

How to Use your Weebly Website



**Years of Successful Blogging Experience
Packed into a Useful Beginner's Guide**

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Foreword

Hi, it's Milton. Thanks for picking up this handy guide. I would like to welcome and congratulate you (maybe in advance) for embarking on this fun, meaningful and possibly lucrative journey of owning your own Weebly website!

I am a professional blogger who gets paid income through blogging, ads, sponsored posts, etc. so I'm excited to share some tips that I've learnt in this journey thus far.

My blog <http://miltongoh.net> received 1.5 million pageviews and almost 500k unique visitors in the last 12 months.

I'm so grateful to the Lord for blessing my website, allowing the posts I write to have a voice and an audience.

My prayer for you is that you will have a wonderful journey in running your own website, and be immensely blessed for your labor of love. Without further ado, enjoy this guide!

General Info

- Have you signed up with Weebly yet? I highly recommend purchasing a domain name from Weebly and creating your website there too. They are super user-friendly, good for ecommerce, prices are reasonable, have a helpful community of users and staff to help you, and their sites are responsive (automatically adjusts between computer and mobile device screens). This is my referral link for you to get started on Weebly: <https://shareasale.com/r.cfm?b=378877&u=1125238&m=37723&urllink=&afftrack=>
- If you haven't decided on a domain name (URL) for your website, I would suggest using Google Keyword Planner (https://ads.google.com/intl/en_sg/home/tools/keyword-planner/) for free to look for keywords that have high search volume (between 1 – 10k searches per month) and low competition. This will give you a great advantage for search ranking.
- You can login via Weebly website (www.weebly.com) on computer/laptop, or via the Weebly app on Phone/Tablet.
- To see your website traffic, click "Insights". You can monitor your Traffic and Sales here.
- Pageviews means "the total number of your website individual pages visited in that specified period of time".
- Unique Visits means "the total number of visitors that visited your website in that specified period of time".
- "Site Activity" allows you to see which pages your website visitors have visited.
- "Sources" shows you which other websites your website traffic is coming from.

Editing your Website

1) Build

- After logging in, click “Edit Site” to start editing your website. You will be taken to the website editor.
- By default you will be at “Build”.
- **The important elements you need to know here are the following:**
- Title – For typing bigger words as a header to the article/ chapters etc. You can format the text: bold, italic, underline, make font size bigger or smaller, change font color, add a hyperlink, text alignment (left, centralize, right, justified), bulletpoint, numbering, remove formatting, undo and redo.
- Text – For typing words in the main body of the article / blog post. You can format the text: bold, italic, underline, make font size bigger or smaller, change font color, add a hyperlink, text alignment (left, centralize, right, justified), bulletpoint, numbering, remove formatting, undo and redo.
- Image – To upload an image to your page. You can format the image: add a link, alignment, spacing, caption, and add alt text (under “advanced”). You can just write the same thing for caption and alt text.
- Gallery – To create a static (non-moving) image gallery. You can format the images: add a link, caption, and add alt text. You can just write the same thing for caption and alt text.
- Slideshow – To create dynamic (moving) image slideshows. You can format the images: add a link, caption, and add alt text. You can just write the same thing for caption and alt text.
- Map – To add a GPS location on the page. Useful if you want to direct your website visitors to a physical location like a store.

- Contact Form – Insert a form which you can customize the fields (the data you want to collect), for your website visitors to send enquiries to your designated email address.
- Newsletter Form - Insert a form which you can customize the fields (the data you want to collect), for your website visitors to subscribe to your email newsletter list.
- Read More Break – To determine where the preview of a blog post ends. Website visitors will have to click in to the blog post to read the rest of the content.
- Button – If you want to add a prominent link. You can edit the words on the button to say, for example “Buy Now” or “Reserve your Spot” etc.
- Embed Code – Useful for adding HTML code into your page, like for affiliate links, external website widgets, etc.
- Spacer – To add a spacing between elements on the page. You can adjust the size of the gap as desired.
- HD Video – You can upload a video that’s saved on your device, to the page. The video can be played on the page.
- Audio - You can upload an audio recording file that’s saved on your device, to the page. The audio recording can be played on the page.
- YouTube – You can embed a YouTube video on the page by inserting the link of the YouTube video.
- Product – You can feature one/more of your products on the page.
- Categories – You can feature one/more of your categories of products on the page.
- Social Icons – Add icons which link to your designated social media accounts when clicked.
- Did I miss out any “Build” elements that you want more info about? Find info about them here: <https://hc.weebly.com/hc/en-us/categories/200475937-Building-your-Website>

