Website Editing Guide from adPRO

Oct 9, 2026

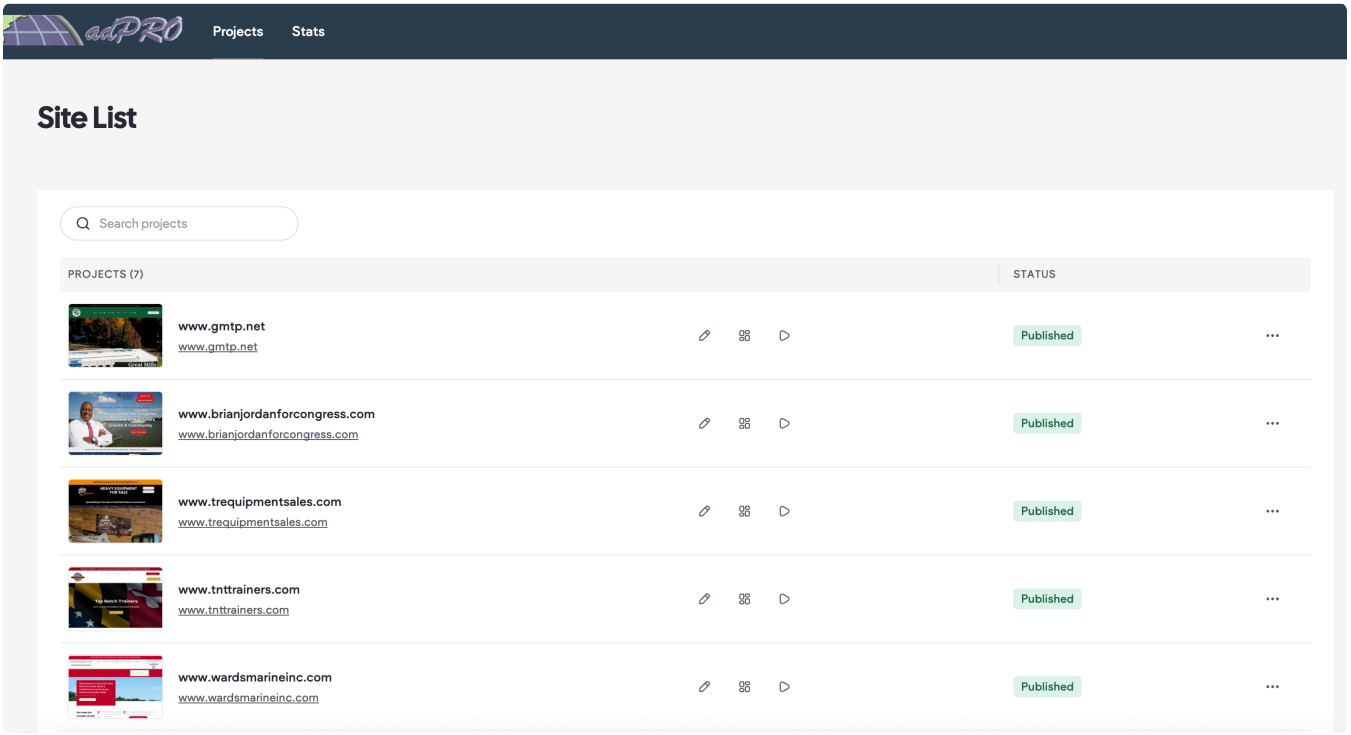
Getting started

This guide shows you how to update the content of your website yourself: text, images, your business information, blog posts, and more. You can't change the site's layout, so you can edit with confidence.

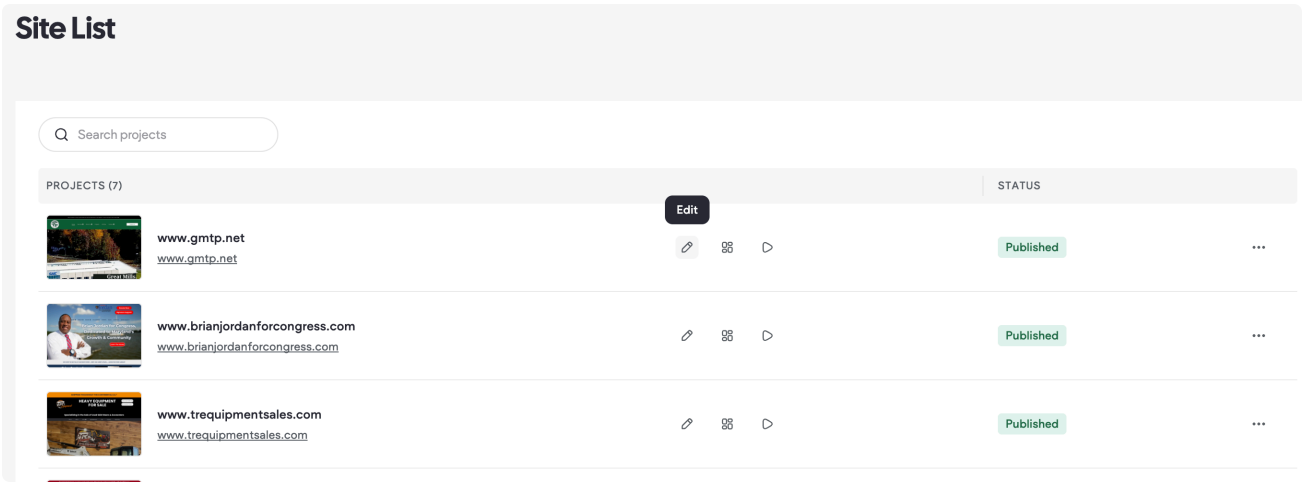
What you can do

- Edit text, images, and buttons on your pages
- Update your business information and media library
- Add and edit blog posts
- Use and manage the apps installed on your site
- Republish your site so changes go live
  - Back up and restore your site
- View your site's traffic and performance

