CCC® Amplify – Digital Profile

Table of Contents

Select a section to below to navigate to that section:

Continued on next page

CCC® Amplify – Digital Profile

Introduction   CCC® Amplify Digital Profile functionality allows the Repair Facility to create and publish a professional website directly from the CCC ONE platform in a few easy steps:

1. **Verify** the information in your Network Profile, Repair Facility Profile, and your Carwise appointment settings if applicable.
2. **Choose** a template.
3. **Customize** the template.
4. **Publish** website.
5. **Move** website from Amplify to own domain.

CCC® Amplify uses network elements from the CCC ONE platform to fill in information for your website. Shops should review and update the following details in the **Network Profile** and **Repair Facility Profile:**

- Shop **Name**
- Shop **Address**
- Shop **Phone Number**
- Shop **Email** address *(from Repair Facility Profile)*
- Manager **Email** address *(from Network Profile)*
- Shop **Hours**
- Shop **Description**
- Shop **Services**
- Shop **Logo** *(from Repair Facility Profile)*
- Shop **Marketing Slogan** *(from Repair Facility Profile)*

The following elements are automatically pushed to website if the shop has these services:

- **Carwise Photo Estimates** URL *(If enabled as part of CCC Engage)*
- **Carwise Appointments** URL *(If enabled as part of CCC Engage)*
- **Last 20 Positive Carwise Reviews** *(if enabled as part of CCC UpdatePlus)*
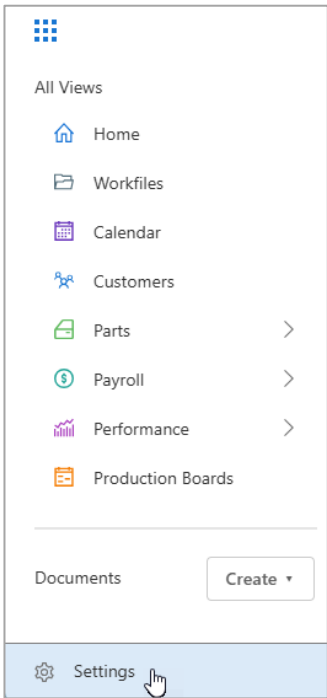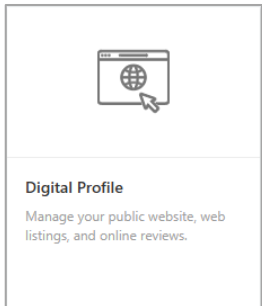- **OEM Certifications** supported by shop *(if Certifications are provided by OEM to CCC for the shop)*

CCC® Amplify – Digital Profile, Continued

Access Digital Profile Settings

Follow the steps below to access the Digital Profile settings using **CCC® Amplify**:

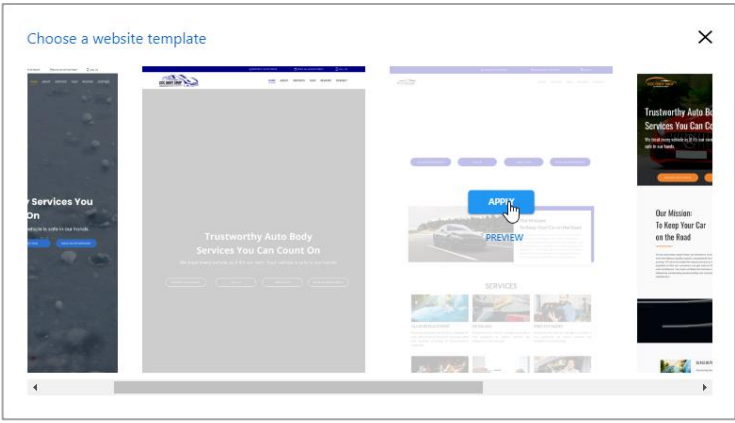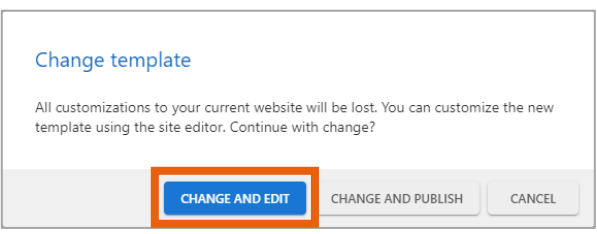| Step	Action
1	Login to **cccone.com**.
2	Select **Menu**, then **Settings**.
3	Select **Digital Profile**, the digital profile page opens.
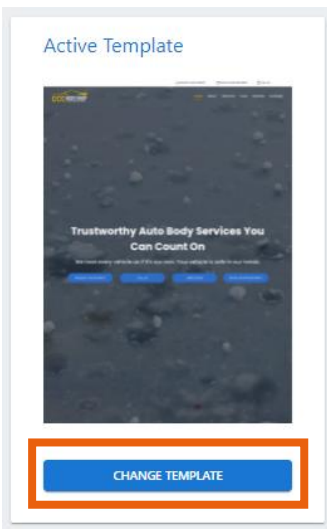
CCC® Amplify – Digital Profile, Continued

Choose Template

Stating from the Digital Profile settings, follow the steps below to choose your website template:

Note: If you want to keep the default template continue to the **Customize Template** section.

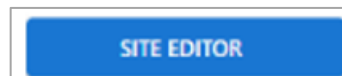| Step	Action
1	Select **Change Template**. The Choose a website template window opens.
2	Hover over a desired **Template** as a jumping off point for your website's appearance, then select **Apply**. **Note:** Select **Preview** to view the template in a Desktop, Tablet, and Mobile view.
3	Select **Change and Edit** to open the Editor to customize your template to continue the process.
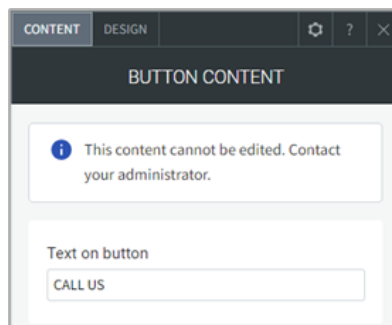
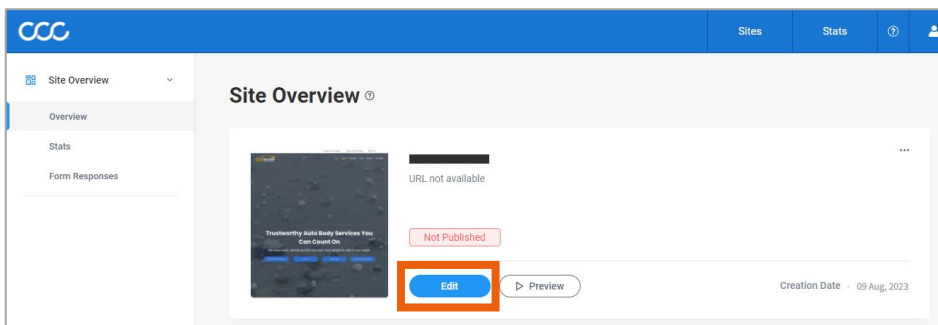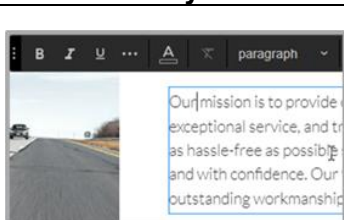# CCC® Amplify – Digital Profile, Continued

Customize Template

On the Site Overview page, follow the steps below to edit elements of your website's template:
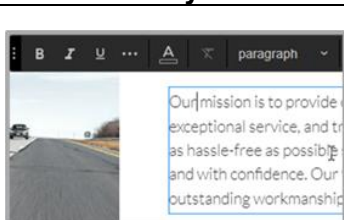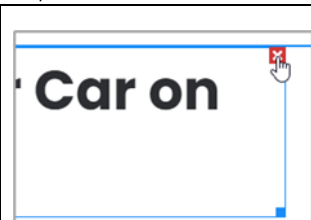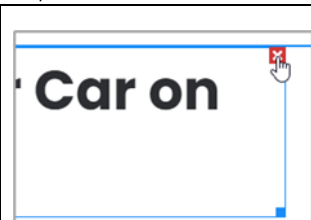
Note: If starting from this section select **Site Editor** from the **Your Website** section to access the Site Overview page.
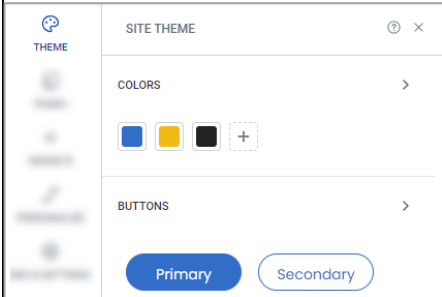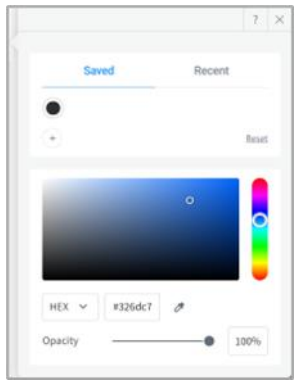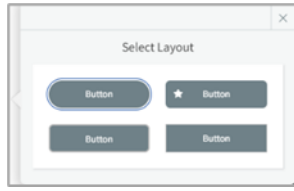

Step	Action
1	Select **Edit** under the Site Overview title, the Site Editor opens the editable version of your website. Review the template to ensure that the content from your network profile within CCC ONE migrated correctly.
2	Review your website's **Overall Text Layout**, **Colors**, **Buttons**, **etc.:** **Overall Text Layout:** Select your text/images to **Change**, **Move**, or **Remove**. Select the text to **Change it** / Select and drag to **Move it** / Select the X to **Remove it** Some text cannot be changed in the editor and must be changed in your CCC ONE Platform such as your **Services** or **Phone Number**. Some text is connected through your CCC ONE Platform and should be edited there such as your **About** section.

