


CMS Notes for Wilstea.com

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 from your computer.
- A quick way to open the login window is to hold the control key on your keyboard and push the letter M

Hello, **Robert** you have successfully logged into the CMS as editor

CMS Notes - Image Pool - Backup images & docs - Upload Documents - Logout
View approximately as Mobile phone screen use Windows key + arrow down/up

Disaster Recovery

Website disasters are rare but do occasionally happen to people.

You can take a backup of all the images and documents you have uploaded to the website by selecting the 'Backup images & docs' on the toolbar

I keep a rolling back-up of your website, kept for 28 days, with a snapshot taken overnight. If you find a problem with your site let me know within 28 days and I should be able to recover any lost text or images.

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.

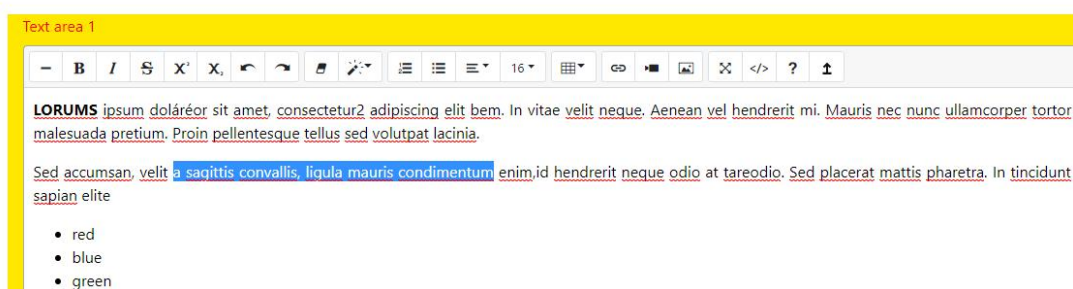
As is often said 'plan for the worst and hope for the best'.

Editing Text

- login to your CMS
- navigate to the page you wish to edit.
- To enter the 'edit-mode' click the icon



- click in your text and start typing



- when you have finished then
 - a. click the red 'Update ...' button in the bottom right of the edit-mode page
 - b. this will return you to the public webpage so you can check your edit is correct



You should never copy and paste text directly from Word, web pages etc. into the CMS. It might seem easy at the time but unless you are scrupulous in ensuring that all the Word processing codes etc. are removed they can cause havoc and hours of cleaning the text later on.

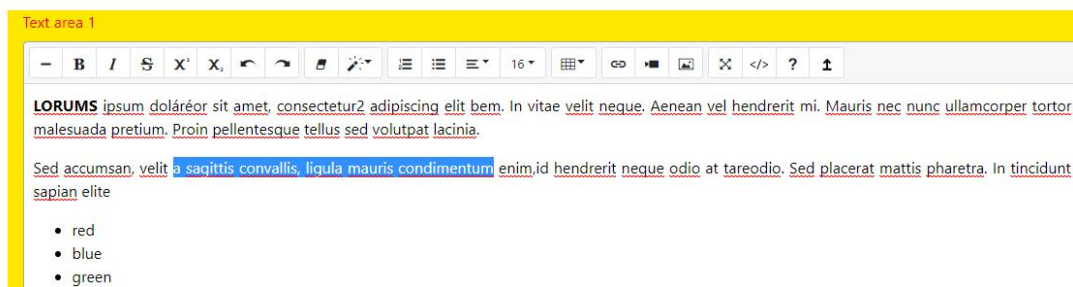
Sometimes the following process can work effectively but there is no guarantee success. If you have text as, for example, in Word that you want to transfer into the CMS then copy it out of Word and paste it into the program Notepad on a PC. The formatting will get removed by Notepad to leave just raw 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
- In 'edit -mode' paste in the text (Control V on the PC is useful)
- Save the changes using the large red update button at the foot of the page
- It is best to let Robert know when you try a paste by this method so I can check to see if all the rogue codes were removed.

