On-Boarding
New User Guide

Introduction

Welcome to Lenderhomepage!

Now that you're a part of the LHP Family, let's help you get your website ready to launch today! Our digital mortgage platform offers a wide variety of powerful tools for accomplishing your business goals online. In this on-boarding, you will learn step-by-step instructions on how to make the most out of our most of your exciting new Mortgage Website.

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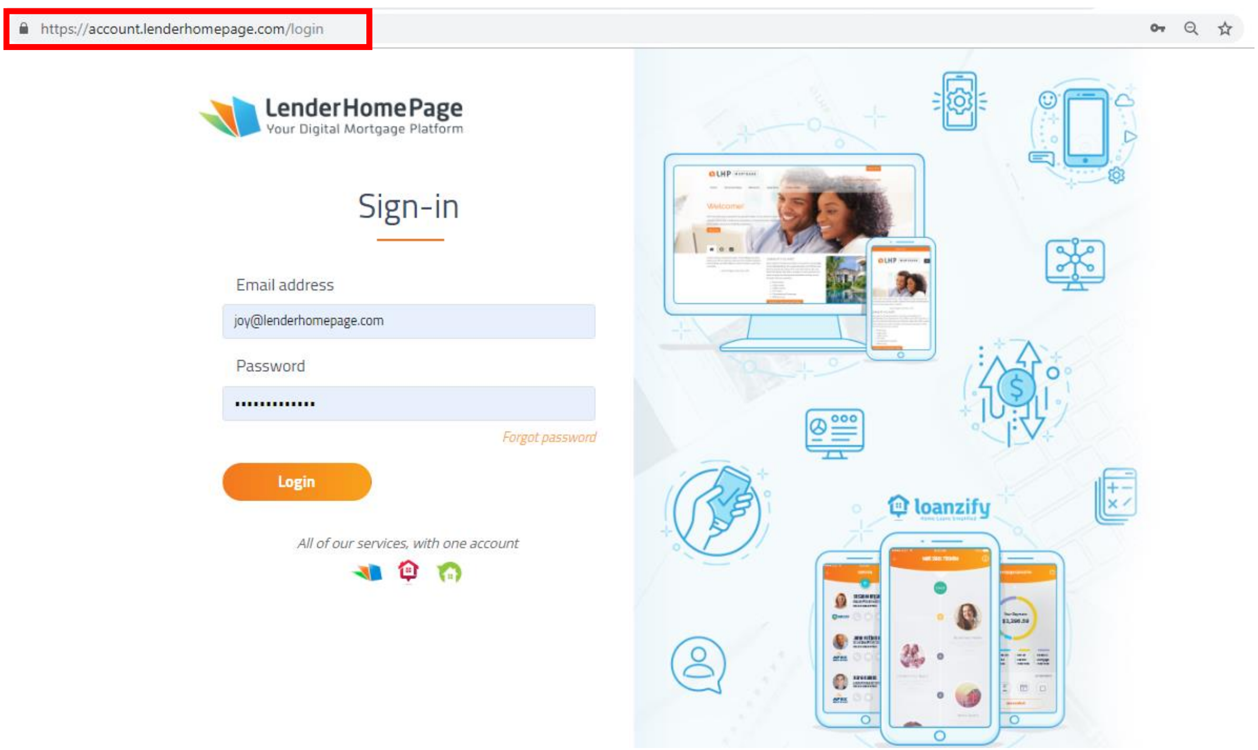
Step 1 – Login to Your Admin Site



Once you subscribe to your Mortgage Website, you should receive an email containing your login information.

***NOTE**: Always check SPAM and Junk folders for emails from "LHP" or "Lenderhomepage"; often unrecognized emails from a new sender will be filtered into these folders.*

If you have signed up for an account and have not received this email or if you accidentally deleted this email, please contact Support@LenderHomePage.com to receive your login information.

