

create.

**An Overview of our new content
building tools.**

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An overview of our new content building tools

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Getting Started

To start building stunning pages with these tools, you just need to add a specific new page to your Create website, called "Content Page". You can add the page in the following section of your account:

Content > Add Page > Content Page

CONTENT > ADD PAGE

Add A New Page

Choose the type of page you would like to add below by clicking on it.

- Content Page** BETA
Use our new content building tools to create a mobile-friendly, responsive page on your website
- Pagebuilder Page**
Build a mobile-friendly, responsive page on your website with Pagebuilder
- Blog**
Create your own blog with online commenting.
- Calendar Of Events**
Keep your customers up to date regarding any forthcoming functions and events
- External Link**
Place a link on your menu to an external website or page.
- Guestbook**
A page where visitors to your site can post their comments

Overview

After you add a Content Page for the first time, you will see the screen shown below.

create.

Home Design **Content** Shop Publish Account Resources Logout

Choose a Page Preset

- Blank Page
- Home Page
- Text Page
- Gallery Page
- Contact Page

Create will display a collection of Page Presets to choose from. You can either pick one of the Presets that best suits the page type you are about to make or you can select a Blank page and start from scratch. It's worth noting that the Presets are not fixed and the layout can be changed once chosen.

If you select one of the Presets, this will load the default content, which you can then replace with your own images and text. All of the content displayed can be moved, altered and deleted. If you select the Blank Page option, no example content will be included on the page.

To add additional Blocks, click on the Add Block button (the plus sign in the bottom left hand corner). This will open the Block Selector. Here you will find all of the different content blocks available for you to build your website. The blocks are grouped together into different categories, depending on their type. By default, the most popular blocks are displayed. You can click on this drop-down box to reveal the different categories of blocks.

The main section of the screen is called the Preview Area. It is here where you will drag Blocks from the Block Selector on the left and drop them onto the page.

Building the basics of your page is a case of simply dragging Content Blocks from the left, dropping them onto the Preview Area and repeating this process.

After adding your first block onto the page, the Block Selector menu will slide away, allowing you to see your whole page. In its place, a small menu will appear, shown below:



Add Block - Click this icon to reveal the Block Selector menu for additional blocks.



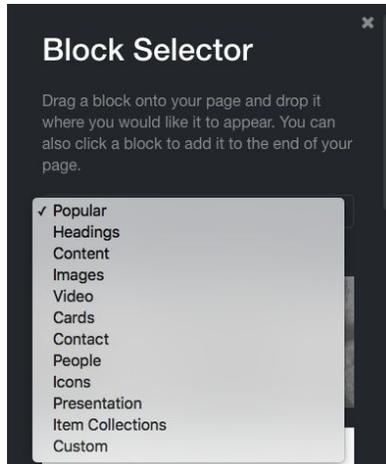
Save Page - Click to save the changes you have made to your page.



Exit - Click this to leave Pagebuilder and return to your Content menu screen.

The Block Selector

The Block Selector is currently home to over 40 different Content Blocks, organised into different categories. Many of these Content Blocks come in different variants, providing a large range of options for your website.

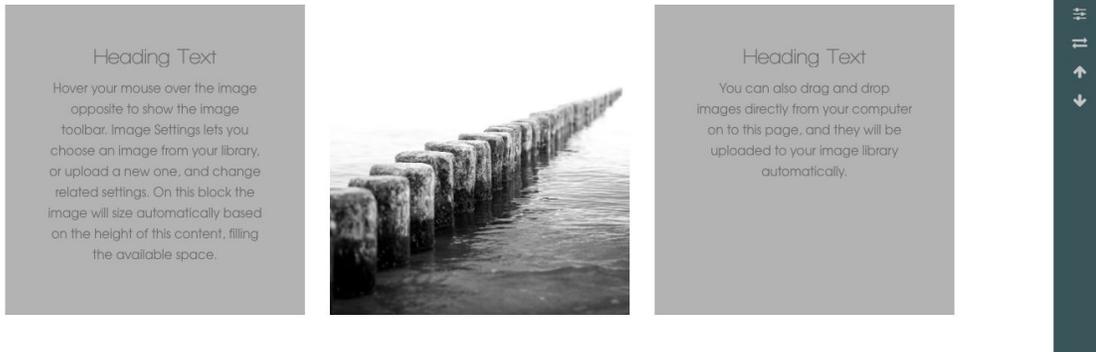


Content Blocks that have multiple variants are labelled with the following message when you hover the mouse over them “>Show Variants”. If you click on this wording, the variations of that Block are displayed, as seen below:



Adjusting and Customising Block Settings

Once a Content Block has been added to the page, a selection of icons will appear on the right-hand side of the Block. The icons are specific to the Block they are attached to.



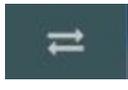
The icons and their function are shown below:



Delete Block - This will remove the Block from the page.



Block Settings - Allows you to modify and tweak elements of the block (See [here](#))



Change Layout - Displays the different layout variations of that Block style.



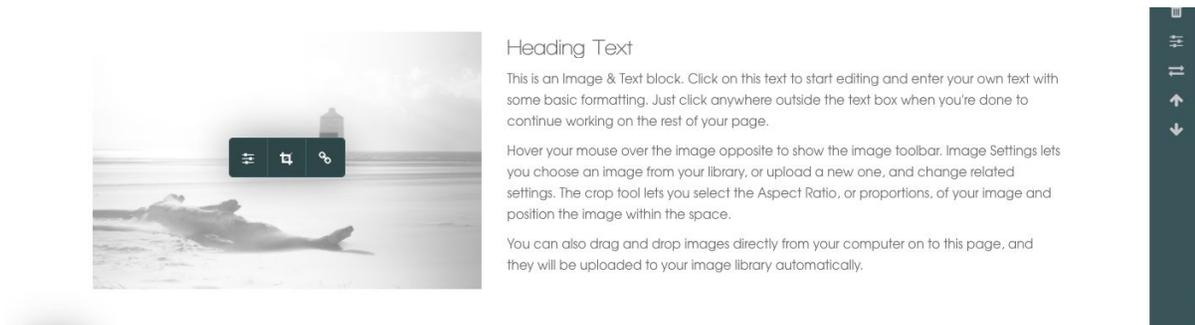
Move Up - Click to move the Block up one space on the page.



Move Down - Click to move the Block down one space on the page.

Adding Your Images and Text

After adding your Content Blocks onto your page, you will want to replace the example images and text with your own content. The image below shows the Image & Text Block with our default content. The example text included within the blocks are instructions and information about that specific block. It's worth having a read through this for added detail and tips so you can get the best out of these new, content building tools.



To replace the example image with one of your own, place your mouse cursor anywhere over the image and the following icons will appear.



Image Settings - Set an Alt Text for the image and enable the option for the image to be enlarged when clicked.



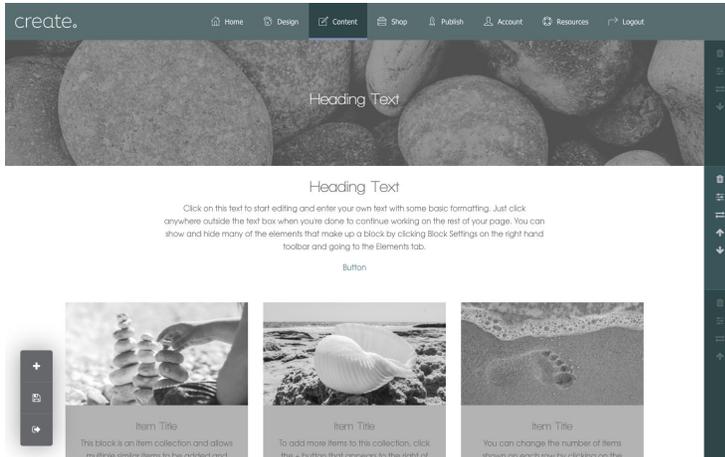
Crop - Change the aspect ratio and alter the positioning of the image.



Link - Use this to turn your image into a link to another page on your site or an external website.

Building A Page

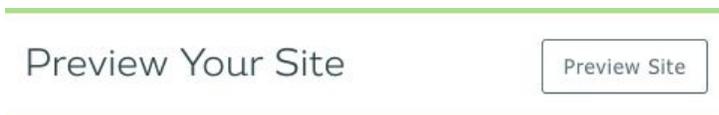
Once you have several blocks on the page, you are free to re-organise these to your preference. You can move blocks up and down the page or delete any unwanted blocks. Using the new features, it's very quick and easy to achieve the page layout you desire.



When you are finished setting up your page or just need to log off from Create, make sure to save your progress by clicking on the Save Page icon displayed in the lower left of the screen.



Once you've finished setting up your page content, the best way to view how your website looks with your current choice of theme is to Preview the page in Publish > Preview section of your account.



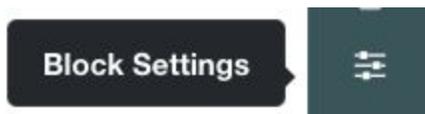
Preview your site in a new browser tab to see how your website will look if you publish it now.

An Introduction to Block Settings

With our new content builder, you have the option to edit the settings of each of the blocks you place on a page. This gives you control over how you want each block to look and behave when it appears on your website.

In this section, we will look at the four different areas of the Block Settings and what changes can be made.

To edit the Block Settings, once you have added a new block to a page you will see several symbols on the right-hand side. The second icon on the list is your Block Settings.



Once you click on the block settings, you are given four different tabs to choose from - 'Block', 'Background', 'Animations' and 'Elements'.



You can jump ahead to a section by clicking the links below:

[Block](#)

[Background](#)

[Animations](#)

[Elements](#)

Block

The first tab is the 'Block' tab. This section allows you to edit both the Colours of your Block as well as adjust the height.

