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CMS Web User's Guide

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WEBSITE DESIGN

BESPOKE CLOUD SOLUTIONS

GRAPHIC DESIGN

BRANDING

DIGITAL MARKETING

SEARCH ENGINE OPTIMISATION

PAY PER CLICK ADVERTISING

EMAIL MARKETING

SOCIAL MEDIA

APP DEVELOPMENT

ADVERTISING

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1. INTRODUCTION

1.1 Overview

This is a user guide for the Content Management System (CMS) to be used by administrators and users who want to create, amend and delete content on their websites. The CMS provides the following functionality:

- Amend all page content
- Create new pages
- Delete pages
- Roll back previous page versions
- Add users and permissions
- View analytics
- Control SEO
- Amend social media meta content

1.2 How To Access The CMS

We have implemented a two factor authentication requiring a username and password. The CMS can be accessed from a standard desktop web browser. For access simply navigate to **http://www.yourURL/admin**. To access the CMS enter the **User ID** and **Password** (Figure 1). **Passwords** can be recovered by simply clicking on **Forgotten Your Password** and entering the **Username**. An email link to reset the password is sent. Where a user has forgotten the **Username**, they will need to contact us. The CMS will work with a variety of browsers. However for the optimal user experience the recommendation is to use one of following browsers:

- Google Chrome, version 23 or later
- Internet Explorer, version 9 or later
- Firefox, version 16 or later

1.3 Dashboard

The Dashboard displays the webpage in hierarchical order besides the **Last Modified** date, author and status (**Published, Draft and Trash**). Beyond this are a **Preview** spyglass, **Copy** icon and **Arrows** to move the page up or down through the site architecture. Click on the appropriate page to **Edit Page**.

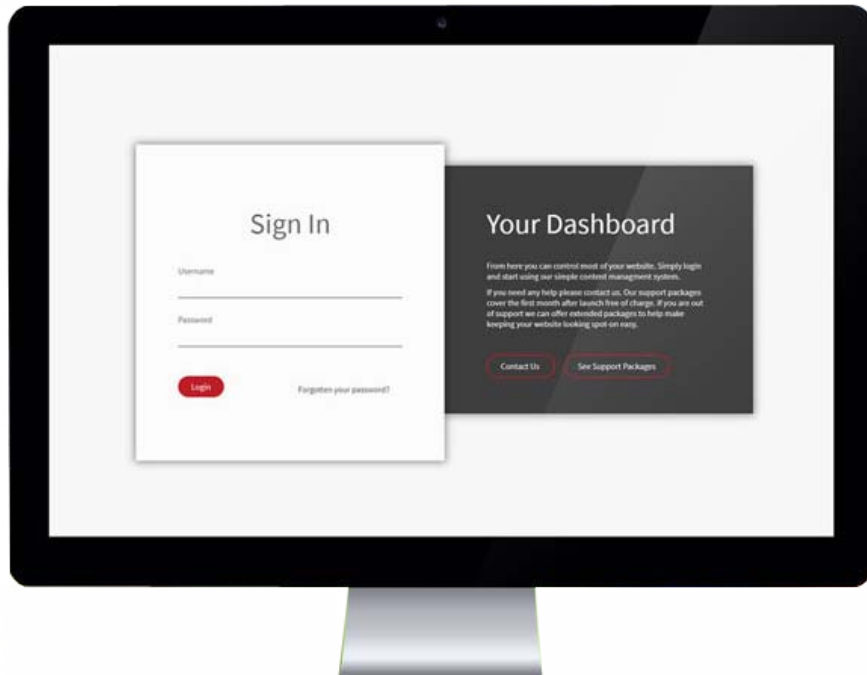


Figure 1
Sign in screen for CMS.

1.4 Permissions

There are two kinds of user roles defined in the CMS:

- **User:** An ordinary user of the CMS.
- **Administrator:** An authorized person in the participant's organization allowed to administer user accounts and change settings.

1.5 Users

All the users are listed under **Users** in the left hand menu. Administrators can create new users or **View Info** for existing users. Passwords are not visible to anybody apart from the individual user.

