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STRATO eBook

SmartWebsite Guide

Set up, design and publish your own website with the homepage builder

STRATO

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1. Introduction: Basics of the website builder

Creating an attractive website has never been easier. Whether for business or personal purposes – with the STRATO website builder called **SmartWebsite**
You can easily create your own website from home, without any external support.
With the help of our attractive templates and drag-and-drop editor, professional website creation and publishing is done in no time.

Half of global web traffic comes from mobile devices. With the STRATO website builder, your website is automatically adapted to look and function just as well on smartphones and tablets as it does on desktop computers.

To ensure the success of a website, it should always be kept up to date.
The website editor allows for easy updates, ensuring content is always fresh and engaging.

In this eBook, we illustrate the process of creating a website using an example.
We show you step-by-step how to create a professional and representative online presence.

The example we'll use in this guide is the website of our fictitious restaurant, "Bar Tapa." It incorporates all the typical elements of a restaurant website and demonstrates basic aspects that are also suitable for other industries or personal website projects.
We've provided concrete instructions to help you follow the individual steps and hope to provide you with inspiration for your own project. Good luck and enjoy creating your website!

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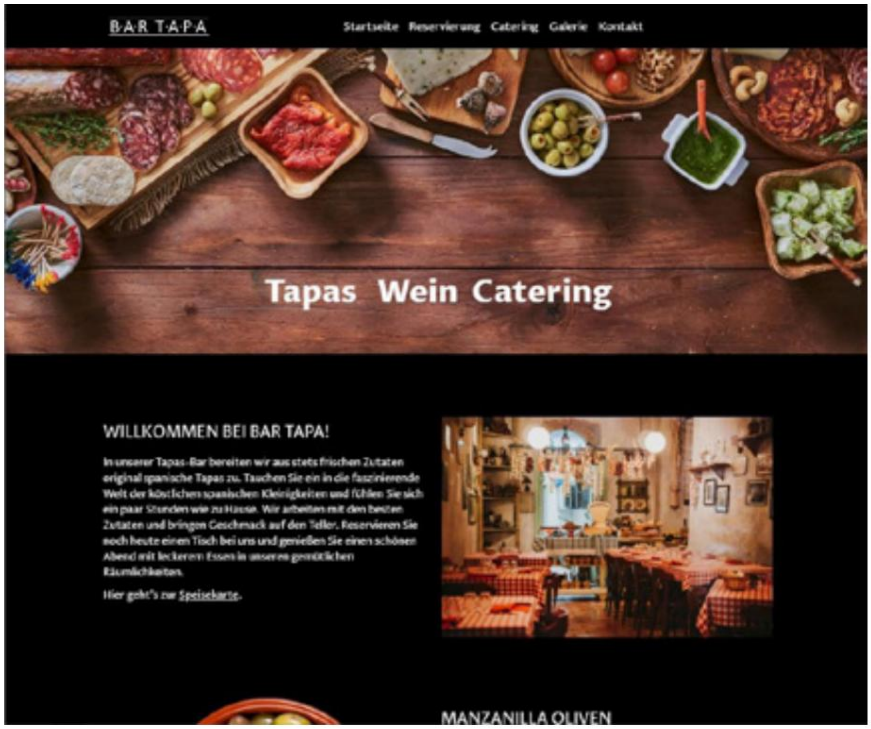

1.1. What you need to get started with the website builder

First, a package of the STRATO website builder **SmartWebsite.** This is available in several versions, differing primarily in their range of functions. You don't have to specify exactly which features you need at the beginning—you can switch between packages at any time.

An overview of the different versions of the STRATO Homepage Builder can be found here: STRATO Homepage Builder Overview

A domain

With the STRATO Website Builder package, you get one or more domains – i.e., Internet addresses through which a website can be accessed. The exact number depends on the package you choose. During the selection process, you can also check which Internet addresses are available for your website and reserve them directly. For our example, we chose the domain bar-tapa.de.

SSL encryption

These days, website encryption is essential. STRATO offers SSL certificates for this purpose. SSL (Secure Socket Layer) is an internet protocol that encrypts all data transmitted through the website, such as form entries, banking details, and login information. An SSL certificate is already included with STRATO, making setup easy.

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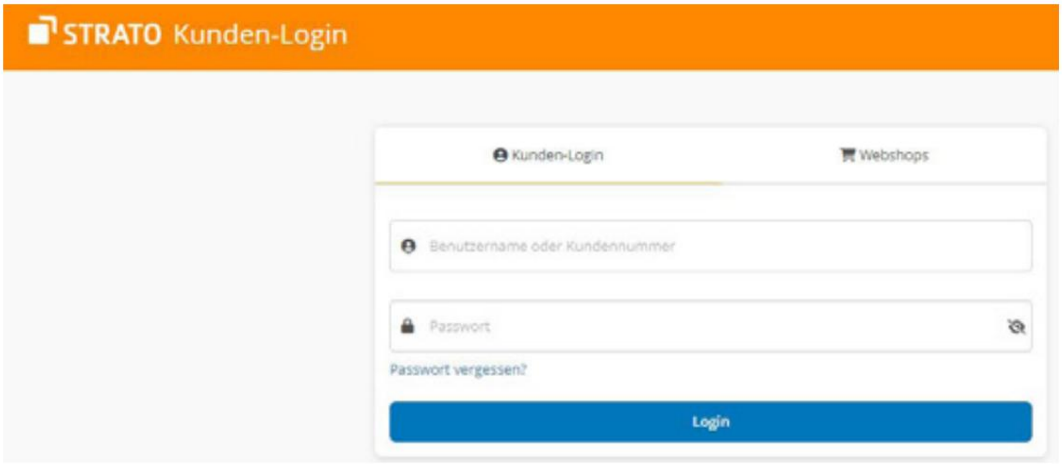
1.2. Register in the website builder

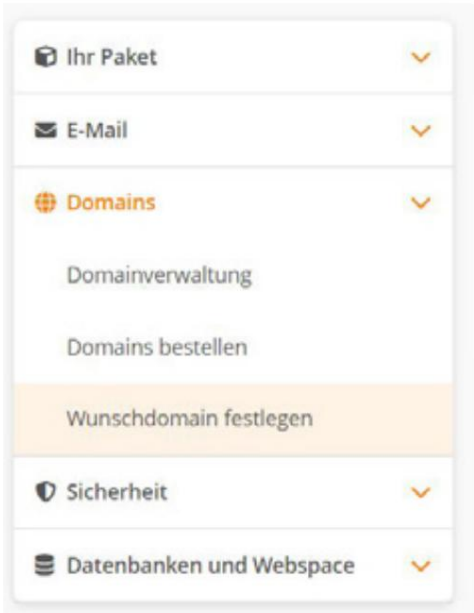
After placing your order, you will receive an email with your login details, including a customer number. Use this to log in to the STRATO customer login and access the builder from there.



The STRATO customer login gives you access to all your STRATO products. Here you can, for example, switch packages, view invoices, link a domain to the website builder, and manage SSL certificates.

How to link your website builder to a domain:

1. Please log in to the customer area and select in the overview the option **“Set desired domain”.**



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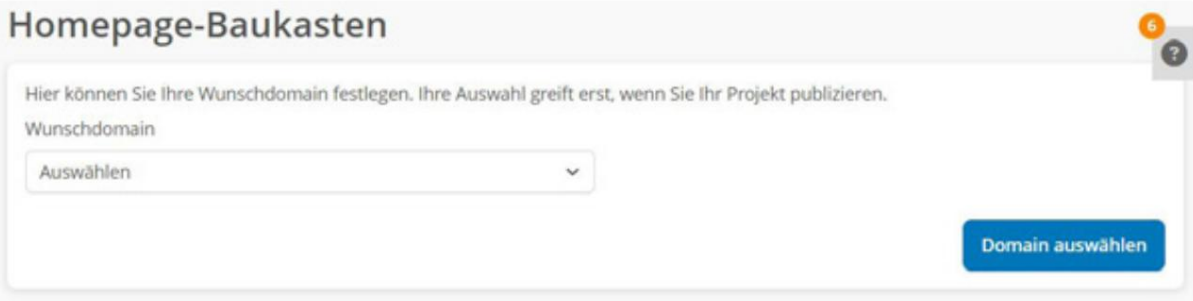
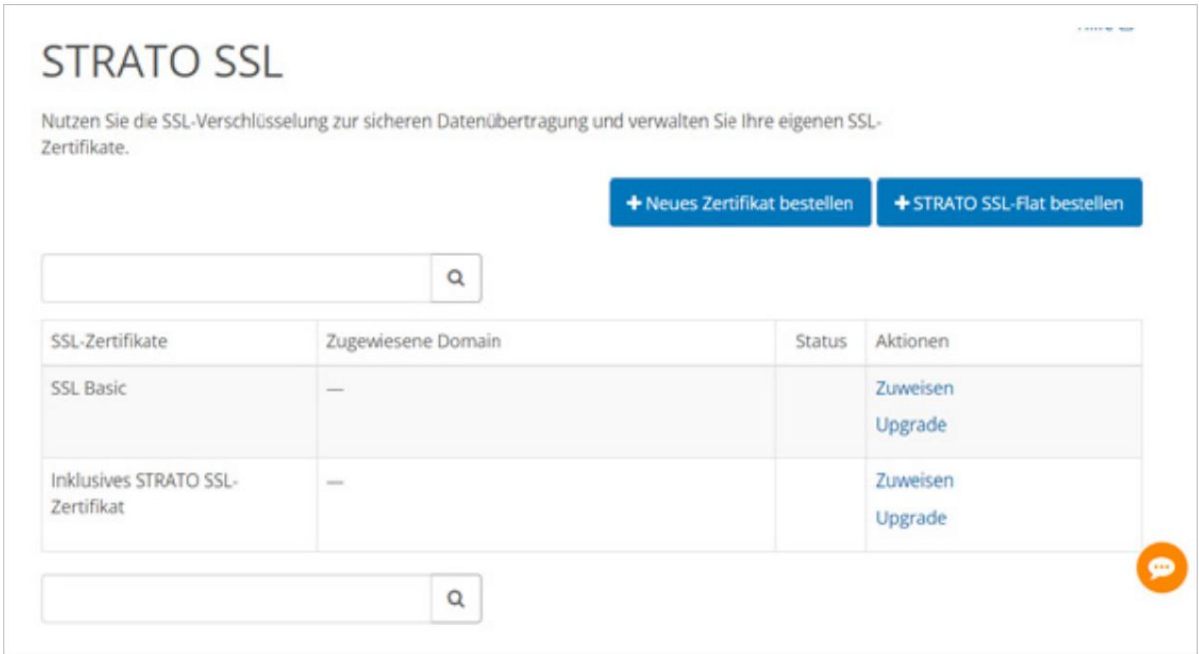
2. Now specify which domain will be used primarily for your website builder. Select the appropriate domain and confirm with **“Select domain”.**



3. Finally, it is advisable to activate the SSL certificate. To do this, go to **"Security / STRATO SSL"** again and assign an SSL certificate to your domain. Certificate.



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2. Planning the website content

The STRATO **SmartWebsite** website builder enables the creation of appealing websites. Careful planning of content in advance simplifies the process and avoids errors and subsequent rework.

The more precisely you define your content, the more accurately you can choose a suitable design. Think about building a house: The architect will want to know how many rooms are needed, whether an open-plan living area is planned, and whether a conservatory is desired before creating the design.

Below we show you how to professionally plan your own website with the STRATO homepage builder.

2.1. Inventory and analysis

Consider what content you want to present on your new website and in what format. By answering basic questions yourself, you can clarify many aspects that will need to be considered later on the website.

For our tapas restaurant website, we answered the following basic questions:

What theme should my website have?

- Introducing our Spanish tapas bar.

Who is my target group?

- People who enjoy (Spanish) food and live in Berlin or stay there.

How should my website appear at first glance, in line with the topic and the target audience?

- It should reflect the rustic atmosphere of our tapas bar and be inviting, lively and appetizing.

What information do I want to provide?

- An impression of the premises.
- Presentation of the variety of our tapas and wines.
- The current menu.
- Introduction of the team and the history of the tapas bar.
- Contact information.

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Which content elements do I need to display the information?

- Photo gallery
- Digital menu
- Table reservation system
- Ordering system
- “About us” page
- Map integration
- Contact form
- Connection to social media platforms
- Imprint

2.2. Inspiration from thematically similar websites

It's worthwhile to analyze the structure and elements of existing websites, taking the perspective of visitors. Pay attention to aspects that you could adapt and adapt for your website. What is the layout of the homepage? Which subpages are offered? Which content elements are used? Even if you don't intend to directly copy a website, such observations can provide valuable information for your own structure and design. It also helps you understand what design expectations visitors might have in your area.

2.3. Preparation of the texts

Before you start creating the individual pages in the STRATO Homepage Builder, it is recommended that you prepare all the required content **– such as images and text –** and optimize them for the web. This allows you to fully concentrate on integrating content into the design layout during subsequent work in the builder.

Pre-formulate texts in the text editor

How much text should be on a website? The answer is simple: **"Only as much as necessary to adequately present the topic."** A website has only a few moments to capture visitors' interest. Therefore, keep sentences as concise and short as possible so that readers can quickly understand them, and avoid unnecessary filler words that make the text seem long-winded.

Use active language

Create a connection between your company and website visitors by using active language. Phrases like **"You can try our tapas**

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"Order to your home" comes across as more direct and personal than "Our tapas are available to order." Active language makes your message more lively and engaging, while passive constructions tend to sound more formal.

Optimize the texts for search engines.

Good content should be optimized not only for readers but also for search engines like Google. Keywords are terms that users enter into search engines to obtain relevant results.

Use keywords that accurately describe the content of your website.
For our "Bar Tapa," for example, these would be "tapas," "Spanish restaurant," and "Berlin." The term "Berlin" or "Berlin-Charlottenburg" is particularly important. Many people specify the exact location when searching for a restaurant.

To illustrate this, here is an example:

The best tapas in Berlin. Discover our cozy restaurant in the heart of Berlin-Charlottenburg or enjoy our dishes in the comfort of your own home.

Be careful not to overuse keywords. While this strategy was effective a few years ago, Google's algorithm has evolved and negatively rates websites with excessive repetition.

Write unique texts and avoid mere copying

Give your texts a distinctive character by sharing information and perspectives that visitors won't find on other websites. This not only builds trust and sympathy among readers but also meets the quality standards of search engines like Google.

Simply copying texts from other websites should be avoided at all costs.
Duplicate content can confuse Google and cause the search engine to choose between identical texts. This can reduce the visibility of a website in negatively impact search results. Plagiarism—also known as "duplicate content"—also risks having your content removed from the search engine's index.

Pay attention to correct spelling, grammar and punctuation

It may sound obvious, but it's essential that content on any platform is free of spelling, grammatical, and punctuation errors. Sloppy mistakes can undermine the trust of potential customers.

Tips for good texts

Effective web texts allow visitors to delve deeper into your company and Present your offer clearly and attractively. Search engine optimized texts can also improve a page's ranking. But how do you create such texts? Here are some tips:

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1. Concept development: Before you start writing, you should have a clear concept for your website. What content do you want to present? Who is the target audience and what are they looking for? Understanding their needs will help you deliver better content.

2. Clarity and precision: Online readers often only skim content, so your text should immediately catch the eye. Use clear messages, short sentences, and avoid complex phrasing or foreign words. Maintain a consistent tone and style.

3. Structure: Nobody likes blocks of text. Use paragraphs, subheadings, and multimedia content like images or videos to break up the text and make it more interesting.

4. Call to Action (CTA): If you want visitors to take a specific action, state this request clearly and precisely.

5. Timeliness: Check content regularly for timeliness and relevance.

6. SEO optimization: Use relevant keywords strategically and sensibly, especially at the beginning of your texts. Tools like the STRATO SEO rankingCoach can support here.

7. Professional help: If you don't have time to write content, there are specialized services like the STRATO Copywriting Service. They can help you create targeted and SEO-optimized content.

8. Legal information: An imprint and a privacy policy are not only important, but also legally required for company websites.

2.4. Excursus: Use of AI tools for text creation

In today's digital world, AI-powered writing assistants like ChatGPT can be a valuable aid in creating web content.

Adaptation and personalization: Use AI-generated texts as a starting point and customize them to give the content a personal touch.

Collaboration and feedback: Use AI assistants to get feedback on texts. They can help identify weak points and make suggestions for improvement.

Linguistic fine-tuning: Use AI to refine copy at various linguistic levels, whether by choosing the right tone for the target audience or by adjusting the style to convey the message more clearly.

Grammar and spelling checker: Use AI tools for thorough grammar and spelling checks to ensure texts are professional and error-free.

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Translation: Expand your reach by using AI translation tools.
Content can be translated into other languages quickly and efficiently, taking cultural nuances into account.

Content variation: Experiment with AI to create different versions of a text, which can be particularly useful for A/B testing or to tailor the approach to different audiences.

Keyword optimization: AI can help identify keywords relevant to your SEO goals and place them sensibly in your content.

Content summarization: Use AI to compress long texts into concise summaries that capture readers' attention faster.

Trend analysis: AI tools can evaluate current trends and help create content that is timely, relevant, and engages your audience.

Quality control: Review the AI-generated texts for relevance and accuracy to ensure they meet your requirements.

2.5. Preparation of the images

Images play a central role in the design of a website. They visualize and complement text, add dynamism to the page, and emphasize the individuality of an offering. With high-quality and unique photos, you not only increase your credibility but also set yourself apart from the competition.

Develop a consistent visual language for your website. It's crucial to pursue a harmonious thematic concept that increases the recognition value of the project or company. Photos featuring people create closeness and connection. When using multiple photos, you should also ensure consistent dimensions and image sizes to create a clear and organized visual impression.

For our example restaurant website, these could be appealing photos of culinary highlights, drinks, interior shots of the premises and portraits of the team.

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Unsplash as a source for royalty-free stock photos in the website builder

It's important to note that you shouldn't simply use images from the internet for your website. This carries the risk of copyright infringement and costly legal action. Instead, you should either use your own images, have them specially created, or obtain royalty-free photos from trusted sources.

There are also numerous royalty-free image databases, and the STRATO website builder integrates a particularly well-known service, **"Unsplash ."** This offers a convenient way to access a wide variety of high-quality, royalty-free images and integrate them into your website. Using the search function, you can access a total of around 3.5 million images – most of which are of excellent quality.

Optimize images for the web

Once you've collected the photos on your computer, the next step is to optimize them for web use. This not only contributes to faster website loading times but can also improve your position in Google search.

When it comes to image file sizes, always follow the principle: as large as necessary, as small as possible. Oversized image files slow down loading times. Various image editing programs or specialized freeware tools are available for image optimization.

With the STRATO website builder, you also benefit: Images are automatically scaled for display on mobile devices. And for a better

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To make your photos more discoverable on Google, give them clear **file names, alt tags and captions .**

Step 1: Select the image file format JPG

JPG (or JPEG) is a widely used image format specifically designed for photography. It has enjoyed a strong presence on the web for years and is supported by all major browsers.

Advantages: JPG offers lossy compression, allowing for significant file size reduction while maintaining image quality that is acceptable to the human eye in most cases. This makes it an excellent choice for websites where loading time is critical.

Convert and compress images to JPG. Here's how:

You can convert an image file to JPG format using image editing software such as Photoshop. There are also numerous online tools, such as Convertio. that enable this conversion. To further compress the JPG file for web use without losing too much quality, the platforms TinyPNG or Compressor.io good options.

Step 2: Optimize file names for images

Search engines consider file names to understand the content of an image. A clear, descriptive file name can help your images—and therefore your website—rank higher in search results.

Instructions for optimizing file names:

- **Clear naming:** The file name should reflect the main subject or purpose of the image.
- **Keep it short:** Use no more than four words to name the file to keep precise.
- **Prefer hyphens:** Instead of underscores, hyphens should be used. because search engines interpret these as spaces.
- **Write out umlauts:** Avoid special characters and write Umlauts are excluded. For example, "Hiking-shoes-brand-name-green.jpg" should be used instead of "Hiking-shoes-brand-green.jpg."

By following these tips, you will optimize your images for search engines, increasing the likelihood of better rankings.

Step 3: Add alt tags

In addition to the file name, it's equally important to assign **alternative text,** often called an alt tag, to each image. This not only serves as a description for images that fail to load, but also helps search engines understand the content of an image.

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3. Website creation with the STRATO homepage builder

With the prepared content, you can now begin the actual design of the website. During onboarding – the initial launch of the website builder – you have two options: You can either let our AI website generator create a template for you (3.1). Or you can start the traditional way with one of our pre-designed templates (3.2).

In both cases, you can then customize the template to your liking.
The **AI website builder** creates an additional, customized template that you can then use in the website builder. Afterward, the functionality is identical, and you can edit your page in the website builder.

In addition to the AI website builder, the content editor has two handy AI features that allow you to create content using artificial intelligence in the editor.

The **AI text generator** helps you edit text: It allows you to quickly and easily have artificial intelligence write texts for you. Of course, you can also write texts yourself in the traditional way.

The **AI image generator** allows you to create any image using artificial intelligence by simply entering text. The more detailed your description, the more accurate the result will be. Just like with the AI text generator, you can also use your own images. You can also use pre-made stock photos from Unsplash.

The subpages "Privacy Policy" and "Imprint," which are legally required in Germany, are created directly and provided with a basic structure. You then fill these with content as part of the website editing process.

3.1. Getting started with the AI website builder

The easiest way to create a new website in the website builder is via the AI Website Generator: When you first launch the website builder, you can choose whether you want to use the AI. Simply click **on the button at the top of the home screen.**

Click "Next" to start the wizard. The AI system asks a few questions in six steps and uses the information to build your completely customized website.

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The templates created by the AI generator reflect current web design trends: Thanks to their responsive design, the resulting pages are automatically optimized for PCs, tablets, and mobile devices. This means users can use them on all devices, eliminating the need to create an additional mobile site.

Later, the AI generator will have a preview function that displays your page as it will appear on large or small screens: This way, you can check whether the design will work on all devices.

Initially, AI-assisted website creation creates only a few subpages. This supports the modern one-pager design approach: The most important information is displayed on a scrollable page. You can add more subpages later as needed.

3.1.1. Specify name and category

First, the wizard will ask for your **company name .** If you want to create a private homepage, you can of course simply enter the page title here.
You can change this later.

You can then set **categories** to describe your company or website. The wizard will display some suggestions as you type, allowing you to select suitable entries with a click. You can set up to 10 categories.

If there are no suitable entries, you can type them in yourself and press Enter.

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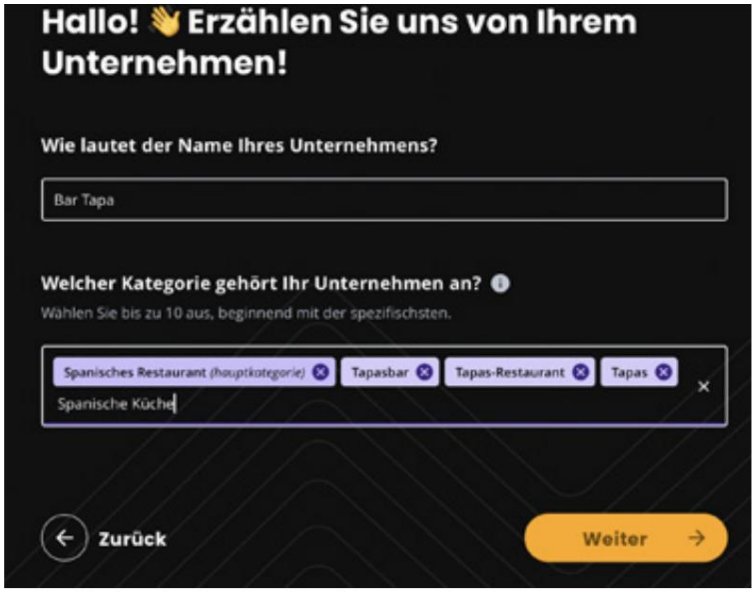
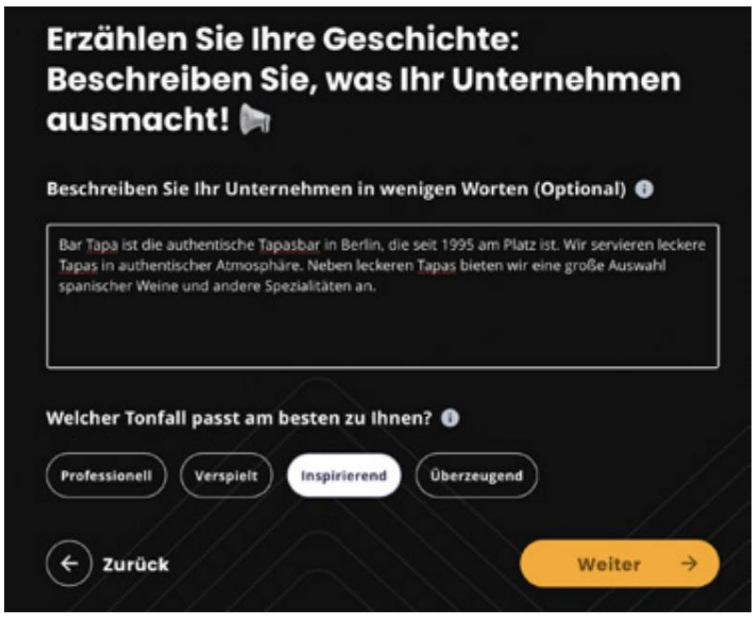


Then click **“Next”.**

3.1.2 Describe the company or website

In the next step, the AI website generator will ask you to describe your project or company in more detail. You can simply briefly describe what it's about in a few sentences. This will help the AI decide what the website should look like.

Also, choose the style of **customer communication:** Should the tone be professional or playful, persuasive or inspiring? This allows the AI to decide how to formulate the texts. Select the appropriate option and then click **"Next."**



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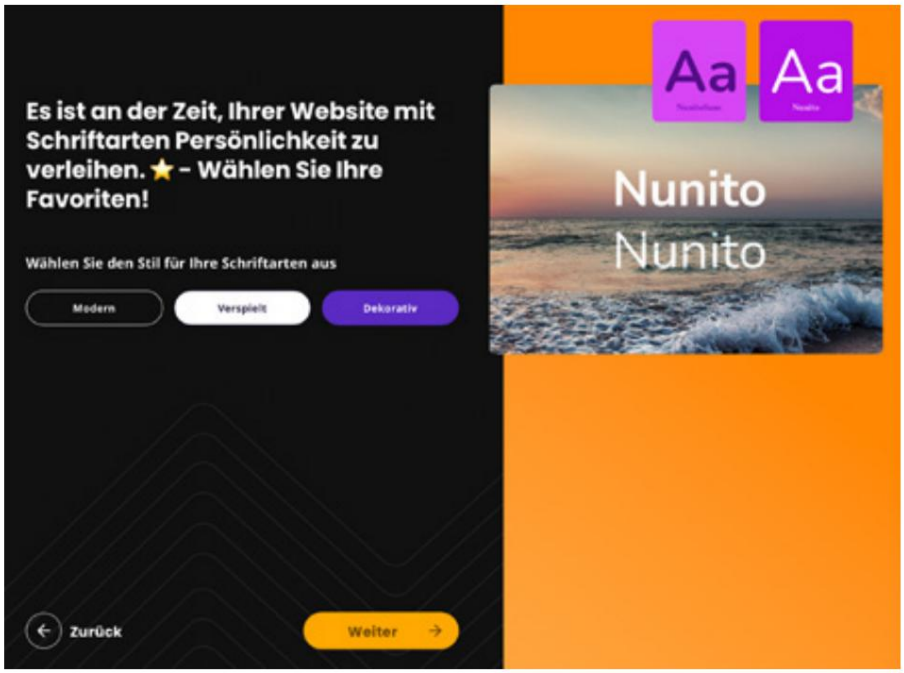
3.1.3. Select font

In the next step, you have the opportunity to select the fonts you want to use on your website. Fonts have a huge impact on the impact of a website because they create a visual impression.

The AI website builder offers three options: Modern, Playful, or Decorative. It displays the fonts to be used for each option. Select one of the options and click "Next." You can also change your selection here later.



3.1.4. Choose the right color sample

Based on the information you've entered so far, the AI creates a selection of three color samples for the page. These already fit the theme of your project. Click to take a closer look at the color scheme: The AI displays a preview with various elements, showing you what your page will look like.
Select the option that suits you and click “Next”.

