

People.ua.edu

A guide for creating your site

Multimedia Services, CIT, The University of Alabama

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People.ua.edu

Read Me First

Training and Support Resources

You can locate and print the most recent version of this manual at our People.ua.edu website, <http://people.ua.edu>. The core of People.ua.edu is powered by Weebly. You can find their training and videos at <http://help.weebly.com/>. When referring to their site, you will see references made to both Free and Pro Service accounts. UA has purchased the Pro Service accounts for all our faculty members. However, not all features shown on their support site are available to faculty. The 'Revenue' feature may not be used without written permission by University Relations.

Your site will come preloaded with the UA template. The images in this guide are not UA images. Weebly, the tool used to produce the People.ua.edu sites, does a great job at explaining their product so we chose to use *most* of their online guide as-is with a few modifications.

UA World Wide Web Policy for Unofficial Websites

3.0 — Unofficial University Web Sites

1. Unofficial University Web Sites are defined as Web sites or Web pages created by University of Alabama entities including, but not limited to, individual University employees, faculty, staff, students, and student organizations to represent individuals, groups, or organizations.
2. All Unofficial University Web Sites must carry the following disclaimer or similar: "The views, opinions, and conclusions expressed in this page are those of the author or organization and not necessarily those of The University of Alabama or its officers and trustees. The content of this page has not been reviewed or approved by the University of Alabama, and the author or organization is solely responsible for its content."
3. The University of Alabama will not undertake to pre-approve or review the content of Unofficial University Web Sites. However, any pages discovered in violation of this Policy are subject to immediate removal from University of Alabama Web servers.
4. Unofficial University Web Sites may not be used for commercial purposes or for personal financial gain or benefit. The University of Alabama is not responsible for any liability resulting from any such activities prior to their discovery and appropriate remedy.

UA Logos and Images

- The **University Seal** is reserved for Presidential use only. You may use a photograph of one.
- The **script A** has recently been acquired for exclusive use by the Athletics department. Only pre-approved logos by UA Public Relations may use it.
- UA's visual identity guide can be found at <http://visualid.ua.edu/logos.html>.
- UA Web Guide can help with Web Images using Photoshop and provide detailed information about developing web sites. <http://webguide.ua.edu/> This includes an extensive list of resources and tutorials.
- UA's Social Media Best Practices and Recommendations including YouTube video can be found at <http://webguide.ua.edu/socialmedia.html>.

ADA Compliance

All websites should comply with the Americans with Disabilities Act. What that means for you?

If you use good organization methods when constructing your website, chances are the site will be accessible.

- Headers – only use the title asset for true titles. If you want text to be larger and bold, then use the appropriate methods in the toolbar (increase font size with the + key, use the B icon for bold).
- Alignment – Use the left, center, or right alignment rather than adding in extra spaces or tabs.
- PDF files uploaded – make sure that all PDFs have been run through the OCR feature in Adobe Acrobat or some other software. The purpose is to make sure the text appears as text and not an image. OCR will scan an image and extract the text.
- Photos- Add a caption with every photo, if the photo is required for the understanding of information. If it is aesthetic, there is no need. Do not embed text in a photo. It is unreadable by screen readers.
- Video – Should be captioned. YouTube can help. If not captioned, provide a transcript.
- Audio –Should have a written transcript.
- Avoid Flash files. They do not translate well with screen readers.

Login and Security

Use the Right Web Browser

Not all web browsers are created equal! We recommend, for best performance, using Chrome, Firefox, or Safari. Do not use Internet Explorer. It does not work well with image placement.

First-Time Login and Password Setting

The first time you log in to your website, you will use your university email and a temporary password provided to you to enter your site. You will then be prompted to create a new password. Password security is absolutely critical, because you are responsible for the content of your site should your password be discovered or stolen. We strongly recommend including different cases of letters, numbers, symbols (%\$@, etc.) while avoiding the use of dictionary words.

Do not share passwords or accounts.

Computer Security

Do not leave your computer unlocked while you are away from your desk.

Remember to set strong passwords for your computer, not just your people.ua.edu site. OIT offers good information about protecting your computer and selecting passwords.

- Passwords: <http://oit.ua.edu/wp-content/uploads/2011/10/PasswordPostcard.pdf>
- Protect your computer: <http://oit.ua.edu/security/cyber-safety/protect-your-computer>

Do not allow your web browser to save your passwords on any site. If the passwords are saved, it raises the risk of someone being able to hack into your computer and information.

For more information, visit OIT's Cyber Safety page at <http://oit.ua.edu/security/cyber-safety>.

Public URL

Every site must also have an address (like www.ua.edu for example) so that your visitors can find it. Your site has been predetermined as follows:

www.Bama-user-id.people.ua.edu – ex. *www.jsmith.people.ua.edu*

This is the address your visitors will use to access the site.

Editors URL

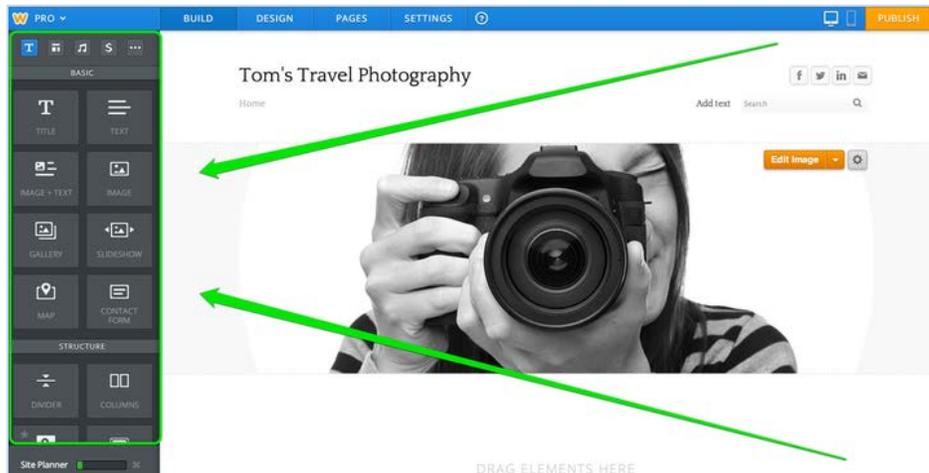
To edit the site, refer to the email you received providing your personalized link and log in credentials. Once the site has been published it will change to the main URL with /login at the end – ex.

www.jsmith.people.ua.edu/login.

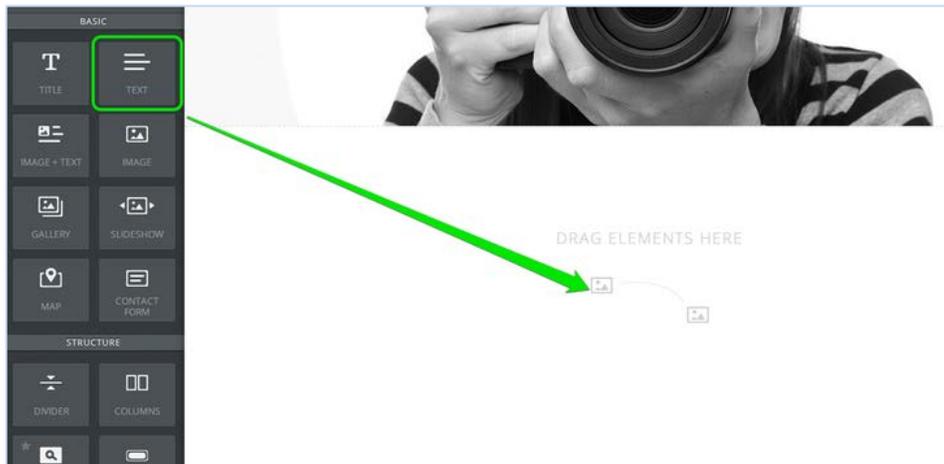
A Beginner's Guide – The Basic Steps

Elements are the building blocks of a site. All of your text, pictures, videos and other great content (aside from a few exceptions like header images, which we'll cover later) are added via elements. Let's take a look at some of these elements to get the hang of how they work.

First Elements: Adding Text



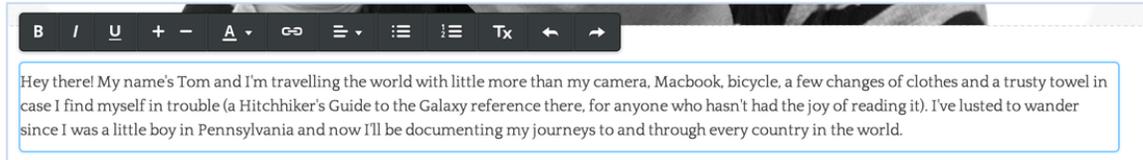
Adding an element to a site is as simple as clicking on that element and dragging it to the content area of a page. Let's drag the most basic element -- the Text element -- to this sample site.



The text element is exactly what it sounds like: an element for writing text. Click inside the element to start writing.



You can write a word, a sentence, or multiple paragraphs in a single element.

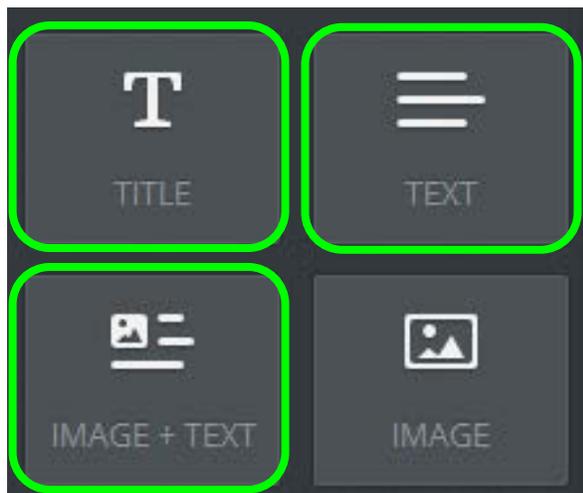


As you write, take note of the gray toolbar at the top of the element. This is the text toolbar and it allows basic changes to the formatting of your text. It works much like any other such toolbar normally works: select the text you want to change and click the appropriate button to make that change.



From left to right, you can bold your text, italicize it, underline it, make it bigger, make it smaller, change the color, create a link, adjust the alignment of all text within the element, create bulleted and numbered lists, and remove formatting.

You may notice that one thing you cannot do is change the font family to a different style. That particular setting is controlled elsewhere by the site administrator in UA Multimedia Services.



To add more text to the page we could continue writing in this same element, drag on another paragraph element, or use one of the other text elements:

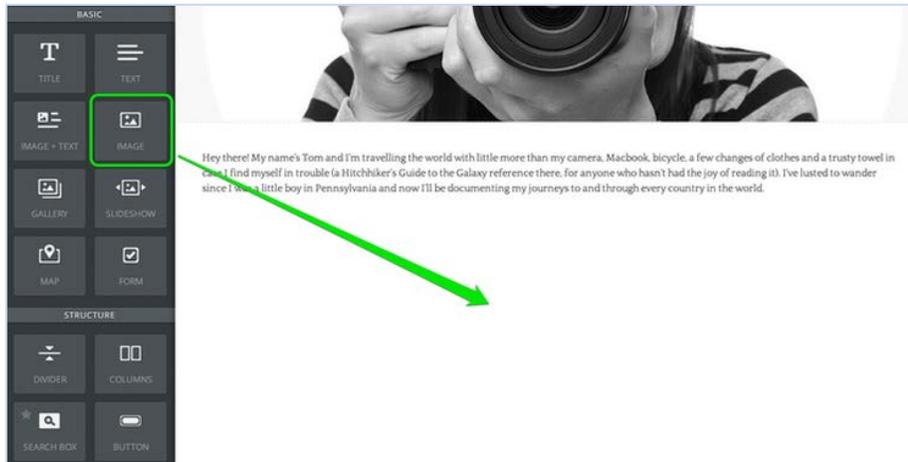
- Title: Used for adding titles to a page.
- Text: A paragraph element.
- Image plus text: A paragraph element with a place for an image built in. The text will flow around the image.

All of these elements use the same text editing toolbar we examined above and you can stack as many of them as needed on the page.

Adding text is easy enough, but how do you add images? Let's look at the next section, Adding Pictures to a Site, and find out.

First Elements: Adding Pictures

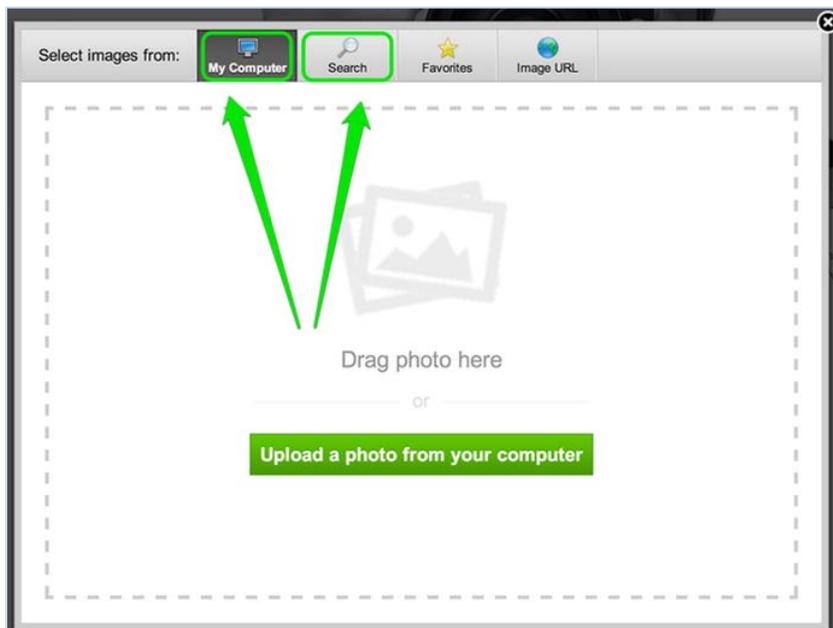
Adding pictures to your site works in much the same way as adding text: by dragging an image element to a page.



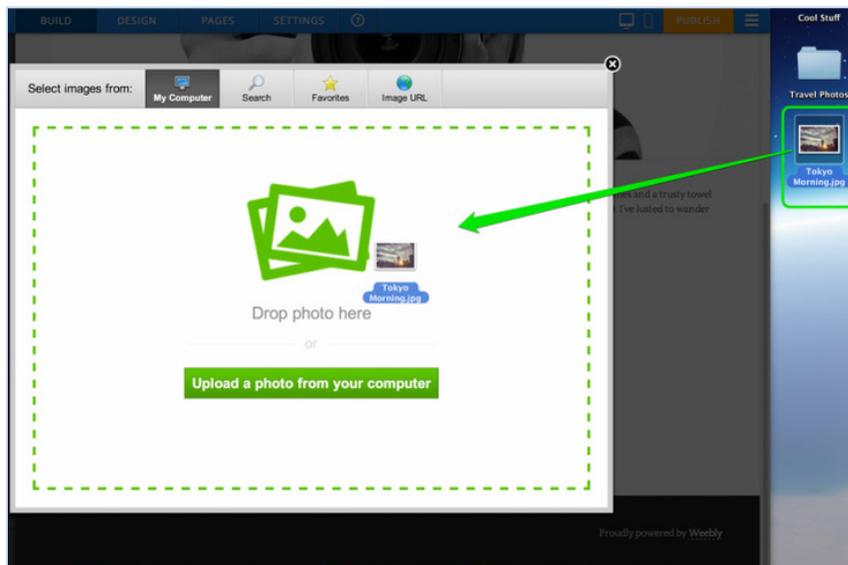
Click the Upload Image box to add a picture.



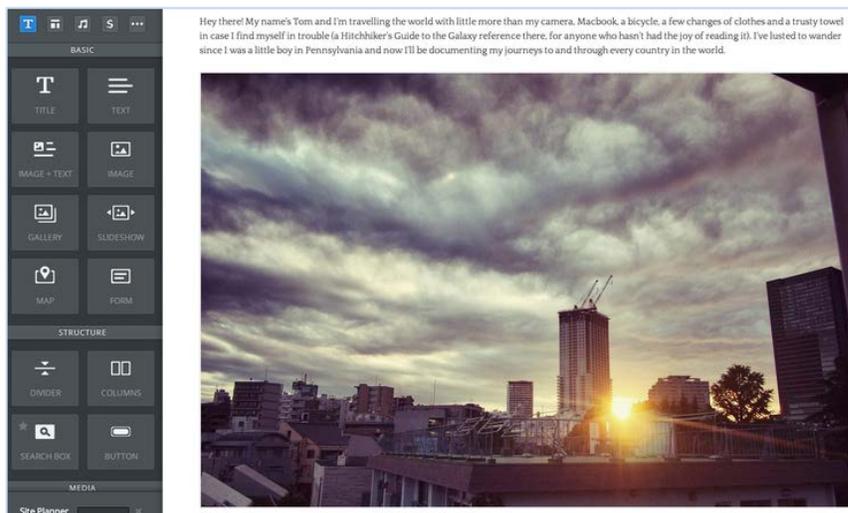
This opens up a dialog box presenting several ways to add a photo. The two key options are to either upload (or drag) an image from your own computer or to search through the Weebly stock photo database.



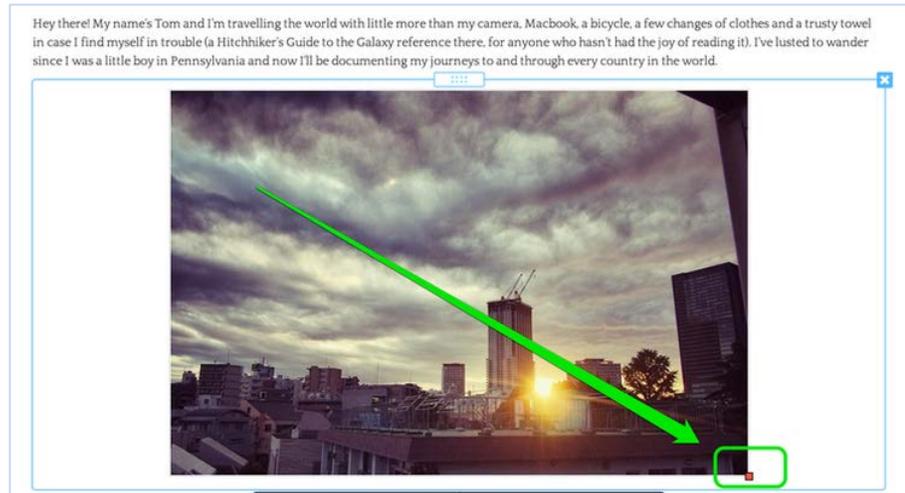
Let's focus on the option to upload a photo from your own computer. The easiest way to approach this is to drag the picture you want to use from your desktop into the box that quite helpfully says "drag photo here." You can also click the green "Upload a photo" button if it isn't convenient to drag the image over.



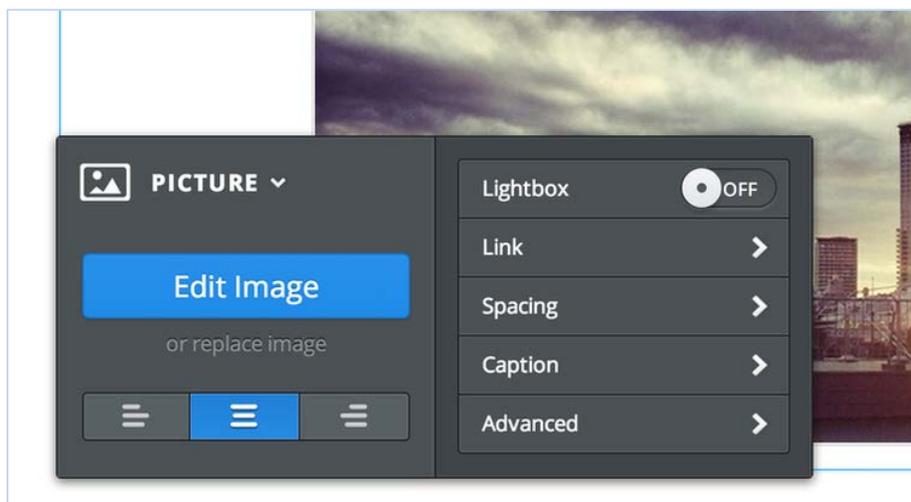
The size of a picture will vary after upload, but it will usually show as wide as the entire site.



You can adjust the size of the image by clicking and dragging the little box that appears in the lower right corner of the image (you'll need to click on the picture to see it).



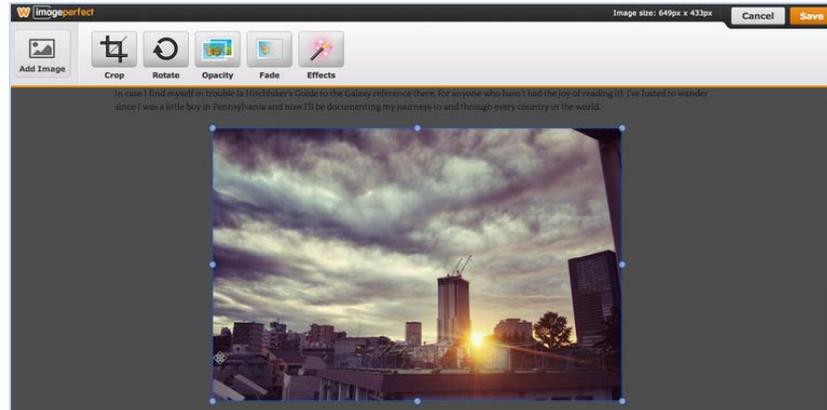
Clicking on the photo also opens up a settings dialog box that you can use to make further changes.



Some notable controls:

- Lightbox: If you turn this on then any visitor who clicks the image on your site will be shown a larger version.
- Link: This option turns the image into a link. We cover links later in this guide.
- Spacing: Makes minor adjustments to the amount of white space around the picture.
- Caption: Lets you add a basic text caption under the pic.
- Advanced: Allows you to adjust (or turn off / on) the border around the picture.

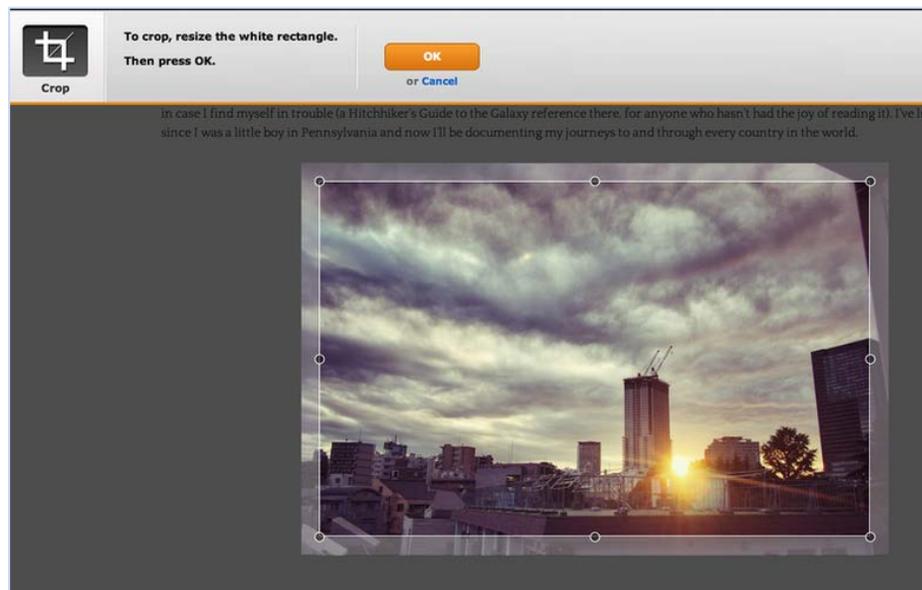
And the big blue "Edit Image" button opens up a simple image editor.



This editor provides some basic options for adding effects, lets you Rotate the image to any angle and has a Crop feature that can cut unwanted parts of the image away.



As an example of how these tools work, let's crop this picture a bit.



