Lauyan Software

Documentation

The TOWeb 15 guides, step by step: install, create, import a TOWeb 5 to 14 site, sell, publish.

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Getting started

Install TOWeb 15, choose your edition, create your first site and find your way around the screen.

TOWeb 15 installs on your Mac or PC and works without an Internet connection: your sites stay with you. This chapter takes you from installation to your first site.

01 **Installing TOWeb 15**
System requirements, installation on Mac and Windows, and automatic updates.

02 **The TOWeb 15 editions**
Free Standard, Premium, e-Commerce or Studio: what each TOWeb 15 edition lets you do, and how to switch to another edition.

03 **Create your first site**
Choose a style and your line of business: TOWeb prepares the starter pages, texts and images.

04 **Getting to know the TOWeb screen**
The sidebar, the top bar and the Project screen: where to find each feature.

Installing TOWeb 15

System requirements, installation on Mac and Windows, and automatic updates.

System requirements

- **Mac**: macOS 13 Ventura or later. The same installer works on Apple silicon Macs and Intel Macs.
- **Windows**: Windows 10 or 11, 64-bit.

An Internet connection is only needed to download TOWeb, activate a licence, publish your site and receive updates. Everything else (creating, editing, previewing) works offline.
The Mac and Windows installers are on the TOWeb 15 download page.

On Mac

1. Download the **.dmg** file from the Download page on lauyan.com.
2. Double-click to open it.
3. Drag the TOWeb icon into the **Applications** folder.
4. Launch TOWeb from the Applications folder or Launchpad.

On Windows

1. Download the **setup-toweb** installer from the Download page on lauyan.com.
2. Run it and follow the steps. You can choose the installation folder. If that folder already holds your files, TOWeb installs into a subfolder of its own: uninstalling can therefore never delete your files.
3. When it finishes, TOWeb is available in the Start menu and on the desktop, under the name **TOWeb V15**.

> **A signed installer**
>
> TOWeb 15 installers are signed by Lauyan Software, on Mac as on Windows. If your system asks you to confirm the first time you launch it, that is the usual check for a downloaded application.

Updates

TOWeb checks for updates itself. When a new version is available, it downloads in the background and installs the next time TOWeb restarts; a **Restart now** button lets you do it right away.
To check manually: **TOWeb Settings** (at the bottom of the sidebar) › **General** › **Updates** › **Check for updates**.
A new *major* version never installs itself: you are only notified of TOWeb 15 updates.

What next?

On first launch, TOWeb offers to create your first site or, if you already used TOWeb, to import a TOWeb 5 to 14 site.

The TOWeb 15 editions

Free Standard, Premium, e-Commerce or Studio: what each TOWeb 15 edition lets you do, and how to switch to another edition.

A single purchase, no subscription

TOWeb 15 is a free download and starts in the **Standard edition**. The paid editions are bought once and are yours forever: there is no monthly subscription.

The Standard edition (free)

With no time limit, it lets you create up to 5 sites, edit and preview them, and publish one, with a few limits:

- a published site of **50 MB** at most;
- **custom code** (scripts and tags added to your pages) is saved, but only goes online with a paid edition; **exporting the site to a folder** is also reserved for the paid editions;
- **password-protected pages** can be set up, but are only published with a paid edition; a site whose home page is protected is not published;
- adding **custom fonts** (your brand fonts, as .woff2, .woff, .ttf or .otf files, in Theme › Typo › My fonts) is reserved for the paid editions;
- the **Made with TOWeb** credit on the published site: a small badge at the bottom of the screen, and a banner at the end of the page inviting your visitors to create their own site;
- the **shop** and **bookings** in demo mode: your visitors browse the catalogue and fill their cart, but no payment goes through;
- the writing assistant with an AI installed on your computer, your own key, or the **Lauyan cloud AI** as a free demo (a few text requests, no image creation);
- a single published language.

The paid editions

- **Premium**: no size limit, no TOWeb credit, all your sites published, custom code, exporting to a folder and your custom fonts, audience measurement (Google Analytics, Google Tag Manager, Meta Pixel), full online bookings, the Lauyan cloud AI, your own email sending server and publishing in several languages. AI image generation is coming soon.
- **e-Commerce**: everything in Premium, plus the **complete online shop** (real payments).
- **Studio**: everything in e-Commerce, plus an unlimited number of sites, white label, the resale licence and unlimited email sending accounts. For agencies and freelancers who build sites for their clients.

Everything can be tried out

A feature that isn't in your edition can still be used in TOWeb: you set it up and see it working in the preview. You can also publish a site with the free Standard edition, within its limits (50 MB, TOWeb credit, a single language); a higher edition removes them. The Standard, Premium and e-Commerce editions let you create up to 5 sites and keep 5 of them open together; the Studio edition has no limit.

Seeing the plans and changing edition

1. At the bottom of the sidebar, click **Upgrade to Premium** (or, if you already have a licence, the name of your edition): the **License** screen opens on the plans.
2. Compare the plans and their prices: each card says what the edition brings, with a **See the demo** link on the shop, its dashboard and bookings, and **Learn more** on the AI assistant. Then click **Upgrade to...** under the one that suits you.
3. Payment opens in your browser, on a secure page. As soon as it is confirmed, TOWeb activates itself: you don't have to enter anything.

You can also compare the editions and their prices on our website, even before installing TOWeb.
Do you already own TOWeb 14 or an earlier version? An upgrade price is reserved for you: see Activate your licence.

Create your first site

Choose a style and your line of business: TOWeb prepares the starter pages, texts and images.

Start creating

From the home screen, click **Create a new site**. The creation wizard has two steps: **Style & type**, then **Details**.

Step 1: style and site type

1. In **Site type**, type your line of business in the search box (“baker”, “osteopath”, “plumber”…) or pick it from the list. The type prepares the starter content: pages, texts and images.
2. To start from scratch, choose the **Blank site** type: a single empty home page, with no sample content, in a plain style you can change.
3. Choose a **style** in the gallery. Styles with the **Recommended** badge are particularly well suited to your business. The **Enlarge** button shows a large preview, and the arrows move from one style to the next.
4. Click **Continue**.

Step 2: final details

1. Enter a **Site name**.
2. Choose the **Location** of the site folder with **Browse…**.
3. Choose the site’s **Primary language**.
4. In **Features**, tick what you need: **Shop**, **Blog**, **Booking**, **Contact form**. Everything can be changed later.
5. Click **Create site**.

TOWeb creates the pages, with sample content suited to your business: for example a blog with two posts, or a shop with three products. All that’s left is to replace these texts and images with your own.

> ⚠ **Avoid synced folders**
>
> If you choose a folder synced by a cloud service (iCloud Drive, OneDrive, Dropbox…), TOWeb warns you: syncing can damage an open site. Prefer a local folder, and make backups.

Start from a template

At the **Style & type** step of site creation, the **Start from a template** button opens a gallery of complete sites, ready to customise: pages, texts and photos, and depending on the template a shop, bookings or a blog. **View online** shows the online demo, and each template’s badge shows the edition that publishes all its features.
Choose the **Site language**: the site is created in that language only, which becomes its main language, and you can add others later. Give it a name, then click **Create site**. The installed site is yours: everything can be changed, photos included, and its style changes like that of any other site.

The footer receives a **Made with TOWeb** link: it is a link like any other, which you remove in the footer panel. If a template needs a newer version of TOWeb than yours, TOWeb says so (**Update TOWeb**) instead of installing it.

The style isn’t set in stone

You can change the style at any time, in one click, without touching your content: see Choosing a style. For a tour of the workspace, read Getting to know the TOWeb screen.

Duplicating a site

To try another layout without risk, duplicate your site: in Your sites, open the “…” menu of its card, then choose Duplicate. TOWeb suggests a name (“My site - copy”) and shows how much space the copy will take on your disk. The copy has no publishing destination: publishing it will never replace your live site.

Getting to know the TOWeb screen

The sidebar, the top bar and the Project screen: where to find each feature.

The sidebar

On the left, the sidebar leads to each part of your site:

- **Sites**: the list of your sites;
- **Project**: the overview of the open site;
- **Theme**: the style, colours, fonts, shapes and effects;
- **Pages**: the editor, where you write directly on your pages;
- **Blog**: your posts;
- **Shop**: products, collections, payments, shipping, taxes and promotions;
- **Booking**: what your visitors book (rooms, appointments, classes…);
- **Documentation**: the help articles or user guide you publish on your site;
- **Media**: your images, videos, sounds and documents;
- **Settings**: the site's settings (general, SEO, languages, i-Services, cookies…).

At the bottom of the bar are **Support**, **TOWeb Settings** (the settings of the application itself: appearance, language, backup, updates, AI) and your licence; with the free edition, this is the **Upgrade to Premium** badge. On Mac, **⌘,** also opens **TOWeb Settings**.

The top bar

- On the left, the name of the open site, or **one tab per site** when you open several. The **+** button (**New tab**) opens another site. When space runs short, the tabs shrink and then scroll, and the tab of the site on screen stays visible; the arrow to their right (**List all open sites**) opens the **Open sites** menu, which lists them all and lets you switch from one to another.
- On the right, an icon shows the **AI assistant** in use: a cloud for the Lauyan cloud AI, a chip for the AI installed on your computer, a key for your own key. Hovering shows the engine and the model, and a click opens its settings. Next come the save status, the **Undo** / **Redo** buttons, then **Preview** (your site as your visitors will see it) and **Publish** (putting it online), present on every screen as soon as a site is open. On a small screen, **Preview** and **Publish** keep only their icon.

TOWeb saves your work as you go. The save status is an icon: a green tick when everything is **Saved**, with the time on hover; a click then opens the version history. A change is flagged at once, from the first keystroke in a heading or a block text; a click on the icon saves it straight away, like **⌘S** (Ctrl+S on Windows), which also saves the text you are typing.

The Project screen

This is the overview of your site. Here you will find:

- **Pick up where you left off**: the most recently edited items, to get back to them in one click;
- the number of pages, products, posts and media, with what is not yet published;
- the **items to check before going live** (a missing site address, for example), with a **Fix** button;

- the **Publishing** status, the **Open the site** button and the **Dashboard** button, which opens your site's online dashboard once the site is published;
- **What changed**: recent activity on the site.

> **A display setting**
>
> The application can be displayed in light or dark mode, with a compact, standard or airy density: **TOWeb Settings** › **General**.

Create and edit your pages

Write directly on your pages, add blocks and sections, set up the menu, manage your images and get help from AI.

In TOWeb 15, you edit your pages where they are displayed: what you see in the editor is what your visitors will see. A page is made of **sections**, which contain text and **blocks**.

01 **Create and organise your pages**
Add a page from a template, rename it, duplicate it or protect it.

02 **Writing on the page and adding blocks**
Type your text, format it, and insert blocks: image, gallery, FAQ, form, map, pricing, an external service embed...

03 **Sections**
Divide a page into sections and give them a background, a colour palette or an animated ambience.

04 **The menu and the footer**
Where to find the menu, reorder its items, arrange them in groups, remove a page or add a link, set the number of items, and complete the footer.

05 **Images and the media library**
Import your images, videos and documents, find them, describe them and make them lighter.

06 **Writing with AI**
Generate a page, write a passage, polish a text or translate: TOWeb's AI, and how to set it up.

07 **Site variables**
Write a value once (phone number, opening hours, price) and find it everywhere on the site, in every language.

08 **The blog**
Write posts, sort them with tags and schedule them.

09 **Your site's documentation**
An online manual, and a PDF if you wish.

10 **Adding a script to the whole site**

Paste the code of an analytics tool, a chat bubble or a review widget only once, for every page.

Create and organise your pages

Add a page from a template, rename it, duplicate it or protect it.

Creating a page

1. Open **Pages** in the sidebar.
2. Click **Create page**.
3. Choose a starting point: **Blank page**, **Start from an existing page**, or a ready-to-fill template (**Home**, **About**, **Services**, **Contact**, **Portfolio**, **FAQ**, **Pricing**, **Team**, **Restaurant menu**, **Legal notice**…).
4. Enter the page **Title**. The **File name** (the end of its address) fills in by itself.
5. Confirm.

Two pages cannot have the same address: if the file name is already taken, the second one gets a suffix (“-2”), so that neither disappears from the site.
Would you rather start from a description? The **Generate a page** button writes an entire page with AI: see Writing with AI.

Moving from one page to another

At the top of the **Pages** screen, the page selector lists all your pages, with a search. It also offers **Duplicate page**, **Delete page** and **Set as homepage**. The arrow to its left goes back to the previous page.

A page’s settings

In the right-hand panel, the **Page** tab brings together:

- **Published**: an unpublished page stays visible in the preview, but is neither put online nor added to the menu;
- **Access**: **Password-protect this page** for a restricted page. Its content is never published in plain text, and it is removed from the site map and from search;
- **Former addresses of this page**: if the page replaces one from an old site, paste its old address; visitors and search engines will be redirected here.

The **SEO** tab sets the title and description seen by search engines: see Search engine optimisation.

> **Protected page**
>
> Password protection works on the published site, with a host that supports PHP. In the TOWeb preview, the page is shown without a password.

Protected pages are reserved for the paid editions. With the Standard edition, the protection can be set, but a protected page is not published, and it leaves the site’s menu and links: it never becomes public. If it is the home page, TOWeb does not publish the site: remove the protection from the home page (**Page** tab › **Access**), or move to a paid edition.

Writing on the page and adding blocks

Type your text, format it, and insert blocks: image, gallery, FAQ, form, map, pricing, an external service embed…

Writing directly

Click in a text and type: that's all. When you select a passage, a small bar appears to make it **bold**, *italic*, strike it through, add a **link**, and a ✨ button to touch it up with AI. In the right-hand panel, the **Block** tab also offers headings, lists, quotes and alignment.
In this bar, the **Text style** list changes the paragraph where the cursor is: Text, Heading 1 to 4, **Eyebrow** (a short line above a heading) or **Lead** (a larger introduction paragraph). Each choice is shown as it will appear.
The link picker offers a page, a section, an email address or another site, and also a blog post, a product or a shop collection (**Post**, **Product** and **Collection** tabs). The link follows the post in every language of the site, and is removed cleanly if the post is unpublished.
In the **External** tab, an address on your own site that starts with "/" (for example /boutique/ma-collection/) is accepted: it is put in the right language when the site is published.
On a site in French, punctuation follows French typography on its own on the published site: a non-breaking space is placed before "?", "!", ";" and ":", and inside « » quotation marks. You have nothing special to type, and web addresses, times and emoticons stay as they are.

Highlighting words in a heading

In a large heading (Heading 1, Heading 2, or the title of a Hero block), select one or two words and click **Italic**: they take on the accent of your site's style. Depending on the style, this is another colour, an accent font, sometimes a gradient, and the words are not always slanted.
This is the right way to colour a word: the accent follows the style if you change it, adapts by itself to light and dark mode, and stays readable. A colour picked by hand would do none of that.

Adding a block with the "/" key

1. Place the cursor on an empty line.
2. Type **/**: the command menu opens, organised by category (Section, Text, Media, Content, Action).
3. Type a few letters to filter ("gal" for **Gallery**), then confirm.

You can also click **Insert an object…** in the **Block** tab of the right-hand panel.

The main blocks

- **Text and layout**: headings, lists, quote, **Callout**, **Columns** (2 to 4 areas side by side), **Divider**, **Spacer**, **Table**, **Table of contents**.
- **Media**: **Image**, **Gallery**, **Media** (video, audio, or YouTube, Vimeo, SoundCloud, Spotify content…), **Before / after**, **Embed** (a webcam, a calendar, a review widget… by its address or its HTML code).
- **Presenting your business**: **Hero** (banner with heading and buttons), **Features**, **Card grid**, **Team**, **Testimonials**, **Key figures**, **Timeline**, **Spec sheet**, **Scroll story**, **Scrolling ticker**, **Logo cloud**.
- **Pricing**: **Pricing plans** (cards for each package, with a **Compare-at price** and a **Note below the price** if needed) and **Price list** (a list of services and prices by category, like a restaurant menu).

- **Interacting**: **CTA button**, **Form**, **FAQ**, **Map**, **Social networks**, **Newsletter**, **Booking**, **Comments / Reviews**.
- **Highlighting**: shop **Products** and **Blog posts**.

In a gallery, **Columns** sets the number of photos per row on computer (up to 6), and **Columns on phone** on phone (1, 2 or 3), independently. **Shape** chooses how photos look: **Square** gives sharp corners, **Style default** keeps the style's rounding.
The **Image** block offers five sizes: XS (150 px at most, for a logo or a badge), S, M, L and 100%.
Blog posts and documentation articles offer the same blocks as pages, with the same gestures. The **Comments / Reviews** block, however, is only offered in blog posts.

Hero and Team links

In a **Hero** block, click the block: the right panel sets the **text** and the **destination** of each button, with the usual link picker (a page, a section, an email address, another site…).
In a **Team** block, each member has a **Member page** field: their photo and name then lead to their own page, a section or another site.
The **Photo size** setting of the Team block goes from **S** to **XL**. A member without a photo is shown by their initials, which follow their name. Choose **None** for a committee or a contact list shown with names and roles only, without photos or initials.

