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**USER GUIDE**

# Build, run and grow your **business website**

Step-by-step help for every eProfitify module, from your first page to your first sale.

 Paraclete Editor SEO Analyzer AdOrbit InstaMessenger Smart Calendar Sales Funnels eShop Payments eDocuflow eRealty Comm Hub Print

## October 2026 edition

Covers the Paraclete editor, Comm Hub, eShop, eDocuflow, eRealty, AdOrbit and Print.



### Try it free in minutes

Scan to set up your own  
demo website.

[eprofitify.com/demo-users/setup-demo.php](https://eprofitify.com/demo-users/setup-demo.php)

# Contents

Every chapter and topic, with page numbers. In the PDF, click any line to jump to it.

|           |                                                                    |           |
|-----------|--------------------------------------------------------------------|-----------|
| <b>01</b> | <b>About this guide</b>                                            | <b>4</b>  |
| <b>02</b> | <b>Getting started</b>                                             | <b>5</b>  |
|           | Create your website                                                | 5         |
|           | Make it yours                                                      | 5         |
|           | Find your way around the dashboard                                 | 6         |
|           | Get help                                                           | 7         |
| <b>03</b> | <b>Building and editing your website</b>                           | <b>8</b>  |
|           | Add an element without breaking your layout                        | 9         |
|           | Common tasks                                                       | 9         |
|           | Share your site with a QR code                                     | 10        |
| <b>04</b> | <b>Editor reference</b>                                            | <b>11</b> |
|           | Top toolbar                                                        | 11        |
|           | Left panel                                                         | 12        |
|           | Element toolbar                                                    | 12        |
|           | Elements catalogue                                                 | 12        |
|           | Fillers catalogue                                                  | 14        |
|           | Style tab                                                          | 15        |
|           | Animations                                                         | 15        |
|           | Editor Settings                                                    | 15        |
| <b>05</b> | <b>Getting found: SEO and AdOrbit</b>                              | <b>17</b> |
|           | Check a page with the SEO Analyzer                                 | 17        |
|           | Set your site's SEO details and Google Analytics                   | 17        |
|           | Run a free ad with AdOrbit                                         | 18        |
|           | Use the blog                                                       | 19        |
| <b>06</b> | <b>Engaging visitors: chat, bookings and funnels</b>               | <b>20</b> |
|           | Set up InstaMessenger (live chat)                                  | 20        |
|           | Connect WhatsApp, Teams and other messengers                       | 20        |
|           | Set up appointments (Smart Calendar)                               | 22        |
|           | Collect leads with Sales Funnels                                   | 22        |
| <b>07</b> | <b>Selling and closing: eShop, payments, eDocuflow and eRealty</b> | <b>23</b> |

|                                                                                   |                                                                 |           |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------|
|                                                                                   | Sell products with eShop .....                                  | 23        |
|                                                                                   | Send an agreement for e-signature (eDocuflow) .....             | 23        |
|                                                                                   | Send hundreds of agreements at once .....                       | 24        |
|                                                                                   | List properties with eRealty .....                              | 24        |
| <b>08</b>                                                                         | <b>Running the business: orders, payments and reports .....</b> | <b>25</b> |
|                                                                                   | Set up payments .....                                           | 26        |
|                                                                                   | Manage orders .....                                             | 27        |
|                                                                                   | Check payments .....                                            | 27        |
|                                                                                   | Print module .....                                              | 27        |
|  | <b>Your launch checklist .....</b>                              | <b>28</b> |
| <b>09</b>                                                                         | <b>FAQ and troubleshooting .....</b>                            | <b>29</b> |
| <b>10</b>                                                                         | <b>Video library .....</b>                                      | <b>30</b> |



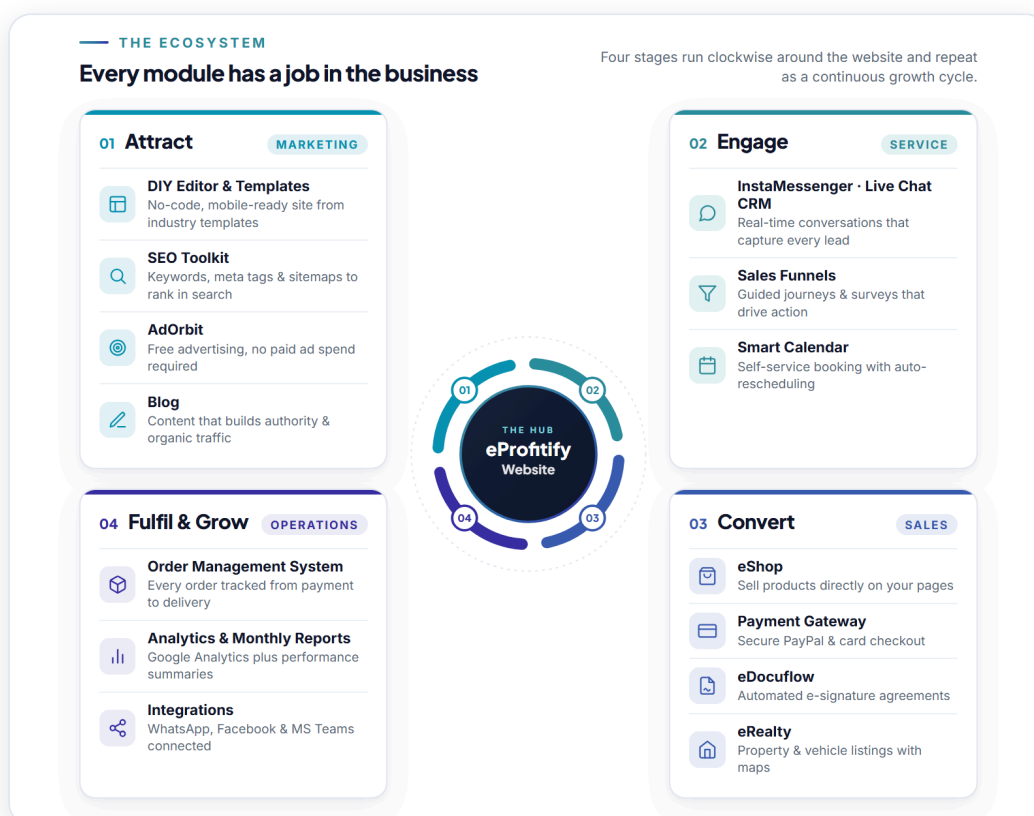
## 01

## CHAPTER 1 • WELCOME

# About this guide

This guide shows business owners how to build, run and grow a website with eProfitify, one task at a time. Each section explains what a feature does, gives the steps, and links the matching video from the eProfitify Video Tutorials playlist ↗.

1 min read



The four growth stages around your eProfitify website. Each stage has its own chapter.

The guide follows the same four stages: **Getting found** (Attract), **Engaging visitors** (Engage), **Selling and closing** (Convert), and **Running the business** (Fulfil & Grow).

