

KARELIA SOFTWARE

PROUDLY HANDCRAFTING MACINTOSH SOFTWARE SINCE 2001



SANDVOX®

**EASY, ELEGANT WEBSITE CREATION FOR PEOPLE WHO WANT TO
DEVELOP THEIR LIVES, NOT THEIR WEBSITES**

Since its introduction in 2006, Sandvox has made the easy creation of elegant websites available to amateur website designers and has also been welcomed by professional web developers as both a prototyping tool and a means to create professional, publishable websites in hours instead of days.

Inspired by friends and family members who complained about the difficulty of creating a versatile, stylish, and easily updatable website, we designed Sandvox to reflect the best features of Macintosh software. Making Sandvox intuitive enough for a first-time website developer was one challenge, but we were also determined that Sandvox serve as a useful tool for experienced developers who needed to create websites—even relatively sophisticated ones—quickly and completely.

Sandvox 1.2 was honored as the 2007 runner-up in the Apple Design Awards “Best Mac OS X User Experience” category, and we continue to expand its features and improve its performance. For a general overview of website creation using Sandvox we invite you to view our introductory screencast, available at:

www.karelia.com/screencast.html

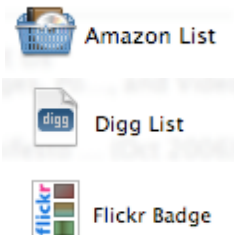
We’d like to point out some of the features that make Sandvox a leader in its field and also note where features have been added or significantly expanded since production of the screencast.



Sandvox’s Design Chooser now offers more than 40 designs to use as-is or as a starting point. If your aesthetic is reflected in the “Minimalist” design, the more dramatic “Night Breeze,” or the richness of “Serengeti,” you can adopt a design in its entirety. As of version 1.2 we added the ability to customize banners, allowing users to create designs that reflect their personal taste or the overall theme of their site.

The variety of **pages and collections** offered by Sandvox allows users to benefit from prepared templates that make adding text, images, audio, and video as simple as dragging and dropping the files into place. Other page types—such as contact forms, file downloads, site maps, or for inserting raw

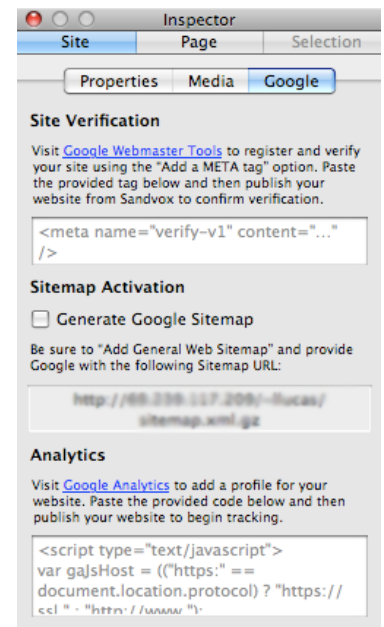
HTML—are also available. **Collections**, which present groups of pages, make Sandvox ideal as a blogging tool or as a photo or video catalog, and add richness and volume to even the most simple sites. Because every collection automatically generates an RSS feed, with enclosures, podcasts, videocasts, and photocasts are immediately available, requiring no additional setup. Automatic support for PicLens immersive slideshows is also similarly included.



Pagelets are one of Sandvox's most recognized innovations, providing for the quick addition of content in discrete blocks within a page or as part of a sidebar. In addition to pagelets for text, images, and video, pagelets for Amazon.com lists, digg lists, Flickr photo badges, IM status, contact forms, and other formats allow the addition of dynamic content and social networking features without any knowledge of HTML.

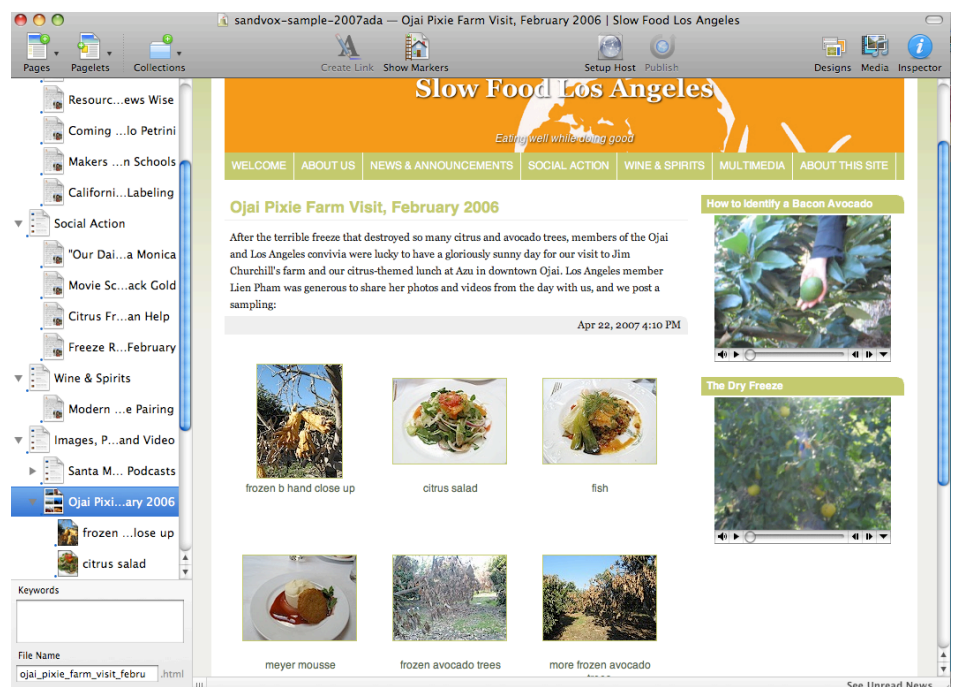
Just how many pages, collections, and pagelets can Sandvox support? Sandvox users have been pushing the boundaries, encouraging us to dramatically improve Sandvox's scalability. We're seeing sites with hundreds of photos and hundreds of pages, and when a site is composed of subsites, those numbers can reach into the thousands.

