

THE RAINMAKER SITE BUILDING ROADMAP

TIPS FOR SETTING UP YOUR BASIC RAINMAKER SITE SETTINGS

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM



Overview of The Rainmaker Site Building Roadmap Webinar Series

- Each Month:
 - Webinar
 - Related Q&A
 - Webinar
 - Related Q&A



Overview of The Rainmaker Site Building Roadmap Webinar Series

- **February: Your Minimum Viable Website**



Overview of The Rainmaker Site Building Roadmap Webinar Series

- February: Your Minimum Viable Website
- **March: Setting Up and Maximizing Your Rainmaker Blog**



Overview of The Rainmaker Site Building Roadmap Webinar Series

- February: Your Minimum Viable Website
- March: Setting Up and Maximizing Your Rainmaker Blog
- **April: Getting More Traffic, Visibility, and Sales**



Overview of The Rainmaker Site Building Roadmap Webinar Series

- February: Your Minimum Viable Website
- March: Setting Up and Maximizing Your Rainmaker Blog
- April: Getting More Traffic, Visibility, and Sales
- **May: Email, Autoresponders, and Curated Newsletters**



Overview of The Rainmaker Site Building Roadmap Webinar Series

- February: Your Minimum Viable Website
- March: Setting Up and Maximizing Your Rainmaker Blog
- April: Getting More Traffic, Visibility, and Sales
- May: Email, Autoresponders, and Curated Newsletters
- **June: Selling Digital Downloads**



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- February: Your Minimum Viable Website
- March: Setting Up and Maximizing Your Rainmaker Blog
- April: Getting More Traffic, Visibility, and Sales
- May: Email, Autoresponders, and Curated Newsletters
- June: Selling Digital Downloads
- **July: Build Authority and Community Through Podcasting**



Overview of The Rainmaker Site Building Roadmap Webinar Series

- February: Your Minimum Viable Website
- March: Setting Up and Maximizing Your Rainmaker Blog
- April: Getting More Traffic, Visibility, and Sales
- May: Email, Autoresponders, and Curated Newsletters
- June: Selling Digital Downloads
- July: Build Authority and Community Through Podcasting
- **August: Educating and Engaging Customers w/ an LMS Course**



Overview of The Rainmaker Site Building Roadmap Webinar Series

- February: Your Minimum Viable Website
- March: Setting Up and Maximizing Your Rainmaker Blog
- April: Getting More Traffic, Visibility, and Sales
- May: Email, Autoresponders, and Curated Newsletters
- June: Selling Digital Downloads
- July: Build Authority and Community Through Podcasting
- August: Educating and Engaging Customers w/ an LMS Course
- **September: Sending the Right Message, To the Right People, at the Right Time with Marketing Automation**



Agenda



Agenda

- Launching live and migrating



Agenda

- Launching live and migrating
- Quick Help and Help Mode



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- Quick Help and Help Mode
- Settings overview



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- Tips for General settings



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- Tips for admin settings



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- Tips for admin settings
- Two important default pages



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- Launching live and migrating
- Quick Help and Help Mode
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- Tips for General settings
- Tips for Results settings
- Tips for admin settings
- Two important default pages
- Questions



Launching Live and Migrating

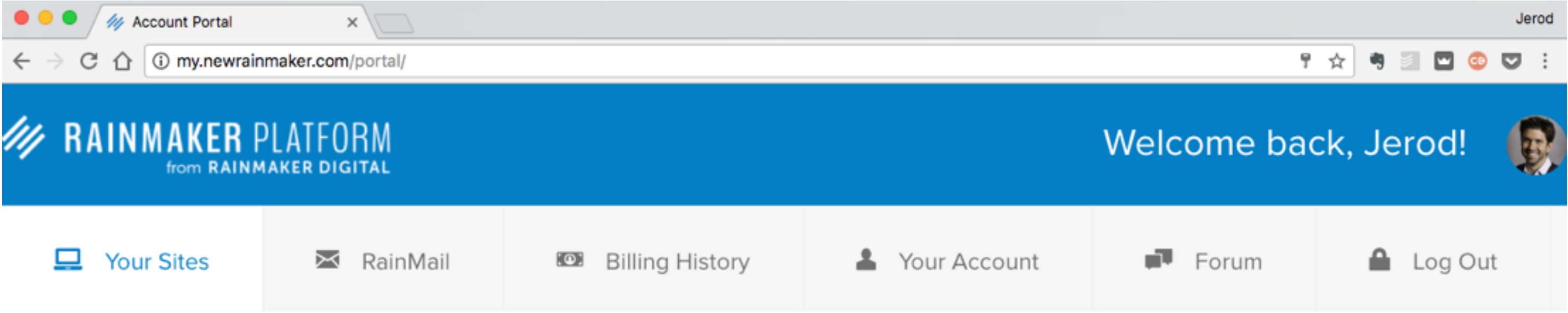


View Your Rainmaker Account

The screenshot shows the Rainmaker Platform admin dashboard. The browser address bar displays `jerod-morris.preview111.rmkr.net/admin/`. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help' (which is expanded). The 'Help' dropdown menu contains the following items: 'Quick Help', 'Help Mode' (with a toggle switch), 'Knowledge Base', 'Email Us', 'Your Account' (highlighted with a red arrow), and 'Search Knowledge Base'. The main dashboard area features a left sidebar with categories: Design, Content, Traffic, Conversion, Results, and Education. The central content area displays various analytics and reports, including 'A/B Tests', 'Right Now in P...', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A 'Quick Help' button is visible on the right side of the dashboard.



Confirm Preview Status / Launch Site to Live



Your Rainmaker Sites

+ ADD NEW SITE

Preview mode:
jerod-morris.preview111.rmkr.net ←

Rainmaker Platform Additional (Pro Annual)

OPEN SITE DASHBOARD | GET HELP

⚠ This site is currently in preview mode. When you are ready to launch your site live on your own domain, click the [Start Live Site Launch](#) link below.

Start Live Site Launch | Cancel This Site | Change Package/Billing Info | Can't Access This Site!





Access Knowledge Base

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/`. The user is logged in as "Jerod". The dashboard header includes navigation options: "Add New", "Edit", "Manage", "Help", and "Admin Screen Options". The "Help" dropdown menu is open, showing options: "Quick Help", "Help Mode" (with a toggle switch), "Knowledge Base" (highlighted with a red arrow), "Email Us", and "Your Account". Below the menu is a "Search Knowledge Base" input field. The main dashboard area displays "Dashboard" with a help icon, and several summary cards: "A/B Tests", "Right Now in Forums", "Membership Order Summary", "Membership Order Statistics", and "Membership Subscriptions Summary". A "Quick Help" button is visible on the right side of the dashboard.



View Instructions for Live Site Launch

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/admin.php?page=rm_kb`. The page title is "Knowledge Base". A search bar at the top contains the text "launching site to live" with a red arrow pointing to it. Below the search bar, the "Quick Answers" section lists several links, including "How do I launch my site to a live domain name?". A "Quick Help" button is visible on the right side of the page. The left sidebar contains navigation options: Dashboard, Design, Content, Traffic, Conversion, Results, Education, and a "Collapse menu" button. The "Topics" section at the bottom shows dropdown menus for "Learn Rainmaker" and "Conversion".



