



Getting Started Guide

WebSite Tonight

**Getting Your Small Business
Online in One Night**

Getting Started Guide: WebSite Tonight Small Business

Version 1.0 (04.7.10)

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Introduction

My buddy, Jack, owns a sweet café in the southwest corner of downtown. The bulk of his business is coffee and tea drinks, but he wants to increase sales of his coffee beans, loose teas and related products.

Jack also features some local jazz artists on weekends, and they're all looking to reach new audiences. In addition to the café products, Jack wants to use his website to promote his live music schedule, as well as sell CDs, shirts and other products from the artists.

As a small business owner, you know how little time you have. Jack's no different. I promised to get Java the Hut's website up and running in a couple of hours.



BECOME THE MASTER OF YOUR DOMAIN

What do you mean you don't have a domain name? Well, let's fix that. The first thing you need to get your business online is a domain name. You can purchase a domain name that matches your business' name, or one that closely matches the products or services you want to sell.

Jack owns these domains: javathehut.me, javathehut.net, java-the-hut.com, and javathehut.biz

PLAN YOUR SITE'S CONTENT

With my guidance and WebSite Tonight, Java the Hut will be online in no time. In fact, with this guide, a strong dose of patience and a little preparation, you can create a custom website before you open your doors tomorrow morning.

Five for five

The preparation involves answering a few questions and gathering a few things before you dig in. Follow along to see how easy it is for Jack and for your business, too. I asked Jack the following five questions to help design the first five pages:

- **Q: Who are you and what is your brand?**

A: Java the Hut - coffee, tea, products and music with a local flare. A little fair trade, and a focus on the individual artist.

- **Q: Who's your audience?**

A: Everyone! No really, coffee and/or tea enthusiasts who enjoy spending their discretionary funds on good products with a conscience. Music lovers – especially jazz and local artists.

- **Q: What's the goal of the website?**

A: The goal is to increase sales of products, and also increase traffic to the café. In addition, we'll feature and promote our local jazz musicians by publishing our live music schedule and selling their CDs. I hope the site will let visitors share ideas and connect the way they do in the café.

- **Q: What can visitors do?**

A: Visitors can get information about the café, and learn about products and special events. They can also provide feedback through product and music reviews.

- **Q: Do you have good pictures and content?**

A: I do! I've been collecting pictures for a couple of months, and I maintain a notebook with details about my products and the musicians I love.

To recap, here's what you need:

- A registered domain name
- A WebSite Tonight account
- An email account and other contact information
- Content and pictures

Getting Started

WebSite Tonight makes it easy with options for starting from a blank slate, picking a central theme, or building pages for you based on information you provide. Because I have a little experience and Jack already had content and images, we selected the Flexible Path option with a central theme (or template).

LOGGING IN TO WEBSITE TONIGHT

When you first log in to WebSite Tonight, you need to go through the Account Manager.

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You can also log in to WebSite Tonight by going to login.websitetonight.com in your Web browser.

.....

To Log in through the Account Manager

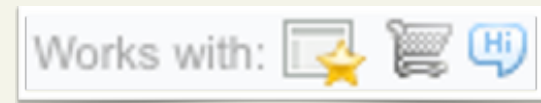
1. Log in to the Account Manager.
.....
2. In the **My Products** list, click **WebSite Tonight**.
.....
3. In your **Account** list, click **Launch** next to your domain name.
.....

4. Read and click **I Accept** to agree to the End User License Agreement.
5. Complete the fields for your website's settings.
6. Click **Select a Template** to choose the **Flexible Path**.

SELECTING THE SITE TEMPLATE

For the Java the Hut site, we selected the Retro Sign Template from the Generic templates list. It fits the color scheme Jack was looking for, and allows for room to grow his site and online sales.

