



# Colink Technology

## Colink Web Hosting

This document describes how your web site is set up on the Colink web server, how to add web pages and how to organize your email.

Web hosting is a large and complex subject. This is a summary guide to the important features Colink Technology provide for web hosting. You may have more or less features installed depending upon the level of hosting purchased.

This is not a tutorial on how to develop web sites but does give some relevant tips on making the best use of your web server.

When taking on web hosting you will require two things: a domain registration, see section 1, and a web host, see section 2. Colink can supply both for you.

Section 3 covers how best to use your bandwidth and disk space

Section 4 covers set up and maintenance of email accounts

Section 5 explains how your web site control panel works

Section 6 covers more advanced programming features

Section 7 demonstrates some example statistics that the system can keep

Section 8 explains the RAID and backup features

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## Contents

1	Domain Registration.....	4
1.1	Introduction.....	4
1.2	Domain Registrar.....	4
1.3	URL and WWW.....	5
1.4	Alias and Multiple Domains.....	5
1.5	Sub Domains .....	5
1.6	How to Choose a Domain Name .....	6
1.7	What Does the Domain Name Do? .....	6
2	The Web Host Server? .....	8
2.1	Web Pages.....	8
2.2	Uploading to the Web Site .....	9
2.3	Applications.....	12
2.4	Image Colour Space.....	12
3	Web Disk Space and Bandwidth.....	13
3.1	Making Good Use of the Disk Space and Bandwidth .....	13
3.2	Bandwidth.....	14
4	Email Management.....	15
4.1	Types of Email.....	15
4.2	Administrator .....	15
4.3	Administration with SmarterMail.....	15
4.4	Configuration- Settings .....	16
4.5	Configuration - Email Accounts .....	17
4.6	Important : Email Forwarding Restriction .....	18
4.7	Mail Client, e.g. Outlook.....	19
5	Control Panel.....	22
5.1	Signing in.....	22
5.2	FTP Account.....	23
5.3	Applications.....	24
5.4	Mail .....	24
5.5	Other Features .....	24
6	Server Side Programming .....	25
6.1	Introduction.....	25
7	Web Statistics.....	26
8	Backup .....	29
8.1	RAID Disks.....	29
8.2	Daily Backups.....	29



# 1 Domain Registration

## 1.1 Introduction

In addition to a web host you will require at least one domain registration. You will be most familiar with these by the web site address you type into a browser, e.g. www.bbc.co.uk where BBC.CO.UK is the domain name.

Typically you will select a registration in the CO.UK domain, e.g. www.colink.co.uk.

There are many different domains. Domains can include the two-character country code, for instance UK for the UK and FR for France.

Originally it was conceived that domains would be used for specific purposes. For instance .COM was for commercial enterprises in the USA and .CO.UK for commercial organizations in the UK. But over time many of these have become general purpose domains and used throughout the world, although country coded domains are still very popular for the businesses in those countries.

Some domains are strictly kept for specific organizations, e.g. UK Government organizations use the .GOV.UK domain. Some only allow domains when specific conditions are met, e.g. PLC.UK can only be used for PLC registered companies.

Some common domains you might consider...

.CO.UK	Originally designed for UK companies (the UK equivalent of .COM) but now used as a general purpose domains for any user. Usually the choice of most UK organizations. No restrictions (you do not need to be UK based or a commercial company to use this domain.)
.ORG.UK	Originally designed for UK non-profit organizations. No restrictions (you do not need to be UK non-profit to use this domain.)
.PLC.UK	Restricted to UK PLC companies but most tend to prefer .CO.UK instead
.COM	A general purpose "commercial" domain for USA. Often the first choice of many organizations, especially those trading world-wide. No restrictions.
.NET	Typically introduced for internet technical and network organizations. No restrictions.
.BIZ	A general purpose "business" domain. No restrictions. Not as popular as .COM or .CO.UK
.TV	An overseas (Tanzania) domain but often used by companies around the world connected with the television industry, e.g. channel4.tv. No restrictions.

## 1.2 Domain Registrar

A domain registration fee is paid to the domain registrar. Colink can arrange and maintain this for you, invoicing you and paying this fee on your behalf. Alternatively you can purchase your domain through a supplier of your choosing and pay them directly. The domain will be identical regardless of the registrar used, but the cost and the level of service and support can vary.

Typically the domain registration fee lasts for a minimum of one or two years and needs renewing or it will lapse and you may lose the domain.

The domain registration fee is separate and additional to the hosting charge.

Generally the UK domains are bought every two years and others are annual. Generally the CO.UK and ORG.UK are the least expensive domains to select.

### 1.3 URL and WWW

Officially the domain address, e.g. `www.bbc.co.uk`, is called a URL (uniform resource locator.) The URL is typed into a browser, e.g. Internet Explorer, Firefox or Safari, to view the pages of the web site.

Preceding the URL with **www.** denoting the **World Wide Web**, although Terry Wogan believes it stands for **Wibbly Wobbly Web** (you choose which you prefer!) is mandatory for some hosting sites but is optional for sites hosted on the Colink web servers, where clients may elect to type in **www.colink.co.uk** or just **colink.co.uk** and the same web site will be reached.

### 1.4 Alias and Multiple Domains

Some companies purchase more than one domain, typically the .CO.UK and .COM versions for the same web site, e.g. `www.waitrose.com` and `www.waitrose.co.uk`. These can point to separate web sites or more usually to the same web site. Some companies also purchase domains for typically different spellings or misspellings, e.g. `JohnSmith.co.uk` might also purchase `JSmith.co.uk`, `JohnSmythe.co.uk` and `JonSmith.co.uk` in order to catch users that were unsure of the exact name.

When two or more domains point to the same web site they are referred to as ALIAS domains. This allows a client to enter either the COM or CO.UK name and still successfully reach the same web site. Using ALIAS domains means only one web site needs to be maintained.

Many hosting sites only permit one domain. If you wish to hold multiple web sites or support alias domains you will need to pay the hosting charge again for each domain. However Colink hosting web sites do have a maximum limit but typically permit more than one alias and/or separate web sites to be held on the one hosting service.

### 1.5 Sub Domains

Sub-domains allow multiple web sites to be run using the same domain name. Examples might be `www.subname1.domainname.co.uk` and `www.subname2.domainname.co.uk`.

Where "domainname.co.uk" is your one domain registration, e.g. `colink.co.uk`.

subname1 and subname2 are any name you wish to use, e.g. `test.colink.co.uk` and `images.colink.co.uk`.

Each sub-domain is a separate web site in its own right and is in addition to the main domain. Often sub-domains are created to handle a particular sales campaign, e.g. springsales.mydomain.com.

Alternatively a sub-domain might be created to test out a new version of the web site before it goes public. Once the test is complete the entire sub-domain is copied over the top of the main domain and the sub-domain is then deleted or kept for testing the next version.

Many hosting sites do not permit sub-domains. Colink hosting web sites will have a maximum limit but typically permit more than one sub-domain to be created within your account.

## 1.6 How to Choose a Domain Name

Think carefully about the domain name. You will probably want it to be easy to remember and easy to type. Avoid names that are too long and complicated to type.

Avoid odd letters that can be confused with numbers, e.g. **JohnSmithIO.com** could end with a one and zero or the letters I and O or a mixture. The client is left to guess.

Be careful of joining words that can be read ambiguously. For instance the company VIA GRAFIX has the domain *www.viagrafix.com* which can be read as *Via Grafix* or *Viagra Fix*. Try a search for "ambiguous domain names" for more examples.

The most obvious domain name to choose will be the name of your company. For instance if your company name is John Smith Ltd you might want to use the domain name *www.johnsmith.co.uk*. However if this domain has already been purchased by another company you will need to think again. You might be lucky and find that *www.johnsmithltd.co.uk* , *www.johnsmith.com* or *johnsmith.biz* are available and select one of those. Or you might choose to try for the name *www.johnsmithfoods.co.uk* or *johnsmithbedford.co.uk*.

Incorporating the subject within the domain name can make your company more likely to move up the search lists, for instance *www.northseafish.co.uk*, could make your company more likely to be found when someone is searching for "North Sea Fish".