View Instructions for Live Site Launch

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/admin.php?search_term=launching+site+to+live&page=rm_kb&space_id&space_title`. The page title is "Knowledge Base" and the user is logged in as "Jerod". The interface includes a top navigation bar with "Add New", "Edit", "Manage", and "Help" options, and a sidebar menu with categories like "Dashboard", "Design", "Content", "Traffic", "Conversion", "Results", and "Education". The main content area displays search results for "launching site to live", with two items highlighted by red arrows: "Launching Your Site to Live" and "Start Your Live Site Launch". A "Quick Help" button is visible on the right side of the page.

Knowledge Base

Search Knowledge Base... Search

Available Topics

Search Results For "launching site to live"

- Launching Your Site to Live
- Start Your Live Site Launch
- Launch to a Live Domain (Video)
- How do I launch my site to a live domain name?
- Footer Options in the Appearance Editor
- Adding a Menu to a Menu Location
- Can site notices be used on landing pages?
- Add a Facebook Pixel to Your Site

Quick Help



Need to migrate?

<https://my.newrainmaker.com/rainmaker-services/>

Select the general service you need: *

- Site Migration ←
- Design-to-Theme Coding
- Theme Modification
- Site Setup Assistance

←

You must be logged into your my.newrainmaker.com customer account to access.

Email support@rainmakerplatform.com if you have questions.



Quick Help and Help Mode



Get Quick Help

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/`. The dashboard header includes navigation links: `+ Add New`, `Edit`, `Manage`, and `Help`. A user profile for `Jerod` is visible with the text `Greetings, jerod morris` and a gear icon for settings. A secondary header on the right contains `Admin Screen Options`. The main content area is titled `Dashboard` with a question mark icon. A left sidebar lists menu items: `Design`, `Content`, `Traffic`, `Conversion`, `Results`, `Education`, and `Collapse menu`. The main dashboard area contains several widget boxes: `A/B Tests`, `Right Now in Forums`, `Google Analytics Summary`, `Membership Order History`, `Membership Order Summary`, `Membership Order Statistics`, and `Membership Subscriptions Summary`. A red arrow points from the `Membership Order Statistics` widget to a green `Quick Help` button located in the right sidebar.



Get Quick Help

The screenshot shows the Rainmaker Platform admin dashboard. The browser address bar displays `jerod-morris.preview111.rmkr.net/admin/`. The top navigation bar includes links for `Add New`, `Edit`, `Manage`, and `Help`, along with a settings gear and a user profile for `Jerod` with the text `Greetings, jerod morris`. A secondary link `Admin Screen Options` is visible in the top right. The main dashboard area features a sidebar with menu items: `Design`, `Content`, `Traffic`, `Conversion`, `Results`, and `Education`, plus a `Collapse menu` button. The central content area is titled `Dashboard` and contains two dropdown menus: `A/B Tests` and `Right Now in Forums`. A help popup window is open on the right, titled `How can we help you?`, with a search input field and a list of help topics: `Knowledge Base` (Quick Start Guides & How-To Articles), `Your Account Portal` (Manage your Rainmaker Platform account), `Rainmaker Login Screens` (Video Tutorial), `How to Get Help` (How to get help when you need it.), and `Quick Answers` (Get answers to most common questions). There is also a link for `A/B Tests` and an `Email Us` button at the bottom of the popup.



Toggle Help Mode On

The screenshot shows the Rainmaker Platform admin dashboard. The top navigation bar includes a logo, '+ Add New', 'Edit', 'Manage', 'Help', a settings gear, and a user profile 'Greetings, jerod morris'. The 'Help' dropdown menu is open, showing options: 'Quick Help', 'Help Mode', 'Knowledge Base', 'Email Us', and 'Your Account'. A red arrow points to the 'Help Mode' toggle switch, which is currently turned off. The main dashboard area contains various widgets like 'A/B Tests', 'Right Now in F...', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A 'Quick Help' button is visible on the right side of the dashboard.

erod-morris.preview111.rmkr.net/admin/?activate_help_mode=1&hm_nonce=38f489fe84



Toggle Help Mode On

The screenshot shows the Rainmaker admin dashboard interface. At the top, there is a navigation bar with options: Add New, Edit, Manage, Help, and a user profile for Jerod Morris. The Help menu is open, showing a 'Quick Help' link and a 'Help Mode' toggle switch which is currently turned on. A modal dialog box is displayed in the center, containing the following text: "When Help Mode is toggled 'ON,' you will see convenient buttons throughout your Rainmaker dashboard that offer one-click assistance for various features. (Important: Toggling 'ON' or 'OFF' will cause your current screen to refresh, so SAVE YOUR WORK before clicking.)" Below the text are two buttons: 'Yes' (highlighted in red) and 'No'. On the right side of the dashboard, a vertical 'Quick Help' button is visible. The left sidebar contains menu items for Design, Content, Traffic, Conversion, Results, and Education. The URL at the bottom of the browser window is: `jerod-morris.preview111.rmkr.net/admin/?activate_help_mode=1&hm_nonce=38f489fe84`



Toggle Help Mode Off

The screenshot shows the Rainmaker Platform admin dashboard. The top navigation bar includes a logo, '+ Add New', 'Edit', 'Manage', 'Help', a settings gear, and a user profile for 'Jerod' with the text 'Greetings, jerod morris'. A dropdown menu is open under the 'Help' tab, listing 'Quick Help', 'Help Mode', 'Knowledge Base', 'Email Us', and 'Your Account'. A red arrow points to the 'Help Mode' toggle switch, which is currently turned on (green). Below the navigation bar, the dashboard content is visible, including a 'Dashboard' section with a 'Design' button, a 'Content' section with a 'Right Now in' button, and a 'Traffic' section. On the right side, there are several summary cards for 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A 'Quick Help' button is located on the right side of the dashboard.



Using Help Mode

The screenshot shows the AINMAKER Platform Admin interface. At the top, there is a navigation bar with options: Add New, Edit, Manage, and Help. The user is logged in as Jerod Morris. The main content area is titled "Settings" and has a help icon (a green speech bubble) next to it, which is highlighted with a red arrow. Below the title, there are tabs for different settings categories: General, Design, Content, Traffic, Email, Conversion, Results, Podcast, and Social. The "General" tab is selected, and a help tooltip is displayed over it, also highlighted with a red arrow. The tooltip contains the following text:

General Settings
Here is where you can add your site's name and description, and set your time zone.
[Learn more about the General Settings](#)

The main content area shows the "General Settings" form. It includes a text input field for the site name, a text input field for the site description (with a placeholder "Create meaning by balancing pride and humility."), and a dropdown menu for the time zone (set to "UTC-6"). Below the form, there is a "Quick Help" button on the right side. At the bottom of the page, the current UTC and local times are displayed.



Settings Overview



The Settings Gear Icon

The screenshot shows the Rainmaker Platform admin dashboard. At the top, there is a blue navigation bar with the Rainmaker logo, a '+ Add New' button, and 'Edit', 'Manage', and 'Help' links. A red arrow points to a gear icon (the settings icon) located in the top right corner of this bar. To the right of the gear icon, the user's name 'Greetings, jerod morris' is displayed, along with a 'Quick Help' button. Below the navigation bar, the main content area is titled 'Dashboard'. On the left side, there is a vertical sidebar with icons and labels for 'Design', 'Content', 'Traffic', 'Conversion', 'Results', and 'Education'. The main dashboard area contains several widgets, including 'A/B Tests', 'Right Now in Forums', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. A dropdown menu is open from the gear icon, listing various settings categories: General, Design, Content, Traffic, Email, Conversion, Results, Podcast, and Social.



