

Adobe Business Catalyst

Adobe Business Catalyst is similar to the Content Management Systems we have been using, but is a paid solution (rather than open source and free like Joomla, WordPress, and Drupal (though of course with those you do still have to pay for hosting somewhere unless you have your own server)).

Business Catalyst includes a Content Management System, integrated e-mail marketing, integrated customer database, an e-commerce module, and reporting and analytics. As a web designer, you have several ways to use Business Catalyst. Starting out, you can create an account for free. With the free account, you are limited on partner resources, and do not have access to all training videos. You also do not receive commission on client monthly fees, and have other limitations. A Standard Account costs \$995 per year, and adds access to all videos and resources, and gives you a 20% commission on all client monthly fees, but still has some limitations. A Premium account costs \$1995 per year, and gives access to everything as well as the 20% commission on all client monthly fees.

For your client, for full functionality, a mini account costs \$39 a month, which includes 1 administrative user, 10 email addresses, and 1 GB of disk space. A regular account costs \$59 a month, which includes 5 administrative users, 20 email addresses, and 2 GB of disk space. A super account costs \$79 a month, which includes 10 administrative users, 50 email addresses, and 5 GB of space.

If your client doesn't need full functionality, they can start with the website starter plan for \$16, which includes a limited contact management system, 1 administrative user, 10 email addresses, and 1GB of space. A Website plan for \$24 a month includes the contact management system, customer database, 1 administrative user, 10 email addresses, 1 GB of space. These plans don't include e-commerce or email marketing.

For more information on pricing and what's included, see:

Client Pricing: <http://www.businesscatalyst.com/pricing/client>

Partner Plans: <http://www.businesscatalyst.com/pricing/designer>

How it Works: <http://www.businesscatalyst.com/pricing/how>

When creating sites using Adobe Business Catalyst, you can use their online tools, regular HTML/CSS, and/or Adobe Dreamweaver. They have a wide variety of existing templates to choose from, or you can copy an existing site, or start from scratch.

Business Catalyst was designed to give designers a platform to market their own designing business, and to easily create and manage client sites (and to give clients the ability to manage their own sites if the designer wants to do so). Once a designer has enough clients on the site, it would be worthwhile to pay the \$995 per year fee because it would be re-couped through the 20% commission the designer would receive for the monthly client fees. For example, if the clients were at the \$39 per month rate, at 20% commission, the designer would receive \$7.80 per client per month, or \$93.60 per year. At that

rate, the yearly fee of \$995 per year would be paid for after the 11th client had been on the system for a year, and then any clients over that would be profit.

For the Project, you will be exploring and modifying trial sites on Adobe Catalyst. DO NOT do anything on the site that requires payment; you should be able to complete all of the exercises mentioned below without paying for anything.

As you go through the different videos, I suggest opening up the video showing you how to complete the task in one window, and open up your account for Adobe Catalyst in the other. That way you can watch the video, pause it, and make your changes in the trial Adobe Catalyst account in the other window.

Take a look at the Adobe BC tour at <http://businesscatalyst.com/product-tour/overview> so that you get an overview of what the site can do. Then go to <http://www.businesscatalyst.com> and click the “Free Sign Up” button in the top menu.

For your Business Name, put your name (for example, if your name is Bob Smith, put Bob Smith). For the email address, put one you really use, and leave the referral code blank. Fill out the other fields, then click the Submit button.

You should receive a confirmation screen similar to the one below:

Adobe Business Catalyst - Partner Account Sign Up - Windows Internet Explorer

https://securysd.worldsecuresystems.com/PartnerPortal/DesignerSu

File Edit View Favorites Tools Help

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Free Partner Account Sign Up

Congratulations! Your Partner Portal has been successfully created!

You will shortly receive an email with all the details to help you get started!

To access your Partner Portal, go to <http://illinoiscentralcollege.businesscatalyst.com/Admin/Index.aspx?to=PartnerPortal>

