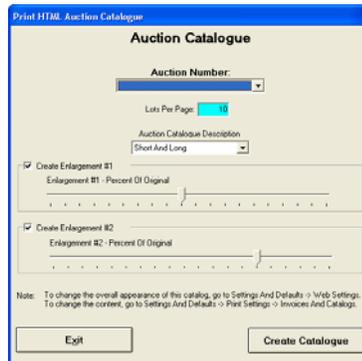


## RPM Tips & Tricks:

# *Web Catalogue Designer / Web Site Builder/Publisher*

## *Web Catalogues:*

**Path:** Auctions – Marketing – Web Catalogue, or  
Reports – Categorized – Web (HTML) Catalogue (#37), or  
Reports – Categorized – Web (HTML) Catalogue (No Pictures) (#52)



Web Catalogues are a great way to advertise current and future auctions. Simply create the Web Catalogue ("WC") files, then upload them to your web host (be sure to have the web host point to the correct file name as specified below).

AuctionRPM creates several files for each Auction Catalogue. The main file name for each WC is "Auction\_x.htm", with "x" being the AuctionRPM auction number. Example: Auction #4 files would have a main Web Catalogue file name of "Auction\_4.htm". This is the link to your WC.

When creating a WC, save the files in a separate, blank folder (create and use a new folder for each new catalogue). There will be several additional, supportive files created in addition to 'Auction\_x.htm'. If you merely save to the Desktop, hundreds of new files may appear on the desktop. These files will have to be collected and uploaded to the Web Host. Bottom line: Save to a separate, blank folder.

To review the WC, use Windows Explorer (right-click the START button, select 'Explore') to find the newly-created folder. Double click on the "Auction\_x.htm" file. Enjoy.

### **New To AuctionRPM: Web Catalogue Designer (New to Version 3.0, Build 407)**

With RPM's new 'Web Catalogue Designer' (Path: Tools – Web Tools tab – Web Catalogue Designer), you may now perform the following:

- Enter and display a description of the current auction
- Feature one or more items from the currently selected auction
- Show a 'photo gallery' of items, whether or not they have been pre-lotted.

Use of this feature is described in detail in a section below.

## RPM Tips & Tricks: *Web Catalogue Designer / Web Site Builder/Publisher*

### How to Create and Upload a Web Catalogue:

1. Follow one of the Paths listed at the beginning of this section.
2. Select the Auction Number from the dropdown list.
3. Select size (and quantity) of Enlargement #1 and/or Enlargement #2.

AuctionRPM always creates a thumbnail image of the lot in question. When viewing the finished web catalog, to see a larger image of the lot's thumbnail, the user would double-click the lot in question. Enlargement #1 (the 'medium' image) is then shown onscreen. To see a greater enlargement, the user would again double-click the image. Enlargement #2 (the 'large' image) would then be shown.

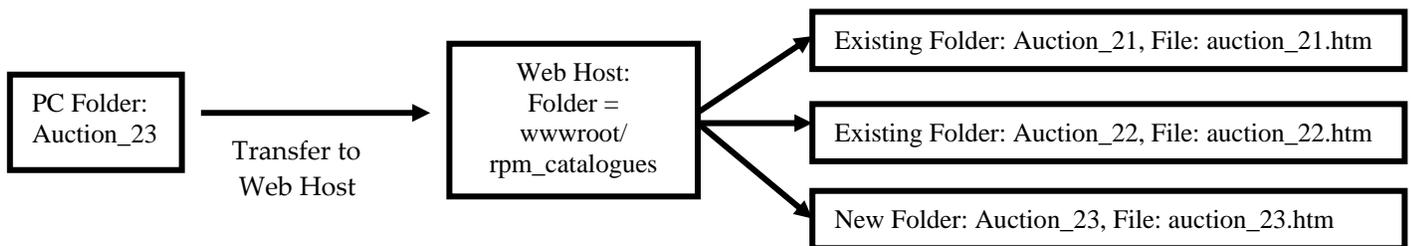
The user can determine whether or not either Enlargement #1 (the 'medium' size image) and/or Enlargement #2 (the 'large' size image) should be created. For example, if only the 'medium' size image is necessary (due possibly to upload time and/or space restrictions), then uncheck the 'Create Enlargement #2' checkbox. (This feature is new as of Version 3.0, Build 419)

Enlargement #1 - Percent Of Original ('medium' size, pre-set to 100%): This specifies the size of the initial 'Click Here To Enlarge' image. The images will be placed into the auction catalogue at 100% of the size they were originally entered in AuctionRPM.

