



How to Edit Your Website

A guide to using your new Content Management System

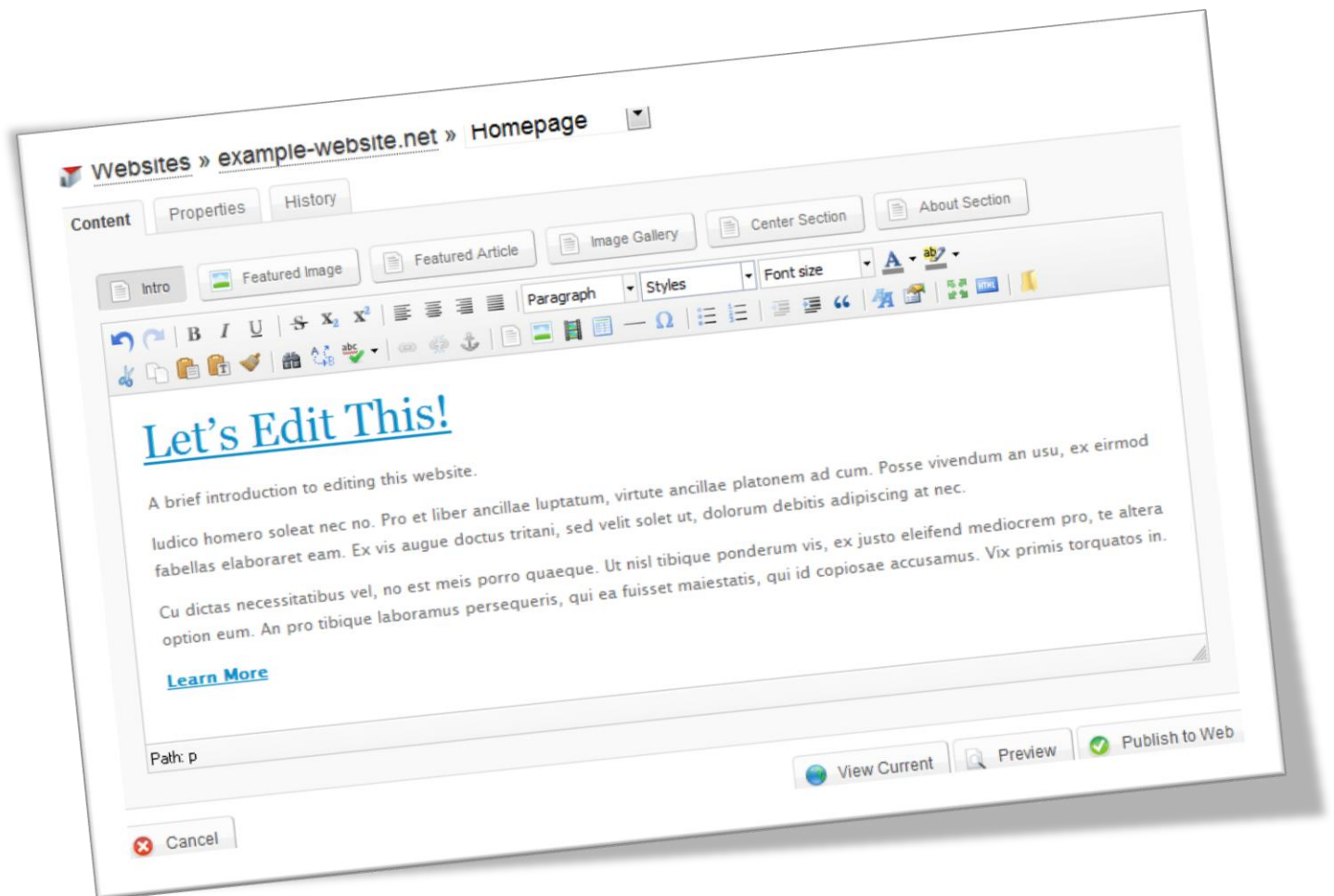


Table of Contents

Overview	4
Accounts & Authentication.....	4
Logging in.....	4
Setting your language preference	5
Resetting Your Password	5
Websites	5
Selecting your website	5
Webpages	6
Selecting a webpage.....	6
Changing page labels	6
Cloning webpages.....	6
Deleting webpages.....	7
Webpage Editor	7
Selecting a content region	7
Types of content regions	8
Rich-text	8
Headings	8
Images.....	8
Plain-text.....	8
Source code.....	8
The rich-text editor	8
Undo & Redo.....	9
Basic formatting.....	9
Text Alignment	10
Structuring Your Content.....	10
Text Formatting	10
Custom Styles	10
Hyperlinks.....	11
Linking to anchors on the same page	11
Lists, Blockquotes, and Indentations.....	13
Inserting / editing images	13
Inserting documents (DOC, PDF, XLS, PPT, etc.)	15

Inserting / editing media (Flash, videos, etc.).....	16
Webpage properties	17
Webpage Title.....	17
Description.....	17
Keywords.....	17
Search engine preview	18
View Current, Preview & Publish.....	18
Webpage History	18
File Manager.....	19
Working with folders	19
Navigating.....	19
Creating new folders	20
Renaming folders.....	20
Deleting folders.....	20
Working with files	20
Selecting files.....	20
Downloading files.....	20
Renaming files.....	20
Deleting files.....	20
Uploading files.....	21
Image Editor	21
Resizing	22
Flipping & Rotating	22
Cropping.....	22
Trimming	22
Resetting	22
Saving.....	22
Optional Features.....	23
Google Analytics	23
My Account	24
Help & Support.....	24

Overview

This documentation is intended to show you how to edit your website using the **Content Management System**. A content management system refers to any software that you use to update and maintain content on your website. In the Web Design industry, this term is commonly abbreviated “CMS” and pronounced C-M-S.

To access the CMS, you will need to use your Web browser. The minimum browser requirements are:

- Internet Explorer 7+
- Firefox 3+
- Google Chrome (any version)
- Safari 3+
- Opera 9+

To determine which browser and version you are using, navigate to the **Help** menu of your browser and look for the **About** option. If necessary, you can download any of the aforementioned browsers from their manufacturers’ websites for free.

Accounts & Authentication

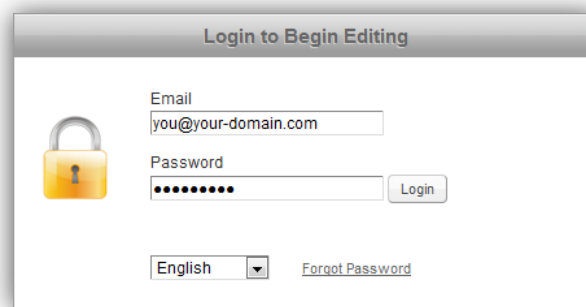
Logging in

To access the CMS, you will need to have your email address and password available. If you have not yet received your password by now, contact your designer.

Using your browser, navigate to the following Web address:

<http://edit-content.com/>

You will see the following login form:



The screenshot shows a login form titled "Login to Begin Editing". On the left side, there is a yellow padlock icon. The form contains the following elements:

- An "Email" label above a text input field containing "you@your-domain.com".
- A "Password" label above a text input field with masked characters (dots).
- A "Login" button to the right of the password field.
- A language dropdown menu at the bottom left, currently set to "English".
- A "Forgot Password" link at the bottom right.

Simply enter your email address in the **Email** field and your password in the **Password** field to login. *Note that passwords are case sensitive.* Once you have entered this information, select **Login**.

Setting your language preference

You can select a different language by choosing one from the dropdown control. Your preference will be saved only on the computer you are currently using. If you use another computer, or if someone using your computer changes the language preference, you will need to set it again the next time you login.

Once logged in, you can also change your language preference from within **My Account > Preferences**.

Resetting Your Password

If you have forgotten your password, select the **Forgot Password** link at the bottom of the login form. You can reset your password by providing your email address and a 5-letter security code. A new temporary password will be sent to your email address immediately.

