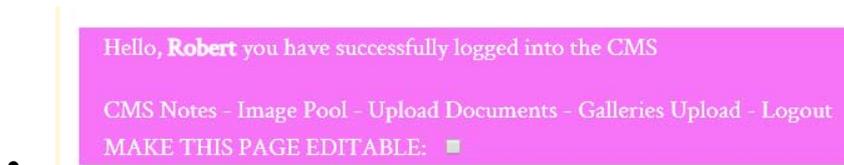


CMS Notes for KatieScorgie.co.uk

If you find any errors or omissions below please let me know and I will update this sheet for you.

Using the CMS

- Open the website in **Chrome** browser
- Click on the small MW dot  in the bottom right of any of the website pages
- Enter your login details. They are case sensitive
- On the pink bar is a logout button to use at the end of a session. Logging out ensures no one else can access your computer and edit the site.



Disaster Recovery

- People do sometimes delete text, images and documents unintentionally.
- If you do not logout on the pink bar after each editing session then your CMS will remain logged on and anyone gaining access to your computer can then edit your website, perhaps only by accident when a child or partner goes exploring
- If your computer gets hacked then again someone may well interfere with your website

Such website disasters are rare but do occasionally happen to people.

I keep two rolling back-ups of your website:

1. A daily backup, taken each night, and kept for 8 days
2. A weekly backup, taken each Sunday evening, and kept for 5 weeks

On your own local computer you should keep, in a folder called website backup, any items you use on your website. These may include

- page text
- photos
- PDF and other documents etc.

In the case of a website disaster then a combination of my backups and your store of text, photos and documents should allow us to rebuild the website.

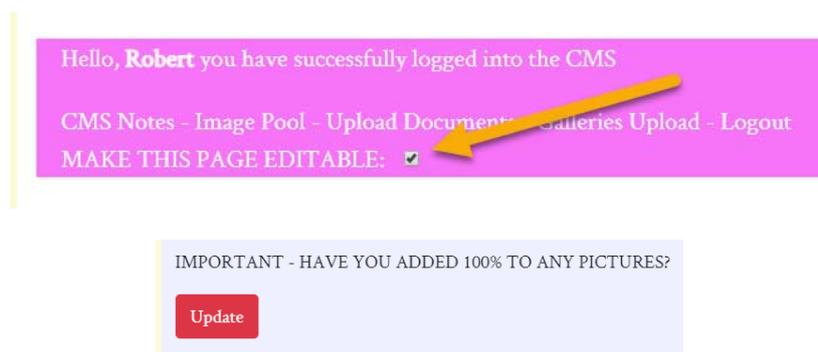
It is good practice to look at all your website pages, at least weekly, to see if there are any problems so they can be corrected before my rolling backups are overwritten.

As is often said 'plan for the worst and hope for the best'.

Editing Text

The simplest way :

- login to your CMS
- navigate to the page you wish to edit
- on the pink bar click 'MAKE THIS PAGE EDITABLE'
- click in your text and start typing
- when you have finished then
 - a. click the red 'Update ...' button
 - b. vital - save the changes using the large red update button at the foot of the page**
 - c. you may see confirmation message to which you need to click OK



You should never copy and paste text directly from Word, web pages etc. into the CMS. Text from such sources will contain background codes that can interfere with the working of your webpage. If you have text as, for example, Word that you want to transfer into the CMS then copy it out of Word and paste it into the program Notepad on a PC. The formatting will get removed by Notepad to leave just raw text. You can copy this raw text out of Notepad and paste it into the CMS if required e.g.

- Open the Word document
- Highlight all the text you want to add into your website page
- Copy this text (Control C is useful on a PC)
- Close Word
- Open Notepad
- Paste in the text you copied from Word. Most the formatting present is the Word version will vanish.
- Highlight the text in Notepad
- Cut the text from Notepad
- Close Notepad
- Go to the web page on which you want to paste this text
- Click the 'MAKE THIS PAGE EDITABLE' tick box on the pink bar
- Put the cursor where the text is to go
- Paste in the text (Control V on the PC is useful)
- **Vital - save the changes using the large red update button at the foot of the page**
- You may see confirmation message to which you need to click OK

