SNAME WEBMASTER HANDBOOK

May 28, 2010

I. INTRODUCTION

The web has long been a venue where organizations and businesses make first impressions on potential clients, customers and members. Today, a website is much more than just a place for introductions: the web is where business is conducted. The days when a robust and attractive website could be considered just an “added flourish” are long past. A vibrant web presence must now be considered a necessity.

Project Voyager, the ongoing enhancement of SNAME’s society-wide web presence, began with this recognition. The Society’s work and legacy are now better represented online. This is especially true for SNAME’s subgroups – sections, committees, and panels. This is an important goal of Project Voyager, and the project’s success can only be considered Society-wide when SNAME subgroups are well represented on the internet in a cohesive and attractive manner. All SNAME subgroups now have a robust publishing, marketing, and communications platform at their disposal.

Project Voyager overview and new webmaster training at SNAME Saddlebrook Chairman Elect Seminar 2009

Designing, hosting and maintaining a website can be difficult – but not for SNAME subgroups. As part of Project Voyager, SNAME is extending a simple-to-use website hosting and management system to all sections, committees, and panels. Through these “microsites” sections, committees and panels manage their own web needs without worrying about programming, hosting, or technical support. The new interface makes creating and editing microsites nearly as simple as preparing a Microsoft Word document and managing online file folders. It has never been easier for your SNAME subgroup to maintain a robust web presence.

This Webmaster Handbook is designed to provide a SNAME microsite webmaster with clear instructions on how to make their section, committee, or panel website a useful, attractive, and appropriate resource for members and visitors.

II. TERMINOLOGY

Throughout this handbook several terms are used repeatedly in a standard way. Some of the most important are:

- **SNAME subgroups** or **subgroups**: Sections, committees, panels and other internal divisions of SNAME that have their own microsites.
- **Microsites**: the individual websites representing subgroups on the web
- **Webmaster**: those individuals with the authority to manage and change microsite content -- chairs and those appointed as webmasters by chairs.
- **Right-click**: Your PC mouse has two buttons. You use the left one all the time, but not everyone is aware of how the right mouse button helps you by exposing alternate options and additional controls. Use the right mouse button when directions say “right-click”.

III. GETTING STARTED

The first four steps are simple and straightforward.

1) Selecting a Webmaster

The first step to having a successful microsite is having clear lines of responsibility established. Microsites are intended to be owned and operated by the SNAME subgroups they represent (under the supervision of the SNAME leadership and staff). This means subgroups must have webmasters tasked with maintaining site quality and function. Running a microsite is not hard, but it does require a commitment to doing it right.

Webmaster Requirements

Being a webmaster is easy – any experienced PC user can do the job well. One does not need HTML skills or programming experience at all. The interface is similar to MS Word and managed through a system of file folders all PC users are familiar with. Just about everyone who works on a PC has the basic hardware required to be a webmaster at their fingertips. The total hardware and software requirements are:

1) A PC running MS Office with a connection to the internet
2) Microsoft Internet Explorer Version 7.0 or later (strongly recommended)

That’s all you need. Notice there is no mention of Macs or Apple computers. Results editing and creating pages are inconsistent on these machines. Sorry, but a PC is the preferred tool for microsite webmasters.

Choosing and Recruiting a Webmaster

Chairs automatically have webmaster rights. While the time commitment for being a webmaster is small, many chairs will choose to be supported by or completely delegate these responsibilities to another member. What kind of person makes the best webmaster? Here are some things to think about when recruiting:

1) A member of the subgroup;
2) Someone who may be a good candidate for future leadership positions within the subgroup or SNAME (the webmaster role is a great place to learn more and network with leaders and members);
3) Someone who is comfortable accepting a 2-to-4 hour per month time commitment.
4) Someone who wants the job!

2) Contact SNAME Staff
This is the easiest step. The chair himself or herself should send an email to Mark Eichler, SNAME Web & Communications Strategist, at meichler@sname.org, to inform him of the subgroup webmaster's name and contact information.Please title the e-mail "new webmaster for (the name of your subgroup)" and send it as a high priority e-mail. SNAME staff will add webmaster rights as requested and confirm to all parties. . Websites are enabled and webmaster rights granted following confirmation that the webmaster safety document has been read.

3) Schedule a Phone Tutorial
All new webmasters should look forward to a friendly email or phone call from SNAME staff offering technical support. The interface is easy to use and this handbook does a good job of explaining how to make changes, but webmasters will find that a personal training and development session with SNAME staff is very helpful. Additionally, some areas of the site are fragile, and well-intended changes can result in the need for technical support. We will be working on your microsite during the tutorial, and some of the work preparing your microsite will be done at the completion of the call.

4) Read the Webmaster Safety Document
Your microsite is not indestructible. Before any changes are made, you must read the webmaster safety document which highlights the "third-rails" where seemingly innocuous changes will cause pages and links to break. In a worst case scenario, such as deleting your home page, the entire site will need to be reloaded and rebuilt.

Webmasters should always feel free to contact SNAME staff to schedule a first tutorial, a refresher session, or for general technical support. Contact Mark Eichler, SNAME Web & Communications Strategist, at meichler@sname.org or 201.499.5069 for any reason.

IV. PLANNING

Planning is a key to designing an effective web site for your section. The webmaster is also a designer, determining the layout and content of the various pages. The design and content must both reflect the goals, mission and objectives of the entire section. This requires consensus-building and planning.

Consider the following questions when planning your microsite, and if possible, review them with key leadership and members of your SNAME subgroup:

- How should the site contribute to recruiting new members?
- How can the site make our events more effective?
- How can we assure content is refreshed regularly?
- What kind of community outreach do we want to accomplish with the site?
- What is a good way to communicate section, committee or panel pride through the site?

Once a section microsite is up and running, the webmaster may wish to make an annual presentation to the section's board of directors regarding the web site, its usage, and any proposed features to be added.

V. SITE QUALITY and APPROPRIATE CONTENT

Before changes to a section web site are made, webmasters will want to familiarize themselves with the following guidelines (currently being reviewed by SNAME staff and approved by the SNAME Electronic Media Committee).

1) Why Quality Matters
Microsites are the online embodiment of sections, committees and panels. When webmasters maintain a high-quality website, they are indicating to all visitors that their section, committee, or panel is well organized, efficient, and up to the tasks it sets out to accomplish. Just as importantly, microsites are a reflection on these qualities within SNAME as a whole. Many first introductions are made online, and quality web sites are very important recruiting tools. SNAME staff

regularly review all microsites to ensure they are making the correct impressions upon visitors. Staff is empowered by the society to request changes and make changes as necessary to realize goals established here.

2) Common Flaws
Specific and common flaws to avoid are the following:

- **Exposed email addresses** (Email addresses posted in the HTML content of microsite are a SPAM/security risk. Generally, only SNAME staff should have email addresses exposed to web crawlers. Use the CONTACT US form whenever possible.)
- Broken links
- Empty pages with no content
- Dated information – especially dated "next meeting" information
- Content displayed erratically, especially the use of spacing, fonts and backgrounds that impair clarity
- Incorrect terminology
- Acronyms (please spell it out, even if members know what you are referring to)
- Frivolous animated MPEG animations
- Lack of pictures – pages that are too text-heavy

3) Appropriate Content
The following are *always appropriate* content for all microsites:

- Photos of/from:
    - The products of local nautical industries (ships!).
    - Members of the subgroup, especially leadership
    - Characteristics that distinguish your SNAME subgroup from others.
    - Geographical indicators and landmarks common to your local area.
    - Subgroup meetings and events
    - SNAME events such as the Annual Conference.
- Mission statements & bylaws.
- Statement(s) on subgroup background & history.
- Leadership and officer listings
- Notices of special events.
- Newsletters.
- Links to relevant topics of interest to members and marine professionals
- A welcome message from the chair

4) Inappropriate Content
The following are *always inappropriate* content for all microsites:

- Pictures of behavior inconsistent with the policies, values, or ethics of SNAME
- Logos, graphics, information and other items with registered trademarks without legal consent
- Depictions, descriptions or links to vulgar, adult, distasteful, or offensive content
- Confidential information (redact meeting minutes and other records as necessary)
- Endorsements in relation to political candidates or parties
- Content insensitive to diversity or disrespectful of the creed, race, or gender of others
- Links to non-professional and personal websites likely to have inappropriate content

5) Legal Issues:
A precaution: be certain the material you display on your site respects copyrights. Look for copyright and trademark insignia when considering pictures and textual source materials. When possible, ask questions and send e-mail to the webmasters of other sites displaying content you would like to borrow.

