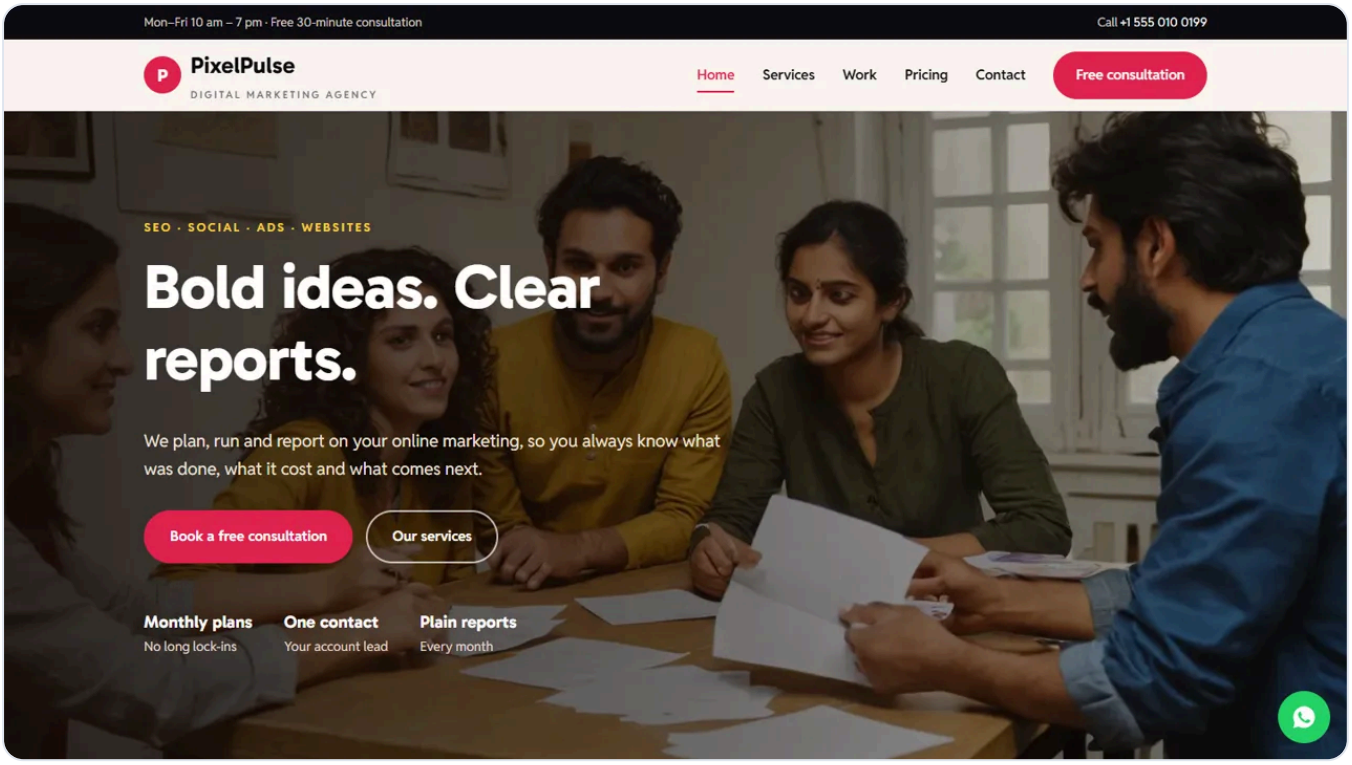
Pixelpulse — Digital marketing agency website

