

2018

Getting Started Guide



The screenshot shows the homepage of SimplifyingTheWeb. At the top is an orange header bar with a phone icon and the number +1 416-451-2063 on the left, and social media icons for Facebook, Twitter, LinkedIn, and Instagram on the right. Below the header is a white navigation bar with the SimplifyingTheWeb logo on the left and a menu with links: HOME, ABOUT US, THEMES, SERVICES, PRICING, and LOGIN. The main content area features the headline "The Builder That Does It All." in a large, blue, serif font. Below this is a sub-headline in a smaller, black, sans-serif font: "We cover all your needs from single landing pages, professional quality websites, membership sites to full grown online stores." A central orange button with the text "GET STARTED" is positioned above a collage of various website templates. The templates include designs for a "START YOUR WEBSITE TODAY" page, a "LUXURY HOUSE" page, and a "SUCCESS FROM DAY ONE" page. Below the collage, the text "Build Web Pages In Seconds" is displayed in a bold, black, serif font.

Jemma Fong

SimplifyingTheWeb.com, InSite Creations

10/1/2018



Contents

Table of Figures	4
Getting Started Guide	6
Website Purpose & Target Audience.....	6
Layout & Structure	6
Menu Navigation	6
Branding.....	7
Logo & Favicon	7
Folder Management	7
Image Tips	8
Content Tips.....	8
Select a Theme.....	9
Website Wizard Method	9
Dashboard of Back-end Editor.....	13
Dashboard menu options.....	13
Editing Web Page That is Showing.....	15
Show Settings & Duplicate & Delete.....	15
Widgets	17
Basic Widgets	17
Media Widgets.....	19
Other Widgets.....	20
Global Styling	22
Choosing Header Layout	23
Editing Header with Logo and Menu.....	23
Blocks & Columns.....	26
Column settings	27
Footer	28
Subscriber Form.....	29
Mobile Responsive Settings.....	29
Online Storefront	31
Add Product	31



Adding Categories	32
Digital Products	33
Orders.....	33
Discounts.....	33
Store Layout and Styling	35
Cart and Product Quick View	37
Adding quick view and quick cart	38
Enabling Detailed Side Filter.....	38
Store Settings	38
Shipping	39
Taxes	40
Payment Methods.....	41
Checkout	43
Blog Settings & Layout	44
The Difference Between a Blog and a Page	44
To Access Blogs	44
Editing Blog Posts.....	45
Popups.....	46
Website Builder Settings.....	47
Contributors	47
Applications	47
MailChimp Integration.....	48
Switching your URL to a Custom Domain.....	49
Connect Custom Email	49
Members Dashboard & Settings	50
Why Would You Want Members?	50
Group Settings	51
Member Management / Settings	52
SimplifyingTheWeb.com Builder Settings.....	53
Menu: Gear Icon	53
Advanced Web Settings	54



Global Custom Code.....	55
Page Settings & SEO	56
File Manager	57
Website Preview	58
Forms	58
Form Settings	58

Table of Figures

Fig. 1.	Favicon
Fig. 2.	Getting Started with Website Wizard
Fig. 3.	Choose Type of Website
Fig. 4.	What is your Business About?
Fig. 5.	Main Navigation
Fig. 6.	Choose Template of Tray Wizard Again
Fig. 7.	Fill in the Form to Create Account
Fig. 8.	Dashboard Menu Editor
Fig. 9.	Adding New Pages
Fig. 10.	Page Layout Categories
Fig. 11.	Adding Basic Media & Other Widgets
Fig. 12.	Page settings: Page & SEO Info
Fig. 13.	Search Engine Results Example
Fig. 14.	Add Basic Widgets
Fig. 15.	Media Widgets
Fig. 16.	Other Widgets
Fig. 17.	Global Styling
Fig. 18.	Gear Icons and Plus Symbols for Editing
Fig. 19.	Menu Styling
Fig. 20.	Blocks / Containers
Fig. 21.	Widget Icon
Fig. 22.	Column Widths
Fig. 23.	Sample of One-Column Layout
Fig. 24.	Footer Layout
Fig. 25.	Editing Subscriber Details
Fig. 26.	Responsive Layouts
Fig. 27.	Tablet & Mobile Responsive Editing
Fig. 28.	Storefront Dashboard
Fig. 29.	Adding Products Main Page
Fig. 30.	Adding Product Categories Adding and Editing Existing Pages
Fig. 31.	Product Types
Fig. 32.	Add Discount Popup
Fig. 33.	Store Layout & Styling
Fig. 34.	Four Product Listing Page Layouts
Fig. 35.	Four Product Page Layouts
Fig. 36.	Related Products and Product Styling
Fig. 37.	Store Settings
Fig. 38.	Shipping Option
Fig. 39.	Tax Option

Fig. 40.	Payment Options
Fig. 41.	Checkout Settings
Fig. 42.	Accessing Blogs
Fig. 43.	Blog Post Edit Screen
Fig. 44.	Blog Settings Screen
Fig. 45.	Adding a Contributor
Fig. 46.	Applications
Fig. 47.	Domains
Fig. 48.	Members Dashboard
Fig. 49.	Member Group Settings
Fig. 50.	Editing Member Group
Fig. 51.	Member Listings
Fig. 52.	Members Settings
Fig. 53.	Website Settings
Fig. 54.	Advanced Website Settings
Fig. 55.	Global Custom Code
Fig. 56.	Page SEO & Page Info
Fig. 57.	File Manager
Fig. 58.	Website Preview from Menu Bar
Fig. 59.	Form Settings Menu
Fig. 60.	Form Fields
Fig. 61.	Contextual Menu from the Form Fields Menu
Fig. 62.	Form Settings from the Gear Icon of the Form Settings Menu
Fig. 63.	Form Styling from the Paint Brush Icon of the Form Settings Menu



Getting Started Guide

There are two ways to start building your website, but for a really effective site, you need to do some serious planning first. My advice is to think carefully about the following items, and put your detailed answers in writing before you even start the website build.

Website Purpose & Target Audience

You have to understand **WHY** you are creating a website. What is the purpose of your website? Is it to promote your business by increasing awareness? Or do you want to sell products through an online store? If you are a charity you might want to provide member-only content, separate and hidden from the public face of your site. Knowing the purpose helps you choose the right theme for your build, since each theme comes with a certain set of functions. For example, a theme template suited for membership has the right widgets for member management, protected pages, etc.

Next, you need to identify **WHO** the site is for. You may have multiple audiences, or one main audience and a secondary audience. When branding and writing your website content you want to write for your audience, not yourself or your boss!

Layout & Structure

Before getting excited about choosing a theme template, it's good to know what layout structure you prefer. Most modern site layouts have these three key sections: the header, where the menu navigation and logo typically reside; the content area, which could be split up to multiple sections or blocks; and a footer with your copyright and some links. While the header and footer typically show on each page, the content block area changes relative to what a given page is about. Try to draw out a layout before choosing your theme template. Look at your competitors' sites and list those you like and don't like, and why. This will help you to fine tune what you want on your site.

Menu Navigation

Most menus have a common structure which can be personalized. They typically have tabs which link to each of: Home | About | Services | Products | Resources | Contact Us. For multiple services or products, it's better to devote a page to each, which not only to showcases them individually, but optimizes the search for a particular service or product. These can either be a sub-navigation of Services (i.e. subheadings), or may warrant their own second level navigation.

It's best to search-optimize the names of your navigation tabs by putting them through competitor keyword research. You can use a free tool like [Google Keyword Planner](#) or [Ubersuggest](#). This research is also good for finding keywords for your navigation, page URL (web address), titles, and content. For each page, choose a primary keyword that you want the page to focus on, then support the content with semantic or related keywords. Try to not use the focus keyword more than three times. More details can be found in the articles, "Building an Optimized Website with SEO in Mind" and "SEO Checklist."

Branding

Most people start with their logo, and choose primary and secondary colour schemes from it. If you already have a logo, this process is quite simple. Each colour has its own "hexadecimal code" to identify it, such as #cccccc – grey, #fff – white, or #000000 – black. Use the colour picker and create a file where you can record your primary and secondary colour hexadecimal codes.

This will help you stay consistent when setting up your font colours or block background colours, etc. For the RGB (Red Green Blue colour model for displaying colours on a computer screen) equivalent, see <https://www.colorcodehex.com/>.

Logo & Favicon

It is a good idea to have a variety of logo sizes in a specific folder for quick access. You will need a specific size for your main menu, your fixed menu (if you choose), and your favicon. A favicon is an icon that sits alongside your title tab browser.

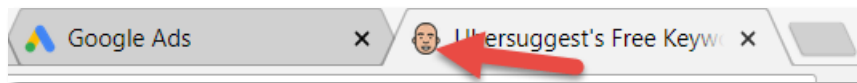


Fig. 1. Favicon

Your favicon is very small, and you can create one at <https://www.favicon-generator.org/>. It's best to use a single image, which could mean just using the picture part of your logo, without any wording.

Folder Management

For website work process, I recommend that you create a main folder in your [My Documents] and call it [website]. Keep your folder titles in lowercase and separate the words with a hyphen (-). Within the [website] folder, create a separate folder called [content]. Within [content], create an [image] folder where all your images will reside for the website. Inside the [image] folder



you may want to organize with [logos] [content] [template] folders. Also think about a [video] folder.

Image Tips

- Your images will work best with a resolution ranging from 72 d.p.i. to 96 d.p.i.
- Save images as “.jpg” files for photo style, or “.png” or “.gif” files for illustration-type images. You can use online photo editors like pixlr.com to save images as .jpg files, and to alter resolution.
- For your naming convention, don’t pick “image.jpg”, but rather, name it for what the image represents, and keep it short as possible.
- You may want to set up a spreadsheet of the images you will be using.
- For each image, create an “alt tag” (alternate text field). Since images cannot be read by text-to-voice applications for the visually impaired, nor by search engines, the descriptive alt tags aid accessibility and SEO by providing a text equivalent.
- Many websites have slider images (that move across the screen) and these are typically quite big. Each theme may have recommended sizes, but usually their width is greater than 1500 pixels. (On the web, we use pixels as width and height measurements.) A website layout is landscape-oriented (horizontal), so portrait-oriented images might allow for too much space either side. You may need to do some cropping to get the proper height-width ratio.

Content Tips

- Try to keep your page titles no longer than 100 characters
- You may want to set up a spreadsheet, one row for each web page. Record the page’s URL in Column 1, Title, in Column 2, H1 (your “meta title” which gets read by search engines) in Column 3, and so on. I suggest you download a sample SEO template.
- A typical web page will compete well with a word count of roughly 1,000. Keep this in mind when writing content for your pages.
- Your audience will often scan the page, so keep your paragraphs and sentences short, try to tell a story with the headings and subheadings, leave lots of white space, and use bullets or call-outs (images containing text, placed within or near the main text) to emphasize certain points.
- Also consider content buckets. These each have a title, teaser and link that takes the reader to the full information.
- When creating links, make them descriptive and relevant to your content. Don’t just say “Click here” or “more information.”
- Each page should have a primary image to provide a visual description of the page content.

- Include your focus keyword at least in your title tag and H1 tag, and at least one or two times in your content body. Throughout the content, incorporate related keywords to support the overall theme of the page. The main intent is to attract your visitor to the page to answer their question or concern.

As I said at the top, I strongly advocate that all this groundwork be done, and its details put in writing, before you even think of starting the creation process with the website builder.

Now that your homework's done and you've organized your site "assets" (the bits you need for the website), it's time to get started!

After you click [Get Started] on the home page, there are two options displayed so you may choose either Select a Theme or Magic Website Wizard.

Select a Theme

If you choose this route, you will be brought to the Theme page that will showcase a number of templates you can choose to view or use. For any template, when you choose "view", the sample opens for you to explore. Even if the template is not within your industry, have an open mind and try to picture the design layout you want; images, text and colour can always be changed, but layout structure is much harder. Once you have chosen the template you can start editing.

Website Wizard Method

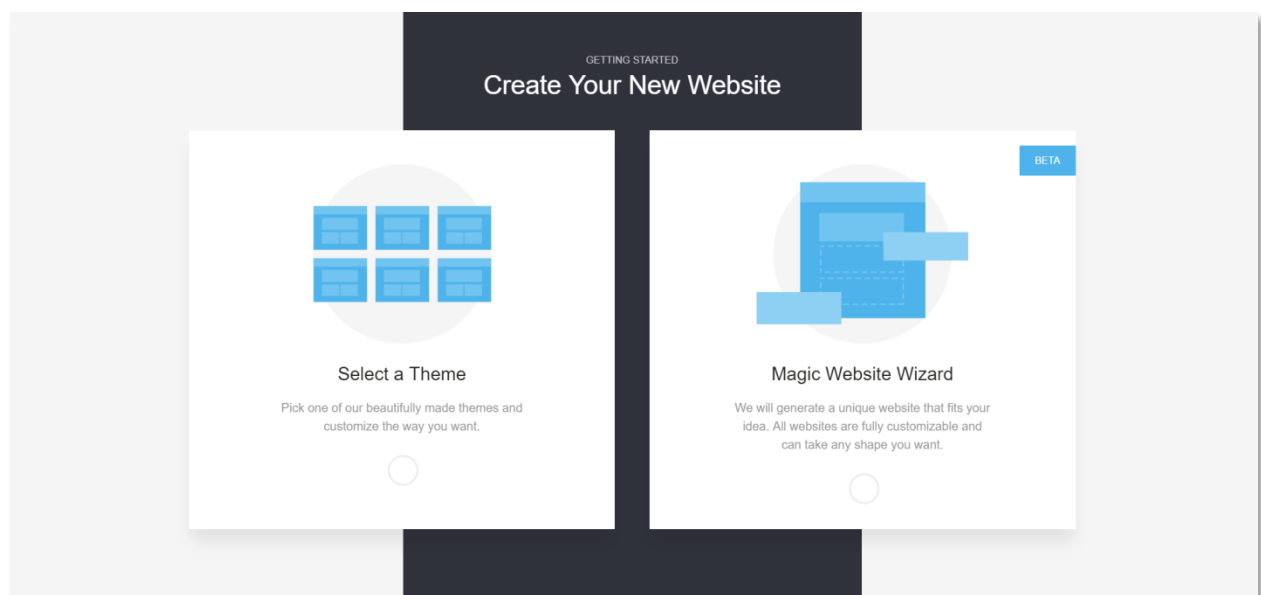


Fig. 2. Getting Started with Website Wizard

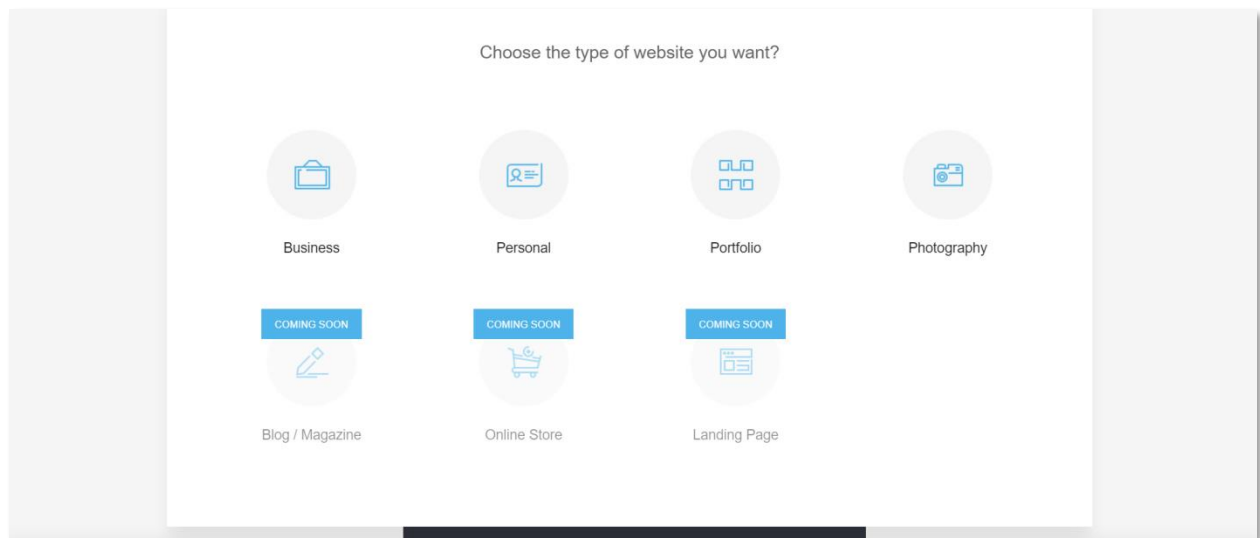


Fig. 3. Choose Type of Website

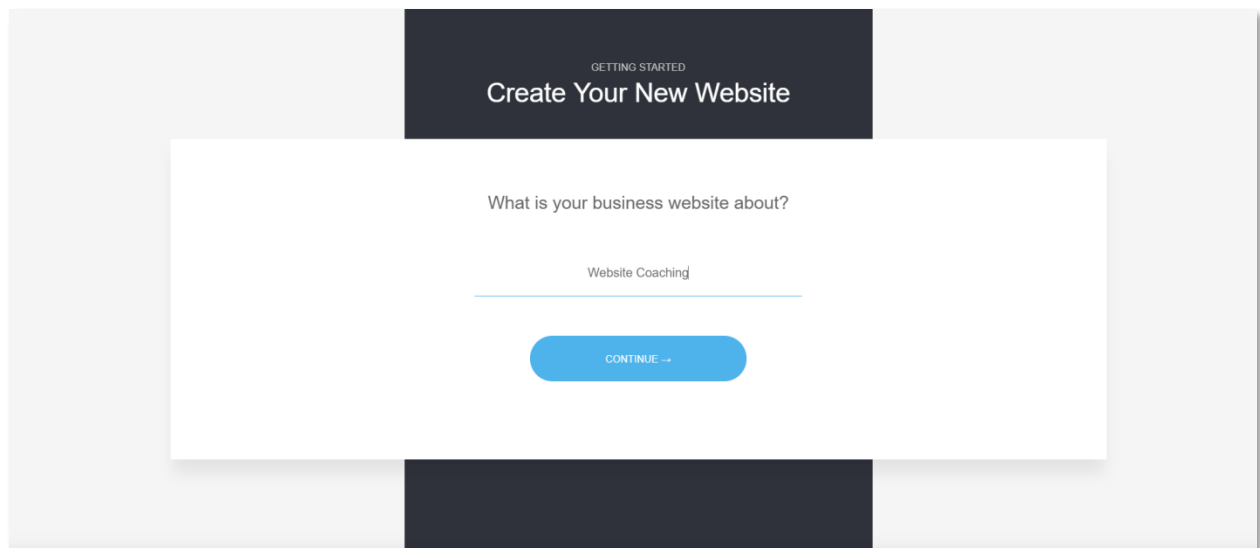


Fig. 4. What is your Business About

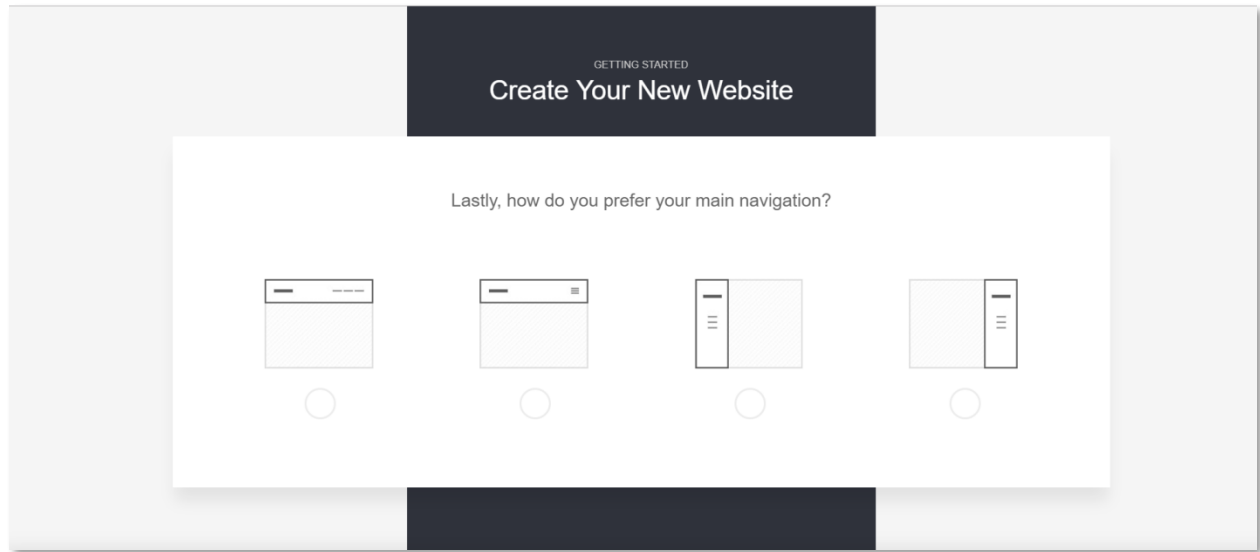


Fig. 5. Main Navigation

At this stage you can choose the design theme template that is recommended or you can start again with the wizard.

