



# Xrero Website

Build & Manage Your Website — User Manual

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For website editors & administrators

United Arab Emirates edition

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Every screen in this manual reproduces the live Xrero Website builder. All names and content shown are demonstration data.

# 1. Introduction & how it works

**Xrero Website** lets you build and run your own website with **no code**. You drag ready-made **building blocks** onto a page, type directly onto it, swap images, and click **Save** — what you see is what visitors get. Add pages, a menu, a contact form, set up search-engine basics, and publish — all from your browser.

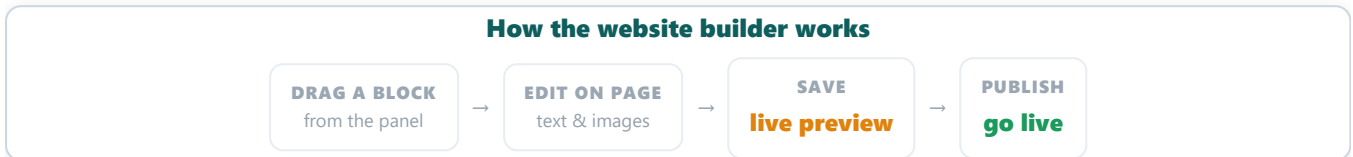


Figure 1.1 — Drag a block, edit it on the page, save, publish — no code needed.

This manual is for the **editor** who writes and arranges content, and the **administrator** who sets the theme, domain and SEO. No technical skills are required.

## Good to know

Editing is "what you see is what you get" — you work on the real page, exactly as visitors will see it.

# 2. Getting Started & the menu

Open **Website** from the apps menu. You land on your site with an editor toolbar; the backend menu manages pages and settings.

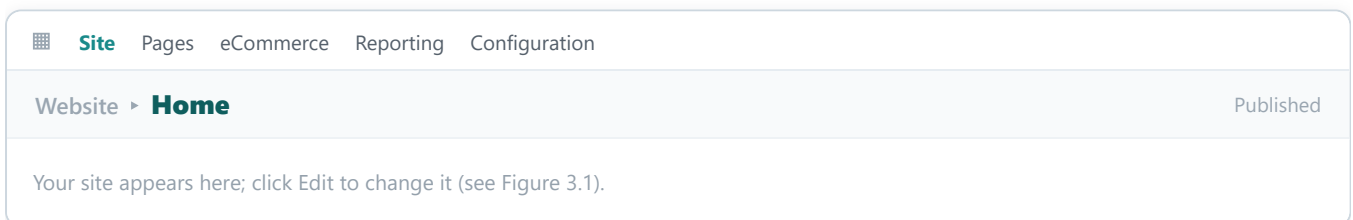


Figure 2.1 — The Website menu.

Menu	What you'll find there
Site	View your site, switch pages and open the editor.
Pages	The list of all pages, with publish status.
eCommerce	Online shop tools (see the eCommerce manual).
Reporting	Visitor statistics.
Configuration	Domain, languages, theme and settings.

## 3. The website editor

Click **Edit** (top-right) to enter the editor. The page becomes editable and a **blocks panel** opens on the right with three tabs — **Blocks** (add content), **Theme** (site-wide style) and **Customise** (options for the selected block).

