InstantPage

InstantPage is a legacy product and is no longer sold. This guide contains archived Help content for InstantPage to help answer questions. However, it's no longer being updated as of December 2021.

To find answers in this guide:

- Select any title in the Contents to go directly to a specific Help article.
- Use the **Find** function (**Ctrl + F** for Windows OR **Command + F** for Mac) in your browser to search the whole PDF for specific keywords.

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Set up my site

Creating a website for your business is a great way to build an online presence. Website builder is an online editing and publishing tool that helps you make a responsive website with no technical knowledge.

Start a site

Select **Start for Free**. You'll be asked a few questions including the type and name of your business. We use this information to provide photo and content recommendations for your site.

If you've already started your site you can access it by going to your product page. Scroll down to **Websites + Marketing** and select **Manage** next to the website you've started and select **Edit Website**.

Changes how your website looks with a new theme, colors and fonts

Your site has been customized based on the things you selected when you set up your site. Every line of text, every image and each page is customizable. Your theme determines the overall appearance of your site. You can also select the site colors, fonts and button style that'll be used throughout your site.

1. Select **Theme** and then **Try a new look**.
    o   The gallery previews how your site home page looks in every theme option. As soon as you **Select** a theme, that theme is applied.
2. To update your site color, select **Color**.
    o   Select one of the suggested matching colors, or select a custom color. If you have a custom color for your business, enter the hexadecimal code.
    o   Use the **Paint your site** slider to adjust how light, colorful, or dark your site is as a whole. Don't worry, you can still change each section's color individually.
3. To update your site fonts, select **Fonts**.
    o   The Primary font is generally used for headings on your site. The Secondary font is used for body text.
    o   Choose from our recommended preset font pairings.
4. To update your button style, select **Buttons**.
    o   The Primary button style is used for dominate actions, like Subscribe. The Secondary button style is for supportive actions, like Learn More.
    o   Expand the button style you want to change and select a button style from the list and select **Done**.

Customize your home page

The number of pages and sections are preselected for you based on the type of business you selected when you set up your site. Each page and section is customizable.

1. In the preview window, select **Header**. The header is the first thing your site visitors see. It should have a compelling image and a call-to-action button directing them to what you want them to do.

- o Select **Cover Media** to add, edit or change the image, add a video or a slideshow.
- o Add a Promotional Banner or Logo.
- o Action Button is used to change the name of the button and direct what happens when a site visitor selects the button.
2. Scroll down the Home page and select the next section. You can edit content in a section or section group. This includes, moving sections up and down the page, as well as deleting a section or section group if you don't want it.
3. If you don't see a section that you'd like, go to the page and area where you want to add a section and select **Add section**.
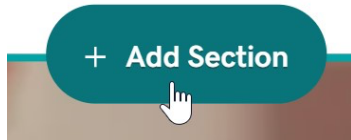

Add, edit, delete or reorder pages

If the website that was created for you has additional pages you can edit the content, just like you did on the home page. If you want to change the name of the page, reorder the pages, or delete the page you can do that, too.

If your website didn't come with the page you want, you can add additional pages (for example a Contact Us or About Us page).

### Add a page

1. To add a new page, select **+ Add Page** in the right pane under **Site Navigation**.
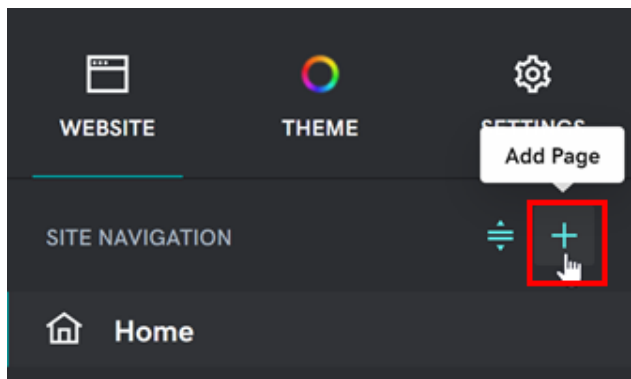
2. Choose a page template and select **Create Page**.
3. Enter a **Page Title** and turn on the toggles for where you want your new page to show.
4. Select **Done**.
5. If the content that you want on your new page exists in a section on your home page, you can move the section to the new page.

Edit or delete a page

Use the page settings in the right pane to edit or delete a page.
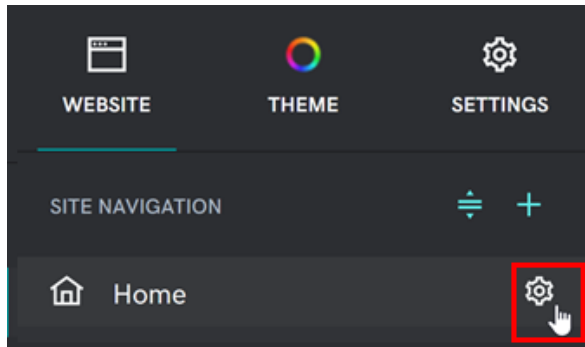
- To edit the page name, select the page then **Settings** > **Rename**.
- To delete the page, select the page then **Settings** > **Delete Page**.