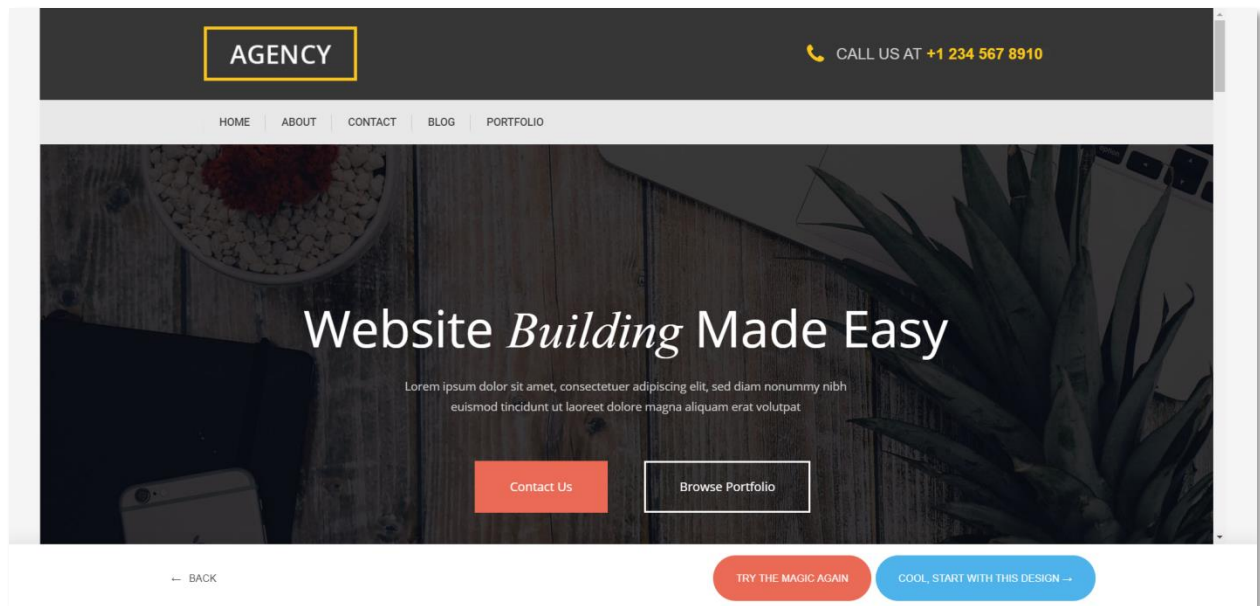


Fig. 6. Choose Template or Try Wizard Again

The image shows a web interface for creating a new website. At the top, a dark blue banner contains the text "GETTING STARTED" and "Create Your New Website". Below this, a white modal window titled "Create Account" is centered. The modal has a close button (X) in the top right corner. Inside the modal, the text "Start your online journey here and now" is displayed. Below this, there are three input fields: "Your Name", "Email", and "Password", each with a small icon to its right. A blue "GET STARTED" button is positioned below the input fields. Under the button, a line of text states: "By clicking 'Get Started' you agree to the Privacy Policy and Terms & Conditions". At the bottom of the modal, there is a link: "Already have an account? Login".

Fig. 7. Fill in the Form to Create Account

Make sure to read the Privacy Policy and the Terms and Conditions so you are aware of simplifyingtheweb.com's policies. By setting up an account and clicking on the [Get Started] button, you agree to the details outlined in the policies.

Dashboard of Back-end Editor

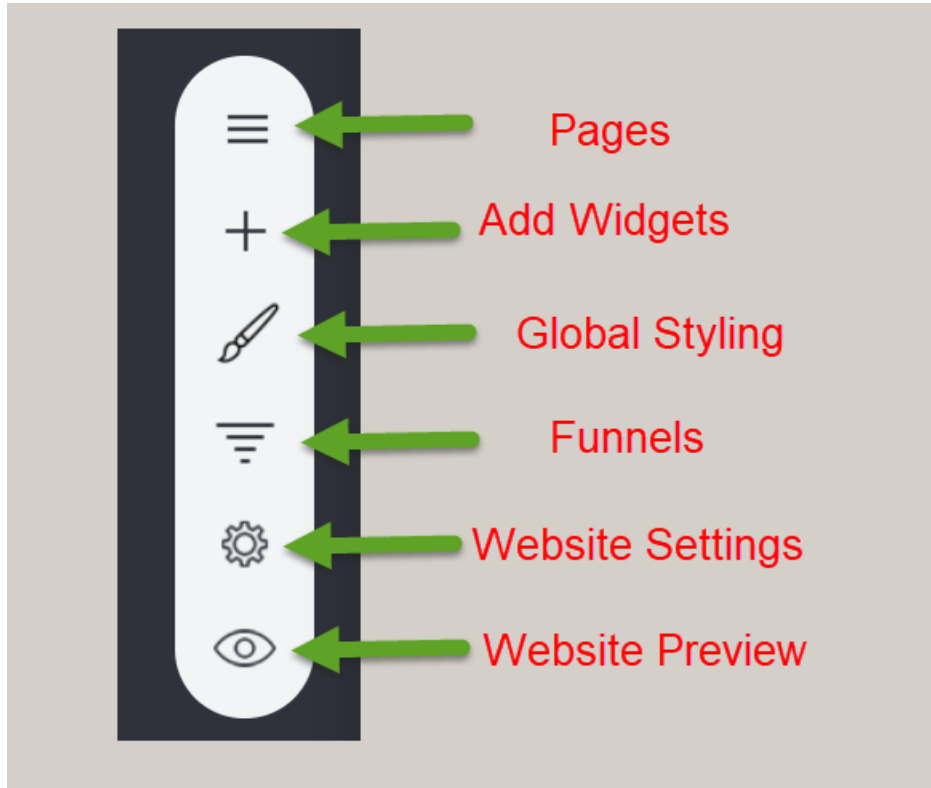


Fig.8. Dashboard Menu Editor

Note: Funnels icon will only show in Business & E-Commerce+ Plans

Dashboard menu options

Pages

Click to see a listing of all your pages that are set up from the template. You can edit each one. If you wish to add a new page, click on the contextual menu item [Add New Page]. There will be four choices – Page, Portfolio, Popup, Page Group. You would choose Page Group if you were adding a new section with multiple pages.

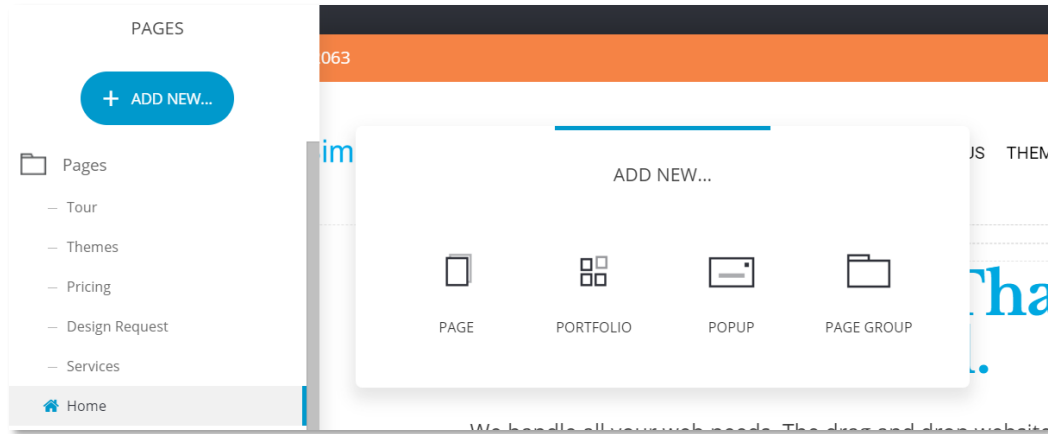


Fig. 9. Adding New Pages

Within [Pages] you can choose the type of template as seen in Fig. 9, above.

In Fig. 10, below, you see that page layout categories are based on function, for example, “Lead Generation” and “Thank You” pages.

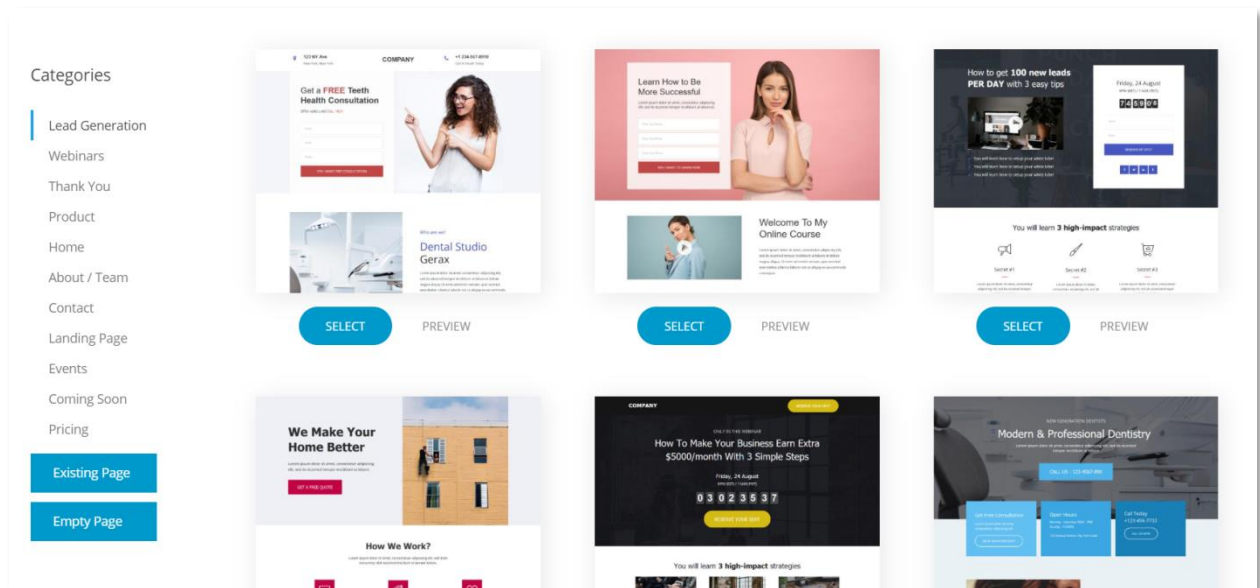


Fig. 10. Page Layout Categories

This gives you a suggested layout design to work with. You could also choose a blank empty page or take a page layout you have previously used.

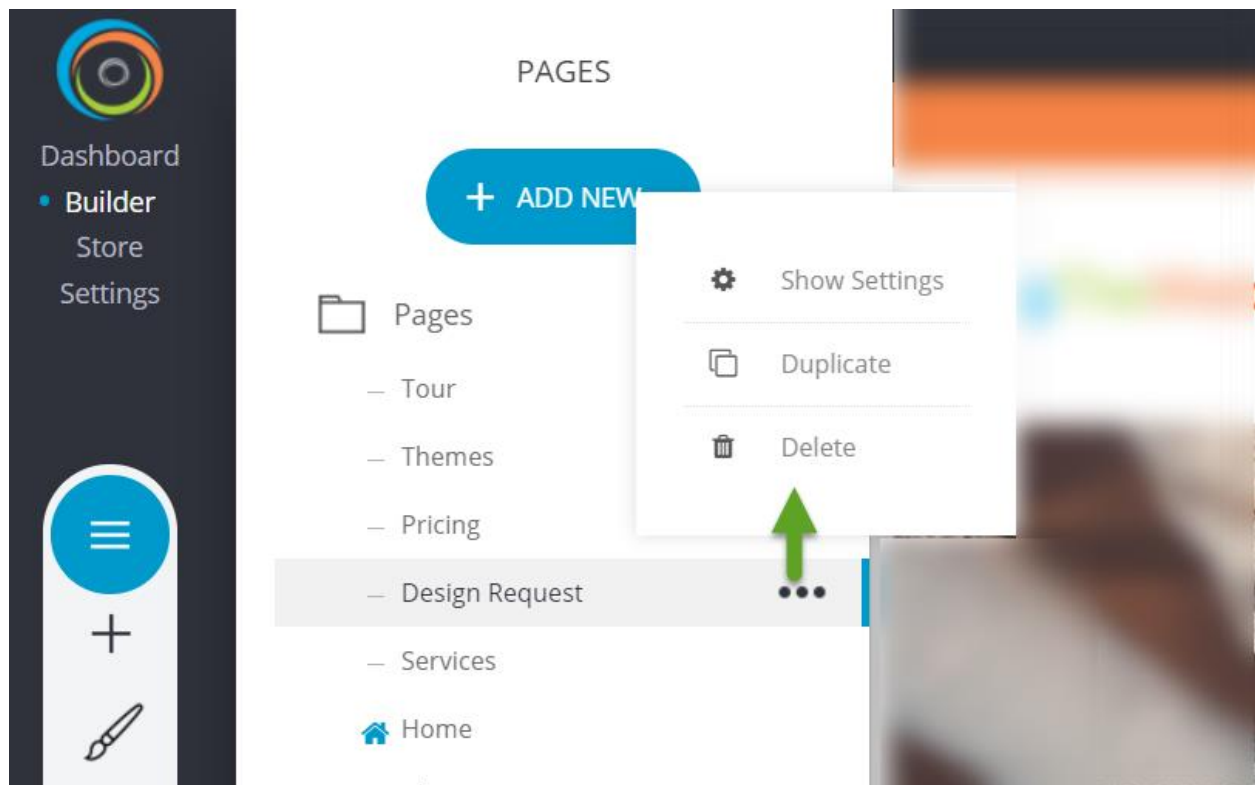


Fig.11. Adding and Editing Existing Pages

Editing Web Page That is Showing

Hint: Roll your mouse over each section to become familiar with the layout structure.

Each main section of the content is built within a [block]. Within that block you can lay out your page in one to five columns. It is helpful to draw out a physical view of your website, rather than trying to build from your head. You can review some sample layouts that you like, or work with the template theme and just change the wording and images.

To change to another page once you finished editing the existing page, click on the name of the page you want to edit. When you roll over the page name you will see [...] icon and a [trash can] icon. Click on the [...] icon to see the page settings as seen in (Fig. 11.).

Show Settings & Duplicate & Delete

Page info

As shown in Fig 12, the “Page Info” display (within Show Settings of the editing of a Page) has fields for page name* and page URL* (the website address for the page). This contextual editor also allows you to change the [Access] with options for Public, Password Protected and Members Only. This is good for membership pages, or for password access to the front end.

Since all pages are live for public viewing once created, you can simulate draft versions by using password protection. The page is hidden from the viewer until they enter the password on the password page displayed.

*Note: The page URL should have hyphens (-) between words, and words should be in lower case. The page name should be clear enough that viewers know what the page is about. The alternative header option (Fig. 12) allows you to have two different menu navigation layouts, where one is used for the home page, and the other for all the internal pages. There may be slight layout differences, or maybe a button on the home page menu, but not on the alternative menu header.

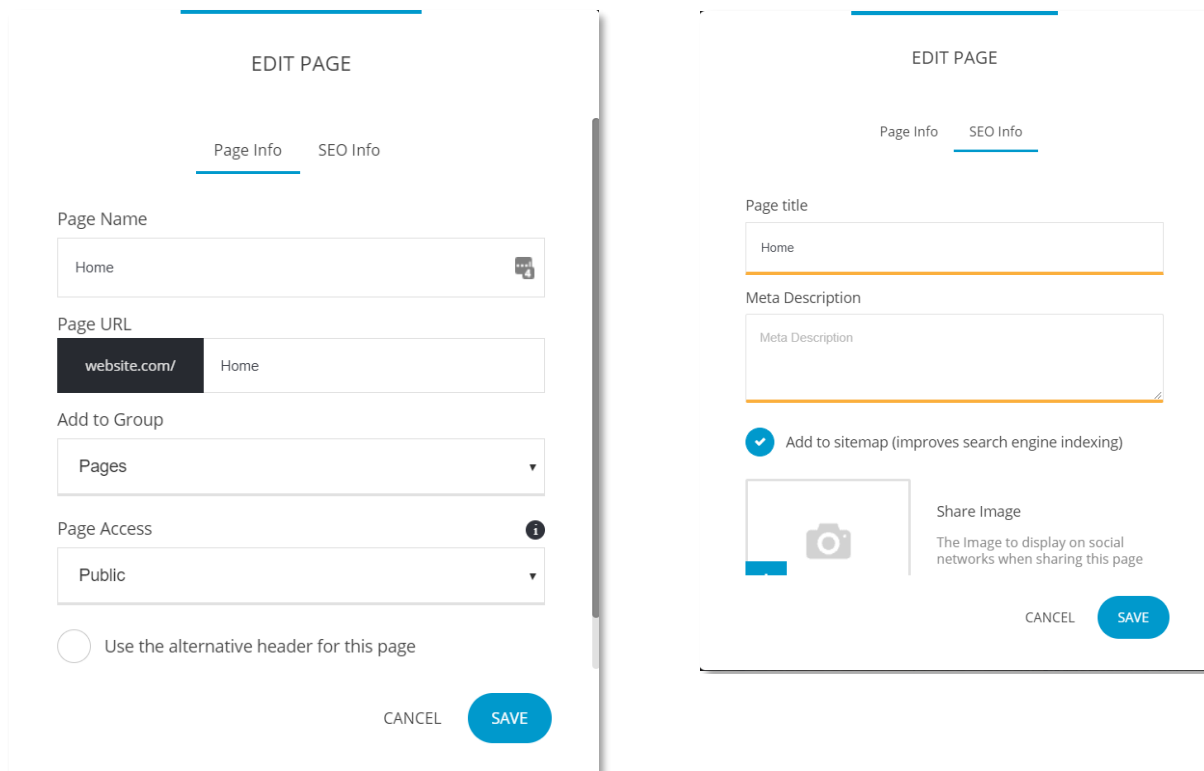


Fig. 12. Page Settings: Page and SEO Info

SEO Info

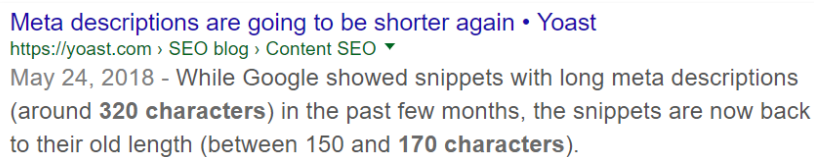
As shown in Fig 12, the “SEO Info” display (within Show Settings of the editing of a Page) has fields for page title and meta description.

Note: The [Page title] should reflect what the page is about, and include the focus keyword phrase, for example, “Website builder guide | Web Wizard Ltd.” Page titles should be no more than 70 characters in length; otherwise, they will be truncated.

Note: The [Meta Description] should best describe what the page is about. Keep the length within 150 to 170 characters, and again, try to include the focus keyword phrase.

The “Add to Sitemap” option lets you choose whether the page should be indexed by the search engines. The “Share image” option allows an image to be displayed on social networks when page is shared.

Both the page title and meta description show up in the search results page in Google and Bing (Fig. 13). Make sure your description has a “call to action” feeling, using language that drives targeted viewers to your web page.



Meta descriptions are going to be shorter again • Yoast
<https://yoast.com> › SEO blog › Content SEO ▼
May 24, 2018 - While Google showed snippets with long meta descriptions (around **320 characters**) in the past few months, the snippets are now back to their old length (between 150 and **170 characters**).