Styling Text

- Click the 'MAKE THIS PAGE EDITABLE' tick box on the pink bar
- Highlight the text you wish to style and you will see styling tools on a black pop-up bar. Hover over a tool, say the B (Bold), and a popup will describe what it does. Highlighting the text and clicking the style button toggles the style on and off
- **Vital - save the changes using the large red update button at the foot of the page**
- You may see confirmation message to which you need to click OK

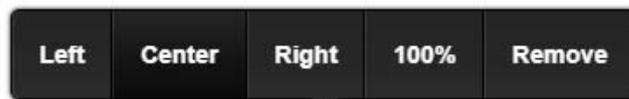


To add an image

- Any image you use should be jpg or png ideally of 960pixels in width. The upload process will downsize larger images to 960px width. However, large images will be slower to upload to the server because of the large initial file size
- Find the jpg or png format image on your computer and give it a short,sensible name e.g. if it is called **Ht21 -567843-CZX-Samsung.jpg** then rename it to say **garden-swing.jpg** **This makes it far easier for you to find when editing**
- Click the 'MAKE THIS PAGE EDITABLE' tick box on the pink bar
- Click below or above the text where you want to add the image
- A plus sign should appear. If it does not push enter on the keyboard
- If no plus sign appears then highlight the text around where you want to add the image and remove the formatting using the x symbol on the toolbar. Now try to get the plus sign by clicking enter on the keyboard
- Click the plus sign and then click on the **IMG lozenge** that appears
- Navigate and select your renamed photo and then click **Open**
- The picture will be uploaded and resized down to 960px in width
- **Click on the picture and select 100% from the black toolbar**
- **Vital - save the changes using the large red update button at the foot of the page**
- You may see confirmation message to which you need to click OK
- Remove the 'MAKE THIS PAGE EDITABLE' tick box on the pink bar and check the page looks correct. If you forget the 100% the picture may appear the wrong size
- All the images uploaded to the server can be seen by selecting **Image Pool** on the pink bar

To delete an image

- Click the 'MAKE THIS PAGE EDITABLE' tick box on the pink bar
- Click on the picture and select 'Remove' on the black bar



- You might want to visit **Image Pool** on the pink bar and permanently delete the image from the server to keep things tidy

Adding an External Link

- Click the 'MAKE THIS PAGE EDITABLE' tick box on the pink bar
- Highlight the text you want to link on the page, click the # symbol on the toolbar and paste or type in the website link including the http:// e.g. <http://www.magicwebs.co.uk> and then click the tick

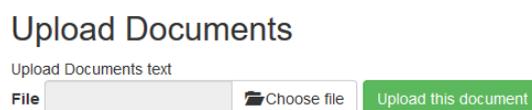


- **Vital - save the changes using the large red update button at the foot of the page**
- You may see confirmation message to which you need to click OK

Adding a PDF, Excel Spreadsheet or Word Document to the website

On your computer give the PDF a friendly file name with no spaces or punctuation marks. e.g. 'back-stats_28-2-2018.pdf' is good but the filename *back* filename '*background-stats- developed by Chris Jones after the January council meeting 28-2 2018.PDF*' is bad as it is too long and contains spaces.

To add a PDF to the website first click 'Upload Documents' on the pink bar. You need to upload the PDF so use 'Choose file' to find the document on your computer and then click the green button 'Upload this Document'



Now look for the file you have just added in the table below and copy the path of the file from 'Path to copy for uploading purposes' to copy for uploading purposes'

Name	Path to copy for uploading purposes	Size
MinutesMarch72017.pdf	/uploads/pdf/MinutesMarch72017.pdf	174.134KB
AgendaApril42017.pdf	/uploads/pdf/AgendaApril42017.pdf	177.8KB
SportsFacilitiesMinutes19.9.11.pdf	/uploads/pdf/SportsFacilitiesMinutes19.9.11.pdf	89.458KB

Now return to the page where you want to add the link and type in the anchor text you want to link. Highlight this anchor text and on the blue bar select #



- Paste in the path for the PDF. Click the tick to confirm.
- **Vital - save the changes using the large red update button at the foot of the page**
- You may see confirmation message to which you need to click OK
- All can see all the documents you have uploaded in pink bar 'Uploaded Documents'

