Business Restoration
CONSULTANTS GROUP

Put your services on your own website

A do-it-yourself guide for business owners who keep the website they already have. Every click is marked with a **red number** and an arrow. Every key to press is drawn like this: ⌘ Cmd + V. Plan on about 10 minutes. A computer is easiest.

In this guide

1. Before you start: the keys you will press
2. 1. Which modules go on your website
3. 2. Get your code from your portal
4. 3. Paste it into your website builder
5. 4. Optional: a separate button for each module
6. 5. Check that it works
7. 6. Move around your modules after it is on
8. 7. Rather we do it? Problems? Taking it off

Before you start: the keys you will press

You only need three things: your portal login (**businessrestorationconsultants.com/portal**), the login for your website builder (Wix, Squarespace, WordPress, GoDaddy, Shopify or other), and these keys.

To do this	On a Mac	On Windows
Copy	⌘ Cmd + C	Ctrl + C
Paste	⌘ Cmd + V	Ctrl + V
Find a word on the page	⌘ Cmd + F	Ctrl + F
Reload a page and see changes	⌘ Cmd + Shift + R	Ctrl + F5
Open a private window (to test like a customer)	⌘ Cmd + Shift + N	Ctrl + Shift + N

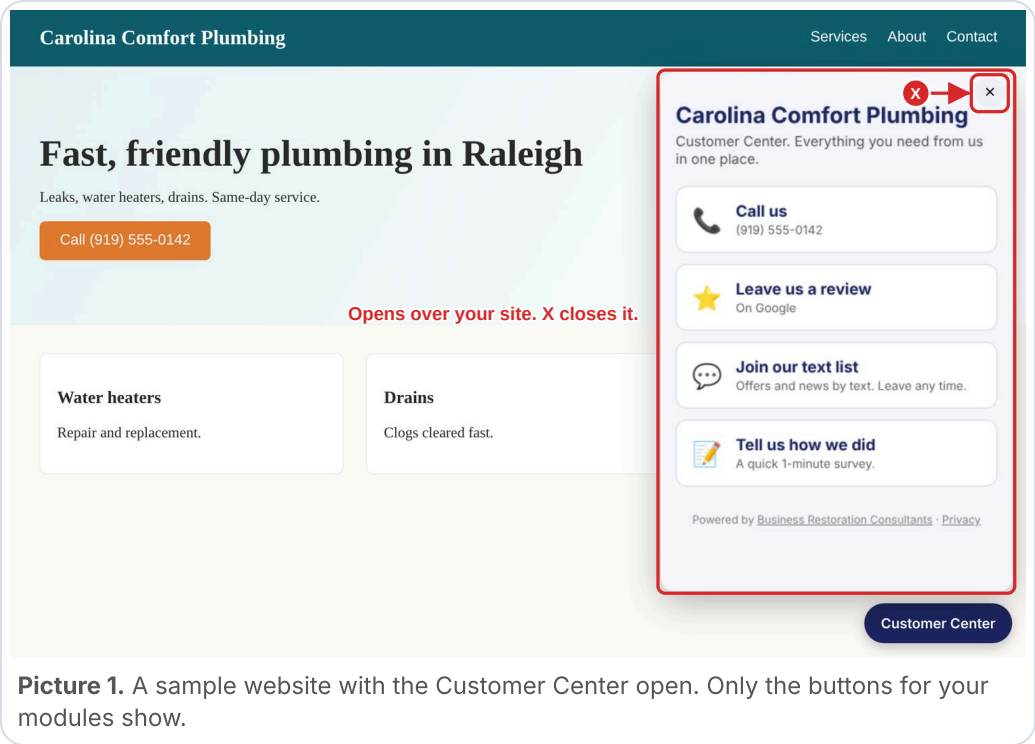
On a phone or tablet: press and hold inside a box until **Paste** pops up, then tap **Paste**. Most website builders work better on a computer.

1. Which modules go on your website

You add **one thing** to your website: the **Customer Center button**. It opens one page with a button for each customer-facing module you have. When you add a module later, its button shows up there by itself. You never paste code again.

