

YOUR MINIMUM VIABLE WEBSITE:

Q&A ON BASIC RAINMAKER SITE SETTINGS

PRESENTED BY JEROD MORRIS AND CHRIS GARRETT

 RAINMAKER PLATFORM



Question 1 (Bob)

You mentioned Google Analytics in last week's webinar, and in the comments, someone posted a brief link to a "cure" for Google Analytics ghost spam. How significant are both ghost spam and crawler spam, and what are the consequences to a typical Rainmaker website of not doing whatever is necessary to get rid of them?

Can you give any "best practices" advice on which of these methods (or anything else you know of that is better) is the best way for non- (or partially-) technical website builders can give Google Analytics spam the amount of attention it needs, without taking away too much time from all of the other critical aspects of creating and maintaining a successful Rainmaker site?



“It’s not worth the stress. Website analytics data is *not exact*, and at some point it’s just not worth the effort or money to remove every single little spam hit.

“If you do really care about it, then Analytics Edge and Optimize Smart do have some good ideas about removing spam. I would also recommend Lunametrics, and there are lots more.

“But it’s not a service you should feel the need to pay for.
That’s going too far.”

— Loryn Thompson (@lorynwithaY)
Data Analyst, Rainmaker Digital



The main cause of Google Analytics spam is bots that ping Google Analytics account numbers with fake information through the Google Analytics API (Measurement Protocol). That's "ghost spam," and in my experience, it comprises the bulk of the spam most websites get, which is why people tend to say it is the most effective way to remove spam (the "cure").

"Crawler spam," also known as "referral spam," is crawler bots (much like the crawlers search engines use) that do actually visit your site, but don't represent real people. I've found Google Analytics' built-in option to exclude bot traffic does a great job of excluding this traffic.

So, if you turn on GA's bot traffic filtering and use a hostname filter, you are likely to remove most, if not all, of the spam traffic on your site.

— Loryn Thompson (@lorynwithaY)
Data Analyst, Rainmaker Digital



These Google Analytics settings can be found under “Admin” which is now a gear icon in the lower left hand corner.

The screenshot displays the Google Analytics Admin interface. On the left, a sidebar menu lists various settings categories. The 'View Settings' option is highlighted. The main content area shows the configuration for the 'We-Ridewell - Default' view. A red arrow points from the top right towards the 'Bot Filtering' section, which is highlighted with a green box. The 'Bot Filtering' section includes a checked checkbox for 'Exclude all hits from known bots and spiders'. Other settings visible include View ID (112932572), View Name (We-Ridewell - Default), Website's URL (http:// www.we-ridewell.com), Time zone (United States, GMT-06:00 Central Time), Default page, Exclude URL Query Parameters, Currency displayed as (US Dollar (USD \$)), and Site Search Tracking (OFF).

VIEW
We-Ridewell - Default

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings **BETA**

Custom Alerts

Scheduled Emails

View Settings

Basic Settings

View ID
112932572

View Name
We-Ridewell - Default

Website's URL
http:// www.we-ridewell.com

Time zone country or territory
United States (GMT-06:00) Central Time

Default page optional

Exclude URL Query Parameters optional

Currency displayed as optional
US Dollar (USD \$)

Bot Filtering
 Exclude all hits from known bots and spiders

Site Search Settings

Site search Tracking optional
OFF



VIEW

We-Ridewell - Default ▾

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Dd Calculated Metrics **BETA**

PERSONAL TOOLS & ASSETS

Segments

Annotations

Attribution Models

Custom Channel Groupings **BETA**

Custom Alerts

Scheduled Emails

Edit Filter

Filter Information

Filter Name

Hostname Include

Filter Type

Predefined Custom

Exclude

Include

Filter Field

Hostname ▾

Filter Pattern

(www.)?we-ridewell.com

Case Sensitive

Lowercase

Uppercase

Search and Replace

Advanced

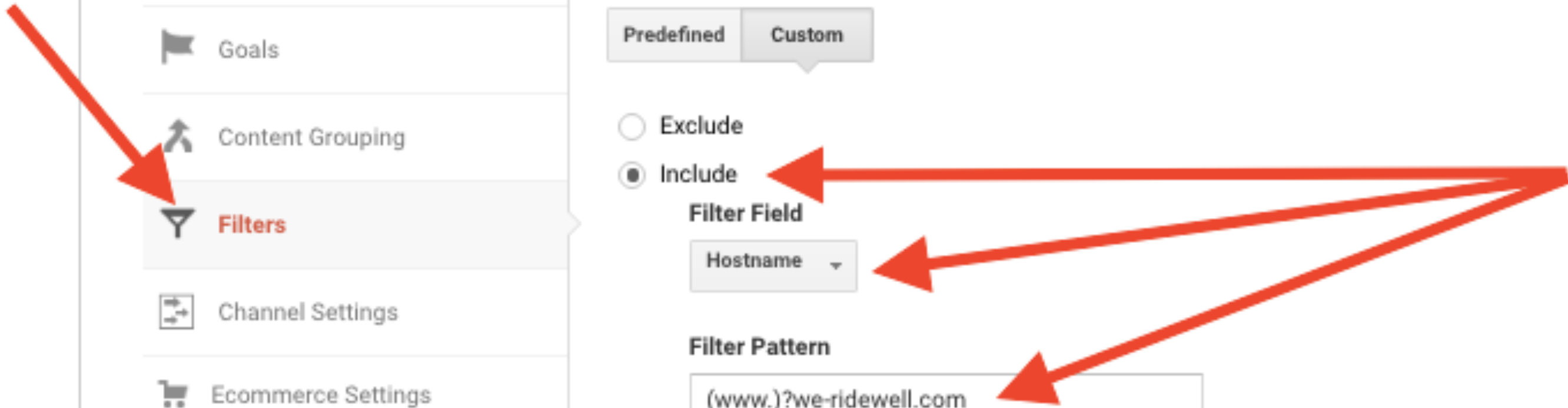
Filter Help: Include > Hostname

Filter Verification

[Verify this filter](#) See how this filter would affect the current view's data, based on traffic from the previous 7 days.

Save

Cancel





Important note:

Before you make any changes to your account settings, though, be sure to set up a view without any filters (a “raw” view). This will track ***all*** traffic to your site, just in case you accidentally exclude something you actually want to keep.

— Loryn Thompson (@lorynwithaY)
Data Analyst, Rainmaker Digital



The implications of not removing your spam are:

- 1) Your site session numbers will be artificially inflated, and won't represent real people on your site, which is important if you are using session or user data to calculate conversion rates. Bots won't ever convert!
- 2) Any behavior metrics you track on your site (such as time on page, pages per session, and of course conversion rates) will be skewed by the bots, because bots don't behave like humans do online.

That being said, it's okay if your analytics data has a very small amount of spam mixed in. At a certain point, it's not worth the trouble to track it all down and keep up with it. There's no hard rule for how much spam is "okay" in your GA account, **but I would say if you've already taken basic steps to remove it and the remaining spam is less than 5% of your overall traffic, I wouldn't worry about it.**

— Loryn Thompson (@lorynwithaY)
Data Analyst, Rainmaker Digital



Question 2 (Fred)

On setting up HTTPS — isn't it preferred by Google these days?

Also, I heard that it may cause issues when embedding content, say from YouTube or Vimeo or SoundCloud that is not an https link. What are appropriate practices when setting https as default for entire site? How about setting internal links — should we use https:// or should we skip the http or https and just use the slug?



HTTPS Best Practices

- Check your Rainmaker HTTPS settings



Settings ?

- General
- Design
- Content
- Traffic
- Email
- Conversion
- Results
- Podcast
- Social
- Rainmaker Labs

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 2017-02-15 16:21:21

Local time is 2017-02-15 10:21:21

HTTPS not set up



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

?
Quick Help



- General
- Design
- Content
- Traffic
- Email
- Conversion
- Results
- Podcast
- Social
- Rainmaker Labs

General

Add Your Site Name

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Set Your Time Zone

Choose a city in the same time zone as you.

