

# MAP-BASED WEB EXPORT MANUAL



Publish your own photos to a map-based site.

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## **INTRODUCTION**

This web module will allow you to publish your photos to an HTML5-based website based around Google Maps, but without having to go through any approval process or delay, unlike other Google-based publishing sites. It works best with georeferenced photos but will also show non-located photos.

## **REQUIREMENTS**

- Lightroom 3 or newer, including CC versions.
- Mac or PC.

## **CONTACT AND SUPPORT**

You can get support or ask questions in the support desk. Please check the FAQ before contacting support, many common questions are already answered here.

<http://www.lightroom-plugins.com/support/index.php?/Lightroom/Troubleshooter/List>

<http://www.lightroom-plugins.com/faq.php>

## **LEGAL STUFF**

This plug-in is not specifically endorsed by Adobe Inc®.

## FEATURES

- Make the most of your georeferenced photos by displaying them on an interactive map
- Extremely configurable
- Based on modern HTML5
- Cross-platform; works in IE, Chrome, Safari, Firefox and on Mobile
- Fast and responsive
- Optionally use a CDN (Content Delivery Network) for the images
- Optionally use Google Analytics
- Slideshow built in
- Social features (Twitter, Facebook, Pinterest, Google+)

## DEMO RESTRICTIONS

In the trial version of this WebEngine, the following restrictions are in place:

- Some of your thumbnail links will randomly be set to go to <http://www.lightroom-plugins.com> instead of the full image page.
- CDN (Content Delivery Network) use is not available.
- A visible link to <http://www.lightroom-plugins.com> will be placed on each page.

## INSTALLATION

Unfortunately installation of WebEngines is considerably trickier than installation of normal plugins. The new WebEngine needs to be put on disk in exactly the right place otherwise it is not picked up by Lightroom. On Windows, we strongly recommend using the MSI installer.

### WINDOWS

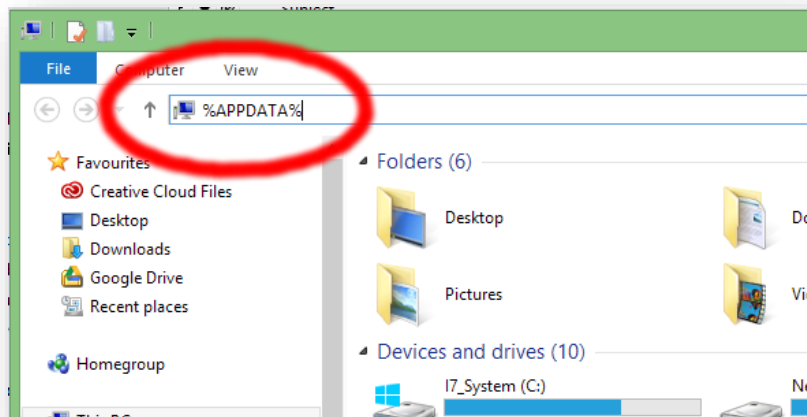
#### AUTOMATIC INSTALLATION

The easiest way to install on Windows is to use the MSI installer. Simply double-click and run through the prompts that appear. The new gallery will be available the next time you start Lightroom.

#### MANUAL INSTALLATION

If you prefer to install manually, download the ZIP file instead of the MSI. Follow these steps to put the WebEngine into the correct place manually.

1. Unzip the download to find a folder called **"MapEngine.lrwebengine"**.
2. Open Windows Explorer (not Internet Explorer) by right-clicking on the Windows "Start" button and selecting "Explore" or "Open Windows Explorer".
3. In the address bar of Windows Explorer, type in **"%APPDATA%"** (without the quotes, but with the percent



signs).

4. Navigate to the folder **"Adobe"**, then **"Lightroom"**, the **"Web Galleries"**. You should now see the default galleries listed.
5. Copy the **"MapEngine.lrwebengine"** folder to the **"Web Galleries"** folder.