Module	What your customers see, or what happens
On your website, through the Customer Center button (or its own link)	
The Front Desk	The "Call us" button rings your Front Desk line (Ari, your AI receptionist) when you have one, or your normal phone.
Applause	The "Leave us a review" button opens your Google review page.
Text Traffic	The "Join our text list" button lets customers sign up for your text offers.
The Homing Beacon	Uses your Text Traffic list, so the same "Join our text list" button feeds it.
Customer survey (free, built in)	The "Tell us how we did" button. Answers show in your portal, Customers tab.
We build or fix the website itself (nothing for you to paste)	
Silent Salesman	We refresh the site you have. If we need to get in, you invite us as a helper (Part 7).
Full Custom Build	We build a new site. Its "Visit our website" button turns on in your Customer Center by itself.
Search Party	Google listing and search fixes. Website fixes, if any, use the same helper invite.
Curb Appeal Check and The Mirror	Reports about your website and how AI tools see you. Nothing to install.
Works behind the scenes (no website needed)	
Night Bell	Texts back callers you missed.
Wake the List	One friendly offer to past customers.
Digital Door Knockers, Drive Engine	Finds and contacts new customers and books appointments.
Second Knock, Rural Route, The Town Crier	Email and text campaigns, postcards, and social posts.
The Grapevine	Emails you when people nearby ask for what you do.
The Job Folder, Capital Connect, The AI Toolbelt, Rate Rescue	Your jobs, financing help, AI training and card payments. All in your portal.

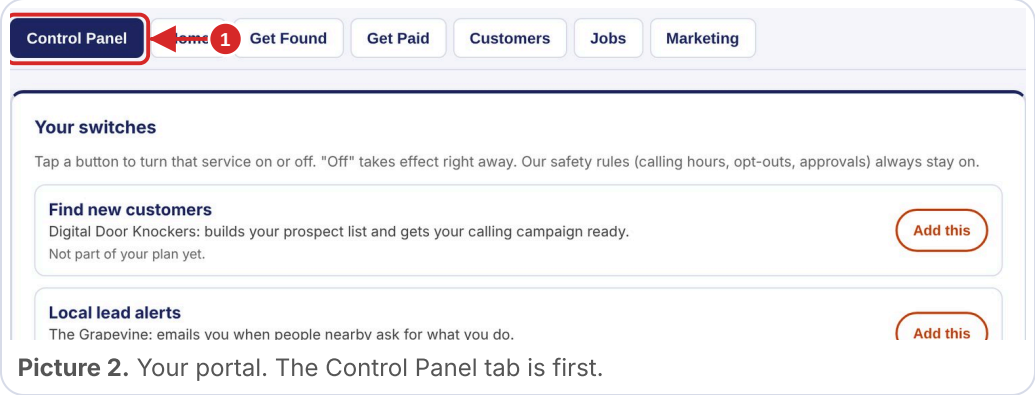
This is what your customers get when they tap it:



Picture 1. A sample website with the Customer Center open. Only the buttons for your modules show.

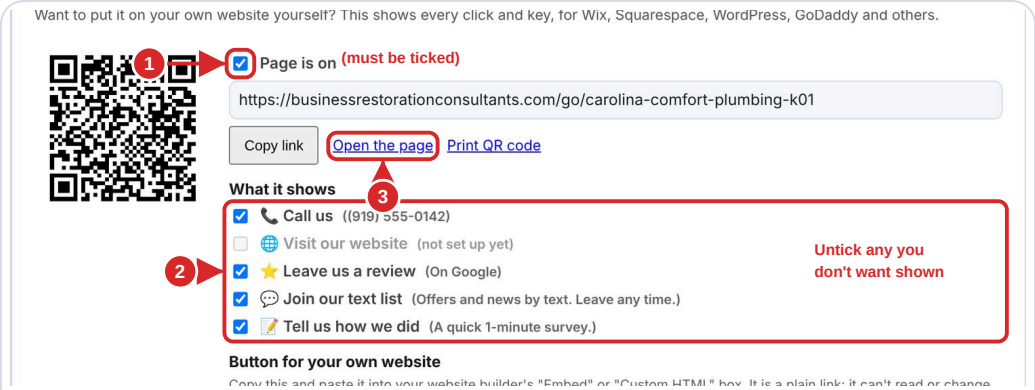
2. Get your code from your portal

1. On your computer, open **businessrestorationconsultants.com/portal** and log in.
2. Click the **Control Panel** tab (top left, Picture 2, red 1). Scroll down to **Your Customer Center**.



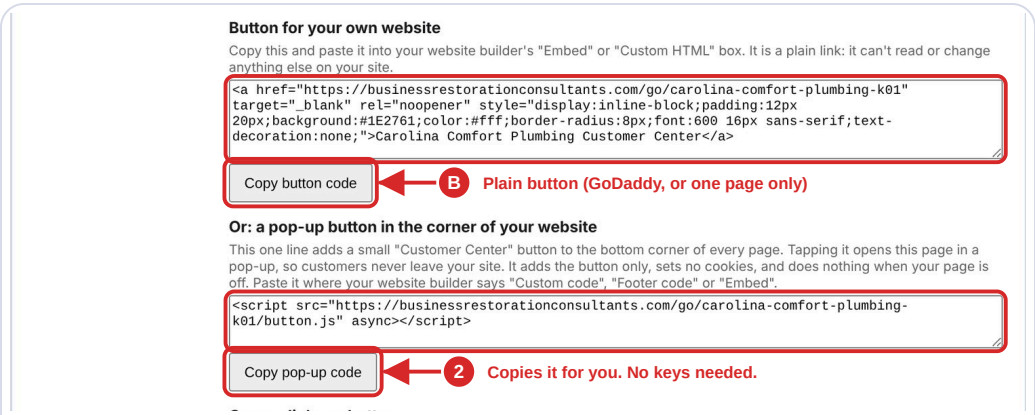
Picture 2. Your portal. The Control Panel tab is first.