Once logged into the CMS, you can change your temporary password by going to **My Account > Change Password**.

Websites

The **Websites** section is where you can view and select which website you would like to edit. If you only have one website, you will be automatically taken to the **Webpages** section.

Selecting your website

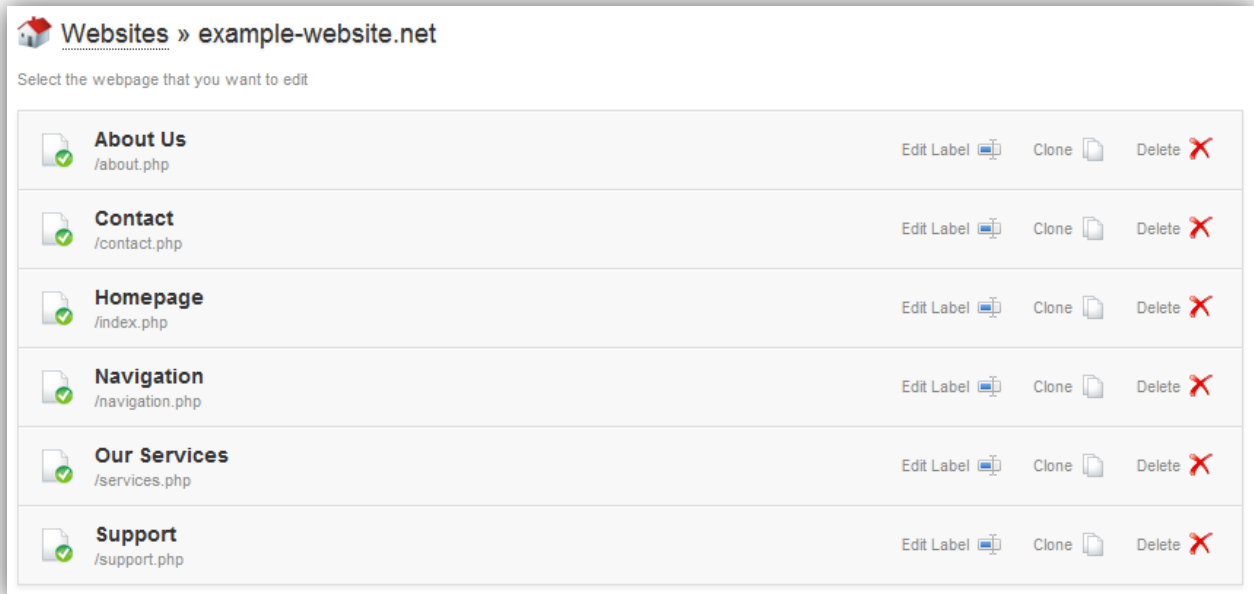
For editors who have access to more than one website, you will see the following screen.



To select the website that you would like to work with, simply click on the appropriate domain name. For example, to edit a webpage under **example-1.com**, you would click on **example-1.com**.

Webpages

The webpages section displays each webpage that your designer has enabled for editing. Depending on your account settings, you may see different options than what is shown below.



Selecting a webpage

To begin editing one of your webpages, select the appropriate **label** from the list. For example, if you wanted to edit your homepage, select the **Homepage** label by clicking on it.

Changing page labels

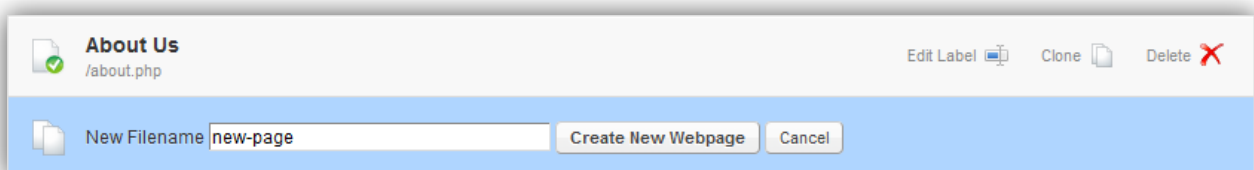
You can change the label of each webpage by selecting the **Edit Label** option. These labels are only used within the CMS to reference your pages, so feel free to use anything that helps you to remember which page is which.

Once you select the **Edit Label** option, a textbox will appear allowing you to change the label. When you are finished editing, press **Enter** or click anywhere outside of the textbox to save your changes.

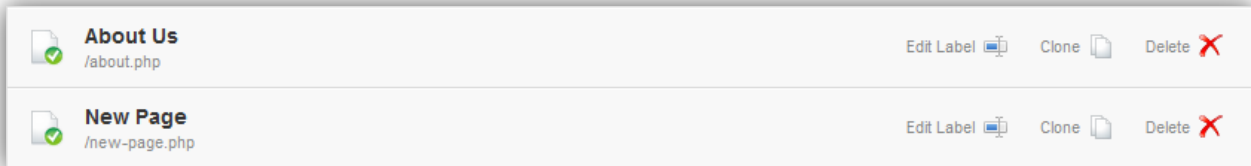
Cloning webpages

You can quickly and easily create new pages by *cloning*, or duplicating, existing pages. When you clone a page, an exact copy of the page you are cloning will be created. To clone a page, follow these steps:

1. Select the **Clone** option.



2. Enter a file name for the new file that you are creating. It is usually best to use lowercase characters and dashes for webpage filenames. *The CMS will automatically turn spaces into dashes for usability purposes.*
3. Select the **Create New Webpage** button.
4. The new page will be displayed below the existing page.

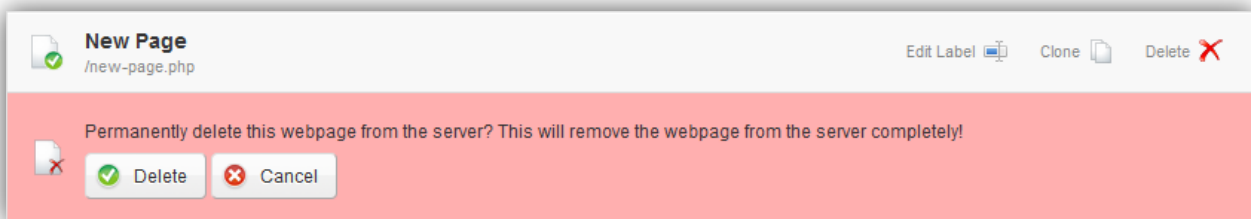


Once your new page is created, be sure to update the webpage title, description, and keywords to ensure that search engines index it properly. Refer to the **Page Properties** section for more information about this feature.

Note: Depending on your account settings, the clone feature may not be available.

Deleting webpages

You can remove old or unwanted pages by selecting the **Delete** option. You will be prompted to confirm your choice. Select **Delete** to permanently delete the webpage, or **Cancel** to abort the operation.



Note: Depending on your account settings, the delete feature may not be available.

Webpage Editor

Selecting a content region

Although each webpage will vary, it is possible for your pages to have multiple content regions. If your pages have more than one content region, you can switch between them using the **Content Toolbar**:



Each button on the Content Toolbar represents a unique content region. This toolbar may vary from page to page, and will probably look different than the one pictured above. To select one of the content

regions, simply click on the appropriate button in the toolbar. You can switch back and forth between content regions on the same page without having to save your changes.

Types of content regions

There are a handful of different types of content regions available in the CMS. The most common is by far the rich-text editor, but depending on how your website was setup, you may come across any of the following:

Rich-text

This is the default content region type. See the **Rich-text editor** section below for more details.

Headings

This type of content region only allows you to change the text in a heading (H1, H2, H3, H4, H5, H6).

Images

This type of content region allows you to edit a single image. You can edit the image, upload a new one, or change the image description.