Navigating the Settings

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=general`. The page title is "Universal Settings < Primility". The user is logged in as "Jerod" and is greeted with "Greetings, jerod morris". The navigation menu includes "Add New", "Edit", "Manage", and "Help". The "Settings" section is active, with a red arrow pointing to the "General" tab. The "General" tab is selected, and the "Add Your Site Name" field contains "Primility". Below this, there is a text box for "Add Your Site Description" containing "Create meaning by balancing pride and humility." and a dropdown menu for "Set Your Time Zone" set to "UTC-6". A "Quick Help" button is visible on the right side of the page.

Dashboard

Design

Content

Traffic

Conversion

Results

Education

Collapse menu

Settings

General Design Content Traffic Email Conversion Results Podcast Social

General

Add Your Site Name

This is where the title of your new site goes, and will reflect in search engines and in your theme. For example, the Site Name of the Rainmaker site located at <http://unemployable.com> is Unemployable. Remember, you can update this later, so you don't need to make it "perfect" today.

Add Your Site Description

Your Site Description is your tagline. So, the Site Description for Unemployable is Resources for Freelancers and Entrepreneurs. Google will display your Site Name plus the Site Description as the link to your home page in the search results. Update it at any time.

Set Your Time Zone

Choose a city in the same time zone as you.

UTC time is 2017-02-06 19:03:08

Quick Help



Tips for General Settings



Site Name

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=general`. The page title is "Universal Settings < Primility". The user is logged in as "Jerod" and is greeted with "Greetings, jerod morris". The navigation bar includes "Add New", "Edit", "Manage", and "Help" buttons. The left sidebar contains a "Dashboard" link and several menu items: "Design", "Content", "Traffic", "Conversion", "Results", and "Education". The main content area is titled "Settings" and has tabs for "General", "Design", "Content", "Traffic", "Email", "Conversion", "Results", "Podcast", and "Social". The "General" tab is active. Under the "General" section, there are three main settings:

- Add Your Site Name:** A text input field containing "Primility". A red arrow points to this field. Below the field is a help text: "This is where the title of your new site goes, and will reflect in search engines and in your theme. For example, the Site Name of the Rainmaker site located at `http://unemployable.com` is Unemployable. Remember, you can update this later, so you don't need to make it 'perfect' today."
- Add Your Site Description:** A text input field containing "Create meaning by balancing pride and humility." Below the field is a help text: "Your Site Description is your tagline. So, the Site Description for Unemployable is Resources for Freelancers and Entrepreneurs. Google will display your Site Name plus the Site Description as the link to your home page in the search results. Update it at any time."
- Set Your Time Zone:** A dropdown menu currently set to "UTC-6". Below the dropdown is a help text: "Choose a city in the same time zone as you." At the bottom of this section, it says "UTC time is 2017-02-06 19:03:08".

A "Quick Help" button is visible on the right side of the page.



Site Description

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=general`. The page title is "Settings" and the user is logged in as "Greetings, jerod morris". The left sidebar contains navigation options: Dashboard, Design, Content, Traffic, Conversion, Results, and Education. The main content area has tabs for General, Design, Content, Traffic, Email, Conversion, Results, Podcast, and Social. The "General" tab is active, showing the following settings:

- Add Your Site Name:** . Description: "This is where the title of your new site goes, and will reflect in search engines and in your theme. For example, the Site Name of the Rainmaker site located at `http://unemployable.com` is Unemployable. Remember, you can update this later, so you don't need to make it "perfect" today."
- Add Your Site Description:** . Description: "Your Site Description is your tagline. So, the Site Description for Unemployable is Resources for Freelancers and Entrepreneurs. Google will display your Site Name plus the Site Description as the link to your home page in the search results. Update it at any time." A red arrow points to this field.
- Set Your Time Zone:** . Description: "Choose a city in the same time zone as you." UTC time is 2017-02-06 19:03:08.

A "Quick Help" button is visible on the right side of the settings area.



Set Time Zone

The screenshot shows the 'Universal Settings' page for 'Primility'. The 'General' tab is active, and the 'Set Your Time Zone' field is highlighted with a red arrow. The current time zone is 'UTC-6'. Below the time zone field, the UTC time is displayed as '2017-02-06 19:03:08'. The page also includes a 'Quick Help' button on the right side.

Universal Settings < Primility — x Jerod

jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=general

+ Add New Edit Manage Help Greetings, jerod morris

Dashboard

Design Content Traffic Conversion Results Education

Settings ?

General Design Content Traffic Email Conversion Results Podcast Social

General

Add Your Site Name Primility

This is where the title of your new site goes, and will reflect in search engines and in your theme. For example, the Site Name of the Rainmaker site located at http://unemployable.com is Unemployable. Remember, you can update this later, so you don't need to make it "perfect" today.

Add Your Site Description Create meaning by balancing pride and humility.

Your Site Description is your tagline. So, the Site Description for Unemployable is Resources for Freelancers and Entrepreneurs. Google will display your Site Name plus the Site Description as the link to your home page in the search results. Update it at any time.

Set Your Time Zone UTC-6

Choose a city in the same time zone as you.

UTC time is 2017-02-06 19:03:08

Quick Help



Set Time Zone

The screenshot shows a Google search interface. The search bar contains the text "what is utc time right now?". Below the search bar, the "All" tab is selected. The search results show "About 6,500,000 results (0.84 seconds)". The main result is a box containing the text: "7:06 PM", "Tuesday, January 31, 2017", and "Coordinated Universal Time (UTC)".

(Googled at 1:06 p.m. local time)



Set Time Zone

Google search results for "what is utc time right now?". The search bar shows the query. Below the search bar, it says "About 6,500,000 results (0.84 seconds)". The main result displays "7:06 PM" in large text, followed by "Tuesday, January 31, 2017" and "Coordinated Universal Time (UTC)".

(Googled at 1:06 p.m. local time)

Universal Settings - jerod-morris X
jerod-morris.preview111.rmktab

General

1. Add Your Site Name

2. Add Your Site Description

3. Set Your Time Zone

Save and Continue

- Tahiti
- Tarawa
- Tongatapu
- Wake
- Wallis
- UTC
- UTC
- Manual Offsets
- UTC-12
- UTC-11:30
- UTC-11
- UTC-10:30
- UTC-10
- UTC-9:30
- UTC-9
- UTC-8:30
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- UTC+2:30
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- UTC+3:30
- UTC+4
- UTC+4:30
- UTC+5
- UTC+5:30

and will reflect in search
the Site Name of the
able.com is Unemployable.
you don't need to make it

and humility.

Site Description for
and Entrepreneurs. Google
description as the link to your
at any time.

Quick Help



Other General Settings

Universal Settings - Primility - x
jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=general

+ Add New Edit Manage Help

Jerod Greetings, jerod morris

Results

Education

Collapse menu

Your Site Description is your tagline. So, the Site Description for Unemployable is Resources for Freelancers and Entrepreneurs. Google will display your Site Name plus the Site Description as the link to your home page in the search results. Update it at any time.

Set Your Time Zone UTC-6

Choose a city in the same time zone as you.

UTC time is 2017-02-06 19:03:08

Local time is 2017-02-06 13:03:08

Configure HTTPS

HTTPS is not available on preview sites. After making your site live in your [Rainmaker Account Portal](#), you will find an option to "Request SSL."