VI. SITE OVERVIEW

OK, you have been confirmed by SNAME staff as the webmaster. Let's get started with a tour of your microsite.

Login to SNAME.org and go to your profile through MySNAME. Under your picture you will see a listing of **Groups**. Your section, the committees you serve on, and other communities of interest will appear here. Click on the group for which you are the Webmaster. In the main page for that community there will be three links "<u>View the Website</u>" "<u>View the eGroup</u>" and "<u>View the Library</u>". Click on "<u>View the Website</u>".

1) Your Microsite
Clicking on View the Website takes you directly to your microsite's home page. If you are the first webmaster, you will find no content save three generic images on the homepage. Soon these will be gone, replaced with meaningful content by you. But let's see what is here.

2) The Banner & Navigation Bars
Notice the area with the generic logo and surrounding links. This is your banner. You can change everything about this. The banner is important, as it will be shown in every page of your website.

Notice how the name of your subgroup is nowhere on the home page. **Your subgroup's name must be the most prominent feature of your banner.** This is one of the first changes to be made.

Notice the links – they are set within two **navigation bars.** Links in the **top navigation bar** allow you to login and connect you back to SNAME.org. The **main button bar** in gold has links to the default pages, many of which feature the new SNAME.org tools refined specifically for your microsite. The default pages are the core of your site.

3) Default Pages
The links in the main button bar are referred to as "default" pages because there is nothing you have to do to enable them. Webmasters have the ability to take down these links and add other links to the main button bar, but it is recommended that webmasters make full use of these pages. In general, when the default pages are attractive and complete your microsite as a whole will be attractive and complete. Let's take a closer look at these pages:

Home
If you are the first webmaster for your microsite you will see the homepage is basically a slate ready for you to add pictures, links, text and other content. What content is appropriate for your home page? Keep in mind that this will be the first page most visitors see. Welcome your visitors – a welcome message is always preferable to a "site under construction" notification. An introduction to your subgroup is also appropriate. Keep in mind that your site is where many visitors will first learn about SNAME itself. When editing, consider the adding the following (content and links to such content) to your home page:

- A picture and welcome message from your chair
- Subgroup news and recent work products
- Next meeting information and meeting promotion
- Pictures of naval products of local industries
- Pictures of regional landmarks

Directory
The Directory page itself is bare, but the "Section Community" link to the left contains a listing of your entire subgroup. This listing draws directly from your subgroup's membership as listed in the SNAME database. Of course, Committee and Panel webmasters can change "Section Community" to read "Committee Members" if they choose.

EGroups
Your SNAME subgroup has a dedicated message board, or eGroup. The eGroup link in the main button bar goes directly to the subgroup's Message Digest which lists posts in chronological order. You can post a message through a link at left.

Libraries
Your SNAME subgroup has a dedicated Library as well. The Libraries link goes directly to the subgroup's Library which lists documents in chronological order. Attachments to eGroup postings also post directly to this library.

Calendar
Your SNAME subgroup's dedicated calendar is a default page of your microsite. Administrators can post and approve calendar items which can be visible to all visitors to your site.

Bylaws
The Bylaws link allows your subgroup to upload its bylaws for all to see. Subgroups without bylaws can disable or change this link to "Mission Statement" or other relevant content.

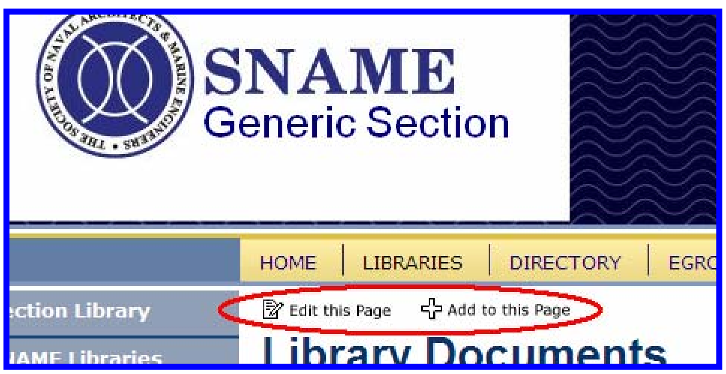
Leadership
The Leadership link is also empty. It is an appropriate place to list your board. Subgroups without a board can provide more information about the chair and how he or she chooses to conduct business.

Contact Us
Clicking on Contact Us enables an email to be sent to whoever is established as the main point of contact. The main point of contact is established through the "Contact Us Info" tab through Edit Site Settings (see section XX).

If you decide you do not want one or more default pages to appear in your Main Button Bar, please do not delete them! These pages are integral to the sites proper functioning – their removal will cause broken links. Set them to be invisible to visitors. See section XIII for instructions on Hiding Pages

VII. WEB EDITING INTERFACES

1) Webmaster Links
You will also notice two links on the internal pages – but only if you are the webmaster. Edit this Page and Add to this Page links appear under the main navigation bar. These allow you to go to web editing pages (the home page does not have these links, permitting you a clear view of the your most important page). In general, these links work like this:

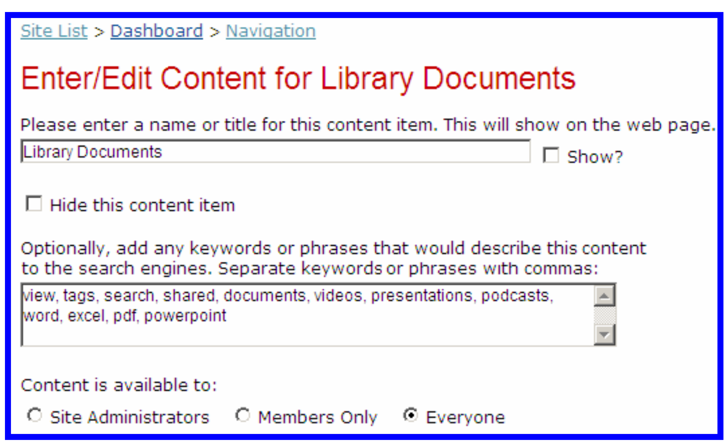


Add to this Page: Pages of your microsite consist of one or more **content elements**. These content elements are stacked top to bottom under the banner. Add to this Page allows you to add a new content item through a **content editor page**. The new content item will appear on the bottom of the page.

Edit this Page: takes you to the list of content elements and allows you to choose the one you want to change. If the page only has one content element, it takes you directly to that element's **content editor page** where you can make changes.

