

## RPM Tips & Tricks: *Web Catalogues and Web Site Builder/Publisher*

### *Web Catalogues:*

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



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.

### **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 of Enlargement #1 and/or Enlargement #2.

Enlargement #1 - Percent Of Original (pre-set to 100%): The images will be placed into the auction catalogue at 100% of the size they were originally entered in AuctionRPM.

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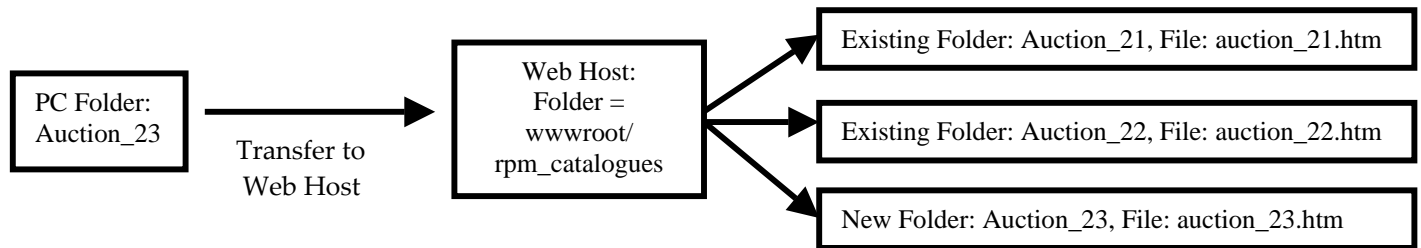
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Enlargement #2 - Percent Of Original: This specifies the size of the 'Click Here To Enlarge' image. The images will be placed into the auction catalogue at 150% of the size they were originally entered in AuctionRPM.

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'.



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

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

Image sizes  
Web Page Background Image  
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.

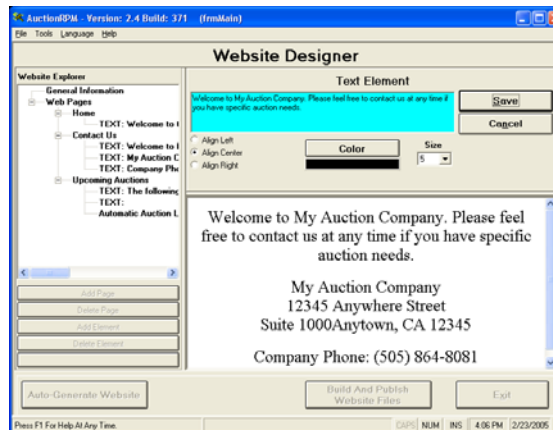
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# *Web Catalogues and Web Site Builder/Publisher*

## *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.

## How to Change/Enhance Web Site Appearance:

- See ‘Tools – General tab – Settings & Defaults - Web Settings’

Changes that may be made include:

- Image sizes
- Web Page Background Image
- Web Site Catalogue Colors and Fonts
- Web Site Designer FTP Settings
- Page Header HTML
- Page Footer HTML

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#### 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

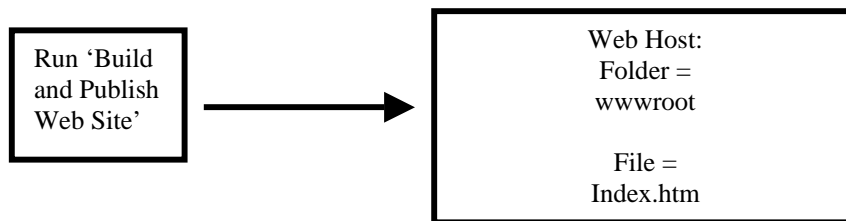
Printing quantities offered

Printing of appraised value

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

#### To Configure a 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'.



#### To Configure AuctionRPM's Web Site to Work in Conjunction with a Pre-Existing Web Site:

Set the FTP Target Directory to a predefined directory name (folder) ('rpm\_catalogues' is used in this example), underneath the Main Web Site Root Directory ('wwwroot'). Point a link from the Main Web Site to a file named 'Page1.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.

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

- 'wwwroot/rpm\_catalogues'. The Company's normal web site files reside in or under 'wwwroot'.

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

