



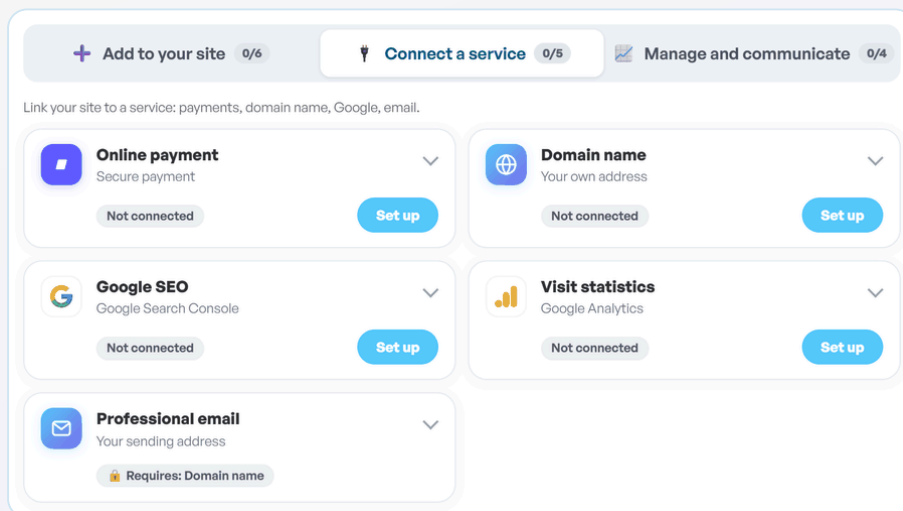
FLOPIX

Don't flop, build a website!

GUIDE

Advanced options, step by step

Online sales, domain name, reviews, FAQ, contact form, English version, SEO, statistics, emails: every option explained, with screenshots



flopix.fr/en

October 2026 edition

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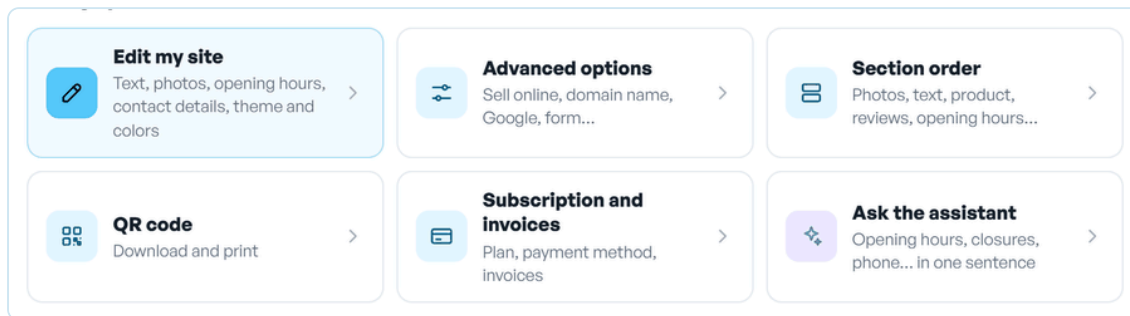
MANAGE AND COMMUNICATE

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💡 Every option is **included in your subscription**, at no extra cost. They can be turned on as soon as your site is online (free trial included), take a few minutes to set up, and turn off in one click.

1. Where to find the options, and when

Advanced options add features to your site once it is online: selling a product, showing your reviews, connecting your domain name, getting found more easily on Google... You open them from your site's page: dashboard, **"Manage site"** button, then the **"Advanced options"** tile.



Your site's page, "Manage your site" section: "Advanced options" is the second tile.

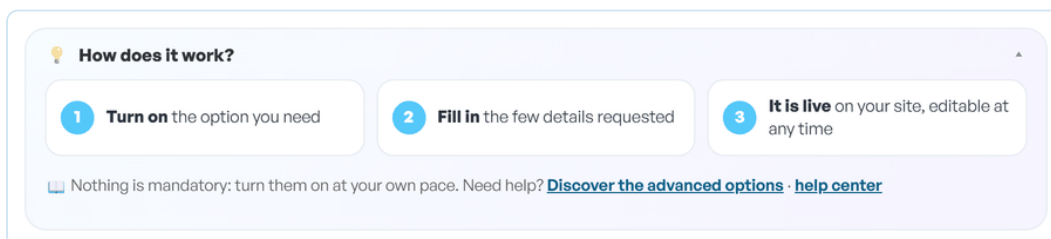
When can you turn them on?

As soon as your site is **online**, meaning its subscription is active, **free trial included**. Before that, you can see every option so you know what is coming, but they stay locked with the message "  Advanced options unlock as soon as your site is online" and a **"Put my site online"** button.

Good to know	Details
Cost	All options are included in the subscription. Only outside services may have their own fees (Stripe's usual fees on your sales, buying your domain name from a registrar).
Commitment	None. Nothing appears on your site until you have entered something.
Changing your mind	Each option turns off in one click, and back on whenever you want.
Help	Each card offers "Read the guide", "Help center" and "Contact us".

"How does it work?"

At the top of the page, this collapsed reminder sums it all up in three steps:



The Advanced options page

At the top right, a counter shows how many options are active (here 0 out of 15). Just below: your site's name and address, then the options sorted into **three tabs**, each with its own counter.

Advanced options 0 / 15 active

Sell online, connect your domain name, get found more easily on Google... Everything is included in your subscription.

Studio Lumière studio-lumiere.flopix.fr

How does it work?

+ Add to your site 0/6 🔧 Connect a service 0/5 📧 Manage and communicate 0/4

What shows on your site: feature box, reviews, FAQ, form, English version.

- Image + text block** Highlighted box Not connected Set up
- Customer reviews** Up to 3 verified reviews Not connected Set up
- Google reviews link** "Leave a review" button Not connected Set up
- Frequently asked questions (FAQ)** Questions and answers Not connected Set up
- Contact / quote form** Messages from your visitors Not connected Set up
- English version of your site** Your site in English too Not connected Set up

The "Add to your site" tab opens by default. Each option is a collapsed card.

Tab	What it includes
+ Add to your site	What shows on your site: image + text block, customer reviews, Google reviews link, FAQ, contact / quote form, English version.
🔧 Connect a service	Links with an outside service: Stripe online payment, domain name, Google Search Console, Google Analytics, professional email.
📧 Manage and communicate	Tracking and sending: SEO, site statistics, email campaigns, automatic replies. Each one adds its own page to your menu.

+ Add to your site 0/6 🔧 Connect a service 0/5 📧 Manage and communicate 0/4

Link your site to a service: payments, domain name, Google, email.

