



New Xerox Web Builder Program

Step-by-step instructions for resellers



Creating web pages with Xerox Web Builder

The Xerox Web Builder Program provides you with a simple method to create co-branded web pages — with your contact information and a link to your web site — while providing up-to-date information on Xerox printers for your customers. Customers can see these co-branded web pages from the Xerox.com site's "Where To Buy" links.

From your own web site, you can link to these same co-branded web pages for your customers to get the latest information on Xerox printers without having to exit your site. You don't have to create Xerox product information pages or keep up-to-date on the product specifications or pricing — all you have to do is provide a link for your customers and we will do the rest!

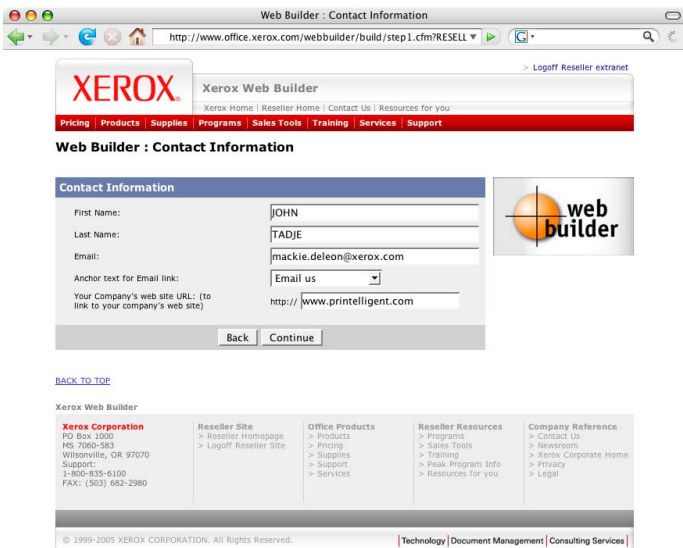
NOTE: In order to use the Xerox Email Builder Program, you must be signed up for Web Builder. Please allow 24 hours after signing up for Web Builder to get access to Email Builder.

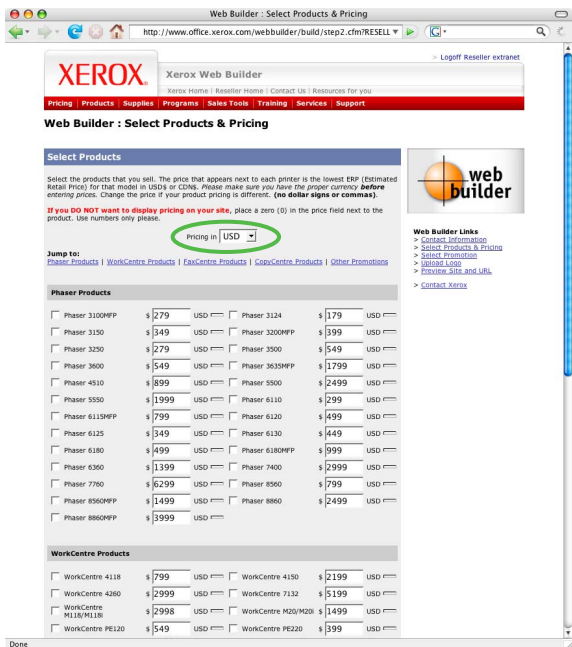
Getting started

1. Log in to the Xerox Web Builder site. This is the first screen you'll see after successful login. Click on the "Create or Update Pages" to start.



