

# **BEST WEBSITE** Builder

by Exchange Media Group <sup>TM</sup>



## Your New Website Guide

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## QUESTIONS?

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# Website Owner Handbook & Reference Guide

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## Welcome & Congratulations!

Congratulations on the launch of your new website! You are making a very wise investment in the branding and marketing of 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 site including login details, how-to instructions, 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

All NY Insurance

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**(Business Name)**

www.AllNYInsurance.com

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**(Website URL)**

### Logging in to edit your website

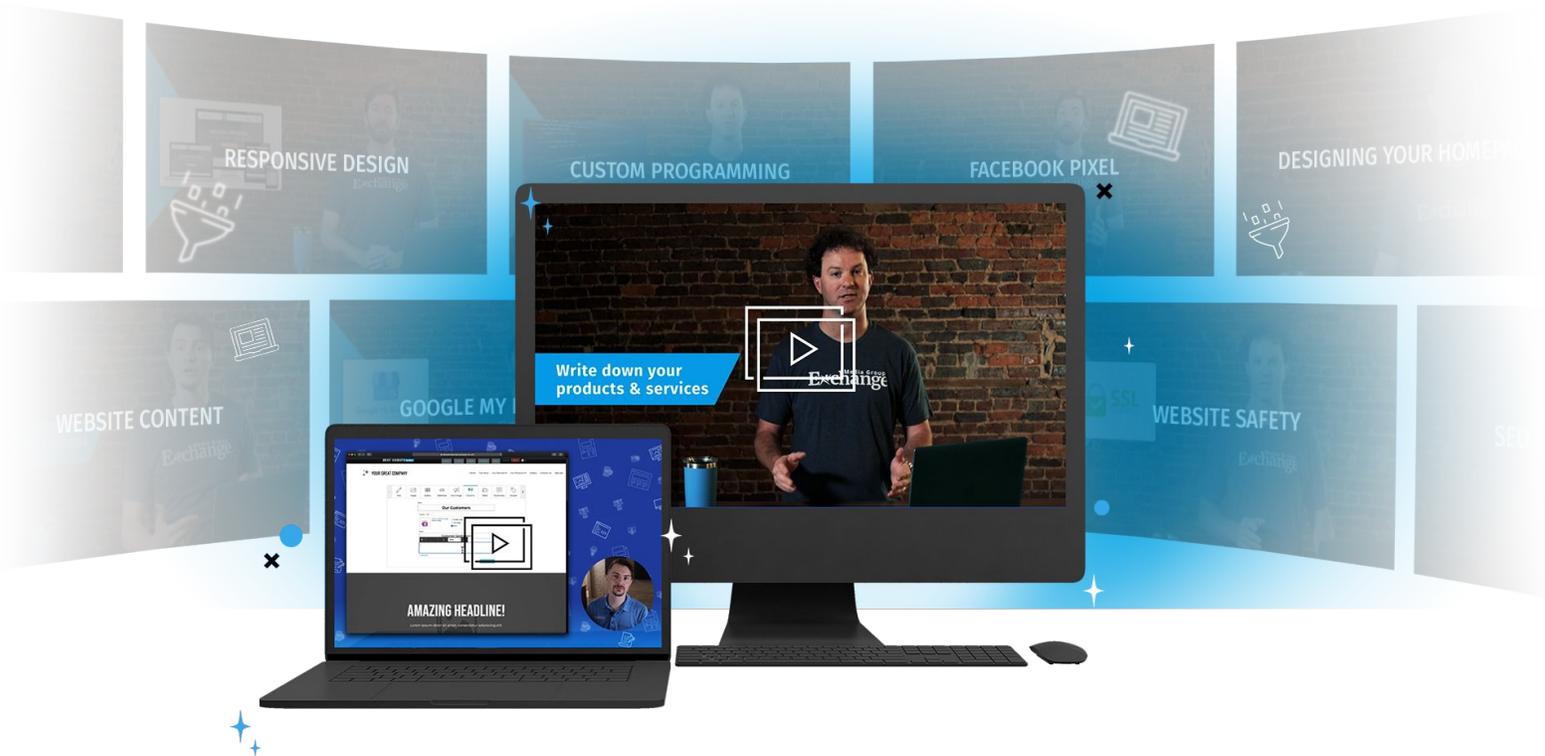
Click “Login” on the bottom right of your website and use these credentials:

**Email:** johnny@allnyinsurance.com

**Password:** AllNY6226

# Best Website Builder Video Tutorials

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## More of a visual learner?

