



**AMERICAN SPIRIT  
TECHNOLOGY GROUP**

*Provider of the LiveEdit Platform*

# Building Your Website With The LiveEdit Platform

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# Getting Started Guide

## Congratulations!

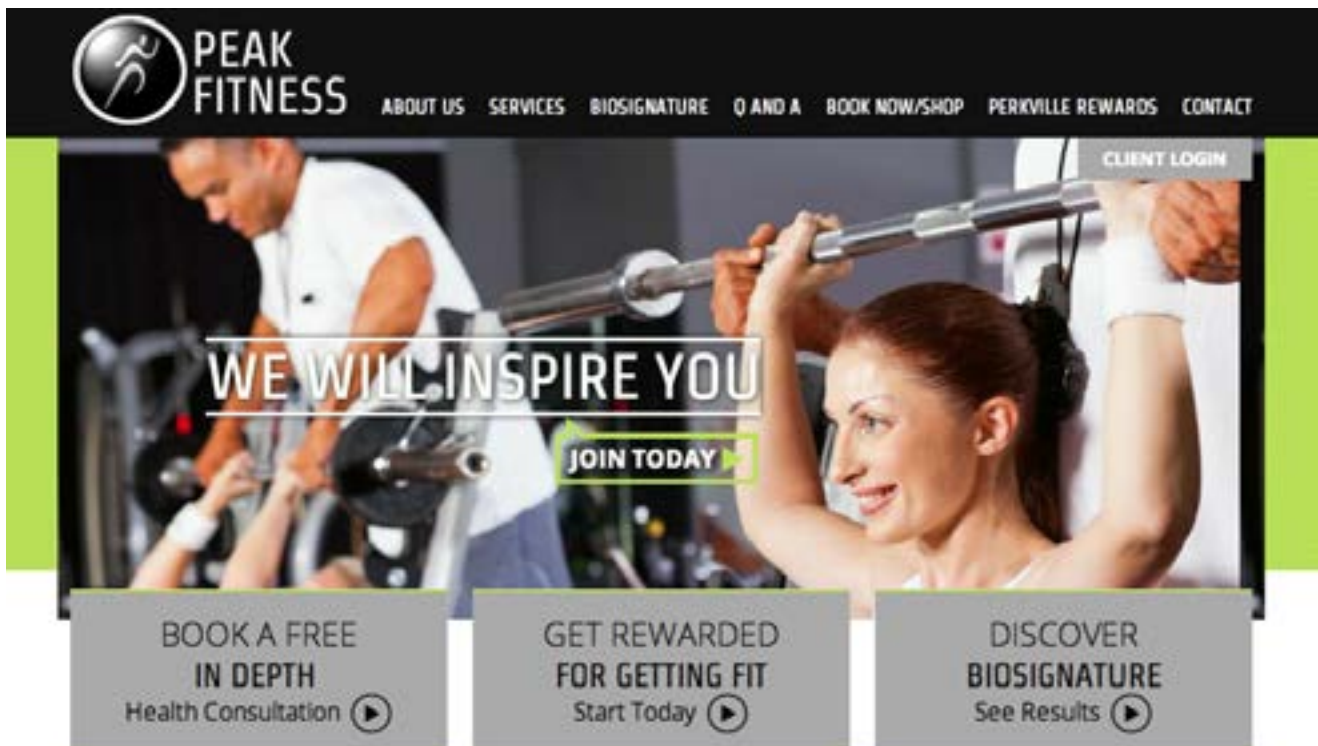
Thank you for choosing American Spirit Technology Group, provider of the LiveEdit platform. We think you'll love the ease with which you can manage and edit your new website. To help you think through the process of building your new site and plan for the content you'll need, we've put together this Getting Started Guide.

We've partnered with thousands of people just like you to build and launch websites, and we're delighted to be able to help you achieve your goals. As a best practice, to get your site from concept to launch in the fastest time frame possible, we need your full participation. We'll start designing, coding and populating your site only when all of your content has been submitted.

So, what do you need to get from concept to launch? Here goes...

## Logo and high quality supporting images

The look and feel of your website cascades from the logo and the supporting imagery. A well-planned website is simple and easy to navigate. It has a consistent look and feel that is driven by your logo, branding, images and color palette. It has clear and intuitive navigation. And it has obvious and clear calls to action like shown in the example below.