Fig. 13. Search Engine Result Example

Widgets

Widgets are the building blocks of your website that help you to build your sections and functionalities for the layout. The widget section is divided into three main sections – Basic, Media and Other (See below)

Basic Widgets

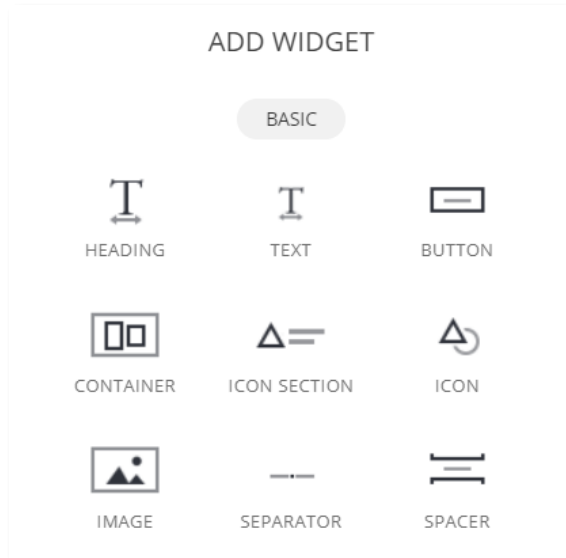


Fig. 14. Add Basic Widget

Heading/Text Widget

They help you add headings and paragraphs to your website. Headings are used for titles in your website and the text widget creates a place to write paragraphs.

Button

Buttons are your “call to action” elements that clearly show the viewer where to click. Drag and drop where you want the button to be placed. You can edit the name and colour of your button.

Container

The containers are the main building blocks of each website. They help you organize your content and widgets into sections.

Image

Use this to add images of any size into your content area. Drag and drop the image icon in your chosen area. The blue lines will show you where the image will be placed.

Icon/Icon Section

Icons help you to add visual cues or images to better relate what is written in the text.

Separator

This adds a visual line that can be increased in size and typically is centered within the page horizontally. This helps keep content blocks separate.

Spacer

A spacer is a block of area that adds space between elements on the page. It can help with overall layout of your widgets.

Media Widgets

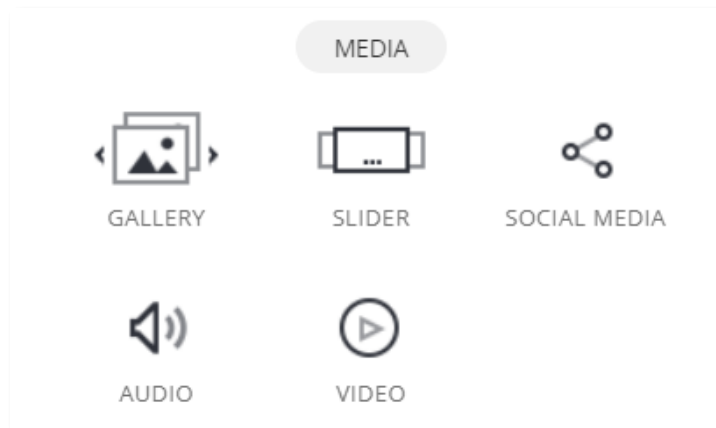


Fig. 15. Media Widgets

Gallery

Add a photo gallery to your website page or post. It's best to first upload images into a media file. The space available will differ depending on your choice of profile or landscape orientation.

Slider

Add a photo gallery to your slider. It is best if your slider images are at least 2500 px wide. Add images to your media file first to make them easier to select when creating your slider.

Social Media

Add social media icons and links on your page or post.

Audio

Add audio files to your website page or post.

Video

Enter URL and we will try to locate the video source OR custom **code** to embed (for example, in YouTube, click on “share” , then copy the embedded code).

Other Widgets

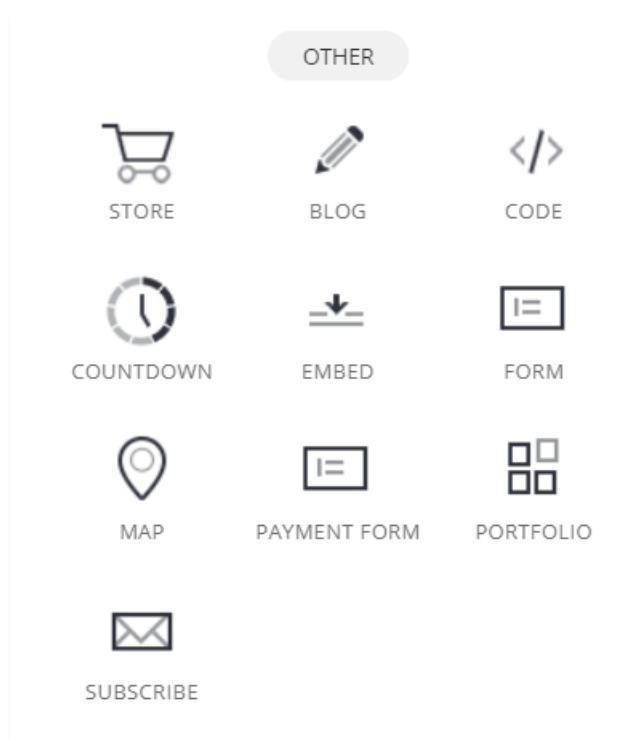


Fig. 16. Other Widgets

Store

You can add products to any container column and choose how many products to show, the latest products, or products from a particular category.

Blog



You can showcase a number of blog posts from either Recent Post, Categories or Tags. It can show image and description along with the title and date.

Code

You can add HTML code as needed.

Embed

Enter URL and we will try to locate the **embeddable** source OR custom code to embed (for example, in YouTube, click on “share” , then copy the embedded code).

Map

You can add a map to any section you’d like, and can choose whether to show a satellite version or road map.

Payment Form

Payment form can be setup with Braintree and you have control over the fields of information you want to collect.

Form/Subscribe

You can add a lead generation form with choice of number of fields, field names, button settings for styling, and alignment positioning.

Countdown

This feature is good for time-sensitive offerings or for counting down the start or end of a campaign event.

Global Styling

Global styling (or settings) is a cool tool to make site-wide changes to your font. A click on each option opens up another contextual menu full of choices. You can click on each to edit, and the changes are applied to each page of the site.

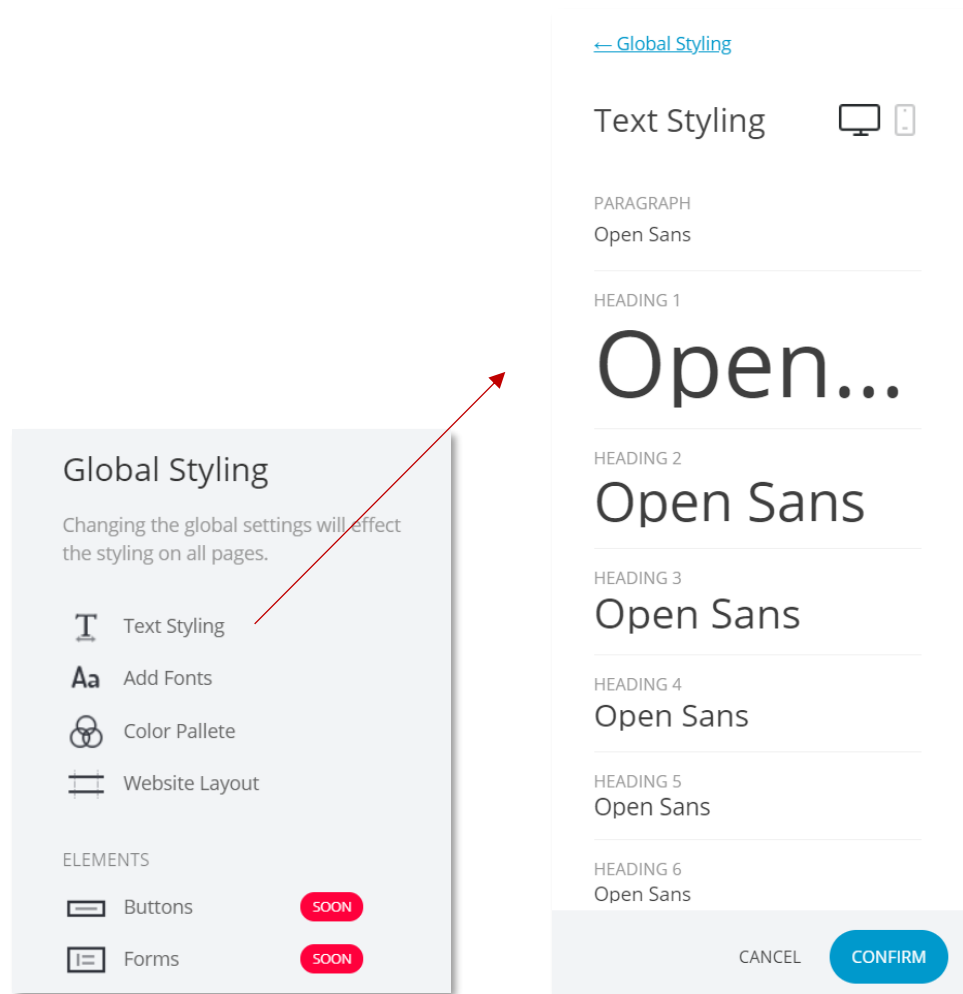


Fig. 17. Global Styling

In this section you can choose font style, example Arial. There are well over a hundred Google Font styles to choose from. You can assign a different font for your headings and for your paragraph text.

You can also choose the font colour of your links and the hover state (when your mouse rolls over the link). Remember to [Confirm] to save your changes. I recommend you choose your colour palette when you first start setting things up. Typically, you would pick a primary colour

and two secondary colours. Try to stick with a consistent look throughout your site. For example, you may want to use one of your secondary colours as your “call to action” colour that would be used for all buttons and hyperlinks. The website layout comes in two choices: Full-width or Boxed, and you can adjust the grid width.

Choosing Header Layout

Under [Header Settings] there are five header layout choices:

1. On Top – Normal Size
2. On Top – Full Width
3. On Top – Compact
4. Vertical – At Left
5. Vertical – At Right

You can also:

- Choose a bottom border,
- Choose to place menu above content (good if you want to see the block image), or
- Apply fixed header when scrolling (so the header menu is always showing). This fixed header has its own attributes that can be edited.

With any change, always hit [Save] or [Discard].

Editing Header with Logo and Menu

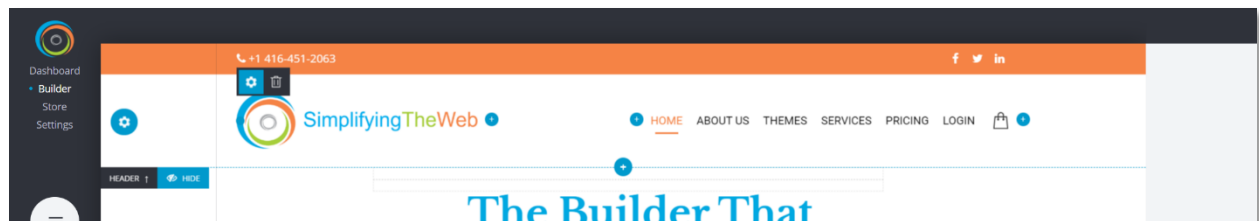


Fig. 18. Gear Icons and Plus Symbols for Editing

In Fig. 18, the gear icons are for changing the widget settings. With the small gear icon to the left of the logo, you can change the size of the logo and the words [edit]. When you roll your mouse over it and see [edit], choose either a text or image logo. When you roll over the logo you'll see a small blue dot. You can grab that dot with your mouse and adjust positioning by moving left to right. To the right of the logo you will see a blue “+”, which means you can add a widget if needed.

You can also add a widget with the “+” in the center.



Above the logo a phone icon and phone number have been added, and again, the blue dot on the left side of it will be used to position the icon and phone number horizontally. You can also add more widgets to the right. You have full control over positioning and adding/deleting/editing the header.

Still on Fig 18, the menu header bar sits on the same level as the logo, at the right side of the page. When you click on the geared icon to the left of the menu, you can change the background colour, add a bottom border or delete it entirely. If you hover over a menu tab, the contextual menu will display the icons [Edit menu], [style brush], and [trash can] for deletion. When each menu item is clicked, any related submenu items are displayed. Under [Edit Menu] you can reorder your menu choices or make some of them submenus of each other.

Hover your mouse over the six dots and the four-arrow icon that appears will let you drag and drop any menu item. Click on the style brush icon to bring up the Edit box (Fig. 8) for changes to the menu layout, font style, size, colour, hover colour, and spacing.

EDIT

Horizontal

Vertical

Burger

Text Color

Background Color

Show divider between menu items

Divider Color

HOVER / ACTIVE ITEM COLOR SETTINGS

SUBMENU COLOR SETTINGS

Font Size

14px

Text Font Family

Roboto

Menu Item Spacing

20px

Fig. 19. Menu Styling

The blue dot to the left of the first menu tab allows you to re-position the menu navigation tabs horizontally. Use the top and bottom blue lines of the menu bar to position vertically. Add widgets using the blue “+” on the right side of the menu navigation. For example, once the search function is available, you can add a [Search] bar.

Note: You can add more header rows. This is useful if, say, you want to place [Login] or [Create Account] menu items on a different level.

Under the final row of the header you will see the [Hide] option. This hides the navigation bar and header section to give you more room to work on the rest of the page. It still shows in the preview, so is mainly a space saver option.

Blocks & Columns

Each section of the content area is created by a block. When you roll your mouse over the section a gear icon and the words “Block” appears. Click on the icon and the related menu items are displayed so you can edit, style, resize, move, or delete the block. This block is also called a “Container.”

Note: The block/container is the portion that stretches from the left all the way to the right of the editing page.

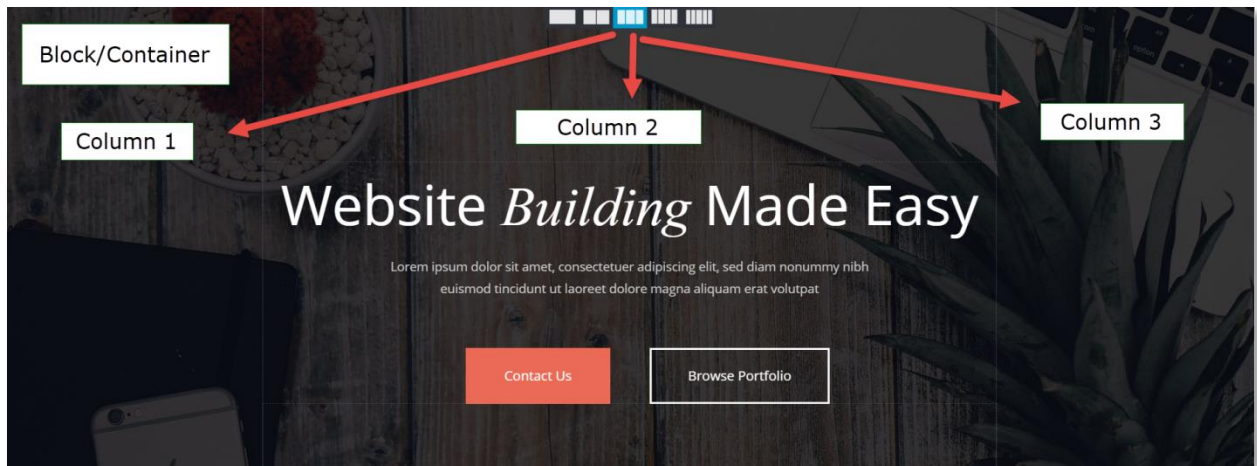


Fig. 20. Block/Container with Three-column Layout Specific to this Block

In the example shown in Fig. 20, the first block contains a background image that has a dark overlay with three columns. The middle column has a header title, “Website *Building* Made Easy”, a paragraph section below and then two buttons. The header, paragraph, and buttons are all widgets that can be added with the “+” in the white menu bar that sits to the left of the dashboard (Fig. 21).

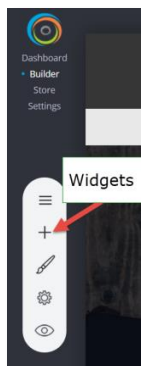


Fig. 21. Widget Icon

Column settings

Rolling your mouse over columns lets you edit the spacing around your widgets. The widgets are the elements that make up your content, including the white spaces created by using separators and spaces. What's nice about this website builder is that black label indicators are displayed to describe any area the mouse rolls over, so each element is labelled. Click the blue column setting to change the margins, or add a background colour with or without an overlay. An overlay is a layer typically in a different colour with opacity between 0 and 100%, meaning the degree to which the background can be allowed to show through.

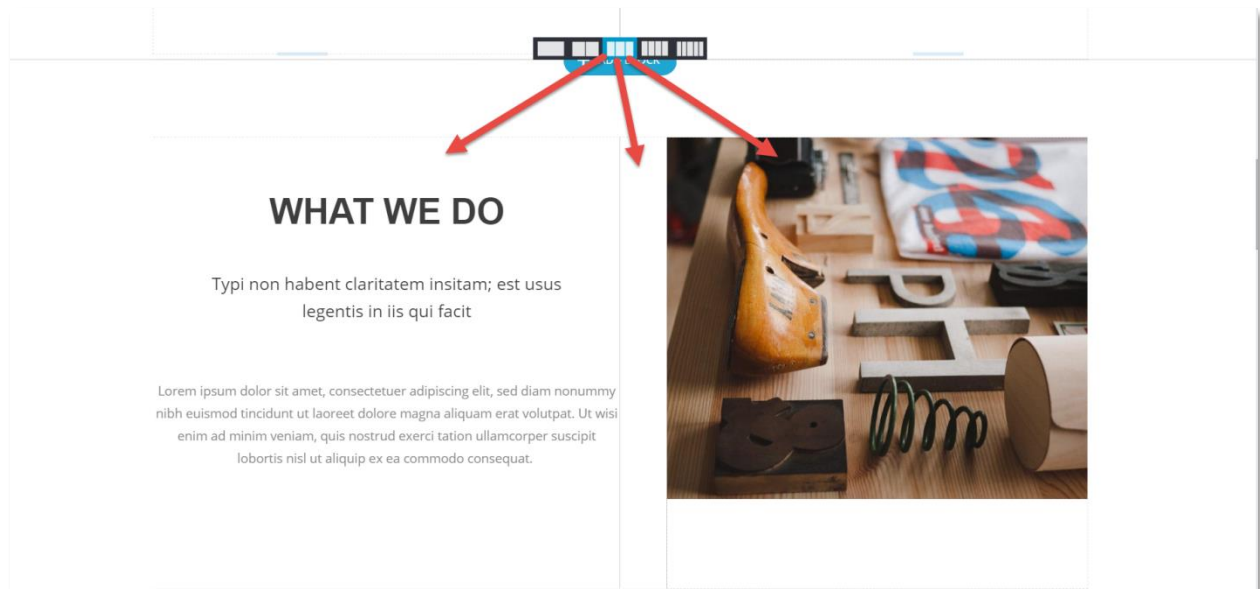


Fig.22. Columns - Varying Widths for Specific Layout

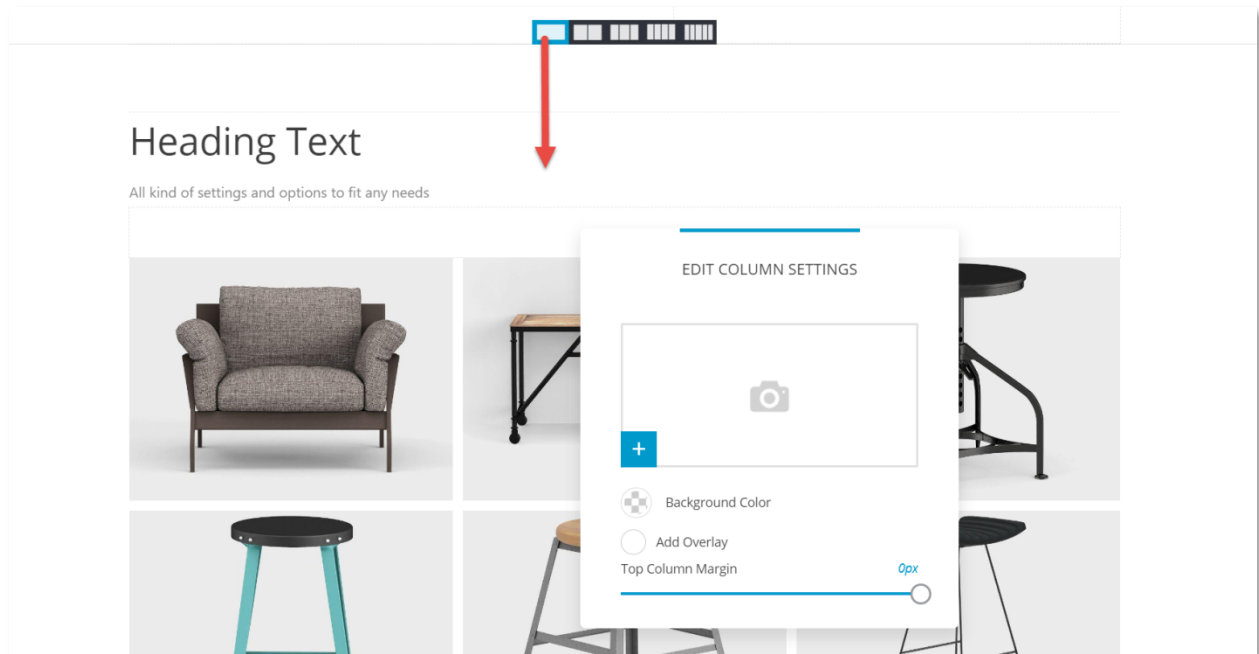


Fig. 23. Sample of a One-column Layout Within the Block

Footer

This section (block/container) consists of three columns and when you edit this section, it will flow on every page where the footer is placed. The header and footer usually remain throughout each page of the site, although you can choose not to add it to a page, for example, for a landing page layout.