2. FUNCTIONALITY

2.1 Editing Pages

2.1.1 Page Titles & Navigation

From **Your Pages** on the left hand navigation menu, select the required page to edit (Figure 2). The first heading **Edit Page** gives the user control of the **Page Title** (the url). The **Navigation Title** (the name of the page on the website navigation menu) does not have to be the same as the **Page Title**. Furthermore, the user can define where the webpage sits within the website hierarchy and the visibility of the webpage.

Tip: The **Navigation Title** does not need to be the same as the **Page Title**. When changing the **Page Title** there may be other links on the website and on the wider internet, which may no longer link.

Tip: These changes are made in real time. If unsure, the user should change the visibility of the page to **Draft** whilst working.

The screenshot shows the 'Edit Page' interface with the following sections:

- Page Title:** A text input field containing 'Contact'. Below it, the URL 'http://cwa.itpie.wales/contact' is displayed with an '[Edit]' link.
- Navigation:** A section with a sub-header 'Navigation Title - if different to Page Title (this is how your page will be labelled on your navigation bar)'. It contains a text input field with 'Contact', a 'Parent' dropdown menu set to 'Top level page (No Parent)', and a 'Visibility' dropdown menu set to 'Published'.
- Publish:** A section with a 'Publish' date of 'Friday 28 Jun 2019' and a 'Remove from site' option set to 'Never'. Both have '[Edit]' links.
- Page Layout:** A section with a dropdown menu for 'Please select your chosen page layout' currently set to 'Internal Page'.
- Footer:** Three checkboxes: 'Show in Header Navigation' (unchecked), 'Show in Footer Navigation' (checked), and 'Locked' (unchecked). A note below states 'a locked page cannot be accessed by any web visitor'.

Figure 2
Editing web pages.

2.1.2 Publishing

The user has control of when the page is published and can automatically remove pages on a given date. Pages can be set to **Published** or **Draft** and the **Page Title** can be displayed in the main website navigation, or in the website footer using the simple tick box.

Tip: If a page is not displaying in preview, check the **Remove from site** date.

2.1.3 Page Layout

The **Page Layout** dictates which page template is associated with that particular page. Templates are normally divided into Home, Internal, Blog, Contact etc, but bespoke **Page Layout** alternatives will also be displayed here.

2.2 Page Content

2.2.1 Top Of Site Section

The user has control of all website content through the WYSIWYG editor (Figure 3) and the **Page Content** controls are positioned as they would appear on the website. The editor allows the user to create, amend and delete content, images, video and downloads. This can be done through the Graphic User Interface (GUI) editor or through the HTML **Source** push button. When the user hovers over each of the WYSIWYG push buttons, the name will be displayed (e.g. **Paste from plain text, Paste from Word, Bold, Italic, Underline, Insert Bullets, Increase Indent, Left Align, Link, Image**).

2.2.2 Amending & Adding Text

Text can be copied/pasted from any word processing application into the content area. When pasting, the user should use the **Paste** push buttons on the editor. To ensure correct formatting (e.g. colours, fonts, sizes), **Paste as plain text** or **Paste from Word** should be used. Alternatively, content can be typed directly. If no font or colour is selected, the default website font will be used.

Tip: Use **Show Blocks** when updating content to ensure your text stays within the required field.

Tip: Don't select a font, colour or size, otherwise your default fonts will be overwritten.

Tip: When adding line or paragraph breaks Press **<Shift> and Return** not just **Return**, to remain in the same cell <div class>.



Figure 3
WYSIWYG editor.

2.2.3 Uploading Images

Images types supported include JPG and PNG. All images are stored in a central library `/ckfinder/userfiles/images/yourimage.jpg`. These can be viewed, amended or deleted through this library by clicking on the **Image** push button in the editor and then selecting **Browse Server** (Figure 4). The images and folders will be displayed. Right clicking on an image provides further options including **View**, **Download**, **Rename** and **Delete**.

