



# 12blx Website Builder USER GUIDE

# The 12blx Administration Area / Dashboard

This is the page you are taken to when you login. This is the 12blx administration area (dashboard) home page. The dashboard has a deliberately simplistic layout so it is easy to follow and understand. This User Guide offers illustrated instructions for using the content input forms, and often includes the various effects you can achieve through color and image selection when building your webpage.

**12blx**  
WEBSITE BUILDING MADE EASY

Preview Change Login Color Picker Format Text

Page Information  
Add Page Info Edit Page Info Delete Page Info

Logo Information  
Add Logo Info Edit Logo Info Delete Logo Info

Footer Information  
Add Footer Info Edit Footer Info Delete Footer Info

Text File Upload  
Upload File List Uploaded Files

Block 01  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 02  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 03  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 04  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 05  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 06  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 07  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 08  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 09  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 10  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 11  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Block 12  
Title: Block Empty Menu: N  
Add Content Edit Content Delete Content

Logout

12blx - Website Building Made Easy

## Top Menu Bar

These forms are where you designate the webpage attributes, i.e. colors for menus and page elements, page backgrounds, font face, the logo, the footer text.

Text File Upload form to make .pdf, .doc, .docx, .txt files available to website visitors for download.

These are the forms for the 12 available body blocks.

If a block has not been used and remains empty, the title of the block in the dashboard home page will display "Block Empty," otherwise the title will be the name you gave the block when adding content (i.e. About Us, Services, Contact Us).

Content of the body blocks appear on the webpage in order shown here, starting with Block 1 at the top.

All 12 blocks do not need to be used, and you can skip blocks, leave them empty in case you want to add specific content later. It is a good idea to do a little planning ahead of time, maybe make a sketch of the page and draft your text content in a text editor.

The Logout Link

# The Top Menu Bar

The **Top Menu Bar** contains buttons linked to forms/tools separate from the website content forms.



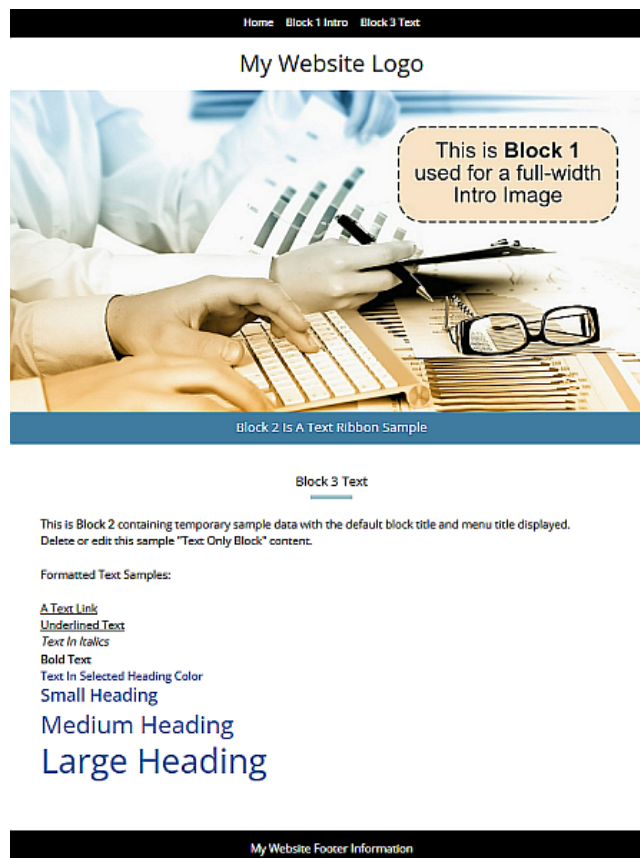
The **"Change Login"** form is for changing the login credentials to your unique Username, Password and Security Code.

**The first thing you want to do immediately after installing 12blx and you login for the first time using the temporary login credentials is to click the "Change Login" button and change the Username, Password and Security Code to your own unique values. Write these new, personal credentials down and keep them in a secure place.**

**Tip:** It's not a good idea to use a *public* email address as your Username and/or Security Code as it can be used to create a temporary Password.

The **"Preview"** button link will open your website in a new browser window so you can view it while you work on your website. Note: When you make changes/updates you need to "refresh/reload" the browser page (Ctrl + Reload) to see the change/update.

The illustration below is **what the website looks like after installation**. The Website Information, Logo Information, and Footer Information contain sample data, as well as the first three body blocks. You can delete the information for each sample block and start with an empty canvas, or just edit the information, it's up to you.



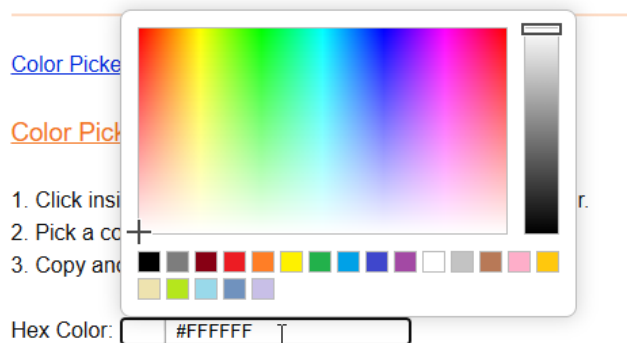
The **"Color Picker"** button links to a tool that provides the 7 character hexadecimal code (a web-friendly format) for a color you select using the tool.

To display the color selection window place the cursor inside the input form and click, a window with a color spectrum, a slider, and some pre-selected color blocks will appear.