## 1.7 What Does the Domain Name Do?

Servers are, technically, only found using a numeric address, e.g. 95.215.224.33. You could type this number into the browser but most people prefer a descriptive address, e.g. *www.bbc.co.uk*.

When someone types a descriptive address into their browser it has to find the correct numeric address. The browser undertakes a DNS search (DNS means Domain Name Server.) It goes to a DNS server, finds the domain name and looks up the associated numeric address.

When you own a domain name you will need to tell the DNS the correct address that will be used for this domain. This would be the numeric address of your web server as supplied when it was purchased, however this is not usually the case, read on.

Most hosting servers support hundreds of web sites, these are called *shared servers*. Shared servers are necessary as it is too expensive for most web sites to run a dedicated server. All web sites on the shared server will also share the same numeric address. So instead of typing a numeric address into the DNS table for our specific domain we usually enter another descriptive address specifically for our server. The browser will now do a second look up to find the actual numeric address. This lets us change the server's numeric address without having to change hundreds of DNS pointers.

The DNS server can be set up with different addresses for the various components, e.g. web and mail. But most people use the same address so only need to set up the one address.

And finally we actually have two DNS descriptive addresses, Thus we may associate our domain name with ns1.dnsname.com and ns2.dnsname.com. The second is a fall back address should the first stop working.

Colink will either set up your DNS server for you or, if you have purchased your own domain yourself, supply you with the correct two DNS names to be used for your domain.

## 2 The Web Host Server?

When we talk about a web host, Colink includes three servers although you may well not be aware of this:

1. **Web server**

Holds the web site pages and images

You will normally update these pages using either a browser based program, e.g. Wordpress, or a specific program called a File Transfer Program (FTP)

2. **Database server**

Colink supports two different database servers: MySQL (version 5) and Microsoft SQL Server (2008.) The latter is more powerful and also more expensive as Microsoft charge a licence fee.

You will only need the database server when you have a specific web application written to extract data from the database. Often these will be data driven web sites such as a Wordpress blog site.

3. **Mail server**

Allows emails to be sent and received.

### 2.1 Web Pages

Web pages are stored within your web site. Web pages are coded in the HTML (or a derivative) language. Here you will find both the HTML source files and any locally stored images and files that are displayed on the web page.

Many people use a program on their PC to develop and test the web pages. Once they are ready they are uploaded to the web server. Such development programs include Adobe Dreamweaver, Front Page, Coffee Cup, Visual Studio. There are both free and expensive web development programs.

To upload the web page files to the server you may want to use a File Transfer Program, usually called just FTP. I would suggest PC users try **FileZilla** as this is open source, free and well liked, see <http://filezilla-project.org/>

Some development applications, e.g. Front Page, include a built-in FTP. However I prefer to keep control and not use the built-in FTP. I save the HTML files to a local folder and use the independent FTP to upload to my server; one can never be too sure what the built-in FTP is doing behind our backs!

The Colink host supports Front Page but I would not particularly recommend it, it has been known to cause problems.

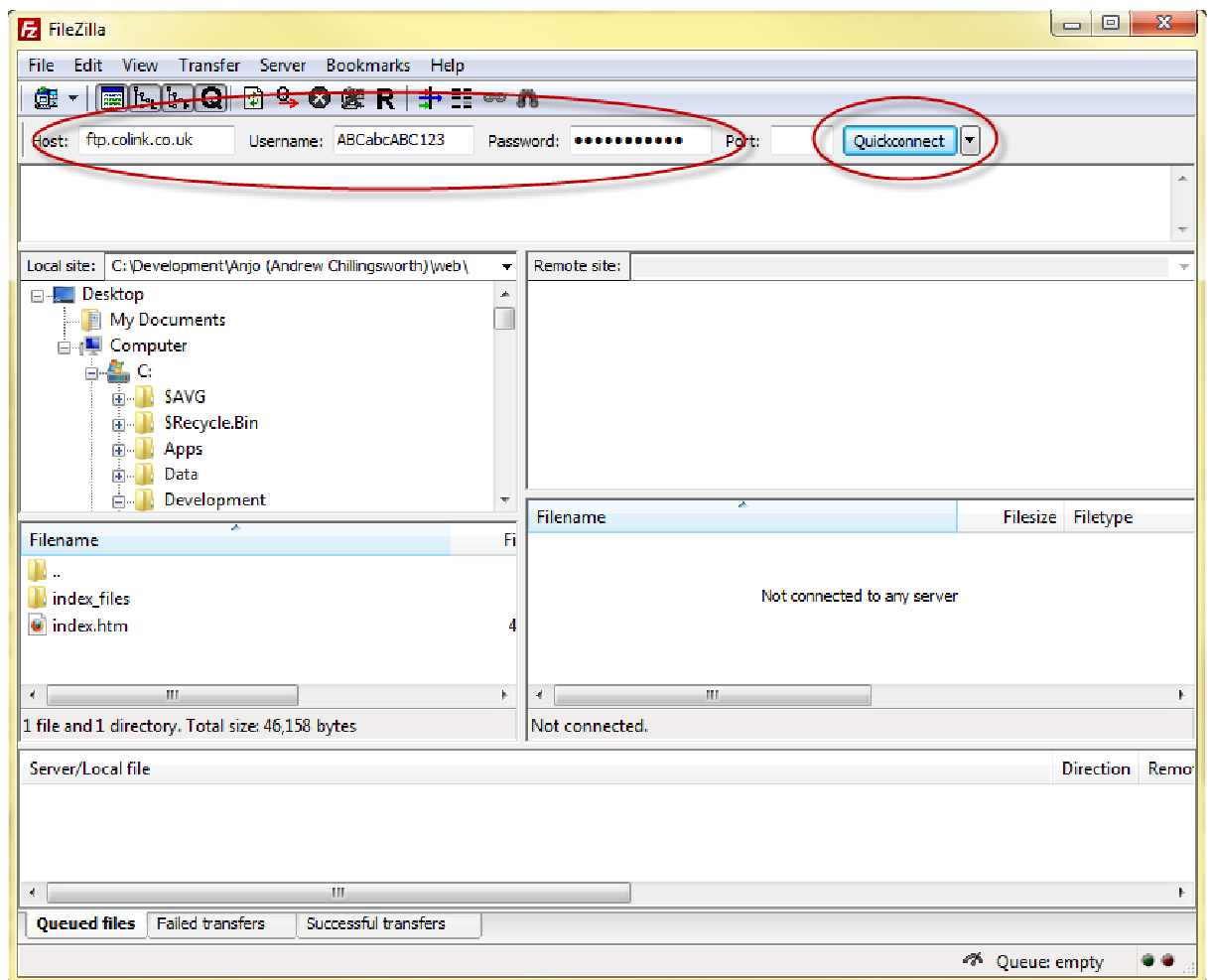
## 2.2 Uploading to the Web Site

Whether you use a standalone or built-in FTP you need to understand the folder structure of your host site.

You will have been supplied with a FTP URL, user name and password for your hosting account. The FTP module will require this to gain access to the server.

