

CCC® Amplify – Public Website

Introduction

CCC® Amplify Public Website 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:

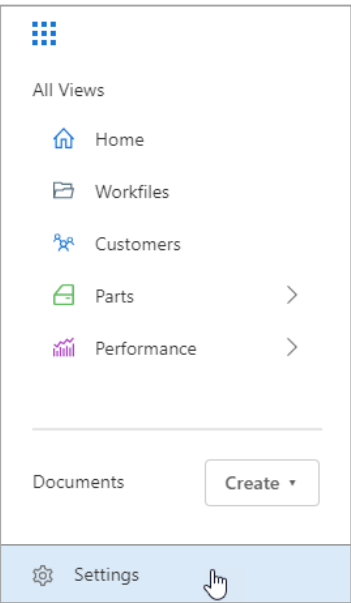
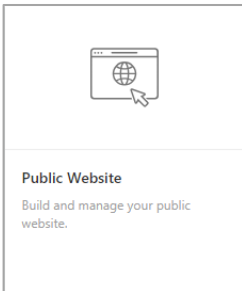
- **Carwise Photo Estimates** URL *(If enabled as part of CCC Engage)*
- **Carwise Appointments** URL *(If enabled as part of CCC Engage)*
- **Last 20 Positive Carwise Reviews** *(if enabled as part of CCC UpdatePlus)*
- **OEM Certifications** supported by shop *(if Certifications are provided by OEM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

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CCC® Amplify – Public Website, Continued

Access Public Website Settings

Follow the steps below to access the public website settings using CCC® Amplify:

Step	Action
1	Login to cccone.com .
2	Select Menu , then Settings . <div data-bbox="1057 485 1406 1083" style="border: 1px solid black; padding: 10px; margin-top: 10px;">  <p>The screenshot shows a navigation menu with the following items: All Views, Home, Workfiles, Customers, Parts, and Performance. Below these is a 'Documents' section with a 'Create' button. At the bottom, the 'Settings' option is highlighted in blue with a hand cursor pointing to it.</p> </div>
3	Select Public Website , the public website page opens. <div data-bbox="1166 1104 1406 1392" style="border: 1px solid black; padding: 10px; margin-top: 10px;">  <p>The screenshot shows a card with a globe icon and a hand cursor. Below the icon, the text reads: 'Public Website' and 'Build and manage your public website.'</p> </div>

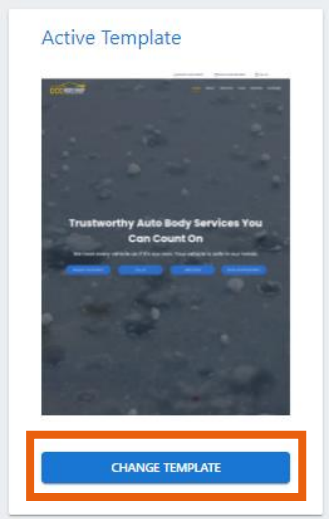
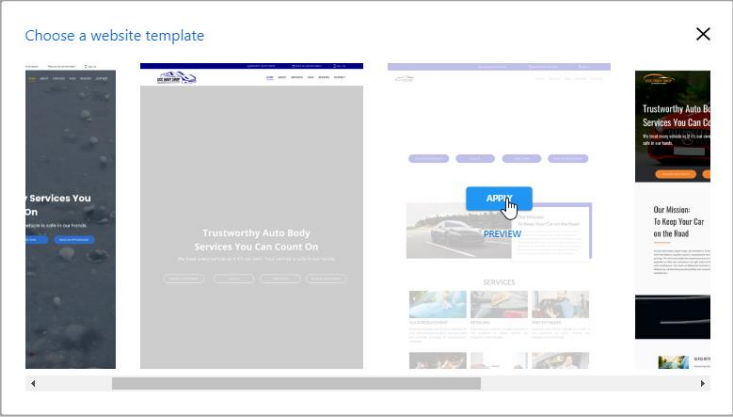
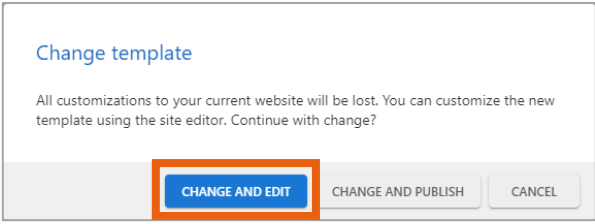
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CCC® Amplify – Public Website, Continued

Choose Template

Starting from the Public Website 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	<p>Click Change Template. The Choose a website template window opens.</p> 
2	<p>Hover over a desired Template as a jumping off point for your website's appearance, then click Apply.</p> <p>Note: Click Preview to view the template in a Desktop, Tablet, and Mobile view.</p> 
3	<p>Click Change and Edit to open the Editor to customize your template to continue the process.</p> 

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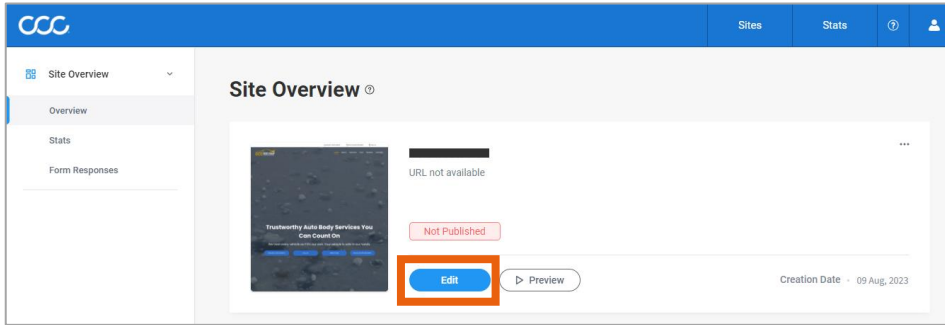


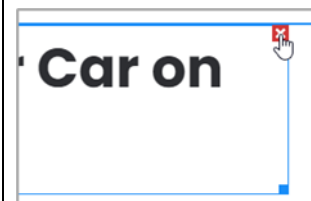
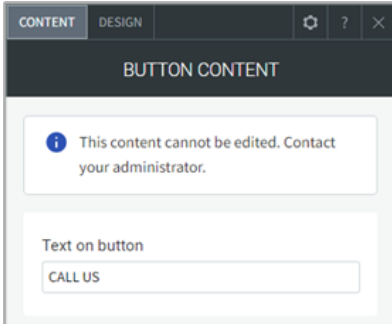


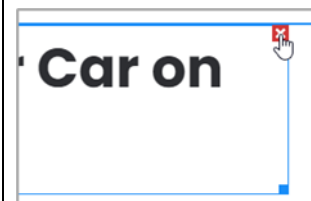


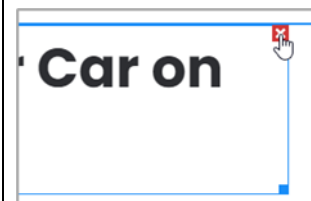
CCC® Amplify – Public Website, Continued

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 click **Site Editor** from the **Your Website** section to access the Site Overview page.

