

CLIQTAGS

Tutorial for a first time user of CliqTags

Thanks for your interest in CliqTags, the all-in-one tool for effective mobile marketing!

CliqTags is intended for quick creation and easy management of mobile sites for different aspects of mobile marketing, where often campaigns, surveys etc are over a short period of time, and lead times to get things done also tend to be short and sweet. CliqTags is intended to give the content owner control over what's being published and when, without need for any middle-men, except maybe during the design phase.

Introduction

The following tutorial assumes you have already signed up for at least the Apprentice plan (free, max. 1 site, 4 pages etc), but the same fundamental procedure applies to premium plans.

We advise you to have the tutorial open in a separate window (or lo and behold printed), so you can experiment with CliqTags while reading. The tutorial can be copied freely as long as no changes are made to the content and the copyright statement is intact.

Remember: You can't break anything, so we invite you to experiment on your own.

The screenshots show some features being disabled, which is the case in the Apprentice plan. All features are available in premium plans.

Whenever you are interested in learning more about how and for what to use CliqTags, you will find plenty of information at <http://cliqtags.com>, especially in the FAQ section.

Without further ado...

Create your very first site

What you see right after logging in is a page for quickly creating a new site. To the left are the most important settings to achieve a fundament for further work. To the right is a preview of your color choices, to see where they apply and so that you can see that they match.

CLIQTAGS

Anders Borg (CliqTags)
Abiro

Logout

Admin
Apps
Help
Contact
Information

Sites ▶ New site

We detected that you have no sites. Please create one below, by at least giving it a descriptive site name.

We have pre-selected a suitable site template to get you started quickly. You can of course select any other.

See [Help](#) for how to get started. You may also click on [Information](#) in the top menu for other advice (see e.g. [FAQs](#)).

All settings made here can be altered and supplemented later, including the look, layout and content of the site (actually everything).

Site name*:	<input type="text"/>	Descriptive name of the site.
Template:	Contact card (1 pages) ▼	Template for site content.
Language:	U.S. English ▼	Language for generated text.
Background:	ffffff	Color for the background of pages.
Logo:	<input type="button" value="Valij fil"/> Ingen fil har valts	Logo to be shown at the top of each page, preferably in PNG format and with transparent background.
Title text:	000000 <input type="color"/>	Color for title text.
Normal text:	000000 <input type="color"/>	Color for normal and link text.
Button text:	000000 <input type="color"/>	Color for button text in menus and for actions.
Button surface:	e0e0e0 <input type="color"/>	Color for button surface in menus and for actions.

Save

The logo will be placed here

Title text

Normal text. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Button

© 2014 Abiro. All rights reserved. | [Terms of Service](#) | [Privacy Policy](#)

Depending on your plan, a suitable site template has been chosen for you, so you have something to work with immediately. You can change to any of the other templates if you like, but for this tutorial we will use **Contact card**.

Enter a suitable **Site name**, and make any other changes you desire.

Below is an example of how things can be set up. These settings will be used throughout the tutorial.

CLIQTAGS Anders Borg (CliqTags) Abiro [Logout](#)

[Admin](#) [Apps](#) [Help](#) [Contact](#) [Information](#)

[Sites](#) > **New site**

We detected that you have no sites. Please create one below, by at least giving it a descriptive site name.

We have pre-selected a suitable site template to get you started quickly. You can of course select any other.

See [Help](#) for how to get started. You may also click on [Information](#) in the top menu for other advice (see e.g. [FAQs](#)).

All settings made here can be altered and supplemented later, including the look, layout and content of the site (actually everything).

Site name*: <input type="text" value="John Smith's contact info"/>	Descriptive name of the site.
Template: <input type="text" value="Contact card (1 pages)"/>	Template for site content.
Language: <input type="text" value="U.S. English"/>	Language for generated text.
Background: <input type="text" value="ffffff"/>	Color for the background of pages.
Logo: <input type="text" value="Valij fil"/> <input type="text" value="Medibell.png"/>	Logo to be shown at the top of each page, preferably in PNG format and with transparent background.
Title text: <input type="text" value="c00000"/>	Color for title text.
Normal text: <input type="text" value="000000"/>	Color for normal and link text.
Button text: <input type="text" value="ffffff"/>	Color for button text in menus and for actions.
Button surface: <input type="text" value="c00000"/>	Color for button surface in menus and for actions.

