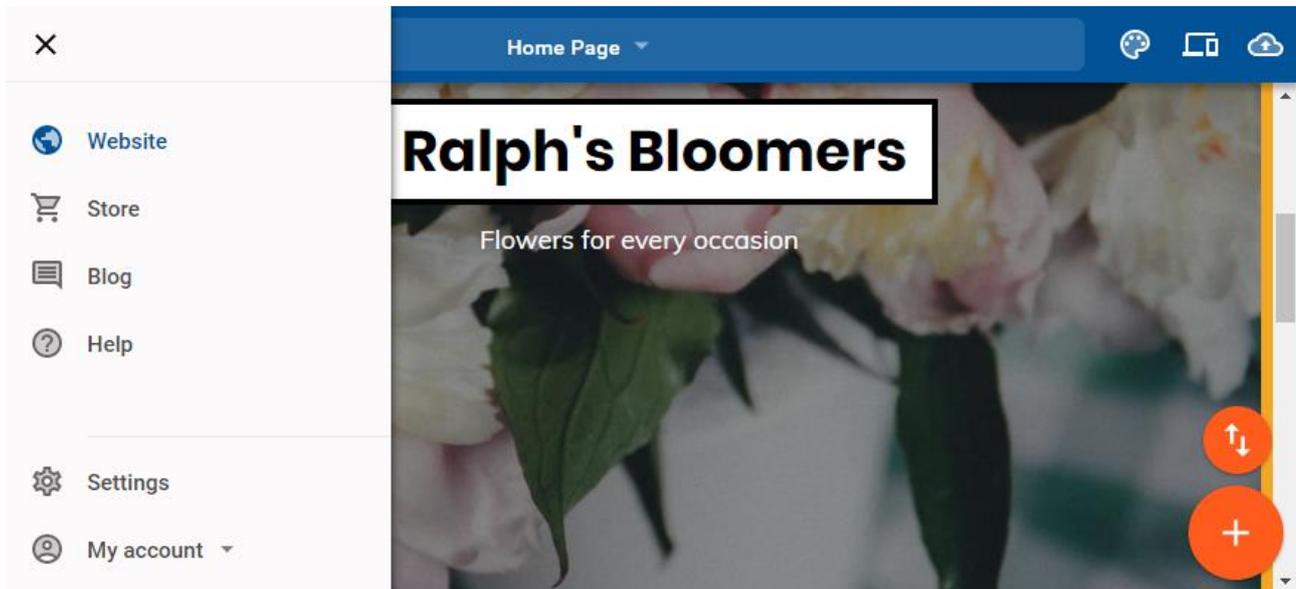


# Website Builder Manual



This is a designed as a definitive guide to all the features and tools available within Website Builder Essential/Complete.

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# Introduction

Website Builder Essential/Complete is a powerful application with a broad selection of features that allow you to create websites without the need to learn HTML language or web design skills. It comes with ready-made templates according to your requirements that can be modified with text and images, allowing you to create a website that suits your needs.

## Getting Started

### Setup Your Site

#### Step 1

When you first log in you will be asked for the title of your website. This will appear at the top of your pages, such as the home page.

What's your website title?  
Ralph's Bloomers

#### Step 2

Click the dropdown for *What you will use your website for* and select the most appropriate option. If the descriptive options are not suitable then you can select *Other*.

What will you use your website for?  
Choose an option



Promoting your business

Creating a portfolio of work

Selling online



Promoting an event

Other

Testing the sitebuilder

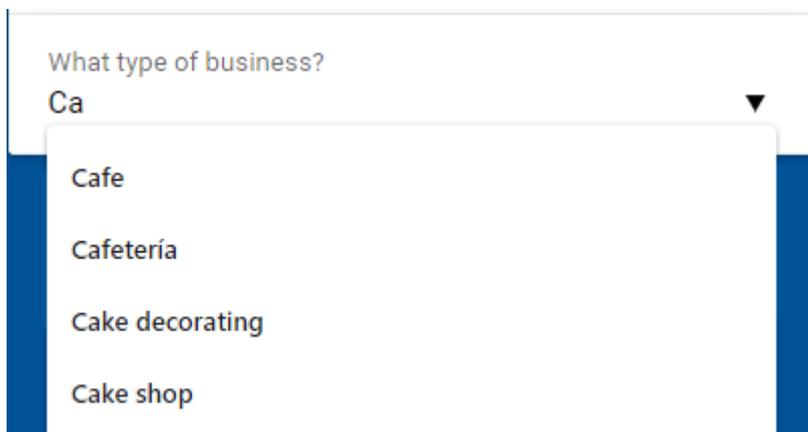
## Step 3

Select the *category* which will best describe the content of the site. If you selected *Testing the sitebuilder* or *Other* in Step 2 you will not have a set of options at this stage.

What type of business?

Ca ▼

- Cafe
- Cafeteria
- Cake decorating
- Cake shop

A screenshot of a web form. At the top, it says "What type of business?". Below that is a dropdown menu with "Ca" and a downward arrow. The dropdown is open, showing a list of options: "Cafe", "Cafeteria", "Cake decorating", and "Cake shop". The form has a blue border and a blue vertical bar on the left side.



**Quick tip:** The category selected at this stage determines which basic template your website will start with.

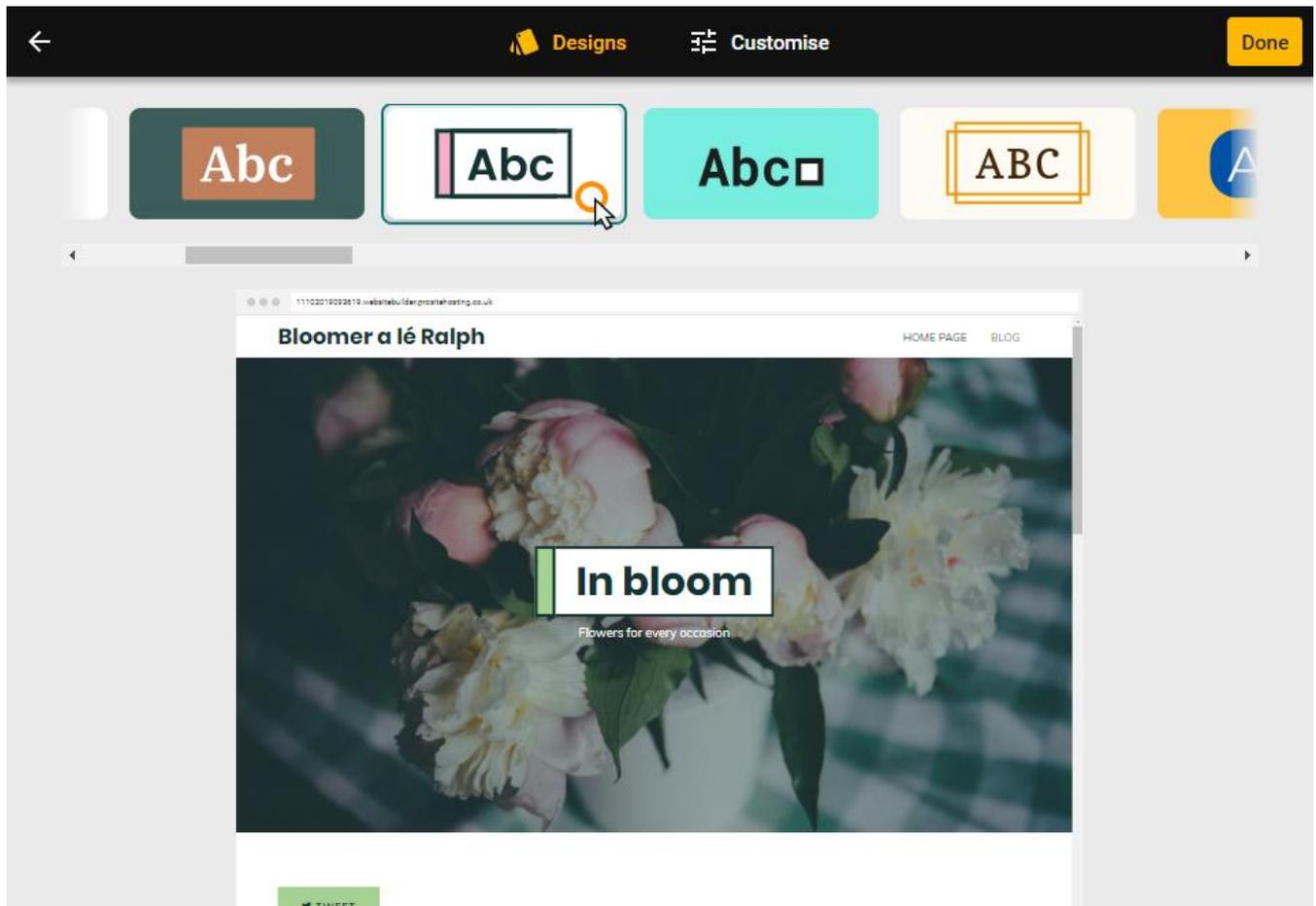
## Step 5

Once you are happy with the options you have selected, click **Continue** to proceed to select the design of the site.

The screenshot shows a form with a blue header and a white body. The header text is "Your great website starts here". The form contains three input fields: "What's your website title?" with the text "Ralph's Bloomers", "What will you use your website for?" with a dropdown menu showing "Selling online", and "What type of products are you selling?" with the text "Florist". At the bottom of the form is a large yellow button labeled "CONTINUE" with a hand cursor icon pointing to it.

## Step 6

You can select from several designs. Click on a *Design*, as indicated below, to preview how it would look on your site.



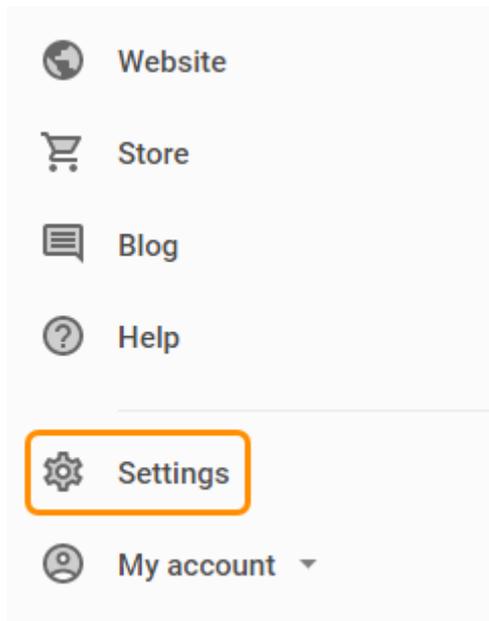
**Quick tip:** If you want to try another theme then you can press the back button in your browser to return to the previous page and select different options.

Once you have found a design that you are happy with, click **Done** in the top right to apply the *Design* to your site. You will be taken to the site editor and can start creating your new site.

## Complete Your Site Profile

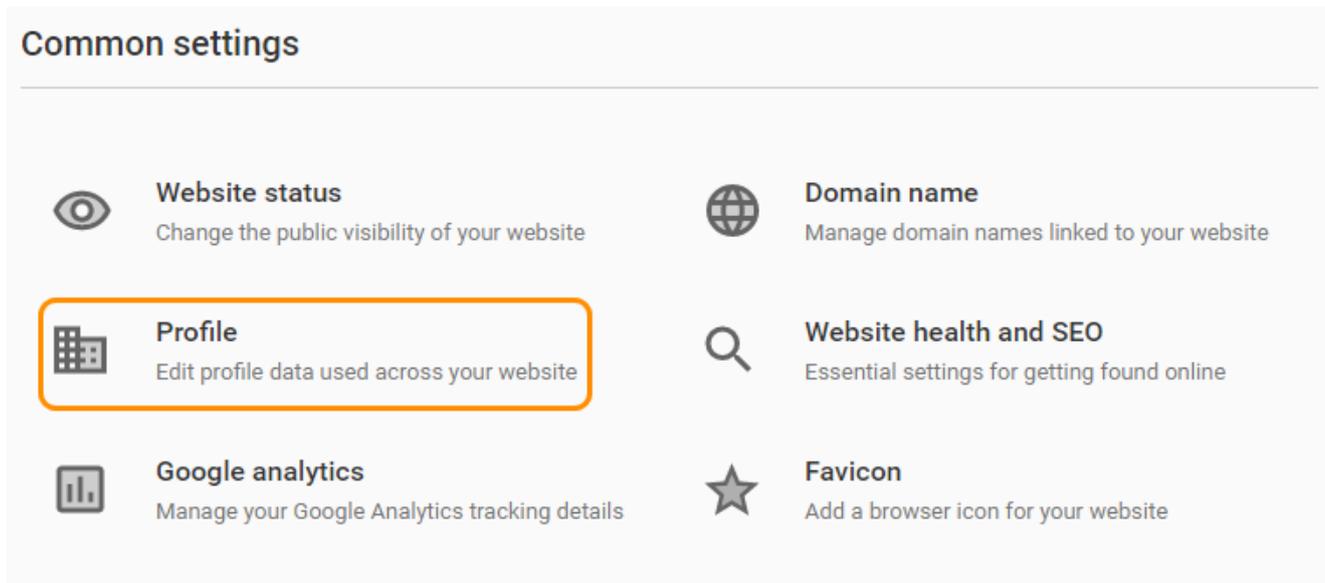
### Step 1

Click **Settings** from the main menu.



## Step 3

Select **Profile** from the list of *Common settings*.



## Step 4

You can add a logo to your site on this page by dragging and dropping a file from your local machine or clicking **Choose an image** and then selecting an image using the pop-up box.



## Step 5

Click the **Basic Information** tab and fill in the details on the page.

- **Business name:** Fills in the name of your site in the header, as well as filling the "site\_name" metadata. This metadata is not visible to you but is visible to Google and other search engines.
- **Headline and Strap line:** These will appear at the top of your home page.
- **Company Description:** This may appear in the header or footer of the site depending on your chosen template.
- **Copyright:** The date of your copyright (if applicable).
- **PayPal account email:** The email address of the PayPal account you want to use.
- **Currencies:** Select the currency that you want to use.

Business name	Headline
Ralph's Cheese Emporium 	The cheesiest of cheese
Strapline	
this side of Cheeshire	
Company Description	Copyright
Selling delicious cheese since 1999	2017
PayPal account email	Currencies
ralph@ralphsdomainname.com	British Pound 

## Step 6

Optionally, you can fill in the contact details that you want to be displayed on your contact page. To do this, click the **Contact Details** tab and fill in the details on the page.

- **Email:** Enter your contact email address.
- **Country:** Enter the country that you want to be displayed on your contact page.
- **Address:** Enter the postal address that you want to be displayed on your contact page.
- **Postal code:** Enter the postcode that you want to be displayed on your contact page.
- **Phone:** Enter your contact phone number.
- **Twitter:** Enter your twitter username.
- **LinkedIn URL:** Enter the LinkedIn URL that you want to be displayed on your contact page.
- **Facebook URL:** Enter the Facebook URL that you want to be displayed on your contact page.
- **RSS Feed:** Enter the URL of an RSS feed that you want to be displayed on your contact page.
- **Instagram:** Enter the URL of the Instagram profile that you want to be displayed on your contact page.

- **Pinterest:** Enter the URL of the Pinterest profile that you want to be displayed on your contact page.
- **YouTube Page URL:** Enter the URL of the YouTube channel that you want to be displayed on your contact page.
- **Vkontakte URL:** Enter the URL of the Vkontakte page that you want to be displayed on your contact page.

## Step 7

Once you have entered your information click **Save** in the top right of the screen.

# Adding Content

To add content to your site you will need to ensure that you are in the *Site Editor*. When logged into Website Builder click the three lines in the top left corner to expand the menu.

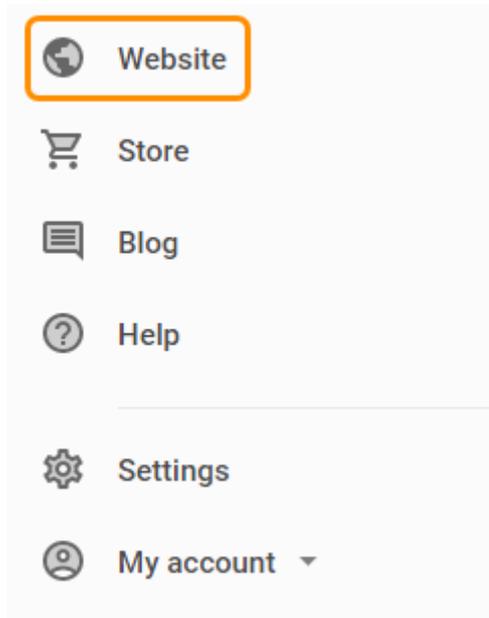


Next to this icon will be the title of the website builder section you are currently in.

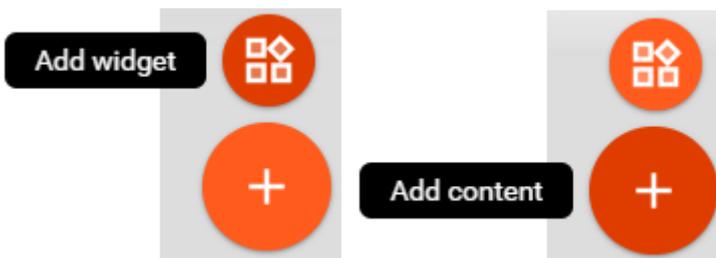
From the expanded menu, on the left, the area of the website builder you are currently in will also be blue instead of grey.



If you are not already on the *Site editor*, click **Website** from the menu on the left.



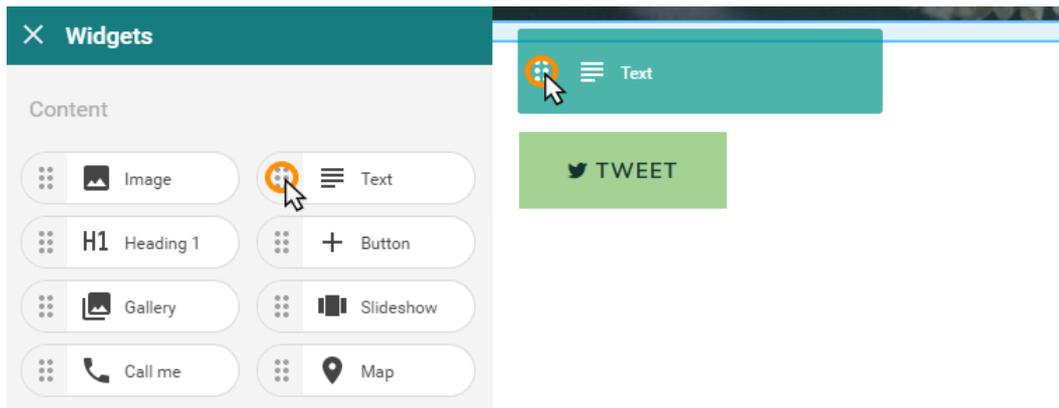
You will now be in the *site* editor and from here you can manage the content on your pages and add new content using the *Add widget* and *Add content* buttons.



Both contain the same elements and features with some differences.

*Content* contains many preset layout and appearance options but these can only be placed in a *Section* of the page. *Widget* contains basic versions of the elements, these can be customised and more freely moved and placed around the page; this documentation will detail the processes using widgets.

To add any widget to a page, click the *Add widget* button, scroll to the relevant section and then drag the desired widget onto the page where you want it to appear.



**Quick tip:** The appearance of certain widgets and content will be based on your theme and [site style](#). If you are not happy with the theme the Website Builder has selected then you can [reset](#) the site and complete the initial setup again.

If you add the wrong widget or content then you can [delete](#) elements from your pages. If it has just been placed in the wrong location then you can [move widgets and content](#) around the page.

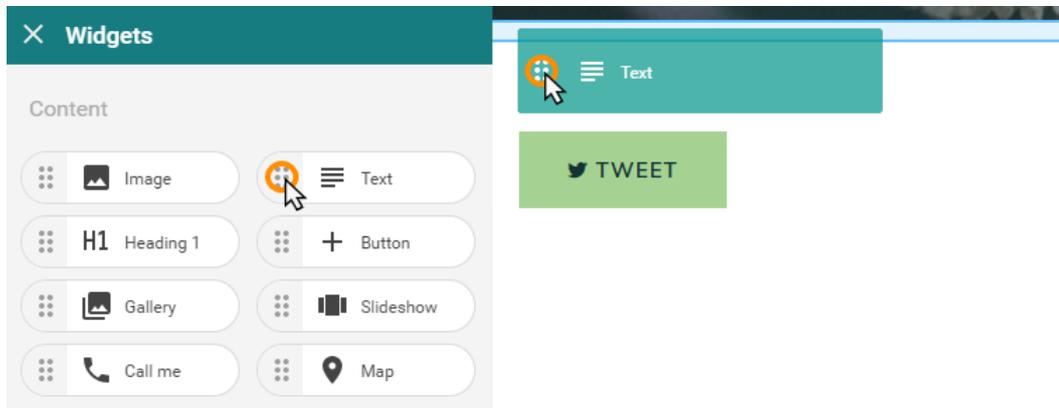
## Text

### Adding Text



**Note:** Some software (such as Microsoft word) will add hidden formatting code to your text. If want to copy and paste text into your website, make sure that you "Paste as Plain Text".

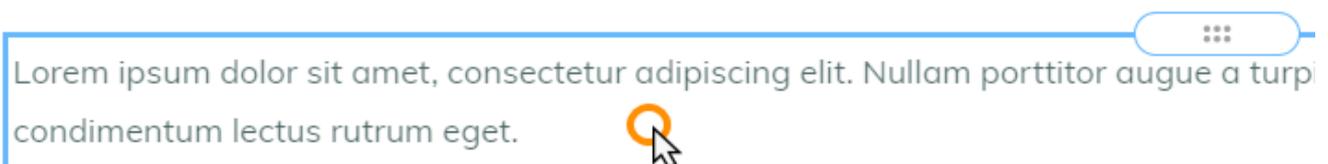
In the widget menu, from the *Content* section, drag the **Text** widget onto the section of the page where you want to add text. A new text box will appear where you drop it.



## Editing Text

### Step 1

Click the text widget you want to edit to open the text editor.



### Step 2

Make any changes that you want to the text. You can type into the box provided and once you are happy with the content, click outside of the box to apply the changes.



Welcome to **Ralph's Bloomers**. This is a friendly space for information and discussion about flowers of

## Formatting Text



**Quick tip:** This section will show you how to change the formatting of one text widget. To change the styles of text across your site please see [Fonts](#)

Click the text widget you would like to format.



Select the text you would like to re-format and choose how you would like to reformat the text using these options detailed below within the text editor.



1.Bold

2.Italic

- 3.Add Link
- 4.Font Colour
- 5.Format
- 6.Increase Font Size
- 7.Decrease Font Size
- 8.Align Left
- 9.Align Centre
- 10.Align Right
- 11.Justify Text
- 12.Unordered List
- 13.Ordered List

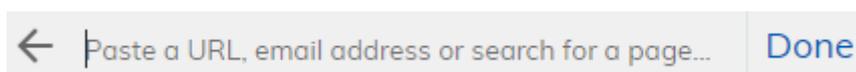
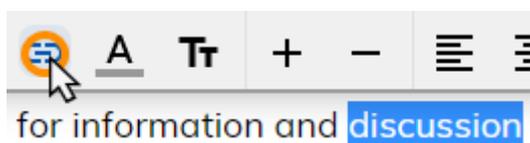
## Creating Links

### Step 1

Click the text widget that you want to create a link in and highlight the text that you want to turn into a link.

### Step 2

Click the **Add link to** icon and in the field provided you can enter a URL, email address or page on your site to link to.



An external page:

Enter the *URL* into the field to create a link to an external page.



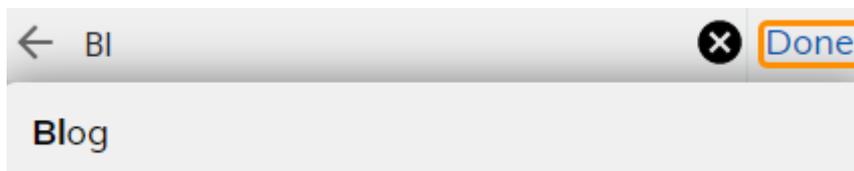
An email address:

Enter the *email address* you want the link to use in the field provided.



A page on my site:

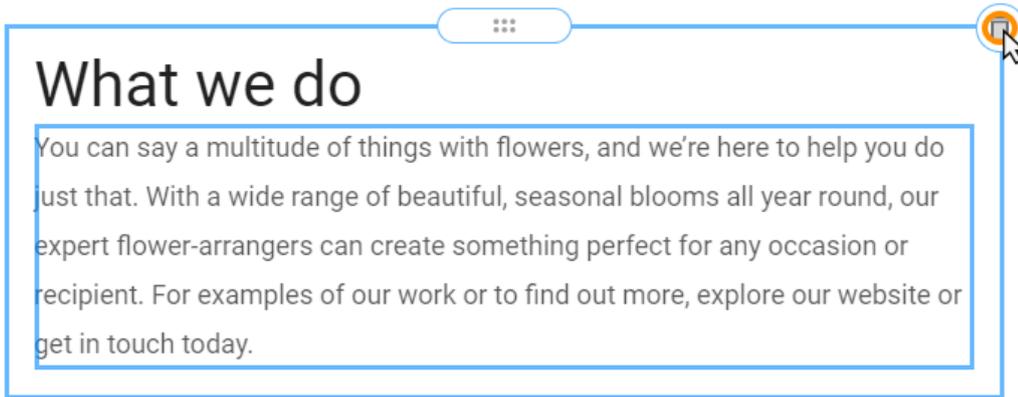
You can enter the exact name of a page on your site to add a link to it. If you start typing the *Add link to* tool will give you auto-complete options.



Once you have entered the URL, email address or name of the page you want to link to, click **Done** to create the link.

## Removing Text

Hover over the text widget that you want to remove and a delete icon will appear in the top right corner of the box. Click this icon to delete the text widget and remove the text from the page.

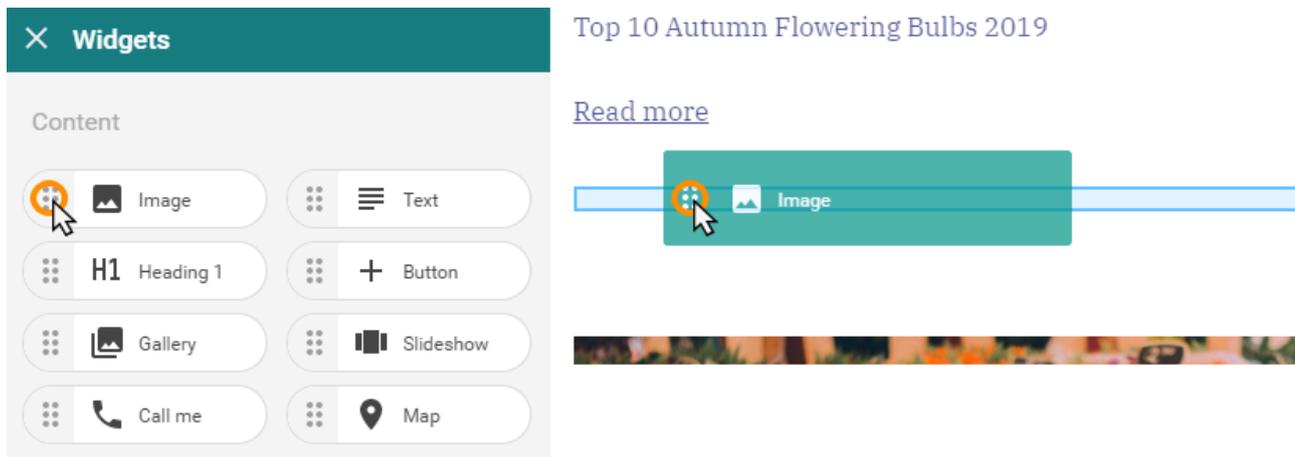


# Images

## Adding Images

### Step 1

In the widget menu, from the *Content* section, drag the **Image** widget onto the section of the page where you want to add text. An image will appear where you drop it.



### Step 2

Click the image widget on the page and select *Add new image* or *Choose from recent*. You can either [upload a new image](#), select from recent images, select Facebook to upload a picture from your Facebook profile or the Stock image option to pick from Website Builder's library of stock images.

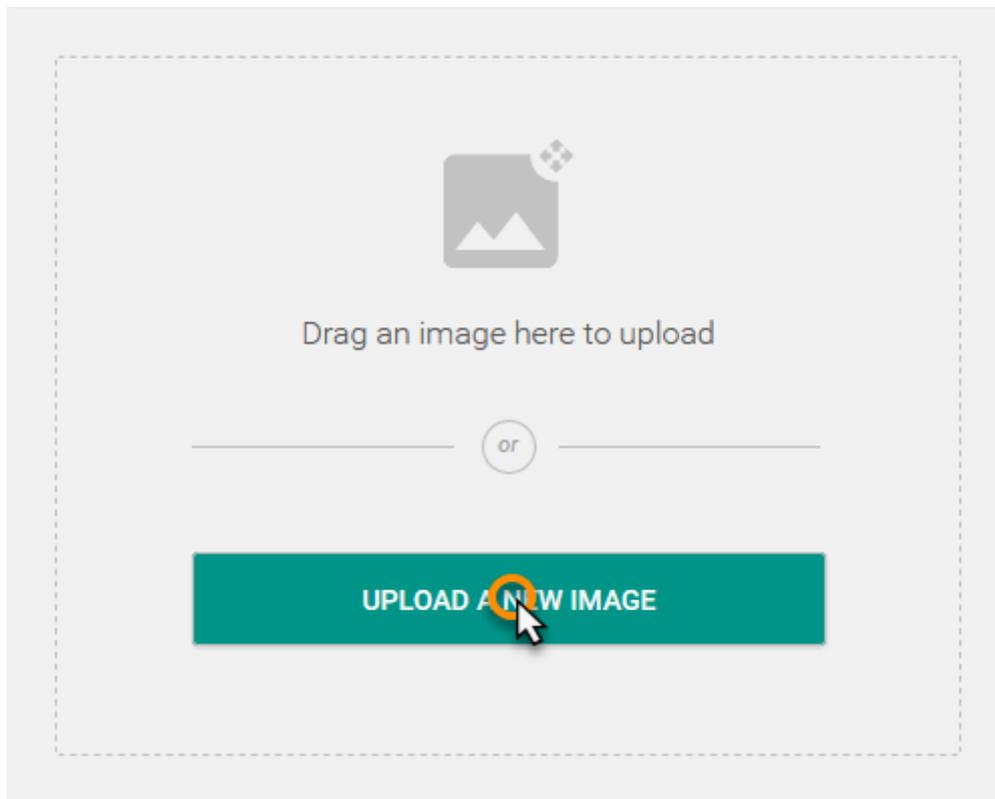
## Uploading Images

### Step 1

Click the image widget on the page and select *Add new image*.

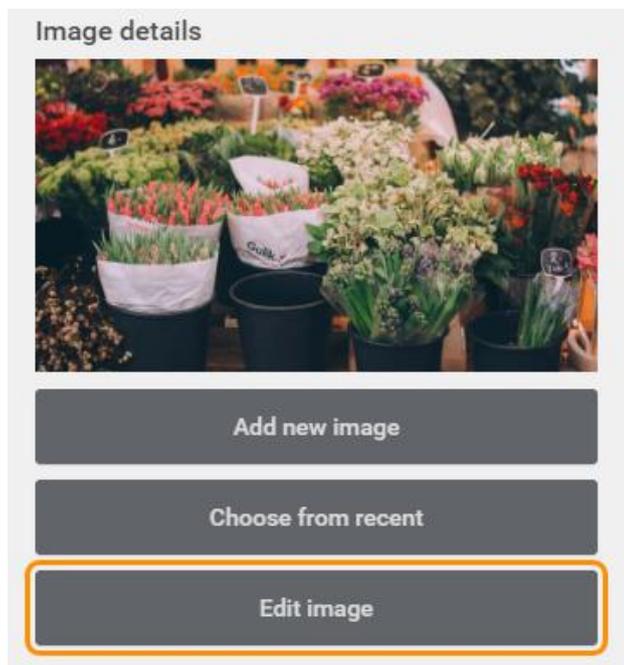
### Step 2

You can either drag and drop a JPG or PNG image from your computer into the window or click **Upload A New Image** to upload your image manually.



## Editing Images

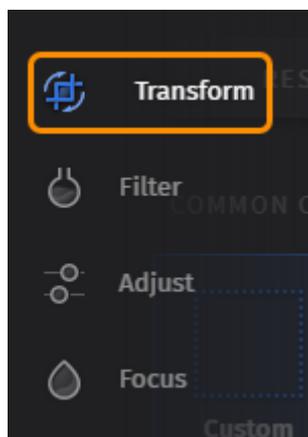
To make changes to an image click an image widget on a page to open the settings window and select **Edit image**. This will bring up the *image editor*.



### *Image editor: Transform*

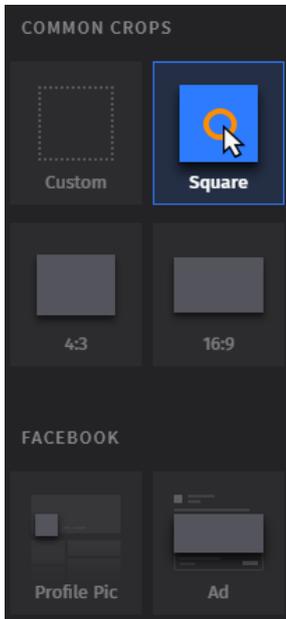
## Step 1

Open your image in the *image editor* and select **Transform** from the menu on the left-hand side.

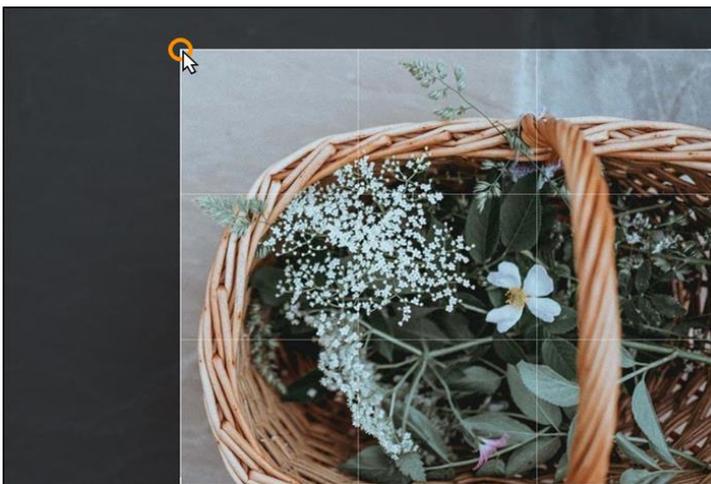


## Step 2

You can select from several preset *crops* from the pane on the left-hand side.



Or you can select *Custom* from this pane. You can then drag the corners of the overlay on the image in the right pane to crop the image as required.



## Step 3

You can use the tools at the bottom of the right pane to further transform the image.



1. Flip Horizontal
2. Flip Vertical
3. Rotate Image
4. Rotate 90° Left
5. Rotate 90° Right

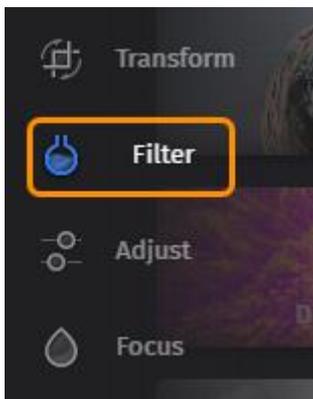


**Note:** The rotate image utility above is a slider. This allows you to rotate the image to the desired degree in either direction, instead of just 90° left or right.

## ***Image editor: Filter***

### **Step 1**

Open your image in the *image editor* and select **Filter** from the menu on the left-hand side.