### Color Picker Tool

1. Click inside the input box to make the color picker appear.
2. Pick a color and the **hexadecimal number** will display.
3. Copy and paste the number into other 12blx form fields.

Hex Color:



The **"Format Text"** button links to a page with a **set of forms** that create the HTML code for formatted text, and text or button links, that you can copy-and-paste into your text content.

**For Example:** The first form allows you to style some text in your choice of 7 different formats.

### Create Formatted Text

#### **Text Format Style**

- ☒ Small Heading   ☐ Medium Heading   ☐ Large Heading  
☐ Color Text   ☐ Bold Text   ☐ Italic Text   ☐ Underline Text

#### **Text To Be Formatted**

(Enter the word or phrase to be formatted)

**SUBMIT**

Click the **"Copy Text"** button to copy the formatted text, then paste into your text content where you want the formatted text to appear.

#### **Formatted Text:**

**COPY TEXT**

# General Website Information Forms

The first group of website content forms provide **General Website Information**—“Page Information, Logo Information, and Footer Information.” The “Text File Upload” form allows text files to be uploaded and made available to website visitors for download.

## Page Information

[Add Page Info](#) [Edit Page Info](#) [Delete Page Info](#)

## Logo Information

[Add Logo Info](#) [Edit Logo Info](#) [Delete Logo Info](#)

## Footer Information

[Add Footer Info](#) [Edit Footer Info](#) [Delete Footer Info](#)

## Text File Upload

[Upload File](#) [Uploaded File List](#)

## Page Information Form

After the first form field, asking for the (1) website name, this form’s main role is to define the *look* of the website – (2) background, (3) menu and page element colors, (4) page fonts.

### (1) Website Name

This is pretty straightforward. If the business name is “Salon Zoe” then the website name could be the same, and can include a short tag line or descriptive phrase, like “Salon Zoe - Style Your Way.” You should keep the website title at 30 characters or less.

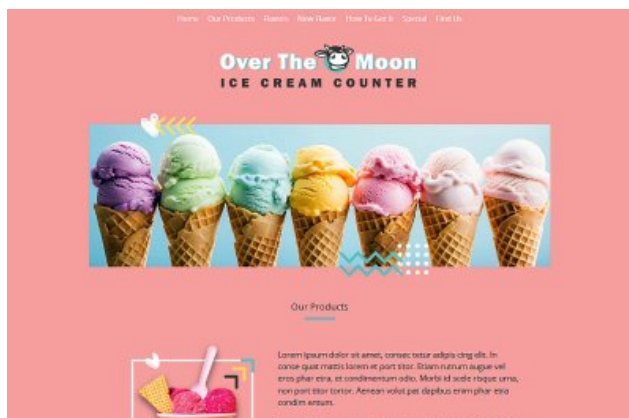
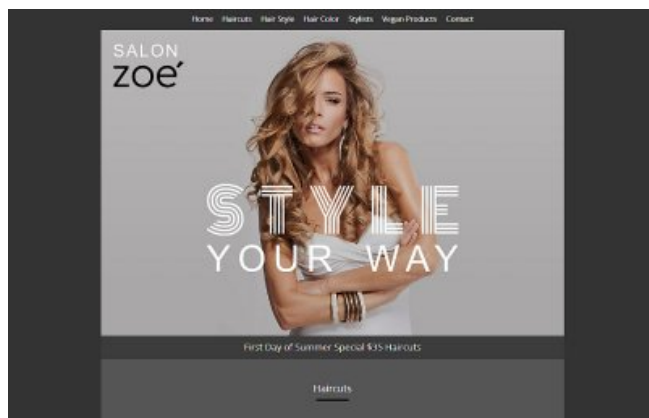
### (2) Optional Backgrounds

These forms fields allow for user defined page background color and/or images, and the website content holder color. Leave these fields empty if you wish to use the default background colors, which is white.

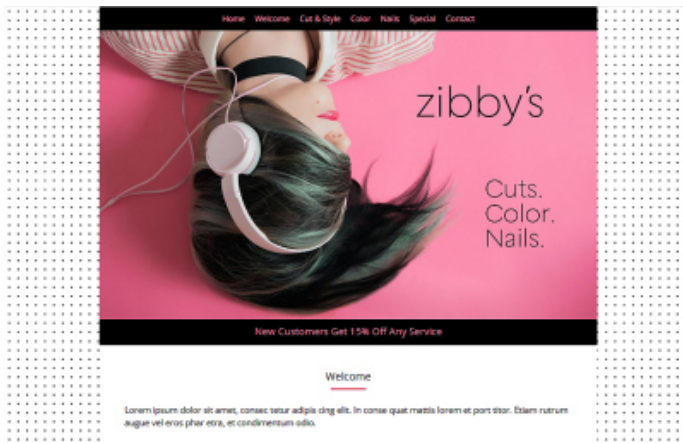
Other options for creating the perfect background are:

- A) Solid background color of your choice (covers entire screen). The Color Picker Tool can help.
- B) One seamless image to tile over the full screen.
- C) Combine a background color and partial screen (X-Axis) image tile background.
- D) Combine 2 background images: a partial screen (X-Axis) image and a full screen image.

