

­­Design Document: Weebly Basics

Class Description

Weebly is a web based website builder. Learn how to sign up for an account, learn the functionality of each tab, use elements to add content, add/delete pages, use templates for page content and how to change themes.

**Curriculum Track**

Software & Apps

**Audience**

Adults

**Course Length**

75 minutes

**Training Method**

Instructor-led hands-on

**Purpose**

To introduce users to an easy to use website builder and its functional components.

Equipment Requirements

Projector and projection screen, computers with internet connections for instructor and participants

Software Requirements

Internet access, Internet Browser

**Material Requirements**

Folder on desktop with photos (3 or 4 of baked goods) and text (menus), labelled bake shop. Handouts, participant surveys

**Learning Objectives**

At the end of the session, learners will be able to:

* Access the Weebly website
* Locate the features of their Weebly site
* Create and edit their site
* Add, copy, delete pages or additional sites

**Assessment Technique(s)**

Successful completion of class activities

Content Outline

***Agenda (3 mins)***

* Outline the following topics that will be covered in class:
  + Uses
  + Account options
  + Accessing Weebly
  + Descriptions and functionality of Tabs
  + Using Elements
  + Adding, renaming and deleting pages
  + Creating, copying & deleting Websites

***Talking Points, Topics, and Activities (85 mins)***

* Explain and give examples of the uses for a Weebly website
* Accessing Weebly
  + Explain how to access Weebly and sign up for a free account

1. Open web browser and go to <https://www.weebly.com/>
2. From the dialog box choose the type of site they wish to build. Options include:
   1. **Online Store**
   2. **Business**
   3. **Portfolio**
   4. **Personal**
   5. **Event**
   6. **Blog**
   7. **Other**
3. Have class choose **Business**
4. Choose a Theme
   * Explain the theme organization
   * Explain that theme can be changed at any time
5. Choose **Burger Shop - Paper** – have everyone work on the same theme.
6. When the domain dialogue box opens explain that choosing a domain is a big decision and that we will not choose one now as it sometimes take a while to make that decision.
7. Explain the importance of the domain name as it relates to their website title or company name. “This is the address where people will find your website online. Reserve your domain now or skip this step and choose it later” They can also wait until they are ready to publish.
8. Explain domain options

* Walk the class through the Site Navigator
* **X** -Takes you back to the Dashboard for access to account settings, add/delete site area, logout of Weebly
* **Build** -Use the default button when you edit your site. This area is used for adding content, including all drag and drop elements.
* **Pages**- used for adding, renaming and reordering pages. They can also modify page visibility, header type, and add SEO keywords from this area.
* **Theme**- used for changing their theme, fonts, and background images. Advanced users can also access the HTML/CSS files for their chosen theme.
* **Store**- If their site will use e-commerce; this is the area to set it up. If they have a Store page added to their site, they will have a settings area to control how their ecommerce functions. From the Settings-Store link, they are taken to a submenu for their store that includes 7 additional customizable areas, depending on their account. They can modify the unit of currency, invoice information, policies, checkout, display options, and more. Shipping and Tax modifications are only available for premium accounts, and Stripe is the only payment intermediary supported for free accounts. All other features are enabled for any level of Weebly account.
* **Settings**- customization for general, SEO, Editors/Members, Store and Blog settings. They can change their site URL, Title, Password protection levels, Navigation option for grouping pages, Facebook sharing, locate an archive, and Publish/Unpublish their site from this area Remind them that changes are not live until they Publish the site or re-publish if already live.
  + Under **Settings** they can set up their site’s SEO- Search Engine Optimization.
    - If they are interested, Weebly has a few helpful articles in the **Help** section. Even with a cursory amount of knowledge of SEO, they can add helpful content to this section which will help search engines recommend their site to others more frequently.
    - Share that including a site description and meta keywords are simple ways to start.
  + **Editors, Members** and **Groups**
    - Explain that these settings are most useful for private sites, or sites where there should be multiple editors. They can add and create login settings for password-restricted content within their site. They can also create Groups of Members, once they have several that have joined their site.
  + **Blog Settings**
    - If they have a Blog page added to their website, they will have a settings page to control how entries appear. They can modify the amount of posts per page, sharing buttons, moderate comments, and more from this area.
* **Help**- includes phone and email based customer service, plus a searchable database with many helpful articles to get them started.
* **Device View**- Allow then to toggle back and forth from desktop to mobile views using these buttons. Edits will carry over to either version with automatic syncing.
* **Upgrade**- They can upgrade their account to a paid account with more features from this link.
* **Publish**- When they are ready to go live, they must choose a domain if they have not already
* Editing a **Theme** template
* Change Your Site Name -Note that this action only updates the site name; it does not alter the URL of your site
* To change the name of an already existing site, they can click on the site title text from within the site’s home page.

