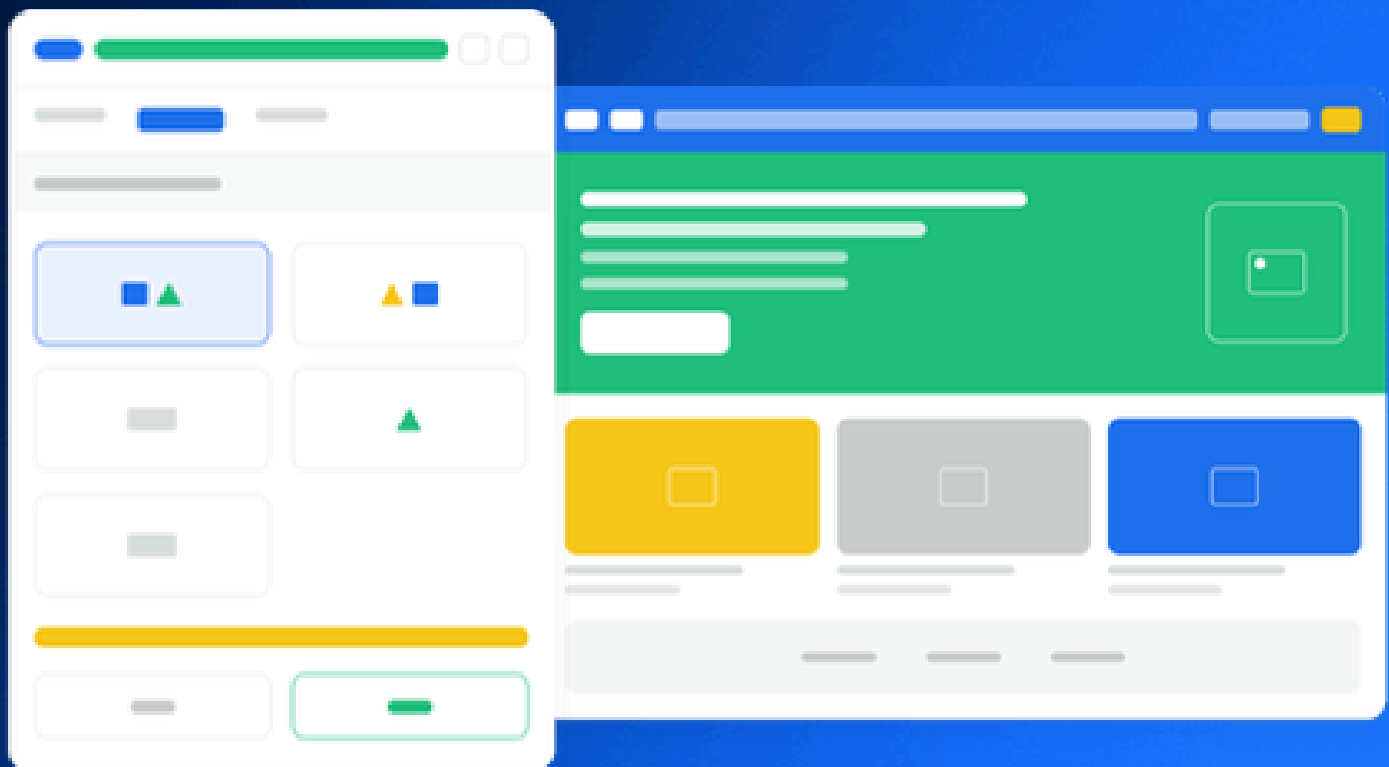


REFERENCE GUIDE

Websites

Build, organize, and launch your site



Websites List and Site Tabs

What It Is

The Websites list shows every site you own as a card. Inside a site, a row of tabs holds the Pages grid, Settings, Products, and Stats, and you may also see a Payments tab.

How It Works For Your Business

- Search for Websites to see every site as a card.
- Use New website on the list to start a new site.
- Open the three-dot menu on a card to see what you can do with that site.
- Open a site to land on the Pages grid, then use the tabs across the top.
- Click Edit on a page card to open that page in the builder.

Websites List and Site Tabs – Tips & Guidelines

Tips

- Treat the list as your lobby for every site you own.
- Come back to the row of tabs when you feel lost.
- Read each three-dot option before you click it.
- Some tabs may only show in some accounts.

