

The logo consists of the letters 'WB' in a white, bold, sans-serif font, centered within a light blue rounded square with a thin white border.

**WB**

# Website Builder Usermanual

Build your own website and put it on the internet –  
with no prior knowledge and no programming.

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# About this manual

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This manual takes you from the very first minute to a finished website on the internet. It is written for people who have never built a website before.

## How to read this manual

You do not have to read everything. If you simply want to get started, **chapters 1 and 2** are enough. If your website is finished and should go online, jump to **chapter 8**.

Technical terms are marked like this in this manual and are explained exactly where they first appear. At the end you will find an index with page numbers.

### The four kinds of box

**Blue (info)** – good to know, but not urgent.

**Green (tip)** – makes your work easier.

**Yellow (caution)** – this is where things often go wrong.

**Red (important)** – please read this, otherwise it may cost you money or trouble.

## What this app is – and what it is not

The Website Builder is a **construction kit for websites**. You put your page together from ready-made building blocks – like building bricks. In the end the app produces a finished website that you can put on the internet.

The app runs **entirely on your computer** and has no internet connection. You need no user account, and your texts and images never leave your computer by themselves – only when you export the finished website and upload it to your host yourself.

### What the app cannot do

The finished website consists of fixed pages. Things that need a **server** – a customer account, a blog you fill in the browser, a basket with credit card payment – are not possible with it. For payments the app therefore uses PayPal or payment links (see chapter 6).

## CHAPTER 1

# Welcome & first steps

In this chapter you start the app, create your first project and get to know the interface. After that you will know where everything is.



Fig. 1: The whole journey in four steps. It really is not more than that.

## Starting the app

Start the **Website Builder** like any other program: double-click the program icon. A window opens – that is your workshop.

### No internet needed

The app works **completely offline**. You need no internet connection and no user account to build and export your website. It only goes online when you upload the finished website to your host yourself ([Chapter 8 \(p. 67\)](#)).

## Creating a new project

A **project** is your website with everything that belongs to it: all pages, all texts, all images, the colours and the font. You can have several projects – for example one for your company and one for your club.

To begin with you have two options:

| WAY                                         | FOR WHOM?                                      | WHAT HAPPENS                                                                                                                          |
|---------------------------------------------|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| <b>Start with a template</b><br>Recommended | For everyone who wants a result quickly.       | You get a complete, ready-filled website with several pages. You only swap the texts and images.<br><a href="#">Chapter 4 (p. 42)</a> |
| <b>Start empty</b>                          | For everyone who knows exactly what they want. | You begin with a white page and put the building blocks together yourself. <a href="#">Chapter 2 (p. 12)</a>                          |

### A recommendation for your first attempt

Take a template – even if it does not match your line of business. You then see straight away what a finished website looks like and get to know the app while rebuilding it. You can always throw it away later.

## How to create your first project

- 1 Click **Templates** in the project bar at the top.
- 2 Choose a template and click **Use template**.
- 3 The template is loaded. You now see the finished website in the middle.
- 4 Type a name into the **project name** field at the top left, e.g. „My company page“.
- 5 Press **Cmd** + **S** or click **Save**.

### Give it a name

Without a name your project is called „Draft“ and is hard to find again later – especially if you build several websites. The name is only for you; your visitors never see it.

## The interface at a glance

The window always has the same layout. On the left you choose something, in the middle you see your website, on the right you set up whatever is selected. These three areas are the whole secret.

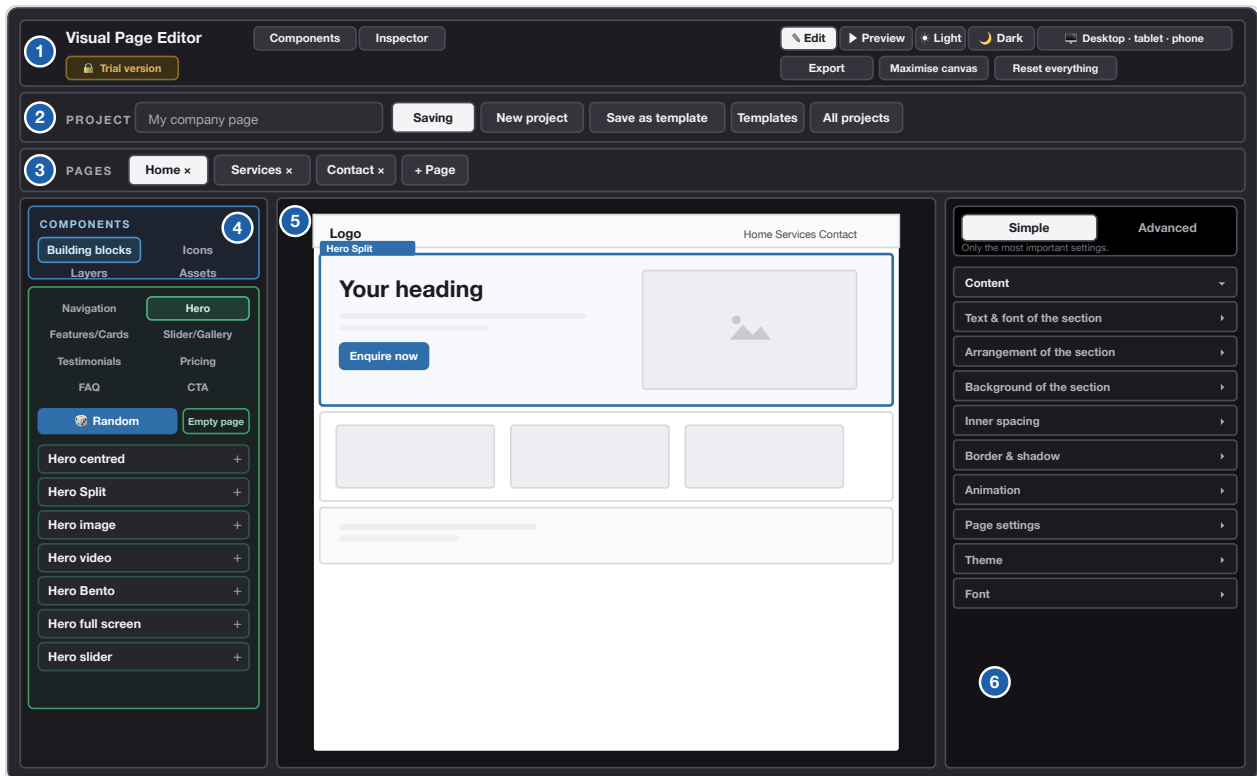


Fig. 2: The interface of the editor. The numbers are explained below.

- 1 **Toolbar** – right at the top. Here you switch between editing and preview, check the view on a phone and start the export. [Ch. 1.4 \(p. 9\)](#)
- 2 **Project bar** – name of the website, save, templates, projects. [Ch. 7 \(p. 62\)](#)
- 3 **Page bar** – every page of your website is a tab. [Ch. 5 \(p. 47\)](#)
- 4 **Toolbox (left)** – this is where you get new building blocks, images and symbols. [Ch. 2 \(p. 12\)](#)
- 5 **Working area / canvas (middle)** – your real website. What you see here is what your visitors see later. [Ch. 2 \(p. 12\)](#)
- 6 **Settings / inspector (right)** – changes whatever you have just clicked on. [Ch. 3 \(p. 18\)](#)

### Two words that keep coming up

**Canvas** is the white area in the middle – your website for real. The word originally means the cloth a painter works on.

**Inspector** is the bar on the right. It always shows the settings for whatever you have just clicked on – like a toolbox that stocks itself to suit.

## The toolbar at the top

From left to right you will find:

| BUTTON                                                                                                                                                                                                               | WHAT IT DOES                                                                                                                                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Components</b>                                                                                                                                                                                                    | Shows or hides the toolbox on the left. Off = more room for your website.                                                                                                                        |
| <b>Inspector</b>                                                                                                                                                                                                     | Shows or hides the settings on the right.                                                                                                                                                        |
|  <b>Edit</b> /  <b>Preview</b>                     | <b>Edit</b> is the editing mode: clicking selects. <b>Preview</b> is the trial run: sliders run, menus open, you can try out your page like a visitor. To carry on working, switch back to Edit. |
|  <b>Light</b> /  <b>Dark</b>                       | Switches <i>your website</i> between a light and a dark look – not the app. Some building blocks look completely different in dark.                                                              |
|  <b>Trial version</b> / <br><b>Licensed to ...</b> | Shows your licence status and opens the licence management.<br><a href="#">Chapter 9 (p. 75)</a>                                                                                                 |
| <b>Export</b>                                                                                                                                                                                                        | Saves the finished website as a folder on your computer – ready to upload.<br><a href="#">Chapter 7 (p. 62)</a>                                                                                  |
| <b>Maximise canvas</b>                                                                                                                                                                                               | Hides both side bars and goes full screen – your website fills the whole window. Good for looking at it. Clicking again (or Esc) brings everything back.                                         |
| <b>Device</b> (  /  )                          | Shows how your page looks on a <b>computer</b> , a <b>tablet</b> or a <b>phone</b> . Check this regularly – more than half of your visitors come with a phone.                                   |
| <b>Reset everything</b>                                                                                                                                                                                              | <b>Careful:</b> deletes all pages and starts empty. You are asked first.                                                                                                                         |

### Two buttons with similar names – but very different effects

**Reset everything** (top right) throws away the *whole project* – all pages.

**Empty page** (in the toolbox on the left) only empties the *one page* you are on. The other pages stay.

Both ask first. And both can be undone with **Cmd** + **Z**.

## If something goes wrong

The single most important move: **undo** with **Cmd** + **Z**. It takes back every step – even deleting a whole section.

Feel free to try things out. In this app you cannot break anything that cannot be taken back. As long as you upload nothing, nobody sees your page anyway.

**Get into the habit: save often**

**Cmd** + **S** costs one second. Do it after every larger step – just as you would when writing a letter.

## CHAPTER 2

# The canvas: building your website

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The canvas is the white area in the middle. This is where your website is created – exactly as your visitors will see it later.

## What the canvas is

The canvas is not a preview and not an approximate picture. It is your **real website**, live. If you change a text there, the text is changed. What you see goes onto the internet one to one later.

### Your page consists of strips, not of free-floating boxes

Unlike in Word or PowerPoint you **cannot move things anywhere you like**. Your page is built from horizontal strips lying one below the other – like shelves in a cupboard. Each strip is called a **section**.

That is deliberate and your greatest advantage: because everything lies in strips, your page adapts **by itself** to every screen size. On a phone the contents simply slide underneath each other. If you had placed everything freely, you would have to rebuild every screen size by hand.

## Building blocks: the raw material

A **building block** is a ready-made strip for a particular purpose: a greeting with a photo, a price table, a contact form. The Website Builder comes with **186 building blocks** in **19 groups**. So you do not have to draw anything – only choose and fill.

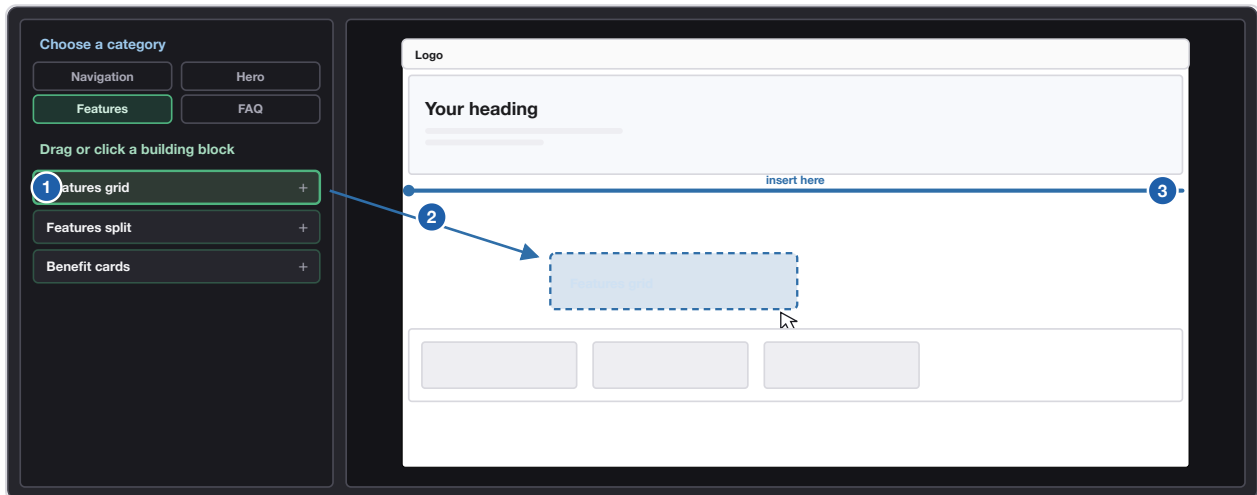
The groups have English names in the app. Here is what they mean, so that you find the button and still know what is behind it:

| NAME IN THE APP       | NUMBER | WHAT IT IS                                                                                           |
|-----------------------|--------|------------------------------------------------------------------------------------------------------|
| <b>Navigation</b>     | 12     | The menu right at the top with a logo and links.                                                     |
| <b>Hero</b>           | 33     | The big eye-catcher at the very top of the page – heading, short text, button, usually with a photo. |
| <b>Features/Cards</b> | 10     | Tiles that show your services or benefits next to each other.                                        |
| <b>Video</b>          | 3      | More building blocks in this group.                                                                  |
| <b>Slider/Gallery</b> | 11     | Images to page through and image galleries in a grid.                                                |
| <b>Testimonials</b>   | 15     | Customer testimonials and reviews.                                                                   |
| <b>Pricing</b>        | 4      | Price tables and offer packages.                                                                     |
| <b>FAQ</b>            | 10     | Frequently asked questions that fold open.                                                           |
| <b>CTA</b>            | 17     | An eye-catching closing block that invites people to call or enquire („call to action“).             |
| <b>Footer</b>         | 21     | The close right at the bottom with address, Impressum, Datenschutz.                                  |
| <b>Forms/Contact</b>  | 16     | Forms and contact areas: contact, newsletter, appointment request.                                   |
| <b>Stats</b>          | 11     | Numbers that impress – „25 years of experience“.                                                     |
| <b>Team</b>           | 1      | Your staff with a photo and their role.                                                              |
| <b>Blog</b>           | 1      | Article previews (you create the articles themselves as pages).                                      |
| <b>Contact</b>        | 9      | Contact areas with an address, a map and directions.                                                 |
| <b>Charts</b>         | 9      | Charts for figures and developments.                                                                 |
| <b>Shop</b>           | 1      | Products with a photo and a price.                                                                   |
| <b>Calendar</b>       | 1      | A booking calendar for landlords: choose a period, nights times price, enquiry.                      |
| <b>Rechtliches</b>    | 1      | More building blocks in this group.                                                                  |

### Which building blocks does an ordinary company page need?

Five are enough: **Navigation** (menu at the top), **Hero** (eye-catcher), **Features/Cards** (your services), **Contact** or **Forms** (so that customers can reach you) and **Footer** (at the bottom, with the Impressum). Everything else is optional.

