



Guide to Updating Your New Website

"Tell me and I forget, show me and I remember, involve me and I learn" - adapted from a Chinese proverb.

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Why You Should Update Your Website

Search engines love “dynamic content” which means a consistent stream of fresh content instead of a collection of static pages that never ever change. By updating your website at least once a month/quarter/seasonally you will show search engines that your website is being updated and “relevant”.

This booklet is a guide to assisting you in respect of making updates to your new website. As you read through the guide, you will notice that each heading relates to a specific task or set of tasks. You will be guided through the process in an easy, step by step manner. If you get stuck, please feel free to contact us by ‘phone on 01775 761512 or email support@drivebywebsites.com.

Understanding the Basics

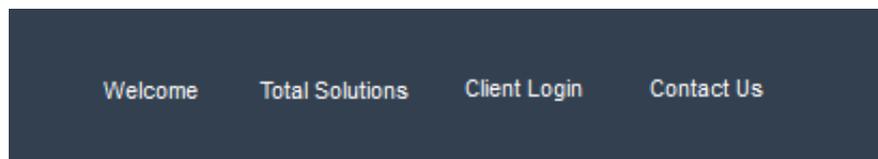
A Web Page

The screenshot displays the Drive By Websites website interface. At the top, there is a dark blue navigation bar with the logo on the left and links for 'Welcome', 'Total Solutions', 'Client Login', and 'Contact Us' on the right. The main content area is white and features the following sections:

- The Drive By Website Experience**: A section with introductory text about the service, followed by a testimonial from 'Hats on Heads' and a 'Book Your Appointment' link.
- What Our Clients Think**: A testimonial from 'Hats on Heads' praising the service's ease of use and support.
- Startup Websites - £149**: A section with a sub-headline 'if you want to take your business to the next level with an online presence' and a row of five website thumbnails.
- Brochure Websites - £299**: A section with a sub-headline 'the ideal solution if you want to say that little bit more online' and a row of five brochure website thumbnails.
- E-Commerce Websites - £449**: A section with a sub-headline 'perfect if you want to sell your products online' and a row of five e-commerce website thumbnails.

An example of Drive By Websites “home” page – i.e. when you open your web browser (e.g. Microsoft Internet Explorer, Mozilla Firefox, Apple Safari, Google Chrome, Opera) on your PC, laptop, tablet, smartphone etc. to <http://drivebywebsites.com>.

Website Navigation and Menus



This is core to how your “web users” will navigate and find information quickly and easily on your website. You do not need to have all your web pages on the menu. It is common place to have a “footer menu” for such things as “terms and conditions”, “returns policies” etc. Again, if you are not sure what to call pages or what to include in the menus please ask.

Preparing Your Web Page Content

“Content is king” – clean, well presented, well written (no typos!), organised and easy to read are the watchwords here. To achieve this, preparation and thought is needed. If you are unsure then Drive By staff are more than happy to help.

Here are some hints and tips in respect of how to prepare content for updating your web pages and/or adding new web pages –

1) Content

- a. The content is one of the most important aspects of your website. Focus your message by concentrating on your USPs (unique selling points). Visitors to your website should be able to tell at a glance your offerings and how your products or service(s) differ from your competitors. When adding content, think quality not quantity. Make your content easy to read by utilising headings, sub-headings and bullet points – blocks of text are difficult to read. The content for your website doesn’t have to be perfect – let your passion shine through. You can prepare and edit your content by following our simple diagram on page 16. Also “think pictures” – if it can be said in pictures and/or diagrams then this often works better and keeps your audience “engaged” for longer. Golden rule is good quality pictures only!

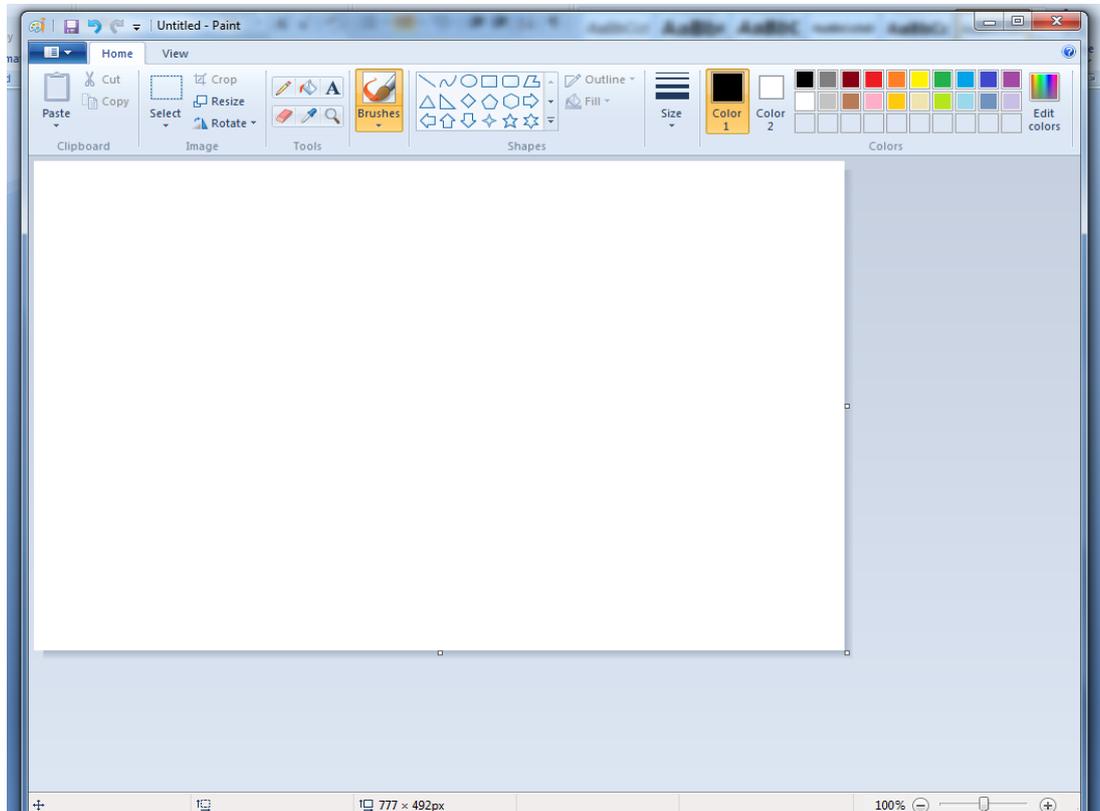
2) Fonts

- a. Fonts are a great way of differentiating different levels of importance within your content. There are many different types of font to choose from when editing text. The popular choices are Arial, Times New Roman, Tahoma or Verdana. Another good use of fonts is the fact that you can make them **larger** or smaller, make lighter or **bolder** or even **highlight** them.
- b. You can choose a font for each different level of topic importance, for instance, a different font for page headings, section headings and body text.
- c. However, our advice would be that your web page will look much clearer and easier to read if you choose fewer fonts and type sizes.
- d. Important Note – you may like a particular font and have it installed on your computer but other computers/tablets etc may not have that font installed so web pages may look different on other machines/browsers.
- e. If you are unsure then please ask!

3) Images

- a. Quality. Image quality (i.e. appearance not file size!) is the most important thing to remember. If you have had some professional images taken or stock items from distributors that have good quality images then please use them. We can also help, so if in doubt then please ask.
- b. Speed of page display. This is very important in respect of how quickly visitors to your website can access the webpage. Don't overload it with too much content (or ensure you have followed our tips in reducing the file sizes) because if you have too many large images this will automatically slow down the page loading and display.
- c. Image File Types e.g. PNG JPEG GIF BMP. Images are categorised differently dependent upon their source. Most cameras produce JPEG images which are images that are less likely to lose quality when they are edited. PNG (portable network graphics) images support greyscale and have a much higher colour depth when saved as a PNG image – very much similar to JPEG. A GIF (Graphic Interchange Format) is used widely on the internet and also offline. When the file size of a GIF image is reduced the image quality will not be damaged. Finally, a BMP image stores colour data for each pixel within the image without compression and file sizes are generally very large. The most popular image file that will work to its best standard and is highly recommended is JPEG.
- d. Simple Image Editing Program e.g. MS Paint. This program comes free with your Microsoft Windows computer software and is very simple to use. You can simply upload or paste the image you wish to edit into the program. You can either 'crop' to get rid of certain parts of the image that you don't need, 'resize' the image if the size is too large

(remember it's much easier and quicker to upload an image that's been reduced) and you can even rotate and draw on the image if you so wish. Once you are happy with everything, click save and it will automatically write over your original or create a new copy.



