

This is everything your audience sees: the site itself, and the tools that run on it — your blog, shop, galleries, forms, newsletters and booking pages. They share one design and one set of contacts, so a visitor who fills in a form on Monday is already a known contact on Tuesday.

What it holds

- **Site Builder** — build and edit pages visually, without touching code
- **AirBlog** — publish articles, with categories and comments
- **AirShop and AirCatalog** — sell products, or present a priced catalogue you can export as a PDF
- **AirGallery** — publish image galleries you can share or embed
- **AirForms** — capture enquiries, which arrive as contacts rather than as email you have to re-type
- **AirMail** — newsletters and campaigns to the subscribers you have gathered
- **Analytics** — what people actually did once they arrived

Your first hour

1. Open **Site Builder** and set your colours, fonts and logo once. Everything else inherits them.
2. Publish a home page and one page that explains what you do. Two good pages beat ten unfinished ones.
3. Add an **AirForm** to the second page so visitors have a way to reach you.
4. Turn on the module you will actually use this month — a blog, a shop or a gallery — and leave the rest off until you need them.
5. Check **Analytics** after a week and let it tell you which page deserves your next hour.

Tips

- Set the design before you build pages, not after. Changing it later means revisiting every page you have made.
- Every form submission becomes a contact, so your website feeds your CRM without you copying anything across.
- Switch modules on one at a time. An empty shop or a blog with no posts costs you more trust than not having one.