Continued on next page

Customize Template, continued

Step	Action
2	Review your **Overall Text Layout**, **Colors**, **Buttons**, **etc.:**

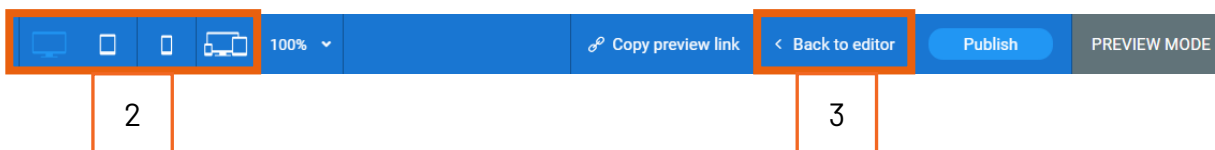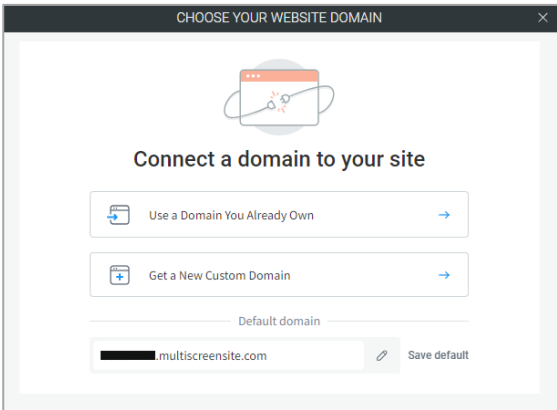|		
Select **THEME** from the left side panel:		
	Colors: Select the color to change it, you can change your Primary, Secondary, Color #3, etc. This will automatically update various sections of the website.	**Buttons:** Select the Primary and Secondary button to change the style of the buttons on your site.

CCC® Amplify – Digital Profile, Continued

Publishing Website

Follow the steps in the table below to **Preview** your website before publishing, starting from the site editor:

Step	Action
1	Select **Preview**, the preview screen opens.
2	Select the icons to view your website in a **Desktop**, **Tablet**, or **Mobile** layout. **Note:** If desired select the **Copy preview link** to share your preview link for others to review.
3	Select **Back to editor** to return to the site editor.

Follow the steps in the table below to **Publish** your website:

| Step	Action
1	From the Site Editor select **Publish**. **Note:** If your site is already published select **Republish**, to publish any changes made.
2	Your site is now published. By default, your website is published to **<shopname>.multiscreensite.com** Continue to the **Publishing Domain** section for the steps to transfer your website to your own domain.

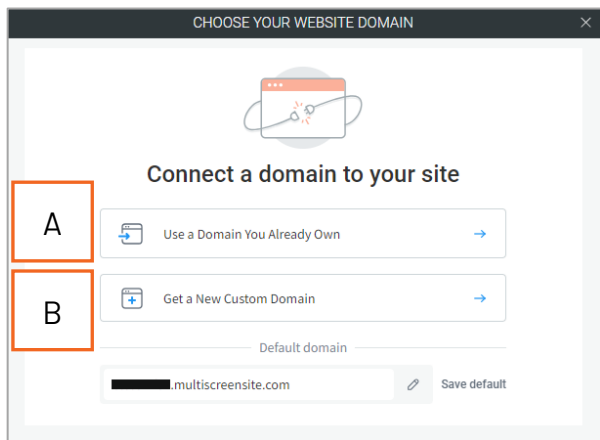# CCC® Amplify – Digital Profile, Continued

Publishing Domain

Follow the steps below to publish your site:

Using the **Site Editor**, you can elect to publish your website to a domain.

- Within Site Editor select **SEO & Settings**.
- Select **Site Domain** and then select **Change Domain.**
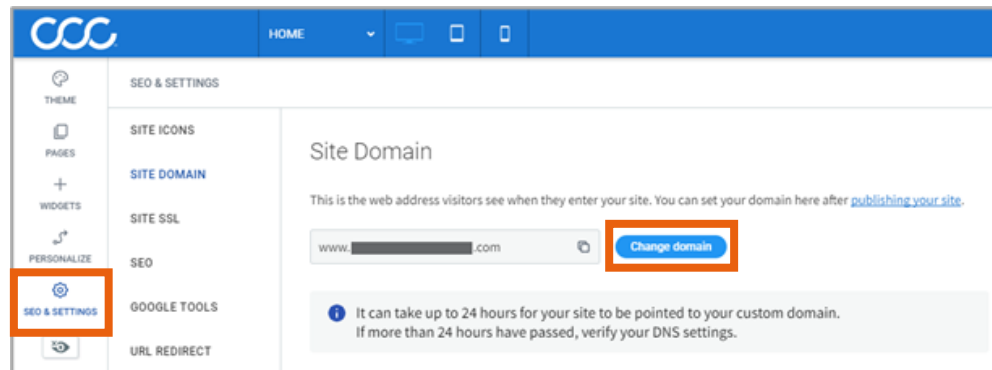
Follow the steps below to publish your existing domain *(Option A)* or new domain *(Option B)* to your CCC® Amplify website.
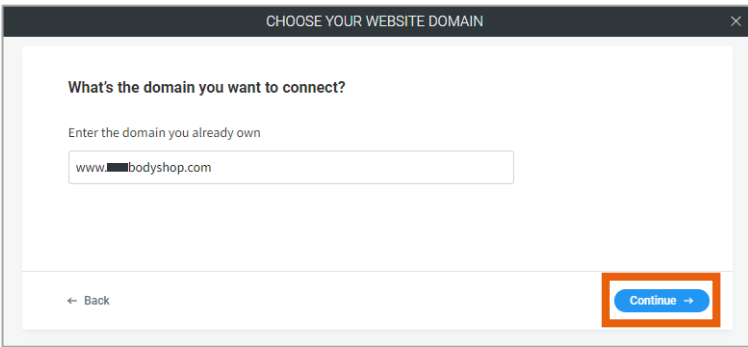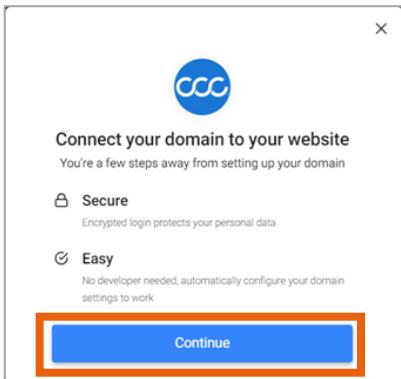
CCC® Amplify – Digital Profile, Continued

**Publishing
Existing
Domain**

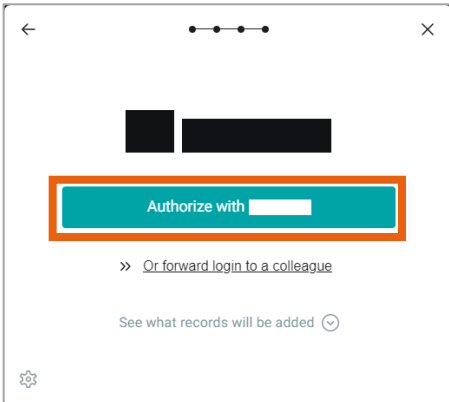**Option A: Publishing to an existing domain:**
This option applies if you already own a website domain and would like to publish this website to that domain. Follow the steps in the table below to transfer your existing website to your new CCC® Amplify website:

Step	Action
1	Select **Use a domain you already own**, from the Choose your website domain window.
2	Enter the **domain** you own that you want to connect. Then select **Continue**.
3	Select **Continue** again to begin the process of connecting your domain.

CCC® Amplify – Digital Profile, Continued

**Publishing
Existing
Domain,**
continued

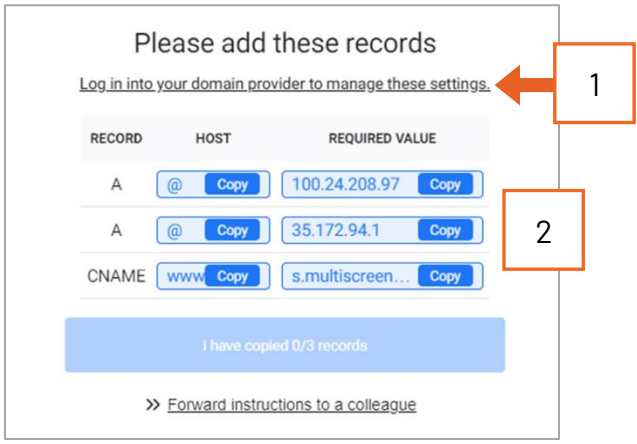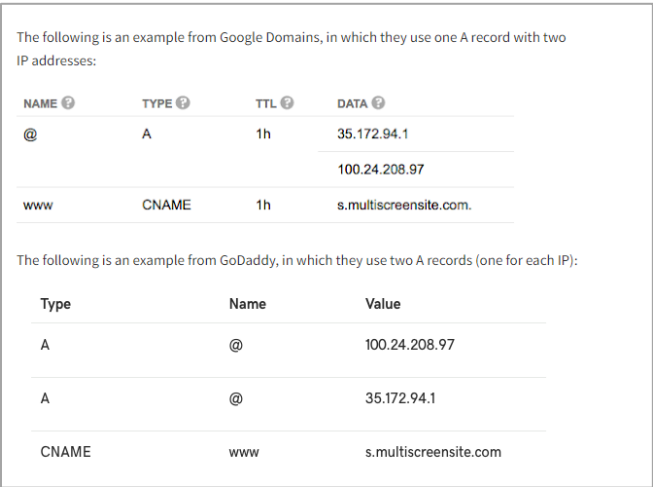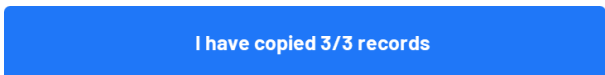| Step	Action
4	Select to **Authorize** the connection from you domain provider. **Note:** If prompted you may need to manually select your domain provider.
5	Follow the on screen prompts to connect your domain to a **Third Party Website Builder**.
6	Select **Done**, your website is now configured.

