Hi, this is Claire with allstarcheersites and dancesitesdoneright and this is the implementation video that takes you to the dashboard for your fame starting point website. Now in the email in which you receive to this video, you should also have received your username and password. For the dashboard where you logged in to make any updates. And you should have also received a list of items that we’ll need from you in order to take your site live. We do this so that you know exactly what is needed as well as because since any website is different, this video will not cover your specific information.

 So it will show you how to make general changes to posts, pages and media, things of that nature. But we want to make sure that you understand exactly what is needed in order to take your website live and more to the point, what you can do and what our team is willing to do for you. Now even after you’ve watched this video if you’d prefer our team upload all of the content for you that is absolutely something we can do, you just need to send our team your information. If its content for a page sending it in a text file is fine, if it is a schedule or a handbook or something that you want people to be able to open and download, that needs to be sent in pdf format and if there are images of any kind, they need to be sent as jpeg’s.

So couple of things that if they need to be changed, we will need to change on your behalf or for swap social media url’s, if we do not have those links well need to get those url’s from you and then we can code them in. The phone number should already be updated and if we have the incorrect number for your business please send that to us. You can edit the pages on your end. If pages needed to be added or move you just need to let our team know and we can add them for you. Whether you’re using this area as a picture slideshow or as a video player, if it needs to be updated both need to be done by our team if it’s a picture slideshow you can absolutely add and swap up pictures as you like, you just need to send them over to us. The pictures do need to be at least 600 pixels wide by 350 pixels tall and they do have to be horizontal.

If you’re using this area as a video player, you will need to first upload your video to a video sharing site. Youtube is obviously the most popular, Vimeo works like a champ as well and there are a few others out there. Once you upload them you will need to send our team your url and we can swap that out for you. This is your opt-in box once you decide what you want to offer you will need to send us a coupon in pdf formats so we can embed it for you. And we also have sent you probably the email that you received with this video link. Our auto responder series that’s really use more in your email campaign system which get set up after your website goes live and that way when someone does opt-in to the website through this opt-in box you’re taken automatically into an email campaign nurture sequence and the zip file that you were sent with our auto responders, we have created twelve auto responders, that our team has professionally written, you may edit and use them how you see fit. If you want to use all twelve, great, if you want to just use one or two that’s fine as well.

We will need at least one in order to get started. So our team has sent you the file, you can open it, edit it, send it back and our team can embed it in your mailing system for you. You’ll be able to update the main page as well as any recent posts. The “find us” area we recommend as a short paragraph about who you are as well as your address, we can embed Google map in here as well but that’s something we will need to do for you. And testimonials we will add to your behalf as well.

They do rotate on a ten second loop so we do need at least one but you can send over as many as you like. So all of that sets, let’s dig in and learn how to make this updates. First thing I wanna show you tools for our team you can ignore it. Profile however you will want to change, you usually has password you receive form the email and if your password has been something long and is crazy with lots of numbers and letters or things with that nature obviously you go want to change that to something you can remember. So done with the profile scroll down to the bottom, type a new password, repeat password and update profile. That way the next time you log in you’ll be able to make any changes that you need to make.

Next thing I want to show you is posts. We do have the most recent posts shown at the bottom of the home page and we’re going to go to this post and we just got two dummy posts there for the time being and you can delete them whenever you’re ready. When you are ready to add a new post you just have to go to the “add new” and it will take you to an “add new” page. Now your title will go here and your content will go here. Now a lot of folks make the common, well I don’t know that I’m going to write a blog post. We highly recommend that you do. Search engine really functions on new content and you generate that through this blogposts. So this can be about any new upcoming events happening in the gym, anything that is noteworthy in your business as well as any things that come up in the media about you know not necessary exactly about your business but could be contributed toward your business. Maybe they’re talking about how great team sports are for developing students, so you can write an article about how allstarcheersite is a great team sport for all ages and activity levels and that can be a great way to blogpost your information. And again it can also be something about new things coming up soon.

