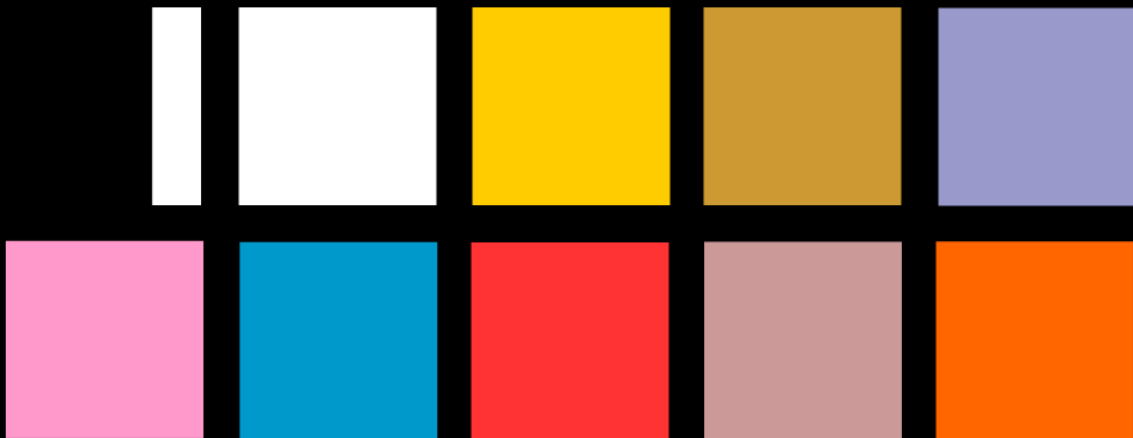




Play. Build.

IM XPRS USER GUIDE



Contents

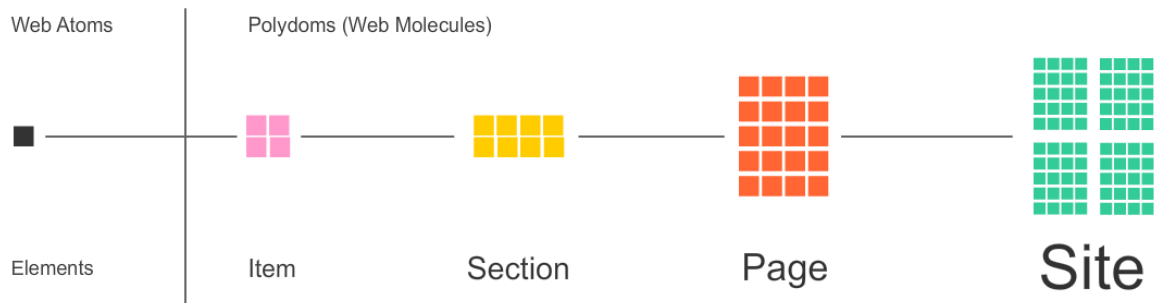
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1. Website/Pages/Stripes/Items/Elements

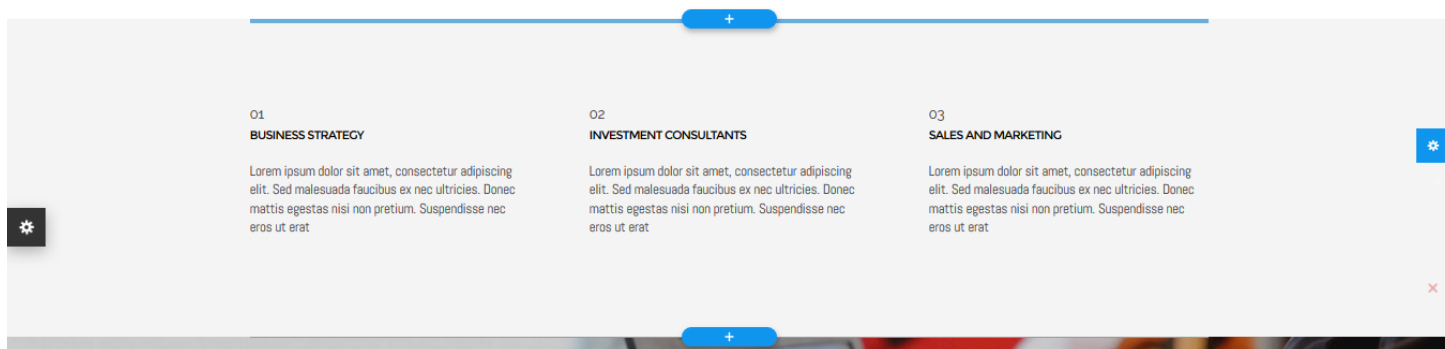
XPRS Editor makes web building easier with the use of a simple hierarchy.

Each website you'll build has 4 levels:

- At the very base there are ***Elements***;
- A number of elements create an ***Item***;
- Several Items together create a ***Stripe or Section***;
- And several stripes combined build a ***Page***;
- The pages of course, is what your ***Site*** consists of.



Every level has its own menu and settings. Take this stripe for example:



The blue settings button on the right opens a menu to edit the features of this stripe.

The sections within the stripe are the items, and if you hover next to them, you'll see the different editing options.

The grey settings button on the left is the **Site Settings** icon. It opens the **website style menu**, which is always available to you. Here you can manage pages, edit the background, define your site's fonts, select the layout for its men, and much more.

2. Click & Edit, Mix & Match (~~Drag & Drop~~)

WITH XPRS YOU NO LONGER NEED TO STICK TO THE TIRESOME DRAG & DROP METHOD. IN FACT, EVERY TEMPLATE YOU CHOOSE HAS INBUILT FEATURES AND FUNCTIONALITIES. YOUR WEBSITE'S PAGES ARE BUILT OUT OF STRIPES WHICH INCLUDE ELEMENTS AND ITEMS. ALL YOU HAVE TO DO IS MIX & MATCH THE TYPES OF STRIPES AND ELEMENTS YOU WANT AND THEN SIMPLY CLICK & EDIT TO SUIT THEM TO YOUR NEEDS.

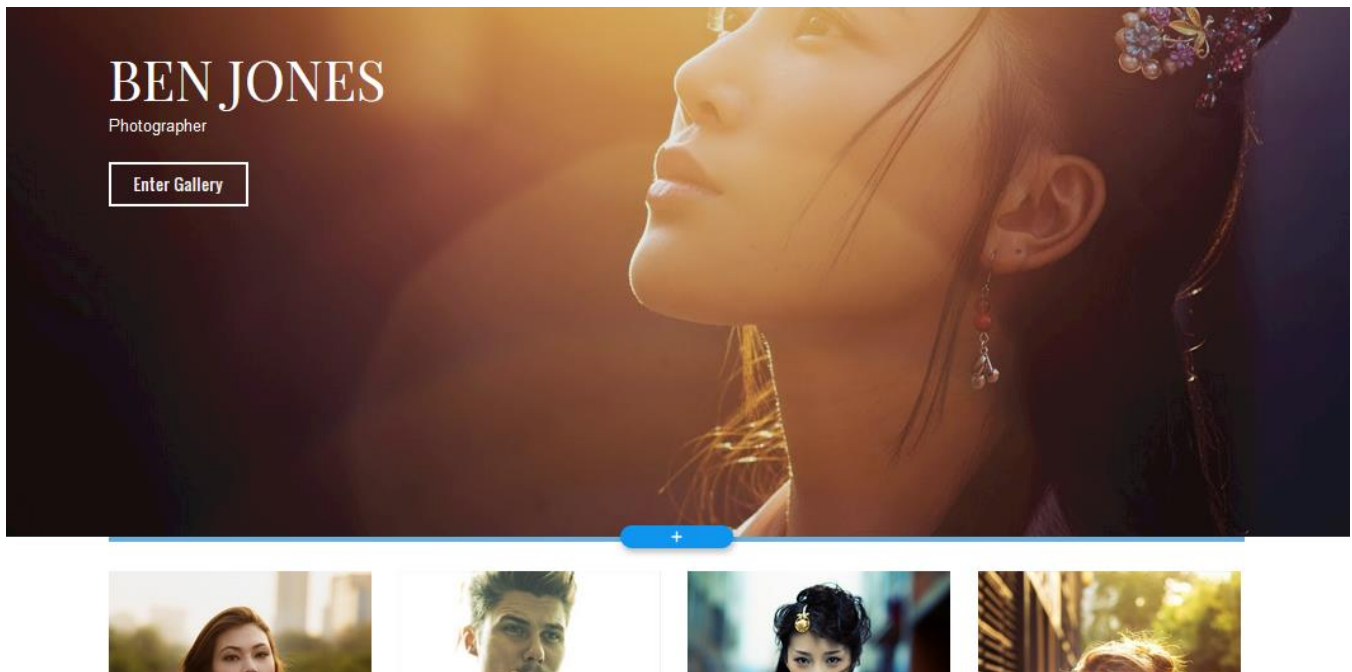
You can add as many stripes as you wish to your page, and add different elements within them to create a unique design. You never have to start from scratch, since templates are always ready for you to redesign with the fonts, colors, videos and images of your choice.

3. Adding a Stripe

You can add as many different stripes as you wish to fit the functionality and the design of your choice.