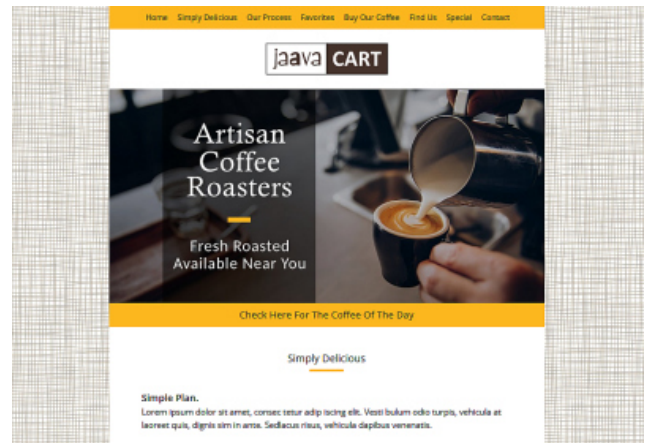
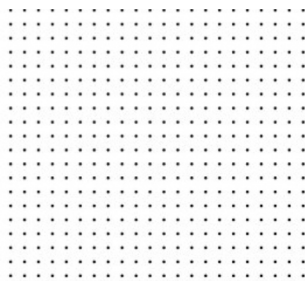
## Examples of Solid Background Color



## Examples of One Seamless Image That Tiles the Full Screen



The Seamless Image Tile



The Seamless Image Tile



## Examples of Combined Background Color and Partial Screen (X-Axis) Image Background

The Partial Screen (X-Axis) Image tiles across the top of the screen from left to right, once only, laying over the full screen background color.



Background Color



Background Image



Background Color



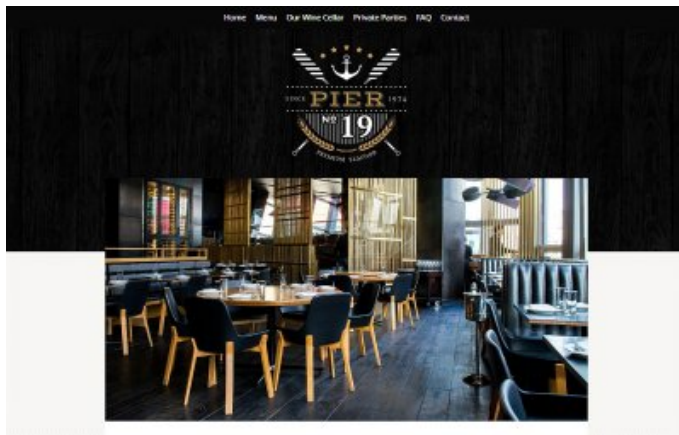
Background Image





## Examples of Combined Full Screen Image and Partial Screen (X-Axis) Image Background

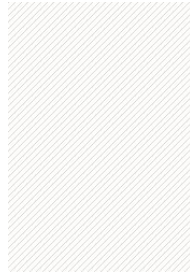
The Full Screen Image is a small seamless image that tiles over the entire screen. The seamless Partial Screen (X-Axis) Image tiles across the top of the screen, from left to right, only once, laying over the full screen background image.



Partial/X-Axis Image



Full Screen Image



Partial/X-Axis Image



Full Screen Image



### (3) Menu And Page Element Colors

Use these form fields to select the menu colors for both the Main Menu (wide screen) and Mobile Menu (mobile device/small screen) background and text link colors.

The Page Element colors determine the color of things like the Button Link and the underline accent of the Block Titles. The Color Picker Tool can help with this.

### (4) Page Fonts and Text Heading Color

Select the primary page font and size. Optionally, you can select the font for Formatted Text headings (if used), and if you will be using Formatted Text headings you can choose the color for those here.

## Logo Information Form

The Logo section is actually the page header or the first “block” of the webpage. The form allows users to upload a logo image, or, use an optional text logo. The Logo image can be any size up to 1000 pixels wide, the width of the page content container.

If you use a logo that does not cover the width of the logo container, you will want to add a background color, because **the Logo section’s default background is transparent.**



You may want to use the Logo section to combine a logo image and large header image, the width of the logo/header image should be 1000 pixels wide (the width of the page content container).



This form also offers the option to create a simple text logo to use instead of an image.





Another option is to match the background color of the logo image to the website background color.



The next example has a logo image with a transparent background displayed inside the Logo section using the default transparent background. The logo appears to sit on top of the website partial/X-Axis background image with a nice effect.



## Footer Information Form

The Footer Information form creates a text footer with the background color and text color of choice. The Color Picker Tool can help with color selection. The text can be a simple, one-line copyright notice, a multi-line name and address, other information, or it can be left empty.

Salon Zoe Copyright © 2024 All Right Reserved

Salon Zoe  
12007 Broadway Blvd.  
Monterey, CA

## Text File Upload Form

This form will upload text files in formats .PDF, .DOC, DOCX, .TXT only. Once a file is uploaded, It will appear in the Uploaded File List which creates links to uploaded files that you can copy-and-paste into your body text content to make the files available to website visitors for download.

# Website Body Content Forms

There are 7 Block Types (Formats) to choose from when creating a block of body content.

**Block Type 1:** Text Only Block

**Block Type 2:** Image Only Block

**Block Type 3:** Side-by-Side Text and Image Block

**Block Type 4:** Text Ribbon Block

**Block Type 5:** 3 Column Block – Icon/Image over Text

**Block Type 6:** Text Over Image Block

**Block Type 7:** 2 Column Icon/Image over Text

## Block Type 1: Text Only Block

The **Text Only** block style form is pretty simple and offers a few choices relating to how you want the content displayed, like whether you want the block name to be displayed in the website menu and the block itself, and if you want the text “centered.” There are also choices regarding optional background color, background image, and text color.

