Designing Your Personal Website
Using <u>weebly.com</u> for Free

Instructor: Grace Pitzer

There are many reasons you may want to have a website. As a photographer, it is a good way to share your photos, travels, events, etc. As a member of an organization, you can build a website to help keep members up-to-dated on its business, events and calendar, etc.

In this class you will learn the basics of planning, designing and developing a free website using <u>weebly.com</u>.

Pre-Planning: Think this through and write a short paragraph about your goal and purpose.
      What is the goal of your website?
      What do you want to share?
      Who will be your target audience?

Organize Assets in folders on your computer
      Photos: Maximum size under 10MB, but can resize much lower
            Example: Max 2000K or 4X6 @ 300 dpi
            Can watermark photos with © Your Name, signature or web address
            Weebly optimizes your photos for the web automatically
      Documents: Can use .doc or .pdf files
      Web addresses for any links you might want to make

Outline Site Organization: A starting point, can be changed
      Home: Reason for site
      About: Something personal about yourself
      Topics, Galleries, Contact, Sub-topics,
      Blog

Domain Name: (<u>pitzeradventures.weebly.com</u>)
      Search Domains on Weebly Home Page to see if it is available
      Free Weebly site will have .<u>weebly.com</u> after your domain name
      Have it represent you and your goal

Site Title: (Pitzer Adventures)
      This can be the same as your domain, but with separate words
      Can be more wordy (The Adventures of Paul and Grace Pitzer)

Watch/Read Tutorials:
      Before signing up for account - at bottom of Weebly screen: Support/Support Center
      After signing up and logged in - Help Center

Set-Up and Design

weebly

Sign Up

| Full Name |
| Email |
| Password |

Already have an account? Click here to log in.

By signing up, you agree to our Terms of Service and Privacy Policy
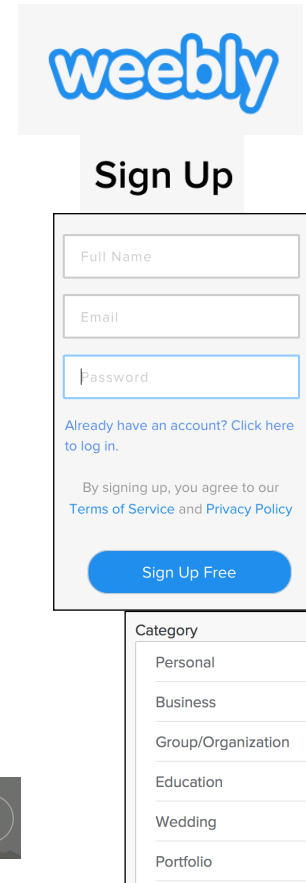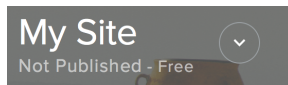
Sign Up Free

Requirements:
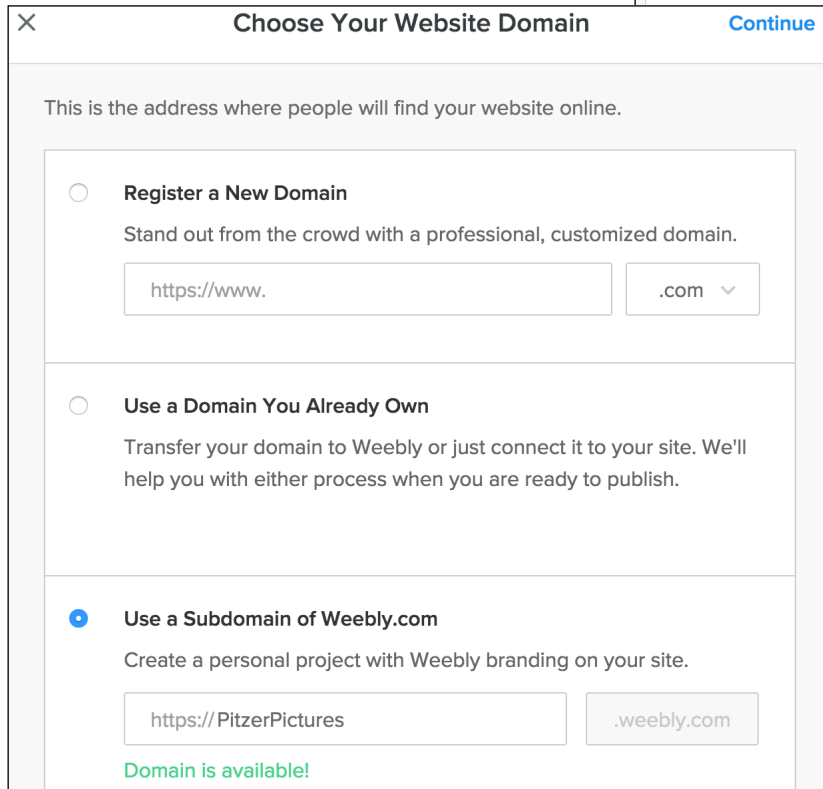1. Name: Your real name
2. E-mail address: Yahoo, Gmail, or other personal address which will be used for Login **Can create unique email for your website.**
3. Password: For use with your site. Can be same or different from email PW

Choose A Theme
1. Check the themes and Preview them
2. Note where the Menu is located
3. You can change themes OR Customize a theme later

Domain Name
1. Have checked out and decided on a Domain Name
2. Weebly will tell you if it is available, also
3. Can use one you already own, but maybe not on the free site

| Category |
| Personal |
| Business |
| Group/Organization |
| Education |
| Wedding |
| Portfolio |

My Site
Not Published - Free

Edit Site   ⚡ Upgrade   ...

Your Site
1. Eventually change the name from My Site to your choice.
2. Choose the type Domain you want. You can always start with the Free one and Upgrade later.

