Step By Step Guide to Your New Website
Advanced Website User Manual

July, 2018

TABLE OF CONTENTS

July, 2018

SECTION ONE:

GETTING TO KNOW THE CMS
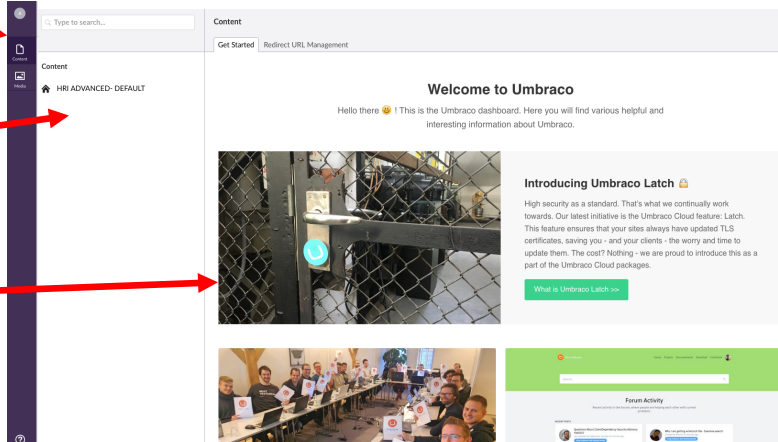
GETTING TO KNOW THE CMS

You've arrived at the Umbraco Content Management System (CMS) Platform Welcome Screen. Let's get familiar with the basics of navigating around the platform!

After you log into the platform via the Gateway, you're directed to the Umbraco CMS Platform WELCOME Screen.

On the far left you'll find the primary vertical PURPLE navigation bar containing three sections – CONTENT, MEDIA and HELP
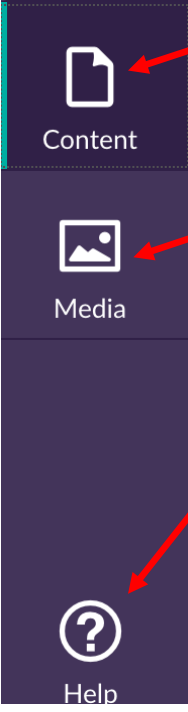
Next is the white CONTENT TREE section for navigating to all sections of your website

The default home page "GET STARTED" section includes helpful tutorial videos, the STEP-BY-STEP GUIDE and additional links to HOW-TO-GUIDES, FAQ'S and more helpful information

The Umbraco Content Management System (CMS) provides a simple, visual navigation. Starting from the left-side navigation (PURPLE vertical bar) you'll see 3 icons:

CONTENT (Page Icon) opens your main content section – this is where you will edit, optimize and manage all of your content from Service pages, Reviews, Specials and other sections.

MEDIA (Image/Photo Icon) opens your Media folder – all HRI-provided images and videos along with images and videos you upload are managed and accessible here.
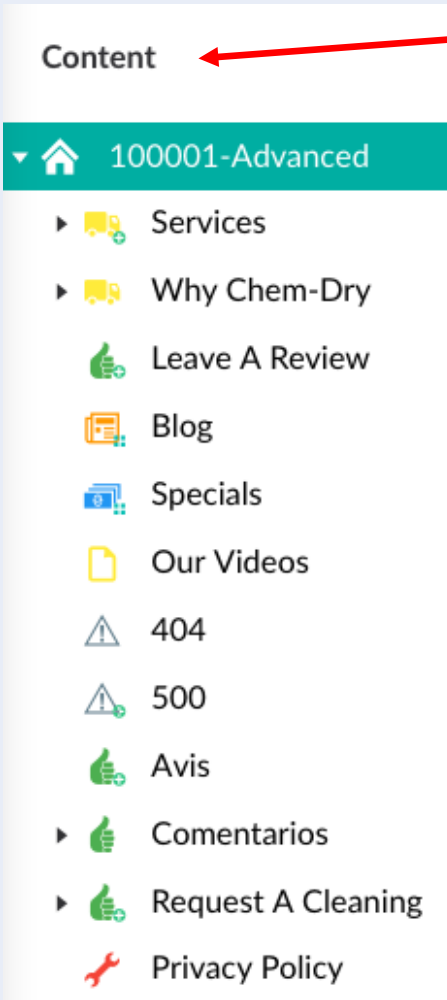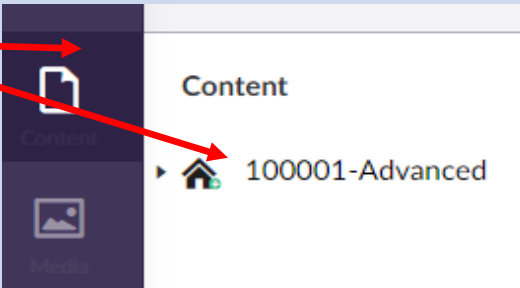
HELP (Question Mark Icon) opens the User Guide, tutorial videos and other documentation available to you.

TIP: *We encourage you to click on the Help icon to access tutorial videos and follow along with the Step-by-Step Guide included here as well since these will offer you a quick, simple and efficient way to get started optimizing your website.*

NAVIGATING AROUND

1. When you select the Content Icon, you'll see the HOUSE ICON along with a small black arrow. It will be labeled either with "ADVANCED"

Content

▸ 🏠 100001-Advanced

Content

▾ 🏠 100001-Advanced
  ▸ 🚚 Services
  ▸ 🚚 Why Chem-Dry
  👍 Leave A Review
  📰 Blog
  💳 Specials
  📄 Our Videos
  ⚠ 404
  ⚠ 500
  👍 Avis
  ▸ 👍 Comentarios
  ▸ 👍 Request A Cleaning
  🔧 Privacy Policy

2. CLICKING ON THE BLACK ARROW expands the CONTENT SECTIONS for optimizing & editing individual pages of the site. There are six different kinds of content available for you to edit and optimize here:

YELLOW TRUCK ICONS denote all of the primary SERVICES and WHY CHEM-DRY sections which you can edit.

GREEN THUMBS UP ICONS denote sections or pages that have customer interactions or forms included like:
- REVIEWS
- REQUEST A CLEANING FORMS
- onTRACK APPOINTMENT SCHEDULER

ORANGE PAGE ICON denotes the Blog

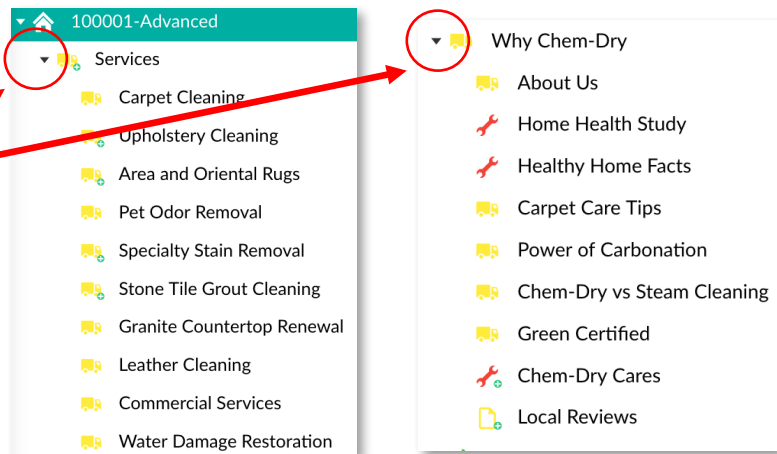**BLUE COUPON ICON** denotes the Specials page
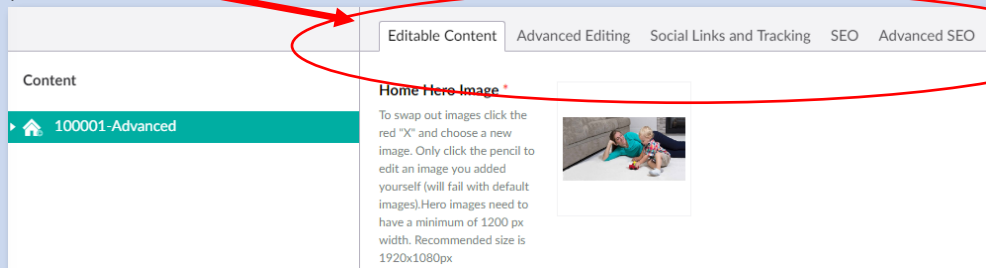
YELLOW PAGE ICON denotes OUR VIDEOS page

BLUE CAUTION SIGN ICONS denote 404 and 500 redirect pages where you can control the message a visitor would see if a page link is broken or an error occurs when trying to access the site.

3. CLICKING ON THE BLACK ARROW to the left of any section will expand additional pages available to edit.

100001-Advanced
Services
Carpet Cleaning
Upholstery Cleaning
Area and Oriental Rugs
Pet Odor Removal
Specialty Stain Removal
Stone Tile Grout Cleaning
Granite Countertop Renewal
Leather Cleaning
Commercial Services
Water Damage Restoration

Why Chem-Dry
About Us
Home Health Study
Healthy Home Facts
Carpet Care Tips
Power of Carbonation
Chem-Dry vs Steam Cleaning
Green Certified
Chem-Dry Cares
Local Reviews

CLICKING ON THE HOUSE ICON expands tabs in the main editing space to the right. You'll edit the HOME PAGE here and customize site-wide things like SEO, tracking codes, etc.

Content

100001-Advanced

Editable Content | Advanced Editing | Social Links and Tracking | SEO | Advanced SEO

Home Hero Image *

To swap out images click the red "X" and choose a new image. Only click the pencil to edit an image you added yourself (will fail with default images).Hero images need to have a minimum of 1200 px width. Recommended size is 1920x1080px

The 10 tabs are (from left to right):

1) EDITABLE CONTENT – controls home page content, image(s), CALL-TO-ACTION links and optional Hour of Operation info in the footer of the site.

2) ADVANCED EDITING – controls links for "Request a Cleaning" link, additional menu text and links (for advanced users this will be your BLOG and VIDEO pages.

3) SOCIAL LINKS AND TRACKING – controls all social media links, Google Analytics tracking code

4) SEO – controls basic on-page SEO tags for your home page

5) ADVANCED SEO – displays how your page will show up in search results and provides controls for how your site is indexed by search engines.

6) ADVANCED SCRIPTS – controls additional tracking scripts for PPC and other kinds of tracking

7) ADVANCED FAQ BLOCK – this feature allows you to build out FAQ's on the Home Page and other pages of the site.

8) ADVANCED TEMPLATE SETTINGS – for Advanced users – you'll have control over advanced template features like photo galleries and other elements of advanced templates.

9) ADVANCED INTEGRATION SETTINGS – for Advanced Users – you'll have control over 3rd party app integration codes, tracking codes, etc. here.

10) INFO – This gives you a log of all edits and is the place Advanced Users can change the THEME (look) of the Home Page.
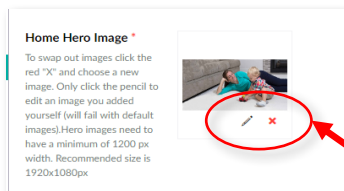
SECTION TWO:

HOME PAGE AND SITE-WIDE SETTINGS

# EDITING HOME PAGE & SITE-WIDE SETTINGS

EDITABLE CONTENT TAB
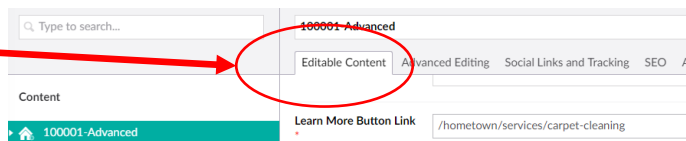
1. Check The Hero Image (this is the main Home Page header image) to confirm it's the one you want to use.

a) Depending on the type of template you have chosen for your website, the top hero image will either be the only image on the home page, or one of two images in a slider. The instructions below will walk you through how to change the main static image on a template or the first of the two images on the template that contains the slider.

b) If you want to change the Hero Image, Click the **red x, and then add a new image.**

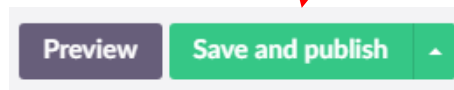c) You can either choose from the existing library of images OR upload your own.

    i. Once you click on the red x, a small square icon will appear with a plus sign in the middle of it. To add the new image, click on the square box with the + sign.

    ii. Then a screen on the right hand side will open with a list of files that contain your images and other image files.

    iii. Click on the file folders to see the images that are available to use. You can use the images contained in the "Header Images" File or the "Hero Images" File.
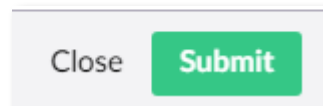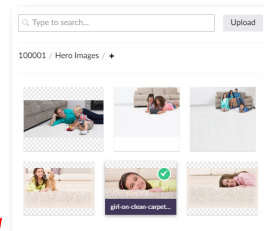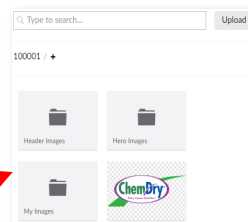
        1) On the home page, the header images or hero images will work the best for the top of the page images.

        2. On the other website pages, the images in the "Header Image" file will work the best. You can upload you own image if you would like, you can find those instructions below in section "i" of this step.

    iv. Once you see the image you want to use, click on the image and a green checkmark will appear over the image.

        1. Click on the **SUBMIT BUTTON** below the images to add the new image

        2. Once you click submit, the square box with the plus sign icon will be replaced with an icon of the image you've selected.

