

Blog Website Template

Owner Playbook

Everything you need to set up, customize, secure, and run your blog website

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Welcome — Here's What You Just Got

You bought a complete, ready-to-go blog website built on Base44. The hard part — the design, the code, the SEO foundations, the admin dashboard, the AI content generation, the auto-generated landing page system — is already done.

Your job from here is the fun part: making it yours, then writing content and growing your audience.

What's included

- The full Base44 app, cloned into your account
- A polished public-facing website (homepage, blog, pillar pages, pSEO landing pages)
- A complete admin dashboard at *yoursite.com/admin*
- AI-powered content generation built in
- This Playbook walking you through every piece

You will never need to write code

Some changes happen by clicking and typing in your admin dashboard. Other changes require updating the code — for those, you'll use the Base44 editor (the chat at the bottom of **app.base44.com**) to make the change for you in plain English. No coding skill required.

How to Use This Playbook

This Playbook has three kinds of content. Use them differently.

1. Reference sections — read once, come back when needed

- **Glossary** — plain-English definitions of every term you'll encounter
- **Two Kinds of Changes** — the most important concept in this Playbook (dashboard vs code)
- **Homepage Section Walkthrough** — every part of your homepage and exactly what controls it
- **Admin Dashboard Map** — what each page in your admin is for, every button explained

2. SOPs — step-by-step procedures, follow them when doing the task

14 numbered SOPs (Standard Operating Procedures). Each one is a complete how-to for a specific task, formatted the same way: Purpose, Scope, Tools, Procedure, Definition of Done, Common Mistakes. Flip to the SOP you need and follow it step by step.

3. Quick Reference Card at the very end

One-page summary you can print and keep by your desk. The big stuff at a glance.

First time? Do this in order:

1. Read the **Glossary** (5 minutes — get familiar with the terms)
2. Read **Two Kinds of Changes** (the dashboard-vs-code idea)
3. Skim the **Homepage Section Walkthrough** so you know what's where
4. Follow **SOP 1: First-Time Setup** to get your site running for YOU
5. Use other SOPs as you need them

Overwhelmed? Use this Playbook as your personal AI assistant

Drop this PDF into a free NotebookLM notebook (notebooklm.google.com), add it as a source, then ask questions in plain English like 'Where do I change my Instagram link?' or 'How do I add a new blog post?' NotebookLM reads the whole Playbook and answers — with exact page references — so you don't have to flip through every page.

REFERENCE Glossary — Plain English Definitions

Every term used in this Playbook, defined at a level anyone can understand. Read once to get familiar. Come back here any time a word stops making sense.

Admin Dashboard

The behind-the-scenes area at **yoursite.com/admin** where you manage your website. Where you write posts, edit your bio, manage your contact info, etc.

Base44

The platform your website is built on. Like WordPress, but newer and AI-powered. Your site, your admin, your code, your data — all of it lives in your Base44 account. You can access the Base44 editor at **app.base44.com** when you need to change something that's hardcoded.

Dashboard Change

A change you make by clicking and typing in your admin dashboard. No code involved. Examples: updating your bio, changing a button's link, adding a blog post.

Hardcoded

Built directly into the website's code, NOT controlled by the admin dashboard. To change something hardcoded, you go to the Base44 editor and use the Base44 editor to make the change in plain English.

Base44 Editor

The behind-the-scenes view of your site's code at **app.base44.com**. You don't write code there — you just type what you want changed in plain English in the chat at the bottom. Base44 makes the change and saves it. Use it any time you want to change something that's hardcoded (the ORANGE items in this Playbook).

Widget

A small box of content that shows up in a fixed spot on your site — usually the sidebar, footer, or a banner at the top. Common examples: a 'Join My Newsletter' box, an 'About the Author' mini-bio, a 'Featured Resource' promo.

Category

A topic bucket for your blog posts. Each post gets one category. Readers can filter your blog by category. Examples: 'Marketing', 'Mindset', 'AI Tools'. Start with 3-5.

Pillar Page

A big, in-depth page on a single topic (usually 2000-5000 words) that links to all your related blog posts. Pillar pages tell Google you're an authority on that topic, which helps every related post rank higher in search.

pSEO (Programmatic SEO)

A way to automatically generate hundreds of SEO landing pages at once — each one targeting a slightly different topic or audience. Lets you cover way more search terms than you could ever write by hand. The 'Generate' page in your admin is where you do this.

Batching

Generating multiple pSEO pages in one go. Example: 'make 5 listicle pages for each of my 3 industries' = 15 pages generated in one click. Saves you starting each page manually.

Niche

An industry or audience you want to target with auto-generated content. Examples: 'Real Estate Agents', 'Yoga Studios', 'Solo Marketers'. You set up niches once, then use them to generate pSEO pages.

Content Type

A template for a kind of SEO page you want generated. Examples: 'Listicle' (the 10 Best X for Y), 'Comparison' (X vs Y), 'How-To' (How to Do X), 'Best Of'. Pairs with a Niche to produce real, unique pages.

Slug

The part of a URL after the last slash. In *yoursite.com/blog/how-to-write-emails* the slug is *how-to-write-emails*. Should be short, lowercase, with dashes.

Meta Description

The short snippet of text Google shows under your page title in search results. 1-2 sentences telling searchers what the page is about. Keep under 160 characters.

Hero Section

The big banner area at the top of your homepage. The first thing visitors see. Usually has your photo, your headline, and a main button.

OG Image

Short for 'Open Graph Image'. The picture that shows up when someone shares your site on Facebook, LinkedIn, or in a text message. 1200x630 pixels works best.

CTA (Call-to-Action)

The button or link that asks visitors to do something. Examples: 'Subscribe', 'Apply Now', 'Book a Call', 'Get the Course'. Most pages should have ONE primary CTA.

Featured Image

The main image at the top of a blog post. Also shows up in blog index lists and in social shares of that post.

Draft / Published

Every post and pillar page has a status. **Draft** = saved but only you can see it. **Published** = live on your site, visible to everyone.

Admin User

Someone you've invited into your Base44 app who can log into the admin dashboard. They can write posts, manage content, etc. You can invite VAs or team members as admins. See SOP 11 for how to manage admin access securely.

FIND IT FAST The Master Lookup Table

Use this table to find exactly where to change anything on your site. Look up what you see on your site in the first column, then jump to the dashboard location (or Base44 editor) in the third column. Click any gold link to jump to the detailed walkthrough.

Color key

GREEN rows = changes you make in your admin dashboard.

ORANGE rows = changes you make in the Base44 editor (type plain English in the chat).

WHAT YOU SEE	WHERE ON SITE	HOW TO CHANGE IT
Your name / logo (top-left)	Navigation bar (every page)	Dashboard → Site Config → Identity → Site Name
Your domain URL	Used in social shares + sitemap	Dashboard → Site Config → Identity → Site URL
Social share image (Facebook/LinkedIn preview)	When site is shared anywhere	Dashboard → Site Config → Identity → OG Image
Your tagline above headline	Hero section + nav	Dashboard → Site Config → Author Bio → Author Title
Your bio paragraph	Hero, About, Footer	Dashboard → Site Config → Author Bio → Author Bio
Your full name (used everywhere)	Hero, About, Footer, post bylines	Dashboard → Site Config → Author Bio → Author Name
3 stats badges under hero photo	Hero section	Dashboard → Site Config → Author Bio → Author Credentials
Instagram icon link	Nav bar + Footer	Dashboard → Site Config → Social Links → Instagram
LinkedIn icon link	Nav bar + Footer	Dashboard → Site Config → Social Links → LinkedIn
Twitter/X icon link	Nav bar + Footer	Dashboard → Site Config → Social Links → Twitter
YouTube icon link	Nav bar + Footer	Dashboard → Site Config → Social Links → YouTube

WHAT YOU SEE	WHERE ON SITE	HOW TO CHANGE IT
TikTok icon link	Nav bar + Footer	Dashboard → Site Config → Social Links → TikTok
'Subscribe' headline (subscribe section)	Subscribe section near footer	Dashboard → Site Config → Main CTA → CTA Headline
'Subscribe' paragraph (subscribe section)	Subscribe section near footer	Dashboard → Site Config → Main CTA → CTA Subtext
Main button text (most prominent button on site)	Hero section	Dashboard → Site Config → Main CTA → CTA Button Text
3 reassurance items under subscribe	Subscribe section	Dashboard → Site Config → Main CTA → CTA Social Proof
Where the main CTA button goes	Hero section	Dashboard → Site Config → Main CTA → CTA URL
'Subscribe' button text (top-right nav)	Nav bar	Dashboard → Site Config → Action Buttons → Subscribe Button Text
'Subscribe' button link	Nav bar + Subscribe section	Dashboard → Site Config → Action Buttons → Subscribe URL
'Work With Me' button text (top-right nav)	Nav bar	Dashboard → Site Config → Action Buttons → Nav CTA Text
'Inquire About Booking' button link	Speaking section	Dashboard → Site Config → Action Buttons → Booking Inquiry URL
'Apply for [community]' button link	Community section	Dashboard → Site Config → Action Buttons → Event Application URL
'Learn More' button link (community)	Community section	Dashboard → Site Config → Action Buttons → Event Learn More URL
Speaker kit download link	Speaking section (only shown if filled)	Dashboard → Site Config → Action Buttons → Speaker Kit URL
'Watch My Story' button (only if filled)	Hero section	Dashboard → Site Config → Action Buttons → Story Video URL
Contact form / email destination	Contact section / footer	Dashboard → Site Config → Action Buttons → Contact URL
Where contact form alerts go	Behind the scenes — your inbox	Dashboard → Site Config → Email & Admin → Admin Email
Where weekly reports go	Behind the scenes — your inbox	Dashboard → Site Config → Email & Admin → Report Email

WHAT YOU SEE	WHERE ON SITE	HOW TO CHANGE IT
Turn weekly reports on/off	Behind the scenes	Dashboard → Site Config → Email & Admin → Enable Weekly Reports
Big hero headline (bold statement at top)	Hero section	Base44 editor → 'Replace hero headline with: [yours]'
Hero photo	Hero section	Base44 editor → 'Replace hero photo with this image: [URL]'
Nav menu items (About / Expertise / Speaking / etc.)	Nav bar	Base44 editor → 'Rename nav items to: [yours]'
Color scheme / accent colors	Site-wide	Base44 editor → 'Change accent color to [hex code]'
'Featured In' magazine list	Marquee section	Base44 editor → 'Replace Featured In list with: [yours]'
About section heading + italic	About section	Base44 editor → 'Change About heading to: [yours]'
About pull quote	About section	Base44 editor → 'Change About pull quote to: [yours]'
4 Expertise blocks (titles + descriptions)	Expertise section	Base44 editor → 'Replace 4 Expertise blocks with: [yours]'
Featured Quote text	Featured Quote section	Base44 editor → 'Change Featured Quote to: [yours]'
Stats numbers (4 big numbers)	Stats Bar	Base44 editor → 'Update Stats to: [your 4 numbers + labels]'
3 Speaking talk titles + descriptions	Speaking section	Base44 editor → 'Replace 3 Speaking talks with: [yours]'
Speaking section heading + intro	Speaking section	Base44 editor → 'Change Speaking heading to: [yours]'
Speaking stage photo	Speaking section	Base44 editor → 'Replace Speaking photo with: [URL]'
3 Testimonials	Testimonials section	Base44 editor → 'Replace 3 Testimonials with: [yours]'
Community name (e.g. 'Her Table')	Community section + watermark	Base44 editor → 'Change community name from [old] to [yours]'
Community headline + paragraph	Community section	Base44 editor → 'Change Community headline to: [yours]'

WHAT YOU SEE	WHERE ON SITE	HOW TO CHANGE IT
Community 3 feature bullets	Community section	Base44 editor → 'Replace Community feature bullets with: [yours]'
Community stats badges	Community section	Base44 editor → 'Update Community stats badges to: [yours]'
'Next Retreat' banner	Community section	Base44 editor → 'Change Next Retreat banner to: [yours]'
Community photo	Community section	Base44 editor → 'Replace Community photo with: [URL]'
Heading + body fonts	Site-wide	Base44 editor → 'Change heading font to [Font] and body font to [Font]'
Footer 'Navigate' links	Footer	Base44 editor → 'Rename footer Navigate links to: [yours]'
Footer tagline	Footer	Base44 editor → 'Change footer tagline to: [yours]'
Blog posts (write/edit/publish)	Blog index + individual post pages	Dashboard → Posts → New Post / Edit
Categories (topic buckets)	Blog index filter + category pages	Dashboard → Categories → Add New
Pillar pages (big topic guides)	Linked from blog posts	Dashboard → Pillars → New Pillar Page
Sidebar / footer / banner content blocks	Wherever they're zoned	Dashboard → Widgets → Add New
Auto-generated SEO pages	Linked from sitemap	Dashboard → Generate (after Niches + Content Types are set up)
Image uploads / re-use	Used in posts, pillars, widgets	Dashboard → Library

CORE CONCEPT Two Kinds of Changes You'll Make

This is the single most important idea in this Playbook. Get this and the rest is easy.

Half of your website is controlled by your **admin dashboard**. You click, you type, you save. Done. No code touched.

The other half is **hardcoded** — built into the code itself. To change those, you open the **Base44 editor** at app.base44.com and type your change in plain English in the chat at the bottom. Base44 reads the code, makes the change, and saves. You don't write any code.

✓ DASHBOARD CHANGES

Click and fill out a form in your admin. No code touched.

- Your name + bio
- Social media links
- Every button's destination
- Subscribe block copy
- Site name (logo)
- Story video link
- Admin email + reports
- All your blog posts
- Categories
- Niches, Content Types, pSEO pages
- Widgets
- Pillar pages

! CODE CHANGES (use the Base44 editor)

Type your request in the Base44 editor chat. It updates the code for you.

- Hero headline + photo
- "Featured In" magazine list
- 4 Expertise blocks
- 3 Keynote talks (Speaking)
- 3 Testimonials
- Community name + watermark
- Stats numbers
- Color scheme + fonts
- Pull quotes throughout
- Navigation menu items
- Adding or removing site sections

How to Make a Code Change in the Base44 Editor

When you need to change something hardcoded, here's the workflow. You only need to do this for things in the ORANGE list above.

- 1. Open your Base44 app editor** at app.base44.com. Find your blog website app and click into the editor view.
- 2. Find the chat input** at the bottom of the editor (where it says 'Ask Base44 to change something').
- 3. Type your change in plain English.** Example: *'Replace the hero headline with: Build a Business That Pays You Back.'* Be specific. Use 'Replace [the thing] with: [exact new content]' as your pattern.
- 4. Hit send. Wait 1-3 minutes.** Base44 reads your code, makes the change, and deploys it.
- 5. Check your live site.** Refresh the page. The change should be visible.