Edit Site
1. Click Edit Site
2. You are immediately on the Home page of your site with the Theme you chose.
3. This is where the fun begins.
4. This is where your Pre-Planning will come in handy.

Choose Your Website Domain   Continue

This is the address where people will find your website online.

○ **Register a New Domain**
Stand out from the crowd with a professional, customized domain.

| https://www. | .com ⌄ |

○ **Use a Domain You Already Own**
Transfer your domain to Weebly or just connect it to your site. We'll help you with either process when you are ready to publish.

◉ **Use a Subdomain of Weebly.com**
Create a personal project with Weebly branding on your site.

| https://PitzerPictures | .weebly.com |

Domain is available!

Build Elements

Basic
1. **Titles:** for large headings
2. **Text:** for paragraphs or small captions, etc.
3. **Image:** for a single picture, jpg, jpeg, png
4. **Gallery:** for a collection of pictures that will be placed in a grid with 3+ columns. Pictures can have captions and links
5. **Slideshow:** for collection of pictures that will play like a slideshow. It can have thumbnails and navigation arrows or just run. You decide.
6. **Map:** accesses Google Maps and you decide how zoomed in/out you want the map to be.
7. **Contact Form:** form for people to send you a message without knowing your e-mail address. The message is then sent to your e-mail.
8. **Newsletter Form**: Now you can generate a newsletter.
9. **Button**: can say whatever you want, but when clicked, will take viewer to another page or website of your choice
10. **Embed Code:** copy code from YouTube and Vimeo videos and paste in this element so video will show directly in your site

Structure
11. **Section: NEW**, creates a section with themes which you can edit
12. **Divider:** a light line can be placed between sections to separate them
13. **Spacer:** keeps a blank space so one field doesn't spread out across the page

Media
14. **HD Video:** Note the ☀, for paid site
15. **Audio:** Note the ☀, for paid site
16. **Document: DO NOT USE!** This is now powered by Scribed which is a for pay site.
17. **YouTube:** provides link to watch a YouTube video right on your site
18. **Flash:** ????
19. **File:** this can be a Word document, or PDF and will be downloadable. It is important to place a PDF version of anything you put on as a Document, because it is required to see from a Mobile Device.

E Commerce
20. **Product:** you can run a store with a few products from this site
21. **Categories:** a way to group similar products

More
22. **Search Box:** Note the ☀ for paid site
23. **Block Quote:** puts quotation marks around text you identify, and has its own text style
24. **Social Icons:** can link to the following
25. **RSVP Form:** are you coming, who with, etc.
26. **Survey:** Customizable and sent to your e-mail
27. **Google Adsense:** ????
28. **Cookies Opt Out:**

Pages

Each Theme comes with a few pages already created, as a starting point: Home, About, Contact, Blog. These appear in the Menu at the top or side of every page on your site. You may add more pages to the menu, and have sub-menus as well.

Standard Page
1. Heading Style:
    1. No Header, no picture at the top
    2. Header: picture or color or video at top of page
    3. You can edit the background on the headers
2. Name of page appears in the menu
    1. It can be a sub menu or sub-sub menu
    2. It can be hidden so it doesn't appear as any menu. This would be used when it is linked to from another page

Blog Page
1. Unique style for blogs
2. Can have any of the heading styles
3. Has right-side column for info about you and other things
4. Can be saved and scheduled to post at a later date

Category Page
**Product Page**
External Page
1. Name is in menu, if you don't move it
2. Is a link to an outside web page - http://…………
3. Can open in new tab or new page on browser

Non-Clickable Menu
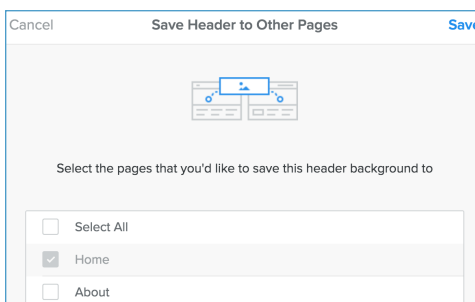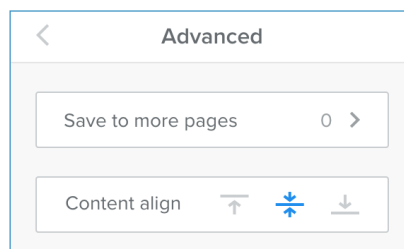1. Used for menu with Sub Menu drop-downs
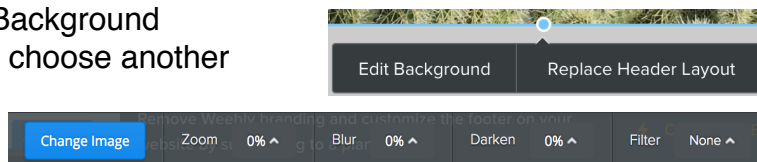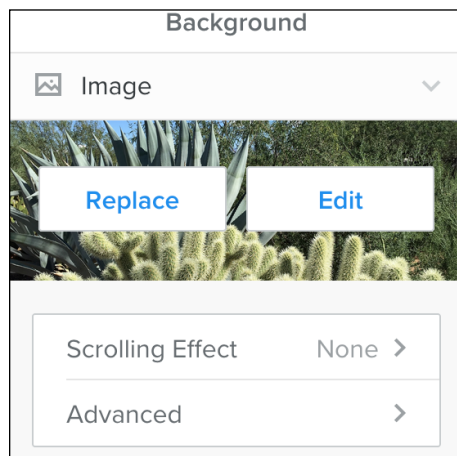2. Very Useful

