

SmallBiz Theme User Guide



A step-by-step tutorial for setting up your website with the
SmallBiz WordPress Theme.

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Introduction

The SmallBiz Theme is a WordPress Template that adds powerful features to your basic WordPress install, including custom home pages, contact form, map and directions page, Local SEO features, a Facebook App for managing your Facebook Page content from within WordPress, and touch-enabled Mobile landing pages.

If you have never used WordPress please refer to the [Official WordPress User Guide](#) on how to use and operate WordPress. Topics include: how to create Pages, Posts, upload images and more.

Create Your Website in Just 5 Minutes

This may seem “too good to be true,” especially if you have heard horror stories about creating websites but with just a few button clicks, you can have a functional website for your small business. Rather than trying to convince you, let’s get right to the first steps.

Before Your Installation Begins

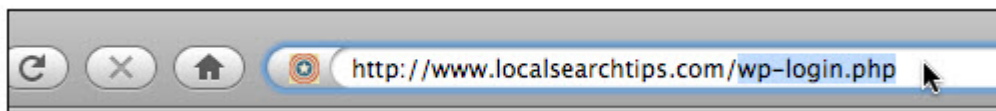
You should have already purchased a domain name for your website as well as a web hosting account that has cpanel. The domain name is purchased through a domain registrar and will renew annually for a nominal fee. Domains should be easy to remember and easy to spell.

We always recommend [BlueHost](#) web hosting because their prices are very reasonable and their customer service is superb. Once you have your hosting account in place, you can install WordPress. In some cases, your web host might install it for you. Take note of the login URL and password that you set up during this installation.

At this point you should also have purchased the [SmallBiz Theme](#) and saved the files to your desktop.

Installing the Small Biz Theme

Now that you have WordPress installed, proceed to the Wordpress login page by typing in your domain name with /wp-login.php after it, as shown below.

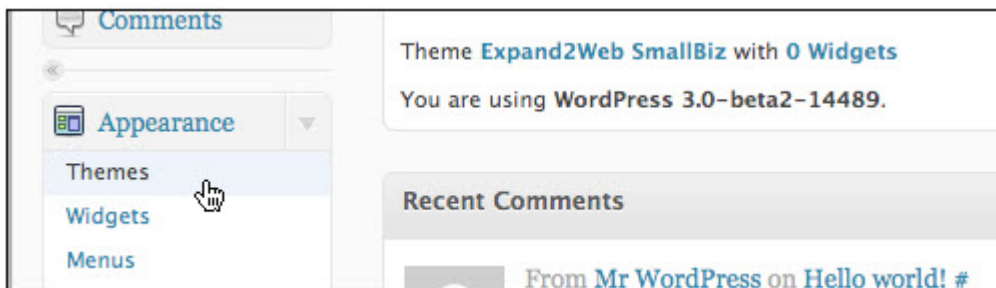


*NOTE: Simply replace the above “www.localsearchtips.com” with your own domain name.

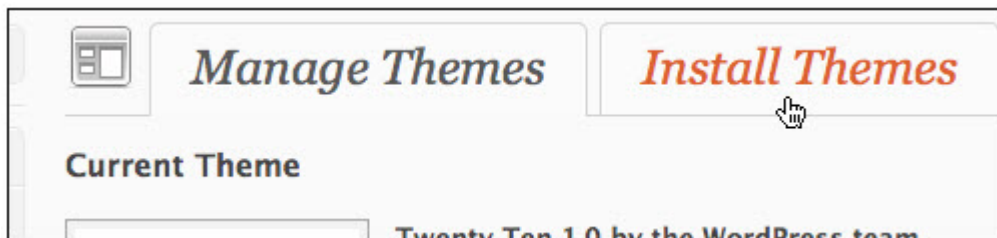
Now login to Wordpress with the username and password you set up as you installed Wordpress.



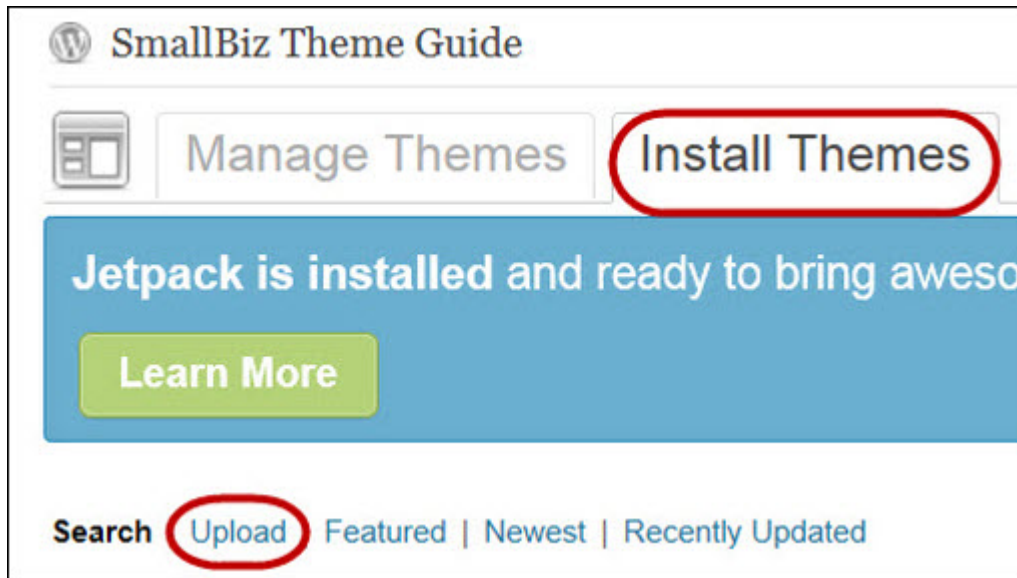
Your dashboard will automatically appear. From here, go to the Appearance menu in the left sidebar and click Themes.



