CHAPTER

07

Branding your site

Your site is your shop window: the name in the header, the line under it, the colours on every button, the logo on every certificate. All of it is set on one page, **Manage → Settings**, from fixed choices and short text boxes, so your site looks competent even if you have never designed anything. This chapter goes through every section of that page in the order you meet it. By the end your site will carry your name, your words, your colours and your logo, and you will know what your learners see as a result.

WHERE	TIME NEEDED	BEFORE YOU START	PLAN
Manage → Settings	About 20 minutes the first time	Your logo (PNG, JPEG or WebP, under 2 MB), a wide banner photo (under 4 MB), a few lines about yourself, and your Google Analytics measurement ID if you use it	Every plan

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How the Settings page works

Go to **Manage → Settings**. You can also reach it from your site's home page: when you are signed in as the owner, a strip at the top says "This is your public home page — what a visitor sees." with an **Edit this page** link, and if you have no banner yet, an **Add a banner image** button sits on the empty banner. Only you see these; visitors never do.

The page is headed **Settings**, with the line "Your site's name, what it says about itself, and how it looks." It is **one form** made of several cards, with a single **Save changes** button at the very bottom. Nothing is saved until you press it, and everything on the form is saved together when you do. Under the form is a separate **Storage** card that only shows figures.

1. **Work down the page.** Fill in or change whichever cards you need. You do not have to fill in everything; empty boxes are simply left off your site.
2. **Save.** Press **Save changes** at the bottom. It says **Saving…** while it works.
3. **Look at the result.** The message "Saved. See how your site looks." appears above the button. The link opens your home page, so you can check the change as a visitor would.

> **IMPORTANT.**
> If something on the form is not accepted, the reason appears under the box it belongs to, and nothing is saved. Scroll up to find it, fix it, and press **Save changes** again.

Your site: name, subject, address, tagline, and what to call it

The first card is headed **Your site** (or whichever word you choose for it, below): "What learners see at the top of every page."

