

SocialLead Page Builder USER'S GUIDE

SocialLead Page Builder Documentation

SocialLead Page Builder is a plugin that is designed to create 5 different types of landing pages that would serve as a media campaign on the products or services you offer. It also offers survey options that would implement a scoring system on your products or services thereby promoting and increasing your sales.

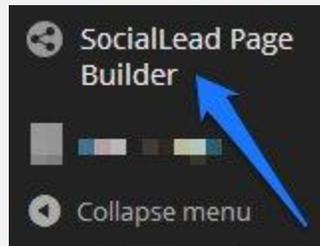
Note: The plugin comes with a lite version which does not have the settings to add and edit a promo as well as the statistics tab for each landing page created.

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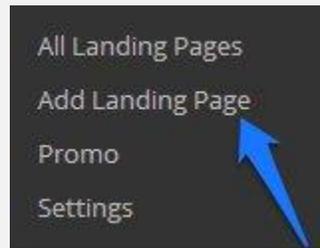
How to Use SocialLead Page Builder

This guide assumes that you already have logged in to your wordpress admin area and successfully installed and activated **SocialLead Page Builder**. Once the plugin has been activated, you should see from the left admin panel SocialLead Page Builder's plugin option.



How to Add a Landing Page

1. To create a landing page, simply hover your cursor on the SocialLead Page Builder menu item in the left admin panel then click Add Landing Page.



2. This would then take you to the Add Landing Page page just like the image shown below where you are prompted to choose what type of landing page you would like to add or create from the 5 different options each with unique content type from the other.



Add Landing Page

Landing page can contain various types of content. To create a new landing page please select one of the types of desired content.

 Video Promo <i>Create a landing page where the content is a video promo</i>	 Image Promo <i>Create a landing page where the content is an image</i>	 Article <i>Create a landing page where the content is a text</i>
 Product <i>Create a landing page contents of your product promotion</i>	 Bonus/Gift <i>Create a landing page that can serve as a bonus to your users</i>	

3. Click the content type you would like your landing page to be built to proceed.

3A. Video Promo.

- ✓ **Title.** The landing page title will not be displayed on the frontend but instead used as a reference so you can distinguish this from the other landing pages should you have several of it available.
- ✓ **Content Tab.** Contains fields necessary in building the main content of your video landing page.
 - ❖ **Page Title.** Enter in this field the title of the page.
 - ❖ **Page Content.** This is the field where you should enter additional or any relevant information regarding the video displayed
 - ❖ **Youtube Video URL.** The complete url of the video you would like to use on your landing page.
 - ❖ **Video Start Time.** This field accepts a numerical value equivalent to the number of seconds when you would like the video to start playing. Leave this field empty to start the video normally.
 - ❖ **Video Auto Play.** Turn the switch on if you would like the video to play automatically when the page is loaded.
 - ❖ **Next Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the right navigation arrow on the landing page.
 - ❖ **Previous Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the left navigation arrow on the landing page.

3B. Image Promo.

- ✓ **Title.** The landing page title will not be displayed on the frontend but instead used as a reference so you can distinguish this from the other landing pages should you have several of it available.
- ✓ **Content Tab.** Contains fields necessary in building the main content of your image landing page.
 - ❖ **Page Title.** Enter in this field the title of the image landing page.
 - ❖ **Page Content.** This is the field where you should enter the main content or any relevant information of the image landing page.

- ❖ **Image.** Upload the image you would like to be displayed in your landing page.
- ❖ **Next Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the right navigation arrow on the landing page.
- ❖ **Previous Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the left navigation arrow on the landing page.

3C. Article.

