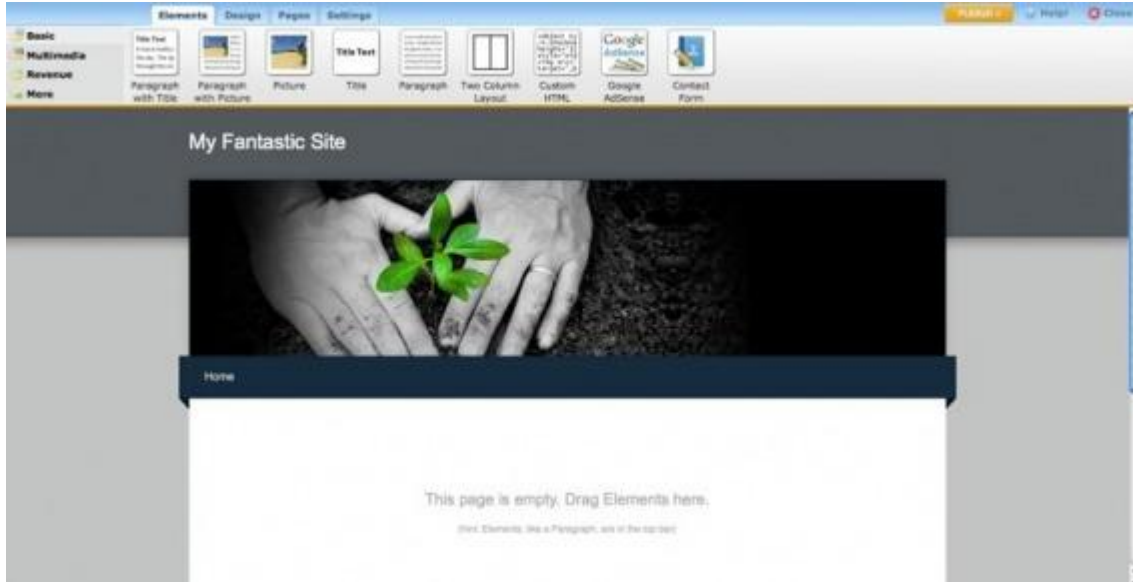


## Step 1: First Steps

Lexis Nexis is the easiest way to build your own website. But that doesn't mean you can't use some help getting to know your way around. All the basics you need in order to put together your first (and second, third, fourth - even seventeenth) site can be found over these next several pages. Take a few minutes to read this guide, or watch the handy video, and you'll be an expert in about the time it takes to fix a nice breakfast.

Let's get to it and build a site!

Your new site should look very similar to the picture below:



You're now ready to start building your site. In the process of building your site (and reading this guide) you'll be working with:

## Elements



Elements are the basic building blocks of your site. All of your site content, be it text, pictures, videos or what have you, is added via an element.

---

## Pages



Your site can have as many pages and sub-pages as you want as there are no page limits for either free or paid accounts. We'll be adding several pages (including a blog) to our test site in this guide.

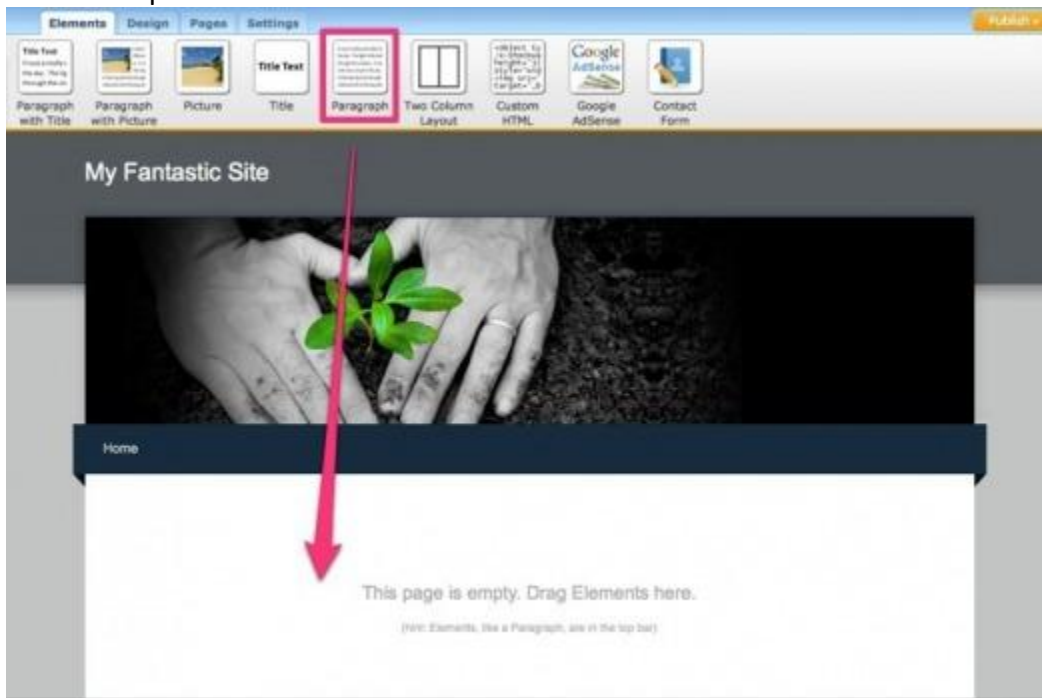
---

## Step 2: First Elements - Add Text and Pictures to Your Site

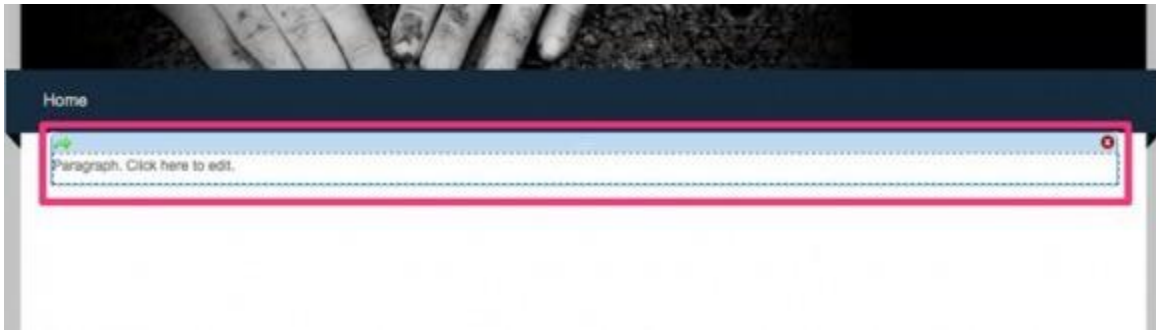
As noted on the previous page, elements are the building blocks of your site. All of your content (aside from a few exceptions like the header image, which we'll cover later) is added via an element. Let's explore some of these elements and add them to the first page of our example site.

### Text Elements

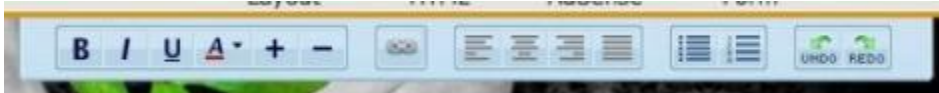
Adding an element to a site is as simple as clicking on that element and dragging it to the content area of a page. Let's drag the most basic element - the paragraph element - to this sample site.



The paragraph element is exactly what it sounds like - an element for writing text. You can write a word, a sentence or multiple paragraphs in a single element. Just click within the element to start editing.



As you write your text, take notice of the blue toolbar at the top of the editor. Every element has its own toolbar with functions specific to that element.