**Publishing Existing
Domain**, continued

Certain domain providers do not support an automatic update to the DNS (Domain Name System) record for domain transfer. If you own a website domain and are prompted to enter your DNS records manually, follow the steps in the table below:

Step	Action
1	Login to your current **Domain Provider** using the link provided in the domain transfer section and locate the DNS records section.
2	On the Amplify screen select the **Copy** button for all 6 of these fields and copy the data over into DNS records. Once all six (6) fields have been copied, the blue box **I have copied 0/3 records** will be available.
3	When finished the Domain Provided DNS should have the following records added *(the figure to the right shows a couple examples)*.
4	Remove any existing **A** records aside from the two (2) that were just added. **Note:** Ensure the domain forwarding records are empty.
6	On the Amplify screen, select **I have copied 3/3 records** to finish the manual transfer.

**Publishing Existing
Domain**, continued

Option B: Publishing to a new domain:
This section applies if you would like to obtain a new domain. The new domain is available to your shop at no additional cost while subscribed with CCC® Amplify. Follow the steps in the table below to publish your site to a new domain of your choosing:

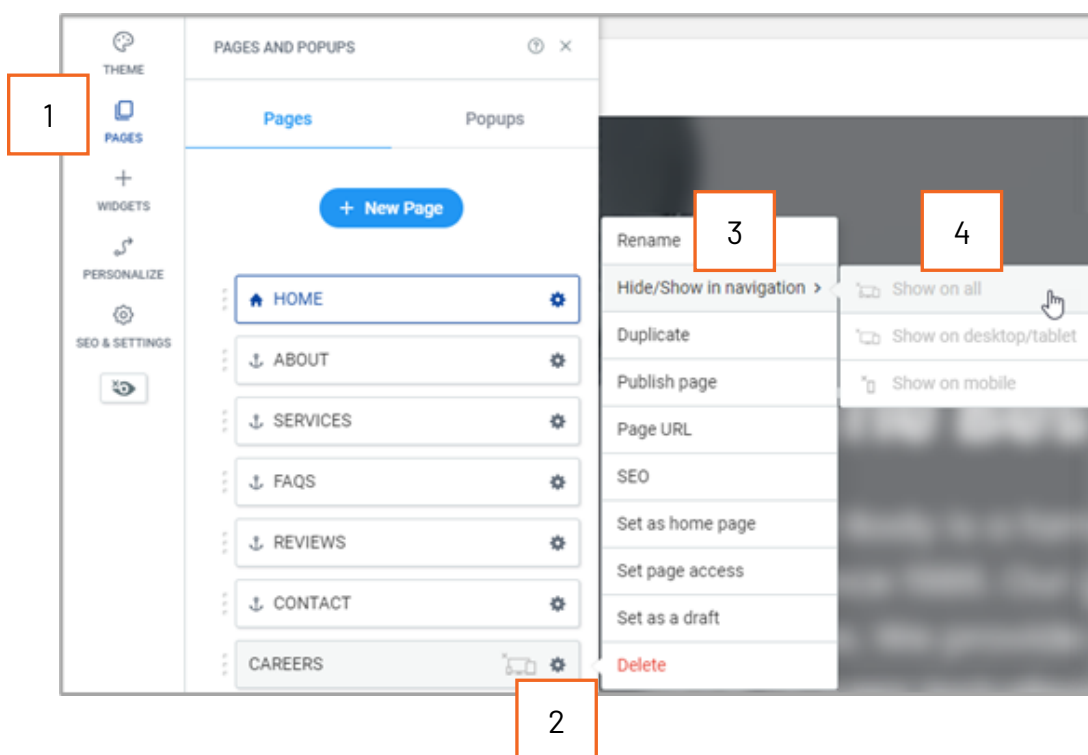| Step	Action
1	Select **Get a new custom domain**, from the Choose your website domain window.
2	Enter your desired domain for your site in the field, then select **Enter** (A). If it's available, select **Get it** (B) to continue.
3	Enter your contact information to register your domain.
4	Then select **Done**, the Congratulations screen will appear and your site in now live and connected.

CCC® Amplify – Digital Profile, Continued

Add Career Page

Shops can add a Careers Page if they would like to display available job postings.

Follow the steps below to Add the Careers Page to your website:

Step	Action
1	Select **Pages** from the left side panel.
2	Select the **Gear** setting icon on the CAREERS page
3	Select **Hide /Show in navigation**.
4	Select **Show on All**.

Follow the steps bellow to Edit your Careers page:

Step	Action
1	Select **Pages** from the left side panel.
2	Select the **CAREERS** page.
3	Add, remove, or edit position details as necessary just as you would from the **Customize Template** section.

Social Widget

Scroll to bottom of the webpage in Site Editor and locate the widget for social networks.

Step	Action	
1	Select the widget to **Edit**.	
2	Select the **Social Media Platforms** associated with your Repair Facility.	
3	Scroll down and add **Links** per Social Media Platform.	

CCC® Amplify – Digital Profile, Continued

Site Icons   If you would like your shop logo icons to appear when consumers browse your site, follow the steps below:

Adding a Favicon:

To update the **Favicon** icon on the browser tab:
- Select the icon to the right in Favicon section and select the desired icon.
  Note: Your shop logo should appear an option as part of the Site Images available.

To update the **link image** as displayed on social networks:
- Select the icon to the right in Social Networks section and select the desired icon.
  Note: Your shop logo should appear an option as part of the Site Images available

To Update the **Icon** for mobile devices when site is bookmarked to home screen:
- Select the icon to the right in Home Screen section and select the desired icon.
  Note: Your shop logo should appear an option as part of the Site Images available

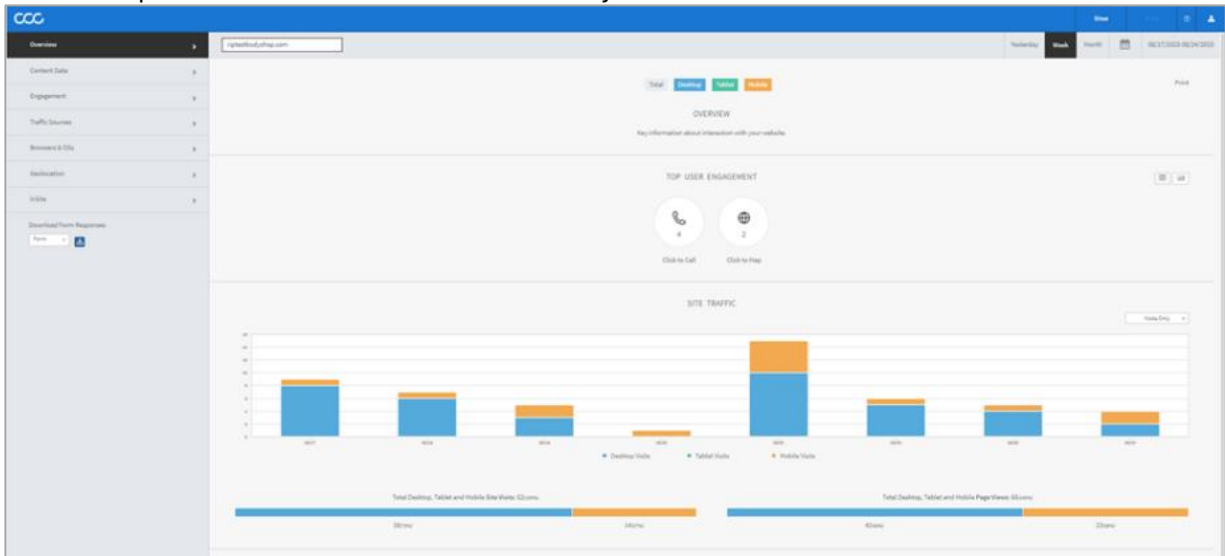## CCC® Amplify – Digital Profile, Continued

Site Analytics

Select **Site Editor** to access the **Site Overview** page.