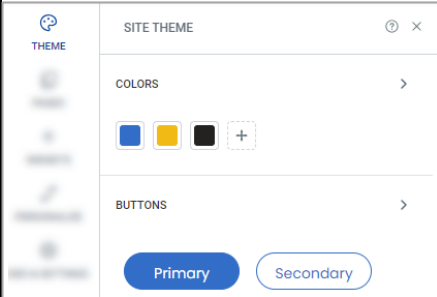
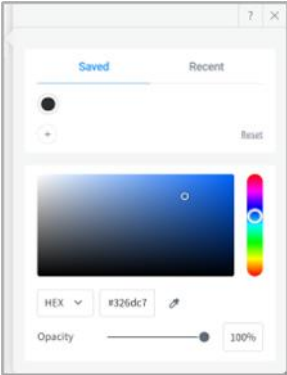



Step	Action						
1	<p>Click Edit under the Site Overview title, the Site Editor opens the editable version of your website. Review the template to ensure that the content from your network profile within CCC ONE migrated correctly.</p> 						
2	<p>Review your website’s Overall Text Layout, Colors, Buttons, etc.:</p> <p>Overall Text Layout: Select your text/images to Change, Move, or Remove.</p> <table border="1" data-bbox="326 1136 1398 1419"> <tr> <td data-bbox="326 1136 691 1377">  </td> <td data-bbox="691 1136 1057 1377">  </td> <td data-bbox="1057 1136 1398 1377">  </td> </tr> <tr> <td data-bbox="326 1377 691 1419">Select the text to Change it</td> <td data-bbox="691 1377 1057 1419">Click and drag to Move it</td> <td data-bbox="1057 1377 1398 1419">Click the X to Remove it</td> </tr> </table> <p>Some text cannot be changed in the editor and must be changed in your CCC ONE Platform such as your Services or Phone Number.</p> <p>Some text is connected through your CCC ONE Platform and should be edited there such as your About section.</p> 				Select the text to Change it	Click and drag to Move it	Click the X to Remove it
							
Select the text to Change it	Click and drag to Move it	Click the X to Remove it					

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CCC® Amplify – Public Website, Continued

Customize Template, continued


Step	Action	
2	Review your Overall Text Layout, Colors, Buttons, etc.:	
	<p>Click THEME from the left side panel:</p> 	<div style="display: flex; justify-content: space-around;">   </div> <p>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.</p> <p>Buttons: Select the Primary and Secondary button to change the style of the buttons on your site.</p>

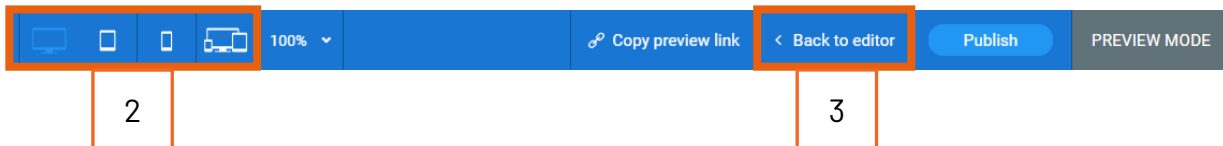
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CCC® Amplify – Public Website, Continued


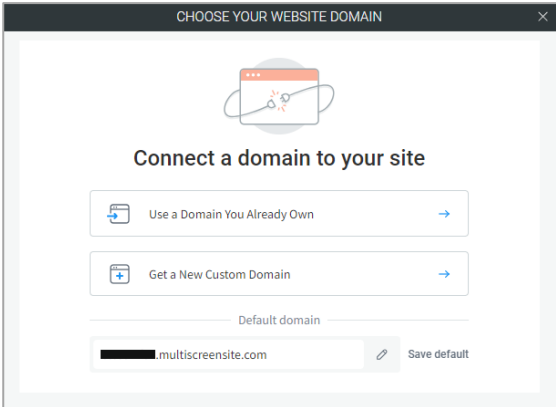
Publishing Website

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

Step	Action
1	Click Preview , the preview screen opens. 
2	Select the icons to view your website in a Desktop , Tablet , or Mobile layout. Note: If desired click Copy preview link to share your preview link for others to review.
3	Click 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 click Publish . Note: If your site is already published click 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. 

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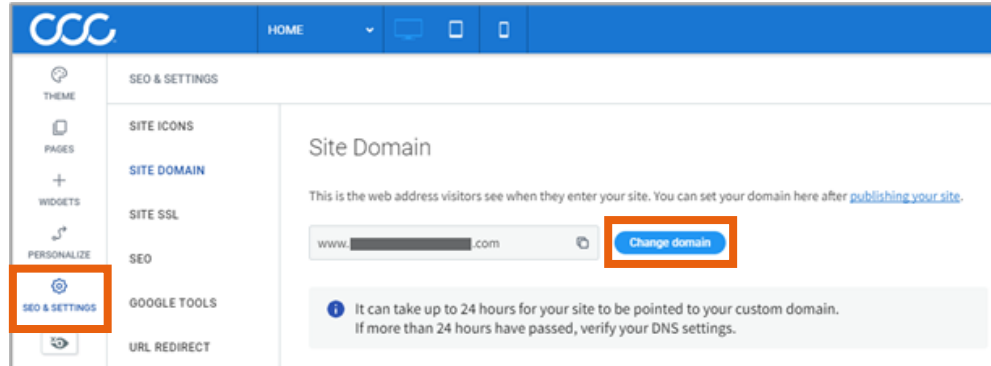
CCC® Amplify – Public Website, Continued

Publishing Domain

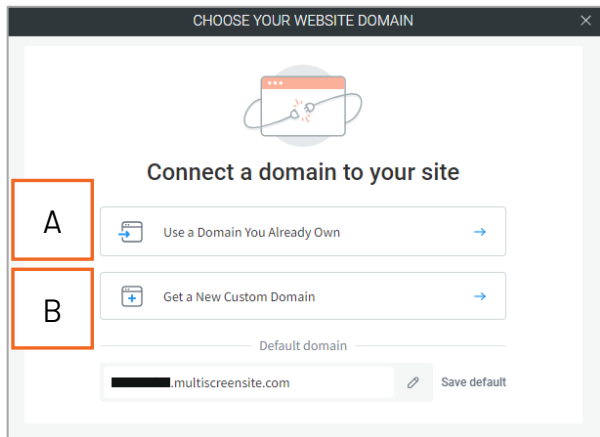
Follow the steps below to publish your site:

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

- Within Site Editor click **SEO & Settings**.
- Click on **Site Domain** and then click **Change Domain**.



Follow the steps below to publish your existing domain (*Option A*) or new domain (*Option B*) to your CCC® Amplify website.