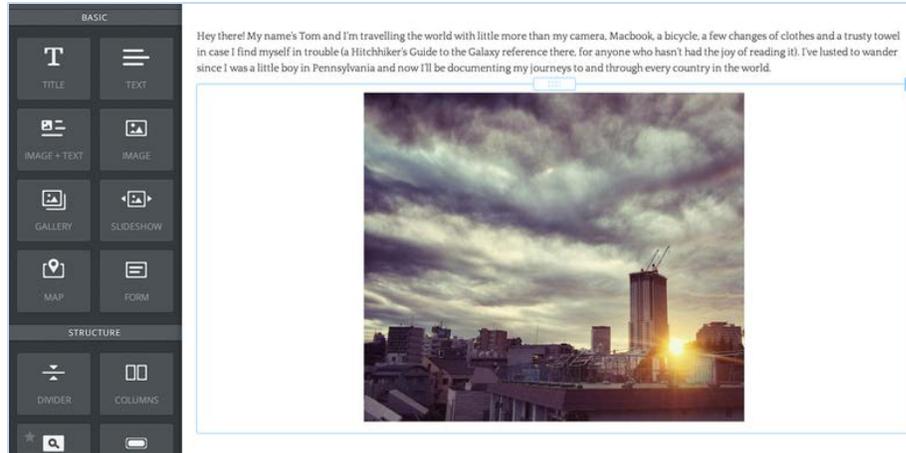
The Crop option places a box over the top of the picture. You can click on that box to drag it around and adjust the bubbles on the corners and sides to change the dimensions.



Once you've made changes click OK. If you don't like the changes you can click Crop again to readjust or click the grey Cancel button to drop out of the editor. We've cropped the example image down to more of a square; we'll keep this change and click the Save button in the upper right.



And now the changes to the image are saved.

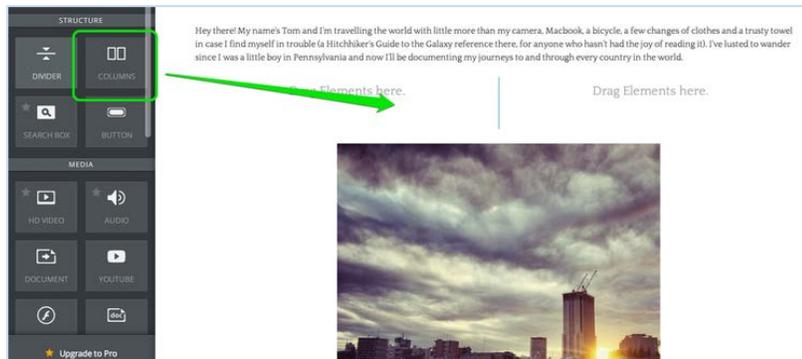


Next up, let's learn how to Alter the Layout of a Page.

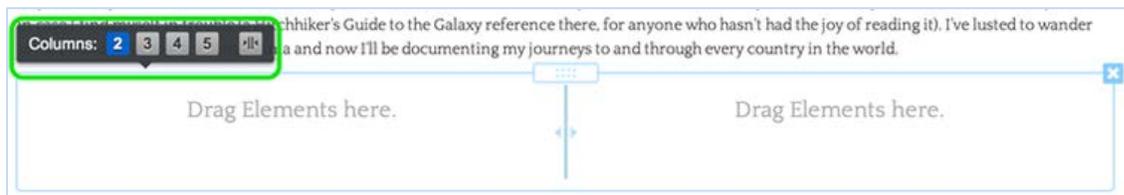
Alter Layout with the Columns Element

When you start adding elements to a page, you'll likely notice that they stack one on top of each other automatically. At first glance this may make it appear there's no way to place elements side-by-side.

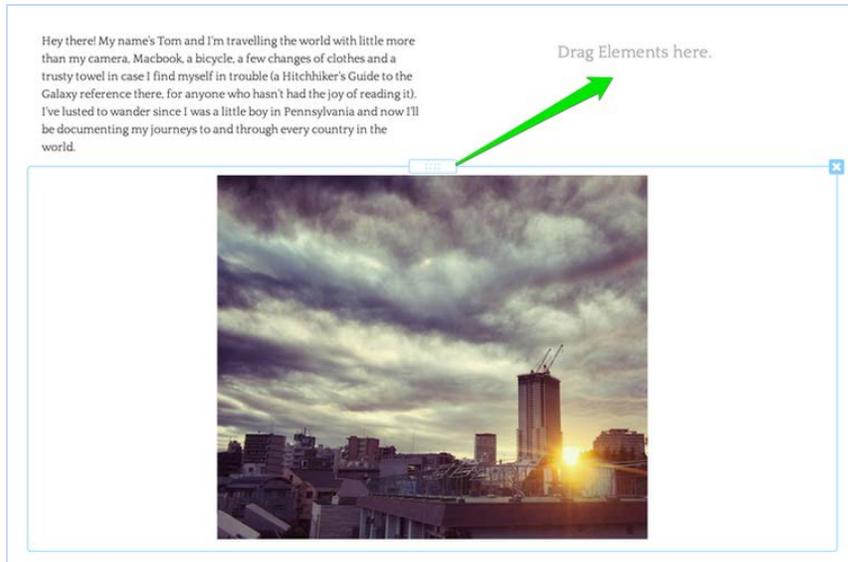
But the good news is that our Columns Element can be used to add up to five columns to a page. This enables you place elements right alongside each other. The Columns Element is dragged to a page just like any other element.



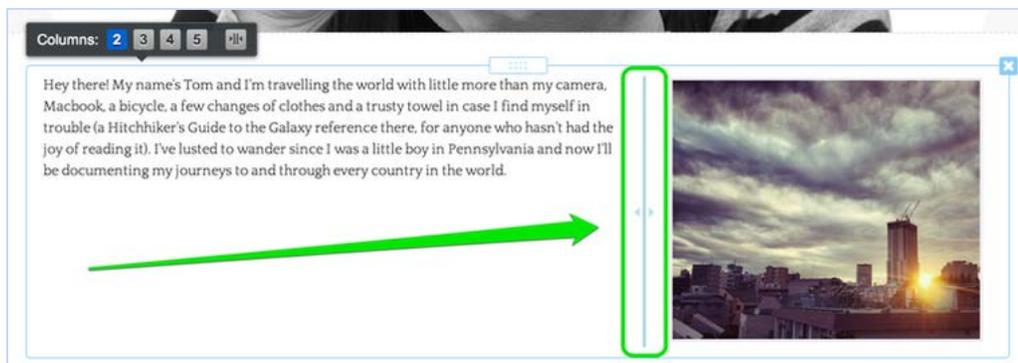
The element starts with two columns, but you can add up to five via the toolbar that appears when you scroll over the element. Just click the appropriate number.



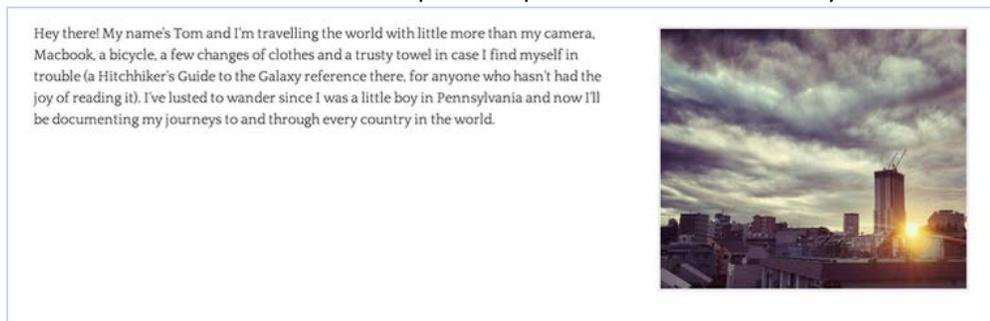
We'll stick with only two columns for this example, but regardless of the number of columns they all work the same way: you drag other elements into the columns.



You can drag as many elements into each column as needed, and use the blue bar between the columns to adjust the width of each. Elements inside the columns will expand or contract as you change the column size.



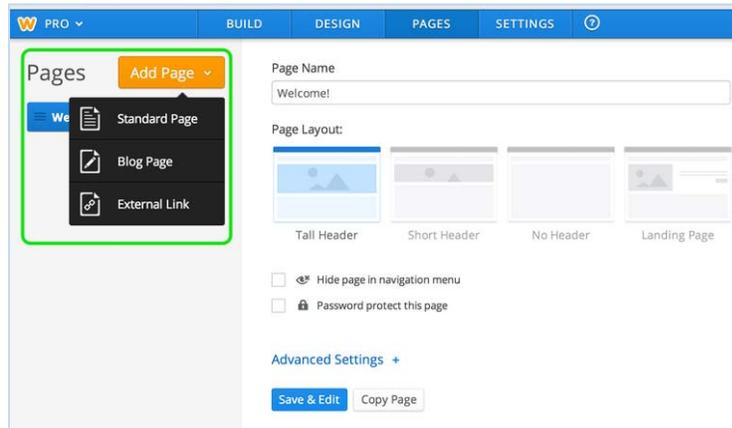
The divider between the columns doesn't show up on the published site so none of your visitors will see that.



You can add as many elements as you like to each column; they'll just stack on top of each other as usual. And you can add elements above and below the Columns element too, so part of the page can have two columns, another part one column, and another could have five. That's entirely up to you.

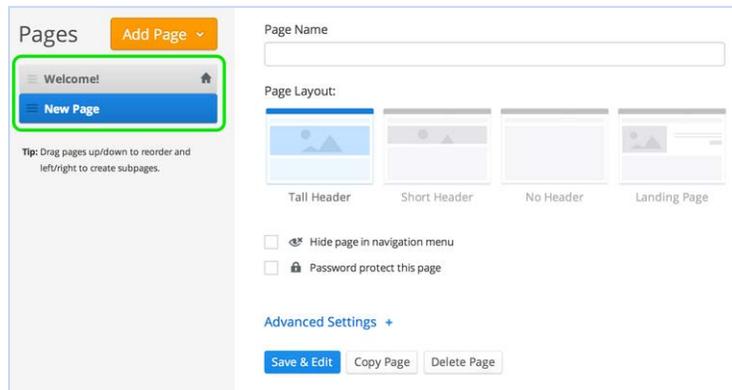
Create Pages and Arrange Navigation

Your site can have as many pages and sub-pages as needed; we place no limits whatsoever on the number of pages that can be added to a site. Creating a new page is a matter of going to the Pages tab and clicking the Add Page button.

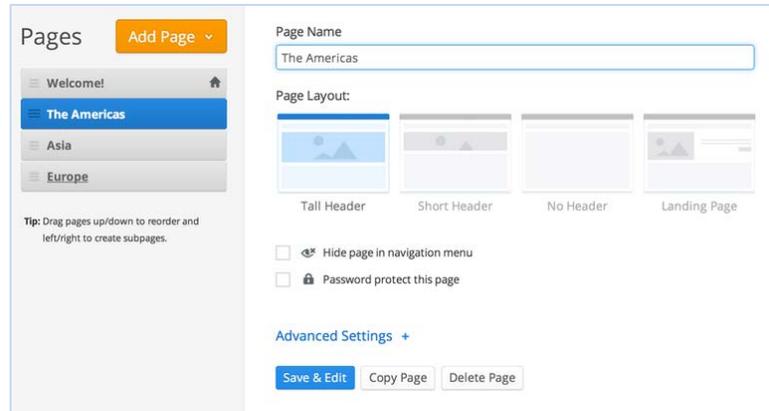


There is an option to Add a Standard Page or Add a Blog. For now let's focus on creating Standard Pages.

Selecting the Standard Page option adds a new page to your list.



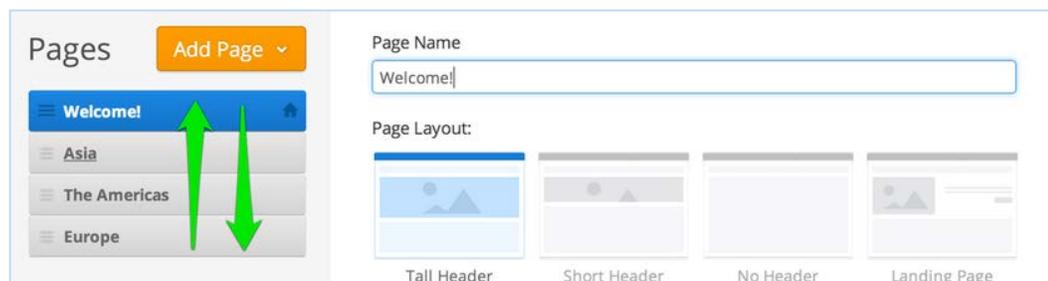
Adding more pages is a matter of clicking Add Page and choosing Standard Page again (and again).



As you add (and name) each of your pages, they'll automatically become part of your site's navigation bar.



You can re-arrange the order of the pages by clicking and dragging them up and down the Pages list. Dragging a page to the top of the list will make that page your Home. The Home page can be renamed to whatever you like; the name for this site's Home has been changed to Welcome. Changing the order of pages in the list will also change the order in which they're displayed in the navigation.

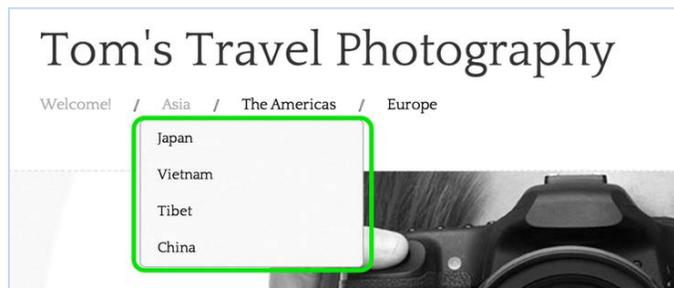


You're also able to create subpages of other pages.

You can do this by dragging a page or pages underneath and to the right of another page.



These subpages appear in a drop-down menu when you scroll over the page to which you connected them.

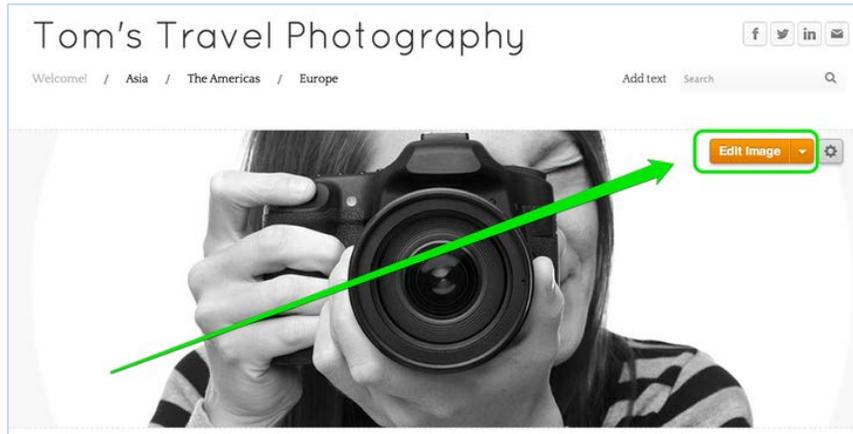


To edit the content of a page just click on its link from the navigation menu or go to the Pages tab, select the page from the list and click the Edit Page button.

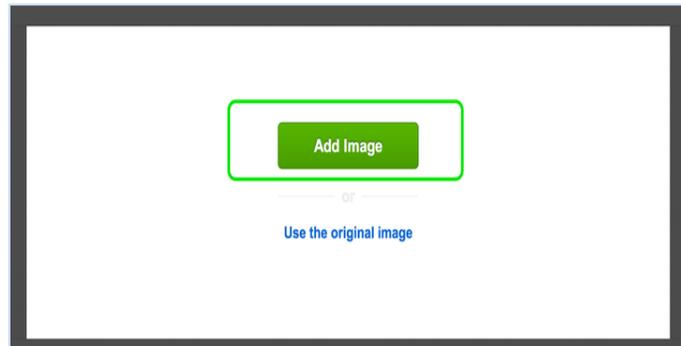
Edit the Header Image

All of our themes include a header image at the top of each page. This header is very simple to edit and change.

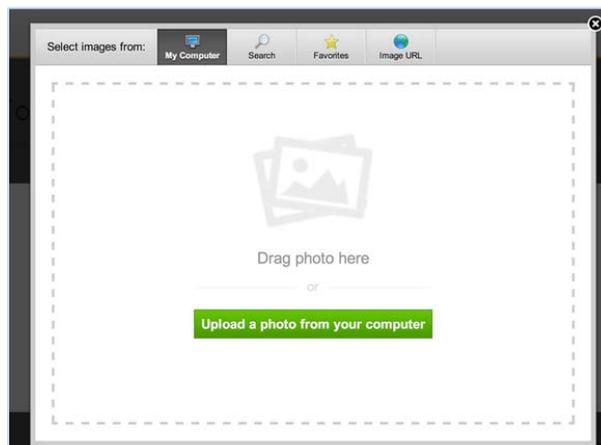
To get started, scroll over the header image and click the Edit Image button:



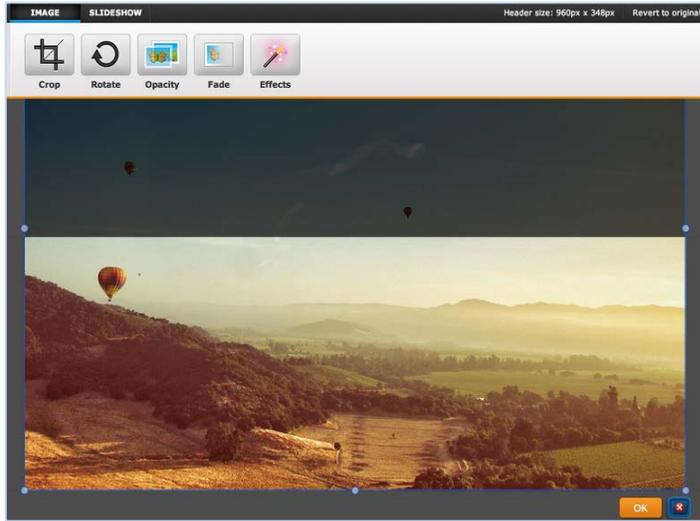
This will prompt you to either Add an Image or Use the Original Image. Choose to Add Image.



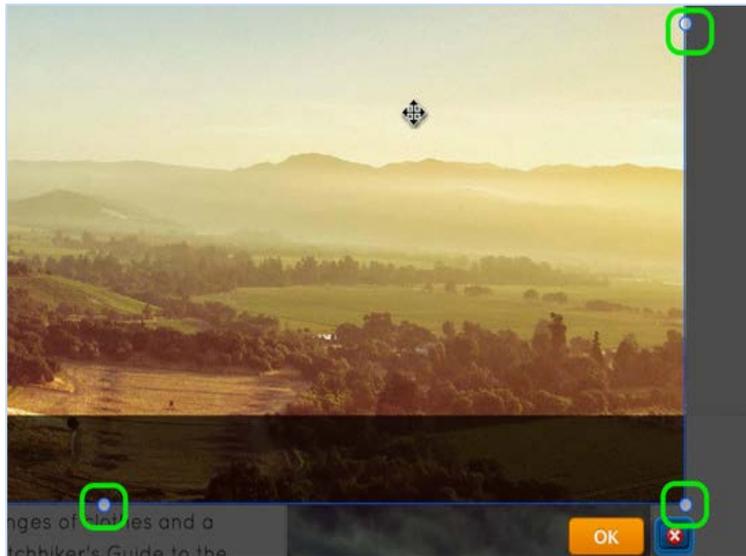
This will open up a dialog box that allows you to upload an image from your own computer or to search for an image from our stock photo database.



Once you upload or find an image, you'll be able to edit that image. This particular image is taller than the banner area.



But header images can be re-sized using the little bubbles at each corner and side of the image.



And an image can be dragged to better fit the header by clicking anywhere on it and dragging it.



Use the provided tools at the top of the page to edit and add text / effects to the image as needed.



When you're happy with an image, select the Save button to Save it. You can use the arrow to the right of the Save button to choose whether to save the image to every page of the site, just this page or to select only certain pages to save it to. In that way you can have different headers on different pages if you want.



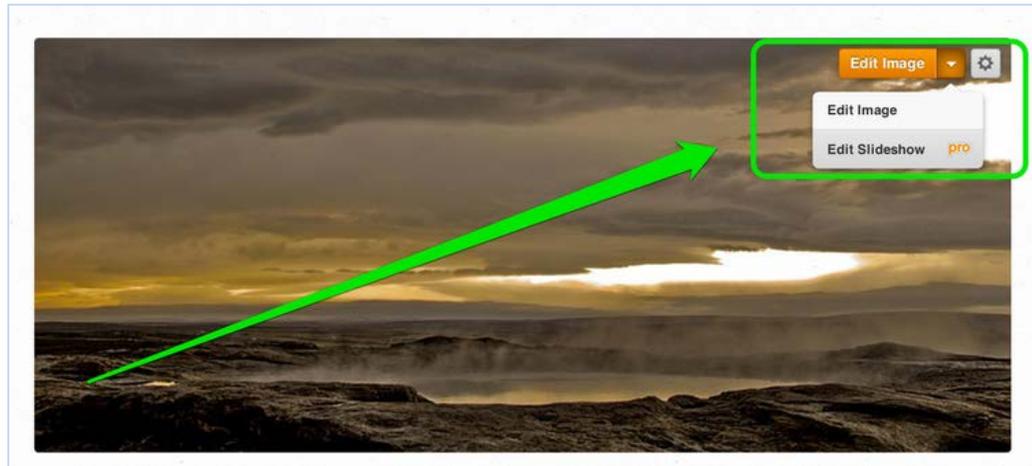
And here's how the page looks with the Saved image.



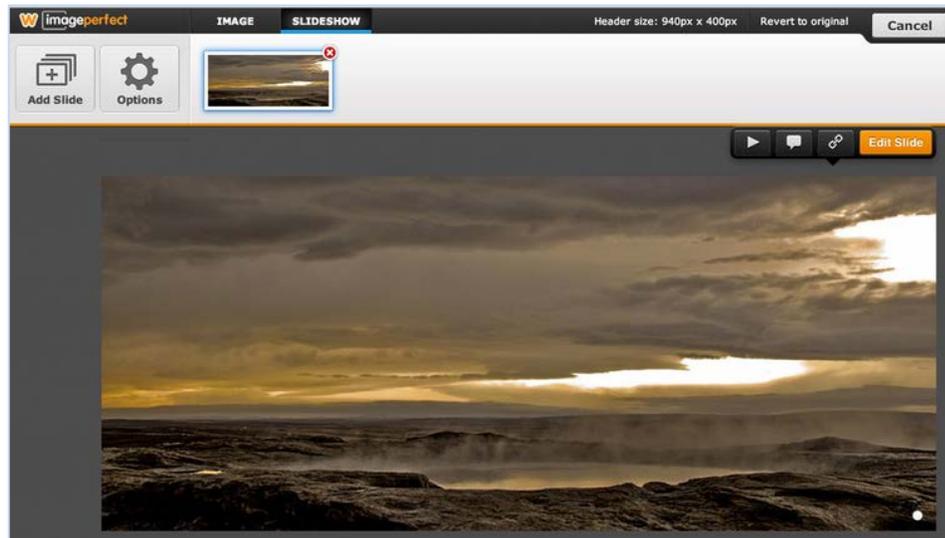
Keep in mind that multiple images can be added to the same header just by Editing the header and clicking the Add Image button in the upper left.

Add a Slideshow in the Page Header

You can turn your static banner images into active slideshows. To do so, scroll over your current banner image and click the arrow next to the Edit Image button. Then choose Edit Slideshow.



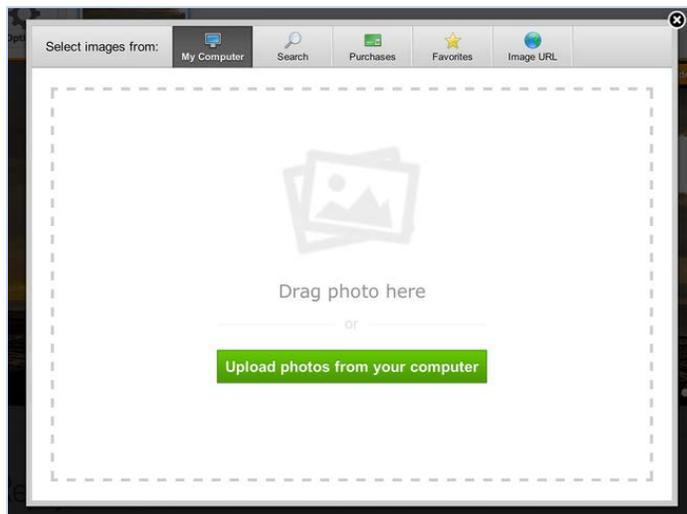
If you've previously uploaded an image to the banner area that will display as the first image in your show. If you haven't previously uploaded an image then you'll be prompted to do so.