## Inserting a building block



**Fig. 3:** Building blocks are in the toolbox on the left. You can drag them – or simply click them.

- 1 First choose the **group** (e.g. „Features“), then the building block below it.
- 2 **Drag:** push the building block into the canvas with the mouse button held down.
- 3 The **blue line** shows where the building block will land when you let go.

### Way 1: clicking (easier)

- 1 Click the **Building blocks** tab at the top of the toolbox on the left.
- 2 Choose a group, e.g. **Hero**.
- 3 Click the building block you want in the list.
- 4 Done – it is **appended at the bottom of your page**.

### Way 2: dragging (more precise)

- 1 Grab the building block in the list with the mouse button held down.
- 2 Drag it onto the canvas. A **blue line** shows the position.
- 3 When the line is where you want it: release the mouse button.

**The order does not matter**

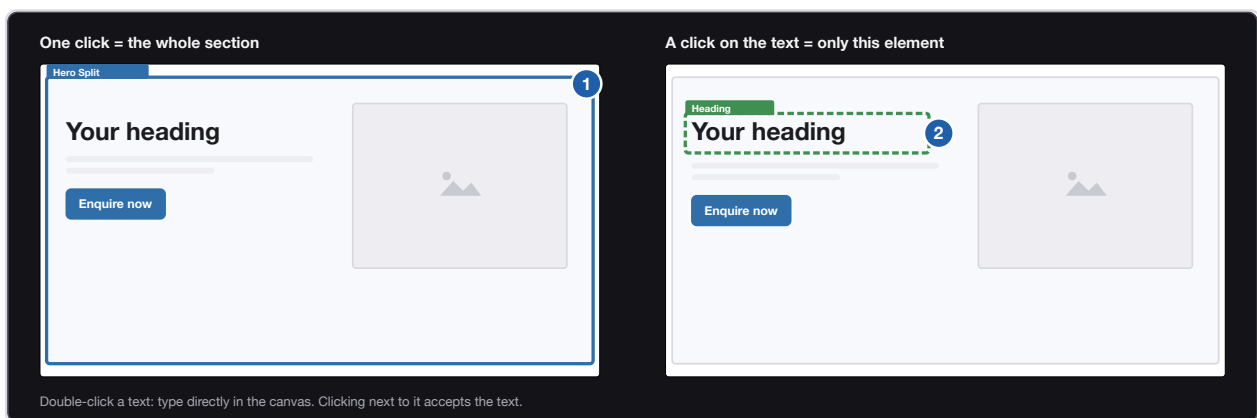
You do not have to put the building block in the right place straight away. You can move it at any time – see the next section.

**Replace instead of delete**

You do not like a building block, but the kind is right? Select it in the canvas and hover over another building block *of the same group* in the list. A small „**replace**“ button appears. Your texts are kept, only the look changes.

## Selecting: a section or a single element?

This is the most important move in the whole app – and the only one that is confusing at the start. There are two levels:



**Fig. 4:** On the left the whole strip is selected (blue), on the right only the heading inside it (green).

- 1 Click on an empty spot** = the whole section.  
You now change the background, spacing and animation.
- 2 Click directly on text or an image** = only this element.  
You now change the font, colour and size.

How you recognise what is selected: the name is always shown at the top right of the inspector. For example „*Hero Split*“ (section) or „*Hero Split · heading*“ (element).

**Clicked next to it?**

Simply click somewhere else – the selection follows immediately. If you are editing a text, a click next to it accepts your change *and* selects the new element at the same time.

## Moving, copying, deleting

| WHAT YOU WANT               | HOW TO DO IT                                                                                                                                            |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Move a section</b>       | Grab the section and drag it up or down. Alternatively use the arrows in the <b>Layers</b> tab on the left – that is far more convenient on long pages. |
| <b>Copy a section</b>       | Select it and press <b>Cmd</b> + <b>C</b> , then <b>Cmd</b> + <b>V</b> . The copy lands directly below it.                                              |
| <b>Delete a section</b>     | Select it and press <b>Del</b> . Or use the section's menu in the <b>Layers</b> tab.                                                                    |
| <b>Hide a section</b>       | In the <b>Layers</b> tab: click the eye. The section is kept but is invisible on the finished website. Good for trying things out.                      |
| <b>Take everything back</b> | <b>Cmd</b> + <b>Z</b> – as often as you like.                                                                                                           |

### The „Layers“ tab is your outline

At the top left there are four tabs: **Building blocks**, **Icons**, **Layers** and **Assets**. Under **Layers** you see all sections of your page as a list – like a table of contents. There you can rename, move, duplicate and hide them, and copy them to another page. On a long page you work much faster here than in the canvas.

## Looking at it: preview and devices

In **edit** mode a click selects something. To try things out, switch to ► **Preview** at the top: now sliders run, menus fold open, buttons react – you use your page like a visitor. To carry on building, go back to 🖋 **Edit**.

### The phone view – please do not skip it

At the top right you switch between **computer**, **tablet** and **phone**. The canvas then becomes narrower and shows your page exactly as it looks on that device.

### Check every page once on a phone

More than half of your visitors come with a phone. Your page adapts automatically – but long headings, large numbers and tables sometimes look cramped there. A quick look costs ten seconds.

If a building block gets in the way on a phone, you do not have to delete it: you can hide it there specifically. That is in the inspector under **Visibility** – see [Chapter 3 \(p. 18\)](#).

## The random button

In the toolbox on the left there is a  **Random** button. It throws together a complete page from random building blocks.

That sounds like a gimmick but it is the fastest way to get to know the building blocks: press it a few times and see what there is. Remember what you like; throw the rest away again with **Empty page**.

## CHAPTER 3

# The inspector: setting everything up

---

The inspector is the bar on the right. It always shows the settings for whatever you have just clicked on. This chapter explains every single one of them.

### **You do not have to learn this by heart**

Take this chapter as a reference. Three panels are enough for a good-looking website:

**Content**, **Background of the section** and **Theme**. Everything else is fine tuning.

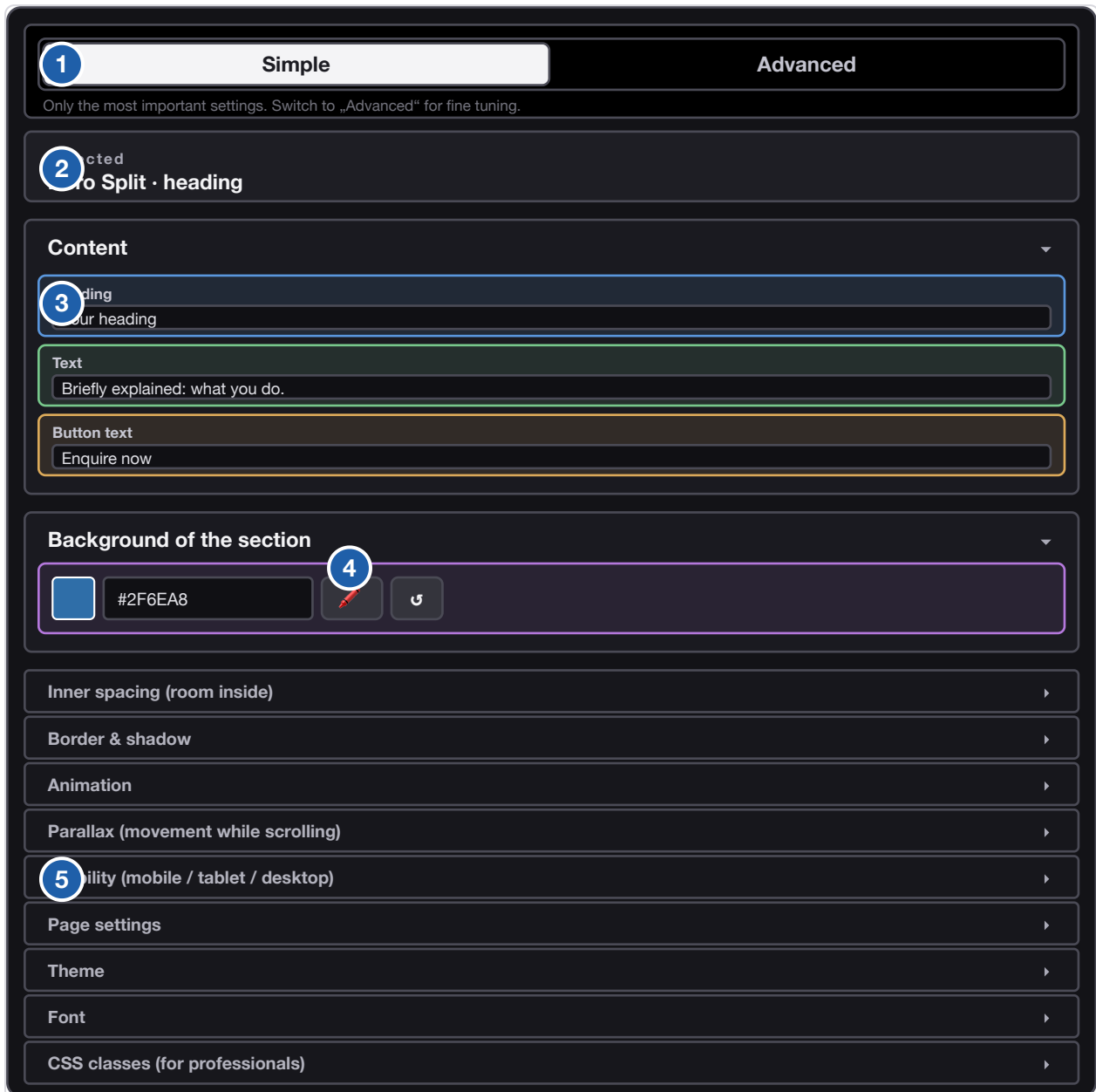


Fig. 5: The inspector with the content panel open.

- 1 Simple / Advanced** – the most important switch. See below.
- 2 What is selected?** – always shown here. „Hero Split · heading“ means the element, „Hero Split“ the whole section.
- 3 Panels** – groups that fold open and closed. They stay as you left them.
- 4 Colour field** – colour area, colour code to type in, **eyedropper** (🔍) and reset (↺).
- 5 More panels** – appear depending on what you have selected.

## Simple or advanced?

At the very top there is a switch with two positions. It decides **how much** the inspector shows:

| POSITION                 | WHAT YOU SEE                                                                    | FOR WHOM                                              |
|--------------------------|---------------------------------------------------------------------------------|-------------------------------------------------------|
| <b>Simple</b><br>Default | Only the important things: texts, colours, images, fonts.                       | For everyone. Stay here as long as you can.           |
| <b>Advanced</b>          | Additionally fixed spacing, minimum and maximum widths, position, inner layout. | When something is off by „a few millimetres“ for you. |

#### Why „Simple“ is the better choice

In **Advanced** you can enter fixed sizes. That is exactly the most common reason why a page falls apart on a phone: what sits perfectly on a computer no longer fits on a 6-inch display. In **Simple** the app works out the sizes itself – correctly for every device.

Rule of thumb: only switch to Advanced when you want to solve a specific problem. Then switch back.

#### These panels only exist in „Advanced“

**Arrangement of the section, Inner spacing, Border & shadow, Animation, Parallax** and **Visibility** only appear when the switch is set to **Advanced**. If you are missing one of them: switch at the top, then it is there.

### Focus mode

Directly below it (only visible in **Advanced**) there is a **Focus mode** checkbox. When it is ticked only *one* panel stays open – open one and the previous one closes. With many settings that saves a lot of scrolling.

### Two levels: section and element

Depending on your selection the inspector shows **different panels**. There is a simple rule behind it:

| SELECTED                                      | WHAT YOU SET                                     | EXAMPLES                                                                                      |
|-----------------------------------------------|--------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>Section</b><br>(the whole strip)           | Everything that applies to the strip as a whole. | Background colour, background image, space above and below, animation, visibility on a phone. |
| <b>Element</b><br>(text, image, button, card) | Everything that concerns only this one thing.    | Font size, text colour, link target, image crop, button shape.                                |

### One thing – one place

Every value can be changed in **exactly one** place. Texts are in the **Content** panel, the look is in the element panel. Once you have found a field, there is no second one next to it doing the same thing.

## The „Content“ panel – the texts

The most important panel. All the texts of the selected building block are here: heading, body text, button label, list entries, prices, customer testimonials.

Which fields appear depends on the building block – a price table has different ones from a contact form. With lists (cards, plans, questions) you add entries with +, change the order with the arrows and remove some with the wastebasket.

### It is quicker directly in the canvas

Double-click the text on your page and start typing. For longer texts the content panel is more comfortable, though, because you see all the fields below one another there.

## The „Text & font of the section“ panel

Applies to all texts of the section at once – handy when a whole section should be larger or smaller.

| SETTING               | WHAT IT DOES                                                                                                                        |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>Text size</b>      | Five steps: <i>S</i> , <i>M</i> , <i>L</i> , <i>XL</i> , <i>XXL</i> . From these the app works out the right size for every device. |
| <b>Font weight</b>    | How bold the type is: normal, medium, bold, extra.                                                                                  |
| <b>Text alignment</b> | Left, centre or right.                                                                                                              |
| <b>Spacing</b>        | How airy the texts are: compact, normal, airy.                                                                                      |

## The „Content size of the section“ panel

Enlarges or shrinks **everything** in this strip at once – type, buttons, images, spacing. The slider goes from 50 % to 150 %, next to it are – and + for small steps, below it the fixed steps **70 %**, **85 %**, **100 %**, **115 %** and **130 %** as well as a button that resets to the normal value.

### When a building block looks too bulky

Some building blocks are drawn for large company sites and look too big on a slim page. Instead of turning font size, image size and spacing individually, set the content size to 85 % – everything shrinks evenly and stays coherent.

