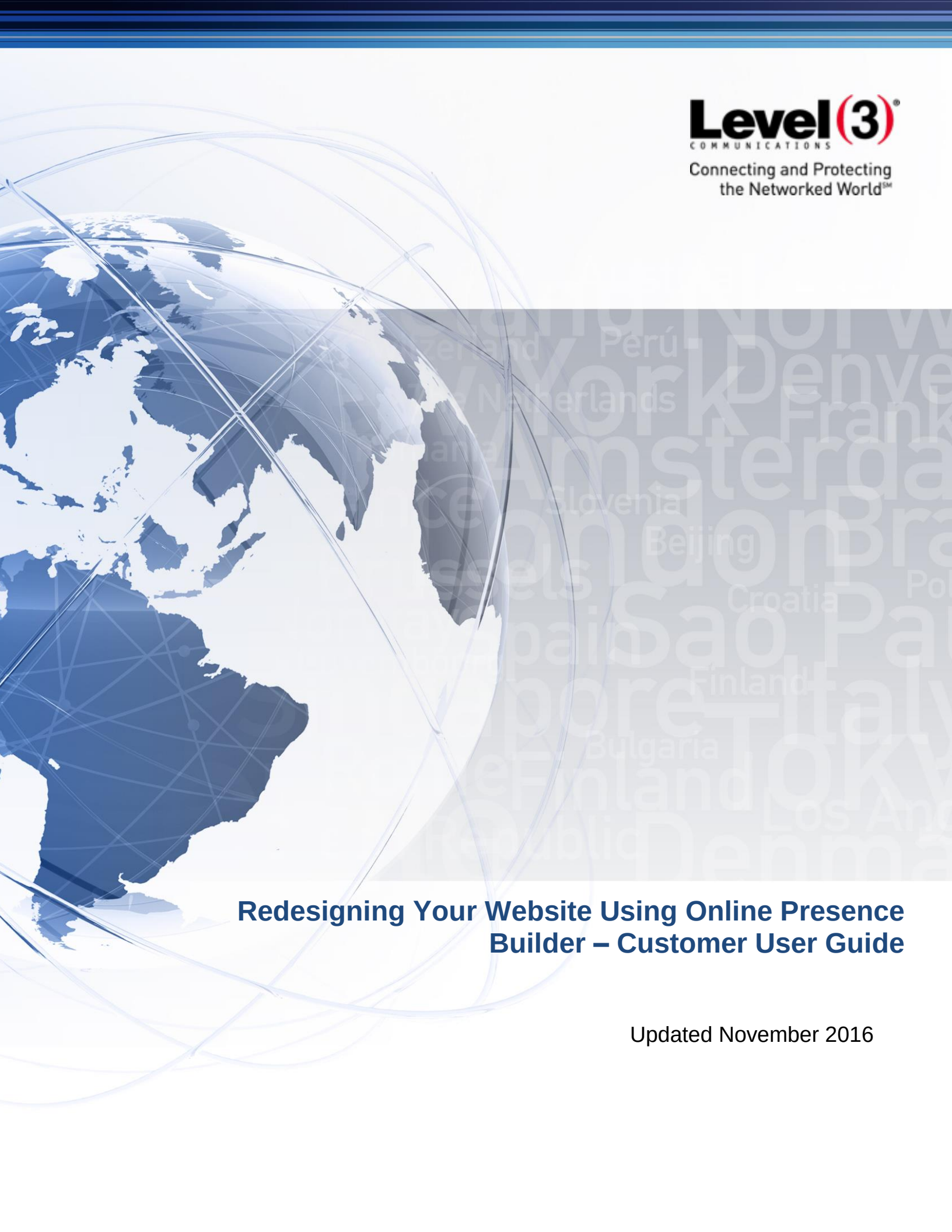

Level(3) COMMUNICATIONS

Connecting and Protecting the Networked World℠

Redesigning Your Website Using Online Presence Builder – Customer User Guide

Updated November 2016

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Getting Started

There's never been a better time to refresh your brand with a modern, mobile-accessible website! With the new Online Presence Builder, we've simplified the website building process to give businesses like yours a unified brand experience across various devices and platforms.

The Online Presence Builder gives you access to a variety of new tools and features that allow you to refresh your online presence in minutes:

- **New, modern designs**. Choose from engaging, SEO-friendly website themes that automatically look great on desktop, mobile and tablet devices.
- **New website elements.** We've added a ton of features to add personality to your website. Easily add photo galleries, videos, buttons, Facebook and Twitter widgets, contact forms, appointment scheduling, Google Maps, tables and lists, and more.
- **Add pages and layouts.** Easily add multiple pages with different layouts such as galleries, menus, FAQs and more.
- **New images.** Access a full gallery of modern, professional images ready for use on your website.

This guide will detail how to refresh your existing website with the new Online Presence Builder.

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Planning

Create a “website refresh” timeline to help ensure that you follow all steps for a successful refresh of your website with the new tool. We also recommend informing your customers that you’re enhancing your website to a mobile-friendly version. This helps communicate that your business is growing and staying up to date.

Here are the three basic steps to refreshing your website with the Online Presence Builder that will be covered in this guide:

Step 1:

- Back up/save your current site’s content and images to your computer.

Step 2:

- Access the Online Presence Builder application and set up your new website.
- Copy and paste content into the new tool.

Step 3:

- Once content and images are entered, preview the new website (do not publish yet) to ensure it aligns with your expectations.
- If the preview is to your satisfaction, click **Publish**.

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Back Up Your Website

Before you begin refreshing your website, we highly recommend that you make a backup of your current website content and images so that you can use them to build your new website.

To back up your images, simply open up your website in a browser and drag and drop the images on to your computer. Alternately, you can right-click each image on your site and choose **Save As**.

As an added precaution, we also suggest copying and pasting your website content into a Word document or any other text editor of your choice and organizing it by section.