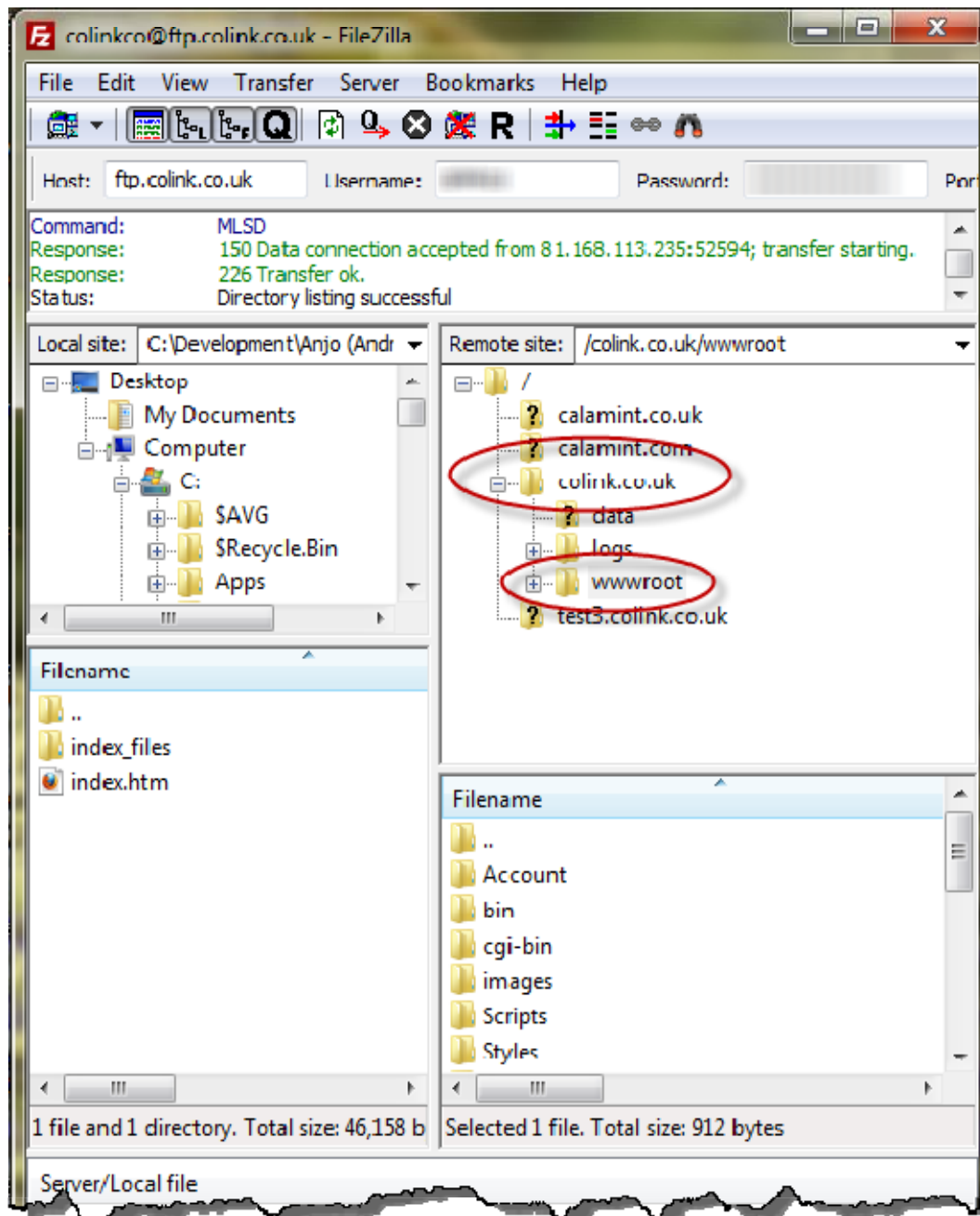
I will use FileZilla as an example, other FTPs will be similar. You need to be aware of this folder structure when setting up a built-in FTP program, e.g. in Front Page.

Enter the FTP address as FTP.yourdomainname.co.uk, your user name and your password. Press the QUICK CONNECT button



This will open the host (remote) folders in the right hand windows. The left hand windows will show folders from your local computer.

Use the left hand windows to navigate to the local folder containing your web pages and images.

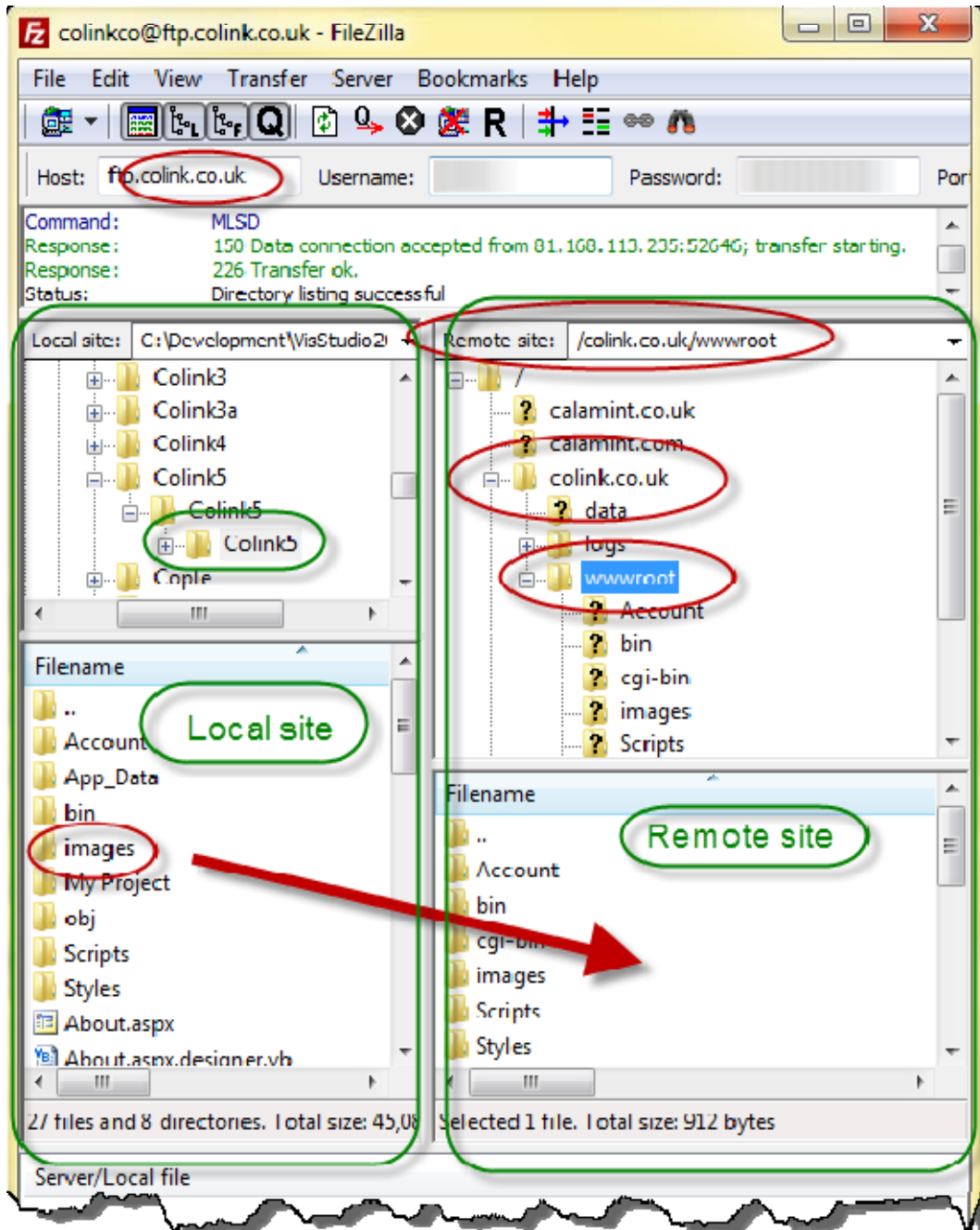


The right hand windows show one or more top level folders; one folder for each domain and sub-domain you have installed. Open the folder (in this example it is COLINK.CO.UK) for this domain. Within this folder you will open the folder WWWROOT.

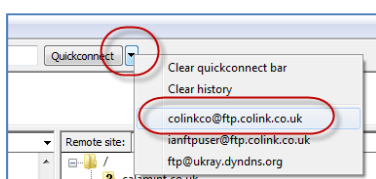
Also note in this example the root folder for the sub domain TEST3.COLINK.CO.UK can be seen in the top right window.

Your web pages for your main web site must be loaded into the WWWROOT folder. They can be copied across by selecting, dragging and dropping files and folders into the remote folder.

There will always be one source file that is the default to be opened when someone enters your web site. Typically this will be called **index.htm**, **index.html**, **index.asp** or **default.aspx**.



The Quick Connect button has a drop down option to select the sign-on details next time you use the program.



See the FileZilla help file on how to store and manage many FTP sign on details so that you do not need to enter them each time.

## 2.3 Applications

To avoid developing your own web site and the FTP process our servers have a one-click application to install Wordpress.

