Website User Guide

CONTENTS

GETTING STARTED

Welcome to your new Website

Your website comes complete with its own content management system. This means that you can log into your website with your special password and login details any time you like and make changes. Simply enter your login details and you are ready to get started!

Getting Started - Elements

Elements (which you can find on your site on the left hand side of the screen) are the basic building blocks of your site. All of your site content, be it text, pictures, videos etc is added via an element. Adding an element to a site is as simple as right clicking on that element and dragging it with your mouse to the content area of a page.

TEXT AND IMAGES

Add and Edit Text

Before you can write text you need to drag one of the text elements into the page you are working on. Adding text to your site is as easy as dragging any of our text elements to a page. The primary text elements are Text, Image+Text, and Title. Let's drag the most commonly used text element --

the one with the rather appropriate name of "Text". Click on the text element with your mouse and drag it into your website page.
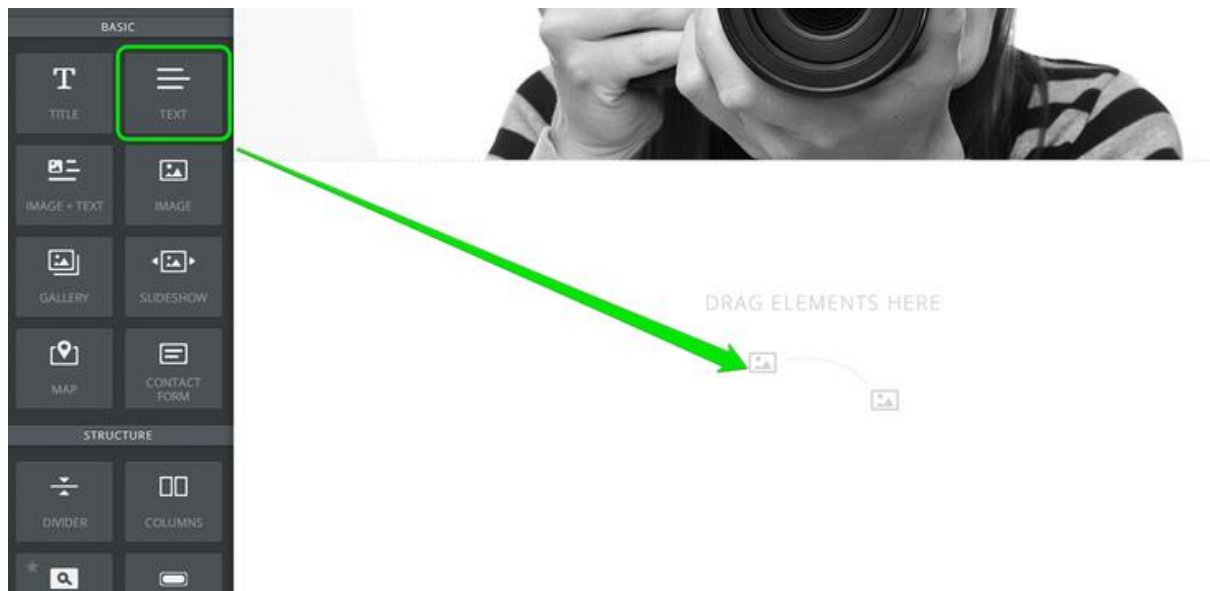
The text element is exactly what it sounds like: an element for writing text. Just click inside the element to start writing. You can write a word, a sentence, or multiple paragraphs in a single element.
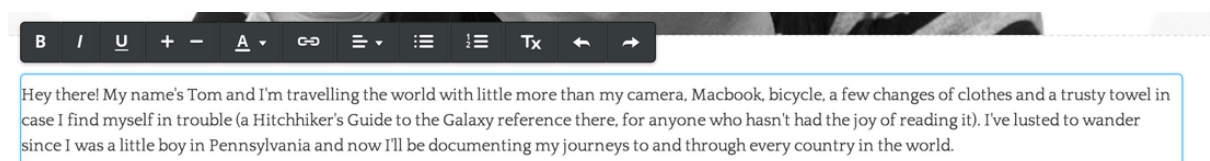
As you write, take note of the grey toolbar at the top of the element. This is the text toolbar and it allows basic changes to the formatting of your text. It works much like any other such toolbar normally works: select the text you

want to change by highlighting it with your mouse and click the appropriate button to make that change.
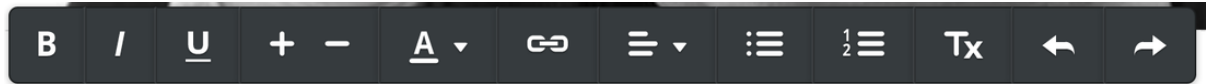
From left to right, you can **bold your text**, *italicize it*, underline it, make it bigger, make it smaller, change the colour, [create a link](#), adjust the alignment of all text within the element, create bulleted and numbered lists, and remove formatting.

You may notice that one thing you cannot do is change the font family to a different style. That particular setting is controlled elsewhere (but just as easily changed) and we'll dig into it later in this guide.

To add more text to the page we could continue writing in this same element, drag on another paragraph element, or use one of the other text elements:
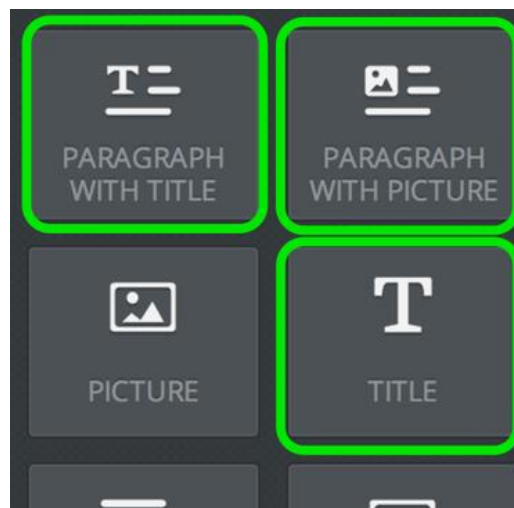
- **Title:** Used for adding titles / headers to a page.

- **Paragraph w/ Title:** A paragraph element with a place for a title already built in.

- **Paragraph w/ Picture:** A paragraph element with a place for both a title and an image built in.

All of these elements use the same text editing toolbar we examined above and you can stack as many of them as needed on the page.

Edit Fonts

Your website will have default fonts for the Site Title, Paragraph Titles, Paragraph Text and Links. You can change these fonts using the Change Fonts area found under the Design tab.
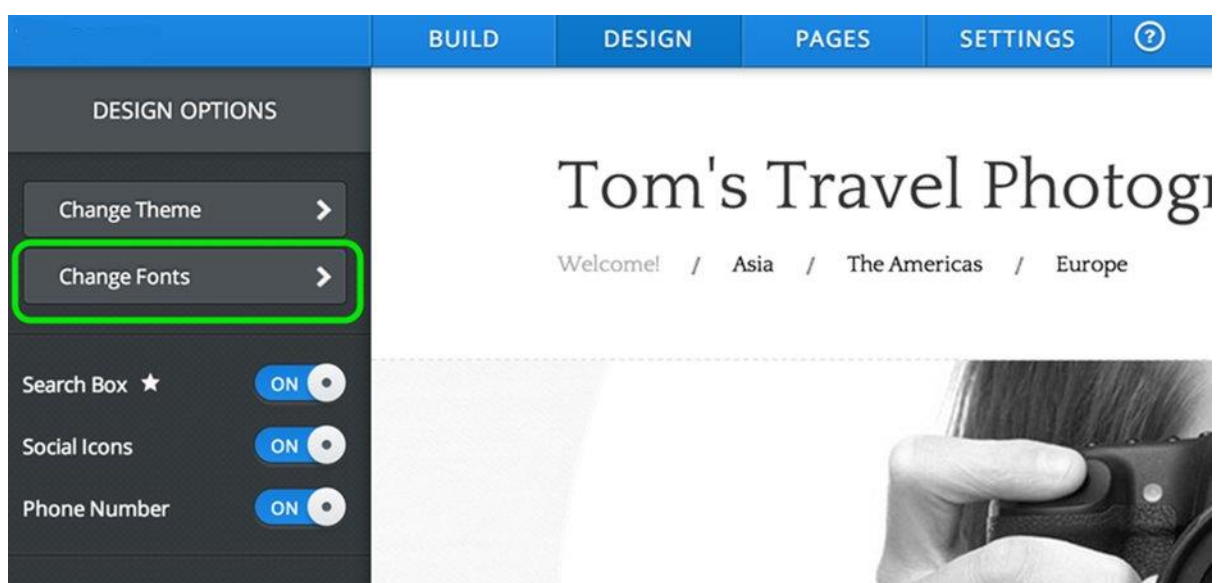
Each section (Site Title, Paragraph Title, Paragraph Text and Links) has its own font options. Let's take a look at each.

Site & Paragraph Titles

The Site Title is the Title that appears (or may not appear if you delete it) at the top of every page of your site. The Paragraph Titles can be added to a page via the Title element.

1. Select a new Font Face from the drop-down menu.
2. Select a new Font Size.
3. Change the weight of the font to make it heavier / thicker or lighter / skinnier.
4. Change the Font Colour by clicking the colour box. You can select another colour here or even enter a specific HTML colour code.

Paragraph Text
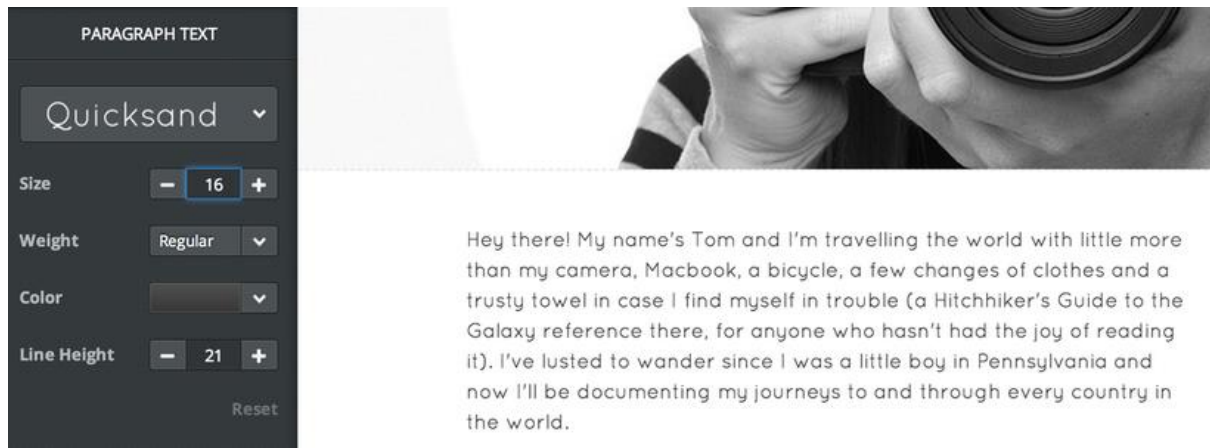
The paragraph text is all the regular text on your site.

1. Select a different Font Face from the drop-down menu.

2. Select a new Font Size.

3. Change the weight of the font to make it heavier / thicker or lighter / skinnier.

4. Change the Font Colour by clicking the colour box. You can select another colour or even enter a specific HTML colour code.
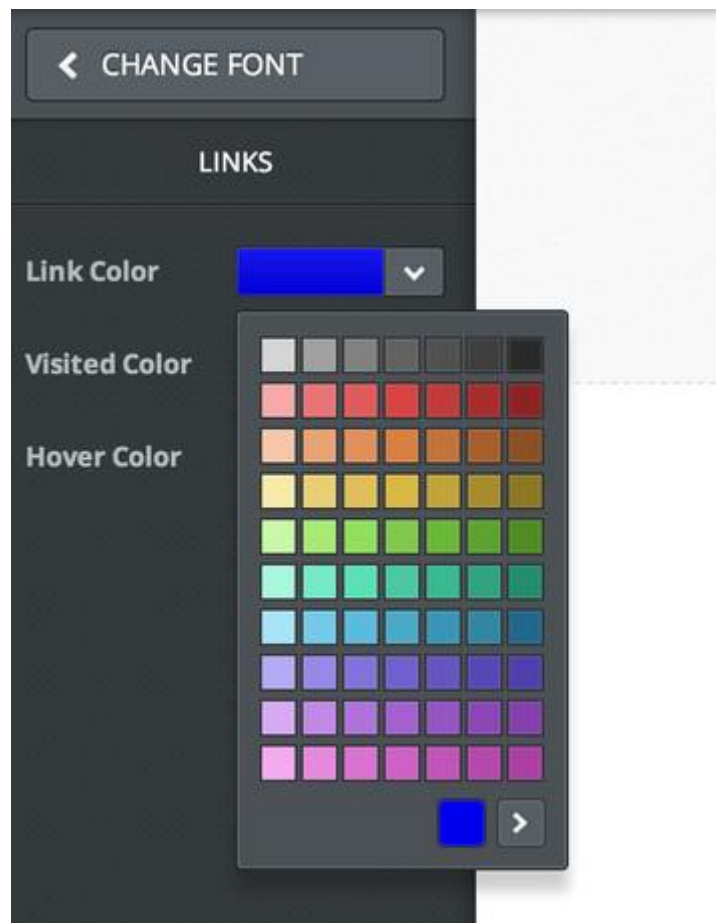
5. Select a different Line Height. This adjusts the amount of white space between each sentence in a paragraph.

Links

Links connect people to other pages on your site, pages on other sites, email addresses and files that they may want to download.

1. Change the colour of an unclicked Link.
2. Change the Visited colour (this colour indicates to the site visitor that they've already looked at that link).
3. Change the Hover colour. This is the colour given to the link when you hover the mouse over it.

If you ever want to switch back to the default fonts for a section, just use the Reset link found within each section.

How to Publish Your Site

Every time you add content to your site it is not available for people to see when they log onto your website until you Publish it. To do so, just use the Publish button in the upper right corner of the editor as shown below.
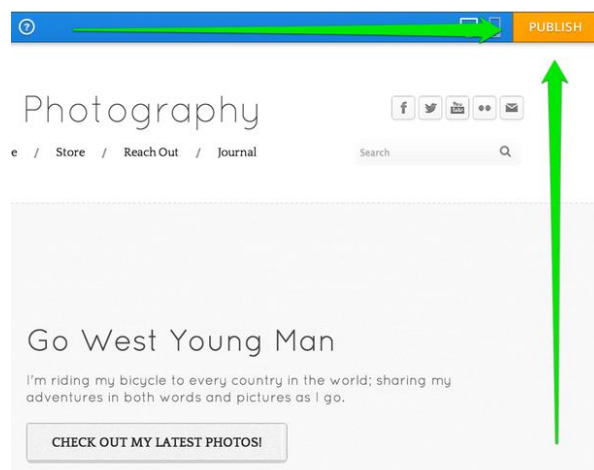
This will bring up a verification box, letting you know your site has been Published. Click the "x" in the corner of the box to close the box and continue editing your site. You can continue to add content through the editor whenever you like and then click the Publish button to push that content to your live site.

Add Images Your Site

There are four elements that can be used to add images to a site:

- The above mentioned paragraph with picture element.

- The picture element -- upload one image per element.

- The picture gallery element -- upload as many pictures as you like to create a gallery of clickable images.

- The slideshow element -- upload as many pictures as you like to create a slideshow of images.
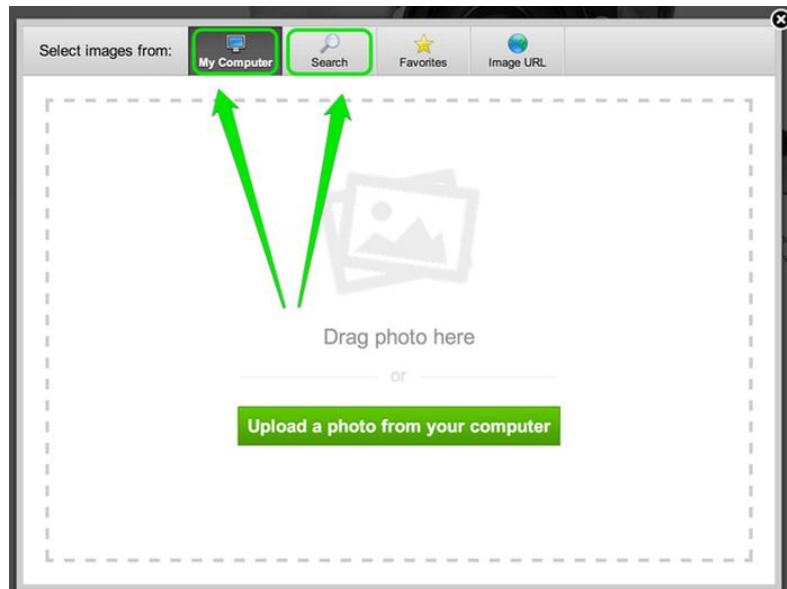
Adding any image element to your site works the same way as adding a text element - just drag it to the page.
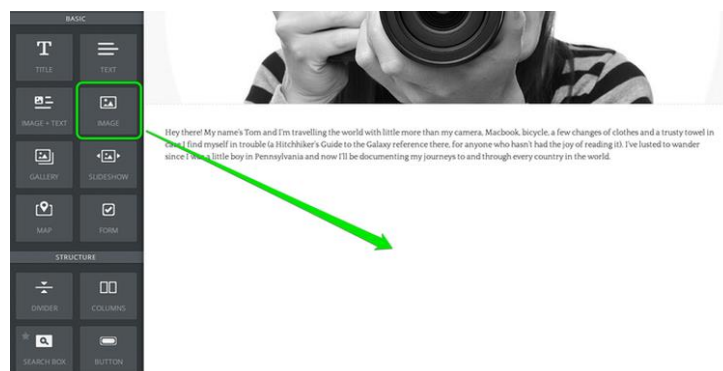

Click the upload image box to upload a picture.

This opens up a dialog box presenting several ways to add a photo. The two key options are to either upload (or drag) an image from your own computer or to search through the stock photo database.


Let's focus on the option to upload a photo from your own computer. The easiest way to approach this is to drag the picture you want to use from your desktop into the box that quite helpfully says "drag photo here." You can also click the green "Upload a photo" button if it isn't convenient to drag the image over.
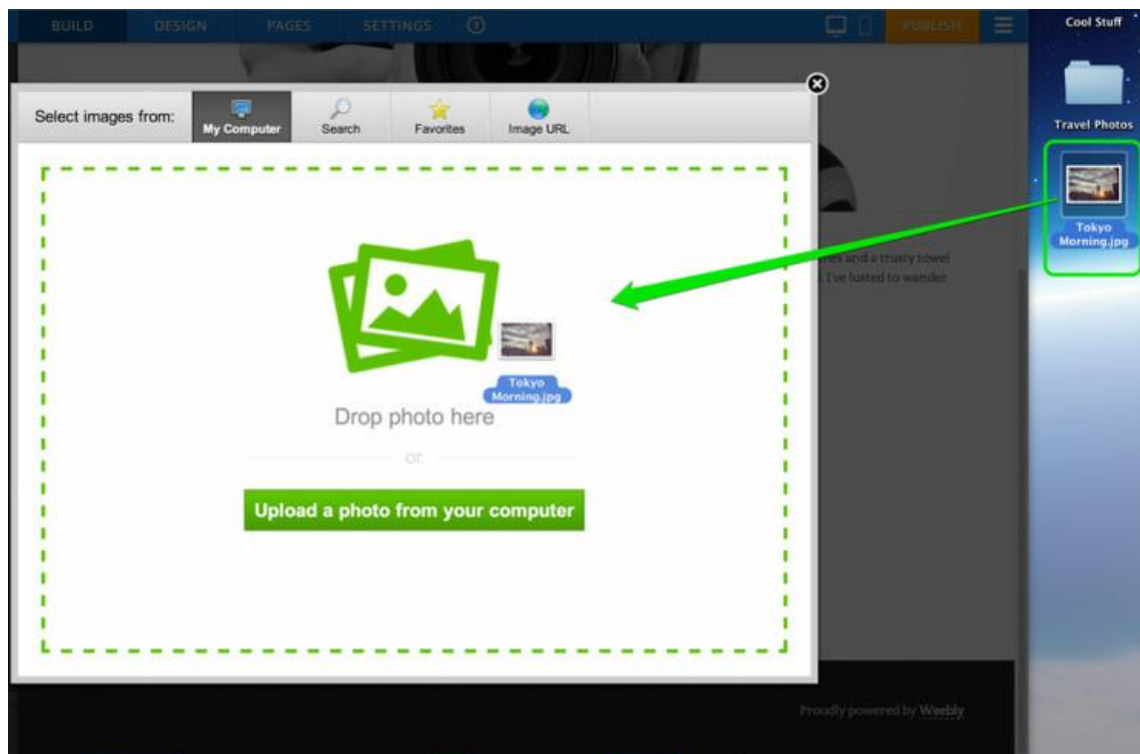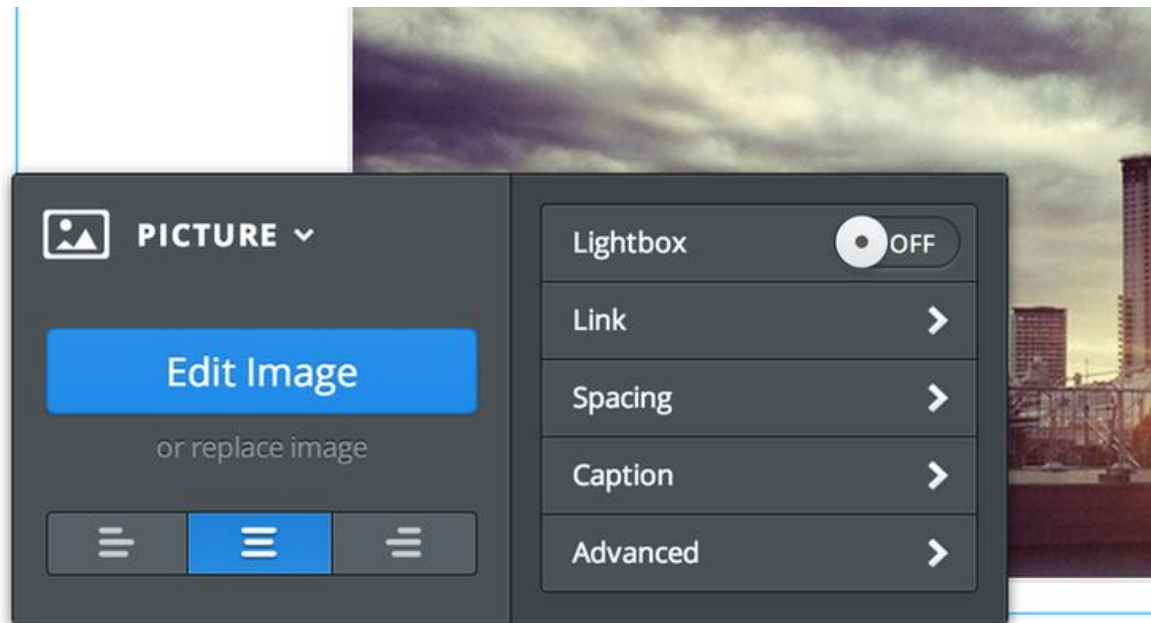
You can adjust the size of the image by clicking and dragging the little box that appears in the lower right corner of the image (you'll need to click on the picture to see it)

.
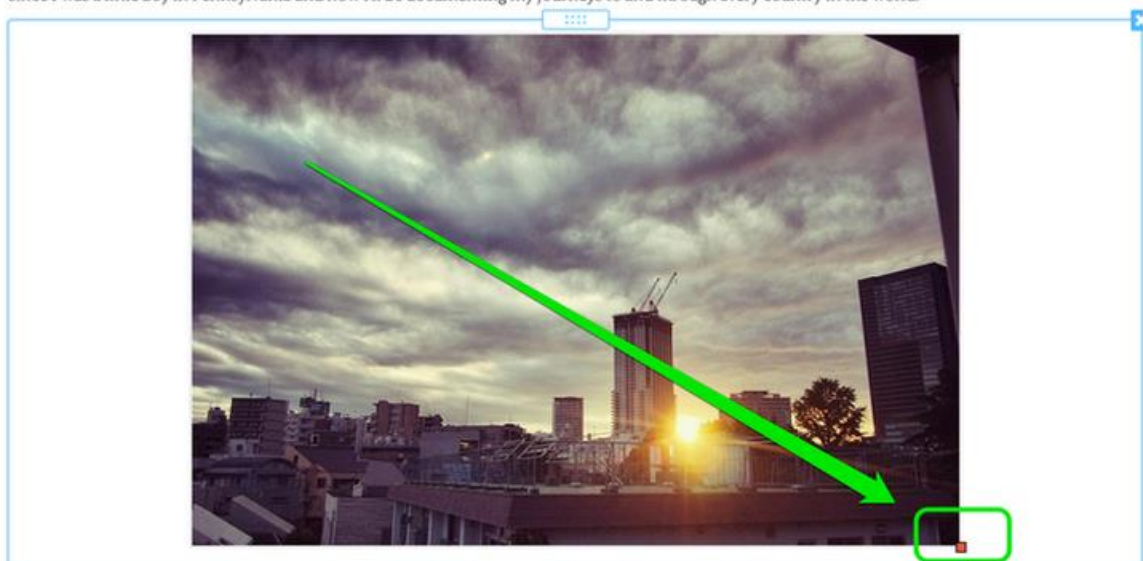
Clicking on the photo also opens up a settings dialog box that you can use to make further changes.

Some notable controls:

- **Lightbox**: If you turn this on then any visitor who clicks the image on your site will be shown a larger version.

- **Link**: This option turns the image into a link. We cover links later in this guide.

- **Spacing**: Makes minor adjustments to the amount of white space around the picture.

- **Caption**: Lets you add a basic text caption under the pic.

- **Advanced**: Allows you to adjust (or turn off / on) the border around the picture.

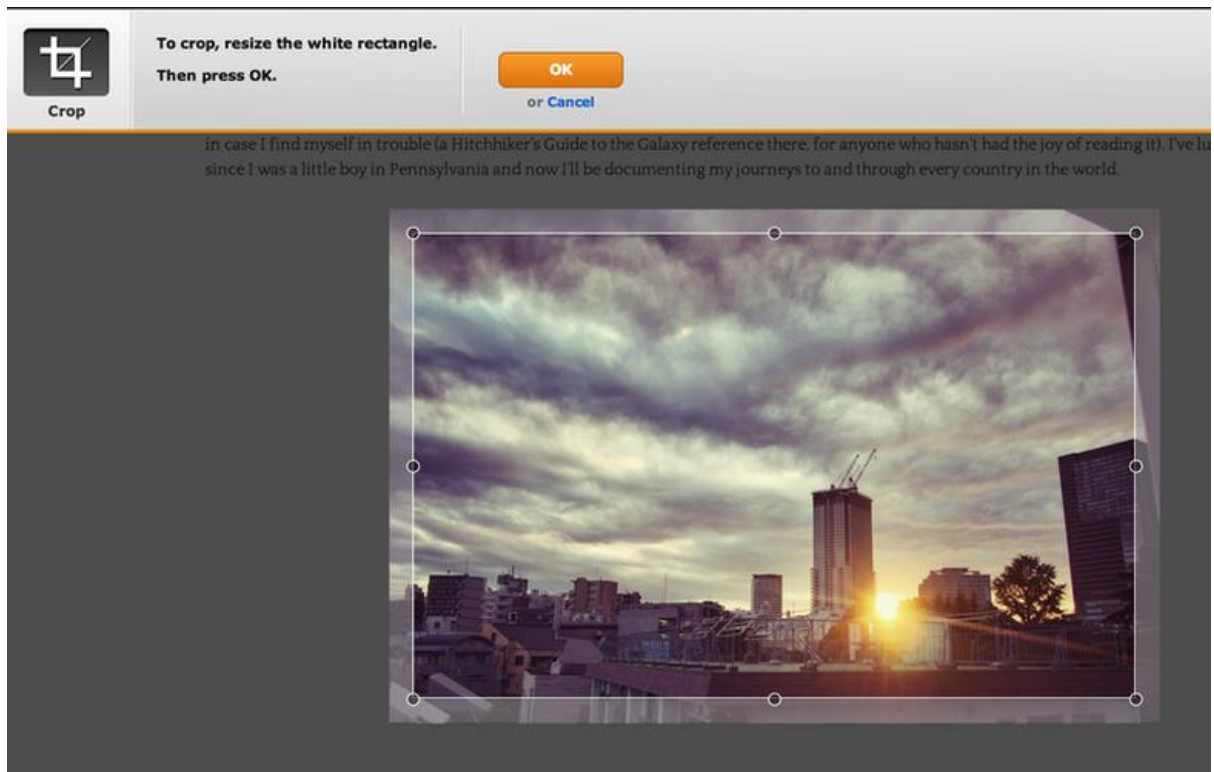And the big blue "**Edit Image**" button opens up a simple image editor.
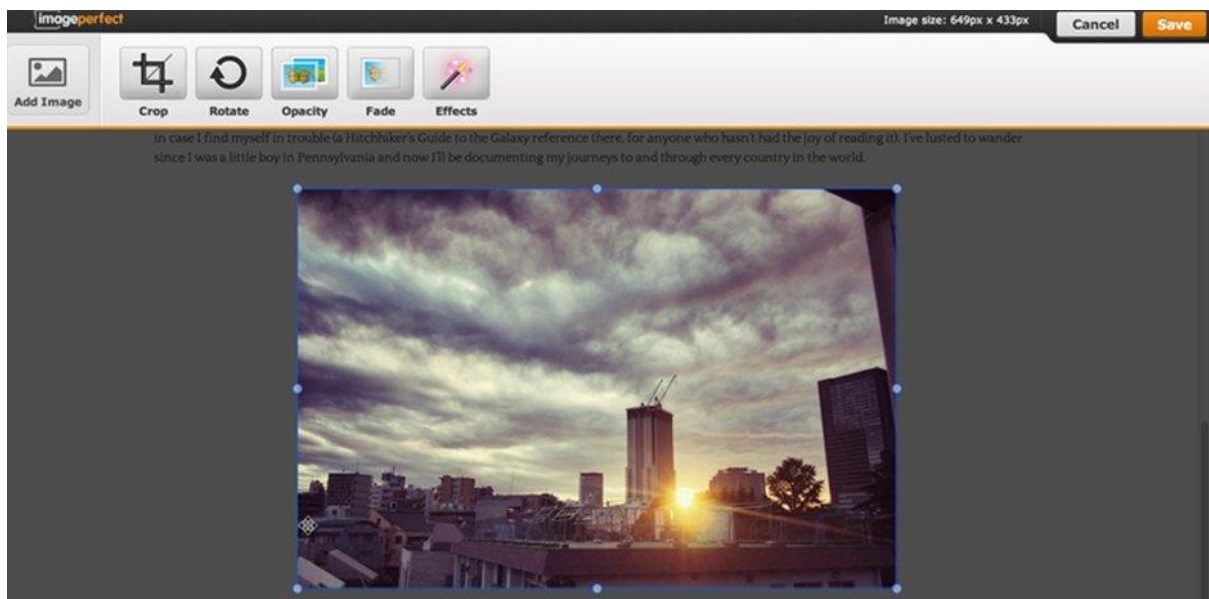
This editor provides some basic options for adding effects, lets you. Rotate the image to any angle and has a Crop feature that can cut unwanted parts of the image away.
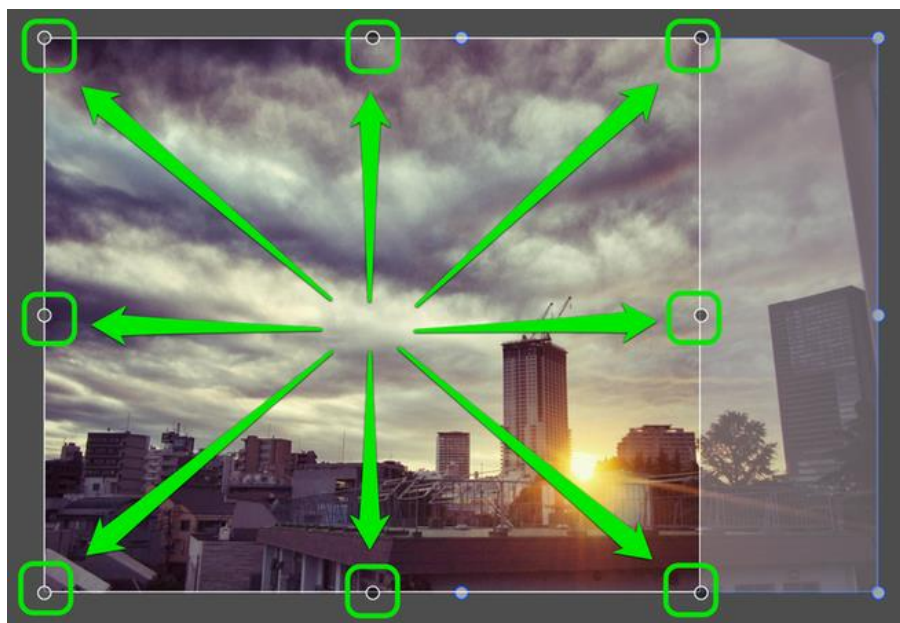

As an example of how these tools work, let's crop this picture a bit.

The Crop option places a box over the top of the picture. You can click on that box to drag it around and adjust the bubbles on the corners and sides to change the dimensions.

Once you've made changes click OK. If you don't like the changes you can click Crop again to readjust or click the grey Cancel button to drop out of the editor. We've cropped the example image down to more of a square; we'll keep this change and click the Save button in the upper right.

Create an Image Slideshow

Our slideshow element (available under the "Multimedia" category of elements) enables you to show off your photos with style

To add a slideshow, just drag the element to a page on your site.

This will open the "Choose a Slideshow Style" dialog box where you can select which style of slideshow you want. This can always be changed later (we even provide more options later), so don't spend too much time worrying about which one you want. Let's select Thumbnails on Bottom for this example.

You'll now be prompted to upload photos. Hit the big Upload Photos button to get started.
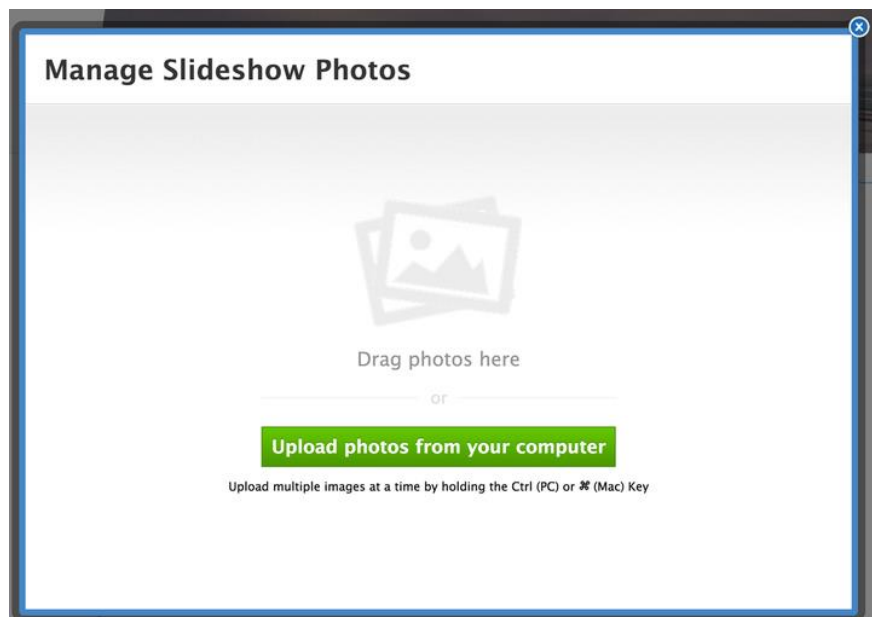
Then select the photos you want to upload. You can always delete photos or upload more later.
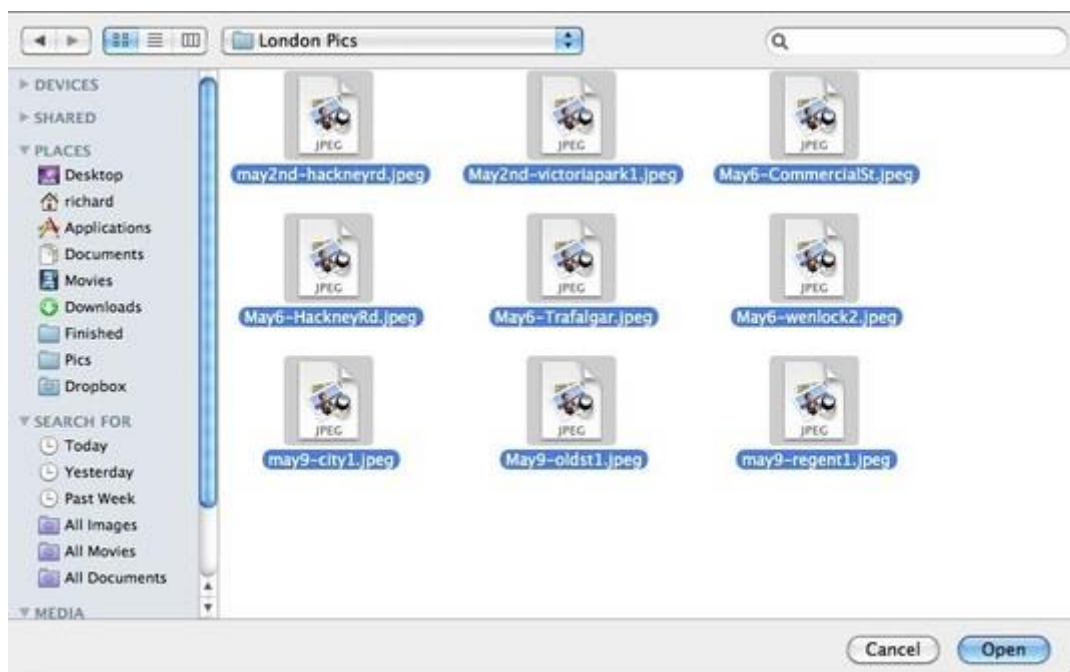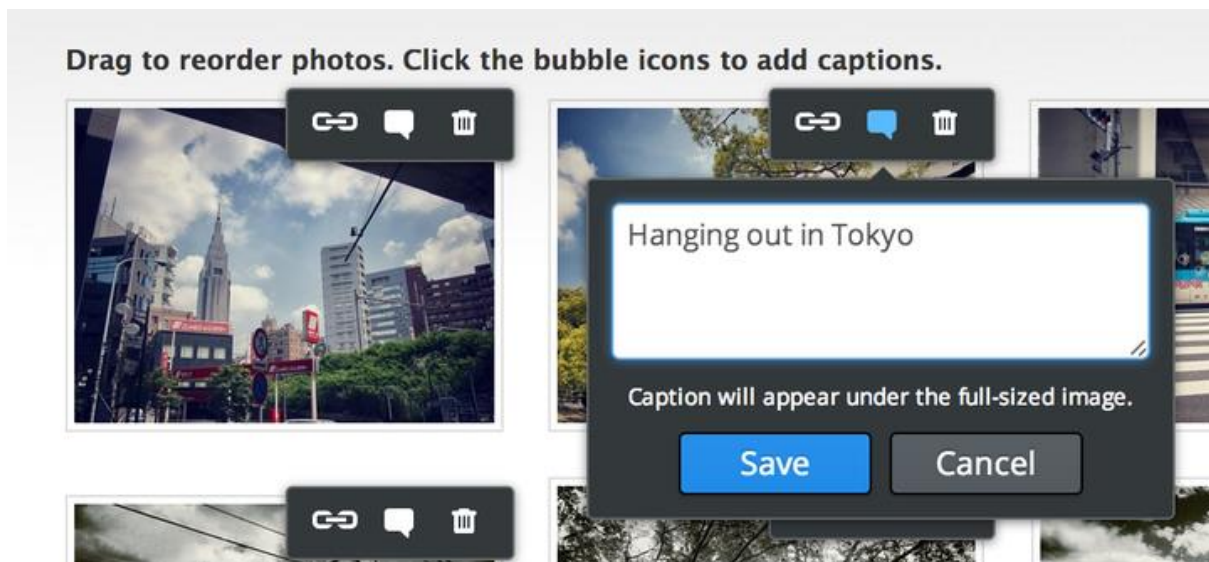
Depending on how many photos you selected, it may take them a few minutes to upload. Once they're done uploading, you'll see them all on the photo management screen.
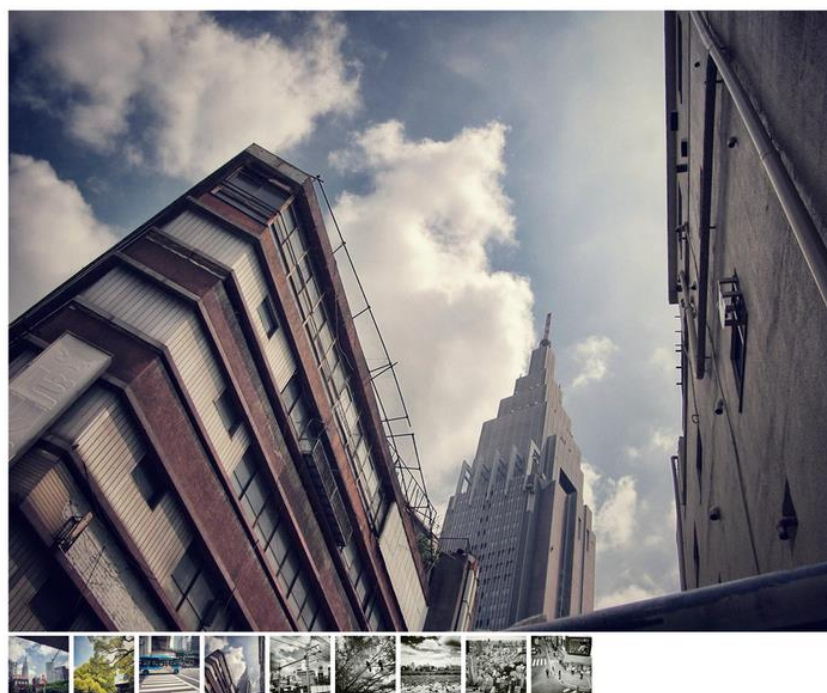

You can drag photos to re-order them, click the "x" next to each to delete them and click the "bubble" icon to add a caption that'll appear along with the photo in the slideshow.
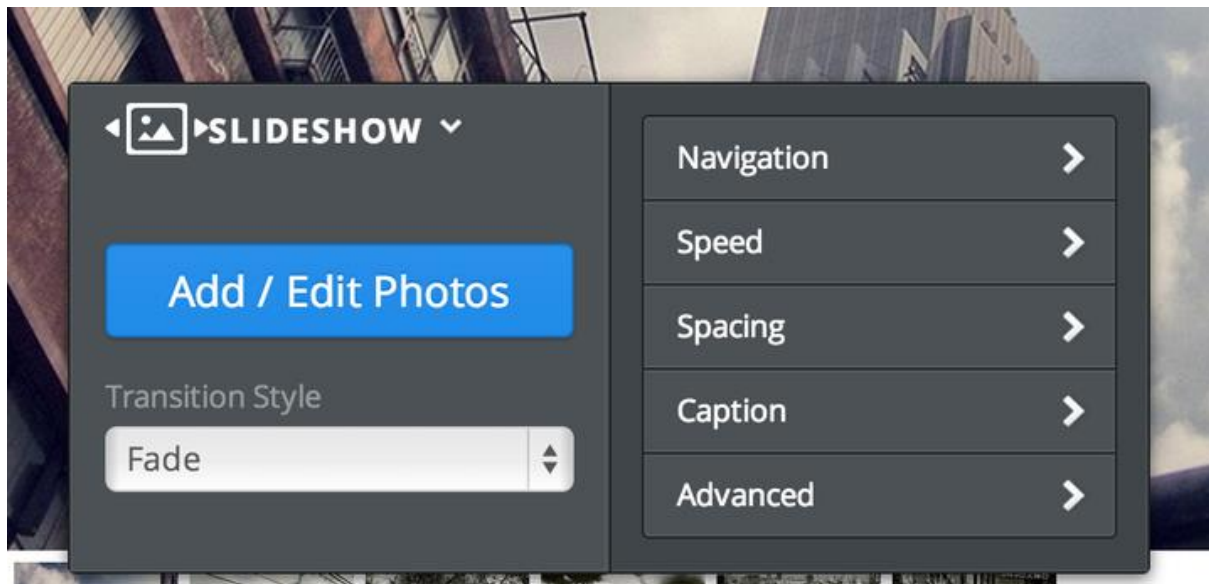
When you're ready to move on, click Save and you'll new see the slideshow as part of the page.

