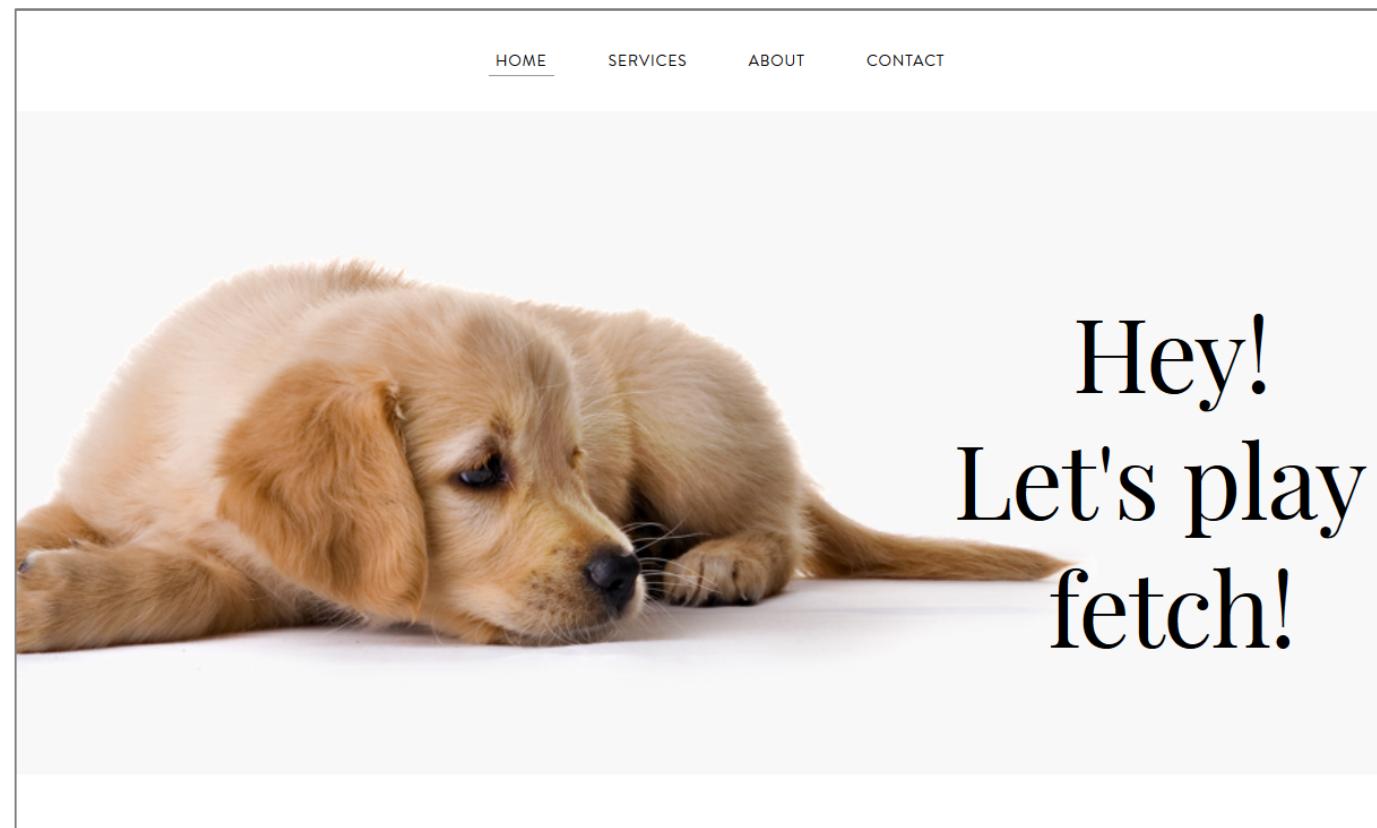

310 Initial Website Setup



Site Setup Steps

1. Set up site: login credentials, site name, site URL, etc.
2. Review and select a template that is the closest match to your desired functionality and features
3. Adjust font and color scheme to match company brand
4. Create initial pages: e.g. About, What We Do, People, Products/Services, Blog, Contact, social media
5. Write and populate initial pages with your original content
6. Once your social channels are set up, link your social icons to your mock company social media channels
7. Follow tutorial and instructions to integrate Google Analytics into your site and complete search engine optimization setup
8. When ready, go through quality assurance checklist to ensure your site is ready for initial instructor review



Hey!
Let's play
fetch!