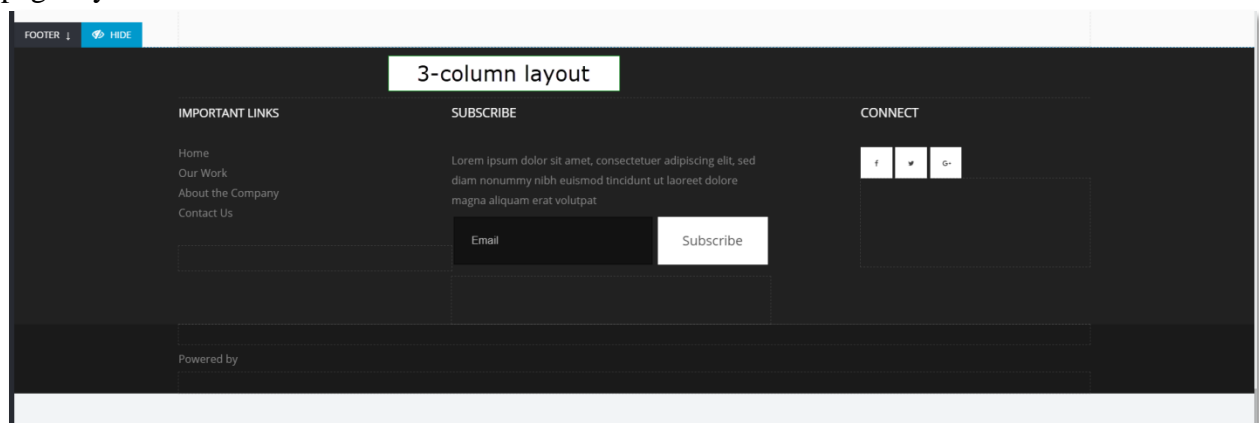


Fig. 24. Footer

When you roll over the footer columns, you will be able to edit each of the column content areas.

Subscriber Form

The [Edit Fields] button (Fig. 25) is displayed when you roll over the “subscribe” widget.

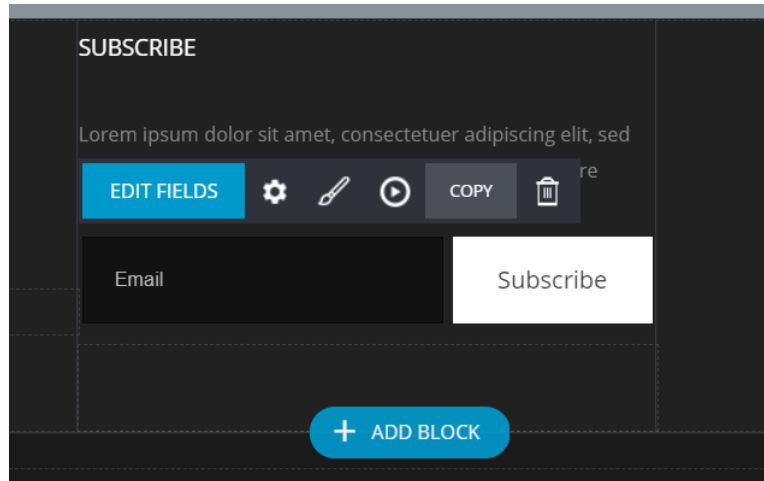


Fig. 25. Editing the Subscribe Details

This whole section allows you to edit the fields of the form, the style colouring, font size, style, the text on the button, and animation. Click on the gear icon to change the destinations for notifications and form subscriptions as well as redirects for “thank-you” messages or pages. The [style brush] icon changes the colour of the text and form. Click on the icon with the arrow inside the circle to change animation settings, such as how the subscription form is displayed with movement, and when the section is loaded.

Mobile Responsive Settings

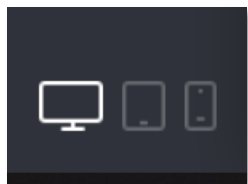


Fig. 26. Responsive Layouts

At the bottom of the Dashboard menu bar, you will see this image for responsive layouts (Fig. 26). It allows you to customize the settings for each of the three main device sizes (desktop, tablet and mobile), so make sure you know which mode you are in when doing edits. When you click on the tablet, your screen will change to tablet size, and the same for mobile (Fig. 27). This gives you total control over the look and feel of your site.

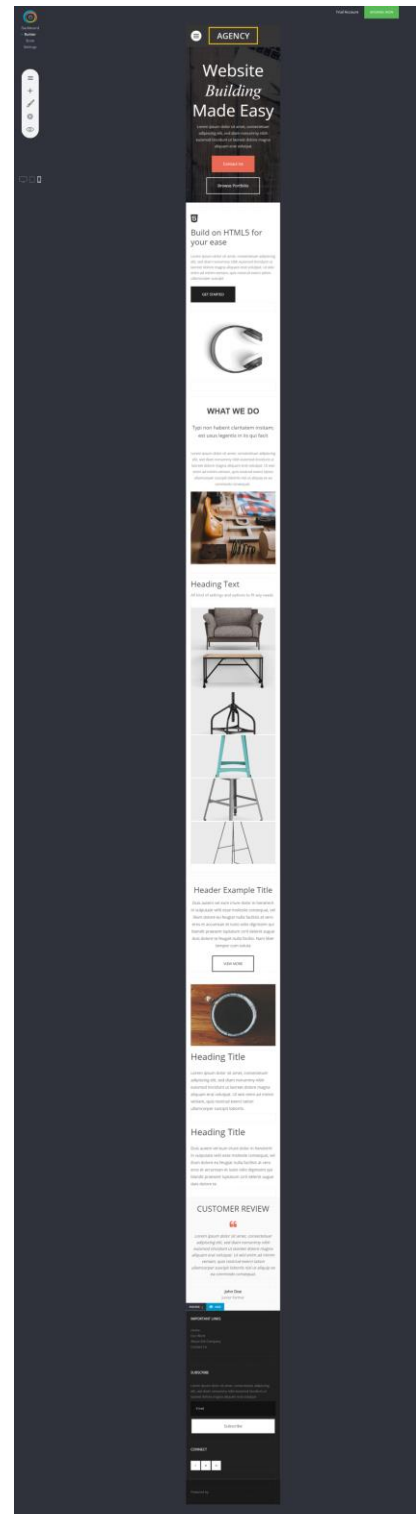
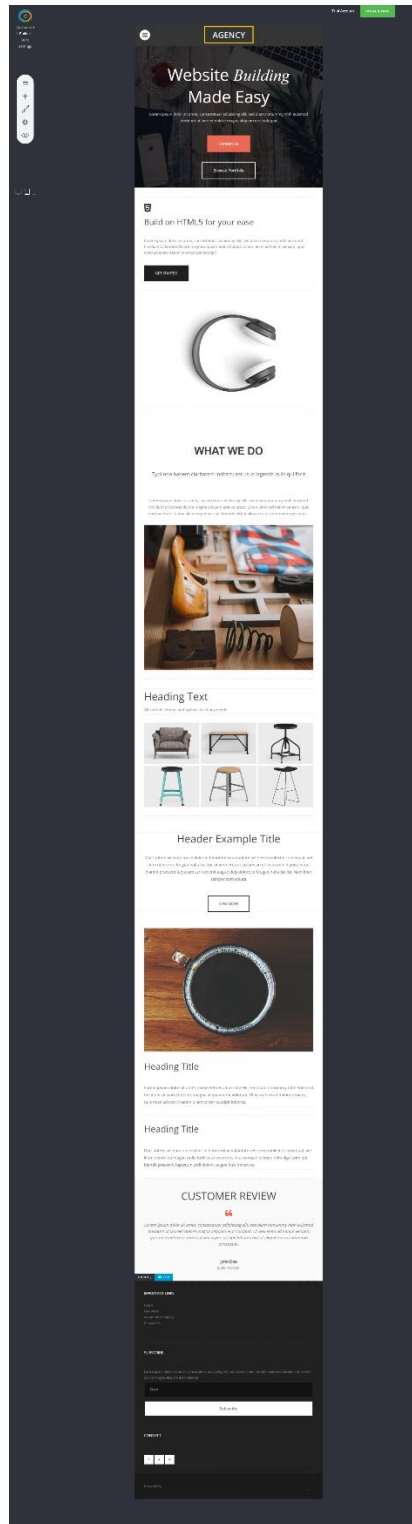


Fig. 27. Tablet and Mobile Responsive Editing

Online Storefront

Again, it is best to use a spreadsheet to plan your product information, such as product title, description, SKU, categories, sub-categories, price, discount code, discount price, taxes, shipping, three to four product images, and payment methods.

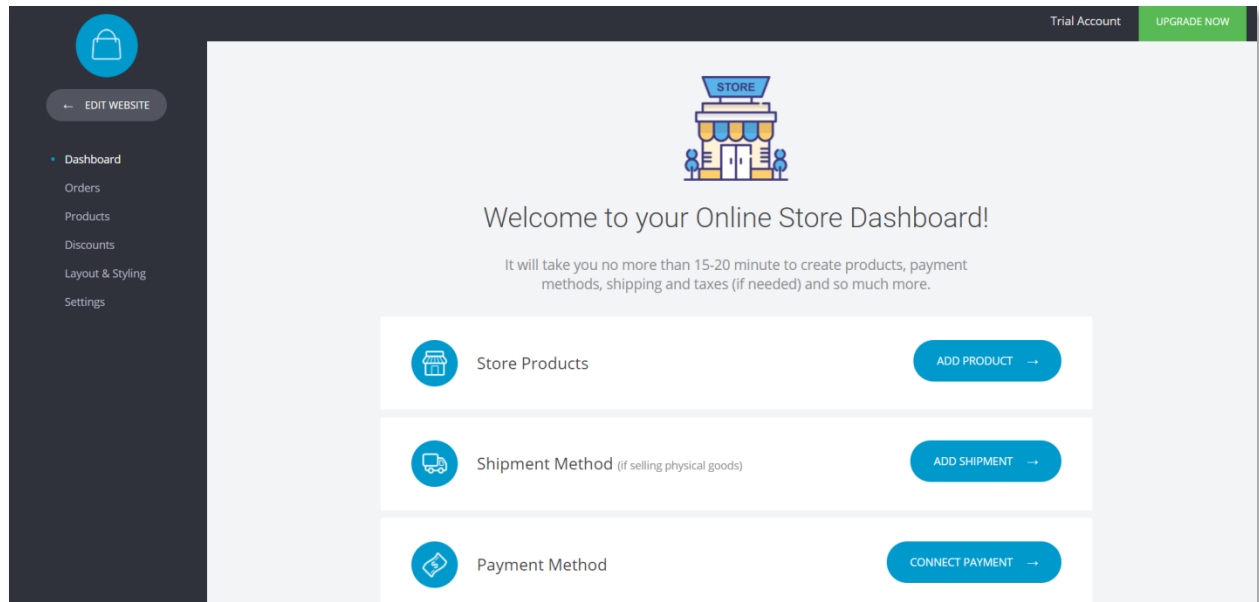


Fig. 28. Storefront Dashboard

Add Product

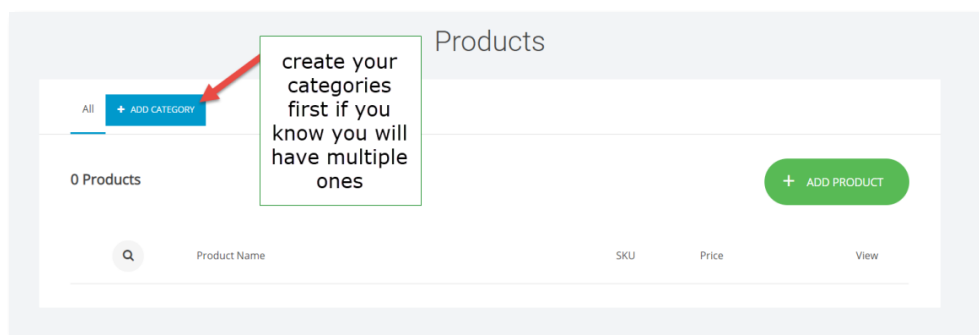
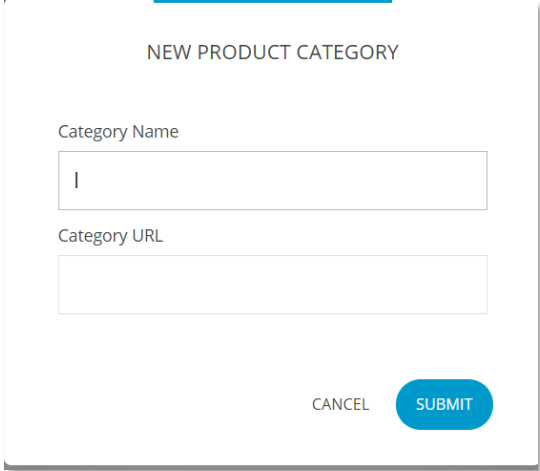


Fig. 29. Adding Products Main Page

Adding Categories



A form titled "NEW PRODUCT CATEGORY" with two input fields: "Category Name" and "Category URL". The "Category Name" field contains the letter "I". At the bottom right are "CANCEL" and "SUBMIT" buttons.

Fig. 30. Adding Product Categories

When you click on the green [+ Add Product] button you will be given four choices, as shown in Fig. 31.

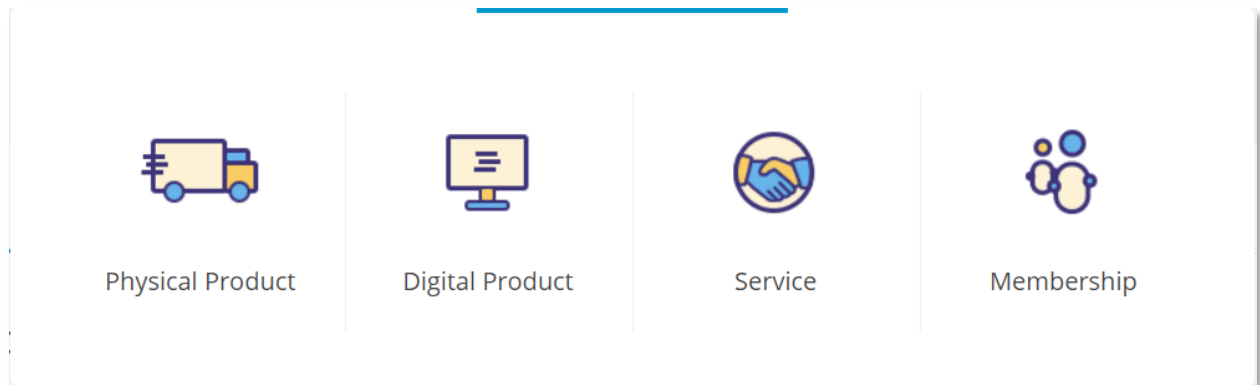


Fig. 31. Product Types

Rolling over an icon triggers a black dialogue popup that explains the product type. Clicking on the icon brings up an administrative page to enter: product title, description, product images, added variations if required, pricing, stock, weight (if applicable), and sale. Also, there is a “show additional information” link, and a “show custom “thank you” page. You can add SEO information. And you can clone the product, which is a really nice feature when you have multiple products that are similar but with minor variations. Remember to [Save] after each edit.



This product edit page has another great feature, the ability to add widgets. For example, you may want to put your product on sale for a certain period of time. If you want to add a feeling of scarcity, you can add a Countdown timer. Or, if you have additional images that really enhance the product as in “lifestyle” or “environmental” images of the product in action, you may want to include a Slider. The sky is the limit, but don’t get too carried away and lose the focus of the main intention, which is to get the person to buy your product.

You can add product variations to all your physical products and set advanced settings for each combination - SKU, Price, Weight, etc. See <https://www.youtube.com/watch?v=8uk2glqCfrY>

You want to make the process as easy and seamless as possible.

Digital Products

The maximum file size is 130 MB for digital products and their variations.

Adding a digital product is just as simple as a physical one. The only difference is that you have to attach a digital file that will be downloaded after payment. Note that after the first download by the client, the link will be active for only 24 hours. This is to prevent link sharing to some extent. See <https://www.youtube.com/watch?v=geFMHxwRkQQ>

Orders

When orders come through they will be listed here.

Discounts

Discounts can be set up by clicking on the [Discounts] link in the left Store navigation menu bar. This will open up the related page and when you click the green [+ Add Discount] button, another contextual popup will show, and you can fill out the details. See Fig. 32 below.

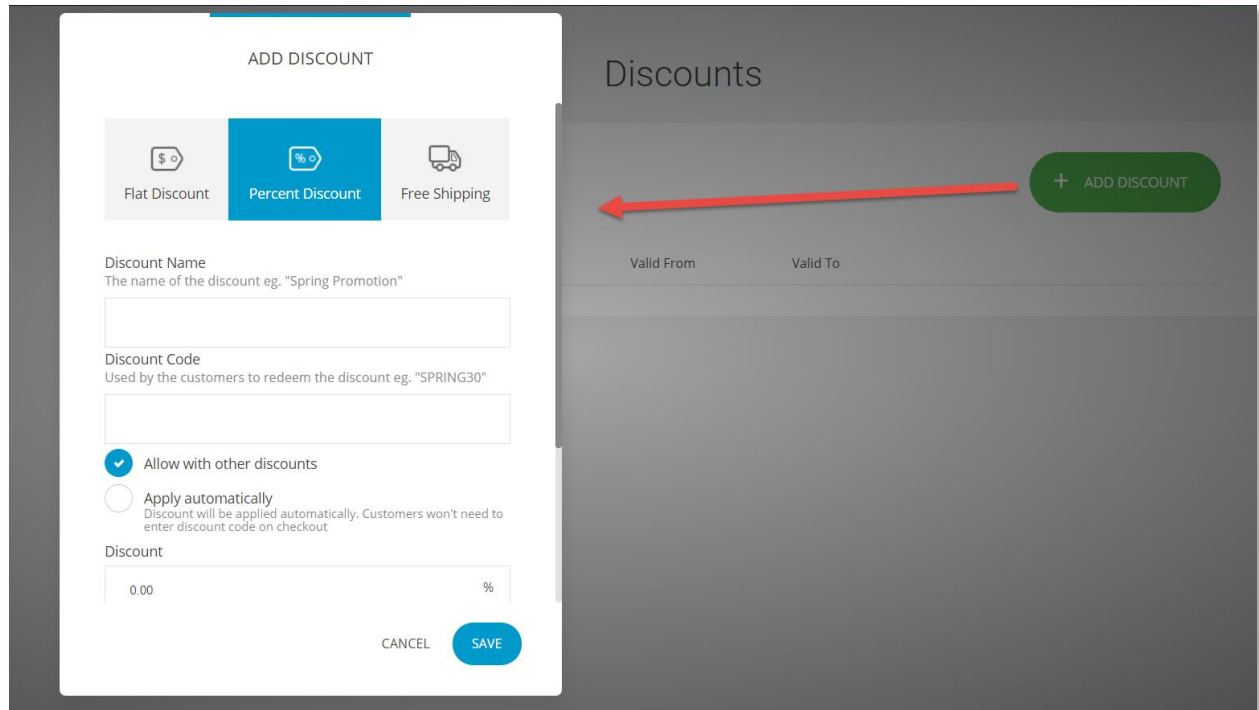


Fig. 32. Add Discount Popup

Again, click [Save].