- ✓ **Title.** The landing page title will not be displayed on the frontend but instead used as a reference so you can distinguish this from the other landing pages should you have several of it available.
- ✓ **Content Tab.** Contains fields necessary in building the main content of the landing page using the article content type.
 - ❖ **Page Title.** Enter in this field the title of the article.
 - ❖ **Page Content.** This is the field where you should enter the excerpt or the entire content of the article.
 - ❖ **Published.** Enter in this field the date when the article has been published.
 - ❖ **Image.** Upload an image relevant to the article posted.
 - ❖ **Button URL.** The url of the page where the complete content of the article is being displayed
 - ❖ **Button Text.** The label of the button containing the link to the full content of the article.
 - ❖ **Next Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the right navigation arrow on the landing page.
 - ❖ **Previous Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the left navigation arrow on the landing page.

3D. Product.

- ✓ **Title.** The landing page title will not be displayed on the frontend but instead used as a reference so you can distinguish this from the other landing pages should you have several of it available.
- ✓ **Content Tab.** Contains fields necessary in building the main content of a product landing page.

- ❖ **Product Title.** Enter in this field the title or the name of the product.
- ❖ **Product Description.** This field contain all the necessary details and information regarding the product.
- ❖ **Product Image.** Upload the product's image or any relevant image of the product.
- ❖ **Product Price.** The amount this particular product costs.
- ❖ **Button URL.** The url of the page where the more details and information regarding the product is listed.
- ❖ **Button Text.** The label of the button containing the link to the product listing.
- ❖ **Next Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the right navigation arrow on the landing page.
- ❖ **Previous Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the left navigation arrow on the landing page.

3E. Bonus/Gift.

- ✓ **Title.** The landing page title will not be displayed on the frontend but instead used as a reference so you can distinguish this from the other landing pages should you have several of it available.
- ✓ **Content Tab.** Contains fields necessary in building the main content of a landing page with the gift/bonus content type.
 - ❖ **Page Title.** Enter in this field the title of the gift/bonus landing page.
 - ❖ **Page Content.** This is the field where you should enter details and/or any relevant information of the gift/bonus landing page.
 - ❖ **Bonus Title.** The title or the name of the bonus that you have to offer to the users.
 - ❖ **Bonus Image Preview.** This can be the actual or a teaser image of the gift/bonus you offer.
 - ❖ **Bonus URL.** The url of the page where the users can access the gift/bonus being offered.
 - ❖ **Button Text.** The label of the button containing the link to the gift/bonus offered.
 - ❖ **Next Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the right navigation arrow on the landing page.

- ❖ **Previous Page URL.** Enter the complete url of the page you would like the user to be taken into should they click the left navigation arrow on the landing page.
- ✓ **SEO Tab.** This tab contains fields that would improve your page ranking in search engines.
 - ❖ **Browser Title.** Fill in with the preferred title that will be used by search engines when this page is being displayed on page results when searched. Leave the field empty if you would like to use the Page Title instead.
 - ❖ **Meta Description.** Enter the desired meta description of the page.
 - ❖ **Meta Keywords.** Enter in this field the meta keywords of the page.
 - ❖ **Favicon URL.** Should you have a favicon specific to this page, enter in this field the complete url of its location.
 - ❖ **Javascript Tracking Code.** Enter the complete javascript code in the textarea that would be tracking activities on your landing page.
- ✓ **Design Tab.** This tab contains all design options to customize the display of your landing page elements.
 - ❖ **Basic Settings.** This section contains settings that control the overall display of the landing page.
 - ❖ **Font Size.** Determines the overall size of the text displayed in your landing page.
 - ❖ **Title Font Family.** Choose which type of font you would like to use in displaying your landing page's title.
 - ❖ **Text Font Family.** Choose which type of font you would like to use in displaying the text or the main content of your landing page.
 - ❖ **Button Style.** Using the dropdown, choose according to your preference the style, color and size you would like the button of the landing page to be displayed in.
 - ❖ **Box Show Effect.** Select from the dropdown an effect you would like to implement on the box / popup when it appears on the landing page.
 - ❖ **Box Show Sound.** Select from the dropdown the audio you would like to be played when the box / popup appears on the landing page.

