



## WebCan Mailer Documentation

WebCan Mailer is full featured mailing list software that has been created to be easy to use and implement. It has also been created to be very easy to install. You can use WebCan Mailer to collect email addresses from web visitors that would for example like to receive your newsletter, special offers, etc. You can also use WebCan Mailer to send email to the email addresses you have collected from visitors. The application is web based and password protected.

### Features

- Easy to Install and Configure
- Manage customer email addresses with automatic subscription and unsubscribe.
- Email addresses must be confirmed (OPT-IN) so that people cannot spam email.
- Manage your email users and emails with an extensive Admin Control Panel.
- Admin Control Panel is easy to use with extensive support.
- WebCan Mailer can Import by copying and pasting into the Control Panel.
- You can export email addresses to a file or web browser to add users to your list.
- Email addresses can easily be removed or added from the Control Panel.
- Customizable HTML templates to match your site and provide visitors with responses.
- Built In – Auto response emails when visitors subscribe to the mailing list.
- Comes with a setup interface for easy installation. You don't have to edit any files.
- Manage thousands of users with one easy to use interface.

### 1.1 Requirements

What is required to run WebCan Mailer?

- **Your own standard cgi-bin directory.**  
This is the directory where the cgi scripts are executed from. An example of a standard cgi-bin directory: <http://www.yourdomain.com/cgi-bin>
- **Perl Ver 5+**
- **FTP access to transfer files and to set permissions of files and directories.**
- **Linux/Unix based host/server**

If you are new to CGI Scripts or don't know what it is: Please contact WebCanDo support for installation pricing.

### Installation Instructions

The installation of WebCan Mailer is painless. Every measure has been taken to ensure that you get it right the first time. You don't have to edit any files, and only need to supply information via a setup interface.

Follow the steps below exactly as described and you should have WebCan Mailer serving you in a couple of minutes. Read the steps prior to installation. The setup instructions are easily installed on a standard Linux Server. We have included all the necessary instructions to ensure a clean installation and avoid any setup problems.

### **Step 1. (Extract the .zip archive)**

Extract the files with their directories that came in the .zip archive to your desktop. The installation .zip will contain three (3) directories inside it. These directories are as follows: **'cgi'** (codebase), **'data'** (site templates and subscribers) and **'html'** (used for images)

### **Step 2. (Create a directory called 'html' and "data" on the public directory)**

Create a directory called 'html' and "data" on your webserver. This directory should be inside your public html directory. It will hold images (.gif files) and your data templates that will be used inside the WebCan Mailer Control Panel. This directory must not be placed inside your cgi-bin.

### **Step 3. (Copy image files to the 'html' directory and the template files to the "data directory)**

Now copy the image files inside the **'html'** directory of the .zip archive to the 'html' directory you have created in step 2. It would be as follows: **<http://www.yourdomain.com/html/>**

Now copy the template files inside the **'data'** directory of the .zip archive to the 'data' directory you have created in step 2. It would be as follows: **<http://www.yourdomain.com/data/>**

### **Step 4. (Create a directory called "wcdml" to your 'cgi-bin' directory)**

Create a new directory called "wcdml" in the cgi-bin. Then create a new sub-directory called "cgi" and copy the files to the **'cgi'** directory of the .zip installation to your directory. It would be as follows: **<http://www.yourdomain.com/cgi-bin/wcdml/cgi>**

### **Step 5. (Set permissions of the script inside the 'cgi-bin' directory to 755)**

Set the permissions of the .cgi and .pm files to the permission setting of 755. If you don't know how to set permissions then contact WebCanDo support to find out.

### **Step 6. (Set config.cgi to the permission setting of 777)**

Assign the permission setting of 777 to config.cgi The config.cgi is one of the files that you copied/transferred into your cgi-bin directory in step 4.

### **Step 7. (The setup interface)**

Load setup.cgi in your browser and follow the online instructions from there. setup.cgi is in your 'cgi-bin' directory where you have copied the .cgi and .pm files as explained in step 4. It should be located at, for example: **<http://www.yourdomain.com/cgi-bin/wcdml/cgi/setup.cgi>**

See Setup Interface Instructions Below

## Setup Interface

### Step 1. You must agree to the WebCan Mailer Terms

Click Yes I agree to Terms

### Step 2. Add Full Server Path to the Directory

**Full Server Path to the 'Data' Directory:**

In the installation instructions you should have **created a directory which is referred to as 'data'**. You should also have transferred data files to this directory. Supply the **full server path to this directory** above. If you don't know the full server path to the 'data' directory, contact your host/isp for the full server path to your 'home' directory. From there you should be able to determine the full server path to the 'data' directory.