Click on the slideshow to open its toolbox and make changes.

- Use the Add / Edit Photos button to bring up the Manage Photos dialog box we saw earlier.

- Use Transition Style to switch between five different photo transitions.

- Use Navigation to select whether you want to use Thumbnails, Numbers or no navigation at all.

- Use Speed to determine how fast the slideshow should play.

- Use spacing the tweak the amount of space around the image.

- Use Caption to determine if any text captions should appear at the top or bottom of each image.

- And with the Advanced option, set Autoplay to On or Off (it's on by default) and determine if you want the slideshow to always play in order or start from a random point every time the show is loaded.

Note that the slideshow will automatically expand to the width of the page or column in which you've placed it. Check out the slideshow below to see

how it usually works. This slideshow has the navigation set to the right, captions set to the bottom, and auto-play is turned off.

Upload a Gallery of Images

The gallery element enables you to upload photos in bulk, which are arranged in a click-to-see-a-larger-version grid format that you can control. Drag the Photo Gallery element (found under Multimedia) to a page to get started.
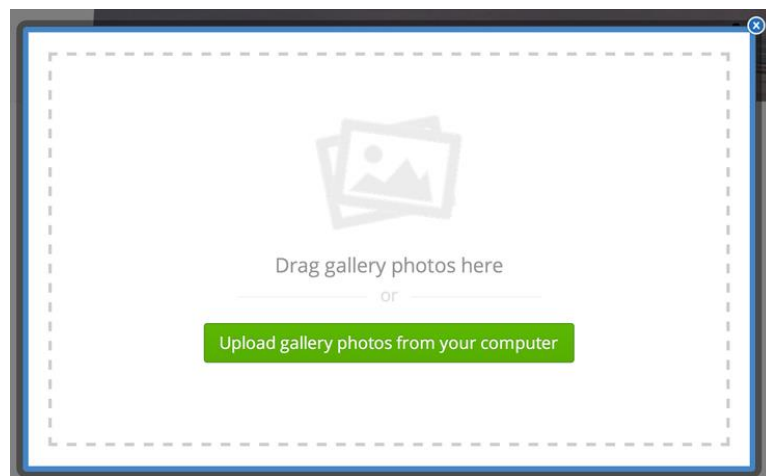

Then click the Upload Images button that appears in the element.

And either drag images into the box or click the big green Upload Photos button.

This will let you select images from your computer to upload. You can select multiple images by holding the CTRL key on a PC or the Command key on a Mac. If you have trouble uploading images, we'd recommend limiting your bulk uploading to around 25 pics at a time. You can always add more later.
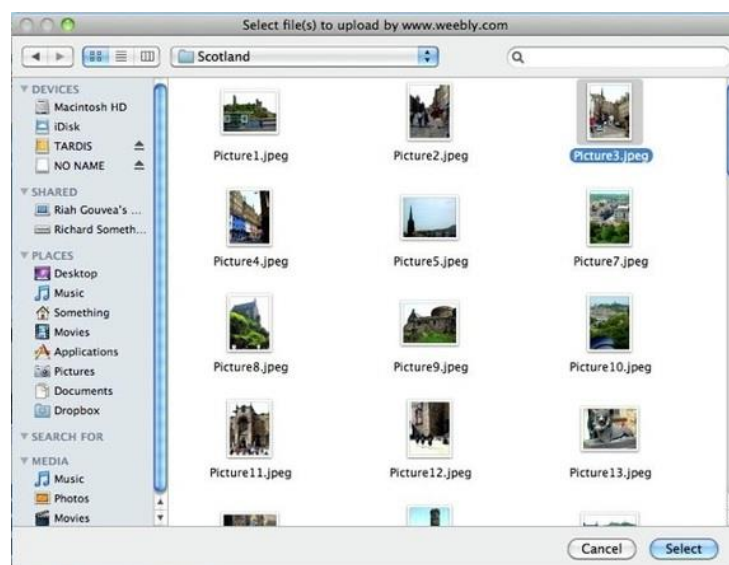
Give the photos a few minutes to upload and then you'll see your gallery on the page.
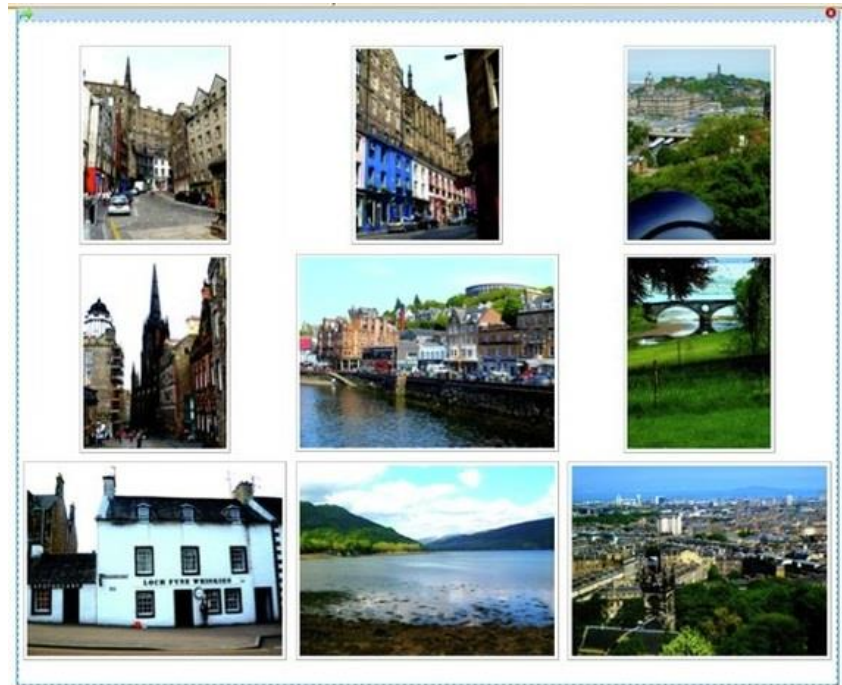
Each image in the gallery automatically links to a larger version of the image. You can also link an image elsewhere (another site or page) if you like or add a caption that will appear on the enlarged version of an image. Just click on the gallery to see these options.

Click on thumbnails and drag them around to rearrange images within the gallery.
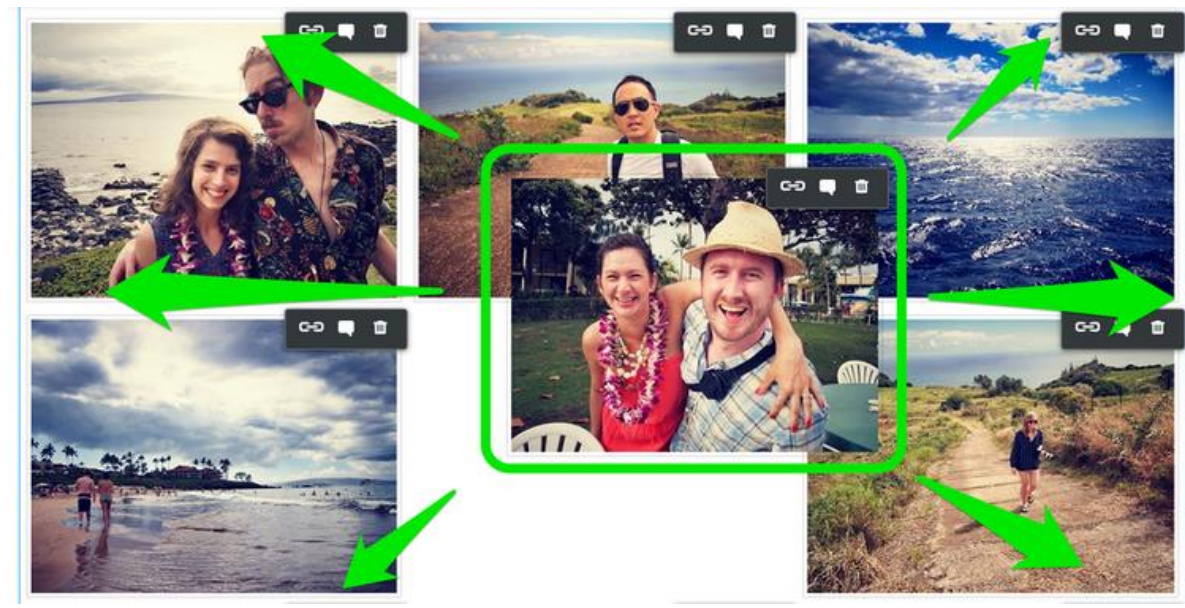
The gallery's toolbox enables you to make additional changes.
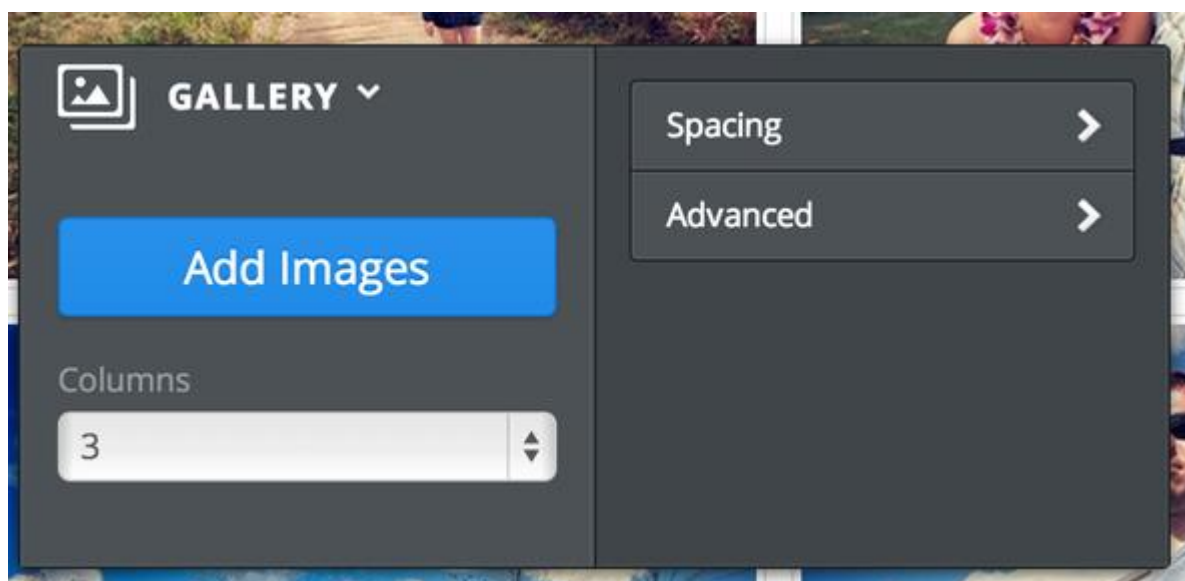
- Add Images (there's no limit, but we recommend uploading no more than 200 images to one gallery).

- Determine the number of columns you want. The default is 3, but you can use from 2 to 6.

- Select the amount of Spacing to place between each image.

- And with Advanced, choose if you want a border around each thumbnail or not. And select if you want to crop the thumbnails to either squares or rectangles. This cropping has no impact on the enlarged images; it only changes the look of the thumbnails to make the gallery look more uniform.

Disable Image Downloads

Web browsers allow site visitors to save images to their computer. This is how web browsers are expected to work and most sites (even photography sites) make no attempt to stop this from happening.

To disable right clicking on your pages in many browsers (in order to prevent people from easily copying your text and pictures) paste the following into the "Footer Code" (NOT "footer message") box under the "settings" tab in the Search Engine Optimization (SEO) area of the editor:

<body oncontextmenu="return false;">

General

Store

SEO

Mobile

Editors

Archive/Un-publish

Site Description

[   ] [Save]

Meta Keywords

[   ] [Save]

Separate each keyword with a comma.

Footer Code

[<body oncontextmenu="return_false;">   ] [Save]

ex. Google Analytics tracking code

Header Code

[   ] [Save]

ex. Google Webmaster Tools verification meta tag

Save this change and it will be active once your site is Published. This
option does not work on every web browser, but it does work on some of
them.

But we must stress that it is virtually impossible to fully protect any image
on the Internet. If someone wants it, they will find a way to access it,
unfortunately. You have the option to use password protected pages which
offer the best form of protection, though visitors would then need a
password to view the images.

Rather than protect images in this way, some photographers and others
with online images choose to use graphics programs to add a watermark or
stamp onto the online version of their photos. Although it does not prevent

the photo from being downloaded, it does protect the photo in most cases

since the watermark renders it useless.

Add a Map to Your Site

If your business or organization has offices that site visitors can visit, it's

helpful to include a map to that location to your site. And we have a built-in

Google Maps element that helps you do just that.

Start by dragging the Maps element to a page on your site. It's under the
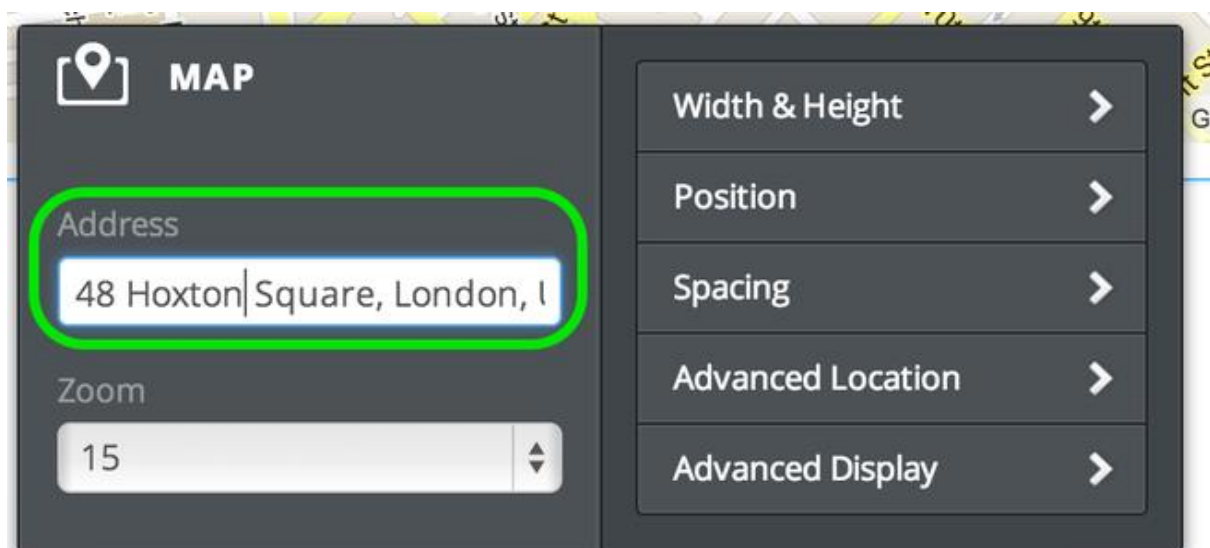
Basic category of elements.
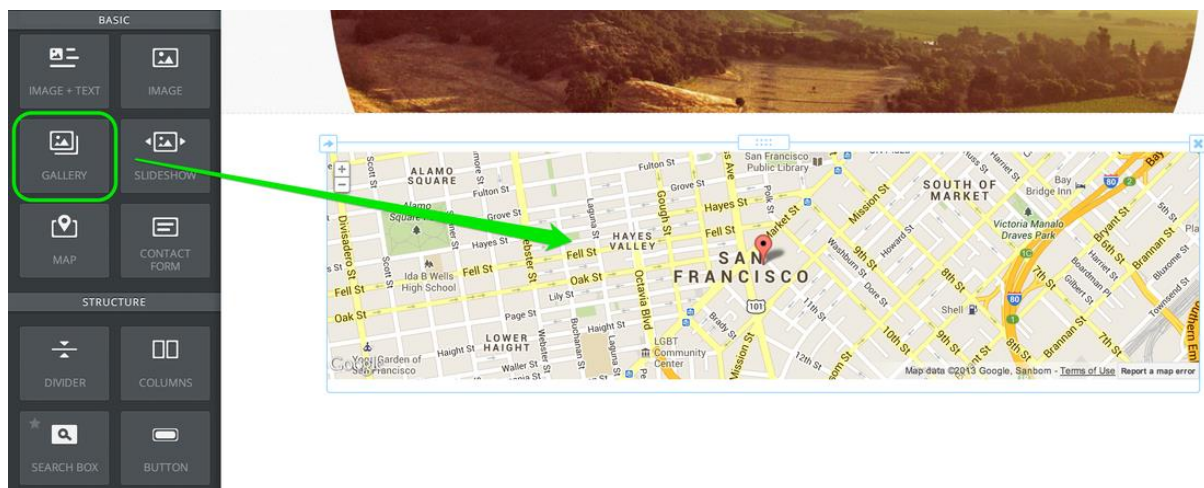
Click on your map to open up the toolbox. You can make a number of

changes from here.
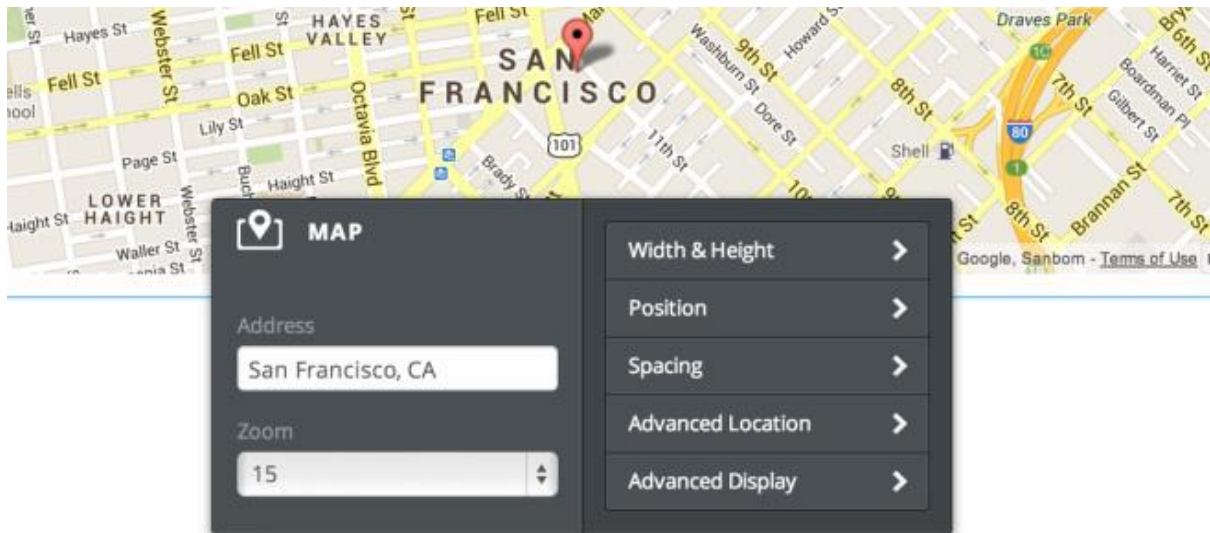
The most important thing to change (unless you happen to be sitting exactly at the corner of Van Ness Avenue and Market Street in San Francisco) is the address. Enter your own address as Street Address, City, Country, like so: 48 Hoxton Square, London, UK

This will update the map to the address you've entered.

And you can adjust the height of the map using the Width & Height option in the toolbox.
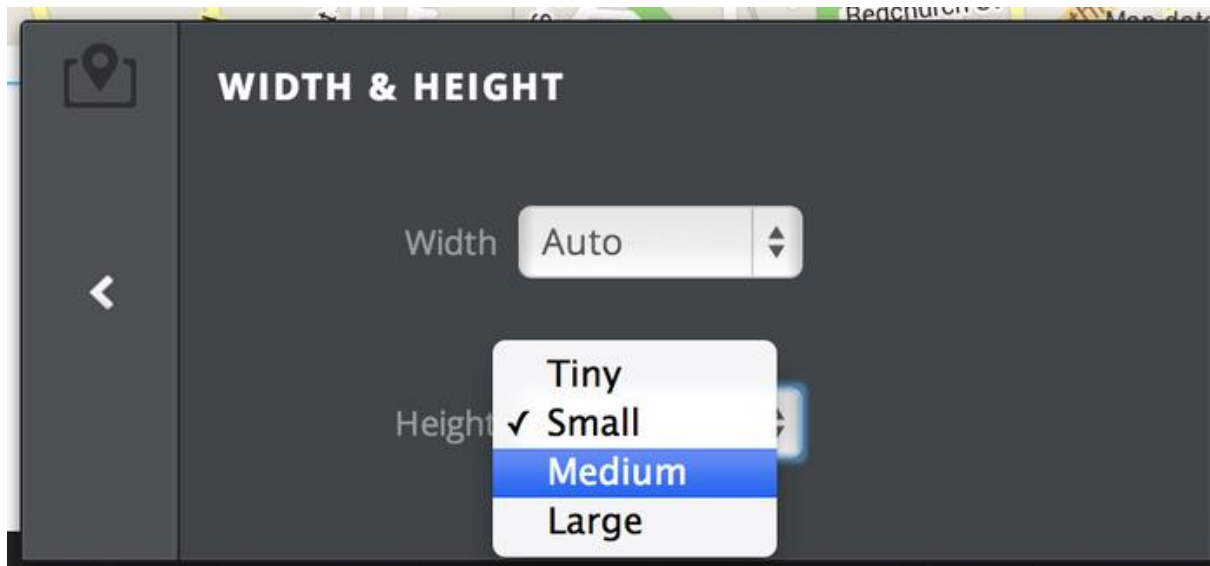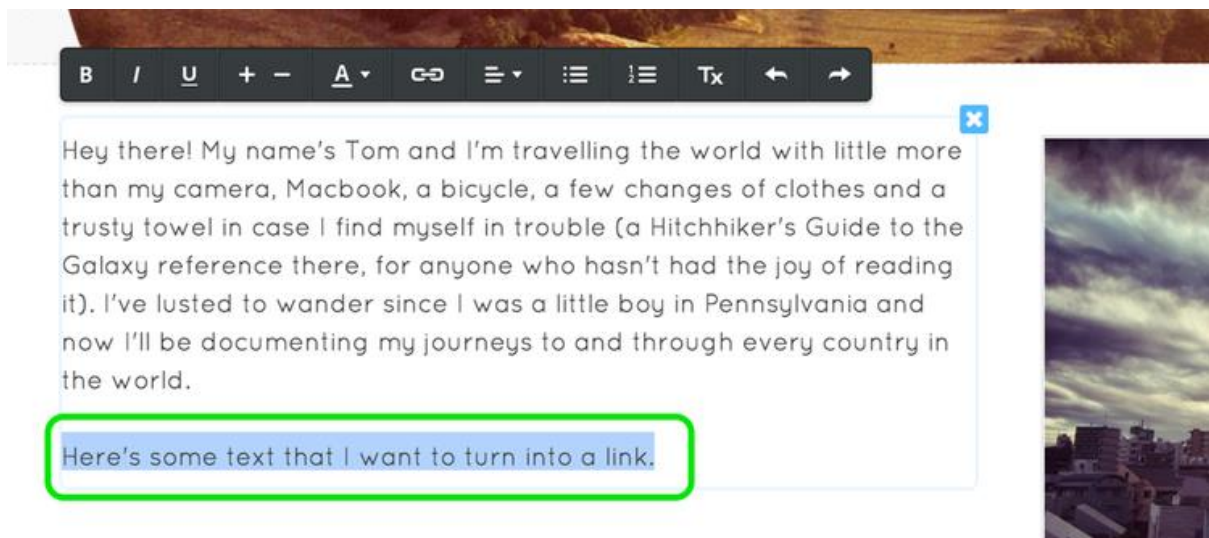

How to Create Links / Hyperlinks

Links allow you to use text or images to link a site visitor to another page or file either on your site or on another site.

Text Links

To create a text link, first highlight the text you want to use for the link.

Then click the "chain link" icon in the text toolbar.
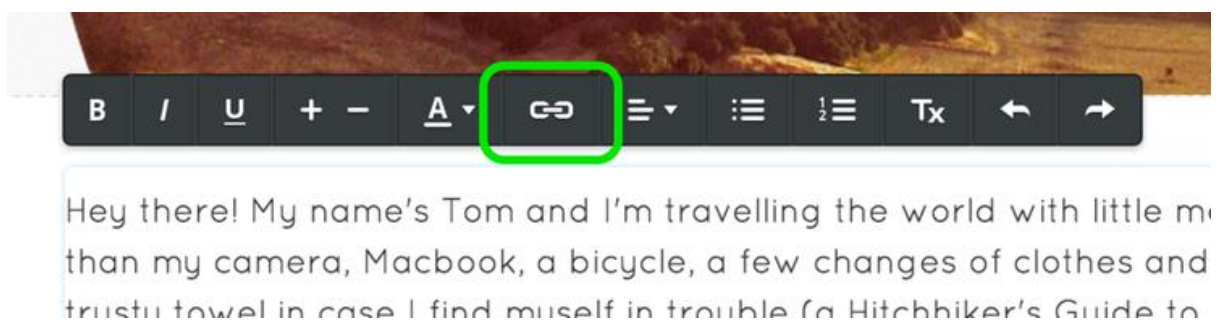
This will open the link dialog box, where you can select the kind of link you'd like to create. You can:

Link to another page on your own site. Just select the page you want from the drop-down menu.

Link to a page on another site. You can even choose to have the link open in a new window (so that the visitor is not redirected from your own site when they click it) by checking the provided box.
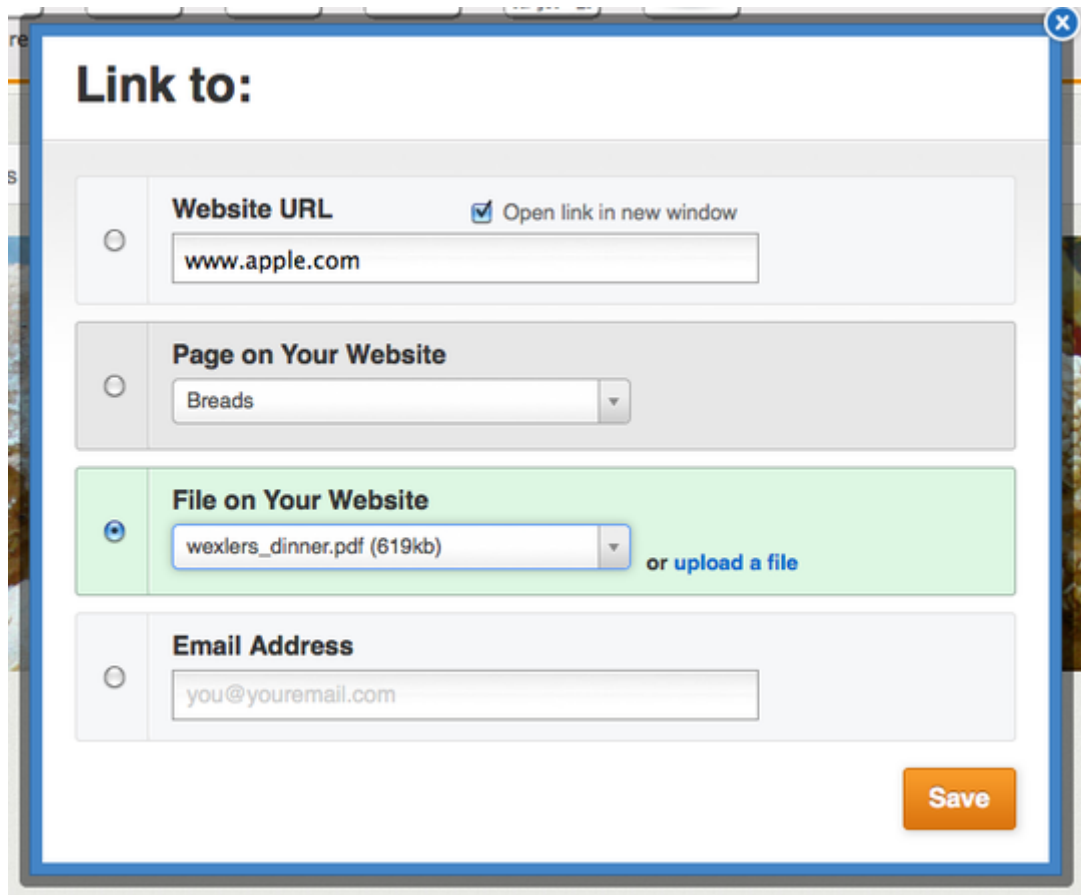
Link to a file so it can be downloaded. You can select a file from the drop-down menu or upload a new one.

Link to an email address. This will cause the visitor's mail program (like Outlook or Apple Mail) to open so they can write you directly. Note that if the visitor is not using one of these programs, the link won't work and they'll just need to copy your address or use a Contact Form if you have one on the site.
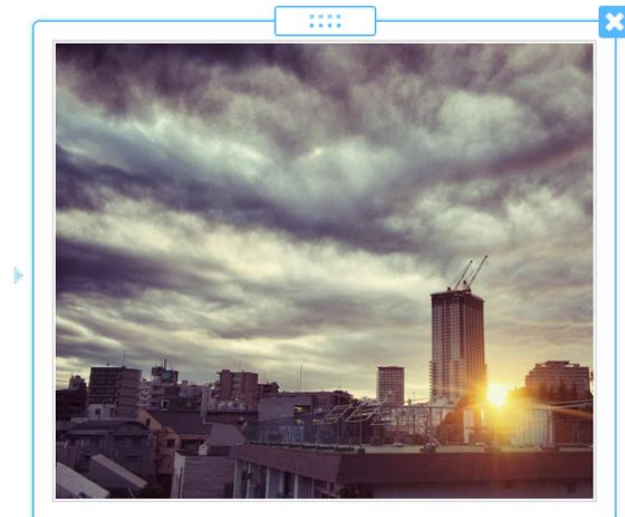
When you've created your link, click Save and then Publish the site to test it. You can also click on any link in the editor to see where it leads and to remove it if needed.
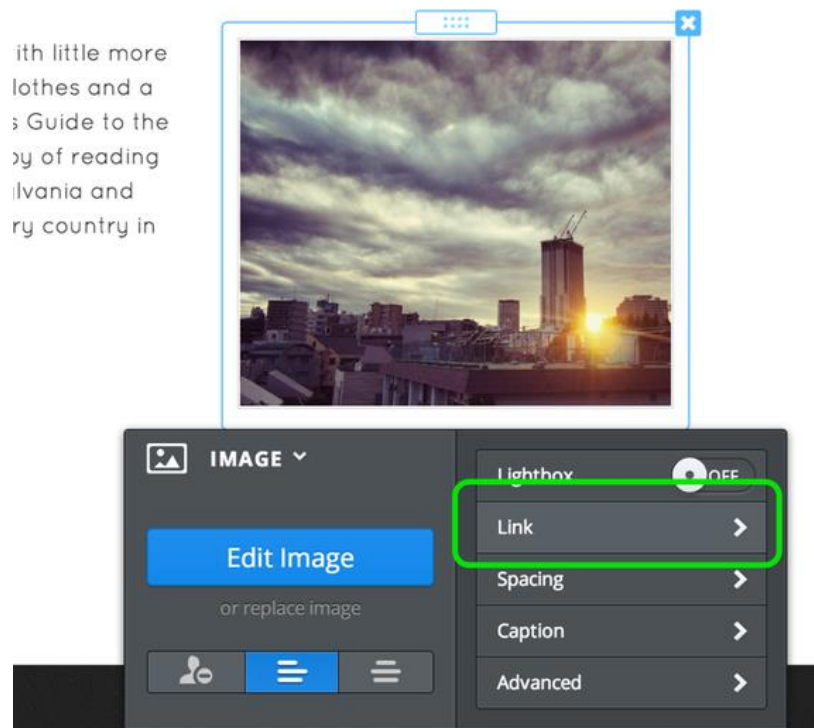
Picture Links

To create a picture link, first click the image you want to use for the link.

Then click the Link option in the upper-right-corner of the image.

This will open the link dialog box, where you can select the kind of link you'd like to create. The same as with text links you can link to another page on your own site, another site, a file or an email address etc (see instructions above for TEXT LINKS). Just select what you want from the drop-down menu.

PAGES

Add Multiple Columns to a Page

By default, the content area of a page allows you only to stack elements one on top of another.   No matter how many times you try to drag an element alongside another element, it will always end up above or below that element.   This works great, unless you want to line up some of your elements side-by-side in multiple columns. That's where the Columns element comes in.

Our Columns element enables you to add up to five columns to a page or section of a page. In this way you can change the layout of a page (or a section of a page) to line up elements and content side-by-side.

Start by dragging the Columns element to a page.
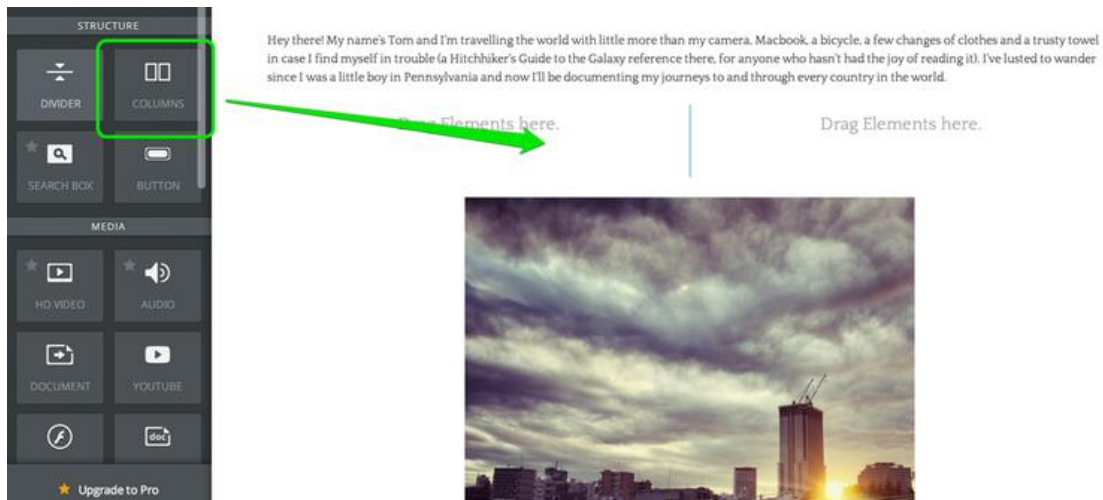
The default setting provides two columns, but this can easily be adjusted via the toolbar in the upper-right of the element. A Multiple Column element can have up to five columns.

You can drag as many elements into each column as needed, and use the blue bar between the columns to adjust the width of each. Elements inside the columns will expand or contract as you change the column size.
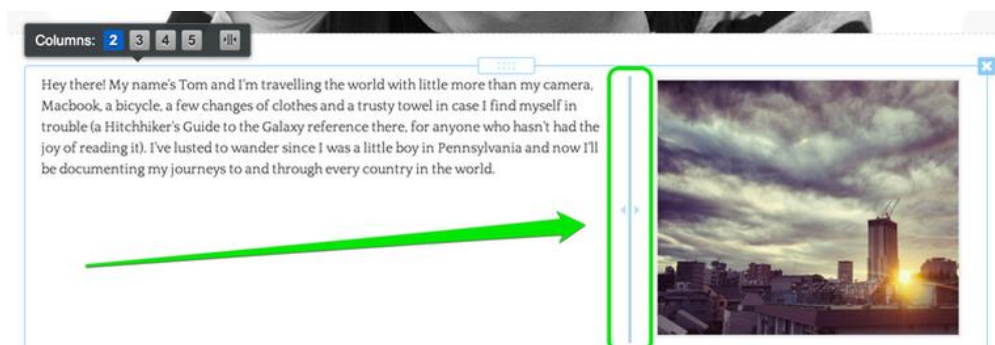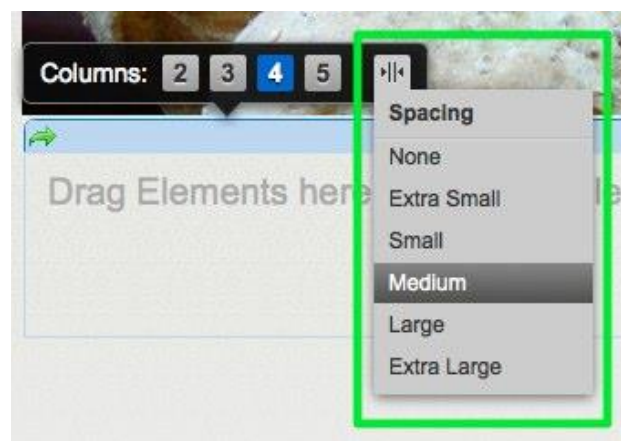
The divider between the columns doesn't show up on the published site so none of your visitors will see that.

The amount of space between the columns (and hence the amount of space between the content within each column) can be controlled via the Spacing settings in the toolbar.


Both the number of columns -- and spacing between each -- can be altered at any time. So you can change these settings before or after you've started adding content to the columns. You're not locked in to anything. You can add as many elements as you like to each column. They'll just

stack on top of each other as usual. And you can add elements above and below the Columns element too, which enables you to have Columns on just part of the page.