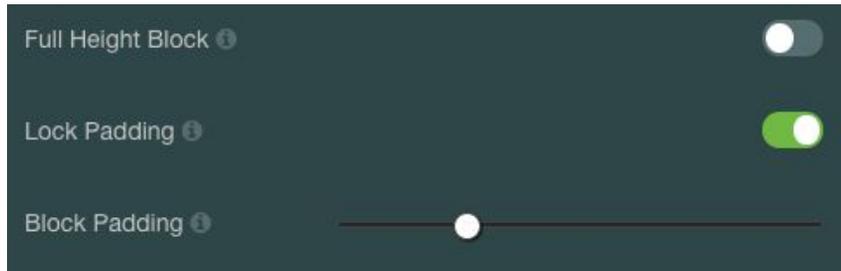
Colours

When editing the colours of a block, you are given four options:



You can use these to flick between different colour options that have been preset in your Design Studio.

Height



When editing the height of your Block you can choose between having the block at Full Height, which when toggle ON will set the block to the standard height that has been pre-set or you can choose to manually edit the Padding of a block.

Padding is the term used for the area at the top and the bottom of each block - this is the space above and below the main content.

When 'Lock Padding' is switched on, as in the above image, you can adjust the padding using the slider. This will adjust the top and bottom padding at the same level.

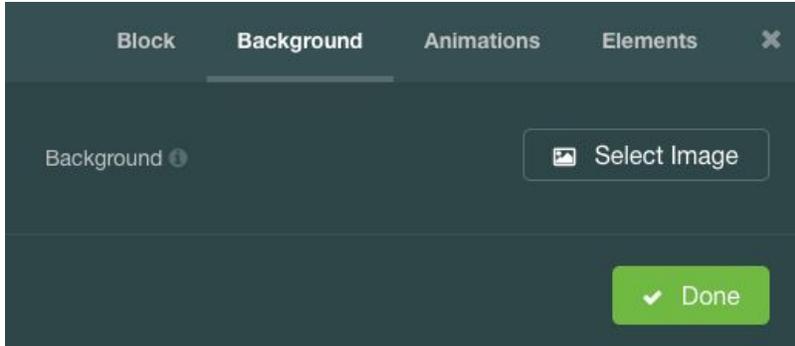
However, if you wanted to adjust the top and bottom padding separately, you can toggle 'Lock Padding' off and manually adjust each by using the new sliders that appear.



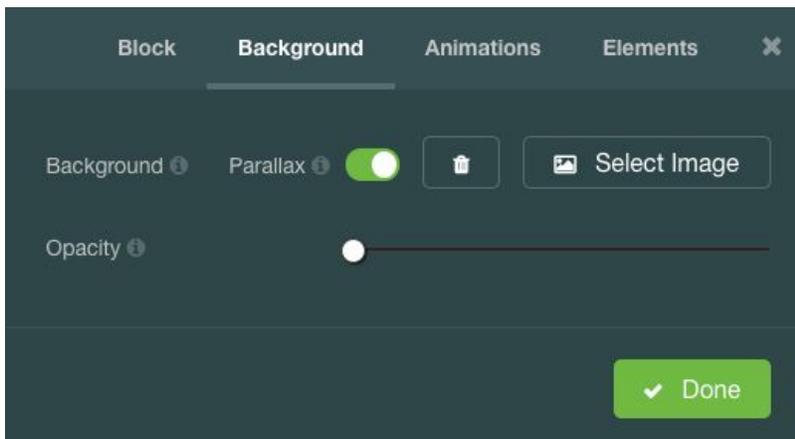
This will allow you to move content closer together or further away on a page, either giving the appearance of blocks combining or showing that they completely different areas of the page.

Background

The Background tab allows you to add your own background image to each individual block. You can either upload a new image or select from the Images you have saved on your Account.



Once you have selected an image, you will be given further options.

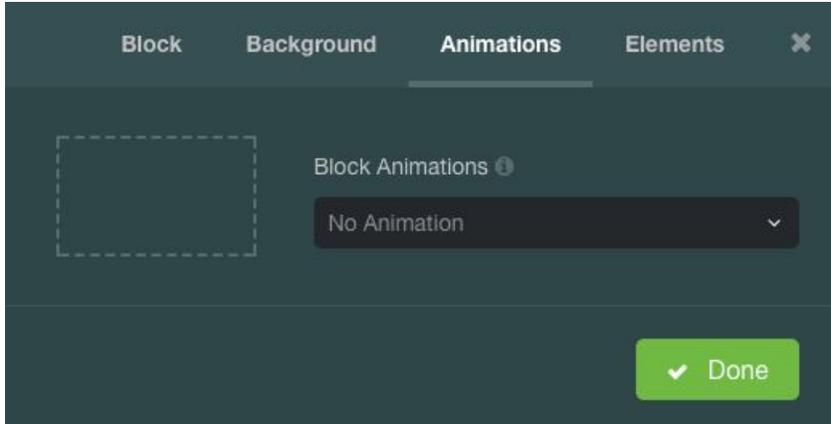


Parallax - Parallax gives your background an amazing illusion of depth and motion by letting the image scroll separately from the rest of the content in the block. As you scroll, more of the image is revealed!

Opacity - Opacity allows you to adjust the transparency of the image you have selected. This is great to make any other content on the block readable or to emphasise the background.

Animations

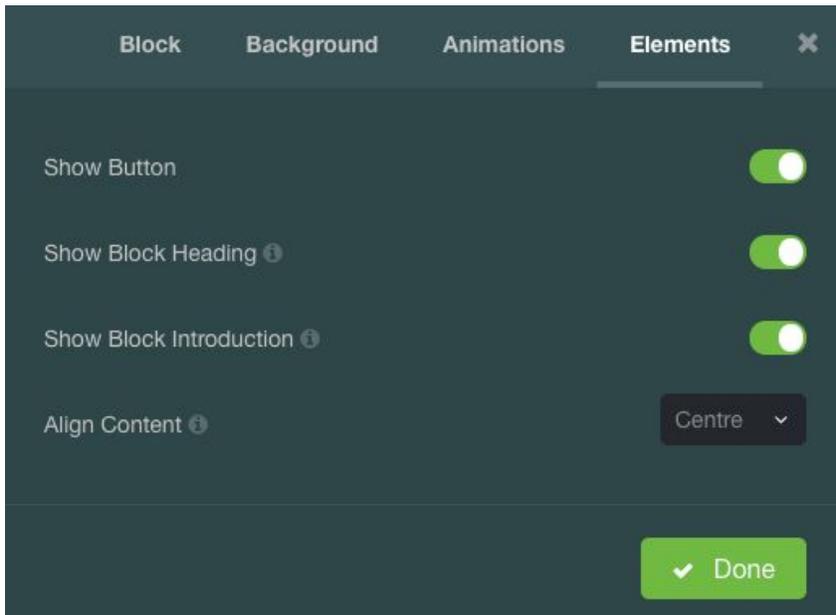
With our new content builder, you can animate each block so when you scroll down the page each block has a different action.



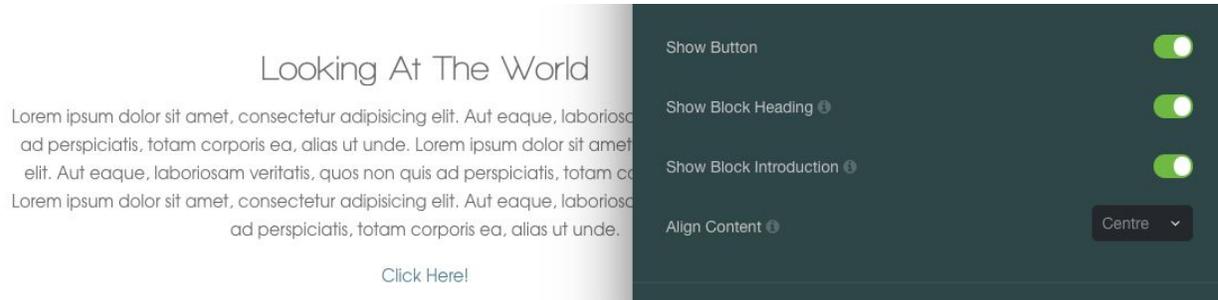
When choosing between the variety of options that are available, in the box next to the Animation Selector, you will get a preview of what each action will look like.

Elements

Every block in our new content builder is not restricted by the content that it already contains when you add it to a page. Under the 'Elements' tab you can choose if you wish to add a Button, a Block Heading, a Block Introduction and even if you want the text to be Left, Centre, or Right Aligned within the individual block.



The Elements that are already part of the block will be toggled ON, as seen above. With this, a block would look like:



However, if you were to switch off Elements, the page would automatically show the change:



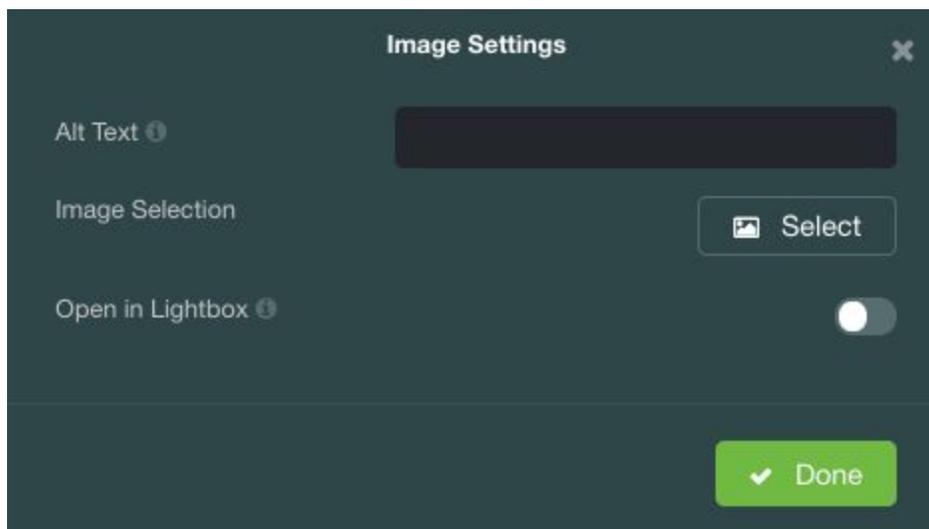
An introduction to Images

Once you've chosen the perfect image block for your website, the Image Settings within our new content building tools are easy to alter and adapt to fit your own style.

