

ADDING TEXT TO YOUR WEBSITE

Your ASAP site reflects the complexity of your organization and as such, is often quite confusing to customers. Adding well-placed guidance and instructions makes a huge difference to their online experience.

You can add images, links, in fact any html content, to many of the pages. Depending on the content, use images to make the text more compelling and just text for guidance or special instructions.

Knowing what to put where is the most important part of this.

Keep information to the point and brief. Many users will not read it the first time they are on the page but most will, especially if they're not sure what to do next.

- **Important messages, orientation, setting expectations** – these go on the Home page or landing page of any section with special instructions
- **What to do on this page, what to do next** – these go on the page they refer to

Try and manage expectations by describing what happens next whenever you can.

Configure > Online Registration Site

> Set up your Frequently Asked Questions page

An often overlooked page, this is incredibly useful as it enables you to address common issues encountered by your families. Believe it or not, people do tend to use FAQs when they get in to trouble.

Consider dividing FAQs into two sections:

- **Class questions** – e.g. how do I find out about financial aid, how to submit audition materials, I'm on a waitlist what happens now, how do I enroll in camp?, etc.
- **Registration questions** – e.g. how do I set up an account for my daughter, I can't find the Checkout link?, etc.

Please note that you will need to add your FAQ page to the site once it has content as it is hidden by default. You need some rudimentary knowledge of html to do this. Instructions and more information is here <https://asapconnected.zendesk.com/hc/en-us/articles/202968536-Adding-FAQ-Content-To-Your-Website>.

> Customize Your Home page

This is where you enter the information on the main 'landing' page of ASAP.

You should enter information about how to use the navigation menu to find Group Classes, Events, Private Lessons, Events, etc. Also, it may be helpful to explain the process, like this:

For Group Class Enrollments

1. Find the class you want to enroll in by clicking on the offerings under Classes
2. Click the Course title to expand the information and see the individual classes offered
3. Click Register Now for the class you want to enroll in
4. If you're not already logged in, log in or create an account
5. Answer any questions asked til you reach the Shop Cart page
6. Click Checkout and pay

You will receive a confirmation via email that your enrollment has been successful.

For Private Lessons

1. Review Private Lessons or go to Overview in the Private Lesson menu
2. Select Request Private Lesson or Click Here to Inquire about Private Lessons
3. Submit the Inquiry Form

You will be contacted within X days to discuss your enrollment.

> Add a Message to a Page

You can add headers and footers to many pages in the system. It is best to experiment to determine whether to use a header (i.e. above the page content) or footer (below content).

Try creating an account and then enrolling in a class. Better yet, grab someone new to the system and have them walk through it. Note the names of pages where they falter or are unsure of what to do. These are the pages that you could add instructions to. Generally, as there is already content on these pages, it is best to keep these instructions brief, one sentence is fine. Notice you can add text for specific locations.

Add content to:

Contact Us – give names, positions, email (hyperlinks) and phone

Shopping Cart – reiterate any financial policies

New Lesson Inquiry Thank You – Thank you and this is what happens next

> Add your Website Template

ASAP uses a **Cascading Style Sheet (CSS)** to make the look and feel of the system match your organization's website. You can adapt this CSS to change colors, fonts, links and to add content to your header and footer. This does require technical knowledge but it can make a significant improvement to the usability of your site. For example, if your users can't find the Login link, you could enlarge it here. If you want to promote a specific page, such as the Private Lesson Inquiry Form, you could add it here. If you want to provide easy directions to the school, you could add a link here. You get the picture.

Configure > Course Groups

One of the best places to add content is at the Course Groups level. Here you can add instructions about enrolling in the group that are specific to that activity. For example, Summer Camps may require health forms to be submitted, Jazz Ensembles may need more explanation about which instruments can participate. You can add anything you want here and it will appear at the top of the page of CourseGroup page.

Just find the Course Group and click Edit.

Use images whenever possible!

You can upload an image to your Course Group. If you have just one or two sentences to add, enter them in the text box. If you have more, delete the uploaded image and instead, add it in the Description box (all your uploaded images can be found when you use the Add Image icon). It will wrap around the text better.

> Instructor Biographies

Spend some time adding photos and content, with links where possible, to your faculty descriptions. They are one, if not the only, reason a student wants to study with your organization and investing time in creating compelling biographies is important. These do not usually need to be refreshed too often and the faculty can add and update themselves.

> Private Lessons

Adding content to Private Lessons may seem redundant but it is the ideal place to answer typical questions and describe in more detail the type of teaching that happens in this area. You may be able to simply cut and paste from your website (which is fine). You might use this area to address when is a good age to start this instrument, how much instruments cost to rent or buy, what materials are used in this art class, etc..

Set a reminder to review and update this content when you set up each new semester's offering. These changes need to be reflected in your online content.