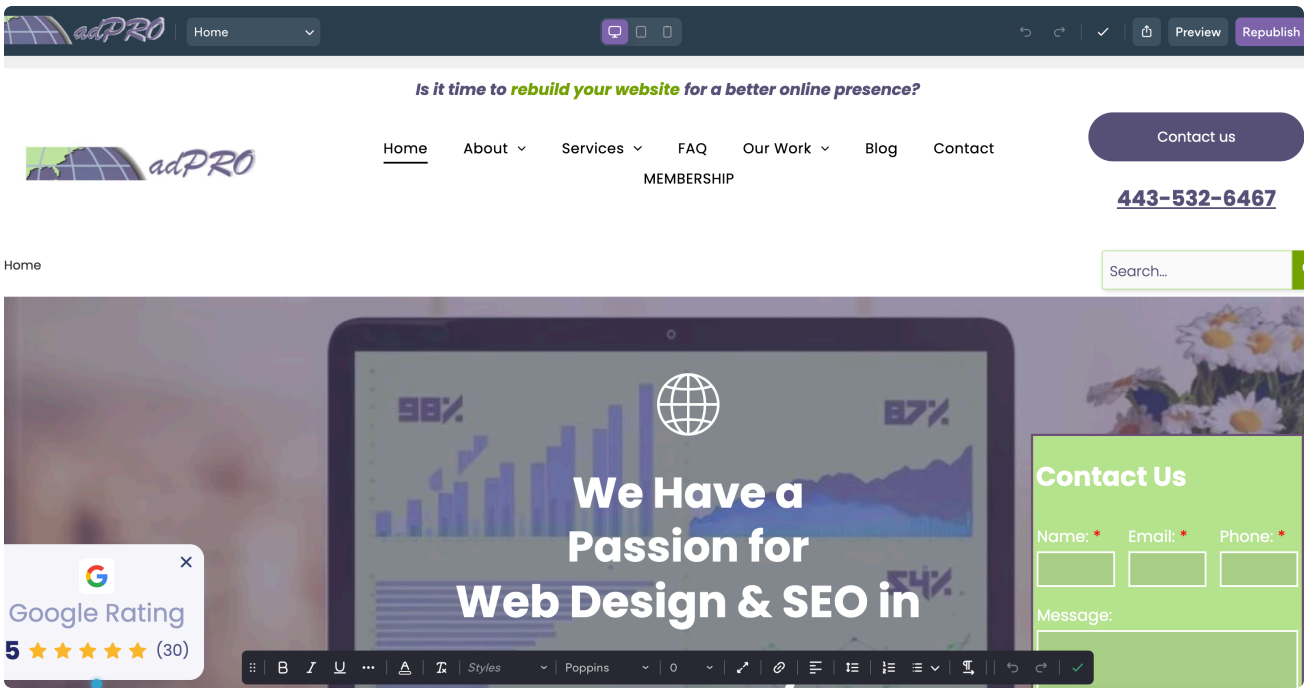
Open the editor



1. Log in to your client dashboard using the email link sent by adPRO, and setting up a password with that link gave.
2. Find your website in the list (all sites you admin will be in the list).
3. Click **Edit** to open the editor.

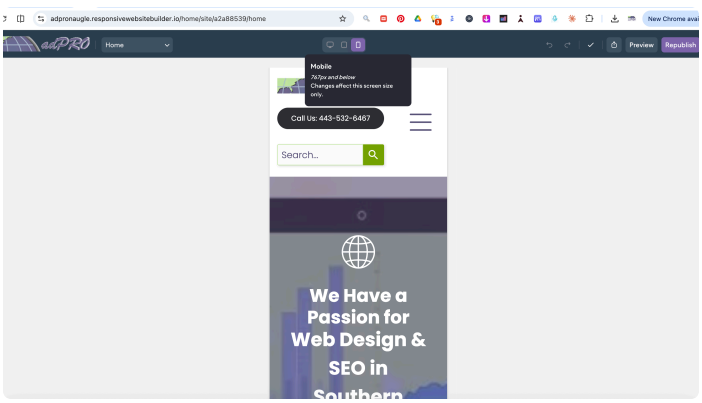


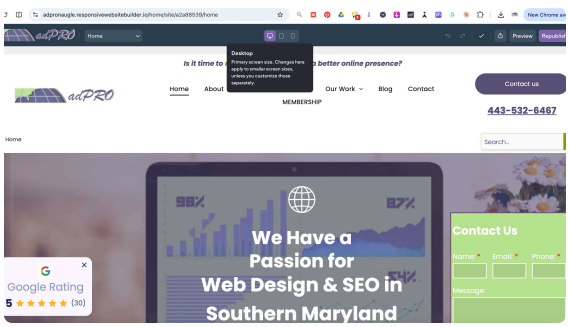
4. Wait for your page to load. You will see your website with a menu on the left and a top bar above it.



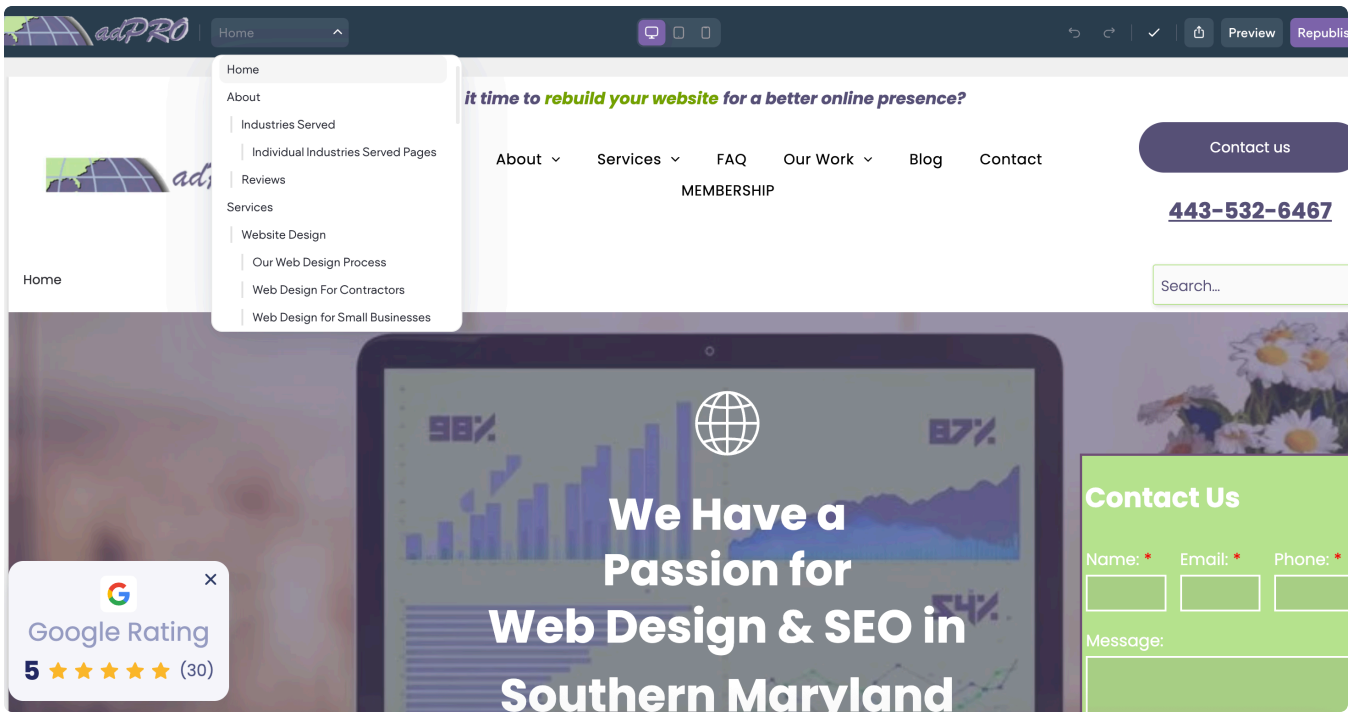
Good to know: Your edits are saved automatically as drafts, but visitors will not see them until you republish (see Republishing Your Site).

