

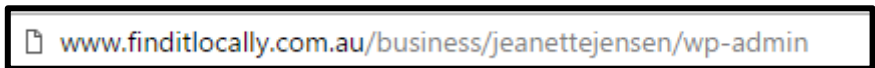
With this lesson you will explore the following

1. GENERAL AREA 2. TEST SEARCH FACILITIES 3. HEADER AREA

## 1. SETUP GENERAL AREA

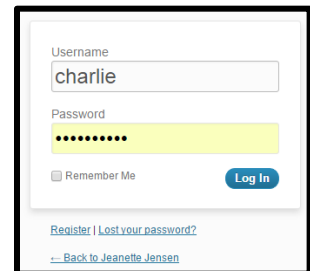
The General area controls functions that relate to the entire website such as Background Colour, Font and Details relating to Website Title, Website Description, Address Details which all relate to being listed with our www.finditlocally.com.au Search Engine & App plus listing with other search engines such as Google, Yahoo, etc.

**Step 1.** Login to your website.



### LOGIN

- Enter your **URL Login Address** to the Address bar
- \* The Login Page appears
- Enter your **Username** and **Password**
- Click on **Log In** button



**Step 2.** Activate the Website Editor page so we can work with the website. (Click on Website Editor tag on the main menu (left))

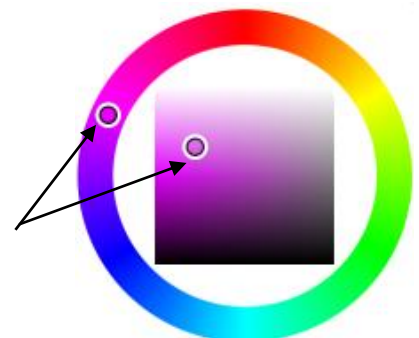
The General area will be actively displayed, at the top is the settings for your Site Font, Background Page Colour followed by the Page Background Image area.



**Step 3.** Select a Background Page colour.

### BACKGROUND PAGE COLOUR

- Click on the **Background Colour** bar
- \* The Colour Pallet will appear
- Click on a **colour from the outer circle** (move the mouse around)
- Click-drag the **colour indicator from the square area in the middle**
- \* Notice the Background Colour Bar is displaying the colour
- Find the colour you want (you can change this anytime you like)



**Step 4.** Perform the Save function (Click on the Save Options button located top right of the page)

**Step 5.** View the Frontend of your website to see the coloured background. *(Click on your website name located left of the top bar)* Return to the backend of your website. *(Click on Back icon)*

**Step 6.** Scroll down to the Search Engine Optimisation area.

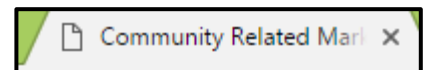
We have added a Search Engine Optimized service to all our websites designed to give your website a high ranking when it is visited by "spider programs" that will analyse your website details and content and list the information with search engines such as Google, Yahoo, Bing, etc. This is all important to your website being found and visited by the many people on the internet.

This is how Google will display your listing based upon the information you give them.



Note: It may take a few weeks before your listing is displayed, we cannot control this, it is controlled by the Search Engine owner.

**Step 7.** Enter a Page Title being your business name or a title that relates to what you do. The Title will be displayed on the Page Tag.



In my case Jeanette Jensen does not relate to what the website is about so I added 'Community Related Marketing Consultant for Monbulk, Silvan & Wandin'. The Page Title should not be long as only 18 characters will be displayed.

**Step 8.** Enter a Page Description offers more information about your website and what it offers.

**Page Description** – This is the first thing people will read about your business so ensure it is communicating what you offer clearly. Only the first 160 characters will be displayed. Search Engines reference these words as well.

**Step 9.** Enter Page Keywords that people would use to search for your website. *(Enter each keyword followed by a comma)*

**Page Keywords** – it is important to enter relevant keywords that will ensure you get listed when a visitor enters them. Pretend you are a visitor searching for a business like yours. These keywords will be used by the ‘Find It Locally’ Search Engine and the ‘Google’ Search Engine.

**Step 10.** Enter the Business Description being the same as the Page Description.

**Business Description** – This is the description for the Find It Locally Search Engine. Again it may be the first thing people will read about your business so ensure it is communicating what you do. NOTE: It is important not to add any ‘ symbols as the listing won’t show. Also the Description should only be 160 characters otherwise it won’t show either.

Business Description

**Business Description**  
This will appear in the Finditlocally search results. Only the first 160 characters will show.

We offer an array of strategic marketing services designed to support the local community of Monbulk, Silvan and Wandin

The www.finditlocally.com.au search engine listing looks like this. The Description only receives two lines.