Plain-text

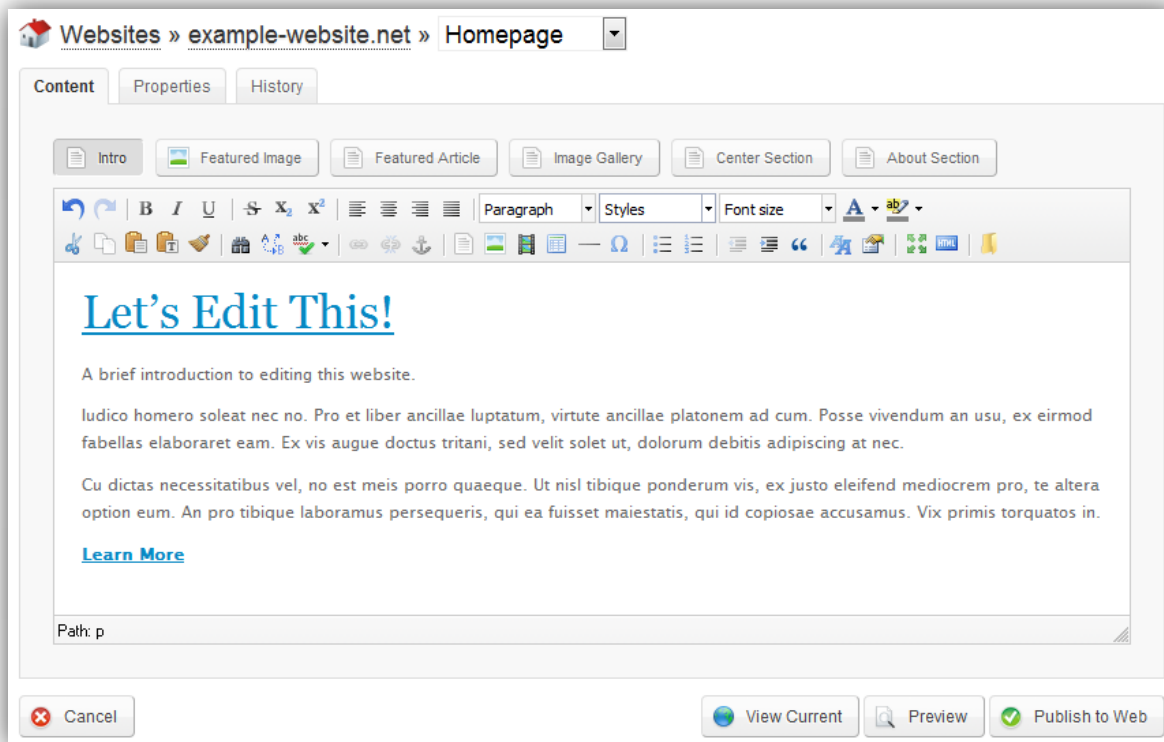
This type of content region only allows you to use plain-text.

Source code

This type of content region is for advanced users who need to work with CSS, JavaScript, or XML files.

The rich-text editor

You will likely spend most of your time editing your website using the **rich-text editor**. The following is a screenshot of the rich-text editor with *all options enabled*. Your version of the editor may be simplified depending on your account settings.



Working with the rich-text editor is very similar to working with popular word processing applications. The following sections will go over some of the basics as well as some of the more advanced features, such as structuring your content, creating hyperlinks, and working with images.

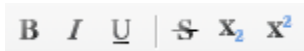
Undo & Redo

The **undo** and **redo** buttons allow you to step through your changes while editing.



Basic formatting

As in many popular word processing applications, you can change the format of text by selecting one or more characters and clicking on the appropriate formatting option. For example, to make text **bold**, select the appropriate text and click on the **B** in the toolbar. Similarly, to make text *italic*, select the appropriate text and click on the *I* in the toolbar. Depending on your account settings, you can also choose underline, ~~strikethrough~~, subscript, and superscript.



A note about using underlined text on webpages: Most users expect underlined text on webpages to be hyperlinks. Therefore, it is generally considered a bad practice to use such formatting on webpages, as it could easily confuse users and make them think your website is “broken” because your “links” do not seem work.

Text Alignment

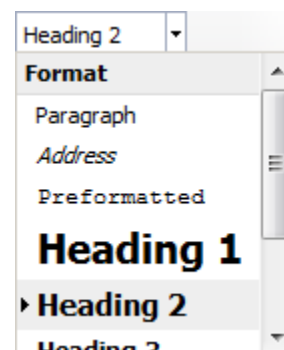
You can choose to align your text **left**, **center**, **right**, or **justified** using the respective buttons in the rich-text editor toolbar. To do this, click inside of a paragraph (or highlight multiple paragraphs) and select the appropriate option from the toolbar.



Structuring Your Content

The **Format** dropdown allows you to structure your document using **paragraphs**, **headings**, and other types of **content sections**. These content sections help keep your webpages organized. Since search engines deliver results based on *relevancy*, it is important to structure your webpages properly and use these content sections properly whenever possible, especially headings.

The default type of content section is **paragraph**. You can create a heading by selecting a line of text and choosing one of the heading options from the **Format** dropdown. To turn a heading back into a paragraph, select the appropriate text and choose **Paragraph** from the **Format** dropdown.



For best results, refrain from using Headings strictly for style. For example, if you want to emphasize a sentence it is usually *not* a good idea to do so by making it a **Heading 1**. See the section on **Custom Styles** or **Text Formatting** or more information on how to properly format text.

Text Formatting

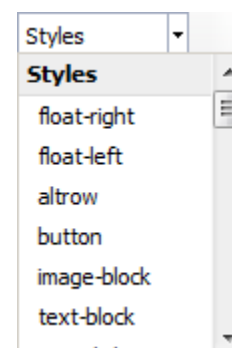
To change the appearance of text, including the font size, foreground, and background color, you can use the following toolbar options. Simply select the text that you would like to format and choose the appropriate size and colors.



Custom Styles

Your designer may provide you with custom styles to use in your webpages. If these styles are available, you will find them under the **Styles** dropdown.

These styles will vary in both name and appearance, depending on how your designer has configured them. If they are available to you, you can apply one or more styles to your content by selecting some text, clicking the **Styles** dropdown, and choosing the style you want. To apply multiple styles to the same content, select each style from the **Styles** dropdown one at a time.



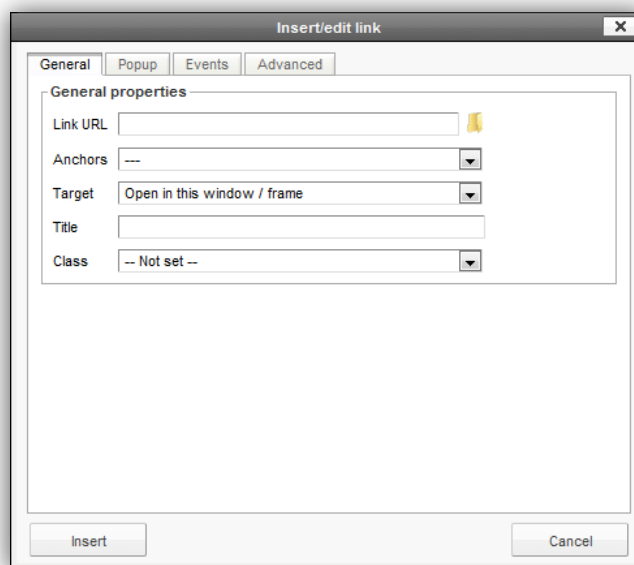
To remove a style, select the appropriate text, click the **Styles** dropdown, and select the style again from the list.

Hyperlinks

To create a hyperlink, or “link”, to a webpage or file, you can use the **Insert/Edit Link** tool. There are two toolbar buttons for working with links. The first one allows you to create links in your content and the second one allows you to remove links from your content.



To create a link, select the text that you would like to make a link and click on the **Insert/Edit Link** button. The following dialog will appear.



