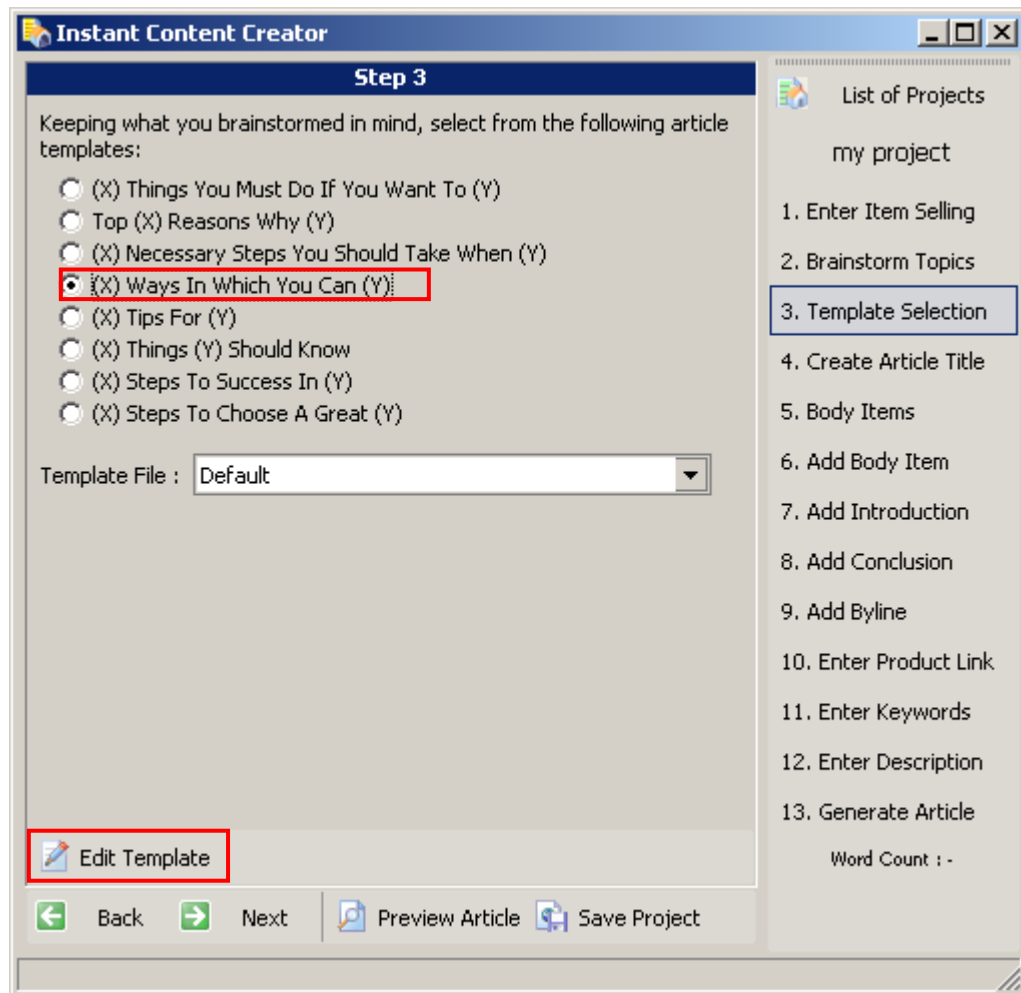


Figure 12: Editing the template (step 1/2)

The following screen will be displayed.

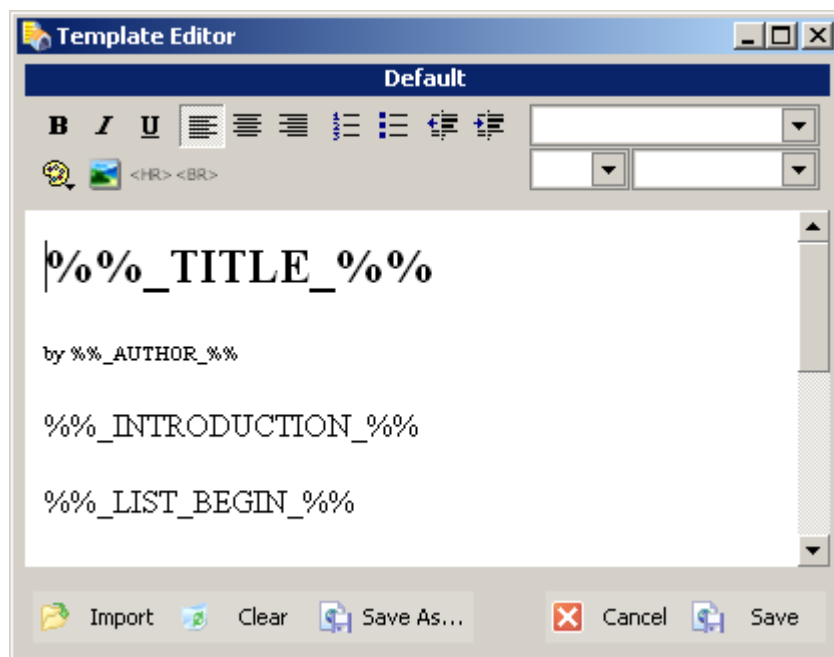


Figure 13: Editing the template (step 2/2)

The following parameters are available inside this screen:

- **WYSIWYG Editor (What You See Is What You Get)** – options for formatitng the text (e.g. making text bold, choosing the desired font, setting font size, uploading an image, etc.)
- **Article variables** – copy and paste these variables to make the desired organization of the information within the article (**e.g.** select the “%%_AUTHOR%%_” variable, set the desired font size or place it at the bottom of the page)
- **Import** – option for importing a template
- **Clear** – option for clearing the contents of this window
- **Save As** – option for saving currently loaded template under a different name
- **Cancel** – option for closing the template editor without applying the changes
- **Save** – option for saving the currently loaded template

7 CREATING ARTICLE TITLE

The next step is entering the values for **X** and **Y** parts of the title as discussed in previous section (see section 6).

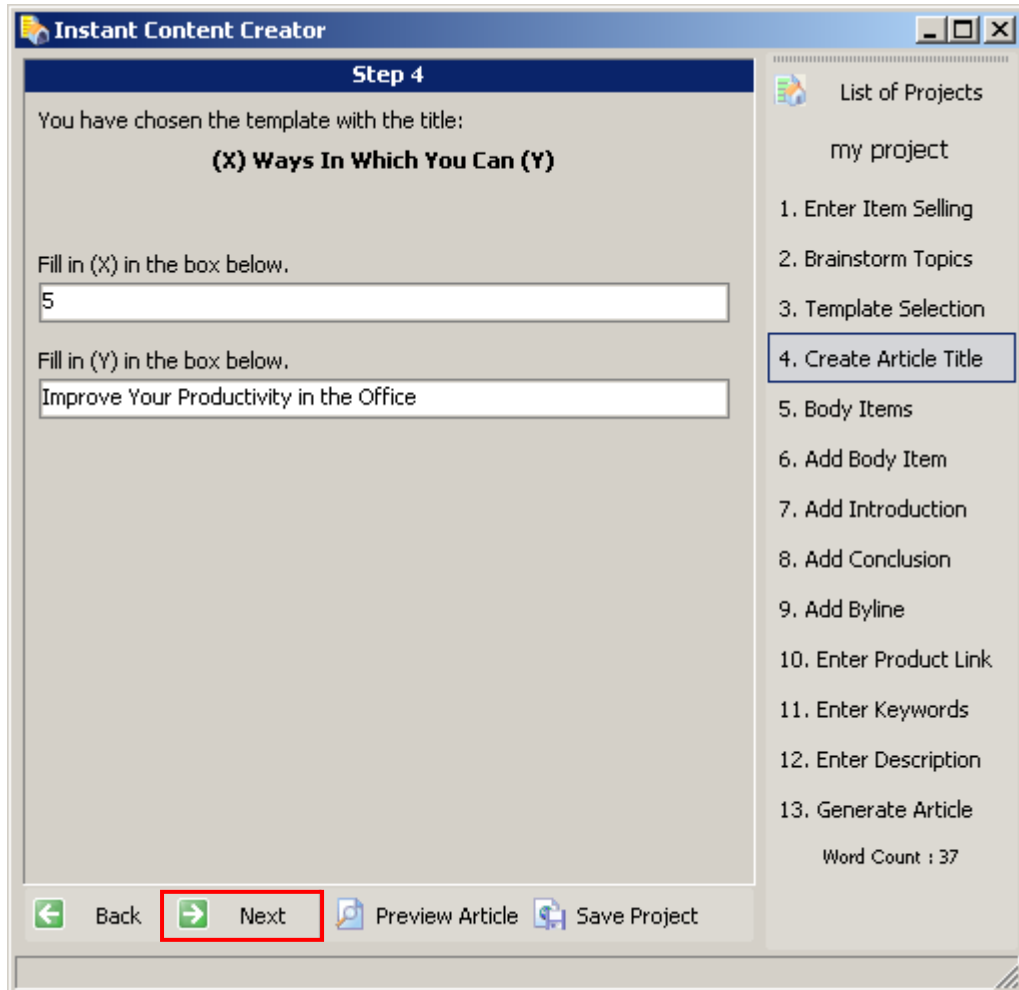


Figure 14: Entering the title

Use the information from the chosen template “**(X) Ways In Which You Can (Y)**” as a reference and define **X** and **Y** values for the title so the final result is for example “**5 Ways In Which You Can Improve Your Productivity in Office**” (where **X=5** and **Y=Improve Office Productivity**).

