August 2025

# MAGWEB

PhD

Welcome to MAGweb PhD training! By now you should have a basic understanding of how MAGweb works, and be ready to focus on some advanced features that can help you use your website to attract visitors and generate leads. We'll walk you through the creation of each section step-by-step. All you need to do is watch us create first, and then we'll have you do each step with us one at a time. That way you know what to expect before you move forward.

During this training we're going to:

- Learn about lead magnets
- Learn about creating page frameworks using Rows
- Add a download page
- Create an email capture in two different ways

**What is a Lead Magnet?**
Ever seen a post on social media that offers you a free travel guide or other resource in exchange for your email? That's called a lead magnet. In exchange for a high value asset a site visitor will give you their contact info and name, allowing you to market to them as a lead. This is referred to as an opt in, since to market to people by email, they must opt into that type of email. You are not supposed to send marketing emails to people unsolicited.

Lead magnets allow you to grow your mailing list with people who are interested in your business' niche. They also help you establish yourself as an expert and help generate backlinks to your site, which will improve your SEO. Lead magnets can even help you create segmented mailing lists by creating different lead magnet landing pages for the different types of travel you focus on.

**Types of Lead Magnets**
Lead magnets come in all shapes and sizes. The most common lead magnets are:

*Interactive*
Interactive lead magnets include quizzes and webinar sign up. Examples include a travel type or destination you should visit quiz or signing up for a webinar on visiting Alaska.

*Written*
Written lead magnets include written materials that the visitor can download. Examples include travel guides, packing lists, and budgeting worksheets.

*Free Trial*
Free trial lead magnets include offering visitors something for free if they sign up. Examples include offering a free 30-minute travel consultation or a free one-on-one travel brainstorming session.

*Video*
Video lead magnets include videos your clients can only access if they sign up for your mailing list. Examples include access to an exclusive video series or a pre-recorded webinar.

Some of these lead magnets will require you to invest in 3rd party solutions to build them, so keep that in mind when you pick what type of lead magnet you are going to use.

**Creating an Email Capture Using Custom Forms**

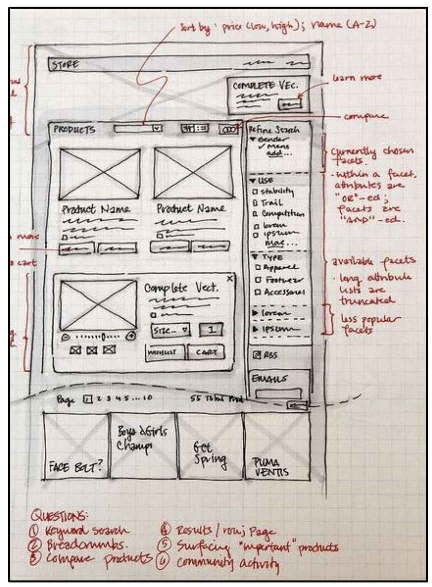
From your MAGweb Dashboard, hover over Forms in the left menu and click on New Form.

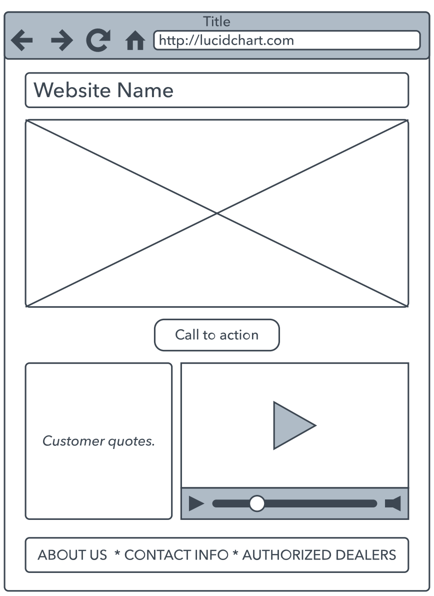
Name the form Email Capture.

1. **Create Your Landing Page**
   You need to create a landing page for visitors who want your lead magnet to go to.
2. Create a new page named Offer Page Sample and hit publish. You'll be taken to the page in page builder mode.
3. We need to hide the page title. To do so, click on SEO Toolbox at the top right.
4. Click on the Page Settings tab and in the Hide Post/Page Title field select Yes from the drop down menu.
5. Click the Save button at the bottom left of the window.
6. Click Done > Publish to save your page.