Pro tip — one change per prompt

Big changes (a whole redesign, several different things at once) work better as a series of focused prompts than one giant one. If you want to update the hero headline AND swap the photo AND change the colors, send three separate prompts and verify each before moving on. The Base44 editor is more accurate when each prompt has one clear goal.

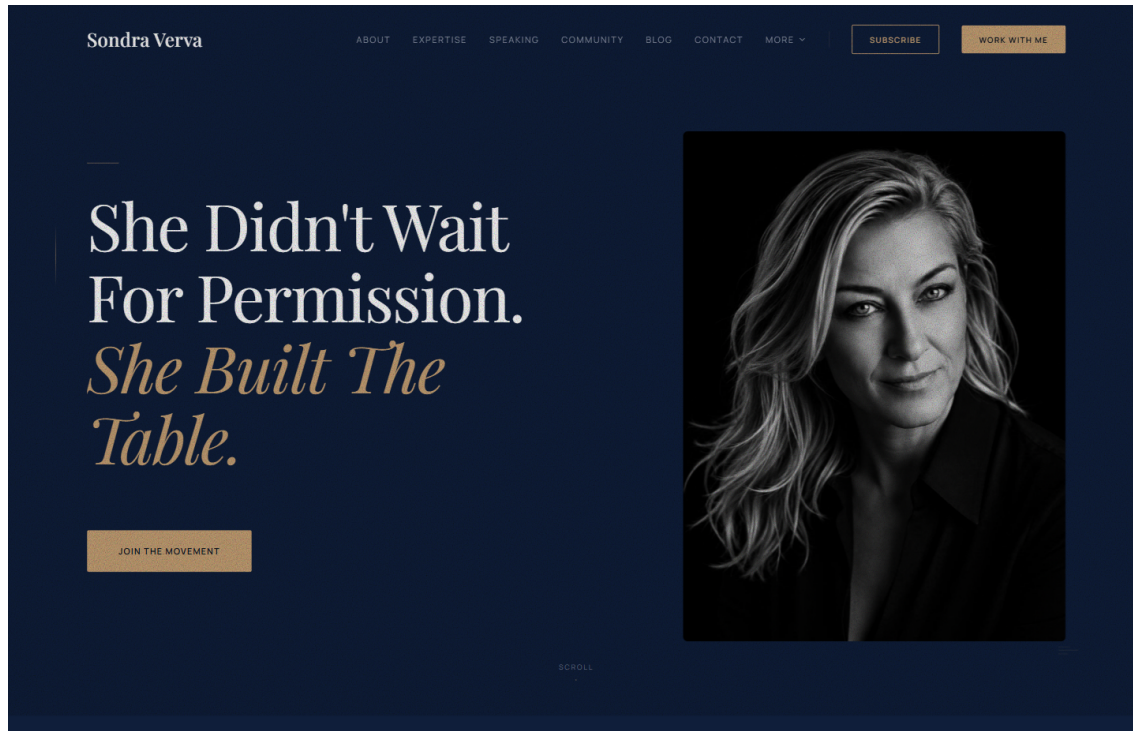
REFERENCE Homepage Section Walkthrough

Your homepage has 11 sections (plus a footer that appears on every page). For each section, you'll see a picture, what controls it from the dashboard (GREEN), and what's hardcoded (ORANGE).

Use this when you're trying to figure out 'where do I change this thing?' — find the section that contains it, check whether it's green or orange.

1. Hero Section

The first thing visitors see. Includes the top navigation bar, your photo/headline, and the main call-to-action button.



✓ DASHBOARD CONTROLS THIS

Small tagline above headline

Author Title field in Site Config

Paragraph below headline

Author Bio field in Site Config

3 stats under photo

Author Credentials in Site Config (3 entries)

Main button text

CTA Button Text in Site Config

Main button link

Event Application URL or CTA Button URL

Top-right 'Work With Me' button text

Nav CTA Text in Site Config

Top-right 'Subscribe' button text

Subscribe Button Text in Site Config

Logo text (top left)

Site Name or Author Name in Site Config

'Watch My Story' button (only if filled)

Story Video URL in Site Config

A screenshot of the 'Author Bio' configuration section in a dashboard. The left sidebar shows navigation options: Contacts, Pillars, Generate, Performance, and View Site. The main content area is divided into several sections: 'AUTHOR NAME' with 'Site Owner' and 'AUTHOR TITLE' with 'Entrepreneur'; 'AUTHOR BIO' with a text input field; 'AUTHOR CREDENTIALS' with a 'Type a credential and press Enter' field and an 'ADD' button; and 'SOCIAL LINKS' with fields for LinkedIn, Twitter/X, and another URL.

Where to find this in your dashboard: Site Config → Author Bio

A screenshot of the 'Main CTA' configuration section in a dashboard. The left sidebar shows navigation options: Free Training, Get Free Access, and CTA Settings. The main content area includes 'CTA SUBTEXT' with a text input field, 'CTA SOCIAL PROOF LINE' with a text input field, and 'Button Destinations' with a text input field.

Where to find this in your dashboard: Site Config → Main Cta

A screenshot of the 'Action Buttons' configuration section in a dashboard. The left sidebar shows navigation options: CONTACT, WORK WITH ME, EVENT / COMMUNITY APPLICATION, SPEAKER KIT, LEARN MORE, WATCH MY STORY, and NAV. The main content area includes 'CONTACT BUTTON URL' with '#contact', 'WORK WITH ME / BOOKING URL' with 'https://calendly.com/yourlink', 'EVENT / COMMUNITY APPLICATION URL' with 'https://typeform.com/yourform', 'SUBSCRIBE URL' with '#contact', '*LEARN MORE* URL (NEXT TO APPLY FOR HER TABLE)' with '#community', 'SPEAKER KIT URL (hidden if empty)' with 'https://drive.google.com/your-kit', '*WATCH MY STORY* VIDEO URL (hidden if empty)' with 'https://youtube.com/watch?v=...', 'NAV SUBSCRIBE BUTTON LABEL' with 'Subscribe', and 'NAV PRIMARY CTA LABEL (*WORK WITH ME*)' with 'Work With Me'.

Where to find this in your dashboard: Site Config → Action Buttons

A screenshot of the 'Site Identity' configuration section in a dashboard. The left sidebar shows navigation options: Posts, New Post, Categories, pSEO Pages, Widgets, Library, Settings, Site Config, Niches, and Content Types. The main content area includes 'SITE NAME' with 'Sondra Verva', 'SITE URL' with 'https://example.com', 'PUBLISHER NAME' with 'AmplifiAI Your Business', 'Author / Owner' with a text input field, and 'CTA PREVIEW' with 'Live preview - updates as you type'. There is also a 'SITEMAP & CRAWLERS' section with 'robots.txt' (Active), '0 published pages', and 'Update the Sitemap URL in your'.

Where to find this in your dashboard: Site Config → Identity

! HARDCODED (use the Base44 editor)

Big headline (the bold statement)

In Base44 editor, type: 'Change the hero headline to: [your new headline]'

Hero photo

In Base44 editor, type: 'Replace the hero photo with this image URL: [[link]'

Nav menu items (About / Expertise / Speaking / Community / Blog)

In Base44 editor, ask to rename or remove menu items

Color scheme

In Base44 editor, type: 'Change the accent color to [hex code]'

2. Featured In Marquee

Thin scrolling row of magazine names that loops across the screen.

MEN · ENTREPRENEUR · INC. MAGAZINE · GOOD MORNING AMERICA · BUSINESS INSIDER · TEDX SPEAKER · FEATURED IN · FORBES WOMEN · ENTREPRENEUR

! HARDCODED (use the Base44 editor)

All the publication names (e.g. Forbes, Entrepreneur, Inc.)

In Base44 editor, type: 'Replace the Featured In list with: [your list]'

Want logos instead of text?

In Base44 editor, type: 'Swap the Featured In text for image logos'

3. About Section

Your photo on the left, 'About' tag, italic heading, bio paragraph, and a pull quote.



✓ DASHBOARD CONTROLS THIS

Your bio paragraph

Author Bio in Site Config

Your name (used throughout)

Author Name in Site Config

Years Leading badge

First entry in Author Credentials



Where to find this in your dashboard: Site Config → Author Bio

! HARDCODED (use the Base44 editor)

Section heading (the italic line)

In Base44 editor, ask to change it

The pull quote in italics

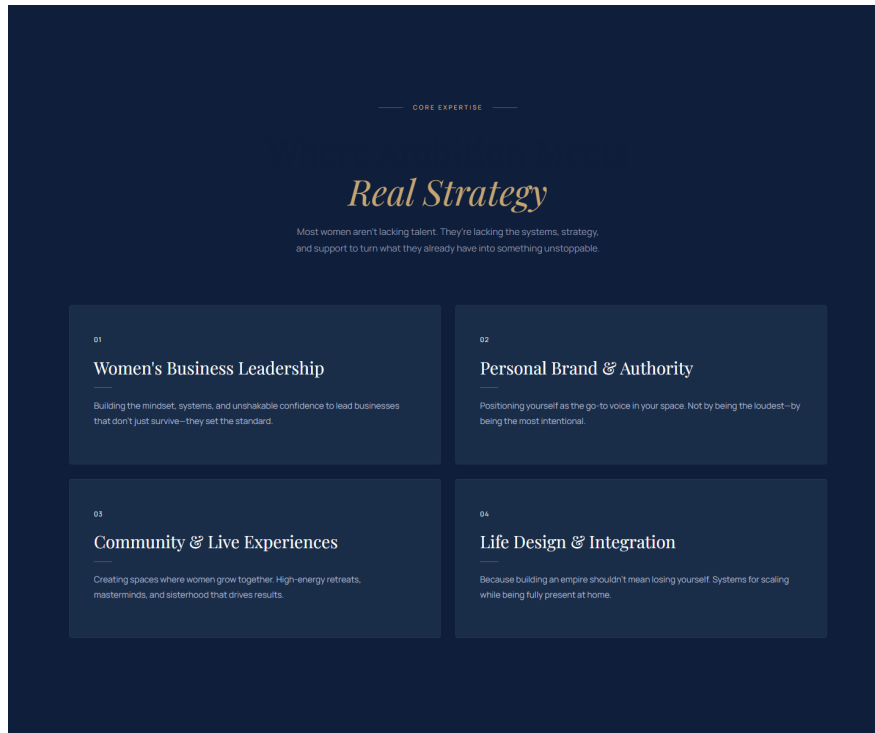
In Base44 editor, ask to change it

Photo (currently a placeholder)

In Base44 editor, type: 'Replace the About photo with: [image URL]'

4. Expertise Section

Big italic heading, intro paragraph, then 4 numbered blocks (01-04) describing your areas of expertise.



! HARDCODED (use the Base44 editor)

Section heading + intro paragraph

In Base44 editor, ask to swap them

All 4 expertise blocks (titles + descriptions)

In Base44 editor, type: 'Replace the 4 Expertise blocks with: [yours]'

Want 3 instead of 4? Or 6?

In Base44 editor, type: 'Change Expertise to 6 blocks and re-layout'

5. Featured Quote Block

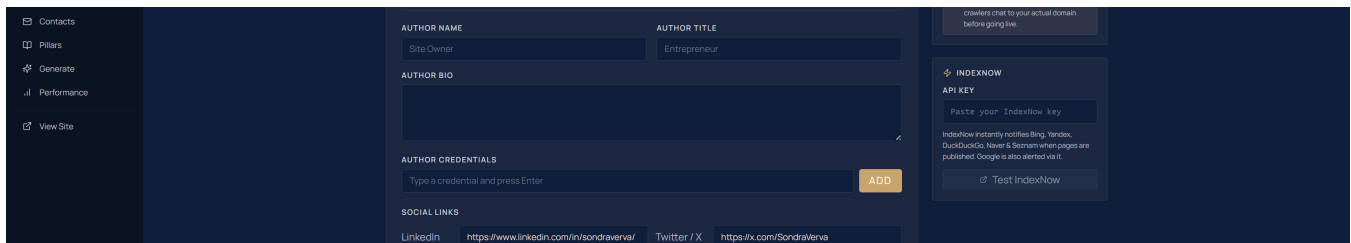
A single large italic quote with attribution.

"She wasn't waiting for the world to make room for her. She walked in, rearranged the furniture, and built a door where there wasn't one."

✓ DASHBOARD CONTROLS THIS

Attribution line (uses your name)

Author Name in Site Config



The screenshot shows a dashboard with a sidebar on the left containing 'Contacts', 'Pillars', 'Generate', 'Performance', and 'View Site'. The main content area is divided into several sections: 'AUTHOR NAME' with 'Site Owner' and 'AUTHOR TITLE' with 'Entrepreneur'; 'AUTHOR BIO' with a large text input field; 'AUTHOR CREDENTIALS' with a text input and an 'ADD' button; and 'SOCIAL LINKS' with fields for LinkedIn and Twitter. On the right, there is an 'INDEXNOW' section with an 'API KEY' input and a 'Test IndexNow' button. A warning message at the top right says 'Crawlers chat to your actual domain before going live.'

Where to find this in your dashboard: Site Config → Author Bio

! HARDCODED (use the Base44 editor)

The quote text itself

In Base44 editor, ask to change it

6. Stats Bar

Row of 4 big numbers (e.g. '500+ Members, 50+ Events, 20+ Years, 35+ Countries').



! HARDCODED (use the Base44 editor)

All 4 numbers

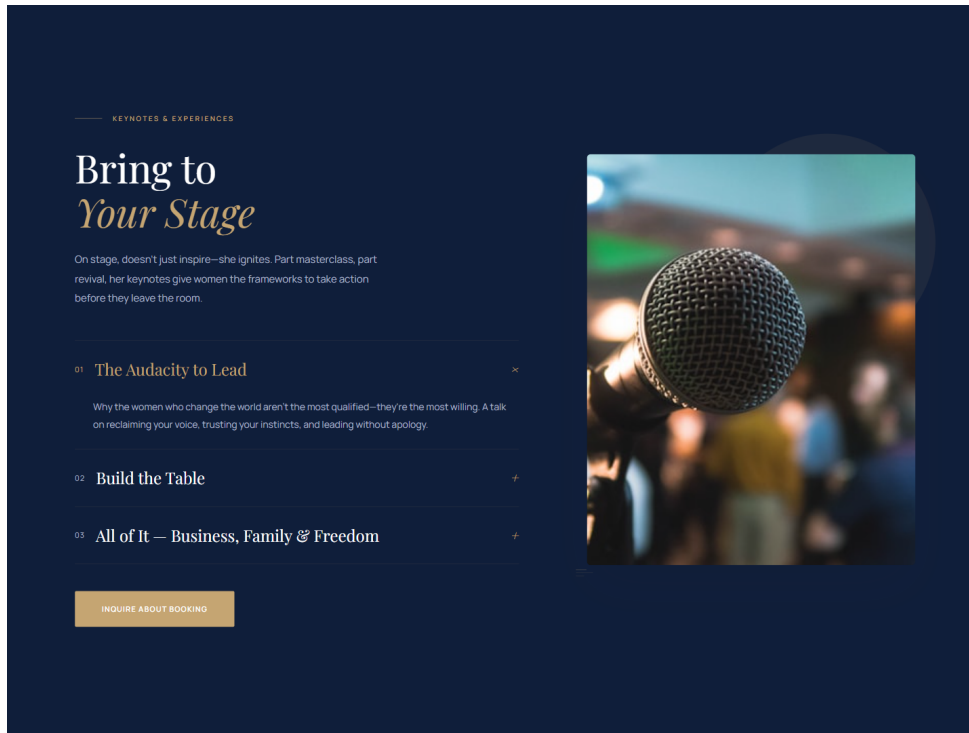
In Base44 editor, type: 'Update Stats to: [your 4 numbers + labels]'

All 4 labels

In Base44 editor, ask to change the labels

7. Speaking Section

Stage photo on the right, three expandable talk titles (01-03) on the left, plus an 'Inquire About Booking' button.