After entering the title, click on the “Next” button to continue the procedure of creating an article. The screen for managing body items will be displayed (see section 8).

8 MANAGING BODY ITEMS

The next step in creating an article is adding body items i.e. paragraphs, steps or “ways” as previously discussed.

Each of the paragraphs is one step (or “way”) and contains a subtitle and field for entering the contents of the paragraph.

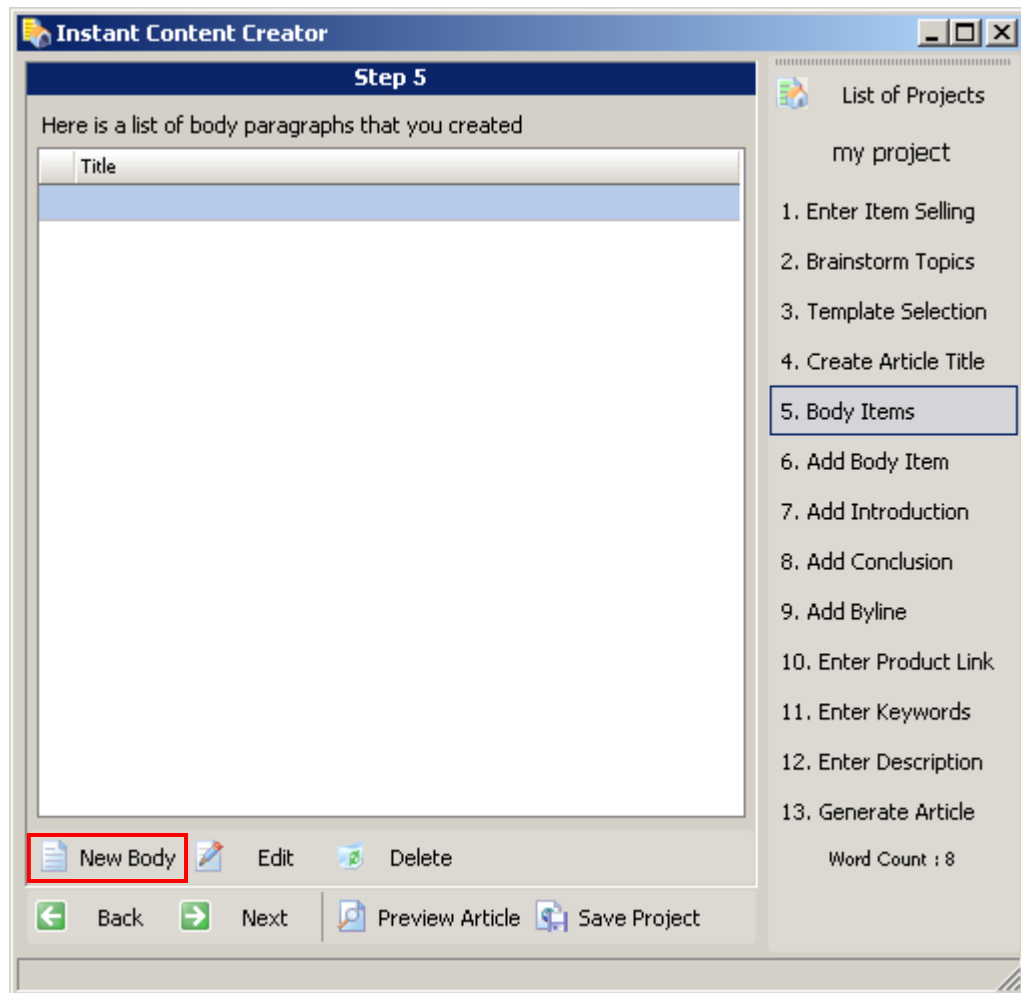


Figure 15: Managing body items

The following options are available inside this screen:

- **New Body** – option for creating a new body item (see section 9)
- **Edit** – option for editing a body item
- **Delete** – option for deleting a body item

9 ADDING A BODY ITEM

In order to create a new body item (paragraph), choose option “Add Body Item” from the main menu. The screen for defining the body item will be displayed.

Instant Content Creator

Step 6

You said that there are a number of steps.

Name one in the box below.

Communication

Please explain why in at least 2 sentences.

communication. When you are communicating with staff and clients, make sure that all your instructions and information is understood the way you intend it to be. Simply repeating the same request in different words at the end of a conversation can mean the difference between getting the report you want and the one that your staff thought you wanted. |

List of Projects

my project

1. Enter Item Selling
2. Brainstorm Topics
3. Template Selection
4. Create Article Title
5. Body Items
- 6. Add Body Item**
7. Add Introduction
8. Add Conclusion
9. Add Byline
10. Enter Product Link
11. Enter Keywords
12. Enter Description
13. Generate Article

Word Count : 40

Back **Next** Preview Article Save Project

Figure 16: Adding a body item

The following parameters are available inside this screen:

- **Name** - in the box below – input field for entering the subtitle i.e. title of the paragraph
- **Explanation** – text area for defining the contents of the paragraph (note: you should put at least 2 sentences)

After setting these parameters click on the “Next” button to create the body item. You will return to the “Body Items” screen where you can click on the “New body” button again to create a second paragraph.

Note: you can repeat this procedure for a desired number of body items (paragraphs).

The screenshot below demonstrates the “Body Items” screen with several paragraphs (actually 5 because the article is about five ways to improve your productivity)

