



Flopix

Don't flop, build a site!

GUIDE

Build your site

From the first question to going live

flopix.fr/en



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 **How long does it take?** A few minutes for a simple site. Only the name is required: you can fill in everything else later, as often as you like, at no extra cost.

1. Before you start

Building your site with Flopix takes no technical skills. You answer simple questions (or describe your business to the assistant), and your site comes together before your eyes. Take five minutes to gather a few things first: you'll then go straight through, without stopping to hunt for information.

What to have on hand

- **Your business name:** the one your visitors will see, which is also the basis of your site's address.
- **Your logo,** if you have one (an image on your computer or phone). If not, Flopix generates one for you.
- **A few photos:** your place, your products, your work, your team. Five is plenty. No photos handy? Images that fit your business are suggested.
- **A short description,** your menu or your prices: a few sentences are enough, and the assistant can even write them for you.
- **Your business hours,** if you want to show them.
- **Your contact details:** address, phone, email.
- **Your useful links:** social media, delivery platforms, booking page, PDF menu.

None of this is required to get started. Anything you leave blank simply doesn't appear on your site.

 **Good to know:** you pick your photos and logo from the device you're using. If your photos are on your phone, the easiest way is often to build your site right from your phone.

 **The legal notice** is not part of the build. Flopix is based in France, where a legal notice is required for business websites: you fill it in once your site is live, from your site's page. A dedicated form asks for the details that match your situation (company, sole proprietor, nonprofit or individual).

2. Two ways to build your site

From your account, click "**Create a site**". A start screen, "**Build your site, live**", offers two paths. Both lead to the same result, and you can switch from one to the other at any time.

✨ **Create with the assistant (AI)**

Describe your business in one message and the assistant fills in the form for you. All you have left to do is check and confirm. Perfect if you already have your information in mind or in a document.

📄 **Create manually**

The guided form asks one question at a time, in order. Perfect if you'd rather set everything yourself, step by step.

Either way, a live preview

Next to the form (or below it, on a phone) is a **live preview**: your site, exactly as it will look. Every time you type something, the preview updates instantly. You see the result as you go, with no surprises.

Your work is safe

Your answers are saved as you go. If you close the page by accident, or your phone goes to sleep, Flopix offers to pick up where you left off. Only files (photos, logo) may need to be selected again: for security reasons, a browser can't restore them on its own.

✨ **Your site won't be set in stone!** Once it's live, you can add more at any time from your dashboard: online sales, contact form, customer and Google reviews, image + text block, SEO, domain name, visitor statistics. No need to plan everything right now.

3. Build with the assistant (AI)

Click " ✨ **Create with the assistant (AI)**". The Flopix assistant walks you through a conversation while the form and the preview fill in before your eyes.

- 1 **Pick a starting template:** Restaurant, Shop / store, Salon (hair, nails...) or Other business. The template shows you what to write.
- 2 **Write everything in a single message:** name, address, phone, email, hours, menu with prices, Uber Eats or Deliveroo links, a few words about you. No formatting needed.
- 3 **The assistant confirms what it understood**, then asks for your logo and photos. Don't have any? It uses images that fit your business and generates a logo.
- 4 **An optional question about your services** (patio, Wi-Fi...), and the assistant fills in the form.
- 5 **Check** the preview, and ask for tweaks in one sentence if needed.

Assistant or form: you stay in control

A " 💬 **Assistant**" / " 📄 **Form**" switch appears at the top. Switch to the form to check or fix a step by hand, then go back to the chat: nothing is lost. When you're happy with everything, write "**let's go to payment**": you land on the plan selection.

🛠️ **AI inside the form, too.** Even when you build manually, two buttons save time: " ✨ **Create with AI**" on the Description step (describe your business, the assistant writes the text) and " ✨ **Fill in with AI**" on the Hours step (describe your hours, the assistant fills in each day).

4. How the form works

With **"Create manually"**, building your site works like a guided wizard: one question at a time, on a card. You answer, click **"Next"**, and move on to the next question. A progress bar at the top shows where you are: it fills up all the way to the rocket 🚀 at the end.

- 1 Yes / No questions.** Every optional step starts with a simple question: answer "No" and you skip straight ahead; answer "Yes" and the fields to fill in appear.
- 2 A help light bulb** 💡 next to each question: click it for a clear explanation and, if needed, a link to the detailed guide.
- 3 The "Previous" button** takes you back at any time to change an answer.
- 4 The summary**, at the end, lists every section with its status. Fix anything in one click, then move on to going live.