Create a New Page

Creating a new page is as simple as going to the Pages tab (located in the blue toolbar at the top of the screen) and clicking the Add Page button.
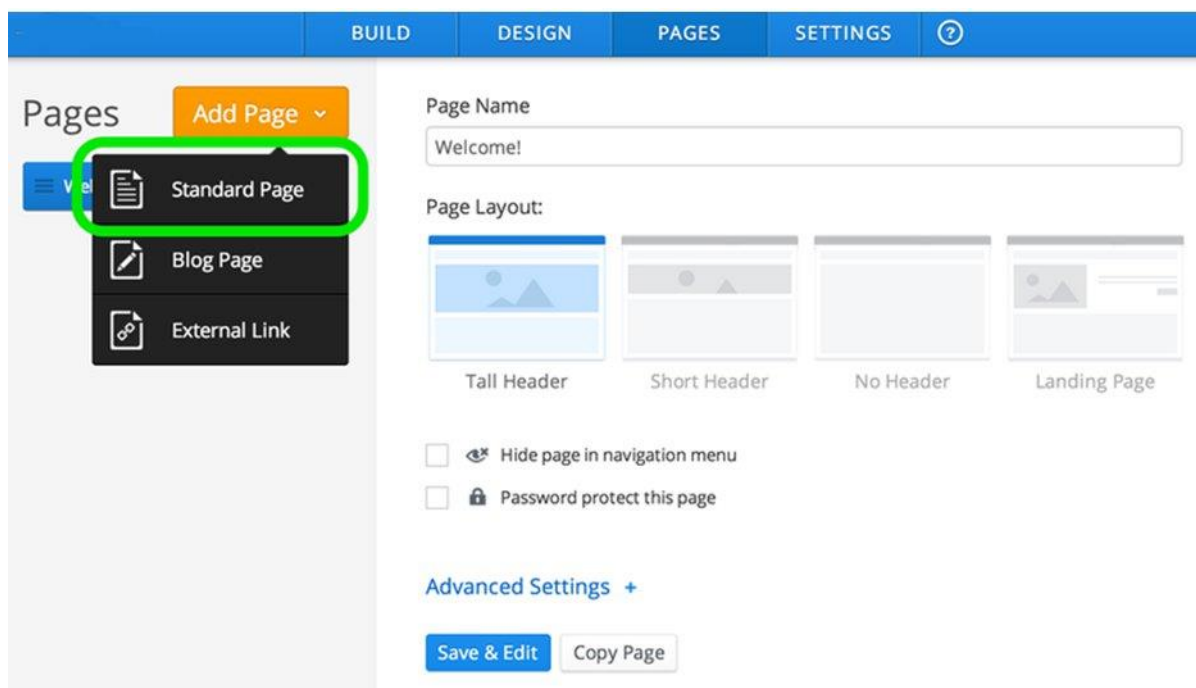
There is an option to create a Standard Page or a Blog Page. For now let's focus on just creating Standard Pages. You can learn how to create a Blog page in the Blog section of this guide.

Clicking the Standard Page option adds a new page to your list.

Working from top-to-bottom you can:

- Change the Page's Name

- Alter the Page's Layout

- Hide the page in the navigation menu. If you check this box, the page
  is hidden from the navigation (though you can create your own links to
  hidden pages).

- Turn on Password Protection, which requires a subscription to our Pro
  service

- Adjust the Advanced Settings

- Edit the Page (which will take you back to the elements area of the editor
  that we've previously been looking at)

- Copy the Page to use as the basis for a new page

- Delete the Page

Sub-Pages

You can re-arrange the order of the pages by clicking and dragging them up and down the list.   Dragging a page to the top of the list will make that page your Home, which is indicated by the house icon to the far right of the page name. The Home page can have whatever name you want it to have. Create a sub-page by dragging a page underneath and to the right of the page that you want to create the subpage of. Sub-pages appear in the site navigation menu as part of a drop-down menu for whatever page they're connected to.


To create a sub-pages, just drag one page underneath another page and then drag it to the right until you see each one connected to the main page via a dotted line. You can have as many sub-pages of a main page as you

want.   An example is below:
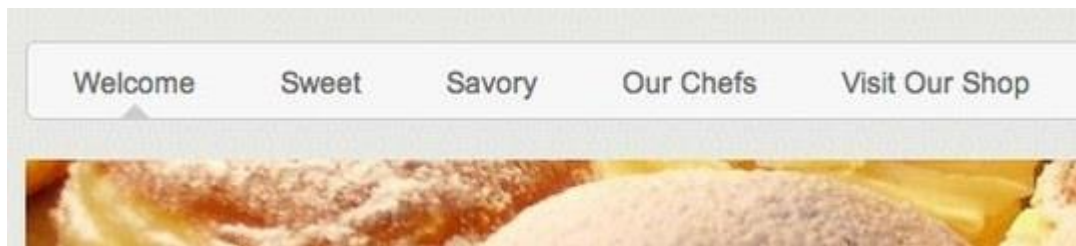
And if we scroll over the Visit our Shop link with the mouse pointer, a drop-down menu appears with a link to each of the sub-pages we created.
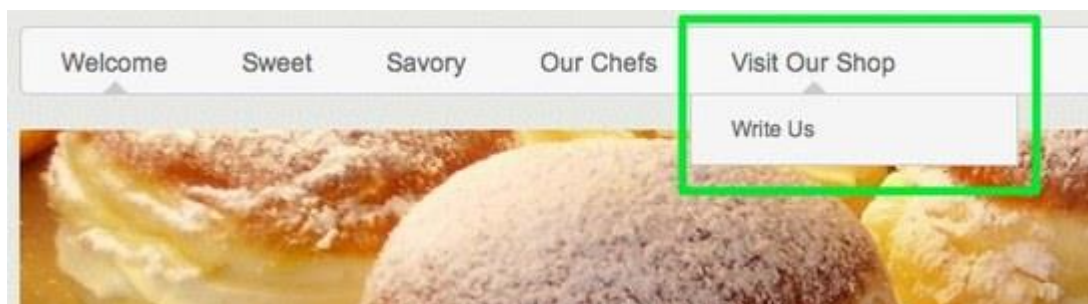

To edit the content of a page just click on its link from the navigation menu or go to the Pages tab, select the page from the list and click the Edit Page button. To move a page elsewhere in the list, just click it and drag it wherever you want. Moving the "My Blog" page as seen here:
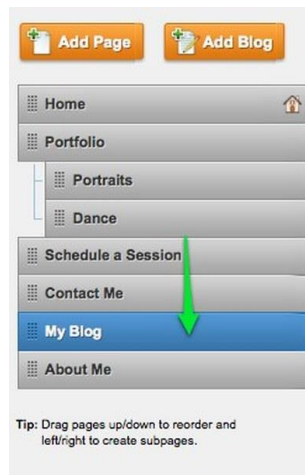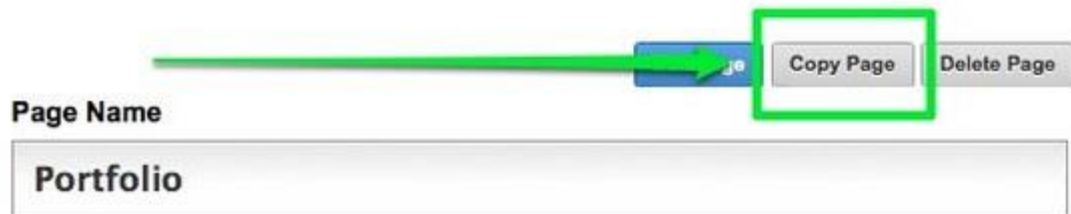
Copy/Delete a Page

A page can be copied and used as the basis for a new page. To do this, just go to the Pages tab and select the page you want to copy from your list of pages.
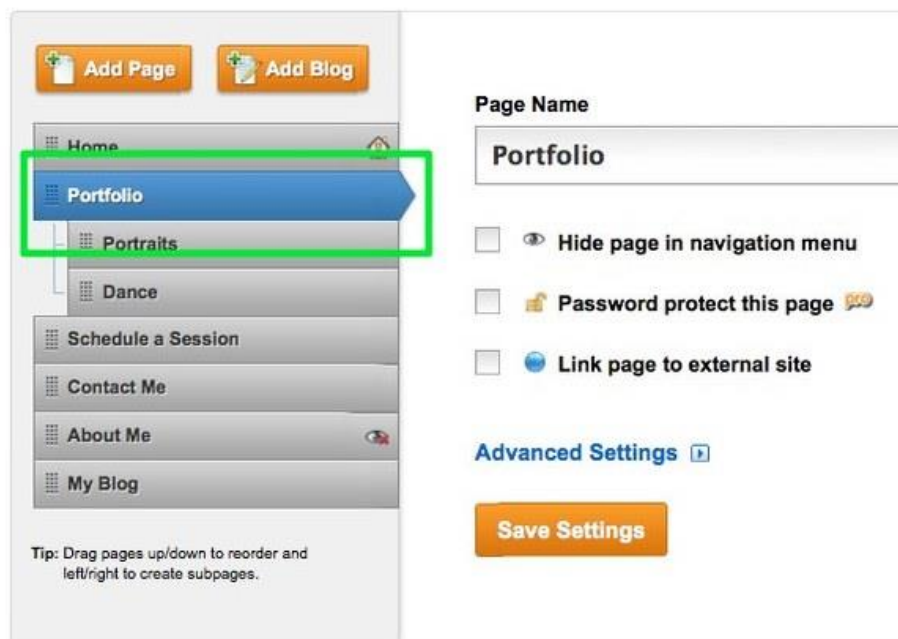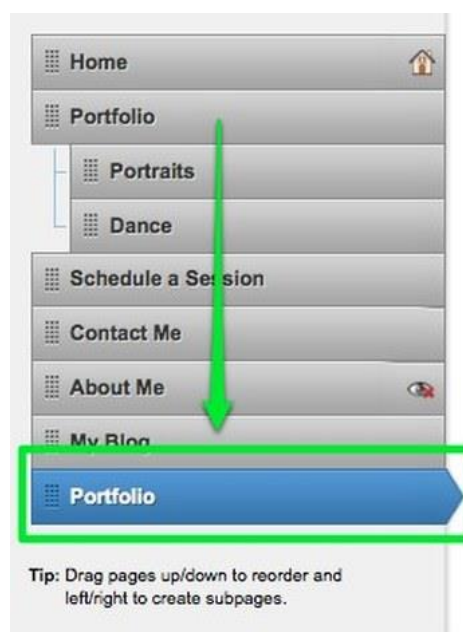
Then use the Copy Page button to generate a copy of the page.

This will generate a new page at the bottom of your list of pages. This new page will have the same name as the original page.

Give the page a new name and then click Edit Page to make changes to
it. You will notice that there is also a button to delete a page. But be careful
– once a page is deleted you cannot recover it again!

Hide Pages from the Site Navigation

Pages are displayed as part of your site's navigation menu by
default. However, you can get around this by marking a page as "hidden."
Hidden pages do not show up as part of your site's navigation.
Go to the Pages tab and select the page you want to hide.

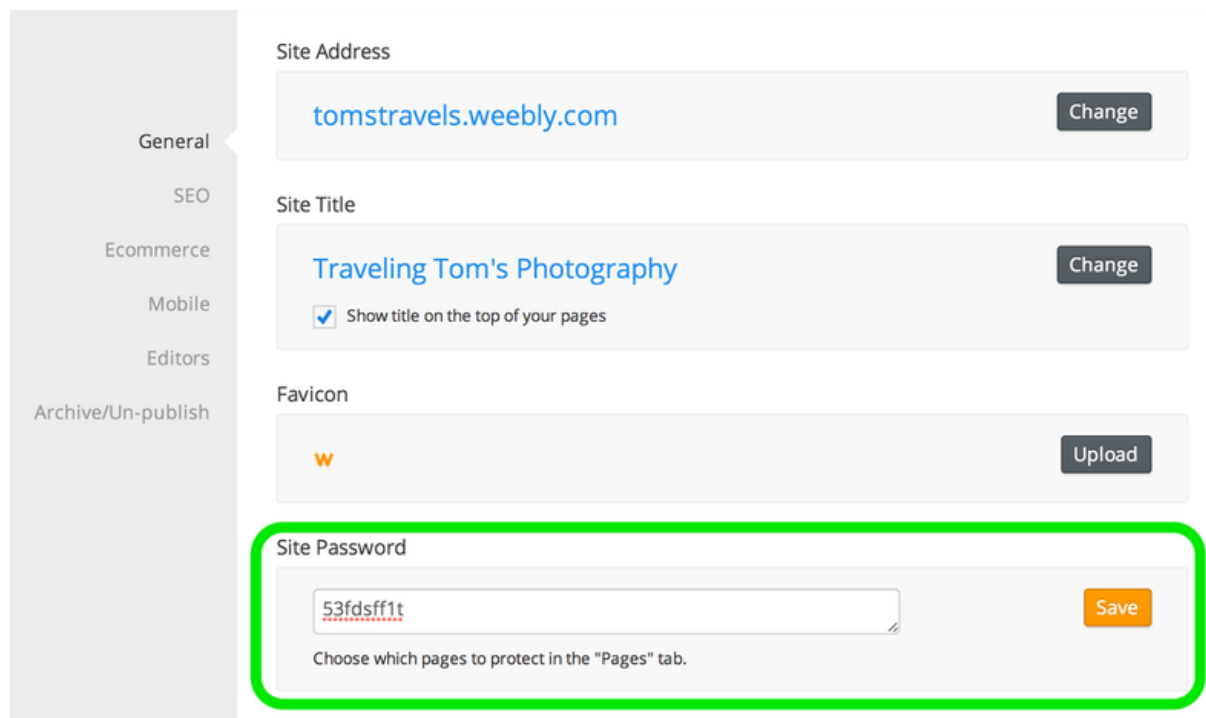Then check the "Hide page in navigation menu" box.

This page will no longer show up in the site's navigation menu, though you can still manually link to it yourself from elsewhere on your site. Any hidden page will be marked with the hidden icon on your list of pages under the Pages tab.

How would a visitor find a page if you hide it from the navigation? Our system allows you to create links to page using text, images and buttons within the content area of your site. So you can create a link to a hidden page from elsewhere on the site instead of from than the navigation menu.

But why hide a page at all? If you have dozens and dozens of pages, showing all those pages in the navigation could be overwhelming for your visitors. Hiding some of the less important pages and linking to them from the content area of your site is a way to keep the navigation area clean and

easy to, well, navigate.

Password Protect Pages

You can password protect individual pages or your entire site. First you have to activate password protection by creating a password. This is done using the Site Password field found under the Settings tab. Save your changes when you're done.


Setting a Site Password automatically password protects every page of your site. If you only want to password protect specific pages, you'll now need to make adjustments under the Pages tab. Select each page you do not want to protect and un-check the "Password protect this page" box.
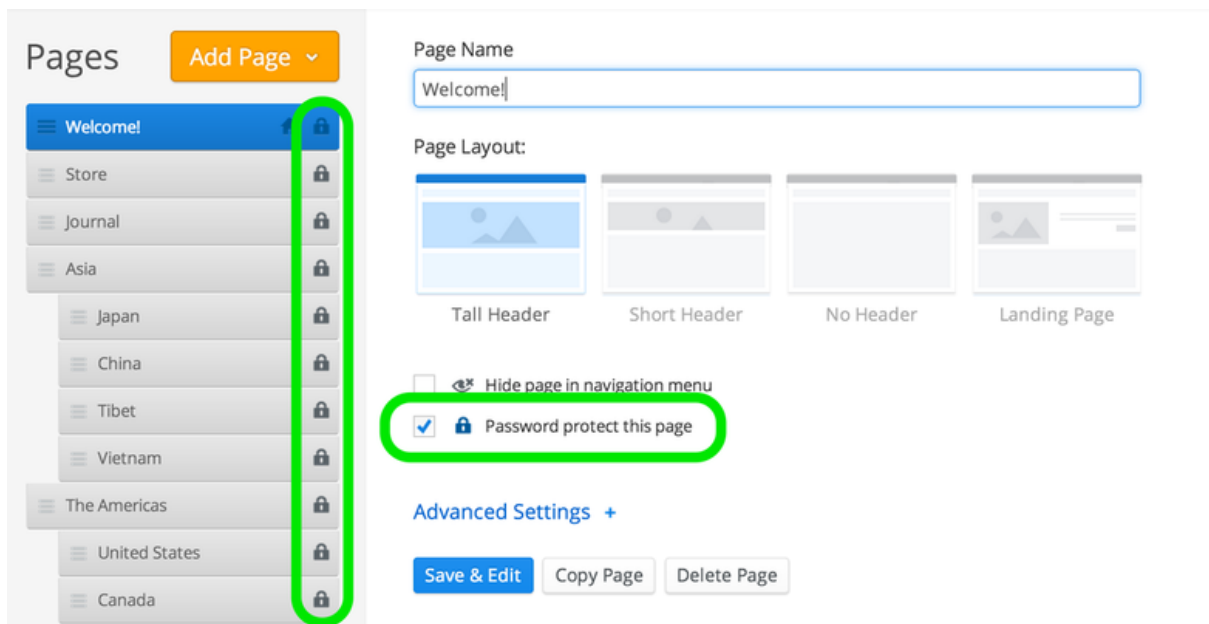
Any page you leave marked as Password Protected will display a lock icon to the right of its name.
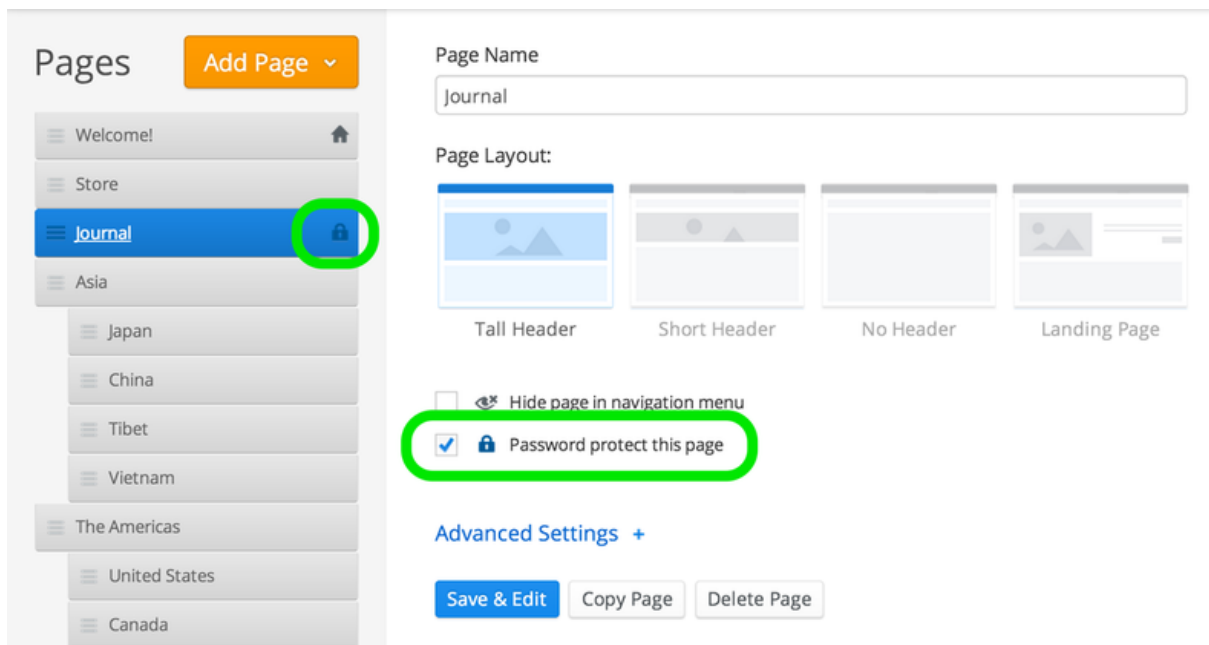
If someone tries to access that page, they'll be prompted to enter your password. Note that the password must be entered exactly as written in your site's Settings section, including any capitalization.
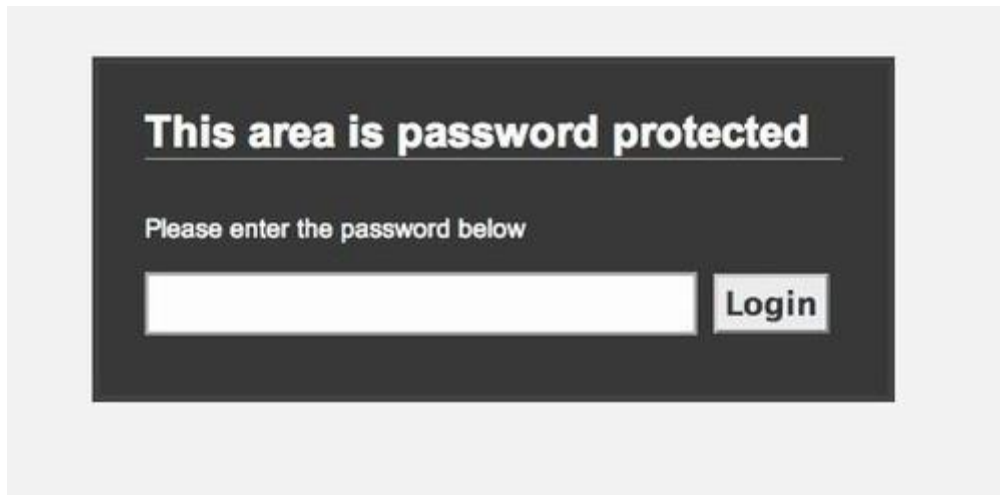
Each site can only have one password, no matter how many pages are protected. And once a visitor enters the password for one page, they'll be able to access any other password protected pages until their session is over (when they close their browser) - after that point they'll need to enter the password again the next time they visit a password protected page on your site.
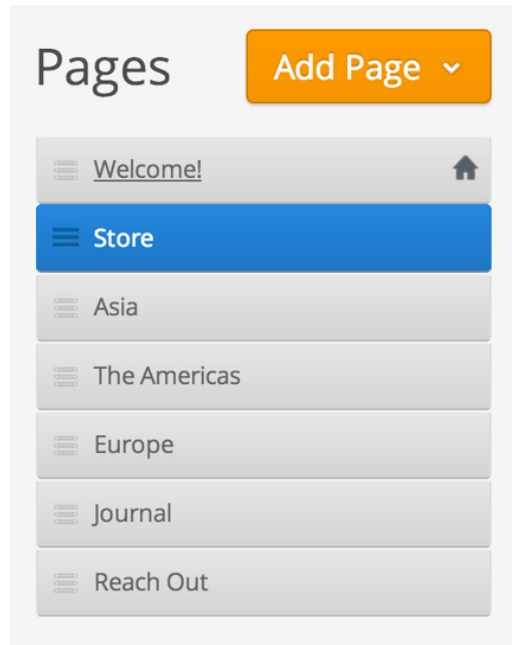
Reorder Pages

As you add pages to your site, they appear in the site's navigation menu and are also stacked in a list found under your Pages tab. Where a page appears on this Pages list directly controls where it appears in the
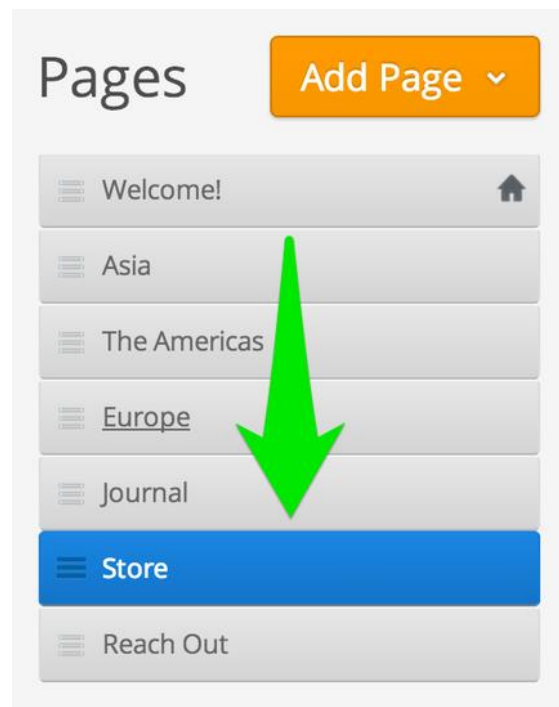
navigation.

The list of pages seen here:

Give the site a navigation menu that looks like this one:

To move a page elsewhere in the list, just click it and drag it wherever you want. Moving the "My Blog" page as seen here:

Gives us a menu that looks like this one, with the Store page moving from the right of "Welcome!" to the right of "Journal".


Create a Navigation Link that Leads to Another Site

You'll generally want most (if not all) of the links in your site's navigation to link to a page within your own site. But there are some situations where you may want the navigation to link elsewhere - to lead people to your twitter page, an outside blog, a partner's site, etc.

To create a navigation link that leads to another site, go to the Pages tab, click the Add Page button, and choose the External Link option.
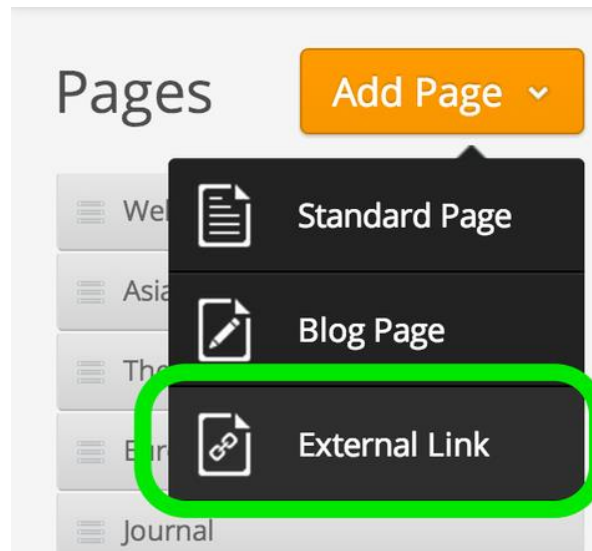
Give the link a name; this name is what will appear in your navigation. Then enter the full link to the page or site to which you want to link. Click Save when you're done.


Now if anyone clicks the link to this page in your navigation menu, they'll leave your site and go straight to the link you created above. If you ever want to remove the link and turn the page into a normal page again, just

uncheck the box and click Save Settings.

Any page that is directly linked to an external site will have an external link icon added to its page listing, as seen below:
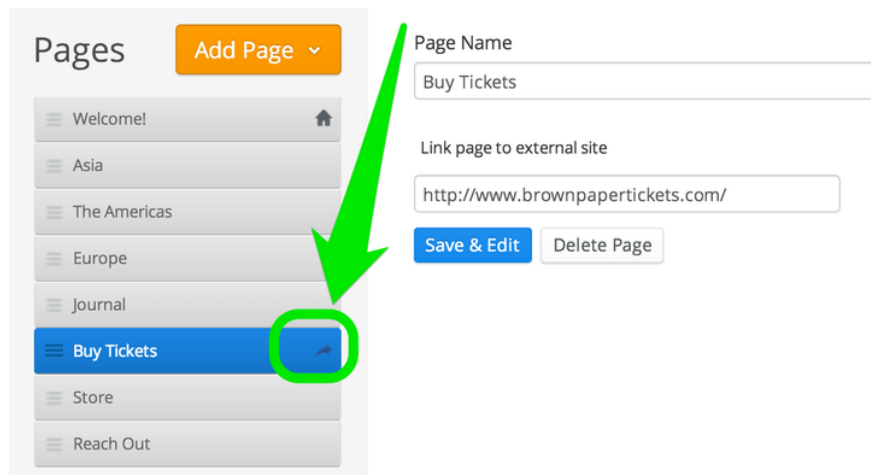
You can do the above with any page on your site aside from the Home page.

Page Types

Page types allow different pages of your site to have different layouts. For example, the website's homepage could have a landing page layout while an interior page has a standard layout with more focus on the content area. To add a page type, click on the "Add new type" link and select the type of page you want to add.

Next, you'll be asked to choose the icon that best represents this page type.

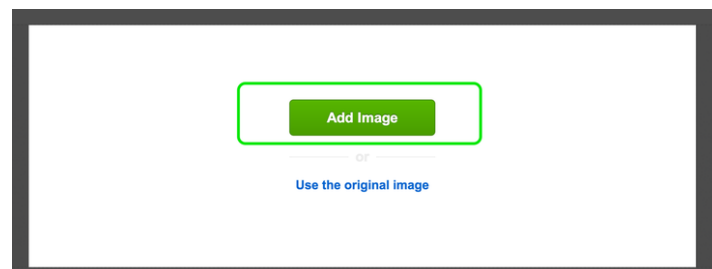This is the icon that will display in the "Pages" tab when choosing the layout for a page.
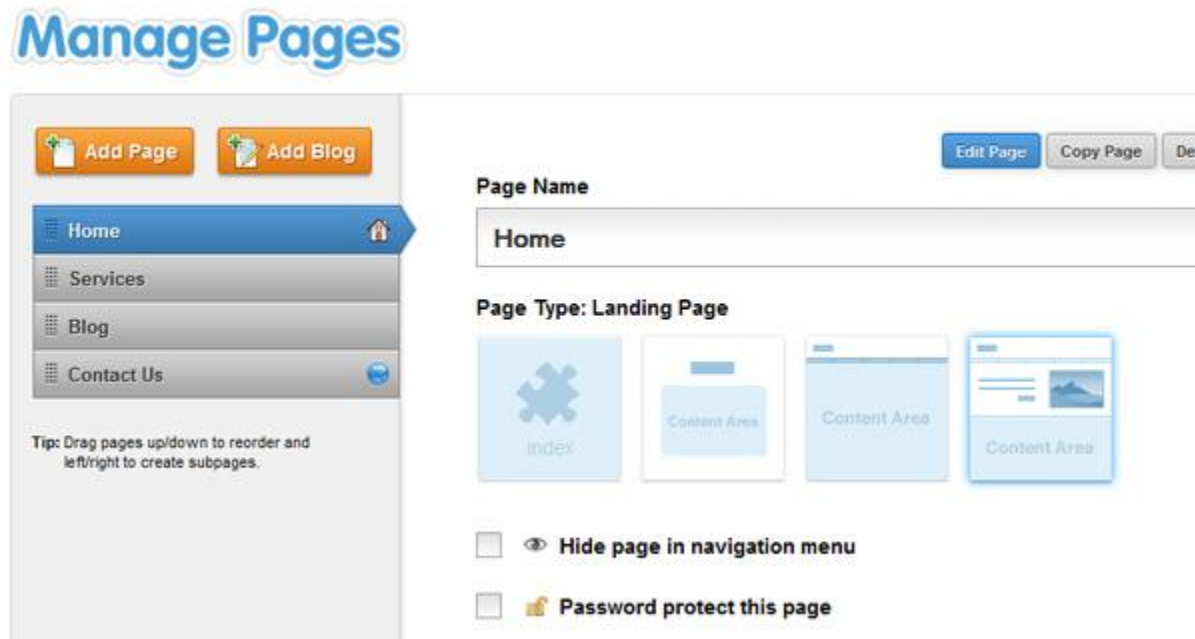
SITE HEADER

Edit the Header

If you site has an area for a header image you can make changes to this as follows. Scroll over the header image and click the Edit Image button:
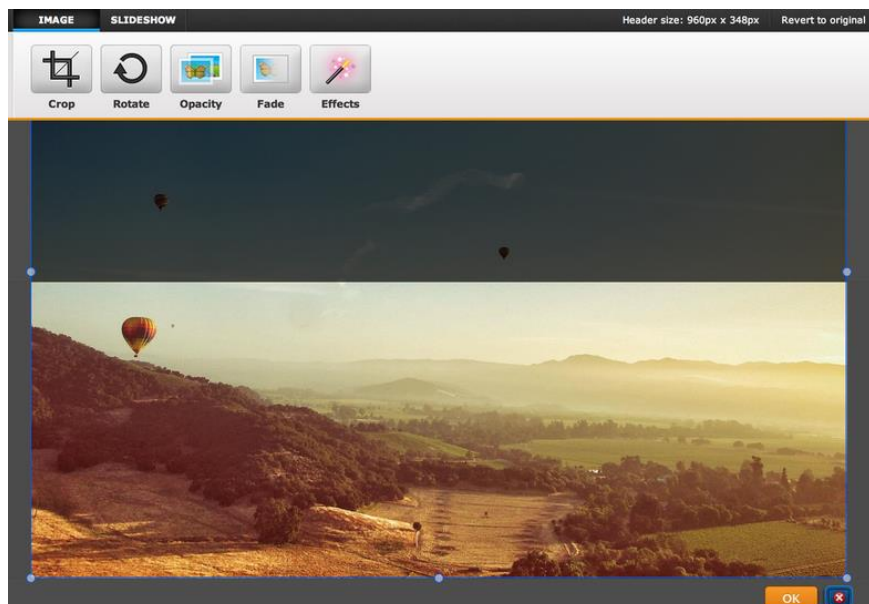
This will prompt you to either Add an Image or Use the Original Image.
Choose to Add Image.

This will open up a dialog box that allows you to upload an image from your own computer or to search for an image from our stock photo database.
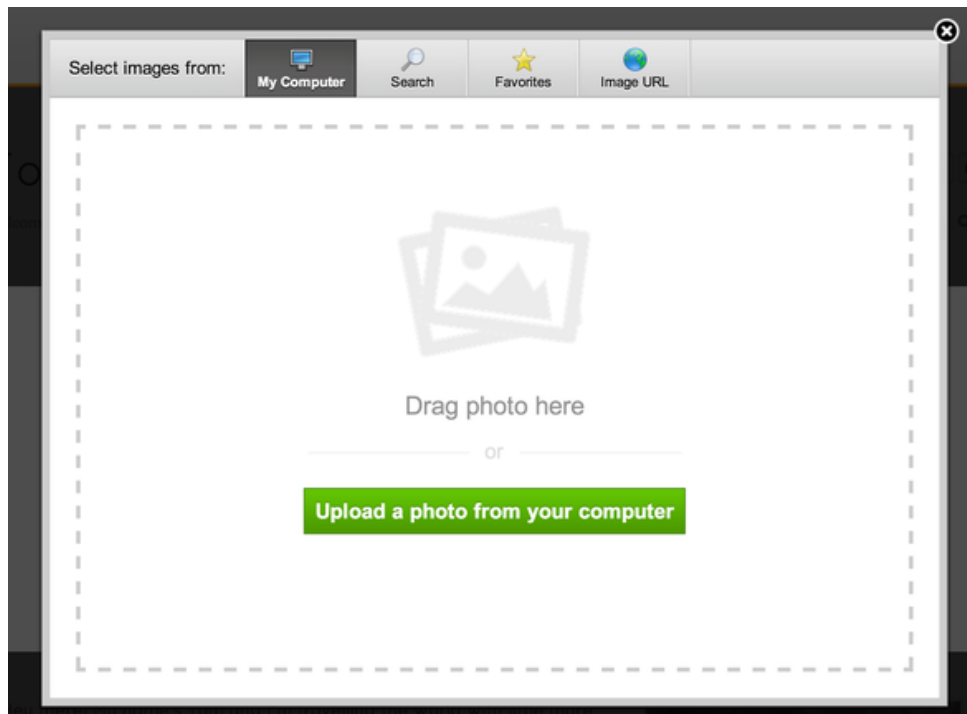
Once you upload or find an image, you'll be able to edit that image. This particular image is taller than the banner area.

But header images can be re-sized using the little bubbles at each corner and side of the image.
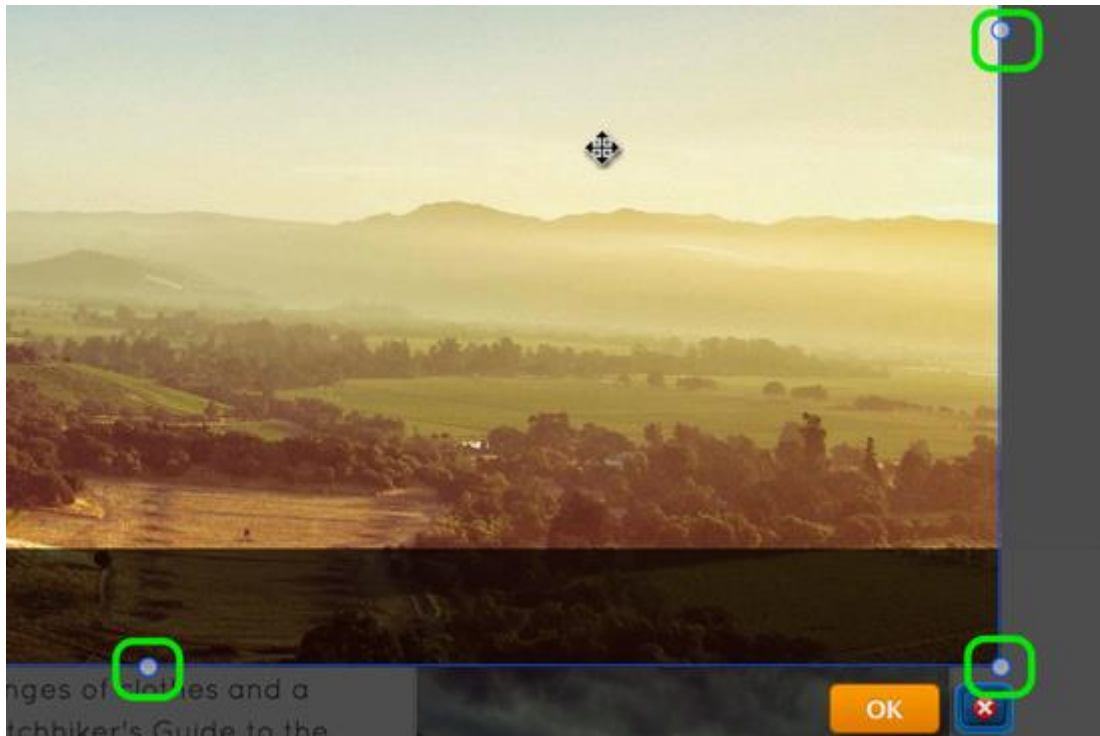

And an image can be dragged to better fit the header by clicking anywhere on it and dragging it.

Use the provided tools at the top of the page to edit and add text / effects to the image as needed.

When you're happy with an image, select the Save button to Save it. You can use the arrow to the right of the Save button to choose whether to save the image to every page of the site, just this page or to select only certain pages to save it to. In that way you can have different headers on different pages if you want.
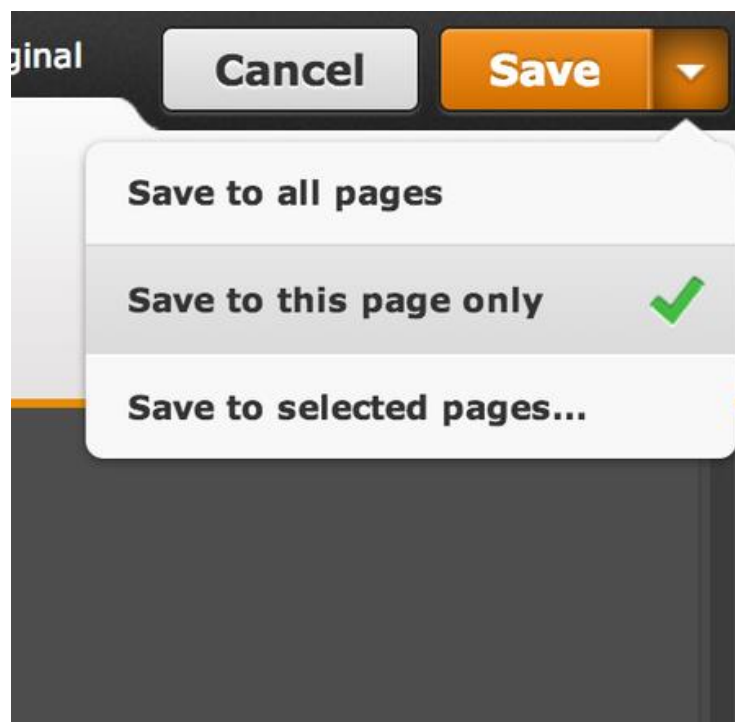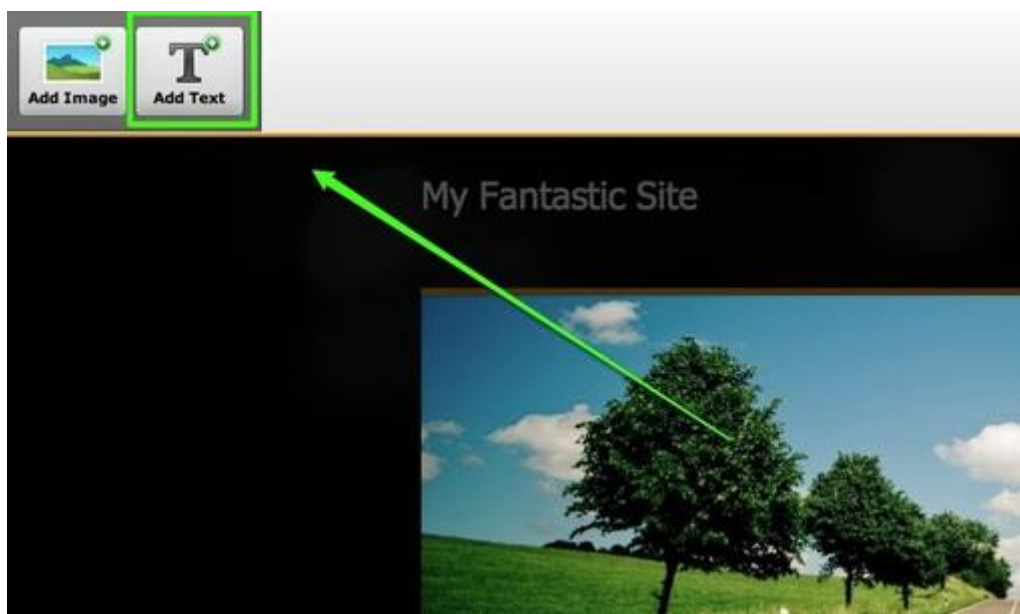
Keep in mind that multiple images can be added to the same header just by Editing the header and clicking the Add Image button in the upper left.