## The „Arrangement of the section“ panel (only in „Advanced“)

This panel is fine tuning and only appears in **Advanced** mode. At the very top there is a reminder of which device you are setting up – the values apply *per device*.

| SETTING                                        | WHAT IT DOES                                                                                                                                                                                                                                                                                 |
|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Align content</b>                           | Left, centre or right – e.g. whether the heading is centred. Only for building blocks that can do it.                                                                                                                                                                                        |
| <b>Arrangement (display)</b>                   | How things lie in the strip: below one another ( <i>block</i> ), next to each other ( <i>flex</i> ), in a grid ( <i>grid</i> ) or hidden ( <i>none</i> ). With <i>flex</i> and <i>grid</i> further fields fold open – with <i>grid</i> for example the number of <b>columns</b> from 1 to 6. |
| <b>Width, min W, max W</b>                     | Fixed width and the limits within which the strip may grow.                                                                                                                                                                                                                                  |
| <b>Height, min H, max H</b>                    | The same for the height. Below it is the <b>min H quick pick</b> with <i>Auto</i> , <i>320</i> , <i>480</i> , <i>640</i> and <i>80vh</i> – the last one means „80 % of the screen height“.                                                                                                   |
| <b>Margin (outside)</b>                        | Space <i>outside</i> the strip, separately for top, right, bottom and left. You set the space <i>inside</i> in the <i>Inner spacing</i> panel.                                                                                                                                               |
| <b>Stays in place, content scrolls over it</b> | A checkbox for a nice effect: the section stays put while scrolling and the following sections slide over it. As long as it is ticked, the app sets the position itself.                                                                                                                     |
| <b>Position</b>                                | Where the strip sits: normal ( <i>static</i> ), <i>relative</i> , <i>absolute</i> , <i>sticky</i> or <i>fixed</i> . For everything except <i>static</i> , fields for top/right/bottom/left and the layer ( <i>z-index</i> ) are added.                                                       |

#### Fixed widths and heights are the most common mistake

The fields above are powerful – and they are also the fastest way to destroy a page on a phone. Leave **width** and **height** empty wherever you can; the app then works out the right size for every device. *Max width* is the useful exception: it keeps long lines of text readable.

## The „Background of the section“ panel

Here the strip gets a colour and, if you want, a photo. The two are separate: the **colour** at the top, below it a checkbox for the **background image**.

### Colour theme of this section

At the very top of the panel there is a selection that swaps all the colours *of this one strip* – background, type and accent. Normally it says **Follows the page theme**. If you choose another theme, the strip stands out from the rest of the page without you setting a single colour by hand. Below it the four most important colour codes of the chosen theme appear – **page, text, main, accent** – each one to click and copy.

#### The dark strip in a light page

The classic case: your page is light, but the closing block with „Enquire now“ should be dark. Instead of setting four colours individually, simply give this one section a dark colour theme. Type and buttons follow automatically and stay readable.

### Visible area

Directly below it is the colour code of the colour this strip *actually* shows at the moment – measured on your page, not read off a setting. That is why it is there even when the colour comes from the theme. One click copies it. If the strip is transparent, the line says so explicitly.

### The colour

To the right of the heading **Colours of this section** there is a **Reset to theme** button. It takes back colour, gradient, opacity and veil in one step – the background image stays. As long as nothing is set, it is greyed out.

Under **Background type** there are exactly three options:

| SETTING              | WHAT IT DOES                                                                                                                                                     |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Theme colour</b>  | Takes the colour from your theme. That way the page automatically stays consistent. <b>The default.</b>                                                          |
| <b>Custom colour</b> | You choose the colour yourself – colour area, colour code or eyedropper.                                                                                         |
| <b>Gradient</b>      | A gradient of two colours. You choose <i>gradient starts with</i> , <i>gradient ends with</i> and the <i>direction</i> – ordinary colour fields, no code needed. |

With **theme colour** a second selection appears below: *From the theme (default)*, **page colour**, **card area**, **muted area**, **main colour**, **second colour** or **accent colour**. This lets you set a strip apart and still stay within your theme's colour set. The matching colour code is again shown directly below.

Then comes the **opacity** slider from 0 to 100 %. It only affects the background colour; texts and images stay fully visible. The *current view* line reminds you which device you are setting up.

## The background image

A photo is not a separate entry in the list but a „**background image**“ **checkbox** below it. Tick it and the image area folds open:

| SETTING                      | WHAT IT DOES                                                                                                                                                                                                                                            |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Select / upload image</b> | Opens your image store. You can also drag a new image into it.                                                                                                                                                                                          |
| <b>Alt text</b>              | A short description of the image for blind visitors and for Google. One sentence is enough: „Workshop from outside“.                                                                                                                                    |
| <b>Image opacity</b>         | How strongly the photo appears.                                                                                                                                                                                                                         |
| <b>Image display</b>         | How the photo fills the strip: <i>fills the format (cropped)</i> – always fills, but crops. <i>Whole image visible</i> – nothing is cropped, but the strip grows with the image. Plus <i>full width</i> , <i>whole image</i> and <i>original size</i> . |
| <b>Image position</b>        | Four arrows and a dot in the middle. With these you nudge the crop into place step by step – arrow up until the heads are in shot. The dot centres it again.                                                                                            |
| <b>Image size</b>            | Zooms into or out of the image in per cent, with – and + in one-per-cent steps.                                                                                                                                                                         |
| <b>Repeat image</b>          | Tile a small image as a pattern. For textured backgrounds. <i>Only in Advanced</i> .                                                                                                                                                                    |
| <b>Image while scrolling</b> | Whether the image moves along or stays put (fixed background). <i>Only in Advanced</i> .                                                                                                                                                                |

## The veil

As soon as a background image is set, the **veil over the image** area appears **by itself** – a layer of colour between the photo and the text. You choose one of five states:

| SETTING               | WHAT IT DOES                                                                                      |
|-----------------------|---------------------------------------------------------------------------------------------------|
| <b>No veil</b>        | Only the photo.                                                                                   |
| <b>Dark</b>           | A dark layer → light text becomes readable. <b>The normal case.</b>                               |
| <b>Light</b>          | A light layer → dark text becomes readable.                                                       |
| <b>Section colour</b> | Takes the background colour of the section as the veil. Good for a shade that matches your brand. |
| <b>Custom colour</b>  | You choose the veil colour yourself; a colour field then folds open below.                        |

The chosen state has a white outline and a tick, and every button carries a dab of colour – so you see what it does before you click. As soon as a veil is on, two sliders are added:

| SETTING         | WHAT IT DOES                                                                                                                                                               |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Strength</b> | How strong the veil is. At 40–60 % text is usually easy to read and the photo is still recognisable.                                                                       |
| <b>Gradient</b> | Full area, from left to right, from right to left, from top to bottom, from bottom to top or radial (darker at the edge). Good when only the text half should be darkened. |

#### White text on a photo: please always with a veil

Text directly on a photo is often unreadable – especially when the photo mixes light and dark areas. Set the veil to **dark** and the strength to about 50 %. Then there is a darkening layer between the photo and the text, and your type is always readable.

#### Opacity of the section

The **opacity** slider only affects the *background colour* – your texts and images stay fully visible. That is deliberate: otherwise the type would fade as well when you soften the colour.

## The „Inner spacing (room inside)“ panel

Determines how much room there is between the edge of the strip and its content – above, below and at the sides. The choices are **compact**, **normal**, **large** and **very large**.

#### Space is the cheapest design tool there is

When a page looks „cramped“, it is almost never the type but the missing space. Set the important sections to **large** – the page immediately looks calmer and more valuable.

## The „Border & shadow“ panel

| SETTING                 | WHAT IT DOES                                                                        |
|-------------------------|-------------------------------------------------------------------------------------|
| <b>Thickness</b>        | How strong the line around the strip is. No border = 0.                             |
| <b>Colour</b>           | Border colour. „Accent“ takes your theme colour.                                    |
| <b>Style</b>            | Solid, dashed or dotted.                                                            |
| <b>Corners (radius)</b> | How round the corners are: none, small, medium, large or <i>pill</i> (fully round). |
| <b>Shadow</b>           | None, small, medium, large or <i>soft</i> – a gentle, unobtrusive shadow.           |

## The „Animation“ panel

Lets the section appear gently once – for example floating in slightly from below. That looks lively without being intrusive. **Not to be confused with „parallax“**: the animation runs once, parallax moves continuously while scrolling.

| SETTING                        | WHAT IT DOES                                                                                          |
|--------------------------------|-------------------------------------------------------------------------------------------------------|
| <b>Effect on appearance</b>    | None, fade in, slide in from below, slide in from the right, zoom in or float in gently.              |
| <b>Play effect</b>             | Plays the effect again straight away. After every change this happens automatically.                  |
| <b>Duration (milliseconds)</b> | How long the movement runs; 1000 = one second. Under half a second works best.                        |
| <b>Delay (milliseconds)</b>    | Waiting time before it starts. With several sections this creates a nice sequence.                    |
| <b>Timing</b>                  | Whether the movement runs evenly or starts and ends softly. „Gentle fade-out“ looks the most natural. |

**Less is more**

Do not animate every section. If everything moves, the page looks restless and slow. Two or three places per page are enough.

## The „Parallax (movement while scrolling)“ panel

**Parallax** means: the background moves more slowly while scrolling than the text in front of it. That creates depth – like the view from a train window: nearby trees rush past, distant mountains almost stand still.

| SETTING                        | WHAT IT DOES                                                                                                  |
|--------------------------------|---------------------------------------------------------------------------------------------------------------|
| <b>Preset</b>                  | Ready-made movement patterns to try out. The easiest way in.                                                  |
| <b>Strength</b>                | How strong the effect is. Less is almost always better.                                                       |
| <b>Direction</b>               | In which direction the layer shifts.                                                                          |
| <b>Applies to</b>              | What moves: the whole section, only the background image, the images in the content, the cards or everything. |
| <b>Pace</b>                    | How far the layer travels along while scrolling.                                                              |
| <b>Softness</b>                | How softly the movement eases out.                                                                            |
| <b>Switch off on the phone</b> | Switch the effect off on the phone – it costs performance there and gains little.                             |
| <b>Reset parallax</b>          | Takes back all parallax settings of this section.                                                             |

#### You see the movement immediately

Parallax happens while scrolling. In the builder the effect runs live – simply scroll in the preview window. After every change the builder also plays the movement through once.

If a section has no background image, the content or the image inside the content moves instead – so the setting never stays without a visible effect.

## The „Text animation“ panel

Here the **text itself** moves, not the whole section. You set it either for **all texts in the section** or – if you click a heading first – only for **that one element**. The setting on the element wins.

| SETTING                          | WHAT IT DOES                                       |
|----------------------------------|----------------------------------------------------|
| <b>Fade in</b>                   | The text becomes visible without moving.           |
| <b>Float up from below</b>       | The text glides into place.                        |
| <b>Slide in from the side</b>    | The text comes in from the left or from the right. |
| <b>Letter by letter</b>          | The characters appear one after another.           |
| <b>Word by word</b>              | The words appear one after another.                |
| <b>Line by line</b>              | Each line comes out from under an edge.            |
| <b>From the inside out</b>       | The text builds up from the middle.                |
| <b>Typewriter</b>                | The text is typed out, with a blinking cursor.     |
| <b>Decode</b>                    | Characters tumble until the word stands.           |
| <b>Blur clears</b>               | Becoming sharp word by word.                       |
| <b>Colour change</b>             | The font colour runs from one colour to the other. |
| <b>Highlight while scrolling</b> | The colour runs through the text as you scroll.    |

In addition you set **when** the effect starts – when the text comes into view, when the page is opened or running along with the scrolling – as well as duration, delay, timing, stagger spacing and strength. Whatever an effect does not need is not shown at all.

#### Spacing instead of duration

With „Letter by letter“ it is the **stagger spacing** that makes the difference, not the duration: at 70 milliseconds the characters appear visibly one after another, at 20 everything blurs into a single smear.

#### The text stays readable

For the split into letters, words and lines the text is only divided up for a moment. The source of the page contains the whole sentence, screen readers read it in full, and anyone who has switched on „Reduce motion“ in the system sees the text immediately.

## The „Scroll effects“ panel

The panel above it holds ready-made templates. Here you give **the numbers yourself**: the element grows from 100 % to 130 %, moves from 200 pixels on the left to zero, goes from transparent to solid. The value runs from „from“ to „to“ as you scroll.

| SETTING                  | WHAT IT DOES                                                        |
|--------------------------|---------------------------------------------------------------------|
| <b>Size</b>              | The scale in percent, for example from 100 to 130.                  |
| <b>Move to the right</b> | Horizontal distance in pixels, a negative number means to the left. |
| <b>Move down</b>         | Vertical distance in pixels, a negative number means upwards.       |
| <b>Rotation</b>          | Tilt in degrees.                                                    |
| <b>Opacity</b>           | From transparent to solid (or the other way round).                 |
| <b>Blur</b>              | From blurred to sharp, in pixels.                                   |

You tick what should move – only then do the two fields appear. In addition you say over which **part of the scroll** this happens: 100 % is the bottom edge of the window, 0 % the top. The default runs from 90 % to 40 %.

#### First a template, then the numbers

Under „Apply a template“ you find ready-made values – „Grow“, „Move in from the left“, „Rise“, „Become sharp“, „Swing in“. They fill in the fields, and afterwards you turn the numbers until it fits.

The effect applies to the whole section or – if you click an image, a card or a heading first – to that one element only. The setting on the element wins.

#### Runs alongside the parallax effect

The two movements get along: the browser adds them up. With „Reduce motion“ in the system the final state is there straight away, and without JavaScript everything stays in its place – nothing is ever hidden.

## The „Effect when the page opens“ panel

This effect belongs to the **whole page** and runs once when it is opened. You find it under „Page settings“.

| SETTING                 | WHAT IT DOES                                                |
|-------------------------|-------------------------------------------------------------|
| <b>Fade the page in</b> | The whole page becomes visible.                             |
| <b>Content rises</b>    | The content glides slightly into place.                     |
| <b>Gentle zoom</b>      | The page pulls back from a slight enlargement.              |
| <b>Staggered</b>        | The sections appear one after another.                      |
| <b>Loading screen</b>   | A surface with your logo until fonts and images are loaded. |
| <b>Blur clears</b>      | The page becomes sharp.                                     |

#### Never a white screen

Without JavaScript, with „Reduce motion“ and after the maximum duration you set, the page appears immediately. The loading screen stays for at least a brief moment – otherwise you would never see it in the builder, because there everything has long been loaded.