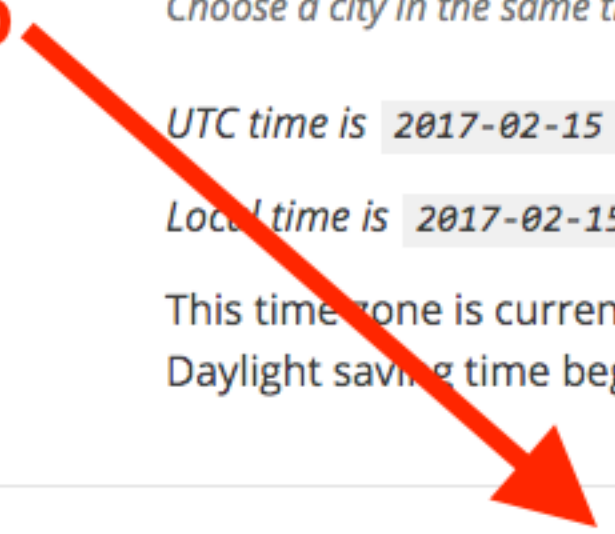
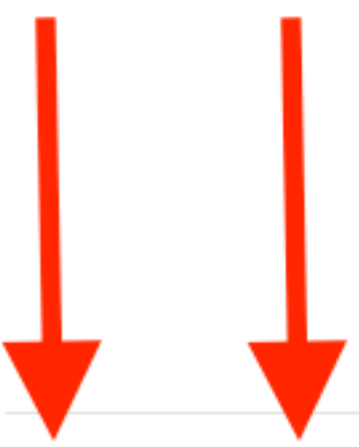
UTC time is 2017-02-15 16:16:05

Local time is 2017-02-15 10:16:05

This time zone is currently in standard time.

Daylight saving time begins on: March 12, 2017 1:00 AM.

HTTPS set up



Configure HTTPS Enable HTTPS

SSL is configured on your site. By default the checkout page will always be HTTPS. To enable HTTPS for the rest of your site, select "Enable HTTPS on entire site" from the drop-down menu.

Enable Rainmaker Labs

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Quick Help



Universal Settings < Assembly x Jerod

Secure https://assemblycall.com/admin/admin.php?page=universal-settings&tab=general

+ Add New Edit Manage Help Clear Cache Greetings, Jerod Morris

General Design Content Traffic Email Conversion Results Podcast Social Rainmaker Labs

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.

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Set Your Time Zone

Choose a city in the same time zone as you.

UTC time is 2017-02-15 16:16:05
Local time is 2017-02-15 10:16:05
This time zone is currently in standard time.
Daylight saving time begins on: March 12, 2017 1:00 AM.

Configure HTTPS

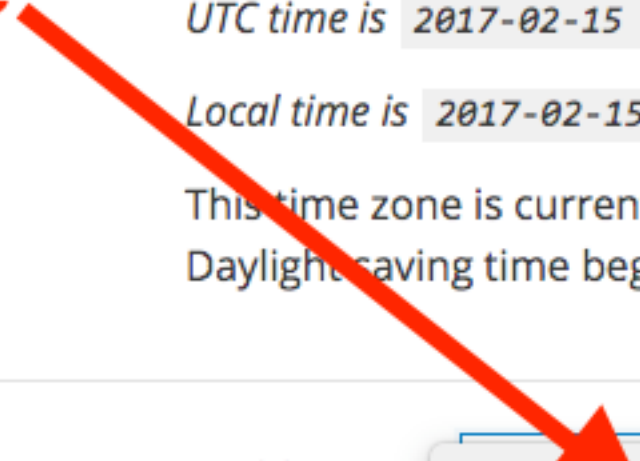
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Quick Help

HTTPS setup for entire site





HTTPS Best Practices

- Check your Rainmaker HTTPS settings
- Check your website at whynopadlock.com



Why No Padlock? - Why is my ... x Jerod

Secure https://www.whynopadlock.com/check.php

Why No Padlock?

Why is my SSL web page insecure? Find the culprit!

HOME FAQ ABOUT CONTACT BLOG



Magento Store Running Slow? WE CAN HELP
Optimize Performance and Maximize Conversions

GET THE SPEED YOU NEED
[Click Here](#) lexiconn

Domain Name: jerod-morris.preview111.rmkr.net
URL Tested: https://jerod-morris.preview111.rmkr.net/
Number of items downloaded on page: 0

***** NOTE ***:** 0 items means no images were downloaded or existed on the page. It's likely the URL you submitted was not a valid secure URL, or the page being tested only has text on it. Try copying and pasting the secure URL into a new browser window to make sure it displays as you'd expect.



URL/Domain invalid. Please go back and verify the secure URL.

Test URL Again

Not getting the results you expected? Think you've found a bug? Have a question or want to send us feedback? Let us know below:

Name: (optional)

Email: (optional)



Why No Padlock? - Why is my ... x Jerod

Secure https://www.whynopadlock.com/check.php

Why No Padlock?

Why is my SSL web page insecure? Find the culprit!

HOME FAQ ABOUT CONTACT BLOG



Magento Store Running Slow? WE CAN HELP
Optimize Performance and Maximize Conversions

GET THE SPEED YOU NEED
[Click Here](#) lexiconn

Domain Name: assemblycall.com
URL Tested: https://assemblycall.com
Number of items downloaded on page: 111



Valid Certificate found.



Certificate valid through: Nov 22 12:00:00 2017 GMT
Certificate Issuer: DigiCert Inc
SSL Protocols Supported: TLSv1.1 TLSv1.2



ERROR: The secure URL you submitted was redirected to:
<http://assemblycall.com/>

Please try pasting the secure URL you originally submitted into a new web browser window to make sure it stays on the secure page. Your secure page may require there to be items in a shopping cart, or for the user to be logged in. It may not be possible to test this URL.

Secure URL submitted: <https://assemblycall.com>

Test URL Again



HTTPS Best Practices

- Check your Rainmaker HTTPS settings
- Check your website at whynopadlock.com
- Check your URLs
 - If your entire site is HTTPS, then all URLs need to be https://



HTTPS Best Practices

- Check your Rainmaker HTTPS settings
- Check your website at whynopadlock.com
- Check your URLs
 - If your entire site is HTTPS, then all URLs need to be https://
 - If only your checkout page is HTTPS, then all URLs on that page (including images!) need to be https://



HTTPS Best Practices


- Check your Rainmaker HTTPS settings
- Check your website at whynopadlock.com
- Check your URLs
 - If your entire site is HTTPS, then all URLs need to be https://
 - If only your checkout page is HTTPS, then all URLs on that page (including images!) need to be https://
 - Best practice: use protocol-relative URLs (e.g. instead of `http://url.com` use `//url.com`)



Add Media

Visual Text

B *I* ABC ☰ ☷ “ — ☰ ☷ ☷ 🔗 🔁 ☰ ☷ 🎓 📡 📄 🏷️ 📄 ⏪ ⏩ 🔗

URL.com| 

Text, but not yet a clickable link

Word count: 1



Permalink: <http://jerod-morris.preview111.rmkr.net/1016-2/> Edit View Page

Add Media

b *i* link b-quote del ins in

URL . com

Insert/edit link ✕

Enter the destination URL **Create protocol-relative URL**

URL ←

Link Text

Open link in a new window/tab

[Or link to existing content](#) ▼

[Cancel](#) Add Link

Word count: 1

Draft saved at 10:29:47 am.



Add Media

Visual Text

b *i* link b-quote ~~del~~ ins img ul ol li code more close tags Copy HTML

```
<a href="//url.com" target="_blank">URL.com</a>
```

↑

**Proper structure for protocol-relative URL.
Will pick up https if page is https (or http if page is http)**

Word count: 1

Draft saved at 10:29:47 am.



Add Media

Visual Text

B *I* ABC

[URL.com](#)

**Will appear as a normal, clickable link
but not negatively affect https
security of page/site.**

[url.com](#)

Word count: 1

Draft saved at 10:31:47 am.