Theme

1. **Change Theme**: where you go to change to a different theme
2. **Change Fonts**: where you set the fonts and styles for the entire site. Changes are "Global" and affect all pages.
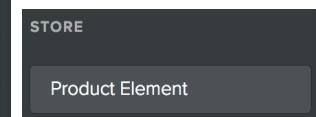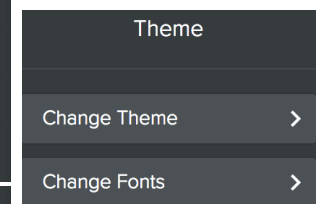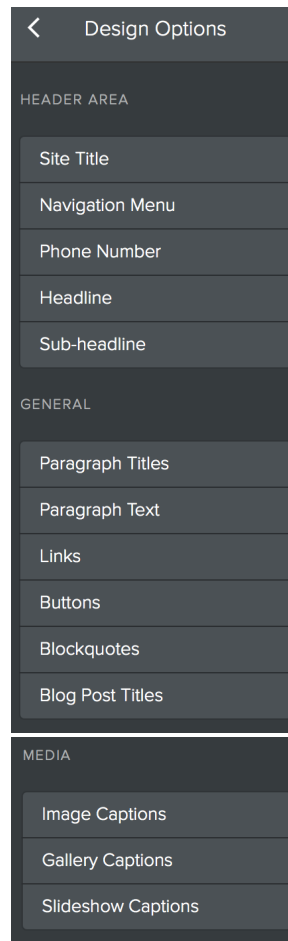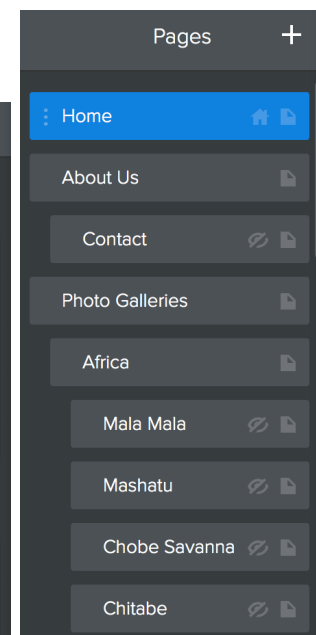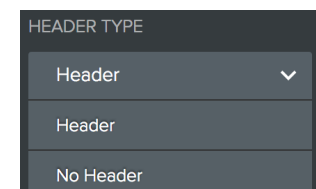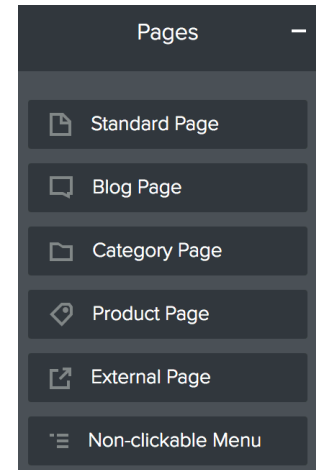
Getting Started

Change Heading Image

1. Click on the header then Edit Background
2. Click to open window. You can choose another stock background **OR**
3. You can upload your personal picture from your computer or Drag in on

Edit Background   Replace Header Layout

Change Image   Zoom   0% ⌃   Blur   0% ⌃   Darken   0% ⌃   Filter   None ⌃

Background

🖼 Image   ⌄

Replace   Edit

Scrolling Effect   None >

Advanced   >

Advanced

Save to more pages   0 >

Content align   ⤒ ⥮ ⤓

Cancel   Save Header to Other Pages   Save

Select the pages that you'd like to save this header background to

☐ Select All
☑ Home
☐ About

Adding Elements

1. Drag Element onto page
2. Watch for blue line that shows where it will go
   1. Above or below an existing element
   2. To the right or left of an element
   3. Images can be imbedded in text elements so words wrap around it
   4. Elements can be deleted if you decide you don't want them

DRAG ELEMENTS HERE

MOVE   COPY
About
Contact
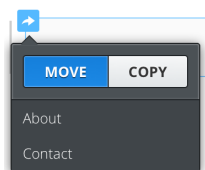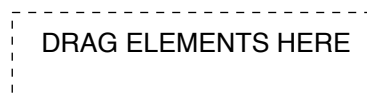
Grab to move element to different location.

Are you sure?
Delete
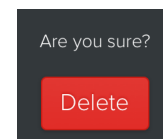
Click here to edit.

B   *I*   U̲   +   −   A ▾   🔗   ≡ ▾   Tx   ←   →

Bold, Italics, Underline, Change Size, Color, Create Link,

Justify, Remove Format,

Undo/Redo

All these options are available when working with text in a field.