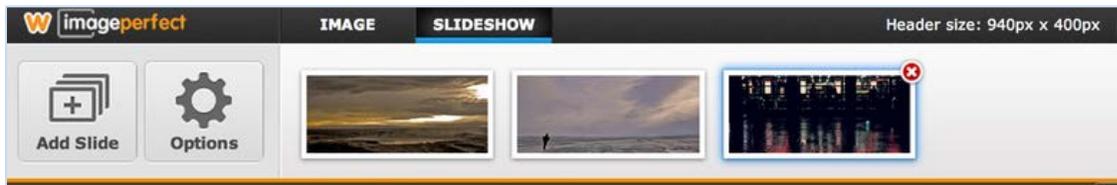
To add more images to your slideshow, click the Add Slide button.



This will open a Dialog Box from where you can upload a photo from your computer or search through the database of stock images.



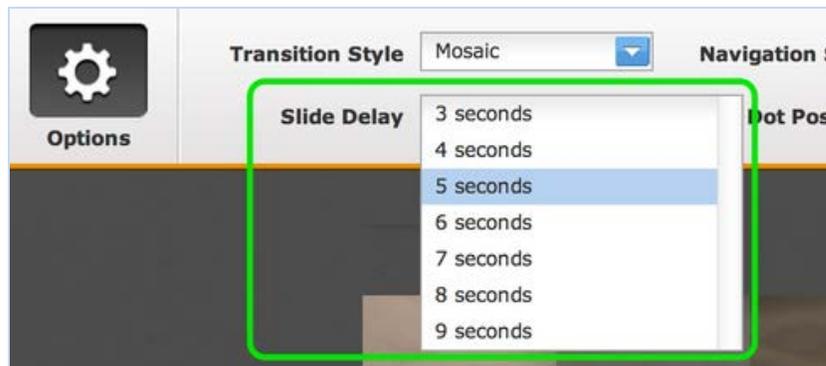
You can add as many images to the slideshow as you like, though we'd recommend keeping the total number at less than eight. As you upload images, you can drag a slide's thumbnail around to change the order in which the images play. And you can click the "x" in the upper right of the thumbnail to delete the image from the show.



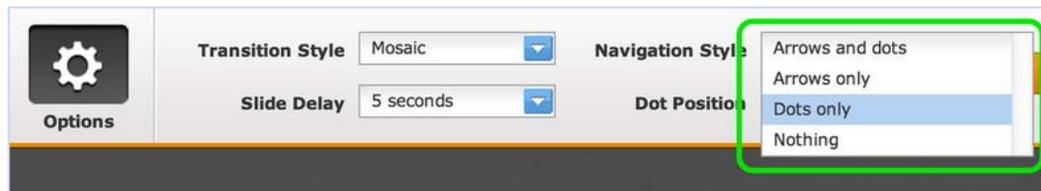
The Slideshow has several Options for managing settings like Transition Styles:



The amount of time each slide is displayed before moving to the next:



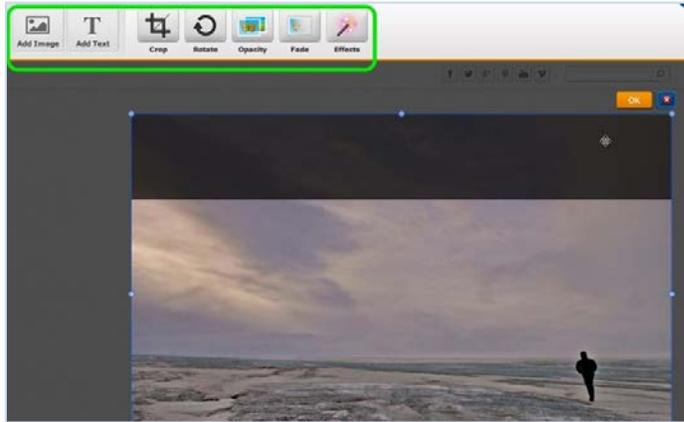
And for providing user controlled navigation:



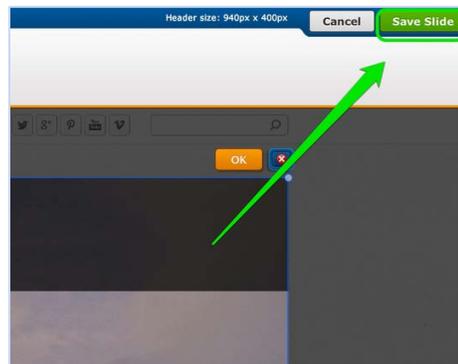
Additionally, each individual image in the slideshow can be edited using the Edit Slide button to alter the cropping and position of that single slide image.



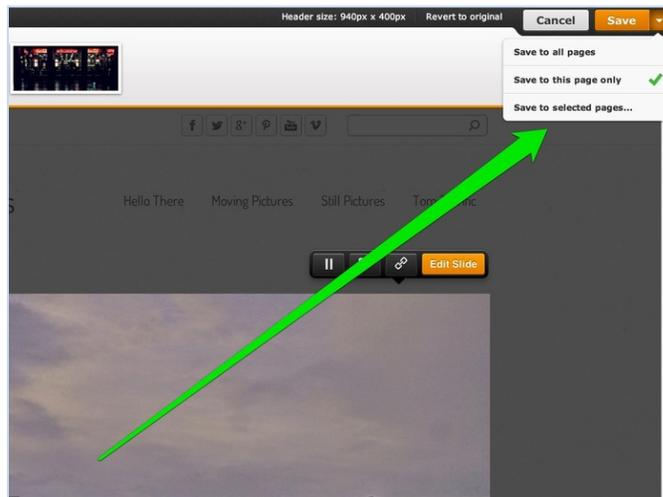
The image editing options for a slide are the same as those provided for a static banner image. You can reposition the image within the slide, rotate it, crop it and even add more images to this one slide.



When you're finished editing an individual slide, click the Save Slide button in the upper left and you'll be returned to the header slideshow editor.



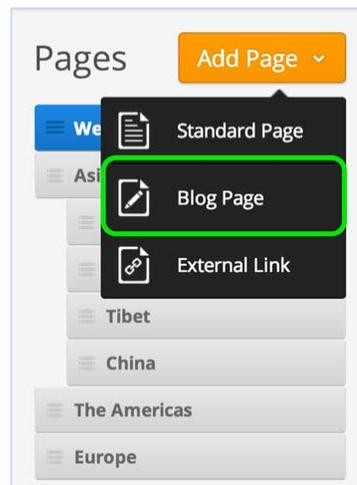
And once you're done editing the entire Slideshow you can Save it using the Save button in the upper right.



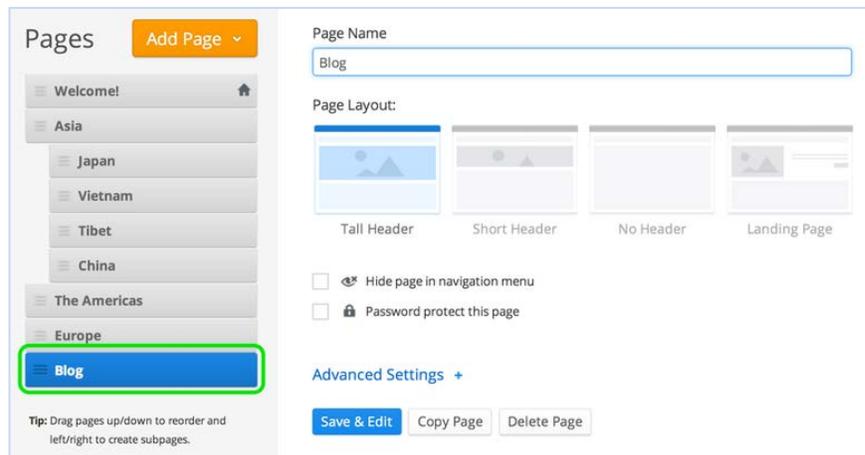
Start a Blog

Your site doesn't need to have a blog and you can skip this section if you don't want to have one.

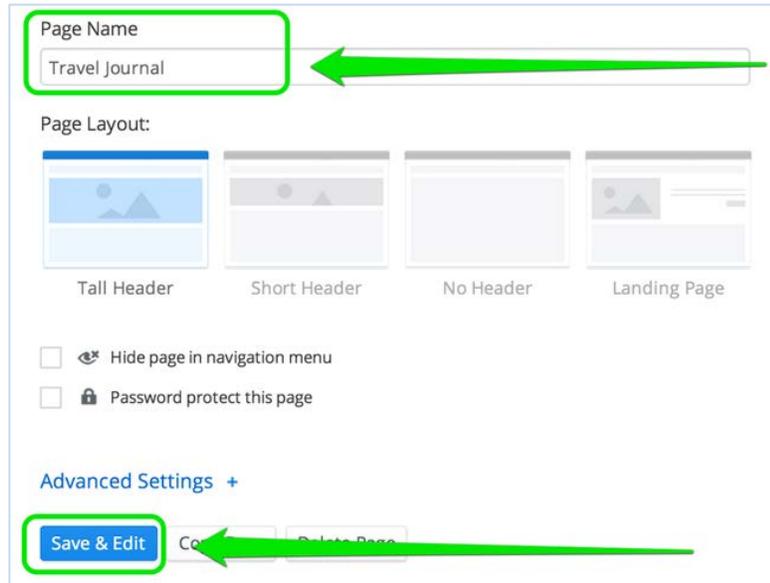
To create a blog, go to the Pages tab of the editor, click Add Page and select the Blog Page option.



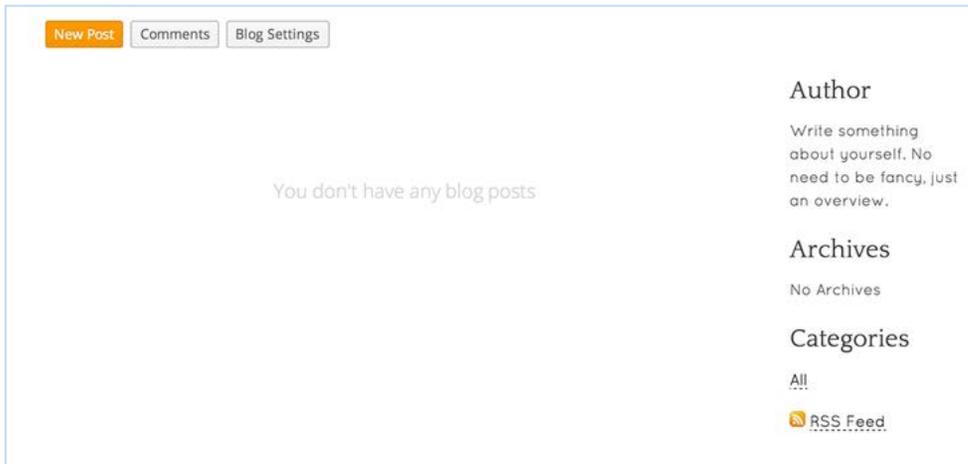
This will add the blog to your list of pages.



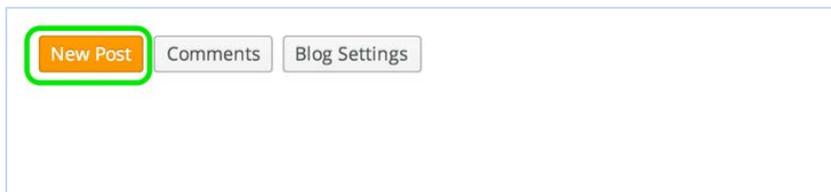
Give the blog a name (if you want to call it something other than "Blog") and then click Save & Edit to start adding content.



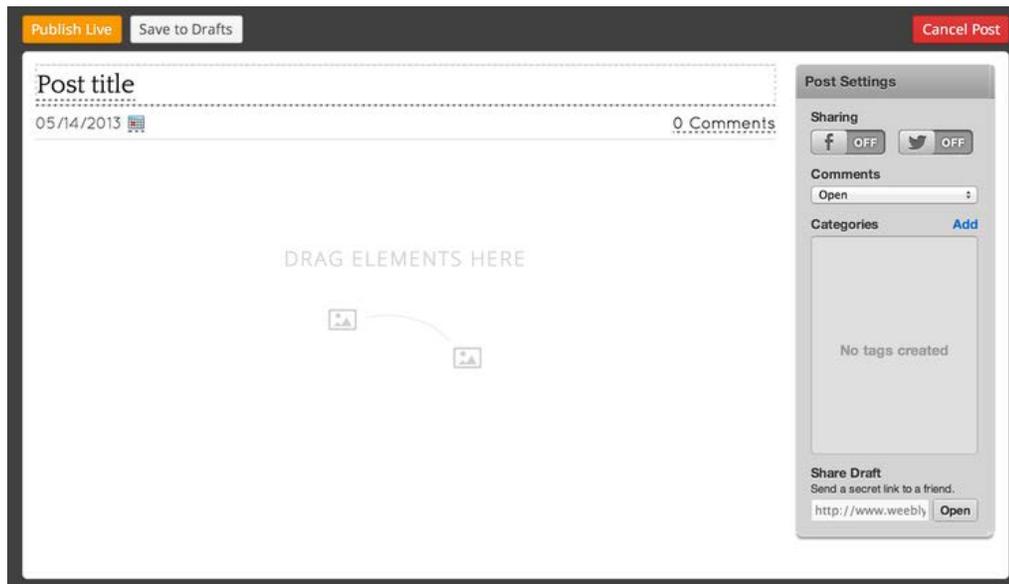
A new blog starts with a sidebar with some default content that you can easily change, and also gives you the option to add a New Post.



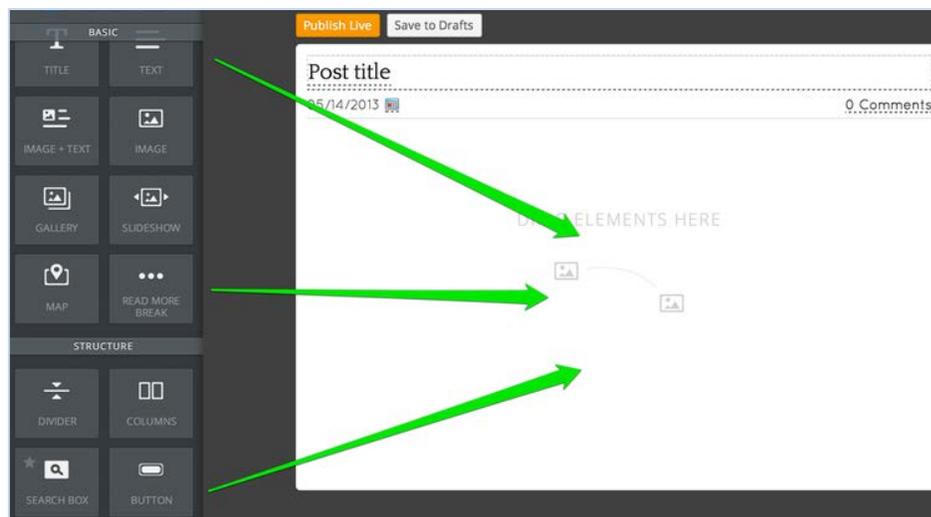
To create a new post for your blog, use that New Post button.



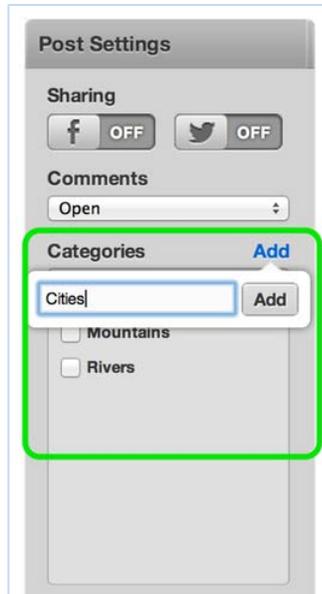
Your blog post has a title and a content area. The title should generally be short - no more than a sentence long or so. The content area includes a basic paragraph element which you can either edit or delete.



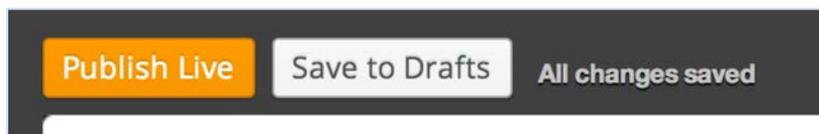
Adding content to a blog post works the same way as adding content to a regular page - just drag elements into the post and edit them to add content.



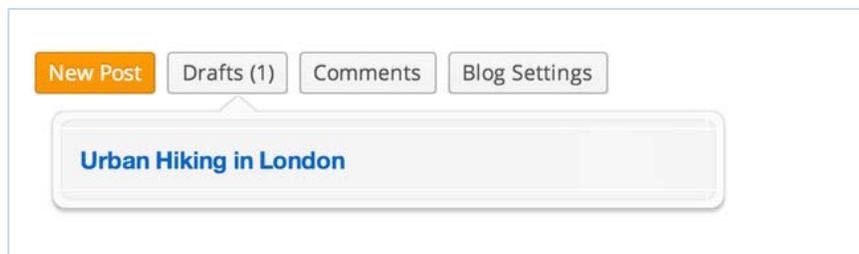
Once you've added your content you can categorize the post - these categories will appear on your sidebar, making it easier for visitors to find posts that cover specific topics. Categories can be whatever you like and it isn't necessary to use them. If you do use them, we'd recommend having no more than twelve different categories on your entire blog.



When you're done you can Publish the post to your live site (which will make it instantly available for visitors) or Save to Drafts to edit / publish it later.



If you save the post as a draft, it'll be accessible to you through a drafts area at the top of the blog page from within the editor (along with any other drafts you've saved). Just click the link to the post from this drafts area to edit it further and Save / Publish.



Every new post you Publish will appear at the very top of the page, pushing older posts further down. After you've added seven or eight posts to the page, older posts will be moved off the main page to still accessible archive pages.

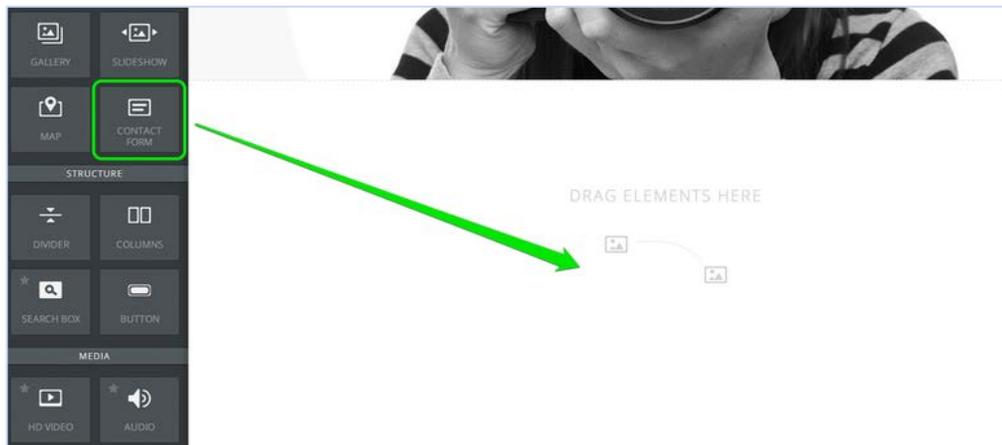
Forms and Surveys

Weebly provides a Form element that allows you to create surveys, contact forms, and more. Fields such as checkboxes, drop-down menus, and file uploaders can be integrated into your forms very easily to allow you to collect whatever information you would like from your visitors. We'll start by creating a simple contact form.

Create a Basic Contact Form

A contact form provides visitors to your site an easy way to reach out to you. You can ask a visitor for something as simple as their name and email address, or setup a full-on survey to ask them any number of questions. You can create as many forms as you like, either way.

Get started by dragging the Contact Form element to a page.

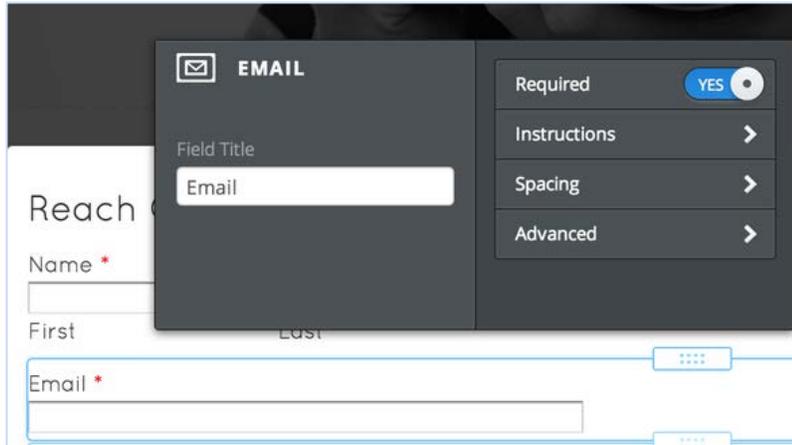


The form starts with three default fields and a title; the purpose of each default field (Name, Email, and Comment) is fairly self-explanatory.

A screenshot of a completed contact form. The form has a title "Reach Out and Say Hello!". Below the title are three input fields: "Name" (with a red asterisk), "Email" (with a red asterisk), and "Comment" (with a red asterisk). The "Name" field is split into "First" and "Last" sub-fields. At the bottom of the form is a "SUBMIT" button. In the top right corner of the form's container, there are three buttons: "View Entries", "Form Options", and "Save".

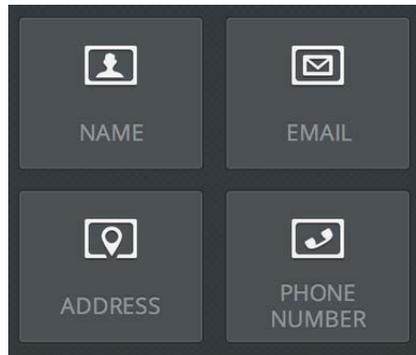
These fields are set as required (meaning the recipient must enter something in the field to submit the form) by default. But this is very easy to change just by clicking on a field and using the toolbar to make adjustments.

A number of settings can be altered for each field; these settings can be accessed simply by clicking on the field to open its toolbox. You can also delete a field by clicking the "x" that appears in the upper right of the field.

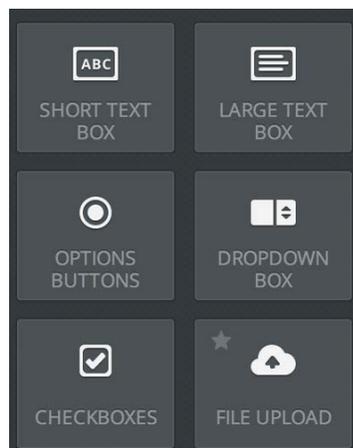


You can also quite easily add new fields to the form by dragging them on just like any other element.

There are preset fields for Name, Email Address, Postal Address and Phone Number.

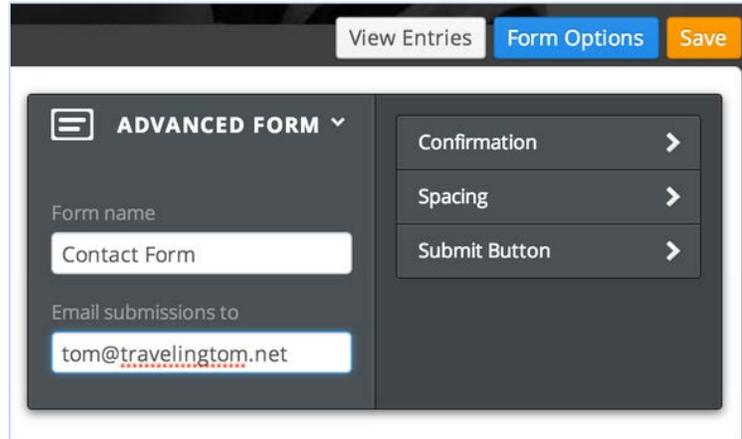


And generic Short and Large Text Box Fields (allowing you to create a field asking for any info you want), Options Buttons, Dropdown Boxes and Checkboxes to create survey style questions, and a File Upload field that allows the person filling out the form to send you a file of any kind.

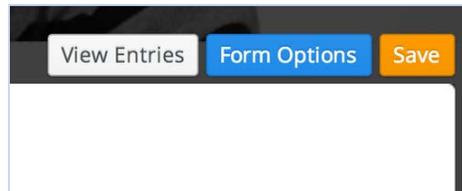


Before you complete your form and Publish your site, you'll also want to give the form a name (for your own reference) and determine to which email address (or addresses) you want form submissions to be sent. You can enter more than one address by separating them with commas.

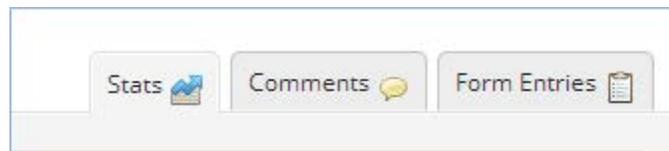
You'll also want to decide whether you want to display confirmation text directly on the same page when the form is submitted, or if you'd rather redirect visitors to another page on your site after the form is submitted.



