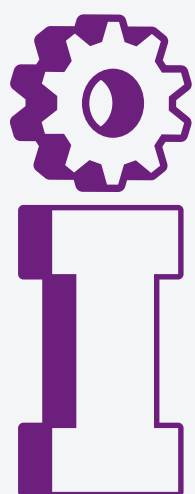




YOUR GEARSCMS TRAINING MANUAL

Presented By IdeaBank Marketing

WEBSITE CONTENT MANAGEMENT THAT IS **BUILT FOR YOU.**



> IDEAS IN MOTION >

ideabank
M A R K E T I N G

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2 Introduction

WHAT IS GEARSCMS?

GearsCMS is Easy

Custom-built by our expert developers, and powered by **MODX CMF** (*modx.com*), GearsCMS is a finely-tuned tool to make managing your website fast, painless, and easy. We put the power to make site updates right at your fingertips. Edit text, change photos and add pages right in your browser.

BASIC CONCEPTS

GearsCMS has three basic concepts to understand: **Resources**, **Templates**, and **Template Variables**.

Resources

Resources **contain** the text and images that will appear on your website. Generally, they are used to represent **each page**, but can also be used for links, files, or other elements within your website.

Templates

Templates define **what information** a resource contains, and **how it looks** when a person visits your site.

Template Variables

Template Variables are the actual **pieces of information** contained within a Resource, which varies based on the template used. A template variable might represent the text on a page, a link to a PDF, or a gallery of images.

To summarize, each Resource is given a Template, and each Template has a set of Template Variables. All of these things work together to form the look and feel of your website.

We will give you a detailed breakdown of what each template is, and the template variables they contain in a later section of the training manual.



3 Introduction

WHAT IS GEARSCMS?

WHAT IS CONTENT MANAGEMENT?

Before showing you the system, let's clear up a big question. *What is all this content and why do I need to manage it?*

Content

Throughout this training manual we will refer to the **content** of your site. Content is a broad term for the images, text, links, and any other interactive element contained within your site. Properly maintained content is the key optimizing your site's search engine ranking, giving it a better chance of appearing near the top of search results.

Content Management

Content Management involves making decisions, creating, and organizing content. You can create, edit, move or delete items within your site. We create a structure to get you started, but it takes ongoing effort to rank well in search. Our system is designed to easily aid in this process, and can be accessed from any modern browser, wherever you are.

Let's define two more things before using the system:

Good Content

A prime page contains about **500 words**, with at least **4 of them** being unique keywords used at least **2 to 3 times each**, preferably more. A keyword is a word or phrase in your content that makes it possible for people to find your site through a search engine like Google.

Having a few **supporting images** within the page improves your content. It doesn't necessarily help for search, but it does help for readability, and to support your text.

Another aspect of optimized content is **internal linking**. This is when you reference something on one page of your site, and link it to another page of your site. It is important to link the actual words that describe the page you are linking to, as opposed to something like "Click Here".

Bad Content

Bad content is any combination of too few words, limited use of keywords, few or no images, and outdated information. It is important to monitor your site for these types of weak pages, as **they hurt the overall effectiveness of your site**. If you find a page like this, try to improve its content before removing it.



Content Tip:

Review and update content often to boost your website's effectiveness.

