



WEBSITE WITH GOOGLE SITES

User guide

Carmen Gagnon
voyagine@hotmail.com
www.voyagine.com

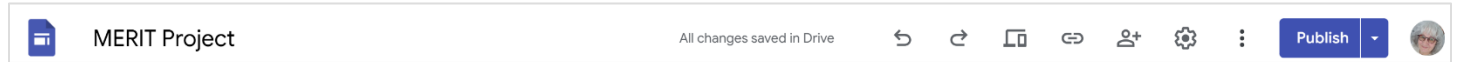
Table of Contents

INTRODUCTION	2
KEY COMPONENTS OF THE INTERFACE	2
CREATE A SITE	2
CREATE AND NAME YOUR SITE.....	2
ADD AND ORGANIZE PAGES	3
<i>Add a page</i>	3
<i>Move a page.....</i>	3
<i>Create a new subpage.....</i>	3
<i>Copy or delete a page.....</i>	3
ADD TEXT AND IMAGES TO PAGES	4
<i>Add text or headings</i>	4
<i>Add an image</i>	4
<i>Add a section layout.....</i>	4
<i>Continue designing your page.....</i>	4
<i>Slider for home page</i>	4
THEMES.....	5
<i>Add a pre-made theme</i>	5
<i>Import a theme from another site</i>	5
<i>Add a custom theme</i>	5
<i>Custom Theme Example.....</i>	5
PREVIEW YOUR SITE	6
LET PEOPLE REVIEW YOUR SITE	6
SETTINGS	7
PUBLISH YOUR SITE	8
SPECIFY WHO CAN SEE YOUR SITE.....	8
PUBLISH YOUR SITE	8
DOMAIN	9
USE THE FREE DOMAIN OF GOOGLE SITES.....	9
USE A CUSTOM DOMAIN	9
MAINTENANCE OF THE SITE.....	10
MAKE A COPY OF YOUR ENTIRE SITE	10
DELETE A SITE	10
COPY SELECTED PAGES OF YOUR SITE	10
GOOGLE ANALYTICS	11
SEO – SEARCH ENGINES OPTIMIZATION	12
CONTENT & STRUCTURE	12
TECHNICAL & MOBILE.....	12
VISIBILITY & PROMOTION	12
ONGOING MAINTENANCE	12

Introduction

Google Sites is a free, no-code platform provided by Google for creating and hosting simple, interactive websites. It is ideal for individuals and organizations to quickly build sites for project collaboration, event information, internal company intranets, educational resources, or personal portfolios, integrating seamlessly with other Google apps like Google Drive and Calendar.

Key Components of the Interface

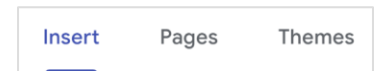


Top Bar:

- **Site Name:** Click here to name your site.
- **Undo/Redo:** To revert or reapply changes.
- **Preview:** See how your site will look on different devices.
- **Share & Collaborate:** Control who can view and edit your site.
- **Settings:** Adjust site navigation, brand images, and more.
- **Publish:** Make your website live on the web.

Right-Hand Panel:

- **Insert Tab:** Add elements like text, images, video, Google Docs, and Drive folders.
- **Pages Tab:** Create, organize, and manage your site's pages and subpages.
- **Themes Tab:** Change the color scheme, fonts, and overall look of your site.



Workflow to Create and Publish a Site

1. **Start a New Site:** Go to sites.google.com/new and choose a template or start a blank site.
2. **Add Content:** Use the Insert panel to drag and drop content, and the Pages panel to add new pages.
3. **Customize Design:** Utilize the Themes panel to select a consistent look for your website.
4. **Preview Your Site:** Use the preview function to check how your site appears on different screen sizes.
5. **Publish:** Click the Publish button in the top-right corner to make your changes live.

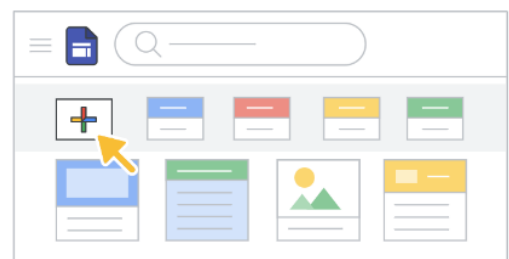
Create a site

When you create a new site, it's added to your Google Drive, just like other Drive files. Sites automatically save every change you make, but your site isn't public until you publish it. The first step is to enter in the google account you will use for building the website.

