# The Site Factory: Ultra-quick start guide

1. Create a free account at **TheSiteFactory.com**, and log into your new account.
2. Log in to your website dashboard, you will be on the **Settings** page. Visit the key sections:
   a. Fill out your **Business Information**.
   b. Upload your **Business Logo**, or specify substitute text for the top of your website.
   c. Select the appropriate **Services Pages**, according to services you provide.
   d. Select the **Payment Types** you accept (Visa, MasterCard, Discover, etc.).
   e. Specify the links for your **Social Media** pages (Facebook, Twitter, etc.).
   f. Select the **Industry Affiliations** you have, if applicable.
3. Click the **Editor** button and then click on the **About** page block.
4. Write up a brief "resume" about-you paragraph or bullet items, in the **About** page block. Insert a photo or two, if you wish.
5. Click the **Theme** button, and select a theme.

Done.

In approximately fifteen minutes you have created a fully functional, highly professional, elegant website.
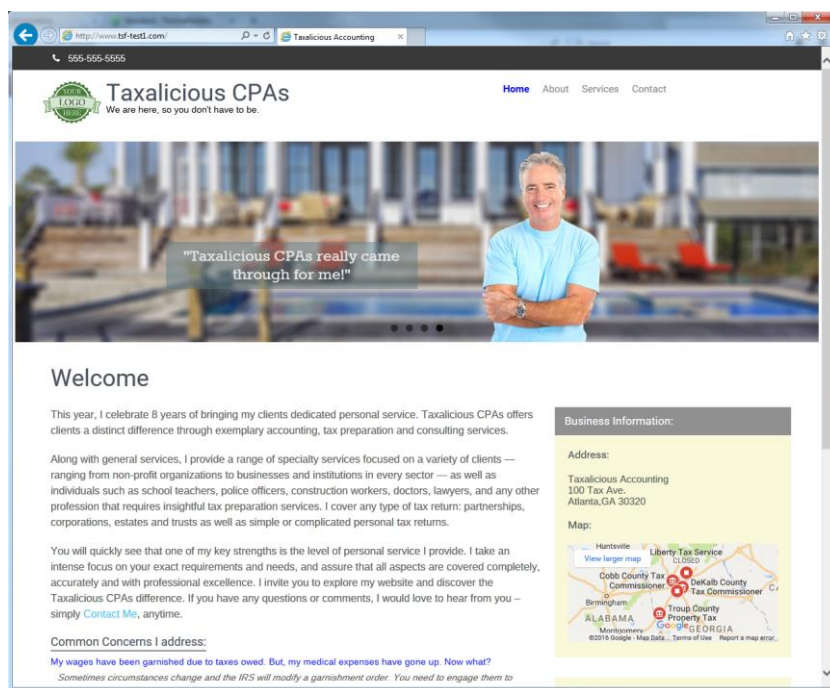
Now, if you want to read more and understand additional details about how this system works and what you can do with it, the full user's guide (which is around 1/10th the size of most website builder site user guide pages) follows…

Now, go create something beautiful!

Welcome to the **famous** super-short user's guide for **The Site Factory** – a place where you can quickly and easily create a business website that looks like you hired a professional web designer to build it for you.

Our hosting service is top-notch. We run on **fast servers**, we optimize your content for quick delivery to users on any type of device, and we have built-in protections against spammers and other internet bad guys. We keep everything updated and humming along. You don't have to worry about any of that; we have it handled.

Compared to some other site building services, we will never force you to "drag and drop" things around on your website, or to spend hours trying to get your fonts to look right, or to stare at an empty page wondering **how the heck** you are going to come up with interesting and compelling content for your potential customers. We have taken the hard work and turned it into a well-defined, highly structured process that makes it as easy for you as possible.

We've analyzed the key aspects of successful services-professional websites, automated as much of the content creation as possible, and wrapped it in a theme engine that will render **wonderfully simple websites** that look great on desktops, laptops, tablets and of course mobile phones.

