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## InstaBuilder 2.0 Dashboard

## InstaBuilder 2.0 Editor’s Content Area

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## InstaBuilder 2.0’s Image Editor

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Getting Started

1. System Requirements
   - Web hosting server with PHP 5.2+ installed.
   - WordPress version 3.3+ installed on your server.
   - Basic knowledge on how to install and use self-hosted WordPress blogs.

2. Installation
   This guide assumes that you already have a copy of InstaBuilder 2.0 downloaded from the members’ area and your server and wordpress installation meet the above requirements to proceed.

2.1. Wordpress Admin Area
   To install InstaBuilder 2.0 through the wordpress admin area, please follow these steps.

   1. Login to your wordpress site’s admin area.
   2. After you have successfully logged in, hover your cursor on the Plugin menu item from the left admin panel. Then, click Add New.
3. Once inside, **Add Plugins** page, click **Upload Plugin**.

![Add Plugins page](image)

4. Click **Choose File** button and locate the InstaBuilder 2.0 in zip format from your computer. When found, double-click on it then click **Install Now**.

![Choose File and Install Now](image)

5. After the plugin has been successfully uploaded and installed. Click the **Activate Plugin** link to get started with using InstaBuilder 2.0 or click **Return to Plugins Page** should you wish to activate it some other time.

![Plugin installation successful](image)

### 2.2 CPanel

To install InstaBuilder 2.0 through your server’s Control Panel (CPanel), please refer to the following guide.

1. Login to your server’s Control Panel / Cpanel.
2. Locate the **File Manager** link or icon and then, click it.

3. Navigate to the directory where your wordpress is installed all the way through wp-content/plugins.

4. Once inside the plugins page, click the upload icon.

5. Click **Choose File** button and locate InstaBuilder 2.0 zip file from your computer then double-click on it.

6. After the file has been uploaded successfully, return to the plugins page and reload.

7. Select the InstaBuilder 2.0 zip file and click the **Extract** icon.

8. The extraction is finished when a popup window appears displaying the summary of the files extracted from the zip file. Close it.

9. You have the option to either delete or keep the InstaBuilder zip format from your plugins directory.

10. Login to your wordpress admin area and navigate to your Plugins page to activate InstaBuilder 2.0.

### 2.3 FTP

To install InstaBuilder 2.0 through FTP, please refer to the following steps. This guide assumes that you already have an FTP client installed and the InstaBuilder 2.0 zip format has been extracted to a folder.

1. Launch your FTP client.

2. Connect to your web server by supplying host, username and password with the relevant ftp details.

3. After you have successfully connected, from the directory where wordpress is installed, navigate to the following location wp-content/plugins.
4. Upload the InstaBuilder 2.0 folder right into the plugins page of your server through the FTP client you are using.

5. After the folder is uploaded, login to your wordpress admin area and navigate to your Plugins page to activate InstaBuilder 2.0.

3. Settings

The InstaBuilder 2.0 settings page is accessible by navigating from the dashboard of the wordpress admin area then hover the cursor over the InstaBuilder 2.0 menu item from the left admin panel.

The settings page contains options that is necessary to activate certain features of InstaBuilder 2.0.

3.1 Powered By InstaBuilder 2.0

This section allows you to enable the display of “Powered By InstaBuilder” where your affiliate link is embedded. It is located right at your landing page’s footer so you can earn commissions.

To enable this feature and start earning as an affiliate, tick the checkbox labeled Enable “Powered By InstaBuilder” 2.0 link.
Then, supply the **InstaBuilder 2.0 Affiliate URL** text field with your affiliate link.

### 3.2. Facebook

This section is necessary to enable the following InstaBuilder 2.0 features: Facebook Connect for Opt-In, Facebook Comment, FaceBook Like and FaceBook Page integration. In order to proceed, you would have to have a Facebook Developers account and create an app to obtain Facebook App ID and Facebook App Secret.

#### Creating a Facebook Application

- Go to [https://www.facebook.com/](https://www.facebook.com/) and login using your facebook account.
- Once you have successfully logged in to your account, proceed to Facebook Developer’s page which can be accessed through the following link: [https://developers.facebook.com/](https://developers.facebook.com/)
- If you haven’t registered as a developer yet, you would have to register your account by clicking the small arrow beside Apps from the top navigation menu then click **Register as a Developer**
• Accept the Facebook Policy and proceed on the next step by clicking the Next button.

• Verify your account by providing your phone number to complete your registration. Select how you would like to get the confirmation code.

• Once you have received the confirmation code, enter it in its designated field and click Signup.

• To start creating your app, simply click the small arrow beside Apps from the top navigation menu then click Create a New App.

• Select the website platform.
• After you have selected the platform of your new app, you will then be required to enter the name of your app in the text field. Then, click **Create New Facebook App ID**

[Image: Selecting app name]

• A popup window should then be displayed after the button is click where you will be prompted to choose the relevant category for the app. Once done, click **Create App ID**.

[Image: Create a New App ID]

• Next would be to supply the url of the site where the app will be used by InstaBuilder 2.0. This section is right below the **Setup the Facebook SDK for JavaScript** section. Then, click **Next**.

[Image: Supplying website url]
• Scroll back up and click **Skip Quick Start** button.

![Skip Quick Start](image)

• You should be redirected to the current apps dashboard where you can access the **Facebook App ID** and **Facebook App Secret**.

![Dashboard with App ID and App Secret](image)

• Copy and paste the details to their respective fields in the **InstaBuilder 2.0 Settings**.

**Note:** Once you have saved the settings for the first time with the appropriate facebook app details, new settings for facebook will be displayed which is for **Facebook Page Tab** integration.

If you want to use IB 2.0 landing pages also as a Facebook page tab, then you have to create/edit your Facebook app and do the following:

• In your Facebook app interface, go to **Settings -> Add Platform -> Page Tab**

• Enter the Page Tab URL displayed in the InstaBuilder Settings to the Page Tab URL field in your Facebook app.

• Enter the Secure Page Tab URL displayed in the InstaBuilder Settings to the Secure Page Tab URL field in your Facebook app.
• Enable the “Wide Page Tab” option and save your Facebook app.

• To publish one of your landing pages as a Facebook page tab, go edit one of your pages and choose the “Publish To Facebook” option from the top bar.

3.3. Disqus

Disqus is a free and popular discussion/comment system you can integrate to your landing pages. All that is needed for you to enable this feature is to register for free on the Disqus site through this [link](#) and supply your shortname to the field labeled **Disqus Shortname**

3.4. GoToWebinar

GoToWebinar is a popular tool that allows you to host a webinar or a real-time event online. With InstaBuilder 2.0 you have the option to integrate the service seamlessly with your landing page for your attendees to easily register. All you need is to create a developer account at Citrix through this [link](#). After you create the account, login to your Citrix’s developer account and create a new app so that you can obtain the Consumer Key. Upon creating a new app, you can give your app any good name and description. In the “Product API” options, please choose GoToWebinar, and enter http://yourdomainname.com/ into the “Application URL” field. Once you have obtained your consumer key, enter it to the designated field and save the settings. Once the settings have been saved with the correct details provided, the status should then be marked as **Connected**.
3.5. Image Search API

This field in the InstaBuilder 2.0 is optional but very useful for better image search results. This feature of the plugin makes use of the Flickr and Pixabay services. It is in this regard that you need to obtain respective API keys for the services and other details required on the settings. For Flickr, you can obtain the API Key by creating an account at Flickr. Once you are registered, create a Flickr App to obtain the API Key and enter it in the designated field. Just like in Flickr, you also need to create an account in Pixabay to get the API key. Once you are registered, visit the Pixabay API Documentation and scroll down to find a link labeled Show API key (under the “Request Parameter” section). Click that link to obtain the API Key and copy it to its designated field in the InstaBuilder 2.0 settings. Supply your registered username on the last field of this section.
3.6. Image Editor

One of the great and advanced features of InstaBuilder 2.0 is the Image Editor that offers the ability for user(s) to customize and edit images as far as creativity goes while keeping that professional look. All you need to do is to create an account at Aviary as a developer through this [link](http://example.com). Once you signed up, please login to your Aviary Developer account, and create an app. The API Key can be obtained after you create an app in your Aviary developer account.

Once all necessary information are in place, click **Save Settings** button on the right lowest portion of the page.
InstaBuilder 2.0 Dashboard

1. Overview and Chart

The first section in the InstaBuilder 2.0 dashboard is a summary of the pages created in InstaBuilder 2.0 both published and unpublished, page views and the number of visitors. Below the overview section is a chart that displays the total number of visitors over the last 2 weeks. Beside the chart are buttons that enable you to create a new landing page or a new page group.