To help you build a website that is a reflection of you, your brand and your business, it's important to think through the elements that make up your site.

## Do you have a logo?

If you have an existing logo to be used for your site, it should be provided to us in vector format. The most common vector formats are Postscript (.eps) and Illustrator (.ai). A vector format allows the logo to be made bigger or smaller without losing image quality or clarity. A .jpg file is not a vector format and may not represent your logo at its best. However, if that is all you have, send it in we'll have a look and let you know!

Your logo will be used on your site's home page as well as a favicon (the little logo image that appears in tabbed web browsing), as your blog identifier, and as your mobile website identifier.

## Do you have real, authentic images?



Do you want to draw your reader into your page and take an action? Then real photos are the answer. Avoid using purchased, pre-packaged photos whenever possible. People want an authentic experience. They want to see people who look just like them. Not models.

Any photographs provided by you should be high resolution. The best resolution for photographs is 300ppi (pixels per inch). We recommend sending at this resolution. Although the final photo will be published on the web at the lower resolution of 72ppi, we prefer a higher resolution to begin with. This enables us to better optimize any photographs and there is greater scope for resizing within your design.

## Here are some ideas of what you could send us:

- **Several outdoor shots of your business from different angles.** If you have any distinguishing features like:
  - *special architecture, signage or other features, please try to include them in your photographs.*
- Several indoor photos of your business. Show the entry area, a staffed reception desk, your studio or workout rooms, your equipment, and any other amenities that warrant being featured.
- People, people, people. Show your staff, customers and students. Show your website visitors that yours is a place where people come together, connect and have fun while doing something worthwhile for themselves.
- A short, comprehensive video. Video isn't essential, but it adds a lot of depth and helps to tell the story of who you are and what you have to offer. For best accessibility for your website users, upload your videos to your youtube account.

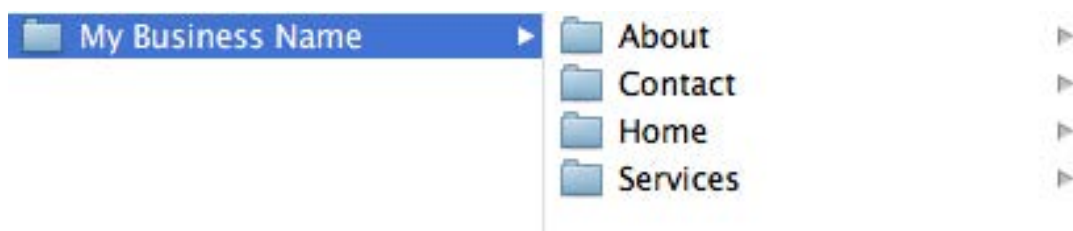
*You'll find a photo release form in the Supporting Documents section at the back of this guide. Replicate the form and have students and staff complete it if they're clearly recognizable in any of the photos or videos you publish. File the form for safe-keeping!*

If you provide images or text sourced from someone else, it's crucial to also provide information on the legal permissions which have been obtained for the use of the material (if any are required). If attribution is required, the details should be provided to your LiveEdit team member or project manager upfront. This also applies for any other material (e.g. music or video) obtained from a third party.

*Pro Tip: Hire a Photographer! You'll pay a little money upfront, but the result is beautiful, professional looking images that show your business off in the best possible light! (No pun intended, ;)*

## File structure and sending your files to us:

**Keep your files organized and well labeled!** Photos and text documents should be sent all at once in a zip format. To learn how to zip files check out these links: [PC](#) and [Mac](#).



# Site Planning

## What is the shape of your site? A.K.A your sitemap.

To help you with organization the first step to site planning is to think about the structure of your site. What pages are your must-have pages? Write them down and send them to our team. To get you started, a typical five-page site would have the following pages:

- Home
- About Us
- Products/Services
- Staff
- Contact Us

A typical 10-page site would have a similar top-level navigational structure but with a deeper offering of submenu pages:

- Home
- About Us
  - Our Team
  - Benefits of ...
- Products/Services
  - Classes
  - Workshops
  - Events
- Staff
- Contact Us

## What are you planning for content?

Content is the text and images that fill each page on your website. After you have defined your sitemap the next step is to think about content. Sites that are converting to the LiveEdit platform have a jump-start on the process. For conversion sites, it's typically a matter of scraping your existing content. Your ASTG team can manage the process if you're going to leave your content untouched. If, however, you'd like to make modifications, simply copy your content to a word processing program, make your modifications and share the files with your ASTG account manager. We'll take care of the rest.

