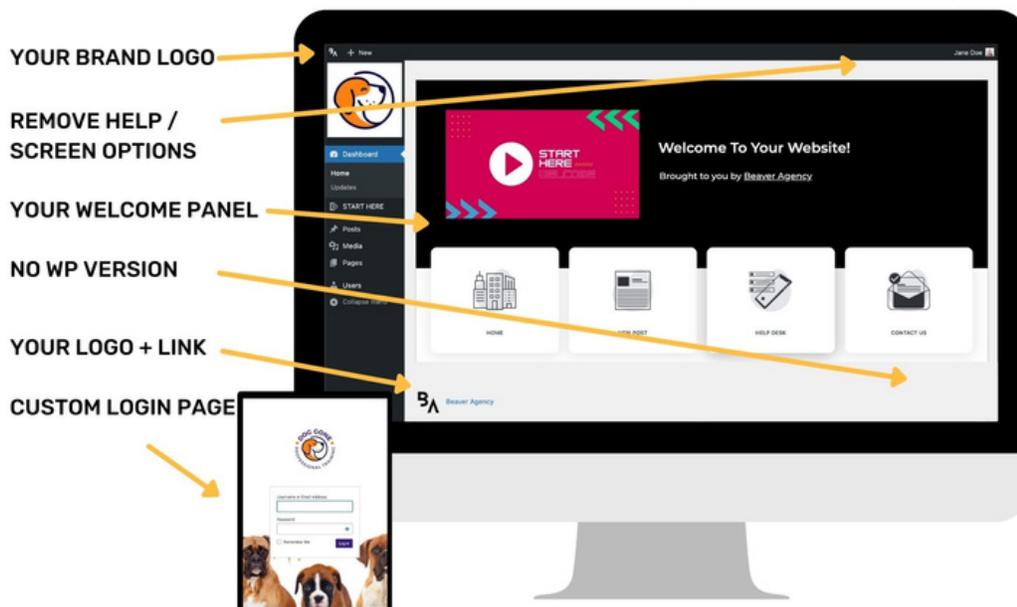


Ultimate Guide: White Label WordPress Sites

How to build personalized WordPress sites that set your agency apart from the competition and keep your clients coming back for more.

WHITE LABEL SOLUTION: Remove All Instances of WordPress + Replace With Your Branding



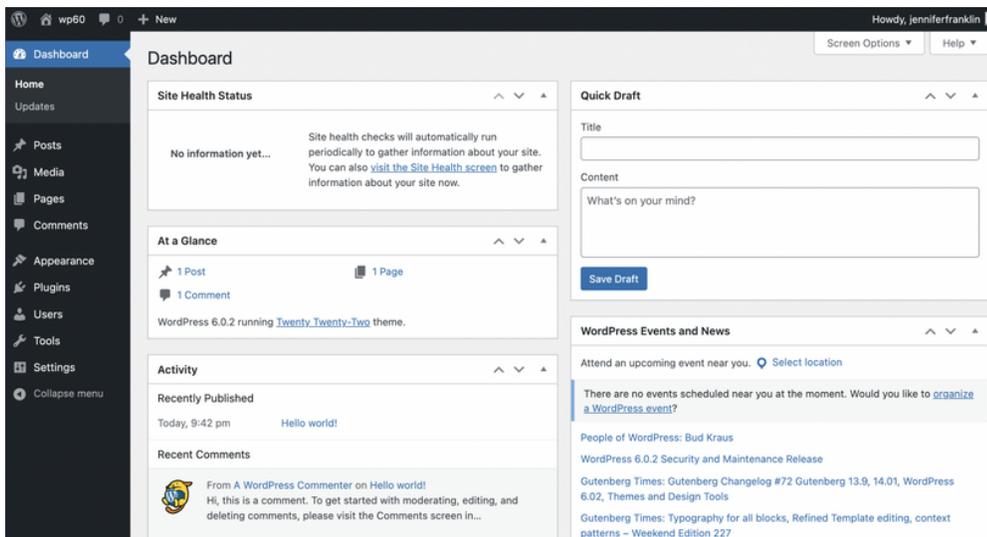
- **Goal:** To white label WordPress sites for clients.
- **Why this is important:** Create client-friendly WordPress sites.
- **Where this is done:** In the WordPress admin dashboard.
- **When this is done:** Each time you set up a new WordPress site.
- **Who does this:** The person responsible for website development.



Ultimate Guide: White Label WordPress Sites

If you're a web design agency or freelancer building websites for clients, you may find yourself spending a lot of time answering questions about WordPress and other links found in the default admin dashboard.

For example, the Site Health Status panel can be a source of unnecessary worry for some clients, and most don't need to know when the next WordPress event will be taking place:

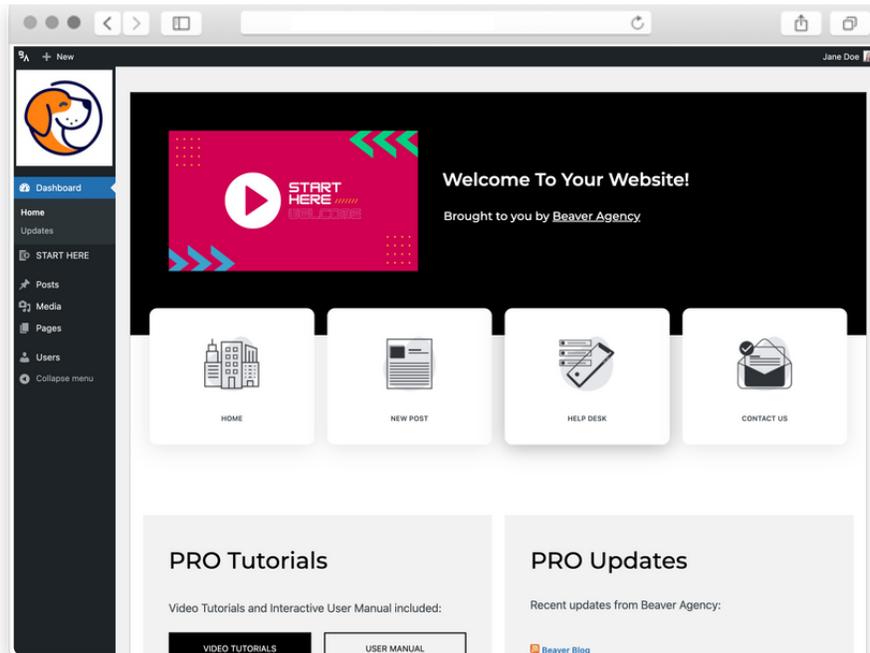


The good news is that you can customize the entire post-launch client experience through white labeling. This allows you to replace the WordPress branding with your own, customize the login page, add a custom welcome panel, remove links from the sidebar, and customize the admin settings.

In this guide, you will learn step by step how to white label WordPress so that you will be able to deliver a more professional and less confusing website experience to your clients.

Let's get started!

Here is an example of the custom WordPress dashboard you'll be creating with this guide:



TIP: You can build this custom WordPress dashboard once using the [Beaver Builder page builder](#), save it as a layout template, upload it to [Assistant PRO](#), and use it over and over again.

Table of Contents:

- Gather Your Creative Assets
- White Label Beaver Builder
- Create Custom Welcome Panel
- White Label CMS Overview
- Replace WordPress Branding With Your Brand
- Customize WordPress Login Page
- Add Custom Welcome Panel
- Hide Menus in the WordPress Dashboard
- Customize WordPress Admin Settings
- Video User Manuals Overview



Getting Started

Here is a list of tools used throughout this guide:

- Assistant PRO** - A cloud-based system that allows users to organize content into libraries.
- Beaver Builder** - Build client sites with ease; you can white label Beaver Builder with your own branding with the purchase of the Agency or Ultimate plan.
- White Label CMS** - User-friendly option to customize the WordPress dashboard so that your clients have a more personalized and less confusing WordPress user experience.
- Video User Manuals** - Allows you to add WordPress training videos and a user-manual to the WordPress dashboard. No need to create or update them - it's done for you!

Gather Your Creative Assets

Since you will be adding both your agency's and your client's branding, it is important to first gather up your creative assets so that you have them ready to upload to your client's site.

TIP: At the end of this section is a link to get access to the creative assets used in this guide.

1. Here is a list of the creative assets that we will use in this guide:

→ Client Assets

- Side Menu Image** - This image will appear at the top of the WordPress dashboard side menu. Max width 160 pixels.



- Collapsed Side Menu Image** - Appears at the top of the side menu when it is collapsed. Max width 36 pixels.

- Login Page Logo** - Replace the WordPress logo on the login page. Max width 320 pixels.



- Retina Login Page Logo** - Takes the place of the Login Page logo on larger screens. Use the standard retina format of 2x the login page logo.
- Background Image for Login Page** - Adds a background image to the login page.



→ Your Agency Assets

- Admin Bar Logo** - Replace the WordPress logo in the admin bar. Max height 20 pixels.



- Footer Image** - This image will appear in the footer replacing "Thank you for creating with WordPress." Max height 50 pixels.



