# 🛠️ Team Guru Website Build SOP

Introduction

This Standard Operating Procedure (SOP) outlines the exact process that all contractors must follow when building a **new website** for a client using the Team Guru system. The goal is to ensure that every site is launched with consistency, efficiency, and high-quality design — while aligning with Guru's visual standards and best practices.

This SOP covers everything from staging setup to page content and design. Each step is clearly defined so you always know what to do, where to get the necessary assets, and how to use the Team Guru Website Builder GPT to streamline your work.

Follow each step in order unless otherwise directed by your project manager. If a step has already been completed (e.g., site provisioning), simply proceed to the next relevant task.

Simple Divi Builder Overview
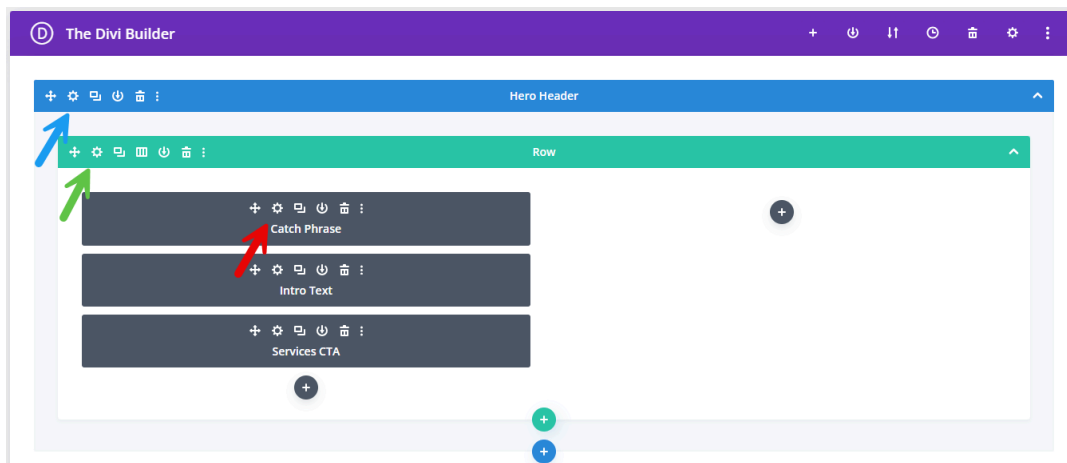
🟦 Edit a section 🟩 Edit a row 🟥 Edit a module (text, image, etc.)

🖻 Click this to duplicate a section, row or module [Update] Always save your work

- You can drag and drop anything within the builder, even between rows and sections.

Note: After uploading any image to the Media Library, be sure to edit the Alt Text and Description fields to accurately describe the image for accessibility and SEO, also, name the image the same way before you save it.

Step 1: Install the Guru WordPress Base Setup

To begin any new website project, contractors must request the provisioning of Team Guru's pre-configured WordPress environment using our standardized image.

Note: This step may have already been completed by your project manager. If the site has already been provisioned and access credentials have been provided, skip to **Step 2**.

Instructions:

1. **Access the Provisioning Form:**
   - Go to **team.guru-ius.com**.
   - Navigate to the **Provisioning Dashboard**.
   - Click on the link to the **Website Provisioning Form** and submit the required information.

2. **Form Details:**
   - The form will collect all necessary information, including:
     - Client name
     - Domain Name
     - Type of setup
     - Any additional instructions for the provisioning team

3. **Provisioning Process:**
   - The provisioning team will handle:
     - Deployment of the latest **Guru WordPress Duplicator image**
     - Setup on a Guru-managed server
     - Pre-installation of **DIVI Builder** and Guru's standard plugin stack

4. **Assets Delivery:**
   - Once provisioned, the **project manager will provide all required assets**, including:
     - Client logo
     - Tagline
     - Phone number
     - Legal business name
     - Site icon
     - Global Colors, Fonts and Styles
     - Any other content needed for initial setup

5. **Confirmation:**
   - The contractor will be notified when the site is ready for customization and will be sent admin login credentials.