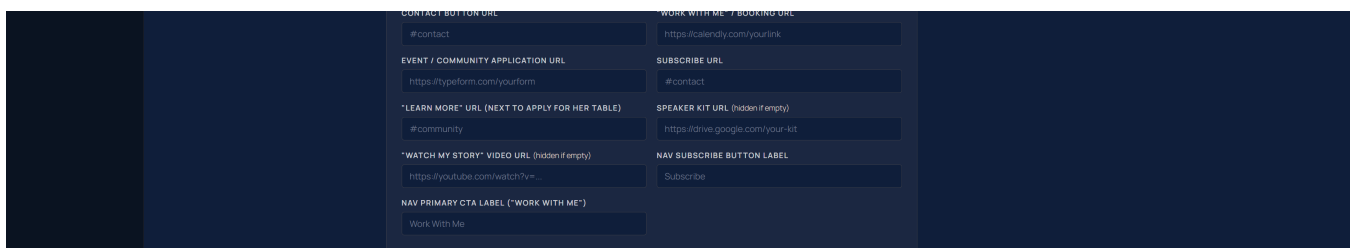
✓ DASHBOARD CONTROLS THIS

'Inquire About Booking' button link

Booking Inquiry URL in Site Config

Speaker kit download button (only if filled)

Speaker Kit URL in Site Config



Where to find this in your dashboard: Site Config → Action Buttons

! HARDCODED (use the Base44 editor)

Section heading + intro

Use the Base44 editor

All 3 talk titles + descriptions

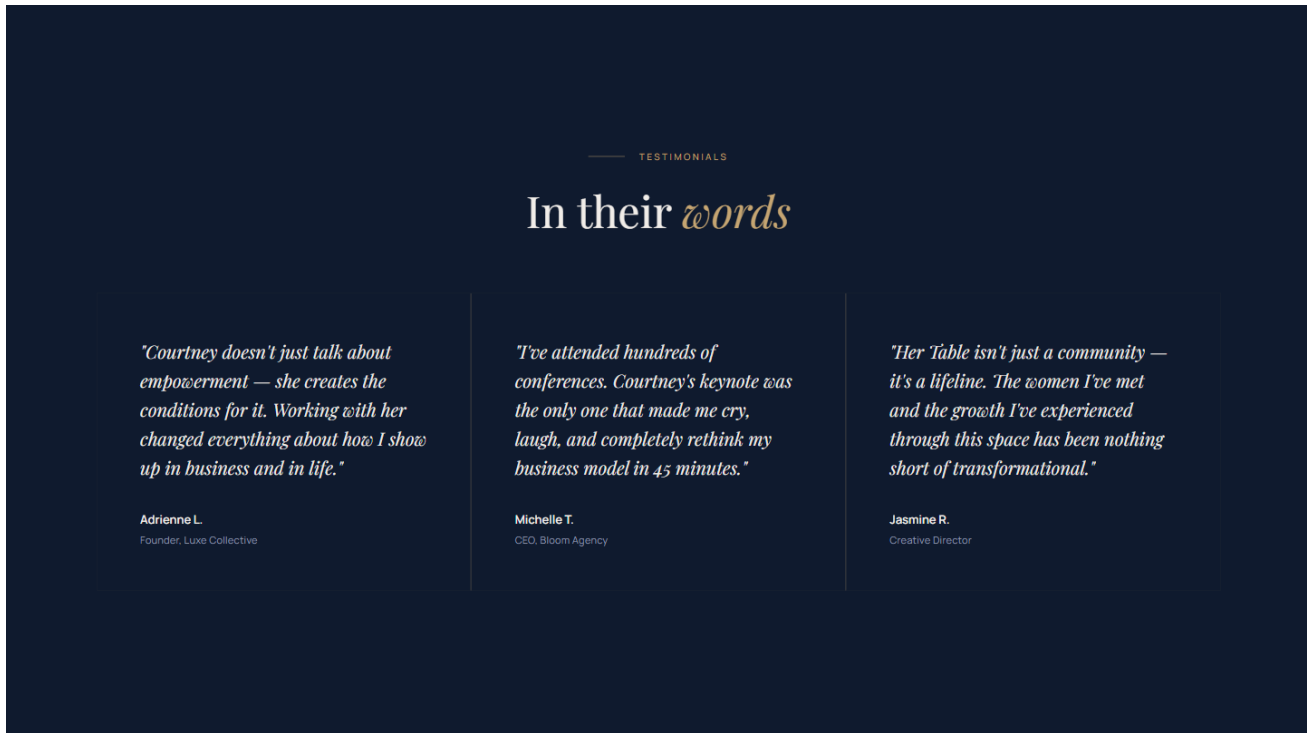
In Base44 editor, type: 'Replace the 3 talks with: [yours]'

Stage photo

In Base44 editor, ask to swap the image

8. Testimonials Section

Three side-by-side testimonial cards on a dark background.



! HARDCODED (use the Base44 editor)

All 3 testimonials (quote + name + role)

In Base44 editor, type: 'Replace the 3 testimonials with: [yours]'

Want more than 3?

In Base44 editor, type: 'Add 2 more testimonial cards' OR ask Base44 to make it manageable from the admin

9. Community Section

Big watermark in the background, photo with a 'Next Retreat' banner, 3 bullet points, stats, and two buttons.

THE FLAGSHIP COMMUNITY

Where Women Rise Together

Her Table isn't a course. It's a movement. A curated community of women entrepreneurs who are done dimming their light, done playing small, and done building alone. Through live retreats, intimate masterminds, and an unshakable sisterhood—this is where real transformation happens.

- Intimate retreats in beautiful locations worldwide
- Monthly mastermind calls with real accountability
- A private community of women who get it

500+ MEMBERS 50+ RETREATS 4.9★ RATING

APPLY FOR HER TABLE LEARN MORE

✓ DASHBOARD CONTROLS THIS

'Apply' button link

Event Application URL in Site Config

'Learn More' button link

Event Learn More URL in Site Config

CONTACT BUTTON URL	WORK WITH ME / BOOKING URL
#contact	https://calendly.com/yourlink
EVENT / COMMUNITY APPLICATION URL	SUBSCRIBE URL
https://typeform.com/yourform	#contact
LEARN MORE URL (NEXT TO APPLY FOR HER TABLE)	SPEAKER KIT URL (hidden if empty)
#community	https://drive.google.com/your-kit
WATCH MY STORY VIDEO URL (hidden if empty)	NAV SUBSCRIBE BUTTON LABEL
https://youtube.com/watch?v=...	Subscribe
NAV PRIMARY CTA LABEL (*WORK WITH ME*)	
Work With Me	

Where to find this in your dashboard: Site Config → Action Buttons

! HARDCODED (use the Base44 editor)

Community name + watermark

In Base44 editor, type: 'Change the community name from [old] to [yours]'

Headline + description paragraph

Use the Base44 editor

3 feature bullets

Use the Base44 editor

Stats badges

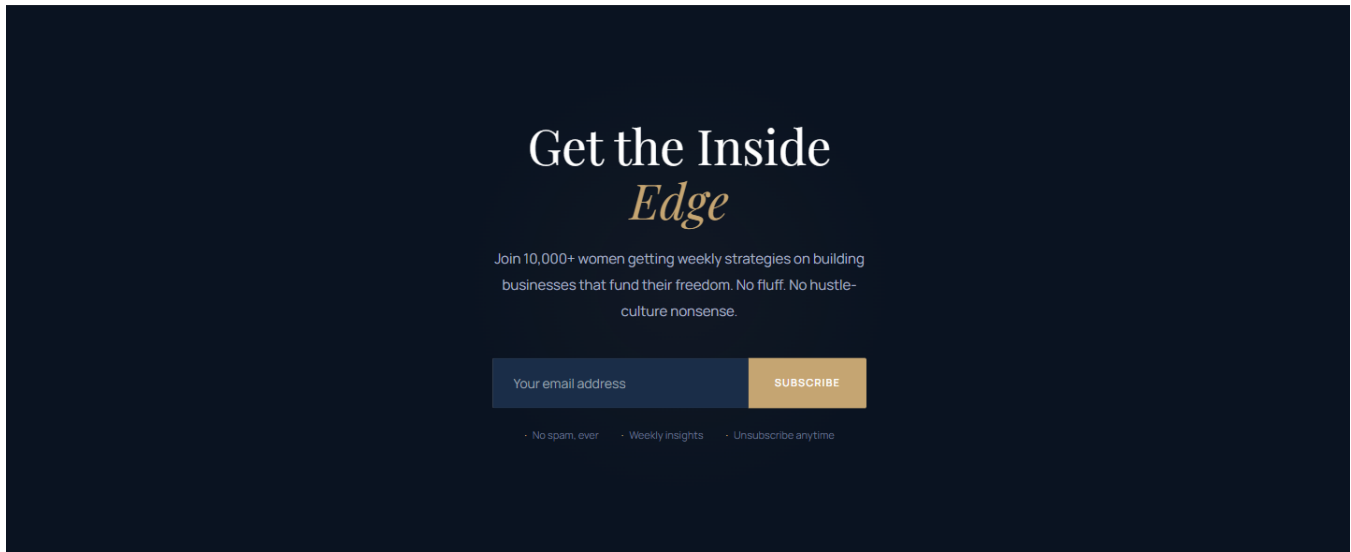
In Base44 editor, ask to update

Photo

In Base44 editor, ask to swap

10. Subscribe Section

Centered headline, paragraph, email input + Subscribe button, three small reassurance items at bottom.



✓ DASHBOARD CONTROLS THIS

Headline

CTA Headline in Site Config

Paragraph below headline

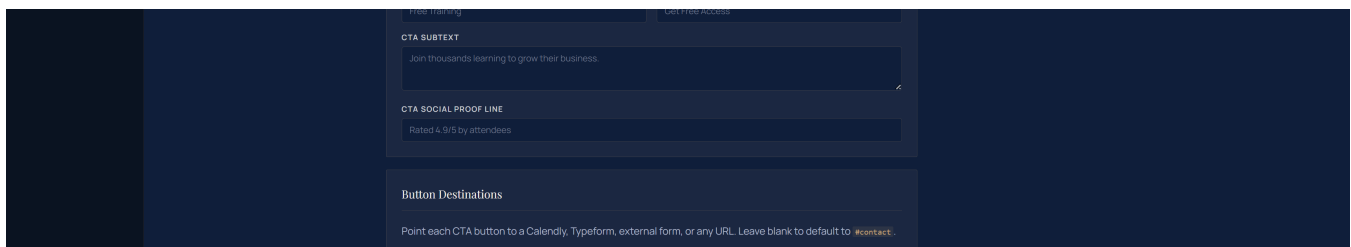
CTA Subtext in Site Config

Button text

CTA Button Text in Site Config

3 reassurance items at the bottom

CTA Social Proof in Site Config (comma-separated)



Where to find this in your dashboard: Site Config → Main Cta

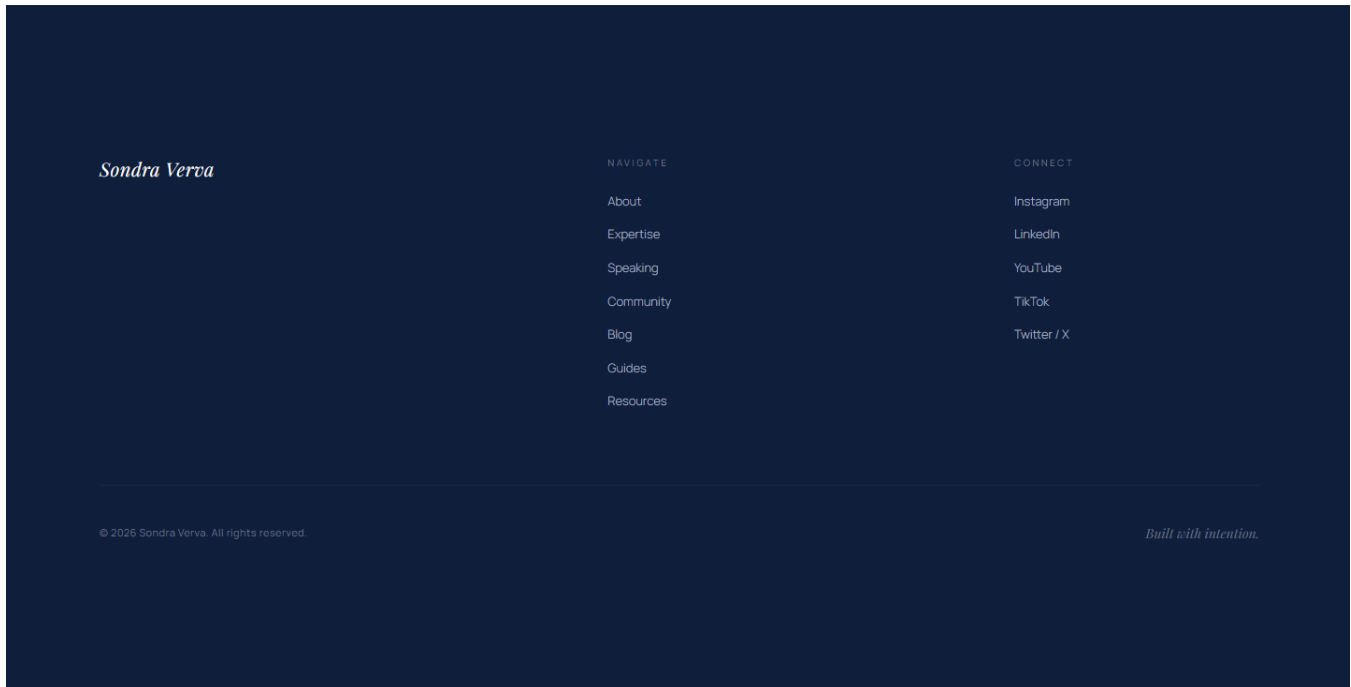
! HARDCODED (use the Base44 editor)

Layout / styling

Hardcoded — but every word of copy IS in the dashboard

11. Footer

Bottom of every page. Logo + bio on left. Navigate links. Social media icons. Copyright line.