So let’s say that it’s almost registration time and you wanna direct people to the registration page. You can do that through your editor tools so let say something like we’ve got bolds, italic, strikethrough, bullets, quotes, etc but now we went to link to your registration page. So let’s say for information about registration, click here. And well highlight the text we want make a link and then well create the insert edit link. Now if it say page on your current website we do not need the entire url. You just need to the slag thats everything that comes after the dot com. So put that in, add link. If you are linking to the outside source and again maybe quoting an article that you saw in USA Today or something, you will need to put in the url however if it’s coming from the website just a slag is fine. If we hover over this you’ll gonna see show hide since its another layer of editing tools.;

This is your heading information if you wanna change the size and the importance of the text you can do so here. You also got underline, you can make the alignment stable one your change the textcolor. The other thing that I wanna show you that you can do is you can add a media, now what we mean by that is really more jpegs and pdfs things of that nature. We do not recommend uploading raw music files or raw video files to the website. It’s a great way to really to just slow the things down which can affect your load time, which can affect your search engine ranking, which can affect people actually using your website. With the video file we talk about already you can put it up to youtube or vimeo and we can click in the link as an embed so that it can play on the website it will not necessarily take them to your vimeo or your youtube account but what it will do is it will automatically play on the website it will use the server from your video file but it will not waste your server space.

Same thing with music, you can use soundcloud, you can use the amazon as three account and then we can embed it to the site it looks like it come from the website but your using the S3 server or the soundcloud server and not your own. Let’s say you want to add a photo, so we just go add media and you can either upload files from your computer files. I’m gonna show you a ton. You can pick your favourite or maybe you already uploaded a couple in the media file. Let’s say we want to use this picture and we can change the title if we want. Registration for classes starts soon, we can add a caption if you want.

We’d love to have you at music box dance studio, sign-up today. You can do and alternate text description and again to help your search engine ranking. Now you just wanna ask, first thing you gonna ask is the alignment. No alignment means the photo is in the top and the text gonna be below it. A right alignment means the photo is on the right, the text is wrapped around to the left. A center alignment means that the photo is gonna be at the center and the text is wrapped around the other side and a left alignment means the photo is on the left and the text is gonna wrapped around to the right, so just use left for the time being. And is gonna ask what you want to link to. Now with the flyer, with the pdf document you definitely wanna link to a media file that allows people to open the document, save the document, download the document, print the document for their use. However, with an image of your student or athletes probably you don’t want to link on a media file because then anyone can use that image and since the internet can become a sketchy place you can probably don’t want to allow that to happen.

An attachment page is going to link to an intermediary page. A lot of folks get very confused by that because they click on the image takes them to an interior page on the website where they have to click on the link again before they actually get the download file. A lot of folks here know I think your website is broken, the websites is not broken you just have to click twice but because people don’t really understand how all of that works. We recommend not using the attachment page unless you think your folks is gonna handle it. You can also use the custom url so again if you want to paste in the registration someone clicks on the image, it will take them to the registration or he just like the image and you don’t want them to use it, you don’t want it to be clickable or do anything you can link to none.

And then finally you have the size option and depending on how large your file is, you’ll have one or two or a ton. We recommend finding something in the 300 pixels range that’ll make it big enough to be seen but not so large it will be overwhelming. And you just click insert into post so here we go here’s our image, here’s our caption, here’s our text when we click publish it’s going to automatically publish posts and bring you back to the homepage. Scroll down and your title will go here, so when I click onto it, it will show you information and the content will go here and my picture. Here’s my caption “for more information about the registration click here” automatically goes to registration page posts. The final things that I wanna show you about posts say it was publish on sept 1st. What’s great about this post is when you click edit because our team does recommend that you blogposts at least once a week 300-600 words. Not everybody has time on a Monday morning though to sit down and plug everything in. So what you can do is you can either back date blogpost. So now its gonna show up like it was publish on august 8th or august 1st or you can schedule out blogpost. So maybe we want this to show up like it was publish on the 10th instead. We click schedule what’s gonna happen is when we refresh our homepage and scroll down, we gonna see there are new post that’s not here anymore. Now let’s schedule publish on the 10th and if well go to our dashboard. We gonna see “publishing soon sept 10th” your title will go here.

So that’s how your posts work. And I’m gonna skip through the pages at the moment. Pages work at the same way. And the pages that you requested are already in the system. So all you need to do is go in and edit them. So again let’s stick to that registration here for a bit. And some here pages had content some of them wont, but you can add your content here, and you can add links again and media again. So we already talk about how to add an image, let’s say you want to add a registration form, then we go back to add media and again either use something in the media library or upload a file, there is already a pdf here so we use that here and well gonna call this registration form. Whatever you make the title is gonna make clickable and again you gonna wanna link to the media file not the attachment page cause it a little confused and insert into page. Click the blue update button, it’s going to automatically update the registration page for us, here it is. What’s great about pdfs is when we click on registration form, it’s going to take us to the schedule or the pdf whatever we uploaded. We can make it shrink down so it’s size, we can make it full page width, we can zoom in and out, we can save and we can print, we’ve got sort of options right here, right from the website.