3. Click Save and Publish to publish the new image in the header.

PLEASE NOTE – there are image size and dimension requirements for all images. You'll see those required size restrictions below the image icons.
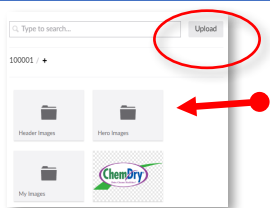
v. To upload your ow image, you will need to click on the grey "upload button" in the images section on the right hand side of the screen. This screen will appear any time you click to add an image.

vi. Next choose the image from your computer that you want to use. Then double click on that image to upload it to the website.

vii. Once the image is uploaded to the images window, you will click on the image to get the green checkmark mentioned above. Then you can click the submit button on the bottom of the images panel to add it to the website as the new hero image. (Again, for best results, the image should match the appropriate size and dimensions.)

viii. The pencil icon allows you to edit your own custom images. It will not allow you to edit the default (HRI-provided) images.

2. Home Content Title is the main heading (H1 Tag) on the Home Page and should focus on your most important information (I.e. Carpet & Upholstery Cleaning in Tampa FL)
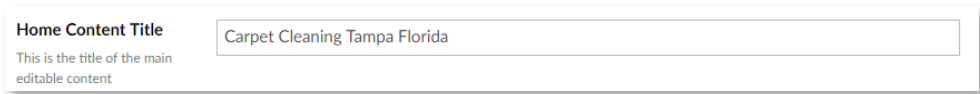

i. To change the home content title you will just need to click inside the field and change the wording. (I.e. Carpet Cleaning in Tampa Florida.)

3. Home Content Body section the first paragraph of content on the Home Page. This is where you have the opportunity to highlight who, what and where for your business. To make changes to the content, click anywhere in the box and use this field like any other word processing software to write something that reflects your business.
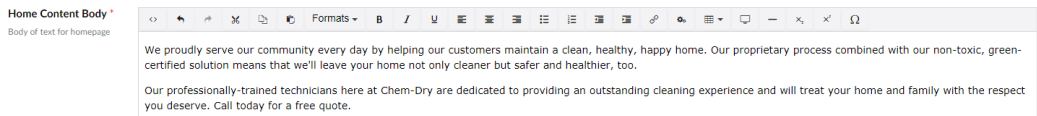
i. EXAMPLE: "XYZ Chem-Dry offers premium carpet cleaning services in ANYTOWN, STATE. We proudly help our customers maintain a clean, healthy and happy home by using our proprietary process along with our safe, non-toxic, green-certified solutions."

ii. There are icons above the text box that allow you to add links, bold fonts, and more. They are listed here:
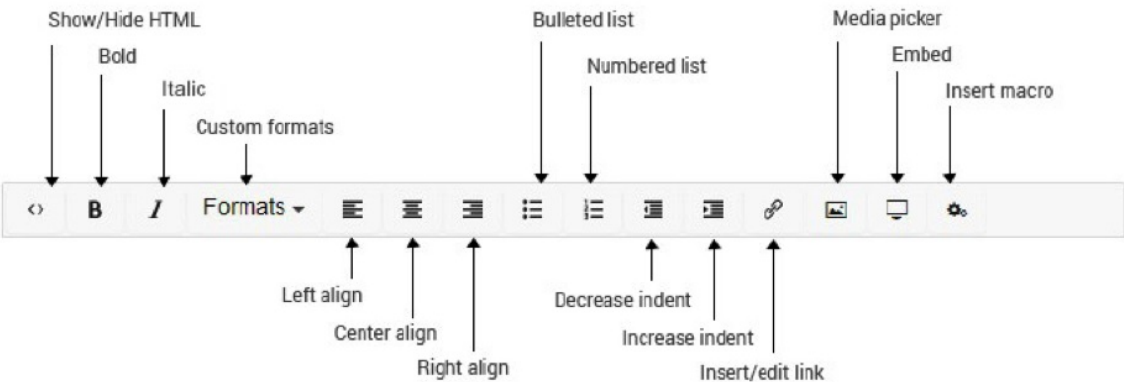
4. "LEARN MORE" Button Link

Learn More Button Link *
/hometown/services/carpet-cleaning

Where would you like the learn more button to link? Edit this URL to change where you want it to link to.

i. Under the "Home Content Body" editor you will see the "Learn More Button Link" The default is set to link to the carpet cleaning page under the services dropdown.

ii. You can link to your onTrack form, the Carpet Cleaning page or even a Coupon page as examples.

iii. To change the link, you will highlight the text inside the field and then replace the text with the link you want to use. If you are linking to another page within the website, you can find the link for that page In the "INFO" Tab section. Shown here when you are on editing the page you want to link to.

Editable Content   Form   Advanced Editing   SEO   Advanced SEO   Info

Links

/hometown/request-a-cleaning

5. Editing the "Image Next to Reviews" Image

If you are not utilizing a 3ʳᵈ Party review integration, you have a placeholder image in the Reviews section of the home page that can be customized. Follow the instructions above for editing/uploading images if you'd like to add your own image in this section.

6. Add HOURS OF OPERATION

Hours of operation is optional and will be displayed in the footer of the site.
To edit the hours of operation, highlight the default text, delete it and then add your hours of operation. (I.e. Monday - Friday 9:00 am - 9:00 pm)

Hours of Operation
When are you open?
Monday - Friday 9:00 am - 9:00 pm

ADVANCED EDITING TAB

This section allows you to customize home page call-to-action links, additional navigation menu names & links and customize the two primary CALL-TO-ACTION blocks and REVIEWS block of the home page.

1. Request a Cleaning Navigation Link – the default setting directs a customer to the basic form provided on the site. Once filled out, these forms will be sent to your email address provided to HRI. IF you are an onTrack user, you can instead place the link to the onTrack form page here.

   a) To change the link, you will highlight the text inside the field and then replace the text with the link you want to use.
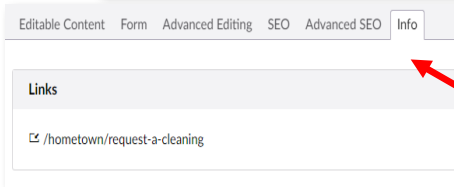

   b) If you are linking to another page within the website, you can find the link for that page In the "INFO" Tab section when you are editing the page you want to link to. SHOWN HERE

2. Advanced Additional Menu Text – You have the option of having a **BLOG** or another custom section of your site. This block allows you to customize the name of that link in the navigation menu. This menu item will show on the main navigation menu shown below and highlighted in YELLOW.

   a. To change the additional menu item and link, you will first highlight the text in the "Additional Menu Text" field and then delete it or change the text in the menu text field. When you change "Blog" for example, to "News" then the word "News" would take the place of the word blog in the menu.
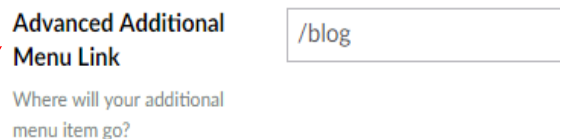
   b. If you want to change the page the new menu item links to, then you would replace the link "/blog" with the new link to the new page. Again, this link can be found in the "Info" tab.

3. Second Additional Menu Text - Just as you changed the text and link in the "Additional Menu Text" section, the Second Additional Menu Text and corresponding link are edited in the same manner. The default for this menu item is Videos and links to the Videos page.

Second Additional Menu Link
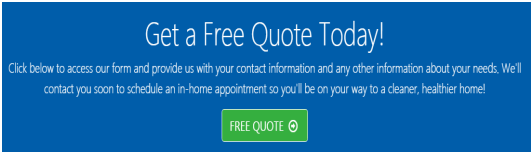Where will your second additional menu item go?
`/our-videos`

Second Additional Menu Text
Perhaps add your video page in the menu?
`VIDEOS`
4 characters left

4. The Call to Action Section of the Home Page – Appears on the home page like the screenshot to the right. This call to action section of the page is found on most of the other pages within the website as well.

Get a Free Quote Today!
Click below to access our form and provide us with your contact information and any other information about your needs. We'll contact you soon to schedule an in-home appointment so you'll be on your way to a cleaner, healthier home!
FREE QUOTE ⊙

Each of these call to action sections are edited in the same way under the "Advanced Editing" tab on each page. This section of the website is broken down into 3 sections, the Call to action Title in this case "Get a Free Quote Today!", a call to action description, (the text under the title), and the Call to Action Button shown here in green. You can make changes to each one of these items using the instructions below.

Call To Action Title *
Title for Call to Action block
`Get a Free Quote Today!`

a. Call to Action Title – this allows you to customize the first Call-to-Action title on the Home Page. To change the call to action title, highlight the default text, in this case "Get a Free Quote Today!" and delete the text, then replace it with your own title.

Call To Action Description
Description for Call to action block
`Click below to access our form We'll contact you soon to sched`

b. Call to Action Description – you are able to customize additional copy in the first Call to Action block of the home page here in this section again, by highlighting the existing text, deleting it and replacing it with your own description.

Call To Action Button Text *
Text for call to action button (i.e. FREE QUOTE), on sub pages this will also be the button shown near the top of the page
`Free Quote`

c. Call to Action Button Text – you can customize the first Call to Action button text here. By default it reads "FREE QUOTE". Highlight the text and replace it with your own call to action.

Call To Action Button Link *
Where would you like your call to action button to go? Edit the URL to change the link location
`/request-a-cleaning`

d. Call to Action Button Link – customize where you want customers to go when they see this call to action. Default is a link to the Request a Cleaning form but you could also direct them to your Coupons/Specials page or to your Blog or Video page (for example) To do this, you will delete the existing link in the "Call To Action Button Link" field and replace it with the link to the page you would like to link the button to. You can find the link of any page within the website by looking in the "Info" tab.

d.

5. Review Button Text – change or modify the default text in the review button.

CUSTOMER REVIEWS

★ ★ ★ ★ ★

John G.

Amazing! That's the only way I can describe the job you did on my sofa and love seat today. Thanks again, and you will have all my future carpet cleaning business.

LEAVE A REVIEW ⊕

a. This button is found on the home page under the reviews section. This button is also editable. You can change the text on the button and were the button links to using the fields below. These fields are found in the "Advanced Editing" tab.

Review Button Text *   LEAVE A REVIEW
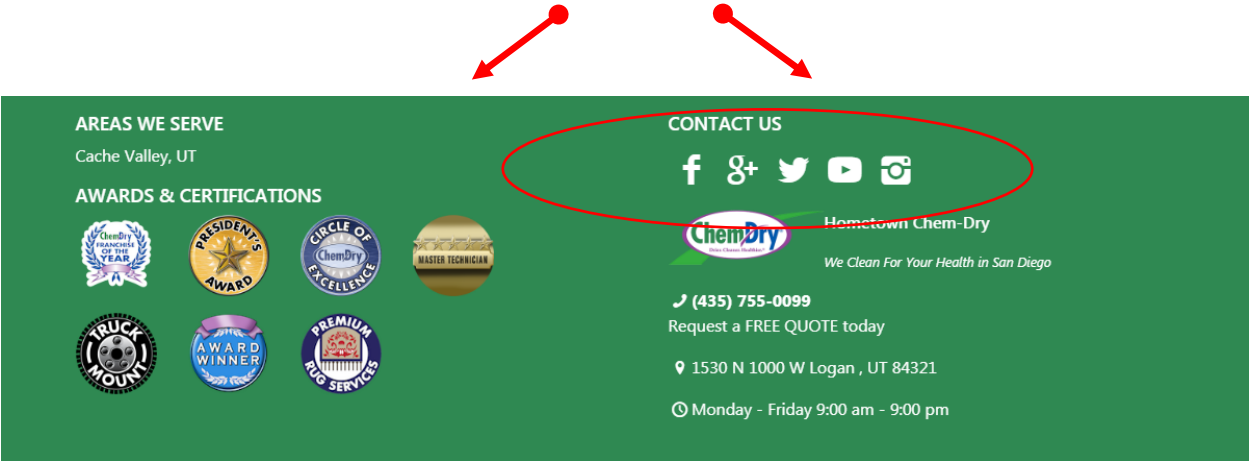
Leave A Review Button Link *   /leave-a-review

This is the link at the bottom of the homepage to refer customer to leave a review or read more reviews.

b. To change the text on the button, use the Review Button Text field shown here. To change where the button sends the user, change the link to the desired link. You can find links to pages of the website inside the "Info" tab. You are also free to send people to another site, or review managing page. Just add the web URL of the desired landing page someone will be linked to once they click the "Leave a Review " button

SOCIAL LINKS AND TRACKING TAB

This tab contains all social links for your business which appear in the ==footer of the website==. It is also where you would upload Google Analytics tracking code and Google Webmaster Verification code.

AREAS WE SERVE
Cache Valley, UT

AWARDS & CERTIFICATIONS

CONTACT US

Hometown Chem-Dry

We Clean For Your Health in San Diego

☎ **(435) 755-0099**
Request a FREE QUOTE today

📍 1530 N 1000 W Logan , UT 84321

🕐 Monday - Friday 9:00 am - 9:00 pm

1. To add links for each one of these icons you will use the fields in the "Social Links and Tracking" Tab seen below. You can replace the default links inside these boxes with the links to your business's social media profiles and pages.

Facebook Link
This link applies site-wide. Leave field blank to remove icon from site.

> http://facebook.com

Google Plus Link
This link applies site-wide. Leave field blank to remove icon from site.

> http://google.com

Yelp Link
This link applies site-wide. Leave field blank to remove icon from footer.

>

Youtube Channel Link
This link applies site-wide. Leave field blank to remove icon from site.

> http://youtube.com

Instagram Link
This link applies site-wide. Leave field blank to remove icon from site.

> http://instagram.com

Twitter Link
This link applies site-wide. Leave field blank to remove icon from site.

> http://twitter.com

2. To add the Google Analytics UA code, copy and paste the UA-Code in the field titled "Google Analytics UA Code".

Google Analytics UA Code

Enter in the UA Code of your Google Analytics Account for this URL (i.e. UA-50091234-1). This will be a site wide tracking code. WARNING: Entering this incorrectly will result in your site not tracking correctly with Google Analytics

20 characters left

3. To add the webmaster tools verification code you copy the script given to you by Google and insert it into the "Webmaster Verification Code" field shown here.