## The „Visibility (mobile / tablet / desktop)“ panel

Hides the section on particular devices. It is kept – visitors on that device simply do not see it.

| SETTING                   | WHAT IT DOES          |
|---------------------------|-----------------------|
| <b>Mobile (max 767px)</b> | Hide on the phone.    |
| <b>Tablet (max 991px)</b> | Hide on the tablet.   |
| <b>Desktop</b>            | Hide on the computer. |

#### What this is for

A wide table or a large chart often becomes unreadable on a phone. Instead of deleting it, hide it there – and put a slim version below it that only appears on the phone.

## The „Page settings“ panel (important for Google)

These settings apply to the **whole page**, not to a strip. They decide how your page looks on Google and when shared in WhatsApp.

| SETTING                                  | WHAT IT DOES                                                                                                                                                      |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SEO title</b>                         | Appears in the browser tab and as the blue heading on Google. Write here what you do and where: „Müller heating & plumbing – emergency service in Kassel“.        |
| <b>Meta description</b>                  | The grey text under the title in Google's results. About 155 characters. This is your advertisement – write it like one.                                          |
| <b>Invisible main heading (H1)</b>       | A heading that only Google and screen readers see. Usually the same text as your visible heading.                                                                 |
| <b>Address path (slug)</b>               | The part of the internet address after your domain name. <code>/</code> is the home page, <code>/kontakt/</code> the contact page. Short, lower case, no umlauts. |
| <b>Canonical</b>                         | Tells Google which address is the right one if the page exists twice. Can usually stay empty.                                                                     |
| <b>Title when shared (og:title)</b>      | The heading in the preview when someone sends your link in WhatsApp or LinkedIn. Empty = SEO title.                                                               |
| <b>Text when shared (og:description)</b> | The text in the same preview. Empty = meta description.                                                                                                           |
| <b>Preview image (og:image)</b>          | The image in that preview. Needs the complete image address.                                                                                                      |
| <b>Language</b>                          | Language tag of the page, for Germany <code>de-DE</code> . Helps screen readers and Google.                                                                       |
| <b>Do not show on Google (noindex)</b>   | Hides the page from search engines. For drafts and test pages.                                                                                                    |

### The two fields that really count

**SEO title** and **meta description** are what people see of you on Google *before* they click. Fill them in for every page – that is the most effective half hour of your website project.

## The „Cookie settings“ panel

Switches on a cookie notice on your website and sets its text.

**Do you need a cookie banner at all?**

A website that shows **only your own content** usually needs *no* banner. It becomes necessary as soon as you embed things that track visitors – Google Analytics, Google Maps, YouTube videos, Facebook pixels. How to set up such services is described in the next section.

That is a legal question, not a technical one. If in doubt, ask someone who knows – see also [Chapter 8 \(p. 67\)](#).

**The „Statistics & advertising“ panel**

Here you set up visitor counting and advertising measurement for your finished website – **without a single line of code**. You switch the service on and only enter the number from your account. The builder does the rest when exporting.

| SETTING                      | WHAT IT DOES                                                                                                                                   |
|------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Google Analytics</b>      | Visitor counting. You enter the <i>measurement ID</i> , e.g. <code>G-ABCD123456</code> . Found in Google Analytics under Admin → Data streams. |
| <b>Google Ads</b>            | Measures whether an advert led to a result. You enter the <i>conversion ID</i> , e.g. <code>AW-123456789</code> .                              |
| <b>Google Tag Manager</b>    | Manages several services in one place. You enter the <i>container ID</i> , e.g. <code>GTM-ABC1234</code> .                                     |
| <b>Meta pixel</b>            | For adverts on Facebook and Instagram. You enter the <i>pixel ID</i> (digits only).                                                            |
| <b>Pinterest tag</b>         | For adverts on Pinterest. You enter the <i>tag ID</i> (digits only).                                                                           |
| <b>TikTok pixel</b>          | For adverts on TikTok. You enter the <i>pixel ID</i> .                                                                                         |
| <b>LinkedIn Insight Tag</b>  | For adverts on LinkedIn. You enter the <i>partner ID</i> (digits only).                                                                        |
| <b>Microsoft Advertising</b> | For adverts on Bing. You enter the <i>UET tag ID</i> (digits only).                                                                            |
| <b>Matomo</b>                | Visitor counting on your own server. You enter the address of your Matomo installation and the <i>site ID</i> .                                |

**What happens when you switch a service on**

Three things happen automatically:

1. The service is built into your **exported website** – not into the builder and not into this app. The builder itself still sends nothing.
2. It is **only loaded once the visitor has agreed in the cookie banner**. Before that nothing happens at all: no script, no cookie, no connection to the provider.
3. Your **Datenschutzerklärung** gets the matching paragraph. Switch the service off again and it disappears again. Your own texts stay untouched.

For point 2 to work, the cookie banner has to be switched on. If it is missing, the panel tells you so and sets it up at the touch of a button.

**If the number is wrong, it is not saved**

Every ID has a fixed form. If your entry does not match it, the panel says in plain language what the number looks like and where to find it – and the builder does not accept it. That way a broken number never ends up on your website.

**Measuring success: the thank-you page**

Knowing how many people visited your page is one half. The other: **how many of them did something** – bought, sent a form, ordered the newsletter.

For that you need a page on which the visitor lands *after* the action – the classic thank-you page. In the **page settings** of that page (under „Show more“) you tick **This page is a success page** and choose what was achieved: a purchase, an enquiry or a newsletter sign-up. If you like, you can also enter a value and a currency.

The builder translates the rest into each switched-on service's own language. You do not type an event, you choose one. Only Google Ads additionally needs the **conversion label** from your Google Ads account – without it Google Ads cannot attribute the result. The field appears by itself as soon as Google Ads is switched on.

**The „Scrollbar“ panel**

One checkbox: **slim scrollbar**. It makes the bar on the right-hand edge thinner and less conspicuous. This applies to the whole website – in the builder as well as on the finished page.

## The „Theme“ panel – the colours of your website

A **theme** is a ready-made colour set for your entire website: background, text colour, your main colour, cards, borders. You choose one – and all pages match without you setting a single colour by hand. Details in [Chapter 4 \(p. 42\)](#).

## The „Font“ panel

Chooses the font pair for the whole website: one font for headings, one for body text. The pairs are already matched to each other. More on this in [Chapter 4 \(p. 42\)](#) as well.

## The „CSS classes (for professionals)“ panel

Here you can store your own design instructions. This is something for people who know HTML and CSS.

### **You can safely leave this alone**

If you do not know what CSS is: simply fold it away and forget it. You do not need this panel for any ordinary website.

## The „Content collections (CMS)“ panel

With this you manage lists of content that always have the same structure – for example ten projects each with an image, a title and a text. You maintain the list in one place instead of every card individually.

For an ordinary company page with five pages this is not worth it. From about a dozen similar entries onwards it becomes interesting.

## When an element is selected

If you click directly on a text, an image or a button, the inspector shows different panels:

### **Content**

The text of the element – but only if it is not already in the content panel. Duplicate fields deliberately do not exist.

## Design

| SETTING               | WHAT IT DOES                                                                                                      |
|-----------------------|-------------------------------------------------------------------------------------------------------------------|
| <b>Font family</b>    | Heading font, body font or default. These are the fonts from your font pair – that way the page stays consistent. |
| <b>Font size</b>      | The size of this one text.                                                                                        |
| <b>Font weight</b>    | How bold.                                                                                                         |
| <b>Line height</b>    | The space between the lines. A little more makes longer texts much easier to read.                                |
| <b>Letter spacing</b> | The space between the letters. On large headings a little less often looks more elegant.                          |
| <b>Alignment</b>      | Left, centre or right.                                                                                            |
| <b>Text colour</b>    | The colour of this element. Works reliably – on cards too.                                                        |
| <b>Underlined</b>     | Underline the text.                                                                                               |
| <b>Background</b>     | A custom background colour for this element only.                                                                 |

## Link

Only for buttons and links. First you choose the **kind** of target – that is the key to everything to do with linking. In detail in [Chapter 5 \(p. 47\)](#).

| SETTING                  | WHAT IT DOES                                                                                                    |
|--------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>External URL</b>      | Someone else's website.                                                                                         |
| <b>Internal page</b>     | One of your own pages – you choose it from a list. <b>Always use this kind</b> when it is about your own pages. |
| <b>Anchor (#)</b>        | A spot further down on the same page.                                                                           |
| <b>Phone</b>             | On a phone, a tap starts the call.                                                                              |
| <b>E-mail</b>            | Opens the visitor's mail program.                                                                               |
| <b>WhatsApp</b>          | Opens a WhatsApp chat with your number.                                                                         |
| <b>Open in a new tab</b> | The link opens in a new window. Usual for other people's websites, unnecessary for your own.                    |

## Image

| SETTING                       | WHAT IT DOES                                                                                                    |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>Select image</b>           | Opens the image store.                                                                                          |
| <b>Alt text</b>               | A short description for blind visitors and Google.                                                              |
| <b>Format</b>                 | Aspect ratio: square, wide, tall.                                                                               |
| <b>Zoom / crop / position</b> | Which part of the photo is visible. With this you move a face into the middle without cropping the image first. |
| <b>Image border</b>           | Border and corner rounding for this image only.                                                                 |

## Button style

| SETTING                       | WHAT IT DOES                                                                                                                 |
|-------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>Style</b>                  | <i>Primary</i> = strongly filled (your main colour), <i>secondary</i> = restrained, <i>ghost</i> = text only without a fill. |
| <b>Button shape (corners)</b> | Square, slightly rounded or fully round.                                                                                     |

**Only one strong button per screen**

If three buttons all shout equally loudly, nobody clicks. Make the most important one **primary** and all the others **secondary** or **ghost**.

**Layout & size (only in „Advanced“)**

| SETTING                              | WHAT IT DOES                                                                                                                 |
|--------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| <b>Width / height</b>                | Fixed dimensions for the element.                                                                                            |
| <b>Min/max width, min/max height</b> | Limits within which the element may grow. <i>Max width</i> is the most useful of them: it keeps long lines of text readable. |
| <b>Inner layout (display)</b>        | How the things inside it are arranged – next to each other (flex) or in a grid.                                              |
| <b>Gap</b>                           | The space between the things inside it.                                                                                      |
| <b>Alignment / position</b>          | Where the element sits within its area.                                                                                      |
| <b>Size (responsive)</b>             | Custom sizes for phone and tablet.                                                                                           |
| <b>Glass effect (backdrop blur)</b>  | The background behind the element becomes milkily blurred – like frosted glass. Looks classy on photos.                      |

**Fixed heights on texts: please do not**

A fixed height on a text element is the most common cause of cut-off words on a phone. There the same text needs three lines instead of one – and whatever does not fit into the fixed height disappears. Leave heights empty on texts.

**Choosing colours: the colour field and the eyedropper**

Wherever you set a colour, the control looks the same:

| PART                                                                                                | WHAT FOR                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Colour area</b>                                                                                  | Click it – the colour picker folds open below (see below).                                                                                                             |
| <b>Input field</b>                                                                                  | Type the colour code directly (e.g. <code>#2F6EA8</code> ) – that way you get exactly your company colour. If it says <i>From the theme</i> , no custom colour is set. |
| <b>Eyedropper</b>  | Click it, then click anywhere on your page. The app takes exactly that colour – from a photo too. <i>Esc</i> cancels.                                                  |
| <b>Reset</b>       | Takes the colour away again; the theme then applies once more. Only appears while a custom colour is set.                                                              |
| <b>Colour code below</b>                                                                            | Is <i>always</i> there – with theme colours too. <b>One click copies it</b> („Copied ✓“ appears briefly).                                                              |

## The colour picker

A click on the colour area folds open the colour picker. At the top is the colour code to click and copy, below it are three sliders and a row of ready-made swatches:

| SETTING           | WHAT IT DOES                                                             |
|-------------------|--------------------------------------------------------------------------|
| <b>Hue</b>        | Which colour – from red through green and blue and back again.           |
| <b>Saturation</b> | How strong or how grey the colour is.                                    |
| <b>Brightness</b> | From black through the full colour to white.                             |
| <b>Swatches</b>   | Twenty ready-made colours to click – greys and an arc of strong colours. |

A click next to it or *Esc* closes the colour picker. The colour is applied immediately, there is no „confirm“.

### The colour code to take away with you

You need your colour somewhere else – on a letterhead, on a shop window sticker, at the printer's? Click the colour code under the colour field and it is on the clipboard straight away. That works with theme colours you never typed in yourself as well.

**The eyedropper is worth its weight in gold**

You have a company logo but do not know your colour values? Insert the logo as an image, take the eyedropper, click the logo – done. Your buttons now have exactly your company colour.

## CHAPTER 4

# Templates, themes and fonts

A template is a finished website to rebuild. A theme gives all pages the same colours. A font pair gives them the same type. Together that is three clicks to a coherent appearance.

## Templates: finished websites as a starting point

A **template** is not an empty shell but a complete website: several pages, real German texts, images, menu, footer, Impressum. You swap what is yours – the rest is already there.

4 templates are included:

| TEMPLATE                | PAGES | WHAT IS IN IT                                                                                   |
|-------------------------|-------|-------------------------------------------------------------------------------------------------|
| <b>Trades</b>           | 8     | Plumbing/heating – home, heating systems, bathroom, service, contact, appointment + legal pages |
| <b>Joinery</b>          | 18    | With references and project detail pages                                                        |
| <b>Software / SaaS</b>  | 8     | With a price table, a chart and an FAQ                                                          |
| <b>Studio / courses</b> | 7     | Shows every building block: slider, gallery, team, blog, shop, chart, forms                     |

### The line of business does not matter

Feel free to take the joinery template for your tax consultancy. A website consists of the same parts everywhere: eye-catcher at the top, services, about us, contact. You swap texts and photos – and nobody can tell where the page came from.