- e. File names. Naming your images is important when it comes to organising your files. Naming them will prevent you losing any images. For example if you have misplaced or lost an image within your files you can search your whole computer and it will find the image provided you have named it correctly. It's not advisable to save your image as its original name e.g. DC02342 because you will find it difficult to remember DC02342 and to the internet search engines it means absolutely nothing! Therefore change it to something that you will remember and recognise – and particularly for your website use filenames that are relevant to the text or webpage they are on. Another tip is to create new files for each particular topic to keep them organised in categories or sub-directories with meaningful names. Example file names (avoid filenames have “spaces” in them, use an “_” or a “-” as a word separator) -
 - i. DC02342.jpg = bad
 - ii. wedding_dress.jpg = better, but not descriptive enough

- iii. marchesa-designed-wedding-dress.jpg = much better
- iv. marchesa-designed-wedding-dress-spalding.jpg = best i.e. full description and a location i.e. to add some locality as most people do search including a location when looking for a product and/or service. Common things to include as well are well known manufacturer product codes, barcodes etc. Inherently people are lazy and use short names – search engines like lots of information. Go on google images and search for “logo.jpg” – last time I did it returned 35,420,000,000 results....
- f. File Sizes & Resolution (72/96dpi). File sizes measure the size of a computer file. The actual amount of disk space that is consumed by the file actually depends on the file system itself and how much storage that contains. Most storage files will either be in MB (megabytes) or GB (gigabytes) which will determine just how big the file is, the lower the MG the better.
- g. Image Sizes. The size of your images can have a big effect on the display and the actual speed of your website. If the image size is too big then it may refuse to upload as there won't be enough room or space to generate the image in. If you wish for your webpage to have a quick reload and sufficient access then it is always best to keep the images to a minimum on the page and also keep the size of the image down too. This way, you won't have your page loading up too many images at once and your website will run smoothly.
- h. Thumbnails. Thumbnails are known as “reduced size” versions of pictures. They are intended to make them faster and easier to look at when managing a large group of images together. To create thumbnails you just simply resize the photo to a smaller size than it already is and then save it with a similar filename by adding “_tn” for example on the end of the filename. When you upload it to your website you can set the thumbnail with a link so your visitors will be able to click and see the enlarged version of the image.
- i. Image Tags. Many modern cameras and Smartphone's can contain “hidden information” that gets written into the image file without necessarily your knowledge or in some cases without your agreement! For example GPS location tags – you may not want to give this information away so you need to know how to a) find it & b) remove it. You can add tags to images yourself – which can help with Search Engine Optimisation (SEO) – this can be done on an individual or multiple image basis.

4) Links

- a. Links are another important aspect of websites as they allow information to be supported and explained in more detail on further web pages or on other good

reference websites e.g. Wikipedia, dictionary sources, good news sources etc. You can easily add links when editing your text and fonts (see section on Updating Your Website – Creating Links later in this guide). Links from your website pages to other websites are a good thing and will enhance your sites prominence particularly if those links are to well respected sites e.g. a trade association, qualification, trusted suppliers/sources etc.

Website Page Header



A website page header is the same information at the top on every web page. For a small business it is a good idea to have your telephone number easily accessible within the header area – simple but effective. Mobile numbers are not a good idea (except as secondary numbers on “contact us” pages) – local numbers e.g. 01775 or national 0845 or 0844.

NOTE - To a search engine phone numbers with and without spaces are treated as different e.g. 01775761512 is different to 01775 761512 and +441775761512 etc.

Website Page Footer



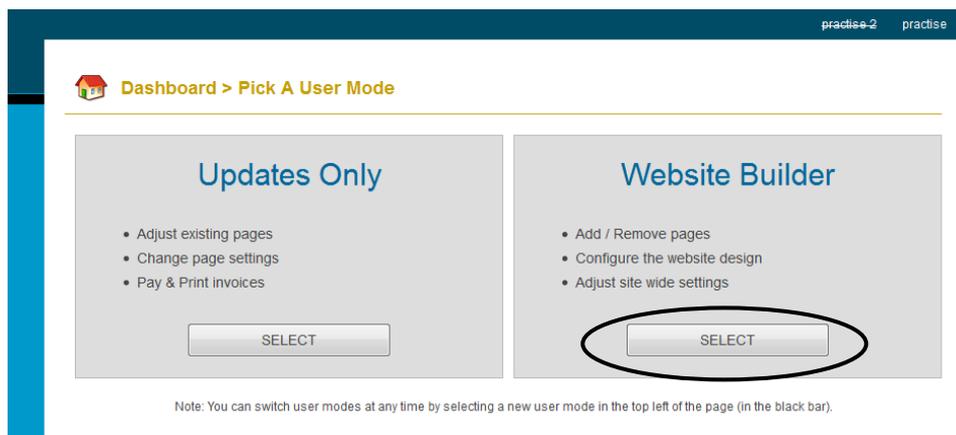
A website page footer often contains copyright statements and generic menu links to “small print” web pages. Again a good idea is to include your contact phone number (or a version of it at least).

Logging In To Begin Making Updates

To begin making updates, you will need to go to the login page on the Drive By Websites website - <http://drivebywebsites.com/1005/client-login> This is where you will need your User Name and Password – you sorted these out at the time the site was created – a configuration page is at the back of this manual and maybe a good idea to keep usernames and passwords here. This will allow you to access the editing features or “Content Management System” (CMS) of your website. The page will look similar to the one below:



Once you have clicked login you will be brought to a page where it will ask to choose a user mode either “Updates Only” or “Website Builder”. “Website Builder” is the mode which will give you everything you require to make your updates.



What’s the differences between ‘Updates Only’ and ‘Website Builder’?

‘Updates Only’ grants you access to make very basic updates such as changing your content wording and adding images. It is simpler and less confusing to a new user – it gives you all the options to change any existing content but not to “add new” or “delete”.

‘Website Builder’ grants you access to create new web pages and standalone pages - even right down to the behind the scenes of ‘Search Engine Optimisation’.

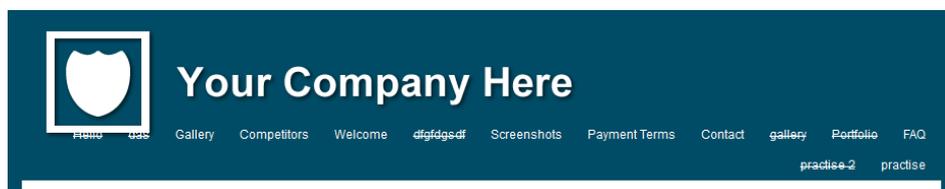
Updating Your Website

Introduction

Once logged in and having chosen your “user mode” of ‘updates only’ or ‘website builder’ you can now move on to changing or adding content to your site. The rest of this manual deals with the latter mode - ‘website builder’, so screenshots and choices may differ slightly if you are in ‘updates only’ mode.

There are two types of pages the content management system will give you the option of creating. One is a ‘New Page’ and the other is a ‘Standalone Page’. A ‘Standalone Page’ will not be shown as a link in the header menu of your website.

A ‘New Page’ is simple to create (just follow the instructions below). Select ‘New Page’ when you want to create a link on the header of your website as shown in the picture below. A ‘New Page’ will allow you to include images, content, a video, etc.



Standalone Pages differ from regular web pages because they are not automatically linked in i.e. there is no page link produced in the Header Section of your website. Instead, you will need to link to it manually such as by adding a link to it from another web page, telling people about the link or adding a link to it in the Site Footer. Example uses of Standalone Pages are Terms & Conditions and Privacy Policies both of which are often not wanted in the main navigational area of the website. You will see certain Standalone Pages at the bottom of web pages like so:



Create A New Page

You will be in the “Website Builder” user mode for this to work and the top black bar should look like below. Click the “New Page” text at the top of the page:



You will then get a page like this:

New Page

Page Title

Enter the title of the new page such as "Contact Us", "About Us" or "Pictures".
TIP: You can create multiple pages at the same time by separating each page with two colons. For example, to create 3 pages (maximum of 10 at once) you would enter the following: Contact::Gallery::Pictures

Select A Template

By selecting a template you can have a page layed out for you as a starting point. You then just edit the content!