The Map block

The **Map** block places a map at the address of your choice. Its **Provider** is OpenStreetMap or Google Maps. With Google Maps, **Map type** chooses between **Map** and **Satellite** (the aerial view, with street names): these are the two views Google offers without a key.

The card grid

Click a **Card grid** block: the right-hand panel lists its cards. Expand a card to edit its title, text, meta, price and button label; a card you add can therefore get a button. The **Card link** field chooses where it leads. You can also click a card's text directly on the page.
A card's link is chosen like any other TOWeb link: a page of the site, a post, a product, a shop collection, a file or an external address. The **Text alignment** setting centres the text of the cards.
When there are fewer cards than columns, a hint under **Columns** tells you how many cards to add to fill the row.

The Pricing plans block

Click a **Pricing plans** block: the right-hand panel lists its plans. The **Button** setting places each plan's button **Under the price**, at the same height on every card, so that it stays visible without scrolling, or **At the bottom** of the card.
In a plan's **Features**, each point can carry a link: click the **Link on this point** icon, then choose a page of the site, an anchor or an external address. With a **Link text** ("See the demo", for example), it appears as a small link after the text of the point; without link text, the whole point becomes the link.

A link in a FAQ answer

In a **FAQ** block, the answer to a question can contain a link. Select the words, then click the **Insert link** button in the small bar that appears above them. Choose a page of the site, a blog post, a web address, an email address or a phone number, then click **Select**.
To remove a link, click in it and choose **Remove link**: the text stays. On a multilingual site, a link to a page of the site leads to that page in the visitor's language.

Editing, moving, deleting

Click a block: its settings appear in the **Block** tab of the right-hand panel. Drag the handle to the left of the block to move it; clicking it opens the menu **Move up**, **Move down**, **Duplicate**, **Delete**.
Headings and paragraphs also have their ⋮⋮ handle, which appears on hover: drag it to move the text elsewhere on the page, or click it to open the same menu. A **Columns** block has its own when you hover over its text. The text of a column, a table or a callout has none: the block around it is what moves.
To undo a Columns block, click it, then click **Remove columns** in its settings: the content of the columns is kept, one below the other, at full width, and an empty column disappears.

> **A mistake? Undo**
>
> In a text, **⌘Z** (Mac) or **Ctrl+Z** (Windows) undoes your typing, including the very first keystroke after opening a page. Outside the text, or when the cursor is on a button on the page, the same shortcut undoes the last change to the site, like the **Undo** button in the top bar: page, theme or settings. When there is nothing to undo, TOWeb shows "Nothing to undo".

A page's table of contents

The **Table of contents** block lists the headings of a page, a blog post or a documentation article, with a link to each one. Type **/** then "table of contents", "contents" or "outline", or add it from the **Add** tab.
It builds itself from the headings that follow it: set **Headings listed** to **H2 and H3** or **H2 only**. It is refreshed at every publication and appears in the language of each page, with the same links in every language. Left empty, its **Title** becomes "Table of contents", translated too. On phones it stays collapsed until tapped.
In the editor, its card shows the current headings. As long as no heading follows it, it stays empty and is not shown on the site.

The contact form

Type **/** then choose **Form**. Click the block: its settings appear in the **Block** tab of the right panel.
To split the form into groups ("Your details", "Your project"), add a field of type **Heading**: fixed text that asks the visitor nothing.

- **Fields**: add them one by one (text, email, phone, text area, drop-down list, single choice, checkbox, date, file), and say whether they are required.
- **Label link**: on a checkbox, the label leads to a document, such as your terms and conditions. It opens in a new tab, without losing the form in progress.
- **Button text**: what the send button shows.

- **After sending**: **Show a message** (the **Confirmation message** replaces the form) or **Go to a page**: once the message is sent, the visitor lands on the chosen page, in their language.
- **Email subject**: specific to each form, it is used as the subject of the messages you receive when the visitor has not entered one, so you can sort them at a glance (“Quote”, “Registration”…).

In a **Dropdown** or **Radio** field, the **Move option up** and **Move option down** arrows change the order of the options, with the mouse or the keyboard.
Messages arrive at the form inbox address, set once for the whole site in **Settings › i-Services**. To send a form to another address, fill in its **Recipient email** in the block settings.
Recipient email accepts several addresses, separated by a comma: each one receives its own email.
On the published site, under an e-mail field (contact form, newsletter, order, booking), a typo in the address of a major webmail (gmail.vom, hotmial.com…) is pointed out to the visitor with “Did you mean …?”: one click fixes it. The address as typed is always still accepted.

> **A thank-you page to measure your requests**
>
> With “Go to a page”, every contact request goes through a page with its own address: your analytics tools (Google Analytics, Google Ads…) can count it as a goal reached. Use it to suggest what comes next: your work, your prices, your blog.

Protecting your forms against spam

In **Settings › i-Services**, the **Anti-spam Protection** section protects contact forms, blog comments and product reviews. Choose the **CAPTCHA Provider** (Cloudflare Turnstile or Google reCAPTCHA), then paste the **Site Key** and the **Secret Key** that this provider gave you.
When you publish, TOWeb checks with Google or Cloudflare that the secret key is accepted: a rejected key would let spam through without a word. The **Publish** screen tells you, along with where to correct the key. It also flags a half-configured protection, when the site key or the secret key is missing. Without a connection, publishing goes ahead without waiting.
On the published site, the site’s server checks every submission. With reCAPTCHA v3, a submission that Google judges automated is rejected; if Google does not answer, the submission is accepted, so that no message from your customers is lost. With Turnstile, a validation obtained on another site is rejected.
On a password-protected page, a form shows no captcha: only visitors who have entered the password can send it.
The site also limits mass sending, even when a robot sends all its requests at once. The acknowledgement email sent to the visitor only copies their message if the site has spam protection: without it, a robot could use your site to send emails to third parties.
This acknowledgement is turned on in **Settings** › **i-Services** › **Contact forms**, with **Send confirmation email to submitter**. You can write your own text in **Acknowledgement subject** and **Acknowledgement message**: {name} is replaced by the visitor’s name, and your message replaces the standard greeting, text and signature. It is translated into the site’s languages, like your pages. Left empty, both fields keep the standard text, in the visitor’s language.

Subscribing to the newsletter

With the **Newsletter** block, a visitor who enters their address receives a confirmation email. Its link opens a page of your site with the **Confirm my subscription** button: only this button subscribes the address. An email antivirus that opens the links of incoming emails therefore cannot confirm a subscription in the person's place.

Embedding an external service

A webcam, an online calendar, a review widget, a weather forecast, a form from another service: the **Embed** block places them anywhere in your pages.

1. On an empty line, type **/** then **Embed**.
2. In the right panel, choose what you embed: **An address** (the service's page, shown in a frame whose height you set) or **HTML code** (the code the service gives you, to copy and paste as is).
3. Describe in a few words **What the embed shows**: this is what screen readers read out.
4. Open the **Preview** to see the result: in the editor, the block is shown as a card.

In **HTML code** mode, the code is typed directly in the block, in colour, and the **Preview** tab shows the result. The code can be up to 1 MB, for services that provide a long code.
If the service sets cookies or tracks your visitors, choose its category under **Visitor consent**: **Audience measurement** or **Marketing and social media**. The block then waits until the visitor accepts this category in the cookie banner; until then, a message takes its place, with a link to manage cookies. This works with the TOWeb banner as well as with the WebLegal one.
The code can also contain PHP, like a .php page in TOWeb 14: the page that contains it is published as index.php, at the same address. Before publishing, TOWeb checks the code's syntax: an error stops publishing and names the page and the line. The code runs on your hosting, under your responsibility, and in the local test; in the preview, a frame takes its place. It is not published on a password-protected page. To check that your hosting runs PHP, use **Publish** › **Test the server**.

> **Depending on your edition**
>
> The Embed block is available from the Premium edition. It replaces the former HTML code paragraph of TOWeb 14.

> **Cookies and consent**
>
> Some sites refuse to be displayed inside another one: the Preview shows you. And if the service sets cookies or tracks your visitors, set its **Visitor consent**: it will wait for their consent before loading. YouTube or Vimeo videos in the Media block and Google Maps in the Map block also wait for this consent, with a **Show the video** or **Show the map** button to see them right away. OpenStreetMap maps are shown directly.

Copy or duplicate a passage

A heading, its text and an image are copied together, just like in a word processor:

1. Select the passage with the mouse, from the start of the heading to the end of the last element. You can also click at the start, then Shift + click at the end.
2. Copy: ⌘C (Mac) or Ctrl+C (Windows).
3. Click at the end of the line after which to place the copy, then press Enter: an empty line is created.
4. Paste: ⌘V (Mac) or Ctrl+V (Windows).

To reproduce a whole section, with its background and all its content, use Duplicate in its commands instead: see the Sections article.

Showing a block by screen

At the bottom of each block's panel, Show on chooses the screens where it appears: Desktop, Tablet and Mobile. A block turned off for a screen does not appear there on the published site, but stays visible in the editor with a badge. The device preview shows the result.

Sections

Divide a page into sections and give them a background, a colour palette or an animated ambience.

What is a section?

A page is a series of **sections** placed one below the other: a welcome banner, an introduction, testimonials, a form… Each section contains text and blocks, and has its own appearance.

Adding a section

Between two sections, a divider carries a **+** button (**Add section**): click it to insert a new section at that spot. You can also type **/** in a page and choose **Section**. Then fill it with text and blocks.

Moving, duplicating, deleting

These commands are on the divider at the top edge of each section. Move the mouse over the page: between two sections a line appears with, in the middle, a six-dot handle (its tooltip: **Drag to move, click for commands**) and the round **+** button.

- **Drag** the handle up or down to move the section.
- **Click** the handle to open the menu of the section just below it: **Style**, **Move up**, **Move down**, **Duplicate** and **Delete**.

Delete removes the whole section and everything in it, without asking for confirmation. If you make a mistake, undo it straight away with **Cmd+Z** on a Mac or **Ctrl+Z** on Windows.
Once you have clicked in a section, the **Section** tab of the right-hand panel also offers the same commands at the very top: **Move section up**, **Move section down**, **Duplicate section** and **Delete section**.
To reuse a section on other pages, choose **Copy to a page…** in its handle menu or in the Section tab. Tick the pages, then place the copy at the top or at the end of each page. Each copy is independent, and a single Undo removes the copy everywhere.

Deleting an empty section

An empty section is deleted the same way, with the handle on the divider just above it or from the **Section** tab. Even simpler: click in its empty line and press Backspace, and the section disappears. **Cmd+Z** or **Ctrl+Z** brings it back.
The site header and footer have no handle: they cannot be moved or deleted.

Reusable sections

Opening hours, a call to action, a reassurance banner: a **reusable section** is the same on every page that uses it, content and style included. Edit it once, and every page follows.

1. On a page, click the section’s handle and choose **Save as reusable section…**.
2. Give it a **Name**, then click **Save**. This name is only used to find it in TOWeb: it does not appear on the site.

3. On another page, click the **+** button between two sections, then choose **Empty section** or one of your **Reusable sections**.

On the page, a reusable section shows how many pages use it. **Edit** opens it on its own, in its own screen, and the change applies to all those pages. **Detach** turns it into an ordinary section, on this page only.
The **Reusable sections** button in the **Pages** screen lists them, so you can **Rename** or **Delete** them. Deleting a reusable section loses nothing: each page that used it keeps a copy, which you can edit separately.

Setting a section's appearance

Click inside the section, then open the **Section** tab in the right-hand panel:

- **Color palette**: **Default**, **Soft**, **Accent** or **Bold**. The colours come from your style: alternating palettes gives the page rhythm without ever leaving your brand guidelines.
- **Background image / video**, with an **Overlay** to keep the text legible, the **Position** and **Blur**. For an image, the **Fixed background** switch keeps it still while the content scrolls over it, on computers and phones alike. For a video, the poster image is taken from the video, and **Pick from the video** lets you pick the moment: see Images and the media library.
- **Content width**: **Narrow**, **Normal**, **Wide** or **Full width**. Tighten a long text so it reads better, or widen a gallery or a card grid; the other sections keep the width of your style.
- **Full screen**: the section fills the whole height of the screen. Ideal for opening the home page on a large image or a video, chosen in **Background image / video**. On a phone, the section fits the visible part of the screen.
- **Text layout**: spreads the text over 2 or 3 columns, with a drop cap or justified text if you wish.

The space between sections comes from your style: it is the same on every page, for a steady rhythm. To bring two pieces of content closer together, put them in the same section rather than in two consecutive sections.
To tighten or loosen the whole site in one go, set the **Density** in **Theme** › **Shapes**: **Compact**, **Normal** or **Airy**. Each style keeps its own rhythm, which "Normal" follows as it is.

Section effects

- **Animated ambience**: a living background drawn from the style's colours (**Aurora**, **Glow**, **Grid**, **Dots**, **Mesh**, **Constellation**, **Waves**, **Liquid**). A background image replaces it.
- **Heading entrance**: the words of headings rise or reveal themselves as they come into view.
- **Statement text**: the words light up as you scroll. Best kept for one strong sentence.
- **Stacked sections**: the section stays at the top of the screen while the next one slides over it, like a deck of cards. Turn it on for 2 to 4 consecutive sections.

These effects play on the site, in the preview as well as online. Other effects are set for the whole site in Shapes, effects and animations.

Hiding a section

Do not publish, in a section's menu, keeps it in the page, editable and marked Unpublished, but out of the published site. Publish the section puts it online at the next publication.
In the inspector's Section tab, Show on chooses the screens where the section appears: Desktop, Tablet and Mobile. Turn off Mobile to hide, for example, a large visual on phones. In the editor, the section stays visible with a badge, and the device preview shows the result.

The menu and the footer

Where to find the menu, reorder its items, arrange them in groups, remove a page or add a link, set the number of items, and complete the footer.

The menu fills itself

Every published page joins the menu automatically. The blog and the shop appear there too, with their tags or collections as a submenu.
The home page is not included by default: the site logo already leads to it. You can add it like any other page, from the list of pages not in the menu (see below).

Where to find the menu

The menu is the same on every page: you set it up once, from the site header.

1. In the editor, click the site header at the top of any page.
2. The right-hand panel becomes **Site Header**.
3. Its **Menu** section lists the items in the order they appear on the site. The items in a group are indented to the right, below it.

Reordering the items

Each item starts with a handle, the six dots on its left (**Reorder**). Grab it, drag the item up or down, then drop it in its new place.
To move an entry by one step, hover over it: the **Move up** and **Move down** arrows appear on its row. The entry swaps places with its neighbour without leaving its group, and a group takes its entries with it. To put an entry into a group or take it out, use the handle.

Arranging pages in a group

A group is a menu heading that brings several items together in a sub-menu, such as “Our services” or “Reports”.

1. Below the list, click **Add a group**: a new group appears at the bottom of the menu.
2. To rename it, click its pencil, **Rename group**, which appears when you hover over its row (or double-click its name), type the new name, then confirm with the Enter key.
3. Drag the group into place with its handle.
4. To put a page in the group, drag it just below the group while moving it to the right: it becomes indented, inside the group. Moved to the left, it comes back out.

A group can contain another one, up to three levels, such as “Reports › 2026”. When you move a group, its items move with it.
Only a group can contain other items: to bring pages together under one heading, create a group with that name.

> **Reorganising the menu changes no address**

> A menu group is not a page: moving a page from one group to another does not change its address, and so changes nothing for search engines.

On the site, a group's submenu opens on hover, and clicking the group opens its first entry.
For a top-level item with a sub-menu, the **Submenu display** button sets how it is presented: **Automatic**, **Dropdown list** or **Column panel**. On a phone, the sub-menu is always a simple list.
Next to the blog and the shop, the **Choose what shows** button lets you tick the tags or collections that make up their sub-menu.

A shop collection in a group

A collection can also become a full entry of its own, in a menu group for example. Under the menu, the list **Collections not in the menu: click to add, then drag into a group** shows the collections not yet in it: a click on its name adds the collection to the menu, then you drag it wherever you want, including into a group. This is how a group carried over from TOWeb 14 takes in a collection created later.

Removing an item from the menu

The bin at the end of each item, **Remove from menu**, removes it from the menu, and only from the menu:

- a **page** is not deleted: it stays on your site, at the same address, and moves to the **Pages not in menu: click to add** list, below the menu. One click on its name puts it back; then drag it into place;
- a **group** disappears, but not its content: its items take its place in the menu;
- an **external link** is removed from the menu.

Pages not in the menu are sorted alphabetically. When there are many of them, a **Search pages...** field appears at the top of the list to find a page by its name.
To delete a page for good, use **Delete page** in the page selector: see Create and organise your pages.

Adding an external link

To lead to another site (your online shop, a social network page, a partner...):

1. Below the menu, in the **Add an external link** section, type the **Label**, the text shown in the menu.
2. Type the full address, starting with https://.
3. Click **Add link**.

The link joins the end of the menu and opens in a new tab. Drag it into place, or into a group, just like a page.
To change an external link already in the menu, hover over its row and click its pencil, **Edit link**, or double-click it. Change the label, the **Address** or the **Open in a new tab** box, then click **Save**: the link keeps its place and its group.