- WordPress Theme Screenshot** - Replace the Beaver Builder theme screenshot in Appearance > Themes. 1200 x 900 pixels.



- Page Builder Logo** - This image will appear in the top left corner of the Beaver Builder page builder interface. You can also use your agency footer image here.
- Custom Logo For Video User Manual Plugin Pages** - Appears top left of the page next to the heading. You can use your footer image here as well. 32 pixels high looks best.
- Custom Video User Manual eBook Image** - Create an eBook cover and upload here. Sizes vary.





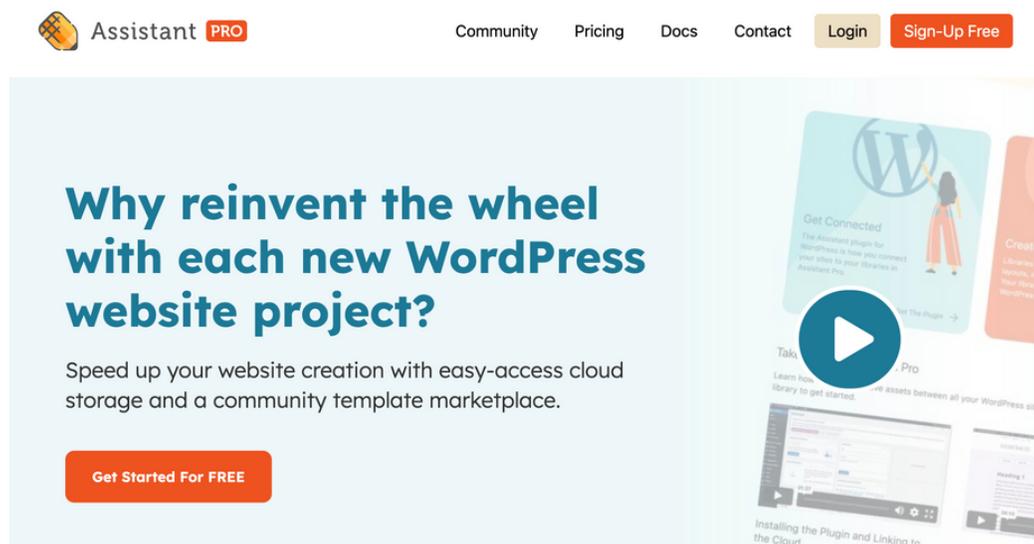
Ultimate Guide: White Label WordPress Sites

- Custom Video User Manual Video Player Logo** - Max size 86 x 86 pixels.
- Custom Video User Manual Video Placeholder** - This is the image that appears before the video plays. Should be 960 x 600 pixels.



2. Upload your graphics to a central location. You can create an Assistant Pro Library (similar to Dropbox, but for WordPress developers) to store and share your assets.

- Create an Assistant PRO account.
 - Go to assistant.pro and click the [Sign-Up Free](#) button.
 - Fill out the registration form.
 - Use the request for verification you receive via email to verify your account.
 - Click the Verify Email Address button to complete your registration.

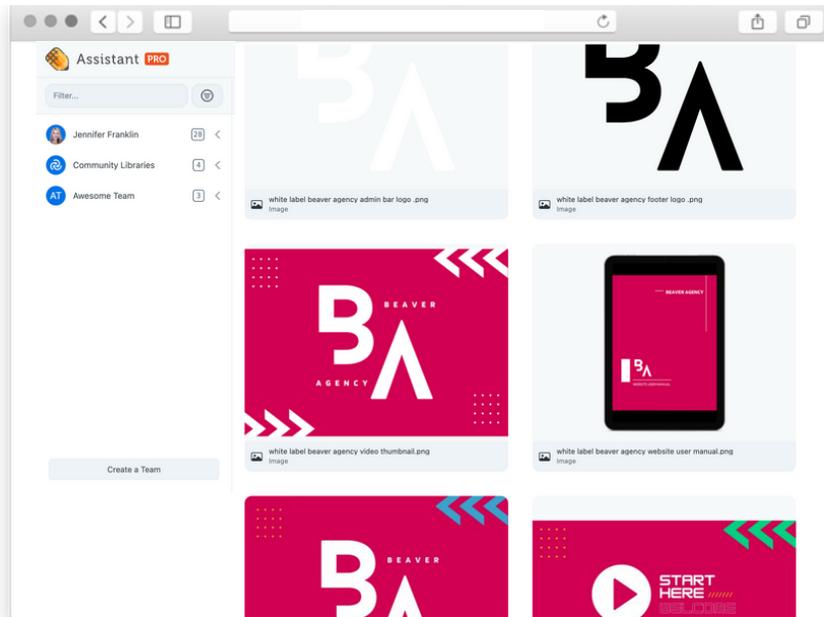


- Create an Assistant PRO library.
 - From your Assistant PRO account, click on the **Libraries** menu.
 - In the sidebar, enter the library name.
 - Click the Enter button or hit Enter / Return on your keyboard.

TIP: Premium users can also make the library private by clicking on the lock icon.

- Upload your creative assets to the Assistant PRO Cloud library.
 - Select the library you would like to add items to.
 - Click the **Plus (+) icon**.
 - In the Add Items section, click **Media**, then drop your images onto the page or click **Select Files**.

- CLICK HERE** to gain access to the White Label Assistant PRO Library with demo content that we created for this guide (you must be logged in to view):



TIP: Use the [Assistant plugin](#) to connect WordPress websites to Libraries in Assistant Pro. Libraries can be shared between a website and the cloud, making them accessible to other websites, other Assistant Pro cloud users, and Assistant Pro cloud team members.

- Upload the demo content to your WordPress site. You can [import an entire Assistant Pro library to a website](#). Importing a library in one step imports all of the creative assets in your library except colors.
- From your WordPress dashboard, go to **PLUGINS > ADD NEW** and search for the **Assistant** plugin by Beaver Builder in the Keyword search box.
 - Click **INSTALL NOW**. Then, **ACTIVATE**.
 - From the front end of your site, click the **Pencil** icon to launch Assistant.
 - Click the **Libraries** app, select the library you'd like to import to your site.
 - Click the **Gear** icon to open the library settings.
 - In the **Import Library** section, click the **Import Library** button.

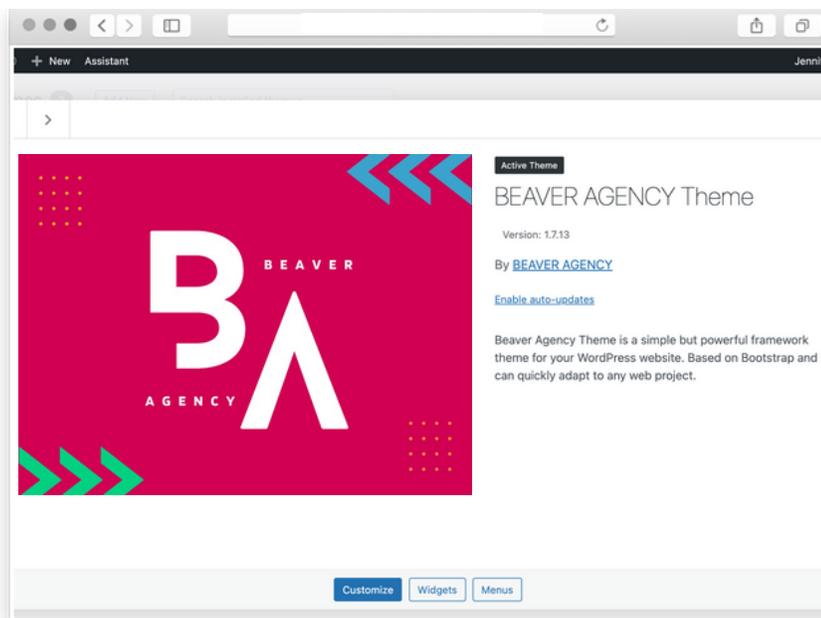
White Label Beaver Builder

Beaver Builder's Agency and Ultimate plans include white labeling so that you can replace the Beaver Builder branding with your agency's business name, logo, and links.

TIP: Use the Beaver Builder Theme and Page Builder to create your client sites. In this guide, you will use the page builder to build a custom welcome panel.

- White Label Beaver Builder Page Builder Plugin
 - From the WordPress dashboard, click **SETTINGS > BEAVER BUILDER**, then click the **Branding** tab.
 - Add your custom plugin name and URL to your custom icon to replace the Beaver Builder logo.

- White Label Beaver Builder Theme
 - Go to **SETTINGS > BEAVER BUILDER > BRANDING** to customize the following: Theme name, Theme description, Theme company name, Theme company URL, and a URL that displays a screenshot of the theme.