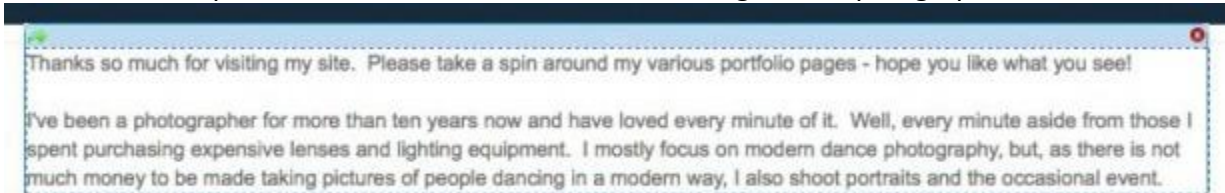
The text toolbar enables you to (from left to right) **Bold**, *Italicize*, Underline, **change the color**, increase the size and decrease the size of selected text. You can also create a link (we'll take a closer look at this a bit later) to another site, a page within your own site, an email address or an uploaded file.

Beyond that you can align all the text in an element to the left, center or right, create both bulleted lists and numbered lists, and also undo / redo changes.

One thing you may notice you can't do is change fonts. That's because the font is controlled through the site's theme and not within individual elements. You can change the default font for different areas of your site via the Design tab, and we'll take a closer look at this a bit later in the guide.

When writing your text, avoid copying / pasting from word processors like Microsoft Word. These applications format their text in a way that doesn't work well with a website and you could end up with weird text issues if you paste straight from a Word doc. If you write your text in this sort of application be sure to save your file as Plain Text before you copy / paste to Lexis Nexis. You can do this in most applications by going to File > Save As. Doing so will ensure your text editing process is a peachy one.

Back to our sample site - I wrote a short welcome message in the paragraph element:



To add more text we could keep writing in this same element, add another paragraph element to the page, or use one of the three other text elements:

- Title - Used for adding titles / headers to a page.

- Paragraph w/ Title - A paragraph element with a spot for title already built in.
- Paragraph w/ Picture - A paragraph element with a spot for both a title and an image built in.

Each of these elements use the same text editing toolbar we looked at above and you can stack as many of them as you want on a page.

Now, what about adding images to the site?

## Image Elements

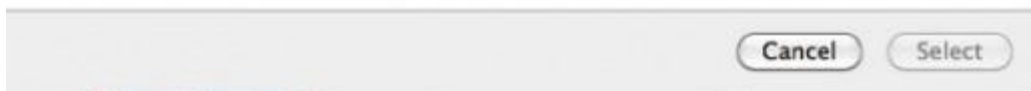
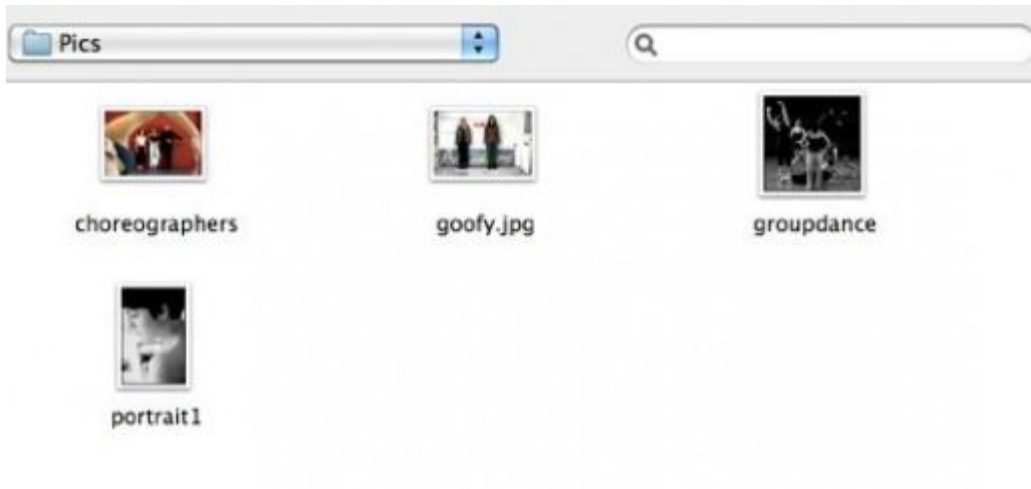
There are three elements that can be used to add images to a site. The above mentioned paragraph with picture element, as well as:

- The picture element - Upload one image per element.
- The picture gallery element - Upload as many pictures as you like to create a gallery of clickable images.

Adding any image element to your site works the same way as adding a text element - just drag it to the page.



Uploading an image to a picture element is as simple as clicking the big blue Sample Image. This opens a file browser on your computer through which you can find the image you want to upload.



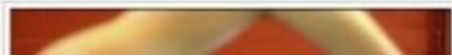
As with the text element, when you select and upload the image you want, you'll see a blue editing toolbar at the top of the editor.



Use this toolbar (from left-to-right) to upload a new image, set a border size (or no border at all), select a gray or black border, position the image to the left / center / right of the element, enter a caption, link the image elsewhere (or to a larger version of the same image) and use the Advanced option to set the margins around the image and enter Alt Text if needed.

Re-size images by clicking and dragging the box found on the lower-right-corner of each.

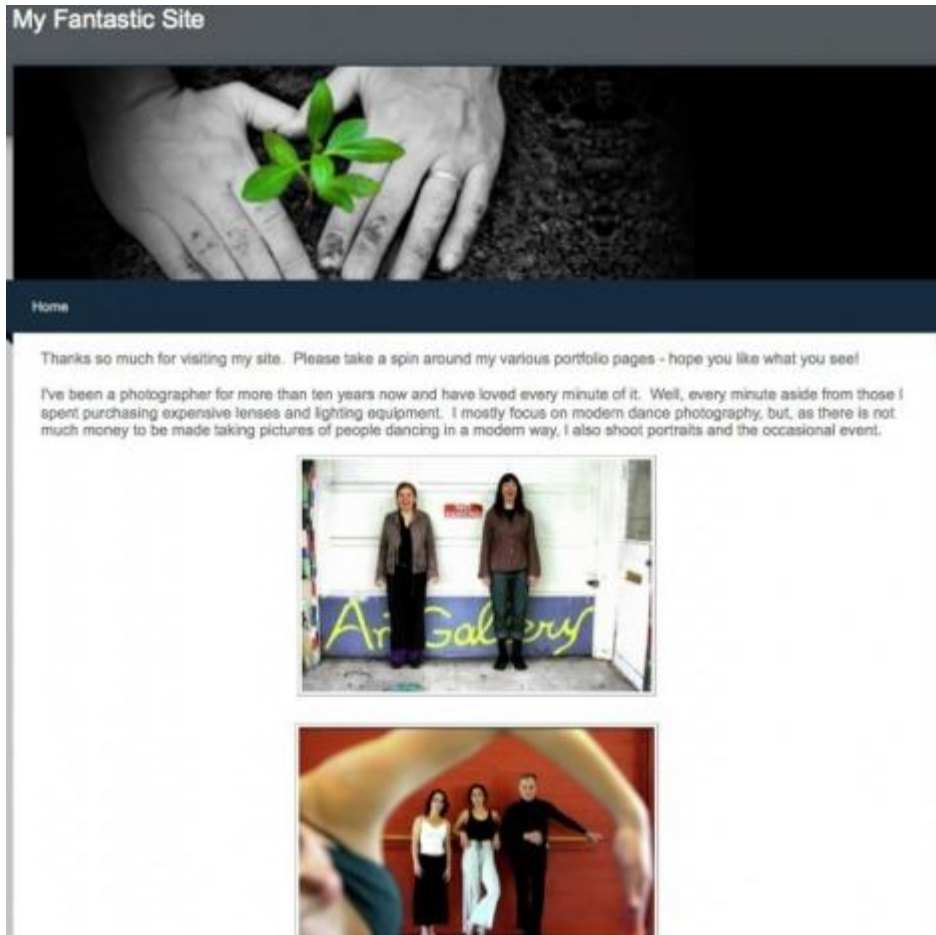
... and lighting equipment. They're used on modern dance pr...