[Save](#)

© 2014 Abiro. All rights reserved. | [Terms of Service](#) | [Privacy Policy](#)

When you are satisfied with the look of the site, click **Save**.

If any errors occurred, they are shown at the top of the page in red.

Review your site (phase 1: not that much to see, yet)

Directly after creating your site, provided everything went well, you'll see a page with basic information about your site. If you had set up several sites they would all show up here.

CLIQTAGS Anders Borg (CliqTags) Abiro [Logout](#)

[Admin](#) [Apps](#) [Help](#) [Contact](#) [Information](#)

Sites

[New](#)

Name	Site ID	Active	Scheduling	Pages	Statistics
John Smith's contact info	177335	●	●	1	0

[Edit](#) [View](#) [Access](#) [Copy](#) [Delete](#) [Set](#) [Set](#) [Set](#) [Pages](#) [Statistics](#) [Responses](#)

© 2014 Abiro. All rights reserved. | [Terms of Service](#) | [Privacy Policy](#)

You see the name of the site, the automatically selected site ID (for accessing it via [http://cqt.se/\[ID\]](http://cqt.se/[ID])), that it's active and that it contains 1 page.

Below that is a set of tool buttons, to manage the site in different ways.

Click **View**. Now you should see the contact card that is yet empty.

The screenshot shows the CliqTags web application. At the top, the 'CLIQTAGS' logo is on the left, and the user 'Anders Borg (CliqTags) Abiro' with a 'Logout' button is on the right. A navigation bar contains 'Admin', 'Apps', 'Help', 'Contact', and 'Information'. The main content area shows a breadcrumb 'Sites ► View page 'John Smith's contact info'' and a contact card template. The card has a red header 'Medibell', a placeholder '[Name]', and an 'E-mail vCard' section with an 'E-mail address' input field and a red 'Send' button. Below the card is a banner for 'Trada guld CFDs' and a footer 'Provided by CliqTags CLIQTAGS'. At the bottom of the card area are buttons for 'Back', 'View', 'Forward', and a larger 'Close' button. The footer of the page reads '© 2014 Abiro. All rights reserved. | Terms of Service | Privacy Policy'.

Click **Close** at the bottom or **Sites** at the top (on the breadcrumb row) to get back to the list of sites. This is generally how you navigate throughout CliqTags.

Enter contact information

Click **Pages** to see a list of created pages. Right now you only have one of course, based on the Contact card template.

This screenshot shows the 'Pages for site 'John Smith's contact info'' section. It features a 'New' button and a table with one entry. The table has columns for 'Name', 'Type', 'Order', 'Active', 'Scheduling', and 'Statistics'. The entry has the name '[Name]', type 'Contact', order '0', and is active (indicated by a green dot). Below the table are buttons for 'Parent', 'Edit', 'View', 'Copy', 'Delete', 'Set', 'Set', 'Set', 'Statistics', and 'Responses'. A 'Close' button is at the bottom. The footer is the same as the previous screenshot: '© 2014 Abiro. All rights reserved. | Terms of Service | Privacy Policy'.

Click **Edit** to see the settings for this page.

Content for page type 'Contact'

Contact information, possibly from a vCard file.

