

Now that your event has been created, you need to create a website that details your event and allows guests to easily purchase their tickets. In this Crash Course, you will learn all about the Site Manager and the Site Content pages and how to easily make adjustments to your website template to personalize your guests' purchasing experience.

Navigate to the Website tab.

Once you are in the Tripleseat Tickets portal for your specific event, you will want to click on the Website tab. By default, you will land on the Site Manager page, which produces the following website pages:

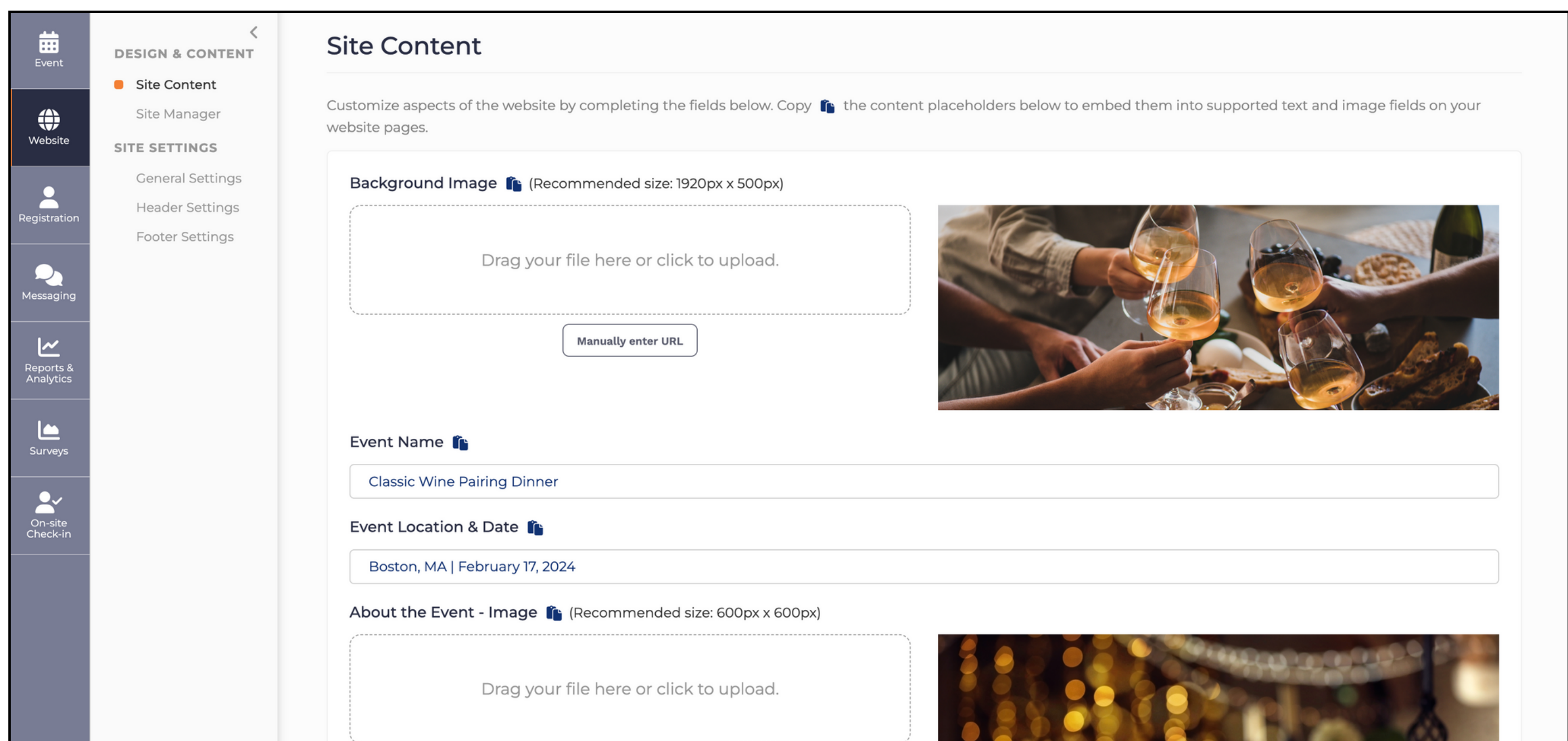
- Home Page
- 404 Error Page

Note: For more advanced editing, you can click on "Home" to access the Page Editor and make more intricate adjustments to your site. This [Crash Course](#) goes into more detail about advanced website editing.