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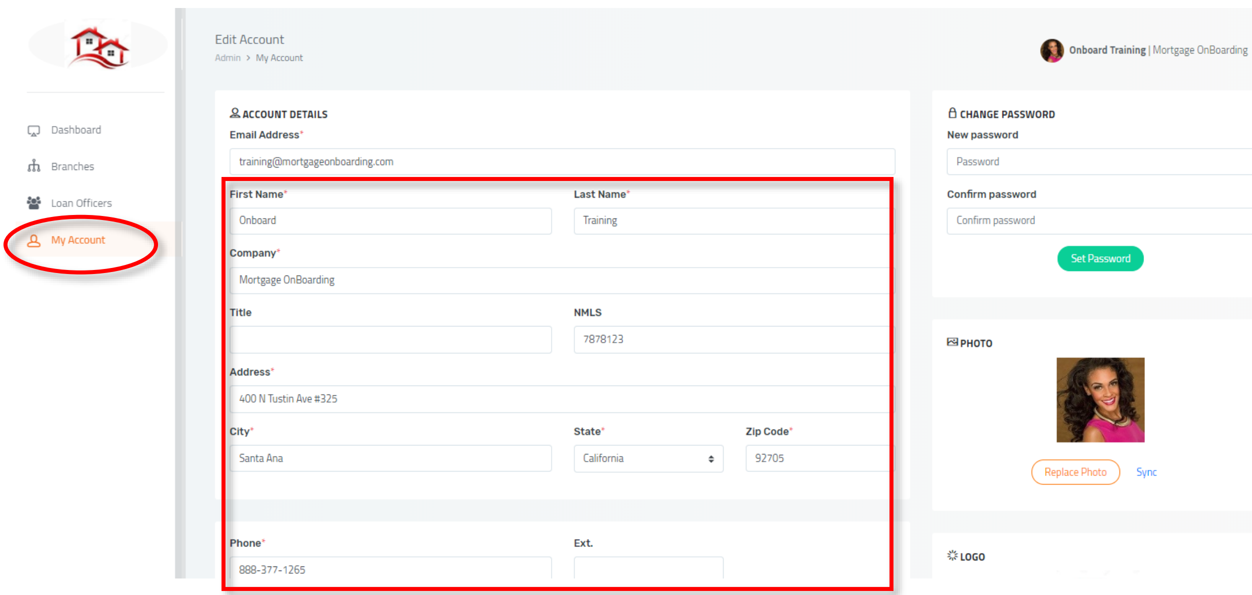
Step 2 – Update Your Account Info



Before you launch your website, you'll want to make sure your business contact information is accurate and up-to-date. To check your contact info, Log into the SSO admin Dashboard: account.lenderhomepage.com/login - Then go to *My Account* and check the *Account Details* section. If you see anything that needs to be changed, type your changes and click "Save Changes". ***Note**: **All information under "Company" will appear on your company's website or other Lender Homepage services, except for your first and last name.***

The following information is public and will appear on your website:

- Address
- Phone number
- Fax number
- NMLS#
- Email address
- Company

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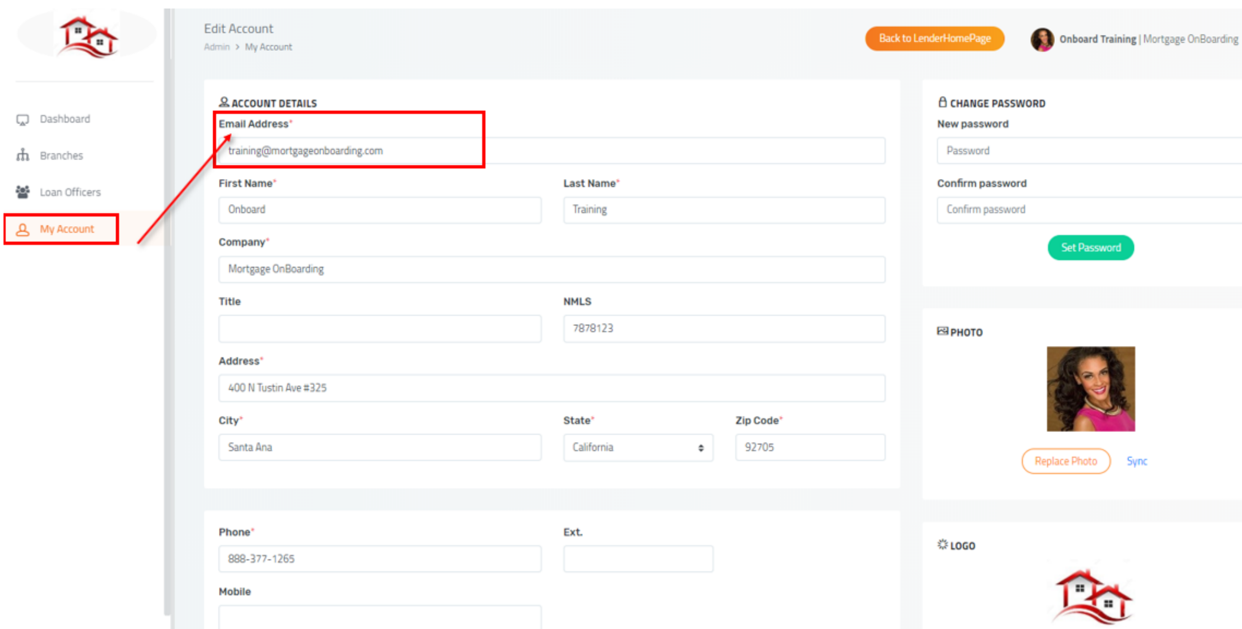
The email address will be used for sending you email notifications whenever someone enters information on one of your online Web Lead forms. This is referred to as a “web-lead” which can be reviewed under the *Leads* section on the Admin Site. The *Email Address* is also your log in email (login credentials).