Path: p

Picture: Valj filer Ingen fil har valts

Organization:

Name:

Street:

Postal code:

City:

Region:

Country:

Phone number:

Mobile number:

E-mail:

URL:

Below is example information:

[▶ Edit page 'John Smith'](#)

Organization:	Medibell
Name:	John Smith
Street:	Across Street 3
Postal code:	01801
City:	Woburn
Region:	Massachusetts
Country:	USA
Phone number:	1 555 123 4567

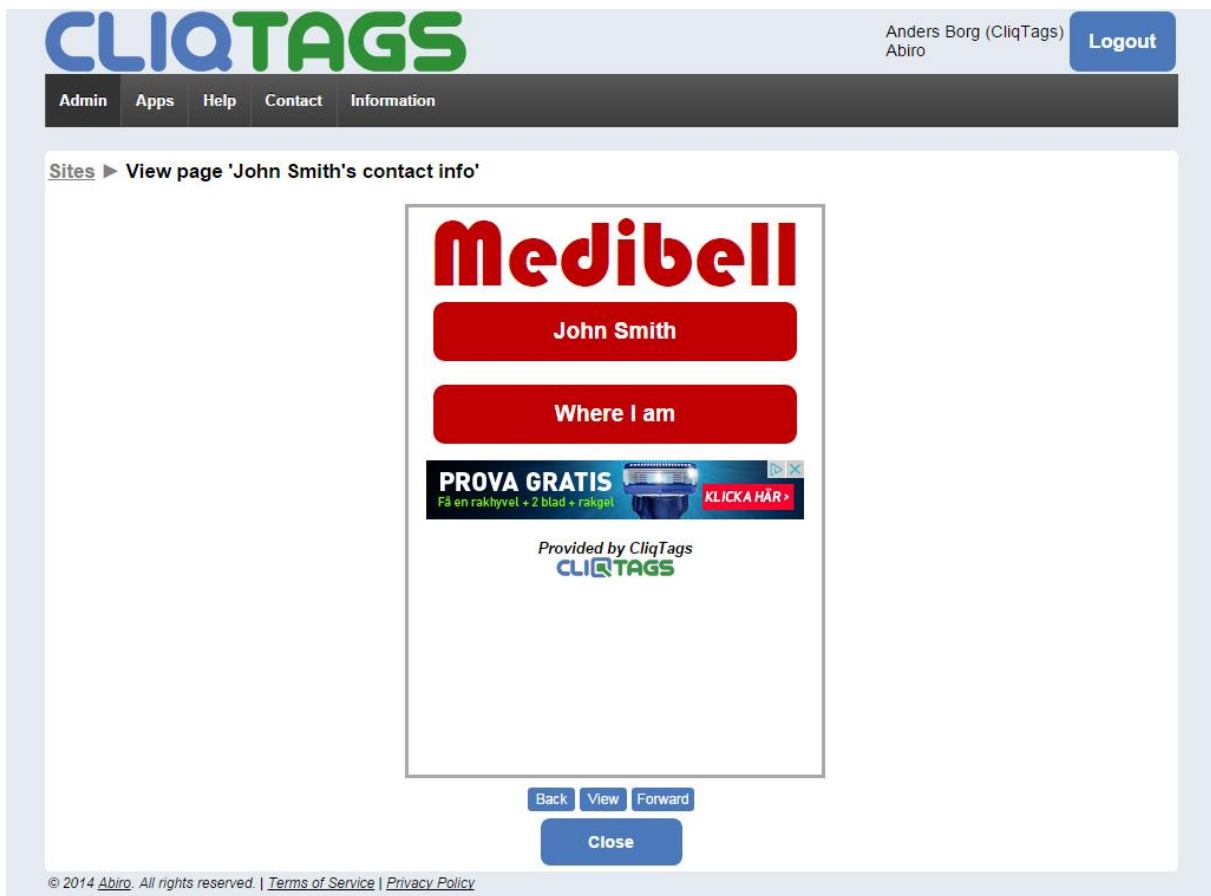
Click **View** to see what the page looks like now. Note that **View** also saves the changes that you made.

Use the map to navigate to wherever your company happens to be (use **Search** to speed things up). Choose a zoom level that clearly shows the nearest surroundings.