Create Page

Type in a name for the page you want to create – such as “Testimonials” - in the box and click “Select Template” to show you a range of prebuilt page templates as follows:

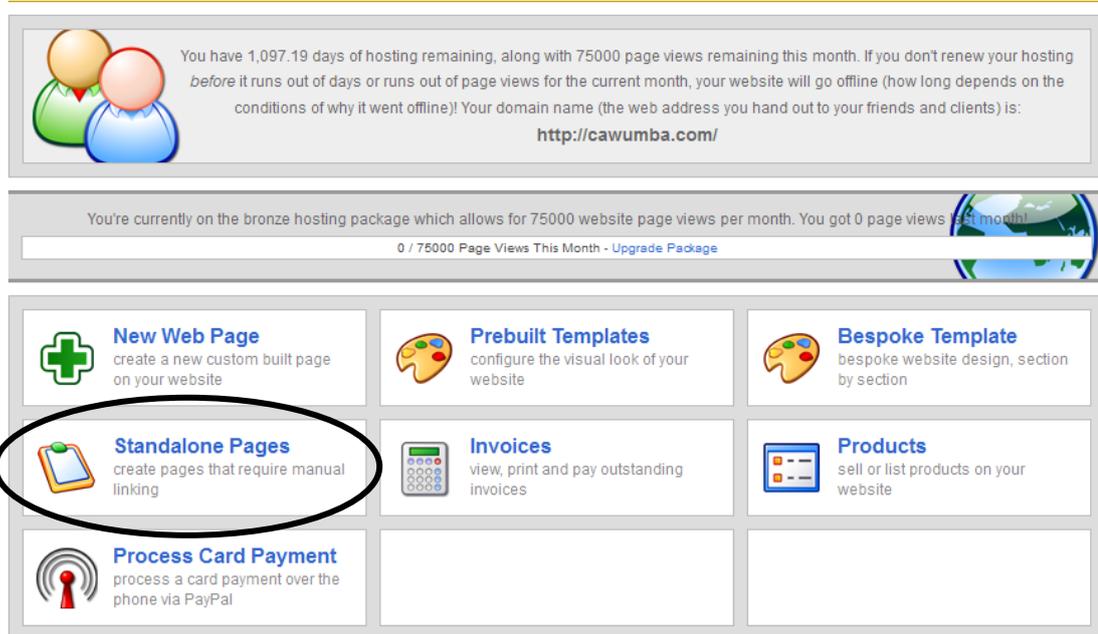
Template

<p>Login / Register Resellers Only</p> <p>select template</p>	<p>Client Login Resellers Only</p> <p>select template</p>	<p>Client Registration Resellers Only</p> <p>select template</p>	<p>Welcome Reseller Prebuilt</p> <p>select template</p>	<p>Screenshots Reseller Prebuilt</p> <p>select template</p>
<p>Competitors Reseller Prebuilt</p>	<p>Payment Terms Reseller Prebuilt</p>	<p>FAQ Reseller Prebuilt</p>	<p>Home Page (Style 1)</p>	<p>Home Page (Style 2)</p>

Find the template you want to use and click “Select Template” and it will become highlighted. Then scroll down and click “Create Page”. You will then be re-directed to the new page that has just been created where you will be able to add your own content. Please note that the templates can be easily modified after they’ve been selected.

Create A Standalone Page

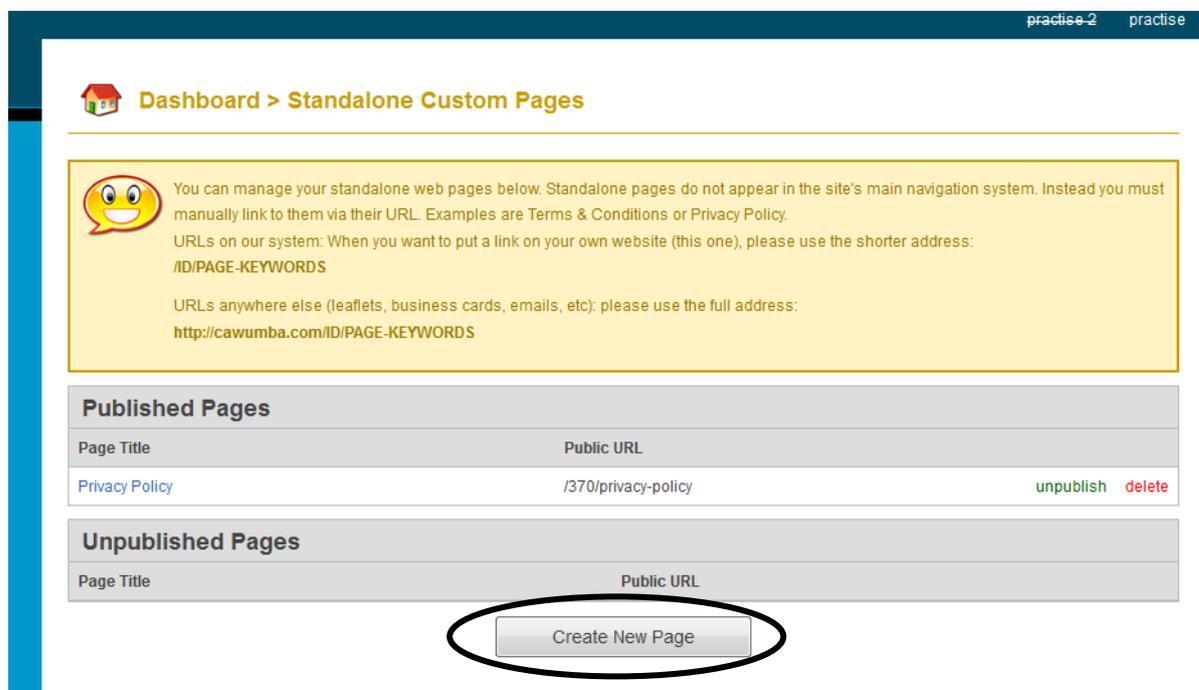
Once again you will need to be in the 'Website Builder' mode. Go to your dashboard which is in the top of your screen toolbar and you will come to these options. Click on the option that says 'Standalone Pages'.



The screenshot shows a dashboard with several options. At the top, there is a notification about hosting: "You have 1,097.19 days of hosting remaining, along with 75000 page views remaining this month. If you don't renew your hosting before it runs out of days or runs out of page views for the current month, your website will go offline (how long depends on the conditions of why it went offline)! Your domain name (the web address you hand out to your friends and clients) is: <http://cawumba.com/>". Below this is a progress bar for page views: "You're currently on the bronze hosting package which allows for 75000 website page views per month. You got 0 page views this month!" with a sub-bar showing "0 / 75000 Page Views This Month - Upgrade Package". The main dashboard area contains several icons and descriptions:

- New Web Page**: create a new custom built page on your website
- Prebuilt Templates**: configure the visual look of your website
- Bespoke Template**: bespoke website design, section by section
- Standalone Pages**: create pages that require manual linking (circled in black)
- Invoices**: view, print and pay outstanding invoices
- Products**: sell or list products on your website
- Process Card Payment**: process a card payment over the phone via PayPal

You will then come to a page that looks identical to this:



The screenshot shows the "Dashboard > Standalone Custom Pages" page. It features a yellow information box with a smiley face icon and text explaining standalone pages: "You can manage your standalone web pages below. Standalone pages do not appear in the site's main navigation system. Instead you must manually link to them via their URL. Examples are Terms & Conditions or Privacy Policy. URLs on our system: When you want to put a link on your own website (this one), please use the shorter address: /ID/PAGE-KEYWORDS. URLs anywhere else (leaflets, business cards, emails, etc): please use the full address: http://cawumba.com/ID/PAGE-KEYWORDS". Below this are two tables: "Published Pages" and "Unpublished Pages".

Page Title	Public URL	
Privacy Policy	/370/privacy-policy	unpublish delete

Page Title	Public URL
Create New Page	

During the time of your website build, you may already have published 'Standalone Pages' or even an unpublished 'Standalone Page'. Click on the 'Create New Page' icon – you will find that the setup is very similar to that of creating a 'New Page'.

Your Company Here

Home Page Gallery Competitors Welcome dfgdgsdf Screenshots Payment Terms Contact gallery Portfolio FAQ

practise-2 practise

New Standalone Page

Page Title

Enter the title of the new page such as "Contact Us", "About Us" or "Pictures".
TIP: You can create multiple pages at the same time by separating each page with two colons. For example, to create 3 pages (maximum of 10 at once) you would enter the following: Contact::Gallery::Pictures

A template is a page that's already been laid out for you. As a starting point, select one of the templates. All you've got to do is edit the content. Click on a template below to select it. When selected, it will be highlighted.