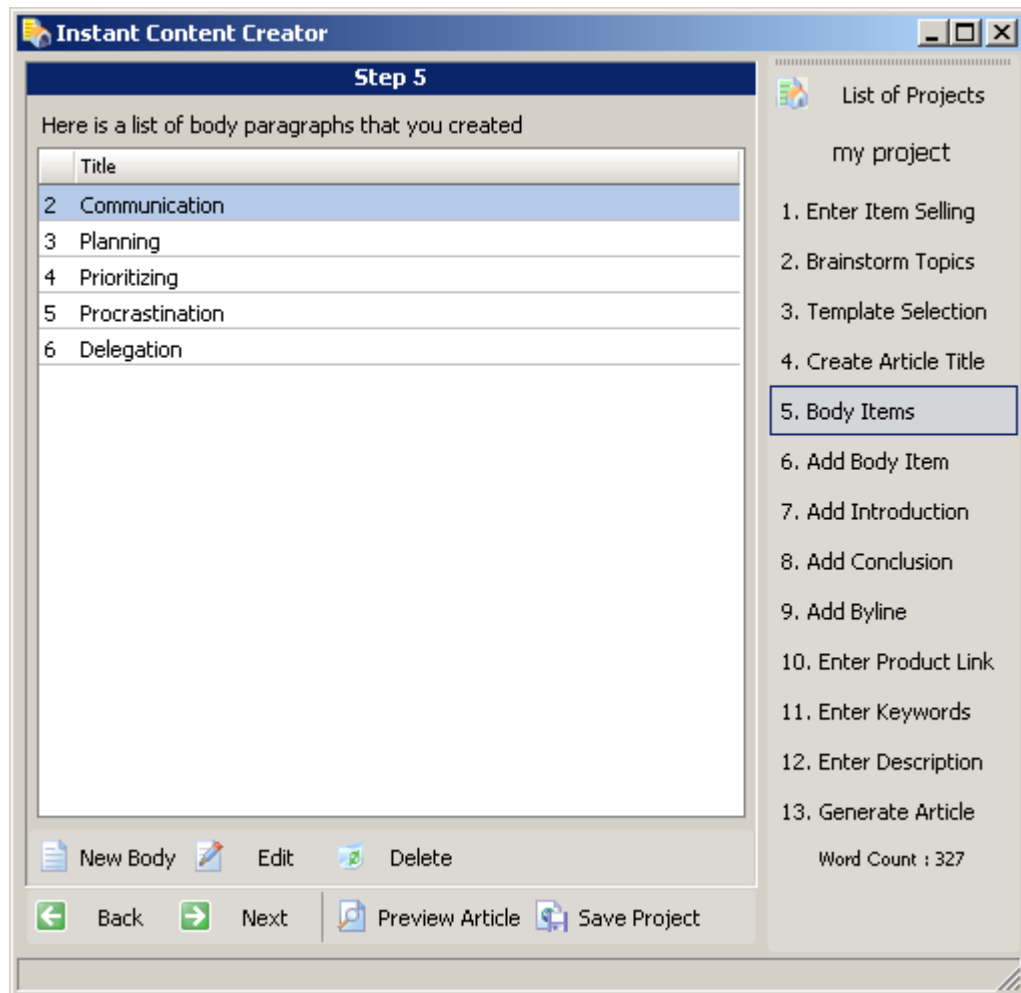


Figure 17: Example of the defined steps

Once you define the desired number of body items (paragraphs) click on the “Next” button. The screen for entering introduction will be displayed (see section 10).

10 ADD INTRODUCTION

The next step in creating an article is defining article introduction.

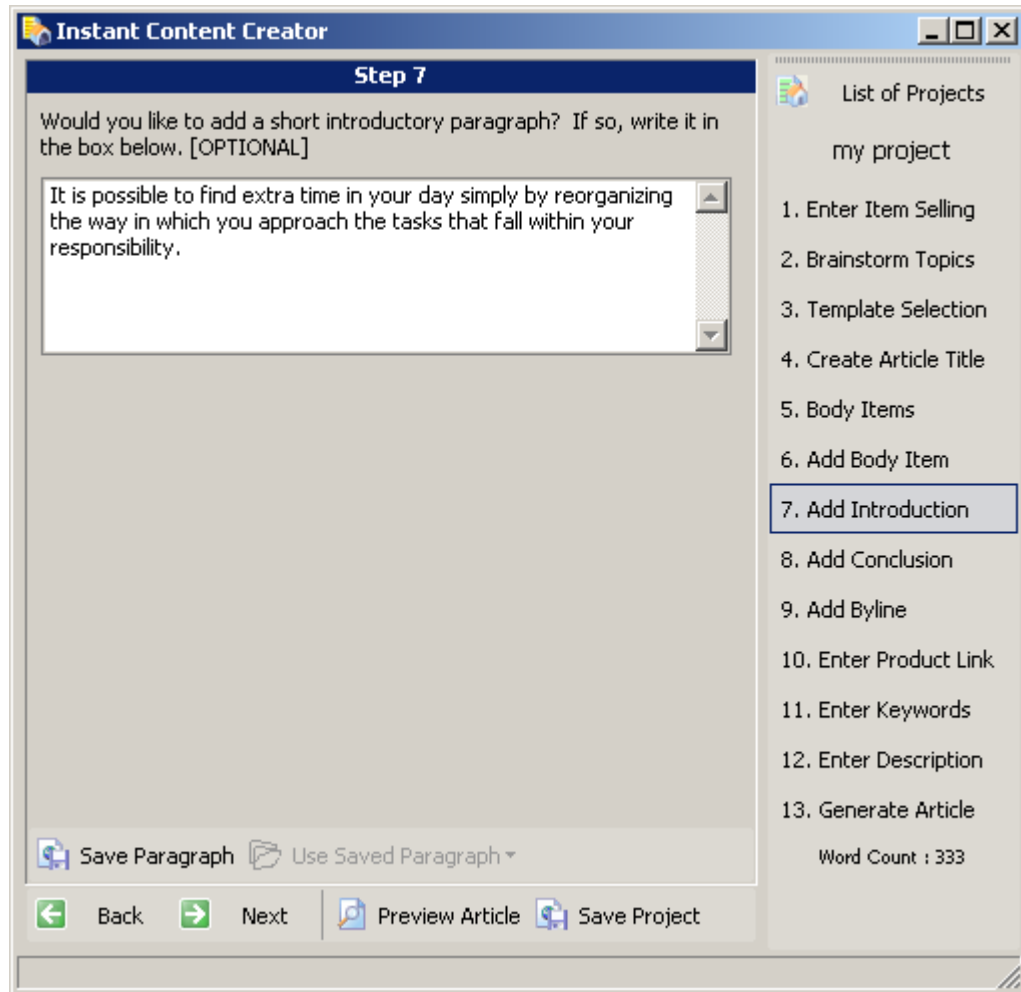


Figure 18: Adding an introduction part

Enter the introductory paragraph (**note:** this step is optional) and click on the “Next” button. The screen for entering conclusion will be displayed (see section 11).

11 ADDING CONCLUSION

The next step in creating an article is entering article conclusion.

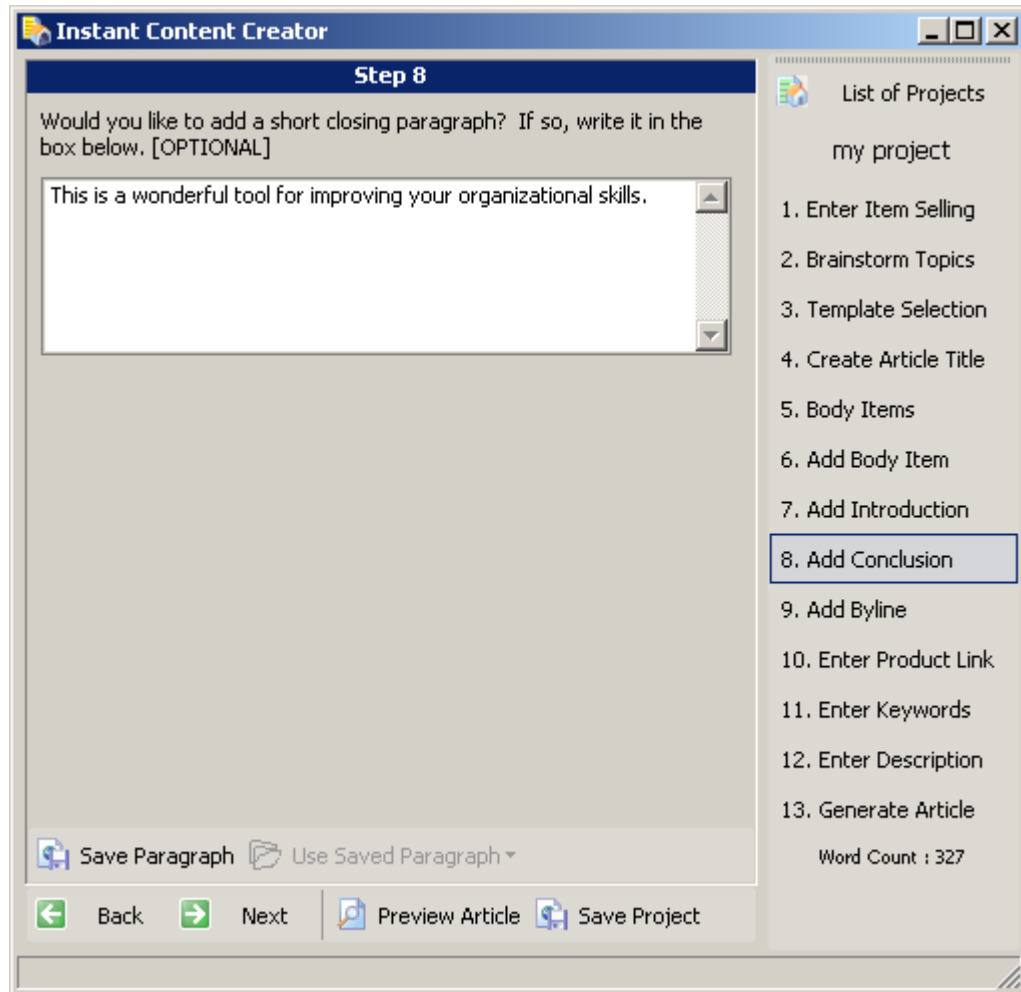


Figure 19: Adding a conclusion

Enter a short closing paragraph (**note:** this step is optional) and click on the “Next” button. The screen for entering Byline will be displayed (see section 12).