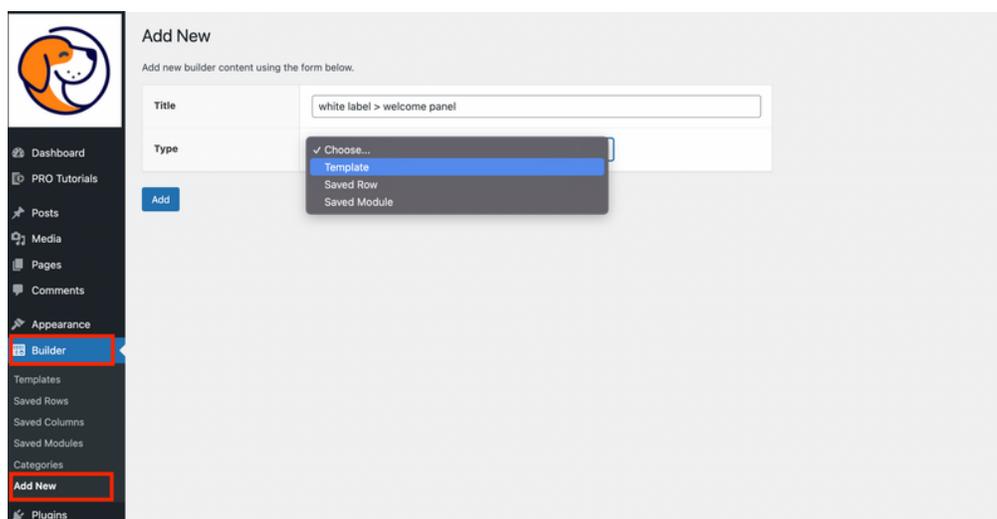
Create Your Custom Welcome Panel Layout Template

The next step is to create and save your custom layout template to replace the default WordPress dashboard Welcome Panel. To do this, we will use Beaver Builder. This way, we will be able to easily add it to our dashboard.

TIP: If you prefer to use the DEMO TEMPLATE, then you can skip this step.

From your WordPress dashboard, click the link in the sidebar to open up your white labeled page builder. Note that the link name to the page builder will no longer be **BEAVER BUILDER**, rather it will be the Plugin Name that you gave it in the previous step.

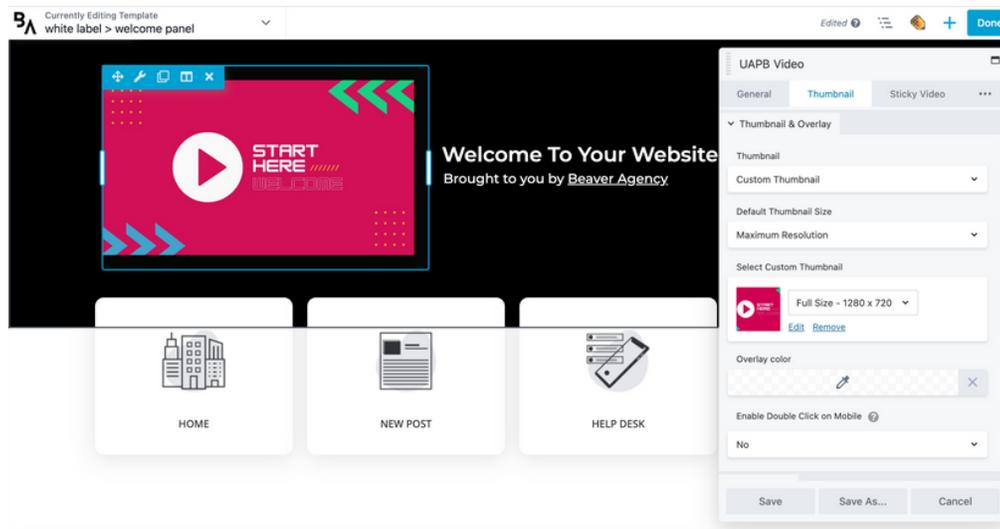
Give your New Template a unique Title. For **TYPE**, choose **TEMPLATE**:



Click **ADD SAVED TEMPLATE**. In the next window, click the **LAUNCH** button to open up the editor.

In the next window, click the **LAUNCH** button to open up the editor.

- Click the **PLUS** button in the top right corner to open up the Content Panel. Click **MODULES**. Now drag and drop the various elements onto your page layout to build your custom Welcome Panel:



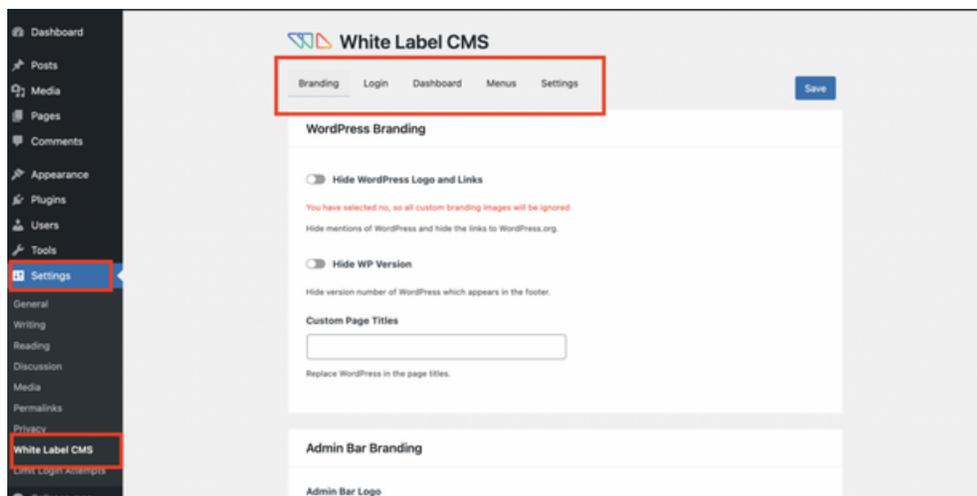
- Not sure what to include in the Welcome Panel?** Think about some areas where your clients usually get stuck. Consider helping them in advance by providing information about what to do first or who to contact in case they have a question. Here are some ideas:
 - Welcome Text / Video
 - Helpful Links
 - FAQ's
 - Training Videos
 - RSS feed
 - Analytics
- Once you have finished creating your design, click **DONE > PUBLISH** in the top right corner of the page. We now have our saved layout template that can be used in the upcoming step to replace the default WordPress Dashboard.

□ White Label CMS Overview

The White Label CMS plugin allows you to customize the entire client experience, including the login page, WordPress dashboard panels and admin menus.

□ Install the White Label CMS plugin

- From your WordPress dashboard, go to **PLUGINS > ADD NEW** and search **White Label CMS** in the Keyword search box.
- Click **INSTALL NOW**. Then, **ACTIVATE**.
- To use the White Label CMS plugin, go to **SETTINGS > WHITE LABEL CMS** to open up the settings page and configure the plugin:



This is where you will be able to customize every detail of the admin area so that there is no mention of WordPress. At the top of the page, you will see the following five tabs:

- **Branding:** Allows you to replace WordPress branding with your own.
- **Login:** The login tab is where you will customize the WordPress login page.
- **Dashboard:** The dashboard tab is where you will add your custom Welcome Panel.
- **Menus:** Allows you to show / hide menus in the WordPress dashboard.
- **Settings:** The settings tab is where you will customize WordPress admin settings.

In the following sections, we take a closer look at each of these headings to help you understand how to configure them for your site.

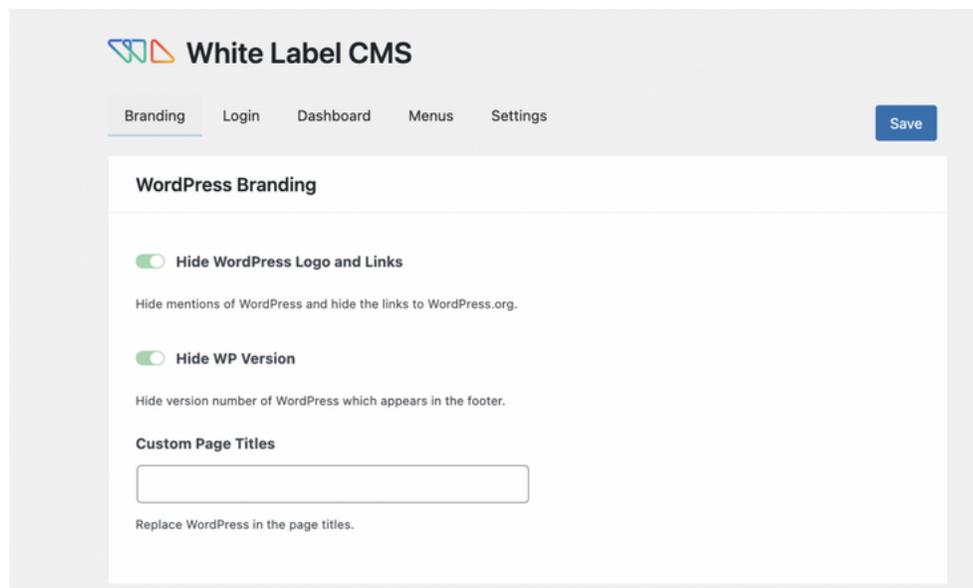
Replace WordPress Branding With Your Brand