- ❖ **Background Color Overlay.** Choose whether you would like to use the light or dark background on the entire landing page whenever the popup is being displayed.
- ❖ **Survey Design Settings.** This section controls the design settings of the survey popup.
 - ❖ **Background Color.** Using the built-in color picker, select which color you would like to use as the survey popup's background.
 - ❖ **Text Color.** Use the built-in color picker to choose the color you wish the texts of the survey popup to be displayed in.
 - ❖ **Footer Background Color.** Use the built-in color picker to set the background color of the survey popup's footer
 - ❖ **Footer Text Color.** Select the color of your preference using the built-in color picker you would like the footer text of the survey popup to be displayed in.
- ❖ **Share Design Settings.** This section controls the design settings for the box containing the share buttons.
 - ❖ **Box Style.** Choose one from the 3 different box styles you want to implement on the box with the share buttons in it.
 - ❖ **Box Color.** Select from the dropdown one of the pre-made colors you would like to use on the box.
- ❖ **Newsletter Design Settings.** This section controls the design settings for newsletter popup box.
 - ❖ **Box Style.** Choose one from the 4 different box styles you would like to use on the newsletter popup box.
 - ❖ **Box Color.** Select from the dropdown one of the pre-made colors available for you to apply to the newsletter popup box.
 - ❖ **Newsletter Menu Position.** Select the location where you would like the newsletter popup box to be displayed.
 - ❖ **Use Input Label.** Turn the switch on if you would like to display labels on the input fields of the newsletter optin form. Otherwise, a placeholder will be used instead if the switch is turned off.
- ❖ **Video Settings.** This section controls the video display of the landing page using and only for the video content type.

- ❖ **Video Display.** Chose one from the 3 different options you would like the video to be displayed in.
- ❖ **Image Settings.** This section controls how the image is displayed on the landing page when using the image content type.
 - ❖ **Image Display.** Chose one from the 3 different options you would like the image to be displayed on the landing page.
- ❖ **Article Settings.** This section controls how the article is displayed on the landing page when using the article content type.
 - ❖ **Content Layout.** Select how you would like the image of the article to be displayed in relation to the text content of the article.
 - ❖ **Frame.** Choose from the dropdown menu the frame style you would like to be applied on the article landing page.
- ❖ **Product Settings.** This section controls how the product is displayed on the landing page when using the product content type.
 - ❖ **Content Layout.** Select how you would like the image of the product to be displayed in relation to the product details.
 - ❖ **Frame.** Choose from the dropdown menu the frame style you would like to be applied on the product content type landing page.
- ❖ **Bonus Settings.** This section controls the design and display of the gift/bonus content type.
 - ❖ **Theme.** Choose from the 5 pre-made themes you would like to use on the gift/bonus type landing page.
 - ❖ **Button Design.** Select from the various pre-made button designs you would like to use as the landing pages button to access the gift/bonus that you offer to the users.
- ✓ **Share Tab.** This tab contains options for the box containing the share icons to the different media sharing sites.
 - ❖ **Share Link.** By default the icons are set to be displayed all in the landing page. However, if you would like to share the landing

page on specific sites, simply click on the icon you would like to be excluded from the display.

- ❖ **Show/Hide Share Link.** Turn the switch on if you would like to display the share box from your landing page. Turn off if you would like to hide it instead.
- ❖ **Icon.** Choose from the dropdown menu the style you would like the share icons to be displayed in.

✓ **Survey Tab.** This tab contains options for the survey popup.

- ❖ **Step 1 Main Question Settings.** This section contains the first survey question the user has to answer.

- **Main Question.** Enter in this field the question that the user needs to answer.
- **Yes Button Text.** Enter in this field the text you would like to be displayed on the yes button.
- **Yes Button Text.** Enter in this field the text you would like to be displayed on the no button
- **Or Text.** Enter in this field the question that separates the yes and no buttons.

- ❖ **Step 2 Follow Up Question Settings.** This section contains an option whether you would like to have a follow up question to the user.