3. Make sure **Page is on** is ticked (Picture 3, red 1).
4. Under **What it shows**, untick any button you don't want customers to see (red 2). It saves by itself.
5. Click **Open the page** (red 3) to see what customers will see. Close that tab when you're done.



Picture 3. The top of Your Customer Center.

6. Pick your code. Most websites: click **Copy pop-up code** (Picture 4, red 2). It puts a button in the corner of every page. **GoDaddy**, or if you want the button on one page only: click **Copy button code** (red B).
7. That's it, the code is copied. You don't need to select it or press any keys. Now go to Part 3.



Picture 4. The two codes. Use the Copy button under the one you need.

If the Copy button doesn't work (some older browsers): click inside the code box, press ⌘ Cmd+A (or Ctrl+A) to select it all, then ⌘ Cmd+C (or Ctrl+C).

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3. Paste it into your website builder

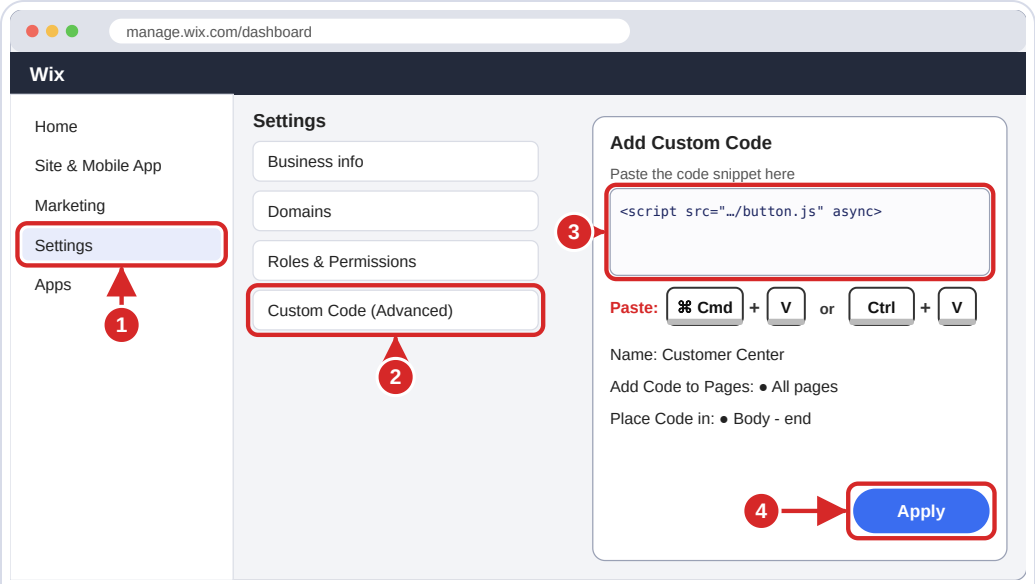
Find your builder below. Not sure which one you have? Look at the address you log in at, or the bottom of your website ("Powered by ...").

Jump to: Wix · Squarespace · WordPress · GoDaddy Website Builder · Shopify · Something else

These are simple drawings, not photos of your account. Website builders move their menus around now and then, so a name may be a little different. Look for the same words.

A. Wix

Copy the **pop-up code** (Picture 4, red 2) first. Then:



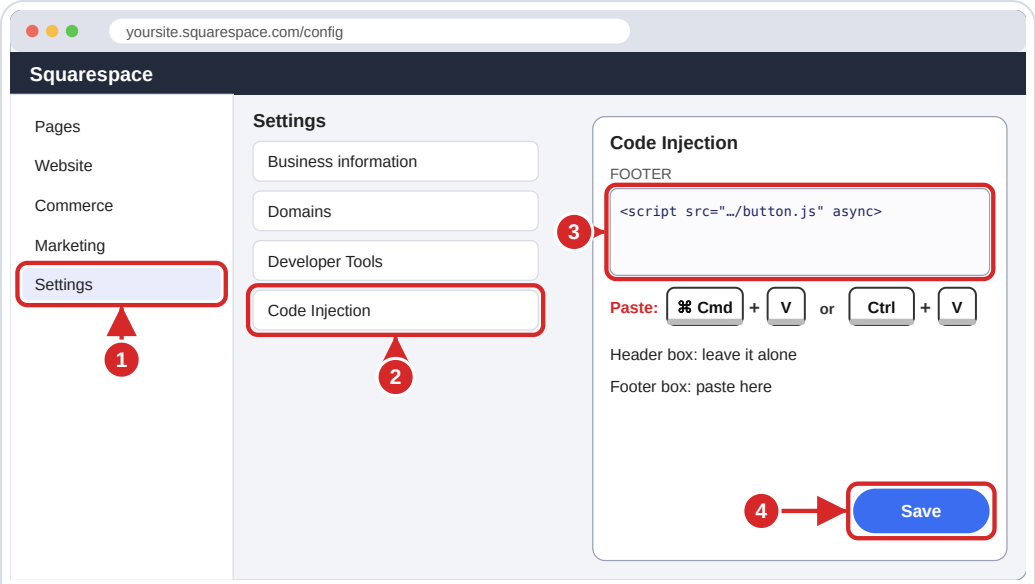
Picture 5. Wix: the four places you click. Red numbers match the steps below.

1. Log in at **wix.com**. Click your site to open its **Dashboard**. In the left menu, click **Settings**.
2. Scroll down to **Advanced** and click **Custom Code**. Then click **+ Add Custom Code** (top right).
3. Click inside the big box that says **Paste the code snippet here**. Press ⌘ Cmd + V on a Mac or Ctrl + V on Windows. Type the name **Customer Center**. Pick **All pages** and **Body - end**.
4. Click **Apply**. Wix adds it right away. You don't need to republish.

If that menu is missing: Wix only allows custom code on a paid plan with your own domain. No paid plan? Use the plain button code instead: in the Editor click **Add (+)** > **Embed Code** > **Embed HTML**, click **Enter Code**, paste, click **Update**, then **Publish**.

B. Squarespace

Copy the **pop-up code** (Picture 4, red 2) first. Then:



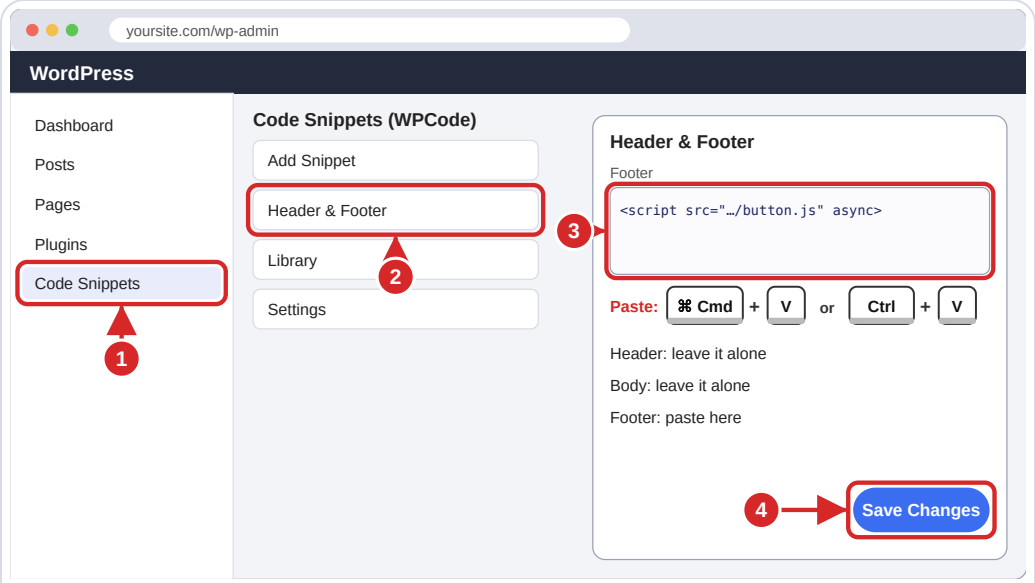
Picture 6. Squarespace: the four places you click. Red numbers match the steps below.

1. Log in at **squarespace.com** and open your site. In the left menu, click **Settings**.
2. Click **Developer Tools** (some sites say **Advanced**), then **Code Injection**.
3. Click inside the **Footer** box (not Header). Press ⌘ Cmd+V or Ctrl+V.
4. Click **Save** at the top left.

If that menu is missing: Code Injection needs a Business plan or higher. On a lower plan, edit your home page, click **Add Block** > **Code**, paste the plain button code, and click **Save**.