Two names appear throughout:

- **Dashboard**: the home screen after you log in. It lists your domains and opens each module.
- **Paraclete editor**: the drag-and-drop editor where you change your website's pages. Its left toolbar holds the Elements, Styles and settings tabs.



## 02

## CHAPTER 2 • LAUNCH IN ONE SESSION

# Getting started

You can have a live website in one session: pick a domain, pick a template, sign up, then edit and publish.

2 min read

9 steps

2 videos



## Create your website

- 1 **Choose a domain name.** Type the name you want (for example, mygreatrestaurant.com) and click **Get this domain**. If it's taken, try another until the system shows it as available.
- 2 **Pick a template.** Browse templates by industry. Click **Preview this template** to open it in a new window and try its features, such as the cart and checkout.
- 3 **Click Edit and Publish.** The template loads into the Paraclete editor.
- 4 **Sign up.** Enter your email, click **Next** and choose a plan. The yearly plan includes a free domain (up to a set value), an SSL certificate and US-based hosting.
- 5 **Set a password and check out** with PayPal or a debit/credit card.



## Make it yours

- 1 **Add your logo.** Click the logo placeholder in the navigation bar and upload your file. It resizes automatically.
- 2 **Pick a colour theme.** One click recolours the whole site. Stick to the preset palettes for the best results.
- 3 **Replace images and text.** Click any image to upload your own, and click any text to type over it.
- 4 **Click InstaPublish** to make your changes live.

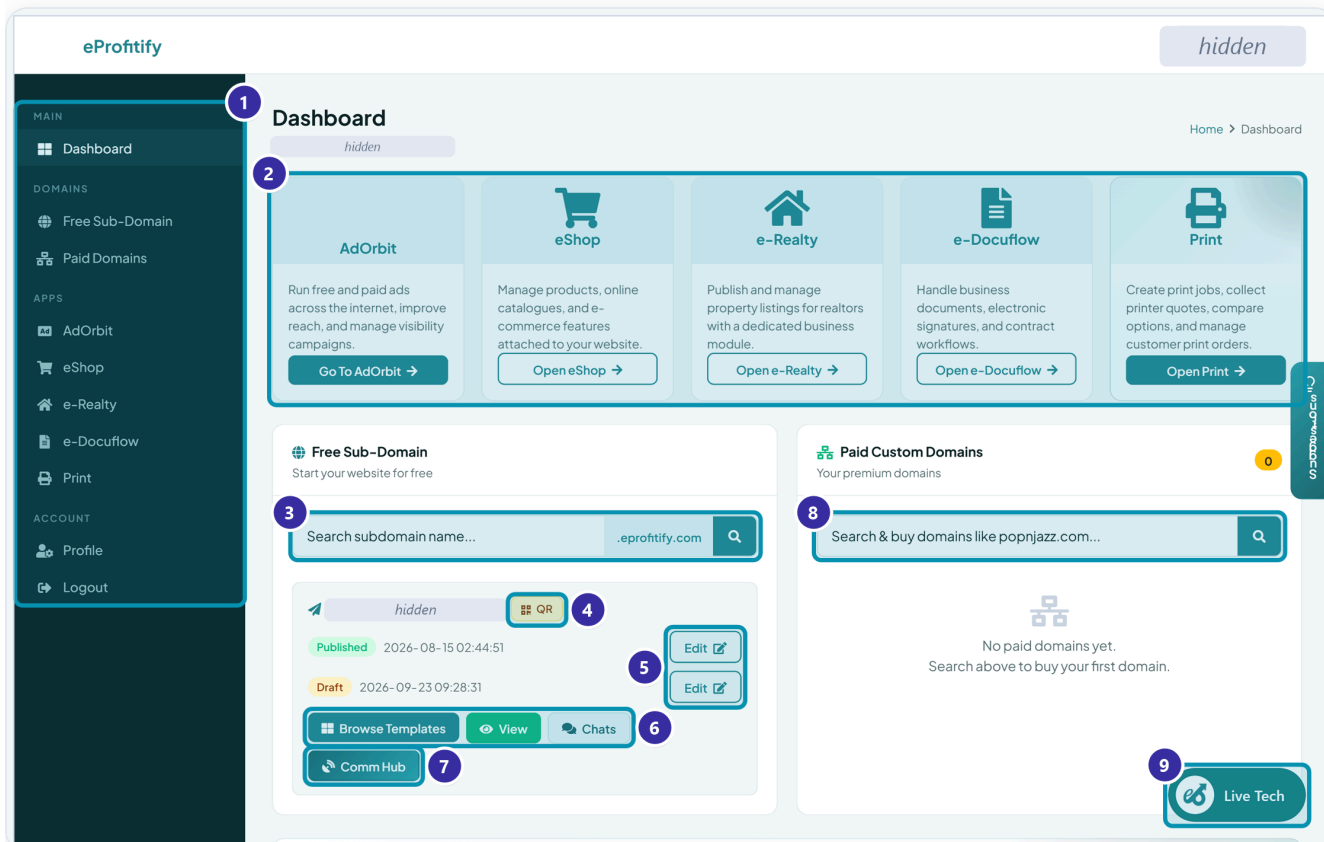
**TIP**

You can do all of this from a phone, tablet or laptop.

 **SEE ALSO**All colour themes [p. 12](#)Logo and other common tasks [p. 9](#)Changes not showing? [p. 29](#)

## Find your way around the dashboard

After you log in, the dashboard has a left menu and one card per website.



Your dashboard after logging in (personal details hidden).

- |                         |                                                               |                                 |
|-------------------------|---------------------------------------------------------------|---------------------------------|
| 1 Left menu             | 2 App shortcuts: AdOrbit, eShop, e-Reality, e-Docuflow, Print | 3 Claim a free sub-domain       |
| 4 Download your QR code | 5 Edit the published or draft version                         | 6 Browse Templates, View, Chats |
| 7 Comm Hub              | 8 Buy a custom domain                                         | 9 Live Tech support             |

| Menu group | Items                                                                                                         |
|------------|---------------------------------------------------------------------------------------------------------------|
| Main       | Dashboard                                                                                                     |
| Domains    | <b>Free Sub-Domain</b> (yourname.eprofitify.com) and <b>Paid Domains</b> (search for and buy a custom domain) |
| Apps       | AdOrbit, eShop, e-Reality, e-Docuflow, Print                                                                  |
| Account    | Profile, Logout                                                                                               |

Each website card shows its address and these controls:

- **QR**: download the site's QR code.
- **Published / Draft**, each with an **Edit** button: opens that version in the Paraclete editor, with the date it was last saved.
- **Browse Templates**: start from a new template.
- **View**: open the live site.

- **Chats:** open the InstaMessenger console.
- **Comm Hub:** open the Communication Hub for orders, bookings, payments, forms and leads.