HOME SERVICES ABOUT CONTACT

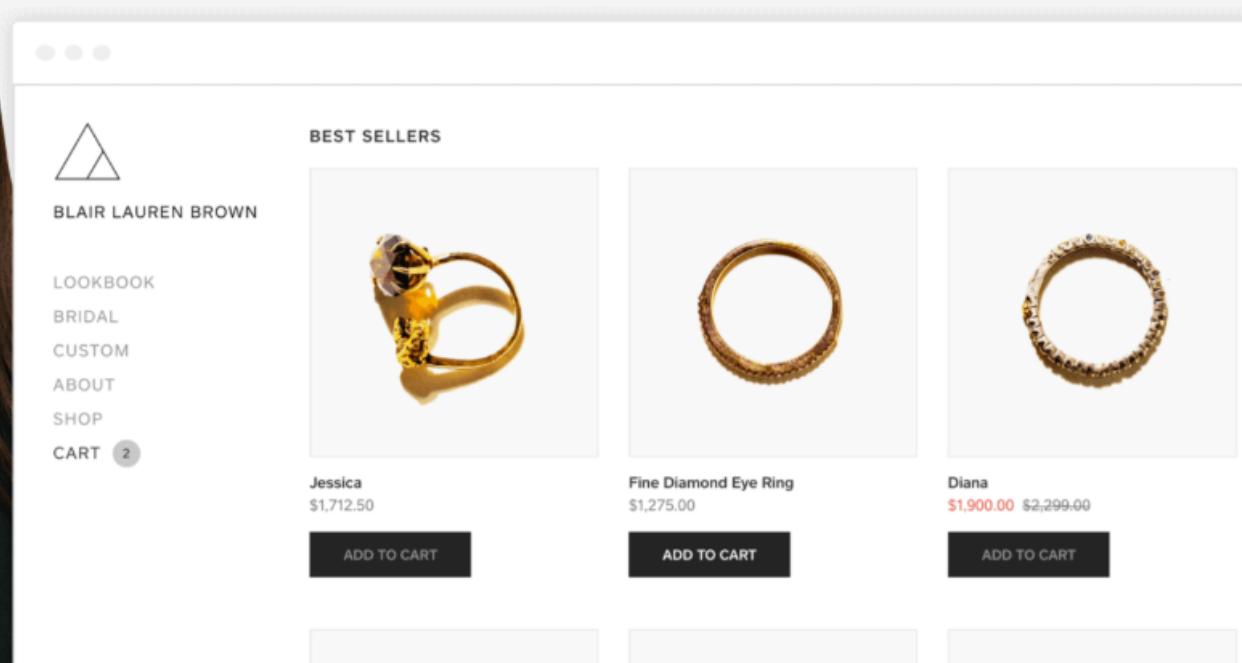


Professional eCommerce tools for entrepreneurs, all in one place



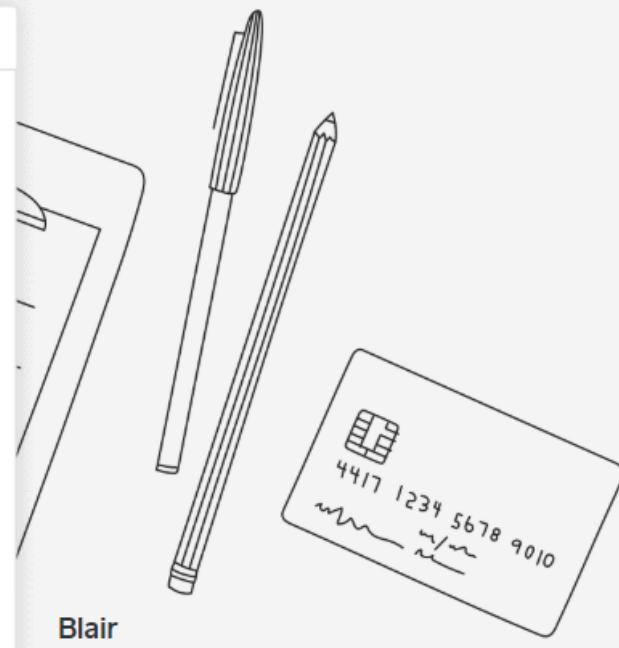
[Create your online store](#)

