Beginner's Guide To The COS

A BASIC GUIDE TO THE INS AND OUTS OF THE HUBSPOT COS

BrandBuilder™ Solutions

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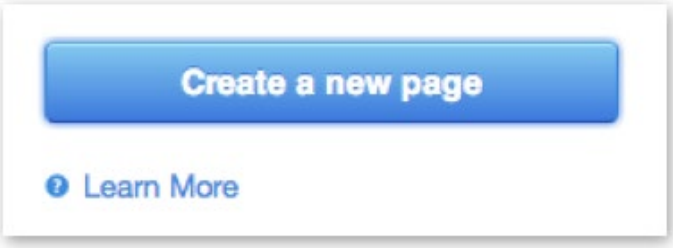
Intro

The HubSpot COS is a full-funnel marketing platform. It is a Content Management System that makes it easy to publish content. But sometimes when you're just starting out, you may not think the COS is the easiest thing to learn.

You may have questions about some of the basics. How do I update my COS content? How do I add images? What on earth is a rich text module? Never fear! As an inbound marketing agency, Brand Builder Solutions can show you everything you need know to get that new website of yours up and running.

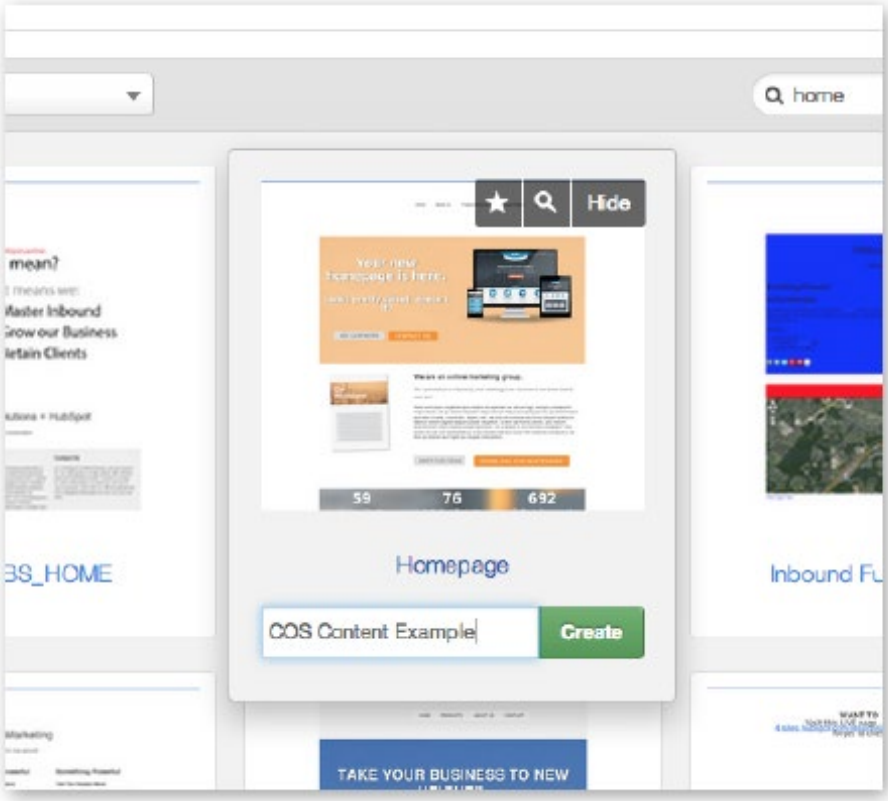
Updating Basic Content

1. Go into your Site Pages and click the "Create a new page" button.



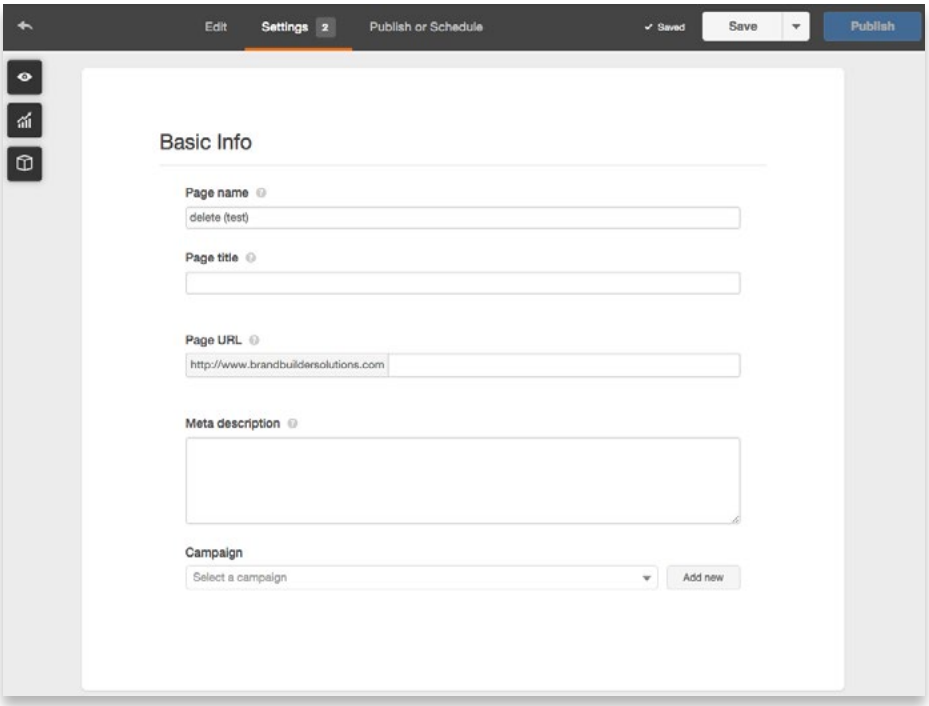
2. Search through your available templates and choose which you would like to create.

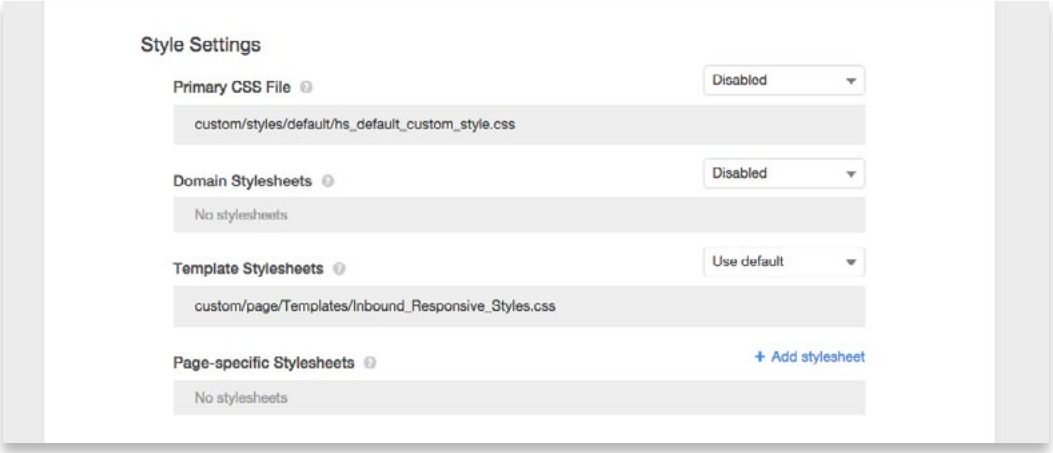
- For this example, we will use our "Inbound Responsive II Homepage."



