CMS Editing wilstea.com

General notes

1. You may find it useful to print out these notes and add your login details to the space below.
2. CMS stands for 'Content Management System'.
3. Please only 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 that 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.
6. After every change to your website you should check that your amendments show up appropriately on mobile phone screens, tablets and large screens.

Logging in

Click on the 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, Analytics 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 use the menus to go the page you want to edit. 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.

Writing your text

The more content a web page has, the easier it is to get high rankings on the search engines. It is very difficult to get high rankings for very short pages with thin content.

Make sure that your web pages contain enough content to answer the questions of the web page visitor. Search engines love content rich websites that answer the questions of searchers.

The content of your web pages should have a clear structure, and it should be easy to understand.

Make sure that your content has a clear structure and that the content that the searcher is looking for is easily available on your web pages. Use headers, sub-headers, bullet lists and tables to present your content as clearly as possible.

Adding a new picture to File Manager

Before you add a new picture you need to resize it to 1024 pixels wide with the appropriate height and save it as a jpg file on your own computer. Please use a human friendly file name with no spaces or punctuation e.g. *party-fun-august.jpg* and not say *DSC45900976? Party'sA.JPG*

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

To upload a picture to the website open the CMS and click the 'File Manger' icon


Click on the 'Upload' button

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

Replacing a picture with an attached caption in the text area

In the CMS window select the old picture you want to replace on your web page.

Click the 'File Manager' icon and find the new picture. Click on it and then choose 'Insert' from the bottom of the File Manager window.
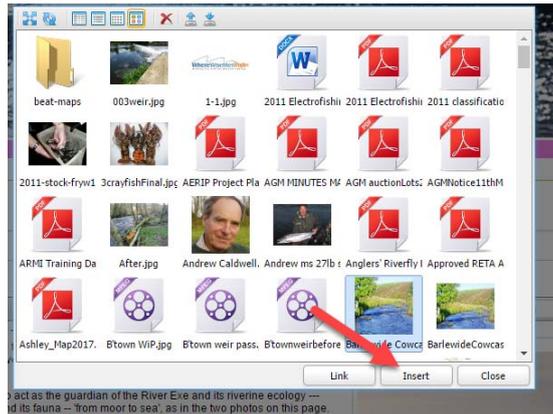
With the new picture selected in the CMS apply the correct styles from the Style dropdown menu.

Normally these will be Rmefloatleft, Rmefloatright or Rmefloatcentre
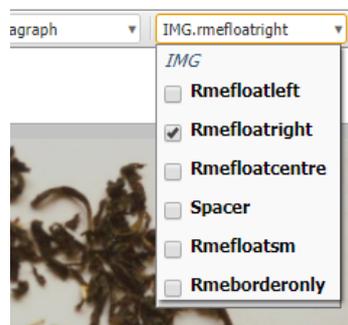
Make sure you only have one size style selected.

Because you are creating a page for many screen sizes it is essential that you check that the page looks correct on desktop, tablet and mobile phone sized screens.

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

back"stats-y?65.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 into an appropriate folder. 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
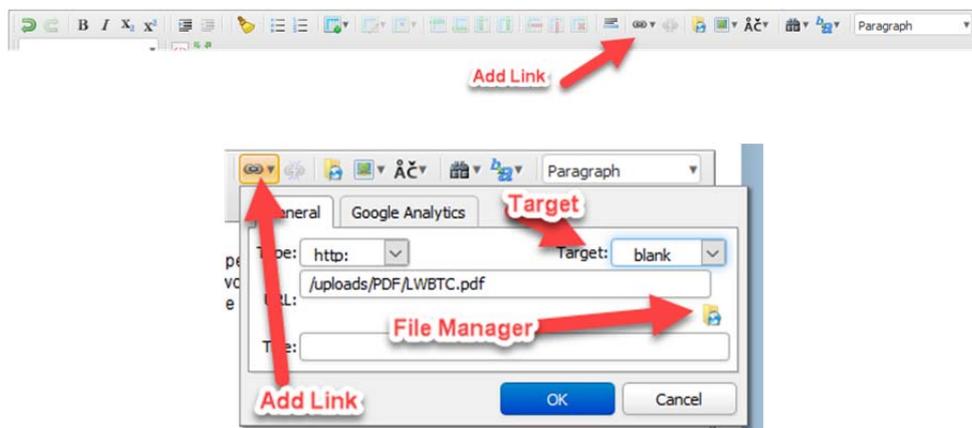
In the 'General Tab' that shows click 'File Manager' and click once on the PDF file you want to add.