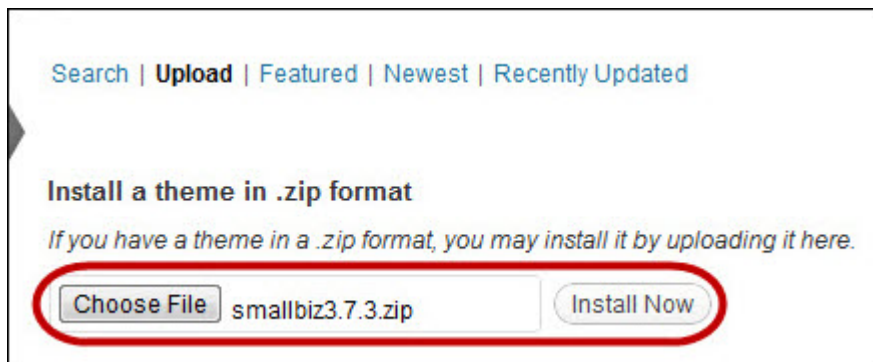
The Manage Themes tab shows you which WordPress themes are already installed. Most likely you will see the two default themes that come free with every new installation.



Since we want to use the SmallBiz Theme, click the Install Themes tab. Since you have the theme ZIP file on your computer (you should have downloaded this after submitting payment), click the Upload link.

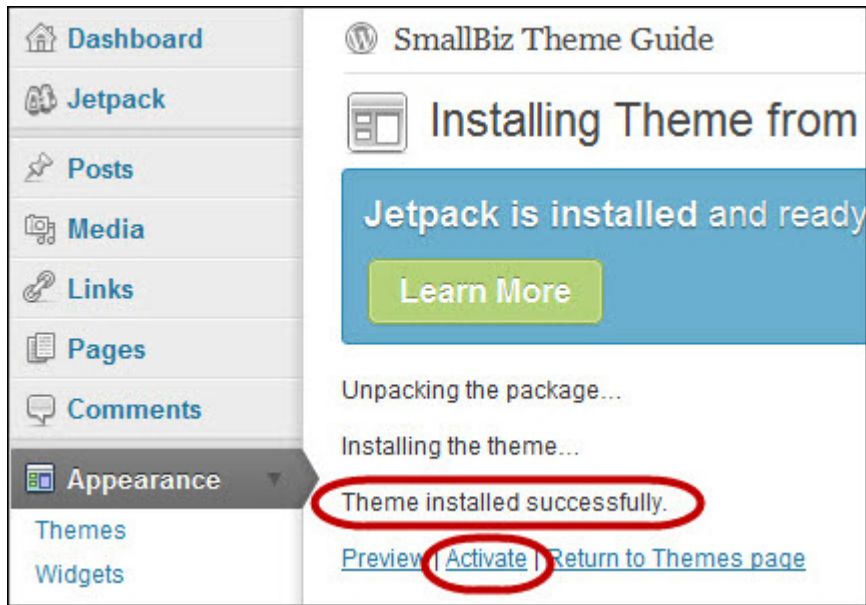


Click the Choose File button to find the .zip file on your computer. You will then see the name in the field. Then click the Install Now button.