The **Link URL** is simply the location of the webpage, document, or other resource on the Web. A URL usually looks something like this: **<http://example.com/path/to/filename.ext>**

If you are linking to a webpage or file *outside* of your website (on another website, for example), you will need to copy and paste the URL into the **Link URL** field. You can usually copy URLs directly from the address bar in your browser.

For webpages and files *inside* of your website, you can use the **File Manager** to populate the **Link URL** field. For more information on working with the File Manager, please refer to the **File Manager** section.

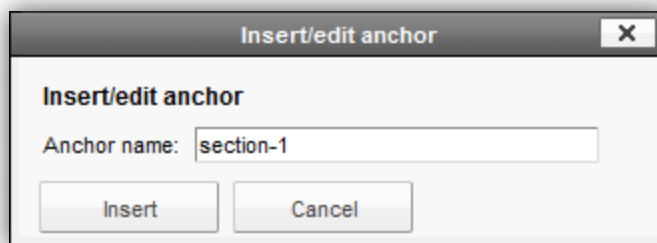
To remove a link, highlight the linked text and select the **Unlink** button.

Linking to anchors on the same page

It is possible to link to various sections of a webpage by using **anchors**. You can create an anchor by placing the text cursor somewhere in your content and selecting the **Insert/Edit Anchor** tool.

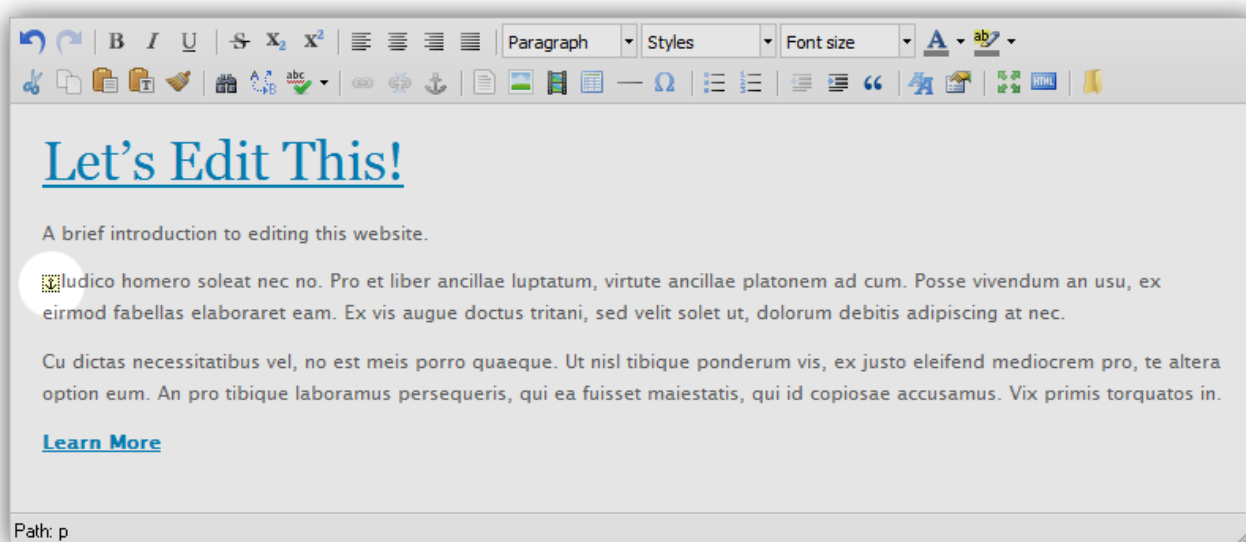


The resulting dialog will allow you to specify a name for your anchor.



Note: For maximum compatibility in various web browsers, anchors should always **begin with a letter** and use only the following characters: **A-Z, a-z, 0-9, underscore, and dash.**

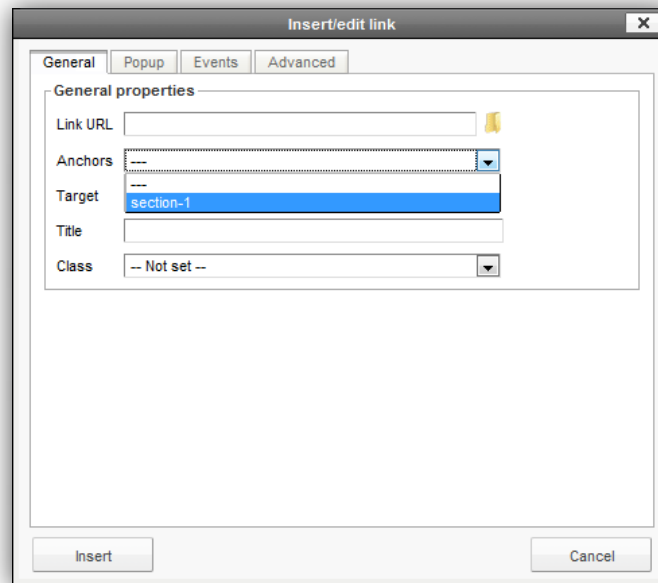
Once you have entered a name for your anchor, select the **Insert** button to place it in your content. The anchor will be placed in the current position of the text cursor.



To create a link to this section of the webpage, use the **Insert/Edit Link** tool.



The following dialog will appear. From here, you can select the anchor from the **Anchors** dropdown menu.



Once you have selected the appropriate anchor, select **Insert** to create the link in your content.

To remove an anchor link, highlight the linked text and select the **Unlink** button.

Lists, Blockquotes, and Indentations

The rich-text editor allows you to create bulleted (unordered) or numbered (ordered) lists, indent sections of your content, and create blockquotes very easily.



To create a list, select either the **Unordered List** or the **Ordered List** button from the toolbar. You can choose to create a new list by placing the text cursor inside of an empty paragraph or you can select some text and turn your entire selection into a list.

To create a sub-list, highlight one or more list items and select the **Indent** button from the toolbar. You can use the **Outdent** button to remove a sub-list.

To remove a list completely, highlight the entire list and select the appropriate list button from the toolbar. This will convert the list to paragraph form.

To create a blockquote, highlight a section of text and select the **Blockquote** option from the toolbar.

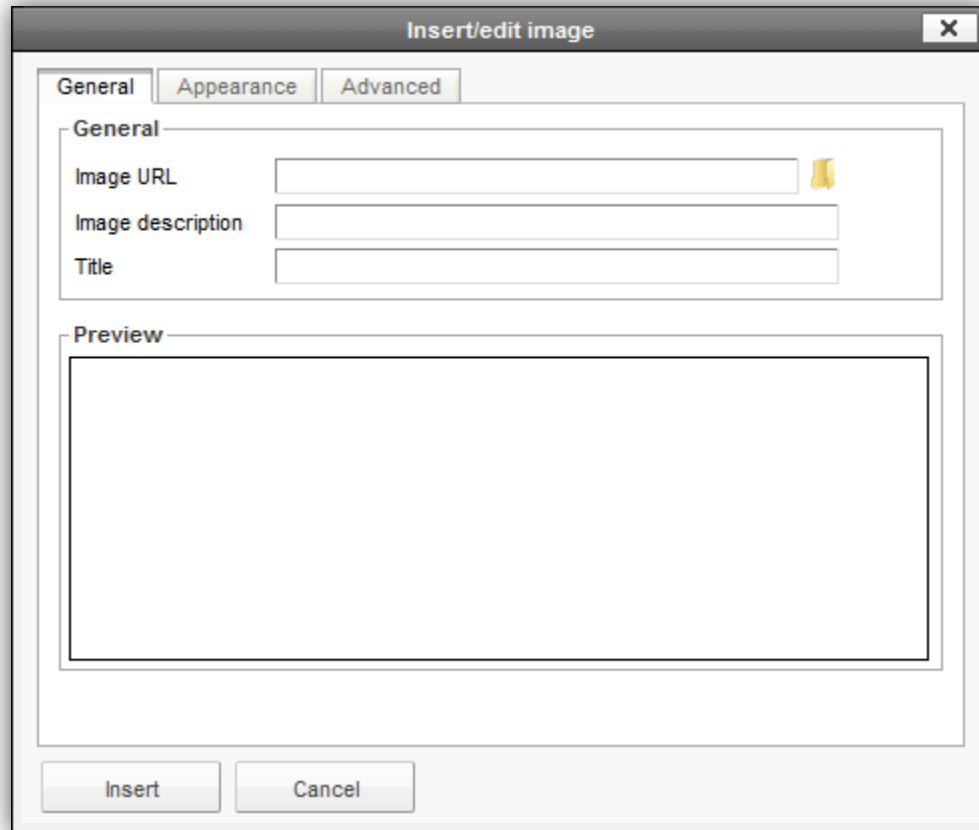
To remove a blockquote, highlight an existing blockquote and select the **Blockquote** option from the toolbar. The content will return to the default paragraph form.