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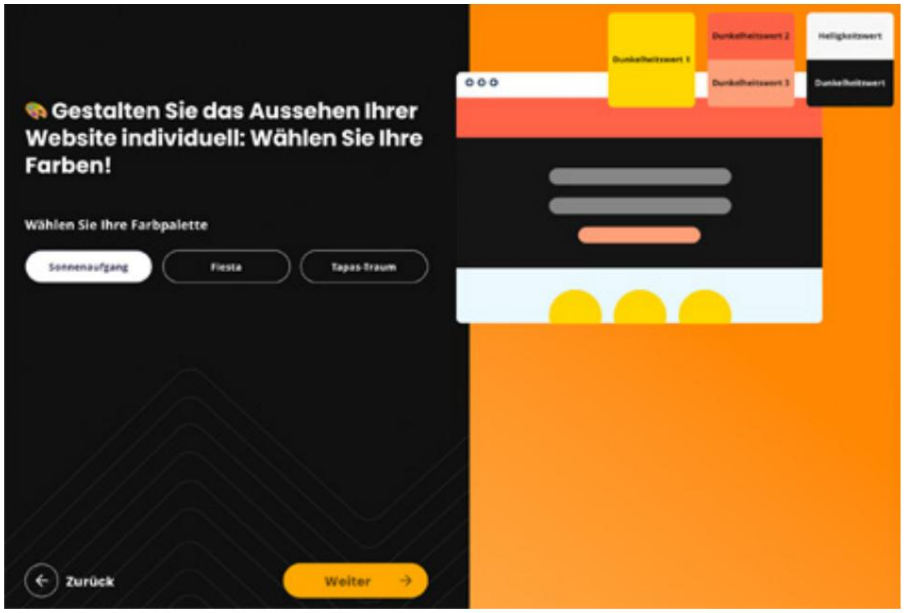
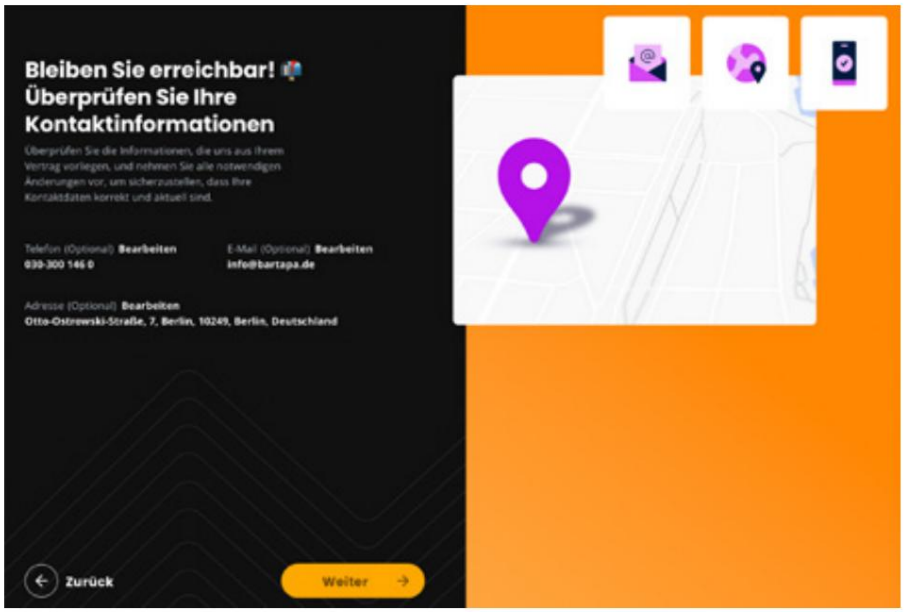


3.1.5. Enter contact information

Depending on the website project, it may be useful for the website builder to already know your contact information, for example, to include a map. Especially for service businesses like restaurants, providing contact details and directions is a great way to make life easier for your customers. After entering the information, click **"Next" again.**



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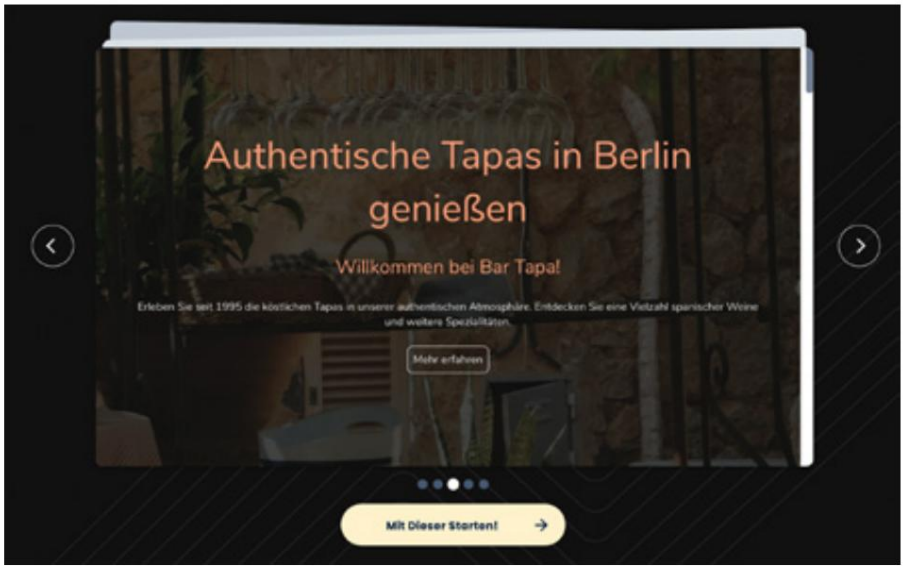
3.1.6. Select the appropriate layout

The AI website generator will now generate a handful of possible layouts based on your input, complete with pre-designed text and images. You can now explore the various suggestions at your leisure using the left and right arrows.
You can also scroll within the templates to take a closer look.

Content such as images and text can be edited later. It's important that you're happy with the layout and color scheme of the AI-generated template.

If you like one of the designs, you can use it for your new website by clicking on **“Start with this” .**



If you'd like the AI to provide you with additional suggestions, you can click the left or right arrow keys until the AI offers to refine your input. If you click "Refine your input," the assistant will start again and you can review or add to your input.

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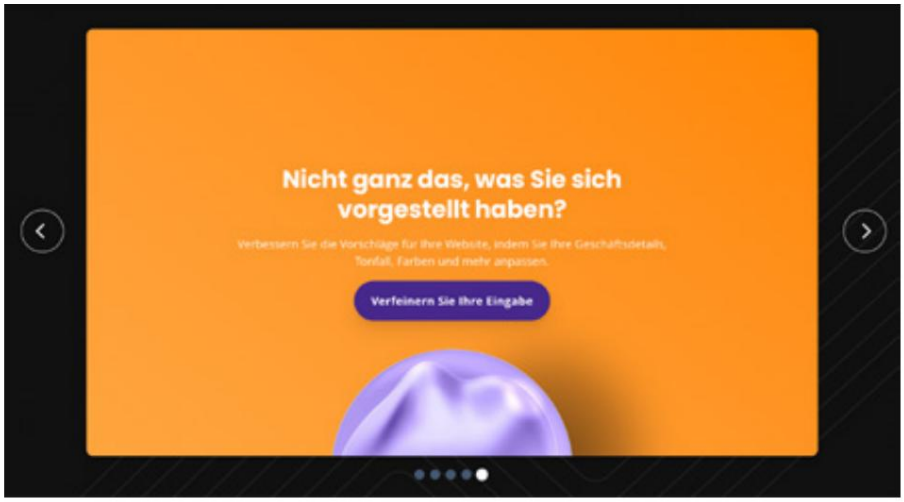
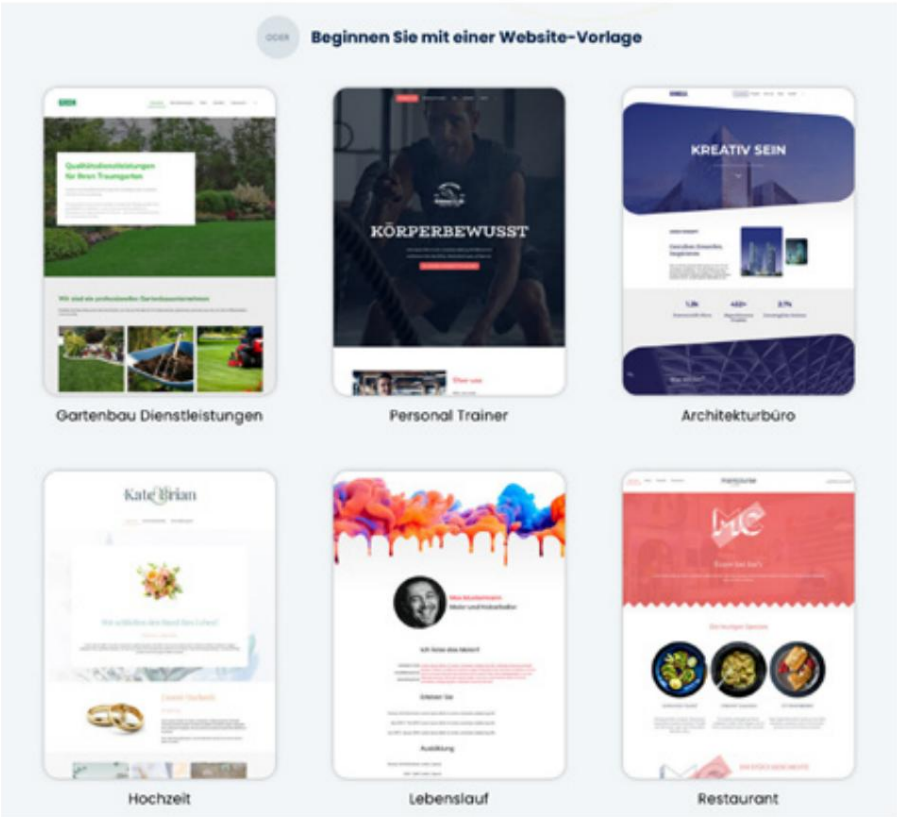


3.2. Selecting a ready-made design template

You don't necessarily have to use artificial intelligence to create a website: The STRATO website builder also offers pre-made design templates that you can easily select when you first launch the website builder. These are professionally created and reflect current web design trends.



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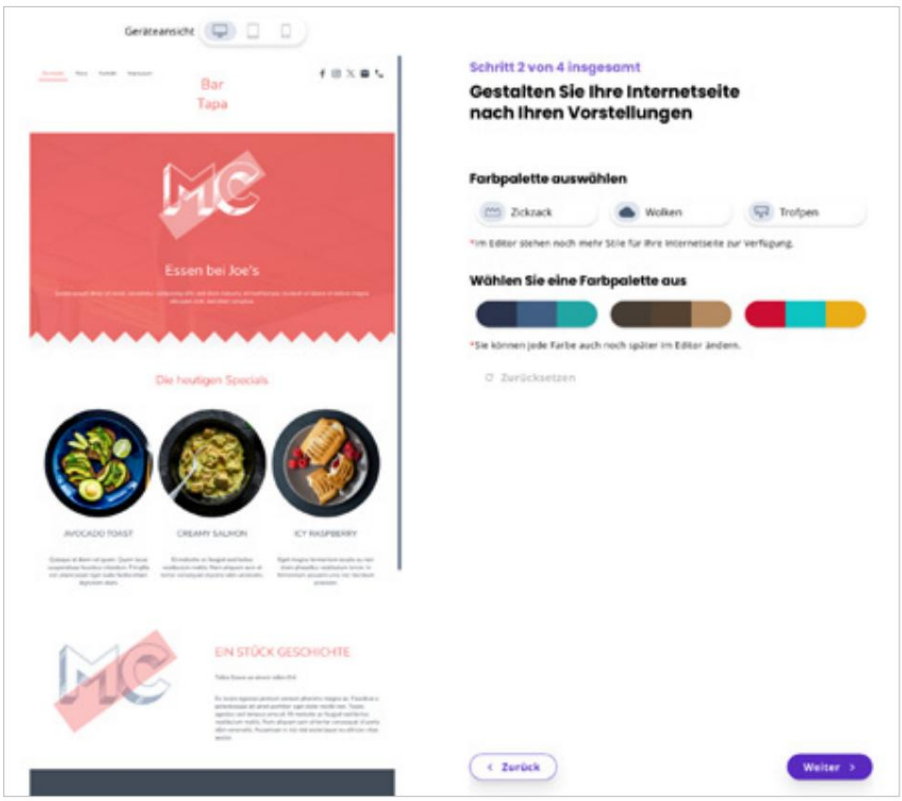
All templates come pre-loaded with images and some design elements that you can customize later. Fonts and pre-populated content can also be changed as needed.

3.2.1. Choosing the right template

The most important thing, therefore, is that you like the layout, i.e., the arrangement of the elements. Therefore, take your time to look through the individual templates. Simply click on the templates you like to view them in more detail. You can return to the overview at any time by clicking "Back."

There are a number of layout types in the design templates, sorted by purpose, for example, "Architecture Office" and "Photography" with elegant designs for creative professionals, "Travel" for those who love to travel, or "Resume" for a classic online business card. There's also a template for a restaurant.

The design templates differ not only in their name, but also in the content they already contain.



The existing content is so-called "dummy content," i.e., pre-made preview content that can be customized for your project as desired. Of course, you are not limited to the specified intended use: The content can be modified, so you can use any template for any project.

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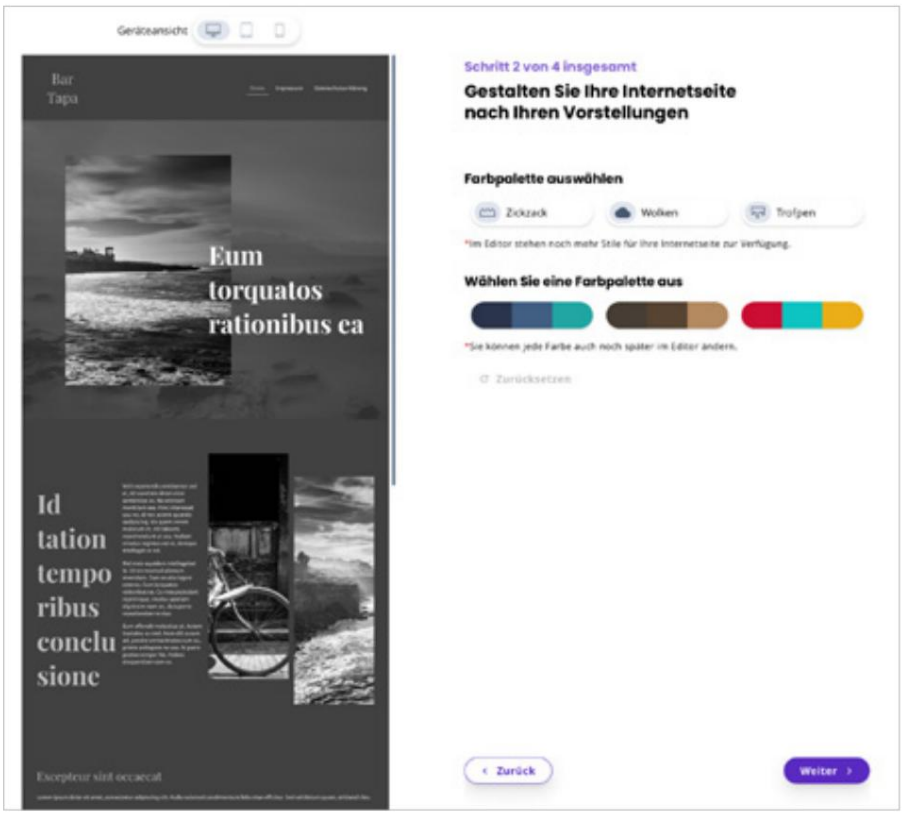
If you like the design template, you can use it as a basis for any website.

With the templates “Empty design template light” and “Empty design template dark” there are two design templates that illustrate the concept: The design template specifies the structure and hierarchy of the page, you can adapt the content individually according to your ideas.



3.2.2. Set color scheme and complement design

The STRATO website builder, **SmartWebsite,** will first show you a preview of the page after clicking on one of the templates on the left. This preview contains pre-designed elements such as images and text. You can scroll through this preview. Above the preview, you'll find the option to display the template for different device categories—PC, tablet, or smartphone.

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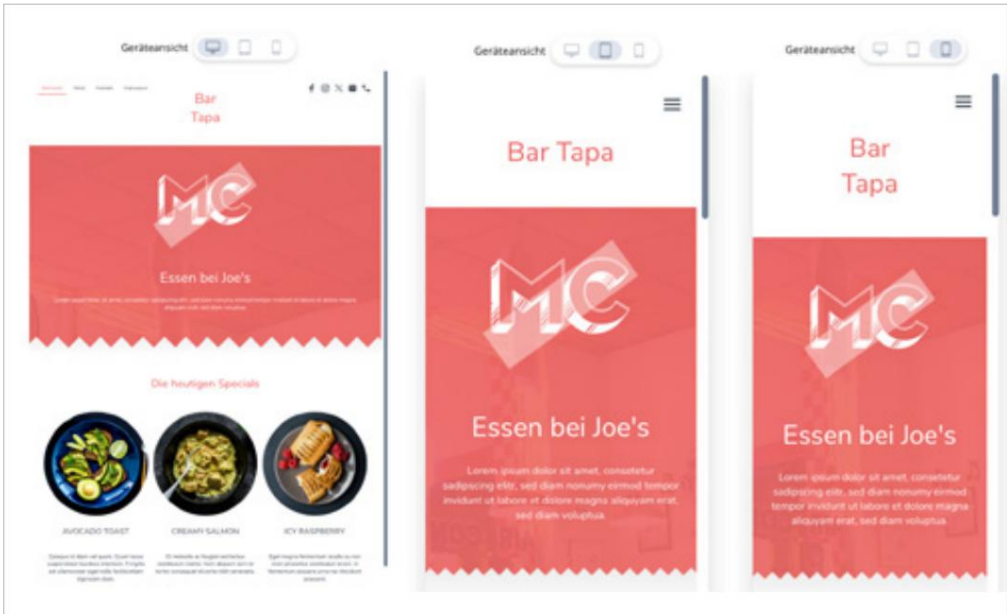
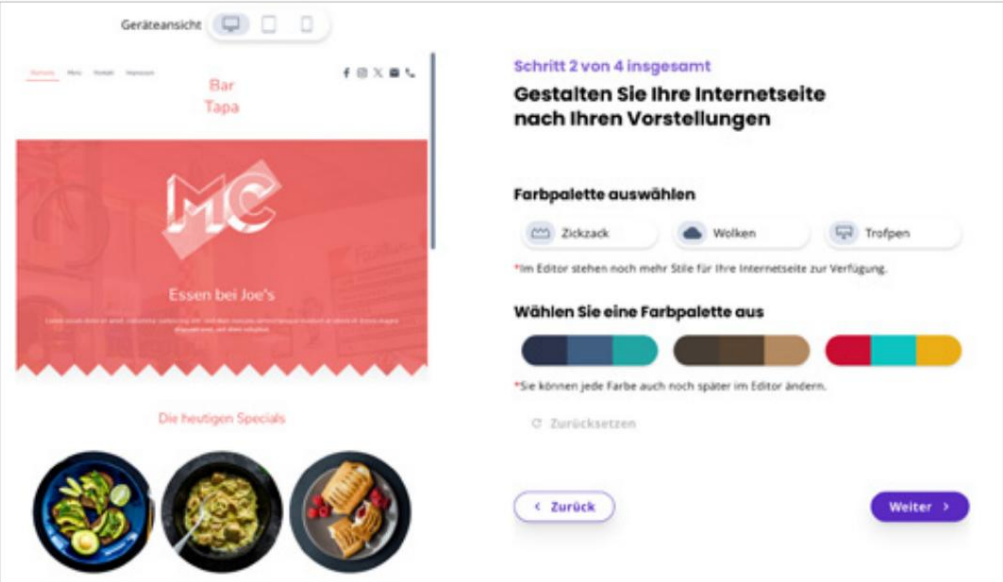


Elements such as text and images can be swapped out later in the editor. The important thing is that you like the design on all device types. If you want to see a different design, simply click **"Back . "**

If you like the template's layout, you can customize it further. Choose one of the three pre-designed color palettes and add design elements like "clouds," "zigzags," or "drops," if desired. The changes will be displayed live. If you're happy with the design, click **"Next"** to continue the setup.



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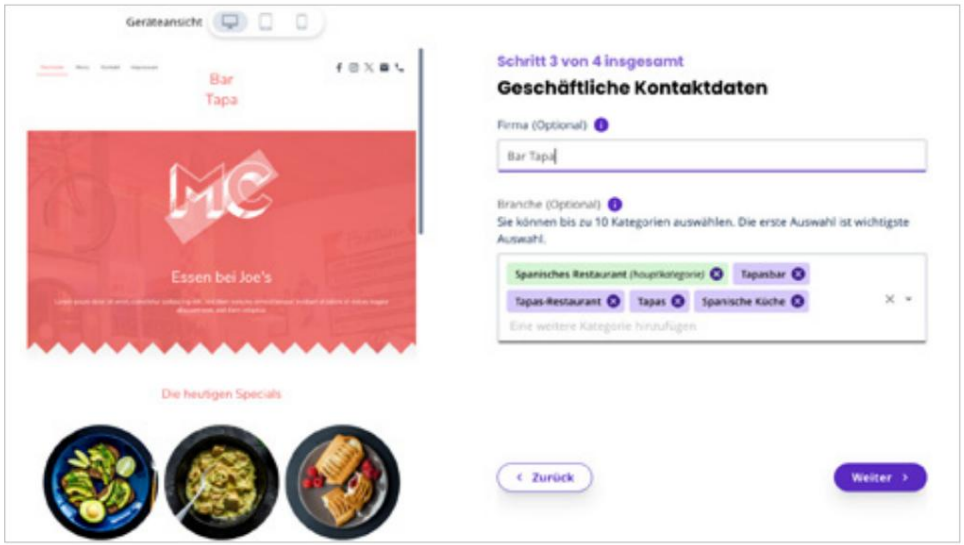
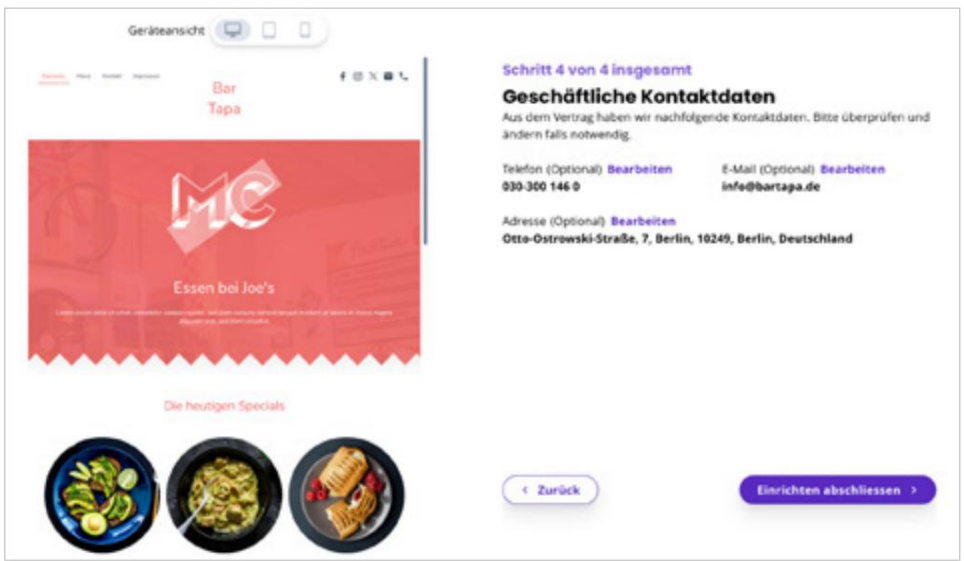
3.2.3 Further information about the website

Now enter your company name. If you're building a private website, you can also simply enter the **website name** here . You can also specify up to 10 **categories** under which your new website should be categorized. Then click **"Next."**



3.2.4. Adjust contact details

Finally, you can edit your contact information. This will be taken from the contract by default, but it may happen that the contact information for your company or website differs from that in your contract. This is especially useful for a commercial website, as it helps you find customers more easily. Click "Complete Setup" to create your website.



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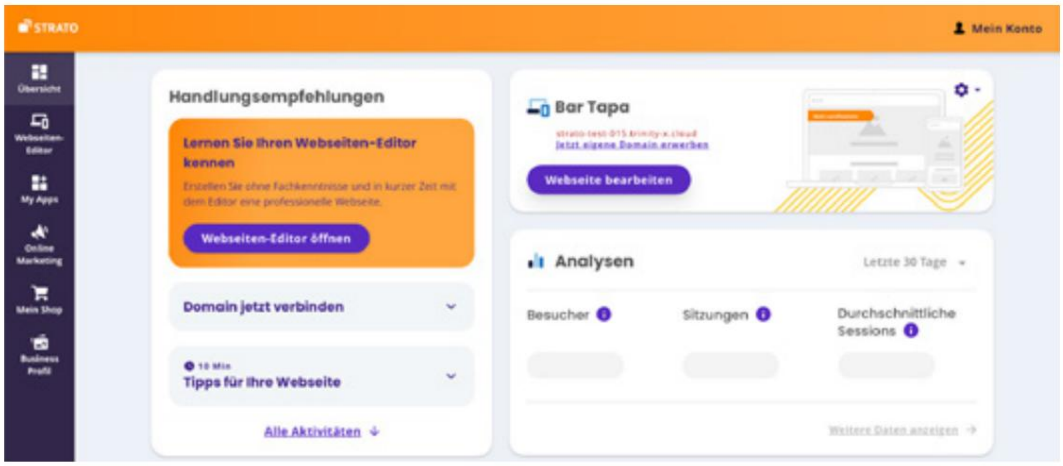
3.3. How the website editor works

Once the template is set up, you can access the **SmartWebsite** editor . Here, you can start filling your website with content. It doesn't matter whether you created the design using AI or selected it from templates: the interface is identical from now on.

To edit, click **"Website Editor" in the project dashboard.** You're now in edit mode. This clearly displays your website's layout and management options in three columns. You can now edit or update your website from here at any time.



- On the far left you will find the menu items for setting up the page itself, such as the settings, design options and the page hierarchy of subpages.
- In the middle left corner you will see the section management, the design management, the page management or the shop management, depending on the option selected.
- The right pane shows you the actual website. Here you can edit elements within the layout as desired.

First, select “Content”.

3.3.1. Edit content

The "Content" option in the left column takes you to the content editor. Here you can directly edit your page's content—elements, text, and images.

The middle column shows an overview of the sections of the page, allowing you to quickly reach the desired part of the page.

The right-hand area is the actual page editor: Here you can directly adjust the content of your website by clicking and editing it.

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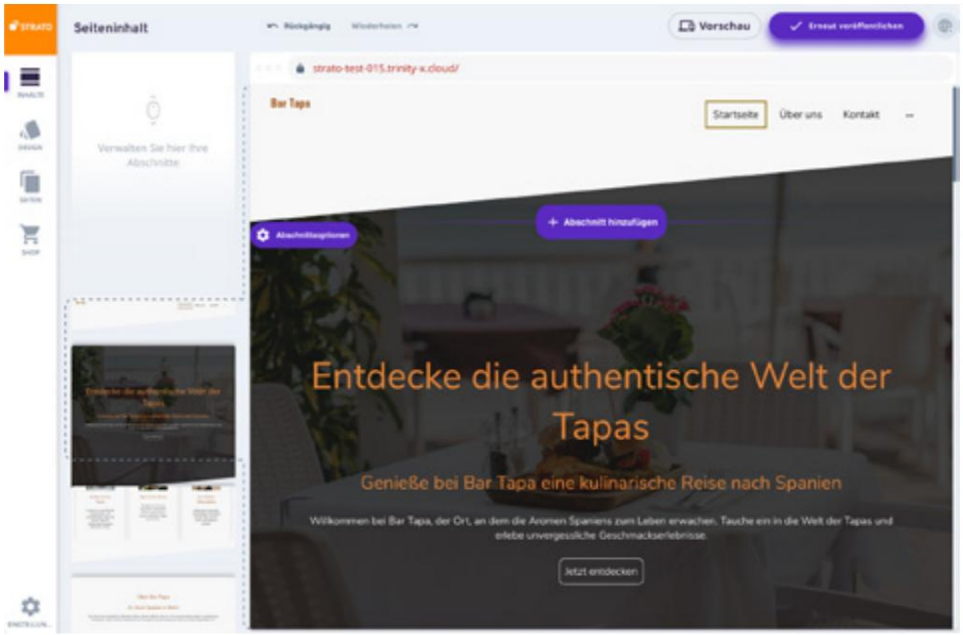
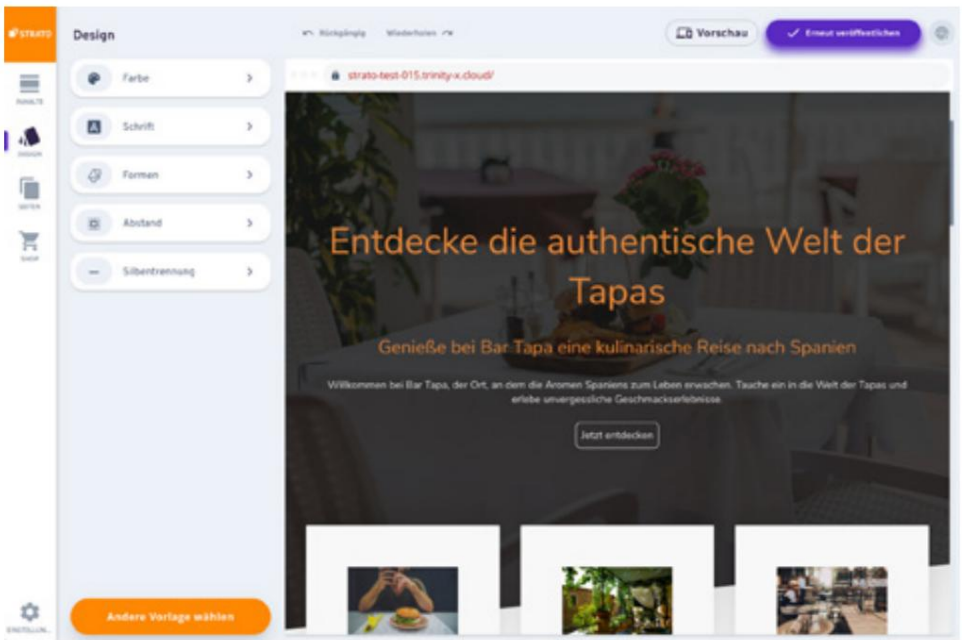


3.3.2. Customize design

The "Design" option allows you to make changes to the entire website with just a few clicks. This saves a lot of time: Instead of editing individual elements, you can quickly make global changes. The design editor offers the following subsections:



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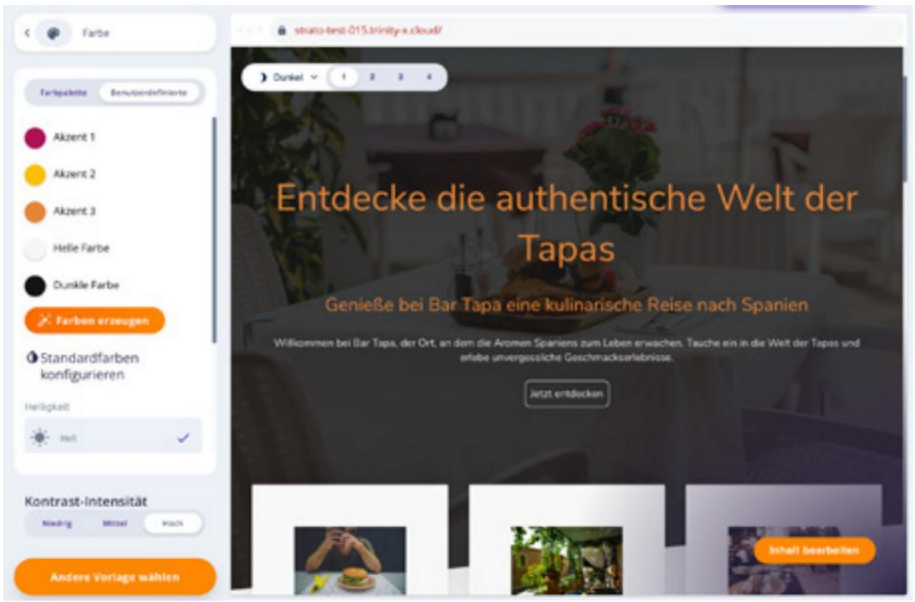
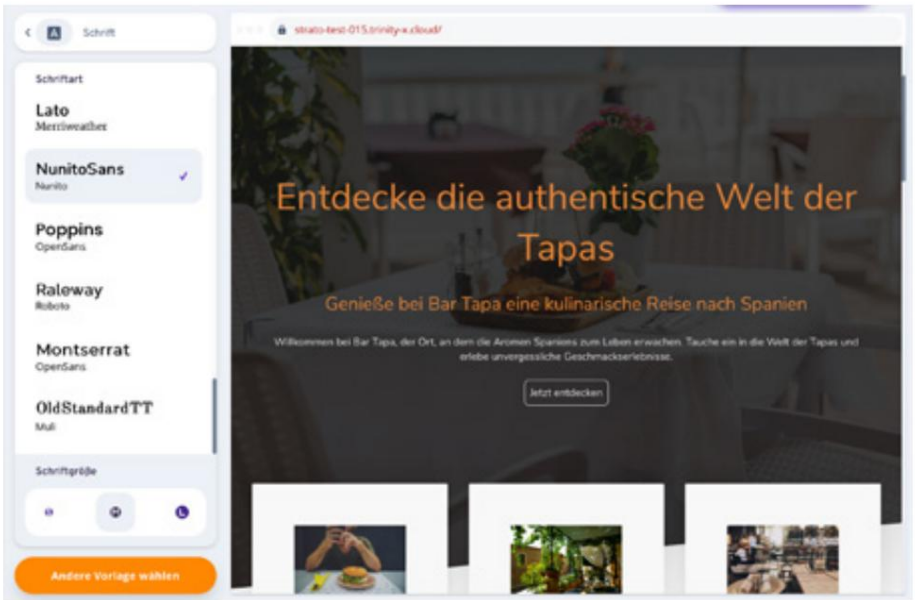
Color

Here you can customize the color scheme for the entire page. You can also set default colors. You can also have the AI create a color scheme using the "Generate Colors" option in the "Custom" tab.



