

## **How To Build Your WebPage using Optimize Press**

All right, so you've already installed OptimizePress 2.0, well done.

Before you setup, I'm going to show you some of the basic settings and configurations that you can do on your OptimizePress theme before you start.

What you do is, go to OptimizePress, and go to dashboard.

So now you notice that there are options and I'm going to go through them one by one.

The first is "Header & Logo Setup". Now if there's any logo that you'd like to add, you can click "Select File"

You can add your header and logo right here, anytime you want.

Alternatively you can also upload a banner image, but that's totally up to you.

The next thing I'm going to look at is the "Favicon Setup".

This is for you to have a custom icon that you can upload into your pages to make it appear into your browser.

Next is "Site Footer". Now the default footer will appear as a copyright statement.

So here, I recommend you change the name to the name of your website.

If you like it to be timeless, I would recommend deleting the year and replacing it the copyright symbol.

Next is "SEO Options". For this, you can turn this on or off, it's totally up to you.

Next up we have the "LiveEditor Autosave".

I recommend turning this off because the more you edit your page, the more space it will take in your server.

Next is the "Promotion Settings". With this turned on, OptimizePress will sneak in their own address onto your pages.

You do not want this so I recommend you turn this off, unless you have a very special reason to do such a thing.

Next up, I think we can skip “Custom CSS” and go straight to “Typography”.

If you want to have a customized look of the text on your pages, you can change the fonts, sizes and color here.

It’s worth mentioning that if you want to make your text stand out, you can change the size of the text on the “Theme Text/Paragraph Styles” tab here.

You can also do the same for “H1”, “H2” and “H3”.

Further down, I think you can ignore the other settings here, unless you’re an advanced user and you know programming.

But most of the time, you don’t need to change any of these settings.

So, let’s click “Save Settings” [PAUSE] and then, “Success!

Your settings have been updated” Message will appear.

Moving along, you can check with “Analytics and Tracking”, but this is more for advanced users.

I’ve set up multiple OptimizePress pages and have not used any of these settings at all. So, I’ll leave this for the more curious to discover.

So there you have it, these are the settings you need to configure before you start building pages.

Next, I’m going to show you how to create a new page on OptimizePress.

So to get started, on OptimizePress, click on Create New Page.

Then, you’ll see that there’s a list and a variety of templates you can choose from.

There are many options that you can use such as “Opt-In/Landing Pages” [PAUSE] “Thank You Pages” [PAUSE] “Sales Pages” [PAUSE] “Webinar Pages” , “Membership Pages” And a lot more.

So, for most cases I really recommend that you use an existing template so that you can easily modify your pages and learn how OptimizePress actually works as a drag-n-drop solution to build mobile- responsive pages.

So for example, I would like to create a landing page.

So it kind of makes sense for me to choose a landing page template.

So, I’m going to pick my favorite here.

So let’s say I’m going to use this template here to build out landing page, click on the green button “Use This Template”.

Then, you’ll be prompted to name your page.

This is also the same name that will appear at the top of your browser. So let’s call it “Test Page”.

If you noticed, the “Page URL/Permalink” will be automatically generated.

However, you can choose to rename it to something else accordingly. I’m just going to leave it at that. So that decided it, let’s click on “Create Page”.

And EXCELLENT! The page has already been generated for you.

You can see that this is pretty much drag-n-drop, you can click and hold on the “Move button to move the rows around.

However, before you continue, what you want to do is click on “Save and Close”.

Then, go to “Pages” [PAUSE] “All Pages” [LONG PAUSE] And you’ll notice that the page is still in draft mode.

This is to say that this page is now viewable in the internet by anyone else other than you.

So to make the page video visible, what you do is click on “Quick Edit”, Select “Status”, click on “Published” then click update.

You’ll notice that this page is now viewable on the internet.

Next, there are 4 settings I want to touch on which is layout settings, colour scheme settings, typography settings and page settings.

The first setting that I want to go to is the layout settings. So there are a few options you can look at here. The first is the page thumbnail.