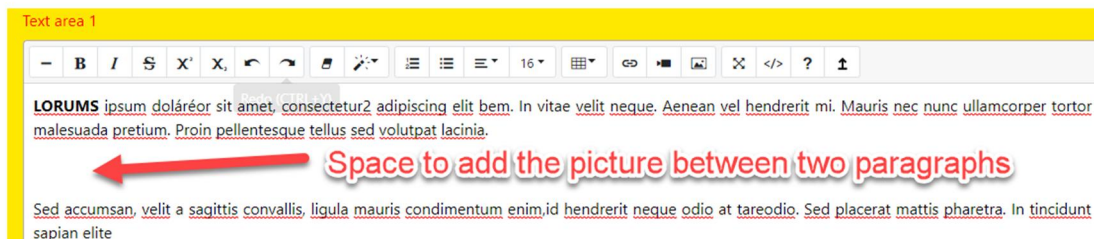
Styling Text

- When in 'edit-mode' highlight the text you wish to style and use the toolbar at the top of the text. 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
- Save the changes using the large red update button at the foot of the page

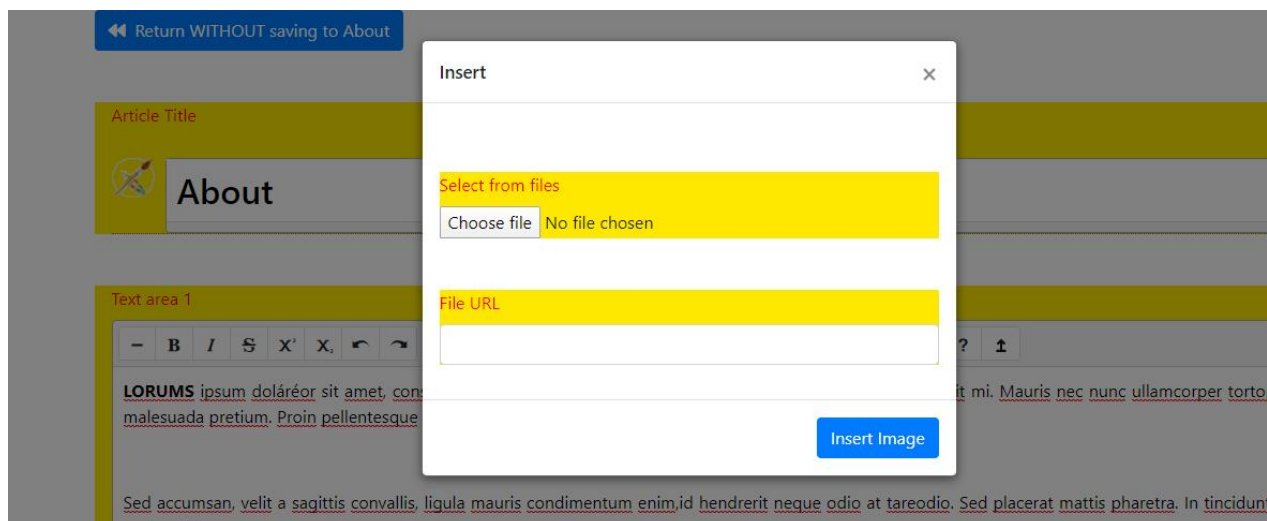
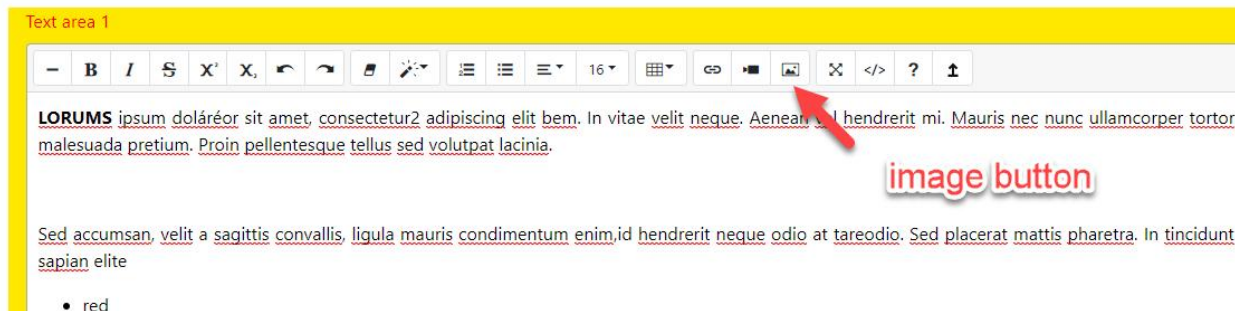