But if you're starting out fresh, what then? How do you start crafting your content? Start with your sitemap - and then do some keyword research.

Keywords are words and phrases in your content that allow people to find your business site through search engines. Think about how people are looking for the services and products you offer. How would you search for your business? Before you begin to put down any words for any page, it's wise to invest in some keyword research. You should brainstorm the words and phrases you want your customers to search when they use a search engine to find your website.

You can take it a step further by using the Google Adwords Keyword Planner:

<https://adwords.google.com/ko/KeywordPlanner/Home>

Here's a video tutorial to help you get the most out of the Keyword Planner tool:

[http://www.youtube.com/watch?feature=player\\_embedded&v=G9QPGNk9Sv0](http://www.youtube.com/watch?feature=player_embedded&v=G9QPGNk9Sv0)

	A	B	C	D	E
1	Keyword	Competition	Global Mont	Local Monthly Searches	
2	yoga for arthritis	0.62	1600	1600	
3	yoga for runners	0.08	2400	2400	
4	yoga for seniors	0.79	1600	1600	
5	yoga for posture	0.08	210	210	
6	pregnancy yoga	0.31	5400	5400	
7	yoga for children	0.55	1600	1600	
8	posture yoga	0.09	880	880	
9	yoga courses	0.81	1000	1000	
10	beginner yoga	0.14	1900	1900	
11	yoga workouts	0.31	1000	1000	
12	yoga workshop	0.53	1300	1300	
13	yoga class finder	0.42	46	46	
14	prenatal yoga	0.26	9900	9900	
15	yoga for kids	0.6	5400	5400	
16	yoga meditation	0.4	3600	3600	
17	yoga lessons	0.64	1300	1300	
18	yoga moves	0.13	6600	6600	
19	yoga history	0.02	1600	1600	