Here is an excerpt of what we offer:

a. **Lifetime Price Guarantee.** For your existing plan, your monthly price will never go up, as long as you remain a customer in good standing.

b. **Website themes that are guaranteed.** Guaranteed to look great, to allow you to switch between themes at any time with zero content rework needed, and to format beautifully on mobile devices. (**Note:** your future customers…*the vast majority* will be mobile-only digital natives!)

c. **Exorcism of Useless Things.** Some website services try to impress you with bloat. The truth is that your clients don't want to spend hours reading articles at your website. They probably don't read your canned monthly newsletter, and they certainly don't care if your website has a built-in mortgage calculator. We've spent hundreds of hours analyzing successful websites for services business professionals, and we've captured the critical data points and design points – and then we put them into a Creation Engine that renders websites that exude:

   - Elegance
   - Speed
   - Simplicity

   Leave the overburdened, overly complex websites (and the huge monthly fee!) to your competitors.

d. **Unrelenting focus on details.** Just because we make it easy, doesn't mean we don't pay attention to what is important. We are maniacs about design aesthetics. We do things like allow you to select "sole proprietor" or "team of people" – and your website will automatically change the use of pronouns accordingly. We put hundreds of hours into creating content that works, for your industry and for your business. We have SEO, tuned for local search affinity, built into our designs. These are only a few examples, out of many.

Okay, now that we know what **TheSiteFactory.com** is all about, let's create a website!

Creating an account and logging in to your Dashboard

Creating an account is easy. Simply click on the **View Plans** link at **TheSiteFactory.com** and select the plan type you would like. You can always start with the free plan, which will give you 30 days to try the system out. We never ask for credit card information for a free trial.

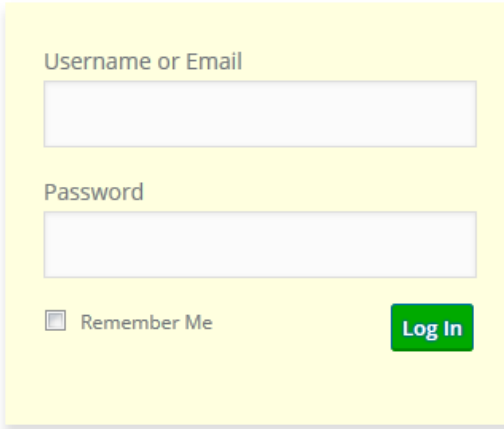You pick a user name and also a TEMPORARY **Site Name.** Note that your site name will be of the format:

{site-name}.thesitefactory.com

This **temporary** site name is referred to as a *subdomain*, and it basically means that your initial site configuration is as a domain "underneath" the main domain of **TheSiteFactory.com**. For example, if you select the name "jimmy", then your new website will be **jimmy.thesitefactory.com** – temporarily, anyway!

Please note that this subdomain is **temporary** and only used for our free trial account, and for a paid account until you register your own business domain name.

Once you have your own **registered domain name**, that domain will become your website's domain name. For example: **jimsaccountingservices.com**

Once you sign up, you can log into the account by visiting **TheSiteFactory.com** and clicking on the **Account Log in** button. You be presented with the log in dialog:

Log in using your username or email, and you will be brought to the account overview screen:

Here, you will click on the **Dashboard** button, so you can log into your website's dashboard – this is where you will actually set up your website content and our Creation Engine will generate your website.
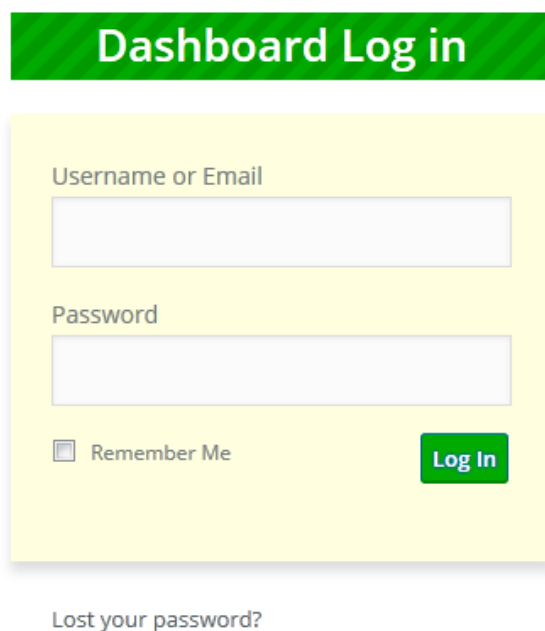
When you first set up a website using this system, you are operating in "subdomain" mode. This basically means that your new website is "tucked inside" of **TheSiteFactory.com** and is accessible through a URL that looks like this:

your-name.thesitefactory.com

This is a temporary situation and intended for you to complete your site setup or try the system out during your free trial period. Once you purchase a monthly **TheSiteFactory.com** plan and a domain name of your own, we will "rewire" your site so that it works 100% as a stand-alone domain. For example: **christax.com**