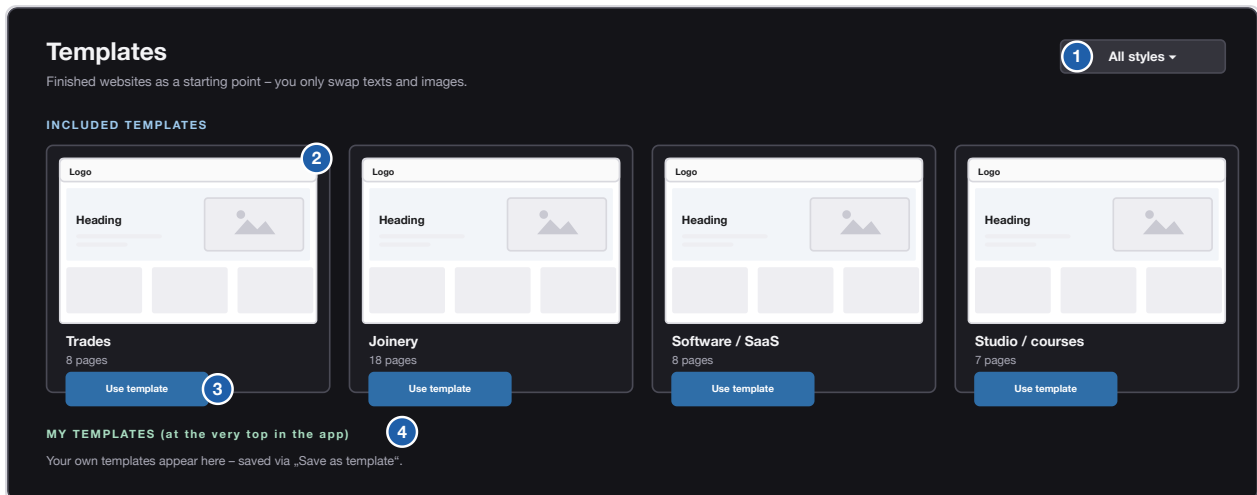


Fig. 6: The template gallery. Every tile shows a real picture of the template.

- 1 Style filter** – shows only templates of one direction.
- 2 Preview image** – clicking opens the template in large, to look at without taking it over.
- 3 Use template** – loads the template into your project.
- 4 My templates** – right at the top, this is where your own ones end up.

### Taking over a template

- 1** Click **Templates** in the project bar.
- 2** Click a preview image to look at the template at your leisure.
- 3** If it fits: back to the gallery and click **Use template**.
- 4** The template is loaded – with all its pages. You see them in the page bar at the top.
- 5** Enter a project name and save.

#### „Use“ overwrites your current work

If you have already built a page and then load a template, your work is gone – unless you saved beforehand. So: **save first, then load the template**. You will find your old project again afterwards under *All projects*.

### Rebuilding a template

After that it is your page. Go about it in this order – it saves the most time:

- 1 Swap the **texts**. From top to bottom, page by page.
- 2 Swap the **images** (see [Chapter 6 \(p. 53\)](#)).
- 3 Set the **theme** to your company colour (see below).
- 4 Delete sections you do not need.
- 5 **Impressum und Datenschutz** mit Ihren echten Angaben füllen – die Vorlage enthält nur Muster-Text mit „Musterstraße 1“.
- 6 Go through everything once in the phone view.

#### The point almost everyone forgets

Die Rechtstexte der Vorlage sind **Platzhalter**. Wenn Sie die so online stellen, steht auf Ihrer Website die Adresse „Musterstraße 1“ – und Ihr Impressum ist falsch. Das kann eine Abmahnung kosten. Mehr dazu in [Chapter 8 \(p. 67\)](#).

#### The photos in the templates are AI-generated

All the photos supplied with the templates were created with artificial intelligence – they are not real pictures of a business, a building or a product. Swap them for your own photos and this no longer concerns you. If you keep individual template photos unchanged and advertise real products or services with them, check whether labelling is required under the EU AI Act – the images are hard to tell apart from real photos. The generated Impressum contains a ready-made text suggestion for this that you can keep or delete.

## Themes: the colours

A **theme** is a matched colour set for your whole website. It defines: background colour, text colour, your main colour (for buttons and links), card colour and border colour.

The Website Builder comes with **60 themes** in 8 styles:

| STYLE                | EFFECT                                              | SUITS                                           |
|----------------------|-----------------------------------------------------|-------------------------------------------------|
| <b>Monochrome</b>    | One colour in many shades. Calm and matter-of-fact. | Trades, consulting, law firms                   |
| <b>Corporate</b>     | Classically businesslike, muted.                    | Service providers, industry                     |
| <b>Creative</b>      | Strong and unusual.                                 | Agencies, photography, hospitality              |
| <b>Complementary</b> | Two opposite colours – strong contrast.             | When buttons should stand out                   |
| <b>Medical</b>       | Light, clean, plenty of blue and green.             | Practices, care, therapy                        |
| <b>Premium</b>       | Dark and refined, often with a gold or copper tone. | High-priced goods, manufactories                |
| <b>Triadic</b>       | Three balanced colours.                             | Lively, colourful appearances                   |
| <b>Dark</b>          | Dark by default – light type on a dark ground.      | Technology, photography, night-time hospitality |

## Changing the theme

- 1 Fold open the **Theme** panel in the inspector.
- 2 Click a theme – the canvas recolours immediately.
- 3 Do not like it? Click the next one. You cannot break anything.

The themes are only in the inspector – there is no separate theme gallery. That way you see immediately how your real page looks with them when you switch.

### Bringing your company colour into the theme

Look for the theme whose *brightness* fits (light or dark) and then change only the main colour: click a button, panel **Design**, pick the colour from the logo with the **eyedropper**. That way you have a coherent set *and* your brand.

### Light or dark – that is a separate switch

At the top of the toolbar there is ☀ **Light** and 🌙 **Dark**. That switches your *website*, independently of the theme. Try both – some building blocks look considerably more valuable in dark.

## Fonts

The app comes with **82 font pairs**. A pair always consists of two fonts: one for **headings**, one for **body text**. They are matched to each other – so you cannot combine them wrongly.

- 1 Fold open the **Font** panel in the inspector.
- 2 Click a pair. The canvas takes it over immediately.

### How to recognise a good choice

The type should not stand out, it should be readable. If you notice the type while reading, it is wrong. For trades and consulting: a plain grotesque (e.g. „Inter“). For hospitality or a manufactory the heading may be a serif face (e.g. „Playfair“).

## Saving your own templates

Have you built a page you need more often? Then save it as your own template: click **Save as template** in the project bar, give it a name, done. It appears in the template gallery under **My templates** and can be used and deleted again there.

Everything is saved: all pages, the theme, the font and the images.

### Who this is worth it for

If you build websites for other people – for clients, for clubs, for friends. Then build your basic framework once, properly, and start every new project with it instead of starting from scratch every time.

## CHAPTER 5

# Pages and the menu of your website

A website almost never consists of one page. In this chapter you create sub-pages and connect them via the menu – in such a way that the links still work after the export.

## The page bar

Above the canvas there is a narrow bar with the word **PAGES**. Every page of your website is a tab there – like the dividers in a folder. The light tab is the page you are currently editing.

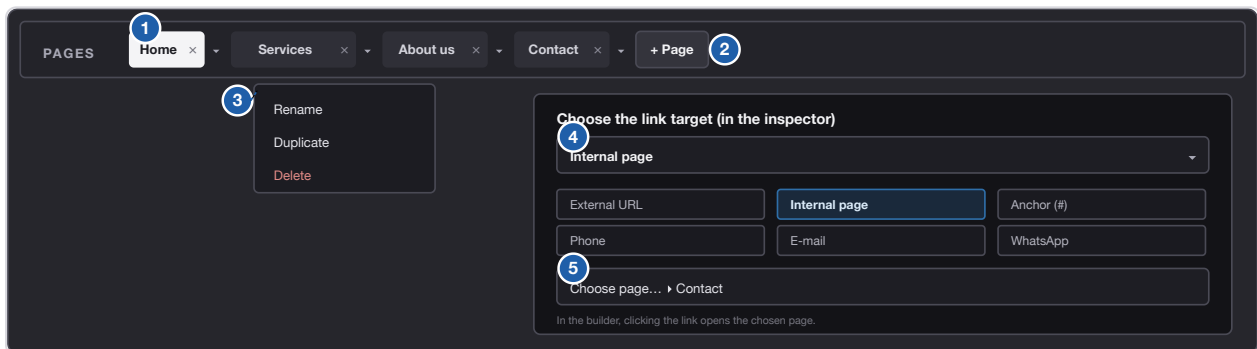


Fig. 7: Page bar, page menu and the choice of link target in the inspector.

- ❶ **Page tab** – clicking switches the page. Double-clicking renames it.
- ❷ **+ Page** – creates a new, empty page.
- ❸ **▼ Menu** – rename, duplicate, delete.
- ❹ **Kind of target** – this is where everything is decided. For your own pages always **Internal page**.
- ❺ **Choose page** – the target page from the list.

## Which pages does a company site need?

| PAGE               | REQUIRED?              | WHAT FOR                                                                  |
|--------------------|------------------------|---------------------------------------------------------------------------|
| <b>Home</b>        | yes                    | The first impression. Who you are, what you do, how to reach you.         |
| <b>Services</b>    | recommended            | What you offer – in more detail than on the home page.                    |
| <b>About us</b>    | recommended            | People buy from people. A photo of you works wonders.                     |
| <b>Contact</b>     | yes                    | Address, phone, form, directions.                                         |
| <b>Impressum</b>   | <b>required by law</b> | Required in Germany for business pages. <a href="#">Chapter 8 (p. 67)</a> |
| <b>Datenschutz</b> | <b>required by law</b> | Also required. <a href="#">Chapter 8 (p. 67)</a>                          |

### The three required pages in one click

Sie müssen Impressum, Datenschutz und Barrierefreiheit nicht einzeln anlegen. In der Bausteine-Liste links gibt es die Gruppe **Rechtliches** mit dem Baustein **Rechtsseiten**. Ein Klick darauf legt alle drei Seiten fertig gegliedert an – mit Platzhaltern in eckigen Klammern, die Sie durch Ihre eigenen Texte ersetzen.

Seiten, die es schon gibt, bleiben dabei unangetastet. Sie können den Baustein also jederzeit erneut anklicken, ohne Ihre Arbeit zu verlieren.

### Better a few good pages

Four well-kept pages beat twelve half-finished ones. You have to keep every page up to date later – and a „Careers“ page dating from three years ago does more harm than good.

## Creating and managing pages

### New page

- 1 Click **+ Page** in the page bar.
- 2 The new page is empty and selected straight away.
- 3 Insert building blocks as described in chapter 2.
- 4 Rename the page: double-click the tab, type the name.

**The fastest way to a new sub-page**

Do not build it from scratch – **duplicate**. Click the ▼ next to a finished page and choose **Duplicate**. The menu, the footer and the structure are then already right; you only swap the contents. That way all pages automatically stay consistent.

**Renaming, duplicating, deleting**

| ACTION                  | HOW TO DO IT                                                                                                                                                                                                                                      |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Rename</b>           | Double-click the tab – or ▼ → <i>Rename</i> .                                                                                                                                                                                                     |
| <b>Duplicate</b>        | ▼ → <i>Duplicate</i> . Creates a complete copy.                                                                                                                                                                                                   |
| <b>Delete</b>           | The small x on the tab – or ▼ → <i>Delete</i> . You are asked first.                                                                                                                                                                              |
| <b>Switch page</b>      | Click the tab.                                                                                                                                                                                                                                    |
| <b>Delete all pages</b> | At the far right of the page bar, only visible from two pages onwards. Clears all pages away in <i>one</i> step; one empty page remains. The theme, the fonts and uploaded images are kept. Good if you do not want to keep a template after all. |

**The last page cannot be deleted**

There is no such thing as a website without a page. As long as only one is left, the x is missing. You can still empty it – with **Empty page** in the toolbox on the left.

**The address path (slug)**

Every page has an **address path** – „slug“ in the jargon. That is the part of the internet address after your domain name:

| PAGE     | SLUG         | ADDRESS ON THE INTERNET      |
|----------|--------------|------------------------------|
| Home     | /            | your-company.com             |
| Services | /leistungen/ | your-company.com/leistungen/ |
| Contact  | /kontakt/    | your-company.com/kontakt/    |

You set it in the inspector under **Page settings** → **Address path**.

**Rules for the slug**

Lower case. No umlauts, no ß, no spaces (use a hyphen). Short and telling: `/kontakt/` instead of `/seite-3/`. Google reads the slug too – and so do your customers when they pass the link on.

## The menu: connecting pages

The menu is the navigation building block at the top of your page. For a menu item to work it needs a **target**.

**Pointing a menu item at one of your own pages**

- 1 Click the **navigation** in the canvas.
- 2 Fold open the **Content** panel in the inspector. The **Links** list is there.
- 3 Open the **target** field for the link you want.
- 4 Choose **Internal page** as the kind.
- 5 Choose the target page from the list below – e.g. *Contact*.

**The most common mistake of all**

**Never** type the address of one of your own pages by hand as an „external URL“. Use **Internal page** and choose it from the list.

**Why:** only then does the app work out the link correctly on export. A hand-typed path often leads to an error page on the internet – and you do not notice it in the builder because it seems to work there.

**Other kinds of target**

| KIND                 | WHAT FOR                                                     | WHAT YOU ENTER                                |
|----------------------|--------------------------------------------------------------|-----------------------------------------------|
| <b>Internal page</b> | Your own pages.                                              | A choice from the list – nothing to type.     |
| <b>External URL</b>  | Other people's websites, your Facebook page, Google reviews. | The full address with <code>https://</code> . |
| <b>Anchor (#)</b>    | A spot further down on the same page.                        | The name of the anchor.                       |
| <b>Phone</b>         | On a phone, a tap starts the call.                           | Your phone number.                            |
| <b>E-mail</b>        | Opens the visitor's mail program.                            | Your e-mail address.                          |
| <b>WhatsApp</b>      | Opens a chat with you.                                       | Your number with the country code.            |

### A phone number as a link – underrated

Put your phone number as a **phone** link in the header and the footer. On a phone that turns typing into tapping. For tradespeople and practices this is often the most used button on the whole website.

## The menu on a phone

On a phone there is no room for a menu bar. That is why it automatically becomes a symbol with three lines – the **burger menu**. A tap on it folds the menu open.

If you select the navigation, you will find in the inspector:

| SETTING                     | WHAT IT DOES                                                                                                                                                                  |
|-----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Menu on phone/tablet</b> | How the menu opens: <i>opens below the bar</i> , <i>full-screen menu</i> or <i>drawer from the right</i> or <i>from the left</i> .                                            |
| <b>Burger icon</b>          | The look of the symbol: lines, thin lines, dots, a plus – or lines with the word „menu“.                                                                                      |
| <b>While scrolling</b>      | <i>Scrolls along</i> = the menu disappears upwards. <i>Sticks to the top</i> . <i>Sticks &amp; shrinks</i> = stays stuck and becomes flatter. <i>Fixed (always visible)</i> . |
| <b>Show a search field</b>  | Shows a search field. Needs a target that performs the search.                                                                                                                |

**„While scrolling: sticky“ is almost always right**

If the menu stays stuck at the top, visitors can get to your contact page from anywhere on the page with one click. On long pages that makes a real difference.

