

CMS Editing of LittleWoodacott.co.uk

General notes

1. You may find it useful to print out these notes and add your login details to the spaces below.
2. CMS stands for 'Content Management System'.
3. Please use **Google Chrome** for CMS editing your site.
4. Your text and image information is held within a database on the server. Every time you update and save a webpage using the CMS you overwrite the database with your new information. Be very careful not to update the database with wrong information. If you are doing a big change then you can ask me to take a copy of the database before you start. We can revert to the copy if you make errors and wipe out things you did not intend to remove or change. If in doubt do not click the large red 'Update ...' button.
5. I give you far more control over your webpages than is normal for a CMS so if in doubt please ask for my help rather than risk destroying pages your website.

Logging in

Click on the red MW dot  in the bottom right of any webpage.

Enter your login details:

Login name:

Password:

Upon clicking 'Submit' you will see that your webpage acquires a pink bar with 'Update Article, CMS Notes, Gallery, Calendar and Logout' as options.

When you have completed all your editing for a session please click the 'Logout' button on the pink bar.

Editing the page

After logging in go to the page you want to edit and click 'Update Article'

The CMS will show the page in editing mode which will look rather different from how it appears on the public webpage.

Editing Text

In the usual word processing way, edit your text. When you have finished scroll to the bottom of the CMS page and click on the large red button labelled 'Update'

It is a good idea to save frequently in case of computer glitches.

Editing the Calendar

On the pink CMS bar click 'Calendar'

Enter

Email:

Password:

Click 'Login'

Select **Calendar 1**

Use 'Start date', 'End date', 'Status' and 'Change over days' to set the booked and available dates on the Calendar. Click 'SAVE' when you have finished.

The screenshot shows a web interface for managing a calendar. At the top, there is a tab labeled "Calendar". Below it is an information box with an 'i' icon and text: "Below you can preview your calendar. Select Start and End dates and the status you want to set and click on SAVE button to update the calendar. If you check 'Change over dates' the first and last date for the selected period will be half booked." To the left is a calendar grid for April 2017. The days are color-coded: green for "Available", red for "Booked", and orange for "Pending". The grid shows dates 1 through 30. To the right of the calendar is a form with the following fields: "Start Date:" with a text input containing "2017-04-05" and a calendar icon; "End Date:" with an empty text input and a calendar icon; "Status:" with a dropdown menu currently set to "Available"; and a checkbox labeled "Change over days" which is unchecked. A blue "SAVE" button is located below the form. Three red arrows point from the information box to the "Start Date:", "End Date:", and "Status:" fields.

Editing the Image Gallery

On the pink CMS bar click 'Gallery'.

Username:

Password:

Click 'Login'

To amend an existing image click on it.

- You can drag it to a different position in the sequence
- You can edit the captions on the right hand panel
- You can delete an image using the 'red square with a white cross' in it.



- You can add a new picture to the gallery using the 'green box with a white plus sign' in it.

Before you add a new picture to the gallery you need an original that is 2000 pixels or larger in width and saved as a jpg file on your computer. Please use a human friendly file name for it with no spaces or punctuation e.g. *party-fun-august.jpg* is good whereas *DSC45900976? Party'sA.JPG* is bad.

The website www.resizeimage.net can help with resizing if you do not have suitable graphics software on your computer.

Google Map Location

The Google map requires latitude and longitude coordinates. To find out what these are for your location go to www.everythingexmoor.org.uk/locationfinder-large.php

Move the map around until the pointer is over the desired location. On the top left of the screen you will see the latitude and longitude of that location. Copy these onto an email and send them to me for inclusion on your Google map.

Adding a PDF to your website

Give the PDF a friendly file name with no spaces or punctuation marks e.g. *background-stats.pdf* is good but the filename *DogZ"ta56b y65?.PDF* is bad.