## MAC

After downloading the ZIP, extract it to your desktop. Follow these steps to put the code into the correct place manually.

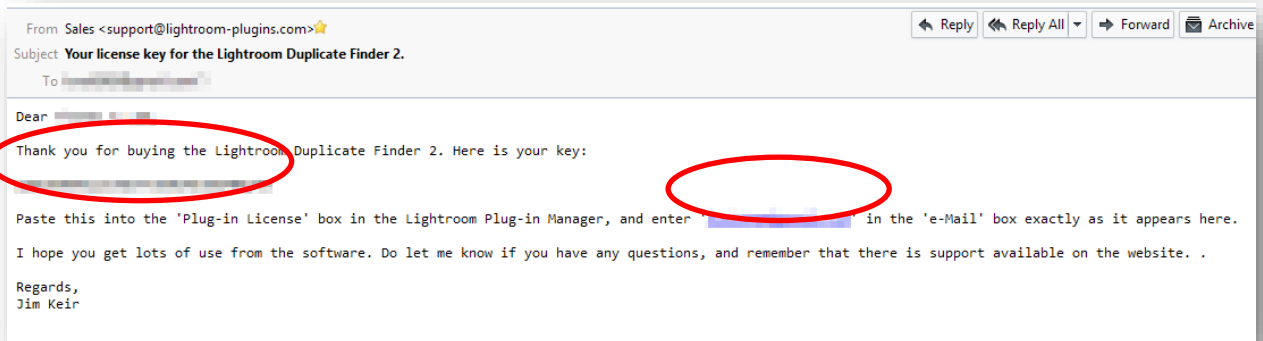
1. Unzip the download to find a folder called **"MapEngine.lrwebengine"**.
2. Open Finder and navigate to **"/Users/<my username>/Library/Application Support/Adobe/Lightroom/Web Galleries"**.
3. You should now see the default galleries listed.
4. Copy the **"MapEngine.lrwebengine"** folder to the **"Web Galleries"** folder.

## SETTING UP LIGHTROOM

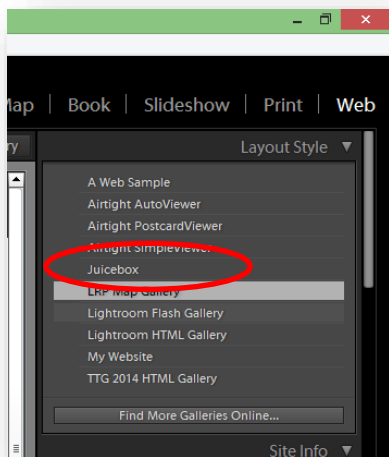
### ENTER YOUR LICENCE KEY

If you have bought the WebEngine, you should receive a licence key in an email. Without this, the WebEngine will work with the trial-mode restrictions described above. To enter the licence key, click the “Enter License” button in the Web panel and then simply copy and paste both the key and your e-mail address from the email to the box in the Enter License dialog.

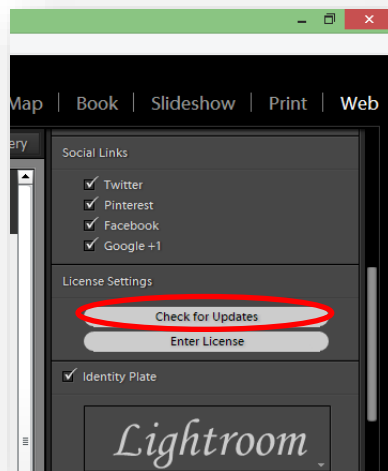
The Plugin Manager can be found on the File menu. If you would like a more detailed tutorial on how to use this, or on other aspects of Lightroom usage, please visit <http://www.learn-to-lightroom.com>.



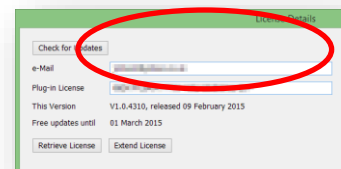
#### 1) Find your license.