The 13 steps at a glance

Step	What you fill in
1. Site name	The name (required) and your line of business
2. Logo	Yours, or a generated logo
3. Colors	Classic, Dark or My colors
4. Photos	Up to 5 photos, with captions
5. Description	Free text, a list or a table
6. Action button	A button to a link or a file
7. Delivery	Uber Eats, Deliveroo, Just Eat, home delivery
8. Services	Icons: patio, Wi-Fi, parking...
9. Social media	Your profiles, as a link or a username
10. Hours	Precise hours, 24/7 or special closure
11. Contact details	Address (map), phone, email
12. Theme	Essential, Modern or Magazine
13. Summary	Review and corrections

5. Building your site, step by step

Here is each question, in order, what it expects from you and our tips. Remember: except for the name, everything is optional.

1 Your site name

REQUIRED

Choose a short, clear name that's easy to remember: it's the first thing your visitors see, and it's the basis of your site's address (**your-name.flopix.fr**), which you don't have to type. If it's already taken, the closest available variant is used.

Right below, pick your **line of business** (hair salon, restaurant, auto repair, florist...). It's often preselected from the name. This choice instantly dresses your site in colors that suit your trade and, for a new site, adds sample photos and a logo you can replace at any time. Your business isn't listed? Leave "Personal site / other".

2 The logo

OPTIONAL

Your logo appears at the top of your site, next to its name:

- **You have a logo:** click the frame to pick it from your device.
- **You don't have one:** click "I do not have a logo" and pick one from the selection (a letter on a gradient).
- **You don't want one:** answer "No", that's it.

For an uploaded logo, go for a **square** image, ideally 500 × 500 pixels, on a transparent background if possible (PNG).

3 Colors

OPTIONAL

Three cards, each with an accurate preview: "**Classic**" (white header, light gray background), "**Dark**" (midnight blue background, white text) or "**My colors**" (header color and background color of your choice). If you picked your line of business, its colors are already applied: keep them or change them. More on page 13.

4

Photos

OPTIONAL

Great photos build trust. Add **up to 5 photos**, each with an optional caption. Two options, which you can combine:

- **Your own images:** click a frame to pick a photo, or several at once (see page 12).
- **Our suggested images:** click "I do not have images: see the suggested images" and check the ones you like.

Reorder your photos with the arrows once you have two. A short **video** works too. Go for square or portrait images (see "The rules", page 11).

5

Description

OPTIONAL

A free text area, shown below your photos: about you, menu, prices, practical info... The "+ **Bulleted list**" and "+ **Table (menu, prices...)**" buttons insert a list or a table with no formatting to do. Stuck for words? " ✨ **Create with AI**": describe your business and the assistant writes the text (it replaces whatever is already there).

6

The action button

OPTIONAL

An eye-catching button, such as "Book now", "See the menu" or "Download the menu". Enter its text, then what it opens:

- **a link:** booking page, website, Facebook page...;
- **a file:** PDF, image or video up to 10 MB (menu, price list, brochure).

The button automatically takes on your site's colors.

7

Delivery and takeout

OPTIONAL

Click each platform you use (**Uber Eats, Deliveroo, Just Eat**) to add the link to your profile. You can also describe your own **home delivery** in a short sentence (for example "delivery within 20 miles of the shop").

8 Services

OPTIONAL

Wi-Fi, patio, air conditioning, parking... Click each service to add it, click again to remove it. They show up as small icons on your site: these details often win a customer over.

9 Social media

OPTIONAL

Click each network you're on (Facebook, Instagram, TikTok, Snapchat, YouTube, X, LinkedIn). Paste your page's address or just type your username: the link is built automatically.

10 Business hours

OPTIONAL

To the question "What are your hours like?", four answers:

- **Set precise hours:** for each day, "Closed", "Precise hours" or "24/7". The "+ Break during the day" button adds a second time slot (morning / afternoon). " ✨ Fill in with AI" fills in the week from one sentence.
- **Open 24/7:** the quickest.
- **Special closure:** a custom message ("Closed for vacation, back on September 15").
- **I do not want hours on my site:** nothing is shown.

11 Contact details

OPTIONAL

Your **address** (street, ZIP code, city) displays a Google Maps map; your **phone** and **email** let people reach you in one tap.