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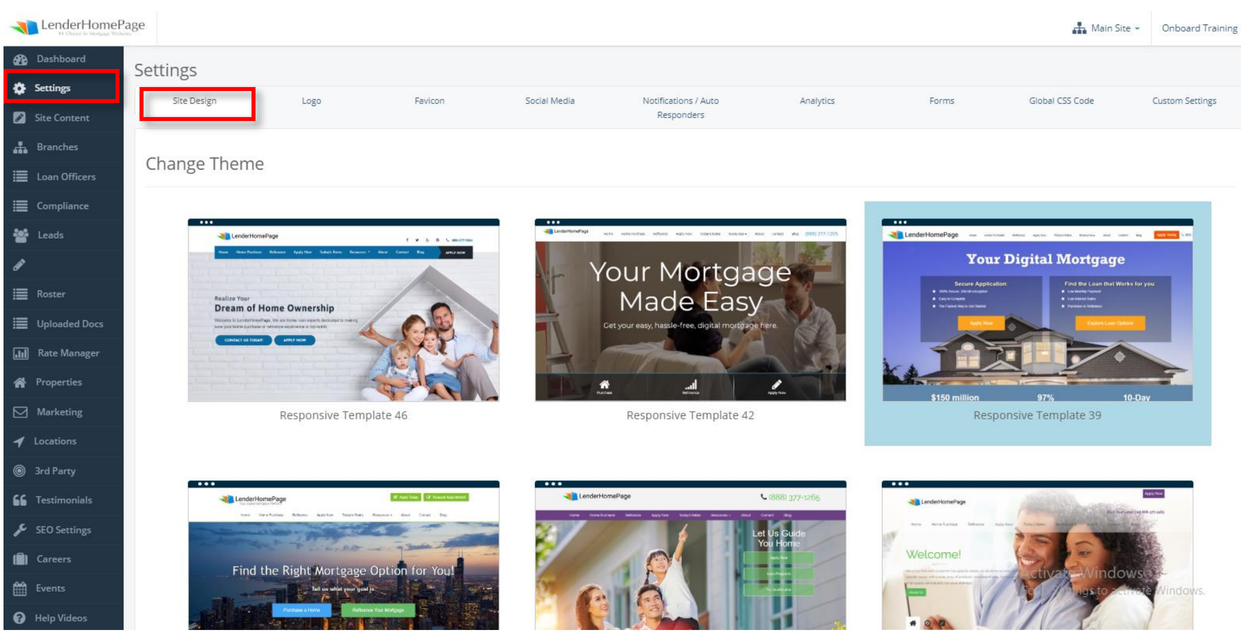
Step 3 – Change Your Template, Upload a Logo, Favicon & Social Media

Now that you have your correct contact information entered, you will want to select the template theme that you think will make the best impression on your site visitors and brand your template with your Logo, Social Media and a personalized favicon.



To view all available theme's, click the "Settings" on the left menu. The first tab, labeled "Site Design", is dedicated to the design of your website. Here you will see your website themes. The active theme is highlighted in blue. To change to another theme, simply hover over the theme you want to apply and click the green "Select" button that will appear over the template, to save your changes.

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Next, to add a logo and favicon to your website you will first want to make sure that you have the right file type and that the image is not too large or too small. By default, your company name will appear in the place of your logo and your web browser will use a little blank page icon next to the website's name, if you decide you want to skip this step for now and upload a logo and favicon later.

Logo Specifications	
File Type	jpg, jpeg, or png
File Size	Must be smaller than 2 MB
Width	500 x 500 pixels or less

Slideshow Image Specifications	
File Type	jpg, jpeg, or png
File Size	Must be smaller than 4 MB
Width x Height	1276 x 850 pixels

Favicon Specifications	
File Type	jpg, jpeg, or png
File Size	Must be smaller than 2 MB
Width	50 pixels (or less)
Height	50 pixels (or less)

