

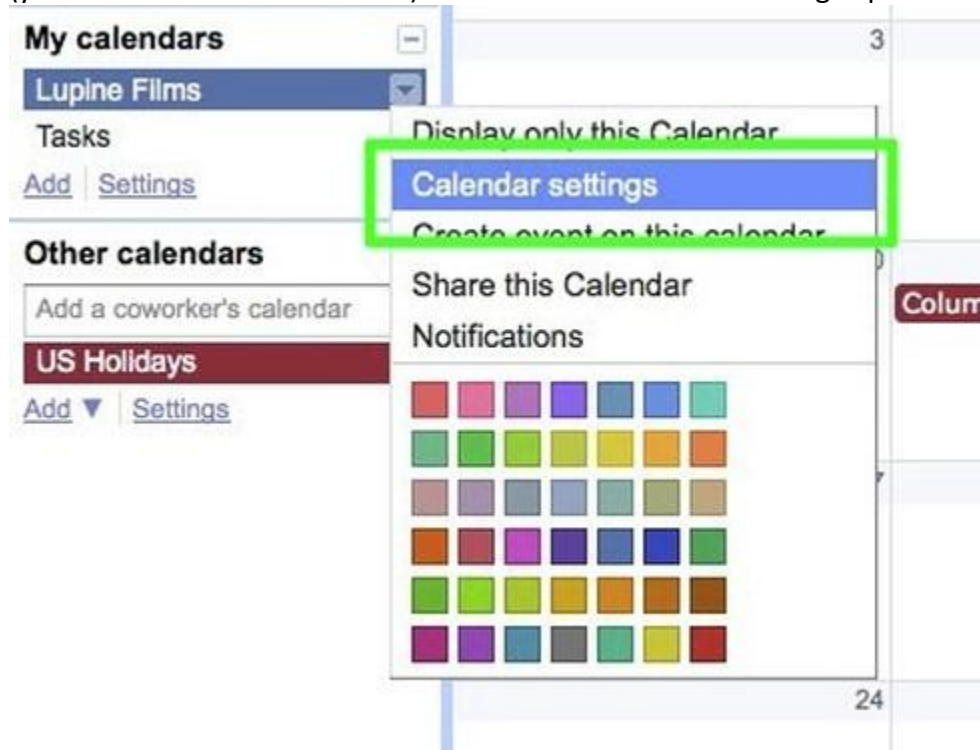
Step 1: Add a Calendar

Google Calendar is an easy, robust and free way to add a calendar of events to your site. You manage your events directly through Google's interface and the changes are automatically added to your calendar.

Start by signing up for a Google Calendar account, if you don't already have one. [You can do that here.](#)

Once you get up and running with the calendar (adding events and what have you), you can add it to your site with these steps.

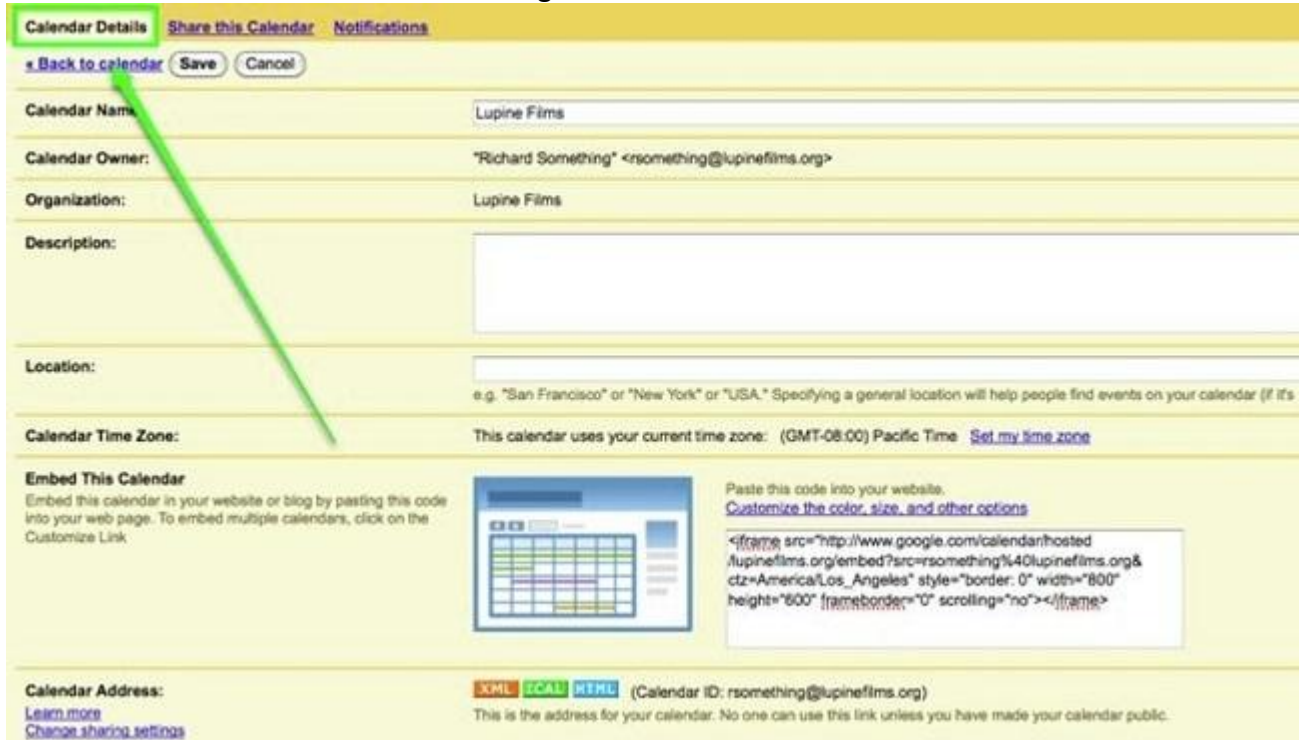
In the calendar list on the left, click the down-arrow next to the appropriate calendar (you can create more than one) and select the Calendar Settings option.



Go to the Share this Calendar tab and check the box to "Make this calendar public." Be sure to Save this change after you make it.



Then select the Calendar Details tab and go to the Embed this Calendar section.



Highlight and copy the provided embed code. This is what you'll use to add the calendar to your site. Note that, while you're here, you can also use the "Customize" link above the code to make changes to the look and size of the calendar.



Back in our editor, drag the Custom HTML element to a page.

