liveedit
from American Spirit Technology Group

GETTING STARTED
CHECKLIST ☑

So you've ordered your LiveEdit website - *now what?*
Building a website can be complicated business. So, we've created this checklist to help simplify the process while providing helpful tips and links to resources along the way. And if you get stuck, we have lots of options for assistance - the LiveEdit team is here to help!

1 **Bookmark or write down your LiveEdit website URL and login information for future reference.**
You'll need this info to login to edit your website!

2 **Complete your Site Settings as best you can.**
You can always come back and complete this later!
Helpful tip: Completing the social media fields in your Site Settings will add social media icons to your website linked to your accounts!

3 **Make a website plan and get familiar with the LiveEdit platform.**
Think about what pages you'd like to include with your website, any call-to-actions or offers you'd like to make to your clients, as well as what starter content you should change and any custom information you should add. Now is also the time to consider what you want your website to visually look like. Think about colors, fonts and images at this time as well!

Site Map (list of pages and dropdowns)

Call-to-Actions

Custom Written Content

Design Aesthetics (colors, fonts, layout and images)

> Check out our
> **Weekly Webinar Series**
> a FREE opportunity to get an in-depth look at the LiveEdit platform with a Q&A session at the end of each webinar!

> **Not sure where to start with custom written content?** Check out our copywriting services!

4 **Establish a visual base for your site by making choices in your Design Style Editor.**
The Design Style Editor makes it easy to choose and switch between fonts, colors and styles on your website. Simply make your choice and the style is applied to any content using that property.

Site Background (add a color, texture or background image to all pages of your site - this is optional!)

Colors (control header and footer colors, button colors, etc.)

Typography (change fonts, colors and sizes throughout your site)

5 Start designing and setting up the pages of your website.

(This is the fun part!) Here is a short list of items to make sure to edit at this point:

- Add any customized content and images to your pages
- Include contact info on each page (this is easily done by including it in the footer section)
- Update the copyright information in the footer (this is basic text and easily editable!)
- ☐ Add a Favicon
- Customize the Recipe App (optional)

Make your design shine!
Edit your site using the CSS Editor
Learn More

▶ **Let our Design Team help!** Check out our custom design and appointment options!

6 Complete your website's SEO (Search Engine Optimization).

SEO can help you get found in search results. SEO takes time and patience, but there are some steps you can take to set you up for SEO success.

- Edit SEO titles and meta descriptions
- Add alt tags on photos
- Set up redirect to remove /pages from URLs
- Customize the Recipe App (optional)

SEO takes time!
Once launched, your website won't instantly appear in search engine results! Search engines need to index your content before people can find it. Here's how to submit your website to Google to speed up the process.

▶ **Does SEO have you stumped?** Let us help - check out our SEO services!

7 Launch your website!

We recommend launching your website only when you are ready for the public to see it. Our video on launching your website makes the process a breeze!

View Launching Your Website Video

Congratulations!

Once you launch your website, spread the word by sharing it with your current clients, friends and family! It can take time for your website to show up in search engine results, so be patient. Keep in mind that your website is a work in progress and you can make updates anytime that you'd like! Should you have any difficulties or problems while editing, search our Education Portal for videos and tutorials or schedule an appointment for more in-depth help. Remember to check out our weekly webinars as well!