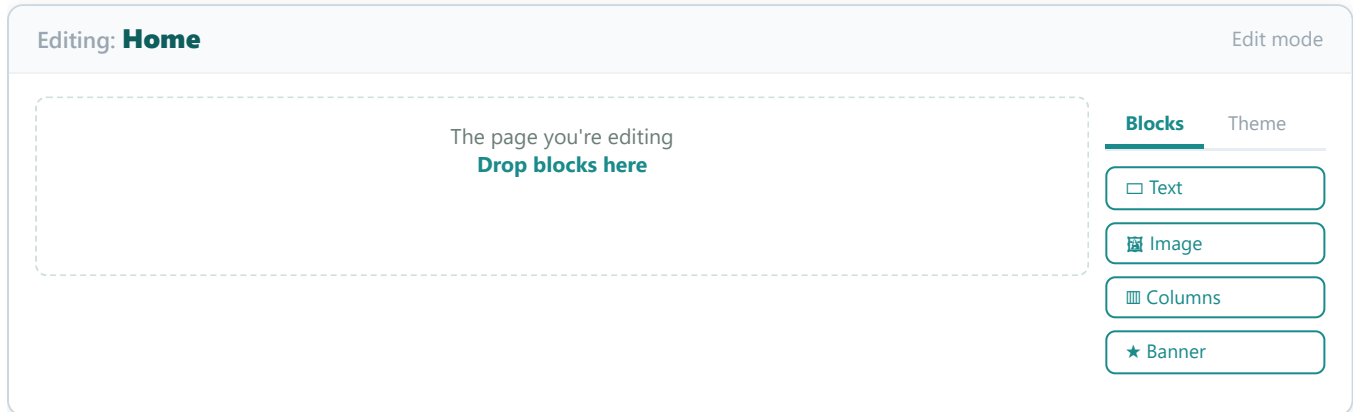


Figure 3.1 — The editor: your page on the left, the blocks panel on the right.

## 4. Building blocks

**Building blocks** are ready-made sections — a banner, a row of columns, a pricing table, a call-to-action, a gallery. Drag one from the panel and drop it where you want it on the page. Stack blocks to build a whole page in minutes.

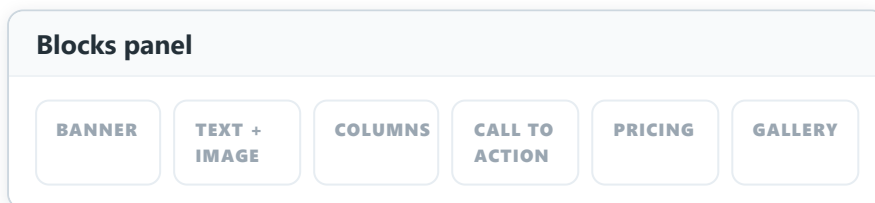


Figure 4.1 — A sample of drag-and-drop building blocks.

## 5. Editing text inline

Click any text on the page and type — just like a word processor. A floating toolbar lets you make text **bold**, change size, add a link, or pick a colour. There's no separate "edit text" screen; you write directly on the page.

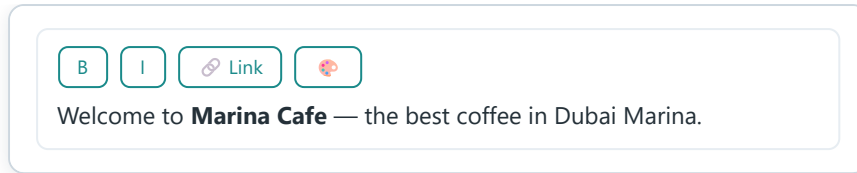


Figure 5.1 — Click text to edit it inline, with a formatting toolbar.

## 6. Editing images

Click an image to replace it, crop it, or apply a filter. Choose a new picture from the **media library** or upload your own. You can also add a link to an image so clicking it opens a page.

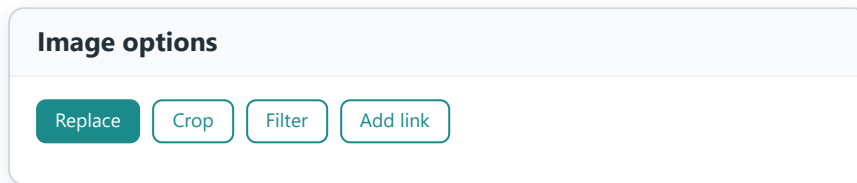


Figure 6.1 — Clicking an image gives replace, crop, filter and link options.

## 7. Customising a block

Select a block and open the **Customise** tab to change its look without code — background colour or image, spacing, number of columns, alignment, animation. Each block type has its own relevant options.