Create and name your site

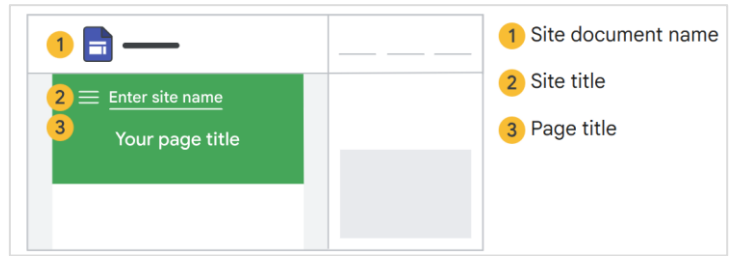
The name you create here is the document name that appears in Google Drive. The document name is only visible to you.

1. Go to sites.google.com. At the top, click **Blank** if you want to build your own template from scratch or **Template gallery** to select a template.
2. At the top left, enter a document name for your site and press Enter.



The site title appears in the header and in the web or mobile window title bar after you publish the site. You need to have 2 or more pages in your website for your site title to appear.

1. In the top left, click **Enter site name**.
2. Enter the name of your site.
3. Press **Enter** or **Return**.



Add and organize pages

Add a page

1. At the right, click **Pages**.
2. At the bottom right, hover over Add **+**.
3. Click New page .
4. Enter the page name.
5. Click **Done**.
6. To publish your changes, at the top right, click **Publish**.



Move a page

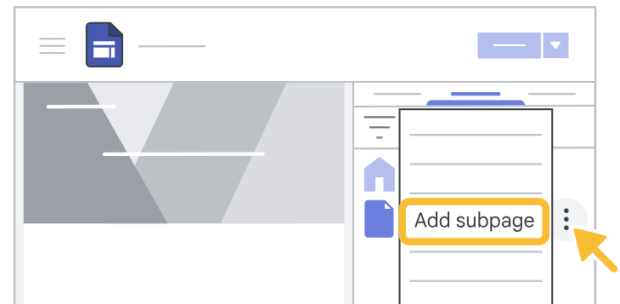
You can move a page under another page to create a subpage.

1. At the right, click **Pages**.
2. Drag the page where you want to move it.
3. To publish your changes, at the top right, click **Publish**.

Create a new subpage

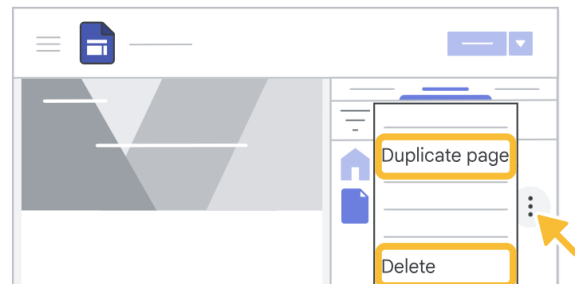
1. To create a new subpage, click **Pages**.
2. Then, choose a page and click More  **Add subpage**.

Tip: You can create up to 5 levels of sub pages.



Copy or delete a page

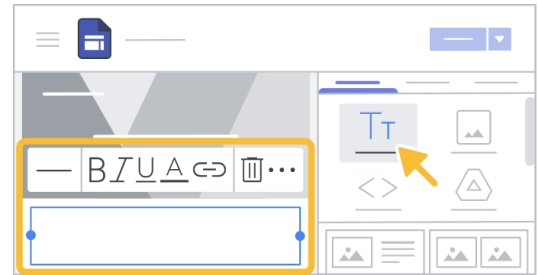
1. At the right, click **Pages**.
2. On the page you want to duplicate or delete, click More .
 - To copy a page, choose **Duplicate page**.
 - To delete a page, choose **Delete**.
 - **Tip:** You can recover deleted pages by [restoring to a previous version](#).
3. To publish your changes, at the top right, click **Publish**.



