Introduction to Website Content

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The complete beginner-to-pro guide to controlling every visible section of your Araona Connect website - Branding, Hero, Sections, Footer, and SEO - with CMS-vs-CRM tables, best practices, troubleshooting, and FAQs.

The complete beginner-to-pro guide to controlling every visible section of your public website from the Website Content editor.

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Breadcrumb: Help Center Website Content Introduction to Website Content

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Introduction

Your Araona Connect website is made of two things working together:

* Website Content (CMS) - the words, images, colours, and settings you write in the editor.
* CRM Data - the properties, blog posts, cities, and phone numbers you already manage inside the platform.

The Website Content module is the single place where you shape the storefront your buyers, sellers, and partners see. No developer, no code, no theme file - everything from the logo in your header down to the footer copyright renders from the values you save here.

[Screenshot: Website Content editor overview]

Purpose of the Website Content Module

The module exists so every tenant can:

* Present a fully branded website on a subdomain (yourcompany.araonaconnect.in) or a custom

domain.
* Change hero messaging, featured sections, and calls-to-action without engineering help.
* Keep property, blog, and lead data flowing automatically from the CRM into every template.
* Switch between five professional templates (Luxury, Modern, Minimal, Corporate, Premium) without losing content.

Where to find Website Content

1. Sign in to your Tenant Admin panel.
2. Open the sidebar and choose Website.
3. The editor loads with tabs for Branding, Header, Hero, Sections, Footer, SEO, and Template.

[Screenshot: Sidebar navigation Website]

Step-by-step: editing your website

1. Choose a template. Open the Template tab and pick Luxury, Modern, Minimal, Corporate, or Premium. The preview reloads instantly.
2. Set your brand. Upload your logo and favicon, enter the company name, and write a short tagline. [Screenshot: Brand Settings]
3. Write the hero. Add a headline, subheadline, primary CTA text, and a hero image. [Screenshot: Hero Section]
4. Enable the sections you want. Toggle Property Search, Featured Properties, About, Services, Why Choose Us, Testimonials, Blog, and Contact on or off.
5. Fill in the footer. Add address, social links, WhatsApp number, and copyright text. [Screenshot: Footer Settings]
6. Configure SEO. Enter the page title, meta description, and Open Graph image used when your site is shared.
7. Click Save. Changes are live on your public site within a few seconds.

CMS vs CRM - what lives where

Understanding this table prevents 90% of "why can’t I edit this?" questions.

Section-by-section explanations

Branding

Logo (PNG/SVG upload), favicon (3232 PNG/ICO upload), brand name, and tagline. These render in the header, footer, browser tab, and SEO share cards. [Screenshot: Brand Settings]

Header

Controls the top navigation on every page. Toggle links (Properties, About, Blog, Contact) and pick whether to show the WhatsApp button and phone number. On custom domains this header replaces the Araona Connect header entirely.

Hero Section

The first thing visitors see. Fields: headline, subheadline, hero image, primary CTA (label + link), secondary CTA. Keep the headline under 60 characters for mobile. [Screenshot: Hero Section]

Property Search

A search bar rendered on top of the hero. Data (cities, property types, budgets) is populated automatically from the CRM. You only choose whether to show or hide it.

Featured Properties

Shows properties you have starred in the CRM. To feature a property, open Admin Properties and click the icon. No editing is done here - it is a live view.

About Company

Free-form heading, description, and optional image. Use this to tell your story in 2-3 short paragraphs.

Services

Up to six service cards with icon, title, and one-line description. Toggle the whole section off if you don’t offer distinct services.

Why Choose Us

Three to six bullet points with an icon each. Great place for stats like "20+ years experience" or "500+ happy families".

Testimonials

Rotating client quotes with name, role, and optional photo. Add at least three for the carousel to feel alive.

Blog Section

Automatically pulls the latest published blog posts from your CRM. Nothing to edit here - write posts in Admin Blog and they appear.

Contact Section

Address block, embedded map (Google link on each property card), enquiry form, and WhatsApp CTA. Every submission creates a lead in your CRM.

Footer

Company address, social links (Facebook, Instagram, LinkedIn, YouTube 2), quick links, and copyright line. [Screenshot: Footer Settings]

SEO Settings

Meta title (60 chars), meta description (160 chars), Open Graph image (1200630 recommended), and canonical domain preference.

Best practices

* Upload a square, transparent-background logo - it works on both light and dark templates.
* Write hero headlines that name the outcome, not the feature ("Find your Kolkata dream home in 7 days").
* Star only 6-9 truly outstanding properties so the homepage stays curated.

* Refresh testimonials every quarter to keep social proof current.
* Write one blog post per month - the Blog Section on the homepage stays fresh automatically.

Tips

* Use the same accent colour in your logo that the chosen template uses - visual harmony matters.
* Hero images should be at least 1920 1080 and under 500 KB (compress before upload).
* Preview on your phone and desktop before publishing - 70% of visitors are on mobile.
* Set city-specific phone numbers in Admin Cities so leads reach the right team automatically.

Common mistakes to avoid

* Pasting an image URL where an upload is expected. Logo, favicon, hero, and about images require file upload - external URLs are blocked to prevent broken images later.
* Editing property details in Website Content. Properties live in the CRM. If a price looks wrong, fix it in Admin Properties.
* Leaving SEO fields empty. Without a meta description, Google will pick a random sentence from your page.
* Turning off the Contact Section. You will stop receiving website leads. Hide sections you don’t need, but keep contact on.
* Uploading a huge hero image. Files above 2 MB slow down the site badly on mobile.

Troubleshooting

Frequently Asked Questions

Can I edit the website without affecting my CRM data?

Yes. Website Content only changes CMS values. Property, blog, and lead data in the CRM are never touched.

Will switching templates delete my content?

No. All your CMS values and CRM data carry over. Only the visual design changes.

Can two tenants share the same content?

No. Every tenant’s Website Content is fully isolated. What you edit is visible only on your own domain.

How long do changes take to go live?

Usually within 5-10 seconds. Custom domains may take up to 2 minutes due to CDN caching.

Do I need SEO knowledge to fill the SEO tab?

No. Write a plain-English title (60 characters) and a one-sentence description (160 characters). The platform handles the technical details.

What happens if I leave a section empty?

The section is hidden automatically. Empty sections never render as blank space on the live site.

Can Platform Owner edit my content?

Only when you request assistance and the Platform Owner uses the "Edit on behalf" mode. Every such edit is logged in the audit trail.

Related articles

* Brand Settings - logo, favicon, tagline
* Hero Section - headline, image, CTAs
* Featured Properties - how starring works
* Footer - address, socials, copyright
* SEO Settings - titles, descriptions, share images
* Troubleshooting - quick fixes for common problems
* Best Practices - checklist before going live

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