Changing a page's name in the menu

A page appears in the menu under its title: the item has no separate name. To change what the menu shows, rename the page.

1. At the top of the **Pages** screen, open the page selector.
2. Hover over the page and click its pencil, **Menu label**.
3. Type the new title and confirm: the menu follows straight away.

Menu settings

Below the list, the **Menu settings** section offers **Max items**: the number of items shown at the top level of the menu, from 2 to 10. Beyond that, the following items are gathered under a last item, **More…**, which opens them. A short menu stays easier to read.
The **Sub-menus** switch shows or removes the drop-down menus. When it is off, each entry becomes a simple link and a group leads to its first page, on computers and phones alike. Switched back on, it restores the sub-menus as they were.

The rest of the header

In the same settings, you choose the **logo** (text or image, with a **Dark logo** for dark mode) and its **Size**, and you can add a **Call-to-action button** leading to the page or address of your choice. Your logo can also be set in **Theme** › **Colors**.
At the top of these settings, **Layout** and **Position** set the look of the header and where it sits as the visitor scrolls the page: **Static**, **Sticky**, **Fixed** or **Overlay**.
In the **Mobile** section of the same settings, the **Social links and contact details** option adds the footer's social networks to the bottom of the burger menu, along with the phone number and email from **Settings** › **General**, ready to tap on a phone. There is nothing else to enter.

The announcement bar

An announcement bar appears above the header, on every page, for a short piece of information: opening hours, exceptional closing, free delivery, sale. Click the site header: in the right-hand panel, the **Announcement bar** section offers **Show an announcement**, the **Announcement text**, an optional **Link** to a page or an address, and **Visitors can close it**.
It takes the colours of the site's style and is translated with the rest of the site. Once a visitor closes it, it comes back when you change the text. See it in the **Preview**.

The footer

Click the footer of a page to edit it: columns, contact details, links and **Social networks**. It is shared by all pages.
In the copyright text, write {year} to show the current year, updated at each publication: "© 2019-{year} My workshop".
To put a link behind a name, without showing its address, use a **Links** column: at the bottom of the list of columns, choose **Add column…** › **Links**, click **Add link**, type the **Label** and choose where it leads.
In a links column, drag a link to change the order, with the mouse or the keyboard. A link is chosen like any other TOWeb link: a page, a blog post, a product, a file or an external address.
In a **Text** column, simply type a phone number, an e-mail address or a web address: on the site they become clickable, and on a phone the number starts the call. An address typed there is shown in full: it cannot sit behind a name.

Links to your legal documents (privacy policy, terms and conditions of sale…) are added there automatically as soon as you enter their address in **Settings** › **Cookies & GDPR** (the tab is named after your country's law), in the **Legal documents of the site** section. The **Choose a page** menu fills in the address of a document published on your site, without typing it.

Site search

Settings › Advanced › Enable site search adds a search button to the header. One search finds your products, pages, posts and documentation, with results grouped by type, products first. It works without a database, with any host.

Images and the media library

Import your images, videos and documents, find them, describe them and make them lighter.

The media library

The **Media** screen gathers all your site's files: images, videos, sounds and documents. The **All**, **Images**, **Videos**, **Audio** and **Documents** filters help you find your way.

Importing files

1. Open **Media**.
2. Click **Import**, or drag and drop your files into the window.

Files are copied into your site's folder: they remain available offline and go with it when you publish.
A rejected file is named, with the reason: a video larger than 100 MB, for example, needs compressing before import.
An imported document (PDF, Word, Excel…) is published at a readable address taken from its name, for example /media/annual-report.pdf: easier to share.

Placing an image in a page

Add an **Image** or **Gallery** block (type **/**), then click the image area. The picker offers:

- **Library**: your media, with an **Import** button to add one without leaving the page;
- **Stock photos**: royalty-free photos you can use for free (see below);
- **Icons**: an icon library, with a search that understands words in your language, with or without accents;
- depending on where you are, **External URL**: an image hosted elsewhere.

> **Prefer the library**
>
> An image imported into the media library is part of your site. An image from an external URL depends on another server: if it disappears, it disappears from your page too.

Stock photos

The **Stock photos** tab offers royalty-free photos, provided by Pexels, that you can use for free on your site. Describe what you are looking for, in the site's language: one click on a photo adds it to your media and places it. In a gallery, you can pick several at once. The photographer's name appears on hover.
Stock photos need an internet connection and a paid edition of TOWeb. Once added, the photos are part of your site, like the ones you import.

Finding an image

In the **Library**, the search finds an image by its name or its alt text, ignoring capitals and accents. Images can be sorted from newest to oldest or by name, and the **Unused** filter shows the ones that are not placed anywhere on the site. The search field is ready as soon as the window opens, and ⌘F (Ctrl+F

on Windows) brings you back to it. In a gallery, images you have already chosen stay chosen when the search changes.

Videos and slideshows

For a video, add a **Media** block (type /): the video is shown with its controls, and the same block accepts a YouTube or Vimeo video. A video can also be used as a **section background**: muted and looping, behind the text (see Sections). On a translated site, the Media block can show a different YouTube or Vimeo video for each language: turn on **A different video for each language** and paste the address for each language.
When you choose a video from the media library, in a **Media** block or as a section background, its **Poster image** is taken from the video itself: it is what visitors see until the video starts. To pick the exact moment, click **Pick from the video**, drag the slider to the frame you want, then click **Use this frame**. A poster you chose yourself is never replaced.
On a site that shows a cookie banner, a YouTube, Vimeo or Dailymotion video waits for the visitor's consent, as the law requires: in its place, a message names the service and offers **Show the video**. A video imported into the media library always plays directly, and the TOWeb Preview shows everything. Choose an MP4, WebM or MOV video. A video in a format browsers cannot play (AVI, WMV...) is flagged on import: convert it to MP4 (H.264), for example with the free HandBrake software, or publish it on YouTube or Vimeo.
The **Media** block also plays audio (MP3, M4A or AAC, a podcast for example) with a player.
For a slideshow, add a **Gallery** block, choose the **Carousel** layout, and turn on **Autoplay** if the images should scroll by themselves. Each carousel image can carry a **Link**: a page of the site, an address or a file.
Then choose the pace in **Change image every**: 3, 5 or 8 seconds (5 by default).

One version per language

On a translated site, a media item can have a version for each language: the PDF brochure in English, an image whose text is in German... Select the media item in the Media screen, then, under **Versions by language**, click **Add** next to the language and choose the file, of the same type as the original.
The pages in that language then show its version wherever the media item is used: images, galleries, files to download, share image. The other languages keep the original file. Republish the site to put the versions online.

Describing your images

Give each image some **Alt text**: a short description, read by screen readers and search engines. The optimiser on the **Publish** screen flags images that lack one.
TOWeb does not use the file name as alternative text: an imported image has none until you describe it.

Tidying up

Select a file to see its properties: type, dimensions, size and the pages that use it. A media file not used on any page is flagged: you can delete it safely. To delete several, select them and click **Delete**.

Keeping a site light

An image over 500 KB is flagged by the optimiser when you publish. Light images load faster, and count less towards the 50 MB limit of the Standard edition.
When publishing, TOWeb prepares each image for the web: it converts it to WebP format, in several sizes, up to 2,880 pixels wide for high-definition (Retina) screens. Each visitor receives the size that suits their screen: a phone does not download the image intended for a large screen. There is nothing for you to set, and your original files remain untouched in the media library.

Writing with AI

Generate a page, write a passage, polish a text or translate: TOWeb's AI, and how to set it up.

Where to find the AI

- **Generate a page** (**Pages** screen): describe the page you want ("a Pricing page with three plans…"), then **Generate** and **Create the page**.
- **Write with AI**: type **/** in a page, choose **Write with AI**, then give your instruction; the passage is written where the cursor is.
- **AI Content**: again with **/**, generate a complete block (**Text**, **Features**, **FAQ**, **Testimonials**, **Statistics**, **Pricing plans**, **Team**, **Timeline**…), then **Insert into section**.
- **Edit with AI**: select some text and click ✨ . Choose **Fix spelling & grammar**, **Simplify**, **Shorten**, **Expand**, a tone (**professional**, **warm**, **persuasive**), **Translate**, or write your own instruction.
- **Generate with AI**: the button next to certain fields, such as a product description or the SEO description.

> **Your links are protected**
>
> The AI only rewrites text. If its answer adds or changes a link, TOWeb rejects it and replaces nothing. And a single **⌘Z** (or **Ctrl+Z**) undoes a whole edit.

Choosing your AI

Open **TOWeb Settings** › **AI**, or click the **AI** indicator in the top bar. Three modes are available:

- **Local (Ollama)**: the AI runs on your computer and works offline; your texts never leave it. You need the free Ollama app and about 8 GB of memory. TOWeb detects Ollama, recommends models suited to your machine and downloads them for you.
- **Your key**: your own OpenAI, Anthropic, Mistral or Google key. You are billed by your provider; the key is stored in your system's vault (Keychain on Mac). If the chosen provider does not have a key yet, saving another provider's key selects that provider instead, and TOWeb tells you so.
- **Lauyan Cloud**: for short texts, with a quota that depends on your edition.

The Standard edition offers the **Local** and **Your key** modes, plus the Lauyan cloud as a free demo: a few text requests, no image creation. With a paid edition, the Lauyan cloud has its own quota.

Working without AI

The **AI features** switch turns off all AI: TOWeb then loads no engine and sends nothing. The editor, theme, preview and publishing work exactly the same.

> **Translating a whole site**
>
> To translate your whole site into other languages, there is no need to go paragraph by paragraph: see Translating your site.

Site variables

Write a value once (phone number, opening hours, price) and find it everywhere on the site, in every language.

What it is for

A phone number, opening hours, a price, an opening date: some values come up on several pages. Define them once as **variables**, write their name between double curly braces in your texts, and TOWeb replaces them with their value when it builds the site. Change the value: the whole site follows.

Creating a variable

1. Open **Settings** › **Advanced**, **Variables** section.
2. Click **Add a variable**.
3. Give it a **Name**, for example telephone, and a **Value**, for example 01 23 45 67 89. The variable is saved as soon as you leave the field.
4. The copy button, to the right of the variable, puts its name between curly braces on the clipboard: paste it into a text.

> **Writing a variable name**
>
> A name starts with a letter or a digit, then contains only letters, digits, dots, hyphens or underscores: no spaces or accents.

Using it in a text

In any text on the site (paragraph, heading, button, product description, SEO title or description), write the name between double curly braces: {{telephone}}. In the editor, you see the name; in the **Preview** and on the published site, you see the value.

> **A typo shows**
>
> A misspelled or deleted variable stays displayed as it is, with its curly braces. A quick look at the **Preview** is enough to spot it.

In the editor, a variable placed in a text is underlined with dots. Hover over it: its tooltip shows its value, or warns you that it is unknown. Its value is changed in **Settings** › **Advanced** › **Variables**.

One value per language

If your site is translated, the **One value per language** button, to the right of the variable, opens one line per language. Leave it empty to reuse the value of the main language, or enter a value of its own: “9 h à 18 h” in French, “9 am to 6 pm” in English.
Automatic translation never touches a variable: it translates the sentence around it and keeps the name between curly braces as it is. See Translating your site.

Your TOWeb 14 fields

When you import a TOWeb 14 site, text fields (written %NOM% in TOWeb 14) become variables: %SLOGAN% is written {{SLOGAN}} in your pages, and its value is found in **Settings** › **Advanced** › **Variables**. See Reading the import report.

The blog

Write posts, sort them with tags and schedule them.

The Blog screen gathers your posts. New post creates one: you write it like a page, with the same blocks.

A post's properties

Clicking the post's header, the right-hand panel sets its title, Excerpt, Authors, Tags, Publication date and Featured image. Tags sort your posts: each one has its page on the site, and they can appear in the blog menu.
Under **Cover image**, **Alt Text** describes the image for screen readers and search engines; if you enter nothing, the post title is used. **Caption** appears below the image.

Publishing, keeping as a draft or scheduling

A post's Status is Draft, Published or Scheduled. A draft stays in TOWeb, out of the published site. Scheduled sets a date and time in Goes live on: the post goes live with the first site publication after that moment. The site does not publish itself: publish it on that day, or later. In the post list, it is marked Scheduled, with its date.

On the site

The Blog page lists the published posts, newest first. The blog also has an RSS feed, published as soon as the site address is filled in under Publish.

Your site’s documentation

An online manual, and a PDF if you wish.

The **Documentation** screen brings together the chapters and articles of a manual, published with your site. Each article is written like a page, with the same blocks.
In this screen’s settings, tick **Offer the documentation as a PDF**: at each publication, TOWeb creates one PDF per language, with a title page, a numbered table of contents, bookmarks and clickable links, and adds a download button on the documentation home. A video, a map or a form becomes a link in it.

Adding a script to the whole site

Paste the code of an analytics tool, a chat bubble or a review widget only once, for every page.

An analytics tool, a chat bubble or a review widget often gives you a short code to paste “into every page”. In TOWeb, you paste this code only once, in the site settings.

Pasting the code

1. Open **Settings**, **Advanced** tab.
2. In **Custom code**, paste the code into **Code in <head>** or **Code before </body>**, as the tool asks. Without specific instructions, choose **Code before </body>**.
3. Publish the site.

Good to know

- The code is added to every page of the published site. It does not run in the editor preview. To see it without publishing, use **Publish › Test the site locally**.
- A tool that shows something (a bubble, a banner) appears where it was designed to, often at the bottom of the page or on top of it.
- A tracker (analytics, advertising) pasted as it is starts before the visitor has accepted cookies. To make it wait for their consent, write its tag like this: <script type="text/plain" data-wl-category="analytics" data-wl-src="adresse du script"></script>.
- Custom code is published from the Premium edition up.

A widget in a specific place

For a calendar, a map or an external form placed in a page, use the **Embed** block in **HTML code** mode instead, in a section of the page. It also shows in the preview.
The footer does not accept code: its columns take links, text, an image, the newsletter sign-up and social networks.

Styles and appearance

Choose a style, match it to your colours and fonts, set up dark mode and animations.

The **style** gives your site its whole visual identity: colours, fonts, shapes, mood. You change it in one click, and then fine-tune it in the **Theme** screen, without ever touching your content.

01 **Choosing a style**

Try another style on your own pages, in one click, without losing any of your content.

02 **Colours, fonts and dark mode**

Add your logo, shift the style's hue, choose your fonts and the light or dark display.

03 **Shapes, effects and animations**

Site width, corner rounding, text and heading size, heading weight, icon weight and entrance animations: what each setting does, for the whole site or block by block.

Choosing a style

Try another style on your own pages, in one click, without losing any of your content.

A style is the whole look

Each style defines the entire appearance: colours, fonts, the shapes of buttons and cards, shadows, layout. Some are **lasting foundations**, others have a strong character, and others still carry the **Trendy 2026** badge: they make an impression today, but will look recognisably dated in a few years.

Changing style

1. Open **Theme** in the sidebar.
2. At the top of the screen, open the list of styles and choose another one. The list always keeps the same order, and the arrow keys move through it: each style is applied as you go, so you can review them on your own pages.
3. Look at the result: every setting shows directly on your site.

Changing style never alters your content: texts, images, pages and products stay in place. If you don't like the result, choose another one, or click **Undo** in the top bar.

Light and dark

Every style has a light and a dark version. Showing the site in dark mode is set for the whole site: see Colours, fonts and dark mode.

And when creating a site?

The creation wizard already has you choose a style, with suggestions suited to your business (**Recommended** badge). This first choice doesn't commit you to anything: you can change it here whenever you like.

> **After an import**
>
> A site imported from TOWeb 5 to 14 receives a modern style, chosen based on its original. It's the best time to try others: see After the import.

Colours, fonts and dark mode

Add your logo, shift the style's hue, choose your fonts and the light or dark display.

Your logo

In **Theme** › **Colors**, add your **Logo**. If your site is also shown in dark mode, add a **Dark mode logo**: a light version of your logo that stays legible on a dark background.
To show the site name next to the logo, click your site's header and, in the right-hand panel, turn on **Also show the site name**: the image sits on the left and the name on the right, in your style's typography.

Matching the colours to your brand

The simplest way: in **Brand color**, type your colour code (#rrggbb) or pick it on screen with the eyedropper. The style derives its whole palette from it, keeping text readable.
Still in **Colors**, the tonality setting lets you shift **a single hue**: all the site's colours are recalculated from it, keeping the lightness and contrast intended by the style. The result stays legible.

- **Hue** and **Intensity**: the main colour.
- **Secondary color**: **Analogous** (default), **Complementary** or **Triad**. Some styles have none and pair their main colour only with black and greys.
- **Background**: from the style's tone to neutral (white or black).

The **Derived colors** are shown as swatches, with a contrast indicator: "sufficient contrast (AA)", or a warning if a text may be hard to read. A reset button brings back the style's original colours.

Fonts

The **Type** tab offers two choices: the **Display font** (headings) and the **Body font**. Leave them at the default value to keep the style's own fonts.