C. WordPress

Copy the **pop-up code** (Picture 4, red 2) first. Then:



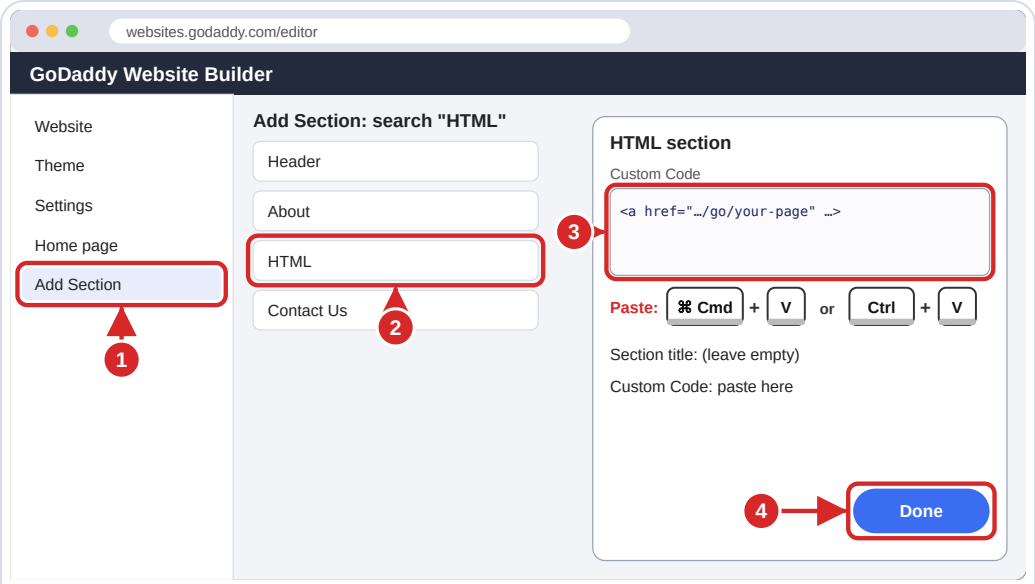
Picture 7. WordPress: the four places you click. Red numbers match the steps below.

1. Log in to **yoursite.com/wp-admin**. If you don't see **Code Snippets** in the left menu: click **Plugins** > **Add New**, type **WPCode** in the search box, click **Install Now**, then **Activate**. Then click **Code Snippets**.
2. Click **Header & Footer**.
3. Click inside the **Footer** box. Press ⌘ Cmd+V or Ctrl+V.
4. Click **Save Changes**.

If that menu is missing: On WordPress.com (not your own hosting), plugins need the Business plan. Without it, edit your home page, click the **+**, add a **Custom HTML** block, paste the plain button code, then click **Update**.

D. GoDaddy Website Builder

Copy the **plain button code** (Picture 4, red B) first. Then:



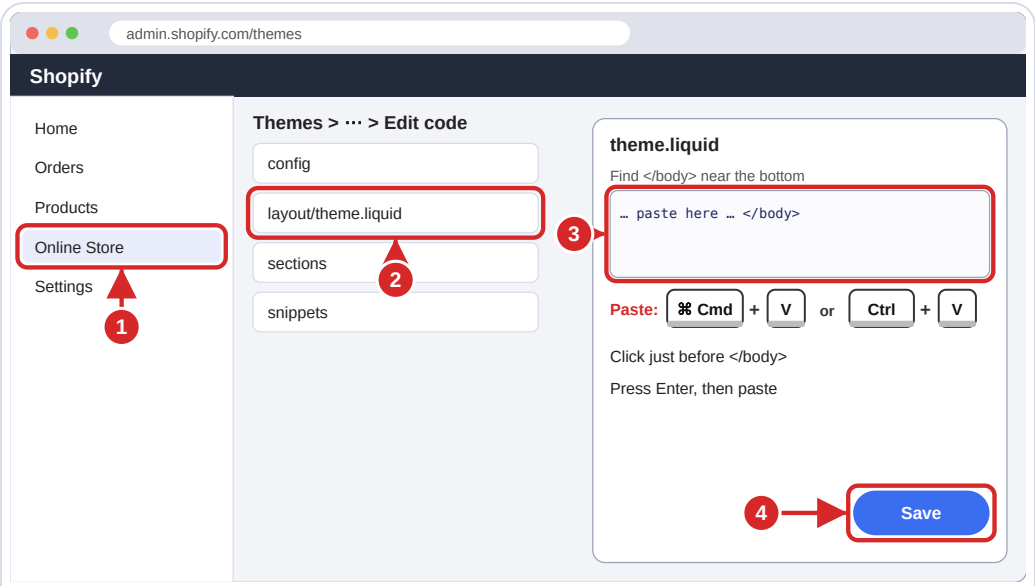
Picture 8. GoDaddy Website Builder: the four places you click. Red numbers match the steps below.