To add an image

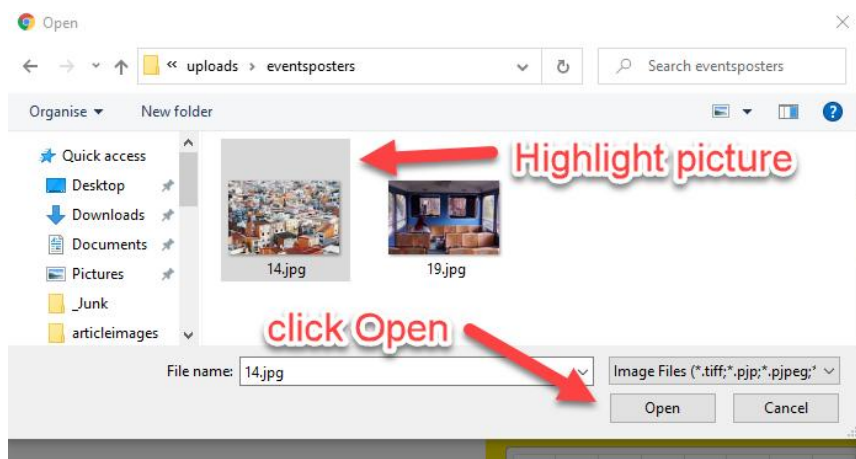
- Any image you use should be jpg or png ideally of 960 pixels in width. The upload process will downsize larger images to 960px width. Large images may be slow to upload to the server because of the large initial file size
- Find the jpg or png format image on your computer and give it a short, sensible 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
- Open the page where the picture is to go and enter 'edit-mode'
- Use the enter key to open up some space between two paragraphs



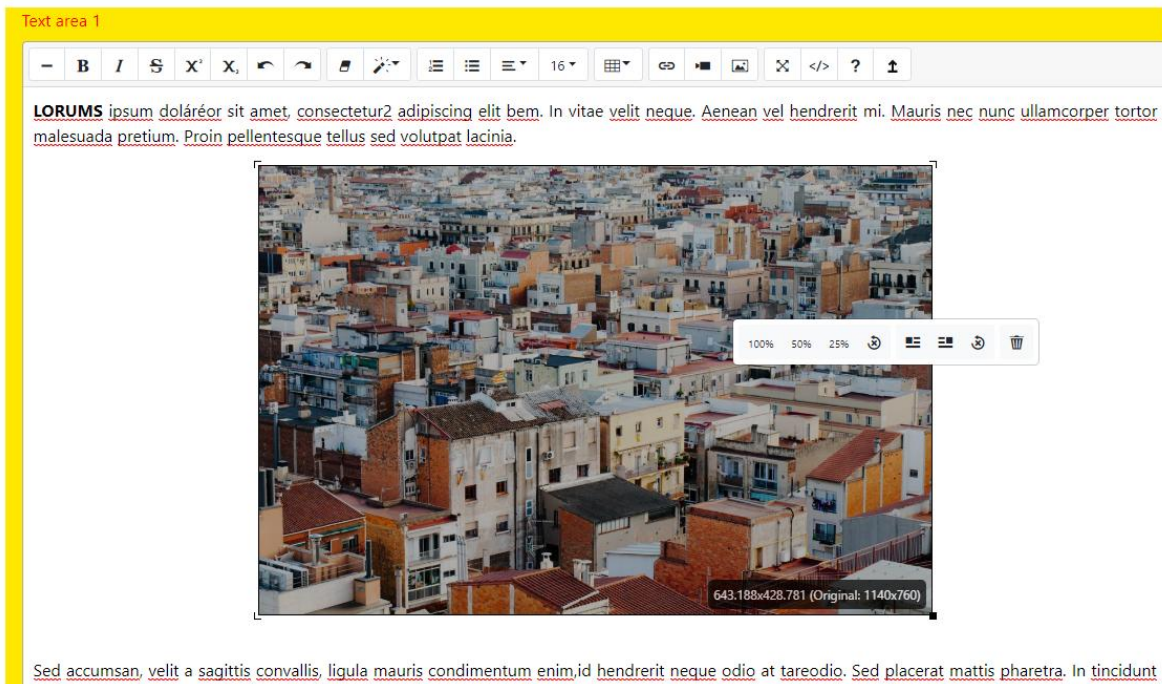
- Click the image button on the toolbar



- Use the grey 'Choose File' button and navigate to your selected picture



- Select the picture and click 'Open' at the foot of the window
- The picture will be uploaded and resized down to 960px in width
- Click on the picture to show its toolbar