Template

<p>Home Page (Style 1)</p> <p>select template</p>	<p>Home Page (Style 2)</p> <p>select template</p>	<p>Home Page (Style 3)</p> <p>select template</p>	<p>Article (Single Column)</p> <p>select template</p>	<p>5 Products (1 Per Row)</p> <p>select template</p>
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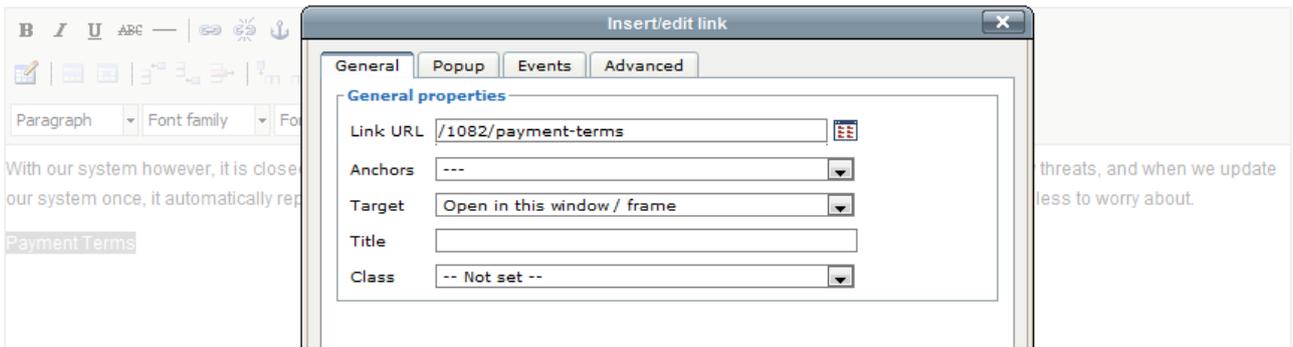
Select the name and template you want for your Standalone Web Page – just the same as you would for a normal web page and then click create page. Follow the same procedure as you would for creating a new web page.

Managing

To get back to the Standalone Page screen at a later date you can do so by going to your dashboard and clicking "Standalone Pages". From here you can create more Standalone Pages. All your existing Standalone Pages, sorted by published and unpublished, are listed here.

Linking To

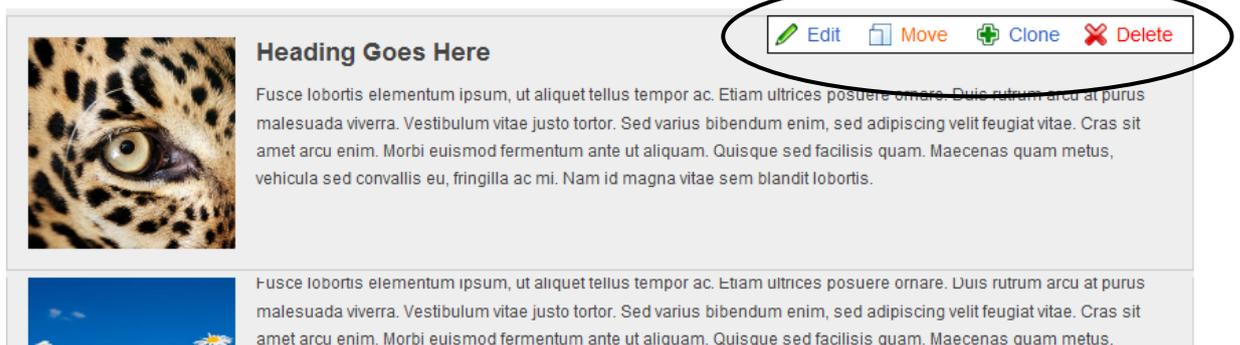
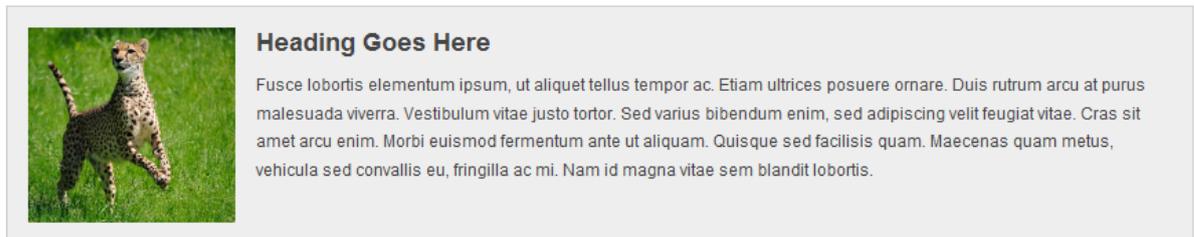
Go to your dashboard and click "Standalone Pages". You will then see a column heading saying "Public URL". Copy or write down the Public URL of the page you want to link to. Then go to the page on your website that you want to link to the Standalone Page from. Create a link as normal (see the section on "Updating Your Website -> Creating Links" in this Guide for more information on this). This time when you enter the URL enter in the URL you copied or wrote down earlier and click "insert" once you are done, it should look something like this:



Updating & Modifying A Page

Move Content Around

To move content around on a page simply hover your mouse over what it is you want to move and the section of the page you are going to move becomes highlighted. A little toolbar will also popup. Move your cursor over the “Move” icon and hold your left mouse button down. Drag the mouse up or down the page to re-position it and let go of the mouse button when you are happy with the new position. The picture below shows a box being moved.



Add Additional Content Using Templates

Let’s say you want to add another paragraph of text or a list to the page. Scroll down to the bottom of the page until you see what looks like the image below:



HOW DO I ADD MORE CONTENT TO THIS PAGE?

To add content to this page just select what you want to add from the boxes below, and follow the instructions.

▼ Text (9)

Heading
A straight forward, large heading used mainly at the very top of a page.
[Add To Page](#)

Sub Heading
Slightly smaller than a regular heading, often used in multiple places around a page.
[Add To Page](#)

Paragraph
A single paragraph of text which can be of any length.
[Add To Page](#)

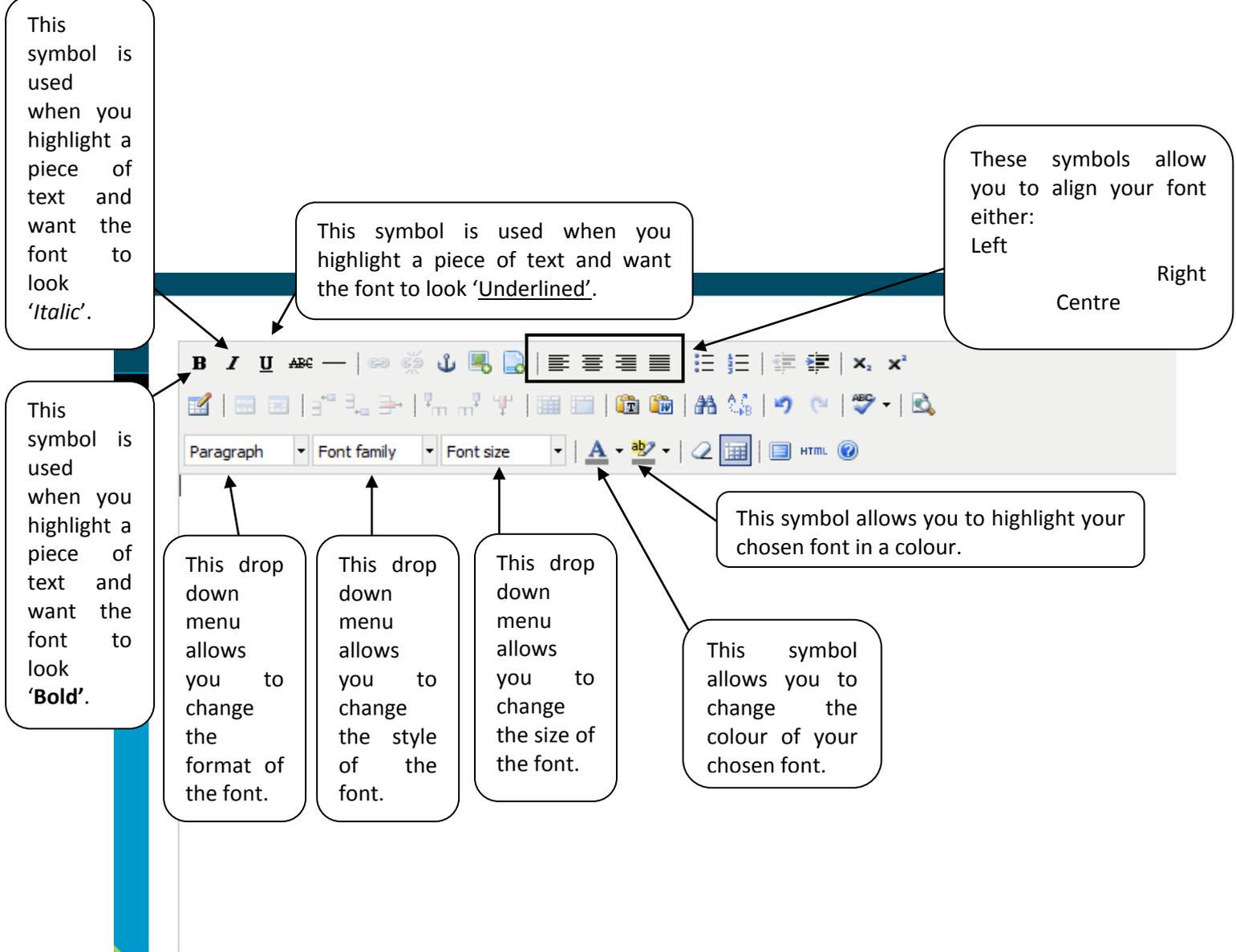
Bulleted List
A list of items each with its own bullet point.
[Add To Page](#)