## A second language

The app does not translate. If you want to offer your page in English, create the English pages yourself and link them – exactly like any other sub-page:

- 1 **Duplicate** your German home page (▼ → *Duplicate*).
- 2 Rename the copy, e.g. to *Home EN*, and set the address path to `/en/`.
- 3 Overwrite all texts on the copy in English.
- 4 Add an *EN* link to the navigation and point it at the English home page as an **internal page**; on the English page add a *DE* link back.

**The effort doubles**

Every page then exists twice, and you have to make every change twice. Consider honestly whether you have English-speaking customers. Often a short English paragraph on the home page is enough.

**Why this is not a data protection question**

They are perfectly ordinary links to your own pages – no external translation service, no consent needed.

## CHAPTER 6

# Texts, images and content

---

Building blocks are placed quickly. The work is in the content. This chapter shows how to swap texts and images – and what you should write into them.

## Changing texts

There are two ways. Both lead to the same result.

### Way 1: directly in the canvas (quick)

- 1 **Double-click** the text.
- 2 The text can now be edited – simply type.
- 3 Clicking next to it accepts the change.

### Way 2: in the inspector (clearer)

- 1 Click the building block.
- 2 Fold open the **Content** panel in the inspector.
- 3 All the text fields are there below one another.

#### Which way when

Correcting a word: double-click in the canvas. Rewriting a whole section: the inspector – there you see all the fields at once and forget none.

## What should it actually say?

That is the question most people get stuck on – not the technology. Three rules that almost always help:

### 1. Write about the customer, not about yourself

| INSTEAD OF                                                             | BETTER                                                            |
|------------------------------------------------------------------------|-------------------------------------------------------------------|
| „We are an innovative, dynamic company with many years of experience.“ | „Your heating has broken down? We will be there within 24 hours.“ |
| „Our service portfolio comprises ...“                                  | „This is what we do for you.“                                     |
| „Feel free to contact us at any time.“                                 | „Call us: 0561 123456. Mon–Fri, 7–17.“                            |

## 2. The heading at the very top is the most important line

Visitors decide in about three seconds whether they stay. In that time they read exactly one line: the large heading in the hero. Answer **one** question there – „What is in it for me?“

## 3. Keep it short

Nobody reads websites, everybody skims them. Short sentences. Paragraphs of two to three lines. Subheadings. Where a list will do, no wall of text.

### The trick against the blank page

Do not write „website copy“. Write an **e-mail to a customer** who asked what you do. That e-mail is your text – you only have to divide it up.

## Images

Images live in the **Assets** tab in the toolbox on the left. *Assets* means holdings – what is meant is your image store.



**Fig. 8:** The image store. From here you drag images straight into your page.

- 1 **Assets tab** – your image store.
- 2 **Drop area** – drag images from your computer here or click to choose them.
- 3 **Used / unused** – shows which images appear on your website.
- 4 **Insert image** – drag it from the store onto an image in the canvas.

## Adding images

- 1 Click the **Assets** tab on the left.
- 2 Drag your images from a folder into the dashed area – or click it and choose them.
- 3 The images appear as tiles in the store.

### The app shrinks your images automatically

Photos from a camera or a phone are huge – often several megabytes. On import the app converts them into the **WebP** format. That looks exactly the same but is many times smaller.

**Why that matters:** large images make your website slow. And visitors leave slow websites – and Google penalises them. The app takes care of this for you.

## Inserting an image

- 1 Click the image in the canvas that should be replaced.
- 2 Click **Select image** under **Image** in the inspector.
- 3 Click your image in the store.

Or: drag the image from the store directly onto the spot in the canvas.

## The crop is not right?

The most common case: the photo is landscape, the space is square – and the head is cut off. You solve this **without** photo editing:

- 1 Click the image.
- 2 Use the **zoom**, **crop** and **position** controls under **Image** in the inspector.
- 3 Set **position** to „top“ – and the heads are in shot.

#### Which images work

Real photos of you, your team, your workshop, your work. Even if they are not perfect. They beat every stock photo of laughing people in an open-plan office – because visitors immediately notice what is real.

#### Images from the internet: hands off

Do not copy images from a Google search. Almost all of them are protected by copyright. A warning letter for that quickly costs four figures. Use your own photos or free image services with a clear licence (e.g. Unsplash, Pexels) – and read the terms there.

### Zoom on hover

Images that you insert into a building block enlarge a little when you move the mouse over them – that looks lively and shows that there is something to click here. For each image you set the strength with **minus** and **plus** in steps of five percent.

| VALUE       | EFFECT                                              |
|-------------|-----------------------------------------------------|
| 105 %       | The default: slight enlargement, as with the cards. |
| up to 125 % | Clearly visible. More looks restless.               |
| 100 %       | Off. The image stays still when you move over it.   |

#### Together with the image zoom

If you have enlarged the detail with the **image zoom**, it is kept on hover: the two values are multiplied together. 102 % detail and 125 % on hover give 127.5 %.

### Alt texts

Every image has an **alt text** field. That is a short description for people who cannot see – their screen reader reads it out. Google reads it too.

One sentence is enough: „Engineer repairing a gas boiler“. Not: „Image1“, „IMG\_2831“ or „heating Kassel emergency service cheap“.

## Icons

The **Icons** tab in the toolbox contains a collection of small symbols – phone, letter, tick, clock. You drag them into your building blocks, for example in front of bullet points.

### Use them sparingly

A tick in front of every service point: good. A different colourful symbol in front of every line: restless. Stick to one or two kinds of symbol per page.

## Forms

Forms (the **Forms** category) are the way customers reach you without calling. One setting matters: **Delivery (where does the message go?)** – where the filled-in data goes.

| TARGET                                           | WHAT HAPPENS                                                                                                  | WHEN TO USE IT                                                     |
|--------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| <b>Display only<br/>(sends nothing)</b>          | Nothing. The form is decoration.                                                                              | Never for a real website.                                          |
| <b>Open the<br/>visitor's e-mail<br/>program</b> | On sending, the visitor's mail program opens with a pre-filled message. They have to press „Send“ themselves. | The simplest way. Needs nothing more than your e-mail address.     |
| <b>Form service /<br/>custom script</b>          | The data goes to a service that sends you the message by e-mail. The visitor notices nothing.                 | The more convenient way. Needs a free account with a form service. |

### Without a target your form sends nothing

A form without a target looks like a form but does nothing – the customer fills it in, presses „Send“, and the enquiry vanishes. The app warns you about this in the builder. Set the target **before** you export and upload, and then send yourself a test message.

Bei jedem Formular gibt es außerdem ein Häkchen **Datenschutz-Häkchen (Pflicht in DE)**. Das sollten Sie einschalten: In Deutschland muss der Besucher vor dem Absenden erfahren, was mit seinen Daten passiert.

#### Why there are only these two ways

Your finished website has no server that could send e-mails – it consists only of fixed pages. So it works either through the visitor's mail program (mailto) or through an external service (endpoint). Technically nothing more is possible.

## Selling products (shop)

The shop building block shows products with a photo, a text and a price. There are two ways to buy, both without your own server:

| WAY TO BUY                                 | HOW IT WORKS                                                                                      | WHAT YOU NEED                                              |
|--------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <b>Payment link per product</b><br>Default | Every product has its own buy button that leads to a ready-made payment page.                     | One payment link per product (e.g. from Stripe or PayPal). |
| <b>Basket</b>                              | Visitors collect several products, change quantities and pay for everything in one go via PayPal. | Only your PayPal e-mail address.                           |

#### Who this is enough for – and who not

For a few products on the side this is exactly right. If you trade seriously – with stock levels, shipping costs by weight, invoices, returns – you need a proper shop system. This app does not replace that.

#### Selling means obligations

Anyone selling online additionally needs a cancellation policy, terms and conditions, prices including VAT and shipping costs. That is not a technical matter – sort it out before you build in the first button.

## Letting (booking calendar)

The **booking calendar** is in the **Calendar** group. It is meant for holiday flats, holiday homes, guest rooms or a boat – wherever guests pay by the night and want to know in advance what their period costs.

### What the visitor does

- 1 They page through the calendar to the month they want.
- 2 The **first click** on a day = **arrival**, the **second click** = **departure**. The days in between are marked in colour.
- 3 On the right, arrival, departure, nights, price per night and the **total** appear immediately.
- 4 Below that they fill in the enquiry form and send it – the date, the nights and the total travel along automatically.

Blocked days are grey and cannot be clicked. You decide which ones those are: the app blocks past days by itself if you want, and you enter the days that are taken.

### The settings

| SETTING                                                | WHAT IT DOES                                                                                                                                                                   |
|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Price per night and currency</b>                    | The price used for the calculation. The currency can be euro, Swiss franc, US dollar or pound.                                                                                 |
| <b>Starting month (YYYY-MM, empty = current month)</b> | Which month is shown when it opens. <b>Leave the field empty</b> – then the calendar on the finished website always starts in the current month, even months after the export. |
| <b>Block past days</b>                                 | Everything before today cannot be clicked. Normally leave it ticked.                                                                                                           |
| <b>Days taken (separate with commas)</b>               | The days you have already let, e.g. <code>24.12.2026, 25.12.2026</code> . These days are grey and cannot be chosen.                                                            |
| <b>Labels</b>                                          | Arrival, departure, nights, price per night and total can be renamed – to „check-in“ and „check-out“ for example.                                                              |
| <b>Note under the total</b>                            | The line for everything that is not included in the nightly price: final cleaning, visitor's tax, pets. Empty = the line disappears.                                           |
| <b>The accommodation</b>                               | A heading, a description text and a list of <i>label</i> and <i>value</i> – living space, bedrooms, guests, balcony. Rows are added with +.                                    |
| <b>Photos below the calendar</b>                       | No photos, one across the full width or two, three or four side by side. Plus a heading, a text and the image format. On a phone there is always one photo per row.            |
| <b>Delivery (where does the message go?)</b>           | Where the enquiry goes – exactly as with the forms above. Without a target nothing happens when it is sent.                                                                    |
| <b>Datenschutz-Häkchen (Pflicht in DE)</b>             | Einschalten. Der Gast bestätigt vor dem Absenden, dass er die Datenschutzerklärung gelesen hat.                                                                                |

You set the colours of the calendar, the info area, the form and the button in the inspector, just as with the contact building blocks. Which fields the enquiry form has is also decided there.

**What the calendar can do without a server – and what not**

**This works on the finished website:** paging through months, clicking a period, counting nights, calculating the total, blocking blocked days – and sending the enquiry with arrival, departure, nights and total price. No internet program is needed for that, the visitor's browser does the arithmetic.

**This is what it cannot do:** it checks *no* real availability, it reserves nothing and it collects no money. Two guests can enquire about the same period without the page noticing. The calendar is an **enquiry** tool, not a booking system – you give the confirmation.

**You maintain the blocked days yourself**

The finished website knows nothing about your occupancy plan. When a period is taken, add it under **days taken**, export again and upload the page again. Otherwise guests will keep asking about dates that are long gone.

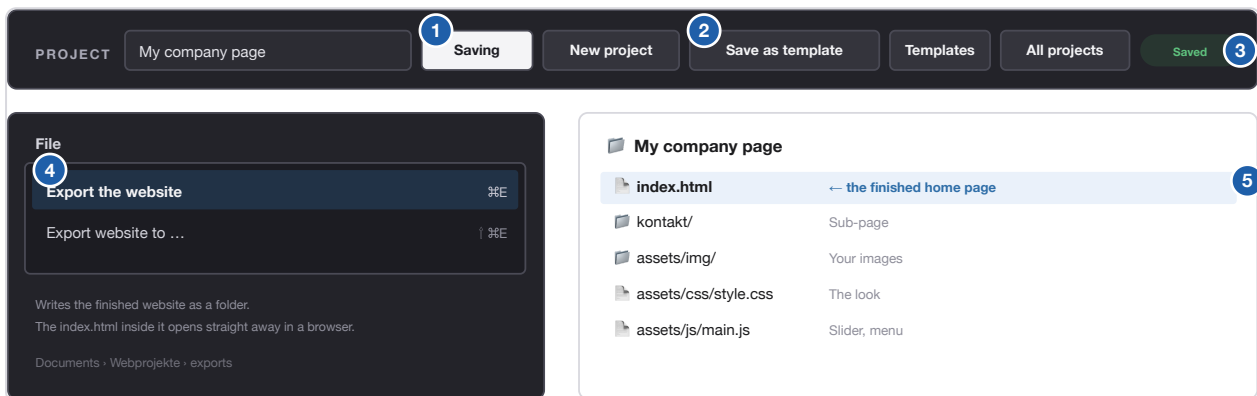
**Say what the price does not include**

The total is nights times price – nothing more. Write final cleaning, visitor's tax and deposit into the note line under the total. That saves you half the follow-up questions and prevents trouble on arrival.

## CHAPTER 7

# Saving, projects and export

Where your work ends up, how you manage several websites side by side – and how to get the finished website onto your computer as a folder.



**Fig. 9:** The project bar at the top, the „File“ menu at the bottom left – and on the right what comes out of the export.

- 1 Save** – or simply **Cmd + S**.
- 2 Save as template** – as a starting point for further websites.
- 3 Status** – „Draft“ means: never saved.
- 4 File › Export website** – writes the finished website as a folder (**Cmd + E**).
- 5 index.html** – your home page. Double-clicking opens it in the browser.

## Saving

Click **Save** in the project bar or press **Cmd + S**. „Project saved“ appears briefly.

Everything is saved: all pages, all texts, all images, the theme and the font. The next time you start, your project is there again.

### „Draft“ means: not yet saved

On the right of the project bar there is a small badge. If it says **Draft**, your project has never been saved and does not appear in the project list. Give it a name and save it – then it says **Saved project**.

**Where does that actually live?**

In the installed program version your project is additionally stored as a file on the hard disk, under *Documents > Webprojekte*. You do not have to do anything there – but it is good to know that your work has a real place and is not „somewhere in the app“.