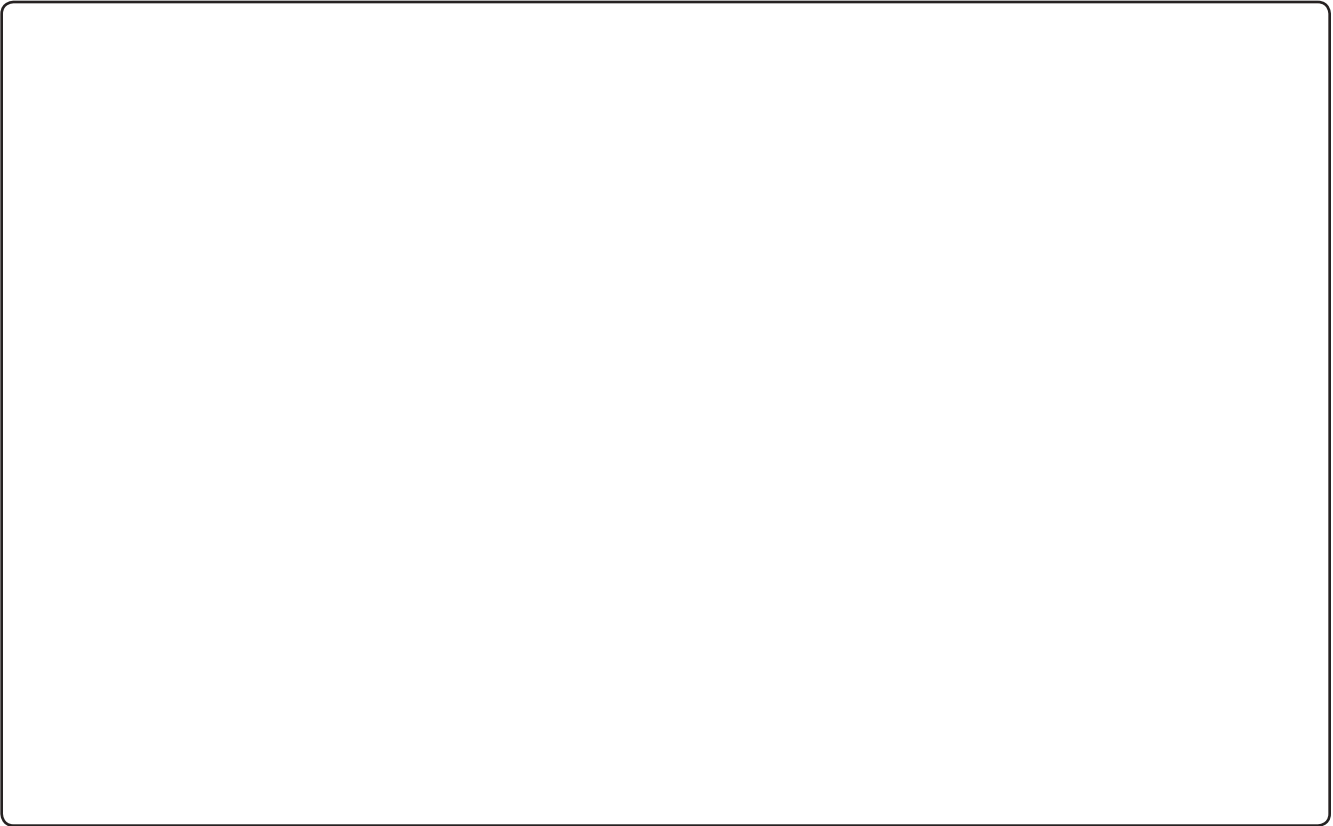
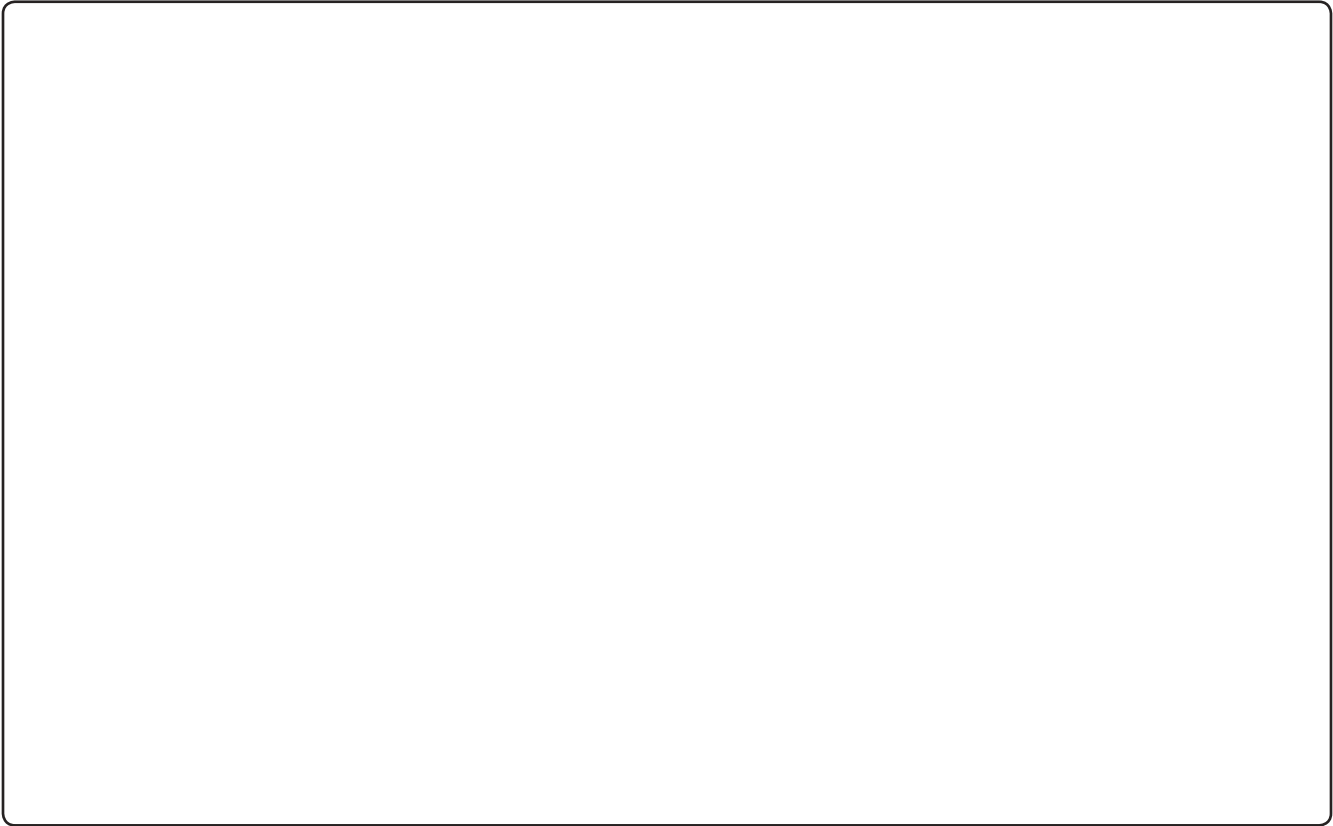