Add text and images to pages

Add text or headings

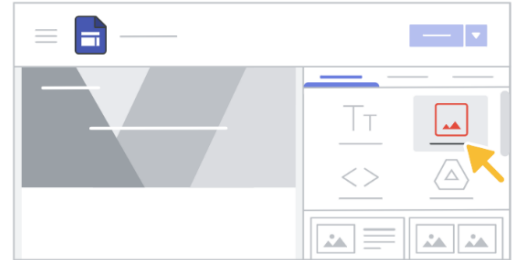
1. On the right, click **Insert** > **Text box**.
2. In the menu, click the Down arrow > choose the text, heading, or title style you want.
3. Add your text to the box.
4. To publish your changes, at the top right, click **Publish**.



Add an image

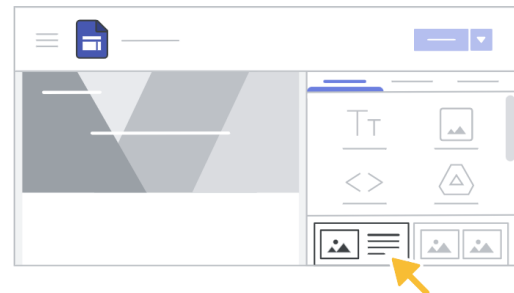
You can add images in .png, .jpg, or .gif format.

1. On the right, click **Insert** > **Images**.
2. Choose where to get your image.
3. Choose an image and click **Open** or **Select**.
4. To publish your changes, at the top right, click **Publish**.



Add a section layout

1. On the right, click **Insert**.
2. Under "Content Blocks," drag the layout you want to your page.
3. Add text, images, docs, or videos.
4. At the top right, click **Publish**.



Continue designing your page

You can add many more elements to a page In Google Sites, such as:

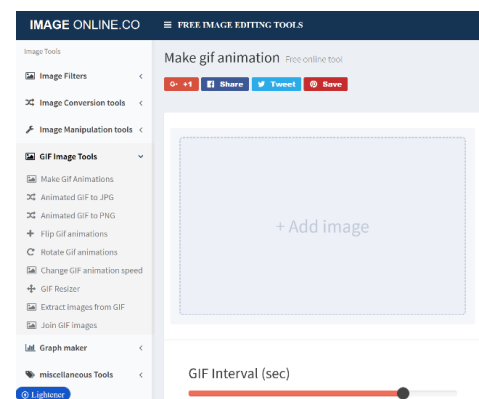
- Collapsible text
- Buttons
- Search bar
- Image carousel
- Social media links
- And much more!

Slider for home page

Google Sites don't have the possibility to insert a slider of pictures on the header of the pages. You can bypass this limit by creating a gif with images moving. It's a free tool.

<https://gif.imageonline.co/>

- Add images you want in the slider, 3 to 4 is a good fit
- Give an interval of at least 4 seconds between each image
- Take care to have similar width and height. Even if you can resize, it will be adjusted without smooth scaling
- Don't forget to **Apply Changes**
- You will see the result on the right side and you can download the gif.





Download - GIF

Add text in GIF (optional)

Enter text to display in GIF

Resize GIF dimension (optional)

Width (px)

1024

Height (px)