12 ADDING BYLINE

The next step in creating an article is entering byline i.e. information about the article author which should include the following:

1. your name, position, title, etc.
2. your credentials
3. recommendation of something you are selling (**note:** must be written in 3rd voice)
4. last sentence which ends in a colon (:) and refers to the product you are selling

The screenshot shows the 'Instant Content Creator' application window. The title bar reads 'Instant Content Creator'. The main window is titled 'Step 9' and contains the following text: 'Write yourself an author byline. This must include the following:'. Below this text is a numbered list: '1. Who you are (e.g. name, position, title etc).', '2. Why people should listen to you (e.g. your credentials).', '3. Recommendation of something you are selling. This MUST be in the 3rd voice (i.e. voice of the editor of the publication).', and '4. Last sentence must end in a colon (:) and refer to the product you are selling.' Below the list is a text input field containing the example byline: 'Katie-Anne Gustafsson spent many years in business administration before becoming an expert learning organisational skills and tools she needs to effectively balance the demands for her daily life:'. Below the text field are two buttons: 'Save Byline' and 'Use Saved Byline'. At the bottom of the window are four buttons: 'Back', 'Next' (highlighted with a red box), 'Preview Article', and 'Save Project'. On the right side of the window is a 'List of Projects' panel. It shows 'my project' and a list of steps: '1. Enter Item Selling', '2. Brainstorm Topics', '3. Template Selection', '4. Create Article Title', '5. Body Items', '6. Add Body Item', '7. Add Introduction', '8. Add Conclusion', '9. Add Byline' (highlighted with a blue box), '10. Enter Product Link', '11. Enter Keywords', '12. Enter Description', and '13. Generate Article'. At the bottom of the right panel, it says 'Word Count : 8'.

Figure 20: Adding byline

After defining byline click on the “Next” button to continue creating an article. The screen for entering product link (URL) will be displayed (see section 13).

13 ENTERING PRODUCT LINK

The next step in creating an article is entering the link to the product (URL of the website selling the product).

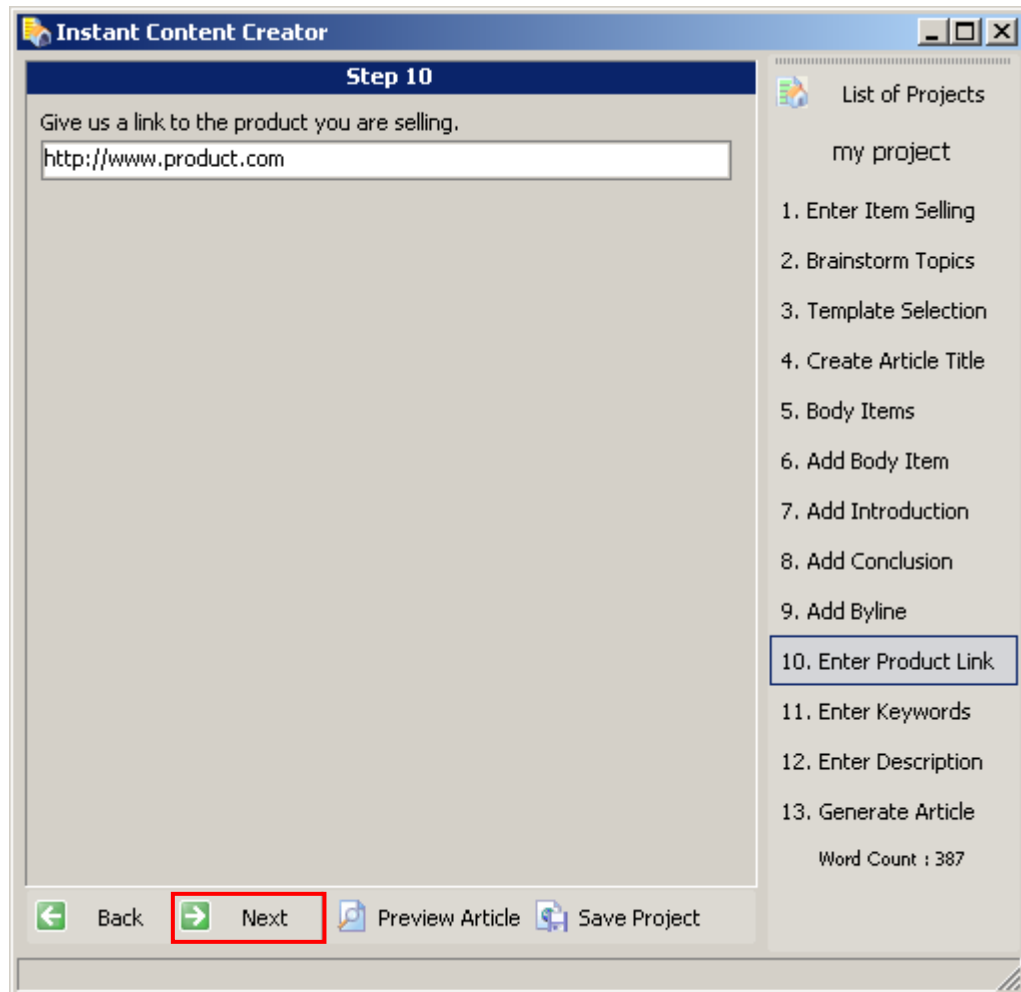


Figure 21: Entering product link

Enter the link to the product (**e.g.** <http://www.product.com>) and click on the “Next” button. The screen for entering keywords will be displayed (see section 14).

14 ENTERING KEYWORDS

The next step is entering article keywords. You can enter up to 12 keywords and/or phrases people might associate with the content of your article.

The screenshot shows the 'Instant Content Creator' application window at 'Step 11'. The main area contains instructions to enter up to 12 keywords and a note about keyword meta tags. Below this is a list of 12 input fields, with the first three containing 'productivity', 'office', and 'improve'. To the right is a 'List of Projects' sidebar with 'my project' and a numbered list of steps. Step 11, 'Enter Keywords', is highlighted. At the bottom, there are buttons for 'Back', 'Next' (highlighted with a red box), 'Preview Article', and 'Save Project'. A 'Word Count : 387' is displayed at the bottom right.

Instant Content Creator

Step 11

In the spaces below, please enter up to 12 keywords and/or phrases people might associate with the content of your article.

NOTE: This will generate keyword meta tags for your article. Keyword meta tags are most effective if they match the actual content of your article, so you should try to use words and phrases that you just used in your article.

One keyword or phrase per box, please!

i. productivity

ii. office

iii. improve

iv.

v.

vi.

vii.

viii.

ix.

x.

xi.

xii.

List of Projects

my project

1. Enter Item Selling
2. Brainstorm Topics
3. Template Selection
4. Create Article Title
5. Body Items
6. Add Body Item
7. Add Introduction
8. Add Conclusion
9. Add Byline
10. Enter Product Link
- 11. Enter Keywords**
12. Enter Description
13. Generate Article

Word Count : 387

Back Next Preview Article Save Project

Figure 22: Entering keywords

Enter one keyword or phrase per input field and define up to 12 keywords. After entering the keywords, click on the "Next" button. The screen for entering description will be displayed (see section 15).

15 ENTERING DESCRIPTION

The next step is entering description which will serve as a description meta tag (and further help your article to be found by the potential customers).