- Site Analytics will be shown on this page. Select **Open Full Stats** to drill into the details to see how people are engaging with your site.
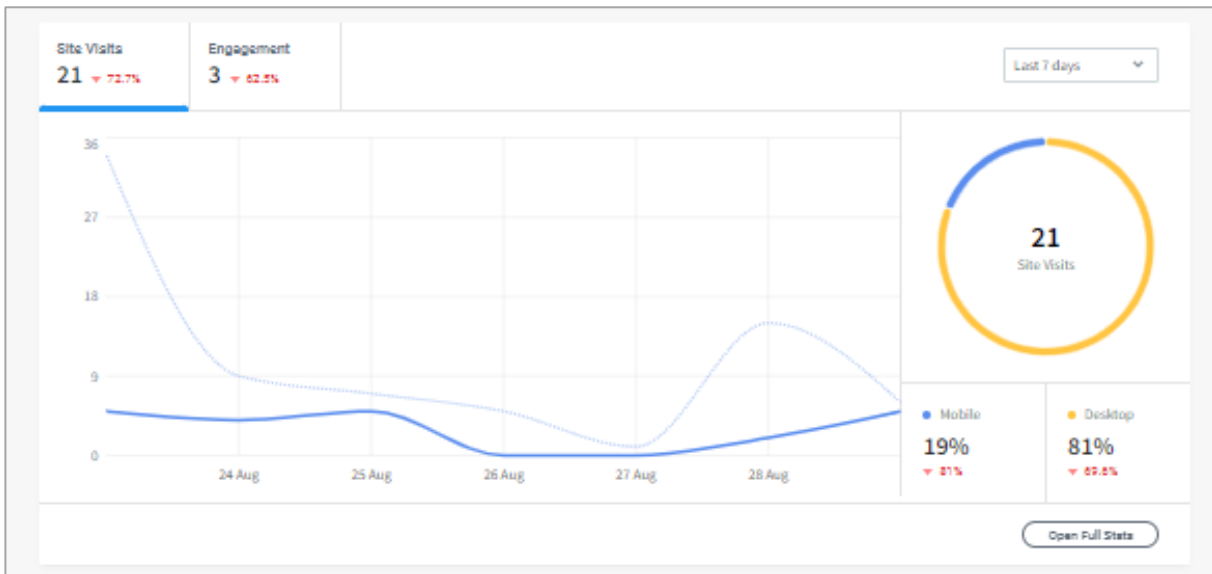
Open Full Stats

- Select options for a further breakdown of your data.

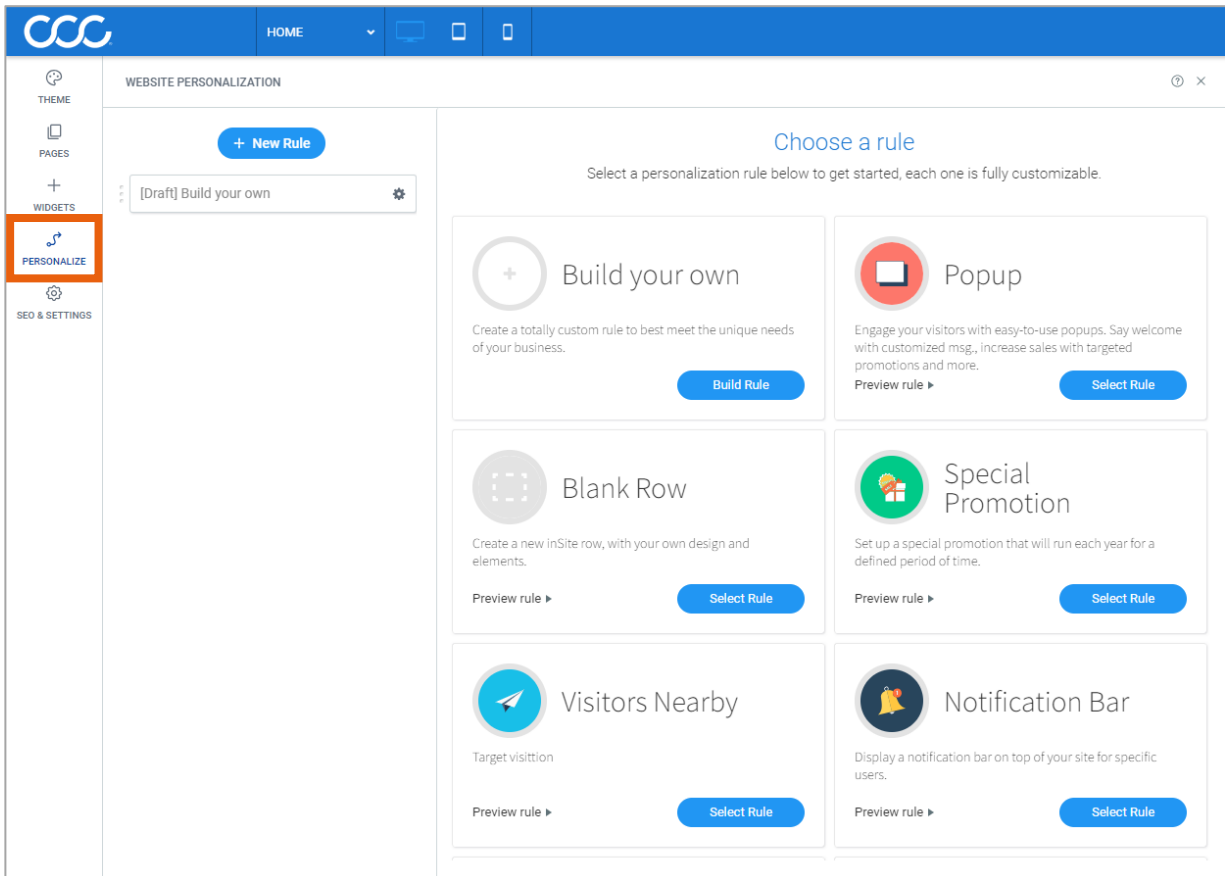# CCC® Amplify – Digital Profile, Continued
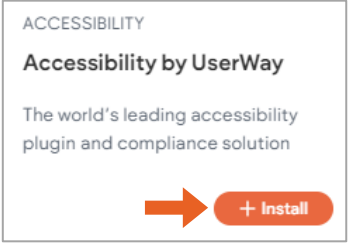
Personalization

To Personalize your site:
Select **Personalize** from the Site Editor, here shops can add pop ups, coupons, and banners to their sites. These can also be used to target certain customer groups like first time site visitors, returning site visitors, and site visitors close by.
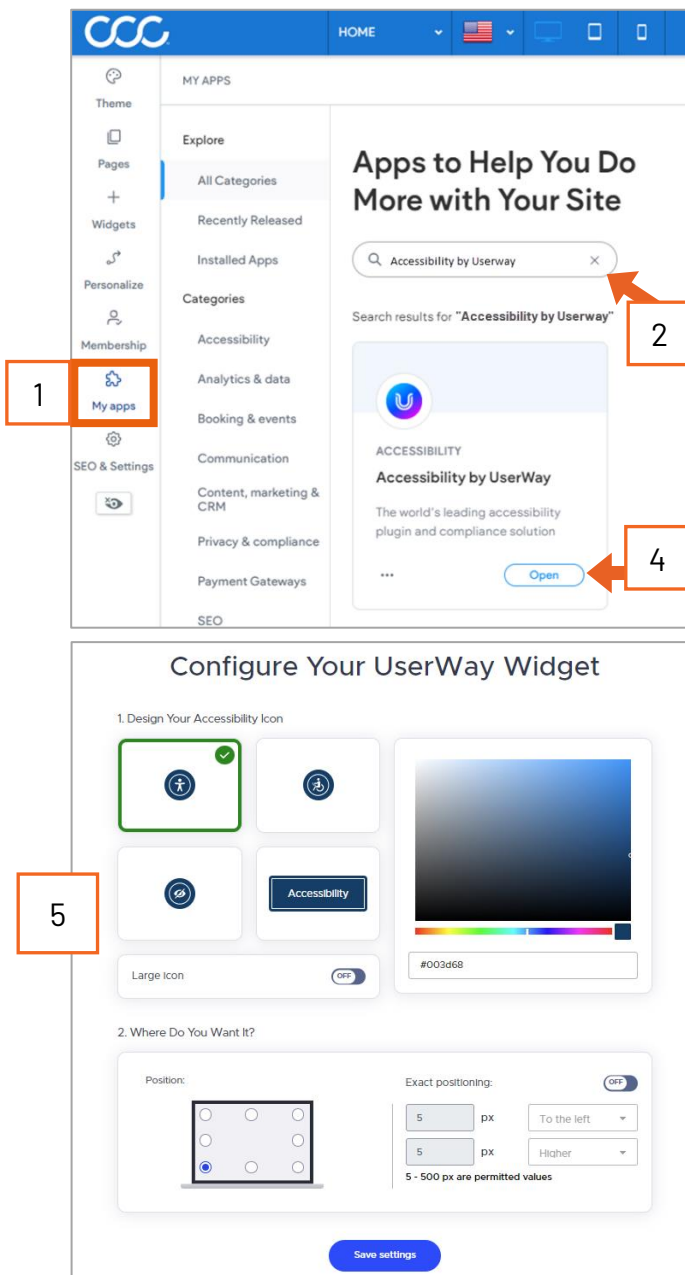
CCC® Amplify – Digital Profile, Continued

Accessibility   If you would like to add an Accessibility widget to your website allowing the user to optimize how the website displays, follow the steps below:

Step	Action
1	Select **My Apps** from the site editor on the left side panel.
2	In the search box type **Accessibility by Userway**.
3	Then select **Install**.
4	Once Installed select **Open**, to open the App.
5	Choose the **Design**, **Color**, and **Location** of the Accessibility button.
6	Last, select **Save Settings**.

