

# Website Owner Handbook & Reference Guide

## Welcome & Congratulations!

Congratulations on the launch of your new website! You are making a very wise investment in branding and marketing your business. Together, we will help you get found by current and potential customers, provide you with a professional digital presence your company deserves, and help grow your small business. This handbook includes important information about your new website including login details, how to make simple edits, strategies, and best practices for making updates and marketing your business online. Of course, we're always here to help if you need us.

## SECTION 1: Account Logins & Passwords

### **Website URL:**

Logging in to edit your website

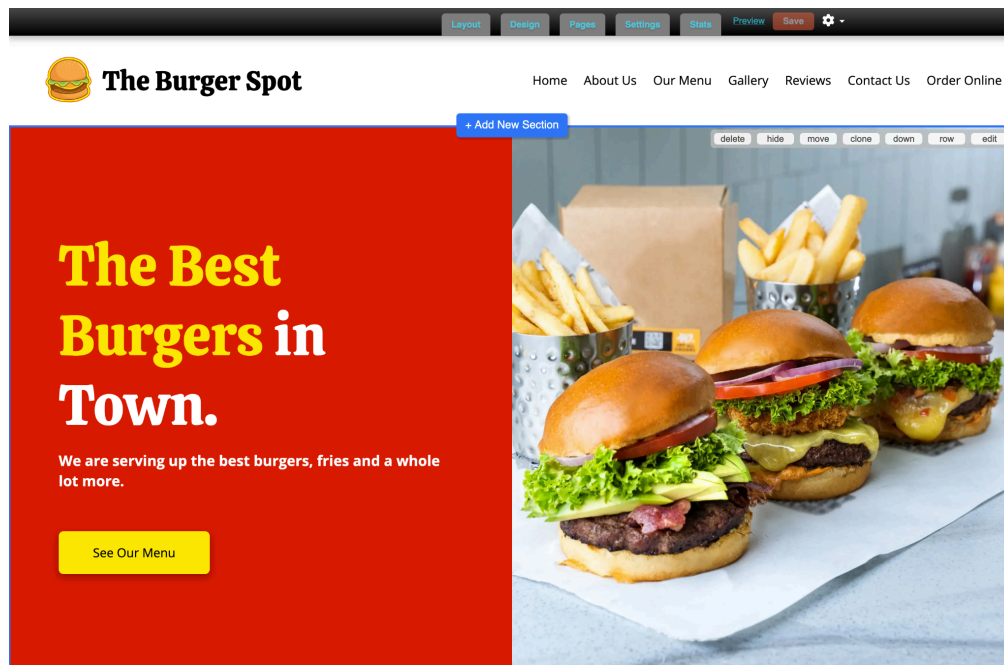
Click "Login" on the bottom right of your website and use these credentials:

**Email:**

**Password:**

## SECTION 2: Introduction to the Website Editor

When logged into your website, you will see various administrative controls based on your level of access.



### Layout:

This allows you to change the general layout of your website. This change will affect all pages on your site.

### Design:

The Design tab allows you to make global design changes on your website including your logo, button style, brand colors, and fonts.

### Pages:

This tab has all of the Pages that are on the top of your website (on the navigation bar). It allows you to add new pages, rename pages, delete pages, and rearrange the order of pages on your site. You can even choose to hide/show certain pages on the navigation bar. Note: Once a page is deleted it cannot not be restored.

### Settings:

You won't have to use this tab very often. We will take care of domain name set-up and initial Search Engine Optimization (SEO) settings. Making changes on this tab can affect your website's performance, but if you feel comfortable doing so, then you can. We will assist you

monitor, and adjust your SEO settings over time to help increase your search results as needed. You may use this tab, however, to change your login password, if you need to.

**Stats:**

This tab shows you the statistics for how many people come to your site and how it's performing in search engines. Hover over any of the pink question marks to get definitions of any of the terminology you see on this screen.

**Preview Site:**

By clicking on this link, you can see a multi-device preview of your website after you have made any updates.

**Save All:**

Click "Save" when you are sure you want to keep any changes you made to your site. (You will be prompted to do so if you forget.)

**Log Out:**

When you are finished making any changes you can Log Out. You will need to Log In again if you wish to make further changes.

**Add New Section:**

Throughout your site you will be able to add new sections of content. Click this button to choose the type of content you want to add to your site.

## SECTION 3: How to Edit Existing Website Sections

Once logged in, you have the capability to modify the text and images associated with each section of your website. Here's how...