12 Theme

OPTIONAL

Your site's overall look: "**Essential**" (default), "**Modern**" or "**Magazine**". Each card shows a real screenshot. Your text, photos and colors stay the same: only the layout changes. More on page 13.

13 Summary

The last card lists every section with its status and a button to jump to the step to fix. Continued on the next page.

6. Summary, going live and free trial

The summary

"Your site is ready!": the last step lists each section with its status (**filled in**, **to complete** or **optional**) and a button to go back to it in one click. The "🌟 **Ask the assistant to make changes**" button also lets you request a tweak in one sentence. Check the preview one last time, especially on a phone.

Choosing your plan

Choose the **monthly plan** (no commitment, cancel anytime) or the **annual plan** (2 months free compared with monthly), then click "**Get your site now**" to go to the secure Stripe payment page. The plans and their prices are on flopix.fr/en, [Pricing section](#).

🎁 **Free trial on your first subscription:** 3 days with the monthly plan, 7 days with the annual plan. Your card is saved by Stripe, but **you are not charged during the trial**, and your site goes live right away. Cancel before the end and you pay nothing; otherwise, your subscription starts automatically. The trial stacks with the free month from a referral; a discount code replaces the trial.

Not ready to pay yet?

Your site is saved as a **private preview**, protected by a password, for **24 hours**: show it around. You have **3 days** to activate the subscription, otherwise the site is deleted automatically.

Building the site for someone else?

Below the plan selection, click "**Create the site for someone**" and enter that person's email. They get an email to accept the site and pay for the subscription, and you earn a 30% commission. Until they reply, the site stays read-only in your dashboard.

⚠️ **Don't skip the last step.** Your site only goes live after payment (or once the trial starts). See it through to the end.

7. Photos and files: the rules

Nothing complicated, but a few limits and recommendations are worth knowing before you choose your images.

Item	What to remember
Number of photos	5 max in total (your images and suggested images count together).
Photo formats	JPG, JPEG, PNG, GIF, WEBP.
Video	Allowed instead of a photo: one only, MP4 or MOV, up to 1 minute, 20 MB and 1080p.
Recommended photo size	At least 1080 pixels wide (1080 × 1080 or 1080 × 1350). Below 500 pixels, the image may look blurry.
Photo proportions	Square or taller than wide. A very wide image becomes a thin strip on a phone.
Captions	One per photo, optional, 144 characters max.
Logo	Image (JPG, PNG, GIF, WEBP), no video. Square recommended, ideally 500 × 500 px, on a transparent background if possible.
Action button file	PDF, image or video, 10 MB max.

Rule #1: five photos, no more

Once you reach the limit, remove a photo to add another one. That's plenty for a great business website: five polished photos beat ten mediocre ones.

Rule #2: think "phone"

Most of your visitors will discover you on their phone, often through your QR code. A square or portrait photo fills the screen; a panoramic photo shows up as a thin strip. Keep a phone screen in mind, even if you build your site on a computer.

Rule #3: sharp, not blurry

An image that's too small (under 500 px) gets stretched to the page width and looks blurry. Aim for at least 1080 px: photos from any recent phone are well above that.

 **Advice, not a blocker.** If an image doesn't follow these framing or size tips, Flopix warns you but doesn't reject it: your file stays selected. However, an unsupported format (a PDF instead of a photo, a video for the logo, a video that's too long or too heavy) is rejected, with a message explaining why.

Adding several photos at once

No need to add your photos one by one: when choosing an image on your device, you can select several.

- 1 Click a photo frame to open your device's file picker.
- 2 Select several files at once (on a computer, hold down Ctrl or Shift, or Cmd on a Mac; on a phone, tap each photo you want).
- 3 Confirm: Flopix puts the first photo in the frame you opened, then automatically spreads the others across the remaining empty slots, in order.

 **Tip:** if you select more photos than there's room for, only the first ones are added, up to the limit of 5. Remove an existing photo if you want to swap in another one.

Changing the order of your photos

As soon as two photos are in place, arrows appear above each one: move it left or right. The first photo is the one visitors see first: pick the one that says the most about you.

8. Colors and theme: making the right choice

Two separate settings that work together: **colors** (step 3) and the **theme**, meaning the layout (step 12). You can change both at any time without touching your text or photos.

COLORS

Classic

White header, light gray background. Clean and simple, it suits most businesses.