2) Pages

- Here you can create, edit, and reorder the pages (excluding individual blog posts) on your website.
- You can create 6 types of pages by clicking the “+” button:
- Standard page – Just a blank page for you to build using the “Build” elements from scratch.
- Blog page – You can create a blog with this type of page. Subsequently to add/edit blog posts, go to “Build” and then click “Blog” on your web page menu at the top of your website.
- Category Page – You can create a page that displays the products in a specific category of your products.
- Product Page – You can create a page that displays one of your products.
- External Page – When clicked, links to an external web page (either on or outside of your website) which you specify the URL to.
- Non-clickable Menu – A drop-down menu that can’t be clicked, and it only leads to more sub-menu options to click on.
- You can reorder the pages on your page menu bar by hovering your mouse to the left of each ‘page rectangle’ until the ‘triple vertical dots’ icon shows up, and then you click and hold the mouse and drag it to your desired spot.
- Click a ‘page rectangle’ to customize the Page Name, whether to hide in navigation, header, visibility, page SEO settings, copy page, and delete page.

3) Theme

- This is where you customize your website's design and fonts. It's pretty easy and straightforward to use.
- It even has advanced HTML and CSS mode if you want to add Javascript features or other customisations.

4) Set up your Store

- There are 7 basic steps to setting up your ecommerce online store where you can sell your services, physical and digital products.
- 1) Design your store.
- 2) Add store information.
- 3) Add products.
- 4) Start accepting payments (By Stripe, PayPal, Apple Pay, Android Pay)
- 5) Set up shipping.
- 6) Set up taxes.
- 7) Publish and start accepting orders.

Navigating your Store Settings

- Overview – This page shows a summary of the activity in your online store.
- Orders – This page shows the orders that your customers have placed, and you can mark them as completed once fulfilled. You can also export the orders into a spreadsheet file.
- Coupons – You can create discount/promo codes here. Click “Add Coupon” first. Then type in the desired coupon code, the number of codes available to be redeemed, start date & expiration date, and the discount details (whether it’s % discount, \$ discount or free shipping).
- Products – You can add/edit products here. Click “Add Product” to add a product to your store. Name your product, add product images, product description, product SEO settings, product type, pricing, sale price, weight, inventory, and customize other product options.
- Under Products, you can also click “Categories” which allows you to “Add Category” to make product categories. Name the category, add an image, add existing products to the category, edit the layout, and SEO settings.
- Under Products, you can also click “Reviews” to manage the product reviews that customers have sent it. You can customize how long after an order should an email be sent out to request for a review.
- Store Emails – You can edit your store emails here: Order confirmation, Items Shipped, Items Refunded, Items Cancelled, and Product Reviews.
- Setup – Here you can input your store information, some general settings like whether you want your products to be shown in kg or pounds, cm or inches, and whether the purchase mode should be “buy now” or “add to cart”. You can also customize the layout of your

product category pages, and add tracking pixels code here (like Facebook pixel and Google pixel) for the purpose of tracking ad performance.

- Under “Setup” you can click “Checkout” to integrate your methods of receiving payment for your store, store return and shipping policies, and some checkout options.

5) Apps

- Here you can find third-party applications to install on your website. Some are useful. Some are free and others are pay-to-use.

6) Settings

- General: Here you can customize your site url, site title, ssl, favicon, site password, navigation, facebook sharing, archive, site formatting and cookie notification. You can also un-publish your website here.
- SEO (Search Engine Optimisation): Here you can optimize your website to be found via search engines like Google. Key in a keyword-rich site description, and your meta keywords. Here is also where you can copy and paste header and footer codes. Example: Google Analytics tracking code.
- Editor: Here you can grant access of your website to others. You can invite people via email to become admin (full access), author (partial access to write posts, some pages and some settings), or dashboard only (access to stats, forms and comments only)
- Members – Here you can add membership features to your website. Like for login to access certain features, etc.
- My Apps – See the third-party applications that are installed on your website.

- Blog: Here you can set how many posts to show per page on your blog, add post header and footer codes (which only affect blog posts and not the whole website), and manage how commenting works on your blog posts.

7) Help

- You can call Weebly for customer service or technical help at 1-844-493-3259 between 6 am and 6 pm PST.
- Click “Help Center” for a whole database of frequently asked questions, useful articles, and tips for you to improve your website and fix issues. They have content about “Getting Started”, “eCommerce”, “Building your Website”, “Email Marketing”, “Domains and Email”, “Videos and Webinars”, “Weebly Mobile Apps” and “Weebly for Education”.
- Here you can also click “Ask the Community” to ask questions for other Weebly users to answer – those who are helpful and want to help you out, or you can also click “Email Us” to send an email to Weebly for assistance.