Adding a link to an email address

- Add your anchor text to the page e.g. email john@abc.co.uk
- Highlight this text and click the # link button. Write in John's email address in this way

<mailto:john@abc.co.uk>

- Click the tick and save the page



- **Vital - save the changes using the large red update button at the foot of the page**
- You may see confirmation message to which you need to click OK

Keeping your documents and images in a tidy fashion

Over time one can accumulate documents and images on the site that are redundant. It makes things simpler, especially if someone else takes over your role of website editor, if you remove these redundant images and documents from the server. To do this go to the 'Upload Documents' and 'Image Pool' page on the pink bar and follow the method outlined there.

Updating Gallery

On pink CMS bar

- select 'Galleries Upload'
- on the 'Gallery Update page' select the gallery name you wish to edit
- hover over a gallery picture - the red cross allows you to permanently delete it
- to add an image click 'Add Image' and browse to your image
- select your image and add a caption

- click the blue 'add images' button (note: the upload can take a long time if you have poor internet and/or a very large picture)
- to order your pictures drag the image to the position you want it on the page
- click the 'Save Display Order' button
- To edit the captions click on 'Edit Captions'
- Select the caption you want to edit and amend it in the Image Caption box. Highlighting the text will give you access to the styling toolbar
- Click 'Save'

Meta information

Meta Information is there behind your pages to assist the search engines to rank your page.

When you log into the CMS you will see each page has space for you to add the metatags.

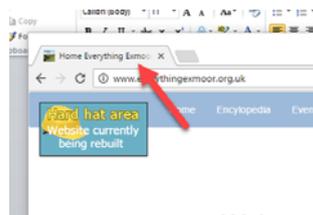
When you change them in any way please let Robert know and I will ensure they are set in a suitable way for the search engines to read.

The picture below shows where this meta tag information usually appears on a Google search.



'Article meta title'. This summarises the content found on a page. It can appear in three key places: the browser tab (see below), Google search engine results pages (see above) and external sites such as Facebook or Twitter.

Each of your web pages should have its own individual **'Article meta title'**.



The **'Article Meta title'** is the boldest, most obvious element in a search results page on Google and therefore plays a major part in the decision making process of whether a searcher will click on your result or not.

The **'Article meta title'** must be highly relevant to the content found on that specific page

- Place important keywords and phrases close to the front of the title tag so they catch the eye
- Write naturally for visitors and avoid keyword repetition
- Avoid duplication. Each page of your website will have a different topic so it needs to have a unique 'Article Meta title'
- Potentially include your brand name at the end of the title tag but focus on getting your message across first
- Keep it between 60 and 64 characters. If you write a title that's longer than that, it'll get cut off, showing an ellipsis "..."

Make it compelling. Your title tag should be appealing enough to entice visitors who see the website listed on Google to click to find out more about what you have to offer.

The **'Article meta description'** is intended to be a short summary of the content found on the web page.

1. Keep your description short

Although Google sometimes displays longer descriptions, it's usually best to use short descriptions that do not use more than 160 characters. Quickly get to the point in your descriptions.

2. Answer questions in the description

Many searches on Google are related to a particular question. Try to answer that question in the web page description. Google also uses pages that answer questions for featured snippet listings. Remove a small part of the answer from the description so that people have a reason to click your listing.

3. Be emotional. Include emotional words in your meta descriptions. *'Powerful'* descriptions with *'enormous'* benefits and *'unparalleled'* results will get you more clicks. Try to create curiosity, joy, urgency, etc.

4. Tell the website visitors what to do

A strong call-to-action in the description text can lead to many more clients. For example, use sentences such as 'Get your free trial now' or 'You can save £10 if you order today' in your description.

5. Use different descriptions on different pages

Each page on your web page should have its own description. Using the same description on all pages is not a good idea. In that case, it's better not to use the meta description tag at all. Use targeted descriptions on your web pages to maximize the number of clicks that your listing will get.

6. Try to get listed as a rich result

'Article meta keywords' are no longer important but are worth adding to each webpage. Compile a list of about 15 words or short phrases for each page separated by commas e.g. Exmoor, tourist information, National Park, holidays, walking, recreation, history, nature, farming, moorland.....