Your own fonts

From the Premium edition, the **My fonts** section of the **Typo** tab adds your brand fonts: .woff2, .woff, .ttf or .otf files.

1. Tick **I have the right to use these fonts on a website**. Many commercial fonts need a "web" licence.
2. Click **Add a font…** and choose your files. Add every style of a family (regular, bold, italic): TOWeb reads the family name, weight and italic from each file, and groups them by itself.
3. Choose your font at the top of the **Display font** or **Body font** list.

Your fonts show right away in the editor, are saved in the site (backups and copies included) and published with it, without relying on any online service. There is no code to paste and no archive to prepare.

Dark mode

In **Theme** › **Colors**, the **Light or dark, for your visitors** section offers:

- **Follow the visitor**: the site follows, live, the light or dark setting of each visitor's device. When their computer or phone switches to dark in the evening, the site switches to dark with it. A button on the site lets them choose the other mode; that choice lasts until their device's setting next changes;
- **Always light**: the site is always shown in light mode, with no toggle button;
- **Always dark**: always dark, with no toggle button.

Some styles exist only in light or only in dark: TOWeb tells you so, and the site is then always shown in that mode.

> **TOWeb's own appearance is a separate setting**
>
> The light or dark mode of the TOWeb application itself is set in **TOWeb Settings** › **General**. It changes nothing on your site.

Shapes, effects and animations

Site width, corner rounding, text and heading size, heading weight, icon weight and entrance animations: what each setting does, for the whole site or block by block.

Shapes

Open **Theme** › **Shapes** in the sidebar. The settings apply to the whole site, and the page updates while you change them: you see the effect straight away.

- **Site width** (four buttons: Narrow, Standard, Wide, Full): the maximum width of the content, header and footer on a large screen. “Standard” is the width the style intends; “Full” fills the whole window.
- **Button roundness** (a slider, from 0 to 32 px): at 0, buttons have square corners; the higher you go, the rounder their corners, up to a pill shape.
- **Card & media roundness** (a slider, from 0 to 40 px): the same for cards, images and videos.
- **Text size** (a slider, from 88% to 120%): enlarges or shrinks all the text on the site at once, headings and photo captions included, keeping their proportions. 100% is the size the style intends.
- **Heading size** (a slider, from 50% to 120%): shrinks or enlarges the site’s headings. The largest change the most, the smallest hardly at all, and no heading goes below the text size. The setting applies in the same way in the editor, in the preview and on the published site, on phones as on computers. At 100%, the headings are those of the style.
- **Line height** (three buttons: Tight, Normal, Airy): the space between lines, for tighter or airier text. “Normal” keeps the line height the style sets for its font, and headings follow in the same proportion, in the editor as on the site.
- **Density** (three buttons: Compact, Normal, Airy): the space between sections, across the whole site. “Normal” keeps the rhythm the style intends; “Compact” brings the sections closer, “Airy” spaces them further apart.
- **Heading weight** (a slider, from 300 to 900): how thick the letters of your headings are, from light (300) to very heavy (900). Body text is not affected.

In blog posts, the documentation and product pages, subheadings use a reading size taken from the style, more measured than page headings, and the text keeps the style’s size and line height. The editor shows exactly what the site publishes.
The **Back to style defaults** button puts all these settings back the way the style intends.

> **One passage rather than the whole site**
>
> These sliders set the whole site. For a single passage, select it on the page: the formatting bar that appears turns it into a heading (Heading 1, 2 or 3), makes it bold or aligns it. Colours follow the section’s palette: change it in the Section tab, see Sections.

Site-wide effects

In **Theme** › **Effects**:

- **Icon weight**: from **Hairline** to **Bold**, the stroke thickness of the icons on cards, key figures, timelines and buttons;

- **Entrance animations**: turn on the switch, then choose an animation (fade, slide, zoom, reveal…): blocks then appear this way as the visitor scrolls down the page. A **Preview** replays it before your eyes. A single animation applies to the whole site, to keep a consistent feel.

> **Visible on the site, not in the editor**
>
> Entrance animations play on the site, in the preview and once published, never while you are writing: the editor stays calm.

A block's effects

Some blocks have their own effects, in the **Block** tab of the right-hand panel. For example:

- **Title animation**: **Rising words**, **Words coming into focus** or **Decode**, plus **Rotating words** to cycle through several words in a heading;
- **Scroll effect**: **3D straighten**, **Zoom**, **Parallax** or **Reveal**;
- **Hover effect**: **Spotlight following the pointer** or **3D tilt**.

A block's animation setting also lets you depart from the site's animation for that block alone.

A section's effects

Animated ambience, heading entrances, statement text, stacked sections: these effects are set section by section, see Sections.

> **In moderation**
>
> One or two striking effects per page make more of an impression than an animation on every block. Keep the most spectacular ones for the home page.

Importing a TOWeb 5 to 14 site

Bring your TOWeb 5 to 14 site into TOWeb 15: the import, the report and the finishing touches.

Do you have a site made with TOWeb 5 to 14? TOWeb 15 brings it over from its files: pages, products, shop, images and translations. Your original site is never modified: the import works on a copy.
The import at a glance, on one page: import your TOWeb 5 to 14 site into TOWeb 15.

01 **Import your site**
From your computer, another folder or a .wga backup: the import, step by step.

02 **Reading the import report**
What arrived, what took a new form, what wasn't brought over: understanding the report and finding it again.

03 **After the import: style, finishing touches and publishing**
Choose your style, handle what the report flags, check the shop, then publish at the same address.

04 **Feature mapping: TOWeb 5–14 → TOWeb 15**
Where to find each feature of previous versions in TOWeb 15.

Import your site

From your computer, another folder or a .wga backup: the import, step by step.

Before you start

- **TOWeb 15 installed**: the free Standard edition is enough to import, edit and preview your sites, and to publish one of them, within its limits (50 MB per site, TOWeb credit).
- **Your TOWeb 5 to 14 site**, on this computer, or its **.wga** backup.
- A site created with **TOWeb 4 or earlier**: first open it once in TOWeb 5 to 14, which converts it to the right format, then import it.

1. Choose the site

It's on this computer

On first launch, TOWeb 15 looks for your sites in **Documents › TOWeb Sites** and lists them with their version, date and number of pages. Click **Import** next to the site you want.
Later on, the **Import a TOWeb 5 to 14 website...** button on the home screen opens the same list. A site you have already imported is marked **Already imported**.
The sample site that came with TOWeb 14 is marked **TOWeb 14 sample site** and listed last: make sure you choose your own.

It's stored somewhere else

Click **Choose a website folder...** and select the folder that contains the **site.xml** file.

You only have the backup

Drag the **.wga** file onto the window, or click **Choose a backup...**. TOWeb 5 to 14 creates this file when you back up your site: look for it in your Documents, on a USB stick or on a backup drive.

> **Protected backup**
>
> A password-protected backup is accepted: TOWeb asks you for the password, which is only used to read it and is not kept.

Choosing where to save it

The **Saved to** line shows the folder where the imported site will be created. **Change** lets you choose another one, for example on another drive, as when creating a site.

2. Let TOWeb do the work

The import unpacks the backup if needed, reads the site, creates the new site, brings over the images, then the pages and products. Allow from a few seconds to a minute depending on size. An import brings over up to **200 pages**.

3. Read the report

At the end, the report appears: it tells you what was brought over and what has taken a new form. See Reading the import report.

Frequently asked questions

Is my TOWeb 14 site changed? No. The import reads the site's files and creates a new TOWeb 15 site. Your original site and TOWeb 14 remain untouched.
Can I import the same site several times? Yes. Each import creates a separate site: you can start again from the original at any time.

Reading the import report

What arrived, what took a new form, what wasn't brought over: understanding the report and finding it again.

Three sections

The **Import report** first sums up the figures (pages, products and images brought over out of the total), then goes into detail, item by item:

- **What arrived**: what was brought over as is, for example your logo, your footer, your social networks, your shipping methods, your coupons or your bookings;
- **What took a new form**: what TOWeb 15 presents differently. A photo album becomes a gallery page, a portal becomes a page that presents its sections, your blog posts become posts in the TOWeb 15 blog, your old theme becomes a modern style matched to your site's dominant colour;
- **What was not carried over**: what you'll need to redo or check, with the reason and the block to use. For example: a form to redo with the **Form** block, a video to reinsert with the **Video** block, an online payment to reconnect in **Shop › Payments**.

Each line gives examples taken from your site, so you know where to look.
Your different TOWeb 14 blogs (the groups ticked "blog") are brought together in the TOWeb 15 blog: each blog becomes a tag, with its own menu entry, and its old addresses lead to that tag's page, in every language. Ribbons ("Sold out"…) and badge images (a "Sold" stamp…) placed on your photos are carried over at the top of their text.

Choices made for your site

When a TOWeb 14 feature isn't brought over, the report tells you why. Often it's a practice the web has abandoned: a sign-up pop-up (which Google penalises on mobile), text reserved for phones (every TOWeb 15 page adapts to all screens on its own), a module from an outside service that would load without the visitor's consent. When something is genuinely missing, the report announces it for an upcoming update.

TOWeb 14 fields and code

- The **text fields** (written %NOM% in TOWeb 14) become **site variables**: %SLOGAN% is written {{SLOGAN}} in your pages, and its value is changed in one single place, **Settings** › **Advanced** › **Variables**.
- **PHP code fields** are not carried over: TOWeb 15 pages are static pages, which do not run PHP. TOWeb removes them rather than letting their code show up in your pages, and the report names them.
- A **Text & Script** field that contains code becomes a **reusable section**, placed everywhere it appeared: edit it once and every page follows, as in TOWeb 14. See Sections.
- A field from the old site that is not carried over (for example a notice read live from another service) does not show up as raw text in your pages: the report names it, along with the page where it appeared.

- The header code of your site or pages is not carried over: TOWeb 15 already produces the tags that matter, and the report names the pages concerned. Your Google, Bing and Pinterest verification tags, however, are carried over into **Settings** › **Tracking & Analytics**: your site stays verified with these services. If you still need other code, copy it into the custom code of the page or site (**Settings** › **Advanced**). The same goes for a widget from another service that you want to keep.
- Your **Google Analytics ID**, found in the code of your pages, is carried over into **Settings** › **Tracking & Analytics**.

> **Custom code online**
>
> Custom code is saved in every edition, but it only goes online from the Premium edition upwards.

Your data stays yours

- The **order history** remains available where it is, in your old site's folder and on your hosting.
- The **subscribers to your newsletter** are exported to a CSV file. No one is re-subscribed without their consent.
- **Protected pages** stay protected, under the same password. If that password could not be read, the page is imported without being published: it never becomes public by accident.

Finding the report again

The report is saved with the site. To read it again later, open the **Project** screen: the **Import report** button is next to the **Publishing** section.

> **Keep it handy**
>
> If you have a question, attach the report to your message from the **Support** screen: it helps us answer you quickly.

Code and styling pasted into your text

If you had pasted code into the text of a TOWeb 14 page, such as a module from another service (widget, map, calculator, webcam), it is placed where it was in an "Embed" block, published from the Premium edition: check how it looks in the preview. Formatting pasted as code is not carried over: the text keeps your site's style, and the report names the pages concerned.
The TOWeb 14 header title and slogan are also flagged when TOWeb 15 does not display them: a "Hero" block at the top of the home page can hold them. Finally, the old addresses of your pages, posts and products are redirected to the new ones at every publication, so visitors and search engines land in the right place.

After the import: style, finishing touches and publishing

Choose your style, handle what the report flags, check the shop, then publish at the same address.

1. Choose your style

Your content is already in place. In the report, click **Choose my style**, or open **Theme**: try the styles on your own pages. Each one applies in a click and can be undone just as fast. Colours, fonts and shapes can then be adjusted. See Choosing a style.
Your site takes the colours of its TOWeb 15 style. To get back those of your TOWeb 14 site, click **Restore the colors of my TOWeb 14 site** in Theme › Colors; **Use the style's colors** goes back to the style's colours.

2. Handle what the report flags

Go through the **What was not carried over** section and deal with each line: redo a form, reinsert a video or a map, tidy up the menu (see The menu and the footer).

3. Check the shop

If your site sold online:

- review your **tax rates** in **Shop › Taxes**: tax rules may have changed;
- **reconnect your online payments** in **Shop › Payments** with your access keys (offline payments, such as bank transfer or cheque, are brought over with their instructions);
- review your **terms and conditions of sale**, brought over into a page: the law may have changed since they were written.

See the Selling online chapter.

4. Other languages

If your site existed in several languages, the main language is imported and existing translations are brought over. Texts that had no translation will be translated along with the others: see Translating your site.

5. Publish

In **Publish**, enter your hosting (FTP or SFTP; exporting to a folder is reserved for the paid editions). You can publish to the same place and at the same address as your TOWeb 14 site: see Publishing to your web host.
The first publication asks you to confirm, since it replaces the site online at that address.
If your site had a TOWeb administration, it becomes **your site's online dashboard**: orders, invoices, stock and bookings. Its first-login code appears on the **Publish** screen after the first publication. See Your site's dashboard.

> **Test before switching over**

Before replacing your live site, try out the shop, forms and bookings on your computer with **Test the site locally**: see Testing your site before publishing it.

Feature mapping: TOWeb 5–14 → TOWeb 15

Where to find each feature of previous versions in TOWeb 15.

Have you been using TOWeb until now? When you open TOWeb 15, two things come as a surprise: the screen looks nothing like before, and your imported site doesn't look quite the same. That's intentional. Your sites are now designed for the phone first, where most visits come from today; they are faster, better ranked and more powerful (shop, bookings, automatic translation). The interface is simpler too: you write directly on the page, and a style changes the whole look of the site at once, with no settings to redo one by one.
This guide helps you find your way around: for each feature of earlier versions, where to find it in TOWeb 15, and the article that explains it in detail.

Opening your site

In earlier versions	In TOWeb 15
Your site, or a **.wga backup**	The **import**: TOWeb 15 opens your site or your .wga backup directly and makes a copy of it. See Import your site.
—	The **import report** tells you what was carried over, what changed form and what needs redoing. See Reading the import report.

The site and its pages

In earlier versions	In TOWeb 15
A **topic**	A **page**. See Create and organise your pages.
The **Site Menu Configuration**, where reordering the menu also reordered the topics themselves	The **menu editor**, now independent of the page order: arranging the menu no longer moves the pages. See The menu and the footer.
A **group name** shared by several topics, a **submenu**, a **mega menu**	A **group** in the menu editor, on one or more levels. A large group is shown as a multi-column menu. On import, a mega menu becomes a drop-down menu, with all its links.
An **External link** topic, a **website URL** in the menu	A **link** in the menu editor. It is carried over on import.
A **Photo album** topic	A **Gallery** block placed on a page: put it wherever you like, among your text.
A **Blog** topic, and its comments	The **blog**, with its posts and tags. Comments go through the **Comments and reviews** module.
A topic protected by a **password**	A **protected** page, with the same password.
A topic reserved for **user accounts** (username and password)	The members' area is imported **without being published**: the report flags it, so that nothing private becomes public by mistake.
A **Booking** topic	**Bookings**: opening hours, resources and prices are carried over. See Bookings.
A **Calendar** topic	Not carried over yet: the import report flags it.

Page content

In earlier versions	In TOWeb 15
The **paragraphs** of a topic, added one by one	You write directly on the page and insert **blocks** (image, gallery, FAQ, form, map, prices…) with the / key or the Add panel. See Writing on the page and adding blocks.
A **Form** paragraph (contact, custom fields, captcha)	The **Form** block, with an optional confirmation page. Forms need to be rebuilt after the import, but messages still arrive at the same address. See Writing on the page and adding blocks.
The **layout of a paragraph** (image on the left, on the right…)	**Blocks** and **sections**: each section has its own layout, background and palette. See Sections.
The **style of a paragraph** (its colours)	The **section palette** (Default, Soft, Accent, Bold). It is set per section rather than per paragraph: the colours come from your style and stay harmonious from one page to the next, even when you change style.
The **text size** of a passage	The formatting bar turns it into a **Heading 1, 2 or 3**. The size of all the text on the site is set in **Theme › Shapes**. See Shapes, effects and animations.
A link to a **file** (installer, archive, PDF…)	A link to a file in the **media library**. See Images and the media library.
An **HTML code** paragraph (webcam, widget, calendar…)	The **Embed** block, from the Premium edition: paste in the service's address or its HTML code. See Writing on the page and adding blocks.
A **poll**	Not carried over: the import report flags it.
A sticky note	A **Callout** of kind **Warning**, with its title. The import converts it for you.

The look

In earlier versions	In TOWeb 15
The **theme** and its settings	A **style**: it sets the colours, fonts, shapes and mood of the whole site at once, and changes in one click without touching your content. See Choosing a style.
The theme's **CSS editor**	It no longer exists, and that's a deliberate choice: every style is tuned and tested on every screen, from phones to large monitors, in light and dark mode. No more tweaks that break the display on mobile or at the next update: you change the colours, fonts or shapes of the whole site in a single move, and the result stays clean everywhere. For a very specific need, **Custom Code** (advanced settings, depending on your edition) still accepts your additions.
The theme's colours and fonts	**Theme › Colors** and **Theme › Typography**. See Colours, fonts and dark mode.
The theme's **image carousel**	Carried over at the top of the page on import, with its images.