Enable Rainmaker Labs

By enabling this option you will activate a new settings tab where you can try out cutting-edge features we are developing and testing for possible inclusion in future Rainmaker releases. We want your feedback on these features, what works and what doesn't, [so please feel encouraged to provide feedback here about Labs features](#). **NOTE: Rainmaker Labs is an experimental feature set. You use these features at your own risk.** However, if you do have an issue with a Rainmaker Labs feature, disable it and [let us know immediately](#).

Save

Quick Help



Tips for Results Settings



Set up Google Analytics

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=results`. The page title is "Settings" and the user is logged in as "Jerod". The navigation bar includes "Add New", "Edit", "Manage", and "Help". The left sidebar contains menu items: Dashboard, Design, Content, Traffic, Conversion, Results, Education, and Collapse menu. The main content area shows the "Settings" page with tabs for General, Design, Content, Traffic, Email, Conversion, Results, Podcast, and Social. The "Results" tab is selected and highlighted with a red arrow. Below the tabs, the "Google Analytics" section is visible, featuring a "Connect with Google" button and a "Setup Google Account" button, which is also highlighted with a red arrow. A "Save" button is located at the bottom left of the settings area. A "Quick Help" button is visible on the right side of the page.

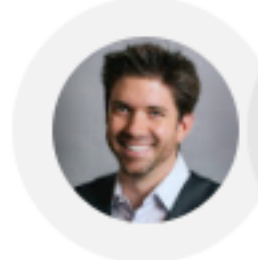



Set up Google Analytics



Request for Permission

Secure | https://accounts.google.com/o/oauth2/auth?response_type=code&redirect_uri=http%3A%2F%2Foauth.newrainmaker.com%2Fauthorization%2F

Google

▾ Rainmaker Platform would like to:

 Have offline access 

Deny Allow



Set up Google Analytics

The screenshot shows the 'Settings' page in the Rainmaker Platform admin interface. The browser address bar shows the URL: `jerod-morris.preview111.rmkr.net/admin/admin.php?page=universal-settings&tab=results&debug=display&code=4%2FTYdvyVNTHfeXiySZgkLSN5ewnA0yeZ7...`. The page title is 'Settings' with a help icon. A horizontal menu contains tabs for 'General', 'Design', 'Content', 'Traffic', 'Email', 'Conversion', 'Results' (selected), 'Podcast', and 'Social'. Below this, the 'Google Analytics' section is active, showing 'Google is Configured' with options to 'Re-Authenticate Google Account' or 'Remove Google Authentication'. The 'Select Web Property' dropdown menu is set to 'primility.com' and is highlighted with a red arrow. A 'Save' button is also highlighted with a red arrow. A 'Quick Help' button is visible on the right side of the page.



Tips for Admin Settings



Edit Your Admin User Profile

The screenshot shows the Rainmaker Platform admin dashboard. At the top, a blue navigation bar contains the Rainmaker logo, a '+ Add New' button, and 'Edit', 'Manage', and 'Help' links. On the right side of this bar, a user profile is displayed with a gear icon for settings. A red arrow points from the gear icon to the profile. Below the navigation bar, the main content area is titled 'Dashboard'. On the left, a vertical sidebar menu lists 'Design', 'Content', 'Traffic', 'Conversion', 'Results', and 'Education'. The main content area features several widget cards: 'A/B Tests', 'Right Now in Forums', 'Google Analytics Summary', 'Membership Order History', 'Membership Order Summary', 'Membership Order Statistics', and 'Membership Subscriptions Summary'. On the right side of the dashboard, a user profile card for 'jerod morris' (jerod@copyblogger.com) is shown. A red arrow points from the profile picture to the 'Edit My Profile' link. Below the profile card is a 'Log Out' link. A green 'Quick Help' button is located on the right edge of the dashboard. At the bottom left, a 'Collapse menu' link is visible.



Enable/Disable Visual Editor

The screenshot shows the Rainmaker Platform admin interface. The browser address bar displays `jerod-morris.preview111.rmkr.net/admin/profile.php`. The top navigation bar includes a logo, '+ Add New', 'Edit', 'Manage', 'Help', a settings gear, and a user profile for 'Jerod' with the text 'Greetings, jerod morris'. The left sidebar contains menu items: Dashboard, Design, Content, Traffic, Conversion, Results, Education, and a 'Collapse menu' button. The main content area is titled 'Profile' and has a sub-section 'Personal Options'. A red arrow points to the 'Visual Editor' setting, which is a checkbox labeled 'Disable the visual editor when writing'. Below it are 'Keyboard Shortcuts' (checkbox 'Enable keyboard shortcuts for comment moderation. [More information](#)') and 'Toolbar' (checkbox 'Show Toolbar when viewing site'). The 'Name' section contains three input fields: 'Username' (value: 'jerod@copyblogger.com', note: 'Usernames cannot be changed.'), 'First Name' (value: 'jerod'), and 'Last Name' (value: 'morris'). A vertical 'Quick Help' button is on the right side of the settings area.



Enable/Disable Visual Editor

Add New Post [View All](#)

This is the headline of a post

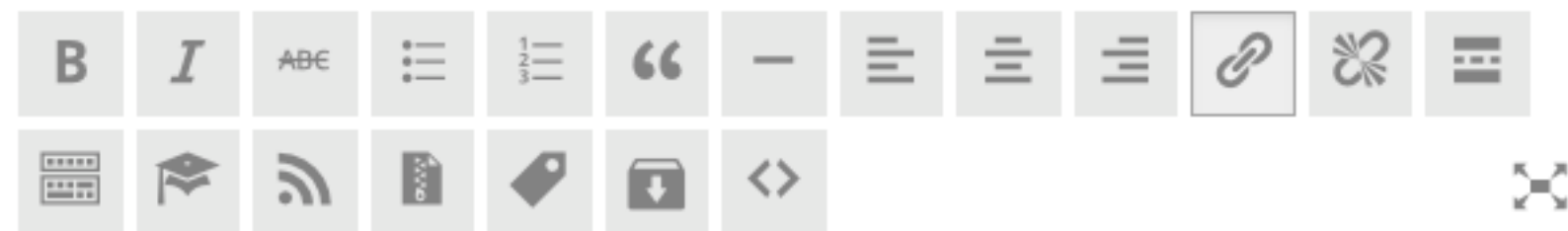
Permalink: <http://jerod-morris.preview111.rmkr.net/this-is-the-headline-of-a-post/>

[Edit](#) [View Post](#)

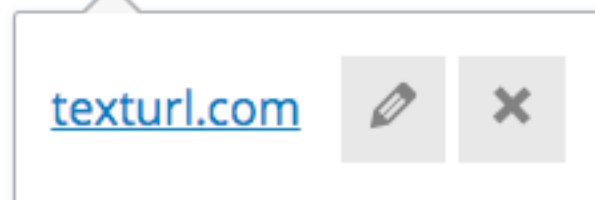
Enabled

[Add Media](#)

Visual [Text](#)



[This is a test link.](#)





Enable/Disable Visual Editor

Add New Post [View All](#)

This is the headline of a post

Permalink: <http://jerod-morris.preview111.rmkr.net/this-is-the-headline-of-a-post/>

[Edit](#) [View Post](#)

[Add Media](#) **Enabled**

Visual [Text](#)

B *I* ABC

[This is a test link.](#)

[texturl.com](#)

Add New Post [View All](#)

This is the headline of a post

Permalink: <http://jerod-morris.preview111.rmkr.net/this-is-the-headline-of-a-post/>

[Edit](#) [View Post](#)