I've used picture elements to add two images to our sample site:



And our site now looks like this:



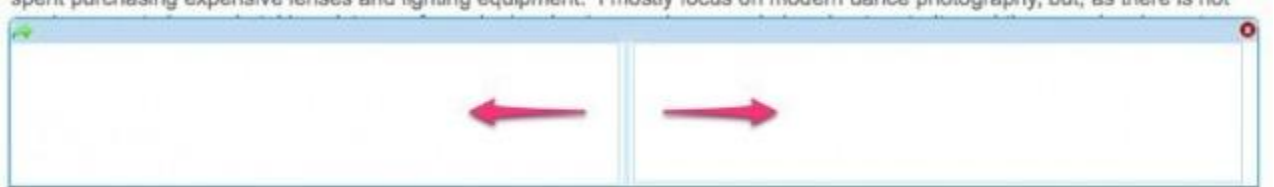
As you can see, each element we've added is stacked above or beneath another element like a column of building blocks. Elements stack on top of one another by default within the editor. But what if we want to place two or more elements side-by-side?

### **Step 3: Alter the Layout of a Page with the 2 Column Element**

By default, the content area of a page allows you only to stack elements one on top of another. No matter how many times you try to drag an element alongside another element, it will always end up above or below that element. This works great, unless you want to line up some of your elements side-by-side in multiple columns. That's where the Two Column Layout comes in.



The Two Column Layout Element works like any other element: just drag it to a page. It will stack above or beneath any other elements you've already placed on that page and is quite literally made up of two empty columns separated by a blue bar.

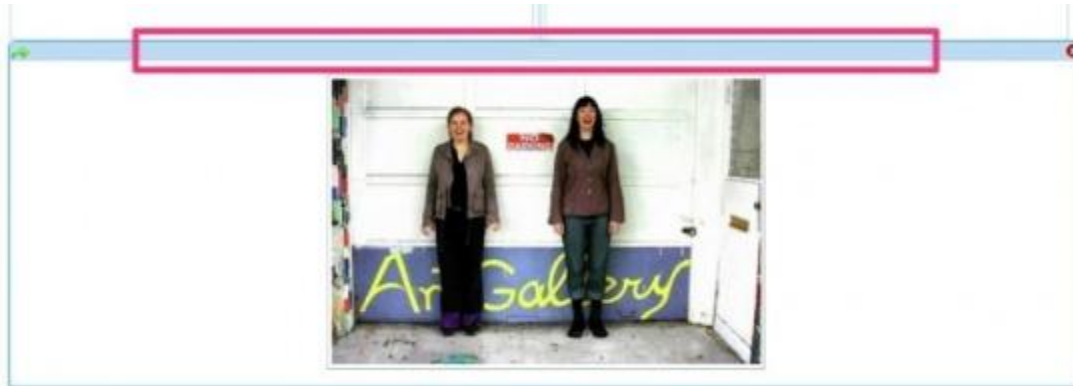


This blue bar can be clicked and dragged to the right or left to increase / decrease the size of a column. Note that this bar does not appear on your published site, so your beautiful content will not be marred by a blue bar running down the middle.

Adding content to one of the columns is as simple as dragging that content into the column.



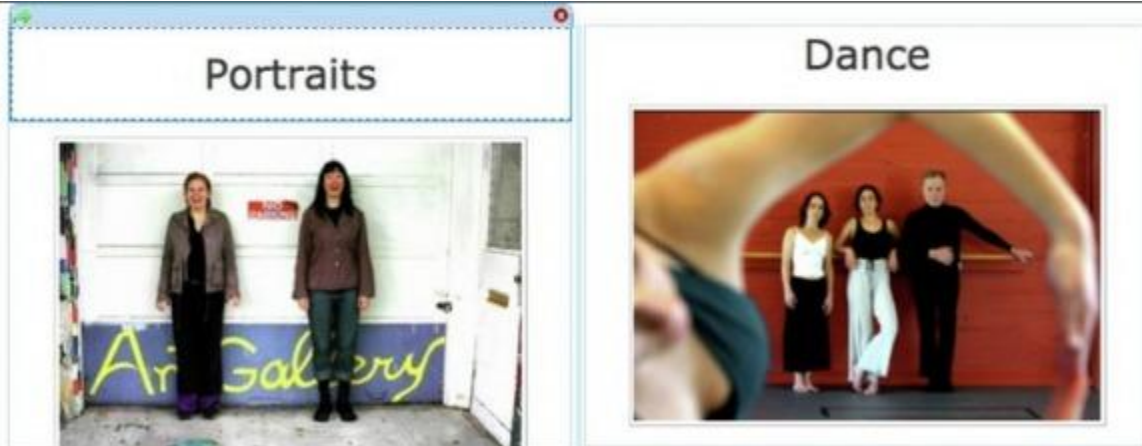
Moving an element is as simple clicking and then dragging on the blue bar at the top of the element.



I've placed each of the images we uploaded earlier in this guide into its own column.



A column can contain more than just one element - you can put as many elements as you like in each column - so let's place a title element above each of these pictures. You can drag content straight down from the element toolbar and into a column.



Now the content area of our sample site looks like this:

Thanks so much for visiting my site. Please take a spin around my various portfolio pages - hope you like what you see!

I've been a photographer for more than ten years now and have loved every minute of it. Well, every minute aside from those I spent purchasing expensive lenses and lighting equipment. I mostly focus on modern dance photography, but, as there is not much money to be made taking pictures of people dancing in a modern way, I also shoot portraits and the occasional event.

## Portraits



## Dance



Let's make one more tweak before we move on. I think the paragraph element at the top of the page will look better below the Two Column Layout, so I'm going to drag it there. With that done, this is how our sample site looks:

## My Fantastic Site



Home

### Portraits



### Dance



Thanks so much for visiting my site. Please take a spin around my various portfolio pages - hope you like what you see!

I've been a photographer for more than ten years now and have loved every minute of it. Well, every minute aside from those I spent purchasing expensive lenses and lighting equipment. I mostly focus on modern dance photography, but, as there is not much money to be made taking pictures of people dancing in a modern way, I also shoot portraits and the occasional event.

Later on, we'll link those two pictures to Portrait Photography and Dance Photography page. But before we can do that, we'll need to create those pages.