1. Click on the Build tab section,
2. Click on the Home page title to overwrite your new title- *The Donut Shop* in the Site Title field.

* Adding a Site Logo to your Header

1. Click on the site title text from within the site’s home page.
2. Click the option for **Logo**.
3. Choose **Add Image**.
4. From the Upload box choose to **Upload the image from your computer**, **Drag a photo** to upload space, **Search** the web, use a **Favorite**, or upload via **Image URL**
   1. Point out the free photo option available for images found by **Search**.
5. The logo image will drop in to the default placement for your Theme.
6. To edit the image further, click the image. Options also appear to **Crop**, **Rotate**, change the **Opacity**, add **Fade** or **Effects**.
7. Choose **OK** to save your changes or click on the **X** to discard the logo.
8. Click on **Save** to save all changes and edits or **Cancel** to discard

* To edit your primary Background Image:

1. Click the background image.
2. Click the **Edit Background** button.
3. You will see the currently selected background image for your theme. You can browse to select a new background, or upload your own.
4. Choose a photo from the *bake shop file* on the desktop.
5. Modify the image by choosing **Zoom, Blur, Darken,** or **Filter**.
6. Click **Save** to keep changes.

* Editing the Text in an existing Text Box:

1. Direct class to hover over the text they wish to change.
2. Point out the three options which are available for the text box; copy signified by the arrow; the white rectangle up top allows them to move the text box and the X in the right corner allows them to delete the box.
3. Instruct the class to click on the text they wish to change.
4. Point out the text edit tool bar which opens above the box allowing them to format their type. This is very similar to the toolbar found in many word processing applications.
5. Click inside the box to overwrite the text.
6. Click outside of the text box when they are done.

**ACTIVITY**: Have participants complete **Activity #­1** on the *Activity Sheet*

* Move on to **Elements**
* Explain to the class that the Weebly Elements can be used to add content and structure to their website. Elements can be quickly dragged and dropped into place.
* Direct class to click on the **Build** tab and point out he five different categories of elements:
* Explain that Weebly is known for its drag and drop elements. There are five different categories of possible elements to add to your site.
  + **Basic**- Title, Text, Image, Gallery, Slideshow, Map, Contact Form, and Embed Code
  + **Structure**- Divider, Spacer, Button, Search Box (Premium)
  + **Media**- HD Video, Audio,(Premium) Document, YouTube, Flash, File
  + **Commerce**- Product, Google Adsense
  + **Media** – YouTube videos, documents, flash and files. HD video and audio are upgrade features.
  + **eCommerce** – Product and Category pages
  + **More**- Block Quote, Poll, Social Icons, RSVP Form, Survey, Feed Reader, Bookings, Forums
  + Link to **App center** for paid apps for their site.
* Explain that Elements stack on top of each other by default, but they can place them side by side by dragging to the left/right until they see a blue line. To change the equal proportioned size, click and drag the blue line until the elements are to the width of their choosing
* Explain that All elements have 3 controls by default- delete (X), move within the page (dotted button in center), or copy/move to a different page (arrow). If they have a row of 2 elements next to each other, click the column divider to apply these 3 controls to both elements in the row at once.
  + Let’s get started with elements by adding a few to our site.
* Move on to Adding Text to their sites.

1. Have the class navigate to the page they wish to edit.
2. Click on the **Build** tab.
3. Drag and drop the **Text** element onto their page where they would like to place it.
4. Click the text box to begin inserting the text and begin typing.
5. Share that the text will be auto saved within the element. There is no limit to text element size, it will auto fit to what they type.

* Demonstrate how to add images to their site.

1. Navigate to the page they wish to edit.
2. Click on the **Build** tab.
3. Drag and drop the Image element into their page where they would like to place a picture.
4. Click the **Upload Image** box to add a picture.
5. In the dialog box that appears, they can browse from files saved to their computer, paste a link from a web-based image, or click the **Search** button to browse from Weebly’s free stock photos. (Explain unpaid versions, free photos are sometimes personal images- some strange stuff can appear in their searches)
6. The picture will drop into the page.
7. To resize, click and drag on a corner of the image.
8. To edit using additional picture controls, click the photo and modify options in the settings dialog box.

* Point out the editing tools for images:
* **Edit Image button**: Cropping, rotating, opacity, other effects
* **Lightbox**: Shows a larger image when clicked
* **Link**: to external site
* **Spacing**: Whitespace around image
* **Caption**: text underneath photo
* **Advanced**: adjusts border
* Point out the **Spacer** and **Divider** Elements under the **Structure** section. Demonstrate how to add them to a page to separate content.