**Select the WebEngine.**



**Open the License dialog.**



**Paste in your email and license key.**

## CONFIGURATION

The following sections describe each of the configuration options. The easiest way to see the exact effects is to simply make some changes inside Lightroom. The changes will in most cases be visible immediately.

Some options, in particular rounded corners and shadows, do not work inside Lightroom's inbuilt browser. However, they are fully supported on all normal modern browsers both on desktop and mobile platforms. You can get a quick preview with the full display by using Lightroom's "Preview in Browser" command, on the "Web" menu.

The Social Media links are also disabled when viewing the site in both Lightroom's inbuilt browser *and* when using the "Preview in Browser" option. This is because they all expect a "real" web address as part of their setup, which of course does not exist until you have uploaded the pages to a web server. There will be a message displayed reminding you of this in the preview window in Lightroom.

## SITE INFO

### SITE TITLE

This is used as the main visible heading on all pages, and also as part of the "Title" value for search engines.

### SITE SUBTITLE

Similar to the Site Title, this is the subtitle shown in the header part of the pages. It is used as the second part of the "Title" value for search engines.

### SEO KEYWORDS

Any words entered here will be seen by search engines and used to help people find your site. They do not appear as readable text anywhere on the pages.

### CDN BASE URL

If you want to use a Content Delivery Network like [Amazon CloudFront](#), enter the base URL here. Other CDN providers should work too as long as they support automatic fetching of content. See [below](#) for details of how to configure CloudFront.

When entering the URL here, you need to make sure that the full path to the gallery is given. For example, if your gallery is at "<http://www.mysite.com/MyWebGallery/>" then the CDN base URL would be "<http://my.cdn.provider/MyWebGallery/>".

### LICENSE

Click on the "Enter License" button to show the license dialog. Please take care to enter your email and license key *both exactly* as they appear in the email, including using upper- and lower-case letters.

Unlike most of the WebEngine settings, the license and email values are remembered to save you having to enter them every time.

### IDENTITY PLATE



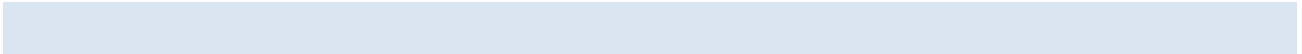
As with most WebEngines, you can select and configure Identity Plates. These are used like a site logo, in the top right-hand corner of each page. Click the small downwards-pointing arrow in the Identity Plate to choose one, or to create a new one.

### **IDENTITY PLATE LINK**

Use this box to set the URL that your identity plate will link to. You can use either absolute (i.e. beginning with http: ) or relative URLs.

### **SOCIAL LINKS**

Choose whether to show Social Media links for Twitter, Pinterest, Facebook, LinkedIn and Google+1 using these tickboxes.



## **COLOR PALETTE**

### **GLOBAL – HEADING BAR**

Sets the colour of the full-width bar at the top of the page which contains the header, subtitle and identity plate.

### **GLOBAL – SITE TITLE AND SITE SUBTITLE**

Sets the colour of the text items in the heading bar.

### **MAP PAGES – THUMB BORDER AND WIDTH**

Choose the colour and width of the border around the thumbnails on the main map pages.

### **MAP PAGES – GRID BACKGROUND**

Sets the colour of the page background in the main map pages.

### **MAP PAGES – ACTIVE AND INACTIVE PIN-STYLE LINK**

Set the colour of the links at the top of the thumbnail grid, which control whether the map shows all thumbnails or just the ones on this page.

### **MAP POPUP – BACKGROUND COLOUR**

Set the colour of the small “balloon” popup that appears on the map when you select a thumbnail.

### **MAP POPUP – BORDER COLOUR AND WIDTH**

Set the border colour and width of the small “balloon” popup that appears on the map when you select a thumbnail.

### **MAP POPUP – SHADOW**

Choose whether the “balloon” popup has a shadow beneath it or not.