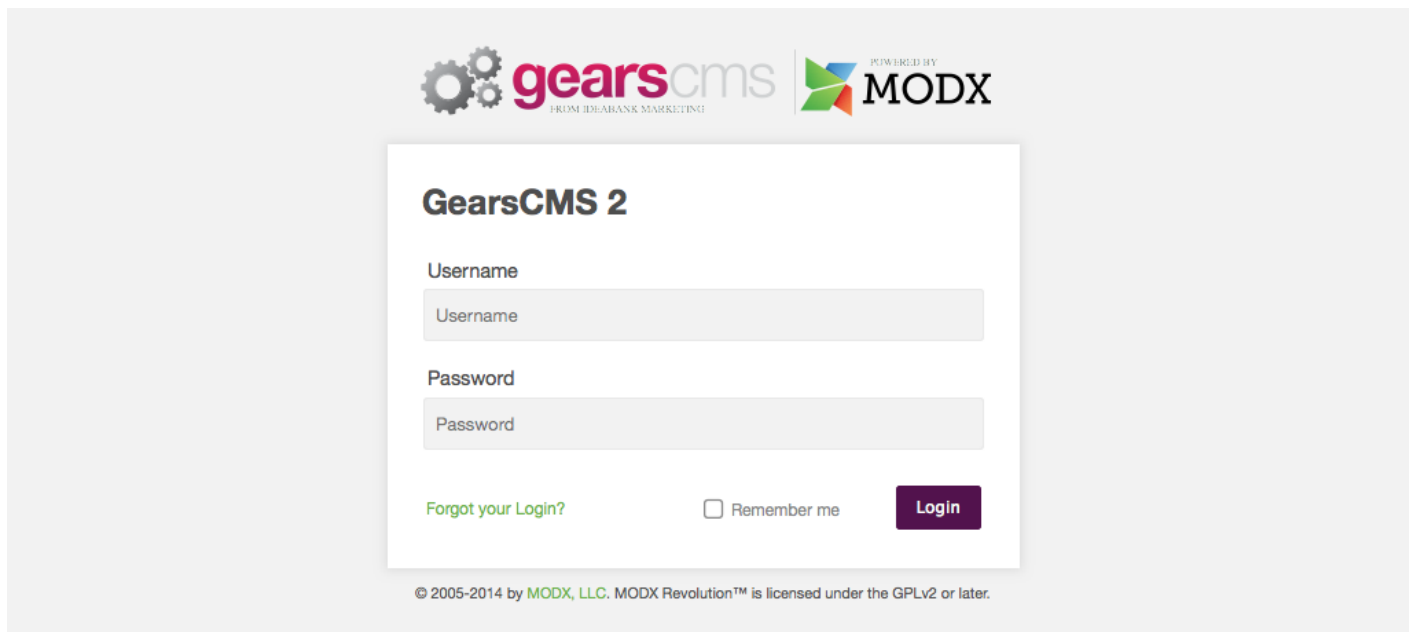
4 Logging In

LET'S GET STARTED

Logging In

Logging into MODX is a fairly simple process. Along with this training manual, you have received a sheet containing your preview URL, live URL, username, and password.

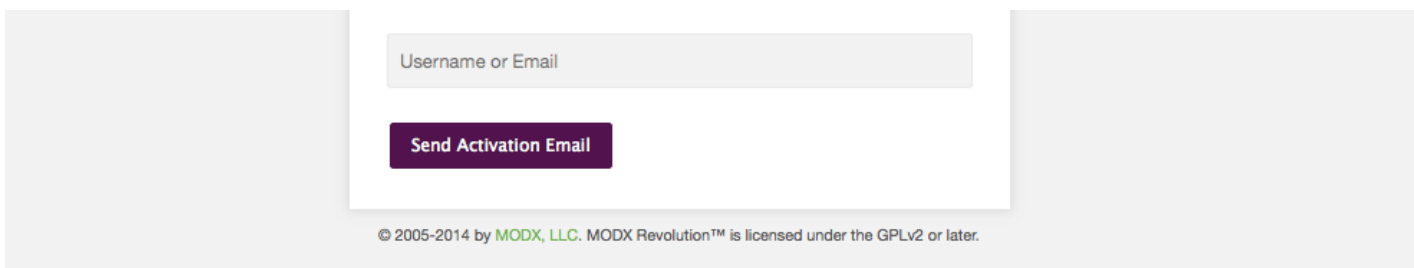
GearsCMS is located in a page called `/gears`, which you will add to the end of your site's URL (e.g. `example.com/gears`)



To login, type your username and password in the described fields, and click the “Login” button.

FORGOTTEN PASSWORD

If at any point you forget your password, simply go to this screen again, and select the “Forgot your Login?” option to send an activation email.