Writing

The "Font" option allows you to customize the font for your entire website. The fonts are displayed in a way that makes it easy to see what they look like. You can also change the font size globally.



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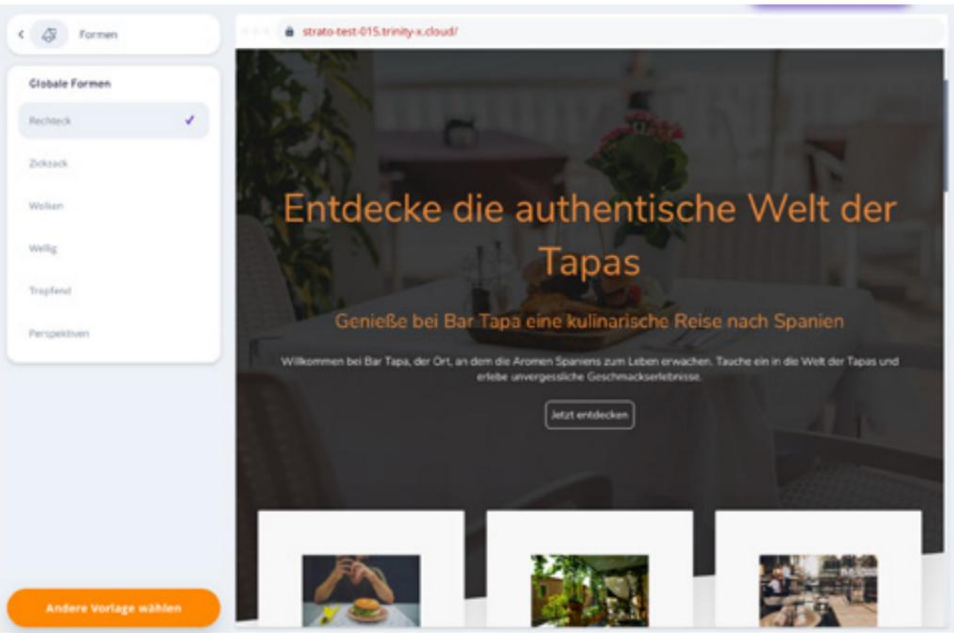
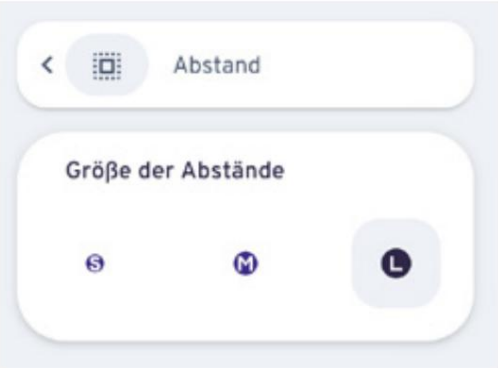
Forms

Depending on the template, you can incorporate shapes such as clouds or a zigzag pattern into the template.



Distance

Use the "Spacing" option to define the distance between the elements. You have three options: S, M, and L, with "S" creating the smallest spacing and "L" creating the largest.



Hyphenation

Here you can enable or disable automatic hyphenation. Text elements with justified text can particularly benefit from this, as it separates long words.

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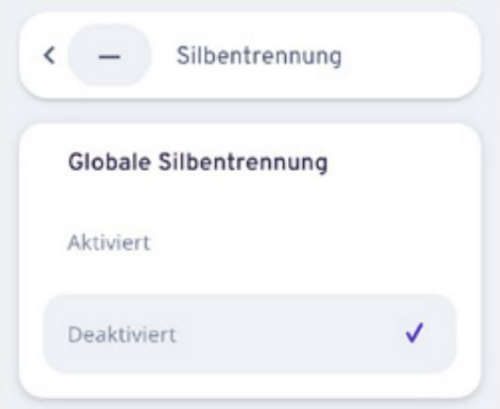
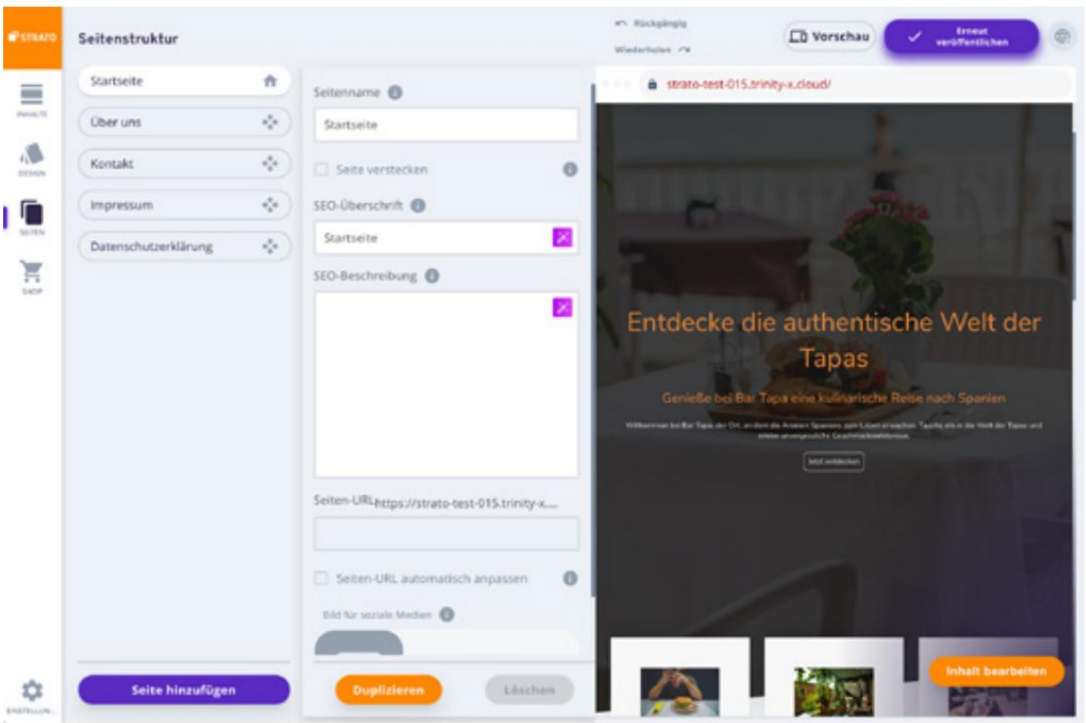


3.3.3. Managing pages and menus

In the page editor you can create subpages and define their hierarchy.
Subpages automatically appear in this hierarchy in the page menu.

By default there are the following pages:

- Home
- Shop
- About Us
- Contact
- Imprint
- Privacy Policy



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Edit page hierarchy

You can create new pages by clicking "Add Page" in the left column. To delete a page, click on it and select "Delete" at the bottom of the middle column.

To change the order of the pages, you can simply move them.
To do this, click and hold the mouse button on the page, and drag it to the desired location in the page overview. If you drag a page onto another, it will be assigned to that page as a subpage in the menu.

To edit the content of the pages, you must open the content editor and select the click on individual pages.

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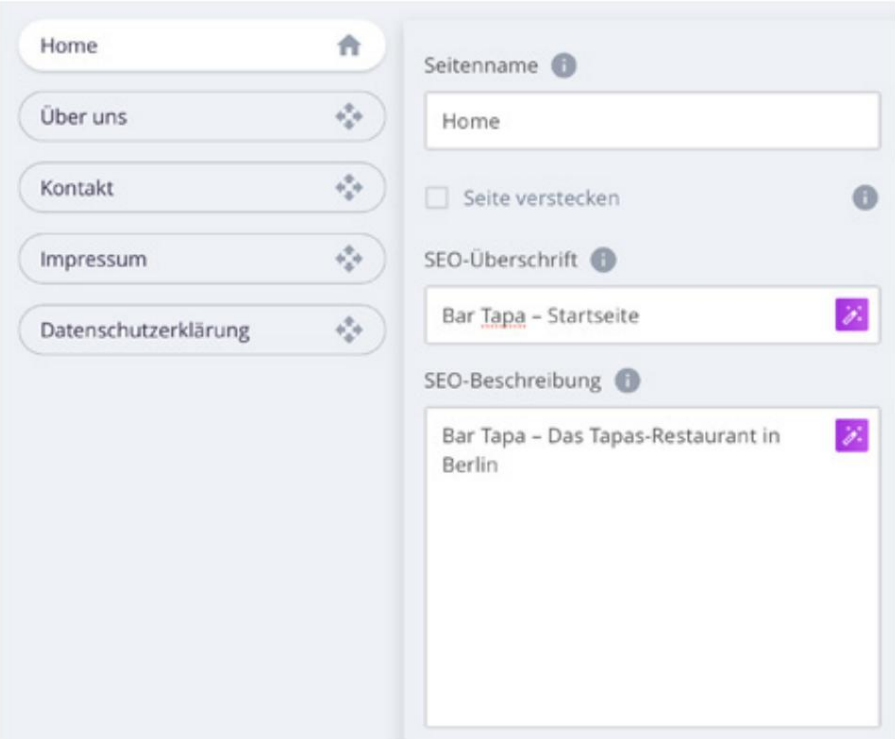
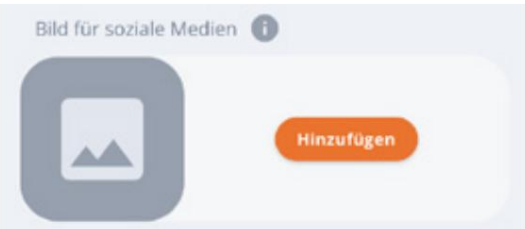
Customize name, URL and meta tags

In the middle column you have the option to provide each page with a name and information for search engines (“SEO” = search engine optimization).
The AI SEO Assistant can also help here: Click on the magic wand icon.



With the option “Automatically adjust page URL”, the website builder will assign the URL for you: If you uncheck this box, you can also adjust the page URL yourself.

You should also create an image for each page for social media services like Facebook, Instagram, or X. To do so, click "Add" below the images.



Not only can you upload your own image, but you can also use the AI image generator or access Unsplash's stock photo library.

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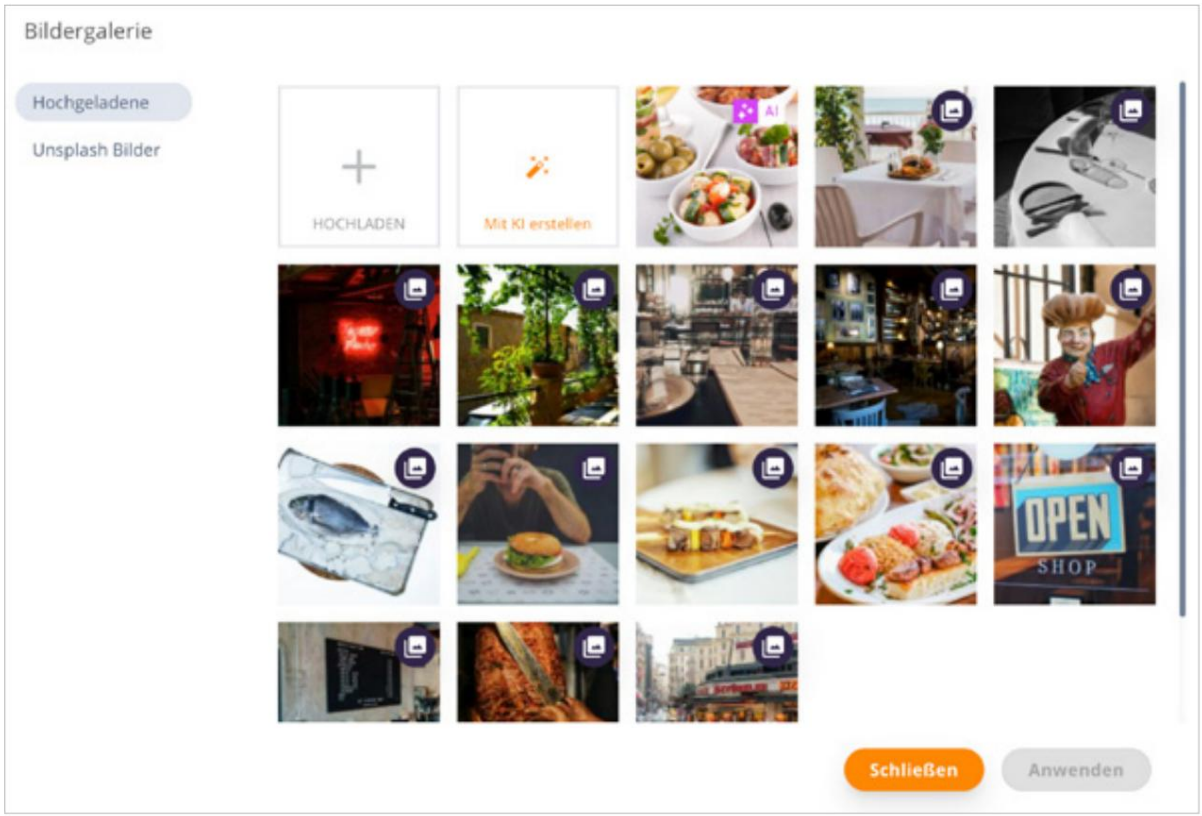

Tips for a good page structure

You should consider a sensible page structure right from the start. Don't worry: You can change it later. Remove unnecessary pages for the overview. Please note: Privacy policy and imprint are mandatory in Germany; these pages must not only be present, but also contain the necessary content. They must also be accessible from every subpage, which is why you should include them in the menu.

Do not create too many pages at first: If you need a new page, you can
You can easily create them in the page editor and then use them in the content editor with
Fill with content.

Don't nest the hierarchy too much: While it makes sense to create subpages in some cases, it can be worthwhile to stay at the main level, as this makes it easier for visitors to navigate a page.

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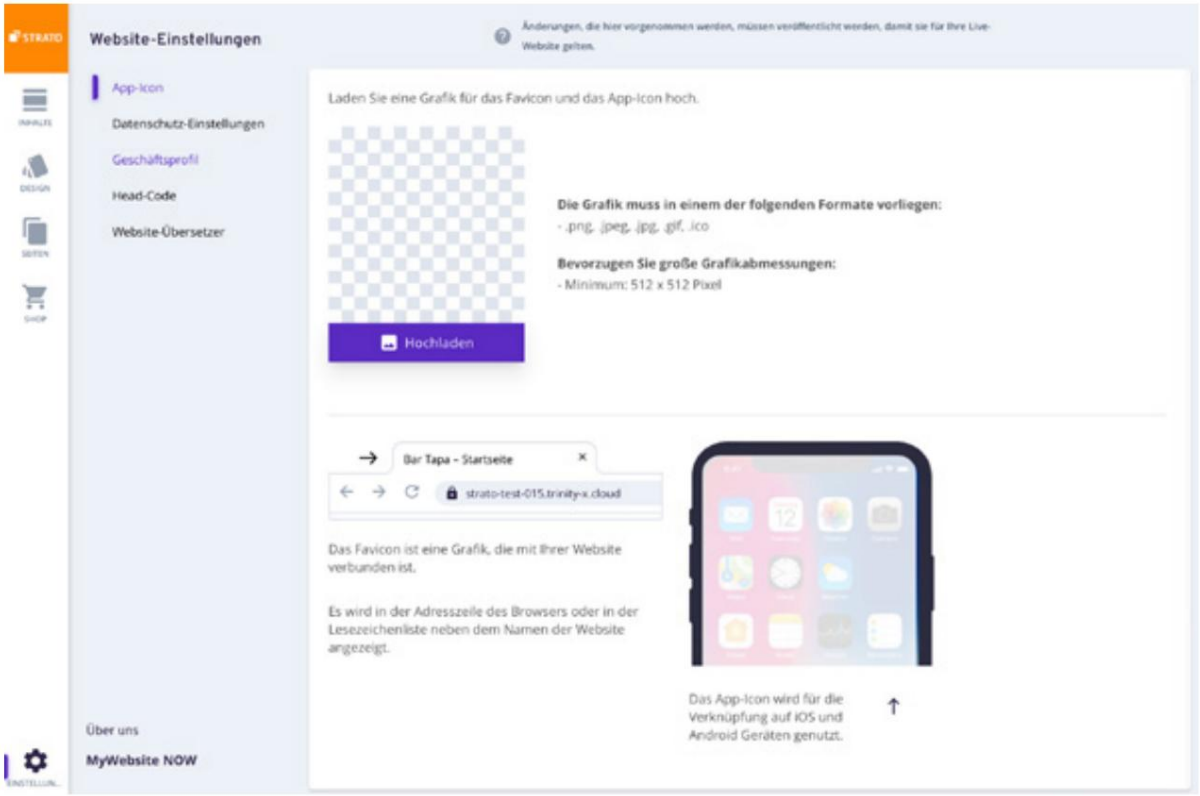
3.3.4. General Settings

The “Settings” option contains important basic information for your website: Here you can set an app icon, configure the cookie banner, store a business profile, enter additional head code – for example, for analysis tools such as Google Analytics – or activate the translation option.



The **"Privacy Settings"** option is particularly important : This automatically displays a mandatory cookie banner when a site sets third-party cookies. For example, if you use services like Google Maps or YouTube in your widgets, the cookie banner will be displayed.

Before publishing your page, you'll need to add your privacy policy and imprint here. You can add content to both pages using the page and menu options.

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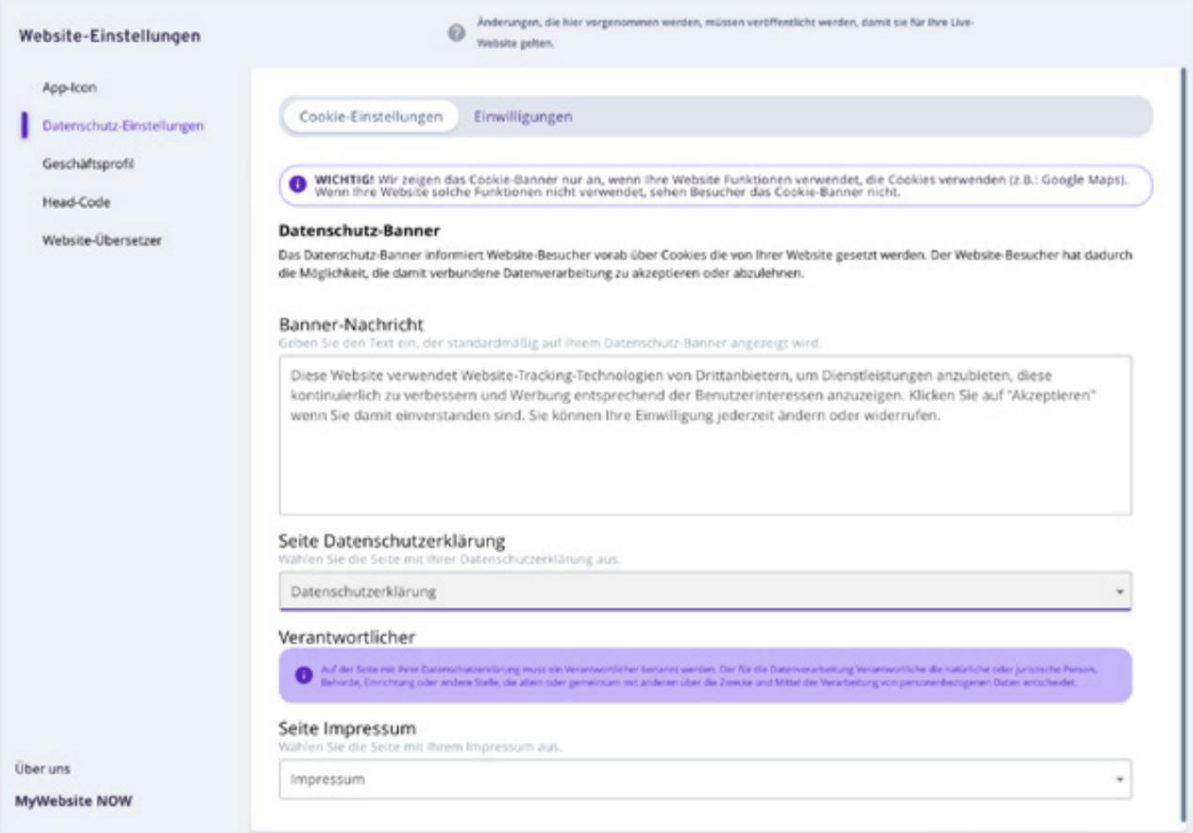

3.4. Adjust header and layout

Now you can start editing the actual content. The first step should be your site's header. This appears on all subpages and is therefore, so to speak, its flagship. It should look elegant and contain important elements like the logo and navigation.

You can find the header options at the top left of the template by clicking on "Content" and hovering your mouse there. Click this to open the website header settings.

In the header options you can show or hide various elements of the title area of your page.

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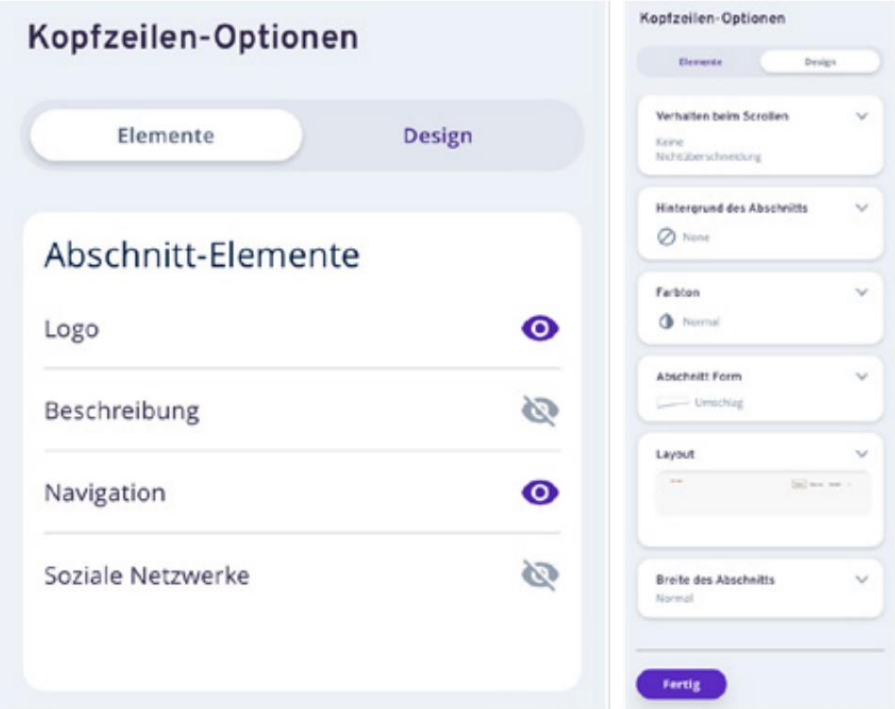
3.4.1. Showing and hiding header elements

Click on the **“Elements” tab:** The header of your website offers various elements that you can show or hide by clicking on the eye-
Click icon:

- **Logo**
- **Description**
- **Navigation**
- **Social networks**

If you use a shop, you can also show or hide shop navigation elements such as the shopping cart or the login function.



3.4.2. Optimize the header design

In the "Design" tab, you can customize the look of the website's header to your liking. You can access the individual submenus by clicking on the corresponding field. Changes will be reflected directly in the editor.

Scrolling behavior

Here you can configure how the title bar behaves when visitors scroll on your page. You can lock the bar here so it scrolls. You can also integrate it into the next section.

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Background of the section

You can customize the header here to your liking. For example, by changing the color or adding an image.
You can also select "none," which will give the header a neutral color.

shade

Here you can set the color, for example whether the header should appear light or dark.

Section Form

Here you can add a pattern to the header, which will make your page look more individual.

layout

In the "Layout" field, you can specify where each header element appears. For example, you can place the logo above the navigation or swap the logo and navigation.

Width of the section

This option affects how the header is displayed: If you select "full width", elements such as the navigation and the logo are aligned and spaced apart at the edge of the screen.

Click “Done” to accept the changes.

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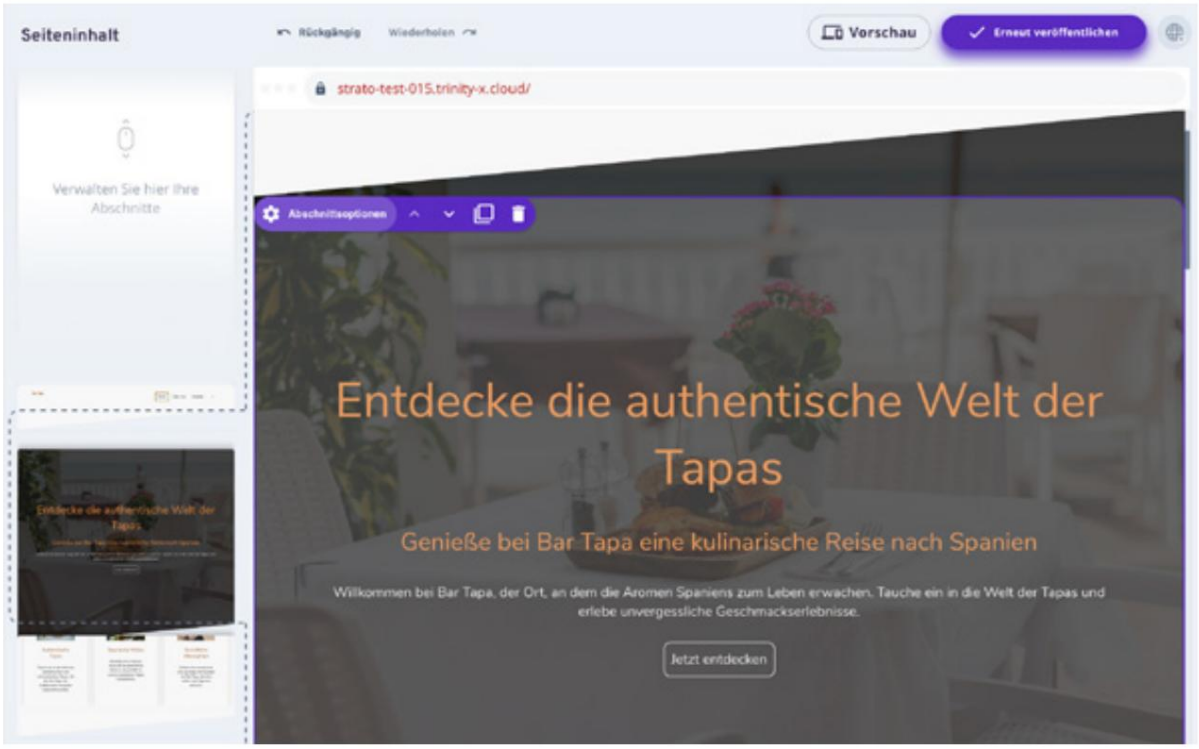
3.5. Editing website sections

STRATO **SmartWebsite** uses sections to logically structure the subpages of a website. These sections are displayed in the top left corner of each section in the content editor. You can create, delete, and move sections here.

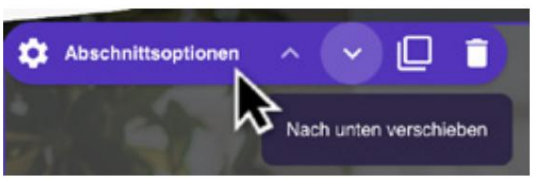
You can also customize the content of the sections. To do so, hover over a page in the content editor. You'll find the **section options** in the top left corner of each section.



3.5.1. Moving sections

You can easily move the individual sections of a page below each other:

For example, if you want a section higher up on the page, you can simply hover your mouse over the section options. This will open a settings panel. Then use the up or down arrow to move the section in the appropriate direction on the page.



