



WEBSITE MANAGEMENT GUIDE

Your Complete Guide to the TireTutor CMS

Everything you need to confidently manage your TireTutor website.



01

Getting Started

Log in and find your way around the dashboard.



02

Pages

Create new pages and control what's on your site.



03

Navigation

Edit your header and footer menus.



04

Page Contents

Edit the text, headings and images on each page.



05

Logo, Theme & Colors

Control your site's whole look and feel.



06

Forms, Social & SEO

Route form leads and manage search/AI visibility.



07

Tire Brands

Feature brands and set their display order.



08

Services & Finance

Manage your services list and financing options.



09

Working with Images

Swap images the right way, every time.



10

Team & Job Postings

Introduce your team and collect applications.



11

Areas, Blogs & FAQs

Service areas, articles and common questions.



12

Getting Help

Where to go when something isn't covered here.



SECTION 01

Getting Started

Every TireTutor website is managed through one central CMS, and this is where your journey starts. In this section, you'll log in for the first time and get familiar with the dashboard, so you always know exactly where to go to make a change.

Logging in

When your site is ready for review, you'll receive an email with a staging link to preview the site, plus a login link to the CMS itself. Sign in with the credentials from your onboarding email:

TIRETUTOR TIP

cms.website.tiretutor.co/admin/login

tiretutor®

Email *

Password *

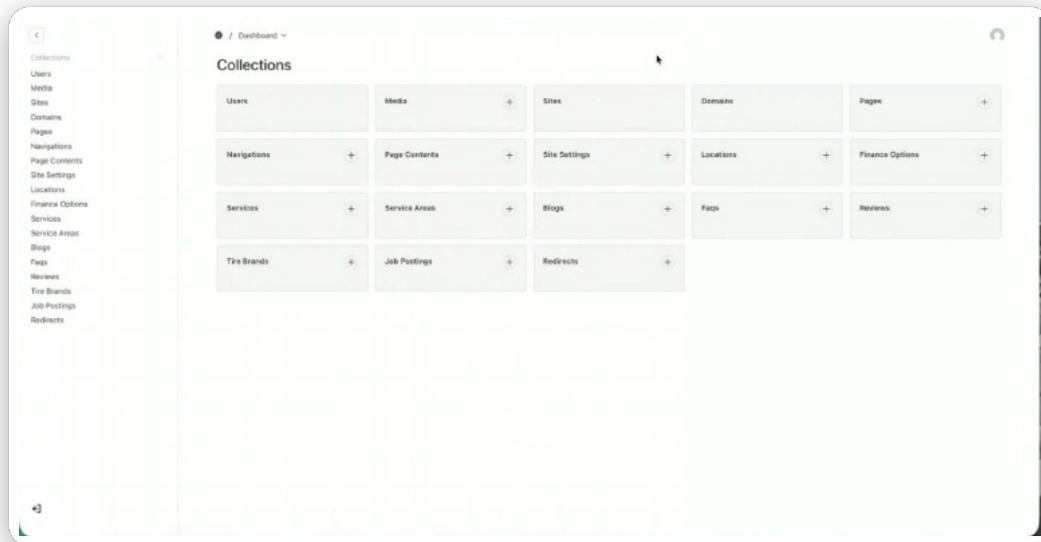
[Forgot password?](#)

Login

The CMS login page — sign in with the email and password from your onboarding email.

Finding your way around

Once you're in, the Dashboard shows every collection you can edit, organized into tiles. This same list repeats down the left-hand sidebar on every screen, so you're never more than one click away from any section.



The CMS Dashboard — every editable collection, organized into tiles.

QUICK-REFERENCE CHECKLIST

Before you start editing

- ✓ You have your onboarding email with login credentials handy
- ✓ You've bookmarked the CMS login link
- ✓ You know the Dashboard tiles map 1:1 to the left sidebar



SECTION 02 Pages

Your website is built from pages — and you're in full control of which ones exist. In this section, you'll learn how to create a brand-new page, from a seasonal coupon flyer to a dedicated rebates page, and get it live in minutes.

Click Pages in the left-hand menu to see a list of all pages currently on your site.

1

Choose Type

2

Add Title

3

Set Visibility

4

Add SEO

5

Add Content

6

Save

Creating a new page

- 1** Click Create New.
- 2** On the General tab, choose your Site under Select Site — it will usually be the only option.
- 3** Enter a Page Title, including your store name as it appears elsewhere on the site (for example, “Rebates – Portage Tire and Auto Repair”).
- 4** Set Type. Every site can only have one page of each type — Home, Services and other standard types are reserved for pre-made pages, so choose Custom for something new, like a coupon flyer.
- 5** Leave Enabled and Include in Sitemap checked so the page goes live and search engines can find it.
- 6** Switch to the SEO tab. Click Generate Slug to auto-create the page's web address, then add a Meta Title (50–60 characters) and Meta Description (150–160 characters) — what shows up in a Google search result.
- 7** Optional: under Custom Code, add header or footer script snippets if you're comfortable with code.
- 8** Under Content, add your page content — type directly or drag and drop a PDF (handy for a coupon flyer).
- 9** Click Save. Your new page is now live on the site.