Note that you can find these settings by using the Form Options button at the top of the form.



Replies to your form will go to the email addresses you entered under Form Options and are also archived to a Form Entries section of your account. Form Entries can be accessed under Form Entries tab on the main dashboard of your site.



If you have more than one form connected to your site, then you can flip through the different forms using the Form Entries drop-down at the top of the page.

Form Entries from Contact Form **Number of Entries: 2** [View Form](#) | [Export Data](#)

Date submitted	Name.first	Name.Last	Email	Favorite star wars film
✖ 09/26/2010 11:31am	Mal	Reynolds	mreynolds@serenity.c...	Empire Strikes Back
✖ 09/26/2010 11:32am	Amelia	Pond	amypond@tardis.org	Star Wars

Name.first	Amelia
Name.last	Pond
Email	amypond@tardis.org
Favorite Star Wars Film	Star Wars
What do you want to tell me?	You're late for my wedding!
IP Address	98.234.148.152

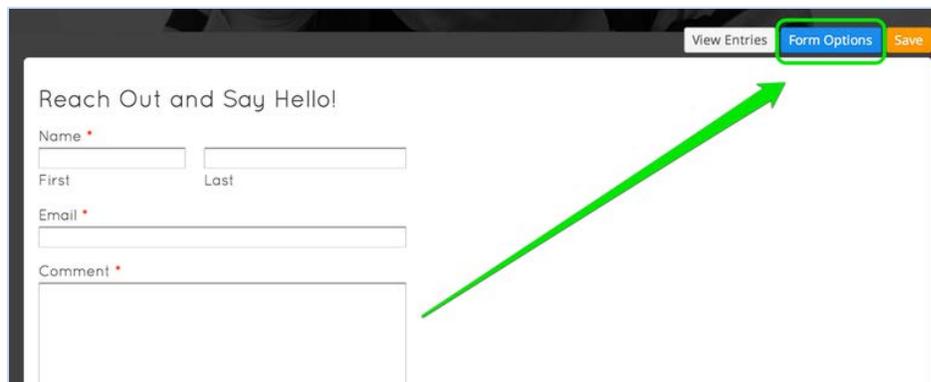
Contact Form Submissions

When a contact form is submitted, the information the visitor entered in that form is sent to two places:

1. The address (or addresses) you connected to the form during setup.
2. The Form Entries section of your account.

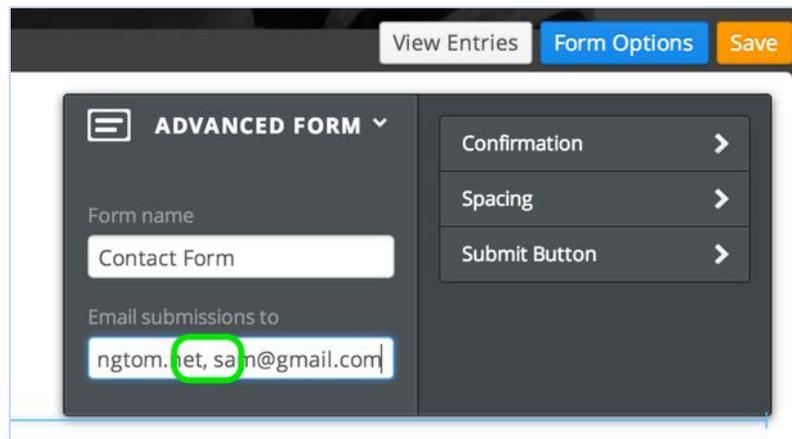
If you don't see the submissions in your email inbox, check your Spam or Junk Mail folders in case the messages are being routed there. If you see the messages in your spam folder, mark them as "Not Spam" using whatever option your email provider gives you. The more of these you mark as "Not Spam" the less likely they'll be to show up in your spam folder.

If you don't see them there, make sure you have the correct address assigned to your form. To do so, click on the Form Options button connected to the form in the editor (you'll need to click the form to bring this up).



Then make sure the email is entered correctly in the submissions "to:" field. If it isn't, re-enter it and Publish the change to your site.

You can even enter multiple addresses if you want. Just separate each address with a comma.

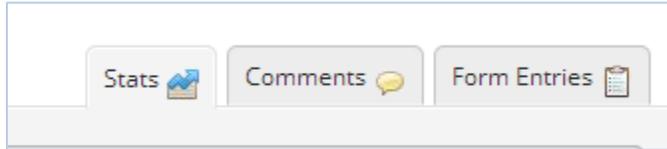


Delivering form emails to the inbox can be tricky and there are some situations where the emails may be completely blocked. If you cannot find the messages in your Inbox or your Spam folders and you believe the

messages really aren't coming through, the best bet is to switch to another address completely (preferably at a provider like Gmail, Yahoo or Hotmail).

We're constantly fighting to keep our contact form email delivery high, but we can't guarantee the form messages will be delivered to every address. That just isn't possible.

That's why we also give you the option to view form messages directly in your account. To access any messages that have been sent to you via a form, click on the Form Entries tab on the main page of your account dashboard.



This will bring up all the messages that have been sent to you through any of the forms on this site. You can even export all these messages to a spreadsheet using the Export Data link.

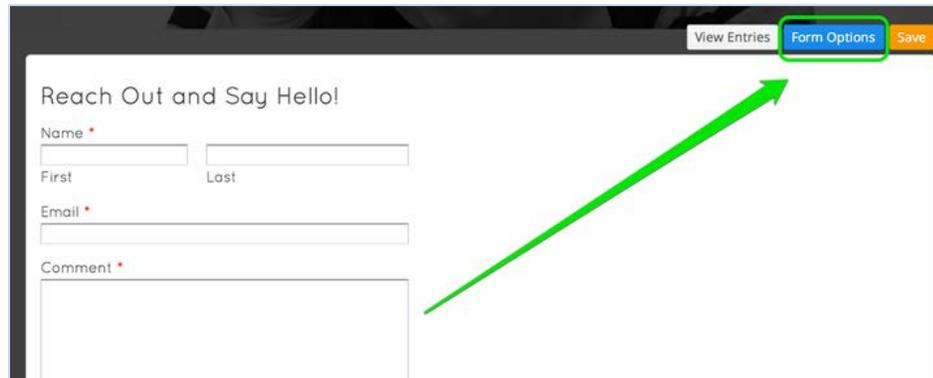
Form Entries from Contact Form Number of Entries: 2 [View Form](#) | [Export Data](#)

Date submitted	Name.first	Name.last	Email	Favorite star wars film
09/26/2010 11:31am	Mal	Reynolds	mreynolds@serenity.c...	Empire Strikes Back
09/26/2010 11:32am	Amelia	Pond	amypond@tardis.org	Star Wars

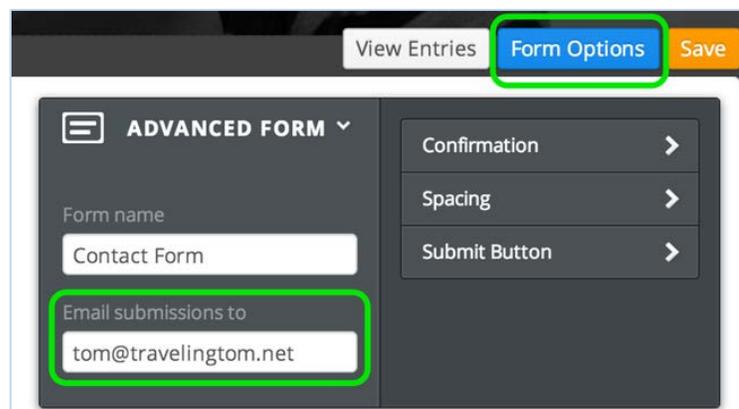
Name.first	Amelia
Name.last	Pond
Email	amypond@tardis.org
Favorite Star Wars Film	Star Wars
What do you want to tell me?	You're late for my wedding!
IP Address	98.234.148.152

Edit the Contact Form Address

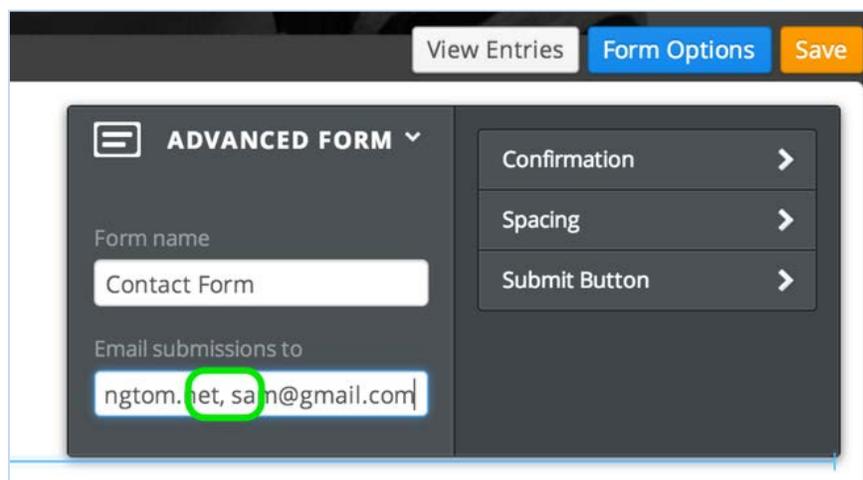
Click on the form in the editor and then select the Form Options button.



This will bring up the Form Options toolbar. Just change the address shown in the "Email submissions to:" box. Be sure to Publish the site after making the change.



You can even enter multiple addresses in this box if you like. Just separate each address with a comma.

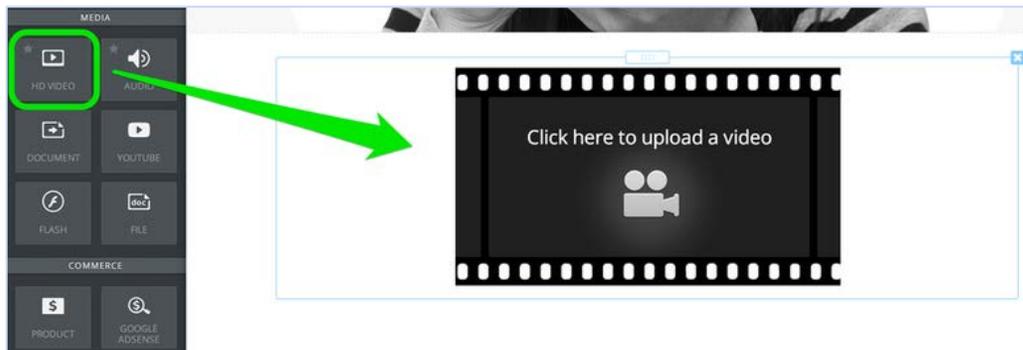


Video, Audio and Other Content

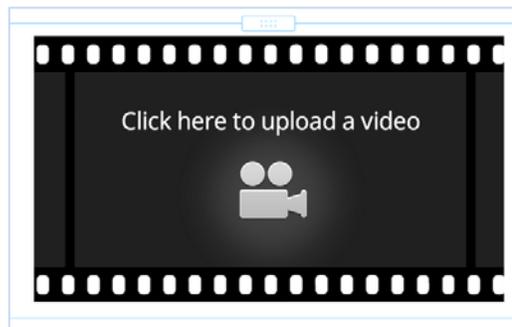
Upload Video

The Video Element allows you to upload HD quality videos (up to 1 GB per video) directly to your site, and display that video in a professional, unbranded player.

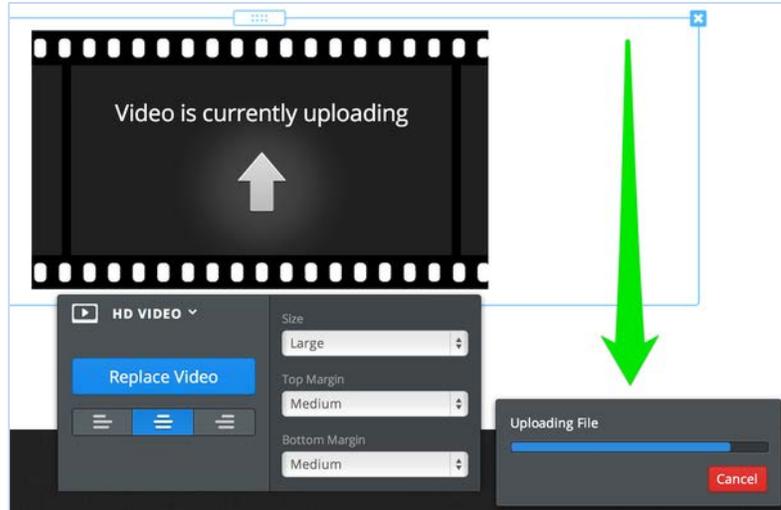
The Video Element is available under the "Multimedia" category of elements. To use it, click and drag it to your desired location on a page.



Then simply click the player and a dialog box will open from where you can select a video from your computer (if a box does not open, then click the blue Replace Video button to open it). Weebly supports M4V, MPG, MOV, WMV and most other standard video formats.



Depending on the size of your video and the speed of your internet connection, it may take up to 20 minutes to upload your video. You will see a status message on your screen (in the lower right corner) showing the upload progress. Just kick back and relax while the video uploads.

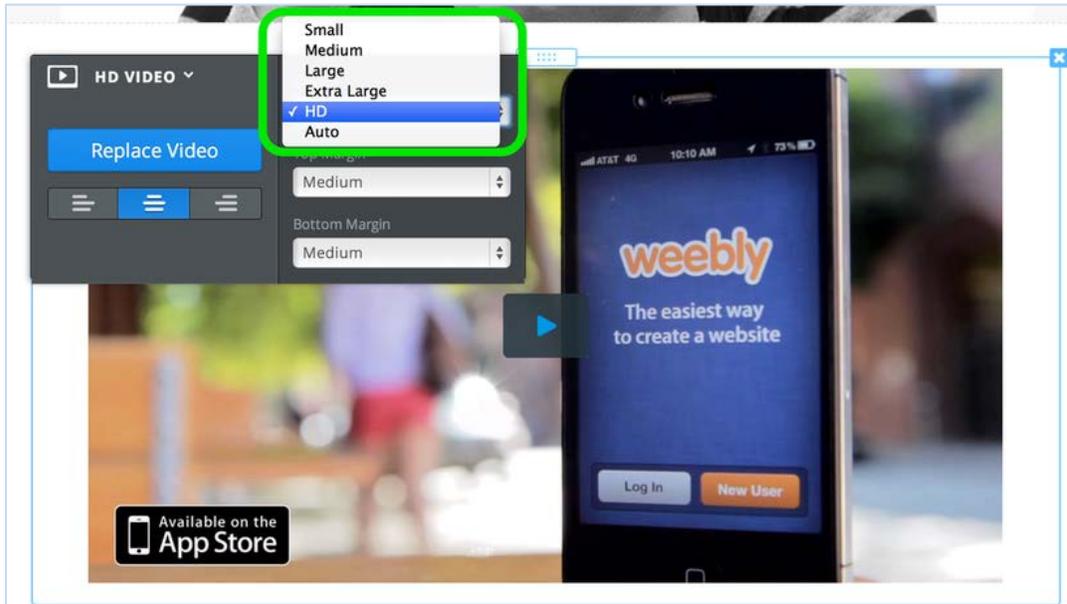


Once the video is uploaded, we then have to encode it. The element itself will display the amount of time remaining in the encoding process. While the video encodes you can continue to work on other pages and content for your site (no need to kick back and relax during encoding), and when you come back later the video will be encoded and waiting for you.



Once the encoding process is complete you'll be all set and your video is ready to watch. You can upload an unlimited number of videos to your site. The only limit is that no single video can be larger than 1 GB by itself. Which means you can't upload any 1.5 GB videos to your site, but can upload as many 950 MB videos as you want.

You can alter the size of the video player (among several presets) using the blue toolbar that pops up when you click on the element.



Something to remember: if you're using Windows Movie Maker or iMovie, the files created when you use the Save option in these programs are not video files. They are editable files that are meant to be used with each program. Be sure to Export your final video from either program to ensure you have a video and not an unusable document file. To Export a video from iMovie go to File > Export. To Export using WMM go to Publish Movie > Export to File.

Run into other problems uploading a video? [Take a look at our short troubleshooting guide](http://kb.weebly.com/video-troubleshoot.html). <http://kb.weebly.com/video-troubleshoot.html>

Using the Audio Player

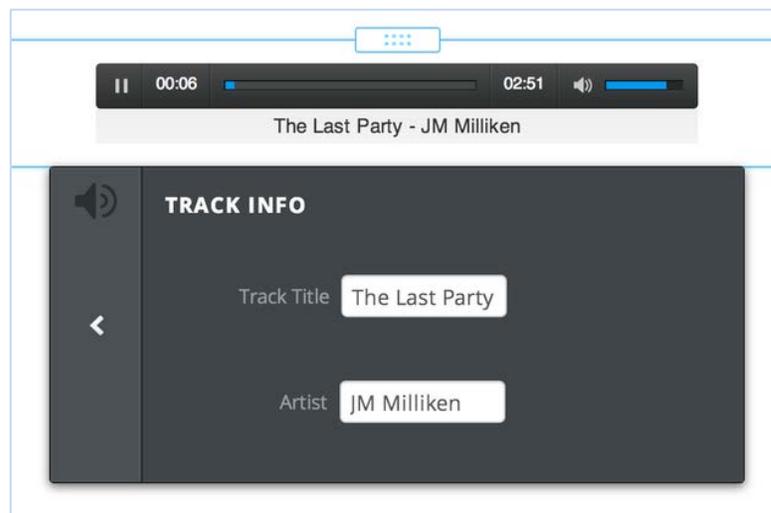
The audio player allows you to easily add music, podcasts, or other audio files directly to your website.

The Audio Player element is available under the "Multimedia" category of elements. Drag it to a page to get started.



After adding it to a page, click anywhere in the element to open up the Audio Toolbar. Then click Upload Audio to select an Audio file to upload and use the Track Title / Artist fields add a Track Title and Artist to the player.

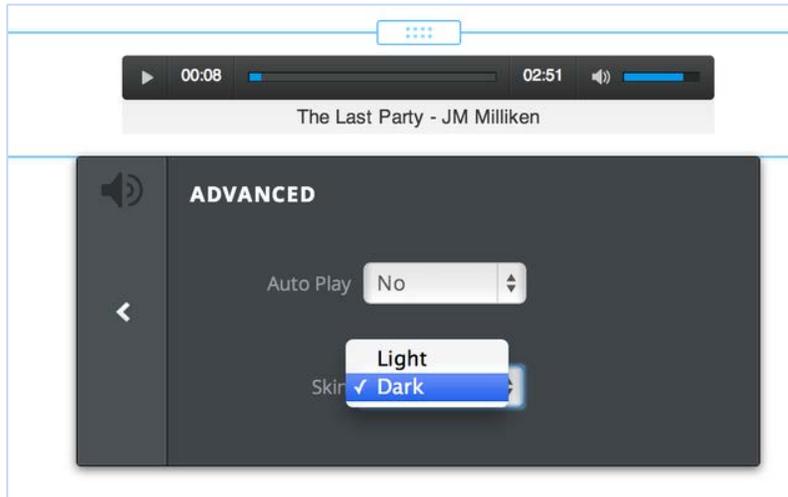
Keep in mind that our audio player currently only accepts audio files that are specifically in MP3 format. If your audio is in another format, you'll need to convert it or else it won't work. [Go here to see how to convert an audio file to MP3 using iTunes](http://support.apple.com/kb/HT1550?viewlocale=en_US). http://support.apple.com/kb/HT1550?viewlocale=en_US.



The audio file may take a few minutes to upload. Once the upload is complete, the player will expand to display the title of the audio and basic playback controls. You should now be able to play the file without any problems. The player only uses HTML and will work perfectly on all computers, iPads, iPhones, Android phones, and other mobile devices.

Use the Advanced option to turn Auto Play On / Off (this is set No / Off by default) - if you turn Auto Play on

then the audio will be playing as soon as the visitor opens the page. You can also select between a Dark or Light color scheme for the player.

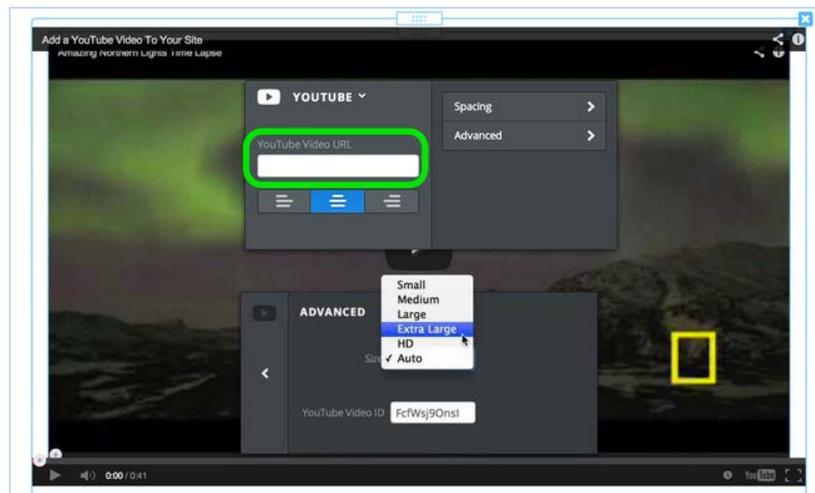


The YouTube Video Element

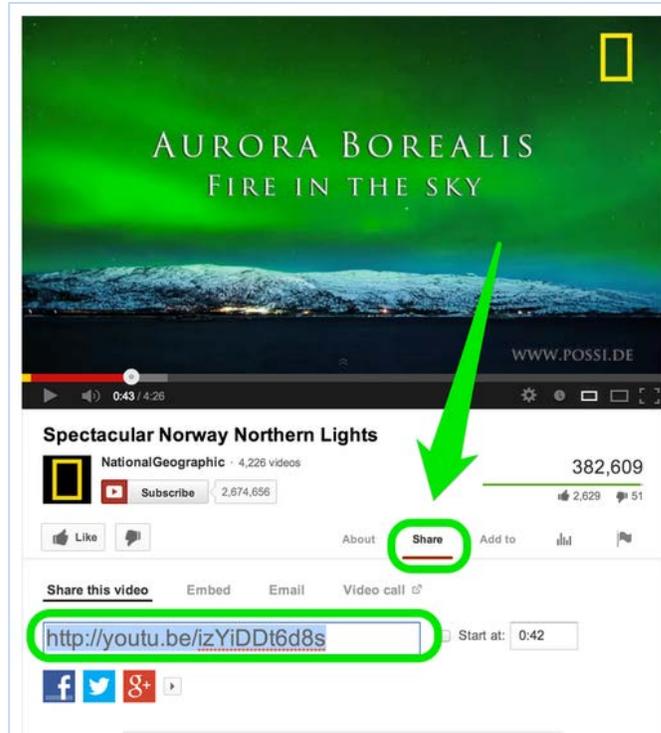
The YouTube Video element allows you to share videos from - you guessed it - YouTube. This element can be found within Multimedia, all the way over on the far right of the element bar. Drag this element to a page to get started.



Then click anywhere in the element to bring up the Toolbar. You need to enter the direct link to the YouTube video in the provided field.

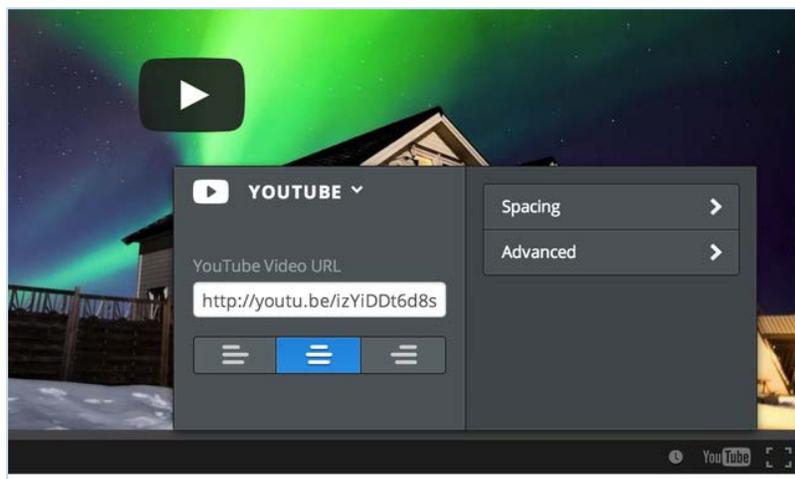


To find the direct link, click the Share button beneath the YouTube video. And copy / paste from there. No other link will work, so be sure to use the one found here.