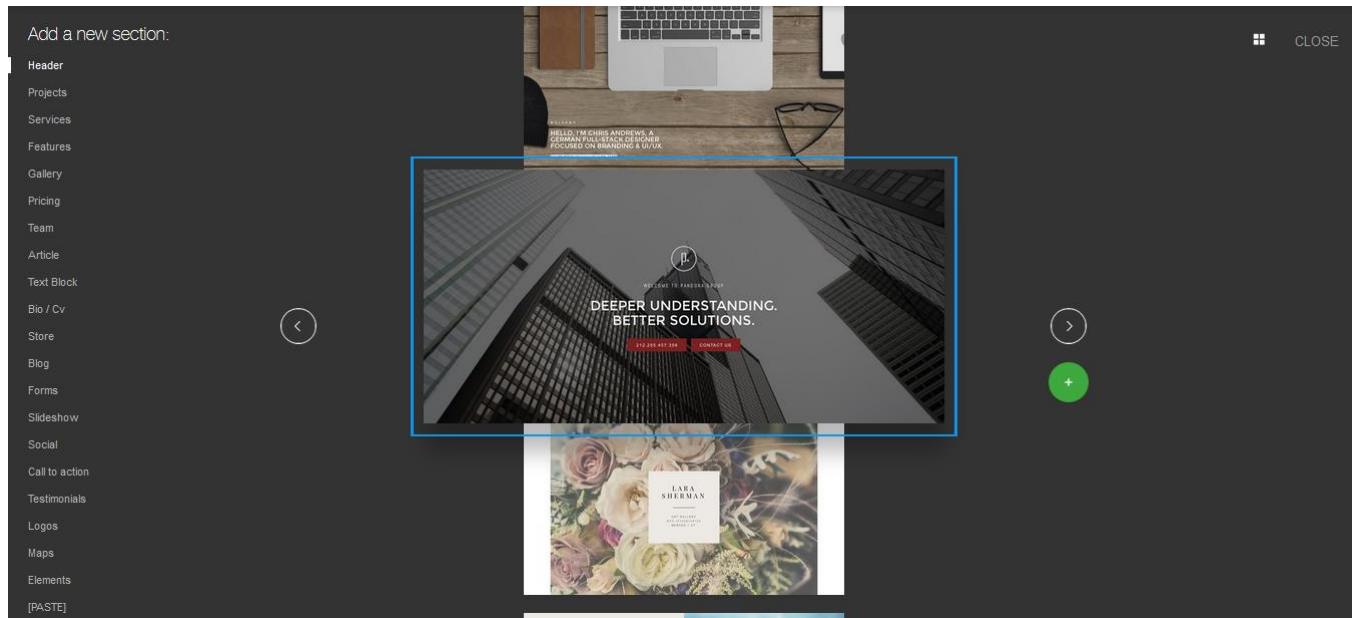
To add a new stripe to a page:

1. Select the best location for your new stripe between the existing ones and click the blue **plus (+) button** which appears as you hover:



2. Now, you'll see a variety of sections to choose from. These are sorted into galleries according to their function.

From the left menu, select the type of stripe you're looking for:



3. As you click on the section of your choice, on the right you'll see different design templates. Use the arrow buttons to browse through them until you find the one you like.
4. After selecting a template, click the **Add Section** button – the **green plus (+)** – to add the stripe to your page.
5. All done! Time to edit your new stripe.

4. Managing Stripes

On the right side of each stripe you'll find the **Stripe Toolbar**.

Press the **up and down arrows** to change the position of the stripe relative to other stripes on the page.

To **delete** a stripe, simply click the **red X icon**.

You can **duplicate** a stripe: just click the **copy** button (second icon from above).

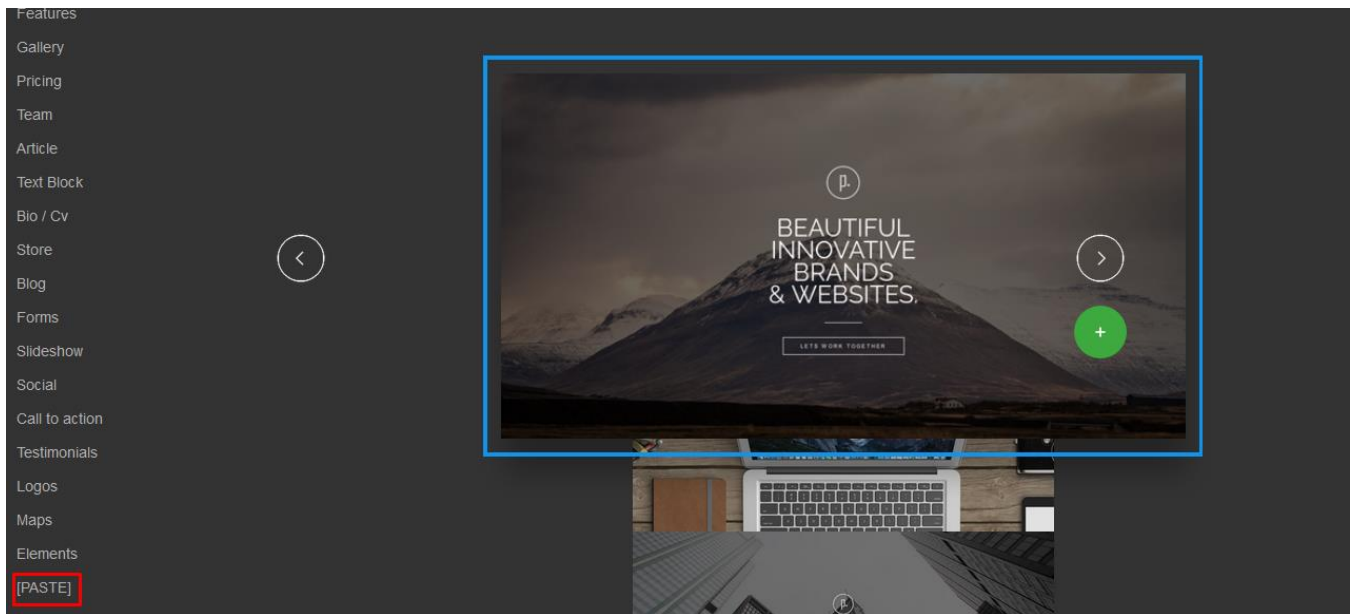
To **Paste** it at the location of your choice:

1. Click on the **blue (+)** you see when hovering between the different sections.

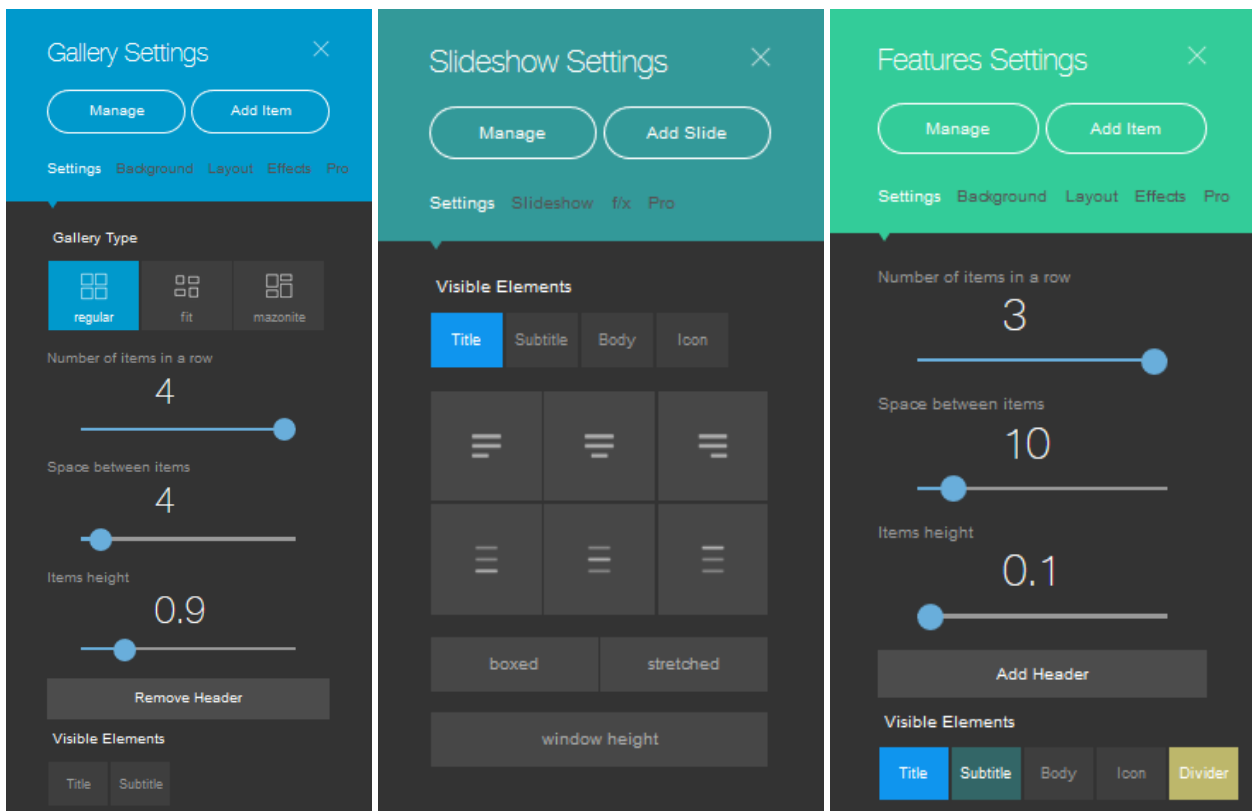
You'll see a menu on the left with different types of stripes to choose from.