### **Step 2**

Select a *filter* from the options available in the pane on the left-hand side.

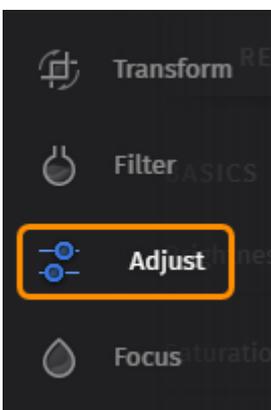


You can then use the slider on the selected *filter* to adjust the filter opacity.

## ***Image editor: Adjust***

### **Step 1**

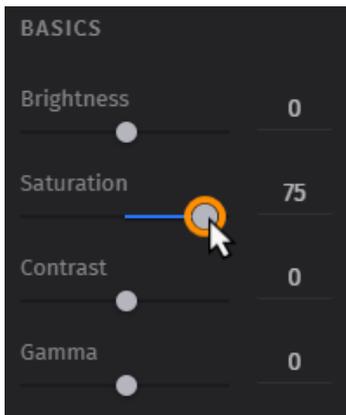
Open your image in the *image editor* and select **Adjust** from the menu on the left-hand side.



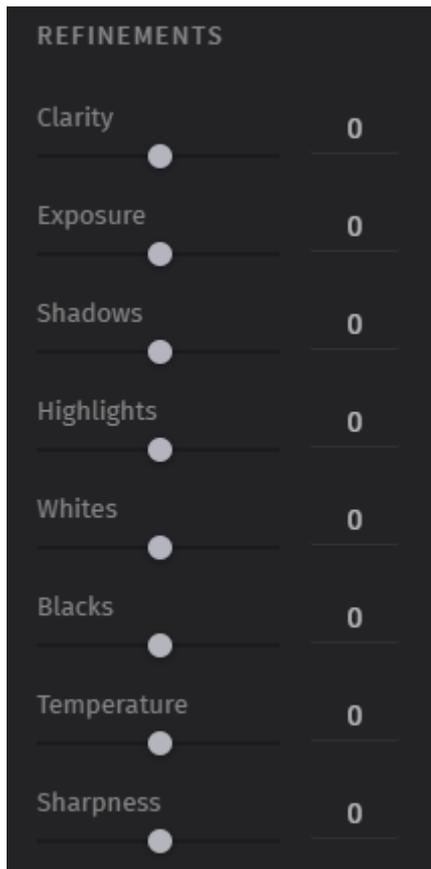
## Step 2

From the options available you can make various adjustments to change the look of the image with basic settings such as *brightness*, *saturation*, and *contrast*.

You can drag the sliders to make adjustments or type in the desired values.



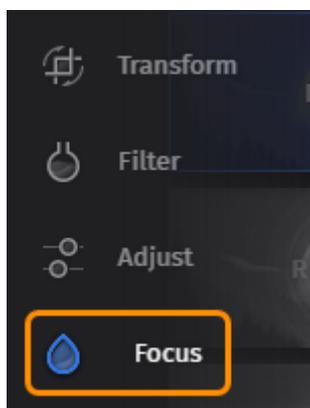
There are also some more advanced *Refinements* to allow you to further adjust the look of the image.



## ***Image editor: Focus***

### **Step 1**

Open your image in the *image editor* and select **Focus** from the menu on the left-hand side.



### **Step 2**

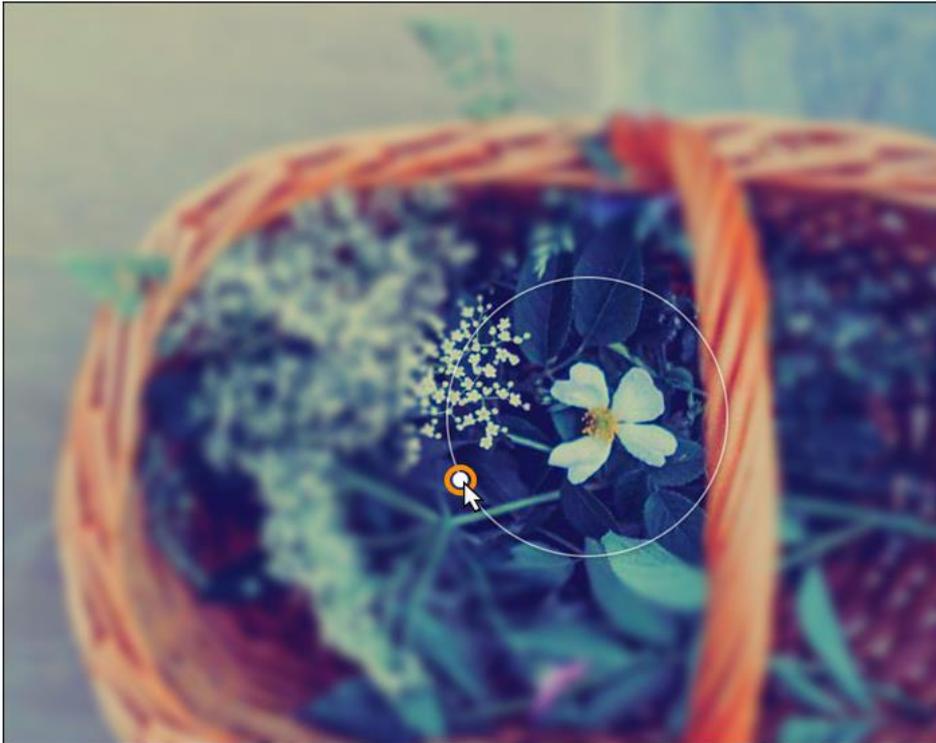
You can select from the *focus* options available in the left pane of the *image editor*. These change the focus of the image by blurring parts of the image.



You can then use the slider on the selected *focus* option to adjust the intensity of the blur.

### Step 3

In the pane on the right, you can drag the *focus* area to change the point of focus.

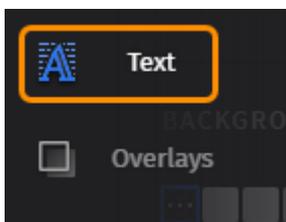


You can also drag the circle on the edge of the focus area to change the size and with certain focus options the shape, of the focus area.

## ***Image editor: Text***

### **Step 1**

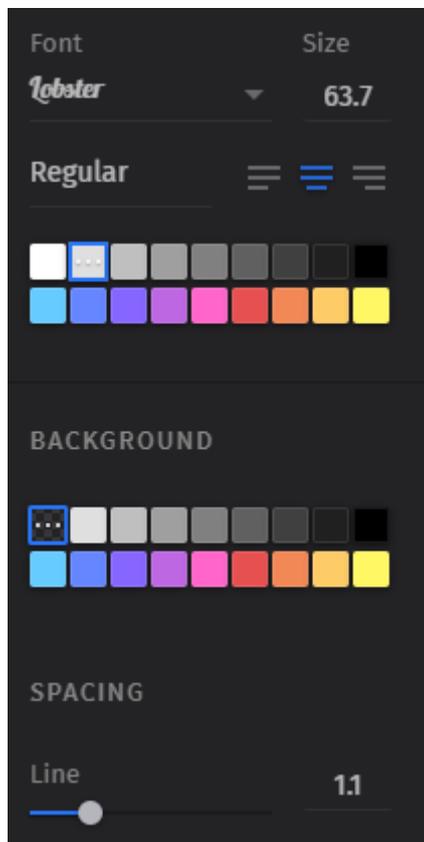
Open your image in the *image editor* and select **Text** from the menu on the left-hand side.



This will create a text box on the image in the right pane to allow you to add text to the image.

### **Step 2**

From the pane on the left-hand side you can customise the appearance of the text on the image. These options allow you to change *fonts*, *size*, *spacing* and *colours*.



### Step 3

Double click the text box in the pane on the right-hand side to edit the text.



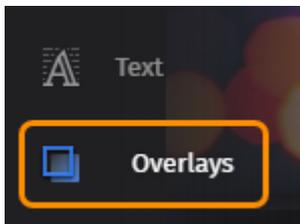
You can use the 3 options above to make changes to an individual text box.

1. Bring to front
2. Duplicate the text box
3. Delete the text box

## ***Image editor: Overlays***

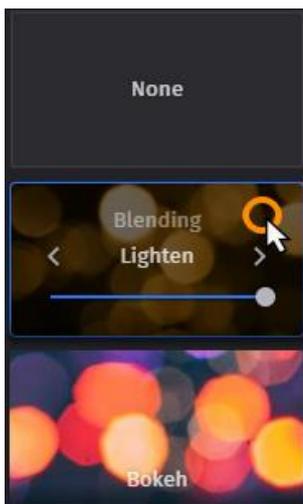
### **Step 1**

Open your image in the *image editor* and select **Overlays** from the menu on the left-hand side.



### **Step 2**

Select an *overlay* from the left pane. This will appear blended over the top of your image.



### **Step 3**

You can use the slider to adjust the opacity of the overlay. You can also click the arrows to change the blending option.



**Note:** The blending option can drastically change the appearance of the image and often the default option looks best.

Once you are done editing an image, click **Done** in the top right corner of the *image editor* to apply the changes.



**Quick tip:** You can select **Library** from the menu on the left to quickly edit other images or upload a new image to edit.

## Additional Image Settings

You can click the image widget of the page to bring up the settings window. As well as the options to select or edit an image there are additional options for the image widget.

### ***Image link***

You can click the *Link to...* drop down and select *A page on my site, an external page or an email address*. This will make the image into a link to the specified page or email address.

Link to...

None



None
A page on my site
An external page
An email address

A page on my site

From the *Internal link* drop down you can select from your existing pages.

Internal link

Select page



Select page
--
Home Page
Blog



An external page

## Step 1

In the *External link* field enter the URL of the external page you want to link to.

## Step 2

From the *Target window* drop down, select if you want the external page to be opened in the current tab or a new tab opened for the specified URL.

Target window:

Current



An email address

In the *Mail* field enter the e-mail address you want to link to.

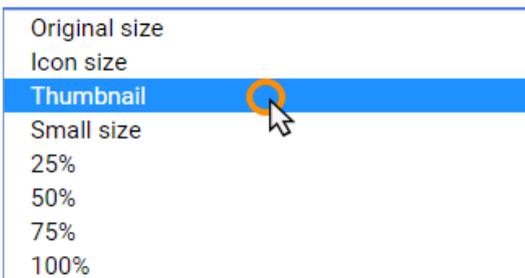
## ***Display Options***

Scale

From the *Scale* drop down menu you can scale the image to a specific size.

Scale

Original size



There are options for specific purposes such as thumbnail or you can scale the image to a percentage of its original size.

Image alignment

You can select one of the 3 options to change the alignment of the image to align to the left, centre or right of the page.

#### Image Alignment



## SEO

There are a number of fields under the SEO section of the image settings to improve usability of your site and general optimisation of the image for SEO.

**Alt Attribute:** Enter an alternative description of your image. This Attribute is used by speech reading devices, and browsers that are unable to display your image.

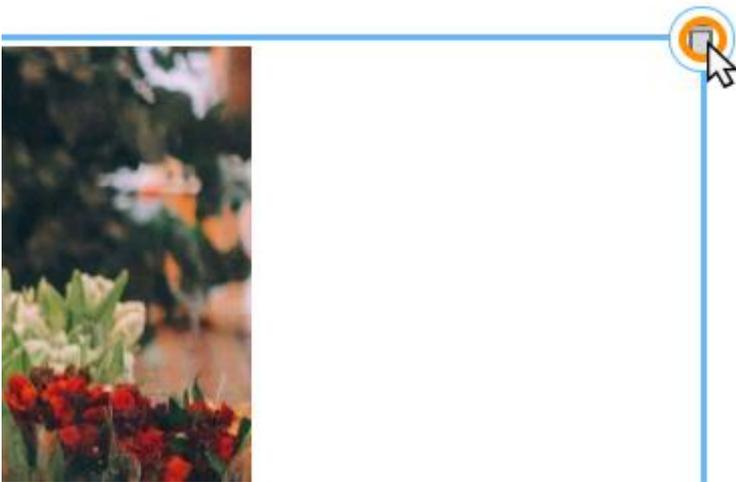
**Description:** You can enter a description of the image to provide textual information about the image. This can be used by speech reading device or when the image cannot be displayed to give additional information.

**Title Tag:** Used to give your image a title, this may be displayed in Search Engines.

Once you are done changing the additional settings for an image, click **Save** in the top right of the settings window to apply the changes.

## Removing Images

Hover over the image widget that you want to remove and a delete icon will appear in the top right corner of the box. Click this icon to delete the image widget and remove the image from the page.



## Page Layout

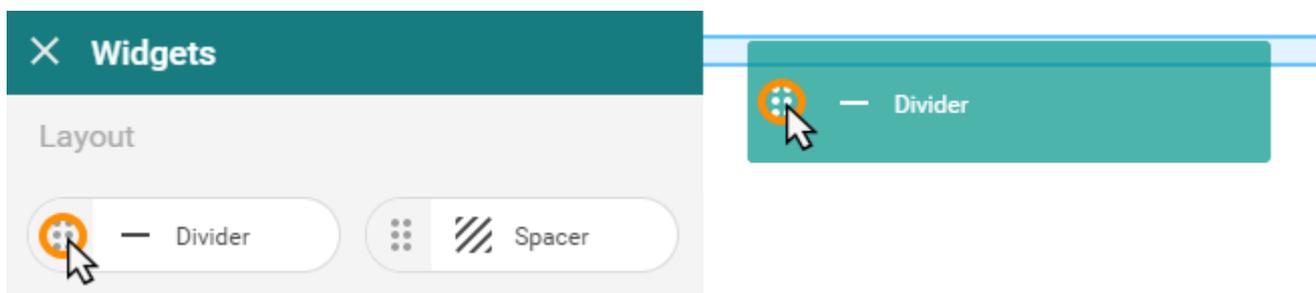
There are widgets included in the website builder which allow you to adjust the layout of your website. You are also able to [adjust the position of content](#) and widgets on the pages.

## Divider

A *divider* is a line that can be added to a page to divide and organise your content.

### ***Adding a divider to a page***

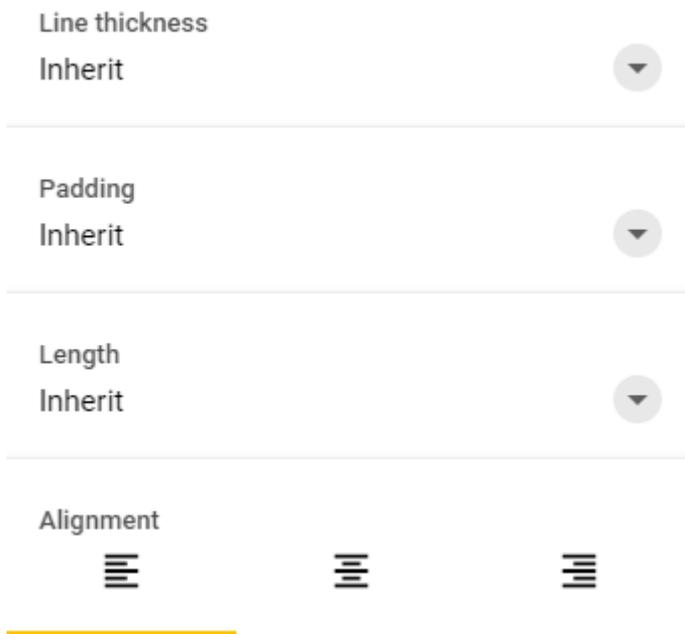
From the *Layout* section drag the *Divider* widget on to your page where you want it to appear.



### ***Customising a divider***

If you click the *divider* widget on a page to bring up the divider settings window allowing you to customise the appearance of the divider. By default dividers inherit from the theme.

- **Line thickness:** This option determines how thick the line appears on the page. The value can be 1-10.
- **Padding:** Padding is empty space above and below the divider which helps in separating content. There are various values for this from 10-50.
- **Length:** How far the line of the divider goes across the page. This is done in percentiles with values from 10%-100%
- **Alignment:** This dictates if the divider is aligned to the left, centre or right of the page. The change is only visible if the length is under 100%

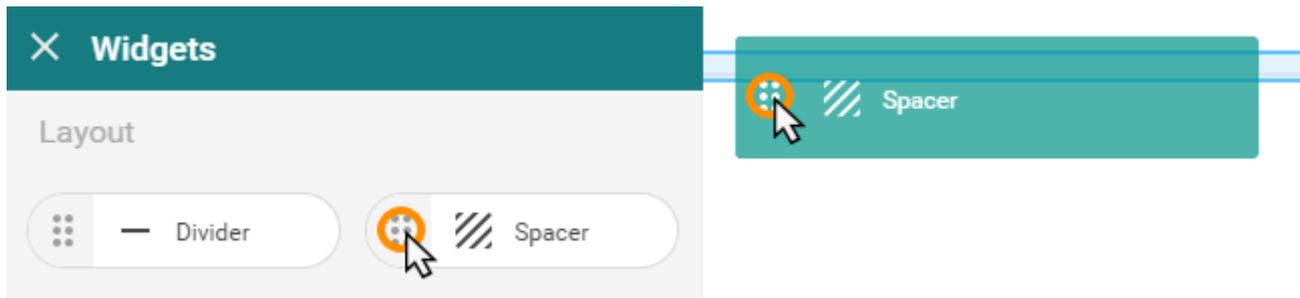


## Spacer

If you want to add empty space between content on the page then you can add spacers to a page separate content.

### ***Adding a spacer to a page***

From the *Layout* section drag the *Spacer* widget on to your page where you want it to appear.



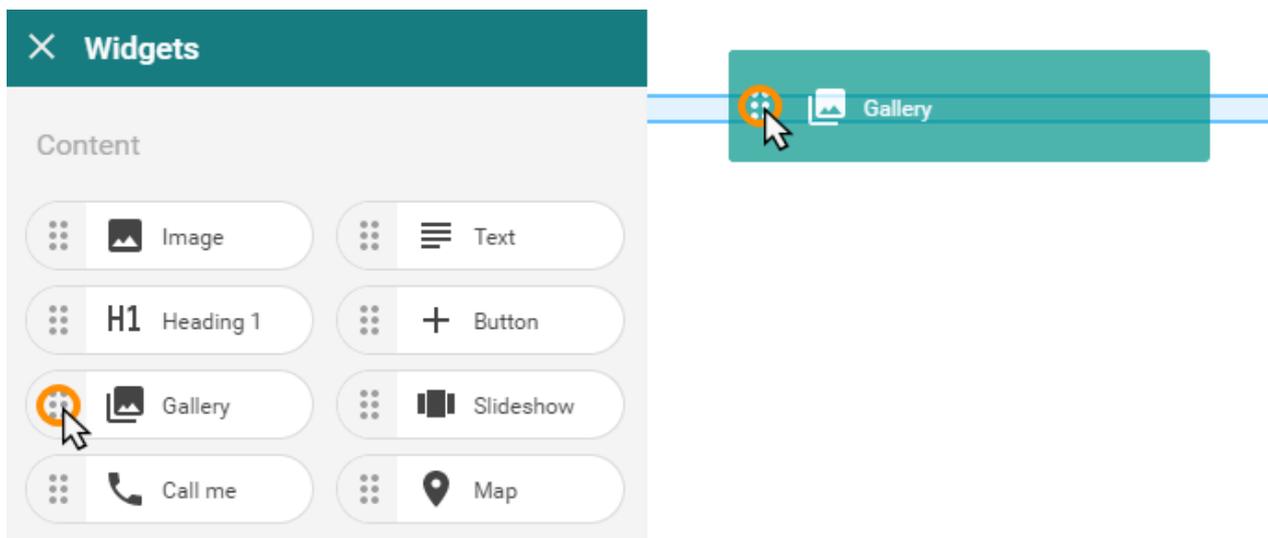
## Customising a spacer

If you click the *spacer* widget on the page to bring up the spacer settings window then you can use the slider to change the size of the spacer. The height of the spacer can be any value between 10-250 pixels.

# Gallery

## Adding a Gallery to a Page

In the widget menu, from the *Content* section drag the Gallery widget on to your page where you want it to appear.



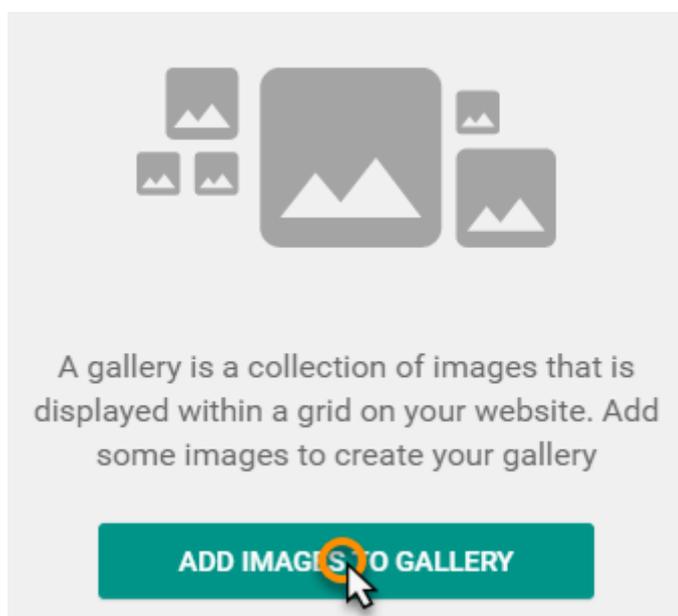
# Add Images to the Gallery

## Step 1

Click the *Gallery* widget on the page to bring up the settings window, and then click *Edit Images*

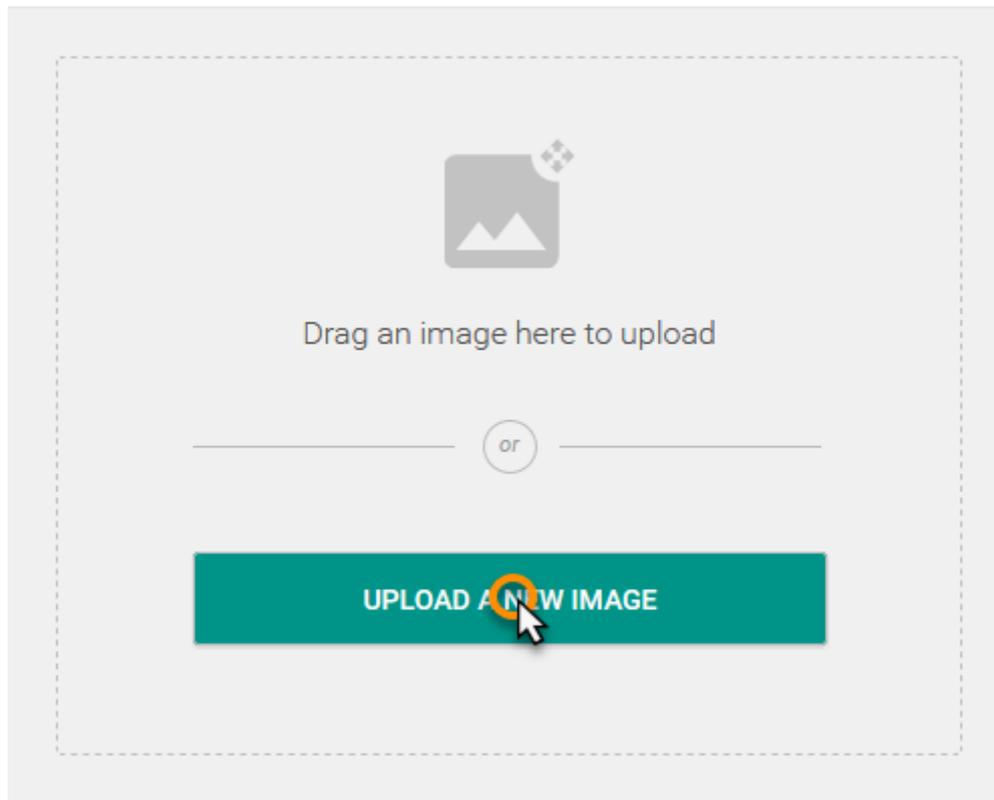
## Step 2

Click Add Images to Gallery.



## Step 3

You can either drag and drop a JPG or PNG image from your computer into the window or click **Upload A New Image** to upload your image manually.



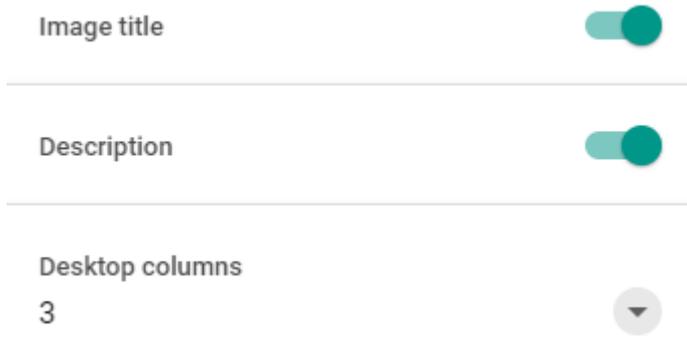
## Step 4

You can now drag your selected images into the order that you want them to be displayed. Once finished, click **Done**.

## Additional Gallery Settings

### *Display Options*

When you click the gallery widget on the page to bring up the settings window there are additional options to customise how the images are displayed in the gallery.

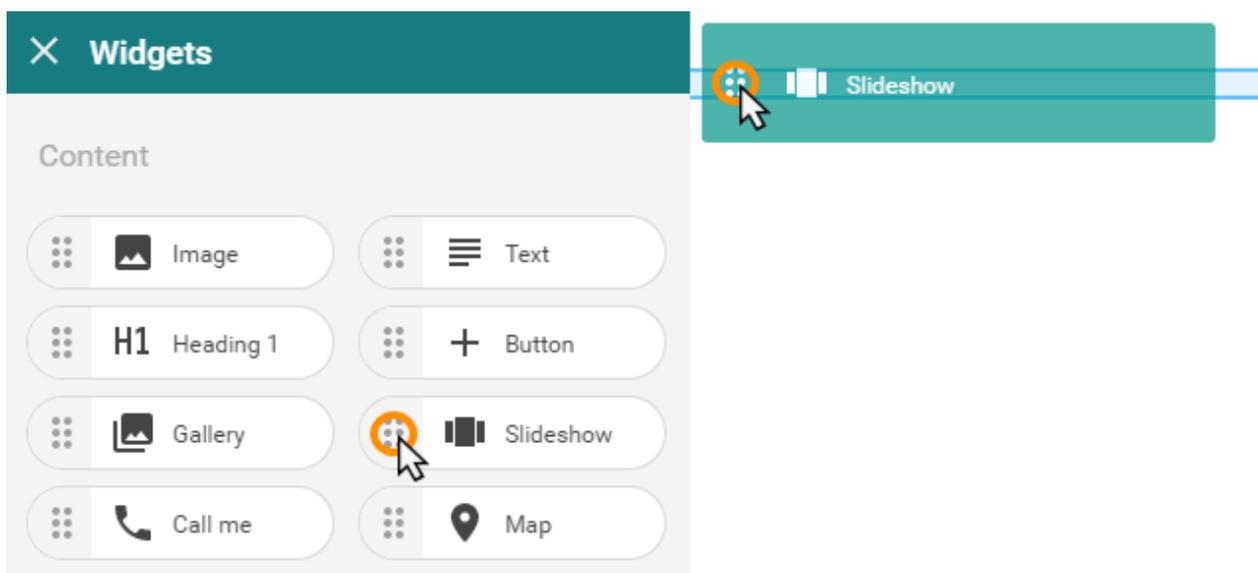


- **Show image title:** Choose if you want to show the image title.
- **Show image description:** Choose if you want to show the image description.
- **Desktop Columns:** You can choose from the drop down menu how many columns you want to, from 2 to 4.

## Slideshow

### Adding a Slideshow to a Page

In the widget menu, from the *Content* section drag the *Slideshow* widget on to your page where you want it to appear.



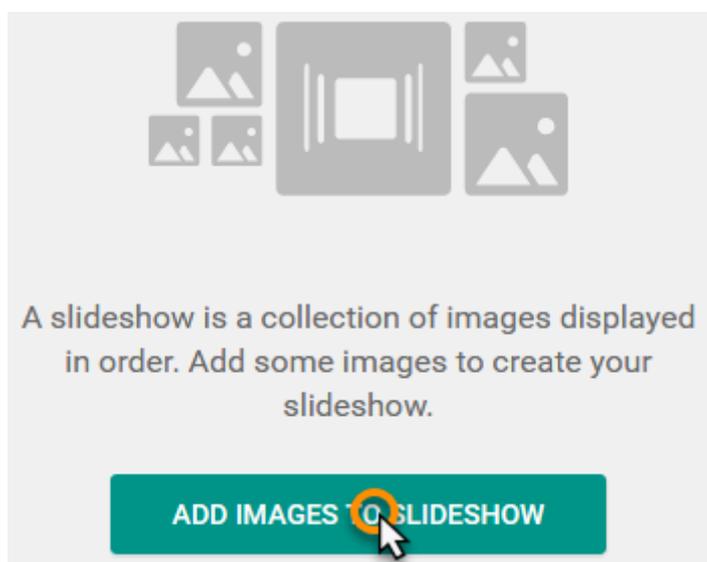
# Add Images to the Slideshow

## Step 1

Click the *Slideshow* widget on the page to bring up the settings window, and then click *Edit Images*

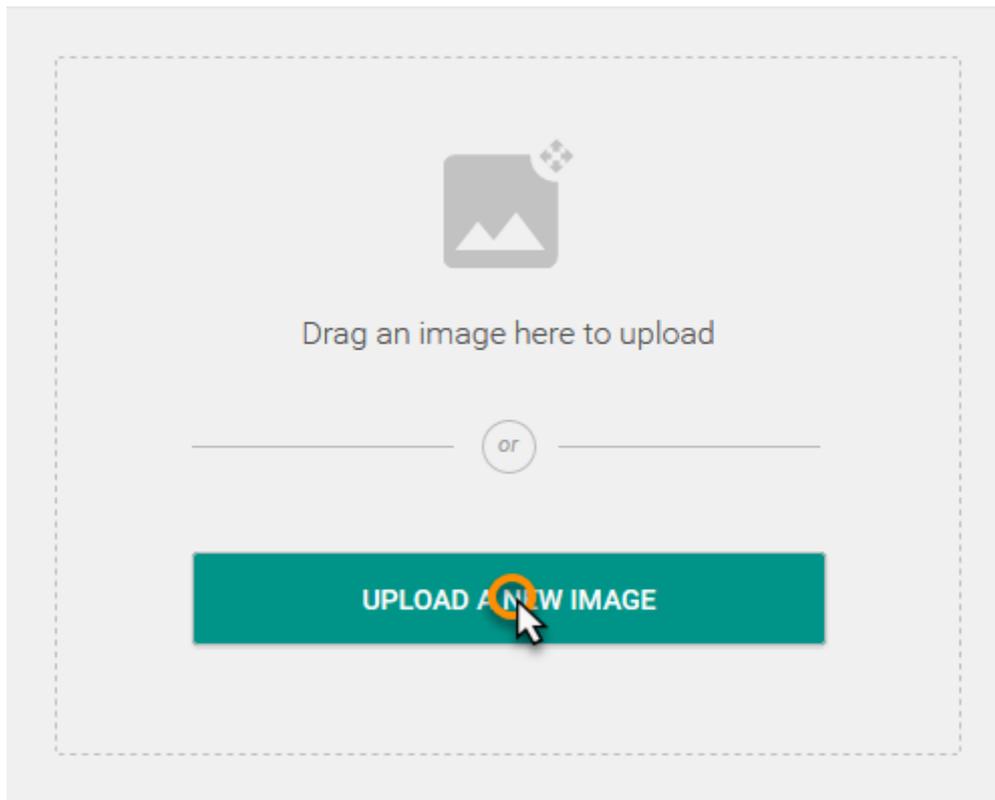
## Step 2

Click Add Images to Slideshow.



## Step 3

You can either drag and drop a JPG or PNG image from your computer into the window or click **Upload A New Image** to upload your image manually.



## Step 4

You can now drag your selected images into the order that you want them to be displayed. Once finished, click **Done**.

## Additional Slideshow Settings

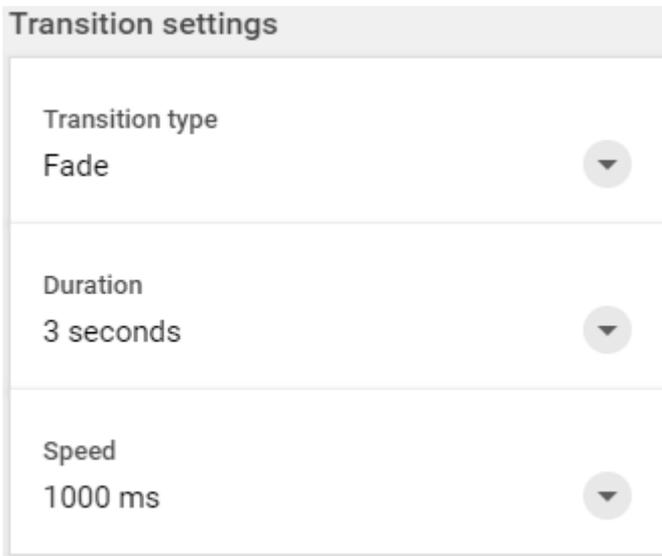
If you click the *Slideshow* widget on the page to bring up the slideshow settings window then there are additional options to customise the slideshow.

### ***Transition settings***

Choose the transition settings that you want your slideshow to use.

- **Transition type:** Choose if you want your images to *Fade* or have *No Effect*.
- **Duration:** Choose the amount of time you want to have between transitions.

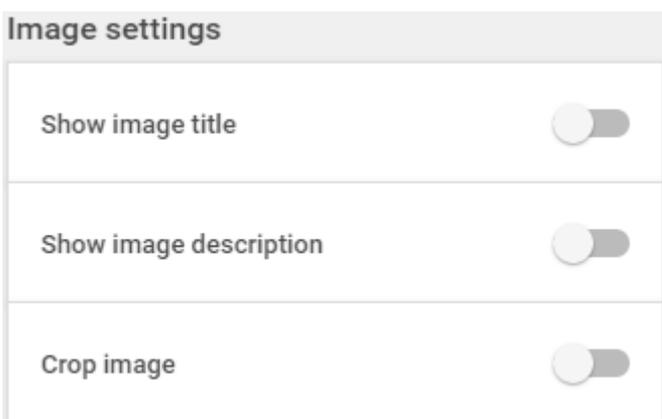
- **Speed:** Choose how fast you want the transition to take place.



## ***Image settings***

Choose the image settings that you want your slideshow to use.

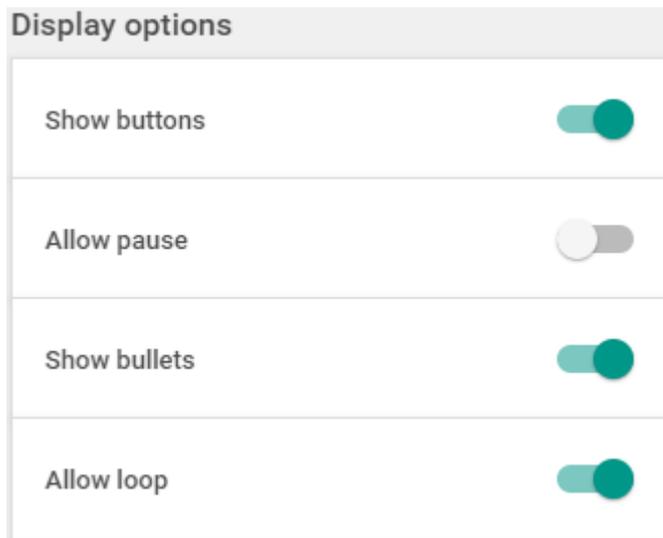
- **Show image title:** Choose if you want to show the image title.
- **Show image description:** Choose if you want to show the image description.
- **Crop image:** Choose if you want to crop your images to the area of the slideshow widget.