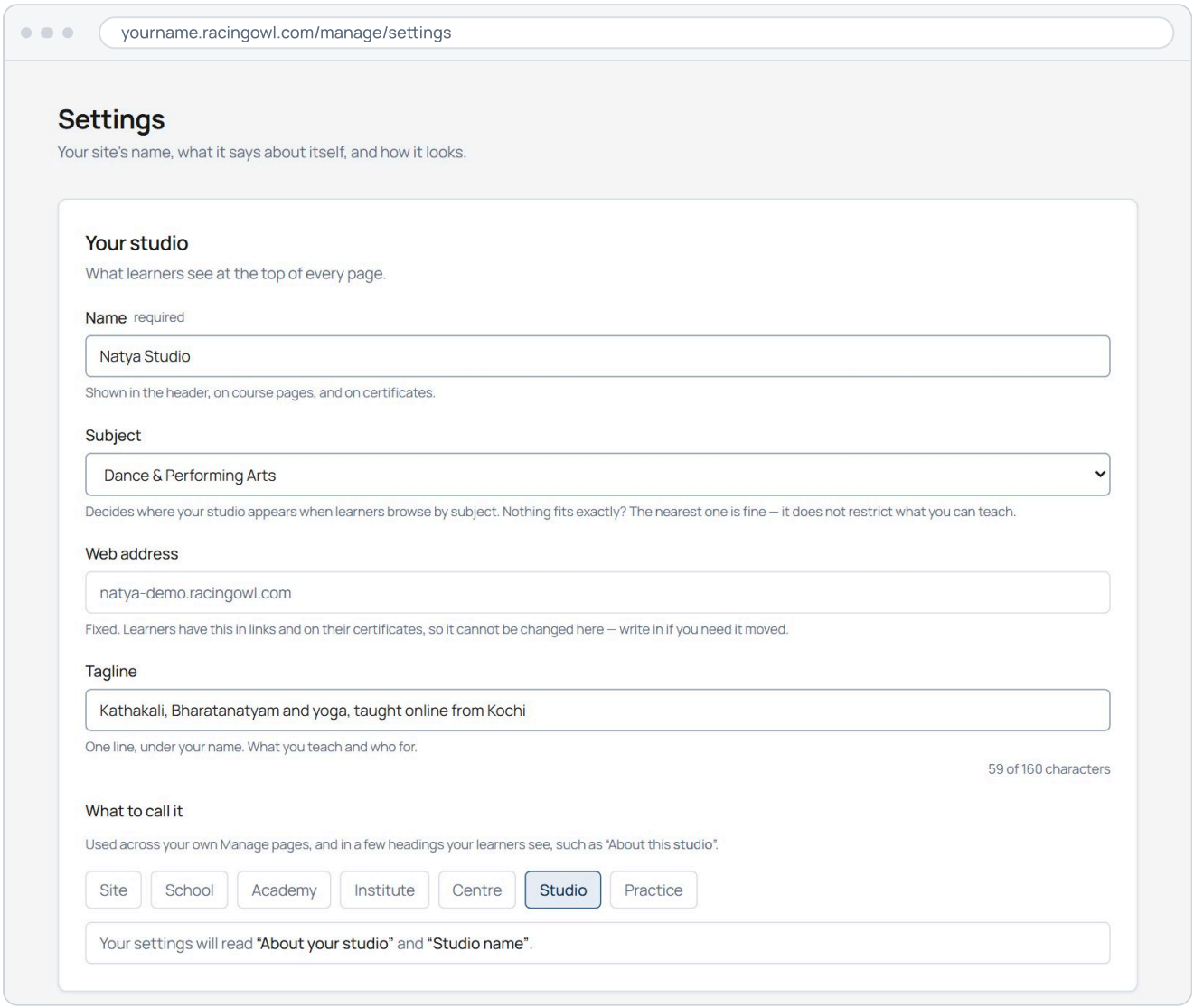
Field	What to put in it
Name	Your site's name, 2 to 120 characters, for example **Meera's Yoga Studio**. "Shown in the header, on course pages, and on certificates." It also appears in the browser tab and in emails from your site. Emoji are refused: "Site names cannot contain emoji — they appear in browser tabs, emails and on certificates."
Subject	Pick from the list, grouped by area. It "Decides where your site appears when learners browse by subject" on the RacingOwl marketplace. There is no "Other" on purpose: "Nothing fits exactly? The nearest one is fine — it does not restrict what you can teach." You can choose **Not set**.
Web address	Shown, not editable: **yourname.racingowl.com**. "Fixed. Learners have this in links and on their certificates, so it cannot be changed here — write in if you need it moved." Ask through **Ask RacingOwl** (see Ask RacingOwl).
Tagline	One line under your name on the home page, up to 160 characters, with a counter. "One line, under your name. What you teach and who for." For example **Hatha yoga for busy professionals, in English and Tamil**.
What to call it	The word the product uses for your site. See below.

What to call it

Under the tagline, **What to call it** offers seven words as buttons: **site**, **school**, **academy**, **institute**, **centre**, **studio** and **practice**. A site that never chooses is called "site".

The word is "Used across your own Manage pages, and in a few headings your learners see, such as 'About this academy'." As you click a word, the page rewords itself straight away, and a sample line shows what your settings will read, for example "About your studio" and "Studio name". Your learners see the new word after you save.

It is a fixed list rather than a free box because the word is dropped into sentences RacingOwl has already written, and a sentence is only safe when the word going into it is known.



The first card: name, subject, the fixed web address, the tagline, and the What to call it picker with its sample line.

About your site

The second card, **About your site**, fills your **About** page. "Everything here is optional, and anything you leave empty is simply left out rather than shown as a blank."