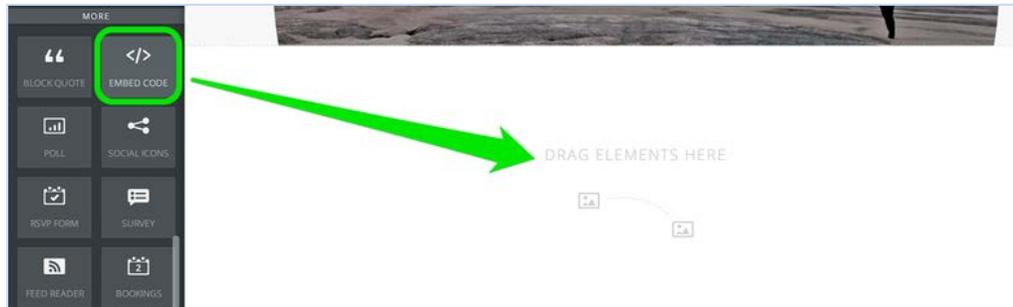
Once you add the link, the video should show up on your page in less than a minute. If it does not show up then you are not using the direct link - please double check that you are copying the proper link using the option noted above.

Once the link is in place, you can determine the size of the video player using the Advanced option in the YouTube element's toolbox.



Embed Video and Audio to Your Site

You can add multimedia content from Vimeo.com, Blip.tv, Ustream.com (and many other providers) using our Embed Code element.



Then get the embed code for whatever you're looking to add to the site. This can usually be accessed via an embed or share button found on or near the content you're looking to share.

Here we see an example of embeddable code connected to a video that is hosted on Vimeo.com.

Embed – Hide options

```
<iframe src="http://player.vimeo.com/video/15069551" width="700" height="393" frameborder="0" webkitAllowFullScreen mozallowfullscreen allowFullScreen></iframe> <p><a href="http://vimeo.com/15069551">The Unseen Sea</a> from <a href="http://vimeo.com/user1857500">Simon Christen</a> on <a href="http://vimeo.com">Vimeo</a>.</p>
```



Size: x pixels

Color: or 

Intro: Portrait Title Byline

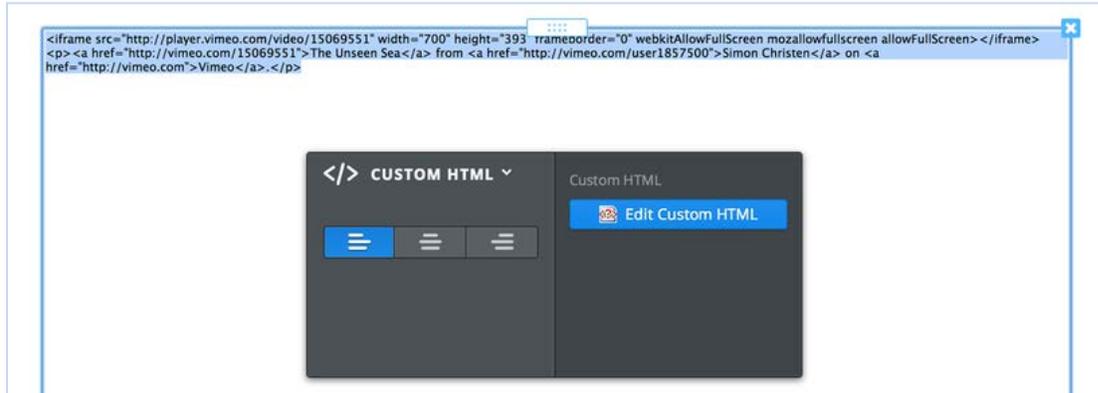
Staff Picks Badge

Special stuff:

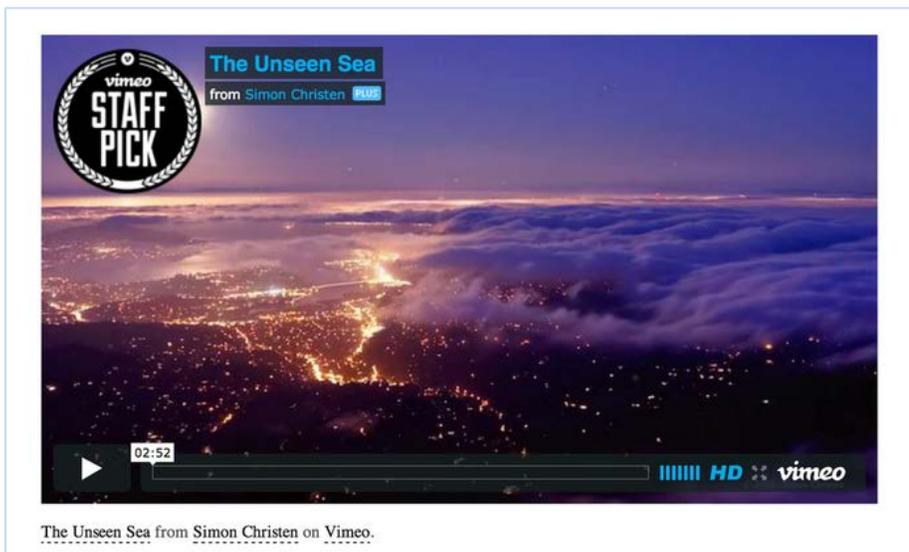
- Autoplay this video.
- Loop this video.
- Show text link underneath this video.
- Show video description below video.

[Use old embed code](#)

Once you have the embed code, click inside the Embed Code element to paste it in place.



When you click off of the element, your content should show up there. All done!



Note that there are a few situations where the content you've embedded won't show up on your site until you Publish the changes. So if you don't see your video, form or what have you in the editor, try Publishing to see if it shows on the live site.

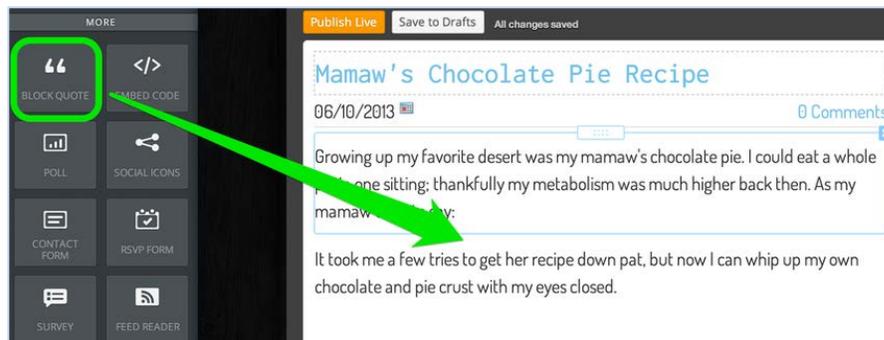
The Block Quote Element

As you might guess, this element allows for the creation of block quotes. Block quotes are [defined by Wikipedia like so](#):

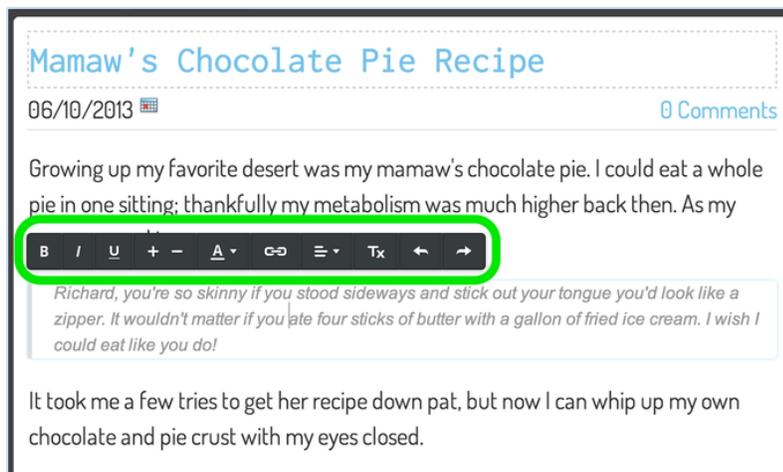
*A **block quotation** (also known as a **long quotation** or **extract**) is a quotation in a written document that is set off from the main text as a paragraph, or **block** of text, and typically distinguished visually using indentation and a different typeface or smaller size quotation. (This is in contrast to a setting it off with quotation marks in a run-in quote.) **Block quotations** are used for the long quotation. The Chicago Manual of Style recommends using a block quotation when extracted text is 100 words or more, or at least eight lines.*

Oh hey, that's a block quote right there. Essentially you should use a block quote whenever you'd like to have a block of text stand out from the rest of the text both above and beneath it, usually when quoting another person or source.

The block quote element can be found under the Basic category of elements when editing a blog post and under the More category on a regular page. Using this element is a matter of dragging it between two other elements. You can't drag it into the middle of a single paragraph element, so if you want to use it you need to break your text up into at least two elements.



Editing a block quote is just like editing any other text element; you have access to the same black toolbar and basic editing functions.



The look of a block quote is based partially on the style of the theme. Some themes have more subdued block quotes and others are a bit flamboyant. Outside of the basic changes available via the element text editor shown above there's no option to alter this look from theme to theme.

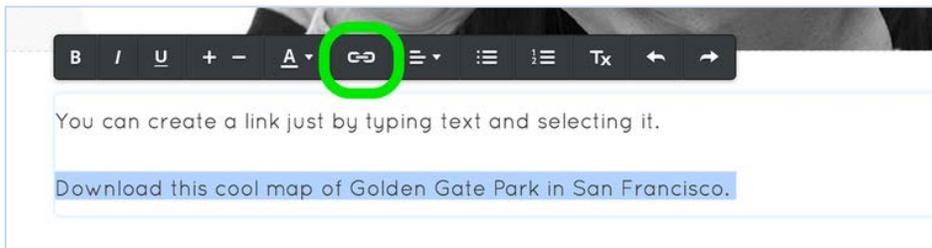
Upload PDFs, PowerPoint Slides and other Docs

You can upload and link to pretty much any kind of document (allowing site visitors to download it). You also have the option to embed a document so it is directly visible on a page. Here's how to do both.

Link to a Document (or Other File)

You can create a link to a document either by highlighting the text you want to link or clicking on an image, then selecting the appropriate link option for either.

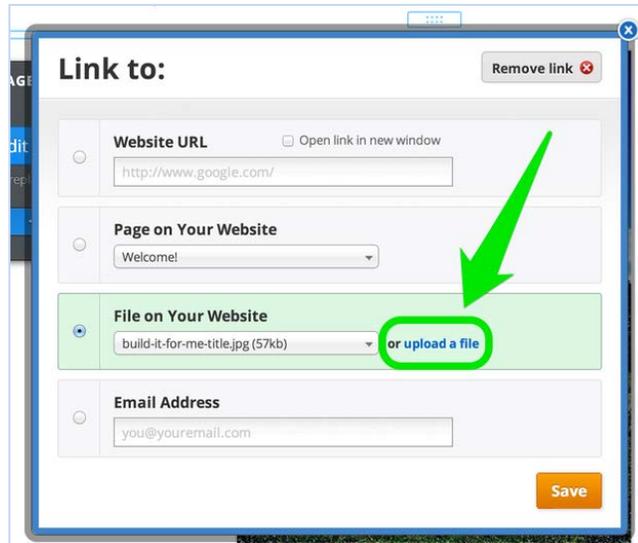
If you're linking text, it'll look like this:



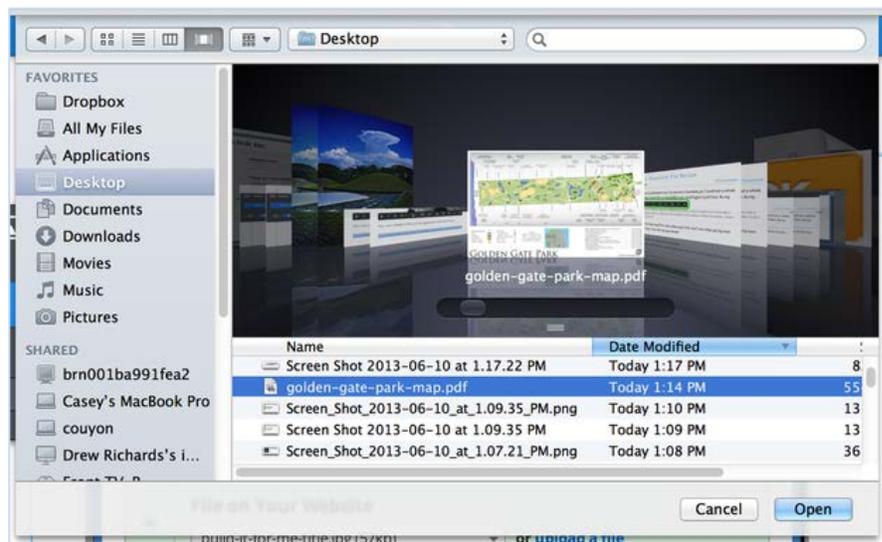
If you're linking an image, it'll look like this:



Either option will open a link dialog box from where you'll need to select the File tab on the left and then click the Upload a File button.



And then select the file you want to upload from your computer.

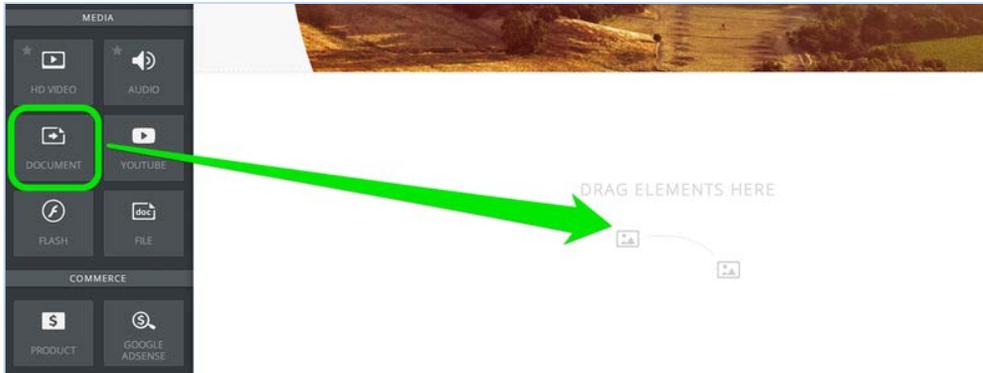


Then you're all done. The link will be live and clickable on your Published site and your visitors will be able to download the file directly to their own computers.

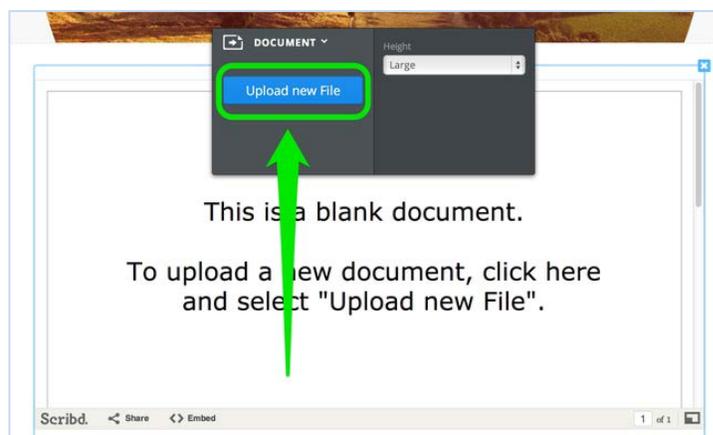
Embed a Document to a Page

You can embed a PDF, Word file or other document directly to a page using the Embedded Document element.

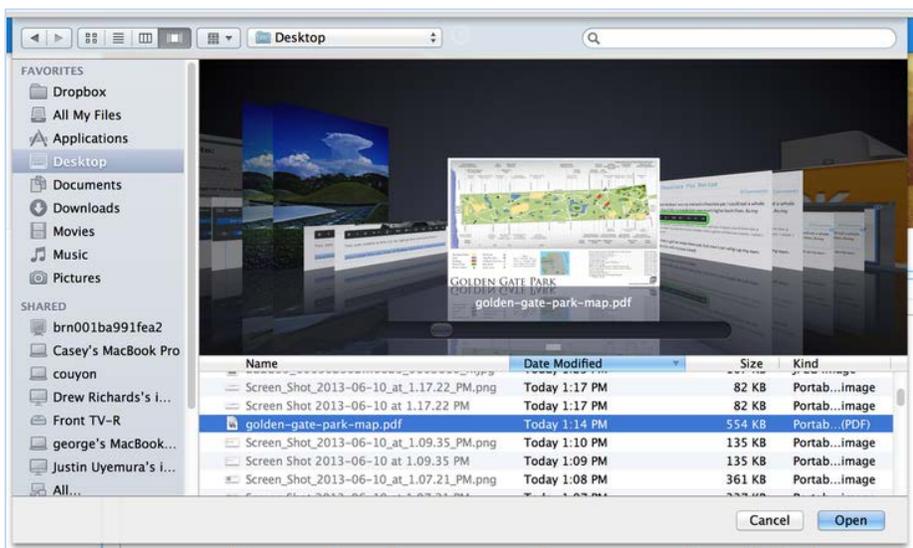
Drag the element to a page (you can find it under the Multimedia section of Elements):



Click the indicated area of the element and then select the Upload new File option from the toolbar.



Then select the file you want to upload from your computer.



Give the file a little time to upload and you're all done!

Create Links / Hyperlinks

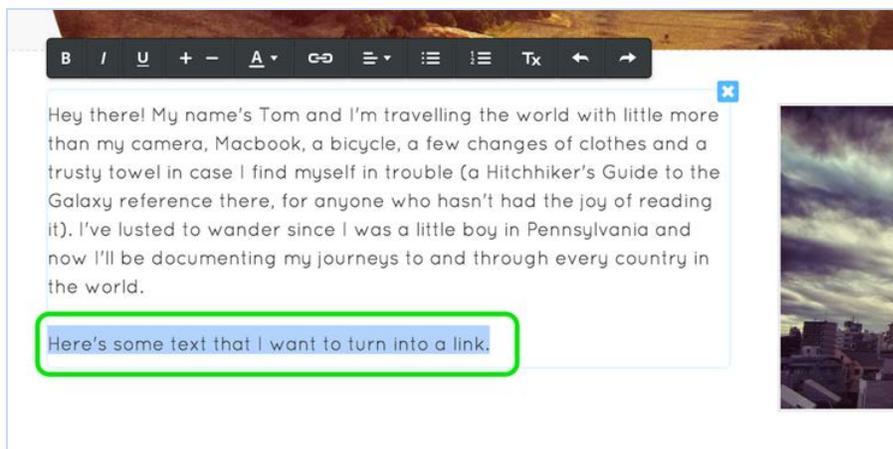
Links allow you to use text or images to link a site visitor to another page or file either on your site or on another site.

Choose the kind of link you want to create:

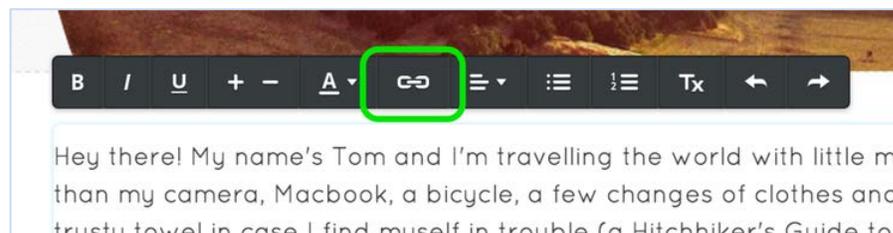
- [I Want to Create a Link Using Text](#)
- [I Want to Create a Link Using a Picture](#)

Text Links

To create a text link, first highlight the text you want to use for the link.



Then click the "chain link" icon in the text toolbar.



This will open the link dialog box, where you can select the kind of link you'd like to create. You can:

Link to a page on another site. You can even choose to have the link open in a new window (so that the visitor is not redirected from your own site when they click it) by checking the provided box.

Link to:

Website URL Open link in new window

Page on Your Website

File on Your Website
 or [upload a file](#)

Email Address

[Save](#)

Link to another page on your own site. Just select the page you want from the drop-down menu.

Link to:

Website URL Open link in new window

Page on Your Website

 - Asia
 - Japan
 - Vietnam
 - Tibet
 - China
 - The Americas
 - Europe
 - **Travel Journal**

File on Your Website
 or [upload a file](#)

Email Address

[Save](#)

Link to a file so it can be downloaded. You can select a file from the drop-down menu or upload a new one using the blue "upload a file" link.

Link to:

Website URL Open link in new window

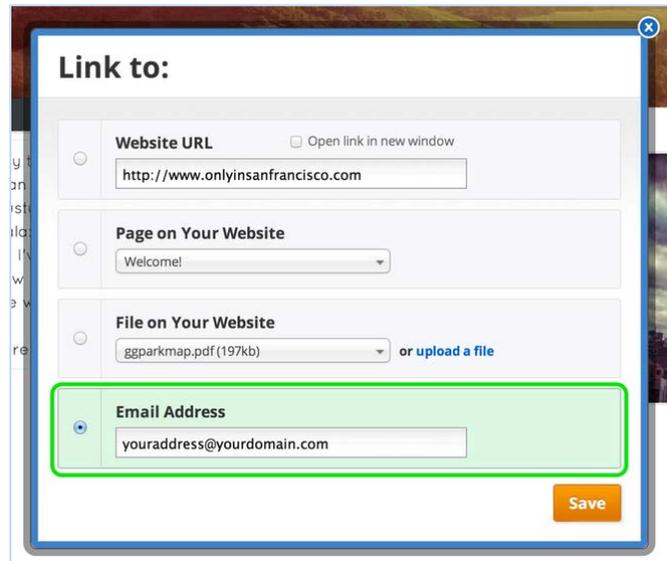
Page on Your Website

File on Your Website
 or [upload a file](#)

Email Address

[Save](#)

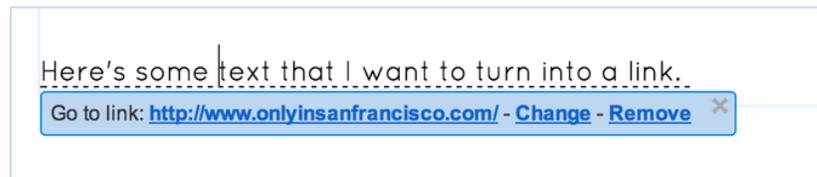
Link to an email address. This will cause the visitor's mail program (like Outlook or Apple Mail) to open so they can write you directly. Note that if the visitor is not using one of these programs, the link won't work and they'll just need to copy your address or use a Contact Form if you have one on the site.



The image shows a 'Link to:' dialog box with four radio button options. The 'Email Address' option is selected and highlighted with a green border. The 'Save' button is located at the bottom right of the dialog.

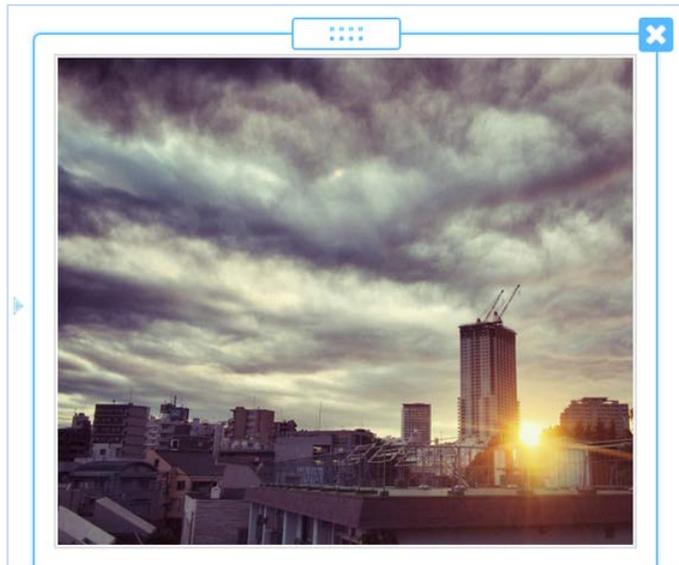
Option	Value
Website URL	<input type="text" value="http://www.onlyinsanfrancisco.com"/> <input type="checkbox"/> Open link in new window
Page on Your Website	<input type="text" value="Welcome!"/>
File on Your Website	<input type="text" value="ggparkmap.pdf (197kb)"/> or upload a file
Email Address	<input type="text" value="youraddress@yourdomain.com"/>

When you've created your link, click Save and then Publish the site to test it. You can also click on any link in the editor to see where it leads and to change / remove it if needed.