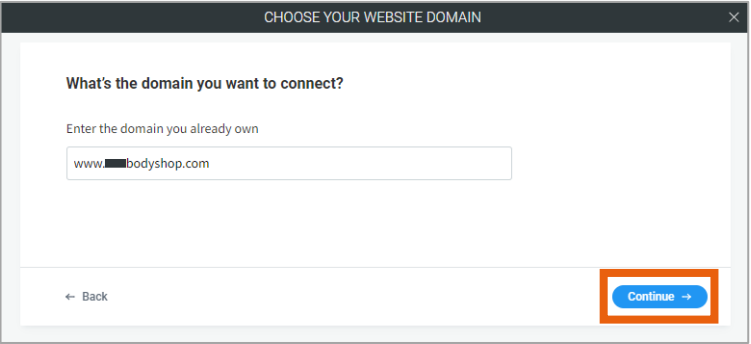
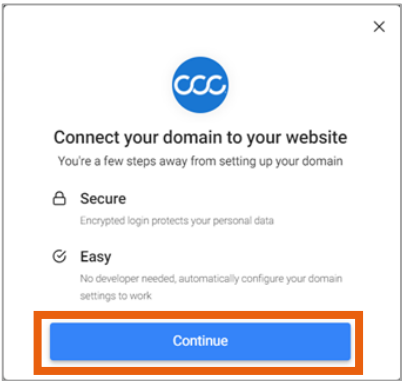
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CCC® Amplify – Public Website, Continued

Publishing Existing Domain

Option A: Publishing to an existing domain:

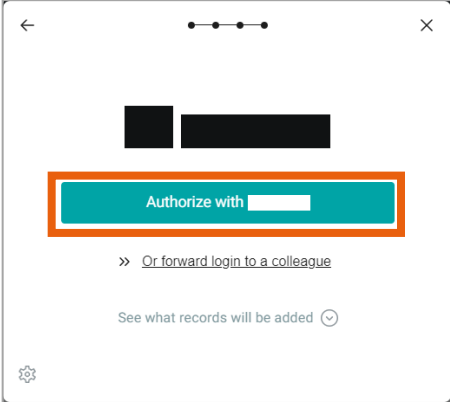
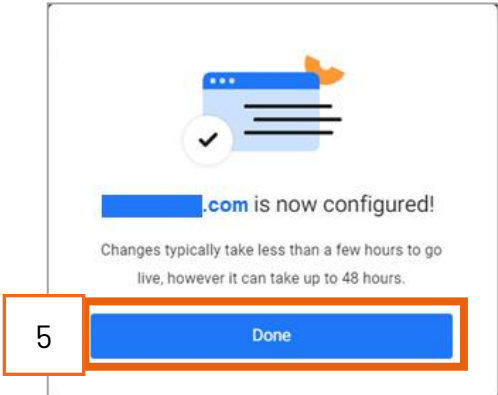
This option applies if you already own a website domain and would like to publish this website to that domain. Follow the steps in the table below to transfer your existing website to your new CCC® Amplify website:

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 click Continue . 
3	Click Continue again to begin the process of connecting your domain. 

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CCC® Amplify – Public Website, Continued

Publishing Existing Domain, continued

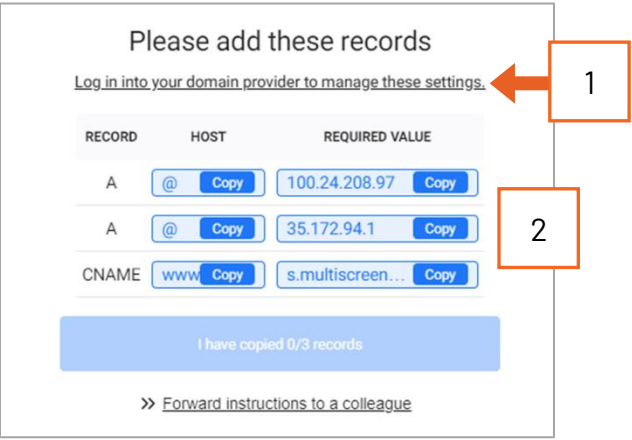
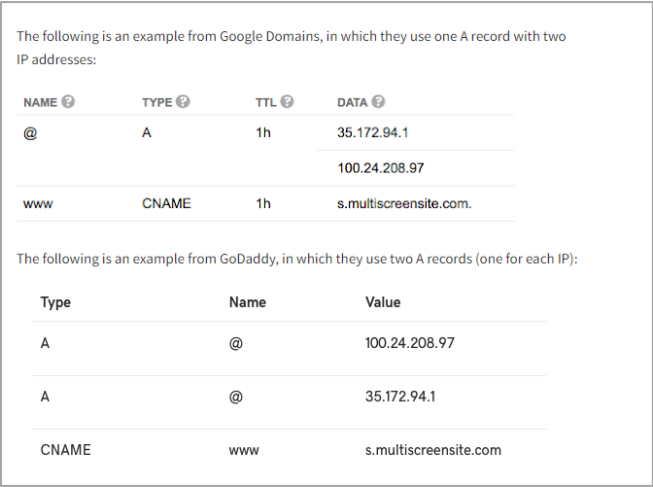
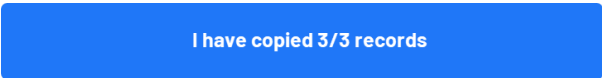
Step	Action
4	<p>Select to Authorize the connection from your domain provider.</p> <p>Note: If prompted you may need to manually select your domain provider.</p> 
5	<p>Follow the on screen prompts to connect your domain to a Third Party Website Builder.</p>
6	<p>Click Done, your website is now configured.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

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CCC® Amplify – Public Website, Continued

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	<p>On the Amplify screen click on 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.</p> 
3	<p>When finished the Domain Provided DNS should have the following records added (<i>the figure to the right shows a couple examples</i>).</p> 
4	<p>Remove any existing A records aside from the two (2) that were just added. Note: Ensure the domain forwarding records are empty.</p>
6	<p>On the Amplify screen, click on I have copied 3/3 records to finish the manual transfer.</p> 

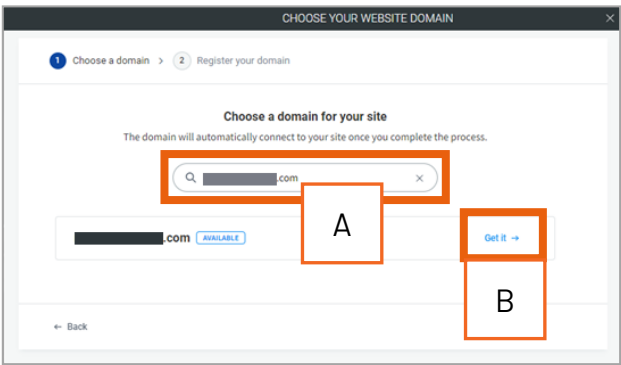
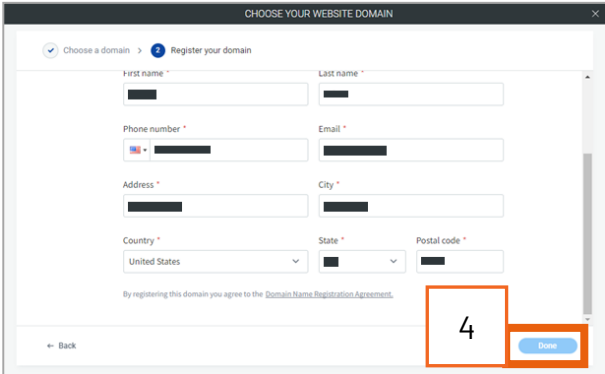
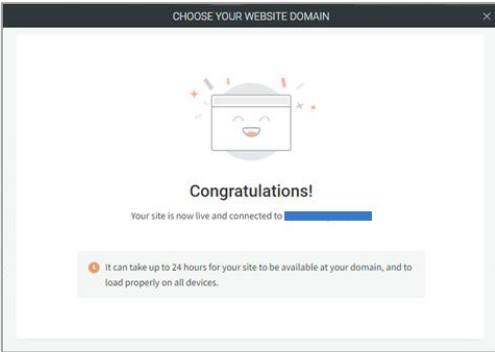
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CCC® Amplify – Public Website, Continued