The screenshot shows the 'Create New Page' form in the TIRETUTOR CMS. The form is titled '[Untitled]' and has a 'Save' button. The 'General' tab is selected, showing fields for 'Site', 'Page Title', 'Type', and visibility toggles. The 'Site' field is a dropdown menu with 'Select a value' as the placeholder. The 'Page Title' field is a text input. The 'Type' field is a dropdown menu with 'Home' as the selected value. The 'Enabled' toggle is checked, and the 'Include in Sitemap' toggle is also checked. The form is numbered 2 through 5, indicating the steps for creating a new page.

Steps 2–5 — the General tab: Site, Page Title, Type, and visibility toggles.

The screenshot shows the 'Create New Page' form in the TIRETUTOR CMS, specifically the 'SEO' tab. The form is titled 'Rebates - Aubins Auto' and has a 'Save' button. The 'SEO' tab is selected, showing fields for 'Meta Title' and 'Meta Description'. The 'Meta Title' field is a text input with a placeholder 'SEO meta title (recommended: 50-60 characters)'. The 'Meta Description' field is a text input with a placeholder 'SEO meta description (recommended: 150-160 characters)'. The form is numbered 6, indicating the step for creating a new page.

Step 6 — the SEO tab: Meta Title and Meta Description.

IMPORTANT • Heads up

Changes save directly to your live website — there is no separate staging/preview step before it goes public. Double-check content before clicking Save.



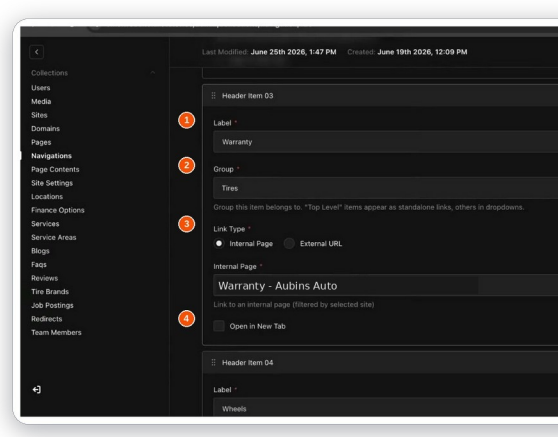
SECTION 03 Navigation

Your website's navigation helps customers quickly find what they're looking for. In this section, you'll learn how to organize your header and footer menus so your site stays easy to navigate as it grows.

Navigations controls what shows up in your menus, in what order, and how it's organized.

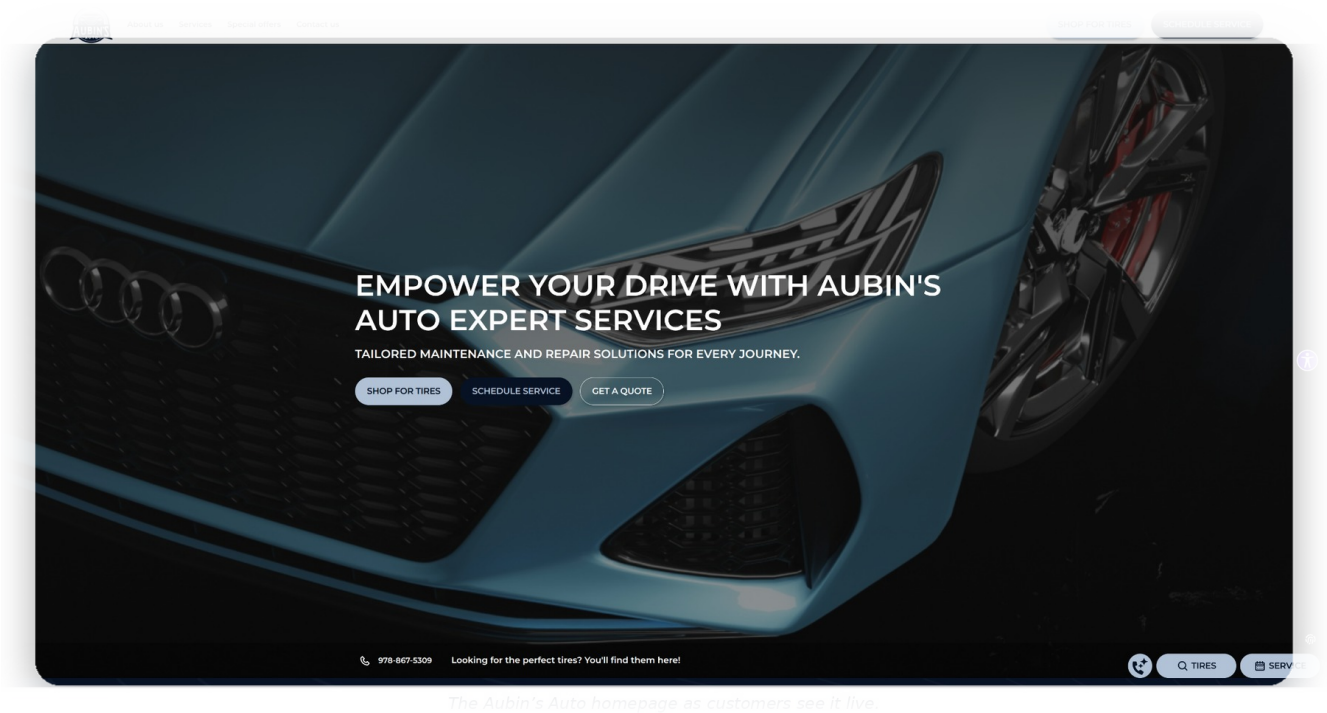
Adding or editing a menu item

- ▶ **Label** — the text customers see in the menu (for example, “Warranty”).
- ▶ **Group** — controls where the item lives — Top Level for a standalone link, or grouped under a category (like “Tires”) so it appears in a dropdown.
- ▶ **Link Type** — Internal Page to link to a page on your site, or External URL to link out (for example, to a partner site).
- ▶ **Open in New Tab** — check this for external links so customers don't navigate away from your site.