Accessibility,
Continued

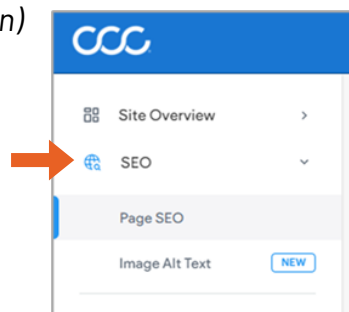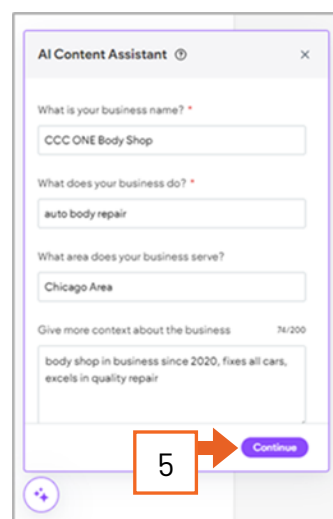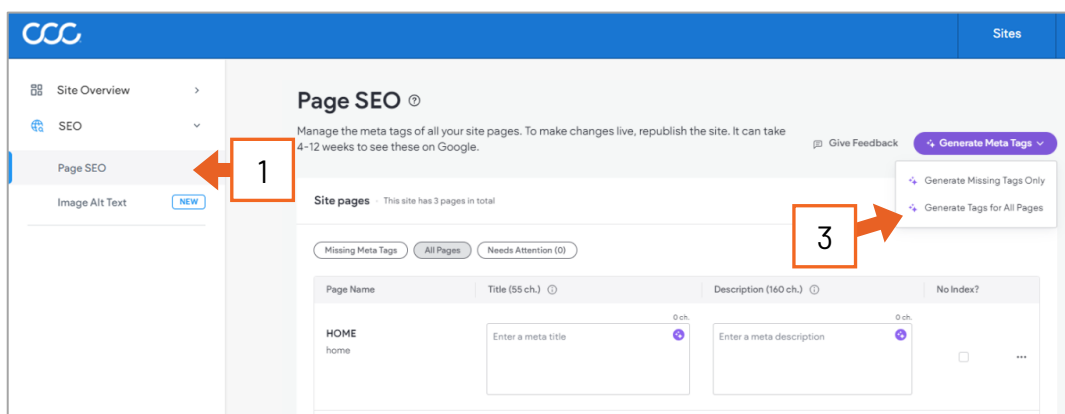| Step	Action
7	The **Accessibility** widget is added to your website in the Editor view.
8	Select **Republish** to publish your changes making the widget now available on your website.
9	On the website, the user can now see the Accessibility icon and select the desired accessibility settings.
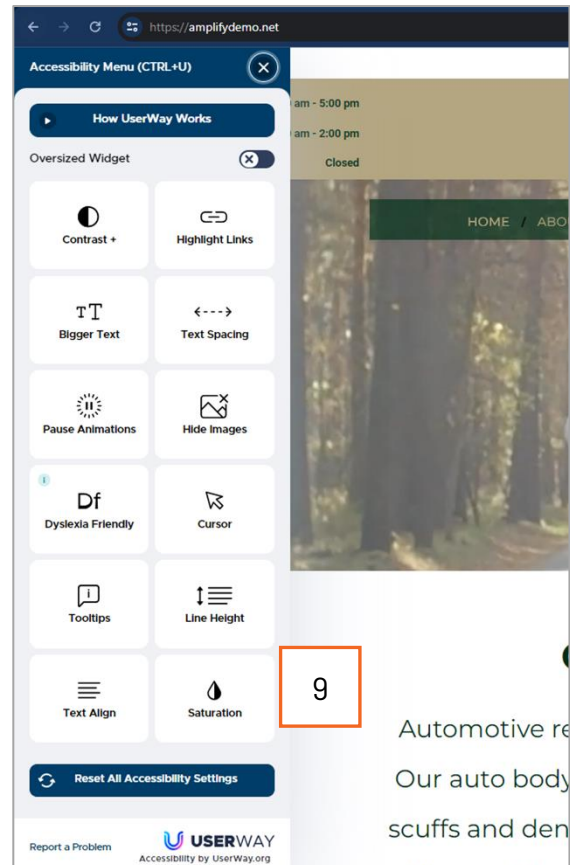
CCC® Amplify – Digital Profile, Continued

SEO

CCC Amplify's **SEO** *(Search Engine Optimization)* features allow you to manage your site's **Page SEO** and **Image Alt Text**. You can use AI *(Artificial Intelligence)* generated Page tags and Alt text on your site's images. Start by expanding the SEO settings.

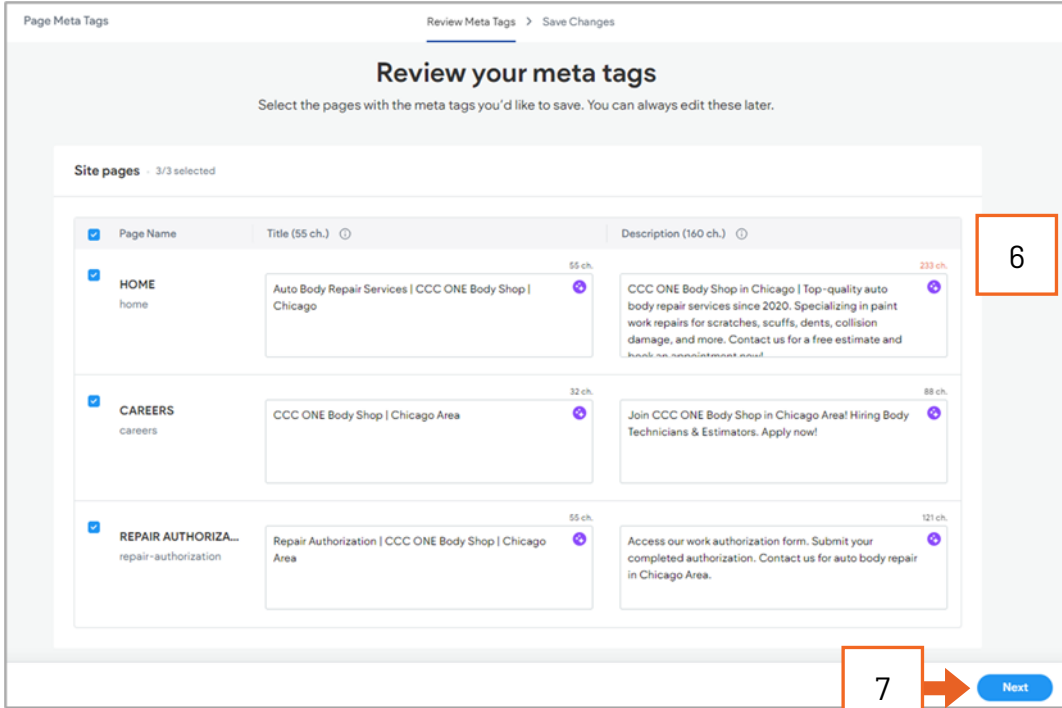Follow the steps below to configure your **Page SEO** meta tag settings:

Step	Action
1	Select **Page SEO**.
2	Select **Generate Meta Tags**.
3	Then select **Generate Tags for All Pages**.
4	Fill out the details of your business in the **AI Content Assistant** popup.
5	Select **Continue**.

SEO, Continued

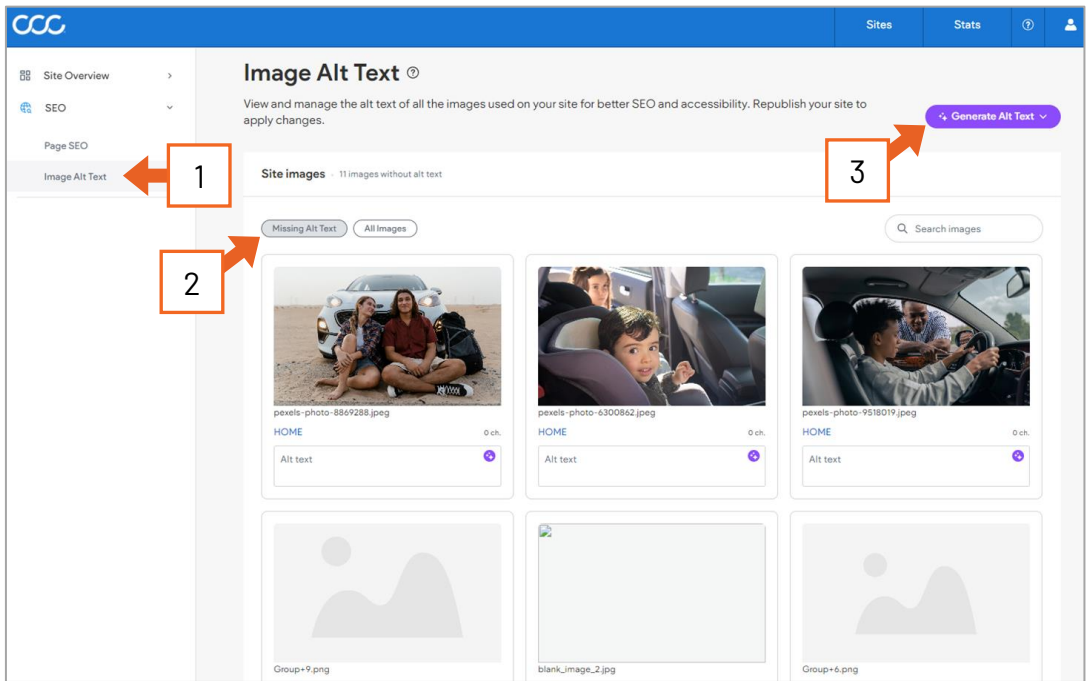| Step	Action
6	**Review** the SEO generated text for each page to make any needed changes.
7	Select **Next** and then **Save**.
8	Once saved, go to site editor to **Republish** site for the SEO changes to go live. **Note:** If can take 4-12 weeks to see these on Google.

Continued on next page

21

CCC® Amplify – Digital Profile, Continued

SEO, Continued   Amplify leverages AI to add Alt Text to images missing a description, additionally this description allows an improved SEO. Alt text makes your website more accessible to those with a vison impairment using a screen reader giving them a description of each image.