Question 3 (Carol)

Right now our profile settings are in my business partner's name, but most everything we do is a joint effort so we want to attribute blog posts to both of us and use a joint bio. How can we do that?

Also how do I set up a bio for a guest author?




Members


[+ Add New](#)

Search results for "jerod"


[All \(21,448\)](#) | [Administrator \(40\)](#) | [Editor \(1\)](#) | [Author \(12\)](#) | [Subscriber \(2\)](#) | [Keymaster \(26\)](#) | [Participant \(8,342\)](#) | [Site Memb](#)

<input type="checkbox"/>	Username	Name	Email	Site Role
<input type="checkbox"/>	 jerod@assemblycall.com	Jerod -	jerod@assemblycall.com	Site Member

Primary user profile

<input type="checkbox"/>	 jerodmorris Edit Complimentary Product Orders	Jerod Morris	jerod@copyblogger.com	Administrator
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Secondary user profile, to use only for specific podcast

<input type="checkbox"/>	 showrunner	Jerod Morris and Jon Nastor	showrunner@rainmaker.fm	Author
--------------------------	--	-----------------------------	--	--------





Edit Podcast Episode < Rainma x

Secure https://rainmaker.fm/admin/post.php?post=114368&action=edit

+ Add New Edit Manage Help View Episode Clear Cache

Name	Value
<input type="text" value="-- Select --"/>	<input type="text"/>

[Enter new](#)

Custom fields can be used to add extra metadata to a post.

Discussion

Allow comments.

Author

Where you choose the correct user for a given piece of content.



Edit Podcast Episode < Rainma x

Secure https://rainmaker.fm/admin/post.php?post=114368&action=edit

+ Add New Edit Manage Help View Episode Clear Cache

Name	Value
<input type="text" value="-- Select --"/>	<input type="text"/>
12951	
16673	
Amelia Briscoe	
Amy Harrison	
Andrea R	
Brian Clark	
Brian Gardner	
Caroline Early	
Chris Ducker	
Chris Garrett	
Chris Garrett and Tony Clark	
Clare Garrett	
Corinne Olson	
Daisy Olsen	
Darren Cronian	
Demian Farnworth	
Doyle Albee	
Frick	
Henneke	
Jabez LeBret	
Jen Baumann	
Jeremy Vest	
Jerod Morris	
Jerod Morris and Demian Farnworth	
✓ Jerod Morris and Jon Nastor	
Jett Williams	
Jim Kukral	
Jon Nastor	
Julia	
Katy	
Kelton Reid	
Kim Clark	
Lauren Tharo	

Choose from dropdown menu (Author and above listed)



Posts < Assembly Call — Rainmaker X

Secure https://assemblycall.com/admin/edit.php

Apps M [Icons]

+ Add New Edit Manage Help Clear Cache

Posts

+ Add New

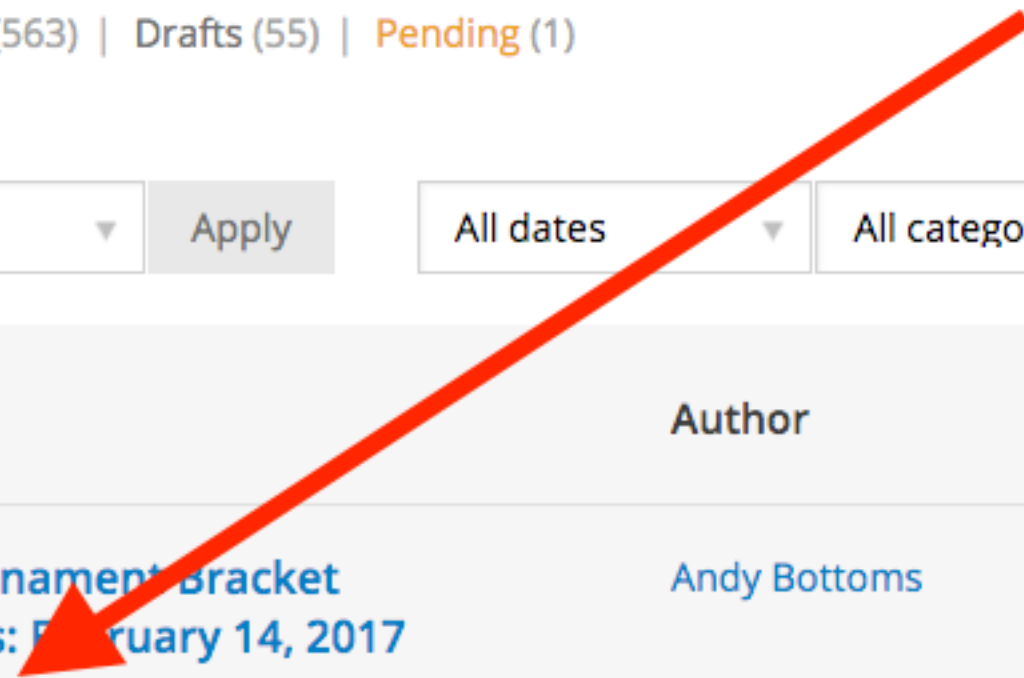
All (619) | Published (563) | Drafts (55) | Pending (1)

Bulk Actions Apply All dates All categories Filter [Icons]

<input type="checkbox"/>	Title	Author	Categories	Tags
<input type="checkbox"/>	NCAA Tournament Bracket Projections: February 14, 2017 Edit Quick Edit Trash View Duplicate	Andy Bottoms	Blog, Bracketology, Featured	—
<input type="checkbox"/>	Bracketology.FM Episode 15: Dave Ommen - Draft	Michael Dugan	Uncategorized	—
<input type="checkbox"/>	6-Banner Saturday: On the Bright Side, the Defense is Improving	Michael Dugan	6-Banner Saturdays, Blog, Featured	—
<input type="checkbox"/>	NCAA Tournament Bracket Projections: February 7, 2017	Andy Bottoms	Blog, Bracketology, Featured	—
<input type="checkbox"/>	6-Banner Saturday: Triple OT Madness ... and Yogi Being Yogi	Josh Margolis	6-Banner Saturdays, Blog, Featured	—
<input type="checkbox"/>	24 Hours Later: What Does this "Unique" Victory Mean?	William DeWitt	24 Hours Later, Blog, Featured	—

tps://assemblycall.com/admin/edit.php#

You can also use Quick Edit to change the author for a piece of content.





Posts [+ Add New](#)

Use the dropdown menu to select the new author.

You can also edit other options (title, slug, date, categories, tags, etc)

All (619) | Published (563) | Drafts (55) | Pending (1)

 Search Posts

Bulk Actions All dates All categories Filter 619 items << 1 of 31 >>

<input type="checkbox"/>	Title	Author	Categories	Tags		Date	Page Score	Site Score	Keywords	ID
--------------------------	-------	--------	------------	------	--	------	------------	------------	----------	----

QUICK EDIT

Title NCAA Tournament Bracket Projections: February 14, 2017

Slug ncaa-tournament-bracket-projections-feb-14-2017

Date 02-Feb 14 2017 @ 08 : 09

Author Andy Bottoms

Assembly Call
Brad Kreppel
Chris Williams
Chuck Alcock
Daisy Olsen
Ed Feng
Elissa Deusner
Hailey Hernandez
Hovadipo
Jared Weyerbacher
Jaybob Hoosier
Jennifer Baumann
Jerod Morris
Josh Eastern
Josh Margolis
Josh Margolis
Kreigh Hook
mamasa_
Michael Dugan

Categories

- 24 Hours Later
- 6-Banner Saturdays
- Admin Comments
- Big Ten Picks Challenge
- Blog
- Bracket Watch
- Bracketology

Tags

Allow Comments Allow Pings

Status Make this post sticky

<input type="checkbox"/>	Br...	le 15: Dave	Michael Dugan	Uncategorized	—	—	2017/02/12 Last Modified	-	-	Awaiting Analysis	33864
<input type="checkbox"/>	6-B...	the Bright Side,	Michael Dugan	6-Banner Saturdays, Blog, Featured	—	—	2017/02/10 Published	-	-	Awaiting Analysis	33696



Posts

[+ Add New](#)

You can also make Bulk Edits to your content.