Enlargement #2 - Percent Of Original ('large' size, pre-set to 150%): This specifies the size of the largest 'Click Here To Enlarge' image. After the user has clicked once, and Enlargement #1 is displayed, the user may click again to view this enlargement (#2).

Note: If not satisfied with the Enlargement size, select a different size and rerun the process. Check the resultant images.

4. Click on Create Catalogue. Save the file to a newly created folder. Do not change the filename.
5. Upload the newly created folder and its contents to the Web Host. Add Web Host link to new folder's main file, e.g., 'wwwroot/rpm\_catalogues/auction\_23/auction\_23.htm'.



## **RPM Tips & Tricks:**

### ***Web Catalogue Designer / Web Site Builder/Publisher***

#### **How to Change/Enhance Web Catalogue Appearance:**

- See 'Tools – General tab – Settings & Defaults - Web Settings'  
Changes that may be made include:

Default catalogue Image Sizes (Enlargement #1 - 'medium', Enlargement #2 - 'Large')

Web Page Background Image capture

Header Foreground and Background colors (see 'Current Auction Information – Auction Date, Location' and 'Lot List' in the illustration, below)

Page Header HTML

Page Footer HTML

#### **How to Change Web Catalogue Content:**

- See 'Tools – General tab – Settings & Defaults – Print Settings – Invoices and Catalogues'  
Changes that may be made include:

Printing of estimates on WC

Printing of pre-auction messages on WC

Printing of WC in both Inventory Item Category as well as Lot Number sequence

Printing of list of item defects

Printing quantities offered

Printing of appraised value

Choice of printing item Short Description, Long Description, or both.

# RPM Tips & Tricks: Web Catalogue Designer / Web Site Builder/Publisher

## Web Catalogue Designer (Sample Screen):

**Auction House Name**  
(Company Logo, optional)

**Auction House Description**  
(see 'Web Site Appearance')

**Current Auction Information:**  
Auction Dates, Location

**Auction Description**

**Feature Items**

**Photo Gallery**

**Lot List**

### My Auction Company

#### Auction Catalogue

Best Auction House in the metropolitan Urban Fringe Area. Cash & Carry, or just carry and face the consequences! We are centrally located at the corner of Here and There. Hours: 9:00 am - 5:00 pm.

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Auction Location	
July 15Th 2006 - Auction Centre	
Auction Date	Saturday July 15, 2006 - 10:30 AM
Inspection Date	Friday July 14, 2006
Inspection Time	10:00 - 17:00

Tonight we feature *fine Croation Basketweaving.*

#### Featured Items



Whimsical dress worn by a Crowned Head of some remote country. Best material available was used to hand craft this beauty. What a looker! Give your sweetheart the chance to strut her stuff by bidding on this once-in-a-lifetime deal. When this is gone, there will be no more! (No more than the 1,500,000, that is. We made too many in our factory). So, Hurry!

Look at the detail! Creases just where the designer put them originally! Too many pleats to count! Light pleasantly reflects off the material into the camera. But only where it isn't dark! Could have been many years in the making. Or, not.





What better way to dress than white shirt on beige curtain? Stunning in the Summer, albeit very warm. Perfect for Winter with its built-in curtain fabric! Cozy up to this one, folks. Bid high and bid often!

Pop-Art by DaVincia. Get lost in the design, stay for the look. Superb blending of "potholder and beadspread by coincidence". Judged Best Photograph of the day at our office! Be the first (and only one) to own this piece of history.





In the 19th century, lace was the rage of Boston. Perhaps true today, or not, but this piece was manufactured the day before yesterday in our plant. Take it home and cherish it. At least, until after the moneyback guarantee expires!

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#### Photo Gallery

To view items, click on a thumbnail photo below.
















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LOTS			
<a href="#">1-10</a>			

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## **RPM Tips & Tricks:**

### ***Web Catalogue Designer / Web Site Builder/Publisher***

#### ***Web Catalogue Designer: How to Add a Description of Your Auction***

**Path:** Tools – Web Tools – Web Catalogue Designer – Auction Description tab – Detailed Auction Description

The Auction Description will be displayed beneath the auction house address, and the Auction Name. It displays above the 'Featured Items' section (described below), before the 'lot listings'. The Auction Description may be used for many purposes. For example, it may be used for a general description of the specific auction.

