

Your New Blog Website

Step-by-Step Setup Guide

Congrats! You just bought a beautiful, ready-to-launch blog website template. This guide walks you through everything you need to do to make it **yours** — fill in your info, swap the cover photo, and start blogging. No coding required.

Time to complete: about 60 minutes for the basics. Take it in two sittings if you want — you can save your progress at any point.

How to use this guide

- Each section shows you EXACTLY where to click and what to type.
- Screenshots show what your admin dashboard actually looks like.
- Example values are filled in to show you what good answers look like.
- At the end you'll find a 'Base44 Prompts' page for the parts you'll customize with Base44's AI.

***Tip:** If you get stuck anywhere, you can book a Done-With-You setup call with Sondra and she'll walk you through it live in 60 minutes.*

Before You Start

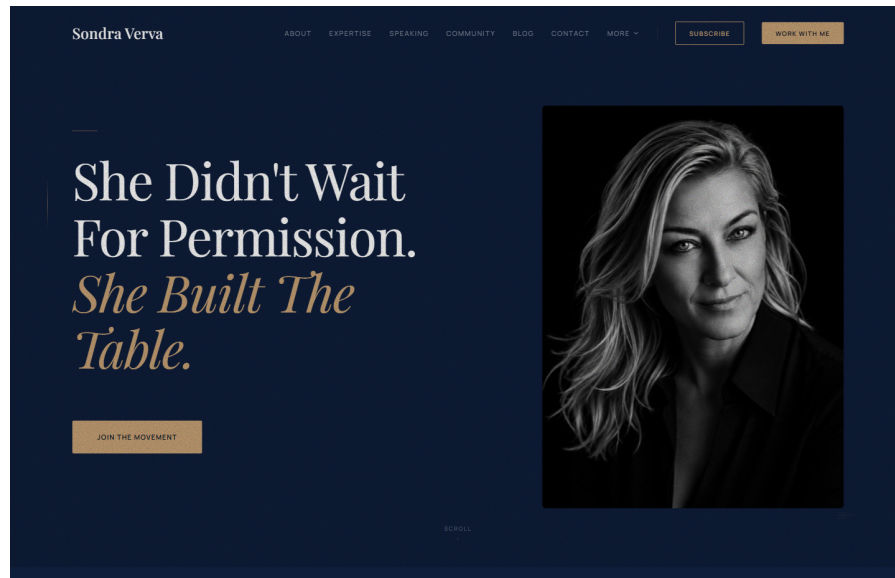
Have these ready so you don't have to stop mid-setup:

Item	What it looks like
Your name + a short bio paragraph	2-4 sentences about you. What you do, who you help.
3 credentials or stats about you	e.g. '15+ Years Coaching', '500+ Clients Served', 'TEDx Speaker'
Your 5 social media URLs	LinkedIn, Twitter/X, Instagram, YouTube, TikTok (leave any blank if you don't use it)
Your contact / booking link	A Calendly, Typeform, or whatever you use for inquiries
Your email address	Where you want contact form messages to land
A high-quality headshot photo	Square or 3:4 ratio works best. You'll upload this to swap out the placeholder.
Your domain name (optional)	If you have one — you can connect it later inside Base44

Tip: Open a quick Google Doc or Notes file and paste everything in one place. Then you'll just copy-paste into the form fields.

What You're Setting Up

This is your homepage. The guide below covers every section. You'll fill in your details in the admin dashboard (coming up next), and the page will magically update with YOUR info.