Basic
Multimedia
Revenue
More

Title Text
Paragraph with Title

Paragraph with Picture

Picture

Title Text
Title

Paragraph

Video

Contact Form

Two Column Layout

Custom HTML

Google AdSense

My Fantastic Site

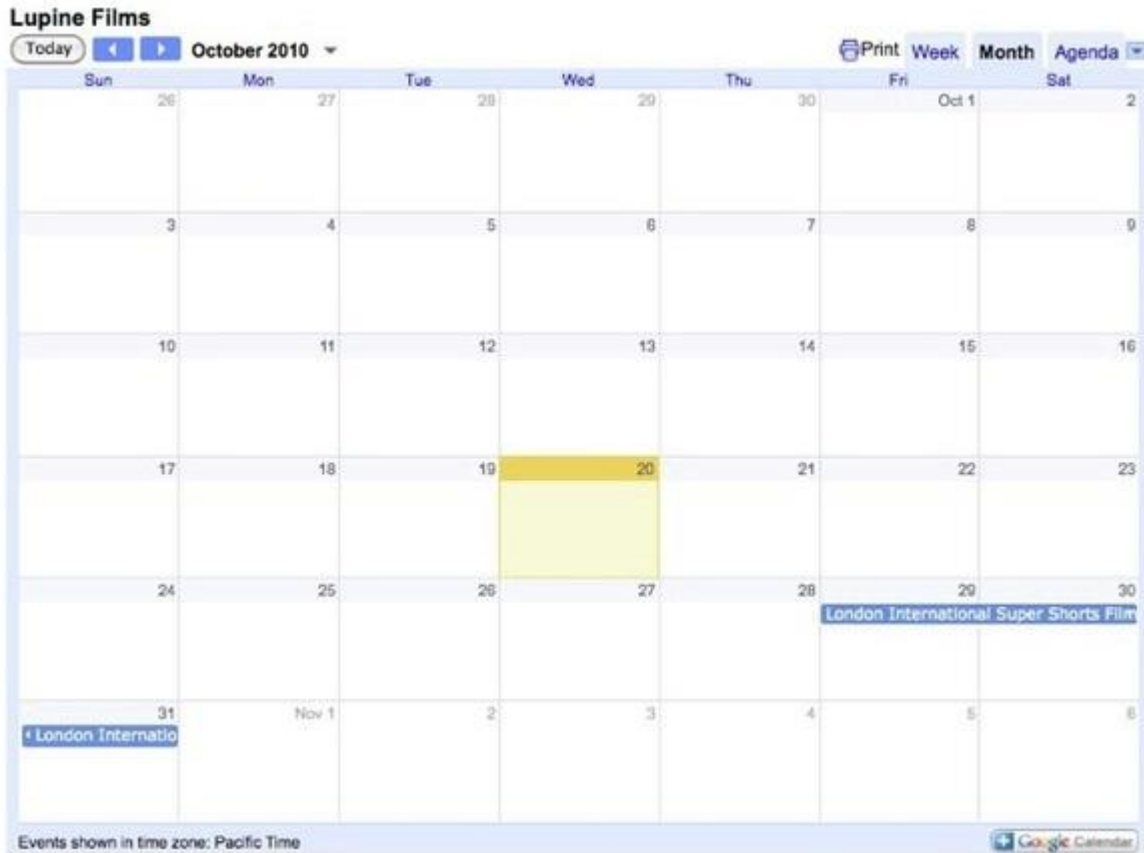
Home Portfolio Sched

This page is empty. Drag Elements here.
(hint: Elements, like a Paragraph, are in the top bar)

Paste the calendar embed code into the element

```
<iframe src="http://www.google.com/calendar/hosted/lupinefilms.org/embed?src=rsomething%40lupinefilms.org&ctz=America/Los_Angeles" style="border: 0pt none; frameborder="0" height="600" scrolling="no"></iframe>
```

Click out of the element to see your calendar.

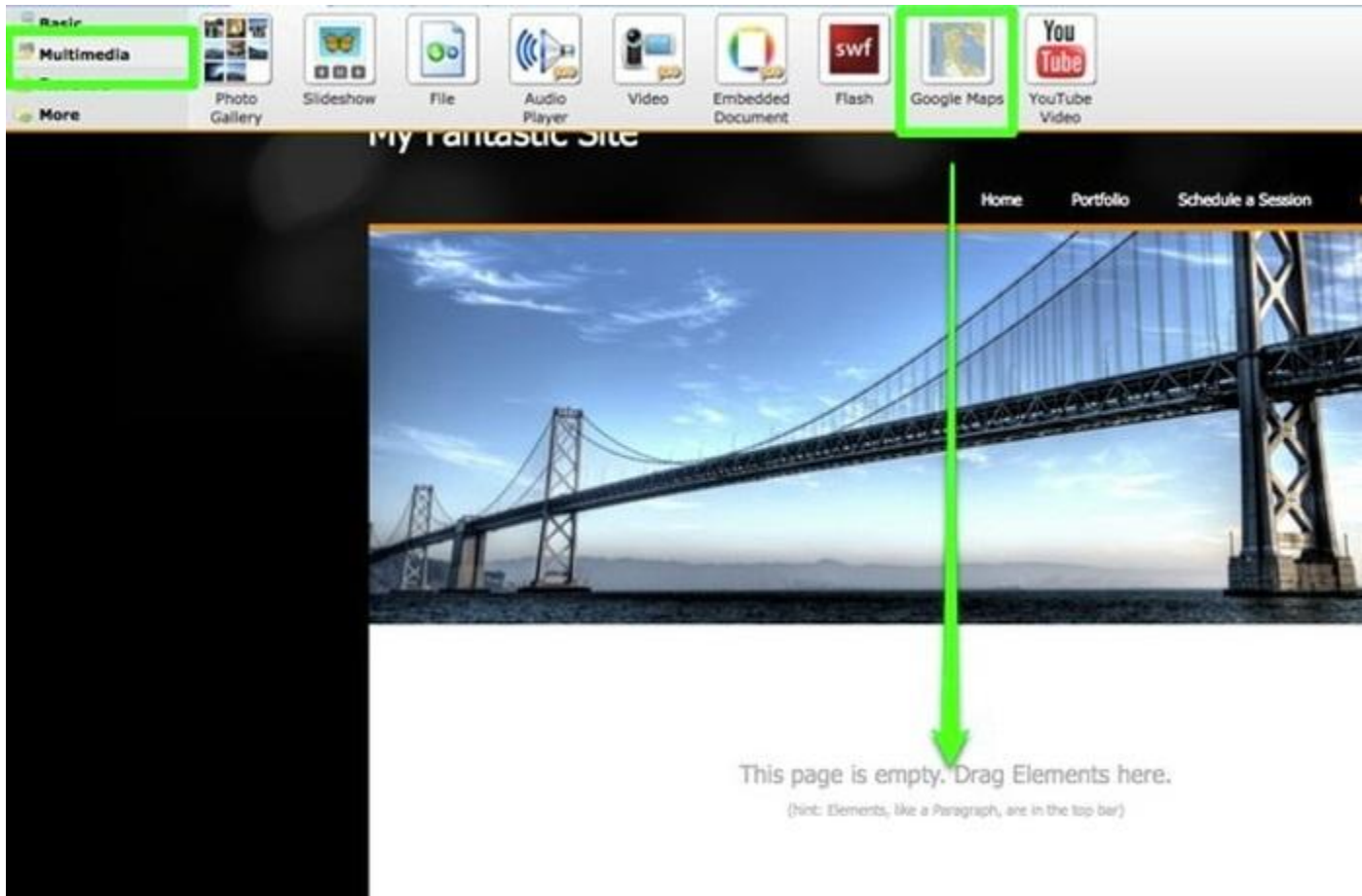


Be sure to Publish to push the Calendar to your live site. Now, any time you add or change an event in Google, this will automatically show up on your calendar.

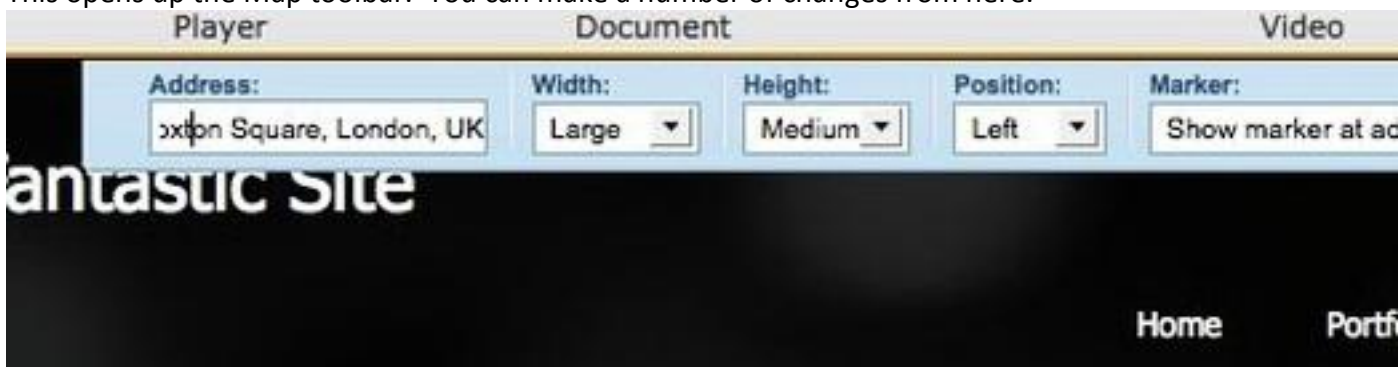
Step 2: Add a Map to Your Site

If your business or organization has offices that site visitors can visit, it's helpful to include a map to that location to your site. And we have a built-in Google Maps element that helps you do just that.