![Visitors Chart for the last 2 weeks](chart_image)

2. Page Groups

Page Groups is one of the many features of InstaBuilder 2.0 where the user can create a specific group to categorize pages according to preferred criteria for easy and convenient management.

The following guides assume that you are already logged in to the wordpress admin area and already inside the InstaBuilder 2.0 Dashboard.
2.1 Creating Page Groups

1. To create a Page Group, click the green **New Group** button.

![Image of creating a new page group]

2. A text field should be displayed where you can add the name of the page group.

3. Click the blue **Create Group** button to save.

4. After the group has been created, a green box will be displayed confirming that the action has been successful. And the newly created page group will be added in the table.

![Image of page group creation confirmation]

2.2 Managing Page Groups

1. To view the current list of page groups created, click the folder icon located in the Action column.

![Image of managing page groups]

InstaBuilder 2.0 USER’S GUIDE
2. To create a new page under this page group, click the file icon. This should trigger the display of the window where you can start building a landing page.

3. To duplicate or delete a page group, click the gear icon and choose which action you would like to apply on the page group.

3. Ungrouped Pages

All pages that are not created through page groups’ Add New Page action are listed in this section. However, you can manage these pages such as editing, viewing reports, assigning them to the page group of your choosing, etc.

3.1. Creating a Landing Page

1. Launch the InstaBuilder 2.0 editor. There are 4 different approaches in launching the editor. First is through the New Page button just beside the visitor chart of the InstaBuilder 2.0 dashboard.

First is through the New Page button just beside the visitor chart of the InstaBuilder 2.0 dashboard.
Next is through the **Add New Page** action found on the page groups section.

Third is through the **Create Landing Page** of the ungrouped pages section in the InstaBuilder 2.0 Dashboard.

Lastly, by **adding a new post or page** then enable the InstaBuilder 2.0 editor. Note that you would have to save the page or post as draft before you can launch the InstaBuilder 2.0 editor.
2. Before getting to the actual editor, you will be prompted first to choose a template as a starting point in creating your landing page. InstaBuilder 2.0 offers a wide range of well-designed and professional looking templates for sales pages, squeeze pages, launch pages, webinar, coming soon and more with each template type containing several sub-types to provide you the best option in creating the page you desire. And to make things way lot easier for you, InstaBuilder 2.0 offers the search template feature so you can just type in the page type you want to build and the system will filter it out to give you the best results.

Should you opt not to start with a template, InstaBuilder 2.0 also offers the option where you can create a landing page from scratch. Build your own page template and save it so you can use it when creating landing pages using the same layout as a starting point in the future.
3. Once you have selected a template, you will then be redirected to the InstaBuilder 2.0 editor where you can start building your landing page.

InstaBuilder 2.0 Editor’s Navigation Bar

InstaBuilder 2.0 editor’s navigation bar located at the top most portion of the page contains many additional settings to manage the development of the landing page as well as adding extra functions to it when delivered to your target audiences. Listed below are options available and configurable in the InstaBuilder 2.0 editor’s navigation bar.

- **Visit Page.** This button redirects you to a new tab or window where you can view the page live on the site. This button will only be visible when you have published the landing page.

- **Change Permalink.** Change Permalink is the green button just beside the InstaBuilder 2.0 logo when creating a landing page but would come next to Visit Page once the edited page goes live. It allows you to edit the permalink of the
landing page you are creating or editing. Note that you would need to save the page to permanently change the permalink.

1. To edit the permalink, click the **Change Permalink** button on the navigation bar.

2. After the button is clicked, a popup window should appear where you would need to click **Edit Permalink** button to change the current permalink of the page.

3. Edit the permalink according to your preference then click **Ok**.

4. Right after you change the permalink, a message will be displayed in green background and text confirming that the permalink has been changed successfully. Click **Close** to close the popup window.
• **Split Test Settings.** Split test settings is hidden in the caret just beside the green button labeled with current variation of the landing page you are editing which by default is Variation A.

![Split Test Settings](image)

**Configuring the Split Test Settings**

1. To configure the split test settings, start by clicking the caret beside the button with Variation A label then click Split Test Settings.

2. Notice that after Split Test Settings is clicked, the right panel will then be displayed containing Split Test Settings.

3. Configure the settings according to your preference.
• **Traffic Weight.** The fields should be supplied with a numerical value (should sum up to 100) in percent that determines the amount of visitors a variation should receive.

• **Conversion Settings**

  • **Thank You Page Location.** Determines the source of the thank you page. Select *Wordpress Post/Page* if your thank you page is within your current wordpress installation’s pages or posts. However if it is not from this installation, select *External Page*. When using an *External Page*, please note that you must ensure that your conversion page are on the same domain as this landing page so the cookie can be read. You could have your conversion page on a different sub-domain as long as the top level domain is the same. When *External Page* is selected, you would have to put the tracking code generated by the system at the bottom of your thank you page. Just before the closing </body> tag.
• **Thank You Page.** This field is only available when the thank you page location is within your current site’s wordpress installation. The dropdown will list down your published pages and posts where you can select the thank you page to use.

4. Once done with the Split Test Settings, click **Hide This Panel** button to close it.

**Creating New Variation**

1. To create a new variation for split test, click the caret beside the button with Variation A label then click **Create New Variation.**

2. A popup window will then appear prompting you how you would like to proceed in creating a new variation. The dropdown offers you the option to duplicate the current variation, use a new template or create from scratch.
3. Once you have selected your preferred creation mode for the new variation, click the blue **Create Now** button.

![Creation Mode]

4. You will then be redirected to the InstaBuilder 2.0 editor of the new variation.

5. To delete the variation, simply click on the red x button just beside the caret with the button labeled with the variation title. You will be prompted to confirm the action as it is irreversible so do it at your own risk.

![Variation B Delete]

- **Preview.** The preview function is represented by an eye icon. When clicked, this will open a new window where it renders the page as if this has already gone live. Additionally, it offers you simulation options on how it looks in different devices and orientation.

- **Landing Page Settings.** Represented by the gear icon, the landing page settings contain different sets of options to customize and add extra functionalities to your landing page such as adding meta data to your landing page, general design, attention bar, popups, exit splash, addon scripts/codes, graphics and template change.
Configuring Page Settings

1. To configure the page settings of your current landing page, click the gear icon then **Page Settings**. This should open up the right admin panel containing the option available for you to setup.

   - **Page Info & SEO**. Click the tab to expand and display the options. This is where you will add the meta data of your page to boost and improve your SEO. Once done, simply click the tab heading to return to the main menu of the page settings.
• **Advanced SEO.** Click the tab to expand and display the available option for advance SEO. This section allows you to further enhance your SEO settings for this page. To go back to the main menu of the page settings, simply click the tab title.

![Advanced SEO](image)

• **Page Width.** Expand the tab to setup how wide you would like your landing page to be displayed. The settings allow a minimum width of 300px and a maximum width of 1200px.

![Page Width](image)

• **General Typography.** Expand this tab to set the general styling of the texts to be used on the landing page. In this section, you are allowed to set the default font family to use from a wide range of selection, the default size of the text, color, link color as well as the link color on hover state.
• **Background Color.** Expand the tab to display the built-in color picker to choose the background color for your landing page.

• **Background Image.**

**How to Add/Edit Background Image**

1. Expand the tab to display the options in adding a background image to your landing page.

2. The first field prompts you to enter the url of the background image. Supply the complete URL of the image’s location. Alternatively, you can
use the action button below the text field to upload your own image, select from a pre-made pattern or search for one which is one of the unique feature InstaBuilder 2.0 offers.

3. Right after you select a background image, a new set of buttons will appear below the image’s preview that you can use to manage your background image.

a. **Edit** allows you to edit the image according to your preference through the Aviary service. Note that in order to use the edit feature, you would first need to add your API key on the InstaBuilder 2.0 settings discussed earlier. For a more comprehensive guide in editing images, click [here](#).

b. The **Remove** button deletes the current background image. Note that...

4. Next, select the background image style to be applied on your background image.

5. After which, select the position where your background image starts displaying.

6. Lastly, select how you would like the background image to be attached on the page. When scrolling is selected, the background image scrolls along with the other elements of the page. While the fixed option will stick your background image no matter how deep the scrolling may get.
• **Background Video.** With InstaBuilder 2.0, you are not limited with just the use of a background image that you can customize and edit. You can also use a youtube video as a background which is only an option available to the mini-squeeze template of InstaBuilder 2.0’s predecessor. Note that the video background will NOT be displayed in editor mode, but will be viewable in the actual page.

**How to Add Background Video**

1. Expand the **Background Video** tab on the right panel to display the options in adding a background video to your landing page.

2. Supply in the input field the video url of the youtube video you would like to use as a background. Note that as of the moment, InstaBuilder 2.0 only supports youtube videos.