✓ DASHBOARD CONTROLS THIS

Logo text

Site Name or Author Name in Site Config

Short bio under logo

Author Bio in Site Config

Instagram link

Social Instagram in Site Config

LinkedIn link

Social LinkedIn in Site Config

YouTube link

Social YouTube in Site Config

TikTok link

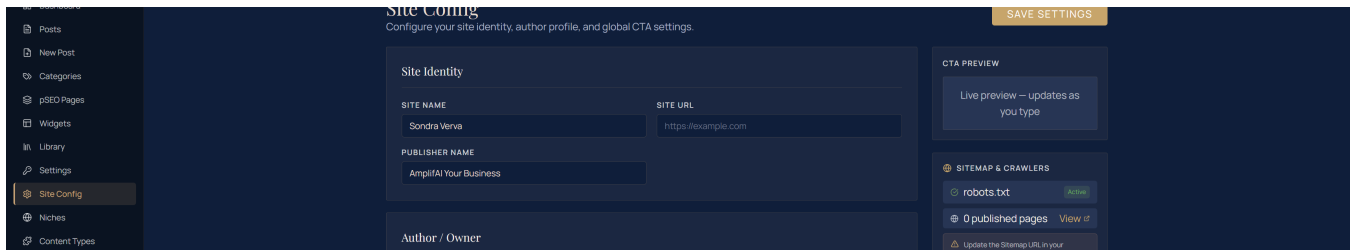
Social TikTok in Site Config

Twitter/X link

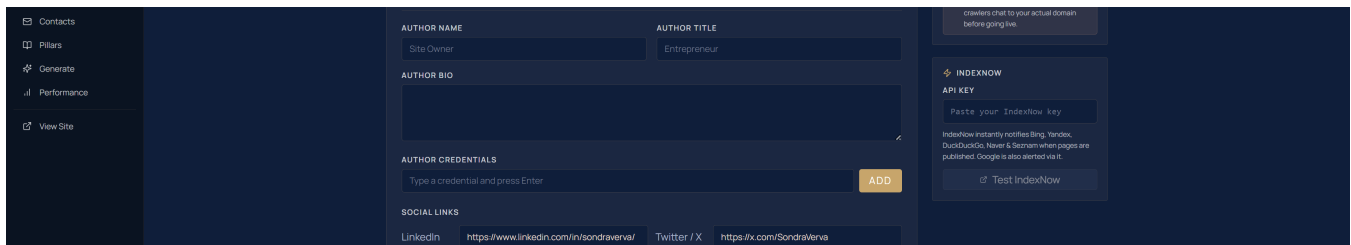
Social Twitter in Site Config

Name in copyright

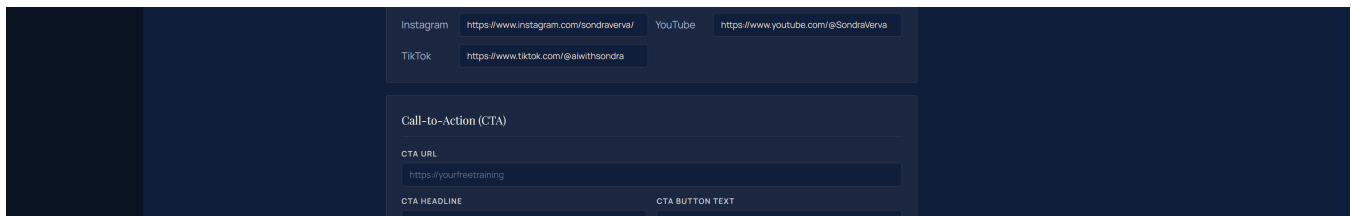
Author Name in Site Config



Where to find this in your dashboard: Site Config → Identity



Where to find this in your dashboard: Site Config → Author Bio



Where to find this in your dashboard: Site Config → Social Links

! HARDCODED (use the Base44 editor)

Navigate links (About/Expertise/Speaking/etc.)

In Base44 editor, ask to rename or rearrange

Tagline at the bottom

Use the Base44 editor

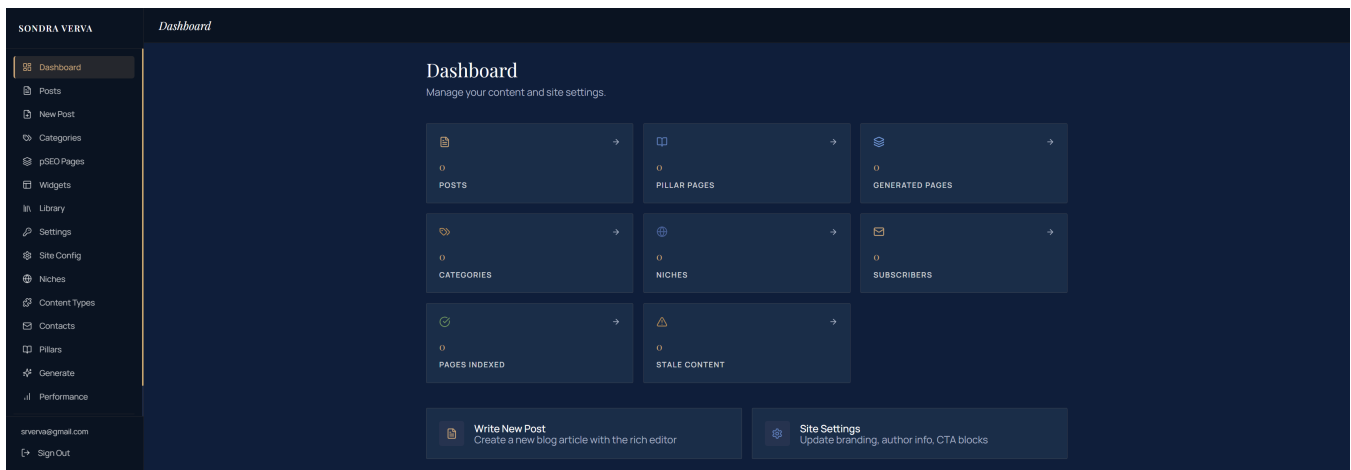
REFERENCE Admin Dashboard Map

Your admin dashboard at **yoursite.com/admin** has 15+ pages, organized in a sidebar on the left. This section walks through each one — what it's for, what every button does, and why you'd use it.

Skim this once to get the lay of the land. Come back to a specific page when you need a refresher on what something does.

Admin Page: Dashboard

The home screen when you first log in. Your control panel — every part of your site is one click away from here using the left sidebar.



What every sidebar item does (we'll cover each in detail on the next pages):

FIELD	WHAT TO DO / WHAT IT MEANS
Dashboard	The home screen. Shows quick stats and shortcuts.
Posts	Your blog articles. Where you write and publish.
New Post	Shortcut to start writing a new post right now.
Categories	Topic buckets for organizing blog posts.
pSEO Pages	Auto-generated SEO landing pages, ready to review and publish.
Widgets	Small boxes of content for your sidebar, footer, or banner.
Library	Every image you've uploaded, in one searchable place.
Settings	Your login email, password, account preferences.
Site Config	Your site identity — name, bio, social links, CTAs. The BIG setup section.
Niches	Industries or audiences you target with auto-generated content.
Content Types	Templates for the kinds of pages pSEO generates.
Generate	The 'magic button' page where you bulk-create SEO pages.

Pillars	Big in-depth pages that anchor your SEO strategy.
Performance	Your stats — published pages, total views, clicks, what's working.

Admin Page: Posts

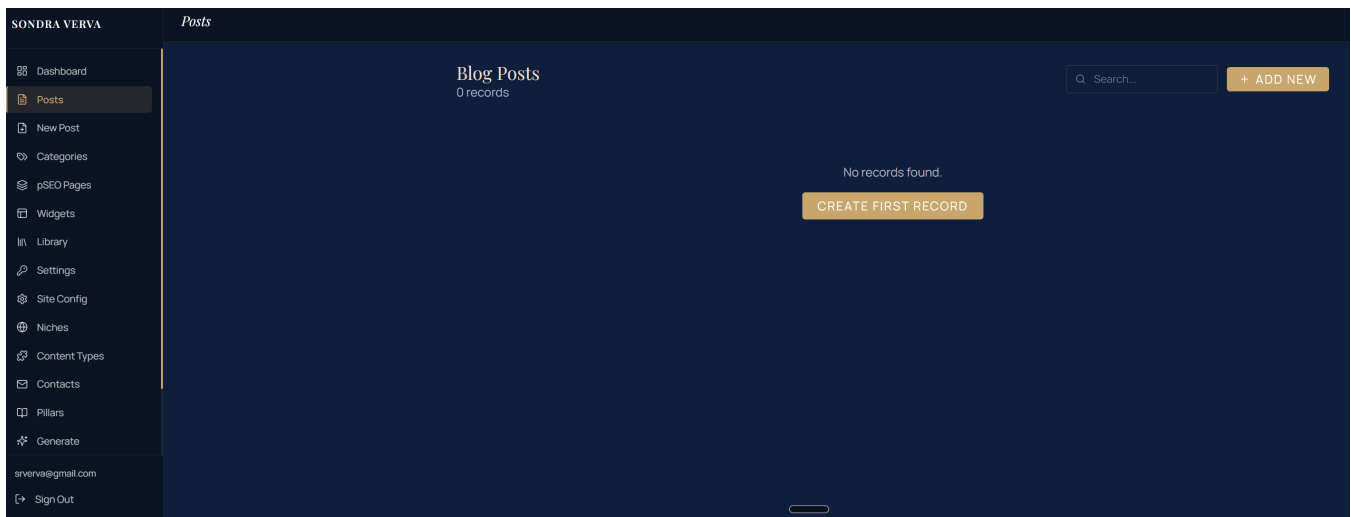
Where every blog post you've created lives. Click any row to edit. Click the New Post button (top right) to start writing a new one.

The screenshot displays the 'New Post' interface in a dark theme. On the left is a sidebar with navigation items: Dashboard, Posts, New Post, Categories, pSEO Pages, Widgets, Library, Settings, Site Config, Niches, Content Types, Contacts, Pillars, Generate, Performance, and View Site. The main area is titled 'New Post' and contains a 'Post title' field, a 'post-slug' field, a rich text editor with various formatting tools, and a 'Start writing your post...' prompt. On the right, there are several panels: 'STATUS' (Draft), 'CATEGORY' (No category), 'FEATURED IMAGE' (Click to upload), 'EXCERPT' (Brief post summary...), and an 'AI HELPER' section. The AI Helper section shows an 'OVERALL SCORE' of 0 and a list of suggestions: '1-1st summary (20+ chars) +4', '2+ FAQs +4', '3+ key takeaways +3', 'Question headings H2 or H3 +3', '11 in-content listul +3', 'SEO+ words +1', 'Meta tags (SEO) (60+char) +1', 'Meta description (160+ch) +1', 'Keywords added +1', and 'Featured or OG image +1'. At the bottom right, there are buttons for 'GENERATE SEO & AEO' and 'AEO / SEO'.

Each row shows the post title, status (Draft or Published), category, and date. Use the search at the top to find a specific post when your library grows.

Admin Page: New Post (the blog editor)

The most-used screen on your whole admin. Once your site is set up, you'll be on this page weekly to publish new content.



What each field does:

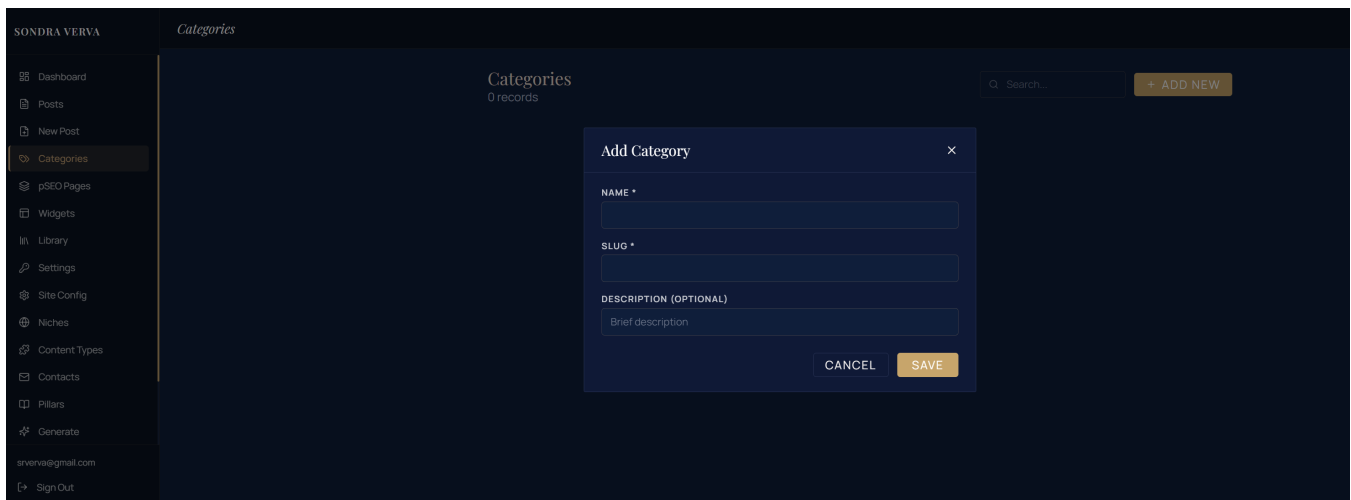
FIELD	WHAT TO DO / WHAT IT MEANS
Post Title	The headline of your post. Shows in Google search results and on your blog index. Make it specific.
/blog/ slug	The URL ending. Auto-fills from your title. Edit to make it shorter or more SEO-friendly.
Editor toolbar	Bold, italic, underline, headings, lists, quotes, code, links, images, video. Standard rich-text controls.
Body area	Where you write or paste your post content. Supports formatting from the toolbar.
STATUS (right sidebar)	Draft = saved but only you see it. Published = live on your site.
CATEGORY (right sidebar)	Pick the topic bucket this post belongs in. Create categories on the Categories page first.
FEATURED IMAGE (right sidebar)	The image at the top of the post. UPLOAD from your computer, URL to paste a link, AI GENERATE to make one, or LIBRARY to re-use an existing image.
A.I. WRITE POST (top button)	Drafts the whole post for you. Give it a topic in plain English. Always edit before publishing.
Cancel	Discards unsaved changes and returns to Posts list.