Reorder pages
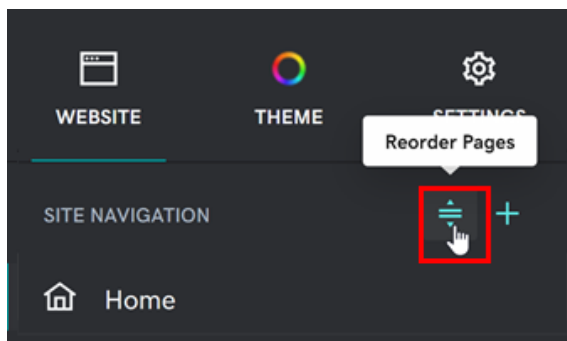
1. To reorder the pages in your site navigation, select **Reorder Pages**.
2. Drag and drop the pages in the order that you want them to appear.
3. Select **Done**.

Connect a domain and publish your site

Once your site is built, you're ready to connect your site to a custom domain.

1. Select **Settings**.
2. Next to your domain name, select **Manage**.
3. Select the radio button that applies to you and follow the steps to connect your domain.
4. Now that you've built your site and connected your domain, you're ready to get it out there for the world to see. Select Publish

Edit photo

The photo editing tool enables you to crop, rotate, color correct, add text and much more to your photos.

1. Go to your product page.
2. Scroll down to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Select the photo you want to edit.
   o To edit the cover image in the header section, select anywhere in the header to open the right panel and select **Cover Media**.
   o To edit images in other sections on your site, select the image.
5. In the right pane, edit how the current photo looks on your site.
   o Use the icons above the image to change the shape of the image.
   o Select **Rotate** to rotate the image 90 degrees clockwise; repeat as needed.
   o Select **Change image** to select a new image from your media library or upload a new image.
   o Select **Edit** to open your image in Content Creator. Your image is just one layer of whatever your imagination wants to create.
   o Drag the slider below the image to zoom in or out on the image. To reposition what is seen, click and drag the image within the window.
   o Use the **Black and White** toggle to create a dramatic effect.
   o Add alt text (or alternative text) to the **Image Description** box. Describe what the image is to help site visitors using screen readers or those with slower connections. Alt text also improves your page's search engine rank.
6. When you finish editing the photo, select **Done**, or click anywhere in the preview window to open a new section of your site.
7. Your changes are saved automatically. When you're ready to make the changes public, publish your site.

Add or replace photo

Great photos encourage visitors to explore your site, and you have access to a huge library of royalty-free images searchable by keywords. In addition, upload your own photos formatted as .png or .jpeg/.jpg files. Gifs and animated gif files will not work. While files can be as large as 30MB, smaller files download faster.

 Note: To add or change *product* photos in your Websites + Marketing Online Store, add or modify a product.

1. Go to your product page.
2. Scroll down to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Edit Site**.
4. Select the photo you want to replace.
   o To add or replace your cover image or color background (the first section on your Home page), click or tap anywhere in the section. When the **Header** panel opens,

click **Cover Media**.
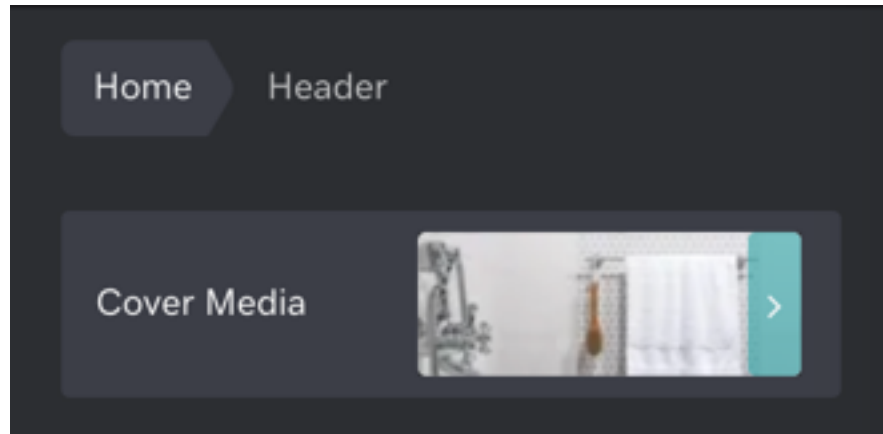
- o Anywhere else on your site, select the image. (You can't do this in some sections, such as the map in Contact Us, or in the Footer sections.)
5. In the right panel, either **Replace image** or **Add image**.
6. Select from recently added images, royalty-free stock images, collections, social media images, and more. In the upper right corner, search for key words or upload a new image. The key word searches both your own uploaded images or stock images. Once you've chosen your image, select **Insert**.
7. Edit the photo by selecting the zoom slider or rotate buttons. In some cases, use the dot to set the photo's focus point. Use the black and white toggle to create a dramatic effect.
8. Enter a short description in the **Describe this image** box. The info not only improves your page's search engine rank, but also helps site visitors using screen readers or slower connections.
9. When you finish editing, select **Done**.
10. When you're finished, remember to publish my site.