3. Give your page a name and click the Create button to enter the content editor.

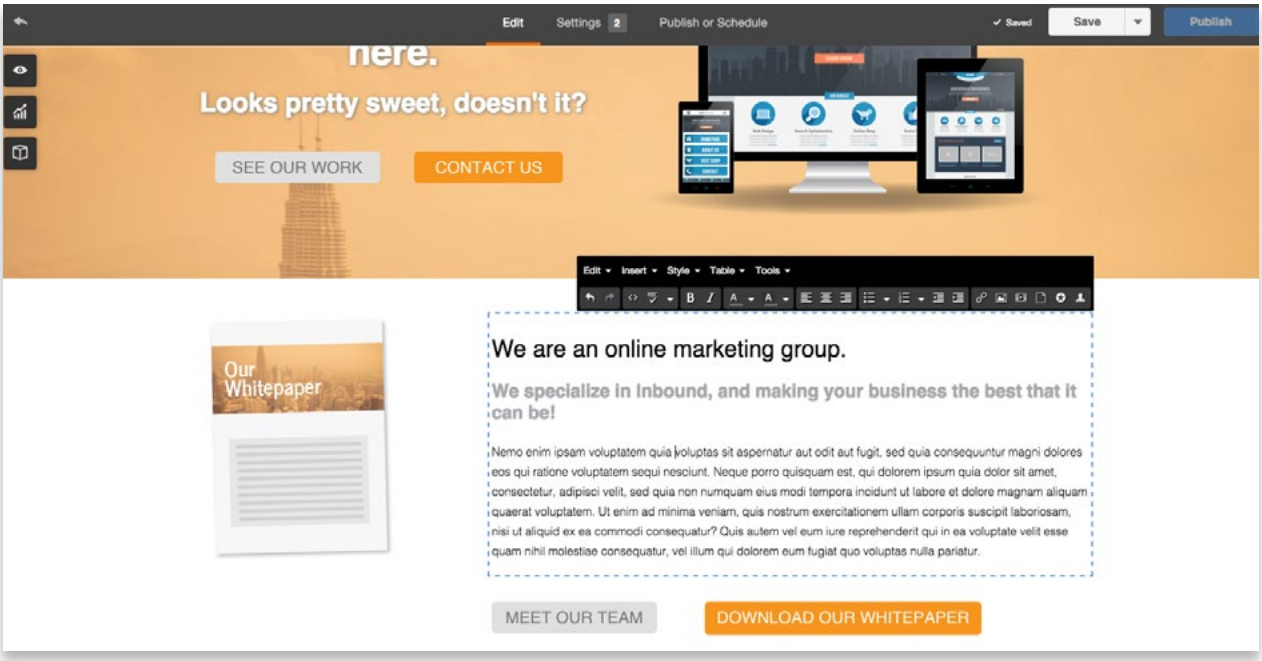
- You will want to add a page title and URL to your new page. This can be found under the Settings tab at the top. Next, also under Settings, scroll down until you see “Style Settings.” Be sure the appropriate stylesheet is attached for your page.





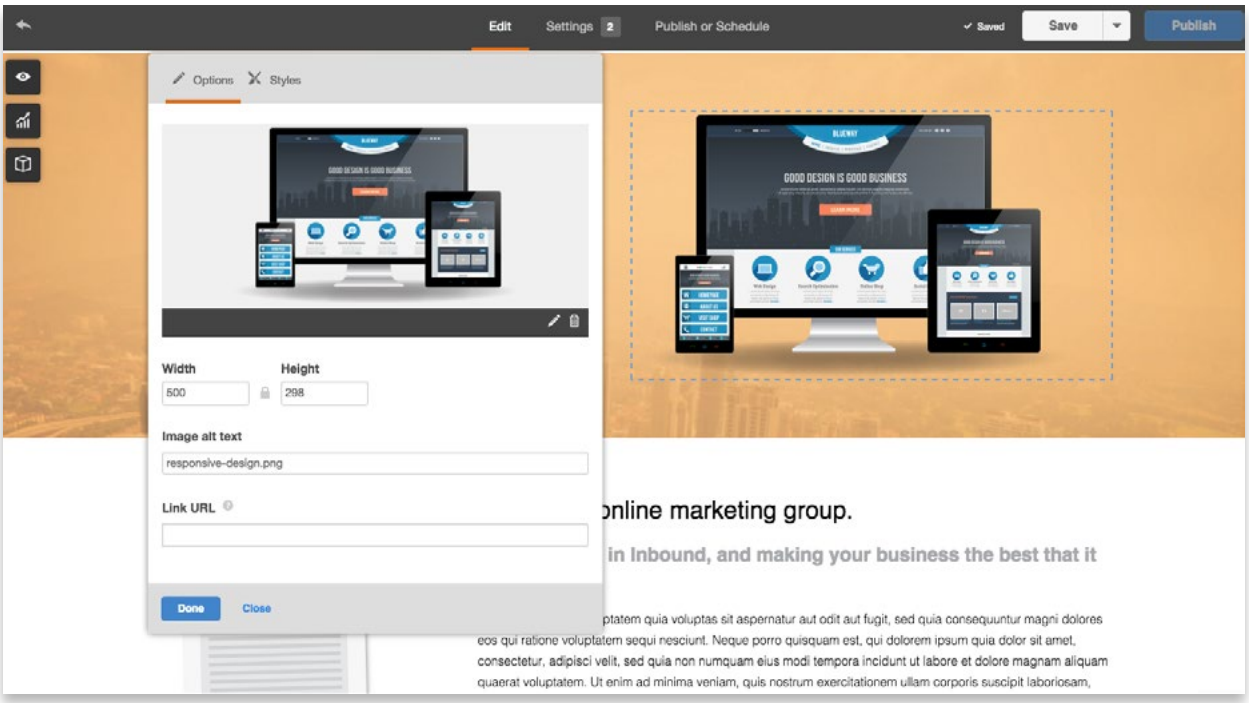
4. Go back to the Edit tab to begin updating your page.

- Simply click to edit your text. You can adjust colors, sizes, fonts, and more with the pop-up toolbar options.