**Create A Framework**

You don't build a house without blueprints, and the same thing is true when building a website. You need to know how you want your site to look before you start putting it together. We recommend drawing your website out as a series of boxes since that's how the MAGweb modules function. You can use software to create these boxes, also called wireframes, but often the easiest way is to just grab some printer paper and a pencil. No artistic talent is needed, just draw boxes where you want the content to be. This will give you a foundation to start building from. Once you have sketched out your layout, it's time to add your wireframe to your site. We use rows, columns, and modules to add content to your site. Don't worry about adding actual images or text yet, just get the wireframe built.



**Watch Then Do: Build Your Wireframe**

For this assignment, we are all going to build our website wireframe. Watch first, then you do.

1. In Page Builder mode, click on the blue plus + in the top right corner of your page.
2. Select the Rows tab.
3. Click and drag a 1 Column row to your page. We need to stretch it out so we can nest columns inside it.
4. Hover over the column you dropped. There should be two rectangles – a blue one and a larger gray one surrounding it. Click on the wrench of the gray box to open the Row Settings window. In the Style tab set the Width drop down to Full Width. Then click the Advanced tab and set the top margin to 30.
5. Click and drag a 2 Column row and drop in on the page.
6. Click Done > Publish to save your wireframe.

**Adding Eye Catching Content**

An eye-catching webpage needs to look good, be easy to read, and offers content that makes users want to engage. For a lead magnet you'll also want to include an easy-to-use opt-in form and a clear call to action. Let's add a small value prop section to entice visitors to submit their email address, side by side with a picture.

**Watch Then Do: Add Text and Bulleted List with Icons**

For this assignment we are going to add text and images side by side to create an attractive landing page. Watch first, then you do.

*Adding the Heading*

1. In Page Builder mode, open the Module Menu. Click and drag a Heading module and drop it in the left container you created.
2. Find the text file provided. Copy the text under Heading 1 and paste it into the Heading field in the module.
3. Set the HTML tag to h1
4. Click on the Style tab. Click on the Color Picker in the Color section and put hex code #009fa8 in the hex code field.
5. In the Font section, select Raleway under the Family dropdown and set the weight to Bold.
6. Set the Size to 50 px, the Line Height to 55 px, and Align left.
7. Click on the Advanced tab. Set the top margin to 10 and the bottom margin to 0.
8. Click on the Save button.

*Adding Text*

1. Drag and drop a Text Editor module and drop it directly under the heading you added.
2. Copy and paste the text from Text Editor 1 in the PhD text document.
3. Highlight the text and click on the Bold button (B).
4. Click on the Style tab. Click on the Style tab. Click on the Color Picker in the Color section and put hex code #020000 in the hex code field.

5. In the Font section, set the Size to 20 px and the line height to 20 px.
6. Click on the Advanced tab. Set the bottom margin to 5.
7. Click the Save button.

*Adding a Bulleted List*

1. Drag and drop an Icon module directly underneath the text you added.
2. In the General tab, click on Select Icon.
3. In the box at the top right, search using the word Check. Select the image of the check surrounded by a circle.
4. Copy and paste the text from Icon Text 1 into the Text section.
5. Click on the Style tab. Set the Icon Size to 1.15 em. Set the Icon Color to #55acee using the hex code field.
6. Click on the Advanced tab. Set the bottom margin to -10 and the left margin to 30.
7. Click the Save button.
8. Hover over the Icon module you just finished and click the Copy button that looks like two squares on top of one another. The module will copy underneath.
9. Click the Wrench to open the module. Replace the text with Icon Text 2.
10. Go to the Advanced tab. Set the top margin to 20; leave the bottom and left the same.
11. Click on the Save button.
12. Copy the Icon module you just finished. Replace the text with Icon Text 3. Click on the Save button
13. Copy the Icon module you just finished. Replace the text with Icon Text 4. Click on the Save button.