Here is a basic **Text Only** block with the block name displayed in the block and the website menu.

### Cut & Style

#### **WOMEN'S HAIRCUT \$75**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In consequat mattis lorem et porttitor. Etiam rutrum augue vel eros pharetra et condimentum.

#### **MEN'S HAIRCUT \$55**

Donec ornare sem sem, vitae posuere lorem efficitur at. Sed varius est nisi, sed pharetra felis lobortis vel.

#### **BANG TRIM \$10**

Proin et nisl fringilla, eleifend nunc at, tempus metus. Aliquam hendrerit quam odio, ut posuere urna cursus vel. Proin non leo vel dui ornare feugiat.

The **Text Only** block works well for a **Contact Us** block whether it's one line only or multiple lines.

### Contact Us

Perfect Parties | 405-999-0000 | Mary@Perfect.party

### Contact Us

## River Low Band

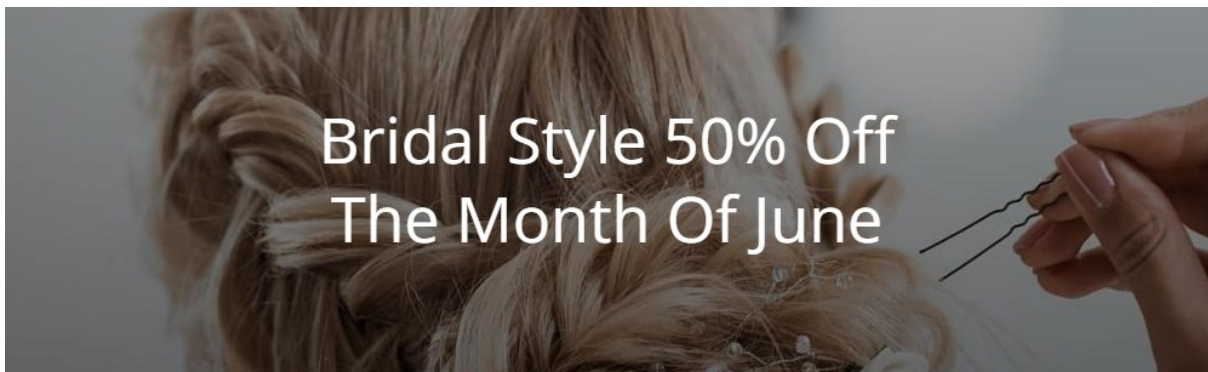
St. Louis, MO  
314-000-5555

## Free Estimates

Call for a Free Estimate  
with No Obligation.  
314-555-3773

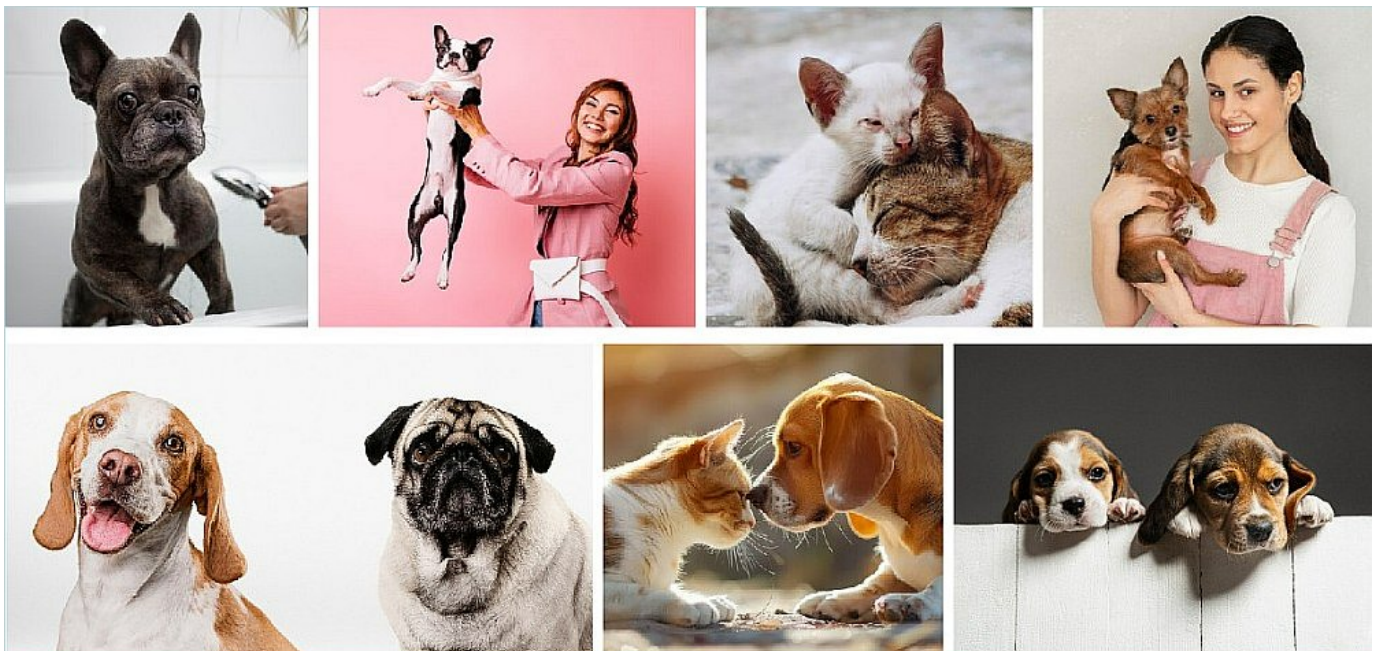
Call Now

The **Text Only** block can also be used to create a kind of blockquote. Start with a background image that is 1000 pixels wide. Add centered, formatted text. To adjust the amount of the image revealed and add space above and below the text, add empty lines before and after the text. This will vertically align the text over the image (center the text vertically).