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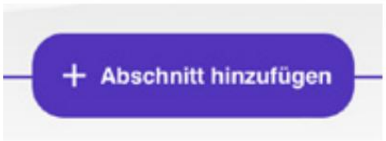
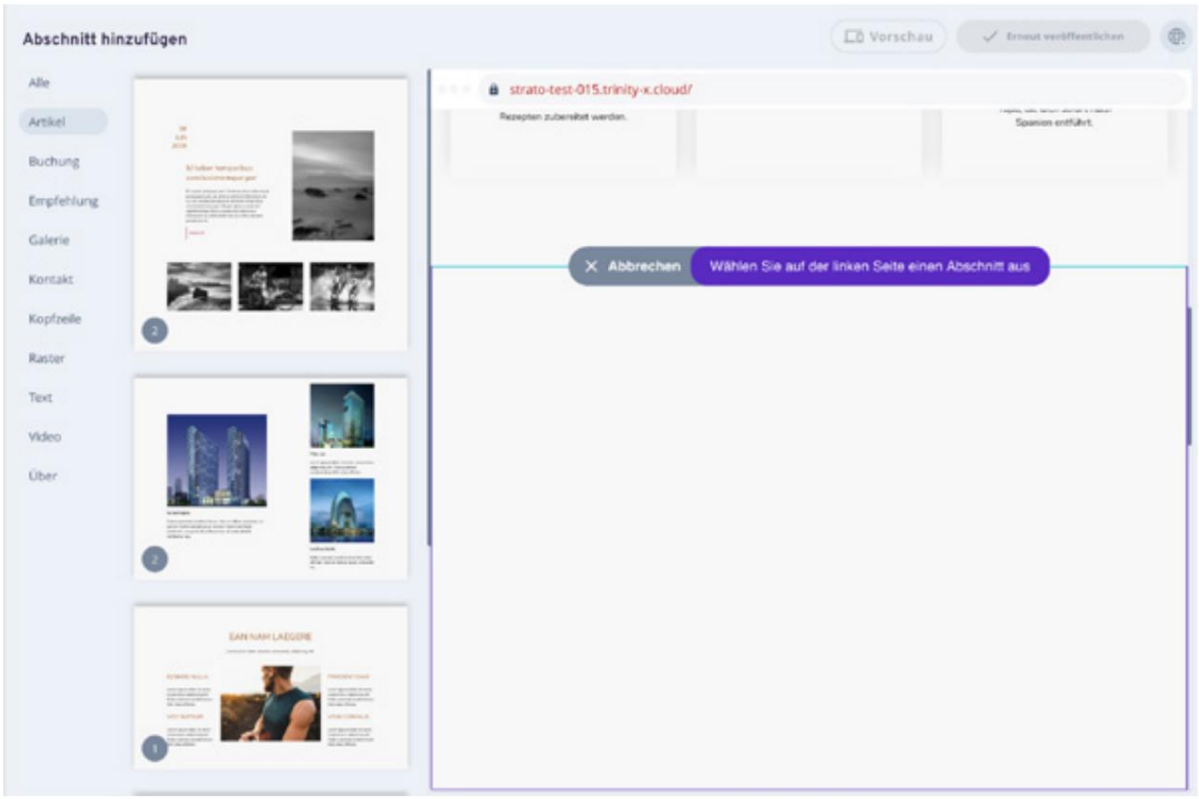
3.5.2. Adding sections

To add a section, hover your mouse over the desired location on a page. The "Add Section" option will now appear above and below a section. Click this option where you want to insert the section.



Section templates with different layouts will now appear, which you can add to your page with one click.



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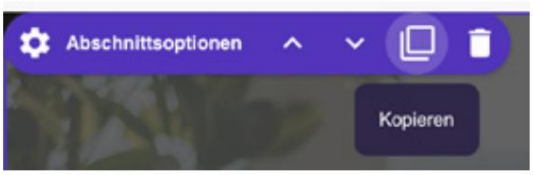
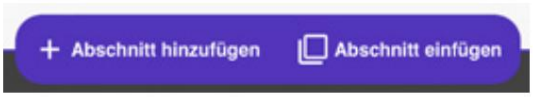
3.5.3. Duplicate sections

If you simply want to extend a page and have already created an attractive section, you can easily duplicate it and fill it with different content. To do this, hover over the "Section Options" and select the "Copy" icon. Another option will then appear: This allows you to paste the section into a different location using the "Add Section" option.



You can also copy sections from one subpage to another: simply click on one of the subpages in the navigation menu and select the “Insert section” option.



3.5.4. Remove sections

You can also easily remove excess sections: To do so, move the mouse over the section options of the area you want to remove and then click the trash can icon.

3.5.5. Adding and managing section elements

You can access the section options by clicking on the menu. There are three tabs: one for the AI text generator, one for elements, and one for design.
Under **“AI Content”** you can not only automatically generate text for the respective section, but also hide or show elements such as heading fields or buttons, or even delete them completely.

Conversely, you can also add new elements to the section by clicking on one of the + symbols: These are predefined places in a template where you can add an element. You can insert a variety of widgets here, from simple text to images, contact forms, and HTML elements.

You can also move section elements around the page: Click in the

Section options in the **Elements** tab on “Try it now”: You can then move the elements on a grid and thereby rearrange them.

particularly interesting if you don't quite like the default layout of a section.

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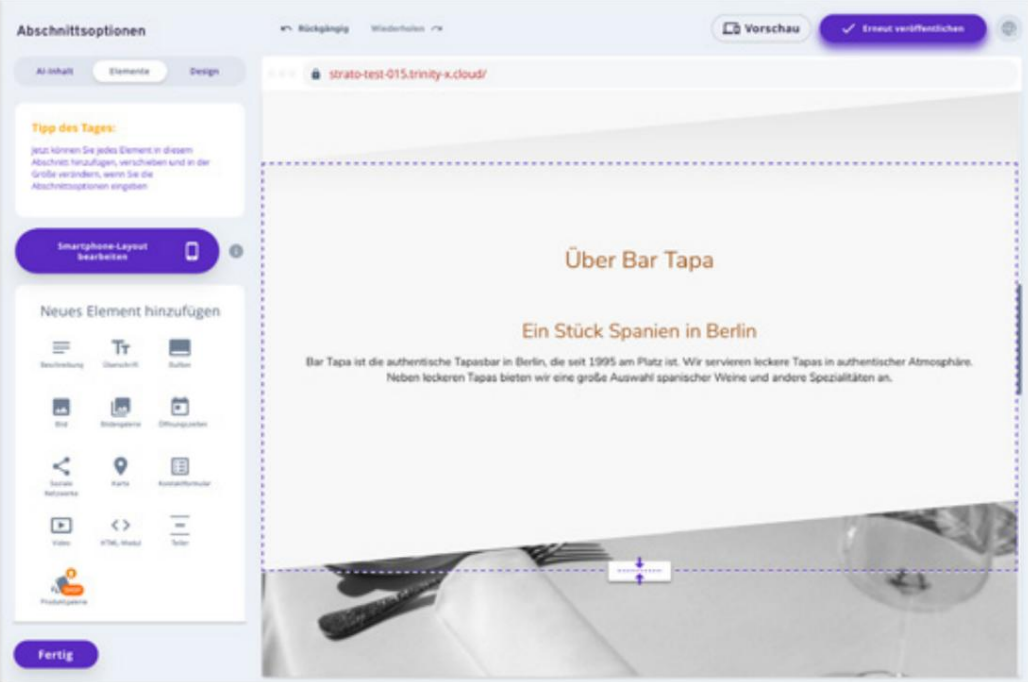
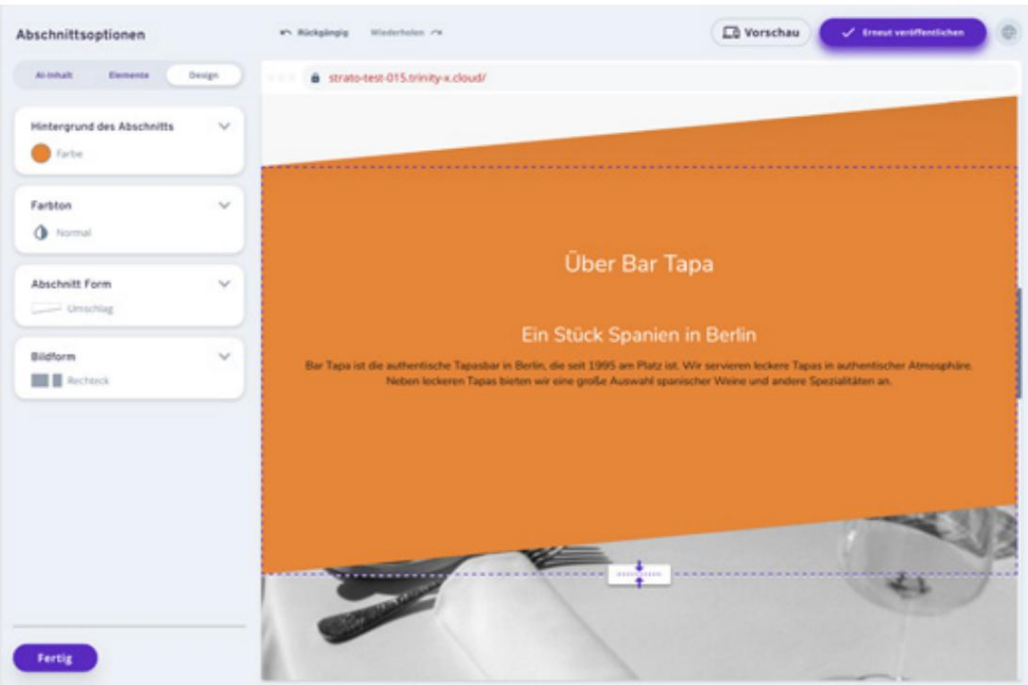


3.5.6. Change section design

As with the header, you can also change the design of individual sections. To do so, select the **"Design" tab in the section options.** Here, you can, for example, set a background image, add a color and shape, or define the width of the section.



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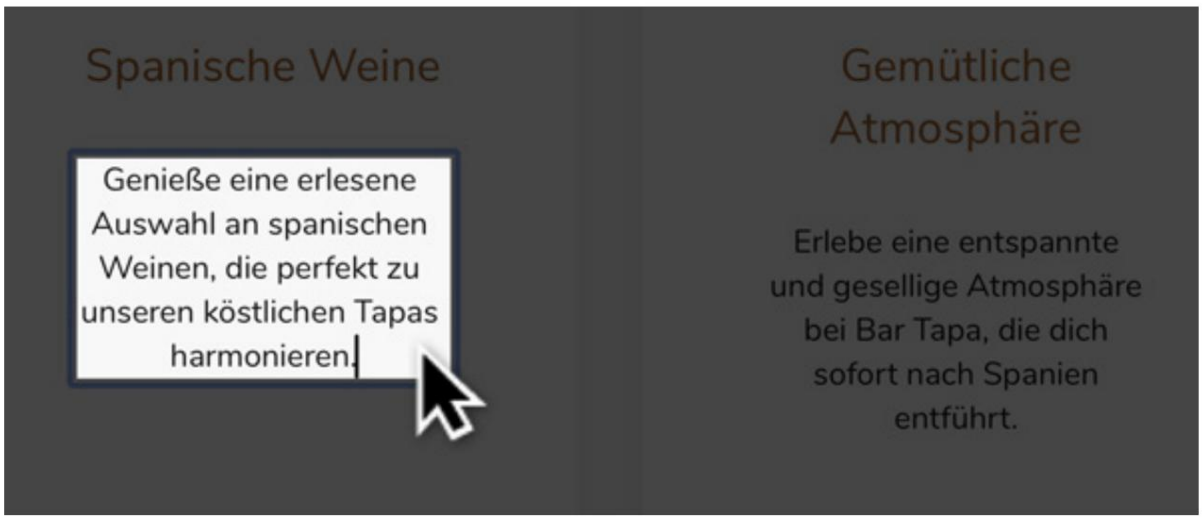
3.6. Creating and adapting texts

Now you can start editing the text. To create or edit text, open the content editor. You can then click on the text fields on the page to edit them. When the text editing functions appear, the rest of the page is shaded for a better overview.

When you are finished editing, click Done in this segment to save the changes.



3.6.1. The text editor options

The text editor offers up to 12 different editing options that allow you to customize the text to your liking. You're probably already familiar with the text editor's options from your Office program. Depending on whether you click on a heading or body text, different options are available.

- **Heading type (only headings)**
- **Text size**
- **Font**
- **Fat**
- **Italics**
- **Underlined**
- **Strikethrough**
- **Link**
- **Color**
- **List: Numbers (flowing text only)**
- **List: Enumeration (only running text)**
- **Alignment**

There is also the option **“AI Text”** for automatic filling.

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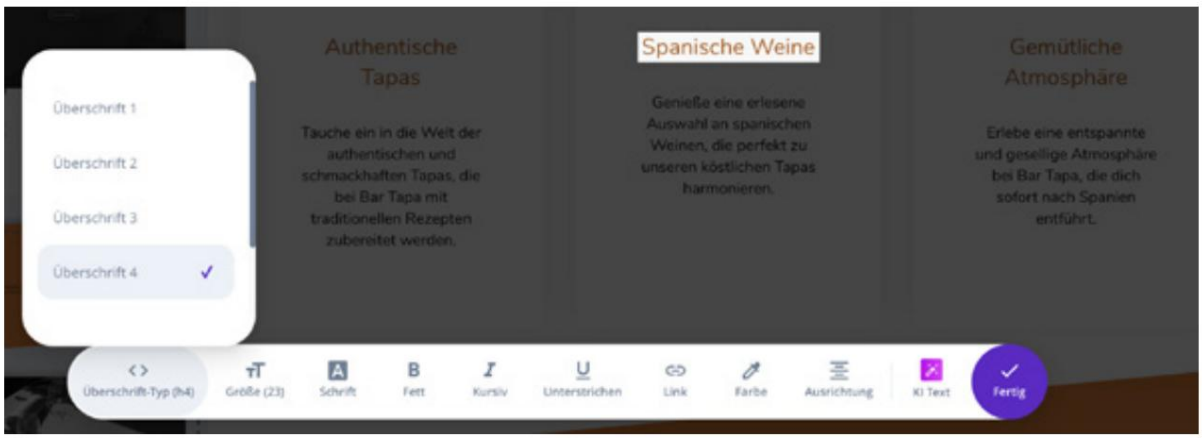
3.6.2. Applying heading types. For headings, there is an additional

option called "Heading Type": This is a selection of predefined heading formats. These are defined in the template and have a specific size. Therefore, you can only partially change them.



There's a hierarchy of headings on websites to signal the importance of the content to readers and search engines. These are arranged by number: H1 is the highest level, H6 the lowest. H1 typically only appears in the page title, which is why the most important subheadings are labeled H2. Less important headings can be assigned H3 to H6.

3.6.3. Edit text

To apply formatting to text, you need to select it. You can edit a section of text or the entire text field.

To edit a text area, select the desired location with the mouse.
To do this, click at the beginning of the text area, hold down the mouse button, and drag the mouse pointer to the end of the area you want to change. Then click one of the formatting options, such as "italic," to make the text slanted.

To change or remove the formatting, you can select the desired area again and change it again, for example, click "italic" again to remove the corresponding formatting.

You can also change the alignment of the text by clicking on “Alignment” and choosing between left-aligned, right-aligned, centered and justified.

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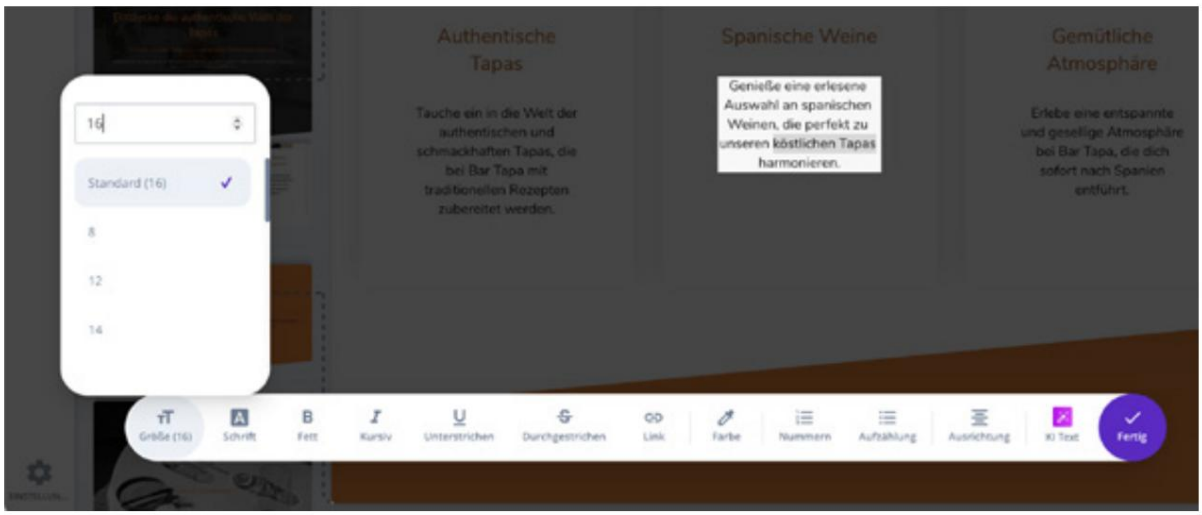
Tip: Select all text in the text field

To apply formatting to all text in a text box, you can simply select everything in the text box. The easiest way to do this is to use your computer's Select All function: Press Ctrl **+A.**

on a PC with Windows or Linux, or **(Command)+(A)** on a Mac. You can then set the formatting for the entire text field.

3.6.4. Enlarging and reducing text

You usually set the text size of individual elements for the entire page under "Design." However, in a body text field, you can adjust the text size of an entire section or a text fragment as needed: To do so, select the desired text and then click **"Size."** A new menu will appear where you can easily change the text size. Either click a value or change the font size step by step using the arrow icons.



3.6.5. Change font

Ideally, you also define the font for individual elements page-wide under "Design." However, if you want to use a different font in certain places, you can easily change text and headings: To do so, click on the element, select it completely, and select "Font." A selection of possible fonts will then appear. Click the desired font to display the text in that font.

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3.6.6. Coloring text

Normally, the text colors in the template are already harmoniously coordinated: you can set them for the entire page using the "Design" option in the website builder. However, you may want to add a little extra emphasis here and there. In this case, you can select the desired area and choose a suitable color using the "Color" option.

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3.6.7. Linking text

Hyperlinks, or "links" for short, are the essence of the internet: They allow users to jump from one page to another. You can easily link text in the website builder by clicking the desired text field, then selecting the desired text area and clicking "Link."

Here are different options for links:

- **Page** for a page on the homepage.
- **External** for a third-party site, for example Wikipedia.
- **Email** for an email address to allow visitors to contact you.
  facilitate.
- **Phone** to link a phone number: This allows visitors to Call smartphone directly.
- **Document** such as a menu in PDF format, a ZIP file or an Excel spreadsheet.
- **Shop** for products from the webshop.
- With **None** the link to an already linked location will be removed.

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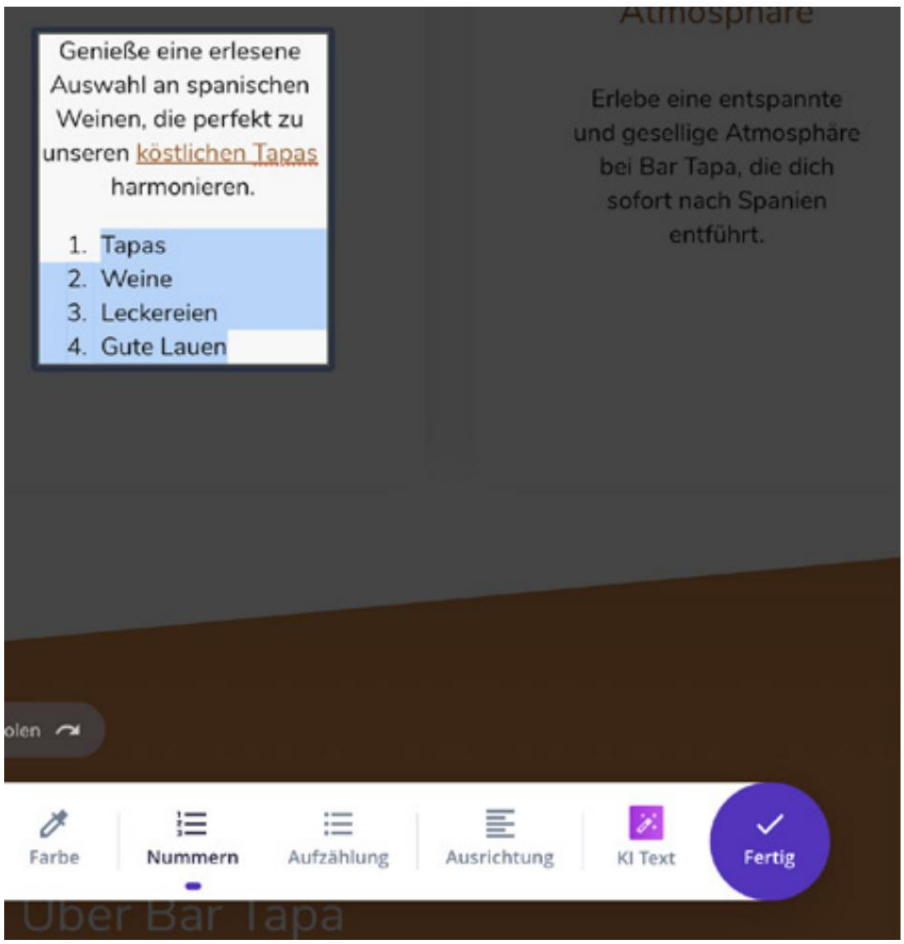
3.6.8 Using lists

Lists are a practical way to present content in a visually appealing way.
For example, with a list, you can quickly add key points on a page to give visitors a quick overview.
If you also link to these, you can also link directly to subpages or other projects.



STRATO **SmartWebsite** offers two types of lists: bulleted and numbered. To convert a text block into a list block, simply click on it and then select the desired list type. You can then add individual bullet points or numbered list entries.

3.6.9. AI Text: Let the system create and optimize texts

In all text boxes you have the option to enter texts directly from the STRATO **SmartWebsite** Using artificial intelligence to create a website builder is especially useful if you want to create a longer text or are lacking an appealing formulation.

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The generative AI in the website builder works with a so-called prompt: Here, you tell the AI text function what kind of text you want and which keywords it should contain. The system then generates the text for you.

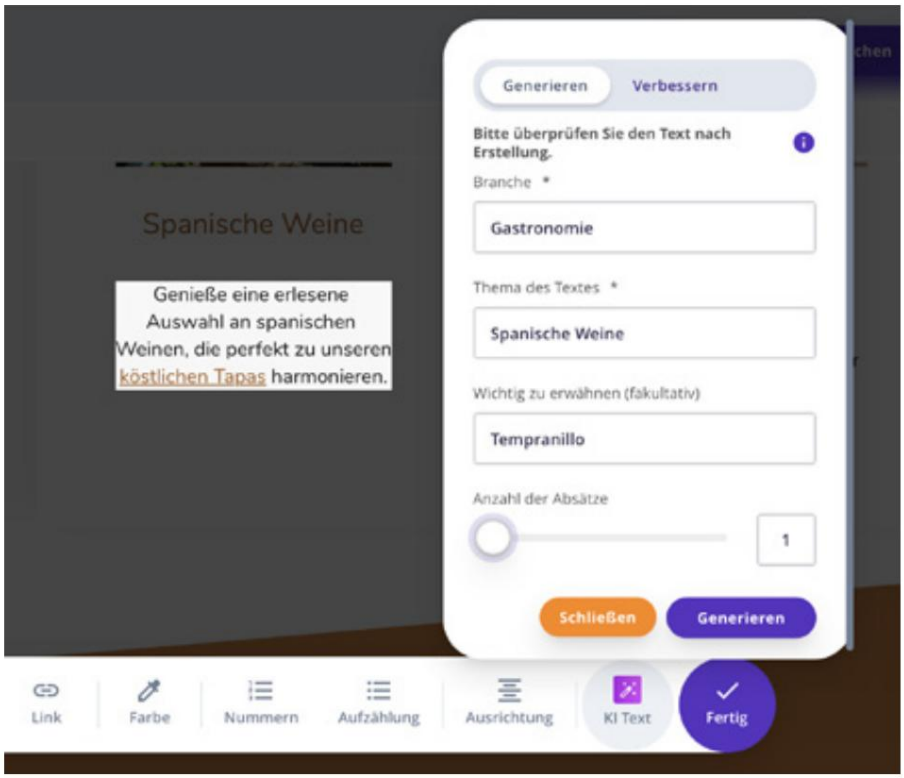
To do this, first click on the text field you want to fill with AI text or optimize. Then select "AI Text." There are two tabs here: "Generate" and "Enhance." Select "Generate" if you want to create new text and "Enhance" if you want to rephrase the existing text.

If you select “Generate,” you can now choose the industry, for example, “Restaurants.”
You also need to specify a topic for the AI to cover in a few words. The third field, "Important to mention," allows you to specify keywords for the AI to focus on. Finally, you can specify the length in paragraphs.

By clicking on “Generate”, STRATO **SmartWebsite** will then create your text.

If you select "Enhance," you have only one input field: the tone. Choose between different options such as "Professional," "Informative," or "Friendly" to rewrite the text in the desired tone. Clicking "Enhance" will have the AI modify the text accordingly.

The finished text will be automatically inserted into the selected area. If you like it, you're OK. Otherwise, you can select the text yourself and
edit or use the “Undo” function to restore the old text.



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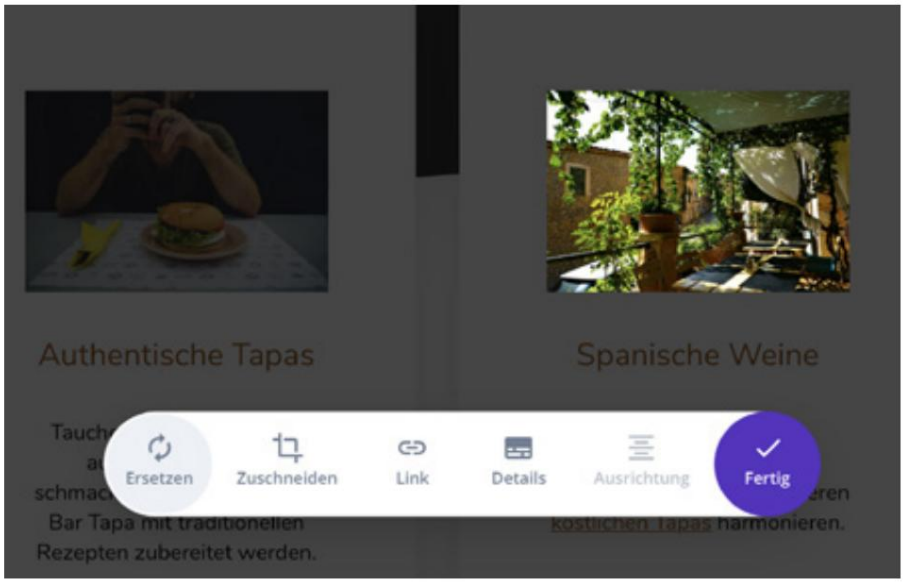
3.7. Modify, link, and label images

Similar to text, images also have the option of being optimized, even using AI if necessary. To edit an image, simply click on it in the template. The editing bar will then appear, and the rest of the page will be dimmed for a clearer view. When you're finished, you can click "Done" in the bar.



3.7.1. Replace image

The website builder's templates—whether you use a pre-built template or an AI template—come pre-loaded with images. If you don't like an image, you can replace it with another one by clicking "Replace."

The website builder will now display the image gallery. Under "Uploaded," you'll see all the images included in the template. You'll also find images you've uploaded yourself.

Click on the desired image and then select “Apply” to add it to the template.

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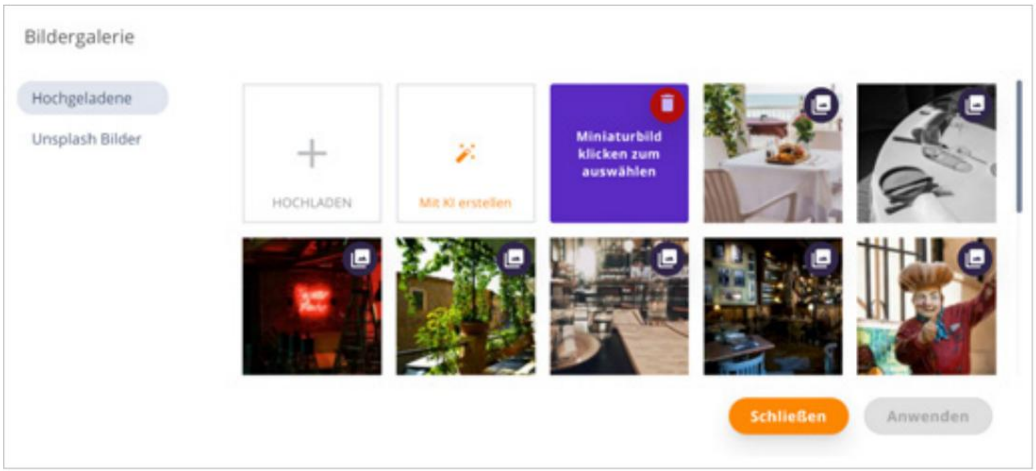


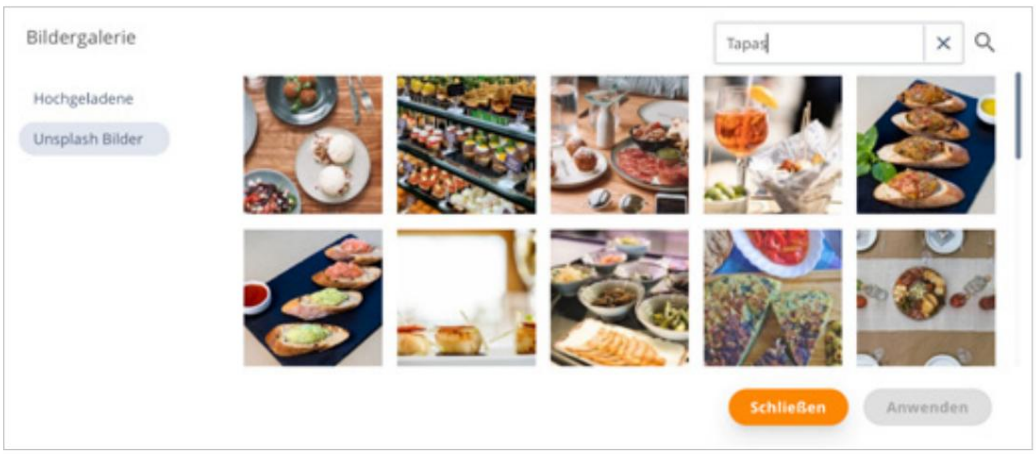
3.7.2. Upload image

To upload an image from your computer, click "Upload." A window will then open where you can select the image from your computer.
Click on “Upload” to add it to the photo gallery.