SAVE

Saves your post. If status = Published, it goes live.

Admin Page: Categories

Topic buckets that organize your blog posts. Start with 3-5 broad categories — don't over-think it. You can add more as you grow.

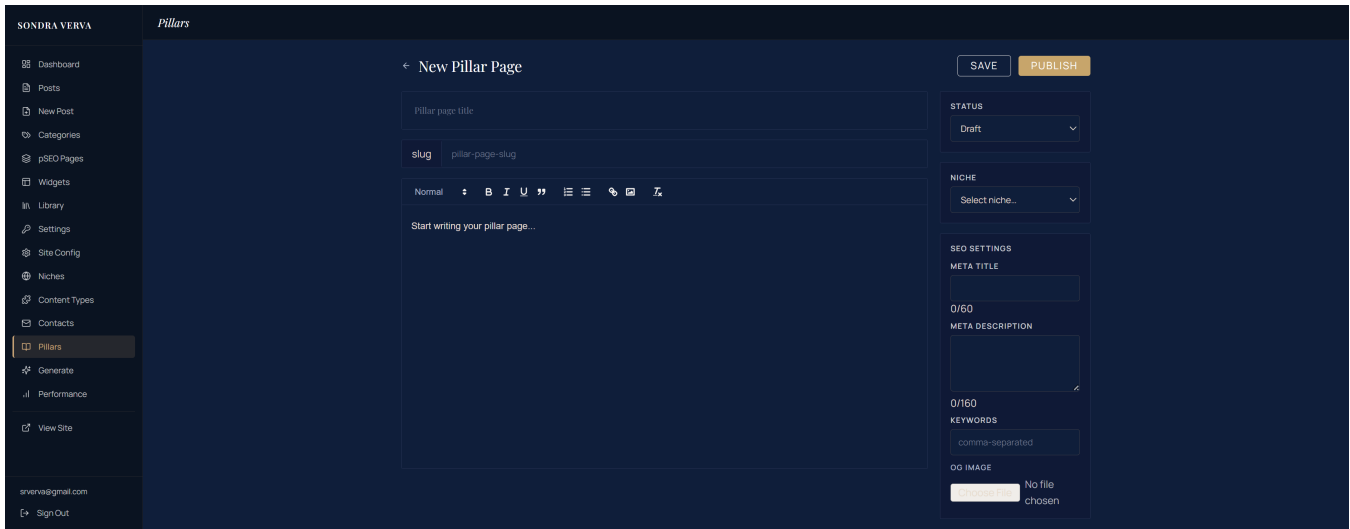


Add Category popup fields:

FIELD	WHAT TO DO / WHAT IT MEANS
Name	What readers see. Example: 'Marketing'.
Slug	URL portion. Auto-fills from Name. Example: 'marketing'. URL becomes <code>yoursite.com/blog/category/marketing</code> .
Description (Optional)	1-2 sentences about what's in this category. Helps SEO and shows at the top of the category page.

Admin Page: Pillars

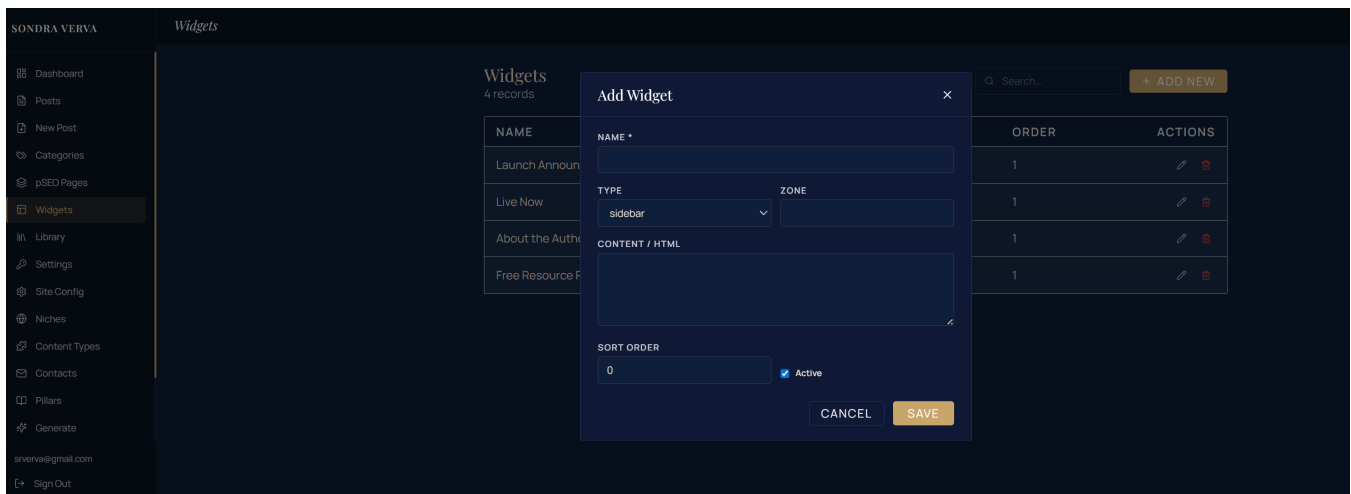
Pillar pages are big, in-depth pages (2000-5000 words) on a single topic. They link to your related blog posts, which tells Google you're an authority on that topic and boosts all your related posts in search.



Click **New Pillar Page** to start one. The editor is similar to the post editor, with a right sidebar for STATUS, NICHE, and SEO SETTINGS (meta title and meta description for Google search results).

Admin Page: Widgets

Small content blocks that appear in fixed spots — your sidebar, footer, or a header banner. Common uses: 'Join my newsletter', 'About the author', 'Featured resource', 'Latest podcast episode'.

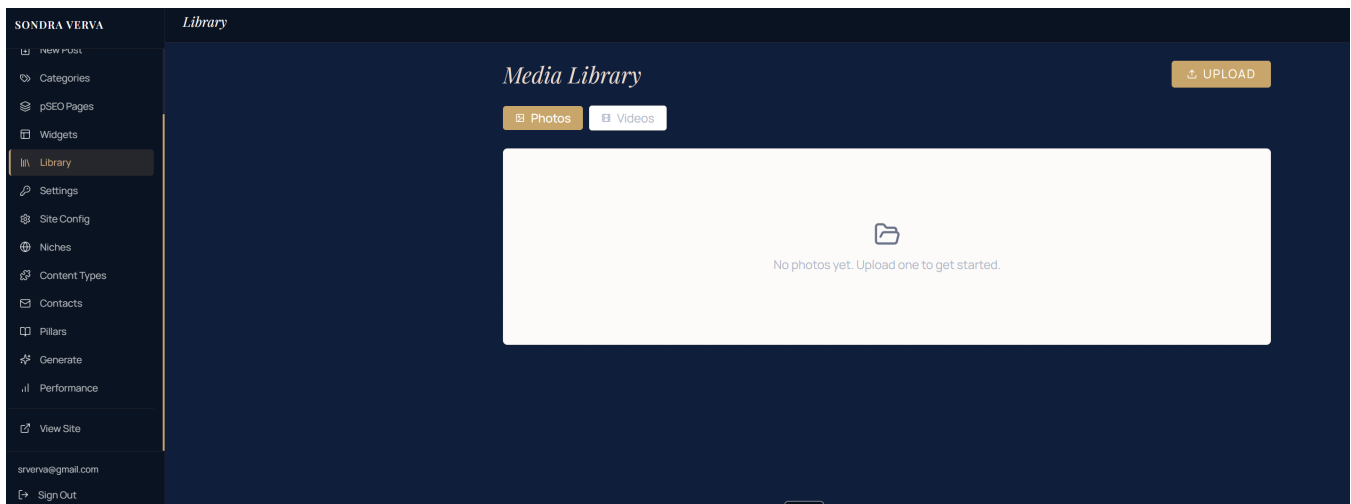


Add Widget popup fields:

FIELD	WHAT TO DO / WHAT IT MEANS
Name	What you'll see in the admin list. Example: 'Newsletter Signup Sidebar'.
Type	Where on the site this widget shows up: sidebar, footer, header, or banner.
Zone	Optional sub-position. Leave blank for the default.
Content / HTML	The actual content. Can be plain text or HTML for links and formatting.
Sort Order	If you have multiple widgets in the same zone, lower numbers show first.
Active	Check to make it visible. Uncheck to hide without deleting.

Admin Page: Library (Media)

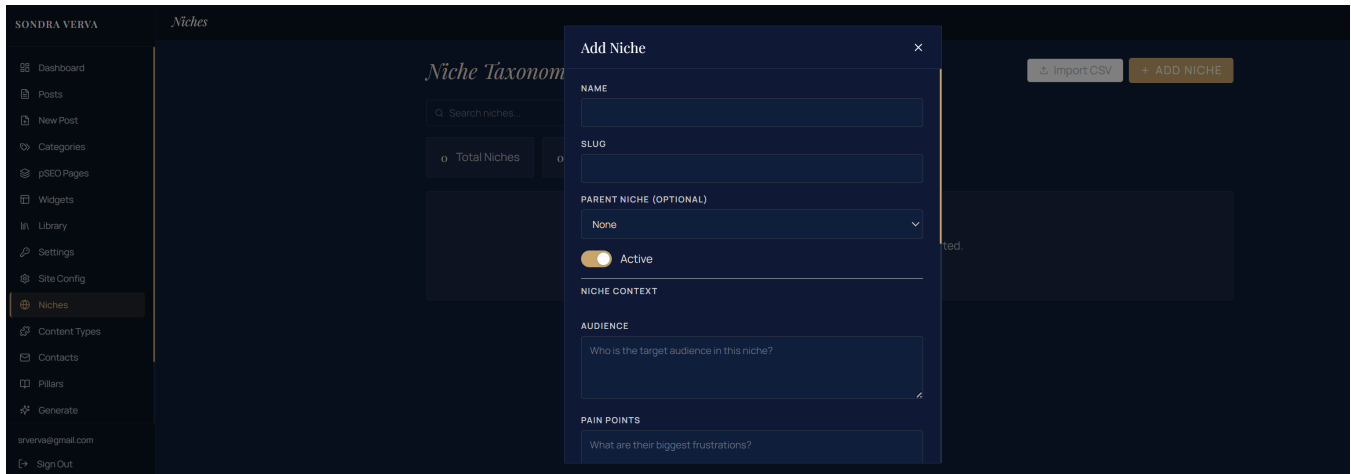
Every image you upload — for posts, the homepage, pillars, widgets — gets stored here. Browse, search, and re-use images across your site without re-uploading.



Tip: Before you upload, rename files from *IMG_8472.jpg* to something descriptive like *sondra-coaching-stars-community.jpg*. Better SEO, and you'll be able to find them later when your library has 200+ images.

Admin Page: Niches

An industry or audience you want to target with auto-generated SEO pages. Examples: 'Real Estate Agents', 'Yoga Studios', 'Med Spas'. The more context you give the AI about each niche, the better the generated pages will sound.



Add Niche popup fields:

FIELD	WHAT TO DO / WHAT IT MEANS
Name	The industry or audience. Example: 'Real Estate Agents'.
Slug	URL-friendly version. Auto-fills.
Parent Niche	If this is a sub-niche of a bigger one, pick the parent. Otherwise 'None'.
Active	Toggle ON so this niche is available when generating pages.
Audience	Who is in this niche? Plain English. Example: 'Independent real estate agents in the US selling 5-20 homes/year.' Specific = better AI output.
Niche Context fields	Pain points, goals, language they use. The more detail, the better the generated pages will read.

Admin Page: Content Types

A template for the kind of page you want pSEO to generate. Examples: **Listicle** ('10 Best X for Y'), **Comparison** ('X vs Y'), **How-To** ('How to Do X'), **Best Of**. Pre-built templates auto-fill the title pattern and AI prompt — start with one of those, customize later.

SONDRA VERVA *Content Types*

← Back New Content Type CREATE

START FROM TEMPLATE
Pick a template to auto-fill all fields. You can customize the name and description afterwards.

Choose a template...

BASIC INFO

NAME

SLUG

DESCRIPTION

Active

TITLE & DESCRIPTION TEMPLATES

TITLE TEMPLATE

{{count}} Best {{topic}} for {{audience}} in {{year}}

Available variables: {{count}}, {{topic}}, {{audience}}, {{year}}, {{action}}, {{item_a}}, {{item_b}}, {{resource_type}}, {{niche_name}}

DESCRIPTION TEMPLATE (SEO)

Discover the top {{count}} {{topic}} that {{audience}} need to know about.

Available variables: {{count}}, {{topic}}, {{audience}}, {{year}}, {{action}}, {{item_a}}, {{item_b}}, {{resource_type}}, {{niche_name}}

AI PROMPT TEMPLATE

Write a listicle article about '{{topic}}' for {{audience}}...

This is the instruction sent to AI when generating pages.

GENERATION SETTINGS

ITEMS PER SECTION

15

RENDERER COMPONENT

Idea List (categorized items with difficulty ratings)

Advanced: Edit Schema JSON Valid schema loaded

Content Type fields:

FIELD	WHAT TO DO / WHAT IT MEANS
Name	What you'll see in the admin. Example: 'Listicle'.
Slug	URL portion. Auto-fills.
Description	What kind of page this is. Example: 'A numbered list of items, tips, or ideas.'
Title Template	Pattern for the page title. Variables in {{double braces}}. Example: '{{count}} Best {{topic}} for {{audience}} in {{year}}'.
Description Template	Pattern for the meta description (Google search snippet).

AI Prompt Template

Instructions to the AI for what to write. Example: 'Write a listicle about {{topic}} for {{audience}}. Include {{count}} items, each with a title and 2-3 paragraphs.'

Admin Page: Generate (the magic button)

This is the page that pays for the template. Pick which **Content Types** you want, which **Niches** you're targeting, how many pages per industry, hit Generate. The AI writes each page. Each one unique, each one targeted to a specific search.

The screenshot shows the 'Generate Content' interface. It features a sidebar with navigation options and a main content area with several sections: 'CONTENT TYPES' (0 of 0 selected), 'INDUSTRIES / NICHES' (0 of 0 selected), 'PAGES PER INDUSTRY' (set to 1), a 'Preview First (Dry Run)' toggle, a 'Smart unique generation' note, a 'GENERATE CONTENT' button, 'Recent Generation Runs', 'OG Images', and 'Silo Links'.

