

STUDENT SUCCESS SHOP

The world is your stage. Light it up!

Website Owner Handbook & Reference Guide

www.STUDENT SUCCESS SHOP.COM

Welcome & Congratulations!

Congratulations on the launch of your new resume portfolio website! You are making a very wise investment in your future - including launching your own personal brand! We are excited about our joint effort with the StudentSuccessShop to serve students by making our business-caliber websites and services affordable for students. Together, we will help you get found by current and potential colleges and employers, provide you with the professional digital presence you deserve, and help grow your reputation and portfolio for years to come.

This handbook includes important information about your new website including how to make simple edits, strategies, and best practices for making updates and marketing yourself online. Of course, we're always here to help if you need us.

IMPORTANT NOTE:

This handbook includes instructions covering all of the Student Success Shop by XXI Designs website editing features. However, some of these options have been locked or turned off on the Resume Portfolio templates in order to A) preserve the style of the template that you purchased, and B) minimize accidental - and potentially costly - edits that could change the style.

You have two options if you need changes in the areas that are locked:

- 1) Send a request to Info@StudentSuccessShop.com to unlock those features.
(It is highly recommended to not unlock these features unless you have prior website design experience. While we can fix anything that's accidentally done, consulting fees could be incurred.)
- 2) Send a request to Info@StudentSuccessShop.com with the details on what you need changed. We will provide you with a consulting fee estimate for the changes and details on how to move forward.

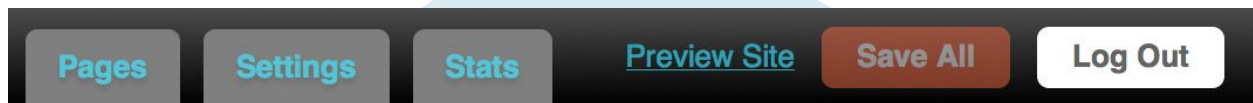
SECTION 1: Account Logins & Passwords

Logging in to edit your website

Click “Login” on the bottom right of your website and use the credentials sent in your Welcome email.

SECTION 2: Content Management

When logged into your website, Pages, Settings, and Stats tabs are at the 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** or 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, it cannot be restored.

The screenshot shows a content editor interface with a toolbar at the top containing icons for Text, Image, Gallery, Slideshow, Hero Image, Columns, Video, Testimonial, and Coupon. Below the toolbar is a form for adding a text block. The form has a 'TITLE ?' field, a 'DESCRIPTION ?' field, and a '+ add button' link. A 'Post' button is located at the bottom right of the form. Below the form are social media sharing options for 'Like' and 'Tweet'.



To add Text to your site:

1. Click on the Text Icon.
2. Enter a Title and Description text. You can also Add a Button
3. Click Post to add to site.



To add an Image to your site:

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



To add a Photo Gallery to your site:

1. Click on the Gallery Icon.
2. Start by selecting images from your library or uploading new images. Once photos are selected, hit “OK”.
3. Click “Edit” below each image in your Gallery to add a Title/Description.
4. Click “Replace” to replace that image.
5. Click Post to add to site.



Slideshow

To create a Slideshow on your site:

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



Hero Image

To create a Hero Image on your site:

1. Click on the Hero Image Icon.
2. Select a photo from your library or upload a new image.
3. 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 blank. 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.
4. Click Post to add to site.



Columns

To add Columns to your site:

1. Click on the Columns Icon.
2. You can create up to four (4) columns of content.
3. You can also add an image or video to each column along with a Title and Description.
4. Click Post to add to site.



Video

To upload a Video to your site:

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



Testimonial

To add a Testimonial to your site:

1. Click on the Testimonial Icon.
2. Add text for Testimonial Quote and Who Said It.
3. Click Post to add to site.



Coupon

To add a Coupon to your site:

1. Click on the Coupon Icon.
2. Add Coupon/Offer Title, Description of Offer, and the Terms.
3. On the right side, add a valid From and Through date.
4. 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.
5. Click Post to add to site.



Event

To add an Event to your site:

1. Click on the Event Icon.
2. 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.
3. Click Post to add to site.



Menu

To add a Menu to your site:

1. Click on the Menu Icon.
2. Enter a Menu Title and Description. (Example: Dinner / Served after 6 p.m.)
3. Enter a Section Title and Description (Example: Main Entrees / Served with your choice of 2 sides)
4. Type the Name, Description and Price for each Item (Example: Roasted Chicken / Seasoned with herbs and spices. / \$9.95)
5. You can also add an image for each item.
6. If you would like to add a new section, click "Add New Section"
7. Click the + and - icons to add or remove items.
8. Click Post to add to site.