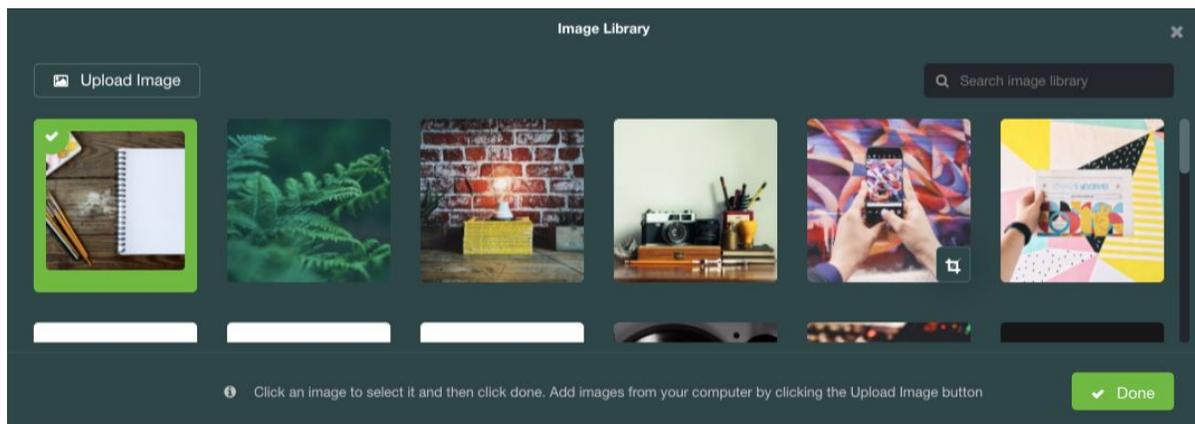
You can upload images directly into the block you are working on, as well as being able to make small edits once they are uploaded meaning you can get that perfect look for your Create site.

You can also add Alternative Text (Alt Text) or even link your images to other pages on your own site or external sites.

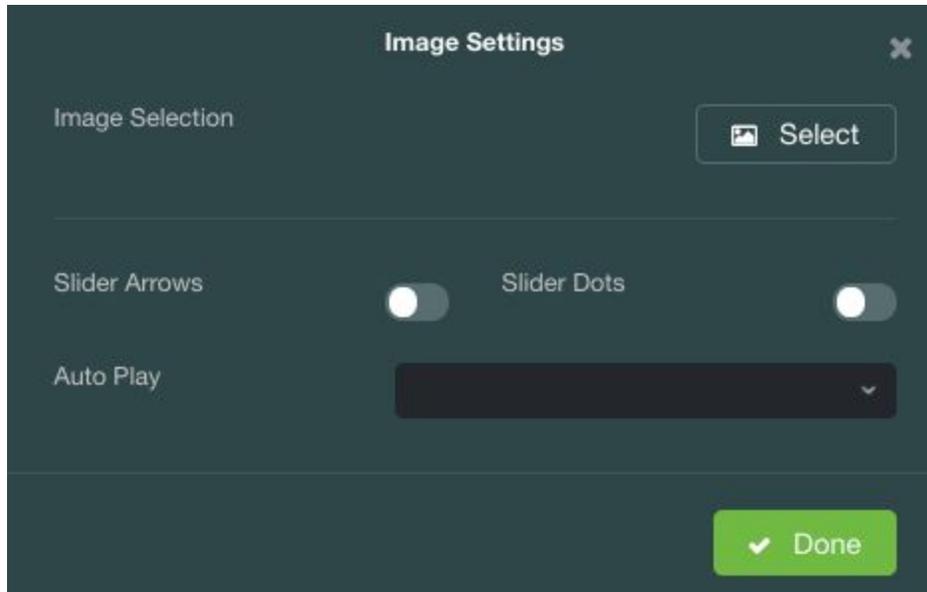
Image Settings



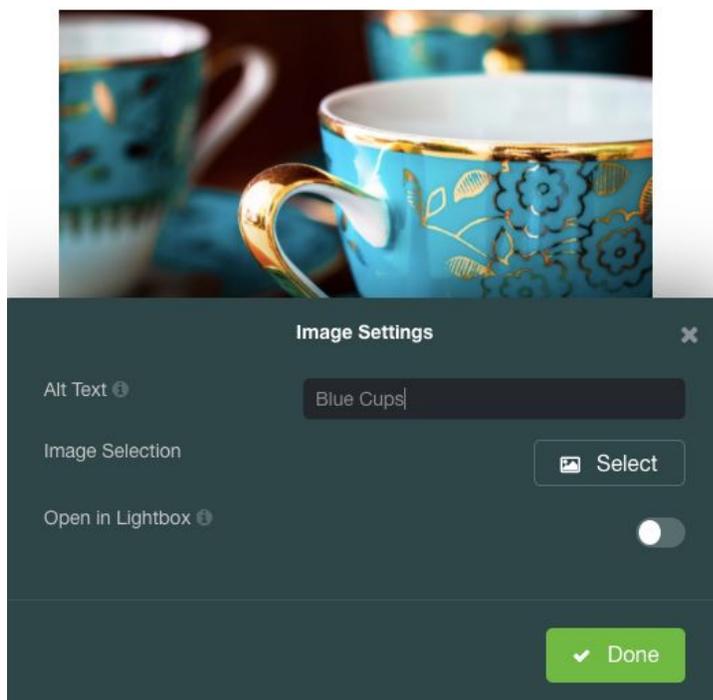
The Image Selection option is where you can view or upload images directly to your library - just click into Select and the Image Library appears as a new box.



You can also choose several images at once in order to create a slideshow. Once selected, you can then re-arrange the images in your preferred order by dragging and dropping them into place. Slider Arrows or Dots can be toggled, allowing customers to browse between each image. You can also set a time for how long each image will appear on the screen before automatically moving to the next.



In the image settings section you can easily add your Alt Text - these are important for your SEO (Search Engine Optimisation) and online ranking. The Alt Text needs to describe what the image is so that search engines can 'see' it and understand the content of your page. See the image below for an example of this:



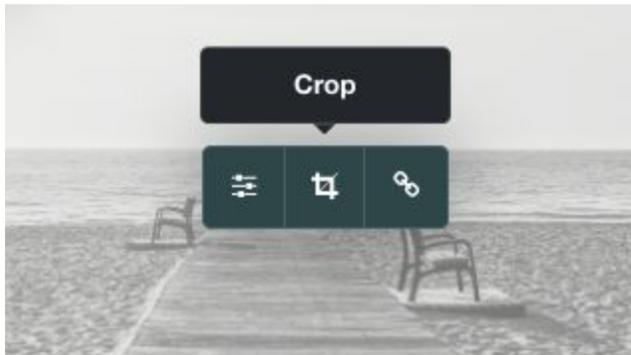
Lightbox

The Lightbox option makes your images stand out. This is perfect for your more detailed images or when you want your customers to be able to get a better view or close up of your products. Just toggle on the 'Open in Lightbox' switch and when your customer clicks your images, they'll pop out in a larger version on your site.



Crop Tool

You also have the ability to crop your images which is great when you want to focus on any particular details. The Crop tool gives you multiple opportunities to showcase your images in a more customised way, by allowing you to alter the width and height of the image.



Set your preferred aspect ratio by choosing from the drop down menu. There are several different options making sure you'll find the perfect setting for your image.



create.

Once selected, this allows you to move the image to the left, right, or up and down depending on the chosen aspect ratio.

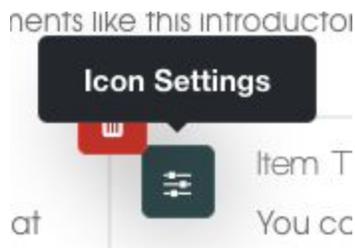
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An Introduction to Icon Settings

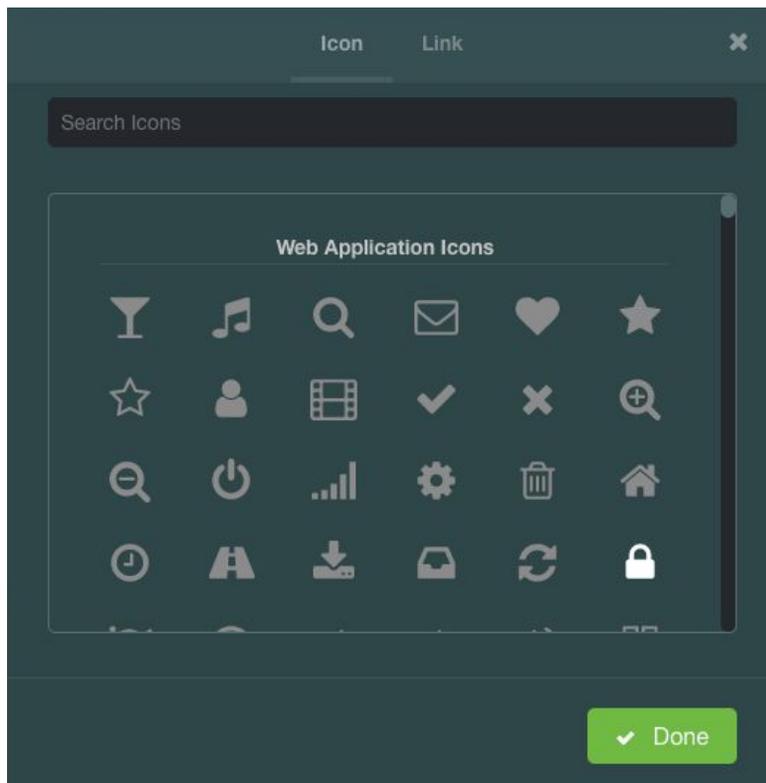
Icons in our new content builder give you a great way to share your Social Media profiles, no matter which platform you use. They also give examples of what features and services your company provides.

