BESTDigital

Your New Website Handbook

WHITE'S JEWELERS

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4/1/25

Questions? Get in touch with your **BEST Account Manager (BAM)**
1.800.247.7318 | www.connectwithbest.com

Website Owner Handbook & Builder Reference Guide

The BEST is yet to come!

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, help grow your small business, and to over all be your BEST. 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.

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SECTION 1:
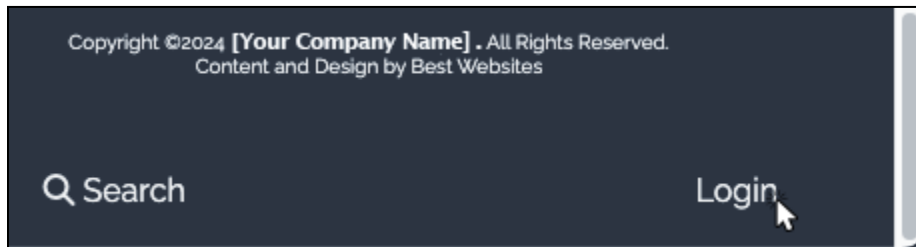# Account Logins & Passwords

Use the information below to log into your new website. If you experience any issues with this process or information, reach out to your BAM!

1. **Visit your new site**:
   Website URL   https://thewhitesjewelers.com/
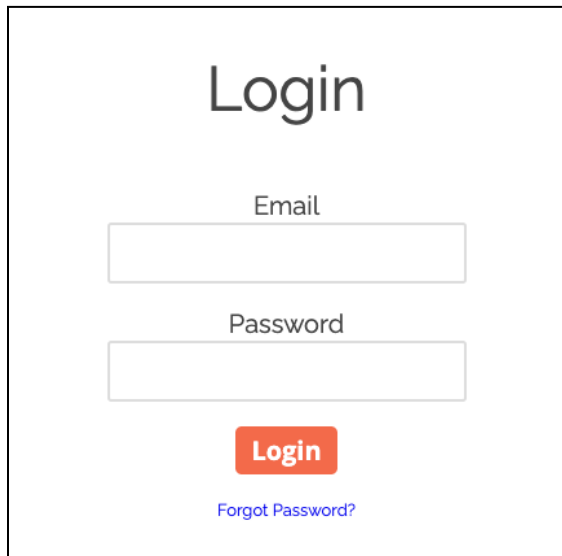
2. **Logging in to edit your website:**
   Click "Login" on the bottom right of your website

3. **Login credentials:**
   Email   whitesjewelers@bellsouth.net
   Password   Whites4974

SECTION 2:
Introduction to the Website Editor

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 keywords by monitoring the stats page and discovering which keywords drive the most traffic to your site.

- **Preview (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 (located right of Preview Site at top) :**
  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 (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.

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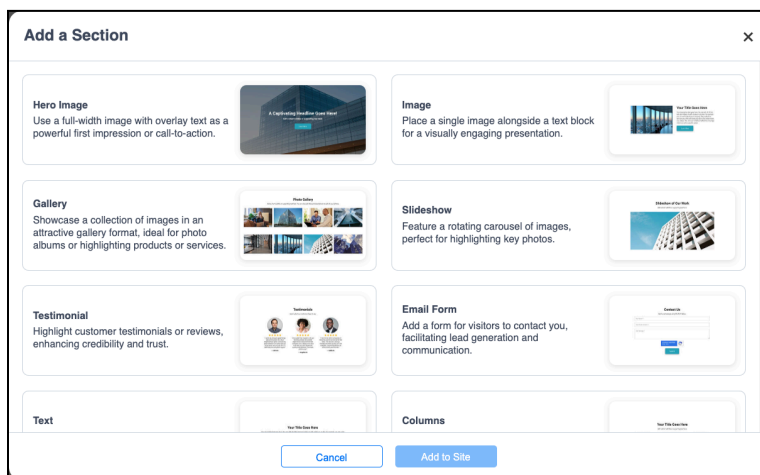
SECTION 4:
How to Add a New Section to Your Website

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

1. Scroll to the part of a page you wish to add a new section

2. Click on the "**+ Add New Section**" button
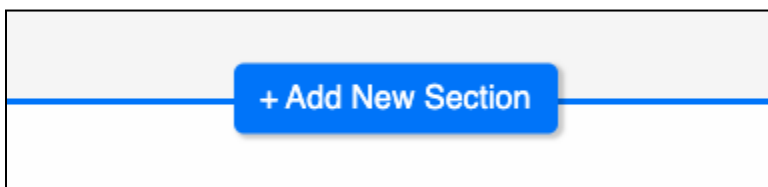
3. Choose the type of section you wish to add

4. Click "**Add to Site**"

5. Once added, you can **edit the section** to make any changes you wish.

There are many types of sections you can add to your website. Section 5 of this document goes into a bit more detail about them.