Installation & Setup Guide



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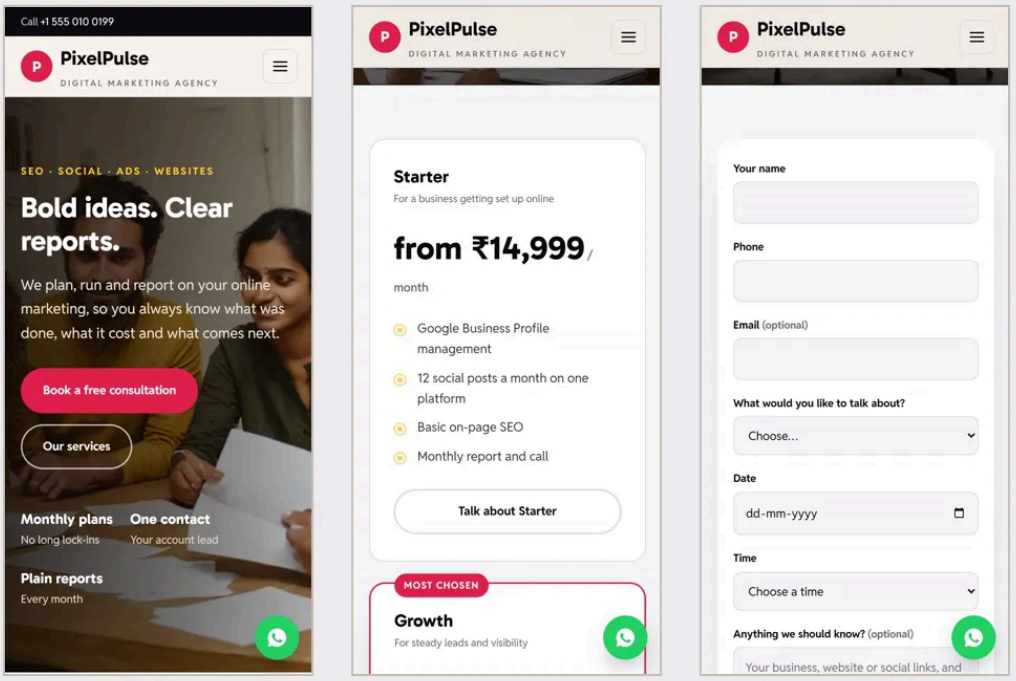
Version 1.0 · October 2026 · This guide is also inside your download as Installation-Guide.pdf.

1. What is in the package

Your download (`PixelPulse-Digital-Agency-Website.zip`) contains a complete website made of plain HTML, CSS, JavaScript and PHP, with a built-in **admin panel**. Its database is SQLite: one private file that is created for you, so there is nothing to set up (MySQL is optional). No WordPress and no Node.js, so it runs on any cPanel or shared hosting plan with PHP 7.4 or later.

File	What it is
`index.html`	Home page
`services.html`	SEO, social media, ads and websites
`work.html`	Sample project cards (replace with yours)
`pricing.html`	Monthly plans, one-off prices and FAQs
`consult.html`	Free consultation booking form
`contact.html`	Address, map and contact form
`404.html`	"Page not found" page
`send.php`	Sends the forms to your email
`config.php`	<-- put your email address here
`sitemap.xml` , `robots.txt`	Help Google find all your pages
`license.php`	Activates your Code Craft licence key with coodecraft.com (section 6)
`admin/`	Your admin panel at your-domain.com/admin/ (section 5)
`cc/`	The site core that puts your admin settings on every page. `cc/ADDONS.md` explains add-ons for developers
`addons/` , `uploads/`	Add-ons you upload; your logo
`data/`	Private: the database and its secret key (created automatically, never served to visitors). Include it in your backups
`.htaccess`	Serves the pages through the site core, keeps private files private, custom 404 page, browser caching, optional HTTPS redirect
`assets/`	Stylesheet, scripts and photos
`README.txt`	A short text version of this guide

The site is designed for phones first:



2. Before you start

You will need:

- A hosting plan with **cPanel** (or a similar panel such as Hostinger hPanel or Plesk) and PHP 7.4 or later.
- Your **domain name** connected to that hosting (the host's welcome email explains the nameservers).
- Your **cPanel login** (username and password, from your hosting provider).
- A plain text editor: **Notepad++** or **VS Code** (both free). Do not use Word.

> **Prefer not to do this yourself?** Choose the **We set it up** package (or add it later). We install the website on your hosting, connect your domain and SSL, add your details and test the forms. Your hosting and domain stay in your name.