Here is an example template you can use:

Home

<home page content goes here>

About Us

<about us content goes here>

Services

<services content goes here>

Contact Us

<contact us content goes here>

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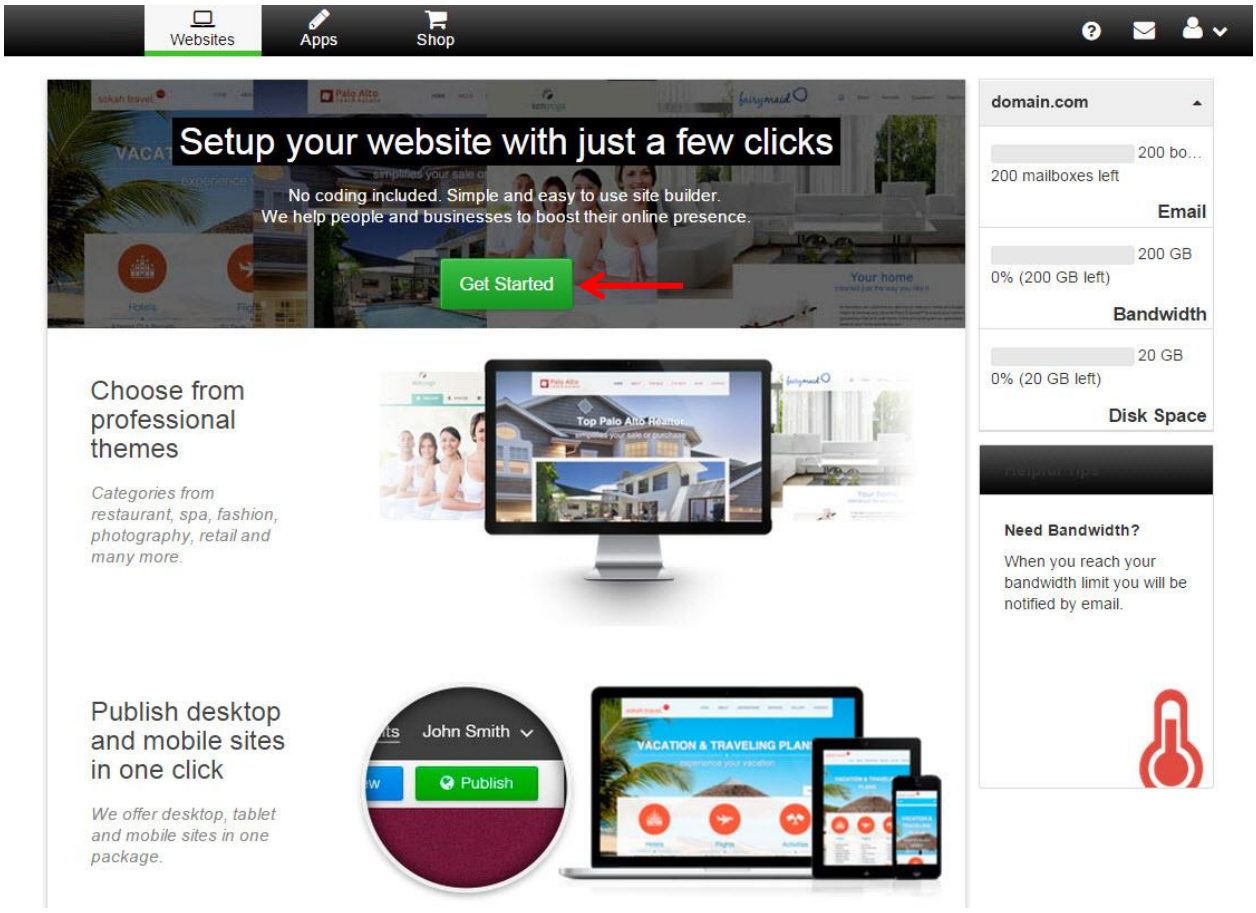
Refreshing Your Website

Now that you've successfully backed up your logo, images and content, it's time to access the Online Presence Builder to begin creating your new, mobile-ready website.

Set Up Your New Online Presence Site

In the Portal, select the websites tab in the top-left corner.

Click on the **Get Started** button to begin. Don't worry, your current website will not be overwritten until you click **Publish**, which we will cover below.



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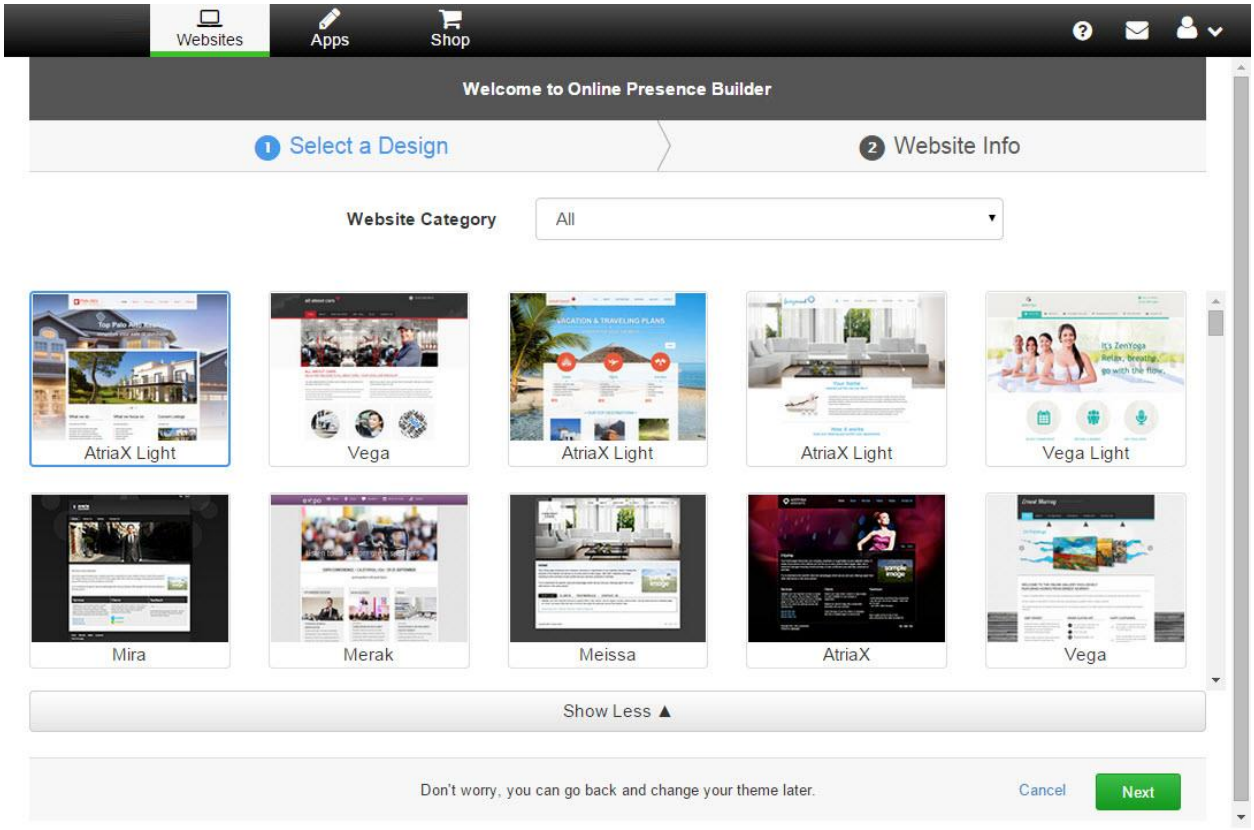
Once you've clicked **Get Started**, the next step will be to pick your business vertical industry and select a theme.