Step 2: Configure Base WordPress Settings

Once the site has been provisioned and access is granted, the contractor should log into the WordPress dashboard and configure a few base settings.

Instructions:

1. **Log In:**
   - Use the admin login credentials provided by the provisioning team.\
   - Access and login to the WordPress admin panel at `https://yourdomain.com/wp-admin`.
2. **Update Site Identity:**
   - Go to **Settings → General**.
   - Enter the **Site Title** and **Tagline** as provided by the project manager.
   - ⚠️ **Do not change** any other fields on this screen.
3. **Do Not Modify Other Settings:**
   - The following areas are pre-configured and must **not** be altered:
     - Writing, Reading, Discussion, Media, Permalinks, Privacy

Step 3: Customize the Global Settings

This step configures the global visual identity for the site using the Divi Theme Customizer and Theme Builder.

A. Set Global Styles via Divi Theme Customizer

1. **Access the Theme Customizer:**
   - Go to **Divi → Theme Customizer** in the WordPress Admin menu.
2. **Site Icon:**
   - Navigate to **General Settings → Site Identity**.
   - Upload the **favicon/site icon** provided by your project manager.
   - If missing, request it via the **Support Dashboard** on team.guru-ius.com.
   - Return and upload once you receive it.
3. **Layout Settings:**
   - Go to **General Settings → Layout Settings**.
   - Leave most values unchanged unless instructed.
   - Verify or update the **Primary** and **Secondary** colors based on hex codes from your project manager.
4. **Typography Settings:**
   - Navigate to **Typography**.
   - Confirm top-level font settings follow Guru standards.
   - Update the **Header Font** and **Body Font** (font, weight, color) per your project manager.
   - Ensure the **link color** matches the primary color.

5. **Buttons**
    - Go to **Buttons → Button Style**.
    - Set the **background color** to the primary site color.
    - Set the **font** to the site's body font.
    - Leave all other settings as-is.
    - Go to **Buttons → Button Hover Style**.
    - Set the **background color** to the primary site color and **set opacity to 71%**.
6. **Publish and Exit:**
    - Click **Publish** to save.
    - Exit the Theme Customizer.

B. Update the Global Header & Footer via Divi Theme Builder

1. **Access the Theme Builder:**
    - Go to **Divi → Theme Builder**.
    - Click the **pencil icon** on the **Global Header** to edit.

Inside the Header:

- **Logo:** Replace with the **client's logo**.
- **Menu:** Vertically center it with the logo.
- **Phone Number:**
    - Click the gear icon to edit.
    - Replace the text with the client's phone number.
    - Highlight the number, click the link icon, and link it using `tel:941-555-1212` format.
- **Phone & CTA Button Layout:**
    - Ensure both are vertically centered and spaced evenly by editing the phone number **Design → Spacing** margin.
    - Save your changes by clicking on the green check mark.
- **Tagline Text:**
    - Click the **gear icon** on the tagline text module.
    - Replace with the client's tagline.
- **Update the Main Section Background & Bottom Border**
    - Change the background gradient main color to match the **Secondary Color**.
    - Change the bottom border color to match the **Primary Color**.
- **Save Your Work:**
    - Click the **3 dots** (at bottom of page) → **Save → X** (top right of page) to exit.

2. **Edit the Global Footer:**
    - Click the **pencil icon** on the **Global Footer**.
    - Update the **copyright**
        - Use the client's legal business name.
    - Update the **logo** to the client's logo.
    - Update the **address** to the client's address.

- ○ Click on the gear icon to edit the **map**
  - ■ Edit the current pin.
    1. Change the title to the client's business name.
    2. Click on Map and and change the map pin address to the client's address and click Find
    3. Save the pin by clicking on the green check mark.
  - ■ Change the map center address to the client's address and click Find
  - ■ Click on Link. Go to google maps (https://maps.google.com) and search for the client's address. Once there, click on the round Directions button. Copy the URL in the address bar and go back to the footer builder. Put that link in the Module Link URL.
  - ■ Click on the green check mark to save the map module.
- ○ Leave all other sections as-is. We will get to these later.
- ○ Save and exit.