2. Select **[PASTE]** at the very bottom of the left menu.



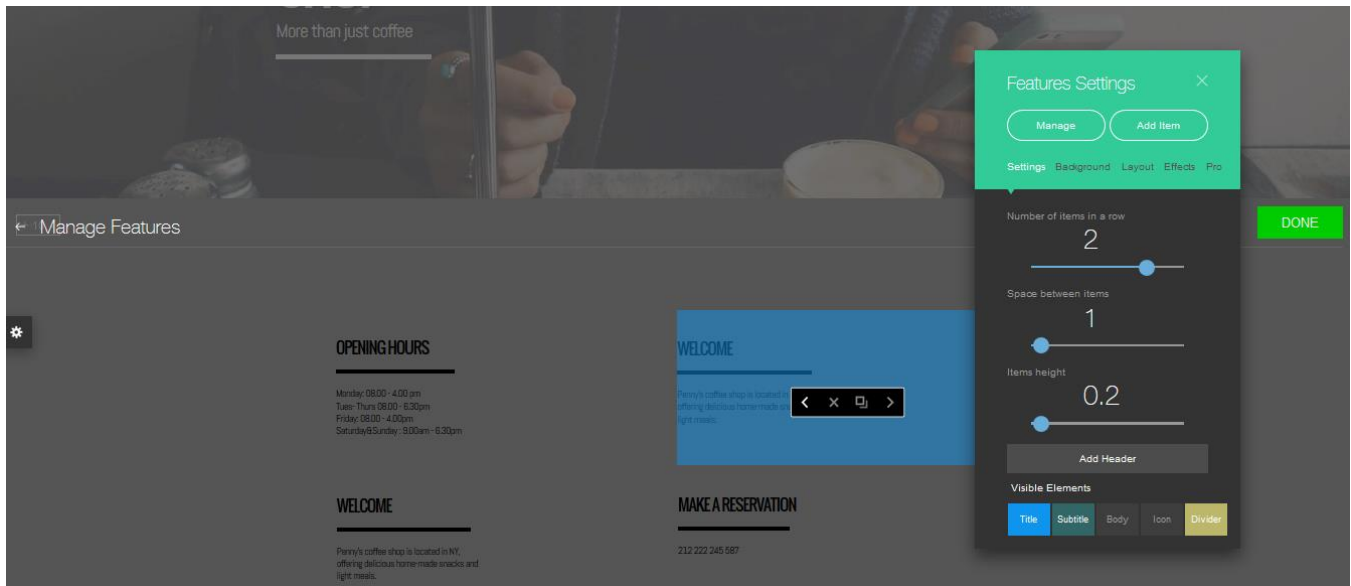


Click the **Stripe Settings** icon to see all available customizations. There are different types of menus for different type of stripes.



As a rule, the menu lets you to change the background, edit the layout, add effects, and play with the general appearance of the stripe. It also lets you add new items, such as slides and text sections.

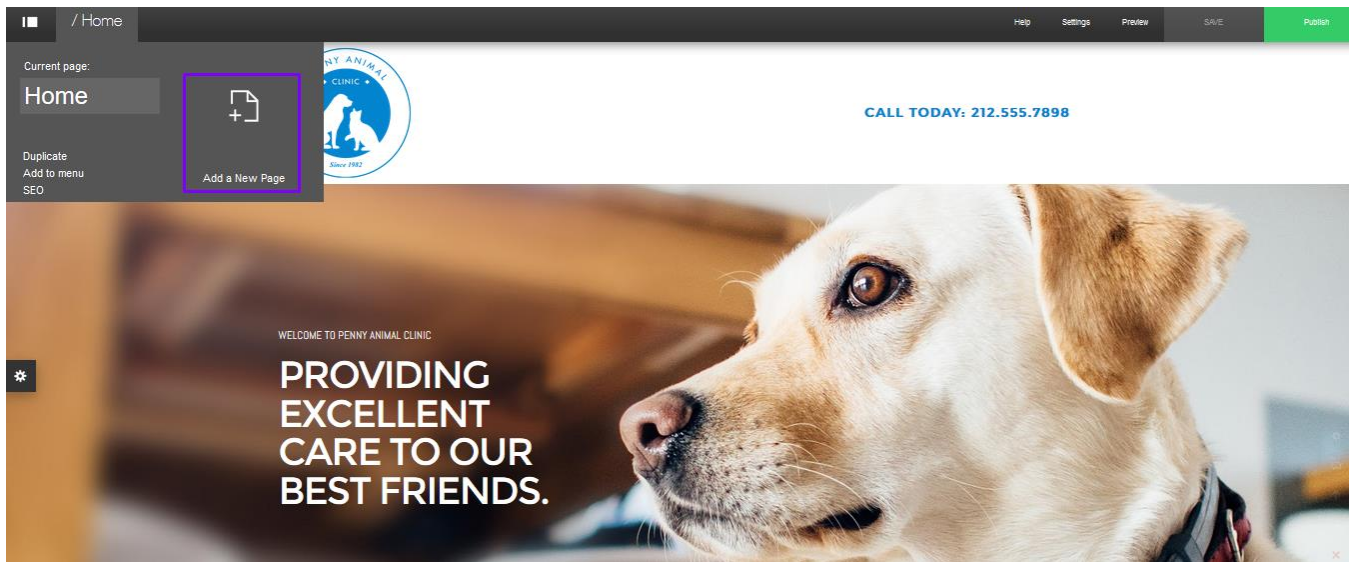
Click the **Manage** button to easily *remove, duplicate and change the order* of the items on the stripe. Simply hover above items to see the available options, then click **DONE** to save any changes.



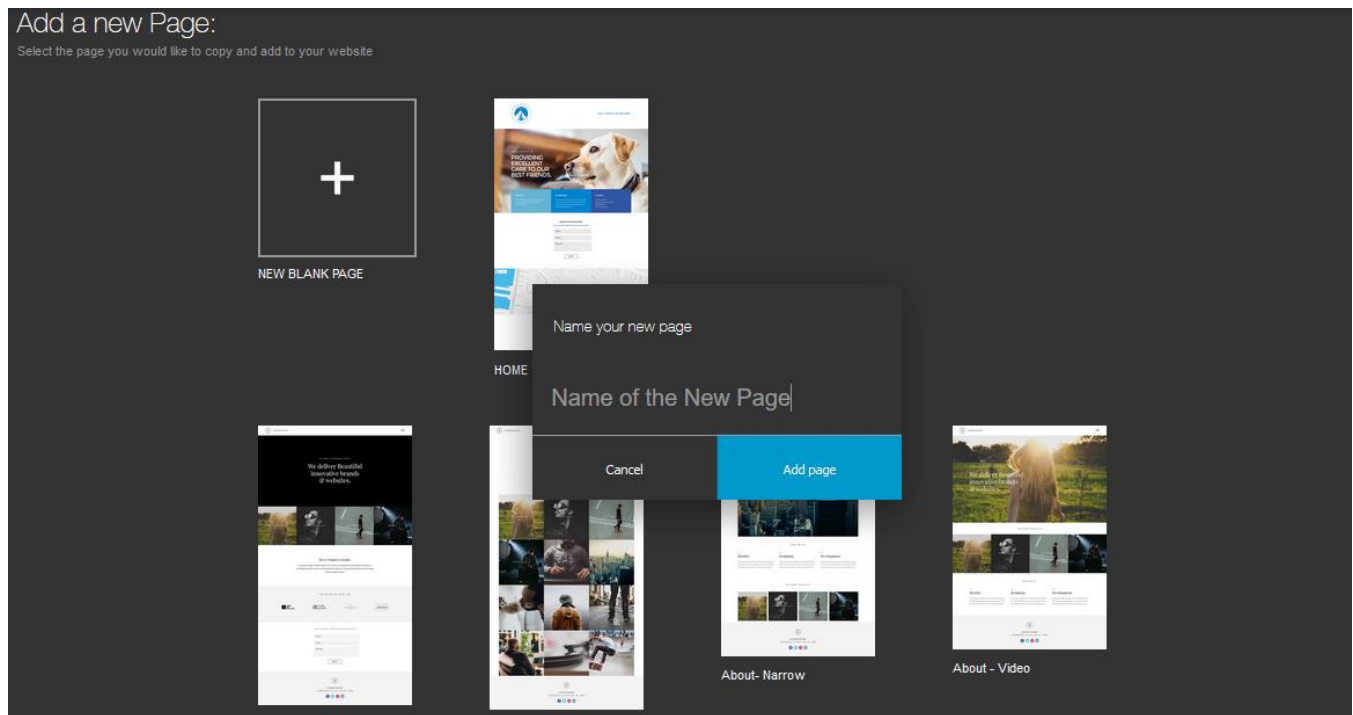
5. Adding a Page

To add a page:

1. Hover above **Home** in the left corner of the **Top Toolbar** and click the **Add a New Page** button.



2. You'll see a gallery with different page templates.
Here you can copy an existing page, add blank pages or select one from the available designs.
3. Click the page design of your choice and name it.

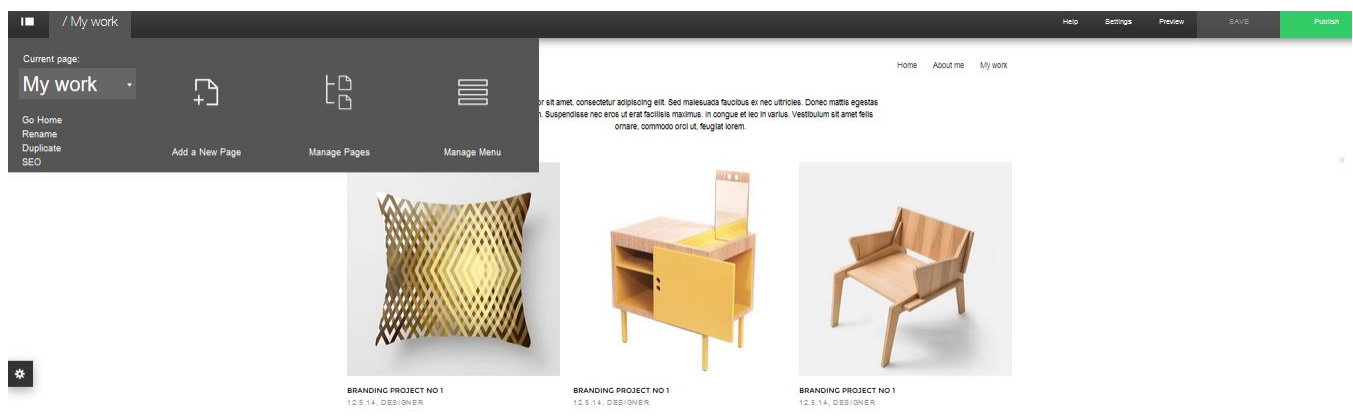


4. Select **Add Page**.
5. Next, you'll be asked if you wish to add it to your site's main menu. Choose the option you prefer.
6. Welcome to your new page: let the editing begin!