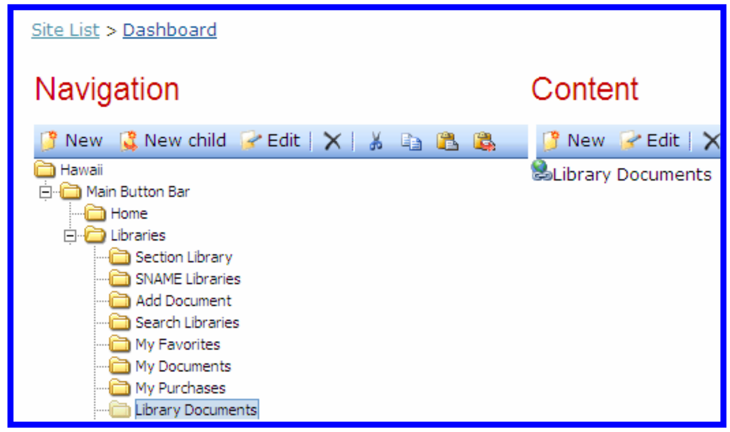
The Edit this Page and Add to this Page links give you access to content editor pages. From the content editor page you can access the all the pages and tools that allow you to make site content and design choices. Let's visit them now.

2) Content Editor Pages
Access content editor pages through the Edit this Page or Add to this Page links or through the **Navigation Page**. These allow you to choose what kind of content – hyperlink, uploaded files, or HTML (mixed pictures, text and hyperlinks) – you want to display. You can also choose who can see the content and whether you want it to be under a header.



Keep in mind that the content editor pages allow you to edit a single content item. Individual web pages may consist of one or many content items stacked under the banner.
Not a computer coder? Don't worry about "HTML content" – the interface is similar to that of MS Word. Section XX of this handbook describes how to use this page's features.

3) The Navigation Page



1) Click on Edit this Page from a microsite internal page to expose a Content Editor Page

2) Click on Navigation

The **Navigation Page**: all the pages in your site are represented by file folders here. The right hand "content" side allows for the deleting, adding, and editing of content to pages. The left hand "navigation" side allows for new pages to be created and existing pages to be moved into different navigation bars. You will notice washed-out folders on the navigation side. Some of these contain information vital for your page's links to work. **Do not delete or change washed-out files**. Leave them be.

Section X of this handbook describes how to use the Navigation Page. Let's continue our overview of the back side of your site.

4) Accessing and Understanding Website Editor's Dashboard

1) Click on Edit this Page from a microsite internal page to expose a Content Editor Page

2) Click on Dashboard

The Dashboard allows webmasters to see an overview of site traffic from the past week it also contains two links.

Create/Modify Site Content: Simply takes you back to the Navigation Page

Edit Site Settings: Clicking here allows you to change default settings – the first place where you can put your stamp on your site.

VIII. EDITING SITE SETTINGS

Clicking on Edit Site Settings from the Website Editor's Dashboard takes you to a four-tabbed Site Settings Page. Here, you change the banner and establish contact information for the site.

It is important to state that there are very sensitive controls here that, if changed, will disable links and break content pages. There are two specific places you should not touch. **Do not change the site's path** under the "Name Your Site" tab. Also, **do not change anything under the Site Navigation tab**. These are as they need to be.

Each of the four tabs brings up different options.

1) Name Your Site Tab

Clicking Edit Site Settings immediately opens the Name Your Site tab. Through this tab you can place a copyright notice on the bottom of all pages. Please do not input information in the other fields or change your site's name from the name of your section, committee, or panel.

As expressed above it is especially important that you **do not change your site's path** – this is a main link element used across all SNAME microsites and the main site.

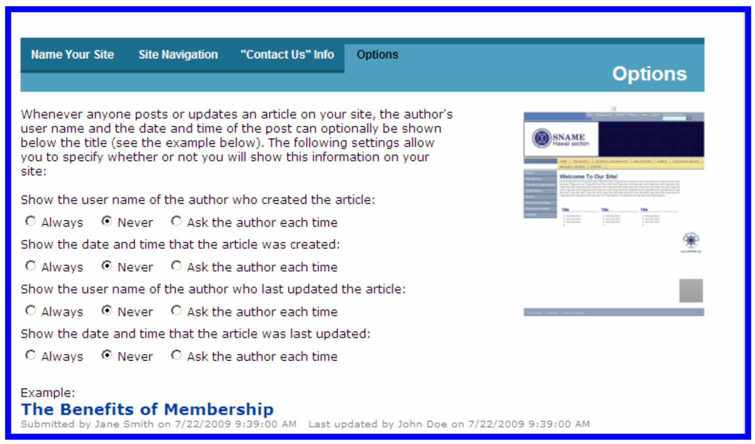
2) Site Navigation Tab
The second tab is the Site Navigation tab. Please **do not change anything under the Site Navigation tab.**

3) "Contact Us" Info Tab
The third tab is the "Contact Us" Info tab. Your microsite has a "Contact Us" button in the main navigation bar. Visitors to your site who click Contact Us in the main nav bar can send a message. These messages are routed to the email address listed in the "Contact Us" Info tab.

It is appropriate for the webmaster to complete this form and serve as the main point of contact for the subgroup's website. Of course, a SNAME subgroup chair may wish to be the main point of contact through the website, and this is completely acceptable as well.

The page also contains some privacy settings,

4) Options Tab
The Options tab has three sections. The most important of these is the editor for the top banner that appears on every page of your microsite.



There are settings here that allow you to tag pages with date changed and posting information. Another setting allows you to insert a "safety step" to accept the changes to your site. You may select this if you wish.

By far, the most important change you can make on this page is to your banner image. See section XIII and the Webmaster Resources & Support site for the information and tools you need.

IX. MICROSITE BASICS

It is vital you take a minute to understand the basic principles around which your site is organized before you make changes. The site is flexible, and allows you to realize nearly whatever vision you and your subgroup's leadership want to achieve. But don't confuse flexibility with indestructibility. Taking a few minutes now to understand the basic principles of site organization and function may save you and SNAME staff considerable time and anguish in the future.

1) Individual web pages are represented by file folders in the Navigation Page. The content items can be considered documents within these folders.

2) Individual web pages consist of one or more content items. These are displayed from the top to the bottom of most web pages.

3) Content Items are of four basic types (the Navigation Page icon of each content type is also displayed below):

HTML Content – Combinations of pictures, text, and links as defined in HTML code.

Uploaded Files – MS Word, MS Excel, MS PowerPoint, PDF, JPEG, and some other file types are supported.

Single Hyperlinks – direct links to other web pages without a landing page.

User Controls – pages pre-filled with information and coding that **should not be changed or deleted**.

4) Webmasters who do not have HTML skills can create HTML pages through the “what you see is what you get” or WYSIWYG (pronounced “wizzie-wig”) editor. The WYSIWYG interface is fairly similar to that of MS Word and is easy to use, but it does have its quirks. Some work-arounds and patience are needed to achieve best results.