Our 'Social Icons', 'Features' and 'Icons and Text' blocks all use our Icon Settings and in this guide, we will look at the different areas of the Icon Settings and what changes can be made.

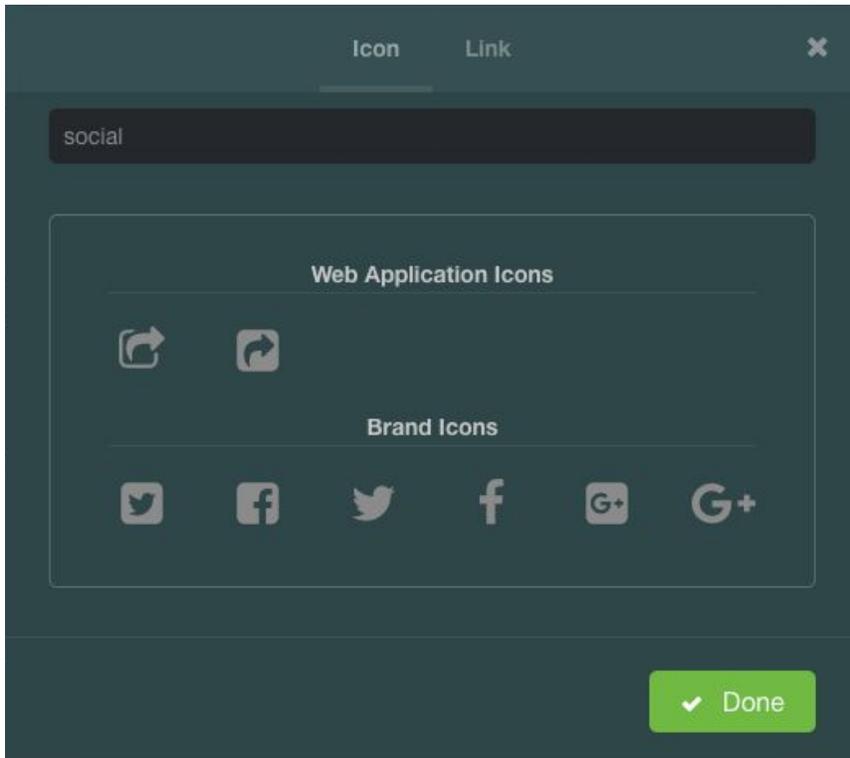
To edit the Icon Settings, once you have added one of the above blocks, you will need to hover over the preset icon and click the 'Icon Settings' option.



From there, you will be presented with our Icon Selector.

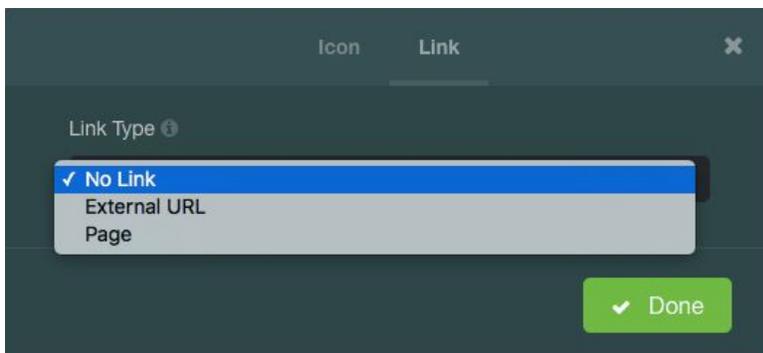


From here, you can scroll through all of the different icon options that we provide or use keywords to search through the library by typing in the 'Search Icons' bar. For example, if you wanted Social Media icons, you could just search 'Social' and the most relevant options will appear.



Once you have selected the icon you want, you can click 'Done' and see the new icon in its place.

Within the Icon Settings, you also have the option to add a link to the specific icon. This can link to an external page, such as a social media page, or another of your pages on your website.



Once you have added a link you can click 'Done'.

Remember to Save Changes by clicking the button the bottom left-hand corner of your screen once you have finished your work.

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Block Specific

This section will explain how to add specific blocks to one of our new content builder pages.

How to add a Google Map

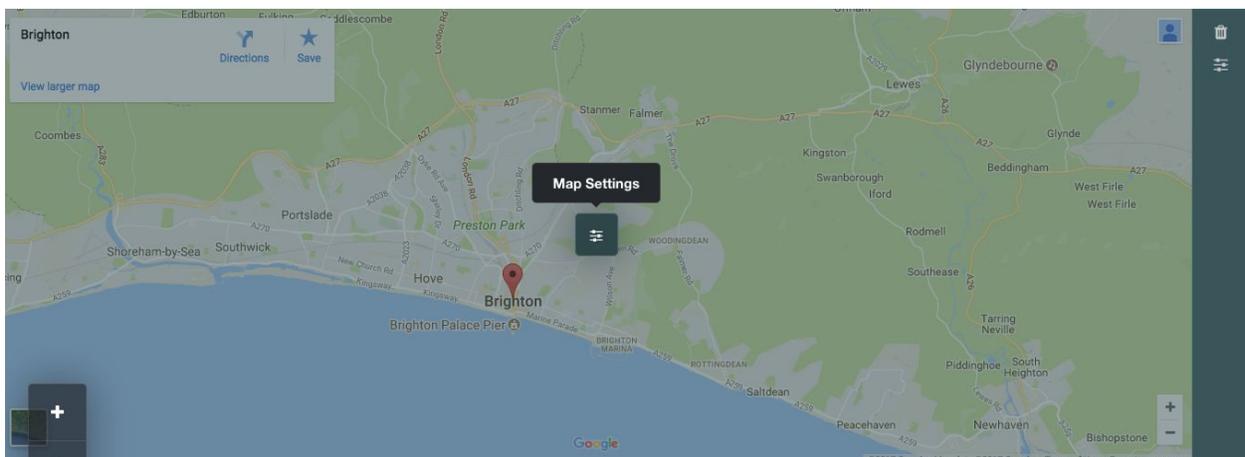
If you have an office or physical shop, having a map on your website will help your customers locate you even quicker. You can add a Google Map to your Create website with our new content builder on any page.

To add the Google Map to your website, you can follow the steps below:

1. Login to your Create account
2. Click 'Content' on the Top Menu
3. Click 'Edit This Page' (the pencil icon) next to the page you are going to edit
4. Click the Add Block (+) button in the bottom left-hand corner
5. Select the 'Full Width Map' block from the Block Selector



6. When you hover over the map you will see the 'Map Settings' option - click on this.



7. Enter the location you wish the map to show.



8. Click 'Done' then and the 'Save Page' icon in the bottom left-hand corner to save your changes.

How to add a YouTube video

Adding YouTube videos to your web pages is a fantastic way to show off additional content and we've made it extremely simple to do. To add a YouTube video you can follow the steps below:

1. Log into your Create account
2. Click 'Content' on the top menu
3. Click 'Edit This Page' next to the page you would like to edit
4. Click the + icon in the bottom left-hand corner to bring up the Block Selector
5. Select the 'Video' block and drag and drop it onto the desired place on the page. Before dragging it onto the page, you can click 'Variants' to select between various sizes of video
6. Click the 'Video Settings' icon
7. Paste the URL of your YouTube video into the 'YouTube URL' box
8. Click 'Done' then and then 'Save Changes' to save your changes.

If The YouTube Widget Is Not Working

If you receive an error message (see below) on the video on your live site there will likely be something wrong with the URL inputted.



Double check the YouTube URL to ensure that there are no extra characters or extensions that shouldn't be there. As a rule of thumb, anything appended after an ampersand (&) should be removed, along with the ampersand itself. You should also use the full link, rather than any shortened versions (so use youtube.com rather thanyoutu.be)

Youtube Video URL:

Your 'Youtube Video URL' is the URL address displayed in your browser address bar when viewing your video on the Youtube website.

`/youtube.com/watch?v=nsne1JRuVnI&feature=youtu.be`

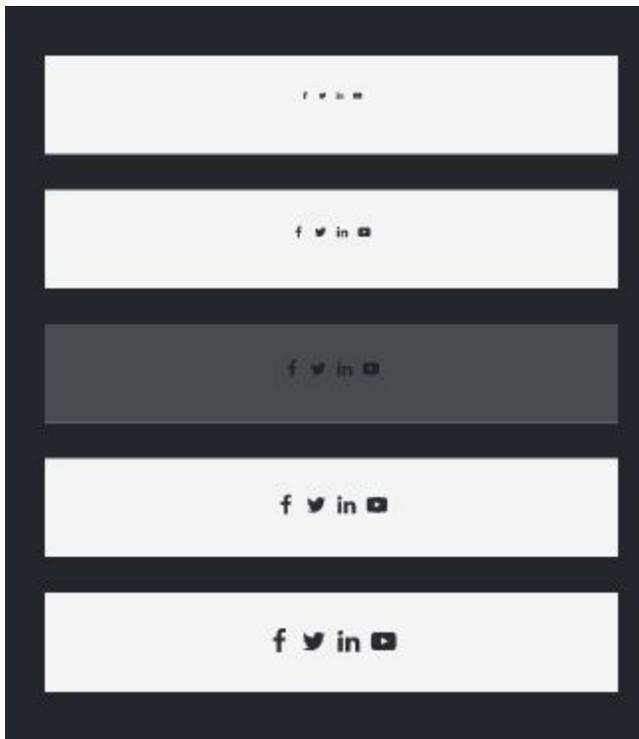
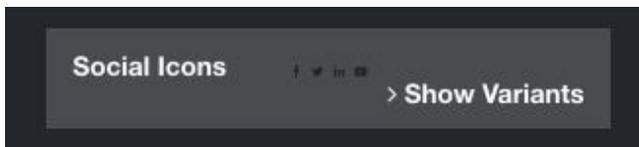
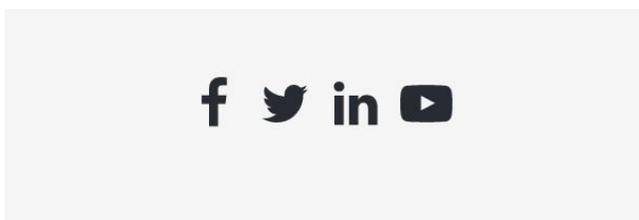
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How to add social icons

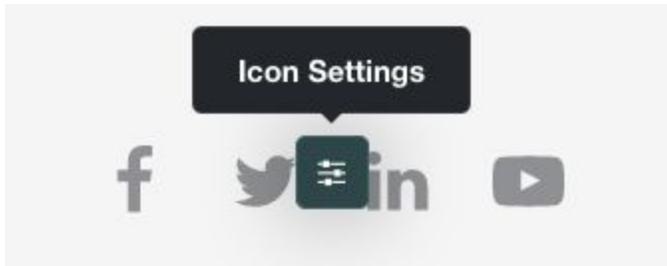
Our new tools makes it easy to add social icons to your website and connect them with your social media accounts. There are a wide variation of 'social' blocks you can add to your site that enable you to do this.