Text may be entered either directly into RPM, or 'cut-and-pasted' from some other source such as Notepad, Wordpad, or Microsoft Word. Font size, color, alignment, etc., may be altered by clicking the appropriate button.

Note: For the present, enter Auction Descriptions into the 'Detailed Auction Description' field. The 'Teaser Description' field is currently being developed for future use.

Note: Be sure to select the proper auction number (top of screen).

#### ***Web Catalogue Designer: How to add 'Featured Items':***

**Path:** Tools – Web Tools – Web Catalogue Designer – Featured Items tab

'Featured Items' consist of images to be showcased to the public when they access your Web Catalogue. Directly under the 'Auction Description' (described above), Featured Item images and optional textual descriptions draw the public's attention to one or more items (or, if you so desire, images of your auction house or anything else that you deem appropriate).

Images may be entered using Windows' Drag-and-Drop capability, or you may use the 'Capture Image' button. For more information on capturing images, please see the 'Tips & Tricks' document titled 'Audience Lot View Screen: Slide Show Extraordinaire!', available at [www.auctionrpm.com](http://www.auctionrpm.com).

The 'Description of Photo' box is directly associated with the displayed photo, and will be shown in a box next to the photo in your web catalogue.

Note: Be sure to select the proper auction number (top of screen).

#### ***Web Catalogue Designer Photo Gallery: Showcase Non-Lotted and/or Pre-Lotted Auction Items:***

## RPM Tips & Tricks:

### *Web Catalogue Designer / Web Site Builder/Publisher*

**Path:** Tools – Web Tools – Web Catalogue Designer – Non Lotted Auction Images

Simply 'capture' one or more images in this box. They will be displayed in your web catalogue in a 'photo gallery', just above the 'lot listing'.

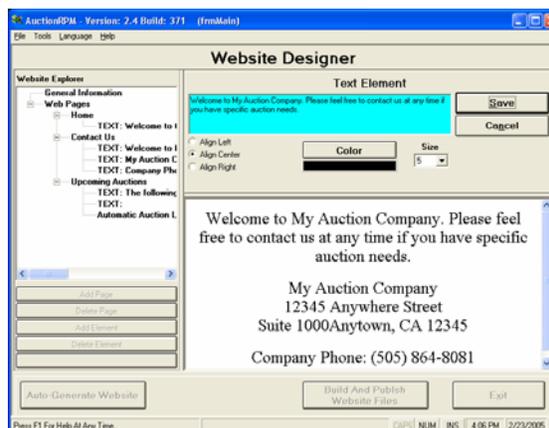
Images may be entered using Windows' Drag-and-Drop capability, or you may use the 'Capture Image' button. For more information on capturing images, please see the 'Tips & Tricks' document titled 'Audience Lot View Screen: Slide Show Extraordinaire!', available at [www.auctionrpm.com](http://www.auctionrpm.com).

Note: Be sure to select the proper auction number (top of screen).

### *Build and Publish a Web Site using AuctionRPM*

Right out of the box, the AuctionRPM Web Site Designer will create a web site ("WS") that features 1) a home page, 2) a 'Contact Us' page, and 3) an 'Upcoming Auctions' section. The web page 'elements' may be edited in the upper right-hand corner of the Web Site Designer screen.

**Path:** Tools – Web Tools – Web Site Designer



### How to Set Up Upload Links to Web Host

**Path:** Tools – General tab – Settings & Defaults – Web Settings – Web Site Designer FTP Settings

Enter Web Host FTP IP address (as given by Web Hosting Service).

Enter FTP Target Directory as follows:

- For a standalone RPM Web Site: (generally) 'wwwroot'
- For use of RPM Web Site in conjunction with your pre-existing site: (generally) 'wwwroot/rpm\_catalogues'

Enter User Name and Password.

## **RPM Tips & Tricks:**

### ***Web Catalogue Designer / Web Site Builder/Publisher***

#### **How to Change/Enhance Web Site Appearance:**

##### 1) Auction House Description

- See 'Tools – General tab - Settings and Defaults – Message Settings – Auction Catalog Messages – (scroll the turquoise screen down to 'Web Auction Catalog Message')

Here, the user can describe the auction house ('corner of Fifth and Main') or describe the benefits of the auction house, etc. This description is NOT auction-specific. An auction-specific message is part of the Web Catalogue Designer', described above. The auction-specific description ('Auction Description') shown in the illustration above reads 'Tonight We Feature Fine Croation Basketweaving'.