2. First enter or verify your contact information.

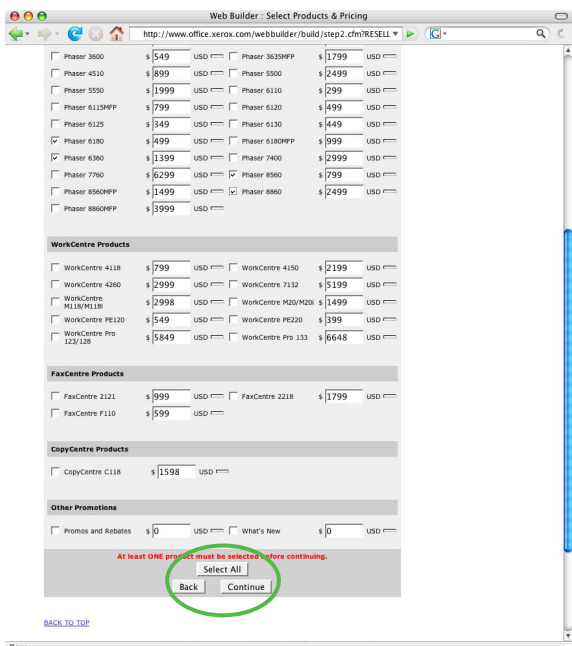




3. Select the products that you sell. The price that appears next to each printer is the lowest ERP (Estimated Retail Price) for that model in USD\$ or CDN\$. **Please make sure you have the proper currency before entering prices.** Change the price if your product pricing is different (no dollar signs or commas).

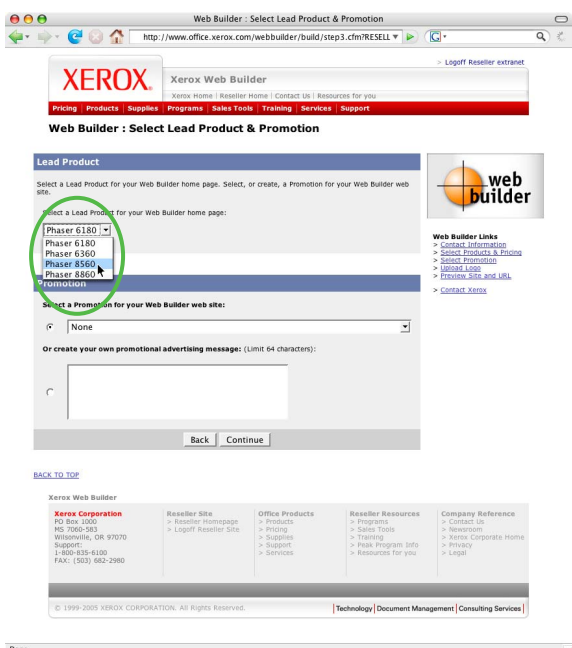
If you DO NOT want to display pricing on your site, place a zero (0) in the price field next to the product. Use numbers only please.

Check that you have the currency set for USD for U.S. Dollars or CDN for Canadian Dollars.



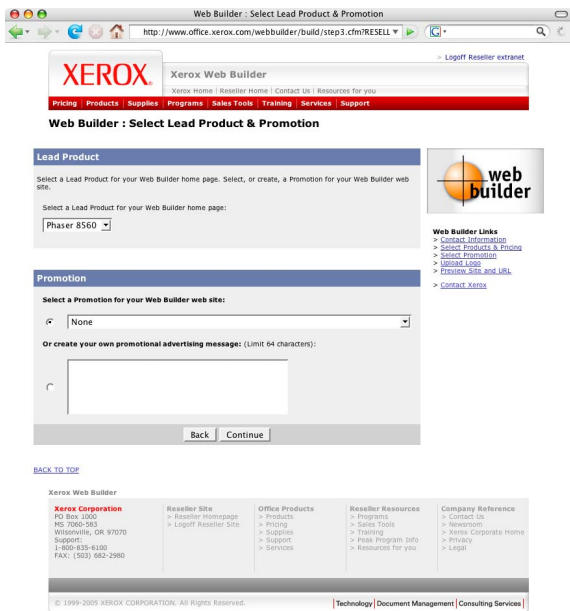
4. When you have selected the products you want on your page, click "Continue." **You must select at least one product.**

Click the "Select All" or "Continue" to go to the next step.

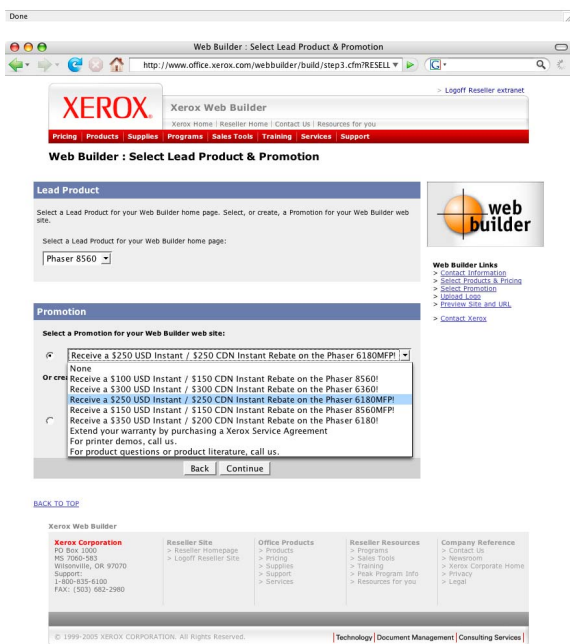


5. From the drop-down menu, select a Lead Product for your Web Builder home page. This product will appear on the first page of your site.