3. Tick the **Mute Video Sound** checkbox if you would like to disable the audio of the background video. Otherwise, uncheck it to play the sound of the video.

4. Leave the checkbox with the label **Loop Video** checked so that your background video automatically repeats once it finishes playing. But if you would like the video to stop when it ends, uncheck the checkbox.

5. If you would like to leave the video controls on while your background video is playing, check the box labeled **Display Video Controls**. However, if you would like to render the video without the controls, leave it with the default settings where the box is unchecked.
2. Once you are through with the page settings, click the **Hide This Panel** button to close the right panel.

- **Attention Bar.** The attention bar is a small attention-grabbing section located on the top most section of the page. This option is very useful if you would like to display important announcements, news, updates or even offers to your users and visitors.

  This guide walks you through on how to customize the layout of the attention bar as well as setup how frequent you would like it to get displayed.

**Configuring the Attention bar**

1. Click the gear icon from the InstaBuilder 2.0 navigation bar then the **Attention Bar** menu item.
2. To configure the attention bar settings, you would need to tick the checkbox labeled, **Enable Attention Bar**.

![Attention Bar Settings](image)

- **When to Load the Attention Bar.** Select from the dropdown how frequent you would like your visitors see the attention bar. Note that the attention bar while editing the landing page will remain at its location regardless of how frequent you have set it up to display.

- **Message.** Supply in this field the content to be displayed in the attention bar. Note that html tags are allowed in this field.

- **Link Text.** Enter the anchor text in this field.

- **Link URL.** Enter the complete url in this field that shall be embedded to the anchor text supplied in the link text field.
• **Background Color.** Using the built-in color picker, select the background color you would like to apply to the attention bar.

• **Border Color.** Select the color you would like to apply to the border style of the attention bar.

• **Font Face.** Select the font family you would your text in the attention bar to be displayed in.

• **Font Color.** Use the built-in color picker to select the color of the texts displayed in the attention bar.

3. Once you have finished setting up your **Attention Bar**, close the right panel by clicking the **Hide This Panel** button.

• **Popup Settings.** This feature of InstaBuilder 2.0 allows you to enable a popup to your landing page that you can edit and customize according to your preferences. Additionally, you can also setup how often you would like it to load on the page.

**Configuring Popup Settings**

1. To edit your popup settings, click the gear icon on the InstaBuilder 2.0 editor navigation bar then click **Popup Settings** next.
2. Next, you would need to enable the popup function by ticking the **Enable Popup** checkbox and set the frequency it loads on the landing page. Then, click the blue **Edit Popup** button.

3. Once the button has been clicked, a popup window will appear. Add contents to the window by dragging and dropping elements from the element area which by default located on the left portion of the page. To know more about the different elements you can use in adding content to your landing page including that of your popup, click [here](#).

4. Once done with the popup settings, close the right panel by clicking the **Hide This Panel** button.
• **Bottom Slider.** The bottom slider is yet one of the great features InstaBuilder 2.0 has to offer. It enables you to add a section in the bottom-most part of your landing page where you can add elements and customize the way it looks as well as the frequency of its display and more.

### Configuring the Bottom Slider

1. To enable the bottom slider feature, click the gear icon of the InstaBuilder 2.0 then **Bottom Slider**.

![Bottom Slider Settings](image)

2. Tick the checkbox labeled **Enable Bottom Slider** to display the bottom slider to the content.

3. Choose from the dropdown labeled **When to Load The Bottom Slider** the frequency you would like to display the bottom slider to your visitors.

4. Tick the checkbox labeled **User Cannot Close The Slider** to keep the bottom slider displayed at all times without providing the visitor the option to close it.

5. To add contents to your bottom slider, simply drag elements and bring them inside the bottom slider section. Note that by default, a text element is already added.
6. Apart from adding contents, you can also edit the layout and design of the section. All you need to do is click the bottom slider section, then hit the gear icon to display the section settings of the element on the right panel.

- **Exit Splash.** The exit splash is an InstaBuilder 2.0 feature that allows you to setup a confirmation box that appears when a visitor tries to exit the landing page then redirects them to the defined url on the settings when user chooses to stay on the page. This is a great option to present offers to leaving visitors to prevent them from proceeding and have them stay instead or be directed to any of your preferred pages.

**Configuring Exit Splash Settings**

1. To configure the exit splash setting, you would first need to click the gear icon located at the InstaBuilder 2.0 editor’s navigation bar then click **Exit Splash**.
2. Once clicked, the right panel will then be displayed containing the exit splash settings.

![Exit Splash Settings]

3. To enable exit splash on the page, tick the checkbox labeled **Enable Exit Splash**.

4. Supply the Exit Splash Message textbox with a compelling message to users who are attempting to leave the page.

5. Lastly, enter the complete url of the page you would like the user to be redirected once he/she chooses to stay on the page.

6. Once you are done with the exit splash settings, click **Hide This Panel** button.

• **Welcome Gate.** InstaBuilder 2.0 introduces the Welcome Gate feature that enables you to setup a landing page that would visitors will see for the first time when accessing a specific page set in the welcome gate settings. This feature is useful in building your list for instance as you can drop an opt-in form that prompts your visitors to register to your list first before getting into their intended page.

**Configuring Welcome Gate Settings**

1. To enable this feature, you would have to click the gear icon that is situated on
the InstaBuilder 2.0 editor’s top navigation bar. Then, click **Welcome Gate** to display the welcome gate settings on the right panel.

2. Tick the checkbox labeled Enable Welcome Gate to activate the feature.

3. Lastly, use the dropdown to select the page that will be locked by the landing page you are creating/editing.

- **Scripts/Codes.** The scripts and codes option is designed particularly in cases where you would have to add additional lines of code and scripts to the landing page.
Configuring Scripts Settings

- **Head Scripts.** The code or script that you will enter in this field will be inserted within your site’s <head></head> tag.

- **Body Scripts.** The code or script that you will add in this box will be added right after the opening <body> tag.

- **Footer Scripts.** The code or script you add in this field will be placed right before the closing </body> tag.

- **Graphics.** InstaBuilder 2.0 comes with a wide selection of pre-made and high quality graphics ready for you to use on your landing page.

How to Add Graphics to the Landing Page

1. Click the gear icon at the InstaBuilder 2.0 editor’s navigation bar. Then, click **Graphics.**
2. Select the graphic type you would like to add to the landing page. This will display the available images under that graphic style.

3. Add the image to the landing page by dragging the image of your choice and dropping it right into the content area.

4. To manage the added image, click on it in the content area.

   a. Notice that a bounding box encloses the image with icons below it. Drag the square dots that are in line with the bounding box to resize the image.

   b. To edit the image, click the gear icon which is the first among the list of icons available. This will open up the right panel containing image settings. You can replace the image by searching for a new one or uploading your own through the action button. Should you like to edit it to customize or enhance it, click the orange **Edit** button. If you wish to remove it instead, simply click the red **Delete** button. The last option in the image settings is the target link type where you can choose to embed a link on the image (choose **URL** then supply the text field with the url you would like to embed to the image and whether you would like it to be opened in a new tab). Select **Popup** if you wish to enable a popup window when the user clicks on the image. Please refer [here](#) on how to edit a popup window. Lastly, choose **Alert Message Box** if you like to display an alert message box when the image is clicked.
c. The copy icon represents the copy element or duplicate element comes right next to gear icon. When clicked, it will duplicate the current element which in this case is the image.

d. Next are the options to float the element left or right represented by the left and right chevron icons respectively.

e. Following the chevron icons are the left, center and right align icons to manage the alignment of the element added to the content area.

f. The trash icon which is the last on the list deletes the element. When clicked, you will first be prompted if you would like to continue with the action as this can’t be undone and you would have to proceed at your own risk.

• **Change Template.** Should you wish to switch to another template and replace the current one you are using, simply click the gear icon first from the InstaBuilder 2.0 editor’s navigation bar then click **Change Template.** A box will prompt you to confirm your action as this is irreversible and would delete the settings and contents you have put in. Once you confirm that you would like to proceed changing your template, the change template window will then be displayed with a list of available template you can use to start over again.
Save. It is important to always save the changes made on the landing page as some features of the editor will only take effect when the save button is clicked such as the change permalink and preview options.

Publish. Drafts and unpublished landing pages will have the publish menu item in the InstaBuilder 2.0 editor’s navigation bar. Clicking it will basically set the landing page to go live and after which will no longer be visible.
• **Publish Options.** The publish options are accessible when you click on the caret located on the right most portion of the InstaBuilder 2.0 editor’s navigation bar.

![Publish Options Menu]

- **Restore to Previous Save.** This option allows you to undo all the changes done and revert to the last save made.

