

# Online Candidate<sup>®</sup>

Campaign websites and more.

## Quick Start Guide

A free guide from [OnlineCandidate.com](http://OnlineCandidate.com)

## Online Candidate® Quick Start Guide

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<http://www.onlinecandidate.com>

<http://www.onlinecandidateresources.com>

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## Ordering Your Campaign Website

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You have enough to do getting your campaign off the ground. Why let the creation and design of your political website become a headache? Online Candidate setup is simple and painless. We've streamlined our process down to a few simple steps.

- **Select your campaign website package and order online or over the phone.** After you order online, you will be returned to an online form to supply us with basic contact and campaign information. From there, we can start your site setup right away!
- **Your website domain is set up in 1-2 business days - or less.** For Regular and Enhanced Packages, if we have your candidate head shot and/or logo, your site design customizations can usually be ready for review within in that time. While we work on your custom design, you can log in and begin setting up your site content.
- **Go live!** Once you are ready to launch, you can *generate* your site and go live! Afterwards, you can update, edit and add additional content to your site whenever you want.

### How to Order

**You can order** directly through our [website store](#). We can also take website orders over the phone (Visa and Mastercard) at (866)-460-0995. We also accept payment by check and e-check, but please contact us first.

**After you order your website package**, you will be sent to a form where you will provide details of your chosen domain name and some specifics about your campaign. Then we will set up your domain name and website hosting. If you have a custom design package, we will begin a design mockup. After your domain goes live, we will send you an e-mail containing your user ID and password, and a link to the "Admin" area. From there, you will have all the tools at your disposal to build out and maintain your site.

**Short on time?** We can set up your content with our [Website Content Setup Service](#). After we've set up your initial material, it's all in your control. Choose this as a Website Option when you order your package or you can order this service separately.

**The website packages are upgradable.** With a Lite Website Package you can easily upgrade to a custom design package without losing any of your existing content.

And the price? *Only the difference between the packages!*

## Your Domain Name

**If your domain name is already registered:** Online Candidate websites reside on our dedicated servers. You should change your name server immediately after you order or else your site can be held up.

Your name servers must be updated to:

- *ns1.daleyhost.net*
- *ns2.daleyhost.net*

If you are unsure how to make the change, contact us.

**If your domain name is not already registered:** We will register your domain for you, in your name, when we set up your website.

For more information about choosing a good domain name:  
[Should Your Campaign Register A Dot Com, Dot Org Or Both?](#)  
[4 Things To Know About Your Campaign's Domain Name](#)  
[Domain Name Scams](#)

## Materials We Need To Start Your Campaign Website

Once you order your campaign website package, there are few things we'll need to get started.

### Your Campaign Information

After you order, you will be sent to an online questionnaire form that will ask for some basic contact and campaign information. The more information you supply on this form, the more we can set up your site settings for you. (You can always add or change your settings later.)

### Your Candidate Head Shot

For Regular and Enhanced packages that include design customization, we will need a candidate head shot and logo, if you have one - or we can design a logo for you.

## Some candidate head shot tips:

- Consider having photographs done professionally. One session with a photographer might be all you need. If this is not possible, use a good digital camera with proper lighting.
- A head-on or three-quarter view is typical.
- Make sure BOTH shoulders can be seen. Don't crop them off!
- The best shots for site headers are those where the candidate is standing before a solid contrasting background to what the candidate is wearing. This allows the background to be more easily cropped out.
- A large, high resolution is best. Large-sized images can be scaled down, but small, low-res images cannot be improved much.
- Dress appropriately.
- Smile!



### Additional Material

If you have them, send along any additional existing graphics or images that you want to incorporate into your design. Again, high-resolution images are best.

If you have ordered the [\*Initial Content Setup option\*](#), send us your text, images and documents for each site page in electronic form.

For fastest results, have your website content prepared BEFORE you order. This site setup is performed ONCE with the materials provided. After that, it's all in your control.



## Setting Up Your Campaign Website

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Once your domain and website is set up on our servers, we will send you an email with your login link and additional information about the site.

Your Online Candidate administration contains links to our extensive [Knowledge Base](#), which offers step-by-step instructions for configuring and building your site. Should you have further questions or get stuck, feel free to [contact us](#).