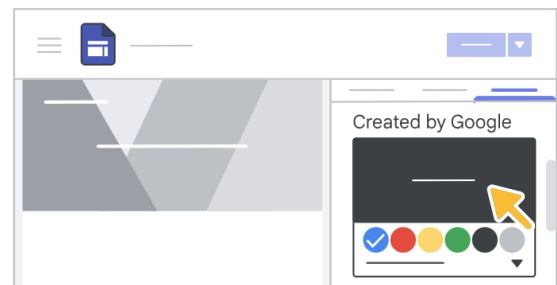
576

Apply Changes

Themes

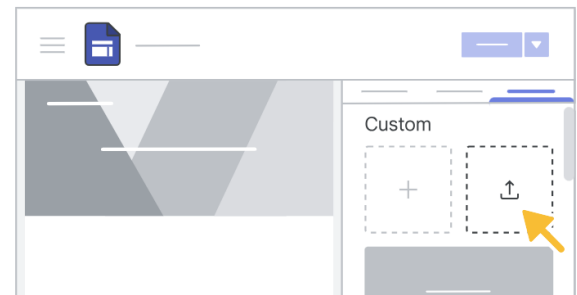
Add a pre-made theme

1. At the right, click **Themes**.
2. Under "Created by Google," select a pre-made theme.



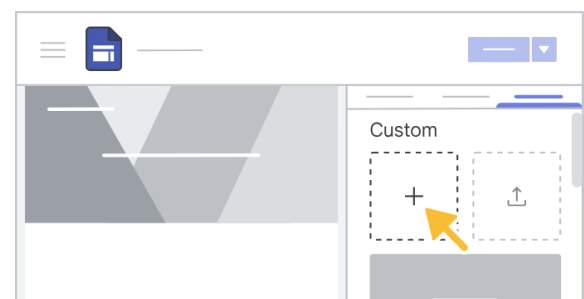
Import a theme from another site

1. At the right, click **Themes**.
2. Under "Custom," select Import theme .
3. Select any site > Select a theme.
4. Click **Import theme**.



Add a custom theme

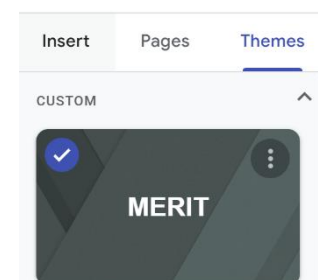
1. On the right panel, click **Themes**.
2. Under "Custom," select Create theme .
3. Enter a name for your theme.
4. Select **Next**. You can also add a logo and banner image.
5. Select a color palette > **Next**. To choose specific colors for different parts of your site, select **Customize colors**.
6. Choose your fonts.
7. Select **Create theme**. In the right panel, you can continue to customize your theme.

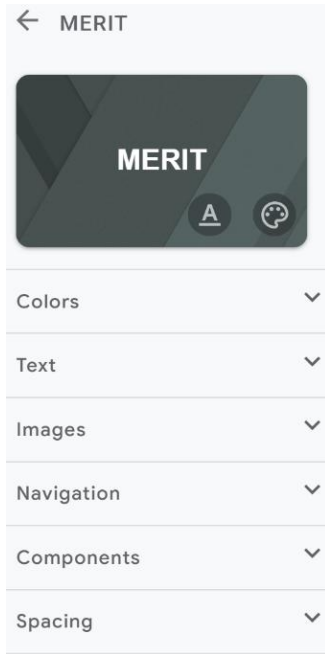


Custom Theme Example

A custom theme is created to harmonize the website and any other website events you might want to create in the future. The colors can be harmonized following the branding of the project.

To modify the theme, press the 3 points on the right side of the theme and choose Edit.





Colors: You will decide a main color for the site but also 3 styles of color that will be automatically given when you create sections of the website. This will give Title, Heading and Subheading different colors.

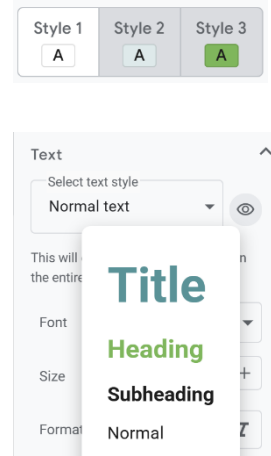
Text: With Normal Text, you will use the main color and fonts. For example, if you choose Roboto for your main fonts, it will be applied everywhere in the website. You will indicate the size, format, space etc... With the eye icon you can verify the result.

Images: Will be for the logo and favicon.

Navigation: Is about the menu. You could have the menu on top or on the side. This is where also you can decide to have a color or transparent menu.

Components: Will cover the colors for the button, divider between sections, links

Spacing: For customizing density (compact, cozy, comfortable), width (default, wide, full)



Preview your site

1. At the top, click Preview .
2. At the bottom right, choose a layout option. You can preview your site like if it was a phone, a tablet or a computer.
3. To exit, at the bottom right, click Exit .

Let people review your site

Before publishing your site, you can let people review and edit your site. If you use a Google Account through work, your admin may limit your ability to add an editor.

1. At the top, click Share .
2. Under **Share with people and groups**, enter an email address.
3. Click **Editor**.
 - Editors with a non-Google account can view a draft of your site, but cannot edit it.
 - To view a draft, an Editor with a non-Google account must enter a verification code. You receive an email with this code when you're invited to be an editor.
 - Editors with a Google account can view and edit your site without a verification code.
4. Click **Done**

Settings

In the general settings, you will indicate the **navigation** (menu) style, **brand** images and **viewer** tools. These settings can also be covered in the theme if you build your own theme.

It's where also you will create your **custom domains**, link with **Analytics**.