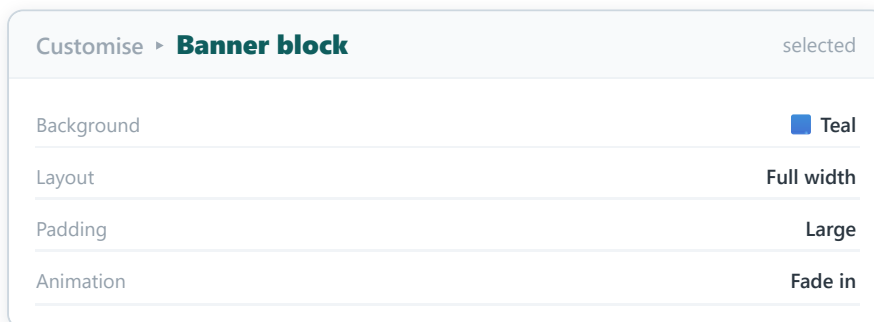


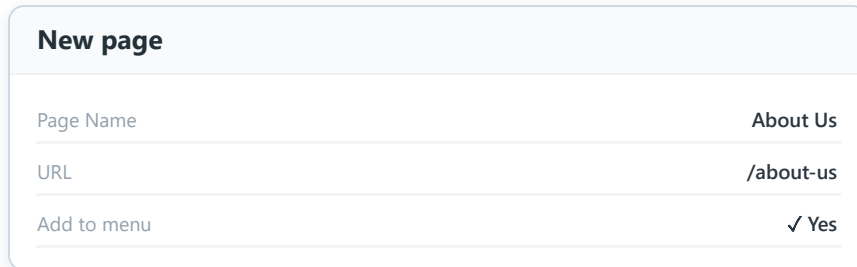
Figure 7.1 — The Customise tab: change a block's look with simple options.

## 8. Creating a new page

From **+ New > Page**, give the page a **name**; Xrero creates the URL and adds it to the menu (your choice). Start from a blank page or a ready-made template, then build it with blocks.

- 1 Click **+ New** then **Page**.

- 2 Type the **Page Name** (e.g. "About Us").
- 3 Pick blank or a template.
- 4 Build with blocks, then **Save**.

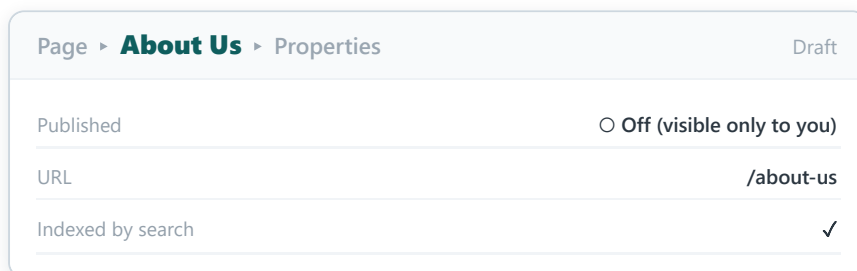


New page	
Page Name	About Us
URL	/about-us
Add to menu	✓ Yes

Figure 8.1 — Creating a page; the URL and menu entry are made for you.

## 9. Page properties & publishing

Every page has properties: its **name**, **URL**, **publish** switch, and SEO fields. A page is only visible to the public when **Published** is on — so you can build in private and reveal when ready.



Page ▶ <b>About Us</b> ▶ Properties	Draft
Published	<input type="radio"/> Off (visible only to you)
URL	/about-us
Indexed by search	✓

Figure 9.1 — A page stays private until you switch Published on.

## 10. Menus & navigation

The top menu is how visitors move around. Add, rename, reorder or nest menu items, and link each to a page or external address. A clear menu is the backbone of an easy-to-use site.

Edit ▸ <b>Menu</b>		5 items
Home	/	
About Us	/about-us	
Menu & Prices	/menu	
Shop	/shop	
Contact	/contactus	

Figure 10.1 — Editing the navigation menu and where each item links.

## 11. Theme — colours & fonts

The **Theme** tab sets the look of the whole site at once — your brand **colours**, heading and body **fonts**, button styles and rounding. Change them here and every page updates instantly, keeping the site consistent.

Theme ▸ <b>Site style</b>	all pages
Primary colour	<span style="color: #1A8A8A;">■</span> #1A8A8A
Heading font	Poppins
Body font	Open Sans
Buttons	Rounded

Figure 11.1 — The Theme tab styles the whole site at once.

## 12. Header & footer

The **header** (logo + menu) and **footer** (links, address, social icons) appear on every page. Edit them once and the change applies site-wide. Add your UAE address, working hours and social links to the footer.