[SEE ALSO](#)[Everything in the Comm Hub p. 25](#)[Using your QR code p. 10](#)[Chats console p. 20](#)

## Get help

- **Live Tech chat:** click **Live Tech** on eprofitify.com to reach support, 24 hours a day.
- **Free onboarding:** for a limited time, the team will set up your site with you over Zoom or Google Meet and keep coaching you for the following weeks.

[Restaurant Website Demo](#)[Top 3 Reasons to Use eProfitify](#)

### YOUR TURN

## Ready to build? Start your free demo.

Scan the code to set up a demo website, then follow the next chapter to make it yours.

[eprofitify.com/demo-users/setup-demo.php](https://eprofitify.com/demo-users/setup-demo.php)





# 03

## CHAPTER 3 • THE PARACLETE EDITOR

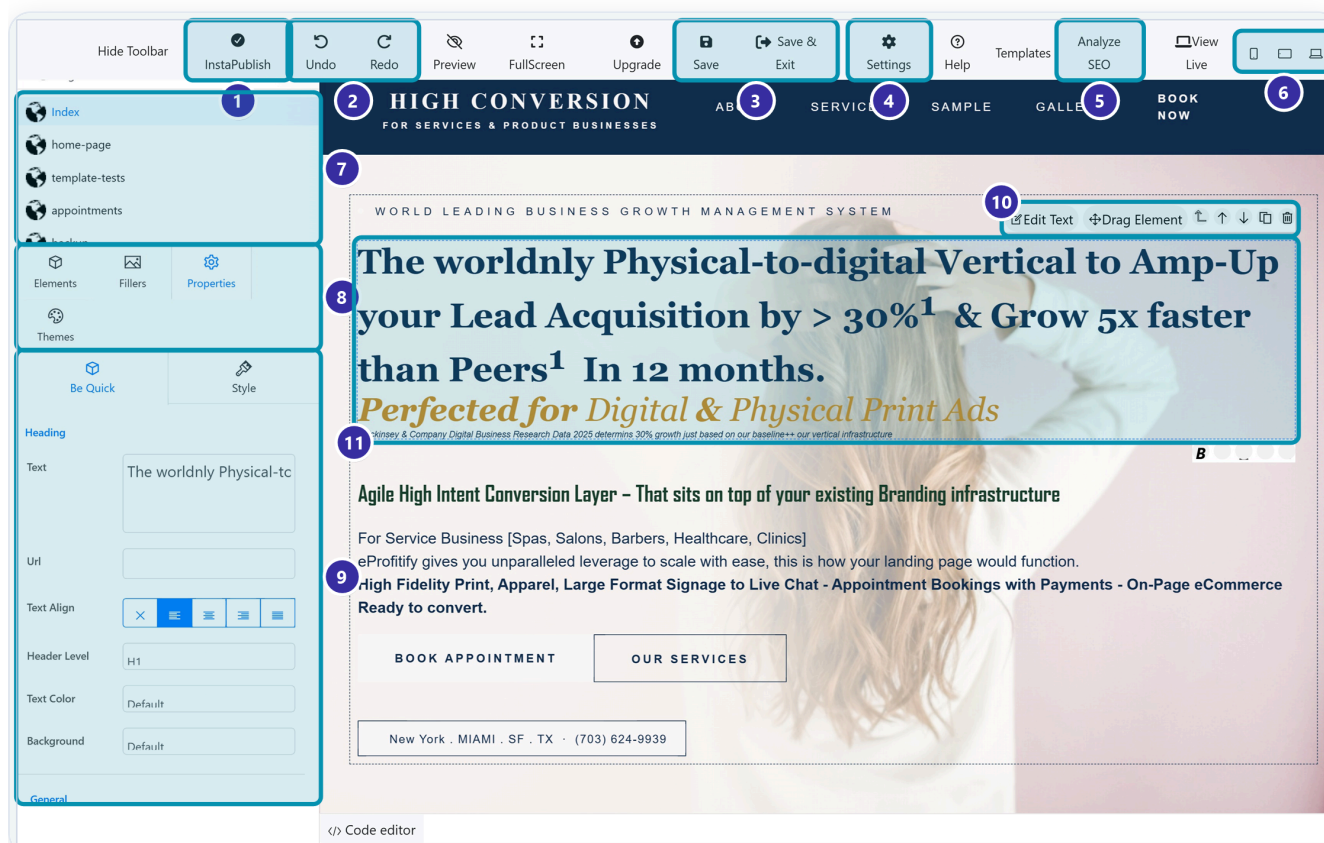
# Building and editing your website

Every change happens in the Paraclete editor: click an element to edit it, add new elements from the left toolbar, then click **InstaPublish**.

2 min read

5 steps

9 videos



The Paraclete editor with a heading selected.

- |                    |                                                     |                                              |
|--------------------|-----------------------------------------------------|----------------------------------------------|
| 1 InstaPublish     | 2 Undo / Redo                                       | 3 Save / Save & Exit                         |
| 4 Settings         | 5 Analyze SEO                                       | 6 Mobile, tablet and desktop views           |
| 7 Pages            | 8 Panel tabs: Elements, Fillers, Properties, Themes | 9 Be Quick settings for the selected element |
| 10 Element toolbar | 11 The selected element                             |                                              |

## Add an element without breaking your layout

Most features (maps, videos, forms, 3D models) are added the same way. Use the red plus sign. Dragging works too, but it can disrupt your page design.

- 1 Hover over the bottom of the section where the new element should go. A **red plus sign** appears.
- 2 Click it. A floating toolbar opens.
- 3 Scroll to **Smart plugins** and click the element you want.
- 4 Click the new element. The left toolbar switches to its properties so you can set it up.
- 5 Click **InstaPublish**.



### TIP

To fix a mistake, click the red bin icon at the element's top right, click **Undo** in the top bar, or press Ctrl+Z.