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 click Enter (A). If it's available, click Get it (B) to continue.	
3	Enter your contact information to register your domain.	
4	Then click Done , the Congratulations screen will appear and your site is now live and connected.	

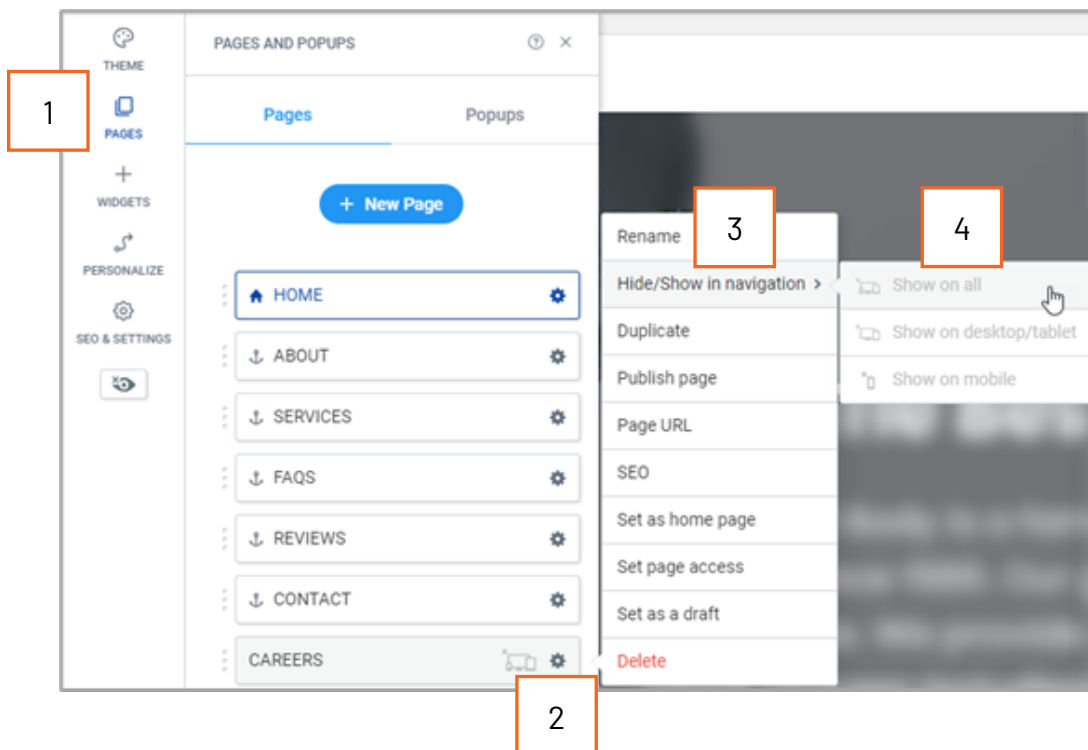
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CCC® Amplify – Public Website, Continued

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	Click on the Gear setting icon on the CAREERS page
3	Select Hide /Show in navigation .
4	Click 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.

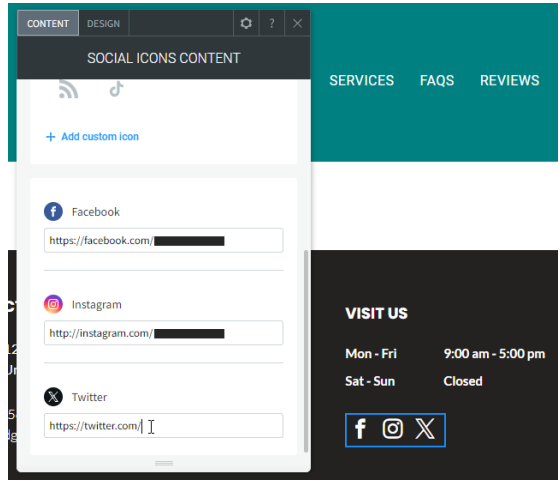
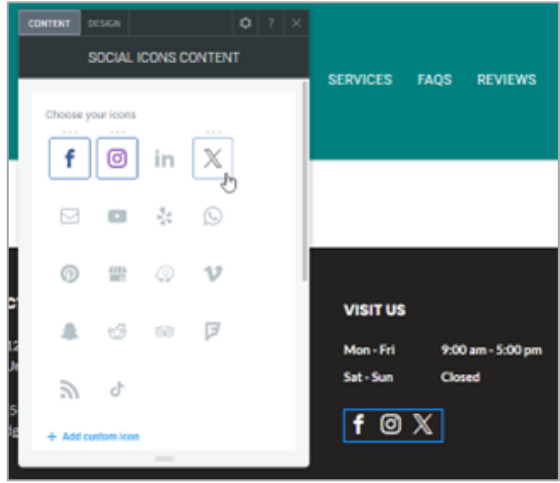
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CCC® Amplify – Public Website, Continued

Social Widget

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

Step	Action
1	Click on 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.



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CCC® Amplify – Public Website, 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:

- Click on 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:

- Click on 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:

- Click on 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

The screenshot shows the 'Site Icons' configuration page. On the left is a navigation menu with the following items: SITE ICONS (highlighted), SITE DOMAIN, SITE SSL, SEO, GOOGLE TOOLS, URL REDIRECT, HEAD HTML, SITE LANGUAGE, PRIVACY SETTINGS, MANAGE FORM RESPONSES, 404 PAGE, and PROGRESSIVE WEB APP (PWA). The main content area is titled 'Site Icons' and contains three sections:

- Favicon:** Indicated by a heart icon. Description: 'The icon that appears next to the page title in the browser tab and on Google's mobile search results.' A small icon of a shop logo is shown to the right.
- Social networks image (open graph):** Indicated by a social media icon. Description: 'This image will be displayed on Facebook, LinkedIn, and other social networks when people share your site on those platforms. Recommended size: 1200 x 630px.' A larger image of a person looking at a laptop is shown to the right.
- Home screen icon (mobile & tablet):** Indicated by a house icon. Description: 'This icon appears on iPhone and iPad when your site is bookmarked to the home screen. (Icon must be 57x57 pixels and in .png format.)' A small icon of a shop logo is shown to the right.