## Managing several projects

A **project** is a complete website. You can have as many as you like – the company site, the club site, one for your neighbour.

| BUTTON                  | WHAT IT DOES                                                                        |
|-------------------------|-------------------------------------------------------------------------------------|
| <b>Project name</b>     | The field on the left. Your name for the website – visitors never see it.           |
| <b>Save</b>             | Saves the current state.                                                            |
| <b>New project</b>      | Starts empty. The current draft is kept – <i>provided you saved it beforehand</i> . |
| <b>Save as template</b> | Saves the website as your own template. See <a href="#">Chapter 4 (p. 42)</a> .     |
| <b>Templates</b>        | Opens the template gallery.                                                         |
| <b>All projects</b>     | Opens the list of your saved websites.                                              |

### Opening a saved project

- 1 Click **All projects**.
- 2 Look for the project you want in the list.
- 3 Click **Open**.

In the same list you can also rename and delete projects.

**Always save before „New project“**

„New project“ empties the working area. Whatever was not saved is gone. The app asks first – read the question before you click.

## Backups

Your projects are on your computer. If the hard disk fails, they are gone – like any other file.

### The simplest backup

Export your finished website now and then (see below) and copy the folder onto a USB stick or into your cloud. Also back up the *Documents* › *Webprojekte* folder – your editable projects are in there.

## Export: the website as a folder

**Exporting** means: the app writes your finished website onto your computer as a folder full of files. That is the website – finished, complete, ready to pass on.

### Starting the export

There are three ways to get there. The first two open the same window:

| WAY                                                                             | WHERE                                                                                                    |
|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|
| <b>The „Export“ button</b>                                                      | At the top of the toolbar. The quickest way.                                                             |
| <b>File › Export website</b><br>( <b>Cmd</b> + <b>E</b> )                       | In the app's menu, right at the top of the screen.                                                       |
| <b>File › Export website to ...</b><br>( <b>Cmd</b> + <b>Shift</b> + <b>E</b> ) | Skips the window and asks for the target folder straight away – handy for a USB stick or a cloud folder. |

### The „Export website“ window

Before anything is written, the app shows **where** it is going. Under **target folder** the folder is named in plain language – in the program version *Documents* › *Webprojekte* › *exports* and inside it a folder with the name of your website. You have three buttons:

| BUTTON                           | WHAT HAPPENS                                                                                                                  |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| <b>Export here</b>               | Writes the website into exactly the folder shown. The normal way.                                                             |
| <b>Choose another folder ...</b> | Opens your computer's file dialog – <i>first</i> , not after the export. You choose the folder, then the export runs into it. |
| <b>Cancel</b>                    | Closes the window. Nothing is written.                                                                                        |

Then the export runs. With large websites that takes a moment – a message at the bottom shows that work is in progress.

### When the export is finished

At the end the **Website is exported** window appears. It stays open until you close it – so the path does not run away from you:

| WHAT YOU SEE       | WHAT FOR                                                                                           |
|--------------------|----------------------------------------------------------------------------------------------------|
| <b>Saved in</b>    | The full path of the folder.                                                                       |
| <b>Copy path</b>   | Puts the path on the clipboard – to paste into an upload program or an e-mail.                     |
| <b>Open folder</b> | Opens the folder directly in Finder or Explorer. From there double-click <code>index.html</code> . |
| <b>Done</b>        | Closes the window.                                                                                 |

#### A yellow note in the result window

If there is a yellow line about pages with „replacement HTML“, the app did not calculate those pages cleanly and wrote a simple version. Open those pages in a browser and check them before you upload them.

### What is in that folder

| FILE / FOLDER                       | WHAT IT IS                                                                                             |
|-------------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>index.html</b>                   | Your home page. <b>Double-clicking opens the finished website in a browser</b> – without the internet. |
| <b>kontakt/, leistungen/</b><br>... | One folder per sub-page, each containing another <code>index.html</code> .                             |
| <b>assets/img/</b>                  | Your images.                                                                                           |
| <b>assets/css/style.css</b>         | The look.                                                                                              |
| <b>assets/js/main.js</b>            | The moving parts: slider, menu, form.                                                                  |

### **The best test before uploading**

Export and open **index.html** with a double click. What you then see is *exactly* what will be on the internet later. Click through all the pages once – that way you find dead links before your customers do.

### **What happens after the export?**

The exported folder **is** your finished website. For checking and archiving the export alone is enough. If it is to go on the internet, upload the contents of this folder to your host – how that works is described in [Chapter 8 \(p. 67\)](#).

### **Exporting needs a licence**

In the trial version you can build, adjust and save everything. To export the finished website you need a licence key. Details in [Chapter 9 \(p. 75\)](#).

## CHAPTER 8

# Going online: exporting and uploading the website

Now your website goes onto the internet. The app exports it as a finished folder – uploading is done with a free program such as FileZilla or with your host's web interface. If you do not have hosting yet, we start right at the beginning.

## Two steps

**Exporting** writes your finished website onto your computer as a folder (**Cmd** + **E**, see [Chapter 7 \(p. 62\)](#)). You then upload this folder to your host yourself. The app connects to nothing – you or an upload program do the uploading.

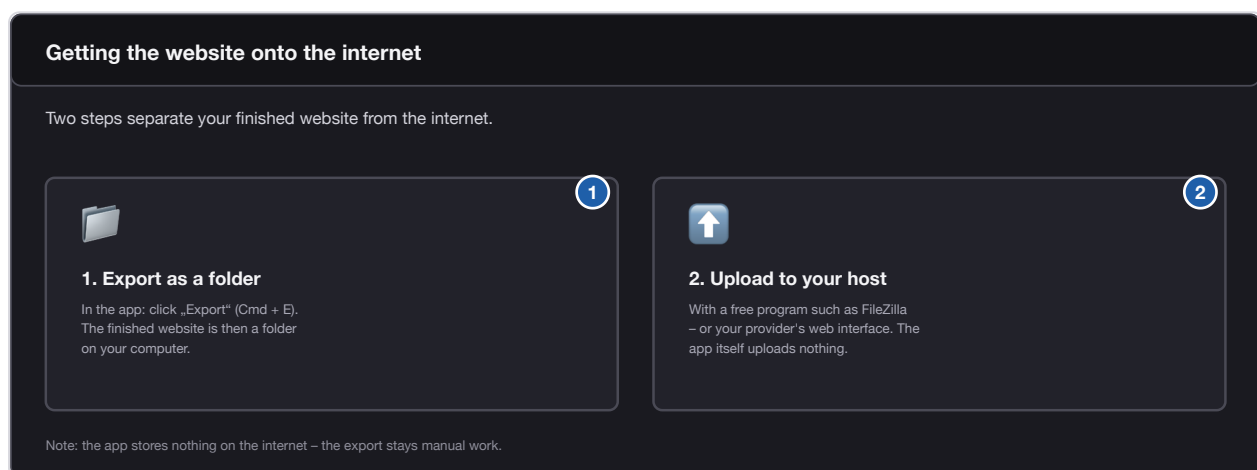


Fig. 10: The two steps, independent of each other.

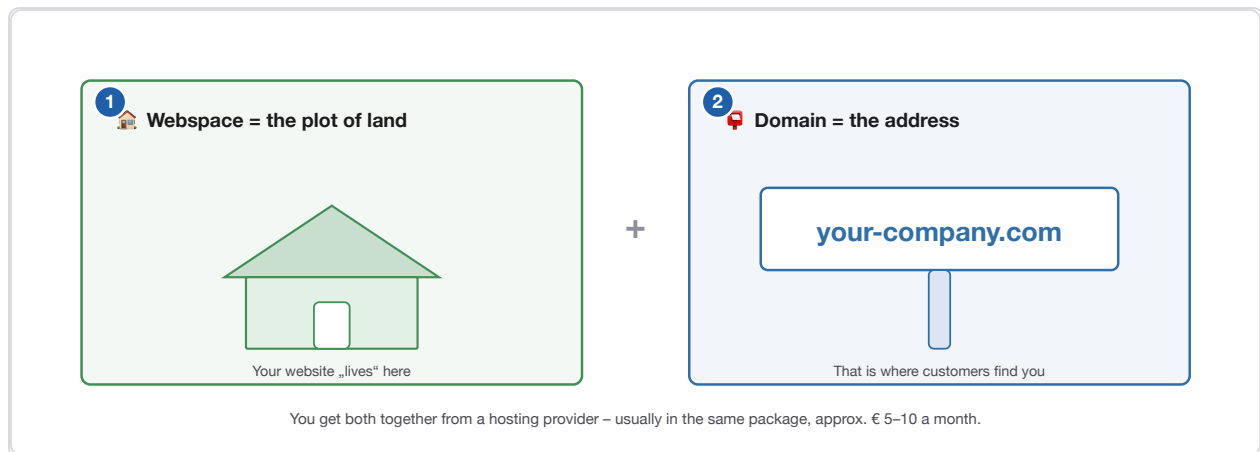
- 1 Export as a folder** – in the app, as described in chapter 7.
- 2 Upload to your host** – with FileZilla or your provider's web interface.

### No hosting yet?

Then read the next section first – you need a provider before you can upload.

## If you do not have hosting yet

You need exactly two things – and they usually come in the same package.



**Fig. 11:** The comparison that explains everything: your website is a shop. You need a plot of land and an address.

- 1 Webspaces** – storage space on a computer that runs day and night. That is where your website „lives“.
- 2 Domain** – your internet address, e.g. *your-company.com*. That is where customers find you.

## What is a domain?

The **domain** is your address on the internet – what people type into the browser: *your-company.com*. Just as with the address of your shop: there is only one of it. If somebody else has *smith.com*, you have to look for something else.

### Finding a good domain name

Short, easy to say, without hyphens if possible. Use your company name. The ending `.de` for Germany – that is what your customers expect. Test it on the phone: if you have to spell it out, it is too complicated.

## What is webspaces?

**Webspaces** (also „hosting“) is rented storage space on a computer that is always running and always connected to the internet. Your files live there. Your own computer is not suitable for it – it would have to be on 24 hours a day.

## What does it cost?

| ITEM                       | REALISTIC              | NOTE                                                           |
|----------------------------|------------------------|----------------------------------------------------------------|
| <b>Web hosting package</b> | approx. € 5–10 / month | Usually billed yearly: around € 60–120 a year.                 |
| <b>Domain</b>              | usually included       | A <code>.de</code> domain is normally included in the package. |
| <b>E-mail mailboxes</b>    | usually included       | You get <i>info@your-company.com</i> along with it.            |

### The smallest package is enough

For an ordinary company website with a few pages the cheapest web hosting package is perfectly sufficient. You need no server, no „managed WordPress“, no extra for databases – your website consists of fixed files and is therefore undemanding.

## Choosing a provider

Three German providers with German-language support – visit their website and order the smallest package:

| PROVIDER            | PRICE                  | CHARACTER                                                                                      |
|---------------------|------------------------|------------------------------------------------------------------------------------------------|
| <b>IONOS</b>        | approx. € 1–10 / month | A large German provider with telephone support. Good if you are doing this for the first time. |
| <b>netcup</b>       | approx. € 3–8 / month  | Very good value for money, data centres in Germany. Somewhat more technical.                   |
| <b>ALL-INKL.COM</b> | approx. € 5–10 / month | A family business, known for friendly service. If personal help matters to you.                |

### Why German providers?

Support in German when something is stuck. An invoice with German VAT. And your data is held in Germany – that makes your Datenschutzerklärung considerably simpler.

## After ordering

You get an **e-mail with your access details**. It usually contains:

| DETAIL               | LOOKS LIKE                         | WHAT FOR                          |
|----------------------|------------------------------------|-----------------------------------|
| <b>Server / host</b> | <code>ftp.ihre-firma.de</code>     | The address your files go to.     |
| <b>User name</b>     | <code>u123456</code>               | Your login name.                  |
| <b>Password</b>      | —                                  | Your password.                    |
| <b>SFTP or FTP</b>   | <code>SFTP</code>                  | The kind of connection.           |
| <b>Port</b>          | <code>22</code> or <code>21</code> | A number. It is usually included. |

**Keep this e-mail**

Put it in a folder of its own in your mailbox. You will need the details again – at the latest when you next upload or when you change computers.

## The legal check

**⚠ Impressum und Datenschutzerklärung sind in Deutschland Pflicht**

Fast jede **geschäftliche** Website braucht ein **Impressum** und eine **Datenschutzerklärung**. Fehlen sie oder sind sie falsch, drohen **Abmahnungen** – kostenpflichtige Schreiben von Anwälten, die schnell mehrere hundert Euro kosten.

Das gilt auch für kleine Seiten. Es gilt auch, wenn Sie „nur“ Ihre Leistungen zeigen und gar nichts verkaufen.

Prüfen Sie vor dem Hochladen selbst: Hat Ihr Projekt eine eigene Impressum-Seite und eine eigene Datenschutz-Seite mit Ihren echten Angaben – nicht nur die mitgelieferte Muster-Vorlage?

**A sample template means: your details are still missing**

Die Vorlagen enthalten Muster-Texte mit Platzhaltern in eckigen Klammern, z. B. „[Straße Hausnummer]“. Diese **müssen** Sie durch Ihre echten Angaben ersetzen. Ein Impressum mit einer erfundenen Adresse ist schlimmer als gar keines.

## How to get correct texts

There are free generators that put the texts together for you. You answer a few questions and get finished text to paste in.

- 1 In Ihrem Browser den **Impressum-Generator von e-recht24.de** öffnen.
- 2 Answer the questions there (company name, address, legal form, authorised representative, VAT ID if applicable).
- 3 Copy the generated text.
- 4 In der App auf Ihre Impressum-Seite gehen und den Text einsetzen.
- 5 Dasselbe mit dem **Datenschutz-Generator** von e-recht24.de.

#### **Was in Ihre Datenschutzerklärung gehört**

Sie müssen darin auch Ihren **Hoster** nennen. Der Generator fragt danach – halten Sie Name und Adresse Ihres Anbieters bereit.

Wenn Sie Google Maps, YouTube-Videos oder Google Fonts einbinden, muss das ebenfalls hinein. Deshalb: Je weniger fremde Dienste, desto einfacher Ihre Rechtstexte.

#### **This is not legal advice**

Neither the app nor this manual may give you legal advice. Generators are a good start and usually sufficient for simple cases. For special constellations – a club, several shareholders, online selling, a newsletter – ask a professional.

## **Uploading with FileZilla**

**FileZilla** is a free program for Windows and Mac with which you upload files to a server. There are many similar programs (Cyberduck, Transmit, WinSCP) – FileZilla is the most widespread and is used as the example in these instructions.

**Fig. 12:** This is what the access details look like in an FTP program – everything is in your provider's e-mail.

- 1** **Server, user name, password, port** – straight from the e-mail.
- 2** **Connect** – the program then shows the contents of your webspace.