Wordpress is an extensive "blog" engine that may look a little daunting at first but once mastered offers a great way to build a web site. Wordpress uses the SQL Server and can develop both static pages and a blog page. It is run entirely from your browser so never needs an FTP program.

Wordpress is free of charge with many free and paid-for enhancements and web designs can be found on the web.

There are several other "one-click" applications, similar to Wordpress, that can be installed to help you to develop your web site.

## 2.4 Image Colour Space

Just as there are several different formats that an image file can have, there are also a few different *colour spaces* that they may have. An image needs a *colour space* in order for the monitor or printer to know how to convert the digital data to a colour.

This is one of the hardest areas to understand, many professional photographers get confused with the *colour space* options.

Unless you understand the implications and have a specialist need all you need to know is that 99.9% of monitors and browsers will expect images to be in a *colour space* called **sRGB**. As a general rule less expensive compact cameras use **sRGB**. If your camera creates images in a different colour space (more expensive cameras tend to favour **Adobe RGB**) they should be converted to sRGB before including them on a web site.

If you put a JPG image in **Adobe RGB** on to your web page most users will see a dull image.

If the colour of the image on the web page is important to you talk to Colink about the options and how simple it is to convert to the correct sRGB *colour space*.

However please be aware that very few users will have a colour corrected monitor. So no matter how hard you try most users will see different shades of colour to what you see on your monitor. To appreciate this go into a television shop where all of the TVs are side by side and tuned into the same broadcast signal. You will see a range of different colours from screen to screen. It is a similar situation with computer monitors displaying your web page.

### 3 Web Disk Space and Bandwidth

Your web server will come with a finite amount of bandwidth and disk space to store your web site.

#### 3.1 Making Good Use of the Disk Space and Bandwidth

You will normally have more than enough space and bandwidth, see section 3.2, for a complete web site. However some applications can use a lot of both of these resources. The two most common ways of eating up your disk space and bandwidth are video and large images.

##### **Video**

Video files will quickly eat your disk space and bandwidth. To include videos on your web site we you should upload the video to a site such as You Tube or Vimeo. These sites are built to store and play video files efficiently. Place a "link" to the video from your web page. A linked video will not use your disk space or bandwidth.

Refer to the YouTube or Vimeo HELP files for more information on how to upload a video and your web page development program on how insert a link to this video file.

##### **Large Images**

It is easy for a web developer who does not understand how image files work to eat up a lot of disk space and really slow down a web site. Take some time to understand this issue.

Most digital cameras create large and beautiful images at a very high resolution, often at sizes of 2,000 Kbytes to 20,000 Kbytes, or larger, each. They are great at printing stunning images but way too large for a web page when it really only needs to be around 50K to 100K bytes.

To understand what is happening you first need to realise that the size of the typical monitor is rarely more than 1600 pixels wide by 1200 pixels high. When an image is part of a web page it may only use around 300 x 300 of these pixels.

If you include an image from the camera which could be 3000 x 3000 pixels (or larger) it will slowly download the entire image to the browser, and then the browser will shrink it to 300 x 300, throwing away 99 out of every 100 pixels. Not only have you downloaded 100 times as much information as you needed but you have no control over what it is going to look like once the browser has shrunk it.

Far better that you shrink the image to 300 x 300 before including it in the web page. It will download instantly and look how you expect it to look.

Remember most browsers can only display certain types of image files, typically you will use JPG or PNG image files. If your digital camera or scanner is creating other types of files, e.g. TIF, CR2, NEF or RAW, you will first need to convert them to JPG or PNG. Smaller, simpler graphics can get away with a GIF format but this is rarely suitable for images from a camera.

JPG images can handle a certain amount of compression without showing any degradation in the browser. Try 80% (or 8/10) on a larger image and often you will get away with 30% on small thumbnails. A 30% compression will be a much smaller file than an 80% compression. A small file loads more quickly giving your images a better "snap".

There are several ways to shrink an image, please ask Colink for further details.

Alternatively adopt a similar approach to video, use an external site to hold the image files. Both FLICKR.COM and IMAGESHACK.COM are efficient sites to which you can upload large image files and will offer a link to a smaller image suitable for including on your web page.

Refer to the FLICKR, Image Shack and your web page development program HELP files for more information on how to upload and link to an image file.

### 3.2 Bandwidth

The web server will come with a finite amount of bandwidth. This is used each time you upload files to the server, the server sends pages to a browser or you send and receive emails.

The Colink web server will come with a generous amount of bandwidth which will be more than enough for any normal use.

A typical bandwidth might be limited to a maximum of 15Gb / month.

Most small company web sites only use around 1Gb / month or much less.

Please be aware that the Colink bandwidth limit is not affected by any other use you make of your own Internet system, for instance downloading videos from You Tube or browsing to other web sites. Your ISP will monitor your total bandwidth you are using which includes both the uploads you make to your web server and all your browsing activities. Your ISP does not include the downloads and browser pages other people will make from your web site.

1Gb is 1,000,000 Kb. Typically a well constructed web page would be about 200K (often much less) and should not practically exceed 500K or the web site performance will suffer.

This is why a web site developer will pay attention to the size of the image files they store on their web page and be careful to ensure very large files, like videos, are stored externally to their system, see section 3.1.

## 4 Email Management

### 4.1 Types of Email

Email accounts tend to come in three flavours

#### 1. **POP3**

Emails are stored on the mail server.

To view the emails in a web browser your mail server comes with a browser based client called *SmarterMail*.

Alternatively they can be downloaded into your email client. The client could be OUTLOOK or a similar mail program or they can be another Browser based service like Google, Yahoo or Hotmail.

These emails will use your allocated disk storage until deleted.

#### 2. **Forwarding**

When an email is received into a forwarding account it is immediately turned around and sent to another email service, typically your email box supplied by your ISP.

#### 3. **Alias**

This is simply an alternate email address for a POP3 account. It is very similar to a forwarding email account as emails arriving here will appear in the designated POP3 account.

All emails will have the same domain name as the main web site, e.g. yourdomain.co.uk. You assign a valid name for each address, e.g. john@yourdomain.co.uk and jane@yourdomain.co.uk

### 4.2 Administrator

Normally one email acts as an administrator and can be used to create and modify the other addresses in your domain.

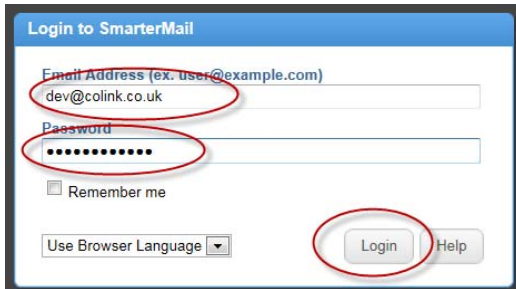
### 4.3 Administration with SmarterMail

Log in to the email server using the following address format in your browser.