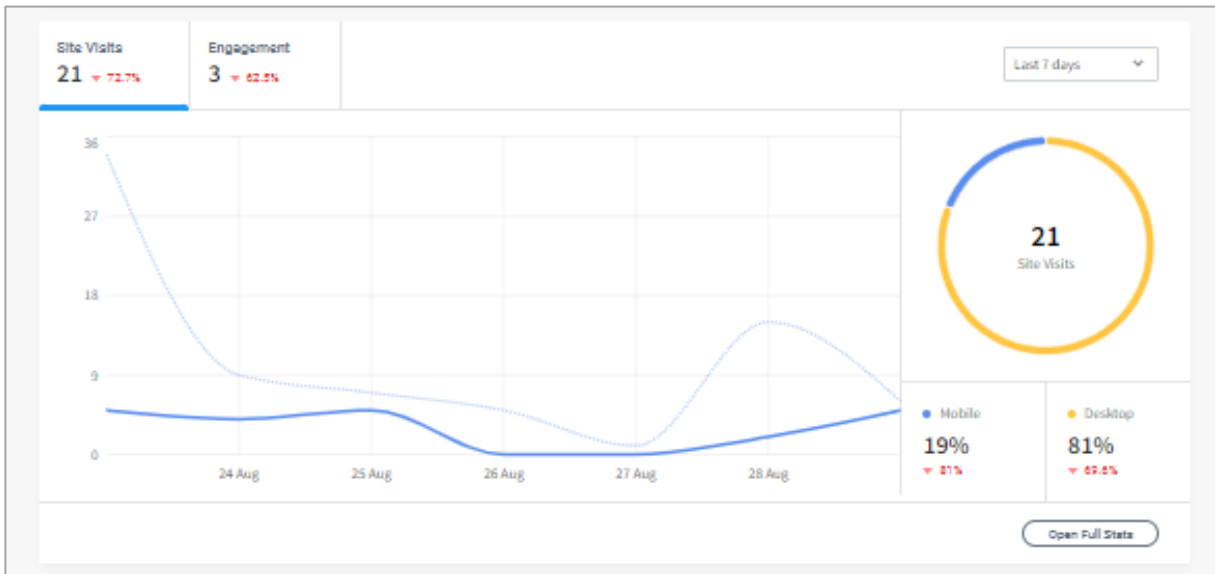
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CCC® Amplify – Public Website, Continued

Site Analytics

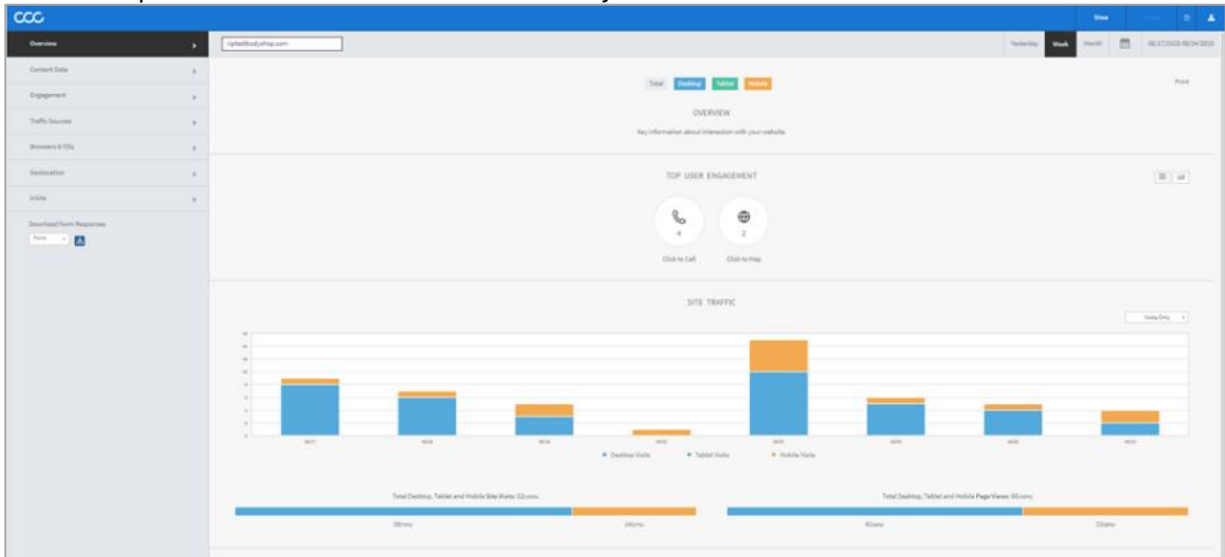
Click **Site Editor** to access the **Site Overview** page.

- Site Analytics will be shown on this page. Click **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.



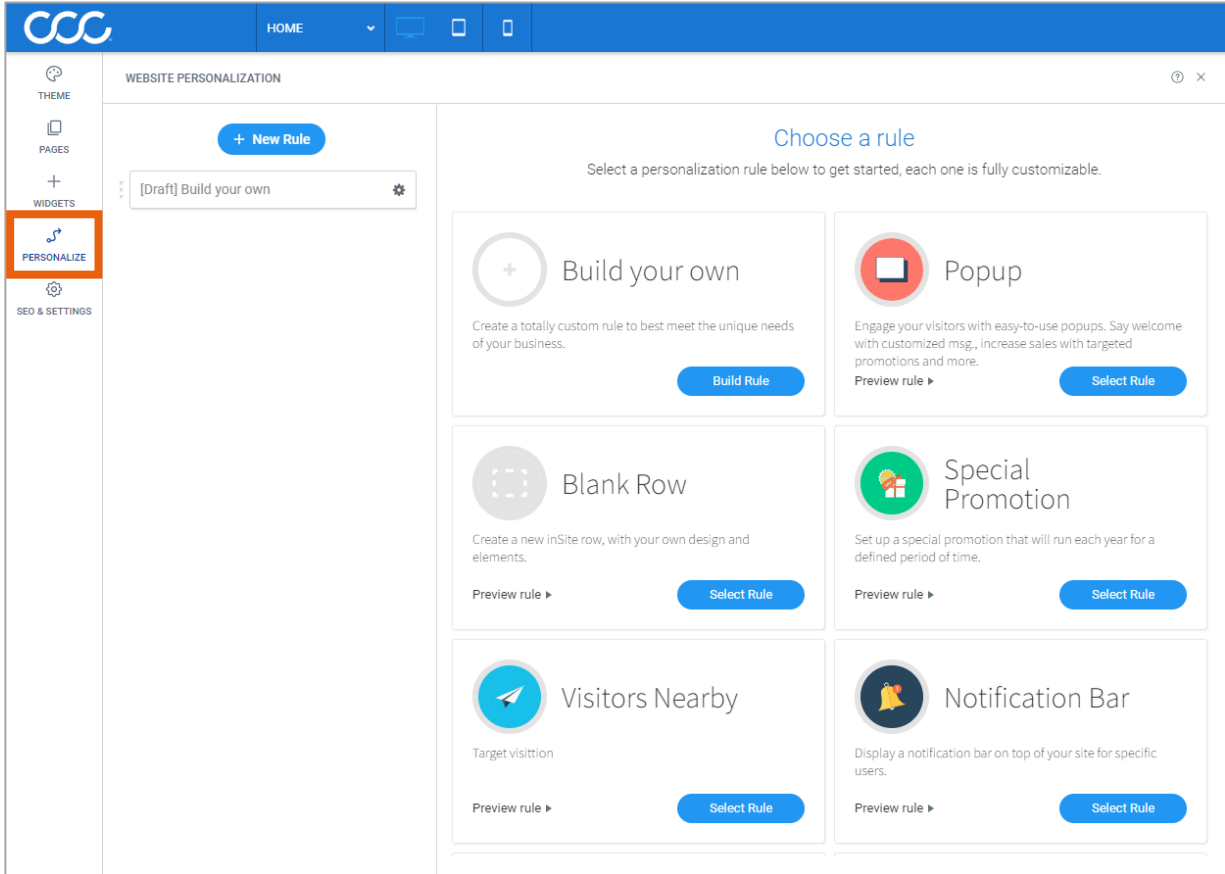
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CCC® Amplify – Public Website, Continued