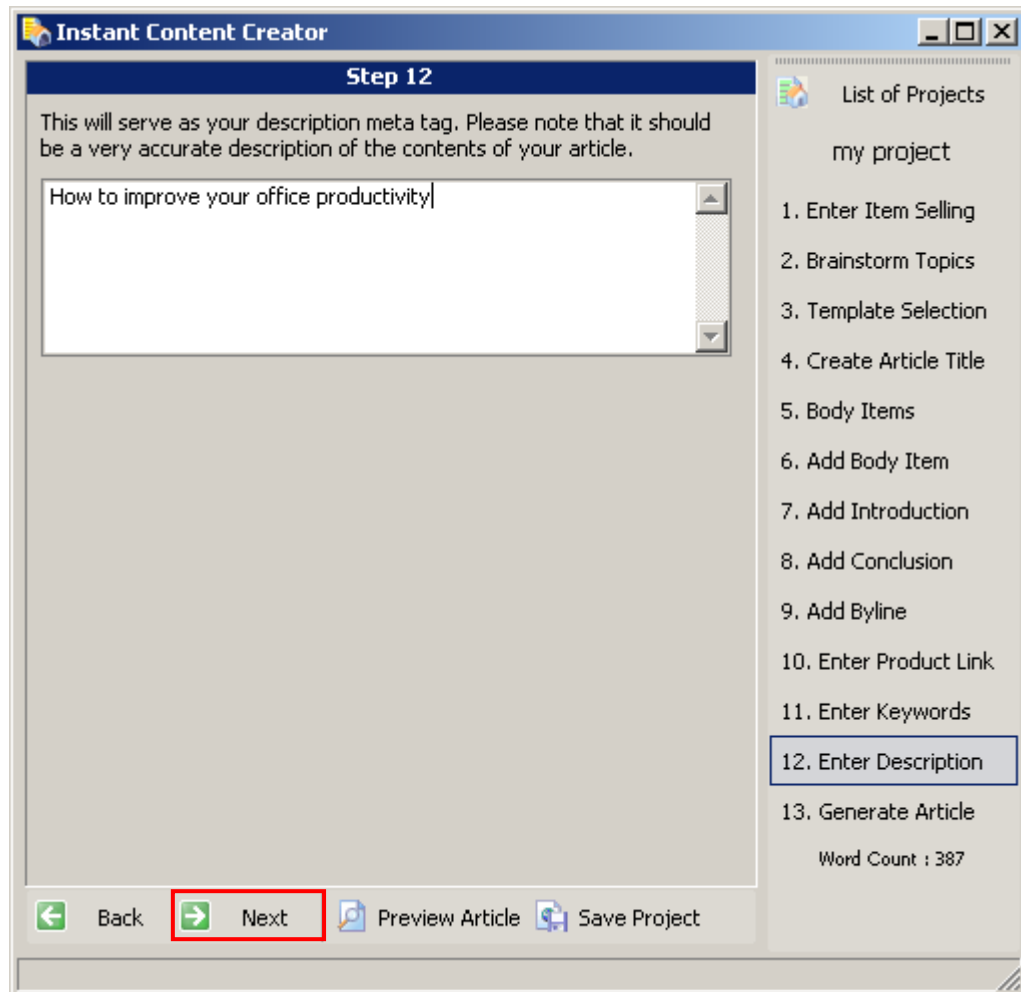


Figure 23: Entering description

Enter a sentence or two which correctly describes the contents of the article in as few words as possible and click on the "Next" button. The screen for generating the article will be displayed (see section 16).

16 GENERATING ARTICLE

Once you define the description and click on the “Next” button the screen with the confirmation on successfully created article will be displayed.

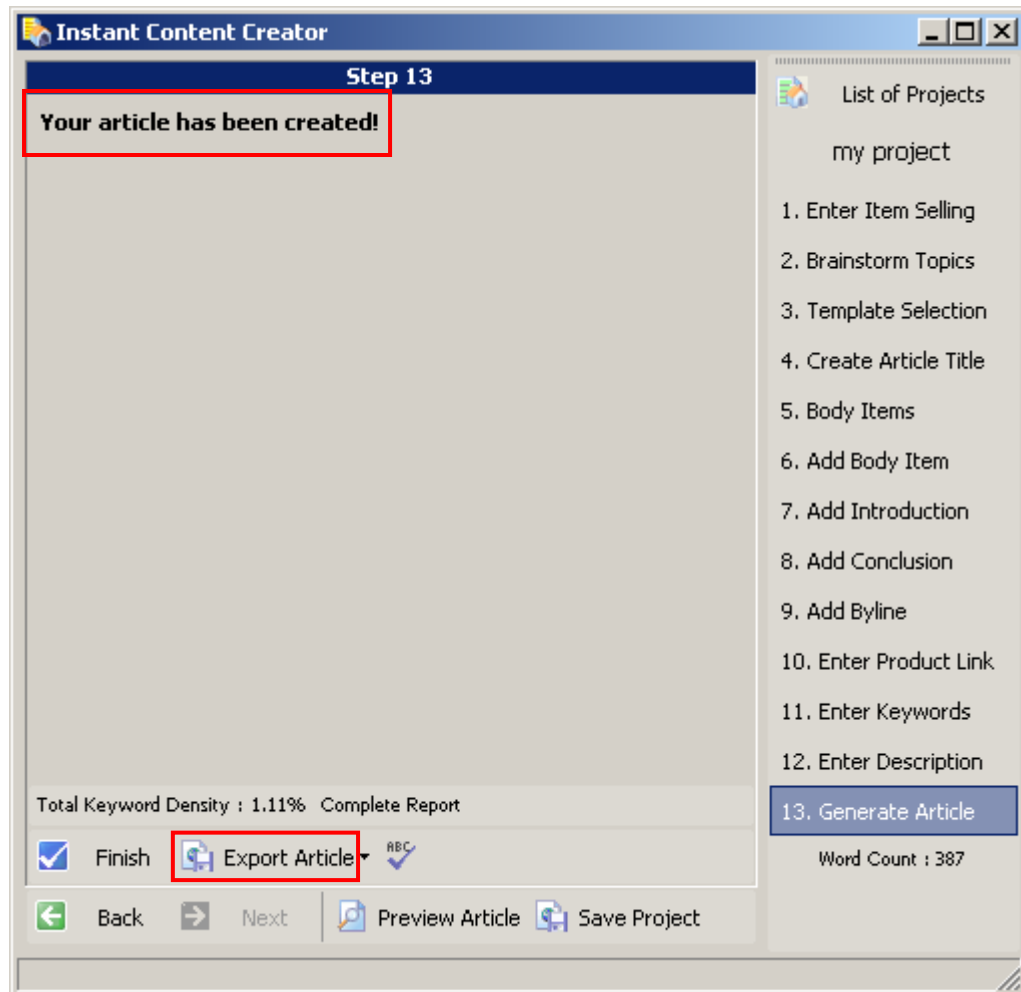


Figure 24: Generating an article

The options are available inside this screen:

- **Finish** – option for returning to the starting page
- **Export Article** – option for exporting an article into a desired format:
 - **To HTML** – option for exporting the article in HTML format (see section 16.1)
 - **To TXT** – option for exporting the article in text format (see section 16.2)
 - **To FTP server** – option for uploading the article to your FTP server (see section 16.3)
- **ABC** – option for performing spelling check

16.1 Exporting to HTML

In order to export the article to HTML format, choose option “to HTML File” from the “Export Article” menu.

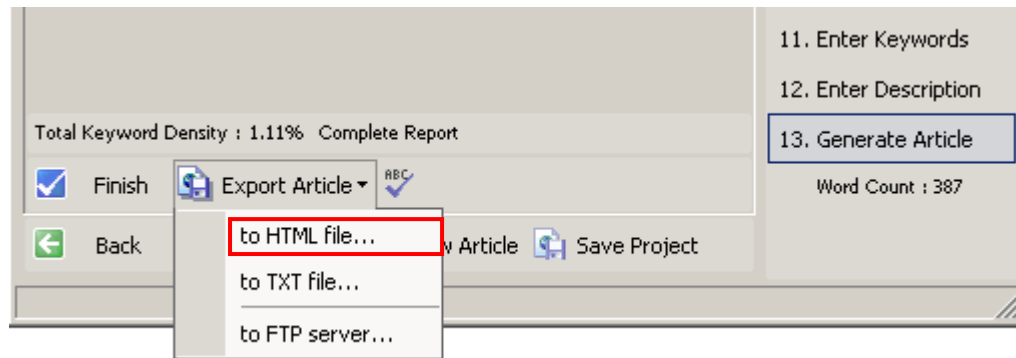


Figure 25: Exporting to HTML (step 1/2)

The following screen will be displayed.