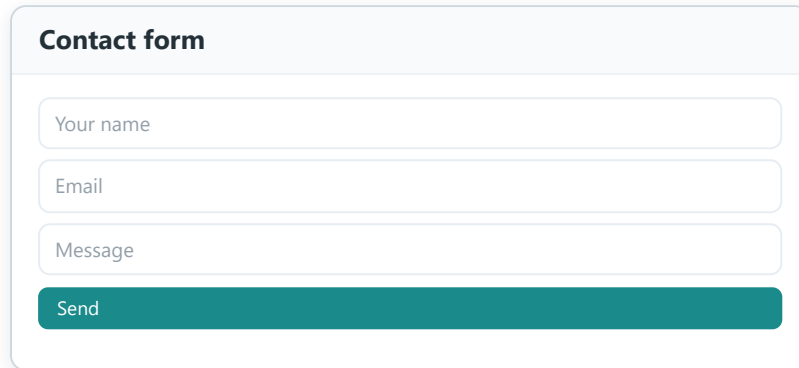
<span style="color: #1A8A8A;">■</span> <b>Marina Cafe</b>	Home · Menu · Shop · Contact
© 2026 Marina Cafe · Dubai Marina · +971 4 555 9000 ·  	

Figure 12.1 — The site-wide header and footer.

## 13. Contact forms

Drop a **Form** block onto a page to collect enquiries. Add the fields you need (name, email, message), and choose what happens on submit — **send an email** or **create a record** (such as a CRM lead). Great for "Contact Us" and quote requests.



The image shows a contact form with a light gray header containing the text "Contact form". Below the header are three white input fields with rounded corners. The first field is labeled "Your name", the second "Email", and the third "Message". At the bottom of the form is a teal button with the text "Send".

Figure 13.1 — A contact form built from a Form block.

## 14. Form submissions

When a visitor submits a form, the result goes where you set it — an **email** to your inbox, and/or a **record** in Xrero such as a CRM lead so your sales team can follow up. Nothing is lost, and you reply from one place.

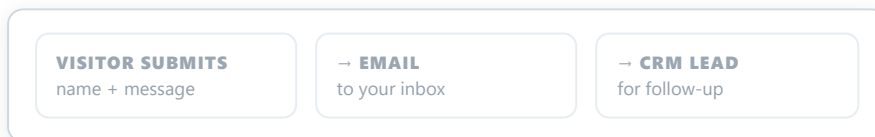


Figure 14.1 — A submission becomes an email and/or a CRM lead.

## 15. The media library

The **media library** stores all your images and documents in one place, so you reuse them across pages without re-uploading. Search by name, upload new files, or pick from the built-in royalty-free photo and icon libraries.



Figure 15.1 — The media library keeps your images reusable in one place.

## 16. Mobile & responsive preview

Most UAE visitors browse on phones, so the editor has a **mobile preview** — click the phone icon to see how a page looks on a small screen, and tweak spacing or hide a block on mobile if needed. Your site adapts automatically to any device.

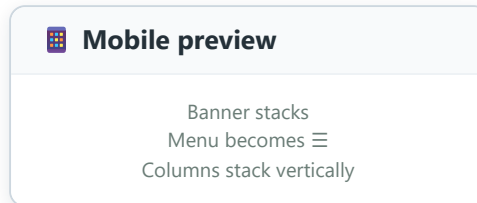


Figure 16.1 — The mobile preview shows how the page reflows on phones.

## 17. SEO — being found on Google

Each page has SEO settings: a **title**, a **description** and **keywords** that help search engines understand and rank it. Fill these in plain language with the words customers search for, and Xrero shows a preview of how the page will appear in Google results.

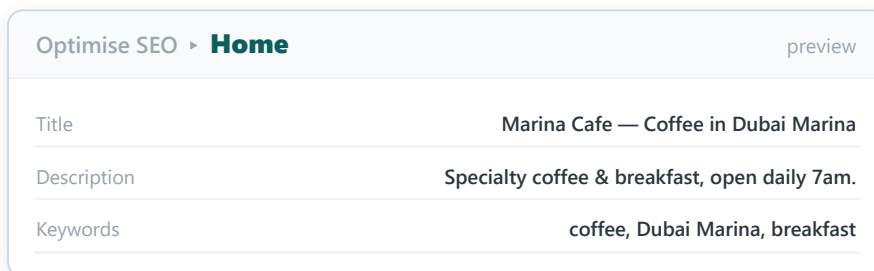


Figure 17.1 — SEO fields control how the page appears in search results.

## 18. A bilingual (English/Arabic) site

For UAE audiences you can run the site in **English and Arabic**. Enable Arabic, then translate each page's text; visitors switch language from a flag/menu in the header, and Arabic pages display right-to-left automatically.