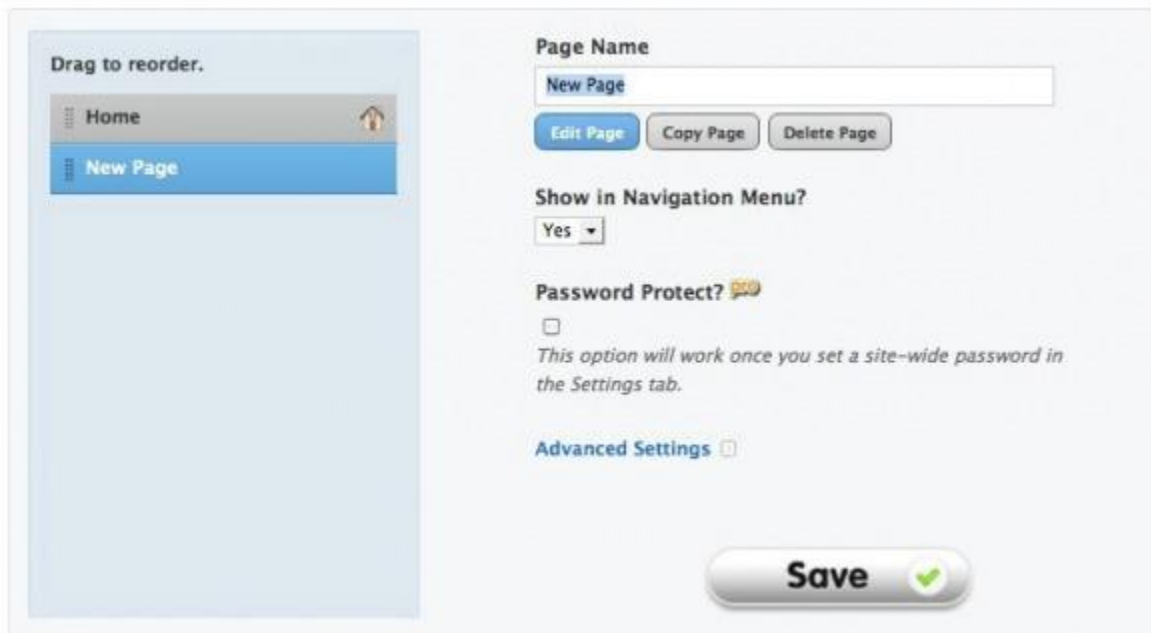
## Step 4: Create More Pages for Your Site

Your site can have as many pages and sub-pages as needed. We place no limits whatsoever on the number of pages that can be added to a site. Creating a new page is as simple as going to the Pages tab and clicking the New Page button.



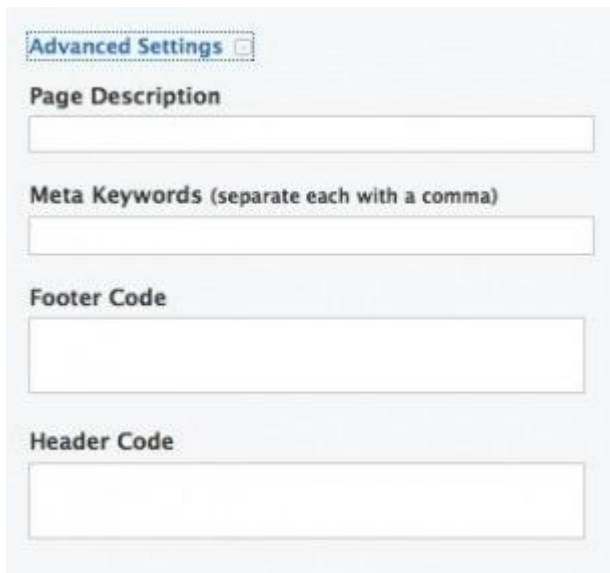
There is an option to create a New Page.

Clicking the New Page button adds a new page to your list.



Working from top-to-bottom you can:

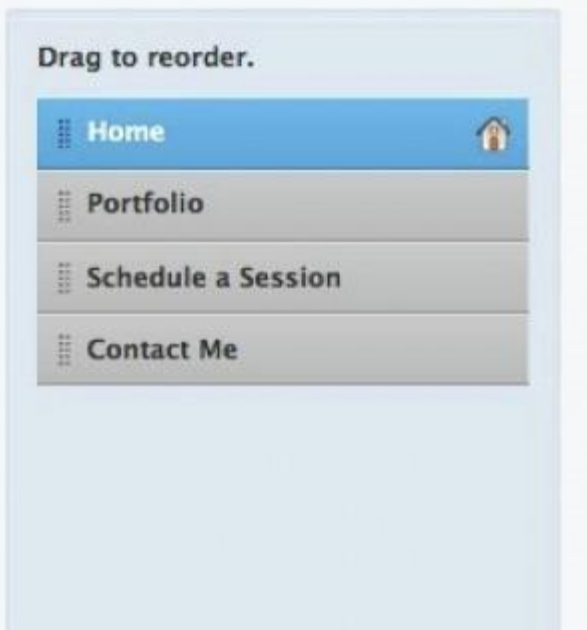
- Change the Page's Name
- Edit the Page (which will take you back to the elements area of the editor that we've previously been looking at)
- Copy the Page to use as the basis for a new page
- Delete the Page
- Set the Show in Navigation Menu option to Yes or No. Pages set to Yes are accessible via the site's navigation, pages set to No are hidden from the navigation (though you can create your own links to hidden pages)
- Turn on Password Protection
- Adjust the Advanced Settings



The image shows a screenshot of a web editor's 'Advanced Settings' panel. At the top, there is a tab labeled 'Advanced Settings' with a small square icon to its right. Below the tab are four text input fields, each with a label above it: 'Page Description', 'Meta Keywords (separate each with a comma)', 'Footer Code', and 'Header Code'. All four input fields are currently empty.

The Advanced Settings for each page are useful for improving your site's Search Engine Optimization. If you don't know what this is, just ignore it for now as we'll take a closer look at SEO towards the end of the guide.

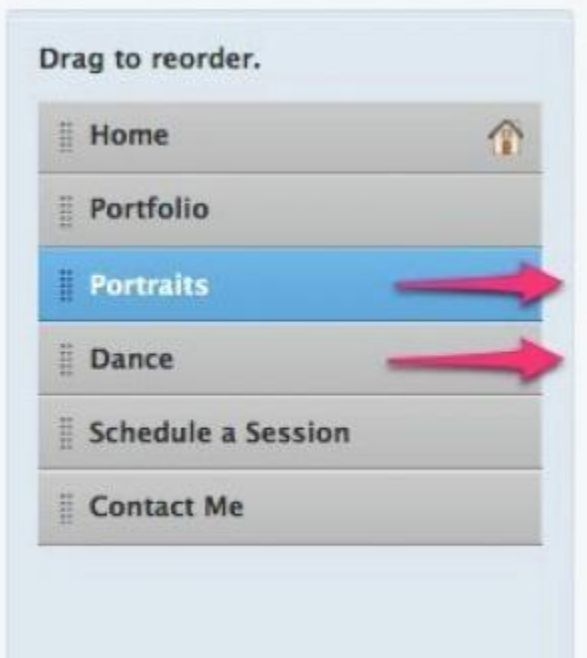
Let's add several new pages to the example site (clicking New Page again will add another page and save the changes to the page you were working on): a page for a photography portfolio, an e-commerce page where visitors can schedule and pay for sessions, and a Contact Me page where we can place a contact form later.



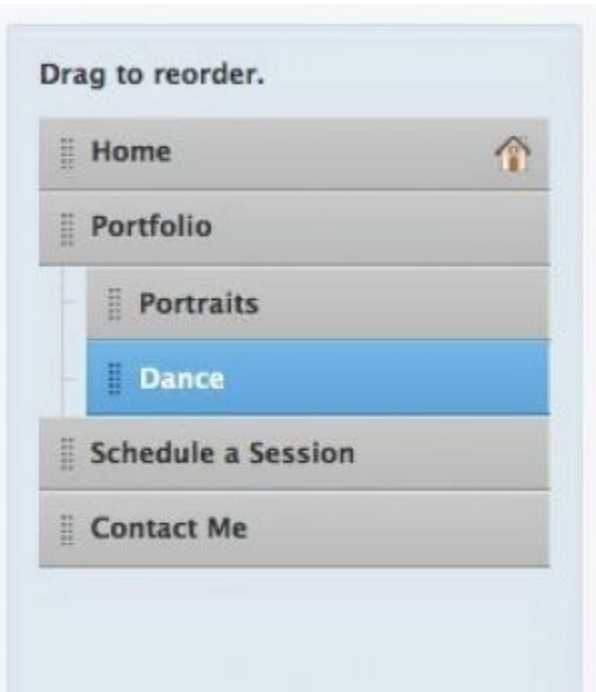
You can re-arrange the order of the pages by clicking and dragging them up and down the list. Dragging a page to the top of the list will make that page your Home, which is indicated by the house icon to the far right of the page name.