To upload a PDF file to the website open the CMS and click the 'File Manager' icon



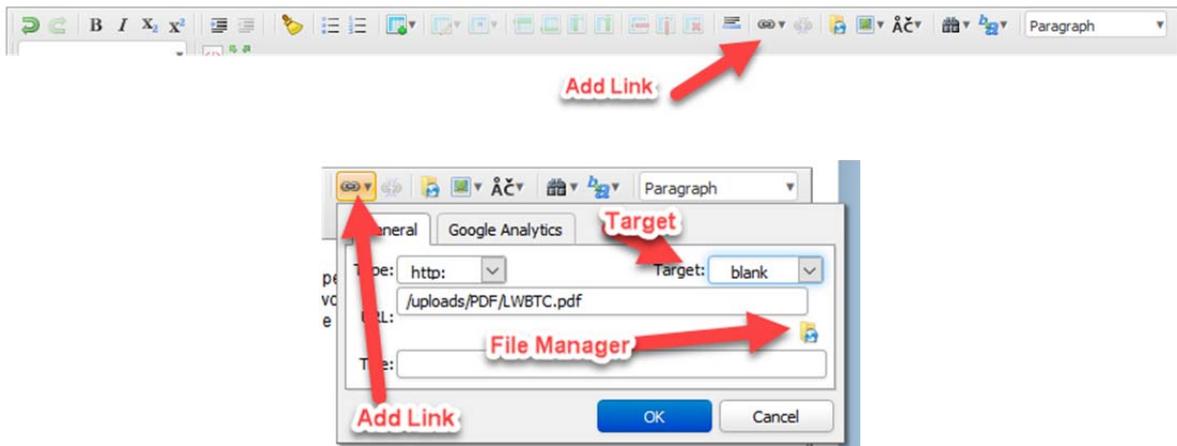
Click on the 'Upload' button



Find the suitably named PDF on your computer and upload it. You will now see your new PDF in the 'File Manager' window. You can view the contents of 'File Manager' as thumbnails or a list and also expand the window from the various options (see above) at the top of 'File Manager'.

Add to your webpage some anchor text e.g. 'click here to view our terms and conditions'

Highlight your anchor text and then select the 'Add Link' button



In the 'General Tab' that shows click 'File Manager' and click once on the PDF file you want to add.

Click the 'Select' button at the foot of the 'File Manager' window.

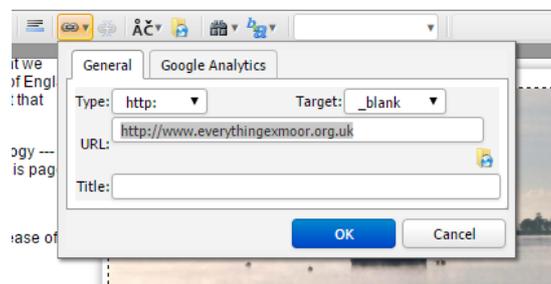
From the menu 'Target:' select the option '_blank'

Click OK

Linking to another website

Add to your webpage some anchor text e.g. 'View Everything Exmoor'

Highlight your anchor text and select the 'Link' button (see above)



In the URL line type the web address. Do not forget the http:// or similar prefix

e.g. <http://www.everythingexmoor.org.uk>

From the menu 'Target:' select the option '_blank'

Click OK

Meta Tags

Make sure that you have used your CMS to add individualised meta tags for each page of your site. It is important to have **title** and **description** meta tags that reflect both the textual content of the page and the key words you are trying to get over on that page. The page title and description are used by Google in ranking and also play a particularly significant role when potential clients view your listing on the Google results page. Good page titles and description that appeal to humans can cause them to click on your link rather than one of your rivals.

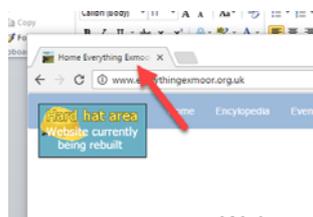
Editing the Meta Information for the Search Engines

Meta information is there behind your pages to assist the search engines with listing your page. The CMS for each webpage has three areas you need to complete. The picture below shows where this information usually appears on a Google search.



Article Meta Title

It summarises the content found on a page. It will 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.



Why are title tags important?

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.

How to write an Article Meta title

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 stuffing
- Avoid duplication. Each page of your website will have a different topic so it needs to have a unique 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 to click to find out more about what you have to offer

The Article Meta description

The description tag is intended to be a short summary of the content found on the web page. While the title tag is very limited, a meta description gives you a bit more space to tell users what you're offering, and it's an opportunity to give them a compelling reason to click through to your page.

Write up to 20 words summarising the content of the webpage. If you write an Article Meta description that's longer than that, it'll get cut off, showing an ellipsis "...".

Article Meta Keywords

These are no longer important but are worth adding. 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.....