Change display of social media buttons

Give your website visitors a way to visit your social media sites. Options include Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, Yelp, Houzz, Discord, Twitch and TikTok.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Go to the page and location you want to add your social media buttons, and add a section.
5. Search for the **Social** section and select **Add**.
6. Add links to your various social media accounts. If you'd like, use the **Accent** section to choose your background color (your theme color, black or white).
7. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Improve my website's SEO

Our SEO tool helps you add extra information about your site to catch the digital attention of search engines. Most Websites + Marketing plans and our Digital Marketing plan includes search engine optimization (SEO).

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your site.
3. In your Dashboard, select **Marketing** > **SEO**.

4. Follow the prompts. If this is your first time, the wizard will ask you questions to help optimize your home page. If you've run the wizard before, you'll have the choice to optimize the home page again, another page, blog posts or images.
5. At the end of every wizard, you'll be prompted to publish now or wait until later. Your changes won't go live until you publish. Remember that it takes some time, even up to 8 weeks, for SEO settings to take effect.
6. Optimize more pages, images or blog posts or come back to re-optimize if anything changes.

Note: We offer an SEO service where our experts optimize your site for you, if you prefer to spend your time on other things.

# Edit content in a section or section group

You can edit the content in a section or a section group to change the overall look and feel of your site. This includes editing the text, moving, or deleting section groups or updating images.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. In the preview window, select the section you want to edit. If you don't see the section you want, add a section.
   o Use the pane on the right to change things in the section such as layout, accent color, and more.
   o You can edit text right in the preview window.

Note:
• In the preview window, the section you're editing is highlighted and applicable icons appear in the right-corner.
• Use the arrows to move the section up or down the page.
• Select **Layout** to change the layout.
• Select the **Settings** menu to duplicate, move or delete the section.
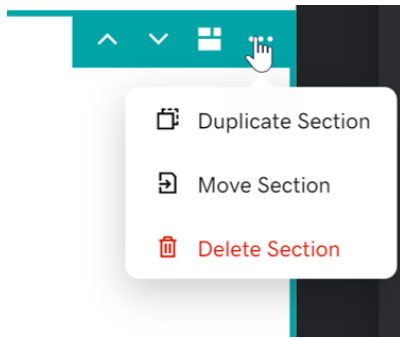
5. If the section you're editing has multiple section groups, select a section group and use the icons in the right-corner to make edits.

> **Note:**
> • Use the arrows to move the section left or right.
> • Select **Delete** to remove the section group.
> • Select **Add another** to add a new section group.

6. To edit text in a section or section group, highlight the text you want to change and then use the available formatting options (font size, bold, italic, links, bullets and numbers).
7. To change or edit an image, select it in the preview window to open the right pane where you can replace the photo.
8. Your changes are saved automatically. Select **Preview** to see the results. When you're ready to make the changes public, publish your site.

Add menu or price list

The menu/price list template enables you to display details and prices for a variety of products or services. Examples: brunch entrées, travel packages with destination highlights and costs, or even sports events with start times and entry fees.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Go to the page and location you want to add a menu or price list, and add a section.
5. Search for the **Menu/Price List** section.
6. Select a layout in the **Menu/Price List** panel.

7. When the **Section Added** confirmation appears, start customizing your options in **Menu/Price List** section.

Menu/Price List panel fields and buttons

- o **Title**: Enter a title that briefly describes your menu or price list.
- o **Add Category**: Click the button to create more categories, one at a time.
- o **First/Second Category**: Click each button to change the category's name and description line. (Delete the placeholder text if you don't want a description line to appear.)
- o **Footnote**: Enter a footnote, which can be anything you like, such as a restaurant's tipping policy or price list surcharges. (Delete the placeholder text if you don't want a footnote to appear.)
- o **Delete Category**: Click the button near the bottom of the panel to remove a selected category.

8. To change an item's details, such as price, select a category button and then that item's button. When you customize the text, you also have the option of linking to another page, URL, phone number, email or product category. (Select **Add Item** to create a new item.)

9. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Customize my Contact Us section

The Contact Us section is a powerful tool for establishing a connection with your customers. Use it to show your address and location, hours, email, phone number and WhatsApp information. As people contact you, they can choose to be added to your email marketing subscriber list.

Customers can even submit a form, including attachments. When a customer completes the form, we scan it for viruses and malware and then it arrives to an email you designate

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Edit Website** or **Edit Site** to open your site editor.
4. Select your Contact Us section.
    o If you don't have a Contact Us section, or you'd like to add another one, go to the page area where to want to add a section.

> Note: WhatsApp Chat Button, Contact Form, and Hours are subsections of the Contact Us site editor pane. Select the **Contact Us** link to return to the main section or select **Done** if you make a change.

5. Choose the layout and design that you want to use in your Contact Us section.
6. Select **WhatsApp Chat Button** if you want to engage with your customers through that app.
    o Turn on the **Show WhatsApp Chat Button** toggle.
    o Enter your **WhatsApp Number**.
7. Select **Contact Form** to enable visitors to get in touch with you.
    o Enter the email address where you want messages sent in the **Send Message To** field.
    o Turn on the **Show Email Opt-in** toggle to get permission to send marketing emails.
    o In the **Edit Form Fields** section, arrange the order of the fields on the form by dragging the field to the desired location.
    o Select a field to edit the name, make it required, or remove it. (The Email field and Send button can't be deleted.)
    o Allow files to be sent by turning on the **Attachments** toggle. Each file must be less than 10 MB and the total size of all attachments must be less than 15 MB.

> Note: Customers can send the following file types:
>
> • **Media**: .jpg, jpeg, .jpe, .png, .gif, .mp4, .m4a, .vid, .qt, .mov, .mpeg, .mpga, .mp2, .mp2a, .mp3, .m2a, .m3a, .msvideo, .ogg, .3gpp, .webm, .webp, .flac, .wav, .tiff, .mkv, .mk3d and .mks.
> • **Docs**: .doc, .docx, .dot, .xls, .xlsx, .ppt, .pptx, .odp, .odt, .potx, .ppsx, .pdf, .txt, .text, .conf, .def, .list, .log, .in and .ini.
> • **Other**: .zip, .otf, .woff and .woff2.

8. To add or update your business hours, select **Hours**.
    o Turn on the **Show open and closing hours** toggle.
    o Select each day of the week to set the hours for that day, including if you're closed.
9. Modify your **Title**, **Heading**, **Description**, and contact information as needed. Any fields left blank aren't shown until text is added again.
10. To add or update your map, make sure you have an address entered and then turn on the **Show Map** toggle. If the PIN on the map is not exact, select the **Adjust Location** link to move the PIN.

11. Use **Preview** to see the results on desktop and mobile. When you're ready to make the changes public, publish your site.

Add a section

Websites + Marketing has lots of specialized sections such as PDF viewers, price lists or menu sections for restaurants, real estate listings, Soundcloud audio tracks, links to Youtube videos, etc. You can even upload your own videos to your header and to some sections, or ask people to subscribe to your email list.

After you add new sections, then customize the text, edit the action button and add or replace the photos.

Note: Each page contains up to 20 sections. If you need more sections, then add more pages.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Go to the page and area where you want to add a section. Hover over that area of your website and select 🔵 **Add section**.

   Note: You cannot add another Header or Footer. Some sections like Online Appointments can only be added once. Other sections like Contact Us can be added multiple times.

5. Search or browse for the section you want and select your choice. In the mobile app, use the drop-down menu at the top to browse sections by category.
6. Scroll through the layout options and select **Add** on the layout you want. No matter which layout you choose, you can always change your section's layout later.
7. Select the elements of your new section to edit the section content.
   - If you delete any content, such as a subtitle or text or photo, that piece is removed from the visual layout and the rest of the content is adjusted. Add it back in using the editor on the right. In the mobile app, select the section again to open the editor.
8. If you change your mind about your section, hover over the section and use the menu that appears to move it up or down on the page, change the layout, duplicate the section, move the section or delete the section. In the mobile app, select **Content** to see and manage the sections.
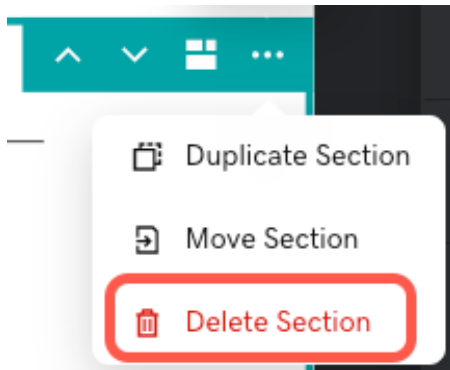

9. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Delete a section

With the exception of your website's header and footer, you can delete sections as your needs change.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Hover over the section you want to delete. In the menu that appears, select the ⬚ **Settings** menu. In the mobile app, select **Content** then the ⋮ menu.
5. Select **Delete Section**.