- **Show/Hide Follow Up Question.** Turn the switch on to enable a follow up question after the user has successfully answered the first survey question. Turn the switch off to disable.
- **Main Question.** Enter in this field the follow up question that the user needs to answer.
- **Yes Button Text.** Enter in this field the text you would like to be displayed on the yes button.
- **Yes Button Text.** Enter in this field the text you would like to be displayed on the no button
- **Or Text.** Enter in this field the question that separates the yes and no buttons.

- ❖ **Step 3 Newsletter Settings.** This section contains options to display an optin form depending on how the user has answered the survey questions.

- **Title.** Enter in this field the title of the optin form.
- **Sub Title.** Enter in this field the subtitle or the tagline of the optin form.

- **Short Text.** Enter in this field details or additional information relevant to the optin form.
- **Button Text.** Enter in this field the label of the button to be displayed on the optin form.
- **Optin Form Code.** Enter in this field **ONLY** the raw html code of the optin form.

Note: Once the optin form code has been supplied with the required information, the following additional option will be displayed.

- **Form Action URL.** Enter in this field the url of the page that processes the optin form with the supplied data.
- **Form Email Field.** First, select the field name from the dropdown that will be used by the user to fill in with an email. Then, fill the text box with the text label that will be displayed on the frontend.
- **Form Name Field.** First, choose whether to turn the switch on or off if applicable, to enable the display of the name field on the optin form. Then, select the field name from the dropdown that will be used by the user to fill in with his/her name. Lastly, fill the text box with the text label that will be displayed on the frontend.

❖ **Step 4 Affiliate Settings.** This section determines the affiliate settings after the user has successfully opted in on Step 3.

- **Title.** Enter in this field the title of the affiliate settings section.
- **Sub Title.** Enter in this field the tagline of the affiliate settings section.
- **Short Text.** Enter in this field the necessary details and information regarding the affiliate section.
- **Link URL.** Enter the complete url of the page where the user can access the complete details of the affiliate offer.
- **Button Text.** Enter in this field the text to be used as the label for the link url.

❖ **Result.** This section contains options in how to display the result of this landing page's survey.

- **Result Title.** Enter in this field the title or the heading of the result section.

- **Result Info.** Enter in this field relevant details and information regarding the result section.
- **Result Yes Text.** Enter in this field the heading for the column displaying the result for users who answered Yes.
- **Result No Text.** Enter in this field the heading for the column displaying the result for users who answered No.
- **Result Position.** Choose the location where you would like the result section to be displayed.

❖ **Settings.** Contains options necessary in displaying the survey popup.

- **Show/Hide Popup Menu.** Turn the switch on if you would like to enable the option for users to show or hide the survey popup.
- **Menu Text When Popup Appears.** Fill in this field with the text you would like to be displayed in when the popup window is displayed.
- **Menu Text When Popup is Hidden.** Fill in this field with the text you would like to be displayed in when the popup window is hidden.
- **Popup Menu Icon.** Select from the dropdown the icon of our preference the will be displayed along the with the menu text.

✓ **Newsletter Tab.** This tab contains options for displaying the newsletter popup box.

- ❖ **Show/Hide Newsletter.** Turn the switch on if you would like to enable the display of the newsletter box.
- ❖ **Title.** Enter in this field the text to be used as the heading for the newsletter box.
- ❖ **Title Icon.** Choose from the list of icons in the dropdown the one you would like to be displayed beside the title of the newsletter popup.
- ❖ **Short Text.** Enter in this field details or information regarding the newsletter optin form.
- ❖ **Button Text.** Enter in this field the text you would like to use as the button's label.
- ❖ **Optin Form Code.** Enter in this field **ONLY the** raw html code of the optin form generated by your autoresponder provider.

✓ Once all the necessary settings and fields have been configured and supplied, click the blue **Save Change** button to publish the landing page. You should then be redirected after to the All Landing Page.

How to Edit a Landing Page

Follow these steps to edit a landing page.