- Online payment** Secure payment Not connected Set up
- Domain name** Your own address Not connected Set up
- Google SEO** Google Search Console Not connected Set up
- Visit statistics** Google Analytics Not connected Set up
- Professional email** Your sending address Requires: Domain name

"Connect a service" tab.

+ Add to your site 0/6 🔧 Connect a service 0/5 📧 Manage and communicate 0/4

Track your site and email your customers: each option adds its own page to the menu.

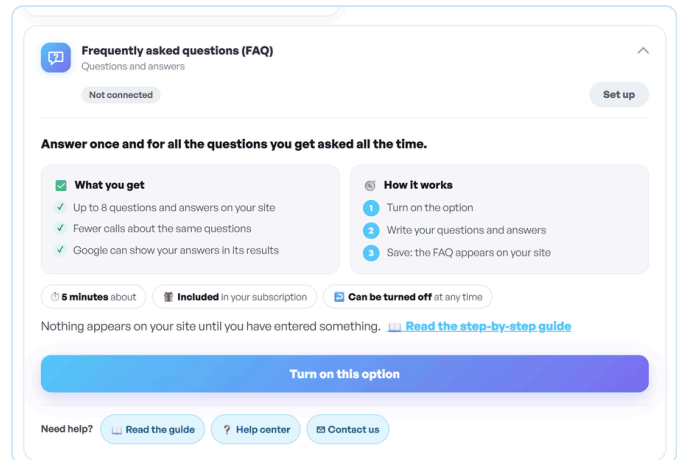
- SEO** Title and description on Google Not connected Set up
- Site statistics** Visits and page views Not connected Set up
- Email campaigns** Write to your contacts Requires: Professional email
- Automatic replies** Acknowledgment of receipt Requires 2 options

"Manage and communicate" tab.

2. Turning on an option, step by step

Every option is turned on the same way. Let's use the FAQ as an example.

- 1 **Open the right tab**, then click the card (or **"Set up"**): it expands.
- 2 **Read the overview**: "What you get", "How it works", the time it takes, and the "Read the step-by-step guide" link.
- 3 Click **"Turn on this option"**. No confirmation is needed: the card opens straight onto its settings.
- 4 **Fill in the fields**, then click the card's save button.
- 5 **Check your site** (ideally on a phone) to make sure everything looks the way you want.



An expanded card, before it is turned on.

Status badges

Badge	Meaning
Not connected	The option is not turned on.
In progress	You turned it on, but something is still missing. Nothing shows on your site yet.
Connected	The option is live. The card's button becomes "Manage" , and a short summary shows on the collapsed card.
To check	A setting has a problem (for example a test email that failed to send): reopen the card.
Requires: ...	This option needs another one to work (see next page).

Turning off an option

At the bottom of every active card, the **"Turn off this option"** link asks you to confirm, then removes its content from your site. For connected services (Stripe, domain name, Search Console, Analytics), the card's **"Remove"** button does the same job. You can turn the option back on later from the same card.

3. Linked options and new menu pages

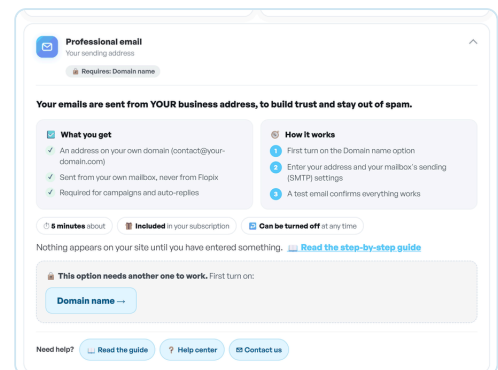
Three options need another one first

Option	First you need
Professional email	A domain name , connected and verified.
Email campaigns	The professional email , set up and tested.
Automatic replies	The contact form and the professional email .

Until then, the card shows "🔒 Requires: ..." and, once expanded, a button that takes you to the option to turn on first.

💡 The recommended order for "doing emails"

1. Domain name (verified) · 2. Professional email (test passed) · 3. Contact form · 4. Automatic replies and campaigns.



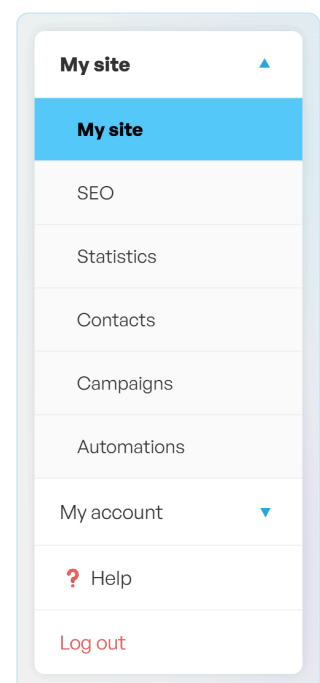
Professional email, locked until a domain is connected.

Extra pages in your menu

Some options add a page to your menu, under "**My site**" (or "My sites"). The page shows up as soon as you turn the option on; the card confirms it with "✅ It is enabled. The "... page is now in your menu, under My site."

Option turned on	Page added
SEO	SEO
Site statistics	Statistics
Contact / quote form	Contacts
Online payment	Orders
Email campaigns	Campaigns
Automatic replies	Automations

If you open one of these pages without the option (from an old bookmark, for example), you are taken back to the advanced options to turn it on.



The menu after turning options on.

4. Image + text block

⌚ 3 min

A box with an image on one side and your text on the other: a specialty, a flagship product, a current offer, your story.

Step by step

- 1 **"Add to your site"** tab, **"Image + text block"** card, then **"Turn on this option"**.
- 2 **Title (optional)**: a few words, for example "Discovery offer".
- 3 **Text**: two or three sentences (1,500 characters max).
- 4 **Image**: click to pick a photo from your device.
- 5 **Image position**: "Image on the left" or "Image on the right".
- 6 Click **"Save"**.

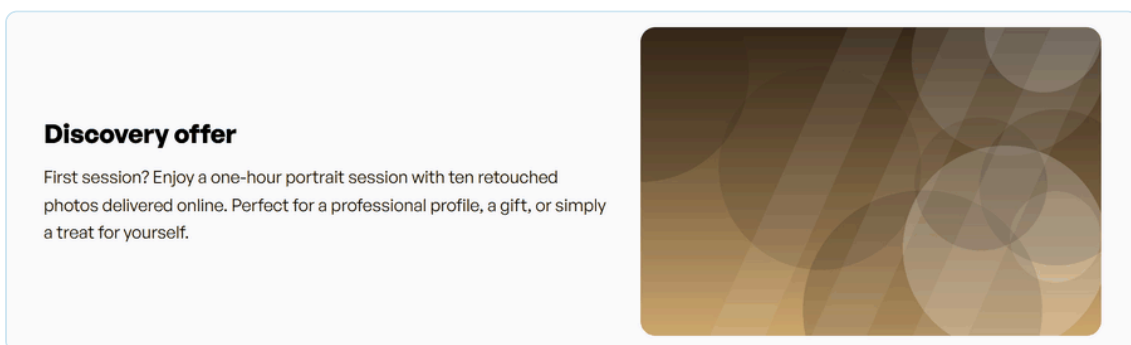
The card's settings, filled in.