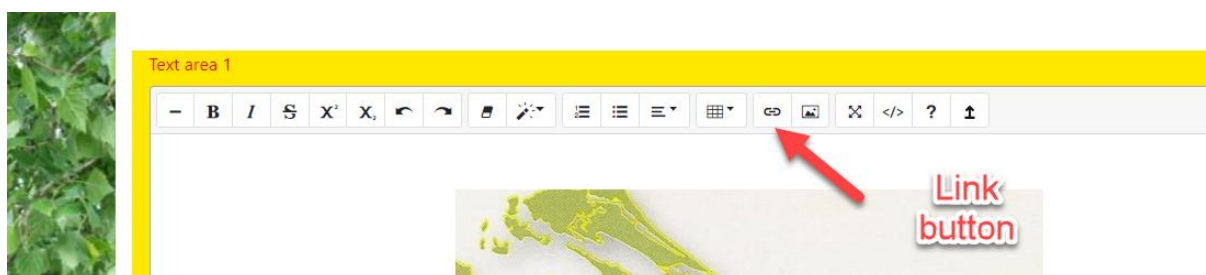


The last icon will allow you to delete a picture

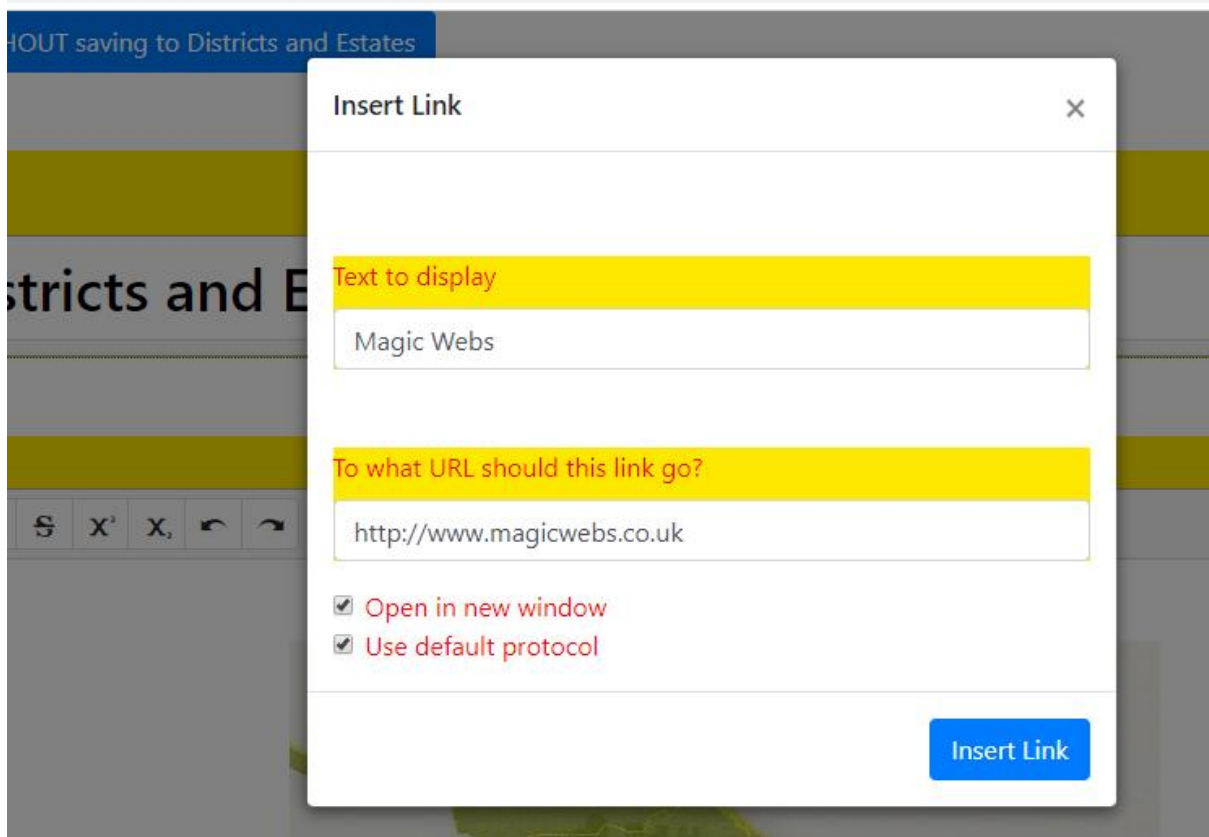
- Save the changes using the large red update button at the foot of the page
- All the images uploaded to the server can be seen by selecting Image Pool on the pink bar
From here you can delete pictures that you are sure are no longer used anywhere on the website. Make sure you only delete images that are not being used anywhere on the website pages.

