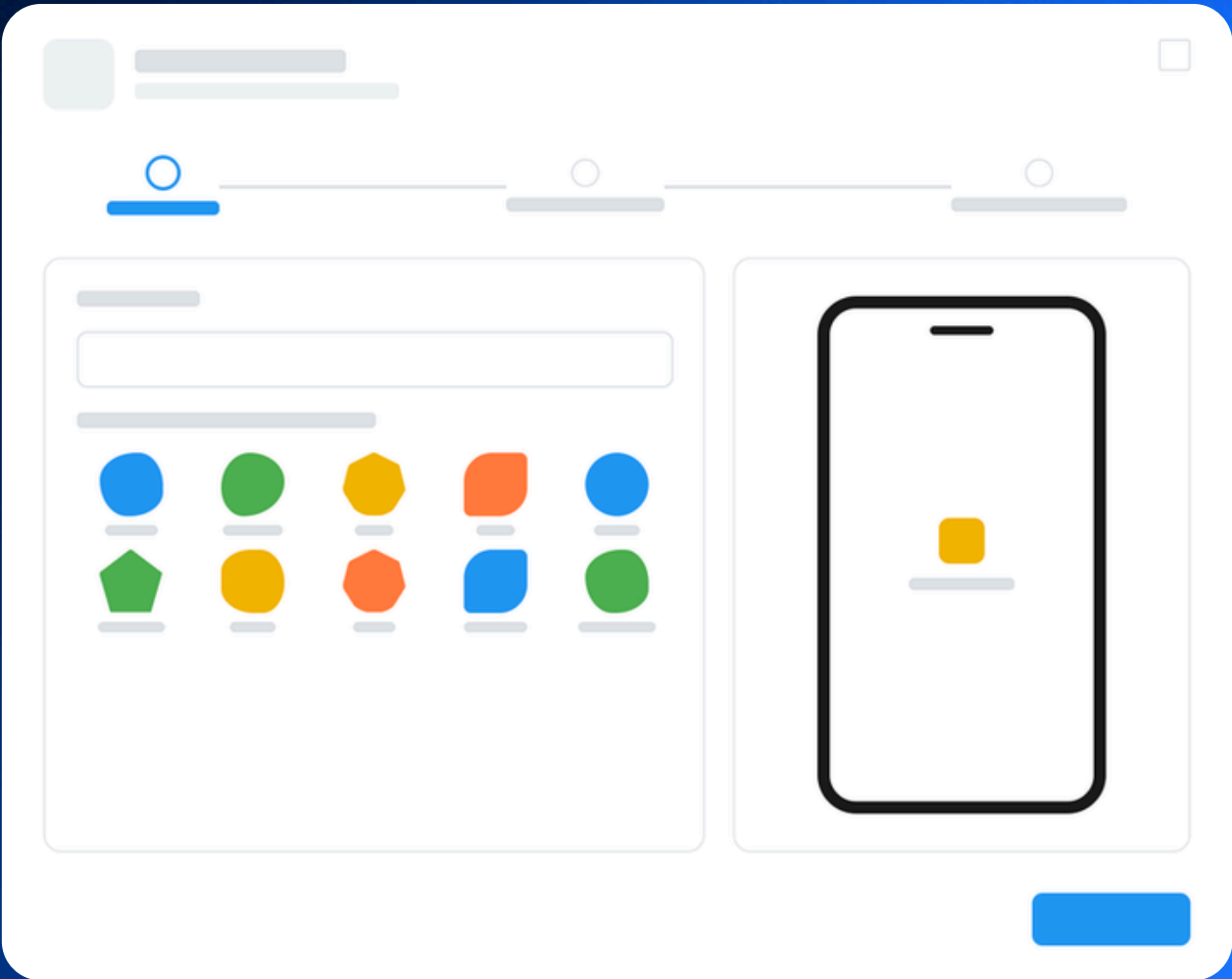


REFERENCE GUIDE

QR Codes

Build, style, and track QR codes



QR Codes Tour and Code List

What It Is

A QR code is a square picture your phone camera reads like a link. The QR Codes screen lists every code you make, with its name and a small preview.

How It Works For Your Business

- Search for QR Codes to open the list.
- Use Create QR Code (or + Create New on some screens) to start the builder.
- Look for the Create Bulk QR Codes icon next to it for making many codes at once.
- Click the three-dot menu on a code for actions like rename, move, copy link, download, and delete.
- Code names are only for you. Scanners never see them.