3. Upload the website to cPanel

1. Log in to cPanel (usually `https://yourdomain.com/cpanel` or the link in your hosting account).
2. Open **File Manager** (in the *Files* section).
3. Open the **public_html** folder. For an addon domain, open that domain's folder instead.
4. If the folder has a placeholder page from your host (e.g. `default.html`), delete it.
5. Click **Upload**, choose `PixelPulse-Digital-Agency-Website.zip` and wait for the bar to reach 100%.
6. Back in File Manager, right-click the zip and choose **Extract**. This creates a folder called `PixelPulse-Digital-Agency-Website`.
7. Open that folder, click **Select All**, then **Move** and enter `/public_html` as the destination. `index.html` must sit *directly* inside public_html.
8. Click **Settings** (top right) and tick **Show Hidden Files** to check that `.htaccess` was moved too.
9. Delete the empty folder and the zip.
10. Open your domain in a browser. The website should appear.

Using FTP instead (FileZilla)

1. In cPanel open **FTP Accounts** and note the server, username and password (or create an account).
2. In FileZilla enter those details and click **Quickconnect**.
3. Unzip the download on your computer, open the extracted folder, select everything inside it and drag it into `public_html` on the right.

Other control panels

Hostinger hPanel, Plesk and DirectAdmin all have a File Manager that works the same way: upload the zip into the website's root folder (often `public_html` or `httpdocs`), extract it, and make sure `index.html` is in the root.

4. Turn on HTTPS (SSL)

1. In cPanel open **SSL/TLS Status** and click **Run AutoSSL**. Most hosts issue a free certificate in a few minutes.
2. Visit `https://yourdomain.com` and check for the padlock.
3. Once HTTPS works, open `.htaccess` in File Manager (Edit) and remove the `#` from the two lines under "Send everyone to https://". Save.

> Only enable the redirect after HTTPS works. If you enable it first, the site will not open until SSL is issued.

5. Your admin panel

First run

1. Open `https://yourdomain.com/admin/`.
2. The first visit creates your admin login. On a live domain it asks for a **setup code**: in File Manager open `data/setup-code.txt` and copy the code inside. This stops anyone else from claiming a freshly uploaded site before you do.
3. Enter your business name, your email (you sign in with it) and a password of at least 10 characters.

> If the admin says **pdo_sqlite** is missing, turn it on in cPanel → *Select PHP Version* → *Extensions*. Prefer MySQL? Create a database and user in cPanel → *MySQL Databases* and fill in the `'db'` part of `config.php`. Forgot your password? Create an empty file `data/reset-admin.txt` and reload `/admin/`.

Settings

Screen	What you set
Business details	Name, short name and tagline, logo, phone, WhatsApp number and pre-filled message, email, street, town, state, postcode, country, map, opening hours, top bar text, footer text, social links (Instagram, Facebook, X, YouTube, LinkedIn), main colours and web address. These replace the demo details on every page.
Currency	The currency your prices are written in, and more currencies with your own rate, symbol, decimals and format. With two or more on, visitors get a switcher in the top bar; their choice is remembered and every price on the site (price lists, menus and packages) is shown in it. Rates do not update by themselves.
Chat, WhatsApp & analytics	Live chat with Tawk.to, Crisp or Tidio (paste the ID from your chat account) or any other chat code; the floating WhatsApp button (on/off, left or right); Google Analytics 4, Google Tag Manager and Meta Pixel IDs; your own code for the page head and footer.
Announcement & cookies	A strip at the top of every page (offers, holiday hours), and a cookie notice that can hold analytics back until the visitor agrees.
SEO & maintenance	Home page title and description, hide the site from search engines while you set it up, Google / Bing verification, and maintenance mode (visitors see a "back soon" page with your phone and email; you still see the site while signed in).
Email (SMTP)	Where form messages go, the From address, and optional SMTP details, with a "Send test" button (section 6).
Enquiries	Every message sent from the website's forms, kept even if the email to you did not arrive. Mark as read, reply, delete, or download all as CSV.
Add-ons	Upload an add-on folder into `addons/` and switch it on here; its settings appear automatically.