Start by dragging the Maps element to a page on your site.



The map displays a small part of central San Francisco (home of Lexis Nexis!) by default. You can easily change this by clicking on it. This opens up the Map toolbar. You can make a number of changes from here.



- The most important is the Address. You should enter the address you want right in this box. I've already changed this one to read 48 Hoxton Square, London, UK. Enter your address using this same format (along with the postal code if you have one).
- Change the size of the map using Width and Height.
- Position the Map to the Left, Center or Right of the element.

- Determine if you want a Marker showing your address on the map (you probably do).
- Set the initial Zoom level.

You can also change a few of the less used settings via the Advanced menu.



Here's the map with the new address and size settings:

The [two-column element](#) is very useful in conjunction with the map element for placing visitor information directly next to the map. As seen below:

48 Hoxton Square London N1 6PB
 Open: 10 – 6pm Tuesday – Saturday

To access the Hoxton Square site via Underground:
 Old Street Station (Northern Line)
 Hoxton Station (Overground)

To access the gallery via Bus:

The following buses stop near the gallery:

21 35 43 48 55 67 76 141 149 205 214 242 243 271 and 394

You are also welcome to embed a map you've created directly in Google Maps to your site. Just grab the embed code from Google:



And paste it to your site using our [Custom HTML Element](#).

Step 3: Add a Facebook Like (Share) Button to Your Site

Adding a Facebook Like button to your site is a great way to let visitors share your site with their friends.

Get started by going here:

<http://developers.facebook.com/docs/reference/plugins/like>

There is a form on this page that you'll use to setup your like button.

URL to Like (?)

Layout Style (?)
standard ▾

Show Faces (?)
 Show faces

Width (?)

Verb to display (?)
like ▾

Font (?)

Color Scheme (?)
light ▾



82,635 people like this. Be the first of you

First enter the address of your site. If you leave this field blank, people who click your like button may end up liking something else entirely.

URL to Like (?)

Layout Style (?)

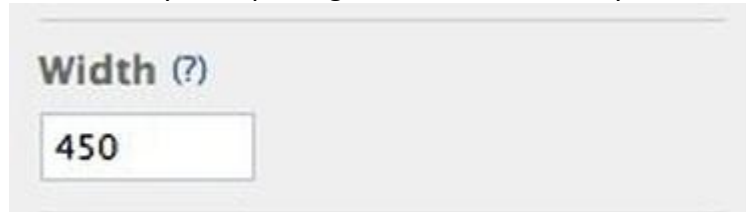
Then select your layout style. This will change the example layout shown to the right of the form.



Decide whether or not you want to show the faces (profile pic thumbnails) of some of the people who've liked your site. The design usually looks cleaner if you uncheck this box.



Set the width of the like button and description. This defaults to 450 with the standard design (which would work just fine with most sites), but you may want to make it narrower if you're placing this in a 2-column layout or sidebar.



Choose a button that says Like or Recommend, which font you want to use and a light or dark color scheme. Then click the Get Code button to see the code you'll be adding to your site.

Verb to display (?)
like ▾

Font (?)
▭ ▾

Color Scheme (?)
light ▾

Get Code

Select the iframe code and copy it. This is important as the XFBML code will not work properly.

Like 1,656 people like this.

Your Like Button plugin code:

iframe

```
<iframe src="http://www.facebook.com/plugins/like.php?
href=onlyinsanfrancisco.com&layout=standard&show_faces=false&
amp;width=400&action=like&font=verdana&colorscheme=light&
height=35" scrolling="no" frameborder="0" style="border:none;
overflow:hidden; width:400px; height:35px;" allowTransparency="true">
</iframe>
```

XFBML

```
<script src="http://connect.facebook.net/en_US/all.js#xfbml=1"></script>
<fb:like href="onlyinsanfrancisco.com" show_faces="false" width="400"
font="verdana"></fb:like>
```

OK

Open your site in the editor and drag a Custom HTML element to a page.



Click within the element and paste the code there.



Click out of the element and you'll see the like button with what may be a lot of extra white space beneath it. If you do see a lot extra white space, pay this no mind as it will disappear after you publish the site.



You're now ready to Publish this to your live site. Once you do, you'll see your Like Button there waiting for you. As people Like your site, you (and everyone else) will see how many have liked it. And if people have previously liked your site on Facebook through some other Like button, you'll see that reflected in the numbers here.



You can use this same button code on as many pages as you want. That way visitors can like your site no matter which page they're on.

Step 4: Add Your Twitter Feed / Badge to a Site

Twitter provides an easy to use widget generator so you can share all your recent tweets with visitors to your site. Here's how to use it.

Start by going here:

<http://twitter.com/about/resources/widgets>

From here, select to create a widget for "My Website".



Resources · Widgets

Select Your Widget

Widgets for...

- My Website
- Facebook


Widgets let you display Twitter updates on your website or social network page

Our widgets are compatible with any website and most social networks. Simply choose the one that matches where you would like to include it.

Choose "Profile Widget" from the provided list.

Select Your Widget

Widgets for...

 My Website

 Facebook

Profile Widget

Display your most recent Twitter updates on any webpage.

Search Widget

Displays search results in real time! Ideal for live events, webcastings, conferences, TV Shows, or even just keeping up with the news.

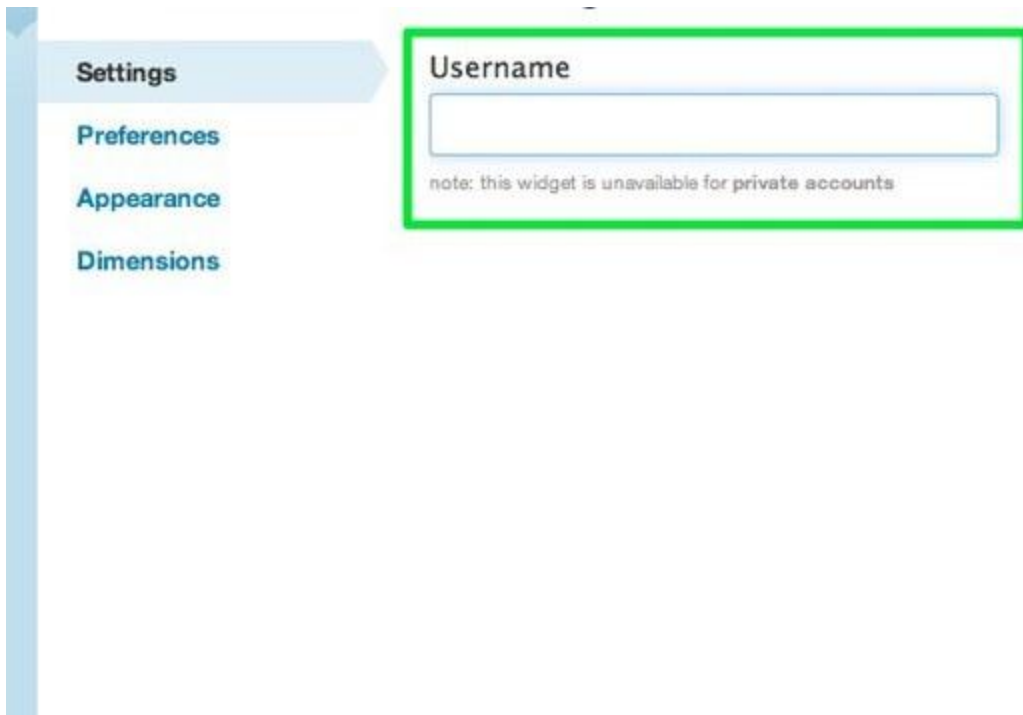
Faves Widget

Show off your favorite tweets! Also in real time, this widget will pull in the tweets you've starred as favorites. It's great for moderation.