Adding Images

Single Images

1. Drag Image Element into work area
2. Click on Upload Image button in center of field
3. From Finder Window select image, even from Photos on Mac
4. When placed will fill the area available
5. To Edit the image, or change its size click small blue dot in lower/ right of image
6. Can drag to resize
7. Other Editing Options - Be sure to Save
8. Other things you can do to an image
   1. Turn on Lightbox: gives the ability for it to enlarge image when it is clicked
   2. Create a link to another page or website
      1. To a website, check Open in New Window
      2. To pages in your site, choose from a list
      3. To a File you upload and viewer can download
      4. To an Email address you choose to send a message
   3. Align left, right, center within its Element
   4. Spacing distance from edge within its Element
   5. Captions with different options
   6. Advanced to choose a border size
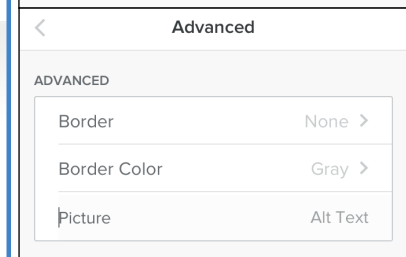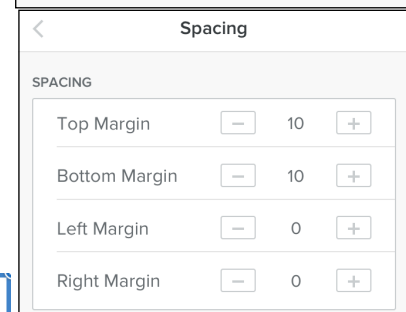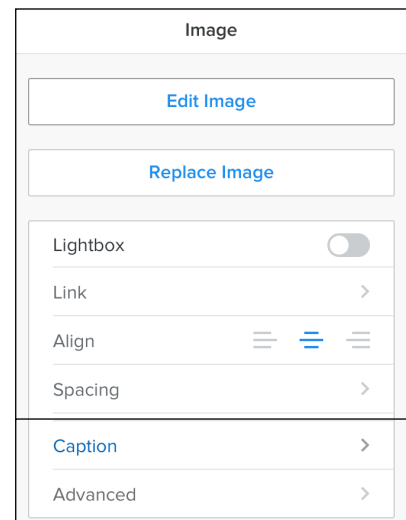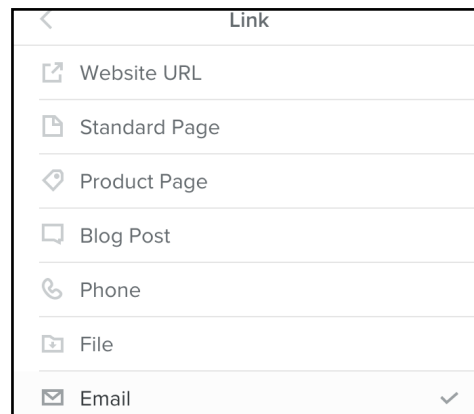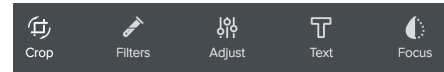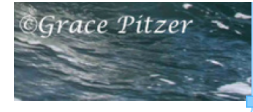
Slideshow

1. Drag Slideshow Element onto page
2. Choose if/how you want Thumbnails
3. Click Continue
4. Load group of images in the same way as header and single image, but all at once, or
5. Add more later.

Slideshow Options
1. Add/Edit Photos
2. Transition Styles: Fade, Slide, Mosaic, Slice, Fold
3. Navigation Style: Thumbnail, Double Thumbnails, Number, None
4. Navigation Location: Top, Bottom, Left, Right
5. Speed: 3 seconds (default) 5, 10, etc.
6. Spacing: Set Top and Bottom Margins -20+ default
7. Advanced:
   1. Auto Play: On/Off
   2. Show Controls: On/Off
   3. Starting: Beginning/Random
   4. Aspect Ratio: 4:3 (auto), 3:2, 16:9
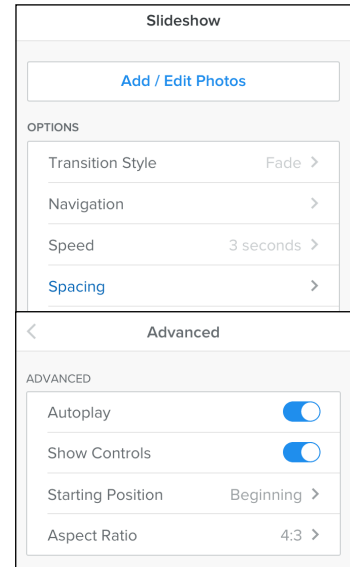
Gallery: Multiple Photos in a Grid
Import Images
1. Drag Gallery Element onto page
2. Click Get Images and select group of images, like for slideshow
3. Import or Drag images onto area
4. Images will Load into grid with 3 columns
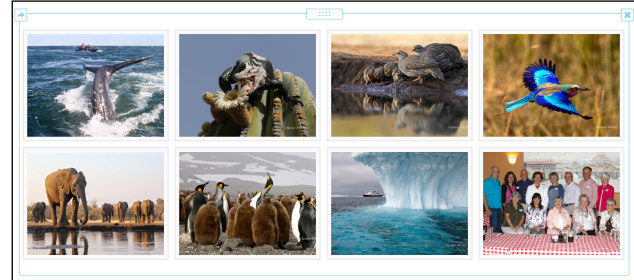
Grid and Image Choices
5. Click on grid and make decisions
   1. Columns: 2, 3, 4, 5, 6
   2. Spacing: - 20 + default, Top and Bottom
   3. Captions: Lightbox Only, Lightbox & Partial Thumbnail, Lightbox & Full Thumbnail, Display Caption on Hover On/Off
   4. Advanced:
      1. Spacing: - 5 +
      2. Borders: None, Thin, Medium, Thick
      3. Image Ratio: None, Square, Rectangle

Image Choices
6. Links
   1. To Outside Website: Open in New Window
   2. To Page on your site: Select from list
   3. To Store page
   4. To File to be downloaded: pdf or .doc
   5. To E-mail
7. Captions
   1. Type what you want
   2. It will display in way you decided above
8. You can move images around in grid to change their order
9. Trash an image if you don't want it
10. Can always add more images to the grid
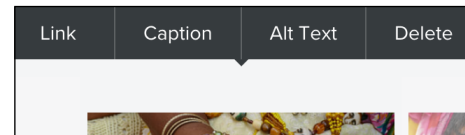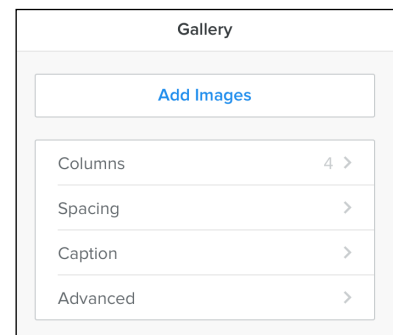
Design Pages