Editing a header menu item — Label, Group, and Link Type.

The same grouping options apply separately to the footer, so you can show a full menu up top and a shorter, curated list of links at the bottom.



The Aubin's Auto homepage as customers see it live.

Need help picking tires for your **Aubin's Auto's 2025 Subaru Forester Tires?** | Your tire Size/Option: Base. [How to confirm your size?](#)
Call your AI Tire Specialist (617) 539-2013

60 Results

Shop by Car

Shop by Size

Your Car

2025

Subaru

Forester

4 Dr Sport Utility Base

Start New Search

Filters for Your Tires

Brand

No Brand Preference

Tire Category

No Preference

Speed Rating

No Preference

Run-Flat Filter

☒ Non Run-Flat ☐ Run-Flat

Original Fitment (OEM)

☒ All Tires ☐ Only OEM

Tire Warranty

☒ All Tires ☐ Warrantied Tires Only

Price Range

Filter by Brand Category

All Brands

Sort By

Best Deals



Bridgestone - Weatherpeak Best Seller

[View Details](#)

Best Brand 70K Miles Warranty

Tire Size: 225/60R17H

Tire Category: All-Weather

[Request Information](#)

Current Manufacturer Rebates

\$265.18

\$315.18 / Tire Installed

Set of 4: **\$1260.72** + tax

4 [Add to Cart](#)



Bridgestone - Ecopia HL 422 Plus

[View Details](#)

Best Brand 70K Miles Warranty

Tire Size: 225/60R17H

Tire Category: All-Season

[Request Information](#)

Current Manufacturer Rebates

\$301.58

\$351.58 / Tire Installed

Set of 4: **\$1406.32** + tax

4 [Add to Cart](#)



Bridgestone - Blizzak LM001

[View Details](#)

Best Brand

Tire Size: 225/60R17H

Tire Category: Winter

[Request Information](#)

Current Manufacturer Rebates

\$249.58

\$299.58 / Tire Installed

Set of 4: **\$1198.32** + tax

4 [Add to Cart](#)



Goodyear - Assurance MaxLife 2

[View Details](#)

Best Brand 85K Miles Warranty

Tire Size: P225/60R17H

Tire Category: All-Season

[Request Information](#)

Current Manufacturer Rebates

\$275.58

\$325.58 / Tire Installed

Set of 4: **\$1302.32** + tax

4 [Add to Cart](#)

The tire catalog customers see after selecting their vehicle.

8 / 25



SECTION 04

Page Contents

This is where the words and images on your site actually live. In this section, you'll learn how to update headings, paragraphs, and photos across every page, so your site always reflects your business accurately.

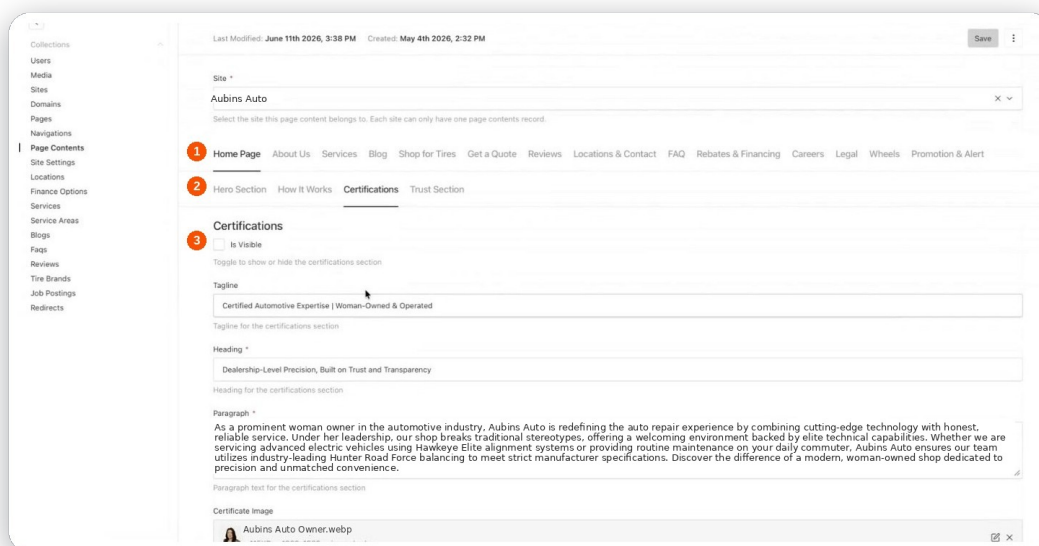
TIRETUTOR TIP · Pages vs. Page Contents

Clicking into an item under Pages only shows editable content if it's a custom page you created. Pre-made pages (like Home or Services) show blank here — their content lives in Page Contents instead.