⚠ Common pitfalls

- Too much text drowns the image: stick to the essentials.
- To change the photo, pick a new one: it replaces the old one. The "Remove the image" box deletes it.

✅ What shows up next

The box is added to your site. Choose where it goes among the other sections with the "Section order" tile on your site's page.



The result on the site, image on the right.

5. Customer reviews

3 min

Up to three reviews from your customers, shown on your site with their stars. They reassure future customers.

Step by step

- 1 "Customer reviews" card, then "Turn on this option".
- 2 For review 1: **First name**, **Last name** (an initial is enough), a **Rating** from 1 to 5 stars and the **Review** text.
- 3 A second or third one? Click "+ Add a review".
- 4 Check the certification box: you confirm the reviews are real and verifiable.
- 5 Click "Save reviews".

⚠ Common pitfalls

- Without the box checked, the reviews are not saved.
- Never make up reviews: it is against the law. Use real messages from customers, with their consent.

A review entered, certification checked.

✅ What shows up next

A "Customer reviews" section on your site, with a note saying the reviews are certified by the site owner.

The result on the site.

6. Google reviews link

⌚ 2 min

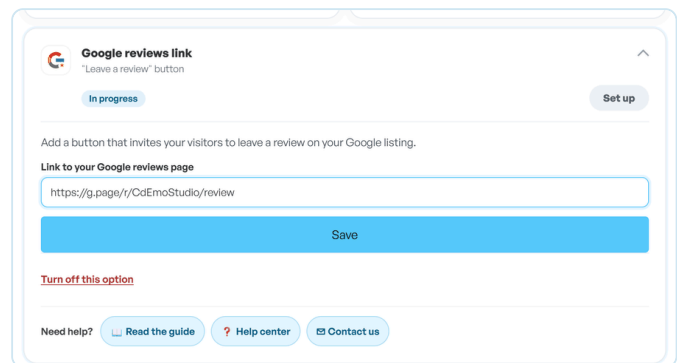
A "Write a review on Google" button that sends your visitors to your Google business profile. More Google reviews means more visibility near you.

Get the right link

- 1 Open your Google Business Profile, signed in to your Google account.
- 2 Look for **"Ask for reviews"** and copy the link it gives you. It looks like **https://g.page/r/.../review**.

Add it to your site

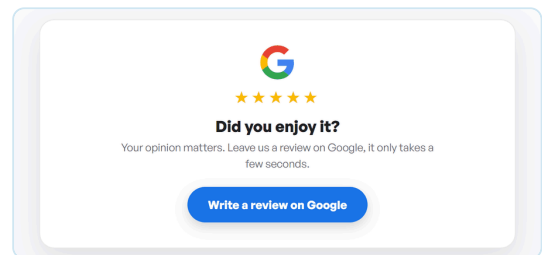
- 1 **"Google reviews link"** card, then **"Turn on this option"**.
- 2 Paste the link into **"Link to your Google reviews page"**.
- 3 Click **"Save"**.



The link pasted into the card.

⚠ Common pitfalls

- A plain Google Maps address opens your profile, not the review window: make sure you use the "Ask for reviews" link.
- No Google profile yet? Create one first: it is free.



The result on the site.

✅ What shows up next

A "Did you enjoy it?" box with its button, on your site.

Customer reviews or Google reviews link?

Both! Customer reviews show **on** your site; the link sends your visitors **to** Google to leave their own.

7. Frequently asked questions (FAQ)

5 min

Answer once and for all the questions you get asked all the time: fewer calls, and Google can show your answers in its results.

Step by step

- 1 "Frequently asked questions (FAQ)" card, then **"Turn on this option"**.
- 2 Write **Question 1** and, right below, **your answer**.
- 3 Keep going with the next questions. Three rows are ready; **" + Add a question"** opens more, up to 8.
- 4 Click **"Save FAQ"**.

Which questions?

The ones people really ask you: booking, lead times, delivery, payment methods, access, parking. A clear question, a short and precise answer.

⚠ Common pitfalls

- A question **with no answer is not shown**: fill it in.
- Clearing every row and saving empties the FAQ.

✅ What shows up next

A "Frequently asked questions" section on your site: visitors click a question to read the answer.

Two questions and their answers.

Frequently asked questions

Do I need to book in advance?

Yes, ideally one week ahead. Book online with the "Book a session" button.

How long until I get my photos?

Do you travel for sessions?

The result on the site.

8. Contact / quote form

⌚ 2 min

Visitors write to you or request a quote from your site. Messages arrive by email and on your Contacts page. No cookies are set.

Step by step

- 1 "Contact / quote form" card, then "Turn on this option".
- 2 Check "Contact us", "Request a quote", or both.
- 3 Both? Choose the layout: **a single form** (visitors pick "Contact" or "Quote" at the top) or **two separate forms**, one below the other.
- 4 For each form, check the **Receiving email**: that is where messages arrive.
- 5 Set the **Requested fields** (first name, last name, email, phone): "Hidden", "Optional" or "Required". The message itself is always required.
- 6 Click "Save".

⚠ Common pitfalls

- Keep at least the email or the phone, or you won't be able to reply.
- Too many required fields put people off: ask for the essentials.
- No message coming in? Check your spam folder and the receiving email.

✅ What shows up next

The form on your site, and the **Contacts** page in your menu. Each message creates a contact there, who can later receive your campaigns.

The screenshot shows the 'Contact / quote form' configuration window. At the top, it says 'In progress' and 'Set up'. Below, it explains that messages will arrive in the inbox and that no cookies are set. It offers two options: 'Contact us' (checked) and 'Request a quote' (checked). Under 'You chose both. How should they appear on your site?', 'A single form: the visitor chooses "Contact" or "Quote" at the top.' is selected. The configuration for the 'Contact form' shows 'Receiving email' as 'contact@studio-lumiere.fr' and 'Requested fields' as: First name (Hidden), Last name (Required), Email (Required), Phone (Optional), and Message (always required). The 'Quote form' has the same configuration. A 'Save' button is at the bottom. At the very bottom, there are links for 'Read the guide', 'Help center', and 'Contact us'.

Contact and quote checked, fields set.