- **Publish to Facebook.** When clicked, this option will publish the landing page created to facebook. Note that this will only take effect if the required information for facebook integration has been setup correctly in InstaBuilder 2.0 settings.

- **Publish to HTML.** With InstaBuilder 2.0, not only can you create pages and posts for wordpress. This option will save the current landing page to HTML format and prompt you to save it in your computer. You can then upload it to your server should you wish to have a landing page in HTML or for whatever purpose this would serve you best..

- **Save as Template.** Click this if you wish to save the current landing page as a template that you can reuse when creating new sets of landing pages.

**How to Save Landing Page as Template**

1. Click the caret located on the right most portion of InstaBuilder 2.0’s navigation bar. Then, click **Save as Template.**
2. A popup window should appear with fields you are required to configure to save the current landing page as template.

- **Template Name.** Enter in this field your desired name to determine the template from the rest of the available templates on template selection step when creating landing pages.

- **Page Type.** Select the appropriate category where this template should belong.

- **Tags.** This field is optional but would be helpful in filtering out templates when searching for custom-made saved templates.

- **Thumbnail.** Upload the thumbnail image which is a screenshot of your template saved in your computer. This is a great way to provide an initial look on how this template looks.

3. Click Save as Template button to save the landing page.

- **Exit Editor.** Once you are through with the edits for the landing page, click Exit to Editor to return to the wordpress admin area.

**InstaBuilder 2.0 Editor’s Content Area**

InstaBuilder 2.0’s content area is one of this plugin’s pride. It offers slick but easy-to-use interface to create, edit and manage your landing pages. It is equipped with highly flexible elements that you can edit, customize and add extra touches utilizing your creativity at its fullest. It brings content creation a whole new experience as it allows all, if not, most of the tasks required of the content creation process in just one window. Furthermore, you are assured that all elements and the contents you have put in will be rendered responsively in different devices and orientation. In fact, InstaBuilder 2.0 also gives you the convenience to check how your page looks like in different screens and orientation within one window without having to hop in between different device
emulators or live actual gadgets to check your page. All you have to do is have your contents ready, your creative idea in designing your landing page and a couple of clicks, InstaBuilder 2.0 will then handle the rest for you.

This section of the guide covers the different elements that you can drag and drop into the content area as well as the respective options to manage them. The elements are bound together in a palette that you can toggle on and off and drag it within the content area for your convenience. Overall, there are 24 elements you can utilize.

Note: Elements that can be dropped into the content area can be managed by hovering your cursor on the element first then click the closest bounding box to the element to display the options to manage the element.

To reposition the element, simply grab the element and drag it to the position where you would like it to be located.
1. **Section.** The section element adds a new section apart from the current one which is available by default. This element inherits the width of the default section that has been setup. You can drop other elements inside the section element.

How to Add and Manage Section Element

1. To add the section element, drag the element’s icon from the list of elements then drop it in the position you prefer inside the content area.

2. You can manage the element by clicking on it first and confirm that a bounding box encloses the area covered by the element.

3. Resizing the section element can be achieved by dragging the square dots in line with the blue bounding box. However, it is important to note that doing so will also resize the default section.

4. To edit the settings of the section element, click the gear icon which is the first among the 5 icons available to manage the element. Doing this will enable the display of the section settings in the right panel.
• **Margin and Padding.** To set the margin and padding of the section element, click the tab **Margin & Padding** to view and configure the settings.

• **Top Margin.** Using the slider or by directly typing the numerical value in the input field, set the top margin of the section element from the preceding element.

• **Bottom Margin.** Using the slider or by directly typing the numerical value in the input field, set the bottom margin of the section element from the next element.

• **Vertical Padding.** Using the slider or by directly typing the numerical value in the input field, this will determine the left and right space inside the section element.
- **Horizontal Padding.** Using the slider or by directly typing the numerical value in the input field, this will determine the top and bottom space inside the section element.

- **Background.** Click the tab labeled Background to view and configure the background settings of the element section.

![Background settings](image-url)

- If you would like to set the background of the section element to be transparent, tick the checkbox labeled **Transparent Background Color.** Otherwise, leave it uncheck to set your preferred custom background.

- **Background Color.** Use the built-in color picker to select the background color of your preference to apply to the section element.

- **Background Image.** Supply the complete url of the image’s location you wish to use as background image or use the blue action button to upload your own image, use pre-made patterns or search for images you can use. Once an image is supplied in the background image field, the buttons edit and remove will then be enabled. Click edit to
enhance the background image selected or remove it by clicking the remove button.

- **Background Image Style.** Select from the dropdown how you would like the background image to be displayed on the section element.

- **Background Image Position.** Choose from the dropdown in what position you would like to be the background image’s starting point of display.

- **Background Image Attachment.** When Scroll is selected, the background image scrolls along with the other elements of the page. While the Fixed option will stick your background image no matter how deep the scrolling may get.

- **Borders.** The borders tab contains settings to apply borders and its corresponding styling to the section element.

  - **Border Color.** Choose the color of your preference you would like to apply to the borders of the section element using the built-in color picker.

  - **Style.** From the dropdown, select what style you would like to use for the borders.

  - **Thickness.** Use the built-in slider to set the thickness of the borders or simply enter the numerical value in pixels inside the input field.

  - To configure each border individually, tick the checkbox labeled **Setup Border Individually.** The above mentioned options will then be available for each border: left, right, top and bottom border.

- **Rounded Corners.** The rounded corners tab allows you to add curves to every edge of your section element. Click the tab title to access the settings area for rounded corners.
**Top Corners.** Use the built-in slider or enter in the input field a numerical value that corresponds to the radius of the top left and top right corners of the section element.

**Bottom Corners.** Use the built-in slider or enter in the input field a numerical value that corresponds to the radius of the bottom left and bottom right corners of the section element.

**Opacity and Shadow.** This section holds the settings to further enhance the layout of the section element by adding shadow effects and configuring the visibility of the element.

**Shadow Type.** Select from the dropdown whether you would like to apply a shadow effect to the section element. By default it is set to none. Other options are inset where the shadow is casted inwards and outset which is the opposite of inset and the shadow is casted outwards.
• **Shadow Color.** Using the built-in color picker, select the color of the shadow you would like to apply to the section element.

• **Horizontal Shadow.** Use the built-in slider to set which side the shadow will be prominently casted. A positive value will cast the shadow more on the right and negative value to the left.

• **Vertical Shadow.** Use the built-in slider to set the shadow will prominently casted above or below the element. A positive value will cast the shadow more on the bottom and negative value to the top.

• **Box Opacity.** This field determines how visible the element is in the page.

• **Display Delay.** This section offers options to enable a slight delay in the display of this element on the page. Click the tab to configure the settings.

• **Enable Display Delay.** Tick the checkbox if you would like to enable this feature to the section element. Enabling this feature will display the sliders that you can set to configure the delay period in hours, minutes and seconds.
• **Effect.** Click this tab to set an animated effect to the section element the moment the page is loaded for the first time.

![Effect](image)

• **Display Animation.** From the dropdown, select the animation of your choice that you would like to be applied on the section element.

5. To copy or duplicate the section element along with its settings, click the copy icon located right next to the gear icon. When clicked, it will duplicate the current element which in this case is the image.

6. The next icon is the remove column icon which by default is disabled and will only be available for usage once the section has more than one column to manage.

7. The fourth icon is the add column icon which adds a column to the section when clicked.

8. To remove the element, click the trash icon.

2. **Wide Section.** The wide section element adds a full-width section to the content area in addition to the default section available in the editor. However, the area where the droppable elements can be set is wrapped around the same width as the default section. The options to manage the wide section element are pretty much the same as with the section element.
3. **Wide Background Box.** The wide background box element is somehow similar to the wide section element in a way that this element takes the full width of the page. However, unlike the wide section element, you can't drop other elements within it. You can only use it for setting up a full-width background for your landing page. It offers almost the same options as the section and wide section elements except that it misses the following: **Add** and **Remove Column** icons, the background box settings do not offer **Display Delay** and **Effects**.
4. **Title.** The title element is the element of choice when adding headings to your landing page.

**How to Add and Manage Title Element**

1. To add the title element, simply grab, drag and drop the element’s icon from the palette to the location in the content area you want.

2. To start managing the element, click it first and make sure that it is enclosed within the blue bounding box.

3. To resize this element, simply grab the square dot in line with the box and drag it until the desired size is achieved.

4. To edit the contents of the title element, click the pen icon which is the first icon down the bounding box. It should then enable the editing tools required to edit the contents of the element according to your preference.

5. To add extra style to your text such as adding highlights, click the formats dropdown in the editing toolbar to access the available options to customize the look and feel of your text.

6. The settings available for the title element are accessible when the gear icon next to the pen icon is clicked.
• **Enable Text Shadow.** Tick the checkbox to add an extra style to your headings by adding text shadows to it. Options to customize the text shadow will be available once the feature is enabled.