SECTION 5:
Section Types and Capabilities

Your new website has many exciting capabilities. Everything from live social media feeds and menus to videos and revolving photo galleries. In this section, we will go into some details about what options you have to work with. **Let's get started:**

- **Hero Image:** Select the Page you want to add a Hero Image to. Click on the "Hero Image" option. Select one photo currently in your Photo Library. If you would like to add a new photo, click on the "Upload New" tab and upload the photo to the 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 it to the site.

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

- **Image:** Select the Page you want to add an image to. Click on the "Image" option. 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 new photo, click on the "Upload New" tab and upload the photo to the site. After choosing a photo, you can type in a "Title", "Description", etc. Click "Post" to add to the site.

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

- **Gallery:** Select the Page you want to add a Photo Gallery to. Click on the "Gallery" option. Select multiple photos from photos currently in your Photo Library by clicking them. If you would like to add new photos, click on the "Upload New" tab and upload photo(s) to the site. Once photos are selected, click "Okay". You can then add a Gallery Title and Description. Click Post to add to the site.

Gallery

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

- **Slideshow:** Select the Page you want to add a Slideshow to. Click on "Slideshow" option. 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 the 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 the site.
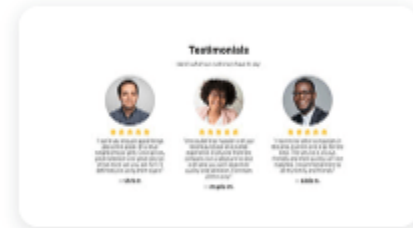

Slideshow

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

- **Testimonial:** Select the Page you want to add a Testimonial to. Click on the "Testimonial" option. Add text for Testimonial "Quote" and "Who Said It". Click Post to add to the site.
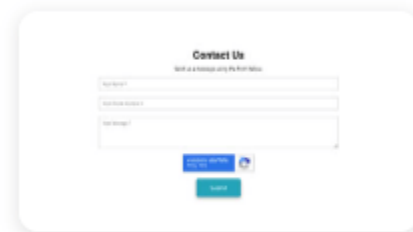

- **Email Form:** Select the Page you want to add an Email Form to. Click on the "Email Form" option. Type the Email Form Title (Example: "Contact Us"). Add Subtitle/Instructions (Example: "We will get back to you shortly"). Add the Destination Email (This is where all messages from users will be delivered to). Choose which fields you want to require the user to fill in. Click Post to add to the site.

- **Text:** Select the Page you want to work on. Click on the "Text" option. Type in a Title in the Content Area, type or paste in the text you would like to add. Click Post to add to the site.

- **Columns:** Select the Page you want to work on. Click on the "Columns" option. Upload a picture or video. Add title and/or description. Click to post.

- **Video:** Select the Page you want to add video to. Click on the "Video" option. 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 the site.

- **Social Icons:** Link to your social media profiles with recognizable icons, enhancing your online presence.

- **Menu:** Select the Page you want to add a Menu to. Click on the "Menu" option. 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 the site.

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

- **Price Table:** Select the Page you want to add the Price Table to. Click on the "Price Table" option. Enter the "Price"and "Description". Click "post" to add to the site.

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

- **Coupon:** Select the Page you want to add Coupon to. Click on the "Coupon" option. 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 the site.

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

- **Event:** Select the Page you want to add an Event to. Click on the "Event" option. 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 the site.

Event

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

- **Document:** Select the Page you want to add a Document to. Click on the "Document" option. 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 the site.


Document

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

- **Facebook:** Select the Page you want to add the Social Media feed to. Click on the "Facebook" option. Add Title of Post (Ex: "Like Us" or "Follow Us"). Paste in your Facebook URL. Click Post to add to the site.