To upload new images for use on the website, click on **Upload** from the **Browse Server** screen and select the image required from the desktop. When adding new images to the content on the CMS, select the image from the central library. When presented with the **Image Properties** window, add **Alternative Text** (maximum 125 characters) to describe the image and set **Width 100%** with no reference to **Height**. Other options include **Borders**, **Horizontal Height**, **Vertical Height** and **Alignment** and these can be added if required.

Use the **Link** push button to add a link to the image. The **Advanced** push button gives control over the **HTML style elements**. Other options include **Padding**, **Long Description URLs** and **Stylesheet Classes**.

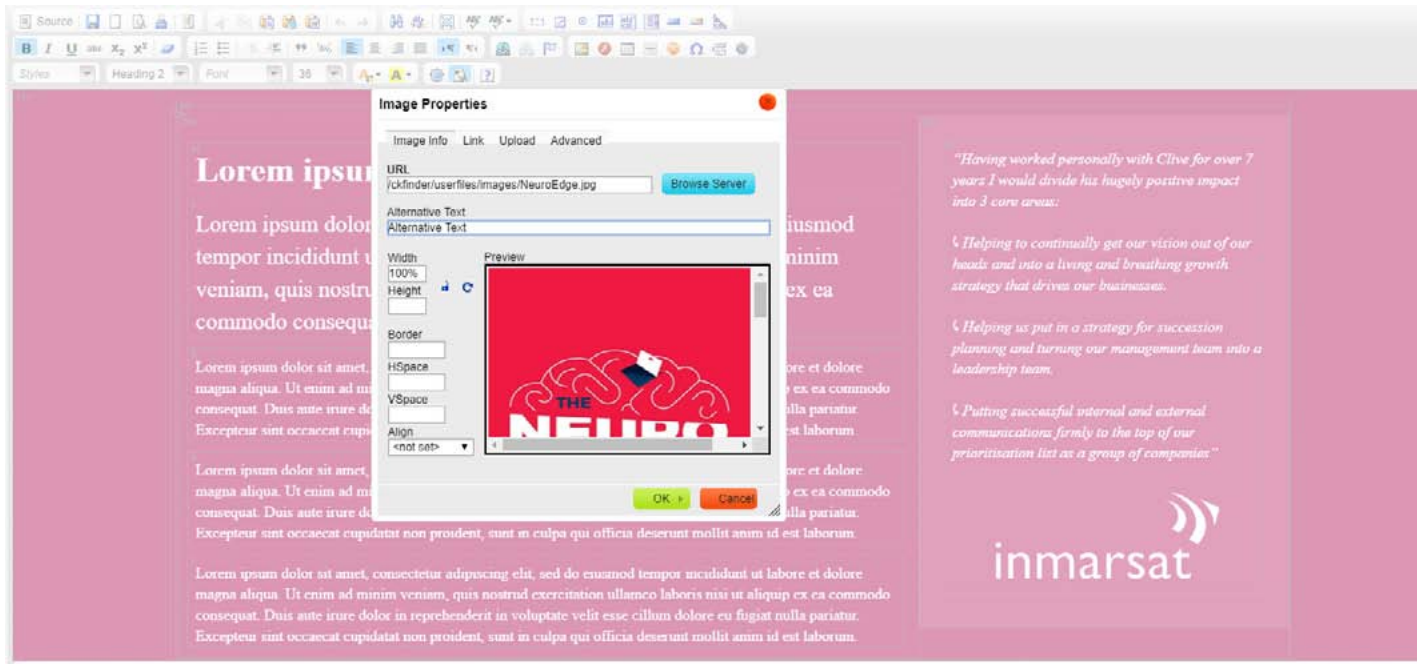


Figure 4
Uploading images.

Tip: For responsiveness across all screen sizes, ensure **Width** is set to a percentage% of the cell size <div class> and not a pixel size. There is no requirement to define a **Height**.

Tip: For best SEO practice add an **Alternative Text** that describes the image in less than 125 characters and includes your keywords.

Tip: When naming files, use a description including your keywords without any spaces (e.g. MyFileName.jpg).

