

Step By Step Guide to Your New Website

Basic Website User Manual



July, 2018

TABLE OF CONTENTS

SECTION ONE - Getting to Know the CMS
CONTENT

SECTION TWO – Home Page & Site-Wide Settings
CONTENT TABS
Editable Content
Social Links & Tracking
SEO
Info

SECTION THREE – Editing Services & Why Chem-Dry Pages

SECTION FOUR – Managing Customer Reviews
Automated Reviews
Manually Adding Customer Reviews

SECTION FIVE- Managing “Request a Cleaning” Form & Submission
“Thank You” Page

SECTION SIX - Managing Specials Page

SECTION ONE:

GETTING TO KNOW THE CMS

GETTING TO KNOW THE CMS

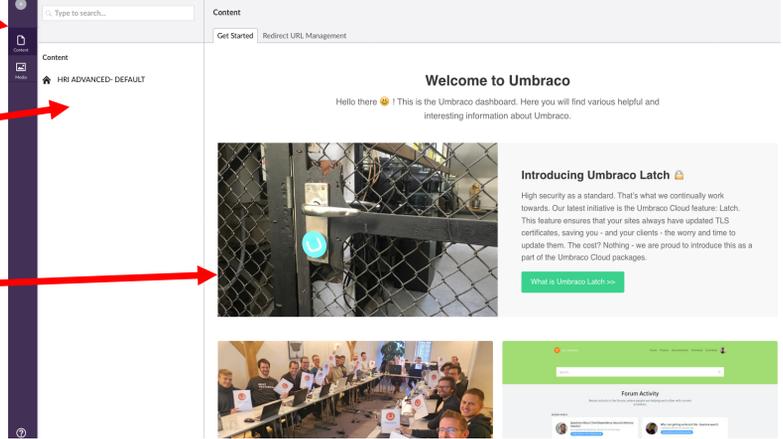
You've arrived at the Umbraco Content Management System (CMS) Platform Welcome Screen. Let's get familiar with the basics of navigating around the platform!

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

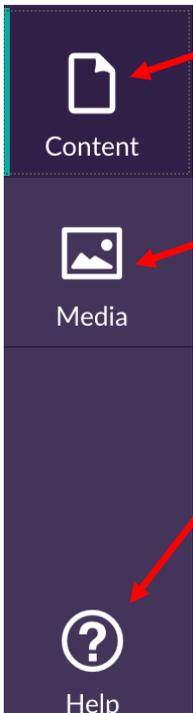
On the far left you'll find the primary vertical PURPLE navigation bar containing three sections – CONTENT, MEDIA and HELP

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.

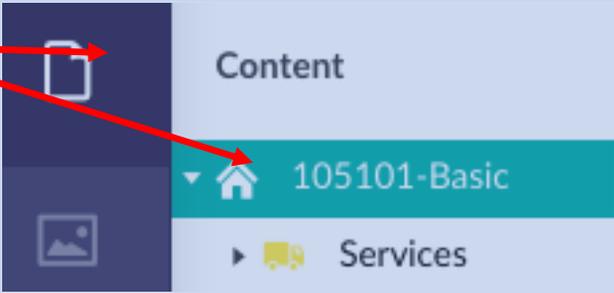
MEDIA (Image/Photo Icon) opens your Media folder – all HRI-provided images and videos along with images and videos you upload are managed and accessible here.

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 with your Franchise number and "Basic"



Content

▼  105101-Basic

- ▶  Services
- ▶  Why Chem-Dry
- ▶  Leave A Review
- ▶  Request A Cleaning
- ▶  Specials
- ▶  Privacy Policy

2. CLICKING ON THE BLACK ARROW expands the CONTENT SECTIONS for optimizing & editing individual pages of the site. There are three 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:

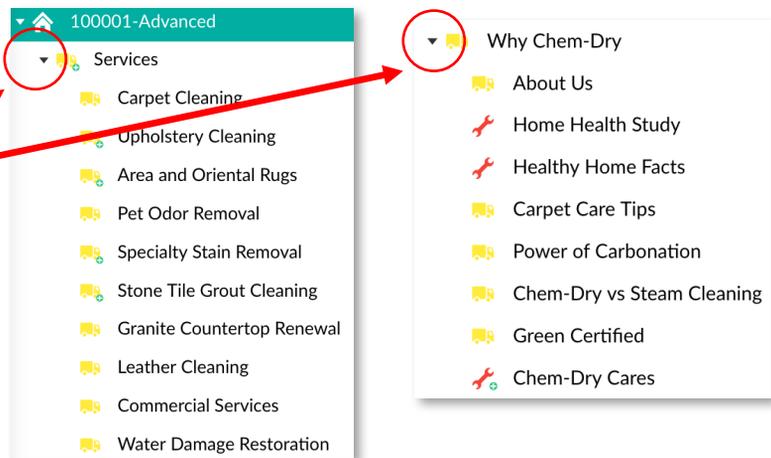
- REVIEWS
- REQUEST A CLEANING FORMS



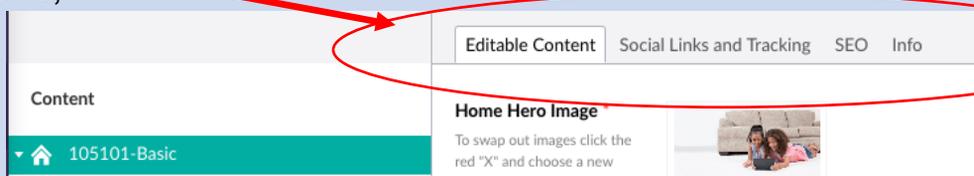
BLUE COUPON ICON denotes the Specials page

NAVIGATING AROUND

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



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.