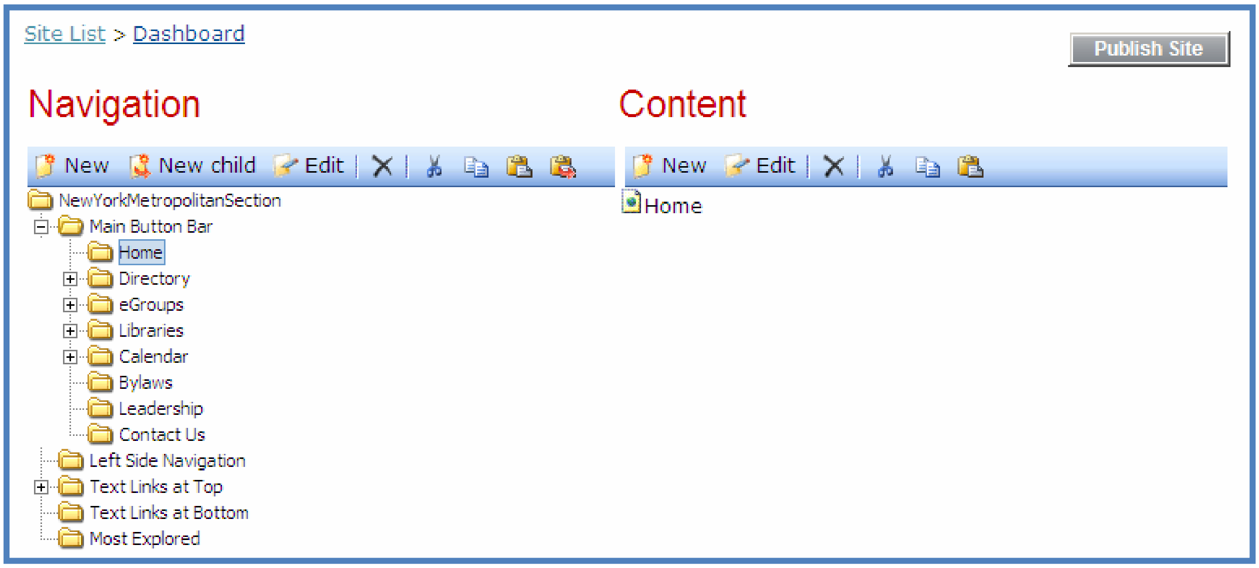
5) **If you did not create a page, do not delete it.** This is especially true of pages of type User Control. You can always make a page inactive and invisible to users by “graying it out”. This is a best practice.

X. The NAVIGATION PAGE

The Navigation Page clearly lays out how your page is structured. The interface allows you to make navigation changes, change the order of links in navigation bars, and structure content items in individual web pages.

Organization

Look at the file folders on the left hand side under “Navigation”. Notice how there are “+” and “-“ signs next to some folders. Click on these signs and you will expose or hide folders positioned under (or “nested” under) other folders. The folders with the +/- signs are referred to as “parent” folders, and those that are exposed or hidden when a “+/-“ sign is clicked are referred to as “child” folders. Just as in real life, a “child” of one folder may be a “parent” to other folders.



All of these folders are analogous to the pages on your microsite (or a button bar). Notice that two of the most prominent parent folders refer to sections of the site you are familiar with – the main button bar and the text links at top.

Understanding the Navigation Page Interface

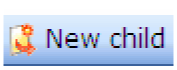
There are two distinct sides to the Navigation Page. “Navigation” is on the left and “Content” is on the right. Notice when you single-click on a file folder on the left it is highlighted in blue and its content items appear on the right hand side.

The Navigation and Content sides of the Navigation Page have similar tools represented by the same icons. Using these tools correctly often depends on highlighting on folders and content items to indicate where you want items to appear. For step-by-step instructions on how to use these tools, visit section XX. The Navigation and Content tools have the same icons and names, but they perform different functions on each side. These are described below:

Navigation

Create a new webpage

The new folder/page will appear under the file highlighted.



Create a New Child

This also creates a new web page and a navigation folder representing it. Folders created using this button appear at the bottom of the child folders of the parent folder.

Edit

This opens a “Navigation Edit” window where you can rename and hide a web page/folder . Be careful in this new window. There is a field called URL Name. **Never change URL Name** even if you change the name of a web page. Change the page name in the topmost field.

Delete

This permanently deletes a folder/page, and all its children. It is easy to confuse “Delete” and “Cut”. There is always a warning before you delete a page, so don’t worry too much. It is recommended you use “Delete” sparingly. **Never delete files of type user control**.

Cut
Prepares a page for moving. This will not delete, but will allow it to be pasted to a new location.

Copy
Allows you to create a “clone” of a page. Use this option to have the same page appear in different locations on your site.

Paste
Relocates a folder/page that has been cut or copied. The page will appear directly after the page highlighted when “Paste” is clicked.

Paste as Child
This option nests a cut or copied file/page under a parent. Clicking “Paste as Child” will position the file/page as the last child of the parent highlighted.

Content

Create a new content item
The content item will appear below those already existing. If a folder with no content items is selected on the Navigation side, the new content item will be the only content item on the page.

Edit
Opens the Content Editor for the content item highlighted.

Delete
Permanently deletes a content item. This is less dangerous than deleting an entire page. It is possible to hide content items, so use this sparingly.

Cut
Prepares a content item for moving. This will not delete a content item, but prepares it to be pasted to a new location.

Copy
Allows you to create a “clone” of a content item. Use this option to have the same content item appear in different locations on the same web page. It is useful for having similarly-formatted content items (such as tables) appear one after the other.

Paste
Relocates a content item that has been cut or copied. The content item will appear directly after the content item that is highlighted when “Paste” is clicked.

Editing In the Navigation Page
The Navigation Page allows you to quickly access Content Editor pages for specific content items, but you do not change page content in the Navigation Page itself. There are four specific kinds of changes you make through the Navigation Page. These are:

1) You can change where pages appear on your site
2) You can create, delete, or hide pages
3) You can change the names of pages
4) You can change the positioning of content items in specific web pages

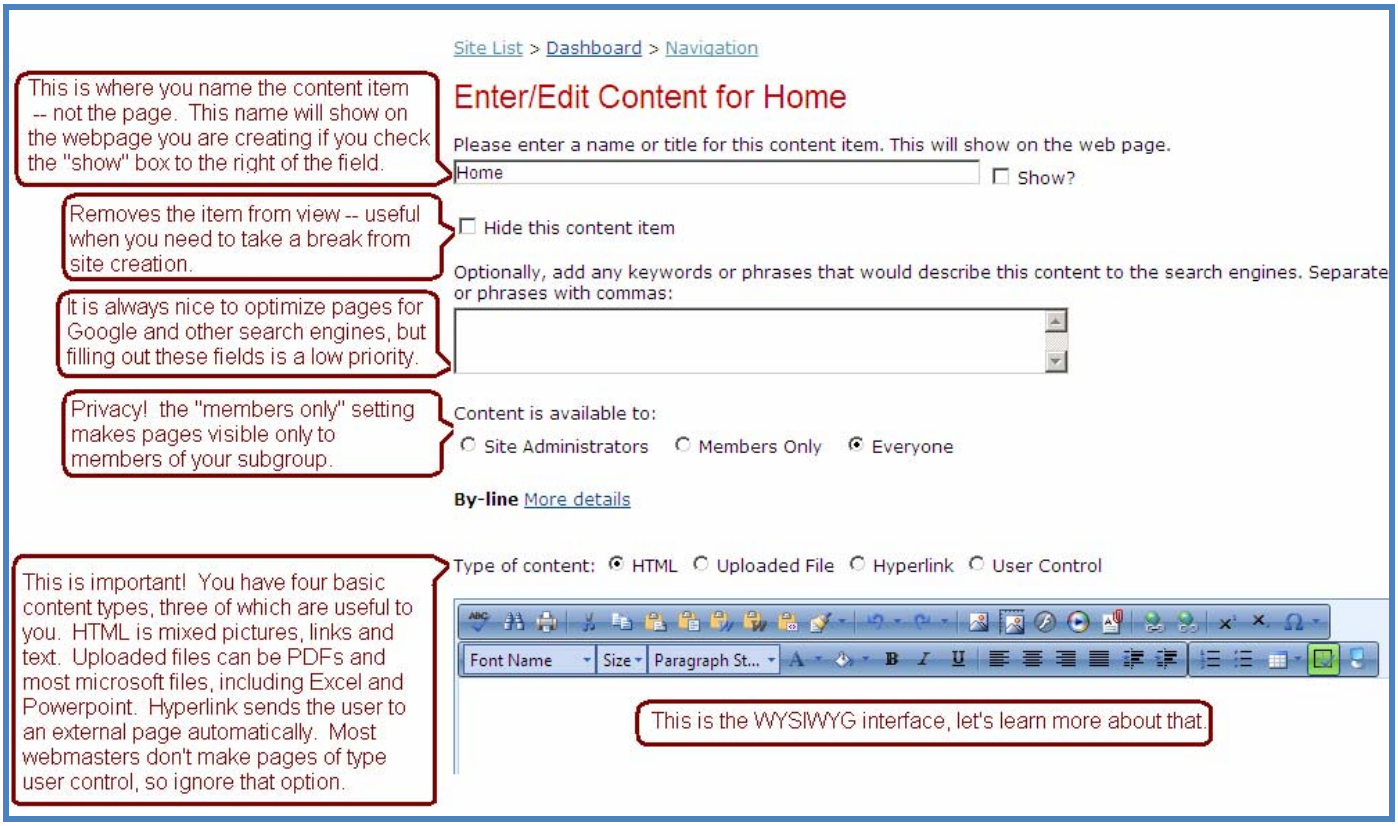
Section XX leads you through examples of how to make these kinds of changes.