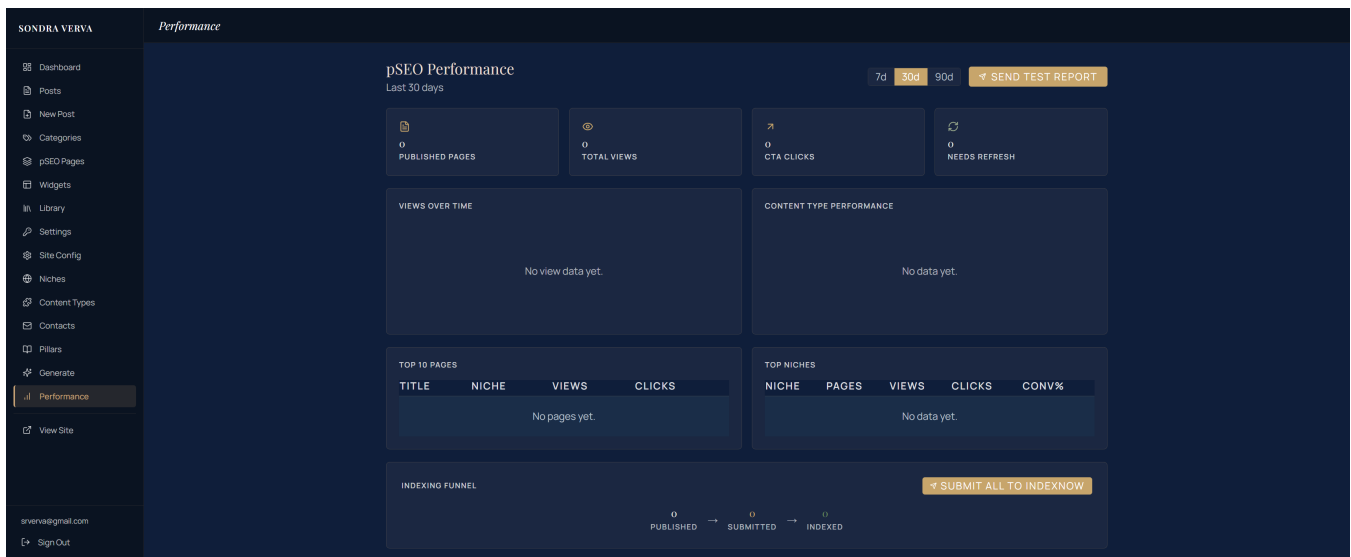
The math: 3 niches × 2 content types × 5 pages per industry = **30 new pages** in one click.

Start small your first time

Pick 1 Content Type + 1 Niche + 2 pages per industry. That gives you 2 test pages. Read them carefully. If they sound right, scale up. If they don't, tweak the Niche context and the Content Type AI Prompt, then try again. Don't generate 100 pages until your first 2 are good.

Admin Page: Performance

Your SEO scoreboard. See published pages, total views, CTA clicks, and what's performing best. Toggle between 7, 30, and 90-day views at the top.



What each number means:

FIELD	WHAT TO DO / WHAT IT MEANS
Published Pages	Total live posts, pillars, and pSEO pages.
Total Views	Page views in the selected time period.
CTA Clicks	How many times someone clicked your main call-to-action. The number that matters most.
Needs Refresh	Pages that haven't been updated in a while. Google rewards regularly-updated content.
Views Over Time	Daily traffic chart. Look for trends, not single days.
Content Type Performance	Which kinds of pages get the most traffic. Tells you what to make more of.
Top 10 Pages	Your highest-traffic pages. Study them — what made them work?
Top Niches	Which industries bring the most traffic. Tells you where to double down.

Admin Page: Settings

Your account-level settings — login email, password, account preferences. **Different from Site Config.** Settings = YOU. Site Config = your site's identity.

The screenshot displays the SONDRA VERVA admin interface. On the left is a dark sidebar with a menu of options: 'NEW POST', 'Categories', 'pSEO Pages', 'Widgets', 'Library', 'Settings' (highlighted), 'Site Config', 'Niches', 'Content Types', 'Contacts', 'Pillars', 'Generate', 'Performance', 'View Site', 'srverva@gmail.com', and 'Sign Out'. The main content area is titled 'Settings' and features a 'Change Password' section. This section includes the heading 'Change Password', the instruction 'Update your admin account password', and a form with two input fields labeled 'NEW PASSWORD' and 'CONFIRM NEW PASSWORD', followed by a yellow 'UPDATE PASSWORD' button.

Admin Page: Site Config (the big setup section)

Your site's identity lives here — name, logo, author bio, social links, CTAs, button destinations, admin email. Set it up once, revisit any time you want to tweak.

The screenshot displays the 'Site Config' admin page for 'SONDRA VERVA'. The page is organized into several sections:

- Site Identity:** Fields for Site Name (Sondra Verva), Site URL (https://example.com), Publisher Name (Amplifi! Your Business), Author Name (Site Owner), Author Title (Entrepreneur), Author Bio, and Author Credentials (ADD).
- Social Links:** Fields for LinkedIn, Instagram, TikTok, Twitter / X, and YouTube.
- Call-to-Action (CTA):** Fields for CTA URL, CTA Headline (Free Training), CTA Button Text (Get Free Access), CTA Subtext (Join thousands learning to grow their business), and CTA Social Proof Line (Rated 4.9/5 by attendees).
- Button Destinations:** Fields for Contact Button URL, Work with Me / Booking URL, Event / Community Application URL, Subscribe URL, Learn More URL, Speaker Kit URL, Watch My Story Video URL, and Nav Subscribe Button Label.
- Admin Notifications:** Field for Admin Email (sondra@email.sondraverva.com).
- Weekly Reports:** Field for Report Email (admin@yoursite.com) and a toggle for 'Enable weekly email reports'.

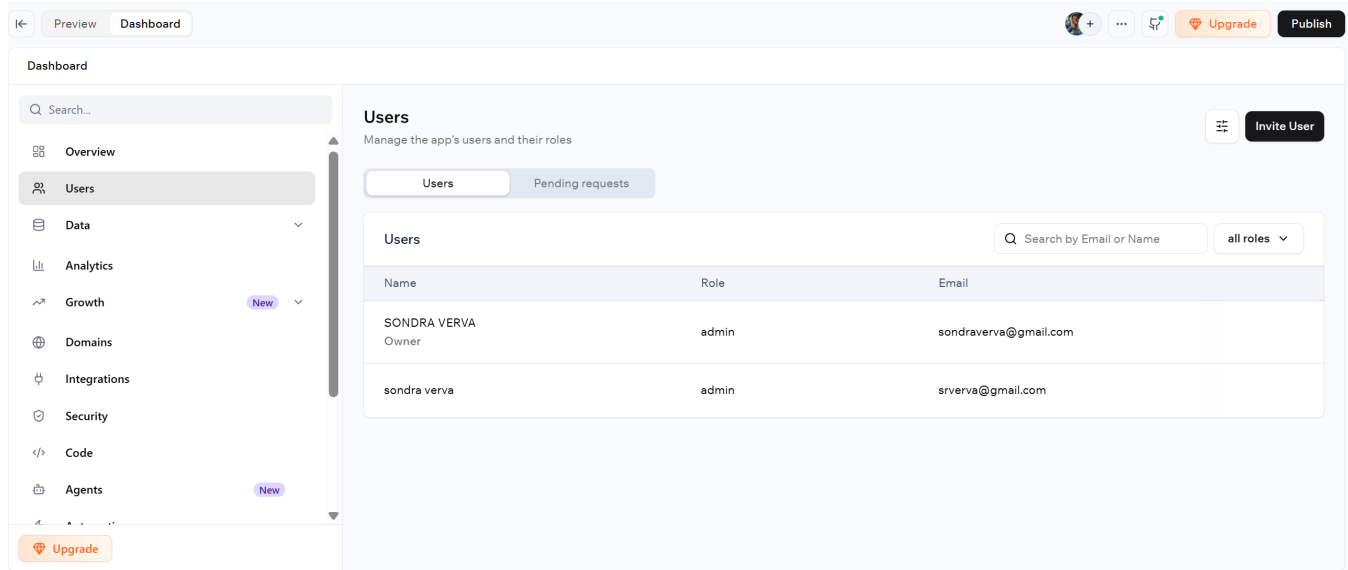
Additional features include a 'SAVE SETTINGS' button, a 'CTA Preview' section, and a 'SITEMAP & CRAWLERS' section with a 'robots.txt' toggle and '0 published pages'.

Site Config is grouped into 7 sections. See **SOP 2: Customize Your Site Identity** for the field-by-field walkthrough of every group.

Outside the Admin: Base44 Editor + User Area

Most days you only need /admin. But two things live in the Base44 platform itself (**app.base44.com**), NOT in your /admin:

- **Base44 Editor** — where you go to make hardcoded changes (the Base44 editor chat). See the 'How to Make a Code Change in the Base44 Editor' section earlier in this Playbook.
- **User / Admin Management** — where you invite other people as admins of your Base44 app. See **SOP 11: Secure Your Site**.



The screenshot shows the Base44 user management interface. At the top, there are navigation tabs for 'Preview' and 'Dashboard', and a top right bar with 'Upgrade' and 'Publish' buttons. The main content area is titled 'Users' and includes a search bar, a table of users, and an 'Invite User' button. The table lists two users: SONDRA VERVA (Owner) and sonda verva (admin).

Name	Role	Email
SONDRA VERVA Owner	admin	sondravera@gmail.com
sondra verva	admin	srvera@gmail.com

The Base44 user area where you manage admin invites.

SOPs Standard Operating Procedures

14 step-by-step procedures for every major task. Each SOP is standalone — flip to the one you need and follow it without reading the others.

SOP Index:

- **SOP 1:** First-Time Setup of Your Blog Website
- **SOP 2:** Customize Your Site Identity (Site Config)
- **SOP 3:** Write and Publish a Blog Post
- **SOP 4:** Add and Manage Categories
- **SOP 5:** Create a Pillar Page
- **SOP 6:** Add a Widget
- **SOP 7:** Set Up a Niche
- **SOP 8:** Set Up a Content Type
- **SOP 9:** Generate pSEO Pages (Batching)
- **SOP 10:** Manage Your Media Library
- **SOP 11:** Secure Your Site (Base44 Security)
- **SOP 12:** Weekly Site Health Check
- **SOP 13:** Monthly Content Refresh
- **SOP 14:** When You Need a Code Change (Use the Base44 editor)

SOP 1 First-Time Setup of Your Blog Website

Purpose

Get your newly-cloned blog website from 'just a template' to 'looks like YOUR brand and works for YOU' in under 3 hours.

Scope

First time you log into your cloned Base44 app. Do this once, in this order.

Tools & Resources Needed

- Your Base44 account (you should already have access — Sondra invited you)
- Your branding: logo, headshot, brand colors (or 'I don't have any — pick for me')
- Your bio (1 paragraph) + author title
- Your social media URLs (full URLs including https://)
- Your primary call-to-action URL (newsletter signup, booking link, application form, etc.)
- About 2-3 hours of focused time

Procedure

- **1. Log into Base44** at app.base44.com with the credentials you used to accept Sondra's app share.
- **2. Open your blog website app** in the Base44 editor. Click the preview URL to see what your site looks like right now (it's still showing placeholder content).
- **3. Go to your admin dashboard.** Click the live site preview URL, then add `/admin` to the end. Log in with the same Base44 credentials.
- **4. Bookmark *yoursite.com/admin*** in your browser. You'll come back constantly.
- **5. Follow SOP 2 to fill out Site Config completely** (30-45 minutes). This is the biggest step.
- **6. Open the Base44 editor and customize the hardcoded sections.** Use the Base44 editor prompts for each of the orange-callout items in the Homepage Section Walkthrough: hero headline, hero photo, Featured In list, 4 Expertise blocks, 3 Speaking talks, 3 Testimonials, community name + watermark, stats numbers.
- **7. Generate one test pSEO page (SOP 7-9)** to confirm the pSEO workflow works for you.
- **8. Publish your first real blog post (SOP 3).**
- **9. Set up your security (SOP 11)** — turn on 2FA on your Base44 account, decide who else needs admin access.
- **10. Visit your live site and click every link.** Make sure every button goes where it should. Spot-check the homepage, About, Speaking, and Blog pages.

✓ **DEFINITION OF DONE:** Your live site shows your name, your bio, your photo, your headlines, your CTAs, and at least one real blog post. Nothing on the site says 'Sondra' or shows placeholder content.

! COMMON MISTAKES TO AVOID

- Trying to customize the hardcoded sections BEFORE filling out Site Config — start with Site Config so you see what the dashboard controls first.
- Skipping the 'check every link' step — broken buttons are the #1 first-day complaint.
- Generating 50 pSEO pages on day 1 — start with 2. Get them right, THEN scale.
- Not bookmarking /admin — you'll waste minutes typing it from memory every time.

SOP 2 Customize Your Site Identity (Site Config)

Purpose

Fill in every dashboard-controlled field so your name, bio, social links, buttons, and email all reflect YOUR brand instead of the placeholder content.

Scope

Run this in your admin's Site Config page during first-time setup. Revisit any time your brand or links change.

Tools & Resources Needed

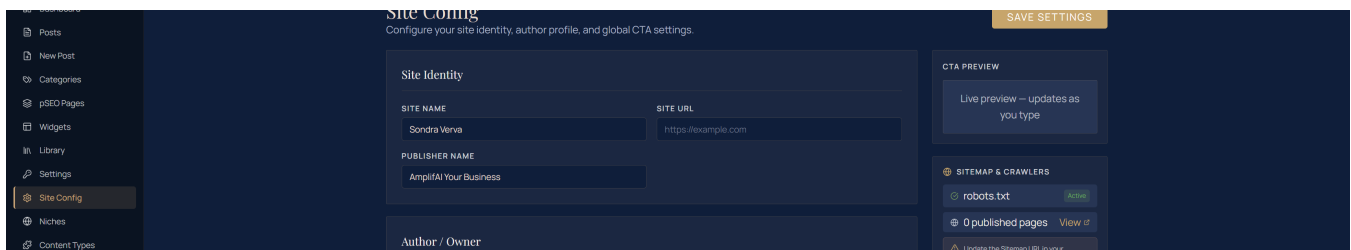
- Logo / Site name
- Headshot (uploaded to your Library)
- Author bio (1-2 sentences)
- All social media URLs
- Your primary CTA URL + button text
- Action button URLs (contact, booking, etc.)
- Admin email for notifications

Procedure

Click **Site Config** in the left sidebar. Walk through these 7 groups in order.

Group 1: Identity (4 fields)

Shows up in your nav bar, browser tab, social shares, search results.