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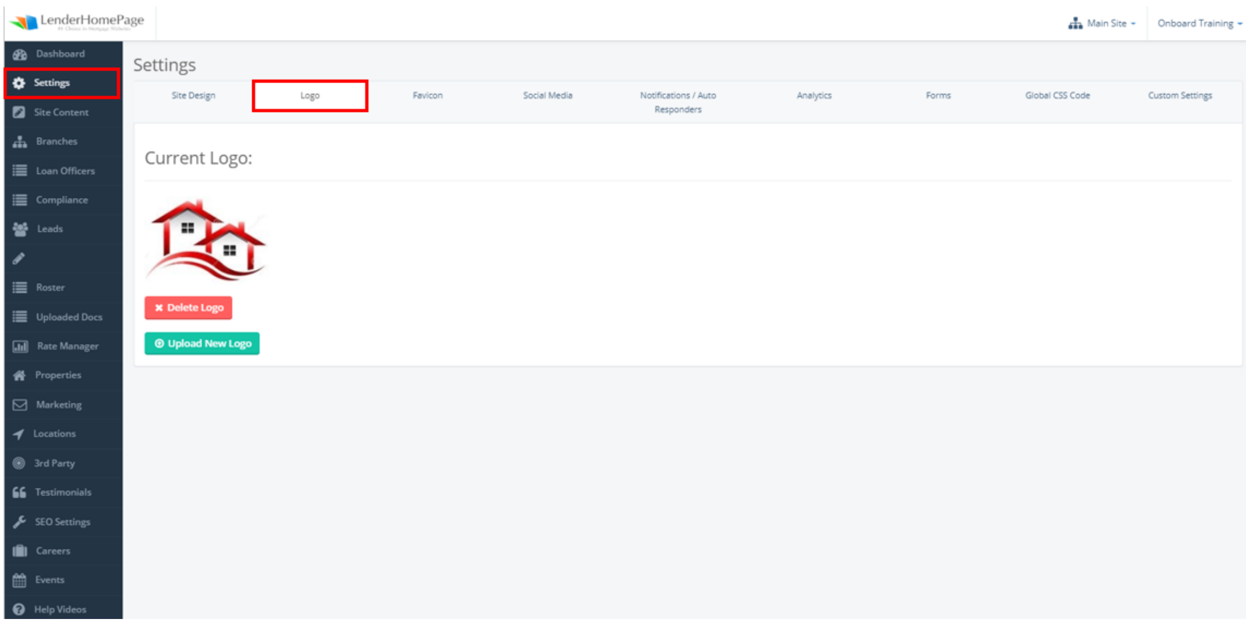

To get started, click on the tab labeled "Logo" on the Settings page.

Here you will see a button that says, "Upload Logo". Click the button and you will see a window pop up. This window will allow you to select a file from your computer and upload it to your website.

Once you have found your logo, click "Open" or "Upload" depending on your operating system. You should now see a preview of your logo beneath a prompt that says, "Scale and crop your image". Choose a size around 300 pixels wide or go with the whatever default size it gives you and click "Save Image".

If you see a message that says "Success: Logo Saved", congratulations, you have successfully uploaded your logo and are ready to move on to the favicon step!

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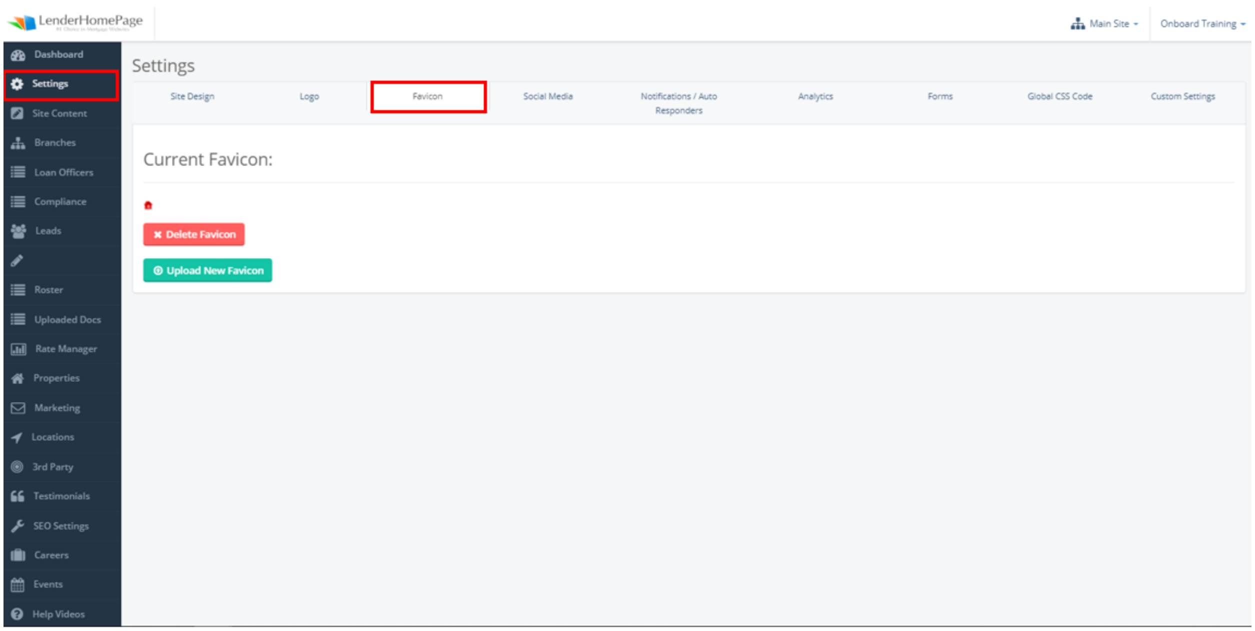

To get started, click on the tab labeled "Favicon" on the Settings page.