 If you need to add a new page anything point in time it’s just like adding a posts, you go to add new, new page title and content goes here. When you hit publish, it will not automatically show up in the website, because it doesn’t know where in the website it supposed to be yet. So you just need implementation concierge know, “Hey, I created a new page, it’s called “new page title”, please add it to the main menu between registration and FAQ. That’s something our team can do for you very quickly. And then the page is already up and then ready to go. The one other thing that you can do with pages, once they’ve been published and you have a url is you can send url to other people without having it available on the website. A lot of folks did that one day they were putting together teams for the new season. So you’ve got that option as well. I’m gonna jump back up to the media very quickly because we’ve talked quite a bit already. Any media that you have already sent over will be on your media library. Many of your media pieces though, images and things of that nature, that we use to build the website. So if you delete images from these sliders they will be deleted, you delete your background it will be deleted, if you delete your logo it will be deleted. So please be careful deleting images, if you notice delete permanently is the only option here. Unless you’re really sure you uploaded it and you don’t need it anymore.

However let’s say you want to add a media, you took a lot of pictures of competition last weekend. You know you wanna you use them help just not sure how. You can go search your website and you can upload a whole bunch of images at one time, that way already they are already stored in your website, so it doesn’t matter what computer the images we’re on, you’ll able to work in them one way or another. And if someone else is going to do some editing for you, they don’t need to get the image files from you, they can pick what’s already there. You too also have an event section which if you’ve chosen to use our interactive calendar, well find here right under events, you need to add new event you need to go to add new and event title goes here and you put in a brief description here if you like, then you can choose your information so let’s say you’re having an open house on Friday from 5pm until 7pm, does it occur, you can say yes or no, everyday, week, month, year, whatever.

You can go from there. You can also put in here venue information, so if somebody is putting information up in the smartphone or tablet they will automatically be able to see a google map and a google maps link. In case they need directions to the venue. If someone other than you is organizing it. This is really helpful with residuals or with competition. You can put in there information if there’s an event website of yours, you can put it that information as well. There’s a call associating there, you can put that there, and the final thing that you have to do in the event is you have to choose the event category that will show up on your calendar. You and your implementation concierge should have had a discussion if you’re using our interactive calendar as to what the name of the calendar is. Let’s say this is part of our monthly calendar and well gonna hit published. The reason you need to know your event category is, is so that the system knows what calendar to put it on. And then you can go to view event. You’ll be able to see the information on monthly calendar, you see everything on the monthly calendar, this is what it looks like and we can go from there. So that’s how you add an event. Agan if you want to use the calendar it’s here for your use. If you don’t want to use the monthly calendar you certainly do not have to.

The final thing I wanna show you is comments. We do have commenting available on our site because you have a blog post or a blog section. Now the reason that commenting is really cool and important because it gives people some ownership in what you do. So if someone is reading something and want to comment on it, they can. Now if they are logged in to your system then when they make a post it will automatically show up. The only people that will be logged in are you, our team, any staff or parents that have access to the member’s area, things of that nature they will automatically show up. Everyone else has to go through a pen name process. And here’s what will happen when you receive a pending comment. You will get an email saying so-and-so has commented on this blogpost to approve it click here. Now approval means that it is an appropriate blogpost that everything that was written makes sense and can be viewed so yes lets approve it, to trash it click here. Trash means that it’s inappropriate comment, maybe it’s a little snarky, maybe there’s incorrect information but either way you don’t wanna people seen it, so you click trash. Your other option will be to call it spam, now I did pull this up, as you see this is spam looks like, this is clearly spam. Nobody can read this these are not your words. We do have a system in place that scans for spam so for the first week and so that you have your website if you get spam make sure you mark it as such that will teach our system spam please don’t allow this to come through anymore and within a week or two our system will go through and will start recognizing what spam looks like, that’s why I did a point out of approval and trash. A snarky comment is not spam it’s just rude and it shouldn’t be seen. Spam is something more like this. If after a month or so your’e just completely bombarded by spam where you find like people aren’t using the commenting section and like you’d hope we have the capability to disable the comments but thats not great for your search engine rankings. So we recommend to stick with it. And again for the first week or two you could really stay on it. Make sure you mark it as spam as it is then you’ll be good to go. And that is the entire dashboard for your fame starting point. If any point in time you have any questions please contact your implementation concierge, they’ll be happy to help whenever they can. And even though you already watch this video, if at any point in time you’re like you know what I’d rather let the team upload my information for me. We are happy to do that as well. So again, if you have any questions, please contact your implementation concierge, otherwise have a great time through the dashboard and we look forward to helping you with anything at your leisure.