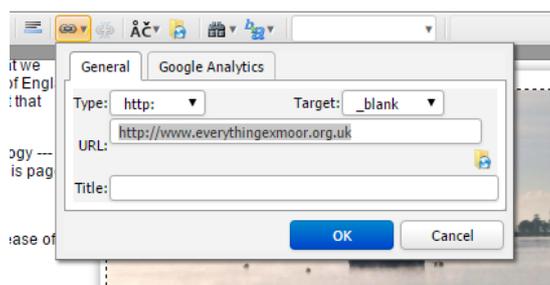Click the 'Select' button at the foot of the 'File Manager' window.

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 e.g. 'View Everything Exmoor' and select the 'Add 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. Each web page should have an individual title tag.
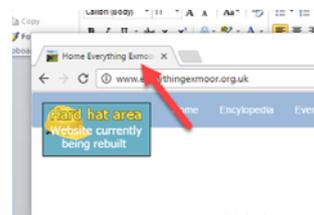
Why are title tags important?

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 "….".
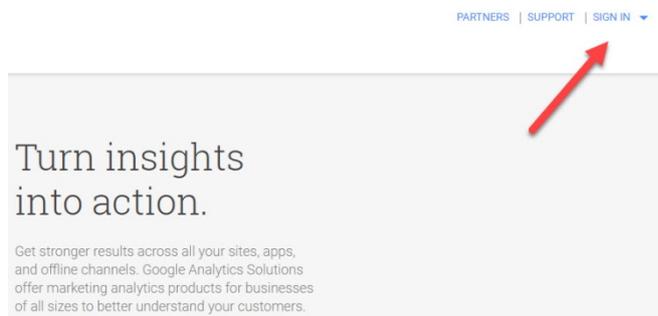
Article Meta Keywords

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…..

Google Analytics

Make sure you have the necessary Email and Passwords which I suggest that you write below

Log into your CMS and on the pink bar click Analytics. A new tab opens.

PARTNERS | SUPPORT | SIGN IN ▼

Turn insights
into action.

Get stronger results across all your sites, apps,
and offline channels. Google Analytics Solutions
offer marketing analytics products for businesses
of all sizes to better understand your customers.
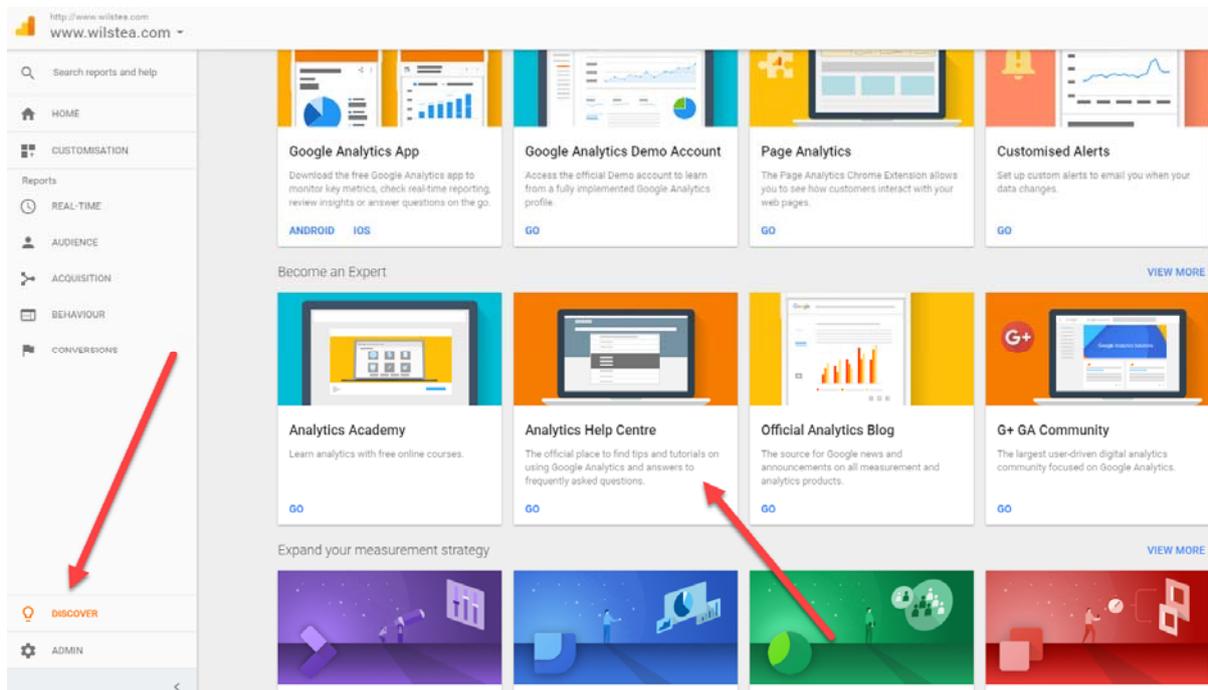
Click on SIGN IN and choose Analytics