Here you will see a button that says, "Upload Favicon". Click the button and you will see a window pop up. This window will allow you to select a file from your computer and upload it to your website.

Once you have found your favicon, click "Open" or "Upload" depending on your operating system. You should now see a preview of your favicon beneath a prompt that says, "Scale and crop your image". Choose a size around 50 pixels or less wide or go with the whatever default size it gives you and click "Save Image".

If you see a message that says "Success: favicon Saved", congratulations, you have successfully uploaded your favicon and are ready to move on to the next step!

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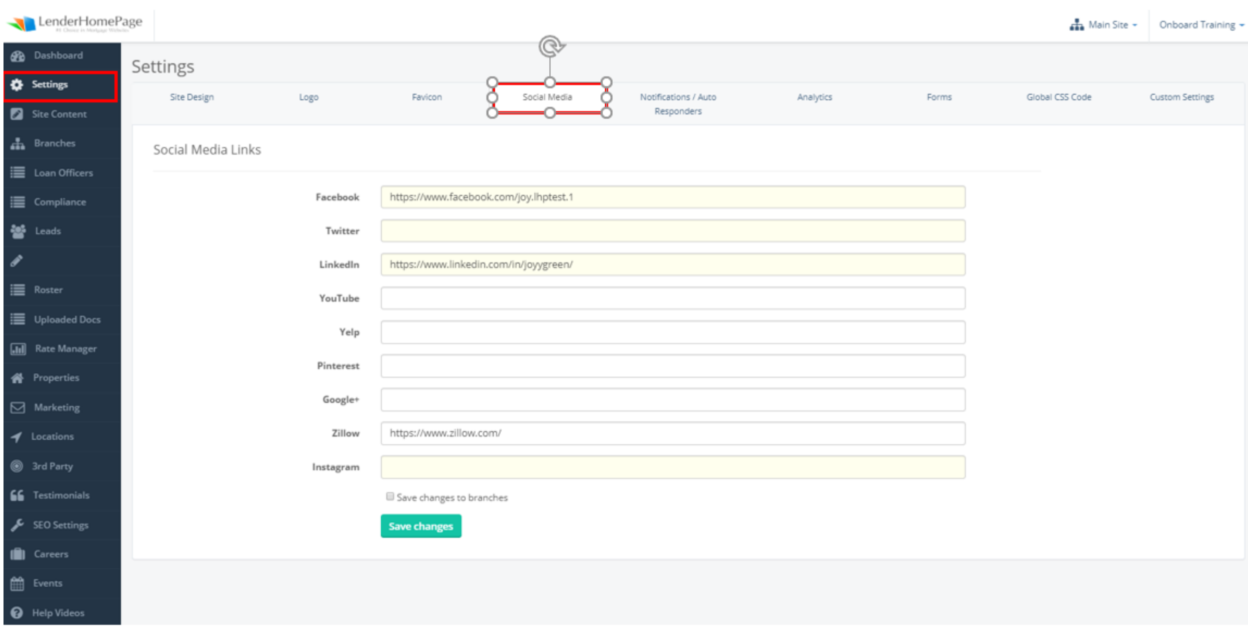

To get started, click on the tab labeled "Social Media" on the Settings page.

Here you will see the social media fields where you can copy/paste your personalized social media URL. Repeat for each social media account you want to add, click "Save Changes".

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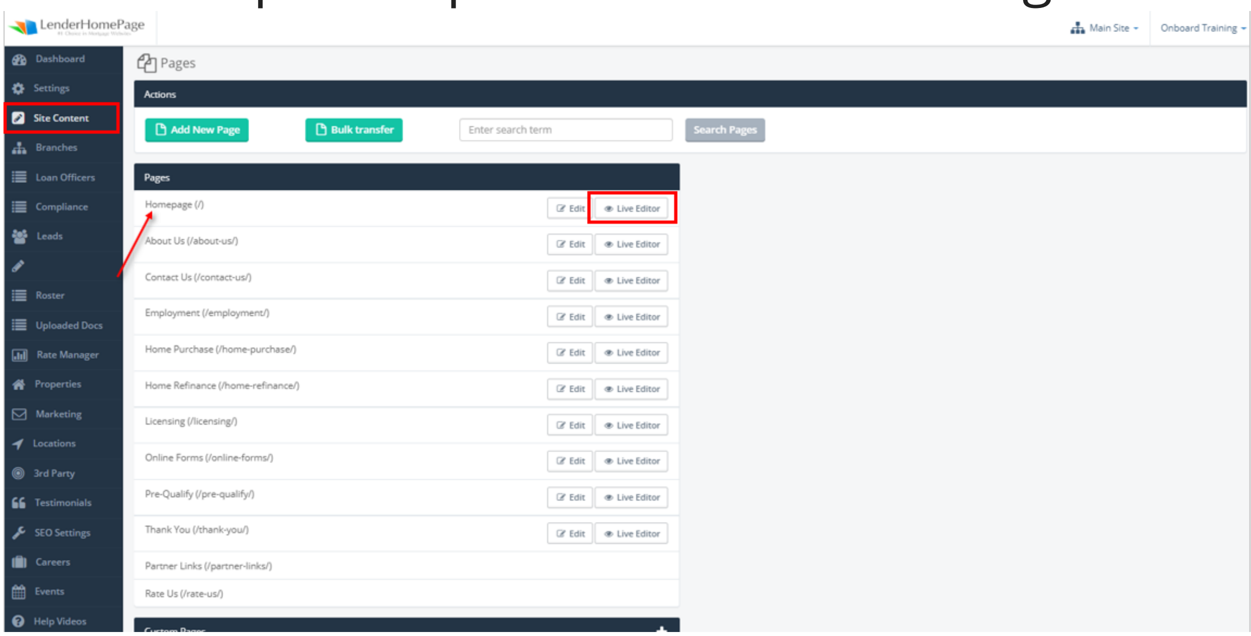
Step 4 – Update Your Home Page