Tip: Images should be uploaded once they have been cropped to the right size (no more than 1600 pixels wide) and saved specifically for web (not exceeding 500KB).

2.2.4 Linking Documents And Files

Common document types supported include PDF, DOC and XLS. All documents are stored in a central library **/ckfinder/userfiles/files/yourdocument.pdf**. These can be viewed, amended or deleted through this library by clicking on the **Link** push button in the editor and then selecting **Browse Server**. Your documents and files will be displayed. Right clicking on a file provides further options including **View, Download, Rename** and **Delete**.

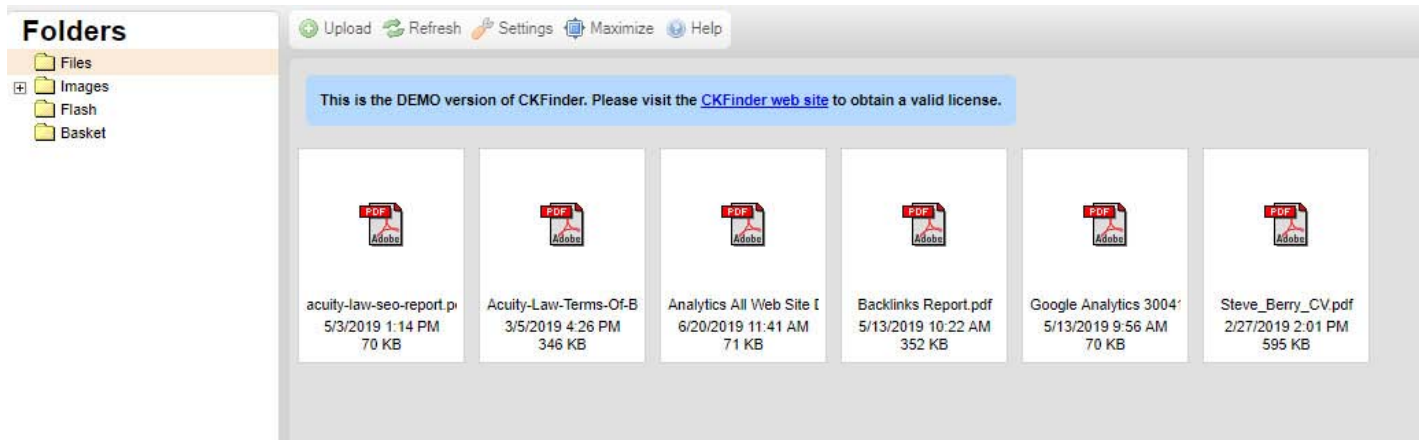


Figure 5
Uploading files and documents.

To upload new documents for use on the website, click on **Upload** from the **Browse Server** screen and select the file required from the desktop. To link to a document from the CMS content, highlight the text or image and click **Link**. When linking new files to the text or images on the CMS, select the file from the central library (Figure 5). Use the **Target** push button to ensure the document opens in a **<popup window>** or **<new window>**. The **Advanced** push button gives control over the **Advisory Title**, **Advisory Content Type**, **Style** and **Stylesheet Classes**.

2.2.5 Linking to URLs

To link to another URL, highlight the text or image that you want to link from. Click on the **Link** button and enter the full URL. The **Target** option controls how the new link will open. This can be opened in a **<new window>**, **<pop-up window>**, **<topmost window>** etc.

2.3 New Pages

2.3.1 Add New Page

Add New Page at the top of the **Your Pages** (Figure 6) allows users to create a new page using the functionality described above. When creating a new page the user can choose from an existing **Page Layout** template. Where it sits in the navigation will depend on the tick boxes **Show in Header Navigation** and **Show in Footer Navigation**, as well as where it is positioned using the **Move Page Up** or **Move Page Down** arrows in **Your Pages**.

Users may find it easier to copy an existing page and amend it. Pages can be copied through the **Your Pages** screen by clicking on the **Copy Page** icon opposite the page name. The page can then be amended.