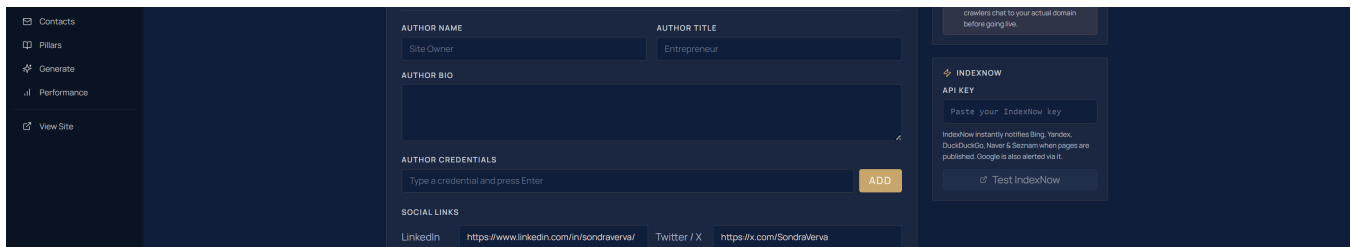
Where this lives in your Site Config page

FIELD	WHAT TO DO / WHAT IT MEANS
Site Name	Your brand name. Top-left of every page, browser tab, Google search results. Example: 'Sondra Verva'.

Site URL	Your full domain WITH https://. Example: 'https://sondravera.com'. Used for sitemaps.
Publisher Name	Usually same as Site Name. Used for SEO schema. Can be your business name if different.
OG Image	Image that shows when someone shares your site on social media. 1200x630 pixels works best.

Group 2: Author Bio (4 fields)

Used in About section, post bylines, footer.

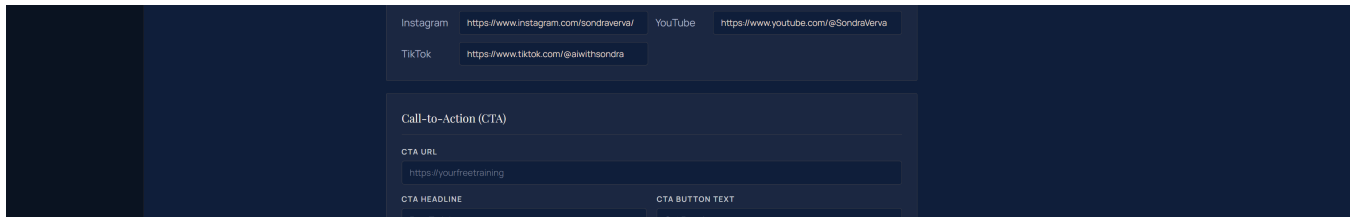


Where this lives in your Site Config page

FIELD	WHAT TO DO / WHAT IT MEANS
Author Name	Your full name as shown publicly.
Author Title	Your role or tagline. Example: 'AI Educator & Creator'.
Author Bio	1-2 sentence intro. Benefit-focused — what you do for people.
Author Credentials	Optional. Awards, certifications, notable affiliations. Shown as small text under your bio.

Group 3: Social Links (5 fields)

Creates the social icons in nav bar and footer. **Only fill in the ones you actually use.**



Where this lives in your Site Config page

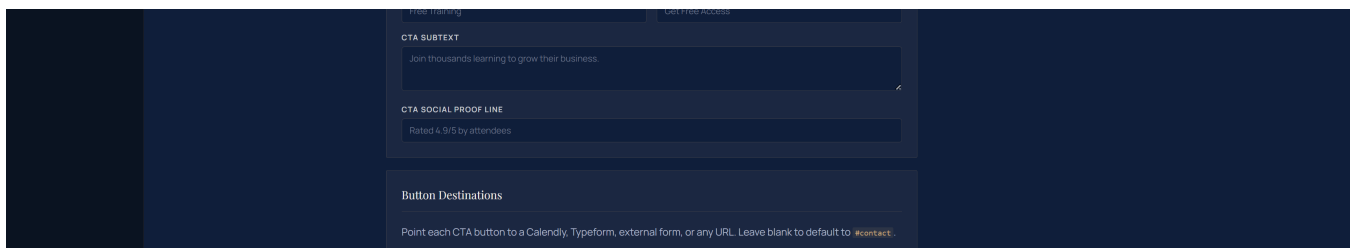
FIELD	WHAT TO DO / WHAT IT MEANS
LinkedIn	Full URL with https://. Example: 'https://linkedin.com/in/yourname'.
Twitter / X	Full URL with https://.
Instagram	Full URL with https://.
YouTube	Full channel URL.
TikTok	Full URL with https://.

Always use the FULL URL

Including **https://**. If you just type 'linkedin.com/in/sondra' the link will break. Always paste straight from the browser bar.

Group 4: Main CTA (5 fields)

Your **one big primary call-to-action**. The thing you want every visitor to do.



Where this lives in your Site Config page

FIELD	WHAT TO DO / WHAT IT MEANS
-------	----------------------------

CTA URL	Where the button takes them.
CTA Headline	Big bold line above the button.
CTA Subtext	1 sentence under the headline. Adds context or reduces fear.
CTA Button Text	1-3 words ON the button. Example: 'Apply Now'.
CTA Social Proof	Optional line below button. Example: '★★★★★ Loved by 3,200+ readers'.

Group 5: Action Buttons & Links (multiple fields)

Smaller buttons scattered around your site. **Only fill in the ones that apply.** Empty fields hide that button.

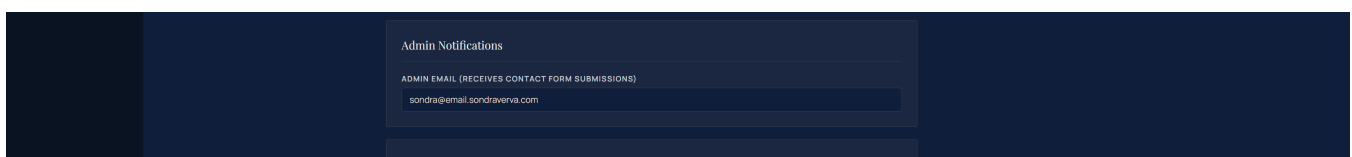


Where this lives in your Site Config page

FIELD	WHAT TO DO / WHAT IT MEANS
Contact URL	Contact form URL, mailto: link, or Calendly.
Booking Inquiry URL	Calendly or custom inquiry form.
Event Application URL	If you run a program/event with applications.
Event Learn More URL	Companion to above.
Speaker Kit URL	Direct download to speaker one-sheet PDF.
Story Video URL	Your intro video (YouTube or Vimeo).
Subscribe URL	Newsletter signup link (ConvertKit, Beehiiv, etc.).
Subscribe Button Text	1-2 words on the subscribe button.
Nav CTA Text	1-2 words on the top-right nav button.

Group 6: Email & Admin (3 fields)

Controls automated emails — contact form alerts, weekly reports. Powered by Base44's built-in email integration.

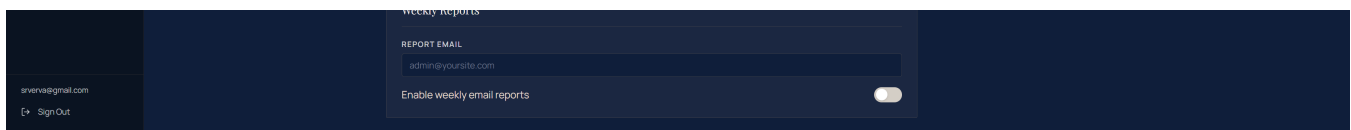


Where this lives in your Site Config page

FIELD	WHAT TO DO / WHAT IT MEANS
Admin Email	Where contact form submissions and admin alerts go. Usually your main inbox.
Report Email	Where weekly performance summaries go. Same or different from Admin Email.
Enable Weekly Reports	Toggle ON for Monday morning traffic summary emails.

Group 7: SEO & Indexing (1 field)

Helps Google find your new content faster.



Where this lives in your Site Config page

FIELD	WHAT TO DO / WHAT IT MEANS
IndexNow API Key	Optional. A free service that pings Bing/Yandex when you publish new pages. Get a key at indexnow.org and paste it here. Skip if you don't want to bother — Google will still find your content the normal way.

✓ **DEFINITION OF DONE:** Save Site Config. Open your live site in another tab. Your name, bio, photo, social icons, main CTA button, and footer all show YOUR info instead of placeholder content. Submit a test contact form — you receive the submission at your Admin Email within 2 minutes.

! COMMON MISTAKES TO AVOID

- Typing 'linkedin.com/in/name' instead of 'https://linkedin.com/in/name' — links break without https://.
- Filling in EVERY field just because they're there — empty action button fields = those buttons disappear, which is cleaner.
- Not testing the contact form — broken Admin Email setup means you miss real leads.
- Skipping the OG Image — your social shares will look ugly without one.

SOP 3 Write and Publish a Blog Post

Purpose

Create a new blog post, format it properly, add a featured image, and publish it so it's live on your site.

Scope

Every time you publish a new blog post. Will become your most-used SOP.

Tools & Resources Needed

- A topic and a title in mind (or use A.I. WRITE POST to draft from a topic)
- A featured image (or use AI GENERATE for one)
- A category to assign the post to (set up beforehand — see SOP 4)

Procedure

- 1. **Click *New Post*** in the left sidebar of your admin.
- 2. **Type your post title** in the top field. Make it specific and benefit-focused.
- 3. **Check the /blog/ slug.** It auto-fills from your title — shorten if needed for SEO.
- 4. **(Optional) Click A.I. WRITE POST** to draft the whole article from your topic. Edit in your voice before publishing.
- 5. **Write or paste your post body** in the editor. Use the toolbar for bold, italic, headings (H1/H2), lists, quotes, links, images.
- 6. **Pick a CATEGORY** in the right sidebar.
- 7. **Set a FEATURED IMAGE** — UPLOAD from computer, URL to paste, AI GENERATE, or LIBRARY to re-use.
- 8. **Set STATUS to Published** in the right sidebar (or leave on Draft to save without publishing).
- 9. **Click SAVE** in the top right.
- 10. **Visit yoursite.com/blog/your-post-slug** to confirm the post is live and looks right.

✓ **DEFINITION OF DONE:** Open yoursite.com/blog/your-post-slug in a new tab. The post is live — title, featured image, body content, your author name, your category. The post also shows up on your /blog index.

! COMMON MISTAKES TO AVOID

- Forgetting to set a Featured Image — looks unprofessional in blog index and social shares.
- Publishing AI-drafted content without editing it — sounds robotic and hurts your brand.

- Leaving the slug too long (50+ characters) — bad for SEO and harder to share.
- Never checking the live post URL after saving — typos and formatting issues get missed.

SOP 4 Add and Manage Categories

Purpose

Create topic buckets so your blog posts are organized, readers can filter by topic, and Google understands what your site covers.

Scope

Run this once during setup (create 3-5 broad categories). Revisit any time you start writing about a new topic that doesn't fit existing buckets.

Tools & Resources Needed

- A list of 3-5 broad topics that fit your brand

Procedure

- 1. Click **Categories** in the left sidebar.
- 2. Click **Add New** in the top right.
- 3. Fill in **Name** (what readers see — e.g. 'Marketing').
- 4. Confirm **Slug** (auto-fills — usually fine).
- 5. Add **Description** (1-2 sentences — optional but helpful for SEO).
- 6. Click **SAVE**.
- 7. Repeat for 2-4 more categories.

✓ **DEFINITION OF DONE:** Open your live blog index. You can click a category name (in the post card or filter) and see all posts in that category at [yoursite.com/blog/category/\[slug\]](https://yoursite.com/blog/category/[slug]).

! COMMON MISTAKES TO AVOID

- Creating 20 categories on day one — start with 3-5. You can add more later.
- Categories that overlap heavily (e.g. 'Marketing' and 'Marketing Tips') — pick one.
- Forgetting to assign a category when creating a post — uncategorized posts look unfinished.

SOP 5 Create a Pillar Page

Purpose

Build a big, in-depth page on a single topic (2000-5000 words) that links to your related blog posts. Tells Google you're an authority on that topic.

Scope

Do this 1-4 times per year. Pillar pages are big work — don't do them on a whim. Pick a topic that matters to your audience long-term.

Tools & Resources Needed

- A clear topic (e.g. 'The Complete Guide to AI Marketing for Solopreneurs')
- A list of 8-12 existing blog posts on related sub-topics that this pillar will link to
- 2-4 hours of focused writing time

Procedure

- 1. Click **Pillars** in the left sidebar, then *New Pillar Page*.
- 2. Write a **comprehensive title**. Example: 'The Complete Guide to [Topic] for [Audience]'.
- 3. Set the **slug** (auto-fills — usually fine).
- 4. Write the **pillar content**. Aim 2000-5000 words. Use H2 sections to break it up. Link out to your related blog posts as you mention sub-topics.
- 5. In the right sidebar, pick a **NICHE**.
- 6. Set **STATUS** to **Published**.
- 7. Fill in **SEO SETTINGS** — **META TITLE** (under 60 characters) + **META DESCRIPTION** (under 160 characters).
- 8. Click **PUBLISH**.
- 9. Go back to your existing blog posts on related topics and add a link FROM each one TO the new pillar. This is the 'hub and spokes' SEO pattern.

✓ **DEFINITION OF DONE:** Pillar page is live at [yoursite.com/\[slug\]](#). At least 5 of your existing blog posts link to the new pillar. Pillar links out to at least 8 of your existing posts.

! COMMON MISTAKES TO AVOID

- Writing a 600-word 'pillar' — too short to function as one. Aim 2000+ words.
- Not linking from existing posts to the new pillar — the 'hub and spokes' only works with links both ways.

- Trying to write 5 pillars in a month — burn out. 1 per quarter is plenty.

SOP 6 Add a Widget

Purpose

Create a sidebar, footer, header, or banner content block — like a 'Join my newsletter' box or 'About the author' mini-bio.

Scope

Whenever you want a piece of content to show up in a fixed spot across multiple pages.

Tools & Resources Needed

- Plain text or HTML for the widget content
- A clear sense of which zone it should appear in (sidebar / footer / header / banner)

Procedure

- 1. Click **Widgets** in the left sidebar.
- 2. Click **Add New**.
- 3. **Name it** something descriptive (e.g. 'Newsletter Signup Sidebar').
- 4. **Pick the Type** — sidebar, footer, header, or banner.
- 5. **(Optional) Set Zone** if your type has sub-positions.
- 6. **Paste the Content / HTML**. Plain text or HTML for links and formatting.
- 7. **Set Sort Order** (lower numbers show first if multiple widgets in same zone).
- 8. **Check Active**.
- 9. **Click SAVE**.
- 10. **Visit your live site** to confirm the widget shows up in the zone you picked.

✓ **DEFINITION OF DONE:** Widget is visible on your live site in the zone you set. Content displays correctly. Unchecking Active hides it without deleting.

! COMMON MISTAKES TO AVOID

- Forgetting to check Active — widget won't show up.
- Pasting HTML with broken tags — content displays wrong. Test with plain text first.
- Too many widgets in one zone — looks cluttered. 1-3 per zone is plenty.

