


## CMS Notes for HolworthyFarm.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

I keep occasional backups of the website but I strongly advise you to keep copies all the materials you add to the website in the way of

- text
- photos
- PDF and other documents etc.

Then, if some catastrophe befalls your website, we have your copies of these materials to rebuild the web pages.

**I strongly advice to keep copies of the items and text you add to the website.**

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

### Editing Text

**You should never copy and paste text directly from Word, web pages etc. into the CMS.** Text from such sources contains background codes that can interfere with working of your webpage. If you have text in, 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.

1. Open the Word document
2. Highlight all the text you want to add into your website page
3. Copy this text ( Control C is useful on a PC)
4. Close Word
5. Open Notepad
6. Paste in the text you copied from Word. Most the formatting present is the Word version will vanish.
7. Highlight the text in Notepad
8. Cut the text from Notepad
9. Close Notepad
10. Go to the web page on which you want to paste this text
11. Click the 'MAKE THIS PAGE EDITABLE' tick box on the pink bar
12. Put the cursor where the text is to go
13. Paste in the text (Control V on the PC is useful )

14. **VITAL - save the changes using the large red 'Update ...' button at the foot of the page**

15. 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 and ideally of 960pixels in width. The upload process will downsize larger images to 960px width but they will be slower to upload 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**
- It is best to replace spaces in filenames with a dash (-) or underscore(\_)
- 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
- 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 to add 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 image you want to delete
- Click '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. 'party-stats-28-2-2018.pdf' is good but the filename

*baCkfilename 'partybackground-stats- developed by Chris Jones after the January council meeting 28-2 2018.PDF'*

is bad.

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 it 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 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
- You 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

Chris [chriswivey@hotmail.com](mailto:chriswivey@hotmail.com)

<mailto:chriswivey@hotmail.com>

- **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. Be very careful not to delete images that are still being used on the existing web pages

## Meta information

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

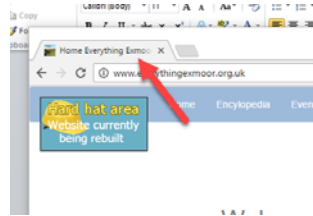
When you log into the CMS you will see each page has space for you to add the metatags. When you change them in any way please let Robert know and I will ensure they are set in a suitable way for the search engines to read.

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.....