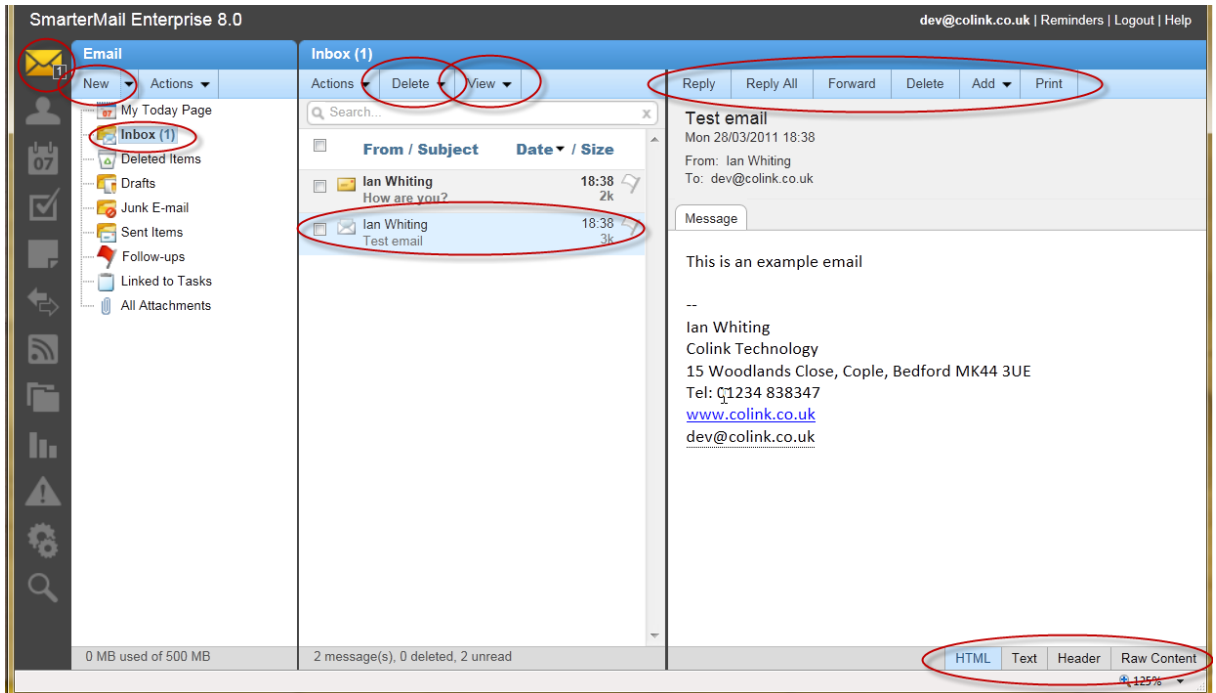
**webmail.yourdomain.co.uk**

where yourdomain.co.uk will be your domain name, e.g. webmail.johnsmith.com.

Sign in with your full email address, e.g. **john@yourdomain.co.uk**, your password and click LOGIN



This opens the main *SmarterMail* window



Select the email icon at the top of the left hand toolbar, select the INBOX from the left hand window and view a list of emails received in the centre window. Select the email and view its contents in the right hand panel.

The email list will periodically, automatically refresh or can be refreshed immediately using the VIEW > REFRESH menu.

Emails can be viewed as HTML or TEXT. You can also view the email headers or the entire raw content of the email.

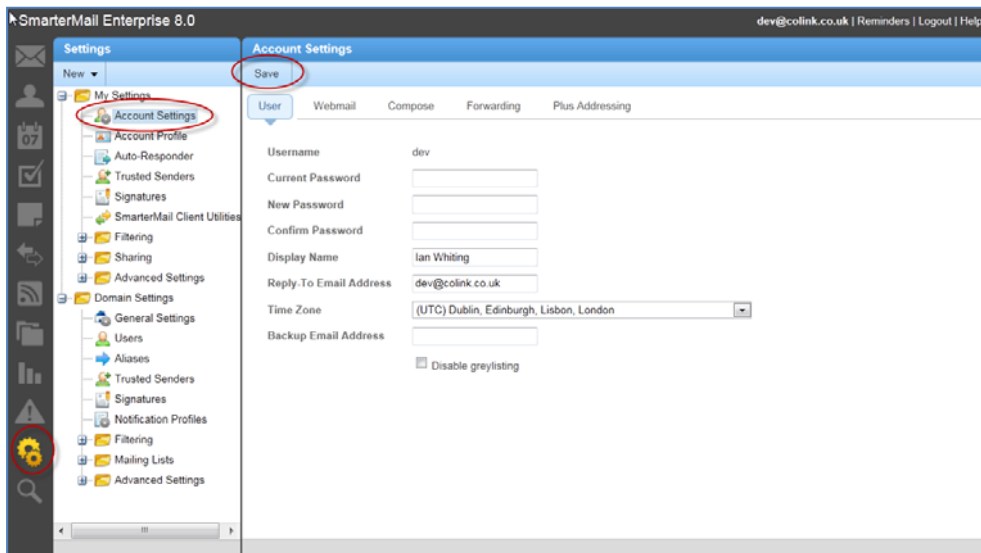
A range of options are available including REPLY and FORWARD.

Emails can be deleted by ticking the box in the centre window and clicking DELETE.

Numerous other actions are available.

#### 4.4 Configuration- Settings

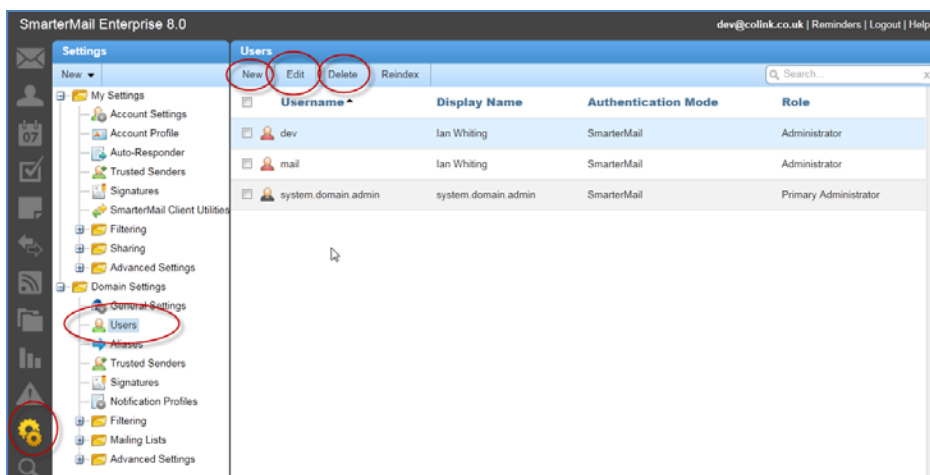
Select the SETTINGS option from the left hand toolbar.



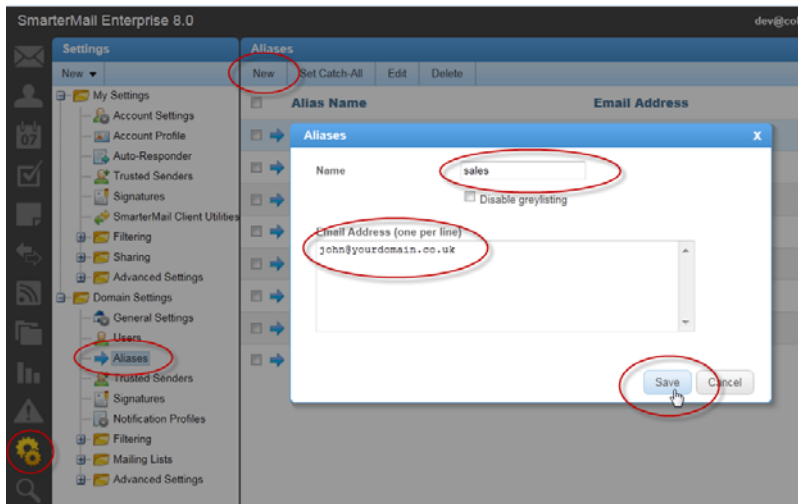
This allows the email account to be extensively configured including changing the password, auto responders and signatures.

#### 4.5 Configuration - Email Accounts

From here you can set up and edit other mail users



To set up an alias email address select ALIASES and NEW



Enter the alias, e.g. SALES will adopt the email address of *sales@yourdomain.co.uk*. Enter the email box that any emails sent to *sales@yourdomain.co.uk* will be redirected into. You can list multiple email boxes receiving copies of each email.

If required one account can be set up to be a CATCH-ALL. Any emails sent to an invalid address, e.g. a misspelt name like *jon@yourdomain.co.uk* will be redirected to the CATCH ALL account. These days it is not often used as it tends to fill up with spam. It is often better to just lose incorrect emails, the sender will usually try again.

Please see the HELP pages for the many other facilities that *SmarterMail* offers.

#### 4.6 Important : Email Forwarding Restriction

When emails are forwarded they can be sent off site to valid email account, e.g. your email account at your ISP. But they cannot be forwarded to accounts on the main browser web mail services such as GOOGLE MAIL, YAHOO, HOTMAIL and AOL.

This is to protect your domain and all other domains sharing this mail server from becoming black listed as SPAM generators. To understand this you have to see the way these large email portals work: when they receive a SPAM mail they log the sending mail server numeric address. When you forward a SPAM email to an address like *ME@GOOGLE.COM* it will now have come from your mail server. Once they receive a number of these they automatically consider the mail server to have been compromised and black list all further emails from this source.