### **IMAGE PAGES – BACKGROUND COLOUR**

Choose the colour of the background of the full-size image pages.

### **IMAGE PAGES – INFO BOXES**

Choose the colour of the background of the information boxes on the full-size image pages.

### **IMAGE PAGES – INFO BOX TEXT AND HEADING**

Choose the colour of the text and heading text of the information boxes on the full-size image pages.

### **IMAGE PAGES – ROUND CORNERS**

Set the radius of the smooth or rounded corners of the information boxes. Note that this has no effect in the built-in Lightroom browser.

### **IMAGE PAGES – IMAGE BORDER AND WIDTH**

Set the size and colour of the border around the main, full-size images.

### **IMAGE PAGES – FORMAT TEXT IN BOXES**

When this is ticked, any metadata or other text that you have chosen to be shown in the “Information Boxes” will have some basic formatting applied to it. Double and trailing commas will be removed, making formatting location information easier. Line breaks will be changed so that they appear correctly in a browser. Also, text where the first word of a line ends with a colon (:) is seen as an itemised list, and will have that first word shown in bold text. Please see the default text for the “Main Area Text” item under “Image Info” below for an example of how to use this feature.

### **IMAGE PAGES – INFO TEXT HEADING**

If you have enabled the “Format Text in Boxes” option above, this setting controls the colour of the bold text that is used to show headings for itemised lists.

## **APPEARANCE**

### **MAP PAGES - DEFAULT MAP MODE**

Choose the style of the map shown on the main pages.

### **MAP PAGES – SHOW PINS FOR ALL PHOTOS**

The main page maps can show icons for all the photos that are being collected, or just for those photos which are shown on this particular map page.

### **MAP PAGES – SHOW MAP EVEN IF NO PHOTOS ARE GEOTAGGED**

For map pages on which none of the photos shown have GPS coordinates, you can choose whether to show a default map or no map at all.

### **MAP PAGES – USE CAPTION AS TOOLTIP**

Choose whether or not to use image captions as a tooltip for the thumbnails on the map page.

### **MAP PAGES – THUMBNAILS WITH GPS SHOW AN ICON**

Choose whether to display a small globe icon overlaying thumbnails which have GPS coordinates. You can also choose the opacity of this icon.

### **MAP PAGES – THUMBNAIL GRID SIZE**

Choose the size of the thumbnail grid that is shown on the main pages. Take care not to make it too large otherwise the page may not display correctly on smaller screens.

### **IMAGE PAGES - DEFAULT MAP MODE**

Choose the style of the map shown on the image pages.

### **IMAGE PAGES – ENABLE SLIDESHOW AND SLIDESHOW TIME**

When this is ticked, an additional control will be shown on the image pages which will automatically move to the next image page after a certain time has elapsed. Choose the delay between pages using the “Slideshow Time” control.

## IMAGE INFO

The controls in this section allow you to change the text that is used on most parts of the website, based on your photos' metadata. Unfortunately Lightroom displays these in a random order.

There are some that should be left unchanged in most cases. In particular, you should not change the setting for "GPS" since this is used extensively throughout the WebEngine. Also, the setting for "Caption" would typically be left as it is but you can change this if you feel it necessary. All the others are intended to be changed.

In each case, change the text by using Lightroom's "Text Template Editor". Click on the drop-down to the right of each heading and select "Edit..." to open this. You can enter any static text you like, mixed with metadata fields chosen from the drop-down boxes below. The text-entry box in the Text Template Editor won't accept line breaks except by pasting text into it. You can put a line break into your custom text by using the HTML code "<br/>".

All the options except for "Caption", "Map Text" and "GPS" are paired; one for "Text" and one for "Title". The "Text" option sets the contents of the box, while the "Title" option sets the title of the box.

### MAP TEXT

Choose the text to appear below the mini-map in the full-size image pages. This defaults to showing the location, city, state and country on one line followed by the GPS coordinates on the next line.