Choose to edit decktop or mobile versions from top of site. Be sure any edits you've made look correct on both versions.



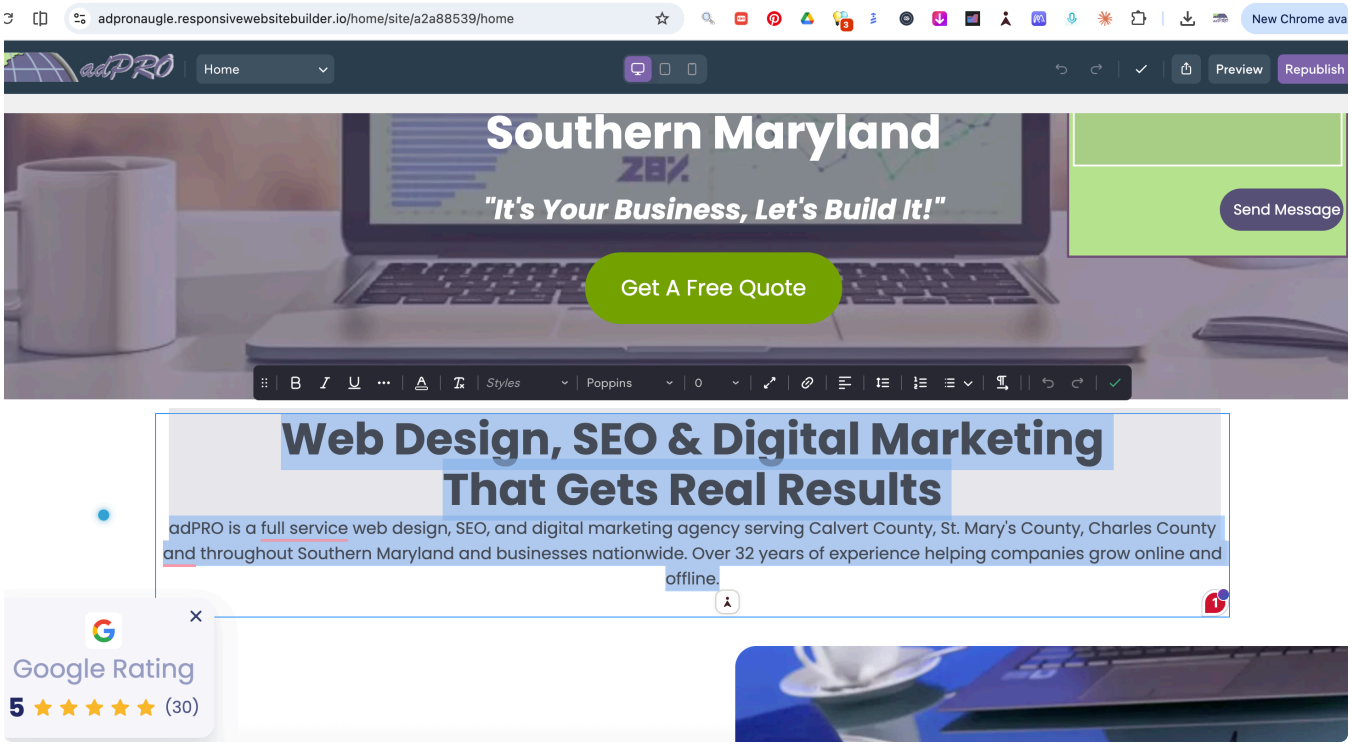


Choose the page you would like to edit:



Editing text, images, and buttons

You can change the content of anything already on your pages.