QR Codes Tour and Code List – Tips & Guidelines

Tips

- Give every code a name that says where it lives.
- Click through each button once so you know where it is.
- Your screen may label buttons a little differently, so look for the closest name.
- Read the three-dot menu before you use it.

DO

- Name codes by place or event
- Open the three-dot menu to explore
- Keep the list tidy from day one
- Check labels on your own screen

DON'T

- Name a code Code 1
- Click delete without thinking
- Ignore the list page
- Assume every screen looks the same

Website Codes and Dynamic Links

What It Is

A Website code opens a web page when scanned. It is dynamic, so you can change where it sends people later without reprinting the code.

How It Works For Your Business

- Click Create QR Code, type a name, choose Website as the destination type, and click Next.
- Paste the full web address, starting with https. Copy it from your browser.
- Check the preview and scan it with your phone before you save.
- Click Save and the code appears in your list, ready to download.
- To change the destination later, open the saved code, edit the web address, and save. The printed code keeps working.

Website Codes and Dynamic Links – Tips & Guidelines

Tips

- Pick a page with one job, like booking, instead of a busy home page.
- Re-scan the same printed code after an edit to prove the change worked.
- A single missing letter in the address sends people to an error page.
- Skip the styling step first if it shows up, then come back later.

DO

- Copy the address from your browser
- Scan before you print
- Edit the address instead of reprinting
- Use a page that matches the code's job

DON'T

- Type the web address by hand
- Print without testing
- Reprint for a simple address change
- Point every code at the home page

Choosing a Destination Type

What It Is

The destination type decides what a scan does. Pick the type that matches the one action you want in the next ten seconds.

How It Works For Your Business

- Website opens a page, Call starts a call, SMS opens a text, Email opens a new email, and WhatsApp opens a chat.
- Review Link sends people to leave a review. You choose a template and can edit the header and footer.
- Payment sends people to pay you.
- Funnel, Form, Survey, and Quiz let you pick something you already built in your account.
- Each type asks for different input, and the builder tells you what it needs.

Choosing a Destination Type – Tips & Guidelines

Tips

- Ask what the person should do next, then pick that type.
- Put a Review Link code at the register or on a receipt.
- Use Call on trucks, signs, and flyers.
- Some types depend on your plan or on what you built, so check if one is missing.

DO

- Match one code to one job
- Test the Call code with a phone
- Pick a built form from the list
- Confirm the Review Link fields on screen

DON'T

- Send every code to your home page
- Skip the phone number check
- Memorize the whole list
- Assume every type is on your plan

Styling Your Code

What It Is

Styling changes how a code looks without changing where it goes. You can set shape, dots, colors, a frame, header and footer text, and transparency.

How It Works For Your Business

- Click Next after filling in the type to reach the design screen.
- Choose a square, rounded square, or circle shape, then a dot style for the pieces inside.
- Set background, dot, and marker colors. Markers are the three large corner squares, and border and center can differ.
- Add a border or frame, then type header and footer text for your call to action.
- Use the background transparency (alpha) slider to make the background see-through.

Styling Your Code – Tips & Guidelines

Tips

- Keep the dots much darker than the background.
- Use short call to action text, like Scan to Book.
- A simpler look is easier for phones to read.
- Scan after every styling change.

DO

- Test every style with a phone
- Use strong contrast
- Keep the frame simple
- Write a clear call to action

DON'T

- Use low contrast colors
- Let the frame overpower the code
- Skip the scan test
- Write long header text

Logo, Background and Downloads

What It Is

You can place a small logo in the center, add a background image, and download the finished code as a PNG, SVG, or PDF file.

How It Works For Your Business

- Open the design screen and find the logo option to pick a preset or upload your own file.
- If your logo has a white box, look for the option that removes the background.
- Find the background image option and choose a soft, simple picture.
- Click Download and choose PNG for screens, PDF for print, or SVG for huge sizes.
- Click Save so the code stays in your list.

Logo, Background and Downloads – Tips & Guidelines

Tips

- Keep the logo small so it does not cover the dots.
- When unsure, download both a PNG and a PDF.
- Screen is PNG, print is PDF, huge is SVG.
- Open the file after you download to check it.

DO

- Use a clean, simple logo
- Scan after adding a logo
- Pick the file type for the job
- Open the downloaded file

DON'T

- Use a huge logo
- Use a busy background photo
- Send a PNG to a big banner
- Skip checking the download

vCard, Business and Profile Cards

What It Is

A vCard code adds your contact details to a phone when scanned. Business Card and Profile Card options go further with a hosted card page for your details and links.