Google Webmaster Verification Code

FOR CUSTOM DOMAINS ONLY: Please place in this field only the code found in the content section of the meta tag you were provided (i.e … Only copy in the String_we_ask_for section). Failure to enter in the correct code will result in Google not being able to validate your domain.

50 characters left

SEO TAB

1. This tab in the HOME section contains all on-page SEO customization for the home page. Every page features this tab for managing on-page SEO on individual pages. THIS SECTION WILL ALLOW YOU TO CUSTOMIZE THE INFORMATION THAT IS DISPLAYED BY SEARCH ENGINES FOR EACH PAGE OF YOUR WEBSITE.

    a. Meta Title is typically the first text displayed in search engine results for your website & pages. The Meta Title usually becomes the link you click on in Google to go to your website. The Meta Title tag on the home page should reflect the main keyword search points.

For example: "Professional Carpet & Upholstery Cleaning San Diego"

Meta Title *
Page Title that will appear on Google and in tab

Professional Carpet & Upholstery Cleaning San Diego

    b. Meta Description can be left empty because search engines will typically display the first paragraph of content on the page but you can choose to provide copy here as well. To add a description click inside the box and type your description. If the Google algorithm "likes" and agrees with your description, Google will show this description in the search results.

Meta Description
Page Description that will appear on Google

We proudly serve our community every day by helping our customers maintain a clean, healthy, happy home. Chem-Dry's process combined with our non-toxic We offer carpet cleaning in San Diego

111 characters left

    c. Meta Keywords are not required and don't affect search engine rankings but you can provide a list of keywords here as well.

Meta Keywords
Keywords Google uses to rank this page. Separate keywords by commas.

Carpet Cleaning, Carpet Cleaners, Green Cleaning

Keywords or keyword phrases must be separated by a comma

    d. Alt Tags are customizable for all images on the site. This particular section ads an ALT Tag to your logo. You can add keywords, descriptions and other relevant information in these fields. Click inside the field and change the ALT Tag to your business' relevant information.

Logo Image Alt Tag

Chem-Dry San Diego Logo

Canonical Tag

Enter the url for your canonical tag

e. The Canonical Tag – A canonical tag (aka "rel canonical") is a way of telling search engines that a specific URL represents the master copy of a page. Using the canonical tag prevents problems caused by identical or "duplicate" content appearing on multiple URLs. Practically speaking, the canonical tag tells search engines which version of a URL you want to appear in search results. If you have any more questions, you can learn more here. https://moz.com/learn/seo/canonicalization

Template YouTube Video Title Tag

This is the title tag for the video on the homepage. Adding in a title will help your SEO.

50 characters left

f. Template YouTube Video Title Tag allows you to add a custom, localized description and title to the HRI-provided video content on the home page. For example the title of this video could be something like "The Upholstery Cleaning Process San Diego"

==Just fill in the field with the title tag of your choosing.==

Title/Alt Tag for Healthy home Image on Homepage

This will be the Title and Alt tag on the healthy home image in the green box of the homepage. Filling this out will help your SEO. If left blank a default tag will be used.

50 characters left

g. Title / Alt Tag for Healthy Home Image on Homepage

On the home page of the website you will see a healthy home image. In the field shown you will be able to add an ALT Tag for this image. Again, this helps Google better understand what the image is about to help your SEO. (I.e. Healthy home carpet and upholstery cleaning for allergy reduction in San Diego)

Title/Alt tag for Image next to Reviews

This will be the title and alt tag for the image selected above. If an image is selected above, filling this out will help SEO. If no image is selected leave this field blank.

Chem-Dry Cares about great Service

16 characters left

h. Title / Alt Tag for Image Next To Reviews

This image is not shown on all Templates. However, if there is an image next to your reviews shown on the homepage then this field will allow you to add an ALT tag to this image. Just fill in the field with the ALT tag you would like to use for SEO. (I.e. Happy carpet and upholstery cleaning customer reviews)

1. This tab includes advanced optimization options for your website. You have the ability to optimize for search across the entire site and page-by-page in this section. IF you have questions, you can always contact WMS (1-55-759-7646) or reach out to your SEO vendor for assistance.

Snippet preview

Title

Description

Professional **Carpet** & Upholstery **Cleaning San Diego**
https://cmsdev.chemdry.com/hometown
We proudly serve our community every day by helping our customers maintain a clean, healthy, happy home. Chem-Dry's process combined with our non-toxic We offer...

a. At first you will see a "Snippet Preview" this is a preview of how the link and description to your website will look on Google. This information is pulled from the fields that you would have filled out on the SEO tab where you added the title and the description.

Focus keyword

The keyword you want to rank this page for, example: Umbraco editor

Carpet Cleaning San Diego

b. The next field is a field called "Focus Keyword" this where you can add the search phrase you want to rank for like "carpet cleaning San Diego"

The focus keyword is used in the SEO title.

The focus keyword is used in the SEO description.

The focus keyword is used in the page title (H1).

The focus keyword is used in the body text.

c. When you click to "Save and publish" the page, the Next section titled Validation result will turn green if the criteria are met meaning the words contained in the search phrase are in the SEO title, SEO description etc. Here is an example showing the criteria have been met.

d. In the example below, you will see an error. In this case, the desired search term is not shown in the Body text. This means the search phrase you want to search engine optimize for is not found anywhere on the page itself, even though it is in the Meta Title, Description, H1 Tag etc.

Validation result

The focus keyword is used in the SEO title.

The focus keyword is used in the SEO description.

The focus keyword is used in the page title (H1).

The focus keyword is not found in the body text

The link to url https://secure.bestfriends.org/page/outreach/view/businessfundraisers/ChemDry is broken.
Link: DONATE TODAY! .
Make sure the domain name is correct.

e. Sometimes you may also see a link to url error. If it says a link outside the site is broken it is only because we can't check the validity of outside links. It isn't necessarily broken. If you see this error, you Just need to check the link, and as long as it works, you can ignore the notice

Robots Index

Helps search engines indicate if documents based on this documenttype need to be in the index:

inherit will use the configured value on the document type.
index will include the document
noindex will not include the document

index

f. The Robots Index dropdown allow you to tell Google if you do or do not want the page to be indexed on Google. You can set this to "index" meaning you want that page to show in the search results or "no-index" meaning you don't want the page to show in the search results. An example where you don't want the page to show may be a landing page for example meant only for those who click on a Pay Per Click ad to see, or a page you've advertised on a post card for those who receive the post card only to see.

Robots Follow

Helps search engines indicate if it needs to follow links for documents based on this documenttype need to be in the index:

inherit will use the configured value on the document type.
follow will follow the links.
nofollow will not follow the links.

follow

g. The Robots Follow filed allows you to indicate to Google whether or not you want Google to follow the links on the page to other pages.

XML sitemap priority

Specify the priority for the sitemap from 0.1 (lowest priority) to 1.0 (highest priority).

Inherit will use the configured value on the document type.

inherit (1.0)

h. The XML Sitemap priority informs of how important a page is and how often the page should be crawled and monitored. Pages like the request an appointment page usually don't change very often and can be given a lower priority than say the specials page which are changing month to month. The home page should also be set to a high priority indicating to Google that the home page is an important page to rank.

Change frequency

inherit (weekly)

i. Change frequency informs Google how often a page is updated. A specials page may be updated monthly, while the general blog page may change weekly as new blog posts are added. Each page can be set to a certain change frequency.

Footer Tagline

This is a tagline for the page that will show under the franchise name in the footer (i.e "The best carpet cleaner in Logan" or "Drier. Cleaner. Healthier."). It is used as part of a schema/structured data so it will help with SEO

We Clean For Your Health in San Diego

63 characters left

j. Footer taglines can be changed frequently but it isn't necessary to change with any frequency. You can change the tagline in this field which is displayed just below your business name on the home page. Just click in the field shown and type your new tagline.

Structured Data HTML

This is where you can add additional Structured Schema Data HTML to be added at the bottom of the content.

Structured Data Here

k. The structured Data HTML field is a place to add structured data or schema. Schema is a markup language based on HTML that allows you to point out certain aspects of your site, like the name, address and phone number, or specials, or reviews or products. Markup schema can help your site rank better by providing more detailed information to Google.

Learn more about Schema and build your own markup here: http://www.schema.org

Additional Header Meta Tags and Scripts

This is where you can copy in additional custom meta tags or scripts that will apply to this page only. For site wide meta tags and scripts see the Advanced Scripts tab on the home page.

l. Additional Header Meta Tags and Scripts are scripts you can add to the home page only or the page where these scripts are allowed. These scripts may be for things like a chat popup.

ADVANCED SCRIPTS TAB

This section provides customization of tracking scripts for things like Call Tracking or Google Analytics, PPC Tracking codes or any other elements used to help track conversions and lead sources coming to the site. These script may also be used for Chat programs and more. We recommend consulting with your preferred digital marketing vendor OR contact WMS with any questions.

Header Scripts

Scripts/Tags placed in header of site- These will be site wide scripts

```
<link rel="alternate" href="/" hreflang="en-us" />
<link rel="alternate" href="/fr" hreflang="fr-ca" />
<link rel="alternate" href="/es" hreflang="es-us" />
```

1. Beginning Body Scripts are scripts that are added to the site just after the opening body tag. These scripts will also be site wide and are for the same kinds of things.

Beginning Body Scripts

Scripts/Tags added to site just after the opening body tag- These will be site wide

2. End Body Scripts area added to the site just before the end body tag. These scripts will also be site wide but load toward the end of the page rather than the beginning.

End Body Scripts

Scripts/Tags added to the site just before the end body tag- these scripts will run site wide

ADVANCED FAQ BLOCK

This section allows you the ability to build Frequently Asked Questions sections on the Home Page and any other service page. FAQ's are excellent ways to optimize your website for voice search and provide useful information to consumers visiting your site.

1. FAQ Question 1 is the first of 8 different questions and answers that you can ask and answer on the home page or any other page. Each page has its own ability to add this FAQ block and once these FAQs are filled out, a Blue FAQ block will appear near the bottom of the page.

FAQ Question 1

Adding Questions and Answers will populate a FAQ block on the bottom of each page.

What is the best carpet cleaning method?

110 characters left

2. In the FAQ answers fields, you will want to answer the question you present in the FAQ question field. These questions and answers should include information about things like prices, other services offered, green solutions etc. Think about what types of questions are typically asked by your clients and include those questions and answers.

FAQ Answer 1

Answer to Question 1

Chem-Dry's cleaning process is better and healthier than other methods for your carpet and upholstery cleaning. Chem-Dry's unique hot carbonating extraction carpet cleaning method uses the power of carbonation to extract more dirt and grime from your carpets, giving them a deeper and longer lasting clean. Our carbonated cleaning solution only requires us to use a fraction of the moisture other methods such as steam cleaning require. This allows your carpets to dry faster, typically in 1-2 hours.

ADVANCED TEMPLATE SETTINGS TAB

Every template has different variations from Video to Photo Galleries, and more. This tab provides options for the home page images and photo gallery options. ADVANCED USERS have additional options for images on additional template choices.

Second Hero Image *

This is the second Hero Image on Advanced Template 1 and Advanced Template 2 to rotate between on the slider of the homepage
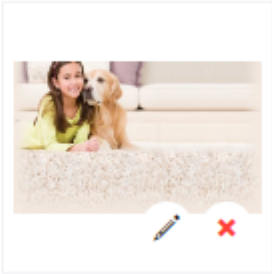
1. Second Hero Image. On the carousel advanced themes can have two different images that rotate on the homepage. The first image is found on the Editable Content tab and is titled "Home Hero Image" this image is the first of two images in the slide show. The second slide is found here in the "Advanced Template Settings" tab and is titled "Second Hero Image". The slideshow or slider is on the home page at the very top of the page in the first row. You can identify this slider as one image will slide to another image on the home page. Again, this is for the template that contains the slider. To change the first hero image or the second hero image, hover over either image and click the red "x" to delete the image, then click the pencil icon to add the new image.

    a. To change this image you will follow the instructions as outlined in Section 2-1. First click the Red X, to delete the image, then use the square box with the plus sign to add a new image either already on the server, or upload your own.

Show Map on Advanced Carousel 2?

2. Show Map on Advanced Carousel 2. This field requires you to check the box if you want to show the map on the template called "Advanced Carousel 2" (the ability to switch to different website templates is found on the "Info" tab located when you click the down arrow to the right of the other tabs.)

Search Location for Map

What search location do you want to show for your map (i.e. "Hometown Chem-Dry Logan Utah"

Hometown Chem-Dry San Diego, California

3. If you select the option to display a map of your service area, enter the main city you service. The Search Location for map will show whatever Google can find. So you can put in your franchise name and it will try and find and pull a google plus listing map, or you can just add in a city and it will show a map of the city.

ADVANCED TEMPLATE SETTINGS TAB

Video Loop *

Choose video for homepage loop for Advanced Video Template

○ Version 1
○ Version 2
○ Version 3

4. Video Loop. This section has radio buttons for each version, you can only choose on version. Each version shows a different video loop in the top header of the website if you have chosen to use the video template. If you have chosen the video template for your site, you can select a version and then preview the page using the preview button on the bottom of the page to see the video. You can repeat this process until you find the video you like most.

a. Once you have chosen and previewed the page to make sure you are showing the video you would like, click the Save and publish button to save your settings.

Photo Gallery Style *

This will change the style of how the photo gallery appears on Advanced Video Template. Required to prevent site from breaking.

○ Mini Images Gallery
○ LightBox Gallery

5. Photo Gallery Style. Again, if you have chosen the video template it has the photo gallery on the home page, here is where you will choose the style you want. You can then click the "preview" button on the bottom of the page to see how the gallery will appear. Don't forget to save and publish your changes.