6. Managing Pages and Menus

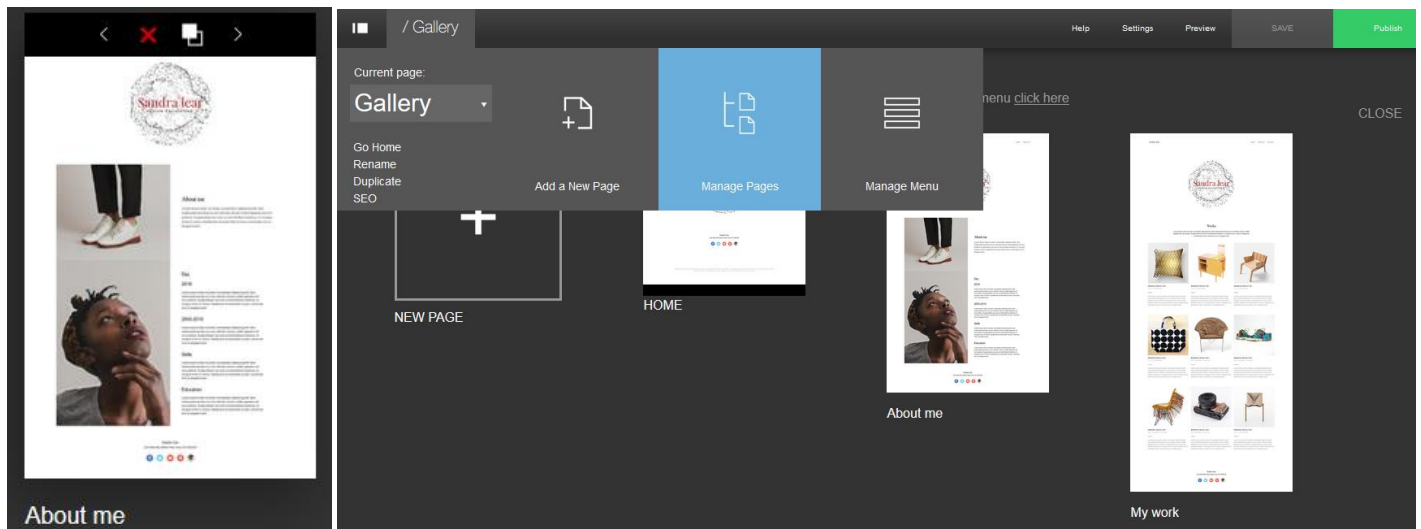
You can navigate between pages and manage them from the **Top Toolbar**.

On the left of the toolbar you'll see a dropdown menu with the name of the page you're currently editing. To navigate to a different page, simply select it from the menu.



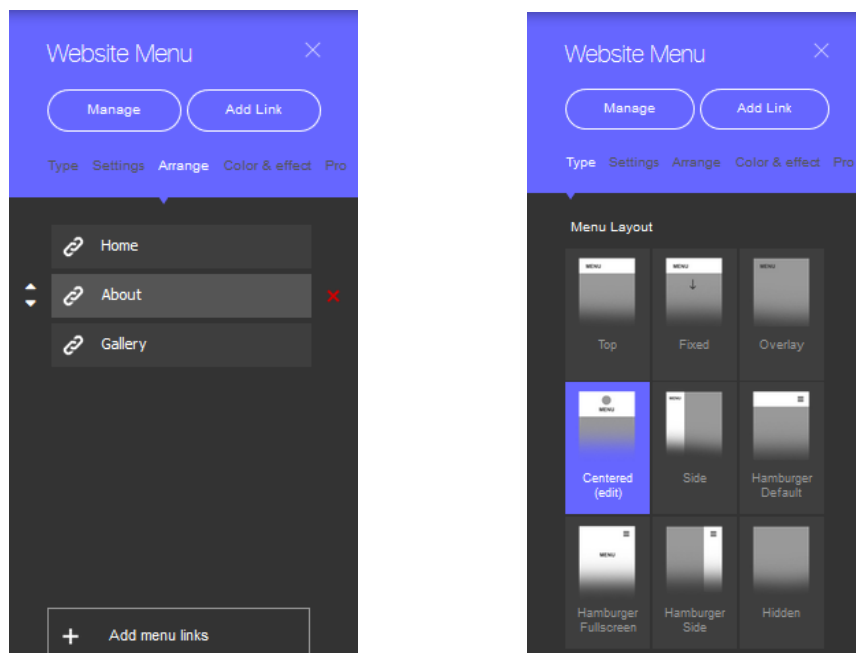
There you will also find options for renaming or duplicating the page you're working on.

Click the **Manage Pages** button to change the order of your pages, clone or delete them completely. Hover above the thumbnail of a page and you'll see a small toolbar with the available options.

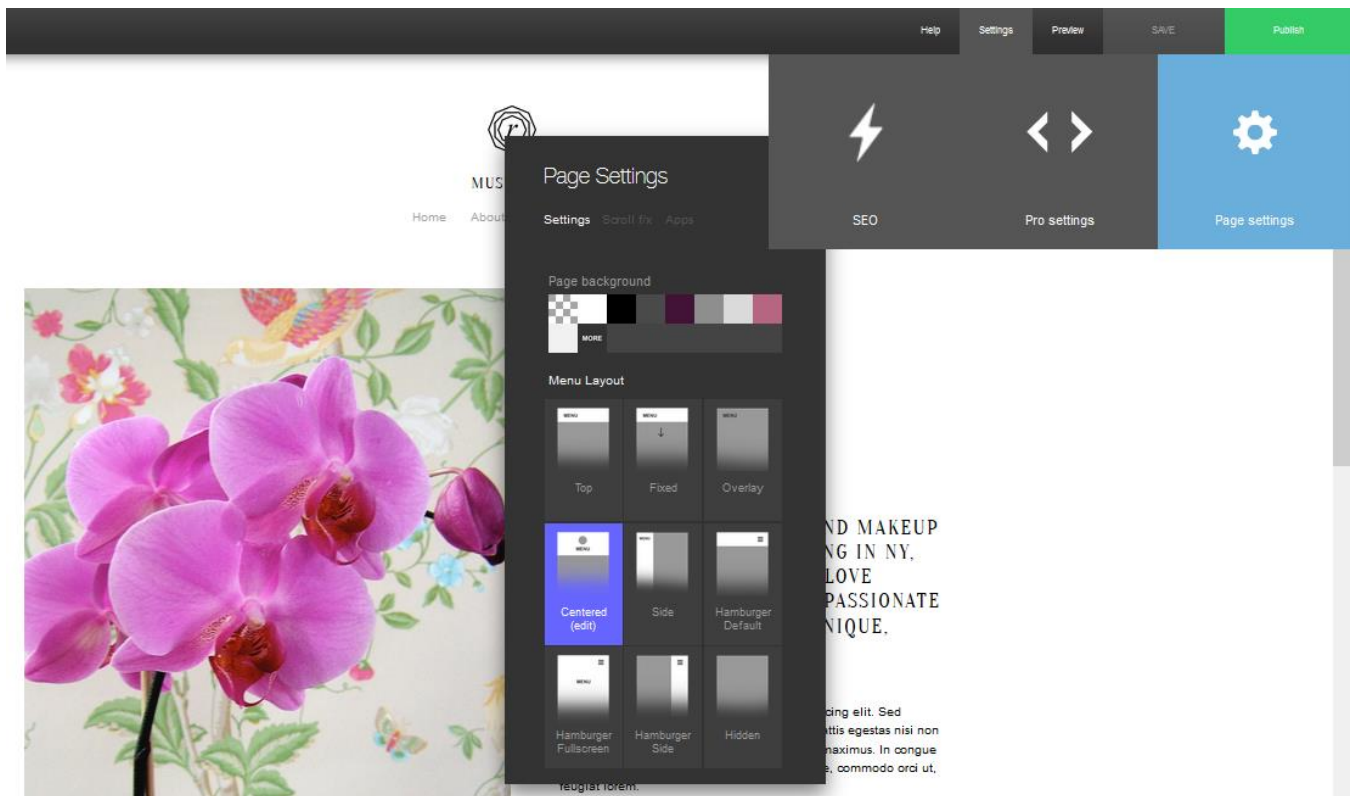


Keep in mind, however, changes you make in this section won't affect your website's menu. To do this, select **Manage Menu** from the Top Toolbar.


Here you can choose the design of your site's menu, delete or arrange the order of its sections, and add links.