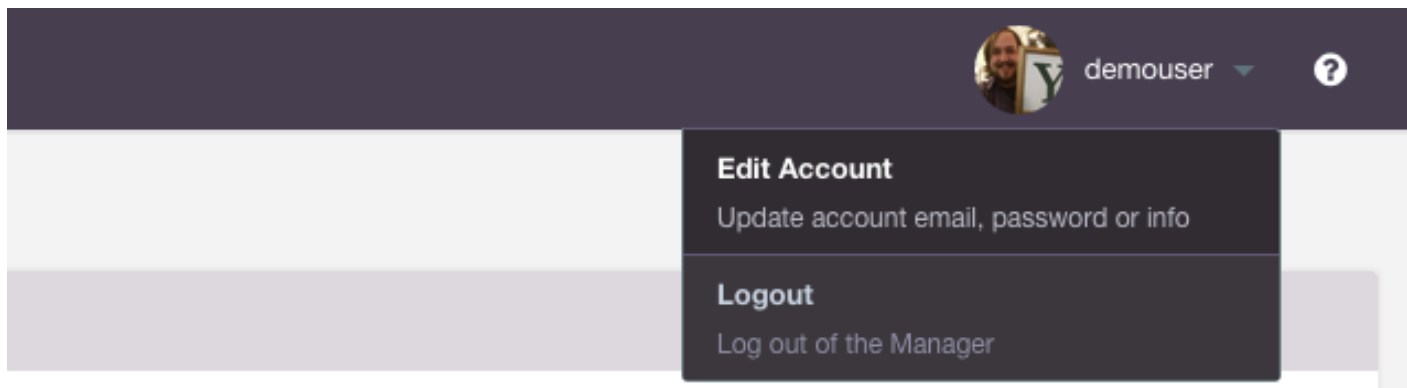


5 Logging In

LET'S GET STARTED

CHANGE YOUR PASSWORD

After your first login, it is important to change your password to something you will remember. To do this, click on your username at the top right, and select "Edit Account" from the drop down.



From here, you will select the "Reset Password" tab, and update your password information.

A screenshot of a web form titled 'Reset Password'. At the top, there are three tabs: 'General Information', 'Reset Password' (which is selected and highlighted with a green underline), and 'Recent Resources'. The form contains three input fields: 'Old Password:', 'Password:', and 'Confirm Password:'. Each field has a small icon on the right side. Below the input fields, there is a checkbox labeled 'Show the new password on screen.' which is checked. A purple 'Save' button is located at the bottom right of the form.

Logging In

Logging into GearsCMS is a fairly simple process.

1. GearsCMS is located in a page called “/gears”, which you will add to the end of your site’s URL (e.g. *example.com/gears*)

Development Site: <http://adam.ideabankweb.com/gears>

Post-Launch URL: <http://adamscentral.us/gears>

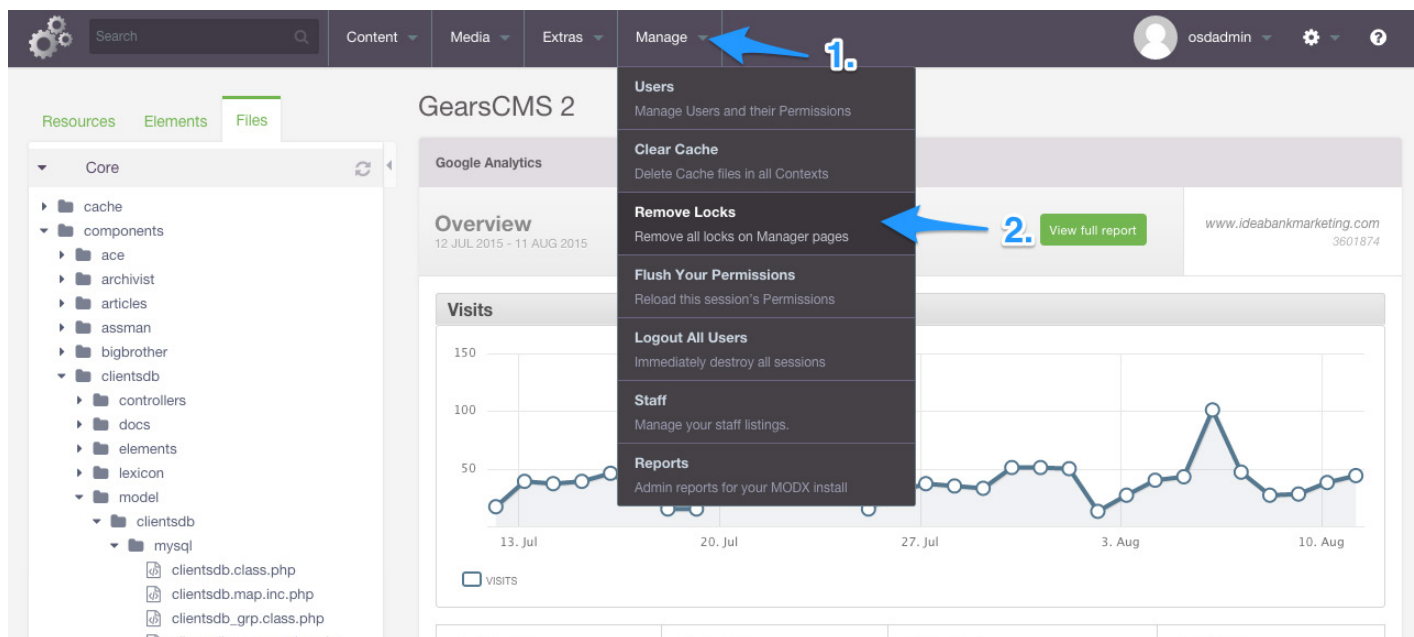
2. To login, type your username and password in the described fields, and click the “Login” button.

