

Customization

Adding Buttons & Links to Your Website

A WebsiteAlive How-To Guide



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This document will highlight the steps you need to add call-to-action buttons to your website allowing your visitors to easily live chat with you or your employees. In order to complete these steps you or your website developer must have access to your website pages on your server.

▶ If you need further assistance, help or support, please feel free to visit us at www.websitealive.com for more information.

Overview

In order to customize buttons and links, you must be logged into your Administrator account.

WebsiteAlive offers a few ways to utilize call-to-action buttons:

An **Embedded Icon** is a call-to-action button that is embedded within the webpage. When clicked, it opens a live chat or click-to-call interface that is also embedded within the webpage (i.e., is not a pop-up window). The call-to-action and interface adheres to the side of the browser window at all times, and can be placed on whichever side you prefer.

- ▶ *Note: Embedded Icons are the only call-to-action buttons that enable the tracking code.*
- ▶ *Note: If you already have your code from previous Embedded Icon buttons, you WILL NOT need to reinstall the code.*

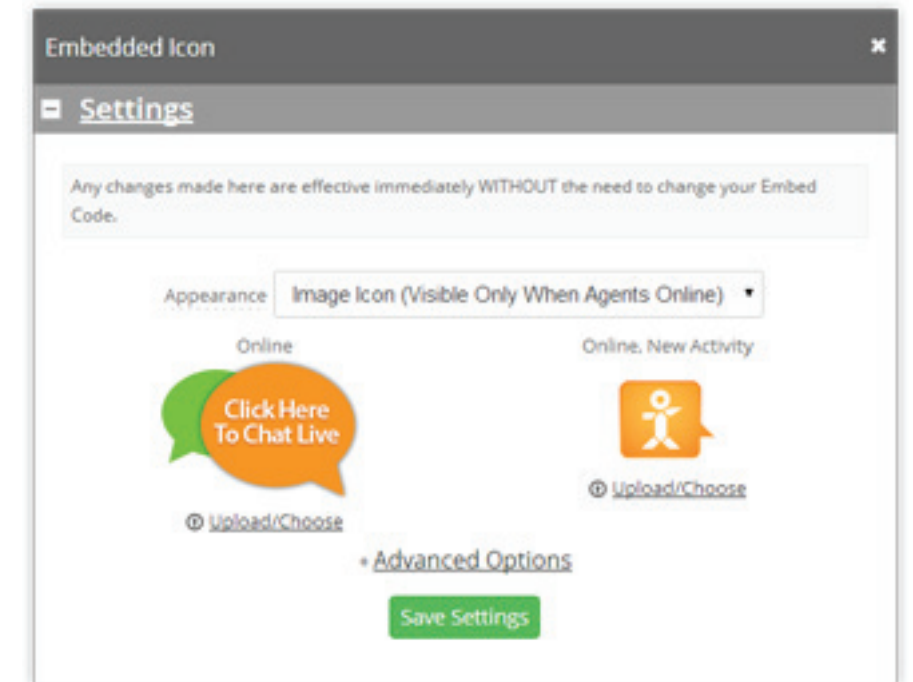
Buttons are images that are placed statically in various parts of your pages. Unlike Embedded Icons, Buttons only allow a live chat or click-to-call window interface as a pop-up. Otherwise, they work the same.

Links work exactly like Buttons but are only text links, created using a URL shortener. These are great for weaving into website text, the body or signature of emails, or social media campaigns and postings.

- ▶ *Note: You may use all 3 methods above in a single page or single website, at the same time.*

Customizing an Embedded Icon

1. Go to **Basics > Websites, Code & Customize** in the left menu.
2. On the right side of the screen, you will see four button options available to you. Under Embedded Icon & Tracking Code, click **Edit**.
3. Once clicked you will see two areas; Settings and Code For Your Website. Click **Settings**.
4. From here, click the state you'd like to edit (either **Online** or **Online, New Activity**) and then click **Upload/Choose** below the sample button.
5. You'll find yourself in the Image Gallery, where you can upload and select images. Click **Choose File** and navigate your own folders and find the image you'd like to use, and select **Open**. Then select **Upload Image**.
6. Once this action has completed, you will see your uploaded image in the list of available call-to-action buttons. Press the **Select** button below the image you'd like to use and click **Save Settings** to save.