The Branding tab is where you will be able to replace the default WordPress logo and links with your own. This is divided up into the following sections:

WordPress Branding

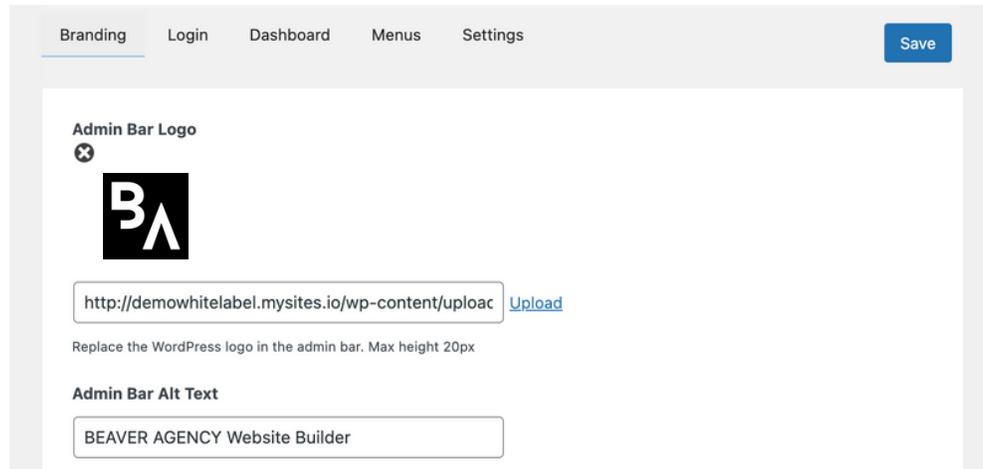
The WordPress Branding section of the White Label CMS plugin is where you can toggle on to hide the WordPress logo, links and version number:

- **Hide WordPress Logo and Links:** Hide mentions of WordPress and hide the links to WordPress.org.
- **Hide WP Version:** Hide version number of WordPress which appears in the footer.
- **Custom Page Titles:** Replace WordPress in the page titles.

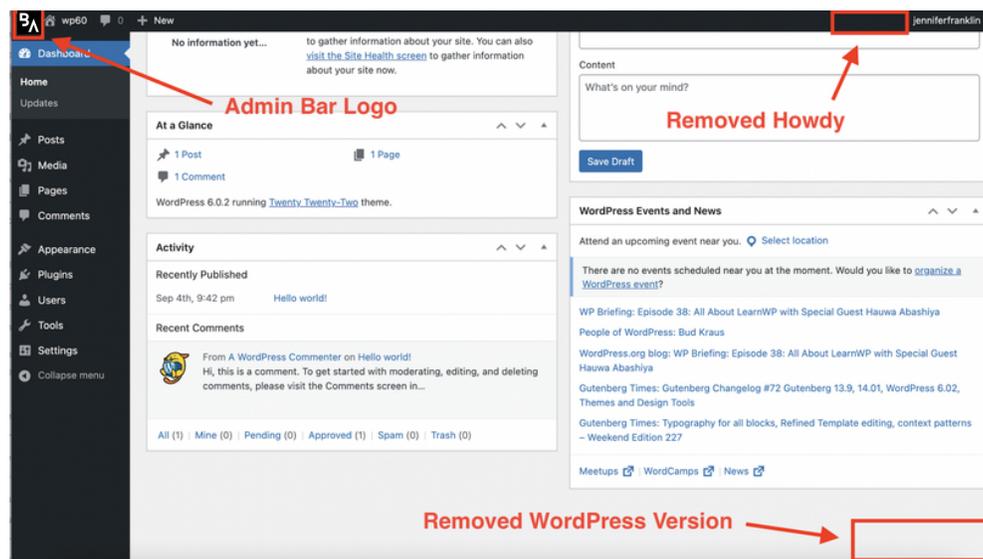


☐ Admin Bar Branding

The Admin Bar Branding Section is where you can replace the admin bar branding with your own:

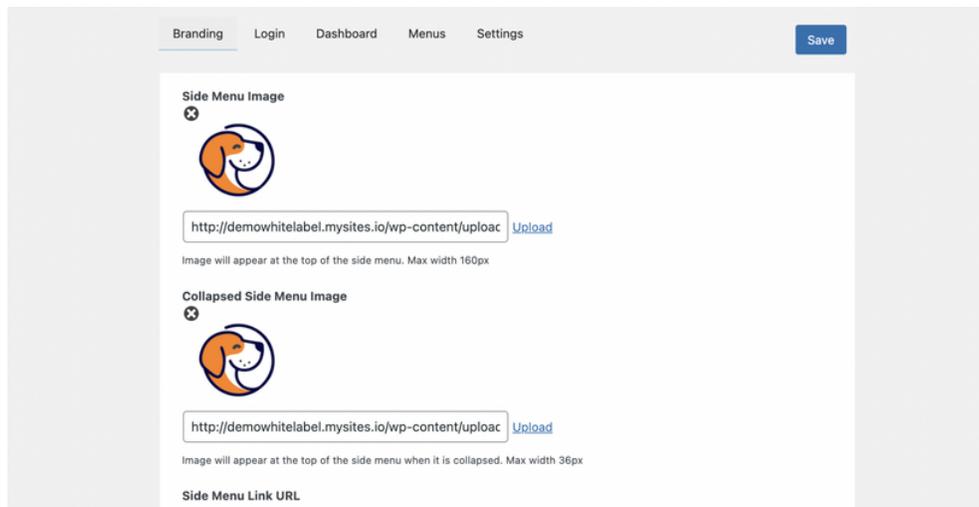


- **Admin Bar Logo:** Replace the WordPress logo in the admin bar. Max height 20 pixels.
- **Admin Bar Alt Text:** Replace the “WordPress” Alt text.
- **Replace Howdy Text:** Add a space to completely remove it from the admin bar. Or replace it with something like, “Hey”.
- **Admin Bar URL:** Replace the link to WordPress.org.

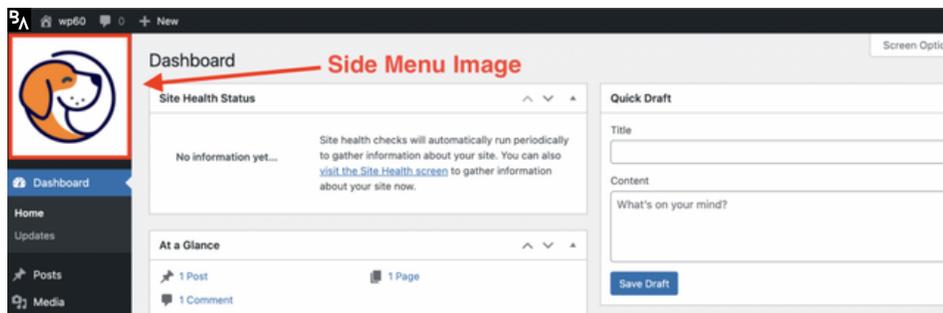


☐ Side Menu Branding

The next section is Side Menu Branding where you can upload an image to display your client's logo, link and alt text in the sidebar menu:

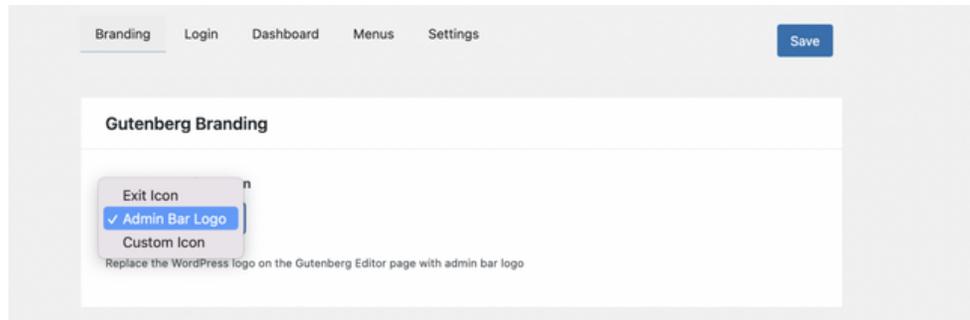


- **Side Menu Image:** Image will appear at the top of the side menu. Max width 160 pixels.
- **Collapsed Side Menu Image:** Image will appear at the top of the side menu when it is collapsed. Max width 36 pixels.
- **Side Menu Link URL:** External links will open in a new window.
- **Side Menu Alt Text:** Alt text for the Side Menu Image link.



Gutenberg Branding

Following the Side Menu Branding is the Gutenberg Branding section:



Here you can choose to replace the WordPress logo on the Gutenberg Editor page with either an exit icon, admin bar logo, or custom icon.