### How the system works

The Online Candidate system is based on an *edit and regenerate* principle. Page and navigation edits do not become live until you regenerate your website. You are prompted to do this whenever you make a save. You do not need to regenerate with every edit you make. You can make multiple changes and then regenerate when you are finished to push all the updates live.

### Starting Out

The first thing you will want to do with your new site is adjust your *Site Settings*. This is the configuration section for your website.

Some of your information has already been added from the information you supplied when you ordered. Take your time and go through the settings.

Learn more about your [Site Setup page](#) options.

### Editing Your Content

Online Candidate comes with a powerful online editor that allows you to add and edit text, add images and graphics and more. You will want to set up your website content in the *Page Management* section before you make your website live.

Read more on how to [Edit a Page](#).

## Going Live With Your Site

Once you have configured your site and have set up your initial pages, you can go live with your site. This is a fairly simple process and requires Site Regeneration. This will replace the temporary Under Construction home page.

Read the steps to [Make Your Site Live](#).

## Upgrading Your Website

On the Dashboard screen of the Lite site administration, there are payment buttons for upgrading to higher packages. Simply click on the button, make the payment, and you are returned to the website. Press the upgrade button, and your site will be automatically upgraded with the additional features.

When you upgrade from the Lite website package, the upgrade includes design customizations. We will contact you to start the design process. It is usually completed within a few days. You'll want to have a candidate photo ready ahead of time for fastest results.

*The cost of an upgrade is just the difference in price between the website packages!*

For detailed information on how to configure and customize your website, visit our [Knowledge Base](#). Should you have additional questions on how to use the system, or any other question, feel free to [contact us](#).

### Additional Articles

- [Preparing Content For Your Campaign Website](#)
- [Online Writing Tips For Local Campaigns](#)
- [Creating an Online Political Press Kit](#)

All Online Candidate website clients have FREE access to [OnlineCandidateResources.com](#). The site provides a video course, hundreds of articles, related tools, worksheets and more!



## My Site Is Live, Now What?

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Below are additional services that you can incorporate into your website in order to increase the functionality of your site.

### Additional Online Services

#### Webmaster Accounts

Claim your website on Google by creating a [Google Account](#). This will give you access to Webmaster Tools, Analytics and Google+. While you are at it, sign up for [Bing Webmaster Tools](#) as well. This will allow you to monitor and better control your website on the search engines.

See: [Setting up Google Webmaster Verification For Your Online Candidate Website](#)



#### Google Analytics

To find out how many people are visiting your website, how they are finding you, and what they are doing once they arrive at your website, you'll want to set up some sort of website analytics program.

*Google Analytics*, a free web analytics service offered by Google. It's easy to set up and even the default reports can provide a wealth of website traffic information. Google Analytics can track website visitors from all sources, including search engines, banner advertising, pay-per-click, email marketing and even links within documents, such as PDFs.

To create an account, visit [www.google.com/analytics](http://www.google.com/analytics) and Click 'Sign up now.' You will be asked to sign in to your current Google Account or to create a new Google Account if you don't have one. If you already have a Google Webmaster account, you can use the same account for analytics.

See [Setting Up Custom Code](#) to learn how to add Google Analytics tracking code to your Online Candidate website.

To access your site's default analytics, go to [yourwebsite/stats](#) and use the password we provided when your site was set up.

## Donation Setup

Online Candidate websites can integrate with any online fundraising service. Many of our clients use [PayPal Donations](#), which makes it easy for you to collect secure donations from your website. Online Candidate donation forms integrate with the service. *Download our free [Paypal Setup Guide](#).*

For more online tools, including custom donation forms and better reporting, we recommend [RaiseTheMoney.com](#). They get you set up fast, and their system is very easy to use and integrate with your site.

See the Knowledge Base section for [Setting Up Custom Code](#) to integrate buttons and widgets into other areas of your website.

You can also link directly to outside pages in your site navigation by using the 'Alternate URL' field in the page editor.

## Email Services

Online Candidate comes with a built-in email list system. However, if you plan to do serious marketing via email, you will be better off using a dedicated service that provides more tools and functionality, but also a better delivery rate via their relationships with the ISPs.

[AWeber.com](#) is the mail service we use. It includes custom templating, autoresponders and tracking. One dollar, 30-Day Trial.

[MailChimp](#) is free for lists with up to 2,000 subscribers. However, it does include advertising within each message sent.

