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# Content Management System (CMS) User Guide

(Last Updated: February 4, 2010)

## Important CMS Usage Note

**Use the CMS at your own risk.** We do not take any responsibility for changes you make to the website. Your website has been delivered in an acceptable format. In some cases, clients who do not understand what they are touching, ruin their custom programmed websites. There may be fees involved to correct problems of this nature. If you lack experience (especially with text editing) or have trouble understanding the basics of HTML, it is highly recommended that you take a course, read tutorials online, or hire us to make changes for you.

### CMS Notes

- **The CMS has been heavily customized to suit your specific needs.** There may be some areas below that do not pertain to you. If something significant is missing that you believe is needed to make changes, please let us know.
- You may see a notice that reads something along the lines of “please upgrade to version 2.9.” The base software that we use gets updated by a third party from time to time. If you would like us to upgrade on a regular basis, it is recommended that you take a monthly maintenance package. Otherwise, you can ignore the message. It is recommended that you do in fact upgrade at least once every few months. Do not upgrade on your own as it could destroy your website.

## How to Log Into Your CMS

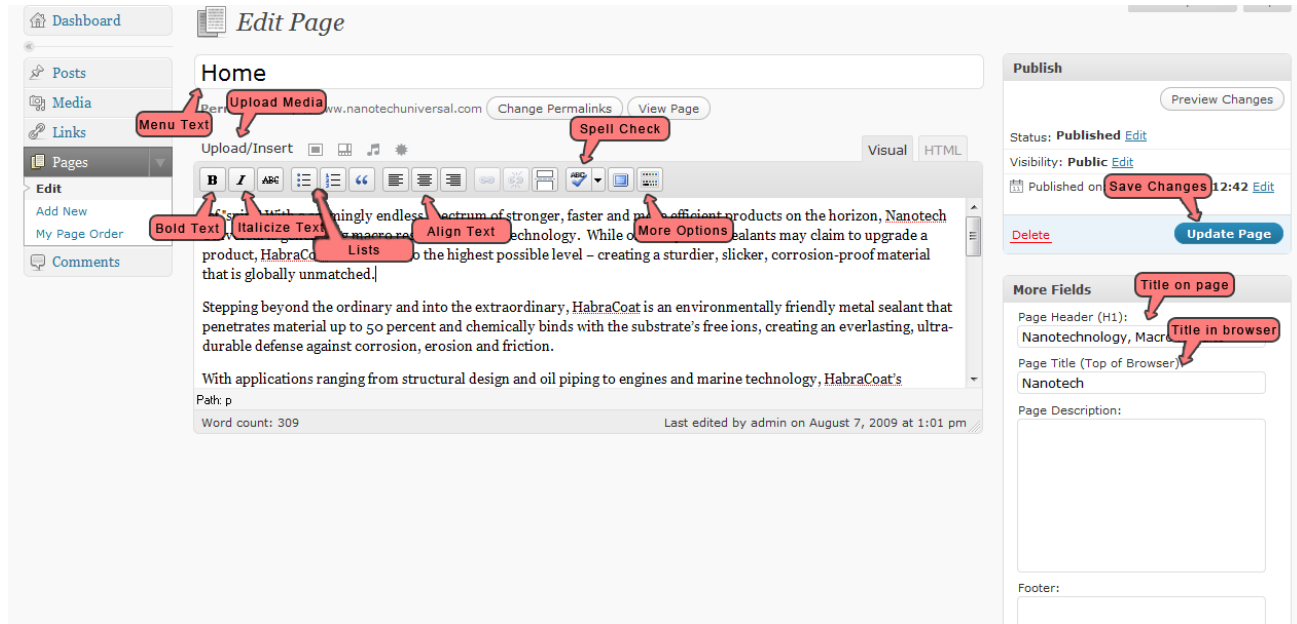
1. Go to: [www.yourwebaddress.com/wp-admin](http://www.yourwebaddress.com/wp-admin)
2. Type in your username and password.

### Note

- **Username & Password:** This is not the same username and password combination that you may have used to log into the hosting administration control panel (“cpanel”), nor is it the username and password for your email. To access the CMS, we will send you a unique username and password so you can log into the back-end of your website to make changes.

## The WYSIWYG Editor

The main text of each page is controlled by a wysiwyg editor. Wysiwyg stands for “What You See Is What You Get” and it consists of a bunch of little icons and an open form field where you type the info.



In some cases, your CMS will be black or a different color. That does not affect its functioning in any way.

If you work from the “visual” tab, you do not have to know HTML to edit text. You can simply make the changes and update the page. You also have the option of working from the HTML tab, although chances are this won’t be ideal for you if you do not have web experience.

**Note:** If the page you are editing has had custom HTML added you will need to make your changes through the HTML tab. Otherwise Wordpress might remove some of the custom code as a security precaution.

