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

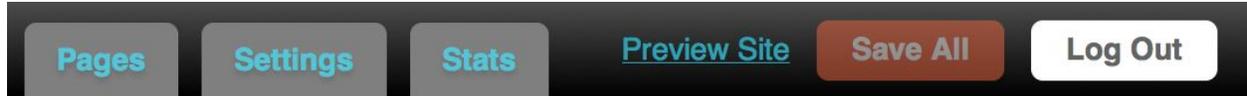**Website URL:**

Logging in to edit your website
Click "Login" on the bottom right of your website and use these credentials:

Email:
Password:

SECTION 2: Content Management

When logged into your website: **Pages**, **Settings**, and **Stats** tabs are on top.

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

Save:
Click "Save" when you are sure you want to keep any changes you made to the Pages or Settings Tabs. (You will be prompted to do so if you forget.)

Log Out: (also located on the bottom right of your site):
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.

Adding & Editing Content on Each Page
When logged in, you can **Add, Edit, Hide** or **Delete** any content on any Page of your site.
Choosing to "**Hide**" a block of content will keep it accessible for future use/reference but is not visible by the public. You can also reorder content by choosing "**up**" or "**down**" when you hover over a post. **Note**: once content is deleted, these posts cannot be restored.
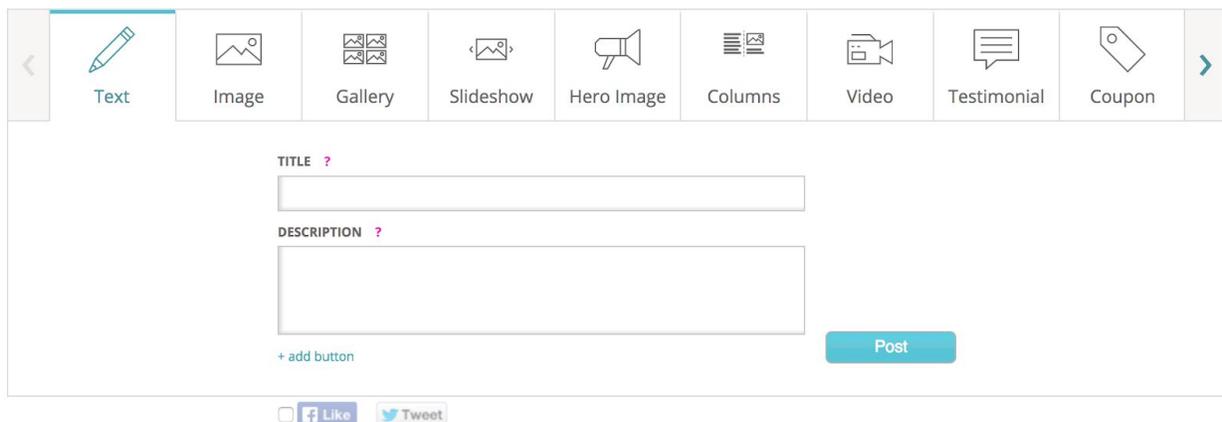
To add Text to your site:
Click on the Text Icon.
Enter a Title and Description text.
You can also Add a Button
Click Post to add to site.

To add an Image to your site:
Click on the Image Icon.
Start by selecting an image from your library or uploading a new image.
After choosing a photo, you can enter a Title, Description, Add a Button and choose a Layout.
Click Post to add to site.

Gallery

To add a Photo Gallery to your site:
Click on the Gallery Icon.
Start by selecting images from your library or uploading new images.
Once photos are selected, hit "OK". You can then add a Gallery Title and Description.
Click "Edit" below each image in your Gallery to add a Title/Description..
Click "Replace" to replace that image.
Click Post to add to site.

Slideshow

To create a Slideshow on your site:
Click on the Slideshow Icon.
Start by selecting images from your library or uploading new images.
Once photo(s) are selected, click "OK". You can then drag & drop to re-order photos, add a Slideshow Title and Description, and even Link each Slideshow to another page/URL.
Click Post to add to site.

Hero Image

To create a Hero Image on your site:
Click on the Hero Image Icon.
Select a photo from your library or upload a new image.
Once a photo is selected, you will be prompted to edit the Title, Description and Call to Action Button Text. Or you can choose to leave all/any fields black. You can further customize the Hero Image by adding a color overlay to the image, adding a drop shadow to text, choosing the button colors and controlling the height.
Click Post to add to site.

Columns

To add Columns to your site:
Click on the Columns Icon.
You can create up to 4 Columns of content.
You can also add an image or video to each Column along with a Title and Description.
Click Post to add to site.