In this example, I chose Admin Bar Logo from the drop-down. The WordPress logo will be replaced on the Gutenberg Editor page with the admin bar logo so that it looks like this:



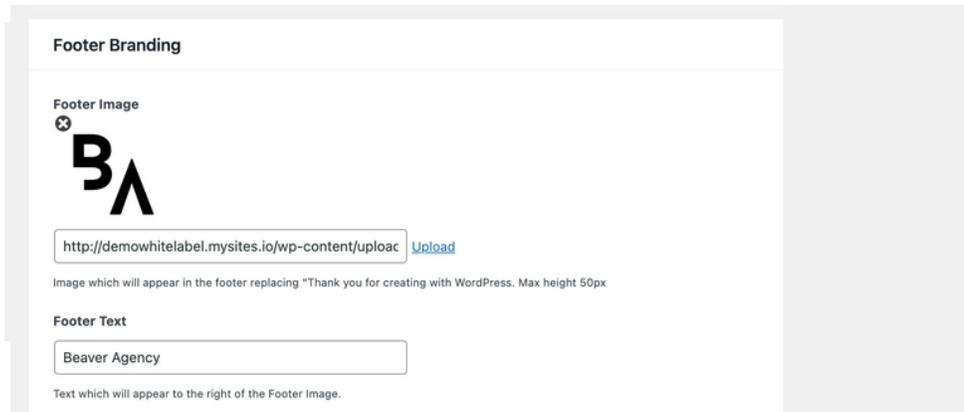
Gutenberg Exit Button

Add title

Type / to choose a block

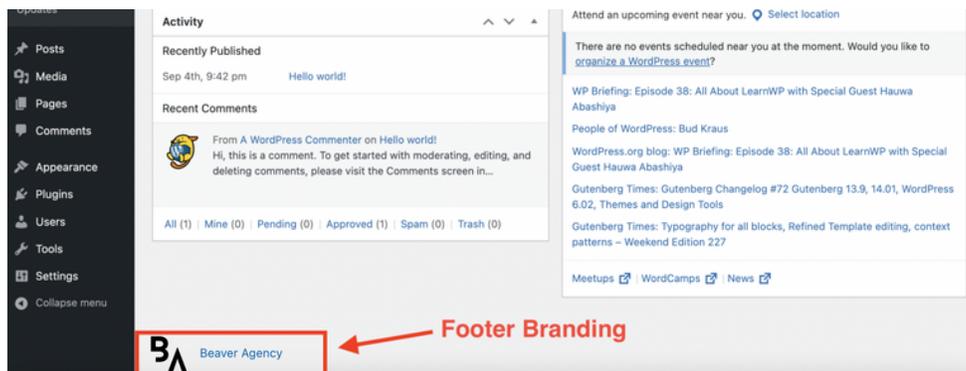
Footer Branding

The last section on this page is Footer Branding:



This is where you will replace the WordPress branding in the footer with your agency's logo, text, and link:

- **Footer Image:** Image which will appear in the footer replacing “Thank you for creating with WordPress.” Max height 50 pixels.
- **Footer Text:** Text which will appear to the right of the Footer Image.
- **Footer URL:** Replace WordPress in the page titles.
- **or use HTML:** If you would like more control over what appears in the footer, add your own HTML.

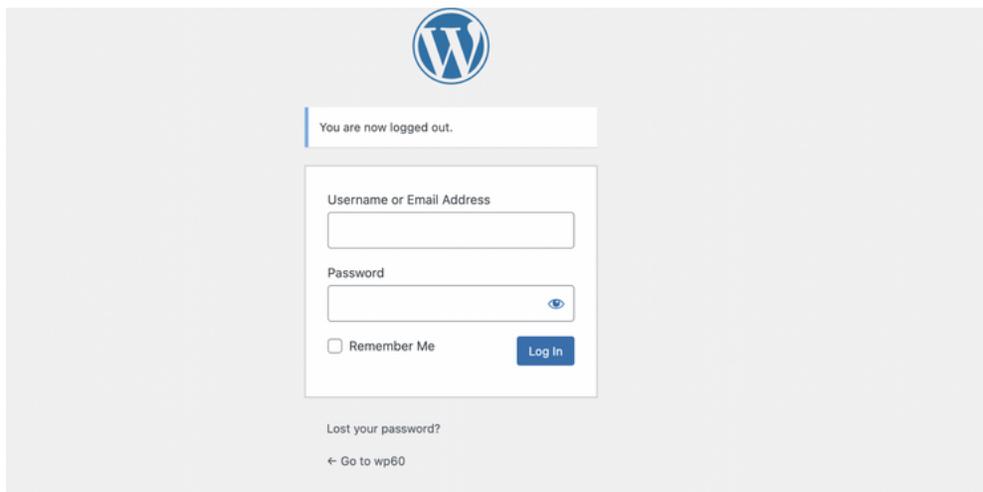


Save Your Changes

Once you have completed all of the fields on this page, scroll back up to the top and click the **SAVE** button in the top right corner to save your changes.

□ Customize The WordPress Login Page

The next step is to customize the WordPress login page. Out of the box, the default login page for WordPress features the WordPress logo on a drab gray background:

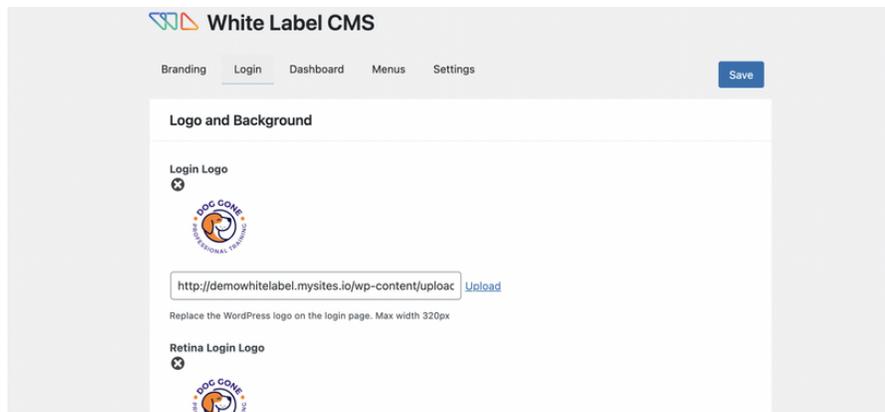


The **White Label CMS** plugin lets you create a custom login page featuring either your agency's or your client's branding.

To do this, navigate to the **LOGIN** tab on the **White Label CMS** settings page. On this screen, you will be able to replace the default WordPress logo and background, as well as customize the colors of the login form.

☐ Logo and Branding

The section at the top is called Logo and Background:



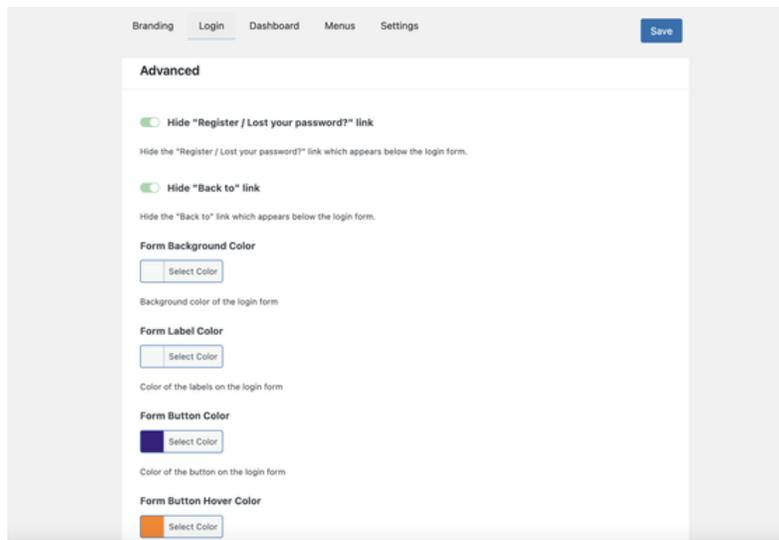
This is where you will upload your client's logo, retina logo and background color or image. You can also specify the logo width, height, and bottom margin:

- **Login Logo:** Replace the WordPress logo on the login page. Max width 320px
- **Retina Login Logo:** Replace the Retina WordPress logo on the login page.
- **Logo Width:** Add a width to your Login Logo. Max width 320px.
- **Logo Height:** Add a height to your Login Logo.
- **Logo Bottom Margin:** Add a bottom margin to your Login Logo.
- **Background Color:** Background color for the login page.
- **Background Image:** Add a background image to the login page.
- **Full Screen Background Image:** Stretch the background image to appear full screen.
- **Background Position:** Specify the CSS background position.
- **Background Repeat:** Specify the CSS background-repeat.