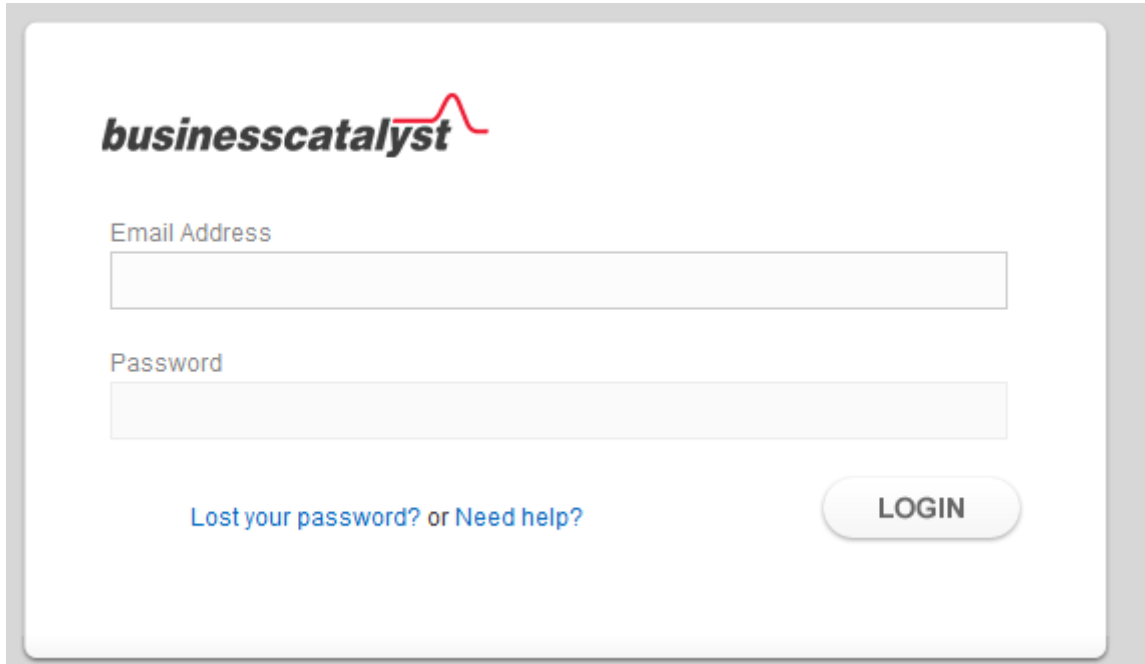
Thank you for signing up to the Business Catalyst Partner Program and welcome to the Business Catalyst family.

Adobe
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Error on page. Internet | Protected Mode: On 100%

Write down the address to your Partner Portal page, then click on the link to go to your site.

The sign in page looks like this:



businesscatalyst

Email Address

Password

[Lost your password? or Need help?](#)

Once you log in, you will see a screen similar to the one below. If you don't, go up to the top menu and click on "Partner Portal":

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Upgrade & Power up the Partner Portal

Hi Shan Partner Help Settings Log out

Dashboard Clients Resellers Billing Tools **Create Site** Training Community

Dashboard

Welcome to Your Partner Portal. Here's how to get started.

1. Watch the training videos under "Training"
2. Check out our [help resources and tutorials](#) to learn the system.
3. Explore your own trial Partner marketing under "Clients"
4. Create more BC Sites under "Create Site"

Getting Started

Let us show you the power of Business Catalyst, minutes at a time.

- Getting started with your BC Partner account 9:21
- Understanding your site and key BC concepts 13:36
- Creating new trial sites with the BC platform 17:15
- Setting up your client's online store 11:09
- Upgrading a trial site to a paid site 9:38

Partner Stats

Partner since Nov 20, 2010
Partner code: TJQMKG
[Edit Partner Settings](#)

Commissions
With our paid Partner

Sites
0 Paid

Paid Sites by Type
You don't have any paid sites

https://seuresyd.worldseuresystems.com/PartnerPortal/Upgrad Internet | Protected Mode: On 100%

There are a series of videos to view that you should watch. They are linked on your dashboard. View the following videos, and follow the instructions in the video to customize your site. **YOU DO NOT NEED TO CREATE A PAID SITE!** You will just be modifying free trial sites. Also note that in a couple of the videos, they show you how to use Adobe Dreamweaver with the site. Watch the video so you see how it works, but you do not need Dreamweaver to modify the site. Just use the online editor.