Dark

Midnight blue background, white text. A bolder, more elegant look.

My colors

You choose the header color and the background color.

With "My colors", don't worry about readability: the text color (black or white) adjusts automatically to stay readable on the color you chose.

THEME

Essential

Clean and centered, large full-width photos. The default theme.

Modern

App style, photo mosaic and rounded cards.

Magazine

Large full-screen photo, elegant headings.

The theme is available to every customer, both when creating and when editing. The preview updates as soon as you click a card: try all three before you choose.

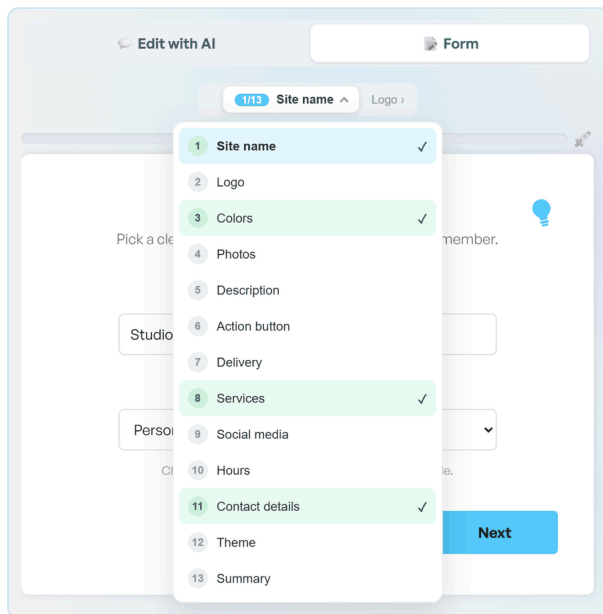


Our tip: if your logo is colorful, start with "Classic" and let the logo bring the color. Have a brand color? Choose "My colors" and use it for the header, with a light background. For a restaurant or a bar with atmosphere, "Dark" with the "Magazine" theme often works wonders.

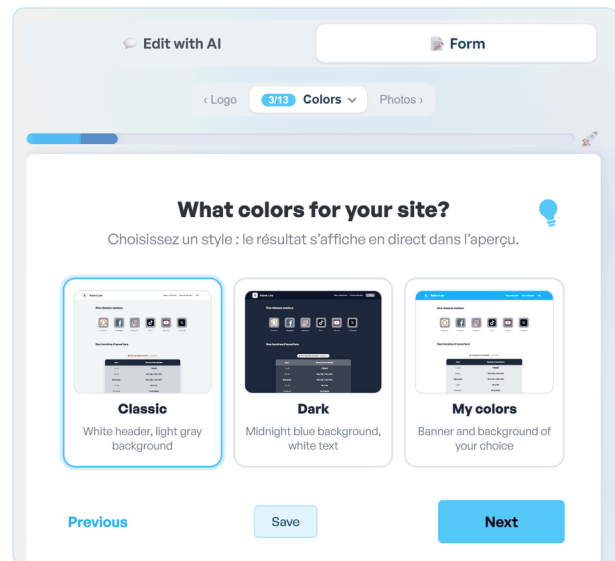
How to: change your colors or theme

Is your site already live? Change its colors and theme whenever you like, in a few clicks:

- 1 On your site's page, click the **"Edit my site"** tile.
- 2 Open the step list (the **"1/13 Site name"** button above the form) and choose **3 Colors** or **12 Theme**.
- 3 Is the step already filled in? Choose **"Edit"**, then click a card: the preview next to it updates right away.
- 4 Click **"Save"**: it's live.



The step list: completed steps are checked.

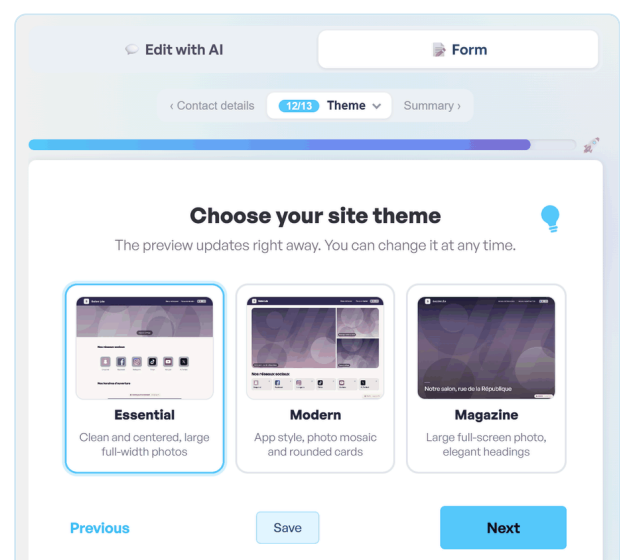


Step 3, Colors: Classic, Dark or My colors.