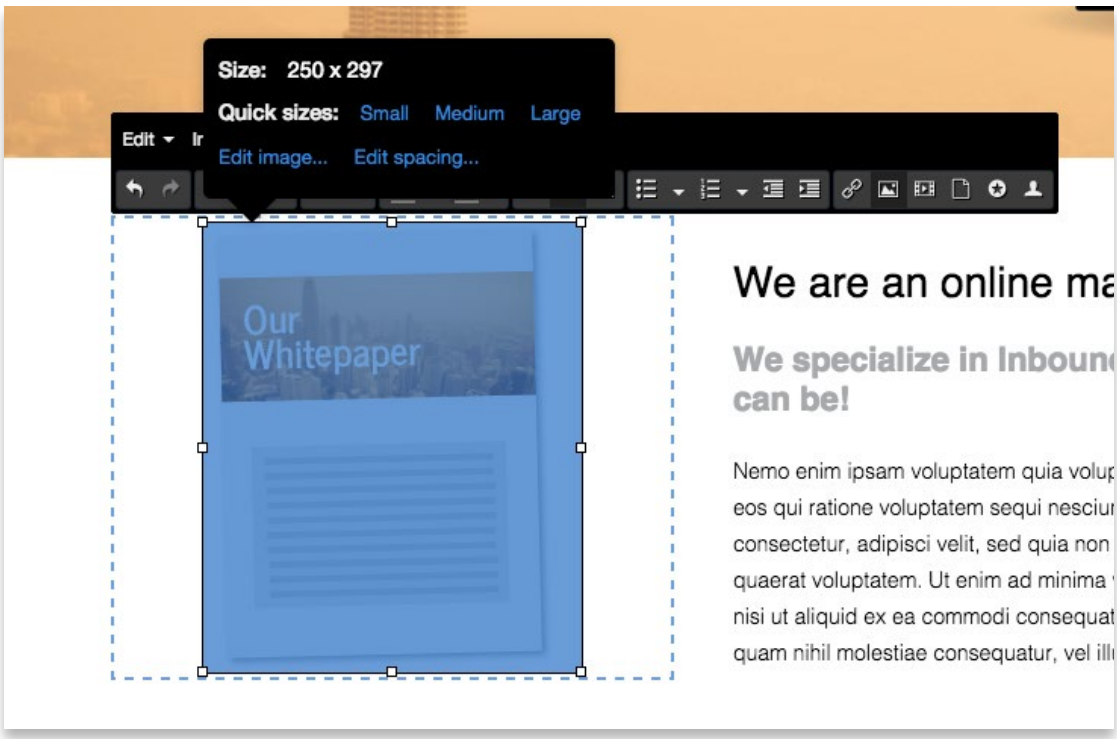
5. Image Modules allow you to change or update images.

- Image Modules are sections of your site where only an image can be placed. To edit your image, click the image. Next, a window will pop up, this is where you will be able to choose a new image or update the styles.



6. Rich Text Modules are more than just text editors.

- Below is an example of an image being placed in a Rich Text Module. These modules can be used for text, images, or calls-to-action.

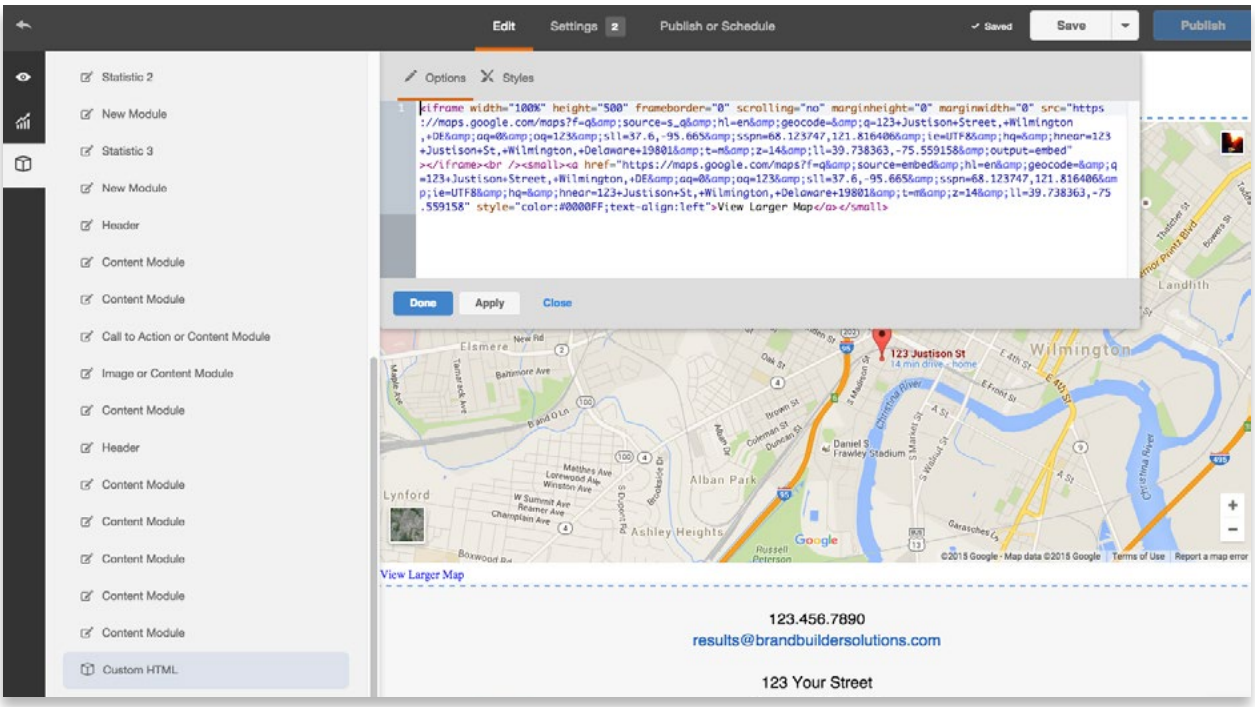


7. Now we've seen how to update text, images, and calls-to-action in the COS, but what about Custom HTML Modules?

- Some templates by Brand Builder Solutions contain HTML modules that allow you to include custom HTML snippets to your page.