Every Theme starts with 3-4 sample pages
1. Page Layout Templates: available on all Blank pages
    1. Various styles for different pages: Home, About, Contact, Blog
   2. Customizable: delete elements, move around add more
    3. Choose a different one: delete all its elements OR delete page and start over
2. Title on every page: should be same or similar as page name
3. Home Page: should have Site Creation and Update information

Drag Elements into work area
1. Elements can be below, above, to right or left of each other
2. Columns are formed when elements are beside each other
    1. Element fields with be same width
    2. Grab blue bar between them and drag to change their width
    3. Grab the box at top/middle to move on page
    4. OR drag each element separately or delete
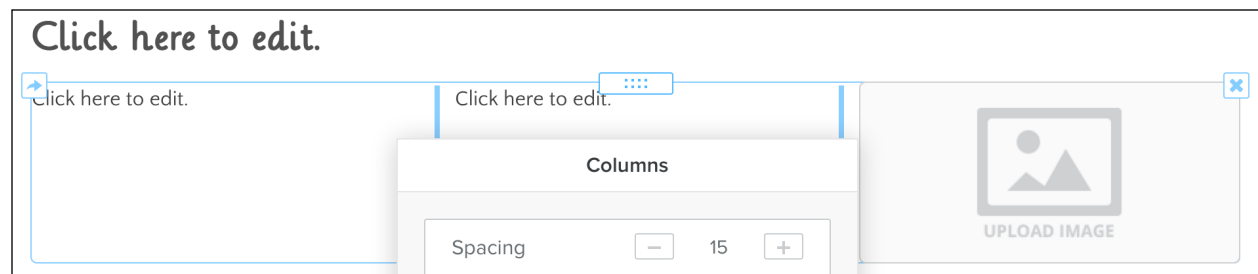
Continue trying different layouts and Themes
1. You can always change the layout
2. Add more elements
3. Add more photos
4. Add more pages
5. Add text: can copy and paste from word processor

Publish
1. Weebly saves as you go
2. Publish to see your work online in your browser
3. Publish often
4. If not published, your work will all be there the next time you return to your site

Free Site
1. Unlimited Storage
2. Unlimited number of pages
3. Image File Size: Maximum 10 MB
4. Unlimited number of images
5. Weebly optimizes all images for the web
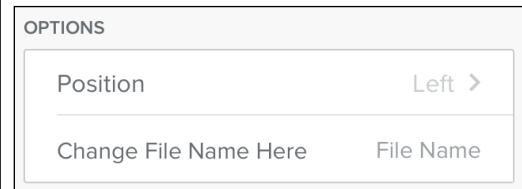
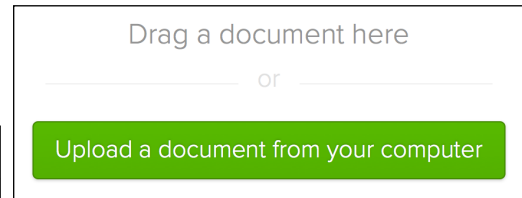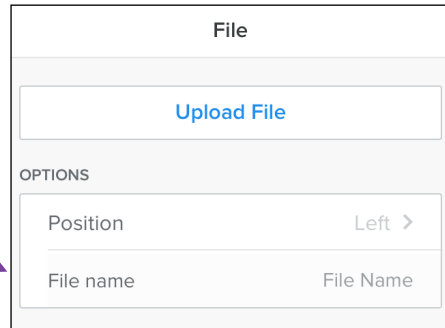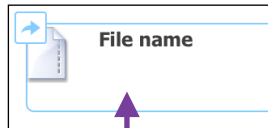**Mobile Apps:**
> Design and Edit on your Table and Smart Phone

Advanced Features

Documents Element
1. DO NOT USE THIS ELEMENT
2. It puts the document on in a frame and is powered by Scribed which is a "for pay" service.

Files Element
1. **Always include** the original .pdf file
2. This is what Mobile Devices can read
3. Change File Name to something appropriate

Drag a document here

or

Upload a document from your computer

File name

File

Upload File

OPTIONS

Position	Left >
File name	File Name

OPTIONS

Position	Left >
Change File Name Here	File Name

Map Element
1. Drag Map Element onto page
2. Click on it to open the window
3. Type the address at the top
4. Click off of the field and the map will load
5. Adjust the height of the map
6. Under Advanced pick the Zoom type

Map

921 W Via Rio Fuerts, Green Valley, AZ

OPTIONS

Zoom	
Width & Height	>
Position	
Spacing	>
Advanced Location	>
Advanced Display	>

Map Control

MAP CONTROL

Small Zoom Control Only	✓
None	

Advanced Display

ADVANCED DISPLAY

Show Marker	At address >
Show Scale	No >
Show Overview Map	No >
Map Control	Small Zo... >

Text Wrap
1. Images can be placed inside a text frame
2. Drag Image Element Inside a text frame
3. It will first go into the upper left
4. Upload the image in the usual way
5. Can use image already on the page
6. Image can then be moved around, left or right side
7. Image size can be changed once it is uploaded
8. **Only One Image per Text Frame**