List Widget

Put your favorite tweets into a list! Then show 'em off in a widget. Also great for moderation.

Enter your Username.



Use Preferences to customize the number of Tweets displayed in the widget (along with other, less important things).

Customize Your Profile Widget

Settings

Preferences

Appearance

Dimensions

Poll for new results? Yes

Include scrollbar? Yes

Behavior

Timed Interval Load all tweets

Number of Tweets

▲ ▼

Show Avatars?

Show Timestamps?

Show hashtags?

Change the Widget Colors. Click the box to the right of each field to select the color you like.

Settings

Preferences

Appearance

Dimensions

Widget Colors

<input type="text" value="#1c29b0"/>		<input type="text" value="#ffffff"/>	<input type="checkbox"/>
shell background		shell text	
<input type="text" value="#000000"/>		<input type="text" value="#ffffff"/>	<input type="checkbox"/>
tweet background		tweet text	
<input type="text" value="#1aa3cc"/>			
links			

Change the Width and Height of the widget. The default works in most situations, but you may want to make it larger or smaller depending on where you're placing it on your site.

Customize Your Profile Widget

Settings

Preferences

Appearance

Dimensions

Widget Dimensions

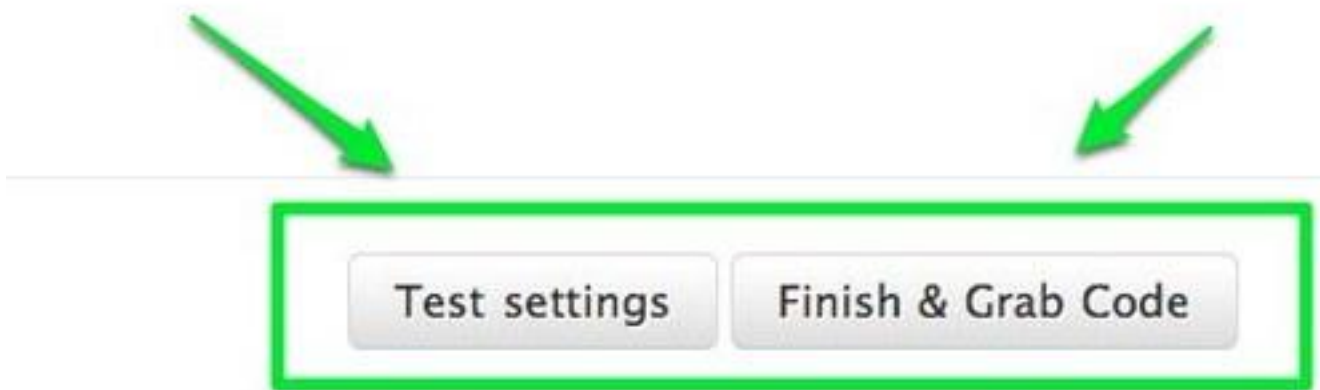
<input type="text" value="250"/>	<input type="text" value="300"/>
Width (in px)	Height (in px)

OR

auto width

Note: Widget size won't update in preview.

When you're ready, use the two buttons at the bottom of each of the above pages to "Test Settings" (which generates a preview of the changes you've made -- you can do this multiple times) and "Finish & Grab Code" (to move on to the next step).



Copy the provided code. Be sure to highlight all the code before copying it, otherwise it won't work when you add it to your site.

Customize Your Profile Widget

Settings

Preferences

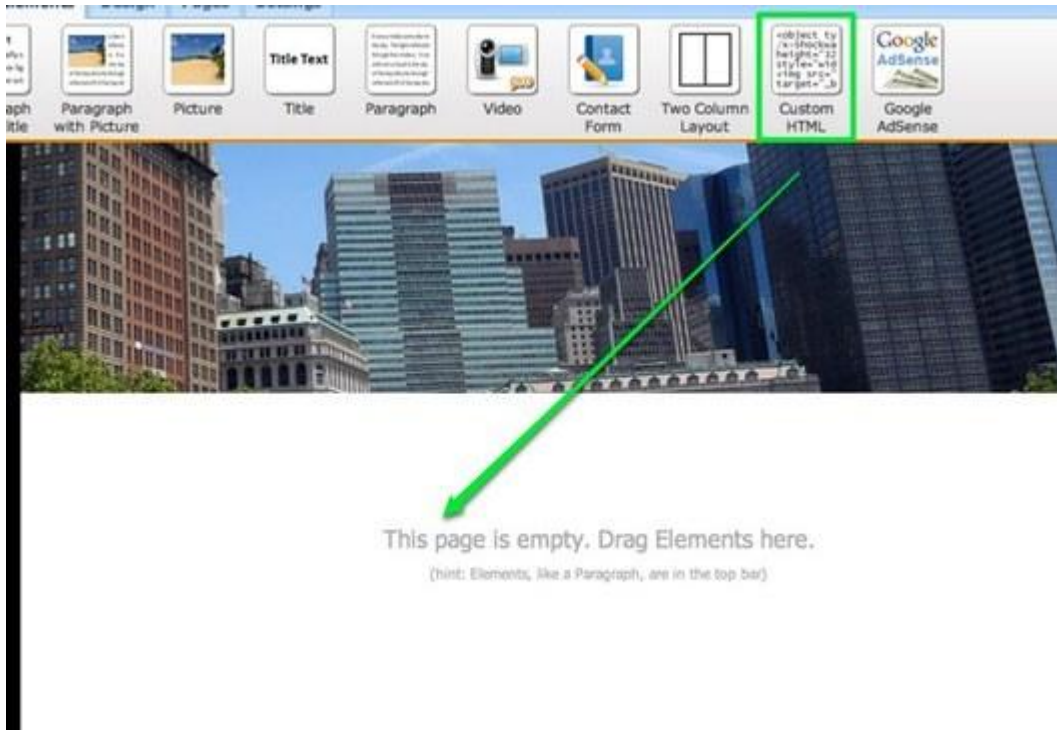
Appearance

Dimensions

```
<script
src="http://widgets.twimg.com/j/2/wid
get.js"></script>
<script>
new TWTR.Widget({
  version: 2,
  type: 'profile',
  rpp: 4,
  interval: 6000,
  width: 250,
  height: 300,
  theme: {
    shell: {
      background: '#1c29b0',
      color: '#ffffff'
    },
    tweets: {
      background: '#000000',
      color: '#ffffff',
      links: '#1aa3cc'
    }
  }
})
```

Copy and paste this code into an HTML webpage

You're all done on the Twitter side of things, now you just need to add the feed widget to your site. To do so, drag a [Custom HTML Element](#) to a page of your site and paste the code into that element.