• **Display Animation.** This is yet another feature you can add to your headings. An animated effect of your choosing will be applied to the heading only the first time this element is shown.

7. The copy icon which is next to the gear icon enables you to duplicate or copy this element.

8. Lastly, the trash icon allows you to delete the element.

5. **Text.** The text element is the best element to use when adding text contents to your landing page.

How to Add and Manage Text Element

1. To add the text element, grab, drag and drop the element from the palette into the content area.

2. To manage the options for this element, you would need to click the element first and make sure that the blue bounding box is visible along with the relevant icons.

3. To resize this element, simply grab the square dot in line with the box and drag it until the desired size is achieved.

4. To change the contents of the text element, click the pen icon. To further customize the style and layout of the text contents click the format.
dropdown from the editing toolbar to access the available styling options such as drop caps, highlights, list styles and more.

5. Right next to the pen tool is a file icon that when clicked allows you to generate TOS, Disclaimer and Privacy contents automatically. But note that once this feature is used for a specific text element, it will delete all previous entries and replace it with the auto-generated content selected.

**How to Add TOS, Disclaimer and Privacy Contents**

a. Click the file icon which should open up a popup window.

b. Select from the dropdown the **Content type** you would like to generate.

c. Supply the field labeled **Your Business/Company Name** with the appropriate business or company name as this will populate certain portions of the generated content to personalize it. Note that this field is required.

d. Click the **Generate Now** button to add it in the text element.

6. The gear icon when clicked, enables the text settings which, just like the title element, offers the option to add text effects on the content available through the right panel.

7. To duplicate or copy the element, click the copy icon.

8. To remove the element, click the trash icon.

6. **Image.** The image element allows you to upload, search and edit images to use for your landing page. To further enhance the search results of the image search feature and to be able to use the image editor option, you would need to correctly supply the required details in the InstaBuilder 2.0 settings page.
How to Add and Manage Image Element

1. Grab the element’s icon from the palette then drag and drop it to the desired location in the content area.

2. Resizing the element is as easy as clicking on it. Once the blue bounding box appears, click the square dot that is in line with the bounding box then drag it until desired size is achieved.

3. To add an image to the element, click the gear icon to display the image settings on the right panel. If you already have uploaded the image online, supply the complete url of the image in the text field. Otherwise, use the blue action button to upload your own image or search an image you would like to use.

4. Once an image is uploaded, additional buttons to manage the image will be available: the orange Edit button allows you to customize and enhance the image through InstaBuilder 2.0’s built-in image editor and the red Remove button deletes the image on the element. Note that in order to use the edit image feature, you would have to supply your aviary API key on the InstaBuilder 2.0 settings.

- The Target Link Type is another image element option where you can embed a link to the uploaded image (choose URL then supply the field with the url you would like to embed to the image then tick checkbox after the to open the link in a new tab). Select Popup if you wish to enable
a popup window instead, when the user clicks on the image. Please refer [here](#) on how to edit the popup window.

5. The next icon is the copy icon which you can use to copy or duplicate the element.

6. Following the copy icon are the left and right chevron icons that enable you to float the element left or right, respectively.

7. The chevron icons are then followed by the 3 alignment icons to manage the alignment of the element.

8. Lastly, you can use the trash icon to remove or delete the element from the content area.

7. **Video.** This element enables you to add a self-hosted, youtube or vimeo video to your landing page.

How to Add/Manage Video Element

1. To add this element to the landing page, grab the element's icon from the palette then drag and drop it to the location of your preference in the content area.

2. Just like the other elements, resizing the video element is done by clicking
the element first then dragging the square dot that is in line with the bounding box of the element until the desired size is achieved.

3. The first option to manage the element is represented by the gear icon. Click it to display the video settings on the right panel.

![Video Settings](image)

- **Video Type.** Select from the dropdown, the video type you would like to use on the landing page. InstaBuilder 2.0 supports youtube, vimeo and self-hosted videos.

- **Hosted.** If you would like to use a self-hosted video, select the hosted video type. You will have to supply the url of the video in mp4 format for maximum compatibility with browsers and devices. Optionally, you can also supply the url for OGG and WebM. The next field is optional and is intended should you wish to add your own custom splash image by entering the url of where the image is located. Lastly, tick the checkboxes if you would like the video to autoplay and disable the controls, whichever is preferable to you.

- **YouTube.** If you choose youtube as video type, all you need to do is supply the link of the video in the YouTube Video URL then tick the
checkboxes of your preference to customize how the video should be rendered.

- **Vimeo.** If you have your video hosted through vimeo, select vimeo as video type. Supply the Vimeo Video URL with the link to your video in vimeo. If you prefer that the video plays automatically on page load, tick the checkbox labeled Autoplay.

4. Click the copy icon to copy or duplicate the video element.

5. Click the trash icon if you would like to remove or delete the video element from the content area.

8. **Box.** The box element is the best element to use if you would like to add emphasis to featured contents of your landing page.

How to Add/Manage Box Element

1. To add the element to the content area, grab, drag and drop the icon from the palette to the preferred location in the content area.

2. To resize the element, first you would need to click on it. Once the blue bounding box appears, grab the square dot and drag it to achieve the desired size of the element.
3. Start managing the element by clicking the gear icon to configure the settings available in the right panel, which options are exactly the same as with the section element.

4. Click the copy icon to copy or duplicate the element.

5. To manage the alignment of the element, use the left, center and right alignment icons right next to the copy icon.

6. Lastly, to remove or delete the element, click the trash icon.

9. **Horizontal Rule.** The horizontal rule element is useful when adding thematic breaks or when you would like to separate contents of your landing page.

How to Add/Manage Horizontal Rule Element

1. From the palette, grab the element’s icon then drag and drop it to the desired location in the content area of the landing page.

2. Resize the element by clicking on it first to enable the bounding box. Once the bounding box is visible, grab the square dot in line with it then drag it to achieve the desired size of the element.

3. To manage the element, start by clicking the gear icon to configure the horizontal rule settings in the right panel.
• **Line Color.** Use the built-in color picker to setup the color of the line to be applied on the horizontal rule element.

• **Line Style.** Select from 4 different line styles you would like the horizontal rule element to use.

• **Thickness.** Using the built-in slider or by directly typing in the text field the thickness of the horizontal rule in pixels.

4. To copy the horizontal rule element, click the copy icon that is right next to the gear icon.

5. To delete this element, simply click on the trash icon.

10. **Countdown.** The countdown element allows you to setup a customizable countdown timer that can help you in improving your visitor’s approach on your landing pages by adding urgency to your offers. This element is very flexible in terms of layout and functionality. Note that resizing is not possible with the countdown element.
How to Add/Manage Countdown Element

1. Grab, drag, then drop the element's icon from the palette to the desired location in the content area.

2. To manage this element, start by clicking the element and ensure that you can see the blue bounding box around it.

3. Configure the settings of the countdown element by clicking the gear icon. Settings should be displayed on the right panel.

   - **Countdown Setup.** Click the tab labeled Countdown Setup to configure the timer of the countdown element. Note that while in the editor view, the timer doesn’t seem to run which is normal. You can see the timer working when you preview the page or check the live page should it had been published already.
• **Countdown Type.** From the dropdown, select the countdown type you would like to use. There are 3 countdown types available in InstaBuilder 2.0 which are as follows:

  - **Exact Date and Time.** This type of countdown lets you set the timer to a specific date, time and timezone. You can use this type in cases such as a countdown to your product launch.
  
  - **Evergreen.** This type is best used for offers that would require quick action to your visitors. The timer starts counting the moment the user lands on the page and would continue running without starting over even after page refresh.
  
  - **Cookie Based.** This countdown runs the moment the user gets into your landing page and the expiry date is based on the user’s timezone.
• **Text Label.** This option is only available when you are using exact date and time. Set the specific date using the built-in date picker.

• **Day, Hour and Minute.** Set the hours and minutes through the built-in slider for the exact date and time countdown type and day, hour and minute for both evergreen and cookie based. Lastly, select your preferred timezone.

• **Design.** Expand the tab to view and customize the design of your countdown timer.

• **Countdown Style.** Select among the 4 styles available you would like to apply to your countdown timer.

• **Background Color.** Using the color picker, choose the background color you want to be applied on the style of your countdown timer.

• **Font Face.** Choose from the dropdown the font family you want to display your timer in.

• **Font Color.** Use the built-in color picker to select the color to be applied on your countdown timer.

• **Text Shadow Color.** Select the color of the shadow you would like to use and cast into your countdown timer through the built-in color picker.
• **Expiry Action.** This tab contains options you can setup to implement an action right after the countdown timer expires.