With the theme and business category selected, you can now fill out your basic Website Info. The Online Presence Builder will start by creating a basic framework for your website. You can also easily upload your logo to allow the tool to automatically insert it into your new website for you (we recommend sizing your logo to 245 x 150 pixels).

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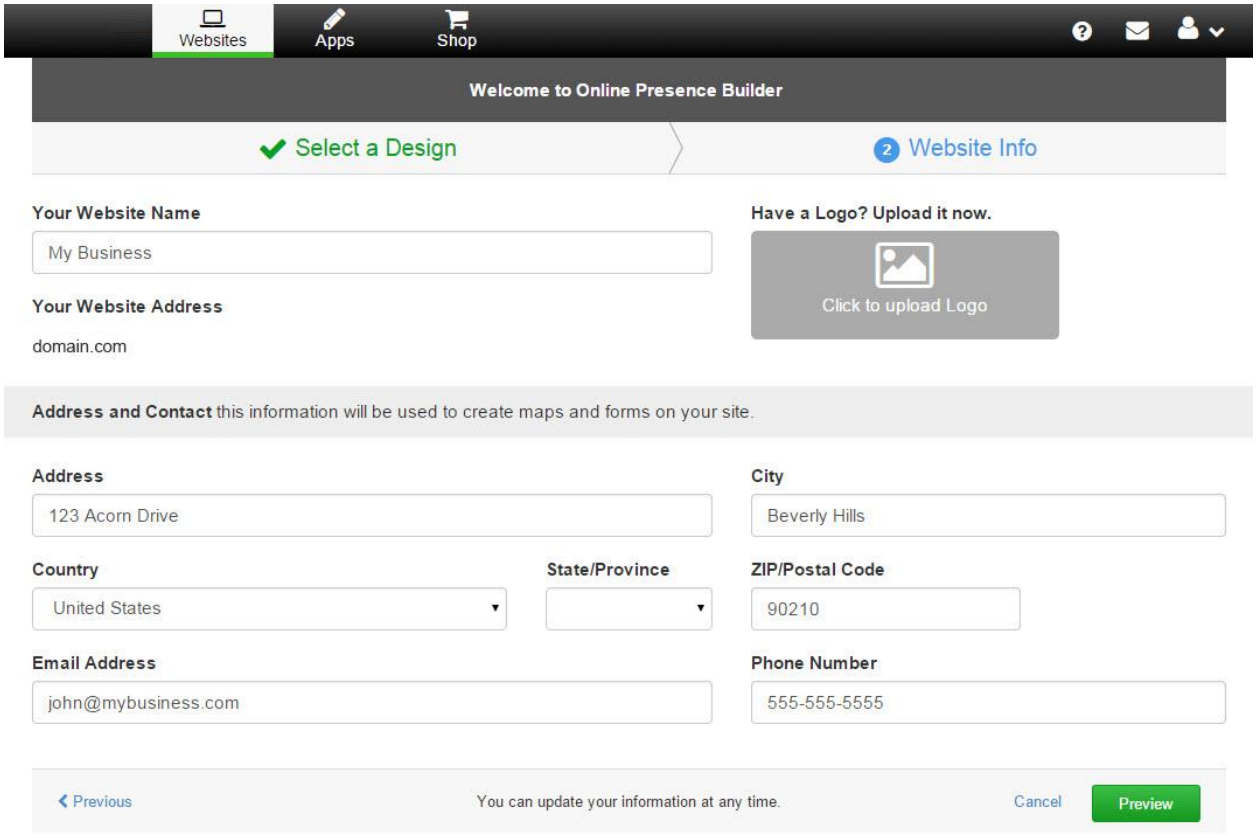

Once filled out, click **Preview** to review your auto-generated one-page website.

From your Preview screen, you can either click **Publish** to overwrite your one-page website as a start, or select **Edit** to make changes, add pages and more. Remember, by clicking **Publish** you will overwrite any website you have on your domain, so be sure you have made backups and are ready to publish your new website. Now that your one-page automatically-generated website is completed, you can simply click **Edit** to start customizing your new online presence.