Numbered List
Similar to a bulleted list, but this time with numbers that are automatically generated (no need to manually keep the numbers in the correct order).
[Add To Page](#)

▶ Images (2)

▶ Reseller Goodies (2)

Click on “Add To Page” for whatever it is you want to add. Then some options will come up specific to what you have selected. Fill in the options and click the new “Add To Page” button when the option comes up like the screenshot below.

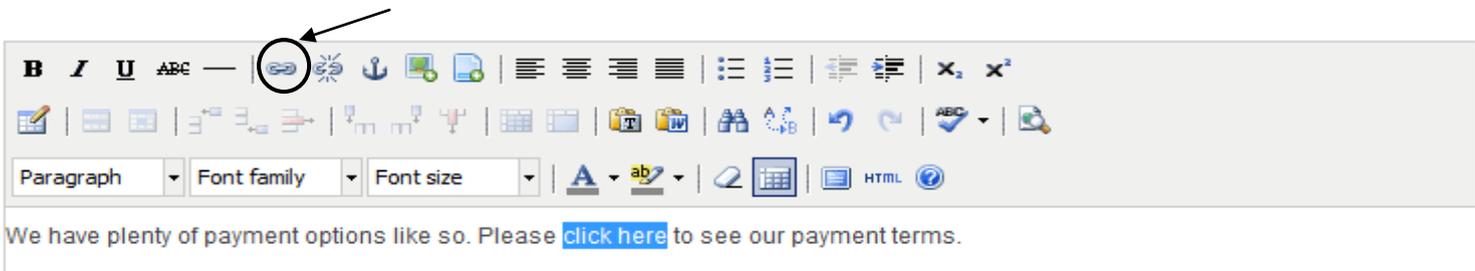


Hold the mouse cursor over the icons for a few seconds to see what each one does. Click “Save Changes” once you are happy.

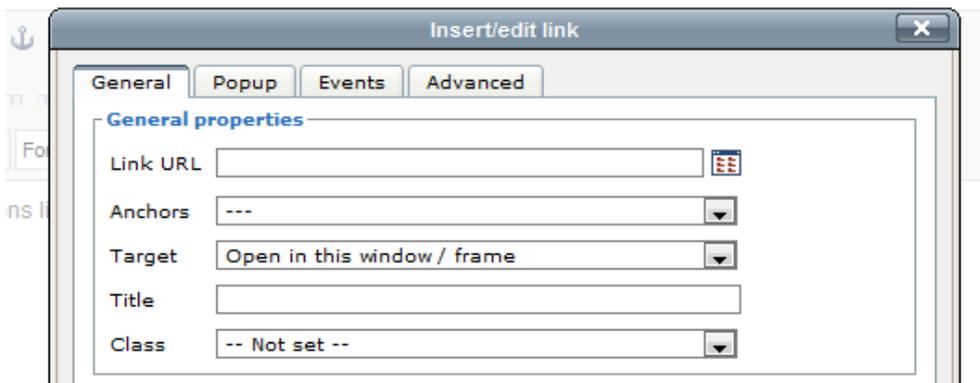
Creating Links

If you want to create a link i.e. if someone clicks some text or an image and you want them to be sent to another website like Google.com or a page within your own website you can do this by creating a link (or hyperlink to be exact).

To create a link, all you do is go to the page where you want to add the link. Click “Edit” in the toolbar that appears when you hover over what you want to turn into a link on the page. Then highlight the text or image that you want to turn into a link like this:

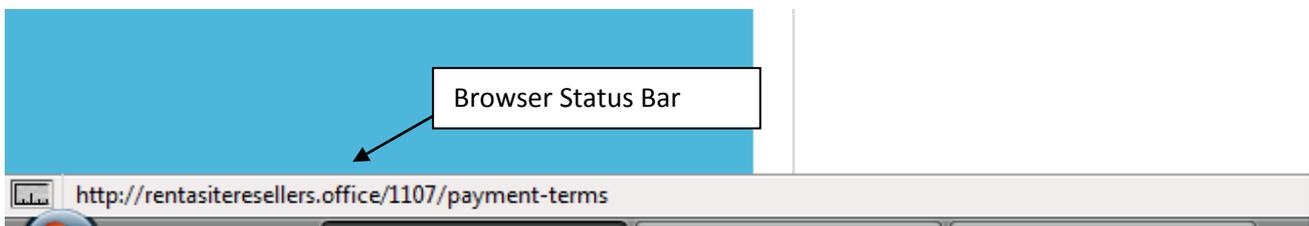


As you can see, I have highlighted the “click here” text using my mouse cursor in exactly the same way as you would to make text bold, italic, etc. Click the picture with the 3 chain links (hold your mouse cursor over the icon and it may say “Insert/Edit Link”). Click that icon and you will get a popup window like so from which the next steps below will follow.



Creating Links To Other Web Pages On Your Site

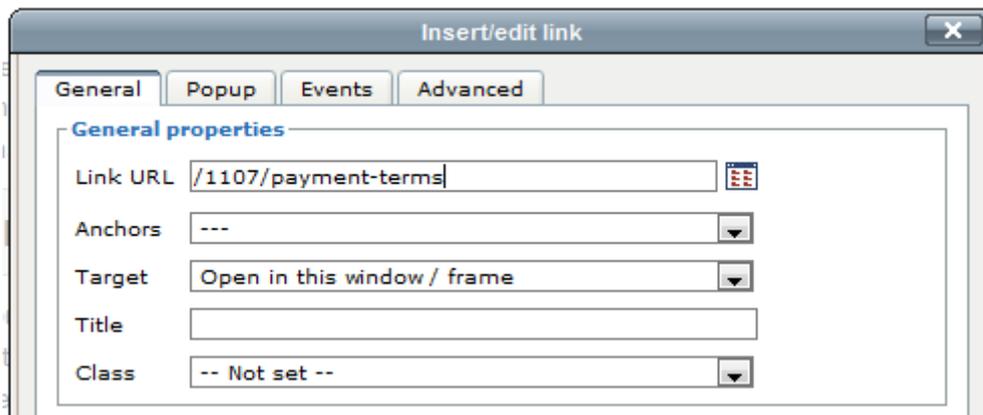
First of all, you need to find out the web page’s address. To do this, make sure your browser’s status bar is viewable - it’s usually just a blank bar at the bottom of the page which keeps you informed about such things as page loading. One feature of the status bar is that it will show you the URL of a link before you click it, so you can see where you will go before having to click the link. Using this, just move your mouse cursor over the web page link that you want to link to and it will look something like this:



I moved my mouse cursor over the “Payment Terms” link in the site header, and the status bar in the bottom of the browser showed what you see in the image, **write it down:**

<http://rentasiteresellers.office/1107/payment-terms>

Go back to where you want to add the link, and from the “Insert/Edit Link” popup window, just enter everything after the number, remember to include the forward slash in front of it like so:



Click “Insert” and save the changes to the page once you are finished making any further modifications.