## ***Display options***

Choose the display settings that you want your slideshow to use.

- **Show buttons:** Choose if you want to show the buttons that allow users to scroll through the images manually.
- **Allow pause:** Choose if you want to allow users to pause the slideshow.
- **Show bullets:** Choose if you want to show the bullets that show which image is being displayed.
- **Allow loop:** Choose if you want your slideshow to loop.



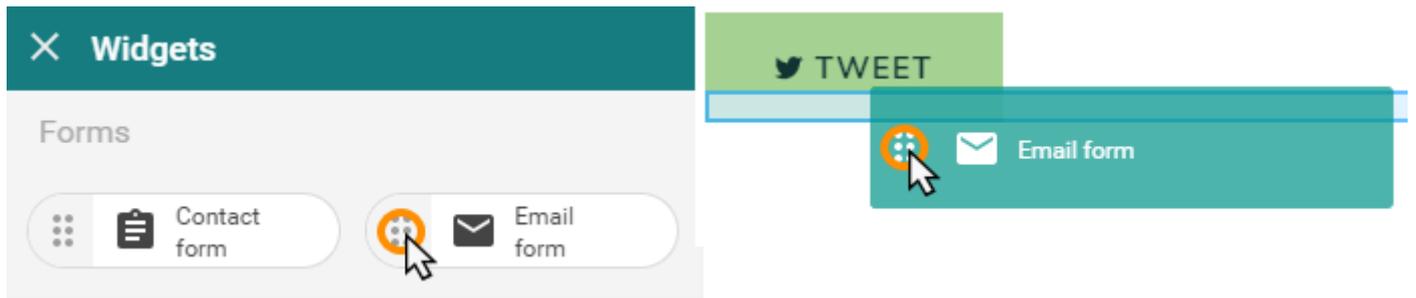
Display options	
Show buttons	<input checked="" type="checkbox"/>
Allow pause	<input type="checkbox"/>
Show bullets	<input checked="" type="checkbox"/>
Allow loop	<input checked="" type="checkbox"/>

Once done changing the additional settings, click **Save** in the top right corner of the window.

## Forms

### Adding a Form to a Page

From the *Forms* section, drag the **Contact Form** or **Email form** widget onto the section of the page where you want to place your form.



## Additional Form Settings

You can click the form widget on the page to bring up the settings pane. Here you can customise how the form behaves.

### *Email details*

These are the details for the e-mail that will be generated by the form, for the contact form the message will be detailed by what is entered in the message field of the form.

- **Email address:** This is the e-mail address that the submitted form will be sent to/from.
- **Email subject line:** This will be the subject of the e-mail sent by the form.

Email address

ralph@ralphsbloomers.co.uk

---

Email subject line

Subject

### *Post-submit page*

You can select a page for users to be redirected to after submitting the form. This will typically be used to show a confirmation that the form has been submitted.

- **Success page:** If you want the user to be directed to a page on your site after submitting the form you can select one of your site pages from the drop down.
- **URL:** If custom (the default) is selected then you can enter a URL to direct users to an external page after submitting the form.

Success page

Custom



---

URL

<https://www.example.com>

### ***Display options***

The display options alter the appearance of the form on the page. This includes, labels, placeholder text and button text.

- **Form title:** A title displayed at the top of the form. And
- **Form label:** A description of the form display just below the title.
- **Button text:** The text on the form submission button.
- **Email label:** Custom text to label the email address field.
- **Email placeholder:** Placeholder text in the email address field.
- **Message label:** Custom text to label the message field.

**Form title**

Contact us

---

**Form label**

Keep in the know

---

**Button text**

Send

---

**Email label**

Your email

---

**Email placeholder**

name@email.com

---

**Message label**

Message



**Important:** *Form label* is only an option for the email form. *Email label* and *message label* are only options for the contact form.

## Testing a form

### Step 1

In the *site editor*, click the **Preview** icon at the top right of the page, this allows you to view the site and changes you have made without publishing it.



## Step 2

Navigate to the page containing the form you want to test. Fill in the form with test details and click the button to submit.

A screenshot of a contact form. At the top right is a dark grey bar with a white envelope icon. Below it is a text input field containing 'ralph@ralphsdomainname.com'. Underneath is a larger text area containing 'test test test test test test test'. At the bottom right is a red 'Send' button with a white mouse cursor icon pointing at it.

You will now be able to check and see if the e-mail generated by the form is sent as intended and if the correct success page is served.

## Downloadable Files

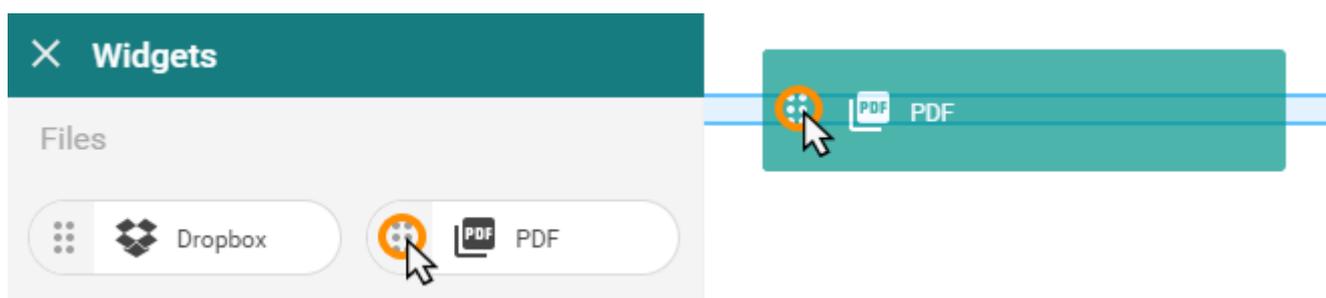
You can add widgets to your pages to allow your users to download files from your site.

There is a specific widget for PDF files, for other files you will need a Dropbox account to connect to where files will be stored. Users can then download these files through a Dropbox widget.

# PDF

## *Adding the PDF widget to a page*

In the widgets menu, from the *Files* section, drag the **PDF** widget on to the page where you want your downloadable pdf to appear.



## *Selecting the PDF file to make downloadable*

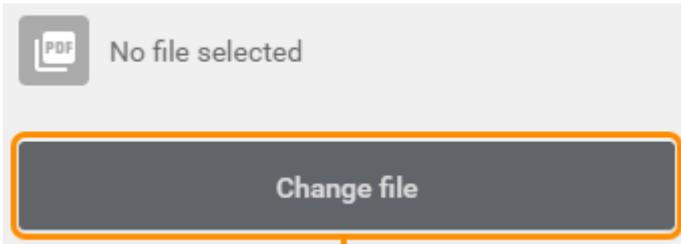
### Step 1

Click the *PDF* widget on the page to bring up the settings window for this widget.



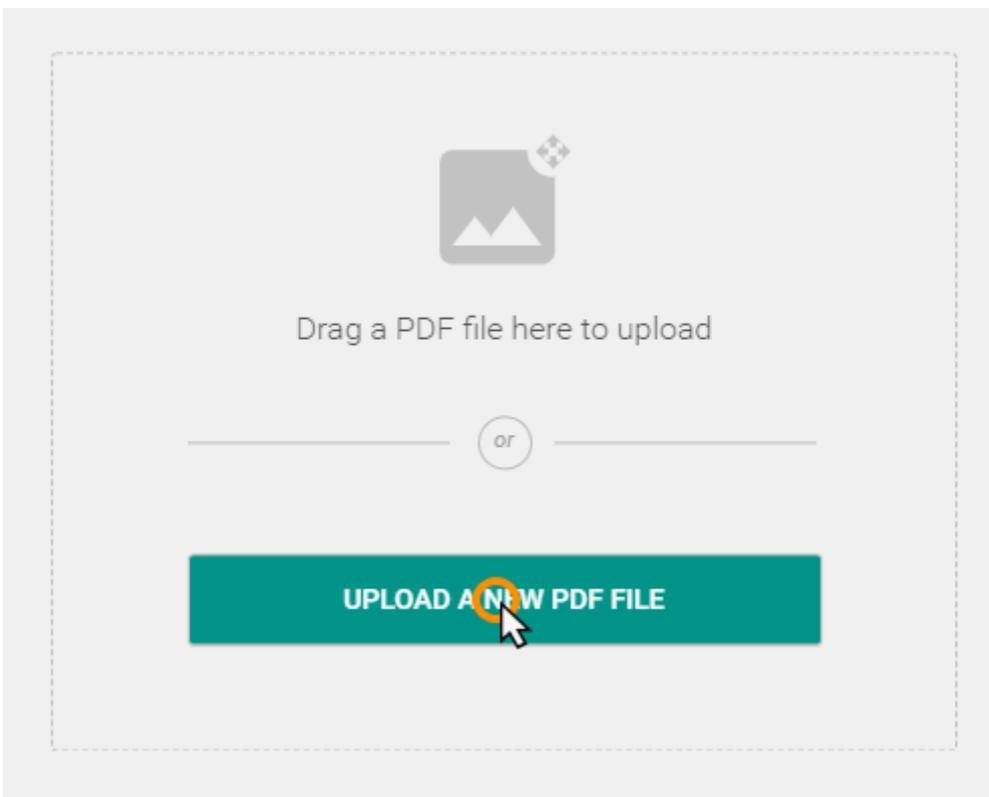
### Step 2

In the settings window, click the **Change file** button.



## Step 3

You can either drag and drop a PDF file from your computer into the window or click **Upload A New PDF File** to upload your file manually.

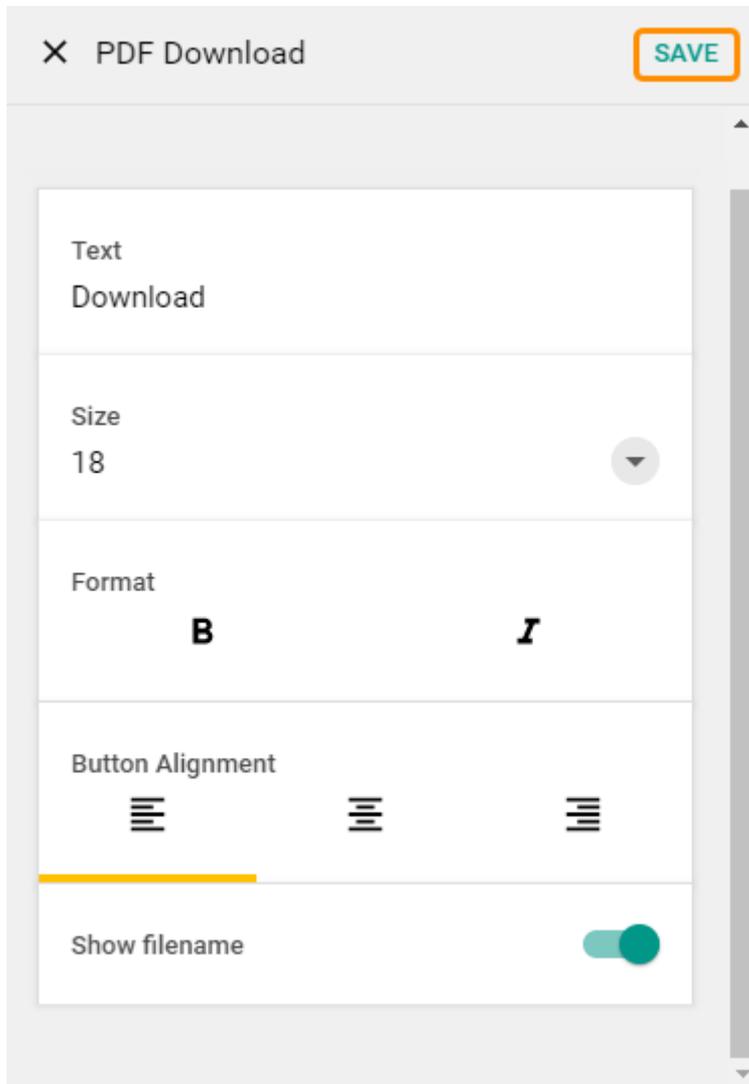


### ***Additional PDF widget settings***

In the settings window there are additional options to customise the appearance of the *PDF* widget.

- **Text:** Enter the text you want the download button to display.
- **Size:** Choose the size of the text.

- **Format:** Make the text bold or italic.
- **Button Alignment:** Choose to align the button left, centre or right.
- **Show File Name:** Use this toggle to choose if you want to show the file name.



Once done, click the **Save** button.

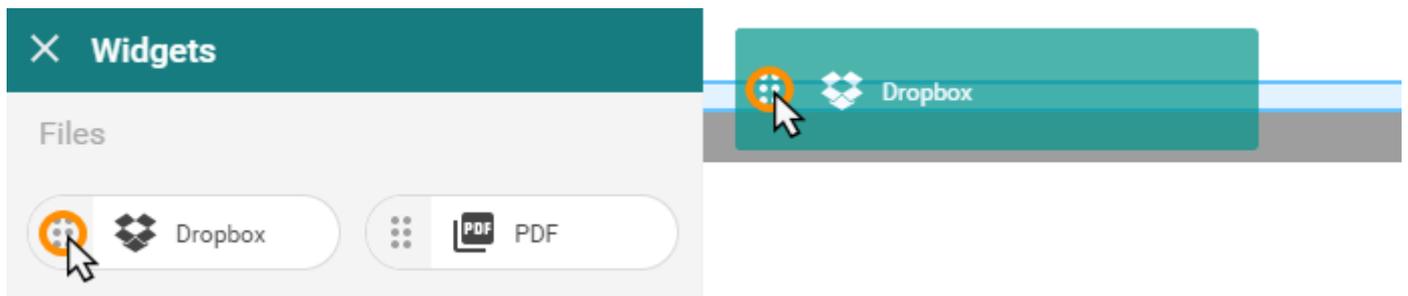
## Dropbox – Other Files

For any files other than PDF that you want to make downloadable, you will need to use Dropbox.

You will need Dropbox account where you will store the files, you can then connect to the account through this widget to make the file downloadable.

## ***Adding the Dropbox widget to a page***

In the widgets menu, from the *Files* section, drag the **Dropbox** widget on to the page where you want your downloadable file to be.



## ***Selecting the file to make downloadable***

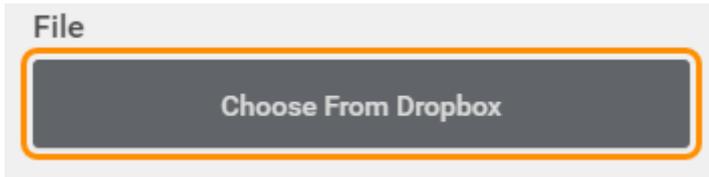
### **Step 1**

Click the *Dropbox* widget on the page to bring up the settings window for this widget.



### **Step 2**

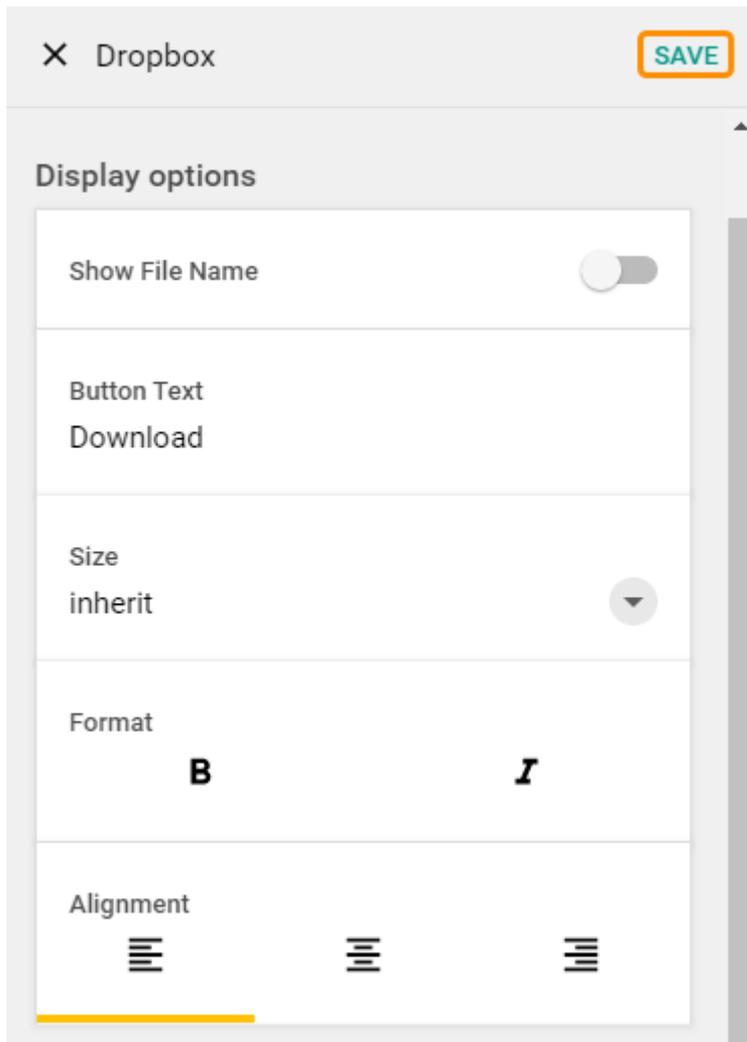
In the settings window, click the **Choose from Dropbox** button. You will be redirected to Dropbox where you will need to sign in and choose the file you want to use.



## ***Additional Dropbox widget settings***

In the settings window there are additional options to customise the appearance of the *Dropbox* widget.

- **Show File Name:** Use this toggle to choose if you want to show the file name.
- **Button Text:** Enter the text you want the download button to display.
- **Size:** Choose the size of the text.
- **Format:** Make the text bold or italic.
- **Alignment:** Choose to align the button left, centre or right.



Once done, click the **Save** button.

## Video and Audio

You can use the YouTube and SoundCloud widgets to embed video and audio content into your page. In order to embed this content in the page you will need to get the embed code from YouTube and SoundCloud for the video or audio you want on your pages.

## Finding the YouTube Embed Code

### Step 1

Visit your video on YouTube, click Share and then click Embed in the window that opens.

### Flower Cutting - Sussex

323,001 views • Sep 8, 2017

👍 323,001

💬 -1

➦ SHARE

≡+ SAVE



Share



Embed



Facebook



Twitter



Blogger



reddit



Tumblr



## Step 2

You can customise the embed link by specifying a *Start* time, showing *player controls* and enabling *privacy-enhanced mode*. The dimensions of the video can be changed by altering the *height* and *width* values underlined below.

Embed Video ✕

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/
Sh2__t22CQg" frameborder="0"
allow="accelerometer; autoplay;
encrypted-media; gyroscope;
picture-in-picture"
allowfullscreen></iframe>
```

Start at 0:00

EMBED OPTIONS

Show player controls.

Enable privacy-enhanced mode. ⓘ

**COPY**

Make a note of the code shown in the text box or click **Copy** to copy the code to your clipboard.

## Finding the SoundCloud Embed Code

### Step 1

Navigate to your audio on SoundCloud, click **Share** and then click the *Embed* tab in the window that opens.

Share **Embed**

### Step 2

You can customise the embed link by selecting which of the 3 layouts from the top you wish to use, what *colour* you want used on the player, the *height* of the player and whether or not you want *automatic play* enabled.

There are additional options that are only available with SoundCloud Pro.



### Code