Your Pages

Add New Page

Sort List By: Published & Draft (12) | Published (12) | Draft (0) | Trash

Page	Last Modified	Options
Home	18 Apr 2019 @ 14:29 ITPIEADMIN	Published
Coaching & Facilitation	18 Apr 2019 @ 14:29 ITPIEADMIN	Published
Shaping Change	18 Apr 2019 @ 14:29 ITPIEADMIN	Published
Resilience, Performance & Productivity	18 Apr 2019 @ 14:29 ITPIEADMIN	Published
Keynote Talks	18 Apr 2019 @ 14:30 ITPIEADMIN	Published
What We Do	18 Apr 2019 @ 14:30 ITPIEADMIN	Published
Privacy Policy	18 Apr 2019 @ 09:38 ITPIEADMIN	Published
Cookies Policy	18 Apr 2019 @ 09:38 ITPIEADMIN	Published
About Clive	18 Apr 2019 @ 09:39 ITPIEADMIN	Published
About Victoria	18 Apr 2019 @ 10:39 ITPIEADMIN	Published
Books	18 Apr 2019 @ 09:31 ITPIEADMIN	Published
Contact Us	18 Apr 2019 @ 13:32 ITPIEADMIN	Published

Add New Page Return to Dashboard

Figure 6
Your pages and site architecture.

3. SEARCH ENGINE OPTIMISATION

3.1 Meta Data

3.1.1 Title & Description

A page cannot be published until the relevant meta data has been entered (Figure 7). SEO metadata is what appears on search engine result pages (SERP) when a website comes up for certain queries. It includes the title of the page and its meta description (descriptive text below the title). The title and description should accurately describe the page and is strictly limited by characters. The CMS does not limit the character count as this can vary depending in search engine algorithm updates. Typically titles should not exceed 65 characters and descriptions 160 characters.

Tip: Do not duplicate titles or descriptions. Search engines heavily penalise websites with duplicate content.

Tip: Use chosen keywords in the opening of the title and description, targeting no more than three keywords for each web page.

Tip: Do not exceed the character count. Search engines heavily penalise websites with excessive or limited meta titles and descriptions.

The screenshot displays two side-by-side panels. The left panel, titled 'Search Engine Optimization', contains several input fields and dropdown menus. It includes a 'Meta Title' field (38 characters left), a 'Meta Description' field (36 characters left), a 'Meta Keywords' field, a 'Meta Robots' dropdown menu, and a 'Search Engine Spider Frequency' dropdown menu. The right panel, titled 'Website Link Helper', features a dropdown menu for selecting a page and a message indicating that no page is currently selected. At the bottom of the interface are three buttons: 'Save / Publish', 'Preview', and 'Cancel'.

Figure 7
Search engine optimisation and meta tags.

3.1.2 Use Of Meta Keywords

A selection of keywords relating to the contents of the page should be added and separated by a comma (,). Google no longer accepts keyword suggestions from web administrators, but Bing still do. The keywords entered here should also be referenced in the body text of the main content. The main content should not reference keywords at more than 2% density.

3.1.3 Meta Robots

The meta robots tag tells search engines what to follow and what not to follow. It gives web administrators the power to decide which pages to hide from search engine crawlers and which pages to index. The default option permits crawlers to index the web page.

3.1.4 Search Engine Spider Frequency

Spider frequency refers to how often a website is crawled by search engine spiders, otherwise known as web crawlers. This can be set to mimic the frequency the webpage content is likely to be updated. Search engines appreciate being given guidance on how likely a page will change. If the content is not changed frequently, this should be set low.

3.2 Search Engine Optimisation, Analytics & Web Audits

3.2.1 SEO

Where there is an ongoing contract in place, **SEO** in the main navigation will provide monthly web audit updates, ranking monitoring, optimisation reports and backlink reports.

3.2.2 Analytics

Where there is an ongoing contract in place, **Analytics** in the main navigation will provide monthly Google Analytics reports, together with a summary of activity and any further marketing suggestions and observations.

4. SEARCH ENGINE OPTIMISATION

4.1 Social Media Meta Content

4.1.1 Meta Tags

The point of using social meta tags is to control the way your content is displayed in feeds rather than letting Facebook, Twitter and other social platforms generate the headline, description and image for you.