IX. CONTENT EDITOR PAGES and the WYSIWYG

Most of the work of site creation happens in the content editor pages. You get to a content editor page for an individual from one of three screens:

- **The Navigation Page.** Click on a folder at left and then click on a content item at right. This will highlight the content item. Now push “edit” on the right.
- **From webpages:** The “edit this page” opens a content editor page for those pages with 0 or 1 content items. For those pages with more than one, a list is provided from which the webmaster can select a content item to edit.

Content Editor Overview

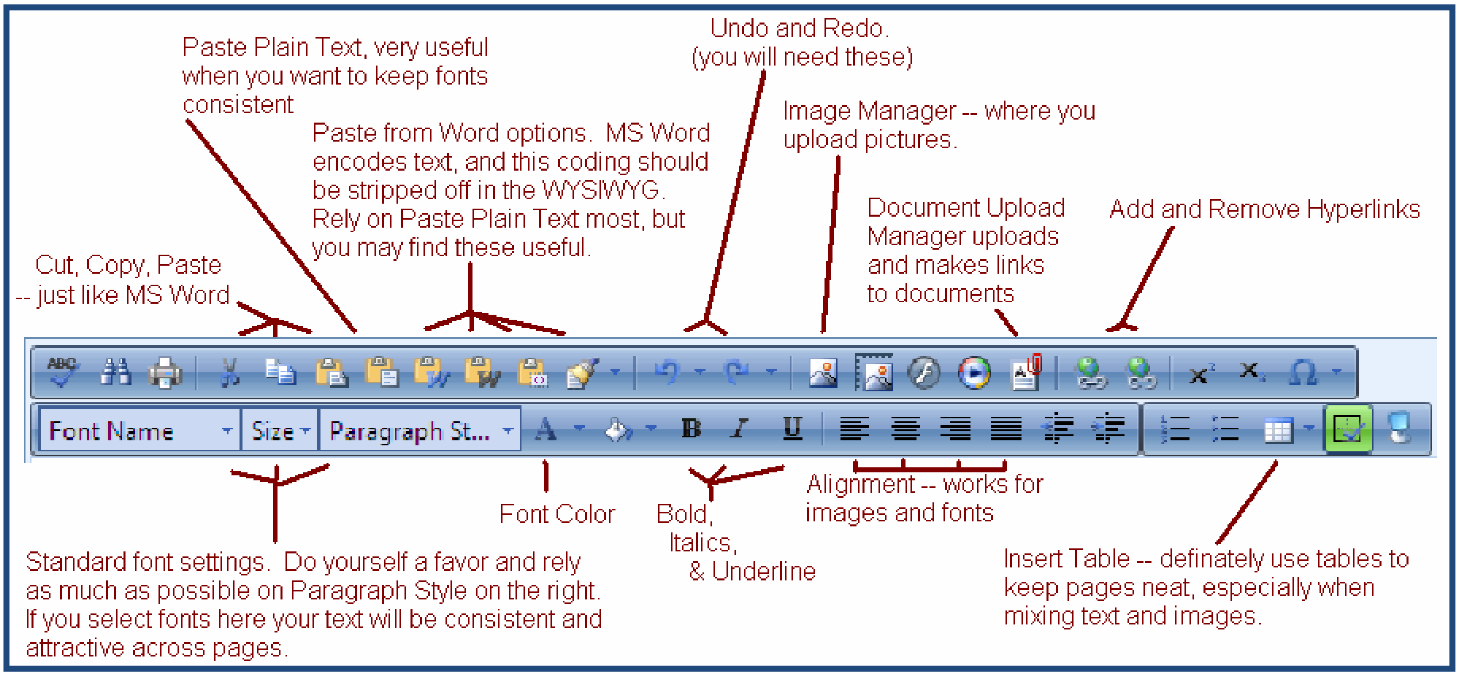


The WYSIWYG Editor

WYSIWYG is an acronym for “what you see is what you get”. The interface shares a number of similarities with MS Word, and allows webmasters to add and position text, pictures, hyperlinks and other content. Many Webmasters have a love/hate relationship with the WYSIWYG. Most don’t have any HTML programming experience, and the WYSIWYG allows them to do things with a web page they would not be capable of otherwise. However, it is “quirky”. A better name might be “what you see is usually what you get” or, in very frustrating circumstances, “what you saw was what you wanted but this is what you get.” Regardless, in most cases a little patience and a few best practices will make it easy for you.

Tools

There are options and tools in the WYSIWYG that are not recommended for use. Occasionally icons are placeholders for future versions of the interface. A webmaster can be successful relying on those tools pointed out below:



Window
The WYSIWYG Window displays a likeness of what will be seen on the page after pushing “Save”. However, it will not be a perfect likeness. The WYSIWYG Window is not as wide as microsite pages, so text wrapping, table cell width, and other elements will be slightly different when they are live on the page. It can be frustrating when spacing is not the same in the WYSIWYG as it after the page is live. There are workarounds for most of these frustrations. Contact SNAME staff for help when necessary.

Bottom Controls
Toggle between Design and HTML modes with the buttons below the white window. Pushing the HTML tab exposes the raw code for the page you are editing. Webmasters with a bit of HTML knowledge can hunt-down those pesky paragraph and break tabs that cause frustration when using the WYSIWYG Design function. Additionally, the HTML tab makes it very easy to simply copy the code from other/legacy web sites and paste it into your microsite.

XII TABLES and PAGE DESIGN

Adding and Positioning Tables
Webmasters will want to use tables for most pages. The use of tables allows more creative control and flexibility to ensure content is displayed attractively. Tables allow you to wrap text, position text and pictures, and set color schemes where you want to. Simply put, tables are essential to designing professional looking pages through the WYSIWYG. If you let them, tables will make your job as webmaster much easier.

General Tips

1) First step: think “how can a table help?”
When designing a new page you generally have an idea of what you want to accomplish. Let a table help you. Often a table can help by serving as the framework for the entire page. Is the page well suited to one with many cells (a list of section officers with contact information) or just two columns (a wide one for text and a narrow one for links and/or pictures)? Think about design first, and you will get your page right the first time.

2) Go small
The borders of a table can be the skeleton of a content item or entire page, but only rarely is it necessary to have a table of more than a handful of cells. Make a web page, not a spreadsheet! In many cases, a table with only 1 row and 2 columns will give you all the creative control you need.