Note: Adding AI generated text is optional, and Alt Text can continue to be added manually to each image.
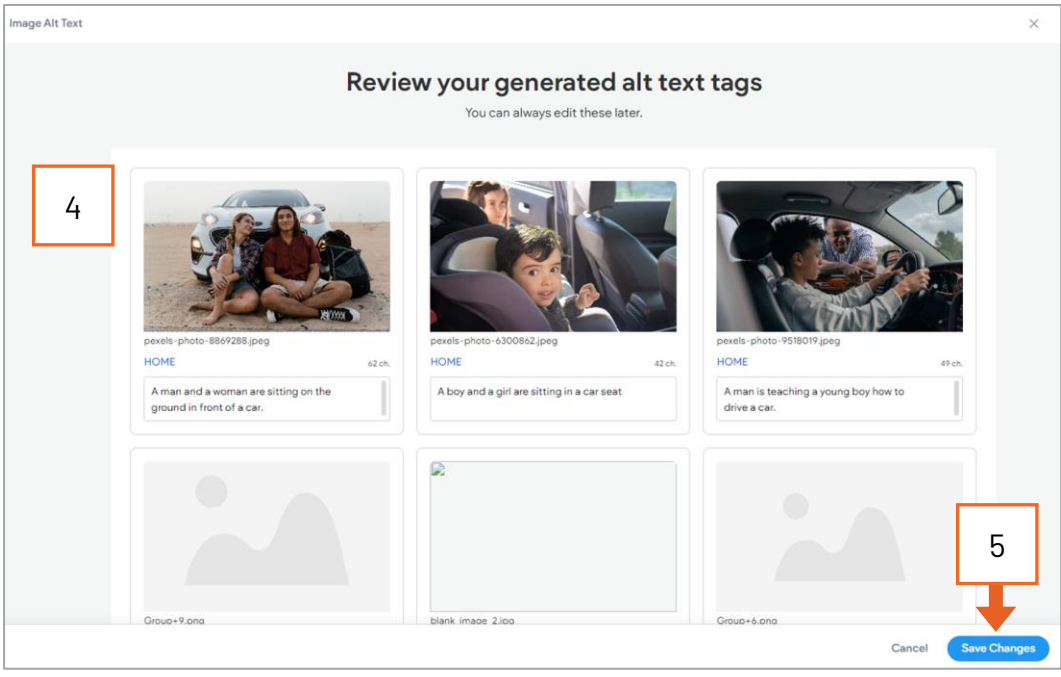
Follow the steps below to configure your **Image Alt Text** settings, this will improve your SEO and make your site's images accessible:

Step	Action
1	Select **Image Alt Text**.
2	Select the **Missing Alt Text** filter. This will generate Alt Text for only the fields that are missing. **Note:** Selecting **All Images** will add AI generated Alt Text for all images, this may overwrite any existing Alt Text.
3	Select **Generate Alt Text**.

SEO, Continued

Step	Action
4	**Review** the generated text and alter it as necessary.
5	Select **Save Changes**.
6	**Republish** site for the changes to go live.

CCC® Amplify – Digital Profile, Continued

Google Reviews Widget

To add the Google Reviews widget to your website, follow the steps below:

Step	Action
1	Select **My Apps** from the site editor on the left side panel.
2	In the search box type **Google Reviews**.
3	Then select **Install**.
4	Once Installed select **Open**, to open the App.
5	Then add in your business Google account information. When done, the dashboard will look like the example below.
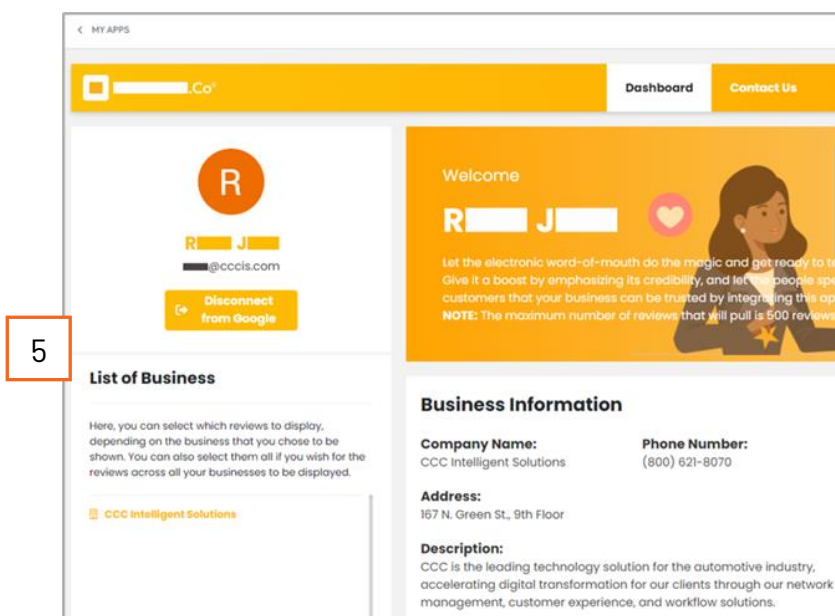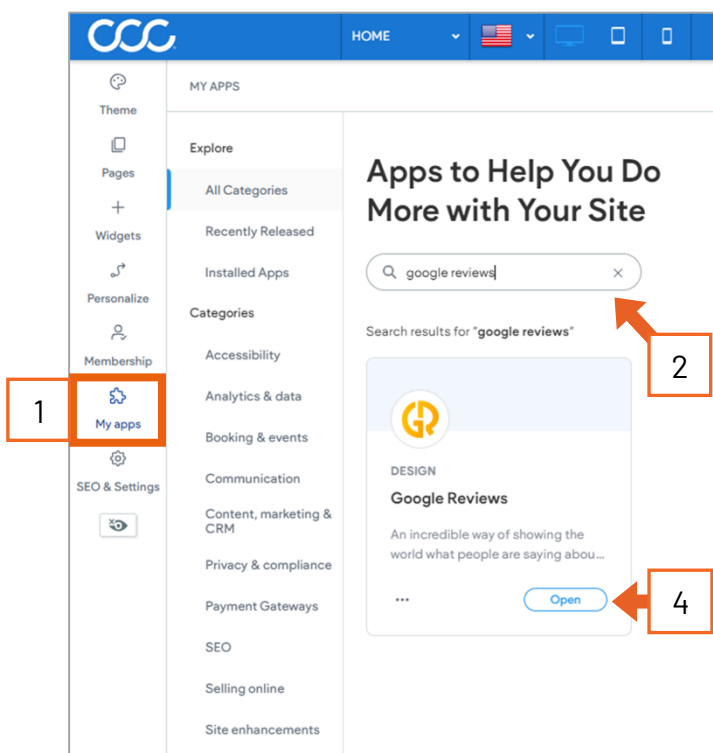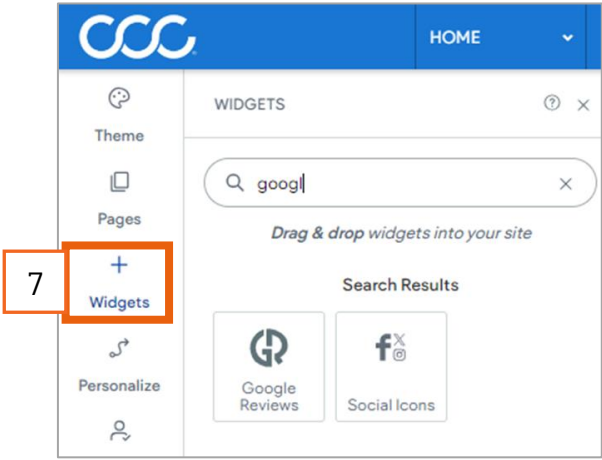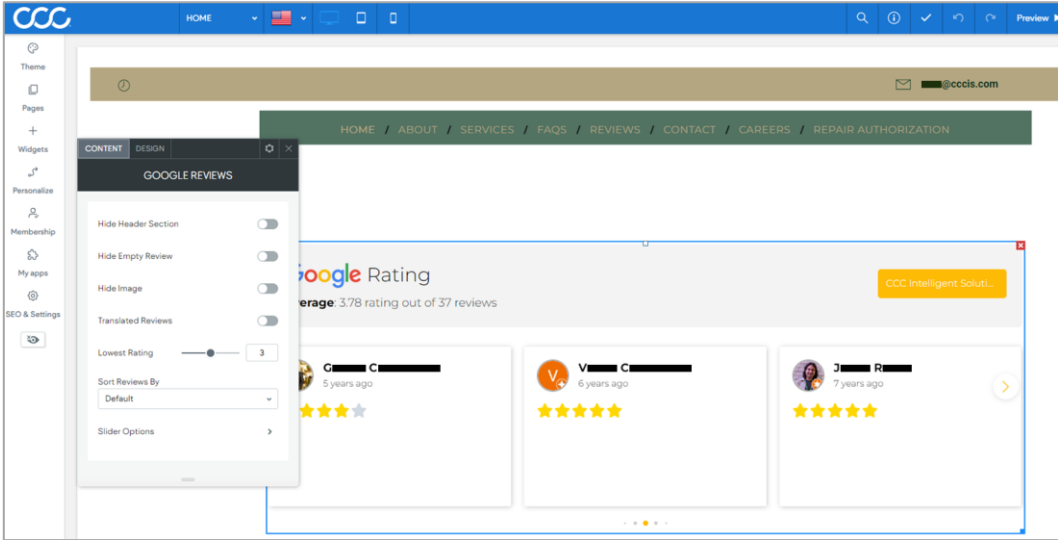
CCC® Amplify – Digital Profile, Continued