Inserting / editing images

To insert an image into your content, place the cursor where you would like the image to appear in the document and select the **Insert/Edit Image** button. Similarly, to edit an existing image, click on the image once and then select the **Insert/Edit Image** button.



The following dialog box will appear:

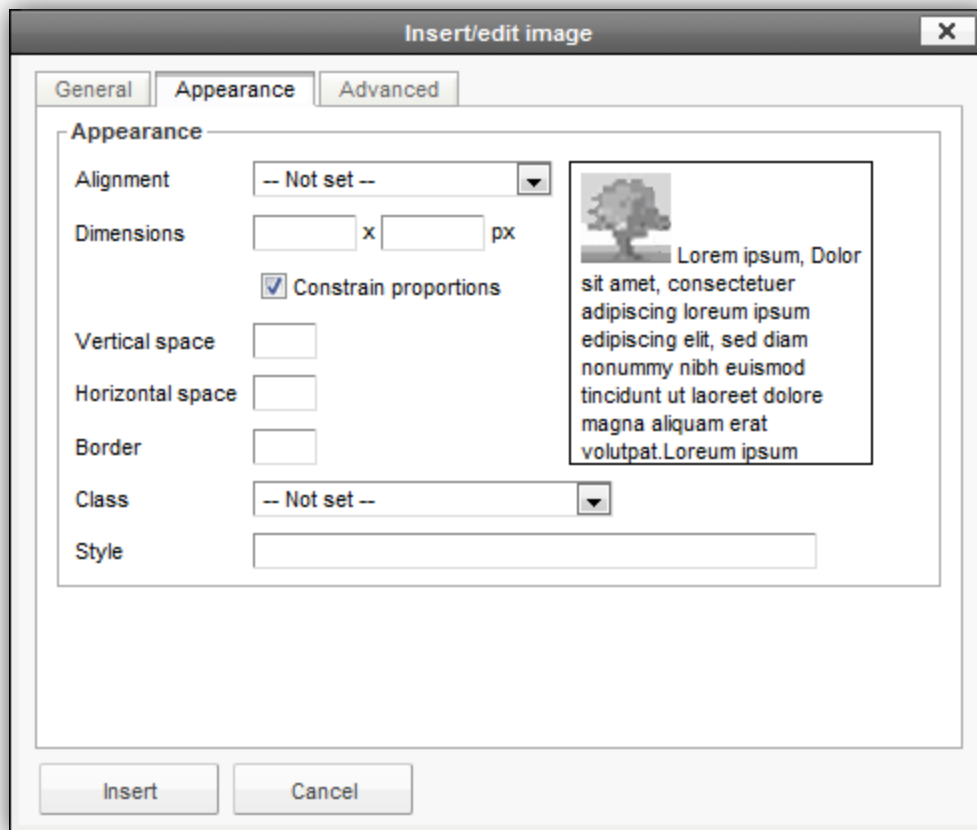


You can either type the URL of the image into the **Image URL** field, or browse the server by selecting the **Yellow Folder** icon pictured above. (For more information about browsing the server, please refer to the section entitled **File Manager**.)

The **Image Description** field serves as the *alt* text, or alternate text, which is shown to individuals who have images disabled in their web browser. It is important to make the Image Description descriptive yet concise. Although this field is optional, it is a good practice to populate it whenever possible.

The **Title** field serves as the image's *title* attribute. In most browsers, when a user hovers over the image, they will be shown a tooltip containing the text that has been set in the *title* attribute. In addition, many photo galleries (such as Lightbox) use the *title* attribute as a caption.

You can change the alignment, dimensions, and other image attributes using the **Appearance** tab.



Alignment will tell the browser where to place the image in reference to the existing content. You can see a preview of how your image might appear in line with text in the preview on the right.

Dimensions tell the browser how wide and tall to draw the image. The first field is always **width** and the second field is always **height**. These attributes are always set in pixels. If you select **Constrain proportions**, the image will maintain its original aspect ratio as you adjust the width and height.

Note: Reducing the width and height in this dialog *does not* reduce the overall size of the image. To scale down an image and reduce the file size (allowing it to load quicker for users), please refer to the **Image Editor** section of this documentation.

Inserting documents (DOC, PDF, XLS, PPT, etc.)

To insert a document into your content, place the cursor where you would like to document to be linked to and select the **Insert Document** button from the toolbar.



The **Document Manager** will appear, allowing you to select a file to insert into your content. For more information about navigating the Document Manager, please refer to the **File Manager** section of this documentation.

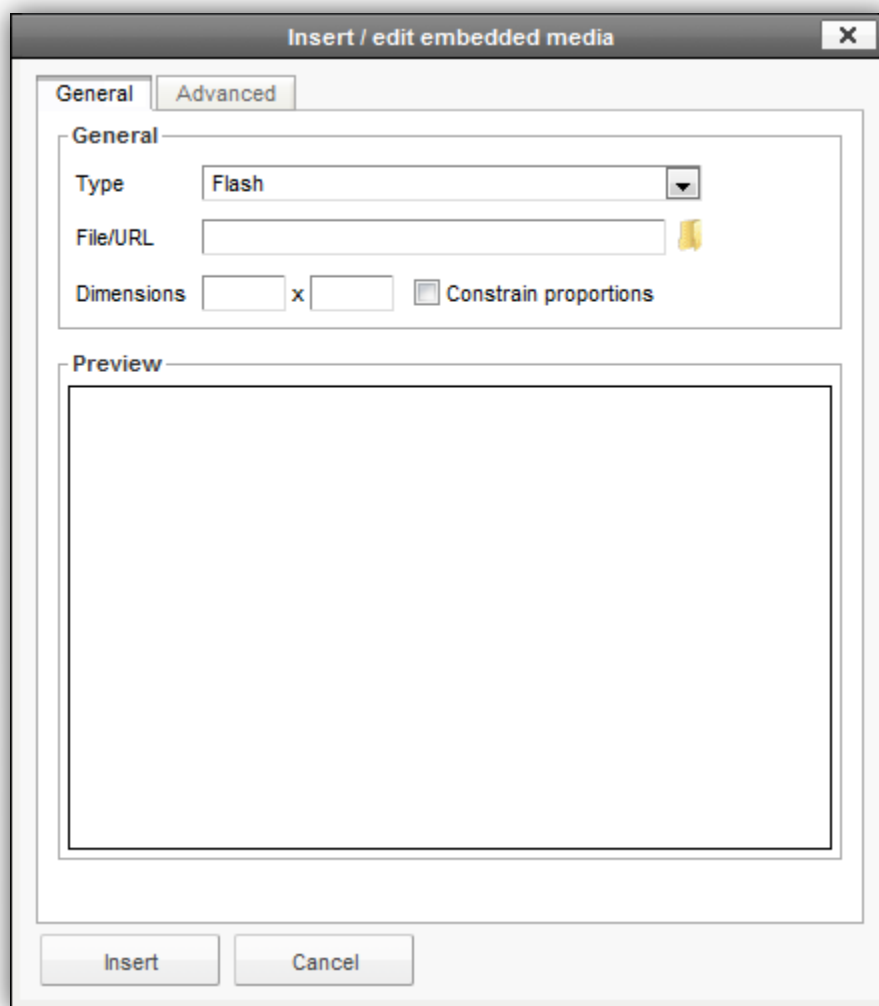
Once you've selected the file that you want to insert, a link will appear in your content. By default, the link will be **filename.ext** (replace *filename* and *ext* with the appropriate filename and extension of the selected file). You can change the link text to whatever you like, so long as the link remains intact.