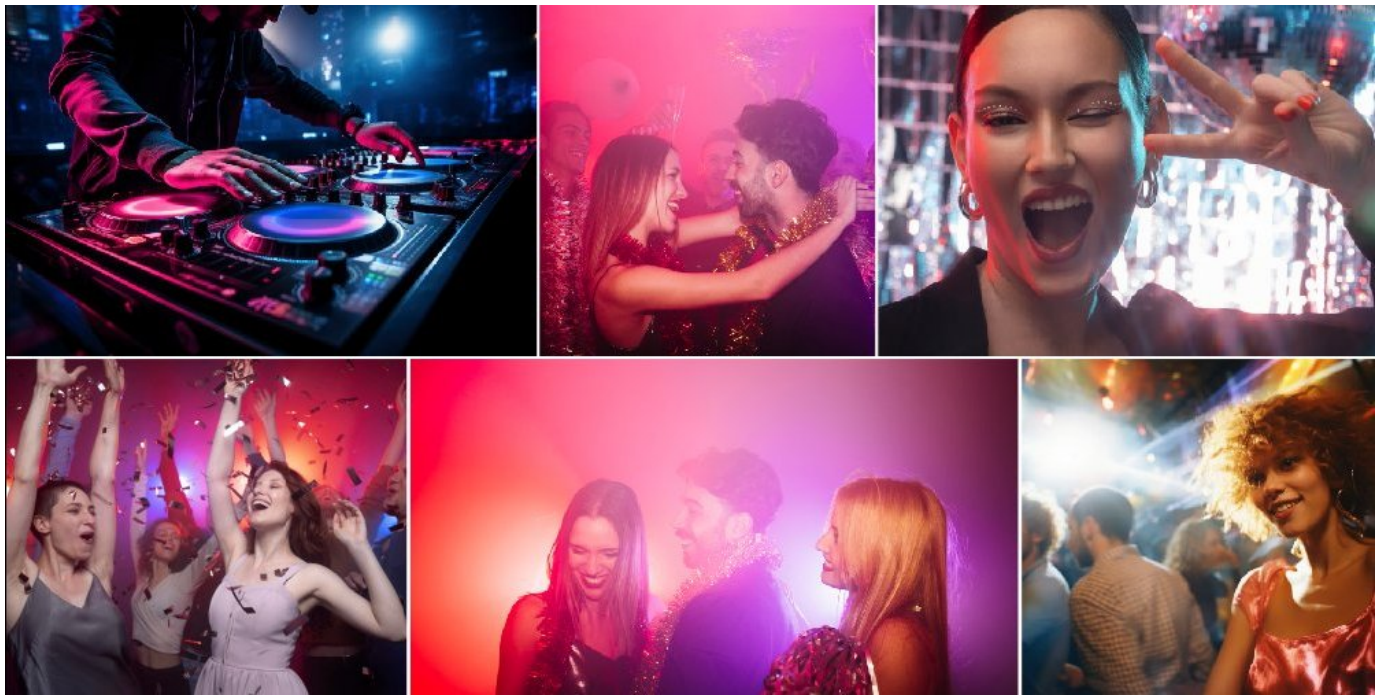


### Block Type 2: Image Only Block

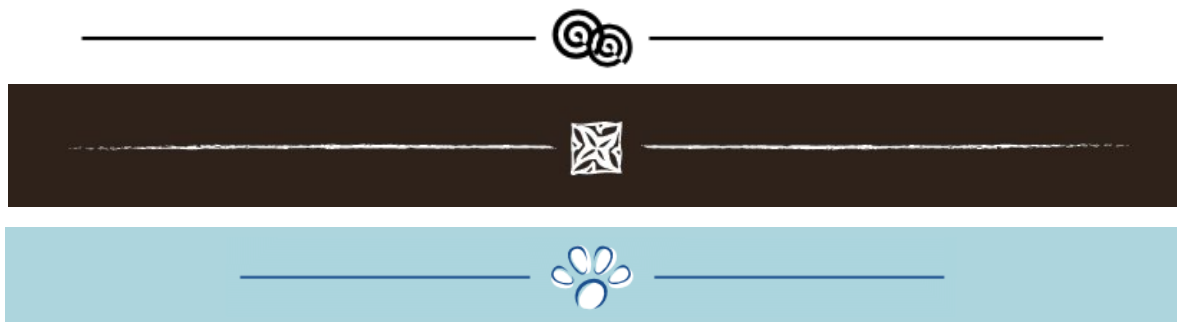
The **Image Only** block is a good way to display a simple collage of images (gallery) as a sampling of a larger portfolio, or snapshots of happy customers, maybe a sale banner, or a decorative page divider. The **block name/title is not displayed** in the **Image Only** block.







If the image is the full width of the website content holder (1000 pixels) the image will be displayed with no space/padding around it – the image fills the whole block. If the image is less than 1000 pixels wide, the image will automatically be centered in the block BUT there will be no space/padding added vertically.



The **Image Only** block can also be used to display decorative text images as a block name/title. Use the text image in an **Image Only** block directly above the related content block.

## A Monster Good Time



### Storytelling

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



### Scavenger Hunt

Donec ornare sem sem, vitae posuere lorem efficitur at.