Adding a Social Block

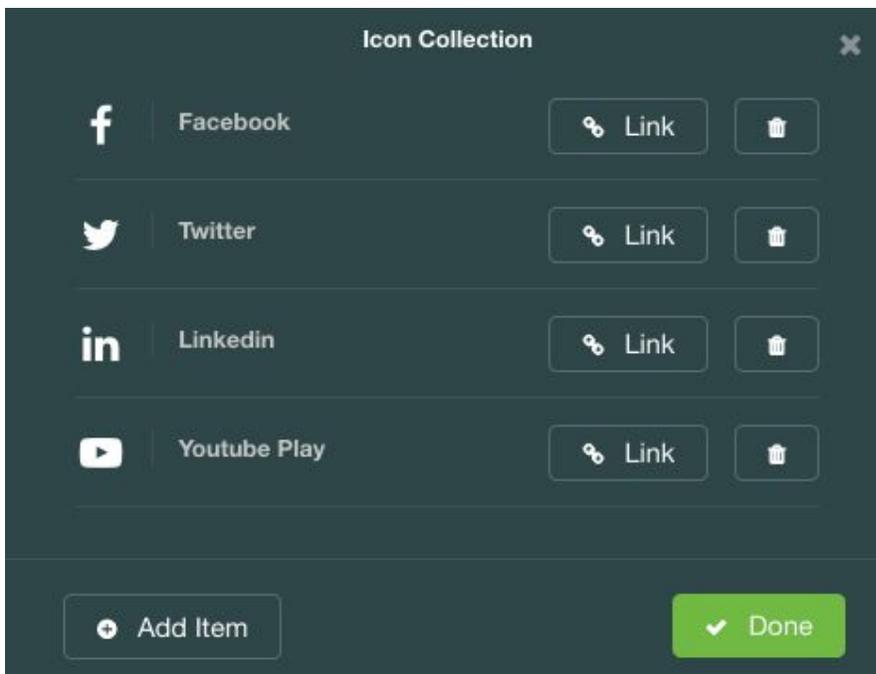
1. Login to your Create account
2. Click 'Content' in the Top Menu
3. Click the 'Edit This Page' (pencil icon) button next to the page you wish to edit.
4. Click the Add Block (+) button in the bottom left-hand corner
5. Select the 'Icons' block from the Block Selector



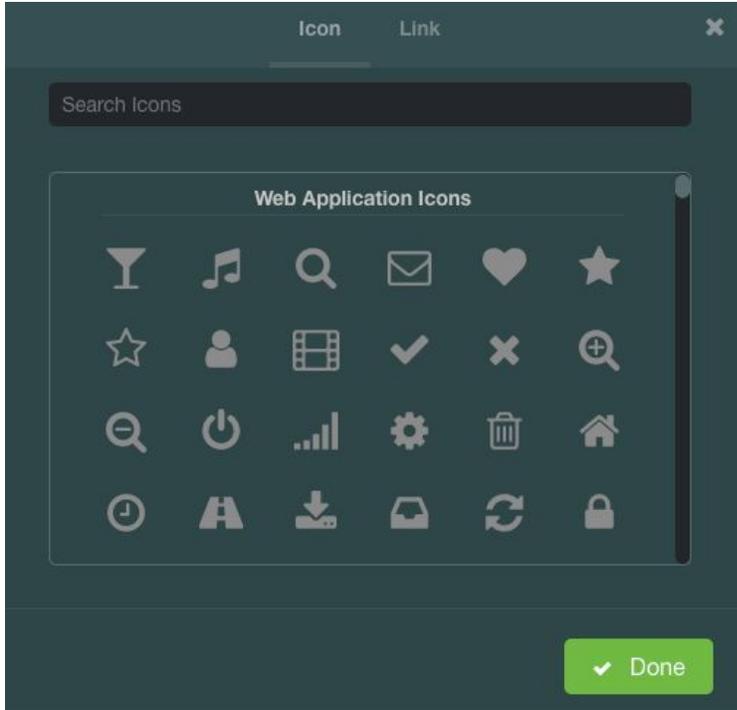
Once you've chosen the perfect size for your social icons, you can add your social connections and alter the icons themselves to fit your style and purpose in the Icon Settings



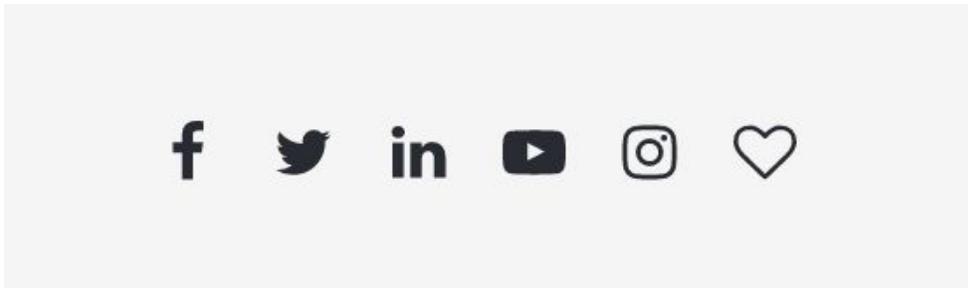
Here you are presented with the option to remove or add social icons, as well as the Link Builder, where you can add the URLs to your social accounts or sites.



The Icon Collection tool has all you need to edit your icons. By clicking on an icon, you have the ability to change the appearance of it. You can also add more icons and symbols by clicking the 'Add Items' button in the left hand corner; simply scroll down along the right hand side and you have a wide selection of different types of icons to choose from. Ranging from brand specific icons such as Pinterest and Instagram, to more traditional symbols, you have plenty of choice to find the perfect icon for your design.



Once you have made the changes click 'Done' and then 'Save Page' in the bottom left-hand corner and you will see any additional icons you have saved.



How to add Testimonials

One of the simplest, most effective tools you can use to show new customers how great your service is, is to have positive feedback and testimonials on your website. Our new content builder makes it easy to add testimonials anywhere on your site, whether you're looking for one comment to stand out or a whole string of amazing testimonials.

With our new content builder, there are several different types of Testimonial block that all work in the same way. Each version allows you to have an image, the quote from your customer, their name and a 'Location' or Company Name.



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

Name
Location

Adding the Block to your Page

To add a Testimonial Block to one of your pages with our new content builder, you can follow these steps:

1. Login to your Create account
2. Click 'Content' on the Top Menu
3. Click 'Edit This Page' (the pencil icon) next to the page you are going to edit
4. Click the Add Block (+) button in the bottom left-hand corner
5. Select one of the 'Testimonial' blocks from the Block Selector

One of the variants of Testimonial Block allows you to have multiple reviews on your page.

This block is an item collection and allows multiple similar items to be added and removed. You can drag these items to reorder them.



To add more items to this collection, click the + button that appears to the right of the final item when hovering your mouse over this block.

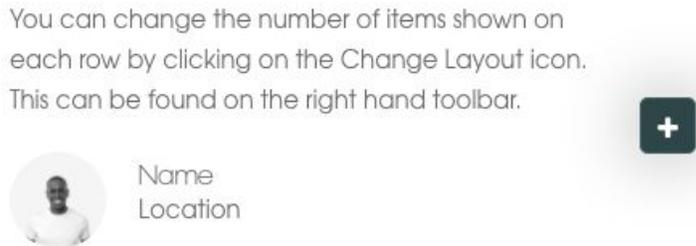


You can change the number of items shown on each row by clicking on the Change Layout icon. This can be found on the right hand toolbar.

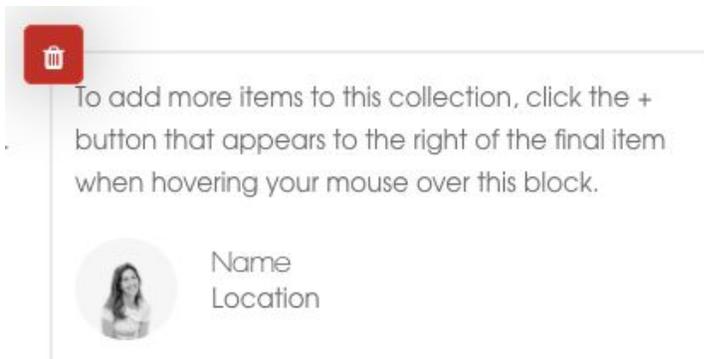


Adding or Removing Section

When hovering your mouse anywhere over the 'Testimonial' block, at the right hand side of the last item in the block a '+' will appear. Clicking this will add another section for you to customise.



When you hover over a section, in the top right corner of the image, a red trash can icon will appear which you can click on to remove it.