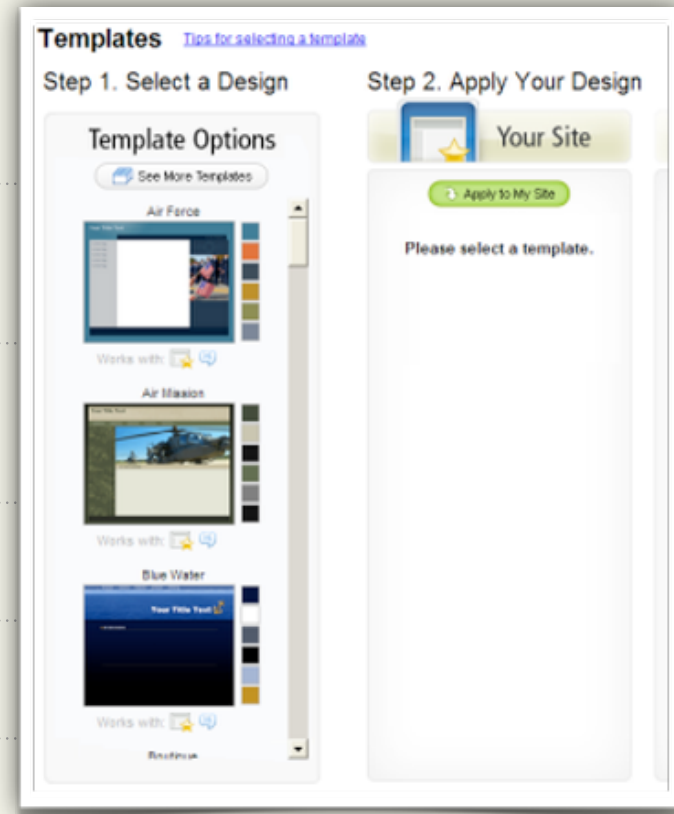
Choose any template you like, but if you want to sell products online and/or maintain a blog, pick one that works with those options. The **Works with** icons below templates indicate which options they work with.



To Select the Template

1. From **Template Options**, select **See More Templates**.
2. From the **Category** menu, select a category.
3. Click **Update**.

4. Use the scroll bar to view the available templates. To view a template in full size, click the template image, and then click **Enlarge View**.
5. Click the template image to select it. When a template is selected, it is highlighted in orange.
6. To change the color of the template theme, select a color block from the right side of the template image.
7. To choose the template for your site, click **Apply to my Site**.
8. To begin building your pages, click **Work on my Site**.



Building the Home Page

The home page offers the first impression of your website. It's essential that visitors are pleased and want to hang around. I recommended that Jack create a clean first page with an image of his café, a description and an easy navigation menu.

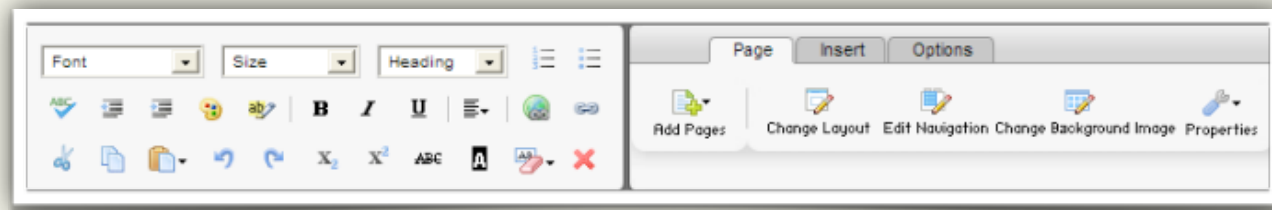
USING THE PAGE DESIGNER

The page designer is your window to creating, editing and formatting your website's pages. We'll spend some time here creating each page and making sure javathehut.biz is easy to navigate. Here's where that dose of patience and maybe a little chamomile tea will ease the pain.

In addition, you should update the page properties for each page to ensure that your links make sense. The **Properties** menu lets you set your page properties such as the browser, heading and button titles that display when someone visits your website.

To Edit the Header and Sub-header

1. Launch the **Page Designer**.
2. Click **Your Title Text** in the header box.
3. Enter your business name, format the font as desired, and then click **Save**.



The bulk of the data on your site’s pages is housed in content blocks, which are essentially boxes of text or images. You can add multiple content blocks to a page and customize the text or images in each block. Let’s get to the meat of your home page:

To Continue Editing the Home Page Content

1. Click in the box to add a content block.
2. Click **To add text, images, and more**.
3. Enter your text. When you’re done adding your text, click **Save**.
4. Continue adding content as needed.

.....

To make sure your text doesn't get disjointed, you either need to type the text directly into the text box, or copy and paste the text from a program such as Notepad or TextEdit that doesn't have any formatting.

.....

To Add Pictures to a Text Box

1. Click the text box you want the picture inserted into.
.....
2. Go to the **Insert** tab, and then from the **Images** menu, select **Images**.
.....
3. Click the image you want inserted, and click **OK**.
.....

You might be prompted to upload your photos if you haven't done so. If you are using your own photos taken with your digital camera, you might need to resize the images.

To Resize an Image

1. Double-click the image in the text box.
.....
2. In the **Edit Image** window, go to the **Image Effects** tab.
.....
3. Under **Select Image Effects**, select **Resize** from the menu.
.....
4. When you're done resizing, click **Accept Effect**, and then click **OK**.
.....

The **Page Properties** menu lets you customize the browser display and page title. The appropriate titles let visitors know which site they are visiting and what your business is about.