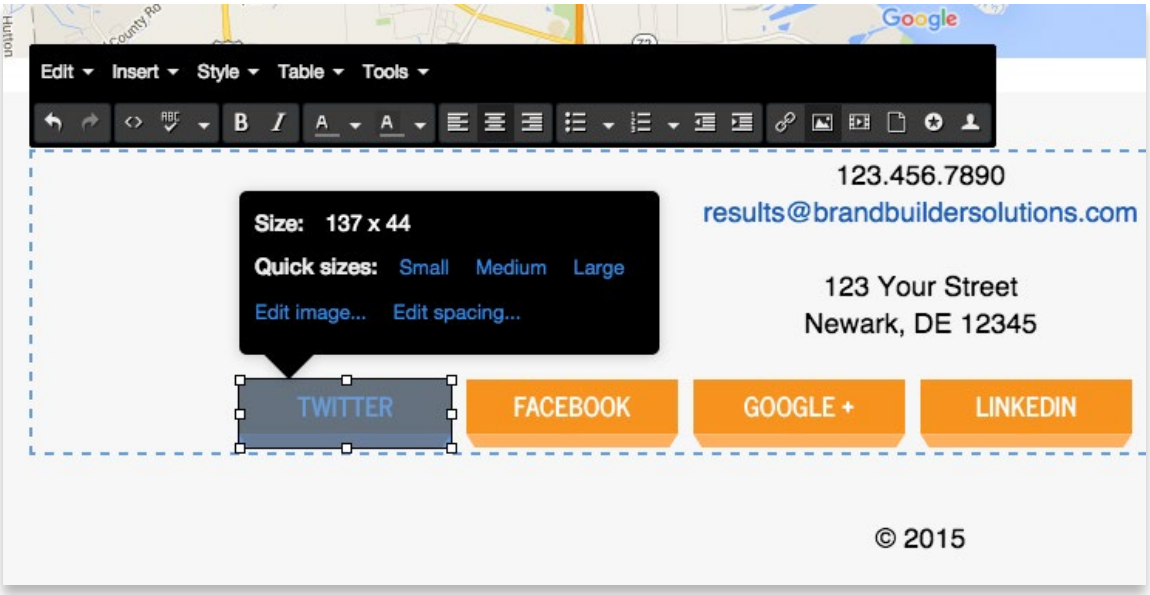
- In this template, there is a Custom HTML module section for a Google Map embed to show your visitors where you are located. To update your page with your own map, open the Edit Modules menu on the left, scroll down until you see the Custom Menu module, then copy and paste the embed code for your location into the module.

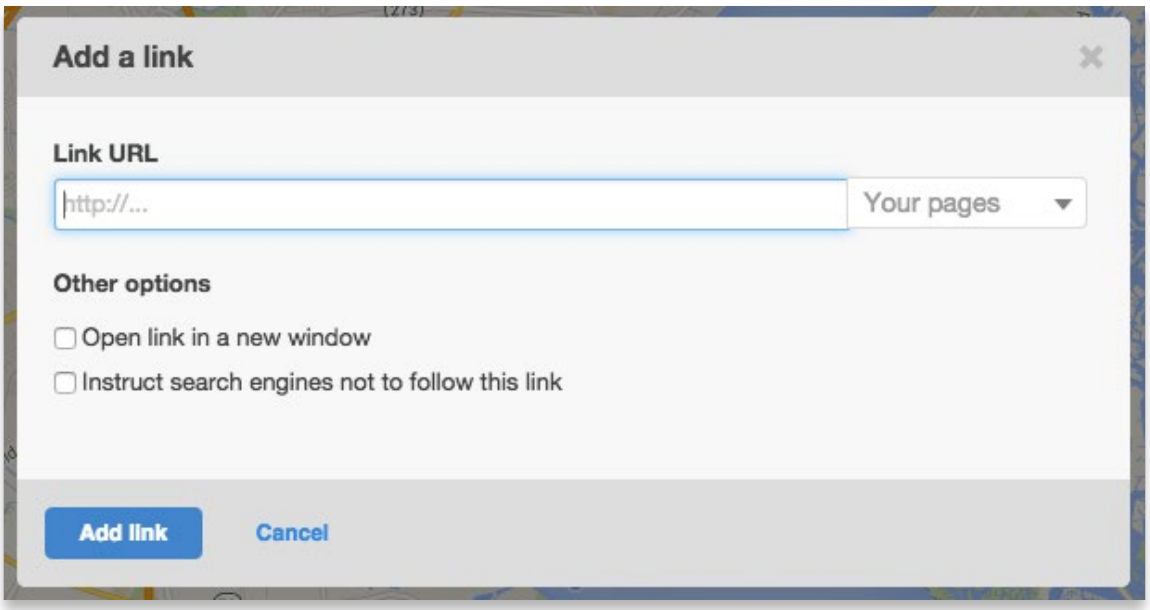
- Now you have your own map, however, you may notice that the proportions are off. In the code snippet, locate the 'width' and replace the default value with "100%." This will make your Google Map stretch all the way across the screen.



8. Linking up social media icons

- In our templates, we like to go that extra mile and give you some bonus content. One of these little extras is our custom Social Media icons. These icons fit wonderfully with the template and you can update them easily to fit your business! Simply eliminate the icons you do not need or want and then link the rest to your social profiles.





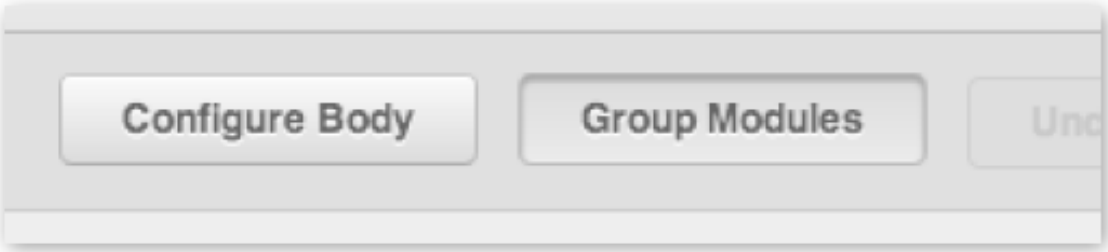
Creating Global Modules

Global Modules are groups of various modules that can be re-used throughout your website. A great example of a Global Module is your site header. Say you download the template and adjust your site header to be just as you want it. Beautiful! Perfect! Now on to an Interior Page... except, wait a minute! Your header on the Interior Page is still the straight-out-of-the-box variety, not that glorious header you so carefully designed on the homepage.

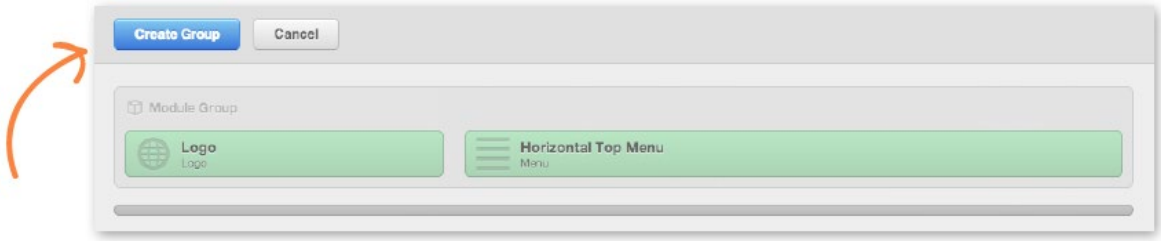
By grouping those header elements on your homepage and saving them as a global module, you can add them with a click of a button to any other page on your site. This keeps your website professional, consistent, and easy to manage. Global modules allow you to ensure that your website is consistent on every page.