Personalization

To Personalize your site:

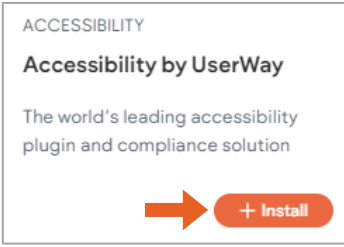
Click **Personalize** from the Site Editor, here shops can add pop ups, coupons, and banners to their sites. These can also be used to target certain customer groups like first time site visitors, returning site visitors, and site visitors close by.

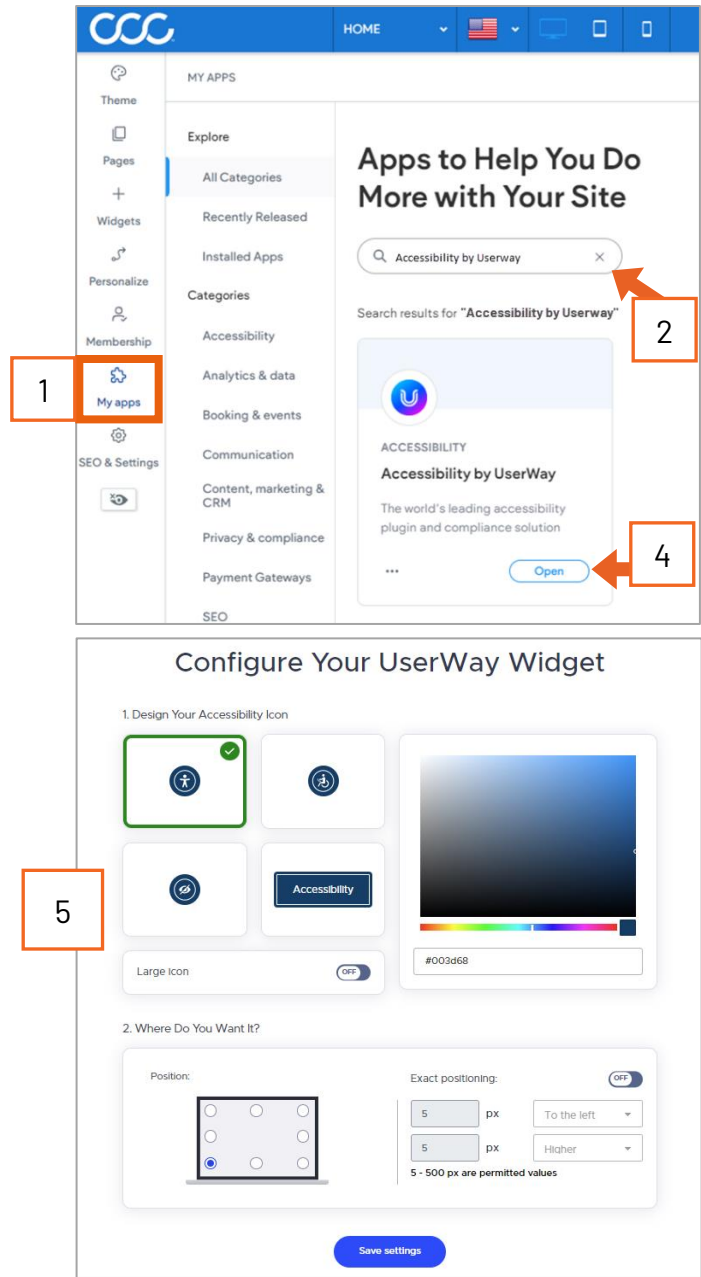


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CCC® Amplify – Public Website, Continued

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 .

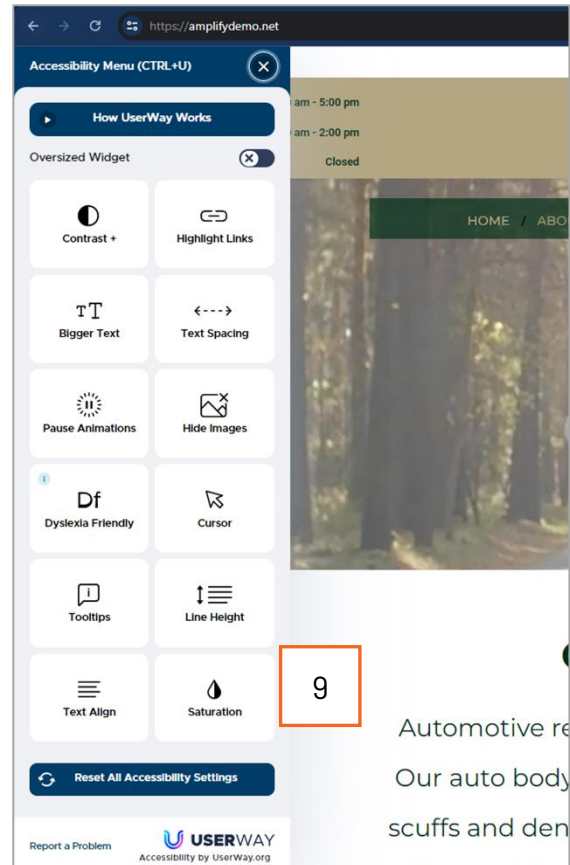


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CCC® Amplify – Public Website, Continued

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.

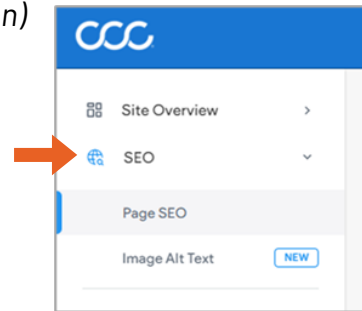


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CCC® Amplify – Public Website, Continued

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.