### SEE ALSO

Every element you can add [p. 12](#)

Element toolbar controls [p. 12](#)

Layout broke? FAQ [p. 29](#)

## Common tasks

| Task                           | Steps                                                                                                                                                                          | Video                              |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|
| <b>Add or change your logo</b> | Click the logo placeholder in the navigation bar and upload your file. Use a transparent background, 150–300 px wide.                                                          | <a href="#">Add a logo ↗</a>       |
| <b>Add a Google Map</b>        | Add <b>Google Maps</b> from Smart plugins. In its properties, type the address and press Tab. Choose road map or satellite view and set the zoom.                              | <a href="#">Add Google Maps ↗</a>  |
| <b>Add a YouTube video</b>     | Add <b>Video embed</b> from Smart plugins. Paste the YouTube URL into the video URL box.                                                                                       | <a href="#">Add a video ↗</a>      |
| <b>Add a Google Form</b>       | In Google Forms, click <b>Send</b> and copy the link. Add the <b>Google Form</b> plugin and paste it. On the <b>Styles</b> tab, set a minimum height (400 px is a good start). | <a href="#">Add Google Forms ↗</a> |
| <b>Add a 3D model</b>          | Click the <b>3D model</b> element and select your model file. Resize it or add an animation. Detailed models are larger files and load more slowly.                            | <a href="#">Upload 3D models ↗</a> |
| <b>Edit an image</b>           | Upload any picture, then crop, rotate or resize it in the built-in image editor. Smaller images make pages load faster.                                                        | <a href="#">Image editor ↗</a>     |
| <b>Animate an element</b>      | Pick from 88 animations in families such as blur, bounce, and clip-and-reveal.                                                                                                 | <a href="#">88 animations ↗</a>    |
| <b>Add a menu or list item</b> | Select an item and use the <b>clone</b> function. Then change its picture and text.                                                                                            | <a href="#">Restaurant demo ↗</a>  |

### SEE ALSO

Smart plugin settings [p. 12](#)

Animation options [p. 15](#)

Style tab settings [p. 15](#)



## Share your site with a QR code

On your dashboard, click the barcode icon next to your domain. Download the QR code and print it on your door, flyers or business cards. Customers who scan it land on your site, where they can chat, book or buy.



QR code video



## 04

## CHAPTER 4 • EVERY BUTTON, EXPLAINED

## Editor reference

This section lists everything in the Paraclete editor, checked against the live editor on 4 Oct 2026. Use it to look up a button or setting; the task-based steps are in the sections around it.

6 min read

1 videos



### Top toolbar

| Button                    | What it does                                                                                           | Shortcut                 |
|---------------------------|--------------------------------------------------------------------------------------------------------|--------------------------|
| Hide / Show Toolbar       | Hides the side panel. Useful when editing on a phone.                                                  |                          |
| InstaPublish              | Publishes the current page to your live site                                                           |                          |
| Undo / Redo               | Reverses or repeats your last change                                                                   | Ctrl+Z /<br>Ctrl+Shift+Z |
| Preview                   | Shows the page as visitors see it. Editing is off in this mode.                                        | Ctrl+Y                   |
| FullScreen                | Hides the browser bars for a larger work area                                                          | F11                      |
| Upgrade                   | Moves your site to a custom domain with a paid plan                                                    |                          |
| Save                      | Saves your work without publishing it                                                                  |                          |
| Save & Exit               | Saves and returns to the dashboard                                                                     |                          |
| Settings                  | Opens Editor Settings (SEO, GUI, chat, funnels, backups)                                               |                          |
| Help                      | Keyboard shortcuts and a repeat of the editor tour                                                     |                          |
| Templates                 | Switches to another template. This erases your published content, so you must confirm with your email. |                          |
| Analyze SEO               | Highlights on-page SEO problems on the current page                                                    |                          |
| View Live                 | Opens the published site. Works after your first publish; a new SSL certificate can take a few hours.  |                          |
| Mobile / Tablet / Desktop | Previews the page at each screen size                                                                  |                          |

**CAREFUL**

Switching to another template from **Templates** erases your published content. Save a backup first.

## SEE ALSO

[What's inside Settings p. 15](#)
[Using Analyze SEO p. 17](#)
[Adding new pages p. 12](#)


## Left panel

- **Pages:** lists your site's pages. Each one can be viewed, renamed or deleted, and **New page** adds one from a template or a blank landing page. **Rename** can also set a **301 redirect** from the old file name, so links and search rankings carry over.
- **Elements:** single building blocks (see *Elements catalogue*).
- **Fillers:** ready-made multi-element sections such as navbars, carousels and galleries.
- **Properties:** settings for the selected element, in two subtabs. **Be Quick** has the element's main settings; **Style** has its full design settings.
- **Themes:** one-click colour themes. Choose from eProfitify Infinity, Green Forest, Blueberry, Lavender Loi, Blackberry Brown, Blueish Yellow, Reddish Dark, Pappy Pink, Bluish Dark or Lightish Blue, then click **Apply Theme**.



## Element toolbar

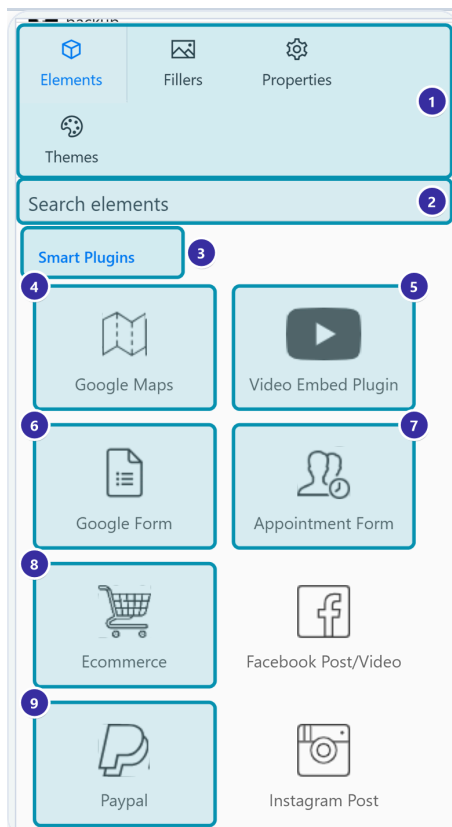
When you click an element on the page, a small toolbar appears next to it:

| Control             | What it does                                                                               |
|---------------------|--------------------------------------------------------------------------------------------|
| B / I / U / S       | Bold, italic, underline, strikethrough (for text)                                          |
| Link                | Turns the selected text into a link                                                        |
| Drag                | Moves the element by dragging                                                              |
| Select parent       | Selects the section that contains this element                                             |
| Move up / Move down | Shifts the element one place up or down                                                    |
| Clone               | Duplicates the element. To copy its interactive behaviour too, save and reload the editor. |
| Remove              | Deletes the element (the red bin)                                                          |
| Add (red plus)      | Adds a new element <b>After</b> or <b>Inside</b> this one                                  |
| Code editor         | Edits the page's HTML directly. For advanced users only.                                   |



## Elements catalogue

The Elements tab has four groups. Main settings are what you see on the **Be Quick** tab after selecting the element.



The Elements tab, scrolled to Smart Plugins.