The 4 tabs are (from left to right):

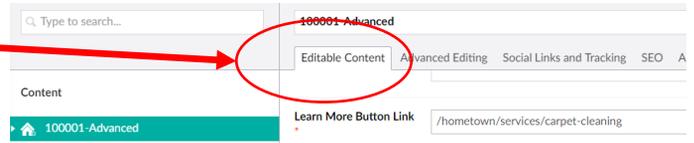
- 1) EDITABLE CONTENT – controls home page content, image(s), CALL-TO-ACTION links and optional Hour of Operation info in the footer of the site.
- 2) SOCIAL LINKS AND TRACKING – controls all social media links, Google Analytics tracking code
- 3) SEO – controls basic on-page SEO tags for your home page
- 4) 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:

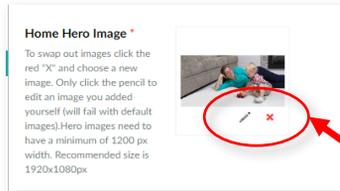
HOME PAGE AND SITE-WIDE SETTINGS

EDITING HOME PAGE & SITE-WIDE SETTINGS

EDITABLE CONTENT TAB



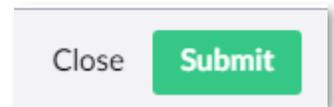
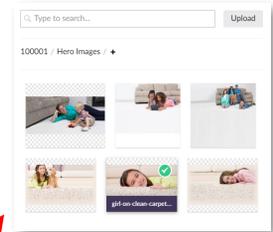
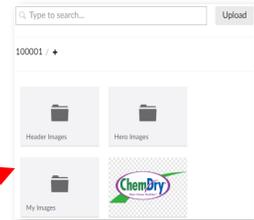
1. Check The Hero Image (this is the main Home Page header image) to confirm it's the one you want to use.



- 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.



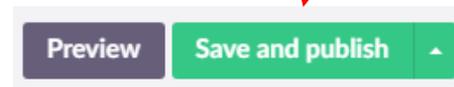
- 1) On the home page, the header images or hero images will work the best for the top of the page images.
2. On the other website pages, the images in the "Header Image" file will work the best. You can upload you own image if you would like, you can find those instructions below in section "i" of this step.

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

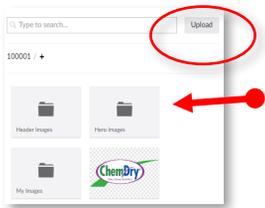
1. Click on the **SUBMIT BUTTON** below the images to add the new image
2. Once you click submit, the square box with the plus sign icon will be replaced with an icon of the image you've selected.

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.



EDITING HOME PAGE & SITE-WIDE SETTINGS



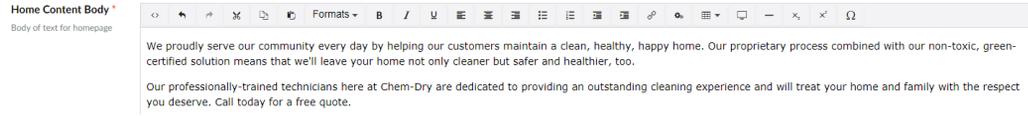
- v. To upload your own image, you will need to click on the grey “upload button” in the images section on the right hand side of the screen. This screen will appear any time you click to add an image.
- vi. Next choose the image from your computer that you want to use. Then double click on that image 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)

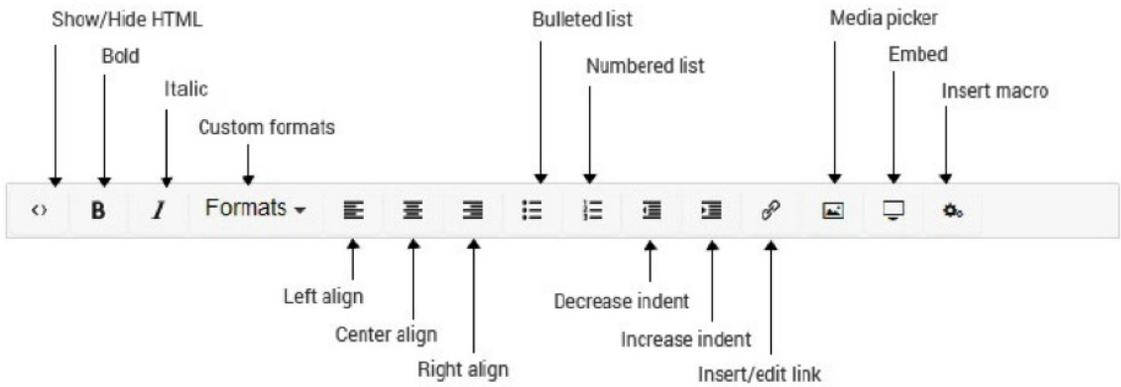


- i. To change the home content title you will just need to click inside the field and change the wording. (I.e. Carpet Cleaning in Tampa Florida.)

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:

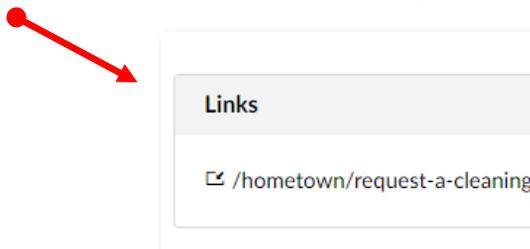


EDITING HOME PAGE & SITE-WIDE SETTINGS

4. “LEARN MORE” Button Link

Learn More Button Link Where would you like the learn more button to link? Edit this URL to change where you want it to link to.	<input type="text" value="/hometown/services/carpet-cleaning"/>
--	---

- 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.



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?	<input type="text" value="Monday - Friday 9:00 am - 9:00 pm"/>
---	--

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.



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.

Google Plus Link

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

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.