The theme, in one card

In step 12, each card shows a real screenshot of the theme: **Essential**, **Modern** or **Magazine**. Click one, then another, while watching the preview: your text, photos and colors stay put, only the layout changes.

 **Tip:** below the preview, the phone, tablet and computer buttons show how your site looks on each screen. Always check the phone: that's where most of your visitors will see you.



Step 12, Theme.

9. Editing your site, with AI too

Your site is never set in stone: everything can be changed, as often as you like, at no extra cost.

With the form

- 1 On your site's page, click the **"Edit my site"** tile.
- 2 You get the same steps as when you created it, already filled in. A step list lets you jump straight to the one you need. For each step already filled in, choose **"Keep"**, **"Edit"** or **"Remove"**.
- 3 Change whatever you want, then click **"Save"**. This button is on every step: no need to go through all the questions for a quick fix.

With " Edit with AI"

Next to the "  Form" tab, the "  **Edit with AI**" tab opens the assistant, which starts from your site as it is. Write your changes: "hours: Tuesday to Saturday 9am to 7pm", "add Wi-Fi", "new phone number...", "rewrite the description in a warmer tone". The form and the preview update.

 **Nothing is saved until you click "Save"**. Write "All good": the assistant takes you to the summary, where you save.

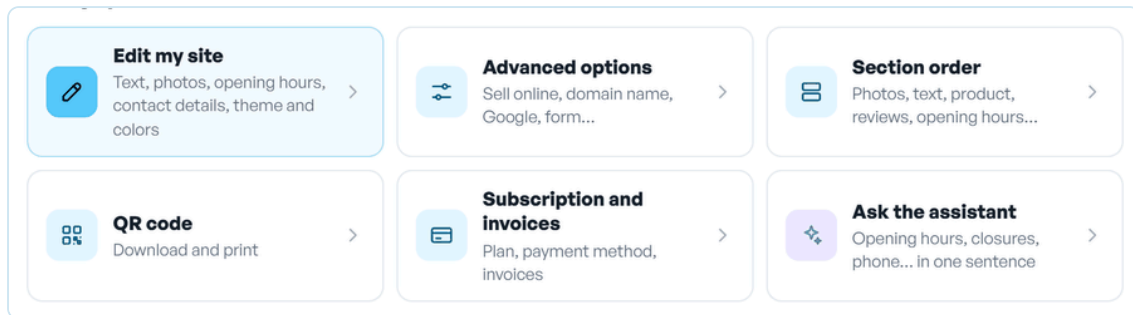
Day to day: the assistant bubble

At the bottom right of your account, the assistant bubble changes your hours, announces a temporary closure and then the reopening, updates your phone, email, services or description, all in one sentence. It shows you a before / after table and always waits for your confirmation.

 **Careful with your address and QR codes.** Changing your site's address ("More actions" on your site's page) breaks QR codes you've already printed and links you've already shared. Changing the content is never a problem.

How to: open the editor

From your dashboard, click **"Manage site"**: your site's page opens, with the **"Manage your site"** section. The first tile, **"Edit my site"**, opens the form and its preview.



The "Manage your site" section of your site's page.

How to: edit with AI

- 1 At the top of the form, click the "  **Edit with AI** " tab.
- 2 Write your change in one sentence, as you would to a colleague: "Hours: Tuesday to Saturday 9am to 7pm, and add free wifi".
- 3 Click **"Send"**: the assistant fills in the form and the preview updates.
- 4 Switch back to "  **Form** " to check if you like, then write "All good" and **save** from the summary.

 **Nothing changes on your site** until you click "Save". Feel free to try.

A screenshot of the 'Edit with AI' tab in the editor. At the top, there are two tabs: 'Edit with AI' (selected) and 'Form'. Below the tabs is a large, empty text input area. At the bottom of the input area, there is a text box containing the sentence 'Hours: Tuesday to Saturday 9am to 7pm, and add free wifi' and a blue 'Send' button to its right.