*Adding Text*

1. Drag and drop a Text Editor module and drop it directly under the bulleted list you created.
2. Copy and paste the text from Text Editor 2 in the PhD text document.
3. Click on the Advanced tab. Set the bottom margin to 5.
4. Click the Save button.

*Adding an Image*

Now that we've added our text, it's time to add an eye-catching image. To do that we use the Photo module.

1. In Page Builder mode, open the Module Menu. Click and drag an Image module and drop it in the right container you created.
2. Click on Select Photo to access the Media Library.
3. Click on Upload files > Select Files and upload the image named family-pool.jpg, then click Select Photo in the bottom right corner.
4. Click on the Style tab. Select Circle in the Crop dropdown.
5. Click on the Save button.
6. Click Done > Publish to save your page.

**Watch Then Do: Creating a Download Page**

Before we can create the email capture we need to create a landing page to house your magnet. The landing page should thank the visitor for submitting their information and give them a simple way to download the file you promised. We also need to upload the downloadable file to your Media Library so your visitors can get it once they fill out your form.

Uploading Your Lead Magnet to the Media Library

Let's start by uploading your lead magnet to your media library so you can add the link to your Thank You page.

1. From the MAGweb dashboard, click on Media Library in the left menu.
2. Click on the Select Files button and upload the file named LeadMagnet.
3. Click on the file in the Media Library to open the Attachment Details window.
4. Copy the file URL in the right menu and store it somewhere easy to access. Exit out of the window by hitting the X in the top right corner.

**Watch then Do: Adding Your Download to Your Page**

Now we need to create the page where visitors can download your lead magnet after they submit their email address.

1. From the MAGweb dashboard, click Pages > Add New Page. Name this page Thank You.
2. In Page Builder mode, drag and drop a two-column row to your page.
3. Hover over the boxes and click on the wrench in the top left corner. Set the Width to Full Width. Click on Save.
4. Drag and drop a Text Editor module into the box to the left column box. Copy and paste Thank You Page Text from the PhD text document. Click Save.
5. Drag and drop a photo module.
6. Make sure your source is set to Media Library and then click on Select Photo. Upload and select the image named ThankYouPage.jpg.
7. 

**Generating Leads**

Now that you have added text and images and completed your Thank You page, you need to add your lead capture. The simplest lead capture is to request an email address in exchange for your magnet. There are lots of different ways to capture that email address, but in this training, we will show you a simple capture form.

**Watch then Do: Create a Standard Capture Form**

Let's create the standard capture form first.

1. Open the module menu and select Rows. Under the Group dropdown menu, click on Prebuilt Rows and select Lead Generation.
2. Drag and drop template Leadgen 3 to the very bottom of the page.

*Add a Heading*

1. Hover over the Heading module and click the wrench to edit.
2. Copy and paste the Heading 2 text into the Heading field.
3. Click Save.

*Add Text*

1. Click on the Text Editor module underneath the
2. Copy and paste the Text Editor 3 text from the doc into the text field.
3. In the Style tab, set the color to #ffffff in the hex code field of the color picker.
4. In the Typography section set the Font Family size to 1.5 em.
5. In the Advanced tab set the top margin to 0.
6. Click Save.

*Adding an Email Capture*

1. Click on the Subscribe Form module to the right of your heading and text.
2. Under service, select Tess
3. Under Success Action select Redirect and paste the permalink for your Thank You page.
4. Click on the Button tab.
5. Change the Button Text to Download.
6. Click Save.
7. Click Done > Publish to save your page.

**Adding Your Landing Page to Your Site**

Now that your page is created, you can add the page to your site so anyone can submit their email address to access your lead magnet. To do that:

1. Go to your MAGweb dashboard.
2. Click on Nav Menus in the left menu.
3. Click the check box next to Offer Page Sample and click the Add to Menu button.
4. The page will drop at the end of the navigation menu. You can drag and drop the item to change the navigation menu order.
5. Click Save Menu.

You now have a working lead magnet that should drop leads directly into Tess for you. Make sure to test it so you know it's working correctly.

**Creating a Blog Layout to Make Visitors Stay**

Your lead magnet is a great way to attract visitors to your MAGweb site, but you'll also want to give them content that makes them stay. A frequently updated blog with travel-related articles and images is a tool to keep site visitors coming back and using you as a trusted travel resource.