Instagram Link

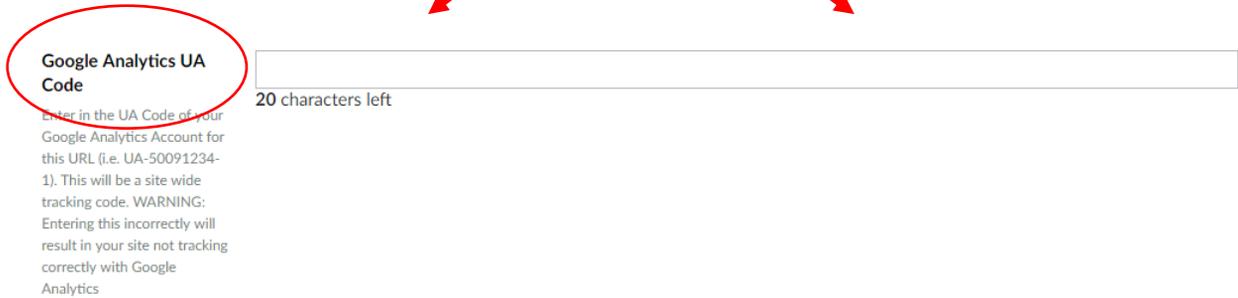
This link applies site-wide.
Leave field blank to remove icon from site.

Twitter Link

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

SOCIAL LINKS AND TRACKING TAB

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

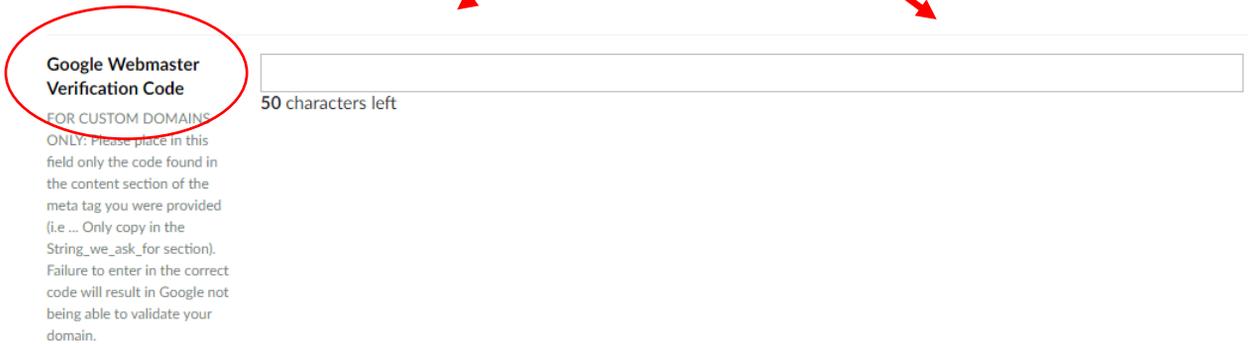


Google Analytics UA Code

20 characters left

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

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

50 characters left

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.

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 adds 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

SEO TAB

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.

16 characters left

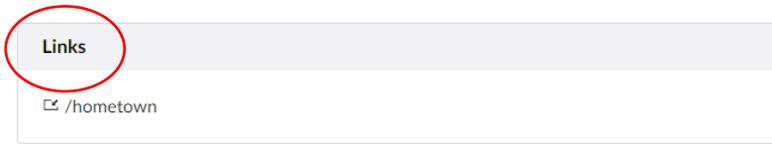


h. Title / Alt Tag for Image Next To Reviews

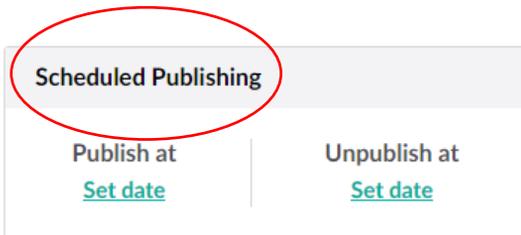
This image is not shown on all Templates. However, if there is an image next to your reviews shown on the homepage then this field will allow you to add an ALT tag to this image. Just fill in the field with the ALT tag you would like to use for SEO. (I.e. Happy carpet and upholstery cleaning customer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

THE INFO TAB

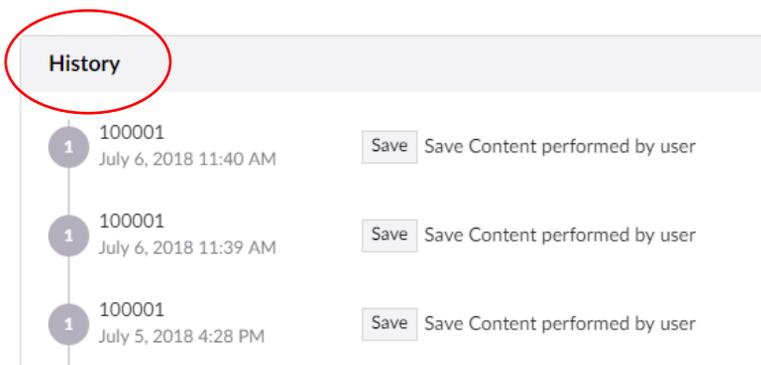
This tab contains information on the history of edits/modifications to your site as well as controls for publishing/un-publishing your website.



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.

THE INFO TAB

General

Status
Published (pending changes)

Created Date
by Jerry Griffiths

Document Type

Open



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.

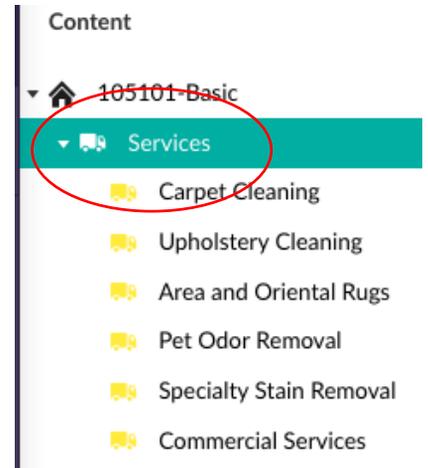
SECTION THREE:

EDITING
SERVICES &
WHY CHEM-DRY
PAGES

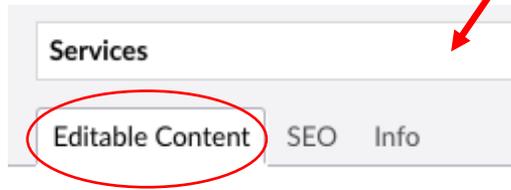
EDITING SERVICES

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.