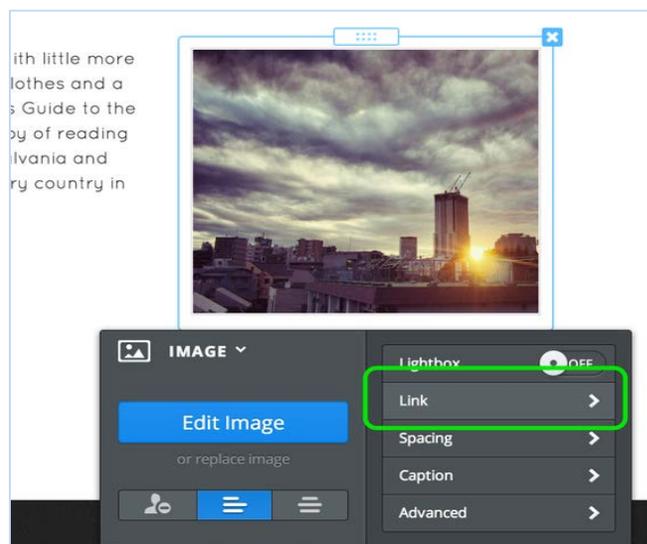


Picture Links

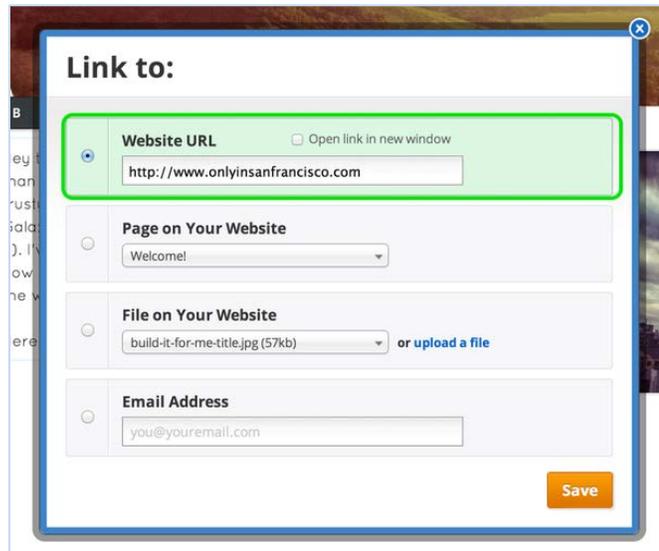
To create a picture link, first click the image you want to use for the link.



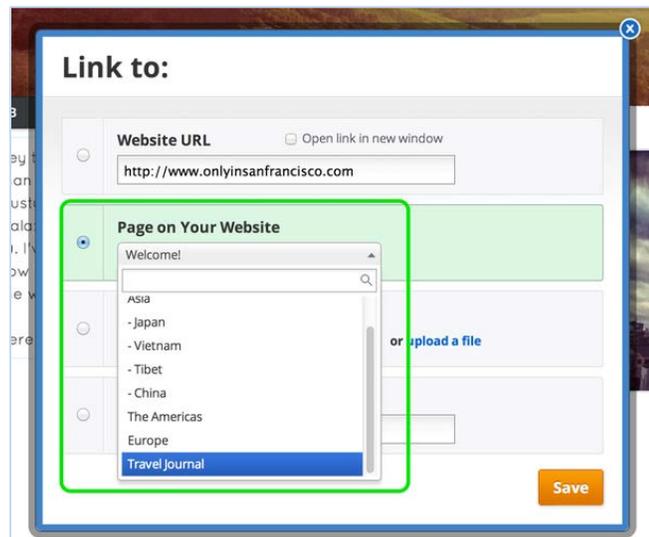
Then click the Link option in the upper-right-corner of the image.



This will open the link dialog box, where you can select the kind of link you'd like to create. You can link to a page on another site. You can even choose to have the link open in a new window (so that the visitor is not redirected from your own site when they click it) by checking the provided box.



You can link to another page on your own site. Just select the page you want from the drop-down menu.



You can link to a file so it can be downloaded. You can select a file from the drop-down menu or upload a new one.

The screenshot shows a 'Link to:' dialog box with four radio button options. The 'File on Your Website' option is selected and highlighted with a green border. The 'Website URL' option has a text input field containing 'http://www.onlyinsanfrancisco.com' and a checkbox for 'Open link in new window'. The 'Page on Your Website' option has a dropdown menu showing 'Welcome!'. The 'File on Your Website' option has a dropdown menu showing 'ggparkmap.pdf (197kb)' and a link to 'or upload a file'. The 'Email Address' option has a text input field containing 'you@youremail.com'. A 'Save' button is located at the bottom right of the dialog box.

You can link to an email address. This will cause the visitor's mail program (like Outlook or Apple Mail) to open so they can write you directly. Note that if the visitor is not using one of these programs, the link won't work and they'll just need to copy your address or use a Contact Form if you have one on the site.

The screenshot shows the same 'Link to:' dialog box, but now the 'Email Address' option is selected and highlighted with a green border. The text input field for 'Email Address' now contains 'youraddress@yourdomain.com'. All other options and fields remain the same as in the previous screenshot.

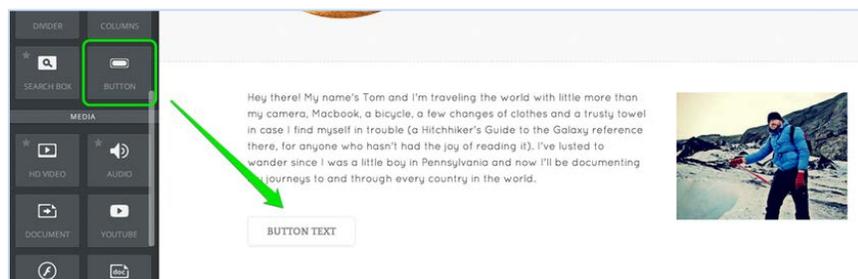
When you've selected the link you want, Save and you're all set. Just keep in mind that the link won't do anything in the editor; it will only work on the Published site.

Button Element

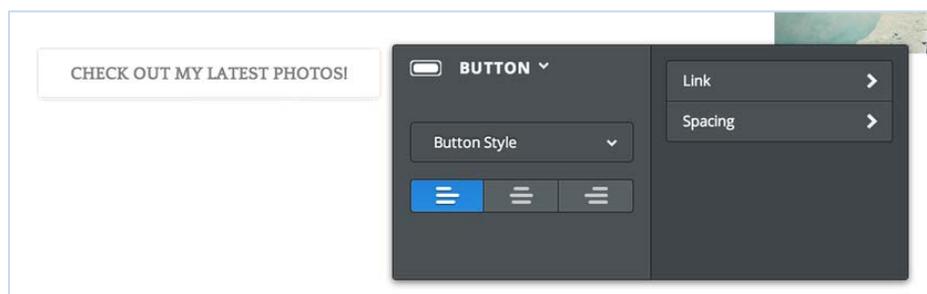
The button element enables you to create call-to-action buttons that link to other pages on your own site, pages on other sites, or files like PDFs and documents.



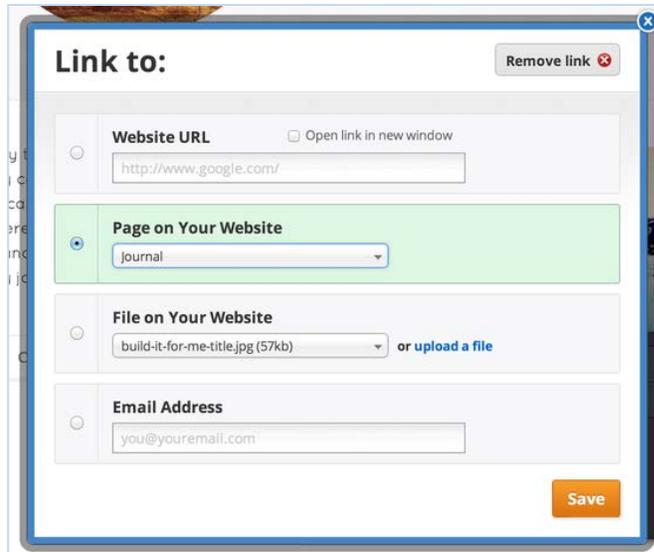
As with any other element, you can add a button to your site by dragging it to a page.



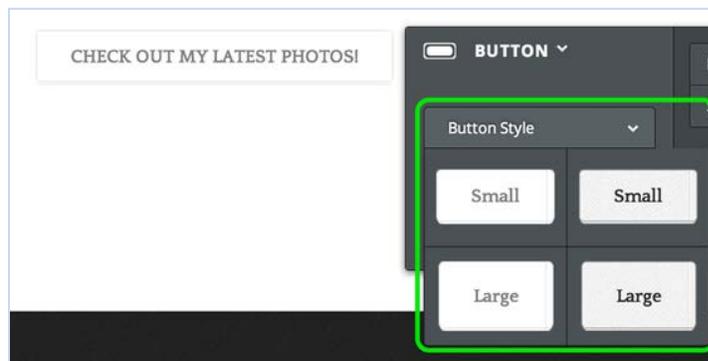
The button is essentially nothing more than a link that stands out because of its size and how it looks. You can edit the text of a button so that it says whatever you like, though buttons ideally should contain no more than five or six words.



You can link the button to a page, another website, a file or an email address via the rather appropriately named Link option. This will open up a dialog box that functions in exactly the same way as a standard text or image link.



The style of the button can be altered via four preset options. Each button has two colors and two sizes specifically designed for the specific theme you're using.

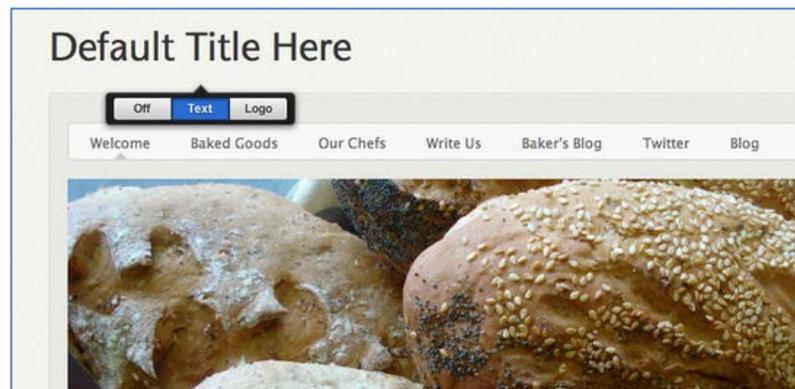


When should you use a button instead of a regular link? When a very strong call to action is needed (like leading visitors to a page where they can purchase a product) and you want to make the link stand out more than usual.

Site Title / Logo

Every site has a Title by default (you're asked to provide a Title of some kind when you first create the site) and this can be changed at any time. You have the option to simply alter the text or upload an image logo. Let's look at both options. *** All University of Alabama sites must contain the UA logo within the header.**

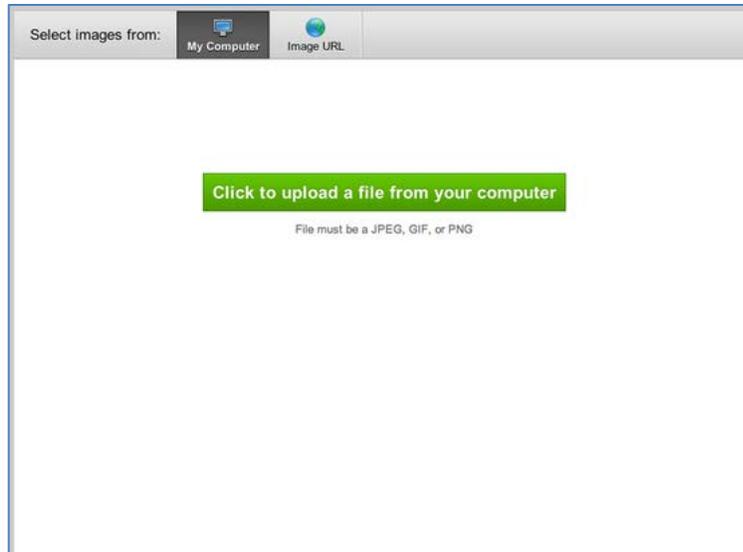
Scroll over the Title area to make a change.



Do not choose a Text Title. It will remove the UA logo. You may upload an additional Logo and change the text title. It should be fairly short and to the point (no more than six or seven words). Like the title of a book or a newspaper headline.



If you prefer to upload a Logo image, scroll over the title and select the clearly labeled Logo button. This will open a dialog box prompting you to upload an image from your computer. The image must be a JPEG (JPG), GIF or PNG. If you don't know the difference, don't worry: most images are JPGs so this is not something you'll likely have to give much thought.



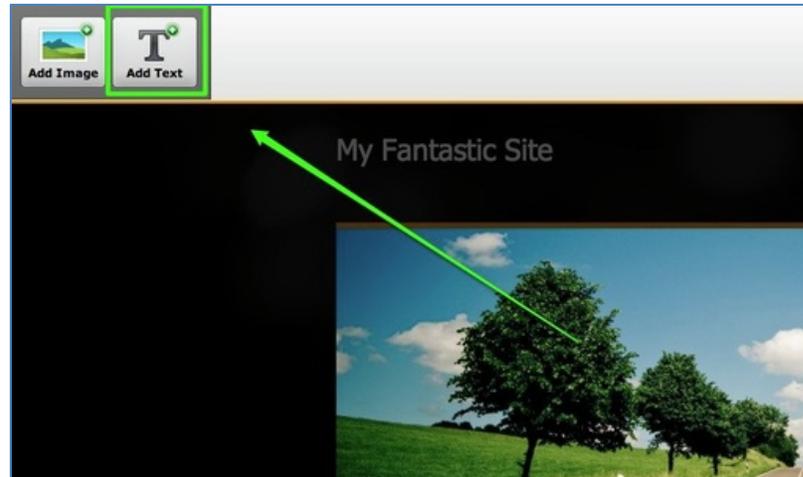
After you upload the image, you can edit it or delete it (to upload a different image).



Keep in mind that every theme has a set amount space available for a logo image. And the logo will be automatically resized to fit in this area. Aside from altering the CSS to provide more space (which you should only do if you're experienced with HTML), there is no way to change the amount of space an individual theme provides for a logo image.

Add Text to the Header

The header area of your site can have text as well as images. Adding text is as easy as clicking the Add Text button from within the ImagePerfect editor.



This will add a line of "Example Text" to the header. You can click it and move it wherever you want.



And writing your own text is a matter of clicking within the text area and typing away. You can add multiple lines of text by continuing to click the Add Text button.



The editor includes a full range of options for editing this text.



You can select from a variety of creative fonts.



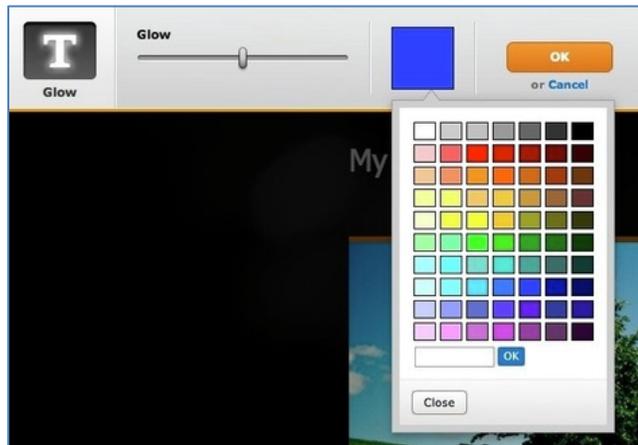
Change the color using solids, gradients or patterns. Enter the HTML color code for the color you want if you don't see it in the palette.



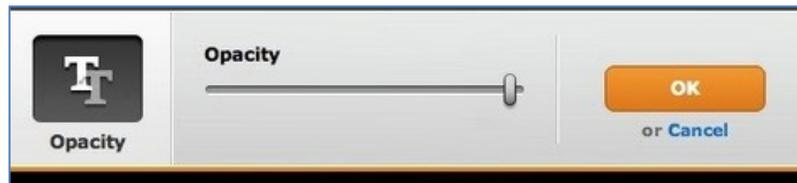
Add shadow with the provided slider. And use the arrows to determine from which direction the shadow is being cast.



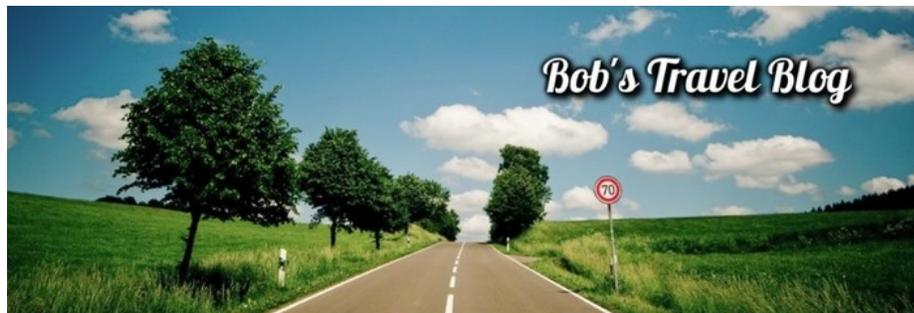
Add a glowing, colored border around the text using the glow slider. And select the color you want using the provided palette.



And set the opacity of the text. This determines how solid or see-through it is.



A few alterations to the text font, size and glow makes our example look much more striking.



If you're not sure how you want your text to look, play around with the settings. It's very easy to go back to the default if you don't like the changes you've made.

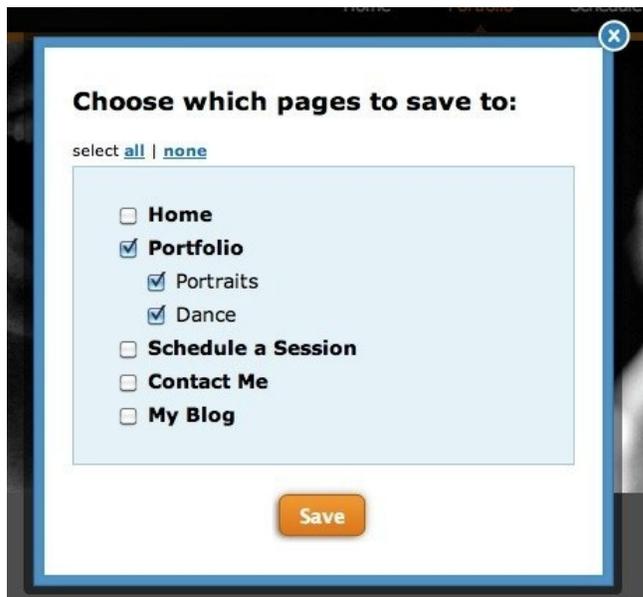
Multiple Headers

You don't have to use the same header image on every page of the site. You can use one header for the Home, another header for your Contact page and another for several other pages. How do you do that?

When you go to save a header you've created on a certain page, click the arrow next to the Save button to pull up different options. You can save this header to all the pages of your site, to only the page you've been working on or to pages that you select.



If you go with the "Only selected pages" option, you'll see a dialog box where you can select the pages to which you want to save this header.

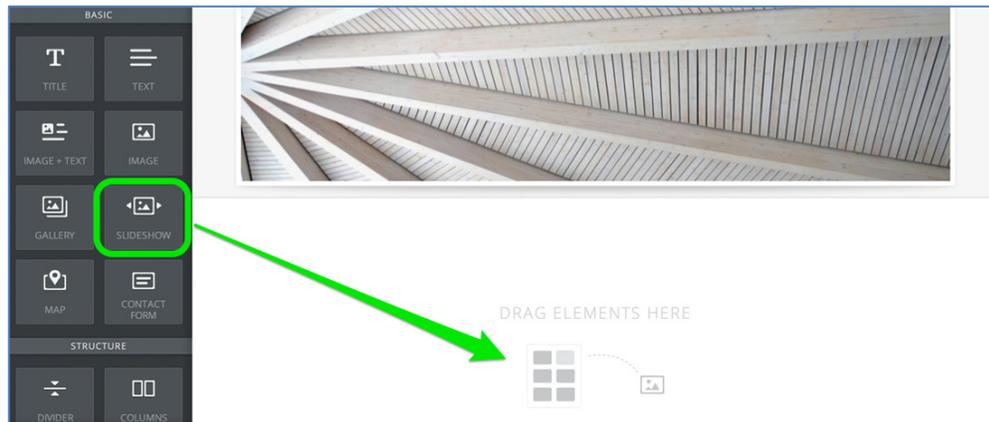


All you have to do is select the pages you want and click Save. The exact header you've created will then show up on each of those pages.

Create an Image Slideshow

Our slideshow element (available under the "Multimedia" category of elements) enables you to show off your photos with style.

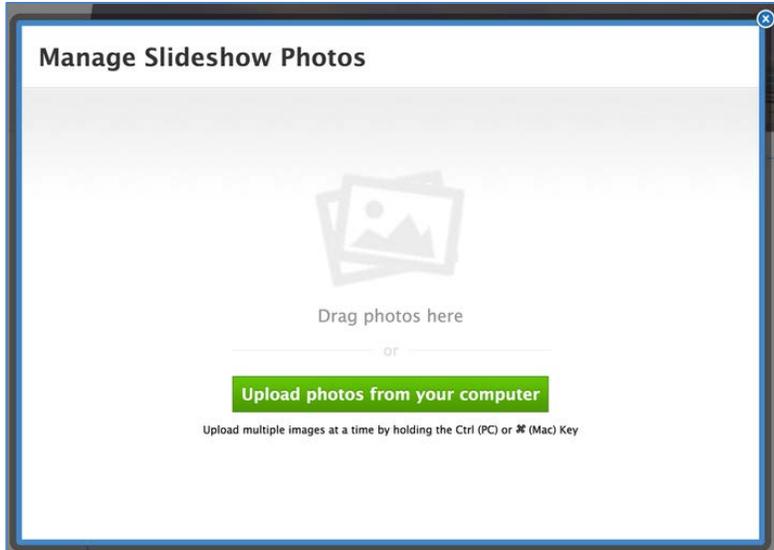
To add a slideshow, drag the element to a page on your site.



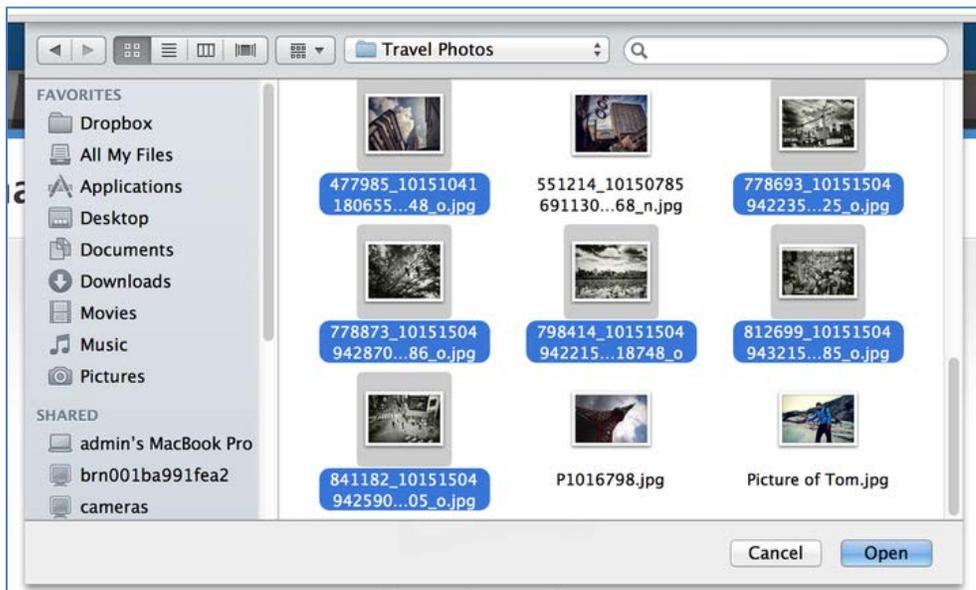
This will open the "Choose a Slideshow Style" dialog box where you can select which style of slideshow you want. This can always be changed later (we even provide more options later), so don't spend too much time worrying about which one you want. Let's select Thumbnails on Bottom for this example.