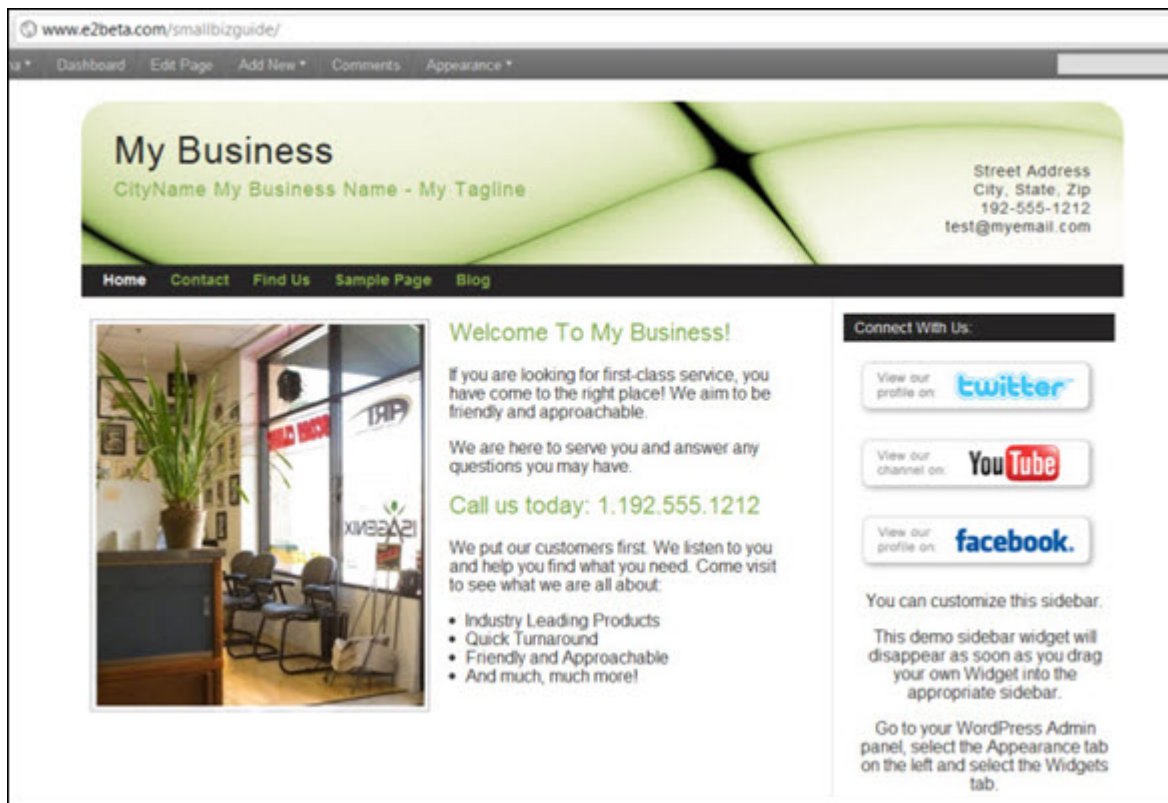


When the installation begins, you should see an Upload message in the lower left corner of your screen showing the progress. If the install does not start right away, try switching browsers.

When the SmallBiz Theme installs, you will see a Success message. Click the Preview link if you want to see what the design looks like or click the Activate link to make the theme live on your site.

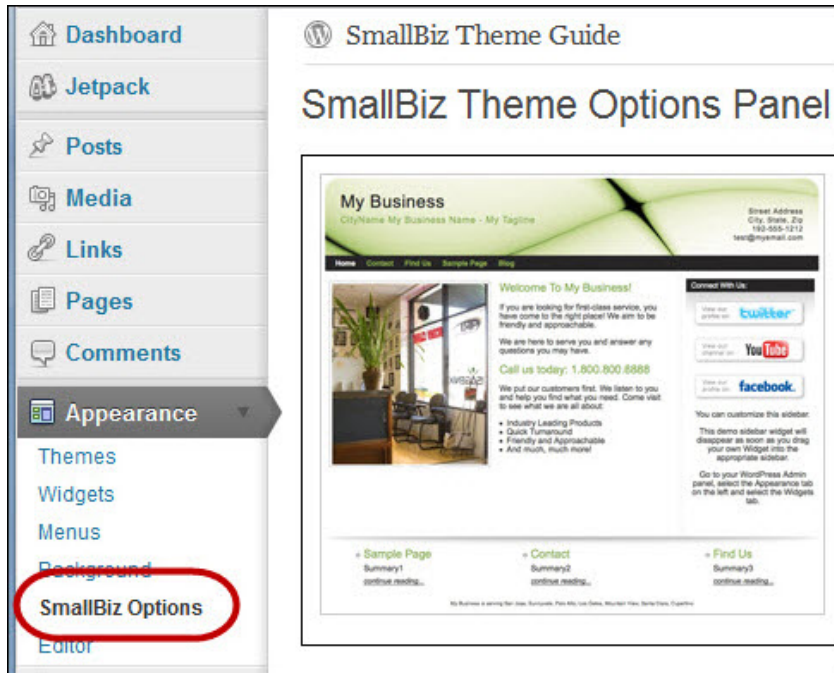


Here's what your site will look like now if you type in your domain in another window.

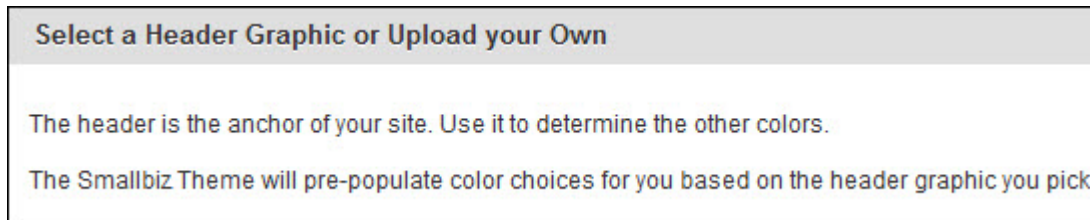


Now it's time to add the important stuff about your business, like your business name, address, contact numbers, etc.