Creating Discounts

The discounts are very simple and easy to use. You have 3 types of discount: Flat, Percentage or Free Shipping. The free shipping has a time limit option.

Discount Name

This is the name for the created discount. It helps you keep records and your customers will know what discount is being applied to their order.

Discount Code

If you have not ticked [Apply automatically], you must enter a code name to be used by your customers. Example: SAVE20.

Allow with Other Discounts

This lets your customers stack discounts for a product. Example: If you have a product that is already on sale with a 20% discount, they can apply a 20% discount code to get a 40% discount for that product.

Valid Date

The starting and ending date of the created discount.

Apply discount for

You have the option to apply the discount code for:

- All orders
- Orders over a certain amount
- Members of a selected member group
- Product category
- Individual products

Store Layout and Styling

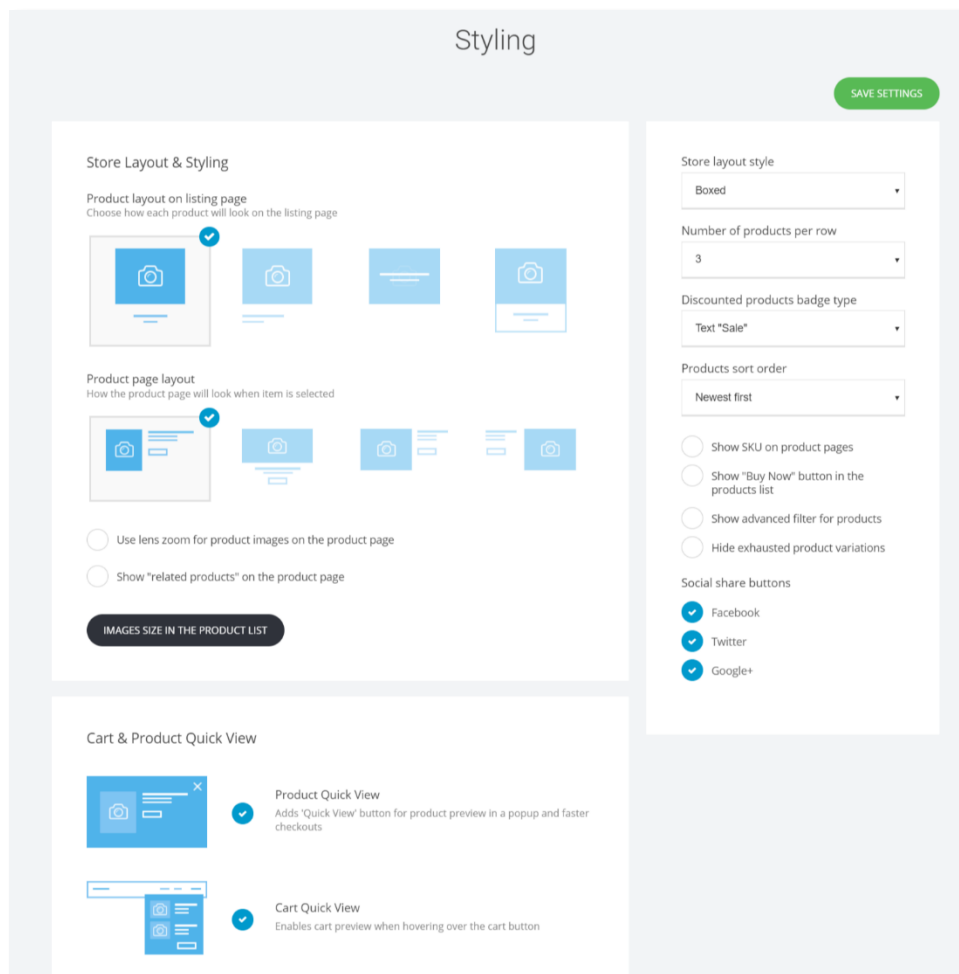


Fig. 33. Store Layout and Styling

On the “Store Layout and Styling” page (Fig. 33) the first item is “Product Layout on Listing Page” where you will pick one of four layouts (Fig. 34) to show how your product will be displayed in the listing page. As you can see, the first one is with centered text, the second with text on the left, the third showing text with mouse hover, and the fourth is in a boxed styling. Your choice will apply to all products.

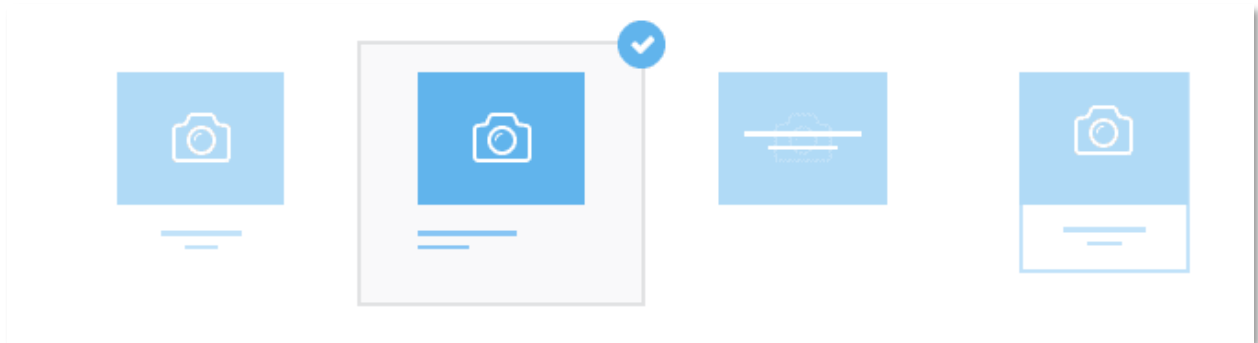


Fig. 34. Four Product Listing Page Layouts

In “Product Page Layout” (Fig. 35) you will pick one of four layouts of how your product will be displayed once it is selected. The only difference is the position of the image and proportions.

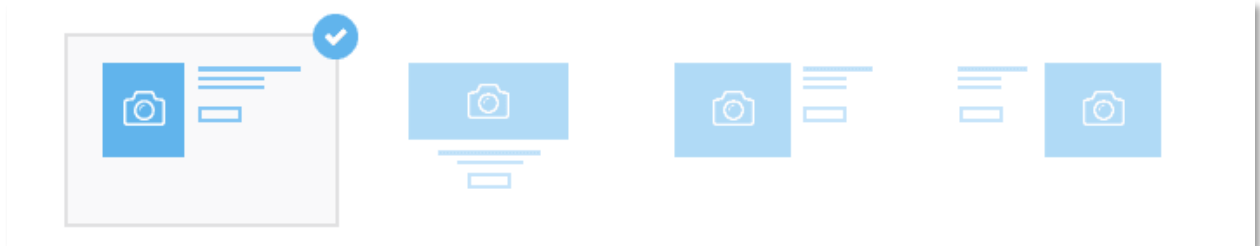
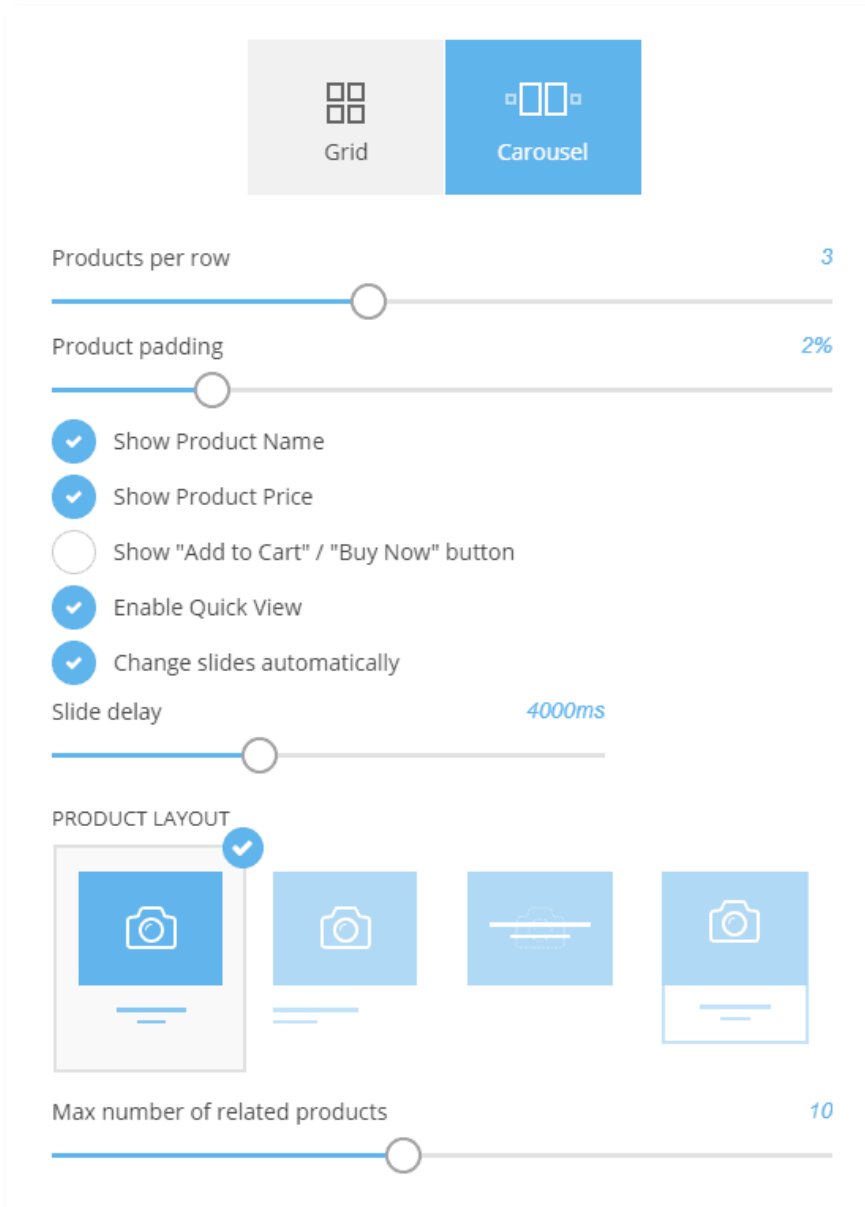


Fig. 35. Four Product Page Layouts

The [circle zoom lens] option (Fig. 33) will zoom in the product image for a clearer picture when the mouse is rolled over. The [related products option] (Fig. 33) is a great marketing feature that lets you show related products. This form of upselling or cross-selling will add products from the same category (if there are any) at the bottom of each product page.

The black button [Image Size Settings] (Fig. 33) gives you control over the size of the image and its ratios.

The related products contextual popup (Fig. 36) is displayed when you select the [related products] option, and you can adjust the layout as shown below.



Grid Carousel

Products per row 3

Product padding 2%

☒ Show Product Name

☒ Show Product Price

☐ Show "Add to Cart" / "Buy Now" button

☒ Enable Quick View

☒ Change slides automatically

Slide delay 4000ms

PRODUCT LAYOUT

Max number of related products 10

Fig. 36. Related Products and Product Styling

Cart and Product Quick View

On the “Store Layout and Styling” page (Fig. 33), [cart quick view] and [product quick view] options can be altered, such as choosing between [Boxed] and [Full Width] layouts or determining the number of products per row. Again, it’s easier to draw it on paper before trying to formulate it in your head. You can also choose the product sort order and add social share buttons. Remember to [Save Settings].



Adding quick view and quick cart

On the “Store Layout and Styling” page (Fig. 33), you can enable or disable the [quick product view] and [quick cart view].

[Quick product view] allows your customers to have a view of the product images, prices and variations within the same page.

The [quick cart view] allows customer to view the current products added to their cart, adjust quantity, and quickly check out with their order.

Enabling Detailed Side Filter

This allows your customer to filter products by category, variations and price.

Enable "Show advanced filter for products" on the “Store Layout and Styling” page (Fig. 33), on the right sidebar.

Store Settings

You can customize your settings on the “Settings” screen (Fig. 37) which has menu items for General | Shipping | Taxes | Payments | Checkout. To access the “Settings” screen, click “Settings” in the left side bar of the Edit screen. (see below)

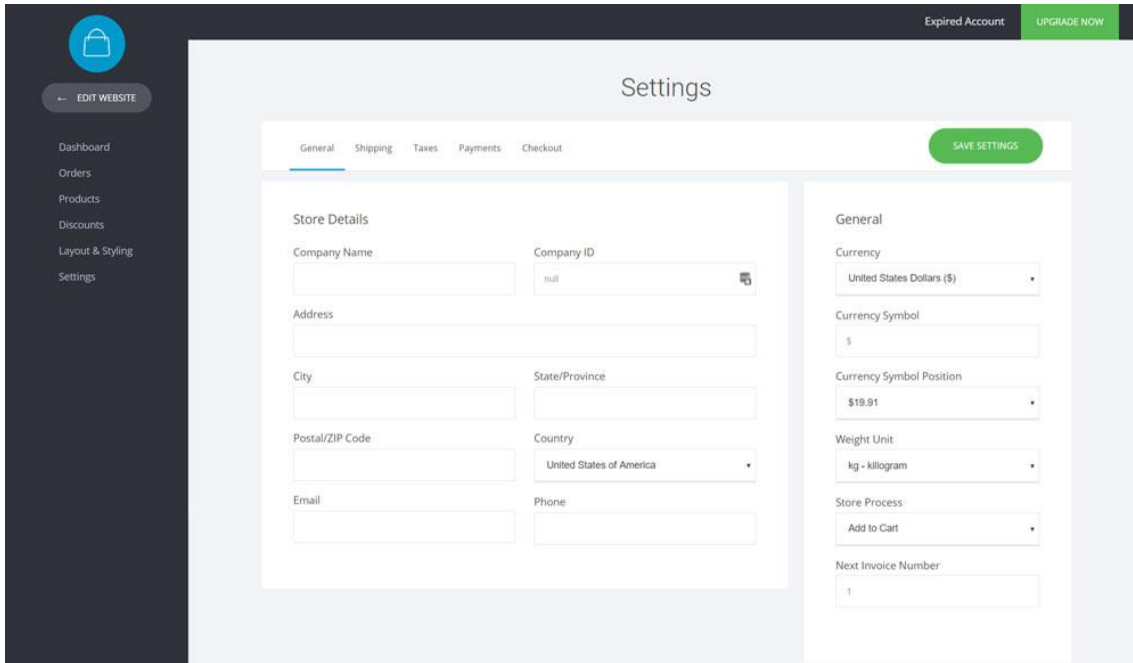


Fig. 37. Store Settings

Shipping

To choose general shipping settings for your store, click on [Shipping] in the Settings screen. Create a shipping method by clicking on “Add Shipping Option” to bring up the Shipping Option contextual popup (Fig. 38).

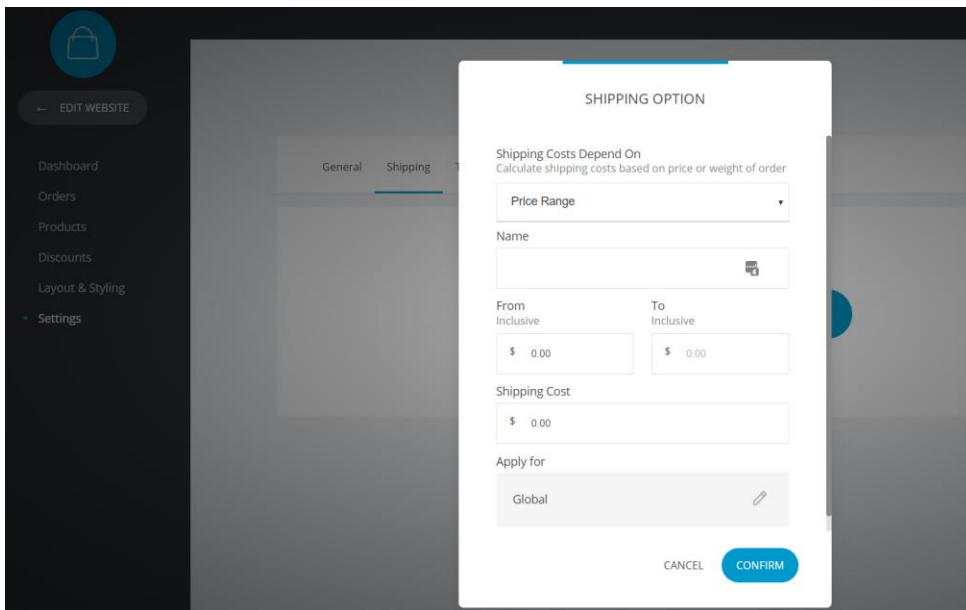


Fig. 38. Shipping Option

Shipping type

You can create a shipping charge based on Price Range and on Weight Range. Enter a name for the shipping charge (this will be displayed in your store), and then, the range of Price or Weight.

You can apply the shipping cost Globally or for specific countries.

Taxes

To set up taxes, click on “Taxes” in the “Settings” screen.

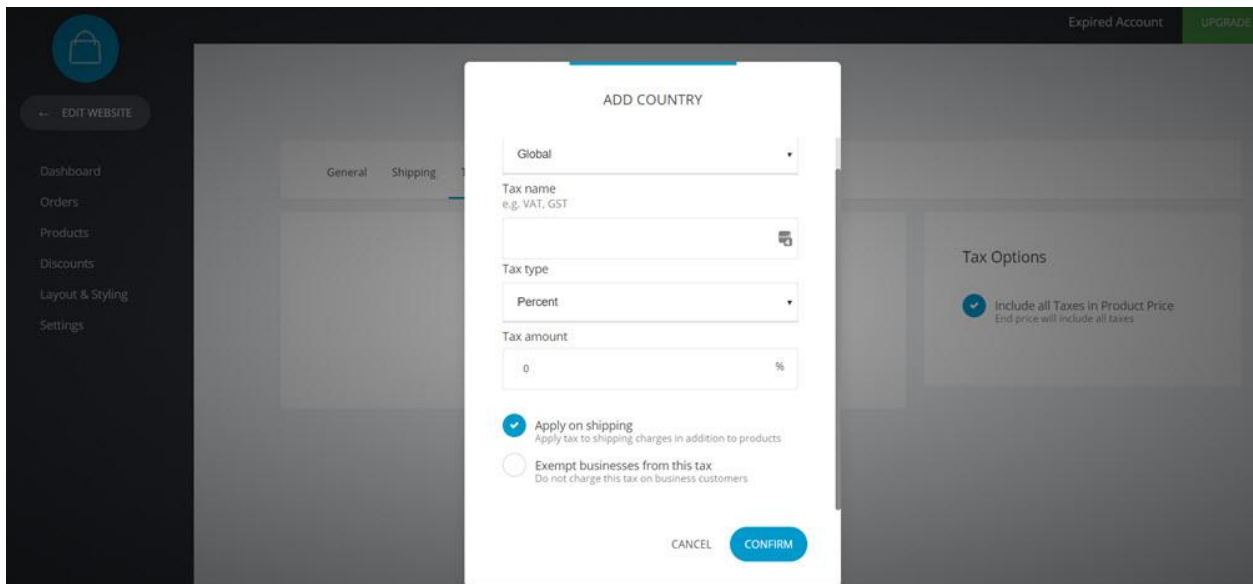


Fig. 39. Tax Option

To add a Country Tax, click on “Add Country” (Fig. 39). Pick a country, then add the type of tax you (VAT, GST, Federal, Sales, Eco etc.). The tax can be based on percentage or flat rate.