Tip: You can also upload multiple images within a folder at once. Select the desired images on your PC by holding down the (Ctrl) key.
Key. On Mac, you must hold down the Command key to select multiple images.

3.7.3. Finding stock photos

STRATO **SmartWebsite** gives you access to stock photos from Unsplash. This platform offers free, freely usable images from various photographers. Click on "Unsplash Images" and enter the image topic you need in the search field, such as "tapas." Then click the magnifying glass icon. If you find a suitable image, you can click on it and apply it to your website by clicking "Apply."



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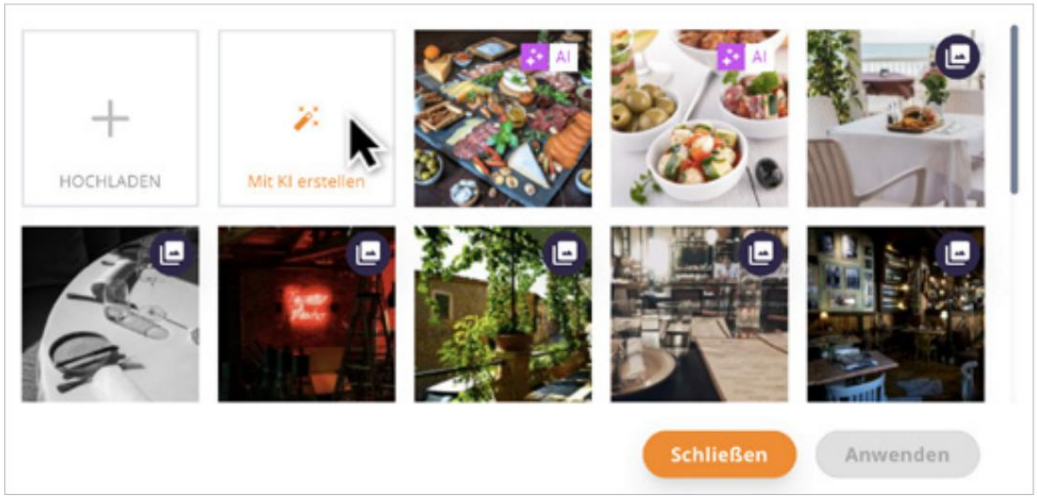
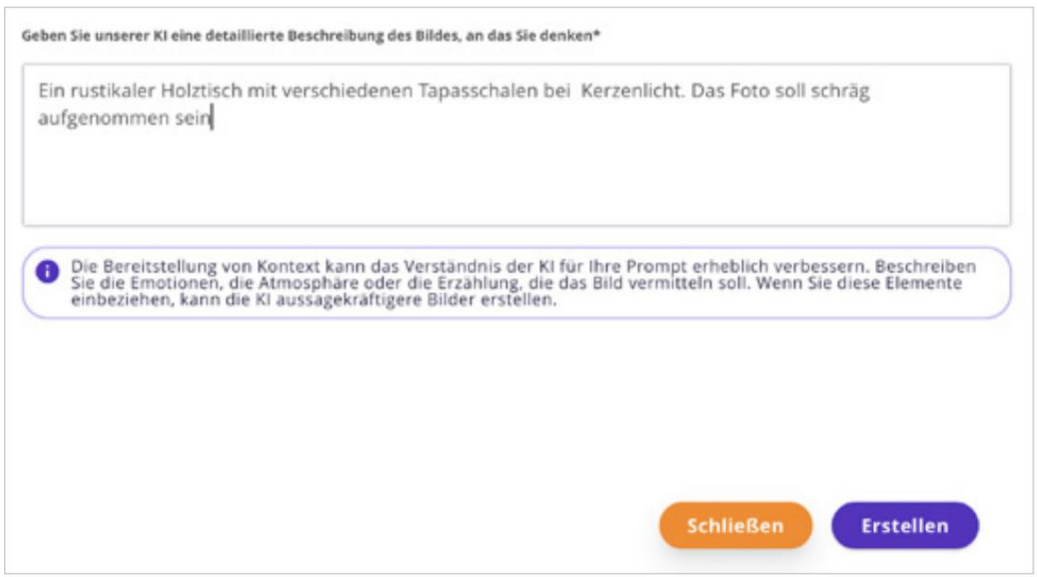
3.7.4. Creating images using AI

Just like with text, you can also have images created with the help of artificial intelligence in the website builder, exactly as you want them. To do this, click "Create with AI" under "Uploaded." STRATO's AI image generator uses text-to-image AI, so you would need to describe what you want to the AI with a short text.



For example, enter the following prompt: "A rustic wooden table with various tapas bowls by candlelight. The photo should be taken at an angle." The AI will now create a suitable image for you that shows the desired motif. This may take a few seconds. The highlight: The AI generates not only photos, but also drawings.



The generated image will be automatically highlighted. Click "Apply" to apply it to your website.

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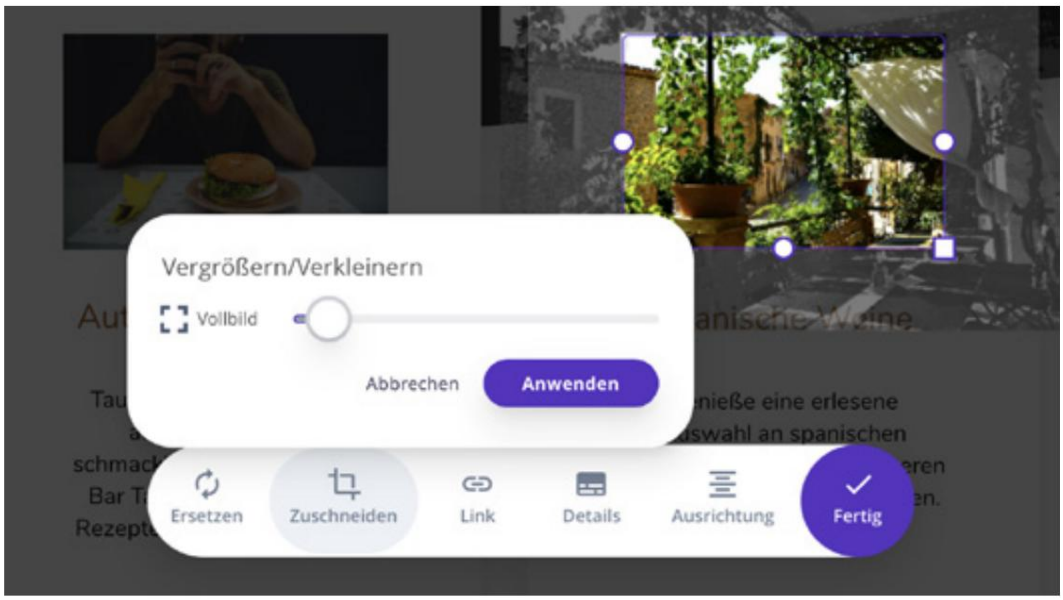
Tip: If you're not quite happy with the image yet, you can refine or adjust your description. You can create new images at any time. Be as precise as possible and give the AI image generator clear information to work with.

3.7.5. Crop image

If you want to crop an image that is already on the website, for example to highlight a section, you can do this using the "Crop" option: you can enlarge or reduce the image within the existing frame until the section is the way you want it.

You can also change the frame itself. Then click
“Apply” to accept the change.



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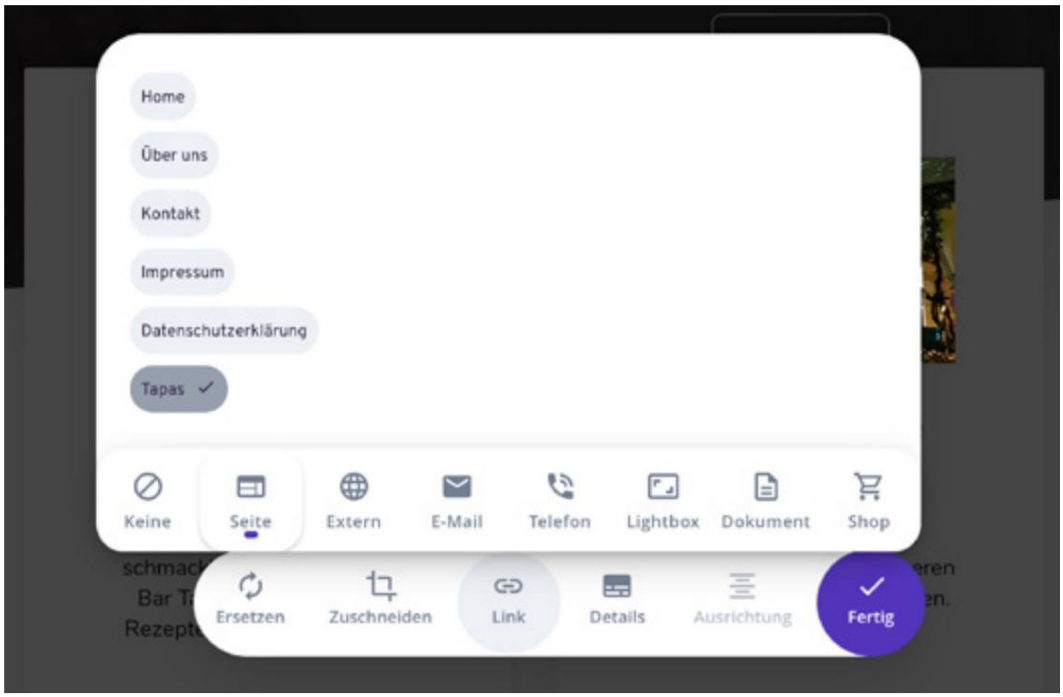
3.7.6. Linking an image

Just like with text, you also have the option of adding a link to images. This ensures that something happens when the image is clicked. In addition to the options found for text links, you also have the "Lightbox" option. This is a larger version of the image so visitors can examine it more closely. Select "Lightbox" and then "Apply": When a visitor clicks on the image, they'll see an attractive enlarged version.



3.7.7. Enter image title and alternative text

Even if it doesn't seem particularly important at first, "Details" allows you to add information about the image and its source. Alternative text is especially important if you want to make your website accessible: people with visual impairments can then have the image content read aloud to them. You should describe the image in the title. For photos by a photographer, it's a good idea to also include the author in the title, for example, "Photo: John Doe."

The alternative text should describe the image content. Briefly describe what the image shows and add information such as the title and the author. In the case of the tapas table from this post, this would be "A table full of delicious tapas by candlelight." You can choose a similar title and add the source here, for example: "Tapas table at Bar Tapa, photo: AI image generator."

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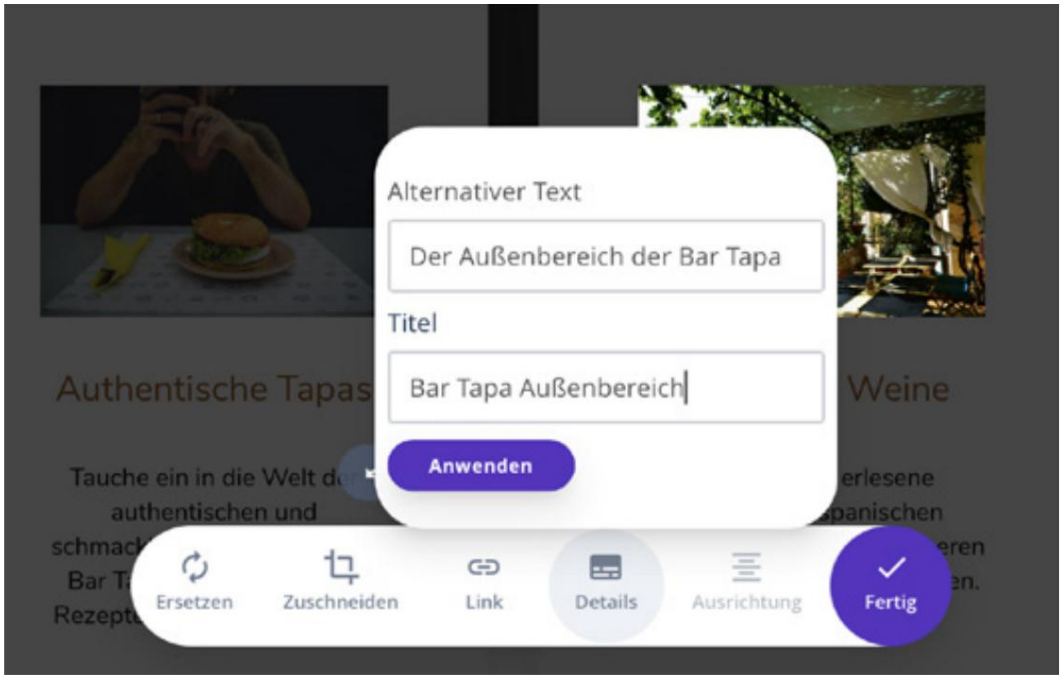

3.7.8. Aligning images

The "Align Images" feature allows you to display photos left-aligned, right-aligned, or centered within a field. This is especially relevant in tables; in standard templates, the option is typically grayed out.

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4. Sections & Apps: Extending the functionality of the website

With the help of sections and apps, you can significantly expand the scope and functionality of your STRATO **SmartWebsite** in just a few steps. You don't have to write a single line of code: The widgets are already included and preconfigured in the sections – all you have to do is add and customize them. You can also set up so-called apps on your website: These are additional functions that add value to a page.

4.1 What is a website section?

Your STRATO **SmartWebsite** is designed as a modular system based on sections. This means that content can be added with just a few clicks. Website sections are a particularly easy way to add a content area to your page: You can simply insert the section at the desired location and then fill it with content. This makes it possible to add a video, an image gallery, a contact form, or a map to your page, or create an additional text block, in just a few steps.

STRATO **SmartWebsite** offers a wide range of different section types, each tailored to the design of a website. There are ten categories of sections in total:

- **Article**
- **Booking**
- **Recommendation**
- **Gallery**
- **Contact**
- **Header**
- **Grid**
- **Text**
- **Video**
- **Above**

Some section types may appear in several of these categories. You can place the sections anywhere on your website with just a click. The sections themselves are available in up to nine different designs, each of which is already customized to match your website's design. This allows you to quickly and easily extend your website or individual subpages with elements, content, and functions.

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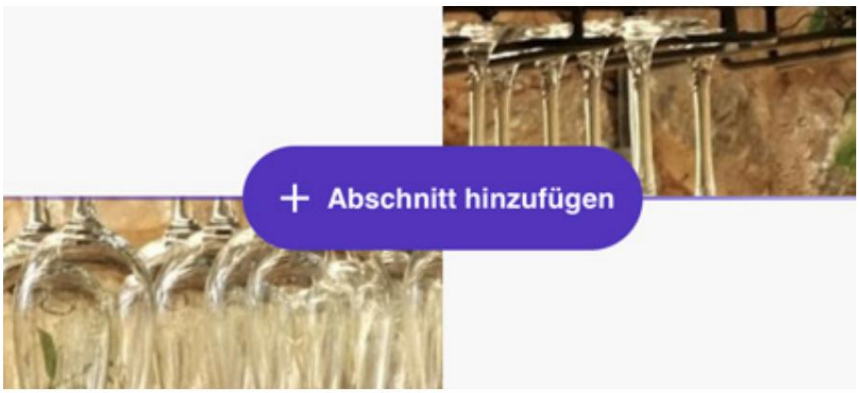
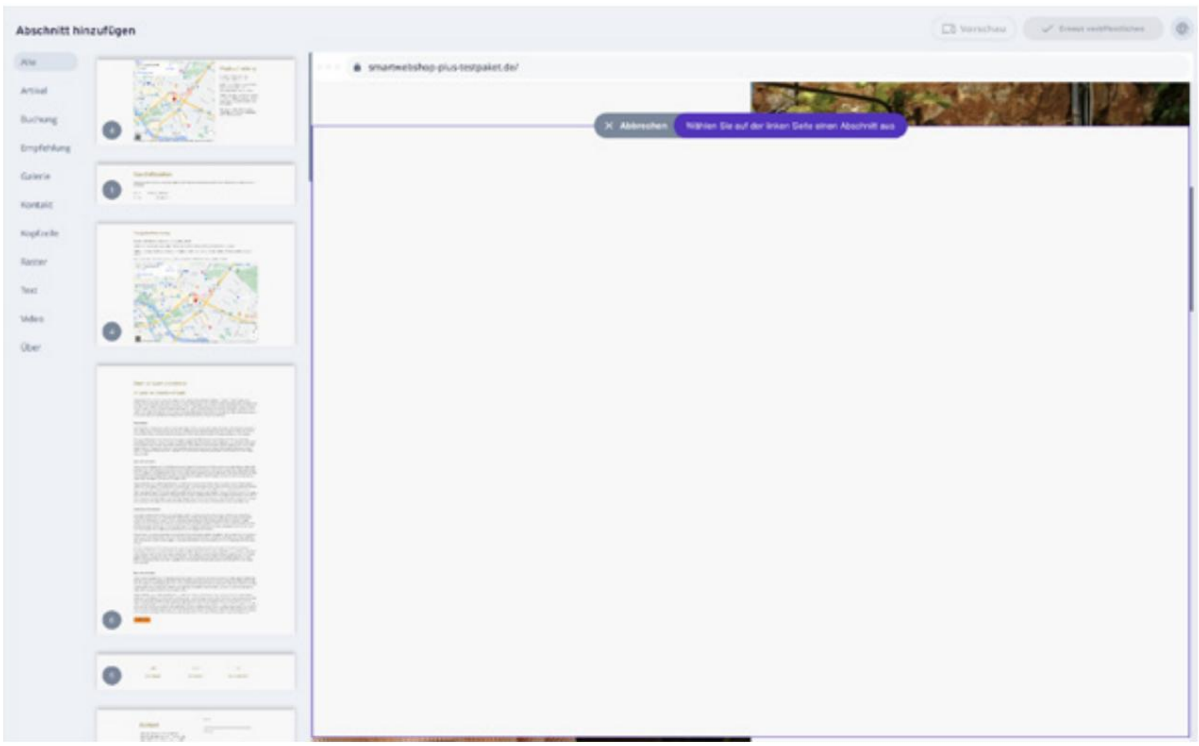
4.2. Adding and removing sections

4.2.1. Open the section editor

To open the section overview, you must be in the web page editor.
Now go to the homepage or a subpage where you want to add the section or feature.
The "Add Section" button will appear wherever it's possible to create a new section.



When you click the button, an empty section will be created at that location. At the same time, the website editor will open the section overview: Here you'll find all ten section categories as well as the overall "All" overview.



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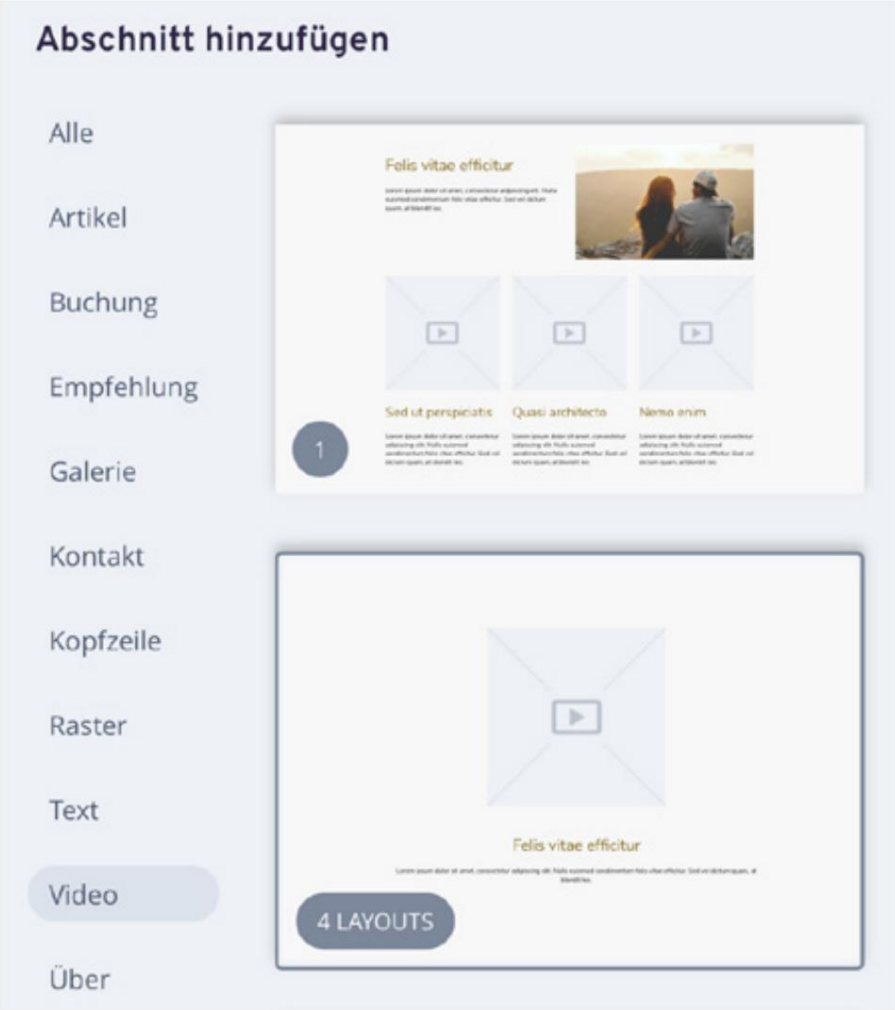
4.2.2. Select section

Now click on the category in which your desired section is located: For example, if you want to insert a video, click on “Video” to see the available section types.

The number in the circle on each section shows you how many different design options this section has before you insert it.



To illustrate the appearance of a section on your page, the dummy text that is already filled in the section serves as a guide. You can replace this with your own content after adding the section.

To place the section on your page, all you have to do is click on it: it will automatically be added to the layout in the previously empty space.

If you want to try a different section type, just click on it: it will be inserted automatically.

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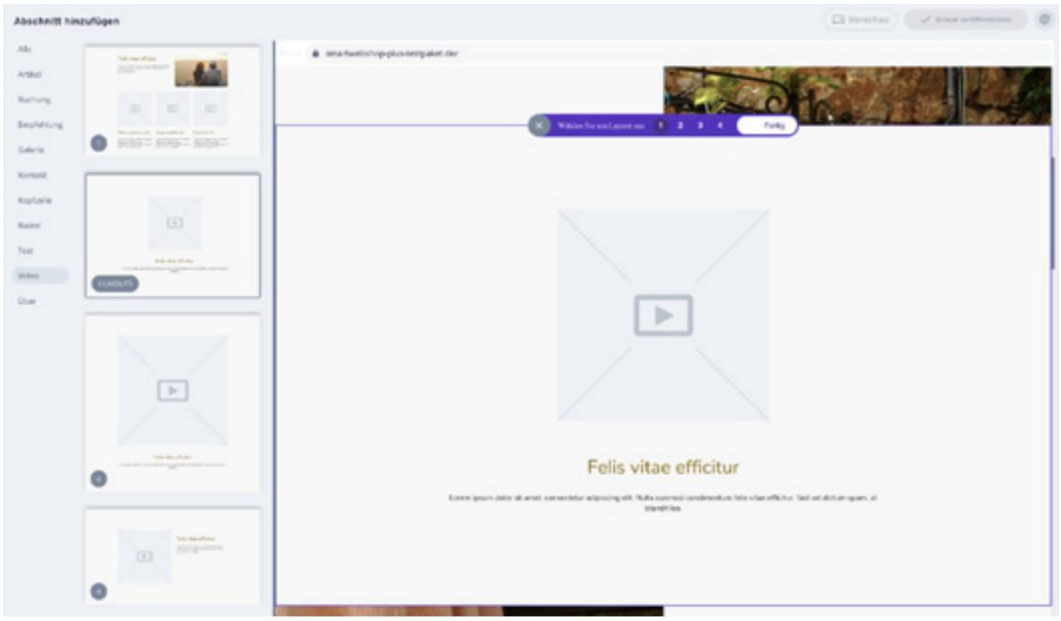
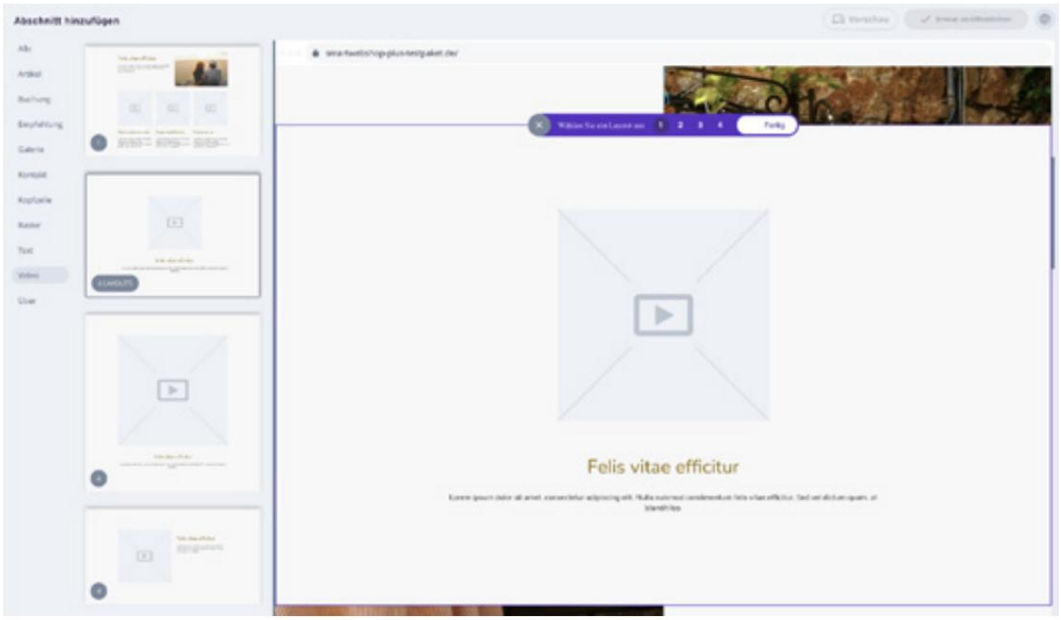


4.2.3 Select section layout

Each section type comes with several different layouts. Once the section is inserted, the website editor displays the layout selection: You'll see this above the newly inserted section in the form of a "Select a layout" field. In the video widget, for example, you can choose between four different layouts. Click the numbers to select the desired layout.



By clicking on “Done” you can now add the section to your page and edit the actual content.

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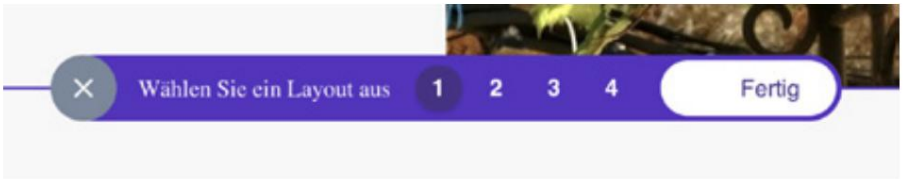
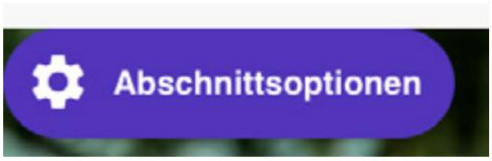


4.3 Copy, move or remove sections

Sometimes you may find that you like the section type and design you've chosen, but it's not in the right place. Perhaps you want to copy a section to another subpage or simply remove it. In all of these cases, the "Section Options" button, which appears in the top left corner of each section in the website editor when you hover over it, can help.

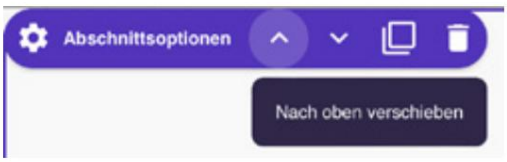


4.3.1. Move a section on the page

If you move a section up or down on only one page

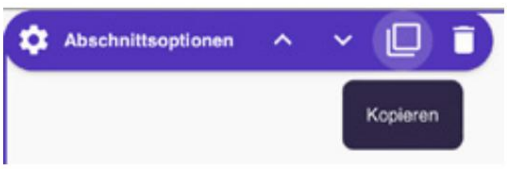
touch the section options with the mouse without clicking on them: This will bring up additional options. In these you will find two arrows, one up and one down, with which you can move the section up or down on the page.

can move down.



4.3.2. Duplicate a section or copy it to another page

You can also copy or duplicate a section using this menu: To do so, click the copy icon to the right of the arrows. This copies the section to the web page editor's clipboard.



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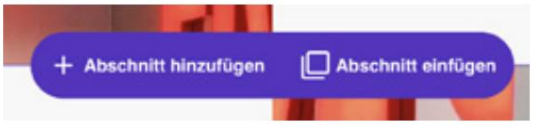
You can now either insert the section on the same page, i.e., duplicate it. Or you can select another subpage from the website menu and insert the section there. To do this, the "Insert Section" option will appear next to "Add Section" in each section. Click this option at the desired location: The section will now be inserted there.

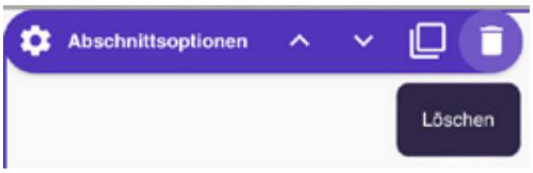
You can then edit, move, or delete the section like any other section.



Tip: If you plan to use a section multiple times, edit and finalize it first. Copying and pasting it later will save you the hassle.

4.3.3. Delete section

If you want to remove a section because you no longer need it, you can also do this using the section options' mouse-over menu: simply navigate to the section you want to delete, hover over the section options, and select the trash can icon.