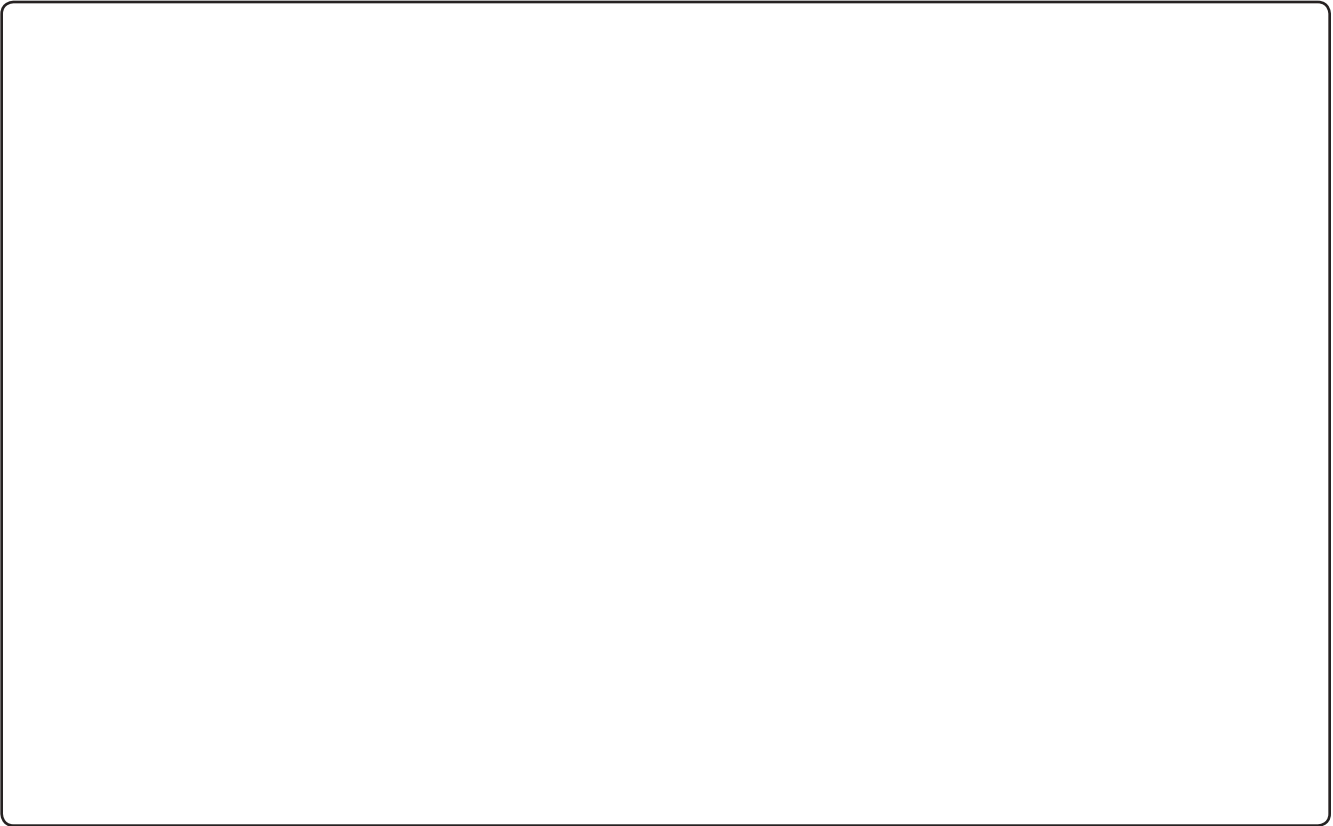