[Or, build a professional website >](#)



Product	Price
Jessica	\$1,712.50
Fine Diamond Eye Ring	\$1,275.00
Diana	\$1,900.00 - \$2,299.00

1. [weebly.com](#)
2. Select Sign Up





Sign Up

Log In

Set up your team account:

1. Insert organization name
2. Insert team Gmail address
3. Create password and share with team
4. Select “Create Your Site”



f CONTINUE WITH FACEBOOK

G+ CONTINUE WITH GOOGLE

or use your email

Mock Company Name

team gmail

Password

By signing up, you agree to our [Terms of Service](#) and [Privacy Policy](#)

CREATE YOUR SITE

Already have an account? [Log in](#)

Type of site

1. Consider your industry
2. Select the best “kind of website” option to fit your organization or initiative.

What kind of website would you like to create?

We'll provide you with the right tools to get started



Online Store



Personal



Business



Restaurant



Event



Portfolio



Blog



Other



Select a Theme

NOTE: You can change the theme later

1. Review the Weebly Themes
2. Click on the ones that interest you to view Preview
3. Once you have made a choice – select “Start Editing”

Select a Theme

BUSINESS

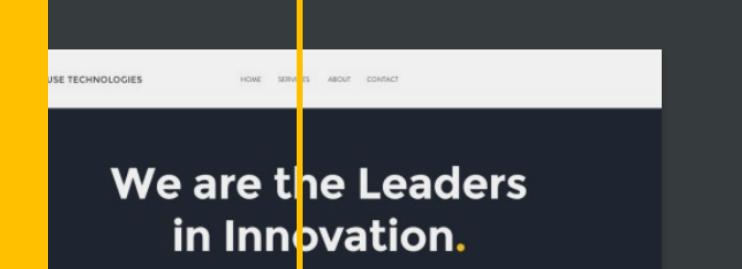
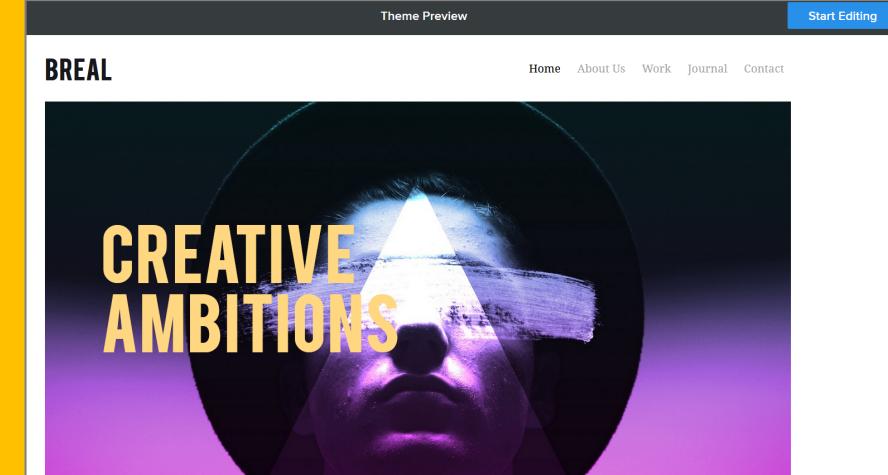
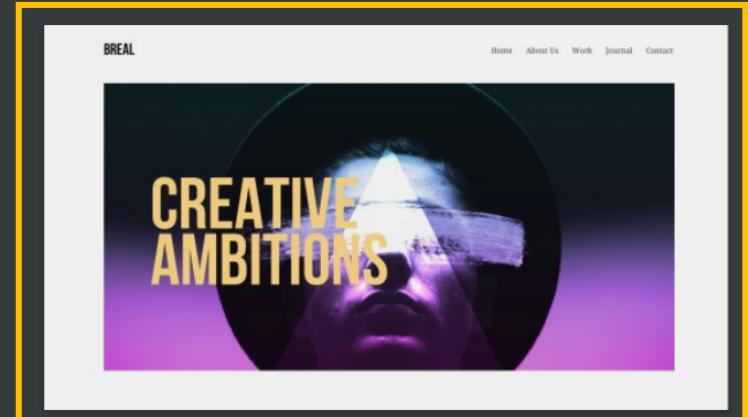
PORTFOLIO

PERSONAL

EVENT

BLOG

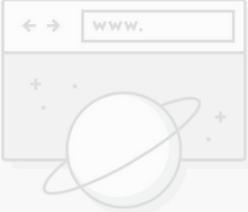
OTHER



Set up your domain (URL)

X Select your domain name

https://www.mockcompanyname



Choose a domain name.
This is where people will find your website.