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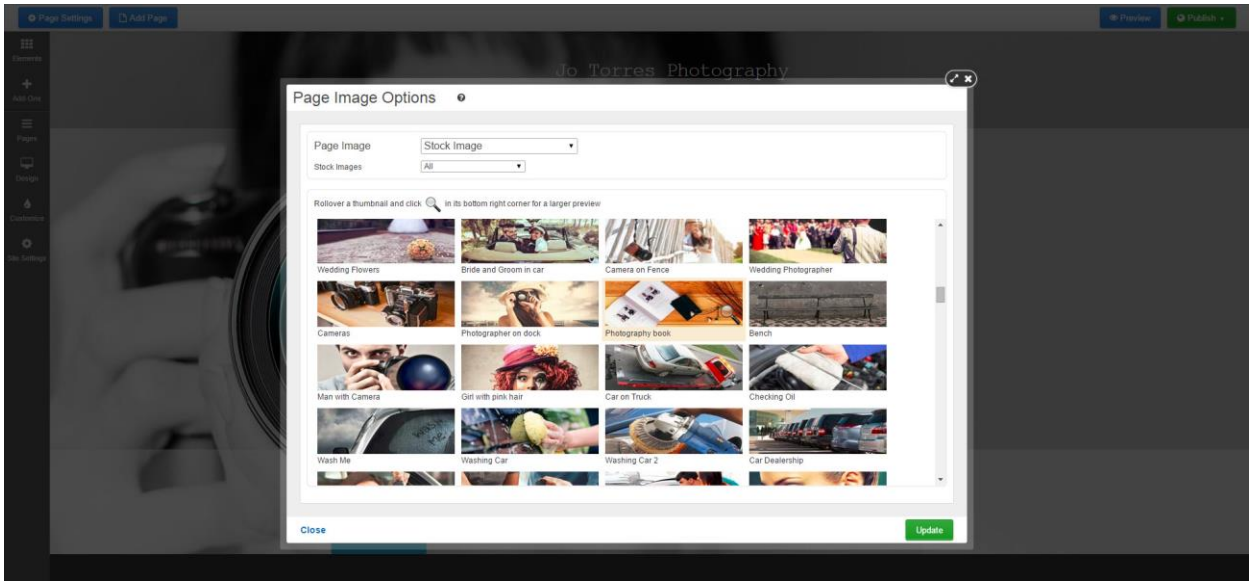
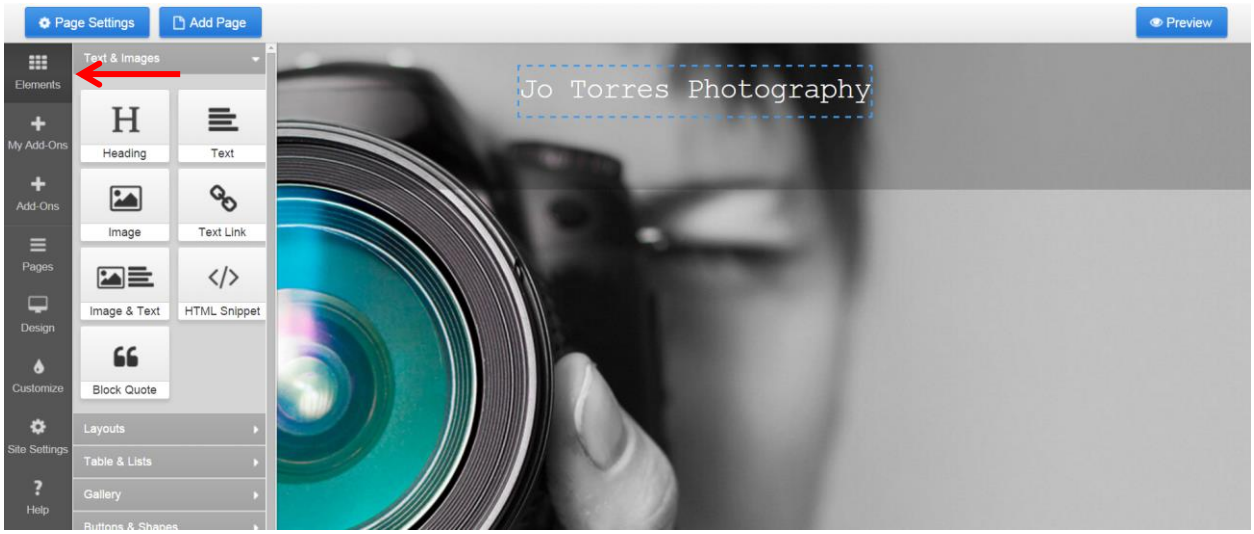
Customizing Your Online Presence Site

One of the first things you may want to customize is your main page image in the “hero” spot of your home page, which is the large, primary image at the top of your website. To do this, simply hover over the hero image and click anywhere on the image. This will bring up the Page Image Options box, where you can select from a variety of preformatted, high-quality images.



Alternatively, you can use any of the images that you saved from your current website (we recommend sizing your custom hero image to 1920 x 600 pixels).

With your main hero image in place, the next step is to start entering in content. To do this, simply access the Elements toolbar and drag the desired elements anywhere on the page that you would like to add content.



In the example below, we selected the “Image & Text” element and dragged it under the hero image.

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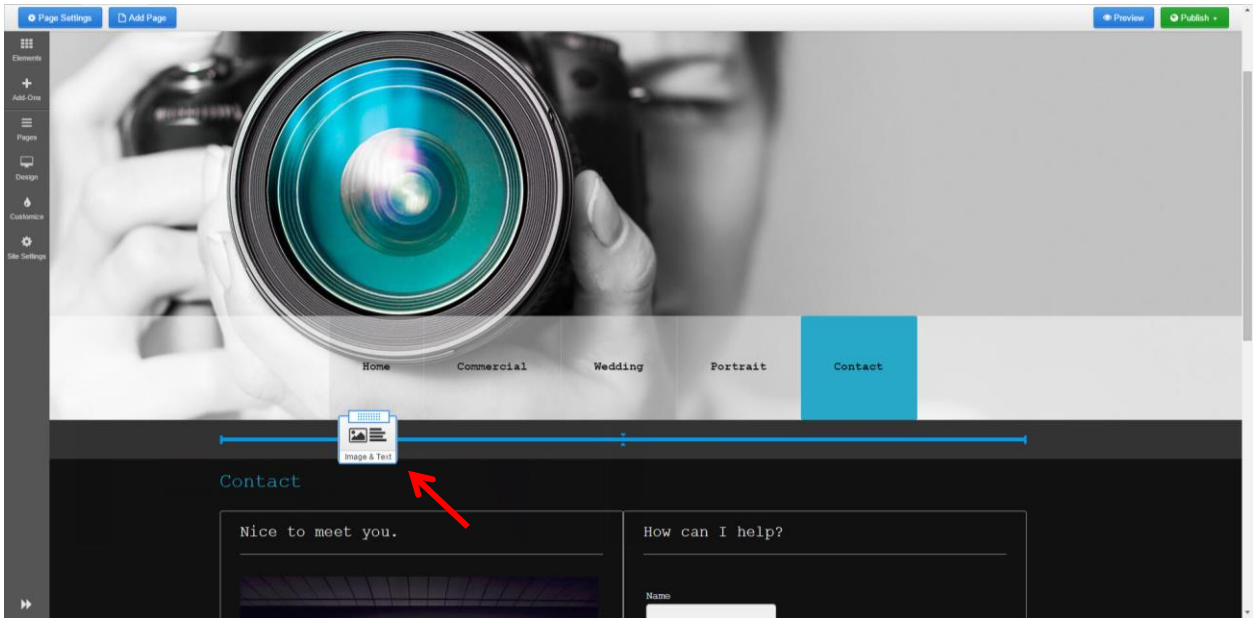
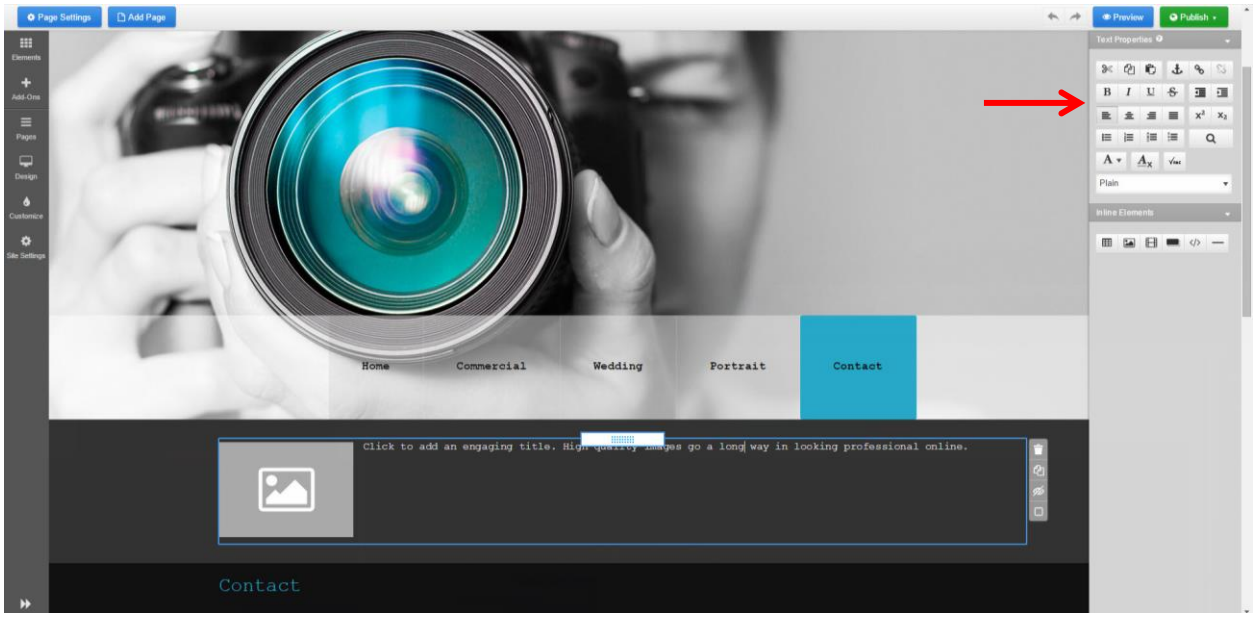