1. Hover over the section you wish to edit
2. Click on the "edit" option that appears
3. Make the desired updates
4. Save your changes

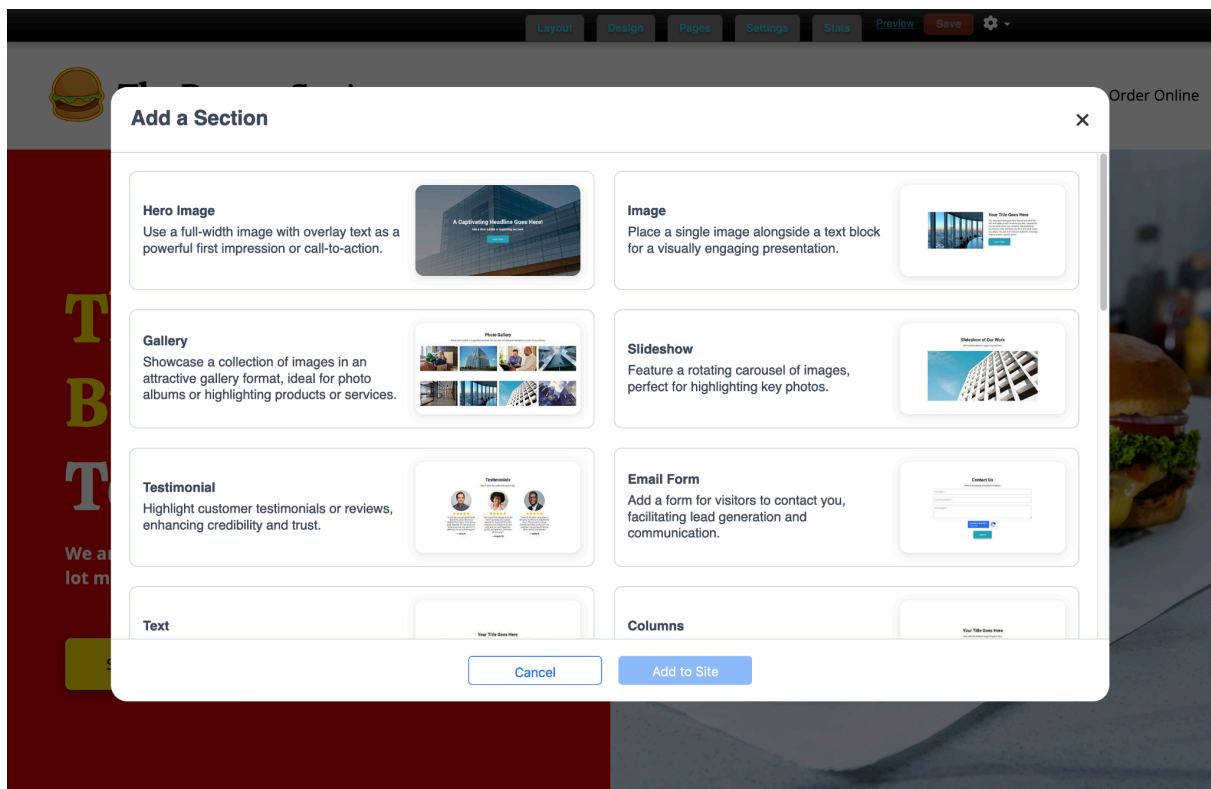
In addition to editing a section, you will also have the following options:

- **Delete:** Deleting a section will permanently remove it from your site. This action cannot be undone.
- **Hide:** Hiding a section makes it invisible to anyone viewing it who is not logged in. You might choose to hide a post if you want to use it again in the future. You can do so by clicking “show”.
- **Move:** Move allows you to relocate a section of your website to another page on your site.
- **Clone:** Clone makes a copy of a website section so you can use it elsewhere on your website.
- **Up:** Move a section up on the page.
- **Down:** Move a section down on the page.
- **Row:** The Row editor allows you to make additional changes to a section including the row background color, width and animation effects.

## SECTION 4: How to Add a New Section to Your Website

Once logged in, you have the option to add new sections into your website. To start adding sections, follow these steps:

1. Scroll to to the part of a page you wish to add a new section
2. Click on the "+ Add New Section" button
3. Choose the type of section you wish to add
4. Click "Add to Site"
5. Once added, you can edit the section to make any changes you wish



## What Sections Can You Add?

### **Hero Image**

Use a full-width image with overlay text as a powerful first impression or call-to-action.

### **Image**

Place a single image alongside a text block for a visually engaging presentation.

### **Gallery**

Showcase a collection of images in an attractive gallery format, ideal for photo albums or highlighting products or services.

### **Slideshow**

Feature a rotating carousel of images, perfect for highlighting key photos.

### **Testimonial**

Highlight customer testimonials or reviews, enhancing credibility and trust.

### **Email Form**

Add a form for visitors to contact you, facilitating lead generation and communication.

**Text**

Add a customizable block of text for titles, paragraphs, or any written content.

**Columns**

Arrange text, images, or videos in columns, offering a structured visual appeal.