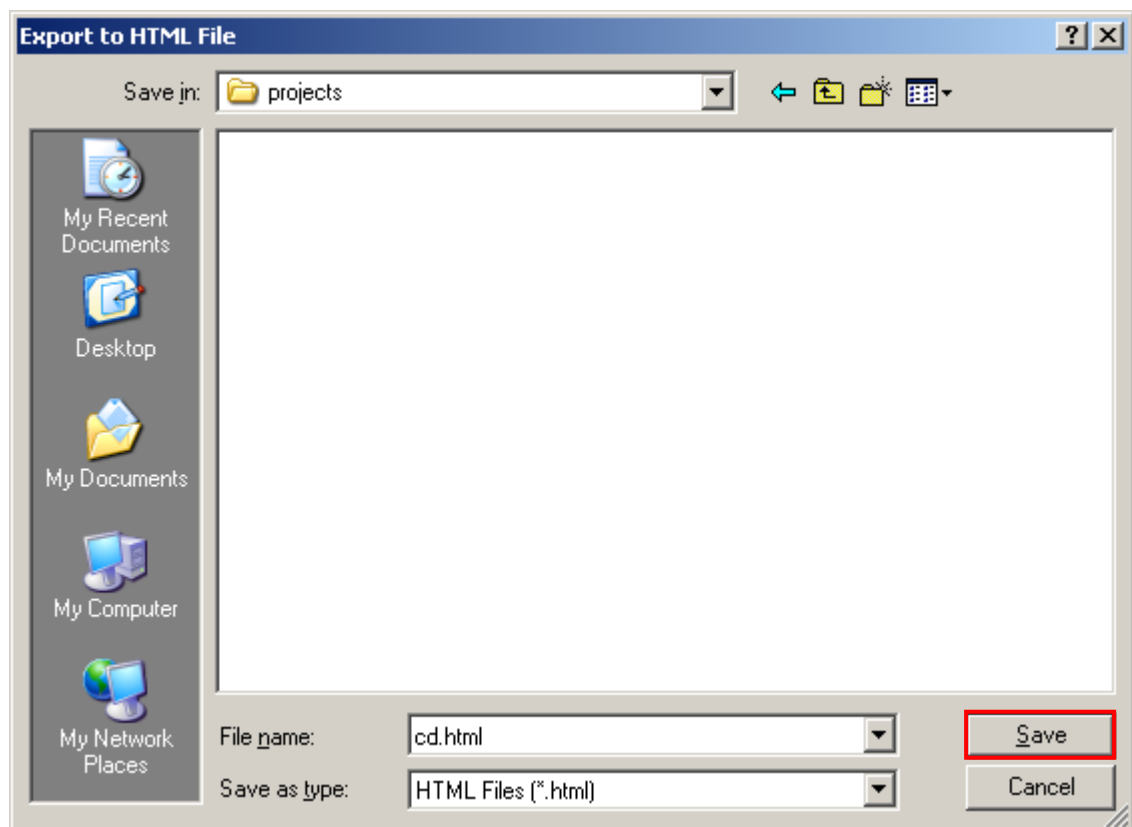


Figure 26: Exporting to HTML (step 2/2)

Set the desired name and location for the HTML file and click on the “Save” button. HTML version of the article will be created.

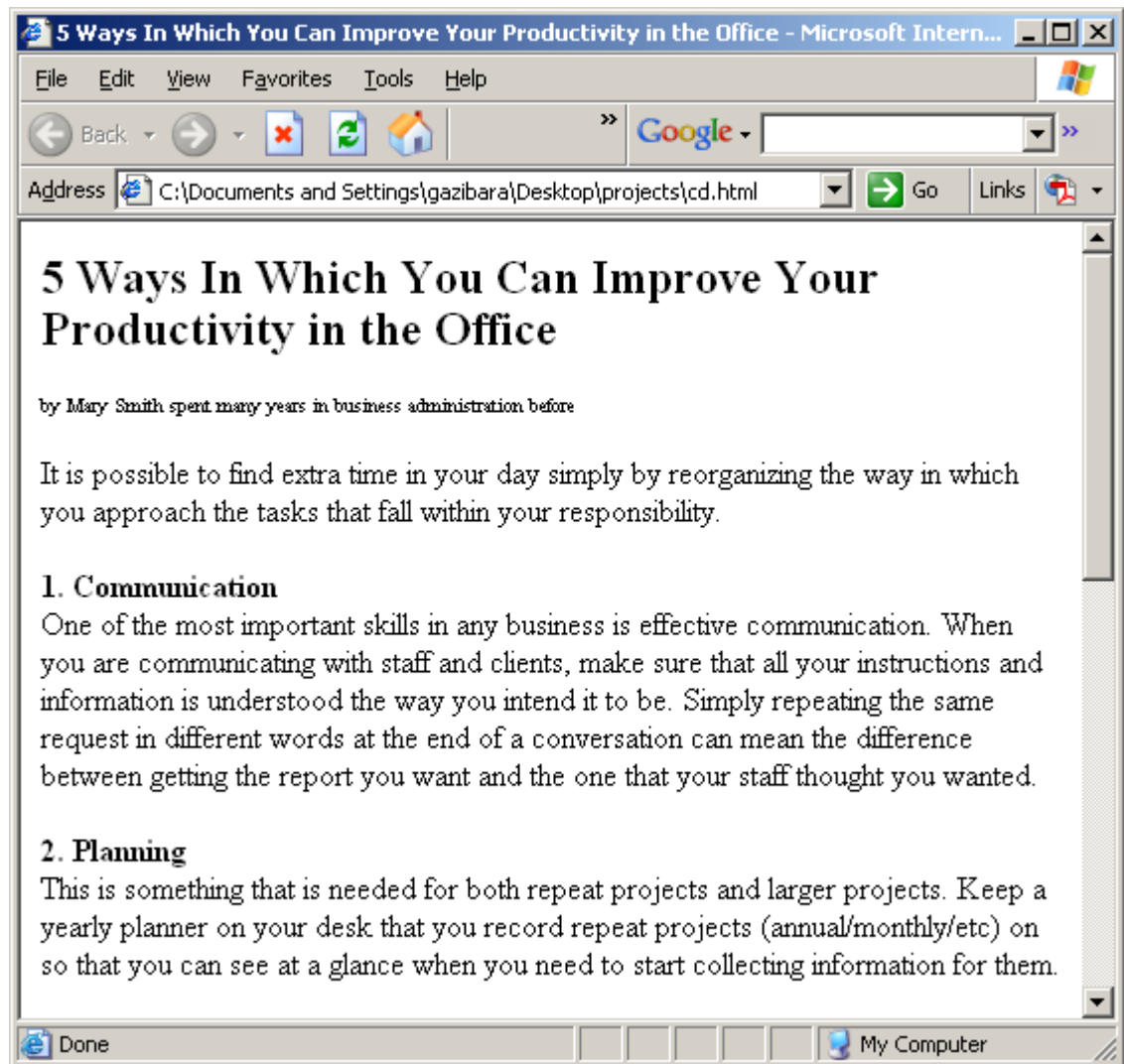


Figure 27: Example of the article in HTML format

16.2 Exporting to TXT

In order to export the article to TXT format, choose option “to TXT File” from the “Export Article” menu.

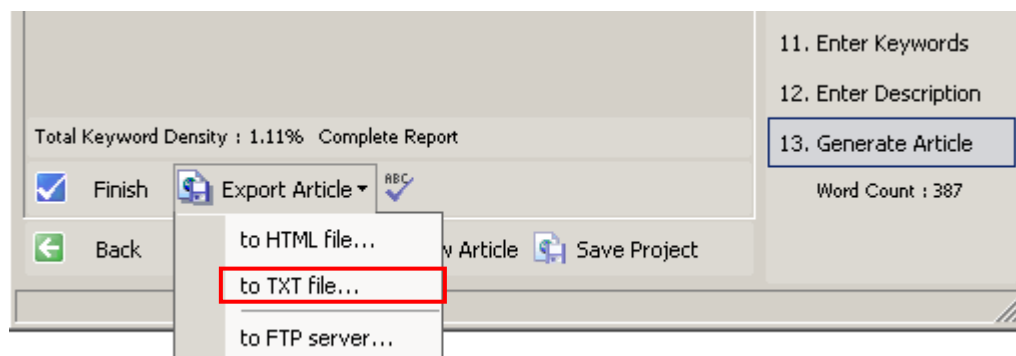


Figure 28: Exporting to TXT (step 1/3)

The following screen will be displayed.

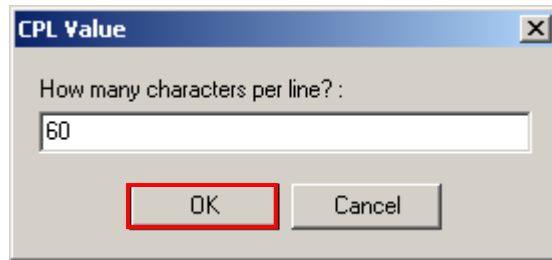


Figure 29: Exporting to TXT (step 2/3)

Set the desired characters per line inside this dialog window and click on the "OK" button. The following screen will be displayed.