The shop

In earlier versions	In TOWeb 15
A **Catalogue** topic	The **shop**: your products and their collections. See The shop and your products.
Payments by **bank transfer** or **cheque**	Carried over with their instructions (IBAN, cheque payee, address). See Payments.
Online payments (bank card, PayPal…)	To **reconnect** in **Shop › Payments**: TOWeb 15 connects with your provider's access keys, which are safer than a simple account address, and offers many more providers (Stripe, PayPal, Mollie, PayPlug, Monetico, Paybox, Lyra…). See Payments.
Shipping and its rates	Carried over: zones, countries and rates, free shipping included. Shipping costs specific to a product become shipping methods by zone, weight or amount: the report flags the products to check. See Shipping, taxes and promotions.
Taxes	Carried over. A product that had several taxes keeps the first one: TOWeb 15 applies one tax per product, which is clearer for the buyer.
Coupons (promo codes)	Carried over with their codes; the ones you offered stay active.
Order tracking and its statistics	Your site's **online dashboard**: orders, invoices, stock, bookings, from any browser. See Your site's dashboard.

Languages, search engines and newsletter

In earlier versions	In TOWeb 15
Adding a language to the site	**Settings › Languages**: TOWeb 15 translates the whole site and keeps it up to date. On import, your languages are carried over with their translations, as soon as TOWeb 15 offers them. See Translating your site.
The title and description of each topic, the **sitemap.xml**	The **search engine settings** of each page, and the sitemap generated automatically. See Search engine optimisation (SEO).
The **keywords** of each section	Not carried over, on purpose: Google has ignored them since 2009, and Bing uses them to spot spam. See Search engine optimisation (SEO).
The **mailing list** (newsletter)	The sign-up form is carried over: sign-ups keep working.

Publishing

In earlier versions	In TOWeb 15
Publishing by **FTP** or **FTPS**	The same, by FTP, FTPS or SFTP: the import carries over your address, server and username. See Publishing to your web host.
Exporting the site to a folder	Still possible: **Export the site to a folder**, to upload it to your web host yourself. See Publishing to your web host.

Your site stays intact

The import makes a copy in TOWeb 15 without ever changing your original site: you can keep using it while you discover TOWeb 15.

Didn't find the answer to your question, or is some information missing from this page? Let us know: write to us.

Selling online

Shop, payments, shipping, taxes, bookings and the online dashboard.

TOWeb 15 includes a complete shop and a booking module, with no subscription or commission. This chapter guides you from your first product to tracking your orders.
What the TOWeb 15 shop gives you, on one page: create an online store with no subscription and no commission.

01 **The shop and your products**
Set up the shop, create products with variants, group them into collections and import them from a spreadsheet.

02 **Payments**
Add a payment method (card, PayPal, bank, bank transfer or cheque) and test it before opening the shop.

03 **Shipping, taxes and promotions**
Shipping methods by zone, automatically configured taxes, and promo codes.

04 **Bookings**
Take appointments or stays online: create your resources in the Booking screen, set hours and rates, show them on a page and sync them with your calendars.

05 **Your site's dashboard**
Track orders, invoices, stock, bookings and reviews from any browser, even without TOWeb.

The shop and your products

Set up the shop, create products with variants, group them into collections and import them from a spreadsheet.

Start with the General tab

Open **Shop** › **Store details**, and fill in:

- the **Shop name**, shown on the payment pages, invoices and order emails;
- the **Merchant country**: the country you sell from;
- the **Selling countries**: those you ship to;
- the **Currency**.

These choices are then used to prepare taxes, shipping and payments.
Currencies without cents (yen, won, CFA franc…) do not yet allow selling online: they are no longer offered, and if your shop already uses one, a warning under the **Currency** field invites you to choose another one to sell. Support for them will come in a future update.
For a cart to be delivered, the checkout page only offers your **Selling Countries**. If you sell in only one country, the customer is no longer asked for the delivery country. A cart without delivery (services, digital products) keeps the full list of countries.
If your carrier texts the buyer (pickup point, delivery), turn on **Phone required at checkout** in **Store details**: the phone number becomes required to order, and your server checks it too. The setting is off by default. Publish the site again after changing it.

> **Whole-image thumbnails**
>
> Record sleeves, posters, books: turn on **Whole-image thumbnails** in Store details. In the shop grids, each product photo is then shown whole instead of being cropped to a square.

Right of withdrawal and returns

In **Store details**, the **Right of withdrawal** is set to **Applies (14 days)** by default. For accommodation, a show or a restaurant booked for a specific date, the law excludes this right: choose **Does not apply (service on a set date)**. The site then no longer shows the footer link or the withdrawal badge, and the order e-mail no longer mentions it.
The **Return policy** tells Google your terms on every product page: **Free returns**, **Customer pays for returns** or **No returns**, with a period in days. Google then stops reporting it as missing. This setting requires the store's country.

Creating a product

1. In the **Products** tab, click **New product**.
2. **General** tab: the **Product name**, its type (**Physical**, **Service** or **Digital**), the **Short description**, the **Selling price**, an optional **Compare-at price**, the **Tax rate**, then further down the **SKU**, the **Category** and the **Tags**.

3. Left column: add your photos, choose the **Cover** and how to display them on the product page (**Image display**).
4. Below the images, **Add a video** places a video in the product page gallery: a file from the media library, or a YouTube or Vimeo address, with a preview image. The first image stays a photo: it is the one shown by the shop, the cart and sharing.
5. The **Variants** tab if the product comes in several sizes or colours (see below).
6. The **SEO** tab: the title and description for search engines.

The product is saved as you go. A **Digital** product or a **Service** does not ask the buyer for a postal address: when the cart contains nothing else, email, name and country are enough.
As long as the shop has no active product, the published site has no Shop page: the page, its menu entry and the cart come back on their own with the first active product.
When their cart is empty, visitors see a “Browse the shop” button, in the language of the page, even on a site whose menu is collapsed.

The product description

In the product’s **General** tab, the **Description** has its own toolbar: **Bold**, **Italic**, **Underline**, **Strikethrough**, lists, and two subheading levels, **Heading 2** and **Heading 3**, to break up a long description. A second click on the active subheading turns it back into normal text. On the site, subheadings follow the site’s style and stay smaller than the product name, on phones as on computers.
Insert link offers the same tabs as the page editor, including **Page**, **Post**, **Product** and **File**. A link to a page of your site leads to its published address, and follows it when the address changes.
To write a long description, click **Expand**: it takes the full height of the screen. **Collapse**, or the Esc key, brings the other fields back.

The shipping weight

For a **Physical** product, the **Shipping weight**, packaging included, is used to calculate weight-based shipping costs. It is also sent to Google in the product feed for Google Shopping. For a product with variants, a variant without its own weight takes the product’s weight, plus the **Weight adjustment** of the chosen option: see Shipping, taxes and promotions.

Variants

Tick **This product has variants (size, color, etc.)**, add your options and their values, then click **Generate All Combinations**. Each variant can have its own price adjustment, weight adjustment, stock and image.
On the published product page, an option with more than 8 values (37 colours or 50 scents, for example) is chosen from a drop-down list, which is easier to read than a row of buttons. An option shown as colour swatches keeps its swatches.
When the variants of a product do not all have the same price, the **Price of a product with options** setting, in Shop › **Store details**, chooses the price shown on the product page, in lists, showcases and search:

- **From X**: the price of the cheapest variant, preceded by “From”;

- **Price of the default option**: the price of the first combination, preselected on the product page;
- **Price range**: from the lowest price to the highest.

Sorting by price in the shop and in collections ranks each product by the price it shows. A product without a price is shown as “Price on request”, with no buy button.
A free option (“Talk only”, for example) counts in this price: the product shows “From €0.00”, or a range starting at €0.00. Only a product whose options are all at 0 stays “Price on request”.
A product whose variants are all disabled is shown as out of stock on the site, without a buy button.

Stock

Enter a **Stock Quantity**, on the product or on a variant, to track its stock: it goes down with every sale, and a product that is out of stock can no longer be ordered. Leave the field empty to not track stock.
The **When out of stock** setting offers three choices: **Show as out of stock** (the default), **Hide product**, which removes it from the shop and the lists at the next publication, or **Allow backorders**.
A product whose Maximum per order is 1 is sold as a single unit: its page shows no quantity selector. This suits a service, an appointment or a one-of-a-kind piece.

Going further

- **Selling Mode**: **Standard** (by quantity), **Sell by measure** (by weight, length, volume or area) or **Bill by time**.
- **Unit price**: for food or cosmetics, the net content automatically displays the price per kilo or per litre.
- **Tiered pricing**, **Personalization** (engraving, gift message) and **Bundle contents**.

Collections and import

A **collection** groups the products that carry certain tags, and creates a dedicated page on your site (**Collections** tab). To create many products at once, click **Import** in the **Products** tab and choose a CSV or Excel file. If some rows are rejected, **Download error CSV** saves a file that opens in columns in Excel, with the reason for each rejection.
Export, in the Products tab, saves the whole catalogue to a CSV or Excel file: names, descriptions, prices, stock, categories, tags, variants and images, with one column per language for names and descriptions. The file opens in Excel or Numbers, and imports back with Import.

Presenting the shop

In Shop › Store details, the **The shop page shows** setting offers **Products** (the default), **Collections** or **Collections, then products**. With collections, each collection that contains products gets its own tile, with its image, its name and its number of products, in the order of your collections.

Product order

The shop’s default sort is chosen in **Shop** › **Store details**. An automatic sort (**Newest first**, **Name A-Z**, **Price: Low to High**, **SKU**…) needs no attention when you add a product: it is the right choice when the order follows a logic. **SKU** sorts products by reference, in natural order (REF-2 before REF-10). On the site, your visitors can change the sort.

Manual order is for showcasing (a storefront, your key pieces). In the **Products** tab, in list view, sorted in manual order and without filters, drag a product by its handle. The ↑↓ button on each row sends it to the top, the bottom or a precise position, even from one page of the list to another. A new product goes to the end. On the site, this order is called “Featured”.
Each collection has its own **Product order**: **Same as the shop** by default, or an automatic sort of its own. A collection has no manual order of its own: in manual order, it follows the shop’s.

Your own texts

The **Texts** tab lets you replace the most visible texts of the shop with your own: “Get it” instead of “Add to cart”, for example, or “Sold” instead of “Out of stock”. Write them in the site’s main language: the other languages are translated along with the rest of the site. An empty field keeps the standard text, and **Reset** brings it back.

> **Depending on your edition**
>
> The full shop, with real payments, is part of the **e-Commerce** and Studio editions. In the Standard and Premium editions, the shop runs in demo mode: your visitors browse the catalogue and fill their cart, but no payment goes through.

Showing your products without prices: catalog mode

Do you show products without selling them online, like a catalog? Turn on catalog mode in Shop › Store details. Your site keeps the product pages, references, photos, categories and search, but no longer shows any price, cart or checkout.
Catalog mode is available in every edition, including Standard. If you import a TOWeb 5 to 14 site whose catalog was shown without prices, it is turned on automatically. To sell again, turn it off: your prices come back.

Payments

Add a payment method (card, PayPal, bank, bank transfer or cheque) and test it before opening the shop.

Adding a payment method

1. Open **Shop** › **Payments**.
2. Click **Add Payment Method**.
3. Choose a provider. They are grouped by family: **Cards & Wallets** (Stripe, PayPal…), French banks, Italian providers, Spanish banks, international, American and Canadian providers, and offline payments (**Bank transfer**, **Check**, cash on delivery, in-store pickup…).
4. Fill in the requested information: the access keys supplied by your provider or, for an offline payment, your instructions (IBAN, cheque payee, pickup address).
5. Turn it on.

> **Your keys stay on your server**
>
> Your providers' secret keys are never placed in your site's pages: they are used only by the payment files installed on your hosting.

Testing before taking payments

Stripe and PayPal offer a **test mode** (called **Sandbox** at PayPal): set it in the provider's configuration, place a test order on your published site, then switch back to live mode.
Some providers are integrated but have not yet been validated by a real transaction on our side: TOWeb flags them in the **Publish** screen. Make a test purchase before opening the shop, and tell us how it goes.

What you need to take payments

- a **site address** entered in **Publish**: the payment return pages need it;
- **PHP hosting**, with an HTTPS certificate;
- the **e-Commerce** or **Studio** edition.

The **Test the server** button in the **Publish** screen checks your hosting: see Publishing to your web host.

> **Offline test orders**
>
> The local test (see Testing your site before publishing it) never contacts card providers, so nothing is charged. Place your test orders there by bank transfer, cheque or pickup.

Shipping, taxes and promotions

Shipping methods by zone, automatically configured taxes, and promo codes.

Shipping

Open **Shop** › **Shipping**.

1. For a quick start, load your country's **Carrier Presets** (**Load** button): their zones and starting rates are ready to adjust.
2. Or click **Add Shipping Method** to create your own method.
3. For each method, define one or more **Shipping zones** (countries covered) and, for each zone, a flat rate, a rate by weight or a rate by order amount.
4. If needed, set **Free shipping above**: the amount from which shipping is free in that zone.

Service or **Digital** products do not require shipping.
For a weight-based rate, TOWeb adds up the **Shipping weight** of the products in the cart. A variant without its own weight counts the product's weight, plus the **Weight adjustment** of the chosen option: a size set to "+ 0.25 kg" weighs 250 g more. The total shown to the customer is the one they pay. Weight tiers can be entered with a gap ("0 to 18 kg", then "19 to 47 kg"): a weight that falls between two tiers takes the next tier, never the last one.

Taxes

Open **Shop** › **Taxes**.

1. Check that the merchant's country and the countries of sale are filled in under **Store details**.
2. Click **Auto-configure**: TOWeb creates your country's rates and, within the European Union, the rates of the buyer's country (OSS scheme).
3. Choose the **Price Display Mode**: **Tax incl.** (consumers) or **Tax excl.** (businesses), and the **Default tax rate**.

If you sell in a European Union country that no VAT rate covers, the **Taxes** screen flags it, since its buyers would pay no VAT: add that country to the zones of a rate, or click **Auto-configure**. Outside the European Union, a country without a rate stays at 0%, with nothing to set up.

> ⚠ **If your countries change**
>
> If you later change your merchant country or countries of sale, TOWeb warns that taxes, shipping and payments may need reviewing. Check them, then click **I've reviewed this**.

With **Tax incl.** display, the included VAT appears under the total ("incl. VAT 20%"): on the order page, in the order e-mails, on the invoice and in the customer account. Invoices and e-mails break the VAT down rate by rate, with the net amount and the tax. With a promo code, the VAT is calculated on the discounted price.

Promotions

The **Promos** tab creates discount codes:

- as a **Percentage**, a **Fixed amount (cart)** or **(product)**;
- **Free shipping**, a shipping discount, or **Buy X, get Y**.

For each code, you can set a minimum amount, restrict the products or countries concerned, the number of uses and the validity dates.
Your discount codes never appear in the published site's code: the code the customer enters is checked by the site's server at checkout.

Bookings

Take appointments or stays online: create your resources in the Booking screen, set hours and rates, show them on a page and sync them with your calendars.

The Booking screen

A **resource** is what gets booked: a room, a service, a practitioner, a tennis court, a rental…
Your resources have their own screen: **Booking**, in the sidebar, just below **Shop**. The list is on the left, the open resource on the right.

1. Click **Create a resource** (or **New resource** once you already have some).
2. Choose a template from the gallery: **Hotel**, **Cottage**, **Hair Salon**, **Doctor**, **Tennis**, **Bike Rental**, **Cooking Class**… The template sets the hours, durations and form; everything can be changed afterwards.
3. The resource opens on the right, ready to be set up.

Each resource's **…** menu lets you **Edit** it, **Duplicate** it, move it in the list or **Delete** it.
At the top of the screen, the **How do you show your bookings?** box sums up the essentials: a resource only appears on the site inside a page, with the **Booking** block. The **Open pages** link takes you there.

Setting up the resource

Its settings are spread across tabs, at the top of the resource:

- **General**: the **Title**, the **Type** (**Time slots** for appointments, or **Date periods** for overnight stays), the **Status** (**Active** or **Draft**), booking and cancellation deadlines;
- **Schedule**: opening days and hours, and the **Closed dates**;
- **Options**: the **bookable units** (rooms, tables, bedrooms, services), added with **Add bookable unit**, their capacity and duration;
- **Pricing**: the base price, a weekend multiplier, seasonal periods;
- **Form**: the number of people, phone number required;
- **Emails**: the sender, the confirmation sent to the customer and the notification you receive.