All (619) | Published (563) | Drafts (55) | Pending (1)

Check the items you want to edit, then choose "Edit" from the Bulk Actions dropdown menu.

✓ Bulk Actions
Edit
Move to Trash

Apply All dates All categories Filter

<input type="checkbox"/>	Title	Author	Categories	Tags	
<input checked="" type="checkbox"/>	NCAA Tournament Bracket Projections: February 14, 2017	Andy Bottoms	Blog, Bracketology, Featured	—	—
<input type="checkbox"/>	Bracketology.FM Episode 15: Dave Ommen - Draft	Michael Dugan	Uncategorized	—	—
<input checked="" type="checkbox"/>	6-Banner Saturday: On the Bright Side, the Defense is Improving	Michael Dugan	6-Banner Saturdays, Blog, Featured	—	—
<input checked="" type="checkbox"/>	NCAA Tournament Bracket Projections: February 7, 2017	Andy Bottoms	Blog, Bracketology, Featured	—	—



Posts

[+ Add New](#)

Click the "X" to remove any items you chose accidentally.

Edit the Author using Author dropdown box. (Or edit other options similarly.)

Click Update to save the changes for all items (or Cancel to leave items unchanged).

All (619) | [Published \(563\)](#) | [Drafts \(55\)](#) | [Pending \(1\)](#)

Search Posts

619 items « 1 of 31 »

Edit Apply All dates All categories Filter

<input type="checkbox"/>	Title	Author	Categories	Tags	Date	Page Score	Site Score	Keywords	ID
<input checked="" type="checkbox"/>	NCAA Tournament Bracket Projections: February 14, 2017	Andy Bottoms	Blog, Bracketology, Featured		17/02/14	-	-	Awaiting Analysis	33916

BULK EDIT

NCAA Tournament Bracket Projections: February 14, 2017
 6-Banner Saturday: On the Bright Side, the Defense is Improving
 NCAA Tournament Bracket Projections: February 7, 2017

Categories

- 24 Hours Later
- 6-Banner Saturdays
- Admin Comments
- Big Ten Picks Challenge
- Blog
- Bracket Watch
- Bracketology

Tags

Author

- ✓ — No Change —
- Andy Bottoms
- Assembly Call
- Brad Kreppel
- Chris Williams
- Chuck Alcock
- Daisy Olsen
- Ed Feng
- Elissa Deusner
- Hailey Hernandez
- Hovadipo
- Jared Weyerbacher
- Jayjob Hoosier
- Jennifer Baumann
- Jerod Morris

Comment

Status

Pings

Sticky



Members



[+ Add New](#)

Search results for "jerod"


Click + Add New to create a new profile for a joint bio or a guest author

All (21,448) | Administrator (40) | Editor (1) | Author (12) | Subscriber (2) | Keymaster (26) | Participant (8,342) | Site Membe

Bulk Actions ▾ Apply Change role to... ▾ Change Change forum role to... ▾ Change

<input type="checkbox"/>	Username	Name	Email	Site Role
<input type="checkbox"/>	 jerod@assemblycall.com	Jerod -	jerod@assemblycall.com	Site Member
<input type="checkbox"/>	 jerodmorris	Jerod Morris	jerod@copyblogger.com	Administrator

Edit the member profile to add a bio, add author box, etc.

<input type="checkbox"/>	 showrunner Edit Delete Complimentary Product Orders	Jerod Morris and Jon Nastor	showrunner@rainmaker.fm	Author
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Question 4 (Nicolas)

If the domain is currently hosted by GoDaddy (with almost no content) and will be transferred to Rainmaker, should the domain transfer happen before the site is ready to go live in order to have working email addresses through the domain?



Dashboard < Primality — Rainm x

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

+ Add New Edit Manage Help

Greetings, Jerod Mo

Admin Screen Op

Dashboard

Quick Help

Help Mode

Knowledge Base

Email Us

Your Account

domain

A/B Tests

Right Now in Forums

Google Analytics Summary

Membership Order History

Membership Order Summary

Membership Order Statistics

Membership Subscriptions Summary

Search for "domain" in the Help search bar



Knowledge Base

- Knowledge Base Home
- Learn Rainmaker
- Account Questions
- Design
- Theme Instructions
- Content
- Email
- Traffic
- Conversion
- Results
- Shortcodes
- Troubleshooting
- Launch Your Site

Available Topics

Search Results For "domain"

- How do I launch my site to a live domain name?
- Can I use a subdomain for my Rainmaker Platform Site?
- Domain Registrar Help
- Launch to a Live Domain (Video)
- Does Rainmaker host my domain-based email address?
- How can I roll my site back to Preview Mode
- Point Your Name Servers to Your Rainmaker Platform Website
- Troubleshooting Google Analytics
- Start Your Live Site Launch
- How do I add an additional site?

**Choose the tutorial named
"How do I launch my site to
a live domain name?"**





How do I launch my site to a live domain name?

You're ready to make your Rainmaker Platform website live! That's great news.

We know sometimes this step can be a little intimidating. That's why we put this page together, to help you through the process, and ease your mind about any issues you might encounter along the way.

Getting a few things in order before you start will help make the process go smoothly:

- 1** *Make sure the domain name you want to use is registered. Here are a few places you can do that if you haven't already: [Namecheap.com](#) (We like these guys) [Hover.com](#) [Name.com](#)*
- 2** *Time your transition. If you are using a live site right now, plan to make your new Rainmaker Platform site live during an off time for your business. Complete propagation of your site may take up to 48 hours, so please plan accordingly.*
- 3** *Check your preview site thoroughly to be sure everything works exactly the way you want. Test submissions from your contact forms, check opt-ins for any emails you're collecting, and test purchases of any products you've created. Your live site will behave exactly like your preview site, so make sure it's all working just right.*
- 4** *Plan your email transition. Do you have email addresses associated with your website now? You will need set up your MX Records on Rainmaker. This can be done by selecting one of our preconfigured options (Google Apps, GoDaddy, Namecheap or Rackspace) during your site's push to production, or you can specify custom MX records through your [Rainmaker Customer Portal](#) by clicking on the "DNS Settings" button.*

#4 addresses how to plan for the email transition



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Getting a few things in order before you start will help make the process go smoothly:

- 1** *Make sure the domain name you want to use is registered. Here are a few places you can do that if you haven't already: [Namecheap.com](#) (We like these guys) [Hover.com](#) [Name.com](#)*
- 2** *Time your transition. If you are using a live site right now, plan to make your new Rainmaker Platform site live during an off time for your business. Complete propagation of your site may take up to 48 hours, so please plan accordingly.*
- 3** *Check your preview site thoroughly to be sure everything works exactly the way you want. Test submissions from your contact forms, check opt-ins for any emails you're collecting, and test purchases of any products you've created. Your live site will behave exactly like your preview site, so make sure it's all working just right.*
- 4** *Plan your email transition. Do you have email addresses associated with your website now? You will need set up your MX Records on Rainmaker. This can be done by selecting one of our preconfigured options (Google Apps, GoDaddy, Namecheap or Rackspace) during your site's push to production, or you can specify custom MX records through your [Rainmaker Customer Portal](#) by clicking on the "DNS Settings" button. **#4 addresses how to plan for the email transition***

Choose Your Email Host

Domain For This Site:

My Email is Hosted By:

Google Apps Gmail

GoDaddy Email

Namecheap Email

Rackspace Email

I don't know/I'll do this later

CANCEL **CONTINUE**

Further on down the page, you get a specific walk-through for how to set up email, including for GoDaddy and other providers.

The next step is to choose your email host. We want to keep email interruptions to a minimum while your domain is transferred, so this step is important.