Inserting / editing media (Flash, videos, etc.)

To insert a media element into your content, select the **Insert/Edit embedded media** button from the toolbar. Similarly, to edit an existing media element, click on the element once and then select the **Insert/Edit embedded media** button.



The following dialog box will appear:



Select the type of media element from the **Type** dropdown, and then fill in the **File/URL** field. If you don't know the URL, you can browse the server by selecting the **Yellow Folder** icon pictured above. (For more information about browsing the server, please refer to the section entitled **File Manager**.)

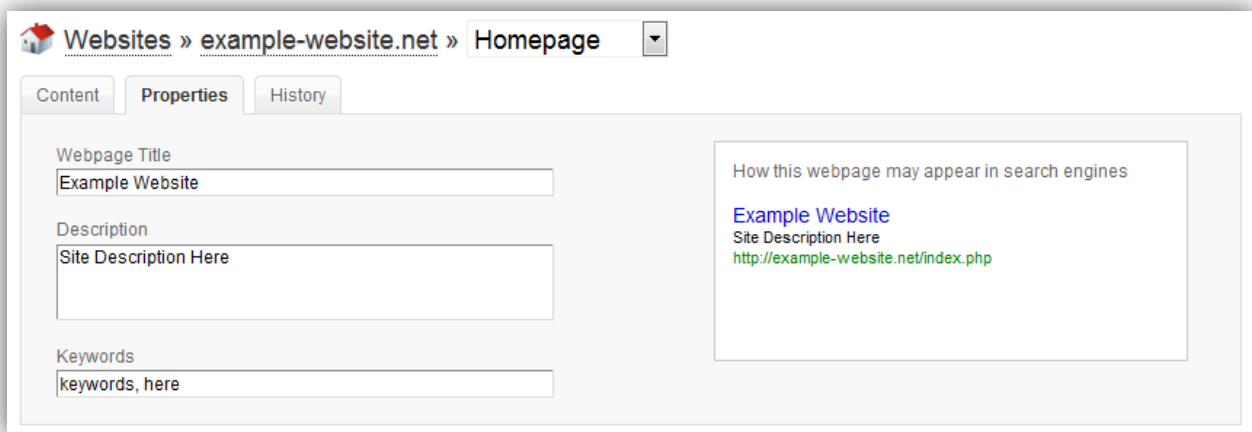
You can set the width and height of the media element by filling in the **Dimensions** field. The first field is always width and the second field is always height. Width and height are always measured in pixels.

For advanced media options, select the **Advanced** tab. Depending on the type of media you are embedding, the options will vary.

Webpage properties

If this option has been enabled, you can modify each page's title, description, and keywords. These fields are commonly used for Search Engine Optimization (SEO) techniques, so your designer may have already optimized them for you. You should talk to your designer before making any changes if you are unsure about modifying any of the following properties.

To access the **Webpage Properties** of one of your pages, select the **Properties** tab from within the Webpage Editor:



Webpage Title

The **Webpage Title** usually appears in your browser's title bar and is usually shown in search engine results, as demonstrated in the image above. Try to keep your titles relevant, descriptive, and concise. Excessively long titles are usually truncated, especially in search engine results.

Description

The **Webpage Description** is usually a sentence or two that describes your page to potential visitors. Many search engines use this to display a short snippet or overview of your page in their results. Again, try to keep this relevant to your page's content. Descriptions that are too long usually get truncated by search engines.

Keywords

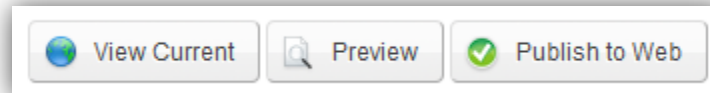
Keywords should be a list of comma-separated words and phrases that relate to the content of your website, especially in relation to the current page. You can add as many keywords as you like, but three to five is usually sufficient.

Search engine preview

This feature will give you an idea of how your webpage might appear in the results of popular search engines. As you type, the preview will update automatically. The preview even truncates excessively long titles and descriptions, but there is no guarantee as to how different search engines will actually index your pages.

View Current, Preview & Publish

This section discusses the following three buttons that appear at the bottom of the Webpage Editor:



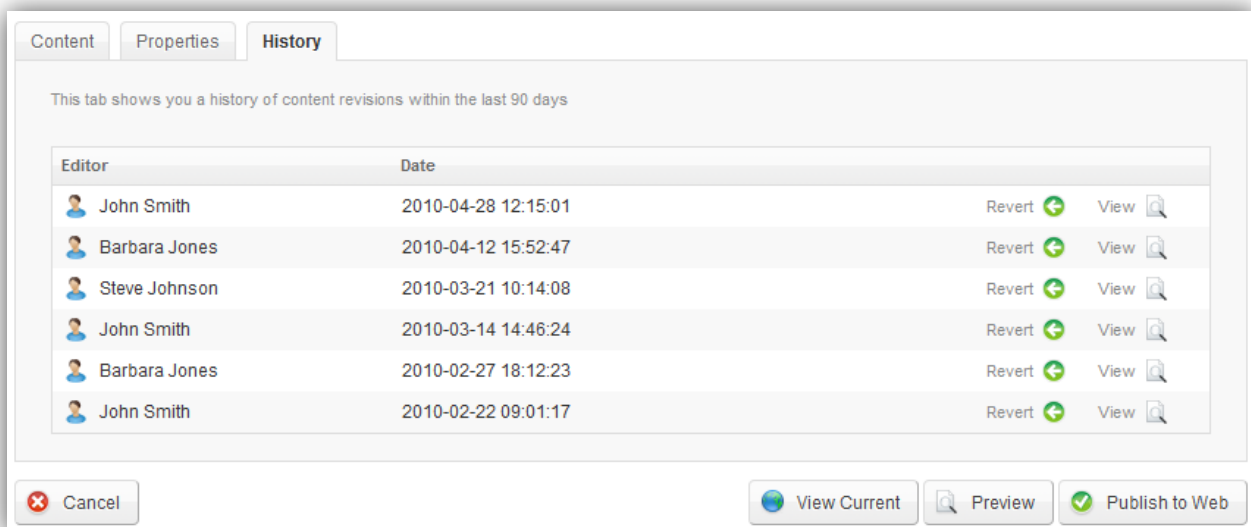
View Current opens a new window and shows the current webpage as it appears on the Web.

Preview allows you to see your changes exactly as they will appear once published. The preview opens in a new window so your changes will not be lost.

Publish to Web published the webpage to the server, making it live immediately. After publishing, you can verify that your changes have been saved by using the **View Current** button. (You may need to refresh your browser if you do not see your changes immediately. Windows users can use CTRL + R; Mac users can use CMD + R.)

Webpage History

The CMS retains a copy of every page published for up to 90 days. By selecting the **History** tab from within the Webpage Editor, you can access a full list of revisions that have been made to the current page.