3. **YouTube Video Embeds (IMPORTANT!):**
   - ○ For any YouTube videos, this is the embed code:
     ```
     <div class="responsive-video">
     <iframe
     src="https://www.youtube.com/embed/VIDEO-ID?rel=0&modestbranding=1"
     title="NAME OF THE YOUTUBE VIDEO" frameborder="0" allow="accelerometer;
     autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture;
     web-share"  referrerpolicy="strict-origin-when-cross-origin"    allowfullscreen>
       </iframe>
     </div>
     ```

     Put this in a Divi Text Module in text mode or a Code Module.

     If you need help with this, ask your Project Manager.

Step 4: Update the Coming Soon Page

Before proceeding to full Home Page development, you must update the Coming Soon Page to reflect the client's brand.

1. Edit the Coming Soon Page
   - ○ In the WordPress dashboard, go to Pages → Coming Soon and click Edit.
2. Update the Image
   - ○ Click on the gear icon for the Coming Soon Image section.
   - ○ Replace the placeholder image with the client's logo that you received from your Project Manager.
3. Save Your Changes
   - ○ Click the Update button in the right-hand Publish panel to save your work.

Step 5: Design and Populate the Home Page

This step uses the **Team Guru Website Builder GPT** (referred to as *the GPT*) to create and add content to the Home page.

1. Access the GPT

Open the GPT tool under the **Tools tab** at team.guru-is.com. This tool is used to generate text and image content for every page.

2. Initialize the GPT

Tell the GPT:
 "We will be building a website (or upgrading the website) for [Client Name], a business who [describe what they do]."

3. Reference Existing Website and Google Business Profile (GBP) (if applicable)

If the client has a website, tell the GPT:
 "Their current website is [theirwebsite.com]. Let's use this as a reference for content starting with the Home page. I'll ask for content when I'm ready."

Search Google for the business name of the client and see if the client has a GBP. If so, tell the GPT:
 "Their GBP is [link to the Google page that displays their GBP]. Let's also use this as a reference for content and company information. I'll ask for content when I'm ready."

4. Edit the Home Page in WordPress

Go to **Pages → Home** and click **Edit**.

5. Edit the Hero Header

a. Background Image:
 Click the gear icon on the blue Hero section → Background → Image tab → Add image.
 If not provided, ask the GPT:
 "Give me a wide background photo image for the hero header section of the home page with no text or words."
 Refine until suitable. Upload and save.

b. Catch Phrase:
 Ask the GPT:
 "Give me 10 catchy phrases to put at the top of the home page for this client."
 Choose one, enter it, and save.

c. Intro Text:
Ask the GPT:
"Give me a couple of paragraphs as an intro to go under the catch phrase."
Review and revise as needed. Paste and save.

d. Services Button:
Already configured. Leave as-is.

6. Edit the Main Content

a. Company Purpose:
Ask the GPT:
"Give me two to three paragraphs for the Company Purpose section."
Paste into the Visual Editor. Set headings to Heading 2. Save.

b. Image:
Ask the GPT:
"Give me a wide photo image for this section."
Upload and save.

c. Our Commitment:
Ask the GPT:
"Give me two to three paragraphs for the Our Commitment section."
Paste, format with Heading 2s, and save.

d. Image:
Ask the GPT:
"Give me a wide photo image for this section."
Upload and save.

7. Edit the Services Section

a. Layout:
Click the gear icon on the green row. Adjust columns for even distribution (e.g., if 4 services or less put in 1 row, 2 rows of 3 if 6 services, etc.).

b. Service Modules:
Clone modules as needed.
Edit each one:

- Update the icon.
- Rename the service.
- *Do not set the link yet.*

8. Edit the Why Choose Us Section

a. Content:
Ask the GPT:
"Give me content for the Why Choose Us section on the home page."
Paste into the Visual Editor. Format headings as Heading 2. Save.

b. CTA Button:
The CTA button is currently set to link to the **Contact Us** page. If **Contact Us** is the primary call-to-action for this client, leave the button as-is.