How it's organized

Each site has one Page Contents record, organized into two layers of tabs:

- ▶ **Page tabs (across the top)** — Home Page, About Us, Services, Blog, Shop for Tires, Get a Quote, Reviews, Locations & Contact, FAQ, Rebates & Financing, Careers, Legal, and more, depending on your site.
- ▶ **Section tabs (below that)** — each page breaks down into individual content blocks — for example, the homepage has a Hero Section, How It Works, Certifications, and Trust Section.

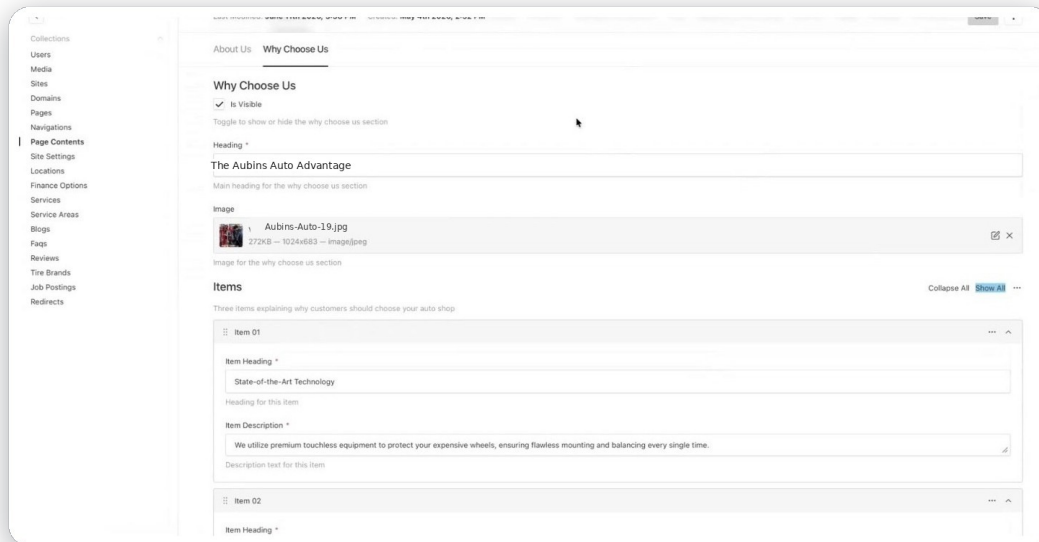


Page tabs (top) and section tabs (below) in Page Contents, plus the Is Visible toggle.

Most sections include an Is Visible checkbox — uncheck it to hide that section from the live site without deleting your content, so you can turn it back on later.

Repeatable items

Some sections (like “Why Choose Us”) hold a repeatable list of items, each with its own heading and description. Use Collapse All or Show All to manage them more easily, and add or reorder items as needed.

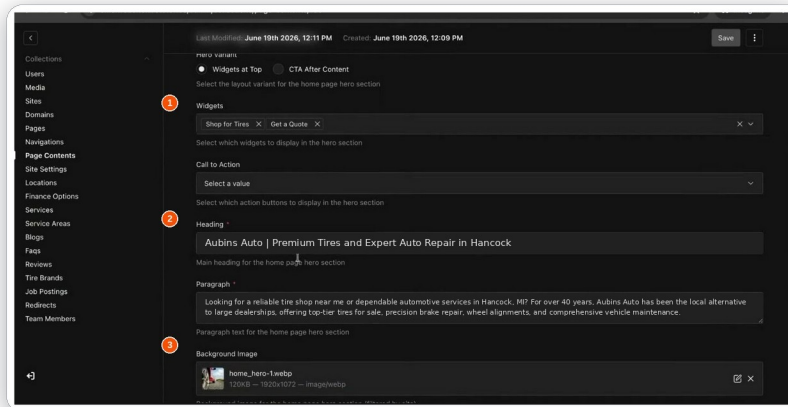


A repeatable “Items” block — each item has its own heading and description.

Example: editing your homepage hero

Under Page Contents, Home Page tab, Hero Section, you can edit:

- ▶ **Heading & paragraph** — the hero text at the top of the page.
- ▶ **Images** — the hero background image, plus up to two additional images depending on the layout.
- ▶ **Overlay Opacity** — how dark the background image is dimmed so heading text stays readable.
- ▶ **Widgets & CTAs** — which widgets appear (e.g. “Shop for Tires” or “Get a Quote”) and call-to-action buttons.



Editing homepage hero content — heading, paragraph, and images.

BEST PRACTICE

Less is more. Short, clear headings and descriptive, plain-language content help search engines match your site to real customer searches — this matters more for visibility today than dense keyword-stuffed copy did in years past.



SECTION 05

Logo, Theme & Brand Colors

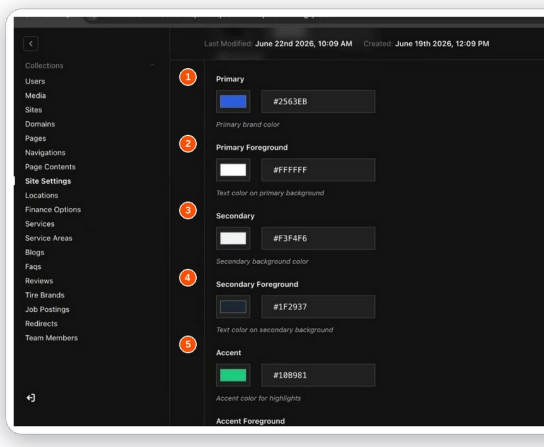
Your site's look and feel should match your brand, right down to the exact color. In this section, you'll learn how to update your logo, theme, and brand colors yourself — no redesign request or extra fee required.