6. In the Photo Gallery Photos section you can add or delete the photos you want to appear in the photo gallery section of the home page **if you have chosen a template with the photo gallery** on the home page.

Photo Gallery Photos *

Which photos do you want in your photo gallery? Required to prevent site from breaking.

a. To delete an image click the Red X. To add a new image click on the Square with the plus sign. More information on adding image in Section 2-1

ADVANCED INTEGRATIONS TAB

This tab provides a place to manage approved application integrations. onTrack modifications are managed here as well as ReviewTrackers. If you are using another approved vendor app (e.x., Broadly) you will manage that code set-up here as well.

onTrack Scheduling- Minimum days out *

This is the minimum number of days a customer must book out on the onTrack Appointment Scheduling form.

`4`

1. onTrack Scheduling Minimum days out. This field allows you to decide how soon a customer can book an appointment through you if you are using the onTrack software. If you are using onTrack, you can integrate onTrack into this new website so web forms and appointment requests can be sent directly to your onTrack software. In this case, you may also choose the minimum number of days a customer must book out on the onTrack software.

2. onTrack Scheduling – Weekend Scheduling is another setting you can take advantage of if you have chosen to integrate onTrack with your new advanced website. Here you can choose not to work weekends, or schedule times available that customers are allowed to book a job. You can choose no weekends or all times on the weekends or set times on the weekends using the checkboxes.

onTrack Scheduling- Weekend Scheduling

Use these to completely exclude all weekend scheduling or to set your availability on weekends. Default is to allow scheduling all weekend.

- ☐ No Weekend Scheduling
- ☐ Saturday AM (system will display time slots 8am-10am AND 10am-noon)
- ☑ Saturday PM (system will display time slots noon-2pm AND 2pm-4pm)
- ☐ Sunday AM (system will display time slots 8am-10am AND 10am-noon)
- ☐ Sunday PM (system will display time slots noon-2pm AND 2pm-4pm)

Review Tracker Integration-Feed in Reviews

You must have a HRI review tracker account (which is included in Premium Local Search Listings). If Checked, this will feed in reviews to your homepage and local reviews page

☐

3. For those using Review Trackers, you can use this checkbox in the Review Tracker Integration-Feed in Reviews section to allow or not allow integration with review trackers. If you allow integration through your review trackers account, your reviews page will automatically pull reviews from review trackers into your website . This allows potential customers to see the reviews past customers have left for you. **I would mention up to 6 reviews will be featured on the homepage in place of the site reviews and it will show all reviews on the local reviews page.

Review Tracker Integration-Minimum Review Rating *

This is the minimum rating value for review tracker ratings. (i.e if you choose 4 this will show all reviews with a rating of 4 and above). If nothing is selected or 1 is chosen all reviews will show.

- ⦿ 5
- ○ 4
- ○ 3
- ○ 2
- ○ 1

4. If you have chosen to integrate Review Trackers with your new website, in the Review Tracker Integration-Minimum Review Rating section in this tab, you can choose the minimum that you want to show on your website. If you choose "3" for example any reviews with 3 stars, 4 stars, or 5 stars will show. **Might want to mention default is 3 stars and higher?

Review Tracker to OnTrack Integration-Auto send review emails

Turning this on will integrate onTrack to review Trackers. New Invoices will trigger an email to go to the customer after a certain amount of days (chosen below). This integration requires an HRI Review Tracker account.

☐

5. In the next section there is a Review Tracker to onTrack Integration-Auto send review email setting. This setting allows you to decide how many days between the service provided and an email being sent to the client requesting a review or feedback. If you set this to 5, for example, then 5 days after you complete the invoice for the customer, and a email will automatically be sent to the client to request feedback and reviews from the client via Review Trackers. Remember you need to check the checkbox above this field to turn on the Review Tracker to onTrack integration before this integration will go live.

Review Tracker to OnTrack Integration-Number of days between Invoice and email *

This is applies to the integration between onTrack and Review Tracker. Once there is a new invoice in onTrack it will wait this many days before sending an email with review tracker to the customer asking for a review.

7

6. Review Tracker to onTrack Integration Number of days between Invoice and email. This is where you set the number of days between the time you send the invoice to the customer and the time the customer receives the Review Trackers request for a review. In the example to the right, the number of days is set to 7 days between invoice and review request. You can change the number by using the highlighting the number and adding in your own number.

THE INFO TAB

This tab contains information on the history of edits/modifications to your site as well as controls for publishing/un-publishing your website.
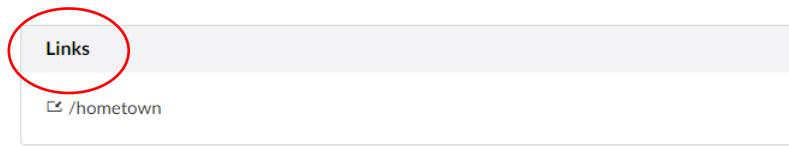
1. In the top left, you will see a link. This is the link that corresponds to the page you are currently editing. When you first log in, you will most likely be viewing the home page. You can tell this again by looking at what is being highlighted in green on the left side. If the highlighted page is something like 25000-Advanced, you are on the home page. If, however, on the left you see several pages and the green highlighted page is Carpet Cleaning, then under the info tab you will see the link that reflects the carpet cleaning page of your website.
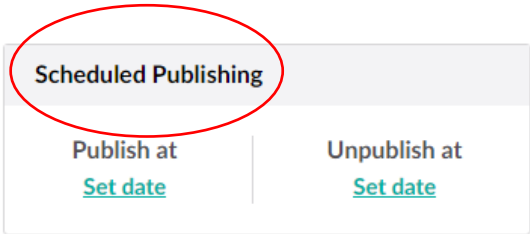
2. In the top right corner you will find a Publish and an Un-publish date. These links are used only if you want to un-publish a page so it is no longer available to view after a given date. Or set a publish date so that the page is only published and available to use after a given date. (I.e. A page about an upcoming labor day event.) In most pages you will not need to use these publish and un-publish date settings.
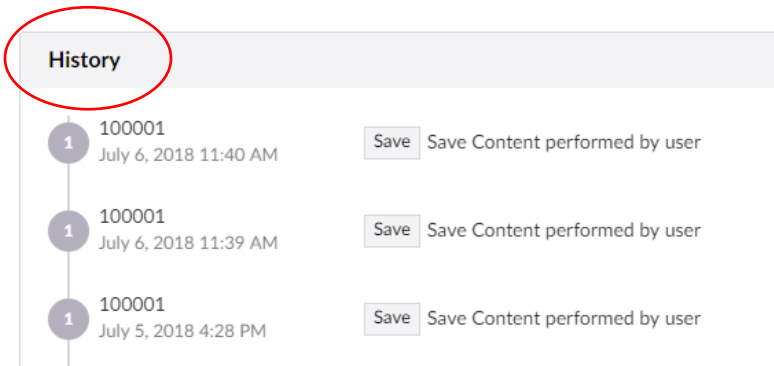
3. In the "History" section of the "Info" tab you will find a history of revisions and saves made to the page you are currently editing. Each time you make a change to the page and then publish the page or save the page, a log will be noted in this section.

General

Status
Published (pending changes)

Created Date
by Jerry Griffiths

Document Type
Open

Template
Basic Home-English ▼

Id
2835
95cf3cb2-2ecb-4901-9413-a02b42e334b1

4. General. In this section you can see whether the page is currently published, meaning it's live on the website or not. You can see the date the page was created the document type and choose your template. There is also a page ID listed in this section.

5. This is also the section of the website where, if you are an advanced user, you can change the look of your website using the template dropdown. There are several different templates to choose from. One has video in the header of the home page, another has a slider/carousel and the basic template has a hero image at the top of the page.

a. Use the dropdown menu to choose the template you would like. You can click the Preview button on the bottom of this page to see the template before you Save a publish the new look

General

Status

Published (pending changes)

Created Date

by Jerry Griffiths

Document Type

Open

Template

Basic Home-English ▾

Id

2835

95cf3cb2-2ecb-4901-9413-a02b42e334b1

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a. Use the dropdown menu to choose the template you would like. You can click the Preview button on the bottom of this page to see the template before you Save a publish the new look

SECTION THREE:

EDITING SERVICES & WHY CHEM-DRY PAGES

Once you complete the information in all the tabs discussed above, you will now be ready to move to the next section of the website. To begin this process you will now highlight the services folder or click the dropdown arrow to the left of the services folder to see the other editable pages.

All edits within this page will be done using the tabs in this section. You will notice that the main editing and SEO tabs are present. Some of the other tabs discussed above are not shown on each page as not every page can be edited using all the tabs available on the home page section of the website.
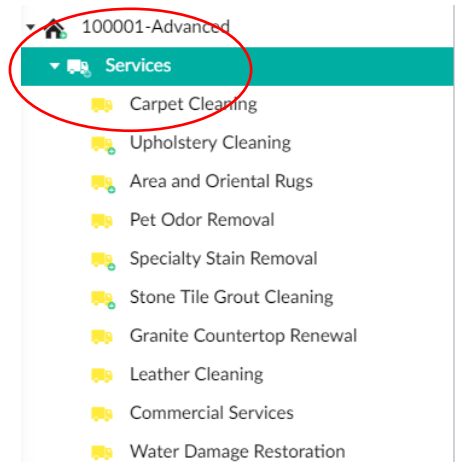
These next tabs are going to be the same across all main "Services" pages and "Why Chem-Dry" pages. Once you have selected the "Services" folder on the left which should now be highlighted in green, you will see this tab at the top of the page.
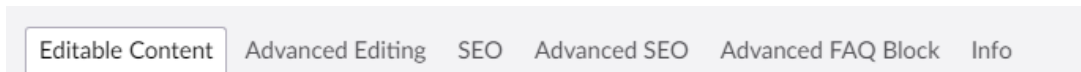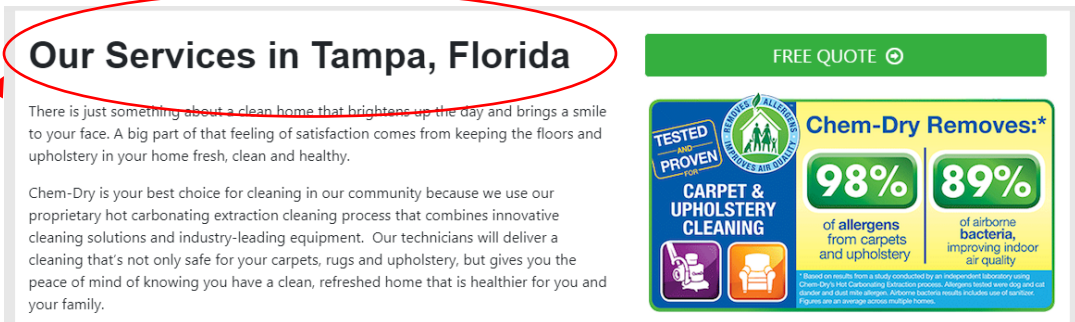
Above the tabs, you will see a field that shows the name of the page and this page title and description will also be used to create the URL. It is strongly advised that you do not change the name of the page using this field as it will change the URL of the page and the links and menus in the website will no longer work to link to this page. This space should only be filled in when creating a new page.
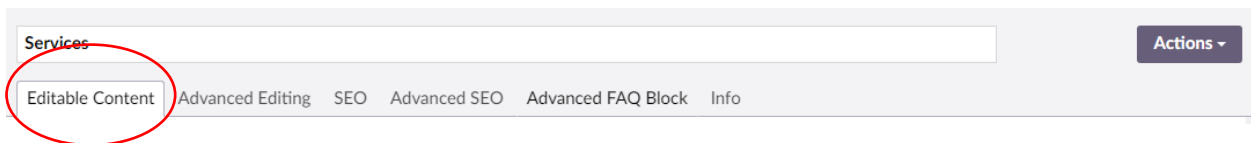
1. **Editable Content tab**. Once you have selected the "Services" folder on the left which should now be highlighted in green, you will see this tab at the top of the page. Like the home page, this tab allows you to edit some of the content that is already on the site. Some of the content on each of the pages is controlled by corporate to make sure we are sending the right message across the continent.

2. The editable parts of this page using the tabs above are:
   a. The top header image
   b. The top paragraph and main title of the page.
   c. The ALT and title tags for the images on the right hand side
   d. Search Engine Optimization settings
   e. The bottom paragraph to the left of the images in the right sidebar
   f. The Call To Action Section and
   g. The frequently asked questions section of the page can be added and edited.

3. The main title on the first paragraph is edited in the field labeled "Content Title" This title is also the H1 tag on the page. The H1 tag is significant to SEO and should be written in a way that reflects the true nature of the page, but also includes the main search term relevant to this page (I.e. Our Services in Tampa)

The page title is edited using this field under the "Edit Content" Tab title Content Title

4. The top paragraph is edited by filling out the section titled "Content Body". This paragraph should be written in a way that helps your potential clients better understand how your services in the area are specific to the area you serve. This is your space to add local SEO value to that page. (I.e. due to a more humid environment in Tampa, our ability to use less water in our carpet cleaning process helps reduce dry times.) You are free to expand further in this section, add photos, and more. **We need to mention that between these two paragraphs there might be some HRI brand controlled content that is not editable! Also a note to have them check that their content flow makes sense or doesn't duplicate content.

5. The end paragraph is a good place to wrap up your offering and entice people to call you. You can summarize all that was written or add content that is in your control

6. Other Edits to this page will be made in the other tabs available. We will start with the "Advanced Editing Tab"

THE ADVANCED EDITING TAB

This tab is for Service and other Website Pages

Menu Text *
This will be the custom text for the page in the navigation menu. If this is left blank the Page name will be used.