6. Select **Delete** to confirm you really do want to remove this section. If you change your mind, restore your website from a backup.
7. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Change section layouts

Most sections have multiple layouts to choose from. The layouts are tailored for each section type, whether it's a Contact Us section, a photo gallery or a section for people to subscribe to your email list.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Hover over the section and select the ⬚ **Layout** icon. Alternately, if you select a section, sometimes the Layout will be one of the options in the editor.
5. Scroll through the layouts and select the one you like.
6. Select **Done**.
7. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Add a Youtube or Vimeo video to my site using an external link

Display a YouTube or Vimeo video on your website by linking to it from your website. Or you can upload your own video using Vimeo.

1. Go to your product page.
2. Scroll down to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Website** > **Edit Site** to open your site editor.
4. Go to the page and location you want to add your video, and add a section.
5. Search for **Video** in the section search bar. Sections that allow videos are listed. If you don't have a Video section, use another section type like Content or Introduction. Choose the layout you want and select **Add**.
6. If you have more than one image or video in your layout, select the image or video you want to change.
7. If you are using a section that allows both images and videos, such as a Content or Introduction section, choose **Video** above the image to get to the Video menu.
8. In the right panel, paste your YouTube or Vimeo link into the **Video URL** field. Or you can upload your own video using Vimeo.
9. Personalize the **Title** and **Video Description** with text of your own either in the right panel or in the page itself.
10. When you're ready, publish your site to make the changes visible.

Replace cover photo with solid color

For some websites a solid-color first section may look better than a photo.

1. Go to your product page.
2. Scroll down to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Edit Site**.
4. Open the **Header** section by selecting the cover image of your Home page.
5. Select the arrow next to **Cover Media**.
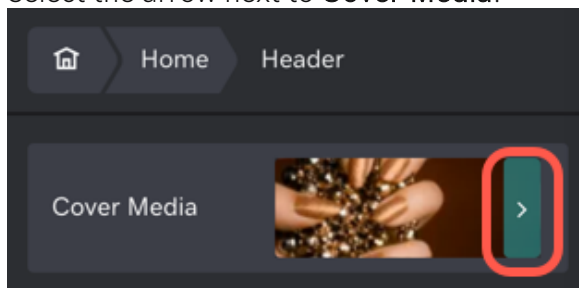
6. Select the **trash can** to remove the image.
7. Select **Done** and you'll see the options for the header again. Pick one of your accent colors, or select **Edit theme color** to pick new colors. Remember if you remove content from your website builder, the content on the screen will automatically readjust. Use the editor on the right to add the content back in.

8. Your changes are saved automatically. Remember to **publish** your site when you are finished.

Reorder sections in my website

As you add sections, move sections and delete sections from your website, you may want to rearrange them.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Hover over the section you want to move. Use the arrows to adjust the section's position on the page.

   o   In the mobile app, select **Content** then use the horizontal lines to move the section to the new location.
5. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Customize my text

Add a variety of styles such as bold, italic or underline to your body text. (Title text is already set apart by being a different font.) In addition, format body text as a numbered or bulleted list, plus add hyperlinks. The font color automatically adjusts for best readability against whatever accent color you choose.

Note: Change your site header and body text fonts using the **Theme** section.

To change the font of your logo (if you don't have a logo image uploaded), go to the **Website** tab, select your **Header**, then select the **Logo**. Select **Change Font** to update your logo font only.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Edit Website** to open your site editor.
4. Select the section containing the text you want styled.
5. In the editor panel, Select the **Accent** color and **Alignment** for that section. (Some sections have sub-section groups. The accent and alignment only apply to the entire section. Select the section title to view these options.)

6. In your website, highlight a header or sub-header text. Use the menu that appears to customize the style and size.
7. In your website, highlight the body text. Use the menu that appears to select how you want to style it: bold, italic, add a link, bulleted list, numbered list, or font size.
   o When you add a link, it can go to another page (and section of your website), another URL (such as a social media page), a phone number, an email, or to a product in your online store.
   o Read more about choosing site fonts and sizes.
8. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Display a calendar on my website

Once you've completed the steps in show a public calendar on my website, you're ready to share a public calendar on your website. If you haven't copied your source calendar's iCal URL, as explained that article, you'll need to do that first.