Once you have your own domain name, when you come back to log in to TheSiteFactory.com and you click on the **Dashboard** button you will be presented with a **secondary log in dialog**:

The username and password are the same as the credentials you used to log into your account at **TheSiteFactory.com**. This second log in is required because at this point you are actually logging in to your own site as a separate domain. **Confusing?** Don't worry – once you get into the system and step through it, this will become obvious.

Once you are logged in to your website dashboard, you will see the standard set of options with which you will configure your website:

Next, we'll go through each of the options in more detail.

⚙ Settings	Settings

The **Settings** section is responsible for your overall business profile. It is organized into categories:

Important Settings

🏢 Business Information ⌄

📣 Logo and Business Slogan ⌄

🔵 Services PageBuilder ⌄

Other Settings

💲 Payment Types Accepted ⌄

👤 Social Media ⌄

🏅 Industry Affiliations ⌄

Optional Settings

🎨 Home Page Slideshow ⌄

📷 Theme Images ⌄

✏ Basic Page Building Blocks ⌄

✏ Extra Page Building Blocks ⌄

Save

The categories for the Settings page are each expandable; simply click on the title or the down-arrow, and that section will expand to show you the fields that you may update. Once you make any changes, be sure to click the **Save** button either within the section, or at the bottom of the page. Here is a description of the purpose of each category:

Business Information	Basic information about your business: Name, address, phone numbers, etc. You should fill this out as completely as possible.
Payment Types Accepted	You can select from a list of payment types, which you can also elect to display on your website (or not).
Social Media	You can include links for your Facebook, Twitter, LinkedIn, etc. accounts, which you may also elect to display on your website.
Industry Affiliations	Icons that represent memberships that relate to your industry, which you may elect to display on your website.
Logo and Business Slogan	You may upload a logo image, and/or a text name for the top header of your website.
Services PageBuilder	A comprehensive set of web pages, pre-built, that describe services you offer – as related to your industry. You can select as many of these as you wish, for inclusion in your website. You will likely select some, then visit your resulting site to see how they are worded, then decide which ones to keep.
Home Page Slideshow	Some themes have a slide-show of images on the home page. Here is where you can select the images, upload your own, and/or modify the captions that go with the images.
Theme Images	Some themes allow you to change the base images that ship with the theme. You do that here.
Basic Page Blocks	"Must have" pages for your website: Home, About, Services, Contact, Privacy Policy and Usage Terms. See the section on Page Blocks, for more detail.
Extra Page Blocks	Pages for your website that YOU can define. Want a page called "Handy Forms"? You can define it here, and it will be added to your website automatically. See the section on Page Blocks, for more detail.

Page Building Blocks (or "Page Blocks") are simply content holders for key sections of your website. For example, any good business website should have a **"Contact"** page or section. Almost all of the **Basic Page Building Blocks** for your website, we build automatically for you as a start – you can modify if you wish. Here is how they work:

Let's first look back to the **Settings** page, with the **Basic Page Building Blocks** (BPBB) section expanded:

This is just an excerpt; there are BPBBs for: **Home**, **About**, **Services**, **Contact**, **Privacy Policy** and **Usage Terms**.

The name of the BPBBs can't be changed. That's the name that shows up in the website navigator at the top of your website. The Titles can be changed – those are the titles that are used on the resulting page or section. You can also change the menu order (except for Home…Home is always first).

Notice the checkbox **"Reset to Default…"**? As stated, almost all of the BPBBs have content that we create for you automatically, based on the industry you are in and how you filled out your Business Profile section. Forget spending hours trying to write content for your website – we have created algorithms and templates that do this for you. You can easily modify the content we create – but just in case you wish to go back to our original content, simply check off that box **"Reset to Default"**, and when you click the **Save Changes** button the default content will be regenerated for you.

The **Visibility** checkbox simply controls whether or not you want the content to show up on your website. If you don't really want an "About" page, we won't force you to show one. Deselecting visibility never deletes your content.