If you choose the [Apply on shipping] option, the shipping will be included before the tax is applied.

The [Exempt businesses from this tax] option allows customers to enter business information, so they will not be charged any taxes.

Payment Methods

To add payment methods, click on [Payments] in the “Settings” screen to bring up payment options (Fig. 40).

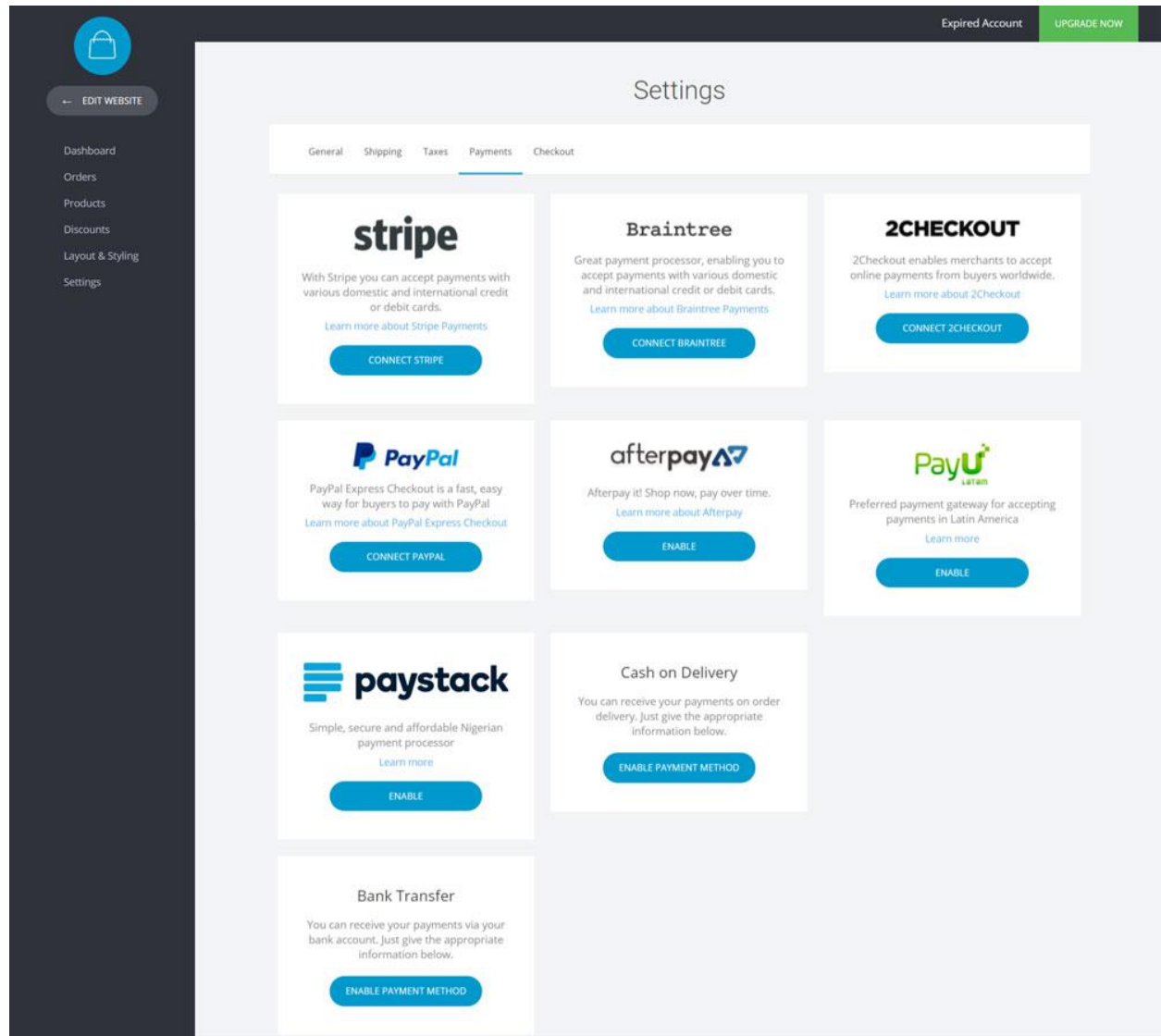


Fig. 40. Payment Options

Currently there is a choice of 6 payment gateway options. With Stripe, Braintree, 2Checkout and PayPal you can process all kinds of credit and debit cards. Each payment gateway charges their own fees.



Note: Simplifyingtheweb.com does not charge transaction fees on any payments.

Stripe

Stripe is one of the leading payment processors on the market. The only disadvantage is that Stripe is not supported in all countries so you might want to check if it's available in yours - <https://stripe.com/global>

To connect Stripe you need to enter the Public Key and Secret Key from your Stripe dashboard.

We recommend that you first enter your test keys and make a few test transactions to verify if everything works fine and then add your live keys.

Braintree

Braintree is a PayPal company and they can be used to accept Credit/Debit cards same as Stripe. To see if your country supports it visit - <https://www.braintreepayments.com/en-bg/country-selection>

To connect your Braintree you need to add a Merchant ID, Public Key and Private Key from your Braintree account.

We recommend that you first have the Test Environment enabled and make a few transactions to see if everything works accordingly.

2Checkout

Similar to Braintree and Stripe, 2Checkout allows you to take payments of 8 different types and 87 different currencies.

To see if your country is supported you can go to - <https://www.2checkout.com/global-payments>

Same as Braintree, you have Account Number, Publishable Key and Private Key + Test environment (sandbox) option to test out a few transactions before you start charging your customers.

PayPal

Adding PayPal is very simple. Just add your PayPal email into the input and you are ready to receive payments.

Same as the others, test it in the test environment to make sure everything works before you start charging your customers.

Offline Methods

Cash on Delivery and Bank Transfer are your offline payment methods for your goods. You can add texts as part of the checkout process and payment instructions after the order is placed as Bank Account number, Swift or just general instructions.

Accept iDEAL Payments Through Stripe

Learn how to start accepting payments with [iDeal through Stripe](#).

Checkout

These settings give you control over your customer accounts, such as enabling customer registrations and whether you make that a requirement, and control over what the customer will see in their account information, such as past orders, billing information etc. You also have control over the form fields for information you want to collect from your customer. The bottom section allows you to either put in a few words for your privacy policy, refund policy and terms of service, and/or link to those pages you may have already created.

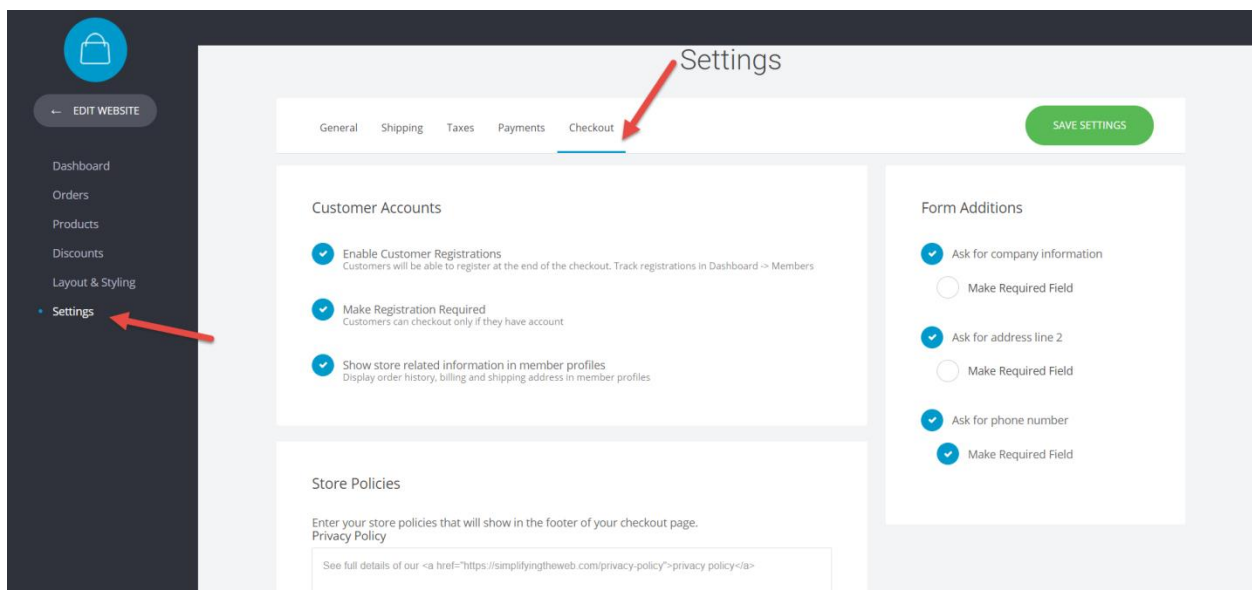


Fig. 41. Checkout Settings

Blog Settings & Layout

The Difference Between a Blog and a Page

Pages are static – they don't change – and they relate to materials that contribute to the overall theme and structure of your website. While a blog post has a title and a content area, like a page, it also has sections for summary and for comments. The blog is frequently changed by the addition of blog posts which are usually shown in chronological order. Each blog post has a corresponding blog RSS (Realtime Syndicated) feed. Blog readers can subscribe to your blog, and have new posts delivered automatically to their inbox which can later be shared out to your social networks.

The blog posts are typically sorted by categories and tags. Blog posts enhance the page material by adding timely and relevant content in a wide variety of formats such as vlogging (video blogging) and podcasting (audio), as well as straight text and images. A blog will normally be showcased within the [Blog] tab within the navigation, or sometimes as individual articles at the bottom footer or right-hand side of the website template.

To Access Blogs

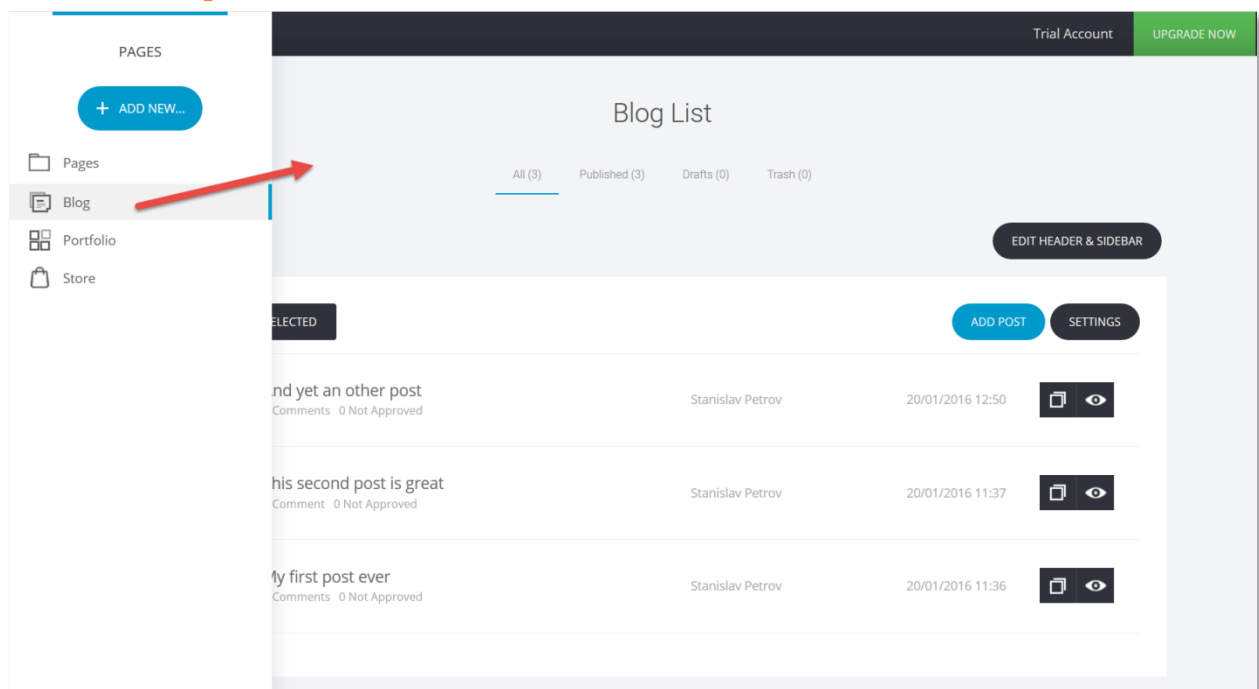


Fig. 42. Accessing Blogs

When you first start out, there are three sample blog posts set up. These can be edited or deleted. Add new posts by clicking the blue [Add Post] button.

Editing Blog Posts

To edit, click on the blog post title to bring up the Blog Post Edit Screen (Fig. 43).

Fill in the summary box (the summary will be displayed on the blog listing page) and add your full content below that. At the top of the screen is a menu of blog features, shown as Image | Gallery | Video | Quote | None. Features can be added or changed by clicking the “+” sign displayed when the feature is clicked, as shown for the “image” section shown in Fig. 43.

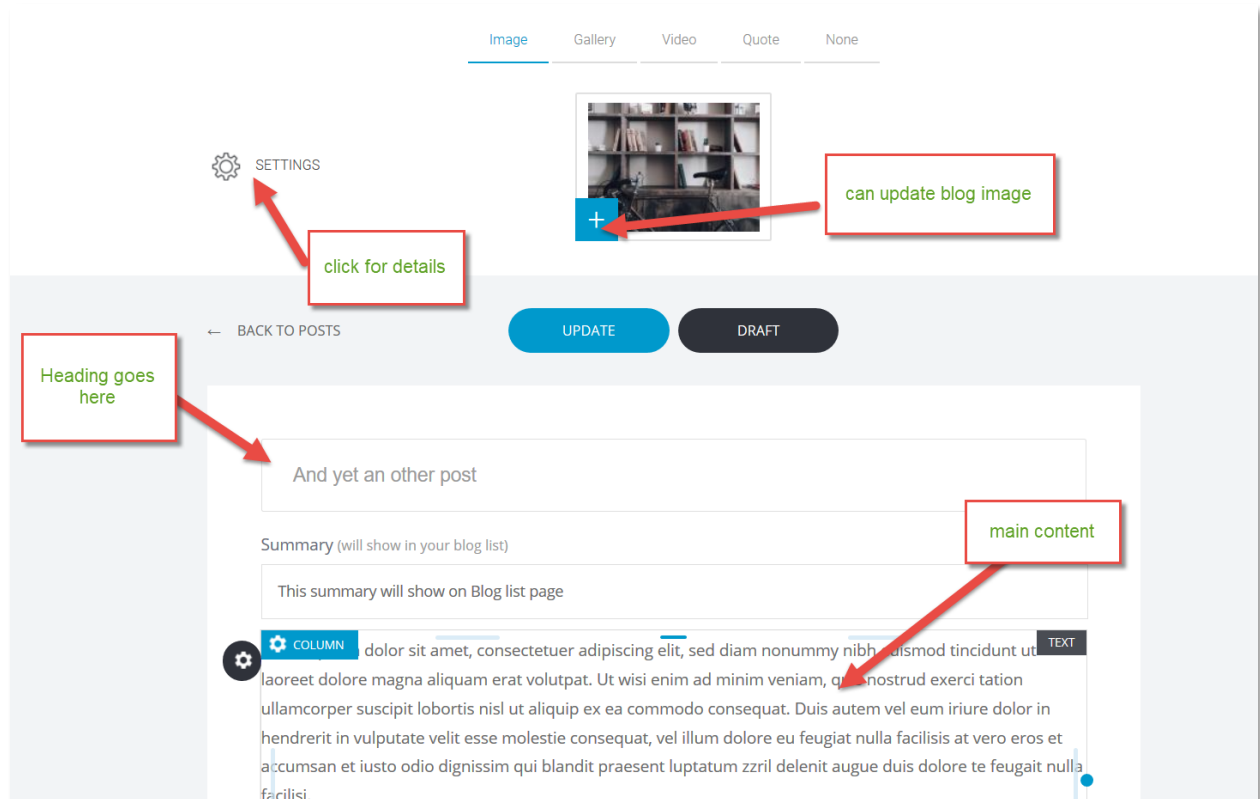


Fig. 43. Blog Post Edit Screen

For blog settings, click the gear icon at the top left of the Blog Post Edit Screen (Fig. 43). This displays the “Blog Settings” screen (Fig. 44). The categories and tags can be found within the blog settings.

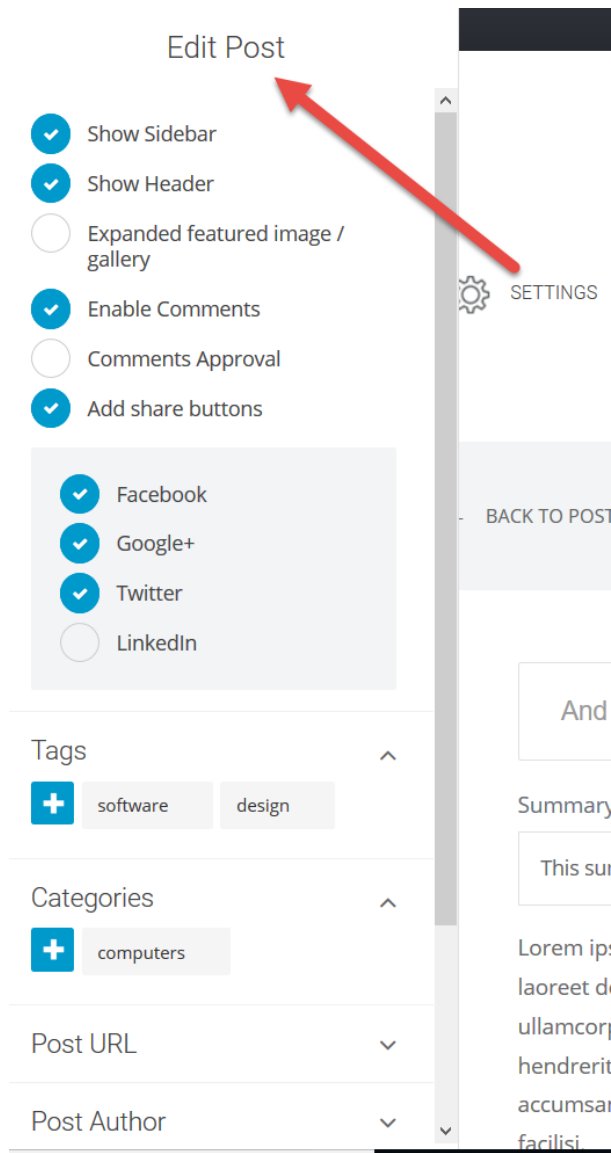


Fig. 44. Blog Settings Screen

Popups

This builder lets you create, edit, and display popups. These are small rectangular screens that overlay your web page when a link is either clicked or hovered with the mouse. They can also be launched by “time on site” or by exiting a site page. Popups are effective for drawing attention to something and directing the viewer to take action. Also, you can avoid loading another page if you use a popup to convey that page’s intended information.

Website Builder Settings

Contributors

You may want to give back-end website access to employees or volunteers who will be adding products, blog posts, etc., and you can do so by adding them as contributors. Once you enter the person's name and email address, an email will be generated from your site, inviting them to be a contributor.