 Note: When you share a public calendar, any updates to the calendar are automatically *displayed* on your website. However, to change the calendar's content, you'll need to log into your calendar provider.
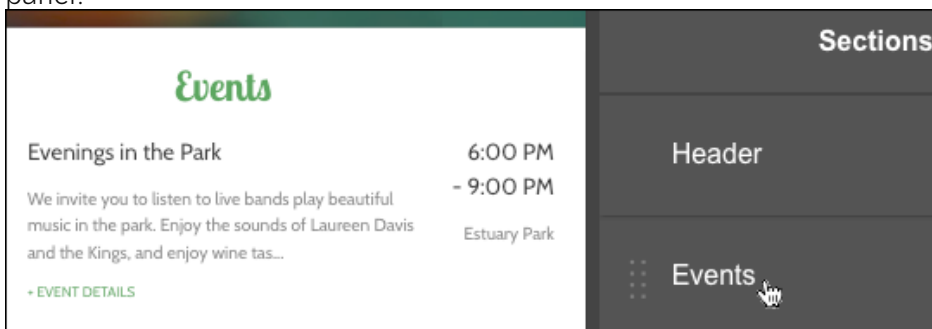
1. Log in to your account and open your product.
2. Click **Edit Site**.
3. Scroll in the main view of your site to where you want to add a section, and click the plus button.

4. Click **Calendar** in the right panel.
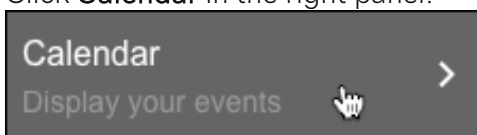
5. Click a layout in the **Calendar** panel.
6. When an **Events** *placeholder* calendar appears on your page, click **Events** in the right panel.

7. Enter a **Title** for your calendar. (It doesn't have to match the source calendar's name.)

8. Copy the iCal URL you saved from your source calendar and paste it into the **Calendar URL** field.

   > **Note:** If you see "Calendar synced! But no event found in current calendar," it means that Websites + Marketing didn't find any upcoming events in your calendar to show on your website.

9. Your changes are saved automatically so when you're finished, click **Preview** to see the results, and, if you like, use another of your domains or buy a new one.
10. When you're ready to make the changes public, click **Publish Site** or **Publish**.

    > **Note:** To delete a calendar, click **Remove Section** at bottom of the right panel.

Show a public calendar on my website

You can show any public calendar on your website — if you know that calendar's iCalendar (iCal) address. The iCal data format is supported by most calendar providers, but the process for finding the address varies among providers.

> **Note:** When you share a public calendar, any updates to the calendar are automatically *displayed* on your website. However, to change the calendar's content, you'll need to log into your calendar provider.

Share a Google calendar on my website

If you have a public Google calendar, you can share it with visitors to your website. Any updates to your Google calendar are automatically passed to your website. (You cannot change the calendar from your website; you'll have to do that within your Google account.)

There are two parts to connecting the calendar to your website. This article explains the first part, which is how to copy the iCal URL from your Google account. The article for the *second* part explains how to display a calendar on my website.
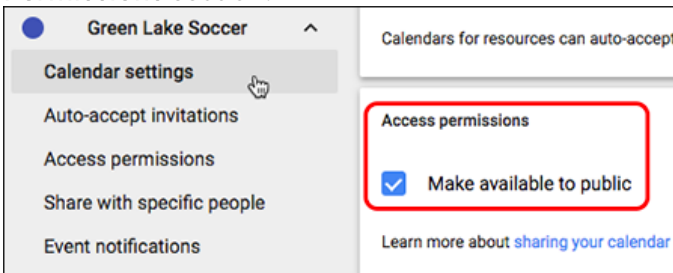
1. Sign in to your Google account.
2. In the top-right, click the grid button and click **Calendar**.
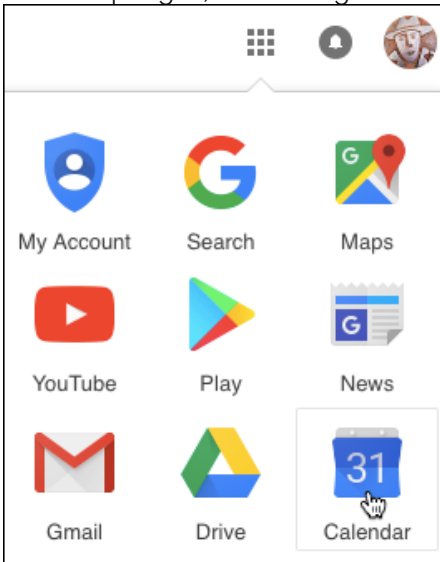
3. When the calendar section opens, click the gear button and choose **Settings**.
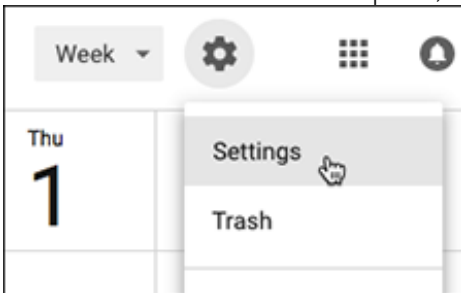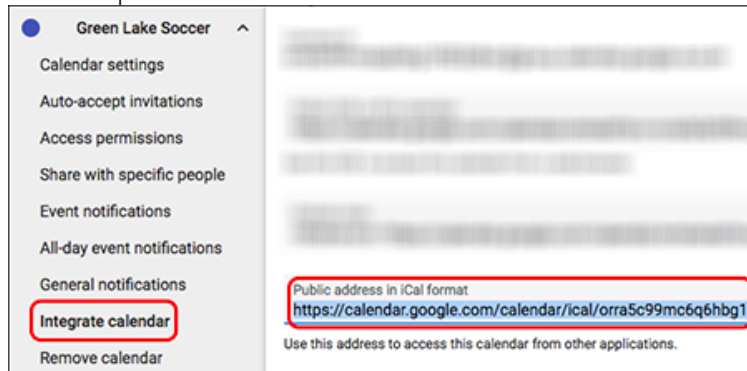