From the Wordpress dashboard, in the left sidebar under the Appearance menu, click the SmallBiz Options.



Then click the 2nd dropdown menu titled Select Header Graphic.



Choose which graphic best represents your company. SmallBiz provides 12 professionally designed headers to choose from, or you can upload a custom header graphic of your own. There is a link at the bottom of this section where we provide a growing list of additional header graphics for you to download too.



Click the Save Changes button.

Then scroll down to the Business Information section and fill in each field carefully. The SmallBiz Theme has powerful local SEO features built in so be sure to enter the subheader / tag line exactly as indicated with City Name, Business Name, then Tag Line. Click the Save Changes button.

Business Information	
Business Name:	
<input type="text" value="The Glamour Fashionista"/>	Font Color <input type="text" value="FFFFFF"/>
Sub Header / Tag Line:	
<input type="text" value="Orlando The Glamour Fashionista - Where Every Girls' Dream Comes"/>	Font Color <input type="text" value="FFFFFF"/>
Street Address:	
<input type="text" value="123 Main Street"/>	Font Color <input type="text" value="FFFFFF"/>
City:	
<input type="text" value="Orlando"/>	Font Color <input type="text" value="FFFFFF"/>
State:	
<input type="text" value="FL"/>	Font Color <input type="text" value="FFFFFF"/>

Check out the latest changes by typing the URL into another window. Notice how the business information automatically changes and is in the correct position in the header.

w.e2beta.com/smallbizguide/

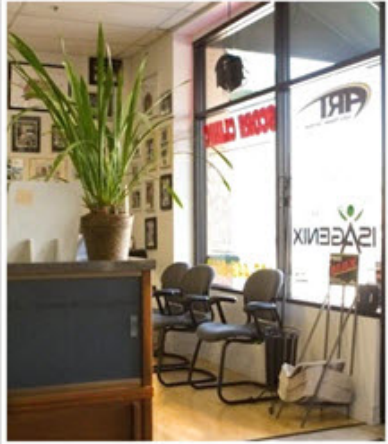
Dashboard Edit Page Add New Comments Appearance

The Glamour Fashionista

Orlando | The Glamour Fashionista - Where Every Girls' Dream Comes True

123 Main Street
Orlando, FL, 12345
192-555-1212
test@myemail.com

Home Contact Find Us Sample Page Blog



Welcome To My Business!

If you are looking for first-class service, you have come to the right place! We aim to be friendly and approachable.


We are here to serve you and answer any questions you may have.


Call us today: 1.192.555.1212


We put our customers first. We listen to you and help you find what you need. Come visit to see what we are all about.

- Industry Leading Products
- Quick Turnaround
- Friendly and Approachable
- And much, much more!

Connect With Us:

View our profile on: 

View our channel on: 

View our profile on: 

You can customize this sidebar.

This demo sidebar widget will disappear as soon as you drag your own Widget into the appropriate sidebar.

Go to your WordPress Admin panel, select the Appearance tab on the left and select the Widgets tab.

You officially have a new website!

*NOTE: When you choose a header graphic, we suggest a color scheme for the navigation menu that complements the colors in the header. You can override these colors of course, but note that when you select a new header, it will change the navigation menu colors to match that header and you will lose your changes.

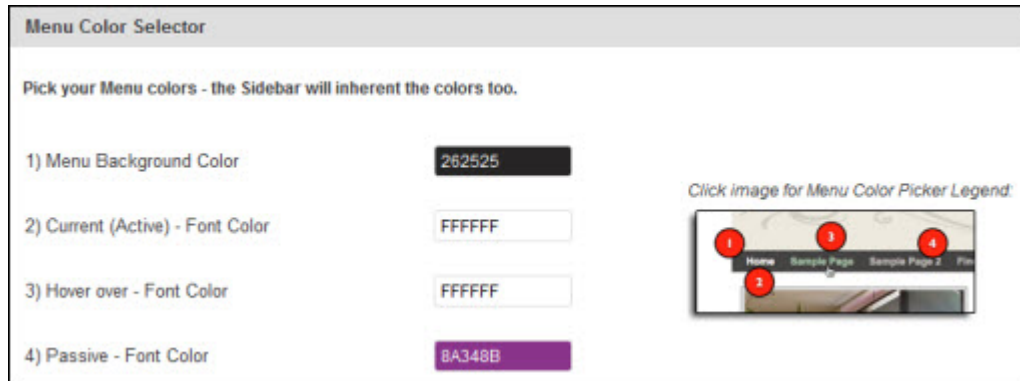
Customizing the SmallBiz Theme

Using the SmallBiz Theme is cost-effective because you can forego hiring an expensive designer to create your website. But even though we supply you with the necessary building blocks for your site, you still want to take some time to customize the SmallBiz options to make it look different from other sites on the web. You still want to create a unique look that your customers will recognize as your own.