Facebook

Embed your Facebook feed to connect visitors with your social media activity.
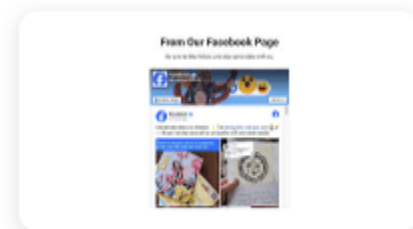
- **X (Twitter):** Select the Page you want to add the Social Media feed to. Click on the "Twitter" option. Add Title of Post (Ex: "Like Us" or "Follow Us"). Paste in or Type in your Twitter username (no @ required). Click "Post" to add to the site.

- **HTML:** Select the Page you want to add the custom code to. Click on the "HTML" option. Add your custom code to the dialog box. Click "Post" to add to the site. To View the code execution, you will have to "preview" the site.

- **Audio:** Add SoundCloud Audio tracks to your site. Select the Page you want to add the audio track to. Click on the "Audio" option. Paste the "SoundCloud Playlist or Song URL" provided by SoundCloud into the dialog box. (You can create and manage audio tracks at www.soundcloud.com). Click Post to add to the site.
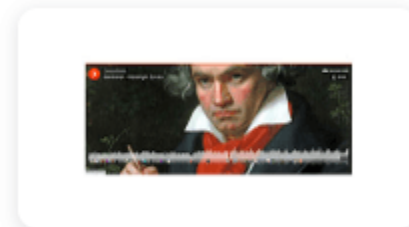
- **RSS (Blog/News Feed):** Select the Page you want to add a Blog to. Click on the "RSS" option. Add your Blog RSS Feed address (URL) to the top line. Add a Blog Title if you wish. Click "Post" to add to the site.

Media Library: Your website has a built-in collection of the media used on your website. All of the images and documents you upload will be found here. There are several file types that you can upload. JPEGs, PNGs, PDFs, WebPs, and more.
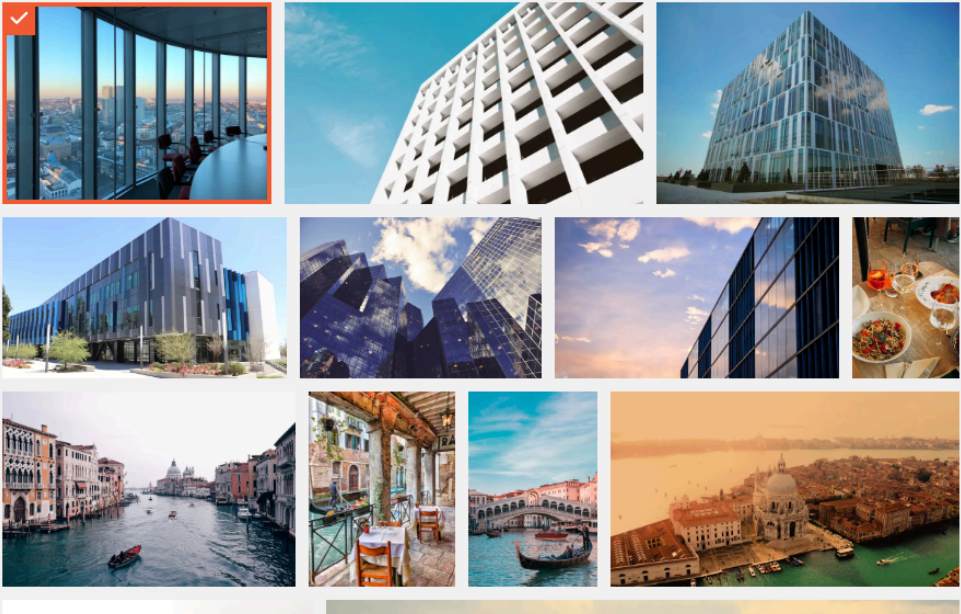
Photo Editor: Click on any image in your photo gallery, then click on the pencil icon to access your photo editor. Any adjustments made to a picture will result in the picture being saved as a new image. The original is not to be altered.
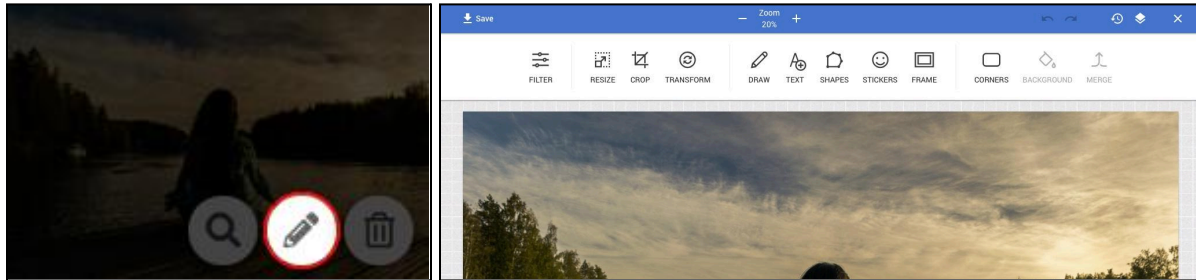
Tip: To adjust a pic for a slideshow click on crop then choose slideshow. Move the frame up or down to see what section of the picture will show on the slideshow. Click "Save".

