



## Branding guide

Describes the various aspects of the white label website builder that can be customized.

<i>Version:</i>	0.4
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## Introduction

This document describes the aspects of the whitelabel Slimsite websitebuilder that can be customized and/or branded.

Most options are optional, when no alternative is provided default (white-labeled) content is used.

## Branding options

The following table describes the various aspects of the website builder that can be customized and the information and/or contents needed to set this up.

### Basic branding

<i>Aspect</i>	<i>Description</i>	<i>Needed</i>
Domain name	<p>Domain where the publisher is running. The publisher is the online web application where the customer makes changes to the website before publishing.</p> <p>Can be a domain or subdomain. (example.com / websitebuilder.example.com )</p> <p>The actual website builder runs on the url "/publisher". The domain or sub-domain itself can optionally redirect to another site.</p>	Slimsite will provide A records for the domain name. These records should be configured by the Reseller.
Websitebuilder name	The generic name of the websitebuilder. Defaults to "Websitebuilder". Displayed on different places, i.e in the mobile version.	Rellerer provides a (max ~ 25 chars) name for the website builder.
Logo	Displayed in the desktop and tablet version in the toolbars.	Reseller provides a PNG image, size 50x50 px. Should look good on dark backgrounds. (#333)
Favicon	Used as favicon of the websitebuilder itself; and for published customer sites that are using the free plans.	Reseller provides a PNG image, max size is 30x30 px.

### Upsell

<i>Aspect</i>	<i>Description</i>	<i>Needed</i>
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Demo message	<p>Shown as a message on the top of the screen when visitors start a demo of the websitebuilder.</p> <p>Demo sites cannot be published, the demo message should convince visitors to view the website / store.</p>	<p>Single line of HTML, can contain link tags (&lt;a/&gt;) and bold tags (&lt;b&gt;&lt;/b&gt;)</p>
Demo publish popup content	<p>Shown as popup when a visitor using the demo clicks the publish button.</p>	<p>One or more lines of HTML, can use &lt;p&gt;, &lt;a&gt;, &lt;p&gt; and &lt;br&gt; tags.</p>
Mandatory site footer	<p>Shown below published customer website, if the customer has a plan that does not remove the mandatory footer.</p> <p>If the customer upgrades the footer is automatically removed.</p> <p>Normally links back to the brand / website or store of the reseller.</p>	<p>One or more lines of HTML, can use &lt;p&gt;, &lt;a&gt;, &lt;p&gt;, &lt;img&gt; and &lt;br&gt; tags. Can use custom styling by inlining via "style=" attributes. Normally shown below the page; can also be a floating element through CSS styling.</p>
Welcome popup content	<p>Message shown when the customer visits the website builder for the first time. Part of the "Select design" popup.</p>	<p>One line of custom HTML, can contain &lt;a/&gt;, &lt;b/&gt; and &lt;br/&gt; tags.</p> <p>Defaults to ""Welcome! Let's get started building your website, select a design to continue ..."</p>
Upgrade needed popup content	<p>Contents of the popup that is shown when a customer tries to publish a website which contains functionality that is not covered by the current plan.</p> <p>Should convince the customer to upgrade to a bigger plan.</p>	<p>Custom HTML, which is displayed in a popup dialog. The top of the dialog shows the reason the customer need to upgrade. (I.e: "Your website contains X pages")</p> <p>Can use styling by including a &lt;style&gt;&lt;/style&gt; block with custom CSS rules.</p> <p>CSS rules should always be prefixed with cus-popup- (i.e "cus-popup-link") as not to</p>

		conflict with existing CSS in the publisher itself.
Publish success popup	Extra content shown when the customer successfully publishes a website. Displayed in the popup below the technical information about the published website.	One or more lines of HTML, can use <p>, <a>, <p>, <img> and   tags.

## URLS

Various outgoing urls from the websitebuilder can be customized. URLs can be standard http:// or https:// urls, they can contain extra variables. (I.e for tracking purpose)

<i>URL</i>	<i>Description</i>	<i>Default</i>
Upgrade url	Used to redirect the customer when the customer clicks on "Upgrade" in an upsell screen.	Provided by the control panel from where the customer arrived at the website builder. Links back into the control panel to a page where the customer can upgrade the package.
Add domain url	Shown when the customer publishes a website on a temporary URL without a domain name. Allows the customer easy access to a shop page where he can order a domain name.	Shop page of the control panel.
Terms URL	Displayed when direct customer registration from the website builder is enabled ( <b>optional</b> )	N/A
Privacy Policy URL	Displayed when direct customer registration from the website builder is enabled ( <b>optional</b> )	N/A
Login url	Allows a customer to navigate to a login page when direct customer registration from the website	N/A (customer always logs in from a control panel)

	builder is enabled <b>(optional)</b>	
Manual URL	Links back to a page with extra tips about using the website builder <b>(optional)</b>	N/A (tips provided from within the website builder itself)
Website URL	Links back to the main site of the reseller, i.e the websitebuilder product page, webshop or generic site.  Used by the customer when he clicks the logo image.	None

## Tracking

You can optionally add custom tracking (i.e Google Analytics) to the website builder.

<i>Code</i>	<i>Description</i>	<i>Default</i>
Tracking snippet; normally place in the <head></head> tag	Can be standard or custom client-side tracking system code, i.e Google Analytics.	None