The website editor will ask you again if you really want to delete the section. This protects you from accidental clicks. Click "Confirm" if you really want to delete the selected section. Otherwise, you can select "Cancel" to return to the editor.

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4.4. Section options

If you click the "Section Options" button in a section, you'll access another menu where you can further edit the section. This menu has three tabs for all section types:

- **AI content**
- **Elements**
- **Design**

The options available there are the same for all sections. You can customize the section here as you wish and fill it with content if necessary.

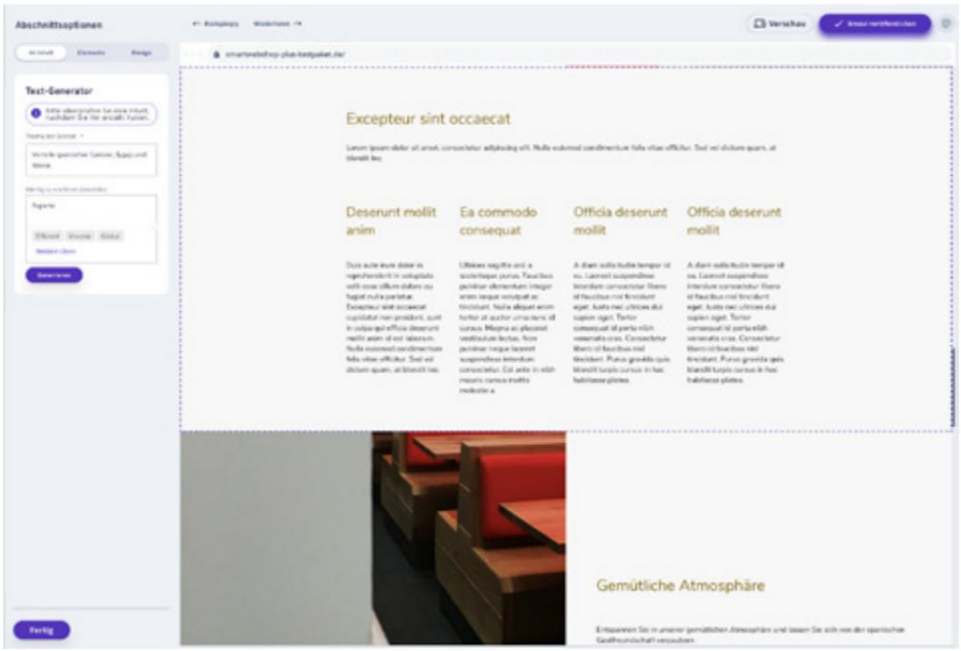
4.4.1. AI Content: Create AI text in a section

STRATO **SmartWebsite** has powerful AI features that help you create content. This is especially useful for text sections initially filled with dummy text, if you don't want to write the text yourself. Alternatively,

You can also let the AI write the text and then revise it yourself.

To do this, select the "AI Content" tab and enter a brief description of the desired section topic. It's also a good idea to select a tone under "Important to mention," such as "Expert" or "Visionary." You can also enter your own tone for the text. Then click "Generate."

STRATO **SmartWebsite** now generates the text for the selected section in just a few seconds. This way, you can fill the section with content in no time.



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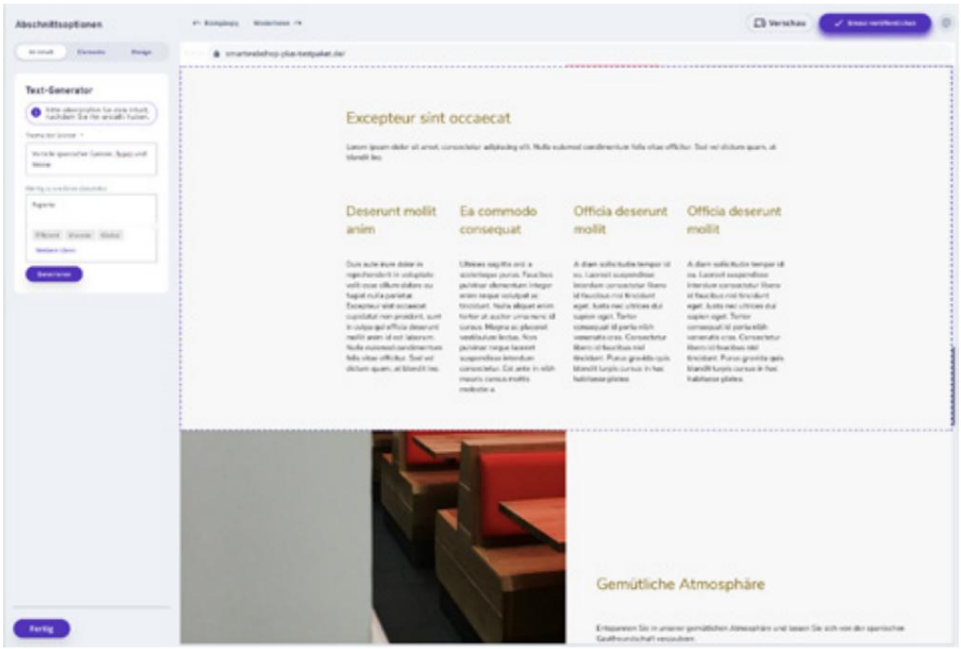
If you don't like the content, you can simply repeat the process with different inputs.



If you click on a text field within the section, you can fill it separately with AI content. The section option currently only generates text. If you want to create images using AI, click on the respective image and select AI creation.

Caution: AI is not infallible. You should review all texts and revise them if necessary before publishing.

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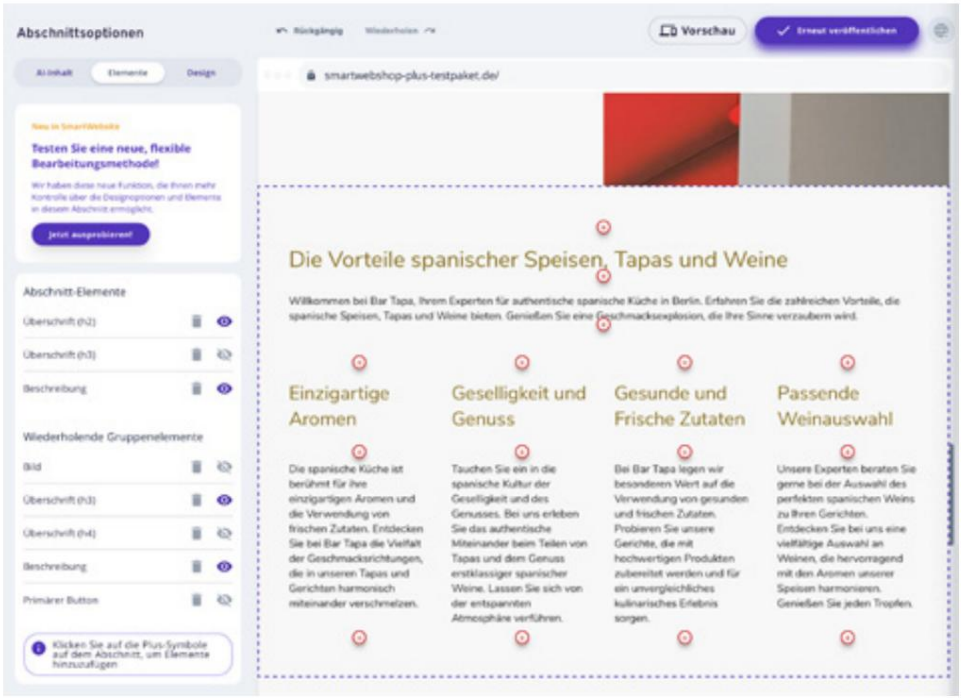
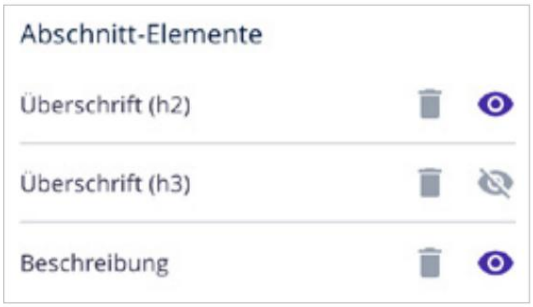
4.4.2. Managing elements of a section

The "Elements" tab allows you to edit the individual elements of each section and customize a section to your liking. The editor displays a whole range of options: the individual section elements in the options area, and a series of plus symbols in the actual editor.



Hide or delete items

The content of this option depends on the type of section.
Here you can show, hide, add, or delete the various components of the section. This has the advantage of allowing you to customize the section to your liking without having to delete and recreate an existing section.



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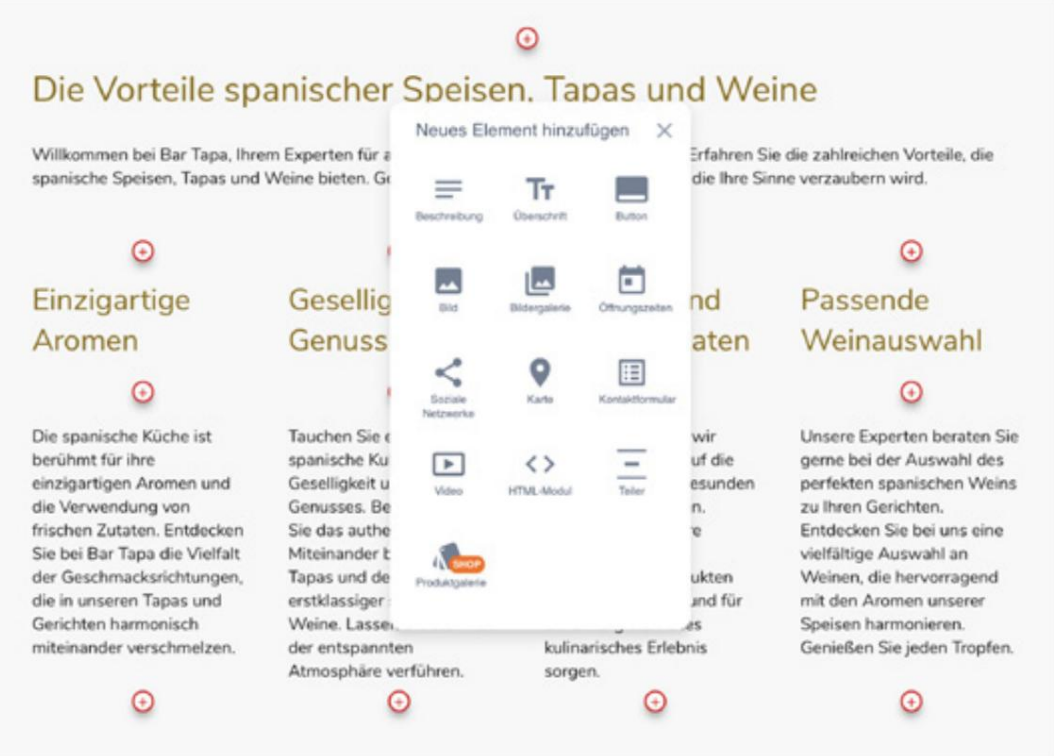
The elements are summarized as HTML elements: Here you will find various headings, descriptions, image elements, videos, buttons and everything else
of elements present in the section.

- Click the eye icon if you want to show or hide an element.
- Click the trash can icon if you want to completely remove an item.

Add elements

In the editor window, you can add elements by clicking the plus symbol at the desired location. This opens an additional window where you can add individual section elements. You can add the following elements:



- **Description text**

  Longer text in simple formatting that you can use to describe content.

- **Headings**

  Depending on their position in the section, headings are created as main heading (h1), subheading (h2), smaller heading (h3) or very small heading (h4).

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- **Buttons**

  Buttons are eye-catching buttons that you can use to trigger a link or an action, for example.

- **Pictures**

  The Image feature allows you to add a single image to the grid. Depending on the number of columns in your section, an image placeholder will be created for each column.

- **Image galleries**

  Image galleries contain multiple images. When you use them, multiple image placeholders are created per column in the section.

- **Opening hours**

  “Opening hours” is an element that allows you to specify opening hours.

- **Social networks**

  Use the Social Networks element to quickly add links to your social media profiles.

- **Map**

  A driving directions or a map for your visitors and customers?
  No problem with the map element.

- **Contact form**

  A contact form helps visitors and customers to get in touch with you
  Use this element to embed it on a page.

- **Video**

  The video element creates a video placeholder. You can later fill this with content, such as a YouTube video.

- **HTML module**

  The HTML module allows you to add new services or content that STRATO **SmartWebsite** does not yet support. You can also accommodate self-written code.

- **Product gallery**

  With the shop element, you can integrate a product gallery from your shop, provided you operate an online store. This allows you to offer your customers a selection of items at any location.

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This can be done using any plus symbol in any section. The section itself determines how the element will subsequently appear. For example, if the section has a four-column layout like in the example here, four video windows will also be added when you add a video element.

At the same time, the content type also appears in the Elements tab of the section options: You can now show, hide, or delete the video element here.

You can add any content element to a section. The option is the same for all sections, giving you great flexibility in how you design your sections.

4.4.3. Customize the design of a section

In addition to adding and removing elements and content, you can also customize sections in terms of colors, shape and layout to your liking.
Essentially, each section is initially created with the underlying layout of a website. You can customize this layout in the "Design" tab. The most interesting option here is the "Layout" option: This allows you to subsequently switch between the different layout options for a section type. However, this only works if you haven't yet customized the section using the other options.

Background of the section

The "Design" tab contains options for changing the section's background: You can choose between Color, Image, or None. If you select "None," the section will automatically use the default design.

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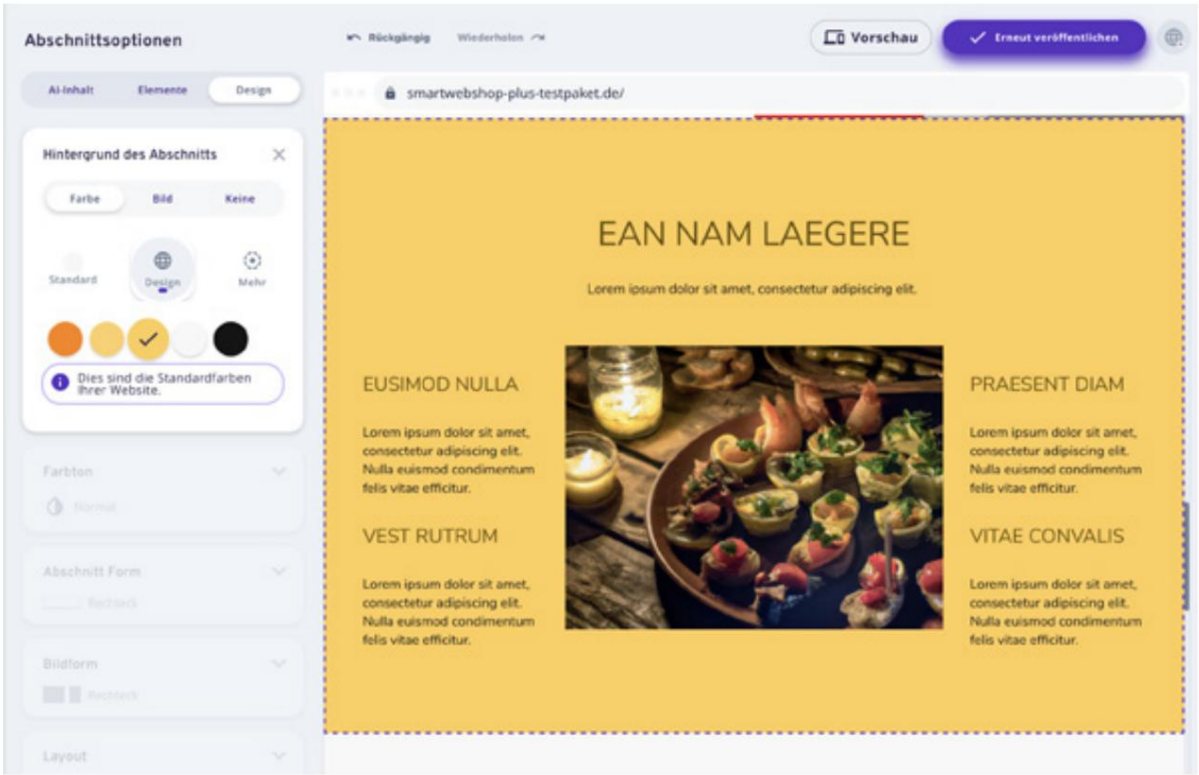
Change section color

Select "Color" to color a section. There you'll find additional options: Default, Theme, and More. "Default" uses the default colors, while "Theme" lets you choose colors from your page's color scheme. If you want to make the section a bit more eye-catching, you can define any color under "More."



Set background image of the section

If you want the section to have an image as its background, click "Image." You can select an existing image, choose a new one, or use an image from the AI.
have it created.

After inserting the background image, additional options appear: You can replace the image, move it, or adjust its scrolling behavior. The background image is automatically overlaid with a color to make it blend into the background. You can adjust the strength of this overlay and the color used using the "Overlay Color" options.

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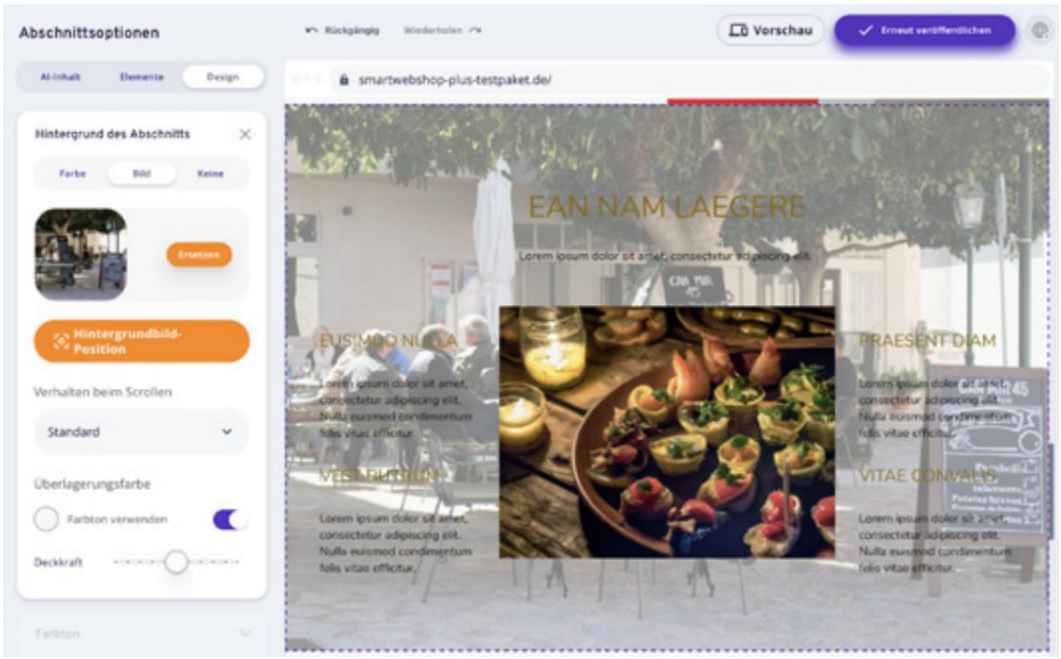
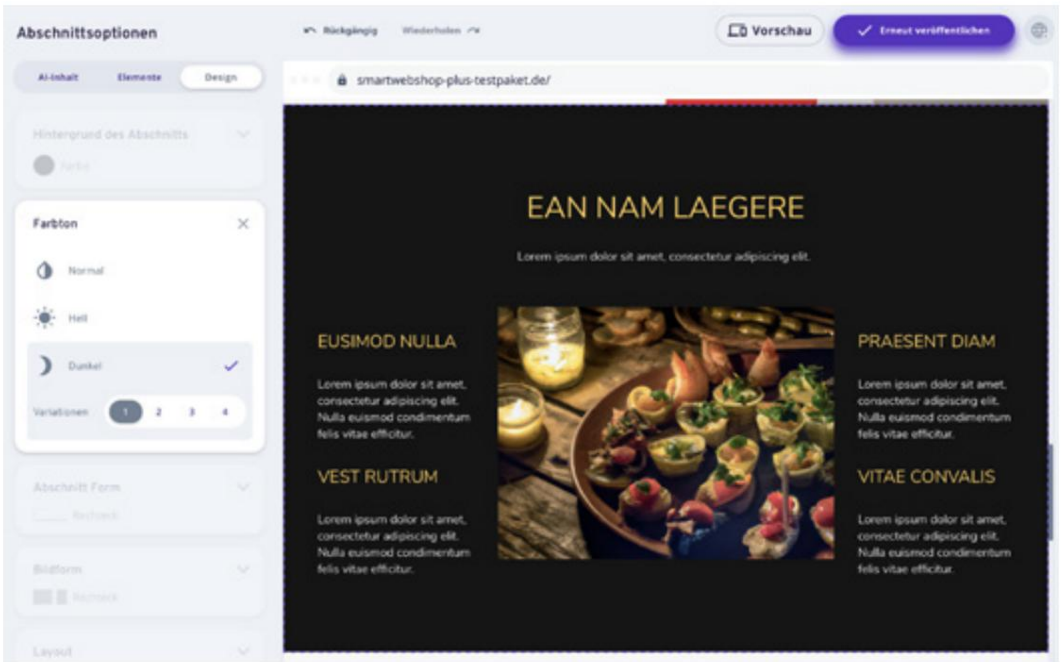


Set color tone

Instead of editing the color, you can also simply make the section light or dark. The Hue option helps you do this, allowing you to switch not only between light and dark, but also between different shades. Click "Normal" to restore the default settings.



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Add form section

The "Section Shape" option allows you to design the section a bit more organically: Normally, the sections on the STRATO **SmartWebsite** are simply rectangular. If you want to add a design accent, you can add a cloud pattern or a slanted edge to the section. This creates a visual eye-catcher and is ideal for areas of a page that you want to emphasize.

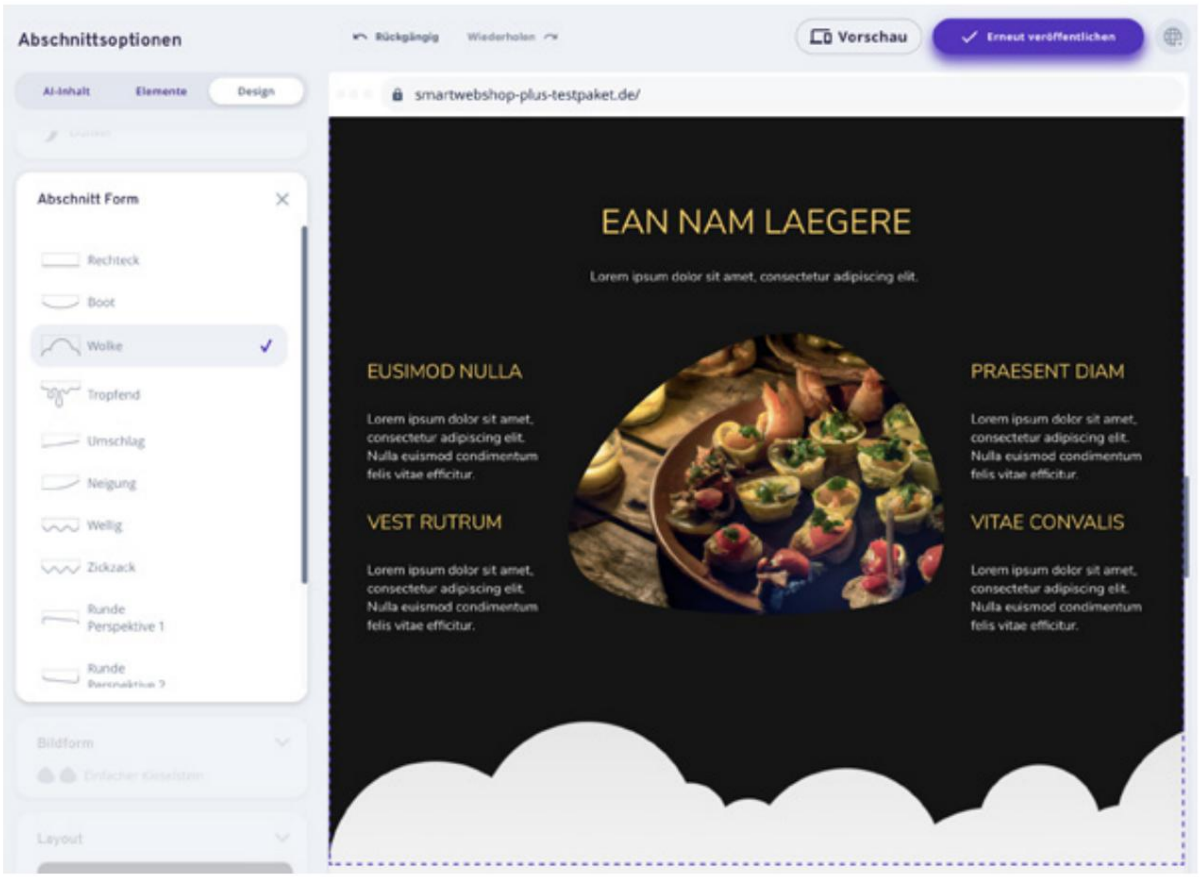
If you want to remove the section shape, click on “Rectangle”.

Use image form

As with the section itself, you can also make the images in the section more organic.
Instead of the strict rectangle, you can use shapes like "rounded rectangle," "pebble," or "drip." This provides visual variety and, depending on the theme of your site, can be a nice option for arranging images.

If you want to remove the image shape again, simply select “Rectangle”.

When you're finished making all the adjustments in the section options, click Done: The section options will close and the changes to the sections will now be applied to your website.



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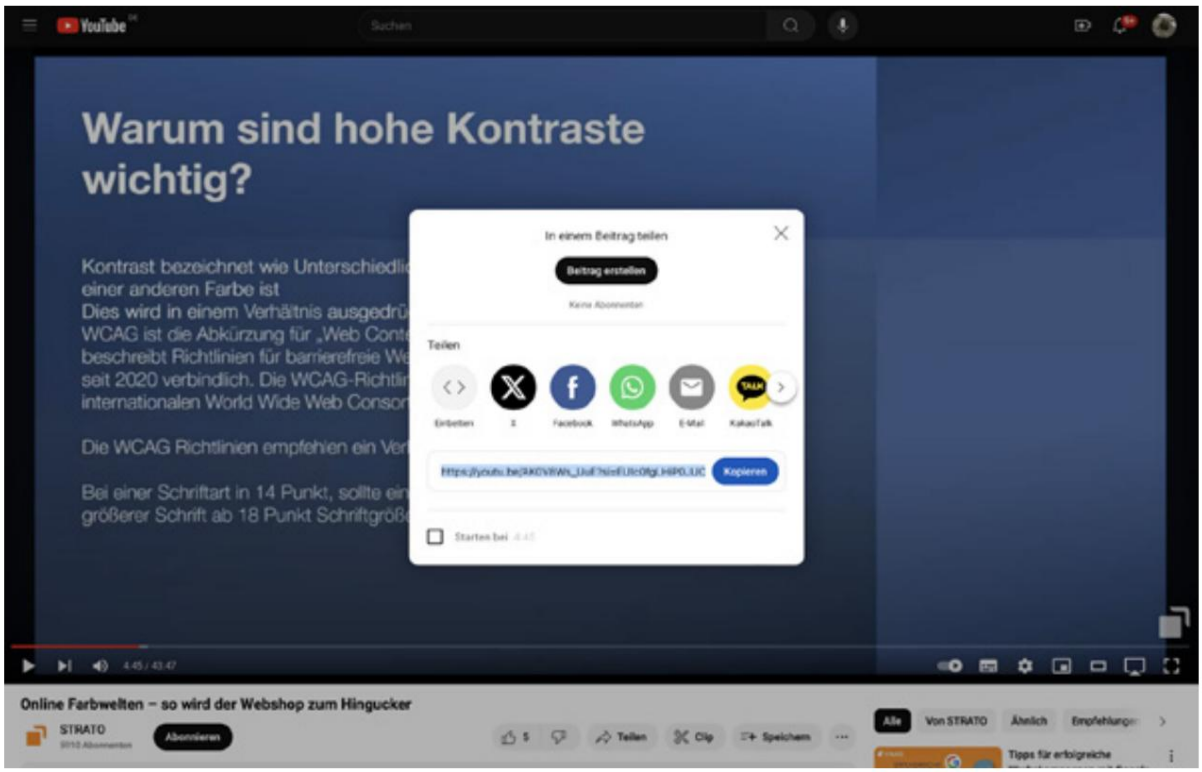
4.5. Customize section elements

You've now designed the section according to your ideas. You can now customize the individual elements separately as described. However, there are still some functional elements that need to be customized differently. Below, we'll show you how to do this quickly and easily.

4.5.1. Add video to section element

If you have inserted a section with a video placeholder, you can now easily insert a video: Video elements work with a link to the video at
Youtube: You must upload a video to Youtube beforehand to use it in STRATO to use **SmartWebsite .**

Click the video placeholder in the section. Here, you'll find only one field where you can enter a link. Open the YouTube video at www.youtube.com and click "Share." Copy the video URL by clicking "Copy."
Alternatively, you can simply copy the URL from your browser's URL bar using
Right click and copy to clipboard.



Then click on the video element in the STRATO **SmartWebsite .** Click
Click "Link" and paste the URL of the YouTube video. Click "Apply" and then "Done": The video is now embedded on the website.