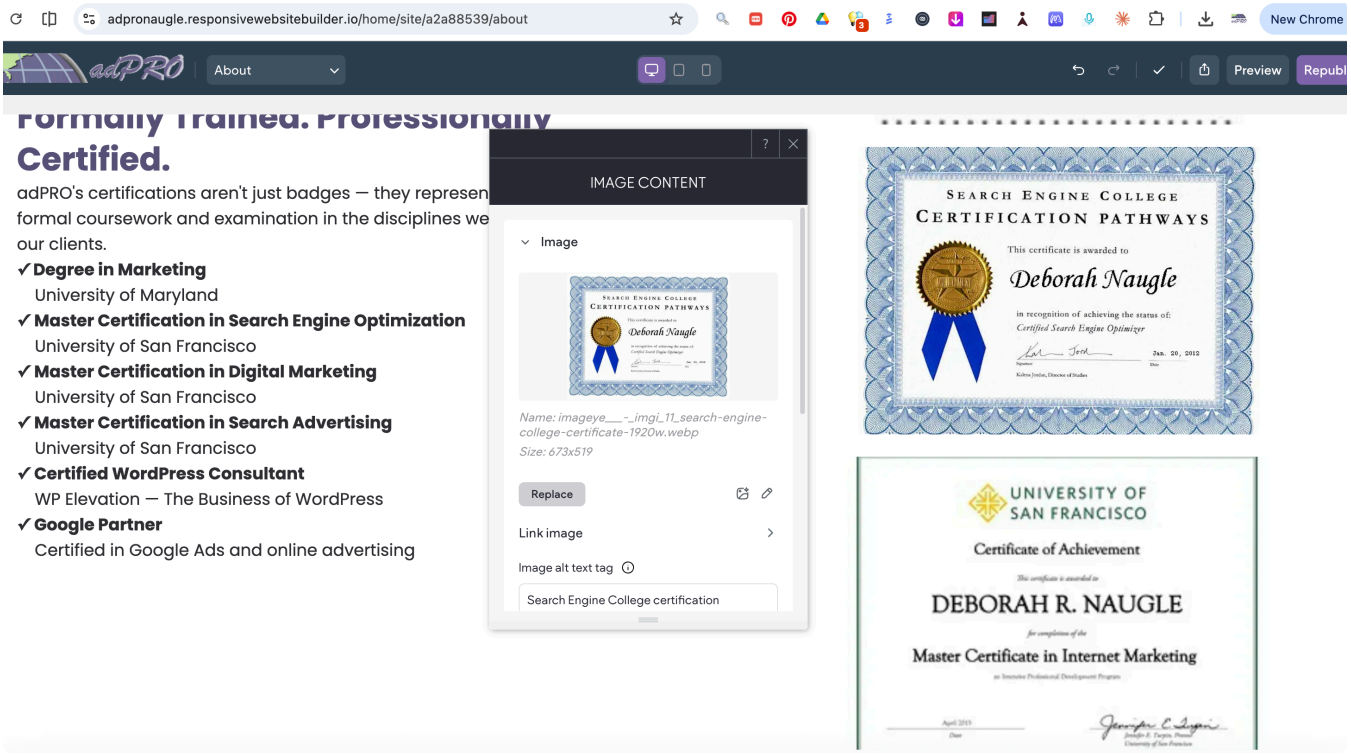


Edit text

1. Open the page you want to change using the page menu at the top of the editor.

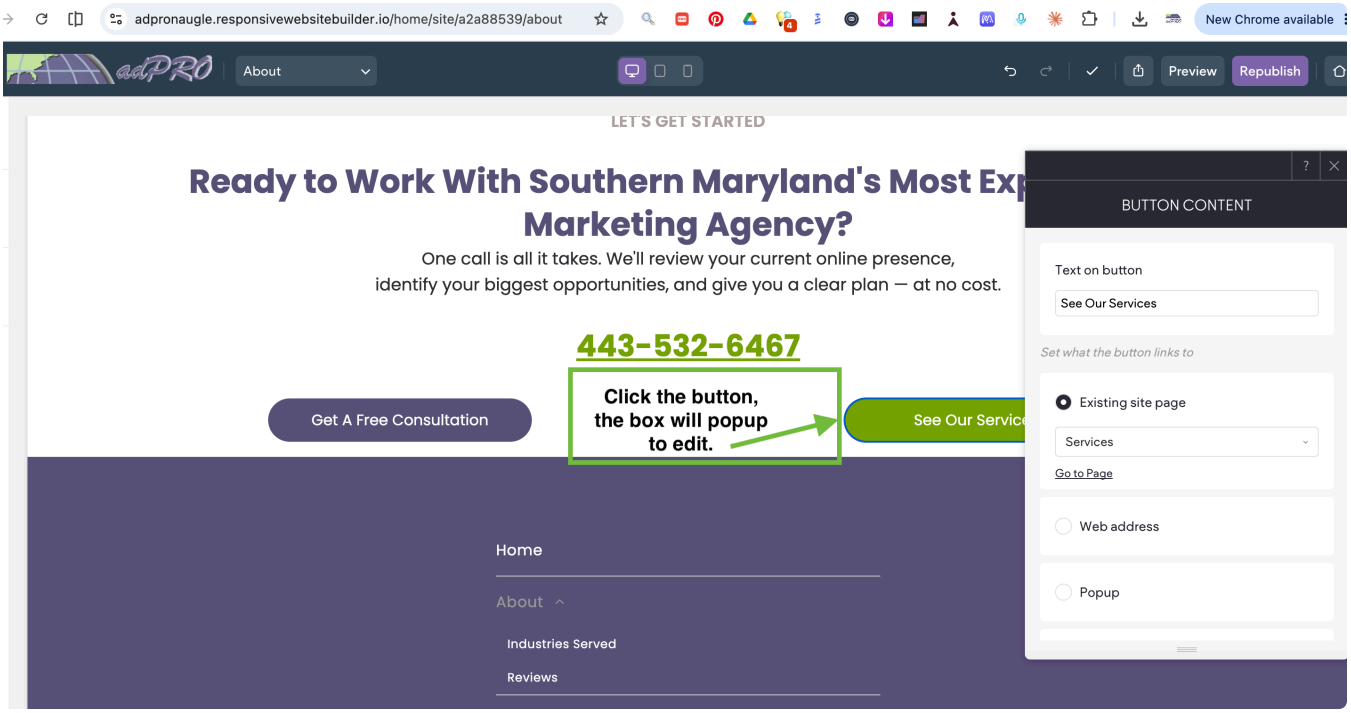
2. Click once on the text you want to change.
3. Click the **Manage Text** (or edit) option that appears, or click directly into the text.
4. Type your changes, the same way you would in Word or Google Docs.
5. Click outside the text box when you are done.

Replace an image



1. Click the image you want to replace.
2. Click **Change Image** (or **Replace**) in the menu that appears.
3. Choose an image from your media library, or upload a new one from your computer.
4. Add a short description in the **Alt text** box (for example, "Technician repairing an air conditioner"). This helps visitors using screen readers and helps your search results.
5. Click **Save** or **Done**.