Already own a domain? No problem, [connect or transfer it now](#).

X Select your domain name

https://www.310digitalcampaigns

PROFESSIONAL DOMAIN Included free with a 1-year plan

310digitalcampaigns.com	<input type="button" value="Choose >"/>
310onlinecampaigns.com	<input type="button" value="Choose >"/>
310-digital-campaigns.com	<input type="button" value="Choose >"/>
View more...	

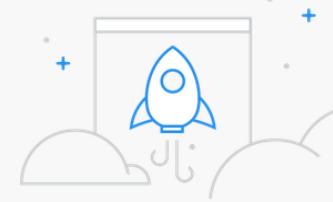
SUBDOMAIN Free with Weebly branding on your website

310digitalcampaigns.weebly.com	<input type="button" value="Choose >"/>
--------------------------------	--

Already own a domain? No problem, [connect or transfer it now](#).

1. Type in your mock company name
2. Select Search
3. Modify name as needed if yours is not available in weebly.com Subdomain option

Back Subdomain setup complete!



Awesome, you have successfully setup your subdomain name!
After you publish your website, it will be available at:
310digitalcampaigns.weebly.com

Pro Tip: You can register a new domain if you want to remove Weebly branding from the website address.

1. Select “Choose” for your weebly.com SUBDOMAIN



Welcome to your Weebly site dashboard

X W Build Pages Theme Store Apps Settings Help ▾

Upgrade Publish

BASIC

- T Title
- Text
- Image
- Gallery
- Slideshow
- Map
- Contact Form
- Newsletter Form
- Button
- Embed Code

STRUCTURE

NEW

- Section
- Divider
- Spacer

Remove Weebly branding and customize the footer on your site

MY SITE



Website Published!

<https://310digitalcampaigns.weebly.com>

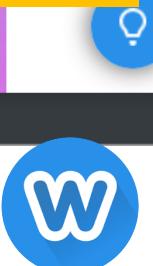
Share:   

Pro Tip: Custom Footer

Explore new ways to promote your content with a customized footer. You can remove Weebly branding, add a contact form, logo image, map element and more directly to your footer. Available when you upgrade. [Learn more.](#)

Upgrade

1. Publish your site
(makes it easier to view edits along the way)



Overview of Weebly Sidebar Items

BASIC

-  Title
-  Text
-  Image
-  Gallery
-  Slideshow
-  Map
-  Read more Break
-  Button
-  Embed Code

BLOG SIDEBAR

-  Flickr Badge
-  LinkedIn Button
-  Blog Archives
-  Blog Author
-  Blog Categories
-  Blog Feed
-  Divider
-  Spacer

MEDIA

-  HD Video
-  Audio
-  Scribd Document
-  YouTube
-  Flash
-  File

ECOMMERCE

-  Products
-  Categories

MORE

-  Search Box
-  Block Quote
-  Social Icons
-  Contact Form
-  Newsletter Form
-  RSVP Form
-  Survey
-  Google AdSense

INSTALLED APPS

Add apps to make your site more powerful.