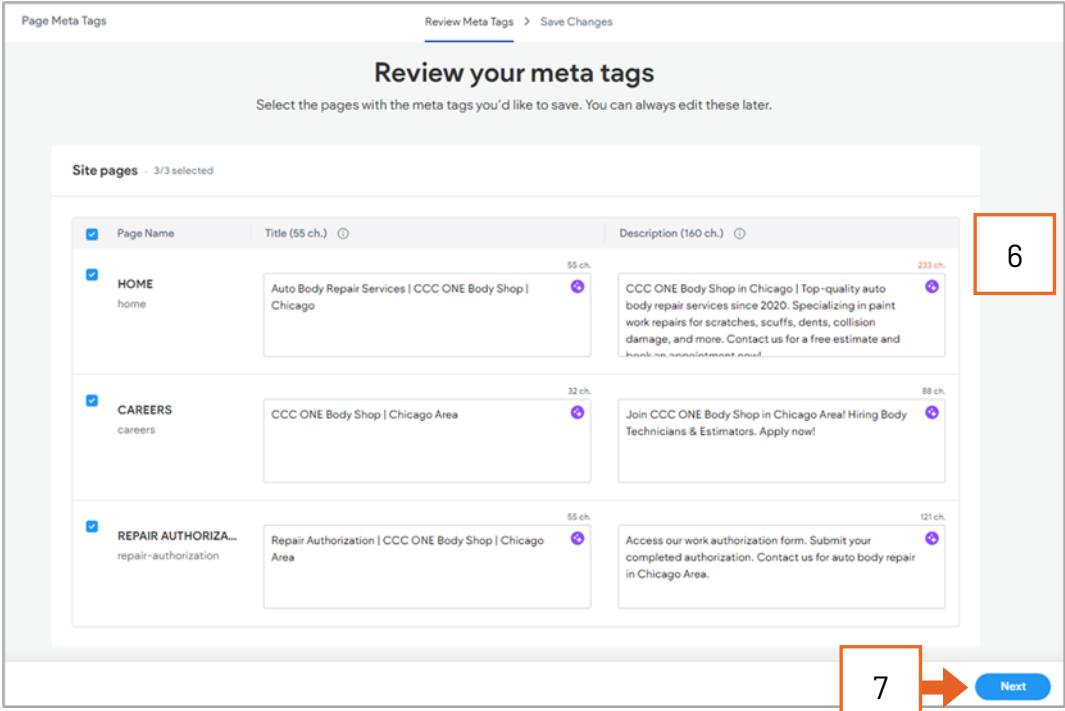
Follow the steps below to configure your **Page SEO** meta tag settings:

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	Click Continue .

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CCC® Amplify – Public Website, Continued

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: It can take 4-12 weeks to see these on Google.

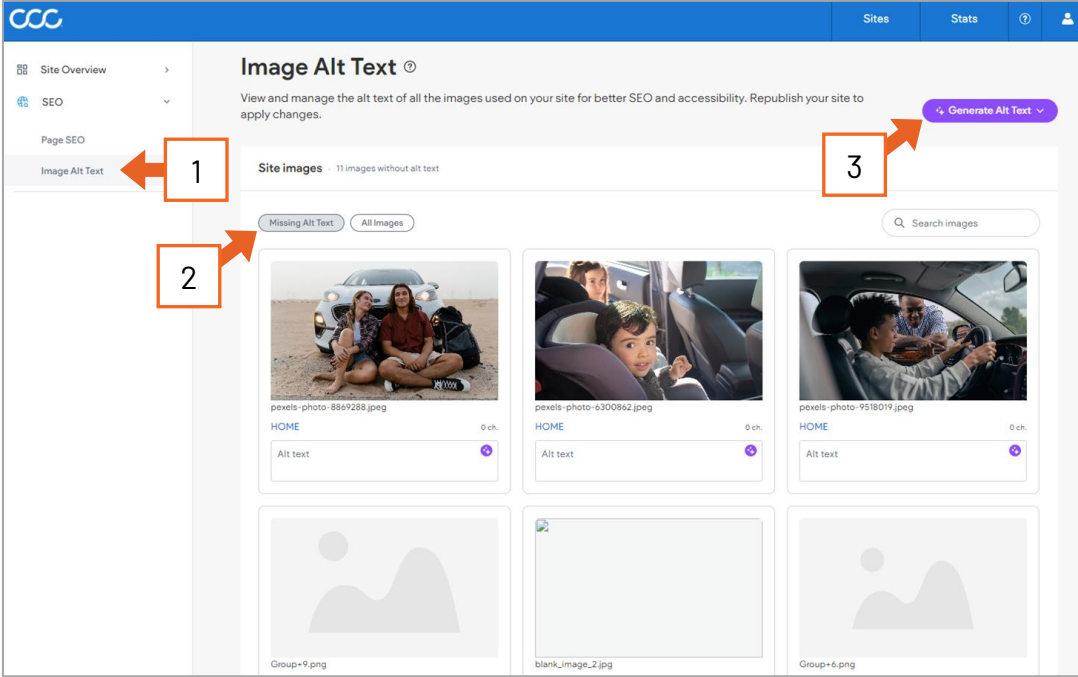
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CCC® Amplify – Public Website, Continued

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 vision 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 . 

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CCC® Amplify – Public Website, Continued

SEO, Continued

Step	Action
4	Review the generated text and alter it as necessary.
5	Select Save Changes . <div data-bbox="350 512 1403 1171" style="border: 1px solid #ccc; padding: 10px; margin-top: 10px;"> </div>
6	Republish site for the changes to go live.