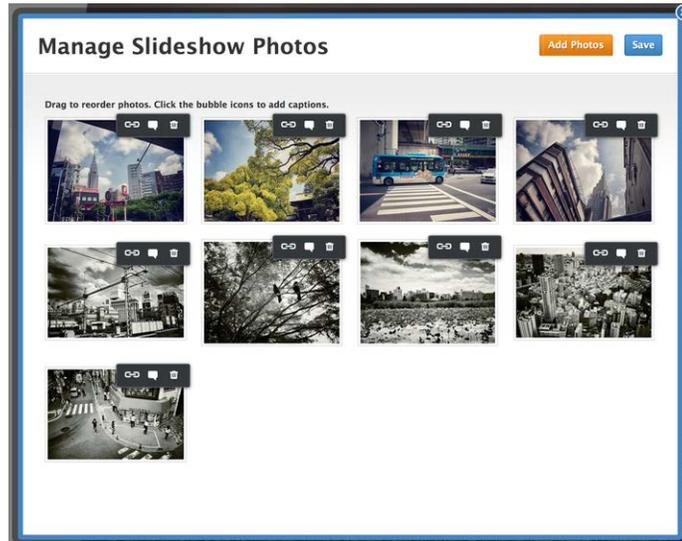
You'll now be prompted to upload photos. Hit the big Upload Photos button or just drag some photos into the box to get started.



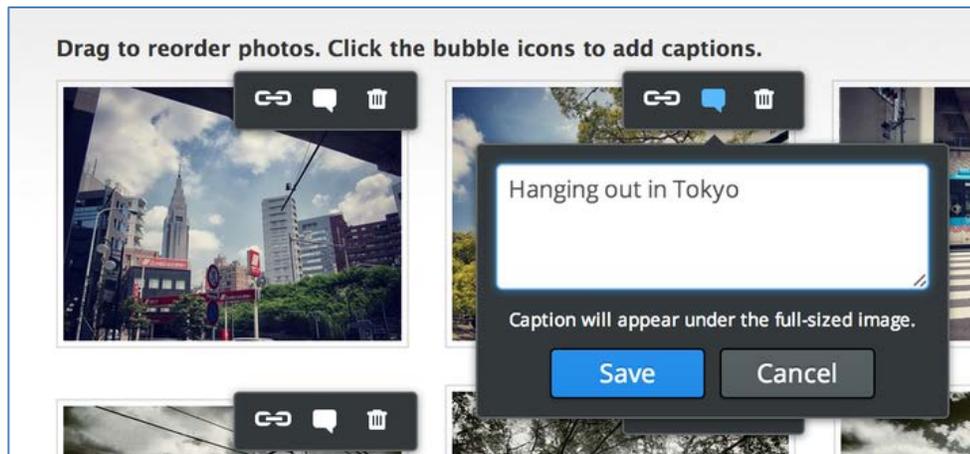
Then select the photos you want to upload. You can always delete photos / upload more later.



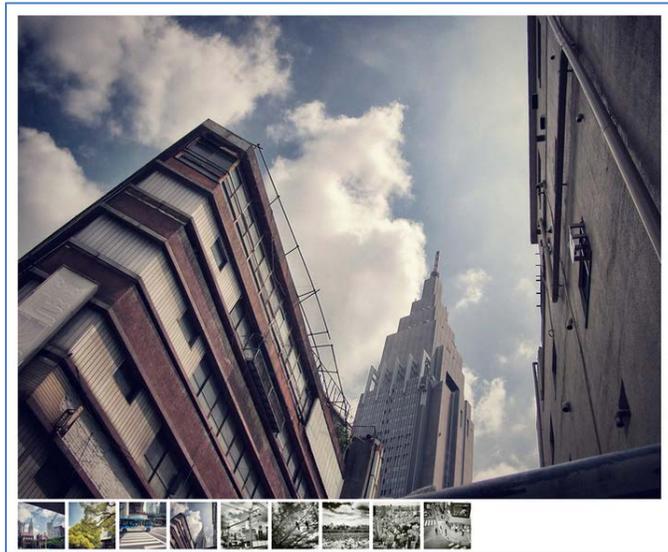
Depending on how many photos you selected, it may take them a few minutes to upload. Once they're done uploading you'll see them all on the photo management screen.



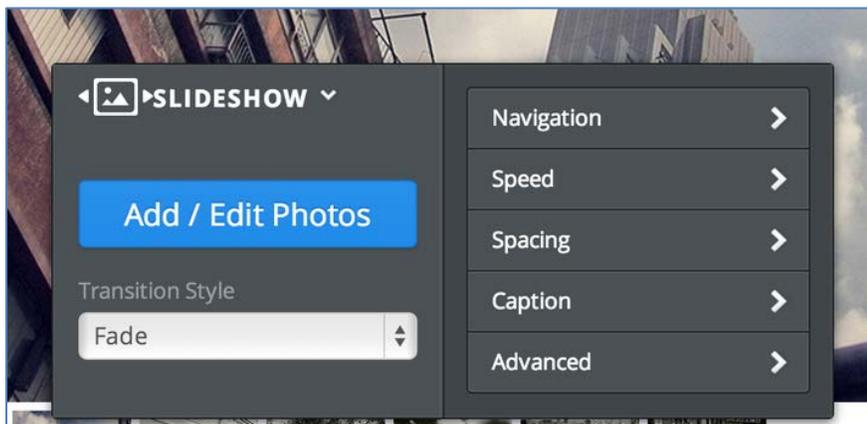
You can drag photos to re-order them, click the "x" next to each to delete them and click the "bubble" icon to add a caption that'll appear along with the photo in the slideshow.



When you're ready to move on, click Save and you'll see the slideshow as part of the page.



Click on the slideshow to open its toolbox and make changes.



- Use the Add / Edit Photos button to bring up the Manage Photos dialog box we saw earlier.
- Use Transition Style to switch between five different photo transitions.
- Use Navigation to select whether you want to use Thumbnails, Numbers or no navigation at all.
- Use Speed to determine how fast the slideshow should play.
- Use spacing the tweak the amount of space around the image.
- Use Caption to determine if any text captions should appear at the top or bottom of each image.
- And with the Advanced option, set Autoplay to On or Off (it's on by default) and determine if you want the slideshow to always play in order or start from a random point every time the show is loaded.

Note that the slideshow will automatically expand to the width of the page or column in which you've placed it.

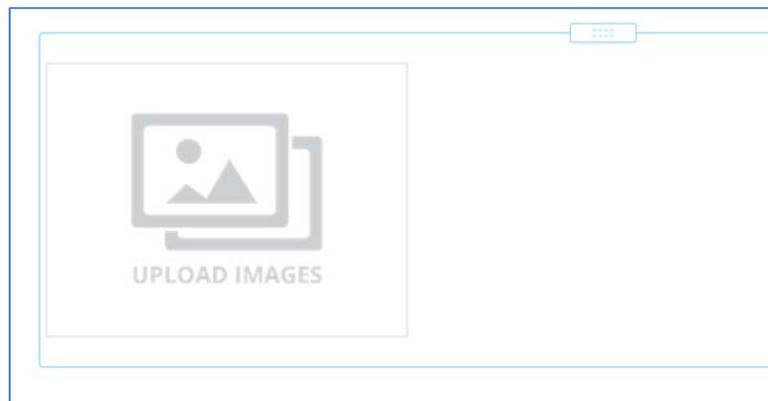
Upload a Gallery of Images

The gallery element enables you to upload photos in bulk, which are arranged in a click-to-see-a-larger-version grid format that you can control.

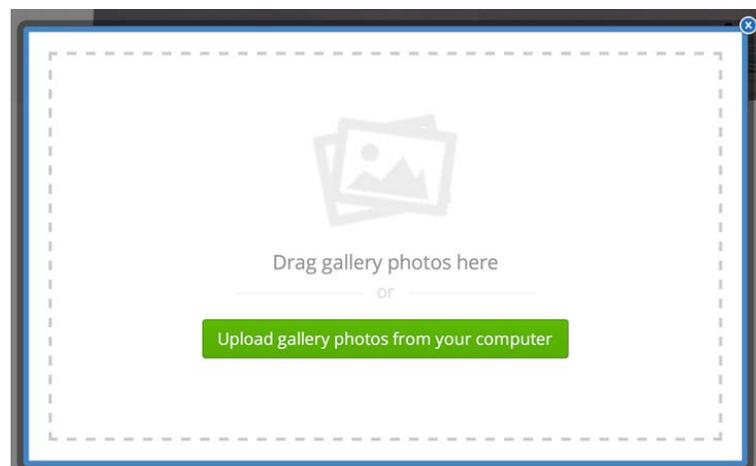
Drag the Photo Gallery element (found under Multimedia) to a page to get started.



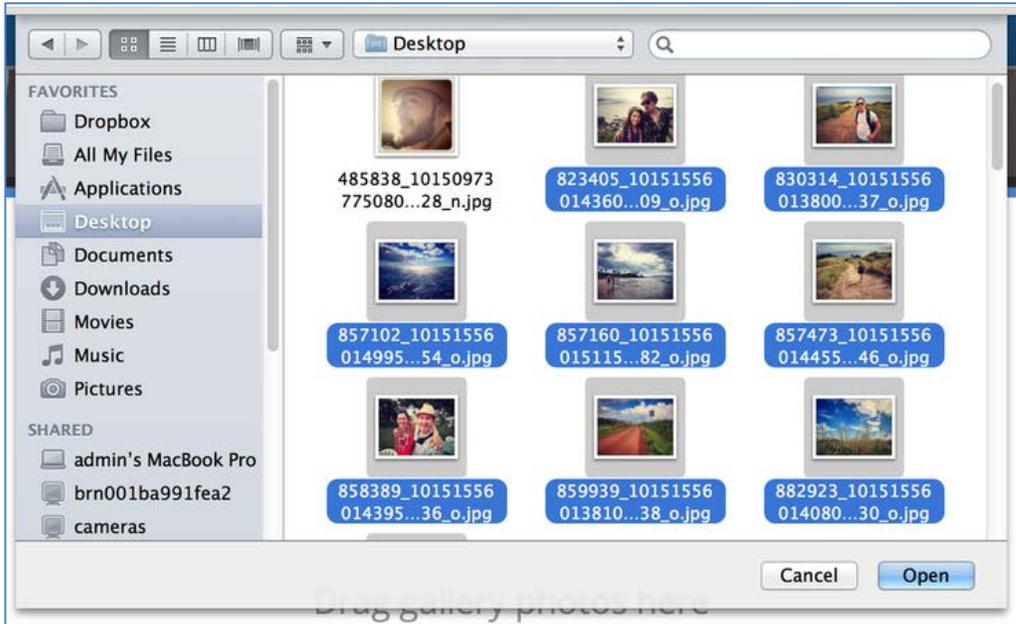
Then click the Upload Images button that appears in the element.



And either drag images into the box or click the big green Upload Photos button.



This will let you select images from your computer to upload. You can select multiple images by holding the CTRL key on a PC or the Command key on a Mac. If you have trouble uploading images, we'd recommend limiting the number of images you upload to no more than 25 at a time. You can always add more later.



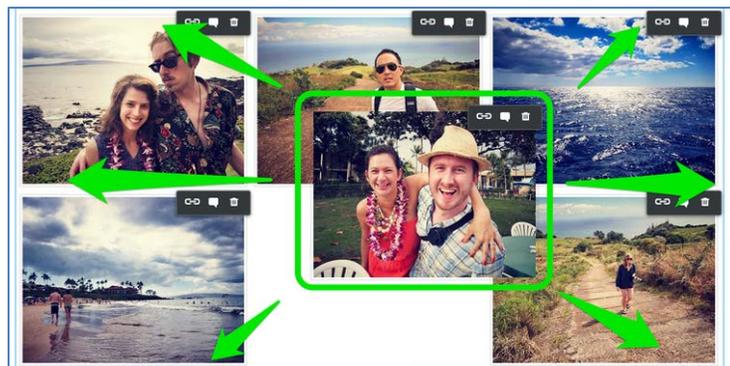
Give the photos a few minutes to upload and then you'll see your gallery on the page.



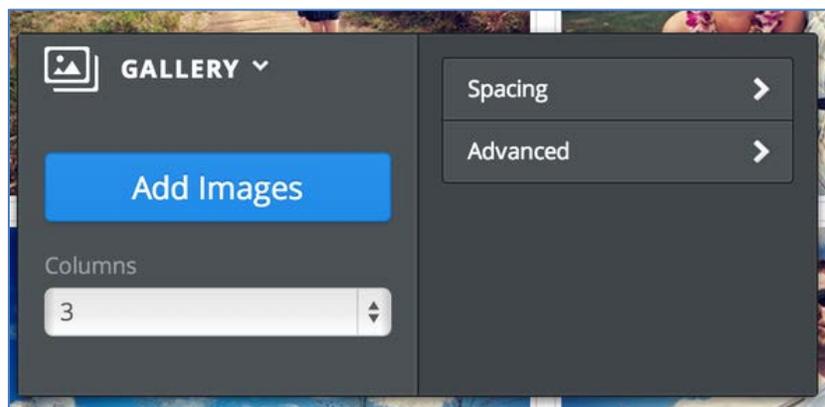
Each image in the gallery automatically links to a larger version of the image. You can also link an image elsewhere (another site or page) if you like or add a caption that will appear on the enlarged version of an image. Click on the gallery to see these options.



Click on thumbnails and drag them around to rearrange images within the gallery.



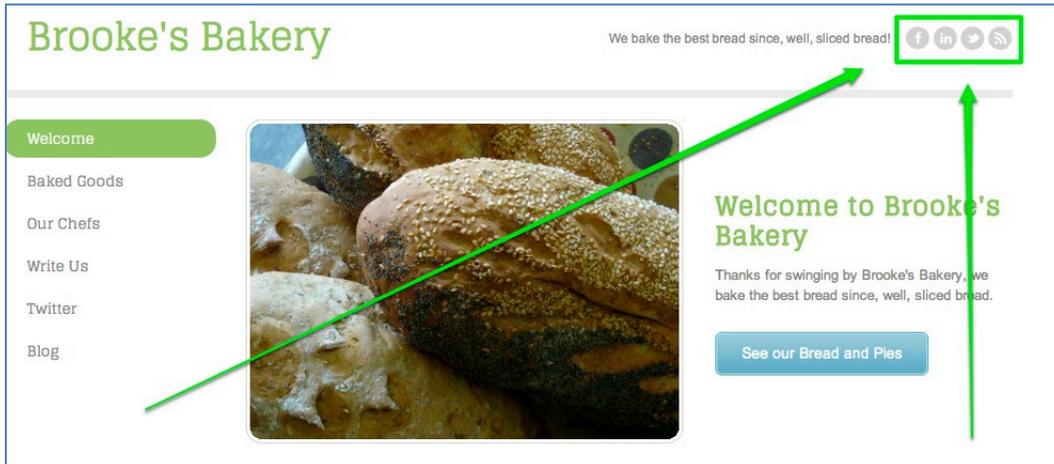
The gallery's toolbox enables you to make additional changes.



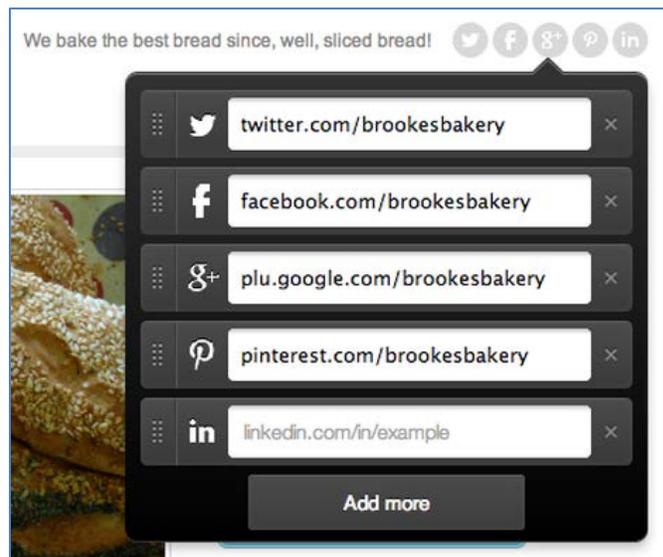
- Add Images (there's no limit, but we recommend uploading no more than 200 images to one gallery).
- Determine the number of columns you want. The default is 3, but you can use from 2 to 6.
- Select the amount of Spacing to place between each image.
- And with Advanced, choose if you want a border around each thumbnail or not. And select if you want to crop the thumbnails to either squares or rectangles. This cropping has no impact on the enlarged images. It only changes the look of the thumbnails to make the gallery look more uniform.

Social Media Icons (Facebook, Twitter, Pinterest, Google+)

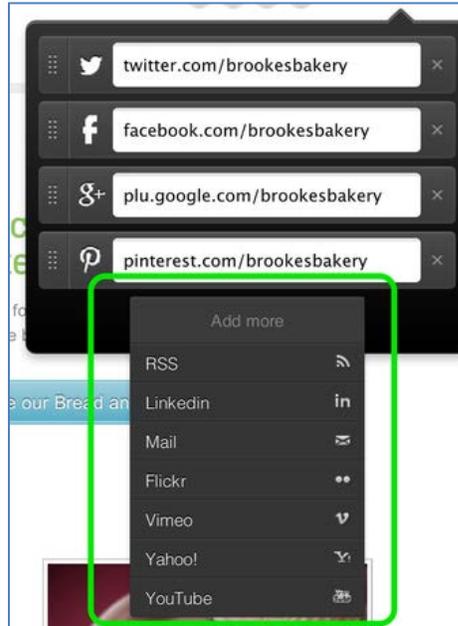
Each theme includes social media buttons that are designed specifically for that theme. These buttons appear in the upper right of the theme and can also be added anywhere else on the site by using the Social Icons element found under the More category of elements. They can be used to link to a Facebook fan page or profile, a Twitter feed, Google+, Pinterest, and many other services.



Scroll over the buttons to edit them. Either type or copy / paste a link to the appropriate page on Facebook, Twitter, etc. Delete any icons you don't want to use by clicking the "x" button to the right of the field (deleting an icon removes the button in the editor, but note that leaving the link field blank will make any of the icons disappear on the published site) and drag links up / down using the movement controls on the left to change the order in which the icons appear.

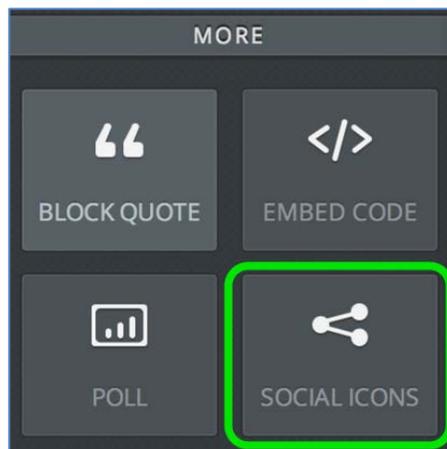


Click the Add More button to access more icons from more providers.



And that's all you need to do. These icons provide an easy way for site visitors to access your social media profiles and pages from any page of your site.

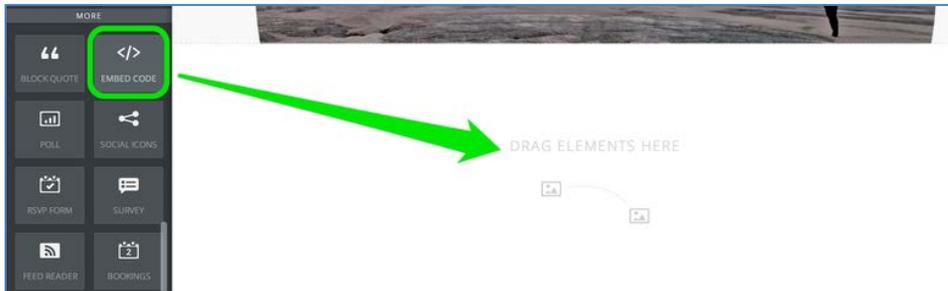
And you can also drag these buttons to various pages and sections of your site using the Social Icons element under the More category.



Add Widgets and Other Content by Embedding Code

Embed Code Element

You can add outside content (like embeddable video, audio, advertisements and forms) to your site using our Embed Code element.



Then get the embed code for whatever you're looking to add to the site. This can usually be accessed via an embed or share button found on or near the content you're looking to share.

Here we see an example of embeddable code connected to a video that is hosted on [Vimeo.com](https://vimeo.com).

Embed – Hide options

```
<iframe src="http://player.vimeo.com/video/15069551" width="700" height="393" frameborder="0" webkitAllowFullScreen mozallowfullscreen allowFullScreen></iframe> <p><a href="http://vimeo.com/15069551">The Unseen Sea</a> from <a href="http://vimeo.com/user1857500">Simon Christen</a> on <a href="http://vimeo.com">Vimeo</a>.</p>
```

Size: x pixels

Color: or

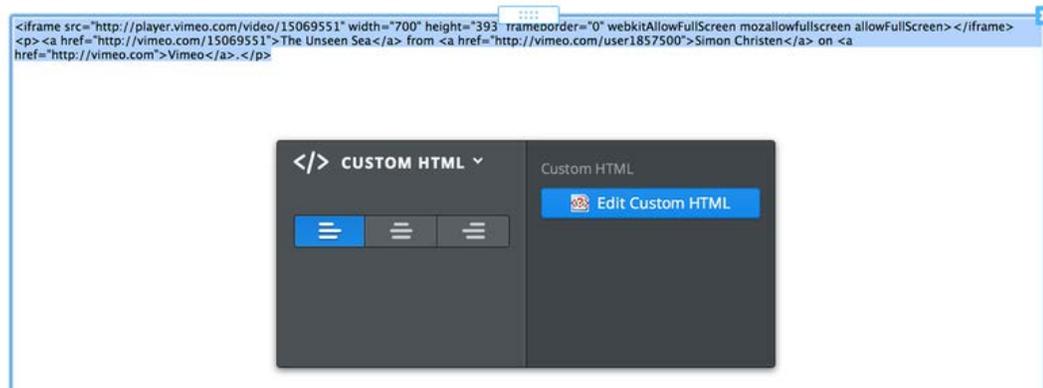
Intro: Portrait Title Byline Staff Picks Badge

Special stuff:

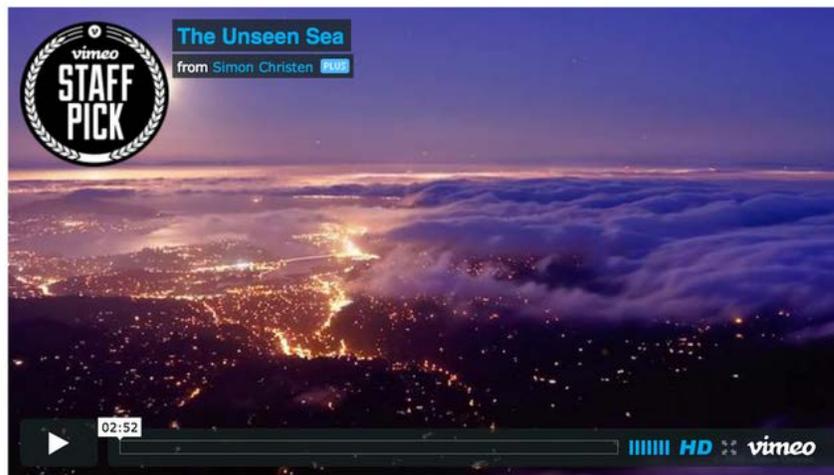
- Autoplay this video.
- Loop this video.
- Show text link underneath this video.
- Show video description below video.

[Use old embed code](#)

Once you have the embed code, click inside the Embed Code element to paste it in place.



When you click off of the element, your content should show up there. All done!



[The Unseen Sea from Simon Christen on Vimeo.](#)

Note that there are a few situations where the content you've embedded won't show up on your site until you Publish the changes. So if you don't see your video, form or what have you in the editor, try Publishing to see if it shows on the live site.

Add your Twitter Feed / Badge to a Site

Twitter provides an easy to use widget generator so you can share all your recent tweets with visitors to your site. To find out all the details for setting it up, visit <http://kb.weebly.com/twitter-badge.html>

Add a Facebook Like (Share) Button to Your site

Adding a Facebook Like button to your site is a great way to let visitors share your site with their friends. To find out how, visit <http://kb.weebly.com/facebook-like.html>

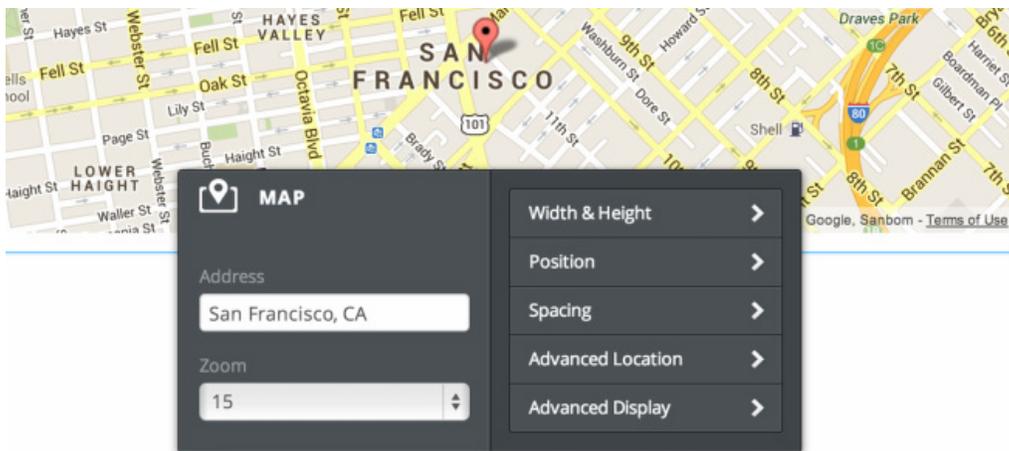
Add a Map to Your Site

If you have an office that students or others can visit, it's helpful to include a map to that location on your site. And Weebly has a built-in Google Maps element that helps you do just that.