Add Text to the Header

The header area of your site can have text as well as images. Adding text is as easy as clicking the Add Text button from within the ImagePerfect editor.

This will add a line of "Example Text" to the header. You can click it and move it wherever you want.

And writing your own text is a matter of clicking within the text area and typing away.   You can add multiple lines of text by continuing to click the Add Text button.

The editor includes a full range of options for editing this text.

You can select from a variety of creative fonts.

Change the colour using solids, gradients or patterns. Enter the HTML

colour code for the colour you want if you don't see it in the palette.

Add shadow with the provided slider. And use the arrows to determine

from which direction the shadow is being cast.

Add a glowing, coloured border around the text using the glow slider. And

select the colour you want using the provided palette.
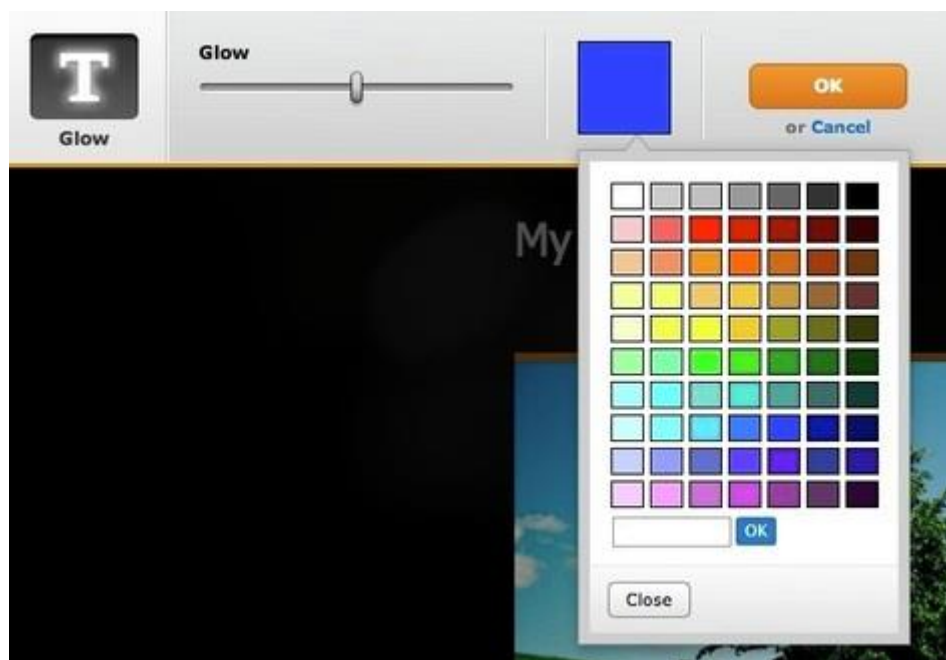
And set the opacity of the text. This determines how solid or see-through it
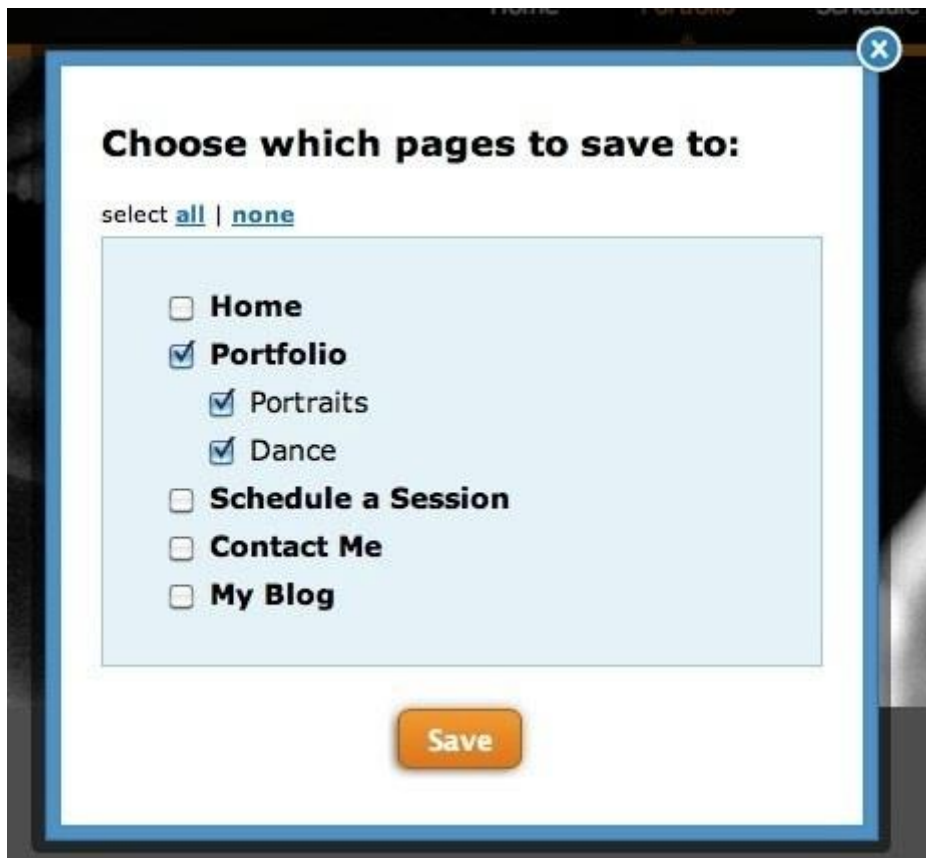
is.
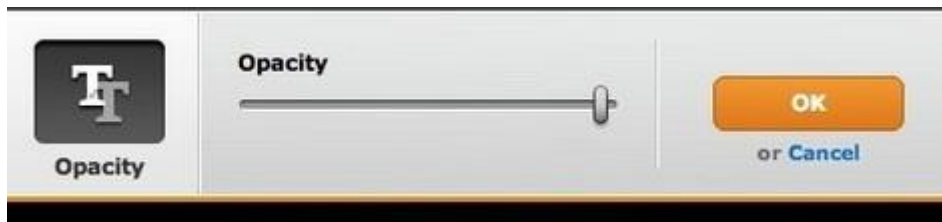
Multiple Headers

You don't have to use the same header image on every page of the site. You can use one header for the Home, another header for your Contact page and another for several other pages. How do you do that? When you go to save a header you've created on a certain page, click the arrow next to the Save button to pull up different options. You can save this header to all the pages of your site, to only the page you've been working on or to pages that you select.

If you go with the "Only selected pages" option, you'll see a dialog box

where you can select the pages to which you want to save this header.

All you have to do is select the pages you want and click Save. The exact header you've created will then show up on each of those pages.
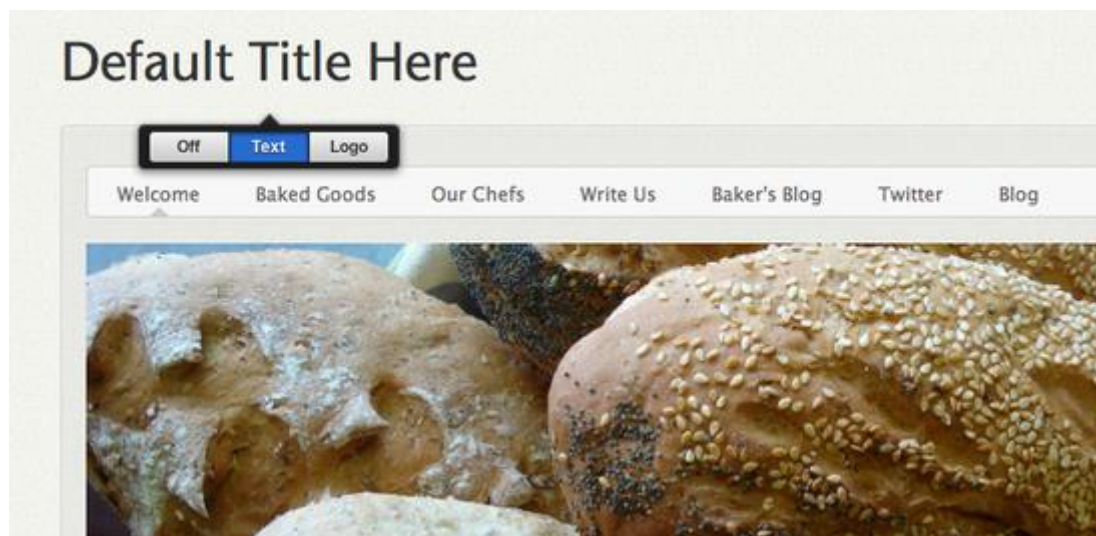
Site Title / Logo

Every site has a Title by default (you're asked to provide a Title of some kind when you first create the site) and this can be changed at any time. You have the option to simply alter the text or upload an image logo. Let's look at both options.

Scroll over the Title area to make a change.

You can choose to keep a Text Title, Upload a Logo or simply turn the Title area off to make it disappear from the theme.

If you choose to stick with a Text title, simply type whatever you want.   It should be fairly short and to the point (no more than six or seven words). Like the title of a book or a newspaper headline.

If you prefer to upload a Logo image, scroll over the title and select the clearly labelled Logo button. This will open a dialog box prompting you to upload an image from your computer. The image must be a JPEG (JPG), GIF or PNG. If you don't know the difference, don't worry: most images are JPGs so this is not something you'll likely have to give much thought.
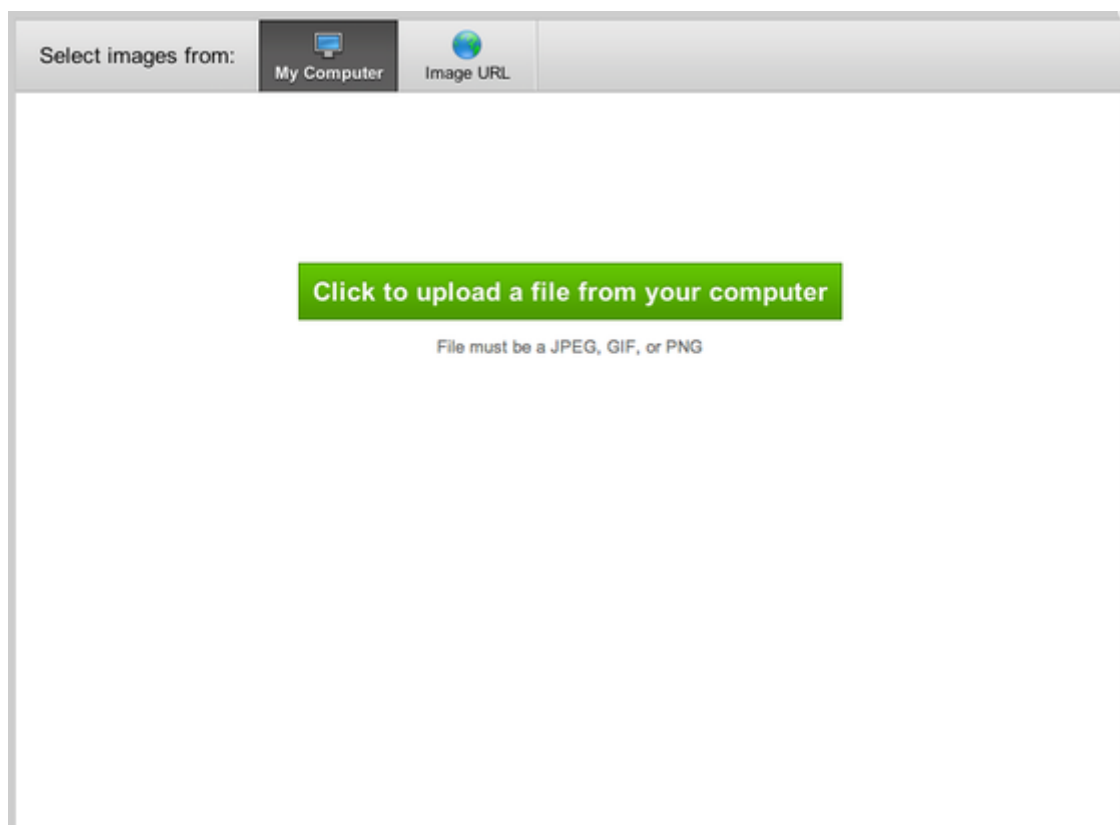
After you upload the image, you can edit it, delete it (to upload a different image) or switch back to text.
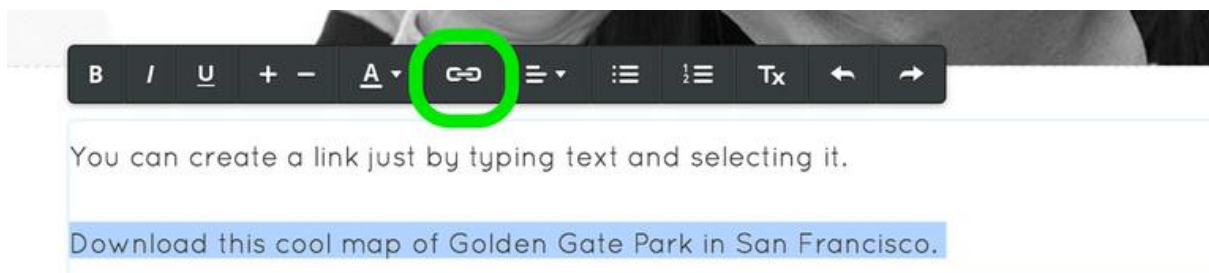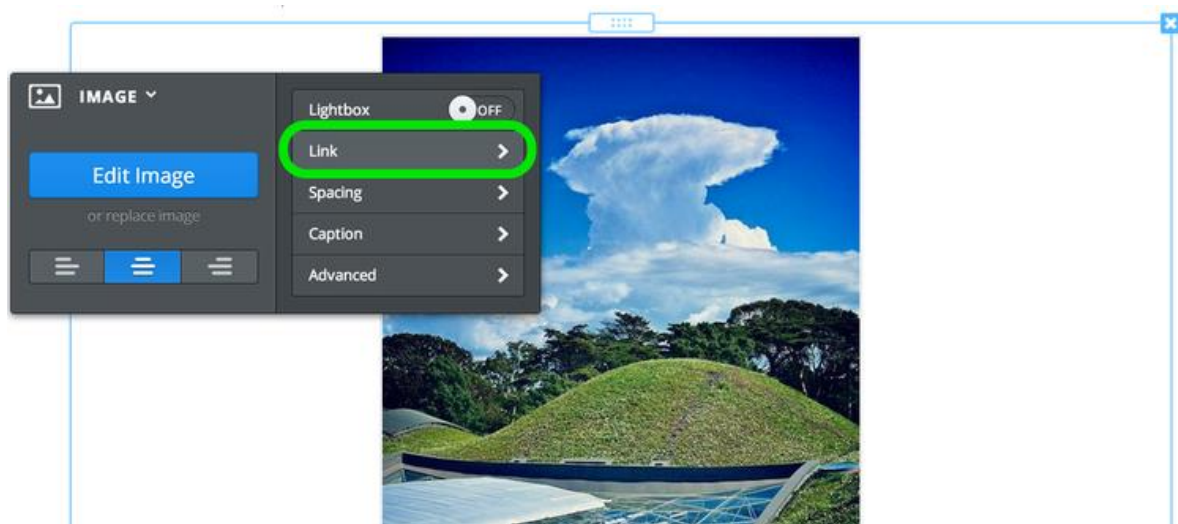
Upload PDFs, Powerpoint Slides and other Docs

## Link to a Document (or Other File)

You can create a link to a document either by highlighting the text you want to link or clicking on an image. Then selecting the appropriate link option for either. If you're linking text, it'll look like this:
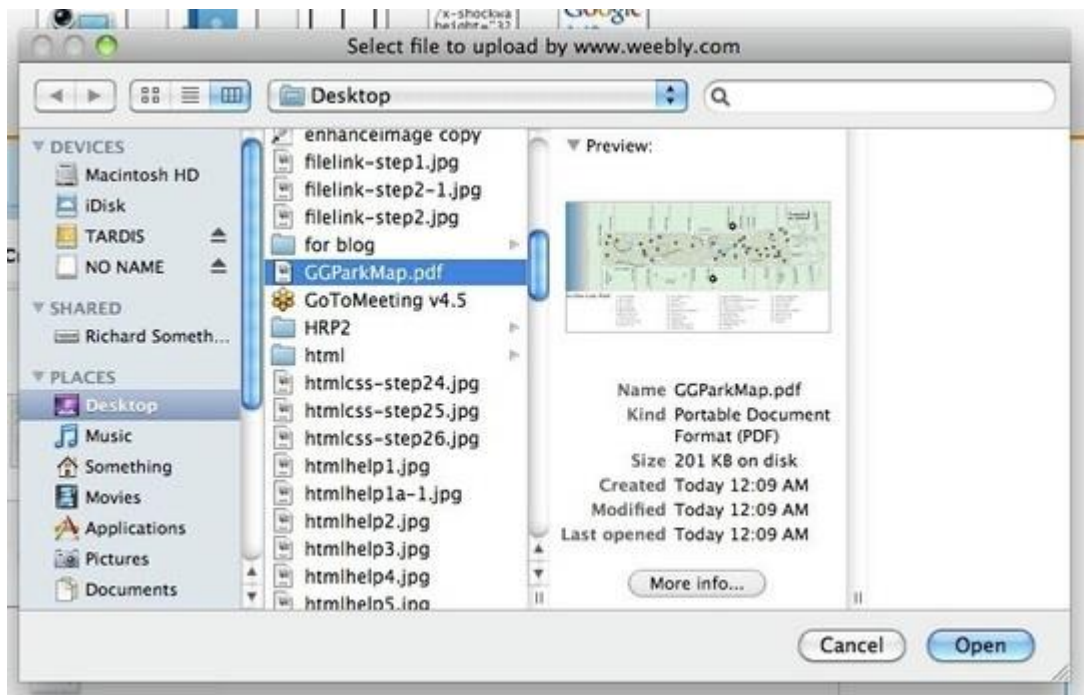
If you're linking an image, it'll look like this:

Either option will open a link dialog box from where you'll need to select the

File tab on the left and then click the Upload a File button.
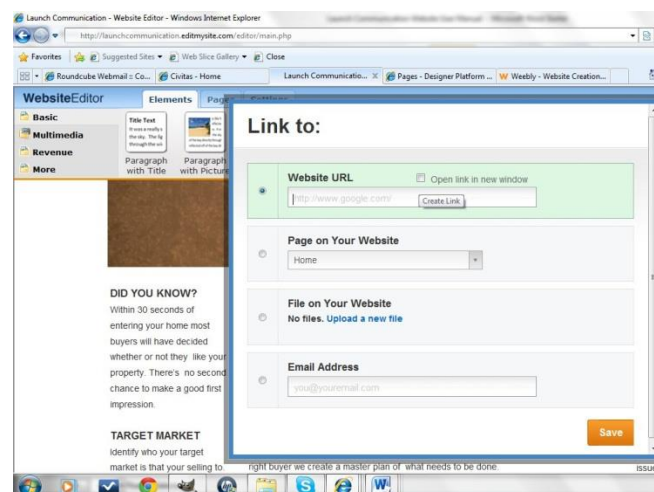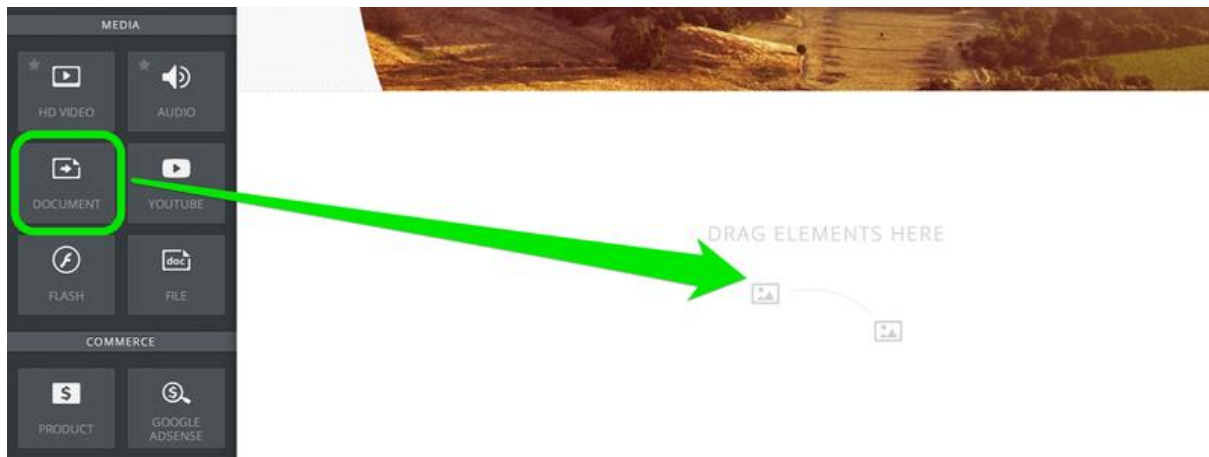

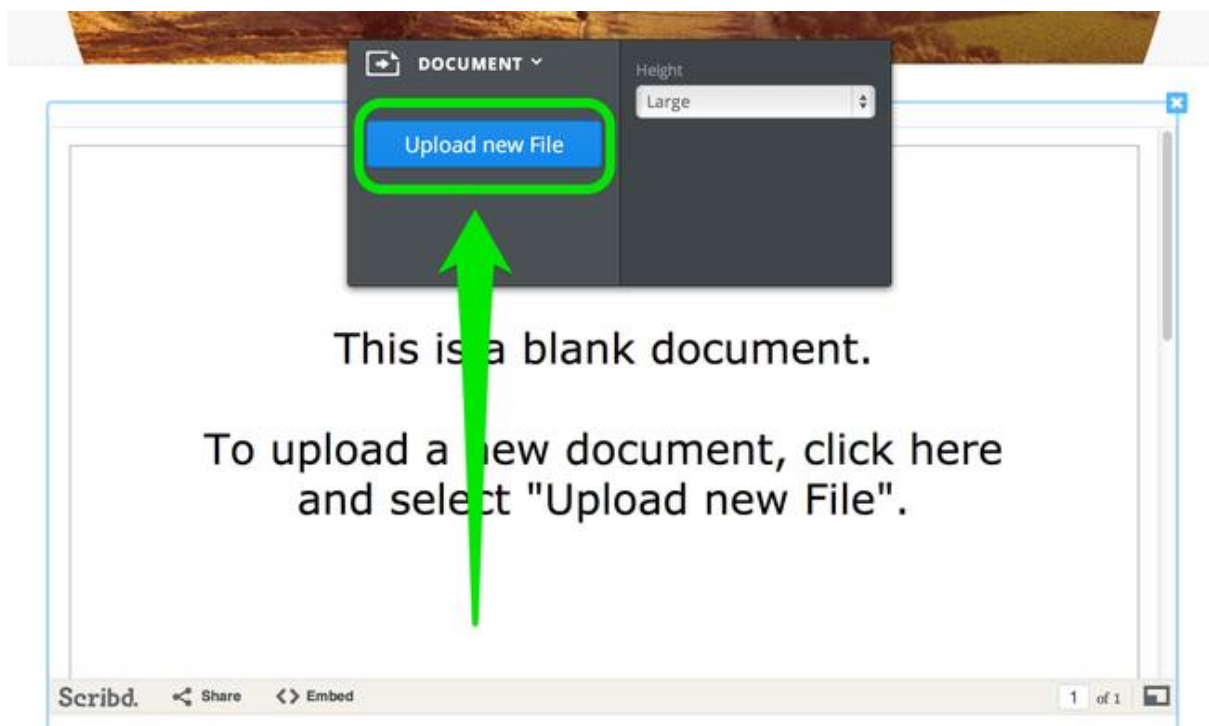And then select the file you want to upload from your computer.

Then you're all done. The link will be live and clickable on your Published
site and your visitors will be able to download the file directly to their own
computers.

Embed a Document to a Page

You also have the option to embed a PDF, Word file or other document
directly to a page using our Embedded Document element. Drag the
element to a page (you can find it under the Multimedia section of
Elements):

Click the indicated area of the element and the select the Upload new File option from the toolbar.

Then select the file you want to upload from your computer.
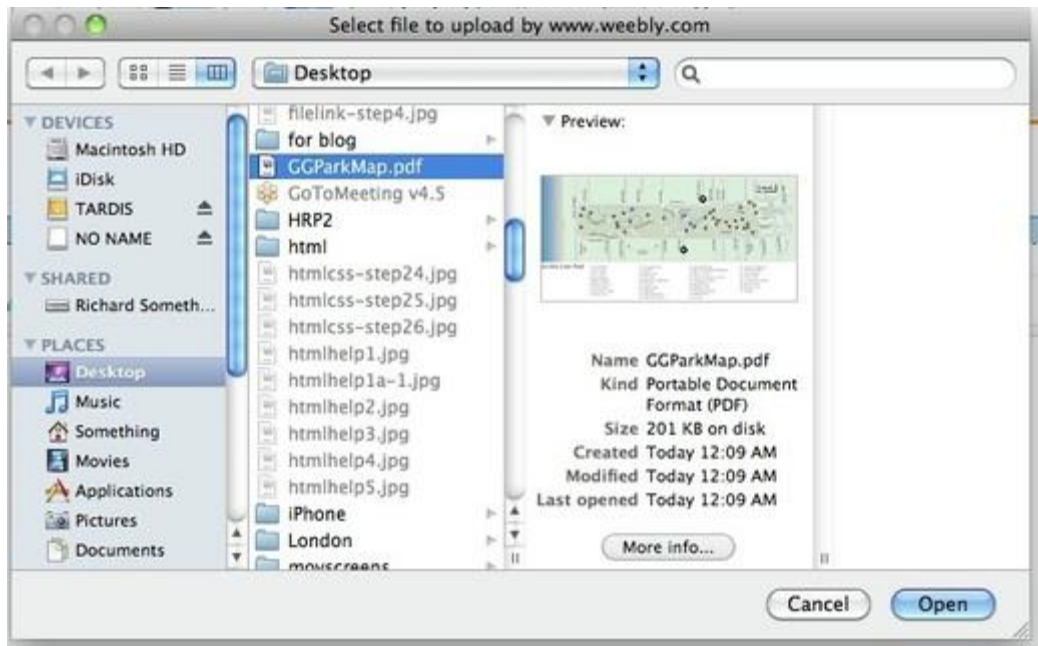
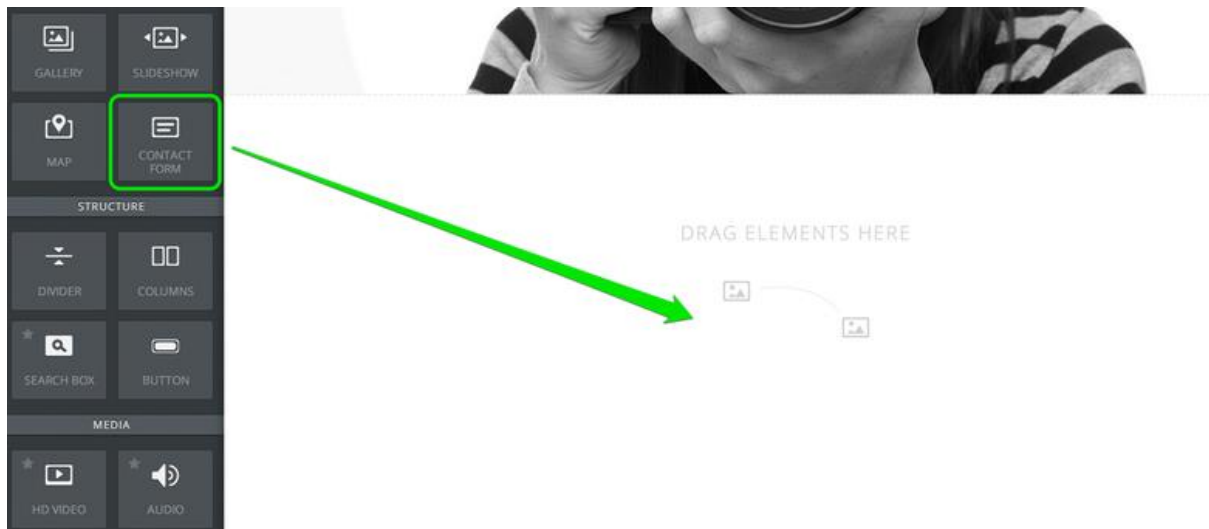Give the file a little time to upload and you're all done!

FORMS AND SURVEYS

Create a Basic Contact Form

A contact form provides visitors to your site an easy way to reach out to you. You can ask a visitor for something as simple as their name and email address, or setup a full-on survey to ask them any number of questions. Start by dragging the form element to a page.

The form starts with four default fields. Each one is fairly self-explanatory.


These fields are set as required (meaning the recipient must enter something in the field to submit the form) by default. But this is very easy to change just by clicking on a field and using the toolbar to make adjustments.

A number of settings can be altered for each field; these settings can be accessed simply by clicking on the field to open its toolbox. You can also delete a field by clicking the "x" that appears in the upper right of the field.
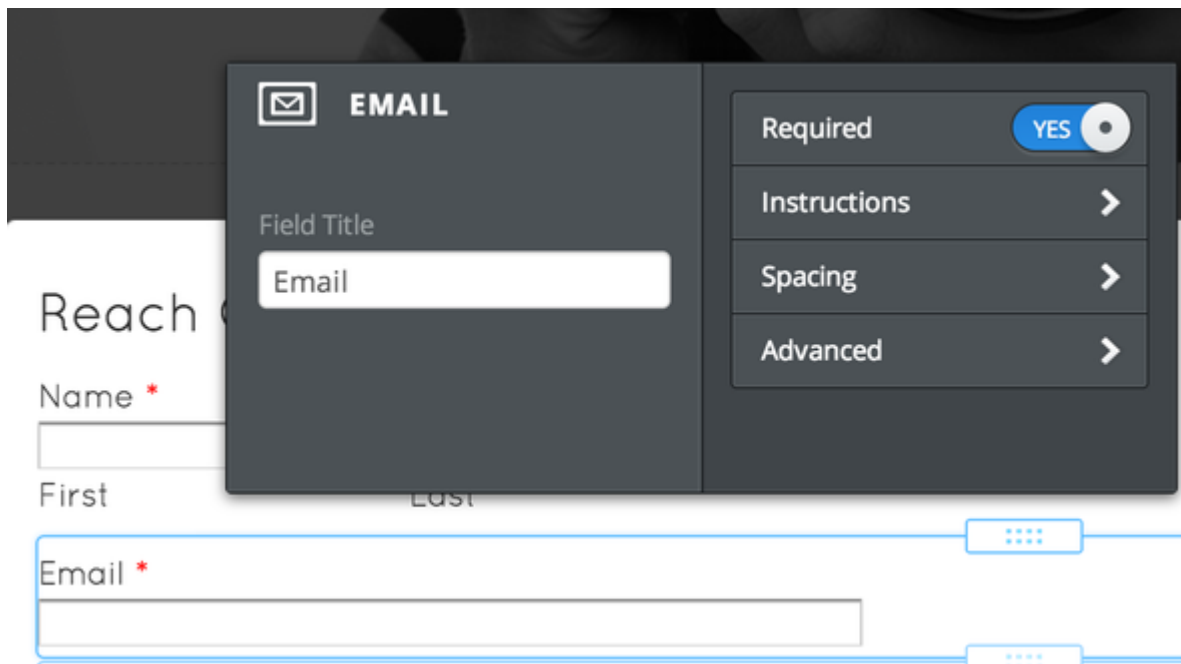

You can also quite easily add new fields to the form by dragging them on just like any other element. There are preset fields for Name, Email Address, Postal Address and Phone Number.
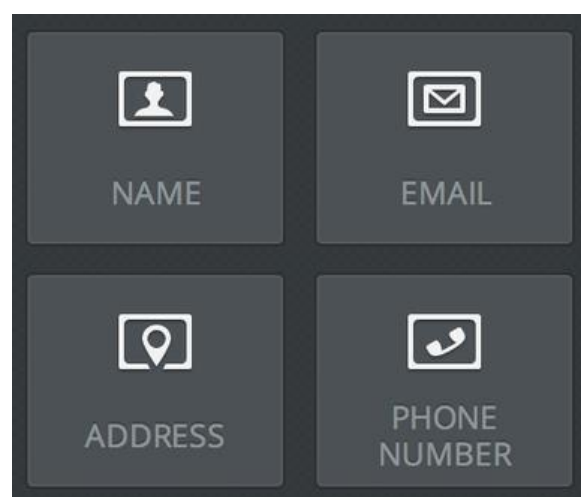
And generic Short and Large Text Box Fields (allowing you to create a field asking for any info you want), Options Buttons, Drop Down Boxes and Checkboxes to create survey style questions, and a File Upload field that allows the person filling out the form to send you a file of any kind.
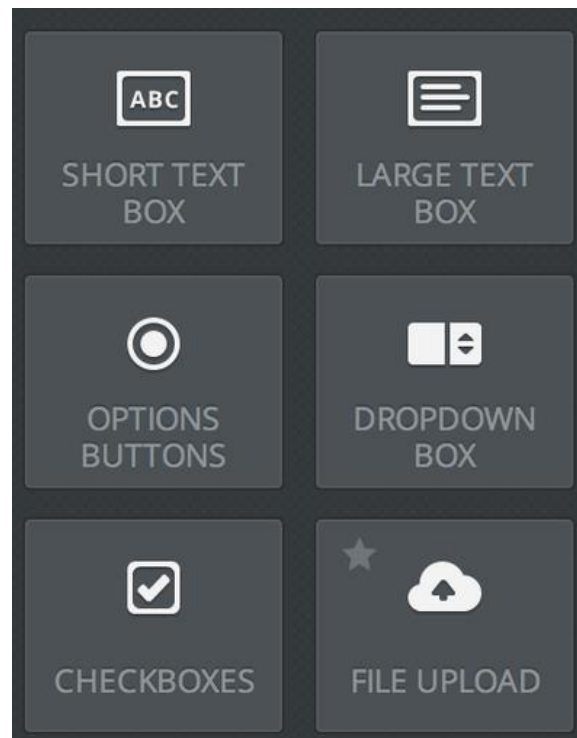

Before you complete your form and Publish your site, you'll also want to give the form a name (for your own reference) and determine to which email address (or addresses) you want form submissions to be sent. You can enter more than one address by separating them with commas. You'll also want to decide whether you want to display confirmation text directly on the same page when the form is submitted, or if you'd rather redirect visitors to another page on your site after the form is submitted.

Note that you can find these settings by using the Form Options button at the top of the form.
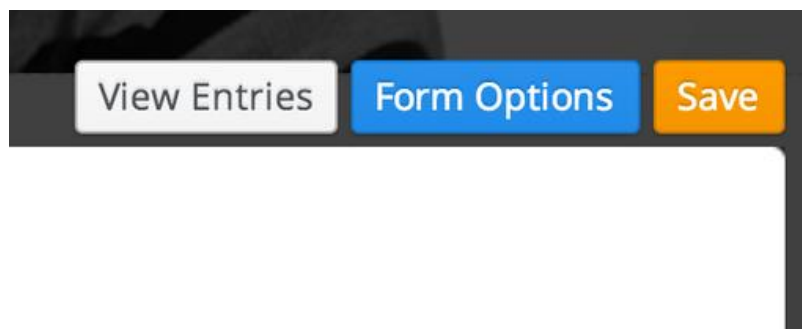
Replies to your form will go to the email addresses you entered under Form Options and are also archived to a Form Entries section of your account. Form Entries can be access under the More button to the right of the site's listing on the My Sites page of your account.
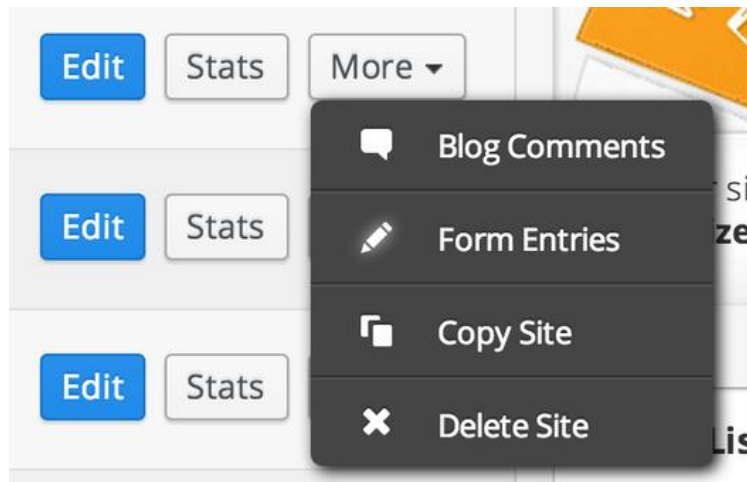
If you have more than one form connected to your site, then you can flip through the different forms using the Form Entries drop-down at the top of the page.

Contact Form Submissions

When a contact form is submitted, the information the visitor entered in that form is sent to two places:
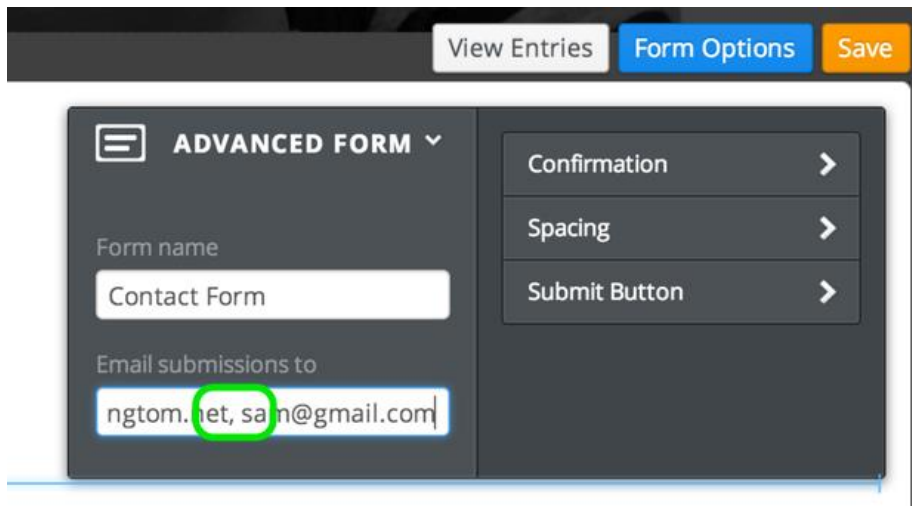
1. The address (or addresses) you connected to the form during setup.
2. The Form Entries section of your account.

If you don't see the submissions in your email inbox, check your Spam or Junk Mail folders in case the messages are being routed there. If you see the messages in your spam folder, mark them as "Not Spam" using whatever option your email provider gives you. The more of these you mark as "Not Spam" the less likely they'll be to show up in your spam folder.

If you don't see them there, make sure you have the correct address assigned to your form. To do so, click on the Form Options button connected to the form in the editor (you'll need to click the form to bring this up).
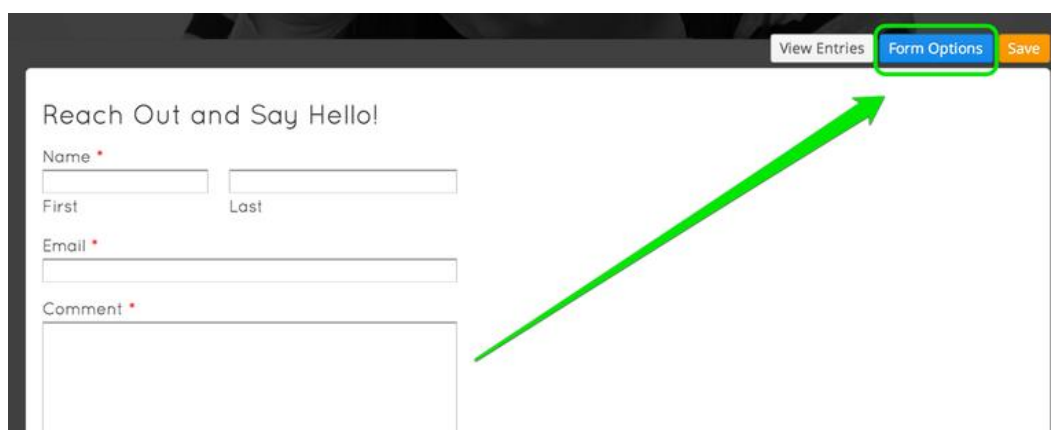
Then make sure the email is entered correctly in the submissions "to:" field. If it isn't, re-enter it and Publish the change to your site. You can even enter multiple addresses if you want. Just separate each address with a comma.