The screenshot shows the live website form. It has two tabs: 'Contact us' (active) and 'Request a quote'. The 'Contact us' form has fields for 'Name *', 'Email *', 'Phone', and 'Your message... *'. A 'Send' button is at the bottom.

The result on the site: two tabs.

9. English version of your site

🕒 1 min

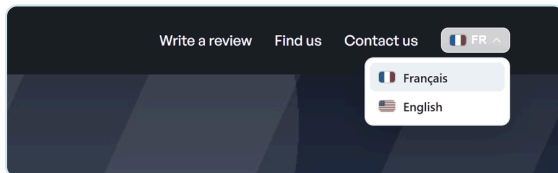
Your site in English too, translated automatically, at the same address, with an FR / EN switcher. Perfect for tourists and international customers.

Step by step

- 1 "English version of your site" card, then **"Turn on this option"**. That's it: your site is already in English.
- 2 **Optional**: a **name shown in English**, a **logo** for the English version (if yours contains French text) and up to 5 English-only **photos**.
- 3 **Optional**: write the **description** and the **button text** in English yourself; they replace the automatic translation.
- 4 Click **"Save"**.

✅ What shows up next

Your site also answers under **/en** (for example your-name.flopix.fr/en). A switcher with flags is added to the menu, and visitors whose browser is set to English see the English version right away.



The language switcher, on the site.

⚠️ Common pitfalls

- An automatic translation can miss a pun or a dish name: read your English page once.
- Links (social media, delivery, button) stay the same in both languages.
- The "Also use these images for the French version" box replaces your French photos: only check it if that's what you want.

The customizations, all optional.

10. Online payment (Stripe)

⌚ 5 min

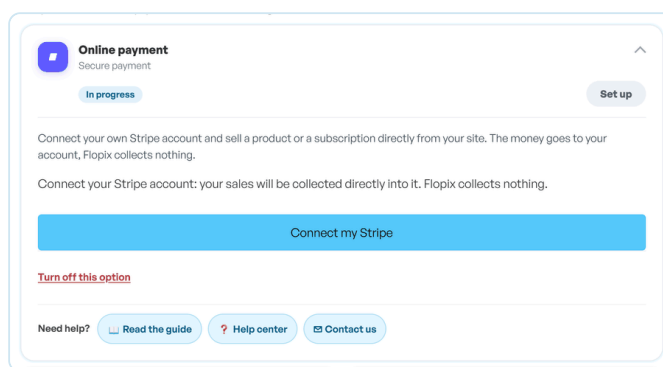
Sell a product or a subscription from your site, with a secure payment button. The money goes straight to **your** Stripe account: Flopix collects nothing and takes no commission.

Before you start

- Your site is online (active subscription or free trial).
- Keep your business details and bank details handy: **Stripe** asks for them to open or verify your account, never Flopix.
- Know what you are selling: name, price, one-time or monthly payment, and your VAT regime.

Step 1: connect your Stripe account

- 1 "Connect a service" tab, "Online payment" card, then "Turn on this option".
- 2 Click "Connect my Stripe": you go to Stripe's website.
- 3 Sign in to your Stripe account, or create one.
- 4 Authorize the connection: you come back to Flopix automatically, and the card shows "Stripe account connected".



Before connecting: a single button.

⚠ Back from Stripe with no account connected?

The Stripe sign-up was interrupted. Click "Connect my Stripe" again and go all the way through: Stripe picks up where you left off.

🔒 Your details stay with Stripe

Flopix never sees your passwords or your bank details. No one at Flopix will ever ask you for them.

Step 2: describe your product

- 1 **Product name:** short and clear, it's what the buyer sees.
- 2 **Description** (optional): what the buyer gets, the duration, the lead time.
- 3 **Product photo** (optional, but it helps sell).
- 4 **Price:** the price of your product.
- 5 **Product type:** online / digital service, physical product (shipped) or other. It sets the terms of sale added to your site.
- 6 **VAT regime:** VAT not applicable (small-business exemption, art. 293 B), price incl. VAT or price excl. VAT. If in doubt, ask your accountant.
- 7 If needed, check **"Monthly subscription"** (charged every month) and **"Email reminders for abandoned carts"** (recommended).
- 8 Click **"Save product"**.

✓ What shows up next

- The product card and its payment button, on your site.
- Basic terms of sale, added to your site's footer.
- The **Orders** page, in your menu, to track your sales.

Link your site to a service: payments, domain name, Google, email.

Online payment

Secure payment

Connected

Manage

Connect your own Stripe account and sell a product or a subscription directly from your site. The money goes to your account, Flopix collects nothing.

☒ Stripe account connected
☐ Product to sell defined

Product name

Gift card - Portrait photo session

Description (optional)

A one-hour portrait session in the studio or outdoors, with ten retouched photos delivered online.

Product photo (optional)

Choose File No file chosen

Price (€)

Product type (for the terms of sale)

Online / digital service

VAT regime

VAT not applicable (small-business exemption, art. 293 B)

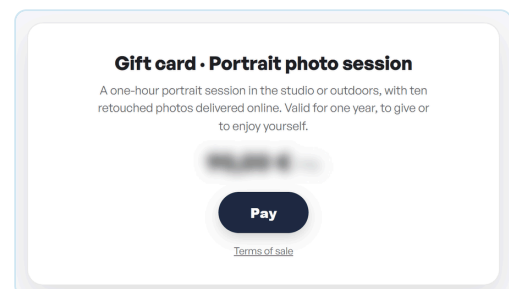
☐ Monthly subscription (recurring payment) rather than a one-time payment
☒ Email reminders for abandoned carts (a customer who started paying without finishing)

Save product Remove

Minimal terms of sale are added automatically to your site footer based on the product type.

Need help? [Read the guide](#) [Help center](#) [Contact us](#)

Account connected: the product form.



The product card on the site (price hidden in this guide).

You want to...	Where it happens
see who bought what	The Orders page, in your Flopix account
track your payouts, issue a refund	Your Stripe dashboard
change the product name or price	The "Online payment" card, then "Save product"
stop selling	"Remove", in the card (your Stripe account stays yours)

11. Domain name

10 min

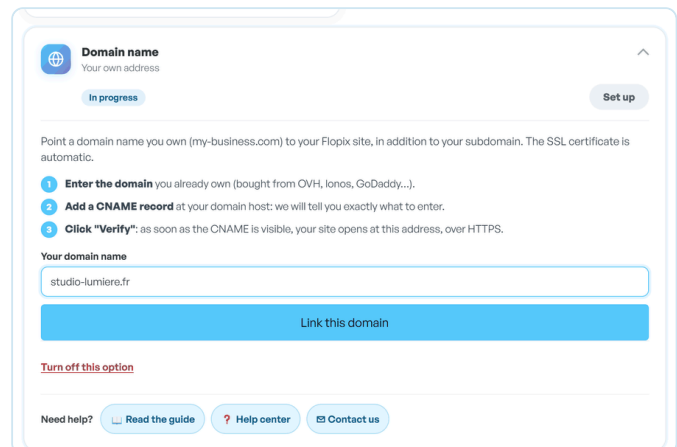
An address in your own name, like `my-business.com`, **on top of** `your-name.flopix.fr`, which stays active. The security certificate (HTTPS) is automatic.