- 1 Panel tabs
- 2 Search elements by name
- 3 Smart Plugins group
- 4 Google Maps
- 5 Video Embed
- 6 Google Form
- 7 Appointment Form
- 8 Ecommerce
- 9 PayPal

**Smart plugins** connect your site to outside services:

| Plugin                     | What it adds                                            | Main settings                                          |
|----------------------------|---------------------------------------------------------|--------------------------------------------------------|
| <b>Google Maps</b>         | An embedded map of your location                        | Address, map type (road or satellite), zoom            |
| <b>Launch Map</b>          | A button that opens directions in the visitor's map app | Address                                                |
| <b>Video Embed Plugin</b>  | A YouTube or Vimeo video                                | Provider, video ID or URL, autoplay, controls, loop    |
| <b>Google Form</b>         | An embedded Google Form                                 | Form link                                              |
| <b>Appointment Form</b>    | The booking widget linked to your Comm Hub calendar     | Set up in Appointment Settings                         |
| <b>Ecommerce</b>           | Shop-ready features linked to your eShop                | Set up in Payment Settings                             |
| <b>Paypal</b>              | A PayPal payment button                                 | PayPal email, item name, item number, amount, currency |
| <b>Facebook Post/Video</b> | An embedded Facebook post or video                      | Post or video URL                                      |
| <b>Instagram Post</b>      | An embedded Instagram post                              | Post URL                                               |
| <b>WhatsApp</b>            | A button that opens a WhatsApp chat with you            | Phone number                                           |

| Plugin             | What it adds                         | Main settings       |
|--------------------|--------------------------------------|---------------------|
| Facebook Messenger | A button that opens a Messenger chat | Facebook profile ID |
| Call               | A tap-to-call button                 | Phone number        |

**Essential elements:**

| Element                | Main settings                                                                     |
|------------------------|-----------------------------------------------------------------------------------|
| Heading                | Text, link URL, heading level (H1–H6), background                                 |
| Pictures               | Image (upload or gallery), alt text, title                                        |
| Text                   | Text, link URL, alignment, background, text colour                                |
| Link                   | URL, open in same or new tab, text                                                |
| Division / Container   | Type, background, transition and duration                                         |
| Grid Row               | Number of columns                                                                 |
| Icon                   | Icon, link URL                                                                    |
| List                   | Numbered or bulleted, list style                                                  |
| Horizontal Rule        | Thickness                                                                         |
| Table                  | Style options: responsive, small, hover, bordered, striped, inverse, header style |
| Parallax Effect (Beta) | A background that scrolls more slowly than the page                               |
| 3D Elements            | An interactive 3D model (GLB file)                                                |

**Advanced elements:** Navbar (colour theme, placement), Footer, Breadcrumbs, Text Section, Badge, Progress Bar (progress, striped, animated), Alert (type, dismissable), Card (background, shadow), List Group, Button Group, Button Toolbar and Pagination.

**Form elements:** Form, Text Input, Text Area, Select Input, File Input, Checkbox, Radio Button, Form Container, Text label, Button (text, link URL, target) and Submit Button. Form submissions appear under **Other Forms** in the Comm Hub.

[SEE ALSO](#)
[Step-by-step: maps, videos, forms p. 9](#)
[Appointment Form setup p. 22](#)
[Ecommerce setup p. 23](#)
[WhatsApp and Messenger buttons p. 20](#)
**Fillers catalogue**

Fillers are complete, pre-designed sections:

- **Navigation:** Navbar Brand Logo, Navbar with Profile, Navbar with Social Media Icons, Navbar with Social Media Buttons, Footer

- **Carousels:** Slides with controls, with indicators, with captions, Crossfade, Video Carousel, Video Caption Carousel
- **Content sections:** Heading Text Module, Top Banner, Card Gallery, Modern Cards, Cards With Effects, Review Cards, Image Gallery, About and Team Section
- **Lead capture:** Contact Us Form, Subscribe To Our Newsletter
- **Portfolios:** one-, two-, three- and four-column portfolio layouts

## Style tab

Every element has the same **Style** tab, grouped into these sections:

| Section             | Settings                                                                                                                                             |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Element             | ID and CSS class (for advanced users), clear styling                                                                                                 |
| Effects             | Hover effect, on-load effect, on-scroll effect, delay after load (seconds), speed                                                                    |
| Typography          | Font family, weight, size, text colour, background colour or transparent, alignment, line height, letter spacing, text decoration (style and colour) |
| Display             | Display type, position, z-index, top/left/bottom/right offsets, float, rotation (degrees), opacity, layout, flex wrap, overflow                      |
| Size                | Width, height, and minimum and maximum width and height                                                                                              |
| Margins and padding | Top, right, bottom and left, each with its own unit                                                                                                  |
| Border              | Style, width, colour, and the radius of each corner                                                                                                  |
| Background image    | Image (upload or gallery), repeat, size, X and Y position                                                                                            |

## Animations

Any element can be animated from the **Effects** section of its Style tab. There are 88 effects, and each can be triggered three ways:

- **On Load:** plays when the page opens. Use **Effect Show After Load** to delay it by a few seconds.
- **On Scroll:** plays when the visitor scrolls the element into view.
- **Hover:** plays when the visitor's mouse is over the element.

Set **Effect Speed** from Slowest to Fastest. Effect families include blur in/out, bounce, spring, pop-up, jump and clip-and-reveal. Use one or two effects per page; too many make a site feel busy.

 all 88 animations

## Editor Settings

Click **Settings** in the top toolbar. It has five tabs:

| Tab                      | What's in it                                                                                                                                                         |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SEO                      | Title, description, keywords, Google Analytics code, author, canonical link, sitemap link, favicon, timezone (see <i>Getting found</i> )                             |
| GUI                      | <b>Autosave</b> on/off, show or hide gridlines while editing, show the toolbar in Preview                                                                            |
| Chat & Communication Hub | InstaMessenger switch, 11 messenger add-ons, links to Chats and the Comm Hub (see <i>Engaging visitors</i> )                                                         |
| Funnel                   | <b>Email Collection</b> on/off with <b>View Emails</b> ; <b>Survey</b> on/off with <b>Add New Survey Question</b> , <b>Generate Survey JSON</b> and <b>Clear All</b> |
| Your Backups             | Earlier saved versions of your site                                                                                                                                  |

**TIP**

Turn on **Autosave** in the GUI tab so you don't lose work if your browser closes.

[SEE ALSO](#)
[Filling in the SEO tab p. 17](#)
[Messenger add-ons p. 20](#)
[Funnels and surveys p. 22](#)

PRACTICE MAKES PERFECT

## Try every button in your own demo site.

Nothing you change in a demo goes live until you publish, so explore freely.

[eprofitify.com/demo-users/setup-demo.php](https://eprofitify.com/demo-users/setup-demo.php)




05

CHAPTER 5 • STAGE 1 • ATTRACT

## Getting found: SEO and AdOrbit

Use the SEO Analyzer to fix each page for search engines, and AdOrbit to advertise free through your network.

2 min read

9 steps

3 videos



### Check a page with the SEO Analyzer

1

Open the page in the Paraclete editor.

2

Click **Analyze SEO**.

3

Review the highlighted elements. Each one has a note on what's missing, such as a title, meta description, heading or image alt text.

4

Fix each element directly in the editor, then click **InstaPublish**.

**TIP**

Repeat this for every page, not just the homepage.