1. In your template, locate the modules in your header. These are going to be grouped.

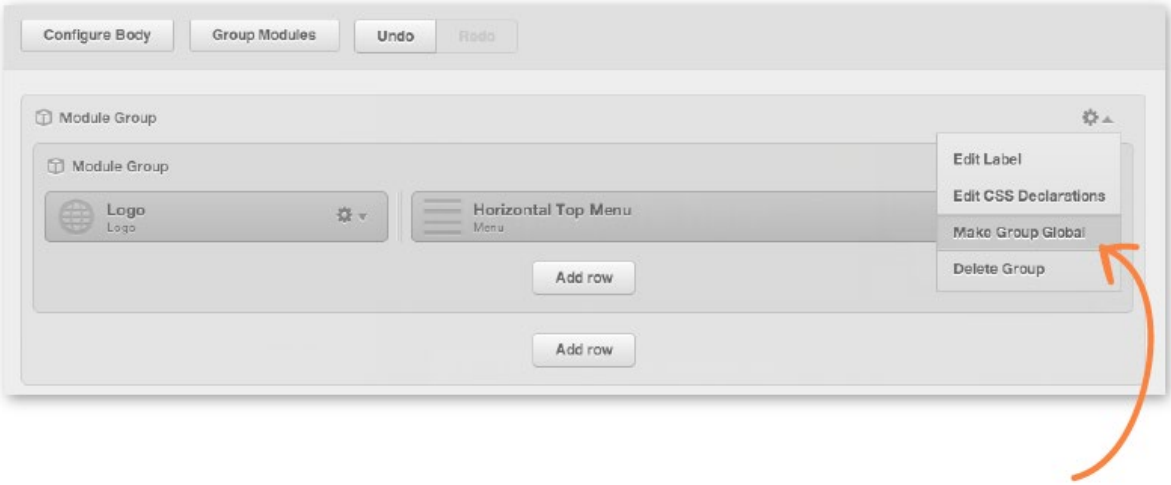
2. Click the "Group Modules" button at the top. Clicking on individual modules will turn them green. This shows you which modules will be grouped together.



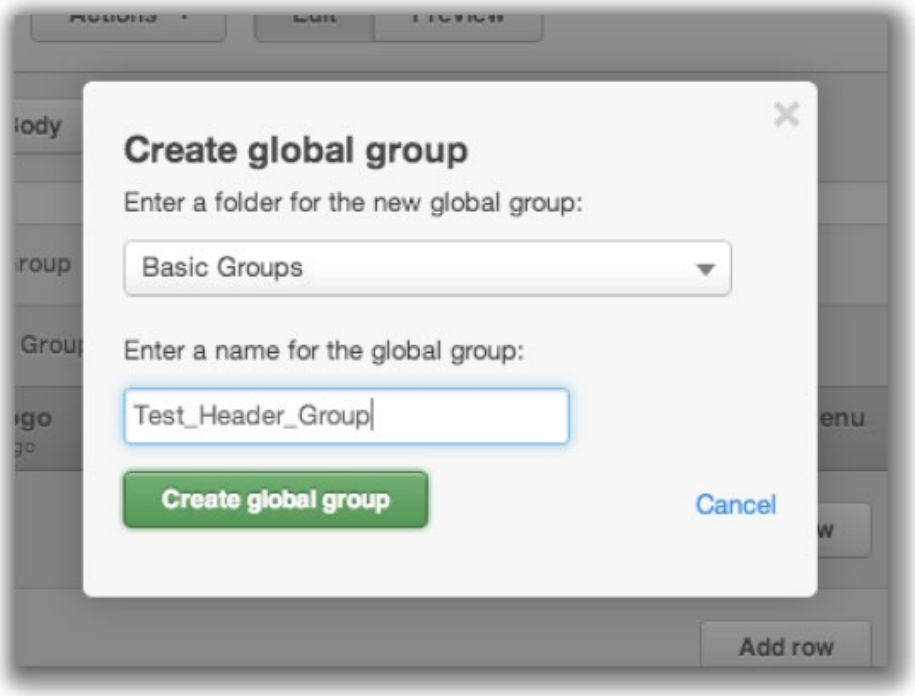
3. When you have all of the modules in your header highlighted green, click the "Create Group" button.



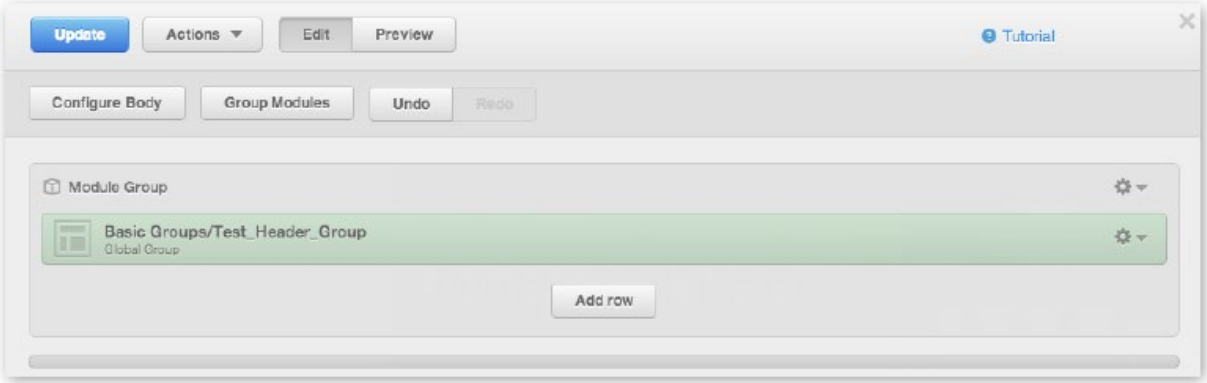
4. Grouped modules will have an additional gray box around all of the modules. To make the group a Global group, click the gear icon on the group, then choose "Make Group Global."



5. Make sure to give your new Global Group a location and a descriptive name. Then click save.



6. You will see that the modules are now grouped into a single green module instead of a bunch of gray modules. This is your way of knowing which modules are Global and which are page specific.