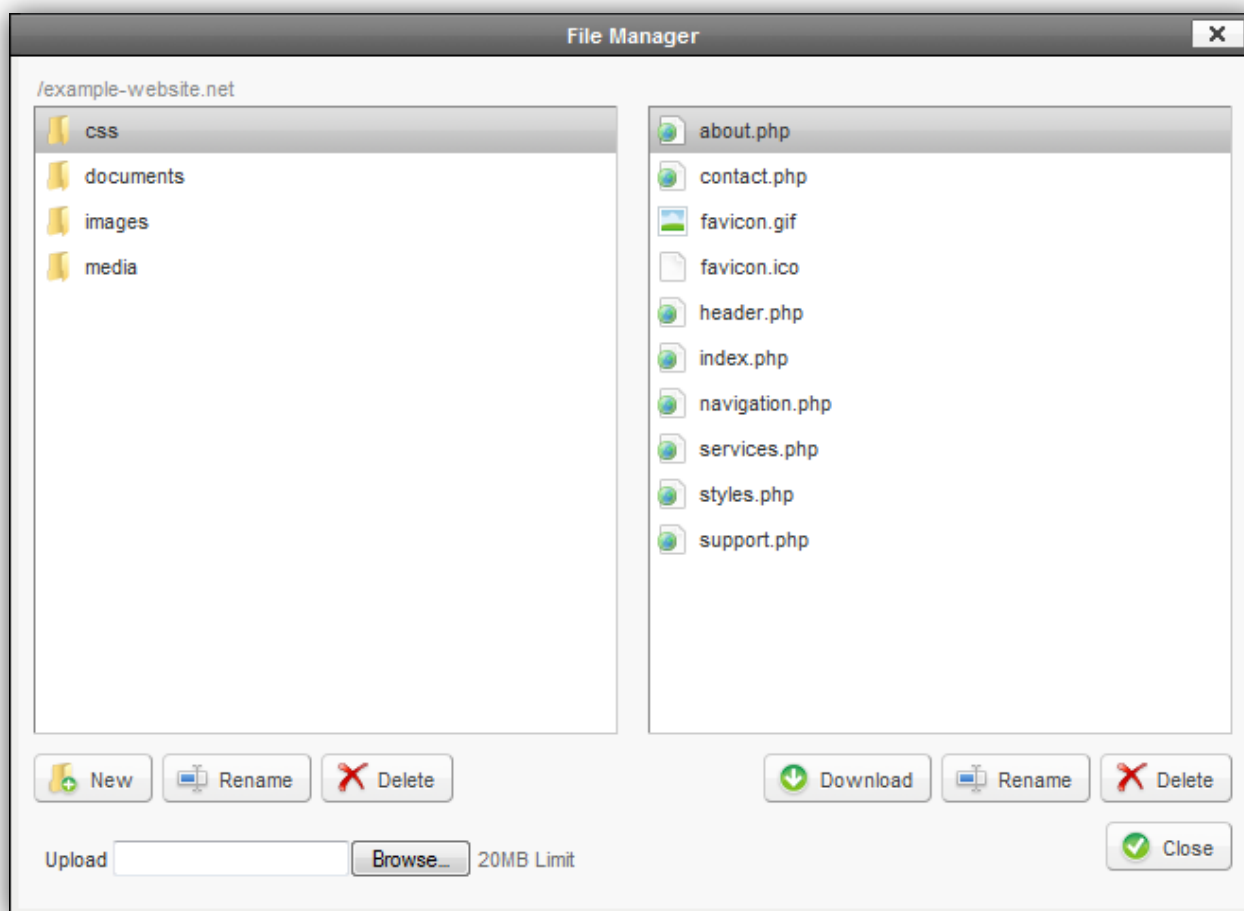


Selecting **View** allows you to preview the appropriate revision in a new window. *This option will not affect the live website in any way.*

Selecting **Revert** allows you to restore the current webpage to the appropriate revision. *This option will overwrite the existing webpage with the revision you select.*

File Manager

The File Manager is used to upload and organize files on your website. Depending on the way your website is configured, your access to the File Manager may vary. The full-featured version of the File Manager is shown below.



Working with folders

The left-side of the File Manager contains a list of folders that exist on your website. This is called the **Folder Column**.

Navigating

To highlight a folder, click on it one time.

To open a folder, double-click on it.

To go one folder higher in the file system, double-click on the **One Level Up** option. (You can also use the Path Browser above the Folder Column to quickly navigate back to higher folder levels.)

Creating new folders

You can create a new folder by selecting the **New** button underneath the Folder Column. After you type a name for the folder, press the **ENTER** key to commit your changes.

Note: New folders are always created inside of the current folder.

Renaming folders

To rename a folder, select it from the Folder Column by clicking on it one time. Next, select the **Rename** button under the Folder Column. When you are done renaming the folder, press the **ENTER** key to commit your changes.

Deleting folders

To delete a folder, select it from the Folder Column by clicking on it one time. Next, select the **Delete** button under the Folder Column. You will be prompted to confirm your action.

Note: The File Manager will *permanently* delete all files and folders inside of the selected folder. Since there is no way to undo this action, you should contact your designer and/or create a backup of your website before deleting anything!

Working with files

The right-side of the File Manager contains a list of files that exist in the current folder on your website. This is called the **File Column**.

Selecting files

To highlight a file, click on it one time.

To select a file, double-click on it or highlight it and then choose the **Select File** option. (The **Select File** option only exists in certain versions of the File Manager when selecting a file is necessary.)

Downloading files

You can download any file from your website by highlighting it and then selecting the **Download** button underneath the File Column.

Note: The download feature is not intended to be used as a backup mechanism. To download a large number of files, please ask your designer about obtaining FTP access to your website.

Renaming files

To rename a file, select it from the File Column by clicking on it one time. Next, select the **Rename** button under the File Column. When you are done renaming the file, press the **ENTER** key to commit your changes.

Deleting files

To delete a file, select it from the File Column by clicking on it one time. Next, select the **Delete** button under the File Column. You will be prompted to confirm your action.

Note: The File Manager will *permanently* delete the file. Since there is no way to undo this action, you should contact your designer and/or create a backup of your website before deleting anything!

Uploading files

To upload a file to your website, follow these steps:

1. Navigate to the appropriate folder (see **Working with folders > Navigating** for details)
2. Select the **Upload** control at the bottom-left side of the File Manager
3. Browse your computer and select the file that you wish to upload

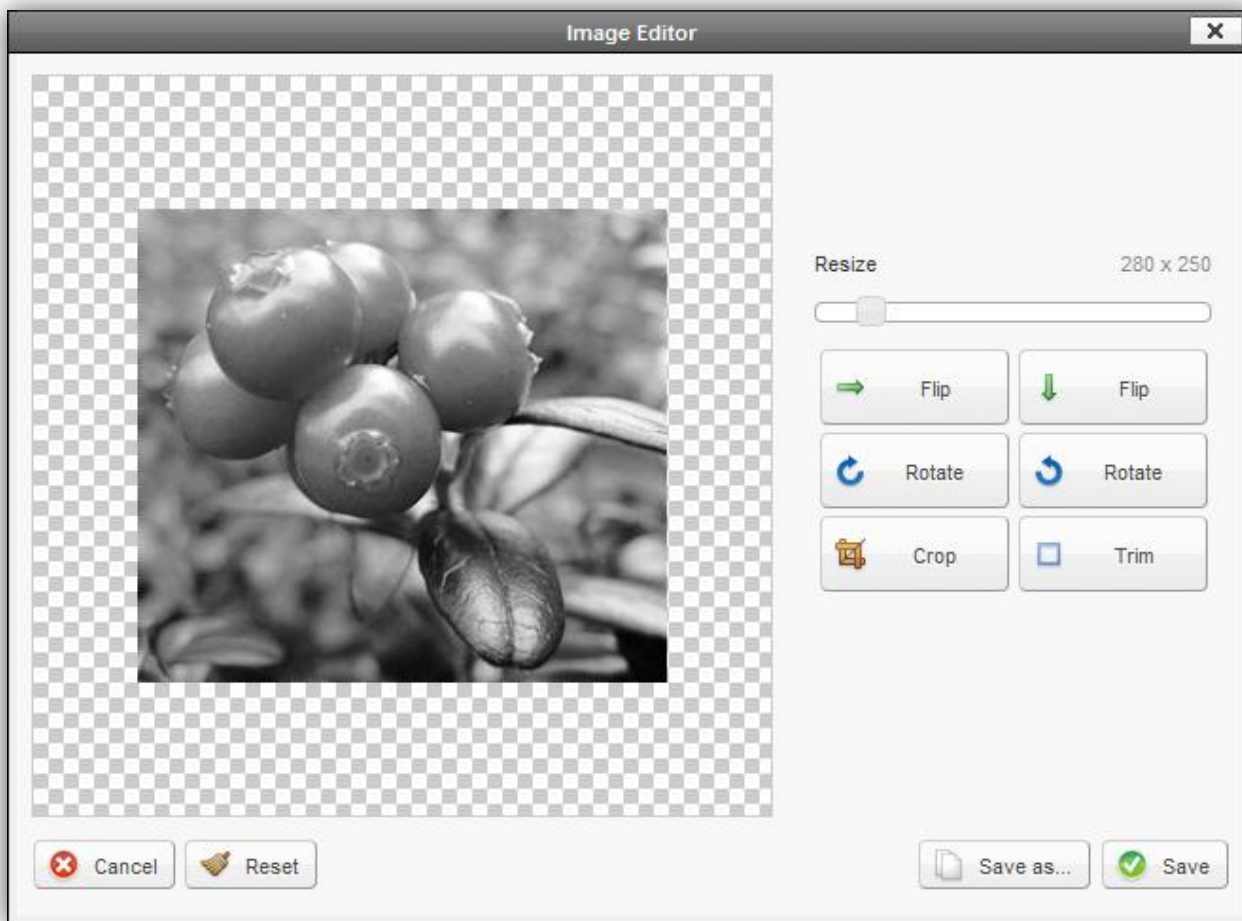
Your upload will begin immediately. Upon completion, the file will appear at the bottom of the File Column.