Username: The first part of your email address before the @; all lowercase, no spaces

Password: welcom3AC

Removing Locks

1. Hover over “Manage” in the main, dark purple, menu at the top of the CMS window.
2. Select “Remove Locks” from the dropdown menu. This will unlock any pages that are currently in a “locked by [user]” state.



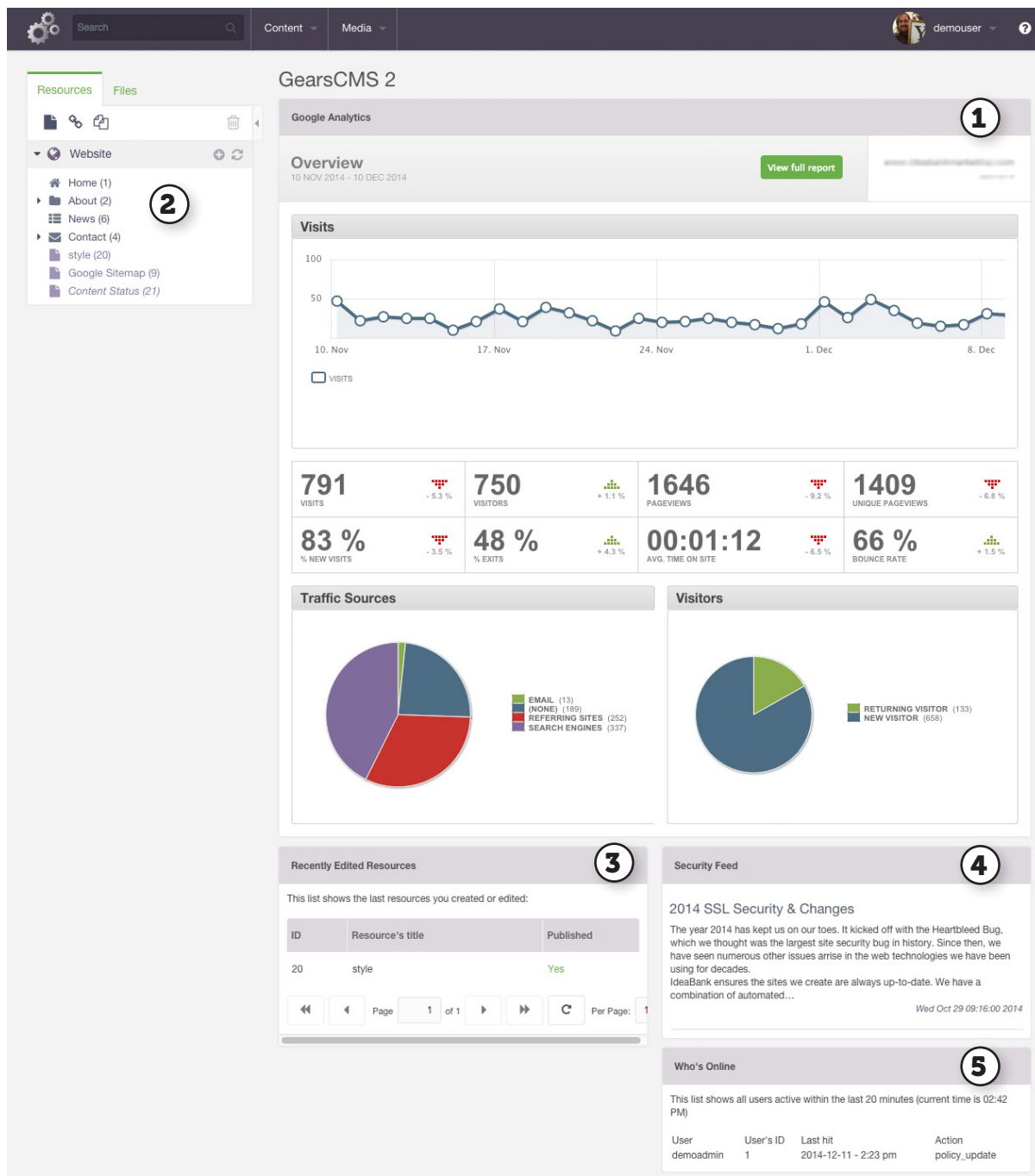
The screenshot displays the GearsCMS 2 dashboard. At the top, a dark purple navigation bar contains a search bar and several menu items: Content, Media, Extras, and Manage. A blue arrow labeled '1.' points to the 'Manage' menu. A dropdown menu is open under 'Manage', listing various administrative actions. A blue arrow labeled '2.' points to the 'Remove Locks' option, which has the description 'Remove all locks on Manager pages'. Other options in the dropdown include 'Users', 'Clear Cache', 'Flush Your Permissions', 'Logout All Users', 'Staff', and 'Reports'. The main content area shows an 'Overview' section with a 'Visits' line graph for the period from July 12 to August 10, 2015. The graph shows a peak in visits around August 3rd. A 'View full report' button is visible next to the graph.