![Expiry Action](image)

• **Action Type.** Select from the dropdown the action you would like to implement once the countdown timer expires.

  • **Do Nothing.** This is the default value and implements no action at all when the timer expires.
  
  • **Hide Countdown Timer.** This option hides the countdown timer once it expires.
  
  • **Redirect to URL.** Choosing this option lets you add a url where users are redirected after the countdown expires.
  
  • **Reveal Hidden Content.** This option adds up a text element in the content area that you can edit and update and will only be revealed once the timer expires.

4. Click the copy icon to duplicate the countdown element.

5. Right after the copy icon are the alignment icons: left, center and right. Click either of the three to manage the alignment of the countdown element.

6. Lastly, the trash icon when clicked deletes the element.

11. **Button.** The button element allows you to add a button into the content area. You can also set the button as a trigger for the two-step opt-in process. Furthermore,
this element just like other elements can be customized to suit your preference in terms of the look and design.

How to Add/Manage Button Element

1. To add this element to the landing page, grab the element’s icon, drag and drop it to the desired location in the content area.

2. Resize the element by clicking the element to enable the blue bounding box then grab the square dot in line with the bounding box of the element to achieve the desired size.

3. To manage the element, start off with clicking the gear icon to access the button element settings through the right panel.
1. **Button Text.** Click this tab to expand and view the settings to customize the button’s label.

   ![Button Text Settings](image)

   - **Text Label.** Enter in this field the text to be used as the label of the button element.
   - **Font Face.** Select the font family you would like to use and apply to the label of the button.
   - **Font Style.** Choose from the 3 font styles you would like to apply to the button’s label.
   - **Font Size.** Use the built-in slider or simply enter a numerical value in pixels to set the size of text label.
   - **Letter Spacing.** Use the built-in slider or simply enter a numerical value in pixels to set the space in between the letters of the text label.

2. **Button Style.** This tab contains the option to set the style of the button. As of the moment, you can choose whether you would like the button to be **Flat** or **Glossy**.

   ![Button Style Settings](image)
3. **Normal State Colors.** Click this tab to expand and configure the settings of the button when displayed in normal state.

- **Button Color.** This field determines the background color of the button. Use the built-in color picker to choose the color of your preference.
- **Text Color.** Choose the color picker to select the color of the text label in the button.
- **Text Shadow Color.** Using the built-in color picker, choose the color you would like to apply to the shadow casted on the text.

4. **Hover State Colors.** The settings in this tab determine the buttons look when a cursor is hovered on the element.

- **Button Color.** Set the background color of the button using the built-in color picker when the cursor is hovered on the element.
- **Text Color.** Use the built-in color picker to set the color of the button label when the cursor is hovered on the element.

- **Text Shadow Color.** Choose the color of the text shadow when the cursor is hovered on the element.

5. **Icon.** This tab contains a list of icons to further customize the look of the button element. You can apply the icon before or after the text label.

![Icon](image)

- **Icon Position.** This field determines the location of the icon from the text label. Then select the icon to use from the list.

6. **Rounded Corners.** This tab contains the setting to adjust the border radius of the button. Use the slider to adjust the radius or enter the value in the text field.

![Rounded Corners](image)
7. **Target Link.** This tab offers settings to add an attribute to the button which is triggered when a user clicks on the element.

   ![Target Link Settings](image)

   - **Target Link Type.** Choose what action should be triggered when a user clicks on the button.
   
     - **URL.** Default value of the target link type. It offers a field **Button Link URL** where you can enter a link that would redirect users to specific page or website once they click on the button. Tick the checkbox if you would like to open the link in a new tab or window.
   
     - **Popup.** Select this target link type if you would like to implement a two-step opt-in. Once the button is clicked, this would trigger the display of a popup window containing the opt-in form for the two-step opt-in process or any information you wish to use as a content. When selected, a button labeled **Edit Popup** will appear enabling you to edit the popup window.

4. To copy or duplicate the element, simply click on the copy icon right next to the gear icon.

5. After the copy icon are the alignment icons, left, center and right to help you in managing the alignment of the button element in the content area,

6. The last option to manage this element is the delete icon represented by the trash image that completely removes the element from the content area.
12. **Opt-in Form.** This element allows you to add an opt-in form in the content area that you can edit and customize as you desire. Additionally, this element can also serve as a means for GoToWebinar Integration so your webinar attendees can easily register to your upcoming online event.

![Opt-in Form Element](image)

**How to Add/Manage opt-in Element**

1. To add an opt-in form to your landing page, drag the opt-in form element from the palette into the location that you prefer in the content area.

2. To resize the opt-in form element, click on it and make sure that the blue bounding box can be seen. Then, grab and drag the blue dot that is in line with the bounding box to set the element to the desired size.

3. Click the gear icon to start managing this element. This allows you to configure the opt-in form settings that should then be available at the right panel.

![Opt-In Settings](image)
• **Opt-In Form HTML Code.** This tab contains the textbox where you would have to enter the RAW html form code of your opt-in form generated from your autoresponder service provider. Once you have inserted the HTML version of your opt-in form code, click the blue **Process** button below the textbox so InstaBuilder can populate and display the actual form fields.

![Opt-In Form HTML Code](image)

Once you have inserted the HTML version of your opt-in form code, please click the process button below so IIB can populate and display the actual form fields.

• **Opt-In Form Fields.** Expand this tab to view the options to configure the look and design of your opt-in form fields.

![Opt-In Form Fields](image)

**Form Mode**
- Vertical

**Field Size**
- Normal

**Field Style**
- Style #1

**Field Background Color**
- Select Color

**Field Border Color**
- Select Color

Click the button below to edit the fields properties and/or to sort the fields position.

**Manage Fields**
• **Form Mode.** Choose how you would like the form be displayed on your landing page. By default, the option in this field is set to **Vertical** wherein the form fields are aligned right on top of each other. **Horizontal** on the other hand displays the form fields in line with each other.

• **Field Size.** This option determines the size of the form fields.

• **Field Style.** This option determines the style of the form fields. Choose from the 4 premade styles available in the dropdown.

• **Field Background Color.** Use the color picker to select the background color of the form fields.

• **Field Border Color.** Select the border color to be applied on the form field using the built-in color picker.

• **Manage Fields.** Click the button to edit the fields’ properties and/or to sort the field’s position.

![Manage Opt-In Fields](image)

• **Name/ID.** This column should be supplied with the form field’s ID. This is particularly essential in sorting out the form fields.

• **Label.** The fields in this column should be supplied with the label corresponding to the name/id of the form field.

• **Icon.** Add an extra touch on the form fields by adding an icon.

• **Required.** Tick the checkbox to make the form field required.

• **Is Email?** Tick the checkbox of the form field if this is the field where
users should enter their email addresses.

- **Hide.** Tick the checkbox if you would like this field to be hidden when displayed on the landing page.

- **Opt-In Form Button.** Click this tab to set what type of button you would like to use in your opt-in form. Currently, InstaBuilder 2.0 offers the options **CSS** and **Image** where the button using the first option makes use of InstaBuilder 2.0’s button element to style it and the latter requires you to upload your own image to use as the opt-in form button.

- **Webinar Integration.** This tab contains options that would integrate your GoToWebinar registration form to the opt-in element. Note that in order for this option to work correctly, you would need to supply the required details in the InstaBuilder 2.0 settings page. You would know that you have properly integrated the service with InstaBuilder when you see that the status is **Connected.** Keep in mind that you would need to process your opt-in code first in the **Opt-in Form HTML** Code tab before integrating it in this page as this will reset your webinar integration should you integrate first before processing the opt-in form.
When using the webinar template in integrating GoToWebinar, there are templates that make use of the two step opt-in.

1. You may need to click the button element with the default label **Claim Your Spot Now**.

2. Click the gear icon to access the button element settings through the right panel.

3. Click the **Target Link** from the list of options.

4. Select **Popup** as a target link type so when a user clicks on the button, a popup will be displayed.

5. Click **Edit Popup** button to display the popup containing an optin form.

6. Click the opt-in form element then the gear icon to access the opt-in form element settings.

7. Once the opt-in form settings are available in the right pane, expand the **Opt-in HTML Form Code** and drop the raw html version of your webinar registration form in the field.

8. Next, click the **Webinar Integration** option to assign the signup form to the designated webinar. Note that the option to select a webinar will only be available once you have successfully integrated GoToWebinar with InstaBuilder 2.0 through the InstaBuilder 2.0 settings page. If you haven’t done this prior to creating the webinar landing page, instead of selecting a webinar, a text content will be available with instructions for integrating GoToWebinar with InstaBuilder 2.0 and the status has to be marked **Connected**.