This allows you to add a page thumbnail. You can upload your own or select from the gallery.

OptimizePress has a selection of quite a few thumbnails but I’m going to just select one here. And this will be set as your page thumbnail.

Next you can go to header settings where you can select your header styles, for example this style which has a logo and also links alongside it.

There’s also a banner with navigation below it.

This is the select menu for the navigation bar which you can use and also the navigation font.

These are options / setting for the fonts you want to use. I’ll leave this as it is.

The next setting I want to take a look at is the feature title.

However, for most of us, we wouldn’t need a feature title so I’ll leave it at that.

The footer area is also optional; you can turn this one on or off.

In my case I’ve turned this off. You can also select the footer navigation here. Here is the navigation font style.

Enable this option if you want an extra-large footer and if you want to put a disclaimer, you can put it here.

If you're satisfied with the layout settings here, you can click update straightaway. The page will refresh.

Next up, I'm going to go to colour scheme settings. It has only one option which is page colour settings.

There are 6 options here but I'm going to focus on overall page colour options.

Here you can upload a repeating background image and you can select a file here, and also choose a background colour for your page.

This is the setting for your page hyperlink colour.

Every hyperlink on your page will have this colour if you set it here. This is the normal colour and this is the hover colour.

So let's say you want to change your hyperlink to a different colour and the hover colour to something else, you can do so here.

If you're satisfied with the page colour options, you can click update.

So if you notice, the link colour that I have set just now reflects here. And if you hover over the link, you can see the colour changing.

Next is the typography settings. This is where all the font styles of your page will be dictated.

Now, the 3 main fonts that I want to focus here are theme text / paragraph styles, and H1 and H2 heading styles.

For others, unless you're building a very complex page, you wouldn't need to set them.

One word of advice is you would want to streamline your pages with only 1 or 2 font styles.

This is because your pages will look unattractive if you cram too much font styles in them.

The 4<sup>th</sup> setting I want to go into is actually the page settings. There are 4 options here, and here is other script.

Unless you're an advanced OptimizePress user, you would want to skip on this.

OK now the 4 settings have been looked into, so there you have it; that is how you set layout, colour scheme, typography and page settings on OptimizePress 2.0

Lastly, I'm going to show you how to create and add new rows & elements on OptimizePress.

What you're seeing here is a "New Page". So what you do is click on the "Launch Now" button under "Live Editor", and a new window will open.

What I'll focus on is this, Add New Row Button. So go ahead and click it, a window will pop up.

As you can see, there are a variety of row styles you can choose from such as Simple Layouts, Complex Layouts ^ Feature areas.

So I'm going to focus on the Simple Layout, specifically the 1 Column Row. So highlight it and click on the button Insert into Page.

Alright, so there's our new row placed on the page. There are 6 option buttons on each row.

Next is adding Elements into your page. What you do is click the Add Element button here and a window will pop up.

You can add many elements into your page such as images, text, videos, buttons and many more. For this purpose, I'm going to add an image.

I'll go ahead and type "image" here [PAUSE] and choose the 3<sup>rd</sup> option. In Step 2 there are many image options you can choose from but I'm going to choose the 1<sup>st</sup> one. Now we reach step 3.

Here, there are also option to add an image, a large image, the custom width option, the image width, the caption, the link URL, the option to open the link in a new window, the image alignment and the margins of the image.

Alright, what I'm going to do is click select file under "Image". There are also options here, From Computer, the drag and drop option, from URL where you can copy and paste the URL link of images here, and also from your own Media Library on OptimizePress.

Go back to From Computer, click Select Files and choose an Image as I do here. And click Open.

It's loaded now, so here, you can see the image and details, the title here which you can change, the alternate text, caption, description, the link URL of the image, I'm not going to touch all this, and go ahead and click Insert Into Post.

It's now displayed here [PAUSE] So I'm going to scroll right down and click on Insert.

And there you have it, you have successfully added a new Row & Element to your Page!