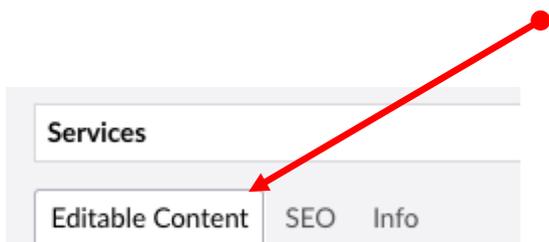
All edits within this page will be done using the tabs in this section. You will notice that the main editing and SEO tabs are present. Some of the other tabs discussed above are not shown on each page as not every page can be edited using all the tabs available on the home page section of the website.



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 content.



- The editable parts of this page using the tabs above are:
 - The top paragraph and main title of the page.
 - The ALT and title tags for the images on the right hand side
 - Search Engine Optimization settings
 - The bottom paragraph to the left of the images in the right sidebar

EDITING SERVICES

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)

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.

FREE QUOTE

TESTED AND PROVEN
GREEN
CARPETS AND UPHOLSTERY ARE SAFE

Chem-Dry Removes:*

98%
of allergens from carpets and upholstery

89%
of airborne bacteria, improving indoor air quality

CARPET & UPHOLSTERY CLEANING

*Based on results from a study conducted by an independent laboratory using Chem-Dry's hot Carbonating Extraction process. Allergens tested were dog and cat dander and dust mite allergen. Airborne bacteria results include use of sanitizer. Figures are an average across multiple homes.

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

Content Title

Our Services in Tampa, Florida

Page 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.

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

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.

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

Secondary Body Text

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

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.

EDITING SERVICES

6. You can manage page-specific SEO and manage the publishing schedule & history for specific pages by clicking on the SEO tab and Info tab. Follow the instructions in SECTION TWO to customize and manage these tabs.



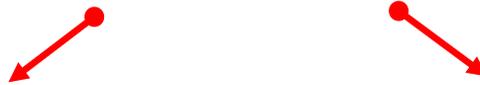
SECTION FOUR:

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.



The screenshot displays the 'Read Our Local Reviews' page on the Chem-Dry website. The browser address bar shows the URL: <https://cmsdev.chemdry.com/umbraco/preview/?id=3728#?id=3728>. The website header includes the Chem-Dry logo, navigation links (WHY CHEM-DRY, SERVICES, SPECIALS, REQUEST A CLEANING, BLOG, VIDEOS), and contact information for Hometown Chem-Dry: (435) 755-0099.

The main content area is titled 'Read Our Local Reviews' and features a 'Leave A Review' section with Facebook and Google+ social sharing buttons. Below this, three reviews are displayed:

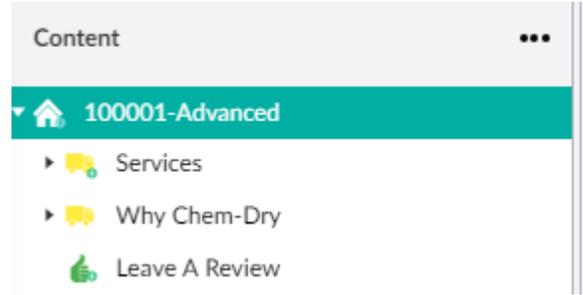
- Susan Morris** (5 stars): We had a great experience with Chem-Dry. They were on time and explained everything thoroughly. They were competitive in price and very efficient. I have used other carpet cleaning services and they did not do the job as well.
- Rick Matthews** (5 stars): We are extremely pleased with the service and personal attention provided by Chem-Dry. The Chem-Dry process leaves our carpet clean and fresh looking.
- John G.** (5 stars): 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.

At the bottom of the page, there is a 'SERVICES' section with icons for various cleaning services: Carpet Cleaning, Furniture Cleaning, Area & Oriental Rugs, Pet Urine & Odor Removal, Specialty Stain Removal, Tile & Stone Cleaning, Granite Countertop Renewal, Leather Cleaning, Commercial Services, and Water Damage Restoration.

AUTOMATED REVIEWS

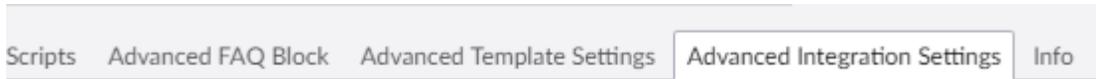
1. If you are using a service like “Review Trackers” or “Broadly” for soliciting and managing reviews, the Local Reviews page will pull your best reviews from these companies’ dashboard.

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:



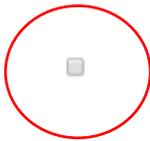
a. This link will show your franchise number and whether it is an Advanced or Basic site.

b. Next, click on the Advanced Integration Settings Tab shown below:



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.