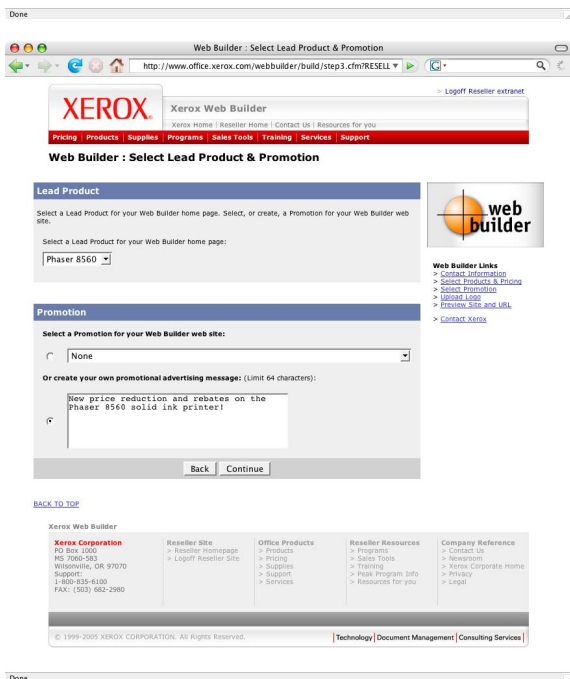
Select your lead product from the drop-down menu.



6. Decide if you would like to include a promotional message at the top of your webpage. If you would rather not, choose "None."