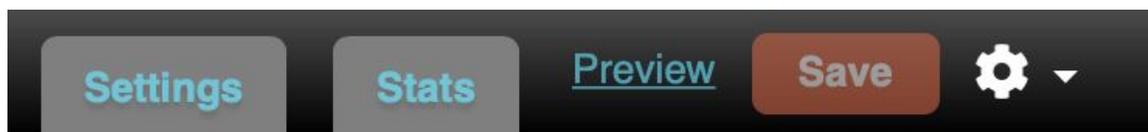
We have training videos that cover everything you need to know on how to edit your website. In this video training series you'll learn about all the different types of posts you can add to your website and how to edit them.

### Watch the videos

[Click here](#) to see view the video tutorial playlist.

## SECTION 1: Account Logins & Passwords

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



### Settings:

You won't have to use this tab very often. We will take care of domain name setup 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. We will help you continue to improve on your SEO words by monitoring the stats page and discovering which keywords drive the most traffic to your site.

### Preview Site (located right of Stats tab at top) :

By clicking on this link, you can see up-to-the minute updates after you have added, removed or changed content on your site.

### Save All (located right of Preview Site at top) :

Click "Save All" 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 (located right of Save All at top and on bottom right of site) :

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

## Adding & Editing Content on Pages:

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 deleted, content posts cannot be restored.

The screenshot shows a content editor interface. At the top, there is a horizontal menu with icons and labels for different content types: Text (pencil icon), Image (image icon), Gallery (grid icon), Slideshow (slideshow icon), Hero Image (megaphone icon), Columns (list icon), Video (video camera icon), Testimonial (speech bubble icon), and Coupon (tag icon). Below the menu is a form for adding a text post. The form has two input fields: "TITLE ?" and "DESCRIPTION ?". Below the description field is a "+ add button" link. To the right of the form is a teal "Post" button. At the bottom of the form, there are social media sharing options: a checkbox, a "Like" button with a Facebook icon, and a "Tweet" button with a Twitter icon.



Text

### To add Text to your site:

Select the Page you want to work on.

Click on Text icon.

Type in a Title.

In Content Area, type or paste in the text you would like to add.

Click Post to add to site.



Image

### To add an Image to your site:

Select the Page you want to add an image to.

Click on Image icon.

You can select from the images already uploaded to your site by clicking on one of the photos.

If you would like to add a photo from your computer, select "Upload New". After choosing a photo, you can type in a Title, add a Description, and add an Image Caption.

Click Post to add to site.

### **To add a Photo Gallery to your site:**



#### Gallery

Select the Page you want to add a Photo Gallery to.

Click on Gallery icon.

Select multiple photos from photos currently in your Photo Library by clicking on multiple photos.

If you would like to add new photos, click on "Upload New" tab and upload photo(s) to site.

Once photos are selected, hit "OK". You can then add a Gallery Title and Description.

Click Post to add to site.

### **To create a Slideshow on your site:**



#### Slideshow

Select the Page you want to add a Slideshow to.

Click on Slideshow icon.

Select one or more photos currently in your Photo Library.

If you would like to add a new photo, click on "Upload New" tab and upload photo(s) to site.

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 the Slideshow to another page.

Click Post to add to site.

### **To Create a Hero Image on your site:**



#### Hero Image

Select the Page you want to add a Hero Image to.

Click on the Hero icon.

Select one photo currently in your Photo Library.

If you would like to add a new photo, click on "Upload New" tab and upload photo to site.

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 black overlay to the image,

adding a drop shadow to text, choosing the button colors and controlling the height.  
Click Post to add to site.

#### **To add Columns to your site:**



##### Columns

Select the Page you want to work on.

Click on COLUMNS icon.

Upload a picture or video.

Add title and/or description.

Click to post.

#### **To upload Video to your site:**



##### Video

Select the Page you want to add video to.

Click on 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.

#### **To add a Testimonial to your site:**



##### Testimonial

Select the Page you want to add a Testimonial to.

Click on Testimonial icon.

Add text for Testimonial Quote and Who Said It.

Click Post to add to site.

#### **To add a Coupon to your site:**



##### Coupon

Select the Page you want to add Coupon to.

Click on 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.

Click Post to add to site.



### Event

#### **To add an Event to your site:**

Select the Page you want to add an Event to.

Click on Event icon.

Type in Event Title, Start & End Date, Event Location, and Event Description. Select whether to hide, delete, or keep live after event is over.

Click Post to add to site.



### Menu

#### **To add a Menu to your site:**

Select the Page you want to add a Menu to.