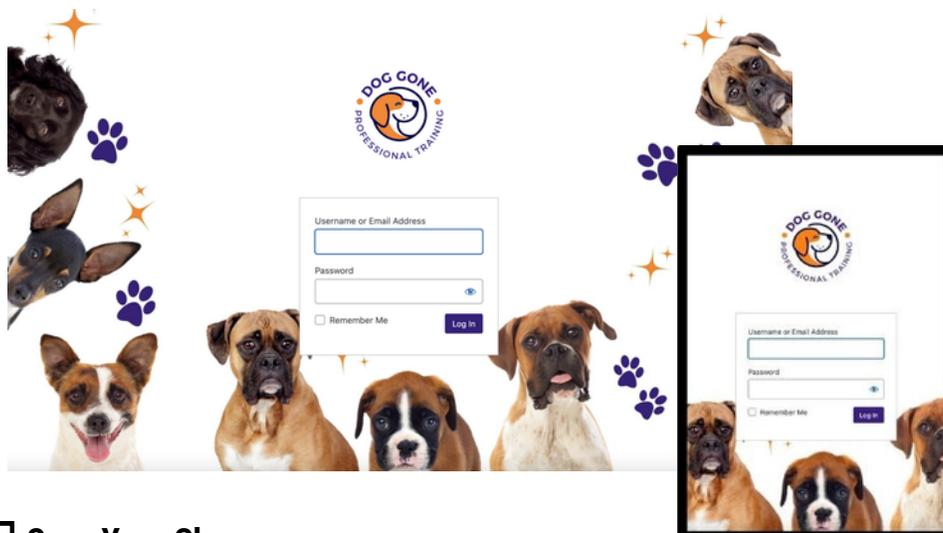
TIP: You can click **LIVE PREVIEW** at the bottom of this section any time to see how your login page is taking shape. This way, if something doesn't look right, you can make adjustments as you go.

Advanced

Scroll down to the Advanced section of the Login tab to further customize your client's WordPress login page:



You can toggle on the switch to hide links and even customize the colors of the login form. Here is an example of our custom WordPress login page:



Save Your Changes

Once you are happy with your design, click the **SAVE** button to save your changes.

□ Add Your Custom Welcome Panel

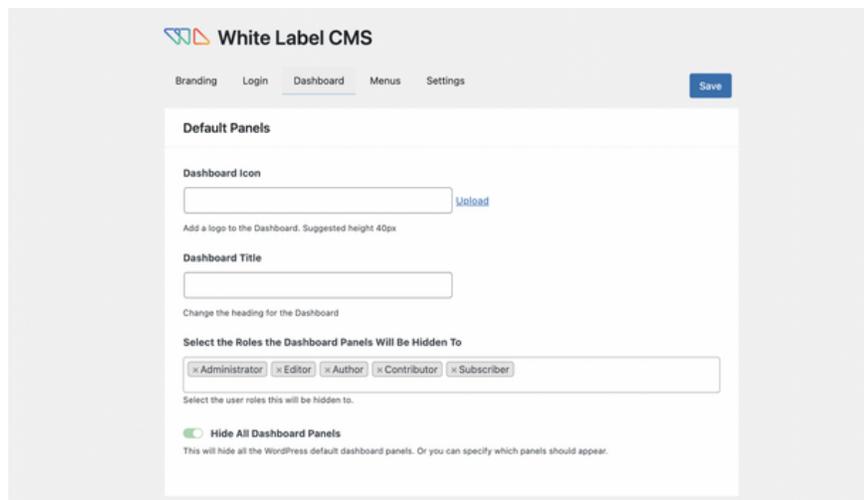
When your clients login to WordPress, they are redirected to the WordPress dashboard. As noted in the beginning, this welcome screen can be pretty confusing for clients because it displays a lot of random information all at once and in no particular order.

The **White Label CMS plugin** can be used to clean up the WordPress dashboard. You are able to hide the default panels and add your own custom design.

To get started, click **DASHBOARD** at the top of the White Label CMS settings page. Let's walk through the three sections on this page:

□ Default Panels

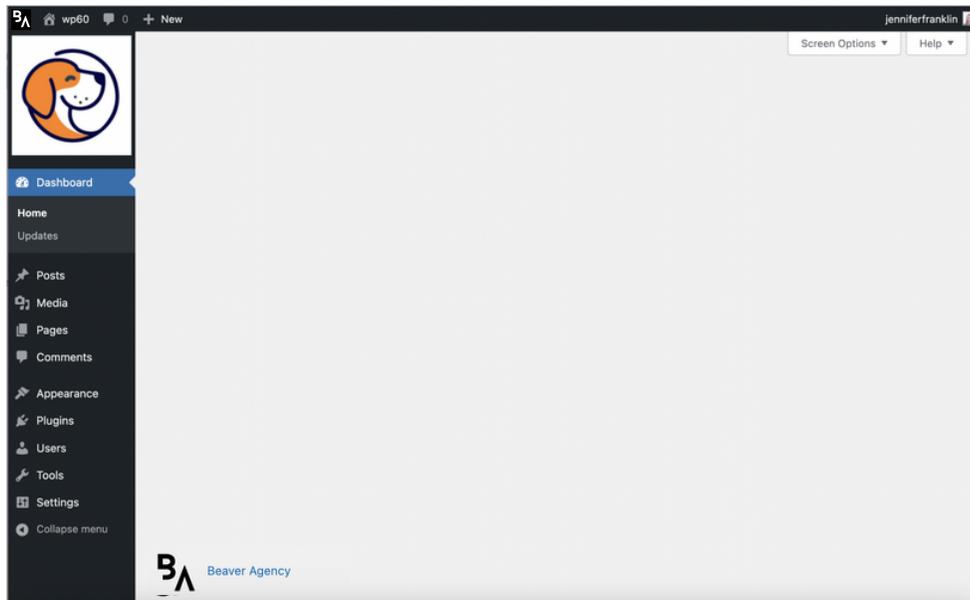
The Default Panels section is where you can upload a dashboard icon, give your dashboard a title, select who can see the dashboard, and even hide all of the default dashboard panels:



- **Dashboard Icon:** Add a logo to the Dashboard.
- **Dashboard Title:** Change the heading for the Dashboard.
- **Select the Roles the Dashboard Panels Will Be Hidden To:** Select the user roles this will be hidden to.
- **Hide All Dashboard Panels:** Hide all default dashboard panels or you can specify which panels should appear.

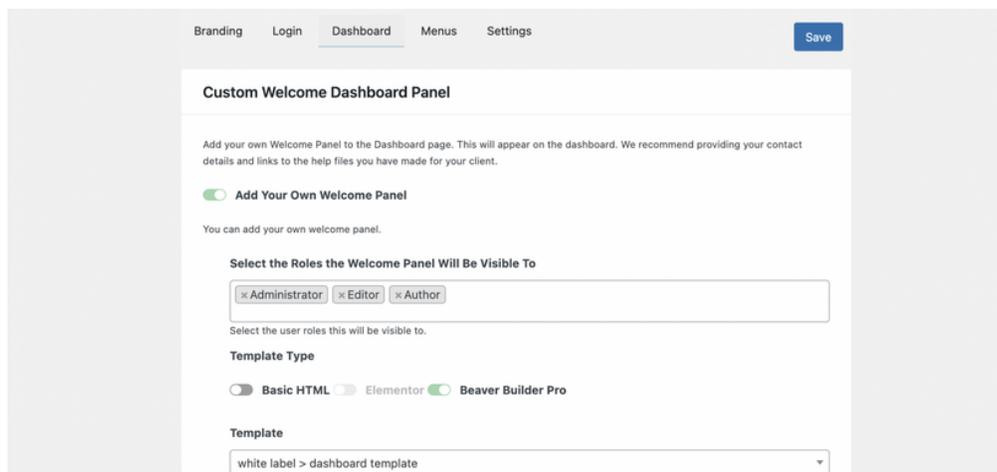
- **Default Panels (cont'd)**

We suggest leaving the Dashboard Icon and Dashboard Title fields blank. You will see why in the next section when you learn how to add your custom Welcome Panel. Mostly, in this section, you can toggle on **Hide All Dashboard Panels** so that the dashboard now looks like this:



□ Custom Welcome Dashboard Panel

Scroll down to the next section labeled Custom Welcome Dashboard Panel. This is the fun part where you can add your own welcome panel to the dashboard.



The screenshot shows the 'Custom Welcome Dashboard Panel' settings in a WordPress dashboard. At the top, there are navigation tabs for 'Branding', 'Login', 'Dashboard', 'Menus', and 'Settings', with a 'Save' button on the right. The main heading is 'Custom Welcome Dashboard Panel'. Below it, there is a sub-heading 'Add Your Own Welcome Panel' with a green toggle switch that is turned on. A text box explains: 'Add your own Welcome Panel to the Dashboard page. This will appear on the dashboard. We recommend providing your contact details and links to the help files you have made for your client.' Below this, there is a section 'Select the Roles the Welcome Panel Will Be Visible To' with a dropdown menu containing 'Administrator', 'Editor', and 'Author'. Another text box says 'Select the user roles this will be visible to.' Below that is a 'Template Type' section with three radio buttons: 'Basic HTML' (unselected), 'Elementor' (unselected), and 'Beaver Builder Pro' (selected). At the bottom, there is a 'Template' dropdown menu with the selected option 'white label > dashboard template'.

- Toggle on **Add Your Own Welcome Panel** and select the roles the Welcome Panel will be visible to.
- Next, choose your Template Type. **Note that you will need to have the Beaver Builder page builder installed and activated for it to be toggled on. Otherwise, it will not be accessible.**

In this guide, we have installed the Beaver Builder Agency page builder plugin and have toggled on the Beaver Builder Pro option.

