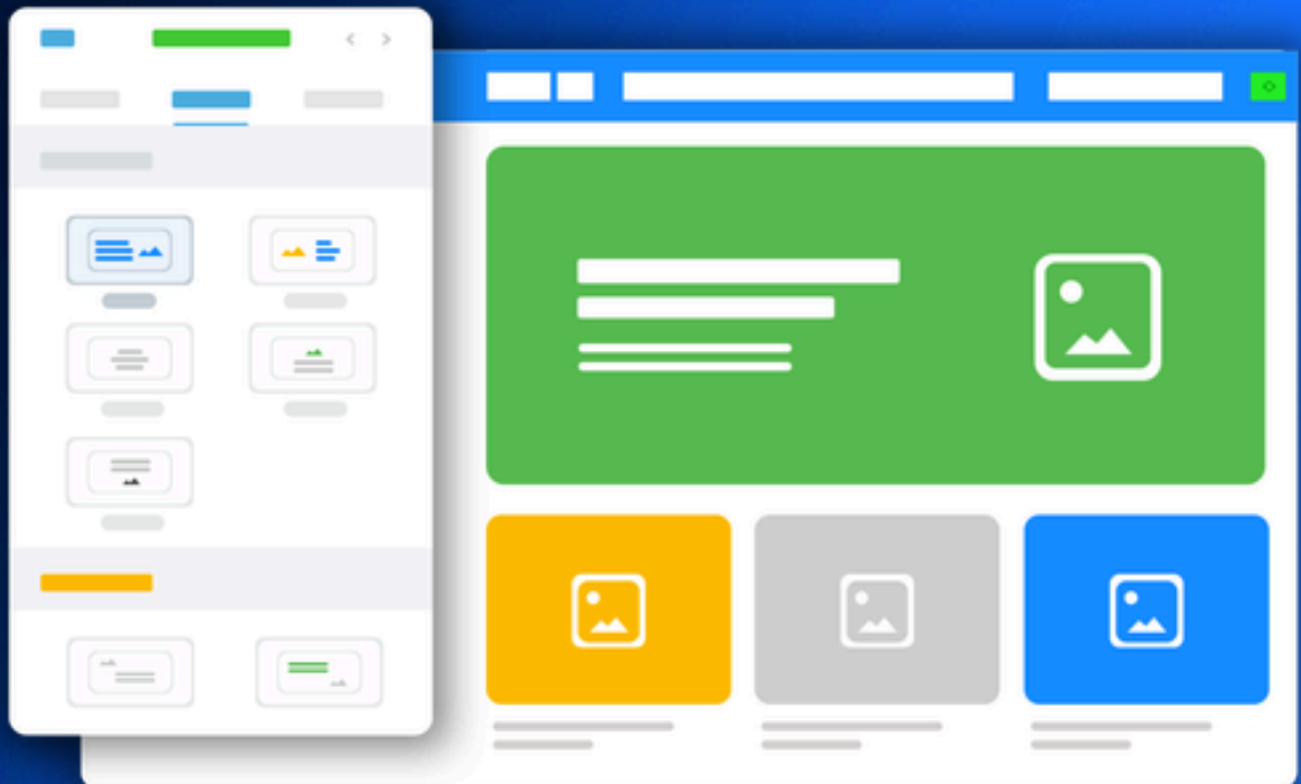


REFERENCE GUIDE

Website & Funnel Builder

Website & Funnel Builder Essentials



Builder Screen and Page Layers

What It Is

One editor builds funnel steps, website pages, webinar pages, blog posts, and store pages. Every page stacks Section, Row, Column, and Element.

How It Works For Your Business

- Search for Funnels or Websites, open a step or page, and click Edit to load the builder.
- The left panel has Add Elements, Layers, and Pages. The middle is the canvas. The right is the settings sidebar.
- The sidebar has three tabs: General for content, Styles for spacing and visibility, and Animations for effects.
- The top bar holds the Desktop and Mobile toggle, Popup Settings, Cookie Consent, Versions, Preview, Save, and Publish.
- Open Layers and click a section, a row, a column, and an element to see how they nest.

Builder Screen and Page Layers – Tips & Guidelines

Tips

- When lost, click the thing you want to change and read the right sidebar.
- Use Layers to see which level you grabbed when something will not move.
- Check Mobile view often, since many visitors use phones.
- Top bar icons can be in a different order in your account, so look for the names.

DO

- Click through Layers to learn the levels
- Click an item to see its settings
- Switch to Mobile view often
- Use the Pages panel to jump around

DON'T

- Panic at all the panels
- Guess which level you grabbed
- Only build on desktop view
- Skip the Layers outline

Sections, Rows and Columns

What It Is

Sections are full-width bands that hold rows. Rows hold columns, and columns hold elements. Good structure makes every element land where you expect.