Customizing Buttons

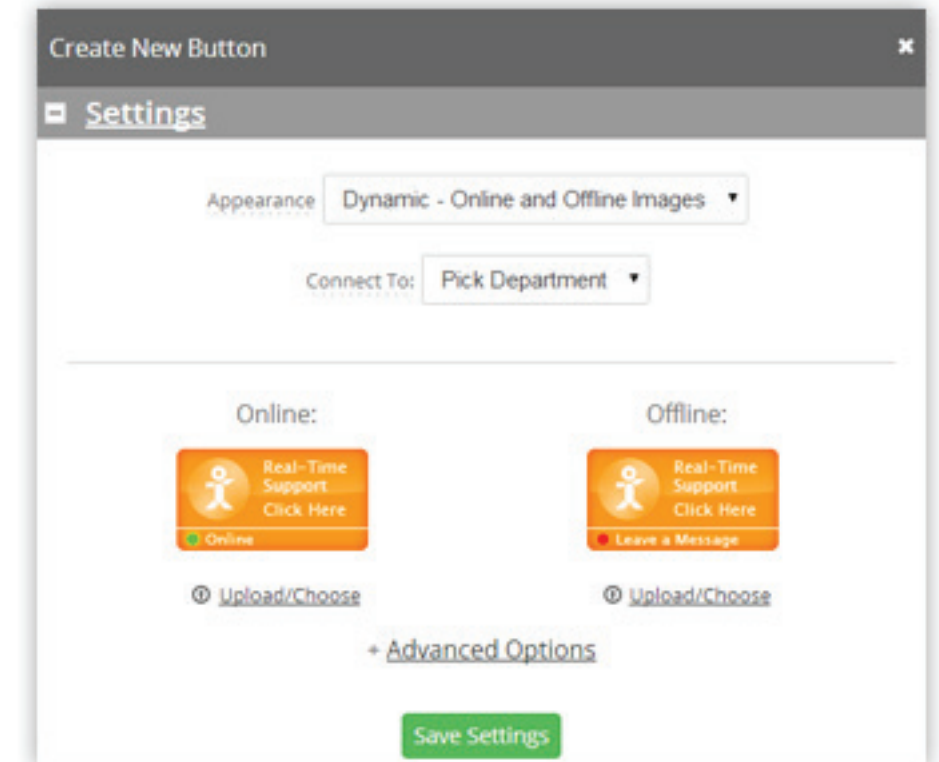
1. Go to **Basics > Websites, Code & Customize** in the left menu.
2. On the right side of the screen you will see four button options available to you. Under Buttons, click **+New**.

3. Once the dialog box pops up, you will see two buttons:

Online - this is what the button looks like when Operators/Agents are online.

Offline - this is what the button looks like when Operators/Agents are offline.