Google Reviews
Widget, Continued

Now that the Google Reviews account is setup continue by following the steps below to add the widget to your website:
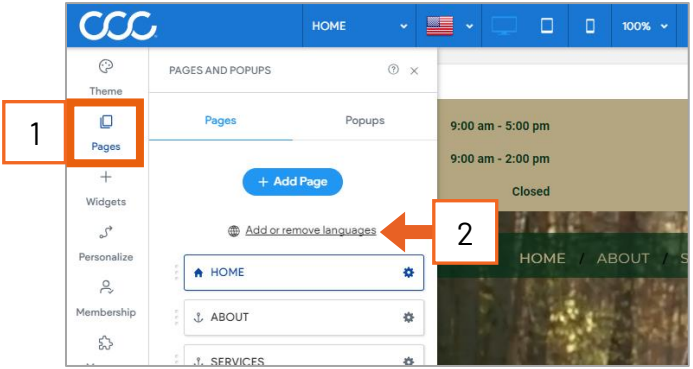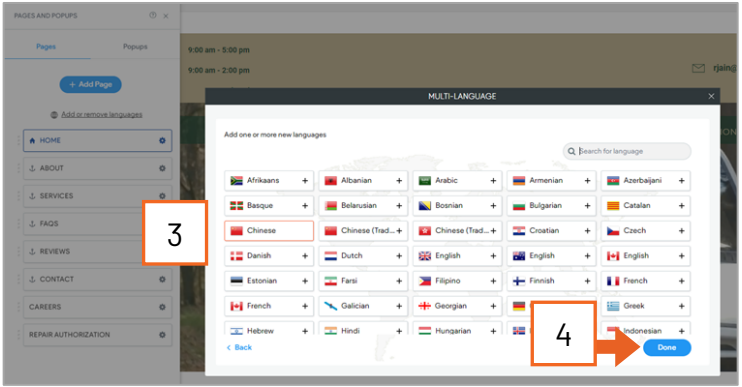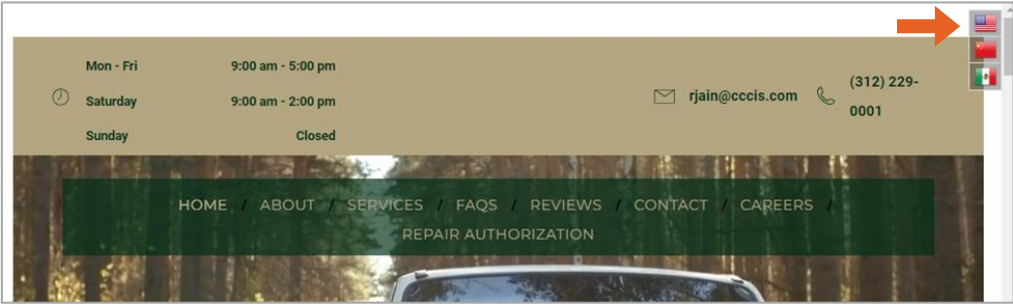
Step	Action
6	Right-click on the section of the website where you want the Google Reviews to appear and select **Add Row**.
7	Select the **Widgets** from the site editor on the left side panel.
8	Select and drag the **Google Reviews** widget to website row that was added.
9	Select the widget, then adjust the Configuration options.
10	**Republish** site for the changes to go live.

CCC® Amplify – Digital Profile, Continued

Multi Language Support

Note: Adding languages should be the last step in the website creation process.

Step	Action
1	Select **Pages** from the site editor on the left side panel.
2	Select **Add or Remove Languages**.
3	Select **Add Languages** and then select the languages need for the site.
4	Select **Done** when your selections have been made.
6	**Republish** your website for the changes to go live. On the website, select the Flag icon to select the desired language, the flag represents the current language.

CCC® Amplify – Digital Profile, Continued

Reputation Management

Increase your repair facility's visibility and attract more customers with CCC Amplify's Reputation Management tool. Manage reviews across platforms (Google®, Yelp®, etc.), respond quickly to feedback, and showcase your service quality. With automated responses and analytics, improve customer experience, build trust, and grow your business.

To set up Reputation Management you need to:

Sync Your Profile
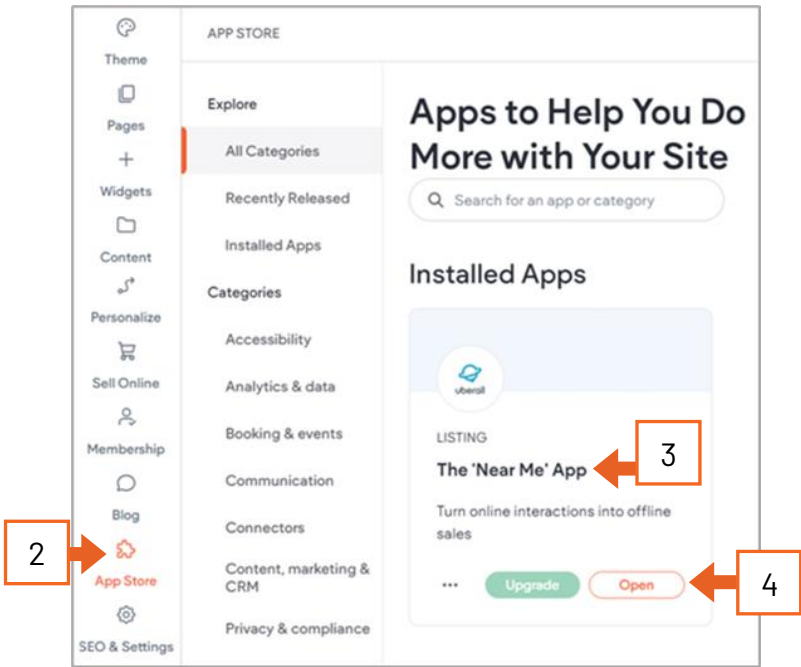
- Set up and sync your profile across every major directory (Google, Yelp, Facebook, Bing etc.).

Connect Your Accounts

- Link your Facebook and Google accounts to import and manage reviews from these platforms.

Once your setup is complete, your profile will be synced across the web, allowing you to view and respond to reviews from multiple platforms
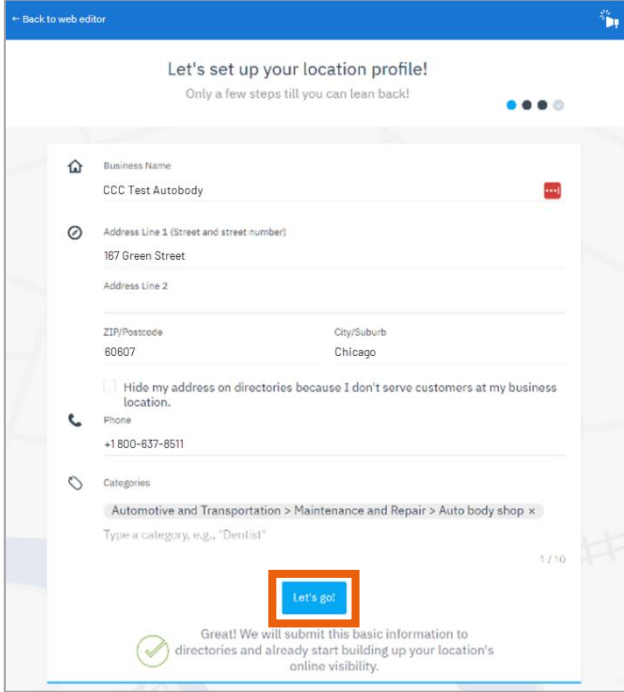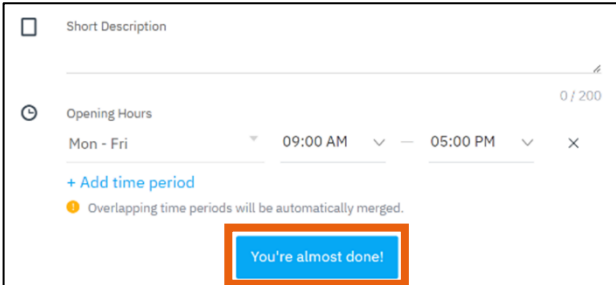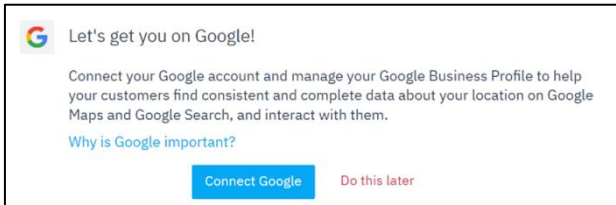
Follow the steps below to configure your **Reputation Management**:

Step	Action
1	Open the **Site Editor**. SITE EDITOR
2	Select the **App Store**.
3	Locate **The 'Near Me' App.**
4	Select **Open**.