In the admin's text boxes you can write a price as `{price:1499}`: it is shown in the visitor's currency.

> The admin changes what visitors see through `.htaccess`. If your host does not run it (no PHP or no `mod_rewrite`), the plain pages are shown as uploaded: use Find & Replace instead (section 7).

6. Activate your licence, then make the forms email you

Activate your licence key

Your licence key is in your Code Craft purchase email and in your account at **coodecraft.com/account**. It looks like `ABC-XXXX-XXXX-XXXX`.

1. In the admin **Dashboard**, paste the key in the **Licence** box and click **Save & check**. (Or edit `config.php` in File Manager and replace `YOUR-LICENCE-KEY`.)
2. It contacts coodecraft.com once and should show **Active**. `https://yourdomain.com/license.php` shows the status too.

> The forms switch on only when the licence is active; until then a small notice at the bottom of the site reminds you. One key activates **one live domain**; you can move it to another domain up to 3 times a year (deactivate it on the old domain first). The site re-checks the licence with coodecraft.com once a day and keeps working for up to 14 days if coodecraft.com cannot be reached. Opening the site on your own computer (localhost, *.test) never uses an activation; it shows a small "Local preview" notice instead. Needs PHP's **sodium** extension (standard since PHP 7.2).

Make the forms email you

The website's forms (bookings, enquiries) are saved in the admin's Enquiries inbox and emailed to you, by SMTP when you fill in Admin → Email, otherwise with PHP's built-in `mail()` function, which nearly every cPanel host provides. Every form has a hidden spam trap, input checks and a flood limit.

1. In cPanel open **Email Accounts** and create a mailbox on your domain, for example `no-reply@yourdomain.com`. This is the "From" address.
2. In the admin open **Email**: set **Send form messages to** and **From address**. For reliable delivery add the SMTP server, port, username and password of that mailbox (cPanel → Email Accounts → *Connect Devices*), then click **Send test**.
3. Without the admin, the same addresses can be set in `config.php`:
4. Open config.php and set:

```
'to_email'   => where consultation requests should arrive
'from_email' => the mailbox you just created
'business'   => your agency name
```

5. Send a test request from consult.html.

If the test email does not arrive

- Look in your **spam / junk** folder and mark it "not spam".
- Make sure `from_email` is a real mailbox on the **same domain** as the website.
- In cPanel open **Email Deliverability** and fix any SPF/DKIM warnings it shows (one click on most hosts).
- Ask your host whether PHP `mail()` is enabled for your account.

7. Put in your own details

Your contact details, town, hours, social links and domain are set in the admin (section 5) and appear on every page. Only if your host cannot run the admin, open the `.html` files, `sitemap.xml` and `robots.txt` in your text editor and use **Find & Replace in all files** (Notepad++: *Search → Find in Files*; VS Code: *Ctrl + Shift + H*):

Find	Replace with
`PixelPulse Digital`	your business name
`+1 555 010 0199`	your phone number (shown)
`+15550100199`	your phone number (in links, no spaces)
`15550100199`	your WhatsApp number (country code, no +)
`hello@pixelpulse.example`	your email
`123 Market Street`	your street
`Your City, Your State 00000`	your city, state and postcode
`Your City`	your town (also used in the page text)
`https://www.pixelpulse.example`	your domain

Then also

- Delete the footer line marked `DEMO NOTE` on every page.
- Replace any section marked `SAMPLE TESTIMONIALS` with real reviews from your own customers (with their permission), or delete it. Never publish made-up reviews: it misleads customers and breaks consumer-protection law.
- Read through the page text and edit anything that is not a contact detail (services, prices, times in the page body) in the `.html` files. Prices are written as ₹ amounts; the admin shows them in the visitor's currency.
- In `index.html`, check the opening hours inside `<script type="application/ld+json">` (the name, address and phone there are updated by the admin). Google uses it in search results.