### Step 3. Add URL Path To Your "HTML" images Directory

**URL Path To Your 'HTML' Directory:**

In the installation instructions you should have **created a directory that holds images**. You should also have transferred the images to this directory. Please specify the URL path to this directory above.

### Step 4. Add URL Path to .cgi script directory

**URL Path where the .cgi script files are located:**

Please supply the URL path to the .cgi script files, above. This URL path is the path to where the .cgi script files are located.

### Step 5. Specify the sendmail path

**Specify the server location of sendmail:**

This is the location of your sendmail executable. If you do not know the location of sendmail, contact your web host and ask them for the full server path to the sendmail executable so that you can send email from your Perl scripts.

### Step 6. Create a username and password

**User Name For The Control Panel:**

**Password For The Control Panel:**

The user name and password above will be used to protect your control panel. Please note if you lose your password you must run setup.cgi again.

## Step 7. Click Next and check the results of the Self Test.

Ensure that you do not move to the final step until all fields are OK. If one of the paths are indicated as being incorrect, use the back button of your browser to go back.

## Setup Complete

### Final Setup Notes

- **Please delete setup.cgi now.** If it is present this can create a security hole. If you need to run setup.cgi again for some reason, just ftp/copy setup.cgi to your cgi-bin directory where the cgi scripts resides, chmod 755 (assign permissions of 755) to it and load up setup.cgi in your browser.
- **Assign permissions of 755 to config.cgi**

### Lost Password

You can retrieve your password to the admin control panel by running setup.cgi again. If you deleted setup.cgi you will have to transfer it back and assign permissions of 755 to it.

### How To Change User Name or Password

Assign permissions of 777 to config.cgi and run setup.cgi - After you changed the user name and password assign permissions of 755 to config.cgi

Click to [Go to your WebCan Mailer Admin Control Panel](#)

## 1.3 How to Use WebCan Mailer

### 1.3.1 How to place the Mailing List subscription box on your web site.

To start collecting email addresses for your mailing list, go to the WebCan Mailer Control Panel and click the 'Get HTML Code' tab. You will be presented with a box containing HTML code. Copy and Paste the HTML code you get from the box into a new html page of your web site that will be used for subscriptions and unsubscribe form. You will probably also want to customize the mailing list-subscription-box (look and feel) - You should be able to do this with your web editor.

### 1.3.2 How to customize user responses (templates)

Templates are being used to indicate responses to visitors when they subscribe or unsubscribe from your mailing list. To edit the templates, click the 'Templates' tab in the Control Panel. The templates can be edited by copying and pasting the HTML code directly into your web editor when editing templates from the Templates tab. Once you have changed the template contents, you may copy and paste it back into the edit box and save it.

To make use of images in the templates, you must use a URL link to indicate their locations. For example: `` will not work. You have to indicate the entire URL where someimage.gif is located. For example: ``

### 1.3.2 How to customize default Email messages (Email responders)

Two Email Messages will normally be sent to visitors when they subscribe to the mailing list. These email messages can be customized in the 'Templates' tab in the Control Panel.

#### **Confirmation Email**

This email message is sent to a potential subscriber (visitor that chose to subscribe to the mailing list). This email asks the potential subscriber to click a link to confirm his/her subscription. Once the potential subscriber has clicked the link, he/she will be subscribed to the mailing list. The confirmation process has been implemented with WebCan Mailer so that the person trying to subscribe to the mailing list must confirm that they indeed requested to subscribe to the list.

#### **Welcome Email**

This email is sent to a subscriber welcoming him/her to the mailing list. It is sent after the subscriber confirmed his/her email address by clicking the link inside the confirmation email.

### 1.3.3 How to manage Email Addresses

You can easily export or insert any addresses to your list in the 'Manage Email Addresses' tab.

### 1.3.4 Sending Email

You can compose email and send the email to your subscribers in the 'Send Email' tab.

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