The easiest way to set up your email is to choose an email provider from our list. If you do that, Rainmaker will set up and change your MX records automatically for you.

If you don't see your email provider on the list, don't worry. You can choose "I don't know/I'll do this later." Once that is chosen, you will be able to add a custom MX record through your [Rainmaker Customer Portal](#) by



Question 5 (Heinrich)

So that I understand it, since I have been out of the loop so to speak, the name for my new site in General Settings, will become my Domain name?
And then my URL? Or are these separate entities from the site name?

Or can the Domain name be something like HDS Fine Art? Can I change it later if I so desire, after launching the site?



Settings ?

This is your domain name. It is the URL for your website. You must register your domain from a third-party provider, not from Rainmaker. (You can change this later BUT you will have to migrate your entire site to the new domain.)

- General
- Design
- Content
- Traffic
- Email
- Conversion
- Results
- Podcast
- Social
- Rainmaker Labs

General

This is your website name. It can be the same as your domain name (e.g. Rainmaker.FM) but will have no effect on the domain or URL for your website. You can change this at any time, affecting only the name of your site in search engine results (or in your header, depending on your theme choice).

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.



Dashboard < Primality — Rainm x

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+ Add New Edit Manage Help

Quick Help
Help Mode
Knowledge Base
Email Us
Your Account

domain

Search for "domain" in the Help search bar

Admin Screen Op

Dashboard

A/B Tests

Right Now in Forums

Google Analytics Summary

Membership Order History

Membership Order Summary

Membership Order Statistics

Membership Subscriptions Summary



Knowledge Base

 Search

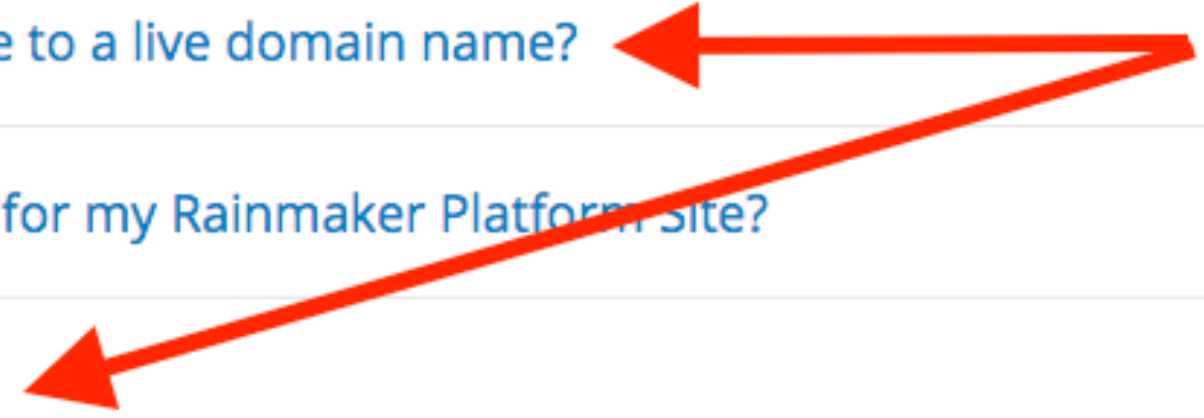
- Knowledge Base Home
- Learn Rainmaker
- Account Questions
- Design
- Theme Instructions
- Content
- Email
- Traffic
- Conversion
- Results
- Shortcodes
- Troubleshooting

Available Topics

Search Results For "domain"

- How do I launch my site to a live domain name?
- Can I use a subdomain for my Rainmaker Platform site?
- Domain Registrar Help
- Launch to a Live Domain (Video)
- Does Rainmaker host my domain-based email address?
- How can I roll my site back to Preview Mode
- Point Your Name Servers to Your Rainmaker Platform Website
- Troubleshooting Google Analytics
- Start Your Live Site Launch

**Use these two tutorials for reference:
1) "How do I launch my site to a live domain name?"
2) "Domain Registrar Help"**





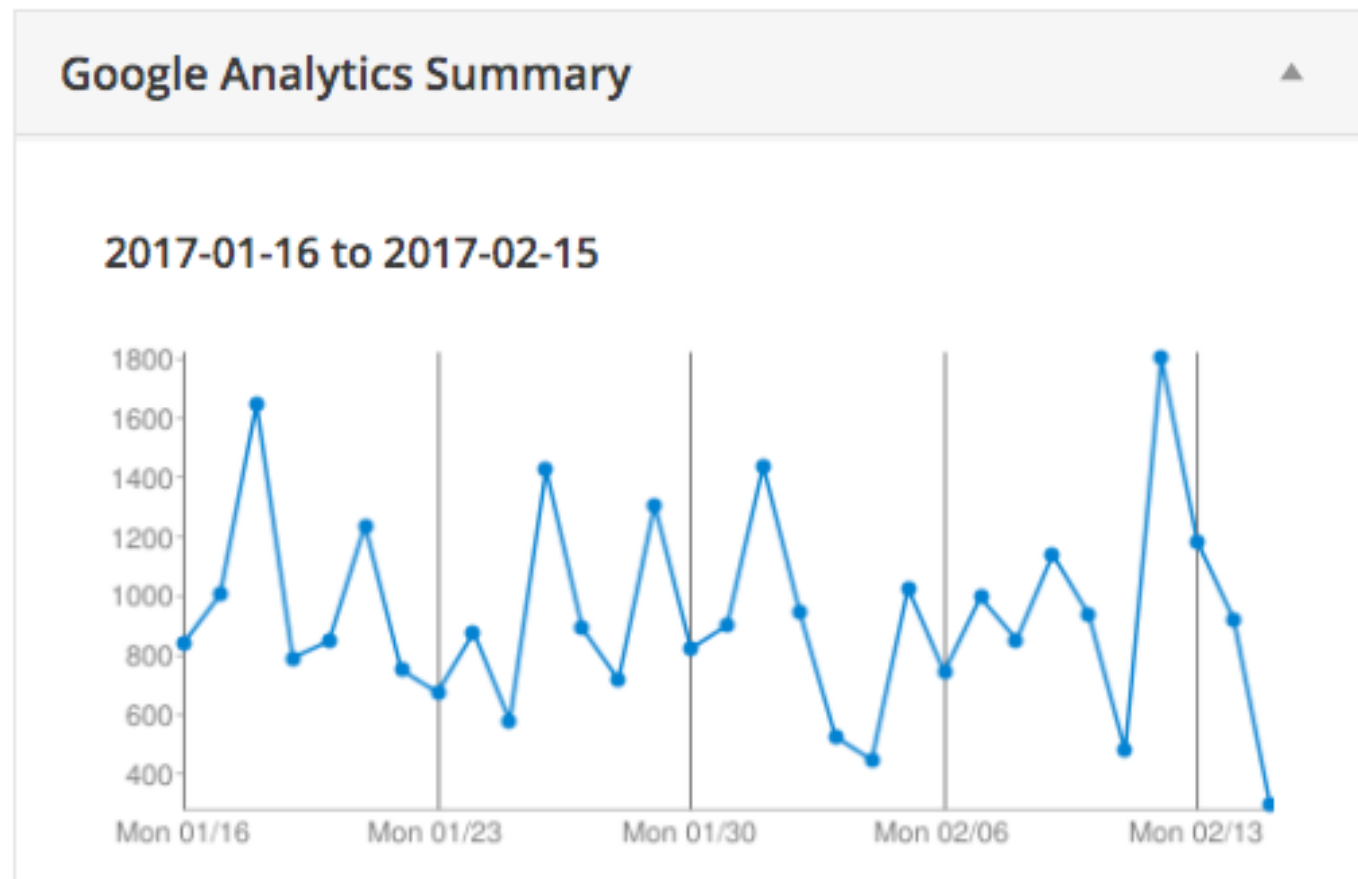
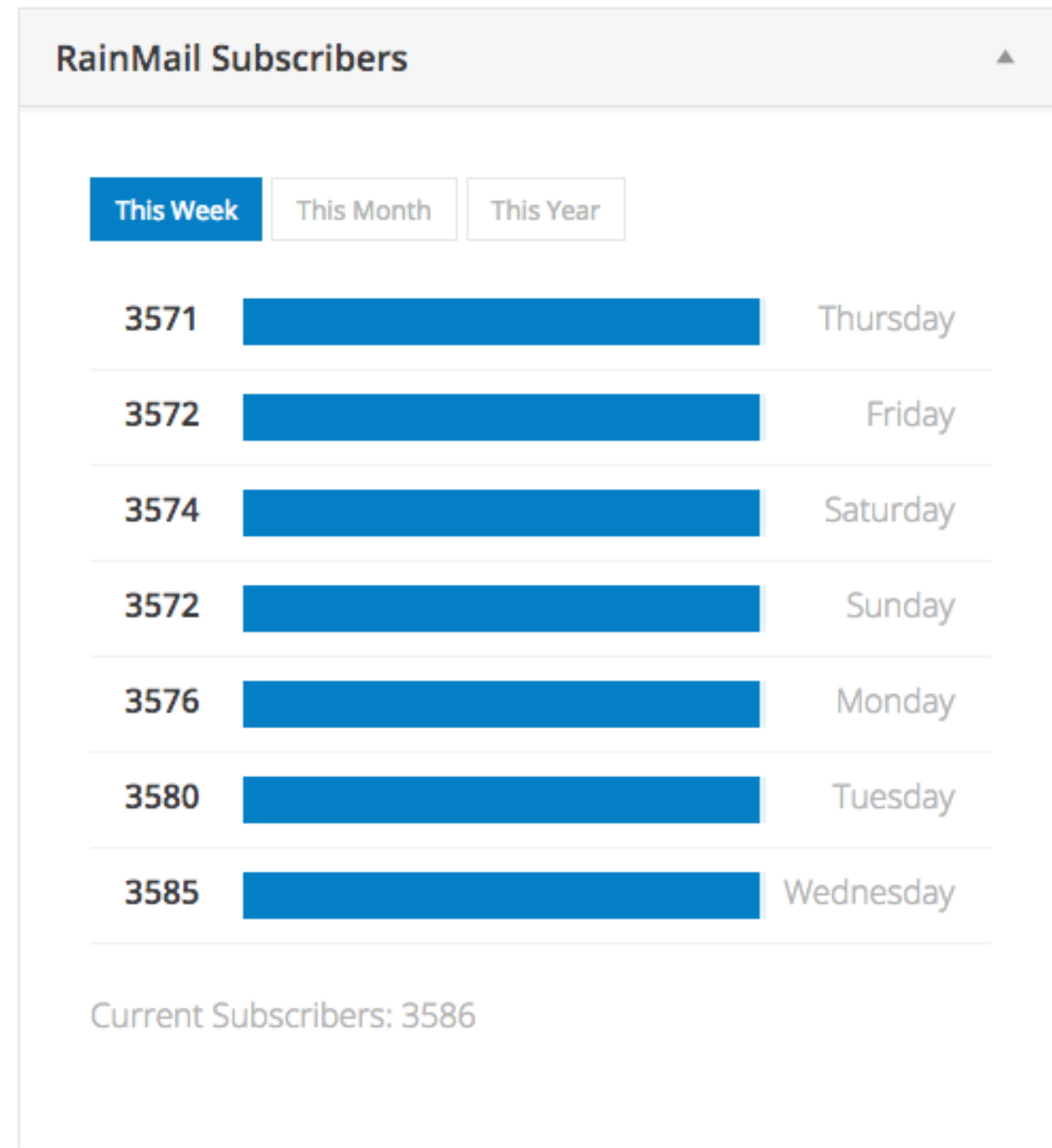
Question 6 (Fred)