##### 2) Other Web Site Options

- See 'Tools – General tab – Settings & Defaults - Web Settings'

Changes that may be made include:

Image sizes (see note, below)  
Web Page Background Image  
Web Site Catalogue Colors and Fonts  
Web Site Designer FTP Settings  
Page Header HTML  
Page Footer HTML

Note: The user can determine whether or not either Enlargement #1 (the 'medium' size image) and/or Enlargement #2 (the 'large' size image) should be created. For example, if only the 'medium' size image is necessary (due possibly to upload time and/or space restrictions), then change the Enlargement #2 'image%' to 0%. (This feature is new as of Version 3.0, Build 419)

#### **How to Change Web Site Content:**

- See 'Tools – General tab – Settings & Defaults – Print Settings – Invoices and Catalogues'

Changes that may be made include:

Printing of estimates on WC  
Printing of pre-auction messages on WC  
Printing of WC in both Inventory Item Category as well as Lot Number sequence  
Printing of list of item defects  
Printing quantities offered  
Printing of appraised value  
Choice of printing item Short Description, Long Description, or both.

### ***Creating the Web Site Skeleton***

## **RPM Tips & Tricks:**

### ***Web Catalogue Designer / Web Site Builder/Publisher***

#### **Path: Tools – Web Tools – Web Site Designer - Auto-Generate Website**

Clicking 'Auto-Generate Website' creates a web site 'skeleton' that consists of four pre-defined pages. The predefined pages are as follows:

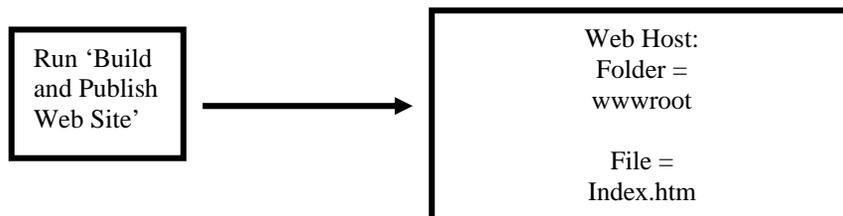
- Index.htm – AuctionRPM's main website page, with links to the following three pages:
- Page\_100.htm – 'Home' (Welcome to our Website)
- Page\_101.htm – 'Contact Us' (Auction House Contact Information)
- Page\_102.htm – 'Upcoming Auctions' (Current and Future Auctions and associated lots)

You may use one, all, or none of these pages, and are free to create as many others as may be deemed necessary. Any page, whether predefined or not, can be altered to suit the user's needs.

- If you choose the AuctionRPM-generated website as a standalone website (see below), you may add or subtract as many pages as desired.
- If you choose to use the AuctionRPM-generated website in conjunction with an existing website (see below), be sure that 'Auto-Generate Website' is used, and no additional pages are added between index.htm and Page\_102.htm (you are free to alter any page).

#### ***Configuring the Web Site - Standalone Web Site:***

Set the FTP Target Directory to 'wwwroot', the 'root' folder on the web host's computer. Web Host software always points to this folder, and the file 'Index.htm'.



#### ***Configuring the Web Site to Work in Conjunction with a Pre-Existing Web Site:***

Set the FTP Target Directory to a predefined directory (create a new folder underneath the website's root directory). In this example, 'wwwroot/rpm\_catalogues' is the target directory. Point a link from the Main Web Site to a file named 'Page\_002.htm' in the new folder. Each time that the AuctionRPM Web Site is 'Built and Published', the resultant web pages are automatically attached to the main web site. All previously existing data in the new folder is cleared.

## RPM Tips & Tricks:

### *Web Catalogue Designer / Web Site Builder/Publisher*

Example: Place a button named 'Upcoming Auctions' on the main website screen. Link the button to 'wwwroot/rpm\_catalogues/Page\_002.htm'. This is a permanent link. AuctionRPM controls the content of 'wwwroot/rpm\_catalogues/Page\_002.htm'.

#### Example:

In the following example, the FTP Directory as entered into AuctionRPM would be

- 'wwwroot/rpm\_catalogues' (assuming that the Company's normal web site files reside in 'wwwroot').

Caution: Do not point AuctionRPM's FTP Target Directory to the root folder (example: 'wwwroot'). The Target Directory is cleared each time 'Build and Publish Web Site' is run.