Logo & theme

- ▶ **Logo** — upload a new one any time you rebrand.
- ▶ **Theme** — choose from the available color themes with one click and Save.

Brand colors

For more precise control than the preset themes, Site Settings also lets you set exact colors:



- ▶ **Primary** — your main brand color (buttons, header accents).
- ▶ **Primary Foreground** — text color that sits on top of the primary color.
- ▶ **Secondary** — a secondary background color.
- ▶ **Secondary Foreground** — text color on the secondary background.
- ▶ **Accent** — used for highlights.

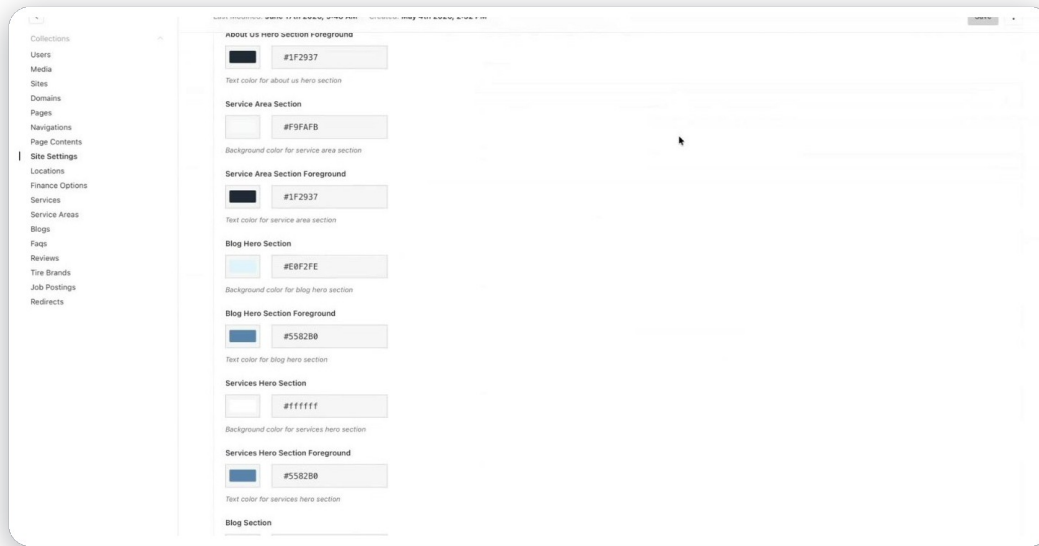
Setting exact brand colors by hex code under Site Settings.

TIRETUTOR TIP

If you don't know your brand's exact color, search your logo's “hex color code” on Google, or ask your TireTutor contact — many dealer sites are pre-matched to existing branding before launch.

Advanced: per-section colors

For finer control, the Theme tab also lets you set background and text colors for individual sections — for example, the About Us hero, Service Area section, or Blog hero can each have their own colors instead of inheriting the primary theme. Most dealers won't need this, but it's there if you want a more custom look.



Advanced per-section color controls — each content section can have its own background and text color.

**SECTION 06****Forms, Social & Search/AI Visibility**

Every lead that comes through your site depends on these settings working correctly. In this section, you'll learn how to route form submissions to the right inbox, connect your social profiles, and understand how your site shows up in search and AI results.

General, Social Media, SEO & Analytics, Widget Credentials, Action Configuration, Forms, Theme, Tracking Scripts, and Custom Code all live here.

Contact, Career & Register forms

Under the Forms tab, set the email address that should receive submissions from your site's contact form, career/job application form, and dealer registration form. Each connects to a short form — first name, last name, email and phone are required, and a resume upload is typically included for job applications.

The screenshot displays the Tally Forms configuration page. On the left is a sidebar menu with options: Collections, Users, Media, Sites, Domains, Pages, Navigations, Page Contents, Site Settings (highlighted), Locations, Finance Options, Services, Service Areas, Blogs, Faqs, Reviews, Tire Brands, Job Postings, Redirects, and Team Members. The main content area shows three form configurations, each with a numbered orange circle (1, 2, 3) next to its title. Form 1 (Contact Form) has Tally Form ID 'QK2W1g' and Submission Email 'Email address to receive contact form submissions'. Form 2 (Career Form) has Tally Form ID 'rjBgao' and Submission Email 'Email address to receive career form submissions'. Form 3 (Register Form) has Tally Form ID 'lbz586' and Submission Email 'Email address to receive register form submissions'. At the top right of the main area, it says 'Last Modified: June 22nd 2026, 10:09 AM' and 'Created: June 19th 2026, 12:09 PM'. A 'Save' button is in the top right corner.

Setting submission emails for your Contact, Career, and Register forms.

Social media links

Under the Social Media tab, add links to Facebook, Twitter/X, Instagram, LinkedIn, YouTube, and your Google Business Profile — these appear as icons on your site, typically in the footer.