Flopix does not sell domain names

You already own one, or you buy one from a registrar (OVH, Gandi, IONOS, GoDaddy...). You keep it there: that is where you will make one single change.

Step 1: enter your domain

- 1 "Connect a service" tab, "Domain name" card, then "Turn on this option".
- 2 Type your domain into "Your domain name", without "https://".
- 3 Click "Link this domain".

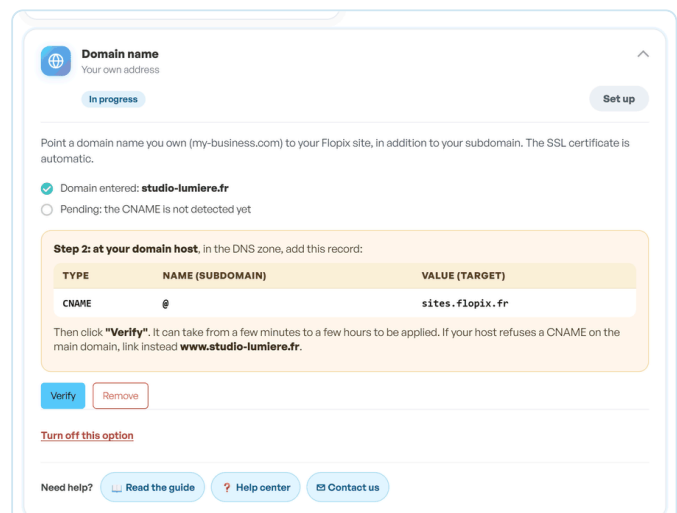


The domain entered, ready to be linked.

Step 2: add the CNAME record at your registrar

- 1 Flopix shows a small table: **Type** (CNAME), **Name (subdomain)** and **Value (target)**.
- 2 At your registrar, open the domain's **DNS zone** (at OVH: Domain names, "DNS zone" tab).
- 3 Add a CNAME record, copying the name and value exactly as shown.
- 4 Come back to Flopix and click "Verify".

It takes anywhere from a few minutes to a few hours to go through. As long as the CNAME isn't visible, the card shows "Pending: the CNAME is not detected yet": wait a bit, then click "Verify" again.



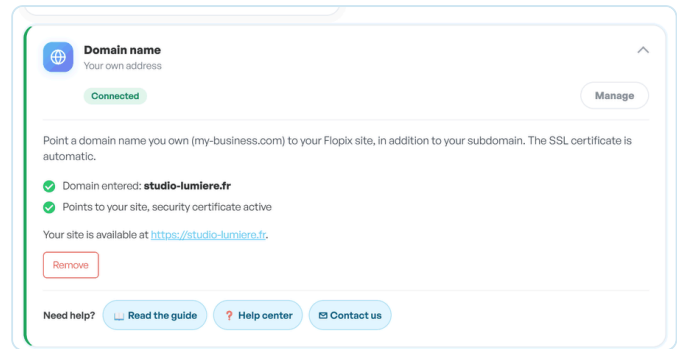
The record to copy at your registrar.

Step 3: you're live

As soon as the CNAME is visible, the card shows "Points to your site, security certificate active" and gives the link to your new address, over HTTPS.

✓ What shows up next

Your site opens at your own address. The old one (your-name.flopix.fr) keeps working: your QR codes and the links you already shared stay valid.



The domain, verified.

⚠ Common pitfalls

- **The registrar refuses a CNAME on the "bare" domain** (just my-business.com, written @): connect **www.my-business.com** instead. The card suggests it. Most registrars can then redirect the bare domain to the www.
- **Still nothing after several hours**: compare the name and value entered at the registrar with the Flopix table, character by character.
- **An old site still shows up**: another record (A or CNAME) with the same name points elsewhere. Delete it at the registrar.
- **Don't confuse this with "changing the address"** ("More actions" section of your site's page): that replaces your-name.flopix.fr and breaks QR codes already printed. A domain name is added without breaking anything.

Removing a domain

The card's **"Remove"** button (with confirmation) detaches the domain. Your site stays available at your-name.flopix.fr.

💡 What's next?

A connected domain unlocks the **Professional email** option (page 19), so your campaigns and automatic replies are sent from contact@your-domain.com.

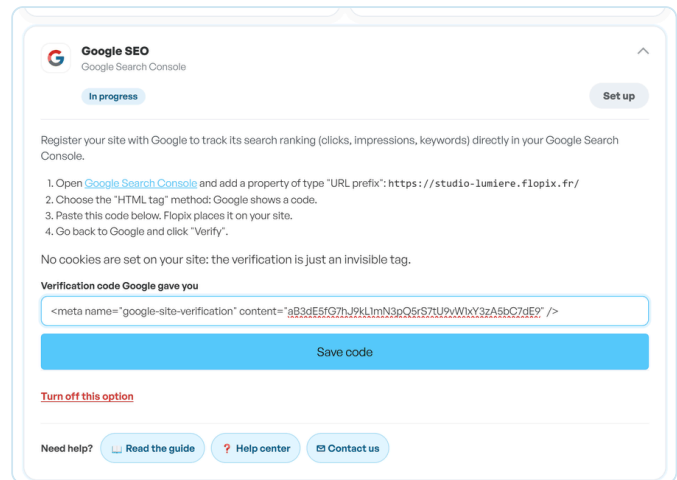
12. Google SEO (Search Console)

5 min

Register your site with Google and track clicks, keywords and rankings in your own Google Search Console. No cookies are set on your site.

Step by step

- 1 "Google SEO" card, then "Turn on this option".
- 2 Open Google Search Console (link in the card) with your Google account, and add a property of type "URL prefix": the exact address to enter is shown in the card.
- 3 Choose the "HTML tag" verification method: Google shows a code.
- 4 Copy it (the code alone or the whole tag), paste it into the card, then click "Save code".
- 5 Go back to Google and click "Verify".