Since our standard template content is only meant to serve as a placeholder, we recommend that you update your home page content to reflect your company's mission and brand.

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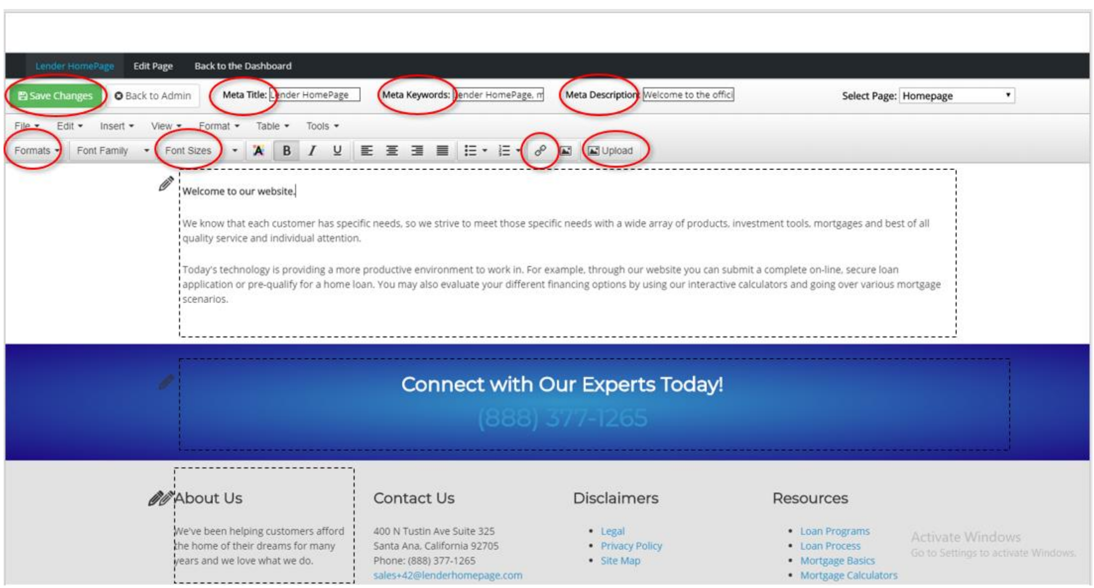
Live Editor Mode

If you just need to edit the page details or the page body, *Edit* Mode is probably your best choice. However, if you want to edit elements that are outside of the page body, such as the content in the footer, pictures, SEO Meta fields and videos, you will want to use *Live Editor*. First, access your site content tab to edit pages including adding new pages and meta tags. hover over site content and click “Edit pages” to edit your homepage or any other existing page by clicking the Edit icon. you can enter meta tags to help search engines properly index your page, Upload and insert photos, change font, size, color, format, and more. select company info to show your company information including address in the footer of the homepage. Make sure to press “Save Changes”.