### Costume Contest

Quisque sollicitudin ante urna, ut egestas urna.

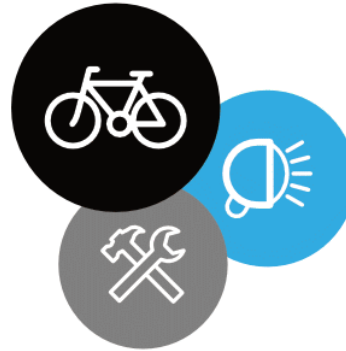
## Block Type 3: Side-by-Side Text and Image Block

The **Side-by-Side Text and Image** block offers the same basic choices as the Text Only block, like Whether or not to display the block name/title in the menu and content block, as well as optional Background image or background color, and text color. There is also the choice of displaying the Image on the right or left side of the block.

### Maintenance

Quisque sollici tudin ante urna, ut egestas urna maximus ut. Vesti bulum dictum tincidunt diam sed rutrum. Fusce viverra massa sit amet diam pulvinar, id venen atis tellus tempus. Ut et elit elit. Nam pulvinar velit id nibh iaculis.

Mauris luctus nibh a tortor aliquam semper. Quisque tincidunt massa in auctor efficitur. Etiam fringilla dui urna, at tristique arcu fermentum ac. Duis tincidunt et sem auctor faucibus. In vitae lorem vel purus lobortis fringilla. Cras a pellentesque ligula.



### About Me



Hi. I'm Ben Flynn, artist, designer.

Lorem ipsum dolor sit amet, consec tetur adipis cing elit. In conse quat mattis lorem et port titor. Etiam rutrum augue vel eros phar etra, et condimentum odio lacinia.

Morbi id scele risque urna, non port titor tortor. Proin et nisl frin gilla, eleifend nunc at, tempus metus.

Ut id ipsum at justo pulvinar mollis sed suscipit lectus. Integer in dolor id diam commodo condimentum in.

Another design option is to not display the default block name/title and put the block name/title in the text content using formatted text. This can have a nice effect.

## About Us

WORDS THAT BEST DESCRIBE US

Talented...Driven.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vesti bulum odio turpis, vehicula at laoreet quis, dignissim in ante. Sed lacus risus, vehicula dapibus venenatis. Vivamus commodo lobortis nisi, a molestie felis bibendum vel.





## Block Type 4: Text Ribbon Block

The **Text Ribbon** block is meant to be used as a small, full width banner, a way to remind website visitors of a current sale, display a tag line or quote, announce an event, share social media links, and more.

The **Text Ribbon** block does not display the block name/title. The text font family and font size can not be changed. This block can display an optional background image (small seamless image works best) or color and optional text color.

Premier Children's Party And Event Planner

Ben Flynn on [Instagram](#) and [Facebook](#)

TAX CLINIC EVERY TUESDAY 7PM TO 9PM

If you browse the 12blx demo websites you will see the **Text Ribbon** block is often used just before or after a block with a solid background color, or a block with a full-width image background, because these blocks have no space (padding/whitespace) around them, they fit together nicely and have a nice effect.

Call or Email To Schedule A Free Estimate

Call Now

Email Us

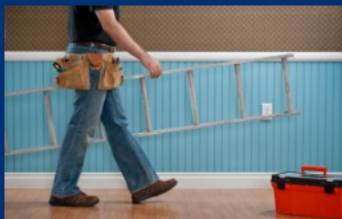
No Job Too Small

References Available When You Call or Email

## Block Type 5: Three Column Block - Icon/Image Over Text


This block is used to present groups of things, like Services, Things to Do, Team Members, Menu Items, Membership Plans, etc. All block fields do not have to be used and this block can be customized in so many ways. As with all block types/styles, using a custom background color or image and custom text color for the whole block is optional, and each column/item can have it's own background and text color. In addition, it is not necessary to use all form fields for the column items, most fields can be left blank. For example, it is not necessary to include an icon/image or even a title/heading for each column/item.

Below are examples of the **Three Column** block that uses MOST of the block's form fields.




### General Repair

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In consequat mattis lorem et port.




### Renovations

Proin et nisl fringilla, eleifend nunc at tempus metus. Aliquam hendrerit quam odio ut pos.



### Exterior Projects

Quisque sollicitudin ante urna ut egesta urna maximus ut. Vestibulum dictum tincidunt diam sed.



### COMPLETE BICYCLE MAINTENANCE SERVICES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In consequat mattis lorem et portitor. Etiam rutrum augue vel eros phar etra, et condimentum odio.



### ALL MAJOR & MINOR BICYCLE REPAIRS


Nullam id neque vitae quam tristique pretium. Cras vitae mattis est vitae suscipit tellus. Pellentesque viverra ligula enim, ut convallis nisl condimentum non.




### PRE-OWNED BIKE CONSIGNMENT SALES

Morbi id scelerisque urna, non portitor tortor. Aenean volutpat dapibus enim phar etra condimentum. Fusce elementum pretium libero, eu ornare neque.


### The Crew



**Mary Potter**  
Owner/Party Planner



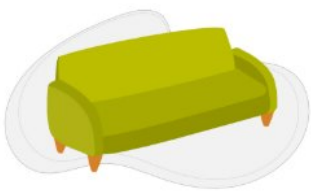
**Cindy Smith**  
Event Planner




**Valerie Jones**  
Party Coordinator

The next example does not use custom backgrounds or text colors, those form fields are left blank, so the default settings are used (White background with Black text).