OK, we know how to define and select Page Blocks – so where do we see the actual content? Click on the **Editor** button and the current list will be displayed:

Page Blocks

Here is where you will edit the content blocks of information for your website.   Simply click on a block name to open it for editing.

Home

About

Services

Contact

Privacy Policy

Usage Terms

For example, if you click on the **Home** page block, the editor will open up and allow you to work with the content. Don't worry about the {weird} text that is inside {curly braces}, we'll explain those later in Appendix A.

Edit Page Block

Home

Add Media   Visual | Text

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Publish   ▲

Update

{lps_lead_sentence_business_years} {lps_header_logo_text} offers clients a distinct difference through exemplary accounting, tax preparation and consulting services.

Along with general services, {we} provide a range of specialty services focused on a variety of clients -- ranging from non-profit organizations to businesses and institutions in every sector -- as well as individuals such as school teachers, police officers, construction workers, doctors, lawyers, and any other profession that requires insightful tax preparation services. {We} cover any type of tax return: partnerships, corporations, estates and trusts as well as simple or complicated personal tax returns.

You will quickly see that one of {our} key differentiation is the level of personal service {we} provide. {We} take an intense focus on your exact requirements and needs, and assure that all aspects are covered completely, accurately and with professional excellence. {We} invite you to explore {our} website and discover the {lps_header_logo_text} difference. If you have any questions or comments, {we} would love to hear from you - simply {lps_contact_link}, anytime.

p

Word count: 159   Draft saved at 5:59:50 pm. Last edited by chris on June 21, 2016 at 5:56 pm

This is an example of automatically generated content, for your website. Love it? Great! Hate it? **Great** – you can change it! The editor is a rich-text editor that allows you to change font colors, sizes, highlighting – even add media (photos). Way too much to document here – the best thing to do is play with the editor and see what you can do with it. Remember, if you mess anything up, you can always go back to the Page Block settings and elect to "Reset to Default", to go back to the auto-generated content.

The only Page Block we don't try to generate for you is the **About** page block. The reason for this is that only **YOU** know all about you. If you go into the editor for that page block, it will be a blank canvas awaiting your glowing description of yourself, photos of you and your team – whatever you think would be compelling for your potential clients. Think of **About** as a mini-resume. It should be short and to the point – but quickly convey the key things that will encourage a potential client to contact you.

When you visit the **Contact** page block you will see another one of those weird {curly braces} thingies. In this case it is *{lps_contact_form}* – and it is very powerful. That placeholder will automatically put a full-blown, full-function,

spam-protected contact form on your website wherever it is referenced. This will allow potential clients to quickly send you an email, asking for information. See Appendix A for more information on those curly-bracket placeholders.

The Services page block works in conjunction with the **Services Page Builder**, on the settings page. When you select Services pages from the Services Page Builder, they will become children pages within the overall Services page. Best thing to do is to simply try it out and see how your resulting website looks. We think you will ~~like~~ **love** it.

The **Extra Page Building Blocks** (EPBB) work much in the same way as the BPBBs. The basic concept is to first define the page block in the settings section, then go to the Page Block editor and create the content you wish to have. You can include a page of photos, PDF files for clients to download, make a FAQ (Frequently Asked Questions) page – whatever you wish to do.

Themes
Themes

Not only do we make creating websites as easy as possible – we make keeping your website fresh and exciting just as easy. Our team of designers will continue to create new themes, and our themes will always work on the latest mobile devices – we design with a **"Mobile First"** mentality – it is never an afterthought.

If you want to see how your site looks with a different theme, all you need to do is select the theme and activate it. **Your site content is never modified** – it is 100% separate from the theme. Some website builders box you into a corner with a theme – when you wish to change to a different theme, the site is suddenly broken and requires you to go back and modify your content. We don't do that here – you can select any theme you wish, and your content will be perfectly formatted and placed correctly within your website.