[Add Media](#) **Disabled**

b *i* [link](#) [b-quote](#) [del](#) [ins](#) [img](#) [ul](#) [ol](#) [li](#) [code](#) [more](#)

[close tags](#) [Copy HTML](#)

```
<a href="http://texturl.com" target="_blank">This is a test link.
</a>
```




Enable/Disable Toolbar (When Viewing Site)

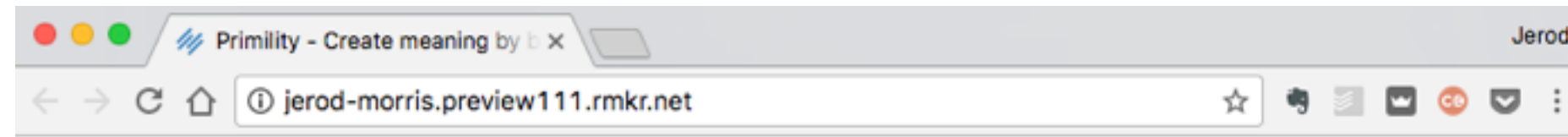
The screenshot shows the Rainmaker admin interface. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help' buttons, along with a settings gear and a user profile for 'Greetings, jerod morris'. The left sidebar contains menu items for Dashboard, Design, Content, Traffic, Conversion, Results, and Education. The main content area is titled 'Profile' and features a 'Personal Options' section with the following settings:

- Visual Editor:** Disable the visual editor when writing
- Keyboard Shortcuts:** Enable keyboard shortcuts for comment moderation. [More information](#)
- Toolbar:** Show Toolbar when viewing site

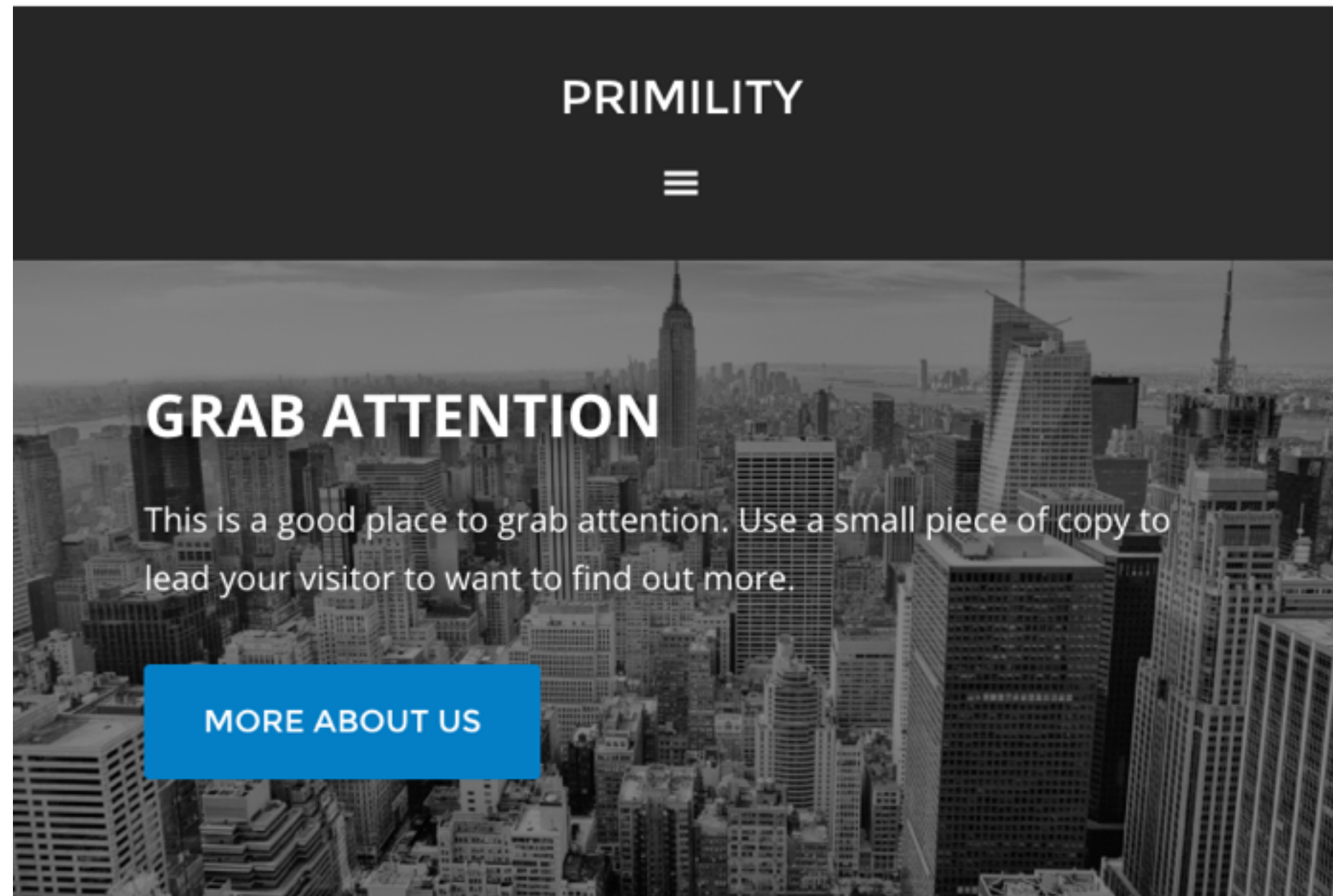
Below the 'Personal Options' section is the 'Name' section with input fields for 'Username' (jerod@copyblogger.com), 'First Name' (jerod), and 'Last Name' (morris). A note next to the username field states 'Usernames cannot be changed.' A red arrow points to the checked checkbox in the 'Toolbar' section. A 'Quick Help' button is visible on the right side of the page.



Enable/Disable Toolbar (When Viewing Site)



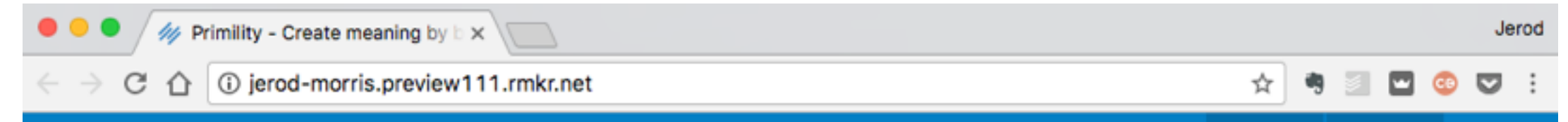
No Toolbar Here is a good place for a [call to action](#).