Change a button or link



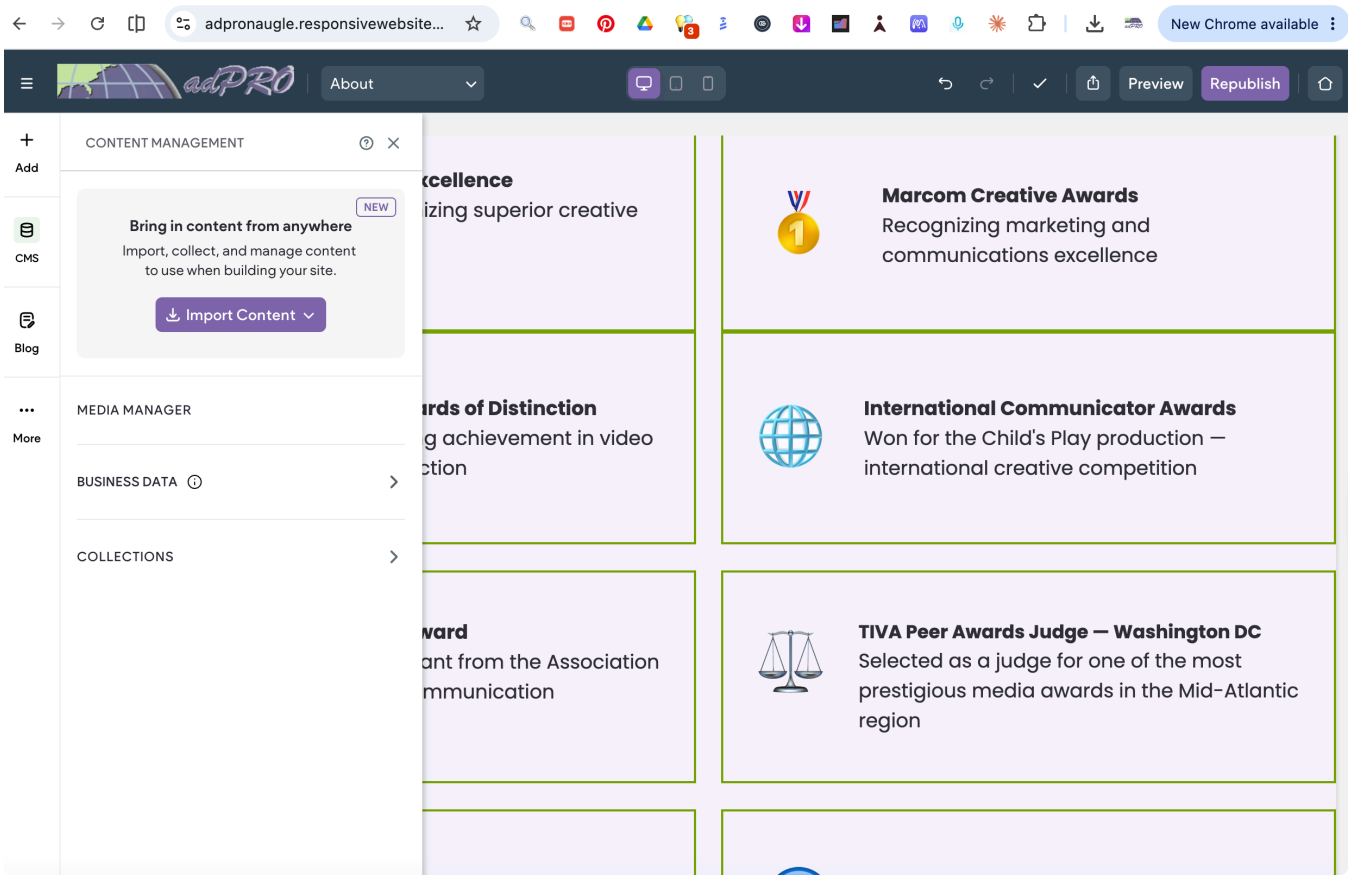
1. Click the button.
2. Click **Manage Content** (or **Edit**) and change the button text.
3. Click the link option and choose where it should go: a page on your site, a web address, a phone number, or an email address.
4. Click **Save** or **Done**.

Tips

- Use clear, high-quality photos. Images under 100KB load faster.
- Images should be uploaded in the size that will be used on the site and converted to webp prior to load. (Note you may need to use different size photos from desktop and mobile device for them to show propertly)
- Keep text edits short and match the tone already on the page.
- If you make a mistake, use the **Undo** arrow at the top of the editor.
- Remember to republish when you are finished.

Updating your Content Library

The Content Library stores your business details in one place, such as your phone number, address, hours, and logo. When you update it here, the change appears everywhere that information is used on your site.



Update your business information

1. In the editor, open the **Content Library** from the left-hand menu.
2. Select **Business Info**.
3. Click the field you want to change (phone number, email, address, business hours, social links, and so on).
4. Type the new information.
5. Click **Save**.

Update business text

1. In the Content Library, select **Business Text**.
2. Edit the text that appears (for example, your business description or tagline).
3. Click **Save**.