Don't recall if you have a session planned on Results and metrics or no but that would be great to understand and interpret the dashboard analytics reports, plus hints and tips using the Results reports and from within Google Analytics

It's a confusing and overwhelming amount of data and would really like to know what is useful to judge and improve engagement with the site's content and to improve conversion.

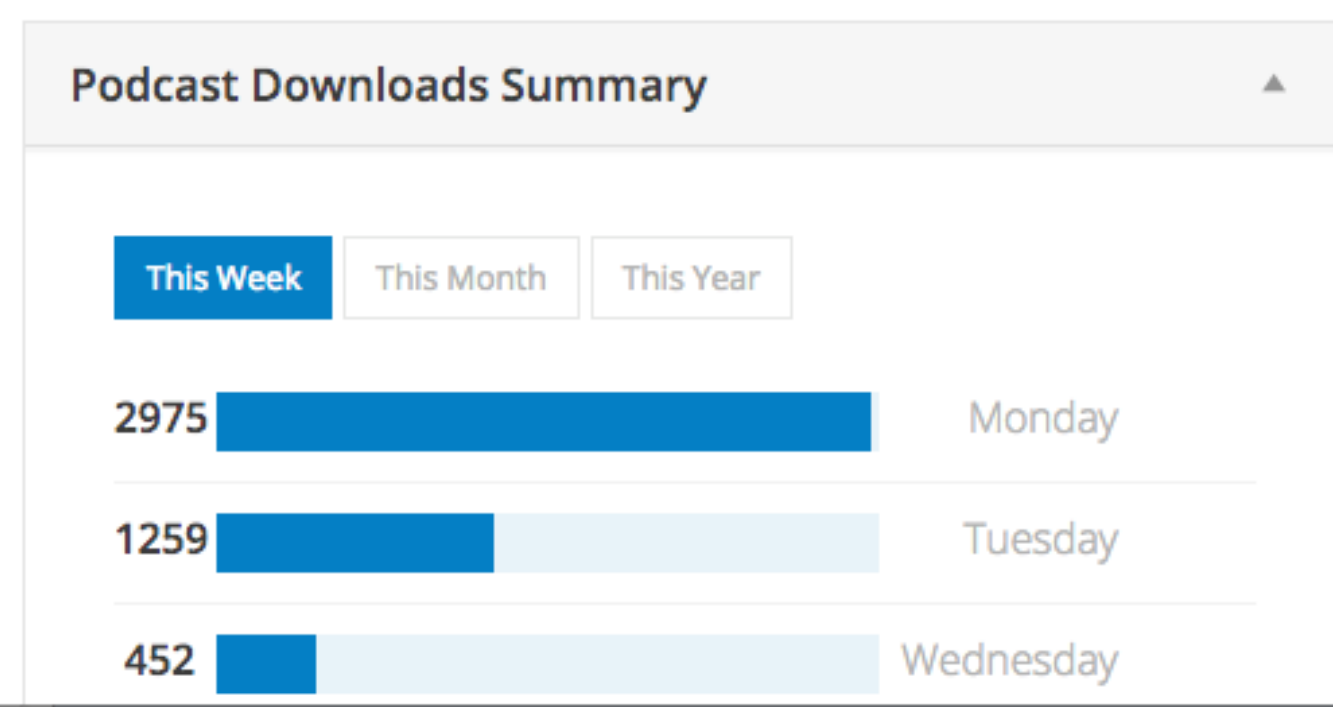


Dashboard ? **Dashboard widgets give you useful Results snapshots (arrange them to suit your needs).**



Base Stats (hide)

15,226	Visits
28,978	Pageviews
1.9	Pages/Visit
62.72%	Bounce Rate
00:01:33	Avg. Time on Site
422%	% New Visits