**ACTIVITY**: Have participants complete **Activity #­2** on the *Activity Sheet*

* Have the class click on the **Pages** tab
* Explain the Page Format options in Weebly:
* **Standard Page** A standard page is the simplest kind of page; they can write content, embed gadgets, and arrange it however they like.
* **Blog Page** Blog pages display posts you make to the page in chronological order, starting with the most recent.
* **Store Page** If they wish to setup ecommerce on your site, the Store page will be their central location for this activity.
* **External Link** - they also create a “page” that isn’t really a page- but instead is simply a link to an external website in their navigation.
* Show the class how to rename a page:

1. Click on the **Pages** button in the main horizontal navigation.
2. Navigate to the page that you wish to edit in the left navigation.
3. In the Page Name field, enter your new page name.
4. Click **Save & Edit** at the bottom of the page.

* Adding a New Web Page

1. Click the **Pages** button in the main horizontal navigation.
2. Click the blue **Add** button in the upper left corner.
3. Select a template for your page.
4. Give your page a title, and choose additional settings, including header type.
5. Click the **Save & Edit** button to complete your new page.

* Demonstrate how to Delete A Page:

1. Click the **Pages** button in the main horizontal navigation.
2. Navigate to the page that you wish to edit in the left navigation.
3. Click the **Delete page** link at the bottom of the screen.
4. To confirm, click **Yes**, and then **Delete page** at the popup dialog box that appears.

* Mention and point out the option to **Copy** a page.
* Explain that pages can be easily moved around within the directory.

1. Direct class to click on the **Pages** button in the main horizontal navigation.
2. Navigate to the page that they wish to edit in the left navigation.
3. Click and drag a page to the right to make a page a subpage of another. Click and drag up and down in the page list to change the order of how pages appear in your main navigation.

**ACTIVITY**: Have participants complete **Activity #­3** on the *Activity Sheet*

* Explain that changing design elements on Weebly is as quick as the click of a button. **Themes** are equipped with custom page layouts and default content areas, but all Weebly themes use a clean and modern aesthetic for easy customization. Should they wish to change their theme after class, they should follow these steps:

1. Click the **Theme** button on the main menu navigation bar.
2. Click the **Change Theme** button on the left navigation.
3. Browse themes, and click the **Preview** button to get a sense of the change before you commit.
4. To apply a new theme, click the **Choose** button.

* Demonstrate that there are a few more options under **Theme**, **fonts** and **backgrounds**.
* Explain that backgrounds can be changed by clicking on a color thumbnail.
* Demonstrate how to Edit their Site Fonts:
* Point out that their site’s theme is broken out into various areas with different fonts. To change one area, click on the desired location. For example: **Header Area-Site Title**.
* Apply changes as desired to the **font**. To retract their changes, they can click the **Reset** link.
* Have the class exit the Navigator page so you can explain the Dashboard by clicking on the **X** in the upper left corner.
* The **Site Stat area** is where they can go to view visits to their site.
* Explain that stats are available for free. Free stats include the daily page views and unique visitors, as well as blog comments and form entries. More advanced stats are available within premium accounts- including top pages, referring sites, and search terms.
* Explain **App** information would show up here.
  + They can visit the **App store** for third party apps for functional elements which may not be available from Weebly, usually for a fee.
* Point out Links to **Help** and **Ideas**.
* Explain that to return to the site Navigator they need to click the **Edit Site** button
* Point out the **Upgrade** Button
* Show the class the dropdown near the website Title for adding sites and choosing which site they want to view/edit if they have multiple sites.
  + Show them how to create an additional site by:
    1. Clicking the **Add Site** button.
    2. Choosing a focus for their site.
    3. Choosing a theme.
    4. Choosing a domain name if they wish, or they can skip this step by clicking the **X** on the right of the dialog box that appears.
    5. They will be taken to the Home page of their new Weebly site.
* Show them how to access the Copy/Delete Site button – the button with three dots **\*\*\*.**
* Let them know that to copy a site they need to take the following steps.

1. Navigate to the site they wish to copy by clicking on the dropdown next to their site’s name.
2. Then click on the button with 3 dots.
3. Choose **Copy Site**

* Guide them through deleting a site by directing them to:

1. Navigate to the site that they wish to copy by clicking on the dropdown next to the site’s name.
2. Click on the button with 3 dots.
3. Choose **Delete Site**

* Demonstrate the dropdown by User name for access to **Account**, **Support** and **Log out** options.

**ACTIVITY**: Have participants complete **Activity #­4** on the *Activity Sheet*

***Wrap Up/Closing (2 mins)***

* Highlight the upcoming technology classes and share the types of topics that will be covered
* Ask if there are questions and answer any that were “parked” during the session
* Thank participants for coming and ask them to complete the class survey before leaving