Next, choose your custom Beaver Builder layout template from the drop down. In this example, we created a layout template and saved it as: **white label > dashboard template**.

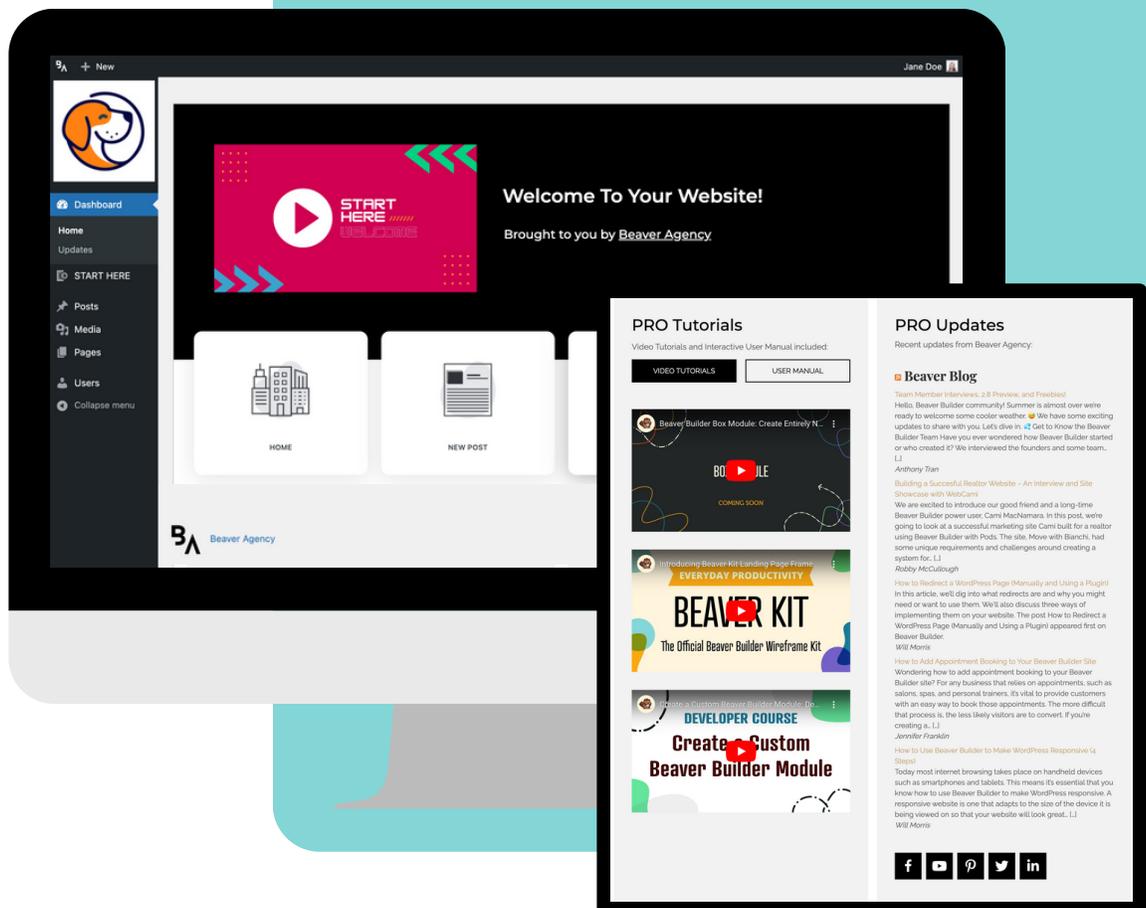
TIP: Before you can choose a custom layout template from the list, you will first need to create and save your design as a template using Beaver Builder.

❑ RSS Dashboard Panel

You also have the option to include an RSS Dashboard Panel to display your agency's recent blog posts. If you want your clients to be kept up to date with the latest news, then you will want to set up your RSS feed.

In this example, instead of using White Label CMS to display the RSS feed, we added an RSS Feed widget to the Beaver Builder template.

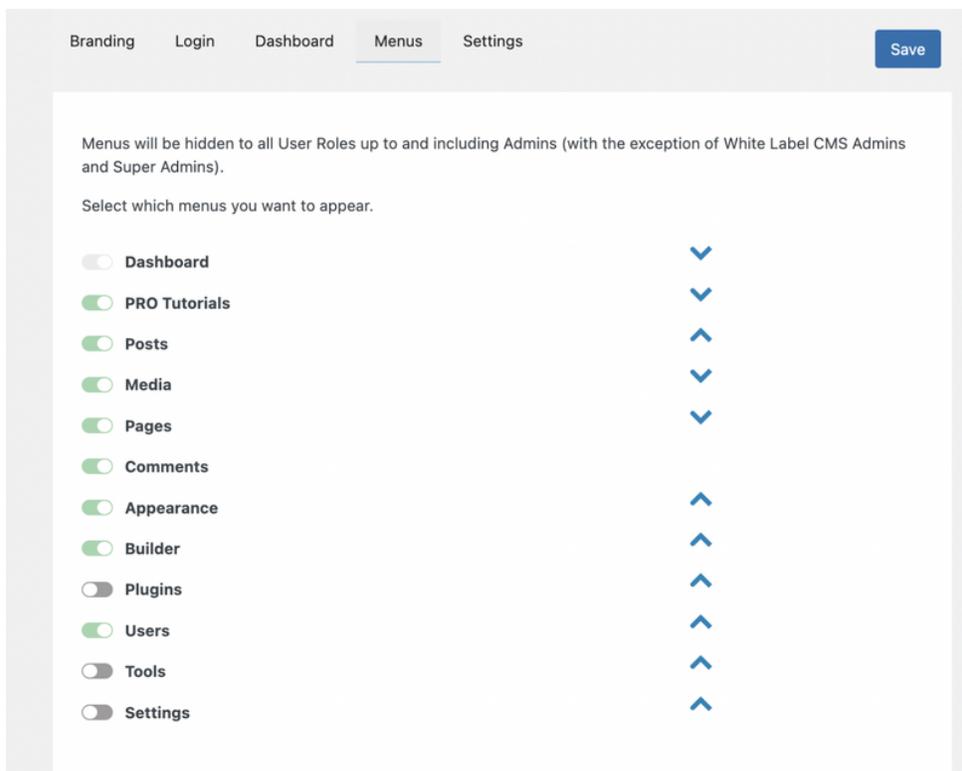
By now, your custom WordPress dashboard is really starting to take shape.



Hide Menus in the WordPress Dashboard

Moving on, the next tab in the White Label CMS settings is **MENU**. Click it, and you will be able to set up the White Label CMS Admin so that you can hide menus from your clients.

This is a good idea if you manage your client's websites and they don't need access to certain areas of the site such as the theme and plugins.



Menu

You can toggle on the menus that you would like your clients to have access to, and toggle off the menus that you would like to keep hidden.

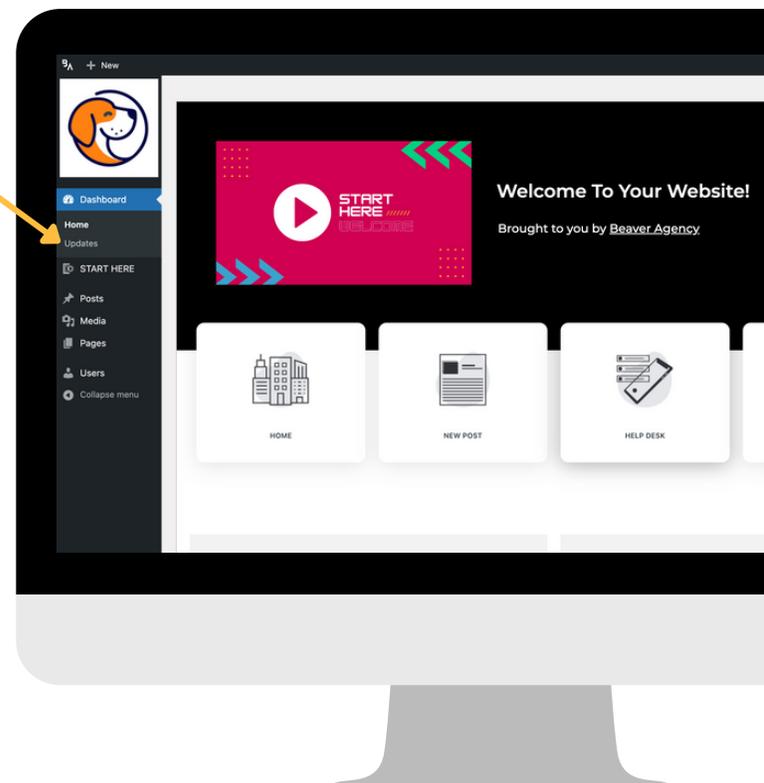
Admin Bar Menus

Next, scroll down to the **Admin Bar Menus** section. Toggle off the Admin Bar Menus so that they will also be hidden to all User Roles up to and including Admins, with the exception of White Label CMS Admins and Super Admins.