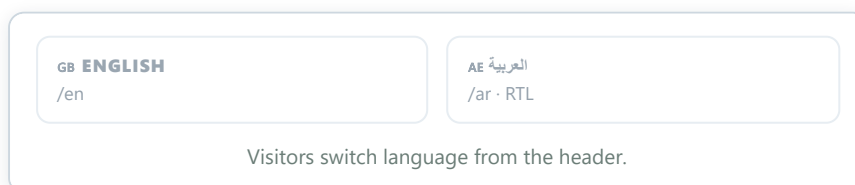
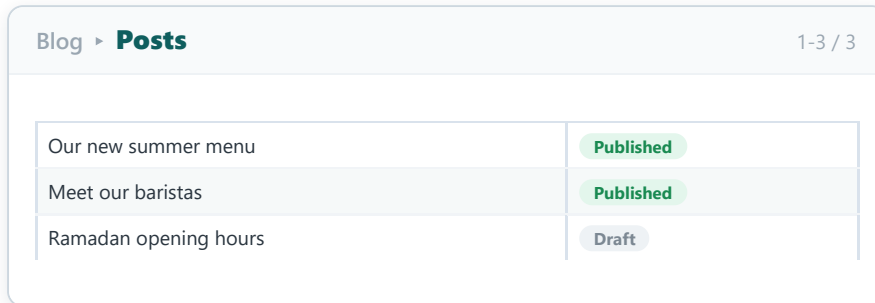


Figure 18.1 — One site, two languages, with Arabic shown right-to-left.

## 19. The blog

Add a **blog** to publish news and articles — useful for SEO and keeping customers engaged. Each post is built with the same blocks as a page, has its own SEO, and can be categorised and tagged so readers find related posts.



The screenshot shows a web interface for managing blog posts. At the top, it says "Blog ▸ Posts" and "1-3 / 3". Below this is a table with three rows of posts. The first two rows have a "Published" status, and the third row has a "Draft" status.

Post Title	Status
Our new summer menu	Published
Meet our baristas	Published
Ramadan opening hours	Draft

Figure 19.1 — A blog with published and draft posts.

## 20. Save, discard & publish

While editing, click **Save** to keep changes or **Discard** to undo them. Saved changes on a **published** page are live immediately; on an unpublished page they wait until you flip the publish switch. There's no "broken half-built site" — you control exactly what's public.

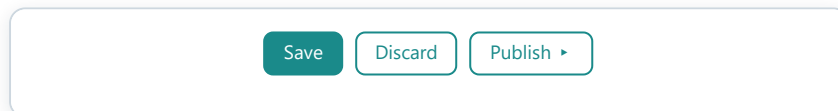


Figure 20.1 — Save keeps changes; Publish makes the page public.

## 21. Managing pages

Menu path: Website ▸ Site ▸ Pages

The Pages list shows every page with its URL and publish status. From here you rename, duplicate, unpublish or delete pages, and see which are live. It's mission control for your site's structure.

Website ▸ **Pages** 1-5 / 5

PAGE	URL	STATUS
Home	/	Published
About Us	/about-us	Draft
Contact	/contactus	Published

Figure 21.1 — The Pages list: your site's structure and publish status.

## 22. Visitors & analytics

Menu path: Website ▸ Reporting

See how your site is doing: number of **visitors**, most-viewed pages, and where people come from. Connect Google Analytics for deeper insight. Use it to learn what content works and improve it.

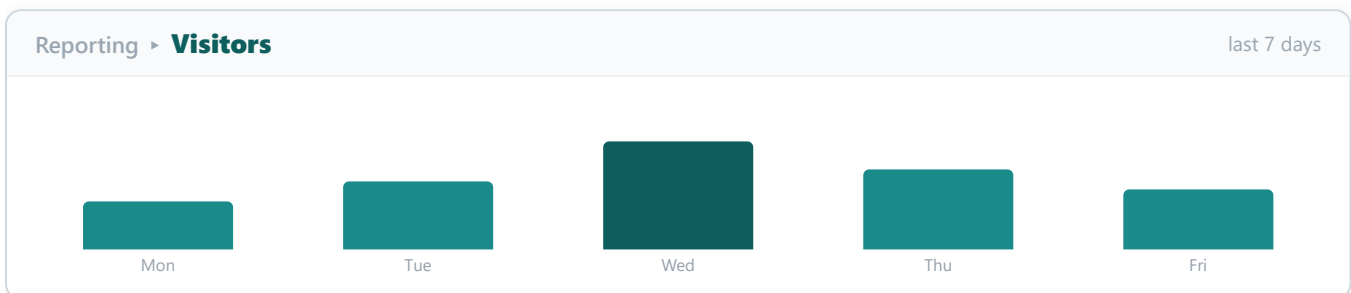


Figure 22.1 — Visitor statistics show how your site is performing.