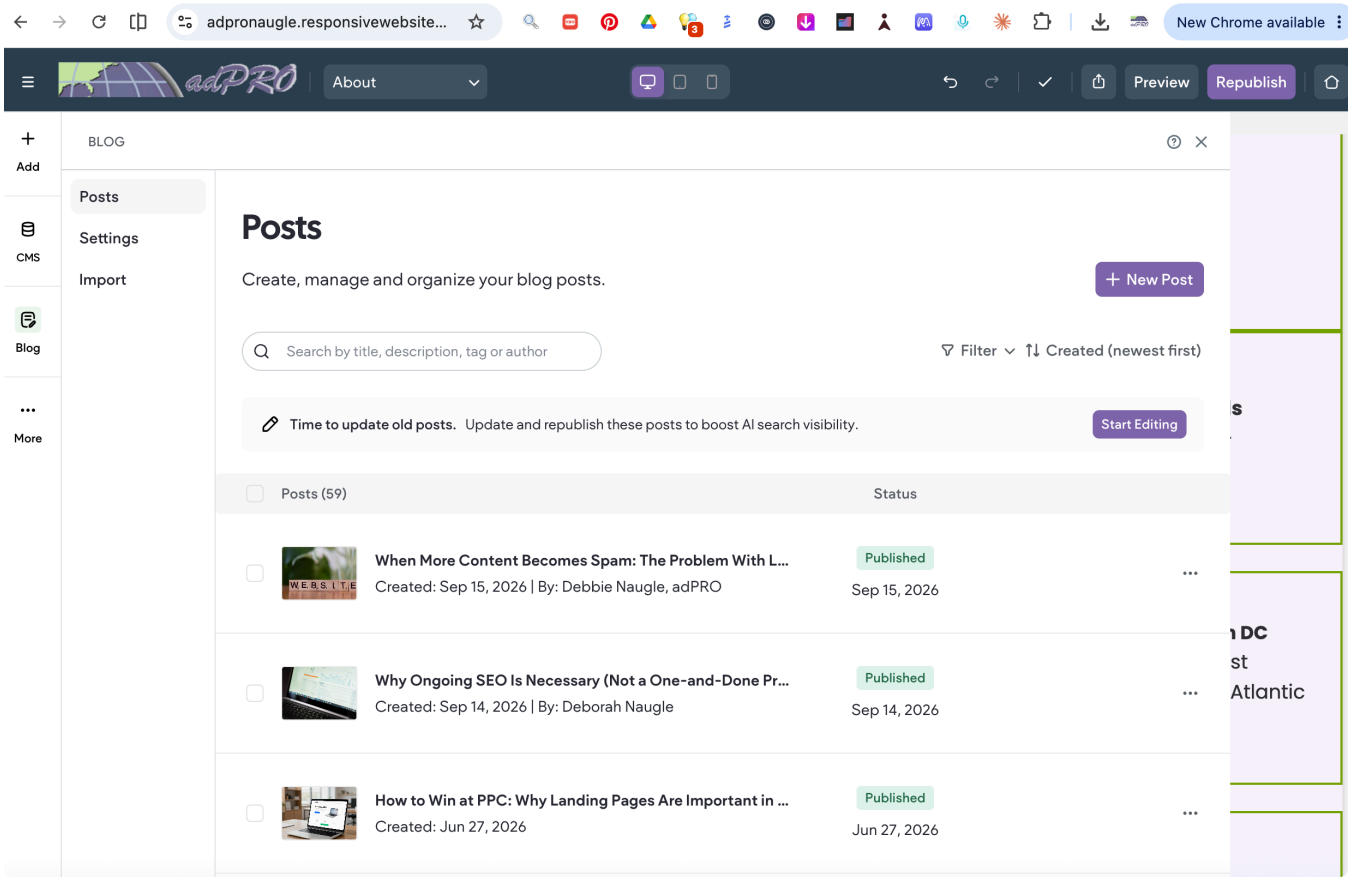
Add or manage images and files

1. In the Content Library, select **Media**.
2. Click **Upload** and choose files from your computer.
3. To remove or rename a file, hover over it and use the options that appear.

Important: Content Library changes do not appear on your live site until you republish. It's imporant that your Name, Phone and Address match your google profile EXACTLY)

Managing your blog

Fresh blog posts help visitors find you and keep your site active.



Add a new post

1. In the editor, open the **Blog** option from the left-hand menu.
2. Click **Add Post** (or **New Post**).
3. Enter a **Title** for your post.
4. Click into the body area and type or paste your text. Use the formatting toolbar for headings, bold, bullet lists, and links.
5. To add a photo, add an image block where you want it and choose a file from your media library or computer. Add alt text describing the photo.
6. Add a **featured image**, a short **summary**, and the **author** and **date** if prompted.
7. Click **Save**.

Publish the post

When the post is ready, change its status from **Draft** to **Published**, then republish your site (see Republishing Your Site).

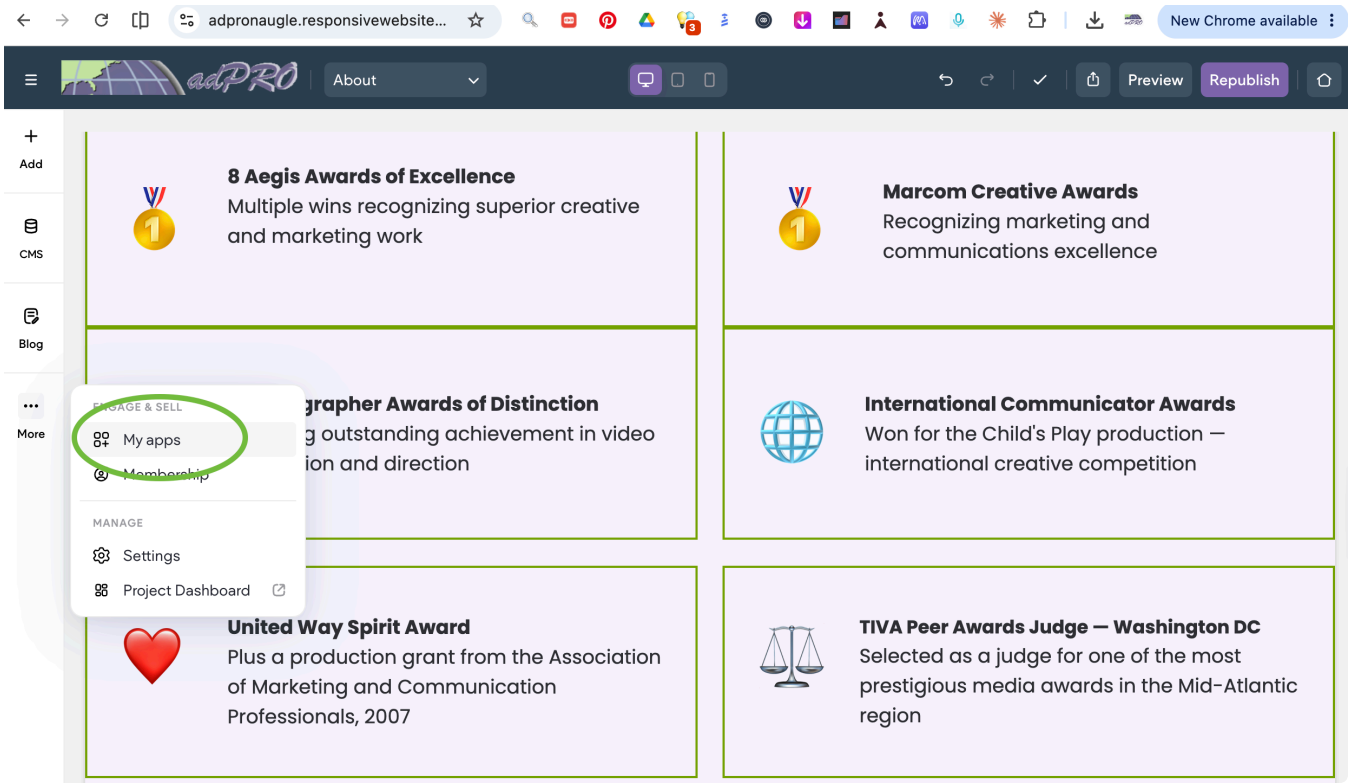
Edit or delete an existing post

1. Open **Blog**.
2. Click the post you want to change.
3. Make your edits and click **Save**.
4. To remove a post, use the **Delete** option for that post and confirm.

Tips

- Aim for posts of at least 750 words that answer a question your customers ask.
- Break text up with short paragraphs and headings.
- Write the title as customers would search for it, such as "How Often Should I Service My Septic Tank?"

Using and managing apps



Apps add extra features to your site, such as reviews, social feeds, or chat tools. You can use any app that is already installed, and you can add or remove free apps.

Use an installed app

1. In the editor, open the **Apps** option from the left-hand menu.
2. Select the app you want to use.
3. Follow the on-screen options to update its settings or content.
4. Click **Save** when you are done.