Free Images:
You have access to Free Images from Pixabay that can be used on your website. Images are licensed for commercial and/or personal use. Click on the "Free Images" link at the top of the "Media Library".
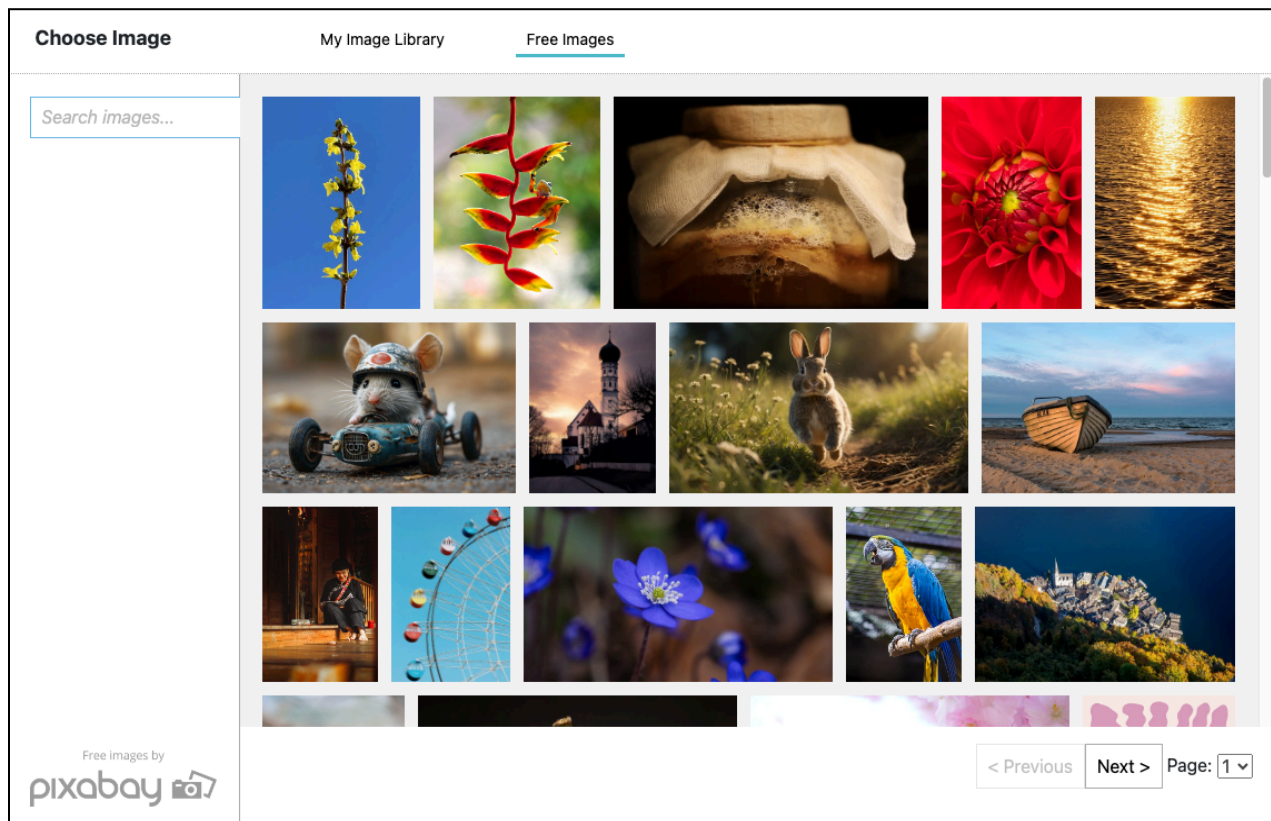
SECTION 6:
Website Maintenance & Best Practices

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 a number of Visitors, Visits, Page Views, etc.

SECTION 7:
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:

- **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!

- **Listen:** Regularly monitor the comments about your company, brand, and products.

- **Ask:** Ask questions of your followers to glean valuable insights and show that you are listening.