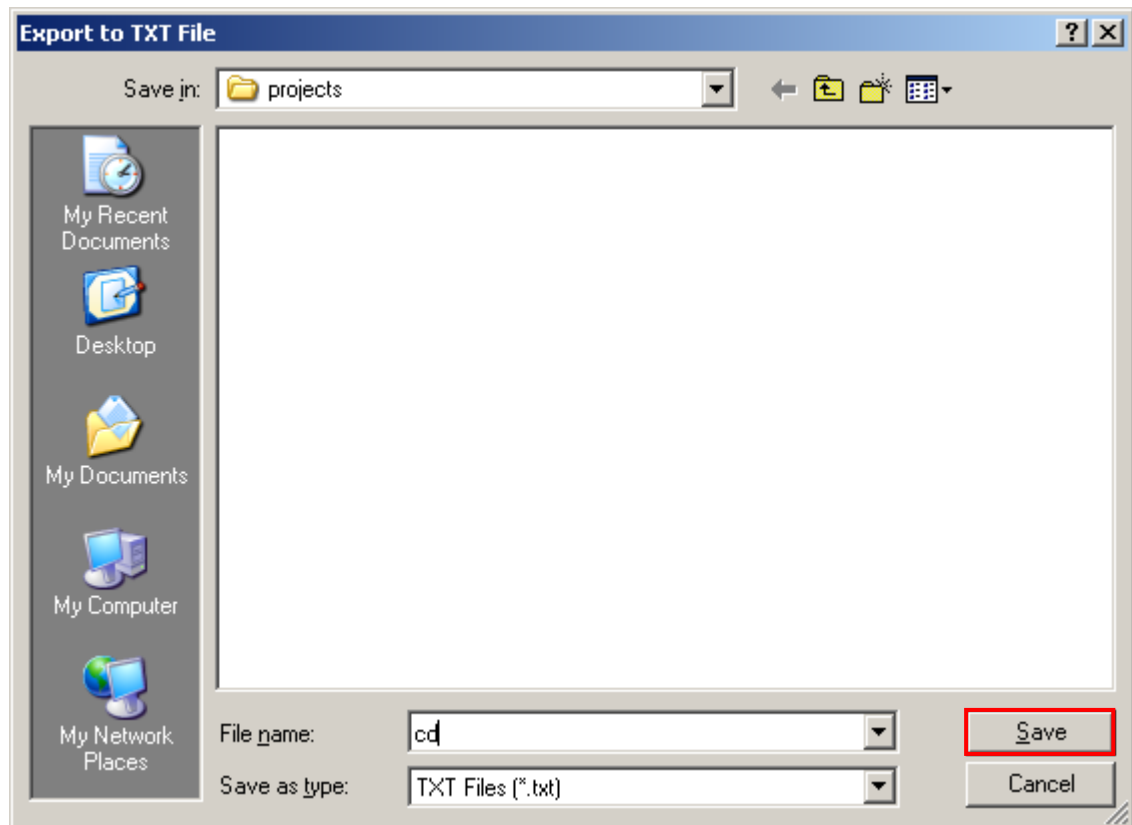


Figure 30: Exporting to TXT (step 3/3)

Set the desired name and location for the TXT file and click on the "Save" button. TXT version of the article will be created.

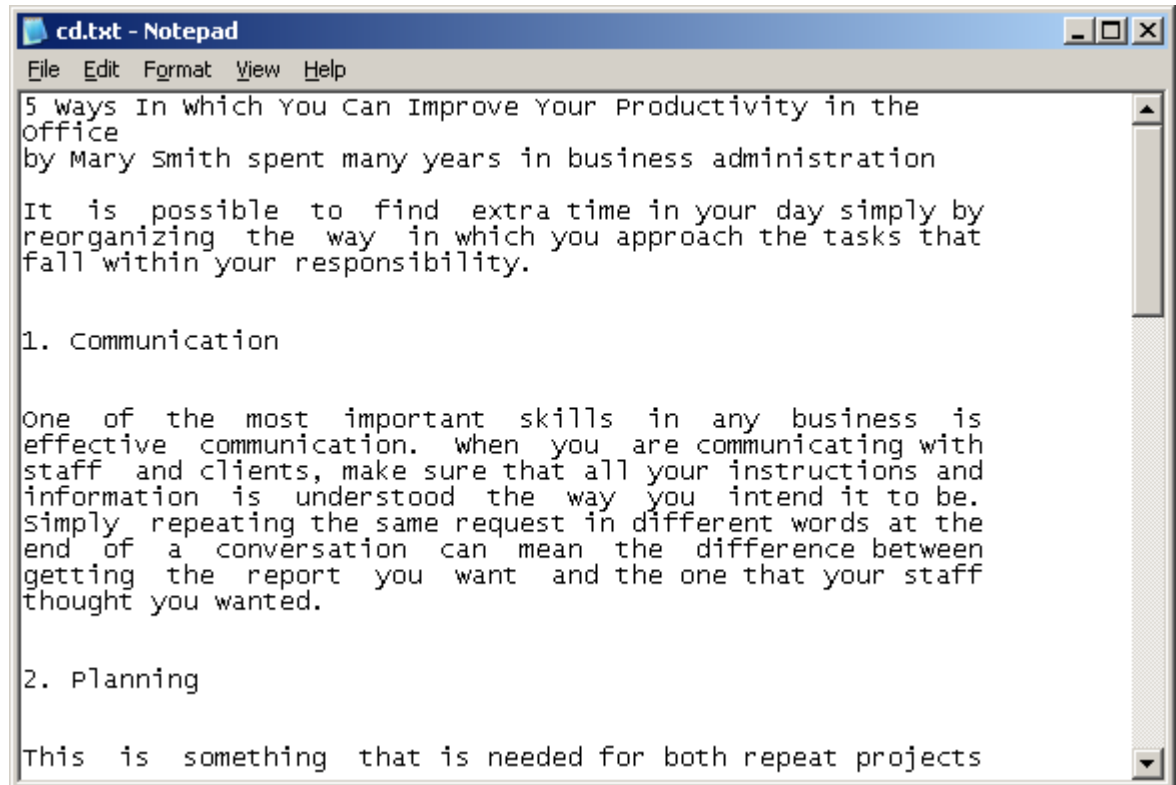


Figure 31: Example of the article in TXT format

16.3 Exporting to FTP Server

In order to export the article to FTP server, choose option “to FTP server” from the “Export Article” menu.

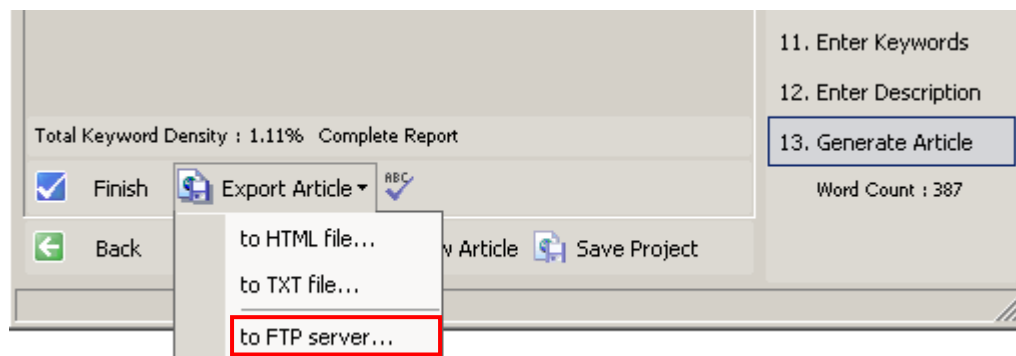


Figure 32: Exporting article to FTP server (step 1/3)

The following screen will be displayed.

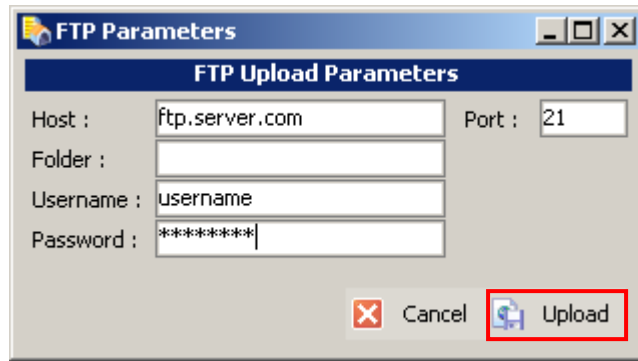


Figure 33: Exporting article to FTP server (step 2/3)

The following parameters are available inside this screen:

- **Host** – input field for entering the address of your FTP server
- **Folder** – input field for setting the name of the remote folder you wish to upload the article to
- **Username** – input field for entering your FTP username
- **Password** - input field for entering your FTP password

After setting these parameters click on the “Upload” button in order to connect to FTP server and upload the article.