This screenshot shows a form for adding social media profile links. The form is titled 'Social media profile URLs for the site' and includes fields for Facebook URL, Twitter URL, Instagram URL, LinkedIn URL, YouTube URL, and Google Business Profile URL. Each field has a placeholder text indicating the format of the URL (e.g., 'Full URL to Facebook page (e.g., https://facebook.com/yourpage)'). The form is part of a larger CMS interface with a sidebar menu on the left.

Adding social media profile links.

SEO & Analytics — how search engines and AI see your site

The SEO & Analytics tab has an SEO sub-tab with a few fields worth understanding even if you never touch them:

- ▶ **Google Site Verification ID** — proves site ownership to Google Search Console.
- ▶ **robots.txt Content** — tells search engine crawlers which parts of your site they're allowed to visit.
- ▶ **lms.txt Content** — a plain-language business profile (contact info, hours, services, service area) written for AI systems and chatbots answering “best tire shop near me”-style questions. Generated automatically.

This screenshot shows the 'Aubins Auto - Site Settings' form, specifically the 'SEO & Analytics' tab. The form includes sections for 'SEO Configuration' and 'Analytics'. The 'SEO Configuration' section has three numbered red circles highlighting the 'Google Site Verification ID', 'robots.txt Content', and 'lms.txt Content' fields. The 'Google Site Verification ID' field has a placeholder text: 'Google Search Console verification meta tag content (e.g., the content value from <meta name="google-site-verification" content="YOUR_ID_HERE" />)'. The 'robots.txt Content' field has a placeholder text: 'Content for the robots.txt file (plain text format)'. The 'lms.txt Content' field has a placeholder text: '# Business Profile: Aubins Auto'. Below these fields is a section for 'Entity Summary' with a placeholder text: 'Experience the ultimate convenience in automotive care with Aubins Auto. Whether you are searching for the best tire shop near me or need professional mobile tire installation, our certified technicians deliver dealership-level precision directly to your home, workplace, or our state-of-the-art service center in Lewisville. Shop an extensive inventory of tires for sale and book expert alignment and brake service today.'

The SEO & Analytics tab, showing robots.txt and lms.txt content.

TIRETUTOR TIP

You generally won't need to edit these directly — flag it to your TireTutor contact if something about your business (hours, services, address) changes, so this profile stays accurate.

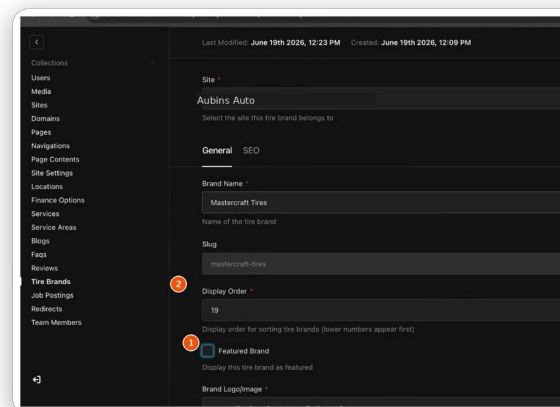


SECTION 07 Tire Brands

Highlight the tire brands you carry and control the order they appear on your website. In this section, you'll learn how to feature the brands that matter most to your shop, so customers can quickly see the products you offer.

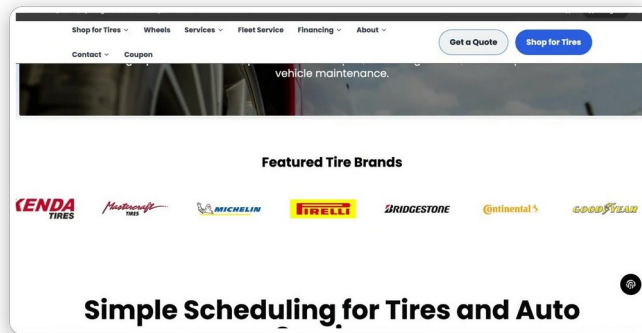
The Tire Brands section controls which brand logos appear (for example, in a “Featured Tire Brands” row on your homepage) and in what order.

- **Featured Brand** — toggle on to display a brand in the featured row; toggle off to hide it without deleting it.
- **Display Order** — set a number to control sort order — lower numbers appear first.



Editing a tire brand — toggle **Featured Brand** and set **Display Order**.

If you're part of a manufacturer program (for example, an affiliate Goodyear store), your TireTutor contact can match your site's theme colors to that brand and prioritize its tires in your brand list and display order.



Featured tire brands as they appear to visitors.

TIRETUTOR TIP

TireTutor's relationships with major tire distributors mean current rebates and promotions are reflected on your site automatically — you don't need to enter these yourself. If you want a specific brand highlighted that isn't already showing, let your TireTutor contact know.



SECTION 08

Services & Finance Options

Customers want to know what you offer and how they can pay for it. In this section, you'll learn how to manage your services list and your financing options, so both stay accurate and easy to find.

Services and Finance Options are their own top-level collections — separate from the “Services” page under Page Contents, which controls page text rather than the list of services itself.