The screenshot shows the CliqTags website interface. At the top, the logo 'CLIQTAGS' is in blue and green. To the right, it says 'Anders Borg (CliqTags) Abiro' and has a 'Logout' button. Below the logo is a navigation bar with 'Admin', 'Apps', 'Help', 'Contact', and 'Information'. The main content area has a breadcrumb trail: 'Sites > Pages for site 'John Smith's contact info' > Edit page 'Where I am''. The page is titled 'Attributes' and 'Content for page type 'Location''. The 'Attributes' section has a sub-header 'Settings affecting the access to the page.' and a form with fields: 'Name*' (Where I am), 'Show' (checked), 'Parent' (none), 'Order' (0), 'Active' (checked), and 'Scheduling' (unchecked). The 'Content' section has a sub-header 'Location shown using a dynamic map.' and a text area containing 'You are welcome on business hours Monday to Friday.' Below the text area is a 'Path: p' field. The map section shows a Google Map of a city street intersection with a red pin. The map includes a search bar, zoom controls, and a 'Search' button. Below the map, the coordinates are displayed: Latitude: 42.4799, Longitude: -71.1511, Zoom: 17, and Map: Hybrid. The map also shows labels for 'Walnut St', 'The Common', and 'Map Data'.

Name the page (as always) to e.g. Where I am. Note that the example also has the address at the bottom.

Click **View** to see the result.



Note that a menu and home buttons were automatically created based on the pages you had created. You don't explicitly work with menus in CliqTags.

Note also that both page types used are interactive:

- **Contact:** A visitor can have the contact information sent as an e-mail
- **Location:** A visitor can manipulate the map the usual ways (zoom in, pan etc)

If you want to create a page with just static content, you should use **Information**. Feel free to check out the other page types as well.

Access the site

John is aware a site is useless if no one knows about it, so he intends to put information about it on his printed business card, in a magazine ad and in a mobile site ad.

Click **Access** on **Sites**.

CLIQTAGS

Anders Borg (CliqTags)
Abiro

Logout

Admin Apps Help Contact Information

Sites ▶ Access site 'John Smith's contact info'

Link: SMS query: Send cl 177335 to 72672

QR Code

QR Code

Right-click on the image and save or copy.

Generate a QR Code for your site.

Correction: M - Medium ▼

Module size: 4

Quiet zone: 2

Foreground: 000000


Color: Background: ffffff

Contrast: 100%

Text insert: ☐

Format: PNG ▼

Refresh



Close

© 2014 Abiro. All rights reserved. | [Terms of Service](#) | [Privacy Policy](#)

To the right you see a QR Code that you can print or show anywhere you like. It will take visitors to your site, provided they have a QR Code app.