- **Respond:** Respond to compliments and feedback in real time

- **Reward:** Post updates about special offers, discounts and time-sensitive deals.

- **Demonstrate wider leadership and know-how:** Reference articles and links about the bigger picture as it relates to your business.

- **Champion your stakeholders:** Retweet and reply publicly to great tweets posted by your followers and customers.

- **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 8:
More of a Visual Learner? <mark>THIS IS NOT AVAILABLE</mark>


Video Library: 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 their content. View the VIDEO LIBRARY HERE.

Disclaimer: The BEST website builder is always getting improvements, so please excuse us if some information seems out of date. We are always working to update our materials to help you be your BEST!

SECTION 9:
Notes about Your Site

Responsive Design: 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.
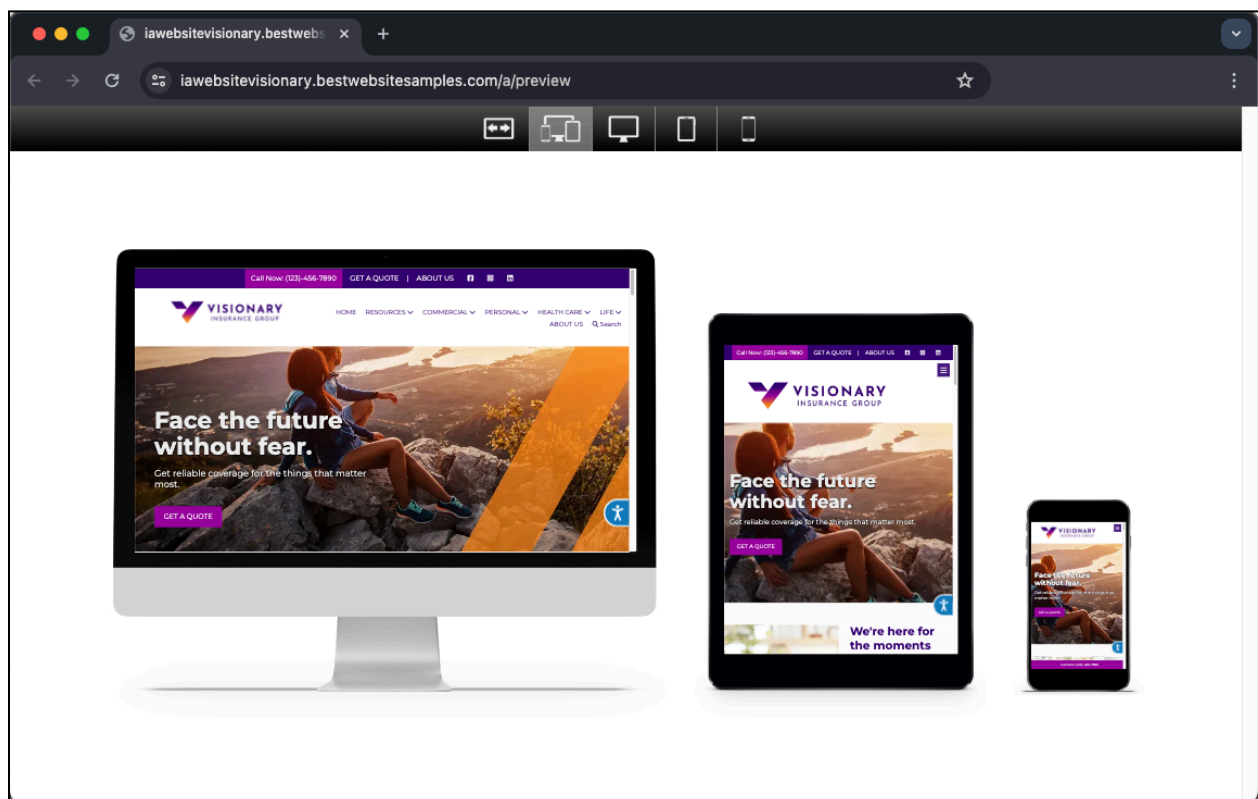
SECTION 10:
Help & Support

If you need any help or assistance managing your website, do not hesitate to reach out to your **BEST Account Manager**. Our team is happy to help you be your Best!

Your website includes a "site admin" page, where this document is attached, and there are a few options available to you as far as reaching us.

Call 1 800.247.7318
visit our website www.connectwithbest.com.

You can find your team working hard at: 404 Main Ave S. Fayetteville, TN 37334