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CCC® Amplify – Digital Profile, Continued
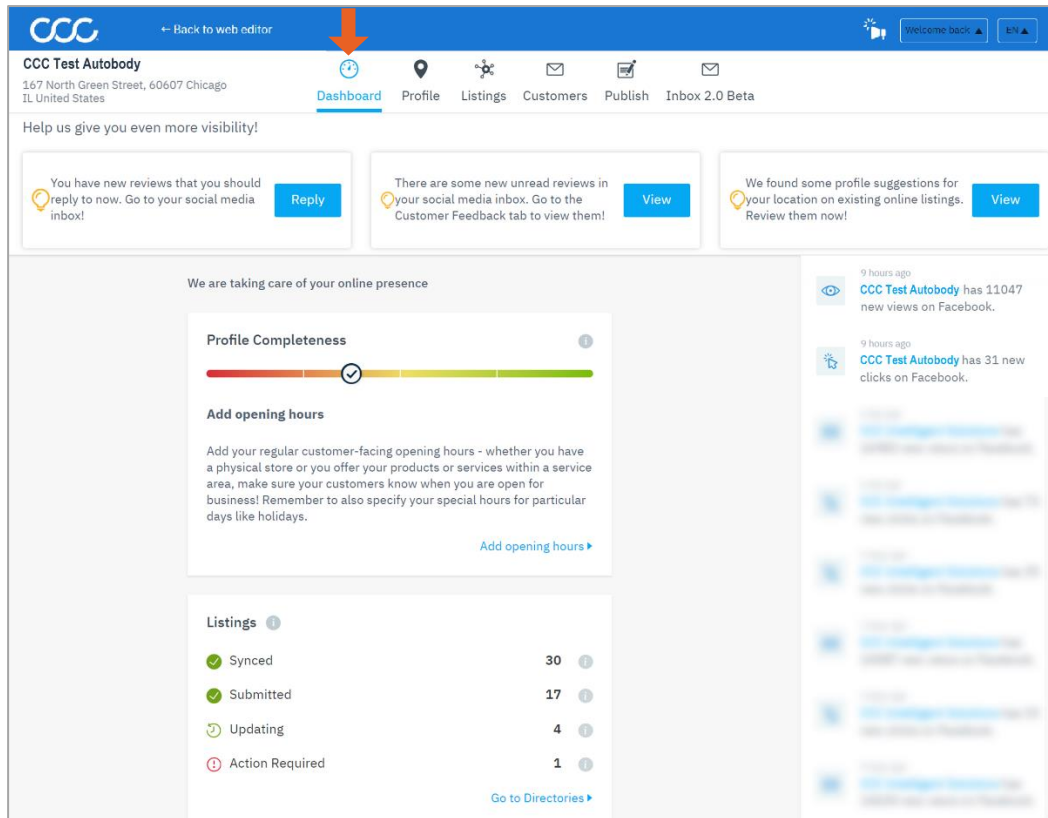
Reputation Management, Continued

Step	Action
3	Step through the profile wizard to add in details for your business details.
4	Add your Business Name, Address, Phone, Category Information. Then select **Let's Go**.
4	Add your business **Description** and **Hours**. Then select **You're almost done**.
5	Select **Connect Google** to add your business's Google account to your Reputation Management. If you're not ready, select **Do this later**.

CCC® Amplify – Digital Profile, Continued
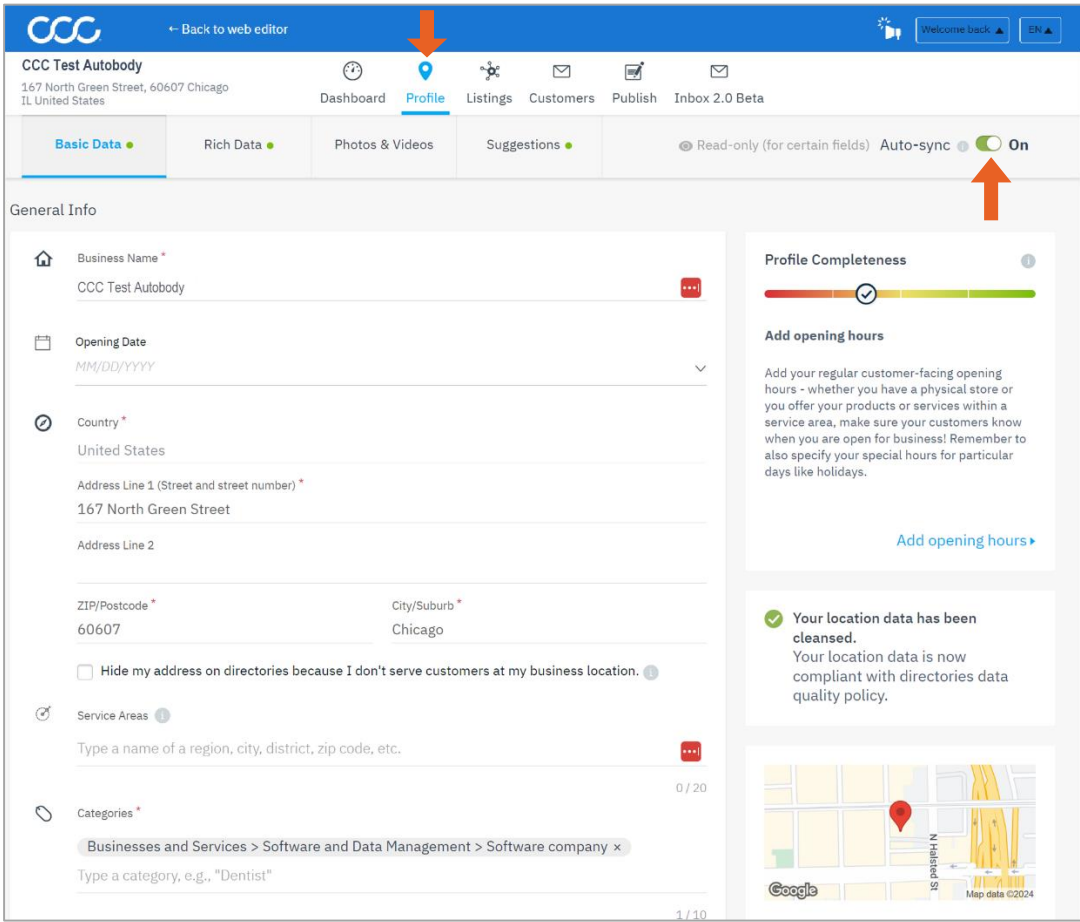
Reputation Management, Continued

Step	Action
6	Once complete the full Reputation Management functionality is available. The **Dashboard** section provides an Overview of Shop Profile as well as Online Visibility.

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CCC® Amplify – Digital Profile, Continued

Reputation Management, Continued

Step	Action
7	The **Profile** section allow the user to update and sync its data across multiple online directories (Google, Apple Maps, Bing, Facebook, etc.) Shop Profile Data can be entered/updated in the Profile Section, ensure the **Auto-sync** functionality is enabled so that any changes made to the profile can be automatically synced up to the Online Directories.

CCC® Amplify – Digital Profile, Continued
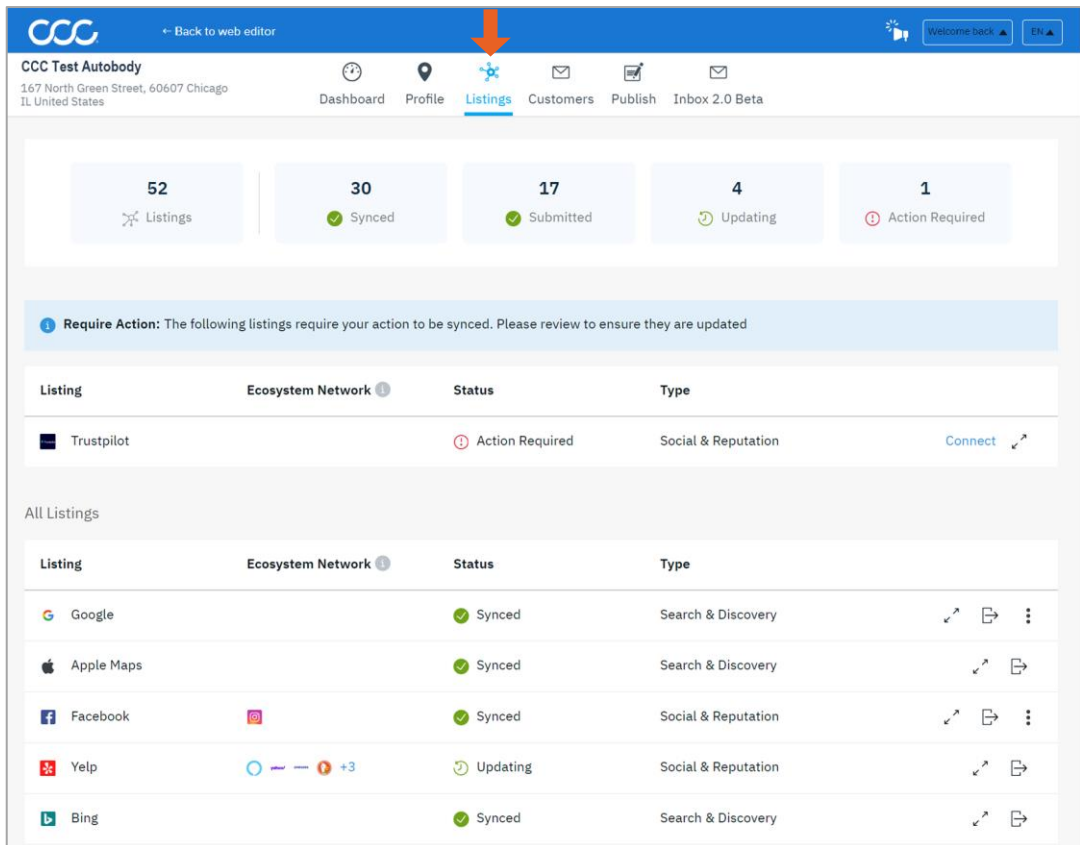
Reputation Management,
Continued

Step	Action
8	The **Listing** section allows the user to check the status of the sync for the online directories. A synced status means a two-way communication with the directory and the 3rd party platform has confirmed the data is synced up. Submitted status indicated a one-way sync and CCC has pushed out the request to that directory to make the profile update.

CCC® Amplify – Digital Profile, Continued

Reputation Management,
Continued

Step	Action
9	The **Customers** section allows the user to check reviews across various online directories. The user can also reply to the review directly from the customer section.

Reputation Management,
Continued

Step	Action
10	The **Reply Assistant** under the **Customer** section allow users to generate templates so that they can select a template to reply to the customer rather than type out a review response each time. Automated Replies can also be setup up based on the number of stars a customer provides in the review

Reputation Management,
Continued

Step	Action
11	The **Publish** section allows user to post to multiple social channels from one location. Select the **site(s)** to post on, enter the **content**, then select **Submit**.