For a stay, **Check-in days** and **Check-out days** limit the possible days: for a Saturday-to-Saturday rental, tick Saturday on both lines. The calendar greys out the other days and shows the possible days. No day ticked: every day.
For a resource with time slots, the **Schedule** tab has a **Durations offered** section: the durations the visitor chooses from, for example 30, 60 and 90 min. Add some with **Add a duration**, remove them, reorder them, and choose the one that is preselected with **Set as default**. The base price applies to the default duration; the others are calculated pro rata.
In the **Pricing** tab, the **Price by number of guests** grid makes the price vary with the size of the group, for example €60 for one person and €75 for two. Each unit (room, court…) can have its own price and its own grid. The visitor sees the total for their group, and that is the amount recorded in the booking.
In the **Options** tab, the **Show remaining spots** switch shows the spots still free under each slot, for example "3 spots left". This is useful when several people can book the same slot. The site counts the spots actually taken at every moment, and never sells one spot too many.

A group split across several units

A resource with several units (rooms, tables, bedrooms, kayaks…) also welcomes a group larger than each of them: it is split across several units, in a single booking. For a group of 10 with rooms for 6, 4 and 2, the visitor picks 10 people: TOWeb offers the free units at the chosen time, with as few units as possible (here 6 + 4), and the total price. A split stay keeps the same bedrooms for every night, and a group that fits in one unit chooses it as before.
The customer receives a single email naming each unit and its number of people, and its cancellation link cancels the whole group. In the management area, each unit appears with the note “Group: unit 1 of 2” and is managed separately. To make sure a group is never split, set **Max. party size**, in the **Form** tab, to the capacity of your largest unit.

Cancellation by the customer

The customer’s confirmation email contains a cancellation link. This link opens a page of your site that asks for confirmation: only its button cancels the booking. An email antivirus that opens the links of incoming emails therefore cannot cancel it in the customer’s place.

> **The Active status**
>
> Setting a resource to the **Active** status turns on your site’s booking service. If the **Publish** screen says this service is not turned on yet, set your resource to **Active**; if it already is, edit it once.

Showing bookings on a page

It is the **Booking** block that presents a resource to your visitors:

1. Open the page where your customers will book.
2. Type **/** and choose **Booking**.
3. Click the block: in the right-hand panel, choose the **Resource** to offer, then how it is presented. If you have only one resource, it is selected automatically.

The same resource can appear on several pages. The panel’s **Manage resources →** link takes you back to the Booking screen, on the resource shown. You can also create a resource directly from the block (**Or create a new resource** section): it then joins the list on the Booking screen.
In the **Preview**, the calendar follows the resource’s real schedule (opening days, closed dates, booking lead times), with sample availability: the real availability is calculated on the published site.

Syncing with Airbnb, Booking.com…

For stays, the **iCal sync** section gives you a calendar address to paste into Airbnb, Booking.com or Gîtes de France: bookings made on your site will block the dates there. The other way round, add their calendars under **External calendars (iCal import)**: their bookings will block your site.

> **Remember the notification address**

If no address is given (the resource's **Emails** tab, or the site's contact address), your customers will receive their confirmation but you will not be notified. The **Publish** screen warns you before going live.

What you need

Bookings work on your published site, with a host that supports PHP. They are complete from the **Premium** edition upwards; in the Standard edition, they run in demo mode. You then follow your bookings in your site's online dashboard.

Your site’s dashboard

Track orders, invoices, stock, bookings and reviews from any browser, even without TOWeb.

What is it?

Your site’s dashboard is its online administration. It is installed on your hosting along with the site: you open it from any browser (computer, tablet or phone), without needing TOWeb at hand.
It activates itself as soon as your site has something to manage: an active payment method, bookings, comments or reviews, downloadable products, customer accounts, newsletter sign-ups.

What you do there

- track your **orders**, with statistics and filters, and change their status (the customer is notified by email), for example mark an order paid by bank transfer as “paid”;
- issue **invoices**;
- export orders in **CSV** format;
- manage **stock** in real time;
- track **bookings**;
- **moderate** blog comments and product reviews;
- manage **downloads** of digital products;
- export the list of your newsletter subscribers as a CSV file.

Logging in for the first time

1. Publish your site (see Publishing to your web host).
2. On the **Publish** screen, a **Dashboard first sign-in code** is displayed.
3. Click **Open the dashboard** (the address is your site’s address followed by **/iserv/admin/**).
4. Enter the code, then choose your administrator password.
5. Back in TOWeb, click **I’ve set my password**.

> **The code is also on your hosting**
>
> The first-login code is also saved in your site’s **iserv/admin/data/SETUP-CODE.txt** file. It can only be used once, to set your password.

> **Try it on your computer**
>
> The local test also installs a test dashboard, with its own code: perfect for discovering the dashboard before going live. See Testing your site before publishing it.

From TOWeb

Once the site is published, the **Dashboard** button on the **Project** screen opens it directly in TOWeb. It stays greyed out as long as your site is not published, or none of its features needs it: hover over it to find out why.

Publishing your site

Put your site online with your host, test it beforehand, take care of its SEO and translate it.

Is your site ready? The **Publish** screen builds it and sends it to your host. You choose your hosting: your files belong to you.

01 **Publishing to your web host**

Set up the FTP or SFTP connection, publish, check the server, or export the site to a folder.

02 **Publishing to Free**

Publish to your Free Pages Perso: the pre-filled connection, what TOWeb sets up for you, and what is different with this host.

03 **Testing your site before publishing it**

The preview for the look, and the local test to try out forms, shop, bookings and the dashboard.

04 **Search engine optimisation (SEO)**

Titles, descriptions, sitemap, redirects and analytics: helping search engines find your site, and tracking your visits.

05 **Translating your site**

Add languages: TOWeb translates the whole site and keeps it up to date with every change.

Publishing to your web host

Set up the FTP or SFTP connection, publish, check the server, or export the site to a folder.

Setting up the connection

1. Open **Publish**.
2. In **Your web host**, choose yours if it is listed (o2switch, OVH, IONOS, Hostinger, LWS, Infomaniak, PlanetHoster, Free…): the protocol, port and folder are filled in for you, and TOWeb remembers your choice. Otherwise, choose **Another host**. For Free, see also Publishing to Free.
3. In **Method**, choose **FTP** or **SFTP**. When your plan offers SFTP, prefer it: it is the safest, as it also encrypts your password.
4. Fill in the **Server (host)**, **Username** and **Password**: you will find them in the welcome email for your hosting.
5. Enter the full **Site URL**: **https://www.mon-site.fr/** for example.
6. Click **Test connection**. TOWeb usually finds the web folder by itself; otherwise, use **Browse server directories** to choose the **Remote path** (often **www** or **public_html**).

At one.com, choose one.com in Your web host: the connection is set up for SFTP. The site folder depends on the server (often “www” or “httpd.www”): **Test Connection** checks the one you choose. This test also says clearly when a remote folder does not exist or cannot be written to, and points out a folder that is empty or does not contain a site yet.
The test also checks that the **Site URL** really leads to the chosen folder: TOWeb places a small file there, reads it at that address, then deletes it. If it cannot find it, a warning tells you. Then correct the Site URL or the **Remote Path**: otherwise the files would go to a folder your address does not show.
The password is stored encrypted on your computer.
If the server refuses the secure **FTPS** connection, as OVHcloud shared hosting does, the test explains it in plain words: untick **Secure (FTPS)** and test again, or switch to SFTP if your plan allows it.

An FTPS certificate TOWeb cannot verify

Over FTPS, TOWeb verifies the server’s certificate like a browser. If the server sends its certificate without the intermediate certificate (as o2switch does), TOWeb fetches the missing certificate by itself: the connection stays verified, with nothing to do.
When the certificate really cannot be verified, the **Unverified FTPS certificate** window opens before anything is sent, and explains the problem. Two cases are common:

- on **shared hosting**, the certificate carries the name of the host’s server, not your site’s. The window shows these names: enter one of them in **Server (host)**, and the connection will be verified without accepting anything;
- an **antivirus** or a corporate proxy scans encrypted connections and presents its own certificate: exclude TOWeb V15 from it, or accept the certificate if you know the reason.

The **Trust this certificate** button accepts it once and for all: TOWeb remembers it for this server, renewals included, and refuses any other certificate that would show up in its place. Nothing is sent to the server, not even your password, before you answer.

Publishing

Click **Publish site**. TOWeb saves the site, generates the pages, then uploads the files. The following times, only modified files are sent. If files have disappeared from the server (deleted at the host, for example), TOWeb sends them again on its own. To send the whole site again, tick **Re-send all files** (in **Advanced options**).

If the upload stops partway (lost connection, computer switched off, upload cancelled), the next publication resumes where it stopped instead of sending everything again. TOWeb checks the files it skips and resends any that are missing.

If the server stops responding during a transfer, TOWeb does not wait forever: after 60 seconds without progress, it shows “The server has not responded for 60 s, trying again.”, reopens the connection and sends the file again.

Over FTP, TOWeb opens 2 connections at a time, to spare servers that limit their number. With Free, it stays at that: the host accepts no more.

The first publication of a site to a server asks you to confirm: it replaces everything online at that address, for example your old TOWeb 14 site. To try first, publish to a test subfolder or subdomain.

When the publishing folder contains something other than a site (emails, hosting settings), TOWeb only ever deletes there the files it published itself.

Before sending, the screen tells you what would not work online (a form without a receiving address, for example) and what your edition will put online. After sending, the **Site optimizer** reviews the site (dead links, missing titles and descriptions, heavy images, nearly empty pages with their word count…) without ever stopping you from publishing. It reviews the pages of the main language: automatic translations are not reviewed, only their links are checked. The **Check online** button also tests your external links, the files you uploaded yourself to your host (referenced in an Embed block or in custom code) and your certificate.

After the upload, TOWeb also checks that the files really reached the server, and that the site’s address shows the version just uploaded. If not, the result tells you, with what to do: most often, the chosen folder is not your site’s folder.

Once the site is online, the top of the screen shows its address (one click opens it in your browser), then the **Last publication**, the **Files uploaded**, the **Duration** and the **Site size**, rounded.

> **With the Standard edition**
>
> The free edition publishes only one of your sites: the others can be edited and previewed freely, and the **Publish** screen tells you so before uploading. Republishing that site is always possible, and deleting a published site frees up its place.

Checking the server

Forms, shop and bookings require **PHP** hosting. The screen tells you whether your site needs it. Click **Test the server**: TOWeb uploads a small test file, checks PHP, its modules, the data folder and email sending, then deletes it.

If sending e-mail fails, the test shows the exact reply of the mail server (Gmail’s, for example): pass it on to support or to your host.

Some hosts filter automated visits (bot protection from SiteGround, Cloudflare or Imunify360). The test tells you so, instead of wrongly concluding that PHP is not enabled: your forms, payments and bookings work for your visitors. Check it by sending a form from the published site.

No FTP hosting: the local folder

Choose the **Local** method, an **Output folder**, then **Build & export**: the complete site is written to that folder, ready to be copied wherever you like. A site without PHP features can be hosted anywhere. This method is reserved for the paid editions.

Exporting a copy to a folder

Export to folder…, in the **Check and test** section of the **Publish** screen, copies the ready-to-publish site to the folder of your choice, then opens that folder: to host it elsewhere or to archive it. Your publishing setting (FTP, SFTP) does not change. This export is part of the paid editions.
The export replaces the entire content of the chosen folder: choose a dedicated folder. TOWeb refuses to export directly into a personal folder (Desktop, Documents, Downloads…) or to the root of a USB drive; create a subfolder there, named after your site for example. A folder that TOWeb did not create is only replaced after your confirmation, and what it contained is moved to the Trash.

> **A backup with every publication**
>
> After each successful publication, TOWeb also makes an automatic backup of your site, outside its folder. See History and backups.

Your own .htaccess rules

TOWeb only writes to your server's .htaccess file between the "# BEGIN TOWeb" and "# END TOWeb" markers. Rules added by you or your host outside this zone, such as a redirect or a PHP version, are kept at every publication. A .htaccess file already on the host that TOWeb cannot read is left as it is, never replaced.
In **Settings** › **Advanced**, the **Redirect visitors to HTTPS** setting sends any visitor who arrives over http:// to the secure address. It is on by default when the site address starts with https://. Turn it off only if your host already redirects to HTTPS itself (behind a proxy or a CDN, for example) or if the site shows "too many redirects". The server test and the online check clearly report a redirect loop.

Publishing to Free

Publish to your Free Pages Perso: the pre-filled connection, what TOWeb sets up for you, and what is different with this host.

Setting up the connection

1. Open **Publish**.
2. In **Your web host**, choose **Free (Pages Perso)**. The FTP **Method**, **Port** 21 and **Server (host)** ftpperso.free.fr are filled in.
3. In **Username**, enter your Pages Perso username, without “@free.fr”, then your **Password**.
4. Leave the **Remote Path** empty: at Free, the site is published at the root of your account.
5. The **Site URL** fills itself in, with your username followed by “.pages-perso.free.fr”. If your site has its own address, enter it: TOWeb never replaces an address you have typed.
6. Click **Test Connection**, then **Publish site**.

> ⚠ **From metropolitan France**
>
> Free only accepts FTP connections to your Pages Perso from metropolitan France.

What TOWeb sets up for you

- **A recent PHP**: TOWeb asks Free to use PHP 8.5 for your site. Forms, bookings and the dashboard work, even on an old account still on an outdated PHP version.
- **A minimal .htaccess file**: Free rejects most of this file’s settings, and a single rejected setting puts the whole site in error. TOWeb therefore only writes the PHP 8.5 request and your own lines into it (**Settings** › **Advanced** › **Lines added to the .htaccess file**, published from the Premium edition upwards).
- **Your Free address**: at Free, a site only sends email from the account’s address (your username followed by @free.fr). As long as you have not chosen an address, TOWeb uses it to receive form messages and booking notifications, and as the sender. An address you have set is never replaced.
- **No “sessions” folder to create**: Free usually requires one for PHP sites. TOWeb does without it: the dashboard, customer accounts and protected pages keep their logins in a protected folder of your site.

What is different at Free

Because the .htaccess file stays minimal, a few automatic settings are not sent to Free:

- the redirects from **Former addresses of this page**: a page’s old address no longer leads to the new one;
- automatic switching to the secure connection (https);
- sending visitors to the home page in their own language (**Send visitors to their own language**);
- the caching and compression rules, which speed up loading.

Your site works without them. If you want one of them, a host that accepts the full .htaccess file will give it back to you.

Maintenance mode at Free

Elsewhere, maintenance mode (**Settings** › **Advanced** › **Maintenance Mode**) goes through the .htaccess file. At Free, TOWeb replaces each published page with the maintenance page; your site's dashboard stays accessible.

> **Allowed IP addresses**
>
> At Free, the **IP addresses allowed to see the site** have no effect: you too see the maintenance page. To reopen the site, turn off maintenance mode, then publish again. To check your site in the meantime, use the **Preview** or local testing.

Testing your site before publishing it

The preview for the look, and the local test to try out forms, shop, bookings and the dashboard.

The preview

The **Preview** screen shows your site as your visitors will see it, with your real data. Choose the device to check how it looks on a computer, tablet or phone, and open it in your browser if needed with **Open in browser**.
The preview is enough to check the look. But features that run on a server (forms, orders, bookings, protected pages, dashboard) cannot be tried out for real there.

If the preview does not start

TOWeb tells you why, and what to do:

- Windows or your antivirus blocked a preview file: allow TOWeb in your antivirus, then click **Retry**;
- TOWeb files cannot be found, often quarantined by an antivirus: restore them or reinstall TOWeb, then allow it in your antivirus;
- the preview took more than 5 minutes to start, often because an antivirus is scanning its files: click **Retry**, the next start is faster;
- page generation does not finish: after 10 minutes, the preview says so instead of waiting forever, and explains what to do;
- no local port is free: restart TOWeb, and if it happens again, the computer;
- the disk is full: free up some space, then click **Retry**.

The local test

Test the site locally, on the **Publish** screen, runs your site as if it were online, but on your computer, without publishing anything.

1. Open **Publish** and find the **Test the site locally** section.
2. The first time, TOWeb needs PHP. If it is not on your computer, click **Install PHP**: it is downloaded from lauyan.com, verified and stored in TOWeb's folder, without installing anything on your system.
3. Click **Test the site locally**. TOWeb builds the site, copies it into a test folder and opens it in your browser.
4. Send a form, place an order, book a slot.
5. Click **Stop** when you have finished.

Emails stay with you

No email is sent during the test. The messages your site would send (order confirmation, form message, booking) are displayed in TOWeb, under **Emails sent by the site**.

The test dashboard

Open the test dashboard opens the dashboard of this copy. Its first-login code is shown in TOWeb; it only works for the test, not for your live site.

No card payments

During the test, no connection is made to payment providers, so nothing is charged. Place your test orders by bank transfer, cheque or in-store pickup.

On Windows

If PHP does not start, TOWeb may ask you to install Microsoft's "Visual C++ Redistributable", with a download link. Install it, then click **Try again**.

Search engine optimisation (SEO)

Titles, descriptions, sitemap, redirects and analytics: helping search engines find your site, and tracking your visits.