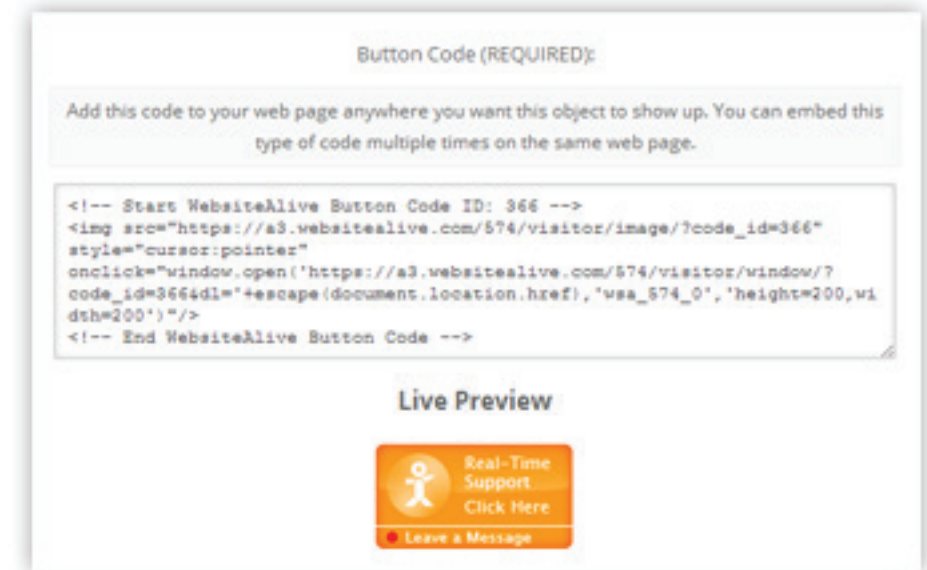
4. Under the button you'd like to customize, click **Upload/Choose**.
5. You'll find yourself in the Image Gallery, where you can upload and select images. Click **Choose File**.



Customizing Buttons

6. Navigate your own folders and find the image you'd like to use, and select **Open**. Then select **Upload Image**.
7. Once this action has completed, you will see your uploaded image in the list of available call-to-action buttons. Press the **Select** button below the image you'd like to use.

▶ *Note: Simply repeat the steps above for both your Online or Offline buttons.*
8. You should now see your new button in the Settings area. Click **Save Settings**.
9. Now you will have to **copy** the code provided and **paste** this in the location you'd like your button to appear in on your web pages.



Customizing Text Links / Shortcodes

1. Go to **Basics > Websites, Code & Customize** in the left menu.
2. On the right side of the screen you will see four button options available to you. Under Links, click **+New**.

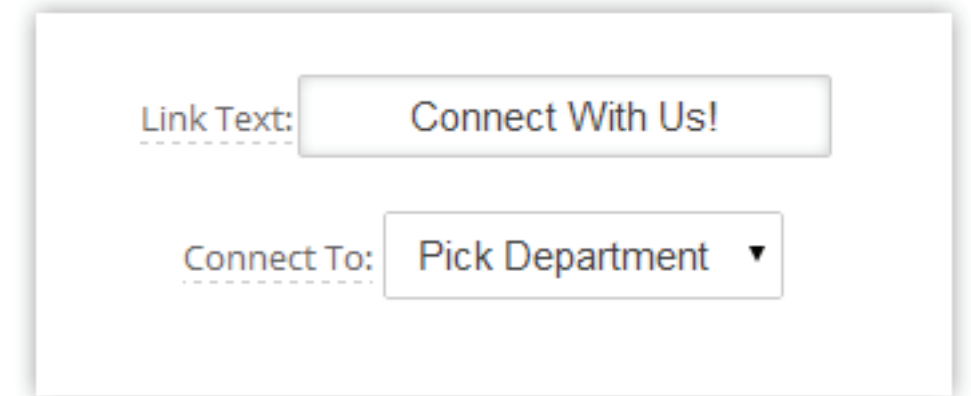
3. Once the dialog box appears, fill in the blanks:

Link Text - this is the text you'd like the link to say.

Connect To - this is the department you'd like the text link to connect with.

4. Click **Save Settings**, **copy** the code, and **paste** it anywhere you wish.

Shortcode URL - the URL shortener appears as a fine text link below the original text link you created. Simply **copy/paste** this code and add it anywhere you'd like: emails, Twitter posts, or wherever!



The image shows a dialog box with two input fields. The first field is labeled "Link Text:" and contains the text "Connect With Us!". The second field is labeled "Connect To:" and contains a dropdown menu with the text "Pick Department" and a downward-pointing arrow.



Website Alive[®]
Let's Connect

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If you need further assistance, help or support, please feel free to visit us at
www.websitealive.com for more information.