Our Services

18 characters left

1. The Menu Text field. This field allows you to change the name that will appear in the top menu of the website. The menu label on the site could be "Our Services" or "Services" or even "Tampa Based Services". This field allows you to change the menu label without changing the URL or other set parameters of the page. **Might want to mention that they SHOULDN'T change urls…. Also mention that only pages found under services and why chem-dry will dynamically add to the menu. Pages in any other location will not be visible on the menu.

Content Header Image
To swap out images click the red "X" and choose a new image. Only click the pencil to edit an image you added yourself (will fail with default images). Header image on page; If uploading your own image that has a width of 1200px by a height of 400px.

2. Content Header Image. You can keep the existing image, or you can click the Red X to delete the image and add one already available on your site's server, or upload your own. There are more detailed instructions available in Section 2-1 of this document.

Advanced Custom HTML/Content Scripts
This is a text box to allow html/javascript to be copy and pasted in for this page one. For example, you could copy in a widget that is for this page only. This will be placed at the bottom of the main content of this page only.

3. The Advanced Custom HTML/Content Scripts field allows you to add scripts for various third party vendors like Broadly review app widget or chat widgets on a particular page.

Sidebar Image

To swap out images click the red "X" and choose a new image. Only click the pencil to edit an image you added yourself (will fail with default images). This image will appear in the sidebar under the template elements. If uploading your own image, make sure your image has a width of exactly 445px for best results.

4. You also have the ability to add your own sidebar image on a page by page basis. The sidebar is the column to the right that you will see when you view the services page. This sidebar image could contain a before and after photo, or a photo of your van or team and the like. For best results the sidebar should be exactly 445px wide/

Our Services in Tampa, Florida

There is just something about a clean home that brightens up the day and brings a smile to your face. A big part of that feeling of satisfaction comes from keeping the floors and upholstery in your home fresh, clean and healthy.

Chem-Dry is your best choice for cleaning in our community because we use our proprietary hot carbonating extraction cleaning process that combines innovative cleaning solutions and industry-leading equipment. Our technicians will deliver a cleaning that's not only safe for your carpets, rugs and upholstery, but gives you the peace of mind of knowing you have a clean, refreshed home that is healthier for you and your family.

We invite you to learn more about the benefits of Chem-Dry's carbonating cleaning process and green-certified solutions that are safe for your kids and pets. Call today for a free quote.

Here
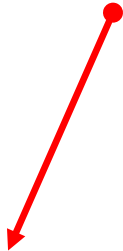
a. You can add a new sidebar image by clicking on the square icon with the plus sign and by following the directions found in section 2-1. The sidebar image you add will be shown under the other images on the right hand side of the page you are editing.

5. The call to action section on every page is editable. The image below shows what this CTA section may look like.

Get a Free Quote From One of Our Trained Professionals Today!

Contact us to schedule a free, no-obligation appointment with one of our Professional Technicians. We'll do a thorough inspection and provide you with a quote for our services including our Healthy Home Package. We are proud to be your Healthy Home Provider!

FREE QUOTE ⊕

THE ADVANCED EDITING TAB

Call To Action Title *
Title for Call to Action block

Get a Free Quote From One of Our Trained Professionals Today!

a. The "Call To Action Title" field allows you to change them main one topline description of that section. The default will be something similar to "Get a Free Quote From One of Our Trained Professionals Today!" This could be altered to something more geo targeted like "Get a Free Quote From One of Our Tampa Trained Professionals Today!" if desired.

b. The next section allows you to go into further detail about why they should contact you by sharing a short message about your services. This area is editable by you and will show on the page you are editing towards the bottom of the page in the call to action section. This call to action section is available on every section except the Blog (for ADVANCED USERS)

Call To Action Description
Description for Call to action block

Contact us to schedule a free, no-obligation appointment with one of our Professional Technicians. We'll do a thorough inspection and provide you with a quote for our services including our Healthy Home Package.

We are proud to be your Healthy Home Provider!

Call To Action Button Text *
Text for call to action button (i.e. FREE QUOTE), on sub pages this will also be the button shown near the top of the page

Free Quote

c. In the call to action section of the page you are editing you have the ability to change the text that is shown on the button. The default will be something similar to "Free Quote" but you can change the button text to something like "Get a Free Quote" "Contact Us" (for example.). You can customize the call-to-action block on each page individually with custom text and specific links to pages on the site of your choice. Default settings is to link to the basic form page.

Call To Action Button Link *
Where would you like your call to action button to go? Edit the URL to change the link location

/request-a-cleaning

d. In the next field titled "Call To Action Button Link" you can set the page you want the customer to visit once they click the call to action button. The default page is set to the "/request-a-cleaning" URL. This link can be edited and you can send the potential customer to any existing page, or a new page you have created.

6. The remaining tabs SEO, Advanced SEO, Advanced FAQ Block and Info tab give you the ability to manage SEO, build specific FAQ's and control the publishing/un-publishing of the page you are working on. These tabs work the same way shown in Section 2 of this document. All tabs regarding SEO and editable content will be the same for all pages and subpages under the "Services" and "Why Chem-Dry" sections of your website.

SEO   Advanced SEO   Advanced FAQ Block   Info
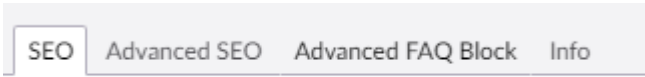
SECTION FOUR:

LEAVING A REVIEW & SHOWING REVIEWS

LEAVING REVIEWS & SEEING REVIEWS

Leaving Reviews and seeing reviews are accomplished on two different pages. These pages are the Leave a Review page and the Local Reviews page. Both pages can be edited using the tabs found once you have logged into the backend of the website using your Gateway Login. These pages can have additional content added by you, and can also be Search Engine Optimized the same way you would edit other pages on the website.

The Local Reviews Page inside the "Why Chem-Dry" folder is the page that will display reviews but is also editable using the common editing tabs discussed previously. There are two ways to add reviews to this page. The instructions are outlined below under Automated Reviews and Manually adding Reviews.
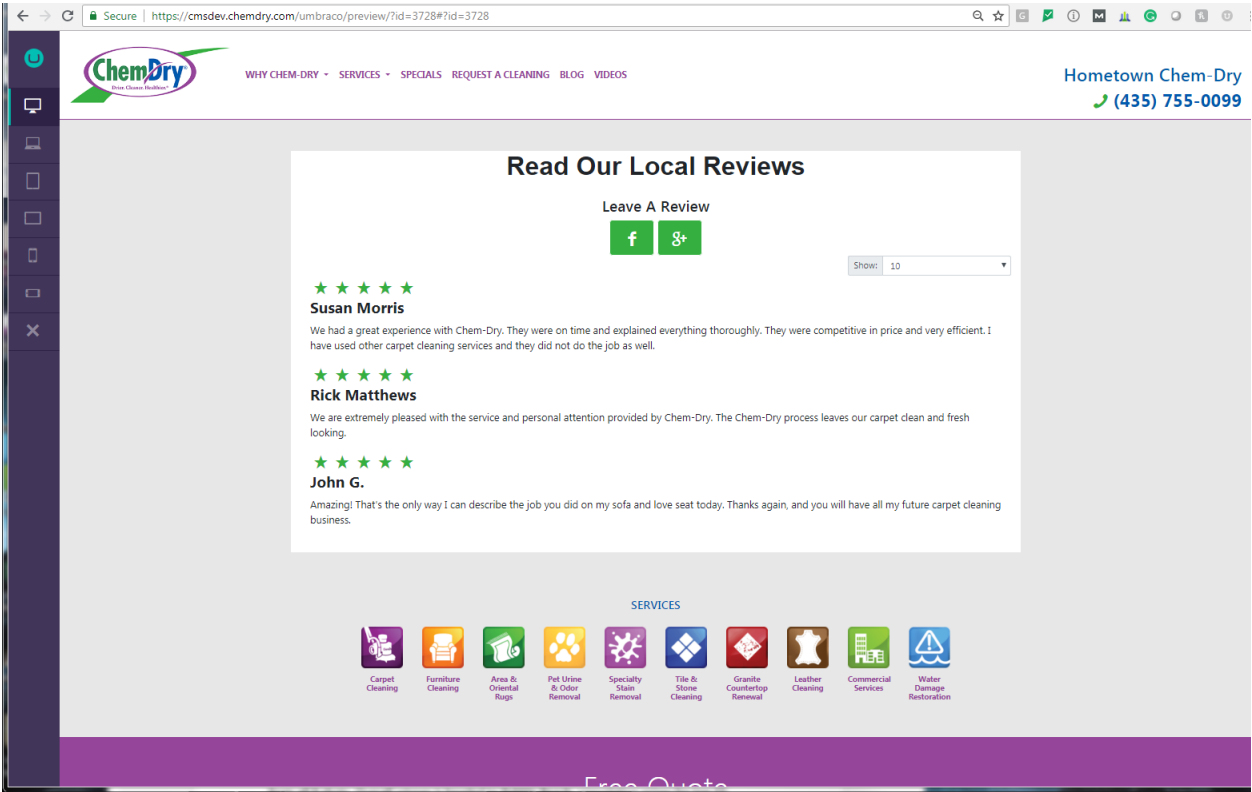
AUTOMATED REVIEWS

1. If you are using a service like "Review Trackers" or "Broadly" for soliciting and managing reviews, the Local Reviews page will pull your best reviews from these companies' dashboard.

2. To allow these reviews to be added from Review Trackers, you will click on the main home page and site settings link on the top left in the backend once logged in. This can be found here:

Content   •••

▼ 🏠 100001-Advanced

  ▸ 🚚 Services

  ▸ 🚚 Why Chem-Dry

  👍 Leave A Review
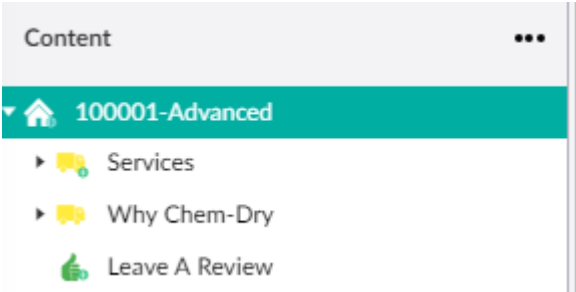
a. This link will show your franchise number and whether it is an Advanced or Basic site.

b. Next, click on the Advanced Integration Settings Tab shown below:
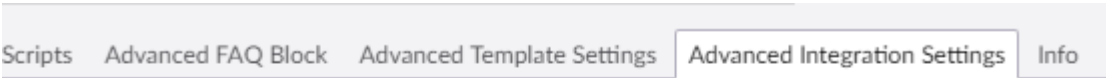
Scripts   Advanced FAQ Block   Advanced Template Settings   **Advanced Integration Settings**   Info

Review Tracker Integration-Feed in Reviews

You must have a HRI review tracker account (which is included in Premium Local Search Listings). If Checked, this will feed in reviews to your homepage and local reviews page

c. Next, check the box next to the "Review Tracker Integration Feed in Reviews shown:

Review Tracker Integration-Minimum Review Rating *

This is the minimum rating value for review tracker ratings. (i.e if you choose 4 this will show all reviews with a rating of 4 and above). If nothing is selected or 1 is chosen all reviews will show.

- ⦿ 5
- ○ 4
- ○ 3
- ○ 2
- ○ 1

d. You will then need to set the minimum star rating of reviews that you want to be shown on your website's home page and Local Reviews Page.

e. Once these settings have been selected, if you have a Review Trackers account, your best reviews will automatically feed into your Local Reviews page and Home Page where reviews are shown.

3. If you are using Broadly for Review Management, please have Broadly reach out to the WMS department at Harris Research Inc. for assistance.

4. If you are not using one of these companies for review management you can manually add reviews to be shown on your "Local Reviews" page using the instructions below.

MANUALLY ADDING REVIEWS

The leave a review page is the page used to manually add reviews yourself, but is also used by your customers to leave reviews and / or give feedback. You can access this page by clicking on the Leave a Review Button found on the Home Page.

CUSTOMER REVIEWS

★ ★ ★ ★ ★
John G.

Amazing! That's the only way I can describe the job you did on my sofa and love seat today. Thanks again, and you will have all my future carpet cleaning business.
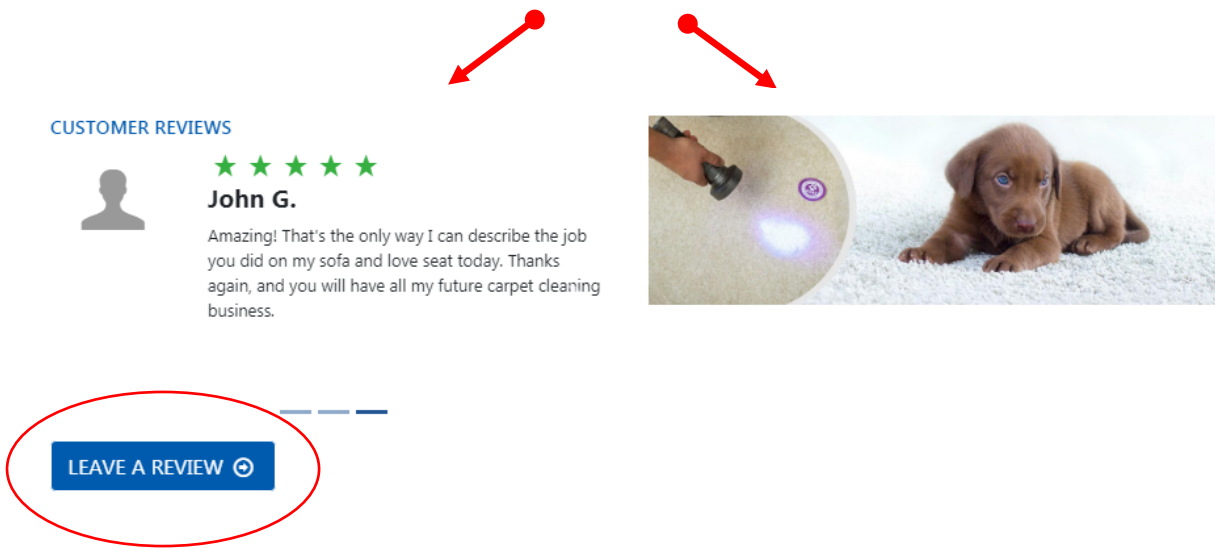
LEAVE A REVIEW ⊙

The Leave a Review Page is shown below.