[SEO Analyzer video](#)**SEE ALSO**[Set your title, description and Google Analytics p. 17](#)[Image alt text setting p. 12](#)

### Set your site's SEO details and Google Analytics

In the editor, click **Settings** and open the **SEO** tab. Fill in:

Editor Settings, SEO tab (site addresses hidden).

- 1 Favicon
- 2 Timezone
- 3 Title tag
- 4 Description
- 5 Keywords
- 6 Google Analytics code
- 7 Author
- 8 Canonical link
- 9 Sitemap link

| Field                        | What to enter                                                                                                         |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <b>Title Tag</b>             | The page title shown in search results (about 50–60 characters, main keyword first)                                   |
| <b>Description</b>           | The summary shown under the title in search results (about 140–160 characters)                                        |
| <b>Keywords</b>              | Optional. Google ignores this field.                                                                                  |
| <b>Google Analytics Code</b> | Paste your Google Analytics tag, then click <b>Update Google Analytics Code</b>                                       |
| <b>Author</b>                | Your business name                                                                                                    |
| <b>Canonical Link</b>        | The main address of the page, for example <a href="https://yourdomain.com/">https://yourdomain.com/</a>               |
| <b>Sitemap Link</b>          | Your sitemap address, for example <a href="https://yourdomain.com/sitemap.xml">https://yourdomain.com/sitemap.xml</a> |
| <b>Favicon</b>               | Upload the small icon shown in browser tabs                                                                           |
| <b>Timezone</b>              | Your business timezone                                                                                                |



#### TIP

Click **Preview** to check how the result will look, then publish.

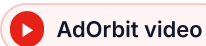


## Run a free ad with AdOrbit

AdOrbit lets partners, customers and friends display your ad on their own sites, with no ad budget.

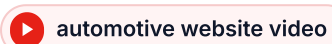
- 1 Log in and open the **AdOrbit** dashboard.
- 2 Create an ad: give it a name and choose a format (text, image or HTML).
- 3 Add your content and the destination link.
- 4 Save and preview the ad.

- 5 Copy the embed code and send it to anyone in your network. The ad goes live wherever they paste it.



## Use the blog

Templates include a blog. Regular posts that answer your customers' questions (for example, "When should I replace my windshield?") bring in search traffic.





## 06

CHAPTER 6 • STAGE 2 • ENGAGE

## Engaging visitors: chat, bookings and funnels

Chat, appointments and funnels are all managed in the **Communication Hub**. Open it from the dashboard, or in the editor go to **Settings → Chat and communications → Go to communication hub**.

4 min read

16 steps

6 videos



### Set up InstaMessenger (live chat)

Every eProfitify site comes with live chat. When a visitor starts a chat, you hear a ping if you're logged in. If you're not, a notification goes to your phone.

- 1 In the Communication Hub, open **Settings** and turn **InstaMessenger** on.
- 2 From the dashboard, click **Chats** to open the chat console.
- 3 Change the business name and the automated greeting. The greeting can ask a qualifying question about your product.
- 4 Pick a chat theme that matches your website theme (for example, Green Forest), then click **Update settings**.
- 5 Publish your website so the changes appear.
- 6 On a paid plan, you can replace the eProfitify logo in the chat window with your own.



InstaMessenger video

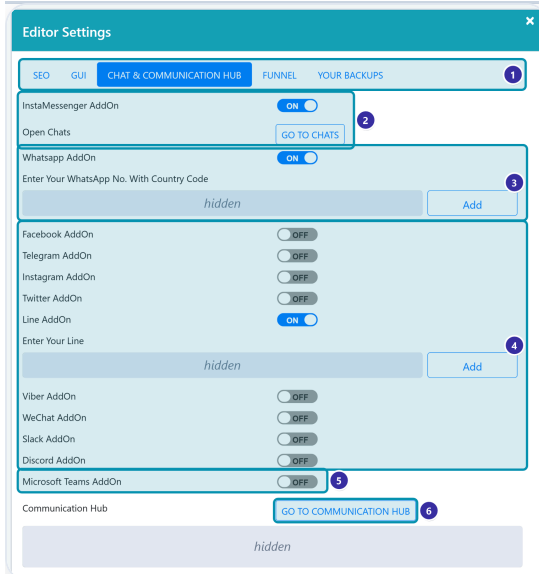


Live chat for restaurants

[SEE ALSO](#)[Chat colours don't match? FAQ p. 29](#)[Customer Chat in the Comm Hub p. 25](#)

### Connect WhatsApp, Teams and other messengers

Alongside InstaMessenger, your site can show buttons that open a chat in the visitor's own messaging app.



Editor Settings, Chat & Communication Hub tab (contact details hidden).

- 1 Settings tabs
- 2 InstaMessenger switch and Go to Chats
- 3 WhatsApp switch, number and Add
- 4 Other messenger add-ons
- 5 Microsoft Teams
- 6 Go to Communication Hub

- 1 In the editor, click **Settings** and open the **Chat & Communication Hub** tab.
- 2 Switch on the add-on you want and enter your details:

| Add-on             | What to enter                          |
|--------------------|----------------------------------------|
| WhatsApp           | Your WhatsApp number with country code |
| Facebook Messenger | Your Messenger profile ID number       |
| Telegram           | Your Telegram number with country code |
| Instagram          | Your Instagram profile URL             |
| Twitter            | Your Twitter profile URL               |
| Line               | Your Line profile                      |
| Viber              | Your Viber number with country code    |
| WeChat             | Your WeChat profile                    |
| Slack              | Your Slack profile                     |
| Discord            | Your Discord profile                   |
| Microsoft Teams    | Your Teams profile email               |

- 3 For WhatsApp, click **Add** after the number. Then publish the site so the buttons appear.

The same tab has the **InstaMessenger** on/off switch, a **Go to Chats** button, and a **Go to Communication Hub** button. To place a WhatsApp, Messenger or Call button inside a page instead, use the **WhatsApp**, **Facebook Messenger** or **Call** smart plugins (see *Editor reference*).



## Set up appointments (Smart Calendar)

- 1 Add the **appointments booking widget** to your website in the editor.
- 2 In the Comm Hub, open **Appointment Settings**.
- 3 Set your default **Slot Duration** (in minutes) and your available start and end times.
- 4 **Add a service.** Enter its name, description, slot duration, and service start and end times. Then choose a **payment type**:
  - No Pricing
  - Cash Payments
  - QR Payments
  - Online Payments, either at the same price or at a discount (enter the discount percent)
  - Advance Deposit
- 5 **Add staff (optional).** Open **Employee Settings** and click **Add Employee**. Enter their name, speciality, profile picture, description, username and password, and tick **Enable**. Use **Share Employee Details** to send them their login by copy, WhatsApp, Gmail or Yahoo.
- 6 **Assign staff.** Back in **Appointment Settings**, use **Employee Allotment** to assign staff to each service, and **Add New Shift** to set their working hours.
- 7 **Set up payments.** Open **Ecommerce Widget & Payment Settings** (see *Running the business*).