-  Mosaic Gallery
-  Add App



HEADER AREA

Site Title

Navigation Menu

Phone Number

Headline

Sub-headline

GENERAL

Paragraph Titles

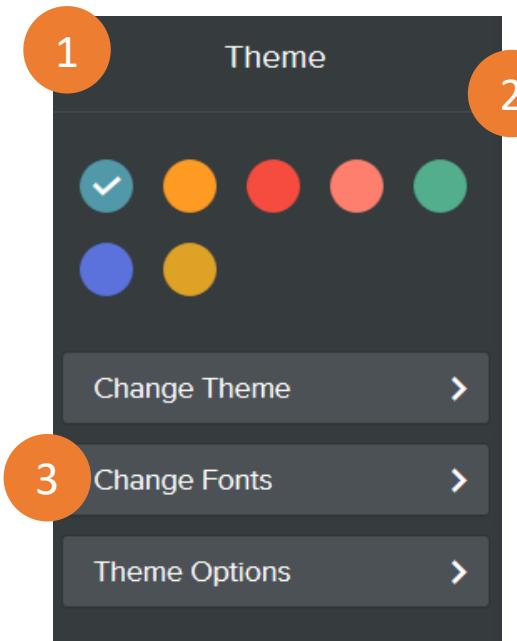
Paragraph Text

Links

Buttons

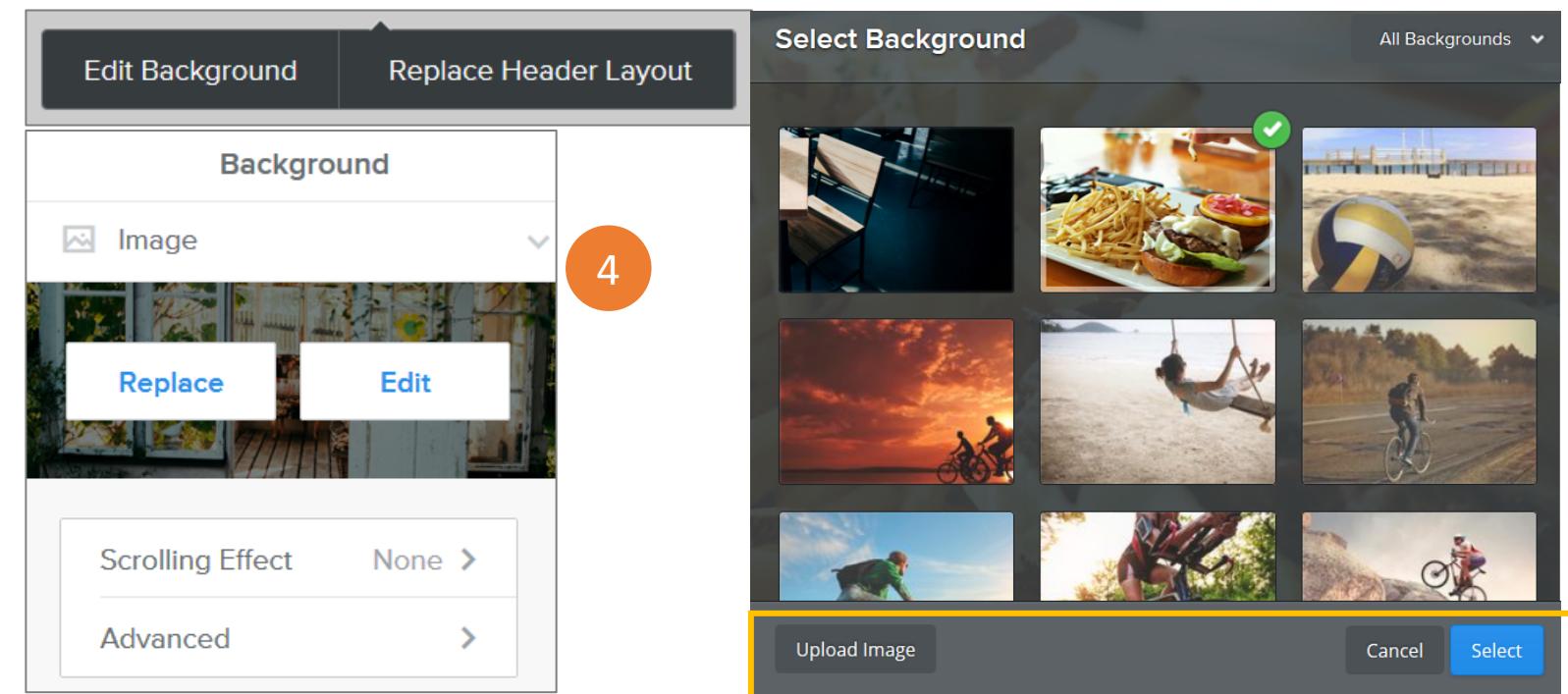
Blockquotes

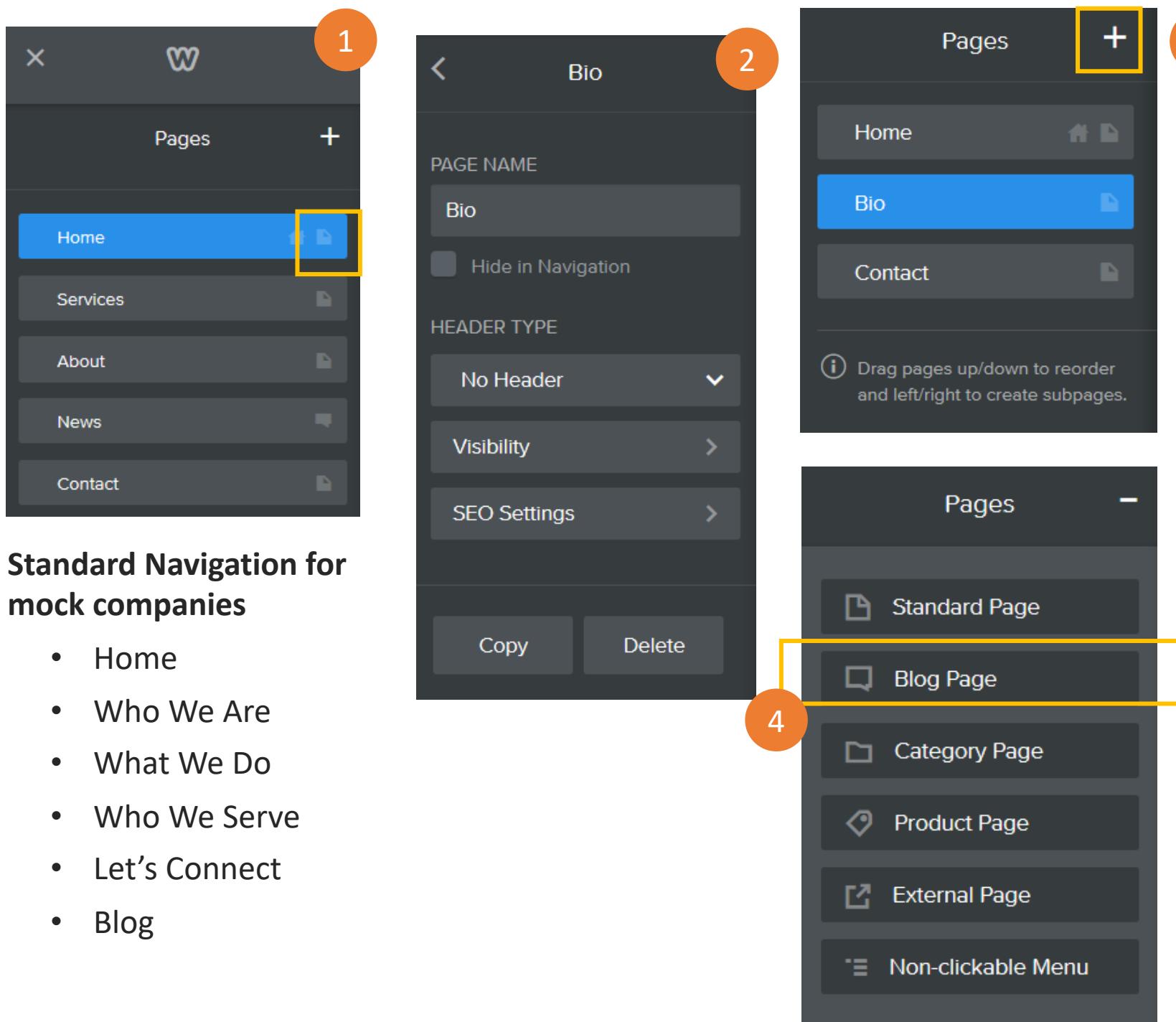
Blog Post Titles



Customize your fonts and colors (or you can change your theme)

1. Select Theme from the top menu
2. Change color scheme from options provided
3. Select Change Fonts – select matching fonts for your site titles, sub-titles, and body copy + other features such as links, buttons, and block quotes
4. Click on image to replace with upload or Weebly stock image





Add and Modify Pages

1. To Edit, Add and Remove Pages > Pages in top menu
2. Click on page icon to the right of the page title to edit the name, header type, visibility, or to delete (*you can go back and do this later*)
3. Select + sign to add pages
4. To add a blog page, select Blog Page



Quick Look: Shell of initial Weebly site setup...