### Services



**Sofas & Loveseats**  
Mauris luctus nibh a tortor aliquam semper. Quisque tincidunt massa in auctor.



**Chairs All Sizes**  
Nullam id neque vitae quam tristique pretium. Cras vitae mattis est vitae suscipit tellus.



**Soft Furnishings**  
Donec eu imperdiet leo, ac condimentum tortor. Integer id consectetur nisl.

The following example uses minimal form fields, a whole block background color and a lone image for the column content. The image background color matches the block background color, but an image with a transparent background would also work.

**1.**  
EAT  
IT  
HERE

**2.**  
TAKE  
IT  
HOME

**3.**  
DOOR  
DASH  
IT

Another idea for the **Three (3) Column** block is to use it as a mock “counter widget.”

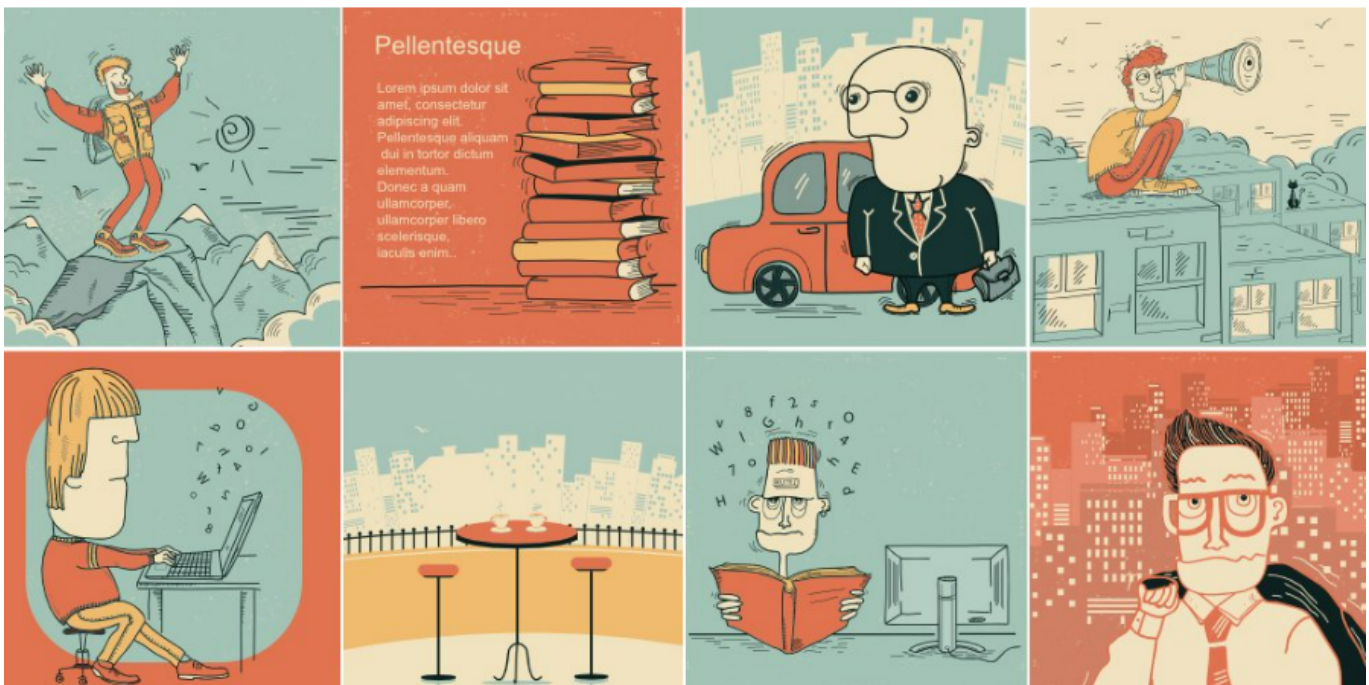


## Block Type 6: Text Over Image Block

The **Text Over Image** block offers the opportunity to display a lead-in paragraph or blurb above an Image. For example: A brief description of an image depicting professional work samples that may include a link to a more detailed digital portfolio.

### Illustration

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus id tortor non felis bibendum hendrerit. See samples below and more in [Portfolio download](#).





Other uses of the **Text Over Image** block type could include giving instructions on how and where to get gift certificates or memberships, or, give a description of an ongoing sale or special above an attention getting advertisement image or coupon.