Leave us a review

FREE QUOTE ⊙

We would love to hear from you.

Rating *
- ⦿ 5
- ○ 4
- ○ 3
- ○ 2
- ○ 1

Choice corresponds to number of stars you want to give

Your Name *

Review *

Max 250 Characters

My review may be featured on the homepage of this website.
☐ I Agree *

Submit

1. These reviews you can add yourself by copying them from directories like Yelp and Google (for example) and filling out the form that is on the Leave a Review Page shown above.

MANUALLY ADDING REVIEWS

2. Your previous customers can also leave a review using this form.

3. Once you have added the reviews using the form found on the "Leave a Review" page, you will then need to login to the backend of your website to approve the reviews.

APPROVING REVIEWS FOR SHOW ON YOUR LOCAL REVIEWS PAGE
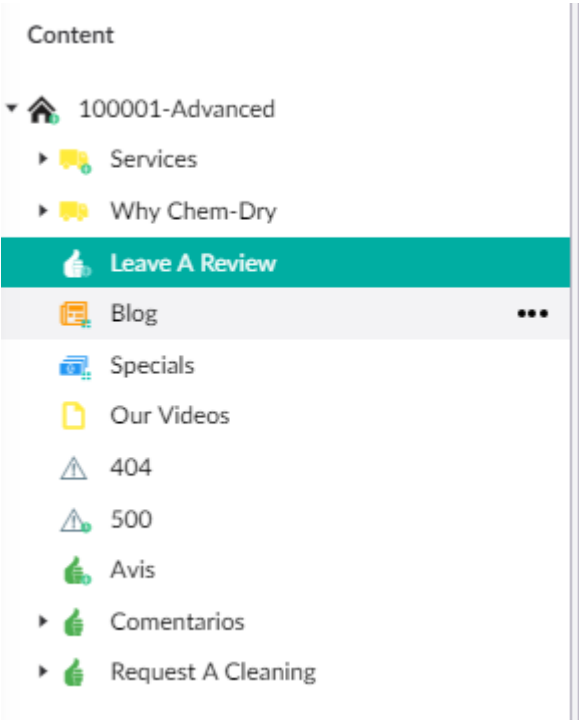
1. To approve reviews to be shown that have been left by your customers or manually added by you, login to the backend of your website and click on the Leave a review page.

2. Next you will need to click on the "Form" tab. This tab is divided into four sections "Emails", "Receipt", "Limitations", and "Submissions".

a. To approve the reviews for show on your website you will need to click the "Submissions" section of this page.
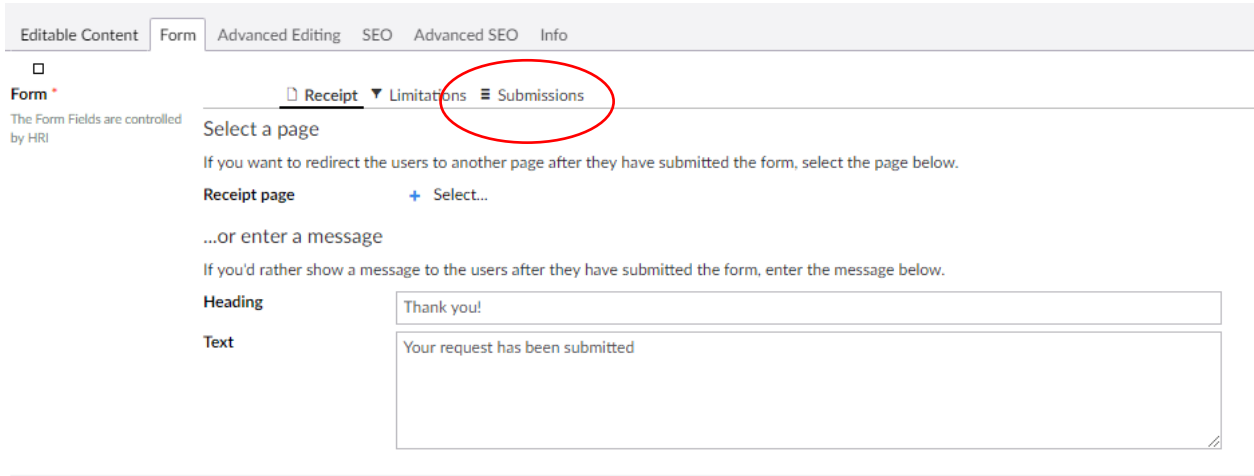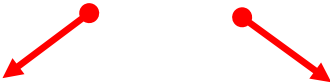
APPROVING REVIEWS FOR SHOW ON YOUR LOCAL REVIEWS PAGE

b. Next you will need to approve the Submission (in case someone uses the form for SPAM) and if you want the review to show on your "Local Reviews" page, you will need to check the box on the left side to approve the reviews. To unapproved a review so that it doesn't show on the website, you will just un-check the green checkmark.

APPROVING REVIEWS FOR SHOW ON YOUR LOCAL REVIEWS PAGE

3. In order to use the "Export selected to CSV" button or Delete Selected, you will need to select the review for export or deletion using the checkboxes to the left of the reviews. These checkboxes appear to the left of the green check marks when you hover over the review. Once you've selected the reviews you want to export or delete you can then click the button for the desired action.

4. There are three other sections in this Form tab to help you better manage your review solicitation for this website using the manual process. We will now go over these other sections starting with "Receipt"

    a. Receipt. Once someone has submitted a review through your website "Leave a Review" form, you can either choose how the submitter is notified that the submission is complete. You can either choose a simple heading and text for the submitter to read like "Thank You! Your submission has been sent". Or you can send the submitter to an existing page or a page you have created especially for them to read.

        i.   You will either make the changes to the heading and the content on the existing page, or select the page you want to send them to once the form has been submitted. You can mange either way using the form below found in the "Receipt" section of this Form tab.

b. Limitations. On this page you can change the number of submissions one person can make and then select an error message to be displayed if they try to submit more than the allowed amount.

c. You can also limit the user to one review submission. (Submissions are tracked per session)

d. Submissions. In this section you can see the reviews that have been submitted and then choose to allow them on the website or not. If you approve the reviews that were submitted to be shown on the website then all of those reviews will be shown on the "Local Reviews" page and up to 3 of them can be shown on your home page if you choose them to be a featured review. If you have more than three approved reviews the most recent three will display on the homepage of your site.

SECTION FIVE:

REQUEST A CLEANING & SUBMISSION COMPLETE PAGE

Free Quote

LEARN MORE ⊕

Submit the form below or call today for a free quote.

Full Name *

Contact Preference

◉ Phone

Phone Number *

○ Email

Email *

What would you like cleaned? Check all that apply.

Requested Cleaning Time

Beyond 4 Weeks ▾

☑ Carpet Cleaning

☐ Upholstery Cleaning

☐ Area Rug Cleaning

☐ Pet Urine Removal

☐ Commercial Cleaning

☐ Other

Comments or Questions

This field doesn't accept website urls

☐ I AM A HUMAN *

Submit Request

1. Like most of the other pages this page also has the same tabs which allow for custom content to be placed on the page for a better customer experience and better SEO. On this page there is also a tab for the "Form" that is used to request a cleaning. The editable content tab like on other pages allows for customized content. In this case you may want to customize the "Content Title" and the text just under the content title. To edit the text under the content title you will use the Content Body Field

Content Title

Page Title

Free Quote

Content Body

This is the main page content. There may be some HRI controlled content that will appear below it. Preview page to ensure content flows and isn't duplicated
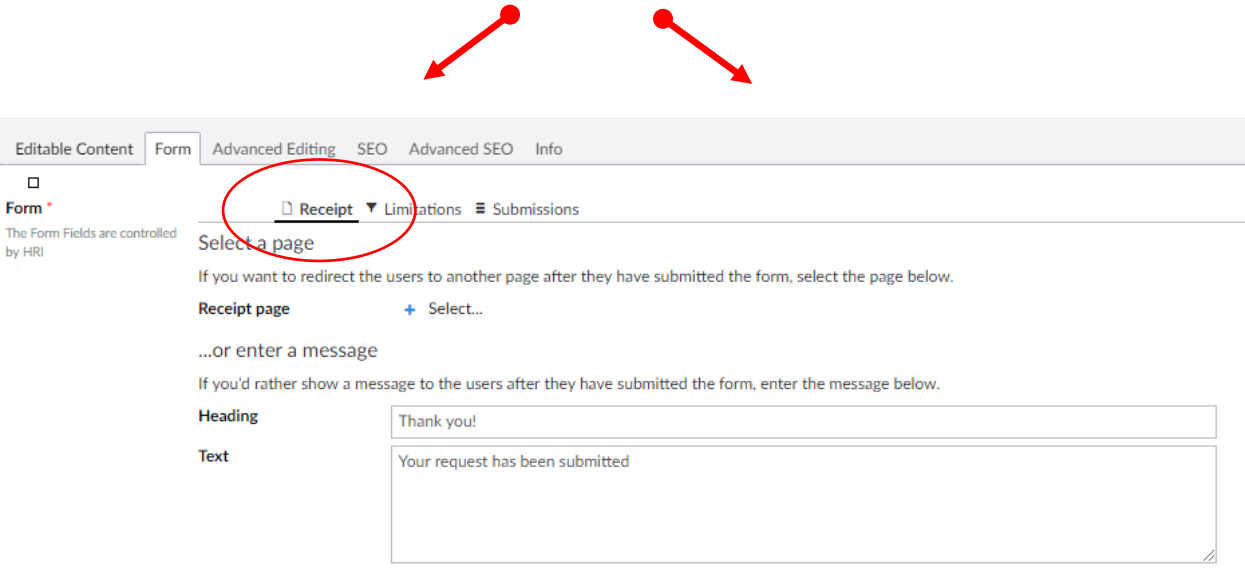
‹› ↶ ↷ ✂ ⎘ 📋 Formats ▾ B I U S ≡ ≡ ≡

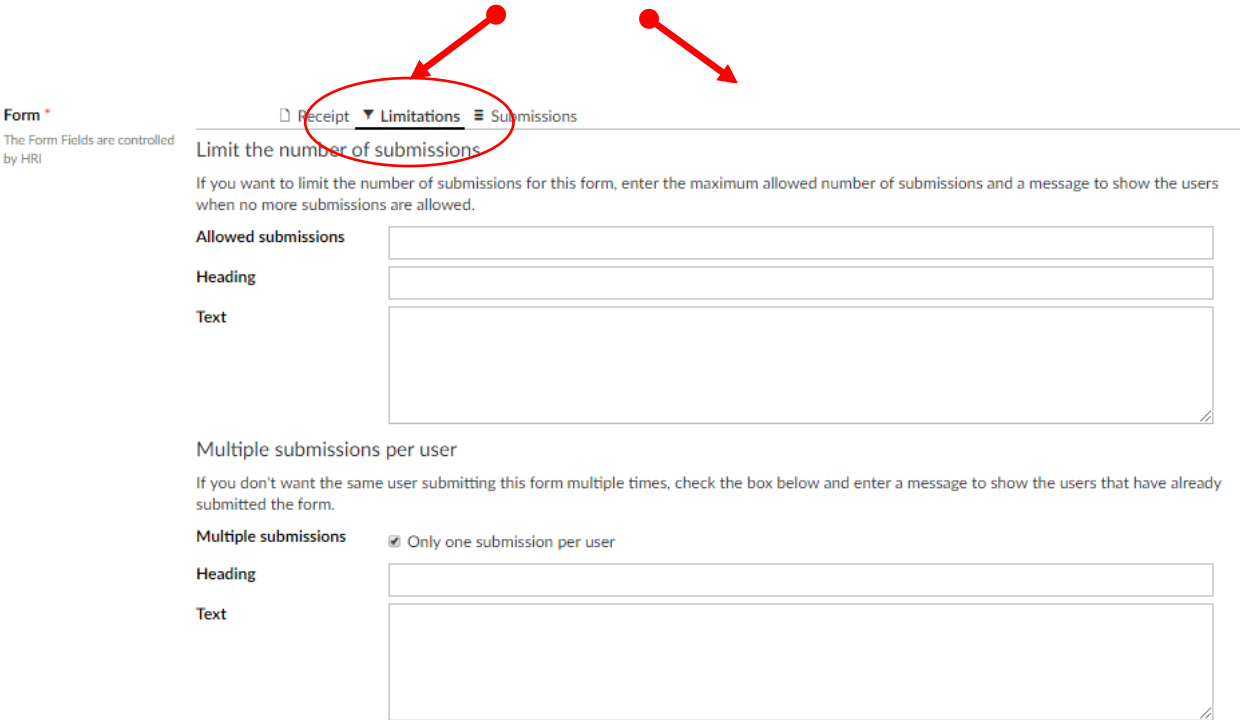Submit the form below or call today for a free quote.