```
<iframe width="100%" height="300" scrolling="no" frameborder="
```

[WordPress code](#)

### Options

Color:  #ff5500  Height:

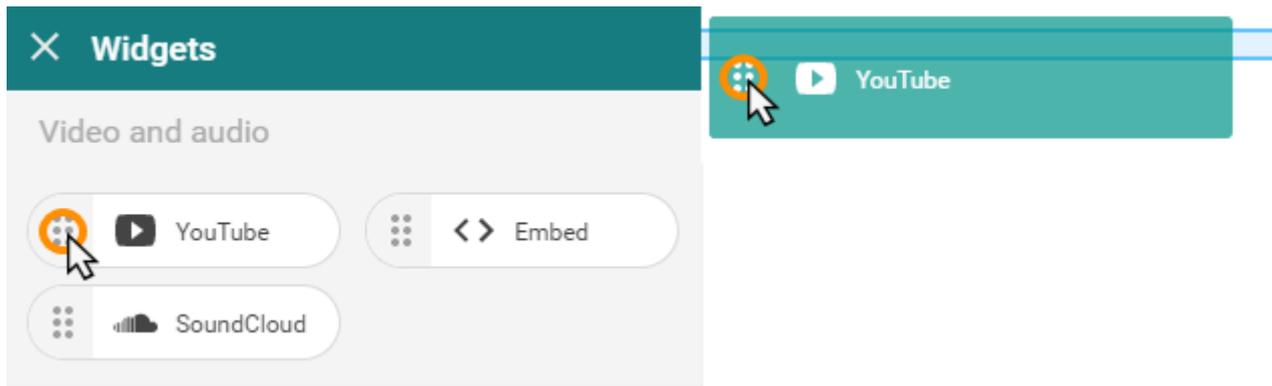
- Enable automatic play
- Show comments
- Show recommendations
- Show SoundCloud overlays

Make a note of the code shown in the text box.

## Adding a YouTube Video to Your Site

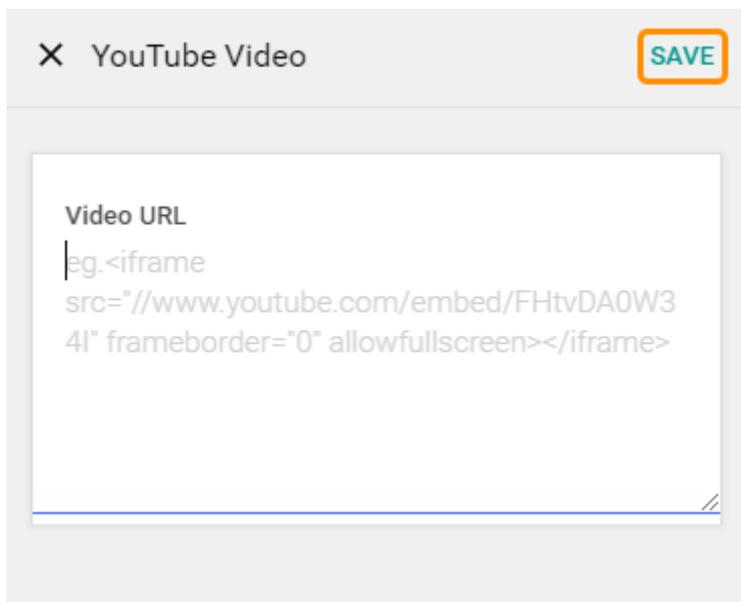
### Step 1

In the widgets menu, from the *Video and audio* section, drag the **YouTube** widget onto your page.



## Step 2

Click the widget on the page to open the settings window and then paste the embed code and click **Save**.

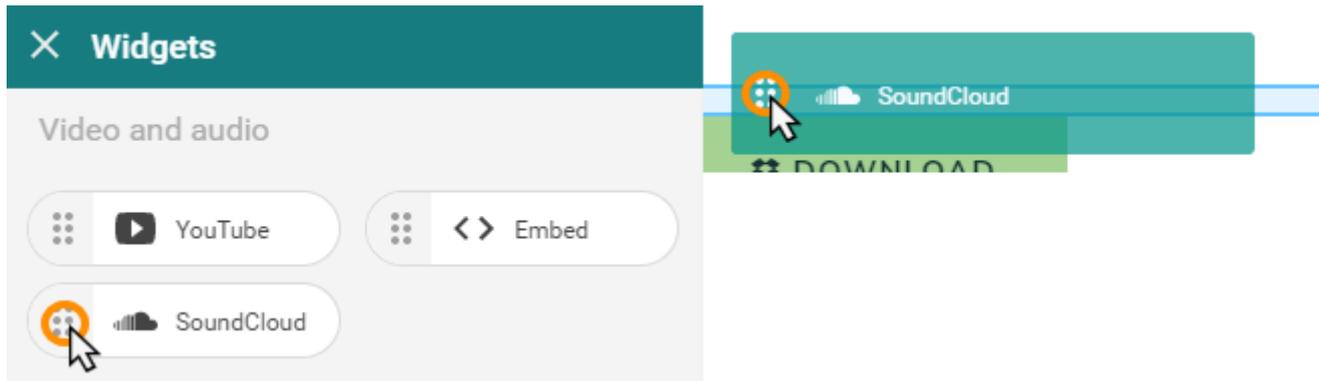


**Quick tip:** You have to retrieve the [embed code](#) of the video you want to show on your site from YouTube.

# Adding SoundCloud Audio to Your Site

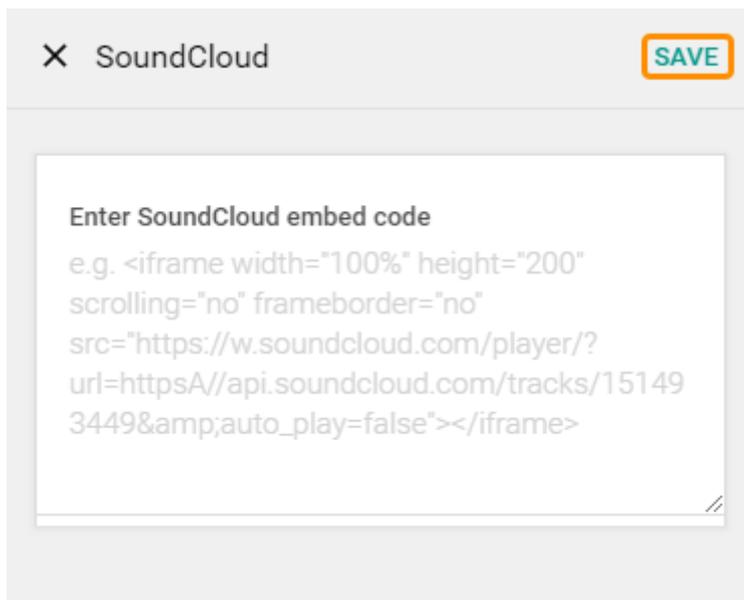
## Step 1

In the widgets menu, from the *Video and audio* section, drag the **SoundCloud** widget on to the page.



## Step 2

Click the widget on the page to open the settings window and then paste the embed code for your audio and click **Save**.





**Quick tip:** You have to retrieve the [embed code](#) of the audio you want to embed on your site from SoundCloud

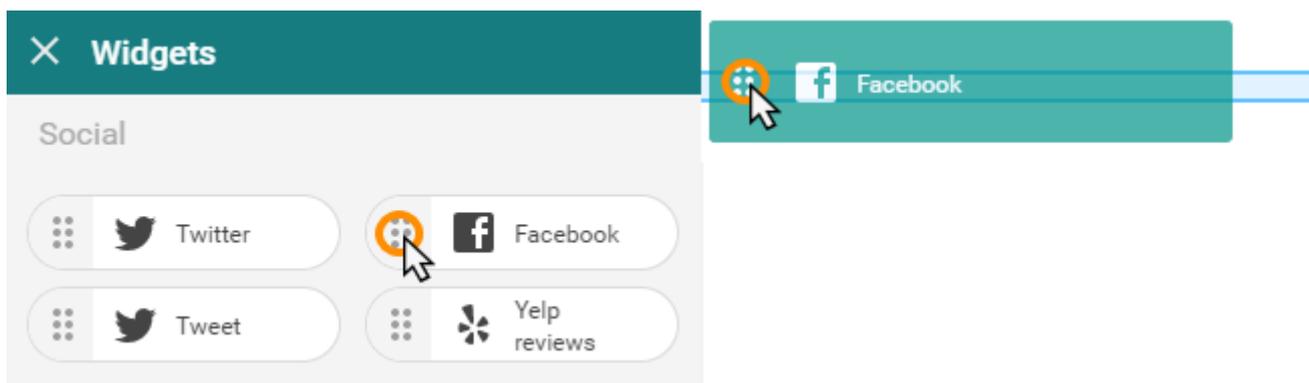
## Social

You can add *social* widgets to your site to create a link between your site and social media platforms such as Facebook and Twitter. This will allow you to put information from these platforms on your site and lets users easily share your site on these social media platforms.

### Adding a Facebook Like Button

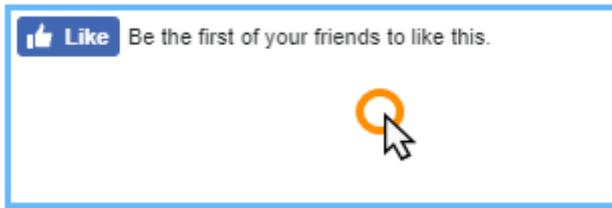
#### Step 1

From the *Social* section, drag the **Facebook** widget on to the page.



#### Step 2

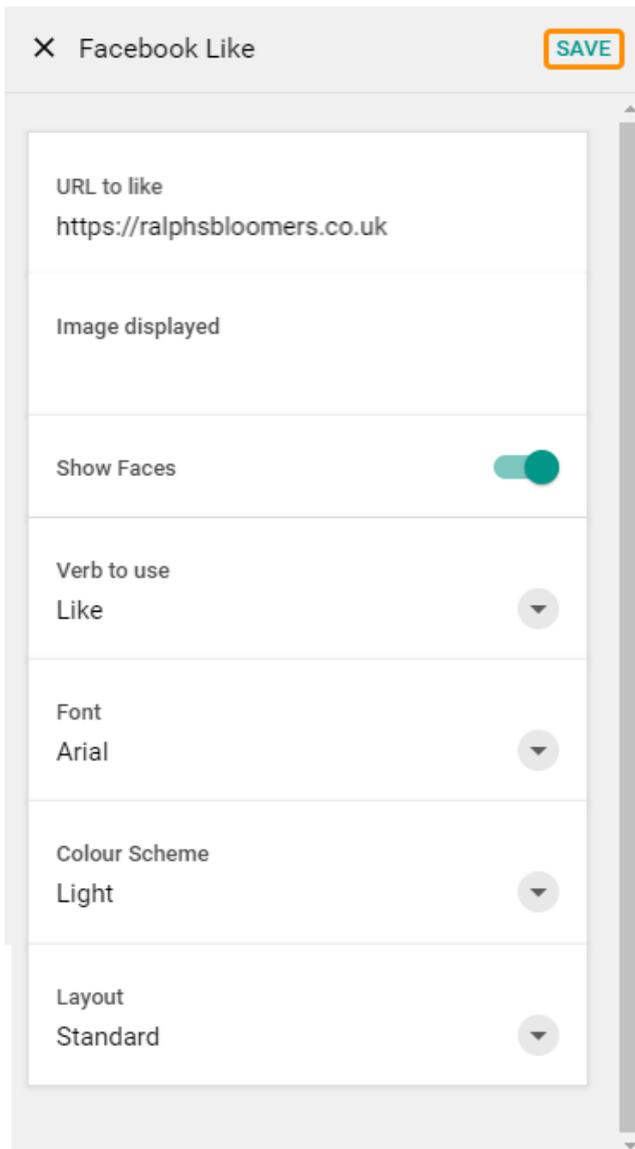
Click the widget on the page to open the settings window.



## Step 3

Customise the **Facebook** widget settings how you want them and click **Save**.

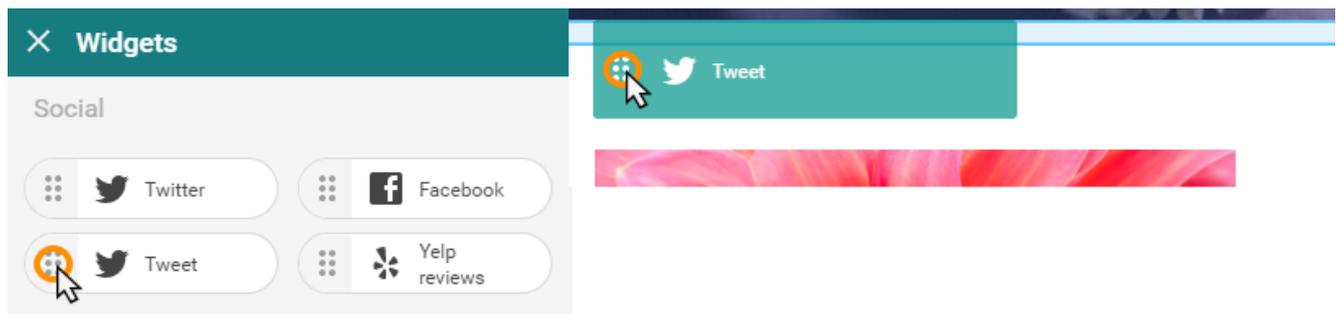
- **URL to like:** Enter the *URL* to like on *Facebook*.
- **Image displayed:** Enter a link to an image you want to display.
- **Show Faces:** Choose whether or not to display the profile pictures of the users that have liked your page.
- **Verb to use:** Choose what verb to have displayed on the *Facebook Like* button.
- **Font:** Select the font to use.
- **Colour Scheme:** Choose between a *Light* or *Dark* colour scheme.
- **Layout:** Choose between a *Standard*, *Horizontal* or *Vertical* layout.



## Adding a Tweet Button

### Step 1

From the *Social* section, you can drag the **Tweet** widget onto the section of the page where you want to include a button to allow users tweet your pages.



## Step 2

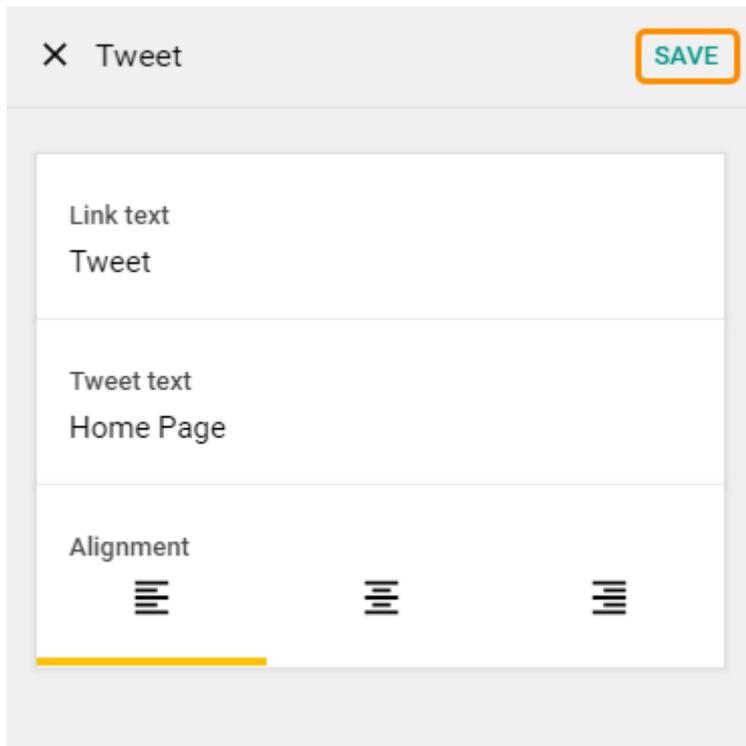
Click the widget on the page to customise the tweet button.



## Step 3

Adjust the settings for your Tweet button and click **Save**.

- **Link text:** Enter the text you want on the *Tweet* button.
- **Tweet text:** Enter the text you want the *Tweet* to include.
- **Alignment:** Align the button to the *left*, *centre* or *right* of your page.

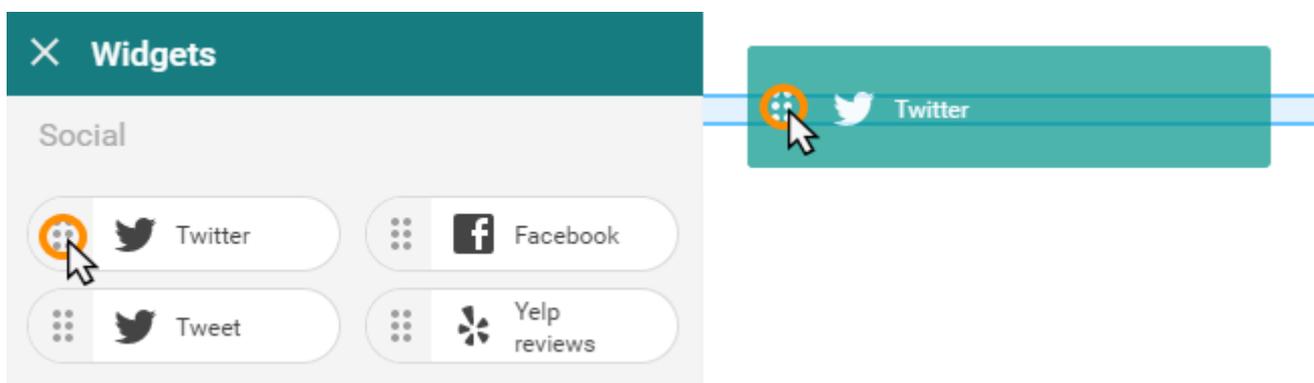


## Adding a Twitter Feed to a Page

You can show the feed of a Twitter account on the pages of your site. By default the widget will show posts from the feed of the Twitter account specified in your [Contact Details](#).

### Step 1

From the *Social* section, drag the **Twitter** widget on to the page.



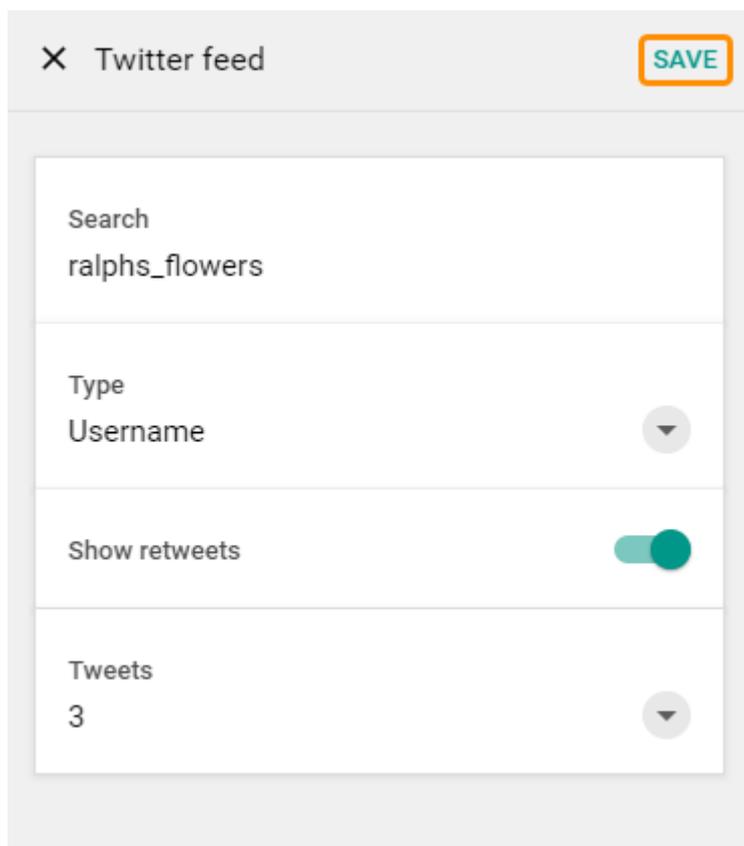
## Step 2

Click the Twitter widget on the page to bring up the settings window.

## Step 3

Enter the settings for your *Twitter* widget and click **Save**. You can enter the username of any Twitter account here, including your own if it was not already specified in your *Contact Details*.

- **Search:** Enter a word or username to search for.
- **Type:** Select between **Topic** or **Username**.
- **Show retweets:** Choose if you want to show retweets.
- **Tweets:** Choose how many tweets you want the widget to display.



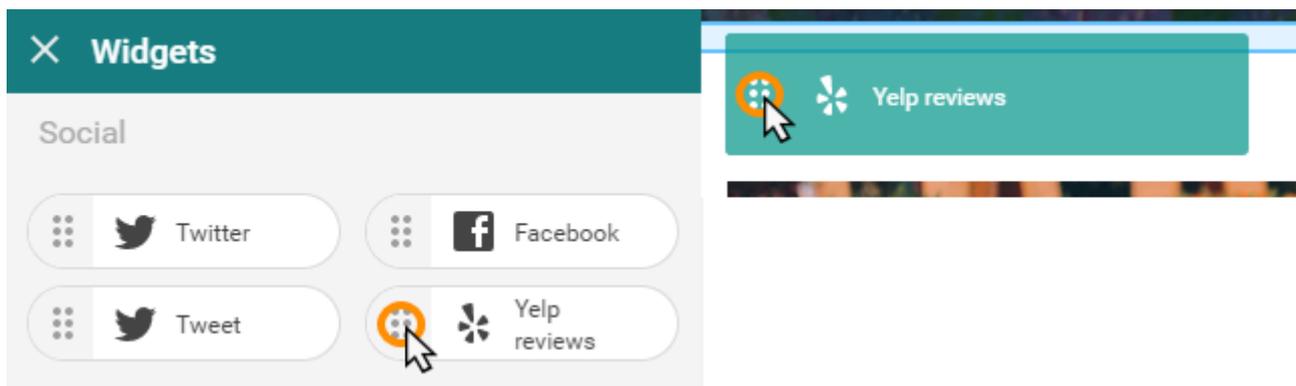
The image shows a settings window titled "Twitter feed" with a close button (X) on the left and a "SAVE" button on the right. The window contains four sections:

- Search:** A text input field containing "ralphs\_flowers".
- Type:** A dropdown menu currently set to "Username".
- Show retweets:** A toggle switch that is turned on (green).
- Tweets:** A dropdown menu currently set to "3".

# Adding Yelp Reviews to a Page

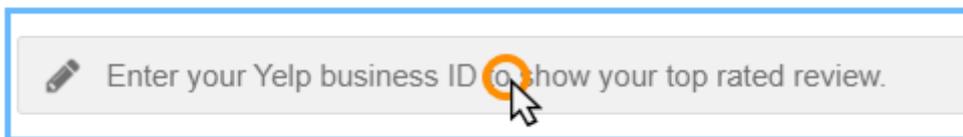
## Step 1

From the *Social* section, drag the **Yelp reviews** widget onto the section of the page where you want to show your Yelp reviews.



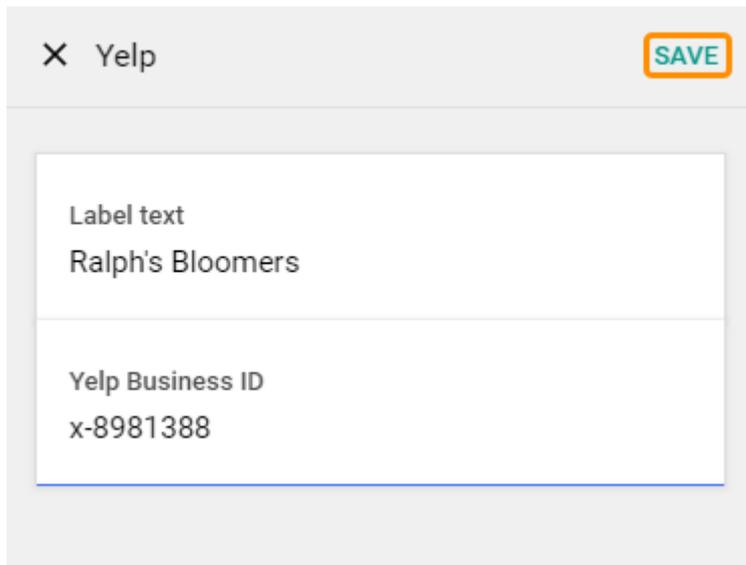
## Step 2

To setup the **Yelp reviews** widget, click the widget on the page.



## Step 3

Enter your business ID in the *Yelp Business ID* field click **Save**.

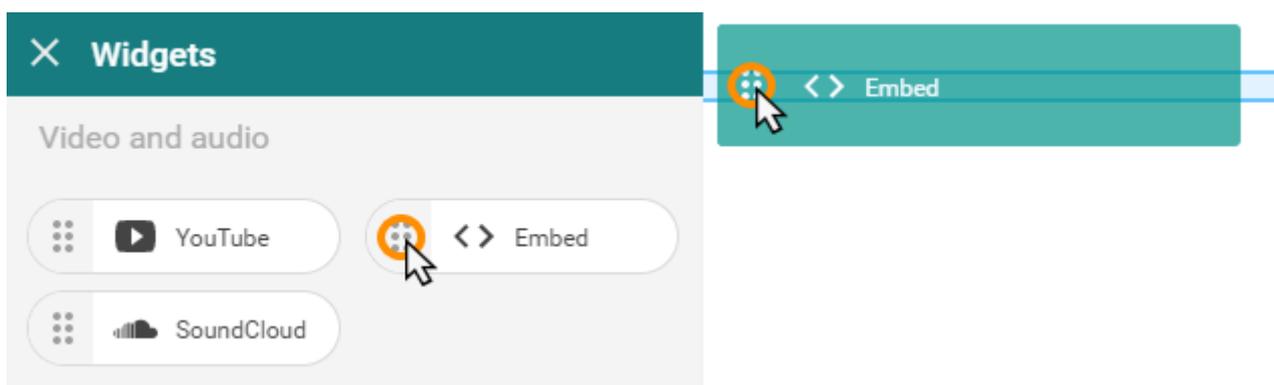


## Embed Widget

The embed widget allows you to paste custom HTML code including script tags into to your Website Builder website pages to add custom features to your site such as Google AdSense.

## Adding an Embed Widget to a Page

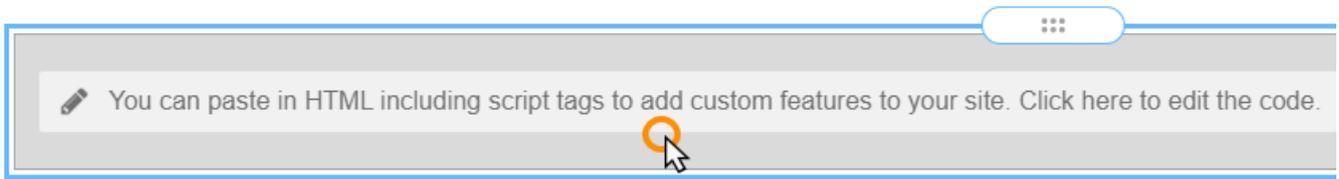
From the *Video and audio* section, drag the **Embed** widget on to your page.



## Editing the Embed Code

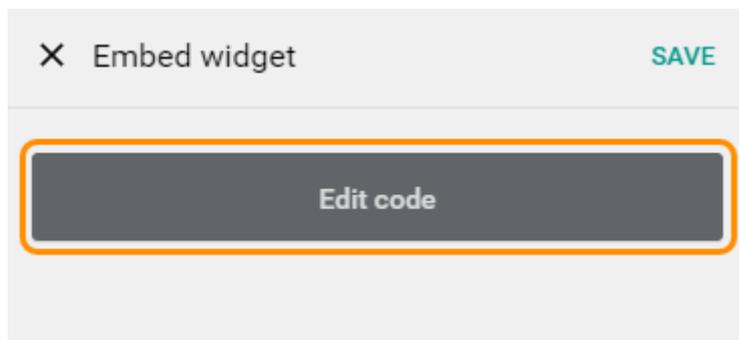
### Step 1

Click the *embed* widget on the page to bring up the settings window.



## Step 2

Click the **Edit code** button.



## Step 3

Paste your code in to the box provided and click the *tick* icon.



# Store Widgets

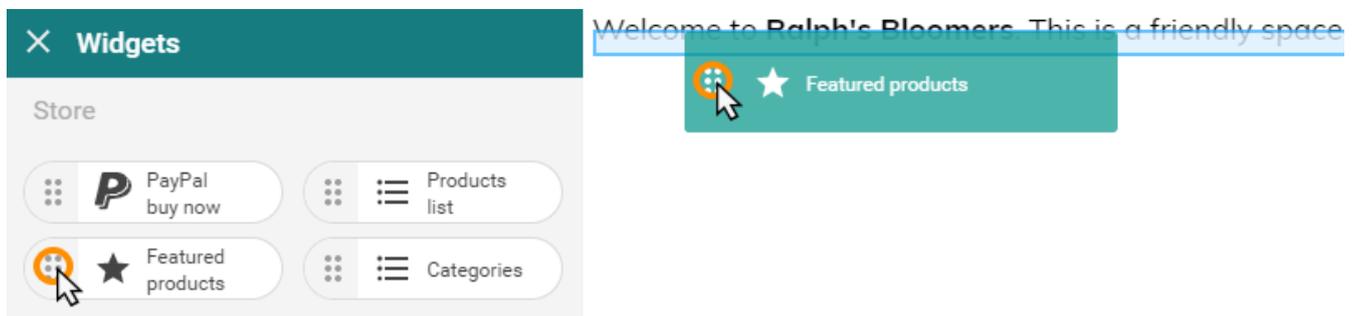
The store widgets allows you to integrate your store into the various pages of your site. The *PayPal Buy Now* widget exists so that you can individual products on your site instead of setting up the whole store.

Before you can use the *products list*, *featured products* and *categories* widgets you will need to [set up your store](#) and [create products](#) that you want to appear in the widgets.

## Adding a Store Widget to a Page

You can add all the store widgets to the page with the same standard process.

In the widgets menu, scroll down to the *Store* section and drag the chosen store widget onto the area of the page you want it to appear.



## Products List

You only need [products](#) in your store to use the *products list* widget but if you give the products [categories and tags](#) then the list of products can be filtered by your users.

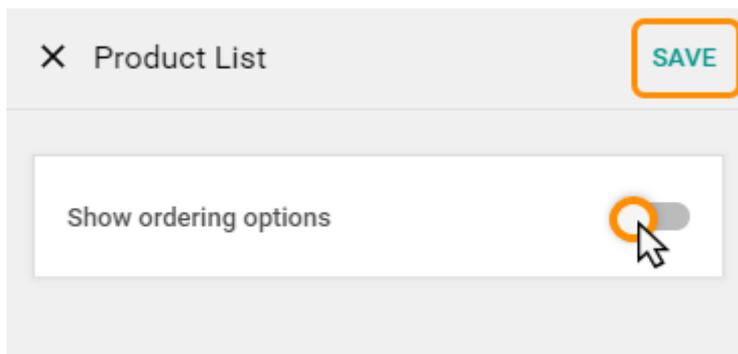
### *Customising the products list widget*

## Step 1

Click the *products list* widget on the page to bring up the settings window.

## Step 2

If you want to disable ordering options, which allow the user to sort by newest, price, etc, then you can move the switch for *Show ordering options* to the off state.



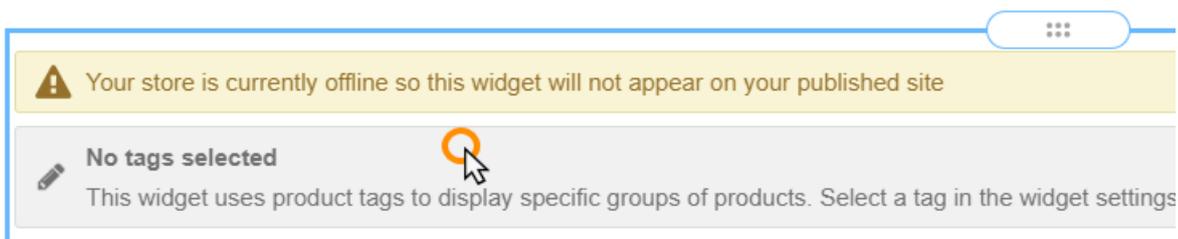
Once done, click **Save** in the top right of the settings window.

## Featured Products

Before you can utilise the *featured products* widget you will need to [set product tags](#) to group products together that you want to be featured.

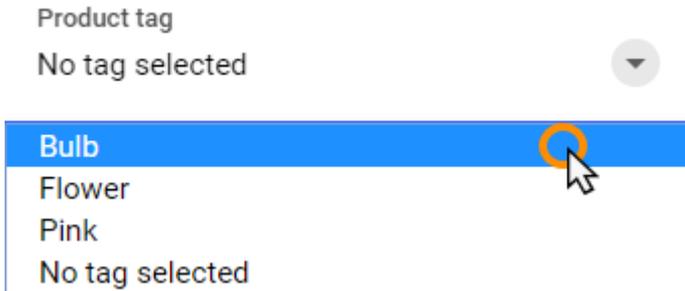
## Step 1

Click the *Featured products* widget to bring up the settings window.



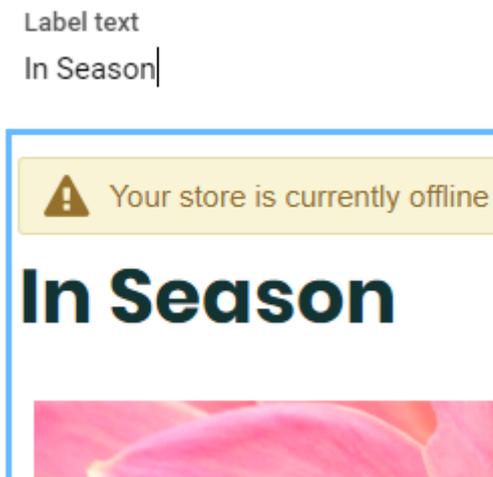
## Step 2

Select the tag you made earlier from the *Product Tag* dropdown menu.



## Step 3

Enter a heading into the *Label text* field, this text will be displayed as a heading at the top of the widget.



## Step 4

Select how many products you want the widget to display from the dropdown menu.

Product results

20



## Step 5

Once done, click **Save** at the top of the widget settings.

# Categories

In order to use the *categories* widget you will need to [set product groups](#) to associate common products within the store.

When added to this widget is added to a page the categories that you have created within your store will be listed. The listed categories will be a link to the store with products, filtered to the selected category.

## *Customising the categories widget*

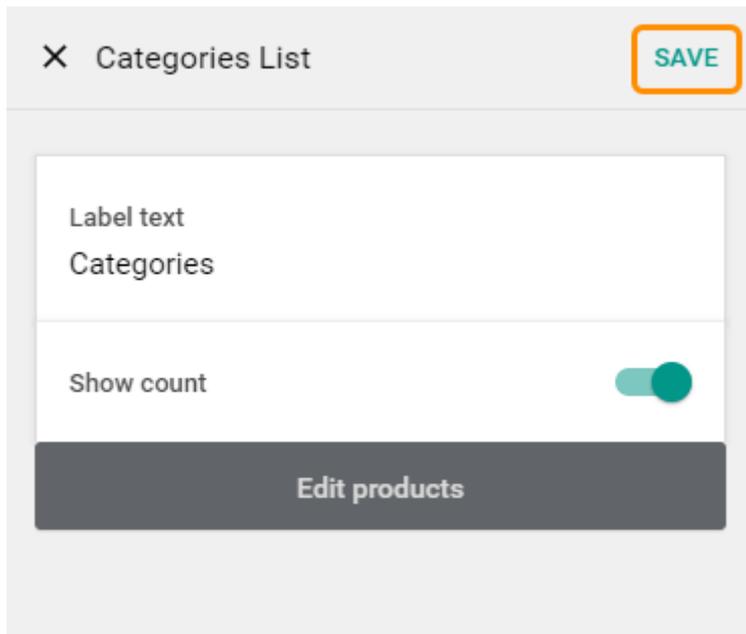
### Step 1

Click the *categories* widget on the page to bring up the settings window.

### Step 2

You can click **Edit products** to quickly and easily make alterations to products and their categories. You can also change the look of the *categories* widget on the page.

- **Label text:** This is the label that appears above the categories widget.
- **Show count:** Choose whether or not to show the number of products in a category on the page.



Once done, click **Save** in the top right.

## PayPal Buy Now

The *PayPal Buy Now* widget has been created in case you want to sell a single product on your site instead of setting up the store. For a larger store with many products you will likely want to use the [Store](#) feature of the Website Builder.

It is recommended to use the [text](#) and [image](#) widgets to give the details of a product, the PayPal buy now button can will then allow the user to make payment.



**Important:** This widget does not tie into the Website Builder store, you will need to use the information in your PayPal account to ensure the customer gets the product they've paid for.

### ***Customising the PayPal buy now widget***

Customising this widget allows you to set the transaction details for the product.

### Step 1

Click the *PayPal Buy Now* widget on the page to bring up the settings window



### Step 2

Enter the details for your PayPal account, currency and product details.

- **PayPal account email:** Enter the e-mail address of the PayPal account that payment will be made to.
- **Currency:** From the dropdown, select the desired currency of the price and shipping.
- **Product Name:** Set a name for the product this button is associated with. This name will help you know which product your user bought.
- **Product Price:** Set a price for your product.
- **Shipping:** You can set a shipping rate here for each product or set on your PayPal account a fixed rate depending on weight or the total.
- **Button Text:** This will be the text on the button that appears on your page.
- **Alignment:** Choose whether to align the button to the left, right or centre of the page.

PayPal account email

Ralph@ralphsbloomers.co.uk

---

Currency

GBP (British Pound)



Product Name

30cm Terracotta Pot

---

Product Price

11.99

---

Shipping

0.99

---

Button text

Buy Now

---

Alignment



Once done, click **Save** in the top right.

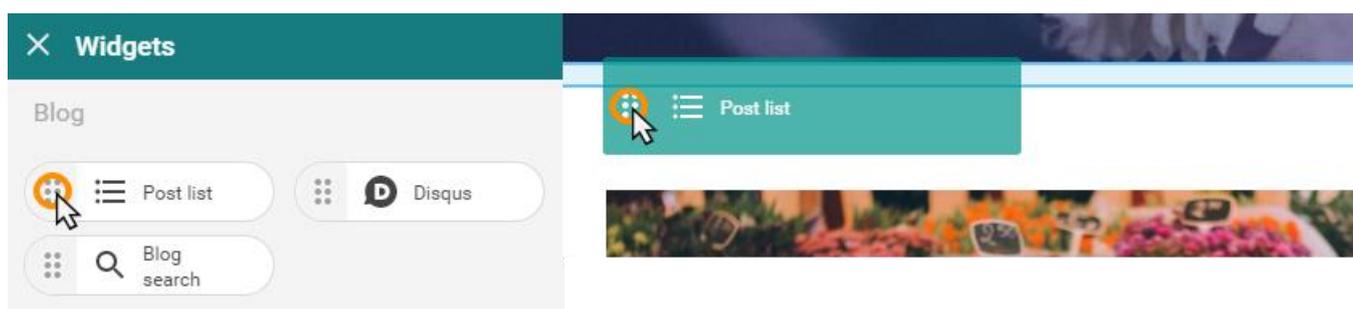
## Blog Widgets

*Blog widgets* allow you to integrate your [blog](#) with the pages of your site. You can also use the *Disqus* widget to engage with your users and allow them to interact with one another.

## Adding a Blog Widget to a page

You can add all the blog widgets to the page with the same standard process.

In the widgets menu, scroll down to the *Blog* section and drag the chosen blog widget onto the area of the page you want it to appear.



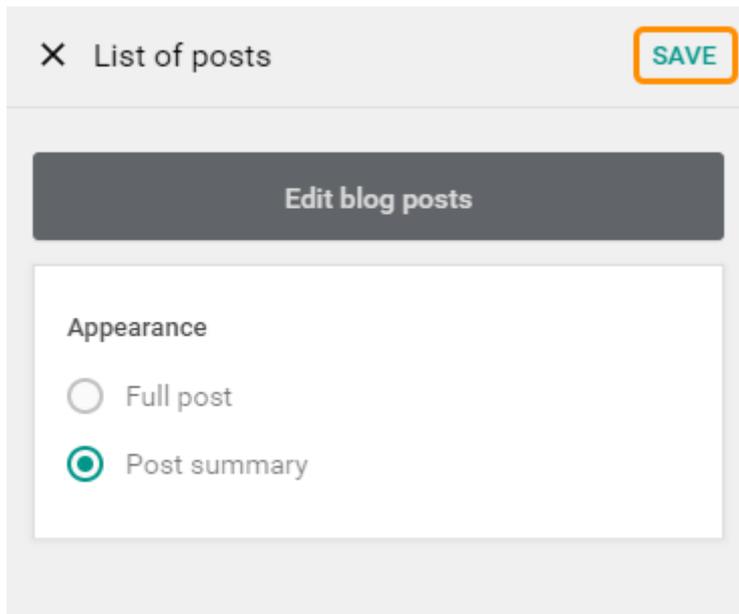
## Post list

If you want your blog posts to appear on alternative pages, rather than the default *Blog* page, then you can add the post list to a page.

### *Customising the post list widget*

Click the *post list* widget on the page to bring up the settings window.

Here you can choose if you want to display the entirety of each blog post or a summary. The user can click **Read More** on a summary to open the full blog post.



You can click **Edit blog posts** as a shortcut to the blog area of the website builder, allowing you to quickly and easily edit, remove or create blog posts.

Once done making changes, click **Save**.

## Blog search

You can add a blog search widget to a page to allow users to enter a search term. The Website Builder will return any relevant blog posts and the user can click **Read More** to read a blog post.

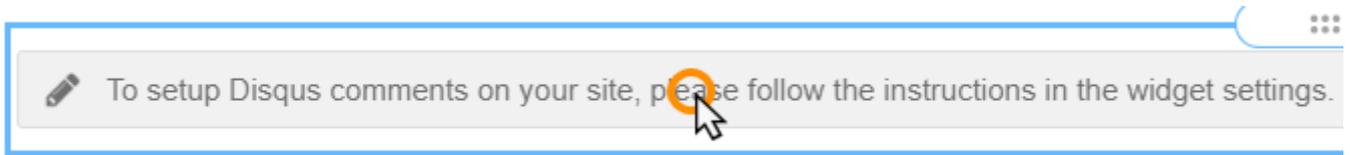