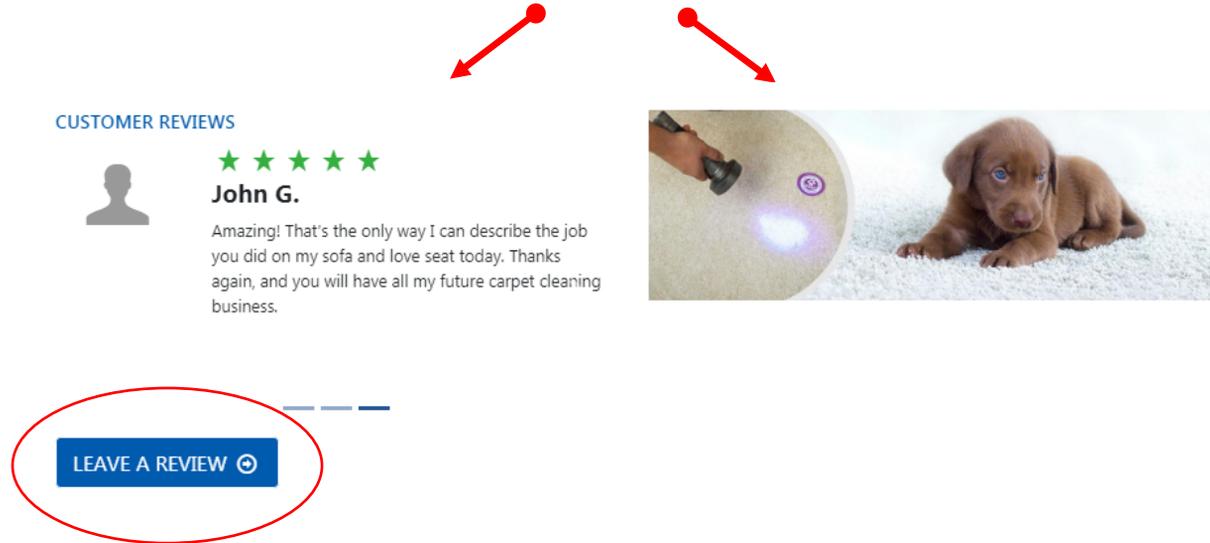
AUTOMATED REVIEWS

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.



The Leave a Review Page is shown below.

A screenshot of the 'Leave us a review' form. The form has a title 'Leave us a review' and a green button for 'FREE QUOTE'. Below the title is the text 'We would love to hear from you.' The form includes a 'Rating' section with radio buttons for 1 to 5, a 'Your Name' text box, a 'Review' text box with a 'Max 250 Characters' limit, and a 'Submit' button. A checkbox for 'I Agree' is also present. Red arrows point from the bottom of the page up to the form.

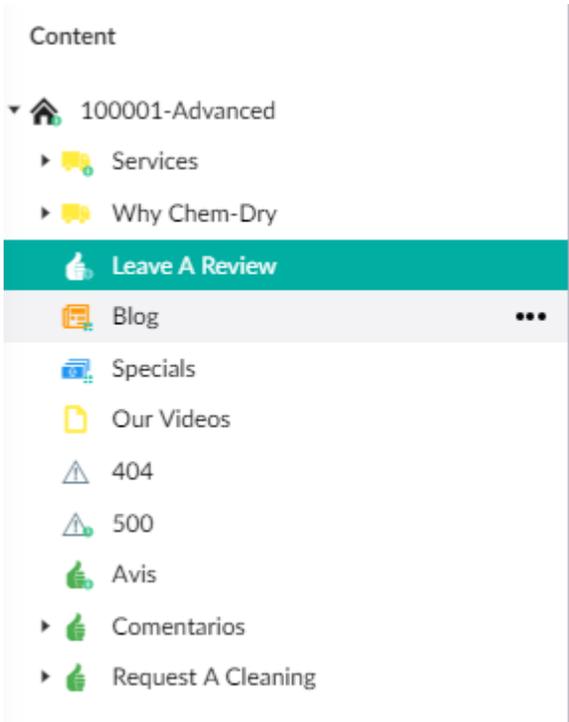
1. These reviews you can add yourself by copying them from directories like Yelp and Google (for example) and filling out the form that is on the Leave a Review Page shown above.

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.



Editable Content Form Advanced Editing SEO Advanced SEO Info

Form

The Form Fields are controlled by HRI

Receipt Limitations **Submissions**

Select a page

If you want to redirect the users to another page after they have submitted the form, select the page below.

Receipt page + Select...

...or enter a message

If you'd rather show a message to the users after they have submitted the form, enter the message below.

Heading Thank you!

Text Your request has been submitted

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 unapprove a review so that it doesn't show on the website, you will just un-check the green checkmark.

Editable Content **Form** Advanced Editing SEO Advanced SEO Info

Form *
The Form Fields are controlled by HRI

✉ Emails 📄 Receipt ▼ Limitations ≡ Submissions

The submissions for your form are listed in the table below.

<input type="checkbox"/>	DATE	RATING	REVIEWER NAME	REVIEW	SUBMISSION CONSENT
<input checked="" type="checkbox"/>	2018-06-29	5	Sheila & Hal	A terrific job, fast, thorough, pleasant, and they do the extra little things. Thumbs up 👍	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	2018-04-03	5	Steven I.	Big Sky Chem Dry has been cleaning my carpets for years and I wouldn't use anybody else because it is a superior system and you don't have to wait for the carpets to dry! They also clean my office. The carpets always look great after cleaning.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	2018-04-03	5	Brandy W.	Great job, very happy and wonderful customer service!!	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	2018-04-03	5	Shannon H.	I have used AI for over 20 years and never been disappointed. Thank you!	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	2018-04-03	5	Debbie G.	After our dog created a disaster at Christmas we were impressed and relieved to have Chem-Dry come to our aid so quickly. They were very professional and cleaned our couch to look like new. We will use them for ALL our future carpet and upholstery cl	<input checked="" type="checkbox"/>

🔍

[Export to CSV](#) [Choose visible form fields](#)

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.



Editable Content **Form** Advanced Editing SEO Advanced SEO Info

Form *
The Form Fields are controlled by HRI

✉ Emails Receipt ▼ Limitations **☰ Submissions**

The submissions for your form are listed in the table below.