### Gift Certificates

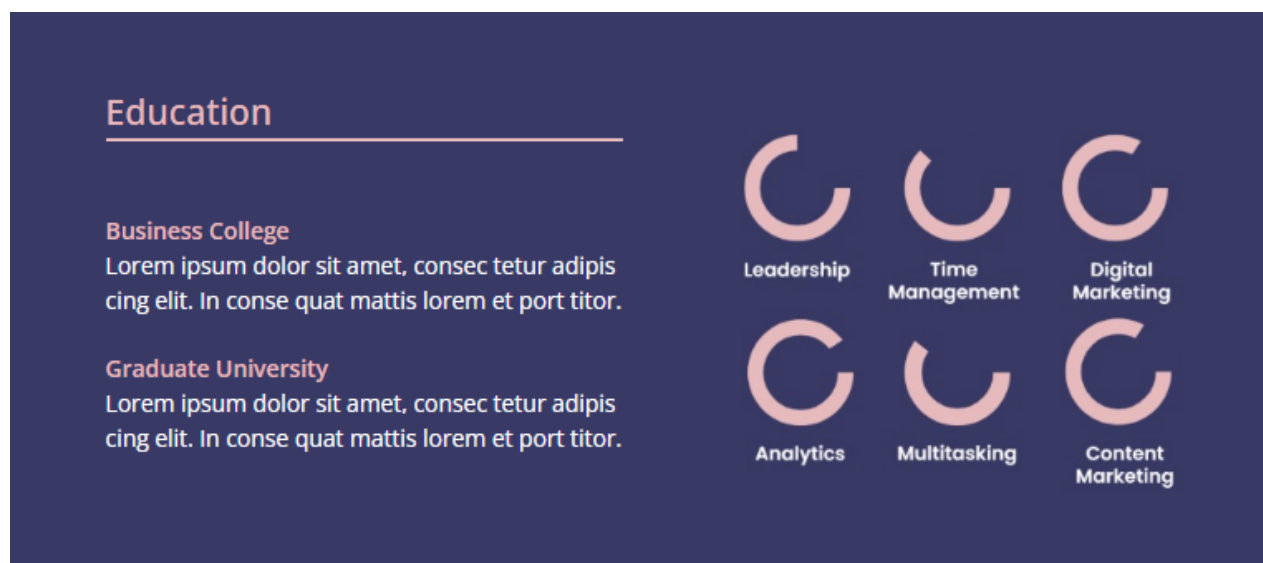
Treat loved ones or best friends to a gift of a pottery class. Pottery is a fun and relaxing activity, something you can look forward to after a stressful day. Available At the studio office.



## Block Type 7: Two Column Block - Icon/Image Over Text

The **Two Column** block has all of the attributes of the Three Column block and a little more. This block type has an option to change the size of the side-by-side columns. The columns can occupy the whole width of the block or just half, OR, one column can be wider than the other. This option makes this block perfect for a resume/CV or a block that displays company leadership or staff profiles. There are so many ways to use this block type.


The first example of the Two Column block is used in a resume under the heading Education & Skills with the columns being equal width. The left Column uses text only and the right column uses an image only.






The following illustration is an example of the **Two Column** block used to present brief staff profiles.

### Stylists



Zoe Kingsley  
Hair Stylist

[Schedule Visit](#)



Sophia Manchester  
Hair Stylist

[Schedule Visit](#)

The next example gives more detailed profiles of company leadership (principals) using the **Two Column** block with one column wider than the other.

### Principals

**Johnathan Smith**  
President/CEO

**Charles Jones**  
Vice President

**Miles Wingate**  
Chief Financial Officer


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Proin et nisl frin gilla, eleifend nunc at, tempus metus. Aliquam hend rerit quam odio, ut posu urna cursus vel proin non leo vel. Donec ornare sem sem, vitae posuere.

Lorem ipsum dolor sit amet, consec tetur adipis cing elit. In conse quat mattis lorem et port titor. Etiam rutrum augue vel eros phar etra, et condimentum odio.


A few more examples of how the **Two Column** block can be used—with both image and text, with an image only, or with text only.

Experience



Resident Club DJ


Mauris luctus nibh a tortor aliquam semper. Quisque tincidunt massa in auctor effi citur. Etiam fringilla dui urna, at tristique arcu fermentum ac. Duis tincidunt et sem auctor faucibus. In vitae lorem vel purus lobortis.



All Types Private Events


Donec eu imperdiet leo, ac condimentum tortor. Integer id consectetur nisl. Morbi blandit diam ut ex sagittis, non auctor enim mattis. Pellentesque vel augue ac magna vestibulum aliquet. Aenean luctus lorem non libero.

What We Do



Lawn & Landscaping Care

Integer tristique tortor vel vehicula euismod. Sed consectetur metus ligula, quis luctus ante egestas vitae. Suspendisse sodales metus sit amet maximus venenatis. Donec tempor.



Snow Removal

Proin et nisl frin gilla, eleifend nunc at, tempus metus. Aliquam hend rerit quam odio, ut posu urna cursus vel proin non leo vel. Donec ornare sem sem, vitae posuere lorem effici tur at.

Speaker Bios

Martin Jackson

Lorem ipsum dolor sit amet, consec tetur adipis cing elit. In conse quat mattis lorem et port titor. Etiam rutrum augue vel eros phar etra, et condimentum odio. Vesti bulum dictum tincidunt diam sed rutrum.

Martin Jackson

Lorem ipsum dolor sit amet, consec tetur adipis cing elit. In conse quat mattis lorem et port titor. Etiam rutrum augue vel eros phar etra, et condimentum odio. Vesti bulum dictum tincidunt diam sed rutrum.

Aletha Cramer

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Aletha Cramer

Proin et nisl frin gilla, eleifend nunc at, tempus metus. Aliquam hend rerit quam odio, ut posu urna cursus vel proin non leo vel. Donec ornare sem sem, vitae posuere lorem effici tur at varius est nisl eleifend nunc.

Testimonials

“

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– J. Poliso

”

“

Lorem ipsum dolor sil amet, consec tetur adipis cing elit. In conse quat mattis lorem et port titor. Vesti bulum dictum tincidunt diam sed rutrum.

– S. Jefferson

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Lorem ipsum dolor sit amet, consec tetur adipis cing elit. In conse quat mattis lorem et port titor. Vesti bulum dictum tincidunt diam sed rutrum.

– R. Cunningham

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Lorem ipsum dolor sit amet, consec tetur adipis cing elit. In conse quat mattis lorem et port titor. Vesti bulum dictum tincidunt diam sed rutrum.

– B. Smith

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