To make simple edits, you will want to go to Website > Design & Content > Site Content.

Make edits in the Site Content page.

The Site Content screen is intended to provide a simplified approach to customizing your website by providing content areas that require specific details or assets. The specific options will depend on the website template you've selected. Each content area maps to a section on the website and will populate the section with the details or assets you enter.



For the Classic template, the following fields that are available to be customized are:

- Background Image
- Event Name
- Event Location & Date
- About the Event Image
- About the Event Title
- About the Event Description
- More Information Image
- More Information Text

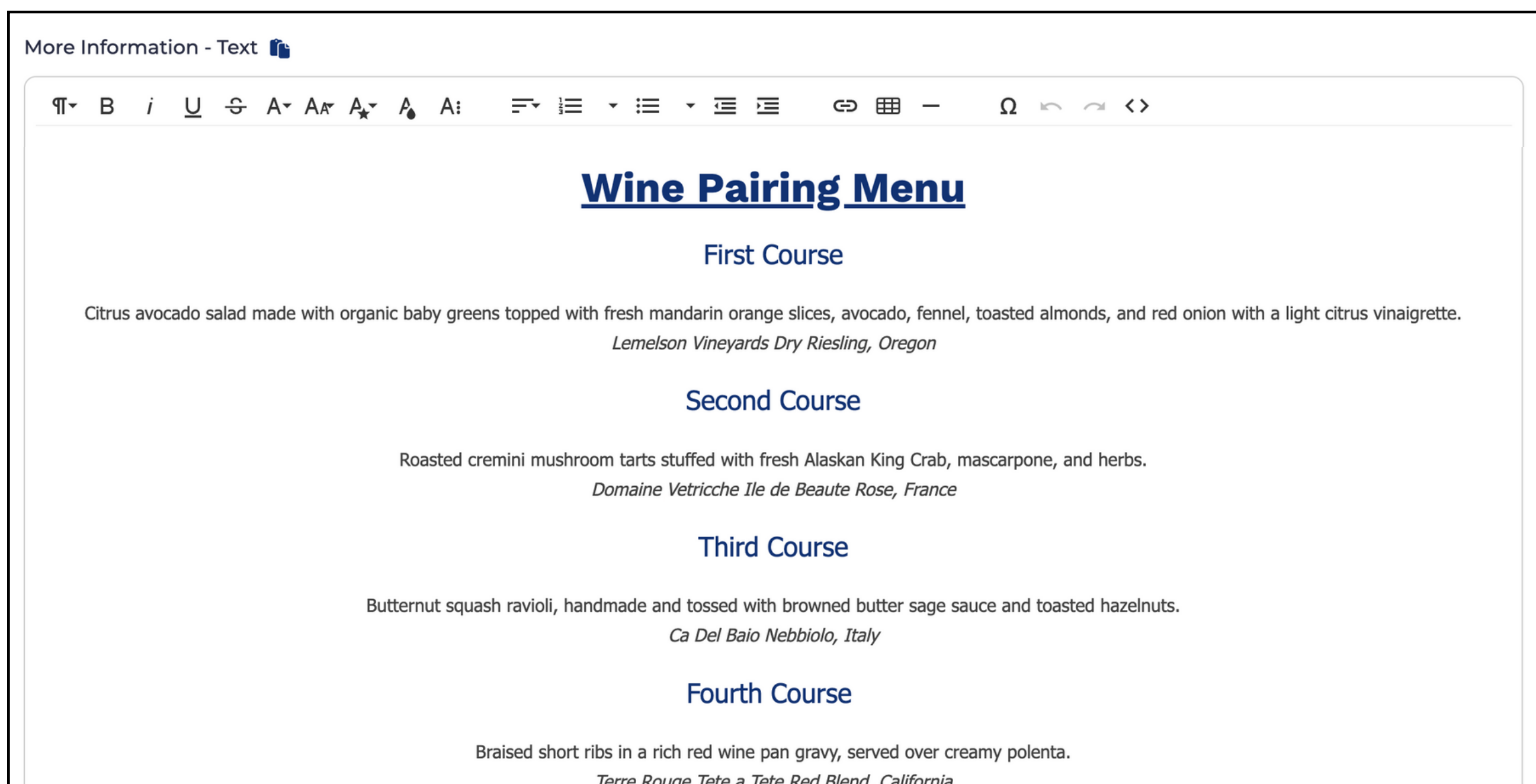
Best Practice: When editing this information, you want to make sure you replace all of the placeholder text that exists within the template. Use some of the following examples below to help with any writer's block!