3) Use Color Conservatively
Most tables featuring borders and cells with bright, distinct colors are poorly designed. Users should notice the text, not the colors. Even very faint shades are distinct against a white background and can offset text and pictures well. But avoid such color combinations as dark blue cells with red borders and white text, please.

4) Padding, not Borders
You will likely set up a table and see that the text in one column or row is too close to another, making a page hard to read. A common reaction of new webmasters is to put a border – a line – between the cells. But what you really want to do in most cases is separate the cells a little bit. Use a buffer (space), not a border (line).

Adding Tables in Web Pages with the WYSIWYG
This is easy, although not altogether intuitive

1) In the WYSIWYG, click on the Insert Table icon on the right of the bottom tool bar. This exposes the table creator.
2) Without clicking, select roll the cursor over the table wizard to indicate the number of rows and columns of your table.
3) Click when you see the grayed-out cells accurately representing the table you want to create.

Your table will appear near the top right of your WYSIWYG window. When first created, the table will be very small – just big enough for you to click in a cell and see your cursor flashing.

Setting the Height and Width of Table Cells
Setting the width of cells is very important. Without doing so cells will not wrap text and their parameters will be determined by the biggest item or longest line of text. Follow these steps to ensure creative control over your web pages:

1) Right click in the cell whose dimensions you want to establish, exposing a Table Editing Menu
2) Select “Set Cell Properties” from the Table Editing Menu, exposing the “Cell Properties” tab of the “Table Wizard”
3) On the top right are fields for you to input information to set the height and width in pixels. Type in the width (and/or height) in pixels and then type “px” directly after the number (example: “300px”).
4) Click OK

Notice that the whole table is represented on the left side of the Cell Properties tab of the Table Wizard. Press and hold the control key and click on the various boxes representing cells in your table to set the parameters for multiple cells at once – you will see them grey-out. This is especially helpful when you want to make a column the same width, or a row the same height, for the entire table.

Padding, Margins, and Borders for Table Cells
You will notice that cells that are full of content abut each other directly, the lack of spacing can detract from the functionality and attractiveness of the page. Add spacing by doing the following:

1) Right-click in the cell you want to buffer, exposing a Table Editing Menu
2) Select “Set Cell Properties” from the Table Editing Menu, exposing the “Cell Properties” tab of the “Table Wizard”
3) Click on “Style Builder” on the right hand side to expose the Style Builder box
4) Click on “Edges” in the left menu in the Style Builder box
5) Use the fields for “Padding” to establish the buffer you need. In most cases 10 pixels of padding works well. Be sure to select “px” from the appropriate pull-down menus. You can also add or change cell borders and margins here as well.
6) Click “OK” on the Style Builder box and the Table Wizard.

Your cell padding will be Keep in mind, you only need to pad those cells that are abutting. There is usually no need to buffer all borders of all cells.

Adjusting Text within Table Cells
The alignment of content for cells is left-middle by default. It is very common to want to adjust content to left-top adjustment. Here is how you do it:

1) Right-click in the cell you want to buffer, exposing a Table Editing Menu
2) Select “Set Cell Properties” from the Table Editing Menu, exposing the “Cell Properties” tab of the “Table Wizard”
3) Click on the Content Alignment pull-down menu (it has an orange X as the default).
4) Select the alignment setting you choose.

XIII. BASIC WEB EDITING: STEP BY STEP

Changing the Banner
Your microsite's banner is seen on every page of your site. At a minimum, it should boldly state the name of your subgroup in an attractive manner. To ensure attractiveness, make sure your banner is exactly 962 pixels wide and 188 pixels high. All microsite banners are image files, and editing pictures can be tricky. However, resources have been prepared to make it easy. Visit the Webmaster Resources and Support Website for perfectly formatted banners and instructions to create your banner. After your banner is created, you can upload it through the following steps:

1) Navigate to the Edit Site Settings Options tab. (Navigation Page> Dashboard> Edit Site Settings> Options)
2) At the bottom of the Options tab page, click "Browse", and select the image from your computer
3) Click Finish. The new banner will be uploaded.

Changing the Contact Us Information
New webmasters need to receive feedback and questions from site users. The default contact link makes this simple. Here is how to be sure you are receiving site-based email.

1) Navigate to the Contact-Us Info Tab (Navigation Page> Dashboard> Edit Site Settings> "Contact Us" Info)
2) Complete the form, and be sure to check the box to hide your email address.

Adding a New Page
Adding new pages is simple. Go to the Navigation Page and take the following steps:

1) On the navigation side of the Navigation Page, click once on the content item you want the new page to follow.
2) Click "New" on the left hand side.
3) A folder representing your new page will appear. Name your web page by typing in the field that says "New Page".
4) Click "Publish Site"

Your new page will have no content. To add content, click on "New" on the content side of the Navigation Page while the name of the folder you just created is highlighted. This will open a new Content Item and bring you to its Content Editor Page.

Changing a Page's Location / Changing the Order of Links
When changing page locations, keep in mind where it will appear on your website. Place only your most important items in the main button bar. Of course, **never move default pages off the main button bar** – hide them if you must but do not move them. To change a page's location go to the Navigation Page and take the following steps:

1) On the navigation side, click once on the name of the page you wish to move. This will highlight the name.
2) Click "Cut" (the scissors icon) on the navigation side (the folder will not disappear or change to indicate this is done).
3) Indicate where you want the item placed. Click once on the folder in front of where you want to place the cut folder/page.
4) Click "Paste" on the navigation side. After a few seconds the folder will appear in your chosen location.
5) Click "Publish Site"

Changing a Page's Name
Changing a pages name will change the title on that page and the links that lead to it.

1) On the navigation side, click once on the name of the page you wish to hide. This will highlight the name.
2) Click "Edit" on the navigation side. This will open a "Navigation Edit" dialogue box.
3) In the Navigation Edit dialogue box, change the page's name in field marked "Navigation Title". This is the only place you need to make an edit. **Do not change the field titled URL Name under any circumstances.**
4) Scroll down to reveal the "Save" and "Cancel" buttons. Click "Save".

You will see that the name next to the page's folder has been changed.

Hiding Pages
It is highly recommended that you hide pages you do not wish to use. You can never be sure when page content will be valuable to a member in the future. Hidden pages are easily restored to active status. To hide a page, go to the Navigation Page and take the following steps:

1) On the navigation side, click once on the name of the page you wish to hide. This will highlight the name.
2) Click "Edit" on the navigation side. This will open a "Navigation Edit" dialogue box.

3) In the Navigation Edit dialogue box, select “Hide this navigation but leave its content on the site” – the middle radio button in the final section of the dialogue box.
4) Scroll down to reveal the “Save” and “Cancel” buttons. Click “Save”.

You will see that the folder representing the page you want to take off-line is washed out, indicating it is hidden.

Deleting Pages

Deleting pages is not recommended. It is just as easy – and much safer – to hide pages you don’t want to use. Pages are not backed up, and once you delete you are unable to bring the content back. Deleting a parent folder deletes all its child folders as well. Only delete those pages you have created, and **never delete pages of type user control**. These pages have content important that, if lost, will cause broken pages and other problems. See page XX for help identifying page types. If you must delete, doing so is simple. Go to the Navigation Page and perform the following steps.

1) On the navigation side, click on the name of the page you want to delete. This will highlight the name.
2) Click “Delete” (the slash-X) on the navigation side.