↑ Your homepage hero — the first thing visitors see

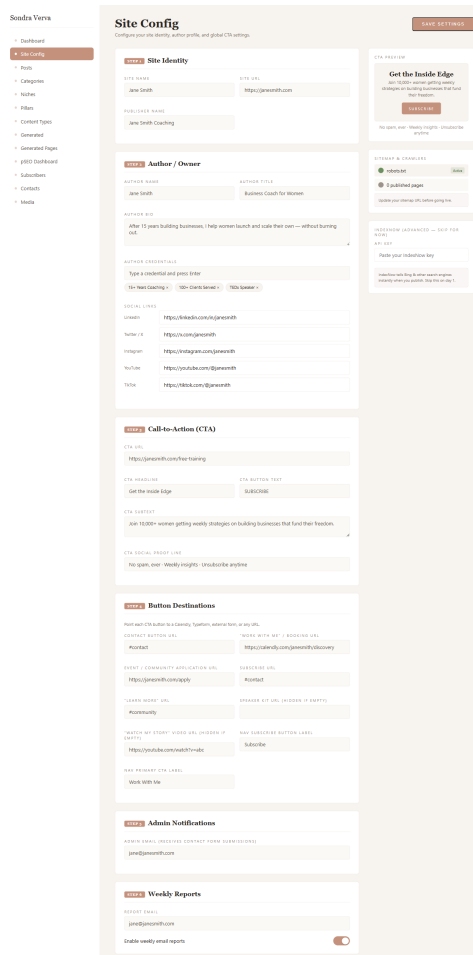
Your site also has: a Blog page (auto-updates when you publish posts), Pillars pages (for big hub articles), and a Resources page. You'll create blog posts later in this guide.

How to Open Your Admin Dashboard

Everything in this guide happens inside your **admin dashboard**. To open it:

1. Go to your website URL in your browser.
2. Add **/admin** to the end. For example: `yoursite.com/admin`
3. Sign in with the email + password you set up (or your Google account).
4. Click **Site Config** in the left sidebar. That's where you'll spend the next 30 minutes.

Here's what your Site Config page looks like:



↑ The full Site Config page with all 6 steps. We'll do them in order.

STEP 1 Site Identity

This is where your website tells search engines who you are.

↑ *Step 1 in your admin*

Field Name	What to type
Site Name	Your name or business name. Shows in the top-left logo on your site. Example: 'Jane Smith'
Site URL	Your domain. Example: 'https://janesmith.com'. If you don't have one yet, leave the placeholder.
Publisher Name	Your brand name (for search engines). Often the same as your Site Name. Example: 'Jane Smith Coaching'

Tip: Click **Save Settings** in the top-right whenever you finish a step. You can save anytime.

STEP 2 Author / Owner — This is the big one

This section fills in **most of what visitors see** on your homepage. Your name, bio paragraph, the 3 stats under your hero photo, and all your social media links.

- Generated Pages
- pSEO Dashboard
- Subscribers
- Contacts
- Media

STEP 2 Author / Owner

AUTHOR NAME

AUTHOR TITLE

AUTHOR BIO

After 15 years building businesses, I help women launch and scale their own — without burning out.

AUTHOR CREDENTIALS

Type a credential and press Enter

15+ Years Coaching x
100+ Clients Served x
TEDx Speaker x

SOCIAL LINKS

LinkedIn

Twitter / X

Instagram

YouTube

TikTok

SITEMAP & CRAWLERS

● robots.txt Active

● 0 published pages

Update your sitemap URL before going live.

INDEXNOW (ADVANCED — SKIP FOR NOW)

API KEY

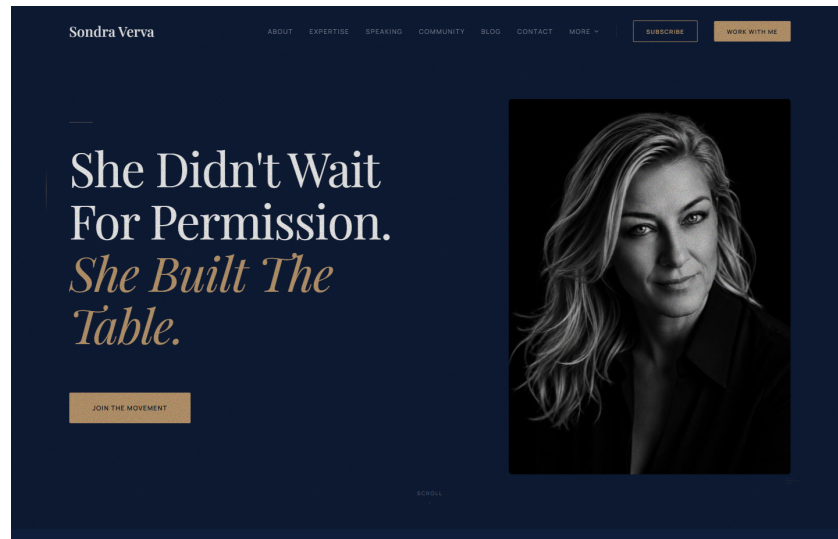
Paste your IndexNow key

IndexNow tells Bing & other search engines instantly when you publish. Skip this on day 1.