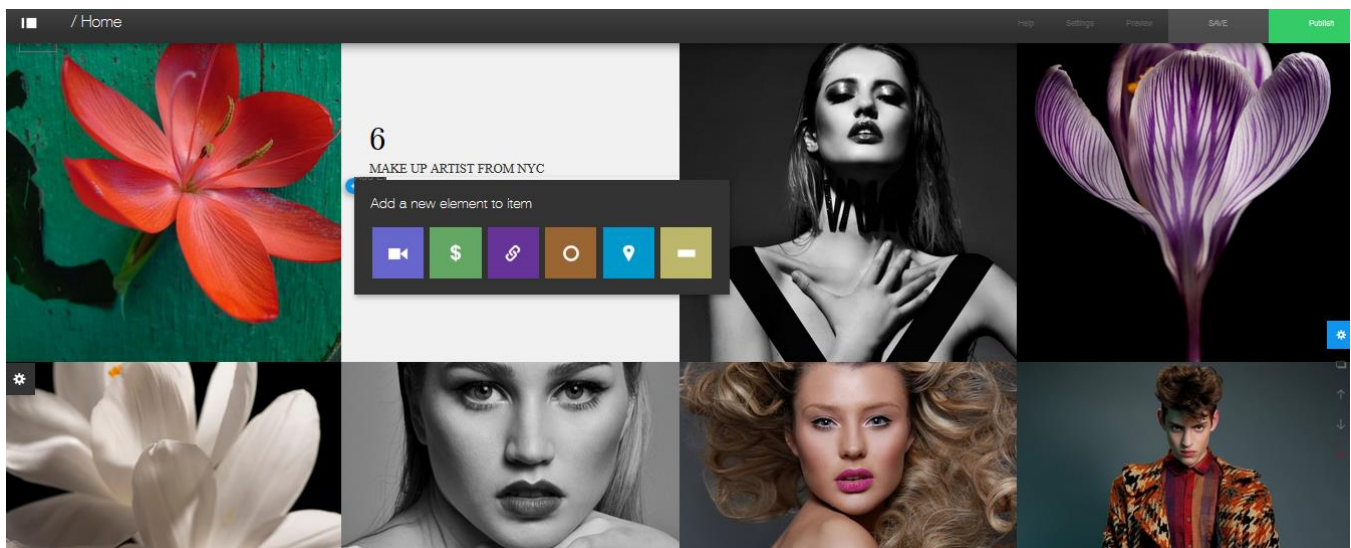


For more customization options for a specific page, select **Page Settings** in the Settings section on the top toolbar.



7. Adding and Removing Elements

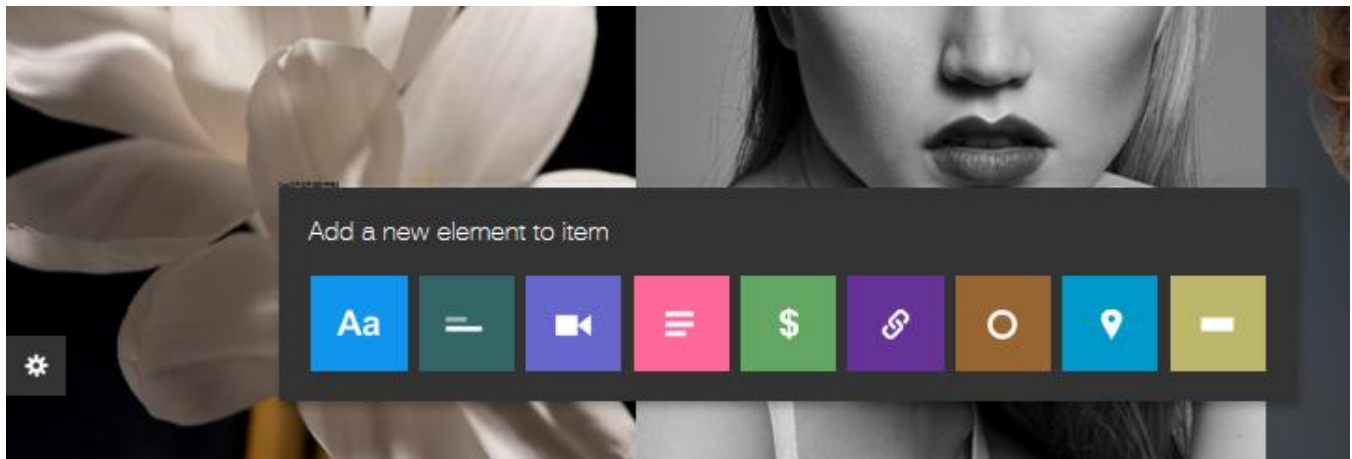
To add a new element, click **the grey (+) button**  which shows up as you hover next to the different items.



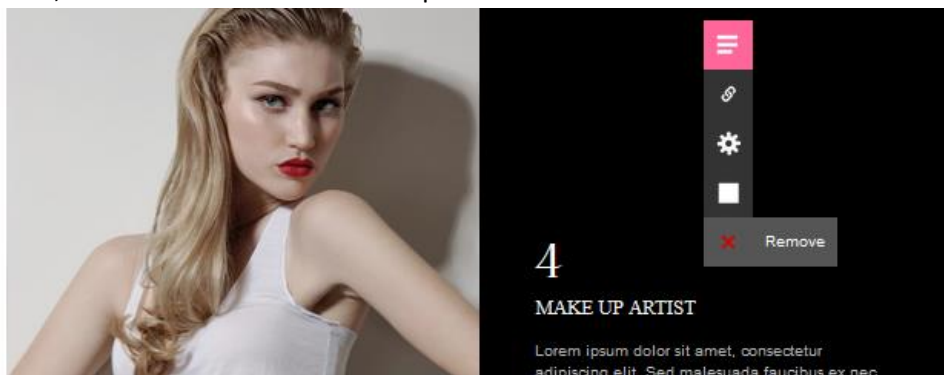
This opens a menu with elements for you to choose from.
The selection depends on the type of item you're adding the element to.

In general, you can add videos, images, prices, buttons, icons, maps and dividers, as well as social media buttons, text areas, titles and subtitles.

Simply click on the type of element you want to add, and it's there.



To **delete** an element, click on it. A **mini-menu** will open.



Then click on the **red X** and your element is gone.

8. Pictures

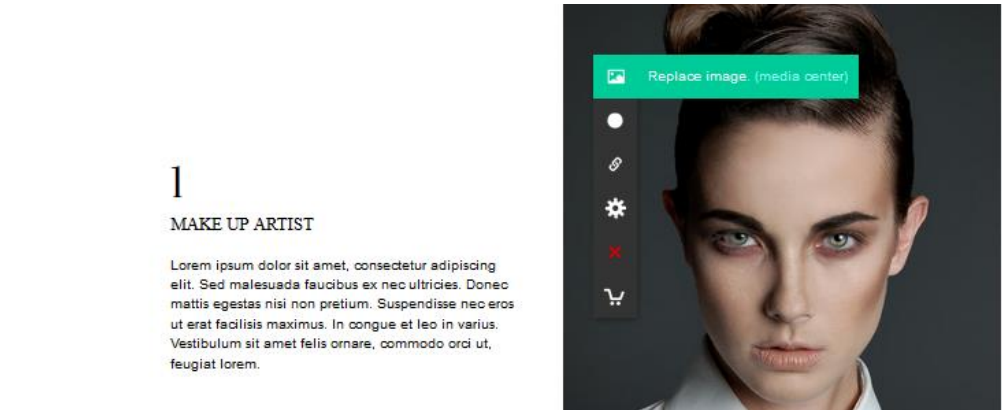
Picture Element:

To **add** a picture element, click on the item where you'd like it to be. Then select **Add Image**.

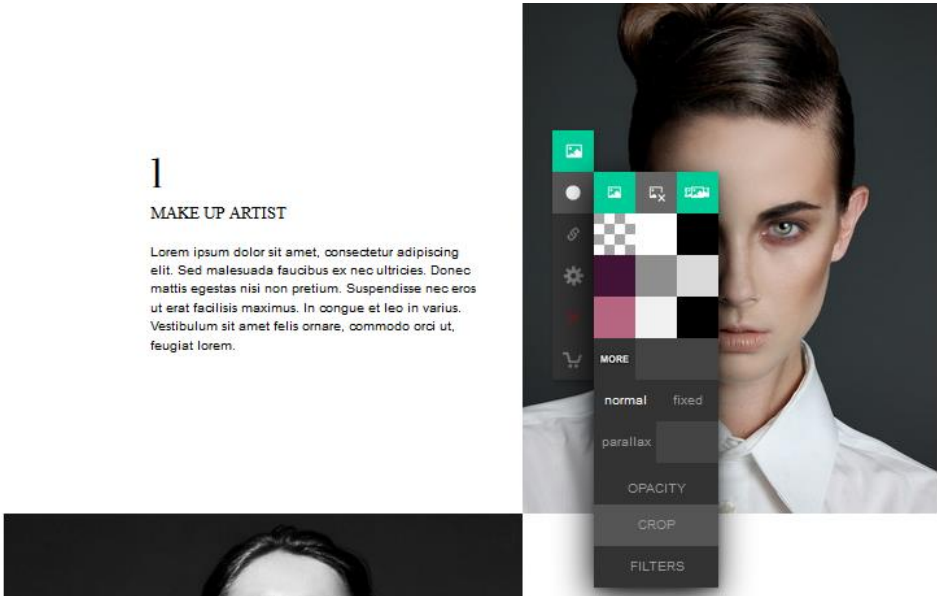
To **replace** a picture element, click on it and select **Replace Image** from the menu.

Next, choose a picture from your library or from our media center.

Deleting it is as easy as clicking the *red X icon*.



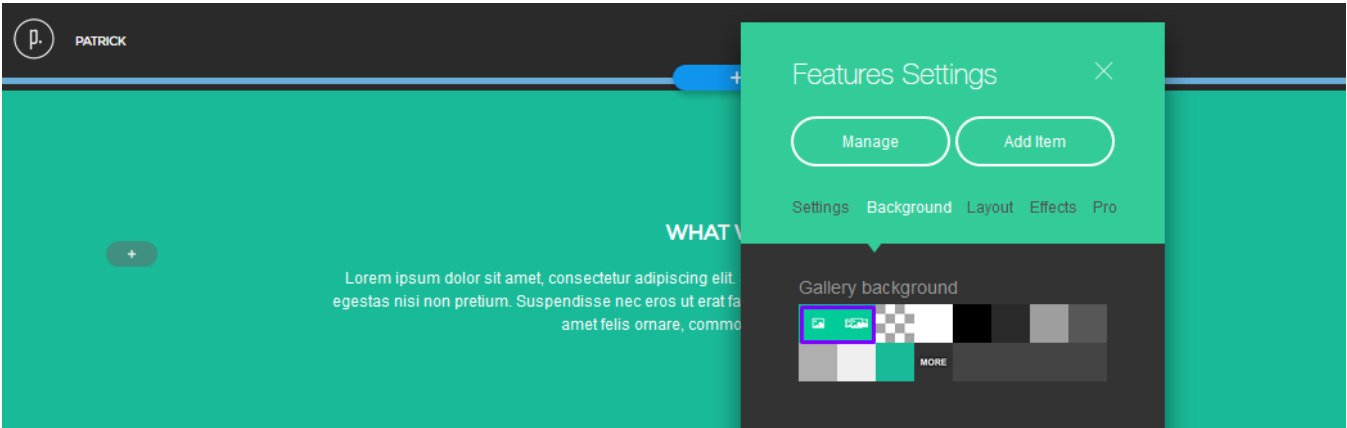
The same menu lets you edit the appearance of your image: add filters, overlays, choose its opacity, or crop it.