To Edit Page Properties

1. Launch the **Page Designer**.
.....
2. From the **Properties** menu, select **Page**.
.....
3. On the **Properties** page, update the titles. The **Tell me More** section explains how each title displays for your site.
.....
4. Click **Apply**.
.....

ADDING ADDITIONAL PAGES

Because Jack and I agreed to get him started with five pages, we'll add four more in addition to the home page. The other pages are: Contact, Menu, Events and Featured Products. Here's how we created the Menu page:

.....

Because it's flexible with any type of content, we used the blank page option.

.....

To Add Another Page

1. Launch the **Page Designer**.
 2. From the **Add Pages** menu, select **Traditional Page**.
 3. Select **Blank Page**, and then click **Add Page**.
 4. Enter the name of the page, and then click **OK**.
-

Here's what the Menu page looks like after we uploaded an image of his café's menu:

Cafe Menu

- Home
- Cafe Menu
- Contact
- Events
- Featured Products

Whole Bean Coffee

Mild Roast	1/2lb.	1lb.
Brazilian	5.75	10.50
Breakfast Blend*	5.75	10.50
Colombian Supreme*	5.75	10.50
Colombian Reserve	6.50	11.95
House Blend*	5.75	10.50
Medium Roast	1/2lb.	1lb.
Cafè Verona*	6.25	11.50
Antigua Guatemala*	5.75	10.50
Ethiopian Yirgacheffe	6.75	12.50
Kenya AA*	6.75	12.50
Dark Roast	1/2lb.	1lb.
Barista Blend	5.75	10.50
Espresso*	6.25	10.95
Little Italy	6.50	11.95
Mocha Java	5.75	10.95
Sumatra*	6.75	11.95
French Roast	6.75	11.95

* Available in Decaf

Coffee & Espresso

	Short	Tall	Grande
	12oz	16oz	20oz
Coffee	1.65	1.85	2.00
Latte*	2.80	3.35	3.65
Cappuccino	2.80	3.35	3.65
Caffe Mochia*	3.00	3.65	3.90
Caramel Macchiato*	3.10	3.70	3.95
White Mocha*	3.45	4.00	4.25
Toasted Almond Mocha*	3.10	3.70	3.95
Americano*	2.00	2.30	2.65
Caffe Au Lait	2.10	2.35	2.70
Iced Coffee	2.00	2.30	2.65

*Iced Grande (24oz) add 15¢

Espresso	1.50 solo	1.90 doppio
Espresso Con Panna	1.70 solo	2.00 doppio
Espresso Macchiatto	1.70 solo	2.00 doppio

Continue adding pages as needed for your site. For each of the additional pages, we used the Add Pages feature and added the following:

Contact Page	The address, phone number, email address, maps, and directions from major routes.
Events	This page will change frequently. We set it up with a list of weekly musical guests and any major events for the current month.
Featured Products	This page will serve as a base for limited-time coffee and tea offers, or related products.

The Finishing Touches

There are a few things to do before your site is ready for visitors. Jack wants customers to email him, so we set up an email address with the free account that came with WebSite Tonight. You also need to preview and publish your site.

SETTING UP AN EMAIL ACCOUNT

Since we also registered Jack's domain name with us, it's easy. If you registered your domain through another registrar, you can use our email or theirs.

To Set Up an Email Account with Us

1. Log in to your Account Manager.
.....
2. In the **My Products** list, click **Email**.
.....
3. Click **Setup Account** for the email account you want to use.
.....
4. If an option to add addresses or view all email displays, click **View All** to display all of your email plans.
.....
5. Click **Add** in the plan you want to use.
.....
6. Complete the fields, and then click **OK**.
.....

Your email account might take up to 30 minutes for setup, but in the meantime we can preview and publish your site. By the time we're finished, Jack can check his inbox.

PREVIEWING AND PUBLISHING YOUR SITE

We're almost done! This is the last step to getting your business' website up and running, and reaching customers outside your brick-and-mortar domain. Before you publish your site, preview it to see what it will look like to visitors.

PREVIEWING YOUR SITE

In preview mode, click through the menu and view your site as it will look online. Jack and I did this step with a pen and paper to make note of anything he didn't like or wanted to change.

To Preview Your Site

1. Click **Preview**.
.....
2. Click through your pages and verify that they look the way you want.
.....

All good? Let's push this puppy to the World Wide Web.

To Publish Your Site

1. From the main menu, click **Publish**.
.....
2. Select both **Publish Web Site** and **Back up Web Site** prior to publishing.
.....
3. Click **Publish All**.
.....
4. Select **View Site**.
.....

Congratulations! The website is published. As for Jack and Java the Hut, this is only the beginning. With his new site, Jack can begin promoting specials and events. In our next series, we'll explore how Jack can increase visibility with a blog and increase sales with an online store.