Video

To upload a Video to your site:
Click on the Video Icon.
Copy and paste your Youtube or Vimeo URL into the top box.
Video Title and Description will automatically be pulled from the Youtube or Vimeo information. You can change this if you want to.
Click Post to add to site.

Testimonial

To add a Testimonial to your site:
Click on the Testimonial Icon.
Add text for Testimonial Quote and Who Said It.
Click Post to add to site.

Coupon

To add a Coupon to your site:
Click on the Coupon Icon.
Add Coupon/Offer Title, Description of Offer, and the Terms.
On the right side, add a valid From and Through date.
Click Hide coupon or Delete after expiration. Coupon will be removed from public view when it expires, but you can decide whether to hide or delete it. Auto Renew will automatically reactivate the coupon.
Click Post to add to site.

Event

To add an Event to your site:
Click on the Event Icon.
Type in Event Title, Start & End Date, Event Location, and Event Description.
Select whether to hide, delete, or keep live after the event is over.
Click Post to add to site.

To add a Menu to your site:

Click on the Menu Icon.

Enter a Menu Title and Description. (Example: Dinner / Served after 6 p.m.)

Enter a Section Title and Description (Example: Main Entrees / Served with your choice of 2 sides)

Type the Name, Description and Price for each Item (Example: Roasted Chicken / Seasoned with herbs and spices. / $9.95)

You can also add an image for each item.

If you would like to add a new section, click "Add New Section"

Click the + and - icons to add or remove items.

Click Post to add to site.

To add an Email Form on your site:

Click on the Email Form Icon

Type the Email Form Title (Example: "Contact Us").

Add a Description (Example: "We will get back to you shortly").

Add the Destination Email Address (This is where all messages from users will be delivered to).

Edit the Form Fields on the right side or add new ones.

Click Post to add to site.

To add a Document to your site:

Click on the Document Icon

Click the Browse... button to upload a document from your computer.

(Example: PDF, Word doc, .zip, or Powerpoint, etc.).

Give it a Title (Ex: Download our Catering Menu).

Add a Description of Document.

Click Post to add to site.

To add a Facebook or Twitter feed to your site:

Click on the Facebook or Twitter Icons

Add Title of Post (Ex: "Like Us" or "Follow Us").

Paste in your Facebook URL

or Type in your Twitter username (no @ required).

Click Post to add to site.

To add a Blog feed to your site:

This allows you to pull-in a blog or RSS feed from another platform such as "Blogger"

Click on the Blog Icon.

Add your Blog RSS Feed address (URL) to the top line.

Add a Blog Title if you wish (Example: "Recent Findings")

Click Post to add to site.

Blog

To add a Wufoo form to your site:

Select the Page you want to add a Wufoo form to.

Click on the Wufoo Icon.

Paste the "Permanent Link to Your Form" as defined by Wufoo.

You can create and manage your forms at www.wufoo.com

Click Post to add to site.

Wufoo Form

To add SoundCloud Audio track to your site:

Select the Page you want to add audio track to.

Click on the Audio Icon.

Paste the "SoundCloud Playlist or Song URL" provided by SoundCloud.

You can create and manage audio tracks at www.soundcloud.com

Click Post to add to site.

Audio

To add a Price Table to your site:

Click on the Price Table Icon.

Enter a Title such as "Our Pricing Plans"

You can add up to 4 plans per post. Each plan can have a Title, Price, Description and Button.

Click Post to add to site.

Price Table

Adding & Editing the Sidebar/Footer Content
You can edit the Footer Content by clicking "Edit" when hovered over the section. A pop-up panel will allow you to edit the basic content for your business such as:
- Business Name
- About (Brief description of your business)
- Location/Map
- Phone Number/Fax/Email
- Hours of Operation
- Forms of Payment Accepted
- Contact Form
- Photos
- Social Connections (Such as Facebook, Twitter, Yelp, YouTube, Foursquare, etc.)
- Keywords (SEO)

Remember: Click "**Save Changes**" after desired changes are made. Click "**Cancel/Close**" to disregard changes made.

SECTION 3: 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 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, 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 4: 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 relevancy 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.

Twitter:
This social network gives your business the opportunity to broadcast short, concise messages, thoughts, and images to your audience. There is a strict 160-character limit on the length of your posts.

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.** Tweet 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.** Twitter 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 Twitter 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.

Special Tip: We built your site to be fully compatible with Twitter. Try this: Log into your business Twitter account and before you log out, go to your website. On any post, click the Twitter "Tweet" button and that content will automatically get sent to your business's Twitter account. Wow! It's a big time-saver when you're short on time to write new content specifically for Twitter.

SECTION 5: 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.