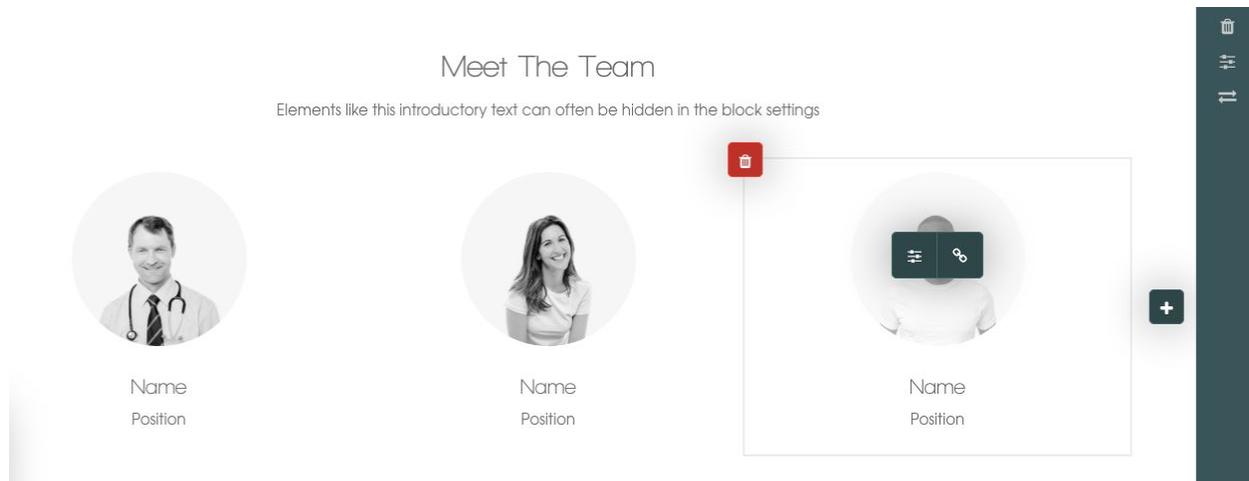


Once you have finished editing, make sure you click the 'Save Page' icon in the bottom left-hand corner to save your changes.

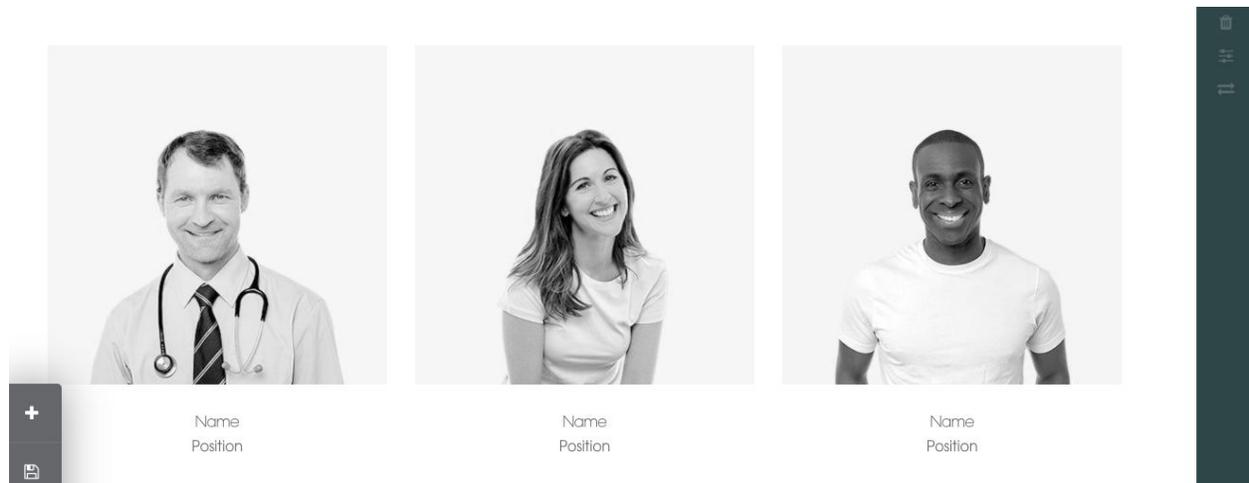
How to add the Meet The Team block

With our new content builder, you can give your customers a peak behind the scenes at your business by having a section of your site to introduce the people who work for your company.

There are two versions of the 'Meet The Team' block. Both can be edited in the same way, and you can choose to have a Block Heading and Block Introduction in the Block Settings regardless of which option you choose.



Version 1 - Circle Images



Version 2 - Square Images

By hovering over the image you wish to change, you can edit the Image Settings, Crop the Image or set up a link from it.

You can also edit the 'Name' and 'Position' options by simply clicking on the option you wish to edit and replacing them with your own text.

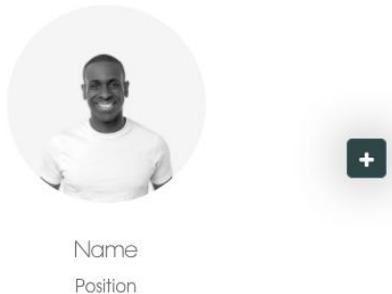
Adding the Block to your Page

To add a Meet the Team Block to one of your pages with our new content builder, you can follow these steps:

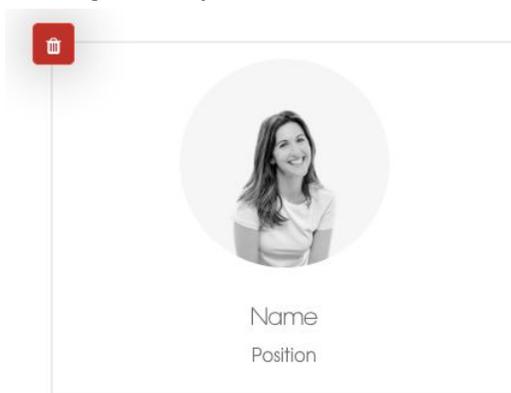
1. Login to your Create account
2. Click 'Content' on the Top Menu
3. Click 'Edit This Page' (the pencil icon) next to the page you are going to edit
4. Click the Add Block (+) button in the bottom left-hand corner
5. Select one of the 'Meet the Team' blocks from the Block Selector

Adding or Removing Section

When hovering your mouse anywhere over the 'Meet The Team' block, at the right hand side of the last item in the block a '+' will appear. Clicking this will add another section for you to customise.



When you hover over a section within the block, a red trash can icon will appear in the top left corner of the image which you can click on to remove it.



Once you have finished editing, make sure you click the 'Save Page' icon in the bottom left-hand corner to save your changes.

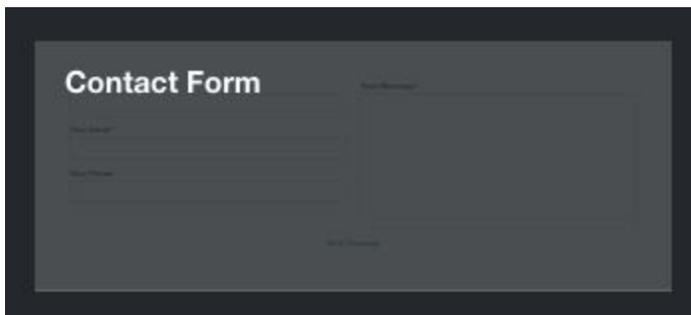
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How to use the Contact Form

In our new content builder, you can add a Contact Form to any page you like, giving your customers the option to get in touch with you no matter where they are on your website.

Adding a Contact Form

1. Login to your Create account
2. Click 'Content' in the Top Menu
3. Click the 'Edit This Page' (pencil icon) button next to the page you wish to edit.
4. Click the Add Block (+) button in the bottom left-hand corner
5. Select the 'Contact Form' block from the Block Selector



This will add the default Contact Form to your page. When this form is completed by your customers on your website, the email will automatically send through to the address you have in the 'Site Information' area of your Create account.

Editing a Contact Form

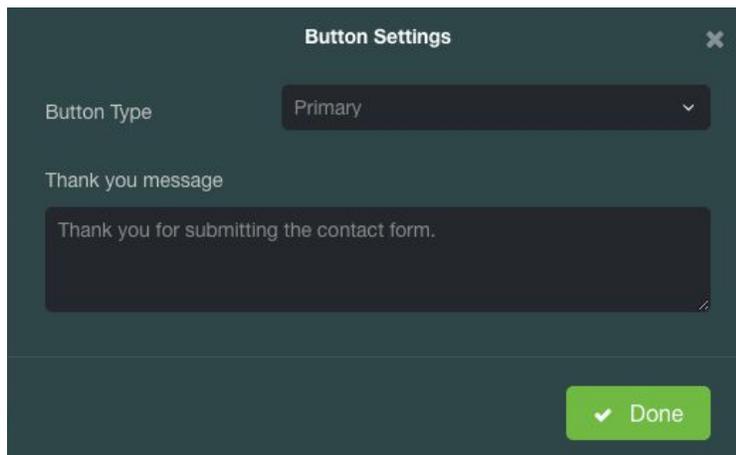
The Contact Form block comes with the option for your customers to enter their Name, Email, Phone Number and a message. You can edit the titles of these areas by clicking on the one you wish to edit.



You can also edit the text of the 'Send Message' button in the same way. If you hover over the 'Send Message' option, you can edit the 'Button Settings'.



Within the Button Settings, you can choose the format of your button as well as the Thank You message that will be displayed to your customer when they complete the form.



Once you have made the changes click 'Done' and then the 'Save Page' icon in the bottom left-hand corner to save your changes.

Adding Content

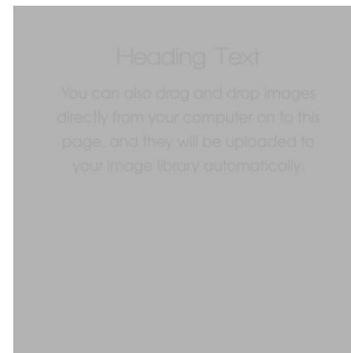
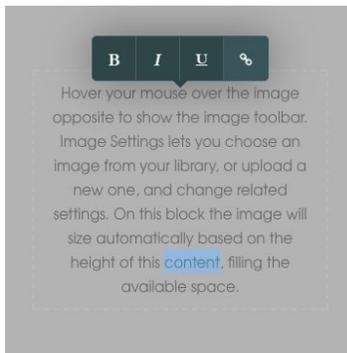
This section will explain how to add certain content to one of our new content builder pages.