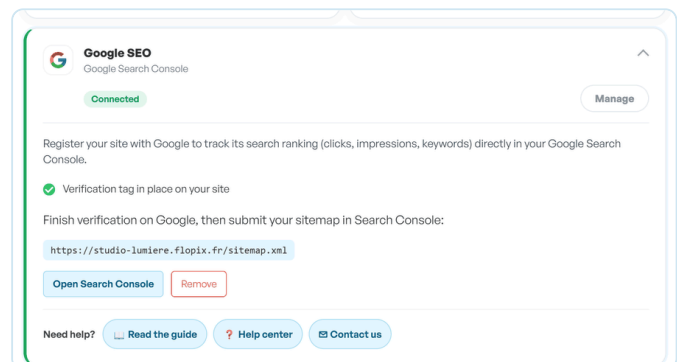
Google's code pasted into the card.

✓ What shows up next

The card confirms "Verification tag in place on your site" and gives you the address of your **sitemap** (your address followed by /sitemap.xml), created automatically. Submit it in Search Console, under "Sitemaps".

⚠ Common pitfalls

- Paste exactly what Google shows: any other tag is refused.
- The first numbers show up in Search Console after a few days.
- Connected a domain name? Register the address the card tells you.



The tag is in place.

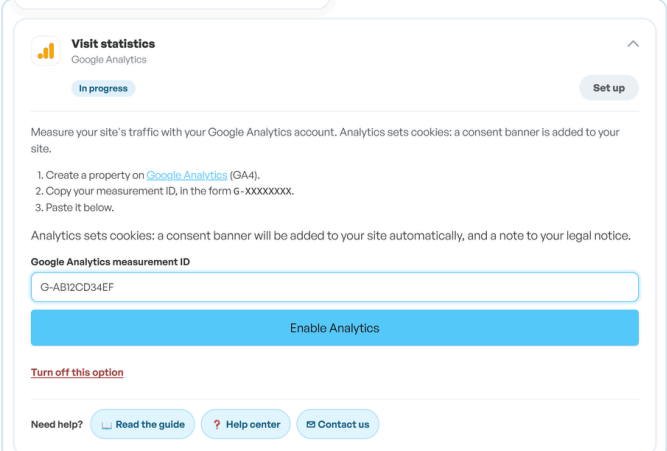
13. Visit statistics (Google Analytics)

5 min

Measure your site's traffic in your own Google Analytics account.

Step by step

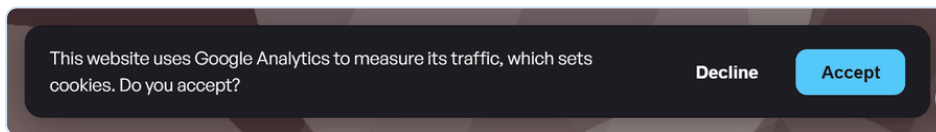
- 1 In Google Analytics, create a property (GA4) for your site.
- 2 Copy your **measurement ID**, which looks like G-XXXXXXXXX.
- 3 **"Visit statistics"** card, **"Turn on this option"**, then paste the ID.
- 4 Click **"Enable Analytics"**.



The measurement ID pasted in.

✓ What shows up next

Google Analytics sets cookies: a **consent banner** is added to your site automatically, and Analytics only loads once the visitor agrees, as the law requires. A mention is also added to your legal notice.



The banner added to the site.

⚠ Common pitfalls

- The ID must start with G-: an old "UA-" ID is refused.
- The banner bothers you? **Site statistics** (page 21) count your visits with no cookies and no Google account. Both can be used together.

Don't mix them up	What it is
Search Console	How people find you on Google: clicks, keywords, rankings. No cookies.
Google Analytics	Detailed traffic, at Google. Cookies and banner.
Site statistics	Your visits, right in your Flopix account, in one click.

14. Professional email

5 min

Your campaigns and automatic replies are sent from **your** address (`contact@your-domain.com`), through your own mailbox, never from a Flopix address.

Requirements: a domain name, connected and verified (page 15), and a mailbox on that domain (with your email provider).

Step by step

- 1 "Connect a service" tab, "Professional email" card, then "Turn on this option".
- 2 Sending address (on your domain) and Display name.
- 3 Outgoing server (SMTP), Port and Security: "Where to find these settings?" lists the common providers.
- 4 Username (often the address itself) and mailbox password. It is stored encrypted and only used to send your emails.
- 5 Click "Save and send a test email".

Sending settings for an OVH mailbox.

Your email provider	Common sending settings
OVH	ssl0.ovh.net, port 465, SSL
Google Workspace / Gmail	smtp.gmail.com, port 465, SSL, with an "app password"
Microsoft 365 / Outlook	smtp.office365.com, port 587, TLS
Ionos	smtp.ionos.fr, port 465, SSL

✓ What shows up next

A test email is sent from your address to your Flopix account address, and the card confirms "Your emails are sent from ... (verified on ...)". Campaigns and automatic replies become available.

⚠ Common pitfalls

- **Gmail or Google Workspace:** your usual password is refused. Create an "app password" in your Google account.
- The address must be on your domain (`something@your-domain.com`).
- Test failed? Check the server, port, SSL or TLS, username and password.

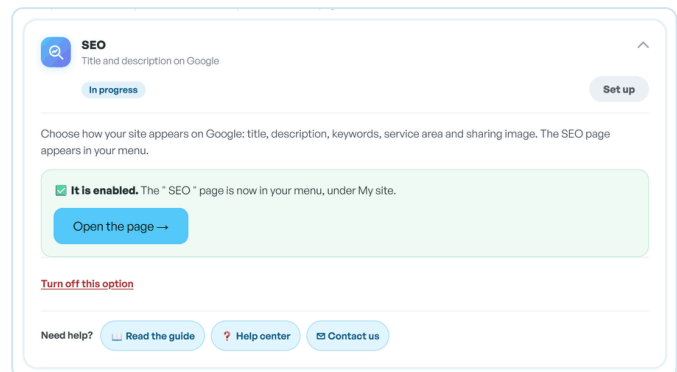
15. SEO

3 min

Choose how your site appears on Google and when it is shared: title, description, keywords, service area, share image.

Step by step

- 1 "Manage and communicate" tab, "SEO" card, then "Turn on this option".
- 2 Click "Open the page", or open SEO in your menu.
- 3 Write the **Site title** (60 characters recommended), for example "Lumiere Studio, photographer in Lyon".
- 4 Write the **Meta description** (155 characters recommended): the sentence that makes people want to click.
- 5 Expand "More settings" for keywords, price range, service area and the share image (social media).
- 6 Click "Save".