9. Keep in mind that you would need to process your opt-in code first in the **Opt-in Form HTML Code** tab before integrating it in this page as this will reset your webinar integration should you integrate first before processing the opt-in form.
• **Facebook Opt-In.** This tab offers the option to allow visitors to opt-in and join your list through Facebook using the details of their Facebook account to supply the required fields of the opt-in form.

![Facebook Opt-In](image)

• Tick the checkbox to enable the Facebook opt-in feature on the opt-in form.

• **Facebook Opt-In Button Label.** Enter in this field the label you would like to be displayed on the Facebook opt-in button.

• Tick the checkbox labeled **Show Facebook Opt-In Only** if you would like to use the Facebook opt-in feature for users to join your list.

• **Facebook Opt-In Pre-Text.** This field determines the message that appears right before the Facebook opt-in button.
• **Pre-Text Font Face.** Select from the dropdown the font family you would like the pre-text to be displayed in.

• **Pre-Text Color.** Determines the color of the pre-text contents. Use the color picker to set the color of your preference.

• **Pre-Text Font Size.** Use the built-in slider to adjust the font size of the facebook opt-in pre-text or simply enter a numerical value in pixels.

4. To copy or duplicate the opt-in element, simply click on the copy icon right next to the gear icon.

5. Set the alignment of the opt-in element using the alignment icons left, center and right displayed respectively.

6. To delete the opt-in icon, click the trash icon.

13. **3 Steps opt-in.** The 3 steps opt-in element allows you to add a three steps opt-in feature in your landing page. Unlike the traditional way of getting someone to join your list, the three steps opt-in method offers a different approach. You will be engaging users to perform actions for the first 2 processes before being able to reach the opt-in form that is available on the final step. Note that you can only one 3 steps opt-in per landing page. Additionally, only resizable elements dropped within this element or within the steps of this element can be resized.

   Below are information to help you manage the steps and the corresponding contents of the element.
How to Add/Manage 3 Steps opt-in Element

1. To add the 3 steps opt-in form element, drag the element’s icon from the palette and drop it into the preferred location in the content area.

2. Default contents are already provided per steps. These contents can be resized, edited, moved and deleted. You can edit the contents on each of the elements inside the 3 steps opt-in element by clicking on it and utilize the options it has to offer.

3. To navigate in between the steps of this element, use the left chevron icon to move a step backwards and the right chevron to proceed to the next step.

4. Lastly, the trash icon enables you to remove this element from the content area.

14. **Comment.** The comment element adds a comment section on your landing page using the facebook or disqus comment system. It is important to note that both facebook and disqus comment systems should have already been configured correctly with the required details in the InstaBuilder 2.0 settings to enable usage.
How to Add/Manage Comment Element

1. To add the comment element into the content area, drag the element’s icon from the palette and drop it to the preferred location.

2. You can resize the element by clicking on it first to enable the blue bounding box with the options to manage the element. Grab the square dot that is in line with the bounding box and drag it to achieve the desired size of the element.

3. The comment element settings can be accessed through the right panel by clicking the gear icon.

- **Comment System.** Select the comment system you would like to use for the landing page. Note that you would need to supply the required details in the InstaBuilder 2.0 settings for you to utilize these systems.
4. Click the copy icon to duplicate the comment element.

5. Manage the alignment of the element by clicking one of the 3 alignment icons: left, center and right.

6. To remove the element from the content area, click the trash icon.

15. **Social Share.** This element adds social sharing icons so users can conveniently share it through popular social media sharing sites.

   ![Social Share Element](image)

   **How to Add/Manage Social Share Element**

   1. To enable the social share option to your content area, drag the social share icon from the palette and drop it to the desired location in the landing page created.

   2. Resize the element by clicking on it first then grabbing the square dot within the element’s bounding box and drag it to achieve the preferred size.

   3. Configure the social share element settings by clicking the gear icon. This will list down the available settings to configure through the right panel.
• **Share Button Style.** Select from the dropdown the button style you would like to apply on the element. The **Big** style is selected by default and offers a counter on the number of times the page has been shared. The **Small** style is smaller than the big style still has a counter for the number of shares the page have. Lastly, **Small (no counter)** is rendered exactly the same as the small style only that this does not have a counter. Then select which social sharing site you would like to display on the landing page by ticking the checkbox beside it.

4. Set the alignment of the element by clicking on the left, center and right alignment icons.

5. To delete the element from the content area, click the trash icon.

16. **Columns.** The columns element enables you to add up to 3 columns to the content area where you can drop other elements.
How to Add/Manage Columns Element

1. To add the columns element, drag element's icon from the palette to the desired location in the content area.

2. To manage the columns element, start by clicking on it and make sure that it is enclosed in the blue bounding box.

3. Resize the element by holding the blue square dot that is in line with the element’s bounding box then drag it to achieve the desired width. Additionally, you can resize the width of the columns by dragging the dotted line until desired width has been reached.

4. Click the gear icon to configure the settings of the element. Settings are just the same as with the section element which you can refer here.

5. To duplicate the element, click the copy icon right next to the gear icon.

6. Click the minus icon to reduce the number of columns by 1. By default, the element will generate 2 columns.

7. Click the plus icon to increase the number of columns by 1. Note that the columns element can only accommodate up to 3 columns per element.

8. To delete the column element, click the trash icon.

17. Tabbed Content. This element allows you to add a tabbed content right into the content area where you can also drop additional elements inside each tab. Note that this element cannot be resized like the other elements. However, resizable elements dropped within the element can be resized instead.
How to Add/Manage Tabbed Content Element

1. To enable the social share option to your content area, drag the social share icon from the palette and drop it to the desired location in the landing page created.

2. To edit the tab titles, click the element to enable the options to manage the element and click the gear icon.

3. To edit the tab titles, click the element to enable the options to manage the element and click the gear icon.
4. Duplicate or copy the tabbed content element by clicking the copy icon just beside the gear icon.

5. Click the minus icon to remove a tab from the tabbed content element.

6. To add a new tab from the current number of tabs, click the plus icon.

7. To delete the tabbed content element, click the trash icon.

18. **Navigation.** This element enables you to add a navigation menu in your landing page for convenience and best user experience when navigating through the site. Note that this element cannot be resized nor can you add additional elements within it.

   ![Navigation Element](image)

**How to Add/Manage Navigation Element**

1. To add a navigation element to the content area, drag the navigation element icon from the palette and drop it into the desired location.

2. Manage the element starting off with configuring the settings of the navigation menu by clicking the element first then the gear icon.

![Menu Settings](image)
• **Menu Setup.** Expand the tab to setup the menu to use for the navigation element. Select a menu that you want to display from the dropdown list. If you haven’t created a menu yet, you can create your first menu through the link provided on the description. Once done, return to this section and click on the “Refresh Menu” link.

![Menu Setup](image)

- **Menu Style.** This tab contains settings to customize the style and layout of the navigation element.

![Menu Settings](image)

- **Menu Style.** Select from the dropdown the style you would like to apply to the menu.
  - **Plain.** This is the default menu style which is plain and simple. Options to customize include **Text Color** and **Hover Text Color**. Use the built-in color picker to select the preferred colors for the plain style menu’s normal and on hover state.
• **Plain (with pipe).** This menu style is quite similar to the plain style only that pipes are added in between menu items. The options to customize are the same as with the plain style as well.

• **Flat Box.** This menu style offers a background color option to the menu as well as when cursor is hovered on the menu items. In addition to the color picker you can use to set the text color, background color of the menu, color on text hover and hover background color, you can also set border radius on the menu by using the built-in slider or entering the value in the text field.

• **Glossy.** This menu style offers a gradient background effect on the menu. It offers the same customization option as that with the flat box menu style.

• **Sub-Menu Style.** This section offers settings to style the submenu’s (if applicable) background color, text color, hover text color and hover background color using the built-in color picker.
3. Copy or duplicate the element by clicking on the copy icon.

4. Set the alignment of the navigation element’s menu items by clicking either of the 3 alignment icons: left, center and right.

5. To remove the icon from the content area, click the trash icon.

19. Today’s Date. This element simply adds a section in your content area that displays the current date. Note that this section cannot be resized nor can you add any elements within it.
How to Add/Manage Today’s Date Element

1. To add today’s day to the content area, drag the element’s icon to the preferred location in the landing page created.

2. Configure how you would like the date to be displayed by clicking the element first. Once the blue bounding box appears along with the icons to manage the element, click the gear icon.

   - **Date Format.** Using the dropdown, select the date format you prefer to display the current date.
   - **Timezone.** Select the preferred timezone from the dropdown to correctly display the date.
   - **Font Face.** Choose the font family you would like today’s date to be displayed in.
   - **Font Color.** Using the built-in color picker, select the color you would like to apply to the text contents of today’s date.
   - **Font Size.** Use the built-in slider to set the size of the text contents of today’s date or you can simply enter in the input field the desired font size in pixels.
3. To duplicate this element, click the copy icon right next to the gear icon.