Want to use text or email marketing? Give [Trumpia](#) a try. You can double your free trial credits with promo code: [onlinecandidate](#)

See the *Marketing Tab* in your website administration for additional links and service recommendations.

## Getting Your Website Found

Once you have a campaign website, the important thing is getting it to appear in the search engines. So, how can you get your site to show up and drive more traffic to your website? The work begins on two levels.

### On Site Optimization

*On site optimization* is just a fancy way of saying, 'make your site about your race'. In other words, include enough text throughout your website about your candidate and the campaign.



Proper optimization includes using in the body text:

- The candidate's full name
- The state/region/municipality involved
- Topics specific to the race

Regular updates to your site tend to help rankings, as search engines tend to prefer sites with 'fresh' content.

### Off Site Optimization

Site optimization is one side of web promotion. The flip side is effective link building and advertising. Good links back to your website help it rise in relevance for searches related to your campaign.

## LINK BUILDING



Link sources include:

- Newspaper websites – through articles and online voter guides
- Other local candidates
- Political party websites

- Supporter websites
- Other groups campaigning for similar causes
- Local or regional sites

When you launch your website, try to get good links from outside sources. Search engines will find your site through those links. Once the site is found, it will very likely become indexed quickly.

[OnlineCandidateLinks.com](https://www.onlinecandidate.com) is our free directory designed to help your website and related social media accounts build relevancy, so that they will rank higher in the search engines for candidate-related searches. Online Candidate clients get priority listings.

Save time with our [Website Promotional Package](#) It is designed to help your campaign get that initial promotional boost to rank well in the search engines.

## After Your Campaign...

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The election is over. As a candidate, you've either won or lost. All the advertising has ended, the final bills are paid, and the signage comes down. But don't forget the campaign website – it's still out there!

### Post-Election Ideas

Consider the long-term benefits of keeping the site active until the next campaign vs. shutting the site down completely.

To keep volunteers and fundraisers available and in the loop, elected officials and PACs should never truly shut down their campaign organizations. You may want to shut down certain pages or sections of the campaign website, but continue to run the site with relevant news and event updates. In other words, keep the interest alive until the next campaign!

#### **Convert to a personal site**

If you are done with politics altogether, your website can always be redesigned and re-purposed for another use. If you run a business in your name, you can either switch the entire site over or point the domain to another site.

If you like the Online Candidate content management system, we offer a *business version* of our CMS. We can switch you over quickly and painlessly.

#### **Redirect your domain name**

Instead of having the domain name point to your campaign website, you can have the name point to another website or web page. Depending on the elected position, your newly-won office may already have an official web page waiting for you. Use the traffic that would have gone to your old website and send it there.

#### **Shut down the site for the next election cycle**

For many OnlineCandidate.com clients, this seems to be the most common – and unfortunate – end to their websites. When the hosting period ends, they simply stop the hosting and let the domain name lapse.

There are a few downsides to completely shutting down a campaign website and letting the domain name go:

- Someone else can pick up your domain name, and you'll probably have a tough time getting it back.
- You'll have no control over a new website that someone creates with your lapsed domain name.

- All the links that you built up over the last campaign will now go nowhere. There's no guarantee that those links will still exist the next time you revive your website (assuming that you have not let your domain name lapse in the meantime).

Even if you want to completely shut everything down, we suggest that they at least keep the domain name active – especially if the domain name matches the candidate's name. Keeping a domain name registered is a nominal cost, and it keeps the name in your possession.

[Contact us](#) to discuss your options.

## Other Online Candidate Services

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We offer a number of additional services for political candidates and campaigns.

### Digital Campaign Products

OnlineCandidate.com carries a great line of digital products designed to help local campaigns.

They include:

- [Campaign Letter Templates](#)
- [Campaign Slogans Ebook](#)
- [Political Brochure Templates](#)
- Our exclusive [Running for Office as an Online Candidate](#) e-book.
- [Digital Combo Packages](#)

### Political Print Design

For your print needs, we offer [Print Design Services](#) for custom brochures, flyers, and so on to put together a winning identity.