If your project manager has provided a **different CTA**, update the **button text and link** accordingly to match the client's main call-to-action.

9. Add SEO Meta Description

Ask the GPT:
"Give me a short SEO meta description for this page."
Paste it into the Yoast **Meta Description** field.
Ensure the progress bar turns green. If not, ask the GPT to revise.

10. Save Your Work

Scroll to the top and click the **Update** button in the right-hand **Publish** panel.

Note: Moving forward, the remaining steps in this SOP will be presented in an outline format with less granular detail on how to add, edit, or duplicate sections, rows, and modules within the Divi Builder. By this point in the process, you should be familiar with the Divi interface and how to perform basic layout and content actions, as well as how to effectively use the GPT for generating content and images. If you need a refresher, refer back to the previous steps in this documentation.

Step 6: Edit the About Us Page

In this step, you'll update only the **Main Content** and **Why Choose Us** sections of the About Us page. Use the GPT to generate content and supporting imagery for both.

• Open the **About Us** page in the WordPress dashboard and click **Edit**.

• Ask the GPT:
"Give me a wide page header picture image for the About Us page with no text or words."

• Upload and apply the image to the **Page Header Section background**.

• For the **Main Content** section:

- Ask the GPT:
  "Give me content for the About Us page for this client."
- The GPT should return multiple sections of content. If it only provides one, ask it for at least two sections.
- Enter each section of content into the appropriate modules (e.g., **About Us Content 1**, **About Us Content 2**, etc.).

• For each content section:

- Copy the content and paste it back into the GPT.
- Ask:
  "Give me a picture image that goes with this content without any text or words."
- Download and upload the image for that specific content block.

• Add or remove content rows as needed to match the number of content sections provided by the GPT.

• For the **Why Choose Us** section:

- Ask the GPT:
  "Give me Why Choose Us content for this page."
- Paste the content into the Why Choose Us module and format headings appropriately.

• CTA Button:

- Leave the CTA button as-is **unless your project manager has specified a different CTA**. If so, update the **text and link** accordingly.

• SEO Meta Description:

- Ask the GPT:
  "Give me a short SEO meta description for this page."
  Paste it into the Yoast **Meta Description** field.
  Ensure the progress bar turns green. If not, ask the GPT to revise.

• Click **Update** to save and publish your changes.

## Step 7: Build the Service Pages

Note: If this is not a "Services" type website (e.g., restaurant, ice cream shop, nail or hair salon, etc.), skip this step and proceed directly to Step 7.

Each service offered by the client will have its own dedicated page. You will use the pre-designed **Service Page Template** as the starting point for every service page.

• Open the **Service Page Template** from the WordPress Pages list.

- This is the base layout used for all service pages.
- Before you start, edit this template to implement the main menu "Services" active link color. To do this, go here…
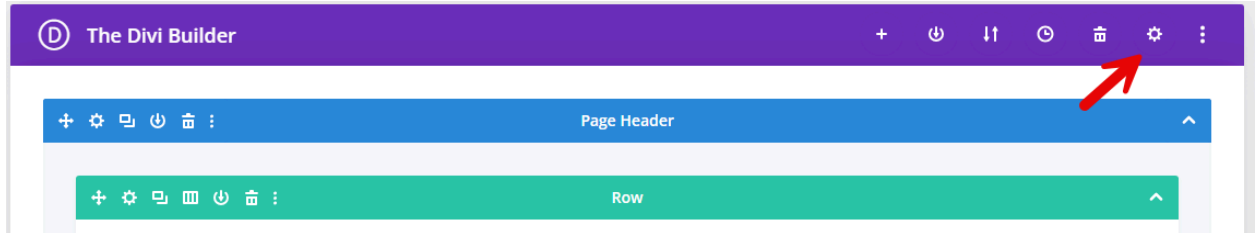
- Change the color here to the Active Link color for the main menu…
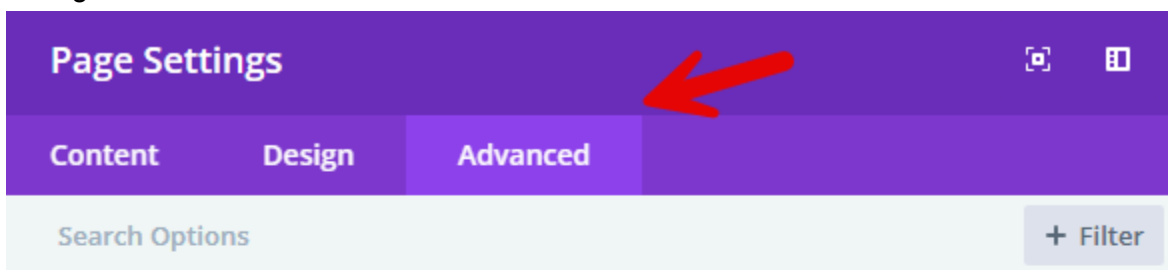
- Save the template page.