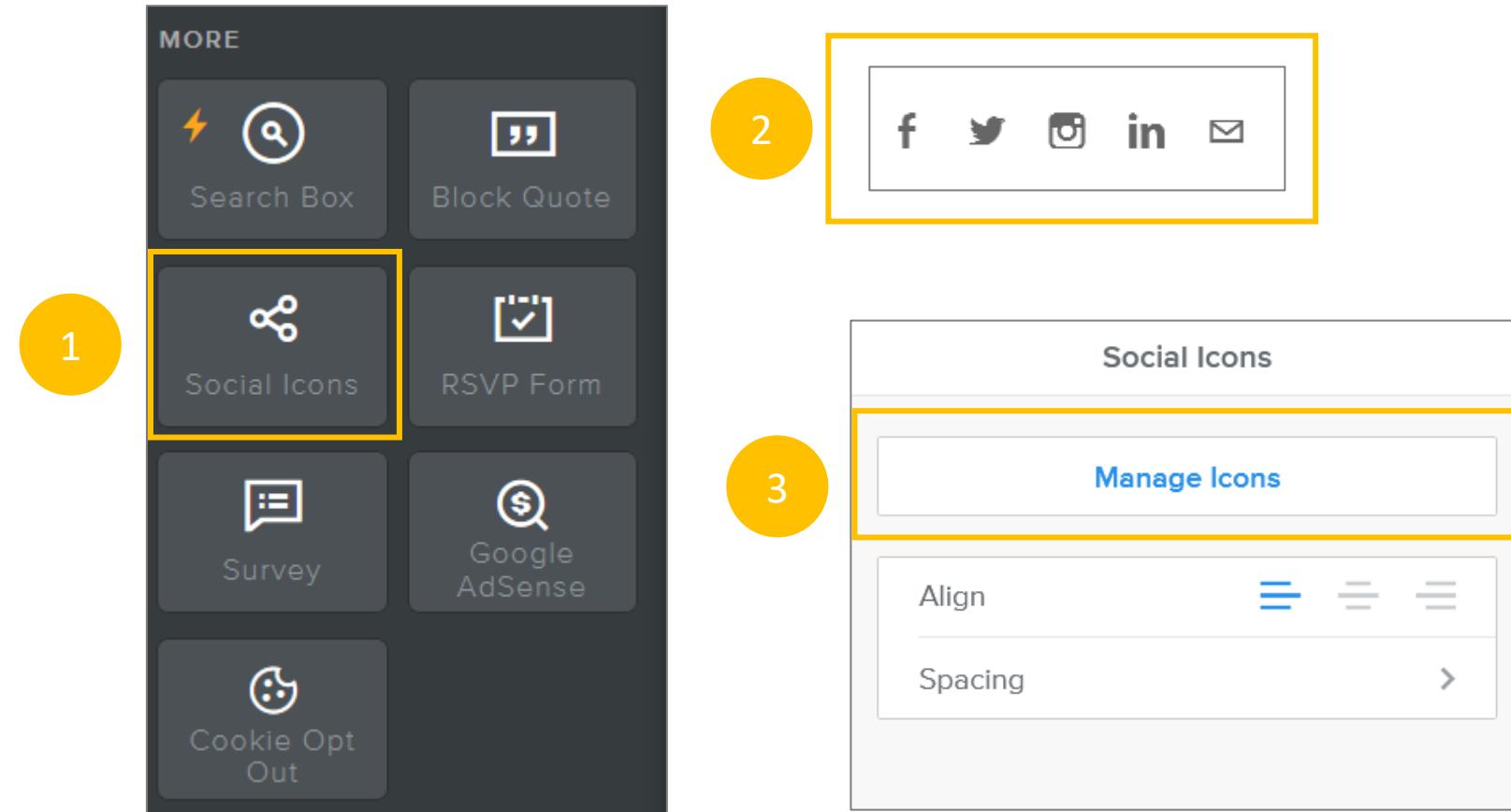
1. Navigation on left – pages are labeled as instructed and in the right order

2. Select Publish

The image shows the Weebly site builder interface. The top navigation bar includes 'Build', 'Pages' (which is selected and highlighted in grey), 'Theme', 'Store', 'Apps', 'Settings', 'Help', and a 'Publish' button. A yellow box highlights the 'Pages' menu and the list of pages on the left. The left sidebar lists the following pages: 'Home' (selected and highlighted in blue), 'Who We Are', 'What We Do', 'Who We Serve', 'Blog', and 'Connect with Us'. Below the sidebar, a note says: 'Drag pages up/down to reorder and left/right to create subpages.' The main preview area shows a dark background with a circular image of a person's face. Overlaid on the image is the text 'Creative Ambitions' and a large white triangle. The top navigation bar is also highlighted with a yellow box, showing the menu items: Home, Who We Are, What We Do, Who We Serve, Blog, and Connect with Us.