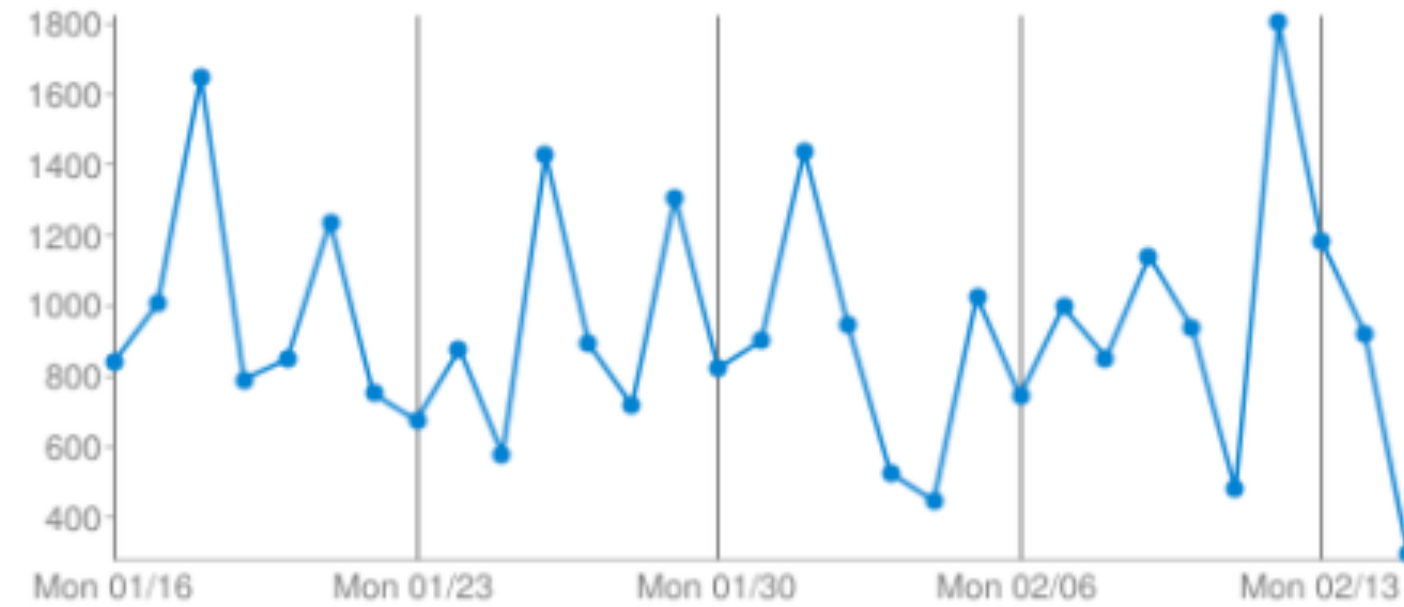
Extended Stats (hide)

- ##### Top Posts
- [Assembly Call - IU Basketball Podcast and Postgame Show](#)



Google Analytics Summary

2017-01-16 to 2017-02-15



Base Stats (hide)

15,226	Visits
28,978	Pageviews
1.9	Pages/Visit
62.72%	Bounce Rate
00:01:33	Avg. Time on Site
422%	% New Visits

Extended Stats (hide)

Top Posts

[Assembly Call - IU Basketball Podcast and Postgame Show](#)
4893 views

[NCAA Tournament Bracket Projections by Andy Bottoms](#)
2811 views

[Live Broadcast: The Assembly Call IU Postgame Show #iubb](#)
1891 views

[Listen NOW >>> The Assembly Call IU Postgame Show #iubb](#)
1537 views

[NCAA Tournament Bracket Projections: January 7, 2017 by @AndyBottoms](#)
1040 views

[Forums Archive - Assembly Call](#)
1001 views

[NCAA Tournament Bracket Projections: January 24, 2017 by @AndyBottoms](#)
809 views

[NCAA Tournament Bracket Projections: January 17, 2017 by @AndyBottoms](#)
808 views

[NCAA Tournament Bracket Projections: January 31, 2017 by @AndyBottoms](#)
734 views

[Hoosier Basketball Discussion - Assembly Call](#)
670 views

Top Searches

37	assembly call
24	assemblyhall.com
18	the assembly call
11	assemblycall.com
9	bracketology
8	assemblycallwebsite
4	assemblycall
2	andy bottoms
2	andy bottoms bracketology
2	andy,bottom,,projection,ncaaseeds
2	bracketology.fm

Top Referrers

3738	google
3189	(direct)
2369	twitter
1596	bracketmatrix.com
1376	t.co
950	dlvr.it
365	twitter.com
327	facebook_page
217	bing
136	m.facebook.com
134	yahoo



Question 7 (Nicolas)

Can the modules/lessons in the LMS sidebar be made to collapse (so that lessons only drop down when a module is clicked on)?



Main LMS Page, Lessons hidden until module clicked

The 50 Greatest Hoosiers of All Time

The Starting 5

No.'s 6-10

No.'s 11-15

No.'s 16-20

No.'s 21-25

No.'s 26-30

No.'s 31-35

No.'s 36-40

No.'s 41-45

No.'s 46-50

Honorable Mention

JEROD MORRIS / JUNE 17, 2015 (EDIT)

The 50 Greatest Hoosiers of All Time

How do you accurately rank the greatest IU basketball players of all time?

Accurately? You don't. It's impossible.

You simply do your best, and remember two things ...





Once a module is clicked, its lessons appear (will collapse if clicked again)

The 50 Greatest Hoosiers of All Time

The Starting 5

#1 Calbert Cheaney (1990-93)

#2 Don Schlundt (1952-55)

#3 Steve Alford (1984-87)

#4 Scott May (1974-76)

#5 Kent Benson (1974-77)

No.'s 6-10

No.'s 11-15

No.'s 16-20

No.'s 21-25

No.'s 26-30

No.'s 31-35

50-greatest-hoosiers/starting-5/

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Dashboard < Assembly Call — x

Secure https://assemblycall.com/

+ Add New Edit Manage

Design

LOOK AND FEEL

- Themes
- Appearance

LAYOUT

- Menus
- Content Areas

TOOLS

- Responsive Slider
- Dynamic Sidebars
- Custom CSS
- Maintenance Mode

Navigate to Design > Content Areas



Dashboard < Assembly Call

Secure https://assemblycall.com/

+ Add New Edit Manage

Design

LOOK AND FEEL

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TOOLS

- Responsive Slider
- Dynamic Sidebars
- Custom CSS
- Maintenance Mode

Navigate to Design > Content Areas

Content Areas < Assembly Call

Secure https://assemblycall.com/admin/widgets.php

+ Add New Edit Manage Help Clear Cache

Greetings, Jerod Mo

Admin Screen Opt

Content Areas

+ Manage in Appearance

Available Widgets

To activate a widget drag it to a content area or click on it. To deactivate a widget and delete its settings, drag it back.

Archives A monthly archive of your site's Posts.	Calendar A calendar of your site's Posts.
Categories A list or dropdown of categories.	Custom Menu Add a custom menu to your sidebar.
Featured Book Displays a single book with several customizable display options.	Featured Page Displays featured page with thumbnails
Featured Posts Displays featured posts with thumbnails	Featured Tabs Displays featured posts in Tabs
Forms Widget Forms Widget	Forum Login Widget A simple login form with optional links to sign-up and lost password pages.
Forum Search Form	Forums List

Locate your LMS sidebar

Primary Sidebar

This is the primary sidebar if you are using a two or three column site layout option.

- Text
- Text
- Recent Posts
- Text

Front Page 1

Front Page 2

Front Page 3

Footer 1

Footer 2

Footer 3

After Entry

Top 50 Hoosiers

LMS Navigation

Course:
The 50 Greatest Hoosiers of All Ti

Show course title

Show levels: 5

Show completed

Show favorite

Collapsible modules

Show only the current module

Show module numbers

Show lesson numbers

Hide delayed and protected content

Hide 'no-access' label

Custom 'no-access' label text:
You can't access this content

Custom 'no-access' link URL::
http://example.com

Check "collapsible modules"



Question 8 (Carol)

The form on the contact page is already there on the Rainmaker Pro template. If I add the short code for the form like you show in the video the form shows up twice. Where is the default form indicated on the contact page layout if I wanted to delete or change it?