Settings
Brand images setting changes are autosaved and applied the next time you publish your site

- Navigation
- Brand images**
- Viewer tools
- Custom domains
- Analytics
- Announcement banner

This site uses the theme logo. To display the logo shown here, delete the image in the [theme sidebar](#).

Logo
Upload or select a logo image to add to your global navigation bar. [Learn more](#)

Upload Select

Favicon
Upload or select a favicon image to add to your site. [Learn more](#)

Upload Select

An announcement **banner** can be used on top of the menu to highlight specific information to your internet users. The banner can be used for every pages or for the home page only. Only one button is allowed on the banner.

Settings
Announcement banner changes are autosaved and applied the next time you publish your site

- Navigation
- Brand images
- Viewer tools
- Custom domains
- Analytics
- Announcement banner**

Announcement banner
This banner is displayed above your site content

Show banner ☐

Banner color ●

Announcement

Message

0/150

This is where the banner will appear Catalyste+

 **MERIT**
University

[Home](#) [About Us](#) [Activities](#) [Knowledge Hub](#) [News](#) [Contact](#) [Search](#)

Publish your site

Specify who can see your site

1. At the top, click Share .
2. Next to "Published site," from the drop-down list, select **Restricted** or **Public**.
3. Click **Save** or **Done**.
4. If you selected "Restricted," you can share your site with specific people and add groups. Enter the name or email address of the person you want to add, then click the dropdown **> Published Viewer > Send**.

Share "MERIT Project" ? ⚙

Add people, groups, and calendar events

People with access 📄



Carmen Gagnon (you)

voyaginecg@gmail.com

Owner



b.anudari@merit.mn

b.anudari@merit.mn

Editor ▾



r.erdenechimeg@merit.mn

r.erdenechimeg@merit.mn

Editor ▾

General access



Draft **Restricted** ▾

Only people with access can open with the link



Published site **Public** ▾

Anyone on the internet can find and open

Viewer

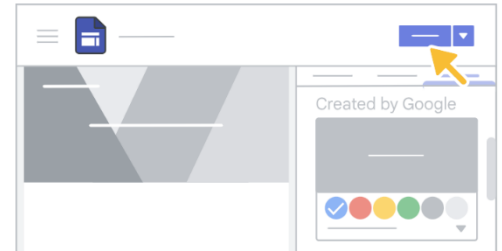


Copy published site link

Done

Publish your site

1. At the top, click **Publish**.
2. Under **Web address**, enter a public site name for your site's URL.
3. Click **Publish**.
4. Visit your site in other environments, out of your google account, to make sure it is published correctly.



The site's web address is `sites.google.com/view/sitename`, where *sitename* is the site name you enter above.

Tip: To use a web address that's currently in use or has been used in the past for a site you own, change the address or permanently delete the existing site.

Domain

Use the free domain of Google sites

Google sites will give you a free domain. It will be composed by: `sites.google.com/view/sitename`

1. In the top right, next to "Publish," click the drop-down  **Publish settings**.
2. Under "Web address," enter your desired URL.
3. Click **Save**.

Use a custom domain

You can make it easier for people to find and remember your site with a web address like `www.yourdomain.com`.

This part is a little complex and might require the help of your domain provider for connecting the domain to google sites. Every provider way of connecting might be different. You must have admin privilege with your domain provider to be able to change the redirection of your domain.

Step 1: Start Setup in Google Sites

1. Click the Settings icon (a gear) in the top right.
2. Select Custom domains from the menu.
3. Click Start setup.
4. Enter your domain name (e.g., `yourdomain.com`) and click Next.

Step 2: Verify Domain Ownership

1. If prompted, click the link to verify ownership, which will take you to Google Search Console.
2. In Google Search Console, add your domain as a property and follow the instructions for the "Any DNS Provider" option.
3. Copy the TXT record provided by Google Search Console.
4. Go to your domain registrar's website and find the DNS settings for your domain.
5. Add a new TXT record and paste the copied TXT record value into the appropriate field.
6. Return to Google Search Console and click Verify.

Step 3: Add the CNAME Record

1. Go back to the Google Sites setup window, which should still be open.
2. You will find a CNAME record value provided by Google Sites.
3. Return to your domain registrar's DNS settings.
4. Add a new record:
 - **Type:** Select CNAME.
 - **Name/Host:** Enter `www`.
 - **Target/Value/Destination:** Paste the CNAME value you copied from Google Sites.
5. Save the new CNAME record.