Under the portfolio, let's also add two sub-pages for a portrait portfolio and a dance portfolio. Sub-pages appear in the site navigation menu as part of a drop-down menu for whatever page they're connected to (we'll see how this looks in a moment).

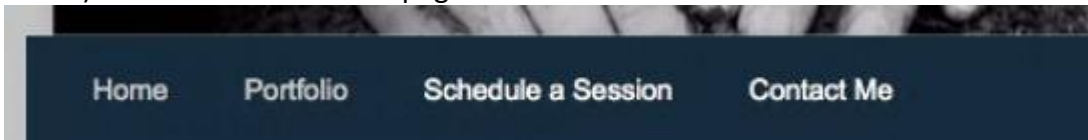
Sub-pages start as regular pages created via the New Page button.



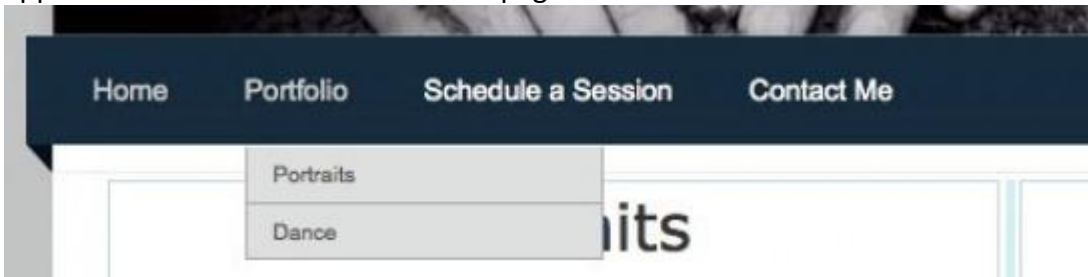
To make them sub-pages, just drag them underneath the appropriate page and then drag them to the right until you see each one connected to the main page via a dotted line.



Now the navigation menu for our sample site (which previously just showed a link to Home) includes links to all the pages we created.



And if we scroll over the Portfolio link with the mouse pointer, a drop-down menu appears with a link to each of the sub-pages we created.



To edit the content of a page just click on its link from the navigation menu or go to the Pages tab, select the page from the list and click the Edit Page button.

## Step 5: Edit the Header

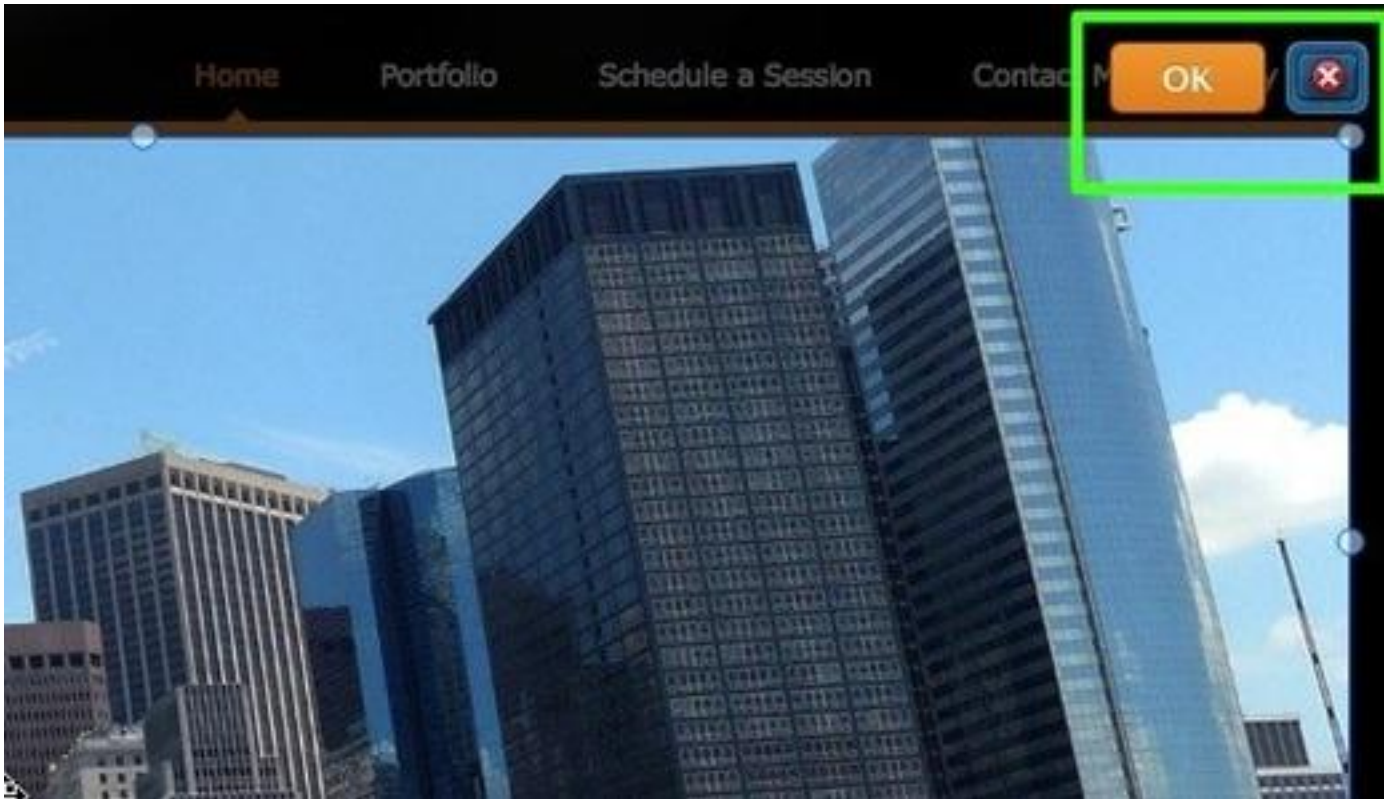
A lot of our themes include an area for a header image (you'll know your theme includes this if there's a default image at the top of theme). As it's doubtful you'll want to use the default image on any of your pages, we've built an easy to use header creation tool called ImagePerfect so you can make your own header.

Note that if your theme does not have a default header image, you won't be able to use this feature unless you select another theme.

To get started, scroll over the header image and click the Edit Image button:



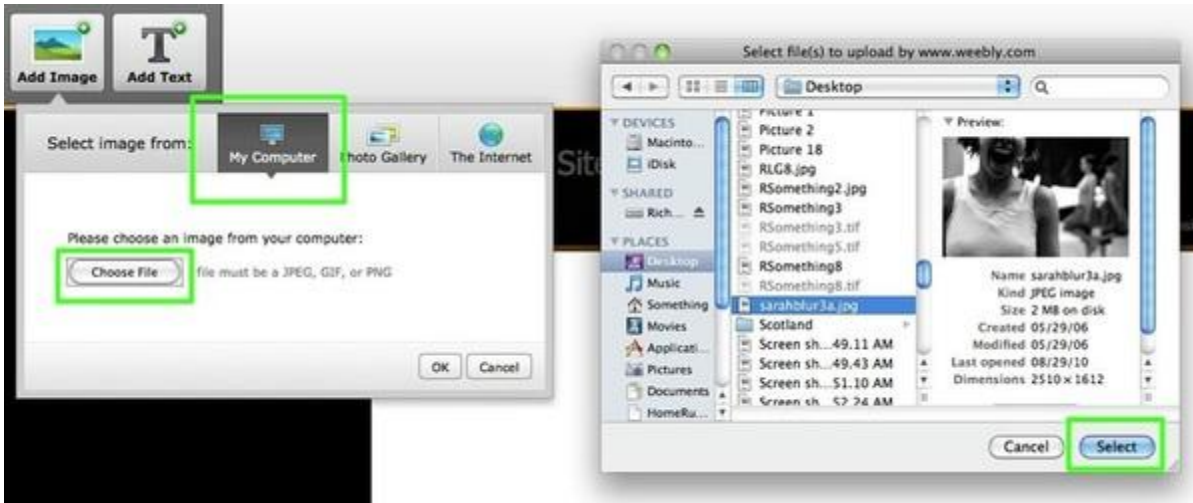
After you do this, you'll probably want to go ahead and delete the default image. Click the image and then click the red X in the corner to do so.