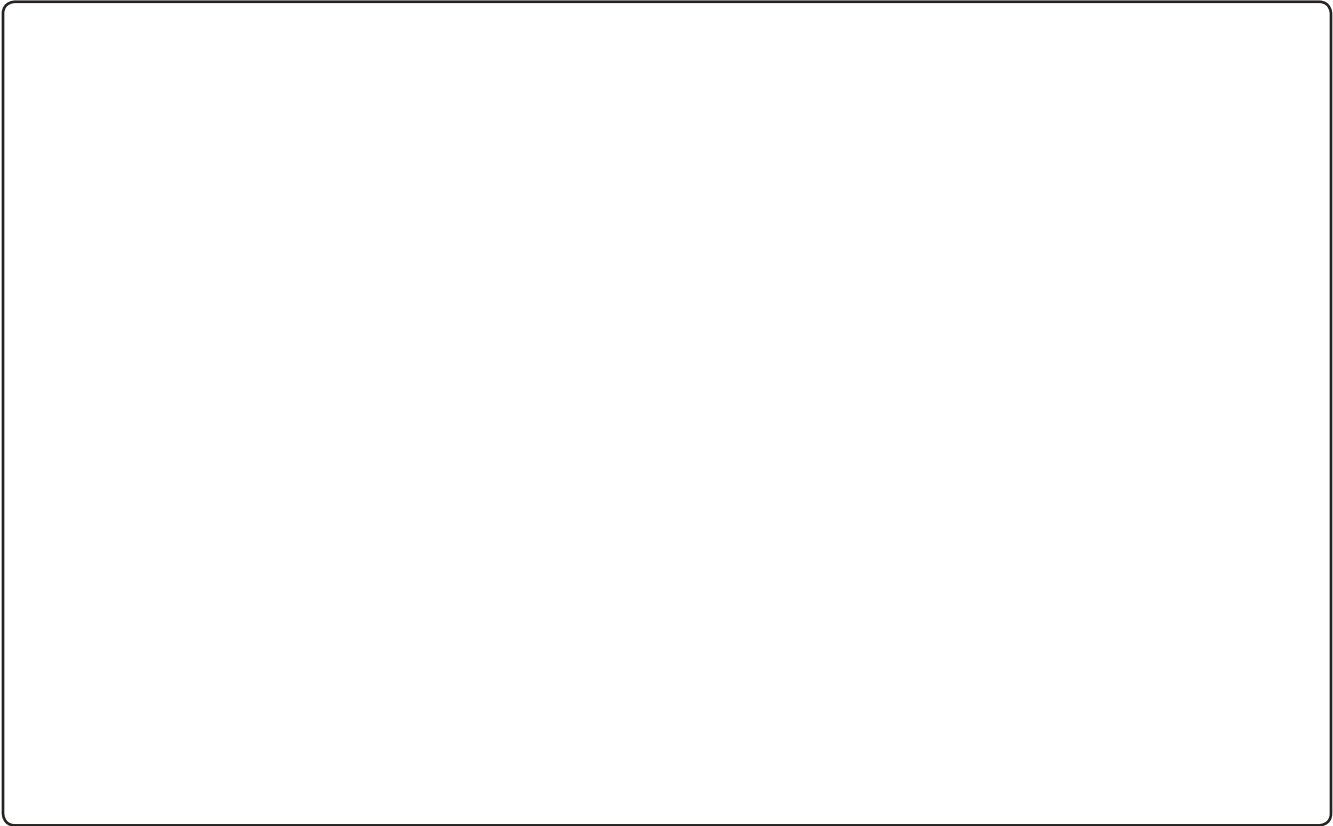
## Sketch your vision