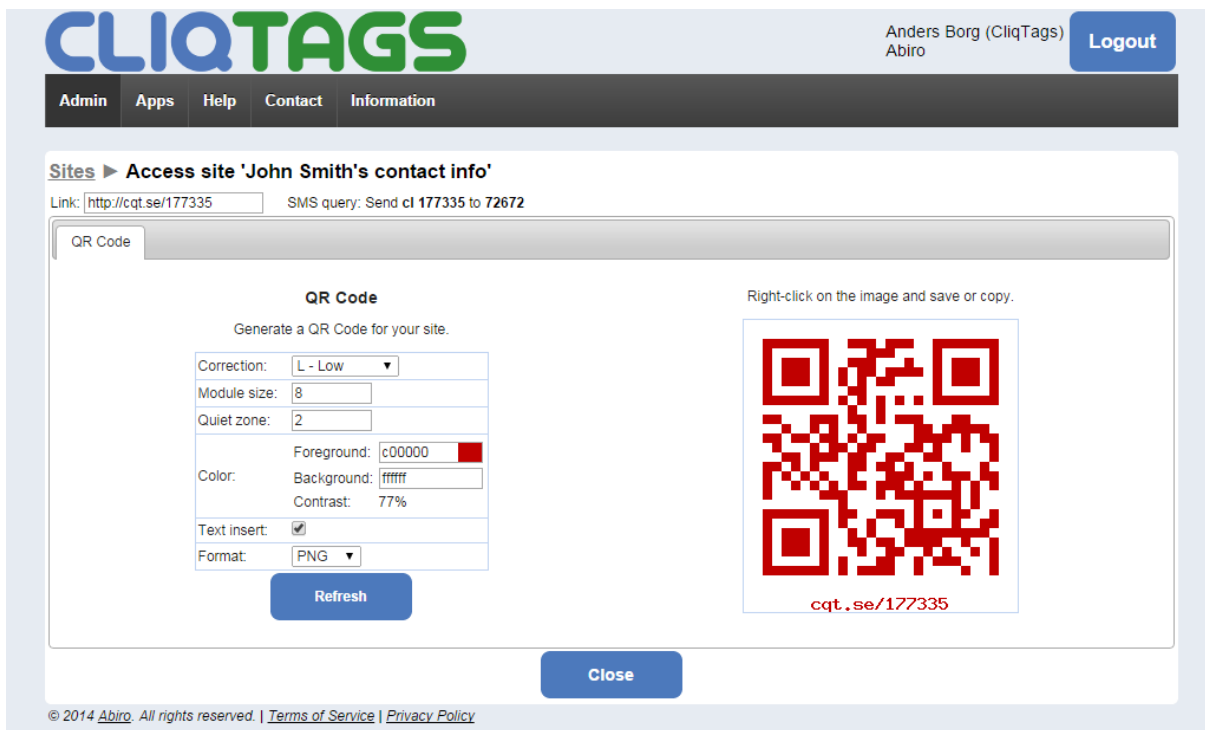
Try it out!

Above you find the link to the site, that you can use in digital ads, on other sites, printed under the QR Code etc.

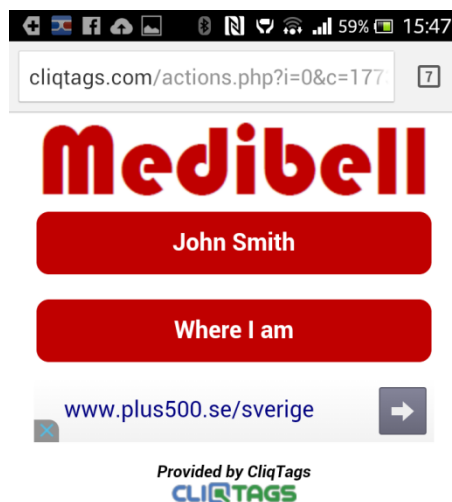
If you make any changes to the settings, don't forget to **Refresh**. Example:

12

Tutorial for a first time user of CliqTags, Copyright 2014, Abiro, abiro.com, cliqtags.com



This is how the site looks like on a typical smartphone, after having read the QR Code.



Onwards...

We've barely scratched the surface of what CliqTags is capable of, and we didn't even begin to look at how to further customize your site in terms of overall look, site structure, perform bulk distribution (premium plans only) etc, which would be outside the scope of a basic tutorial.

Anyhow, we hope your appetite has been wetted. Again, nothing can really break, so don't be afraid to experiment. If you get stuck, feel free to contact us via e-mail (premium plans only, at least officially).

Also note that everything is saved between sessions, so it will be exactly the way you left it, the next time you log in. Hopefully then showing that many have visited your site(s).

The benefits of going premium

Some of the major benefits:

- Create multiple sites and more pages
- Assign multiple users to the same account and content (currently via AppDirect only)
- Use selective activation and scheduling of individual sites and pages, making it easy to change what users see from time to time, even without your intervention
- Define custom site IDs, so that the link to the site can be branded and easier for visitors to remember the link to
- Be able to distribute information about a site via SMS and e-mail to many recipients in one go
- Configure advanced forms/surveys, including custom designs with lots of different field types and be able to view and download responses etc
- View advanced statistics with charts and lists where chart design and time windows can be set freely etc
- Utilize beacons for your proximity scenarios
- Create white-branded sites where only your brand shows and without ads (except for possibly your own)
- And more...