

# CMS Editing goldenhorseshoeride.co.uk

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## 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 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 in case 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.

## Logging in

Click on the red 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 and Logout' and as options.

If nothing happens when you click 'Submit' the most likely cause is that you have entered the wrong login name and /or password.

## Editing the page

After logging in go to the page you want to edit and 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 ....'

## *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 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 site [www.picresize.com](http://www.picresize.com) or [www.resizeimage.net](http://www.resizeimage.net) can help 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'.

**Please use with care.** If you want to delete an item from File Manager then there is a red cross on the toolbar for this purpose. Once deleted the only way to reinstate the item you have removed is for you to upload it again from your own stock of items. Be very careful not to delete items that are being used by live webpages because these pages will then not show the image, pdf or whatever you have deleted.

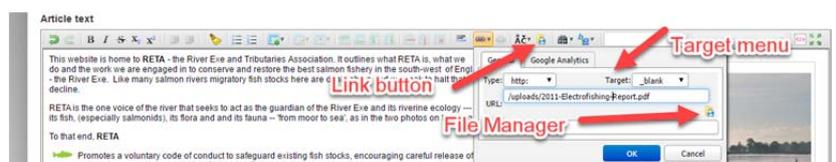
### *Adding a PDF to your website*

Give the PDF a friendly file name with no spaces or punctuation marks e.g. background-stats.pdf and not say the filename DogZ"ta56b y65?.PDF

Upload your PDF into the pdf folder using 'File Manager' in the same way as for a new picture (see above).

Add to your webpage some anchor text e.g. 'click here to view background information'

Highlight your anchor text and then select the 'Link' button



In the 'General Box' that opens up click 'File Manager' and click once on the PDF.

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

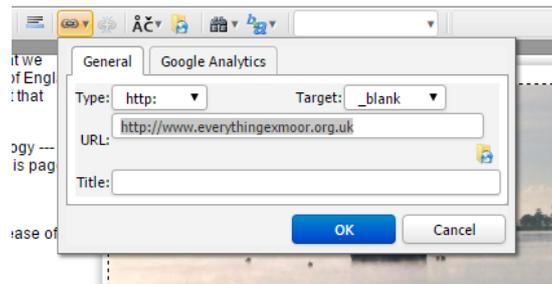
From the menu 'Target:' select the option '\_blank'

Click OK

### *Linking to another website*

Add to your webpage some anchor text e.g. 'View Everything Exmoor'

Highlight your background text and select the '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

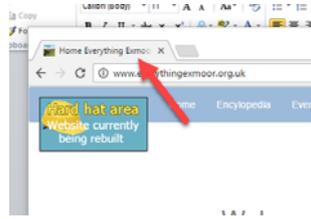
### *Editing the Meta Information for the Search Engines*

Meta information is there behind your page to assist the search engines understand 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.



### **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.....