If necessary sign into Google using the following

Email:

Password:

Google Analytics is a complex package designed to link in with Google 'Pay Per Click' Adverts. You will be able to see basic user stats on the Home page.

To find out more about how to use Google Analytics click on Discover and select Analytics Help Centre.

Promoting your website

A web site is effectively a portfolio providing plenty of space for you to carefully lay out your message and provide all the information you wish to impart about your website's topic. People may find their way to your website through search engines, primarily Google and you have some control over your positioning by providing plenty of relevant text on each keyword phrase that you wish to be found under.   However, the web is a very competitive place and for example searching Google on the phrase 'self catering accommodation somerset' returns 630,000 web listings. Clearly it is hard to get into the page 1, top 10 listings on Google with such a phrase. You can get on the first page by paying Google using its 'Pay per Click' i.e. PPC system but unless skilfully handled the cost of this can exceed the financial rewards it can bring so do be careful if you pursue PPC.

Most internet savvy businesses now rely heavily on social media to attract clients to their websites.

Effectively there are three social media categories — social media platforms that help you network (like LinkedIn, Facebook, etc.); social media platforms that help you promote (like YouTube, blogs, etc.); and social media platforms that help you share (like Buffer, Hootsuite, etc.).

There are hundreds of social media platforms. I will list the main ones currently used in the UK to help you choose which ones might benefit your business.

Popular UK choices include Google, Facebook, Twitter, Pinterest, YouTube and Email Marketing to help you get your message out.

Social Media Platforms that help you Network

- Facebook
- Google+
- LinkedIn
- Snapchat
- Twitter

Social Media Platforms that help you Promote

Bing, Google and Yahoo aren't technically social media platforms, but they are tools that can be used to promote your product or service

Blogging Platforms

Some of them, like Blogger and Tumblr are straightforward platforms that are great for people who want to do a simple blog about their vacation, their company or their family reunion. If you're ready to create a more robust blog that adds a lot of SEO value for your website, you'll want to use Joomla, Drupal, Typepad or WordPress. These are the blogging platforms used by serious bloggers.

Email Marketing Platforms

Email can often get overlooked in the world of social media, but if you define social media as tools that help you have a dialogue with your customers and prospects, then email falls into the social media category. Popular email marketing tools include Constant Contact.

Flickr

This is a photo-sharing site that can be used to build awareness and drive traffic to your product pages.

iTunes

This is not the only podcasting site, but it's the best-known and most popular. If you're doing interviews with industry experts or if you're creating mini-radio shows, iTunes is the place to be.

Vimeo

Think of Vimeo as a high-end YouTube. It's perfect for people interested in sharing their videos with a community of positive, encouraging creative professionals.

Yahoo

Like Google and Bing, this is not technically a social media platform. But it is a tool that ultimately can drive traffic to your website. Be sure to optimize your website so that search engines like Yahoo can see it.

YouTube

Of course, YouTube is one of the better-known platforms used to promote businesses. The key to YouTube is to keep the videos short and sweet. Make sure they solve the "what's in it for me" equation. YouTube is perfect for "How To" videos, but it's not a good place to upload the CEOs annual speech to shareholders.

Social Media Platforms that help you Share

HootSuite

This is a tool that allows you to manage multiple social media channels through one dashboard. If you have a company with more than one contributor to your social media program, HootSuite is a good solution.

Instagram

A surprisingly fun photography app that's sweeping the globe. Install Instagram on your smartphone and, next time you take a photo, use it to enhance, stylize and share the photo with others in your network.

Pinterest

We live in a visual world and Pinterest leverages that. Tired of reading long blog posts (like this one) but still enjoy skimming through images that are worth 1,000 words?

Wikipedia

This user-generated encyclopaedia is run by just a few dozen employees (along with hundreds of thousands of contributors around the globe). It's a great tool for legitimate entries. Don't try to game the system by adding overly-promotional posts. But if your entry will be helpful to the Wikipedia community at large, add a page.