4. In the page's left column, select the calendar you want to share, click **Calendar settings** and make sure **Make available to public** is checked in the **Access Permissions** section.

> **Note:** Be sure the calendar you select includes future events, or Websites + Marketing will tell you that it couldn't find any events in the calendar.

5. Click your selected calendar's **Integrate calendar** section, then click in the **Public address in iCal format** field to automatically copy the entire address. Paste that address into a separate text document and save it. You'll use it in the **Next Step** following Step 6.

> **Note:** Be sure you copy the *iCal* link. Websites + Marketing only recognizes iCal as a valid Google calendar to import.
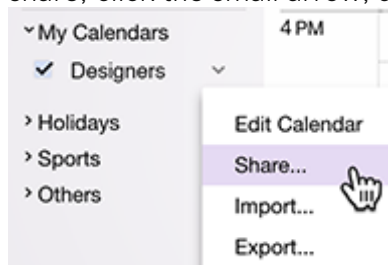
6. Click **Settings** at the top left to close Google's calendar settings, then continue using the **Next Step** link below.

Share my Yahoo calendar

If you have a public Yahoo calendar, you can share it with visitors to your website. Any updates to the Yahoo calendar are automatically passed to your website. (You can't change the calendar from your website; you'll have to do that within your Yahoo account.)

There are two parts to connecting the calendar to your website. This part explains how to copy the necessary code from your Yahoo account. The second part explains how to display a calendar on my website.

1. Log in to your Yahoo account.
2. Find **My Calendars** in the left column, move your cursor over the calendar you want to share, click the small arrow, and select **Share**.

3. Next to **Sharing**, select **Enable my public calendar**.
4. Select **Generate links** and copy the code in the **ICS** box below it.

5. Paste the ICS link into a text document and save it. You'll use it in the **Next Step** below.
6. Click **Save** to close the Yahoo calendar window.

Share my Outlook calendar on my website

Share your public Outlook calendar on your site, such as to feature upcoming events or classes. Then any changes to your calendar are also automatically updated on your site. (You can't change the calendar from your site directly.)

There are two parts to connecting a calendar to your site. This part explains how to copy the iCal URL from your Outlook account. The second part explains how to display a calendar on your site.

1. Sign in to Outlook on the web. Use your Microsoft 365 email address and password.
2. In the upper-right corner, select ⚙ **Settings** > **View all Outlook settings**.

3. Select **Calendar** > **Shared calendars**.

✉ Mail	Events from email
🗓 **Calendar**	**Shared calendars**
⚇ People	Customize actions
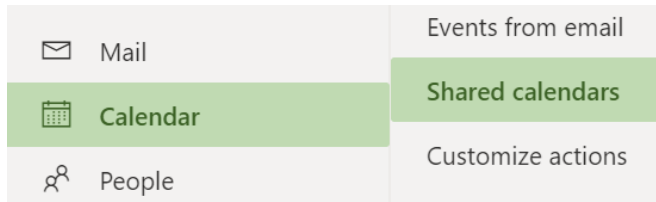
4. Under **Publish a calendar**, use the dropdown lists to choose the calendar you want to share on your site, and choose **Can view all details**.

> **Note:** Make sure your calendar already includes future events, otherwise Websites + Marketing won't be able to find any events.