Background Image:

To add or replace a background image on a stripe, click the **blue Settings button** on the **Stripe Toolbar**.

In the menu, click the **Background** tab.

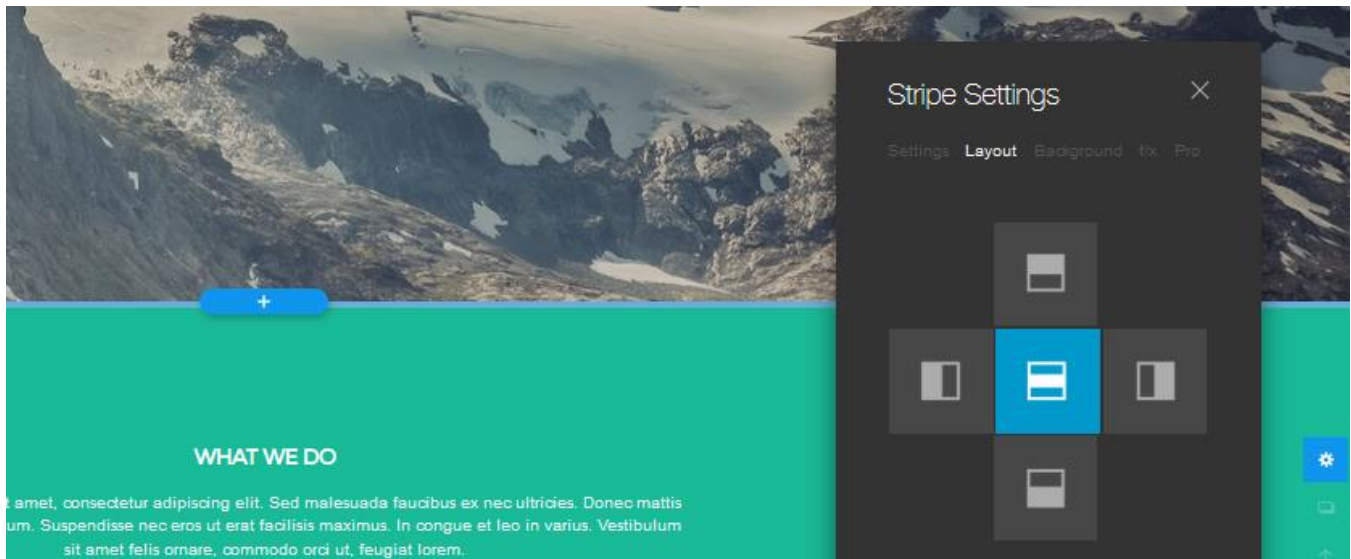


Here you'll be able to choose an image from your hard drive, or add one from the media center.

Layouts

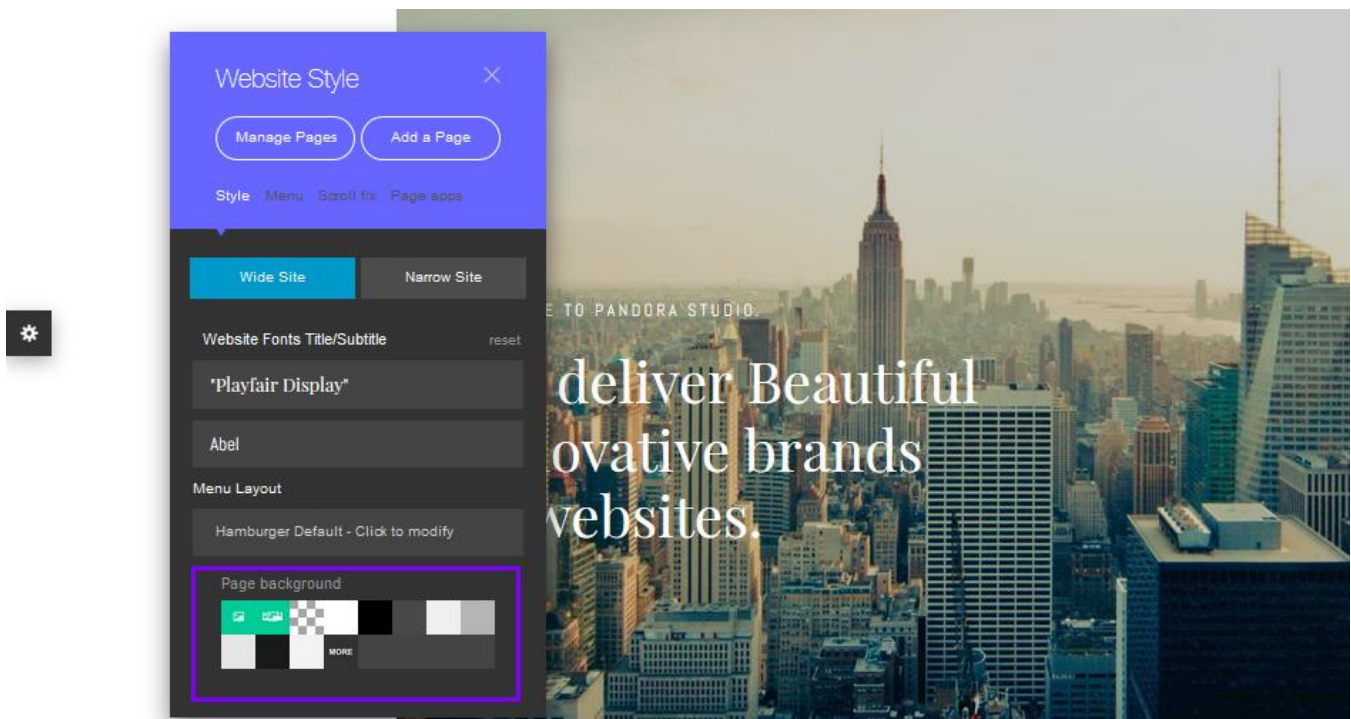
You can change the layout of a stripe by opening the **Stripe Settings** menu and clicking the **Layout** tab.

Play with the different options and see which one looks best on your page.



Website Background

To add an image to the background of the entire website, go to the **website style menu**, on the left.



At the bottom, you'll see the **Page Background** options.

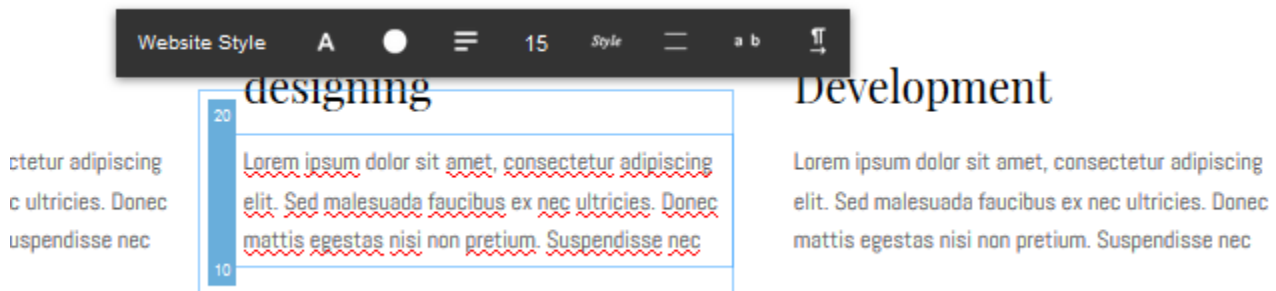
Here you can upload an image from your computer or select one from our media center.

9. Text – Title, Subtitle, Body

There are 3 kinds of text elements on your page: Title, Subtitle and Body.
To edit, just click on one of them and a **mini-menu** will open:



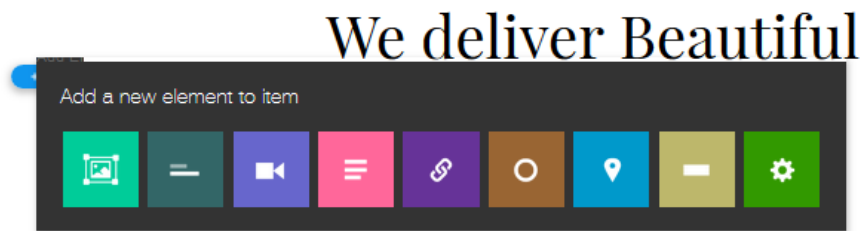
Click the **Edit** button to change the text along with its font, color and size.



10. Video

To add a video:

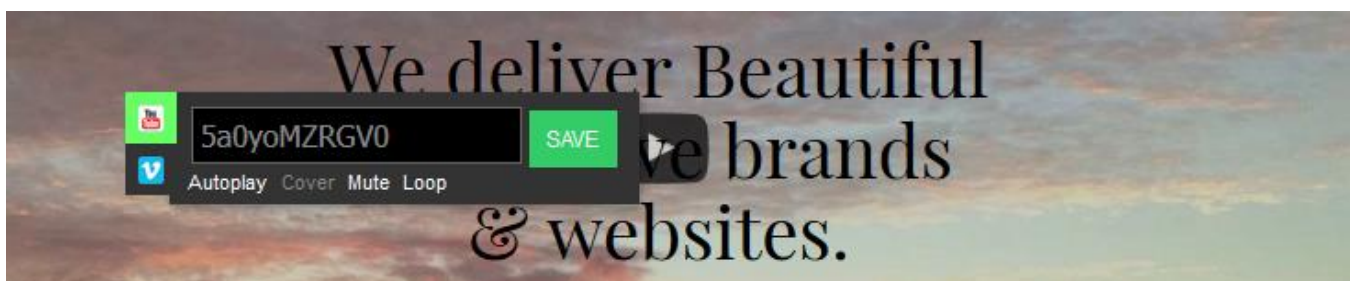
1. Click on the small **plus (+) button** which appears when you hover over the items in your stripe.
2. A selection of elements for you to add will show up: choose the one with the video icon.