Media
Media Library

The **Media Library** is simply a location for you to upload pictures, or other files that you wish to use within the Page Blocks for your website. It is easy to upload a picture, then crop or resize it. When working in the Page Block editor, you can click on the **Add Media** button to include photos from your Media Library, in the Page Block you are editing. When you click on the **Media** button and then the **Add New** button, you will be presented with an upload dialog. Here, you can either select files from a folder on your computer (or mobile device), or drag and drop a file directly into this dialog.
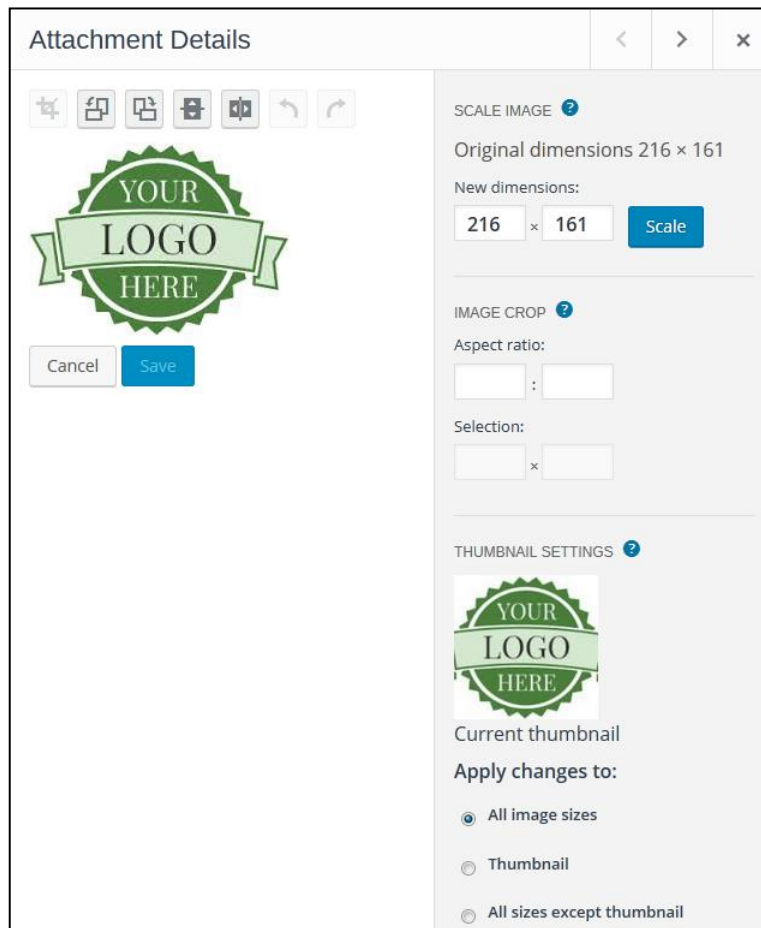
If you upload an image file, you can also use the Media library to edit your image – resize it, crop, etc.

Viewing your new Website

Viewing your website is easy – and you should examine it often, to see how changes you make to the settings are reflected in the rendered website. The easiest thing to do is right-click on the **View Site** button, and select "open in new tab" – this way you can have your website open in another browser tab while you work on it in your Dashboard – and simply refresh that other tab as you make changes, to see the results of the changes. You can even see what your site will look like on a mobile phone or tablet device. How nice is that?

Alright…

That about sums it up. The best thing you can do is to experiment with your website settings, save the changes you make then look at the results in your live website. Play to your heart's content – as little or as much "tweaking" as you'd like to do. We deliver a professional, completed website with just a few mouse clicks, but of course you can personalize it as much as you want to!

You can have a professional website up and running in minutes – with all of the critical pieces of information in place that will make it a useful tool for potential customers to learn more about your business, and to be compelled to reach out to you.

Now, go create something beautiful!

Appendix A: lps Codes

Remember those text placeholders inside of {} curly brackets? We call them **Logical Placeholder Shortcodes**, or **lps** for short. Essentially, the engine that generates websites is based on substituting content for those shortcodes. Some of them are available for you to use inside your Page Blocks, if you so desire.

For example, if you want to make sure your business phone number is at the end of every page you create, you can simply put the code {lps_business_phone_number} in your page block text somewhere, and when your site is displayed the real value for your phone number will be substituted.

A more complex example is using an entire page block itself, as a shortcode value. Say for example you created a page block called "news flash", and it contained some sort of news item you wanted to make sure was seen on every page of your site. First you would go into the settings page and open up Extra Page Blocks, specifying a new page block called "news flash":

Notice that the system generated a shortcode for you: {lps_content_page_news-flash}

Note as well, we did not check off "Navigation", since we don't want this page block showing up as a page to click on at the top of our website menu. Next, you go into the page block editor and specify your content:

Now, anywhere in your website page blocks where you insert the shortcode {lps_content_page_news-flash}, the warning notice will appear. If you want to turn off the notification, simply go back to the settings page and deselect the "Visibility" checkbox. Your content for the "news flash" page block will not be deleted, it will simply be excluded from rendering.