Creating Links To Other Websites (Not Your Own)

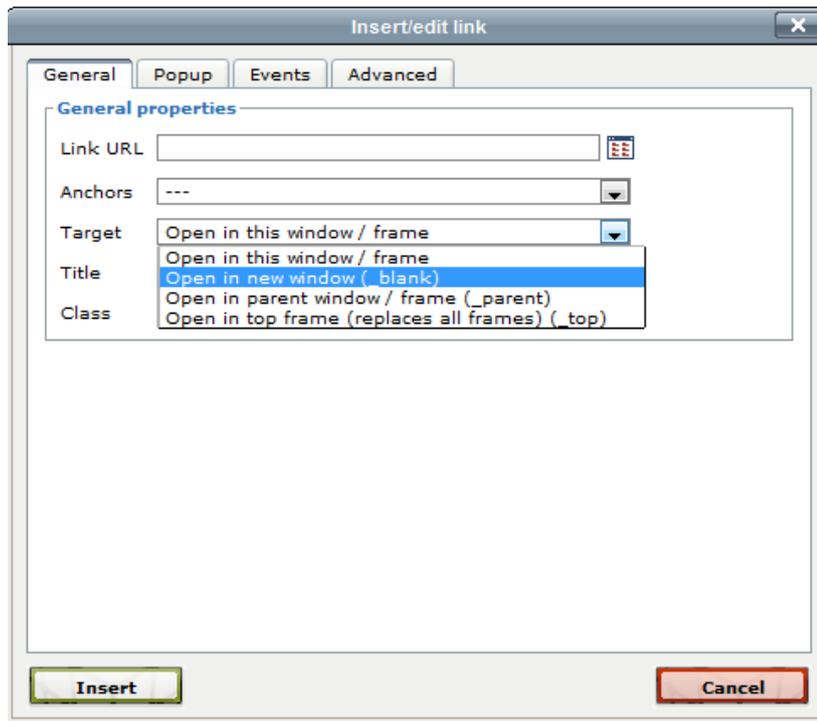
From the “Insert/Edit Link” popup window click in the box next to “Link URL” and type in the website address you want to go to such as:

<http://google.com/> or <http://amazon.co.uk/product/12/cool>

and click “Insert”. Then click “Save Changes” once you have finished adding links to that section of the page.

Creating Links That Open In A New Window

From the “Insert/Edit Link” popup window you will see a heading that says “Target” with a drop down box next to it. Simply select “Open In New Window (_blank)” from within the drop down box.



Then click “Save Changes” once you have finished modifying that section of the page.

Creating Picture Links

Exactly the same procedure for turning text into a link, except this time just click on the image you wish to make into a link instead of highlighting some text. The process is then the same as making text into a link from then on.

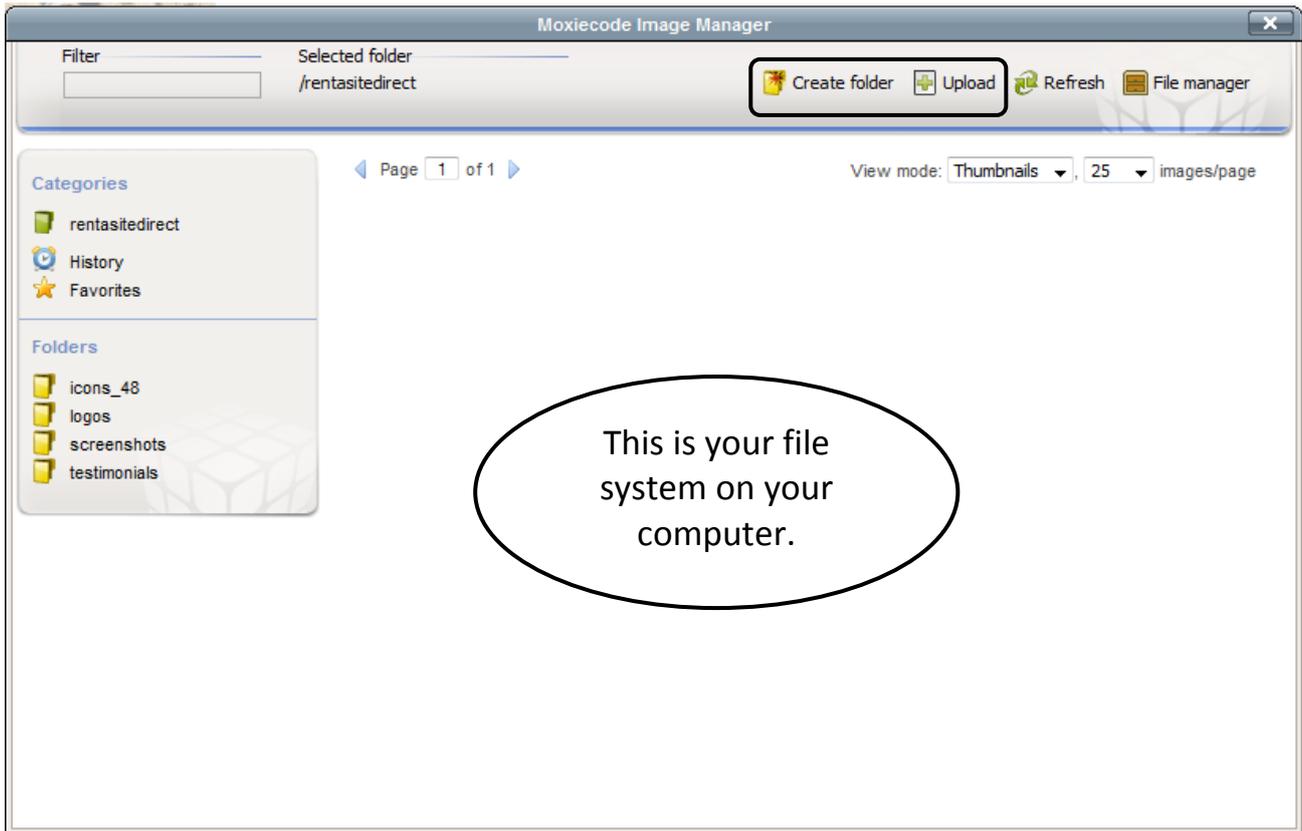
Removing Links

Click the link, and then click the icon next to the link’s icon. The icon will look like 2 chain

links broken apart . Click that, and the link will be removed. Another way that might work depending on which web browser you are using is just by right clicking your mouse on the link, and then select “unlink” from the drop down menu.

Add/Replace/Resize An Image

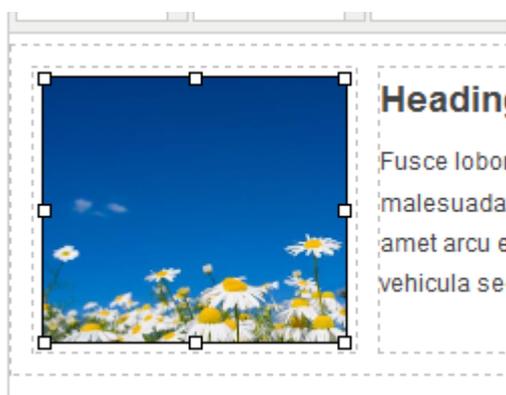
After carrying out the step above “Modify Existing Content” to the point where you load up the editor, then click where you want the image to go, for example, at the start of a paragraph of text. Then move your mouse cursor along the top row of icons until you see one that looks like a picture with a + sign  on it. If you leave your mouse cursor on the icon for a second or two it may come up with some text saying “Insert Image”. Click the icon and you should get something similar to this:



This is where all your images are stored. You can create folders to store/group images in. We recommend that you create one folder for each web page, for instance, if you are adding images to a Testimonial Page create a folder called “Testimonials” and click the folder to insert images in it. When you want to upload an image to your website, click upload and follow the on screen instructions.

You will then return to the image manager screen, click the thumbnail version of the image that’s automatically produced and it will be inserted into your page.