Your feed should be working just a few seconds later. And it will look and function much like the feed we've added here.



Step 5: Add Search to a Site

We don't offer built-in search, but you can easily add search to your site. These instructions show how to add Google Search and limit it so that it only searches the content of your site. You are also more than welcome to use search tools like the one provided by atomz.com (which works much the same way as Google's search option).

To add Google Search to your site, go to <http://www.google.com/cse/> and click the Create a Custom Search Engine button. If you don't already have a Google or Gmail account of some kind, you'll be prompted to make one. If you do already have a Google account, you'll just need to log in.



On the next page:

1. Give your search field a name and description (for your own reference).
2. Enter the address of the site or sites you want to be searched. Enter the full address as in this example: <http://www.youraddresshere.com>. If you have a Lexis Nexis sub-domain, it should be entered as <http://yourexamplesite.LexisNexis.com>. Be sure to enter your own address and not the examples shown here.
3. Select whether you want the free Standard Edition (which includes ads in the search results) or the paid Site Search which costs \$100 a year through Google. The free option is generally the best one to take, at least at first.

Click the Next button when you're done.

Describe your search engine

Name:
for example, Real Climate Search Engine

Description:
for example, Climate Science from Climate Scientists

Language:

Define your search engine

Sites to search:
List one URL per line.

[+ Learn more about URL formatting.](#)

Select an edition

Editions:

Standard edition: Free, ads are required on results pages.

Site Search: Starts at \$100 per year, no ads on results pages.

[+ Learn more about each edition.](#)

I have read and agree to the [Terms of Service](#).

Select a look for your search bar. The example search bar will change as you move between the different options. Click next when you're finished.

Choose or customize a style

Default Bubblegum Green Sky Espresso Shiny Minimalist

Customize

The Default style resembles standard Google search results.

Try your search engine
If these aren't the results you expected, you can go [back to step 1](#) and make changes.

Google Custom Search Search x

Next Want to do more? Extend the element with [CSS and JavaScript](#) or check our [developer guide](#).

Select and copy the code that Google provides on this page.

Custom Search element code
Paste this code in the page where you'd like the Custom Search element to appear. **Note:** CSS hover effects require a supported doctype such as <!DOCTYPE html>

```
<div id="cse" style="width: 100%;">Loading</div>
<script src="http://www.google.com/jsapi" type="text/javascript"></script>
<script type="text/javascript">
  google.load('search', '1', {language: 'en'});
  google.setOnLoadCallback(function() {
    var customSearchControl = new google.search.CustomSearchControl(
      customSearchControl.setResultsetSize(google.search.Search.FILTERED_CSE_RESULTS),
      customSearchControl.draw('cse');
  }, true);
</script>
<link rel="stylesheet" href="http://www.google.com/cse/style/look/default.css">
```

Congratulations, you've finished creating the search engine "Example Search".

Edit your site and drag a Custom HTML element to the page on which you want the search bar to appear.

Portraits

Thanks so much for visiting my site. Please take a spin around my various portfolio pages - hope I've been a photographer for more than ten years now and have loved every minute of it. Well, e I spent purchasing expensive lenses and lighting equipment. I mostly focus on modern dance phx not much money to be made taking pictures of people dancing in a modern way, I also shoot port event.

[Here is some text I want to link somewhere else!](#)

Paste the code into the Custom HTML element.

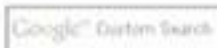
```

Here is some text I want to link somewhere else!
<div id="cse" style="width: 100%;">Loading</div>
<script src="http://www.google.com/jsapi" type="text/javascript"></script>
<script type="text/javascript">
google.load('search', 1, {language: 'en', style: google.loader.themes.MINIMALIST});
google.setOnLoadCallback(function() {
var customSearchControl = new google.search.CustomSearchControl('000659359444768801094:gc94zxcjcuau');
CUSTOMSEARCHCONTROL.setResultSetRange(google.search.Search.FILTERED_CSE_RESULTSET);
CUSTOMSEARCHCONTROL.draw('cse');
}, true);
</script>
  
```

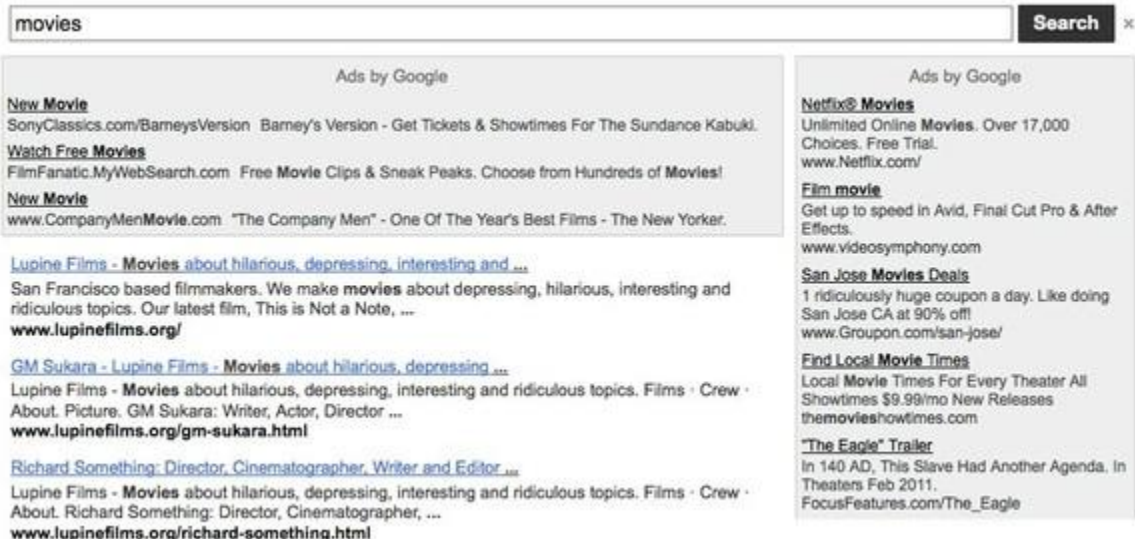
You'll see the word "Loading." This is normal as search does not work in the editor, it only works on your published site.



When you Publish, you'll see a search bar on your site that looks similar to the one shown here.



Searching will bring up content from your site (and ads if you're using the free version). The search won't do anything until Google has indexed your site. This can take up to a week, so keep that in mind if it does not work right away.




If you want to change the size of the search bar, edit the width percentage in the Google provided code. It defaults to 100%. So you can make the search half as wide by changing this to 50% and Publishing the site.

```
Here is some text I want to link somewhere else  
<div id="cse" style="width: 100%;>loading</div>  
<script src="http://www.google.com/jsapi" type="text/javascript"></script>  
<script type="text/javascript">  
  google.load('search', '1', {language: 'en', style: google.loader.themes.MINIMALIST});  
  google.setOnLoadCallback(function() {  
    var customSearchControl = new google.search.CustomSearchControl('000659359444768801094:gc94zcjcuau');  
    customSearchControl.setResultSetSize(google.search.Search.FILTERED_CSE_RESULTSET);  
    customSearchControl.draw('cse');  
  }, true);  
</script>
```

Test how Google Search works by using this custom search bar that is set to only search our knowledge base.



powered by ™
Custom Search Control
Web

Step 6: Newsletter Sign-up and Autoresponder Forms

We don't provide email newsletter / sign-up forms or auto-responder forms as part of our service. But that doesn't mean you can't use such forms with your site. Pretty much all major bulk email providers (like MailChimp, Constant Contact, iContact, AWeber and others) provide forms you can use in our editor.