Changing the Order of Content Items in a Page

To change a page’s location go to the Navigation Page and take the following steps:

1) On the content side, click once on the name of the content item you wish to move. This will highlight the name.
2) Click “Cut” (the scissors icon) on the content side (the content item will not disappear or change).
3) Indicate where you want the item placed. Click once on the content item in front of where you want to place the cut content item.
4) Click “Paste” on the content side. After a few seconds the content items will be reordered as you have chosen.
5) Click “Publish Site”

Adding and Positioning Text with the WYSIWYG

Adding text is simple. In a Content Editor Page select HTML as the type of content. Then click in the WYSIWYG field. You can change the font, size, and other aspects of the text by highlighting and using the icons and pull down options. Use the alignment tabs to right-justify, left-justify, etc. It is a best practice to use tables to attractively position text, pictures and hyperlinks. See the section on using tables (page XX).

Adding and Positioning Pictures with the WYSIWYG

Pictures cannot simply be cut and pasted into the WYSIWYG window. They must be uploaded. The WYSIWYG interface makes uploading JPG and GIF files easy. However, the WYSIWYG will not allow you to easily resize pictures, so be sure you have right-sized the image with a program like MS Picture Manager (which comes with MS Office – just right-click on a picture file name, select “open with”, and then choose MS Picture Manager).

1) In the WYSIWYG, click on the “Image Manager” icon – it looks like an orange sun over a mountainous landscape. This opens the Image Manager box.
2) In the Image Manager box, click on the green and white “Upload” button
3) Click “Select” and locate the file on your hard drive. JPG and GIF files work best.
4) When the name of the file appears next to the upload button, click “upload”
5) The image file will now appear in the list under “Filename”. Click on the name of the file. A preview image will appear on the right, ensuring you have selected the intended file.
6) Click “insert.”

The image will appear in the WYSIWYG window. Use the alignment tabs to right-justify, left-justify, etc. It is a best practice to use tables to attractively position text, pictures and hyperlinks. See the section on using tables (page XX).

Adding Hyperlinks in Web Pages with the WYSIWYG

Some hyperlinks, like e-mail addresses, are recognized by the WYSIWYG and turned into hyperlinks automatically. Other hyperlinks must be created by the webmaster. Here is how to do it:

1) In the WYSIWYG, select the text or picture (yes, you can hyperlink pictures) you would like to serve as a hyperlink.
2) Click on the “Hyperlink Manager” icon – it looks like a few links of chain in front of a globe. This opens the Hyperlink Manager box with several fields, including URL, Target, and Tooltip.
3) URL: field, input the URL – or web address – of the location you would like to link to.
4) Target: If you would like to have the link open in a new window, select “New Window”. This is recommended for all links to pages outside your microsite.
5) Tooltip: Tooltips are text that appears in a small yellow box when a user places the cursor over the link. Input text in the Tooltip field to use this feature.

6) Click “OK” in the Hyperlink Manager box.

The text or picture will be linked.

Uploading PowerPoint, Word, Excel, and PDF Files with the WYSIWYG
Microsoft files and PDFs are easy to load into your web pages.

1) Select the text you would like to serve as the hyperlink to the document you are uploading
2) In the WYSIWYG, click on the “Document Manager” icon – it looks like a piece of paper with a red paperclip in the right-top corner. This opens the Document Manager box.
3) In the Document Manager box, click on the green and white “Upload” button
4) Click “Select” and locate the file on your hard drive. Microsoft and PDF files work best.
5) When the name of the file appears next to the upload button, click “upload”
6) The file will now appear in the list under “Filename”. Click on the name of the file. This exposes a handful of fields on the right side.
7) Link Text: The text you selected as the hyperlink name will appear here. If it is blank, you can enter the words to serve as a hyperlink to the document. If you leave it blank, a URL will appear on your page.
8) Target: A user clicking on the hyperlink will open the appropriate program to allow document viewing and editing. However, PDFs often open within browser windows. It is a best practice to select “new window” in the target field to allow PDFs to open without losing access to the microsite page.
9) Tooltip: Tooltips are text that appears in a small yellow box when a user places the cursor over the link. Input text in the Tooltip field to use this feature.
10) Click “insert.”

The link to the document will be enabled.

Uploading Video and Audio with the WYSIWYG
Video and audio can be added, but they will only play (using the Microsoft Media Player or similar software on the user’s machine) when clicked upon. The big limitation here is the 5M size limit, which only allows a few minutes of video to be hosted on the SNAME servers. **It is much more attractive and user-friendly to upload video files to YouTube or a similar video hosting service. These can then be embedded directly for play in the pages of your microsite,** with the only size limitations being those from the video host/provider. Learn how to do this in the next section – Embedding.

1) Select the text you would like to serve as the hyperlink to the audio or video content you are uploading
2) In the WYSIWYG, click on the “Media Manager” icon – it looks like the icon for Windows Media Player. This opens the Media Manager box.
3) In the Media Manager box, click on the green and white “Upload” button
4) Click “Select” and locate the file on your hard drive. Files of type .wma, .wmv, .avi, .wav, .mpeg, .mpg, .mpe, .mp3, .m3u, .mid, .midi, .snd, .mkv are allowed.
5) When the name of the file appears next to the upload button, click “upload”
6) The file will now appear in the list under “Filename”. Click on the name of the file. This exposes a handful of fields on the right side.
7) Link Text: The text you selected as the hyperlink name will appear here. If it is blank, you can enter the words to serve as a hyperlink to the document. If you leave it blank, a URL will appear on your page.
8) Tooltip: Tooltips are text that appears in a small yellow box when a user places the cursor over the link. Input text in the Tooltip field to use this feature.
9) Click “insert.”

The link to the media file will be enabled.

Uploading Flash Content with the WYSIWYG
Flash content is very easy to upload. .

1) Select the text you would like to serve as the hyperlink to flash content you are uploading
2) In the WYSIWYG, click on the “Media Manager” icon – it looks like the icon for Windows Media Player. This opens the Media Manager box.
3) In the Media Manager box, click on the green and white “Upload” button
4) Click “Select” and locate the file on your hard drive. Files of type .swf are allowed.
5) When the name of the file appears next to the upload button, click “upload”
6) The file will now appear in the list under “Filename”. Click on the name of the file.
7) Click “insert.”

The file will be enabled.

XIV. EMBEDDING

Multimedia isn't just the "current fad" in web design. Technology is driving convergence, and the web is more and more an open platform for multimedia and external content. Project Voyager incorporated these capabilities into your microsite, allowing it to benefit from the wide range of exciting services provided online at no or little cost. You are doubtlessly familiar with PayPal, YouTube, Flickr, and similar providers of online payment and multimedia services. Your microsite is ready for them. PayPal buttons can be established for easy payment and registration. YouTube videos and slideshows of photos from your digital camera can be hosted and played directly in your microsite pages.

Embedding Video with YouTube

Obviously, the first step to displaying video through YouTube is establishing a YouTube account and uploading the videos you want to display to YouTube.com. After this is done, it is very easy to display video content alongside other HTML content in a page of your microsite. After you have uploaded the videos to YouTube, take the following steps:

1) In YouTube, navigate to the page that plays the content you wish to display. On that page, near the player, you will see a grey box with "URL" and "Embed Code" fields. Copy the entire Embed Code by selecting it, right-clicking on the code, and selecting "copy".
2) Add a new content item to the microsite page where you want the content displayed. Access its content editor page.
3) In the content editor page, name the new content item and go to the WYSIWYG window at the bottom of the page. There, create a table to house the video content when it is uploaded. Create at least a single-celled table (if you want no other content on in the content item), or a bigger table if you will be displaying other HTML content to the right or left of the imbedded video.
4) Right-click on the table and select "Table Properties" and use the alignment options to position the table as necessary. (You will probably want to center it in the page. This may be difficult to do following the next steps).
5) Click on the HTML tab at the bottom of the page. This will expose the raw HTML code for the table.
6) Put your cursor at the end of the existing code and click enter twice
7) Paste in the Embed Code you copied from YouTube under the code for the table (right-click and select "paste")
8) Switch back to the WYSIWYG through the "Design" (next to the HTML tab) to view content with the WYSIWYG. Take a minute to admire the video in the content editor. Cool!
9) Notice that the small table appears atop the video to be played. Click on the video (it may begin to play, ignore as necessary) to establish small white boxes around the periphery of the video.
8) Slowly move the cursor over the edge of the video. At different places you will see a two-sided-arrow cursor or a four-sided-arrow cursor. You want the four sided arrow cursor. When you see the four-sided-arrow cursor, click and hold down. This will allow you to drag the video into a cell of your table. Drag the video to the cell you want it to display.
9) Add whatever content you want to the other cells of the table. The cell with the video may not be easily editable from this point on.
10) Click save.