## Step by step

- 1** Download FileZilla from **filezilla-project.org** and install it (the „client“, not the „server“).
- 2** Open FileZilla. Enter **server, user name, password** and **port** from your provider's e-mail into the bar at the top.
- 3** For **protocol** choose **SFTP** if possible – see the box below.
- 4** Click **Connect**.
- 5** On the left you see your computer, on the right the server. On the right-hand side switch to the correct target directory (see below).
- 6** On the left open your website's export folder and drag **the complete contents** (not the folder itself) to the right with the mouse.
- 7** Wait until all the files have been transferred – a queue runs along at the bottom.

### SFTP or FTP?

**SFTP** is encrypted – nobody can read along. **FTP** transmits your password *in plain text*; anyone on the same Wi-Fi can pick it up. Only use FTP if your provider does not offer SFTP.

## The target directory

That is the folder on the server in which your website should live. It is called something different depending on the provider. Common names:

| FOLDER                                             | COMMON WITH                                         |
|----------------------------------------------------|-----------------------------------------------------|
| /                                                  | When the access lands directly in the right folder. |
| /html                                              | Frequently with German providers.                   |
| /httpdocs                                          | Plesk administrations.                              |
| /public_html                                       | cPanel administrations.                             |
| /webseiten, /www or a folder with your domain name | Also occurs.                                        |

#### If you are unsure

Try /. If an error appears, try /html. Or ask your provider's support: „Which directory do I have to upload my website to via SFTP?“ – that is a standard question they answer in their sleep.

#### The home page alone is not enough

Upload the **entire contents** of the export folder – that is `index.html` together with all sub-folders ( `assets/`, `kontakt/` etc.). If any of that is missing, your website looks incomplete or wrong.

## Done

When FileZilla has finished, call up your domain in a browser. Your website is now on the internet, reachable by anyone.

#### If the page does not appear yet

Sometimes it takes a few hours after a *newly ordered* domain until it is known everywhere on the internet. That is normal and it is not your fault. Wait and try again later.

## After uploading

### Changes

Change whatever you want in the app, save, export again – and upload the files again with FileZilla just as you did the first time. FileZilla asks before overwriting; choose „Overwrite“ or „Always overwrite“.

### The final checklist

| CHECK                      | HOW                                                                                                                           |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| All pages reachable?       | Click through your menu in a browser.                                                                                         |
| Does the form arrive?      | Send yourself a test message.                                                                                                 |
| Is the phone number right? | Compare it character by character.                                                                                            |
| Impressum vollständig?     | Your real address, no „Musterstraße“.                                                                                         |
| Checked on a phone?        | Call up your page on your own phone.                                                                                          |
| Found on Google?           | Search for your company name. Be patient – that takes a few weeks. See „Page settings“ in <a href="#">Chapter 3 (p. 18)</a> . |

#### Show the page to somebody who does not know you

Ask a person outside your line of business: „What do I do for a living, and how do you reach me?“ If they can answer that in ten seconds, your website is good. If not, it is almost always the heading at the very top.

## CHAPTER 9

# Licence: what the trial version can do

Building and trying things out is free. For the last step – exporting the finished website – you need a licence key. This chapter says exactly where the line is.

## The two levels

|                                        | TRIAL VERSION | PURCHASED LICENCE |
|----------------------------------------|---------------|-------------------|
| Building websites, all building blocks | ✓             | ✓                 |
| All templates and themes               | ✓             | ✓                 |
| Saving projects                        | ✓             | ✓                 |
| Saving your own templates              | ✓             | ✓                 |
| The shop building block                | ✓             | ✓                 |
| <b>Exporting</b> the website           | ✗             | ✓                 |

### What that means in practice

You can build your complete website, design it, fill it with real texts and images and save it – **without spending a cent**. So you see exactly what you get beforehand.

You only need the licence at the moment when the website is to leave your computer.

### Plan for it

If you finish on Friday evening and the page should be online on Monday morning, get the key *beforehand*. Otherwise you end up facing a wall you had not planned for.

## Seeing the licence status

There is a button at the top right of the toolbar. It shows your status:

| DISPLAY                                                                                                          | MEANING                                         |
|------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
|  <b>Trial version</b> (yellow)  | No key entered. Building yes, exporting no.     |
|  <b>Licensed to ...</b> (green) | Your key is entered. All features are unlocked. |

## Entering a licence key

- 1 Click the licence button at the top right.
- 2 Paste the **licence key** into the field. That is a long string of characters that you receive by e-mail when you buy.
- 3 Confirm. The button at the top turns green.

### The key is not checked online

The app checks the key **on your computer** – you need no internet and no user account for that. The key stays saved; you enter it once and never again.

### If you hit the limit in the middle of your work

If you click *Export* in the trial version, the licence dialog opens and explains why. Enter a valid key there and the action **continues straight away** – you do not have to repeat anything.

## Frequently asked questions about the licence

### „This licence key is invalid“

Usually something was lost while copying or one character too many came along. Copy the key from the e-mail again in full – from the first to the last character, with no spaces before or after.

### Does my website stay mine?

Yes. What you export is a complete, independent website of ordinary HTML files. You can upload it anywhere, pass it on, have it changed or archive it. There is no dependency on this app and no server that will be switched off some day. What is in the folder belongs to you – see [Chapter 7 \(p. 62\)](#).

### What if I change computers?

Enter the key again on the new computer. You take your projects with you via the *Documents › Webprojekte* folder.

## CHAPTER 10

# Common problems and solutions

---

Error messages often sound more threatening than they are. Here every one of them is in everyday language – with what you can actually do.

**The first move for almost everything**

**Cmd** + **Z** takes back every step – as often as you like. Before you try anything else: simply press it a few times.

## While building

**I deleted something and want it back**

**Cmd** + **Z**. That applies to a whole deleted section as well.

**I cannot click an area**

Click an empty spot inside it, not the text. Or go to the **Layers** tab on the left – every part is listed there and can be selected reliably.

**I click a text and the inspector shows something else**

You probably still had another text being edited. Click once on an empty spot next to it, then on the element you want.

**A control does nothing**

Check what is shown as selected at the top of the inspector. You have probably selected the **section** but want to change an **element** – or the other way round. See [Chapter 3 \(p. 18\)](#).

**My page looks torn apart on a phone**

Almost always fixed sizes are to blame. Select the element concerned, switch the inspector to **Advanced** and clear **width** and **height**. Then back to **Simple**.

**Text on my background image is unreadable**

Select the section → **Background of the section** → tick **background image** → in the **veil over the image** area set **dark**, strength about 50 %. See [Chapter 3 \(p. 18\)](#).

### The type jumps while editing

Those are the scroll effects. Switch to  **Edit** at the top – they are off there. In ► **Preview** they run again.

### The window is white / the app does not react

Your project is saved. Use the **Reload** button offered. If this happens more often, close the app and start it again.

## After uploading

### My website is not reachable

- 1 Did you only just order the domain? Then wait a few hours – word of it has to get around the internet first.
- 2 Check the **target directory**. If the files are in the wrong folder, nobody finds them. Try `/html` instead of `/`.
- 3 Ask your provider's support: „Which directory does my website have to go into?“

### I still see the old version

Your browser has stored the page. Press `Cmd` + `Shift` + `R` to load it fresh. Or call up the page on your phone over mobile data – nothing is stored there.

### A link leads to an error page

The classic: a link to one of your own pages was typed in by hand as an **external URL**. Open the link in the inspector and set it to **internal page**. See [Chapter 5 \(p. 47\)](#).

### My form does not arrive

- 1 Select the form and check whether a **target** is set. Without a target nothing happens.
- 2 With *mailto:* the visitor still has to press „Send“ in their own mail program. That is normal – but many do not do it. If that is too uncertain for you, use a form service (endpoint).
- 3 Look in your spam folder.
- 4 Details in [Chapter 6 \(p. 53\)](#).

### **I am not found on Google**

That takes time. New websites need weeks before they appear. In the meantime make sure that the **SEO title** and the **meta description** are filled in for every page ([Chapter 3 \(p. 18\)](#)), and check that **noindex** is not switched on anywhere by mistake.

#### **The fastest way to be found locally**

Create a free **Google Business Profile** (formerly „Google My Business“). For tradespeople, practices and shops that brings more in the short term than any search engine optimisation on the website itself.

### **I have lost my access details**

Look for your provider's e-mail. If you cannot find it, you can log into your provider's administration area and set a new FTP/SFTP password there.

## **Fundamentals**

### **Can I carry on editing an existing website here?**

No. The app only works with projects that were built in it.

### **Can I move my website later?**

Yes. Export it ([Chapter 7 \(p. 62\)](#)) and upload the folder to the new provider. They are ordinary HTML files that run anywhere.

### **Do I need a maintenance contract?**

No. Your website consists of fixed files. There is no system that needs security updates – unlike WordPress, for example. You only pay for your hosting.

### **What about accessibility?**

The building blocks are built so that they work with screen readers and a keyboard. Your contribution: **alt texts** on all images and sufficient contrast between the text and the background.

## CHAPTER 11

# Appendix

Keyboard shortcuts, a small dictionary and a checklist to tick off.

## Keyboard shortcuts

| KEYBOARD SHORTCUTS                   | WHAT HAPPENS                                              |
|--------------------------------------|-----------------------------------------------------------|
| <b>Cmd</b> + <b>S</b>                | Save the project                                          |
| <b>Cmd</b> + <b>E</b>                | Export the website                                        |
| <b>Cmd</b> + <b>Shift</b> + <b>E</b> | Export website to ... (choose the target folder yourself) |
| <b>Cmd</b> + <b>Z</b>                | Undo the last step                                        |
| <b>Cmd</b> + <b>C</b>                | Copy the selected section                                 |
| <b>Cmd</b> + <b>V</b>                | Paste the copied section                                  |
| <b>Del</b>                           | Delete the selected section                               |
| <b>Cmd</b> + <b>F</b>                | Search in this PDF                                        |

### Copying and deleting need a selection

These shortcuts only work when you are *not* typing in a text field. Otherwise you copy the text, not the section.

## A small dictionary

| TERM                  | IN PLAIN LANGUAGE                                                                    |
|-----------------------|--------------------------------------------------------------------------------------|
| <b>Alt text</b>       | A short image description for blind visitors and for Google.                         |
| <b>Assets</b>         | Your image store in the app.                                                         |
| <b>Building block</b> | A ready-made strip for your page – eye-catcher, price table, form.                   |
| <b>Browser</b>        | The program you look at websites with: Chrome, Safari, Firefox, Edge.                |
| <b>Canvas</b>         | The white working area in the middle. Your website for real.                         |
| <b>CTA</b>            | „Call to action“ – an eye-catching block that invites people to call or enquire.     |
| <b>Domain</b>         | Your internet address, e.g. <i>your-company.com</i> .                                |
| <b>Export</b>         | The finished website as a folder on your computer.                                   |
| <b>FTP / SFTP</b>     | The way files travel to the server. SFTP is the encrypted, secure variant.           |
| <b>Hero</b>           | The big eye-catcher at the very top of a page.                                       |
| <b>Hosting / host</b> | The provider where your website lives.                                               |
| <b>Inspector</b>      | The settings bar on the right.                                                       |
| <b>Impressum</b>      | The page with your details that is required by law.                                  |
| <b>Parallax</b>       | The background moves more slowly than the text while scrolling – that creates depth. |
| <b>Port</b>           | A number that belongs to the server address. SFTP = 22, FTP = 21.                    |
| <b>Responsive</b>     | The page adapts by itself to phone, tablet and computer.                             |
| <b>Section</b>        | A horizontal strip of your page.                                                     |
| <b>SEO</b>            | Everything that helps Google find you.                                               |
| <b>Server</b>         | A computer that runs day and night and delivers your website.                        |
| <b>Slug</b>           | The address path of a page, e.g. <code>/kontakt/</code> .                            |
| <b>Theme</b>          | A ready-made colour set for your whole website.                                      |
| <b>Preset</b>         | A finished website to rebuild.                                                       |

| TERM                    | IN PLAIN LANGUAGE                                              |
|-------------------------|----------------------------------------------------------------|
| <b>Webpace</b>          | Rented storage space where your website lives.                 |
| <b>WebP</b>             | A modern image format: looks like a photo but is much smaller. |
| <b>Target directory</b> | The folder on the server your website belongs in.              |

## Checklist before uploading

Go through this once before you upload the exported website to your host:

| ✓                        | ITEM                                                    | WHERE                         |
|--------------------------|---------------------------------------------------------|-------------------------------|
| <input type="checkbox"/> | All texts read through, no placeholders left            | <a href="#">Ch. 6 (p. 53)</a> |
| <input type="checkbox"/> | All images swapped, alt texts filled in                 | <a href="#">Ch. 6 (p. 53)</a> |
| <input type="checkbox"/> | Phone number and e-mail are correct                     | —                             |
| <input type="checkbox"/> | <b>Impressum</b> mit Ihren echten Angaben               | <a href="#">Ch. 8 (p. 67)</a> |
| <input type="checkbox"/> | <b>Datenschutzerklärung</b> mit Ihrem Hoster            | <a href="#">Ch. 8 (p. 67)</a> |
| <input type="checkbox"/> | The form has a target – and you have tested it          | <a href="#">Ch. 6 (p. 53)</a> |
| <input type="checkbox"/> | Every page looked at on a phone                         | <a href="#">Ch. 2 (p. 12)</a> |
| <input type="checkbox"/> | All menu links lead somewhere                           | <a href="#">Ch. 5 (p. 47)</a> |
| <input type="checkbox"/> | SEO title and meta description filled in for every page | <a href="#">Ch. 3 (p. 18)</a> |
| <input type="checkbox"/> | Project saved                                           | <a href="#">Ch. 7 (p. 62)</a> |
| <input type="checkbox"/> | The licence key is ready                                | <a href="#">Ch. 9 (p. 75)</a> |

### And then?

Then your website is online. Take half an hour once a quarter: are the prices still right? Are the opening hours correct? Is there a new project to show? A well-kept small website beats a large one gathering dust.

## About this manual

This manual is generated from the app's source code. The figures in it – how many building blocks, how many themes, which error messages there are – are read out, not estimated.

After an app update it can be regenerated with a single command:

```
npm run manual:en
```

The generated PDF is then at `manual/Manual-Website-Builder-EN.pdf`. Whatever changed in the app has to be brought up to date in the chapter texts under `manual/content/`; the hard figures are collected in `manual/content/app-facts.mjs`.

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The numbers are page numbers. You can also search directly in the PDF with **Cmd** + **F**.

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