This is now a common restriction imposed by all sensible host servers. Once your domain gets black listed your emails will be automatically rejected by many mail servers around the world and it is difficult to get off this list.

To receive emails into your Google or Yahoo email account without triggering a SPAM count is to set up the Google/Yahoo account to pull emails from your POP3 box. This is setup within the Google/Yahoo account in much the same way as a PC based mail client like OUTLOOK.

## 4.7 Mail Client, e.g. Outlook

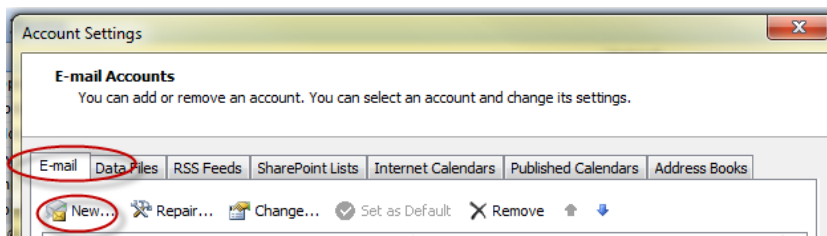
A *mail client* is a program that pulls emails from your POP3 email box and stores them on your PC, or in the case of system like Google, on their global server. Typical *mail clients* are Outlook, Google Mail and Yahoo.

To setup your *mail client* to pull emails from your POP3 box you will need to create a mail account in your chosen *mail client* using

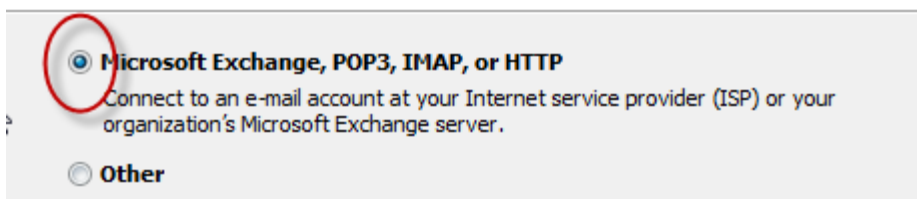
1. the mail server address (supplied when your host system was created)
2. The email address and password you have set up in *SmarterMail*, see section 4.5.

Different *mail clients* can have very different screen layouts but they all need the same information. Below is a worked example for setting up Outlook 2007.

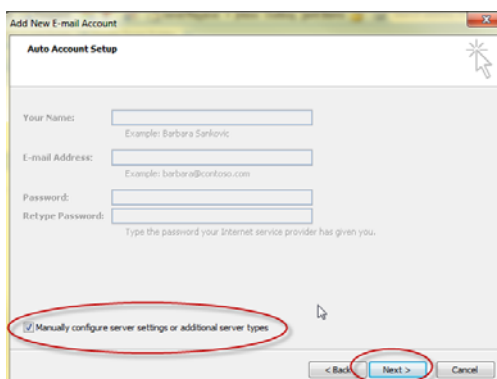
From the drop down menus select TOOLS > ACCOUNT SETTINGS. Select the E-Mail tab and NEW



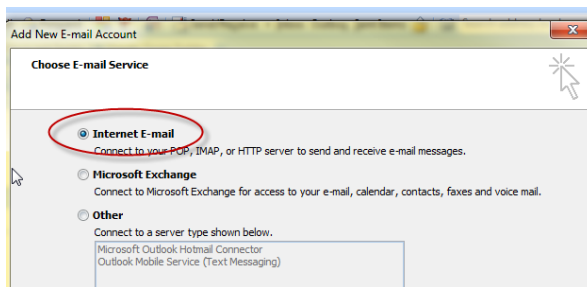
Choose POP3 and click NEXT



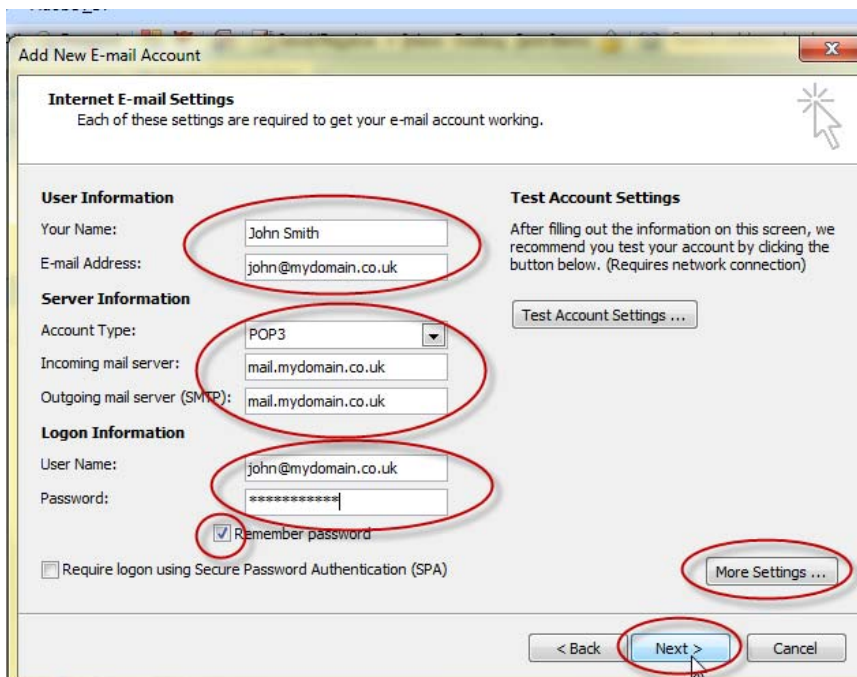
Select MANUALLY CONFIGURED and click NEXT



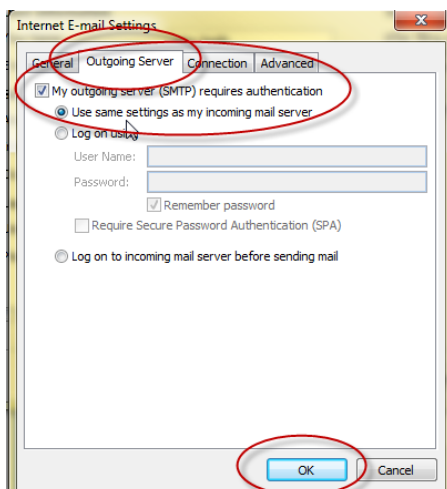
Choose Internet E-MAIL and click NEXT



Enter the account details for your mail server and email account as supplied

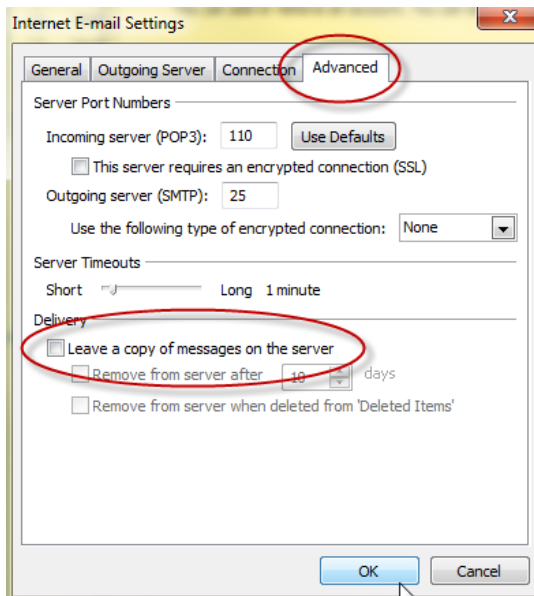


BEFORE clicking NEXT select the MORE SETTINGS option



Set up the Outgoing server to to "requires authentication" using the same settings as Incoming server.

Select the ADVANCED tab. **Ensure the "Leave a copy of messages on the server" is NOT checked.** If this is checked you will download emails to your client but they will not be removed from your mail server and eventually you will run out of disk space on the mail server.