Site settings

Open **Settings** › **SEO & Indexation**:

- your site's **Default title**;
- the **Default share image**: the image shown when someone shares a page that has no image of its own on a social network, in landscape format, ideally 1,200 × 630 px;
- **Allow indexing by search engines** and **Allow following links**: leave them ticked so you can be found;
- **Block AI training**: asks the robots that copy sites to train AI models not to read yours. AI answer engines, which cite your site (ChatGPT, Perplexity, Claude), stay allowed; to block them too, tick **Also block AI answer engines** in **Settings › Advanced**.
- Present the site to AI assistants (llms.txt): the published site contains an llms.txt file that presents your pages, products and posts to ChatGPT, Claude, Perplexity and other assistants. The box is ticked by default, and nothing is published if you block AI robots.

The published site's robots.txt file also asks search engines not to index the management area or the site's internal files (/iserv/).
The **IndexNow** field, in **Settings › Tracking & Analytics › Site Verification**, places your key at the root of the site at each publication. This file proves to compatible search engines, such as Bing, that the site is yours. TOWeb does not send them your addresses: that remains for you to do.
In **Settings** › **General**, the **Your business** section (legal name, address, company ID, phone, e-mail) describes your business to Google, in the site's structured data. Everything is optional: an empty field is not published.

Page by page

In the editor, open the **SEO** tab in the right-hand panel:

- **Meta title**: the title shown in search results (otherwise, the page's own), with a character counter under the field;
- **Description**: if left empty, the page's first sentence is used;
- **Social sharing**: the image, title and description shown when someone shares the page on a social network;
- **Indexation**: **Block indexing** for a page that must not appear in search engines. A blog post, a product or a documentation page hidden this way is not listed in the sitemap either;
- **URL**: the page's **File name** and its **Canonical URL**. A page cannot take the address reserved for the checkout, the shop, the blog or the documentation, nor the code of one of the site's languages: TOWeb refuses it.

Each product has its own **SEO** tab, and so does each blog post. The Blog page and the Documentation home also have their own title for Google, description and sharing image: **Settings** button, **SEO** tab. The Blog page's description is also shown under its title. For the Shop page, open **Shop** › **Store details**, **Shop page SEO** section. The address of the Shop and the Documentation can also be changed, and old links are redirected automatically.

> **No keywords**
>
> Google has ignored the keywords tag since 2009, and Bing uses it to spot spam. So TOWeb does not offer it, and importing a TOWeb 14 site does not carry it over: focus on the title and description instead.

> **The site address first**
>
> Enter the **Site URL** in **Publish**: without it, TOWeb cannot generate the sitemap (sitemap.xml) or the blog's RSS feed. Remember to add a site icon (favicon) too.

Your blog posts and products in Google

Each blog post publishes its structured data, the information Google reads: its title, summary, date, author and image. Your products publish theirs too, including their shipping costs and delivery times by country, taken from your shipping methods: Google can show them in its results and in the Shopping tab.
Blog posts and products are ready for **Google Discover**, Google's feed of suggestions on phones: their share image is prepared in a large size (1,200 × 630 px), and Google is allowed to show it large. A smaller image is never enlarged: to benefit, choose a featured image at least 1,200 px wide.

Change sites without losing your visitors

Is your new page replacing one from an old site? In the **Page** tab, paste the old address into **Former addresses of this page**: visitors and search engines will be redirected. And when you rename a page, TOWeb remembers its old address on its own.

Let the optimiser check

Each time you publish, the **Site optimizer** on the **Publish** screen flags what hurts your search ranking: missing or duplicate titles or descriptions, images without alt text, no main heading, broken links, forgotten placeholder text… When a **Fix** link comes with a finding, it takes you straight to where you can correct it.
The optimiser reviews the pages in the main language. Automatic translations are not reviewed, since you do not need to touch them up; their links, however, are checked in every language.

Measuring your audience

In **Settings › Tracking & Analytics**, paste your ID into **Google Analytics 4** (it starts with G-; a Google Ads ID, AW-, or Floodlight ID, DC-, is accepted there too), **Google Tag Manager** or **Facebook / Meta Pixel**. An ID that TOWeb does not recognise is flagged under its field and is not added to the published

site: check it in your account. With Google Analytics, your site sends the useful events by itself, with no code to add:

- product viewed, added to cart, checkout started and **purchase**, with its amount;
- contact form sent and booking confirmed;
- click on your email address or phone number;
- download of an installer (.dmg, .exe...).

> **With the visitor's consent**
>
> These measurements are only sent once the visitor agrees, in the site's cookie banner.

Several languages

A translated site declares each of its languages to search engines. See Translating your site.

Translating your site

Add languages: TOWeb translates the whole site and keeps it up to date with every change.

How it works

You write your site in its main language. For each language you add, TOWeb translates **the whole** site with AI (pages, menus, products, posts) and updates the translations as soon as you change a text. There is nothing to proofread or keep track of.
The texts TOWeb writes itself (cart, checkout, order emails…) are already translated: the AI only handles your own texts.

Adding a language

1. Open **Settings** › **Languages**.
2. Under **Add a language**, choose the language you want.
3. Click **Translate now**. Progress is shown language by language.
4. Open the **Preview**: your site now exists in the new language.

Afterwards, **Check translations** retranslates whatever has changed.

> ⚠ **You need a local AI or your own key**
>
> Translation uses the AI installed on your computer (Ollama) or your own key. Set it up in **TOWeb Settings** › **AI**: see Writing with AI.
> If the chosen provider has no key, the **Languages** screen names it and, if another provider's key is saved, offers **Switch to** that provider. A publication with no AI ready to translate says so, instead of going ahead without a word.

Where visitors switch language

Under **Where visitors switch language**, choose **In the header** (the most common), **In the footer**, **Floating badge** or **Nowhere**. You can add a flag next to each language, and **Offer visitors their language**: when a visitor's browser is set to another language of your site, a discreet banner, written in their language, offers to switch to it. Nobody is redirected without asking, and Google crawls your site in its main language, each language staying indexed at its own address. The visitor's choice, made with the switcher or in the banner, is remembered on their next visit.
In the header, a site in 2 or 3 languages shows its languages in full view, for example FR | EN, with the page's language underlined. Beyond three languages, a menu with a globe icon gathers them. On phones, the languages are in the menu.

Arabic and Hebrew

Your site can also be translated into Arabic and Hebrew. In these languages it reads from right to left: the layout and the menu are mirrored, while prices and numbers stay readable. The cart, checkout, forms, booking, the e-mails sent to your customers and your site's dashboard are translated.
A site name, a blog post tag or a collection written in these scripts is accepted and gets a valid address.

A site in Greek or Hebrew keeps its fonts offline, when the chosen font contains these alphabets. Otherwise, the text appears in the system font.

Addresses

The main language stays at the root of your site, each other language has its own folder: for example **/de/** for German. Each page tells search engines about its versions in the other languages.
In another language, a page's address takes its translated title, for example /de/kontakt/ for the Contact page, and it is fixed as soon as it is published. On a multilingual site already online, some translated addresses may therefore change at the next publication: the old address redirects to the new one, so as not to lose search ranking, and search engines take a few days to adopt it.

Your edition

Anyone can add languages, translate and see the result in the preview. **Publishing** additional languages is part of the paid editions, with a number of languages that depends on the edition. Without it, the published site carries only its main language; the **Languages** screen tells you so.

> **Correcting a translation**
>
> To touch up a sentence by hand, open **Settings** › **Languages** and click **Open the translation file (.po)** on the language's line. The file opens in your translation editor (Poedit, which is free, or a text editor). Your correction applies the next time the preview or the site is generated, and TOWeb keeps it in later translations, as long as the original text does not change. Leave the numbered markers in square brackets as they are.

Driving TOWeb with an AI assistant

Create and edit your sites by talking to Claude, ChatGPT, Gemini or Cursor: turn on AI control, connect your assistant and phrase your requests well.

An AI assistant such as Claude, ChatGPT, Gemini or Cursor creates and edits your sites in TOWeb: you describe what you want, and it does it in TOWeb, before your eyes. It **can be tried in every edition**, and full AI control is included in the **Studio** edition. Start with the overview: its four golden rules will spare you most difficulties.

01 **Overview**
What an AI assistant does in TOWeb, and the four golden rules to know before you start.

02 **Turning on AI control**
Allow AI assistants in TOWeb's settings, then add your assistant in one click.

03 **Claude Desktop**
Connect the Claude desktop app to TOWeb in one click.

04 **ChatGPT and Codex**
Connect the ChatGPT desktop app and Codex to TOWeb with a single button.

05 **Gemini**
Connect Gemini CLI to TOWeb, and stop it from searching the web.

06 **Cursor**
Connect Cursor to TOWeb, with the installation link or by hand.

07 **Claude Code**
Connect Claude Code, the command-line tool, to TOWeb.

08 **LM Studio**
Connect LM Studio, and an AI model running on your computer, to TOWeb.

09 **Phrasing your requests well**
The first request that works, the instruction that avoids detours, and examples to reuse.

10 **What the assistant can do, and what it doesn't**

Publication always subject to your consent, changes that can be undone, access limited to your sites.

11 Troubleshooting

The five most common difficulties with an AI assistant, their cause and the solution.

Overview

What an AI assistant does in TOWeb, and the four golden rules to know before you start.

Connected to TOWeb, your AI assistant becomes a web designer you talk to. It creates and edits your sites in TOWeb: pages, text, images, shop, styles and translations, all the way to publication, with your consent. It uses the same features as you do: everything it does can then be adjusted in TOWeb, as if you had done it yourself.
Fully driving TOWeb with an AI assistant is included in the **Studio** edition. In the other editions, you can **try it**: the assistant creates and builds complete websites before your eyes. During the trial, it only edits the websites it created, marked “AI trial”: your hand-made websites stay untouched, it can only read them or make a copy of them. A website created during the trial can be published with the Studio edition, without redoing anything. See The TOWeb 15 editions.

The four golden rules

1. **Open TOWeb before the assistant.** You then see every change live, and you can undo it. With TOWeb closed, the assistant works on your site files; it joins you as soon as you open TOWeb on the same site.
2. **Open a new conversation after adding TOWeb.** A conversation started earlier doesn’t know about TOWeb.
3. **Choose “Always allow” for TOWeb.** Otherwise, the assistant asks your permission for every action, dozens of times per site.
4. **Plan on a paid subscription to your AI assistant.** The free plans of AI assistants are enough to try it out, but their quota often runs out before a site is finished: you then have to wait several hours to continue.

What you need

- TOWeb in any edition for the trial, or in the **Studio** edition for full AI control, with AI control turned on: see Turning on AI control.
- An assistant installed on your computer: Claude Desktop, ChatGPT or Codex, Gemini CLI, Cursor, Claude Code or LM Studio. Nothing else to install: TOWeb provides everything needed.

> **For your first tries**
>
> Ask the assistant to create a new site rather than edit your live site: you discover how it works without any risk.

Turning on AI control

Allow AI assistants in TOWeb's settings, then add your assistant in one click.

Allow AI assistants

1. Open **TOWeb Settings** › **AI**.
2. In the **AI assistant (MCP)** section, turn on **Allow AI assistants**. Access stays closed until you turn it on.
3. Click your assistant's **Add to...** button, for example **Add to Claude Desktop**, then quit the assistant completely and start it again.

The button changes to **Connected to...** as soon as the assistant has reached TOWeb: that's the proof everything works. The same switch cuts access at any time.
Leave this screen open while you restart the assistant: the button changes to **Connected to...** on its own.
TOWeb only shows a button for the assistants installed on your computer. For another assistant, it offers a configuration to copy below the buttons, specific to your computer. Each assistant has its own page in this chapter.

TOWeb open or closed

- **TOWeb open**: the assistant works in the open site. You see every change live, and you undo it just like your own.
- **TOWeb closed**: the assistant works directly on your site files. You find its changes the next time you open the site.

If the assistant started before TOWeb, it finds TOWeb again on its next request, once TOWeb is open.

> ⚠ **On Mac**
>
> Launch TOWeb from the **Applications** folder, not from the disk image or the Downloads folder: the assistant would no longer find it. TOWeb warns you in its settings if it is running from a temporary location.

Claude Desktop

Connect the Claude desktop app to TOWeb in one click.

To install it: download Claude Desktop from Anthropic's official website.

Connecting Claude Desktop

1. In **TOWeb Settings** › **AI**, click **Add to Claude Desktop**. TOWeb writes Claude's configuration and keeps a copy of the previous one.
2. Quit Claude completely: closing its window is not enough. On Mac, press **⌘Q** in Claude; on Windows, right-click the Claude icon near the clock, then **Quit**.
3. Start Claude again and open a new conversation.

Checking

In TOWeb, the button shows **Connected to Claude Desktop**.

Good to know

- On the first action, Claude asks permission to use TOWeb's tools: choose **Always allow**.
- Depending on your version of Claude, **Always allow** only applies to the current conversation: do it again once in each new conversation.
- Claude's free plan is enough to connect TOWeb and try it out, but its quota often runs out before a site is finished: you then have to wait several hours to continue.
- The version of Claude installed from the Microsoft Store is supported by the button.

ChatGPT and Codex

Connect the ChatGPT desktop app and Codex to TOWeb with a single button.

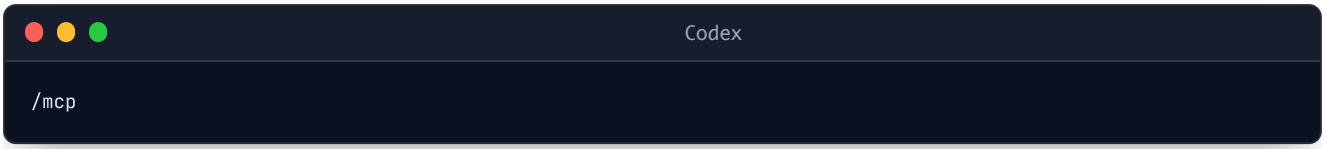
The ChatGPT desktop app and Codex share the same configuration: a single button connects both. To install them: download ChatGPT or install Codex from OpenAI's official website.

Connecting ChatGPT and Codex

1. In **TOWeb Settings** › **AI**, click **Add to ChatGPT**.
2. Quit ChatGPT or Codex completely, start it again, then open a new conversation.

Checking

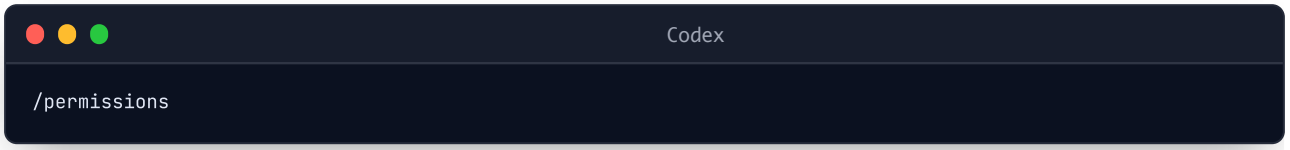
In Codex, type this command:



toweb should appear as connected.

Good to know

- Start Codex normally, never as administrator.
- Don't use **Create custom MCP server**: that window only accepts online servers. TOWeb's **Add to ChatGPT** button is all you need.
- To avoid approving every action, type this command in Codex:

  Then choose **Approve for me** or **Full Access**. On Windows, if Enter doesn't confirm a choice, type its number.
- Add to your requests "Use only the tools of the toweb server: no screen control, no web search, no file reading." Without this instruction, Codex may try to control the screen.
- The ChatGPT app may see TOWeb without using it: this is a known issue at OpenAI. If it happens to you, use Codex.

Gemini

Connect Gemini CLI to TOWeb, and stop it from searching the web.

TOWeb connects to Gemini CLI, Google's Gemini assistant that you use in a terminal. The button appears when Gemini CLI is installed on your computer.
To install it: install Gemini CLI from Google's official website.
With Node.js, you can also install it with this command, in a terminal:

```
Terminal                                                    BASH / SHELL

npm install -g @google/gemini-cli
```

Connecting Gemini

1. In **TOWeb Settings** › **AI**, click **Add to Gemini**.
2. Open a terminal in an empty folder and start Gemini with a fast model:

   ```
   Terminal                                                 BASH / SHELL

   gemini -m flash
   ```

   "flash" always means the current fast model: see Google's Gemini models page.

Checking

In Gemini, type this command:

```
Gemini CLI

/mcp
```

The **toweb** server should appear, with its tools.

Good to know

- With a personal Google account, "Sign in with Google" may be refused. In that case, create a free API key in Google AI Studio and give it to Gemini.
- When Gemini starts, choose **Use Gemini API Key** and paste your key. Keep it to yourself: never publish it anywhere.
- Gemini tends to search the web for "TOWeb", where it finds nothing useful. Write in your request "Use only the tools of the toweb server: no screen control, no web search, no file reading."

Cursor

Connect Cursor to TOWeb, with the installation link or by hand.

To install it: download Cursor from the official Cursor website.

Connecting Cursor

1. In **TOWeb Settings** › **AI**, click **Add to Cursor**: Cursor opens and asks you to confirm adding TOWeb.
2. Confirm, then open a new conversation in Cursor.

No button? In Cursor, open **Customize** › **MCPs** › **New MCP Server**, paste the block from the **Claude Desktop, Cursor, Gemini…** tab in TOWeb's settings, then save.

Checking

In Cursor's list of MCP servers, **toweb** appears, turned on.