There you have it, video through your microsite!

Embedding Picture Slideshows with Google & Picasa

Embedding a photo slideshow is just as easy as video. Again, the first step establishing the correct accounts and uploading the videos you want to display. The following explanation is based on the steps using Google and Picasa, but it is very similar for other providers. After you have uploaded the pictures to a web hosting service, take the following steps:

1) In Google, go through the "My Account" link to view your pictures to Picasa Web Albums. On that page, to the far

right, you will see a grey box with an “embed slideshow” link. Click on it..
2) Copy the entire Embed Code by selecting it, right-clicking on the code, and selecting “copy”.
3) Add a new content item to the microsite page where you want the content displayed. Access its content editor page.
4) In the content editor page, name the new content item and go to the WYSIWYG window at the bottom of the page. There, create a table to house the slideshow when it is uploaded. Create at least a single-celled table (if you want no other content on in the content item), or a bigger table if you will be displaying other HTML content to the right or left of the embedded pictures.

5) Right-click on the table and select “Table Properties” and use the alignment options to position the table as necessary. (You will probably want to center it in the page. This may be difficult to do following the next steps).
5) Click on the HTML tab at the bottom of the page. This will expose the raw HTML code for the table.
6) Put your cursor at the end of the existing code and click enter twice
7) Paste in the Embed Code you copied from Picasa/Google under the code for the table (right-click and select “paste”)
8) Switch back to the WYSIWYG through the “Design” (next to the HTML tab) to view content with the WYSIWYG.
9) Notice that the small table appears atop the pictures to be displayed. Click on the image in the slideshow (it may begin to play, ignore as necessary) to establish small white boxes around the periphery.
10) Slowly move the cursor over the edge of the slideshow pictures. At different places you will see a two-sided-arrow cursor or a four-sided-arrow cursor. You want the four sided arrow cursor. When you see the four-sided-arrow cursor, click and hold down. This will allow you to drag the slideshow into a cell of your table. Drag the it into the cell you want it to display. Wait a moment as the table adjusts to house it.
11) Add whatever content you want to the other cells of the table. The cell with the photos may not be easily editable from this point on.
12) Click save.

Finished! Now the slideshow plays automatically when visitors come to the page.

Embedding PayPal
PayPal is a great way to allow members and nonmembers to pay for an event. Because PayPal makes it easy to see who has paid for what items, it also eases event management and registration. Just print off a list of who has paid and bring it to the event table. Sections are especially recommended to consider opening a PayPal account specifically to receive funds for section meetings.

There are two separate options for embedding PayPal. Both of these are demonstrated on the Webmaster Resources & Support Embed Page.

- Option 1 allows you to use the button code, but does not allow users to register more than one person at a time.

- Option 2 requires you to add your own buttons or text links, but allows multiple registrations using the full PayPal shopping cart functionality.

PayPal Option 1:

In PayPal:
1) Create a PayPal account. You can do this through a section credit card or bank account on www.PayPal.com.
2) Under PayPal’s “Merchant Services” create a “buy now” button. Use only the first button option provided for a single-price “Buy Now” button. If your event or product has different price points, you will need to create a separate button for each price. Multiple price-point PayPal buttons are currently not supported, but that should change soon.
3) After creating a button, PayPal generates your “button code”. Copy and paste this code into a Word document so you can take what you need. The third line of this code will look like this:
<input type="hidden" name="hosted_button_id" value="6HP69FABXEV6G">

You only need a small part of this code, the 8 to 20 characters appearing after the "hosted_button_id" value =" as shown highlighted above. Keep this open on your computer desktop for the following steps.

<u>On the Webmaster Resources & Support Website</u>
1) Go to the EMBED section of the site.
2) At the top in the "PayPal Codes" section are the codes you need to input into your website to support the PayPal links. For easy access, keep this page open in a separate browser window or tab when editing your microsite.

<u>In Your Microsite:</u>
1) In the Navigation page, add a new content item to the microsite page where you want the buttons displayed.
2) Access the content editor page of the new content item.
3) Be sure to name the content item appropriately – this is the easiest way to label what the button pays for. For example, if the button is for the member price of a May meeting, title it "Member Registration: May Section Meeting".
4) In the content editor page go to the WYSIWYG window at the bottom of the page. Above the window, click on the radio button for "User Control". This will make the WYSIWYG window disappear and expose the fields into which you need to paste the PayPal button codes from the Webmaster Resources & Support Website.
5) Paste in the codes from the Webmaster Resources & Support EMBED page into the areas specified.
6) Replace the XXXXXXXX in the "User Control Parameters" field with the code for your button as created above. Do not copy the quotation marks around this code. You only want to paste in the 8 to 20 characters of actual code.
7) Click "Save" when finished.

You've got PayPal via option 1! Be sure to create other content items above or below the button to define the event or product the PayPal button is paying for.

PayPal Option 2:

<u>In PayPal:</u>
1) Create an account for your section. You can do this through a section credit card or bank account.
2) Under "Merchant Services", create a button for your event. Be sure to use the advanced features to allow for multiple prices so that members and nonmembers can select different amounts.
3) After creating the buttons, PayPal generates your "button code". Ignore this code and look to the right for the "email" tab (pictured below). Use the code under the email tab for the text links or jpg buttons you install on your website. Repeat this process for the different price-points for your meeting or products (Member Rate, Student Rate, Nonmember Rate, etc).

<u>In your microsite:</u>
1) Add a new content item to the page where you want the PayPal content displayed. Access its content editor page.
2) In the content editor page, name the new content item and go to the WYSIWYG window at the bottom of the page. There, create a table to house the PayPal links. Create at least a single-celled table (if you want no other content in the content item), or a bigger table if you will be displaying other HTML content to the right or left of the links/buttons.
3) Right-click on the table and select "Table Properties" and use the alignment options to position the table as necessary. (You will probably want to center it in the page).
4) In the cells where you want the PayPal links, type your links or add your JPG button images and then link them using the code you created in PayPal – the codes under the "email" tab. (see the earlier handbook sections on uploading pictures or adding hyperlinks to text if necessary).
5) Add some text instructions to be sure you know whose registration is being paid for. Be sure to state something like "Include the names of registrants in the text field provided immediately prior to confirming payment."

6) Click “Save” when finished.

You’ve got PayPal via option 2! Be sure to create other content items above or below the button to define the event or product the PayPal button is paying for.

XV CONCLUSION

Being a webmaster is usually very enjoyable. When frustration hits, please don’t hesitate to reach out to SNAME staff. Over 95% of the content on SNAME.org has been designed and laid-out using the tools described here. When you have questions, complaints, or are in need of emotional support, please reach out to me, Mark Eichler, SNAME’s Communications and Web Strategist at meichler@sname.org or 201.499.5069. I will be pleased to provide you with all the resources at my disposal.

Thanks again for taking on Webmaster duties! Good luck and stay in touch.