**Jeanette Jensen**  
We offer an array of strategic marketing services designed to support the local community of Monbulk, Silvan and Wandin

Address	Suburb	Phone
P O Box 10	Silvan	0432 106 101

[Visit Jeanette Jensen Online](#)

**Step 11.** Add your Address, Suburb, State, Suburb, Phone details.

**Address – Postcode – Phone – Suburb** You do not need to fill in all these details if you do not want to. Often people enter their PO Box instead of their street address if you are a home business.

**Step 12.** Select your Area.

**Area** - The www.finditlocally.com.au Search Engine and App has the facility to sort by Areas so you must enter your Area eg. Melbourne, East Vic, West Vic, North Vic, TAS, NT, Perth, North WA, Sydney, West NSW, South NSW, North NSW.

**Address**  
Shop 3, 37 Main Road

**Suburb**  
Monbulk

**State**  
VIC

**Postcode**  
3793

**Phone**  
03 9756 6608

**Mobile**

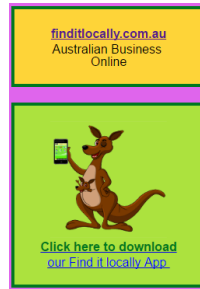
**Area**  
VIC - East & South East

**Step 13.** You can remove the Finditlocally Box and App from your website if you don't want them displayed on the right side of your website. *(Click to remove the tick)*

**Finditlocally Box**

**Disable Finditlocally Box**

**Disable Aussieroo Finditlocally app**



By having these services on your website it will increase your Search Engine Ranking

We offer these advertisements to promote the [www.finditlocally.com.au](http://www.finditlocally.com.au) website and its services.

**Step 14.** If you want to offer links to your Facebook or Twitter sites then enter their Url's.

**Marketing**

**Facebook Link**

**Twitter Link**

**Step 15.** Leave the Website area blank because this is for people who already have websites and if you enter a website address the system will void this website and forward the visitor to the website address added to this area.

**Website**

**Link**

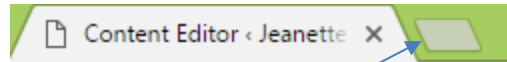
If you have your own website give your link here. Example (http://www.example.com)

Now you should have filled in all the General Details that will help your website be found.

**Step 16.** Perform the Save function *(Click on the Save Options button located on the right of the page)*

Keep the Backend running just in case we need to make changes.

## 2. TEST THE SEARCH FACILITY

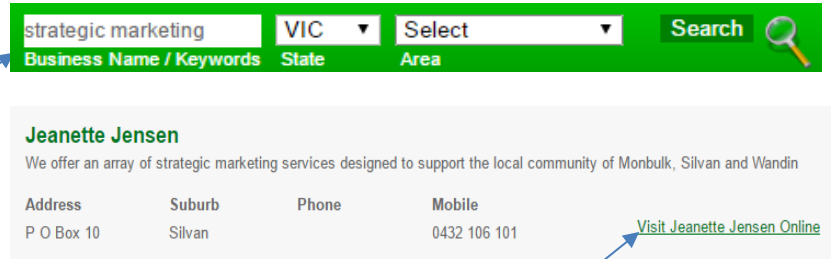


**Step 17.** Open a new window. (Click on the New Window Tab)

**Step 18.** Check that your listing works in the www.finditlocally.com.au search engine.

### CHECK LISTING

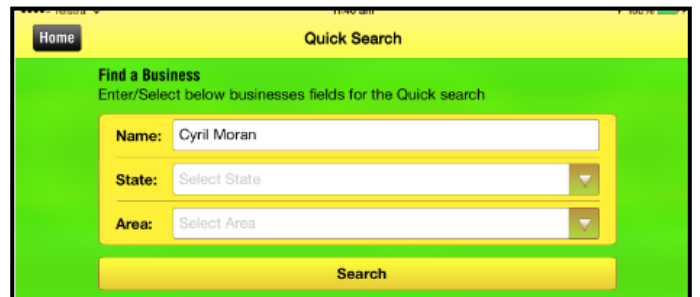
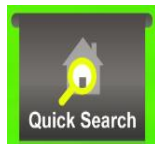
- Go to **www.finditlocally.com.au**
- Enter a **Keyword** (Found in your Title or Description) in the **Business Search area** at the top.
- Click on the **Search Button**
- Click on the **Visit Link** to see if your website appears



It is important that you download the 'Find it Locally' App (its Free) so you can test your website with our App service.