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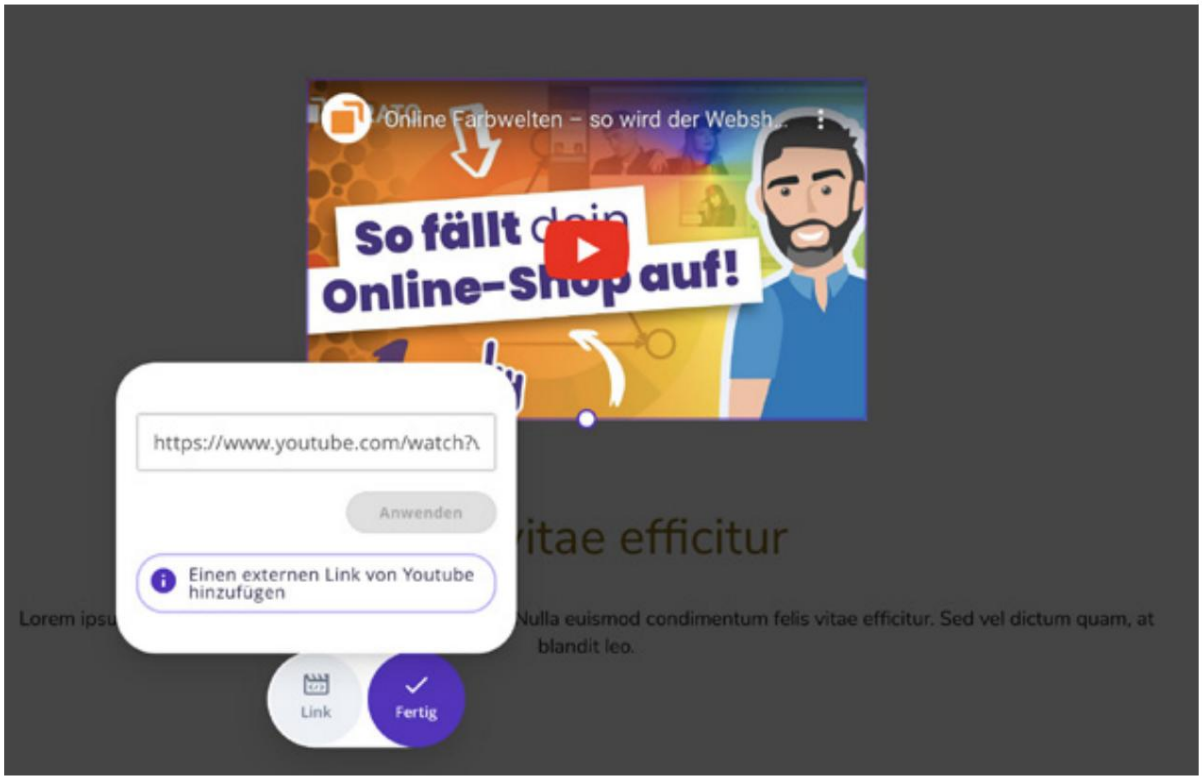
You can now adjust the display size using the small circle below the video: Drag the point up or down to enlarge or reduce the video vertically.



4.5.2. Changing images in section elements

If you want to change an image in a section element, simply click on it. You'll then have several options: replace the image, crop it, link it, or add details. Depending on the section type, you can also change the alignment.

4.5.3. Customize image galleries in sections

Just like with individual images, STRATO **SmartWebsite** first creates placeholder images in new gallery sections. You can edit these by clicking on the image gallery in the editor. This opens the gallery management. Here you can see all the images in the specified order.

Change image order

To change the order of the images in the gallery, simply drag them to the desired location with your mouse: Click on the image and drag it to the position you want it to be. Then release.

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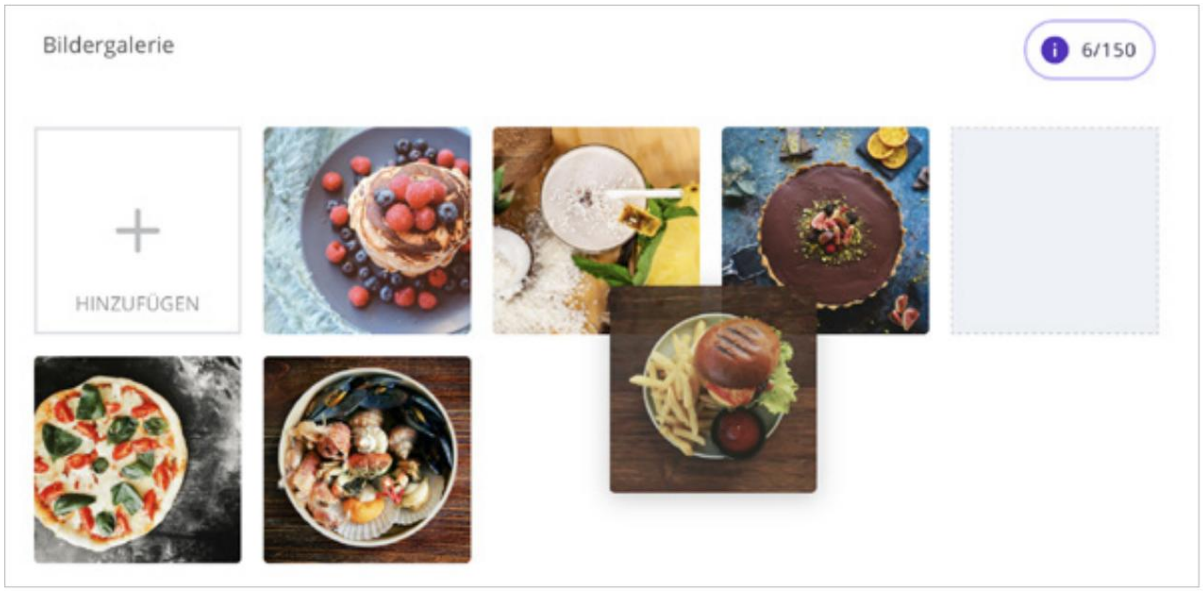

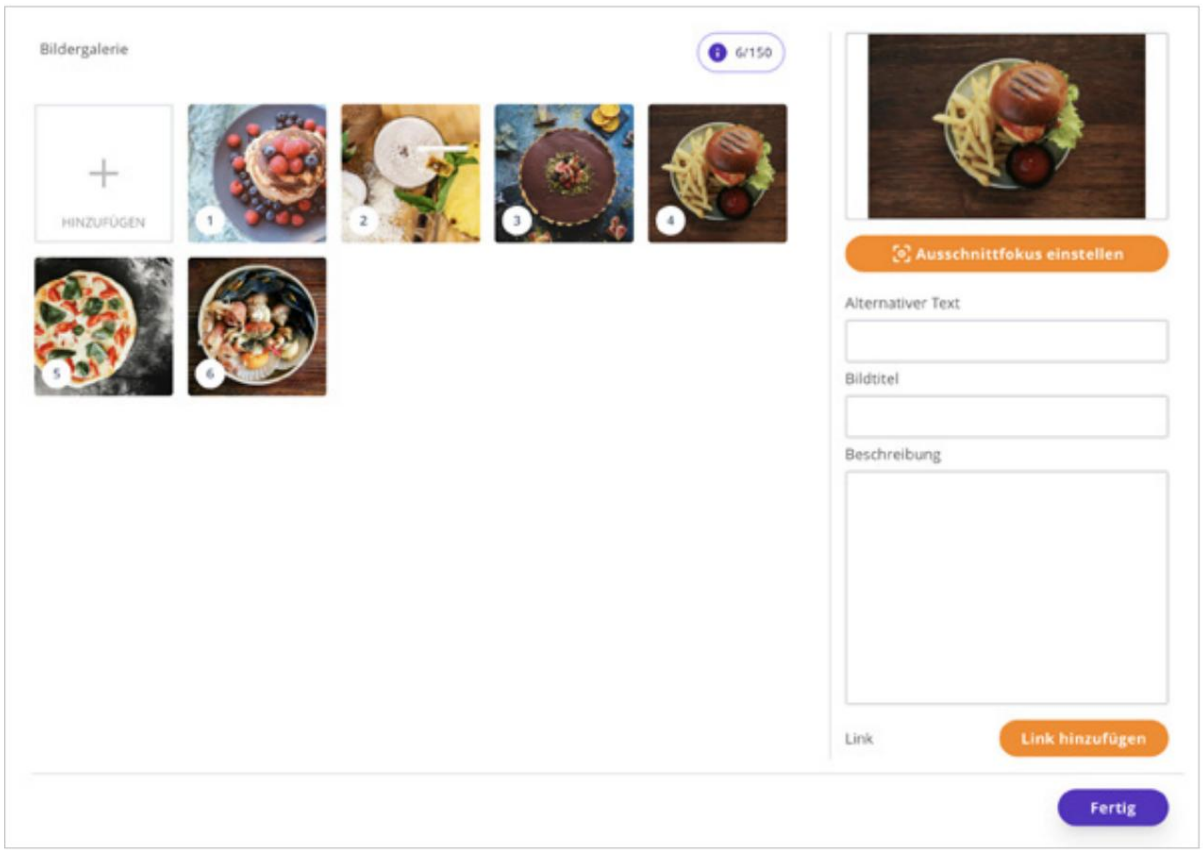

Add, change or remove images in galleries

To replace an image in the gallery, you must first create or upload a new image using AI. To do so, select "Add": The image library will open. Upload an image, select a free stock photo from Unsplash or

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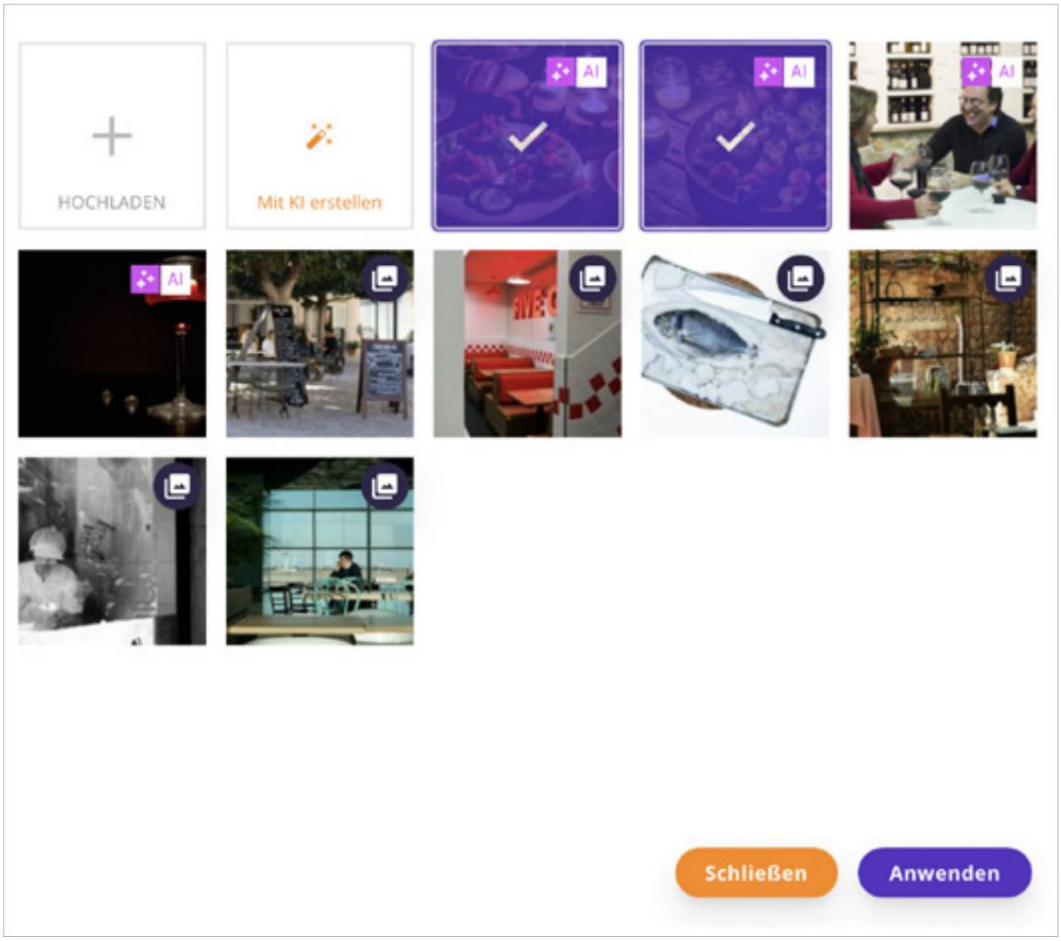
Create one or more images using AI. Then select them with a mouse click and select "Apply" to add them to the gallery.



The image gallery will now be expanded to include the new images. To remove images, click on them and then select the minus symbol. The image will then be removed from the image gallery.

Please note: If the images are automatically generated, they will no longer be available in the media library.

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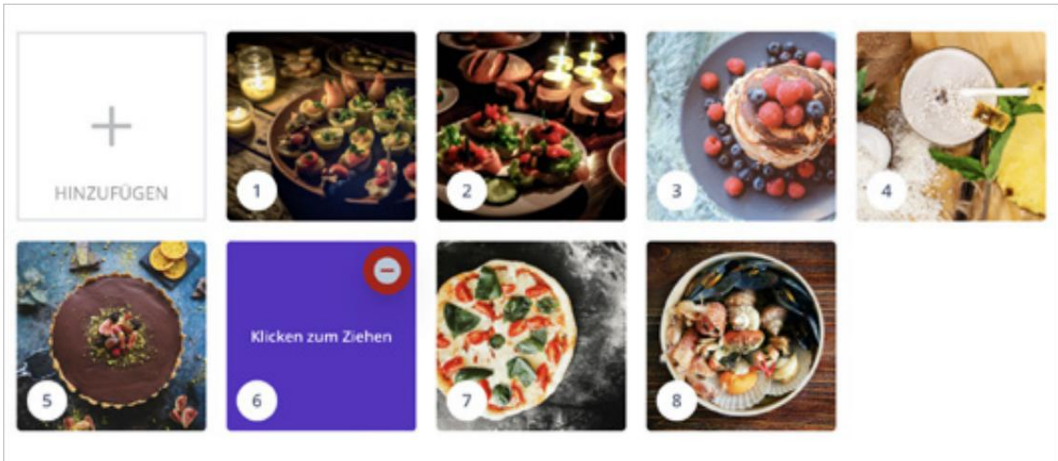
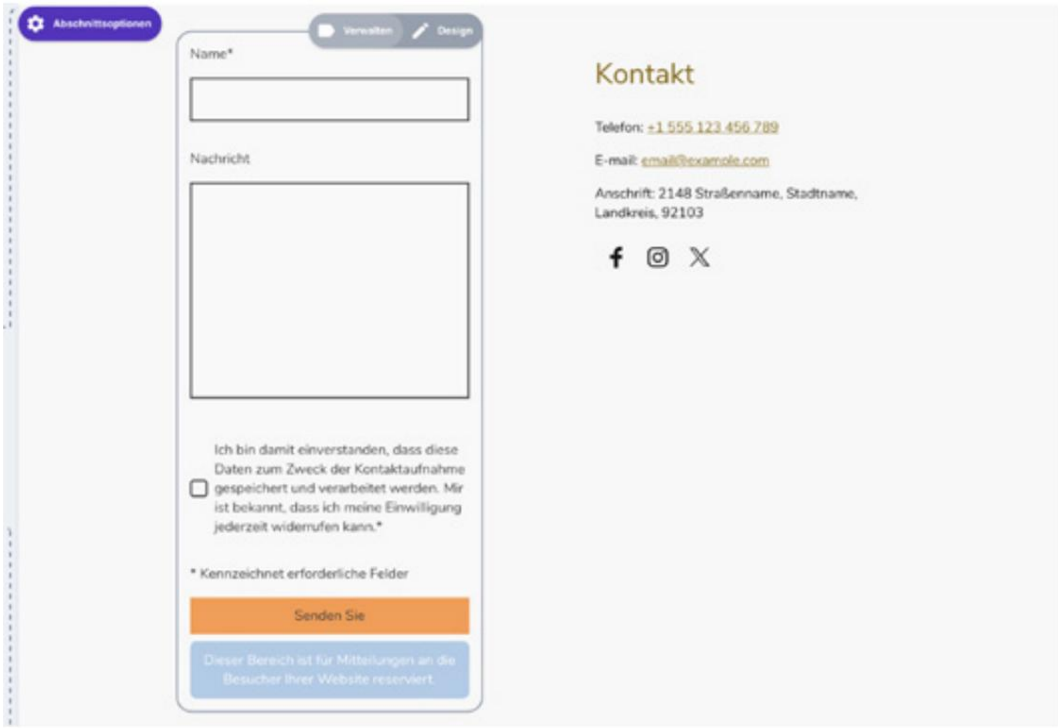


4.5.4. Edit contact form

To create a contact form, you must first create a section with
You can then move the mouse over the

Navigate to the contact form: The "Manage" button will appear in the top right corner. Click it.



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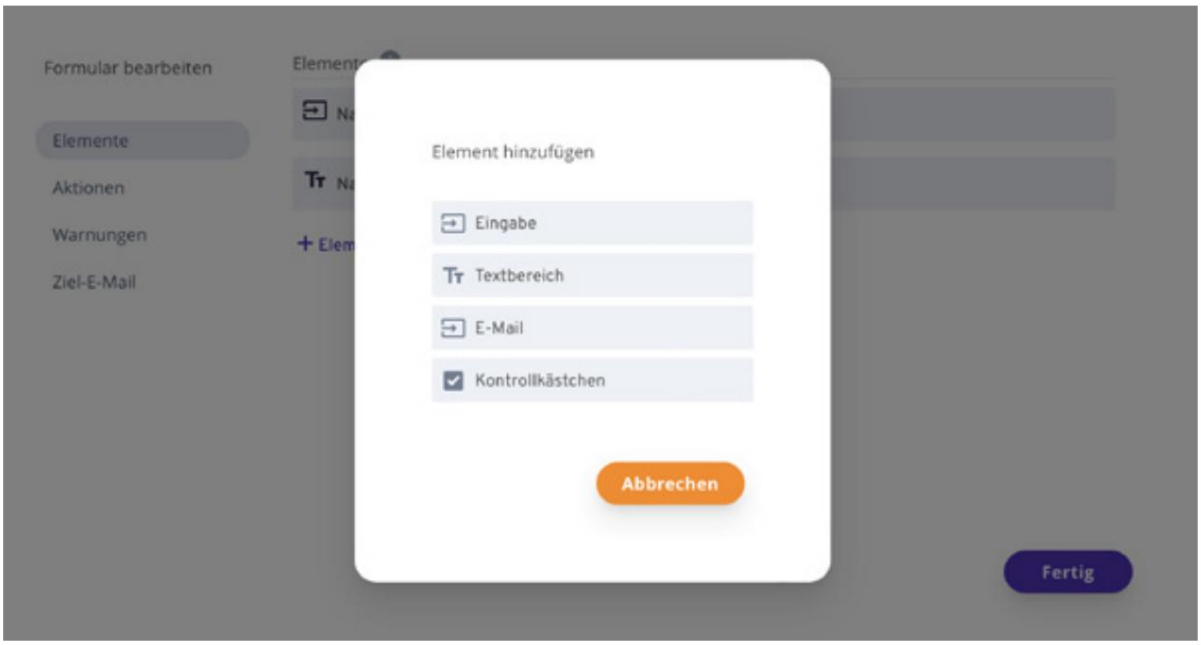
Set contact email address

Here you'll find the options for the contact form. Here you can add or delete elements, define actions and alerts, and enter a destination email address. First, click "Destination Email" and enter the address to which contact requests should be sent.

Add or remove contact form elements

Contact forms typically consist of at least a text area and a name field. It's also a good idea to include an email address so you can respond to the contact request. Click "Elements" and then select "Add Element." Select "Email." The additional field will now be added to the list.

You can easily move the elements with the mouse.



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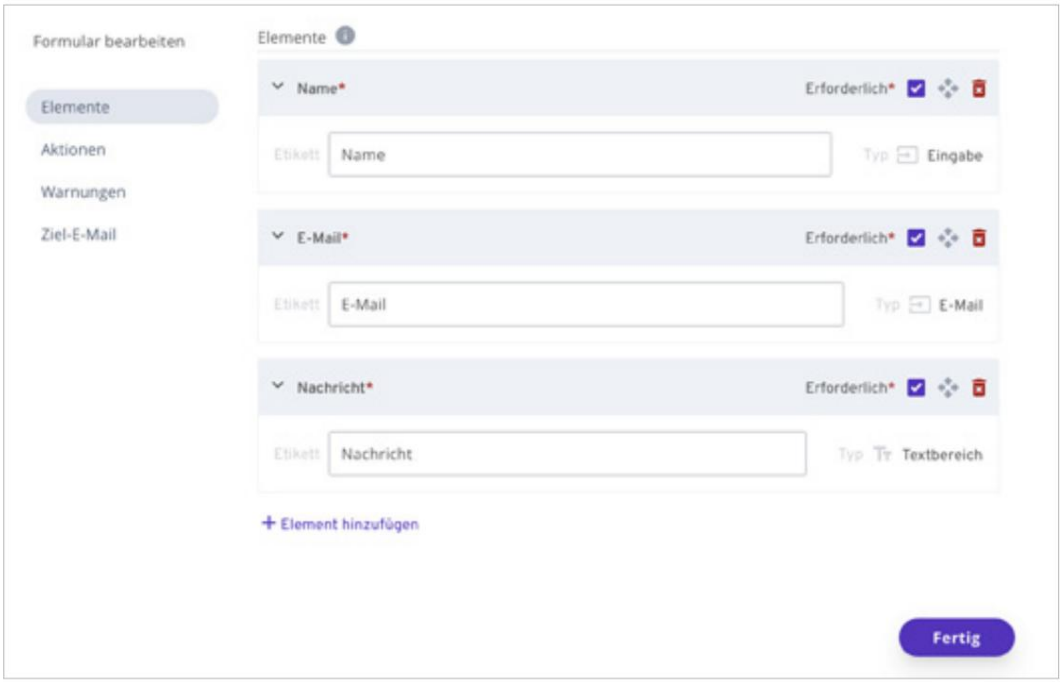
Customize contact form elements

To customize the fields, click on the respective element: You can now assign a label, for example, "Request Text" instead of "Message." Also, check the "Required" box in all elements so that visitors fill out the contact request correctly.

If you want to remove an item, click on the trash can icon.



Customize the send button and set actions

To customize the send button and set actions, click "Actions": Here you'll find the "Enable Captcha" action to implement spam protection. A captcha separates real people from so-called bots, i.e., automated visitors who only want to send spam messages.

You must obtain GDPR consent because you must store the email address for contact requests.

You can change the text of the send button under “Button” according to your wishes adjust.

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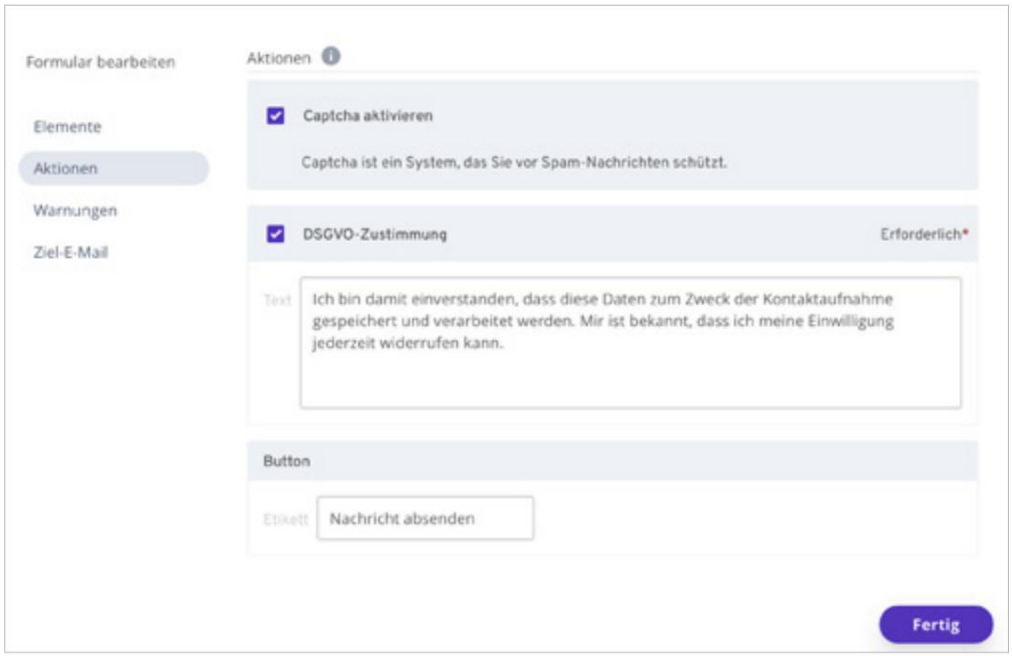
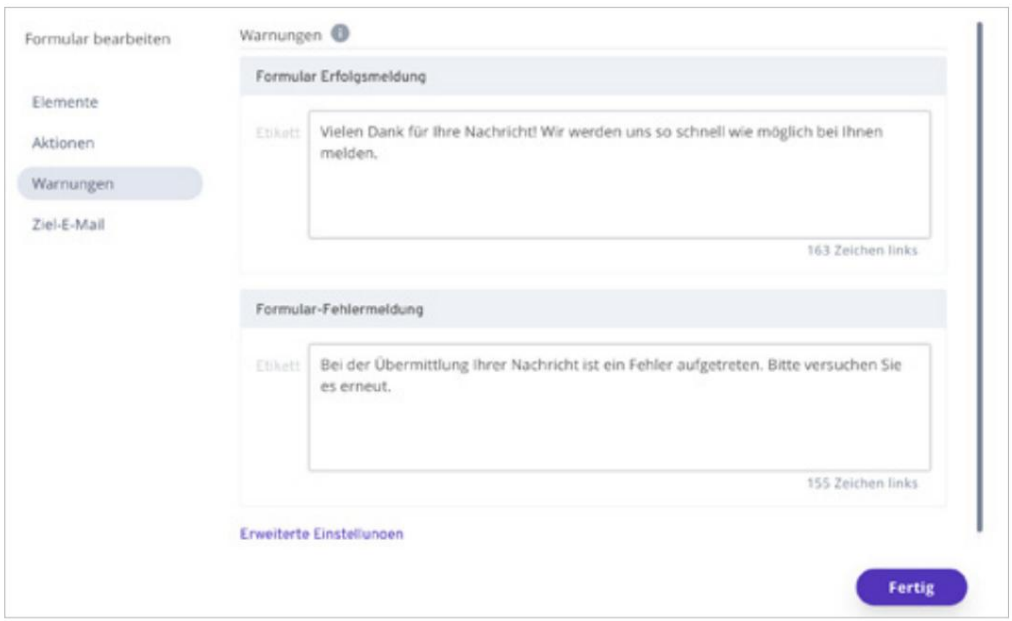


Edit warning texts

If you mark contact form elements as "Required," STRATO **SmartWebsite** will display error messages to visitors if they haven't filled out the element correctly. You can customize these error messages under "Warnings."

Under “Advanced Settings” you will find further warnings, which you can also adjust here.



Once you have finished setting up the contact form, you must apply the changes by clicking on “Done”.

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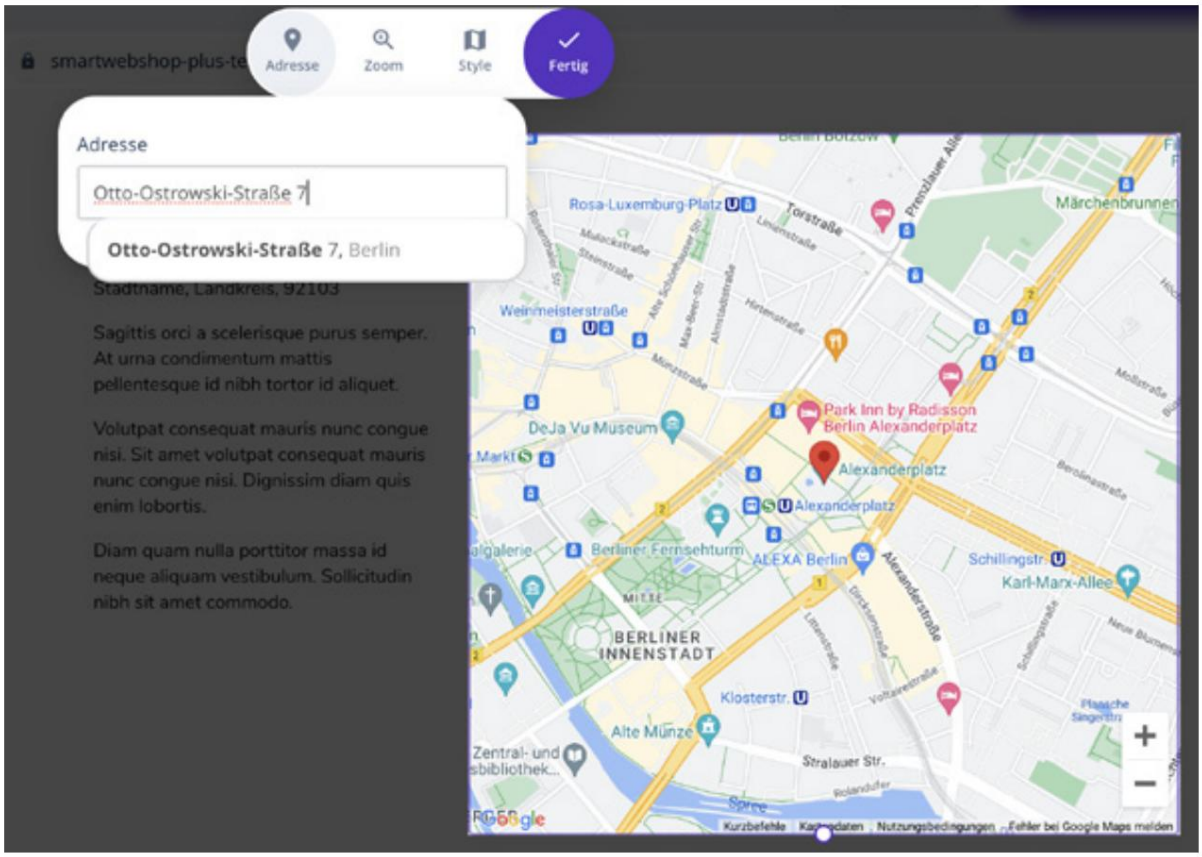
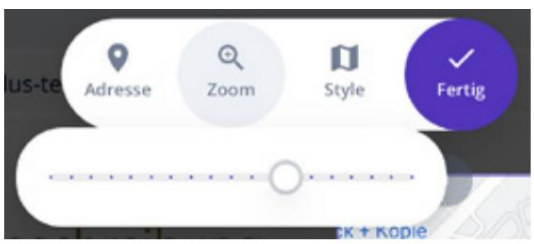
4.5.5. Customize map element

In some sections you will find the map element: This is a

Google Maps integration. Click on this to edit it. You have three options: Address, Zoom, and Style. First, click "Address" to set the address of the waypoint—for example, the address of the business. The map element has a live search. You can simply type in the address and then select from the options. Press Enter to set the address.