Start by dragging the Maps element to a page on your site. It's under the Basic category of elements.

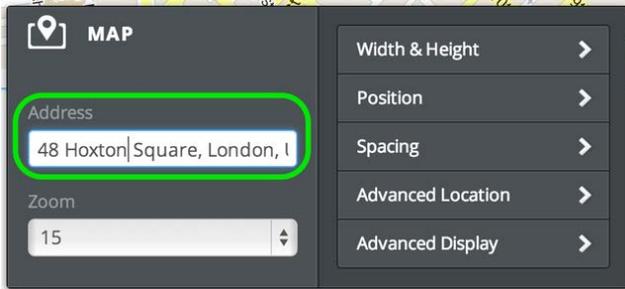


The map displays a small part of San Francisco (home of Weebly!) by default. Click on your map to open up the toolbox. You can make a number of changes from here.



The most important thing to change (unless you happen to be sitting exactly at the corner of Van Ness Avenue and Market Street in San Francisco) is the address. Enter your own address as Street Address, City, Country, like so:

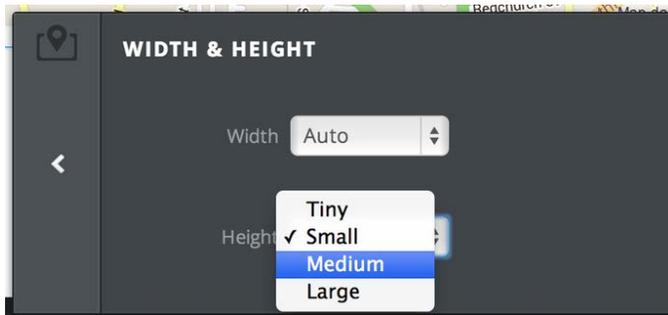
48 Hoxton Square, London, UK



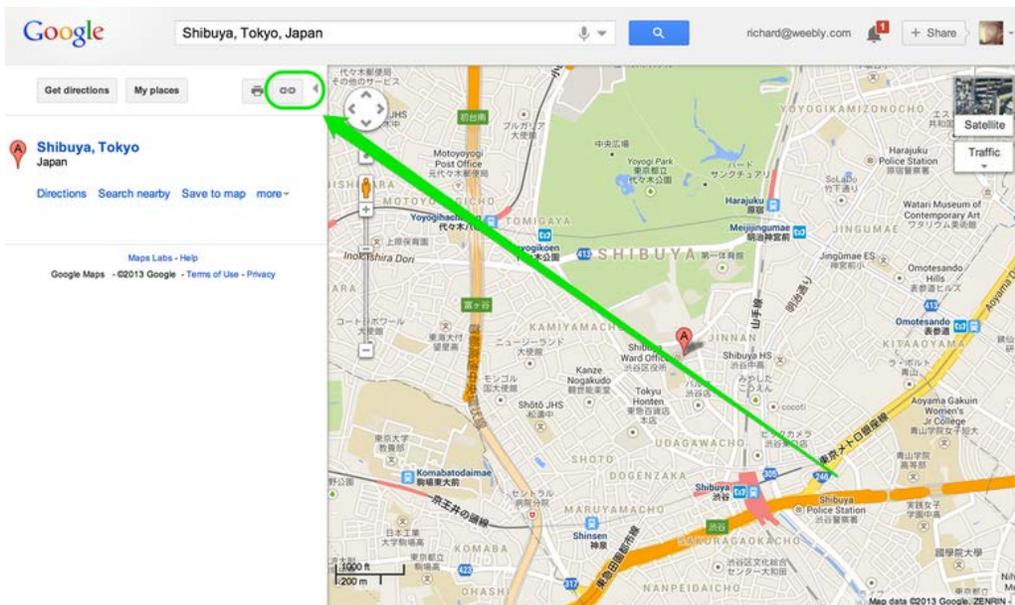
This will update the map to the address you've entered as soon as you click out of the toolbox.

If you place a map inside the columns element, it will automatically adjust to the width of the column you place it in. This can be useful for writing directions directly next to the map.

And you can adjust the height of the map using the Width & Height option in the toolbox.



If you feel at all limited by Weebly's built-in Maps element, you're also more than welcome to embed a map directly from maps.google.com (or a similar mapping tool). Create the map in Google and then click the "Link" option in the upper left of the map.



Copy the code they provide you from the "Paste HTML to embed in website" field.

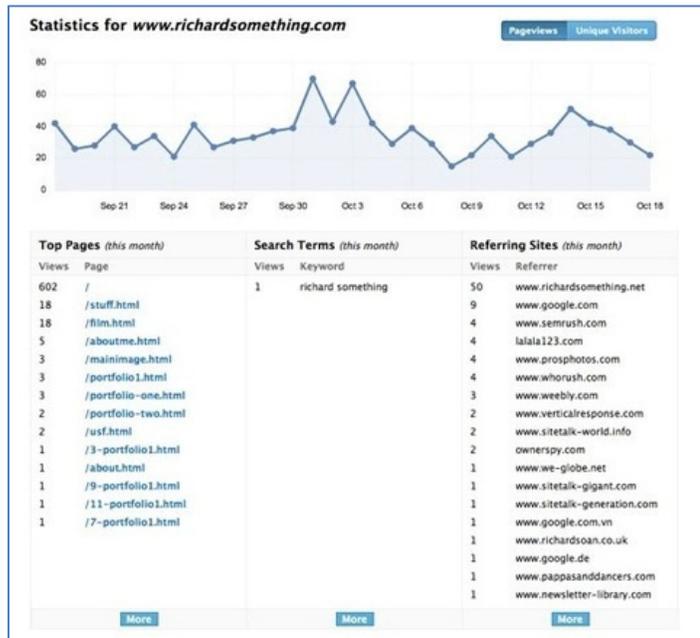


Then paste this code to your site using Weebly's Embed Code Element. Your map will show up as soon as you click out of the element.

Stats Dashboard

You can view Stats for any of your sites via the Stats button associated with that site on the main page of your account.

You can see Pageviews and Unique Visitors from the past 30 days. You can also see the most visited pages, search terms that were used to find the site and the sites which referred the most traffic to the site.



What do all these stats mean?

Pageviews: The number of pages visitors viewed on a given day. One visitor may visit three, ten, twenty, however many pages.

Unique Visitors: The number of individual visitors who came to the site. The unique visitors number should always be smaller than the pageviews number simply because one person can visit multiple pages and thereby generate a number of different pageviews.

Top Pages: The pages with the most visits. The page called "/" is the home page and it should get the most visits usually.

Search Terms: This shows which search terms visitors have entered in Google, Bing and Yahoo to find your site. The more search terms you see, the better ranked your site likely is in on the search engines.

Referring Sites: If a visitor clicked a link on another site to reach your site then they have been "referred" to your own site by this other site. The more in-bound links you have pointing to your site, the better your search rank will likely end up being.

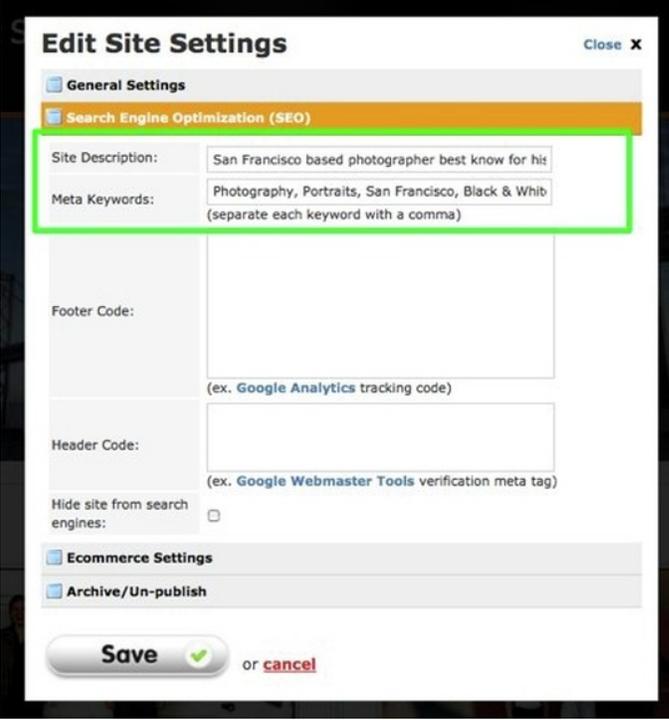
The Basics of SEO

Every website has an address that can be used by anyone who wants to visit that site. But how do people who don't know the address of your site find you? Search Engines! Most people use Google to look for sites, and a smaller number of people use Yahoo or Bing. So you want to get your site listed on these search engines so that your site can be found by the wide audience of potential visitors.

So what are the first things you should do to make your site easy to find on search engines?

Use the SEO Tools in Your Account

Every Weebly site has a place for you to enter Keywords and a Description for your site. These can be found under Settings > Search Engine Optimization.



The image shows a screenshot of the 'Edit Site Settings' dialog box in Weebly. The 'Search Engine Optimization (SEO)' section is highlighted with a green border. It contains two text input fields: 'Site Description' with the value 'San Francisco based photographer best know for his' and 'Meta Keywords' with the value 'Photography, Portraits, San Francisco, Black & Whit (separate each keyword with a comma)'. Below these are fields for 'Footer Code' and 'Header Code', each with a placeholder example. There is also a checkbox for 'Hide site from search engines' which is currently unchecked. At the bottom, there are buttons for 'Save' (with a green checkmark) and 'cancel'.

Both of these fields help search engines to categorize your site. And the Description is what will actually be displayed as the description for your site in your search engine listings.

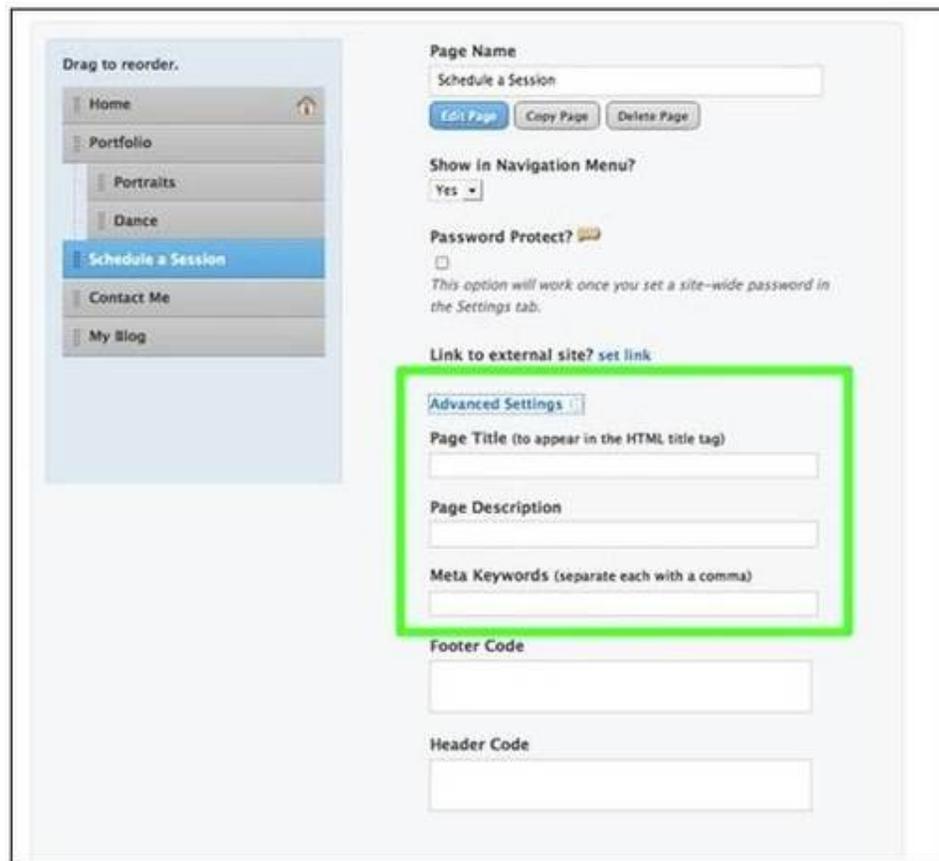
The Description should be two to three sentences long and provide a fairly detailed description of what your site is about. Are you a florist in Denver? Then write something like:

Flowers and Such is a professional florist in Denver, CO with 25 years' experience making birthdays a little brighter and anniversaries a little rosier. We have roses, lilies, orchids, tulips and every other flower under the sun.

That example Description lets visitors know exactly what the business is about, where it's located (which helps locals see this in their searches), lists some flowers people may be searching for and shows a little personality to boot.

The Keywords should be fairly targeted and also be the kind of words you use on your site. If your Keywords don't match your site content then they are practically useless. The imaginary florist we've written about above might want a list of Keywords like Flowers, Florist, Denver, Colorado, Birthdays, Anniversaries, Weddings, Apologize, Roses, Lilies, Orchids, Tulips. You may want to use around 20 or 30 words here that match your content and the types of searches people may do to find that content.

Note that Keywords are ultimately only helpful with search engines if they are words you actually use throughout your site (especially in Title areas). Otherwise Google (and other search engines) will just think you're trying to game the system by using Keywords that are irrelevant to your site and will just ignore them. Each page of your site also has a place for Keywords and a Description. These can be found under Pages > Advanced Settings.



These work the same way as the Site Keywords / Description except they should be specific to the content of the page to which they're connected.

How to Optimize Your Site for Search Engines (SEO)

Now that you've built a great site, you'll want people to be able to easily find and visit your site. One way to do that is to simply give them the address (like www.nameofyourwebsitehere.com) so they can go there directly. But, of course, that only works for those people to whom you have a close enough connection to provide the address. Everyone else will find your site on Search Engines like Google, Bing and Yahoo. How can you optimize your site to ensure you appear as high as possible in the search engine rankings?

Start with the basics. Read our [Description, Titles and Keywords article](http://www.people.ua.edu/seo-tools---titles-keywords--descriptions.html) (<http://www.people.ua.edu/seo-tools---titles-keywords--descriptions.html>) to learn how / why to add this information throughout the pages of your site. While you're doing this, keep in mind that keywords are not made out of magic (this is explained further in the Keywords help article linked above). Just because you add a keyword to your site does not mean search engines are going to find you through that keyword. If life were that easy, we'd all be rich and retired to our own private islands by now.

Get a Google Webmaster account. Google is far and away the most important search engine (it's not even close) and a Webmaster account can give you more control over / insight into how they're ranking you. We show how to setup an account in our [Google Webmaster help article](http://kb.weebly.com/webmaster-tools.html) (<http://kb.weebly.com/webmaster-tools.html>).

Use page names that are relevant to search words and phrases. The name you provide to a page in people.ua.edu is the name given to that page both in the site navigation and in the address of that page on your site. Why is this important? Because if a word is in your address, it is seen as more relevant to your site by search engines. More relevant means more likely to show up in search results.

Use keyword phrases in your links. If you link from one page of your site to another, use descriptive text for the link. For example this: Read our [How to Create Links article](http://www.people.ua.edu/text-hyperlinks.html) (<http://www.people.ua.edu/text-hyperlinks.html>) to learn how to do this on your own site.

Is better than this: Learn how to create a link by [going here](http://www.people.ua.edu/text-hyperlinks.html) (<http://www.people.ua.edu/text-hyperlinks.html>).

Use Titles to headline content in your site (when appropriate). Search Engines see Titles (which are tagged as H2 -- don't worry about this if you don't know what it means) as generally more important than regular text. You can add Titles to your site via our Title element and via the Title section of any Paragraph element that includes a Title. But don't write all your text in a Title. That will make things worse for your site. You can't trick the search engines like this, so don't try.

Is your site relevant only to people in a certain area? Highlight that by [Creating a Google Map](http://www.people.ua.edu/add-a-map-to-your-site.html) (<http://www.people.ua.edu/add-a-map-to-your-site.html>) that shows site visitors your location and by referring to the physical location of your business throughout the site where appropriate. Writing "Visit our San Francisco showroom" is better than writing "Come see our showroom."

Use alt-text for your photos. This doesn't work in our galleries or slideshows, but you can add alt-text to a regular picture by clicking on it and using the Advanced Option in the toolbar. This should be used to add a short description of the image. View our [How to Upload a Picture instructions](http://www.people.ua.edu/picture-elements.html) (<http://www.people.ua.edu/picture-elements.html>) to see more detail on this option.

Get other sites to link back to your site. The more sites that link to your own site (as a general rule), the more Google trusts your site to be worthwhile. Think of other people linking back to your site as word-of-mouth that tells not just other people to check-out your site, but tells the search engines to do the same.

There is nothing more important to your ranking than other sites linking to you, but there is no get-rich-quick method to get links back to your site. Build interesting content and let people know it exists. Just as building a business takes work and time and effort, building traffic to a website takes work and time and effort.

Link to your own site from any other sites you may have (like a Twitter or Facebook profile). If you have an email newsletter, archive it via your email provider's site so that your own newsletter acts as another site linking to you.

Maintain a Blog. A blog enables you to continually add content to your site. The search engines like to see new content on your site. Read our [Create a Blog article \(http://www.people.ua.edu/write-a-blog-post.html\)](http://www.people.ua.edu/write-a-blog-post.html) to learn how to build a blog.

Make reasonable goals. If you're a photographer, you are not going to show up at the top of the search results for the word photographer. If you're a florist, you aren't going to show up at the top of the search results for flowers or mother's day.

But if you're a photographer in San Francisco, you can potentially get to the top of the list for San Francisco Headshot Photographers. If you're a florist in London, you can work to get a good search ranking for Valentine's Day Flowers, London. Focus on that. Focus on getting your site to show up in a search for your own name. Try to get the attention of bloggers who may write about your business.

And if you want more tips, do a Google search for SEO Tips. A lot of different people have written a lot of different articles on this topic. This help article is meant to be a good place to start, but it certainly isn't the end-all, be-all of SEO. It never hurts to research other sources of information.

Google Analytics

Google analytics provides much more information than Weebly's Dashboard. To learn all the details about it and how to add analytics to your site, visit <http://kb.weebly.com/google-analytics.html>.

Verify Your Site with Google

Verifying your site with [Google Webmaster Tools \(http://google.com/webmasters/tools\)](http://google.com/webmasters/tools) gives you access to reports about your site's visibility and ensures that your site is indexed by Google on a faster / more regular basis. It isn't necessary, but it's a smart thing to do. Learn the details at <http://kb.weebly.com/webmaster-tools.html>.

Settings Tab

The Settings tab provides you with some very important options, including changing your site title, site password, SEO settings, and the ability to back-up your site. There ARE however, a few things you may NOT change.

Be cautious and make certain you fully understand any changes you make on this tab.

General Settings

The screenshot shows the 'General' settings page. On the left is a sidebar with menu items: General, SEO, Ecommerce, Mobile, Editors, and Archive/Un-publish. The main area is titled 'General' and contains the following sections:

- Site Address:** A text field containing 'www.mountain-peace.com' with a 'Change' button to its right.
- Site Title:** A text field containing 'Mountain Peace' with a 'Change' button to its right. Below it is a checked checkbox labeled 'Show title on the top of your pages'.
- Favicon:** A preview of a favicon showing the letter 'w' with an 'Upgrade' button to its right.
- Site Password:** An empty password input field with a 'Save' button to its right. Below the field is the text 'Choose which pages to protect in the "Pages" tab.'
- Navigation:** A checked checkbox labeled 'Group excess pages under "More..."'.
- Facebook Sharing:** The text 'Not Connected' with a link 'Setup Facebook Share' to its right.

Site Address - DO NOT CHANGE THE SITE ADDRESS. Changing your site address may BREAK your site or direct visitors to an incorrect URL.

Site Title – For the original theme, Theme 3, changing the title WILL change the title in your site header. For all others, you will need to make the change within the header itself.

Favicon – DO NOT UPLOAD A NEW FAVICON.

Site Password – you may set a site password and apply it to one or more pages of your site.

Navigation – all sites, by default, group excess pages under “More...” in the navigation bar. You may change it, if desired.

Facebook Sharing – This function is not connected and will not work. You may use the social icons element to direct visitors to your Facebook page.

Search Engine Optimization (SEO)

Search Engine Optimization

General
SEO
Ecommerce
Mobile
Editors
Archive/Un-publish

Site Description

A mountain vacation cabin for rent in Gatlinburg, TN Save

Meta Keywords

cabin, gatlinburg, Tennessee, Mountain Peace, vacation Save

Separate each keyword with a comma.

Footer Code

ex. Google Analytics tracking code Save

Header Code

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-37578259-1']);
_gaq.push(['_setPageName', '']);

```

ex. Google Webmaster Tools verification meta tag Save

Hide site from search engines

Prevent search engines from indexing this site.

301 Redirects

[Configure Redirects](#)

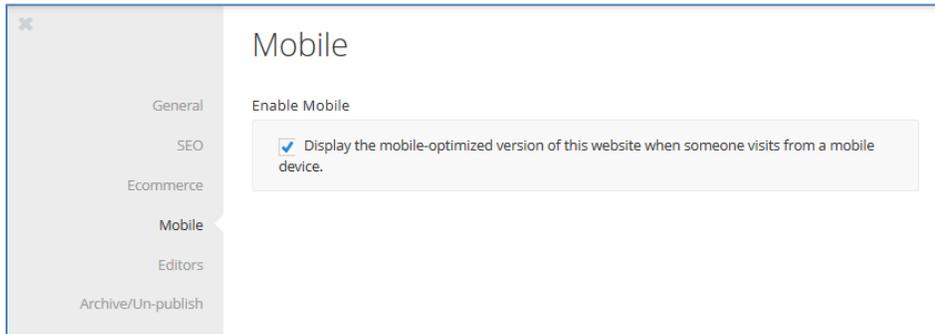
Site Description and **Meta Keywords** are discussed in the SEO Tools section of this manual.

Footer Code and Header Code – Use this section for placing code from Google Analytics or Webmaster tools.

Hide site from search engine – You may choose to hide your site by checking the box.

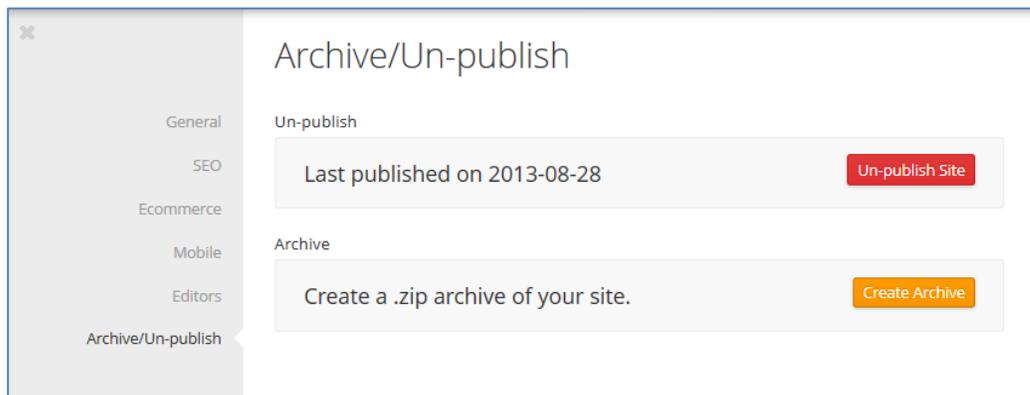
301 Redirects – Use this function if you are moving your site from one URL to another. Visit <http://kb.weebly.com/301-redirects.html> for complete information.

Mobile Settings



Enable Mobile – Turned on by default. This section ensures your visitors will have the best viewing experience when visiting your site from a mobile device.

Archive/Un-publish



Un-Publish – If you choose to unpublished your site, please notify Multimedia Services at 348-8016.

Archive – This is the same as creating a back-up of your site. Click the “create a .zip archive of your site” and it will email the file to you when complete. Save it in a safe place. It’s recommended you backup your site after making substantial changes to your site.

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