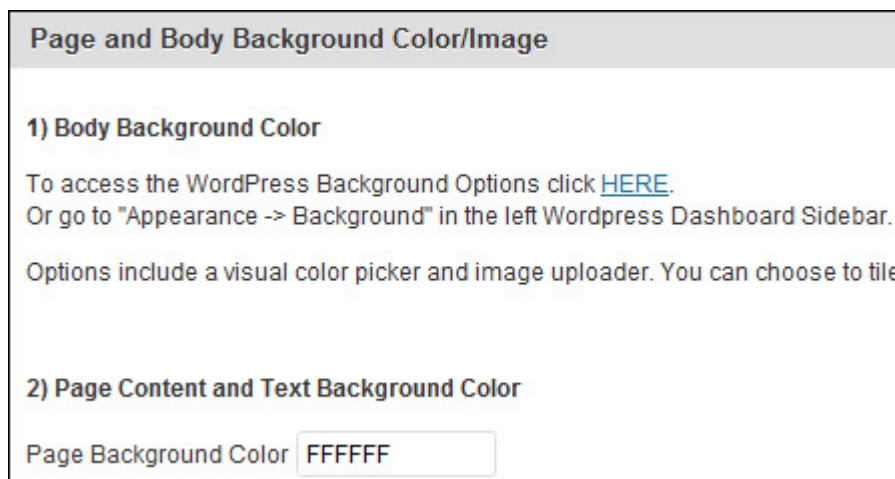
1. Header, Menu & Background

- The header** is the anchor of your website and should represent your company's branding. Choose one of the preset header graphics or upload your own header graphic.

- b. **Business information** is easy to change or update in case you move locations or change a phone number.
- c. **The menu color selector** will change the colors of your navigation menu bar right under the header. Choose colors that complement the header colors by clicking on the code field and choosing a color from the color palette that appears in the pop up box. Or, simply enter the HTML color codes into the appropriate boxes if you already have the codes from your graphic designer. When each code is entered, the box will change to that particular color so you can see how they all look together.

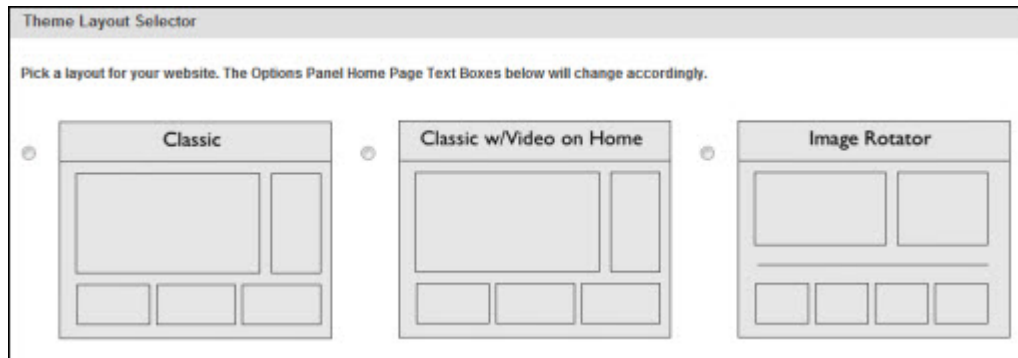


- d. **The page & body background color/image** allows you to change the background color of your site to something other than white. Choose a plain color or upload an image/texture for added variety. You can also change the color of the page background, where your text will appear. However, beware of choosing the same color as your text! But if that happens, it's very easy to change the text color so it will appear again.

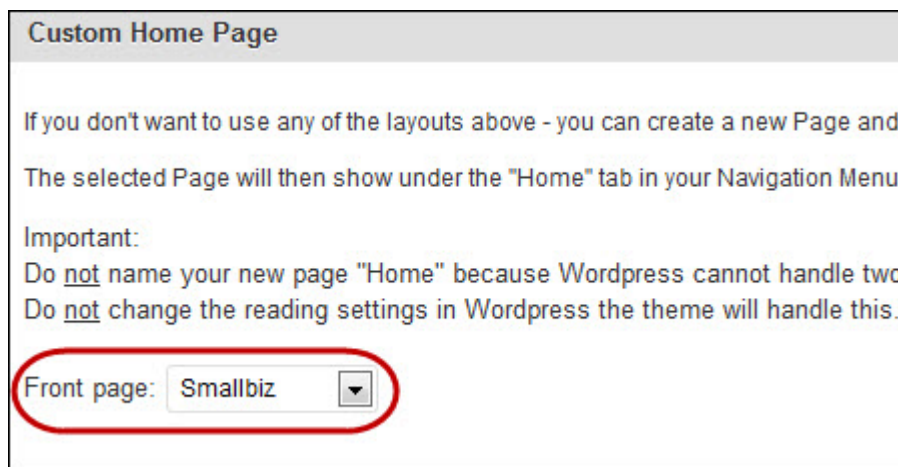


2. Layouts & General Font Colors

- a. **The theme layout selector** allows you to easily change the overall format of your website. There are 8 different layouts to choose from, some of which lend themselves better to different forms of media, such as video or photos.



- b. **The custom home page** option allows you to choose what page your customers see when they land on your site. This can be your main contact page, recent blog posts, or your online product catalog. There is a drop down box with some preset choices or you can create a brand new page by going to *Dashboard -> Pages -> Add New*.