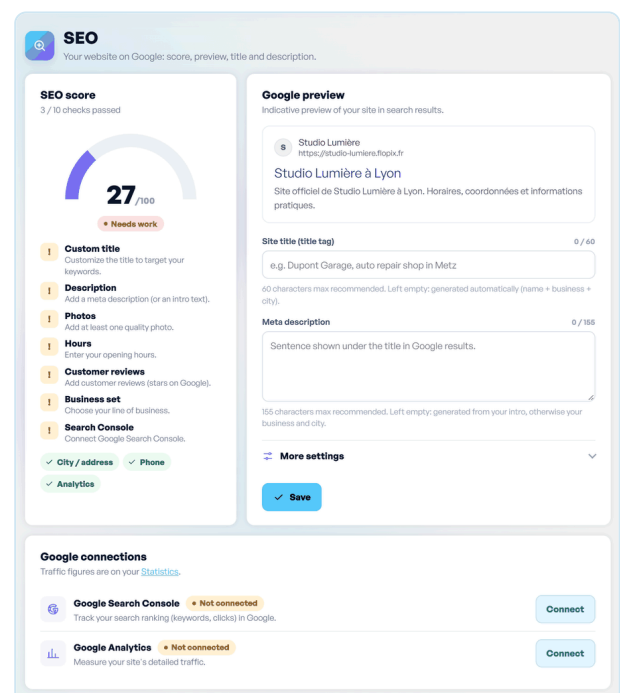
The card once the option is on.

✓ What you find on the page

- An **SEO score** out of 100, with the list of things to improve (title, description, photos, address, hours, reviews...).
- A **Google preview**, updated as you type.

⚠ Common pitfalls

- Left empty, the title and description are generated automatically (name, business, city): that works, but text written by you does better.
- Turning the option off removes the page from the menu, but keeps what you wrote.



The SEO page.

16. Site statistics

🕒 1 min

Your visits, right in your Flopix account: no Google account, no cookie banner.

Step by step

- 1 "Manage and communicate" tab, "Site statistics" card, then "Turn on this option". Nothing else to fill in.
- 2 Open **Statistics** in your menu, whenever you like.

What you'll see

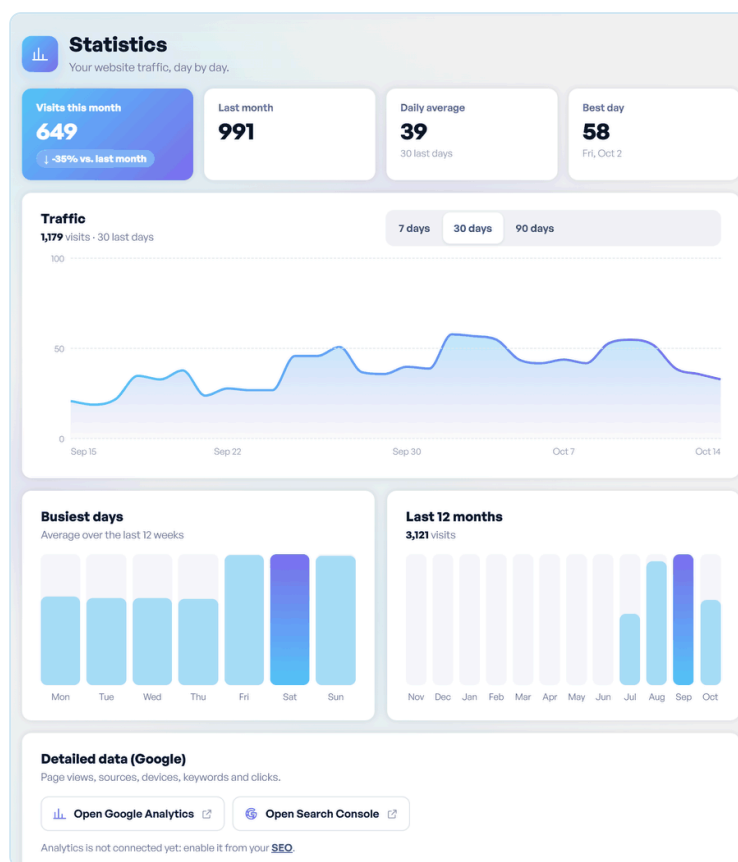
- Visits this month and last month, the daily average, your best day.
- The traffic curve over 7, 30 or 90 days.
- Your busiest days and the last 12 months.

💡 To grow the curve

Share your site: QR code in your window, link on your social media and in your email signature, an up-to-date Google profile.

⚠️ Good to know

Numbers start when you turn the option on: an empty page for the first few days is normal.



The Statistics page (example site).

17. Email campaigns

🕒 2 min

Write to your contacts: an offer, something new, an event. Emails are sent from your professional address, with an unsubscribe link added automatically.

Requirements: the professional email, set up and tested (page 19). Your contacts come from your form: each message received adds one.

Step by step

- 1 "Email campaigns" card, then **"Turn on this option"**: the **Campaigns** page shows up in your menu.
- 2 In **New campaign**, choose the **Recipients**.
- 3 Write the **Email subject** and the **Message**.
- 4 Click **"Save draft"**, read it over, then send it.

✅ What shows up next

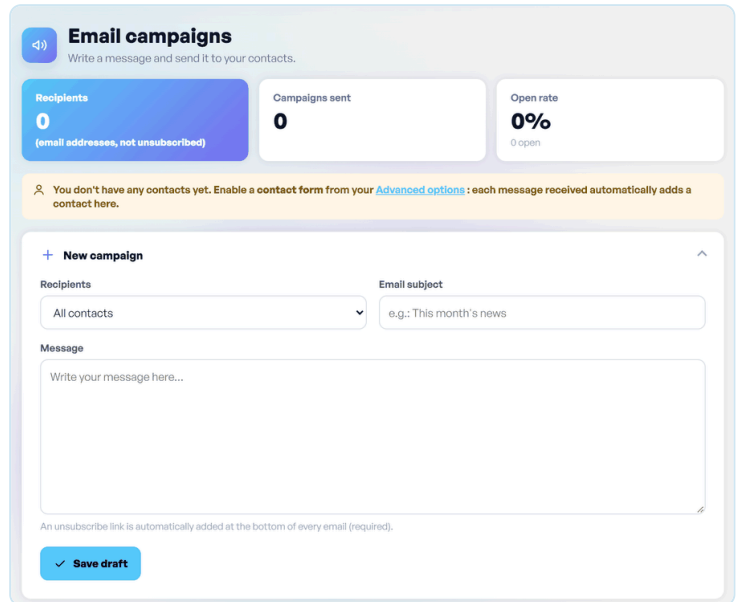
The number of recipients, campaigns sent and the open rate, at the top of the page.