Add a free app

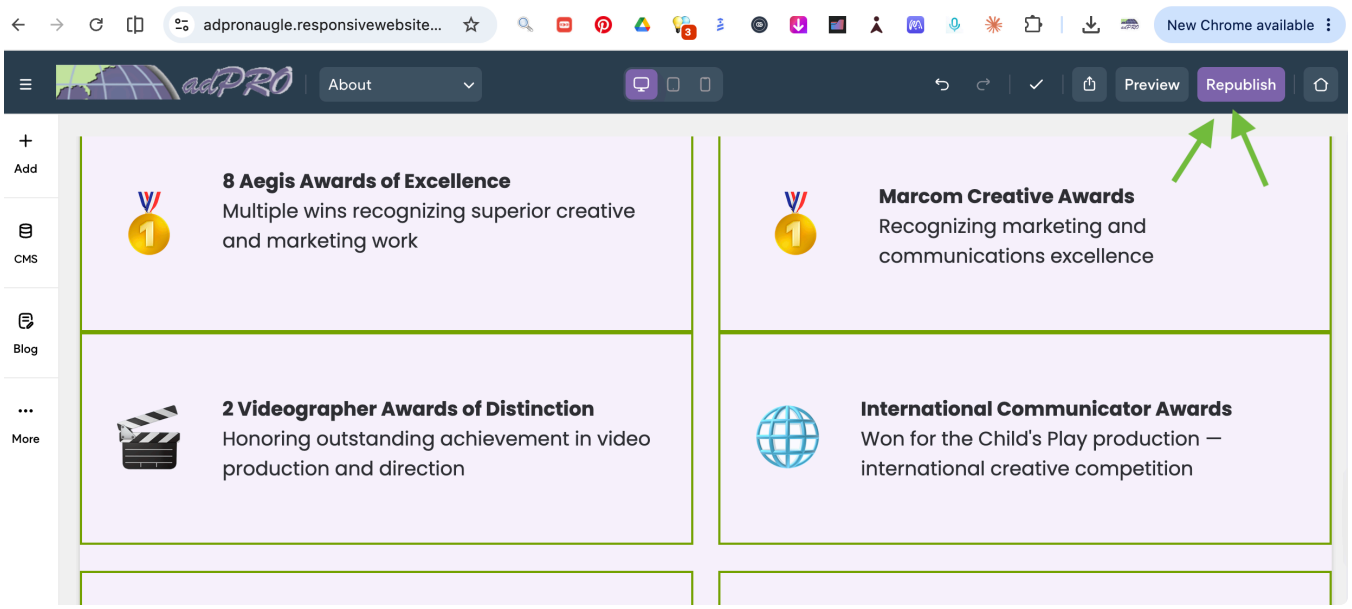
1. Open **Apps** and browse the available apps.
2. Choose an app marked **Free**.
3. Click **Install** (or **Add**) and follow the prompts.
4. Save your changes.

Remove a free app

1. Open **Apps** and find the installed app.
2. Choose **Uninstall** (or **Remove**) and confirm.

Please note: You can install and remove free apps only. If an app has a monthly or yearly fee, or is one adPRO installed for you, please contact us before making any changes. Removing an app may remove a feature from your live site, which incur additional charges to correct.

Republishing your site



Your edits stay private until you republish. Republishing sends your saved changes to your live website.

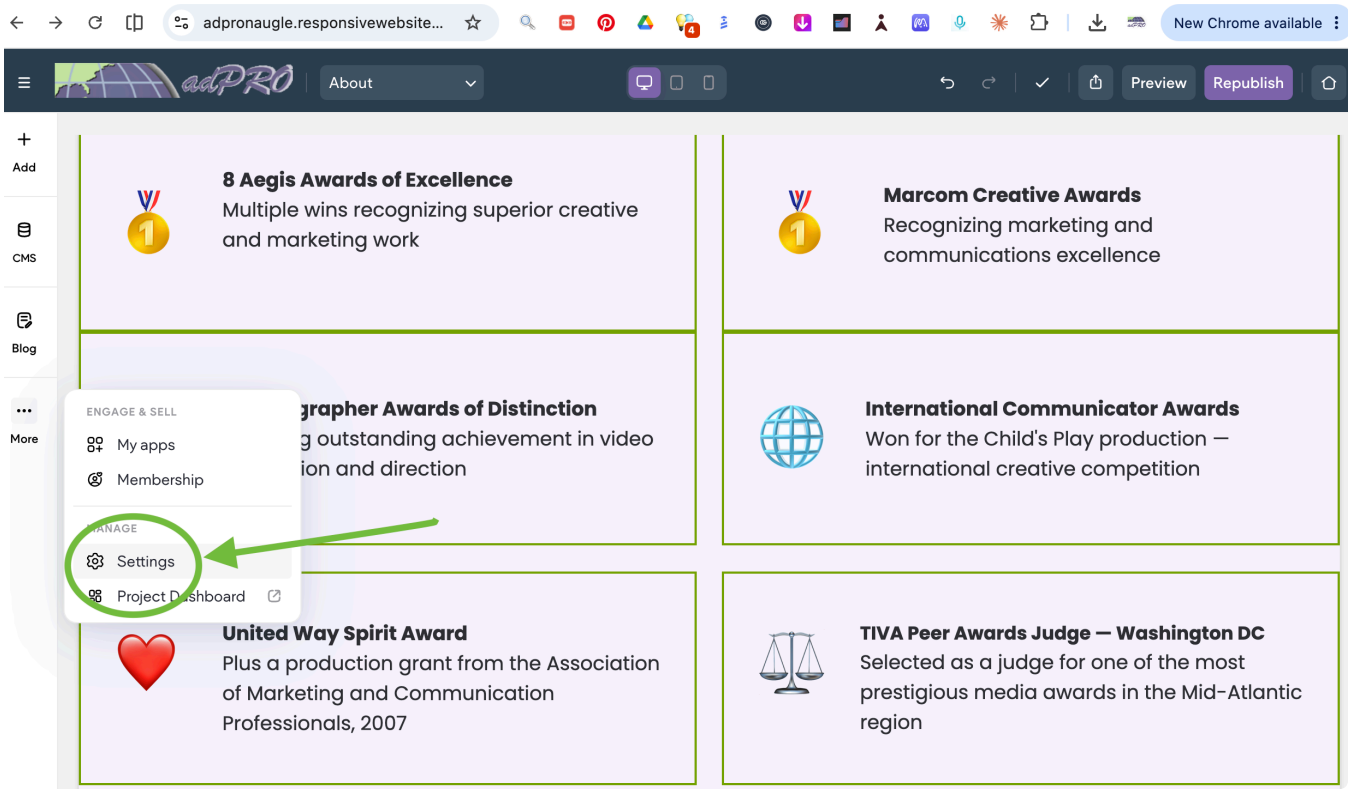
1. Finish your edits and check each page you changed.
2. Click **Preview** in the top bar to see how your changes will look on desktop, tablet, and phone.
3. Click **Republish** in the top right corner of the editor.
4. Wait for the confirmation message that your site has been updated.
5. Visit your website in a new browser tab. If you don't see the change, refresh the page or clear your browser cache.