1. Log in at **godaddy.com**, open **My Products**, and click **Edit Website**. Go to the page where the button should show (usually **Home**) and click **Add Section**.
2. Type **HTML** in the search box and click **Add** on the HTML section.
3. Click inside the **Custom Code** box. Paste the **plain button code** (not the pop-up code): ⌘ Cmd + V or Ctrl + V.
4. Click **Done**, then **Publish** (top right).

If that menu is missing: GoDaddy keeps code inside its own box, so the corner pop-up can't float over the page. The plain button works fine.

E. Shopify

Copy the **pop-up code** (Picture 4, red 2) first. Then:



Picture 9. Shopify: the four places you click. Red numbers match the steps below.

1. Log in to your Shopify admin. Click **Online Store**, then **Themes**. On your live theme, click the ··· (three dots), then **Edit code**.
2. In the file list, open **layout** and click **theme.liquid**.
3. Press ⌘ Cmd + F (or Ctrl + F) and type **</body>** to find it. Click just before it, press Enter, then paste with ⌘ Cmd + V or Ctrl + V.
4. Click **Save** (top right).

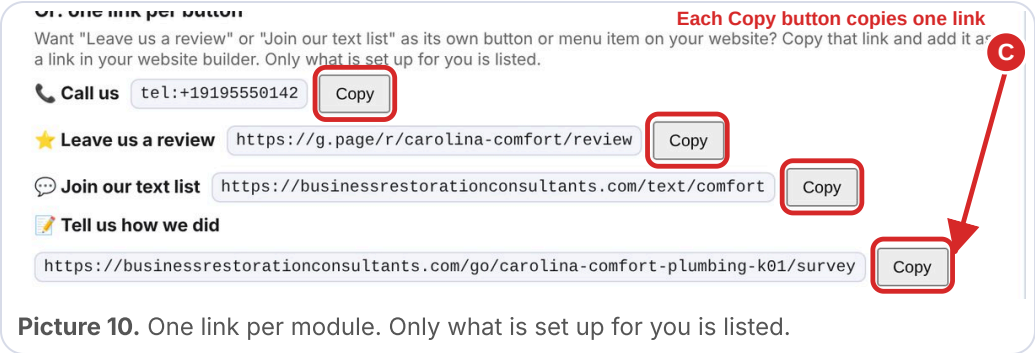
F. Something else, or not sure

1. Log in to your website builder and look in its settings for one of these words: **Custom code**, **Code injection**, **Footer code**, **Tracking code** or **Header & Footer**.
2. Paste the **pop-up code** into the **footer** box there, so it is on every page. Click **Save** or **Publish**.
3. Only see an **HTML** or **Embed** box you place on one page? Use the **plain button code** there instead.
4. Still stuck? Use Part 7 and we'll do it for you.

4. Optional: a separate button for each module

Want a "Leave us a review" button on your home page, or "Join our text list" in your top menu? Each module has its own link. You can use these instead of, or as well as, the Customer Center button.

1. In your portal, Control Panel tab, find **Or: one link per button**.
2. Click **Copy** next to the one you want (Picture 10, red C).
3. In your website builder, add a button or menu item and paste the link where it asks for the link or web address. How, by builder:



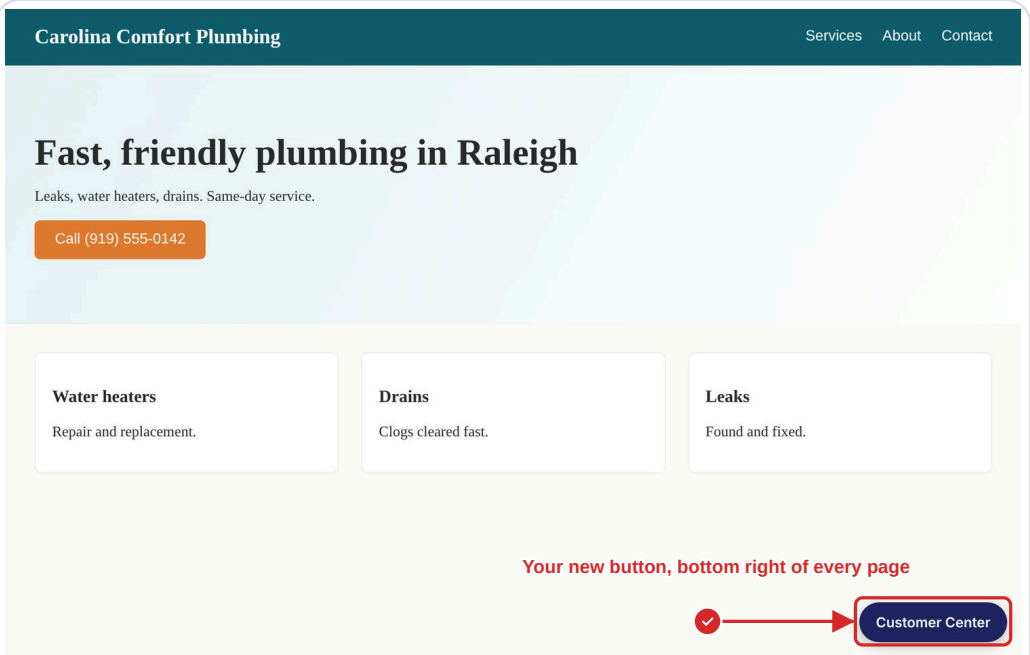
Picture 10. One link per module. Only what is set up for you is listed.