DO

- Open sites from the list
- Click through every tab once
- Read menu options first
- Use clear site names

DON'T

- Click Delete by habit
- Skip the tabs
- Edit before you look
- Name sites Test 1 and Test 2

Creating a Site

What It Is

You start every site with New website. From Templates gives you ready-made pages, and From Blank gives you an empty site.

How It Works For Your Business

- Click New website and choose how you want to start.
- From Templates opens a library. Click one to preview its pages first.
- Select a template, name your site, and click Create. Follow the on-screen order.
- From Blank asks for a name and creates an empty site.
- Rename a site any time in the Settings tab by editing the site name and saving.

Creating a Site – Tips & Guidelines

Tips

- Look at a template's structure, not its colors and photos.
- Choose a template when you want speed.
- Choose blank when you know the layout you want.
- Practice on a test site before a real one.

DO

- Preview a few templates
- Check the pages it creates
- Name the site clearly
- Rename in Settings

DON'T

- Pick on color alone
- Skip the preview
- Leave a vague name
- Build on a client site first

Pages, Paths and Order

What It Is

Each page has a Page Name for you and a URL Path for visitors. You add pages from the Pages drawer in the builder and organize them there or on the Pages grid.

How It Works For Your Business

- In the builder, open the Pages drawer and click Add New Page.
- Fill in Page Name and URL Path, then create the page.
- Use Search in the drawer to filter pages as you type.
- Drag a page by its handle to reorder, in the drawer, page selector, or Pages grid.
- Look for clone and delete options on the Pages grid cards.

Pages, Paths and Order – Tips & Guidelines

Tips

- Make the path match the name, like Pricing and /pricing.
- Use nested paths like /services/roofing for tidy folders.
- Use lowercase letters, numbers, and hyphens only.
- Go no deeper than five levels and skip trailing slashes.

DO

- Keep paths short
- Use lowercase
- Order pages on purpose
- Clone for similar pages

DON'T

- Use double slashes
- Add a trailing slash
- Name paths page-two-final
- Delete without checking

Navigation Menus

What It Is

The Navigation Menu element is the row of links that helps visitors find your pages. It supports dropdowns, mobile menus, and large mega menus.

How It Works For Your Business

- Drag Navigation Menu from Add Elements into your header section.
- Use Add Item, then New Menu Item, and link to a page, outside address, or page spot.
- Look for a popup link option too, as the help center lists it.
- Use Add Sub Item under a parent for a dropdown. Standard dropdowns go one level deep.
- Choose the mega menu option for panels, or browse prebuilt mega menu headers.

Navigation Menus – Tips & Guidelines

Tips

- Keep labels to one or two words.
- Check mobile view for the hamburger icon.
- Keep hover effects subtle and text easy to read.
- Use a mega menu only when you have lots to show.

DO

- Test every link
- Check mobile view
- Match brand colors
- Keep labels short

DON'T

- Nest dropdowns deeper
- Link to the wrong page
- Use long labels
- Build a mega menu for five pages

Global Header and Footer

What It Is

A saved section can be reused. Global sections sync inside one website, so a header or footer is edited once and updates on every page.

How It Works For Your Business

- Select a section and click Save Section to choose a type.
- Universal syncs across your account, Global syncs inside one site, and Template is a plain copy.
- Name it clearly, like Main Header. The type cannot be changed once saved.
- Add it to other pages with Add Section, then Saved Assets.
- Build a footer with the Social Media Icons element and legal links, then save it as Global.

Global Header and Footer – Tips & Guidelines

Tips

- Choose Global for headers and footers on a single site.
- If you pick the wrong type, clone the section and save again.
- Watch for the global section alert when you edit.
- Add the header first and the footer last on new pages.

DO

- Save headers as Global
- Name sections clearly
- Link every social icon
- Add legal links

DON'T

- Pick Universal by mistake
- Rebuild the header per page
- Leave social icons unlinked
- Ignore the edit alert

Page SEO Meta Data

What It Is

SEO meta data is the information search engines and social sites read about a page. You set it in the page settings.