7 Dashboard

WELCOME TO GEARSCMS

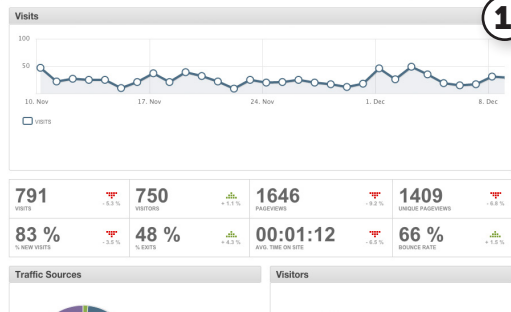
The Dashboard

After logging in, you will see the dashboard of your site. This area gives you an overview of your site's **performance and activity**.



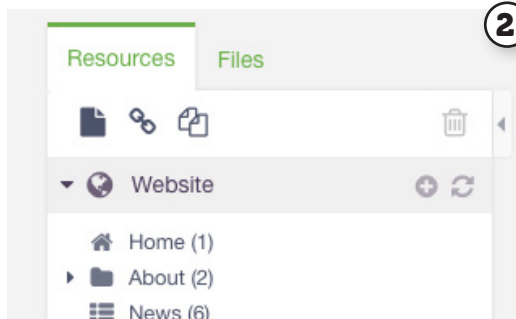
8 Dashboard

WELCOME TO GEARSCMS



1 Google Analytics

One of the first things you'll notice is the Google Analytics panel. This provides website performance results over the last 30 days. You can click "View full report" to see more details about your visitors and site.



2 Resource and File Tree

The resource and file tree is a visual representation of your website's structure and file system. You will primarily use the tree to edit and re-arrange resources within your site.

This is where you will manage most of your site.

The Recently Edited Resources table shows a list of resources that have been recently edited or created. It includes columns for ID, Resource's title, and Published status.

ID	Resource's title	Published
20	style	Yes

3 Recently Edited Resources

The recently edited resources grid shows you the latest updates that have happened on your website.

The Security Feed panel displays a message about 2014 SSL Security & Changes, including a warning about the Heartbleed Bug and a note about IdeaBank's security measures.

2014 SSL Security & Changes

The year 2014 has kept us on our toes. It kicked off with the Heartbleed Bug, which we thought was the largest site security bug in history. Since then, we have seen numerous other issues arise in the web technologies we have been using for decades. IdeaBank ensures the sites we create are always up-to-date. We have a combination of automated...

Wed Oct 29 09:16:00 2014

4 Security Feed

The security feed is where you will find tips, security updates and changes to GearsCMS.

Check this for news and tips from IdeaBank Marketing.

The Who's Online table shows a list of users who are currently active within the last 20 minutes. It includes columns for User, User's ID, Last hit, and Action.

User	User's ID	Last hit	Action
demoadmin	1	2014-12-11 - 2:23 pm	policy_update

5 Who's Online

This panel will show you who is currently logged into your website, and the latest action they performed.

9 Resources - Overview

MANAGING YOUR RESOURCES

Resources

Resources **contain** the text and images that appear on your website. Generally, they are used to represent each page, but can also be used to house styles, scripts, and other elements within your website.

MANAGING RESOURCES WITH THE TREE

Your site tree shows each of the resources contained within your site. From the site tree you can perform three actions using your mouse:

Left-Click

Left-clicking a resource will take you to the edit window for that item.