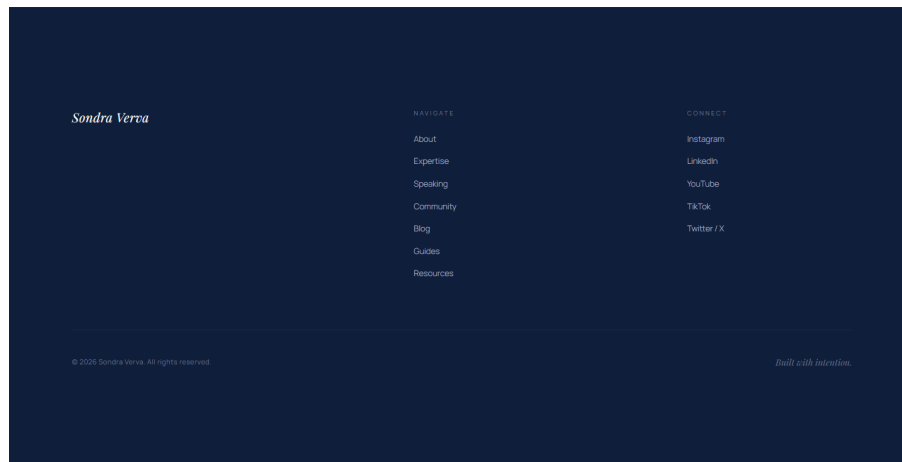
↑ Step 2 in your admin

Field Name	What to type
Author Name	Your full name. Appears in the About section, Footer, and bylines.
Author Title	Your one-line tagline. Shows above your hero headline. Example: 'Business Coach for Women'
Author Bio	2-4 sentence paragraph about you. Shows in the About section AND under your hero headline.
Author Credentials	Type each one and press Enter. Add 3 total. These show as stats under your hero photo. Example: '15+ Years Coaching', '500+ Clients Served', 'TEDx Speaker'
Social Links (5 boxes)	Paste full URLs. Leave any blank if you don't use that platform — the icon just won't show.

Where Step 2 shows up on your homepage



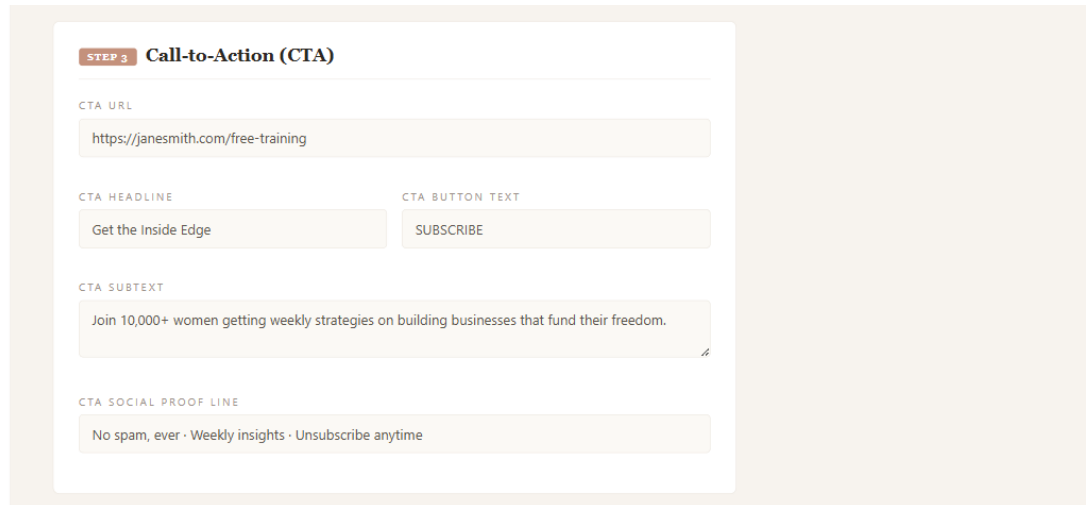
↑ Your tagline, bio paragraph, and 3 credentials all show in the hero



↑ Your social links + name show in the footer of every page

STEP 3 Call-to-Action (CTA) — Your Subscribe Block

This is the big email signup block near the bottom of your homepage. Every word of it is in your control.