Field	What to put in it
Description	Up to 4,000 characters. "Who you are, what you teach, how you teach it." The first part also appears as an extract on your home page.
Contact email	"Published on your site. Use an address you are happy for strangers to write to — not necessarily the one you sign in with." Up to 200 characters.
Phone or WhatsApp	"Optional. Include the country code." For example `+91 98400 12345`. This is a published contact line only. It is not the number your WhatsApp alerts go to; that is verified on your own account page (see Notifications and keeping your site safe).
Website	"Anywhere else you already are — your own website, a Facebook page, an Instagram profile. Paste the whole address from your browser, starting https://" For example `https://www.meerayoga.com`. An address without `http://` or `https://` at the front is refused (your browser may stop it before it is sent, with its own message asking for a web address), so paste it whole from your browser's address bar.
City	"Helps learners who are looking for someone nearby." Up to 80 characters.

Your About page exists, with an **About** link in your site's menu, once there is something to show on it: a description, a contact email, a phone number, a website, or a teacher's bio from **Manage → Your instructor profile** (see Your instructor profile). A city on its own does not create the page.

> TIP.
> Write the description for a stranger deciding whether to trust you with their money: who you are, how long you have taught, who your courses are for, and what a learner will be able to do at the end. Short, plain sentences read best.

Google Analytics and the cookie bar

This card is optional. If you already use Google Analytics, you can have your learner-facing pages report to your own account. "Leave it empty and nothing is sent to Google."

Field	What to put in it
Measurement ID	Your GA4 measurement ID, which starts with `G-`, for example `G-4XK2M9PQ7R`. "From Google Analytics → Admin → Data streams → your web stream. It starts with G-. Not the whole tag, just the ID." Capitals do not matter; it is stored in capitals. Anything else, and above all a script or a tag, is refused: "A measurement ID looks like G-XXXXXXXXXX — copy it from Google Analytics exactly as shown."

Getting a measurement ID

1. **Open Google Analytics.** At analytics.google.com, create a property for your site if you do not have one.
2. **Add a web data stream.** Use your address, `yourname.racingowl.com`.
3. **Copy the ID.** Google shows a measurement ID starting with `G-`. Copy only that.

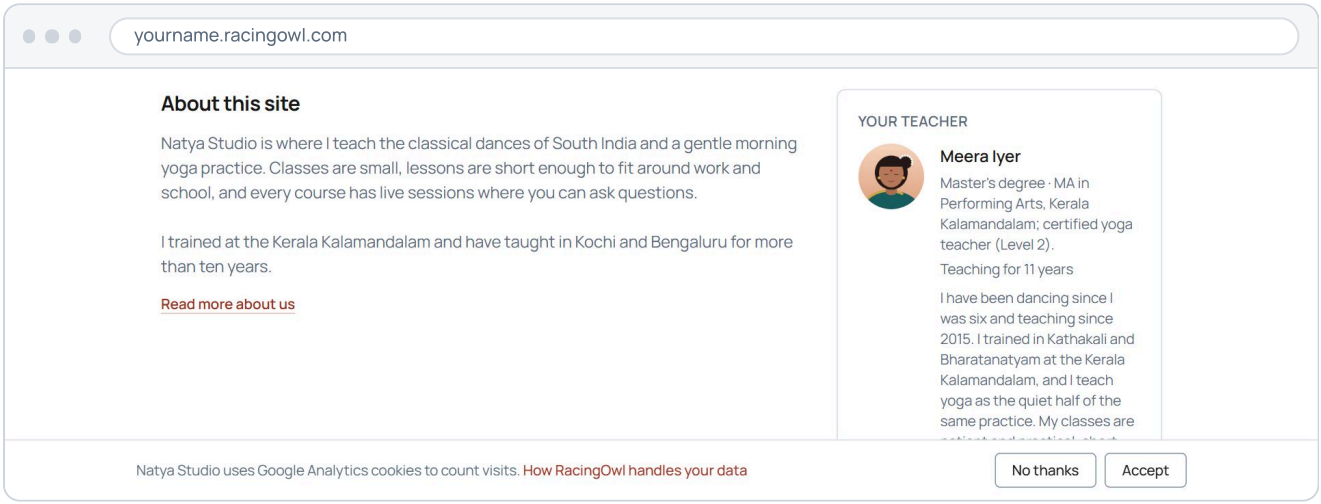
4 **Paste and save.** Paste it into **Measurement ID** and press **Save changes**. RacingOwl loads Google's tag for you; you never paste a script.