SOP 7 Set Up a Niche

Purpose

Define an industry or audience for the AI to target when generating pSEO landing pages.

Scope

Once during setup, then any time you want to expand into a new industry.

Tools & Resources Needed

- A clear name for the niche
- A description of who's in the audience, their pain points, and the language they use

Procedure

- 1. Click **Niches** in the left sidebar, then *Add New*.
- 2. **Name the niche** (e.g. 'Real Estate Agents').
- 3. **Confirm Slug** (auto-fills).
- 4. **Pick Parent Niche** if this is a sub-niche, otherwise 'None'.
- 5. **Toggle Active ON**.
- 6. **Fill in Audience** — who's in this niche. Plain English. Be specific.
- 7. **Fill in the other Niche Context fields** — pain points, goals, language. The more detail, the better the AI output.
- 8. **Click SAVE**.

✓ **DEFINITION OF DONE:** Niche shows in your Niches list with Active = ON. Appears as a checkbox option on the Generate page when you're ready to bulk-create pages.

! COMMON MISTAKES TO AVOID

- Vague niche descriptions like 'Small business owners' — too broad. Be specific: 'Solo female founders in coaching/consulting making \$50K-\$200K/year'.
- Skipping the context fields — the AI relies on them to write good pages.
- Setting up 10 niches before testing one — get 1 working first, then expand.

SOP 8 Set Up a Content Type

Purpose

Define a template for a kind of SEO page you want pSEO to generate (Listicle, Comparison, How-To, Best Of, etc.).

Scope

Once during setup, then any time you want a new kind of page in your batching mix.

Tools & Resources Needed

- A name for the content type
- A title pattern with {{variable}} placeholders
- An AI prompt template that tells the AI what to write

Procedure

- 1. Click **Content Types** in the left sidebar, then *Add New*.
- 2. (Recommended) Pick a **Start From Template** at the top — Listicle, Comparison, How-To, or Best Of. Auto-fills title pattern + AI prompt.
- 3. **Edit the Name** (e.g. 'Listicle').
- 4. **Confirm Slug** (auto-fills).
- 5. **Write a Description** — what kind of page this is.
- 6. **Review/Edit the Title Template.** Use {{variables}} for parts the AI fills in. Example: '*{{count}}* Best *{{topic}}* for *{{audience}}* in *{{year}}*'.
- 7. **Review/Edit the Description Template.**
- 8. **Review/Edit the AI Prompt Template.** The instructions to the AI for what to write.
- 9. Click **SAVE**.

✓ **DEFINITION OF DONE:** Content Type appears in your list and is available as a checkbox on the Generate page.

! COMMON MISTAKES TO AVOID

- Writing a custom AI prompt from scratch on day one — start with a pre-built template. Tweak after you see output.
- Removing the {{year}} variable — your pages will look dated within 12 months.
- Vague AI prompt instructions — the AI defaults to generic if you don't tell it what to write.

SOP 9 Generate pSEO Pages (Batching)

Purpose

Bulk-create AI-written SEO landing pages by combining your Niches with your Content Types.

Scope

Once you have at least 1 Niche and 1 Content Type set up. Run monthly to grow your pSEO library.

Tools & Resources Needed

- At least 1 Active Niche (see SOP 7)
- At least 1 Content Type (see SOP 8)
- 5-15 minutes for the AI to write the batch

Procedure

- 1. Click **Generate** in the left sidebar.
- 2. Check the **Content Types boxes** for the kinds of pages you want made (start with 1).
- 3. Check the **Niches boxes** for the industries you're targeting (start with 1).
- 4. Set **Pages Per Industry** — how many of each Content Type to make per Niche. **Start with 2.**
- 5. Click **Generate**. The AI writes each page. Takes 5-15 minutes depending on volume.
- 6. Go to **pSEO Pages** in the sidebar to review the output.
- 7. Read every generated page. Edit anything that doesn't sound right.
- 8. Publish the ones you're happy with. Hold or delete the rest.

✓ **DEFINITION OF DONE:** At least 2 generated pSEO pages reviewed and published. Pages appear in your sitemap and Google will discover them within a few days.

! COMMON MISTAKES TO AVOID

- Generating 100 pages on first run without reviewing the output — you'll publish low-quality pages that hurt your site's SEO trust.
- Publishing every generated page without reading them — quality control matters.
- Not tweaking the Niche or Content Type when output sounds off — those are your levers.

SOP 10 Manage Your Media Library

Purpose

Upload, organize, and re-use images across your site without re-uploading the same image multiple times.

Scope

Whenever you upload an image for a post, pillar, widget, or featured image — it lands in the Library automatically. Use this SOP to manage and reuse.

Tools & Resources Needed

- Image files on your computer (renamed before upload — see Pro Tip)

Procedure

- **1. Click *Library*** in the left sidebar.
- **2. To upload:** click the Upload button, pick file(s) from your computer.
- **3. To re-use:** in any image picker (e.g. Featured Image), click LIBRARY and pick from the grid.
- **4. To delete:** click an image, click the trash icon. **Warning:** removes it from any post using it.
- **5. To find a specific image:** use the search bar (works on file names).

Pro tip — rename BEFORE you upload

Rename *IMG_8472.jpg* to *sondra-coaching-stars-community.jpg* before uploading. Better SEO, and you'll be able to find it when your Library hits 200+ images.

✓ **DEFINITION OF DONE:** Library shows all uploaded images, searchable by file name. You can re-use any image across multiple posts without re-uploading.

! COMMON MISTAKES TO AVOID

- Uploading files with names like *IMG_8472.jpg* — impossible to find later.
- Deleting an image that's used in a published post — breaks the post's image.
- Uploading huge files (10MB+) — slows your site. Compress to under 500KB first.

SOP 11 Secure Your Site (Base44 Security)

Purpose

Lock down your Base44 account and admin access so only you (and people you trust) can edit your website.

Scope

Run during first-time setup. Revisit every time you add or remove a team member, OR if you suspect a credential leak.

Tools & Resources Needed

- Access to your Base44 account email
- A password manager (recommended — 1Password, Bitwarden, etc.)
- Phone for 2FA app (Authy or Google Authenticator)

Procedure

Part A: Lock down YOUR account

- **1. Use a unique, strong password** for your Base44 account. 16+ characters. Different from any other site.
- **2. Store it in a password manager** — not in a notes app, not on paper, not in your browser's built-in password save.
- **3. Turn on 2-Factor Authentication (2FA) for Base44.** In Base44 account settings, enable 2FA via an authenticator app (Authy or Google Authenticator). This prevents anyone from logging in even if they steal your password.
- **4. Turn on 2FA for the email address** linked to your Base44 account. If someone hijacks your email, they can reset your Base44 password. Lock both.
- **5. Don't share your login.** Ever. Invite people as their own admin (Part B) instead of giving them yours.

Part B: Manage who can edit your site (admin users)

- **1. In Base44, go to your app's user/admin management area.** See the Base44 user area screenshot in the Admin Dashboard Map.
- **2. To add an admin:** click invite, enter their email, pick their permission level.
- **3. Use the lowest permission level that lets them do their job.** A content writer doesn't need editor-level access to the code. A VA who manages posts doesn't need to see Site Config.
- **4. When someone leaves your team:** remove their admin access THE SAME DAY. Don't wait.
- **5. Review your admin list quarterly.** Anyone who shouldn't be there? Remove.

Part C: Protect your contact and subscribe forms

- **1. If you're getting spam contact form submissions:** use the Base44 editor to add a captcha to your contact and subscribe forms. Prompt: *'Add an invisible captcha to my contact form and subscribe form to block spam bots.'*
- **2. Set up email filtering** on your Admin Email inbox to flag suspected spam form submissions.
- **3. Never click suspicious links** in a contact form submission, even if it looks like a real lead.

Part D: Know where your data lives + back it up

- **1. Your content (posts, pages, images, settings) lives in your Base44 app.** Base44 handles the backups for you on their infrastructure — you don't need to manage that.
- **2. If you ever want a personal backup:** use the Posts export feature in your admin (if available) to download a copy of your posts. Schedule this quarterly for peace of mind.
- **3. Keep a copy of your custom Site Config values** in a separate doc (just in case you ever need to rebuild from scratch).

✓ **DEFINITION OF DONE:** Your Base44 account has 2FA enabled. Your email account has 2FA enabled. Your admin user list contains only people who actively need access. Contact form spam is under control. You know what would happen if your account got compromised AND you have a plan to handle it.

! COMMON MISTAKES TO AVOID

- Skipping 2FA because it's 'inconvenient' — convenience now = nightmare later if you're hacked.
- Sharing your login with a VA or contractor — invite them as their own admin instead.
- Leaving ex-employees as admins after they leave — biggest security gap by far.
- Storing passwords in browser autofill on a shared computer — use a real password manager.
- Ignoring spam form submissions — they can hide phishing attempts.

SOP 12 Weekly Site Health Check

Purpose

Spend 15 minutes once a week confirming your site is healthy, your traffic is moving, and nothing is broken.

Scope

Every Monday morning. Set a recurring calendar block.

Tools & Resources Needed

- 15 minutes
- Your admin login
- Coffee

Procedure

- **1. Open your live homepage.** Does it load? Click your main CTA button — does it work?
- **2. Visit /blog.** Does it load? Click the most recent post — does the post open correctly with featured image?
- **3. Open admin > Performance.** Toggle to 7-day view. Note total views and CTA clicks. Up or down from last week?
- **4. Look at Top 10 Pages.** Which posts/pages are driving traffic? Anything new in the top 10?
- **5. Look at Needs Refresh.** Pick the oldest page on the list and add it to your refresh list (use SOP 13 monthly).
- **6. Check your Admin Email inbox** for contact form submissions, comments, alerts. Respond to anything that needs a response.
- **7. Decide your one move for this week.** Based on the stats: publish a new post? Refresh an old one? Generate more pSEO? Pick ONE thing.

✓ **DEFINITION OF DONE:** Your site is verified working. You know last week's traffic. You have one specific action for this week.

! COMMON MISTAKES TO AVOID

- Checking stats every day — SEO is slow. Daily checking drives you crazy.
- Looking at 5 metrics and acting on none — pick ONE move per week.

- Skipping the live-site test — you'll discover a broken homepage from a complaining visitor instead of yourself.

SOP 13 Monthly Content Refresh

Purpose

Update old posts with new information so Google rewards them with higher rankings, AND your readers get current info instead of stale advice.

Scope

Once a month, ~60 minutes. Pick one old post to refresh.

Tools & Resources Needed

- 60 minutes
- Performance > Needs Refresh list from your weekly checks

Procedure

- **1. Go to admin > Performance.** Open the Needs Refresh list.
- **2. Pick ONE post** to refresh this month. Prefer high-traffic posts that are also stale.
- **3. Open the post in the editor.** Read it top to bottom.
- **4. Update anything dated** — stats, tool recommendations, year references, screenshots, links to other resources.
- **5. Add 1-2 new sections** if relevant — new sub-topics, new examples, updated best practices.
- **6. Refresh the title and meta description** if they're dated. Update the {{year}} if it's in the title.
- **7. Update the Featured Image** if it looks dated or off-brand.
- **8. Save and publish.**
- **9. (Optional) Share the refreshed post** on social as 'Updated for [year]' — drives a second traffic spike.

✓ **DEFINITION OF DONE:** One old post is now current. Within 2-4 weeks, its search ranking should improve. Track in Performance over the next month.

! COMMON MISTAKES TO AVOID

- Refreshing 10 posts in one sitting — diminishing returns. Pick the ONE that matters most.
- Just changing the date and publishing — Google can tell. Make real content updates.
- Refreshing low-traffic posts — wasted effort. Focus on posts already getting traffic.

SOP 14 When You Need a Code Change — Use the Base44 Editor

Purpose

Make any change to your site that the admin dashboard doesn't cover (the ORANGE items from 'Two Kinds of Changes') by typing what you want in the Base44 editor's chat.

Scope

Any time you want to change something hardcoded — hero headline, Expertise blocks, Testimonials, community name, colors, fonts, or anything else from the orange list.

Tools & Resources Needed

- Your Base44 account (app.base44.com)
- A clear description of what you want changed, in plain English
- 1-3 minutes per change for Base44 to process

Procedure

- **1. Open your blog website app** in the Base44 editor at **app.base44.com**.
- **2. Find the chat input** at the bottom of the editor (where it says 'Ask Base44 to change something').
- **3. Type your request in plain English.** Be specific. Use this pattern: *'Replace [the specific thing] with: [exact new content]'*
- **4. Hit send. Wait 1-3 minutes** — Base44 reads your code, makes the change, deploys it.
- **5. Refresh your live site** to confirm the change worked.
- **6. If it didn't work or looks wrong:** tell Base44 what's off in another message. Iterate until it's right.

Examples of good plain-English prompts

- *'Change the accent color from gold to navy blue (#0f1936) across the entire site.'*
- *'Replace the hero headline with: Build a Business That Pays You Back.'*
- *'Replace the 4 Expertise blocks with these: [paste your 4 titles + descriptions].'*
- *'Change the heading font from Playfair Display to Inter across the whole site.'*
- *'Add a captcha to my contact form to block spam.'*

✓ **DEFINITION OF DONE:** The change is visible on your live site. Looks the way you described it. Nothing else on the site looks broken.

! COMMON MISTAKES TO AVOID

- Vague prompts like 'make it look better' — Base44 can't read your mind. Be specific.
- Asking for 5 different changes in one prompt — easier to send 5 separate prompts and verify each.
- Not checking the live site after a change — you might miss something that broke.
- Trying to do a huge change (complete redesign) in one prompt — break it into 3-5 smaller prompts.

REFERENCE Quick Reference Card

One-page summary. Print this. Keep it by your desk.

Daily URLs you'll use

- Your admin: **yoursite.com/admin**
- Your Base44 editor: **app.base44.com**
- Your live site: **yoursite.com**

The big rule

GREEN (Dashboard): click and type in /admin. No code.

ORANGE (Code): open the Base44 editor, type your request in plain English.

Weekly rhythm

- **Mon (15 min):** SOP 12 — health check + pick one move
- **Tue or Wed (60-90 min):** SOP 3 — write a post
- **Once a month (60 min):** SOP 9 — generate 5-10 pSEO pages, SOP 13 — refresh one old post
- **Once a quarter (2-4 hrs):** SOP 5 — write one pillar page

When something feels off

- Stats dropped? SOP 13 — refresh your top posts.
- Something visual is broken? SOP 14 — SOP 14 has the steps.
- Spam contact form submissions? SOP 11 Part C.
- New team member joining? SOP 11 Part B.

You've got this

First week feels new. By week 3 you'll move through the admin without thinking. The Playbook isn't going anywhere — flip back to any SOP whenever you need it. Build the habit, write the content, let the SEO compound. Your future self will thank you.