<input checked="" type="checkbox"/>		DATE	RATING	REVIEWER NAME	REVIEW	SUBMISSION CONSENT
<input checked="" type="checkbox"/>	✓	2018-06-29	5	Sheila & Hal	A terrific job, fast, thorough, pleasant, and they do the extra little things. Thumbs up 👍	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	✓	2018-04-03	5	Steven I.	Big Sky Chem Dry has been cleaning my carpets for years and I wouldn't use anybody else because it is a superior system and you don't have to wait for the carpets to dry! They also clean my office. The carpets always look great after cleaning.	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	✓	2018-04-03	5	Brandy W.	Great job, very happy and wonderful customer service!!	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	✓	2018-04-03	5	Shannon H.	I have used AI for over 20 years and never been disappointed. Thank you!	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/>	✓	2018-04-03	5	Debbie G.	After our dog created a disaster at Christmas we were impressed and relieved to have Chem-Dry come to our aid so quickly. They were very professional and cleaned our couch to look like new. We will use them for ALL our future carpet and upholstery cl	<input checked="" type="checkbox"/>

🔍

Export selected to CSV **Delete selected** Choose visible form fields

APPROVING REVIEWS FOR SHOW ON YOUR LOCAL REVIEWS PAGE

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 manage either way using the form below found in the “Receipt” section of this Form tab.

Editable Content Form Advanced Editing SEO Advanced SEO Info

Form *
The Form Fields are controlled by HRI

✉ Emails Receipt Limitations Submissions

Select a page

If you want to redirect the users to another page after they have submitted the form, select the page below.

Receipt page + Select...

...or enter a message

If you'd rather show a message to the users after they have submitted the form, enter the message below.

Heading Thank you!

Text Your submission has been sent!

Select a page to link to after form submission here

Change the popup heading here

Change the text displayed here

APPROVING REVIEWS FOR SHOW ON YOUR LOCAL REVIEWS PAGE

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.



Editable Content Form Advanced Editing SEO Advanced SEO Info

Form *
The Form Fields are controlled by HRI

✉ Emails 📄 Receipts **Limitations** ☰ Submissions

Limit the number of submissions

If you want to limit the number of submissions for this form, enter the maximum allowed number of submissions and a message to show the users when no more submissions are allowed.

Allowed submissions

Heading

Text

Multiple submissions per user

If you don't want the same user submitting this form multiple times, check the box below and enter a message to show the users that have already submitted the form.

Multiple submissions Only one submission per user

Heading

Text

SECTION FIVE:

REQUEST A
CLEANING &
SUBMISSION
COMPLETE
PAGE

THE REQUEST A CLEANING AND SUBMISSION COMPLETE PAGE

Free Quote [LEARN MORE](#)

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

Full Name *

Phone Number *

Email *

Contact Preference
 Phone
 Email

What would you like cleaned? Check all that apply.
 Carpet Cleaning
 Upholstery Cleaning
 Area Rug Cleaning
 Pet Urine Removal
 Commercial Cleaning
 Other

Requested Cleaning Time
Beyond 4 Weeks

Comments or Questions

This field doesn't accept website urls
 I AM A HUMAN *

[Submit Request](#)

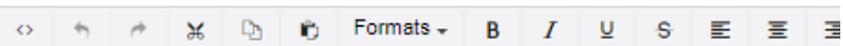
1. Like most of the other pages this page also has the same tabs which allow for custom content to be placed on the page for a better customer experience and better SEO. On this page there is also a tab for the “Form” that is used to request a cleaning. The editable content tab like on other pages allows 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

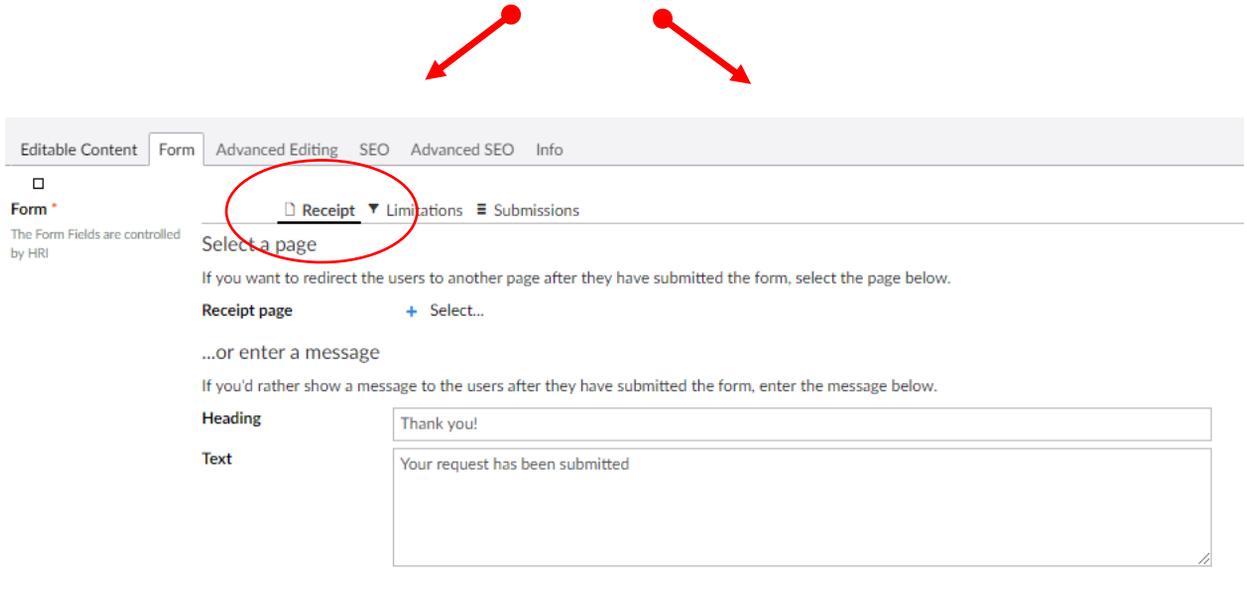


Submit the form below or call today for a free quote.