Double-click on elements you dropped onto your web page to edit. A new panel will appear on the right side of your screen.



To add images, simply drag the Images Element from the Elements toolbar into the area you want and upload the image of your choice from your backup.

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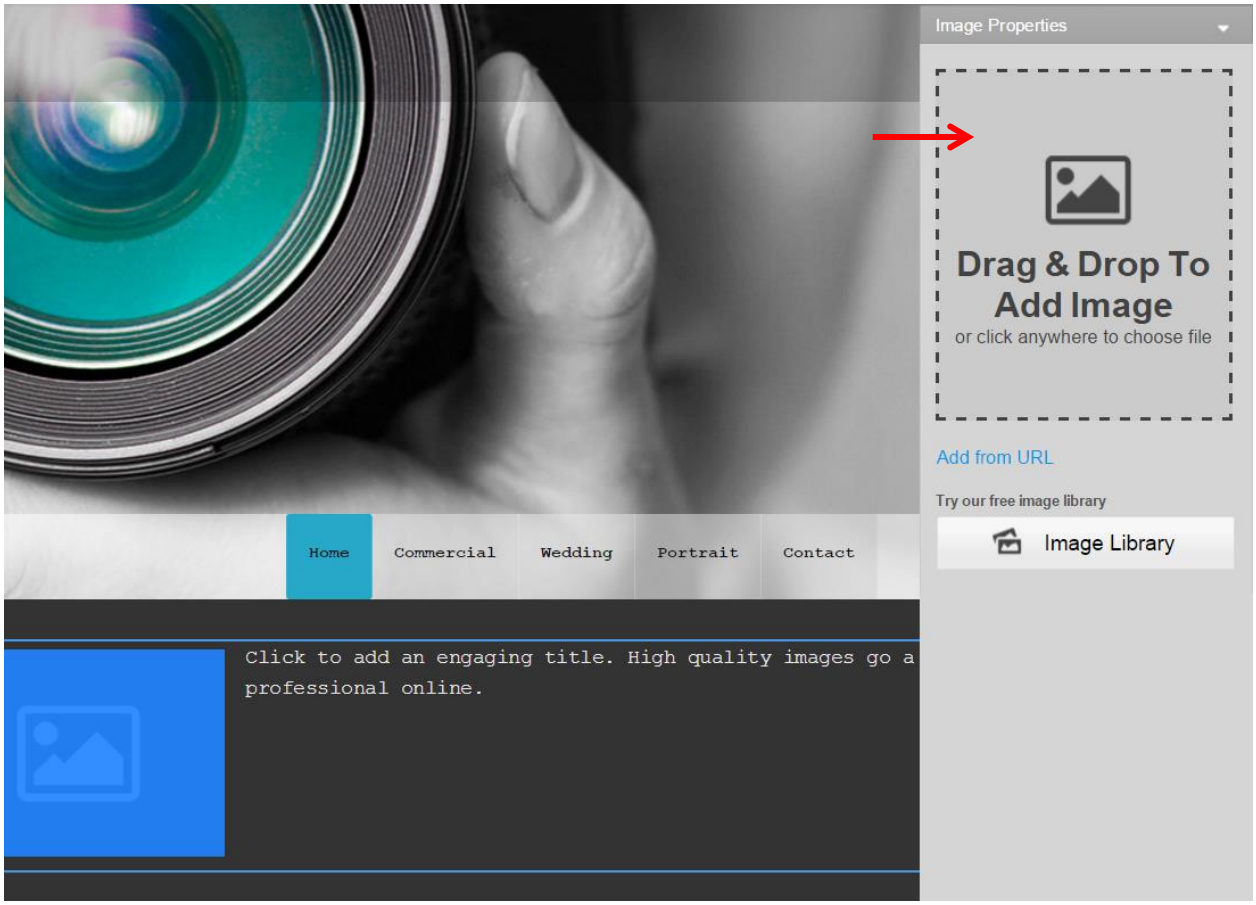

You can also use this opportunity to use fresh images.

Now that your text areas are set up, you can easily copy the content from your website or your content backup and paste it into the content area of your choice.

To do this, simply highlight the content snippet that you want to add from your current site and press Ctrl+C (or right-click your mouse and select **Copy**), then click the content area on your Online Presence site and press Ctrl+V to paste (or right-click your mouse and select **Paste**).