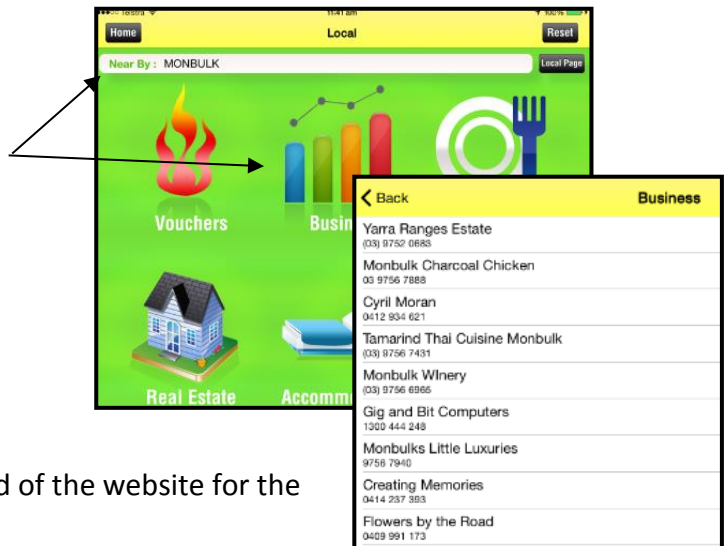
**Step 19.** Check the App. using the Quick Search.

- Activate the **FIL App**
- Click on **Quick Search**
- Enter your **Business Name**
- Click on **Search bar**



**Step 20.** Check the App. using the Local Area

- Activate the **FIL App**
- Click on **Local**
- Enter the **Suburb** into the **Suburb area**
- Click on the **Business icon**
- \* Notice the Business Name is listed



**Step 21.** Check the Local Community Page.

- Activate the **FIL App**
- Click on **Local Page Link**
- Find the **Ad Button** and click on it

**Step 22.** Go to the Edit Page (being the backend of the website for the customer) (Click on the Tab)

If you saw any errors correct them at this point. In a few weeks you can start testing the Google Search Engine.

In the future we will link up the various other Apps to show a list similar to the business list. As we are new and we do not want to offer empty pages we have set up a temporary service.

### 3. Working the HEADER AREA

The Header area is at the top of the website, currently your website will have a Text Header added when it was setup for you. You can change this by adding a Header Banner / Image. The Image size should be 1100pxls wide (28cm) and 270pxls high (7cm)



In the previous lesson we asked you to make a Header Banner Image so it could be uploaded now. If you do not have an image at this point then create one.

**Step 23.** Activate the Header area. *(Click on the Header Tab at the top)*

At the top you have options to set the colour for the Header Background, Border and Text. We will apply these functions after adding our Header Banner Image.

**Step 24.** Upload a Header Banner Image.

#### ADD LOGO IMAGE

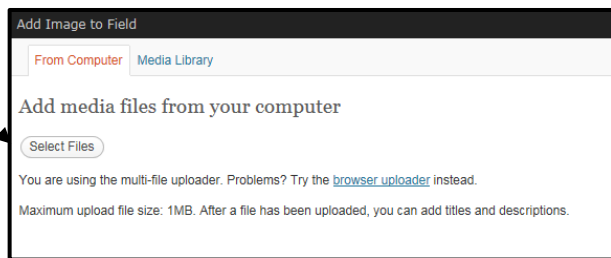
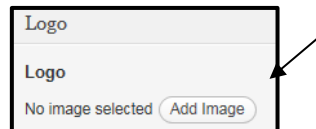
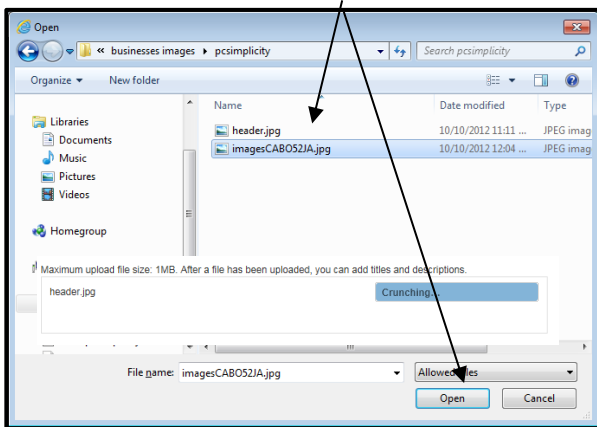
a. Click on the **Add Image** button in the **Logo** area

\* The **Select an Image** window appears

b. Click on the **Select Files** button (notice the **From Computer** tab is displayed)

\* The **Open** window appears

c. Select your **JPG** file from your computer and click on the **Open** button



\* The system will crunch your file size so it will load quickly. The larger the file size the slower the image will load/appear.