THE REQUEST A CLEANING AND SUBMISSION COMPLETE PAGE

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. Once 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 existing page, or select the page you want to send them to once the form has been submitted.



Form *
The Form Fields are controlled by HRI

Form | Advanced Editing | SEO | Advanced SEO | Info

Receipt | Limitations | Submissions

Select a page

If you want to redirect the users to another page after they have submitted the form, select the page below.

Receipt page + Select...

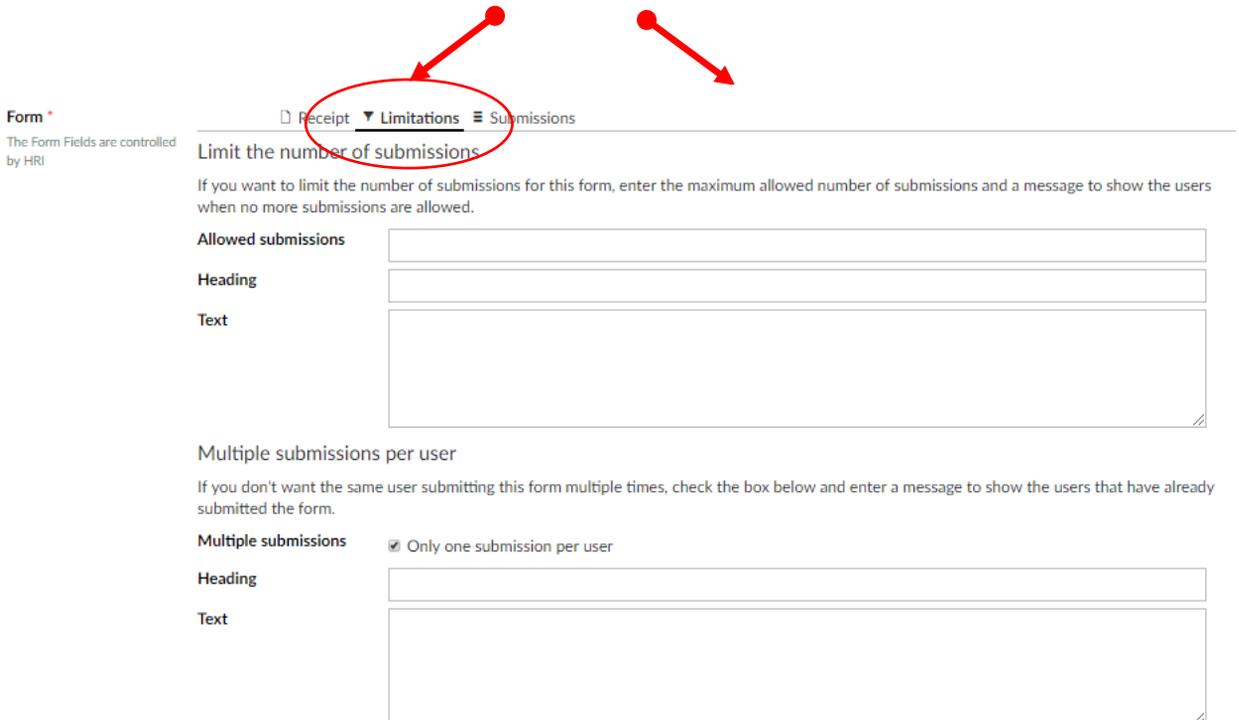
...or enter a message

If you'd rather show a message to the users after they have submitted the form, enter the message below.

Heading Thank you!

Text Your request 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.



Form *
The Form Fields are controlled by HRI

Form | Advanced Editing | SEO | Advanced SEO | Info

Receipt | Limitations | Submissions

Limit the number of submissions

If you want to limit the number of submissions for this form, enter the maximum allowed number of submissions and a message to show the users when no more submissions are allowed.

Allowed submissions

Heading

Text

Multiple submissions per user

If you don't want the same user submitting this form multiple times, check the box below and enter a message to show the users that have already submitted the form.

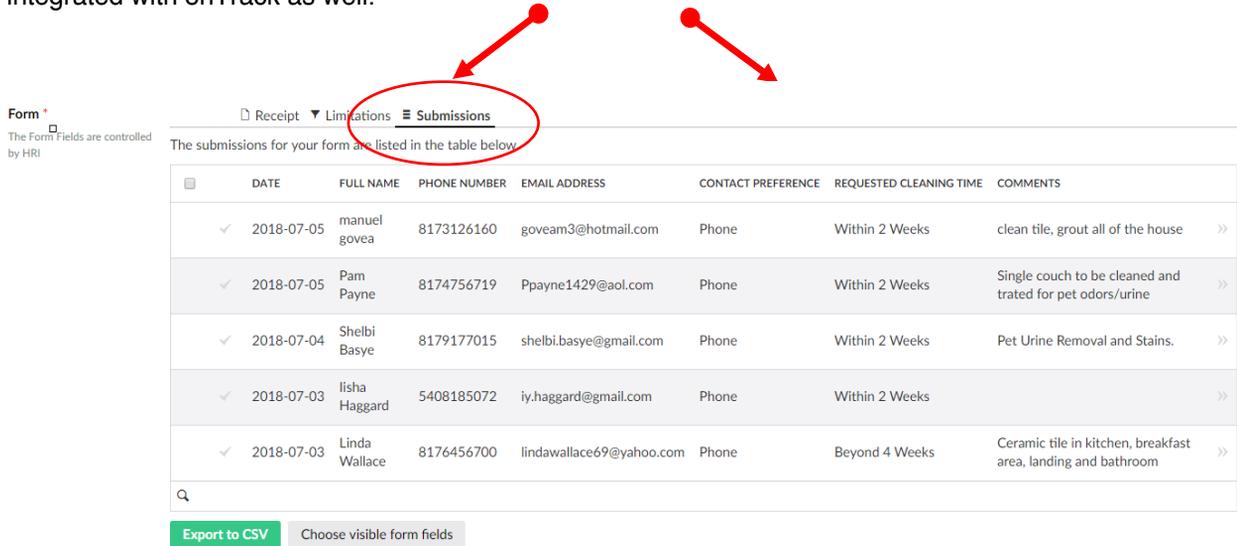
Multiple submissions Only one submission per user

Heading

Text

THE REQUEST A CLEANING AND SUBMISSION COMPLETE PAGE

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.