Email Form

To add an Email Form on your site:

1. Click on the Email Form Icon
2. Type the Email Form Title (Example: "Contact Us").
3. Add a Description (Example: "We will get back to you shortly").
4. Add the Destination Email Address (This is where all messages from users will be delivered to).
5. Edit the Form Fields on the right side or add new ones.
6. Click Post to add to site.



Document

To add a Document to your site:

1. Click on the Document Icon
2. Click the Browse... button to upload a document from your computer. (Example: PDF, Word doc, .zip, or Powerpoint, etc.).
3. Give it a Title (Ex: Download our Catering Menu).
4. Add a Description of Document.
5. Click Post to add to site.



Facebook



Twitter

To add a Facebook or Twitter feed to your site:

1. Click on the Facebook or Twitter Icons
2. Add Title of Post (Ex: "Like Us" or "Follow Us").
3. Paste in your Facebook URL or Type in your Twitter username. (@ is not required)
4. Click Post to add to site.



Blog

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".

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



Wufoo Form

To add a Wufoo form to your site:

1. Select the Page you want to add a Wufoo form to.
2. Click on the Wufoo Icon.
3. Paste the "Permanent Link to Your Form" as defined by Wufoo.
4. You can create and manage your forms at www.wufoo.com
5. Click Post to add to site.



Audio

To add SoundCloud Audio track to your site:

1. Select the Page you want to add audio track to.
2. Click on the Audio Icon.
3. Paste the "SoundCloud Playlist or Song URL" provided by SoundCloud.
4. You can create and manage audio tracks at www.soundcloud.com
5. Click Post to add to site.



Price Table

To add a Price Table to your site:

1. Click on the Price Table Icon.
2. Enter a Title such as "Our Pricing Plans"
3. You can add up to 4 plans per post. Each plan can have a Title, Price,
4. Description and Button.
5. Click Post to add to site.

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 Resume Portfolio website is the primary gateway for colleges, scholarship committees, and prospective employers to learn about you and what you have accomplished. The primary goal of your website is to create a comprehensive view of the well-rounded person that you are and spark interest in them wanting to be a part of your future.

What and When to Post:

Keep your Resume Portfolio website up-to-date with new information as soon as it happens. Updates in job experience, awards, contest or performance videos, new pieces of art, new businesses or products, or major accomplishments in your life.

Content Suggestions:

Post new content, photos and videos to the site on a regular basis. Updating anything substantial - especially a new addition to your portfolio - gives you a reason to reach out and contact decision-makers at your top colleges and send them a link. This helps keep those relationships fresh and your name at the forefront of their mind! Include new testimonials that you get for college and scholarship applications *after* you've received permission.

NOTE: Be careful not to add too much content on an individual page or to create a too many pages on your website. You don't want to overwhelm visitors with too many options or too much information. A good rule of thumb is to remove an item from your portfolio every time you add a new one.

Security:

Make sure you consider what information you want "out there" for everyone to see. For students' websites, consider password protecting the Home page and providing that password when you send out the link. (Though, this may limit using it on your resume or other static places.)

SECTION 4: Social Media & Best Practices

What and When to Post:

Preparing for college presents an opportunity to revisit and clean up your social media history. High school and college students have a unique challenge when it comes to social media. Balancing between connecting with your peers and being yourself, while worrying about presenting yourself as professional and responsible for prospective collegiate committees and employers is a very real juggling act! At bare minimum, don't post any pictures, comments, or stories of you doing - or supporting - anything illegal, discriminatory, or ...um... stupid. (You know what we mean.) You can absolutely be YOU! Just post the best version of you that there is.

Also, your Resume Portfolio website gives you the ability to link specific accounts and profiles right to your site. Be wise and forego links that may not portray you in the best light. (However, don't assume these portfolios can't or won't be found just because you don't link to them.)

Invite Friends:

It's a great thing to have lots of friends - in real life and on social media! Just remember that college boards, scholarship committees, and prospective employers often take the old adages of "You are the five people you spend the most time with" and "Guilty by association" to heart. Expect that they will look at your friends and their sites. Now may be a good time to update your privacy settings or unfriend that kid from middle school who ended up going down a different path.

Share:

Try to look at social media as an extension of your Resume Portfolio website. While you may only have a handful of videos of your performances, links on your social media will show your band and your friends, offering a behind-the-scenes view of your experiences that will speak volumes. So, share videos! Share pictures! Share stories! Just be very aware of how they all fit together and the story they tell about you as a whole. Make sure the story is consistent and enjoyable!

SECTION 5: Mobile Compatibility

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.