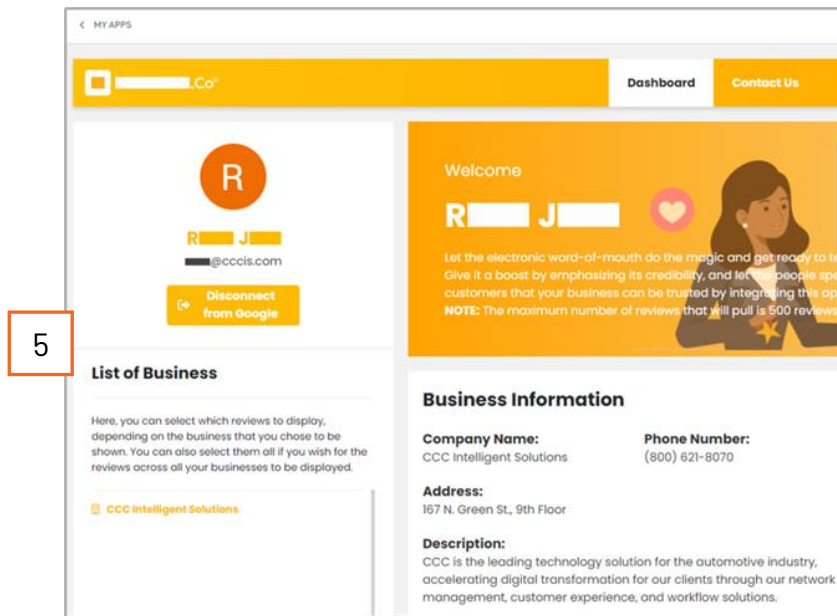
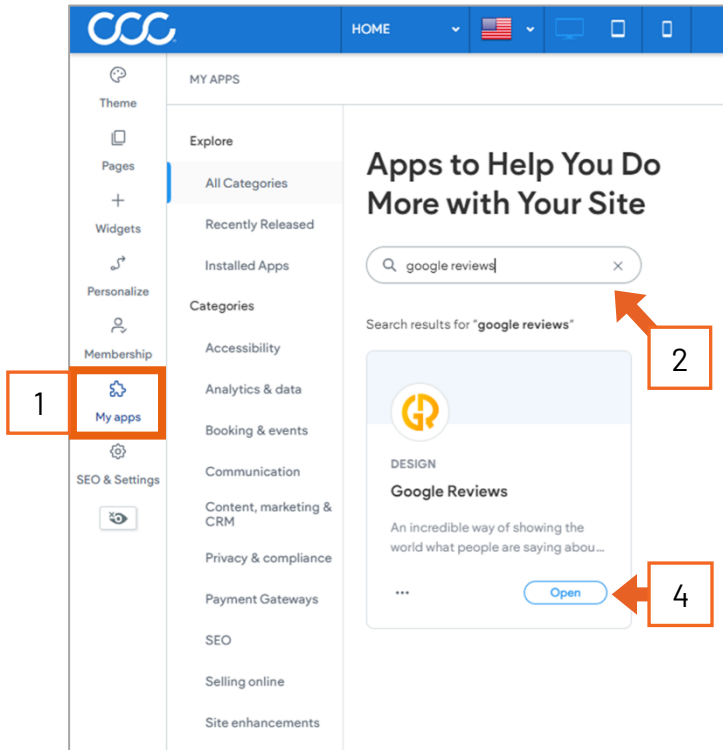
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CCC® Amplify – Public Website, Continued

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.

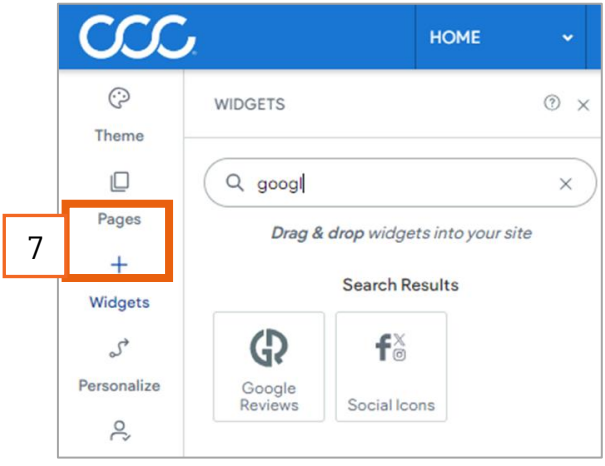
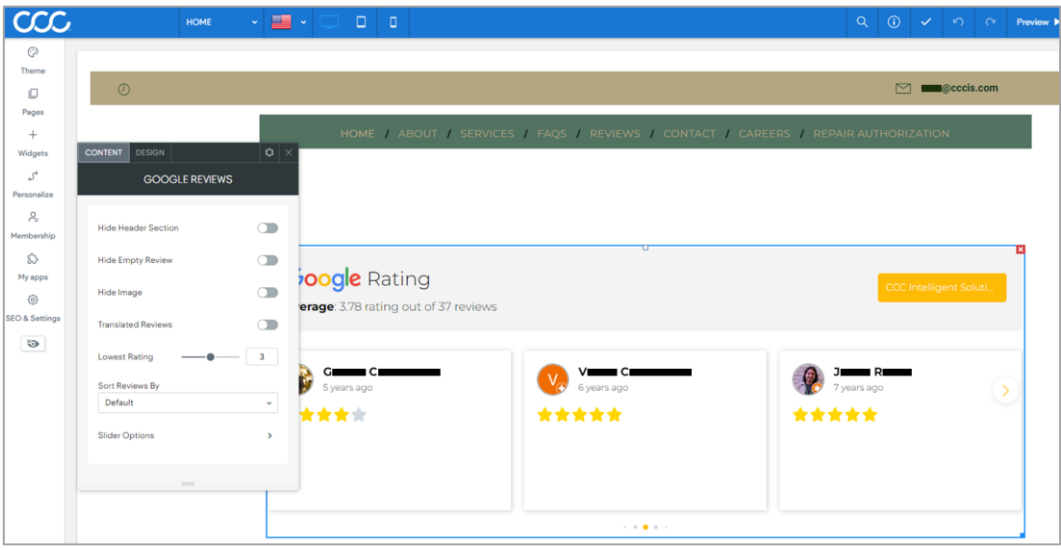


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CCC® Amplify – Public Website, Continued

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:

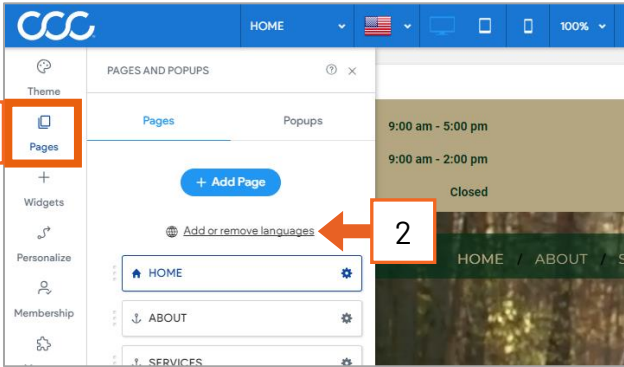
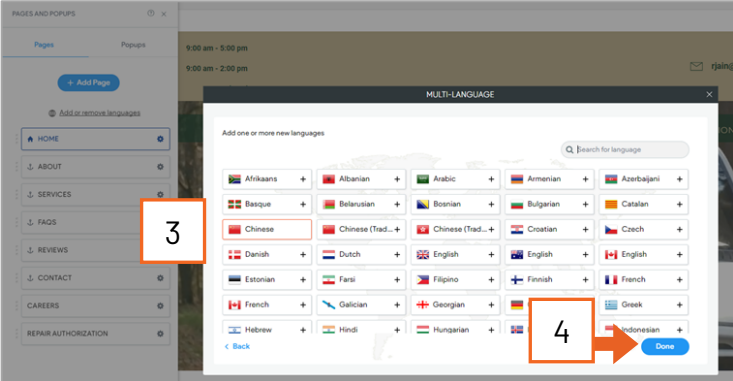
Step	Action
6	Right-click on the section of the website where you want the Google Reviews to appear and select Add Row .
7	Select the Widgets from the site editor on the left side panel. 
8	Select and drag the Google Reviews widget to website row that was added.
9	Select the widget, then adjust the Configuration options. 
10	Republish site for the changes to go live.

Continued on next page

CCC® Amplify – Public Website, 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	Click on Add Languages and select the languages need for the site.
4	Click Done when your selections have been made. 
6	Republish your website for the changes to go live. On the website, click on the Flag icon to select the desired language, the flag represents the current language. 