## Disqus

You can add the *Disqus* widget to your pages to allow you to engage with your users and give your users a platform to interact with one another.

### *Setting up the Disqus widget*

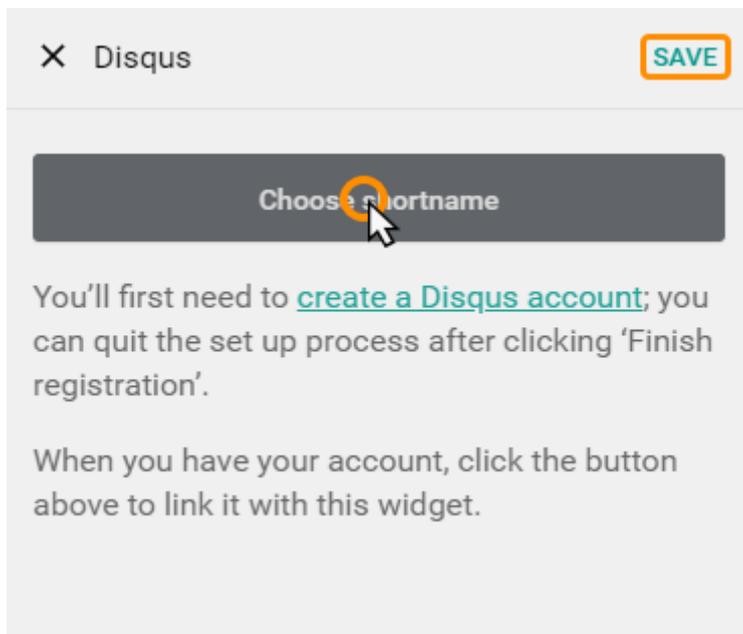
#### Step 1

To setup or edit the Disqus widget, click the widget on the page.



## Step 2

Click the **Choose Shortname** button.



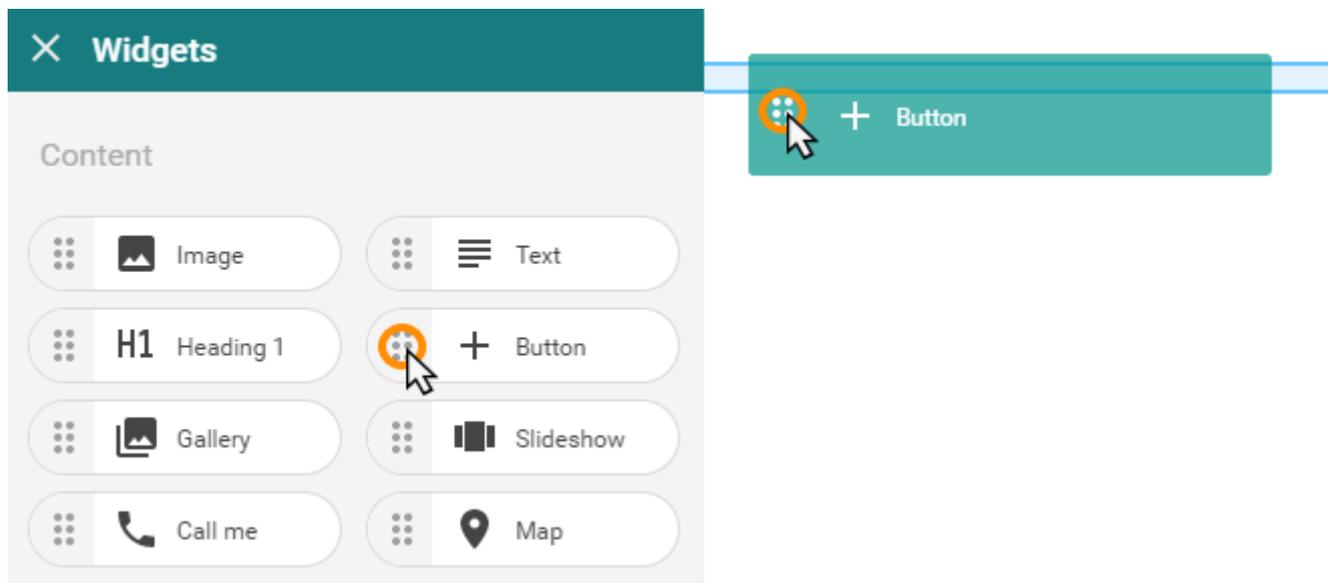
You will now need to authorize Website Builder to connect to your Disqus account. Once done, your Disqus content will be shown on your page.

## Other Widgets

### Adding a Button to a Page

You can add a **button** to your pages which can link to *an internal page, external page, or an e-mail address*.

From the *Content* section, drag the **Button** widget onto the section of the page where you want to it to appear.



## Customising a Button

### Step 1

Click the **button** on the page to bring up the settings window.



### Step 2

From the Link to... dropdown, you can select a page on my site, an external page or an email address.

Link to...

None



None
A page on my site
An external page
An email address

A page on my site

From the *Internal link* drop down you can select from your existing pages.

Internal link

Select page



Select page
--
Home Page
Blog



An external page

## Step 1

In the *External link* field enter the URL of the external page you want to link to.

## Step 2

From the *Target window* drop down, select if you want the external page to be opened in the current tab or a new tab opened for the specified URL.

Target window:

Current



An email address

In the *Mail* field enter the e-mail address you want to link to.

## Display options

You can change the appearance of the button under the display options

- **Text:** This is the text that will appear on the button.
- **Size:** Choose the size of the button.
- **Format:** Make the text bold or italics.
- **Button alignment:** Align the button to the left, right or centre of the page.

Text

Button

Size

18



Format

**B**

*I*

Button Alignment

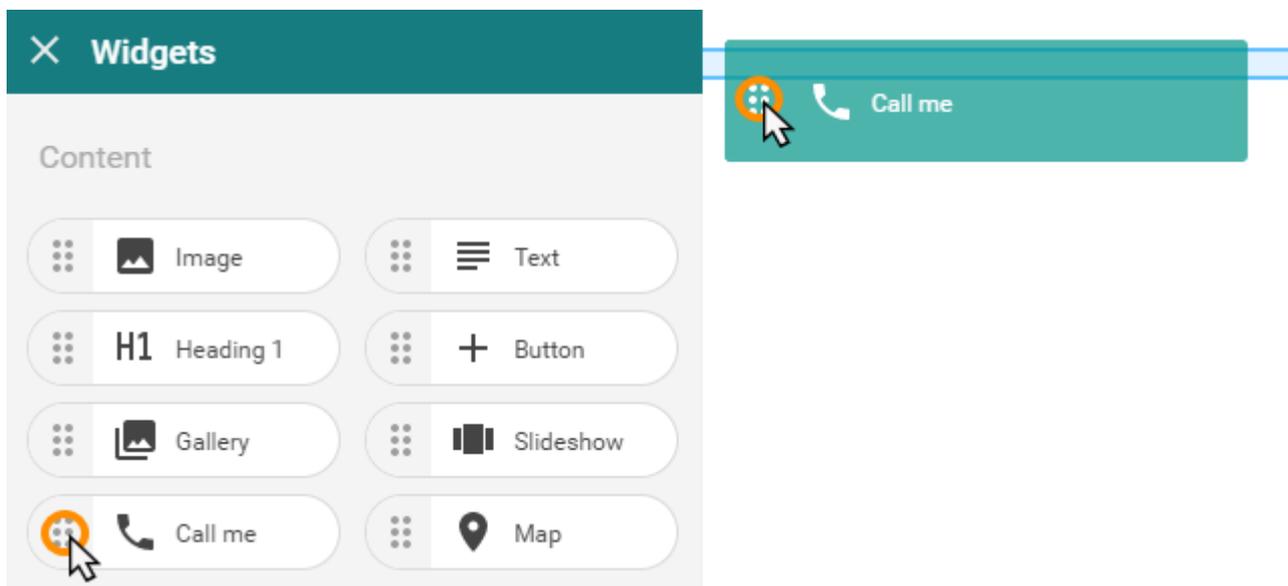


# Call Me

The **call me** widget can be used to create a link to a telephone number. On mobile devices the number can then be called by clicking the link and on desktops it will allow you to pick an application, such as Skype, to make the call.

## *Adding the Call me widget to a page*

From the *Content* section, drag the **Call me** widget onto the section of the page where you want to create a link to allow users to contact you by phone.



## *Customising the Call me widget*

### Step 1

Click the **Call me** widget on the page to bring up the settings window.



## Step 2

In the *Phone number* field, enter the number that you want users to be able to call.

## Step 3

There are a number of *Display options* which allow you to customise the appearance of the **Call me** widget on the page.

- **Text:** This is the text that will appear on the page
- **Size:** Choose the size of the text.
- **Format:** Make the text bold or italics.
- **Alignment:** Align the Call me widget to the left, right or centre of the page.

Text  
01234 567 890

---

Size  
18 

---

Format  
**B** ***I***

---

Alignment  
  

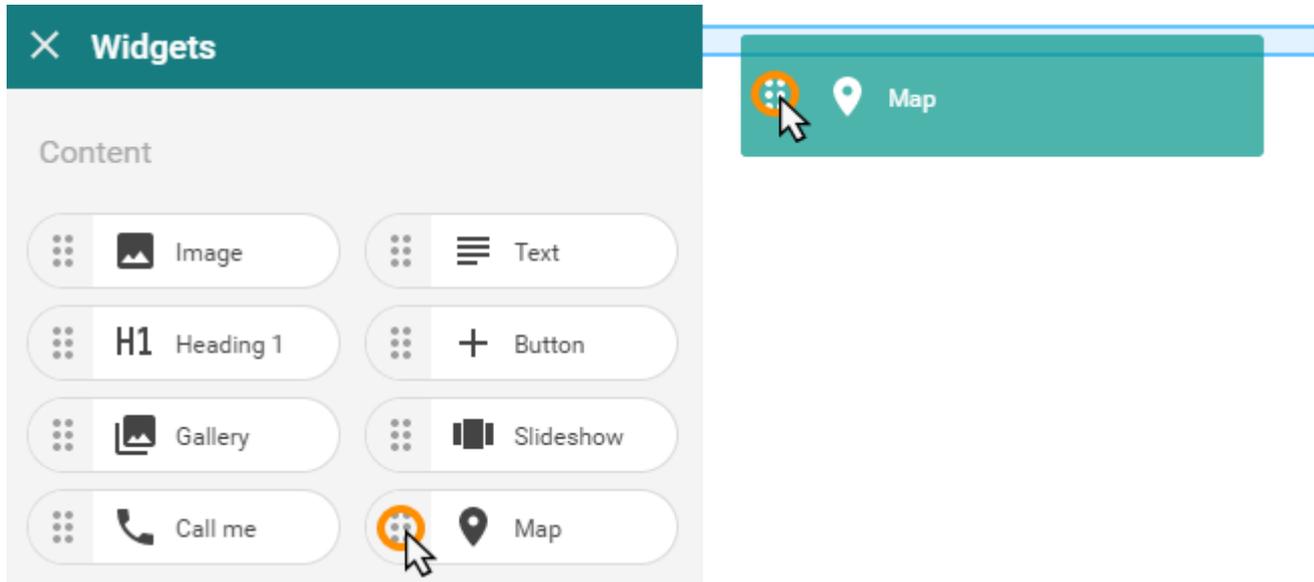
---

## Map

You can add the **Map** widget to your pages which can show a chosen address on Google Maps. The user can drag the map to move around the area and zoom in and out.

## Adding a map to a page

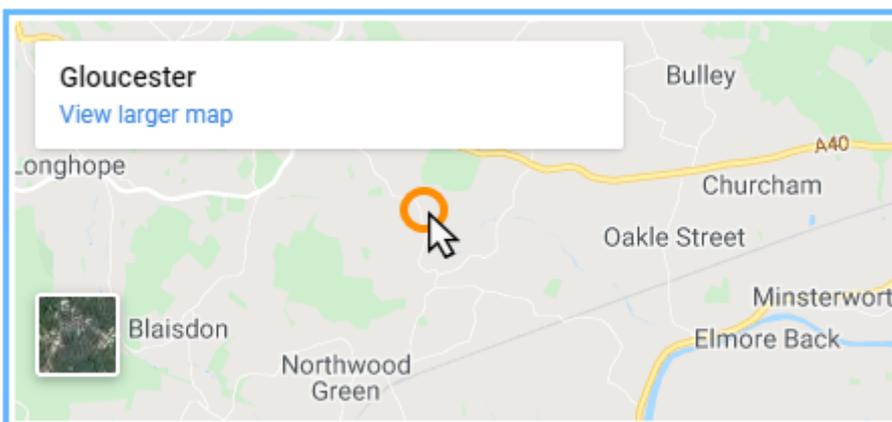
From the *Content* section, drag the **Map** widget onto the section of the page where you want the Google Map of a location to appear.



## Choosing the location to show on the map

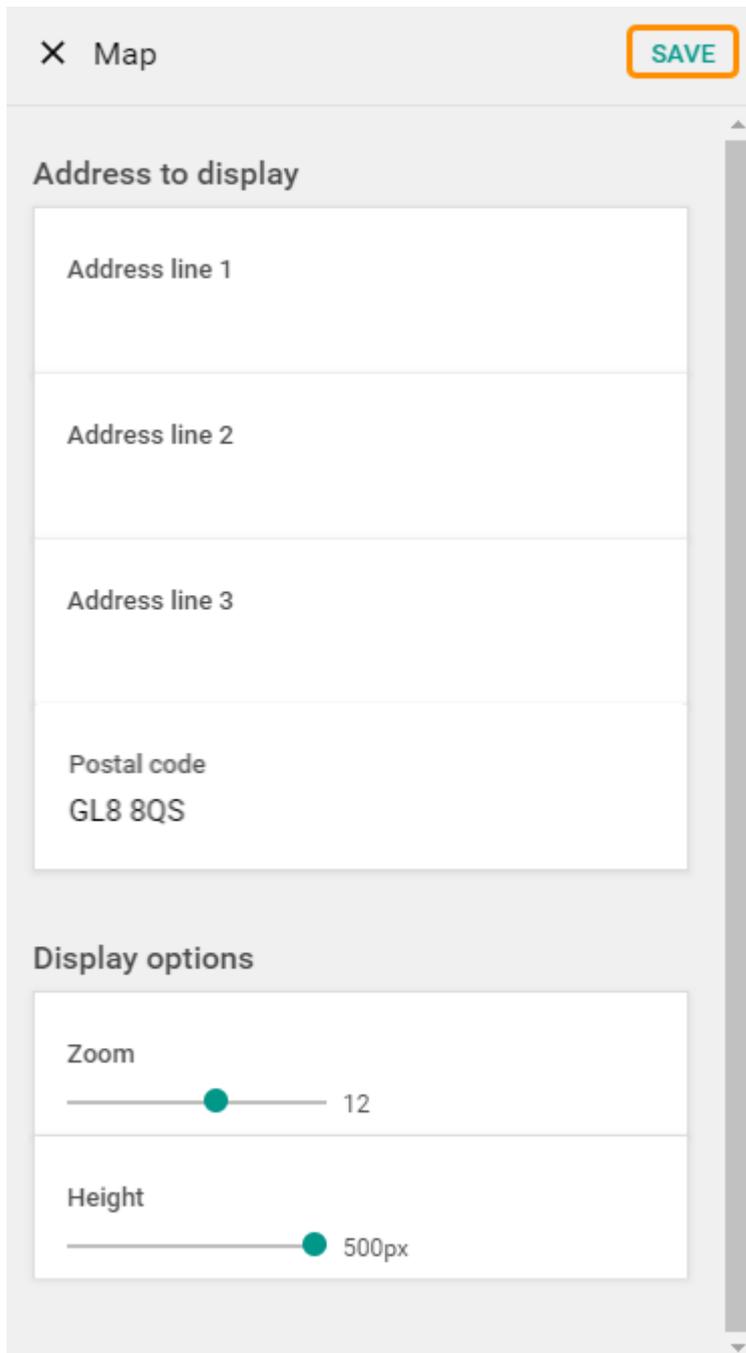
### Step 1

Click the **Map** widget on the page to open the settings window.



## Step 2

Enter the address you want your map to show in the fields provided. You can also adjust the *Zoom* and *Height* of the map using the sliders provided. Once done, click **Save**.



The image shows a configuration panel titled "Map" with a close button (X) and a "SAVE" button. The panel is divided into two main sections: "Address to display" and "Display options".

**Address to display**

- Address line 1
- Address line 2
- Address line 3
- Postal code: GL8 8QS

**Display options**

- Zoom: A slider set to 12.
- Height: A slider set to 500px.

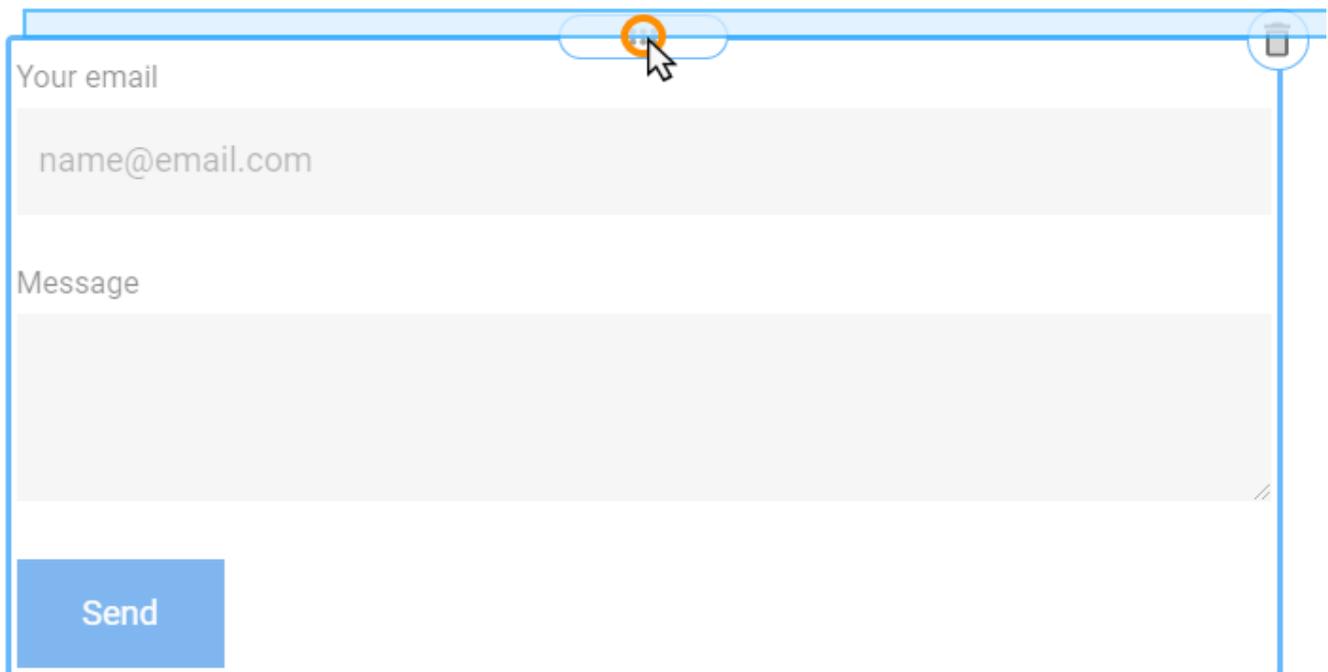
# Moving Content

## Moving Individual Widgets

When you hover over a widget you want to move you can drag the widget by the white pill at the top of the outlined box. This can be seen below.



You can then drag the widget around the page to move it. The widget can be placed in areas that are highlighted in blue when you move over them.

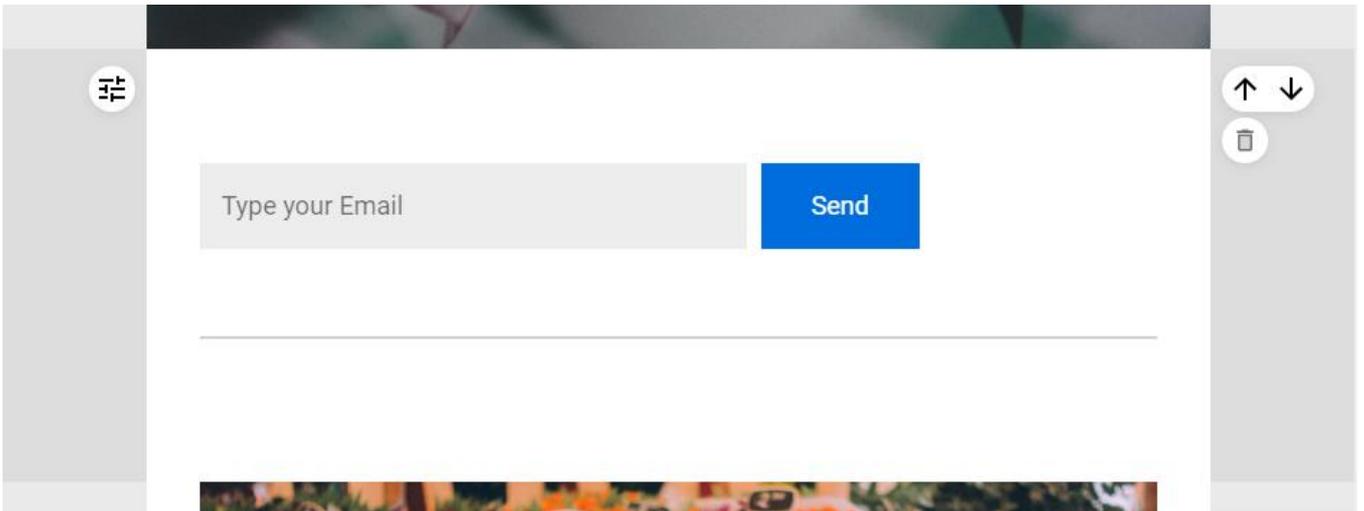


## Moving Sections of a Page

When adding elements from *content* to a page, or putting *widgets* together in an area of a page, they will exist within sections. These sections can be moved up or down a page allowing you to re-organise the page.

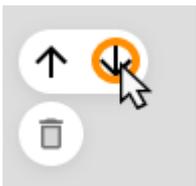
## Step 1

Move your mouse over content or a collection of widgets that you want to move, when you do so the grey area on edges will become darker, indicating the section. You will have additional buttons in this darker grey area.



## Step 2

On the right-hand side of the page, click the arrows to move the section up or down the page



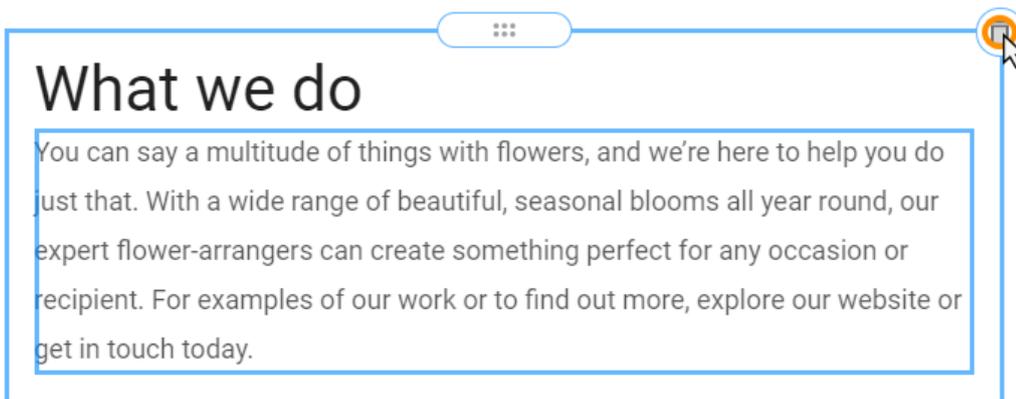
## Deleting Content



**Important:** Deletions are processed immediately and cannot be undone. Please take care when deleting from your pages.

## Removing Individual Widgets

If you hover over a widget, including the divider and spacer widgets, then a delete icon will appear in the top right corner of the box. Click this icon to delete the widget and remove it from the page.



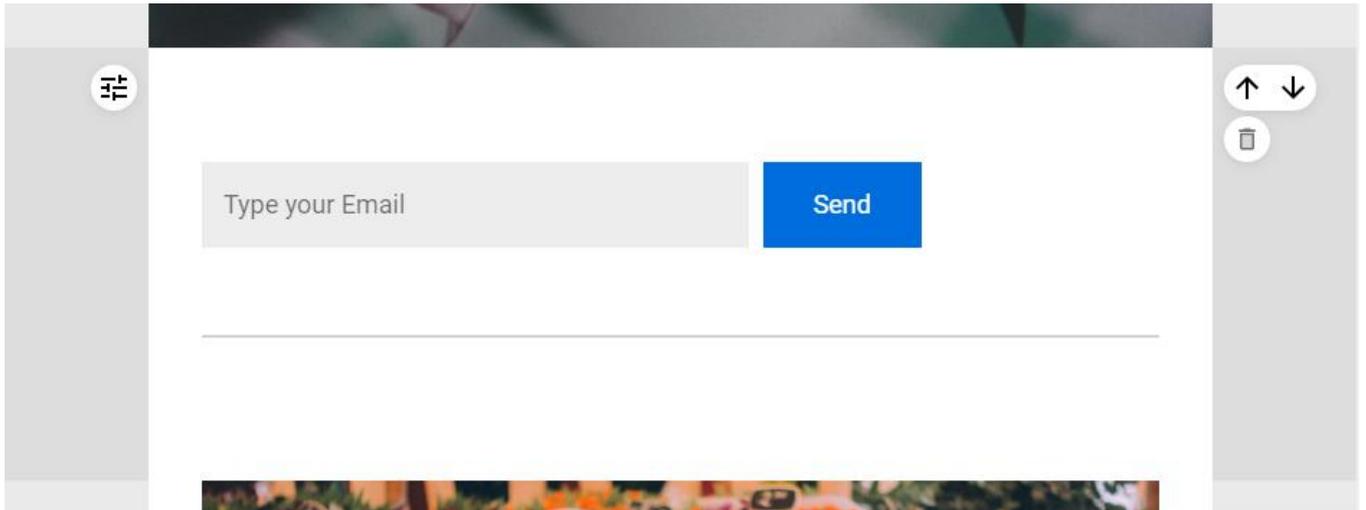
**Note:** The removal process for all widgets is the same; see [Removing Text](#) and [Removing images](#).

## Deleting Sections of the Page

Content and grouped widgets exist within sections on your pages. These sections can be deleted, removing multiple elements from the page at once.

### Step 1

Move your mouse over content or a collection of widgets that you want delete, when you do so the grey area on edges will become darker, indicating the section. You will have additional buttons in this darker grey area.



## Step 2

On the right-hand side of the page, click the delete icon to remove the section from the page.



## Site Style

The appearance of your site is made up of your [colours](#), [fonts](#), [backgrounds](#) and theme. Though you can customise each of these elements there are also many preset designs available which set the fonts and colours for your site.



**Quick tip:** The appearance of certain widgets and content will be based on your theme. If you are not happy with the theme the Website Builder has selected then you can [reset](#) the site and complete the initial setup again.

# Designs

## Step 1

In the top right of the page, click **Design**.

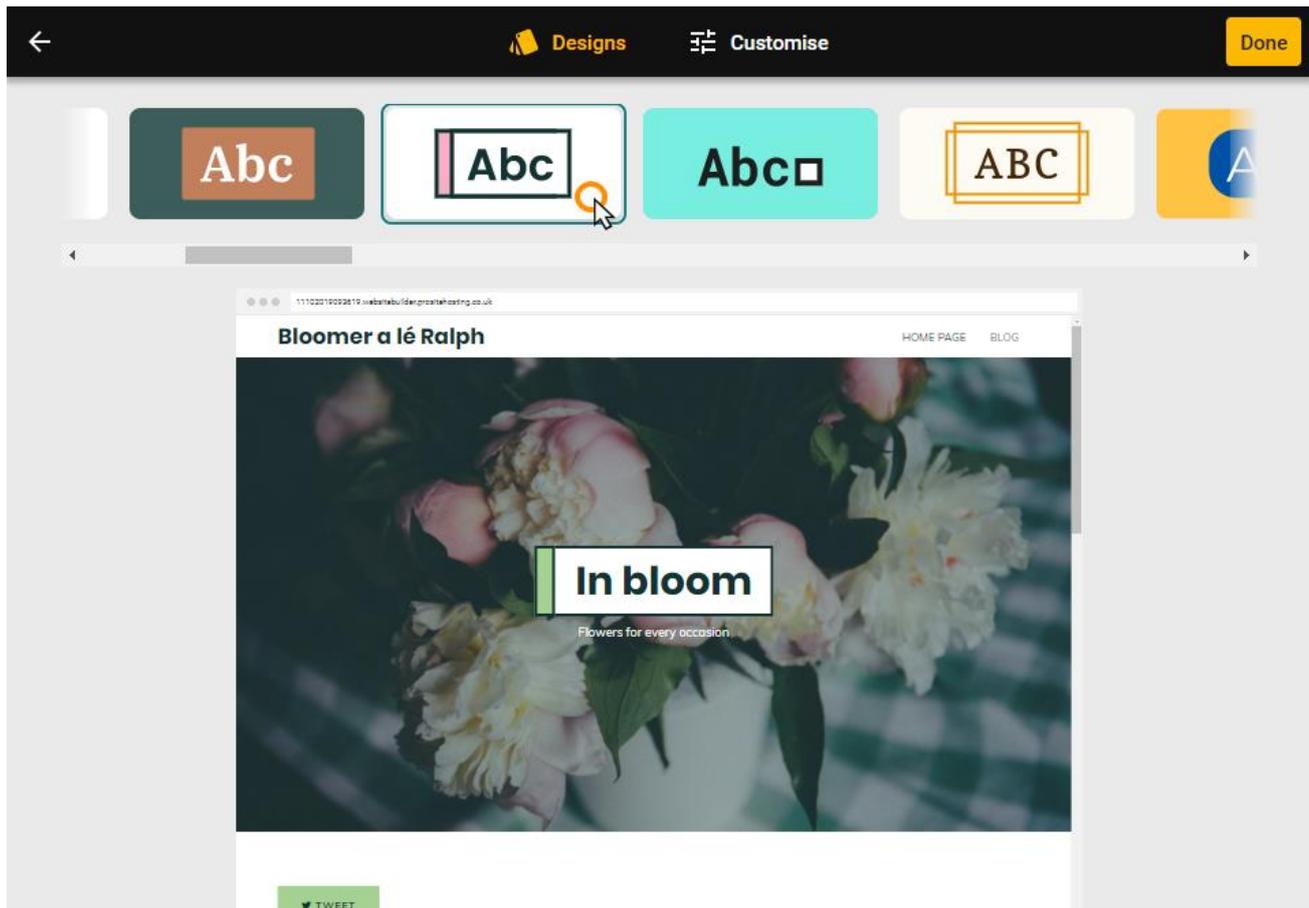


## Step 2

At the top of the page, select *Designs*.

## Step 3

On this page you can select from a number of preset designs. Click on a design, as indicated below, to preview how it would look on your site.



## Step 4

Once you have found a design that you are happy with, click **Done** in the top right to apply the Design to your site.

# Colours

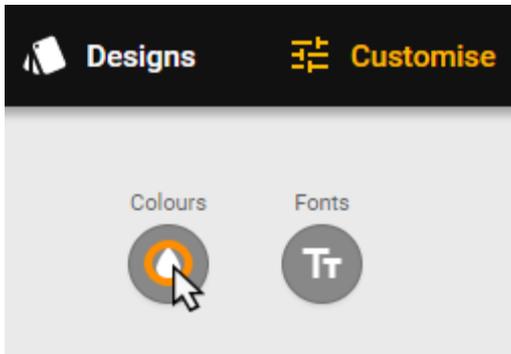
## Step 1

In the top right of the page, click **Design**.



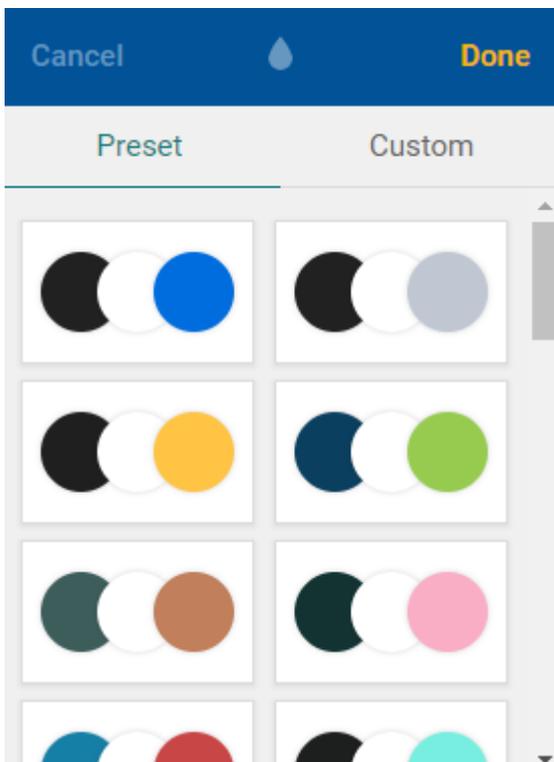
## Step 2

At the top of the page, select *Customise* and then click **Colours**.

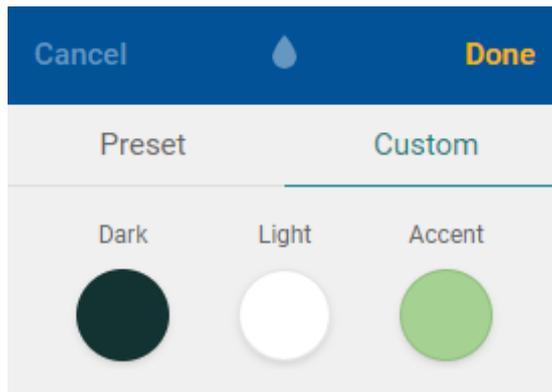


## Step 3

From the pane on the left you can now either select from a number of *Preset* colour schemes.



Or you can set *Custom* colours for the dark, light and accent elements of your pages.



## Step 5

You can preview the colour scheme in the middle of the page and once you're happy with the colours, click **Done** in the top right to apply these changes.

# Fonts

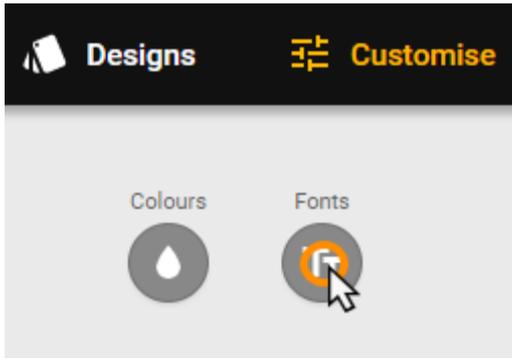
## Step 1

In the top right of the page, click **Design**.



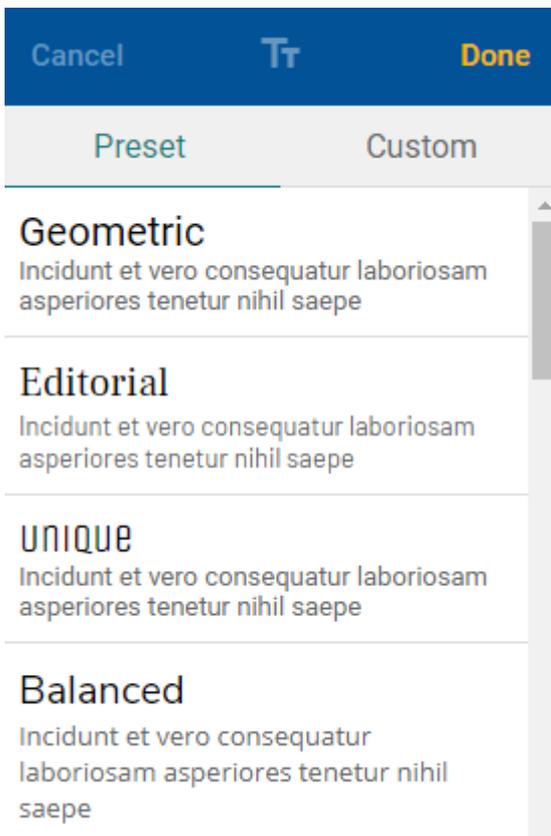
## Step 2

At the top of the page, select *Customise* and then click **Fonts**.

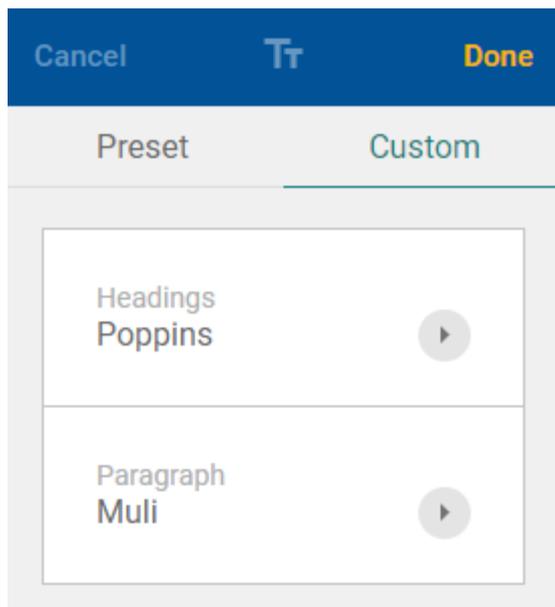


## Step 3

From the pane on the left you can now either select from a number of *Preset* heading and paragraph fonts.



Or you can set *Custom* fonts for the headings and paragraphs of your pages.



## Step 4

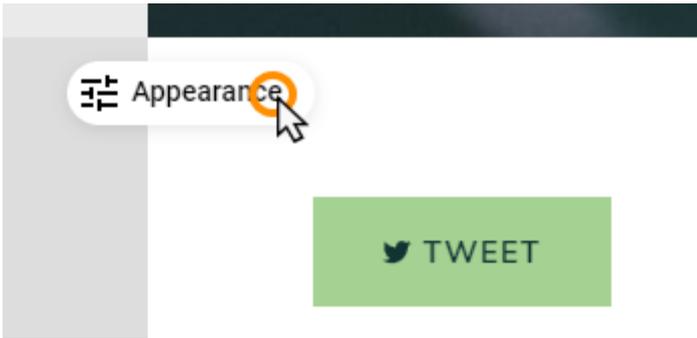
You can preview the font selection in the middle of the page and once you're happy with the fonts, click **Done** in the top right to apply these changes.

# Background

You can change the background for the different sections of your website to use one of the colours in your colour scheme or an image.

## Step 1

Scroll down the page to the section you want to change the background of and click **Appearance** on the left side of the page.



## Step 2

You can select either the dark, light or accent colours from your colour scheme to use as the background colour or you can select an image to use as the background



If you want to use a colour that does not appear as one of these options, then you can change the colours available by selecting a different [design](#) or your own [colour scheme](#).

### ***Background Image***

If you want to use an image instead of a solid colour for your background then you can select from your existing images or [upload a new image](#).

## Step 1

In the *Appearance* window, click **Image**, then click **Replace image**.



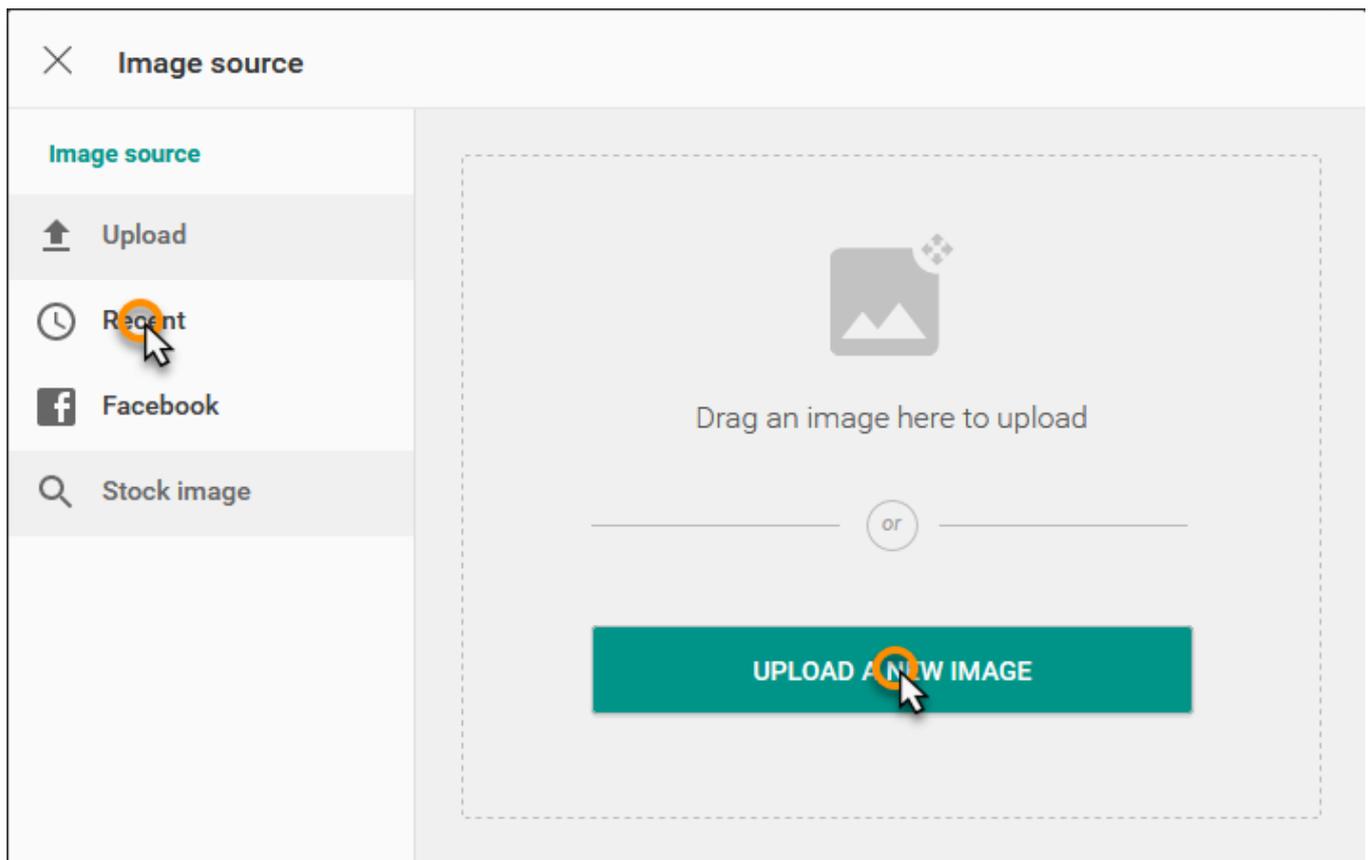
 Replace image

 Overlay

 Focal point

## Step 2

Click the **Upload A New Image** button and choose the image you want to use for your background from your computer.



You can also click **Recent** to choose from your recently used images, **Facebook** to choose an image from Facebook or **Stock image** to choose an image from Website Builder's stock image library.

## Step 3

Customise your background image using the options available.

 Replace image

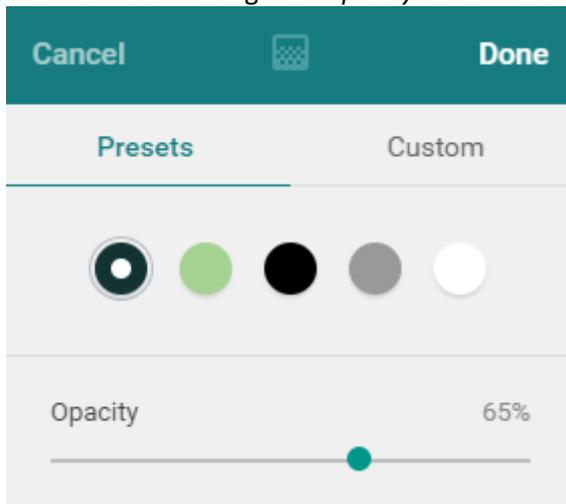
 Overlay

 Focal point

- **Overlay:**

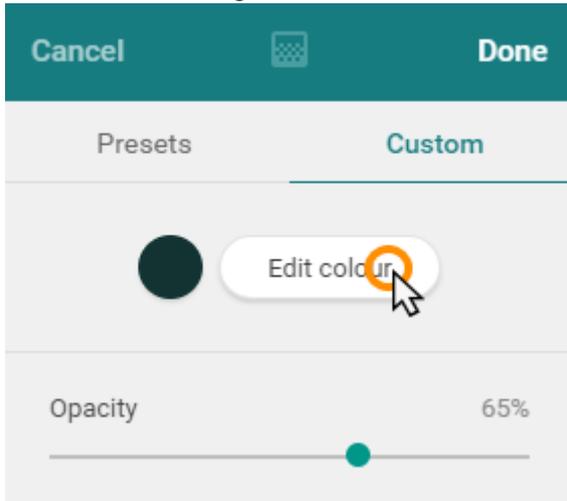
You can overlay your image with a solid colour. The *overlay* can also be used to lighten or darken an image so it works better as a background as an example.

There are a number of *preset* colours, based upon your current colour scheme. The slider at the bottom can be used to change the *opacity* of the selected colour.



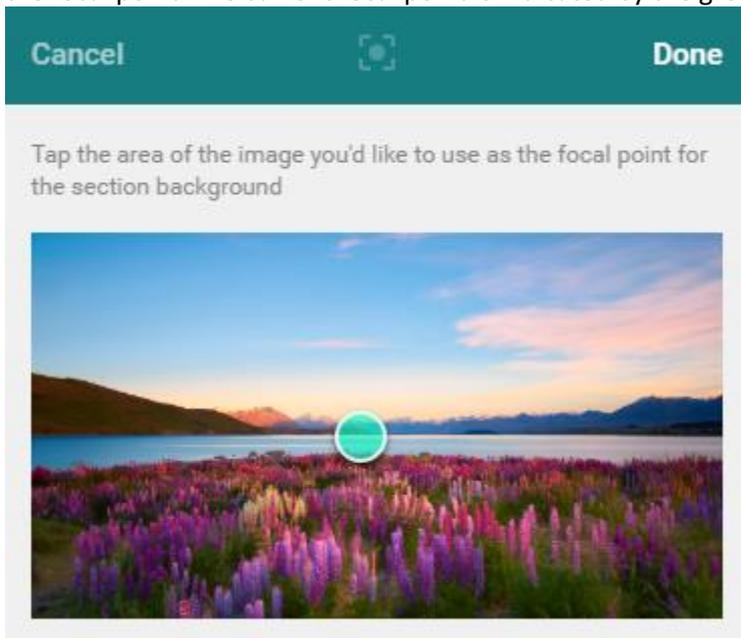
If you want to use a different colour then you can click **Custom**, and then click **Edit Colour** to select the

desired colour using the *HEX* code, *RGB* code or colour picker.



- **Focal Point:**

When you have selected the focal point menu option you can click on any part of the image to change the focal point. The current focal point is indicated by the green circle.



## Page Management

You can manage the pages of your website under the pages and folders drop down menu at the top of the screen in the. Here you can create, remove and organise your pages and folders, and edit their settings.

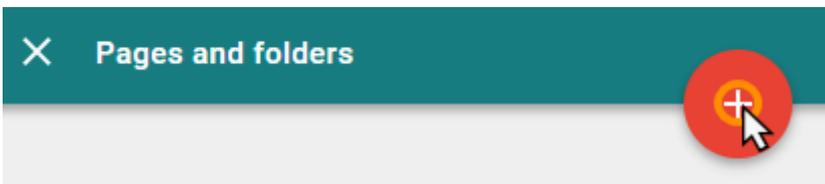


**Note:** All steps below need to be carried out within the *Pages and folders* menu.

## Add a New Page

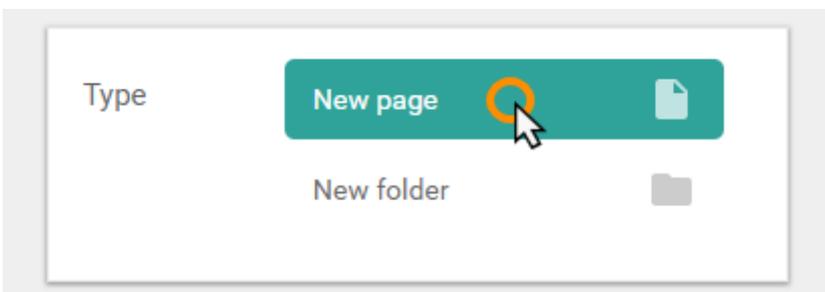
### Step 1

Click the *Plus* icon.



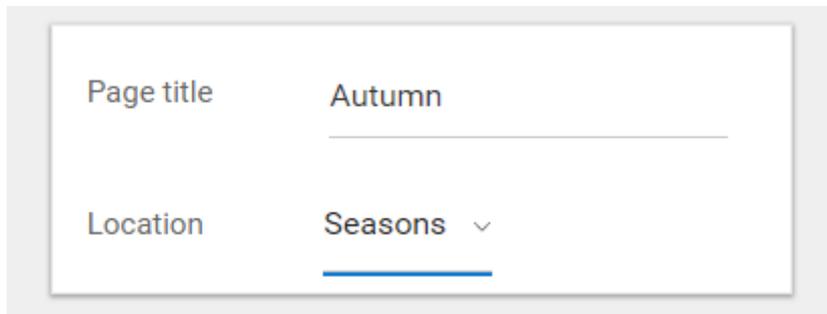
### Step 2

Select **New Page** as the *Type*.



### Step 3

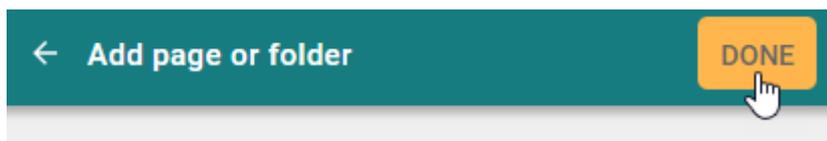
Enter a title under *Page title* and select a location from the *Location* dropdown menu.



A screenshot of a form with two fields. The first field is labeled 'Page title' and contains the text 'Autumn'. The second field is labeled 'Location' and contains a dropdown menu with 'Seasons' selected. The form is enclosed in a light gray border.