*NOTE: The home page text you enter is particular for the layout you have selected. If you change page layouts, the text is saved for that layout but does not transfer to other layouts because each layout has different boxes and positioning.











- c. **Font & text options** works the same way as the Navigation Menu options, where you choose different colors for the text on your site. Choose a color from the dropdown window and then click outside the window to enter your color code into the field and to close the window. Or manually type in the color code from your designer. Note: Advanced designers can change the font family and size by adding your own css overwrites to *Appearance -> Editor -> style.css*. This changes the font across the entire site so be careful when making this change.










Font and Text Options	
Pick your Font colors - you can overwrite the colors on a page to page basis	
1) Page Title ('h2' tag) Color	451A6B
2) Main text ('p' paragraph) Color	F5330C
3) Hyperlink ('a' link) Color	0B3319
4) Footer Credits Color	333333

3. Home Page Text, Feature Boxes & Footer

- a. **The home page text** should say something more than “Welcome to my site.” Use some keywords, your company name, or even a description of your business. Let your visitors know right away what your business is so they won’t be in a hurry to click away. Also, the amount of text on your home page will vary depending on which **theme layout** you choose.

Home Page Main Text Box - Top of Page

HTML **B** *I* ABC          

Format U  A        

Welcome to my Business!

If you are looking for first-class service, you have come to the

Call us today: 1.192.555.1212

Path:

Save Changes

- b. **A home page image** can easily be uploaded from your computer. This can be a headshot of yourself, your office or store, or even a product image. Again, let your visitors know exactly what you sell. The ideal size for the image is 170px wide x 260px high.

Home Page Main Text Box Image

Ideal size: 170px x 260px : No file chosen

- c. **Local information** will help your customers find your physical location but will also help your search engine rankings. Include the top 5 city names that you service along with local directions. Note you can put HTML in this box if you want hyperlinks. You also have the option of adding Google Maps Element (different from Google Maps) and if you are a web consultant, you can add your own site link in the footer. Anyone who likes the look of your client's site will likely click your link to search for your services and prices.

Local Info - Good for your Customer, Good for SEO

List all cities and areas you serve. This information will be displayed in the footer. Leave

My Business is serving San Jose, Sunnyvale, Palo Alto, Los Gatos, Mountain View, Santa Clara, Cupertino

Footer Credits :

WordPress Website Template by Expand2Web

- d. **Business hours** are essential to your local customers. You want to make the purchasing process as easy as possible for them so let them know when you are open for business. This prevents missed phone messages or wasted gas only to find a closed office. These business hours will appear on the **Find Us** page that was created when you activated the SmallBiz theme.

Business Hours

	Morning	Afternoon
Mon	8:30am	5:00pm
Tues	8:30am	5:00pm
Wed	8:30am	5:00pm

- e. There are 3 **featured pages boxes** located in the footer of the web design. Choose a page from the dropdown box, choose the font color, and write a brief summary of what your visitors will find on that page. Note: to add a new page to your website, choose *Pages* -> *Add New* in the left sidebar. Any new pages you add will automatically show up in these dropdown boxes.

Featured Pages Box

1) Featured Page Box Footer Left

Select the page to feature and provide a brief summary: Font Color

Summary Text 1

***NOTE:** If you would like to insert your own graphics with hyperlinks into this area, [see this article for directions](#).

- f. You can also use **Widgets** in your Feature Boxes. Go To *Dashboard* -> *Appearance* -> *Widgets* then click and drag the appropriate widget into the Footer Left, Middle, or Right boxes.

Footer Left

Footer Middle

4. SEO & Webmaster Tools

- a. **Homepage title** – describe your homepage title in less than 69 characters (otherwise Google will truncate it in the search results).

1) Homepage Title

For SEO purposes: Describe your home page title. Anything over 69 characters

- b. **Homepage description** – describe your homepage in more detail, using less than 150 characters.

2) Homepage Description

For SEO purposes: Describe your home page in more detail. Anything over 150 characters

- c. **Keywords** – use a comma to separate each keyword. There are no maximum limits to meta keywords, just be sure they are targeted to your business and location. Note: The Google crawler ignores this section.

3) Keywords

For SEO purposes, use a comma to split each keyword.

Remember, you want the inside pages of your website to rank well in the search engines, too, so be sure to optimize each individual post and page you write from now on. You don't need any third-party SEO plugin when using the SmallBiz Theme because we've built all the SEO functions into the theme itself.

When you're finished writing your text in the page or post editor, scroll down to the SmallBiz Theme SEO Details box. Use keyword-rich title tags and descriptions along with filling in the appropriate keywords for that page or post. If you have an SEO plugin that you prefer to use, you can turn off the SmallBiz SEO plugin by checking the box in this section.

Smallbiz Theme SEO Details

Custom Title Tag [\[+\] more info](#)

custom <title> tag

Meta Description [\[+\] more info](#)

<meta> description

Meta Keywords [\[+\] more info](#)

<meta> keywords

- d. **Google Analytics** – an essential way to track the demographics of visitors to your site. Sign up for free at <http://www.google.com/analytics/> and then copy / paste the code into this box.
- e. **Google Webmaster Tools** – sign up for free here <http://www.google.com/webmaster/> and copy / paste the code into the corresponding box.