### OnlineCandidateResources.com

*Free for Online Candidate clients, [OnlineCandidateResources.com](#) is our members-only site designed to help candidates get the most of their online campaigns. The site includes exclusive articles, tools and resources to help you build a powerful online strategy.*

### Campaign Website Promotion Service

Launch your site with our [Website Promotional Package](#). This website package option is designed to help your campaign get that initial promotional boost to rank well in the search engines.

## Non-Political Websites

Like the Online Candidate system and want to use it for other sites? Switch to *Professional SiteBuilder*, our non-political website management system!

- Easily convert without losing your existing content.
- Get the same functionality and ease of use.
- We can update your design and even move the site to a brand new domain.
- We'll even apply your remaining hosting time toward the new website!

Perfect for personal sites or for small businesses. Take advantage of your existing site traffic and switch your website to *Professional SiteBuilder*. [Contact us](#) to discuss your options!

## Online Marketing Consulting

Looking for more personal guidance on getting started on the web? Need help marketing your political campaign website? Want to boost your online exposure? Our web consulting services will help you build support and win your election. [Learn more](#).

## For Political Consultants and Managers

Are you a political consultant or campaign manager seeking a reliable web designer for your clients? Consider partnering with *Online Candidate*® to streamline your campaign website needs! [Learn more](#).



# Win Your Election

## With a Campaign Website Without Breaking the Bank!

Campaigning online isn't an option. It's a necessity.

More and more voters are going online for political and campaign news

If you are not defining yourself online, then someone else is doing it for you!



**Local candidates need a powerful campaign website at an affordable price.**



Finding a good web developer can be tough. Getting a campaign website built on the cheap is a gamble, at best. Building a site from scratch can be expensive - if you even know who to hire. With limited resources, you want to put your money where it will do the most good.

**For one low price, Online Candidate provides a high-quality website and tools to effectively broadcast your campaign message 24/7.**

**Order today and be online in as little as two business days!**

Toll Free: (866)-460-0995

**OnlineCandidate.com**

# Online Candidate Digital Campaign Products



## Running for Office as an Online Candidate

Download our exclusive e-book that explores strategies in developing and promoting your campaign online.

*Explore social media, website planning and design, online fundraising, online reputation management, and more.*



## Online Candidate Letter Templates

This unique package includes easy-to-use letter templates that you can download and use right away in your campaign correspondence.

*Includes fundraising, press release, letters to the editor, thank you templates, and more!*



## Campaign Slogans E-book

Save time with the Campaign Slogans E-Book. Use it to find just the right slogan or phrases for your brochures and campaign literature. Inspire your creativity!

## Political Brochure Templates



Each Microsoft Word template is editable, with tips and tricks included with the sample copy. Simply add your text and replace the images with your own.

Choose from a large number of colors and designs.

*Included are the following templates: Tri-Fold Brochure, Business Card, Post Card Letterhead and Press Release Templates.*



**Toll Free: (866)-460-0995**

**OnlineCandidate.com**

# Shorten the Learning Curve to Election Victory!

Discover the possibilities and pitfalls of establishing your online brand, social networking, developing a campaign website, building support, and raising funds online. **Your ability to reach more voters more effectively begins today!**

Our training modules cover everything from establishing yourself online before you begin your campaign through building a campaign website to online promotion and fundraising strategies leading up to Election Day.



## Learn how to:

- **Build an online presence** – before you begin your political campaign.
- **Use social media** to communicate to voters and supporters.
- **Plan an effective campaign website** – from choosing a domain name to design considerations to building out your content.
- **Maintain your web presence**, build website traffic, and manage your online reputation.
- **Fundraise online**. Learn what services you can use and the best strategies for raising online funds.
- **Use viral marketing techniques** and zero cost tools to help you achieve word of mouth advertising.
- **Find essential online resources** that every candidate should use.
- **Access free tools**, including our *Campaign Letter Generator*, *Bookmark Submissions*, *Search Assistant*, *Domain Lookup Tools* and more.
- **Plus web strategies and tips** to help you win your election!

**OnlineCandidateResources.com** is political campaign training site with *exclusive content and tools* designed to help you use the web to build support, donations and votes. As a subscriber, you will gain immediate access to our exclusive members-only content and online tools.

Backed by over a decade of experience, OnlineCandidateResources.com is designed for campaigns that want to leverage their election campaign strategy to reach, communicate and motivate supporters. We distill the opportunities, tools, and strategies you need in order to reach out to voters and help build the support necessary to win your election!