## Step 4

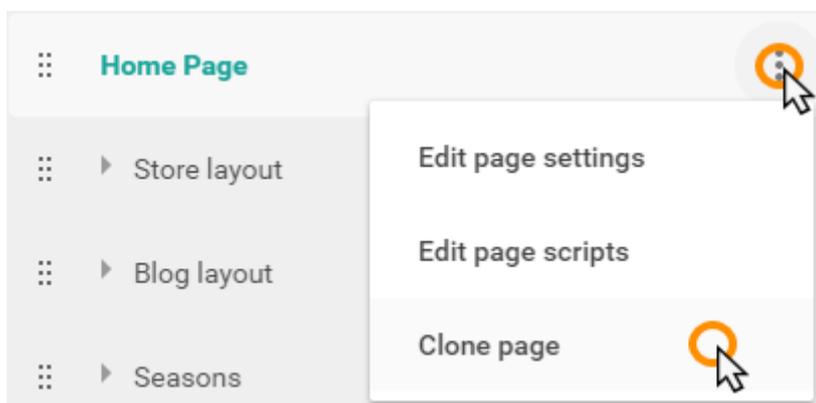
Once done, click the **Done** button at the top.



## Cloning an Existing Page

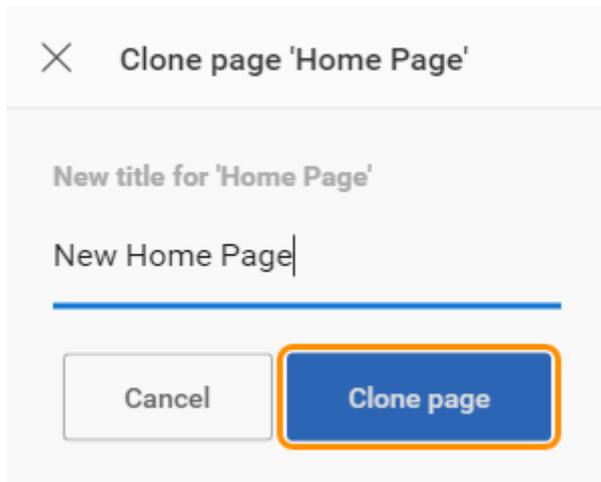
### Step 1

Click the settings icon next to the page you want to rename and click **Clone page**.



### Step 2

Enter your new page name into the *New title for 'Page Name'* field and click **Clone page**.

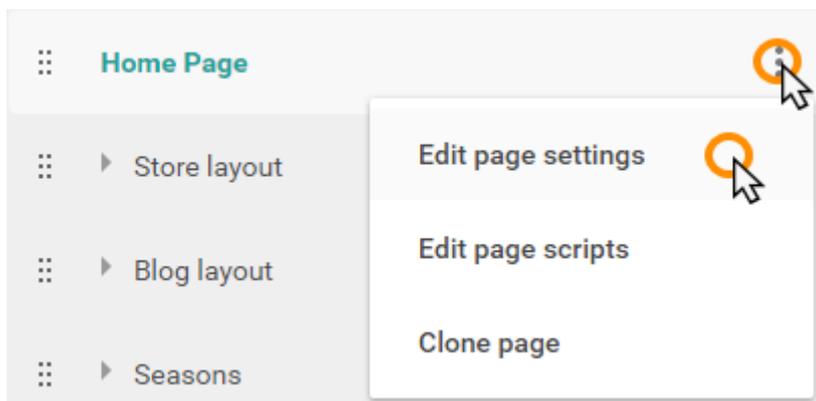


## Page Settings

### Choosing your home page

#### Step 1

Click the settings icon next to the page you want to make the home page and click **Edit page settings**.





**Important:** In order to be made the home page for your site, the desired page must be in the top level folder. If it is not already in this folder you can [move the page](#) to another folder.

## Step 2

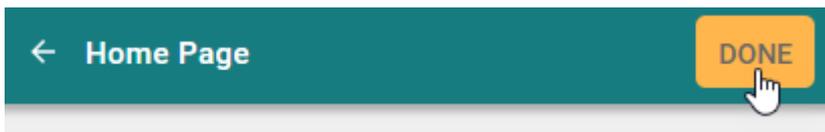
At the bottom of the *page settings*, click the *Home page* switch to the *on* position.

Use as Home page



## Step 3

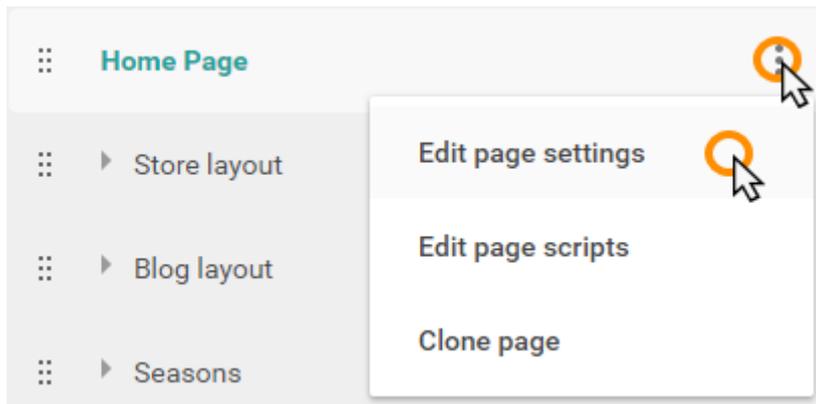
Once finished, click the **Done** button at the top.



## Rename a page

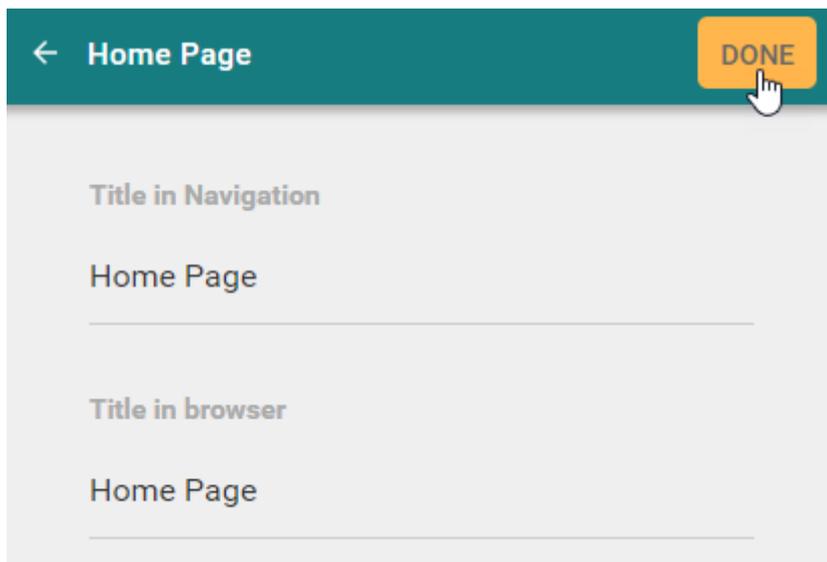
### Step 1

Click the settings icon next to the page you want to rename and click **Edit page settings**.



## Step 2

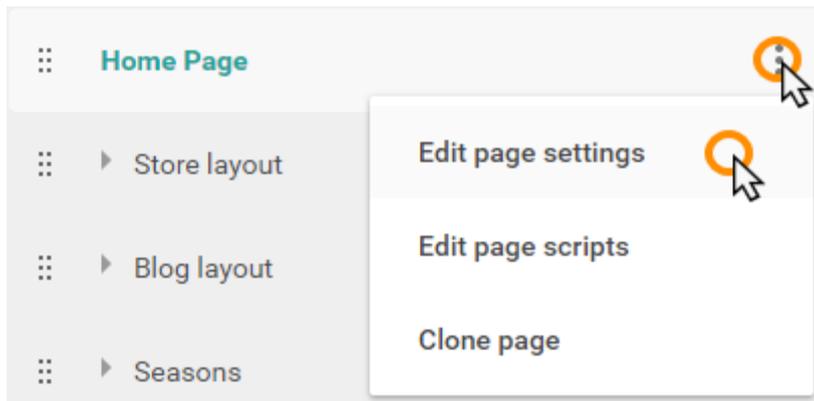
Enter your new page name into the *Title in Navigation* and *Title in browser* fields and click **Done**.



## Choosing what to publish

### Step 1

Click the settings icon next to the page you want published as part of the site and click **Edit page settings**.



## Step 2

Under *Page status* select **Online** from the dropdown menu. This means the page will be made live when the site is published.

Page status

Online

Online

Offline - hide from site

## Step 3

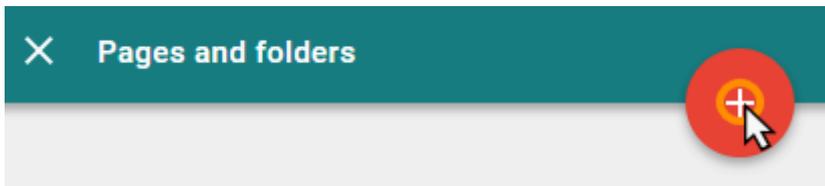
At the top of the settings, click **Done**.

# Organising Your Pages

## Creating a folder

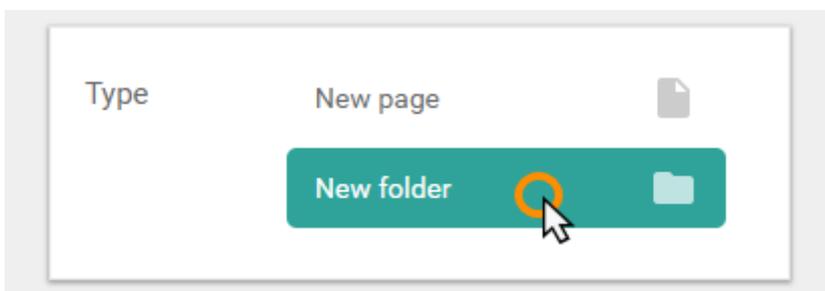
### Step 1

Click the *Plus* icon.



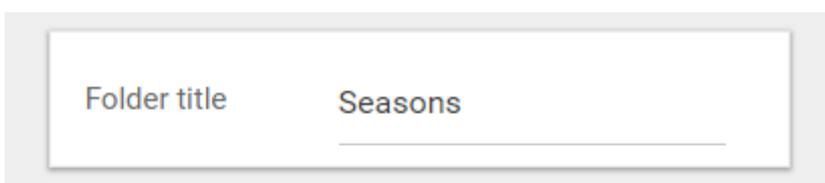
## Step 2

Click New Folder.



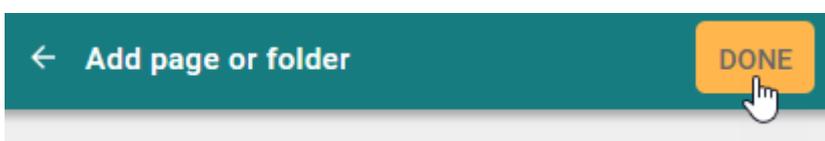
## Step 3

Enter a title for your new folder in the *Folder title* field.



## Step 4

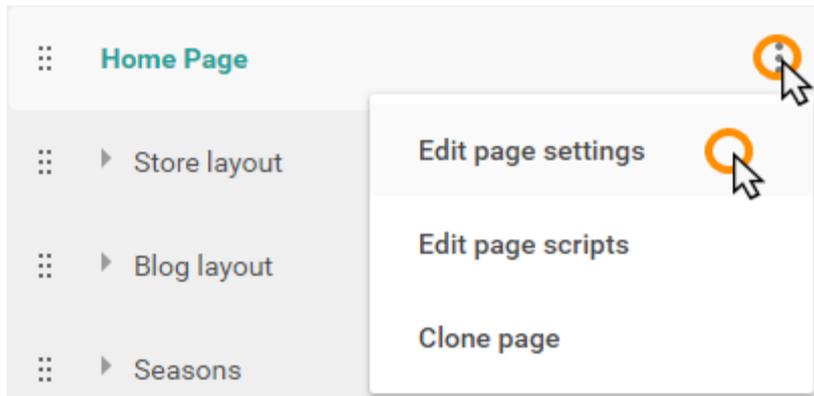
Once done, click the **Done** button at the top.



# Moving a Page to another Folder

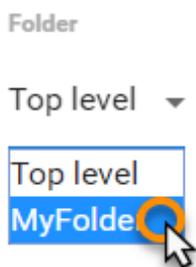
## Step 1

Click the settings icon next to the page you want to move to another folder and click **Edit page settings**.



## Step 2

In the page settings, scroll down to the *Folder* dropdown menu and select the folder you want to move it into.



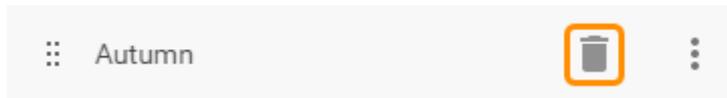
## Step 3

Scroll back to the top of the page settings and click the **Done** button.

# Removing a page

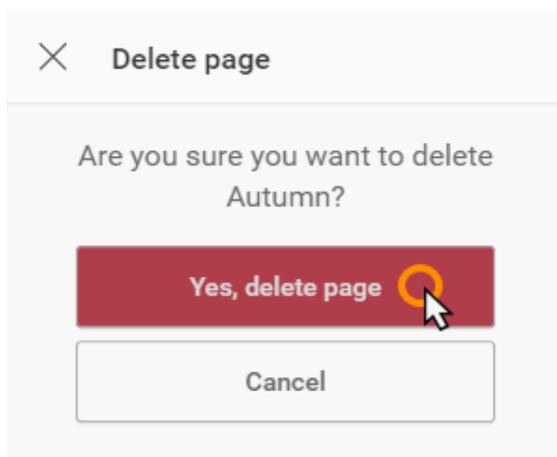
## Step 1

Click the *delete* icon next to the page you want to remove.



## Step 2

Click *Yes, delete the page*, to confirm that you want to remove the page.



# Navigation

## Changing the Order of Your Pages

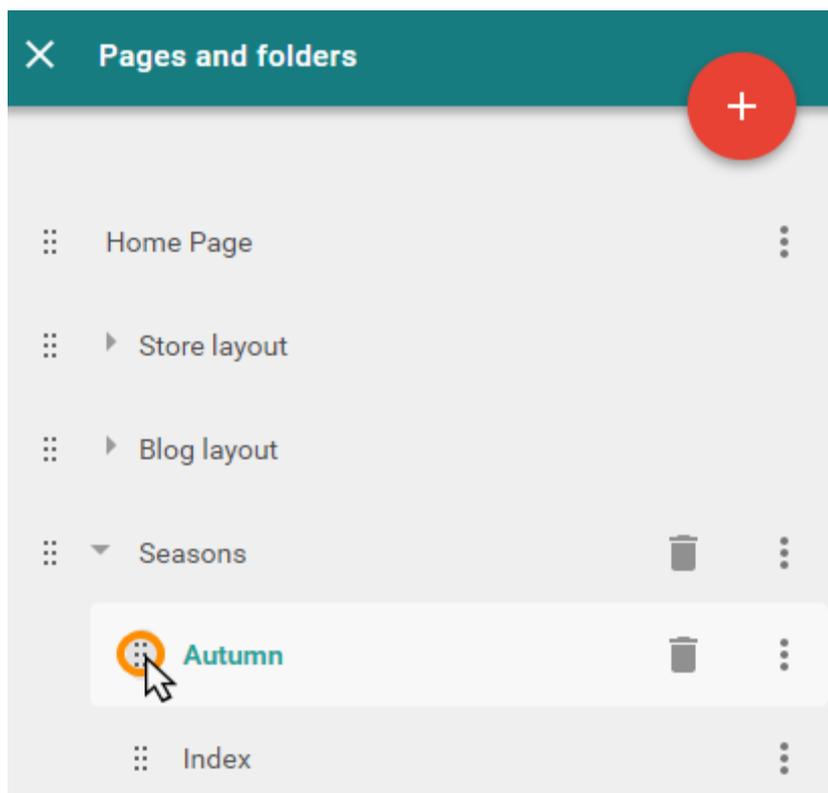
### Step 1

Open the *Pages and Folders* dropdown menu.



## Step 2

Drag the pages and folders into the order that you want them to appear in the navigation menu.



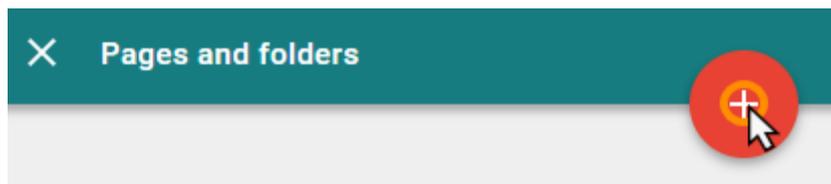
The changes are applied as soon as a page or folder is moved.

## Create a Sub Navigation Menu

You can create a sub navigation menu by [creating a new folder](#) and [moving pages](#) into it.

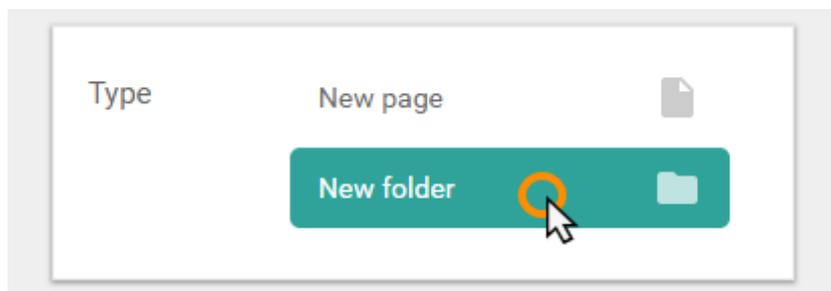
## Step 1

From the *Pages and Folders* menu, click the *Plus* icon.



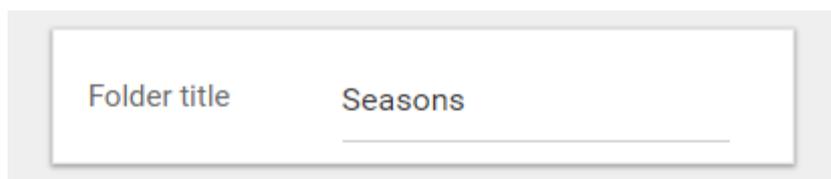
## Step 2

Click New Folder.



## Step 3

Enter a title for your new folder in the *Folder title* field.



Once done, click **Done** at the top.

# Showing Pages in the Navigation Menu

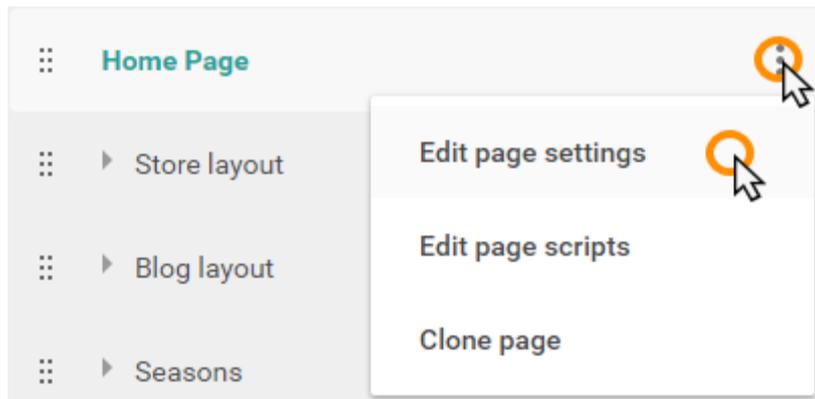
## Step 1

Open the *Pages and Folders* dropdown menu.



## Step 2

Click the settings icon next to the page you want to display in the navigation menu and click **Edit page settings**.



## Step 3

Switch the *Hidden from navigation* switch to the *off* position.

Hidden from navigation



This page will now be displayed in the navigation menu.

## Step 4

At the top of the settings click **Done**.

# Navigation Menu Appearance

The font for the navigation menu is dictated by your [site wide font settings](#). You can change the background for the navigation menu using the normal process to [change a background](#) in the site editor.

## Blog

Website Builder Essential/Complete includes a Blog where you can create and manage posts. There is a standard blog page included in the site editor as by default.

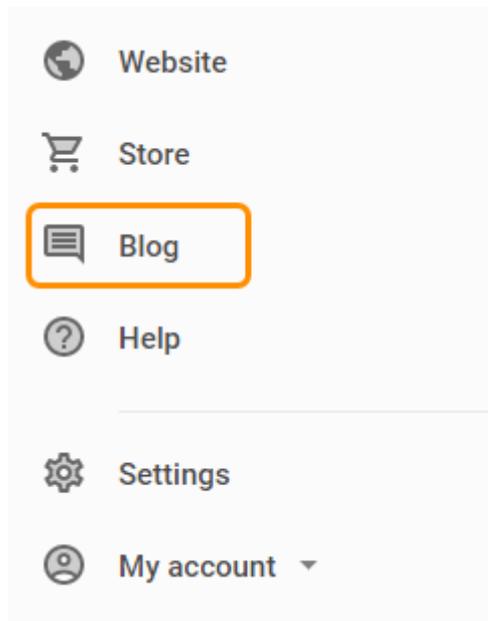


**Quick tip:** You can use the [blog widgets](#) to integrate your blog into other pages of your site.

## Setting Up Your Blog

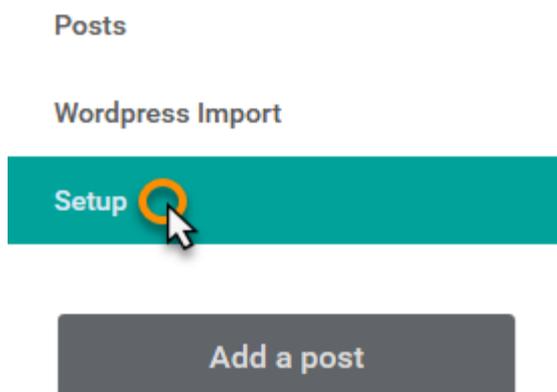
### Step 1

From the main menu, click **Blog**.



## Step 2

From the *Blog* menu, click **Setup**.



## Step 3

Enter the settings for your blog and click **Save**.

- **Blog visibility:** Choose if you want your blog to be *Online* or *Offline*.
- **Title:** Enter a title for your blog.

- **Summary:** Enter a short description of your blog.
- **Posts per page:** Enter how many posts you want to display per page.
- **Enable Google Amp:** Choose if you want your blog to use [Google Amp](#). This project aims to make blogs more readable on mobile devices.

The screenshot shows a settings panel for a blog post. At the top right, there is a blue header bar with an orange 'SAVE' button. The main content area is light gray and contains several settings:

- Blog visibility:** A dropdown menu set to 'Online'.
- Title:** A text field containing 'Ralph's Top 10 Flowering Bulbs'. Below it is a note: 'This may appear at the top of blog pages'.
- Summary:** A text field containing 'Weekly updates on flowering bulbs'. Below it is a note: 'Describe your blog as you want it to appear in search engine listings.'
- Posts per page:** A dropdown menu set to '5'. Below it is a note: 'Posts to display per page.'
- Enable Google AMP:** A toggle switch that is turned on (green).

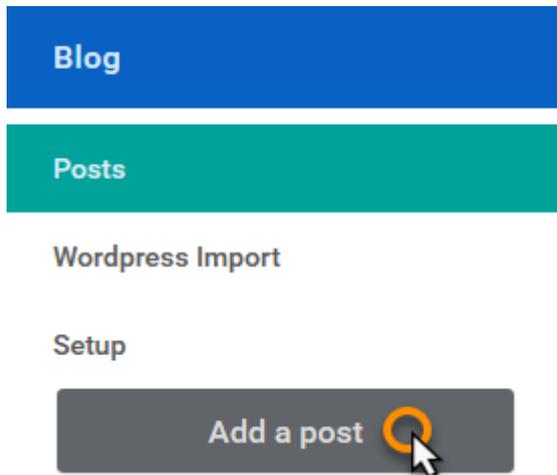
Below the 'Enable Google AMP' toggle is a note: 'Your blog posts may load faster on mobile devices when viewed from Google search results, but may not have the same design as the rest of your site.'

## Blog Posts

### Adding a blog post

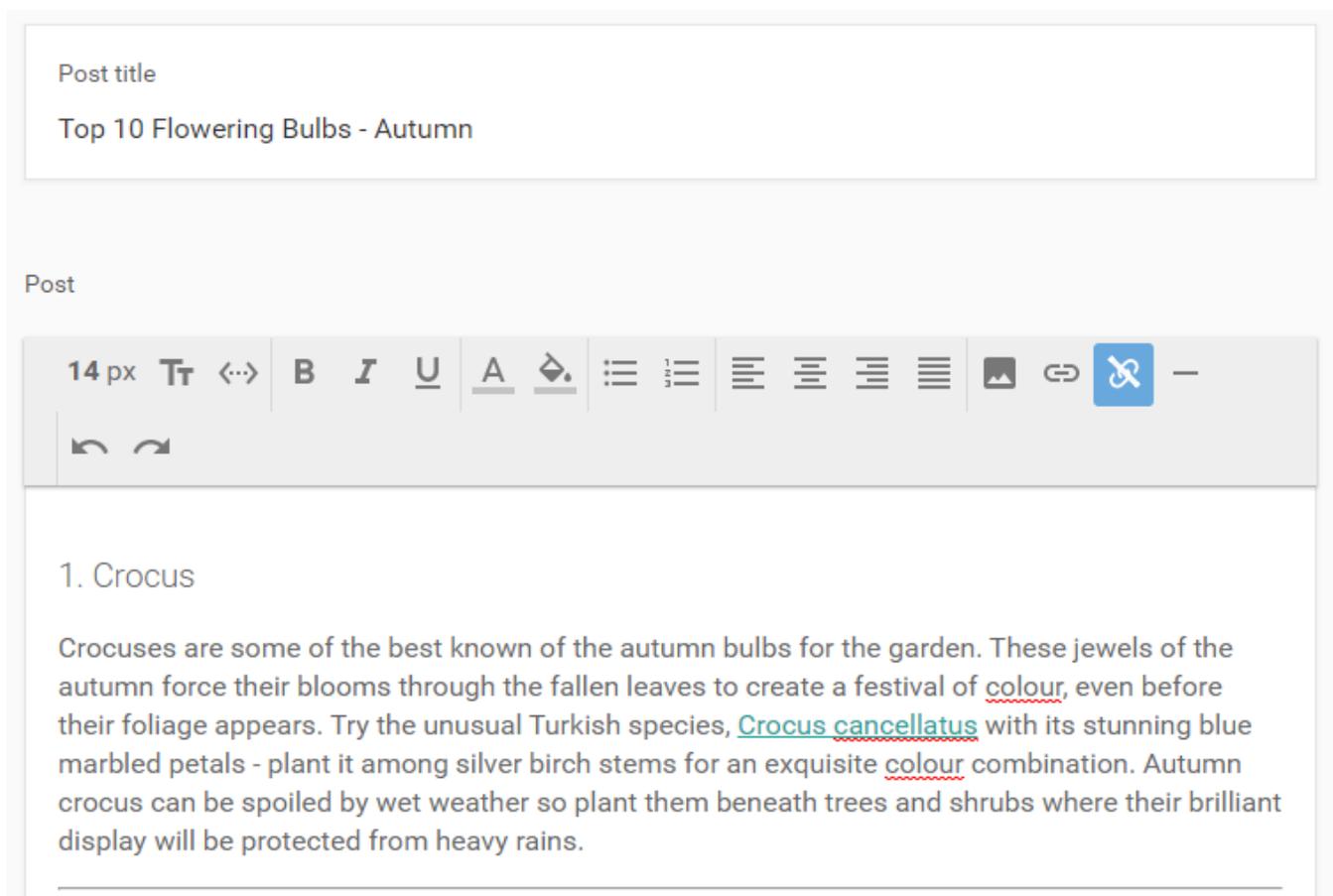
#### Step 1

From the *Blog* menu, click the **Add a post** button.



## Step 2

Enter a *Post title* and your *Posts* in the fields provided.

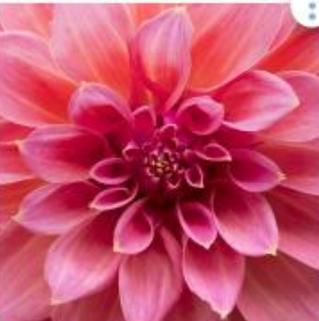


## Step 3

Enter the additional details for your blog post.

- **Feature image:** Add an image to accompany your post.
- **Category:** Add an existing category, or create a new one.
- **Tags:** Add tags.
- **Post summary:** Enter a short description for your post.

Feature image



Category

✕ Flowers ✓

Tags

Bulbs ✕ Autumn ✕

Add a new tag

Post summary (maximum 254 characters)

Top 10 Autumn Flowering Bulbs 2019

## Step 4

At the top of the page, you can either **Publish** your post or **Save Draft** for later.



## Adding categories and tags to your posts

Adding categories and tags to your posts helps users search and filter your blog posts to find what they want.

### Step 1

Select the blog post from the list that you want to add categories or tags to. Or create a new blog post.

TITLE	STATUS	MODIFIED	PUBLISHED
 Top 10 Flowering Bulbs - Autumn	Published	Oct 15, 2019	Oct 15, 2019

### Step 2

Select the *Category* you want from the dropdown list or click **Add new** to create a new category.

Category

Uncategorised

Uncategorised

Add new...

### Step 3

To add a tag, type your tag into the field provided and press enter.

Tags

Bulbs ✕

Autumn ✕

Flowers ✕

Add a new tag

## Step 4

Once done, click **Publish** or **Save Draft**.

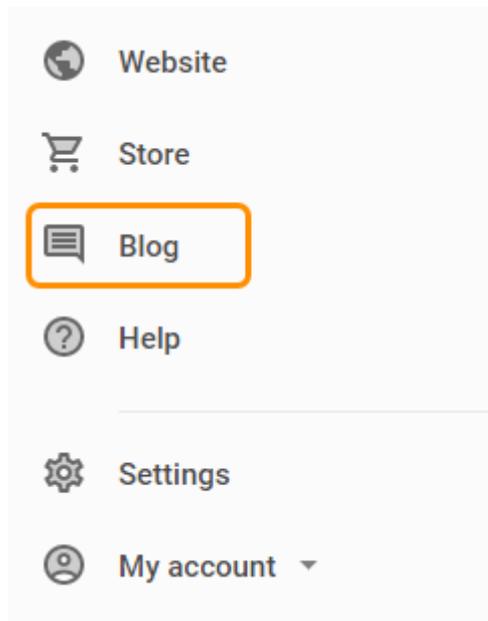


## Importing WordPress posts into your blog

WordPress posts that have been exported to an .xml file can be imported into the Website Builder Blog.

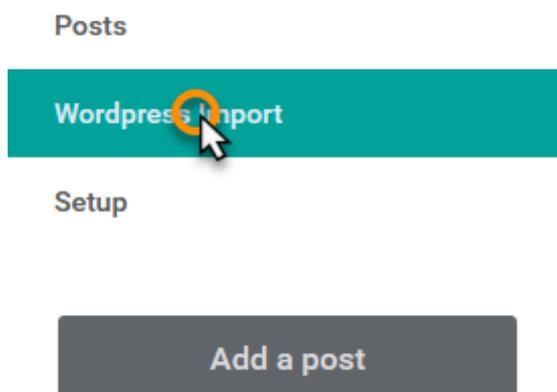
## Step 1

From the main menu, click **Blog**.



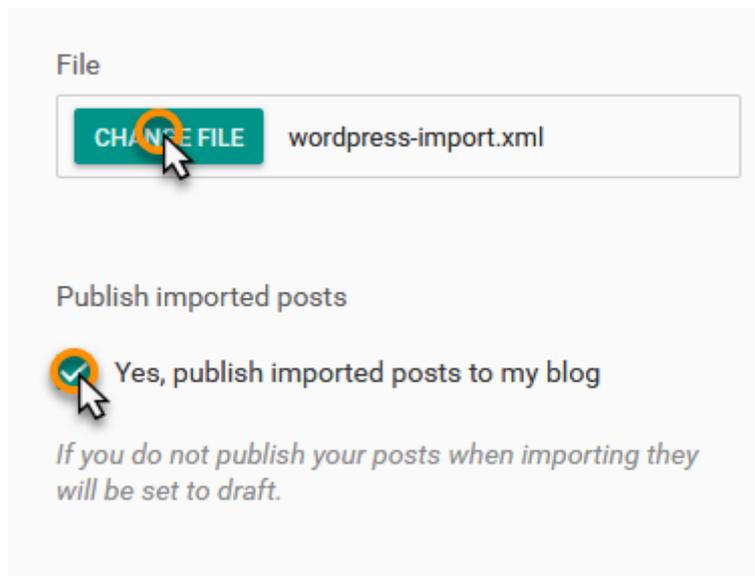
## Step 2

Click **WordPress Import** from the *Blog* menu.



## Step 3

Click the **Choose File** button and select your exported WordPress file that you want to import.



You can also tick the box to publish your imported posts right away. Otherwise, if you want to save them as drafts before publishing, leave this box unticked.

## Step 4

Once done, click the **Import** button in the top right of the page.

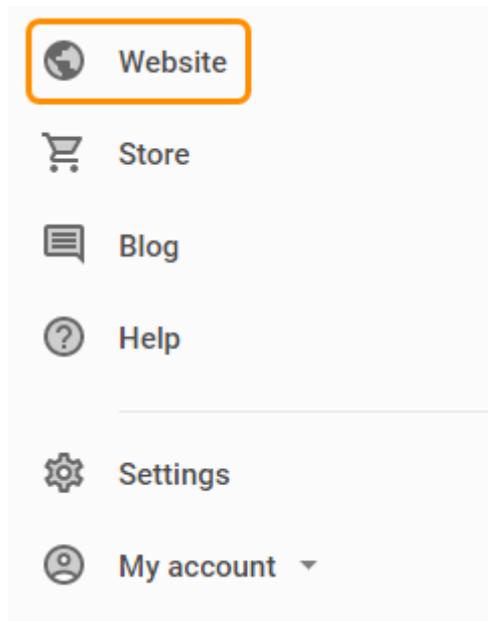


# Displaying Your Blog Posts

You can utilise the blog widgets to display a [list of blog posts](#) on your pages or allow people to [search for blog posts](#).

## Step 1

Click **Website** from the main menu.



## Step 2

Select the page you want to display your blog posts on from the *Pages and Folders* dropdown menu at the top of the page.

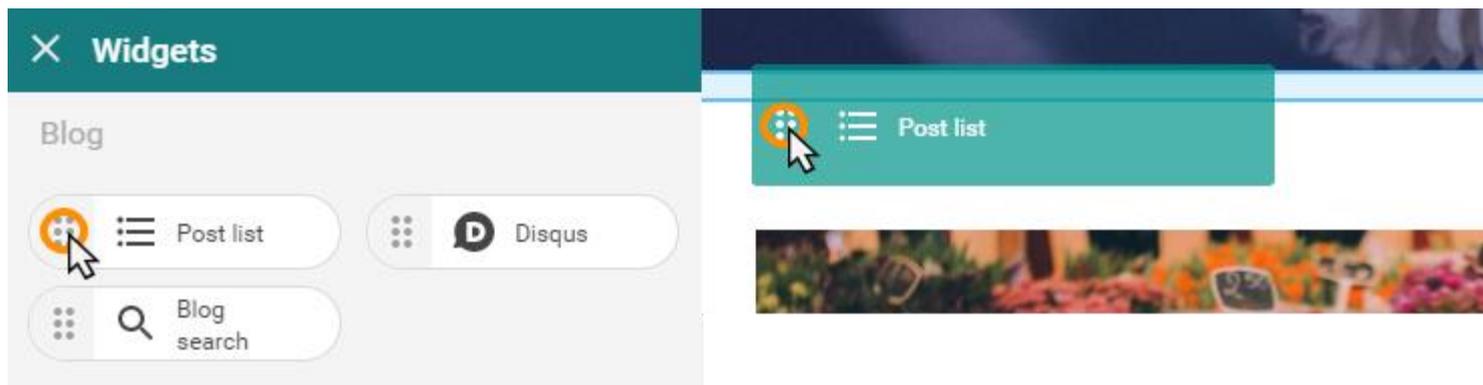
## Step 3

Click **Add Widget** in the bottom right of the page.



## Step 4

From the *Blog* section, drag the **Product list** or **Blog search** widget onto the section of the page where you want to show your blog posts or allow users to search through your blog posts.



## Store

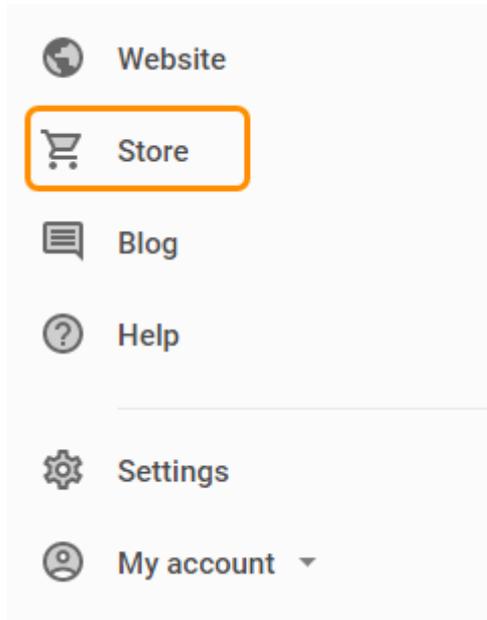
The Website Builder includes a store to allow you to create, manage and sell products to the users of your site. The processes below will need to be carried out within the Store section of the website builder.



**Quick tip:** You can use the [store widgets](#) to integrate your store and products into pages of your site.

## Setting Up Your Store

Click on the **Store** icon in the left hand menu to navigate to the Website Builder Store.



The first time you go to your store settings, there will be four main steps to complete in order to get your shop up and running.

### STORE SETUP

*Start selling online and taking payments from your customers.*

<input type="checkbox"/>	Store details	>
<input type="checkbox"/>	Payment	>
<input type="checkbox"/>	Shipping	>
<input type="checkbox"/>	Products	>

PUBLISH STORE

## Store details

Enter your store details into the fields provided, then click **Save** at the top.

### Store settings

SAVE

**BASIC SETTINGS**   SHIPPING   PAYMENT   TAX   CURRENCY & FORMATS

Store name	Store email address
Ralph's Cheese Emporium 	ralph@ralphscheeseemporium.com
Address	Postal/ZIP code
Ralph's Cheese Emporium	GL12EX
123 High Street	Country
Gloucester	United Kingdom 

## Payment methods

### Step 1

Click **Settings** to expand the menu and click on **Payment**.

## ▼ Settings

Basic settings

Shipping

Payment

Tax

Currency & formats

## Step 2

The payment providers available will be listed. Select one appropriate for your business and follow the process to set it up.

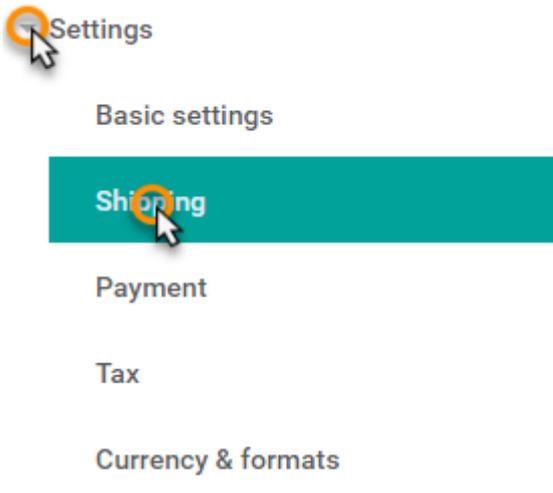


**Quick tip:** From the list of connected payment providers, click the icon on the right hand side to edit or remove the payment method.

## Shipping

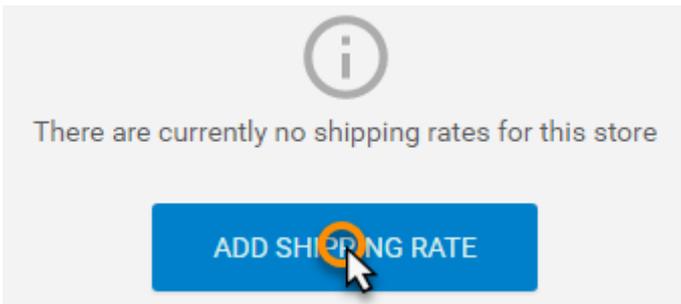
### Step 1

Click **Settings** to expand the menu and click on **Shipping**.



## Step 2

Click the **Add Shipping Rate** button.



## Step 3

Enter the details for your new *Shipping Rate* option.

- **Shipping rate name:** Enter a name for the *Shipping Rate* option.
- **Country:** Choose the destination that the *Shipping Rate* option delivers within.
- **Courier:** Enter the Courier that your *Shipping Rate* option will use.
- **Estimated delivery time:** Enter the estimated delivery time of your *Shipping Rate* option.
- **Shipping cost:** Enter the cost of your *Shipping Rate* option.
- **Apply rate based on weight:** You can use this option if you want your *Shipping Rate* option to only be available to orders within a set weight range.

Shipping rate name	Country	Courier	Estimated delivery time	Shipping cost