Use the following boxes to create a rough sketch of your pages based on your sitemap. Get messy. Make mistakes. Erase. Start over. It's all good!









## Helpful links and tips to prime your thinking

Visit the following links to learn more about the foundational steps to building a solid, high-performing website:

### Creative Brief

This document will give us the basics, it includes some information found in this guide but also includes specifics about your business. We ask that you outline site examples that you connect to. Download the [creative brief](#), and complete it along with the other project materials in your site preparation.

### Domain and email hosting

Before you begin building your website, you will want to purchase your domain. Your Domain Name System, or DNS, is the most recognized system for assigning addresses to Internet web servers. Common hosting services include: <http://www.godaddy.com/> or <http://www.hostgator.com/>. LiveEdit does not provide domain registration or email hosting so that you maintain full ownership of your web domain and email. It's important to note that if you plan to keep your current email provider that you let them know during the launch process.

### Calls to action

To learn a bit about how calls to action (CTA) can be incorporated into your site take a look at how we incorporated them into [Roxanne's Site](#). CTA buttons should be linked to a checkout process to complete the action or if appropriate, a page with further explanation.

### Search Engine Optimization

Search Engine Optimization or SEO is the language used for the process of getting traffic from the “free,” “organic,” “editorial” or “natural listings on search engines.

- LiveEdit best practices for site security: <http://mindbody.liveeditaurora.com/pages/best-practices-for-site-security>
- The LiveEdit Help Section: <http://help.liveeditaurora.com/pages/seo-guide>
- Google's Search Engine Optimization Starter Guide (PDF): [http://static.googleusercontent.com/external\\_content/untrusted\\_dlcp/www.google.com/en/us/webmasters/docs/search-engineoptimization-starter-guide.pdf](http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engineoptimization-starter-guide.pdf)
- Google's SEO startup (video): [http://www.youtube.com/watch?feature=player\\_embedded&v=El3IZFGERbM](http://www.youtube.com/watch?feature=player_embedded&v=El3IZFGERbM)

### Fonts

The LiveEdit best practice is to use web-safe fonts. We use [Google Fonts](#) in development, if you have a preferred font, we will search Google Fonts and find a comparable font if it's not included in that library.

# What Comes Next?

During the sale, your sales person should have given you a general project timeline. Because we have several package offerings this timeline will vary based on your specific purchase. But as a general rule the majority of our Do-It-For-Me packages take approximately 30 days to develop and Premium/Elite average about 12-16 weeks. **Please note that this timeline starts after we have received your materials and content to begin the design process of your project!** The following outlines how your project will move through our production department.

## Initial Welcome

This happens within 2 business days of your site purchase. Keep in mind that if you purchase late on a Friday, you will be called during the next business day!

## Collection of Project Assets

The person who called to Welcome you to ASTG will be collecting your project files. They will ask you to complete the creative brief, send in your LOGO, your website content, sitemap, and get you acquainted with what we need to start your project.

## Design/Proofing

Next, we begin the design process. At this point you have completed the creative brief and we go into more detail for your site plans. We will collect any additional information during your design consultation and we start working on your site home page mock-ups. Your entire site will be based on the home page look and feel. Home page mock-ups take approximately 5 business days to complete, but will be defined by your ASTG team member during your consultation phone call. You will have the opportunity to go through a few revisions to ultimately approve your website layout and design.

*Note: Your mock-ups are based on your creative brief and consultation, if after you receive mockups should you decide to take your project in a different direction that is not defined in your creative brief you may be charged for an additional creative brief and your project timeline will reset.*

A written sign-off via email is required to move forward from this stage.

## Programming

After your Home page design is approved programming into the LiveEdit platform will begin. Please allow approximately one week for site programming. Your ASTG team member may set-up your timeline differently according to how complex your design is, so this timeline is for you to use as a guide.

## Content Entry

The next phase is when we enter in the content you have provided to us. This includes the entry of all text, images and other content. The content entry timeline is based on the number of “Designed Pages” your package included. After we have entered in the content we will send you the link to view your “live” proof! This is where things get exciting. At this time you will review the site and give us feedback on any changes. It’s very important for you to test your site, if you are using the MINDBODY checkout system or schedule, make sure you run through the process your clients will use so you know what their experience is.

## Website Approval Quality Assurance & SEO

A written sign off via email is required to move forward from this stage. After you have given us the green light, we start the launch process. Our Quality Assurance and SEO teams go through a cross-browser testing period and we enter in SEO information that includes titles, descriptions and keywords. If you can provide us with geographical information or keywords that you researched at the beginning of the process please share! Generally these keywords are pulled from your on-the-page content. Descriptions are usually the first sentence in your content for each page. Please allow a couple of days for this process.

Now is a good time to collect your Domain Name Server information for the actual launch of your site.