## 23. Configuration

Menu path: Website ▸ Configuration

Admins set the essentials here: the **domain** name, the site's **languages**, the active **theme**, social links, and integrations like analytics or a chat widget. Most of this is a one-time setup, done on the Settings screen below.

Website ▸ **Settings** Configuration

Website Domain	marinacafe.ae
Languages	English, العربية
Default Language	English
Google Analytics	<input type="radio"/> Off


Figure 23.1 — The Website Settings screen for the options below.


Setting	Controls
Domain	Your web address (e.g. marinacafe.ae).
Languages	The languages your site offers (e.g. EN + AR).
Theme	The site's overall design.
Social & Analytics	Social links and Google Analytics.


## 24. Tips & best practices


A site that converts follows a few rules — summarised here, then explained.

**Website — quick reference** cheat sheet

 **BUILD PRIVATE**  
publish when ready

 **THEME FIRST**  
consistent look

 **CHECK MOBILE**  
most visitors

 **FILL SEO**  
be found


 **USE A FORM**  
trackable leads

Figure 24.1 — The website cheat sheet at a glance.

- **Build private, then publish** — keep a page unpublished until it's ready.
- **Set the theme first** — pick brand colours and fonts so every page is consistent.
- **Always check mobile** — most UAE visitors are on phones.
- **Fill in SEO** — a clear title and description help customers find you.
- **Reuse the media library** — don't re-upload the same image.
- **Use a form, not just an email link** — submissions become trackable leads.

## 25. Glossary

The build flow in four words: drag a **block** in the **editor**, style it with the **theme**, then **publish** the page.

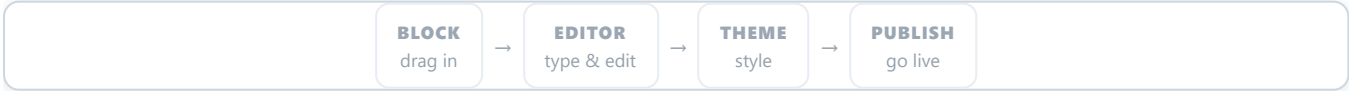


Figure 25.1 — How the glossary terms fit the build flow.

Term	Meaning
Building block	A ready-made page section you drag in.
Editor	The on-page tool where you build and edit.
Theme	The site-wide colours, fonts and styling.
Page	One web page at its own URL.
Publish	Make a page visible to the public.
Menu	The site navigation links.
Form	A block that collects visitor enquiries.
SEO	Settings that help search engines find the page.
Media library	Your store of reusable images and files.
Responsive	The site adapting to phones and tablets.

## 26. FAQ & troubleshooting

The questions site editors ask most, with the quick answer:

Troubleshooting		common fixes
QUESTION	QUICK ANSWER	
Start editing?	Click Edit, drag blocks, Save	
Page not public?	Switch Published on	
Contact me?	Add a Form block	
Add Arabic?	Enable AR, translate pages	

Figure 26.1 — The most common website questions and their quick fix.

### How do I start editing?

Open the page and click **Edit** (top-right). Drag blocks, click text to type, then **Save**.

### My new page isn't visible to the public.

Check its **Published** switch is on — pages stay private until you publish them.

## Can I undo a change?

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Yes — click **Discard** before saving, or edit again. Saved changes can be re-edited at any time.

## How do visitors contact me?

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Add a **Form** block; submissions arrive as an email and/or a CRM lead.

## Will my site work on phones?

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Yes — it's responsive. Use the **mobile preview** to check and fine-tune.

## How do I add Arabic?

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Enable Arabic in Configuration and translate each page; visitors switch from the header, and Arabic shows right-to-left.

### Need help?

Contact your Xrero administrator or visit [xrero.com](https://xrero.com).