Once you have set the **Menu settings**, click **SAVE** at the top of the page to save your changes.

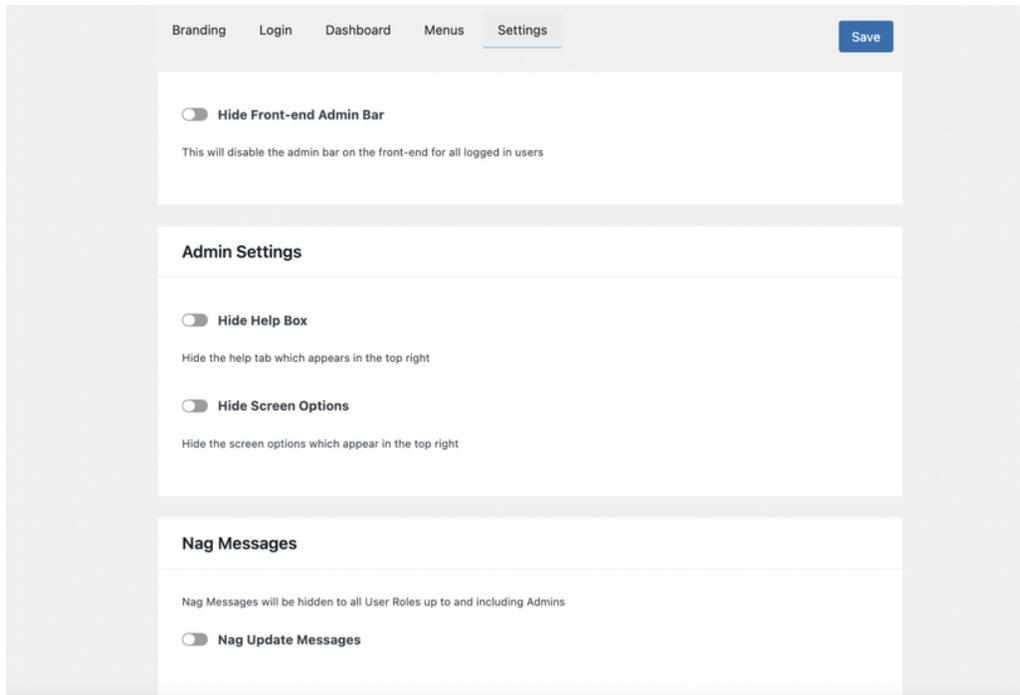
Now, when your clients login to their website, they will only have access to the menu items that you have specified for their user level. This prevents them from being overwhelmed by too many choices or from clicking around and accidentally breaking the site.

FEWER SIDEBAR LINKS



Customize WordPress Admin Settings

The last tab is **SETTINGS**:

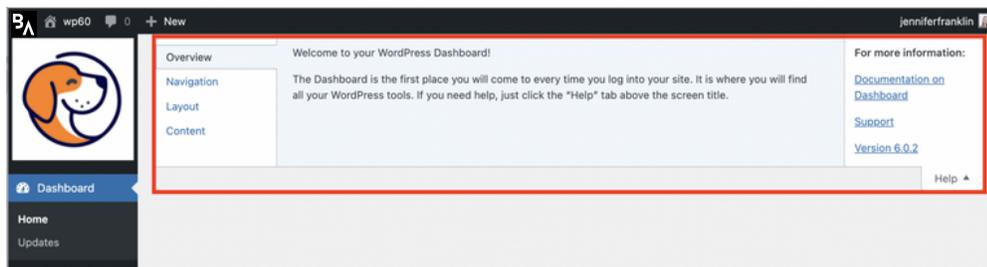


Admin Bar

In the Admin Bar section, toggle this on if you would like to disable the admin bar on the front-end for all logged in users.

Admin Settings

The next section, Admin Settings, lets you hide the help box and screen options tab that appear in the top right of the admin area.





Nag Messages

Lastly, you can remove the nag messages that appear at the top of the dashboard.

These are usually messages from plugin developers letting you know there is an update or asking you to rate the software.

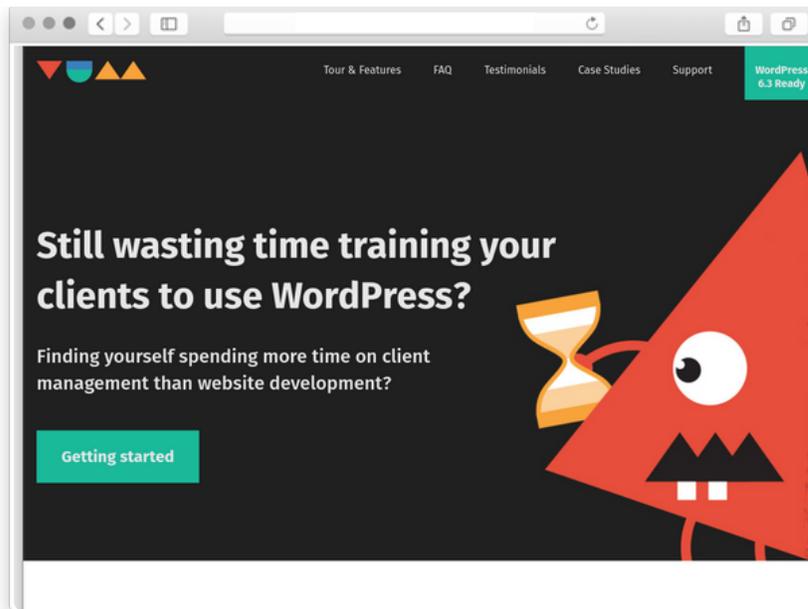
TIP: If you aren't going to be managing your clients' websites, then you should consider leaving this on.

Save Changes

Once you have made your selections, click **SAVE** so that your changes take effect.

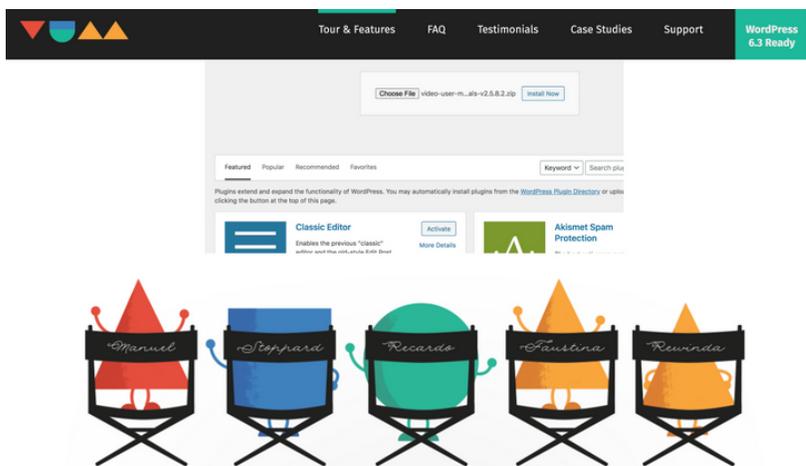
□ Video User Manuals Overview

The Video User Manuals plugin allows you to add pre-recorded WordPress training videos and a user-manual to the WordPress dashboard:



□ Install the Video User Manuals plugin

- [CLICK HERE](#) for a video walkthrough showing you how to set this up:





□ Conclusion

Delivering a professional post-launch website experience to your clients doesn't have to be hard. In this guide, we shared with you a step by step process to white label WordPress sites for clients:

- Gather Your Creative Assets
- White Label Beaver Builder
- Create Custom Welcome Panel
- White Label CMS Overview
- Replace WordPress Branding With Your Brand
- Customize WordPress Login Page
- Add Custom Welcome Panel
- Hide Menus in the WordPress Dashboard
- Customize WordPress Admin Settings
- Video User Manuals Overview

□ Resources

Assistant PRO - A cloud-based system that allows users to organize content into libraries.

Assistant Plugin - A Plugin for WordPress that provides a sidebar on frontend pages that makes it easy to access the backend of your site from frontend pages. The Assistant Plugin also interfaces with the Assistant Pro Cloud to let you store and share your creative assets.

Beaver Builder - Build client sites with ease; you can white label Beaver Builder with your own branding with the purchase of the Agency or Ultimate plan.

Demo Content - Get instant access to the White Label Assistant PRO Library with demo content that we created for this guide (you must be logged in to view).

Demo Site - You can also try Beaver Builder and Assistant tools on this demo site.



Resources (cont'd)

White Label CMS - User-friendly option to customize the WordPress dashboard so that your clients have a more personalized and less confusing WordPress user experience.

Video User Manuals - Allows you to add WordPress training videos and a user-manual to the WordPress dashboard. No need to create or update them - it's done for you!

Beaver Builder's Online Course Library - Hands-on exercises to help you become a Beaver Builder power user!

Beaver Builder Basics (video for beginners) - Are you wondering how to get started with Beaver Builder? **START HERE** with our step by step tutorial for beginners so that you can get started using Beaver Builder today!