Adding links on a Content Page

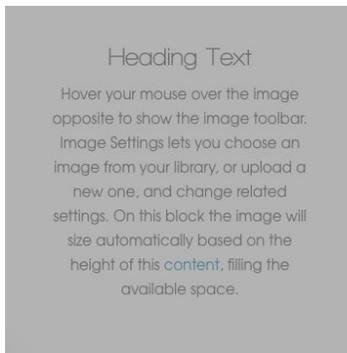
On a Content Page, you can set up both text and images to become a URL link. You have the choice of either linking to one of your own pages or to an external website.

The process of adding a link is very simple and is the same regardless of whether you are adding it to an image or text.

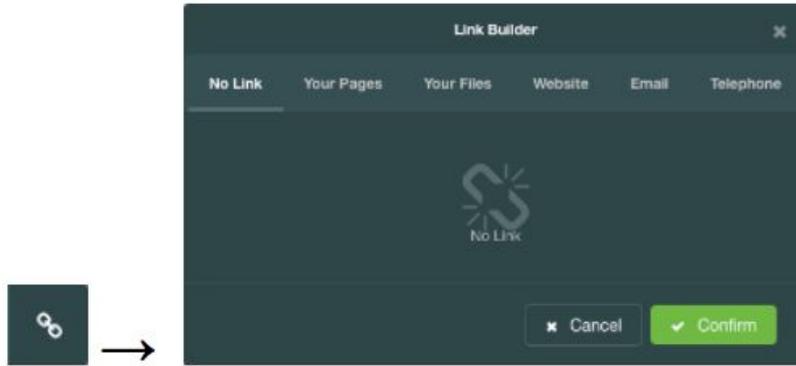
Beginning with text, select the text that you would like to become a link. The text editor toolbar will appear, as shown in the image below.



To add a link to an image, click on the image of your choice and the Editor tool will pop-up, as shown in the image below.



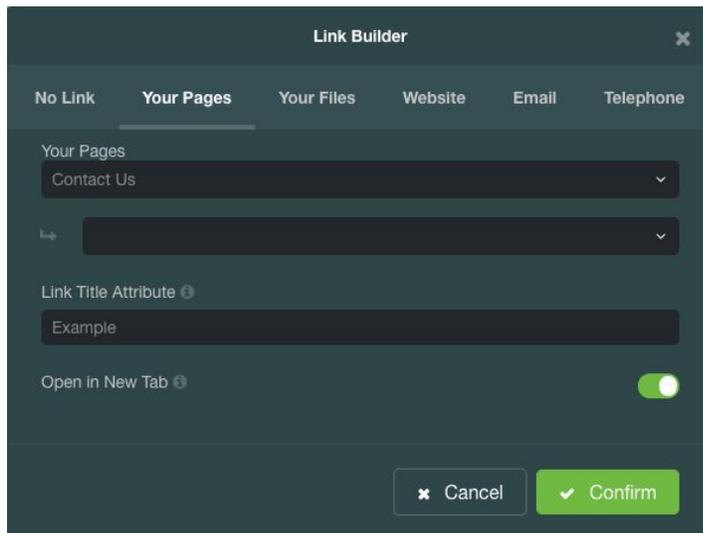
Clicking on the link icon in the editor toolbar for either images or text, will open the Link Builder pop-up menu, shown below.



Within Link Builder, there is a series of tabs. It is here you select the type of link you would like to set up for the link you are creating. There are several options available including various sections of your website, files you have uploaded and external URLs.

Linking to Website Pages

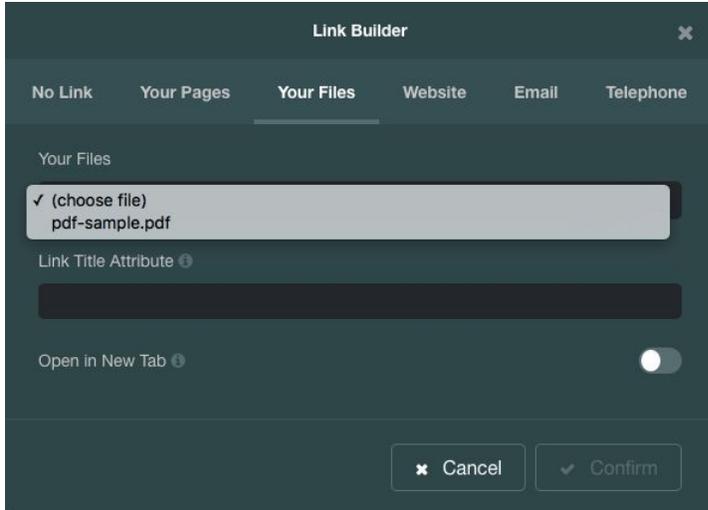
When creating a link to a part of your website, select the “Your Pages” tab and use the drop-down menu to display the sections of your site. Any pages and shop categories you have on your website will be available to select. In the image below, I’ve selected the Contact Us page.



After selecting the required page, you can then give this link a title and decide if the link will open in a new tab or not. Clicking confirm will then setup the link.

Linking to Uploaded Files

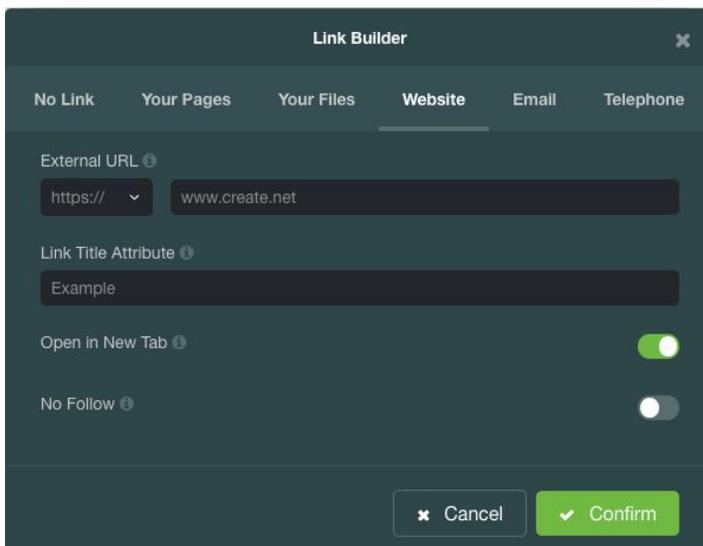
If you would like to link to a pdf file, for example, Create allows you to do this. Any files you have uploaded to your account, will appear in the drop-down menu of this menu. A pdf file is being used as an example if the image below.



Selecting the file and clicking confirm, will save the link to that file, on your website.

Linking to External Websites

Selecting the Website tab, will provide options for you to enter the URL and decide how the link will open, as shown in the image below.



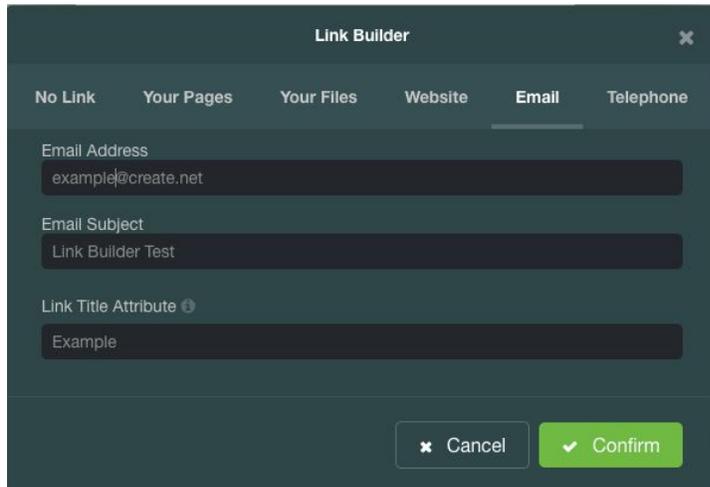
For this example, I have used the URL "www.create.net", which is where the link will lead when clicked on. The 'Link Title Attribute' is what will appear when you place your mouse cursor over a link, I've entered "Example".

"No follow" will prevent the link you've setup from being crawled by search engines. In this menu, you can also decide if the link will open in the current window, or a new tab.

After entering the above details, click on Confirm and the link will be set up.

Adding an Email Link

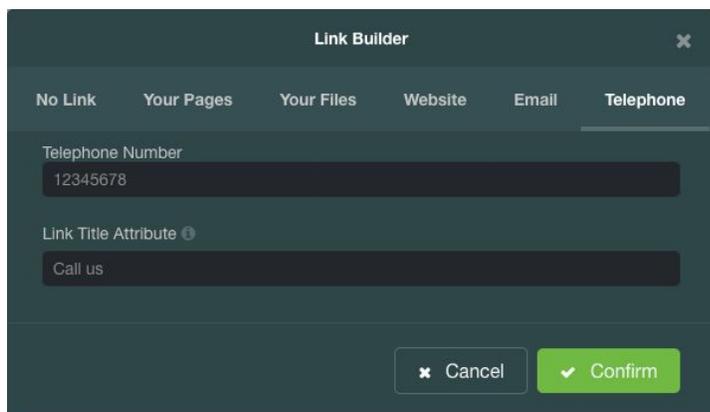
You can also add an email link to your website by selecting the “Email” tab in Link Builder. Here you enter the email address you would like the email sent to, along with an email subject which will autofill when the email template is opened. In the image below, I’ve set the email as “example@create.net” and the Email Subject as Link Builder Test.