- **Wix:** In the Editor click **Add (+)** > **Button**. Click the button, then the **link** icon (a chain). Pick **Web Address**, paste the link, tick **New window**, click **Done**, then **Publish**.
- **Squarespace:** Edit the page, click **Add Block** > **Button**. Type the button words, paste the link in **Link**, then **Save**. For the top menu: **Pages** > **+** > **Link**.
- **WordPress:** Edit the page, click **+** > **Buttons**. Type the words, click the **link** icon, paste, press Enter, then **Update**. For the menu: **Appearance** > **Menus** > **Custom Links**.
- **GoDaddy:** Click a section that has a button, click the button, set **Link to** > **Website address**, paste, then **Publish**.
- **Shopify:** For the top menu: **Online Store** > **Navigation** > **Main menu** > **Add menu item**. Type the words, paste the link, click **Save**.

"Call us" is a phone link (it starts with **tel:**). It dials on a phone. On a computer, some browsers offer to call from your phone app.

5. Check that it works

1. Open a private window: ⌘ Cmd + Shift + N on a Mac, Ctrl + Shift + N on Windows. This shows your site the way a new customer sees it.
2. Type your website address and press Enter.
3. Look at the **bottom right corner**. You should see a dark blue **Customer Center** button (Picture 11). Plain button users: look where you placed it.
4. Click it. The Customer Center opens over your site (Picture 1). Click the **X** to close it.
5. Now try it on your phone. On a phone it opens in a new tab instead of a pop-up. That is normal.



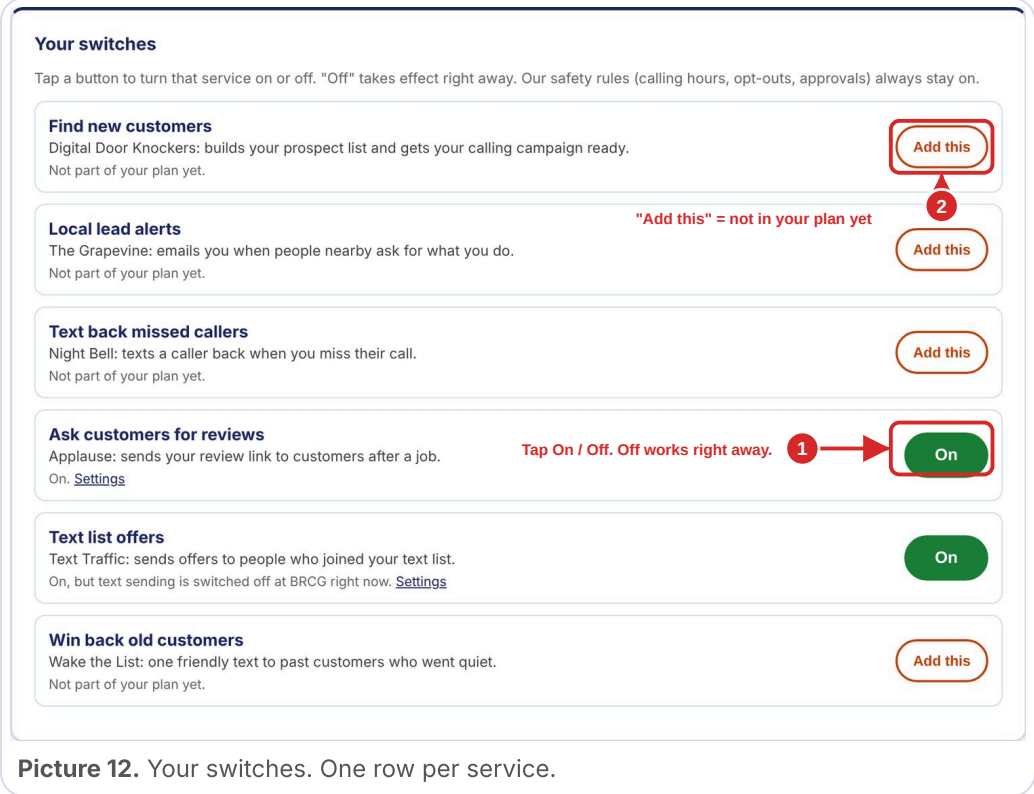
Picture 11. A sample website with the Customer Center button added.