Click on Menu icon.

Type a Menu Title and Description. (Example: Dinner / Served after 6 p.m.) Type a Section Title and Description (Example: Burritos / with or without meat) Type the Name, Description and Price for each Item (Example: Bean and Cheese burrito / freshly baked beans and melted cheese / \$5.95)

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. All Menus are saved in the system for use on other pages or in the future.



### Email Form

#### **To add an Email Form on your site:**

Select the Page you want to add an Email Form to.

Click on Email Form icon (may have to click on the right arrow to get to it). Type the Email Form Title (Example: "Contact Us").

Add Subtitle/Instructions (Example: "We will get back to you shortly").

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

Choose which fields you want to require the user to fill in.

Click Post to add to site.



### Document

#### **To add a Document to your site:**

Select the Page you want to add a Document to.

Click on Document icon (may have to click on the right arrow to get to it). 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 Description of Document.  
You have the option of renaming the filename (Ex: Catering-Menu.pdf).  
Click Post to add to site.



Facebook

**To add a Facebook or Twitter feed to your site:**

Select the Page you want to add the Social Media feed to.  
Click on Facebook or Twitter icons (may have to click on the right arrow to get to it).  
Add Title of Post (Ex: "Like Us" or "Follow Us").



Twitter

Paste in your Facebook URL  
or  
Type in your Twitter username (no @ required).  
Click Post to add to site.



Blog

**To add a Blog feed to your site:**

Select the Page you want to add a Blog to.  
Click on Blog Icon.  
Add your Blog RSS Feed address (URL) to top line.  
Add a Blog Title if you wish (Example: "Recent Findings")  
Click Post to add to site.



Sell

**To add a Sell item to your site:**

Select the Page you want to sell on.  
Set up Shoprocket account or contact your account manager for assistance.  
This is a perfect solution for small e-commerce needs.



Wufoo Form

**To add a Wufoo form to your site:**

Select the Page you want to add a Wufoo form to.  
Click on Wufoo Icon.  
Paste the "Permanent Link to Your Form" as defined by Wufoo.  
You can create and manage your forms at [www.wufoo.com](http://www.wufoo.com)  
Click Post to add to site.



Audio

### To add SoundCloud Audio track to your site:

Select the Page you want to add audio track to.

Click on Audio Icon.

Paste the “SoundCloud Playlist or Song URL” provided by SoundCloud.

You can create and manage audio tracks at [www.soundcloud.com](http://www.soundcloud.com)

Click Post to add to site.



Price Table

### To add a Price Table to your site:

Select the Page you want to add the Price Table to.

Click on Price Table Icon.

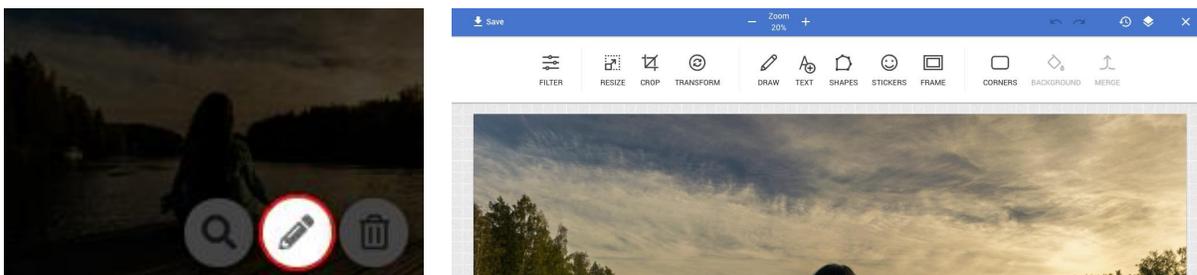
Enter Price.

Type description.

Click post to add to site.

## Photo Editor

Click on any image in your photo gallery, then click on the pencil icon to access your photo editor.



**Tip:** To adjust a pic for a slideshow click on crop then choose slideshow. Move the frame up or down to see what section of the picture will show on the slideshow. Click Apply and Save.

**Tip:** Any adjustments made to a picture will result in the picture being saved as a new image. The original will not be altered.

## Free Images

We provide you with Free Images from **pixabay** to use on your website.



## Adding & Editing Right Sidebar Content

You can edit the Right Sidebar Content by clicking “Edit” when hovered over the right side. 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 relevant content is added or refreshed at least twice a month.

*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 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 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 video.

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

*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.** Re-tweet 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 has a mobile version, which loads automatically when being viewed on a smartphone (iPhone, Android, etc.). 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.