How It Works For Your Business

- Open the page settings and look for the SEO Meta Data section.
- Fill in the title, description, keywords, author, and social share image.
- Use the custom meta tags field if you need extra tags.
- Change heading tags on page text, such as H1 versus H2, where the text settings allow it.
- Use Preview to confirm the browser tab title shows what you expect.

Page SEO Meta Data – Tips & Guidelines

Tips

- Give every page its own clear title.
- Write a description in plain words that matches the page.
- Use one main heading, H1, per page.
- Add a share image so links look good when shared.

DO

- Fill in every page
- Write plain descriptions
- Check the browser tab
- Use one H1 per page

DON'T

- Copy one title to all pages
- Stuff in keywords
- Skip the share image
- Use H1 for every heading

Domains, Settings and Tracking

What It Is

A domain is your own web address. Site settings hold the name, domain, favicon, and tracking code that apply to every page.

How It Works For Your Business

- Search for Domains, click Connect a domain, and enter a root domain or a subdomain.
- Look for the Also add www toggle, then continue and authorize with your provider or use manual DNS.
- In the site Settings tab, pick the domain from the dropdown and choose the home page.
- A popup on Publish can help you attach a domain.
- Add head or body tracking code in site Settings for every page, or in a single page's box.

Domains, Settings and Tracking – Tips & Guidelines

Tips

- Test the live address after you publish.
- Use site-wide code only when every page needs it.
- Upload a favicon so your site shows its own icon in the tab.
- Save and check a published page after any change.

DO

- Test the live URL
- Upload a favicon
- Add code in one place
- Save and confirm

DON'T

- Paste code twice
- Skip the home page choice
- Forget to publish
- Guess at DNS settings

404 Page, Privacy Page, Redirects

What It Is

A custom 404 page catches broken links. A privacy page and 301 redirects keep visitors and old addresses working.

How It Works For Your Business

- Add a page named 404 Error Page, design it with a menu and home button, and publish it.
- Search for Domains, open Manage, then Connected Products, and use the three-dot menu to set it as the default 404 page.
- Add a Privacy Policy page and link it from your footer and cookie consent banner.
- In URL Redirects, use + Add Redirect and enter the old address.
- Choose a path or the entire domain, pick a target of Custom URL, Funnel step, or Website page, then test.

404 Page, Privacy Page, Redirects – Tips & Guidelines

Tips

- Put a menu and home button on your 404 page.
- Link the privacy page in the footer.
- Search or edit redirects from the list when needed.
- Test the old address after adding a redirect.

DO

- Publish the 404 page
- Link privacy in the footer
- Test each redirect
- Pick the right target

DON'T

- Leave the default 404
- Hide your privacy page
- Redirect without testing
- Delete redirects blindly

Stats, Cloning and Indexing

What It Is

Stats show how your site performs. Cloning and importing copy sites, and indexing checks help search engines find your pages.

How It Works For Your Business

- Open the Stats tab for page views, opt-ins, and sales, and use the date range dropdown.
- Search for Websites, open Analytics, and pick a site for deeper charts and filters.
- Export a widget from its three-dot menu.
- Use Clone on a site, or import from a share link, and convert a funnel to a website with import.
- For indexing issues, check SEO settings, the robots and llms.txt options, and Site Audit (search for SEO).

Stats, Cloning and Indexing – Tips & Guidelines

Tips

- Pick a date range before comparing numbers.
- Use filters to narrow traffic by source or location.
- Clone a site when you reuse the same layout.
- Run the Site Audit when pages are not showing up.

DO

- Set a date range
- Filter your traffic
- Clone proven layouts
- Run a site audit

DON'T

- Compare mixed ranges
- Ignore traffic sources
- Import without checking
- Skip SEO settings

Key Terms Glossary

Websites list

The screen with one card for every site you own.

Pages grid

Every page of a site shown as cards you can open or drag.

Builder

The drag-and-drop editor where you design one page.

Template

A ready-made site you edit to fit your business.

URL Path

The end of a page's web address, like /pricing.

Nested path

A path with folders, like /services/roofing.

Navigation Menu

The row of links that helps visitors find pages.

Mega menu

A large drop-down panel with images, text, and links.

Global section

A saved section that syncs on every page of one site.

Meta description

A short summary of a page that search engines can show.

Favicon

The small icon shown in the browser tab.

301 redirect

A rule that sends an old address to a new one.

Getting Help

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