Form ^{*}
The Form Fields are controlled by HRI

Receipt Limitations **Submissions**

The submissions for your form are listed in the table below

	DATE	FULL NAME	PHONE NUMBER	EMAIL ADDRESS	CONTACT PREFERENCE	REQUESTED CLEANING TIME	COMMENTS	
✓	2018-07-05	manuel govea	8173126160	goveam3@hotmail.com	Phone	Within 2 Weeks	clean tile, grout all of the house	»
✓	2018-07-05	Pam Payne	8174756719	Ppayne1429@aol.com	Phone	Within 2 Weeks	Single couch to be cleaned and treated for pet odors/urine	»
✓	2018-07-04	Shelbi Basye	8179177015	shelbi.basye@gmail.com	Phone	Within 2 Weeks	Pet Urine Removal and Stains.	»
✓	2018-07-03	lisha Haggard	5408185072	iy.haggard@gmail.com	Phone	Within 2 Weeks		»
✓	2018-07-03	Linda Wallace	8176456700	lindawallace69@yahoo.com	Phone	Beyond 4 Weeks	Ceramic tile in kitchen, breakfast area, landing and bathroom	»

Export to CSV Choose visible form fields

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.

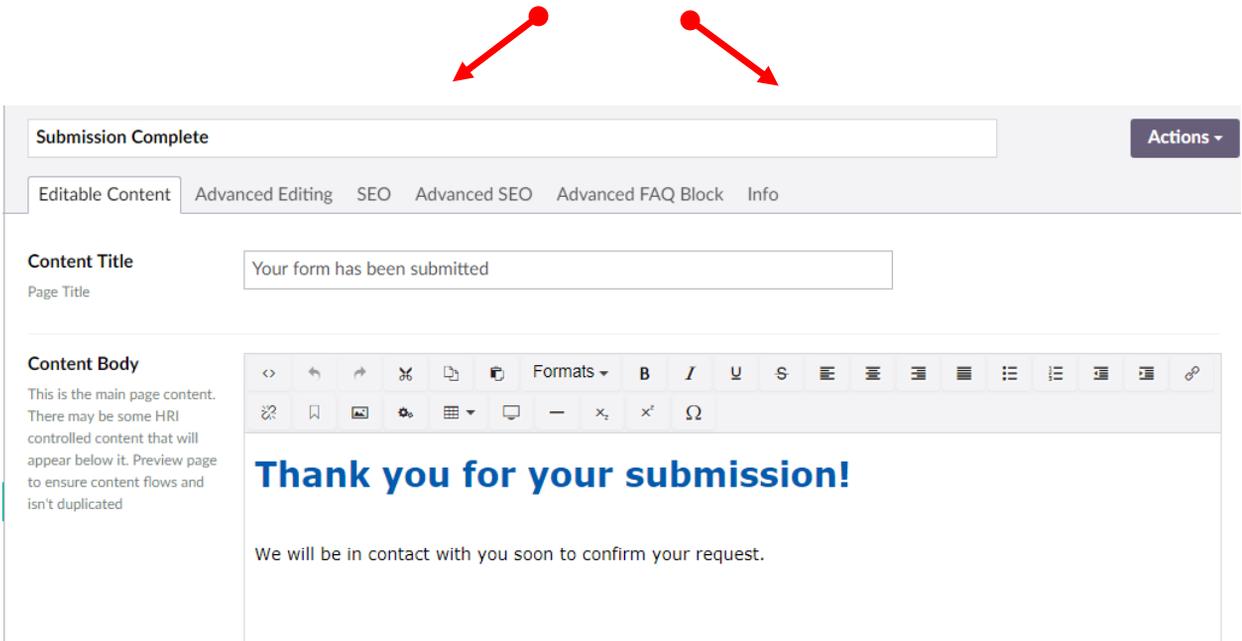
3. The “Submission Complete” page is a page you can edit to create a customer user experience they customer will see once they complete a cleaning request.



Request A Cleaning

Submission Complete

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.



Submission Complete Actions

Editable Content Advanced Editing SEO Advanced SEO Advanced FAQ Block Info

Content Title
Page Title Your form has been submitted

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

Thank you for your submission!

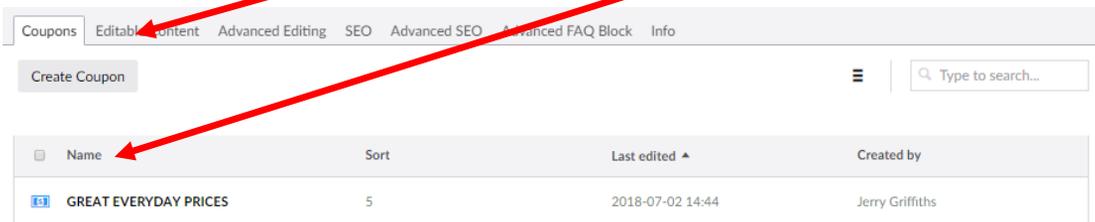
We will be in contact with you soon to confirm your request.

SECTION SIX:

**THE SPECIALS
PAGE**

THE SPECIALS PAGE

1. This page is used to advertise specials by creating coupons. We have created six basic coupon/offers that you can edit by clicking on the coupon in the "Name" column.



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

Create Coupon

<input type="checkbox"/>	Name	Sort	Last edited	Created by
<input checked="" type="checkbox"/>	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. Basic sites have a limit of 6 default coupons.