Delivering form emails to the inbox can be tricky and there are some situations where the emails may be completely blocked. If you cannot find the messages in your Inbox or your Spam folders and you believe the messages really aren't coming through, the best bet is to switch to another address completely (preferably at a provider like Gmail, Yahoo or Hotmail). We're constantly fighting to keep our contact form email delivery high, but we can't guarantee the form messages will be delivered to every address. That just isn't possible. That's why we also give you the option to view form messages directly in your account. To access any messages that have been sent to you via a form, click on the More button to the right of the site listing on the main page of your account. Then click on Form Entries.
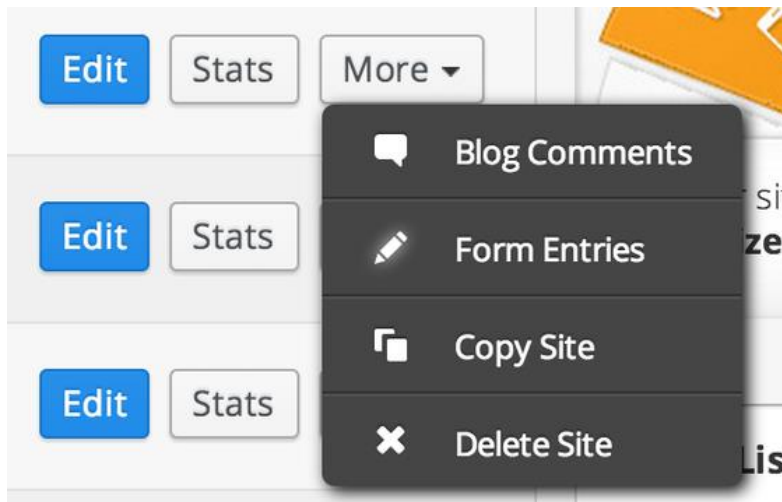
This will bring up all the messages that have been sent to you through any of the forms on this site. You can even export all these messages to a spreadsheet using the Export Data link.

How To Change Your Contact Form Address

Click on the form in the editor and then select the Form Options button.
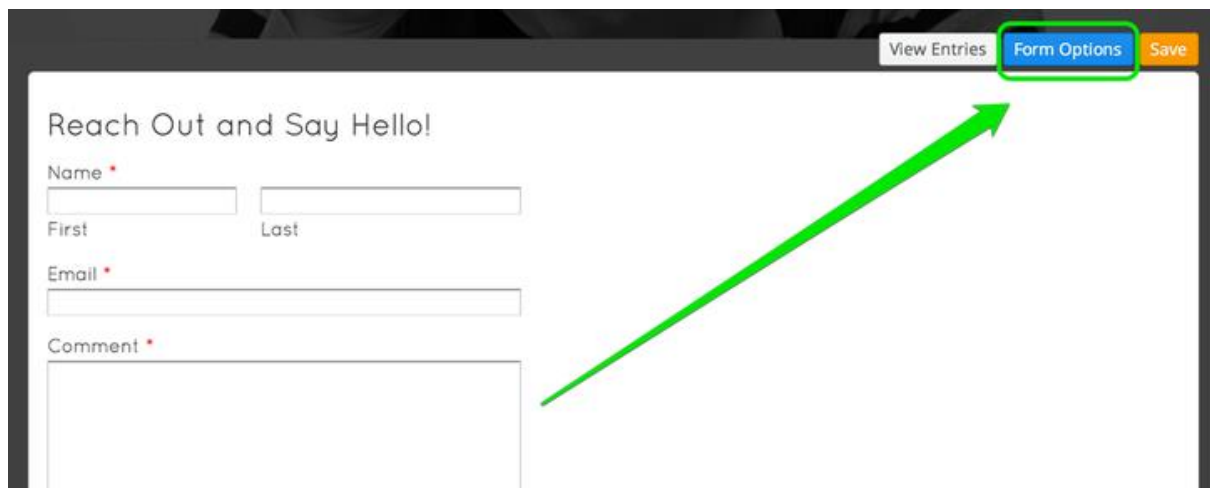
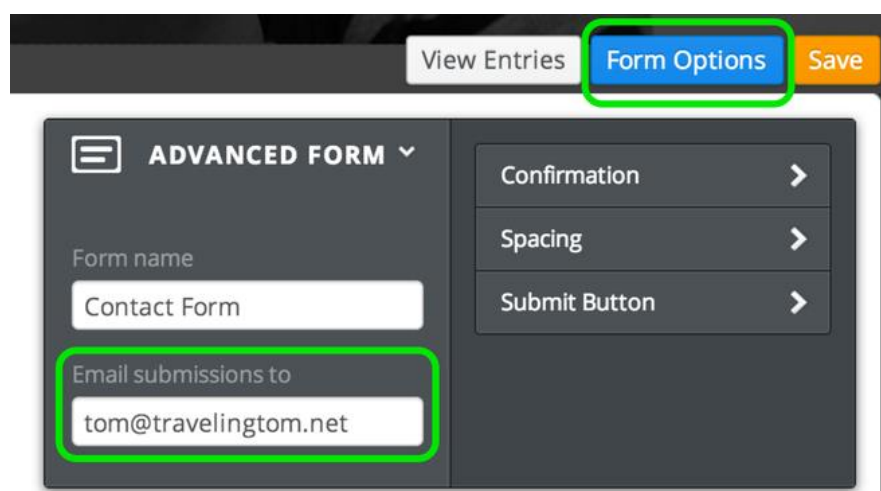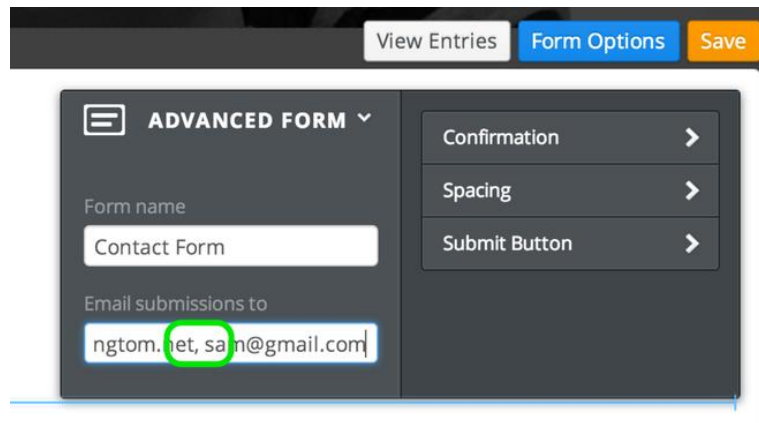This will bring up the Form Options toolbar. Just change the address shown in the "Email submissions to:" box. Be sure to Publish the site after making the change.

You can even enter multiple addresses in this box if you like. Just separate each address with a comma.

Newsletter Sign-up and Auto Responder Forms

We don't provide email newsletter / sign-up forms or auto-responder forms as part of our service. But that doesn't mean you can't use such forms with your site. Pretty much all major bulk email providers (like MailChimp, Constant Contact, iContact, AWeber and others) provide forms you can use in our editor.

Using one of these forms is a simple matter of copying the code provided by whatever email service you're using to one of our Custom HTML Elements located in the elements tab. Let's use MailChimp as an example of how this would work. When you build a form with MailChimp, they generate code that you can use to add this form to a site. First select to "disable all Javascript" as seen in the image below. Then select to Create

the Embed Code. If you're using another provider and they provide the
option to disable the Javascript, you should do the same with their form.
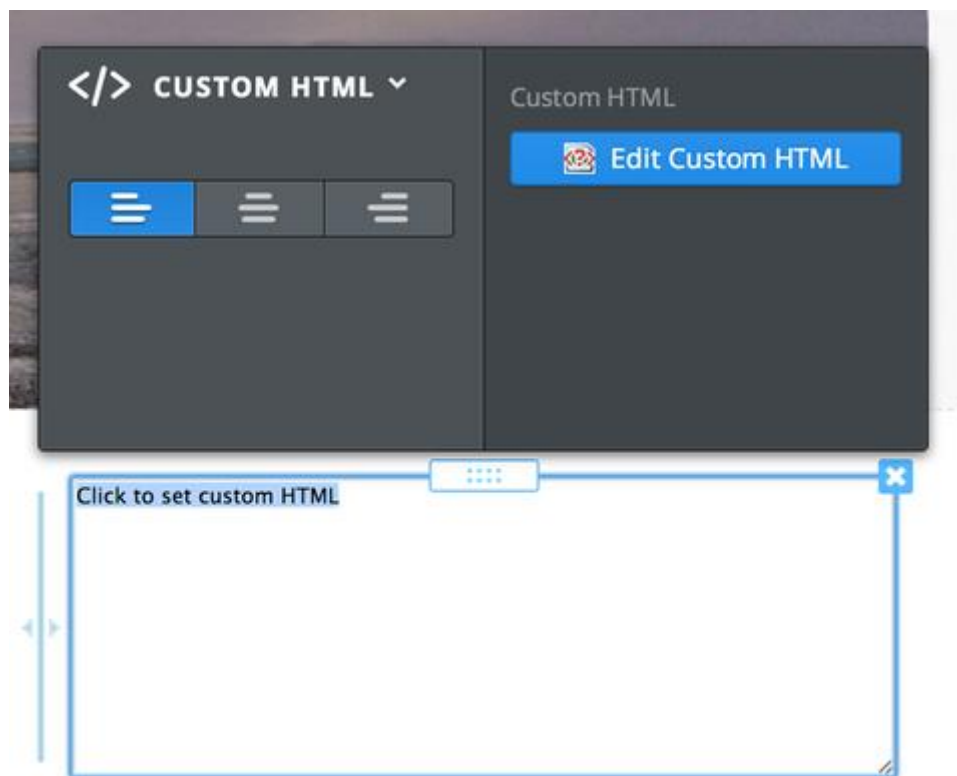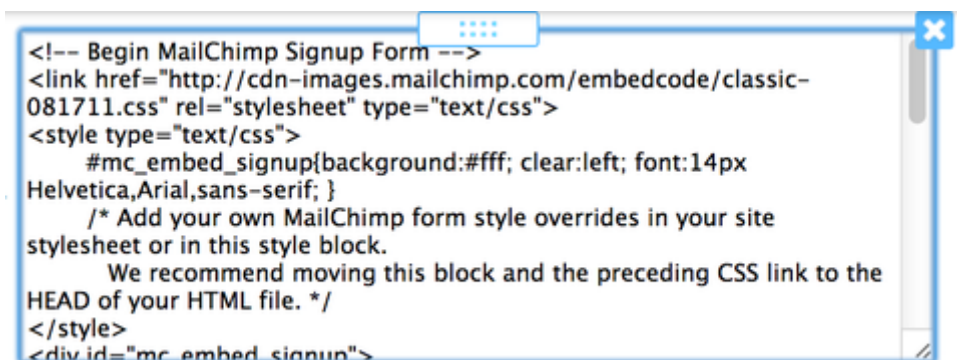

Now select all this code and copy it.

Drag a Custom HTML element to a page on your site.

Then click the element to edit it.

And paste in the code you copied earlier.

When you click away from the element, the HTML code will disappear and you'll see the form itself.

After you publish your site, any sign-ups from this form will be added directly to the list you've created at your email provider.

VIDEO AND AUDIO

How to add videos

Our video element allows you to upload HD quality videos (up to 1GB per video) directly to your site, and display that video in a professional, unbranded player.   This element is available under the "Multimedia" category of elements. To use it, click and drag it to your desired location on the page.
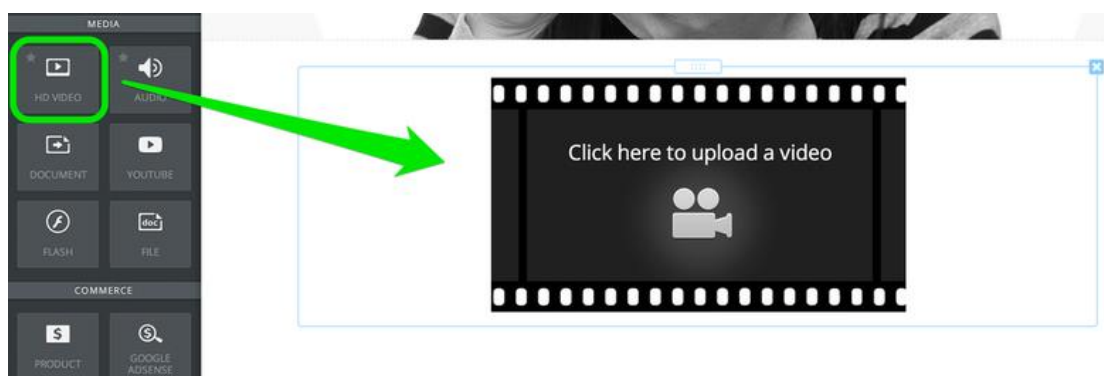
Then simply click the player and a dialog box will open from where you can select a video from your computer. Our design system supports M4V, MPG, MOV, WMV and most other standard video formats.

Depending on the size of your video and the speed of your internet connection, it may take up to 20 minutes to upload.
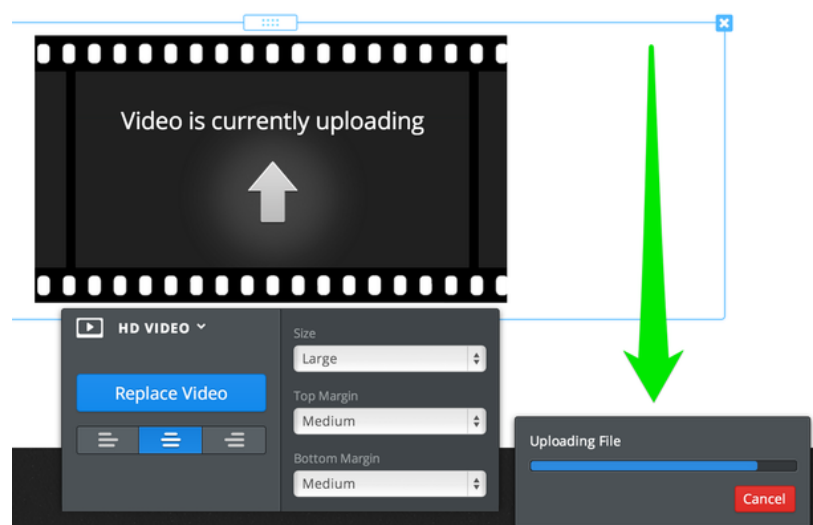
Once the video is uploaded, we then have to encode it. The element itself will display the amount of time remaining in the encoding process. While the video encodes you can continue to work on other pages and content for your site (no need to kick back and relax during encoding), and when you come back later the video will be encoded and waiting for you.


Once the encoding process is complete you'll be all set and your video is ready to watch. You can upload an unlimited number of videos to your site, the only limit is that no single video can be larger than 1 GB by itself. Which means you can't upload any 1.5 GB videos to your site, but can upload as many 950 MB videos as you want.

You can alter the size of the video player (among several presets) using the blue toolbar that pops up when you click on the element.

If it takes more than 20 minutes or so for the process to finish, cancel the upload and try again. Or cancel the upload and try a different video format than the one you're using.   And remember: if you're using Windows Movie Maker or iMovie, the files created when you use the Save option in these programs are not video files. They are editable files that are meant to be used with each program. Be sure to Export your final video from either program to ensure you have a video and not an unusable document file. To Export a video from iMovie go to File > Export.   To Export using WMM go to Publish Movie > Export to File.

Adding Audio to Your Site

Our audio player allows you to easily add music, podcasts, or other audio files directly to your website. The Audio Player element is available under the "Multimedia" category of elements. Drag it to a page to get started.
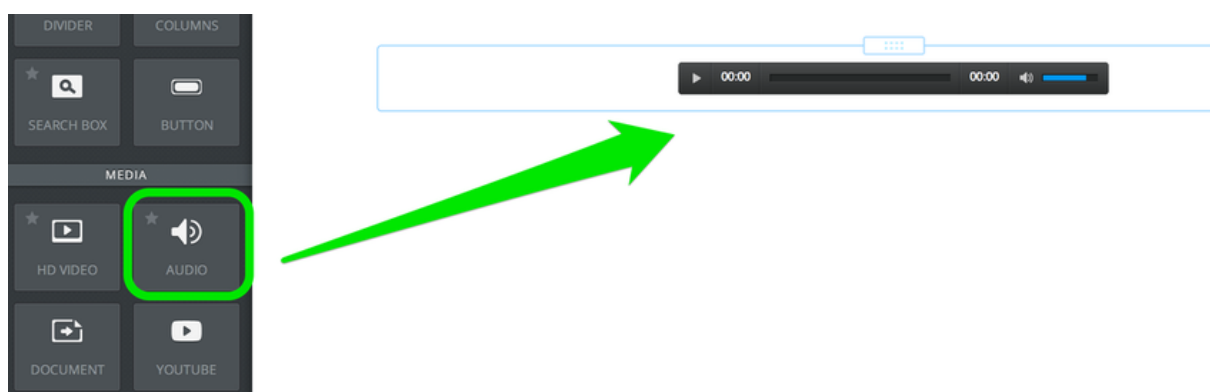
After adding it to a page, click anywhere in the element to open up the Audio Toolbar. Then click Upload new File to select an Audio file to upload. Keep in mind that our audio player currently only accepts audio

files that are specifically in MP3 format. If your audio is in another format, you'll need to convert it or else it won't work.

[Go here to see how to convert an audio file to MP3 using iTunes](http://support.apple.com/kb/HT1550?viewlocale=en_US):

http://support.apple.com/kb/HT1550?viewlocale=en_US
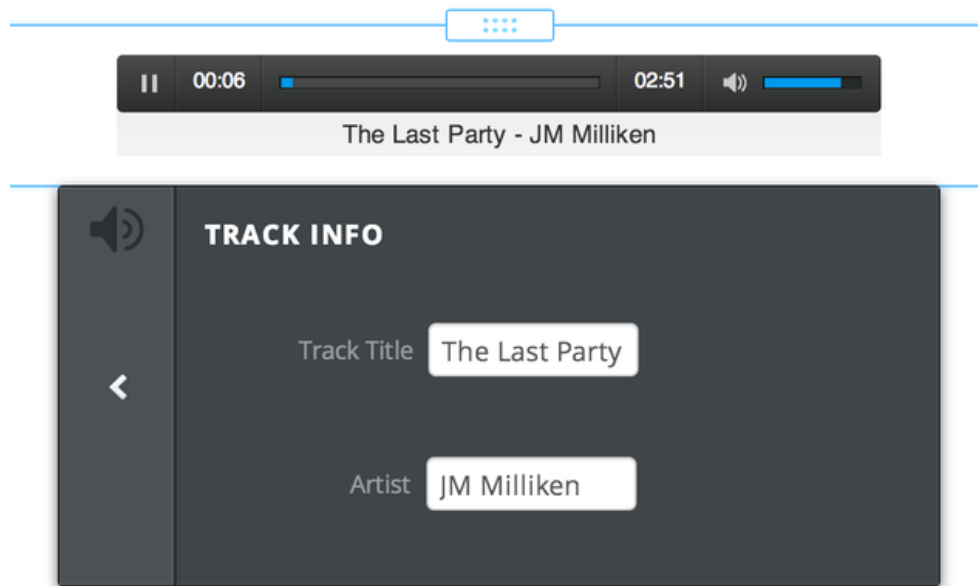
The audio file may take a few minutes to upload. Once the upload is complete, the player will expand to display the title of the audio and basic playback controls. You should now be able to play the file without any problems. The player only uses HTML and will work perfectly on all computers, iPads, iPhones, Android phones, and other mobile devices. Use the Advanced option to turn Auto Play On / Off (this is set No / Off by default) - if you turn Auto Play on then the audio will being to play as soon as the visitor opens the page. You can also select between a Dark or Light colour scheme for the player.
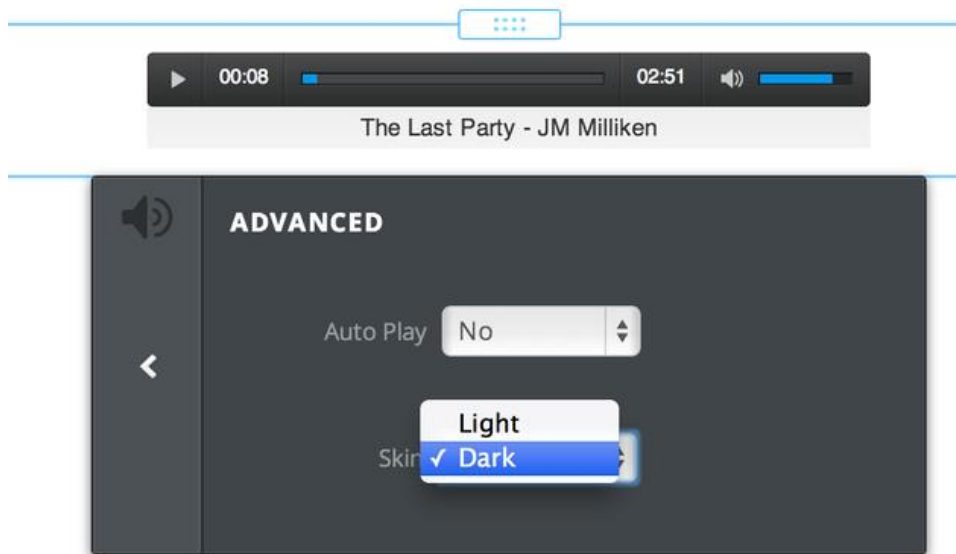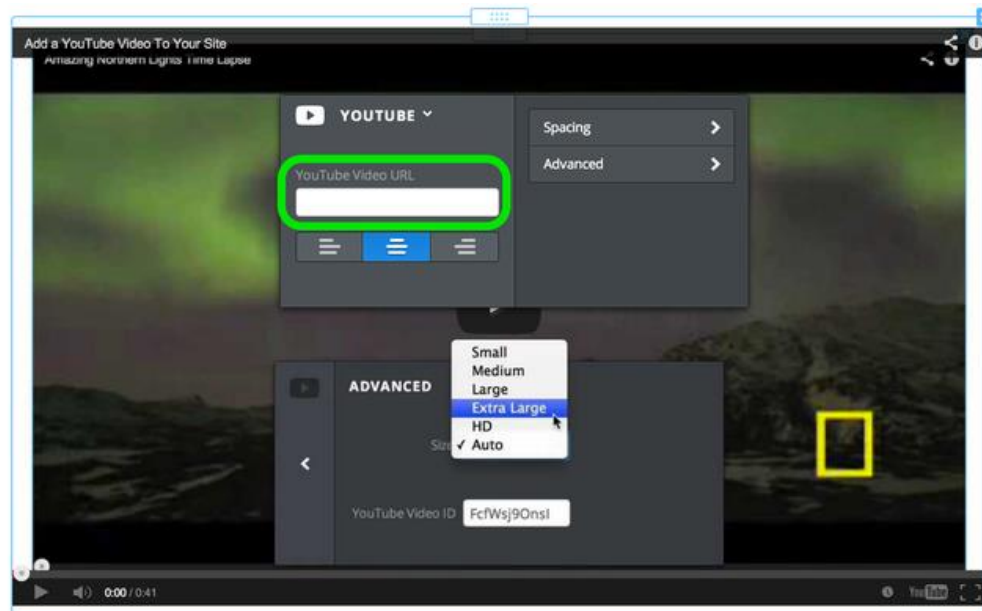
The YouTube Video Element

Our YouTube Video element allows you to share videos from - you guessed it - YouTube. This element can be found within Multimedia, all the way over on the far right of the element bar. Drag this element to a page to get started.
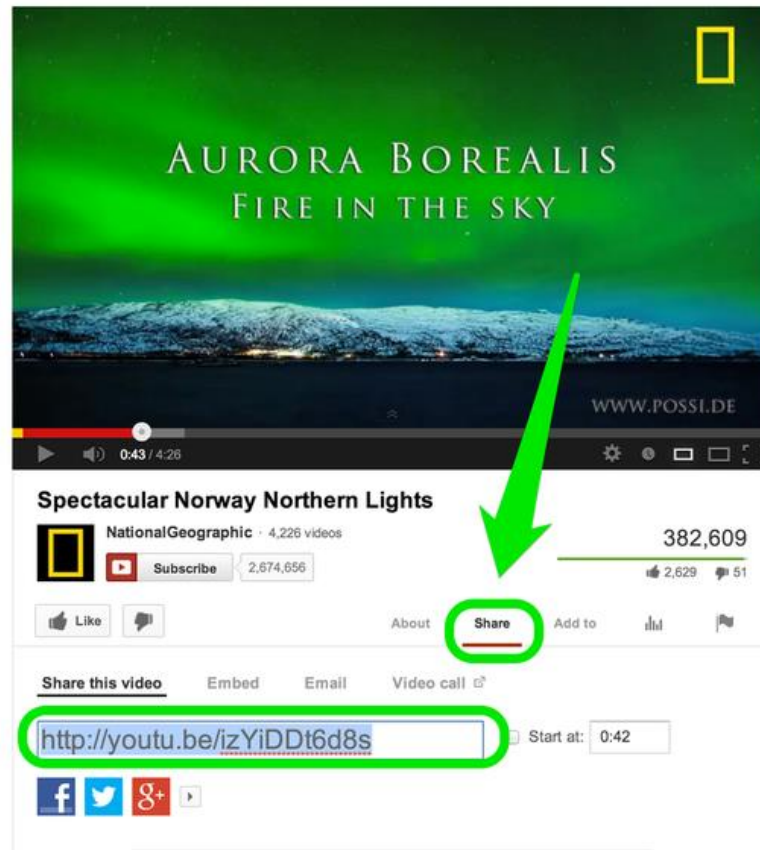
Then click anywhere in the element to bring up the Toolbar. You need to

enter the direct link to the YouTube video in the provided field.

To find the direct link, click the Share button beneath the YouTube

video. And copy / paste from there. No other link will work, so be sure to

use the one found here.

Once you add the link, the video should show up on your page in less than
a minute. If it does not show up then you are not using the direct link -
please double check that you are copying the proper link using the option
noted above.

Once the link is in place, you can determine the size of the video player
using the Advanced option in the YouTube element's toolbox.
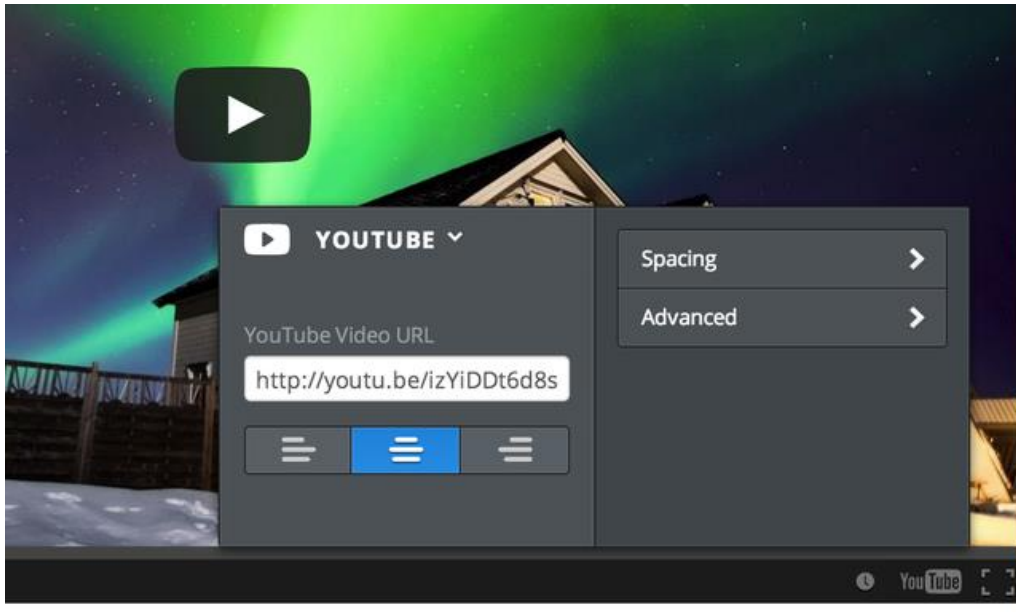
Embed Video and Audio to Your Site

You can add multimedia content from Vimeo.com, Blip.tv, Ustream.com (and many other providers) using our Embed Code element.

Then get the embed code for whatever you're looking to add to the site. This can usually be accessed via an embed or share button found on or near the content you're looking to share.

Here we see an example of embeddable code connected to a video that is hosted on vimeo.com

Once you have the embed code, click inside the Embed Code element to paste it in place.
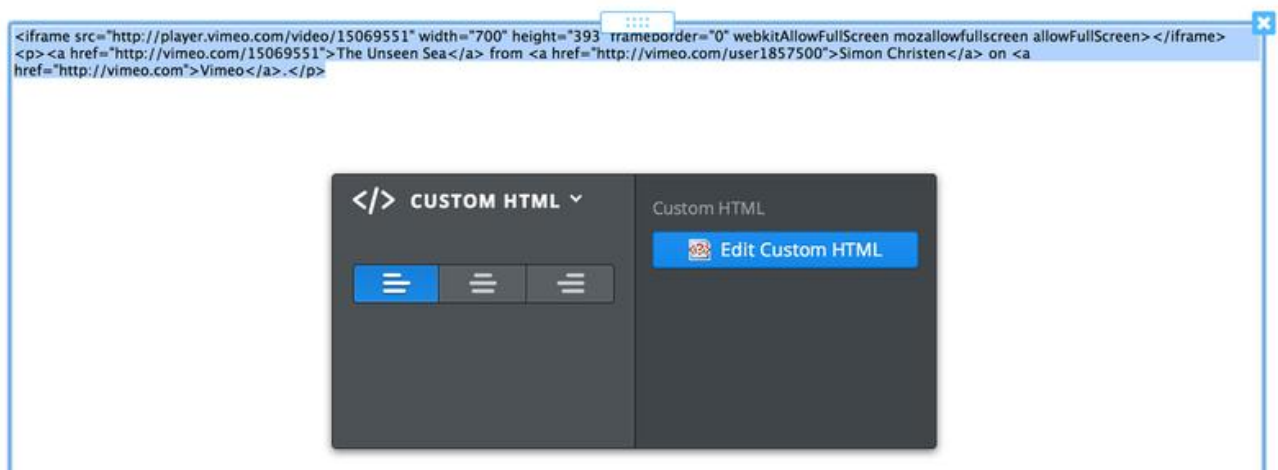
When you click off of the element, your content should show up there. All done! Note that there are a few situations where the content you've embedded won't show up on your site until you Publish the changes. So if you don't see your video, form or what have you in the editor, try Publishing to see if it shows on the live site.
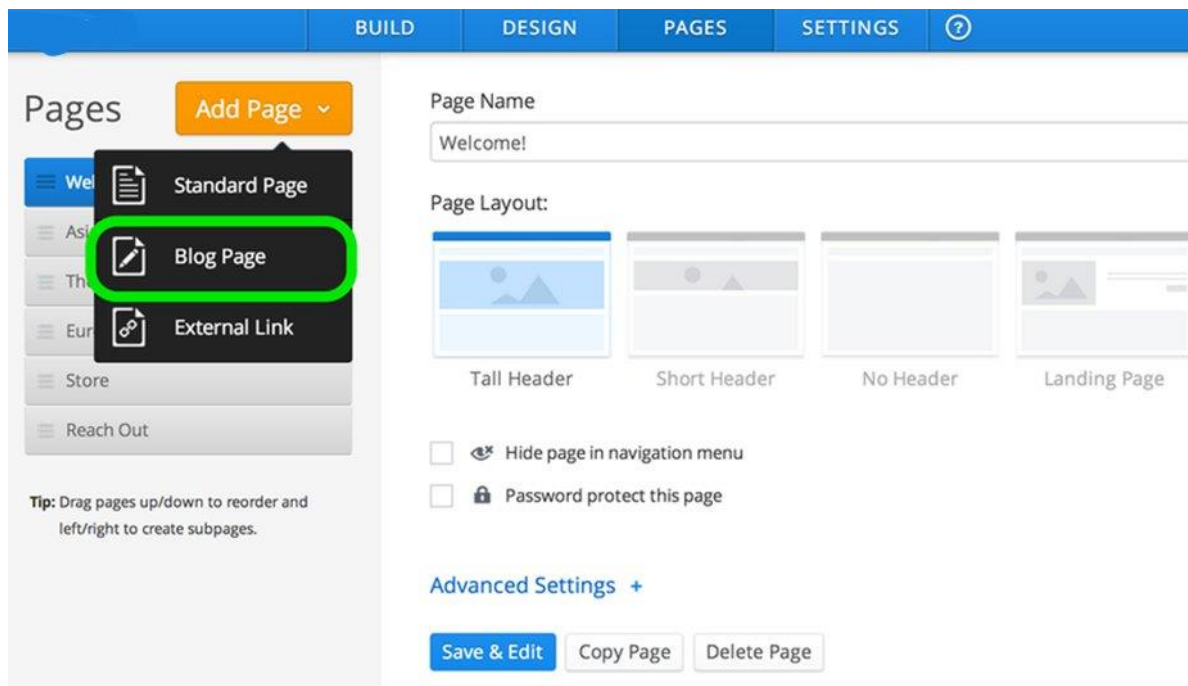
Blogs & Forums

Blogs are interactive web pages that are meant to be both constantly updated and to allow visitors to comment on the content. Forums are elements you can add to your site that allow visitors to directly interact with both you and each other.
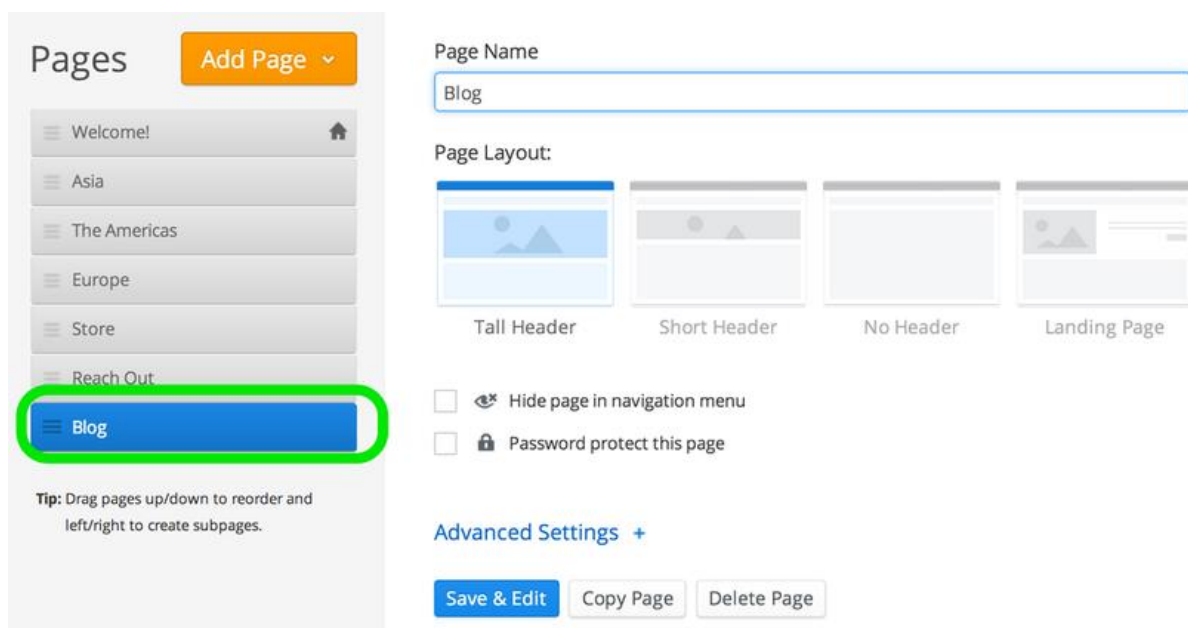
Start a New Blog

To create a blog, go to the Pages tab of the editor, click Add Page and Select the Blog Page option.
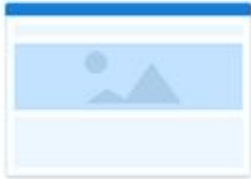
This will add the blog to your list of pages.

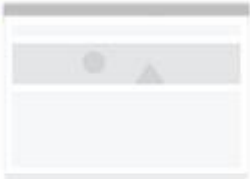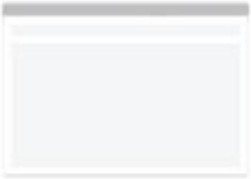Give the blog a name and then click Edit Page to start adding content.
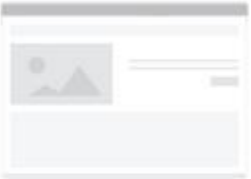
A new blog starts with a blank content area and a sidebar with some default content that you can easily change. To create your first post, click the New Post button.

Write a Blog Post

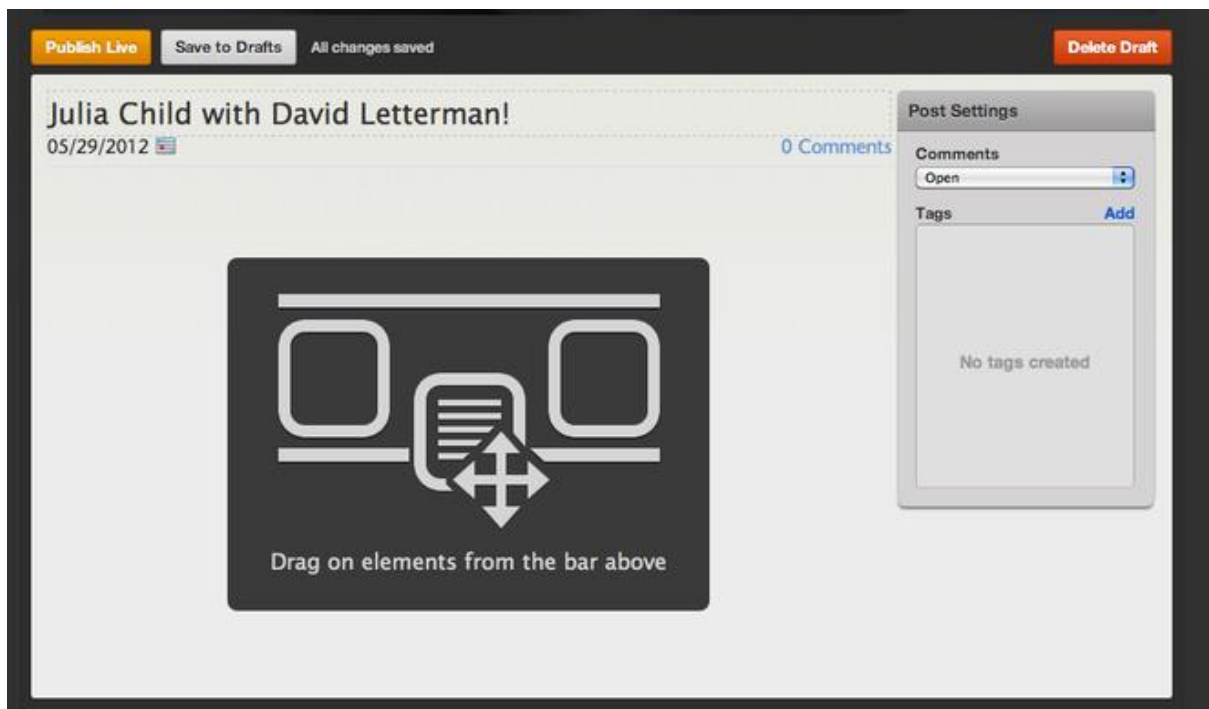To create a new post for your blog, use the New Post button at the top of the blog itself.

Your blog post has a title and a content area. The title should generally be short - no more than a sentence long or so. Just like the headline of a newspaper article.