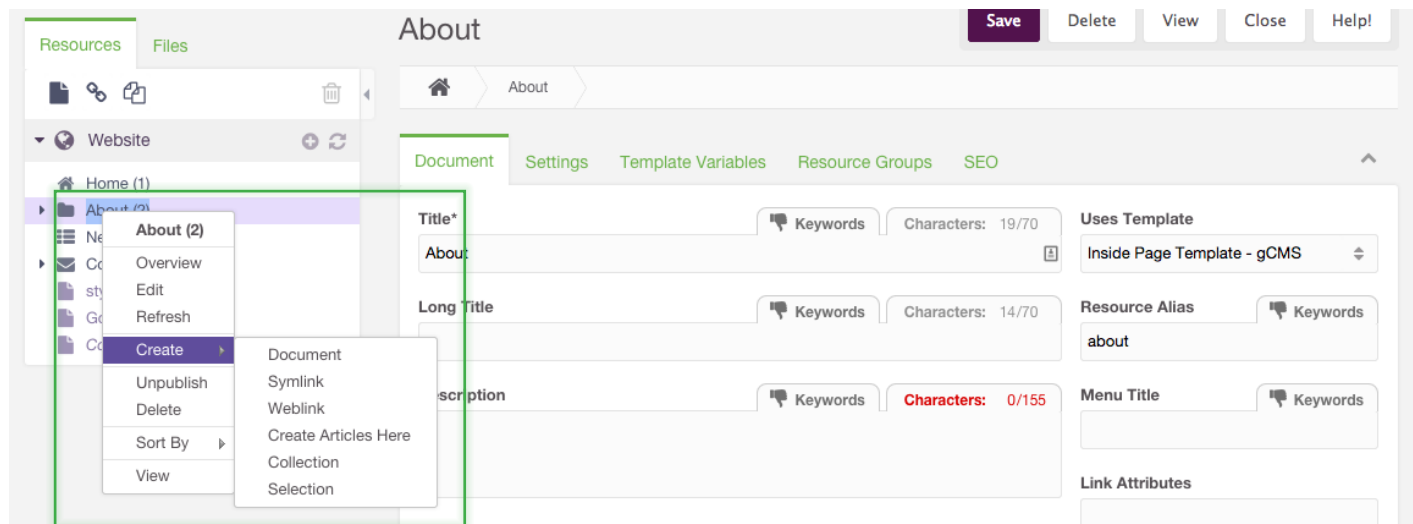
Left-Click and Hold

Left-clicking and holding a resource will enable the drag mode to rearrange a resources position.

Right-Click

Right-clicking a resource will open the context menu, where you can:

- Edit the Resource
- (Un)publish the Resource
- Duplicate the Resource
- Create a Resource underneath a section
- View the related page on your site



10 Resources - Overview

MANAGING YOUR RESOURCES

EDITING A RESOURCE

Use the site tree to navigate to, or create a resource. From here you will be presented with tabs of options at the top, and a content area at the bottom. Let's focus on the top tabs first.

Document Tab

The "Document" tab provides basic options for naming a page, submitting a description, selecting a template, and viewing what it will look like on a Google Search Listing.

The screenshot shows the 'About Us' resource editing page. At the top, there's a header with the title 'About Us' and buttons for 'Save', 'Delete', 'View', 'Close', and 'Help!'. Below the header is a breadcrumb trail: 'Home > About Us'. A tabbed interface is present with 'Document' selected, and other tabs include 'Settings', 'Template Variables', 'Resource Groups', and 'SEO'. The main content area is divided into two columns. The left column contains fields for 'Title*' (with a 'Keywords' button and 'Characters: 22/70'), 'Long Title' (with a 'Keywords' button and 'Characters: 28/70'), 'Description' (with a 'Keywords' button and 'Characters: 104/155'), 'Summary (introtext)', 'Focus keywords' (with a text input and a note: 'Fill in your keywords separated by a comma (example: table,chair)'), and 'What does it look like in Google?' (with a preview of the search result). The right column contains 'Uses Template' (set to 'Inside Page Template - gCMS'), 'Resource Alias' (with a 'Keywords' button), 'Menu Title' (with a 'Keywords' button), 'Link Attributes' (with a text input), and checkboxes for 'Hide From Menus' and 'Published'.

The **Title** is what will actually appear on the final page in its title area.

The **Long Title** is an *optional field*, and is strictly used for expanding the title in a search listing.

A **Description** is used for summarizing the page content in both search listings, and if the Resource is dynamically referenced elsewhere on the site. This helps to lead people to your site. Without a description, search engines will display a listing based on your page's content alone.

11 Resources - Overview

MANAGING YOUR RESOURCES

The **Summary** is seldom used, unless explicitly described in the Templates section of the manual.

Focus keywords is an internal tool to help you determine the keywords of a page. A keyword is a word or phrase in your content that makes it possible for people to find your site through a search engine like Google. These words need to appear throughout the title, description, and content area of your site to effect your search ranking.

Uses Template is a drop menu of available templates on your site. Most pages will probably use the "Inside Page Template," but check the Templates section to see which one you need.

A **Resource Alias** is the text that represents this page in a URL. In the figure, the alias is "about", so it would appear on a website as "example.com/**about**". This is automatically generated based on the page title, but can be altered to create a friendlier URL.

The **Menu Title** is an optional field to shorten or change how a page displays on your website's menu. In this example, "About Us" would be the title that appeared when visiting a page, but "About" would appear in the website's main menu. This is useful when a title may be too long to fit in your website's menu.