How It Works For Your Business

- Choose vCard as the destination, then fill in the contact detail fields it shows.
- Scan the code with a phone to see the contact offered for saving.
- Look for the Business Card and Profile Card options in the builder.
- A hosted card page can hold items like a photo, links, and buttons.
- Style the code itself the same way you style any other code.

vCard, Business and Profile Cards – Tips & Guidelines

Tips

- Use details you want strangers to have, like a work phone and email.
- Test the code on a phone you do not use for work.
- Keep card page links to the few that matter most.
- Check what fields the builder shows, as options can change.

DO

- Include only public contact details
- Scan to confirm the contact saves
- Add a clear photo or logo
- Keep card buttons few

DON'T

- Add private numbers
- Skip the phone test
- Crowd the card with links
- Assume fields never change

Bulk Creation From a CSV

What It Is

Bulk creation makes many codes at once from a spreadsheet file. It is useful for many locations, products, or events.

How It Works For Your Business

- Click the Create Bulk QR Codes icon on the QR Codes page.
- Download the CSV template. It has url and name columns.
- Fill in one row per code, then upload the file.
- Choose the folder the new codes should go into, then click Upload.
- Watch the progress counter and review any error rows after.

Bulk Creation From a CSV – Tips & Guidelines

Tips

- Fix error rows in your spreadsheet and upload only those again.
- Use clear names so the new list is easy to scan.
- Start with a few rows to test before a big upload.
- Make sure every url starts with https.

DO

- Use the template as given
- Pick a folder before you upload
- Test a small file first
- Review error rows

DON'T

- Change the column names
- Upload without checking urls
- Start with hundreds of rows
- Ignore the error rows

Folders, Bulk Actions, Renaming

What It Is

Folders group codes, and bulk actions let you move or delete many codes at once. You can also rename codes and copy a code's link quickly.

How It Works For Your Business

- Create folders for events, locations, or clients to group related codes.
- Use the checkboxes to select several codes at once.
- Use bulk move to send selected codes to a folder, or bulk delete to remove them.
- Rename a code in place to keep names clear and current.
- Use the Copy Link shortcut when you need a code's link fast.

Folders, Bulk Actions, Renaming – Tips & Guidelines

Tips

- Set up folders before your list gets long.
- Double-check the selection before bulk delete.
- Rename test codes right away so they do not clutter the list.
- Remember that a deleted code that is printed stops working.

DO

- Group codes in folders
- Check selections before acting
- Rename codes as plans change
- Use Copy Link for sharing

DON'T

- Bulk delete in a hurry
- Leave codes named Test
- Select everything by mistake
- Delete printed codes

Tracking Scans With Analytics

What It Is

Analytics shows how often your codes are scanned. You can see scan counts for each code and look at a chosen date range.

How It Works For Your Business

- Click the Analytics button on the QR Codes page.
- Read total scans and unique scans. Unique counts each person once.
- Compare scan counts across your codes to see which place works.
- Pick a date range to look at a certain event or week.
- Return after a campaign ends to see how it did.

Tracking Scans With Analytics – Tips & Guidelines

Tips

- Name codes by place so the scan counts mean something.
- Check Analytics a week after you print a new code.
- Use unique scans to see how many different people scanned.
- Use one code per place to compare them fairly.

DO

- Check analytics regularly
- Use a date range for events
- Compare codes by place
- Keep names clear

DON'T

- Reuse one code in many places
- Compare unlike date ranges
- Ignore low scan counts
- Judge by one day only

Key Terms Glossary

QR code

A square picture your phone camera reads like a link.

Dynamic code

A code whose destination you can change without reprinting.

Destination type

What a code does when scanned, such as open a site.

URL

The full web address of a page, starting with https.

Markers

The three large squares in the corners of a code.

Dot style

The shape of the tiny pieces inside the code.

Call to action

Short words telling people what to do after they scan.

Alpha slider

The control that makes the background see-through.

PNG

A picture file for websites, email, and social posts.

SVG

A file that stays sharp at any size.

vCard

A code that adds your contact details to a phone.

Unique scans

Each person counted once, even if they scan again.

Getting Help

Your software changes over time, so a button, menu, or label may look a little different from what you see here. If something does not match, check the in-app help for QR Codes or look for the option with the closest name.