Using one of these forms is a simple matter of copying the code provided by whatever email service you're using to one of our Custom HTML Elements. Let's use MailChimp as an example of how this would work.

When you build a form with MailChimp, they generate code that you can use to add this form to a site. First select to "disable all Javascript" as seen in the image below. Then select to Create the Embed Code. If you're using another provider and they provide the option to disable the Javascript, you should do the same with their form.

The screenshot shows a web editor interface. At the top, it says "copy/paste into your site". Below this is a text area containing the following HTML code:

```
<!-- Begin MailChimp Signup Form -->
<!--[if IE]>
<style type="text/css" media="screen">
  #mc_embed_signup fieldset {position: relative;}
  #mc_embed_signup legend {position: absolute; top: -1em; left: .2em;}
</style>
<![endif-->
<!--[if IE 7]>
<style type="text/css" media="screen">
```

Below the code area is a button labeled "Install Widget on TypePad" and a note: "Note: Login to [TypePad](#) before trying to install the widget." To the right, there is a sidebar with a section titled "Enhance" containing several checkboxes, one of which is checked. At the bottom left, there is a blue button labeled "create embed code" which is highlighted with a green box. A green arrow points from the "create embed code" button to the code area, and another green arrow points from the code area to the "Install Widget on TypePad" button.

Now select all this code and copy it.

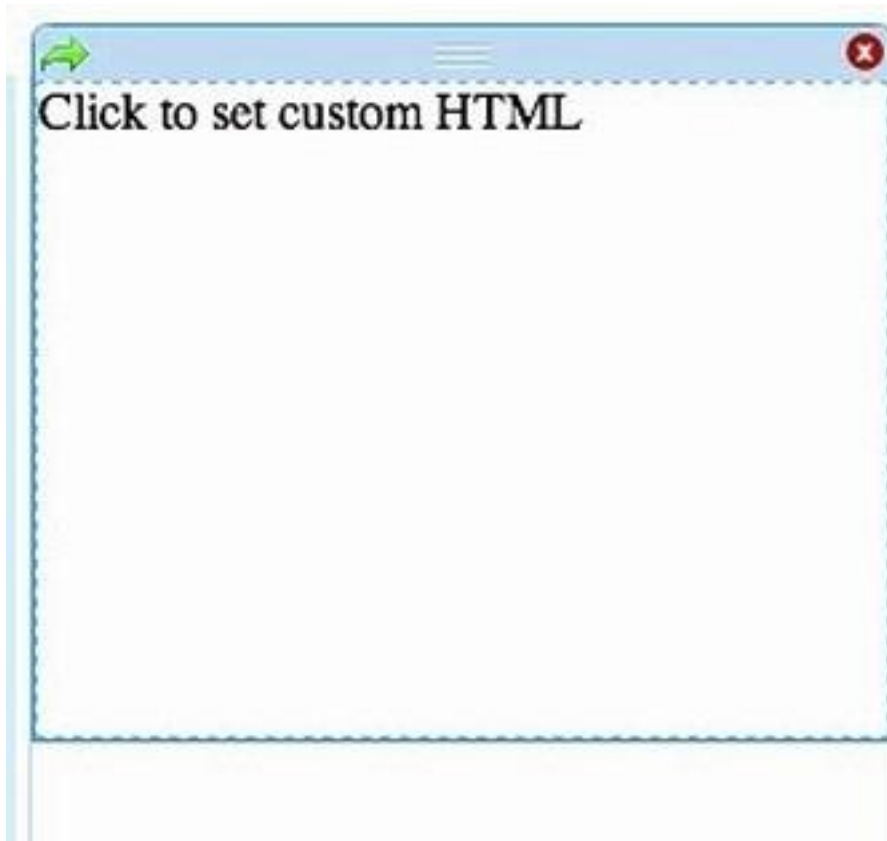
copy/paste into your site

```
<!-- Begin MailChimp Signup Form -->  
<!--[if IE]>  
<style type="text/css" media="screen">  
  #mc_embed_signup fieldset {position: relative;}  
  #mc_embed_signup legend {position: absolute; top: -1em; left: .2em;}  
</style>  
<![endif]-->  
<!--[if IE 7]>
```

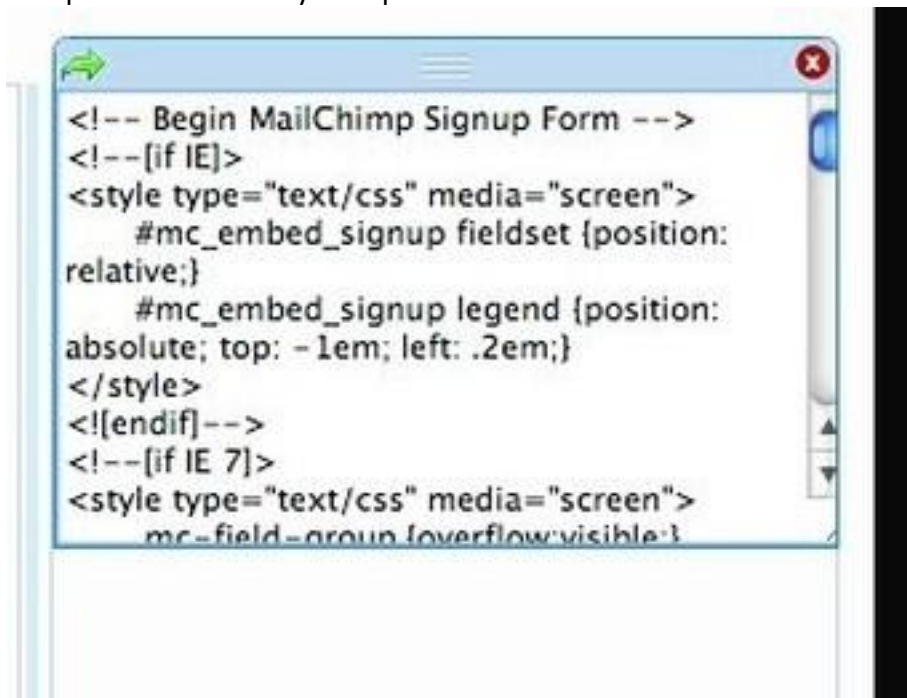
Drag a Custom HTML element to a page on your site.

The image shows a website editor interface. At the top, there is a toolbar with various content elements: Picture, Title Text, Paragraph, Video, Contact Form, Two Column Layout, Custom HTML (highlighted with a green box), and Google AdSense. Below the toolbar is a preview of a website page for 'Lupine Films'. The page has a yellow navigation bar with links for 'ABOUT', 'CREW', and 'FILMS'. The main content area contains text about the studio, including the heading 'About Lupine Films' and several paragraphs. A green arrow points from the 'Custom HTML' icon in the toolbar to a placeholder box on the right side of the page that says 'Drag Elements here.'

Then click the element to edit it.



And paste in the code you copied earlier.



When you click away from the element, the HTML code will disappear and you'll see the form itself.

The image shows a subscription form within a light blue border. It contains three text input fields stacked vertically, each with a label above it: "Email Address", "First Name", and "Last Name". Below the "Last Name" field is a rounded rectangular button labeled "Subscribe".