To re-size an existing image, click on the image you want to re-size. By clicking on the image, little white boxes will appear around it like so:

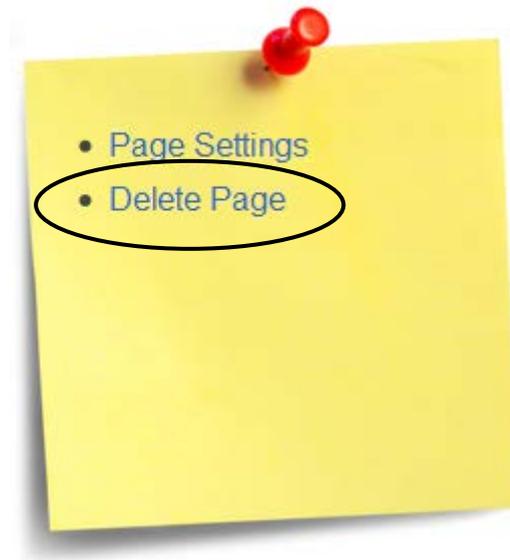


Now hold your left mouse button down on one of the little boxes that have appeared and drag your mouse to resize the image. The boxes in the corners will prevent the image from becoming distorted as you re-size it.

To change an image, click on it as if you were going to re-size it, then click the “Insert Image” icon as you did earlier, select the new image, and it will replace it. Re-size the new image as required.

Delete A Page

Scroll down to the bottom of the page you want to delete and located in the Post-It-Note will be a blue link saying “Delete Page”. Click it and an alert will popup confirming that you want to delete the page. The Post-It-Note looks something like this:



Tweak Page Settings

Scroll down to the bottom of the page you want to tweak, and click “Page Settings” located in the Post-It-Note on the right and you will get something like this appear:

Page Details	
Page Title <input type="text" value="Screenshots"/>	Enter the title of the new page such as "Contact Us", "About Us" or "Pictures". This will display as the clickable link to this page.
Related To <input type="text" value="Not Related To Any Page"/>	An example would be individual products being related to a main product's page.
<input type="checkbox"/> Make My Homepage	The first page a visitor will see when viewing yoursite.com. Tick the box to make this page your new home page.

You may want to go to "Page Settings" when you need to change the name of a page 'Page Title' or to make this particular page your homepage which means that this will be the first page to load up. The 'Related To' option allows you to relate other small pages to this page in general.

At the end of 'Tweak Page Settings' you will find a section called "Password Protection". If you want a certain page on your website to be password protected which means that only, for example, your clients have access to this then is where you can apply this option. Just simply type in the password and the Drive By Website system will take care of the rest. Visitors to your website will then be prompted to enter the password to view this single page. Please note that this is only very basic security – do not trust it for something like credit card details! Make the changes and click "Save Page Settings" when you have completed the task.

Search Engine Optimisation

The team at Drive By Websites will do the Search Engine Optimisation for you whilst creating your site but if you want to change/amend what we have done then below is how you can do this.

Below 'Page Details' when you enter the 'Page Settings' menu, you will find the 'Search Engine Optimisation', 'Meta Description' and 'Meta Keywords' which you will may not necessarily understand in technological terms.

Search Engine Optimisation is the practice of manipulating search results so that your website appears above your competitors to enhance your chances of being found in search engines and receiving more visitors to your website. For example by searching for 'Drive by Websites' on Google will result in Drive By Websites coming up with a link to our website and a little bit of information about us underneath. This is where the 'Meta Description' comes in. If you leave this block empty

then Google itself will pick out certain parts of your Home Page and include this under your link as part of an 'about you' that people will be able to view when they come across you on their search engine.

Search Engine Optimization	
Meta Description <input type="text"/>	A short description that explains what this page is all about (max of 150 characters).
Meta Keywords <input type="text"/>	A few keywords each separated with a comma (max 150 characters)

As you will see next to the 'Fill In Box', there is a description asking you to write a little caption that explains exactly what your page is all about. It is necessary that you enter a description here as it will enable internet browsers/potential buyers to pinpoint what exactly your company is about when they come across your link within the Google search engine. For example this is what it will look like with a description...

abr1.co.uk www.abr1.co.uk/ ABR Co-Ordinated Construction - all trades for home design and improvement.

You can see the link that's been searched; underneath there is a small description/paragraph which relates to the 'Meta Description'. It's your choice what you want to be displayed here so just simply write up to 150 characters, similar to that below. Once again if you choose not to write anything, Google will automatically choose parts of your Home Page to appear under your link.

Search Engine Optimization	
Meta Description <input type="text" value="Manor Solar Thermodynamic Panels - Just one of many prod"/>	A short description that explains what this page is all about (max of 150 characters).

You may be wondering what 'Meta Keywords' is for. This is where you can enter any specific key words that potential visitors/potential buyers will enter on the search engines and these will relate your website for these specific words. For example, if your area code for your business is 'Lincolnshire' then one of the words that you should put in the 'Meta Keywords' box should be

Lincolnshire. Then when your visitors to your website type in 'Lincolnshire' into the Google search engine this link will be among the many pages that Google will have to show you. This will then specifically generate a search from Google that will narrow down to your site within the Lincolnshire listings.

Look through your web page text and pick out certain words that you think will be necessary to pinpoint when someone generates a search and allocate these in the 'Meta Keywords' box like so..

Meta Keywords

A few keywords each separated with a comma (max 150 characters)

Thermodynamic, Thermal Dynamics, Renewable Energy Prod

As you can see from the explanation next to the box there's a limit of 150 characters. However, the 'Search Engine Optimisation' option is available for every single page that's created within your website so it's advisable to complete the sections on each page's page settings to ensure your website is found by search engines.

Publish/Unpublish a Page

Scroll down the page you want to publish or unpublish until you see one of the little boxes in the images below and click the relevant button:

THIS PAGE IS NOT YET PUBLISHED!

When you are happy for this page to show on your website, click "Publish This Page" below.

PUBLISH THIS PAGE

THIS PAGE IS PUBLISHED!

If you want to hide this page from your site's visitors, click "Unpublish This Page" below.

UNPUBLISH THIS PAGE

Google Analytics Installation

Click "Settings" in the top right of your website:



Then click on “Traffic Analytics”. You then need to get your [http://analytics.google.com /](http://analytics.google.com/) account, finish the registration pages and you will be given some code. Copy and paste the code into the box we provide you with and click “Save & Go Back”. It should look something like this:



Dashboard > Account Settings > Traffic Analytics

Traffic Analytics

Traffic Analytics Code

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-11675878-1']);
_gaq.push(['_trackPageview']);
-- -- --
```

Copy and paste the traffic analytics code given to you by your analytics provider (such as Google Analytics) into the box on the left.

Save & Go Back

Adding 3rd Party Widgets To Pages

If you have an account on another website, you can include some of that content on your Drive By Website. Maybe add a video from youtube or a feed from Twitter? This is how you do it! Go to the page on your site that you wish to add the content to and scroll to the bottom. You then need to click on “3rd Party Widgets” and you will see a list of websites come up, something like below:

▶ Text (9)

▶ Images (2)

▶ Products (5)

▶ Reseller Goodies (2)

▼ 3rd Party Widgets (10)

Slideshows (Photo Snack, Flickr, Etc)
Embed a slideshow on to your web page. Go to **Photo Snack, Flickr**, etc. Look for an option to embed or link a page... click it... and then copy the "embed" code into the box that will appear after you click the button below.

Add To Page

Maps (Google, Microsoft, Etc)
Embed an interactive map on to your web page. Go to **Google Maps, Microsoft Maps, Multi Maps**, etc. When you have found your map, look for an option to embed or link the map... click it... and then copy the "embed" code into the box that will appear after you click the button below.

Add To Page

Videos (YouTube, Vimeo, MetaCafe, Etc)
Embed a video on to your web page. Go to **YouTube, Metacafe, Vimeo**, etc. When you have found the video, look for an option to embed or link the video... click it... and then copy the "embed" code into the box that will appear after you click the button below.

Add To Page

YouTube Videos

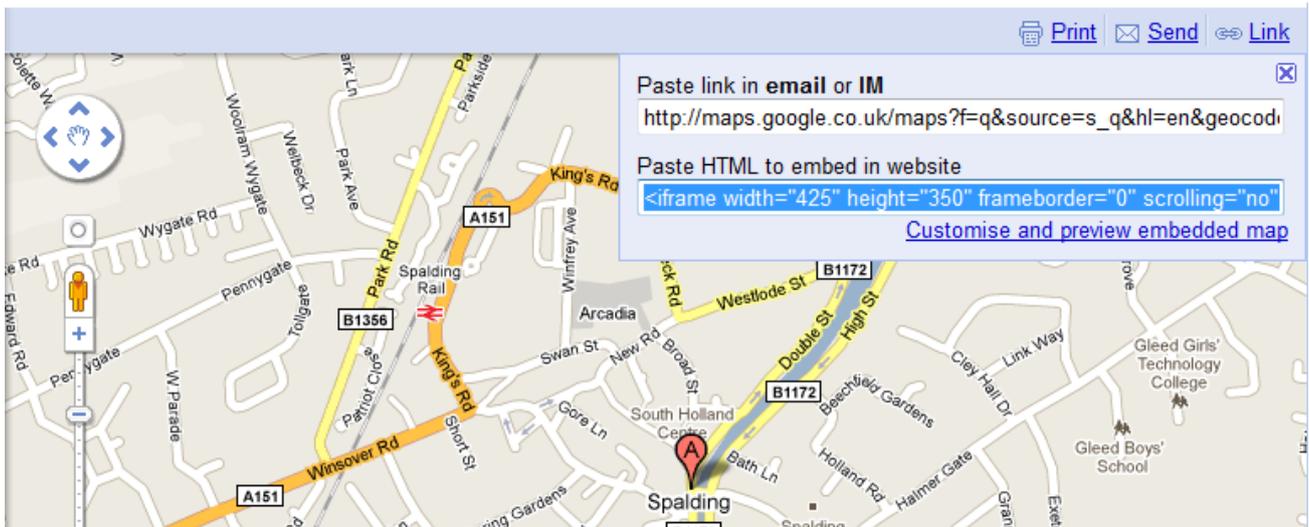
Click the "Add To Page" button on the Videos section. You will then see a box appear with the heading "Embed Code". All you have to do now is go to youtube.com and find the video you want to use on your website. Then click the Embed link... you should end up with something like this:

The screenshot shows a video player interface. At the top, there is a video player with a play button, a volume icon, and a progress bar showing 0:05 / 3:27. Below the player, the video title is "SatanicNun | 24 January 2007 LOL!". To the right of the title, there is a view count of "15 923 849" and a "Get video embed code" button. Below the title and view count, there are buttons for "Like", "Dislike", "Save to", "Share", and "<Embed>". The "<Embed>" button is highlighted, and a dialog box is open showing the embed code. The embed code is: `<object width="480" height="385"><param name="movie" value="http://www.youtube.com/v/0_fPV131Km4?fs=1&hl=en_GB"></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param></object></code>. Below the code, there is a text box with the instruction: "After making your selection, copy and paste the embed code above. The code changes based on your selection." There are two checkboxes: "Include related videos" (checked) and "Show border" (unchecked).`

Notice the highlighted code... starting with “<object... “ - copy it and paste it into the embed code box on your website. Click “Add To Page” and it will appear at the bottom of your page.

Google Maps

Click the “Add To Page” button on the Maps section. You will then see a box appear with the heading “Embed Code”. All you have to do now is go to maps.google.co.uk and find the location you want to show on the map. Then click the “Link” link... you should end up with something like this:



Select the “paste html to embed in website” code, copy and paste it into the “embed code” box on your website. Click “Add To Page” and it will appear at the bottom of your page.

Other Embeddable Codes

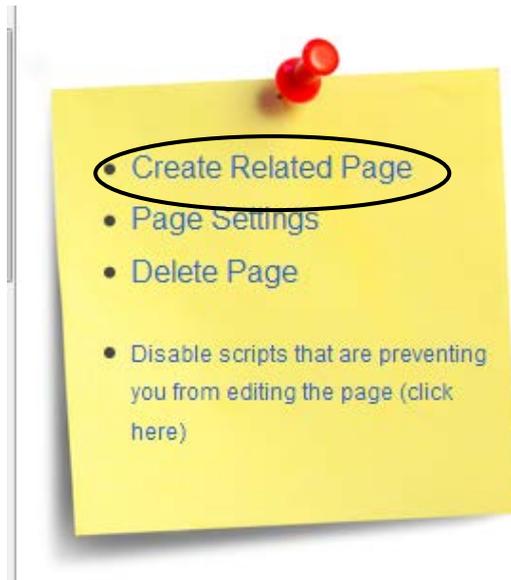
You will find many websites offer the ability to embed parts of their site into other websites. If you find something else you want to embed, just add it to any of the 3rd party widget boxes. It will work just the same and efficiently if you paste the code for a video into the maps embed code box.

Related Pages

You may on occasions want to create a page such as an “Articles” page. Within this page you would like to have individual articles listed when people click on that page. In effect, whenever you want pages to relate to a parent page.

Create A New Page

Create and find the Parent Page such as “Articles” or “Products” first. Then scroll down to the bottom of the page and in the Post-It-Note on the right you will see a link saying “Create Related Page”.



Now create the page as normal (see the section in the beginning of this manual about creating pages for more information on this).

Once the page has been created, it will produce a related page menu like so:

What is uPVC	History of uPVC	How is uPVC Made?	How Long Does uPVC Last?
How Does Double Glazing Work?	Care for Your uPVC Frames	Disposing of uPVC	Conservatory Build Time
Conservatory Base Construction	History of the Conservatory	Box Gutters Explained	Conservatory Styles
History of Glass	Glass Types	uPVC Colours	Roof Sheets Explained
How K Glass Works	Building & Planning Regulations	Home Information Packs	Trickle Vents Explained
Say Goodbye To Condensation?	A-Rated Windows	Five Double Decker Buses	World Class Industry - Plastic
Sharing Its Birthday With Polythene	Imagine A Day Without Plastic	An Example of Eco-Efficiency	Price & Value Distinction
The Benefits of Replacing uPVC	Keep Trade Local Petition	New Consumer Protection	Cut Your Energy Bill Costs
uPVC Windows - The Future	Plastics - An Energy Source	Environment Contribution - Plastics	Re-Cycled Plastics
Replace Existing uPVC?	Hoorah for Sash Windows	Bi-Fold Doors Popularity	Windows & The Environment
National Scrappage Scheme	uPVC in Fires	The Ideal Glazing Partner	The Carpenter's Choice

Change The Order Of Pages

You can change the order of these pages by holding your left mouse button down while hovering over a link in the menu. Then drag the link to its new position. Let go of the mouse button when you're happy with its new position.

If you are finding it difficult to update your website, please don't struggle,

because we are at the end of the

Phone: - 01775 761512

Or

Email: – support@drivebywebsites.com

DRIVE BY WEBSITE

TOTAL ONLINE MARKETING SOLUTIONS

Your website is now online and open for business. This is, however, just the beginning. Your website should be an extremely cost-effective marketing tool, just like an employee, working hard on your behalf. By working with you and understanding your business, your website will become "employee" of the year.

Drive By Websites offer the following online marketing solutions more traffic to your website and to help

Social Media to get your business noticed and to drive more traffic to your website

- LinkedIn
- YouTube
- Facebook
- Twitter
- Google +1
- Blogs
- Online Reviews & Forums
- & More.....

Online PR & Marketing

- Online & Offline Branding
- Online & Offline Advertising
- Return on Investment & Revenue - Measurement Stats
- Customer Relationship Management

Online Sales

- Customer Relationship Management
- Product/Sales Directories
- Online Shops/Auction/Affiliate Sites – e.g. EBay & Amazon shop
- QR codes
- Managed sales

We also offer the following:

Website Refresher Sessions

The refresher sessions are for our clients who have either lost confidence in updating their website themselves, have forgotten how to make updates or have something that's a little complicated to sort.

Newsletter Setup (Email Marketing)

Email marketing is a powerful marketing tool. If done correctly, an email marketing campaign can prove to be an extremely cost-effective method to share news items with your existing and potential clients.

We will set up an online email newsletter. You will be shown how to manage your lists and email addresses, how to create and send out a newsletter designed to match your own company's branding.

Contact

Please feel free to contact us for support or advice if you are experiencing difficulties in respect of updating your website.

Phone: 01775 761512

Email: support@drivebywebsites.com

Post: Drive By Websites Ltd, Broad Street Business Centre,
Spalding, Lincolnshire, PE11 1TB

Disclaimer

This User Manual is for guidance purposes only. Please note that we cannot be held liable or responsible for any loss or damages caused by anything that's contained within this document.

Confidential Information About Your Website

Below is information specific to your website. Keep this safe!!!

Domain Name –

Website Address : http:// _____

<http://drivebywebsites.com/>

Username: _____

Password: _____

Domain Name Registrar Details

Website Link : http:// _____

Username: _____

Password: _____