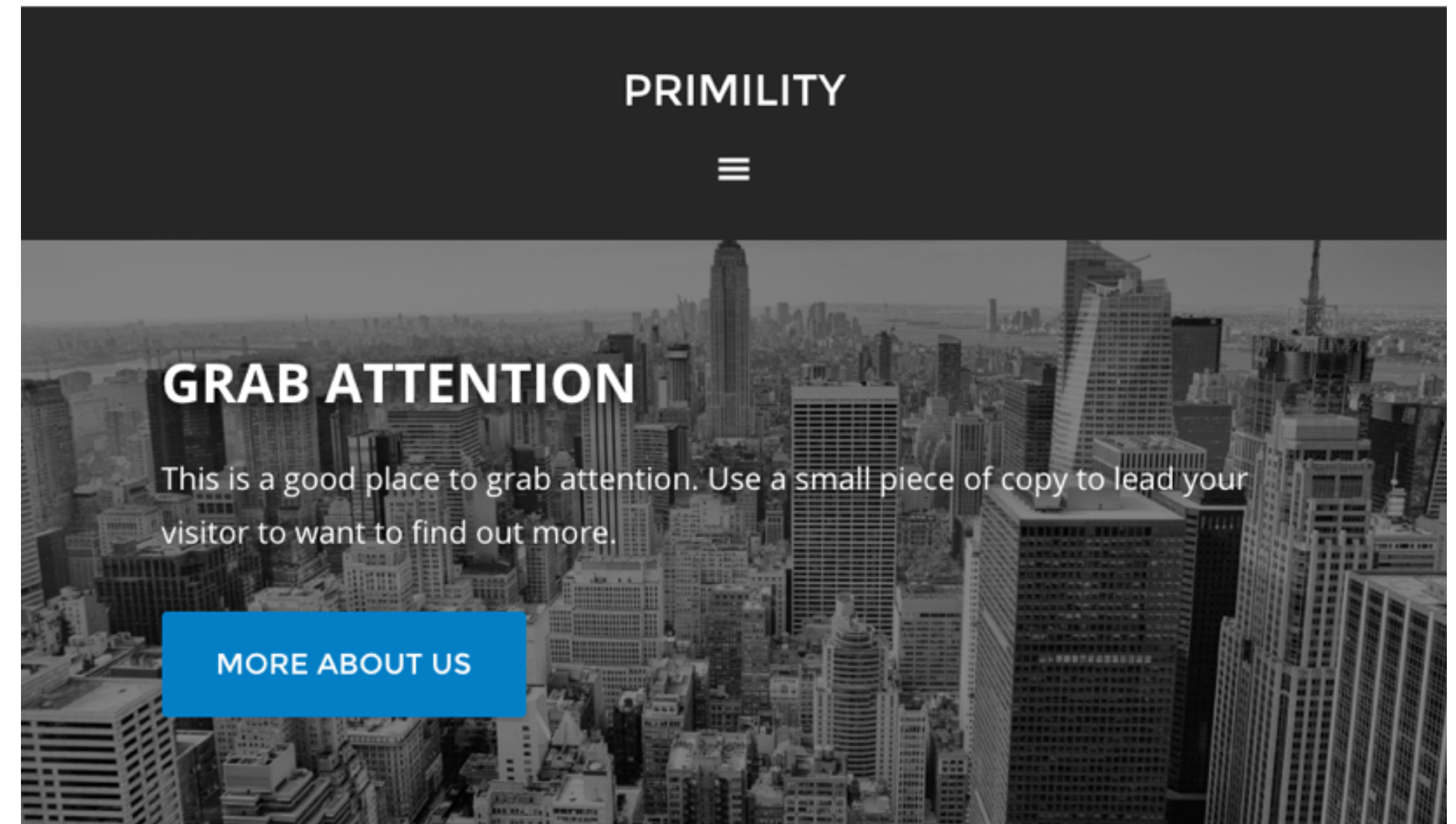
OUR THOUGHTS

What is your company philosophy? Why should we be interested in you?

COMPANY BLOG



With Toolbar Here is a good place for a [call to action](#).



OUR THOUGHTS

What is your company philosophy? Why should we be interested in you?

COMPANY BLOG



Add Short Bio

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/profile.php`. The page has a blue header with navigation links: `+ Add New`, `Edit`, `Manage`, and `Help`. On the right of the header, there is a settings gear icon, a user profile picture, and the text `Greetings, jerod morris`. The main content area is divided into sections: `About Yourself`, `Account Management`, and `SEO Settings`. The `About Yourself` section contains a `Biographical Info` field with a red arrow pointing to it. The text in the field is: `Jerod Morris is the VP of Marketing for Rainmaker Digital and hosts The Showrunner podcast. He also strives to help people create more meaning in their lives through the practice of balancing pride and humility.` Below the field is a note: `Share a little biographical information to fill out your profile. This may be shown publicly.` The `Account Management` section includes `New Password` with a `Generate Password` button, `Confirm Password` with a checkbox for `Confirm use of weak password`, and `Sessions` with a `Log Out Everywhere Else` button. A `Quick Help` button is visible on the right side of the page.



Add Short Bio to Posts and Author Archive

Profile < Primality — Rainmaker x Jerod

jerod-morris.preview111.rmkr.net/admin/profile.php

+ Add New Edit Manage Help

Greetings, Jerod Morris

Custom Archive Headline
Will display in the <h1> tag at the top of the first page

Custom Description Text
This text will be the first paragraph, and display on the first page

Author Box

- Enable Author Box on this Member's Posts?
- Enable Author Box on this Member's Archives?

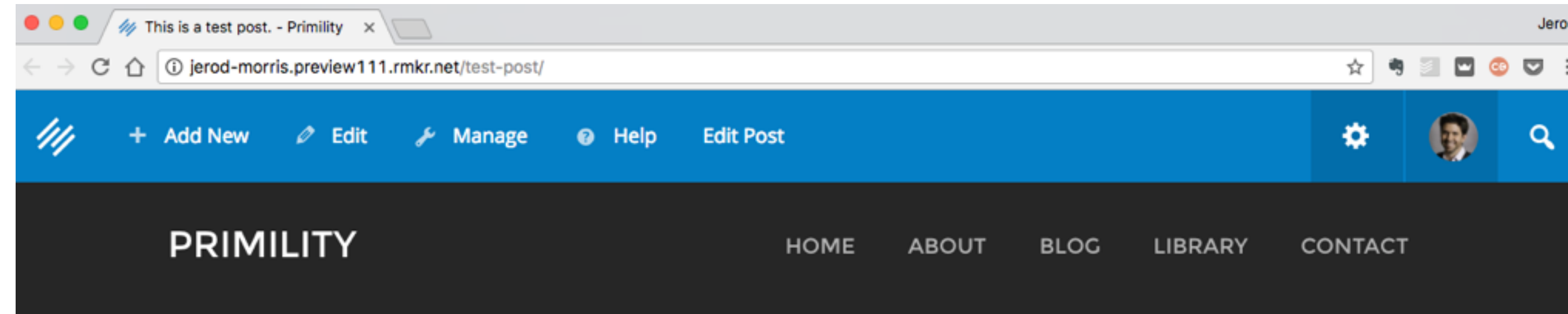
Layout Settings
These settings apply to this author's archive pages.

Choose Layout Default Layout set in Design Settings

Quick Help



Add Short Bio to Posts and Author Archive



YOU ARE HERE: [HOME](#) / [UNCATEGORIZED](#) / THIS IS A TEST POST.

This is a test post.

FEBRUARY 6, 2017 BY [JEROD MORRIS](#) — [LEAVE A COMMENT \(EDIT\)](#)

This is some text for the post.



FILED UNDER: [UNCATEGORIZED](#)



About Jerod Morris

Jerod Morris is the VP of Marketing for [Rainmaker Digital](#) and hosts [The Showrunner](#) podcast. He also strives to help people create more meaning in their lives through the practice of balancing pride and humility.



EMAIL NEWSLETTER

Your email newsletter is a valuable asset. Get people to sign up by offering incentives!