Blog Page
1. Click New Post button at Bottom
2. Give Post a Title
3. The date is automatically inserted
4. Into the bottom area Drag Elements
   1. Title, Text, Image, Slideshow, Gallery, etc.
   2. Upload images in the regular way
5. Under the Elements are the **Post Options**
   1. Set up Categories and choose one per post
   2. Schedule Post Date/Time if not Immediately (default)
6. Save Draft if post isn't ready to be Published
7. Can Delete Draft if you want
8. Sidebar
   1. You can edit and drag elements into the sidebar
   2. Author information is important
   3. It will keep track of your posts under Archive
   4. Ten (10) Posts is maximum for one page
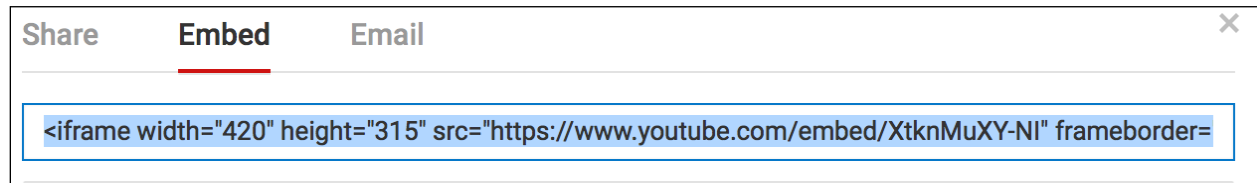   5. You can eliminate the Sidebar in Settings

Other Build Elements

Embed Code Element

1. Drag Embed Element onto page
2. Search YouTube or Vimeo for favorite video
3. Click "Share"
4. Click "Embed"
5. Copy the html code
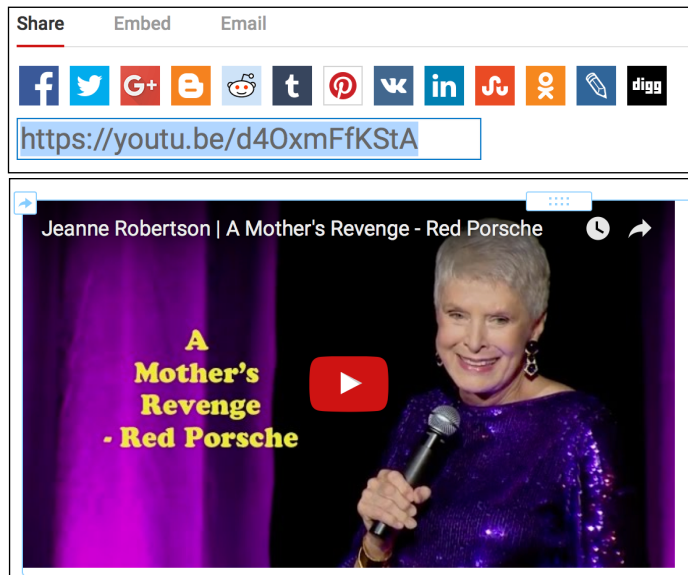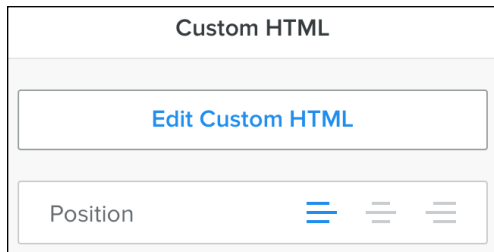6. Go back to your page and Paste the code in the field

Video will play on your page, even before you Publish the page.

Jeanne Robertson | Don't Trust a Man With the Luggage!

JeanneRobertson

▶ Subscribe 92,780

54,148

➕ Add to   ➤ Share   ••• More   👍 610   👎 11

Share   Embed   Email   ✕

| Share | **Embed** | Email | ✕ |

```
<iframe width="420" height="315" src="https://www.youtube.com/embed/XtknMuXY-NI" frameborder=
```

YouTube Element

Copy the URL for the video and Past into the YouTube Element. This will be a direct link and go from one video to others.

For those who know HTML, it can be edited.

Share   Embed   Email

https://youtu.be/d4OxmFfKStA

Jeanne Robertson | A Mother's Revenge - Red Porsche

Custom HTML

Edit Custom HTML

Position   ≡ ≡ ≡

Mobile Version is made at same time so site can be viewed on any device and look good.

     iPad App for developing is working well

   iPhone App for developing is also working well

Forms

1. You can choose the kind of form you want.
2. You can edit the kinds of questions and responses you would like to receive.
3. The Submit button sends the results to you register e-mail address for your site.

Settings

General
1. Change Site Address
2. Set Site Title: check Show on top of your pages
3. Site Category: Personal, organization, store, etc.
4. SSL: Enable to make site secure
5. Site Password: for members. Can password pages
6. Facebook
7. Formatting: Date, time, zone, language
8. UNPUBLISH SITE
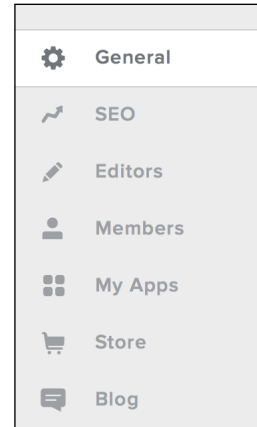
SEO (Search Engine Optimization)
9. Site Description: This shows in a search result
10. Used for Search Engines
11. Meta Keywords, to assist Search Engines
12. Footer only available in paid site
   Tutorial: Weebly
Home Page: Support Center at the bottom
Live Training Webcasts
   "Improve Your Search Rankings" (40 minute video)

Editors
13. More than one person can work on your site
14. Helpful to have another input

Blog
15. Set number of Posts per page, Max. 10
16. Set Share buttons: Facebook, Twitter, etc.
17. Turn Sidebar on/off
18. Header/Footer: only on Paid Version

General
SEO
Editors
Members
My Apps
Store
Blog

General

Site Address

pitzeradventures.weebly.com   Change

Site Title

Pitzer Adventures   Save
☑ Show title on the top of your pages

Editors   ＋ Add Editor

Email	Role	Last Login

You currently don't have any editors.