### MAIN AREA TEXT

Choose the text to appear in the large box below the full-size photo. This defaults to a set of the most commonly-used EXIF data items.

This field is also a good example of how to create itemised lists for display on the photo pages. Each line is separated by the "<br/>" code as described above, and has a colon character (:) in the first forty characters.

Each of the initial words, i.e. those before the colon character, would be shown in bold and with a different colour if the option "Format Text in Boxes" is switched on.

```
Copyright: {Source} {Copyright}<br/>
Taken On: {Date}<br/>
Camera: {Model}<br/>
Lens: {Lens}<br/>
Focal Length: {Focal Length}<br/>
Exposure: {Exposure}<br/>
Aperture: {Aperture}<br/>
ISO Speed: {ISO Speed Rating}<br/>
Exposure Bias: {Exposure Bias}<br/>
Flash: {Flash}<br/>
```

### CAPTION

This is used as part of the page title for the full-size image pages, and in the "description" text that is seen by search engines. Typically this would be left set to "Caption".

## **PANEL (NUMBER) TEXT**

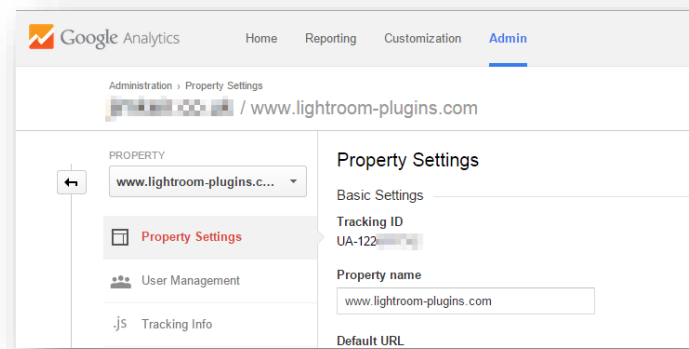
There are five pairs of settings called “Panel *n* Text” and “Panel *n* Title”. These set the contents and title of each of the five “Information Boxes” that are available. If an information box is empty it will be hidden completely.

## CONFIGURING GOOGLE ANALYTICS

You may wish to gather information about visitors to your site. The most common way to do this is via Google Analytics, and support for this is built in to the WebEngine.

To do this, you need a free Google account. In brief, you then sign up for the Analytics service (also free) and identify your website to the service. You are then given a “Tracking ID”:

Once you have the Tracking ID for your site, copy and paste this into the WebEngine’s “Google Analytics ID” field.



The next time the site is published, it will report to Google every time it is viewed.

For more details on Google Analytics setup, please see Google’s own documentation at <https://support.google.com/analytics/answer/1008015?hl=en-GB>.

## CONFIGURING A CONTENT DELIVERY NETWORK

For larger or busy sites, it is easy to suffer from poor website performance because of the large size of photos being sent to visitors from around the world. A common and cheap way to fix this problem is to use the massive networks provided by Amazon and others called “Content Delivery Networks”. Put simply, these allow you to store much of your site on commercial servers which can be much faster, and can also be replicated in different places around the world to make access faster still. People still visit your site, but the photos would come (completely transparently) from a different server.

The WebEngine supports the use of a CDN where the CDN automatically pulls content from your site if it discovers that it does not already have it.

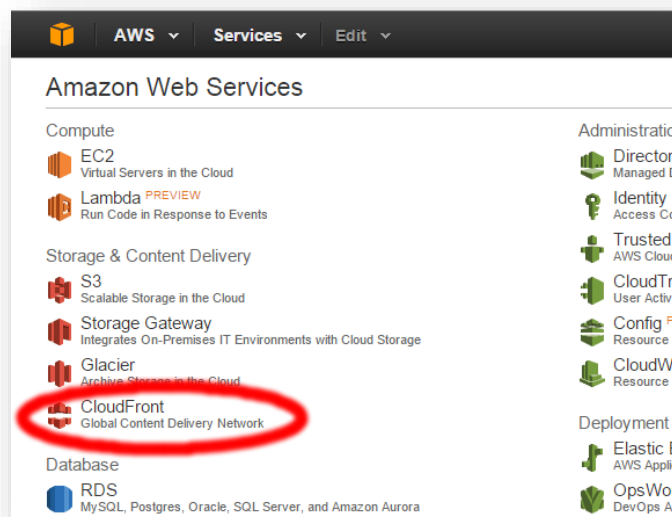
## SETTING UP A CDN

The following example will use Amazon CloudFront, but other providers should offer very similar options.