LenderHomePage

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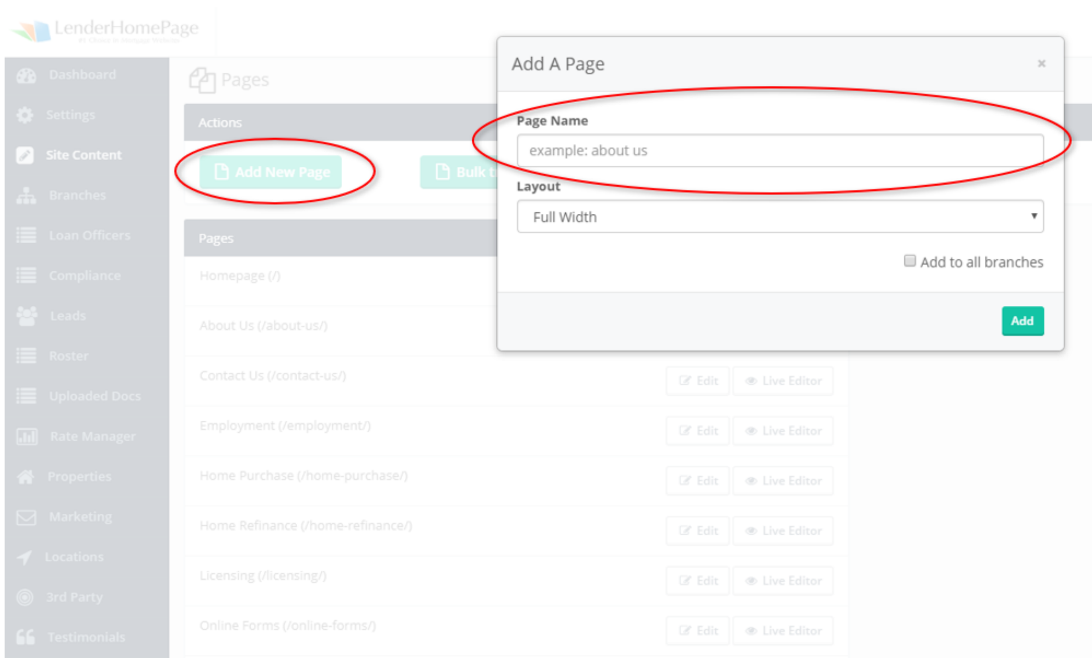
You can add custom pages to your website, by clicking *Site Content->Edit Pages->Add new page*. Enter a *Page Name* that will help you locate your new page.



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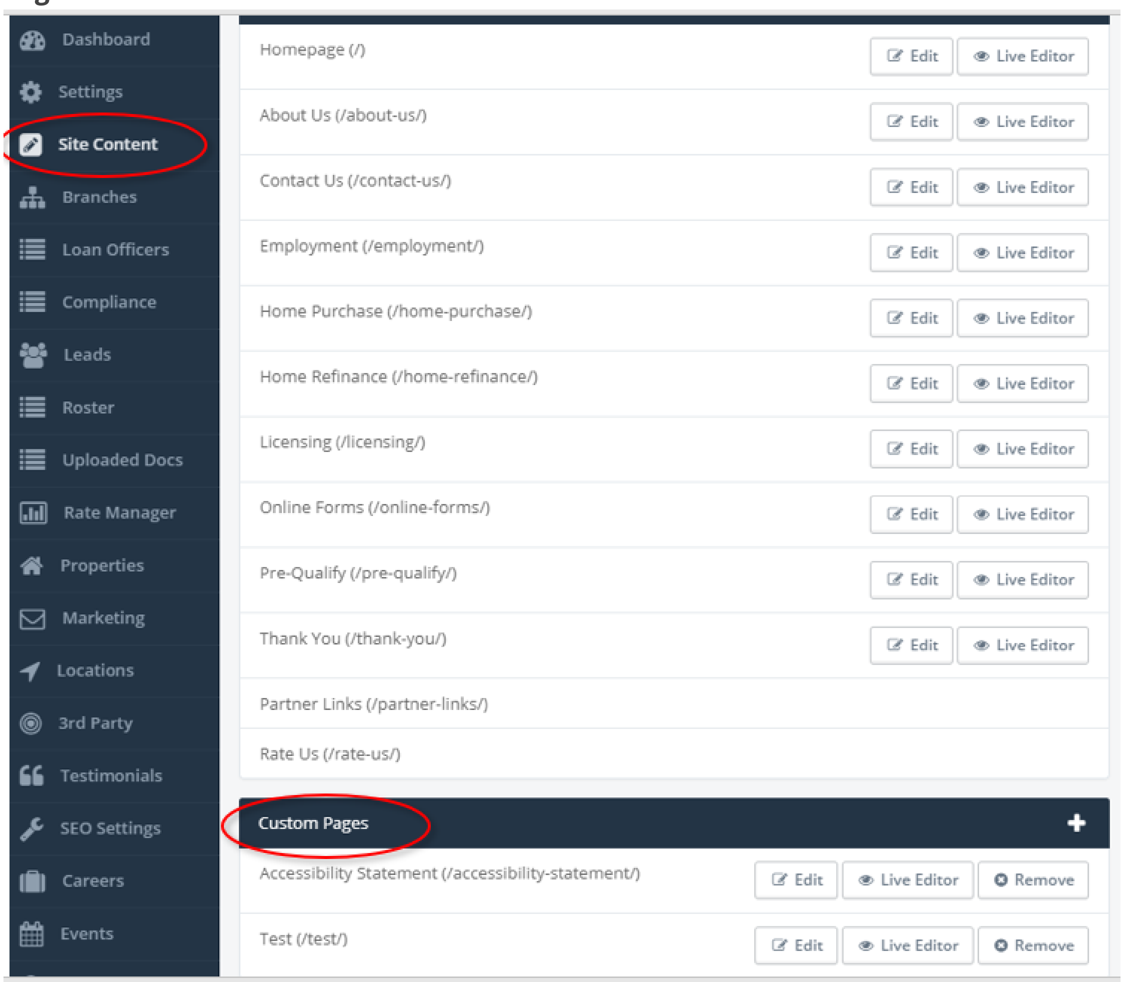
***NOTE**: Any new pages you add will show up under Site Content->Edit Pages->Custom in your Pages list*.