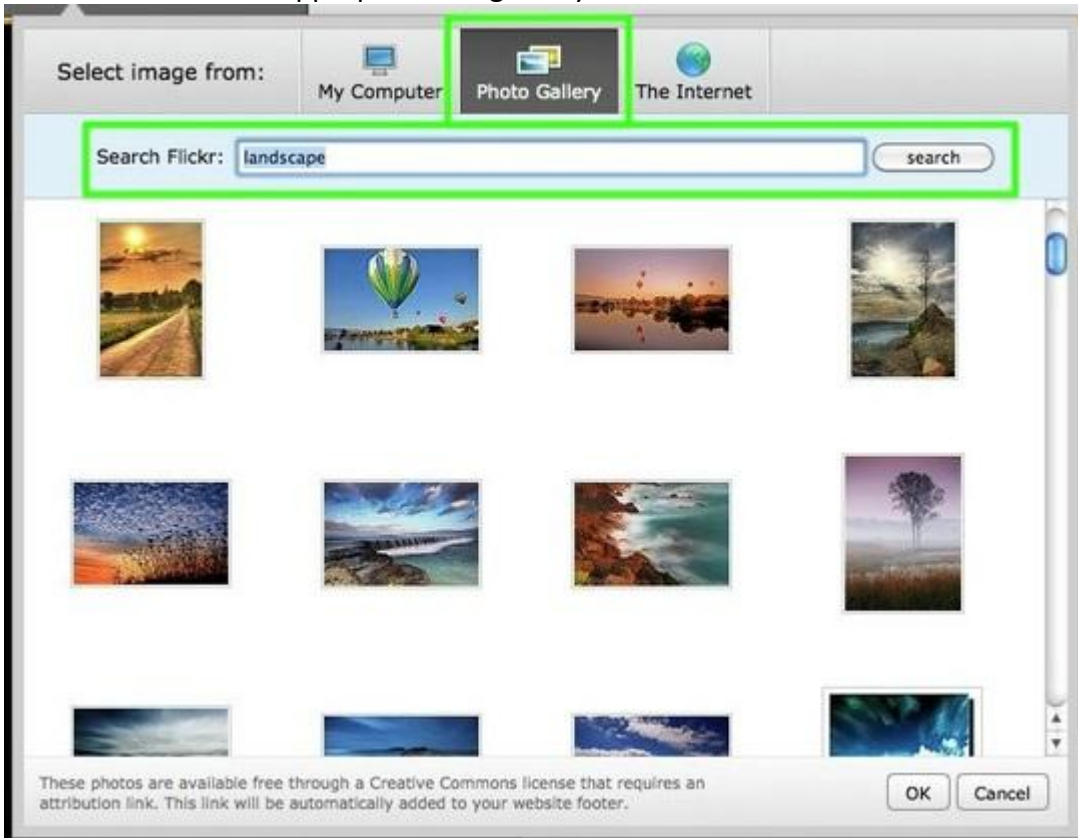
To add an image to the header, click the Add Image button in the upper right.



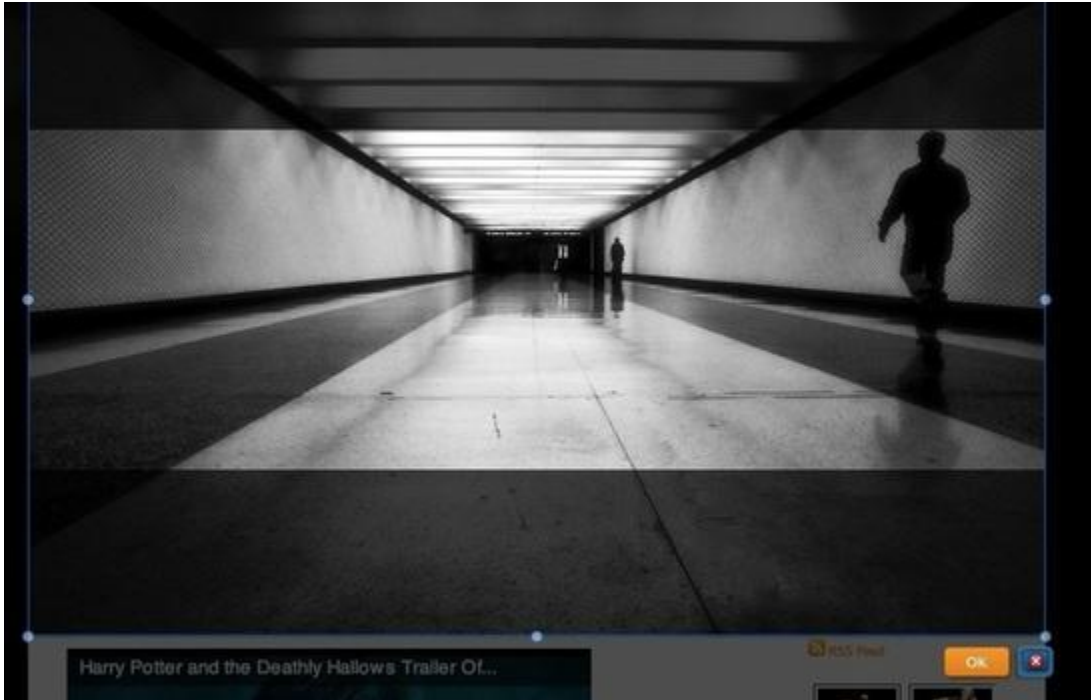
This gives you the option to select your own image...