**What customers see:** they pick a service, a staff member, a date and a free time slot. Slots that are already taken can't be booked. They can add more services and guest details, then pay according to the method you set.

**What you see:** every booking lands on the appointments calendar, and owners also get a master calendar of all staff. Open a booking to add notes during or after the meeting. You can also block off time (for example, travel between appointments). Verify payments on the **Transactions** tab.



Appointment system demo



Multiple barbers and services



Appointments + QR payments

### SEE ALSO

Set up PayPal or QR payments [p. 26](#)Verify a payment [p. 27](#)Share your booking QR code [p. 10](#)

## Collect leads with Sales Funnels

In the editor, click **Settings** and open the **Funnel** tab. Collected emails appear under **Subscribers** in the Comm Hub, and survey answers under **Surveys**. You can:

- **Turn on email collection.** Visitors are prompted for their email address, which builds your mailing list.
- **Add custom survey questions** that pop up on screen. For example, ask "How soon are you looking to buy?" with answers from "Immediately" to "Next year". Then follow up first with the most urgent leads.



eRealty demo (funnels section)



07

CHAPTER 7 • STAGE 3 • CONVERT

## Selling and closing: eShop, payments, eDocuflow and eRealty

Customers can buy, pay and sign directly on your site, so a sale doesn't have to leave your website.

2 min read

16 steps

5 videos



### Sell products with eShop

Open **eShop** from the dashboard's Apps menu. The eShop store manager has: Eshop Dashboard, Products, Your Orders, View Eshop, Shop Settings, PayPal Settings and Eshop Subscription.

#### Add a product:

- 1 Click **Add Product** and choose the store domain.
- 2 Enter the category, product name, price, quantity in stock and estimated delivery time (days).
- 3 Choose the payment methods: **Cash on delivery**, **PayPal** (paid online at checkout), or both.
- 4 Add a description and photos, then save.

Shop-ready website templates also have **Add to cart** buttons and a checkout built in. To add an item directly on the page (for example, a menu dish), clone an existing item and change its picture, name and price.

[▶ restaurant demo](#)[SEE ALSO](#)[Set up payments p. 26](#)[Manage orders p. 27](#)

### Send an agreement for e-signature (eDocuflow)

- 1 From the dashboard, open **eDocuflow** and select your domain.
- 2 Click **Add new template**. Add your logo, company name, signer name, validity term (for example, 1, 2 or 3 years) and business address. Then paste in the agreement text and click **Add template**.
- 3 Go to **Generate**, select the template and fill in the client's details. You can sign it first yourself.
- 4 Click **Review** to preview the document, then **Save**.
- 5 Copy the share link and send it to the client by email, chat or text.

- 6 The client opens the link, applies their signature at each field and clicks **Complete**. Both sides can download the fully signed copy, on a phone or a computer.

 [eDocuflow video](#)

 **SEE ALSO** [Send hundreds of agreements at once p. 24](#)

## Send hundreds of agreements at once

- 1 Create the agreement template as above.
- 2 In the eDocuflow dashboard, select the agreement and scroll to **Bulk agreement generation**.
- 3 Download the sample CSV. It lists every merge field in the template (for example, name, company and amount).
- 4 Fill in one row per recipient, including their email and phone number.
- 5 Upload the CSV. eDocuflow creates a personal agreement for each row.
- 6 Download the list of signature links. Send each person their own link, or share one universal link where recipients enter their email and phone number to find their agreement.

 [bulk agreements video](#)

## List properties with eRealty

eRealty is an add-on module for real estate (and vehicle) listings. It adds a properties page with filters and a grid view. Each listing page includes:

- Address header and a **Schedule a tour** button linked to your calendar
- Photo carousel
- Key facts: year built, square footage, bedrooms, bathrooms and garage
- Full description
- Virtual tour video (upload it to YouTube first)
- Map

 [eRealty demo](#)

 [Real estate customer interview](#)

 **SEE ALSO** [Booking viewings with Smart Calendar p. 22](#) [Buyer surveys with Sales Funnels p. 22](#)



## 08

CHAPTER 8 • STAGE 4 • FULFIL &amp; GROW

## Running the business: orders, payments and reports

Daily operations run from the **Comm Hub** on each website card. Its home screen shows orders, subscribers and form submissions (today and in total), plus upcoming appointments.

2 min read

8 steps

| Comm Hub menu                       | What it's for                                        |
|-------------------------------------|------------------------------------------------------|
| e-Orders                            | Shop orders: view, filter and update status          |
| Other Forms                         | Submissions from your website forms                  |
| Subscribers                         | Emails collected by the email-capture funnel         |
| Surveys                             | Answers to your funnel survey questions              |
| Appointments                        | The booking calendar, with notes on each appointment |
| Appointment Settings                | Services, slots, shifts and staff assignment         |
| Employee Settings                   | Staff profiles and logins                            |
| Ecommerce Widget & Payment Settings | How customers pay                                    |
| Transactions                        | Every payment for orders and appointments            |
| Customer Chat                       | The InstaMessenger console                           |

## Set up payments

Comm Hub, Ecommerce Widget & Payment Settings (shop details hidden).

- 1 Comm Hub menu
- 2 Payment method: PayPal or QR
- 3 Payment methods your shop accepts
- 4 Shop details printed on receipts
- 5 Update Ecommerce Widget Settings

- 1 Open **Ecommerce Widget & Payment Settings**.
- 2 Under **Setup Payment Method**, choose **PayPal** or **QR Payments**.
  - PayPal: enter your merchant email, set **Payment Mode** to **Live**, and click **Update Payment Details**. Use **Test (Sandbox)** only while testing; customers can't actually pay in that mode.
  - QR: enter the QR provider name (your bank or payment app), upload your QR code, and click **Update Qr Code**.
- 3 Under **Ecommerce Widget Settings**, pick which methods your shop accepts: Cash, PayPal, QR, QR and PayPal, or all three. Then enter your shop name, contact number and address.
- 4 Click **Update Ecommerce Widget Settings**.



### BEFORE YOU GO LIVE

Check that PayPal's **Payment Mode** is set to **Live**. In **Test (Sandbox)** mode, customers can't actually pay.

### SEE ALSO

Payment types for appointments [p. 22](#)

eShop payment methods [p. 23](#)



## Manage orders

- 1 Open **e-Orders**. Each row shows the customer, order value, payment type and status.
- 2 Search by email or phone number, or filter by order status (Placed, Cancelled, Delivered) or payment type (Cash, PayPal, QR).
- 3 Click **View** to see the full order: items, delivery address and payment status.
- 4 Update the order's status in its row: **Placed** when received, **Delivered** when fulfilled, or **Cancelled**.