Create an Amazon account if you don't already have one.

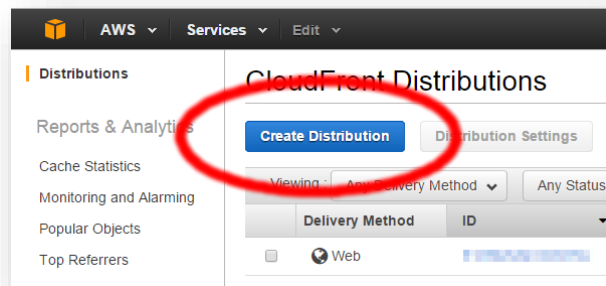
Sign in to AWS (Amazon Web Services) : <http://aws.amazon.com/console/>

Open the CloudFront console.





Create a new Distribution. This represents a single website that you manage.



Click “Get Started” to take the default distribution option (http, the standard way of getting files from a webserver). In the following page, enter suitable values:

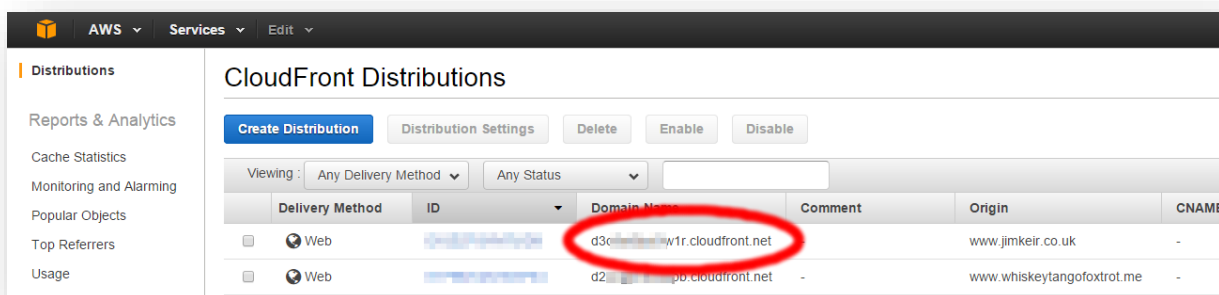
**Origin Domain Name:** This is the name of your webserver i.e. [www.my-server.com](http://www.my-server.com)

**Origin Path:** The name of your top-level directory. This should be left blank.

**All other values:** Can be left at the default settings in most cases.

In short, you have told the CDN that if it receives a request on <http://cdn.provider.com/some/image.jpg>, it should fetch an image from <http://www.my-server.com/some/image.jpg> if it doesn't already have a stored copy of it. It will automatically update images within a short time of them changing on your server.

Once you click “Create Distribution” after setting the correct values on the previous page, get the URL that the CDN is using for your website.



Paste this value into the “CDN Base URL” box in Lightroom. The next time you publish the site, this is the location that will be used in the links to all the thumbnails and main images on your site.

In Preview mode – that is, in Lightroom's internal browser or with the “Preview in Browser” menu option – the CDN location will *not* be used. This is because the CDN must have access to the images on a real webserver if it is to retrieve copies of them automatically.

## **EXAMPLE CDN PROVIDERS**

Amazon CloudFront ( <http://aws.amazon.com/cloudfront/> )

Microsoft Azure CDN ( <http://azure.microsoft.com/en-gb/services/cdn/> )

MaxCDN ( <https://www.maxcdn.com/> )