Web administrators can control the experience their content produces as it shows up on social networks including Google, Facebook and Twitter. Control the social media content your page generates through social meta tags (Figure 8). These tags are either default tags that are applied across all pages, or are the fall back values if nothing has been added to the individual page. Not all items are required and those that are required are marked with an asterix (*).

Social Media Meta Content

Here you can edit the default Social Media Meta Tags used on Facebook, Twitter and other social media platforms.

These tags are either default tags that are applied across all pages or are the fall back values if nothing has been added to the individual page. Please note not all items are required and those that are required are marked with a *

Site Name
Site Name: we recommend the default title value being your business name <input type="text"/>
URL*
URL: this is the Canonical URL of your website including the http(s) element <input type="text"/>
Title*
Title: we recommend the default title value being your business name or the same as that used for the Meta Title value of your home page <input type="text"/>
Description*
Description: we recommend the default description value being a summary of your business services or the same as that used for the Meta Description value of your home page <input type="text"/>

Figure 8

Social media meta content for Facebook, Twitter, Google etc.

5. MULTI-MEDIA

5.1 Video & Audio

5.1.1 Direct Uploads

Videos can be directly uploaded to the CMS in AVI, MOV and MP4 formats and linked as documents (see paragraph 2.2.4). However the file size will often exceed CMS limits or be too large for users to download. Therefore we recommend using a video streaming channel such as YouTube or Vimeo.

5.1.2 YouTube & Vimeo iFrames

Video file formats are best played through an iframe. An iframe (short for inline frame) is an HTML element that allows an external webpage to be embedded in an HTML document. Unlike traditional frames, which were used to create the structure of a webpage, iframes can be inserted anywhere within a webpage layout.