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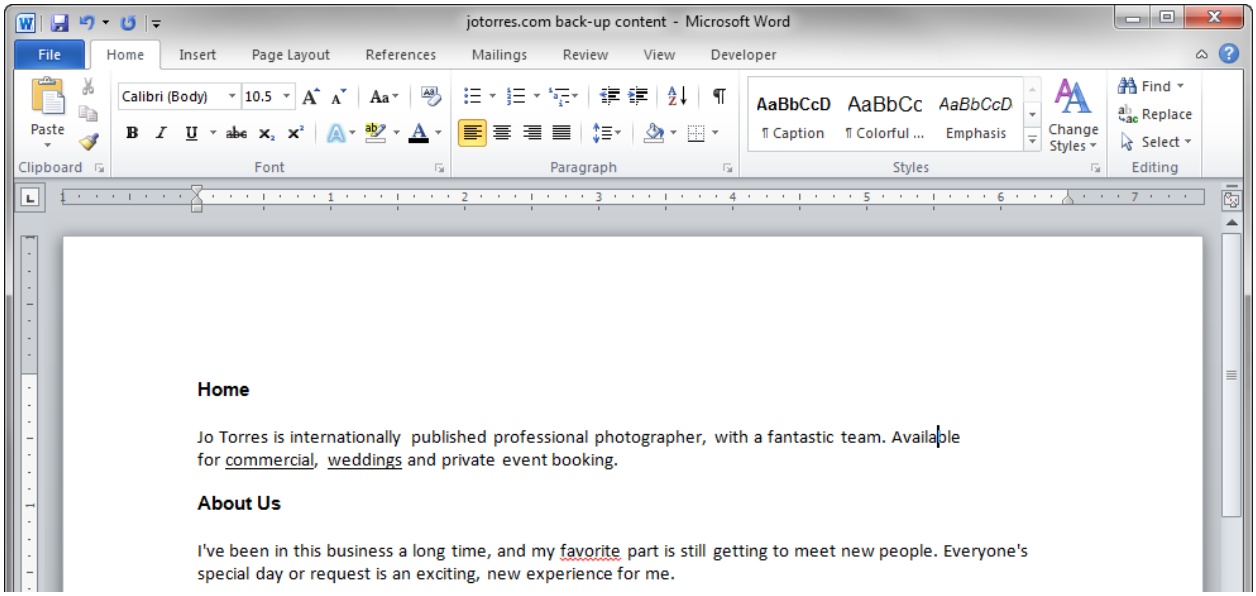
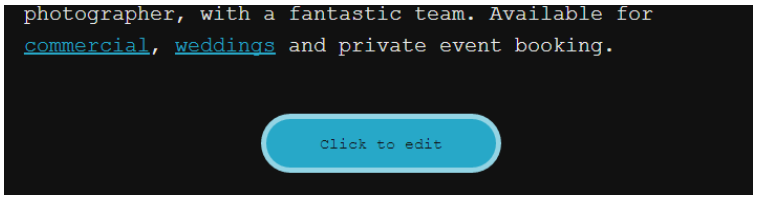
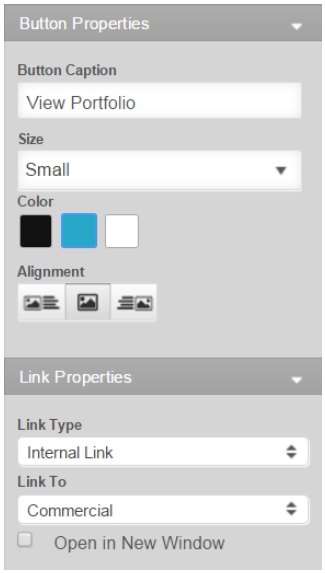


You can easily add other elements such as buttons by dragging the element into the desired area on the page. You will notice that a right panel slides into view, allowing you to rename your button and configure different button elements such as where it take users upon clicking it.

*In this example, we dropped a button element to our page. Click **Elements**> **Buttons & Shapes** and drag the Call to Action button to the desired spot on the page. You'll see a blue guideline to help you place it.*



Once you've placed your button, the right sidebar will appear for you to edit the button.