Blog | Blog

General | The basic settings of your blog

Posts per page: 10 ▾

Post share buttons: ON ●   Customize

Blog sidebar: ?   ON ●

Post header code ? ＋

Post footer code ? ＋

SEO

Site Description

We created this site so our friends, through our photographs,

Meta Keywords

Pitzer,travel,photo,photographs,photography,travels,Lindblad,

Separate each keyword with a comma.

Footer Code

Optimize for Search Engines
Pages: Advanced
1. Fill in each section for each page
2. Helps Search Engines
   1. Page Title: Main Search Heading
   2. Page Description: Small search information
   3. Meta Keywords
3. **HOME Page** most important

Button Element
1. Drag Element to desired location
2. Click on the button that appears
3. Change the Button Text to read as you wish
4. Choose the button style of four selections
5. Position the button inside its frame as you wish
6. Link the button to a page in your site, or outside
   1. Dropdown window will show all pages on your site
   2. Choose the page for the link OR
   3. Paste in the URL for an outside page: be sure to "Open link on outside window."
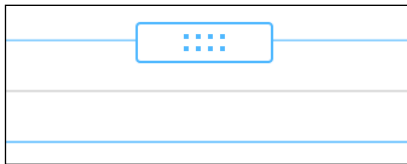7. Set Spacing for top and bottom. Top will line it up with Text/Title if it is beside them.

Button (continued)

Buttons are a good way to give viewer a way to get back to an Index you have created using Pictures when the pages don't appear in your sites main menu.
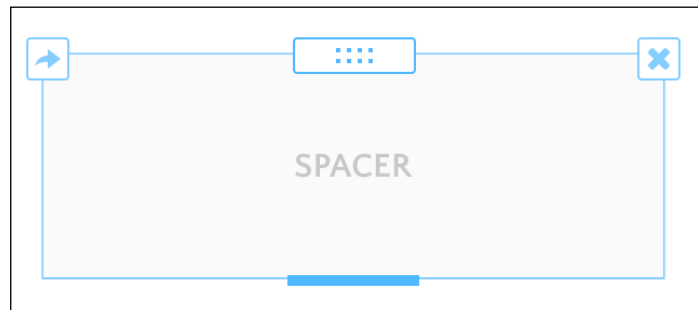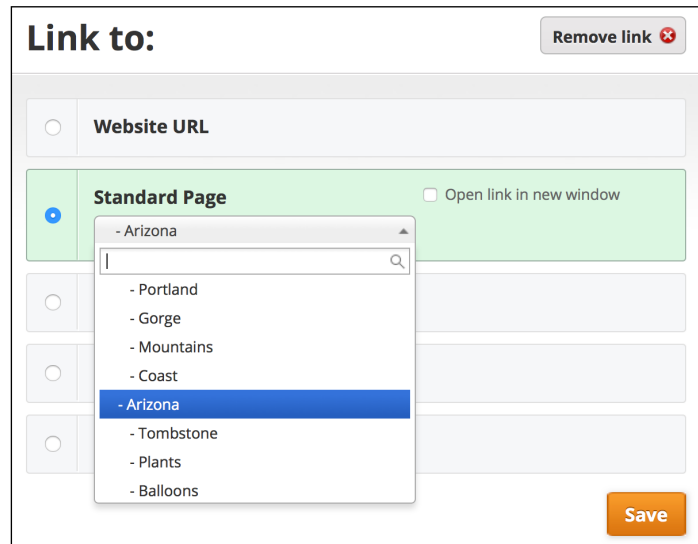

Divider Element
1. Use to create a grey line that divides sections of your page
2. Lines are Horizontal only

Spacer Element
1. Use to create blank space
2. Restrain a field to just part of the page
3. Drag beside another element
4. Drag its side to change width
5. Drag the solid bar at the bottom to lengthen the space

Block Quote Element
1. Has a heavy grey bar on the left side
2. Text is larger and in italics

Publish
1. Often, Often, Often
2. Only way to see it online
3. Everything is SAVED as you go so you never loose any of your work

"Once you have traveled, the voyage never ends, but is played out over and over again in the quietest chambers. The mind can never break off from the journey.: – – – – – – Pat Conroy
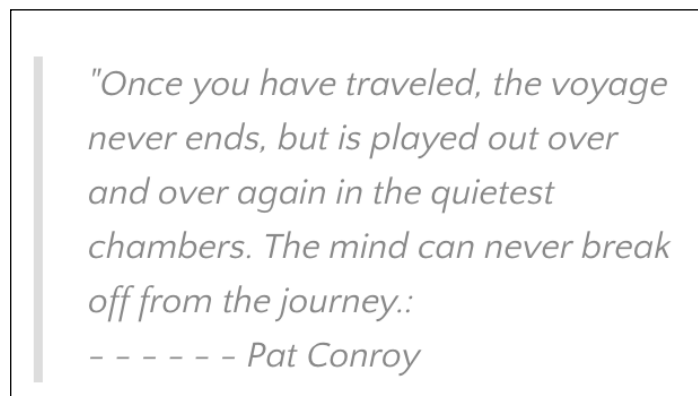
Check Your Statistics

Log Out when finished working

New Features and Applications

Layouts
1. Each Theme starts with a number of possible layouts
2. These can be a good starting point
3. Pick a page that would come close to your purpose
4. They are totally customizable

Sections: a New Element
1. Drag the Section Element onto the page
2. It will stretch all the way across the page
3. Section Layouts
    1. Gallery: this accommodates a variety of images of different sizes and orientations together, similar to a collage
    2. Team: place to show photos and information about people
    3. Featured: very different options of what to show and how they are shown
    4. Menu: great options for a restaurant menu
    5. Contact: Info with a map, info in fields, or just info about website owner

Non-Clickable Page
1. Use for Menu tab that has drop-down sub-headings
2. Don't have a page where you have to make a "Table of Contents"