Adding content to a blog post works the same way as adding content to a regular page - drag elements into the post and edit them to add content.
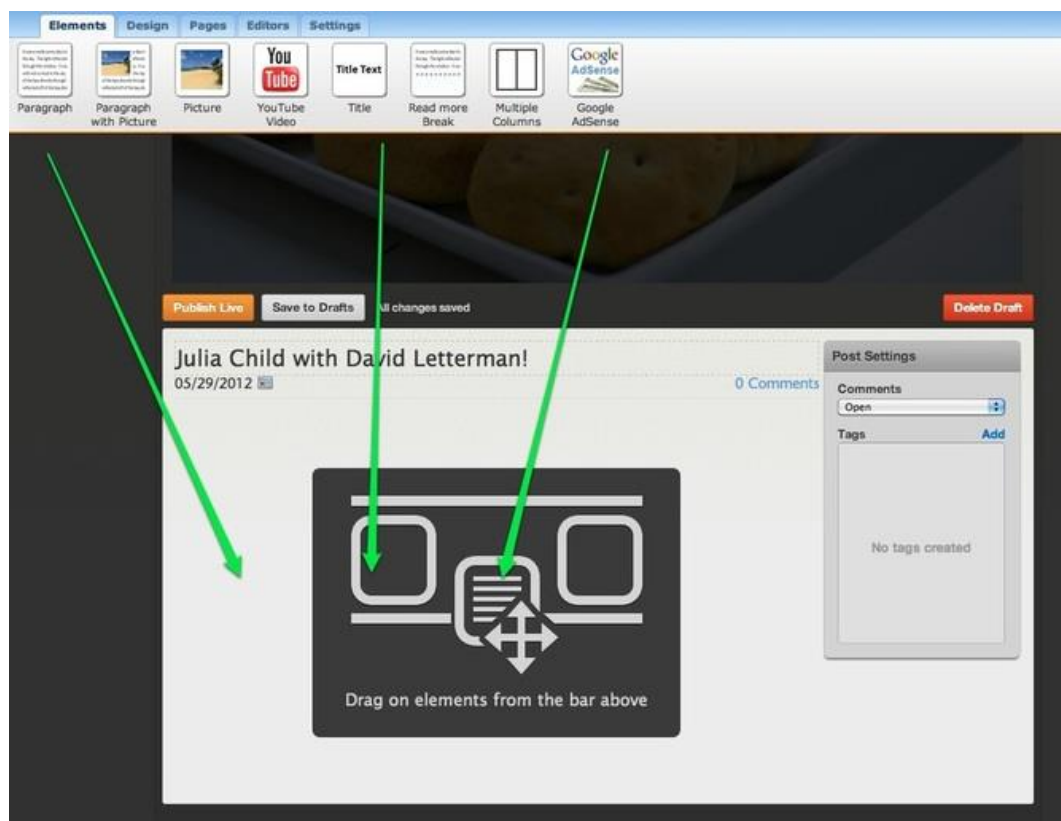
Once you've added your content you can categorize the post using Tags - these tagged categories will appear on your sidebar, making it easier for visitors to your blog to find posts that cover certain topics. Categories can be whatever you like and it isn't necessary to use them.
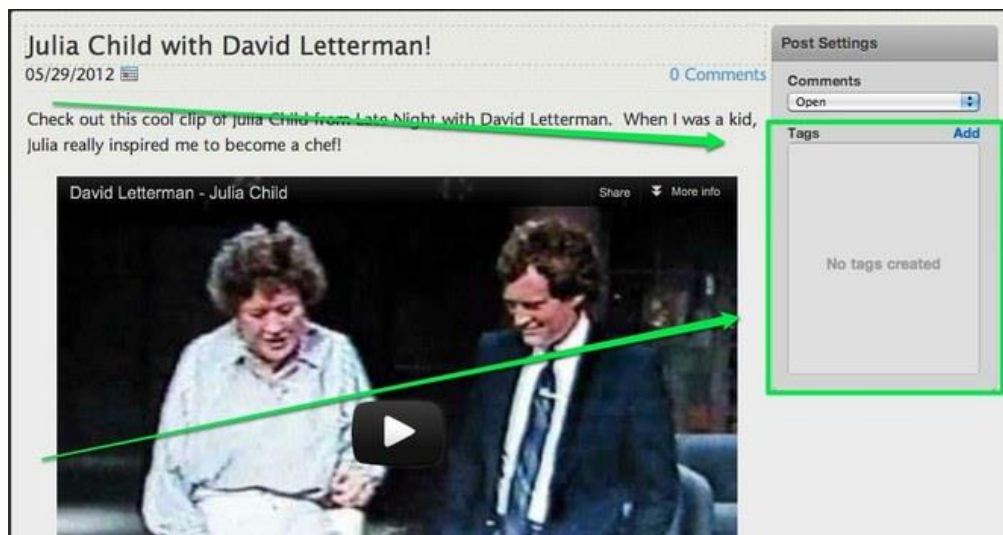
Now you can Publish the post to your live site (which will make it instantly available) or Save to Drafts to edit / publish it later.
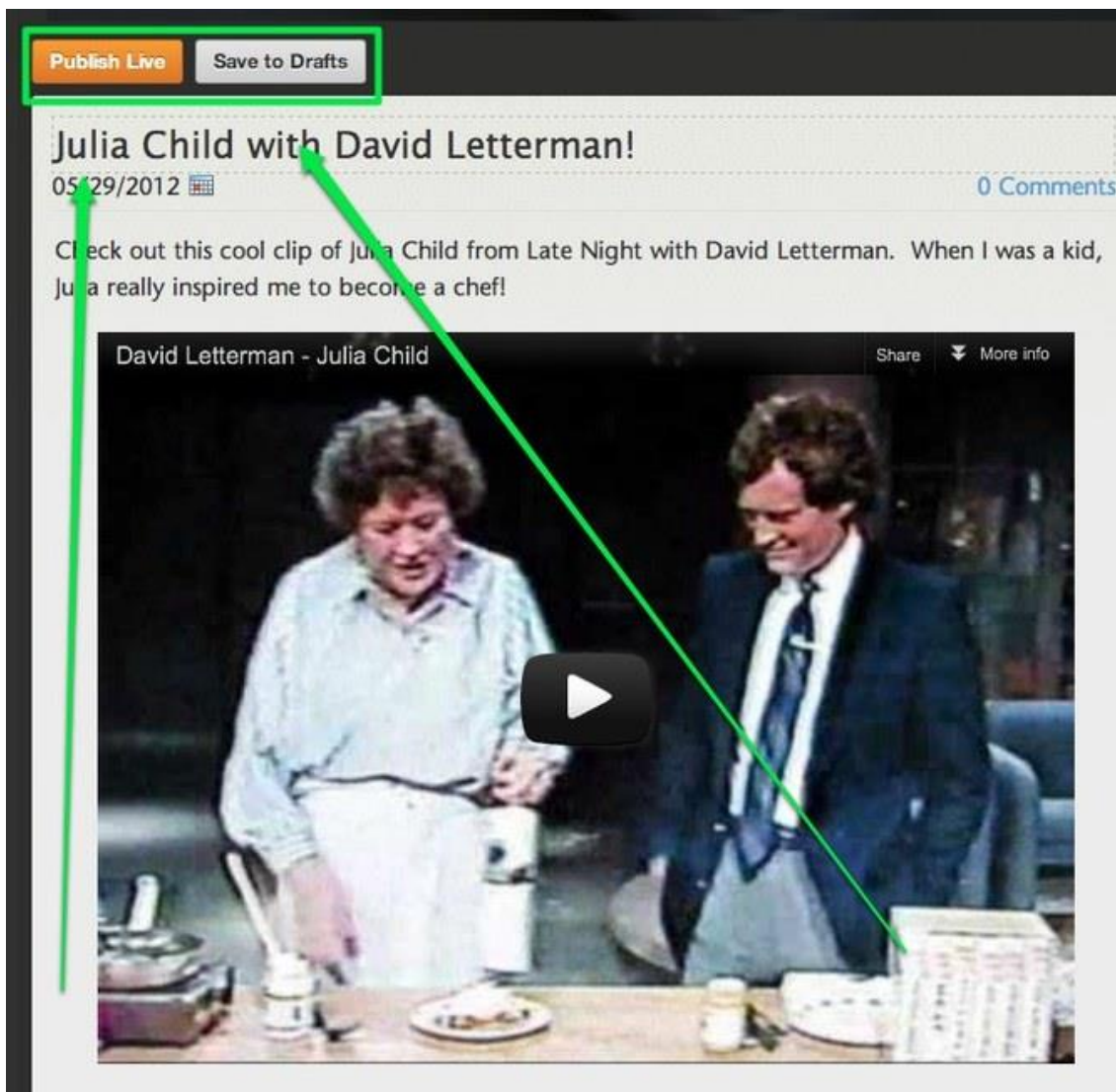
If you save the post as a draft, it'll be accessible to you through a drafts area at the top of the blog page from within the editor (along with any other drafts you've saved). Just click the link to the post from this drafts area to edit it further and save / Publish.

Every new post you Publish will appear at the very top of the page, pushing older posts further down the page. After you've added ten posts to the page, older posts will be moved off the main page to easily accessible archive pages.
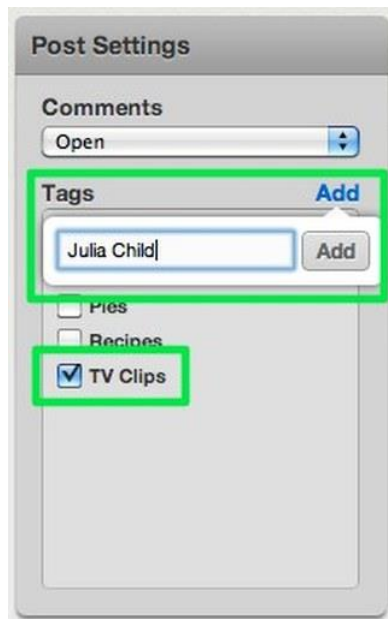
Blog Post Categories

Adding Tags to a post Categorizes that post on your sidebar. Categorizing a post in this way allows visitors to your blog to easily find posts that cover a specific topic.
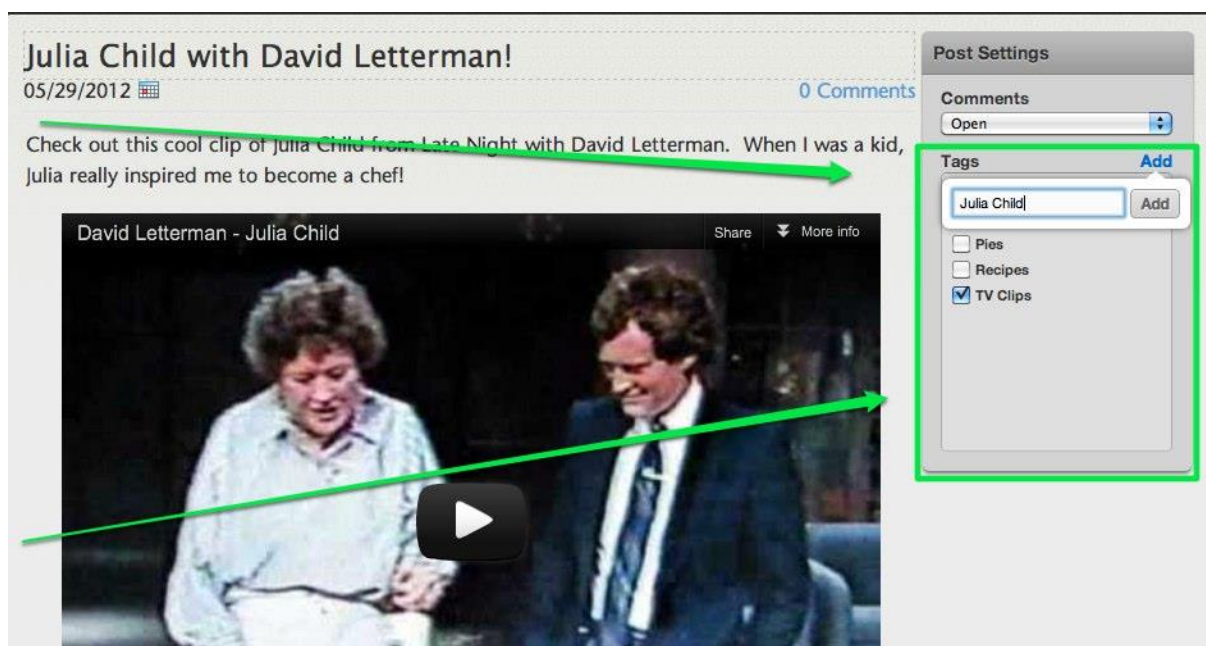
Tagging a Post is as easy as using the Tags section to check off any previously added Tags that apply and adding any new Tags that seem appropriate via the Add link.
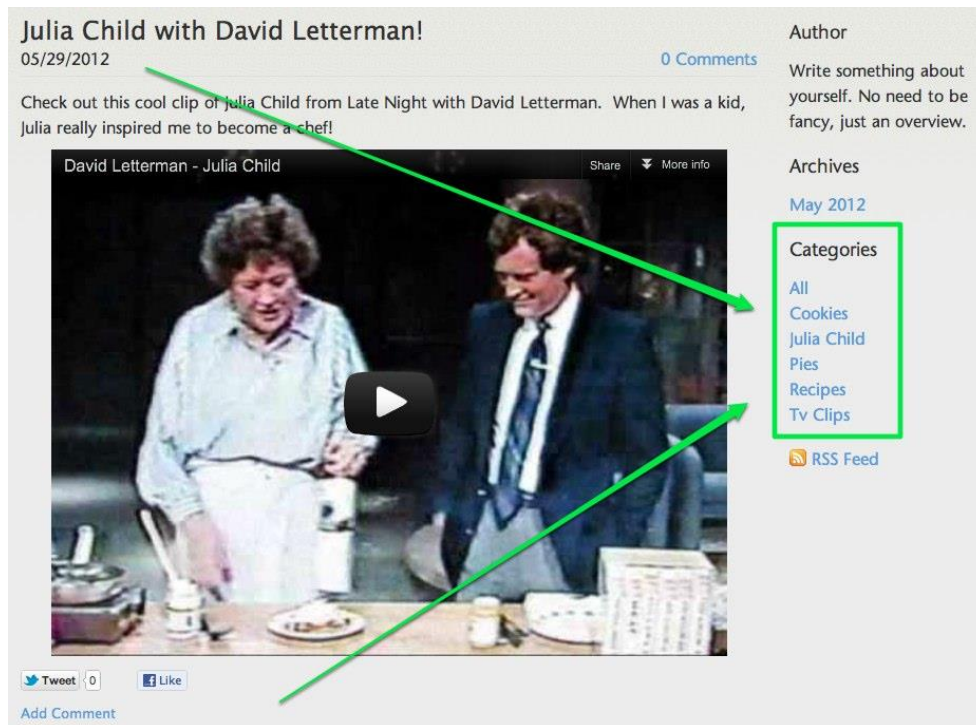
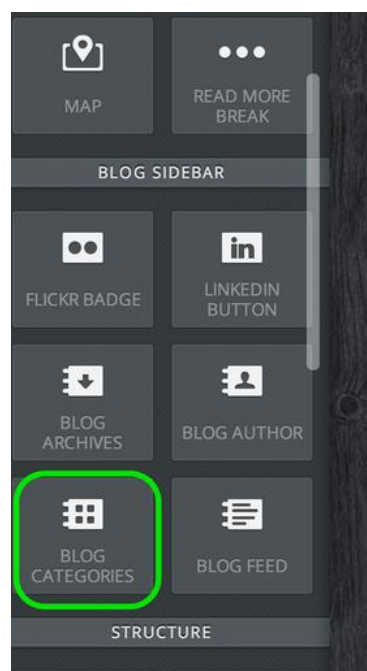Once you add a Tag it's always available to use for future posts.

Any Tags that are used with a blog post will show up in the Categories section of your blog's sidebar. Clicking on a Tag will display all blog posts associated with that Tag.

If you don't see a Categories section on your sidebar, you can add one by dragging a Categories element to the page.

We recommend you use a certain amount of restraint when creating Tags. If you keep the number of Categories to a minimum (say, less than twenty or so) it'll be easier for visitors to find posts that interest them. Creating a new Tag for almost every post makes the Categories difficult to navigate and significantly less useful for your visitors.

The Blog Sidebar

Your blog has a fully customizable sidebar. This sidebar includes three sections / elements by default and these can be deleted just like any other element.

About Tom

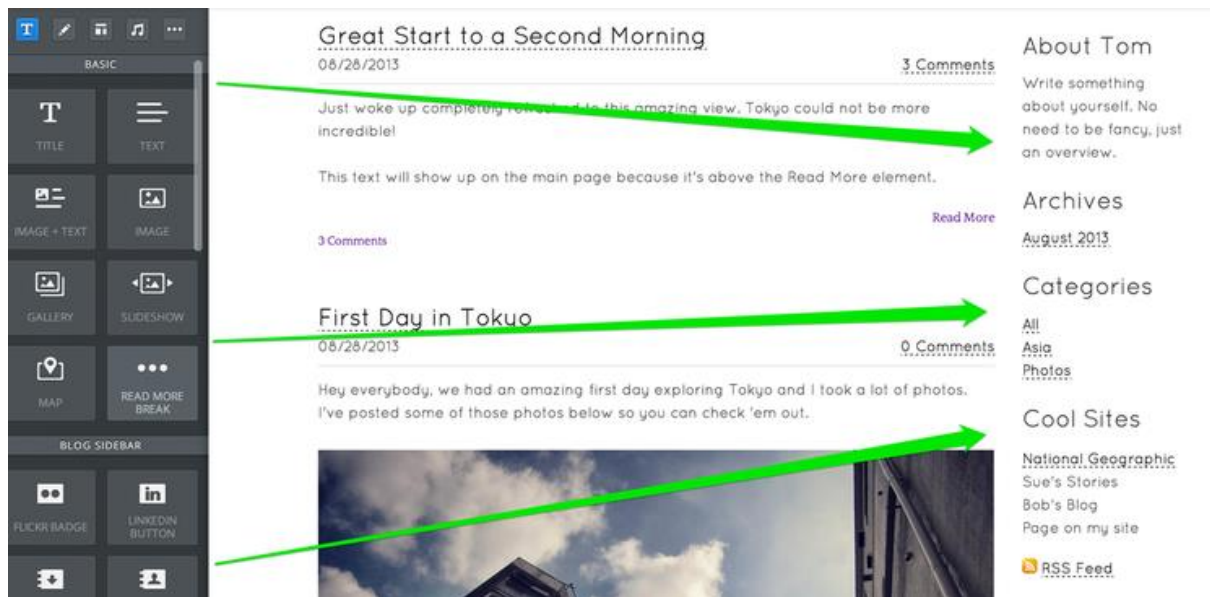Write something about yourself. No need to be fancy, just an overview.

Archives

August 2013

Categories

All
Asia
Photos

But you can easily add more content by dragging elements to the sidebar. There is a "Blog Sidebar" category that is meant to be used only with the sidebar, but you're welcome to use elements from any of the categories.

Here we see a sidebar that includes three of the default sidebar elements, a Flickr badge from the "Blog Sidebar" category of elements and a Blogroll (links to other blogs) that was created using a Title and a Paragraph element.

About Tom

Write something
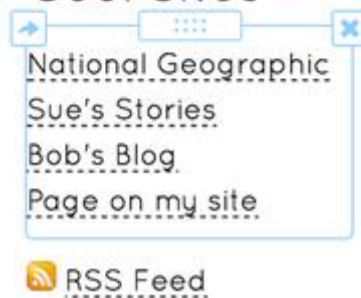about yourself. No
need to be fancy, just
an overview.

Archives

August 2013

Categories

All
Asia
Photos

Cool Sites

National Geographic
Sue's Stories
Bob's Blog
Page on my site

RSS Feed

Manage Blog Settings

Your blog settings let you determine how you want to handle comments
and alter your time / date settings. These settings can be altered via the
Blog Settings button at the top of the blog.

Select if you want to allow all comments, allow only comments you approve (you'll need to moderate the comments and select the ones you want to publish) or turn the comments off entirely.

Select if you'd like to be notified of any new comments made by visitors and enter the address to which you'd like such notifications to be sent.

Select if you'd like to automatically close comments after a set period of time. If you set comments to close after 30 days (for example) then comments can no longer be made to a blog post 30 days after you publish it.

Select if you need the "American" style Month / Day / Year date format or the "European" style Day / Month / Year date format.

Select to use 12 hour or 24 hour time.

Select your timezone.
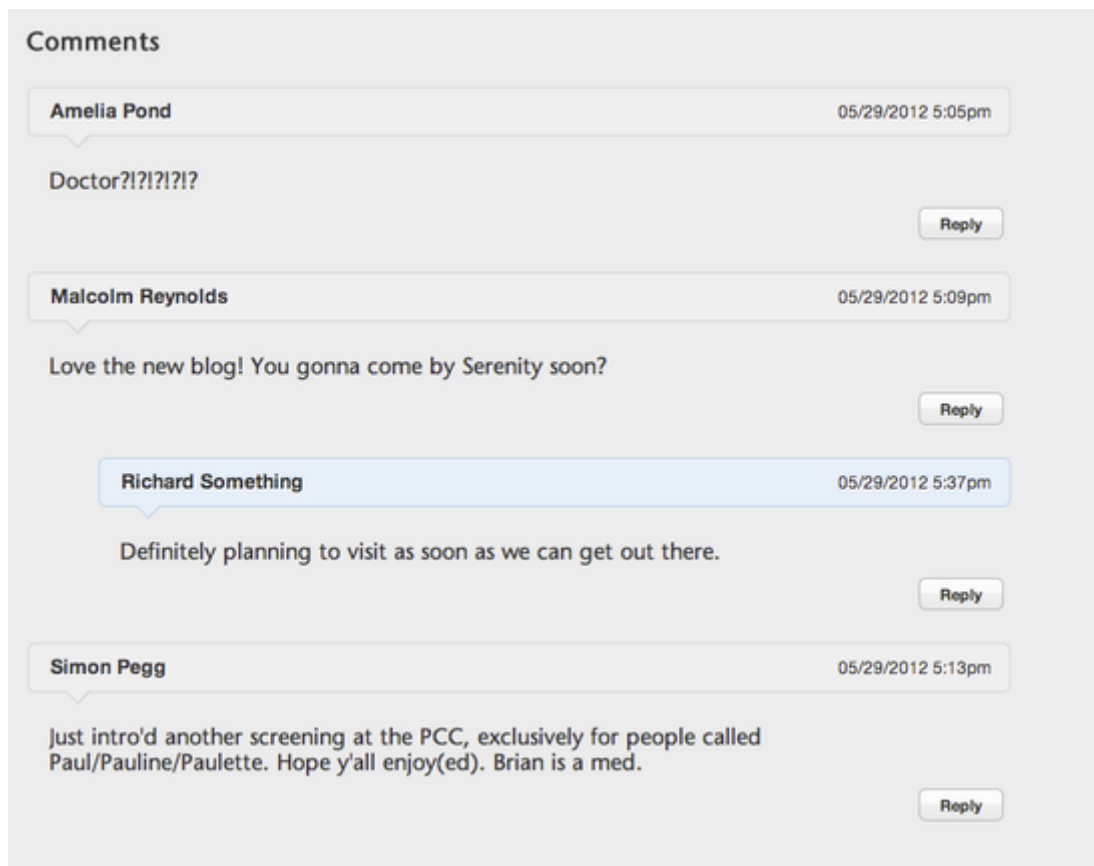

And Save Changes when you're done!

Manage Blog Comments

We turn on comments by default for every blog post you create, and visitors to your blog can comment on any posts you've made unless you turn comments off under your Blog Settings. These comments appear underneath each individual post in the order in which they were added.

Comments

Amelia Pond	05/29/2012 5:05pm

Doctor?!?!?!?!?

Reply

Malcolm Reynolds	05/29/2012 5:09pm

Love the new blog! You gonna come by Serenity soon?

Reply

Richard Something	05/29/2012 5:37pm

Definitely planning to visit as soon as we can get out there.

Reply

Simon Pegg	05/29/2012 5:13pm

Just intro'd another screening at the PCC, exclusively for people called Paul/Pauline/Paulette. Hope y'all enjoy(ed). Brian is a med.

Reply

You should reply to your comments using the same comment feature all of your readers use -- if you're logged into your website (which you can do via the blog comment area), your comment will be highlighted in blue to set you apart as the site owner.

Additionally, if you (or any other commenter) replies directly to another comment, that comment will appear directly underneath the original comment and will be part of a thread connected to that comment. Any other replies to that comment will appear as part of that same thread.

We notify you of these comments via the email address associated with your account (you can change this to a different address for the blog under settings). The comments can be read directly on your site or under the Blog Comments area for the blog in your account.

How can you access this Blog Comment section for the site in your account? Go to the main page of your account, click the More button to the right of the site and select Blog Comments.
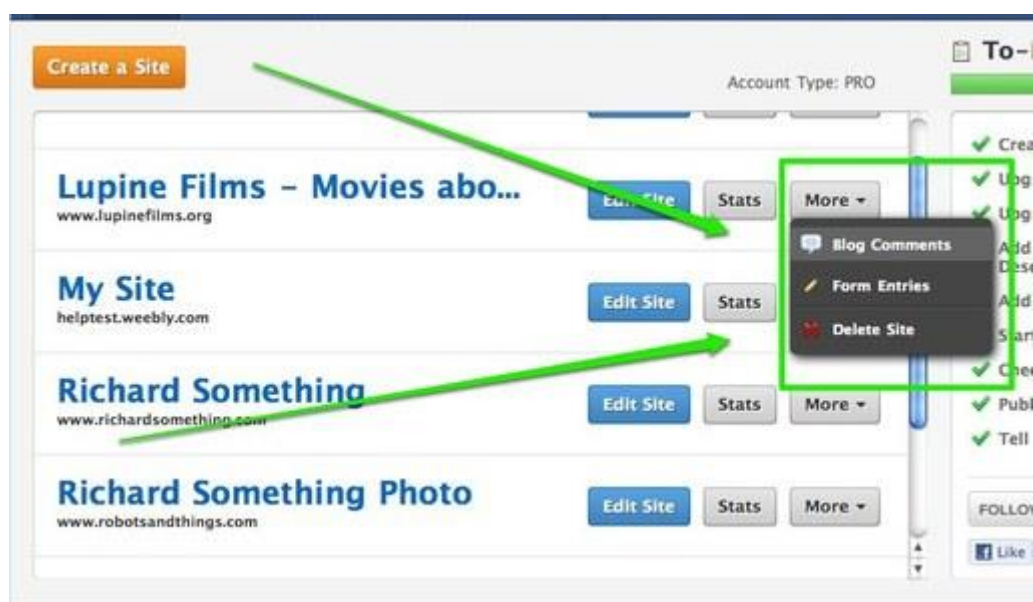
This will bring up the comment area. You can read and delete comments for all the blogs on a site here. And if you turned on comment moderation (comments are not moderated unless you turn this on) via the Blog Settings you'll be able to approve the comments from here.
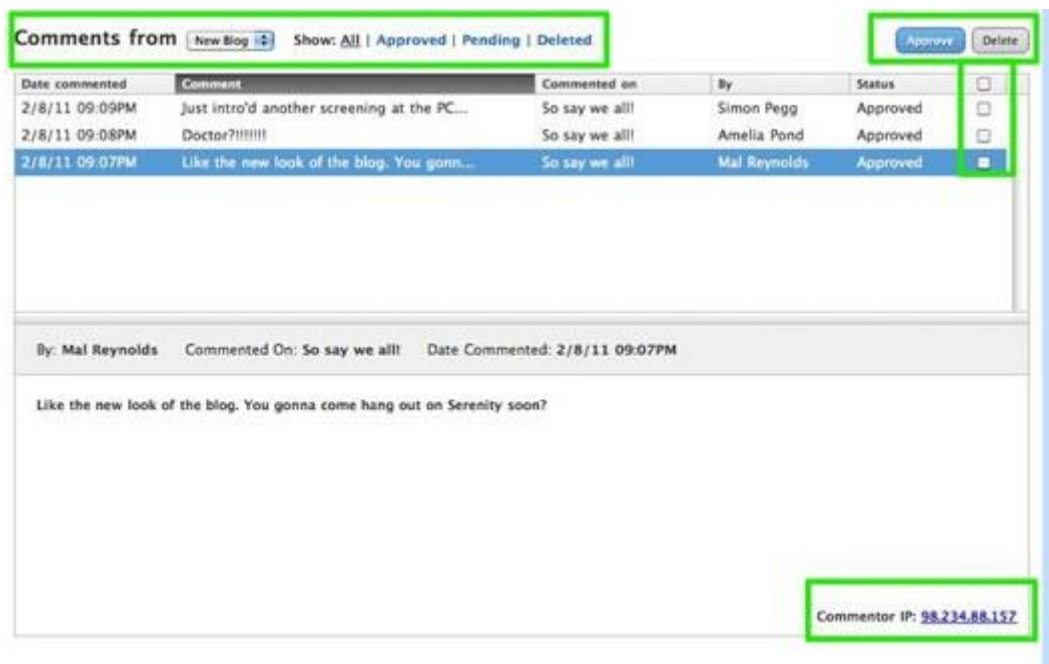
What is an RSS Feed?

An RSS feed element is automatically added to the sidebar of any blog you create. The RSS feed allows blog visitors to receive automatic updates about your blog if they are using a feed reader like **feedly.com** or **theoldreader.com** The link to the feed looks like this:

If you accidentally delete it or don't see it, you can add it back to the sidebar by dragging a Blog Feed element to the sidebar.
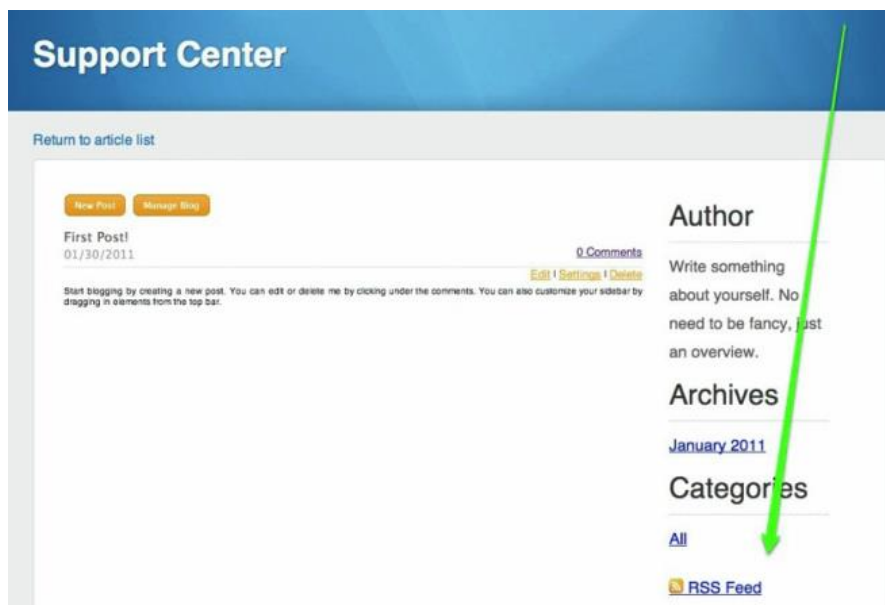
RSS feeds are only available for blogs, not regular pages. If you create more than one blog on your site, each blog will have its own feed.
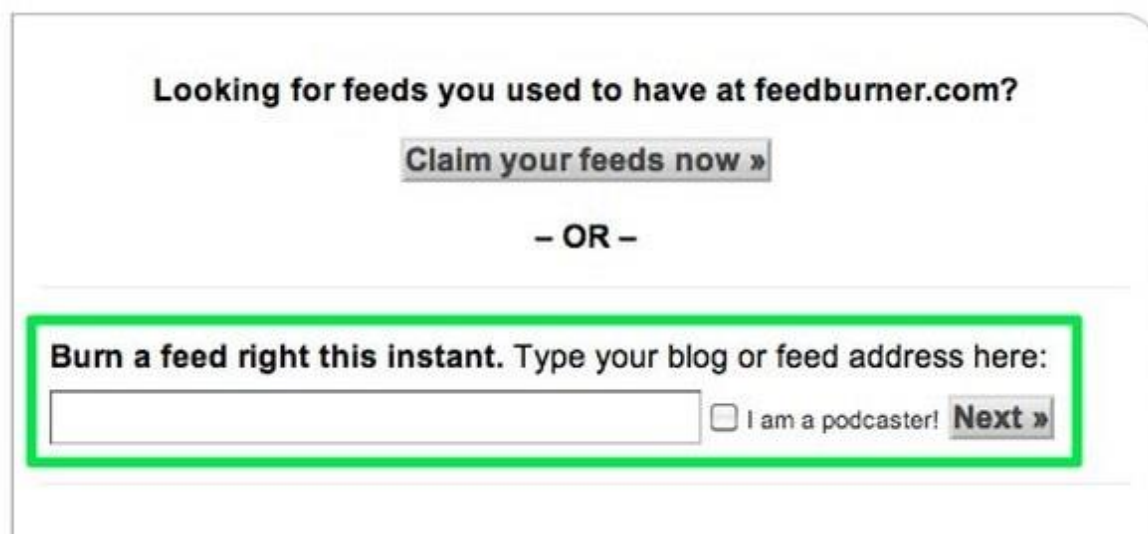
Blog Updates via Email Subscription

An RSS feed element is automatically added to the sidebar of any blog you create. The RSS feed allows blog visitors to receive automatic updates about your blog if they are using a feed reader like Google Reader. There are dozens and dozens of such readers available for Windows, Mac OS, iPhones, iPads, Android devices, and so on from there.

But what if you want to offer your visitors an option to follow your blog other than just via RSS? In this case, you can offer them an option to sign-up for updates to your blog via email. This can be done for free through a Google service called Feedburner. Read our instructions below to learn how to set it up, but please note that this is not a The Good Website Company service and not something we can directly support.

Start by going to the Feedburner login / signup page at feedburner.google.com. Log in to a Google / Gmail account or create a new one. Then you'll be prompted to add your blog's RSS feed.

Looking for feeds you used to have at feedburner.com?

Claim your feeds now »

– OR –

Burn a feed right this instant. Type your blog or feed address here:

☐ I am a podcaster! Next »

You can find your RSS feed on the sidebar of your blog. Copy the link from there (do this from your live site, not from the editor).
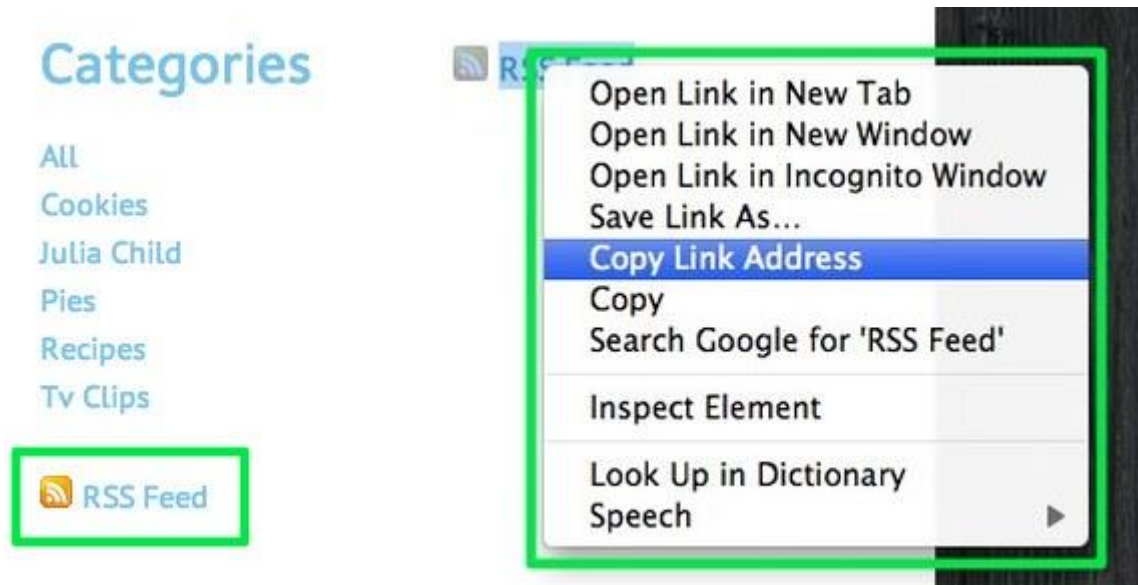
And then paste the link into the feed field and click the Next button.

Feedburner will assign your blog a Title (this Title will show up in the emails readers receive). Make sure you like the Title and then click Next.

Success! Now click the "Skip directly to feed management" link.

Congrats! Your FeedBurner feed is now live. Want to dress it up a little?

Subscribe to your feed (and share with others!) at:

http://feeds.feedburner.com/ BrookeBakesBlog

For your convenience, FeedBurner has applied the following services to your new feed:

- **BrowserFriendly** improves your feed's appearance in most web browsers and makes it easier to subscribe to
- **FeedBurner Stats** tracks basic feed traffic statistics

You control your feed. All services are optional and can be changed at any time.

You have completed Step 1 of 2. In Step 2, you may consider adding additional free **FeedBurner Stats** options for a more richly detailed view of your feed readership.

Next » or Skip directly to feed management

On the following page, choose the Publicize tab and go to the Email Subscriptions section.

Click the Activate button to turn Email Subscriptions on.

Feedburner will provide you with HTML code that needs to be copied and then pasted to the sidebar of your blog. Be sure to copy the entire block of code.

Open up your blog in the editor and drag a Custom HTML element to your sidebar. The Custom HTML Element can be found under the More section of elements.
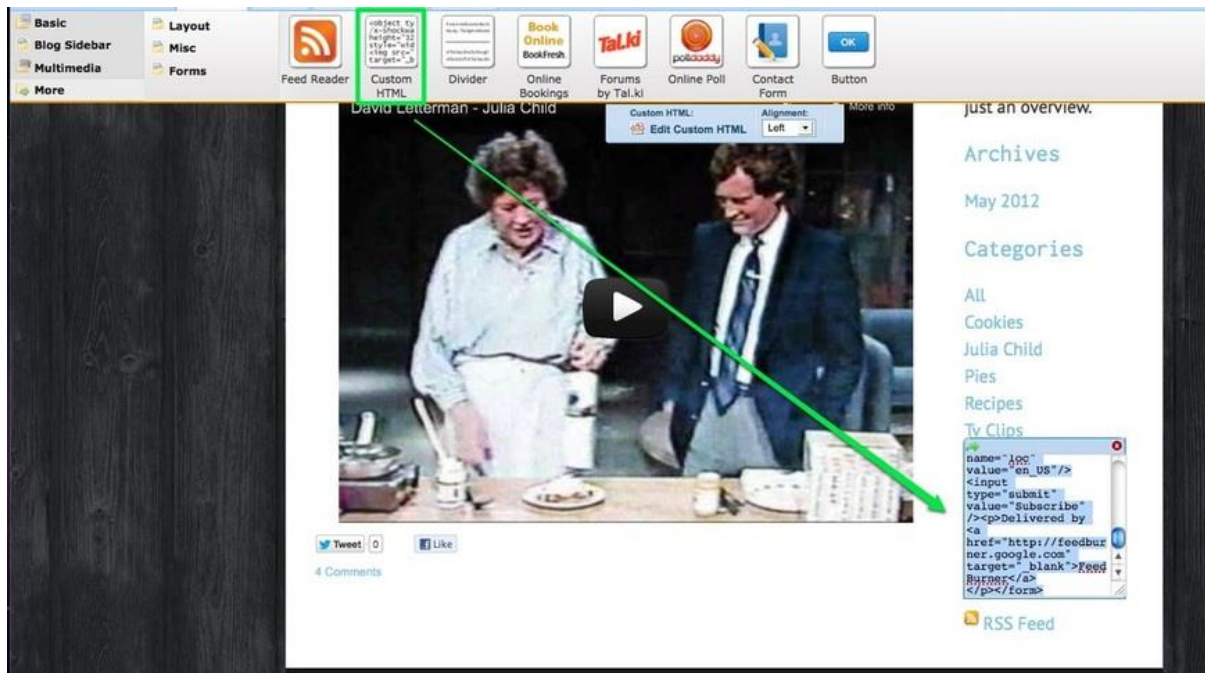
Paste the Feedburner code into the Custom HTML Element.

And then you're done! Publish your site and visitors will be able to sign up to receive updates to your blog via email.

Share Your Posts to Facebook and Twitter

The whole point of having a blog is for people to read all the witty,

interesting, mundane, goofy, smart, informative things you have to say. And

a great way to help guide folks to your posts is by sharing them on

Facebook and Twitter. Which is why auto-sharing for both social networks

is built right in to every post.