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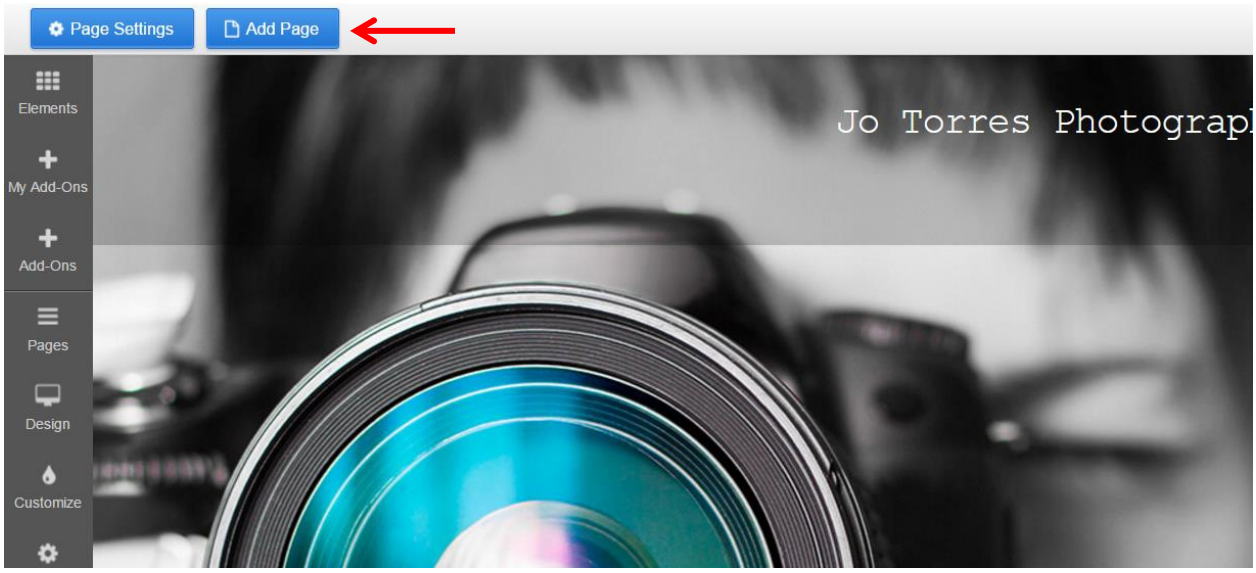
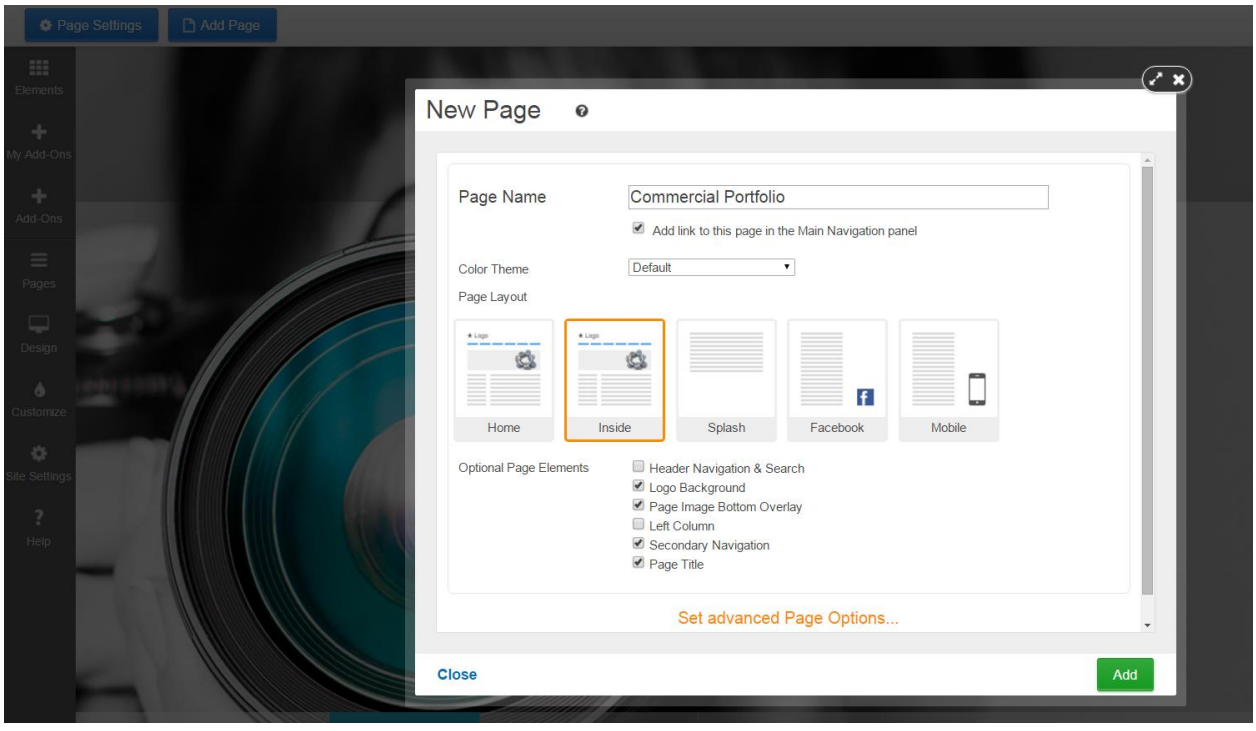
Now that you've created your home page, you can repeat this process with all of your additional pages.

*To add additional pages, click on the **Add Page** button at the top left.*



Clicking **Add Page** will open a dialog box where you can specify various page options such as your page name, layout, optional page elements, color theme and more. Simply choose the inside page layout.



Clicking on **Set Advanced Page Options** will give you access to more tools such as Search Engine Optimization, social sharing images and security settings.

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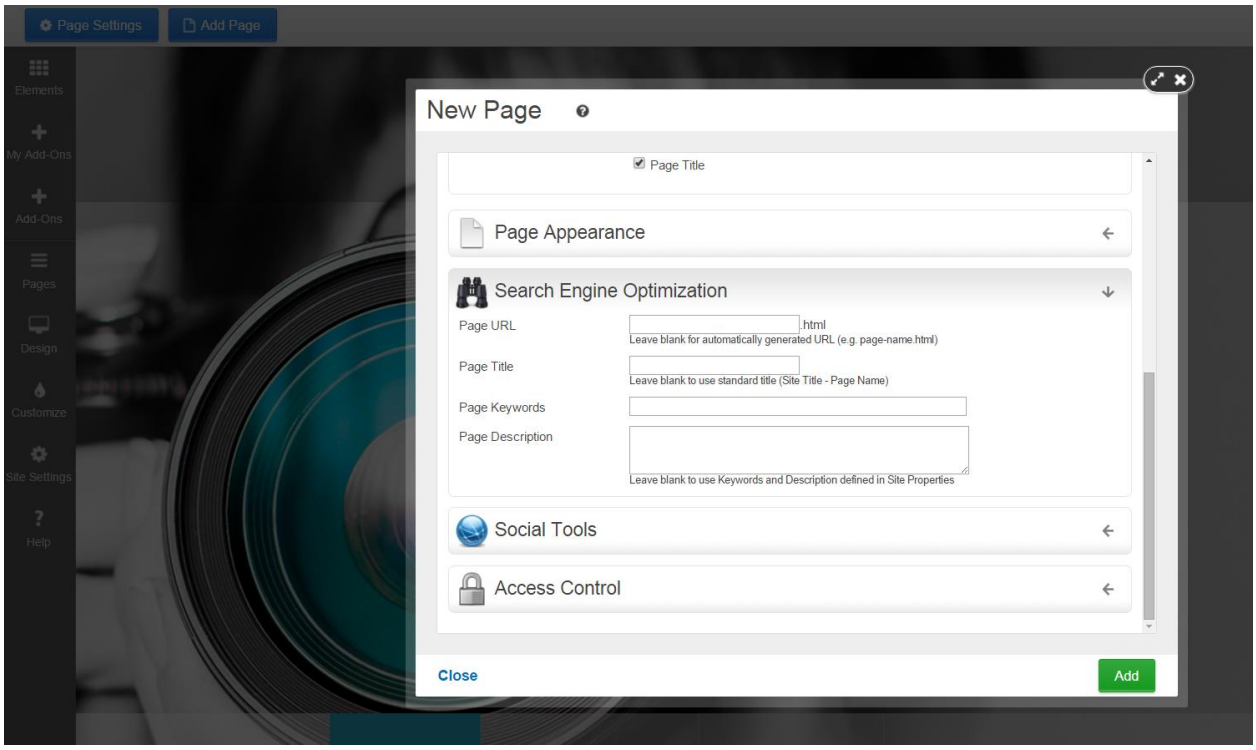