How to Create/Edit Blog Posts

- After adding a blog page under “Pages”, click the “Blog” on your page menu bar at the top of your website when under “Build” mode.
- You can add/elements on your blog sidebar which is on the right side of the page. This sidebar will show up on every blog post on your website.
- Click “New Post” to begin creating a new blog post.
- You can use all the elements in “Build” to craft your blog post.
- After finishing the content, click “Post Options”. You can add the blog post to different “Categories” to arrange them nicely for your website visitors to read related posts, send a “Secret Draft Link” to someone else to look through the post before publishing the post, and under “Advanced” you can write the SEO Post Title and SEO Post Description for optimizing your blog post’s search ranking on search engines like Google.
- After you’re done, you can either click “Save” to save as draft, or click “Post” to post the blog post. Next to the “Post” button is a downward-pointing arrow which when-clicked allows you to discard the blog post draft.
- After posting the blog post, click into it again, and click “Post Options” > “Advanced”. Under “Permalink” you can edit the URL of your blog post which helps in search ranking on search engines too. Separate each word/number with a “-” (dash). Then click “Update”.
- After that, click “Publish”. Your new blog post is now visible on your website!

Miscellaneous Tips (Optional)

- Usually a website has pages like Home, About, Blog, Store, Contact, and Privacy Policy.
- You can generate a basic and free privacy policy here: <https://www.weebly.com/tools/privacy-policy>
- If you want to generate a professional, updated, legal and comprehensive privacy and cookie policy like the one on my website <https://www.miltongoh.net/privacy-policy.html> , you can click the following referral link to generate one with Iubenda and enjoy 10% discount: <http://iubenda.refr.cc/3RK47H9>
- A good blog post has many words (more than 1000 words), showing in-depth knowledge and research into the topic, good language, attractive images, no plagiarism, and reasonably frequent usage of the keywords that you want to rank for in search engines.
- I use PicMonkey to design my images that I use in blog posts, such as the front and back covers of this book.
- I get free to use images from Pixabay: <https://pixabay.com/en/users/Free-Photos-242387/> . They are free-to-use, even commercially! Remember to only use such images so you won't risk getting into a lawsuit and losing lots of money.
- If you include affiliate links in a blog post you should add a disclosure near the beginning, such as this one that I used on my website's "Recommendations" page: **"Disclosure: There are some affiliate links below and I may receive commissions for purchases made through links in this post, but these are all products I highly recommend. I won't put anything on this page that I haven't verified and/or personally used."**

- Making Sense of Affiliate Marketing Course: Michelle is a Million Dollar Blogger who earned \$104,065.67 from blogging in April 2018. If you want to earn money online, then I highly recommend you to take this course. Here is my referral link:
https://makingsenseofaffiliatemarketing.com/?affcode=57702_kqayw_af . Affiliate Marketing is the one of the most profitable ways to make money from blogging so it's best to learn it from an expert - it will save you time and money! This course teaches you how to use Pinterest to grow your website traffic explosively as well!
- To create a Facebook preview image, the best image size is 1200 x 630 pixels. For a Pinterest pin, the best image size is 1000 x 1500 pixels.
- For Pinterest, you need this scheduling service called Tailwind to do really well, if not you'll be spending too much time manually pinning. Sign up through my referral link to get 1 month free:
<https://www.tailwindapp.com/i/miltongohblog>
- Install Google Analytics on your website. It's very useful for studying the demographics of your website traffic. Many top-tier ad networks also require you to produce your Google Analytics data before they will accept you into their network. That's for later on when your website traffic is significant and you'll be able to earn income from displaying ads on your website.
- Last tips: Have fun, be willing to try new things, and be patient – give your website time to see results and grow.

Firstly, high-five on choosing Weebly! I have used their platform for many years and find that it's so user-friendly and suits my needs very well as a professional blogger.

It's not easy to start a website on your own and try to learn how to use it correctly. But it doesn't have to be so stressful and time-consuming. It's not a must to feel lost. You can start off on the right footing when you follow the useful tips in this handy little guide for beginners!

About the Author

Milton Goh is a Christian Blogger who is passionate about writing anointed content for God. His blog is ranked #8 in Feedspot's list of Top 30 Christian Parenting Blogs worldwide. He was also nominated by Influence Asia in 2017 as one of the Top 13 Parenting Influencers in Singapore.