• To create a new service page:

- Click on **Duplicate Post → Copy to New Draft**.
- This will generate a new editable draft of the template.

1. When the new page opens, update the **title** of the page to match the service name (e.g., "Lawn Maintenance", "Pressure Washing").
   - Click the **blue Publish button** on the right to save the page and generate the correct permalink.

2. Ask the GPT:

"Give me a wide page header picture image for [Service Name] with no text or words."

○ Upload and apply the image to the **Page Header Section background**.

3. Edit the **Page Title** section on the page to match the name of the service.

4. Ask the GPT:

"Give me the main content for [Service Name] service page."

○ Make sure to get **2–4 sections** of content.

○ Enter the content into the appropriate content modules on the page.

5. For each content section:

○ Paste the section content into the GPT and ask:

"Give me a picture image that goes with this content without any text or words."

○ Download and upload each image to the matching section on the page.

6. Ask the GPT:

"Give me bullet-point content for the 'Why People Use This Service' section for [Service Name]."

○ Replace the placeholder bullet list with this new content.

7. Update the **Service Icon** to match the one used for this service on the Home page.

8. Ask the GPT:

"Give me 'Why Choose Us' content for [Service Name] service page."

○ Paste and format the content in the **Why Choose Us** section.

9. If the **Call to Action (CTA)** for this service is different than the default "Contact Us" button, update the **text and link** as provided by your project manager.

10. SEO Meta Description:

○ Ask the GPT:

"Give me a short SEO meta description for this page."

Paste it into the Yoast **Meta Description** field.

Ensure the progress bar turns green. If not, ask the GPT to revise.

11. Save your work by clicking the **Update** button at the top of the page.

12. Once you create the layout for the first service page, use the duplicate post functionality to create all of the other service pages the client offers so that the layout is consistent across all of the service pages.

Step 8: Build the Service Areas Pages (if applicable)

1. This site may have a set of pages for service area. That is areas that the company services. This is for SEO geo location purposes. The master landing page will have all the locations listed. Each listing will link out to a stand alone page for that service area. The stand alone pages will be Structured the same as the About Us page. Each page will have Content the same as the home page tailored to that location. Each page should be different enough as not to be considered duplicate content by Google.

2. Service Area Page Structure (Each City Page)

a. Each city page will be modeled after the About Us page, but the content will be localized to highlight that city. This ensures unique content and avoids Google duplicatation penalties.

       b. Sections (H2):
          i. About [business] in [city] (2-3 paragraphs)
          ii. Built for [that city's] [the service] and anything relative (2-3 paragraphs)
          iii. Our Promise to [that city] (1-2 paragraphs)
          iv. Why Choose Us in [city] (emoji list with localized wording)
          v. SEO Meta Description (location-specific)

3. MAke sure to use the GPT for content variation (to avoid duplicate content across the website)
4. Each city page will mention the city name naturally multiple times.
5. Adjust phrasing to reflect local context (e.g., Englewood's coastal lifestyle vs. North Port's growing neighborhoods).
6. Rotate descriptions of services and benefits slightly so they are unique.
7. Use different image prompts per city, but keep the same visual style.

Step 9: Build the Alternate Main Content Page (Non-Services Websites Only)

Note: If you are building a Services type website, skip this step and proceed directly to Step 8.