Common buttons that you may use include the bold, italics, and page headers buttons.

It is strongly recommended that you do not attempt to set up fonts or adjust text colors or sizes. If you do need to create a paragraph header that stands out, select the text, then click the “page headers” drop down menu, and then choose “Header 2.” The Header 2 button will have been customized for you in advance.

### The “More Options” Button (also known as The “Kitchen Sink” Button)

The last button in the list of buttons above the main text input will show or hide additional text editing options. If you’re suddenly missing one row of icons, you pressed that button. Just press it again.



## How to Start a New Page

1. Click on "Pages"
2. Click "Add New"
3. Fill in the large form field at the top of the page. This field is the text that will appear on the navigation menu.
4. Write the page content right in the main text box/wysiwyg editor. (Or paste it in).
5. Fill in the "More Fields" section (on the right of the page).
6. If this page will be appearing under a main ("parent") category, you must select the parent page as your new page's parent category. You can do this in the box that appears underneath the main text box.
7. Click "Publish"

### Notes

- Do not paste text straight from Word. Copy all text into Notepad, and then cut and paste (click "allow" if you get a pop-up). Or, type everything right into the main text box. Or, click the icon that says "paste from Word" when you hover over it.
- You should manually save your work from time to time by pressing the "publish" button. However, there is an autosave feature that will occasionally save your changes so you may be able to go back if you have problems (such as a power failure or your Internet access is down).
- Basic HTML Functions: You can use the buttons along the top of the main text box to style your content. The wysiwyg editor (wysiwyg = What You See Is What You Get) is feature rich and should be easy to use. If you have difficulty with it, you may need some training classes.
- The text in the top box (where it says "Home" below "edit page" in the sample image on the previous page) is what the link text is going to look like. The navigation menu link text will sometimes use different words than the link itself.
- Be aware that adding new pages might add new menu items if the page is a top-level page. Should you not have enough room in your menu bar the layout might break once the new page is added.

For example, in the navigation menu, you would typically want the button to go to the homepage to say "Home" but it will take you to [www.yourwebsite.com](http://www.yourwebsite.com) not [www.yourwebsite.com/home/](http://www.yourwebsite.com/home/)

Another example: The navigation menu says "Contact Us" but the web address is [www.yourwebsite.com/contact/](http://www.yourwebsite.com/contact/) and not [www.yourwebsite.com/contact-us/](http://www.yourwebsite.com/contact-us/)

## How to Write Text (Or Edit Text)

Put your mouse in the main box and start typing. To save your work, make sure you click the publish button.

### Notes

- You can save it as a draft if it's a new page and it's not ready.
- You can modify the release date so if you have specials, you can preset the launch of the page months in advance.

### How to Bold or Italicize Text

1. Select the text you wish to bold/italicize.
2. Click 'B' or 'I' (buttons located above main text input)

## How to Edit a Page

1. Log in to the CMS.
2. Go to the “pages” section.
3. Choose the page you would like to edit from the list
4. Edit as needed.
5. Click “update page”

## More Fields (Important SEO Items)

An important part of the customization of the CMS involves the use of items related to search engine optimization. Here are important, valuable SEO tips. They are to be used on each page of the website.

### Permalink/URL Name (The Name of Each Webpage)

A permalink is the name of each webpage. It is the way the web address of the unique page you are working on looks within your website’s structure.

For example: The “contact-us” portion in [www.yourwebsite.com/contact-us](http://www.yourwebsite.com/contact-us)

#### Notes

- Use up to 3 words in your permalink (you can use more from time to time but don’t over do it)
- Try to be minimalist in your approach. Don’t stick in lots of extra words for no reason.
- Avoid repeating your web address in the permalink  
(e.g., do not do this: [www.bestwebsite.com/best-website-contact-us](http://www.bestwebsite.com/best-website-contact-us))
- Use all lower case letters (by default, the system should do this).
- Whenever possible, ignore the use of irrelevant words such as: and, of, the, or, ...  
For example, don’t write the keyword so that it appears like this: [www.yourwebsite.com/the-keyword/](http://www.yourwebsite.com/the-keyword/)
- Once you choose a permalink and the webpage has been up for some time, Google will eventually find it. It is very highly recommended that you do not change it.  
For example, [www.website.com/fishing/](http://www.website.com/fishing/) should stay that way and not become [www.website.com/fishing-adventures/](http://www.website.com/fishing-adventures/)

*Custom Permalink:* You may have the feature that says “Custom Permalink.” You should use this if you have a multilingual website (NOT 2 websites, one language per site) or if you have drop down menus. Ideally you would have the exact name of the page.