**Watch Then Do: Create a Custom Blog Layout Page**

1. From your MAGweb dashboard click on Pages > Add New Page. Name it Custom Blog Page and click Publish.
2. Hide the Page Title using the SEO Toolbox.
3. In the Module menu click on the Templates tab. Select the Blog Grid template. If it ask, select Replace Existing Layout.
4. Hover over the Our Blog text and click on the wrench. Update the Text Editor module with your blog name and a brief description.
5. Hover over the blog grid module and click the wrench.
6. Select Grid from the Layout dropdown.
7. In Posts, set Equal Heights to Yes.
8. Click on Save, then Publish > Done.

**Do Together: Activate Your MAGweb Blog**
Now that you've created a custom blog page, you need to activate your MAGweb blog and set your custom page as the blog landing page.

1. From the MAGweb dashboard, click on Blog Options in the accordion.
2. Select Custom Blog Page from the Enable Blog dropdown.
3. Check the box next to 'Do you want visitors to be able to post comments about your blog posts?'.
4. Give your blog a name in the Blog Nav Title field.
5. Select Custom Blog Page in the 'Blog Page?' dropdown.
6. Click on the Save Changes button.

Setting Up Your Marketing Center Bio
You are now able to write and publish blog posts by clicking on the Blog tab in the left menu and then selecting Add New Post. You need to add a title, your text, and a feature image. You can also add relevant tags for SEO and create categories for organization, such as travel type, blog type, etc. Once that is done you click Publish and the post is now live in your blog. You also have the option to use MAGgie, our OusideAgents.com exclusive AI tool to write your blogs for you. But before you can use MAGgie, you need to set up your Marketing Center Bio.

To set up your bio:

From the MAGtap left menu click on Marketing > Marketing Center.

1. In the top menu, click on Content Genies (AI) > Bio Genie.
2. You'll be given two options: link your TLN Agent Profile, or if you don't have one, you can manually add your information.
3. Choose how you want to create your agent profile and then follow the steps. Be patient, sometimes it takes a while to generate.
4. Now you can begin generating content with MAGgie.

**Integrating Your Site into MAGgie**
MAGgie is a powerful free tool that can automatically push blog posts you create using her AI tools

directly to your MAGweb site. Integrating your site into her is simple and saves you time, freeing you up to do the important tasks you don't want to automate. Let's add your MAGweb site to MAGgie's web dashboard so you can start creating blogs.

1. Go to app.mymaggie.ai and login using your MAGtap credentials.
2. In the left menu, click on settings (gear icon).
3. Your profile should load automatically if you set it up using your Bio Genie. Click on the Integrations tab at the top. The Integrations tab allows you to connect your email and calendar, website, and your social media accounts. For now, we're only going to connect to our website.
4. Make sure you are already logged into your MAGweb site. In the Connect Wordpress section, enter your full MAGweb domain, including the https://www.
5. You'll be taken to a Authorize Application page in your MAGweb dashboard. If you are not logged in, you will need to log in and type in your website address again.
6. Click Yes, I approve of this connection. You'll be taken back to the Settings page of MAGgie and you should now see your site url in green.

**Do Together: Using MAGgie to Create Blog Posts**

Now that your site is connected to MAGgie, you can use her AI Blog feature to create blogs in your brand voice quickly and efficiently. Before we start with that we do have some advice. AI is an amazing tool for creating a first draft of something, but we still recommend making edits to what AI writes for you. Why? Well AI isn't perfect, for one. It's still learning and can definitely make mistakes. Two, you want to add a personal touch to your blog posts so they don't sound like AI wrote them. Even when AI writes in your brand voice it still has that AI twist that tells people a computer wrote this. It's a little too perfect, similar to the concept of the 'uncanny valley'. Good human writing is a little more fluid and flexible than an AI can write at this time. So edit that text to bring some of that humanity back in.

Let's create a blog post.