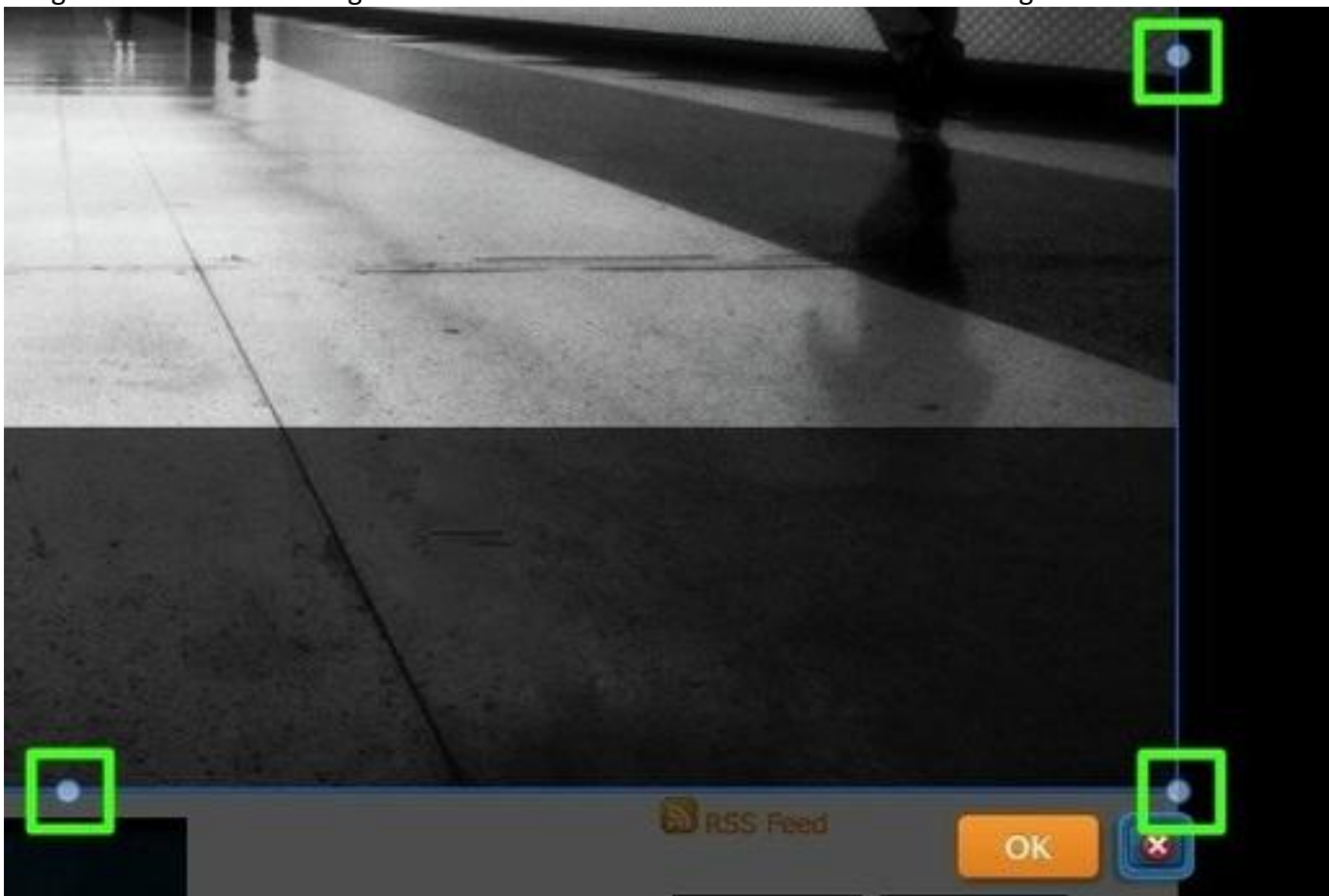
Or to choose a Creative Commons licensed photo from Flickr. You can use the provided field to search for an appropriate image for your site.



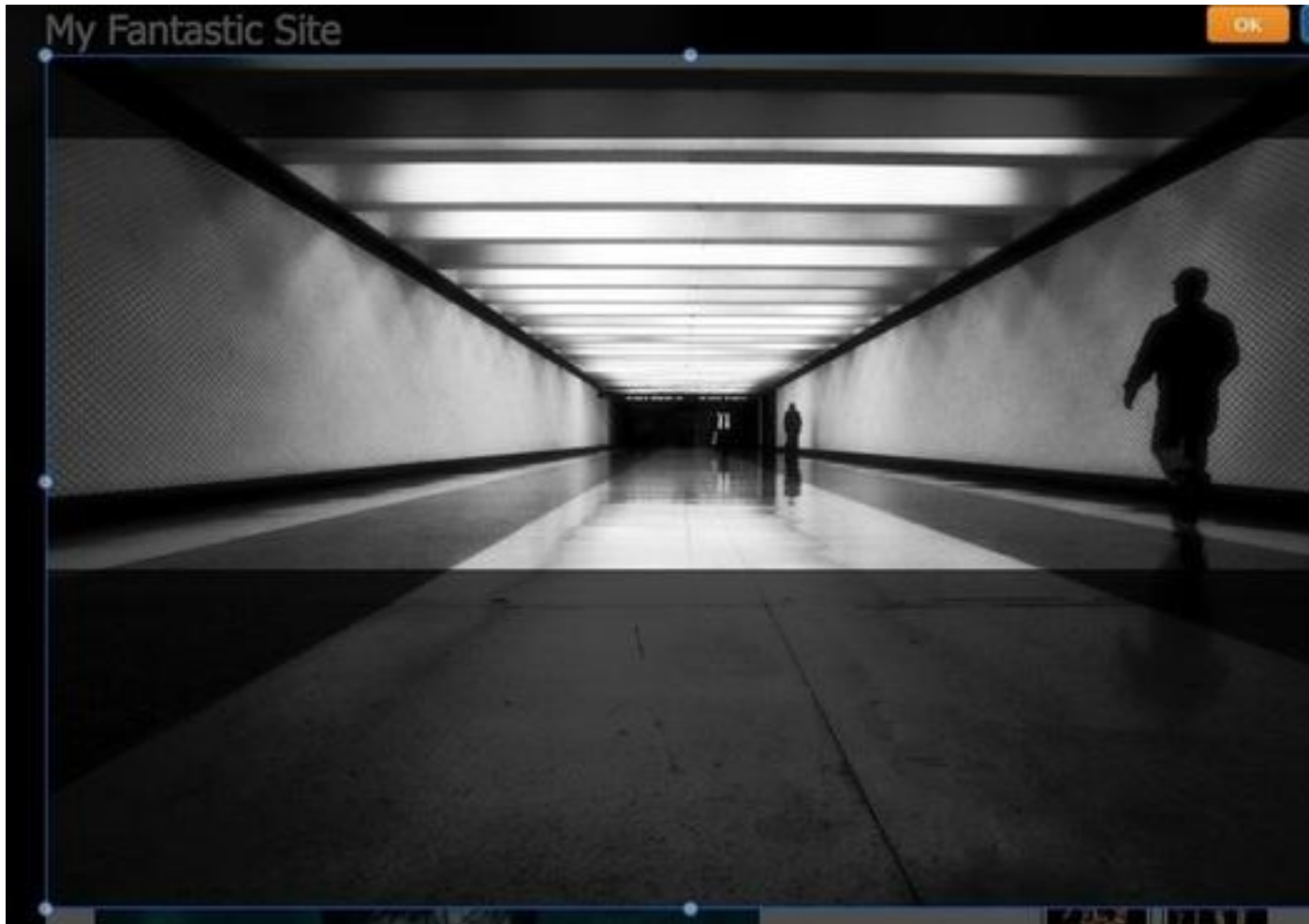
Once you upload or select an image, you can edit it. This image is too big for the header of the page.



Images can be re-sized using the little bubbles at each corner and side of the image.