For example, rather than [www.yourwebsite.com/sidemenu/pagename/](http://www.yourwebsite.com/sidemenu/pagename/) use the custom permalink menu to create a page called [www.yourwebsite.com/pagename/](http://www.yourwebsite.com/pagename/)

To do so, in the form field under the label “Custom Permalink” add the exact page name ONLY. For example, add “pagename/” (with the slash).

### HTML Title

This is what goes into your <title> tag which is the what you can read at the very top of your website browser. If you are using Internet Explorer to surf the net, it's the white words in the blue bar across the very top of the page. Here are some tips:

- This is very important for SEO.
- Add up to a maximum of 6-8 keywords
- You do not have to use 6 words. I repeat, you do not have to use all of the words. You can limit it to one word if you want (e.g., About; Contact; Testimonials: These are non-content pages and there's no need to fill them in with anything other "About Us" Contact Us or "Testimonials & Reviews")
- Try to avoid repeating keywords in this form field from page to page (keep it targeted to the page). For example, if you use "Fishing" for the fishing page, don't stick the word in on the diving page by writing "Scuba Diving Fishing." Just use the word fishing on pages that relate to fishing.

### META Description

This helps keep your site search engine friendly. Write a 10-25 word description of the content of the page.

### Header Tag ("H-tag")

The most important type of header tag is the Header 1 tag (known as H1). The system was customized to make it easy for you to insert. When writing a page, you will need a heading (the few words at the top of the page, above the first paragraph). For example, on a page about scuba diving, your H1 will most likely be "Scuba Diving" and it will appear right on top of the first paragraph.

To add the header text, write it in the form field on the right side of the main text box area.

### Footer Text

Some systems will have this field as well. We use this field to add a few extra keywords in that may be relevant but that do not necessarily fit in well in other places on the page or in the code behind the page. You will almost never have to use this box. If you're unsure what to do with it, leave it blank.

## How to Insert a Link

1. Select the text you would like to link.
2. Click on the link button (the chain link icon)
3. Fill in the url (web address) you would like to link to.
4. Select the target (you can choose if you want the link to open in the same window or pop up in a new window when the link is clicked). Do not make it pop up if it's a link to a page on your own website (people hate that). Only use this feature for links to other websites.
5. Link Title is optional. This is a description of the link.
6. Leave the Class as -- Not set – (i.e., do not touch it)

## How to Insert a Header

You can use "bold" for headers above paragraphs but it's not recommended. Instead, use the HTML "H" tags such as H1, H2, and H3. For your needs, it is recommended that you stick to H2 only when editing text.

1. Select the text (This is typically a few words above a paragraph)
2. Click on the dropdown that says "Paragraph" (below the Bold and *Italic* buttons)
3. Select Heading 2.

### Note

- Sometimes doing this will make the entire paragraph into an H2. Don't panic! Just add a space, select the paragraph text and choose "paragraph" from the drop-down list.

## **Category Set-up (Parent - Child Page Relationship)**

The CMS is set up in a way such that you have category pages (also known as a “parent”) and individual pages (typically referred to as “child” pages). You can select pages to be sub-pages (or 'children') of other categories/pages. Think of a page as a folder that can contain any number of child pages. If you select a page to be the child of another page, it will display as a dropdown in the site menu underneath its parent.

If you would like to move pages in and out of the categories, simply check off the appropriate boxes in the back-end when you log in.

## How to Insert a Photo

1. Find the "Upload/Insert" section (above the main text box/wysiwyg editor)
2. Click on the first icon. A dialog box will appear.
3. Click on Select Files and find the file on your computer. The image will upload and appear.
4. Fill in the title for the image. All other fields are optional.
5. Click on "Insert into Post"

## How to Insert a Photo Gallery

You must leave the pages section and go to another section in order to create a gallery.

1. Click on "Gallery" in the left side menu.
2. Click on "Add Gallery/Images" in the left side menu
3. Name your gallery and click on "Add gallery"
4. A yellow box will appear at the top of the page, containing some information:  
It will provide you with a tag looking similar to this: [nggallery id=#]  
You will need to put this tag into the Page on which you wish to display the gallery.
5. Make note of the tag.
6. Click on the "Upload Images" Tab.
7. Browse and select the images you wish to add to the gallery.
8. Select the gallery you created.
9. Click Upload images.
10. Return to the Pages section and edit the page to which you wish to add your gallery.
11. Insert the tag you made note of earlier into the page.

### Note

- You may return to the gallery section and add additional images into your gallery at any time.

## How to Order the Pages

If you wish to re-order the pages listed as links/buttons in the navigation menu, click on "pageMash" under the Pages heading on the left side.

## How to Insert a PDF file

1. Edit the page you wish to add the PDF to.
2. Click on the last icon where it says "Upload/Insert" (the star).
3. Click Browse, find the PDF on your computer, click upload.
4. Click Insert into post.