Apps
1. Access by clicking on App in top of window, next to Store
2. Four Main Categories
    1. Boost Traffic
    2. Spike Sales
    3. Get Social
    4. **Made by Weebly: I like these**
3. Some free, some for pay by the month
4. Click on App and read about it and READ the REVIEWS
5. Click Add to get the App
6. Link to your site
7. The App Element will be placed in the bottom section of all the elements
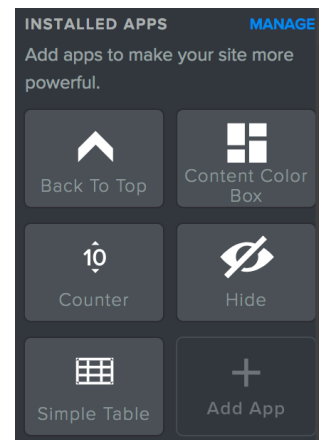
Apps I have used
1. **Back to Top**: puts an arrow on side of page that when clicked will scroll up
2. **Content Color Box**: places a box on page
    1. You can change the color of the box
    2. You can place Elements inside the box
3. **Hide:** this allows you to put images or text inside it so that they will not show on small mobile devices
4. **Simple Table**: by Weebly, so they support it
    1. Customizable with colors, Could be used for a calendar
    2. Unlimited Columns
    3. Unlimited Rows

Weebly Tutorials

Webinar: Beginners' Guide to Weebly: by Weebly (1 hr 11 min)
https://www.youtube.com/watch?v=Rdporvlx‗U

Weebly Tutorial, 2018 (9 min.)
https://www.youtube.com/watch?v=YBsuL4Ge2XI

Weebly Tour, 2017 (18 min.)
https://www.youtube.com/watch?v=q1-8ZTKlmfI

How to Create a Blog with Weebly (23 min)
https://www.youtube.com/watch?v=7dvA2xHDUvU

Weebly 2015 – Introduction tutorial to Weebly.com: Create a Free Website,
March 2015
https://www.youtube.com/watch?v=I7PjTgpgqn8

Improve Your Search Ranking, 55 min. July 22, 2016
https://youtu.be/iw9kLwrAw-w

Weebly Help

Support Center
1. Bottom of Weebly Home Screen without being checked in
2. From Site Editor main page
3. Many Help Subjects Available.

SUPPORT

Support Center

Developer Docs

Support

Edit Site   ⚡ Upgrade   ...
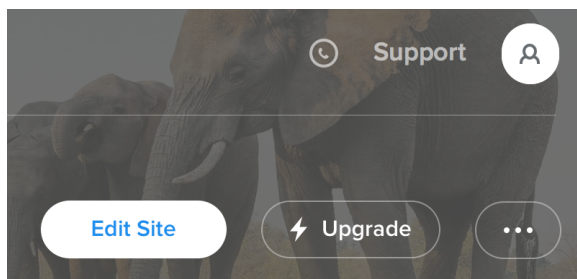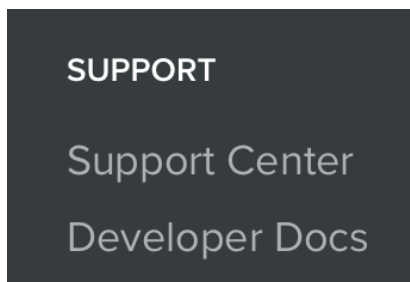
The Essentials

First Steps

Navigate the Editor

Intro to Content Elements

Intro to Page Layouts

Create Pages and Navigation

Switch and Manage Themes

Start a Blog

Build a Store

Invite Other People to Help Edit a Site

Publish Your Site

The Site Dashboard

Organization of Pitzer Adventures Website

Home
- Purpose/Goal of website paragraph
- Learn More Button: link to About page
- Paragraph and Photograph: link to Blog page
- Create and Update Dates
- Personal Email addresses

About
- Paragraph About Us
- Photo Books: list and links to each one
- Companies we use for travel: Names and links to their websites
- Our other websites: Names and links to them
- Organizations we belong to: Names and links to them
- Contact Information: Uses Form

Photo Galleries   Gallery Picture Index to Ten Sub Menu Pages Below
- Africa - Picture Index
  - Southern Africa: Mala Mala, Mashatu Chobe Savanna, Chitabe, Kings Pool
  - Namibia (gallery)
  - East Africa 2010 (gallery)
  - East Africa 2012 (gallery)
  - West Africa 2012: West Africa 1, 2, 3, and 4 (links to my old website)
- Antarctica: (gallery)
- Baja California: (gallery)
- Asia - Picture Index
  - India, Buhtan, Borneo, Mongolia, Beijing, Xian, Bali, Bangkok, Laos, Vietnam, Cambodia
- Cuba (gallery)
- Europe - Picture Index to 5 pages
- USA - Picture Index
  - Alaska (gallery)
  - Oregon Picture Index
    - Portland, Gorge, Mountains, Coast, Tulips, Dahlias
  - Arizona - Picture Index
    - Tombstone, Plants, Balloons, Animals, Sky, Doors/Windows, Keelocko
  - Chihuli Glass Museum
  - Sequim Lavender Festival
  - New England - Picture Index
    - New York City, Fall Colors, Boston
- Canada (Gallery)
- Family & Friends - Picture Index
  - Schnell Family and Glide High - Picture Indexes
- iPhone Photography (gallery)

Videos - Picture Index to 19 videos (Available because this is a Paid Pro Site.)

Travels
- List of places we have visited, with dates

Blogs
- Updated with posts whenever something important or memorable happens

Classes
- Handouts and tutorials for the classes I teach at the Green Valley Camera Club

Total Pages: 7 Menu Items, 10 Sub-menus, 59 Hidden pages (76 pages all together)