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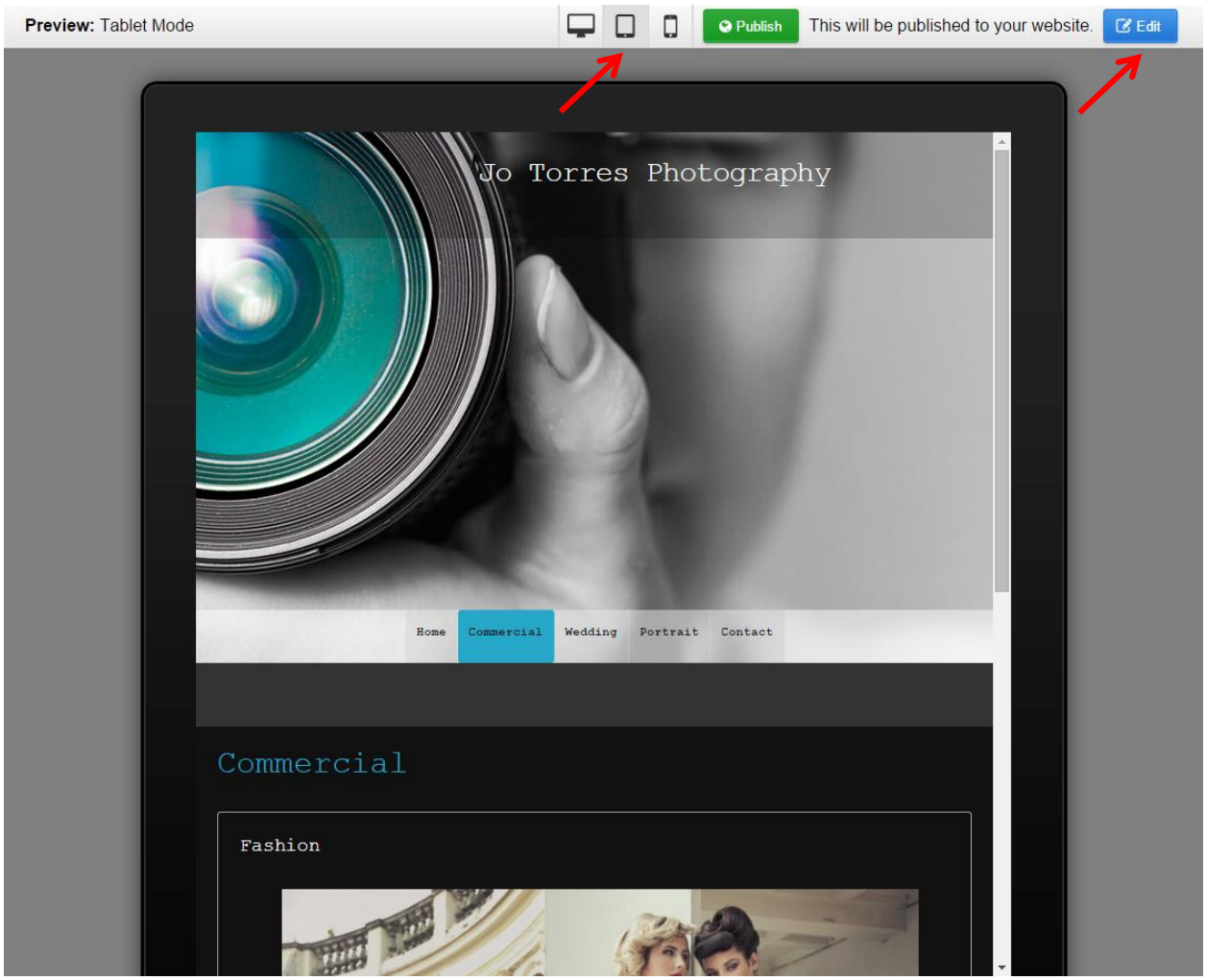
Previewing Your Website

At any time during your website refresh process, you can preview how your new site will look on desktop, tablet and mobile devices. To access the preview area, simply click on the **Preview** button.

From here, you can toggle between previewing your website on desktop, tablet and mobile views or return to the editor at any time by clicking **Edit**.



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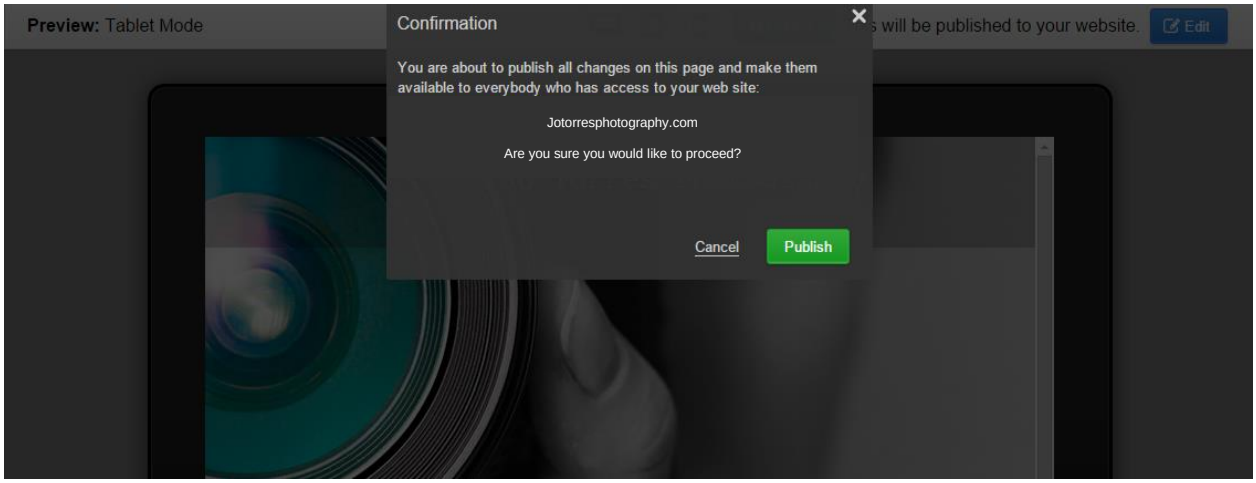
Publishing Your Website

Once satisfied with your new website refresh, you can push it live by clicking the **Publish** button in the top-right corner of either the Editor or Preview areas.

Clicking **Publish** will allow you to choose whether you want to publish your entire website or just a single page.

Please note, clicking Publish will overwrite your previous website.



That's it! Your new Online Presence is live and available to be seen on a variety of devices, from desktop to mobile. You can access the Online Presence Builder at any time to add pages, and make changes or updates.

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