SIGN UP

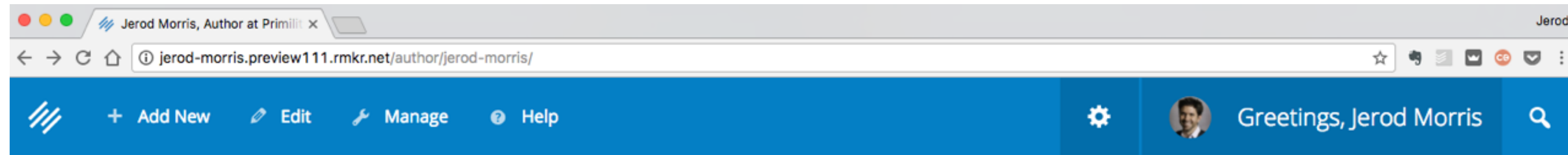
RECENT POSTS

This is a test post.
Example Blog Post

SOCIAL ICONS



Add Short Bio to Posts and Author Archive



Here is a good place for a [call to action](#).



YOU ARE HERE: [HOME](#) / ARCHIVES FOR JEROD MORRIS



About Jerod Morris

Jerod Morris is the VP of Marketing for [Rainmaker Digital](#) and hosts [The Showrunner](#) podcast. He also strives to help people create more meaning in their lives through the practice of balancing pride and humility.

This is a test post.

FEBRUARY 6, 2017 BY [JEROD MORRIS](#) — [LEAVE A COMMENT \(EDIT\)](#)

This is some text for the post.

EMAIL NEWSLETTER

Your email newsletter is a valuable asset. Get people to sign up by offering incentives!

SIGN UP

RECENT POSTS

This is a test post.



Logout All Sessions

The screenshot shows a web browser window with the URL `jerod-morris.preview111.rmkr.net/admin/profile.php`. The page title is "Profile < Primality — Rainmaker". The user is logged in as "Jerod" and is greeted with "Greetings, jerod morris". The page has a blue navigation bar with "Add New", "Edit", "Manage", and "Help" options. The main content area is divided into sections: "About Yourself", "Account Management", and "SEO Settings".

About Yourself

Biographical Info


Jerod Morris is the VP of Marketing for [Rainmaker Digital](http://rainmakerdigital.com) and hosts [The Showrunner](http://showrunner.fm) podcast. He also strives to help people create more meaning in their lives through the practice of balancing pride and humility.

Share a little biographical information to fill out your profile. This may be shown publicly.

Account Management

New Password

Confirm Password Confirm use of weak password

Sessions 

You are only logged in at this location.

SEO Settings

Quick Help



Two Important Default Pages



Default Pages

Pages < Primality — Rainmaker x Jerod

jerod-morris.preview111.rmkr.net/admin/edit.php?post_type=page

+ Add New Edit Manage Help

Dashboard Design Content Traffic Conversion Results Education Collapse menu

Pages [+ Add New](#)

All (13) | Published (12) | Draft (1) | Sort by Order Search Pages

Bulk Actions Apply All dates Filter 13 items

<input type="checkbox"/>	Title	Author	Date	ID
<input type="checkbox"/>	About	Jerod Morris	2014/01/24 Published	15
<input type="checkbox"/>	Affiliate Area	Jerod Morris	2014/09/11 Published	340
<input type="checkbox"/>	Archives	Jerod Morris	2014/04/09 Published	80
<input type="checkbox"/>	Blog	Jerod Morris	2014/01/24 Published	19
<input type="checkbox"/>	Checkout	Jerod Morris	2014/01/22	7

Quick Help



Edit Your About Page

The screenshot shows the Rainmaker Platform admin interface. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help'. The left sidebar contains menu items: Dashboard, Design, Content, Traffic, Conversion, Results, Education, and Collapse menu. The main content area is titled 'Pages' and shows a list of 13 items. The 'About' page is selected, and the 'Edit' link is highlighted with a red arrow. A 'Quick Help' button is visible on the right side of the page.

<input type="checkbox"/>	Title	Author	Date	ID
<input type="checkbox"/>	About Edit Quick Edit Trash View Duplicate Purge cache	Jerod Morris	2014/01/24 Published	15
<input type="checkbox"/>	Affiliate Area	Jerod Morris	2014/09/11 Published	340
<input type="checkbox"/>	Archives	Jerod Morris	2014/04/09 Published	80
<input type="checkbox"/>	Blog	Jerod Morris	2014/01/24 Published	19
<input type="checkbox"/>	Checkout	Jerod	2014/01	7



Edit Your About Page

The screenshot shows the 'Edit Page' interface for an 'About' page. The browser address bar shows the URL: `jerod-morris.preview111.rmkr.net/admin/post.php?post=15&action=edit`. The top navigation bar includes 'Add New', 'Edit', 'Manage', 'Help', and 'View Page'. The left sidebar contains menu items: Dashboard, Design, Content, Traffic, Conversion, Results, Education, and Collapse menu. The main content area is titled 'Edit Page' and shows the page title 'About'. Below the title, there is a 'Permalink' field with the URL `http://jerod-morris.preview111.rmkr.net/about/` and buttons for 'View Page' and 'Get Shortlink'. A rich text editor is visible with 'Visual' and 'Text' tabs, and a toolbar with various formatting options. The main content area contains a headline: **A Compelling Headline to Introduce Your Website's Unique Appeal**, followed by a paragraph: 'Welcome to [Name of Your Website or Business] – the answer to the question your prospects are looking for.' Below this is a note: *[A photo of your founder or employees is recommended to personalize this page]*. The final paragraph reads: 'A smart About Page is an important part of keeping the attention of your audience. It's one of the first things visitors look at when they find your website, and it can convert them'. On the right side, there is a 'Publish' panel with a 'Preview Changes' button, 'Status: Published' with an 'Edit' link, 'Visibility: Public' with an 'Edit' link, 'Published on: Jan 24, 2014 @ 20:22' with an 'Edit' link, and 'SEO: N/A'. A 'Move to Trash' link is also present. At the bottom of the publish panel is a large blue 'Update' button. Below the publish panel is a 'Page Attributes' section with a 'Parent' dropdown menu. A green 'Quick Help' button is located on the right edge of the publish panel.



Create a *Killer* About Page

ARE YOU MAKING THESE 7 MISTAKES WITH YOUR ABOUT PAGE?

by Sonia Simone

<http://rainmakerplatform.com/go/about1/>



Create a *Killer* About Page

ARE YOU MAKING THESE 7 MISTAKES WITH YOUR ABOUT PAGE?

by Sonia Simone

<http://rainmakerplatform.com/go/about1/>

THE 5-STEP PROCESS FOR WRITING AN ABOUT PAGE THAT CONNECTS (AND CONVERTS)

by Leanne Regalla

<http://rainmakerplatform.com/go/about2/>



Edit Your Contact Page

The screenshot shows the Rainmaker Platform admin interface. The browser address bar indicates the URL: `jerod-morris.preview111.rmkr.net/admin/edit.php?post_type=page`. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help' buttons, along with a settings gear and a user profile for 'Jerod'. A sidebar on the left has a 'Collapse menu' button. The main content area displays a list of pages:

Page Name	Author	Status	Date	Count
Blog	Jerod Morris	—	2014/01/24	19 Published
Checkout	Jerod Morris	—	2014/01/22	7 Published
Contact	Jerod Morris	—	2014/01/24	17 Published
Example Icon Links	Jerod Morris	—	2014/04/15	116 Published
Form Preview Page - DO NOT DELETE - Draft	Jerod Morris	—	2015/11/02	6 Last Modified
Free Member Content Library	Jerod Morris	—	2014/02/03	59 Published
Join Our Free Content Library Membership	Jerod Morris	—	2014/02/03	57 Published

The 'Contact' page row is highlighted in light gray. Below the page name, there are several action links: 'Edit', 'Quick Edit', 'Trash', 'View', 'Duplicate', and 'Purge cache'. A red arrow points to the 'Edit' link. On the right side of the page, there is a vertical green button labeled 'Quick Help' with a question mark icon above it.