3. A default video will appear in the stripe.
4. To change the video, click on it and a menu will pop up.



5. Click **Edit Video**, and paste a link from YouTube or Vimeo into the box.
Make sure the link looks like this: <https://www.youtube.com/watch?v=5a0yoMZRGV0>



6. You can set the video to autoplay, change its size, mute it and make it loop.
7. Once you're done, click **Save** to return to editing mode.

11. Links

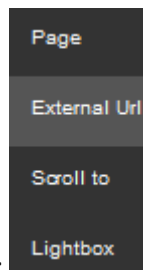
You can easily add links to elements on your page, such as text and images.

To do that, first click on the element of your choice to open its menu.



[If there's already an embedded link, such as a link to a lightbox on a picture element: Click **edit**, and **Remove Link**. Then, continue with the regular instructions.]

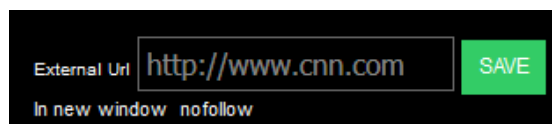
Click on the **link icon**



Here you'll see the types of links you can add:

To add an **internal link**, click on **Page**, then on the thumbnail of the page you want to connect.

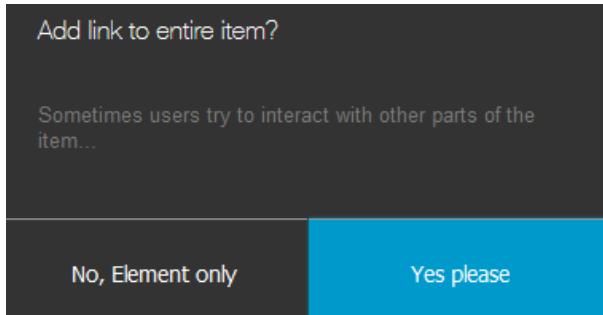
To add an **external link**, click on **External Url**.



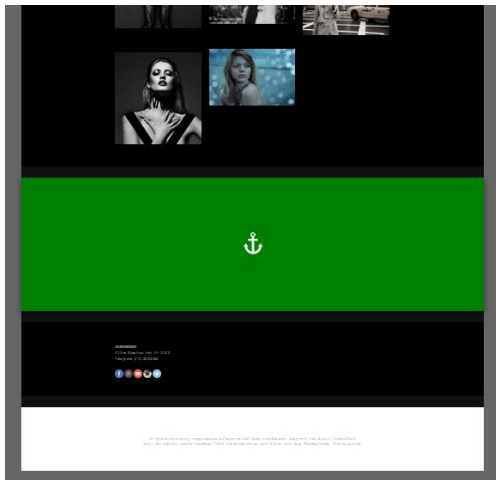
In the dialog box, paste the url for your link.

Here you can also choose for the link to open in a new window, and/or to be a nofollow link.

To link to a **lightbox**, click on that option and then select what you prefer from the dialog box:



If you want your link to be an **anchor**, so users will be transferred to another part of the page: click **Scroll to** in the element menu. Then, click on the section of your choice.



12. RAW

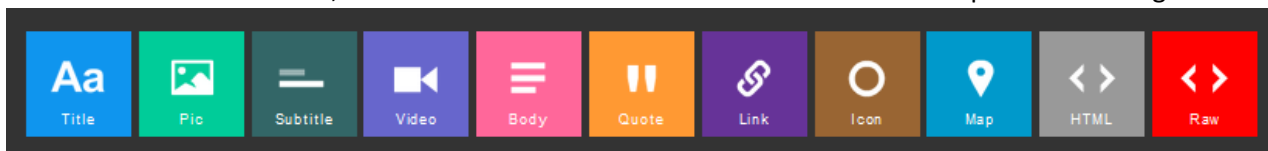
You can add HTML, CSS and JavaScript to your pages.

To do that, click on the **blue (+)** you see when hovering between the different sections.



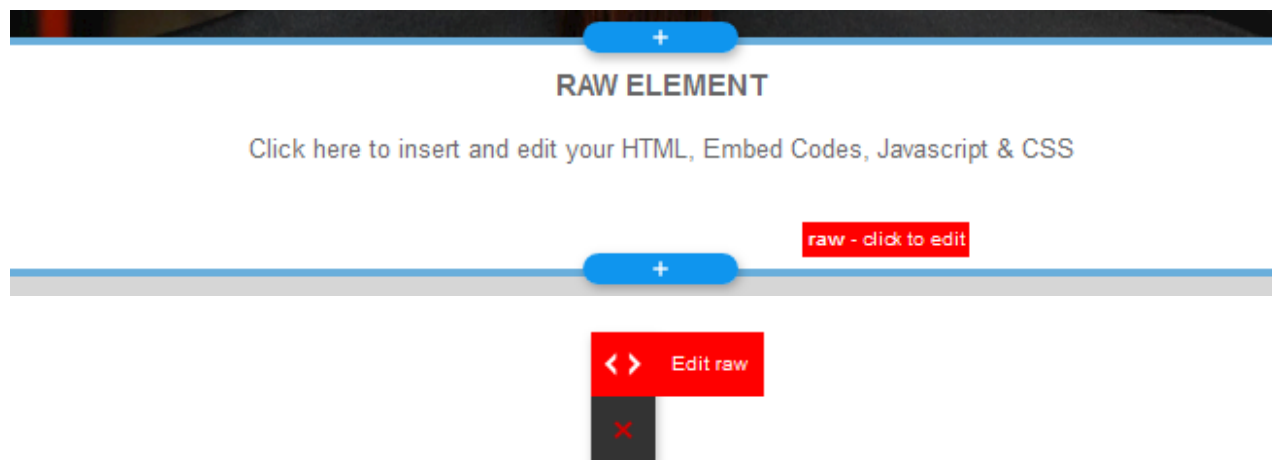
You'll see a menu on the left with different types of stripes to choose from.

At the bottom of this menu, click **Elements** and choose **RAW** or **HTML** from the options on the right:

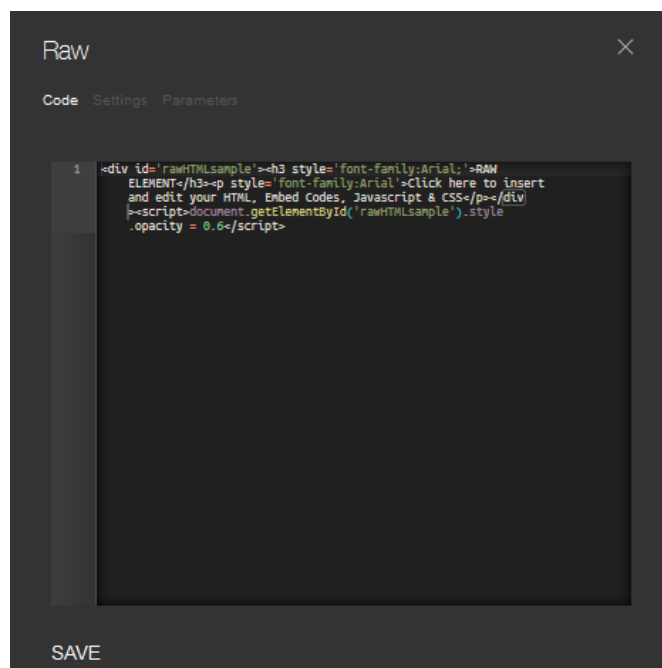


The RAW element adds your code to that of the entire site, while the HTML element adds it to the specific page.

You now have a new stripe entirely dedicated to your code.

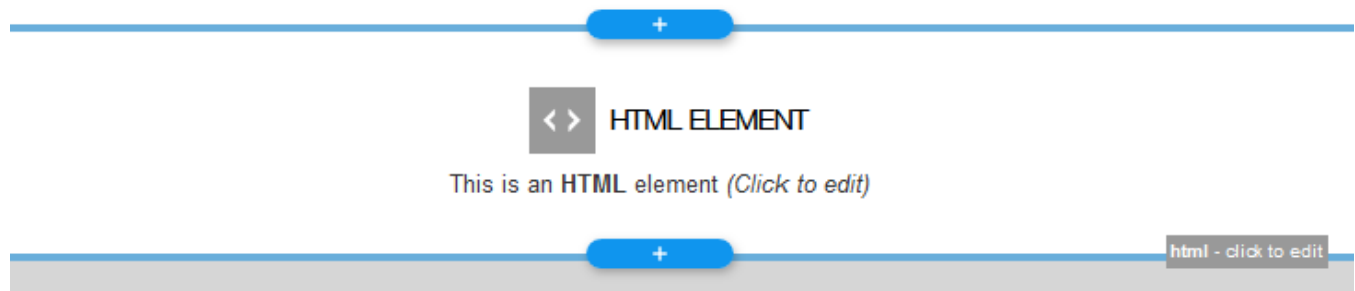


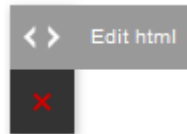
Click on the element stripe and select **Edit Raw**



When you're done editing the code, click **SAVE**.