2. Next, you can also alter the setting on the form, just as you can on other forms discussed previously. To make these edits you will click on the "Form" tab.

a. Receipt. One a request for cleaning has been made you can either choose a simple heading and text for the customer to read like "Thank You! Your request has been submitted". Or you can send the customer to an existing page or a page you have created especially for them to read after a request for cleaning has been sent. You will either make the changes to the header and to the content field on the exiting page, or select the page you want to send them to once the form has been submitted.
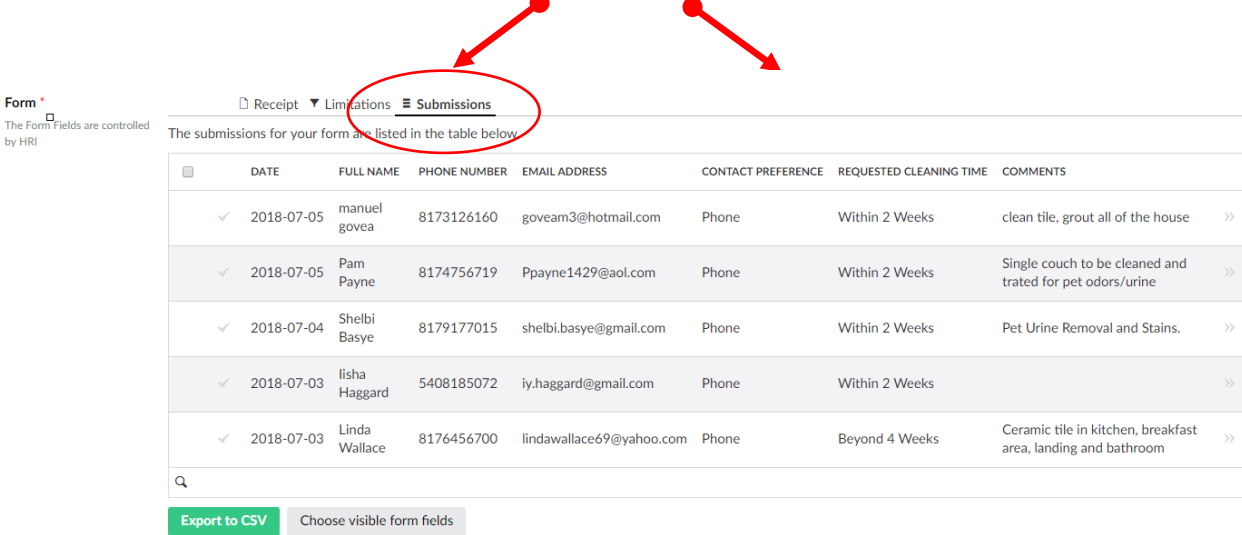

b. Limitations. You can use this area to allow a limited number of requests per user per day, or you can allow only one request per user per day.

c. In the **submissions** section of this tab you can see any requests that have been made and what date they were made. You can also export this information to a CSV file. Coming soon, web form data will be integrated with onTrack as well.

d. The "Advanced Editing", "SEO", "Advanced SEO" and "Info" tabs work the same way for the "Request a Cleaning" page as they do for the other pages. Next we will show you how to edit the "Submission Complete" page.
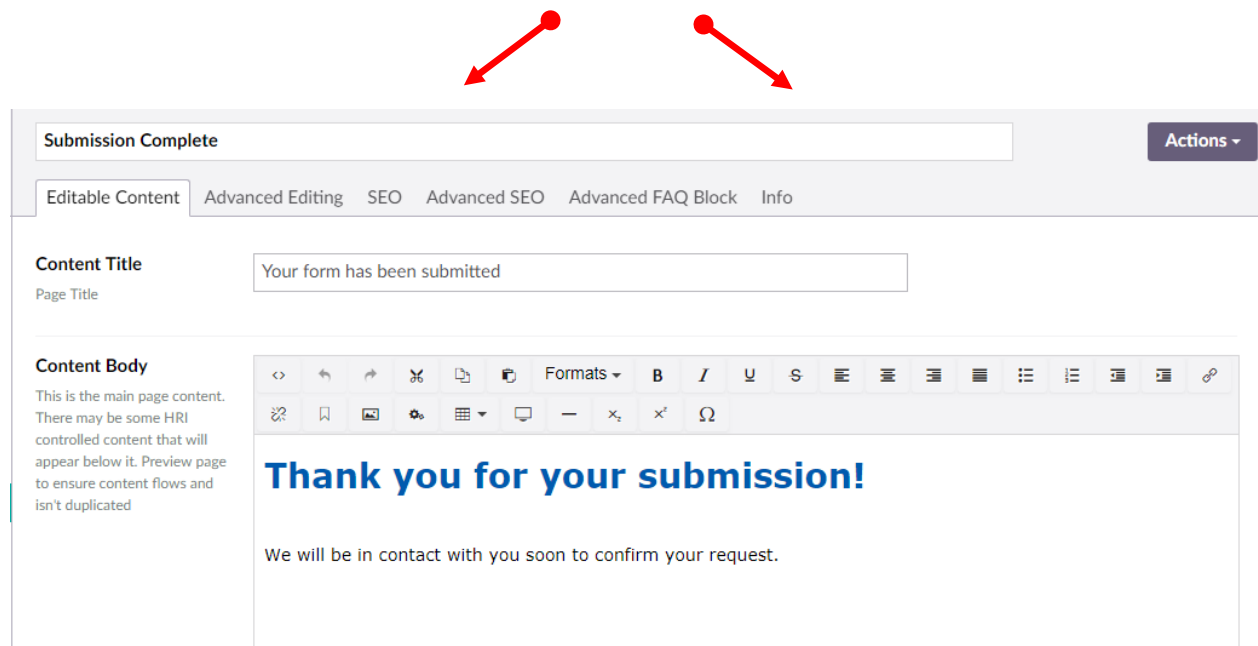
3. The "Submission Complete" page is a page you can edit to create a customer user experience they customer will see once they complete a cleaning request.

This page is found by clicking on the down arrow next to the "Request a Cleaning" page. You can also use the Advanced Editing, SEO, Advanced SEO etc., to edit additional content on this page just as you can on other pages.

SECTION SIX:

CREATING BLOG POSTS

CREATING BLOG POSTS

1. Blog – For ADVANCED USERS ONLY. On the blog page, you will see on the front end, a list of your blog posts. The information above these posts can be edited on the backend using the "Content" tab on the blog page. You can also create a new blog post by clicking the button on the top of the page called "Create Blog Post".

| Child items | Content | SEO | Advanced SEO | Advanced FAQ Block | Info |

Header Blog Image

Blog Body
Featured text on blog above posts

Formats ▾ B I U

Carpet, Tile, Rug, & Upholstery Cleaning Blogs

Read about our awesome blogs below!
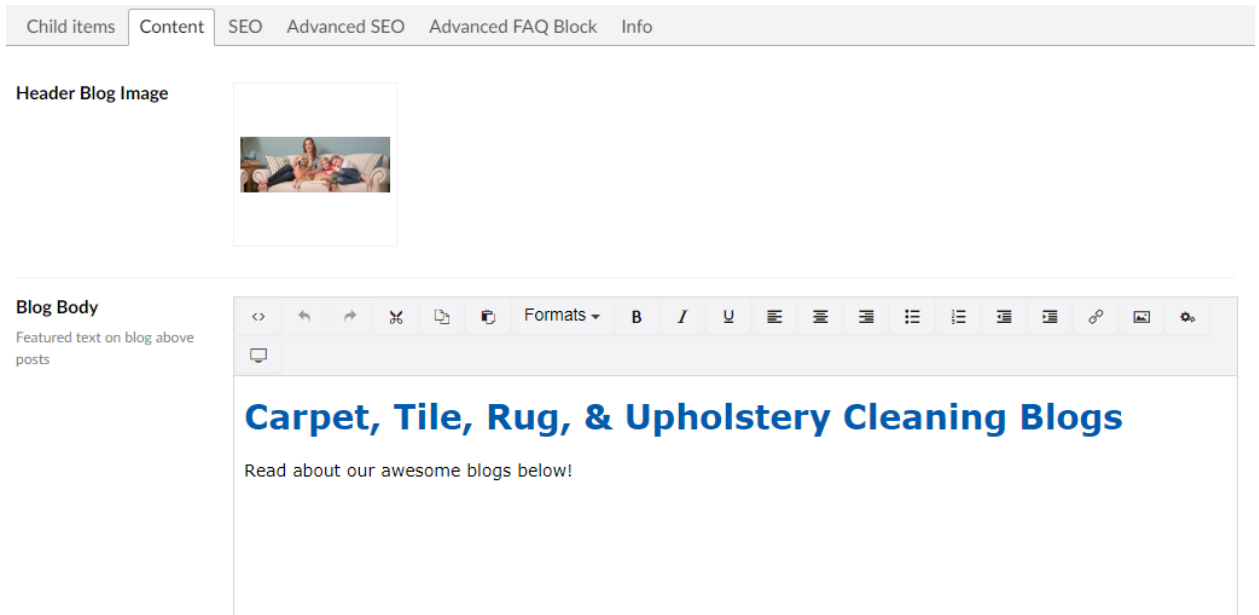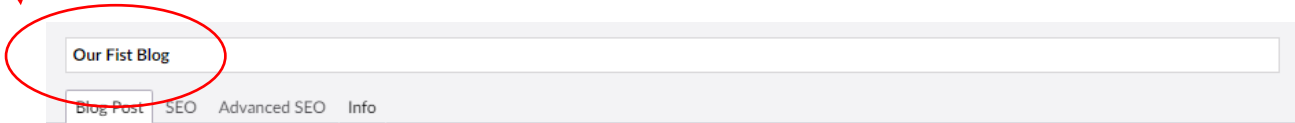
To add a new blog post you will click on the tab title "Child Items" then click on the "Create Blog Post"

| Child items | Content | SEO | Advanced SEO | Advanced FAQ Block | Info |

Create Blog Post

Type to search...

	Name	Sort ▲	Last edited	Created by
	Choosing a Carpet Cleaning Service	0	2018-07-06 12:53	Jerry Griffiths
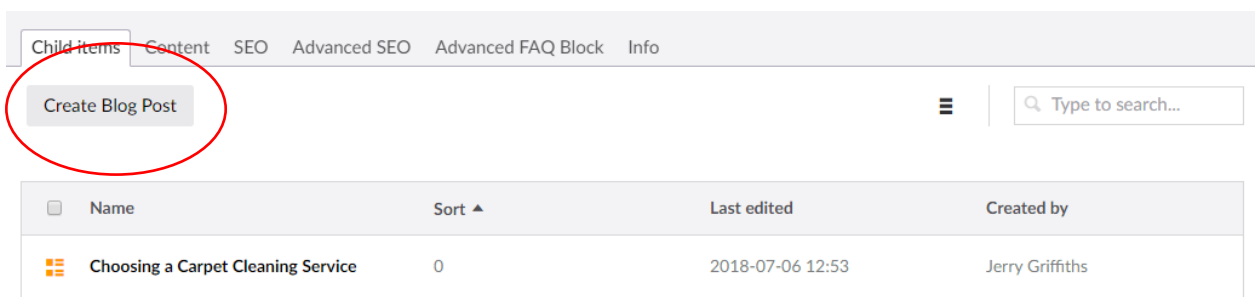
2. Once you click on the Create Blog Post button, you can then begin to create a blog post. To do this, you will:

a. Add a blog post name. This is the name of the post and will be used in the URL. For example, if the name of the post is "Our First Blog" then the url will be https://mychemdry.com/blog/our-first-blog. As an example.

Our Fist Blog

Blog Post   SEO   Advanced SEO   Info

Blog Title *   Our First Blog|

b. Create a Blog Title. This is the title that will show up on the blog post and the blog post page and should be the same as the "name" you entered previously. You will enter the Blog title here:

c. The title of the blog post will appear here on the blog page:
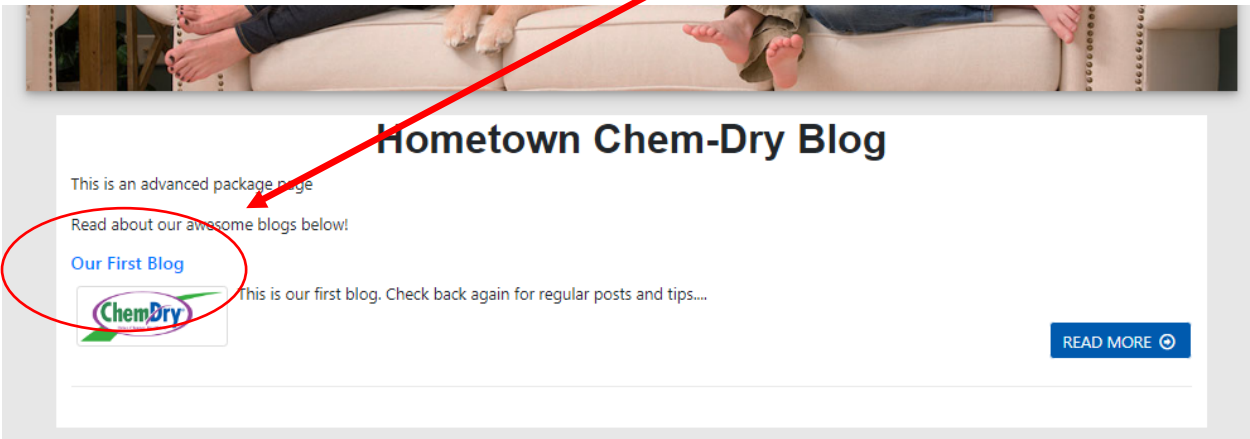
Hometown Chem-Dry Blog

This is an advanced package page

Read about our awesome blogs below!

Our First Blog

This is our first blog. Check back again for regular posts and tips....

READ MORE ⊕

Date Published *

d. Date Published. You can choose to publish the post/article the day you write it, or you can write several articles and choose which dates you want those articles to go live. This is the date listed on the blog as the published date.

e. In the "Blog Content" section you can write the article, change font colors, bold fonts and add images. You can also link to other articles or pages from within the post, embed videos, and more.