1. Rename the Services Page Template
Rename it to reflect the purpose of the page (e.g., "Our Menu," "Our Flavors," "Our Hair Designers," etc.), based on the title provided by your Project Manager

2. Build Out the Page
Structure and design the page to suit the type of business (e.g., restaurant, salon, ice cream shop). Your Project Manager will have given you guidance on how this page should be laid out.

3. Need Help?
If you require clarification or assistance, contact your Project Manager directly.

Step 10: Edit the Contact Us Page

This step ensures the Contact Us page reflects the client's correct contact information.

1. Go to **WP Menu → Pages** and click **Edit** on the **Contact Us** page.
2. Update the **phone number** to the client's correct number.
3. **Do not edit the form** — your Project Manager will configure it before the website goes live.

Step 11: Update Home Page and Main Menu Services Links

Now that all service pages have been created, it's time to link them properly from both the Home page and the main navigation menu.

1. Open the **Home** page in the WordPress dashboard and click **Edit**.
2. Scroll down to the **Services** section.
3. For each service:
   - Click the **gear icon** on the service module.
   - Update the **link** to point to the new page you created for that specific service.
4. Once all links have been updated, click the **Update** button at the top of the page to save your changes.
5. In the WordPress sidebar, go to **Divi Mega Pro**.
6. Edit the **Services Menu** item:
   - Make sure the list of services shown matches exactly what's on the Home page.
   - Update each **menu item link** to match the corresponding service page URL.
7. Click the **Update** button to save your work.

Step 12: Add the Main Menu Mobile Services Links

Add the Services links to the main menu for mobile (CSS class .mobile).

1. Go to **Appearance → Menus**.
2. Add all of the **Service Pages** to the **Services Mobile Menu** item as sub-pages.

Step 13: Create a Custom CTA Page (If Applicable)

This step only applies if the client's main **Call to Action (CTA)** is **not** the default Contact Us page.

1. In the WordPress dashboard, go to **Pages**.
2. Locate the **Contact** page and click **Duplicate Post → Copy to New Draft**.
3. Rename the new page to reflect the alternate CTA (e.g., "Schedule a Demo" or "Get a Quote").
4. Edit the new page based on the instructions provided by your **Project Manager**.
5. Click **Publish** when the page is complete.
6. Go back to **all pages** and make sure that the link on **all CTA buttons** are updated to point to this new CTA page.
7. If you were not instructed to update the Global Header CTA popup in Divi Overlays to mimic the new CTA page, edit the CTA button in the header to link to the new CTA page, and, under the Advanced tab, remove the CSS ID. **Otherwise, proceed to the next step to edit the popup content directly.**

Step 14: Edit the Global Header CTA Popup

This step ensures the popup that opens for the CTA button in the Global Header has content that reflects the client's current CTA strategy.

1. Go to **WP Main Menu → Divi Overlays**.
2. Locate and **edit the Header CTA overlay**.
3. If the standard CTA is in use, **update the content to mimic the "Contact Us" page**.
4. If a custom CTA page has been created (e.g., "Schedule a Demo"), **update the popup to reflect that custom CTA page content**. *Your Project Manager will give you instructions on this.*
5. Ensure the design aligns with the rest of the site.

Step 15: Final Front-End Review and Testing

Before considering the website build complete, thoroughly review the entire site from the front end and ensure everything functions and displays properly.

1. Navigate through **all pages** of the website on the front end.
2. Confirm that **all links** work correctly:
   ○ Menu navigation links
   ○ CTA buttons
   ○ Service page links
   ○ Footer links (if applicable)
3. Review the design and layout on **every page** to ensure:
   ○ Content is displaying properly
   ○ Images are loading
   ○ Spacing, colors, and fonts match the design expectations
4. If anything looks off or isn't working:
   ○ Return to the page in the WordPress editor
   ○ Make the necessary changes to correct issues

Step 16: Notify Your Project Manager

Once you have completed all required work on the website and performed the final review:

● Send an **email notification** to your **Project Manager** letting them know that the website is complete and ready for final review.