If the element you chose to add was **HTML**:





Click on it and select **Edit HTML**

Enter the code, then click **SAVE**

☒ Center the content

```
<style>@font-face {font-family: 'HelveNueThinNormal';src: url(/fonts/helveticaueuthn-webfont.eot);src: url(/fonts/helveticaueuthn-webfont.eot?iefix) format('eot'),url(/fonts/helveticaueuthn-webfont.woff) format('woff'}
```

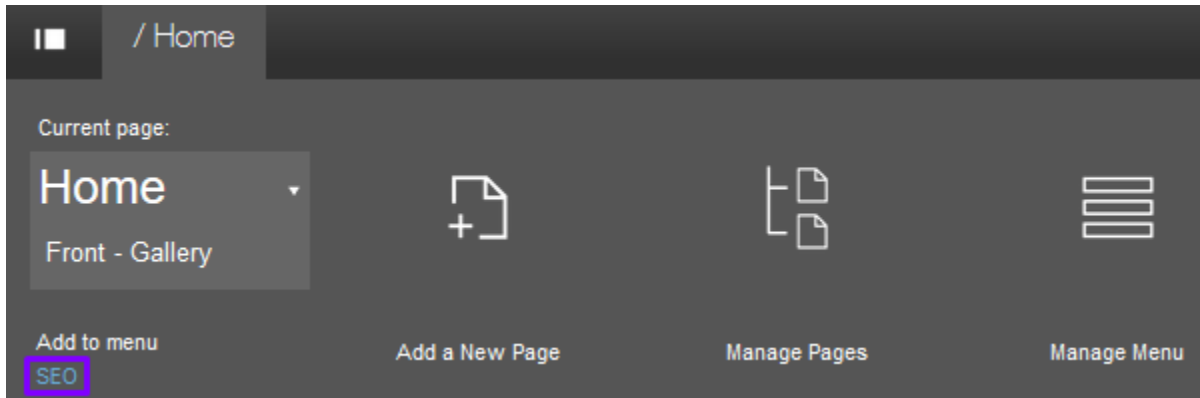
SAVE

13. SEO

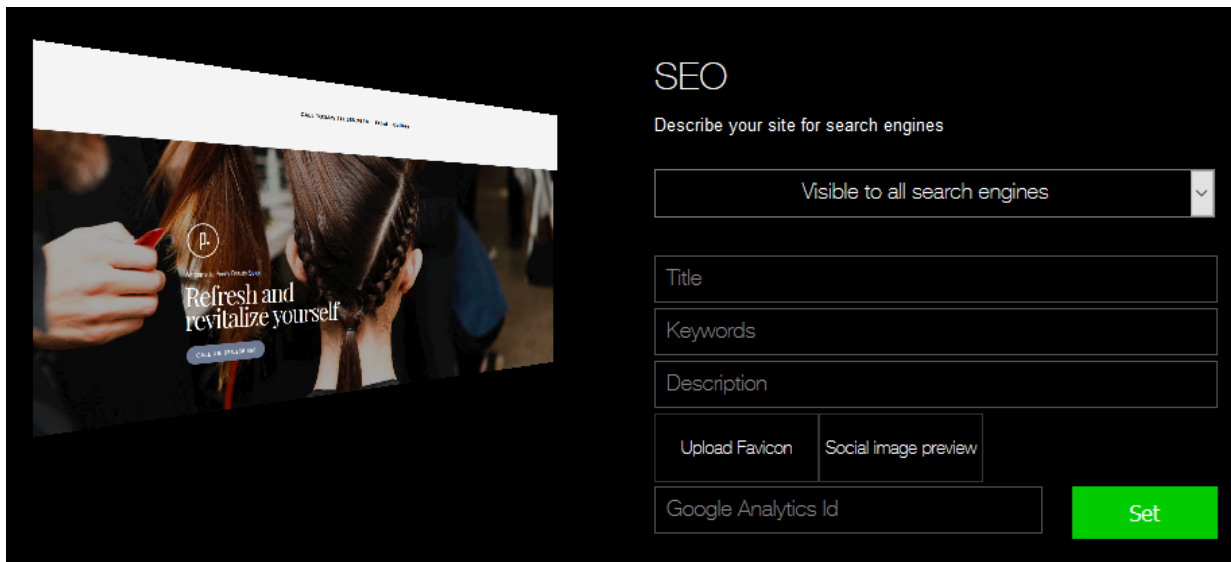
As a rule, XPRS sites enjoy great visibility and an excellent reputation on search engines.

You can set up your own SEO options:

Hover above **Home** in the left corner of the **Top Toolbar** and click **SEO**, at the bottom left.



You will be taken to this screen:



Here, you can describe your site and choose how it will appear in search engines.

Enter your site's title, the relevant keywords and a short description of what it's about.

You can also upload a favicon and a social image that will appear when your site is shared on social media.

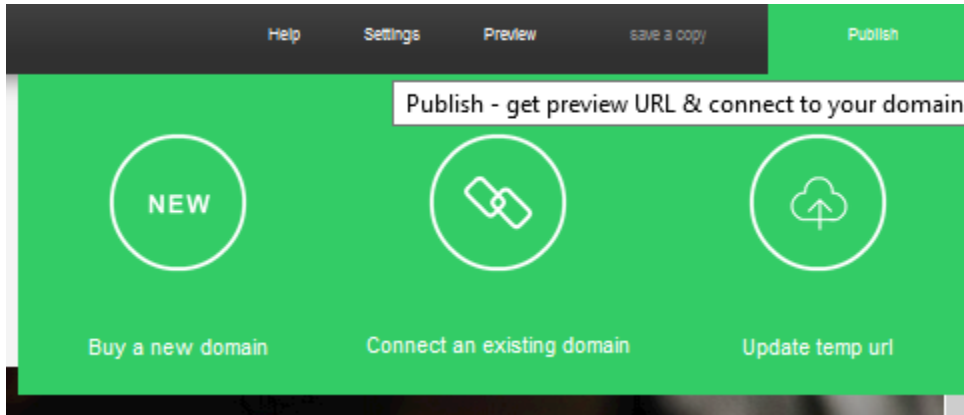
Finally, enter your Google Analytics ID, to track your site's activity.

When you're finished, click **SET** to save all settings.

14. Publishing Your Site

Publishing your site is a simple process.

Hover over the right corner of the **Top Toolbar**:



Next, choose one of the options: would you like a temp url for your site? Do you have an existing domain you wish to connect? Or maybe you want to buy a new domain?

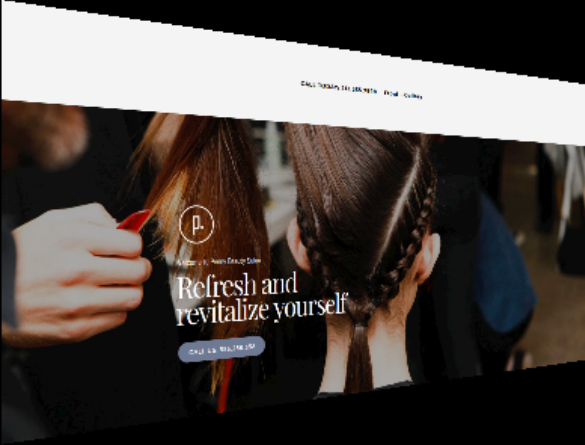
Click on the option of your choice, and move on to the next step: selecting the type of license you want.

A preview of a website for a hair salon. The website has a dark background with a photo of a person's hair being styled. The text on the website includes 'Refresh and revitalize yourself' and 'CALL US TODAY! 123 456 7890'.

Published!

Your XPRS URL:
Please wait, creating url...

<p>\$8</p> <p>/month</p>	<p>Monthly Commercial License</p> <p>Single domain connection for a single site. Unlimited bandwidth, unlimited storage, premium support, e-Commerce</p>
<p>\$6</p> <p>/month billed annually</p>	<p>Annual Commercial License</p> <p>Single domain connection for a single site. Unlimited bandwidth, unlimited storage, premium support, e-Commerce</p>
<p>\$21</p> <p>/month billed annually</p>	<p>Unlimited Licenses</p> <p>Unlimited domains connection for unlimited sites + full white-labelling. Great for designers, resellers and hosting companies. Unlimited bandwidth, unlimited storage, premium reseller support, e-Commerce.</p>




Purchase a license

XPRS Premium Membership
Annual subscription

Total (tax included) \$72.00

Got a coupon? [click here.](#)

PAYMENT DETAILS:



14-day money back guarantee on annual plans | Secure Payment | SSL Secured

[Continue](#)

[Cancel](#)

This payment will be billed to the card you specified. The name on the statement will be BLS™IM CREATOR
IM Creator Ltd. 302A West 12th Street, NY NY 10014 info@imiprs.com (212)643-5905

Fill in your payment details and click **Continue**, to connect your domain and then publish your site.

15. Resellers

Would you like to fully integrate your brand identity into our editor and allow your clients to create new sites with it? Our White Label program lets you do just that.

It's a one-stop site-building shop: no need for developers, hosting companies, etc. You only pay a yearly fee for the use of the XPRS editor, and can create and host an unlimited number of sites.

A small initial investment (a \$250 yearly payment) gets you:

- **Unlimited number of sites** to create and publish;
- **Unlimited free hosting** for all sites, no matter the traffic;
- **Your own editor** under **your brand and logo**;
- **Full control** of every feature within the editor. Including: pricing, languages, domain registration, templates, creating users, ability to edit all sites, and more;
- **Management of all sites and users**, full control of the template bank –add your own templates, or change the mixture of templates we created;
- **Tutorials and Manuals** (without our logo), to distribute among your users.



Who is this program for?

- **Web designers** looking for a web design tool
- **Resellers** focusing on a specific niche, such as restaurant owners in London, musicians in New York, etc.

We also have tiers relevant to agencies and hosting companies, giving these organizations the ability to host the sites on their own servers and charge users accordingly.

To find out more, check out our [White Label Dashboard](#) manual.