### SEE ALSO

[Check the payment for an order p. 27](#)[Add products in eShop p. 23](#)

## Check payments

Open **Transactions** to see every payment. Filter by type (Orders or Appointments), payment type (Cash, PayPal, QR) and status (Pending, Success, Failed). Check **Pending** QR payments against your bank app before confirming the booking or shipping the order.



## Print module

**Print** (in the Apps menu) handles printing jobs. Click **Create Print Job** to describe what you need. Printers in the network send quotes, which appear under **Quotations**. Approve one under **Approvals**, then track it in **My Jobs**.

MAKE YOUR FIRST SALE

**Set up a shop and take a test order today.**

Your demo site includes eShop, payments and eDocuflow, ready to try.

[eprofitify.com/demo-users/setup-demo.php](https://eprofitify.com/demo-users/setup-demo.php)





BONUS • LAUNCH DAY

## Your launch checklist

Tick these off and your website is ready for customers. Each item points to the page that shows you how.

**Claim your domain**

Free sub-domain or your own .com

[How to p. 5](#)

**Pick a template**

Preview it, then click Edit and Publish

[How to p. 5](#)

**Add your logo**

Transparent PNG, 150–300 px wide

[How to p. 9](#)

**Choose a colour theme**

One click in the Themes tab

[How to p. 12](#)

**Switch on live chat**

InstaMessenger in Editor Settings

[How to p. 20](#)

**Add WhatsApp or Teams**

Chat & Communication Hub tab

[How to p. 20](#)

**Set your SEO title and description**

Settings → SEO, then Analyze SEO

[How to p. 17](#)

**Set up bookings**

Services, slots and staff in the Comm Hub

[How to p. 22](#)

**Connect payments**

PayPal (Live mode) or QR

[How to p. 26](#)

**Print your QR code**

Doors, flyers and business cards

[How to p. 10](#)

**Run a free AdOrbit ad**

Share the embed code with partners

[How to p. 18](#)

**Click InstaPublish**

Your site is live!

[How to p. 9](#)

LAUNCH DAY

### Not live yet? Start with a free demo.

Everything on this checklist works in a demo site.

[eprofitify.com/demo-users/setup-demo.php](https://eprofitify.com/demo-users/setup-demo.php)





09

CHAPTER 9 • QUICK ANSWERS

## FAQ and troubleshooting

1 min read



### I added an element and my page layout broke.

Click **Undo** in the top bar or press Ctrl+Z. Next time, insert elements with the red plus sign instead of dragging them.



### My changes aren't showing on the live site.

Click **InstaPublish**. Some settings, such as the chat theme, only appear after you publish the website again.



### Only the top of my Google Form shows.

Select the form and, on the **Styles** tab, set a minimum height of 400 px or more. Scrolling inside the form only works on the live site, not in the editor.



### My chat colours don't match my site.

In the chat console, pick the theme with the same name as your website theme, click **Update settings**, then publish.



### Can two customers book the same time slot?

No. Slots that are already taken are disabled automatically.



### Can I edit my site from my phone?

Yes. The editor works on phones, tablets and laptops.



### The domain I want is taken.

Someone else has registered it. Try a different spelling or add your city or service to the name.



### Something isn't working.

Click **Live Tech** on eprofitify.com to chat with support, 24 hours a day.



## 10

## CHAPTER 10 • LEARN BY WATCHING

## Video library

The playlist has 27 distinct videos. This table maps each one to the guide section it supports.

1 min read

27 videos

| Video                                                                           | Length  | Guide section                        |
|---------------------------------------------------------------------------------|---------|--------------------------------------|
| <a href="#">Welcome to eProfitify ↗</a>                                         | 0:23    | About this guide                     |
| <a href="#">eProfitify LIVE DEMO: build a website with chat and ecommerce ↗</a> | 1:05:44 | Getting started                      |
| <a href="#">Restaurant website demo ↗</a>                                       | 10:06   | Getting started; Selling             |
| <a href="#">Top 3 reasons to use eProfitify ↗</a>                               | 1:19    | Getting started                      |
| <a href="#">Add a logo ↗</a>                                                    | 1:46    | Building your website                |
| <a href="#">Add Google Maps ↗</a>                                               | 3:23    | Building your website                |
| <a href="#">Add a video ↗</a>                                                   | 2:12    | Building your website                |
| <a href="#">Add Google Forms ↗</a>                                              | 3:18    | Building your website                |
| <a href="#">Upload 3D models ↗</a>                                              | 0:58    | Building your website                |
| <a href="#">Image editor ↗</a>                                                  | 0:39    | Building your website                |
| <a href="#">88 animations ↗</a>                                                 | 8:57    | Building your website                |
| <a href="#">Get a QR code for your website ↗</a>                                | 0:49    | Building your website                |
| <a href="#">Automotive services website ↗</a>                                   | 7:36    | Building your website; Getting found |
| <a href="#">SEO Analyzer ↗</a>                                                  | 1:15    | Getting found                        |
| <a href="#">AdOrbit free ads ↗</a>                                              | 0:41    | Getting found                        |
| <a href="#">Local SEO for restaurants ↗</a>                                     | 15:35   | Getting found                        |
| <a href="#">InstaMessenger ↗</a>                                                | 7:05    | Engaging visitors                    |

| Video                                                             | Length | Guide section               |
|-------------------------------------------------------------------|--------|-----------------------------|
| <a href="#">Live chat for restaurants ↗</a>                       | 7:34   | Engaging visitors           |
| <a href="#">Appointment system demo ↗</a>                         | 2:52   | Engaging visitors           |
| <a href="#">Appointments for barber shops ↗</a>                   | 1:50   | Engaging visitors           |
| <a href="#">Barbershop appointments + QR payments ↗</a>           | 3:48   | Engaging visitors           |
| <a href="#">eDocuflow: automate agreements ↗</a>                  | 1:50   | Selling and closing         |
| <a href="#">eDocuflow: bulk agreements ↗</a>                      | 1:45   | Selling and closing         |
| <a href="#">eRealty demo walkthrough ↗</a>                        | 10:16  | Selling; Engaging (funnels) |
| <a href="#">Real estate business: Crown Realty interview ↗</a>    | 6:16   | Selling and closing         |
| <a href="#">Customer interview: Clarence, EXP CEO ↗</a>           | 7:10   | Customer stories            |
| <a href="#">Customer interview: Noel, Express Web Solutions ↗</a> | 16:29  | Customer stories            |

Sources: [eProfitify Video Tutorials playlist ↗](#) (transcripts read 4 Oct 2026) · [eprofitify.com ↗](#)



# Your website is ready when **you** are.

Scan the code to set up a free demo site, try every feature in this guide, and go live when it feels right.



[eprofitify.com/demo-users/setup-demo.php](https://eprofitify.com/demo-users/setup-demo.php)

 24/7 Live Tech support

 Video tutorials on YouTube

 [eprofitify.com](https://eprofitify.com)