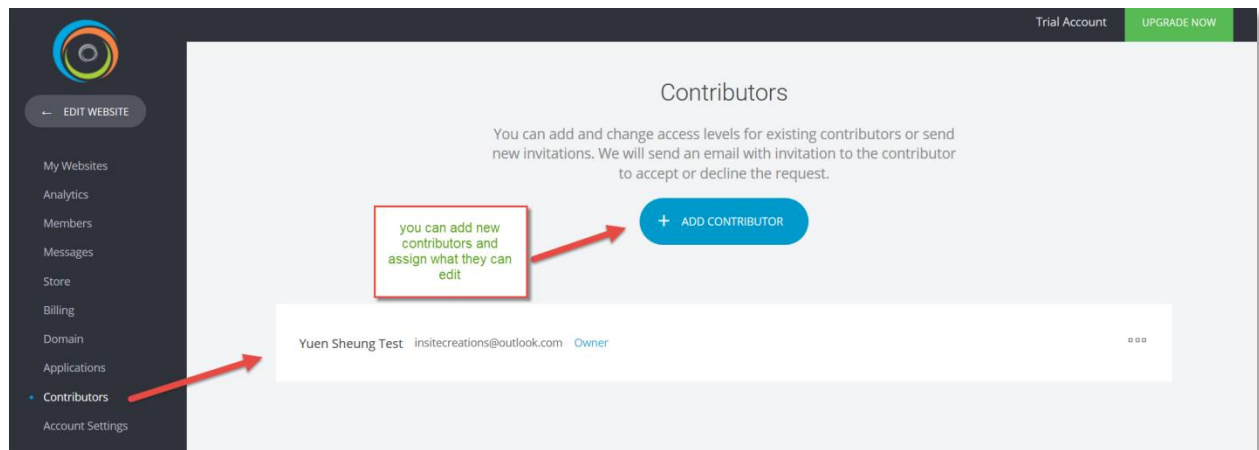


Fig. 45. Adding a Contributor

Applications

There are several applications that you can connect to your website. For example, if you have an email deployment service called MailChimp, you can add the API (application programming interface). If you want to do some remarketing ads, you can enter your Facebook Pixel ID in the application.

Also, you can connect your email server SMTP. This allows you to use your own email hosting service to send out form response emails or transaction emails from your website, as opposed to using the system emails that may get caught up in SPAM. And there are two other auto-responder type applications, GetResponse and ActiveCampaign that you may want to try.

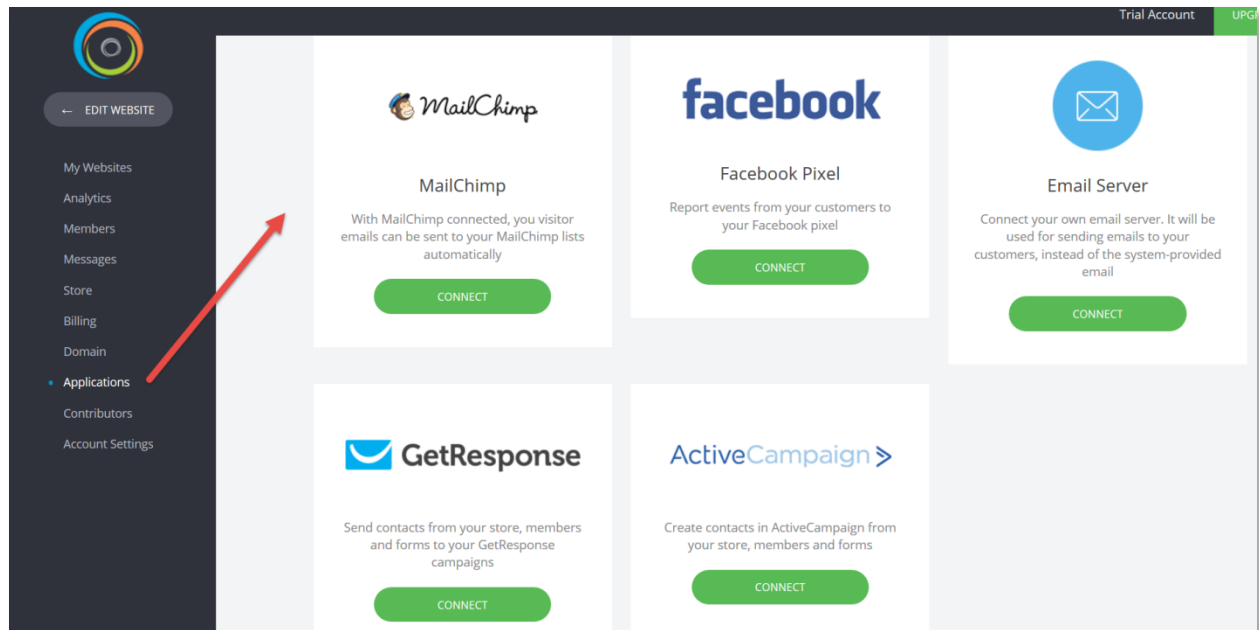


Fig. 46. Applications

MailChimp Integration

To connect MailChimp to your website you need to go to Dashboard and select Applications. After that, click on Connect to open the popup with MailChimp API Key field.

Note: If you don't know your MailChimp API Key, follow these steps to obtain it from MailChimp:

- 1) Login to MailChimp and on the top-right, click on your profile, then click on [Account].
- 2) Click on [Extras], then [API Keys].
- 3) Copy the API Key, then paste it in your MailChimp popup in this website builder, and click on [Save] and [Verify].

Once connected, every form, member or store will have the option to send the client information to MailChimp for your email marketing campaigns.

To send the inputs from a form to your MailChimp lists:

Click on the [Form] widget and then on the [Settings] icon.

When MailChimp is connected, click on the MailChimp Settings button to see all your lists in your MailChimp account => select the list of recipients that are to receive form information.

To get the MailChimp list of fields to match your form fields:

1) Go to your MailChimp -> Lists and select a recipient list. In “Settings”, click on “List Fields” and *|MERGE|* tags.

2) You will see the existing fields. To add more fields, click on “Add a Field”. You will see that there's a field to add a tag name. Copy (in this case MERGE2) and paste it in the settings of the field from which the data is to be sent.

Switching your URL to a Custom Domain

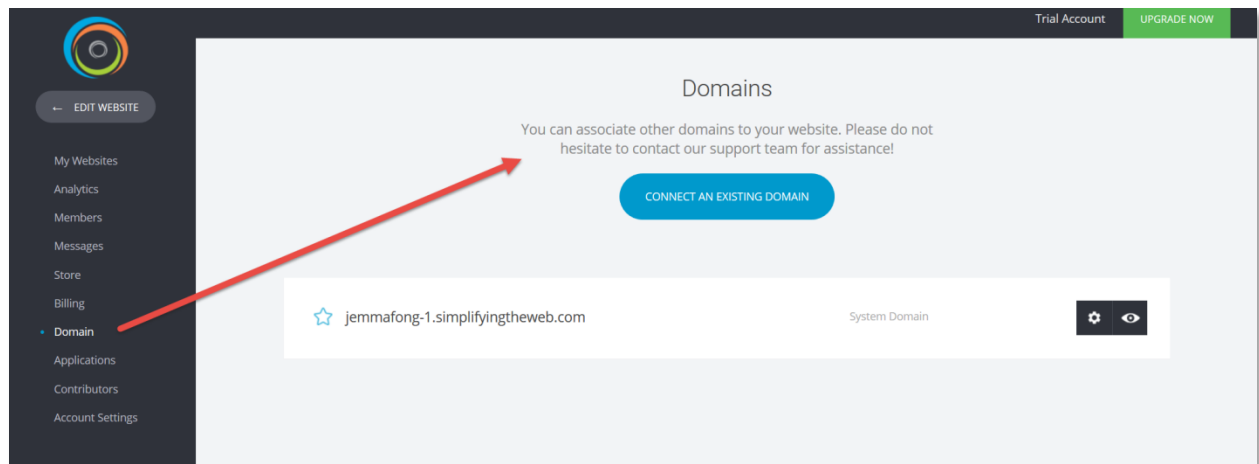


Fig. 47. Domains

When you initially set up your website, your web address is likely structured this way: <https://jemma1.simplifyingtheweb.com> . However, if you already have a custom domain, for example, <https://yourname.com> , this function allows the name servers to point to it.

Note: If you need help with this, please don't hesitate to contact support@simplifyingtheweb.com

Connect Custom Email

To enable your website to send emails from a custom domain (info@domain.com for example) you need to connect an SMTP server to your website.

To do that, go to Dashboard -> Applications and find [Email Server] and click on [Connect].

Then, add the respective settings from your email hosting company in order to connect your mail to the website and allow it to send the emails.

Members Dashboard & Settings

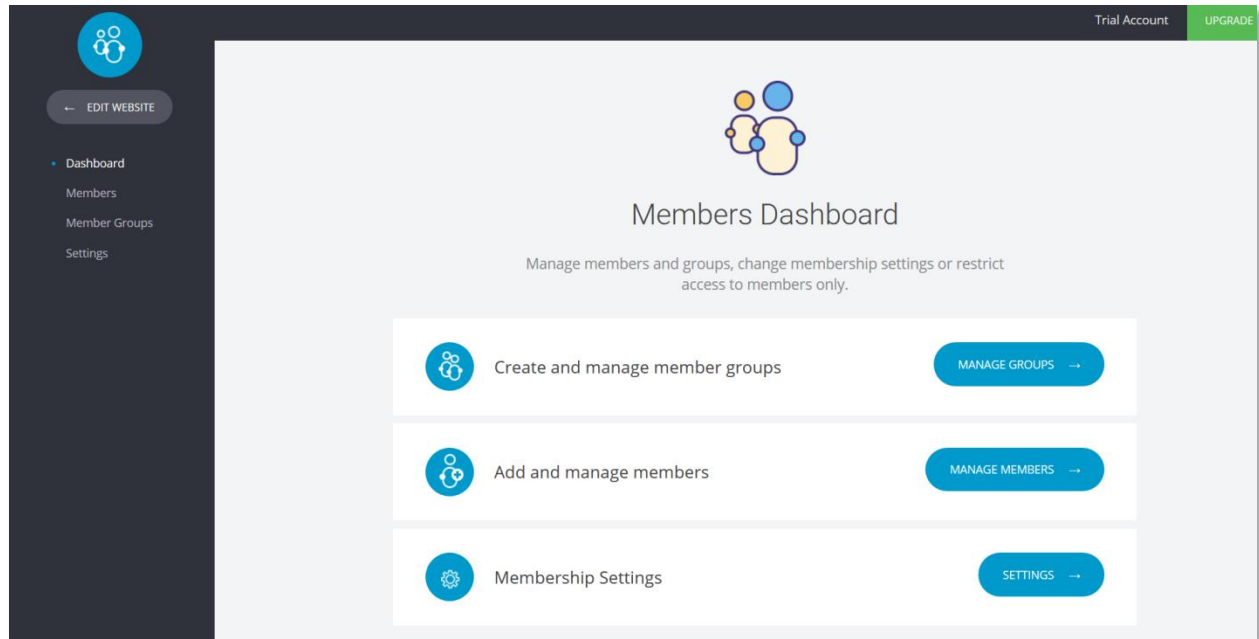


Fig. 48. Members Dashboard

Why Would You Want Members?

Setting up viewers as members allows you to create unique information specific to the members' needs and wishes, housed in certain pages or sections protected for their exclusive use. If you want to upsell, membership is a good special offer.

The Members Dashboard is your launchpad to setting up member groups, adding and managing members within the groups, and membership settings.

Group Settings

You can set up a number of Member Groups, such as Basic, Intermediate, Advanced or whatever you wish to call them. Within each group you can add members. For each member group, you assign a page to which the member is redirected after they log in.

Note: Be sure to create the page first, then you can link to it from this screen.

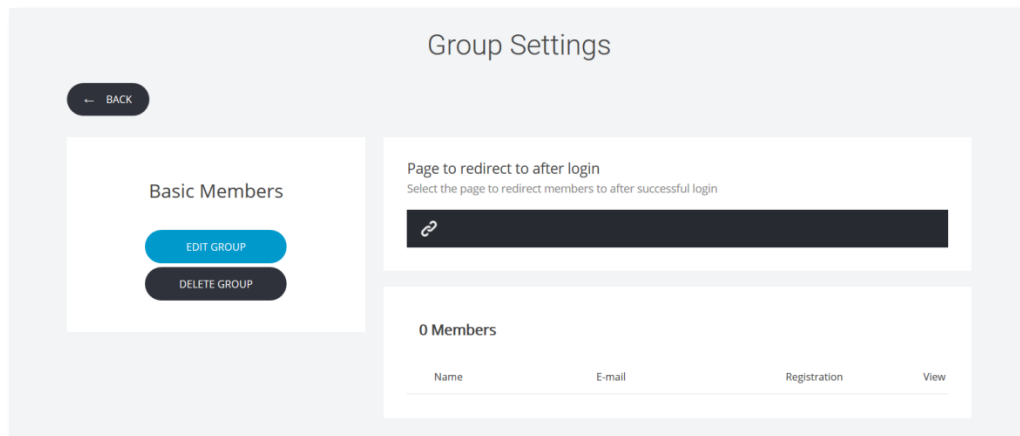


Fig. 49. Member Group Settings

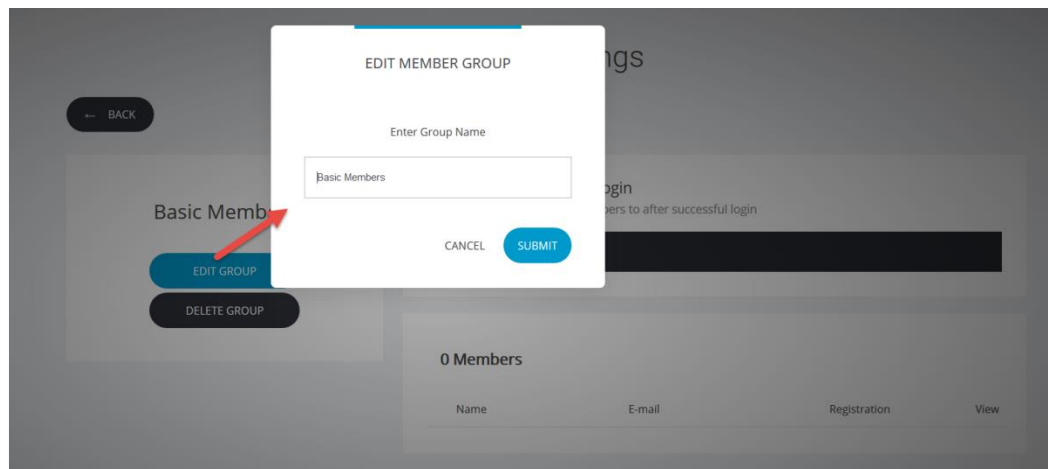


Fig. 50. Editing Member Group

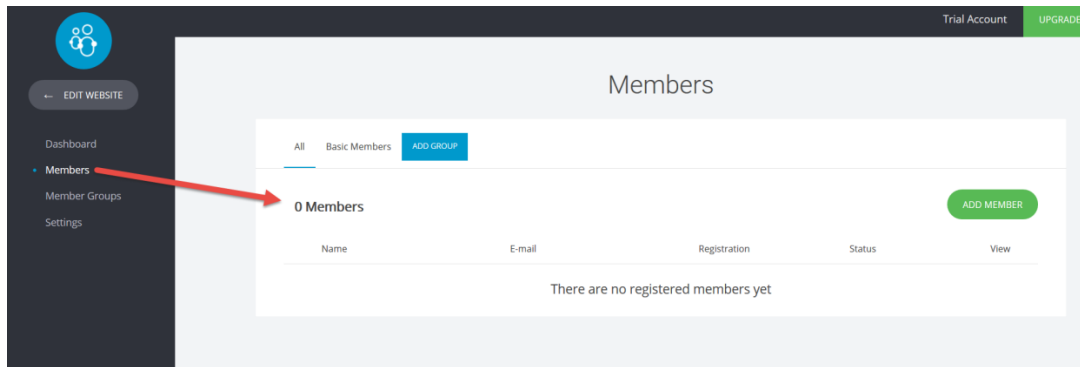


Fig. 51. Member Listings

Member Management / Settings

You need to have control over your membership offerings. For example, you could assign an approval process, or take them to a member-specific page that has a different heading. See Fig. 52 below for how to change the settings through the Members Dashboard.

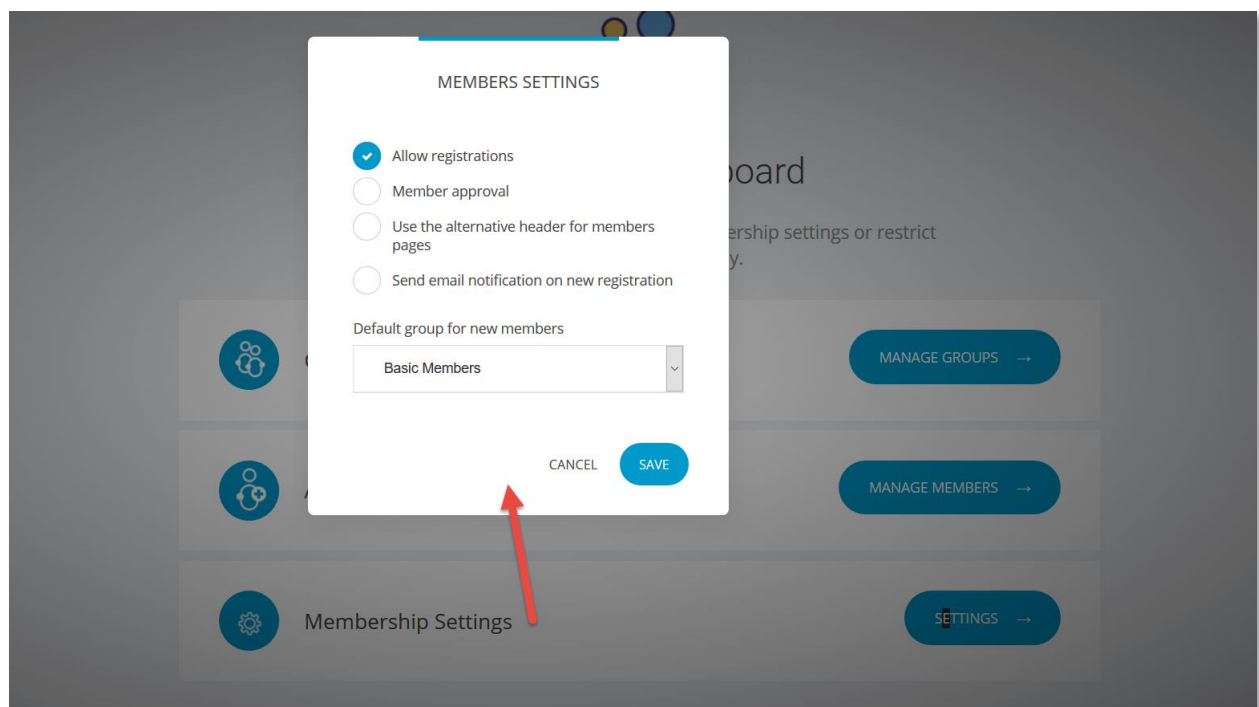


Fig. 52. Members Settings

SimplifyingTheWeb.com Builder Settings

Menu: Gear Icon

The gear icon takes you to most of your overall settings, including Custom Code, Page SEO, Advanced Settings, and File Manager where you can store your image files and other files such as video, PDFs, and spreadsheets.

Note: To reduce the risk of viruses, I recommend that you use sharing programs like Dropbox or Google Drive, rather than uploading raw spreadsheets or word docs.