Here is a table of the standard shortcodes, for your use:

Shortcode	Description
{lps_business_year_started}	Year your business began
{lps_business_years}	Number of years you have been in business
{lps_lead_sentence_business_years}	Introductory sentence stating how long you have been in business
{lps_business_name}	Name of your business
{lps_business_street1}	Street line 1
{lps_business_street2}	Street line 2
{lps_business_city}	Name of city
{lps_business_state}	Name or abbreviation of state
{lps_business_zipcode}	Zip code
{lps_business_email}	Business email address
{lps_business_phone_number}	Business primary phone number
{lps_business_fax_number}	Business fax number
{lps_business_mobile_number}	Business mobile number
{lps_business_address}	Fully formed, multi-line business address (name, street, city, state, zip)
{lps_business_hours}	Business operating hours
{lps_google_map}	Google map widget, wrapped inside an html <iframe>
{lps_business_phones}	Fully formed multi-line business phones (main, fax, mobile)
{lps_business_slogan}	Slogan text for your business
{lps_header_logo_text}	Substitute logo text for your business (or alternate name). If this is blank, the value from {lps_business_name} will be used instead.
{lps_header_logo}	html link for your logo image
{lps_privacy_policy_link}	html link for your privacy policy
{lps_usage_terms_link}	html link for your website usage terms and conditions
{lps_contact_link}	html link for your contact form
{lps_contact_form}	Contact form code, wrapped in html <div>

Automatic Pronoun Possessiveness

Anywhere you wrap a proper noun or phrase (I, I am, we are, me, we, us, we're, I've, mine, ourselves, etc.) inside curly brackets, the system will automatically substitute the correct version of the pronoun based on how you set the question in your business profile *"Are you a sole proprietor, or do you have a team"*.

This is so that later on, if you ever expand from being a sole proprietor to having other professional employees or partners, it's simply a matter of changing that setting – all the content in your website will change the possessive state of the pronoun, automatically.

Example:
Page Block Text: {We are} very interested in your success!
Sole Proprietor result: I am very interested in your success!
Team result: We are very interested in your success!

| Appendix B: Your business domain name and email |
|---|

As mentioned earlier, when you first sign up with **TheSiteFactory.com**, you will create an account (either a free trial account, or a paid-subscription account) – and your website will be generated as a subdomain within **TheSiteFactory.com**.

Now, that's not too interesting – as we all know that to have the appearance of a professional, modern business you want your own domain name. You don't want to be known as **jimmy.thesitefactory.com**, you want to be known **as jimstaxservices.com** – and we can help with that.

All you have to do is purchase your own domain name. In the future, we will offer domain name sales – but for now you'd need to visit a domain registration service like godaddy.com or namecheap.com (or any of the other dozens of services out there) – and purchase your domain name. Or, perhaps you already have a domain name and it is being used for your website with another hosting service. That's fine, too and easy enough to move over to **TheSiteFactory.com**.

To make this happen all you have to do is open up a new help ticket. Visit **TheSiteFactory.com** and look for the **Help Ticket** link under the **Support** item on the main navigation menu:
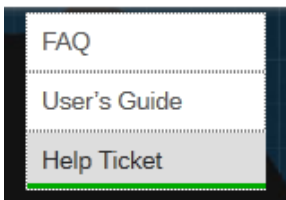
Once you go there, you can submit a ticket. Please include your account name as well as the domain name you wish to use with your new website. We will perform the mapping for you and send back instructions about how to modify your domain name registration settings, to use our nameservers. Once you switch to our specialized nameservers after a period of several minutes to several hours (depending on your location), the worldwide nameserver relays will be updated and your new website will be associated with your domain name.

Email

Your paid plan at **TheSiteFactory.com** comes with an included email address. Simply open a help ticket and let us know which email account name you would like to have – and we will set your email up for you. You will receive detailed directions back, explaining how to use the online email dashboard, as well as how to set up popular email systems like Microsoft Outlook, or your mobile phone.

If you require additional email addresses, simply open a help ticket request and we will contact you with information regarding how we can get all of your team members their own business email addresses that end with your business domain name.