5. Select **Publish**.

Calendar ⌄

Can view all details ⌄	**Publish**

6. Copy the **ICS** address that appears.

Can view all details

HTML: https://outlook.c
3@aptrealtyservi
02835/calendar.h

ICS: https://outlook.c
3@aptrealtyservi
02835/calendar.i

7. Paste the address in a text document and save it.

Publish my website

After you review your website and get it looking just the way you want, you're ready to publish it. The first time you publish, you may be asked to connect your site to a domain. The cost of a domain name is separate from the cost of hosting.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to your website to open your site.
3. Select **Edit Website** or **Edit Site** to open your website builder.
4. Make any site changes you need. Your changes are saved automatically.

5. Select **Preview** to see your site both in desktop and also in mobile version. For most websites, approximately 65% of your website visitors or more will be viewing your site on a mobile device or a tablet.
6. When you're ready to make the changes public, select **Publish Site** or **Publish**.
7. Continue to make changes to your site. Your changes are automatically saved locally as you work, but you'll need to re-publish your site every time you want the world to see your changes.

Note: Once your site is published, any data transmitted from it will be encrypted using an SSL (Secure Sockets Layer) certificate. All Websites + Marketing websites include SSL certificates. There is no need to install a third party certificate.

Change my site profile

By default, your website's profile automatically uses your account's email — along with the site name and physical address you entered when first setting up your website. If necessary, you can change that information.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Edit Website** or **Edit Site** to open your site editor.
4. Select **Settings**.
5. Select **Basic Information** and update your name, address, phone number or business category.
6. Select **Done**.
7. If you want to update the phone number on your website header, select **Website** then select your header. Scroll down to update your phone number. Select **Done** again.
8. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Choose site color

Quickly change the accent color used on your website. Select one of the suggested colors or pick your own color.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Edit Website** to open your site editor.
4. Select **Theme**.
5. Expand the **Color** option.
6. Select one of the suggested colors, or select the color wheel to open up a color palette. In the color palette, pick the color you want or enter the hexadecimal code of your color.

7. Use the **Paint your site** slider to adjust how light, colorful, or dark your site is as a whole. Don't worry, you can still change each section's color individually.
8. Select **Website** to go back to editing your site.
9. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Choose site fonts and size

Don't know a Bodoni Bold from a Baskerville Old Face? Not to worry. We've researched the most effective font combinations for readability for your website visitors. Choose one of our optimized preset font combinations or create your own font pairing.

1. Go to your product page.
2. Scroll to **Websites + Marketing** and select **Manage** next to the website you want to change.
3. Select **Edit Website** or **Edit Site** to open your site editor.
4. To change fonts, select the **Theme** tab and open the options for **Fonts**.
    o The Primary font is generally used for headings on your site. The Secondary font is used for body text.
    o Choose from our recommended preset font pairings.
    o If you want more customization, select **Advanced** to pick specific Primary and Secondary fonts. We'll auto-suggest the best paired font for readability, but you can change it to anything you'd like or select one of the preset font pairings again.
5. To change font size, select your website or the **Website** tab. Select the text field on your site that you want to edit. All text fields that allow editing will have an option to change font size.
    o Select the **Font Size** selector. This is shown directly on your site and is not available in the sidebar.
    o Change the font size to be larger or smaller. if you are editing text in a layout that has multiple section groups, such as the About Us section, the text size will update so that all your text blocks in that section are a consistent size.
6. Your changes are saved automatically. Use **Preview** to see the results and when you're ready to make the changes public, publish your site.

Upgrade my plan

Upgrade your plan from your current version to get access to more features. For example, if you want to set up payments for Online Appointments, you'll want to upgrade to the Premium plan.

Note: Please use your desktop browser to upgrade your plan.

1. Go to your My Products page. You might be prompted to sign in.

2. Under **Website + Marketing Websites**, select the ⋮ menu for the account you want to upgrade, then select **Edit your plan**.

   o If you don't see the ⋮ menu next to your website, scroll down to **Websites + Marketing**, then select **Options** next to the account you want to upgrade.
3. Use the drop-down menu at the top of the **Upgrade** column to select a new plan.
4. If you would like to extend your renewal, use the drop-down at the bottom of the **Upgrade** column to select the number of additional months you would like to extend to.
5. Click **Checkout**.
6. Click **Proceed to Checkout**.
7. Verify that your billing information is accurate, then click **Place Your Order**.

Downgrade my plan

Downgrade your plan if you want fewer features, or if you don't want to pay for features that you don't think you'll use. You can upgrade in the future, but you'll have to reconstruct any features you lost in downgrading.

For example, if you have the Commerce plan and have added products, once you downgrade your plan all of your shop work will be deleted.

Warning: When you downgrade from the Websites + Marketing Ecommerce plan, its products, descriptions, orders, etc. are retained for 30 days in case you change your mind. Otherwise, any other features associated exclusively with your previous plan will not be retained in your new plan.