How It Works For Your Business

- Click Add Section and choose full width for edge to edge bands or wide for a centered content area.
- Click Add Row inside a section and pick a column layout such as one, two, or three columns.
- Drag a row into another section and watch the drop line. Layers works for dropping too.
- Nesting puts a layout inside another one, like a mini grid inside a column.
- Click a section to set Background, padding, and margin. Hover for the toolbar to duplicate or delete it.

Sections, Rows and Columns – Tips & Guidelines

Tips

- Use one row for one job, such as a headline row and a button row.
- Keep nesting to three or four levels so the page stays fast.
- Name sections like Hero, Benefits, and Footer in the sidebar.
- Duplicate a good section, then swap the words to build faster.

DO

- Pick wide for most content
- Use full width for color bands
- Duplicate sections you like
- Fix drops in the Layers panel

DON'T

- Pile everything into one row
- Nest ten levels deep
- Rebuild a section from scratch
- Leave sections unnamed on long pages

Text, Image and Button Elements

What It Is

Headline, Paragraph, Image, and Button are the four basics of most pages. A button needs an action so a click leads somewhere.

How It Works For Your Business

- Click Add Elements, the plus icon on the left, and drag a Headline or Paragraph into a column.
- The Paragraph element gives you a rich text toolbar for bold, headings, lists, superscript, and subscript.
- On an Image, upload a file or pick one from your media library, then fill in the alt text.
- On a Button, the General tab holds the text and sub-text. Link To sets what happens on click.
- Actions can include Go to URL, Next Step, Open Popup, Scroll, Download File, Call, SMS, and Email.

Text, Image and Button Elements – Tips & Guidelines

Tips

- Use one main headline per page and smaller headings below it.
- Write alt text in a few plain words describing the picture.
- Shrink huge images before upload so the page loads fast.
- Use Next Step in a funnel and Download File to hand over a PDF.

DO

- Set an action on every button
- Keep paragraphs short
- Add alt text to images
- Test each action in Preview

DON'T

- Leave a button with no action
- Use bigger text instead of a heading
- Upload giant image files
- Skip alt text

Styling with the Settings Sidebar

What It Is

The right sidebar controls how an element looks. General covers words and colors, Styles covers space and shape, and the color picker saves your brand colors.

How It Works For Your Business

- On the General tab, set the element name, font family, size, weight, line height, and letter spacing.
- Set text, background, and link colors from the color squares. Click one to open the color picker.
- On the Styles tab, set margin, padding, border width, style, and radius, plus alignment and shadow.
- Use Visibility to hide an element on desktop or on mobile.
- In the color picker, click + Add to save a named color, or turn on Gradient for linear, angular, or radial blends.

Styling with the Settings Sidebar – Tips & Guidelines

Tips

- Use one font for headlines and one for paragraphs.
- Check contrast. If it is hard to read, change a color.
- Try about fifteen pixels of padding, a border radius, and a soft shadow on buttons.
- Container Size can differ in mobile view without changing desktop.

DO

- Save your brand colors by name
- Keep gradients subtle
- Check text contrast
- Round button corners a little

DON'T

- Mix many fonts on one page
- Use rainbow gradients
- Crowd a button with no padding
- Skip the mobile size check

Save, Preview and Publish

What It Is

Save stores a draft version, Preview shows the page like a visitor sees it, and Publish makes it live. The Live tag shows which version is public.

How It Works For Your Business

- Save stores your work as a new draft version. It does not put the page live.
- You may see a saving or auto saved note in the top bar as your software protects your work.
- Preview opens the page as a visitor sees it, so click buttons, test forms, and check mobile.
- Publish makes your saved version live. If no domain is connected, a popup asks you to attach one.
- Click the clock icon to open Versions and look for the Live tag next to the version visitors see.

Save, Preview and Publish – Tips & Guidelines

Tips

- Save after every chunk of work to build restore points.
- Read the page out loud in Preview to catch typos.
- To fix a typo after publishing, edit, Save, then Publish again.
- Publishing without saving first sends all changes since the last publish live.

DO

- Preview before you publish
- Save often
- Check the Live tag in Versions
- Test on mobile in Preview

DON'T

- Assume Save means live
- Skip reading the page
- Publish half-finished work
- Ignore the domain popup

Mobile View and Device Visibility

What It Is

Mobile view lets you edit the phone version of a page without changing the desktop version. Visibility settings hide items on one device.

How It Works For Your Business

- Click the Mobile icon in the top bar, then click Desktop to switch back.
- In Mobile view, change a headline font size and the desktop version stays the same.
- Open Styles, then Visibility, to hide an element or section on mobile or on desktop.
- Look for Advanced Image Settings to use different image settings for mobile and desktop.
- Preview both views before you publish.