Google Analytics
(Sign up: [HERE](#) & paste the supplied code into the field.)

Google Webmaster Tools
(Sign up: [HERE](#) & paste the "Verifying with Meta Tag" code into the field.)

5. Mobile Device Page Settings

The Expand2Web Smallbiz Wordpress Theme is designed to automatically detect Mobile and Handheld Devices such as the iPhone, Android, Blackberry etc. The "Call" Button in the mobile layout will only work correctly if you have your phone country code prefix specified in the "Business Information" section above.

- a. **Homepage text for mobile layout** - Keep it short and to the point with a clear call to action. Keep in mind the small size of mobile screens.

Homepage Text for Mobile Layout

Keep it short and to the point with a clear call to action. Keep in mind the small size of mobile screens.

HTML B I ABC ABC

Format

If you are looking for first-class service, you have come to the right place!

We are located in your area too.

Call Us Now: 1-192-555-1212

- b. **Homepage image for mobile layout** - Use a high quality image without intricate artwork text or fonts.

Homepage Image for Mobile Layout

Use a high quality image without intricate artwork text or fonts.

Ideal size: W:95px x H:105px : No file chosen

- c. **Google Maps link for directions button** – go to <http://maps.google.com/> enter your address and click the "Link" icon in the upper right to obtain an "http" link. Do not paste an iframe in here. The button will trigger the mobile devices native maps app.

Google Maps Link for Directions Button

Go to [Google Maps](http://maps.google.com/), enter your address and click the "Link" icon in the upper right. The button will trigger the mobile devices native maps app.

- d. **Mobile Page and Touch Enabled Button(s) Color Picker** – choose your mobile background color and button font and color.

Mobile Page and Touch Enabled Button(s) Color Picker

Mobile Page Background Color

Button Background Color

Button Font Color

6. Facebook Page Setup

The Expand2Web SmallBiz Wordpress Theme lets you create and manage content on your Facebook Page Tabs. The SmallBiz Facebook App is hosted securely on an SSL server and meets the new Facebook SSL requirements.

- Create a Facebook page. New to Facebook? Start here: <http://www.facebook.com/help/?page=904>
- Create Wordpress pages that you want to show on Facebook (Use this tutorial <http://userguide.expand2web.com/how-to-guide/the-smallbiz-options-panel/facebook-smallbiz-app-setup-and-pages/#p51>)
- Use the SmallBiz Facebook app to link it altogether (get the app here <http://apps.facebook.com/smallbiz-wp-tabs>)

Facebook Page Setup



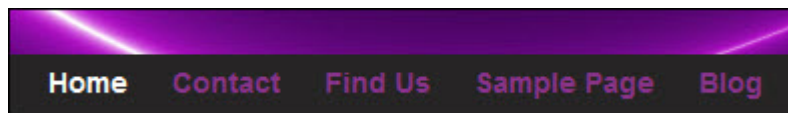
The Expand2Web SmallBiz Wordpress Theme

- 1) Create a Facebook Page. (New to Facebook?)
- 2) Create Wordpress Page(s) that you want to share
- 3) If you are done with Step 1 and 2 - Use the SmallBiz Wordpress Theme

Facebook mandated Security Requirements:
The content you serve using any app must be delivered over SSL.
This means you need to get an SSL certificate on your server.

7. Other Tips

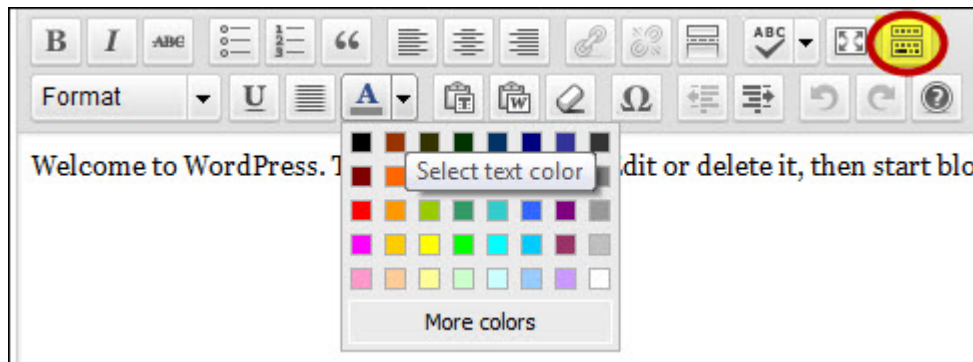
- Changing your navigation menu titles** – The pages you see in the navigation bar after you install the SmallBiz Theme are simply the default page titles. You can certainly keep these page titles since they’re pretty generic, or you can change them to suit your needs.