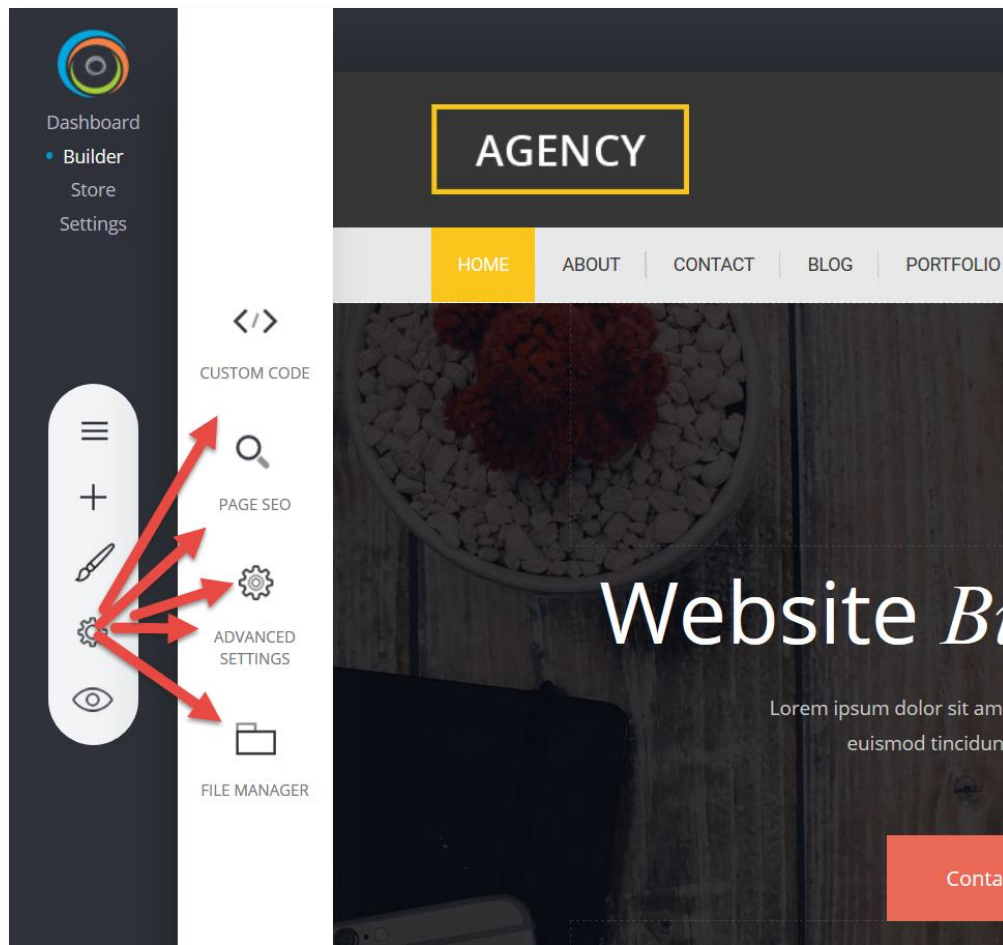


Fig. 53. Website Settings



Advanced Web Settings

WEBSITE SETTINGS

Advanced



WEBSITE TITLE

Enter your website name



FAVICON

Icon for your browser tab
Required dimensions
16x16 or 32x32 (.ico,
.png) format



SOCIAL SHARING IMAGE

Image to display on social
networks when sharing a
page and no other image
is available.

EU COOKIE LAW COMPLIANCE

Show cookie disclaimer to visitors
from the EU

☐ Off

WEBSITE LANGUAGE

Your website language. Also used for built-in texts like
"Cart" or "Login", "Preview", etc

WEBSITE TIME ZONE

This is the local Time Zone for your website. Click to

CANCEL

SAVE

Fig. 54. Advanced Website Settings

Click on the advanced settings [Gear] icon (on the submenu of the main builder menu) to bring up the “Website Settings - Advanced” page (Fig. 54), shown above. Here, you can add your favicon, upload social images, add site title and time zone, and check off your agreement to be compliant with the new EU Cookie policy on your website.

Global Custom Code

If you are an advanced developer, you can easily go into the Custom Code area of the website settings and make alterations/edits to code either globally or specific to the page. This is useful if you want to add meta information or custom JS script for various features.

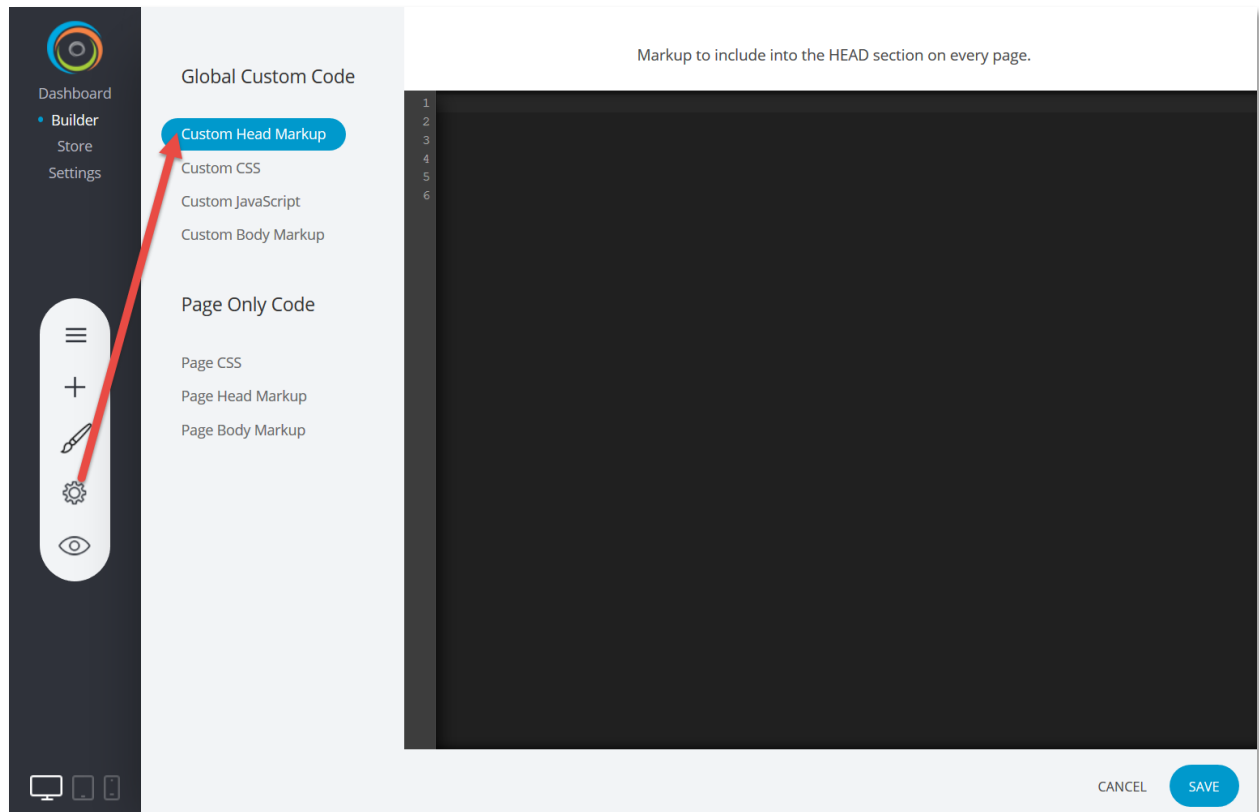


Fig. 55. Global Custom Code

Page Settings & SEO

The “Page Edit” screen (Fig. 56) gives you two options, one to adjust page settings, and the other, to add SEO title and description to your page. Click either [Page Info] or [SEO Info] to navigate to the editing screens.

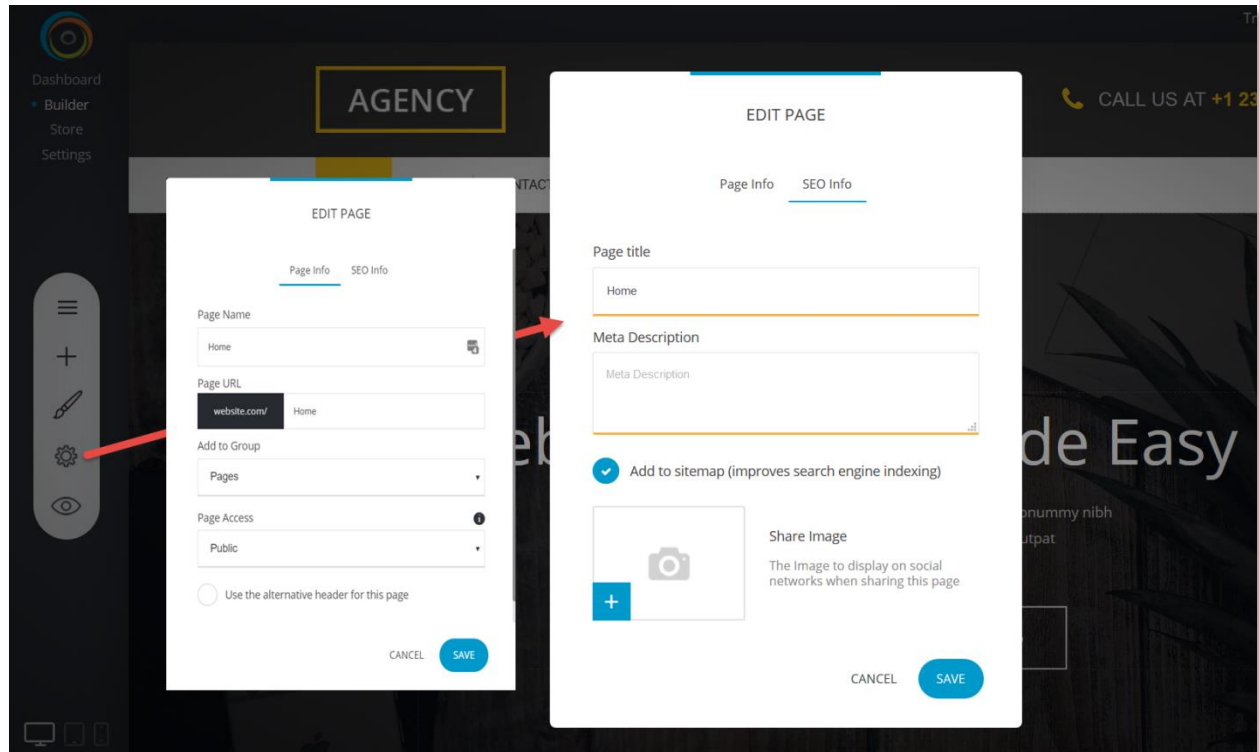


Fig. 56. Page SEO & Page Info

File Manager

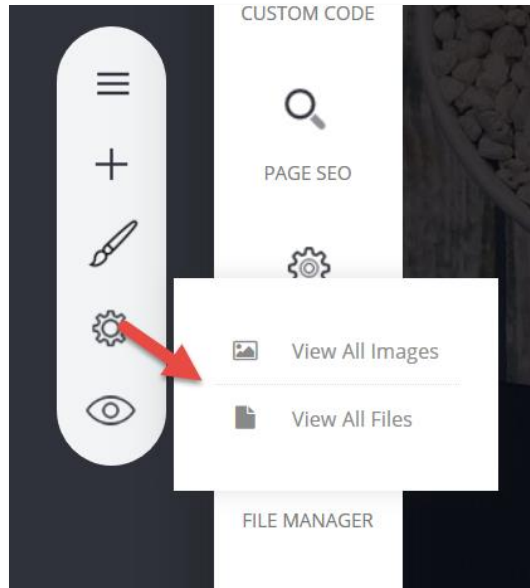


Fig. 57. File Manager

The file manager is where you can upload and insert items into your pages. It accepts .jpeg, .gif, .png, PDF and MP4 files. We typically stay away from files like Word and XLS, as these are known to carry viruses, so we suggest that you link from a sharing platform.

Website Preview

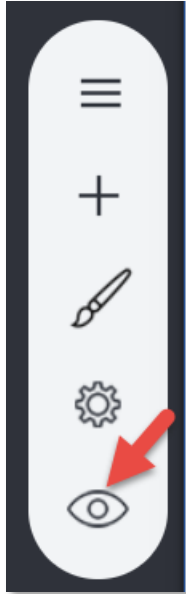


Fig. 58. Website Preview from Menu Bar

The website preview gives you the front-end look of the site. You can click on the device icons to toggle back and forth between desktop, tablet and mobile formats.

To correct something in the mobile view, go into the editor back-end, click on the bottom icons that show mobile, then make your changes. Remember to [Save] after making any changes. If you want to undo a change, just don't [Save].

Forms

Form Settings

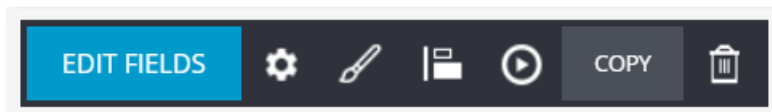


Fig. 59. Form Settings Menu

To bring up the Form Settings menu (Fig. 59), click on the actual form. The [Edit Fields] button takes you to the “Form Fields” page (Fig. 60). Click on the blue “+” symbol to add the fields from which to collect information, including text fields, checkboxes, lists, and more (Fig. 61).

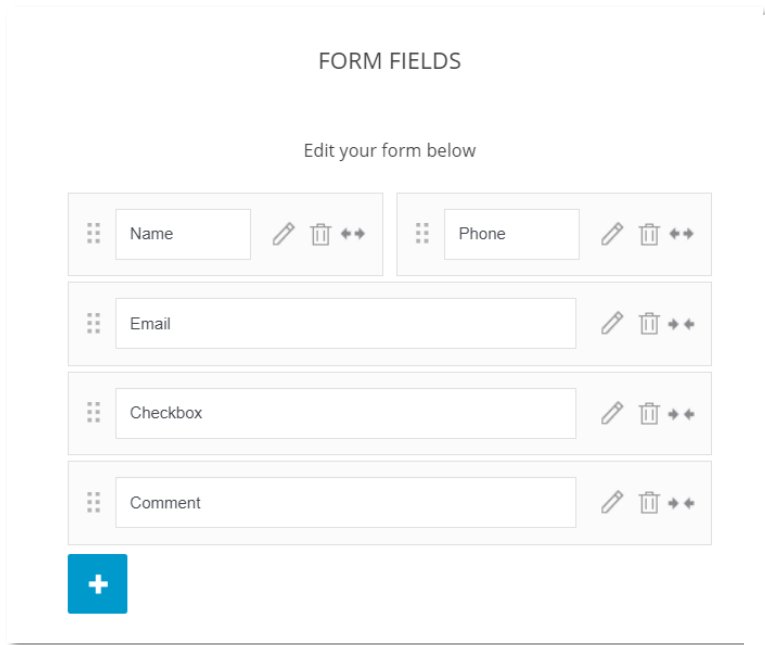


Fig. 60. Form Fields

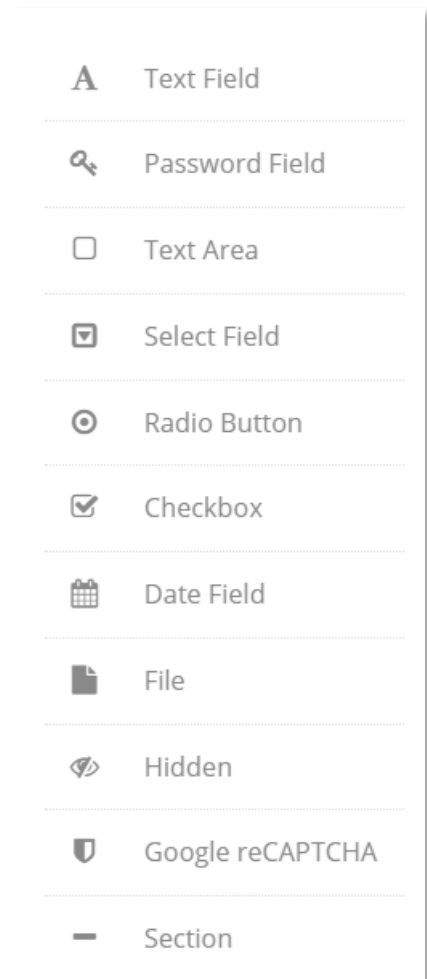


Fig. 61. Contextual Menu from the Form Fields Menu

The Form Settings menu (shown in Fig. 59) contains the gear, paint brush, alignment, and animation icons, as well as those for copying and deleting, and a button for editing. The paint brush icon brings up Form Styling (Fig. 63) to style the form and button. The next icon takes you to alignment settings of the text. The icon with the right-facing arrow is for controlling animation.

It is a good idea to include the Google reCAPTCHA (Fig. 61) to reduce the amount of SPAM you will get.

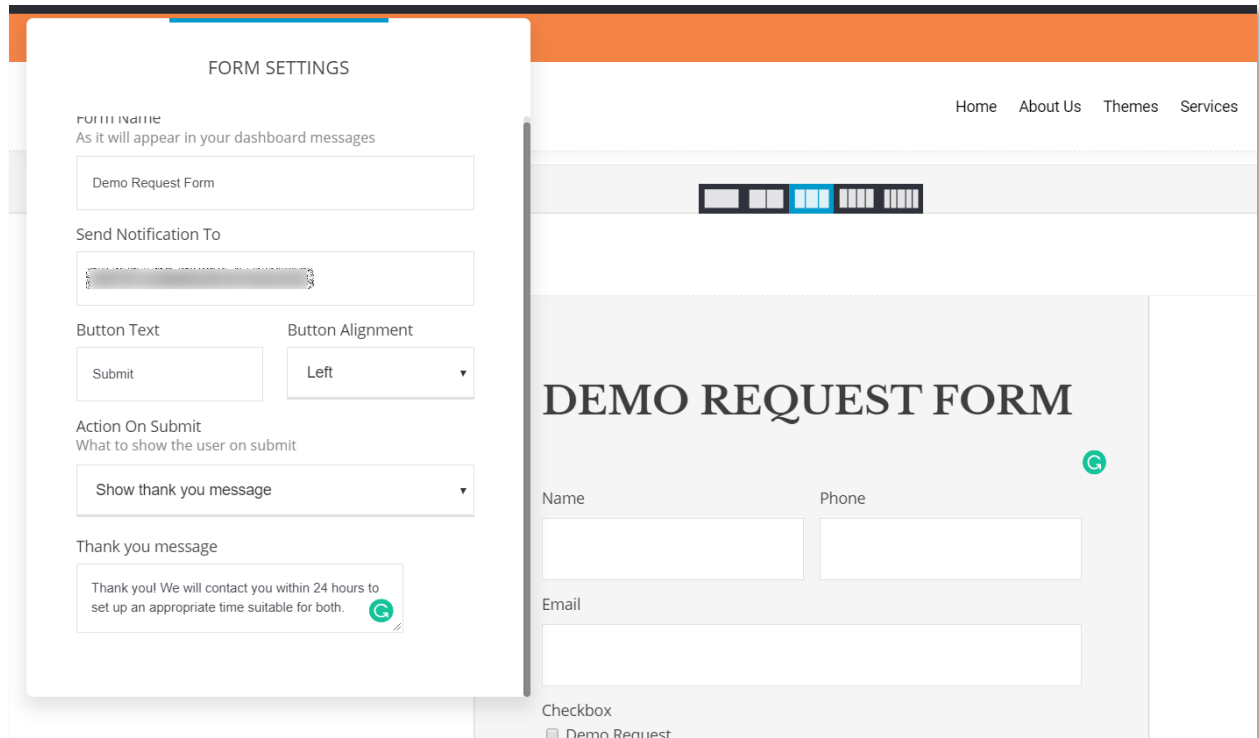


Fig. 62. Form Settings from the Gear Icon of the Form Settings Menu

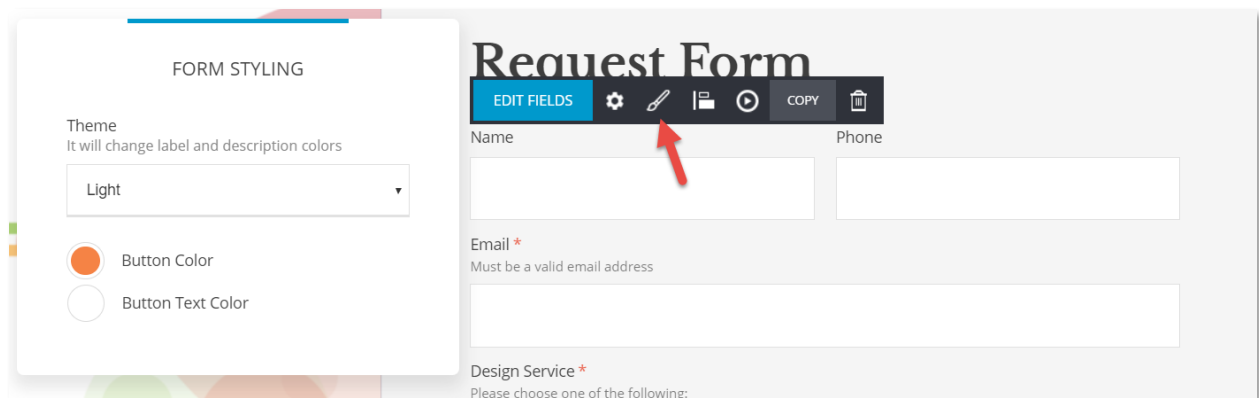


Fig. 63. Form Styling from the Paint Brush Icon of the Form Settings Menu