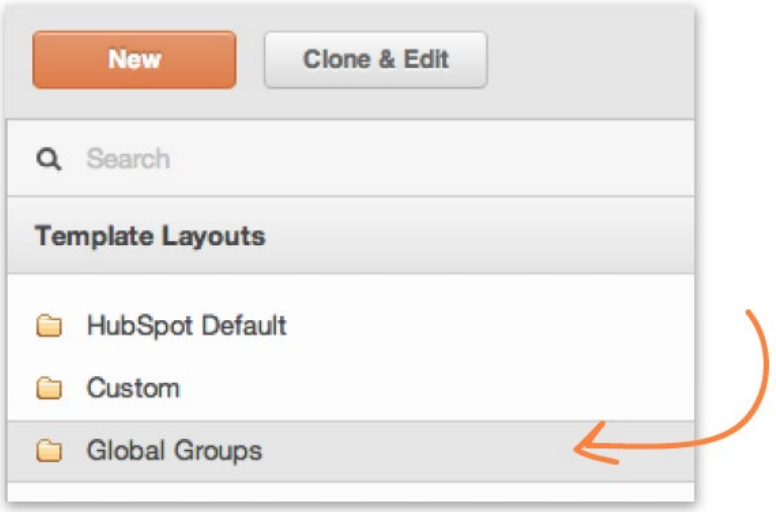


Making Edits to Global Modules

So you've created your Global Modules and you've added them to your pages. Great! Now how do you edit these Global Module groups?

For instance, you've included a Global Header featuring Social Media Icons across all your pages but now your company would like to add a new Twitter icon and link to your universal header. How can you make this change to your Global Group?

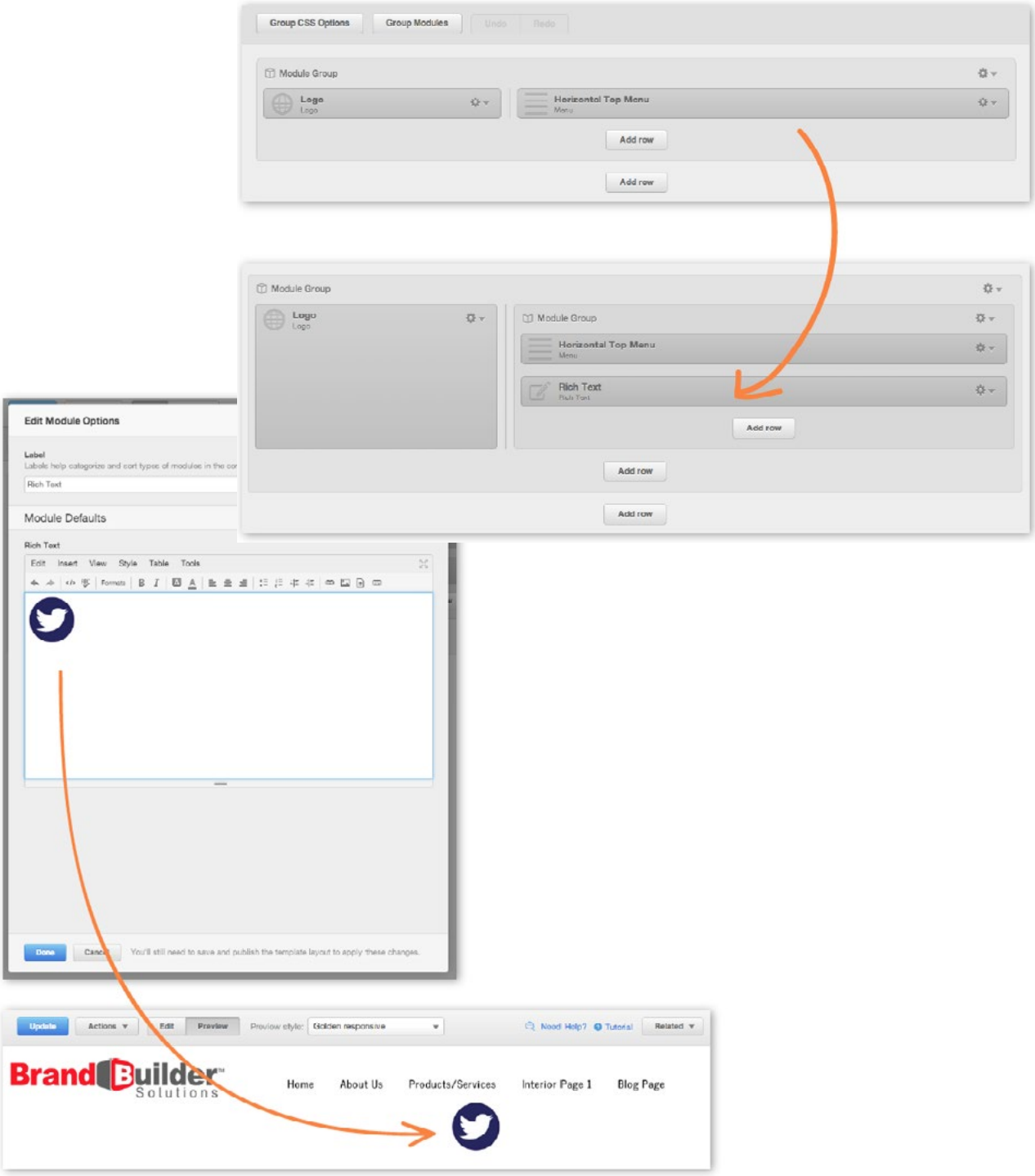
1. In the Content dropdown, click on the Design Manager. In the left sidebar, you will see an option for Global Groups.



2. Open the Global Groups folder and click on the group you would like to modify.

3. Make your edits in the template builder by adjusting the modules in the group.

-For the social icon example, we will create a new Rich Text Module below the Horizontal Menu Module.



How to Change a Parallax Background

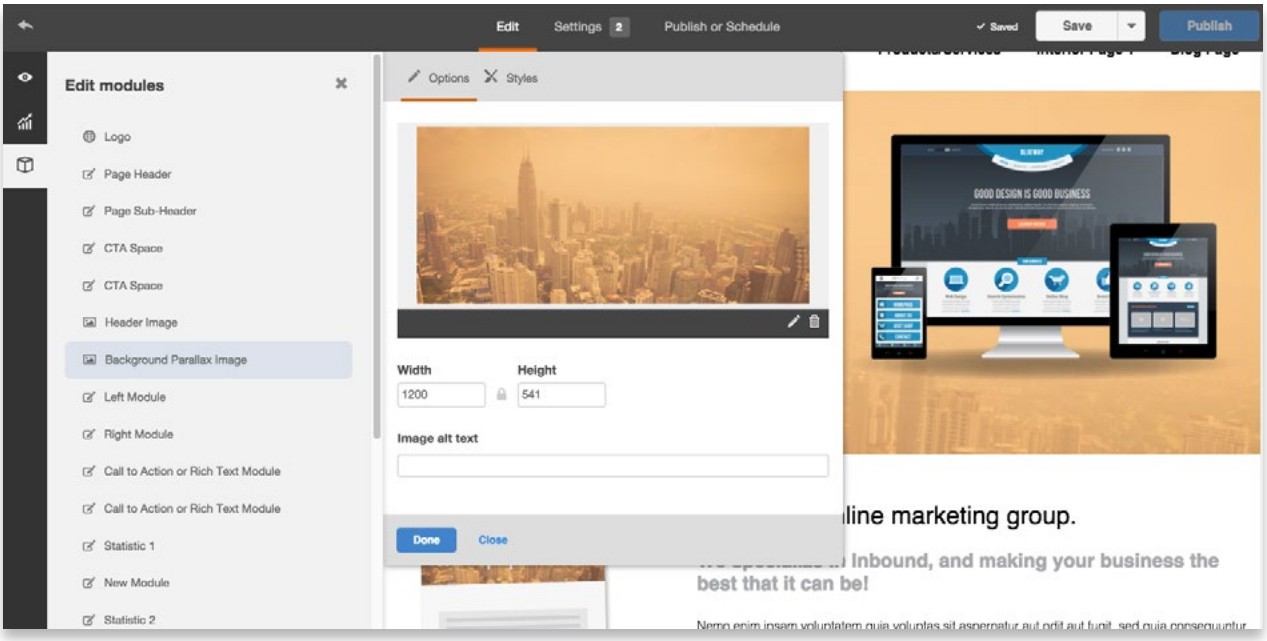
A popular trend in website design recently has been the scrolling parallax effect. This is a technique where a background image stays in the same location, or scrolls at a different relative speed, as the rest of the page scrolls.