Good to know

- Cursor readily reads the files of the open folder. Add to your requests "Use only the tools of the toweb server: no screen control, no web search, no file reading."

Claude Code

Connect Claude Code, the command-line tool, to TOWeb.

Claude Code is Claude's command-line tool for developers. It is installed separately, and connects to TOWeb with a command.
To install it: install Claude Code from Anthropic's official website.

Connecting Claude Code

1. In **TOWeb Settings** › **AI**, open the **Claude Code** tab and copy the **claude mcp add...** command.
2. Paste it once into a terminal, then start Claude Code.

Checking

In Claude Code, type this command:



toweb should appear as connected.

Good to know

- This command is for Claude Code only. For Claude Desktop, use the **Add to Claude Desktop** button: pasted anywhere else, the command connects nothing.
- When Claude Code asks permission to use a toweb tool, choose the option that doesn't ask again.

LM Studio

Connect LM Studio, and an AI model running on your computer, to TOWeb.

LM Studio runs an AI model on your computer: your conversations never leave it.
To install it: download LM Studio from the official LM Studio website.

Connecting LM Studio

1. In **TOWeb Settings** › **AI**, click **Add to LM Studio**: LM Studio opens and asks you to confirm adding TOWeb.
2. Confirm, then open a new conversation in LM Studio.

Checking

In LM Studio, **toweb** appears among the MCP servers.

Good to know

- The result depends on the model you choose and on your computer: building a site requires a model that can use tools. Choose it from the LM Studio model catalog. For a complete site, an online assistant such as Claude, ChatGPT or Gemini is faster.

Phrasing your requests well

The first request that works, the instruction that avoids detours, and examples to reuse.

A first request that works

Present your project as you would to a web designer, and ask it to suggest styles before building:

> **Copy, then adapt**
>
> You are my web designer. With TOWeb, create a new site for my physiotherapy practice in Bordeaux: home, treatments, rates and contact. Before building, suggest 3 suitable TOWeb styles. Use only the tools of the toweb server: no screen control, no web search, no file reading

The assistant presents three TOWeb styles; you choose, and it builds the site.

The instruction that avoids detours

Add to your requests “Use only the tools of the toweb server: no screen control, no web search, no file reading.” TOWeb’s styles and templates are not on the web: without this instruction, some assistants look for them there, or try to control the screen.

Working page by page

One request per page or per topic gives better results than a whole site at once, and spares your assistant’s quota. Look at the result in TOWeb, then ask for adjustments.

Useful requests

- Create a new site for Atelier Lumen, a photographer in Nantes, with 3 pages: home, gallery and contact. Choose a sober TOWeb style yourself
- Add a Pricing page with three plans, between Services and Contact
- On the home page, rewrite the title and introduction in a warmer tone
- Replace the header image on the home page with a photo of vineyards at sunset
- Change the main colour to midnight blue, and choose more elegant fonts
- Suggest another TOWeb style for this site, and apply it if I agree
- Add a shop with 4 products, their prices and their photosAdd a Book page: a table for 2 to 8 people, Tuesday to Saturday, lunch and dinner
- Add a 6-question FAQ at the bottom of the Services page
- Add French and Spanish, and translate the whole site. Keep Atelier Lumen as it is
- Check the site before publishing, and fix what can be fixed
- Prepare the publication

> **Don’t like a change?**
>
> Just say so: “Undo your last change.” You can also undo it yourself in TOWeb.

What the assistant can do, and what it doesn’t

Publication always subject to your consent, changes that can be undone, access limited to your sites.

It works in TOWeb just like you

The assistant uses TOWeb’s features: pages, text, images, styles, shop, bookings, blog, documentation, translations and site settings. Everything it creates can then be adjusted in TOWeb, by hand or by asking it.

It only publishes with your consent

When the assistant wants to put a site online, TOWeb asks you to confirm: **Publish** or **Decline**. Without an answer within 10 minutes, or if TOWeb is not open on that site, nothing is published.
For a test or demo site only, the **Publish** › **Advanced options** screen offers **Let the AI assistant publish this site without asking me**.
When the assistant adds or changes code that will run on the site (custom code, .htaccess, header script, **Embed** block), the **Publish** screen shows it in the **AI assistant changes to review** box, with a **View** button for each change. Nothing is blocked, and the list clears after the next publication.

Everything can be undone

Every change made by the assistant is recorded in TOWeb’s history. With TOWeb open, you undo it just like your own, with **⌘Z** on Mac or **Ctrl+Z** on Windows. You can also ask the assistant to undo. See History and backups.

It only has access to your sites

Through TOWeb, the assistant only reaches your TOWeb sites, and only when **Allow AI assistants** is turned on. Turn the switch off, and no assistant can act in TOWeb any more.
The assistant cannot delete a site.
It does not see the secret keys of your payment methods, and cannot send a request to support on your behalf.
What else the assistant can do on your computer (read files, control the screen, search the web) depends on its own settings, not on TOWeb. The instruction “only the tools of the toweb server” keeps it on your site.
Your requests, and the content of your sites that the assistant reads, go through the assistant’s service, under the terms of your account with it. With LM Studio, everything stays on your computer.

Troubleshooting

The five most common difficulties with an AI assistant, their cause and the solution.

The assistant doesn’t see TOWeb

Cause: the conversation started before TOWeb was added, or the assistant was not quit completely.
Solution: check that **Allow AI assistants** is turned on, quit the assistant completely, start it again and open a new conversation. In TOWeb, the button should show **Connected to…**.

Permission requests keep coming

Cause: the assistant asks permission for every action.
Solution: allow TOWeb once and for all, with **Always allow** in Claude, or automatic approval in Codex.

The assistant stops partway

Cause: your assistant’s quota has been reached, which happens quickly on a free plan.
Solution: what has been done stays in TOWeb. Pick up later in a new conversation, for example: “Continue the site open in TOWeb: the Contact page is still to do.” For a whole site, prefer a paid subscription and work page by page.

TOWeb doesn’t show the changes

Cause: TOWeb is open on a different site from the one the assistant is working on.
Solution: open in TOWeb the site the assistant is working on. It joins you right away, and you see its changes live.

The assistant shows toweb as failed

Cause: an update or a reinstallation of the assistant reset its configuration.
Solution: in **TOWeb Settings** › **AI**, click **Add to…** again, then quit the assistant completely and restart it.

Gemini searches the web for TOWeb

Cause: TOWeb’s styles and templates are not on the web, and Gemini looks for them there by reflex.
Solution: write in your request “Use only the tools of the toweb server: no screen control, no web search, no file reading.” Also start Gemini from an empty folder.
Still having trouble? Contact support from TOWeb.

Licence and support

Activate your licence, change computers, contact support, go back in time and back up.

Everything around your work: your licence, your safety and help from our team.

01 **Activate your licence**

Buy from within TOWeb, enter a key received by email, and get the TOWeb 14 upgrade price.

02 **Changing computers**

Transfer your licence and your sites to a new Mac or PC, without losing anything.

03 **Contacting support**

Write to our team from TOWeb, with your screenshots, and get a reply by email.

04 **History and backups**

Undo a change, go back to an earlier version of the site, and back up your work.

Activate your licence

Buy from within TOWeb, enter a key received by email, and get the TOWeb 14 upgrade price.

Opening the License screen

Click the licence panel at the bottom of the sidebar: **Standard edition** as long as you have no licence, otherwise the name of your edition.
At the top of the screen, the **License agreement** link opens the TOWeb 15 licence agreement, in every edition; **Save as PDF...** keeps a copy. Before a purchase, the terms of sale checkbox mentions it too.

Buying from within TOWeb

1. Click **Upgrade to...** under the edition you want.
2. The secure payment page opens in your browser. You can close the TOWeb window: it keeps an eye on the payment.
3. As soon as the payment is confirmed, your edition is activated on this computer. You don't have to enter anything.

The payment page offers an optional **Company** field: your company name then appears on the invoice, under yours.
Your key is also sent to you by email: keep it, you'll need it to install TOWeb on another computer.

Entering a key

1. Under **Already have a key?**, paste your **License key**.
2. Click **Activate**.

Activation requires an Internet connection. After that, the screen shows your plan, its status (**Valid**, or **Offline** when TOWeb couldn't re-check it) and the date of the last check, with a **Check now** button.

Two computers

A licence is used on two computers, for example at the office and at home, but not at the same time. Activate it with the same key on each. To use it on another computer, see Changing computers.

You have TOWeb 14 or an earlier version

An upgrade price is reserved for you, whatever your old version.

1. In the **License** screen, open **I already own TOWeb (version 14 or earlier)**.
2. Enter the full **Invoice number** of one of your TOWeb purchases, exactly as it appears on the invoice (for example 140312000087-021456).
3. Enter the **Email address** used for one of your purchases, even an old one.
4. Click **Apply upgrade price**: the prices shown become your upgrade prices.

> **Your TOWeb 14 key**
>
> A TOWeb 14 key doesn't activate in TOWeb 15: TOWeb then offers you the upgrade options.

If the licence expires or is no longer active

TOWeb must check your licence online at least once every 60 days. Without a check, your licence features stop until the next Internet connection, which restores them on its own. TOWeb warns you beforehand, in the **License** screen and with a reminder.
Your sites always remain accessible: you can open, edit and save them. If in doubt, contact support.

Changing computers

Transfer your licence and your sites to a new Mac or PC, without losing anything.

1. Back up your sites

On the old computer, for each site:

1. Open the site.
2. On the **Project** screen, click **Backups**.
3. Click **Back up now** and save the file to a USB stick, a drive or a shared folder. You can **Password-protect the backup**.

The backup contains the whole site: pages, products, media and theme.

2. Release your licence

Still on the old computer, open the **License** screen and click **Deactivate**. Confirm: the licence is released and can be reactivated with the same key on another computer.

> **Two computers per licence**
>
> A licence is used on two computers, not at the same time. **Deactivate** on one and then **Activate** on the other is free, as many times as you like. If the old computer is no longer available and the licence is already active on two computers, activate it on the new one anyway: TOWeb offers **Use it here**, which, after confirmation, deactivates it on whichever of the two was used least recently. This is a transfer, allowed 3 times per 12-month period; beyond that, write to support.

3. Install TOWeb on the new computer

1. Install TOWeb 15.
2. Open the **License** screen, paste your key under **Already have a key?** and click **Activate**.

4. Restore your sites

1. On the **Sites** screen, click **Restore a backup...** and choose the file.
2. Enter the password if the backup is protected, then click **Restore**.
3. Choose where to restore the site, then open it from the home screen.

5. Re-enter your passwords

For security, saved passwords (FTP or SFTP connection, AI keys) are encrypted for the computer that saved them. On the new computer, TOWeb simply asks you to enter them again.

Contacting support

Write to our team from TOWeb, with your screenshots, and get a reply by email.

From TOWeb

The **Support** screen is at the bottom of the sidebar. It is always available, even with no site open: it is precisely when something is stuck that you need it.
At the top of the form, a panel leads to the whole documentation and to the most requested articles: menu and footer, sections, colours and fonts, importing a TOWeb 14 site, publishing. They open in TOWeb's language: the answer may already be there.

1. Click **Support**.
2. Enter **Your email address**: that is where the reply goes, and it is used for nothing else.
3. Give a short, precise **Subject**.
4. Under **What happened**, describe what you were doing, what you expected and what happened instead.
5. Add up to 3 **Screenshots** (PNG or JPEG): take your screenshot, then click **Paste**, or **Choose a file**.
6. Click **Send**.

A typo in the address of a major webmail service, Gmail or Hotmail for example, is flagged with "Did you mean …?": one click corrects it. Your address is always accepted as it is.
We reply by email.

Attaching a backup of your site

So that support sees the problem as you see it, tick **Attach a backup of my site**: the open site is sent with your request. This box is available in every edition.
The copy is encrypted on your computer before it leaves. The site's passwords and secret keys (payment, email, publishing) are removed from it, and it is deleted from the server as soon as support has retrieved it, after 48 hours at the latest.
Tick **Include my publishing credentials (FTP/SFTP)** only if support needs to publish the site for you.
Sending continues in the background, even if you leave this screen, and resumes on its own if TOWeb was closed.
The backup sent is always the latest version of your site, including what you had just typed.

A problem importing an older site

If your question is about importing a TOWeb 5 to 14 site, support needs the backup of the old site, not that of the imported site. Click the link **Send a backup from an older version of TOWeb (.wga) instead…** and choose the .wga file: it goes with your request, encrypted the same way, even if the import succeeded. No file transfer service needed any more.

What is attached to your message

Some **technical information** about your computer and your licence accompanies your message, to help us reproduce the problem. Without the backup, nothing else is collected: no content from your site, no logs.

If sending fails

Your message stays on screen, nothing is lost. Try again, or click **Send by email** to send it from your email software; in that case, attach your screenshots yourself. You can also write to us directly at support@lauyan.com.

> **An effective message**
>
> Describe the steps one by one, and say which site is concerned. For an import problem, attach the import report (see Reading the import report).

History and backups

Undo a change, go back to an earlier version of the site, and back up your work.

Undo and redo

TOWeb saves your work as you go. To undo a mistake:

- in a text, **⌘Z** (Mac) or **Ctrl+Z** (Windows) undoes the last keystroke;
- the **Undo** and **Redo** buttons in the top bar undo the last change to the site: page, theme or settings.

Each change is a separate step, even when two arrive at the same moment (yours and an AI assistant's, for example). Undo never touches what cannot be undone: publishing settings, the mail connection, the site notes and the media imported in the meantime stay in place.

Version history

TOWeb sets **restore points**: each time the site is opened, while you work, before each publication, before a request to the AI, before a product import, and every time you press **⌘S** (or **Ctrl+S**).

1. Click the **Saved** indicator in the top bar: the **Version history** opens.
2. Each point shows its reason, its date and the number of pages, posts and products.
3. Click **Restore** on the point you want, then confirm.

A point is set just before going back: you can always return to the current state. You can also **Take a restore point now** and name it before a big change.
These points also help in case of an accident: if the site's main file is damaged (a power cut during saving, for example), TOWeb replaces it on opening with the one from the latest restore point and keeps the damaged file alongside. A page that was saved but is missing from the page list is recovered the same way.

> **Content only**
>
> The history archives the site's content: pages, posts, products, theme and settings. Your images are never copied; that is why it stays light.

A site open in two places

A site can only be edited in one place at a time. If it is open in another TOWeb window or on another computer (a folder shared by a sync service, for example), TOWeb shows **Site open elsewhere** and no longer saves anything from the window you are in, pages included, so as not to overwrite the work done on the other side. Reopen the site to continue.

Backups

History protects against a mistake; a **backup** protects against losing your computer.

- **Manual backup**: with the site open, **Project** screen › **Backups** › **Back up now**. The file contains the whole site, media included, in its latest version, including what you had just typed. Keep it on a USB stick or an external drive, password-protected if you wish.

- **Automatic backup**: after each successful publication, TOWeb backs up your site in its own data folder, outside the site folder, and keeps the last five.

To restore: **Sites** screen › **Restore a backup...**, or, with the site open, **Project** › **Backups**, which also lists the automatic backups. See also Changing computers.
You choose where to put the restored site: TOWeb creates a new folder named after the site inside that folder, “My site (2)” if the name is already taken, then opens it straight away. A password-protected backup asks for its password first.

> **A site saved by a newer version**
>
> A site saved with a newer version of TOWeb does not open in an older version, and its backup cannot be restored there: the older version could erase what it does not know. TOWeb shows the version that saved the site and offers to **Check for updates**, without changing anything.

Troubleshooting

When something does not work as expected: the known causes and how to fix them.

Known problems, their cause and the steps to fix them. If your case is not listed, contact support from TOWeb.

01 **Windows prevents TOWeb from saving your sites**

The Windows “Controlled folder access” protection blocks saving: how to allow TOWeb.

Windows prevents TOWeb from saving your sites

The Windows “Controlled folder access” protection blocks saving: how to allow TOWeb.

On Windows, a Microsoft Defender protection called **Controlled folder access** can prevent TOWeb from saving your sites in the Documents folder. TOWeb warns you as soon as you open a site: “Windows is preventing TOWeb from saving this site”. Until TOWeb is allowed, your changes cannot be saved.

Why this happens

This protection is off by default. It was turned on on your computer, by you, by your administrator or by your antivirus. It only lets the apps that Windows already knows write to your personal folders. TOWeb 15 is recent: Windows does not know it yet.

Allow TOWeb

1. Open **Windows Security**: Start menu, then type “Windows Security”.
2. Choose **Virus & threat protection**, then **Protection history**.
3. Click the **Protected folder access blocked** entry that mentions **TOWeb V15.exe**.
4. Click **Actions**, then **Allow on device**.
5. Go back to TOWeb: saving resumes.

Another way: in **Virus & threat protection**, open **Manage ransomware protection**, then **Allow an app through Controlled folder access**, and add TOWeb V15: by default, C:\Program Files\TOWeb V15\TOWeb V15.exe.
If your computer is managed by a company, this setting may be locked: ask your administrator to allow TOWeb.

With another antivirus

Some antivirus programs have a similar protection against ransomware. The principle is the same: add TOWeb to the allowed apps in your antivirus folder protection.