8. Projects, plans and prices

The project cards in work.html (and three on the home page) are SAMPLE projects. Replace each card's photo, title and text with your own case studies, with your clients' permission, or delete them. Do not publish results you cannot show. Monthly plans are the three cards in pricing.html; one-off prices are the rows below them. The topics on the consultation form are the <option> lines in consult.html.

9. Colours, fonts and photos

- **Colours:** the main colour and its hover shade are in Admin → Business details. For the rest, open `assets/css/style.css`. The `:root` block near the top lists the colours; `--brand` is the main colour (buttons, links), `--brand-dark` its hover shade.
- **Fonts:** pick fonts at fonts.google.com, replace the Google Fonts `<link>` in each page's `<head>`, and update `--font-display` / `--font-body` in `:root`.
- **Photos:** replace the files in `assets/img/` with your own, keeping the same file names (WebP or JPG, about 1300 px wide; product photos square). Then update each image's `alt=""` text so it describes your photo, which helps Google and screen readers.
- **Logo:** upload it in Admin → Business details; it replaces the round letter logo in the header and footer.

10. Launch checklist & Google

☐ Admin login created; Business details, Email and Currency filled in

☐ All demo names, phone numbers, emails and addresses replaced (open every page once)

☐ DEMO NOTE lines deleted; sample testimonials replaced or removed

☐ Licence key added to config.php and license.php shows "Active"

☐ Test message sent from every form and received

☐ Site opens on https:// with the padlock

☐ Checked on a phone: menu, buttons, WhatsApp and call links

☐ Photos replaced and alt text updated

☐ Add the site to **Google Search Console** (search.google.com/search-console) and submit `https://yourdomain.com/sitemap.xml`

☐ Create or update your free **Google Business Profile** with the same name, address, phone and website

☐ Add the website link to your WhatsApp Business, Instagram and Facebook profiles

☐ If you collect personal data, add a short privacy notice (we can help)

11. Troubleshooting

Problem	Fix
Admin says "pdo_sqlite" is missing	cPanel → Select PHP Version → Extensions → tick **pdo_sqlite**. Or use MySQL in `config.php`.
Admin settings do not show on the pages	`.htaccess` was not uploaded (turn on *Show Hidden Files*), or the host has no `mod_rewrite`. Ask your host to enable it, or use Find & Replace (section 7).
Setup asks for a code	Open `data/setup-code.txt` in File Manager and copy the code.
Forgot the admin password	Create an empty file `data/reset-admin.txt` and reload `/admin/`.
Domain shows the host's default page	`index.html` is not directly in public_html. Move the files up one folder and delete the host's `default.html`.
Page looks unstyled	The `assets` folder was not moved with the pages. Keep `assets/` next to `index.html`.
Form says "not switched on yet", or a notice says the website is not activated	The licence is not active. Put your key in `config.php` and open `license.php`; it tells you exactly what is wrong (key not found, already active on another domain, for a different product, or PHP's sodium extension is missing).
Form says "could not be sent", or Enquiries shows "email failed"	PHP `mail()` is blocked or the From address is not on your domain. Fill in SMTP in Admin → Email and click Send test (section 6).
Form says "Preview only"	You opened the site from your computer or from a host without PHP. Upload it to cPanel hosting.
Map shows the wrong place	Change the address in the map `iframe` in `contact.html`.
"Too many redirects" after enabling HTTPS	Re-add the `#` to the redirect lines in `.htaccess`, then ask your host to check the SSL certificate.
Old version still showing	Your browser cached it. Press Ctrl + F5, or wait a few minutes.

12. Help, setup service and licence

- **Questions about installing:** coodecraft.com/support (email support for installation questions is included).
- **Want us to do it?** The **We set it up** package installs it on your hosting with your details; **Customised** adds your logo, colours, content, photos and up to three extra pages.
- **Licence:** one business website per purchase (yours or one client's); the key activates one live domain and can move to another domain up to 3 times a year (a test copy on your own computer needs no activation). You may not resell or redistribute the template itself. The demo photos were generated for this template and may be used on your site.