You can use the "Zoom" button to enlarge or reduce the map section on your page. Simply move the slider to the desired size. We recommend choosing a medium-sized section that also includes the surrounding area. This makes it easier for customers to find you.

With the “Style” switch you can choose between the map and satellite view (“roadmap”) of Google Maps.

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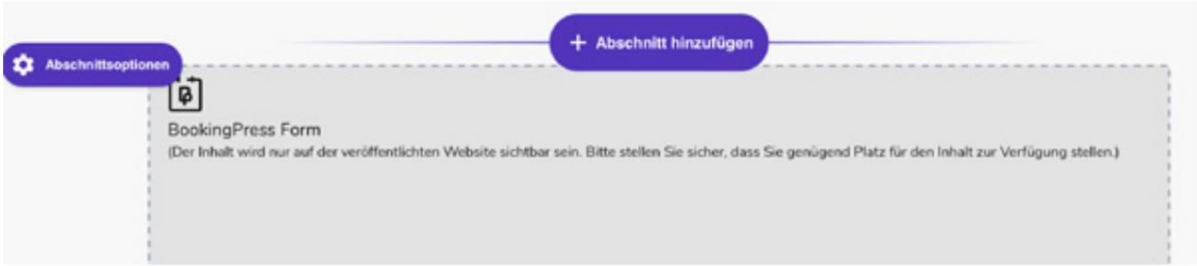
Just like with the videos, you can also zoom in or out of the map element horizontally by grabbing the small circle with the mouse and moving it.

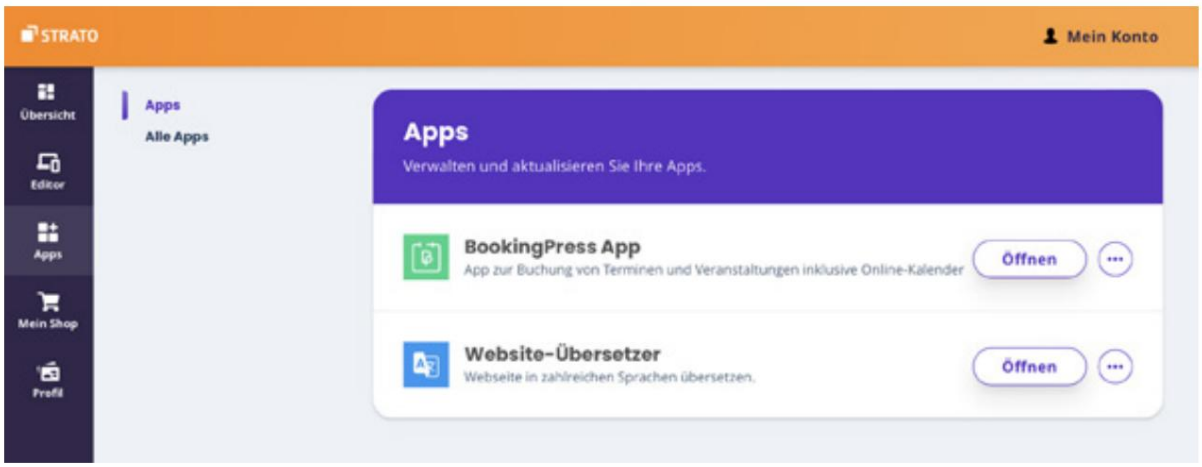
Then click “Done”.

4.5.6. Fill out the booking form

The booking form is a special section because it integrates a third-party service. You can't set this up in the editor itself, but rather in the project dashboard. When you add a corresponding section, it initially looks very simple:



To activate the Booking Press form for bookings – for example, for your restaurant or a service – you need to go to the project dashboard of the STRATO **SmartWebsite .** On the left, you'll find the "Apps" tab. Clicking on it will open the Booking Press app by clicking "Open."



Fill out the Booking Press app

Now fill in all fields of the Booking Press app with your company’s details.
Then select "Next" to set the possible booking times and the currency (Euro). After clicking "Next" again, you can configure the service options: Enter the name, price, and duration of the service. Follow the setup process until it's complete.

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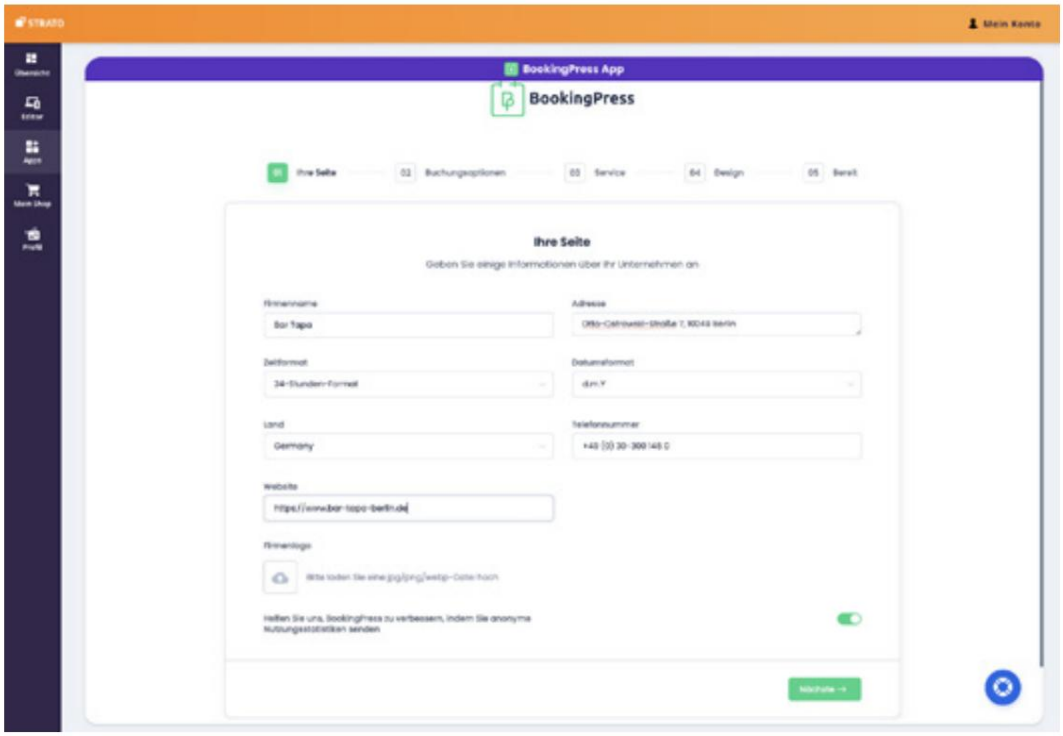
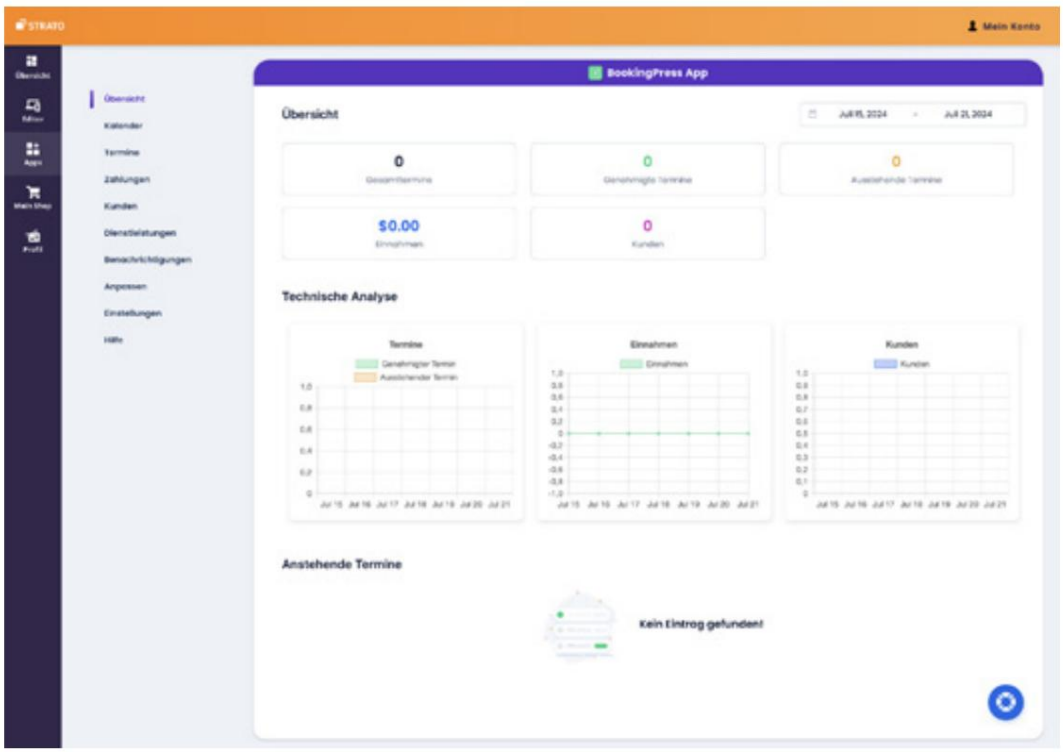
You can use the Booking Press app to view your bookings and the revenue they've generated at any time. You can also manage services, clients, appointments, and payments here.





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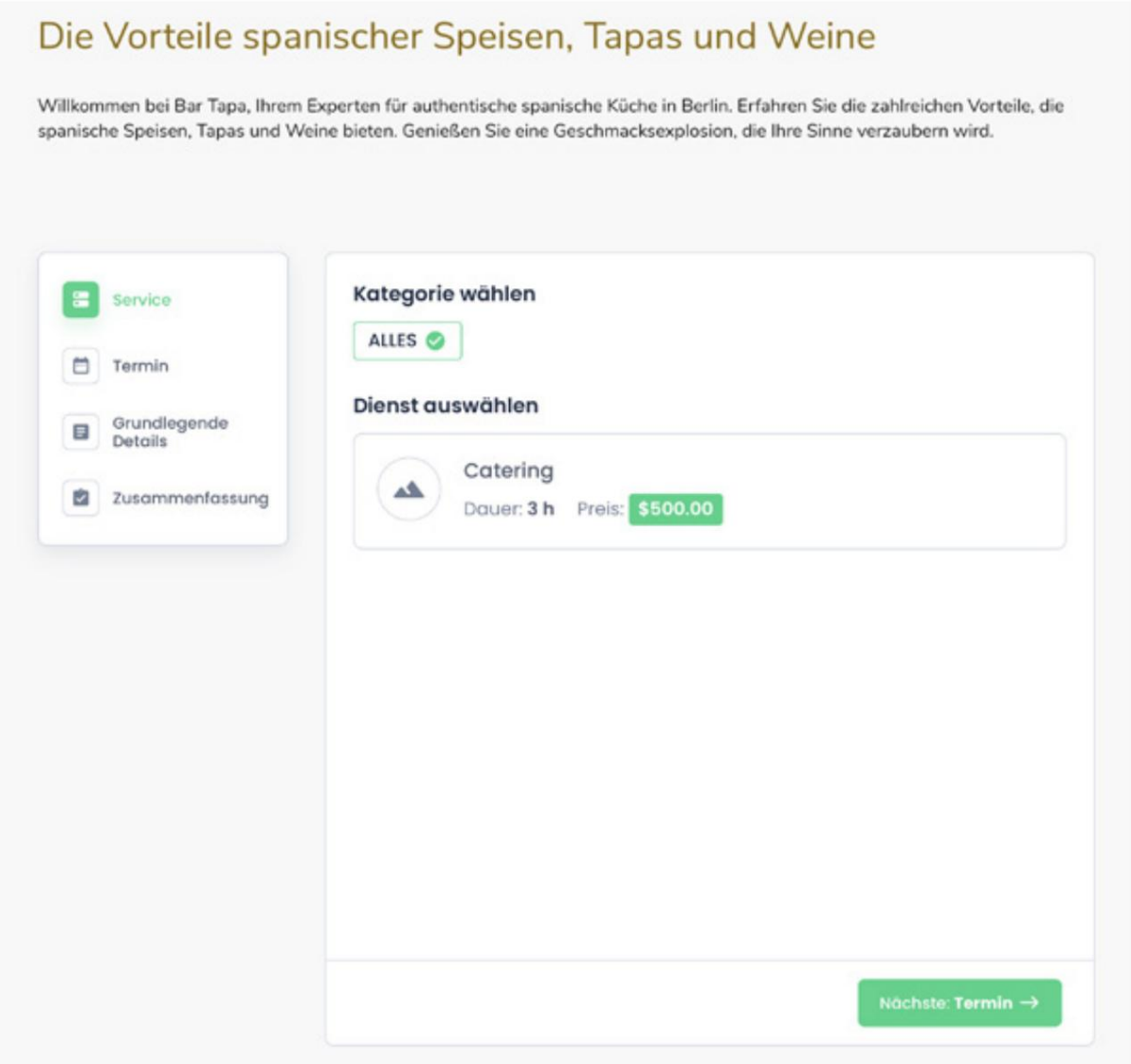
In the section, the Booking Press element still looks very simple. You can only see the full display once you've published your website. To do so, click "Republish." The Booking Press app content will now appear on your website. To edit it, you'll need to access the app in the project dashboard and make the changes there.



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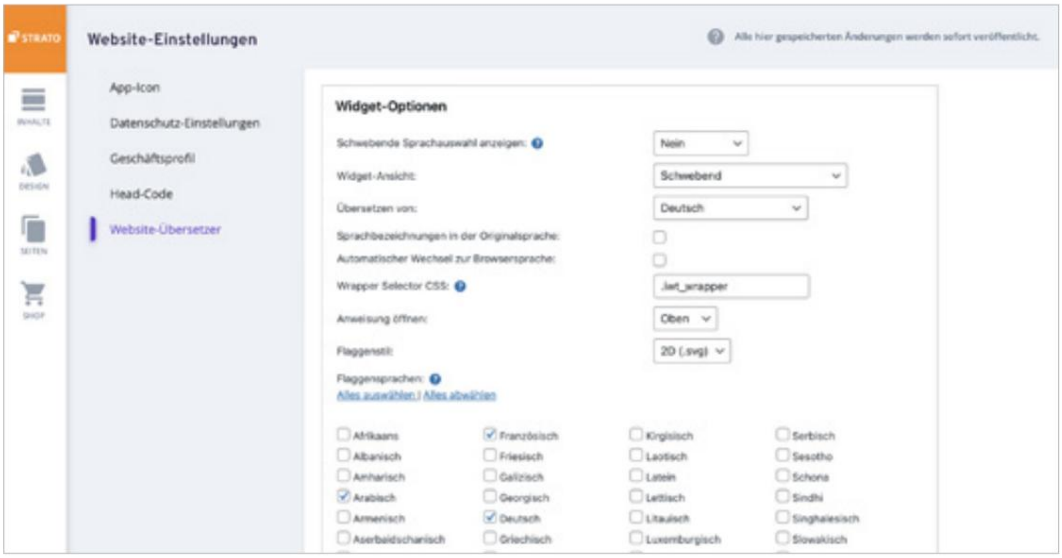
4.6. Extending website functionality with apps

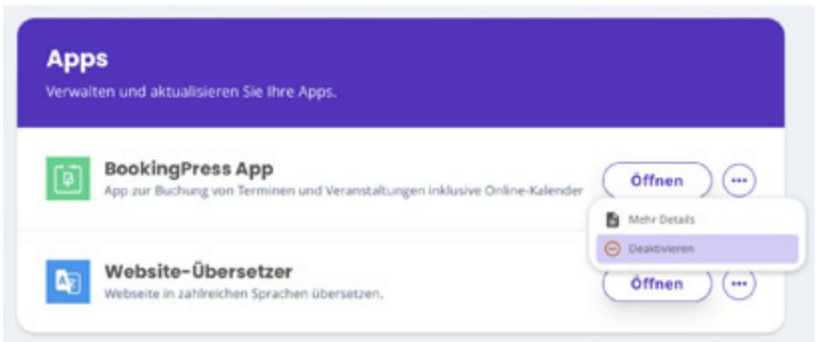
Similar to smartphones, you can expand the functionality of your website with apps. The Booking Press app is one of them, and another is the translation app: With this app, you can present your visitors with a version of the website adapted to their language, including language selection.

The apps are available for your website after activation. While you can integrate the Booking Press app anywhere you want via a section, you can find the settings for a global app like the translator in the settings in the website editor.



We regularly expand the number of additional apps with practical functions.
Just check the “Apps” section of your project dashboard from time to time to see if there are any new apps.

To stop using an app, you can simply disable the corresponding setting or delete the corresponding section. Or you can deactivate the app in the project dashboard by clicking the three dots and selecting "Deactivate."



Attention: If the function was already active on your site, you must of course also delete the corresponding section.

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5. Legal pages

You've already accomplished a lot in the exciting journey of website development: from creating an appealing design to structuring your content. But before your website enters the digital space, one crucial step is essential: integrating legal information. This isn't just about protecting your company, but also about protecting and gaining the trust of your visitors. This chapter is dedicated to the **imprint,** privacy **policy ,** and **cookie policy** to ensure your website is not only visually but also legally up to date.

Creating a legal page is done in the same way as other subpages.

5.1. Creation of an imprint

The imprint serves as an essential source of information about you as a website or shop operator and is legally required. It ensures transparency and builds trust among visitors. A complete imprint should include at least the following information:

- Name and full address of the site operator
- An accessible email address
- A contact telephone number
- The VAT identification number (if applicable)

For legal entities (such as GmbH, OHG, etc.), the authorized representatives, the commercial register number, and the competent registration court must also be stated. It is also important to refer to European dispute resolution initiatives:

A clickable link to the EU Commission's online dispute resolution platform should be included. It must be stated whether you are willing or legally obligated to participate in dispute resolution proceedings before a consumer arbitration board. Correctly incorporating this information not only protects against legal pitfalls but also demonstrates to your users that they are dealing with a reputable provider.

Sample imprint for an online shop

Max Mustermann

(possibly: business name)

Mustermannstr. 1
80339 Munich

Phone: +49 (0)89 / 12 34 56
Email: max@mustermann.de

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VAT identification number according to Section 27a of the Sales Tax Law: DE 1234567
(If there is no VAT ID, this information is not required.)

EU Commission platform for online dispute resolution:
https://ec.europa.eu/consumers/odr

I am neither obliged nor willing to participate in dispute resolution proceedings before
a consumer arbitration board.

5.2. Data protection declaration according to GDPR

Privacy policies have gained considerable importance in recent years, especially with the introduction of the General Data Protection Regulation (GDPR). While they are virtually indispensable for businesses, many private individuals are wondering whether and to what extent they also need such a policy on their websites.

For **businesses,** a privacy policy is a key element that transparently demonstrates how visitors' personal data is handled. It not only serves to inform customers but also protects against legal consequences that could arise from violations of the GDPR.

Private individuals who, for example, run a blog or maintain a personal website are generally subject to less stringent requirements. However, depending on the nature of the website and its interactions with visitors, a privacy policy may be useful or even required, especially if personal data is collected or third-party tools such as analytics programs are used.

In both cases, the aim is to communicate clearly and understandably to users what data is being collected, why it is being collected and how it is being processed.

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A transparent and responsible handling of data strengthens the trust of visitors and ensures legal security for the website operator.

5.3. Cookie Policy

A cookie policy is essential for every website. It explains why and how the website uses cookies (small text files that collect information while someone browses a page). This can be useful for all sorts of things, from better tailoring the site to visitors' preferences to seeing which parts of the website are most popular. With a cookie policy, you show transparency and tell your users clearly what's going on. It's also a must-have for complying with data protection laws like the GDPR. This gives people the choice whether or not to accept cookies, while also ensuring that everything is legally compliant. In short: without a cookie policy, your website is missing an important element of security and trust.

5.4. Creating legal pages

Legal pages are created in the same way as other subpages.

For our example site "Bar-Tapa," you don't want to integrate the legal pages into the top main menu, but instead include links to them at the bottom of the homepage. To do this, cross out the eye icon on the previously created "Imprint" and "Privacy Policy" pages so that they are no longer part of the main menu.

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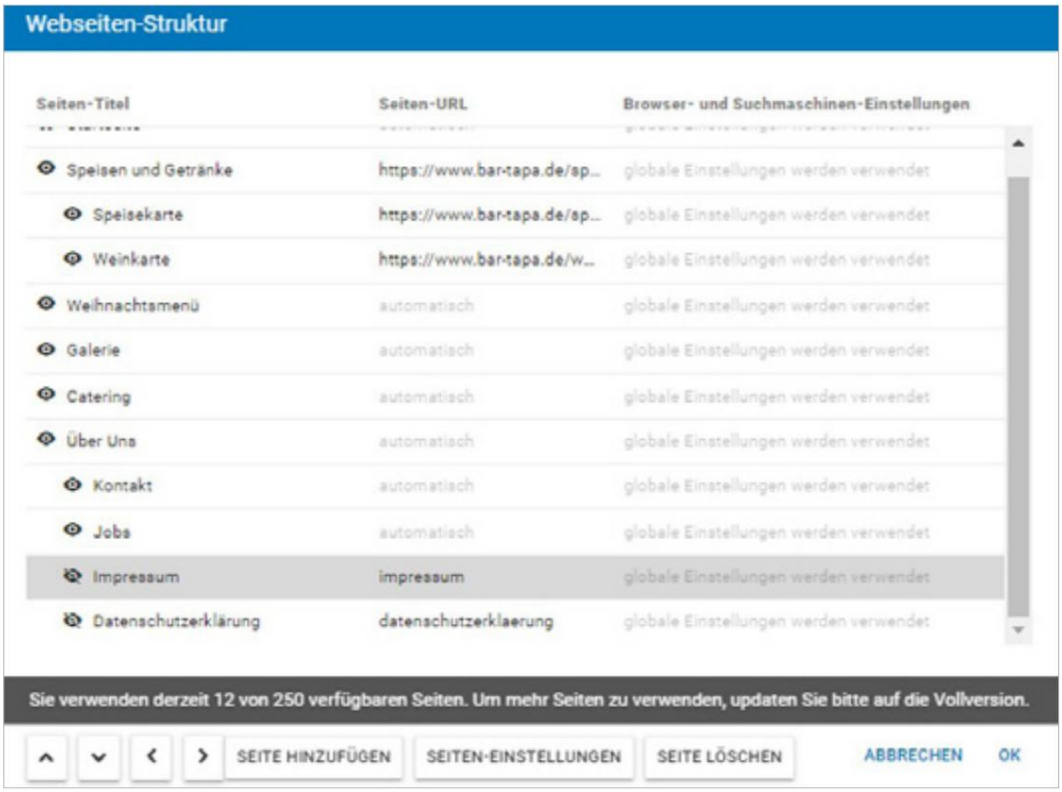
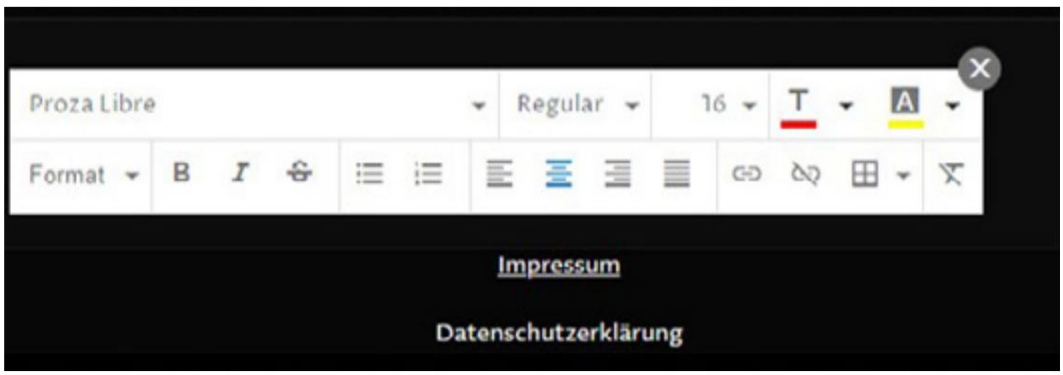


In the next step, add the words **“Imprint”** and **“Privacy Policy”** one below the other in the content area at the bottom of the homepage and center them so that they appear in the middle at the bottom of the website.



Then, highlight the word "Imprint" and click the link icon to select the corresponding page to create a link that will take users to the imprint. Use the same procedure to create a hyperlink to the privacy policy.

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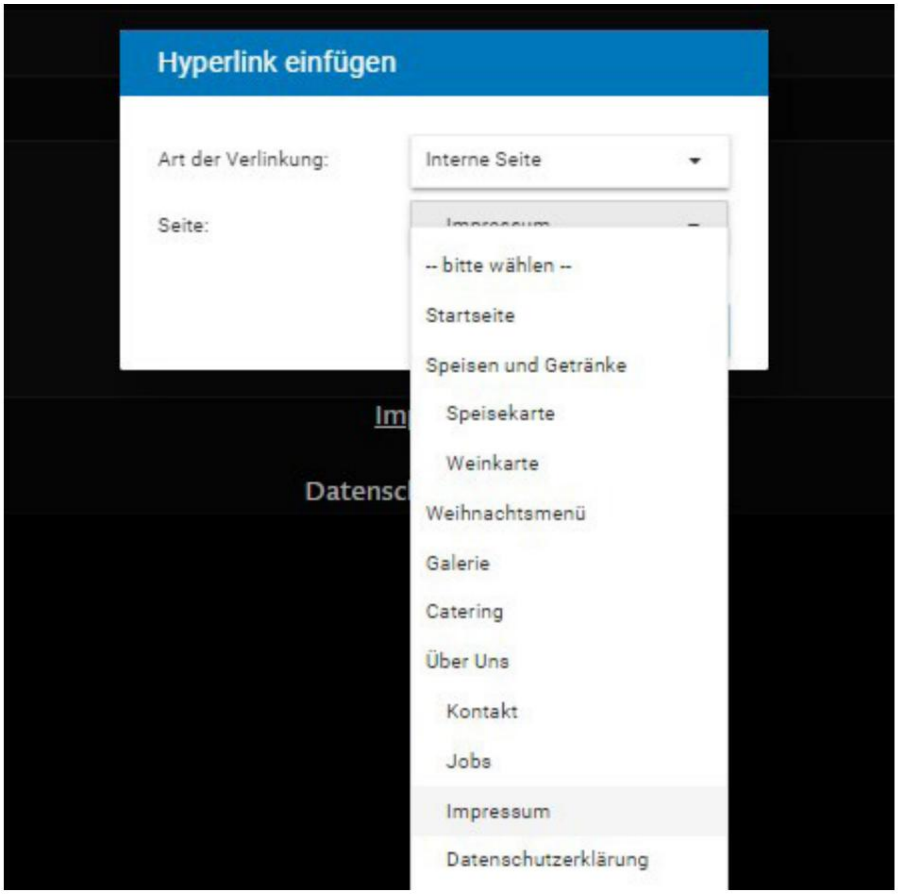

Now these two legal pages are accessible to users with just one click.

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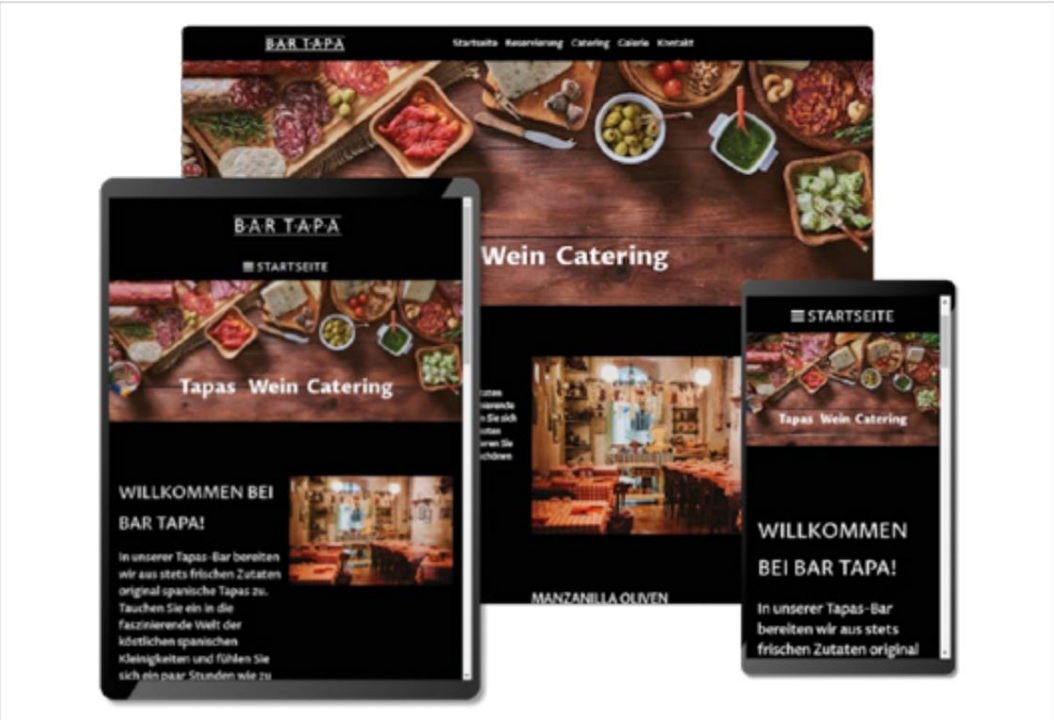
6. Publication of the website

Your website is about to be launched, and the STRATO website builder **SmartWebsite** offers all the tools you need to ensure everything is perfect before you go live.

Save regularly: The builder reminds you to save your current editing status in the top status bar. Clicking the **"SAVE" button** regularly prevents you from losing valuable changes.

Test responsiveness in preview: It's essential to see how your site will look on different devices. Preview mode, accessible via the "Preview" button in the orange menu bar, allows you to do just that. You can test the display on desktop, tablet, or smartphone and see for yourself how the site responds when viewed in landscape mode.

Once you're happy with the preview and all the elements are in place, your website is ready to be presented to the world. Click **"Publish" in the top right corner.** Your page is now visible to everyone on the internet.