Step 4: Finish the Connection

1. Go back to Google Sites and select Done.
2. Wait for up to 48 hours for the changes to take effect across the internet.

Maintenance of the site

Make a copy of your entire site

1. On a computer, open the site you want to copy in [Google Sites](#).
2. In the top right, click More  > **Make a copy**.
3. Under "File name," enter a name for your copied site.
4. Under "Pages," select "Entire site."
5. Optional: To change the location of the site, click **Change**.
6. Click **OK**. **Tip:** If your site is large, it may not copy.

Delete a site

1. On the site you want to delete, click More  .
2. Click Remove  .

Copy selected pages of your site

1. On a computer, open the site you want to copy in [Google Sites](#).
2. In the top right, click More  > **Make a copy**.
3. Under "File name," enter a name for your copied site.
4. Under "Pages," select "Selected page(s)."
5. Optional: To change the location of the copy, click **Change**.
6. Click **Next**.
7. Select the pages you want to copy.
8. Click **OK**.

Google Analytics

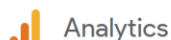
You can collect basic data from your website with Analytics, a free tool. Google Analytics allows us to look at our data across platforms — web and app — to understand the full journey of our users. You will find in this video the whole procedure to sign up with Google Analytics and connect your website with the tool.

<https://www.youtube.com/watch?v=HC246GjmDXA&t=22s>

Step 1: Get an Analytics Property ID

1. Sign up for a google analytics account: <https://marketingplatform.google.com/about/analytics/>

Just follow the steps and give all the information required.



2. Find your Analytics Property ID. You must be familiar with Google Analytics to find the Property ID.

Step 2: Add the Analytics Property ID to your site

1. In the top right corner, click Settings .
2. In the “Settings” window, go to **Analytics**.
3. Enter a valid Analytics Property ID. It should look like: “UA-XXXXXX-X” or “G-XXXXXX.”

It can take up to 24 hours for data to show up in Analytics.

Step 3: See your data

1. Open Analytics.
2. View your data. [Find out how to use Analytics.](#)

Tip: Publishing a custom path to a page or renaming a page will create a new URL and might affect data tracking with Analytics. If site viewers reject cookies for tracking usage, the data about your site's visits and activity might be inaccurate and underestimate actual usage.

SEO – Search Engines Optimization

To optimize a Google Site for SEO, create a user-friendly experience by using clear, keyword-rich titles and headings, ensuring the site is mobile-friendly and loads quickly, and adding descriptive alt text to images. You should also conduct keyword research to inform your content, build backlinks, and regularly update pages. Finally, connect your site to [Google Search Console](#) and Google Analytics to monitor performance and help Google discover your site.

Content & Structure

Keyword Research: Identify relevant keywords and phrases for your content, then naturally incorporate them into your titles, headings, and body text.

High-Quality Content: Create valuable, informative, and engaging content that addresses user needs and encourages them to spend time on your site.

Use Headings: Structure your content with clear headings (H1 for the main title, H2 for sections) to improve readability and help search engines understand your content's hierarchy.

Add Alt Text to Images: Describe your images using descriptive alt text so search engines can understand their context.

Internal Linking: Link to relevant pages within your site using descriptive anchor text to help users navigate and spread "link equity".

Technical & Mobile

Mobile-Friendliness: Google Sites automatically creates responsive designs, but always check that your content displays well on various devices.

Page Speed: Optimize image file sizes and limit heavy multimedia to ensure your site loads quickly, a key factor for user experience and SEO.

Visibility & Promotion

Connect to Google Search Console: First step will be to verify your site. Once your site is verified, Google Sites automatically provides a sitemap to Google Search Console. You do not need to manually generate an XML file or submit a sitemap URL.

Use Google Analytics: Integrate Google Analytics to track website traffic and user interactions, giving you insights into how users find and engage with your site.

Build Backlinks: Earn high-quality backlinks from other reputable websites to improve your site's authority and credibility.

Ongoing Maintenance

Regular Updates: Keep your content fresh by regularly updating pages or adding new posts, signaling to search engines that your site is active and relevant.

Publish Changes: Remember to publish your site after making changes to ensure they go live and can be discovered by search engines.