The screenshot shows a configuration interface for a Call-to-Action (CTA) block. It features several input fields for customizing the block's content:

- CTA URL:** A text field containing the URL `https://janesmith.com/free-training`.
- CTA HEADLINE:** A text field containing the headline `Get the Inside Edge`.
- CTA BUTTON TEXT:** A text field containing the button text `SUBSCRIBE`.
- CTA SUBTEXT:** A text area containing the subtext `Join 10,000+ women getting weekly strategies on building businesses that fund their freedom.`
- CTA SOCIAL PROOF LINE:** A text field containing the social proof line `No spam, ever · Weekly insights · Unsubscribe anytime`.

↑ Step 3 in your admin

Field Name	What to type
CTA URL	Where the subscribe form posts to. Often your email list signup URL or '#contact' to open the contact form.
CTA Headline	Big headline of the block. Example: 'Get the Inside Edge'
CTA Button Text	What the button says. Example: 'SUBSCRIBE' or 'Join the List'
CTA Subtext	1-2 lines telling them what they'll get. Example: 'Join 10,000+ women getting weekly strategies.'
CTA Social Proof Line	Reassurance line under the button. Example: 'No spam, ever · Weekly insights · Unsubscribe anytime'

Where it shows up:

Get the Inside *Edge*

Join 10,000+ women getting weekly strategies on building businesses that fund their freedom. No fluff. No hustle-culture nonsense.

Your email address

SUBSCRIBE

- No spam, ever - Weekly insights - Unsubscribe anytime

↑ *Every word here came from Step 3*

STEP 4 Button Destinations — Where Each Button Goes

Your homepage has buttons scattered everywhere: 'Apply Now', 'Inquire About Booking', 'Subscribe', 'Work With Me'. This step tells each button where to send people.

STEP 4 Button Destinations

Point each CTA button to a Calendly, Typeform, external form, or any URL.

CONTACT BUTTON URL	"WORK WITH ME" / BOOKING URL
#contact	https://calendly.com/janesmith/discovery
EVENT / COMMUNITY APPLICATION URL	SUBSCRIBE URL
https://janesmith.com/apply	#contact
"LEARN MORE" URL	SPEAKER KIT URL (HIDDEN IF EMPTY)
#community	
"WATCH MY STORY" VIDEO URL (HIDDEN IF EMPTY)	NAV SUBSCRIBE BUTTON LABEL
https://youtube.com/watch?v=abc	Subscribe
NAV PRIMARY CTA LABEL	
Work With Me	