The "Edit with AI" tab, a message ready to send.

10. Your site's page

From your dashboard, open your site: its page brings together everything you need to manage it, as tiles.



Edit my site

Text, photos, hours, contact details, theme and colors.



Advanced options

Sell online, domain name, Google, form... (see page 18).



Section order

Choose the display order: photos, text, product, reviews, hours...



QR code

Download it and print it for your window, business cards, packaging.



Subscription and invoices

Plan, payment method, invoices.



Ask the assistant

Hours, closure, phone... in one sentence.

A **"More actions"** section lets you change the site's address, transfer its ownership or delete it.

Your site: to-dos and tips

A box lists what your site is still missing (a photo, hours, the legal notice...) and takes you straight to the right place. When everything is in order, it shows "Your site is complete".

The legal notice

Required in France for business websites, it's filled in from this page once your site is live. The form adapts to your situation: company, sole proprietor, nonprofit or individual.

11. Advanced options at a glance

Every option is **included in your subscription**, at no extra cost. They can be turned on **as soon as your site is live** (free trial included), from the **"Advanced options"** tile on your site's page. They are sorted into three tabs:

+ ADD TO YOUR SITE

Image + text block · Customer reviews (up to 3) · Google reviews link · Frequently asked questions (up to 8) · Contact / quote form · English version of your site.

🔌 CONNECT A SERVICE

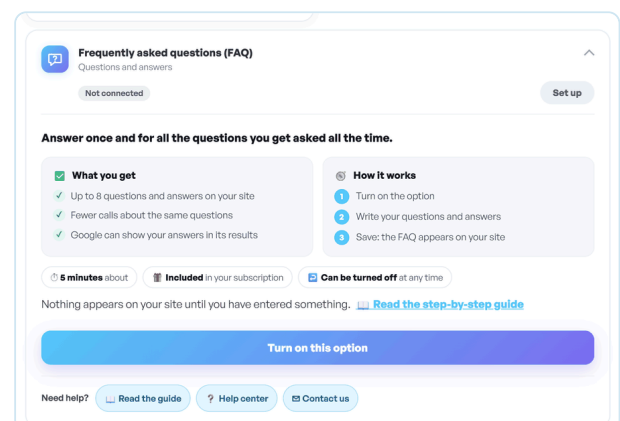
Stripe online payment (the money goes to your account, no Flopix commission) · Domain name (CNAME, automatic HTTPS, your-name.flopix.fr keeps working) · Google Search Console · Google Analytics · Professional email.

📊 MANAGE AND COMMUNICATE

SEO · Site statistics · Email campaigns · Automatic replies. Each one adds its own page to your menu, under "My site".

How to: turn on an option

- 1 Open the right tab and click the option's card: it expands.
- 2 Read "What you get" and "How it works".
- 3 Click **"Turn on this option"**, fill in the fields and save.



An expanded option, ready to be turned on.

📖 The step-by-step for each option, with screenshots, is in the **"Advanced options, step by step"** guide, to download at flopix.fr/en/aide.

12. Our tips and mistakes to avoid

Our tips for a great site

- **A clear name first.** It's the first thing people see and remember. Avoid names that are too long.
- **Pick your line of business.** Matching colors and images look professional right away.
- **Go for 3 to 5 quality photos:** sharp, bright, square or portrait.
- **Polish your description.** A few honest sentences beat a wall of text. Use lists and tables for a menu or prices.
- **Add an action button** if you have a booking page or a menu to download: that's what turns a visitor into a customer.
- **Try all three themes** in the preview before choosing.
- **Always check the preview on a phone:** that's where most of your visitors will see you.
- **Once you're live,** turn on the Google review link and fill in your legal notice.

Mistakes to avoid

Photos that are too wide

A panoramic photo shrinks to a thin strip on a phone. Go for 1080 × 1080 or 1080 × 1350.

Images that are too small or blurry

Avoid screenshots and small images grabbed from the web.

A logo that's too tall

A vertical logo becomes tiny in the header. Go for a square logo, or one wider than it is tall.

Closing the page thinking you're done

Your site only goes live after you choose a plan and pay (or start the trial).

Forgetting to save a change made with AI

Nothing is kept until you click "Save".

Not sure? The help light bulb, the assistant and the help center (flopix.fr/en/aide) have your back. Go for it! 🚀