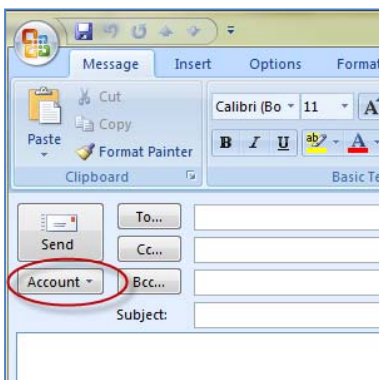


Click OK to return to the Settings screen.

Here you can check your settings work using the TEST ACCOUNT button which will send and receive a test email.

Once you are happy that all settings are correct click OK

When you have more than one email account set up in your reader, e.g. your account on your ISP and your new domain account, you can send emails via either box. In the NEW MESSAGE window select the drop down ACCOUNT list and select the appropriate email account.



## 5 Control Panel

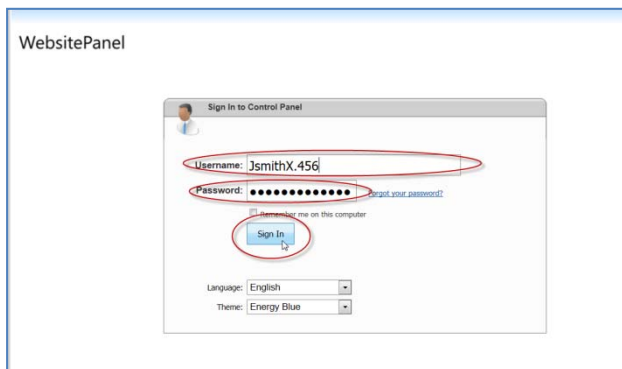
### 5.1 Signing in

Your host server comes with a maintenance control panel.

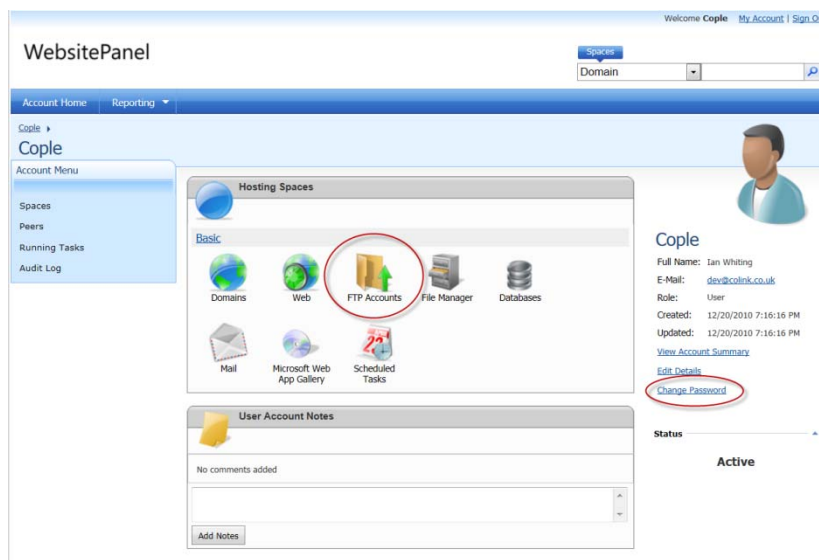
In your browser open the control panel with the URL...

**control.mydomain.co.uk**

where mydomain.co.uk is your domain, e.g. control.johnsmith.co.uk



Enter your sign in name and password as supplied



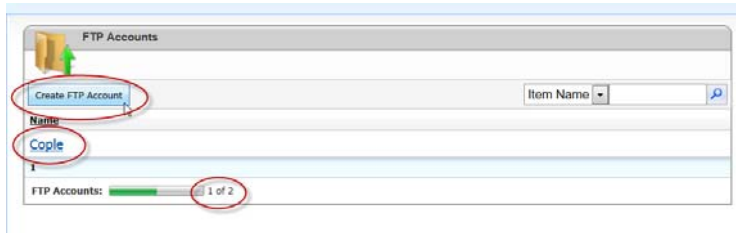
From the Control Panel you may change and control many aspects of your hosting space.

For instance you can change the Control Panel password or edit the details which includes your preferred email address.

The options available will depend upon the hosting service options purchased.

## 5.2 FTP Account

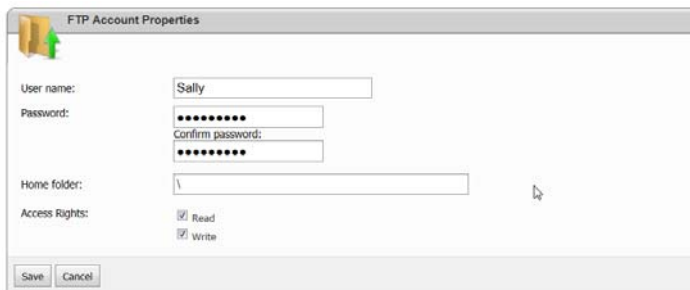
To amend or create a FTP account.



In this example we can see that we currently have 1 of 2 FTP accounts.

You can amend the existing FTP account by clicking the name (in this example COPL)

To create a second FTP account click the CREATE button



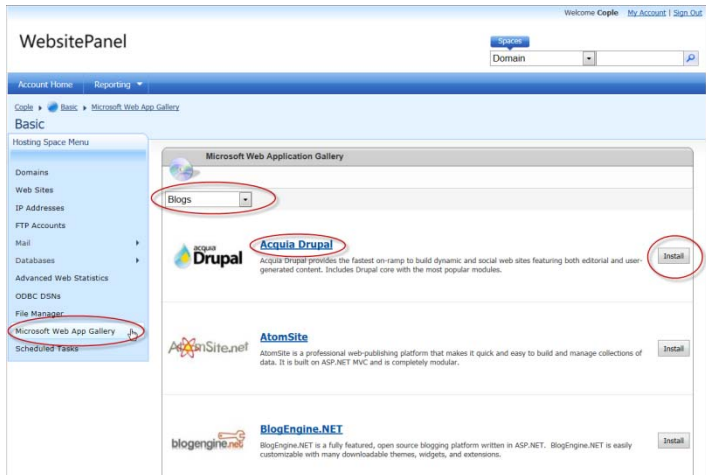
Enter the FTP account name and password. Choose whether the FTP can read and/or write to the server.

You can also select the HOME folder by clicking into the Home Folder text box. This will open a drop down list of folders in your web site. Selecting a lower folder in the path will restrict the FTP account to that folder and sub folders.

Click SAVE to save the changes

### 5.3 Applications

To install an application, select Microsoft Web App Gallery



Take care to check out the application on the web to ensure it is what you want before installing it. When installing an application as will add a lot of folders, files and perhaps databases to your host server. These will be time consuming to remove if they are not what you wanted.

Many applications will be listed. You can filter the list, e.g. just display BLOG applications. Further details of each application can be found or it can be installed.

### 5.4 Mail

You will see a MAIL option in the control panel. Do **NOT** use this to configure mail applications as it clashes with SmarterMail and you can end up corrupting the mail accounts. SmarterMail, see section 4.3, is the way you will want to maintain your email accounts.

### 5.5 Other Features

Domains	Create and edit domains and sub domains
Web Sites	Create and edit web sites
Databases	Create, edit, browse and backup databases
Web stats	Create and switch on web statistics
ODBC	Create and edit ODBC files
File Manager	Manage the files in your server. You can upload files from your PC. This can act as a FTP client but FileZilla is much better
Tasks	Create one or more common scheduled tasks, such as backing up a database every week.

## 6 Server Side Programming

### 6.1 Introduction

Although web pages are essentially coded in HTML, see section 2, there is a technology for dynamically generating the HTML code from another programming language.

*This is an advanced topic, please feel free to skip this section if you have no intention of developing a web site using a programming language.*

There are many different Server Side Script Engines, the Colink web server supports the most popular: PHP (versions 4 and 5), ASP Classic, ASP.NET (2, 3, 3.5 and 4), Perl and Python.

Server Side Script Engines are very useful for sophisticated web sites. This is especially useful when custom made code is required to generate web pages pulling on data and images on the fly.

Most large web sites you encounter on the web, e.g. BBC and Amazon, will be driven by a Server Side Script Engine which can respond to changing events as they happen.