↑ *Step 4 in your admin*

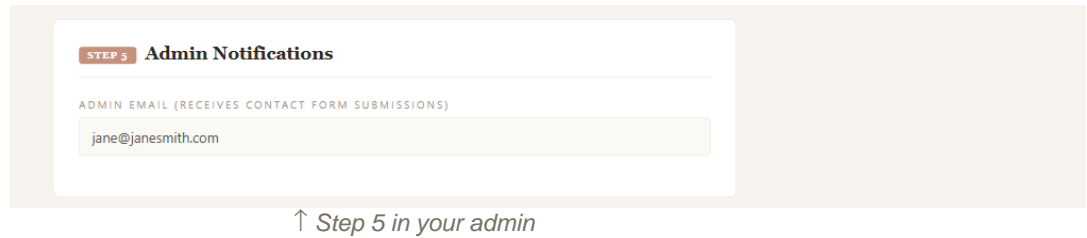
Each field, in plain English

Field Name	What to type
Contact Button URL	Where the Contact button goes. Use '#contact' to open a built-in contact modal — or paste your own URL (Calendly, Typeform, etc.)
'Work With Me' / Booking URL	Your discovery call / Calendly / sales page URL. Example: 'https://calendly.com/yourname/intro'
Event / Community Application URL	Where the 'Apply' button in the community section goes. Could be a Typeform, Google Form, or external sales page.
Subscribe URL	Where the nav subscribe button goes. Often '#contact' or your email list URL.
'Learn More' URL	Goes next to the Apply button in the community section. Optional — defaults to '#community' (scrolls down).
Speaker Kit URL	Hidden if blank. Paste a Google Drive / Dropbox link to your speaker kit PDF if you have one.
'Watch My Story' Video URL	Hidden if blank. Paste a YouTube/Vimeo link to add a 'Watch My Story' button in your hero.
Nav Subscribe Button Label	Label for the top-right Subscribe button. Default: 'Subscribe'
Nav Primary CTA Label	Label for the main nav button (right side). Default: 'Work With Me'

Tip: Don't have all these links yet? No problem. Leave them blank or '#contact' — your visitors will just see a contact form instead. You can update them later anytime.

STEP 5 Admin Notifications

Where do you want to be notified when someone fills out your contact form?

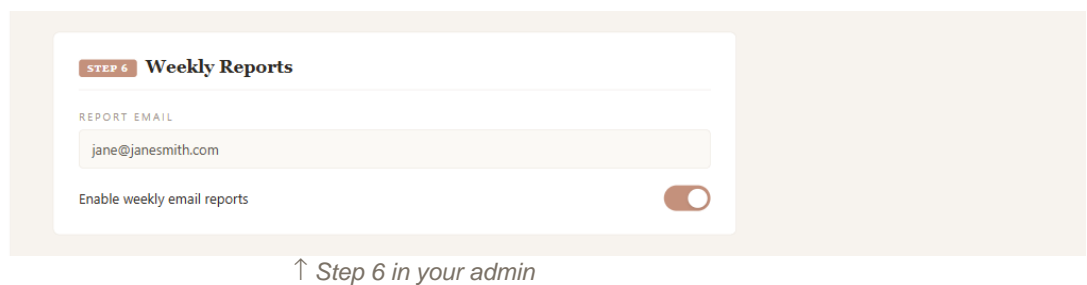


The screenshot shows a configuration panel titled "STEP 5 Admin Notifications". Below the title is a label "ADMIN EMAIL (RECEIVES CONTACT FORM SUBMISSIONS)" and a text input field containing the email address "jane@janesmith.com". Below the input field is a small upward-pointing arrow and the text "Step 5 in your admin".

Field Name	What to type
Admin Email	Your real email address. Every contact form message gets sent here. Example: 'jane@janesmith.com'

STEP 6 Weekly Reports

Optional. Once a week, your site can email you a summary of how it's doing (views, new subscribers, etc.).



The screenshot shows a configuration panel titled "STEP 6 Weekly Reports". Below the title is a label "REPORT EMAIL" and a text input field containing the email address "jane@janesmith.com". Below the input field is a toggle switch labeled "Enable weekly email reports", which is currently turned ON.

Field Name	What to type
Report Email	Where you want the weekly report sent. Usually the same as your Admin Email.
Enable weekly email reports	Toggle ON if you want it. OFF means no emails (you can still see stats inside the dashboard).

That's all 6 steps in your Site Config! Click **Save Settings** in the top-right one more time. Your homepage should now show YOUR name, YOUR bio, YOUR social links, and YOUR subscribe block.

Write Your First Blog Post

Now that your site identity is set up, let's get your first post live.

1. In the admin sidebar, click **Posts**.
2. Click the **+ New Post** button in the top-right.
3. Fill in the basics:

Field Name	What to type
Title	Your blog post title. Example: '5 Lessons I Learned Building My First Business'
Slug	Auto-fills from the title (lowercase, dashes). Example: '5-lessons-first-business'
Excerpt	A 1-2 sentence preview. Shows on the blog index. Make it compelling.
Content	Your full post. The editor supports formatting, images, links, headings.
Featured Image	The cover photo. Paste a URL or upload one.
Category	Pick one (or add a new one under Categories tab).
Status	Set to 'Published' when ready. 'Draft' to keep working. 'Scheduled' to publish later.