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Frequently Asked Questions

How do I edit my home page?

To edit your homepage, use Edit Mode.

If you just need to edit the page details or the page body, Edit Mode is your choice.

Edit your page with Edit Mode:

1. Go to Site Content -> Edit Pages
2. Click on "Edit" next to the page you want to edit
3. Change your page details as needed using the toolbar to format text, images, and hyperlinks
4. Click on your page body and edit that as needed
5. Click "Save"

Edit your page with Live Editor:

1. Go to Site Content -> Edit Pages
2. Click on "Live Editor" next to the page you want to edit
3. Once your page loads, click on any of the editable regions marked with a "pencil" icon
4. Edit the content as needed using the toolbar to format text, images, and hyperlinks.
5. Click "Save Changes"

Once you have saved your changes you may want to view the page. Copy the URL from the page details and paste in a new tab in your browser.

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How do I edit my Site Navigation?

Change your site navigation by adding, editing, or removing tabs using your navigation editor.

Add a new tab to your site navigation:

1. Go to Site Content -> Edit Navigation
2. Click “Remove” to remove a tab from your navigation bar. Click “Save”
3. To Add a tab, click “Add Tab” at the bottom of the screen. You will see a new tab appear at the bottom
4. Edit the “Text” field (name the tab as it appears to your borrowers)
5. Click on the “Page” dropdown and select the page you want the tab to point to
6. Click and drag the tab to the desired position
7. Click “Save”

How do I upload my Logo?

Before uploading a logo make sure it meets the logo specifications. By default, your website will show your company name if no logo is uploaded.

Upload your logo:

1. Go to Settings -> Logo
2. Click on "Upload New Logo"
3. Select your logo from your computer and click "Open"
4. Change the width and height of your logo (optional)
5. Click "Save Logo"

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How do I change my contact information?

Changing your contact information will affect what information is displayed on your website and SmartApp1003.

Change your contact info:

1. Go to “My Account”
2. Under Account Details, retype any of the fields you would like to change, including your address, phone number, and email address
3. Edit your Email Address to change where your email notifications are sent and your login user email
4. Edit your company name and NMLS#
5. Click "Save Changes"

How do I setup my Email Notifications?

Entering your email address in “My Website” dashboard will allow you receive email notifications whenever someone submits a web-lead form.

Enter your Notification Email address:

1. Go to “Settings”
2. Under “Notifications/Auto Responders” tab, type the email address in the field labeled "Notification Email"
3. Type in any additional emails by separating with a comma
4. Click “Save Changes”

After setting your Notification Email, you may want to check if you are receiving the notification emails by submitting one of the forms on your website. **TIP**: *Always check SPAM and Junk folders!*

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How do I add my Social Media links?

To add your social media link you will need the URL for each of your social media pages.

Add a social media link:

1. Go to Settings ->Social Media
2. Paste the URL in the corresponding field in the Social Media section
3. Click "Save Changes"

Your social media icons will appear at the bottom of each web page in the footer or the top, in the header. Click on the icons to test them.

How do I add Google Analytics to my website?

In order to setup Google Analytics on your website, you will first need to sign up and get your code. Go to https://analytics.google.com/ for more information. **TIP**: *Your Google Analytics code snippet should start with <script> and end with </script> and consist of multiple lines of code*

Add your Google Analytics code:

1. Go to Settings -> Analytics.
2. Paste the code snippet provided by Google in the field labeled Analytics Code.
3. Click "Save Changes".

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How do I setup my leads to post to my CRM?

You will need the posting URL from your CRM for your leads to post.

Add a lead posting URL:

1. Leads -> Lead Posting.
2. Paste your lead posting URL in the corresponding field under Lead Posting.
3. Click "Save Changes".

How do I publish my website (Go Live)?

If you are ready to take your domain live, update the DNS "A" record in the domain registrar profile - The registrar is where you purchased the domain (i.e., GoDaddy). You will need to point the 'A' record to 45.33.118.118 (Lender Homepage i.p. address). It may take 24-48 hours to see your domain public – this is the responsibility of the domain registrar. You can also email Support@LenderHomepage.com your login credentials and a technician can make the updates on your behalf, if you need.