UK Next Day	United Kingdom	OK Shipping co	1 Day	€ 3.99

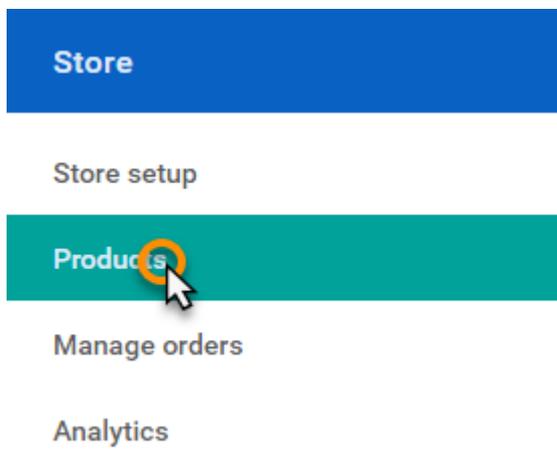
Apply rate based on weight:

Weight range: 150 g to 500 g

When complete, click the *tick* icon in the top right to add this rate and return to the setup process.

## Products

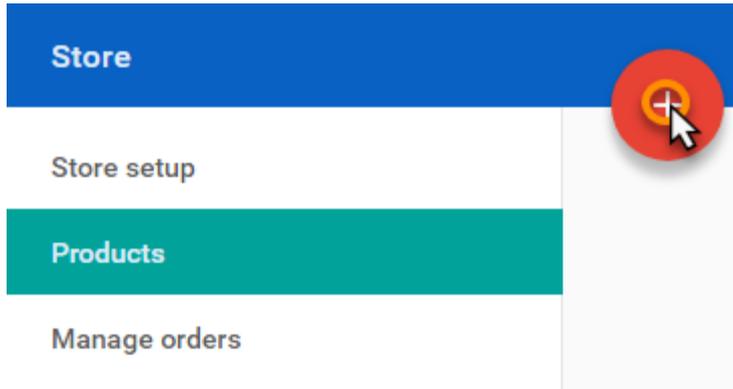
To create, edit and manage your products you will need to click **Products** in the *Store* menu.



## Adding Products to Your Store

### Step 1

Click on the **Add** icon on the Products page.



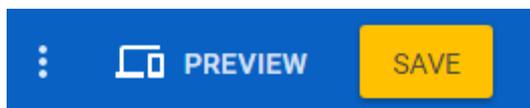
## Step 2

Enter the basic information about your product.

- **Product title:** Enter a name for your product.
- **Description:** Write about the product giving customers specific information.
- **Images:** Upload or use a stock image to show buyers what they're buying.
- **Categories and Tags:** Make it easier for customers to find products on your site.
- **Price:** Set the price of your product.
- **Weight:** To calculate weight based shipping costs you'll need to enter the weight of the product.
- **Visibility:** allows you to set the store to show or hide the product.

## Step 3

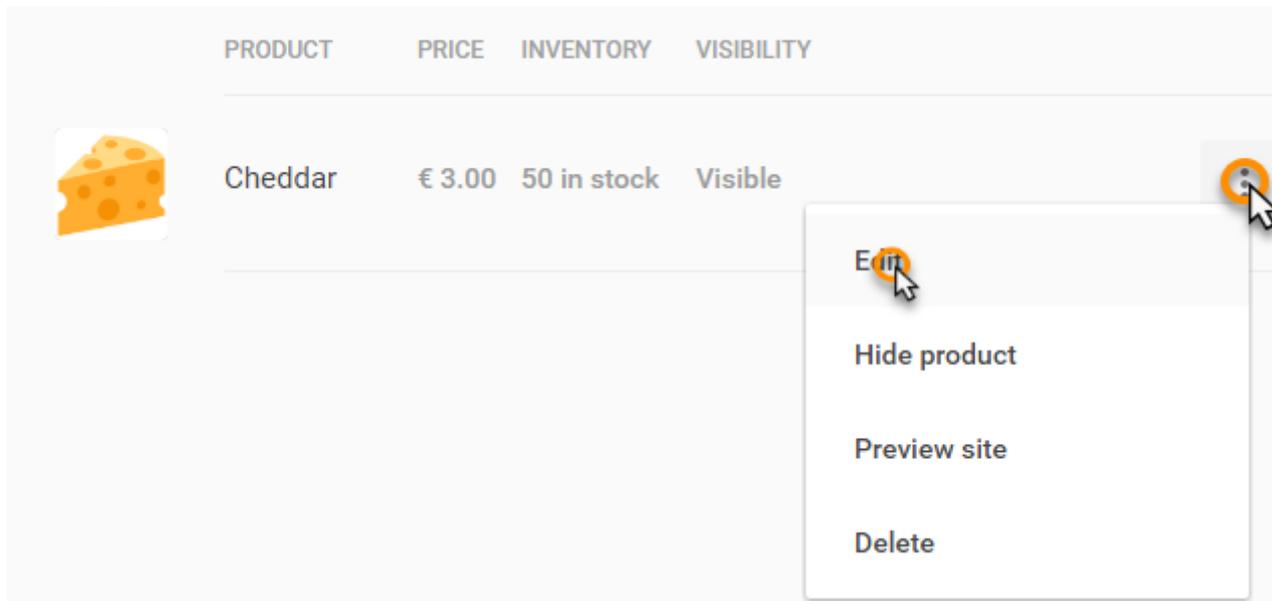
Click **Save** to add the product to your site.



# Adding Categories and Tags to Products

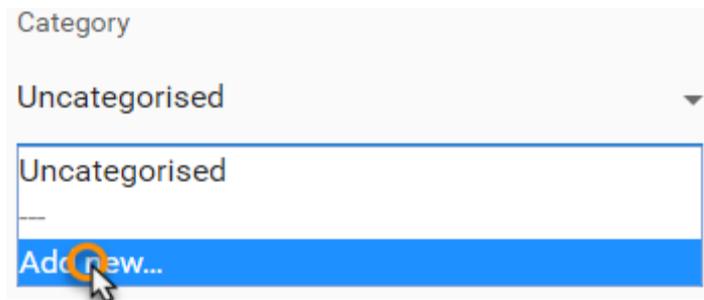
## Step 1

From the list of products, click the icon on the right-hand side then select **Edit**.



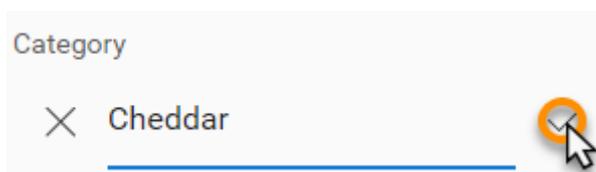
## Step 2

Scroll down the page to see the field titled Category. Click the dropdown menu and select **Add new...**



## Step 3

Enter the name of your category and click the **Tick** icon to confirm it.



You can add as many categories as you like, but each product can only have one category.

## Step 4

In the *Tag* field, enter the name of your tag and press **Enter** on your keyboard. To remove a tag, click on the **X** icon.

# Product Variants

To add variants to a product, such as different colours or sizes, select the product that you want to add variants to and click the **Variants** tab.



## *Adding Product Variants to Your Store*

### Step 1

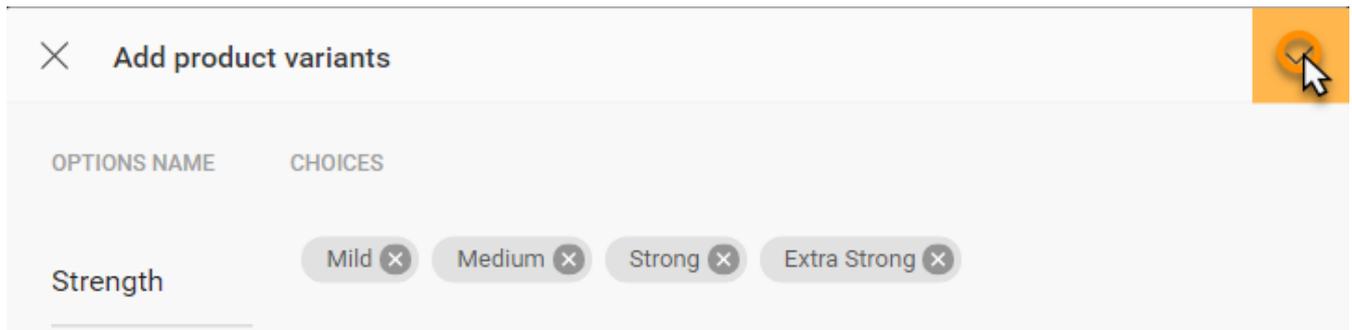
Click the Add Product Variants button.

If you offer a product in different sizes, colours, styles or other options you will probably want to use product variants



### Step 2

Enter a name such as *size* or *colour* in the **Options Name** field, enter the choices available such as *large* or *red* in the **Choices** field.

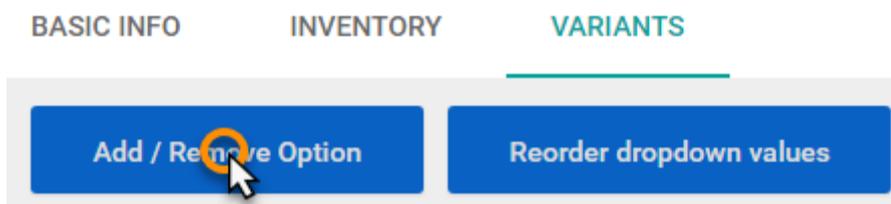


Once done, click the *tick* icon.

## ***Add or remove variant options***

### **Step 1**

Click the Add / Remove Option button.



### **Step 2**

Add or remove the options and choices that you want to and click the *tick* icon once done.

✕ Add/remove options & choices
✓

OPTIONS NAME	CHOICES	
Strength	<div style="display: flex; gap: 10px;"> <div style="border: 1px solid #ccc; border-radius: 15px; padding: 2px 10px; background-color: #f0f0f0;">Mild ✕</div> <div style="border: 1px solid #ccc; border-radius: 15px; padding: 2px 10px; background-color: #f0f0f0;">Strong ✕</div> <div style="border: 1px solid #ccc; border-radius: 15px; padding: 2px 10px; background-color: #f0f0f0;">Extra Strong ✕</div> </div>	
e.g. Size		

*You can come back and edit your options and choices at any time, but adding another option later will remove any price, stock, weight or visibility information that you have added.*

## Edit variant options

### Step 1

Click the **Edit** icon next to the option that you want to edit.

TITLE	PRICE	WEIGHT	STOCK	VISIBILITY	
Mild	£3.00	250.000g	0	Visible	
Strong	£3.00	250.000g	0	Visible	
Extra Strong	£3.00	250.000g	0	Visible	

### Step 2

Make any edits to the options that you want to and then click the *tick* icon.

- **Title:** Edit the title of the variant option.
- **Price:** Adjust the price of the variant option.

- **Weight:** Adjust the weight of the variant option.
- **Stock:** Adjust the stock level of the variant option.
- **Visibility:** Toggle whether or not the variant option is visible to customers.

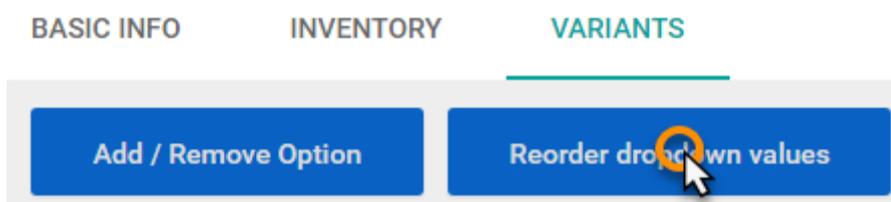
✕ Edit variants						✓
TITLE	PRICE	WEIGHT	STOCK	VISIBILITY		
Mild	£ 3.00	250.000 g	0	<input checked="" type="checkbox"/>		
Strong	£ 3.00	250.000 g	0	<input checked="" type="checkbox"/>		
Extra Strong	£ 3.00	250.000 g	0	<input checked="" type="checkbox"/>		

### Reorder variant options

Variant options appear in a dropdown list on a product page. By reordering these options, you can change the order that they appear in this list.

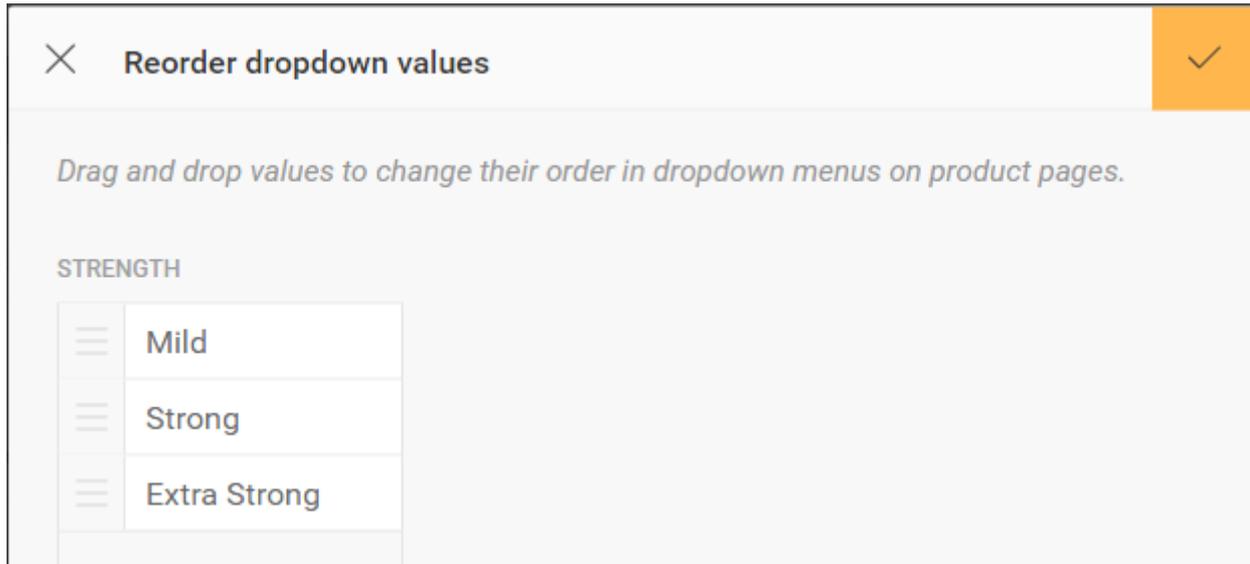
## Step 1

Click Reorder dropdown values.



## Step 2

Drag the options shown into the order you want them to appear. Once done, click the *tick* icon.



## Managing Product Inventory

### Step 1

Select a product and click the **Inventory** tab.



### Step 2

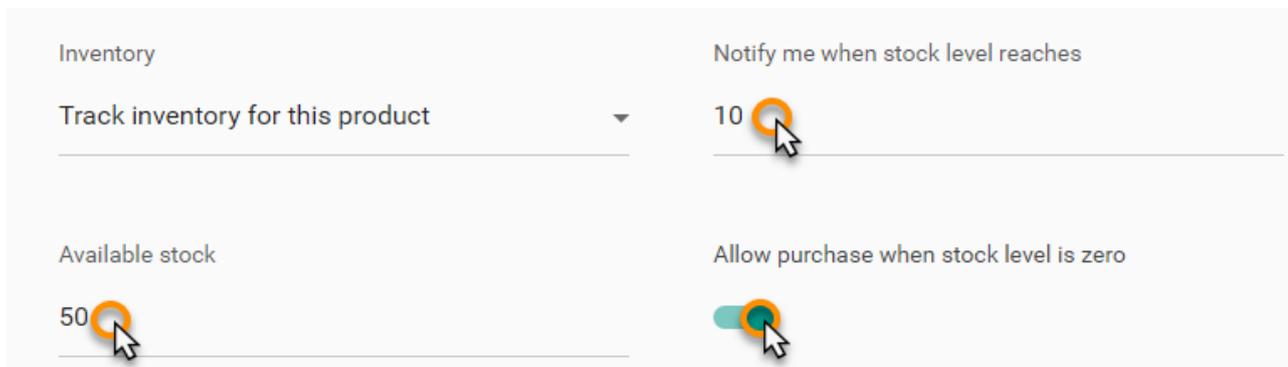
If you want to track your inventory, from the Inventory dropdown select *Track inventory for this product*.



## Step 3

Fill out the details as follows:

- **Available stock:** Enter the amount of stock you have available.
- **Notify me when stock level reaches:** If you want to be notified when the stock reaches a certain level, enter a number here.
- **Allow purchase when stock level is zero:** Switch this slider on if you want customers to be able to pre-order when an item is out of stock.



The screenshot shows a settings panel for a product. It is divided into two columns. The left column is titled 'Inventory' and contains a dropdown menu labeled 'Track inventory for this product'. Below this is a slider control for 'Available stock' with the number '50' and a mouse cursor pointing to the slider. The right column is titled 'Notify me when stock level reaches' and has a slider control with the number '10' and a mouse cursor. Below that is a toggle switch for 'Allow purchase when stock level is zero', which is currently turned on, with a mouse cursor pointing to the slider.

## Step 4

Click **Save** to add the product to your site.

# Importing products from a CSV file

## Step 1

From the *Store* menu, click **Product Import**.

Store setup

Products

Manage orders

Analytics

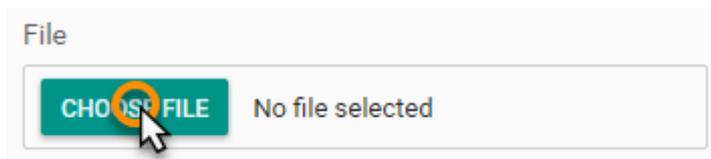
Product import

Discount codes

▼ Settings

## Step 2

Click the **Choose File** button and navigate to the CSV file stored on your computer.



## Step 3

Click **Import** at the top of the page to import products from the selected CSV file.

# Displaying Products on Your Site

Website Builder includes standard store pages but you can [add a store widget](#) to a page to show off featured products or a list of products.

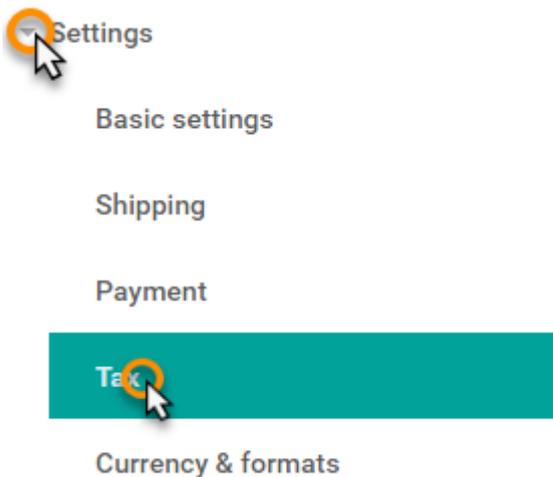
# Adding Tax Rates to Your Store

You can set tax rates for each country you choose to [ship to from your store](#), you can choose to display product prices with or without tax.

- Tax can only be applied to countries that you have set a shipping rate for.
- Tax is calculated during checkout against the combined values of the items in the basket.
- Shipping rates are not taxed.
- [Discount codes](#) are applied before tax is calculated.

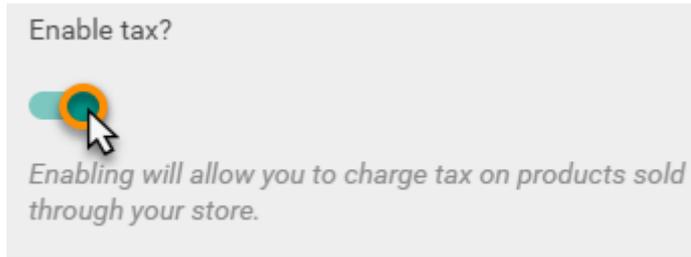
## Step 1

Click **Settings** to expand the menu and click on **Tax**.



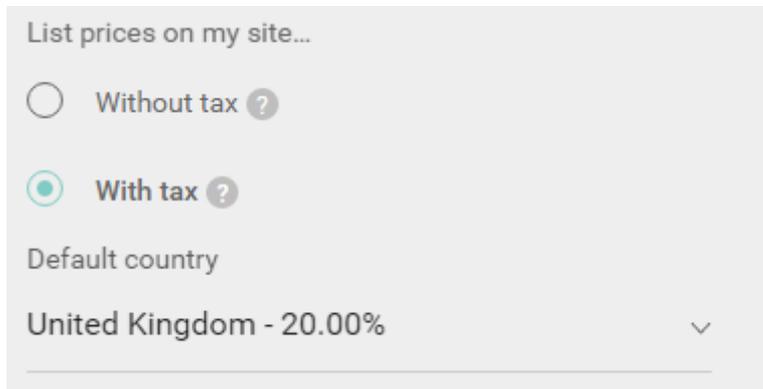
## Step 2

If you want to charge tax on your products in your store, slide the **Enable tax?** slider to the *on* position.



## Step 3

Select **Without tax** or **With tax** depending on if you want to list product prices with or without tax.



## Step 4

For each country you ship to, you can enable tax and set a tax rate. To do this, use the **Enable Tax** slider and enter a value under *Tax rate (%)*.

Country	Enable tax	Tax rate (%)
United Kingdom	<input checked="" type="checkbox"/>	20

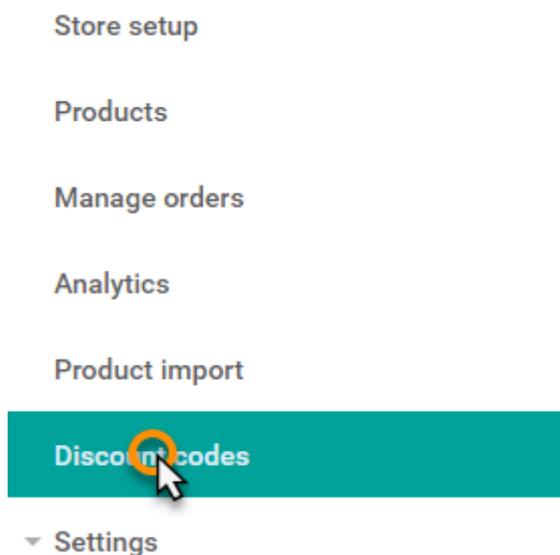
Once done, click **Save**.

# Discount Codes

## Enabling discount codes

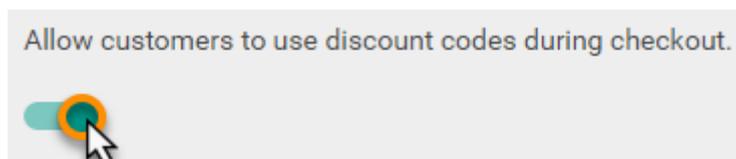
### Step 1

From the *Store* menu, click **Discount codes**.



### Step 2

Click the Allow customer to use discount codes during checkout slider.

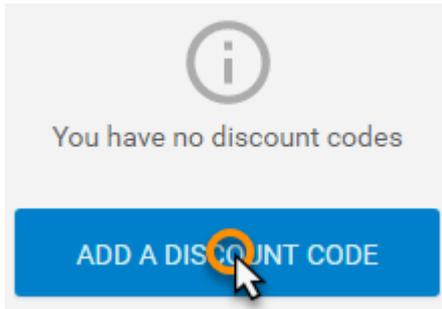


You can now add discount codes.

# Adding discount codes

## Step 1

On the *Discount Codes* section of the *Store* menu, navigated to above, click the **Add a Discount Code** button.



## Step 2

Enter the details for your discount code.

- **Discount code:** Enter your discount code, this will be the code that customers use to claim the discount.
- **Discount type:** Use the dropdown menu to choose between an *Amount (£)* or *Percentage (%)* discount.
- **Percentage or Amount:** Enter the amount or percentage that you want the discount code to be worth.
- **Discount code is active:** Use this slider to enable or disable the discount code.

× **Add a discount code** ✓

Discount code

NOV17

---

*The code you give to customer to apply discount.*

Discount type

Percentage (%) ▼

Percentage

10 %

Amount (£)

Percentage (%)

*This will apply to the subtotal price (excluding shipping and tax)*

Discount code is active

*This will enable or disable this discount code in your store.*

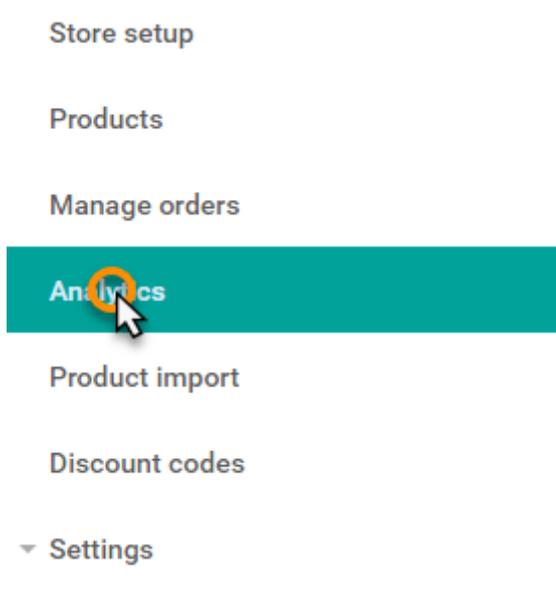
Once done, click the *Tick* icon in the top right corner.

## Using the Store Analytics

Website Builder Complete records store analytics so that you can see the amount of revenue made, products sold and orders have been made within a time frame.

### Step 1

From the *Store* menu, select **Analytics**.

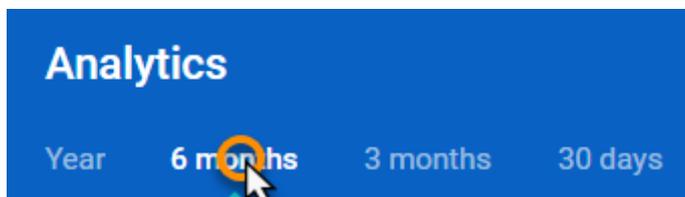


## Step 2

From here you can view the different analytics for your store including *store revenue, orders received, products sold* and *discount codes used*.

£8342.86 REVENUE	567 ORDERS	871 UNITS	134 DISCOUNTS
---------------------	---------------	--------------	------------------

The data shown can be filtered to different time ranges such as *Last 30 days, Last 3 months, Last 6 months* and *Last year* using the filters at the top of the page.



At the bottom of the page, the top product sales and discount codes are shown.

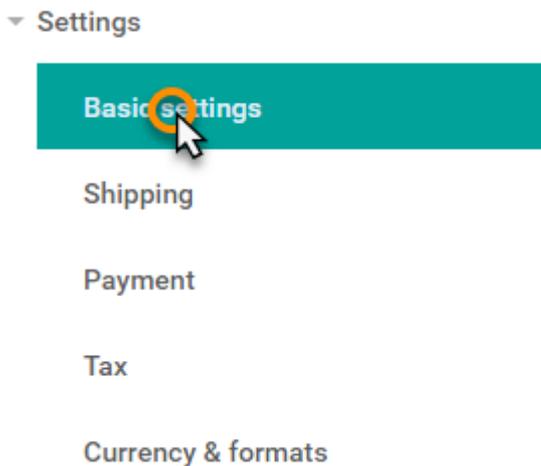
Top unit sales		Top discount codes	
PRODUCT	PURCHASES	CODE	REDEMPTIONS
 Cheddar	567	 DEC10	134

# Store Terms and Conditions

## Enabling terms and conditions

### Step 1

From the *Store* menu, expand **Settings** and then click **Basic settings**.



### Step 2

Scroll down the basic settings and toggle the slider under *Show terms and conditions page* on.

Show terms and conditions page

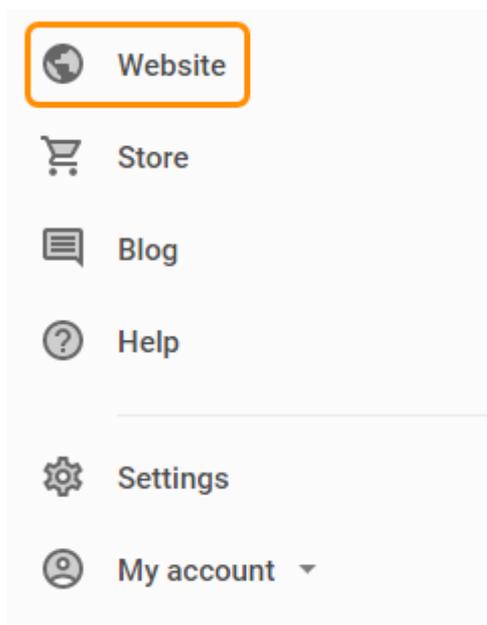


*This will enable or disable your store's terms and conditions page.*

## Editing your terms and conditions page

### Step 1

Click on the **Website** icon in the left-hand menu.



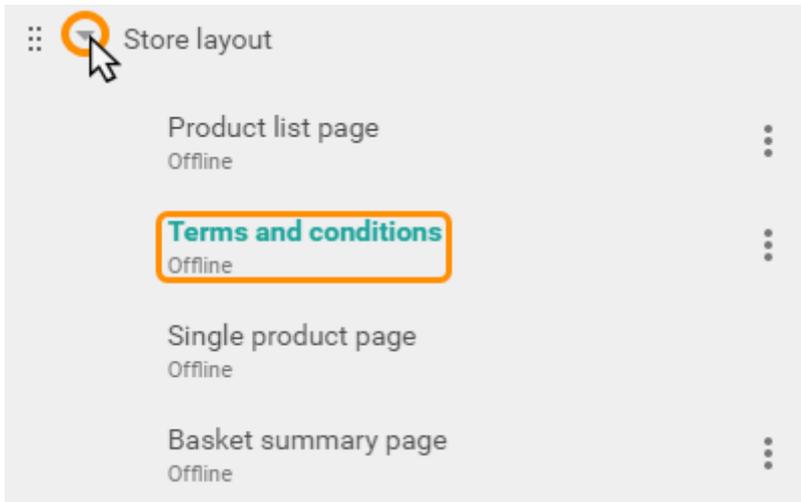
### Step 2

Open the *Pages and Folders* dropdown menu.



## Step 3

Expand Store layout and click Terms and conditions.



## Step 4

Click on the text *Policy content goes here...* in the text widget to bring up the editor to start entering your terms and conditions.

# Terms and conditions

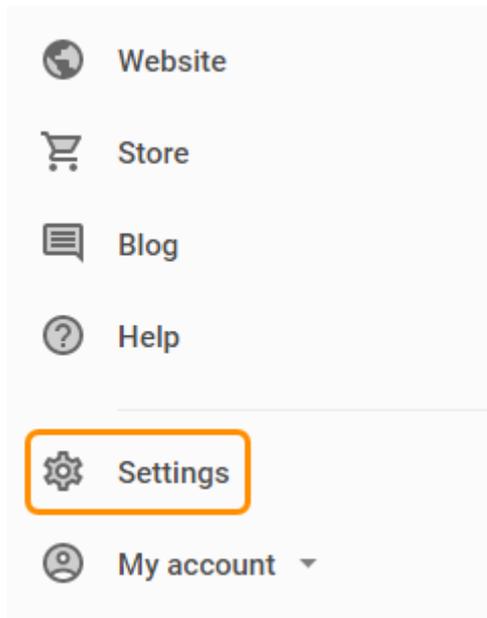
Policy content goes here...

## Step 5

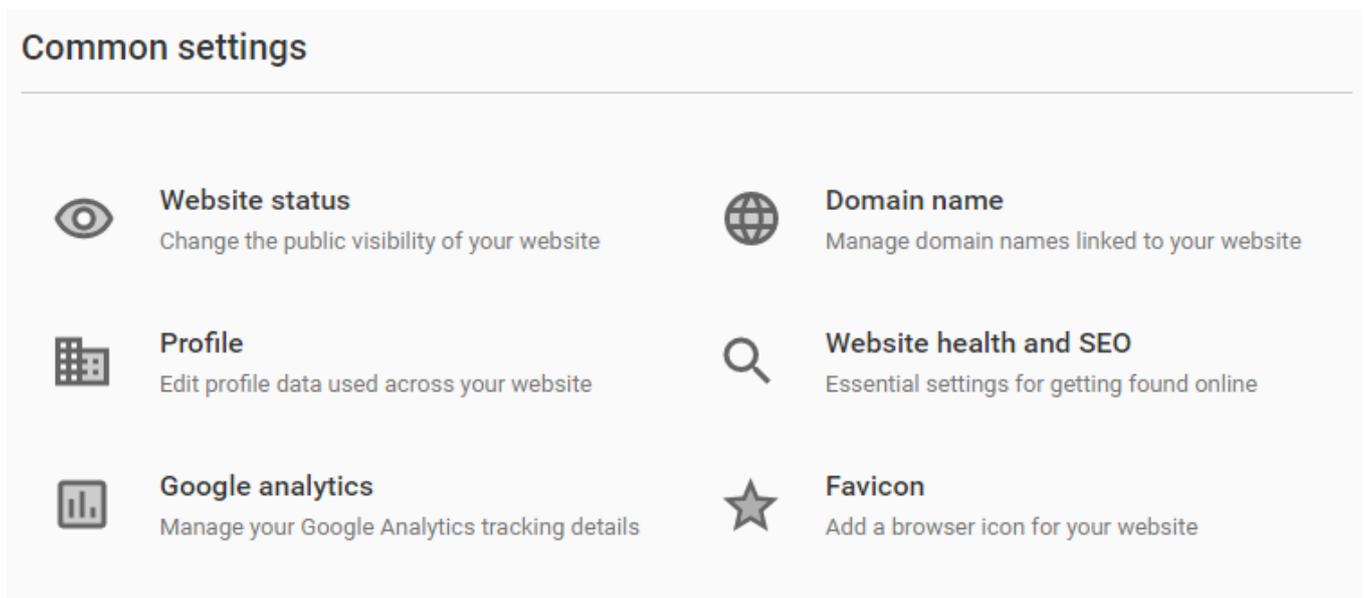
Click outside of the text widget box to apply the changes.

# Site Settings

There are various additional settings available in the Website Builder to help you manage your site. Navigate to the settings by clicking **Settings** from the main menu.



You will then be presented with a list of the common and advanced settings.



### Advanced settings

---

Debug mode	Security
Redirects	Reset

## Profile

If you have not already, you can [complete your site profile](#). To navigate to the profile, select **Profile** from the list of *Common settings*.

### Common settings

---

 <b>Website status</b> Change the public visibility of your website	 <b>Domain name</b> Manage domain names linked to your website
 <b>Profile</b> Edit profile data used across your website	 <b>Website health and SEO</b> Essential settings for getting found online