Blog Content *
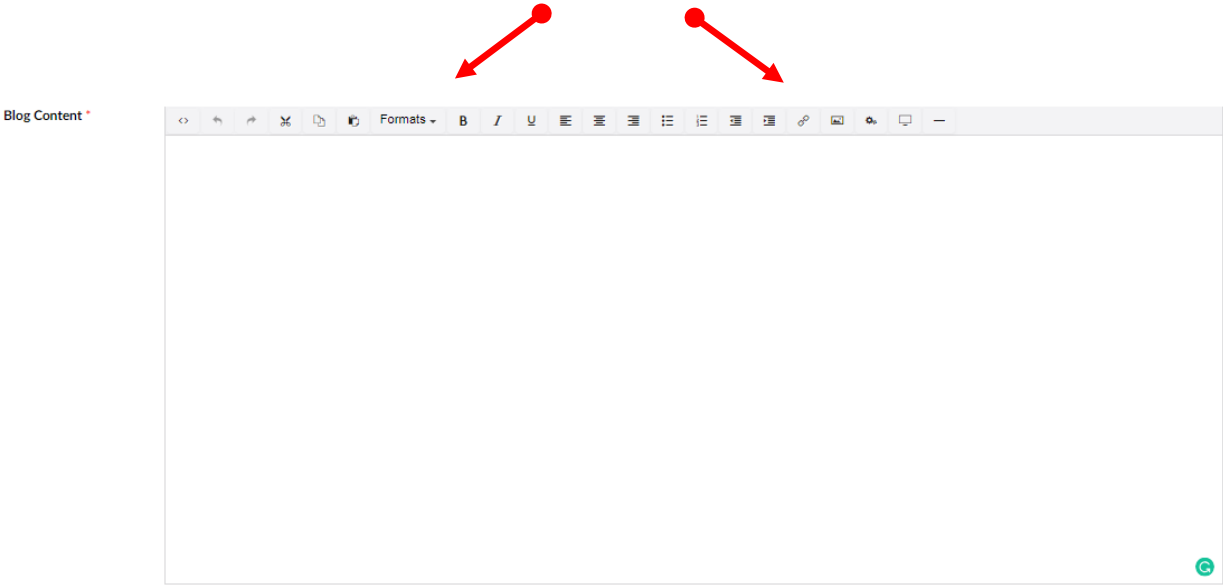
f. You can also add a featured image to your blog. You will add this by clicking on the square icon shown to the right. Then you will follow the same directions for adding an image found in Section 2-1. This will show on the blog post page.

g. You can also add an ALT tag for SEO purposes to that featured image shown below.

Alt/Title Tag for
Featured Image

Our First Blog

11 characters left

Big Sky Chem-Dry of Missoula Blog

Missoula Carpet Cleaning Spring Special

Hi Missoula. Spring is here and it's time to get the salt, grime, and dirt that's been tracked into your home out of your carpets....

READ MORE ⊙
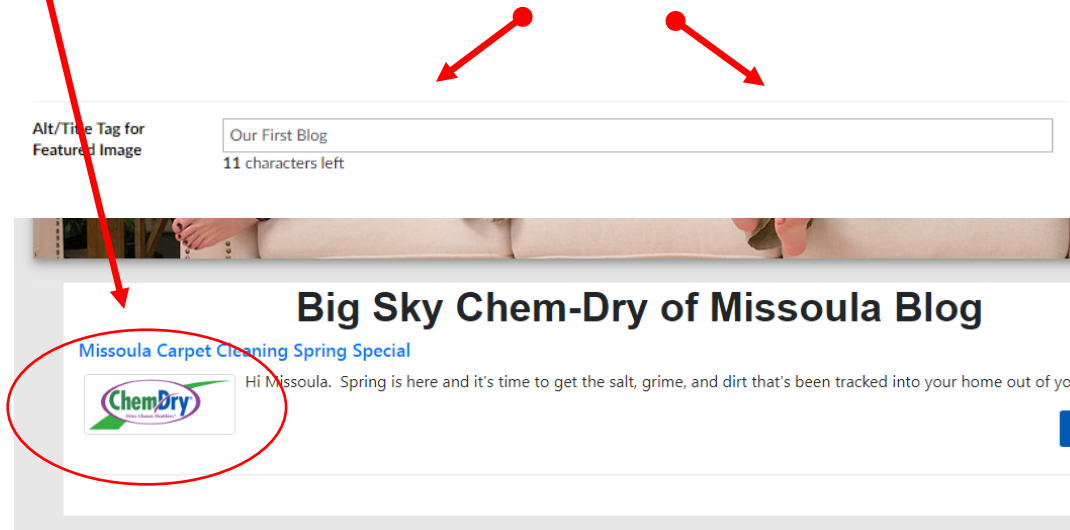
Blog Snippet *
teaser for blog to be featured on blog page

This is our first blog. Check back again for regular posts and tips.

332 characters left

h. You will then want to use this field to add a "Blog Snippet" this field ads a small amount of text that gives the reader a "First Look" at your blogs content.

i. You can see an example of the snippet on the blog page HERE.

Big Sky Chem-Dry of Missoula Blog

Missoula Carpet Cleaning Spring Special

Hi Missoula. Spring is here and it's time to get the salt, grime, and dirt that's been tracked into your home out of your carpets....

READ MORE ⊕
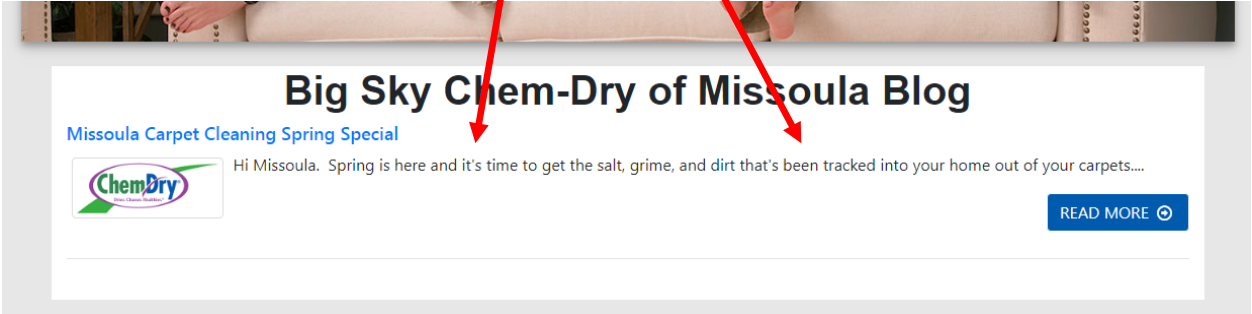
j. Once you write the article you will click the lower right button to save and publish just as you would on every other page.

SECTION SEVEN:

THE SPECIALS PAGE

THE SPECIALS PAGE

1. This page is used to advertise specials by creating coupons. To do this, you will either edit a coupon that already exists on the site by clicking on the coupon in the "Name" column or click the "Create Coupon" button.

Coupons	Editable Content	Advanced Editing	SEO	Advanced SEO	Advanced FAQ Block	Info

Create Coupon   ☰   🔍 Type to search...

☐ Name	Sort	Last edited ▲	Created by
🔵 GREAT EVERYDAY PRICES	5	2018-07-02 14:44	Jerry Griffiths

2. Once you click on a coupon to edit, you will be prompted to enter the coupon information such as the coupon title, description, expiration date, and disclaimer.

Coupon Title *

GREAT EVERYDAY PRICES

29 characters left

a. Coupon title could be either something generic like "Carpet Cleaning Special" or could contain the offer such as "$25 Off Carpet Cleaning".

Coupon Description

Call today for a free quote and to ask about current specials.

38 characters left

b. Description should include the offer if you used a generic Coupon Title.

Coupon Expiration *

12-31-2016 📅

✖ Clear Date

c. Set the expiration date to the date that you no longer would like the coupon to be valid. It is easier if you type it instead of choosing it on the calendar. Once the coupon expires it will no longer show on the website.

Coupon Disclaimer

300 characters left

d. The disclaimer should include additional rules that apply to the coupon. This could be things like "Minimum costs apply - not valid with any other offer or special." The disclaimer already adds "Offer only valid with [franchise name]."

Coupon Visible on Site ✔

e. Finally, you need to check the box next to the Coupon Visible on Site to enable this coupon to show on the website.

f. To create a new coupon, you will click the "Create Coupon" button and follow the same instructions outlined above. Basic sites have a limit of 6 default coupons.
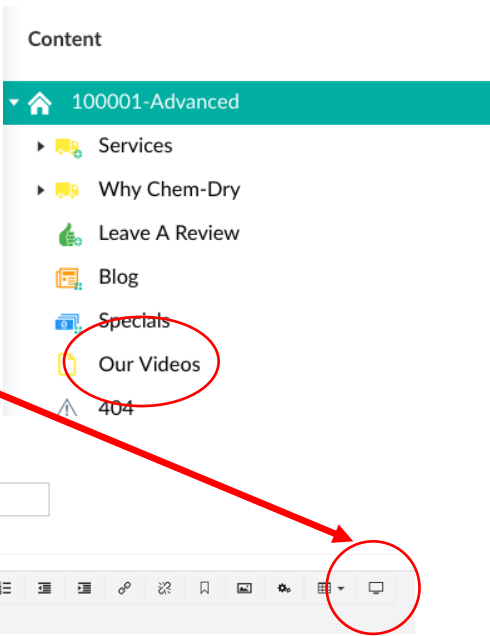
SECTION EIGHT:

OUR VIDEOS PAGE

1. The Videos page is a section for embedded video content that lets customers learn more about you and your business.

    a. To embed a video in the Body Content, click on the "Embed" button (the one that looks like a little TV) on the grey bar at the top of the text editor.

Content

- 100001-Advanced
  - Services
  - Why Chem-Dry
  - Leave A Review
  - Blog
  - Specials
  - Our Videos
  - ⚠ 404

Content Title
Page Title

Our Videos

Content Body
This is the main page content.
There may be some HRI

Embed

Url

Retrieve

i. A sidebar will appear, prompting you to enter the YouTube URL. Note: you do not need the YouTube embed URL, just the regular URL.

Embed

Url

https://youtu.be/mI730HkNFwU

Retrieve

ii. Choose the Height and Width of the video and press "Submit"
iii. You may need to change the alignment (left, right, center) of the image to make sure that it aligns with the other videos on the page the way that you would like.

Width

360

Height

240

Constrain
☑

iv. Enter additional content in the Secondary Body Content section. This could be something simple like "Check out our Chem-Dry videos to learn more."

v. Preview the page before hitting submit to make sure that the formatting looks good.

Our Videos

Editable Content | Advanced Editing | SEO | Advanced SEO | Advanced FAQ Block | Info

Secondary Body Text

This text will appear just below any HRI Controlled Content, preview page to ensure content flows and isn't duplicated

‹› | I | ↶ | ↷ | ✄ | 🗇 | 🗇 | Formats ▾ | B | I | U

Our Videos

Editable Content | Advanced Editing | SEO | Advanced SEO | Advanced FAQ Block | Info

Menu Text

This will be the text that you use for pages ONLY under Why Chem-Dry or Services (as those are the only sections that dynamically add to the menu).

30 characters left

Content Header Image

Header image on page; choose from HRI selection of 1500X500px images

+

Call To Action Title *

Title for Call to Action block

Call today to get a free quote!

Call To Action Description

Description for Call to action block

Call To Action Button Text *

Text for call to action button (i.e. FREE QUOTE), on sub pages this will also be the

Free Quote

b. Click on the Advanced Editing tab at the top of the page.

i. Choose a Content Header Image by clicking the plus sign and selecting a header images from HRI's header 1500x500px images.

ii. Create a Call To Action title. This will show up in the Call To Action section on the page below the videos.

iii. Add a call to action description.

iv. Choose the text that will display in the button. (I.E. Get A Quote)

v. Make sure that they Call To Action Link links to the correct page.

c. Click on the SEO tab at the top of the page.

 i. Create an optimized meta title and meta description. This will be what displays on Google search results. **I think this is plenty to describe the SEO tab on sub pages!

Our Videos

Editable Content Advanced Editing SEO Advanced SEO Advanced FAQ Block Info

Meta Title *
Page Title that will appear on Google and in tab

Our Videos

Meta Description
Page Description that will appear on Google

300 characters left

Meta Keywords
Keywords Google uses to rank this page. Separate keywords by commas.

Our Videos

Editable Content Advanced Editing SEO Advanced SEO Advanced FAQ Block Info

Footer Tagline
This is a tagline for the page that will show under the franchise name in the footer (i.e "The best carpet cleaner in Logan" or "Drier. Cleaner. Healthier."). It is used as part of a schema/structured data so it will help with SEO

100 characters left

Additional Header Meta Tags and Scripts
This is where you can copy in additional custom meta tags or scripts that will apply to this page only. For site wide meta tags and scripts see the Advanced Scripts tab on the home page.

Header Image ALT Tag
Watch all of our Chem-Dry Videos to learn more about what we do
37 characters left

Header Image Title Tag
Chem-Dry videos
85 characters left

d. Click on the Advanced SEO tab at the top of the page.

 i. Add the Footer Tag Line, Header Image Alt Tag, and Header Image Title.

e. Preview to make sure the page looks good and then click "Submit.

SECTION NINE:

ADVANCED FEATURES

ERROR 404 & ERROR 500 PAGES

1. The Error 404 page is the page that displays when the page searched for cannot be found.
2. The Error 500 page is what displays when there is a server error.

We are able to customize the content of these pages. Some things you could do to make this page more useful are:

- Create a helpful phrase like "Sorry, page not found." or "Oops! Something is Broken."
- Help the user find what they are looking for by creating links to the home page, scheduling page, specials page, etc. (not too many)
- Add a funny but appropriate image
- Have an inspiring or funny quote
- Give the user possible reasons for the error