1. In the left menu, click on the Blog tab (paper icon).
2. Step 1 is to add a title and some keywords. Just write a rough title and then use the Refine button if you're not happy with it. MAGgie will automatically recommend some keywords, but you can also use an SEO tool to help generate more.
3. Click next.
4. Set your Word Limit, Brand Voice and Tone.
5. Set your outline and paragraph headings. You can also add subparagraph headings manually for organizational purposes if you like.
6. Click on Confirm & Generate.
7. MAGggie will generate your blog post. Make any edits and then click on the Sync button at the top. This pushes the post to your MAGweb blog library.

8. In a new tab, go to your MAGweb dashboard, and click on Blog > All Posts in the left menu. You'll see the post you just created there. Click on Edit Post. Now you can add a featured image and make any additional edits.
9. Once you are ready click the Publish button to make the post live.

Now that you know how, you can create each post as needed or create several at once and then publish them on a schedule.

### Making a Group Landing Page to Close Sales

So you attracted visitors using a lead magnet. And then you created a blog to give them a reason to stick around, now you just need to convert that visitor into a client. One way to do that is to advertise your group space in one place so clients can see your skills in real time. The best part is it allows you to advertise your available group space in one spot, so you don't have to send individual emails. Saving time for the win!

### Watch Then Do: Creating a Landing Page

Let's create a groups landing page we can add to our site navigation.

1. Go to your MAGweb dashboard.
2. Click on Pages > Add New Page.
3. Name the page Group Page Sample and click on Publish.
4. Hide the page title using the SEO toolbox.
5. Drag and drop a Heading module onto the page.
6. Copy and paste the Group Heading Text.
7. Set the HTML Tag to h1.
8. Click on the Style tab.
9. Set the color to #009fa8 in the hex color code field.
10. In the font section, set the Font Family to Raleway, the Weight to bold, the Size to 50px, the Line Height to 55 px and Align center.
11. Click on the Advanced tab.
12. Set the Top Margin to 10 and the Bottom Margin to 0.
13. Click Save.

Now that we have a title, let's add our MBG pages using the MBG List module.

1. Drag and drop the MBG List module underneath the heading you just created. Make sure to drag it down to the bottom of the page so it creates a new row. You can tell you're at the right spot when a solid blue line appears across the page.
2. Delete the Heading Text content.
3. Click on the Feed tab.
4. Select Grid from the Type of Layout dropdown.
5. Set the number of columns to 3.
6. Select the MBG pages you would like to feature.
7. Click on the advanced tab.

8. Set the Top Margin to 0.
9. Click Save, then Done > Publish.

You can also add MBG pages using a Row Template.

1. Drag and drop a Separator module underneath the MBG List module. Make sure to drag it down to the bottom of the page so it creates a new row. You can tell you're at the right spot when a solid blue line appears across the page.
2. Align it center.
3. Click Save.

*Adding a Heading and Removing Text*

1. Go to the Module Menu and select Rows > Group: Features and drag and drop Features 1 underneath the separator you created.
2. Click on the Heading module.
3. Copy and Paste the Group Heading Text into the Heading field.
4. Click Save.
5. Below the heading is some text. You can either delete the module by hovering over it and clicking the X, or you can edit it to provide visitors with a brief description of what you're advertising.
6. If you do add text, click the Save button when you are done and then Done > Publish.

*Adding an MBG Link*

1. Hover over the Call Out box. It's the box that has the WordPress Logo and says This is a h3 feature title.
2. Click on the Wrench.
3. Update the Heading Text to match with the MBG page you are going to link to.
4. Update the Text field with text that matches the MBG page you are going to link to.
5. Click on Image.
6. Select Photo in the Image Type dropdown.
7. Select the photo from the media library.
8. Set the Position to Above Heading.
9. Click on the Link tab.
10. Copy and paste the MBG permalink into the Link field.
11. Under Call to Action change the Button Text to Learn More and Sign Up.
12. Under Button Text set both the Button Text Color and Button Text Hover Color to #ffffff using the Hex Code field in the color picker.
13. In the Button Background section set the Button Background Color to #00d199 using the Hex Code field in the color picker.
14. Set the Button Background Hover Color to #00adad using the Hex Code field in the color picker.
15. Click Save, then Done > Publish.

Edit the other two Call Out modules in the same way, saving and publishing after each one. Now you can add the page to your MAGweb site by editing the navigation menu.