The screenshot shows the Link Builder interface with the 'Email' tab selected. The 'Email Address' field contains 'example@create.net', the 'Email Subject' field contains 'Link Builder Test', and the 'Link Title Attribute' field contains 'Example'. At the bottom, there are 'Cancel' and 'Confirm' buttons.

Adding a Click to Call Link

Finally, you can set up “click to call” links on your website. With this, you can set up a link, when this is clicked, it will allow your customers to call a phone number of your choice, directly on their phone.



The screenshot shows the Link Builder interface with the 'Telephone' tab selected. The 'Telephone Number' field contains '12345678' and the 'Link Title Attribute' field contains 'Call us'. At the bottom, there are 'Cancel' and 'Confirm' buttons.

Just enter the Telephone Number you want to be dialled and a title of your choice. I used “Call Us” for this example. Clicking confirm will then complete the link set up.

A visitor will now be able to click on the link to automatically call the number you have entered, on the device they are using to browse (if calling is supported).

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How to add an image gallery

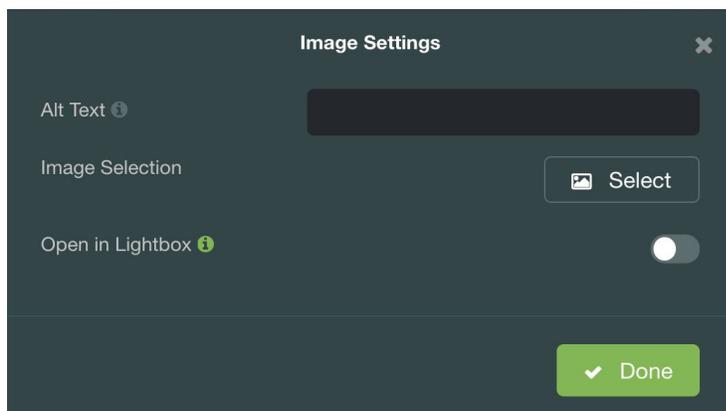
Image galleries are a fantastic way to showcase high quality images on your website. In this guide we will look at how you can add an image gallery to your own webpages.

To add the image gallery feature to you web page, follow the steps below:

1. Log into your Create account
2. Click Content on the top menu
3. Click Edit This Page (the pencil icon) next to the page you would like to edit
4. Click the Add Block button in the bottom left-hand corner
5. Drag and drop the Image Gallery content block onto the desired area on the page.

You'll notice that before dragging the content block onto the page, you are able to select between a variety of different image sizes by hovering over the block and selecting 'Show Variants'.

Image Settings



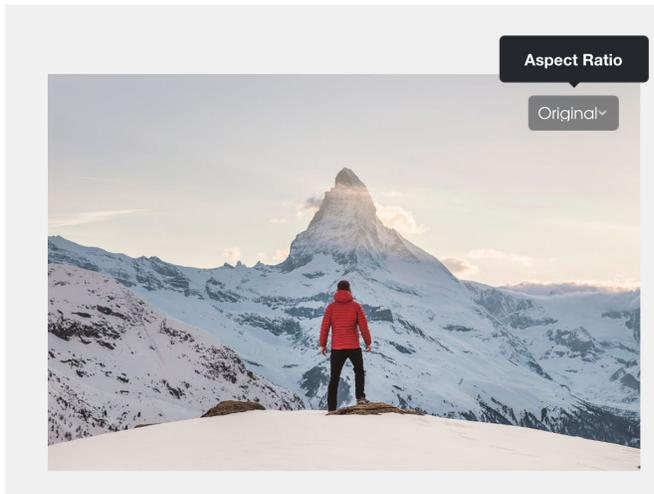
If you hover your mouse over the image and click Image Settings you will be presented with the above box.

To add an image, you can click Select next to Image Selection to either upload an image from your computer or choose from an image you have already uploaded to the Images area of your Create account.

Once you've added an image, you can add some text into the Alt Text box to describe the image. Because Google and other search engines can't see images, they rely on alt text to tell them about image, so make sure you write a short descriptive sentence for each image you upload.

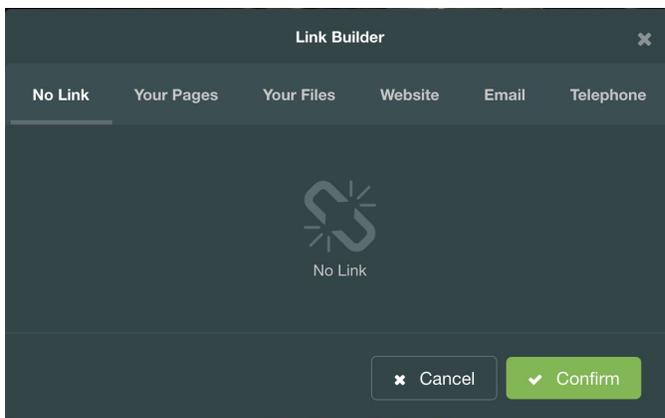
Lastly, the Open in Lightbox setting means that when a user clicks on an image in your gallery, this will expand the image to full-screen. You can choose to have the function turned on and off by toggling the switch.

Crop Settings



Clicking the Crop button on the image will allow you to choose between a variety of different aspect ratios which will slightly re-crop your image on the page. This is a really handy tool if the images you are uploading are slightly different sizes. Giving the images in your gallery the same aspect ratio will mean that they will all be the same size on the page.

Link Builder



The last of the three options is the Link Builder option. Using the different options presented on the menu will allow you to link to one of your web pages, an external page, one of your files or even create a click-to-call or email link.

To add more images to your gallery, you'll notice a little + icon to the right of the last image you have uploaded. You can click this icon as many times as you want in order to keep adding images. You'll also notice a little red trash icon in the top left-hand corner of each images allowing you to delete any images if needed.

create.

Once you've added all of your images to your gallery, you'll notice that you can reorder your images by simply dragging and dropping them into place.

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How to make a slideshow

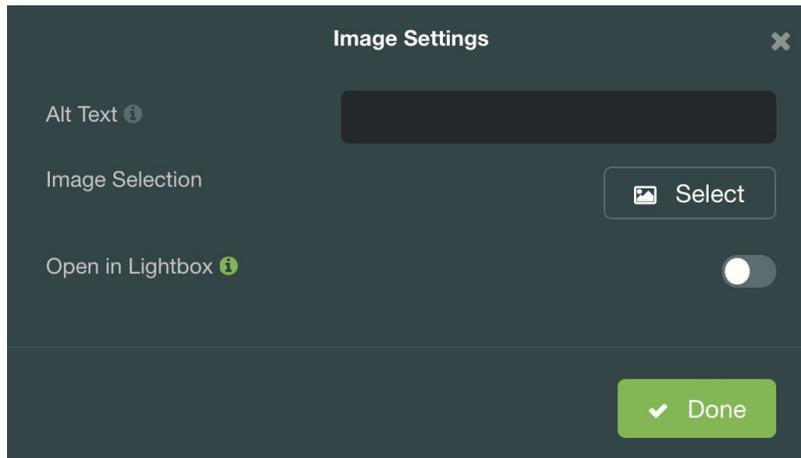
With our new content builder you can create a slideshow using any of the content blocks that allow you to upload your own image.

For this example, we'll use the 'Image' content block.

First of all, you can follow the steps below to add the 'Image' content block to your webpage:

1. Log into your Create account
2. Click Content on the top menu
3. Click Edit This Page (the pencil icon) next to the page you would like to edit
4. Click the Add Block button in the bottom left-hand corner
5. Drag and drop the Image content block onto the desired area on the page.

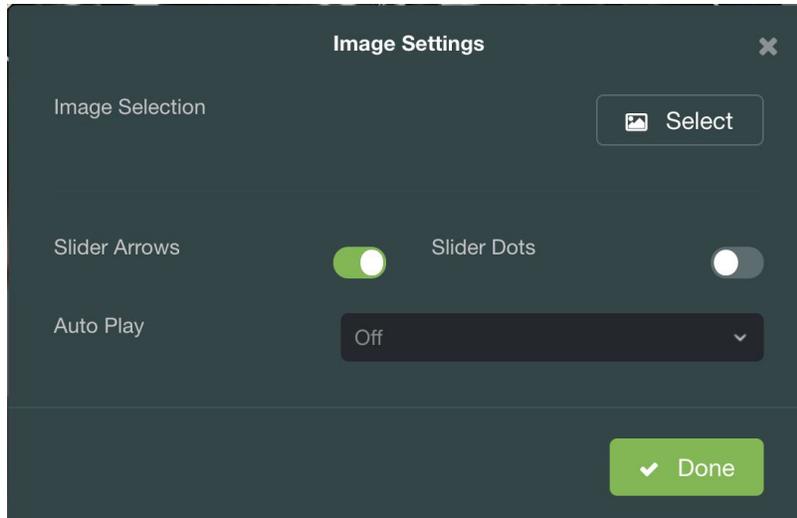
If you then click Image Settings, you'll be presented with the below box:



The screenshot shows a dark-themed 'Image Settings' dialog box with a close button (X) in the top right corner. It contains three main sections: 'Alt Text' with an information icon and a dark input field; 'Image Selection' with a 'Select' button featuring a camera icon; and 'Open in Lightbox' with an information icon and a toggle switch that is currently turned off. At the bottom right, there is a green 'Done' button with a checkmark icon.

If you click Select this will bring up a window allowing to select which images you would like to use. The images presented will be the images you have stored in the Images area under the Content option in the top menu. You also have the option to upload images straight from your computer.

Selecting multiple images and then clicking Continue will bring up the slideshow setting options:



With these options, you can choose whether you would like to display left and right arrows either side of your image or even slider dots below the image - both settings allow your customer to flick through your slideshow at their leisure.

You also have the option to choose an Auto Play duration which will automatically flick through your photos after a short delay.

Once you've clicked Done, if you hover your mouse over the slideshow you'll notice you have the option to crop your slideshow to a specific aspect ratio and you also have the option to link you slideshow to a specific page in your website or external link.

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