1. Click the SocialLead Page Builder menu item from the left admin panel to access the page that lists down all the landing pages you have created.
2. Once you are at All Landing Pages, either click the title of the landing page you would like to edit or the edit button on the same row.
3. Notice that there will be a new tab added on the far right side of the page named **Statistics** that displays the interactions made by users to the specific landing page which you can also filter by date. *Note: This tab won't be available for the lite version of the plugin.*
4. After you have made the necessary edits and adjustments on the landing page, click the blue **Save Change** button to update the settings of the landing page.

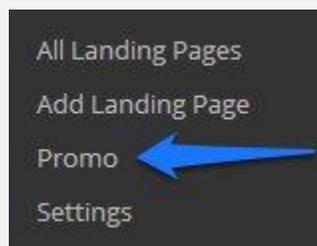
How to Delete a Landing Page

Follow these steps to delete a landing page.

1. Click the SocialLead Page Builder menu item from the left admin panel to access the page that lists down all the landing pages you have created.
2. Once you are at All Landing Pages, you can quickly delete a landing page by hitting the red delete button of the same row as the title of the landing page you would like to edit. Another way is to click the title or the edit button of the landing page and on the lower right portion of the edit page, click the red delete button.
3. You will be prompted to proceed with the action. As this can't be undone, proceed with caution.

How to Add a Page Promo

1. To create a page promo, hover your cursor to the SocialLead Page Builder menu item in the left admin panel then click Promo.



2. Now you should be inside the **All Page Promo** where all page promos created are listed. Click **Add Page Promo** button.



All Page Promo

Add Page Promo

Title	Created
No items found.	
Title	Created

3. Once clicked, you should be taken to the Add Page Promo page similar to the image below.

- i. **Font.** Choose the size and the color of the text using the built-in color picker to determine how the text content of your promo will be displayed.
 - j. **Border.** Turn the switch on if you would like to customize your promo window's design by adding a border. Turning this on will display additional options where you set the size of the border in pixels and color it should be displayed in.
 - k. **Close Link.** Turn the switch on if you would like to offer the users a close link to hide the promo. Turning this on will display an option where you are prompted to enter the label of your close link.
5. Once you are done setting up the necessary options, click the **Add Page Promo** button to publish.

How to Edit a Page Promo

Follow these steps to edit a page promo.

1. Navigate to the All Page Promo by hovering your cursor to the SocialLead Page Builder in the left admin panel and click Promo.



All Page Promo

Add Page Promo

1 item

Title	Created	Status	Actions
Test	June 23, 2014 1:43 am	Published	Edit Delete
Title	Created	Status	Actions

1 item

2. You should now see the list of page promos you have created. Click the title or blue edit button to start editing the page promo.
3. Once you have made the necessary changes and adjustment on the page promo, click the blue **Save Change** button.

How to Delete a Page Promo

Follow these steps to delete a promo page.

1. Navigate to the All Page Promo by hovering your cursor to the SocialLead Page Builder in the left admin panel and click Promo.



All Page Promo

Add Page Promo

1 item

Title	Created	Status	Actions
Test	June 23, 2014 1:43 am	Published	Edit Delete

1 item

2. You should now see the list of page promos you have created. Click the red delete button on the same row as the title of the page promo you would like to delete.
3. You will be prompted to proceed with the action. As this can't be undone, proceed with caution.

SocialLead Page Builder Settings

- ✓ **General.** The general settings of the plugin offer only one option to setup which is the **URL base** which is necessary in displaying your landing pages. Supply the field with the url base of your preference. Note that this should only contain letters, number and the underscore sign (_). Click the **Save Settings** button once done.
- ✓ **Home Page Promo.** *This option is not available on the lite version.* Click the **Add Page Promo** button to add a page promo to your home page. A window will then display containing the following options:
 - ❖ **Promo.** Select from the list of page promos you have created, the one you would like to be displayed on the home page.
 - ❖ **Position.** Choose from the dropdown menu an option that would determine the location where the page promo will be displayed on the home page.