 <b>Google analytics</b> Manage your Google Analytics tracking details	 <b>Favicon</b> Add a browser icon for your website

## Logo

You can add a logo to your site, or change your logo, under the profile.

### Step 1

Click the Basic Information tab.

## Step 2

At the top of this page you can see your current logo or select a new one. If you want to change your logo, scroll past the image and click **Remove**.

## Step 3

You can upload a new logo by dragging and dropping a file from your local machine or clicking **Choose an image** and selecting an image using the pop-up box.



## Basic Information

Click the **Basic Information** tab and alter the details as required.

- **Business name:** Fills in the name of your site in the header, as well as filling the "site\_name" metadata. This metadata is not visible to you but is visible to Google and other search engines.
- **Headline** and **Strap line:** These will appear at the top of your home page.
- **Company Description:** This may appear in the header or footer of the site depending on your chosen template.
- **Copyright:** The date of your copyright (if applicable).
- **PayPal account email:** The email address of the PayPal account you want to use.
- **Currencies:** Select the currency that you want to use.



**Quick tip:** The PayPal account e-mail and currency will be used by default in the [PayPal Buy Now widget](#)

## Contact Details

You can fill in the contact details that you want to be displayed on your contact page. To do this, click the **Contact Details** tab and fill in the details on the page.

Once you have entered your information click **Save** in the top right of the screen.

## Favicon

A Favicon (Favourite Icon) is a small square icon that you can associate with your website. It is shown. An example Favicon can be found when visiting <http://bbc.co.uk>, or when viewing your bookmarked sites.

You can use your own custom favicon in your Website Builder Site.

### Step 1

From the list of *Common Settings*, click **Favicon**.

## Common settings



### Website status

Change the public visibility of your website



### Domain name

Manage domain names linked to your website



### Profile

Edit profile data used across your website



### Website health and SEO

Essential settings for getting found online



### Google analytics

Manage your Google Analytics tracking details



### Favicon

Add a browser icon for your website

## Step 2

Click the **Choose an image** button and upload your favicon .ico file from your computer.



## Google Analytics

Google Analytics allows you to track visitors to your site and can be integrated with Website Builder essential/complete.



**Important:** You will need a Google Analytics account and tracking code in order to use these analytics with the Website Builder.

## Step 1

From the list of *Common Settings*, click **Google Analytics**.

### Common settings

---

 <b>Website status</b> Change the public visibility of your website	 <b>Domain name</b> Manage domain names linked to your website
 <b>Profile</b> Edit profile data used across your website	 <b>Website health and SEO</b> Essential settings for getting found online
 <b>Google analytics</b> Manage your Google Analytics tracking details	 <b>Favicon</b> Add a browser icon for your website

## Step 2

Enter your Google Analytics tracking ID into the field provided and click **Save**.

Tracking ID

UA-123124123

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*Paste the Website Profile ID from your Analytics dashboard*

# SEO and Optimisation

Adding additional information regarding your website can help understand search engines understand your site and improve your search rankings. There are three types of information you can add:

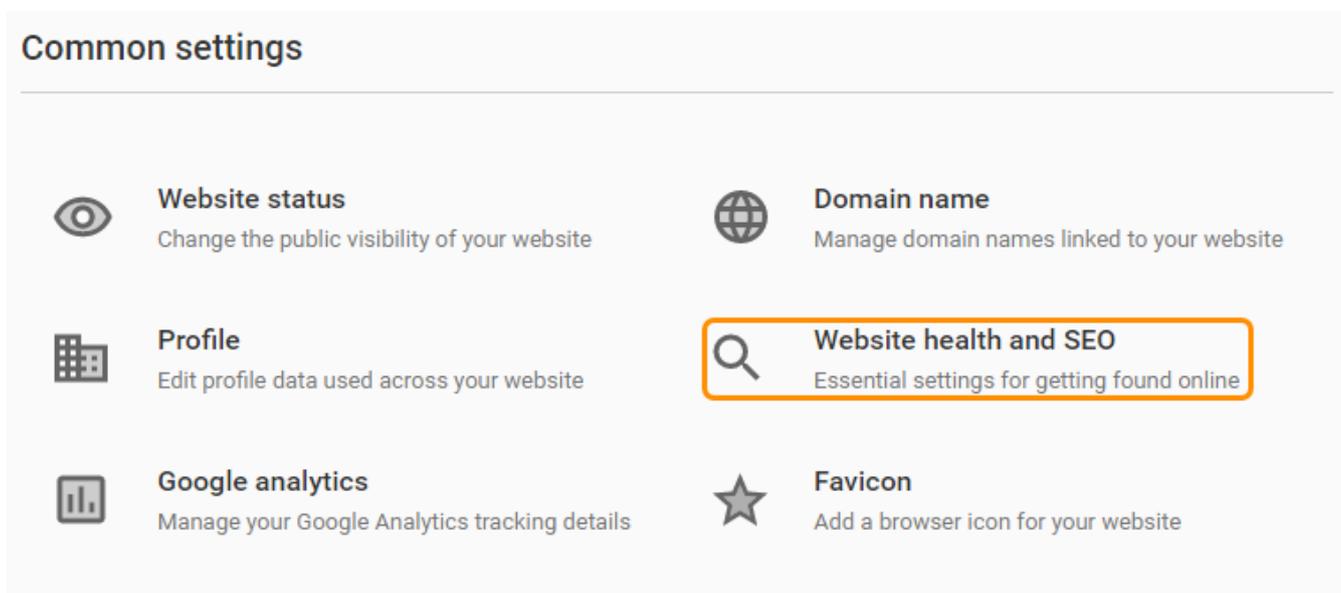
1. **Title (Site only):** The title tells users and search engines what the topic of your site is. This should name your website or business and could contain other useful information such as its main focuses or offerings.
2. **Description:** The description should contain a brief summary of your page, or site.
3. **Keywords:** Add a few keywords that are used to describe your page or site. You can edit these settings for each page, and enter global settings for your website as a whole.

You can edit these settings for each page, and enter global settings for your website as a whole.

## Adding site wide SEO data

### Step 1

Select **Website health and SEO** from the list of *Common settings*.



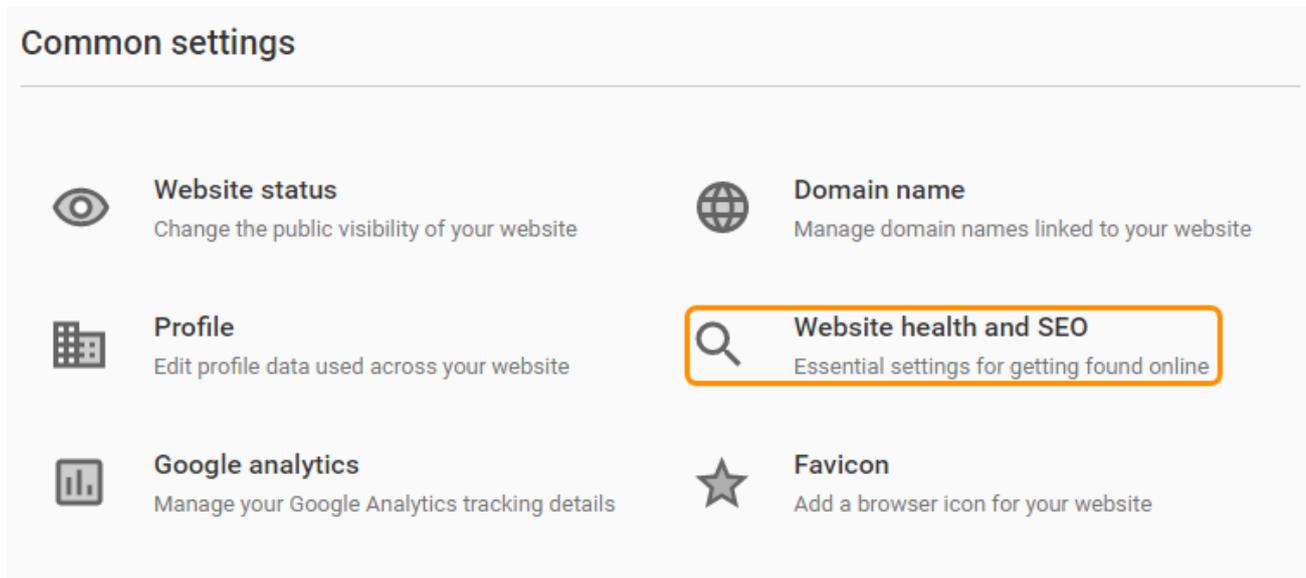
## Step 2

Enter the SEO settings and click **Save**.

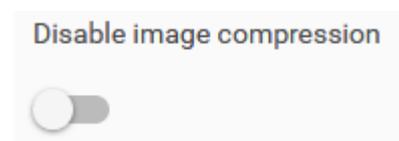
- **Title:** Enter your site title.
- **Language:** Select your site's primary language.
- **Description:** Enter a description of your site.
- **Keywords:** Enter some keywords that describe your site.

## Disable image compression

Under **Website health and SEO** you can choose if you want to compress your image. Image compression will result in faster load times but decrease the quality of images.



By default image compression is enabled but it can be disabled by moving the *Disable image compression* switch to the on position.

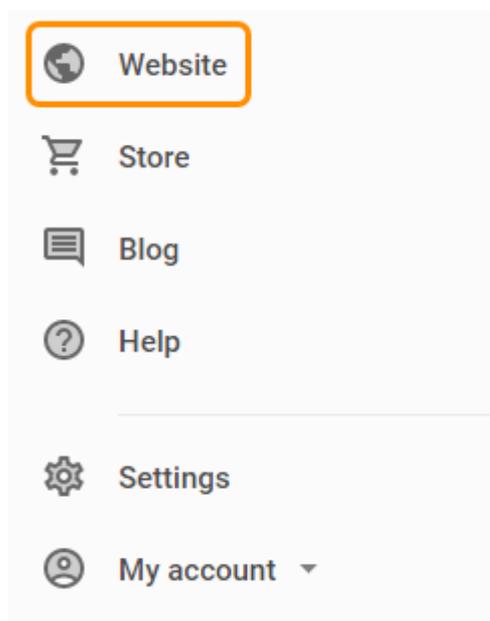


Once done, click **Save** in the top right to apply the changes.

## Adding page specific SEO data

### Step 1

Click **Website** from the main menu.



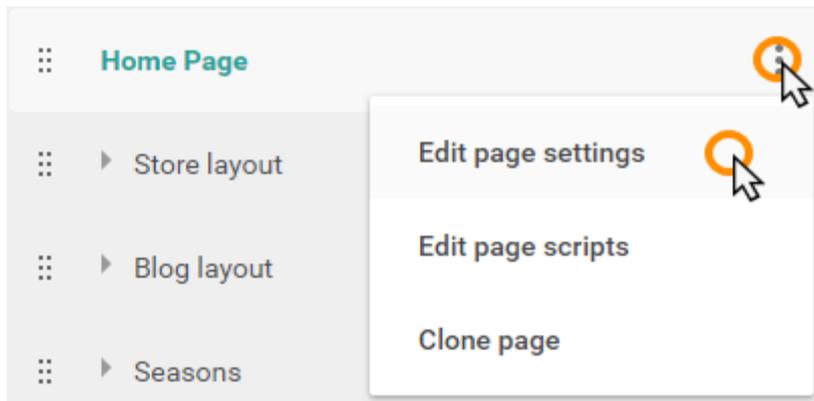
### Step 2

Open the *Pages and Folders* dropdown menu.



### Step 3

Click the settings icon next to the page you want to and click **Edit page settings**.



## Step 4

Enter your SEO *Keywords* and *Description* into the fields provided. Once finished, click **Done**.

Keywords

cheese, cheddar, dairy, brie

Description

Homepage for my cheese shop

## Changing the language of your site

It is possible to change the language of the site editor and of the website you are creating. This will be reflected on your published site where applicable.

## Step 1

Select **Website health and SEO** from the list of *Common settings*.

### Common settings

---

 <b>Website status</b> Change the public visibility of your website	 <b>Domain name</b> Manage domain names linked to your website
 <b>Profile</b> Edit profile data used across your website	 <b>Website health and SEO</b> Essential settings for getting found online
 <b>Google analytics</b> Manage your Google Analytics tracking details	 <b>Favicon</b> Add a browser icon for your website

## Step 2

Using the *Language* drop down menu select the language you wish to use and click **Save**.

# Debug Mode

If you have added custom scripts to your Website Builder site that is causing an issue with the operation of your site, you can enable *Debug mode*. Enabling debug mode disables any custom *HTML* or *JavaScript* that have been added.

## Step 1

Select **Debug mode** from the list of *Advanced settings*.

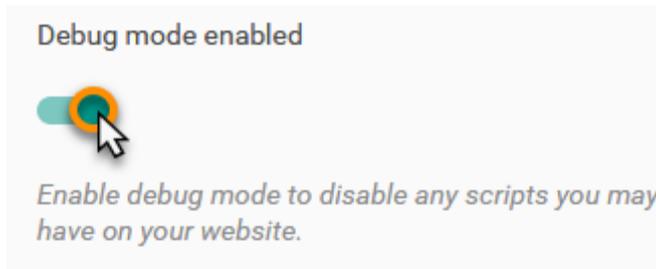
### Advanced settings

---

	Security
Redirects	Reset

## Step 2

Move the *Debug mode enabled* switch to the *On* position.

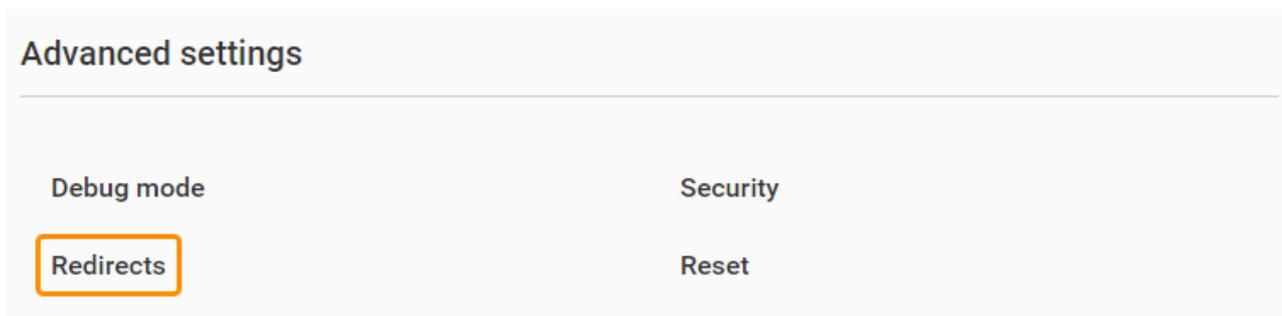


## Redirects

Page redirects allow you to direct customers who are visiting a URL on your site to be directed to another page on your site, or another website. For example you could direct customers who visit <http://ralphsdomainname.com/about-us> to <http://ralphsdomainname.com/contact-us>.

## Step 1

To manage redirects, select **Redirects** from the list of *Advanced settings*.



## Step 2

Click the **Add a redirect** button.

Redirects allow you to redirect users from one page to another



## Step 3

Fill out the details for your redirect.

- **From:** Enter the name of a page that doesn't currently exist.
- **To:** From the dropdown menu, select the page that you want the redirect to go to.
- **Type:** Select the type of redirect you want from the dropdown menu.

From	To
new	home
Type	
301 Permanent	

Once done, click **Save** at the top of the page.



**Quick tip:** You cannot have a redirect and page with the same name or address.

If you want to remove a redirect, click the settings icon next to the redirect that you want to remove and click **Remove**.

FROM	TO	TYPE	
	ralphsdomainname.com/new2	ralphsdomainname.com/home	301 Permanent 
<div data-bbox="1077 371 1453 546"><p>Edit</p><p>Remove </p></div>			

# Cookies

## Step 1

Select any option from the list of *common* and *advanced settings* to proceed to the *Site Settings* area of the Website Builder.

### Common settings

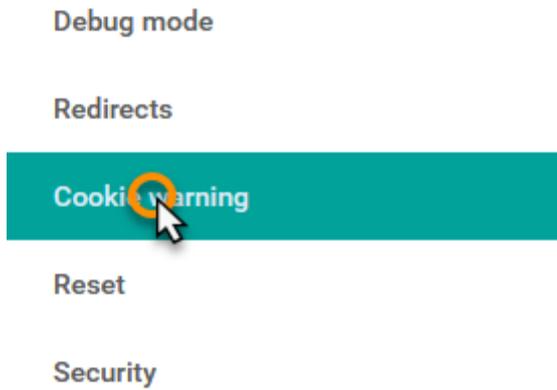
 <b>Website status</b> Change the public visibility of your website	 <b>Domain name</b> Manage domain names linked to your website
 <b>Profile</b> Edit profile data used across your website	 <b>Website health and SEO</b> Essential settings for getting found online
 <b>Google analytics</b> Manage your Google Analytics tracking details	 <b>Favicon</b> Add a browser icon for your website

### Advanced settings

Debug mode	Security
Redirects	Reset

## Step 2

From the *Site Settings* menu, on the left hand side, click **Cookie Warning**.



## Step 3

Select **Enabled** from the dropdown menu and supply a link to your *Cookie policy*.



And supply a *URL* for your *Cookie policy*.

Cookie policy URL

e.g. <http://www.example.com/cookie>

*The URL needs to begin with 'http://' or 'https://'*

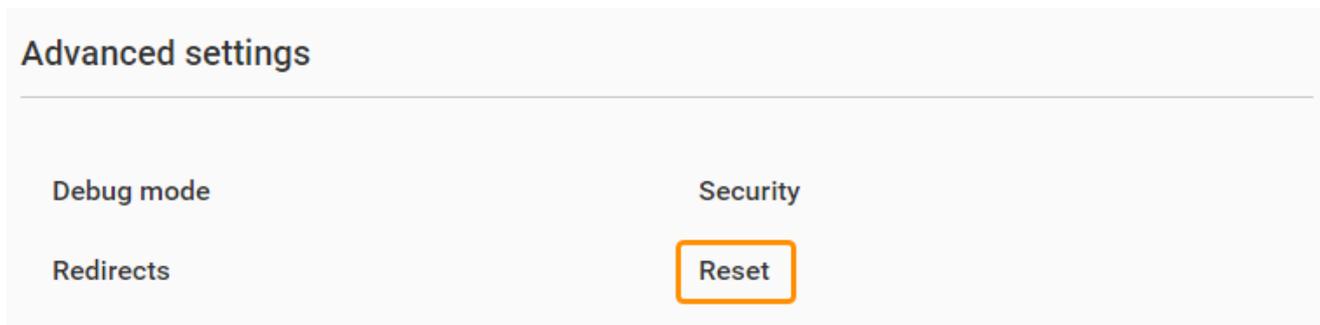
Once done, click **Save** at the top of the page.

# Resetting Your Site

You can reset your site to remove the content from the site editor and allow you to select the use for your site again.

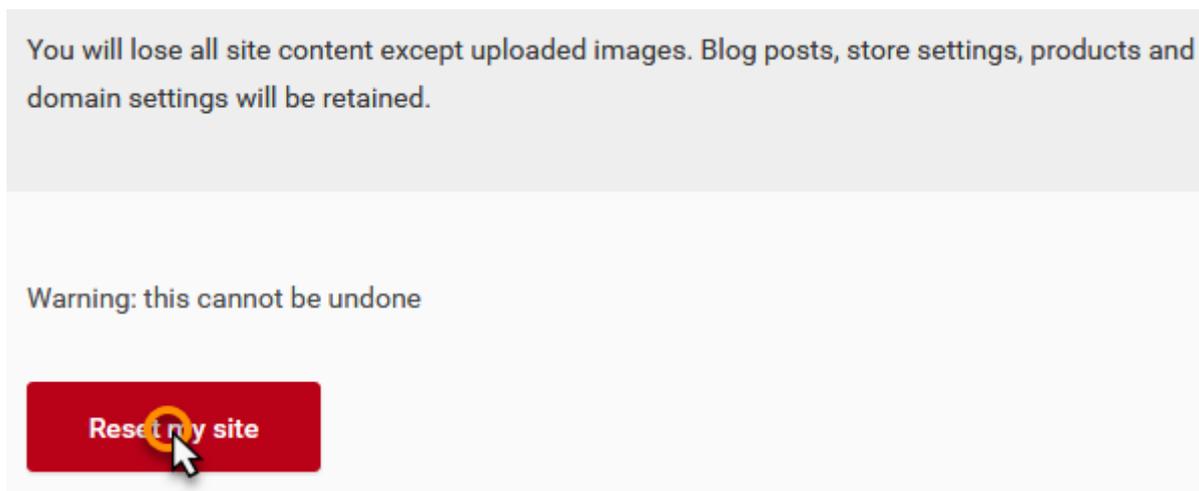
## Step 1

Select **Reset** from the list of *Advanced settings*.



## Step 2

Click the **Reset My Site** button.



## Step 3

A warning will appear, to confirm you still want to reset your site, click **OK**.



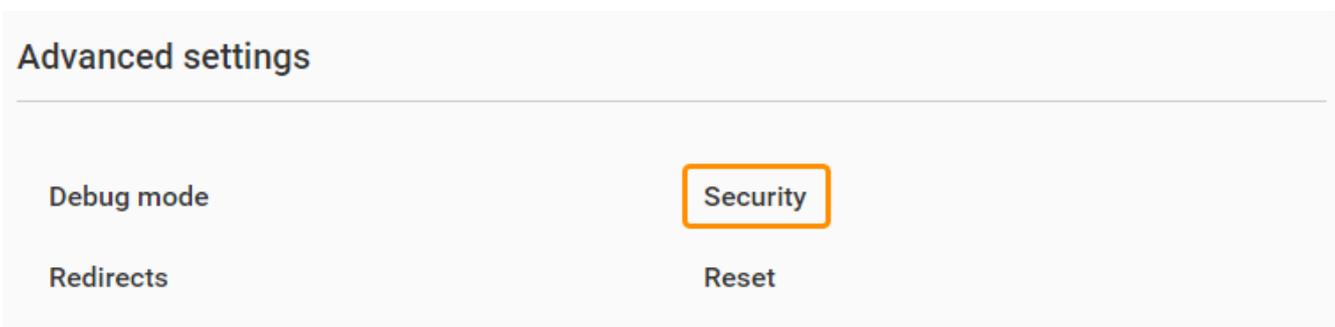
**Note:** This warning is served by your browser so the appearance may vary. The warning message will be the same regardless of browser.

## Securing Your Site

Website Builder version 10 has an SSL certificate installed by default. To make sure that visitors to your Website Builder site are redirected to the secure (https) version automatically, you will need to turn *HTTPS* redirection on.

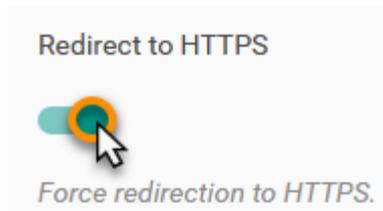
### Step 1

Select **Security** from the list of *Advanced settings*.



## Step 2

Move the *Redirect to HTTPS* switch to the *On* position.



## Step 3

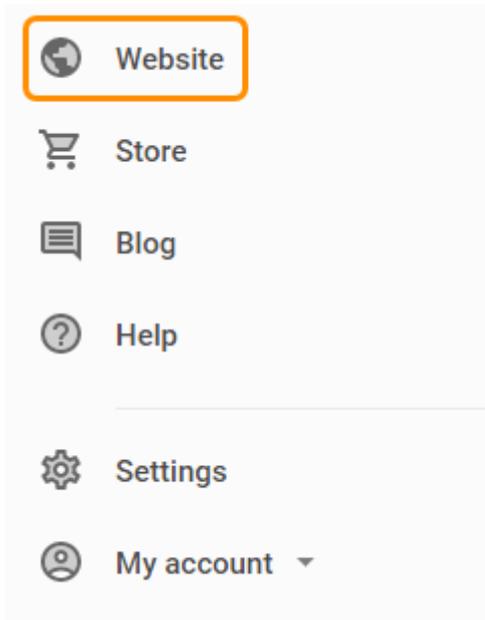
Once done, click the **Save** button at the top of the page.

# Publishing Your Site

Once you have published your site, the content within the Website Builder will be made live and can be accessed through your domain name if it points to the Website Builder Essential/Complete package.

## Step 1

Click **Website** from the main menu.



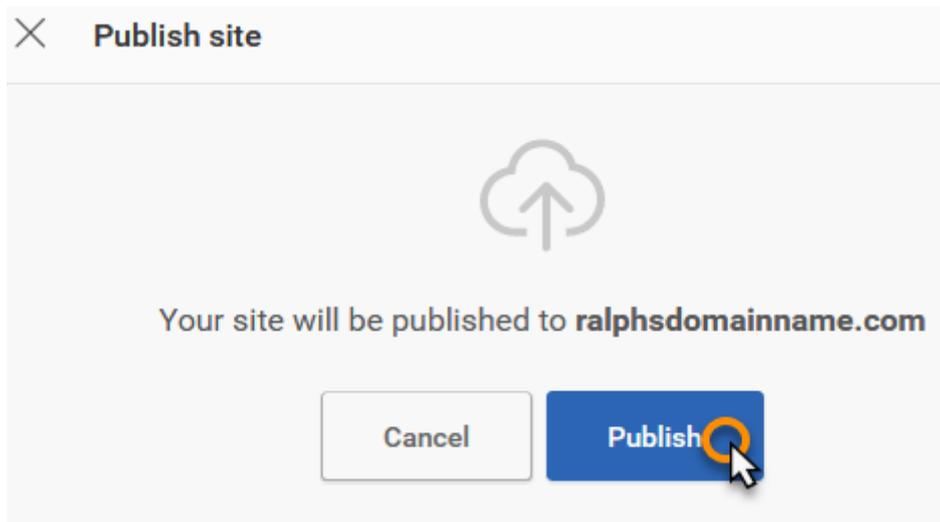
## Step 2

Click **Publish** in the top right corner.



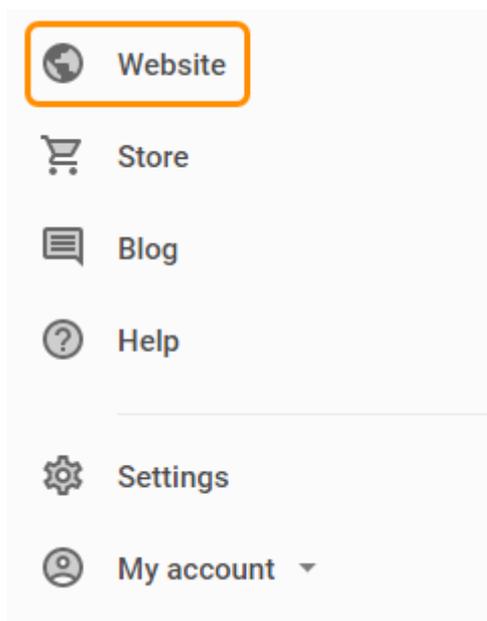
## Step 3

Click **Publish** to confirm. Your site will now be live.



## Previewing Your Site

Before publishing your site you can preview the site you have built or changes you have made. To do so, navigate to the *site editor* by clicking **Website** from the menu on the left.



You can then click the preview icon in the top right corner of the page.



Within the preview you can navigate around the pages within your site that are live. You can also preview the [store](#) and [blog](#) here if they have been setup and are online.

Within the preview window you can click the icons at the top to change between a desktop, tablet and mobile view (from left to right).



## Publishing Specific Pages

You can choose which pages are available in your site preview or published site by [changing the page status](#) to online or offline, as is appropriate, under the *pages and folders* menu of the *site editor*.