Image Editor

The **Image Editor** allows you to resize, flip, rotate, and crop images. You can access the Image Editor in any of the following ways:

- From the File Manager, highlight an image and select the **Edit Image** button.
- From the Webpage Editor, select an Image content region and select the **Edit Image** button (or click on the image itself).

The Image Editor will appear:



Resizing

If you have large photos on your website, you will probably want to resize them using the Image Editor so they will load faster for your visitors. To resize an image, click and drag the **Resize** handle to the left or right.

Flipping & Rotating

Use the **Flip** and **Rotate** buttons to change the image's orientation.

Cropping

Use the **Crop** tool to crop a section of the image.

Trimming

The **Trim** button will trim the longest edges of an image to form a perfect square.

Resetting

The **Reset** button will undo all changes since the last save.

Saving

The **Save** option will overwrite the original image file with any changes you have made using the Image Editor.

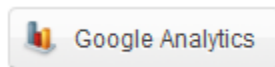
If you would rather keep the original image file and save your changes to a new file, use the **Save As** option instead. If you select this option, you will be prompted to enter a new filename for the image.

Note: Some browsers may store an old version of the image in their cache. If you make changes to an image and they do not appear on the website, try refreshing your browser (Windows users can use CTRL + R; Mac users can use CMD + R).

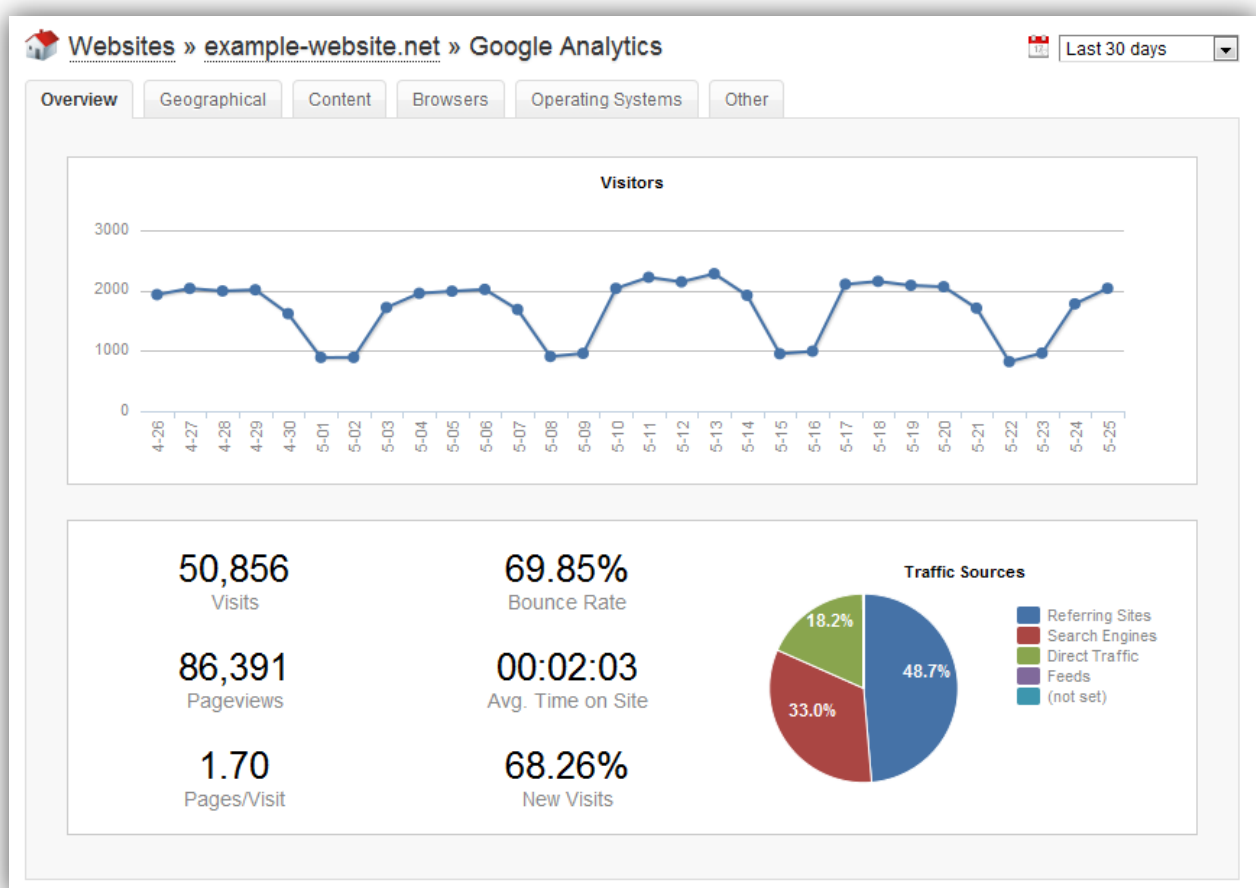
Optional Features

Google Analytics

If this feature has been enabled on your website, you will be able to track important information about your website's visitors. To determine whether or not **Google Analytics** has been enabled on your website, look for the Google Analytics button underneath the list of your website's pages:



Selecting the Google Analytics button will take you to the Google Analytics dashboard:



The Google Analytics dashboard features a chart that tracks visitor trends over a set period of time. The default time period is **Last 30 days**, and is configurable using the date range dropdown at the top of the screen. You can also see important statistical information at a glance, including *visitors*, *pageviews*, *average time on site*, *traffic sources*, and *bounce rate*.

Each tab in the dashboard contains useful traffic information that comes straight from Google Analytics. To learn more about how Google Analytics tracks and categorizes visitor information, refer to the Google Analytics website: <http://www.google.com/analytics/>

Not enabled for your website? Talk to your designer today about implementing Google Analytics into your website!

My Account

Manage your account settings, including name, email address, password, and language preferences from the **My Account** tab.

Help & Support

The Help & Support section is designed to expedite help requests to your designer. When submitting a help request, please select the appropriate reason and website and provide as much information as possible to help them troubleshoot the problem.

Your designer will usually respond to your request via email. Feel free to write back to them by replying from within your email client.