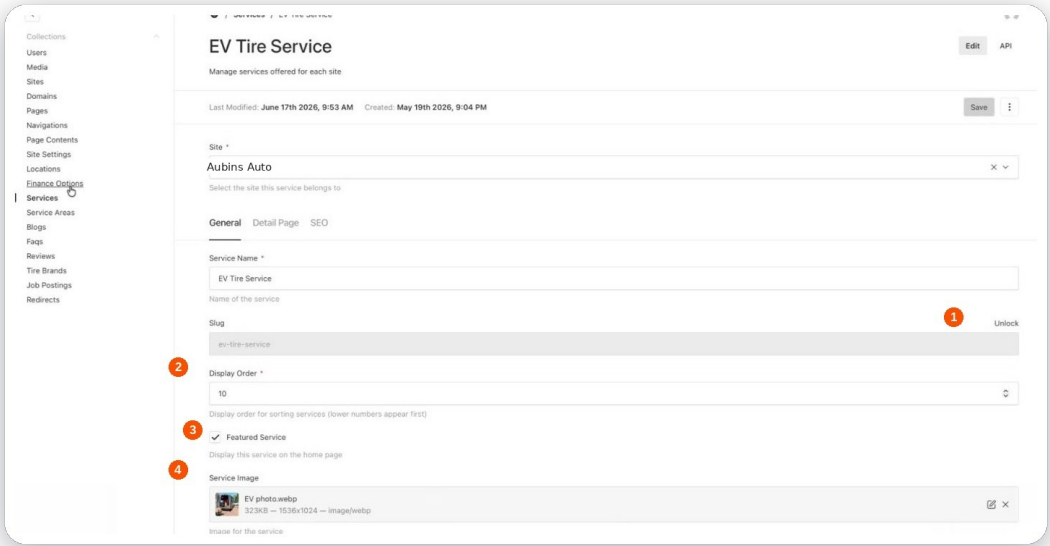
Services

The Services list works like Tire Brands: each service has a Featured Service toggle (to display it on the homepage) and a Display Order number (lower numbers appear first).

Service Name	Site	Display Order	Featured Service	Updated At
☐ EV Tire Service	Aubins Auto		false	June 5th 2026, 10:51 AM
☐ Fleet Tire Service	Aubins Auto		false	May 28th 2026, 2:47 PM
☐ Used Tires	Aubins Auto		false	June 5th 2026, 10:48 AM
☐ Tire Rotation	Aubins Auto		false	May 28th 2026, 2:43 PM
☐ Road Force Balancing	Aubins Auto		false	May 28th 2026, 2:41 PM
☐ Flat Repair	Aubins Auto		true	May 28th 2026, 1:02 PM
☐ Mobile Tire Installation	Aubins Auto		true	May 28th 2026, 1:01 PM
☐ Tire Pressure Monitoring System (TPMS) Repair and Service	Aubins Auto		true	May 5th 2026, 11:47 AM
☐ Wheel Alignment	Aubins Auto		true	June 5th 2026, 10:49 AM
☐ Tire Installation	Aubins Auto		true	May 4th 2026, 2:44 PM

The Services list — Display Order and Featured Service columns.

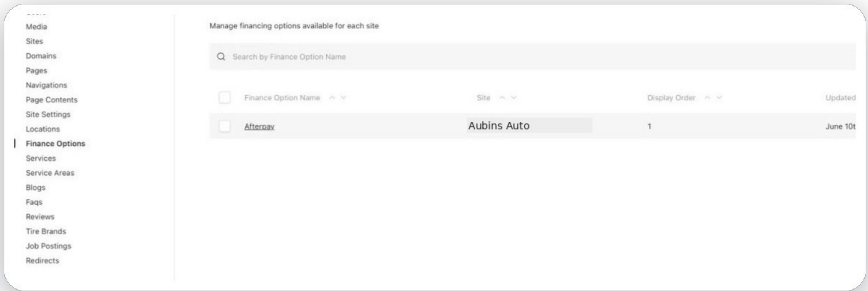
Click into an individual service to edit it. Each one has General, Detail Page, and SEO tabs, covering the service name, a locked auto-generated slug (click Unlock to change it), display order, the featured toggle, a service image, and a card description shown on the homepage.



Editing an individual service — name, slug, display order, featured toggle, and image.

Finance options

If you offer financing, a credit card program, or a service like Afterpay, manage it under Finance Options. Like Services and Tire Brands, each option has a Display Order so you can control which financing offer shows first.



The Finance Options list.



SECTION 09

Working with Images

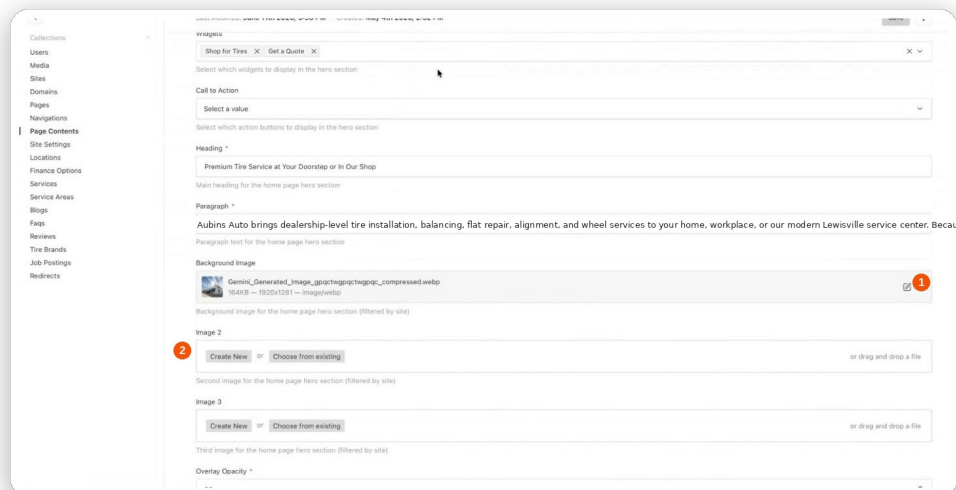
The right image can make or break a page's first impression. In this section, you'll learn the correct way to swap out images without accidentally changing them everywhere else on your site.