To the right of each new post you'll find Share switches for Facebook and Twitter in the Post Settings:
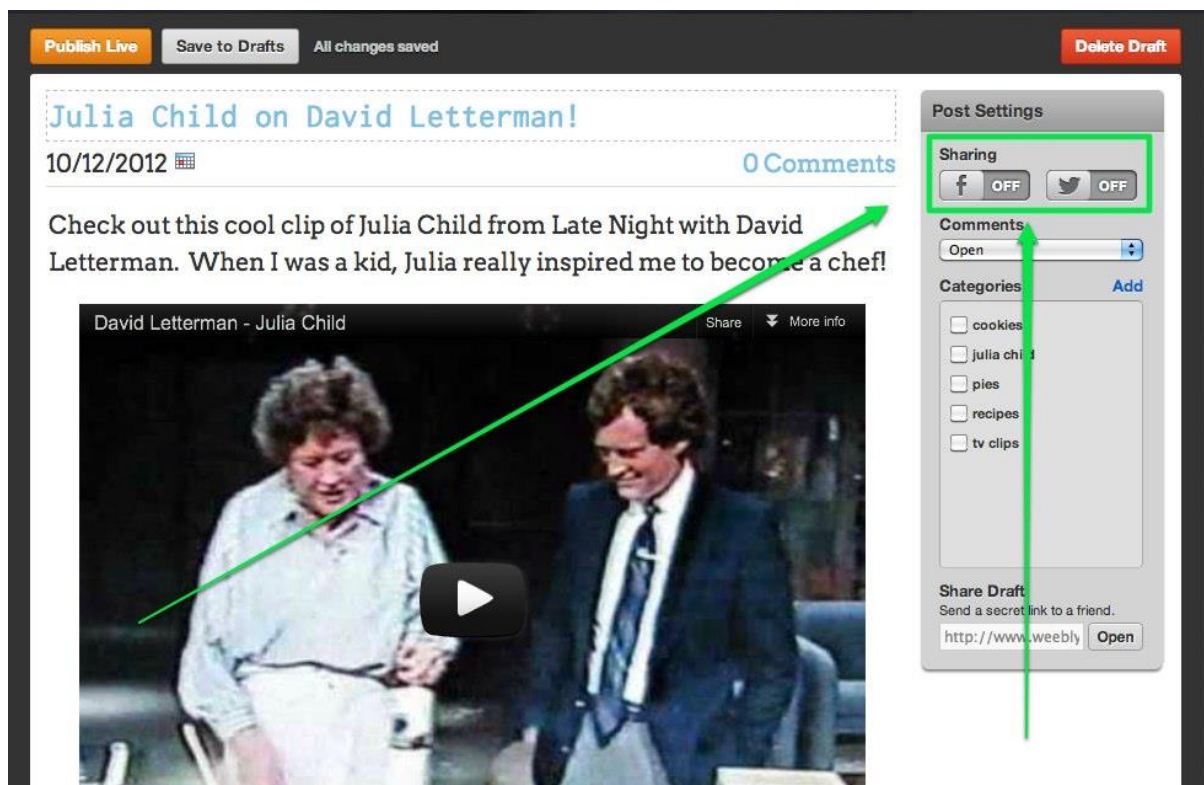
The first time you switch either of them on you'll be prompted to log in to your Facebook / Twitter account and give permission to connect to those accounts (this permission can be revoked at any point).

Twitter is very straight forward. Log in to your account, give permission for your website to connect and you'll start posting the next time you Publish your blog (the title of the blog post is automatically used as the message on Twitter). Facebook is a bit more complicated in that it provides you with options the first time you connect. Let's walk through those.
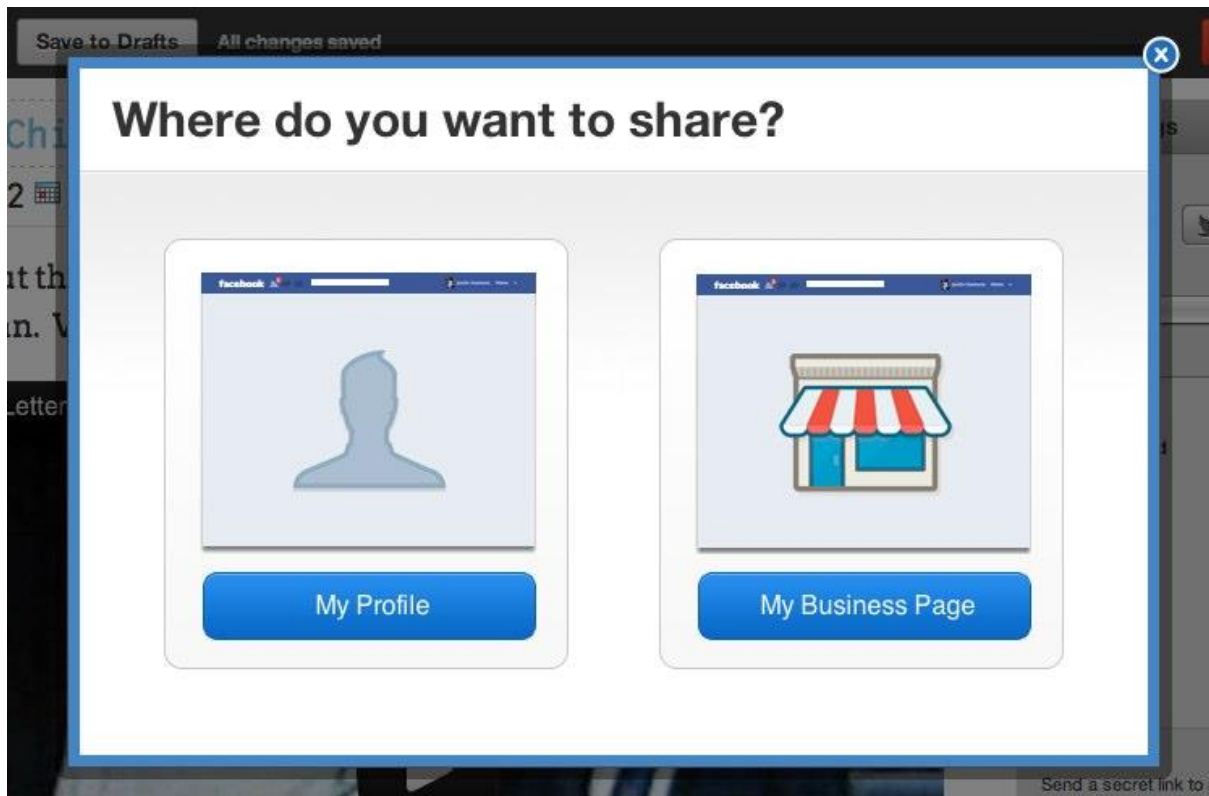
Your first option is to choose where you'd like to share. Should your posts go to your personal Facebook account so all your friends can see? Or would you like to share them to a Business or Fan Page you've created? If you choose your personal profile you're all done. But if you select "My Business Page" you'll be presented with a list of every Fan Page you manage on Facebook. You need to select the one to which you'd like to share your posts.
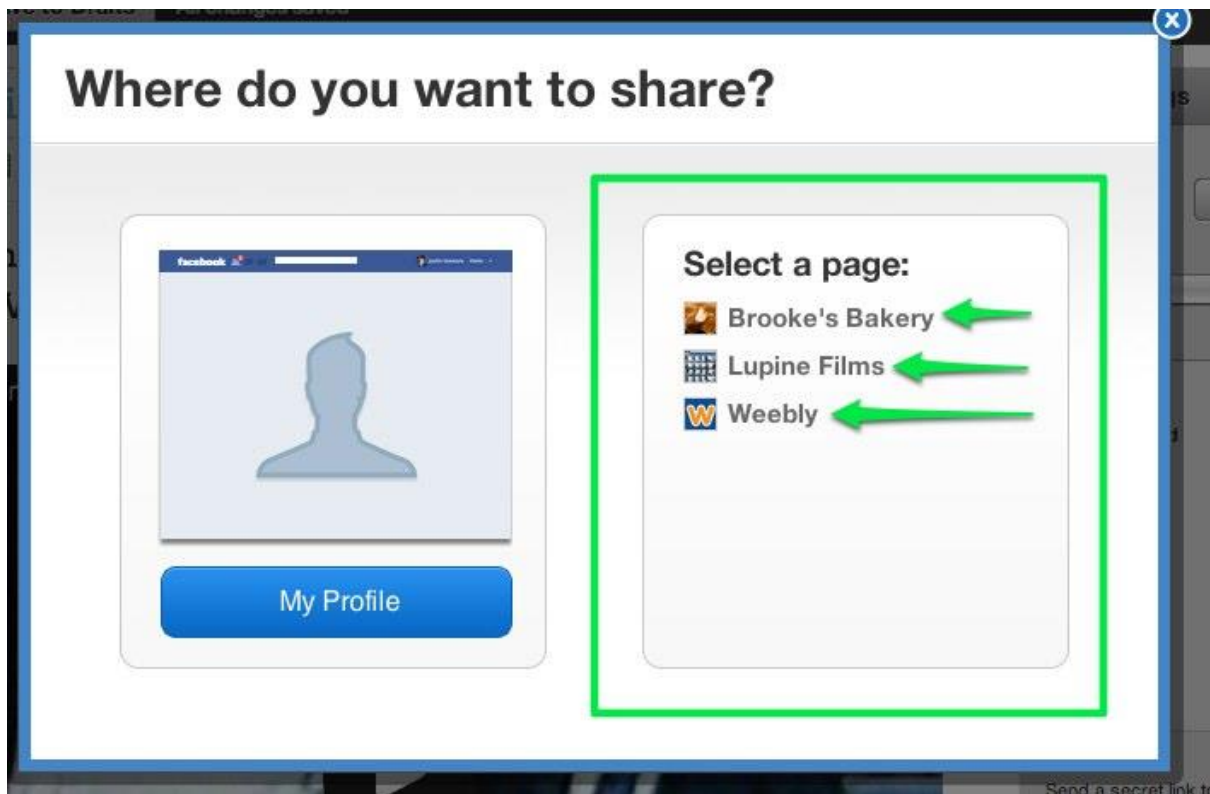
Once that's done you're set. Next time you Publish a blog post it'll show up on your Business Page wall and will be shared with your fans.

Create a Forum

A forum allows visitors to your site to interact with both you and other
visitors. A forum can be used to start conversations, ask questions, and
post pictures / link to files.

The built-in forum is provided by Tal.ki. If you prefer to use another forum,
you are welcome to do so as long as it's an embeddable forum. Any such
forum can be added to your site through the use of our Custom HTML
Element. If you're not sure if a forum is embeddable, just ask the forum
provider.

To add a Tal.ki forum to your site, drag the Tal.ki element (found under the
More section) to a page.
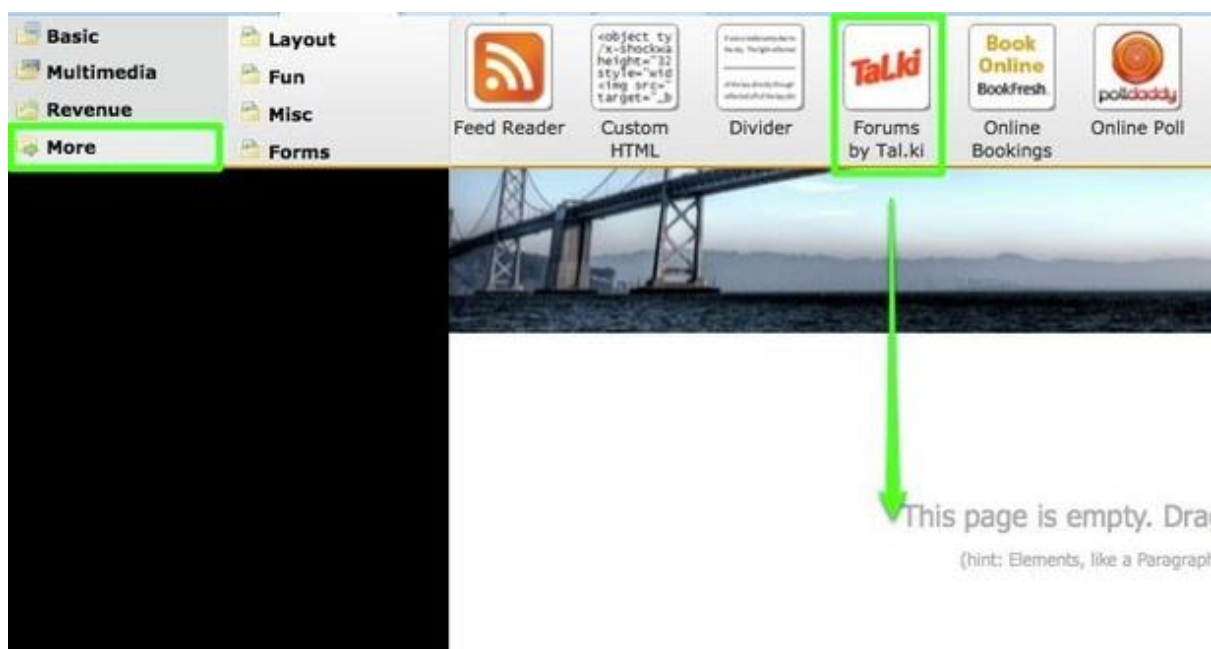
This forum will start with one member (you). If you don't like the avatar / icon image that Tal.ki assigns to you, change it by using the Edit Profile link.

The forum starts with two default sub-forums: News and Off-topic.
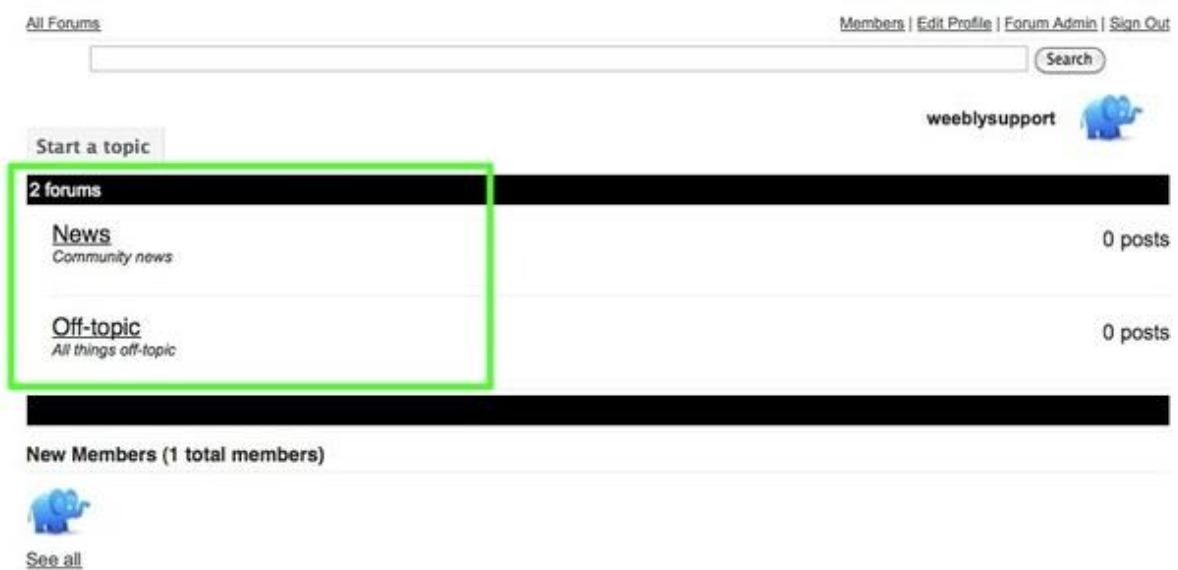
If you want to add new sub-forums or rename the two defaults, go to the Forum Admin section. Then select the Forums tab from within that section;
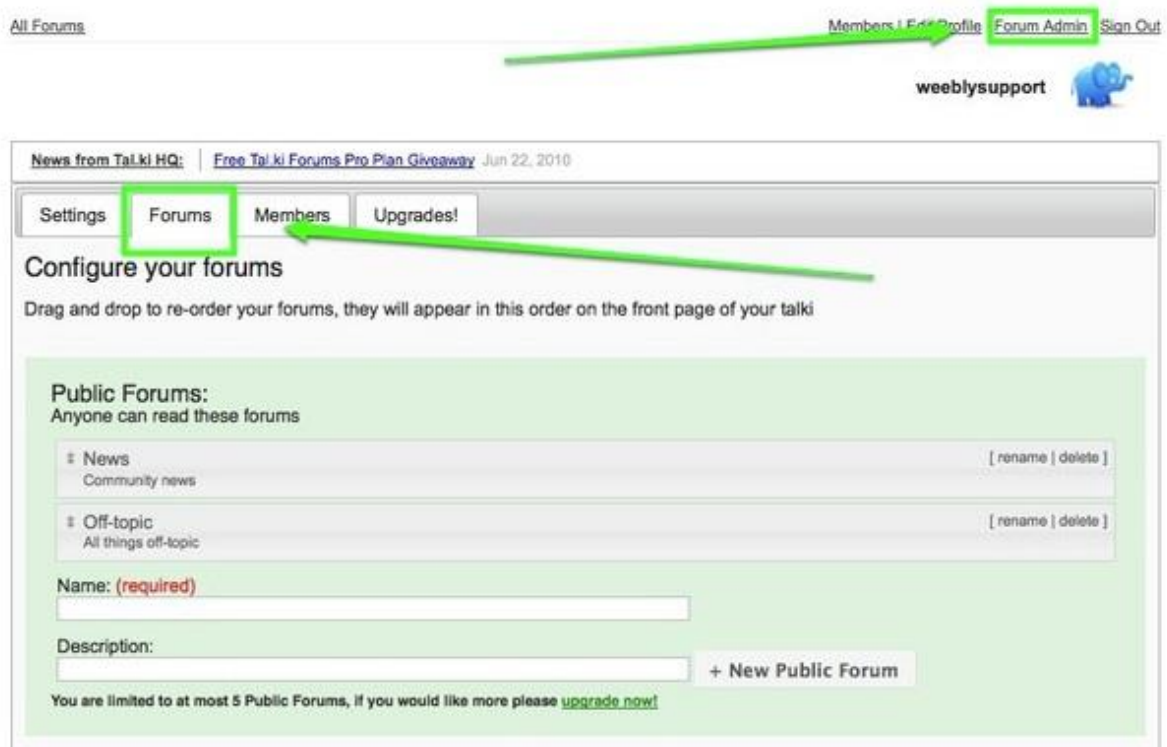
You can start a new sub-forum using the provided fields and button, rename or delete a sub-forum using the links to the left of each and change the listed order of the forums by clicking and dragging them.

You can start a topic for any sub-forum by clicking the Start a Topic button on the main page or within any of the individual sub-forums.

After you start a topic, any of your members will be able to post new content to that topic while they're reading it.

But how does someone log in and become a member of your forum? When a visitor sees your forum, they can log in using a number of options. These log in options include Facebook, Twitter, Google and nine other systems. It'd be pretty hard for a site visitor to not see an option they could use to log in.

ECOMMERCE

PayPal Shopping Cart

PayPal is the world's most popular online payment system and we have a direct integration with their shopping cart. Using PayPal with your site is as

simple as adding some elements and setting your prices.

Start by dragging a Product Element to a page.
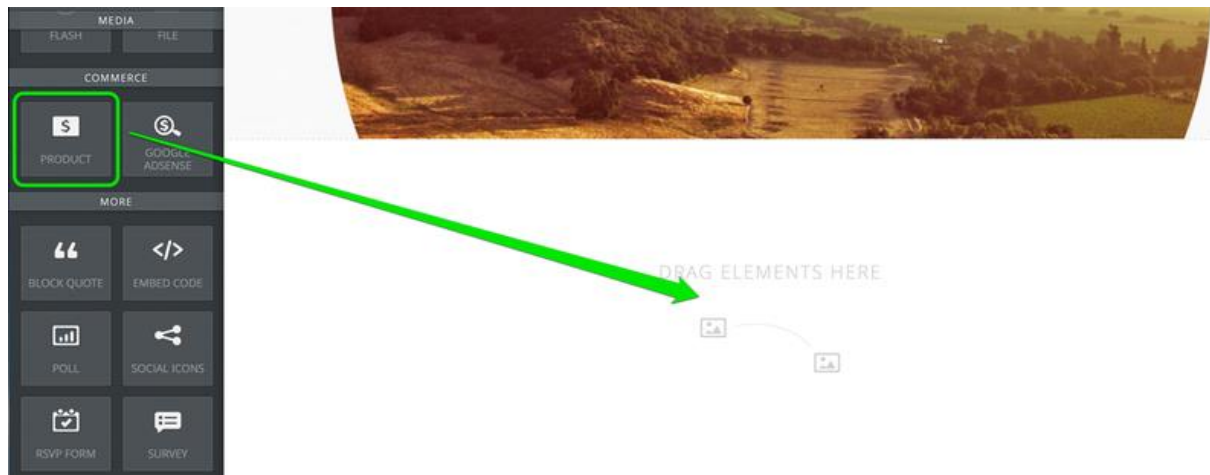
The system will prompt you to select either the Google Checkout or PayPal

option. Select PayPal and enter your PayPal account email address.
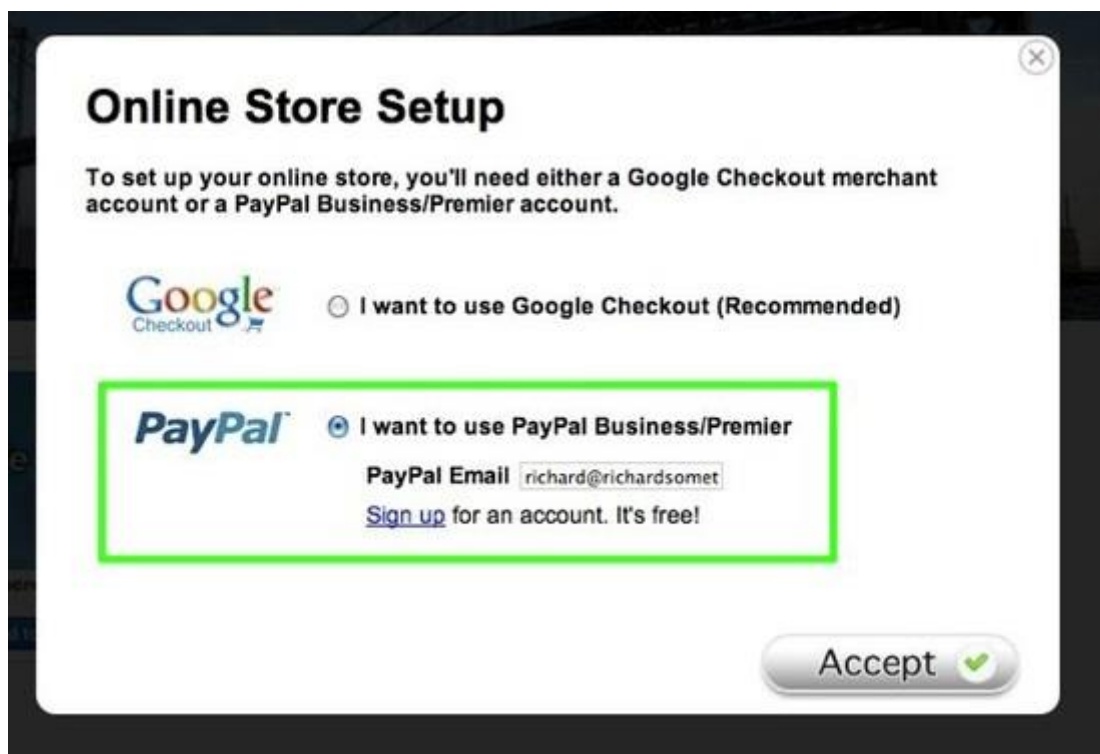
If you are not prompted to make a selection (which can occasionally happen) then you can go to Settings > Ecommerce later and select to use PayPal from there.
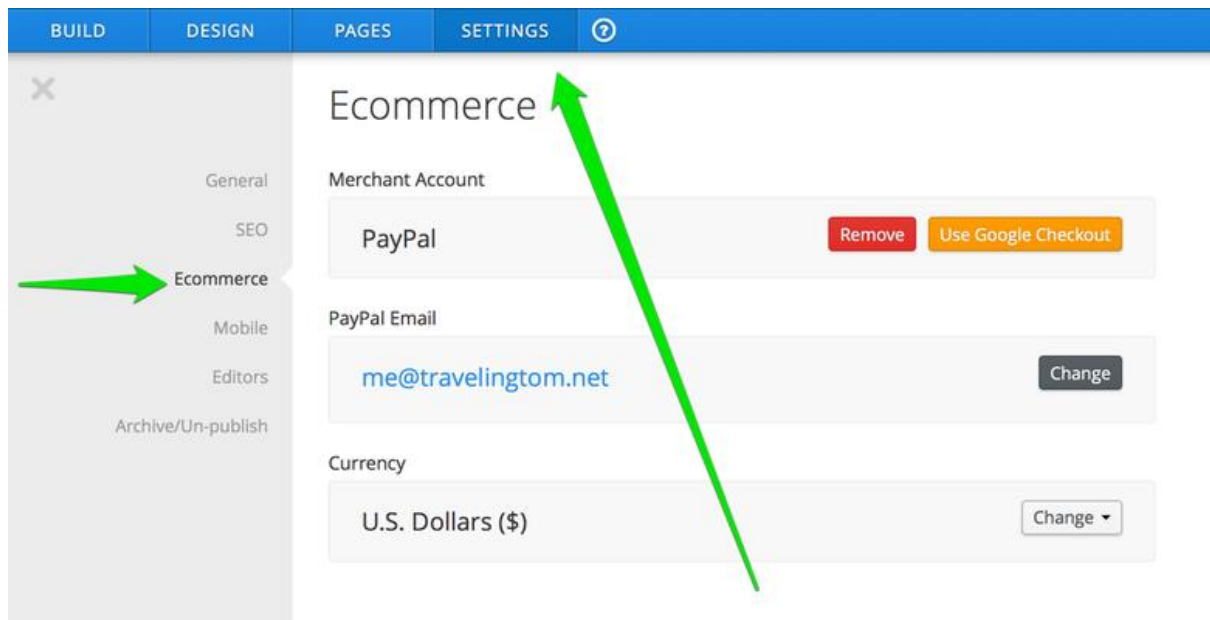
Once you've accepted this, you can start adding products to your site via the Product element. Though there is only one element, there are four different display styles that alter the way it looks. You can access these Display styles by clicking on the element.

The first display style is called **Block**. This is a small, square product element. This is suitable for creating a grid of products in conjunction with our Columns Element.

The other three styles are called Small, Regular and Large. As you might guess, these styles are much the same except the Title, Pricing and Add to Cart buttons are a different size for each. You can see the slight differences between them in the image below.

Product Name. Click here to edit.

Product description. Click here to edit.

$100.00

Add to Cart

UPLOAD IMAGE

Product Name. Click here to edit.

Product description. Click here to edit.

$100.00

Add to Cart

UPLOAD IMAGE

Product Name. Click here to edit.

Product description. Click here to edit.

$100.00

Add to Cart

UPLOAD IMAGE

To edit a product element, just click the Title area to enter the name, the description area to enter a description, the price area to enter the price and the sample image to upload an image. This all works exactly like our other text and image elements.

When you Publish your changes, the Add to Cart button should start working immediately.

What if you need to change your account email address or change the currency used on your site? Go to the Settings tab and select the Ecommerce option. Here you can switch between PayPal and Google Checkout, change your e-commerce account email address (if you need to switch to a different PayPal or Google account) and switch your Currency to something else using the provided drop-down.

How to use Custom PayPal Buttons for Sizes, Colours, Etc.

Our provided **PayPal e-commerce elements** enable you to create basic
product lists for your online store. You can show a picture and description
of an item and provide visitors with a price and button to purchase that
item. Very straight forward.

But what if you need to get a little fancier and include a drop-down menu
for different sizes or colours (or anything else)? Then you should build your
Add-to-Cart buttons using PayPal's simple button generator and add the
buttons to your site via our Custom HTML Element.

PayPal walks through the process of creating payment buttons here:

https://www.paypal.com/cgi-bin/webscr?cmd=_shoppingcart-intro-outside

Click the "Create Your Button Link" on the above page to do just
that. Their create button tool gives you significantly more options than our
built-in e-commerce elements.
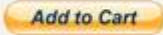
Just fill out the one page form they provide and then click Create Button.

PayPal will provide you with HTML code that you'll then need to copy and paste to your site.
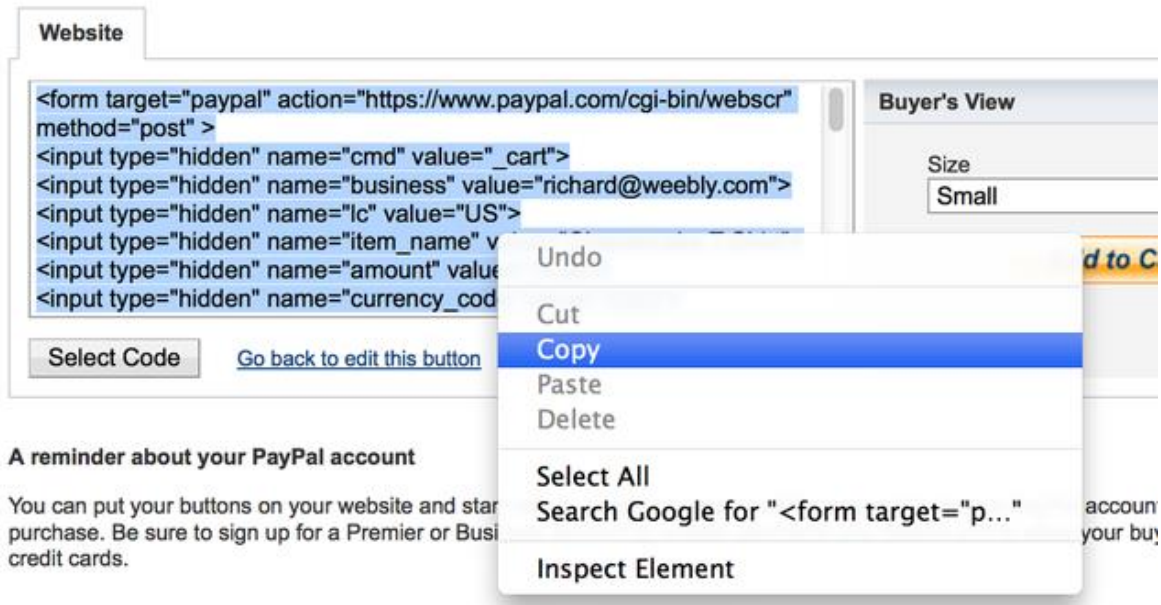
Paste this code to your site by using an Embed Code element.
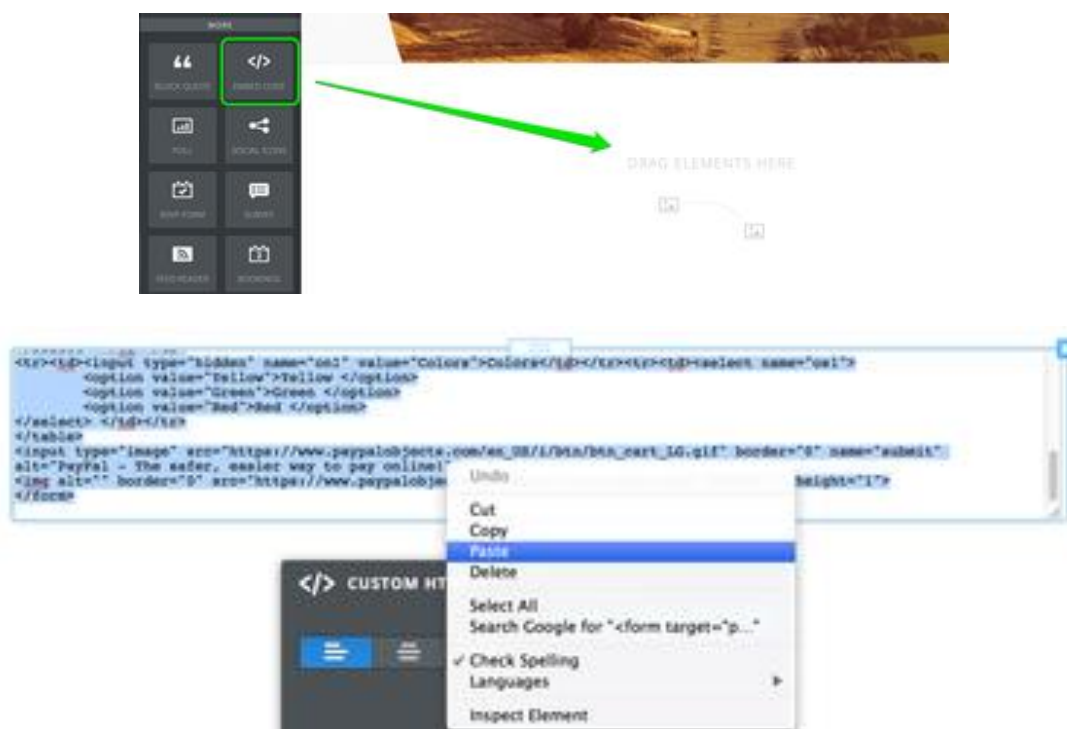
Note that you do not need (and should not) use our own provided e-

commerce elements in conjunction with PayPal generated buttons. Doing

so would make it so nothing really works properly, which is likely the

opposite of what you want.

You should instead create a description of each item using our Paragraph w/ Picture element and then line each description up with the appropriate Custom HTML Button.

If you use these in conjunction with the Columns element, you can put the Paragraph w/ Picture element side-by-side with the Embed Code element. This will make the elements appear to be a single product listing. This is how it would look in the editor:

PayPal Donation Button

We don't offer a built in donation button, but you are more than welcome to create one via PayPal and then add it to your site via our Custom HTML Element. PayPal shows how to create a donation button here:

https://www.paypal.com/cgi-bin/webscr?cmd=p/xcl/rec/donate-intro-outside

Google Checkout

Google Checkout is Google's simplified take on e-commerce / shopping carts. Using Google Checkout with your site is as simple as making a few changes to your settings in Google Checkout and then dragging an e-commerce element to your page. Note that our Google Checkout integration can only be used with US Currency. If you are not in the US, you should either use the Pay Pal option or build your product listings directly in Google and then add them to your site using custom HTML elements.

Start by logging into your Google Checkout account (or opening an account if you don't have one).

Go to the Settings tab.

Under the "Integration" section, uncheck the "My company will only post digitally signed carts" box and Save.

Note: This checkbox must be unchecked in order to use the Google Checkout shopping cart. Since the information in your shopping carts will not be digitally signed, you should check orders to make sure they contain accurate information, including correct prices, before you ship items.

Copy or otherwise make note of your Merchant ID. You'll need it to connect your site to your Google Checkout account.
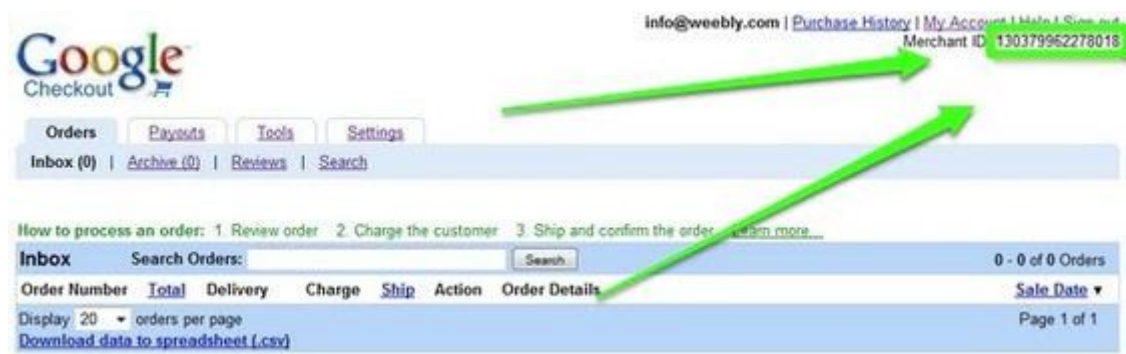
With this done in Google Checkout, you should drag the Product element to a page of your site.
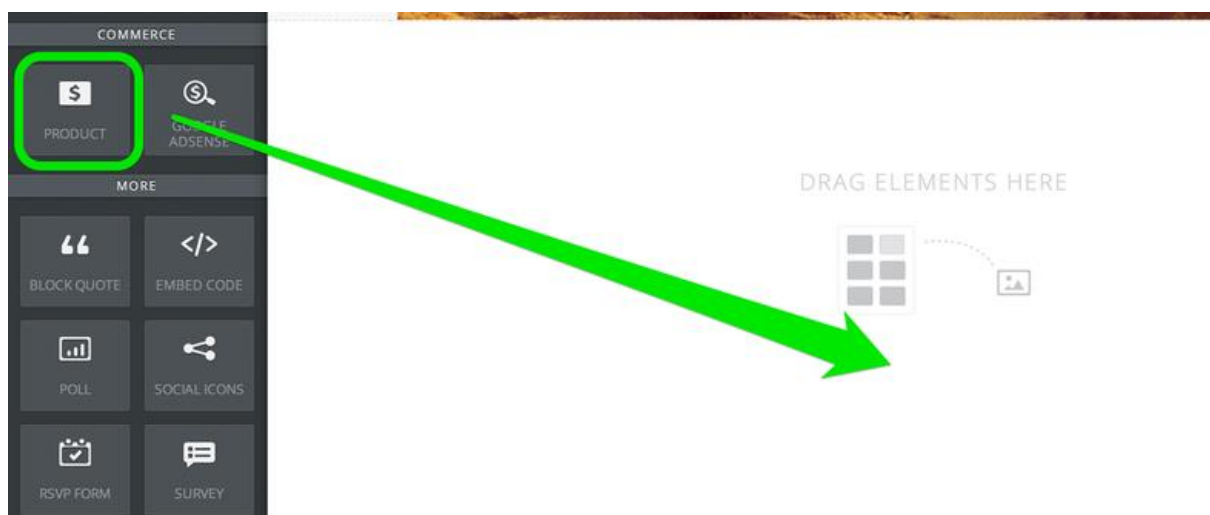
The system will prompt you to select either the Google Checkout or PayPal option. Select Google Checkout and enter the Merchant ID number for your account.
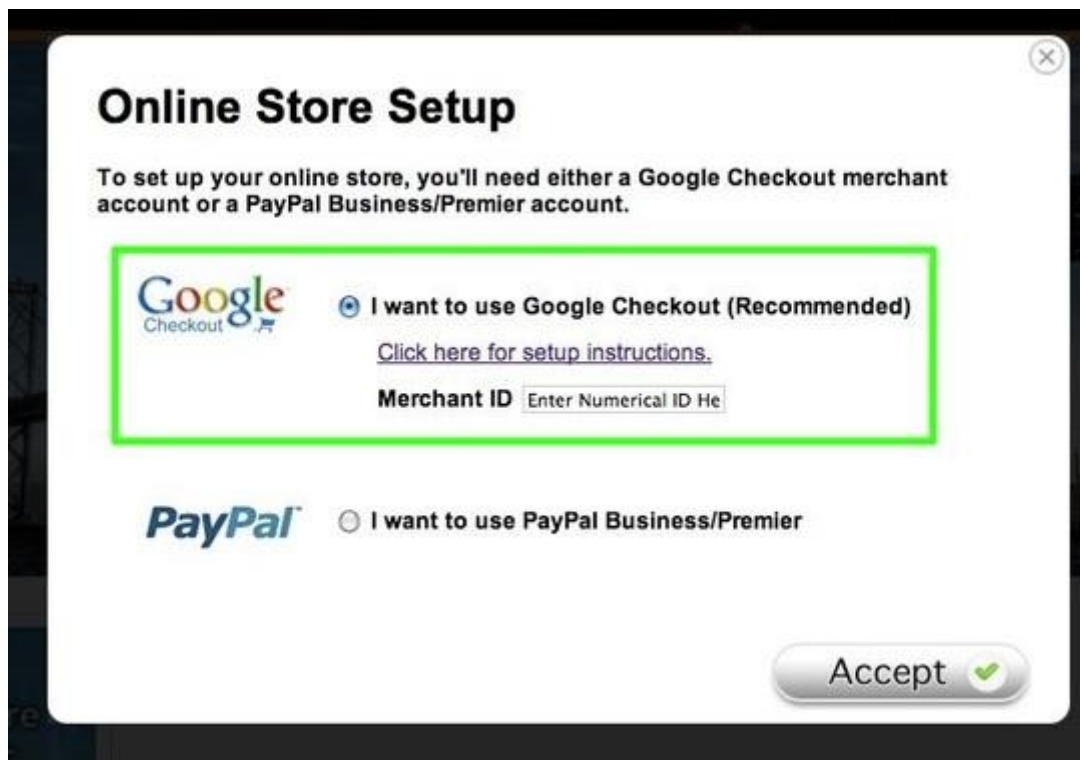
If you are not prompted to make a selection (which can occasionally happen) then you can go to Settings > Ecommerce later and select to use PayPal from there.
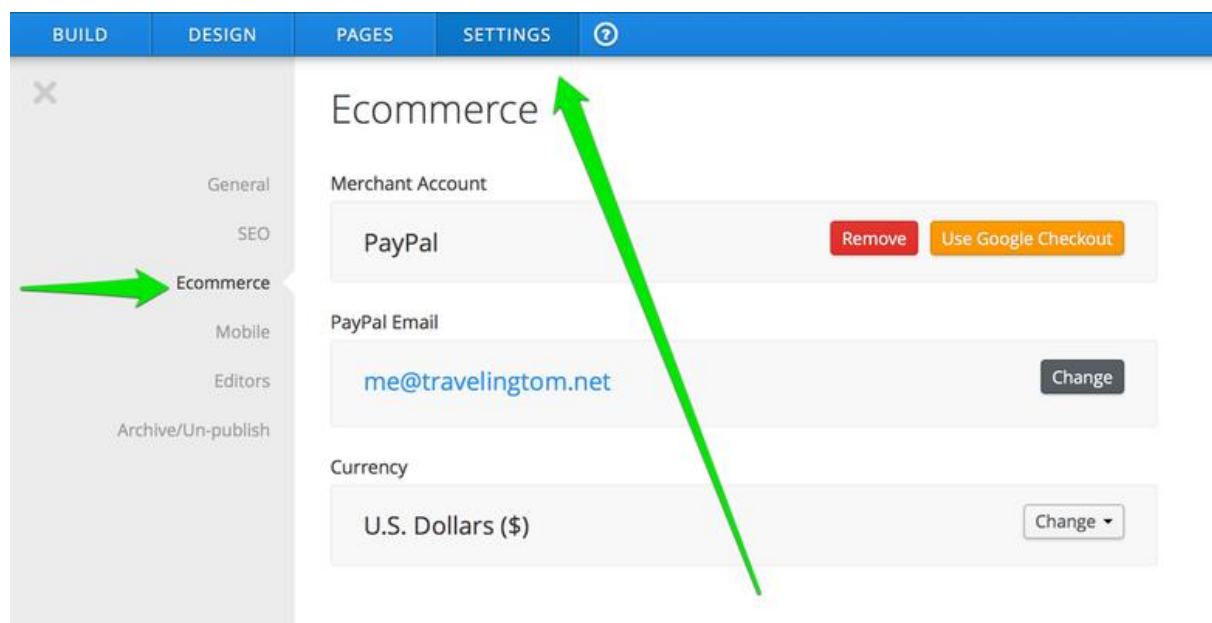
Once you've done this, you can start adding products to your site via the Product element. Though there is only one element, there are four different display styles that alter the way it looks. You can access these Display styles by clicking on the element.