In addition the Colink web server comes with several development libraries pre-installed which reduces the cost and time of development. These include ASPEmail, ASPJpeg, ASPPDF, ASPUpload and JMAIL Pro.

If any client requires this type of web site development Colink will be happy to discuss this with them.

## 7 Web Statistics

Colink hosting clients may switch on the web statistics package that comes with their server.

You can get a very informative display of how your web site is performing, number of visitors, most popular pages etc by opening a special password controlled web page in your browser.

<http://awstats.dnserver.com/>

Enter your domain address and your control panel user name and password

Choose the month of interest from the top box and the statistics page from the left hand side menu

**Statistics for:**  
cople.org.uk

**Summary** (circled)

**When:**  
 Monthly history  
 Days of month  
 Days of week  
 Hours

**Who:**  
 Countries  
 Full list  
 Hosts  
 Full list  
 Last visit  
 Unresolved IP Address  
 Robots/Spiders visitors  
 Full list  
 Last visit

**Navigation:**  
 Visits duration  
 File type  
 Viewed  
 Full list  
 Entry  
 Exit  
 Operating Systems  
 Versions  
 Unknown  
 Browsers  
 Versions  
 Unknown

**Referrers:**  
 Origin  
 Referring search engines  
 Referring sites  
 Search  
 Search Keyphrases  
 Search Keywords

**Others:**  
 Miscellaneous  
 HTTP Status codes  
 Pages not found

**Last Update:** 29 Mar 2011 - 14:09 [Update now](#)

**Reported period:** Mar 2011

**Summary**

**Reported period:** Month Mar 2011  
**First visit:** 01 Mar 2011 - 01:07  
**Last visit:** 29 Mar 2011 - 12:23

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	<b>530</b>	<b>739</b> (1.39 visits/visitor)	<b>2111</b> (2.85 Pages/Visit)	<b>11426</b> (15.46 Hits/Visit)	<b>103.03 MB</b> (142.75 KB/Visit)
Not viewed traffic *			<b>4036</b>	<b>5356</b>	<b>50.50 MB</b>

\* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

**Monthly history**

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2011	598	812	2058	12962	96.88 MB
Feb 2011	500	706	2240	11819	93.75 MB
<b>Mar 2011</b>	<b>530</b>	<b>739</b>	<b>2111</b>	<b>11426</b>	<b>103.03 MB</b>
Apr 2011	0	0	0	0	0
May 2011	0	0	0	0	0
Jun 2011	0	0	0	0	0
Jul 2011	0	0	0	0	0
Aug 2011	0	0	0	0	0
Sep 2011	0	0	0	0	0
Oct 2011	0	0	0	0	0
Nov 2011	0	0	0	0	0
Dec 2011	0	0	0	0	0
<b>Total</b>	<b>1628</b>	<b>2257</b>	<b>6409</b>	<b>36207</b>	<b>293.65 MB</b>

There are many pages of analysed statistics available, some examples

Visit Duration per page for the selected month

Visits duration			
Number of visits: 739 - Average: 152 s		Number of visits	Percent
0s-30s		535	72.3 %
30s-2mn		83	11.2 %
2mn-5mn		40	5.4 %
5mn-15mn		50	6.7 %
15mn-30mn		15	2 %
30mn-1h		12	1.6 %
1h+		2	0.2 %
Unknown		2	0.2 %

In this example we see that 50 visitors spent between 5 and 15 minutes on the web site

The top pages viewed in the selected month

Pages-URL				
Total: 181 different pages-uri	Viewed	Average size	Entry	Exit
/	390	15.33 KB	324	223
/orgs.asp	112	6.52 KB	25	19
/Events.asp	92	9.54 KB	21	41
/About.asp	79	6.51 KB	20	29
/CopleInfo.asp	71	12.67 KB	30	34
/ParishCouncil.asp	67	7.19 KB	25	21
/index.asp	67	15.16 KB	25	18
/FiveBells.asp	57	4.75 KB	33	25
/events.asp	41	10.81 KB	12	15
/History.asp	40	8.57 KB	6	14
/Church.asp	37	4.91 KB	3	11
/cpn.asp	35	4.56 KB	19	11
/Contact.asp	35	6.38 KB	2	16
/policeCrimeReports.asp	31	13.43 KB	1	15
/police.asp	31	21.02 KB	15	14
/Police.asp	30	16.02 KB		1
/travellers.asp	27	7.40 KB	6	6
/church.asp	26	5.09 KB	2	9
/golf.asp	26	21.96 KB	22	23
/news.asp	24	15.86 KB	12	7
/maintEvents.aspx	24	3.99 KB		4
/Fivebells.asp	24	5.18 KB	15	10
/School.asp	24	8.57 KB	4	7
/EventsRep.asp	23	9.61 KB	1	6
/TimesPast.asp	22	6.87 KB	5	12
/PeterBurrArchive.asp	20	8.33 KB	1	2
/friends/	20	4.68 KB	4	3
/Homes.asp	20	5.48 KB		4
/House.asp	19	3.54 KB	1	3

From this example we can see that the Parish Council page has been viewed 67 times in this month and 37 people opened the Church page from one link and a further 26 opened the same page via another link.

Links from an Internet Search Engine				
8 different referring search engines	Pages	Percent	Hits	Percent
Google	366	83.7 %	383	83.8 %
Unknown search engines	28	6.4 %	28	6.1 %
Microsoft Bing	15	3.4 %	17	3.7 %
Yahoo!	12	2.7 %	13	2.8 %
AOL	6	1.3 %	6	1.3 %
Ask	5	1.1 %	5	1 %
MyWebSearch	3	0.6 %	3	0.6 %
Yandex	2	0.4 %	2	0.4 %

With this example we can see that Google directed 366 visitors to the Cople web site in March.

Keyphrases used on search engines		
203 different keyphrases	Search	Percent
cople	80	20.3 %
five bells cople	25	6.3 %
cople bedfordshire	12	3 %
cople parish council	12	3 %
cople village hall	9	2.2 %
cople music festival	6	1.5 %
cople bedfordshire england	5	1.2 %
the five bells cople	4	1 %
all saints church cople	3	0.7 %
5 bells cople	3	0.7 %
cople church	3	0.7 %
dog house cople	3	0.7 %
cople bedfordshire map	3	0.7 %
rife cople bedford	3	0.7 %
cople garage	3	0.7 %
cople golf	3	0.7 %
cople pub	3	0.7 %
bedford cople	2	0.5 %
five bells at cople	2	0.5 %
cricket ground cople	2	0.5 %
churches bedfordshire england	2	0.5 %
cople bucks	2	0.5 %
cople village hall bedford	2	0.5 %
cople lower school looking in side	2	0.5 %
bedfordshire police facebook	2	0.5 %
cople golf course	2	0.5 %
bedfordshire old school photos	2	0.5 %
cople parish	2	0.5 %
second hand furniture gadsby st bedford	2	0.5 %
cople all saints church	2	0.5 %
crick scarecrow weekend pictures	2	0.5 %
golf course cople beds	2	0.5 %
a typical 1950 s meal	2	0.5 %
mrs carole ellis borough councillor	2	0.5 %
village magazines in bedfordshire	2	0.5 %
furniture link bedford	2	0.5 %
fresh cople	2	0.5 %

This page shows the search terms that people used in search engines from which they clicked to open the Cople web site in this month.

## 8 Backup

### 8.1 RAID Disks

The entire web server is held on a RAID disk array. This virtually guarantees the site is never lost even if the hard disk crashes (and all hard disks will fail at some time.) The RAID system ensures there is always an up-to-date second "mirror" copy or the original can be recreated quickly and instantly. RAID handles this automatically, substituting the "redundant copy" drive for the broken drive whilst the broken drive is removed and replaced.

### 8.2 Daily Backups

In addition to the RAID system, all web sites are backed up on a daily basis. Should a catastrophic event occur the web sites can be restored from the backup.

If you require your own web site to be restored from a backup due to your own error (as opposed to a server error) you can request this from the server backup but a small fee is charged for the work involved.

Most clients who develop a web site keep their own copy on their local PC and would use this to restore a lost web site