The cookie bar your visitors see

Once a measurement ID is set, visitors to your site see a small bar along the bottom of the page: "(your site's name) uses Google Analytics cookies to count visits.", with a link to how RacingOwl handles their data, and two equal buttons, **No thanks** and **Accept**. Refusing is exactly as easy as agreeing.

- Google Analytics loads **only** for visitors who press **Accept**.
- Anyone who presses **No thanks**, or ignores the bar, is not counted. Expect your Analytics numbers to be lower than your real visits.
- The answer is remembered by that browser, for your site, for about six months. A private window, another browser or cleared cookies asks again.
- **Cookie choices** at the bottom of every page opens the bar again, so a visitor can change their mind.
- With no ID set there is no bar. Your Manage pages are never tracked, and never show the bar.

What Google receives: a page view for each page a visitor opens, and a **live_join** event each time somebody presses Join on a live class page. The event carries the class, never the learner.



The cookie bar along the bottom of a site's home page, as a first-time visitor sees it once a measurement ID is set.

Your colours

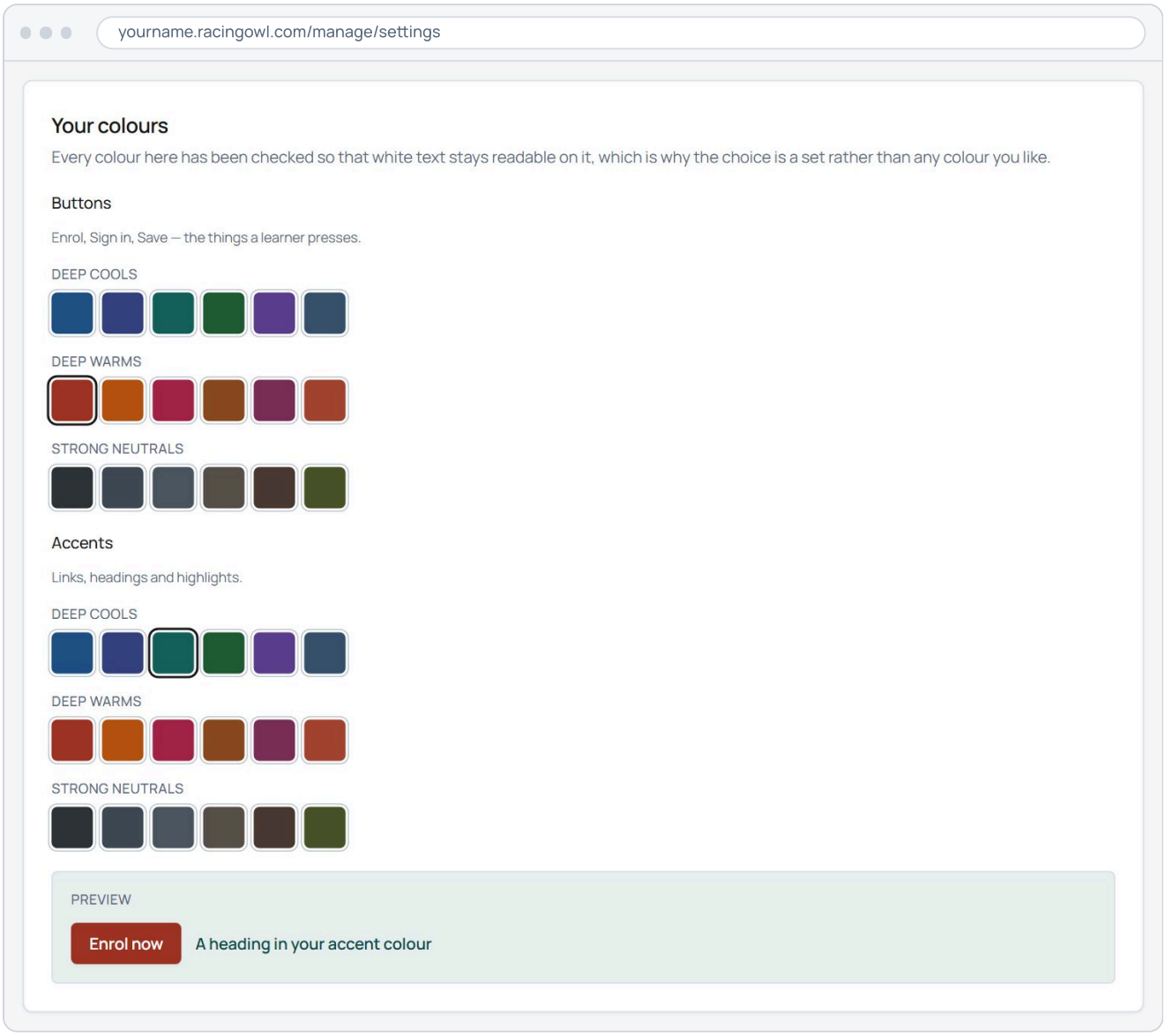
The **Your colours** card: "Every colour here has been checked so that white text stays readable on it, which is why the choice is a set rather than any colour you like." There are two choices:

- **Buttons**: "Enrol, Sign in, Save — the things a learner presses."
- **Accents**: "Links, headings and highlights."

Each is a grid of eighteen coloured squares in three groups of six. Hold the pointer over a square to see its name.

Group	Colours
Deep cools	Harbour blue, Indigo, Deep teal, Forest, Violet, Slate blue
Deep warms	Brick, Burnt orange, Crimson, Rust, Plum, Terracotta
Strong neutrals	Charcoal, Steel, Graphite, Stone, Espresso, Moss

Harbour blue is what every site starts with. Under the grids, a **Preview** panel shows a sample **Enrol now** button in your button colour and "A heading in your accent colour" on a pale tint of it. It changes the moment you click a square, before you save.



The Your colours card: the Buttons and Accents grids, and the live preview underneath.

TIP.

Choose the button colour first, because it is what learners press. Then pick an accent from the same group for a calm look, or from another group for contrast. Your colours are used for buttons and accents only, never for page backgrounds or body text, so your pages stay easy to read whatever you choose. There is no free colour box and no font choice; every site uses the same clear typeface.

Logo

The **Logo** card: "Around 400 pixels wide is plenty. A square image works best." The upload box below it says what it takes: "PNG, JPEG or WebP, up to 2 MB."

1. **Choose the file.** Under **Upload one** (or **Replace it** if you already have a logo), click the dashed box that says **Click to upload a file** and choose your image, or drag the image from your computer onto the box. The box then shows the file's name, its size and a small preview, with **Remove** if you picked the wrong one. A file that is too large or not a picture is refused there and then, before anything is sent.
2. **Save.** Press **Save changes**.

Your logo appears in your site's header bar beside your name, and in the top-left corner of every certificate your site issues. However you upload it, it is stored as a PNG, so it always prints on certificates; if a logo you uploaded long ago is missing from your certificates, upload it again. To take the logo off, tick **Remove it** and save.

A file over 2 MB is refused the moment you choose it, with its size and the limit, for example "That file is 2.6 MB; the limit is 2.0 MB." A file whose contents do not match its type (a renamed file, say) is refused too. Photos are turned the right way up and any location details in them are removed before they are stored.