IMPORTANT • Avoid the global image trap

Never use the small pencil (edit) icon to replace an existing image directly — doing so changes that image everywhere it's used across the site, which can cause unexpected changes elsewhere.

Instead: click the X to remove the current image, then use Create New or Choose from Existing (or drag and drop a file) to add your replacement.

When the upload window opens, make sure you select your specific site/store — if left blank, the image gets saved to a shared library instead of tied to your site.



An empty image slot — use Create New or Choose from Existing rather than editing a shared image in place.

Image sizing

The CMS shows recommended dimensions and file size for each image slot. Keep in mind:

- ▶ **Too tall** — you may need to crop the height.
- ▶ **Too wide** — you may need to crop the width.

- ▶ **Heavily edited or resized images** — can lose quality on mobile or desktop — start with the best-quality original you have.
- ▶ **Alt text** — can be whatever's useful to you — it does not meaningfully affect SEO.

BEST PRACTICE · Mobile matters most

Roughly 70-90% of traffic to dealer sites comes from mobile devices, and a significant share arrives outside business hours. Always preview how an image and page look on a phone-sized screen, since that's how most customers will see it.



SECTION 10

Team Members & Job Postings

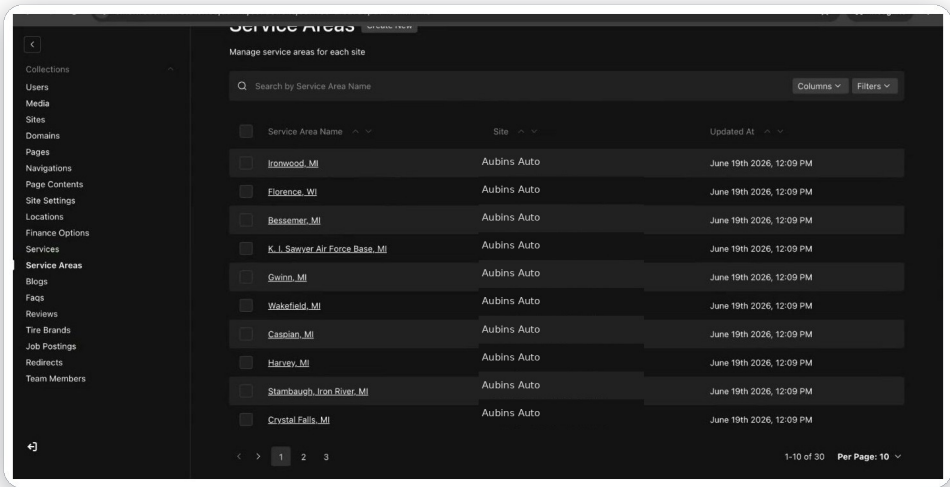
Customers like knowing who they're trusting with their vehicle. In this section, you'll learn how to introduce your team, and how to set up job postings if you're hiring, so applications land right in your inbox.

Team members

Use Team Members to build out your “Meet the Team” section — add the owner, long-term employees, or anyone you'd like customers to recognize. Once a team member is added here, their bio and photo can be placed on your About Us page through Page Contents.

Job postings

If you're hiring, Site Settings > Forms lets you set the submission email for job applications. The application form can include fields such as first name, last name, email, phone number, and a resume upload, and submissions land directly in your inbox to follow up on.



Example list view — the same list/search/filter layout is used across sections like Job Postings and Service Areas.

**SECTION 11****Service Areas, Blogs & FAQs**

Local accuracy and helpful content both make it easier for customers to choose you. In this section, you'll learn how to keep your service area list accurate, and how to use blogs and FAQs to answer common customer questions.

Service areas

Your site automatically populates a list of nearby towns as service areas. Review this list with your TireTutor contact — occasionally a non-town entry (like an apartment complex) is picked up by mistake and should be removed.

Blogs & FAQs

Use Blogs to publish articles — for example, a seasonal series on switching between winter and summer tires, or the benefits of a specific tread type. Use FAQs to answer common customer questions directly on your site. Both help customers, and search engines, find useful, specific information about your shop.



SECTION 12

Getting Help

This guide covers the most common day-to-day edits, but you don't have to figure out everything alone. In this section, you'll learn exactly what to do when you run into something this guide doesn't cover.

If you run into something not covered here, or you'd like a walkthrough with a member of the team, reach out to your TireTutor contact to schedule time.

BEST PRACTICE · Remember

You have full control over your website. You don't need to wait for a call to make most changes — this guide is here so you're never stuck waiting in a queue.



We're Here to Help

If you have questions or need assistance beyond what's covered in this guide, our team is here to help. Reach out to your TireTutor representative or contact our support team — we're always happy to help.