Link Attributes are used to change the attributes of a link in the menu. ***This is typically left for developers to alter if needed.***

The **Hide From Menus** checkbox prevents the page from being shown on your website's main menu. This is often used to show a page mockup to someone without requiring login access. Be careful, however, as the page can still be found, even if it is not visible in the menu. ***Pages with this box checked are identified in the GearsCMS site tree as a lighter color.***

The **Published** checkbox is used to determine if a page is visible to people who are not logged in to GearsCMS. If you are logged in you can preview these pages, but others cannot. Once a page is published, it is visible to everyone using your website. ***Pages with this box unchecked are italicized in the GearsCMS site tree.***



Developer Tip:

If you create a new page, save and preview it before publishing.

12 Resources - Overview

MANAGING YOUR RESOURCES

Settings Tab

The “Settings” tab is primarily used by developers, but there is one feature that can be helpful to you.

Document Settings Template Variables Resource Groups SEO

Parent Resource

Resource Type

Document

Content Type

HTML

Published On

2013-11-18 9:57 am

Publish Date

Unpublish date

When a resource is published, it receives a **Published On** date. This defaults to the date of the publishing.

If you want a resource to be published on a specific day or time, you can leave it unpublished, and set a **Publish Date**. When the time comes, the resource will be automatically published.

This feature can also be used if you want a resource to hide on a specific day or time. By setting an **Unpublish Date**, it will no longer be visible after that time.

Publish controls allow you to prepare a resource in advance, and select a date to Publish, and Unpublish that resource. This works well if you're going on vacation, working on a time-sensitive offer, or promoting an event or job opening.

Template Variables Tab

The “Template Variables” vary by template. Each variable will be discussed in detail in the Template section of this manual.

Resource Groups Tab

The “Resource Groups” tab is used to assign permission levels to different Resources. *This tab is primarily used by developers.*

13 Resources - Overview

MANAGING YOUR RESOURCES

SEO Tab

The “SEO” tab handles your page’s search and findability settings. *Most of the settings are automatically handled*, but here are a couple options you might find interesting.

The screenshot shows the StercSEO interface with the 'SEO' tab selected. On the left is a sidebar with links: StercSEO, Findability, Google Sitemap, 301 Redirects (highlighted in green), and Freeze URL. The main content area has a top bar with 'Add Old URL' and a section titled 'Below is a list of old URLs for this page'. It shows 'No redirects' and a message: 'There are no redirects set for this page.' A note at the bottom explains that changing the URL affects search engines and that StercSEO automatically adds 301 redirects.

301 Redirects are used to redirect URLs to your page. If you want a shorter or previously used URL to forward to your page, you can apply a 301 redirect. If your page is at **example.com/about/jobs/current-opening**, you could set up a 301 redirect for **example.com/openings**. Your page will still maintain its current URL, but the shorter URL can be used for marketing material, QR Codes, and maintaining inbound links.

301 Redirects will forward a URL to your current page

The screenshot shows the StercSEO interface with the 'SEO' tab selected. The sidebar is the same as the previous screenshot. The main content area shows a checkbox 'Set a Freeze URL for this page' which is checked. Below it, a text field shows 'URL after http://demo.gearscms.com/' with the value 'about/' entered.

You can also set up a **Freeze URL**, which will turn your old URL into a 301 redirect, and make the new shorter URL the one people see when they land on your page. A freeze URL is generally better for searchability, but the changing URL structure may be more confusing to the end user browsing your site.

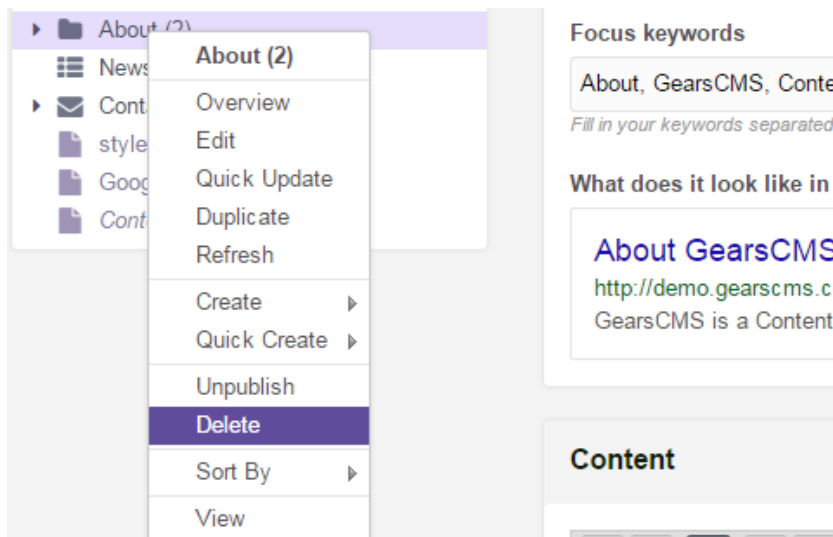
Freeze URL will change your current URL to something shorter

14 Resources - Overview

MANAGING YOUR RESOURCES

DELETING RESOURCES

Never delete a resource unless you are sure it absolutely will not be needed in the future. If there is a chance you may use it later, simply unpublish the resource.