Mobile View and Device Visibility – Tips & Guidelines

Tips

- Check Mobile view after every big change.
- Hide a large image on mobile if it crowds the screen.
- Mobile edits only change the phone view, so make them in Mobile view.
- Compare both views side by side in Preview.

DO

- Edit text sizes in Mobile view
- Hide big images on phones
- Preview both views
- Test taps on buttons

DON'T

- Edit mobile in Desktop view
- Hide a needed button
- Publish without a mobile check
- Assume desktop looks the same

Content Elements and Saved Sections

What It Is

Beyond the basics, the page builder has Form, Video, Countdown Timer, and FAQ elements. You can also save sections and single elements to reuse them.

How It Works For Your Business

- Drag in a Form element and pick an existing form or build one inside the site builder.
- Add a Video element with hosted video upload, a Countdown Timer with its end-date and action settings, or an FAQ.
- The panel also lists Image Slider, Photo Gallery, Pricing Table, Testimonial, Logo Showcase, and Number Counter.
- Select a section, choose Save Section, and pick Universal, Global, or Template. Name it and check the preview.
- Reuse saved work from Add Section, then Saved Assets, then Sections. Save a button as a Universal Element too.

Content Elements and Saved Sections – Tips & Guidelines

Tips

- Universal syncs across all assets, Global syncs within this funnel or site, and Template is a static copy.
- A Global Section alert appears when you edit a synced section.
- Prebuilt buttons, images, and progress bars are in the left design bar.
- Pick Template when you want a copy you can change freely.

DO

- Use Universal for one shared footer
- Name saved sections clearly
- Pick the right save type
- Test forms in Preview

DON'T

- Edit a synced section by accident
- Save copies with vague names
- Use Universal when you want a copy
- Skip testing the countdown

Popups, Animations and Scroll Actions

What It Is

Popups are small windows that appear over a page. Animations add movement, and button actions can show, hide, or scroll to other elements.

How It Works For Your Business

- Open Popup Settings in the top bar, click + Create New Popup, name it, and use the pencil icon to edit it like a section.
- On the popup Settings tab, Show Popup On lets you choose Delay in seconds, Exit Intent, or None.
- Set the popup position, overlay, and max width per device. Reorder multiple popups by their drag handle.
- Link a button to a popup with Link To, then Open Popup.
- On the Animations tab, pick an entrance animation such as Fade, Slide, Bounce, or Zoom, then set direction and speed.

Popups, Animations and Scroll Actions – Tips & Guidelines

Tips

- Use Clear to remove an animation you no longer want.
- Buttons can use Hide Elements, Show Elements, or Scroll to Element actions.
- Entrance animations can be added to sections, rows, and columns.
- Use animation lightly so the page stays easy to read.

DO

- Name popups clearly
- Test popups in Preview
- Use gentle animations
- Check popup size on mobile

DON'T

- Stack many popups on one page
- Animate everything
- Skip the max width setting
- Forget a close option

Custom Code, Versions and Cookie Consent

What It Is

Advanced settings let you add custom styling, tracking code, and fonts. Version history and the Cookie Consent banner help you protect and manage a page.

How It Works For Your Business

- Use Custom CSS in page settings, or the Custom Class and CSS Selector fields on an element.
- A Custom Code element lets you add HTML or JavaScript right on the page.
- Tracking Code can go in page settings or in funnel or site settings, in the head and body areas.
- Tracking code is not copied when you clone a page, so add it again on the new page.
- Click the clock icon to preview a version, then use Restore Version or Publish from that version. Check the Cookie Consent icon for settings.

Custom Code, Versions and Cookie Consent – Tips & Guidelines

Tips

- Cookie Consent has tabs for General, Layout, Customizable Text, and Region-Based Display.
- Audit Logs show who changed what in a funnel or site.
- You can add a custom font and use it in typography settings.
- Change heading tags such as H1 and H2 in the text toolbar.

DO

- Add tracking code once per page
- Preview a version before restoring
- Turn on cookie consent if needed
- Use Audit Logs to review changes

DON'T

- Paste code you do not understand
- Expect tracking code to copy over
- Restore without previewing
- Skip the privacy link

Key Terms Glossary

Section

A full-width band on the page that holds rows.

Row

A part of a section that holds columns.

Column

A space inside a row that holds elements.

Element

A single item such as a headline, image, button, or form.

Layers

A panel that outlines everything on the page.

Canvas

The middle of the builder where the page appears.

Alt text

A short description of an image for visitors and search engines.

Padding

Space inside an element, between its edge and its content.

Margin

Space outside an element, between it and its neighbors.

Live tag

A label in Versions marking the version visitors see.

Universal

A saved section or element that syncs across all assets.

Exit intent

A popup trigger that fires as a visitor moves to leave.

Getting Help

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