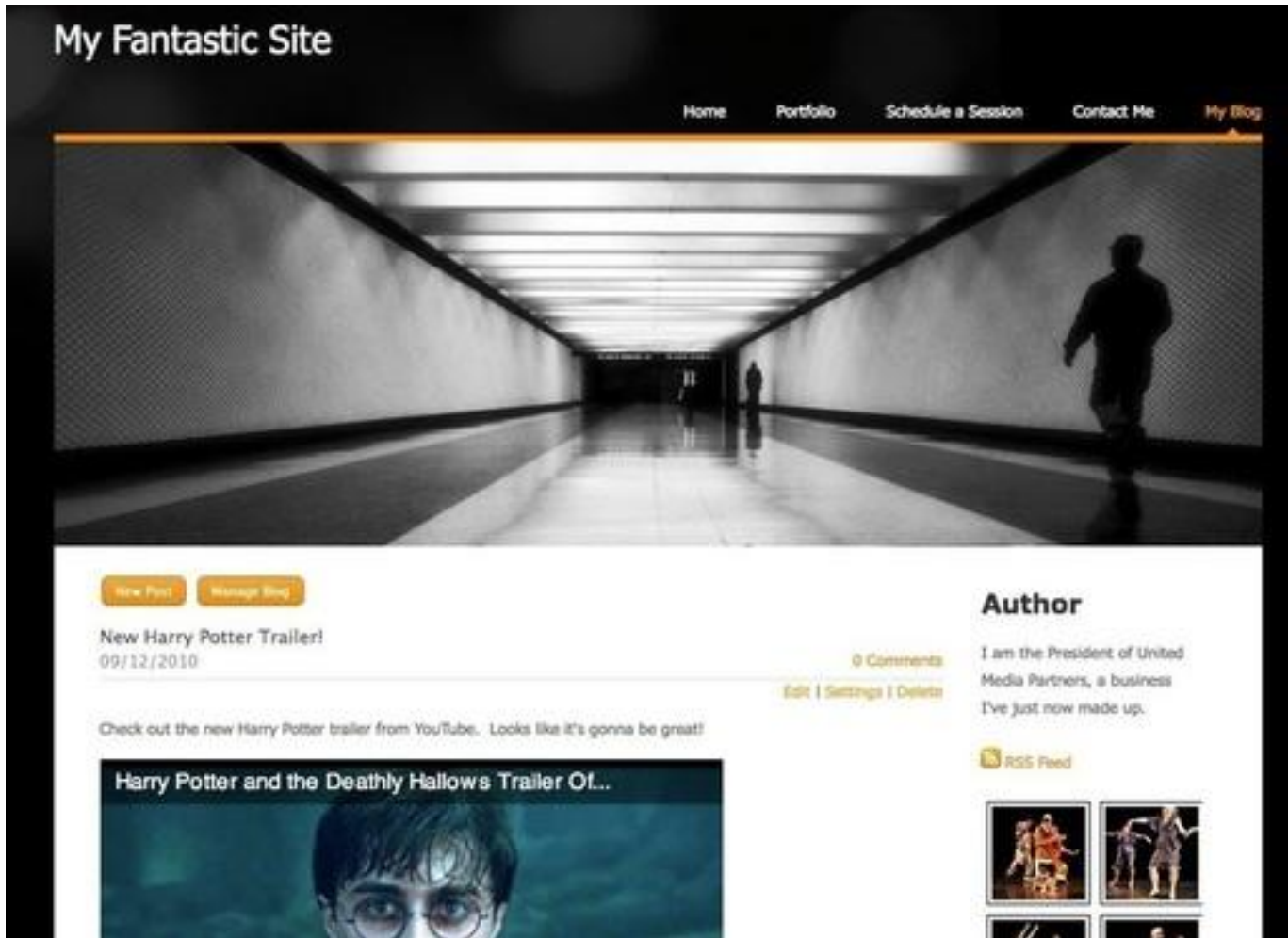
And an image can be dragged by clicking anywhere on it and dragging it.



When you're happy with an image, select the Save button to Save it. You can use the arrow to the right of the Save button to choose whether to save the image to every page of the site, just this page or to select only certain pages to save it to.



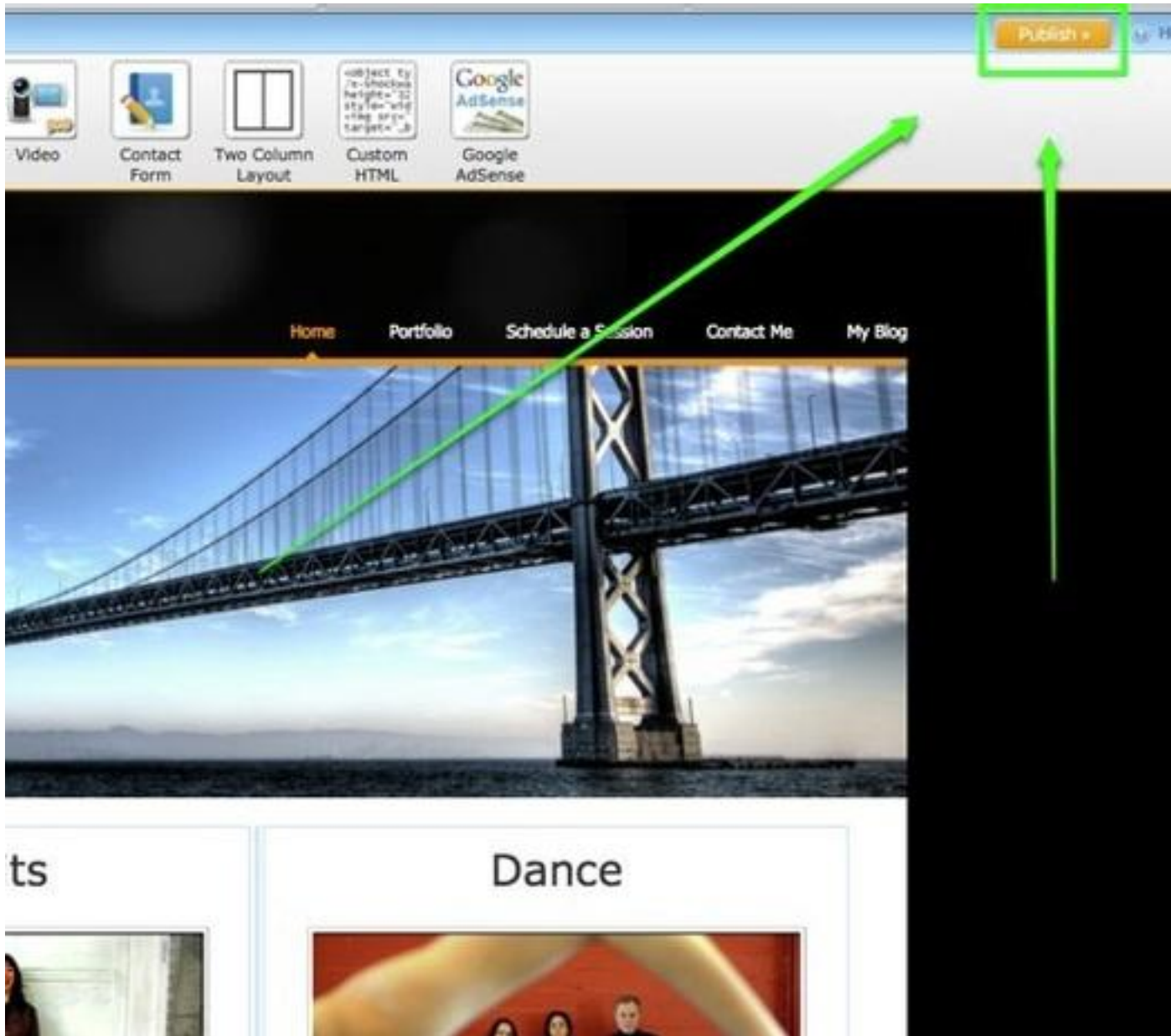
And here's how the page looks with the Saved image. You can scroll back over a Saved header to edit it some more.



Keep in mind that multiple images can be added to the same header just by continuing to add the images with the Add Image button.

## Step 6: Publish Your Site and Next Steps

Now that you've added some basic content to your site, you're ready to Publish it. To do so, just use the Publish button in the upper right corner of the editor.



This will bring up a verification box, letting you know your site has been Published.

You can click the Published address to view your site (you can also give this address out so that other people can use it to visit your site), use the Facebook and Twitter buttons to link your friends and followers at either provider to your site, and click the "x" in the corner of the box to close the box and continue editing your site.



You can continue to add content through the editor whenever you like and then click the Publish button to push that content to your live site.