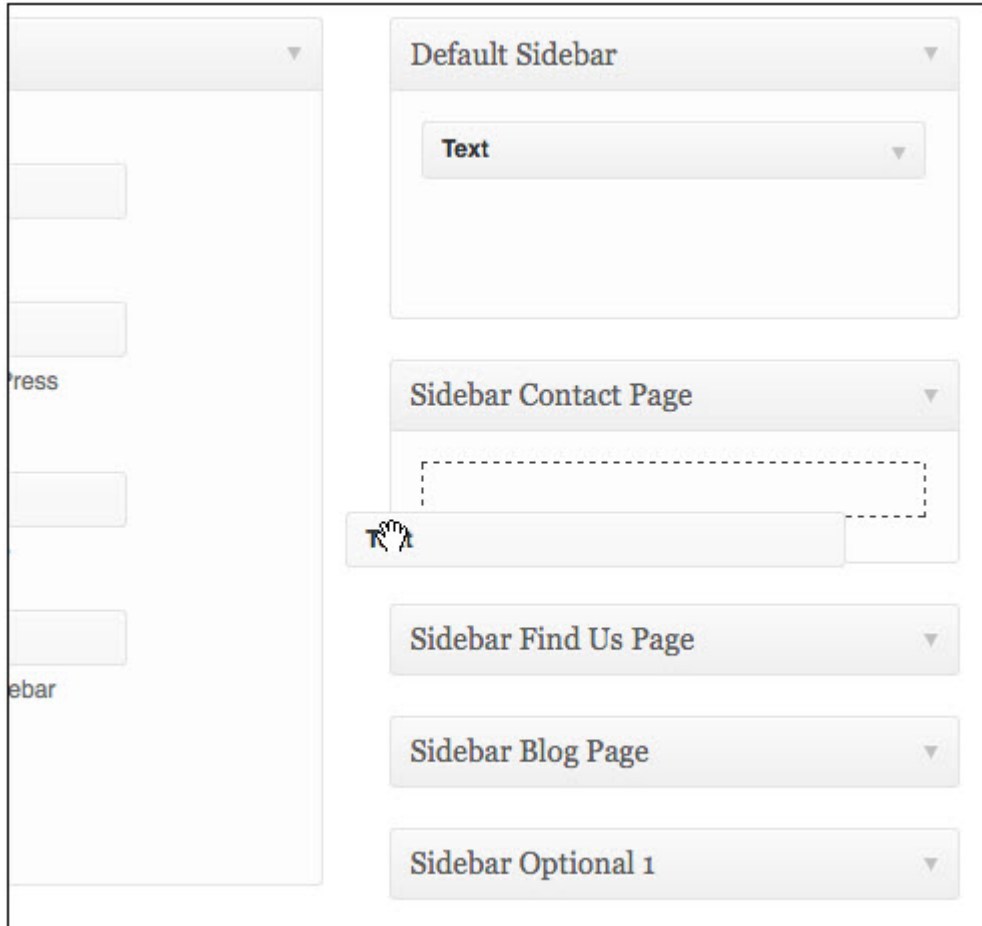
For example, if you want to change the Find Us page title to Directions, go to Appearance -> Menus

From here, you can choose which pages to include in your navigation, change page names, or change page order. Whatever changes you make to your menu will automatically update your navigation links.

- b. **Changing font colors on pages or posts** – This is a good way to emphasize important details in your post or on your page. From the page or post editor, click on the Kitchen Sink icon. This opens up another row of icons, including the Font Color button. Highlight the text you want to change, then choose the color from the dropdown box.



- c. **Changing the sidebar widgets** – The sidebar information you see upon installation is just a default sample of what the sidebar will look like. To customize this sidebar info, go to *Appearance* -> *Widgets* then simply click and drag the widgets you want to use into the different sections (Sidebar Contact Page, Sidebar Find Us Page, Sidebar Blog Page). ALL these areas are independent of each other. See this tutorial for more details on choosing a different sidebar for each page:
<http://userguide.expand2web.com/how-can-i-remove-the-default-social-media-widgets/>



Once you click Save, the default text will disappear and only the widgets you chose will appear in the new sidebar.

- d. **Social media widget** – This makes it very easy for your potential customers to find you. Go to the widget section as described above and drag the SmallBiz Social Media Icons into the Default Widget area. You will see a multitude of social media icons open up. Whichever platform you use, enter the url of your user profile into the appropriate box, then click save. Icons will only show if you enter a URL for them. When you preview your site, you will now see the social media icons you chose in the sidebar, linked to the appropriate social media pages.

Enter the complete URL(s) of your Social Media Profile.

Leave URL field empty to not display the according icon and link.

View our profile on: **facebook.**

Facebook Profile URL:

View our profile on: **Google+**

Google+ Profile URL:

8. Other Tutorials

We have also created online tutorials and videos to help you discover the powerful functions of the SmallBiz Theme. Here are direct links to them:

→ [Getting Started Videos](#)

→ [Complete Online SmallBiz Theme User Guide](#)

We are committed to your success and want you to be completely satisfied. If you have any questions at all, don't hesitate to contact us at support@expand2web.com and we'll help you out!



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<http://www.expand2web.com>
<http://www.smallbiztheme.com>

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