Edit Your Contact Page

The screenshot shows the 'Edit Page' interface in the Rainmaker Platform. The browser address bar shows the URL: `jerod-morris.preview111.rmkr.net/admin/post.php?post=17&action=edit`. The top navigation bar includes 'Add New', 'Edit', 'Manage', 'Help', and 'View Page' buttons, along with a user profile for 'Jerod'. The left sidebar contains menu items: Dashboard, Design, Content (highlighted), Traffic, Conversion, Results, and Education. The main content area is titled 'Edit Page' and shows the page title 'Contact'. Below the title, there is a 'Permalink' field with the URL `http://jerod-morris.preview111.rmkr.net/contact/` and buttons for 'View Page' and 'Get Shortlink'. A rich text editor toolbar is visible, with 'Visual' and 'Text' tabs. The editor content includes a heading 'Contact [Your Business or Brand]', a paragraph: 'This is the page your readers and prospects will visit if they have specific questions or want to get in touch with you directly.', another paragraph: 'Make sure that your copy is brief, professional, and clearly states how contacting you through this page is handled. It can help to offer links to specific support pages for FAQs.', and a final paragraph: 'It is smart to have users contact you through the built-in form on this page, instead of revealing an email address that can be...'. On the right side, there is a 'Publish' panel with options: 'Preview Changes', 'Status: Published Edit', 'Visibility: Public Edit', 'Revisions: 4 Browse', 'Published on: Jan 24, 2014 @ 20:24 Edit', and 'SEO: N/A'. A 'Move to Trash' link and a large blue 'Update' button are also present. A vertical 'Quick Help' button is on the far right.



Add a Form to Your Contact Page

The screenshot shows the Rainmaker Platform admin interface. The browser address bar displays the URL: `jerod-morris.preview111.rmkr.net/admin/post.php?post=17&action=edit`. The top navigation bar includes options for 'Add New', 'Edit', 'Manage', 'Help', and 'View Page', along with a user profile for 'Jerod'. The main content area is titled 'Content' and shows the page title 'Contact [Your Business or Brand]'. The page content is highlighted in blue, and a red arrow points to the 'Collapse menu' button in the left sidebar. The page content includes the following text:

Contact [Your Business or Brand]

This is the page your readers and prospects will visit if they have specific questions or want to get in touch with you directly.

Make sure that your copy is brief, professional, and clearly states how contacting you through this page is handled. It can help to offer links to specific support pages for FAQs.

It is smart to have users contact you through the built-in form on this page, instead of revealing an email address that can be spammed.

The form can be customized to include any number of fields you wish to gather from users (Content > Content Tools > Forms > Edit > Contact).

You can also auto-generate a reply email to users who fill out the form, and set up the page to show users a successful submission message.

The right sidebar contains the 'Page Attributes' section, which includes fields for 'Parent' (set to '(no parent)'), 'Template' (set to 'Default Template'), and 'Order'. The 'Status' is 'Published', 'Visibility' is 'Public', and 'SEO' is 'N/A'. A 'Quick Help' button is visible on the right side of the page.



Find Default Contact Form

The screenshot shows the Rainmaker Platform admin interface. At the top, there is a navigation bar with 'Add New', 'Edit', 'Manage', 'Help', and 'View Page' options. The 'Manage' dropdown menu is open, and the 'Forms' option is highlighted with a red arrow. Other options in the dropdown include Comments, Forum Topics, Forum Replies, Site Notices, Members, Affiliate Payments, A/B Testing, and Quizzes. The main content area shows a form editor with 'Visual' and 'Text' tabs. On the right, there are settings for 'Status: Published', 'Visibility: Public', 'Revisions: 4', and 'Published on: Jan 24, 2014 @ 20:24'. A 'Move to Trash' button and a 'Quick Help' button are also visible. At the bottom, there is a 'Page Attributes' section with 'Parent' set to '(no parent)', 'Template' set to 'Default Template', and 'Order' set to '0'. The user's name 'Jerod' is visible in the top right corner.



Copy Form Shortcode

The screenshot shows the Rainmaker Platform admin interface. The browser address bar displays `jerod-morris.preview111.rmkr.net/admin/admin.php?page=ninja-forms`. The top navigation bar includes 'Add New', 'Edit', 'Manage', and 'Help' buttons, along with a user profile for 'Jerod'. The left sidebar contains menu items for 'Dashboard', 'Design', 'Content', 'Traffic', 'Conversion', 'Results', and 'Education'. The main content area is titled 'Forms' and features an '+ Add New Form' button. Below the title, it indicates 'All (1)' forms. A pagination control shows '20 Forms Per Page' and '1 - 1 of 1 Form'. A table lists the forms with columns for 'Form Title', 'Shortcode', and 'Date Updated'. The first row shows a form titled 'Contact' with the shortcode `[display_form id=1]` and a date of 'May 15, 2014'. A red arrow points to the shortcode, and the word 'Copy' is written in red below it. A 'Quick Help' button is visible on the right side of the table.

<input type="checkbox"/>	Form Title	Shortcode	Date Updated
<input type="checkbox"/>	Contact Edit Delete Duplicate Preview Form View Submissions	<code>[display_form id=1]</code>	May 15, 2014
<input type="checkbox"/>	Form Title	Shortcode	Date Updated



Paste Contact Form Shortcode Into Page

The screenshot shows the Rainmaker Platform admin interface for editing a page titled "Contact". The page content area contains the shortcode `[display_form id=1]`, which is highlighted by a red arrow. The interface includes a top navigation bar with options like "Add New", "Edit", "Manage", "Help", and "View Page". A left sidebar contains navigation options such as "Dashboard", "Design", "Content", "Traffic", "Conversion", "Results", and "Education". On the right, there is a "Publish" panel with options like "Preview Changes", "Status: Published", "Visibility: Public", "Revisions: 4", "Published on: Jan 24, 2014 @ 20:24", and "SEO: N/A". A "Quick Help" button is visible on the right side of the page.



Preview Page and Test Form

Contact - Primality x Jerod

jerod-morris.preview111.rmkr.net/contact/?preview=true

+ Add New Edit Manage Help Edit Page

Greetings, Jerod Morris

Contact

Fields marked with a * are required.

First Name *

Last Name *

Email *

Comments *

SUBMIT

Your email newsletter is a valuable asset. Get people to sign up by offering incentives!

Your Name...






Your Email Address...

SIGN UP

RECENT POSTS

This is a test post.
Example Blog Post

SOCIAL ICONS

SEARCH FORM

Search this website ...



Questions?



Upcoming Sessions

Q&A on Rainmaker's Basic Settings with

Chris Garrett and Jerod Morris

Wednesday, February 15 at 4:00 p.m. ET



Upcoming Sessions

Q&A on Rainmaker's Basic Settings with

Chris Garrett and Jerod Morris

Wednesday, February 15 at 4:00 p.m. ET

How to Choose the Best Theme for Your

Rainmaker Site (with Rafal Tomal)

Wednesday, February 22 at 11:00 a.m. ET



 RAINMAKER PLATFORM