To create an iframe, simply locate the video you want to share on YouTube or Vimeo and click on the **Share** button followed by **Embed** (Figure 9). YouTube or Vimeo will present a snippet of HTML code such as:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/XbGs_qK2PQA" frameborder="0" allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
```

This code is simply pasted into a paragraph tag `<p>.....</p>` in the **Source** code of the desired webpage. Alternatively, the video can simply be played through a **Link** to YouTube or Vimeo. To link to the video follow the instructions at paragraph at 2.2.5.

Tip: To be responsive the `width="560"` should be amended to `width="100%"`. The height can be changed to the desired height in pixels.

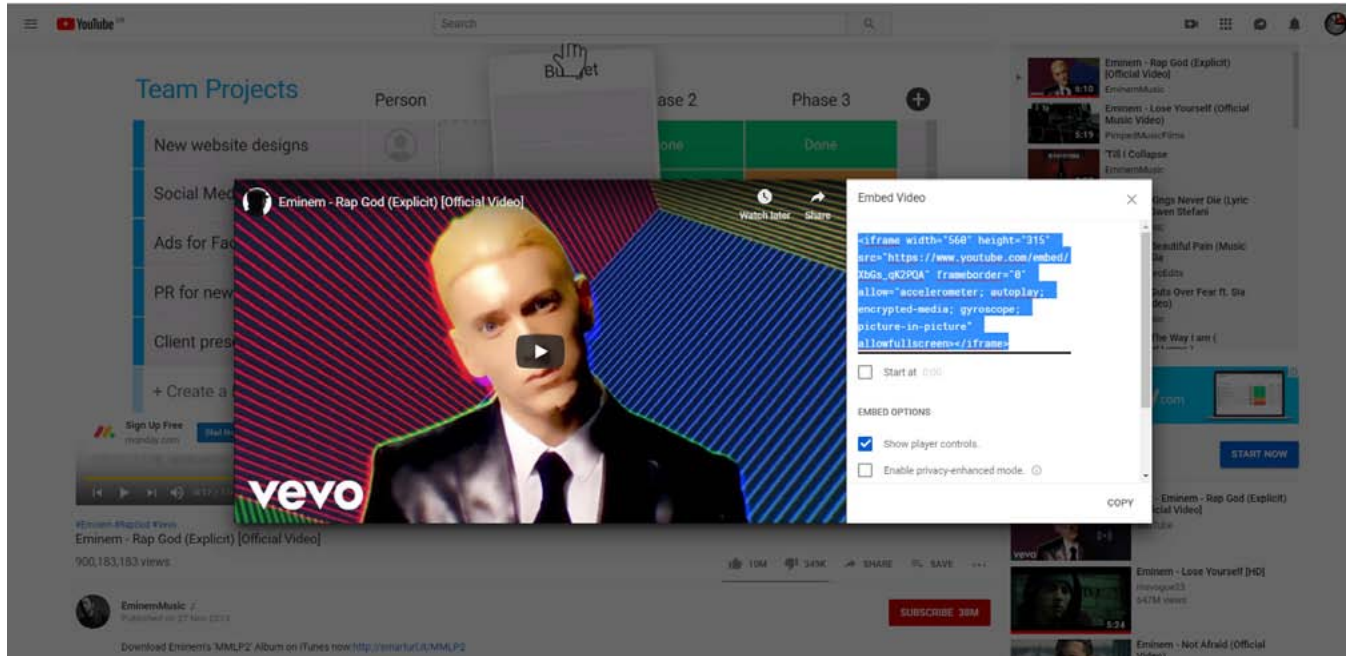


Figure 9
Embedding iframe code from YouTube.

5.1.3 Other iFrames

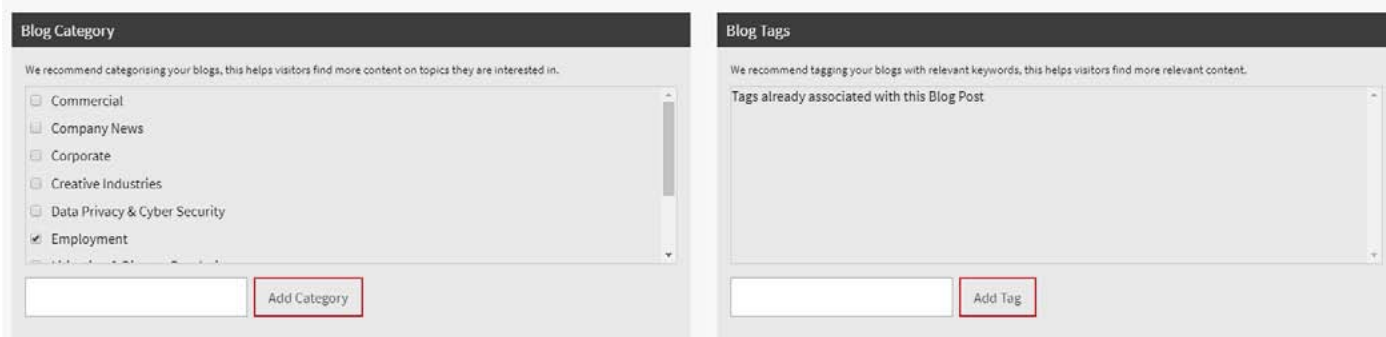
The user can generate iframe code to embed any HTML doc or page to the website or blog with live preview options and customizations using an open-source iframe generator such as <https://www.iframe-generator.com/>. This online tool helps to compose the HTML code for iframe tags. Set the link, size, scrolling and border then the **Generate** button to get the markup. Preview and tune your generated iframe HTML code in the interactive editor.

6. NEWS, EVENTS & NOTICES

6.1 Functionality

6.1.1 Amending News/Blogs

News/blogs can be amended in exactly the same way a web page is edited (see paragraph 2.1). In addition to the usual page content, news/blogs also have a **Blog Category** and **Blog Tag** (Figure 10). These are defined by the administrator when the page is created and can be added or deleted by selecting the appropriate tick box.



The image shows two side-by-side panels for selecting blog categories and tags. The left panel, titled 'Blog Category', contains a list of categories with checkboxes: Commercial, Company News, Corporate, Creative Industries, Data Privacy & Cyber Security, and Employment (which is checked). Below the list is an 'Add Category' button. The right panel, titled 'Blog Tags', contains a text area for 'Tags already associated with this Blog Post' and an 'Add Tag' button. Both panels have a header with a recommendation: 'We recommend categorising your blogs, this helps visitors find more content on topics they are interested in.' and 'We recommend tagging your blogs with relevant keywords, this helps visitors find more relevant content.'

Figure 10
Selecting the blog category and blog tag.

Tip: Keep your blog categories succinct for easy user category navigation. Use **Blog Tags** to more accurately describe blogs

6.1.2 Creating News/Blogs

Blogs can be created in the same way a web page is created (see paragraph 2.3). In addition the administrator can add a **Remove from site** date for blogs that are time sensitive (Figure 11). Furthermore the **Blog Visibility** can be set to:

Published - Sticky: The blog is published and will always sit in the first position regardless of date order

Published: The blog is published and will sit in date order within the hierarchy or category