Site settings, page qualities, image placement, and pagelet details can all be refined using the **Inspector**. In the Pro Edition of Sandvox, the Inspector also becomes a tool for managing Google Webmaster Tools, Google Analytics, and for Google Sitemap generation. Although these tools are of interest to many site producers, they are especially helpful to organizations and businesses that wish to improve their site's visibility, to track traffic patterns, and to gain feedback about what's working, and what's not, in the eyes of their site's visitors.



Another feature that helps amateurs and professionals alike is Sandvox's **live editing feature**. In Sandvox, there is no preview mode: What you see really is what you get. Using the content-editable features of Safari's WebKit, changes to text, placement of images, and page composition (including pagelet position and qualities) are immediately reflected onscreen.

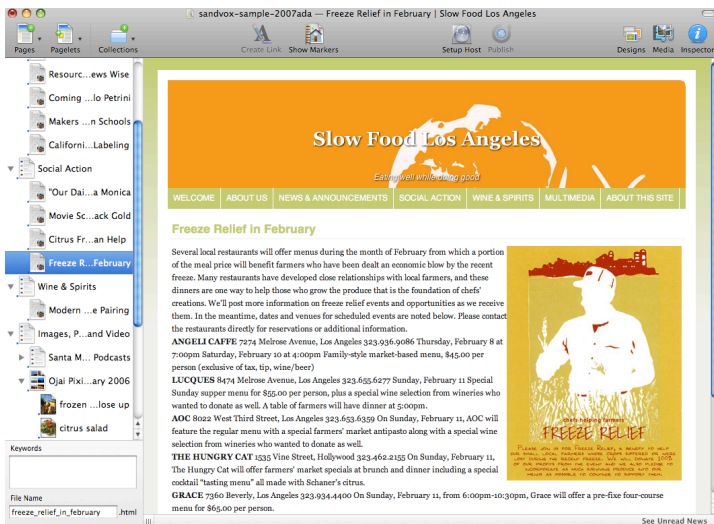
Since its initial release, Sandvox has supported a **wide range of publishing options** that allow users to upload their sites to any host, using FTP, SFTP, or WebDAV, including .Mac. Sandvox's host setup assistant guides users through the initial setup.



Bearing in mind that some pages may be works in progress, Sandvox allows pages and collections to be marked as “drafts” that will not be published until the user desires.

So far, we’ve been pointing out features that are available in the Regular Edition of Sandvox. Now, we’d like to turn your attention to the Pro Edition and to some of the features that have been garnering praise from more experienced and adventurous users and from professional website developers.

Sandvox’s Pro Edition offers multiple levels of complexity and sophistication. **E-commerce, Google Webmaster Tools, Google Analytics, Flash, and custom HTML features** can be added using Pro Edition features:



Raw HTML pages and pagelets allow the insertion of custom code, and can be used within portions of a page or to completely redefine the <head> and <body> to create a completely custom page.

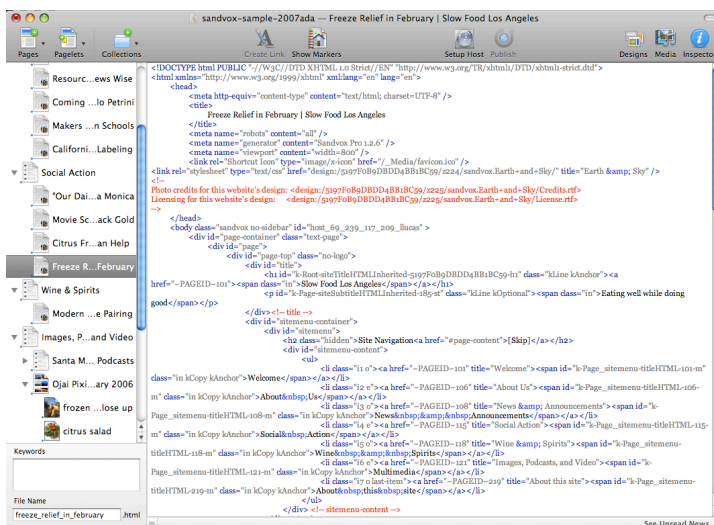
The ability to view and **edit the Raw HTML** of any page with a single click opens up a range of customization possibilities.

A **Code Injection** panel allows the insertion of HTML, JavaScript, or other scripting code such as PHP at specific points, outside of the main <body>.

Because incorrect HTML can affect how a site is viewed by others, the Pro Edition integrates directly with the **W3C Validator** to identify incorrect HTML *before* you publish your site.

“Naked Content”: If accessibility by the visually impaired or to web indexers is an important consideration, the Pro Edition allows you to turn off CSS to review your site’s structure and content independently of its style.

Karelia also publishes the **Sandvox Developers’ Guide** and the **Sandvox Designers’ Guide**, which feature additional information and specifications for complete customization.



For more information about Sandvox’s ongoing development, read the Karelia blog at:
www.karelia.com/news/

To be the first to learn about updates, new releases, and related news, join our email list at:
www.karelia.com/download/email_alerts.html