No button? Reload with ⌘ Cmd + Shift + R (Mac) or Ctrl + F5 (Windows). Check that you clicked Save or Publish. Check that **Page is on** is ticked in your portal. Wix and Squarespace need the paid plans named in Part 3.

6. Move around your modules after it is on

Once the button is on your site, you never go back into your website builder. You run everything from the **Control Panel** tab in your portal, and the button on your site updates itself.

I want to…	Where to click in your portal
Hide a button (like the survey)	Control Panel > Your Customer Center > **What it shows** > untick it.
Turn the whole Customer Center off	Untick **Page is on**. The corner button disappears from your site within about 5 minutes. Tick it again to bring it back.
Pause a service (missed-call texts, review requests, text offers, win-back texts)	Control Panel > **Your switches** > tap **On** to make it **Off** (Picture 12, red 1). Off works right away.
Add a module	Tap **Add this** on its row (red 2), or the Home tab, **Add these next**. When it's set up, its button appears on your Customer Center by itself.
Read survey answers	The **Customers** tab > **Customer feedback**.
Print the QR code for your truck or counter	Your Customer Center > **Print QR code**.
Let an employee do this	Control Panel > **Your team** > add them and tick **Control Panel switches and Customer Center**.



Picture 12. Your switches. One row per service.

Your Off button always works. Our safety rules (calling hours, opt-outs, approvals) stay on whatever you choose.

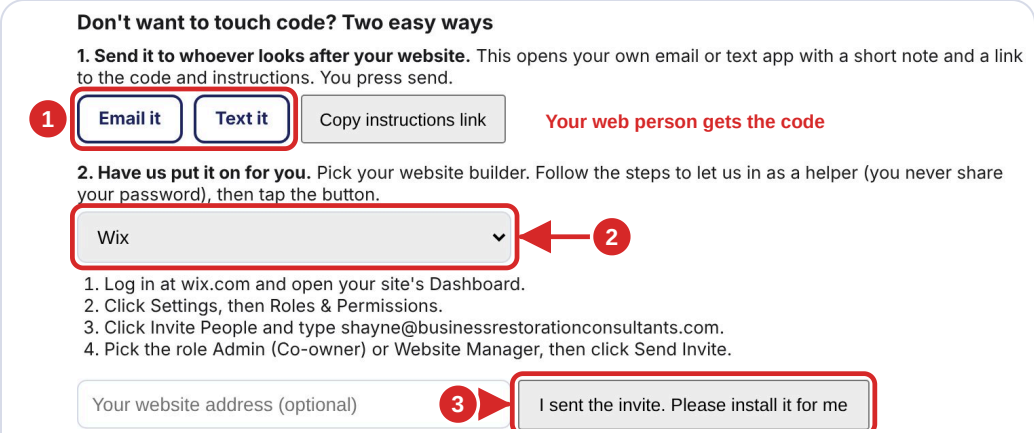
7. Rather we do it? Problems? Taking it off

Send it to whoever looks after your website

1. In Your Customer Center, find **Don't want to touch code?**
2. Click **Email it** or **Text it** (Picture 13, red 1). Your own email or text app opens with a short note and a link to the code and steps. Type their address and press send. We send nothing.

Have us put it on for you (free)

1. Pick your website builder from the list (red 2). Steps appear for inviting us as a helper. You never share your password.
2. Do those steps in your website builder. The invite goes to shayne@businessrestorationconsultants.com.
3. Come back and click **I sent the invite. Please install it for me** (red 3). We put it on and let you know.



Picture 13. The no-code options, with Wix picked.

Taking it off

1. Fastest: untick **Page is on** in your portal. The button stops showing within about 5 minutes.
2. To remove it for good, go back to the same place you pasted it (Part 3), select the code, press **Delete** (Mac) or **Backspace**, and click **Save** or **Publish**.

Is it safe?

The code adds one button and nothing else. It sets no cookies, can't read or change anything else on your site, and does nothing at all when your page is off or your account is not active.

Questions? Email **shayne@businessrestorationconsultants.com**.