As HubSpot Certified Design Partners, we have had the opportunity to take the HubSpot COS to the next level and include Parallax effects in our templates.

You may think that this effect requires some CSS and HTML coding skills to implement. However, we've set up the template so that choosing a background image is as easy as choosing an image for an image module.

Before starting, open your Hubspot File Manager in another tab or window, and upload the image you wish to add as your new background. To avoid blurry backgrounds, be sure to choose a large image, at least 1000 px in width. The height may have to be adjusted as needed to get the parallax effect you're looking for. Leave the File Manager window open-it will be necessary later in the tutorial.

1. In the Site Page editor, click on the Edit Module option on the left side. Look for the background image module option. Once you click on it, a window will pop up. Here is where you will be able to select a new image from the file manager.



2. Click Done.

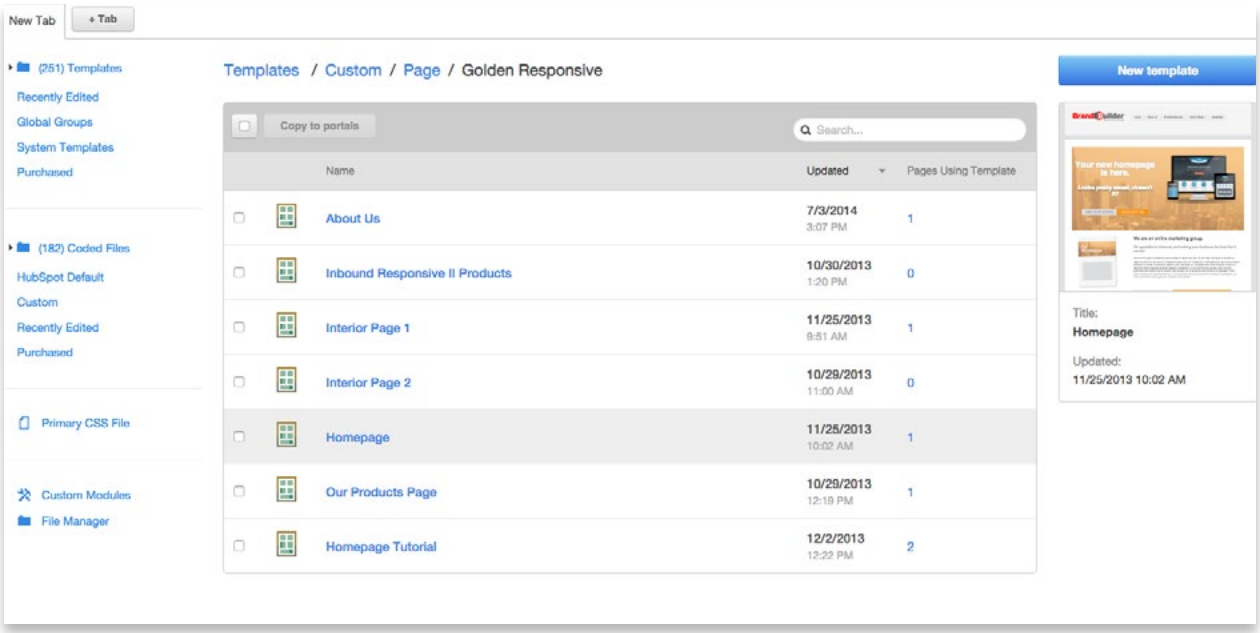
- Don't forget to Publish your template so that your page will be updated with the new image.

How to Attach a Stylesheet

Sometimes, after purchasing a HubSpot template, the correct stylesheet isn't always attached to the template. Without it, your page may not have all the styles needed to look the way you expect it to. Follow the steps below to make sure your template has the proper stylesheet attached.