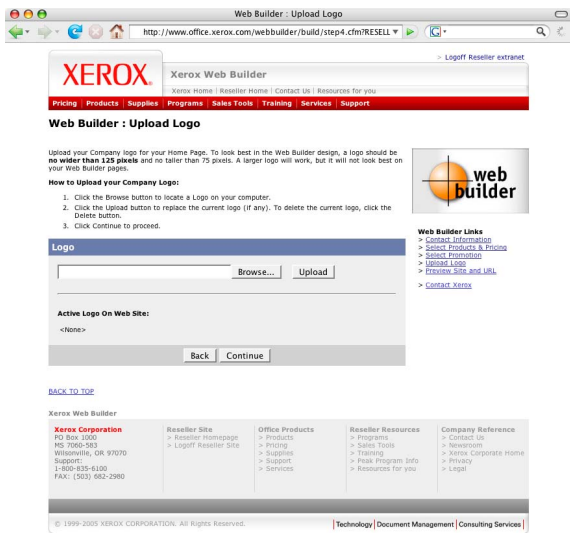


7. You can choose one of the messages provided from the drop-down menu.

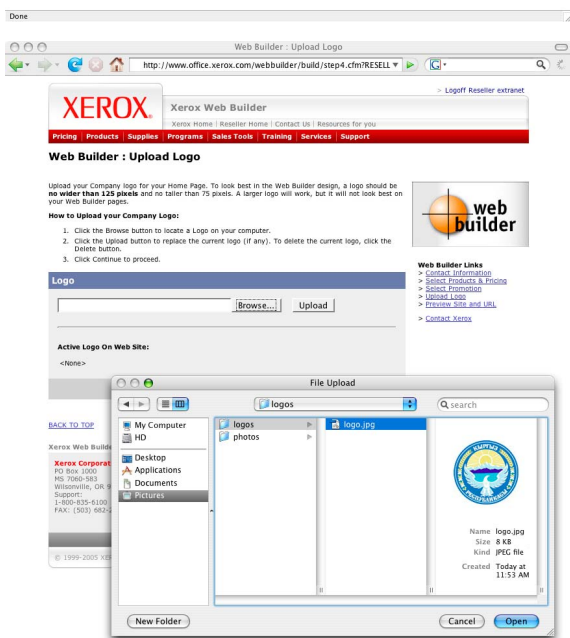


8. If you prefer, you can create your own message in the space provided.

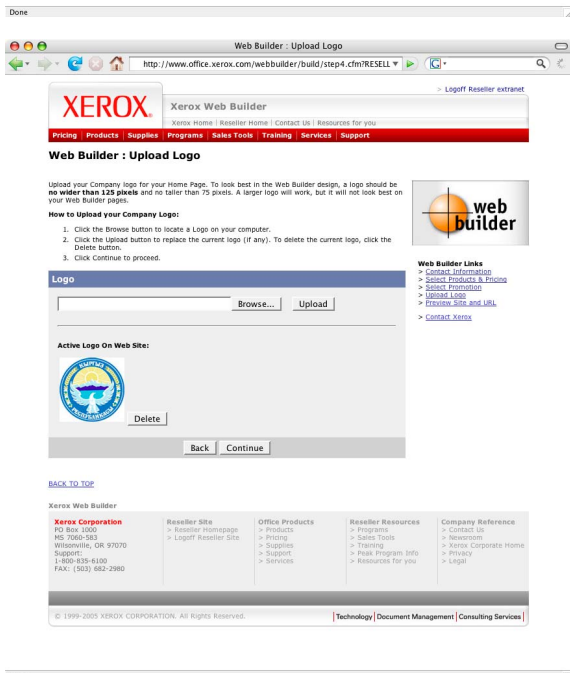
← Click the "Continue" button to go to the next step.



9. Here you have the chance to upload your logo.

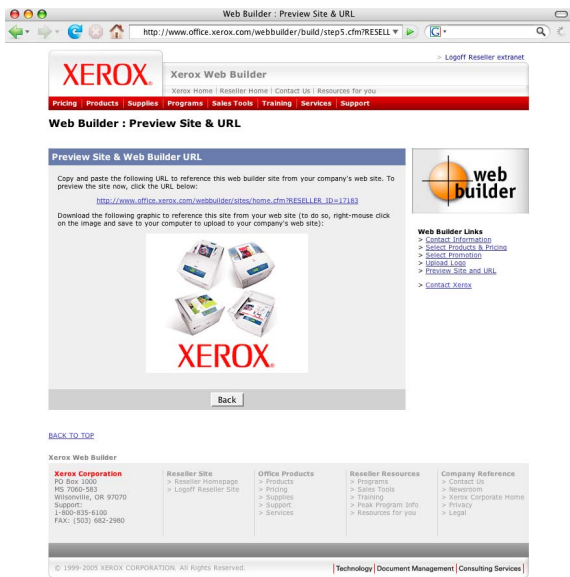


10. Click "Browse" to locate the logo you wish to appear on your web page.



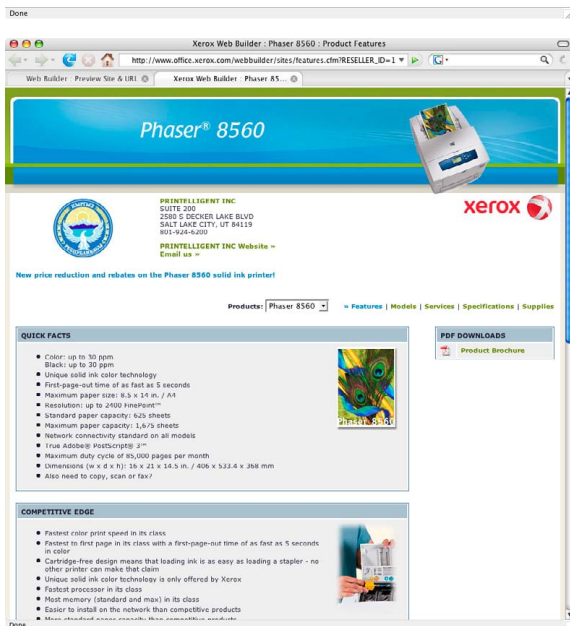
11. Click "Upload" and after a few moments a preview of your logo will appear.

← Click the "Continue" button to go to the next step.



12. On the final screen, you will read “Copy and paste the following URL to reference this web builder site from your company’s web site. To preview the site now, click the URL below” and see a link that looks like this:
http://www.office.xerox.com/webbuilder/sites/home.cfm?RESELLER_ID=XXXXXX

You can also download the Xerox graphic to reference this site from your web site (to do so, right-mouse click on the image and save to your computer to upload to your company’s website).



13. Click on the URL and see your new web page!