**Video**

Embed videos from platforms like YouTube or Vimeo to enrich your site with dynamic content.

**Social Icons**

Link to your social media profiles with recognizable icons, enhancing your online presence.

**Menu**

Display a list of items, such as a restaurant menu, in a clean, easy-to-read format.

**Price Table**

Present your pricing, packages, or services in an easy-to-compare table format.

**Coupon**

Showcase special offers or discounts in an eye-catching format to incentivize purchases.

**Event**

Promote upcoming events with key details like date, location, time and a brief description.

**Document**

Offer downloadable resources such as PDFs or Word files, useful for forms, brochures, or informational materials.

**Facebook**

Embed your company Facebook feed to connect visitors with your social media activity.

**X (Twitter)**

Include your Twitter feed, showcasing your latest tweets and interactions.

**HTML**

Add custom HTML code for specialized content or to integrate third-party widgets.

**Audio**

Embed audio files or music tracks, ideal for podcasts. Narration, or background music.

**RSS**

Automatically update your site with the latest content from an RSS feed, such as a blog or news feed.

## SECTION 5: Website Maintenance & Best Practices

Your website is the primary gateway for prospective customers to learn about your small business. The primary goal of your website is to drive qualified leads by online form submissions, in-person visits, or phone calls. As such, the website must provide visitors with the right amount of information about your products, services, and experience to drive them to take these actions.

**What and When to Post:** Search engines like Google will rank your website higher if it contains updated, relevant content that people are searching for.

**Content Suggestions:** Post new content, photos and videos to the site on a regular basis. Include new testimonials that you capture from Yelp, Facebook, clients and other sources.

**Note:** Be careful not to add too much content on each page or to create a lot of pages on your website because you don't want to overwhelm visitors with too many options or too much information. Focus on creating new content that quickly and efficiently delivers your message.

**Data-informed Decisions:** Using your website's built-in analytics tool, called "Stats," monitor inbound traffic referrals (ie., Facebook, Yelp, YouTube, affiliates) each month to see which channels can be attributed to driving the most traffic and leads. This will tell you which channels to pay more attention to. Also, look to see the most popular pages to focus your attention on adding new content, as well as number of Visitors, Visits, Page Views, etc.

## SECTION 6: Social Media & Best Practices

### **Facebook:**

This social network presents your company with an opportunity to speak candidly with friends, prospects and local customers. It's through honesty and consistency that a corporate voice begins to emerge, and brings with it relevance to those who follow you. If well-maintained, our expectation is that this channel can drive more than 10% of new leads to your website.

**What and When to Post:** It is important to post new content at least twice a week. This can be in the form of status updates and uploading photos or videos.

**Invite Friends:** Leverage your own personal account to invite friends to "Like" your business page. This includes rallying younger members of your family and friends, who are already masters of Facebook. This initial enlisting of Likes will be critical to getting your Facebook page

off the ground and activating it as an effective marketing tool. Also be sure to build a network among current and even potential clients.

### **X (Formerly Twitter):**

This social network gives your business the opportunity to broadcast short, concise messages, thoughts, and images to your audience.

Build your following, reputation, and customer's trust with these simple practices:

1. **Share.** Share photos and behind the scenes info about your business. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!
2. **Listen.** Regularly monitor the comments about your company, brand, and products.
3. **Ask.** Ask questions of your followers to glean valuable insights and show that you are listening.
4. **Respond.** Respond to compliments and feedback in real time
5. **Reward.** Post updates about special offers, discounts and time-sensitive deals.
6. **Demonstrate wider leadership and know-how.** Reference articles and links about the bigger picture as it relates to your business.
7. **Champion your stakeholders.** Retweet and reply publicly to great tweets posted by your followers and customers.
8. **Establish the right voice.** X users tend to prefer a direct, genuine, and of course, a likable tone from your business, but think about your voice as you Tweet. How do you want your business to appear to the X community?

**What and When to Post:** It is important to post new content every day or at least 3 times per week. This can be in the form of text, uploading photos, or video.

**Content Suggestions:** Same as with Facebook, try to write posts that link back to your website – remember, your website is where a customer lead is most likely to take place.

## **SECTION 7: Notes about Your Site**

### **Mobile:**

Your website is fully responsive, which means it loads a mobile and tablet friendly version automatically when being viewed on a smartphone (iPhone, Android, etc.) or tablet. We've designed the mobile version to deliver all the content of your regular site, but in a format that's

specifically designed for people on the go. This means that you don't have to worry about what information you should put on your mobile site, or how it will look...we take care of that for you. And, every time a new mobile operating system version comes out for these devices, your site will automatically be compatible, so no need to worry.

**Help & Support:**

If you need any help or assistance managing your website, do not hesitate to reach out to your website administrator or account rep. Our team will be happy to help you!