Banner image

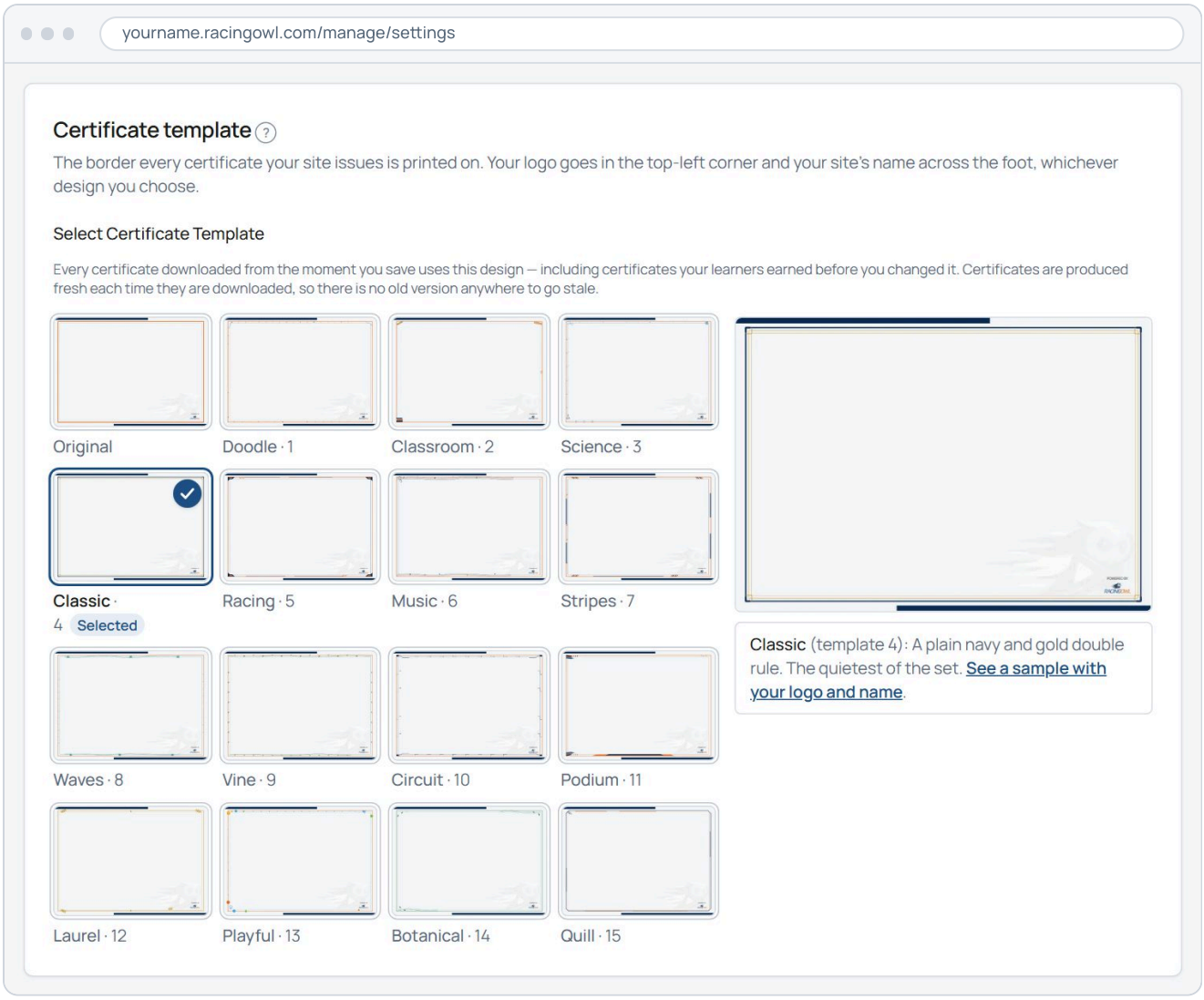
The **Banner image** card: "The wide picture across the top of your home page, and of your About page. Your name and tagline are printed over it, so leave some uncluttered space on the left. Around 1600 by 500 pixels — roughly three times as wide as it is tall."

Upload it the same way as the logo, in the box under **Upload one** or **Replace it** (PNG, JPEG or WebP, up to 4 MB), and remove it with **Remove it**. Good banners are calm: a teaching space, your instrument, a landscape, with the busy part on the right. Avoid a photo with text of its own in it, which will fight with your name printed on top.

Certificate template

The **Certificate template** card sets "The border every certificate your site issues is printed on. Your logo goes in the top-left corner and your site's name across the foot, whichever design you choose."