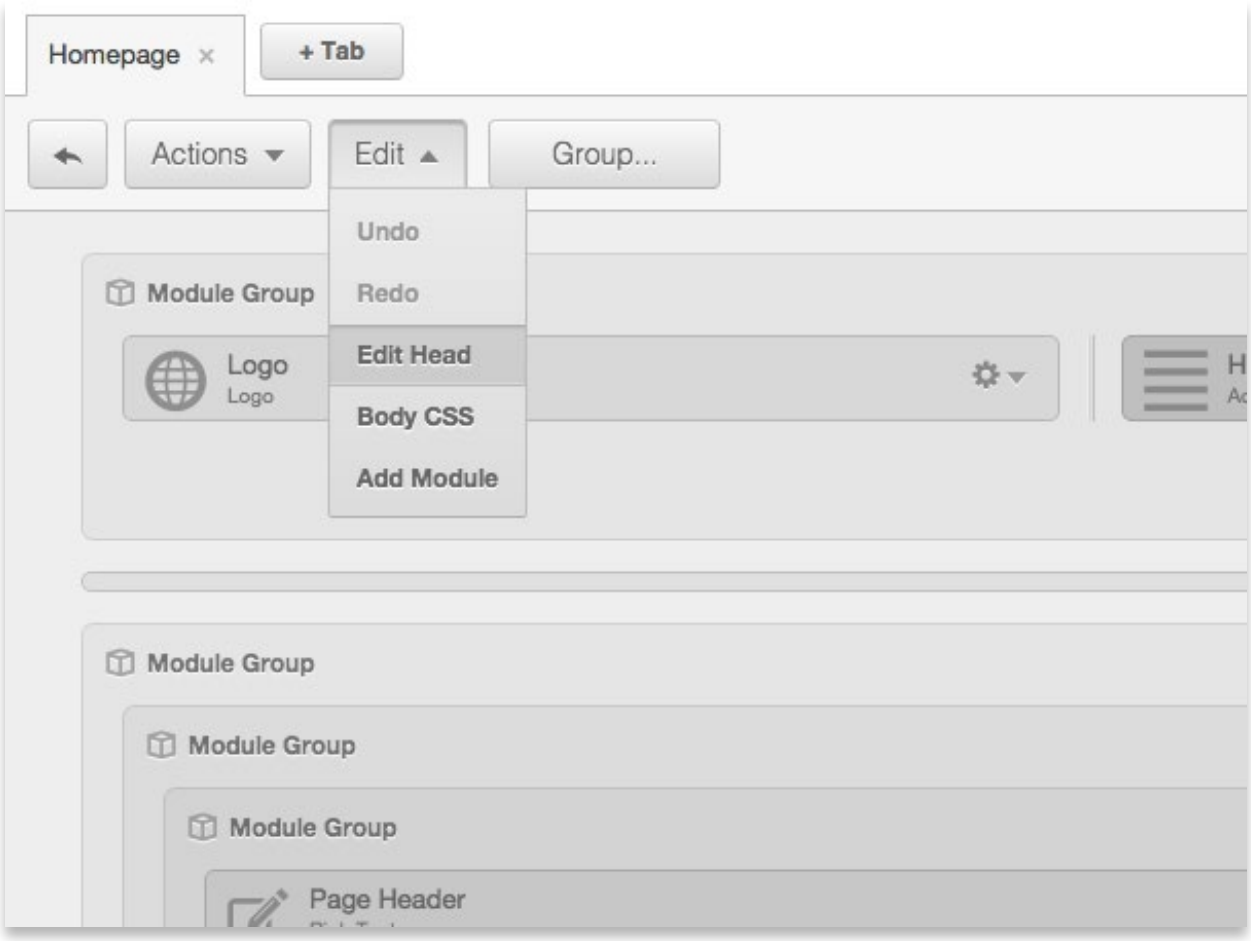
1. Open up the Design Manager. To do this, in the top nav bar, click the Content dropdown menu, then choose Design Manager.

2. From the left side menu, find and click on the Purchased link.

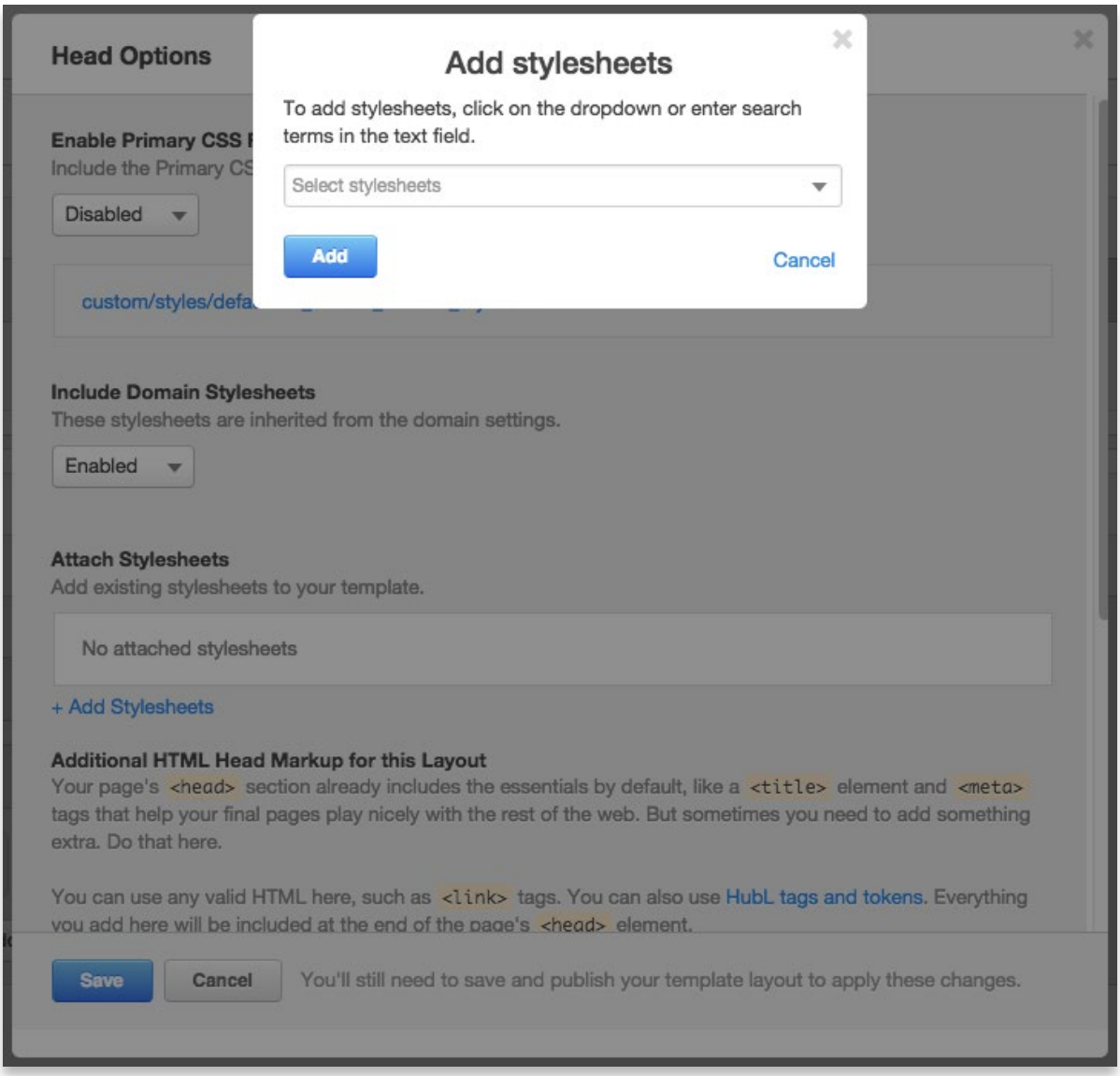


3. You should see the template listed. Click on it to open the template.

4. At the top, click Edit, then choose Edit Head.



5. Click the Add Stylesheet link and select the stylesheet that is related to the template you've purchased. Make sure 'Enable Primary CSS File' and 'Include Domain Stylesheets' options are set to 'Disabled'. Then click Save.



6. Click the Done then Publish Changes button.

Conclusion

The team here at Brand Builder Solutions hopes that this has been a helpful and informative guide on how to make the most of your new HubSpot COS Template. You should now be comfortable editing the basic content and layout of your website.

Of course, there are many more pieces of the COS that we haven't covered in this basic guide. If you have additional questions, concerns, or comments, be sure to contact Brand Builder Solutions!

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