The first display style is called **Block**. This is a small, square product element. This is suitable for creating a grid of products in conjunction with our Columns Element.

The other three styles are called Small, Regular and Large. As you might guess, these styles are much the same except the Title, Pricing and Add to Cart buttons are a different size for each. You can see the slight differences between them in the image below.

To edit a product element, just click the Title area to enter the name, the description area to enter a description, the price area to enter the price and the sample image to upload an image. This all works exactly like our other text and image elements.

When you Publish your changes, the Add to Cart button should start working immediately.

What if you need to change your account email address or change the currency used on your site? Go to the Settings tab and select the Ecommerce option. Here you can switch between PayPal and Google

Checkout, change your e-commerce account email address (if you need to switch to a different PayPal or Google account) and switch your Currency to something else using the provided drop-down.

How to Set Shipping & Handling Fees

E-commerce customizations such as taxes and shipping must be configured through either your Google Checkout or PayPal account. For PayPal, you can read more about what you'll need to do to set up these features here:

https://www.paypal.com/us/cgi-bin/webscr?cmd=xpt/Marketing/shipping/EasyCalculateShipAndTax-outside

In Google Checkout, the settings are configured under Settings in your Google Checkout account by either clicking on Shipping Setup or Tax Setup.

https://checkout.google.com/sell/settings?section=Profile

Note that the above options show how to set up flat-rate shipping. If you want to vary shipping costs from item-to-item you'll need to create custom payment buttons through PayPal instead of using our built-in e-commerce

elements.

How to Change Currencies

To choose other currencies, go to the E-commerce area found under the

Settings tab in the editor. If you're using PayPal, you'll have the option to

choose from a drop down list of currencies (sorry, but Google Checkout is

currently limited to the US Dollar).

Save and then Publish the site after you make the change. If you're

currency is not represented in the list, you'll need to create your own

custom add-to-cart buttons through PayPal.

Other Shopping Carts

Your site can have direct integrations with PayPal, but that doesn't mean you can't use other shopping carts. Any cart will work so long as the vendor allows you to create embeddable product listings / add to cart buttons. Any such embeddable options can be added to you site via our custom html element. Start by dragging a custom html element to a page of your site.
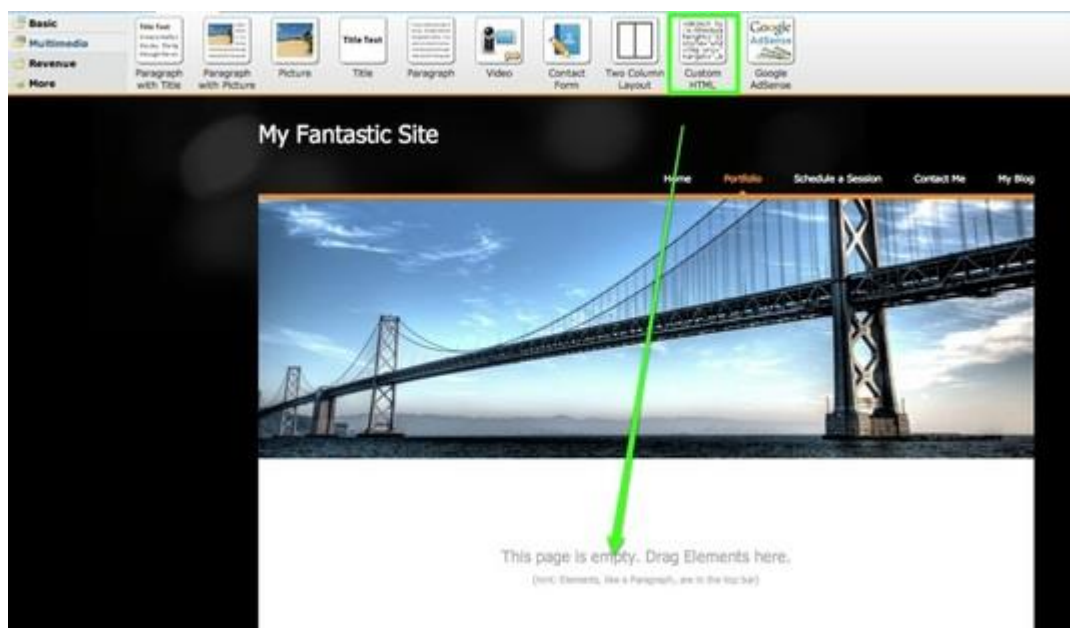
Then copy the embeddable code from your shopping cart vendor.   And paste it into the custom html element.

When you click out of the element, you should see your product listing /

add-to-cart button in its place. You can get creative with this and use our

picture and paragraph elements to add extra info to your product listing.
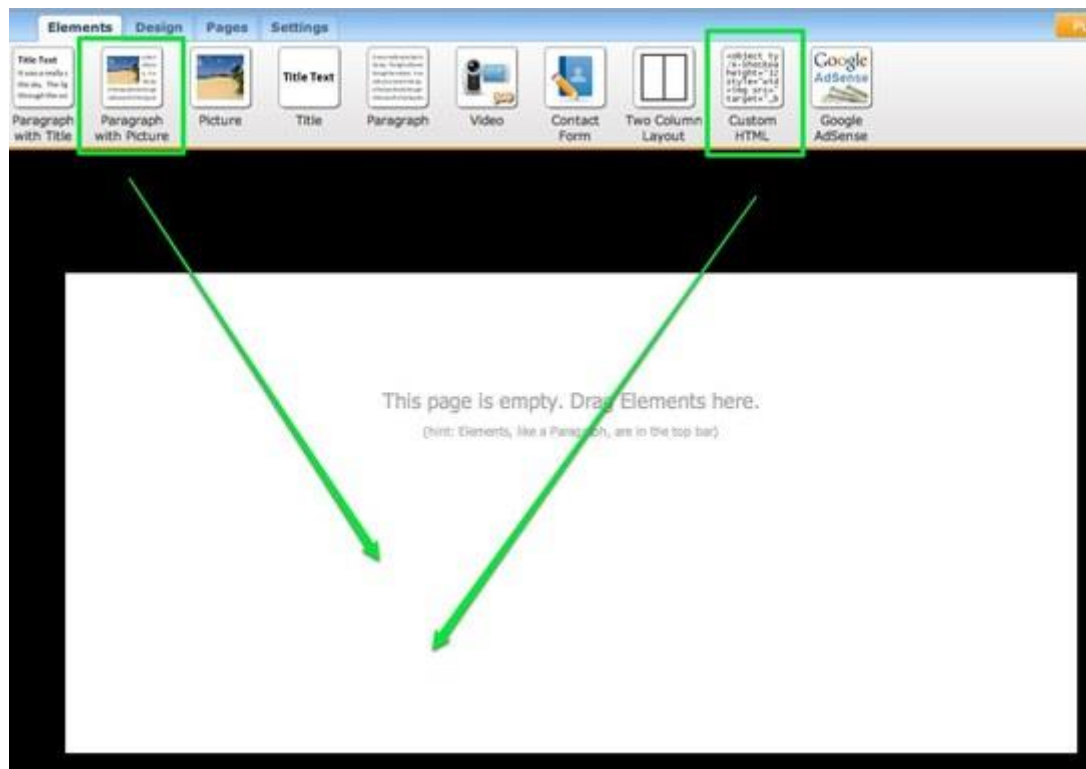
Run Ads on Your Site with Google AdSense

Using the Google AdSense element, you can easily place advertising on

your site and generate money from your site traffic. The ads displayed are

automatically targeted to your website's topic and audience. You get paid

when a website visitor clicks on one of your ads. The amount you're paid

can range from a few cents per click to more than a dollar per click,

depending mostly on the topic of the ad itself. You earn all the revenue

from your ads and this is paid directly to you by Google.

Start by dragging the Google AdSense element to a page.
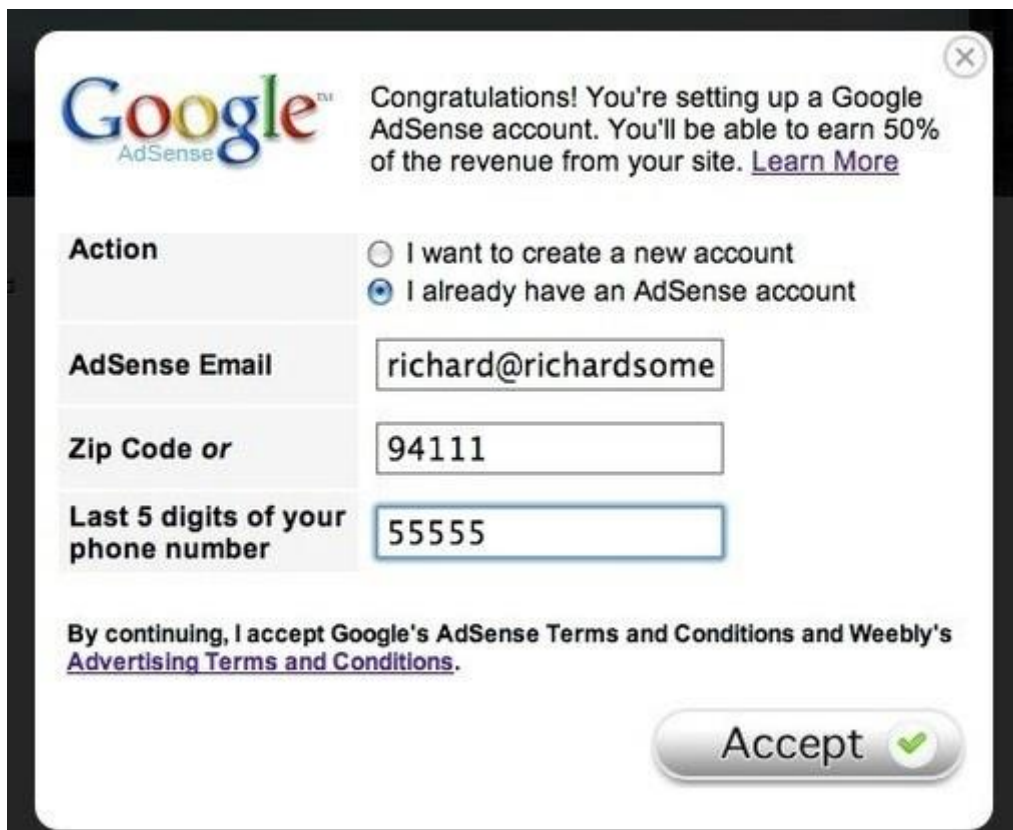
This will bring up the option to either sign-up for an AdSense account if you

don't have one...

Or to connect to an AdSense account that you already have. Be sure to enter the correct Zip Code and Phone Number if you have an account or Google will reject the connection. Also, be sure that you are connecting to an AdSense account and not an AdWords account. These are two entirely different things, despite their similar names.

Once you've connected the account you can start adding elements to your site. When you add an AdSense element, you can directly control the size and layout of the Ads you display using the Ad toolbox. Most of the Ad settings are found under advanced.
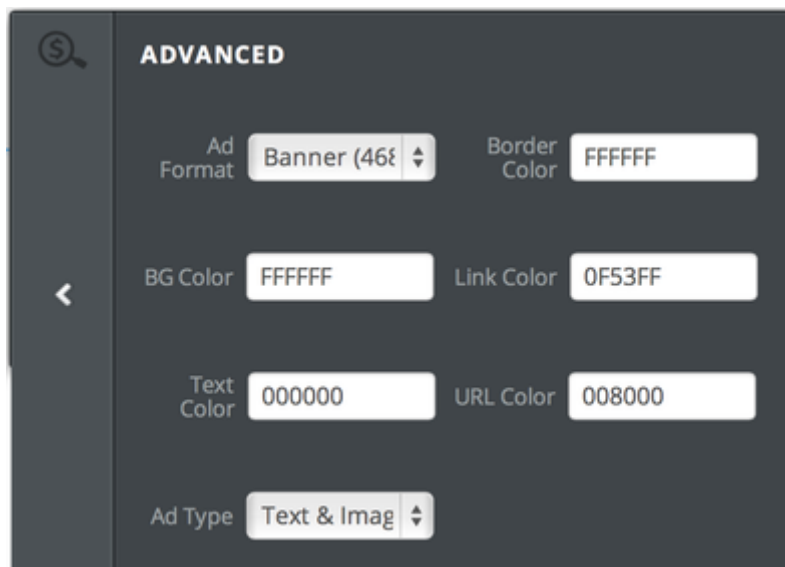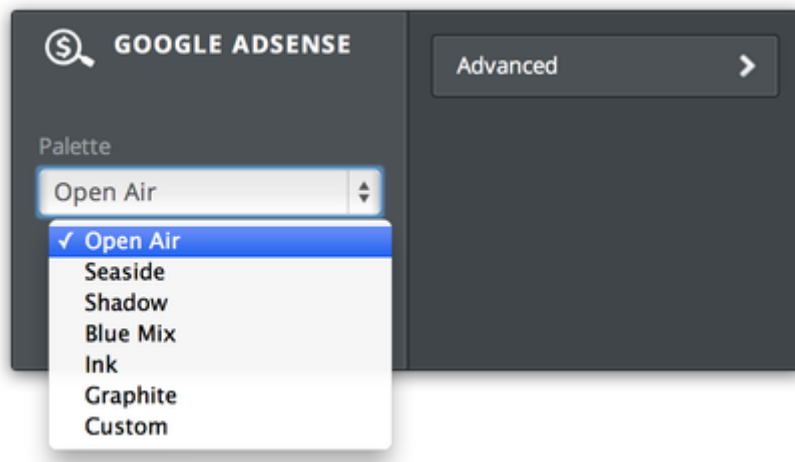
To maximize the revenue generated from your site, you'll need to place the ads in areas where your visitors are likely to click. That said, you don't want your site to appear spammy and prevent people from locating the quality content -- otherwise your visitors will just hit the back button. Google has created a "heatmap" which shows where people are most likely to click on advertising (the darker the shade of orange, the more clicks that area should receive):

NAVIGATION BAR

PRIMARY CONTENT

PAGE FOOTER
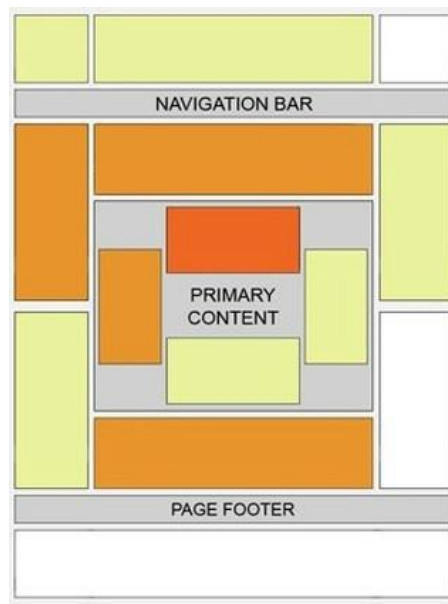
- Advertising in the upper left area of your content or directly in-line with the content has the best results.

- Advertising placed below the content also works well, as people will finish reading and ask themselves, "What can I do next?".

- Experiment with different colour palettes. It's thought that a colour palette which matches your site design works best, but bold/contrasting colour palettes may also work well.

Publish your site soon after connecting to Google AdSense. Google will reject an application for a site that has not been Published. Note that Google may also reject an application for a site that appears to be unfinished or have very little non-ad content. We cannot help fix the issue if Google rejects you - you'll need to make changes and re-submit if that happens.

It can take Google up to four days to start showing ads on your live site. Until that point, your site will appear to have no ads on it at all.

STATS & SEO

The goal of just about any site is to get lots of visitors. The stats help you track those visitors and Search Engine Optimization (SEO) helps you increase the number of people who can find and access the site.

Website Stats Dashboard

You can view the stats for your site via the Stats button. This can be found when you first log into your account by clicking 'My Site'. You can see this information as well as their most visited pages, search terms that were used to find their site and the sites which referred the most traffic to their site. The stats button will appear as shown below.

Statistics for *www.richardsomething.com*

Top Pages (this month)		Search Terms (this month)		Referring Sites (this month)	
Views	Page	Views	Keyword	Views	Referrer
602	/	1	richard something	50	www.richardsomething.net
18	/stuff.html			9	www.google.com
18	/film.html			4	www.semrush.com
5	/aboutme.html			4	lalala123.com
3	/mainimage.html			4	www.prosphotos.com
3	/portfolio1.html			4	www.whorush.com
3	/portfolio-one.html			3	www.weebly.com
2	/portfolio-two.html			2	www.verticalresponse.com
2	/usf.html			2	www.sitetalk-world.info
1	/3-portfolio1.html			2	ownerspy.com
1	/about.html			1	www.we-globe.net
1	/9-portfolio1.html			1	www.sitetalk-gigant.com
1	/11-portfolio1.html			1	www.sitetalk-generation.com
1	/7-portfolio1.html			1	www.google.com.vn
				1	www.richardsoan.co.uk
				1	www.google.de
				1	www.pappasanddancers.com
				1	www.newsletter-library.com

What do all these stats mean?

Page views: The number of pages visitors viewed on a given day. One visitor may visit three, ten, twenty, however many pages.

Unique Visitors: The number of individual visitors who came to the site. The unique visitors number should always be smaller than the page views number simply because one person can visit multiple pages and thereby generate a number of different page views.

Top Pages: The pages with the most visits. The page called "/" is the home page and it should get the most visits usually.

Search Terms: This shows which search terms visitors have entered in Google, Bing and Yahoo to find your site. The more search terms you see, the better ranked your site likely is in on the search engines.

Referring Sites: If a visitor clicked a link on another site to reach your site then they have been "referred" to your own site by this other site. The more in-bound links you have pointing to your site, the better your search rank will likely end up being.

Google Analytics

You can also add Google Analytics to any site to augment the stats that we provide in your account. It's a free tool you can use to analyze your website traffic in more depth.

To add Google Analytics to your site, sign up for an account and add your site (for example http://sitename.com) to that account.

Google will provide you with a block of code to add to your site. Copy this code - you'll need to paste to a specific area of our editor.
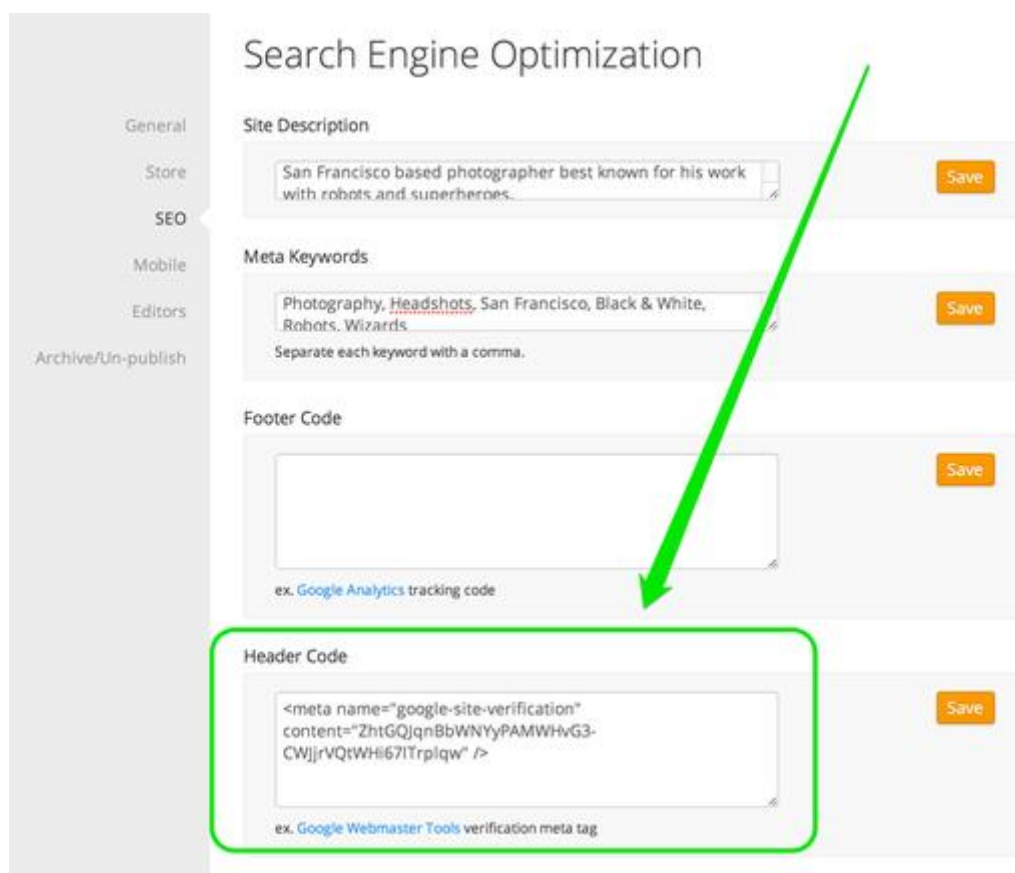
❷ Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. Learn more

```
<script type="text/javascript">

  var _gaq = _gaq || [];
  _gaq.push(['_setAccount', 'UA-17996    ']);
  _gaq.push(['_trackPageview']);

  (function() {
    var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
    ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + '.goo
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
  })();

</script>
```

Log in to and select to Edit your site.   Then go to the Settings tab and select the Search Engine Optimization section. Paste the code into either the Header or Footer area. Google prefers the Header currently, but it really doesn't matter that much.

Save and then Publish your site.

Google will now begin tracking the traffic to your website. Please note that there is a 24 to 48 hour delay between when you add the code to your website and when stats become available in Google Analytics.

SEO

Now that you've built a great site, you'll want people to be able to easily find and visit your site. How can you optimize your site to ensure you appear as high as possible in the search engine rankings?

The Basics of Search Engine Optimization

Every website has an address that can be used by anyone who wants to visit that site. But how do people who don't know the address of your site find you? Search Engines! Most people use Google to look for sites, and a smaller number of people use Yahoo or Bing. So you want to get your site listed on these search engines so that your site can be found by the wide audience of potential visitors. So what are the first things you should do to make your site easy to find on search engines?

Use the SEO Tools in Your Site

Your site has a place for you to enter Keywords and a Description for your site. These can be found under Settings > Search Engine Optimization.

Both of these fields help search engines to categorize your site. And the Description is what will actually be displayed as the description for your site in your search engine listings. The Description should be two to three sentences long and provide a fairly detailed description of what your site is about. Are you a florist in Denver? Then write something like:

Flowers and Such is a professional florist in Denver, CO with 25 years' experience making birthdays a little brighter and anniversaries a little rosier. We have roses, lilies, orchids, tulips and every other flower under the sun.

That example Description lets visitors know exactly what the business is about, where it's located (which helps locals see this in their searches), lists some flowers people may be searching for and shows a little personality to boot.

The Keywords should be fairly targeted and also be the kind of words you use on your site. If your Keywords don't match your site content then they are practically useless. The imaginary florist we've written about above might want a list of Keywords like Flowers, Florist, Denver, Colorado, Birthdays, Anniversaries, Weddings, Apologize, Roses, Lilies, Orchids, Tulips.   You may want to use around 20 or 30 words here that match your content and the types of searches people may do to find that content.

Note that Keywords are ultimately only helpful with search engines if they are words you actually use throughout your site (especially in Title areas). Otherwise Google (and other search engines) will just think you're trying to game the system by using Keywords that are irrelevant to your site and will just ignore them.

Each page of your site also has a place for Keywords and a Description. These can be found under Pages > Advanced Settings.
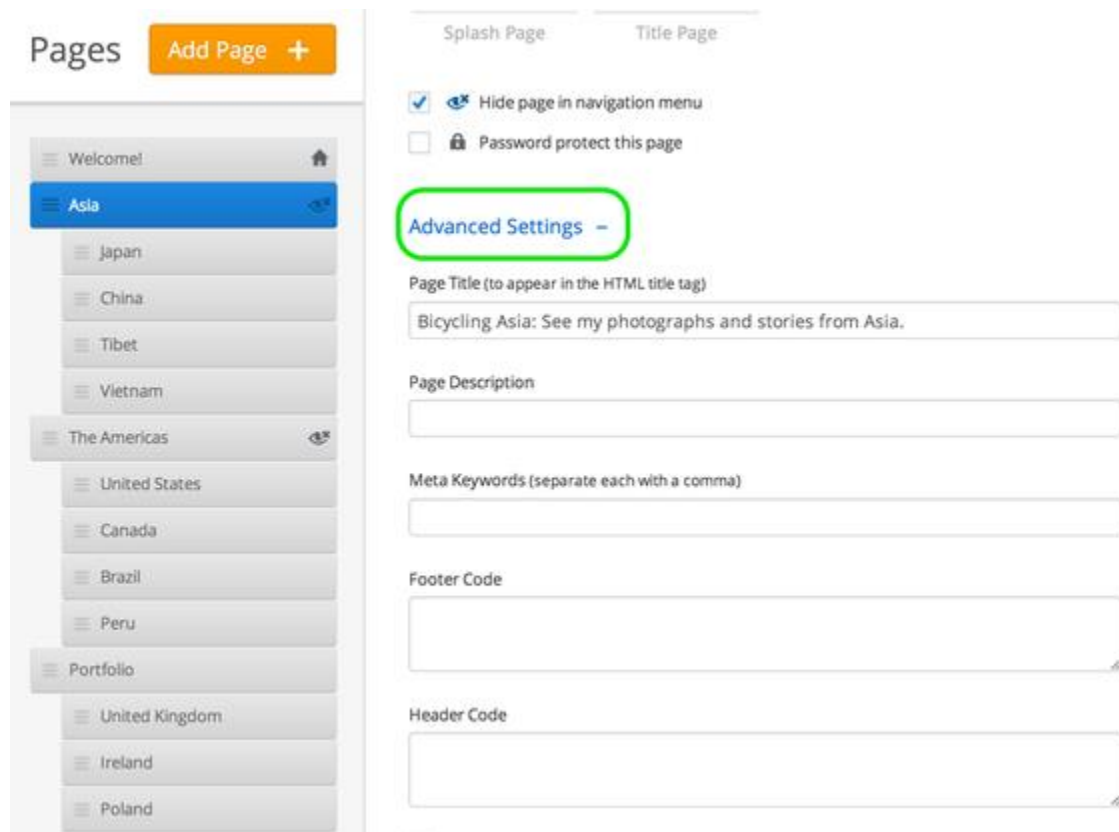
These work the same way as the Site Keywords / Description except they should be specific to the content of the page to which they're connected. Keep in mind that keywords are not made out of magic. Just because you add a keyword to your site does not mean search engines are going to find you through that keyword. If life were that easy, we'd all be rich and retired to our own private islands by now.

Get a Google Webmaster account. Google is far and away the most important search engine (it's not even close) and a Webmaster account can give you more control over / insight into how they're ranking you.

Verify Your Site with Google

Verifying your site with Google Webmaster Tools gives you access to reports about your site's visibility and ensures that your site is indexed by Google on a faster / more regular basis. It isn't necessary, but it's a smart way to help your search ranking. You can find Google Webmaster Tools here:
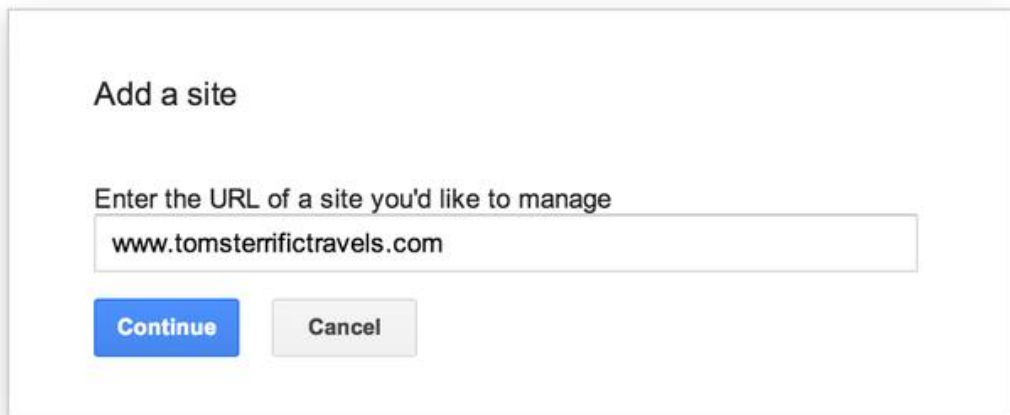
http://www.google.com/webmasters/tools/

Follow the link above and then log in (if you already have a Google account of some kind) or create a Google account (if you don't already have one). Any sort of Google account -- like a Gmail or Google Apps email address -- will allow you to log in.

Use the Add a Site button to add your site to the Webmaster account. You can come back to this page later and add even more sites to this same account if needed.

Click "Add a Site" opens a dialog box where you'll need to enter the address of your site. If you own your own domain name, enter it as www.yourdomain.com (like www.tomsterrifictravels.com; the "www" is a necessary part of the submission).

Clicking continue will open the Verify Ownership section. You have to verify yourself as the owner since Google doesn't want a random person to represent your site.

It's important here that you select Alternate Methods and choose the HTML tag option.

Copy the line of HTML code that Google provides to you.

Then leave this page open and go to your account. Within our Site Creator
go to Settings > SEO and paste the line of code you copied from Google

into the Header box. Be sure to Save and Publish your site. If there's

already code in the header, place this code above or below it.
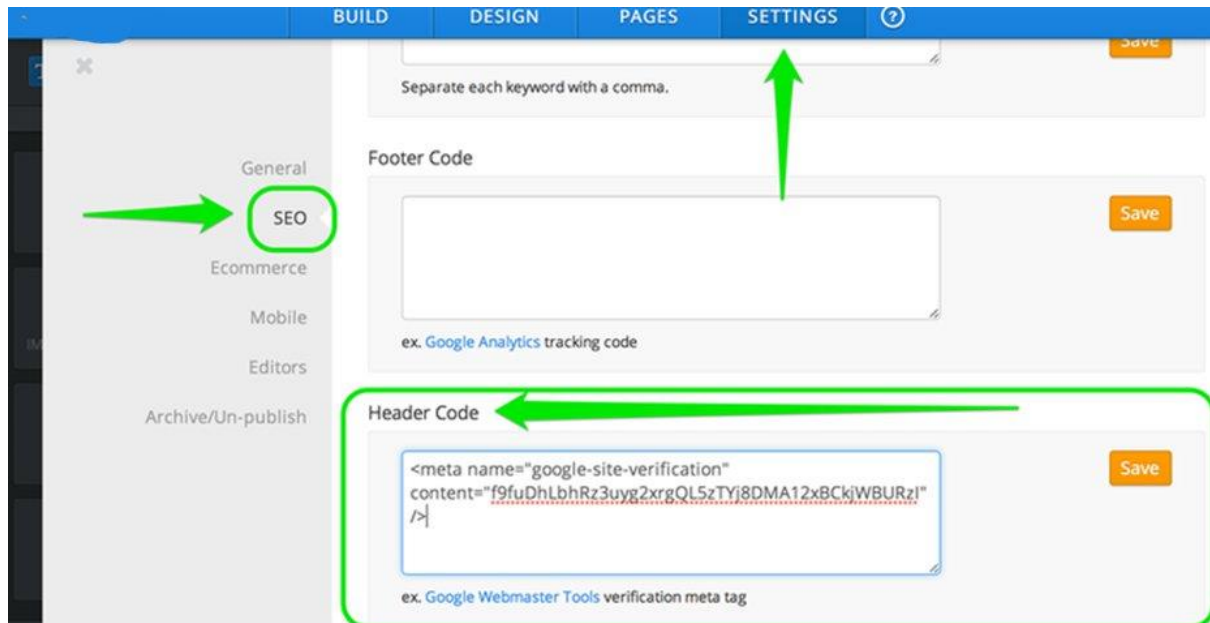
When you've done this, go back to Google Webmaster Tools and click the

Verify button.

If you see an error, make absolutely sure you've Published your site, give it a couple of minutes, and then try again. You should now see a congratulations message.

Clicking the "Continue" link will bring you to the Site Dashboard. Now you should submit your sitemap. We automatically created a sitemap for you: it's at http://www.yourdomain.com/sitemap.xml
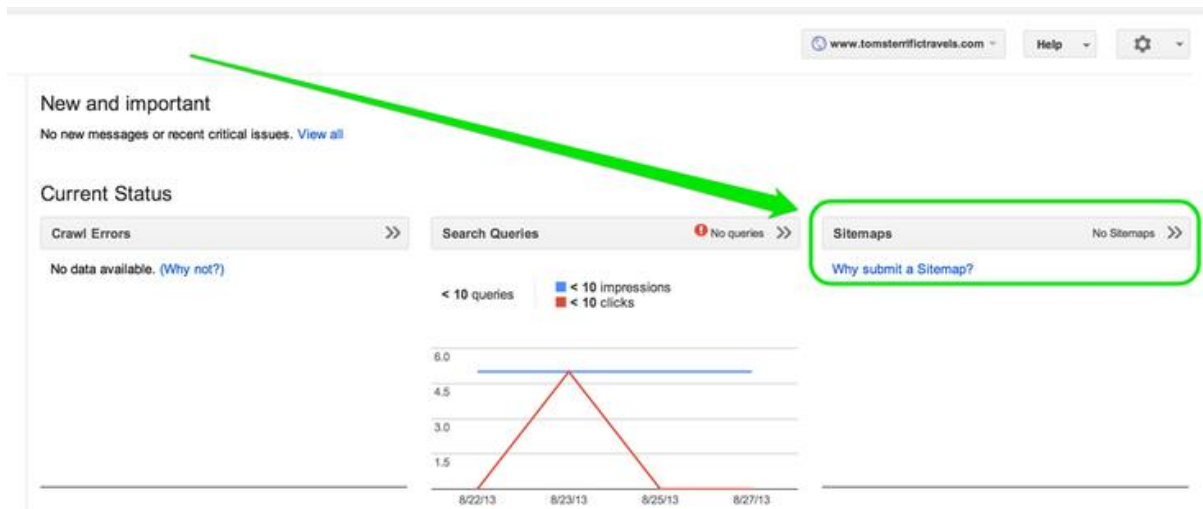
You just need to enter sitemap.xml into the box Google provides you when you submit.
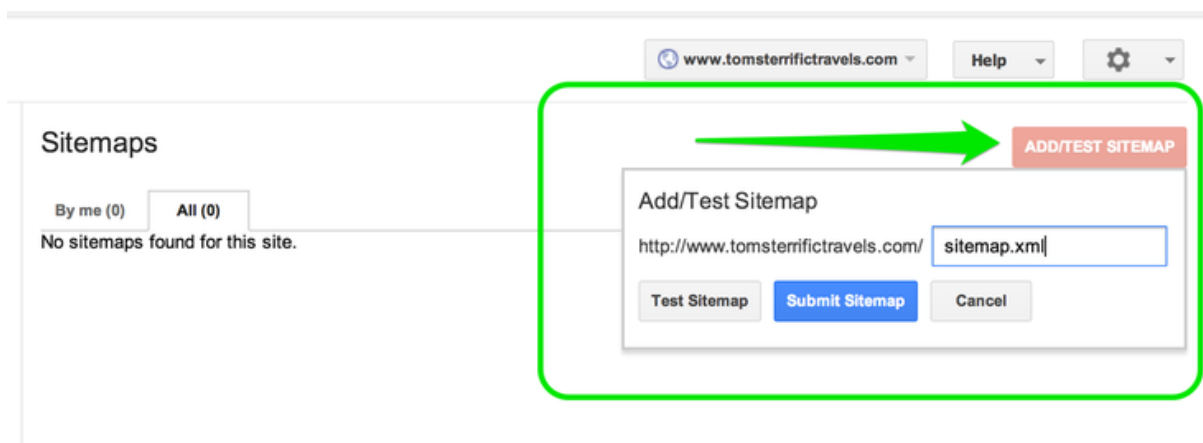
Google Webmaster Tools has a lot of cool features to play around with after you're verified. These features can help you see how well your site is ranked. You never have to use them (verification is the only significantly important thing to do here), but they're there if you want to check them out. Google provides an FAQ that covers all the features:

https://support.google.com/webmasters/answer/1050724?hl=en

Other SEO Tips

Use page names that are relevant to search words and phrases. The name you provide to a page is the name given to that page both in the site navigation and in the address of that page on your site. Why is this important? Because if a word is in your address it is seen as more relevant to your site by search engines. More relevant means more likely to show up in search results.

Use keyword phrases in your links. If you link from one page of your site to another, use descriptive text for the link. For example this.

Read our [How to Create Links article](#) to learn how to do this on your own site.

Is better than this:

Learn how to create a link by [going here](#).

Use Titles to headline content in your site (when appropriate). Search Engines see Titles (which are tagged as H2 -- don't worry about this if you don't know what it means) as generally more important than regular text. You can add Titles to your site via our Title element and via the Title section of any Paragraph element that includes a Title. But **don't**

write all your text in a Title. That will make things worse for your site. You can't trick the search engines like this, so don't try.

Is your site relevant only to people in a certain area? Highlight that by creating a google map (you can see this under chapter ? of this manual) that shows site visitors your location and by referring to the physical location of your business throughout the site where appropriate. Writing "Visit our San Francisco showroom" is better than writing "Come see our showroom."

Use alt-text for your photos.

This doesn't work in our galleries or slideshows, but you can add alt-text to a regular picture by clicking on it and using the Advanced Option in the toolbar. This should be used to add a short description of the image.

Get other sites to link back to your site

The more sites that link to your own site (as a general rule), the more Google trusts your site to be worthwhile. Think of other people linking back to your site as word-of-mouth that tells not just other people to check-out your site, but tells the search engines to do the same. There is nothing more important to your ranking than other sites linking to you, but there is no get-rich-quick method to get links back to your site. Build interesting content and let people know it exists. Just as building a business takes work and time and effort, building traffic to a website takes work and time and effort. Link to your own site from any other sites you may have (like a Twitter or Facebook profile). If you have an email newsletter, archive it via

your email provider's site so that your own newsletter acts as another site linking to you.

Maintain a Blog. A blog enables you to continually add content to your site. The search engines like to see new content on your site.

Make reasonable goals.

If you're a photographer, you are not going to show up at the top of the search results for the word photographer. If you're a florist, you aren't going to show up at the top of the search results for flowers or mother's day. But if you're a photographer in San Francisco, you can potentially get to the top of the list for San Francisco Headshot Photographers. If you're a florist in London, you can work to get a good search ranking for Valentine's Day Flowers, London. Focus on that. Focus on getting your site to show up in a search for your own name. Try to get the attention of bloggers who may write about your business.

Further Questions

If you have a question we are always here to help. Simply phone us at the office during business hours on +64 (0) 9 8890797.