⚠️ Common pitfalls

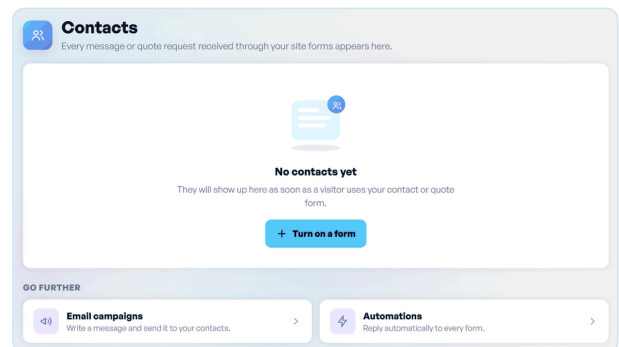
- Without a verified professional email, no email goes out.
- Only write to people who contacted you or agreed to hear from you.
- A short, concrete subject line gets opened more.

Your recipients: the Contacts page

It comes with the contact form and gathers the messages and requests you receive. Everyone who writes to you becomes a contact there: that is the list behind your campaigns and automatic replies. A contact who unsubscribes no longer receives your campaigns.

The screenshot shows the 'Email campaigns' interface. At the top, there's a header 'Email campaigns' with a subtext 'Write a message and send it to your contacts.' Below this are three summary cards: 'Recipients' showing '0 (email addresses, not unsubscribed)', 'Campaigns sent' showing '0', and 'Open rate' showing '0% (0 open)'. A yellow banner below these cards states: 'You don't have any contacts yet. Enable a contact form from your Advanced options: each message received automatically adds a contact here.' The main section is titled '+ New campaign' and contains a 'Recipients' dropdown menu set to 'All contacts', an 'Email subject' input field with the placeholder 'e.g.: This month's news', and a large 'Message' text area with the placeholder 'Write your message here...'. At the bottom of the form, there's a small note: 'An unsubscribe link is automatically added at the bottom of every email (required).' and a blue 'Save draft' button.

The Campaigns page: a new campaign.

The screenshot shows the 'Contacts' page. The header is 'Contacts' with the subtext 'Every message or quote request received through your site forms appears here.' The main content area is empty, with a central message: 'No contacts yet' and 'They will show up here as soon as a visitor uses your contact or quote form.' Below this is a blue button labeled '+ Turn on a form'. At the bottom, there's a 'GO FURTHER' section with two links: 'Email campaigns' (with subtext 'Write a message and send it to your contacts.') and 'Automations' (with subtext 'Reply automatically to every form.').

The Contacts page, still empty.

18. Automatic replies

⌚ 3 min

Everyone who writes to you through the form instantly gets an acknowledgment, from your professional address: they know their message arrived.

Requirements: the contact form (page 11) and a verified professional email (page 19).

Step by step

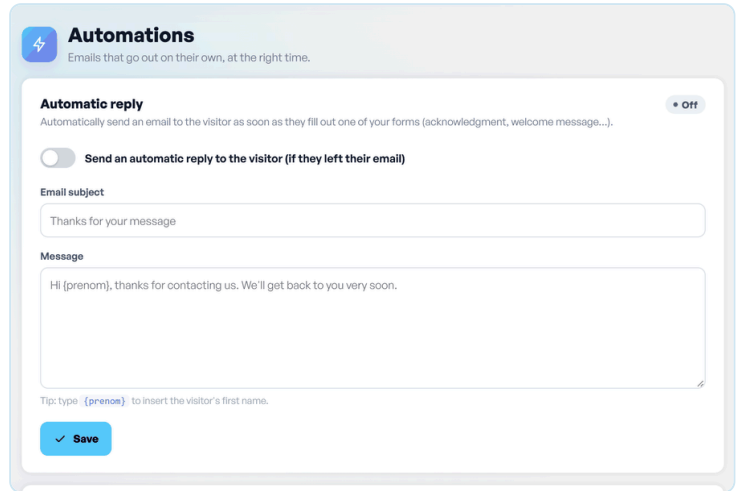
- 1 "Automatic replies" card, then "Turn on this option": the **Automations** page shows up in your menu.
- 2 Switch on "Send an automatic reply to the visitor".
- 3 Write the **subject** and the **message**.
Tip: {prenom} inserts the visitor's first name.
- 4 Click "Save".

💡 Going further: the welcome sequence

On the same page, set up a series of emails sent automatically to each new contact: a welcome message, then follow-ups, each one X days after they signed up.

⚠️ Common pitfalls

- The reply only goes out if the visitor left an email: keep the "Email" field in your form.
- Keep it simple and warm, and say how soon you will reply.



The screenshot shows the 'Automations' interface. At the top, there's a header 'Automations' with a lightning bolt icon and the text 'Emails that go out on their own, at the right time.' Below this, the 'Automatic reply' section is active, indicated by a toggle switch. The description says 'Automatically send an email to the visitor as soon as they fill out one of your forms (acknowledgment, welcome message...).' There's a sub-section 'Send an automatic reply to the visitor (if they left their email)' with a toggle switch. Below that, the 'Email subject' field contains 'Thanks for your message'. The 'Message' field contains 'Hi {prenom}, thanks for contacting us. We'll get back to you very soon.' A tip at the bottom says 'Tip: type {prenom} to insert the visitor's first name.' A 'Save' button is at the bottom right.

The Automations page: the automatic reply.

19. Questions we often get

You tell us...	What's going on, and what to do
"I can't turn anything on, it's all locked."	Your site isn't online yet. The "Put my site online" button starts the subscription (with the free trial if it's your first one).
"Does it cost extra?"	No, everything is included. Only outside services have their own fees: Stripe on your sales, your registrar for the domain.
"How much does Flopix take on my sales?"	Nothing. The money goes straight to your Stripe account: no Flopix commission.
"I added the CNAME, but Verify doesn't work."	Wait (a few minutes to a few hours), check the name and value, then try again. If the registrar refuses the bare domain, connect the www.
"Professional email is locked."	You first need a domain name, connected and verified.
"The test email fails."	Check the server, port, SSL or TLS, username and password. With Gmail: use an app password.
"A cookie banner showed up."	That's Google Analytics: the law requires it. Site statistics don't need one.
"My FAQ doesn't show all my questions."	Questions without an answer are hidden: fill them in.
"I turned off an option by mistake."	Turn it back on from the same card, then check its content and re-enter it if needed.
"Can I use it during my free trial?"	Yes: as soon as the site is online, trial included.

Where to start?

Your business	Options to turn on first
Restaurant, café	Google reviews link · Customer reviews · FAQ · SEO · English version (tourist areas)
Trades, service providers	Quote form · Customer reviews · SEO (service area) · Domain name
Coach, trainer, creator	Online payment · Form · Professional email · Automatic replies · Campaigns
Shop, salon	Customer reviews · Image + text block · Site statistics · Google reviews link

Questions? Each card has its own guide, the assistant answers right away, and the team replies in "My tickets":

contact@flopix.fr