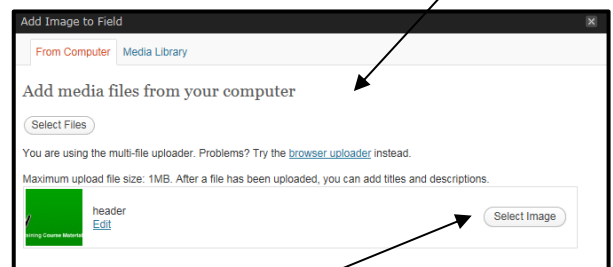
\* Once the file is completely uploaded you will have the option to **Select Image** or **Edit** it

d. Click on the **Select Image** button

\* Your Image is inserted into the **Logo** area

When you upload any images they are stored in your Media Library so you have easy access to reinstall them if necessary. You can also use the image for other areas of your website if you wish.

**Step 25.** Perform the **Save** option. *(Click on the Save Options button top right)*

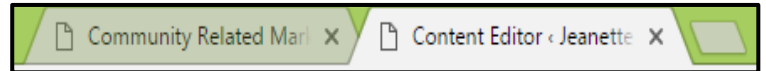


**Step 26.** View the Frontend of your website to see your Heading Image *(Click on the website name top left of the top bar)*

Notice if the Header Banner Image is too wide as it will push out the website. If this is the case you will need to redo the image, remove the old image and delete it from the Library then insert the new image. Note: Do not give files the same name when naming them.

In this case we now have two Windows opened (Look at the top of the screen) One Window has the Back End and one has the Front End of your website.

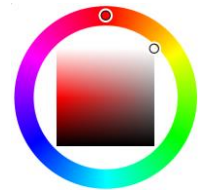
**Step 27.** Go to the backend of your website.  
*(Click on the Content Editor Tab)*



**Hint:** Often you may choose to make the Header Border and Background the same colours as the Background Colour for the entire webpage to blend it all in nicely. You can take a copy of the Colour Code for the Background Colour in the General Area and Paste this Code to the Header Border and Background areas.

**Step 28.** Change your Headers Border and Background colours.

**HEADER BORDER AND BACKGROUND**



- a. Click on the **Colour code** for one of the areas eg. #FFFFFF
- \* The Colour Pallet appears
- b. Click on a **colour from the circle**, then click on a **colour from the square**
- \* The Colour Code will be updated and the colour will be displayed
- c. Click on the **Save Options button** on the right

**Step 29.** Perform the Save option *(Click on the Save Options button on the right)*

**Step 30.** Click on the Website Tab at the top and notice the colours have not changed. Click on the Refresh icon to update the page.

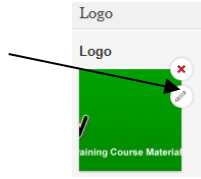


**Step 31.** Close the Website Windows. *(Click on the Close window icon on the Window Tab)* Be careful not to close the Content Editor window.



**Step 32.** Go to the Header Area and remove your Header Banner Image from the Logo area.

**REMOVE A LOGO**



- a. Click on the **Image**
- \* Two options appear (Delete or Edit)
- b. Click on the **Delete icon**
- \* The image is removed and the Add Image button is returned

**Step 33.** Perform the Save option (Click on the Save Options button on the right)

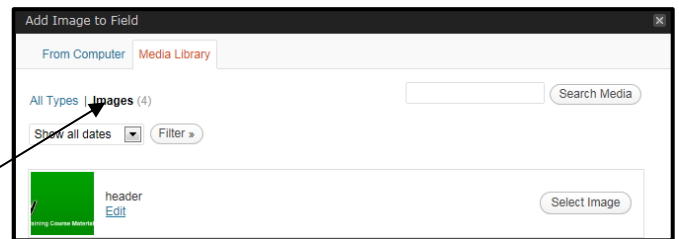
**Step 34.** View the Frontend of your website (Click on the Website Name on the top bar,) notice the border and background colours and that there is no Header Banner Image. Return to the backend of your website. (Click on the Back icon)

**Step 35.** Activate the Header area.

**Step 36.** Insert your Header Banner Image again this time select it from your Media Library as we have already uploaded it.

**INSERT IMAGE from LIBRARY MEDIA**

- a. Click on the **Insert Image** button in the **Logo area**
- \* The Select an Image window appears
- b. Click on the **Media Library** tab from the top of the window and a list of images appear
- c. Click on the **Select Image** button located right of the image
- \* Your image is inserted



**Step 37.** Perform the Save option (Click on the Save Options button on the right)

**Step 38.** View the Frontend of your website to check your Header Banner. Return to the backend of your website.

Remember that you have limited space so you will need to delete any old files that are stored in the Media Library.

Congratulations you have now added colour to the background area of your website, entered appropriate details so your website can be found and added an appropriate Header Banner!

**Step 39.** Logout of your website.

You can now move onto our 3. FIL Lesson and continue to work on your website