Adding an External Link to a webpage

- Enter 'edit-mode'
- Put the flashing cursor where you want to make the link
- Click the 'link' button on the toolbar



- Type in the anchor text for the link and then the full URL including the http:// or https:// e.g.
<http://www.magicwebs.co.uk>



- Save the changes using the large red update button at the foot of the page

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

On your computer give the document 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.

As a general rule all documents on a website should be PDF and not Word, Excel etc

To add a document to the website first click 'Upload Documents' on the pink bar. Upload the document using 'Choose file' to find the document on your computer and then click the green button 'Upload this Document'

Upload Documents

Upload Documents text

File

Now look for the file you have just added in the table below the green 'Upload this document' button and COPY the path of the file from 'Path to copy for uploading purposes'

Use this page to upload PDF files

Use this page to upload PDF files

Select your document

Choose file

No file chosen

Upload Document

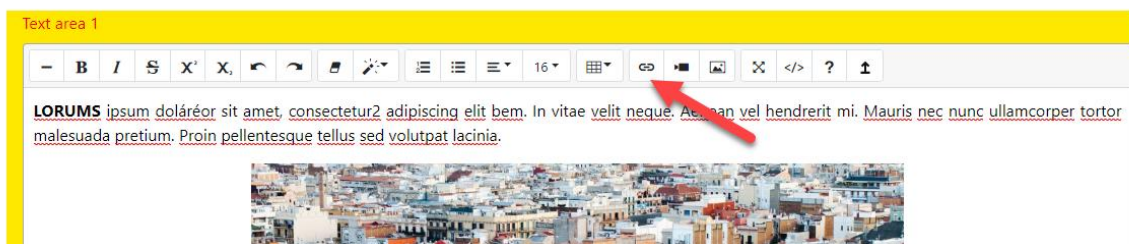
PLEASE ENSURE the document you are uploading has a short and sensible filename. Wait for the file name to appear in the grey window above and then click 'Upload this Document'

Wait for the file name to appear in the grey window above and then click 'Upload this Document'

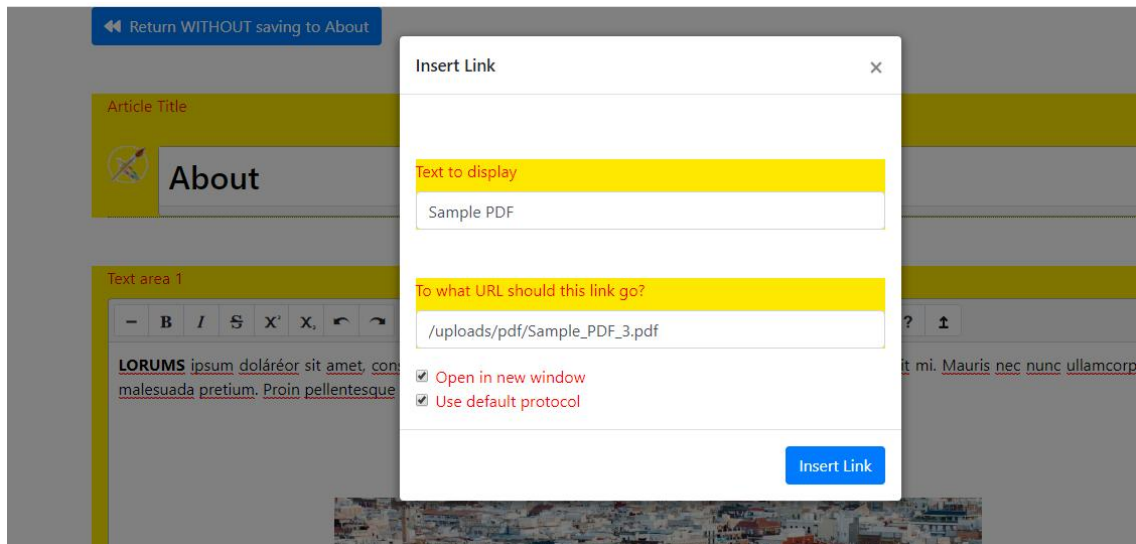
| Name | Path to copy for uploading purposes | Size/kb | |
|------------------|-------------------------------------|---------|---|
| Sample_PDF_3.pdf | /uploads/pdf/Sample_PDF_3.pdf | 55 | <div>PERMANENTLY delete document</div> <div>DOWNLOAD document</div> |
| Sample_PDF_2.pdf | /uploads/pdf/Sample_PDF_2.pdf | 55 | <div>PERMANENTLY delete document</div> <div>DOWNLOAD document</div> |
| Sample_PDF_1.pdf | /uploads/pdf/Sample_PDF_1.pdf | 55 | <div>PERMANENTLY delete document</div> <div>DOWNLOAD document</div> |