Draft: The blog is in draft mode

Trash: The blog has been deleted

Where appropriate, blogs can also include authors and this is automatically applied through the CMS.

The screenshot shows the 'Edit Page' interface for a blog post. It is divided into several sections:

- Blog Post Title:** A text input field containing 'Discrimination in shared parental leave'. Below it is a URL: 'http://www.acuitylaw.com/insights/discrimination-in-shared-parental-leave' with an '[Edit]' link.
- Publish:** A section showing 'Publish: Monday 03 Jun 2019 09:06' and 'Remove from site: Never', both with '[Edit]' links.
- Blog Visibility:** A dropdown menu set to 'Published - Sticky'.
- Page Layout:** A dropdown menu set to 'Blog Post'.
- Blog Post Image:** A section with instructions: 'Your image should be xx pixels wide and xx pixels high to get the best result, images which are not this size may be stretched or compressed to fit and may not appear as desired. Blog Post Images are uploaded to your image gallery and can be viewed using the WYSIWYG below.' It includes a 'Choose File' button and 'No file chosen' text.
- Insight Key Contact:** A dropdown menu set to 'Claire Knowles'.

Figure 11
Editing news/blogs.

6.2.1 Events & Notices

Events & notices are published through the same portal as news/blogs, but feature in the **Blog Category** (Figure 10). These then feed in automatically to the relevant web page.

7. PREVIOUS VERSIONS

7.1 Restoring Previous Versions & Rolling Back

Each time a change is saved, it is backed up. The web administrator can preview or restore any previous version. Select the version from the date shown in **Activity** (Figure 12) and click **Roll Back Page**. This will replace the existing version of that website with the previous version.

Previous Version(s)
below is a list of past versions of this web page, if required you can 'roll back' to a previous version of this web page

Page	Activity	Status of past version(s)	Options
Discrimination in shared parental leave	Last Modified: 04 Jun 2019 @ 10:01:48 by marketing@acuitylaw.com	Published & Main Headline	🔍 ↺
Discrimination in shared parental leave	Last Modified: 04 Jun 2019 @ 09:29:04 by marketing@acuitylaw.com	Published & Main Headline	🔍 ↺
Discrimination in shared parental leave	Last Modified: 04 Jun 2019 @ 09:27:46 by marketing@acuitylaw.com	Published & Main Headline	🔍 ↺
Discrimination in shared parental leave	Last Modified: 03 Jun 2019 @ 09:56:48 by marketing@acuitylaw.com	Published & Main Headline	🔍 ↺
Is it discriminatory to pay male staff statutory pay only during shared parental leave?	Last Modified: 03 Jun 2019 @ 09:55:48 by marketing@acuitylaw.com	Published & Main Headline	🔍 ↺

1 2

Figure 12
Restoring previous versions of a webpage.

Tip: Make sure you preview the page before rolling back to make sure it's the right version

8. SUPPORT

8.1 Requesting Support

CMS administrators and users on a support contract can request telephone support on any CMS issue throughout normal working hours. Click on **Contact Us** in **Dashboard** to be directed to our support page. Alternatively call for immediate help.

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