4. Click **Save** at the bottom. Your post is live!

***Tip:** Visit your homepage and click **Blog** in the navigation. Your post should be there. Click it to read the full version with FAQ section and author bio at the bottom.*

Customizing the Rest with Base44 AI

Some pieces of your homepage are baked into the design — the big hero headline, the 'Featured In' magazines, the 4 Expertise blocks, the 3 testimonials, etc. To change these, you'll use **Base44's AI**: just type a prompt and Base44 swaps the copy for you.

How to use Base44 AI

1. Log into your Base44 account.
2. Open the app for your blog site.
3. You'll see a chat-style prompt box. Paste any of the prompts below and hit Enter.
4. Base44 will edit the code for you. Preview, then publish.

Copy-paste prompts to give Base44

Change the hero headline

Replace the hero headline "She Didn't Wait For Permission. She Built The Table." with: **[your headline in 3 short lines]**

Replace the hero photo

Replace the hero image with this photo: **[paste image URL or upload]**. Update the About section photo to the same image.

Change "Featured In" magazines

In the Featured In marquee, replace the list of magazines with: **[Magazine 1, Magazine 2, Magazine 3, Magazine 4, Magazine 5]**

Replace the 4 Expertise blocks

Replace the 4 expertise blocks with:

1. **[Title 1]** — [description]
2. **[Title 2]** — [description]
3. **[Title 3]** — [description]
4. **[Title 4]** — [description]

Replace the 3 Speaking talks

Replace the 3 Speaking talks with:

1. **[Talk Title 1]** — [description]
2. **[Talk Title 2]** — [description]
3. **[Talk Title 3]** — [description]

Replace the 3 Testimonials

Replace the 3 testimonials with:

1. "[Quote 1]" — **[Name]**, [Role]
2. "[Quote 2]" — **[Name]**, [Role]
3. "[Quote 3]" — **[Name]**, [Role]

Rename the community

Change every mention of "Her Table" on the homepage to "**[Your Community Name]**" — including the watermark, headings, and button labels.

Update the stats numbers

Update the stats bar to show: **[Number 1]** [Label 1], **[Number 2]** [Label 2], **[Number 3]** [Label 3], **[Number 4]** [Label 4]

Update the community stats

In the community section, change the stats from "500+ Members, 50+ Retreats, 4.9★ Rating" to: **[your real numbers]**

Replace the featured quote

Replace the big featured quote block with: "**[your quote here]**"

*Tip: Replace the **[bracketed text]** with your real content before sending the prompt. Base44 reads English just fine — feel free to phrase it your own way.*

Going Live with Your Own Domain

Your site is currently live on a Base44 subdomain (something like `yoursite.base44.app`). Once everything looks good, connect your real domain.

1. In Base44, open your app and click **Settings** → **Domains**.
2. Click **Add Custom Domain** and type your domain (e.g. `janesmith.com`).
3. Base44 will give you DNS records (CNAME, A records).
4. Go to your domain registrar (GoDaddy, Namecheap, Cloudflare, etc.) and paste those DNS records.
5. Wait 10-30 minutes for DNS to propagate. Done!

Final Checklist Before You Announce

Make sure all these are true before you share your site with the world:

- All 6 Site Config steps are filled in and saved
- Hero headline reflects YOUR message (Base44 prompt sent)
- Hero photo is YOUR photo (not the Unsplash placeholder)
- About section heading + quote match your brand
- 4 Expertise blocks describe YOUR work
- Featured In magazines are accurate (or removed if not applicable)
- 3 Testimonials are real testimonials from real clients
- Community section name matches YOUR community (or 'Her Table' removed)
- Stats numbers are real numbers (not 0+ or 10,000+ placeholders)
- At least one Blog Post is published
- Contact form sends to your real email (tested by submitting a fake message)
- Custom domain is connected (if you have one)

Get Help if You're Stuck

If anything in this guide doesn't match what you see on screen, or you'd rather have someone do it WITH you:

Done-With-You Setup Call

60 minutes with Sondra. She'll screen-share and walk you through every step live. Best if you want it done in one sitting with zero stress.

Done-For-You Setup

Send Sondra your content (bio, photos, testimonials, social URLs). She'll set up the whole site in 48 hours and hand over the keys.

Email Support

Stuck on one thing? Email support@yourdomain.com with a screenshot and Sondra will reply within 24 hours.

Welcome to your new website. You're going to do amazing things with it.