The article will be uploaded to the FTP server and the dialog window containing information about the successfully uploaded article will be displayed.

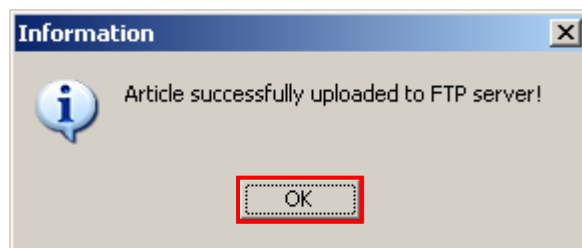


Figure 34: Exporting article to FTP server (step 3/3)

Click on the “OK” button to complete the procedure of uploading the article to FTP server.

17 EDITING A PROJECT

In order to edit a project select the desired project from the list and click on the “Edit” button.

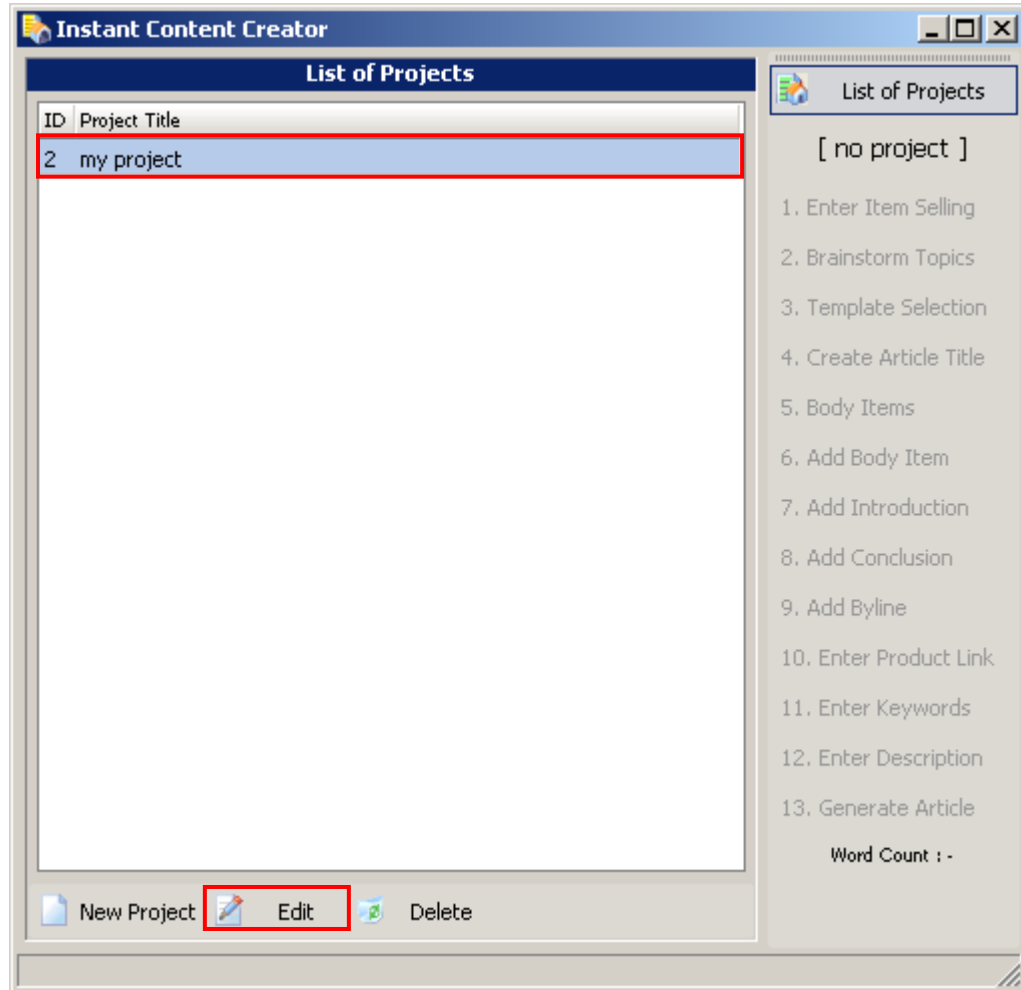


Figure 35: Editing a project

From this point on you will be taken through all the steps for creating an article where you can change the desired information.

Note: for further information on all available steps, see section 3.

18 DELETING A PROJECT

In order to delete a project, select the desired project in the list and click on the “Delete” button.

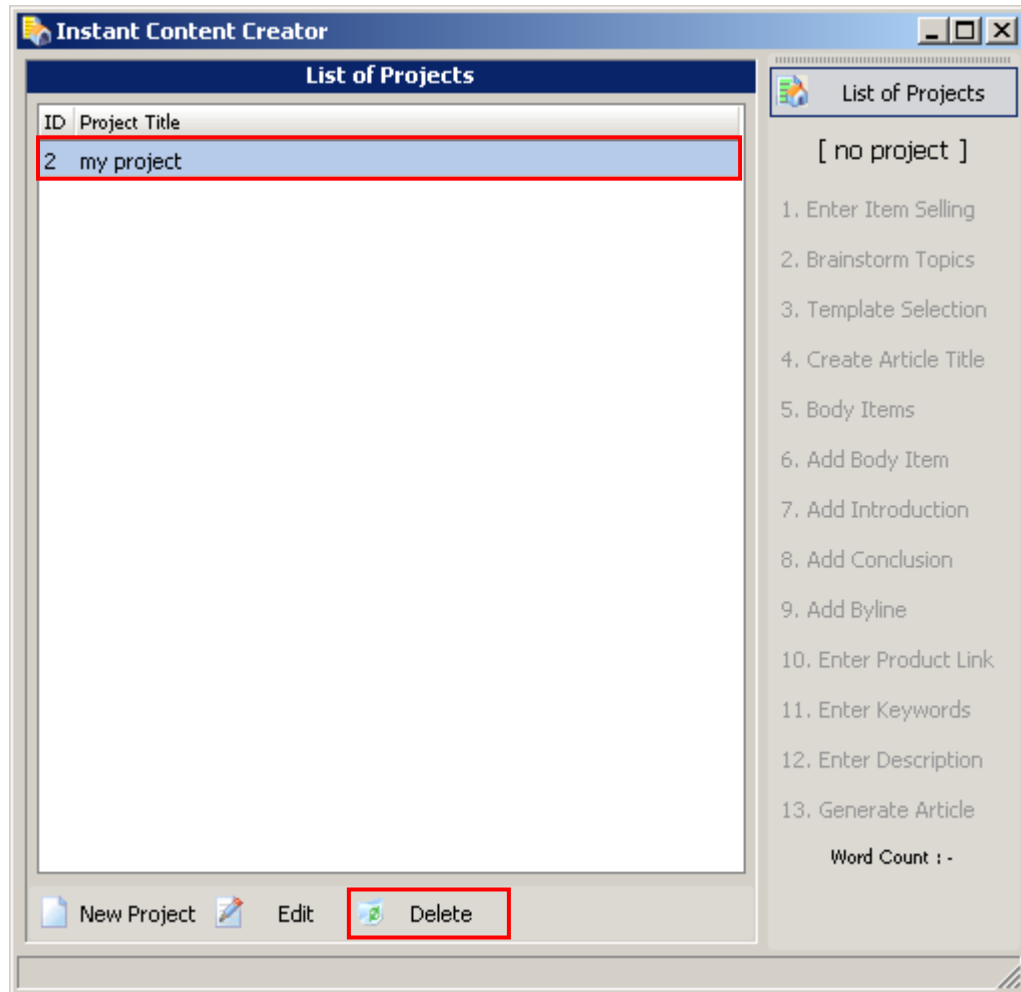


Figure 36: Deleting a project (step 1/2)

The following screen will be displayed.

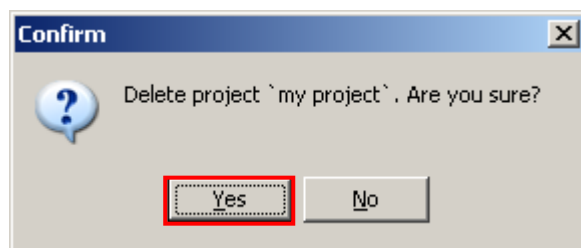


Figure 37: Deleting a project (step 2/2)

Click on the “Yes” button to confirm deletion of the project and it will be deleted.