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- Go to the page where you want to add the document link and enter 'edit-mode'
- Put the flashing cursor where you want to add the document link
- On the toolbar click the button 'Insert Link'



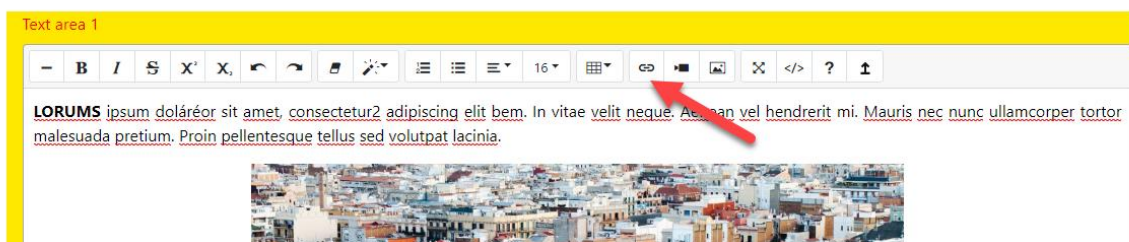
- Paste in the text for the anchor link and the path for the document. Click the blue button 'Insert Link'



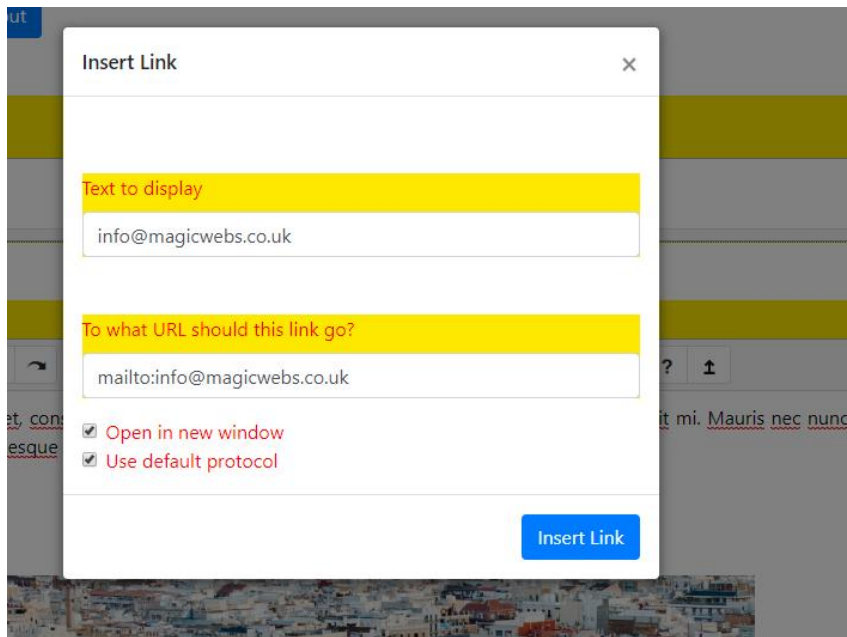
- Save the changes using the large red update button at the foot of the page
- You can see all the documents you have uploaded in 'Uploaded Documents' on the pink bar.
- You can use 'Uploaded Documents' to delete any documents you are certain are no longer being used on the website.

Adding an email address link

- On the page where you want to add the clickable mail address link enter 'edit-mode'
- Put the flashing cursor where you want to add the email link
- On the toolbar click the button 'Insert Link'



- Paste in the text for the email link and the email address with a prefix mailto:
- Click the blue button 'Insert Link'



- Save the changes using the large red update button at the foot of the page
-

Meta information

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

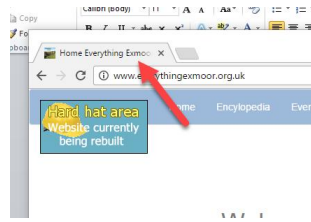
When you enter 'edit-mode' you will see each page has space for you to add the metatags.

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.....

Preparing Images

The website www.resizeimage.net can help with resizing if you do not have suitable graphics software on your computer. Another useful site is www.picresize.com

There is a free graphics program GIMP <http://www.gimp.org> that you might choose to use.