About the Event

- Include details that explain what your event is about; use this as a way to market your event with a quick blurb about what your event will entail.
- Utilize this text field to add headers and other formatting options, insert hyperlinks, add tables, and more.

More Information

- This is where you can include more details like an event schedule, directions to the venue, prix-fixe menus, a breakdown of ticket costs, and more.
- Utilize this text field to add headers and other formatting options, insert hyperlinks, add tables, and more.



Customize additional site settings.

When you have finished making all of the changes to your website template within Site Content, you can further customize your site's settings in the following places: General Settings, Header Settings, and Footer Settings.

General Settings

- Five tabs that have various options for editing: Look + Feel, Social, Analytics, Meta, and Scripts.
- Our suggestions for editing the Look + Feel tab:
 - Add your venue's logo which will appear in your site navigation.
 - Adjust theme colors to match your branding for all aspects of the website.
 - Edit typography settings for your body text and headings.
- Our suggestions for editing the Social tab:
 - Add social media profile URLs which will appear on your site footer.
- For the Analytics, Meta, and Scripts tabs, we suggest having your webmaster look through these.

Header Settings

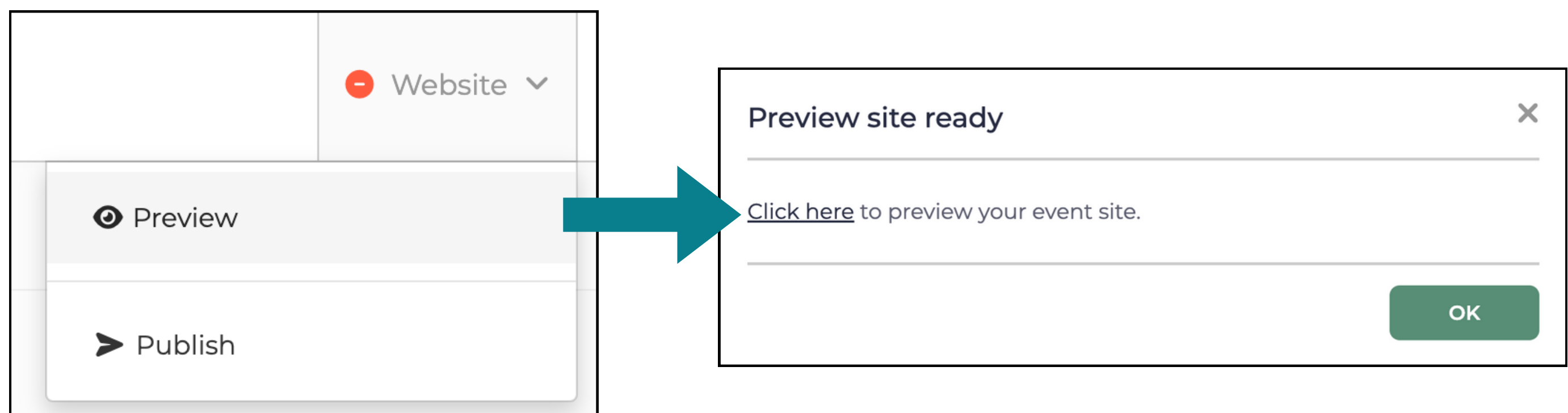
- Adjust the position and height of your logo.
- Customize the settings for your navigation bar.
 - **Note:** If your organization utilizes the portal website, you can enable your portal's website pages to appear in a dropdown menu in the event's navigation bar for guests to see other events happening at your venue. For more details on the organization portal, click here for this Crash Course.
- Adjust the font settings for your header text.

Footer Settings

- Choose to display various icons, text, and navigation options within the site footer, as well as adjusting the height of the footer and the font color which appears for all text in the footer.

Preview the website before publishing.

When you have finished making all of the changes to your website template, you can preview your website in the top-right of the screen.



Note: Default tickets and registration form will appear on the website preview until they are edited.

Best Practice: Any changes to the registration experience (ticket prices, form components, etc.) will reflect automatically on the website. You can always unpublish your website if you need to make any changes and then preview the website again before republishing it to make sure all of the information is correct.