4. To remove this element from the content area, click the trash icon.

20. **Survey.** The survey element allows you to integrate a survey feature to your landing page. Note that you can only add one survey element per landing page. Additionally, you cannot resize this element. Also, you can’t add any elements within the survey element except on the section that displays the survey results.

How to Add/Manage Survey Element

1. To add the survey element to your landing page, grab the element’s icon from the palette, drag and drop it into the desired location in the content area.

2. To edit the survey question and answers, hover your cursor on the question or answer until the pen icon appears. Then, click it.

3. To configure the settings of the survey element, first, click the element then the gear icon to activate the right panel with the survey settings.
• **Survey Setup.** Expand this tab to setup the number of survey questions using the built-in slider or enter the number in the text field provided.

![Survey Setup](image)

• **Question Font Style.** This tab contains the options to customize the text of your question.

![Question Font Style](image)

  • **Font Face.** Select the font family you would like the survey questions to be displayed in.
  
  • **Font Color.** Using the built-in color pickers, select the color to be applied on your survey questions.
  
  • **Font Size.** Use the built-in slider or the text field to set the size of the survey questions’ font in pixels.
• **Answers Font Style.** This tab contains the settings to customize the presentation of the answers for the survey questions.

![Answers Font Style](image)

- **Font Face.** Select the font family you would like the answers to the survey be displayed in.
- **Font Color.** Using the built-in color pickers, select the color to be applied on answers to the survey.
- **Font Size.** Use the built-in slider or the text field to set the size of the answers in pixels.

4. To add an answer to the survey question, click the plus icon.

5. To remove an answer to the survey question, click the minus icon.

6. Use the left and right chevron icons to navigate in between section of the survey element: survey questions and survey result.

7. To remove the survey element, click the trash icon.
21. **Code.** This element allows you to insert additional html, css or javascript code in your landing page for whatever purpose it would serve best.

**How to Add/Manage Code Element**

1. To add the code element to the landing page, simply grab the element’s icon from the palette then drag and drop it to the location you prefer in the content area.

2. To resize this element, click the element first. Once the bounding box is visible, grab the square dot and drag it until desired size is achieved.

3. Click the element then the gear icon to enable the right panel. It should then contain the code settings where you can add your html, css or javascript codes.
4. To duplicate the code element, click the copy icon beside the gear icon.

5. Manage the alignment of the element according to your preference by clicking either the left, center or right alignment icons.

6. Lastly, to delete the code element, click the trash icon.

22. **Combo Element.** The combo element offers 8 pre-defined combination of elements to further make content creation and editing a breeze. Each combination has already been styled but you can still customize it according to your preference.

![Combo Element Image]

**How to Add/Manage Combo Element**

1. To use the combo element, click the combo element button from the palette. This should replace all icons with the 8 pre-defined combination of elements ready for you to use.
2. Drag the combination of your choice from the palette to the location you like in the content area.

3. To manage the combo element added on the content, click on it first and make sure that the bounding box is visible surrounding the element you would like to manage.

4. Resize the element by dragging the blue square dot that is in line with the element’s bounding box until the desired width has been reached.

5. Each combination of elements offer different options to edit and manage it so refer to the section of this guide that discusses more about it.

6. To return the default elements in the palette, click the Basic Elements button after fancy opt-in #2.

23. Page Settings. Note that this element is only clickable and cannot be dragged into the content area. It contains the overall settings of the landing page. The landing page settings are discussed in detail here.
24. **Graphics.** The graphics element just like the page settings element is only clickable and then brings the graphics settings on the right panel. This can’t be dragged directly to the content area. To add graphics and more information on this element refer to this page.

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**How to Edit Images with InstaBuilder 2.0’s Image Editor**

The image editor of InstaBuilder 2.0 makes use of the integrated Aviary SDK to edit the images you would like to use on the site may it be as a background image, logo or graphics for your landing page content. The **Edit** button that enables the image editor to edit images is only activated once an image has been uploaded or selected from premade patterns or InstaBuilder 2.0’s search image feature.

This guide assumes that you have successfully setup the image editor section of InstaBuilder 2.0 settings with the Aviary API key and that an image is already uploaded or selected ready for editing.
1. Click the orange **Edit** button just below the uploaded or selected image from premade patterns or through InstaBuilder 2.0’s search image feature.

2. Once the button has been clicked, a window will then be displayed containing options to edit your image.

Always remember that when editing an image, never forget to click the blue **Apply** button to save the changes on a particular image editing option. Click **Cancel** to undo the changes. You can use the **Undo** and **Redo** options on the left bottom most part of the image editor to manage the changes made. Never exit the image editing window unless you have successfully save the necessary changes on your image.

- **Enhance.** This image editing option is the first option and is represented by a magic want icon. It contains 3 predefined image enhancement options to improve the image.

- **Hi-Def.** This option intelligently sharpens and defines the image.

- **Illuminate.** This option is best in fixing poor lighting issues of an image.
• **Color Fix.** This option performs amazing color correction.

• **Effects.** This image editing option offers you the ability to apply effects to your images from over a wide selection, achieving professional look and style to your images.

![Effects Image](image)

• **Frames.** This image editing option offers you the ability to further enhance your image’s look by adding frames to the image.

![Frames Image](image)

• **Stickers.** This image editing option allows you to add additional graphics to your image.

![Stickers Image](image)

• To remove the sticker from the image, click the close icon on the top left portion of image.

• To resize and rotate the image, grab the round grey button then drag until desired size and orientation is achieved.

• **Crop.** This option allows you to reframe the image. You can crop it with your preferred custom dimensions or use the presets of the option.

![Crop Image](image)
• Grab the round grey buttons located on the four corners of the image to crop the image manually.

• **Resize.** This option allows you to change the size of the image according to your preference. By default, the image dimension is set to maintain its proportion and the lock icon is unlocked. If you wish not to keep the proportions maintained, just click the lock icon so it displays as locked.

![Resize](image1)

• **Orientation.** This option enables you to rotate the image counterclockwise or clockwise or mirror the image horizontally or vertically.

![Orientation](image2)

• Grab the round grey button to manually set the orientation of the image.

• **Focus.** This option enables you to set the focus on a specific portion of the image. You can choose to focus the image around a specific radius (round icon) or field (rectangle icon).

![Focus](image3)

• Drag the round grey icon to manage the radius of the focus or the width of the field.

• **Brightness.** This option allows you to increase or reduce the brightness of the image. Grab the slider and drag it to the left to reduce brightness. Drag the slider to the right to increase.
• **Contrast.** This option allows you to add or reduce contrast to the image. Drag the slider to the left to reduce contrast or increase the contrast on the image by moving the slider to the right.

• **Saturation.** This option allows you to increase or reduce the saturation of the image. Move the slider to the left to reduce saturation. Move it to the right to increase.

• **Warmth.** This option enables you to add or reduce warmth to the image. Drag the slider to the left to reduce the warmth. Drag it to the right to increase.

• **Sharpness.** This option allows you to apply or reduce sharpness to the image. To apply sharpness to the image, simply drag the slider to the right. To reduce, drag the slider to the left.
• **Splash.** This option turns the image into grayscale and allows you to choose which part of the image you would like to colorize.

• **Free Color.** This option allows you to apply the original color of the image wherever the pointer is clicked.

• **Smart Color.** Unlike free color, this option selects the dominant color when you click on a specific portion of the image and limits the splash on the relevant colors on the image.

• **Eraser.** Removes the splash applied on the image.

• **Brush Size.** Determines how wide the range of the cursor is when applying splash or eraser on the image.

• **Draw.** This option enables you to draw on the image.

• **Color Picker.** Using the built-in color picker, select the color the brush will paint on the image.

• **Erase.** Removes drawing on the image.
- **Brush Size.** Determines how wide the brush is when drawing or erasing the drawing on the image.

- **Text.** This option allows you to add texts to the image. Click the close button on the upper right portion of the textbox to remove it. Grab the round grey button to resize the textbox or change its orientation.

  ![Text](Image)

- **Color Picker.** Determines the color of the text to be displayed.

- **Font Face.** Select the font family the text should be displayed in.

- **Add Text.** Adds additional textbox for extra text inputs.

- **Redeye.** This option removes red eye from face images.

  ![Redeye](Image)

- **Brush Size.** Select how wide the range of the brush is to apply the option on the selected image.

- **Whiten.** Whitens the teeth on face images.

  - Brush Size. Select how wide the range of the brush is to apply the option on the selected image.

- **Blemish.** Removes blemishes on face images.

  - Brush Size. Select how wide the range of the brush is to apply the option on the selected image.

3. Once you are done editing the image, click **Save.**