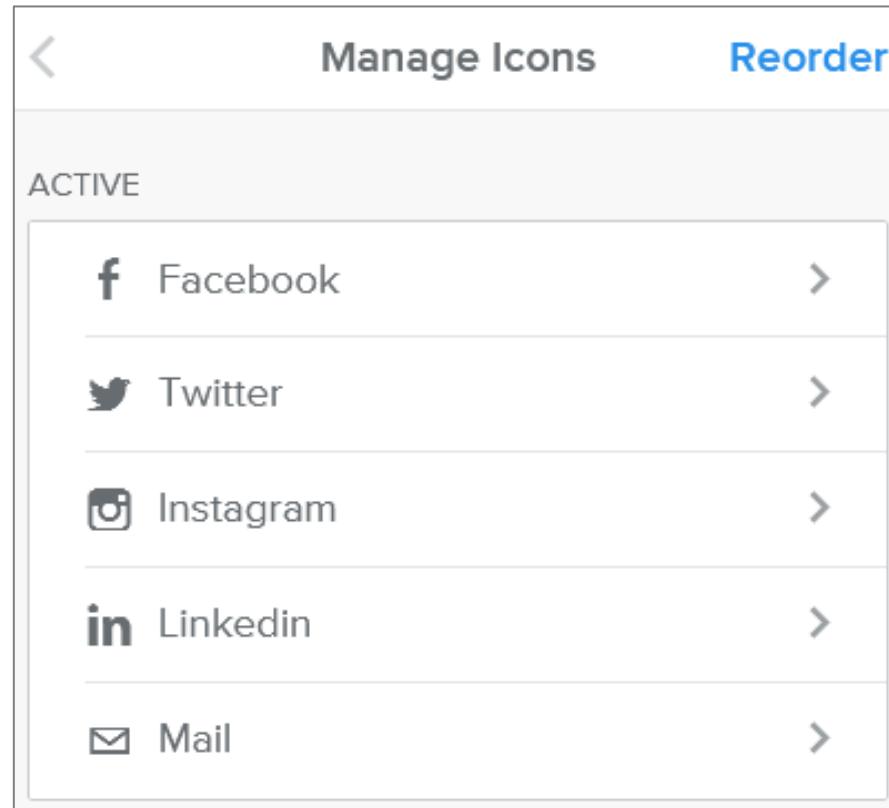
Social Bar Setup

1. Select Home Page
2. Select the “Build” tab
3. On the left side Weebly Sidebar items – scroll down to Social Icons
4. Depending on your template – scroll to the top or bottom of your page (social icons should be in the same place on every page of your site)
5. Select the Social Icons item in the Sidebar and drag it to the right – top or bottom of your page
6. Click on the social icon block > “Manage Icons” window will pop up



Social bar continued...

1. Select Twitter > move button to turn it off
2. Select LinkedIn > move button to turn it off
3. Select Mail > copy/paste your team gmail
4. Publish



Blog Setup

PAGE NAME
Blog

Hide in Navigation

HEADER TYPE
Header

Visibility

SEO Settings

Comments

Blog Settings

The Buzz

Blog | Blog

General | The basic settings of your blog

Posts per page: 10

Post share buttons: Customize

Blog sidebar:

Post header code ? +

Post footer code ? +

New Post

POST OPTIONS ^

POST OPTIONS ▾

PUBLISH: Immediately

COMMENTS: Open

CATEGORIES: Add categories +

SECRET DRAFT LINK: <https://www.weebly.com/weebly/>

ADVANCED +

Select Blog Settings to set up how blog posts appear on your blog page

Select New Post > Post Options to create new posts



Contact Form Setup

1. Select Build in the top tabs
2. Select your contact page or section
3. In Weebly Sidebar – select Contact Form and drag in to your desired placement on your page
4. Select Form Options
 - a) Change the name
 - b) Set up the “email to” to your team Gmail
 - c) Customize the confirmation message if needed
 - d) Adjust spacing as needed
 - e) Adjust button as needed
5. Save and Publish