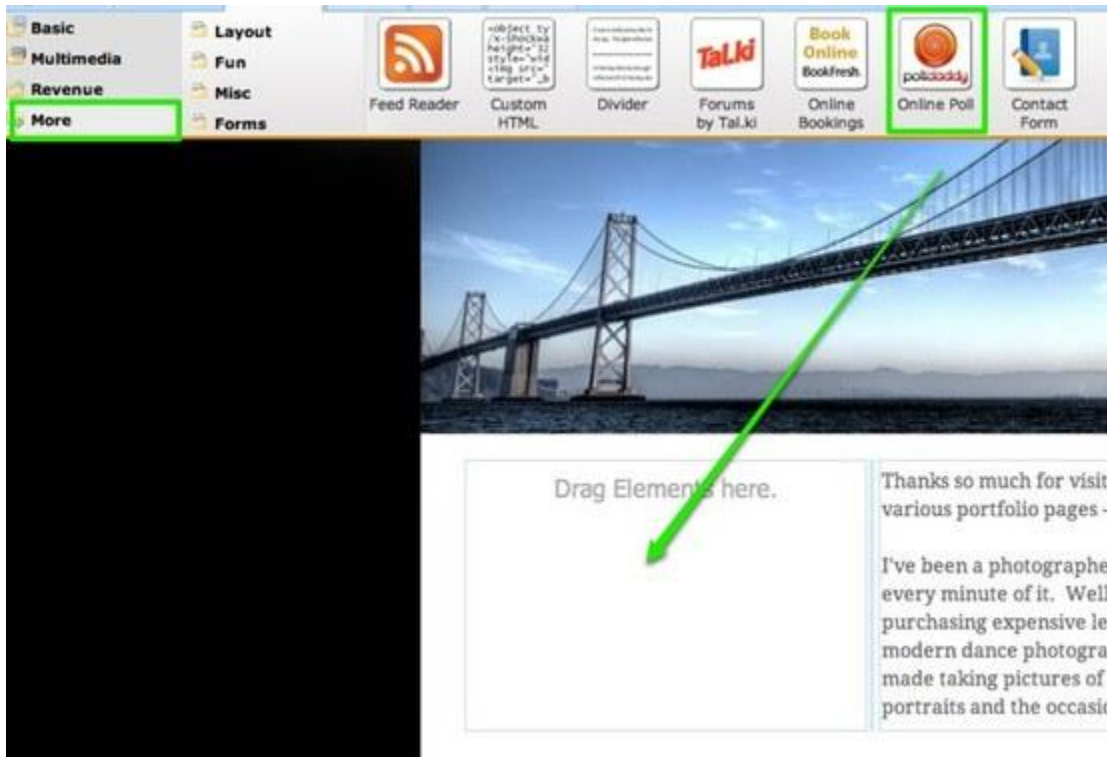
If you want, you can add a Title above the form using our Title element, as we've done in this example.

The image shows a form titled "Join Our List" in a yellow, typewriter-style font. Below the title are three input fields: "Email Address", "First Name", and "Last Name", each with a corresponding empty text box. At the bottom of the form is a rounded rectangular button labeled "Subscribe". The form is set against a light blue background with a vertical black bar on the right side.

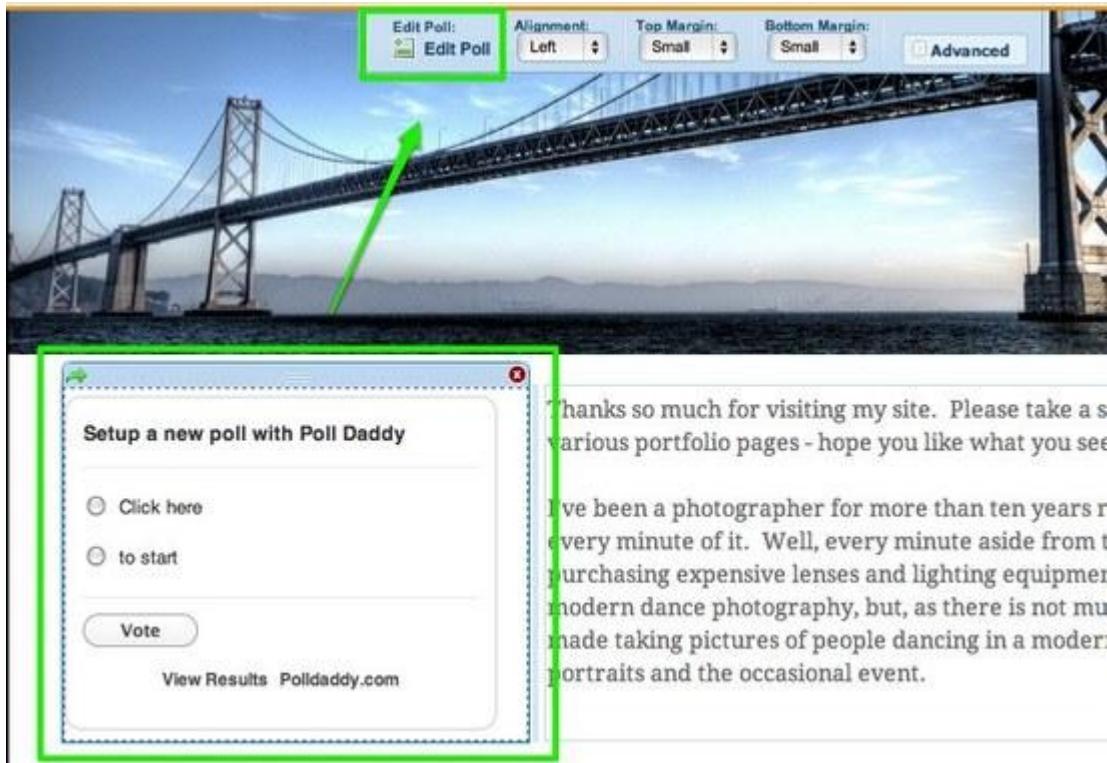
After you publish your site, any sign-ups from this form will be added directly to the list you've created at your email provider.

Step: 7 Add a Poll to Your Site

We provide an integrated option for PollDaddy polls in the editor. To add a poll to your site go to the More section of elements and drag the Online Poll option to a page.



Then click the poll and select the Edit Poll option in the Toolbar.



If you have a PollDaddy account, you can log in. Otherwise, click the Get Started button.



Now you can edit the sample poll or click the Create a New Poll button to make a Poll from scratch.



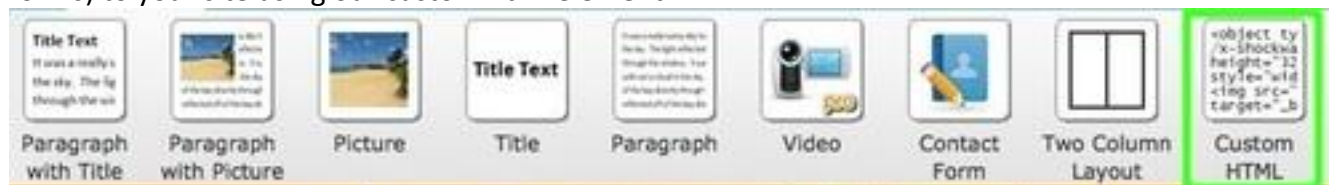
After you create your Poll questions and Save them, Publish your site. If you want to learn more about what PollDaddy is capable of, [click here to go to their support page](#) and then scroll down to the Polls section.

Polls



Step 8: Add Widgets and Other Content w/ Custom HTML

You can embed outside content (like embeddable video, audio, advertisements and forms) to your site using our custom html element.



Then get the embed code for whatever you're looking to add to the site. This can usually be accessed via an embed button found on or near the content you're looking to share. If you're not sure where to find this embed code, note that we will not be able to help you find it as this is not directly connected to our service.

Here we see an example of embeddable code connected to a video that is hosted on Vimeo.com.

Embed this video



NEW! This is our new embed code which supports iPad, iPhone, Flash and beyond. Don't like change? Use the [old embed code](#) instead.