## Training and Launch

Your ASTG team member will provide you with a training session to show you how to edit and manage your new website. We'll provide you with launch instructions outlining the steps that are needed to bring your site live.

## After Launch

We're here to help you! When your site launches, your ASTG team member will provide you with information to access our online support portal.

# Supporting Materials

## Photo Release Form

I hereby give \_\_\_\_\_ permission to use, reuse and/or publish, and republish photographic pictures, portraits or video footage, in which I, or any individual for whom I have acquired photographic release forms, may be distorted in character, or form in conjunction with my own or a fictitious name, on reproductions thereof in color, or black and white made through any media by \_\_\_\_\_, for any purpose

whatsoever, including the use of any printed or video matter in conjunction with the pictures, portraits or video footage.

I hereby waive my right to inspect or approve the finished photograph or advertising copy or printed or video matter that may be used in conjunction therewith or to the eventual use that it might be applied.

I hereby release and agree to hold harmless \_\_\_\_\_ from and against any liability as a result of any distortion, alteration or use, either intentionally or otherwise, that may occur in the processing or reproduction of the finished product, its publications or its distribution.

I hereby warrant that I am / am not (circle one) of legal age in the state in which I enter this release, and competent to contract in my own name. I have read this release, authorization and agreement, before affixing my signature below, and warrant that I fully understand the contents thereof.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Signature: \_\_\_\_\_

## Copywriting Template

**Page:** [PROVIDE THE NAME OF THE PAGE YOU'RE COMPLETING.]

**Title:** [INSERT PAGE TITLE SEPARATED BY THE PIPE SYMBOL {} FOLLOWED BY STUDIO NAME. CANNOT BE MORE THAN 68 CHARACTERS, SPACES INCLUDED. EXAMPLE: HOME | MY STUDIO NAME | BAKERSFIELD, CALIF. 12345]

**Description:** [WRITE DESCRIPTIVE, VERB-POWERED, BENEFIT-DRIVEN SENTENCE(S) TO DESCRIBE THE PAGE AND GIVE THE READER A CALL TO ACTION. CANNOT BE MORE THAN 158 CHARACTERS, SPACES INCLUDED.]

**Keywords:** [USE CLIENT KEYWORDS AND GOOGLE KEYWORD TOOL-GENERATED WORDS. NO MORE THAN 10-20 PER PAGE.]

**Body copy:** [HOME PAGE COPY SHOULD BE KEYWORD-RICH AND SHOULD FALL BETWEEN 200 AND 300 WORDS; INTERIOR PAGES CAN RUN LONGER AS THE CONTENT GETS MORE SPECIFIC. USE THE KEYWORDS AT LEAST 2-3 TIMES IN THE BODY, INCLUDING VARIATIONS OF THE KEYWORDS IF THERE'S A LOT OF TEXT CONTENT. IF YOU ARE PLANNING ON USING FORMS LET US KNOW WHAT FIELDS YOU NEED AND WHAT EMAIL ADDRESS SHOULD GET THE FORM DATA WHEN SUBMITTED.]

**ALT Attributes:** [IMAGES WHICH ARE IN GIF, JPG, OR PNG FORMAT CAN BE ASSIGNED "ALT ATTRIBUTES" IN HTML, PROVIDING SEARCH ENGINES A TEXT DESCRIPTION OF THE VISUAL CONTENT. INSERT AT LEAST 1 ALT ATTRIBUTE OF AN IMAGE ON THE PAGE. THIS NOT ONLY HELPS WITH WEB SEARCH, BUT ALSO IMAGE SEARCH, WHICH CAN OCCASIONALLY BRING VALUABLE TRAFFIC TO YOUR WEBSITE.]



## Getting Started Check List

You've gone through this guide and now you are preparing to send us your stuff! So to help you stay organized we've created a checklist of items so you can cross-check what you have prepared.

- ☐ Completed creative brief
- ☐ Completed sitemap
- ☐ Provided content for every page in sitemap
- ☐ If you are using a blog, provide content for at least 1 post
- ☐ Completed keyword research
- ☐ Provided logo file in vector format
- ☐ Organized and zipped site materials: logo, images and other page content with correct labels (based on the structure provided on page 4)
- ☐ Provided at least 3 calls to action
- ☐ Reviewed/Obtained Domain Hosting. Keep your login information handy for the final launch process.