← → ↻ 🏠 ⓘ jerod-morris.preview111.rmkr.net/admin/

☰ + Add New ✎ Edit 🔧 Manage ⓘ Help

🎨 Content ⚙️ ⓘ

📌

📄 Posts

📄 Pages

↕ Landing Pages

📁 Portfolio

🎧 Podcast Episodes

📺 Media

📈 Redirect Links

🗣️ Forums

🎓 LMS

📖 Book Library

ORGANIZATION

📂 Post Categories

📂 Post Tags

🎧 Podcast Network

🎧 Podcast Keywords

📁 Portfolio Type

📅 Editorial Calendar

👤 Book Authors

📖 Book Series

📖 Book Tags

TOOLS

📄 Forms

📄 Quizzes

📄 RSS Feeds

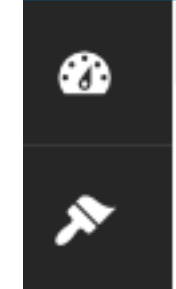
📄 Import

Dashboard ⓘ

A/B Tests ▾

Right Now in Forums ▾

Navigate to Contact > Forms



Forms

+ Add New Form

All (1)

Bulk Actions Apply 20 Forms Per Page Go

1 - 1 of 1 Form

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

Click Edit to edit the form



jerod-morris.preview111.rmkr.net/admin/admin.php?page=ninja-forms&tab=form_settings&form_id=1

+ Add New Edit Manage Help

Forms

Collect information and email addresses with Rainmaker's built-in forms.

First, give your form a name, and set up how your form results will be delivered at the top of this page. Then, complete your form. Finally, set your form's behavior using the settings at the bottom of this page.

When you're done, click Save Form Settings, and move to the next tab.

Contact

Form Settings Field Settings Notifications Form Preview

Basic Form Behavior Settings

Display Form Title

Require user to be logged in to view form?

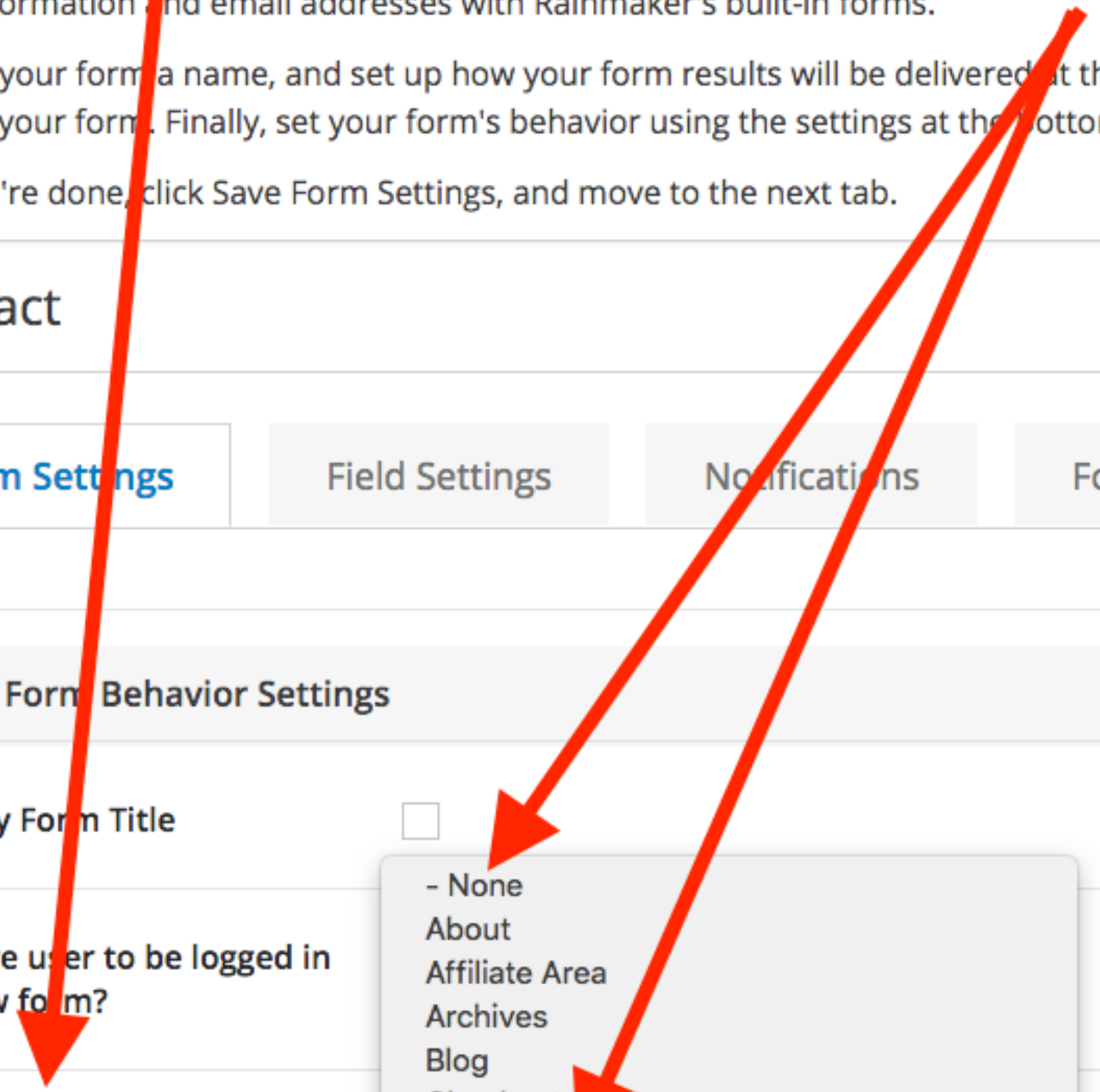
Add form to this page

- None
- About
- Affiliate Area
- Archives
- Blog
- Checkout
- ✓ Contact
- Example Icon Links
- Free Member Content Library
- Join Our Free Content Library Membership
- Login
- Profile
- Thank you

Submit via AJAX (without page reload)?

Clear successfully completed form?

The form is set to automatically appear on the Contact page. You can leave this and remove the shortcode from the page, or click "None" and leave the shortcode.



jerod-morris.preview111.rmkr.net/admin/admin.php?page=ninja-forms&tab=form_settings&form_id=1

+ Add New Edit Manage Help

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Contact

Form Settings Field Settings Notifications Form Preview

Basic Form Behavior Settings

Display Form Title

Require user to be logged in to view form?

Add form to this page

- None
- About
- Affiliate Area
- Archives
- Blog
- Checkout
- ✓ Contact
- Example Icon Links
- Free Member Content Library
- Join Our Free Content Library Membership
- Login
- Profile
- Thank you

Submit via AJAX (without page reload)?

Clear successfully completed form?

The form is set to automatically appear on the Contact page. You can leave this and remove the shortcode from the page, or click "None" and leave the shortcode.

Edit Page

+ Add New

View All

Contact

Permalink: <http://jerod-morris.preview111.rmkr.net/contact/> Edit View Page Get Shortlink

Add Media

Visual Text

B I ABC [List icons]

Have a suggestion or question? Email me at jerod@primility.com or use the form below.

[display_form id=1]

Remove this if you keep option to Add form to Contact page.

Word count: 14

Last edited by Jerod Morris on February 6, 2017 at 3:21 PM



Question 9 (Fred)

When talking about the bio and author box, it made me think Copyblogger has a bunch of articles on how to create a great bio, and there are articles on a bunch of the topics you're talking about here.

How about linking to the best or most practical articles for each topic you are covering — plus, link directly to the RM help pages (or point to them or how to find them with search)? Just an idea



Question 10 (Nicolas)

Can content for lessons (i.e. voiced over pdfs, flash presentations, PowerPoint, etc) be created in Rainmaker or does it have to be made with another program then uploaded as media?



Upcoming Sessions

How to Choose the Best Theme for Your Rainmaker Site (with Rafal Tomal)

Wednesday, February 22 from 11-11:45 a.m. Eastern Time

Q&A on Rainmaker Design Settings

Wednesday, March 1 from 1:00-1:45 p.m. Eastern Time



Additional Questions?



RAINMAKER PLATFORM