1. **Browse the designs.** Under **Select Certificate Template** there are sixteen thumbnails, the original first. Each has a name and number; the chosen one is marked **Selected**.
2. **Look at one closely.** Click a thumbnail. The preview beside the grid (above it, on a phone) shows that design, with a short description and a link, **See a sample with your logo and name**, which opens a sample certificate in a new tab with your own logo and site name on it.
3. **Save.** Press **Save changes** at the bottom of the page.



The Certificate template card: sixteen designs, the chosen one marked Selected, and the preview with its sample link.

The change is immediate and complete. "Every certificate downloaded from the moment you save uses this design — including certificates your learners earned before you changed it." Certificates are produced fresh each time they are downloaded, so there is no old version anywhere. The only exception is the PDF already attached to a learner's completion email, which keeps the design it was sent in. Everything else about certificates, including when they are issued, is in Certificates.

Storage

Below the form, the **Storage** card shows how much of your plan's storage your uploads are using. It lists:

- The total size and number of files, for example "46 MB across 38 files." (or "You have not uploaded any files yet.").
- A line per kind of file, with its size and count: **Handed-in work**, **Lesson PDFs**, **Course images**, **Course thumbnails**, **Logos**, **Profile photos**.
- What your plan includes: "A file that would take you past it is refused, and nothing you have already uploaded is ever removed; delete files you no longer need, or move to a larger plan, to make room."

- How to free space from assignments: once an assignment is marked, you can clear its files from the assignment on your course's Content tab, and the marks and feedback stay. A learner who leaves your site keeps their handed-in files for 90 days, after which they are removed automatically.
- "Videos live on YouTube and don't count against your storage."

Sizes are counted after RacingOwl has shrunk your images, so a large photo usually takes far less room than the file you chose. If an upload anywhere on your site would take you over your allowance, it is refused with how much is used and what the limit is. Your plan's allowance is shown on the plan cards; see Choosing your RacingOwl plan.

What your learner sees

> WHAT YOUR LEARNER SEES.
> Your **name** and **logo** at the top of every page of your site, and in the browser tab. Your **button colour** on every Enrol, Buy and Sign in button, and your **accent colour** on links and headings. On the home page, your **banner** with your name and **tagline** printed over it, and an extract from your About text. An **About** page with your description and contact details. Headings using your chosen word, such as "About this academy". On every certificate, your logo, your site's name and the border you chose. And, if you set a measurement ID, the cookie bar on their first visit.

What they do **not** see: anything under Manage, your subject setting (it only files you on the marketplace), and the Storage card.

Common questions

Q Can I change my web address?

Not from Settings. It is in every link already shared and printed on issued certificates. If you really need it moved, write to us through **Ask RacingOwl**.

Q Can I use my exact brand colour?

No. Colours come from a checked set of eighteen so that white text on every button stays readable. Pick the nearest one; most brand colours have a close match among the deep cools, warms and neutrals.

Q I saved but my home page looks the same.

Use the **See how your site looks** link in the Saved message, which fetches a fresh copy. If it still looks old, refresh the page once in your browser.

Q My logo does not appear on certificates.

Upload it again under **Logo** and save. Logos are stored as PNG so they can always be printed; a very old upload may predate that.

Q Can I choose different words than the seven?

No. The word is placed inside sentences RacingOwl has written, and only these seven are known to read correctly everywhere.

Q Why are my Google Analytics numbers so low?

Only visitors who press **Accept** on the cookie bar are counted. Visitors who refuse or ignore it are not, by design.

Q Where do I put my own photo and bio?

Those belong to you, not the site: **Manage → Your instructor profile**. See Your instructor profile.

Q Can someone else on my site change these settings?

The site owner and instructors can. A learner cannot; if they somehow try, the form says "Your account cannot change these settings."

Related: Certificates, Your instructor profile, Choosing your RacingOwl plan, Notifications and keeping your site safe.

THE REST OF THE GUIDE

This is chapter 7 of 17 of the RacingOwl Trainer's Guide. The full guide, every other chapter as its own PDF, and the online version are at racingowl.com/trainer-guide. Stuck? Press **Ask RacingOwl** at the bottom right of any Manage page.