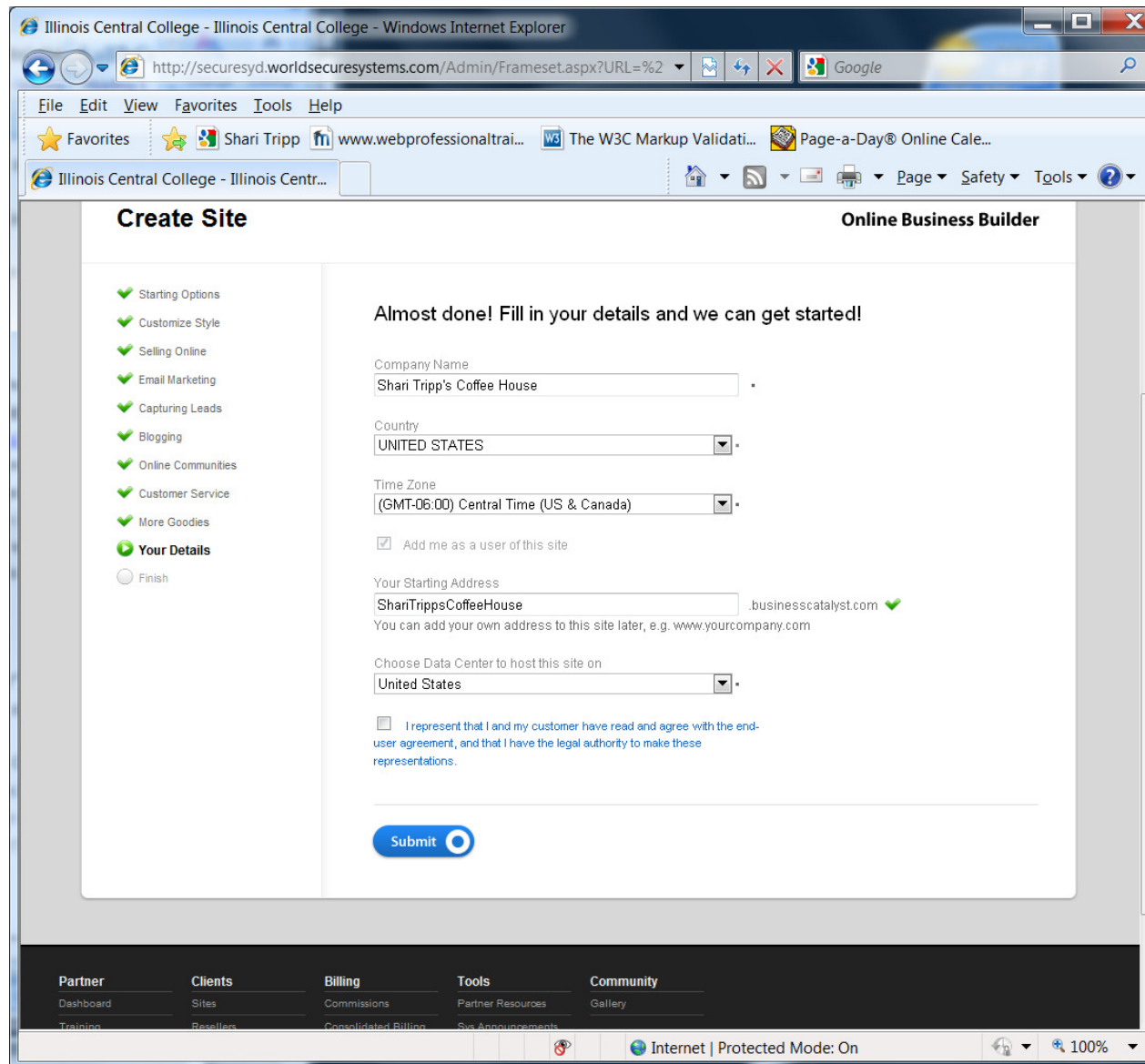
The video list is as follows:

1. Getting started with your BC Partner Account
2. Understanding your site and key BC concepts
3. Creating new trial sites with the BC platform
4. Setting up your client's online store
5. Upgrading a trial site to a paid site **(View video, but do not actually upgrade to a paid site)**

As you view videos 1 and 2 and make your changes, you will want to customize the trial site to be about your own web design company (name it whatever you like)

For the project, make the following changes to the trial site:

1. Modify at least 2 articles on the trial site (list the pages you changed in the project submission box when you submit the project for grading)
2. Change at least 2 links on the trial site (list the links you changed in the project submission box when you submit the project for grading)
3. Under Web Apps, get into the Portfolio web app and change 1 item. Delete the other items that you don't change. When you change the item, you will need to:
 - Change the item name
 - put in a link to a website (it can be anything, even Google)
 - put in different pictures for the item (you don't have to create a thumbnail image, just pick two different pictures. If you need pictures to use, you can right-click and download them from <http://www.webclassesonline.net/resources/samplepics/> (you'll want to click on the small image and get to the bigger image before downloading or you'll get the smaller thumbnail image). Note that you can upload files in their Image Manager tool by clicking the "upload files" icon in the top menu of the image manager.
4. Submit a sample query through the Contact Us form so you can see that it works.
5. Remove the "Free Trial" button and link from your site since this only works if you have a paid membership.
6. Once you reach video #3, create a new trial site using the following settings:
 - a. Import from an existing site; the address to enter is <http://www.onthewave.com/capitano/index.htm>, then click "Next"
 - b. For the company name, put "Your name's Coffee House", for time zone choose your time zone (probably Central Time)
 - c. Make a note of the starting address (in my case, I put Shari Tripp's Coffee House for the Company Name, so the starting address is ShariTrippsCoffeeHouse.businesscatalyst.com)
 - d. Choose United States for the Data center (unless you happen to be out of the country, then pick the closest data center). Check the "I agree" box, and hit Submit (see example below:



Once it has created the site, type in the address to your Partner Portal site (probably something like yourname.businesscatalyst.com), and once you log in, click on “partner portal” up in the top menu if you aren’t already there.

Now click on “Clients”, and you will see that you have a new Trial site listed. Click on View next to the new trial site, and then get into the admin portion of the site (to get into the admin portion of the site, just add “admin” after the normal url address for the site. For example, if the site is at yournamecoffeehouse.businesscatalyst.com, you can get into the administration portion of the site by going to yournamecoffeehouse.businesscatalyst.com/admin. Just like with the trial site, modify at least two pages of the new client site. List the addresses of the pages you modified in the submit box for the Project.

7. Finally, follow the video to set up an online store (don't worry about adding images using Dreamweaver, just use images you already have or upload ones using the image manager upload menu as you did before). Add at least two products. List the products you added in the submit box for the Project.
8. View the video on how to convert the trial site to a paid site, but **DO NOT ACTUALLY CONVERT IT!**
9. You're done with the project!