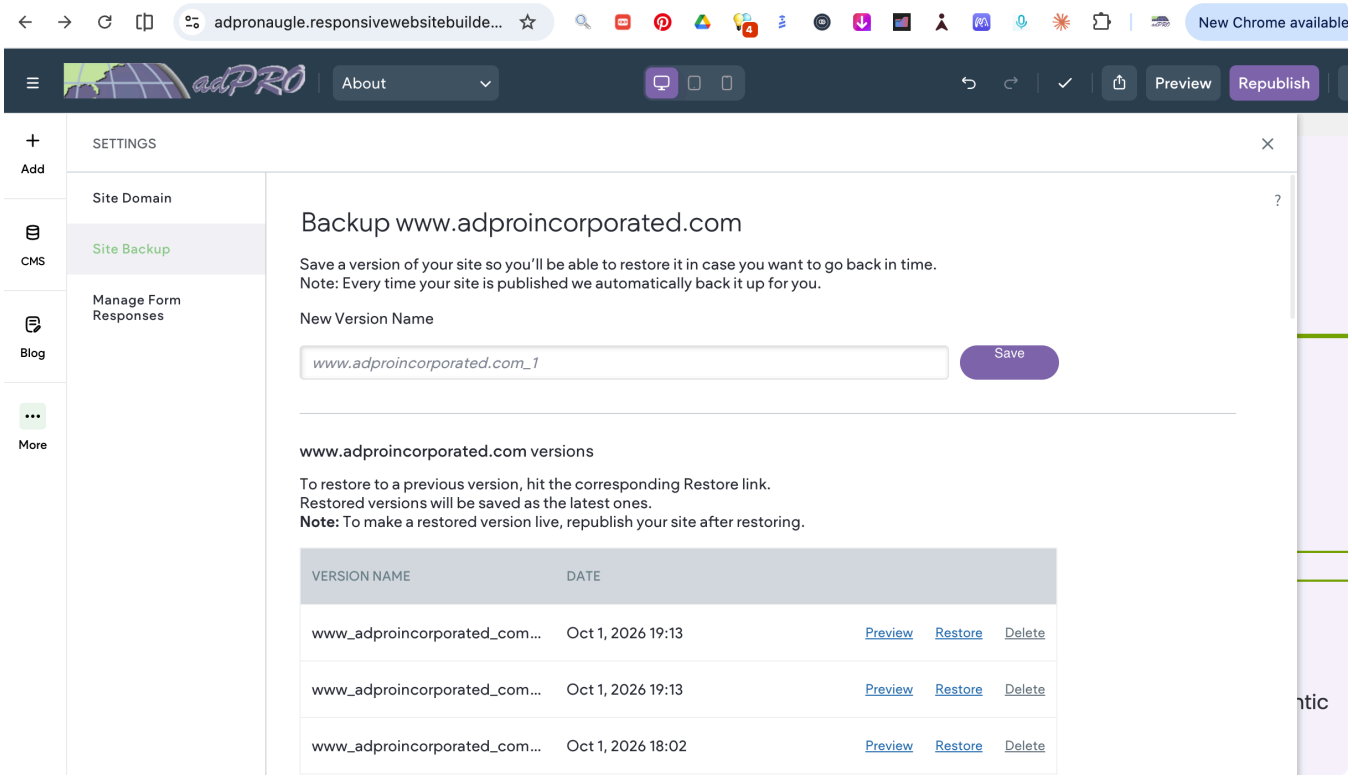
Tips

- Republish after every editing session so your live site matches your latest work.
- Changes to your blog, Business Info, and images all need a republish to appear.
- Changes can take a minute or two to show up for visitors.

Backing up and restoring your site

A backup is a saved copy of your site at a moment in time. If a change goes wrong, you can go back to an earlier version.





Create a backup

1. In the editor, open the **Site Backups** option (look in the site settings menu).
2. Click **Create Backup**.
3. Give the backup a clear name that includes the date, such as "Before holiday hours update 10-09".
4. Click **Save**.

Preview a backup

1. Open **Site Backups**.
2. Find the backup in the list and click **Preview**.
3. Look through the site to confirm it is the version you want.

Restore a backup

1. Open **Site Backups** and find the version you want.
2. Click **Restore** and confirm.
3. Republish your site to make the restored version live.

Delete a backup

Use the **Delete** option next to a backup you no longer need. Deleting is permanent, so only delete backups you are sure about.

Tip: Create a backup before making big changes, such as rewriting several pages or updating many images. Restoring a backup replaces your current draft, so any edits made after that backup was created will be lost.

Viewing your site performance and stats

The stats area shows how many people visit your site and how they use it, including traffic, engagement, and your visibility in AI search tools.

1. In the top bar, click **Stats** (or open it from your client dashboard).
2. Choose a date range to see how your site is doing over time.
3. Review the main numbers:
    - **Visitors and page views**: how many people came to your site and how many pages they looked at.
    - **Traffic sources**: where visitors came from, such as Google, social media, or direct visits.
    - **Top pages**: which pages people visit most.
    - **Engagement**: how long people stay and how many leave after one page.
    - **AI visibility**: how your business shows up in AI-powered search results, where available.

This area is view-only. Nothing you do here changes your website.

Tip: Check your stats once a month. After you publish a new blog post, look for changes in traffic over the next few weeks.

Quick checklist and help

Every time you edit your site

- [ ] Open the editor and go to the page you want to change
- [ ] Make your text, image, or button edits
- [ ] Update Business Info in the Content Library if details changed
- [ ] Create a backup before any big change
- [ ] Preview your changes
- [ ] Click **Republish**
- [ ] Check the live site in a new browser tab

Need help or a change you can't make yourself?

Changes to your site's layout, design, new pages or sections, SEO settings, your domain, or new paid apps are handled by adPRO. Contact us and we will send a proposal to get the job done.

- Phone: 443-532-6467
- Email: adpronaugle@gmail.com
- Website: adproincorporated.com