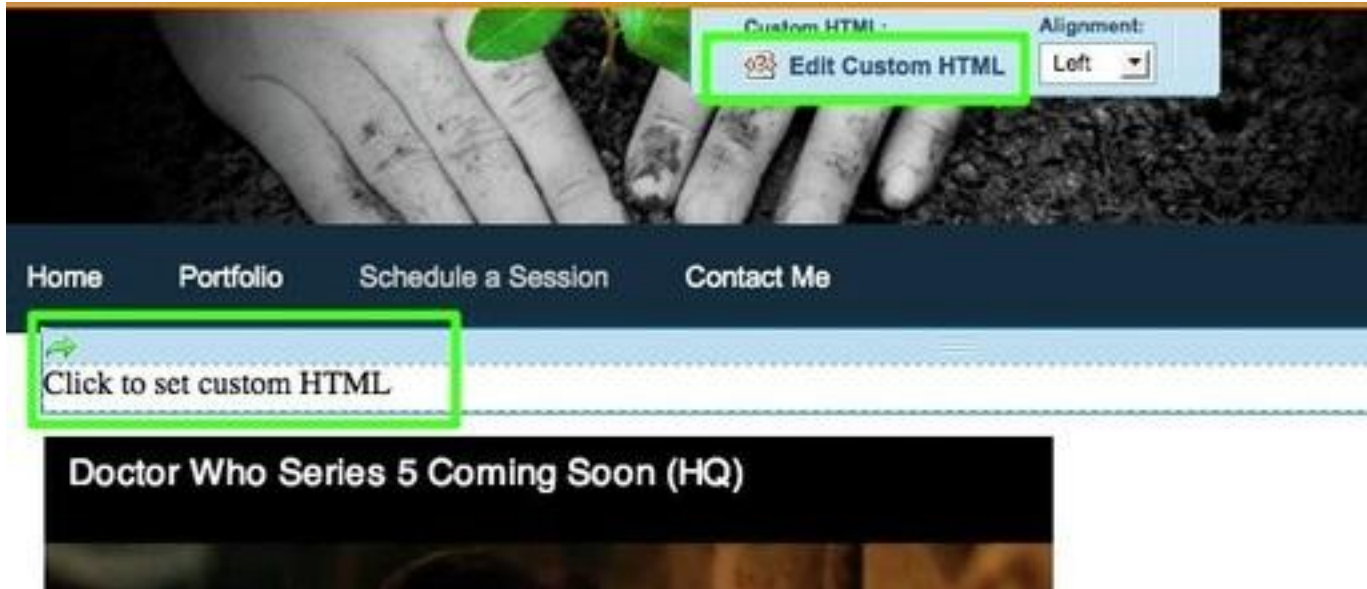
Get the embed code

```
<iframe src="http://player.vimeo.com/video/13612602" width="400" height="225" frameborder="0"></iframe><p><a href="http://vimeo.com/13612602">This is Not a Note</a> from <a href="http://vimeo.com/user3683691">Lupine Films</a> on <a href="http://vimeo.com">Vimeo</a>.</p>
```

Preview the embedded video



Once you have the embed code, click the Custom HTML Element to edit it.



Then paste the embed code within the element.



When you click off of the element, your content should show up there. All done!



Note that there are a few situations where the content you've embedded won't show up on your site until you Publish the changes. So if you don't see your video, form or what have you in the editor, try Publishing to see if it shows on the live site.

Add Widgets and Other Content w/ Custom HTML

You can embed outside content (like embeddable video, audio, advertisements and forms) to your site using our custom html element.



Then get the embed code for whatever you're looking to add to the site. This can usually be accessed via an embed button found on or near the content you're looking to share. If you're not sure where to find this embed code, note that we will not be able to help you find it as this is not directly connected to our service.

Here we see an example of embeddable code connected to a video that is hosted on Vimeo.com.

Embed this video



NEW! This is our new embed code which supports iPad, iPhone, Flash and beyond. Don't like change? Use the [old embed code](#) instead.

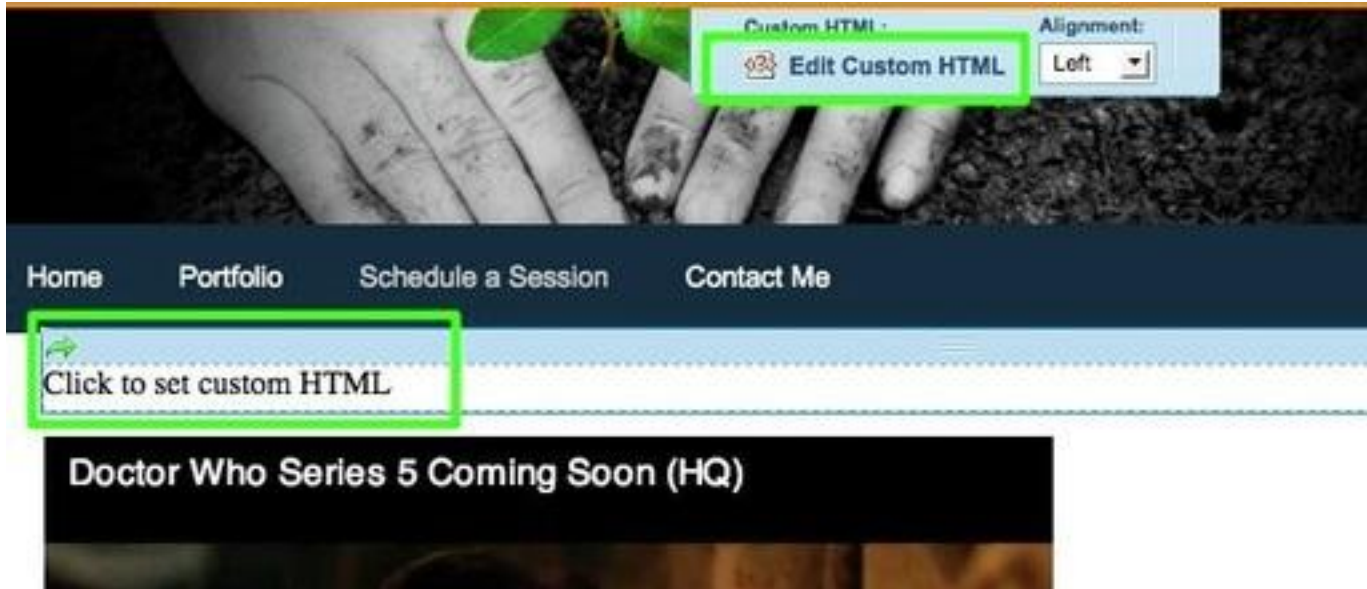
Get the embed code

```
<iframe src="http://player.vimeo.com/video/13612602" width="400" height="225" frameborder="0"></iframe><p><a href="http://vimeo.com/13612602">This is Not a Note</a> from <a href="http://vimeo.com/user3683691">Lupine Films</a> on <a href="http://vimeo.com">Vimeo</a>.</p>
```

Preview the embedded video



Once you have the embed code, click the Custom HTML Element to edit it.



Then paste the embed code within the element.

```
<iframe src="http://player.vimeo.com/video/13612602" width="400" height="225" frameborder="0"></iframe><p><a href="http://vimeo.com/13612602">This is Not a Note</a> from <a href="http://vimeo.com/user3683691">Lupine Films</a> on <a href="http://vimeo.com">Vimeo</a>.</p>
```

When you click off of the element, your content should show up there. All done!



Note that there are a few situations where the content you've embedded won't show up on your site until you Publish the changes. So if you don't see your video, form or what have you in the editor, try Publishing to see if it shows on the live site.