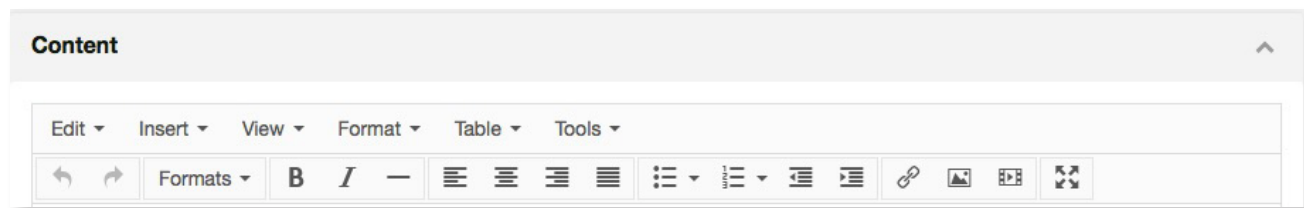
To delete a resource, right-click the name in the site tree. Select “Delete” to queue it for deletion. At this point, anyone who is logged in can purge it from the site by hitting the “Remove Deleted Resources”  icon in the site tree.

Content Editor

The content editor of your site is similar to working with any other Rich Text Editor (RTE). You can paste text from various sources within the content area or type directly into it.

BASIC CONTROLS

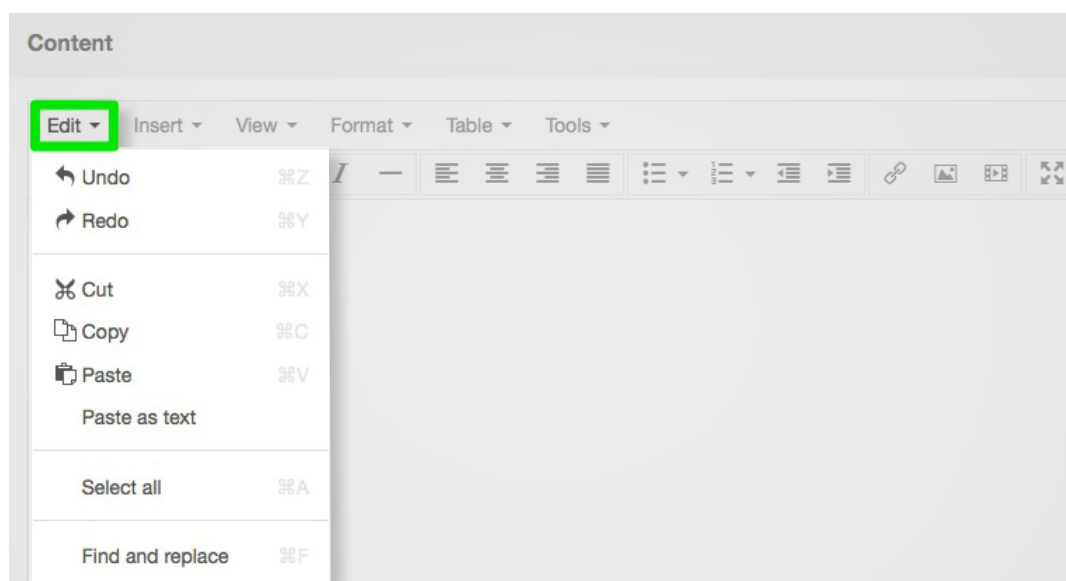
The editor contains two rows of controls. The second row will be used most often but in the first row contains the “Edit,” “Table” and “Tools” dropdowns that may be useful as well.



Edit

Under the “Edit” button, you will have the option to...

- **Undo / Redo:** Your changes are tracked and can be undone, or redone using these buttons.
- **Cut/Copy:** Select the text you wish to cut or copy before choosing either of these options in the dropdown.
- **Paste:** Place the cursor where you wish to paste the text before selecting “Paste.”
- **Paste as Text:** **It is important to use this option when pasting content that has been copied from a Word document.** It will remove harmful formatting that could break your page.
- **Select All:** Click within the content of your page and choose this option to select all the text - no need to scroll down manually with the cursor.
- **Find and Replace:** Use this to do a series of replacements within the page.

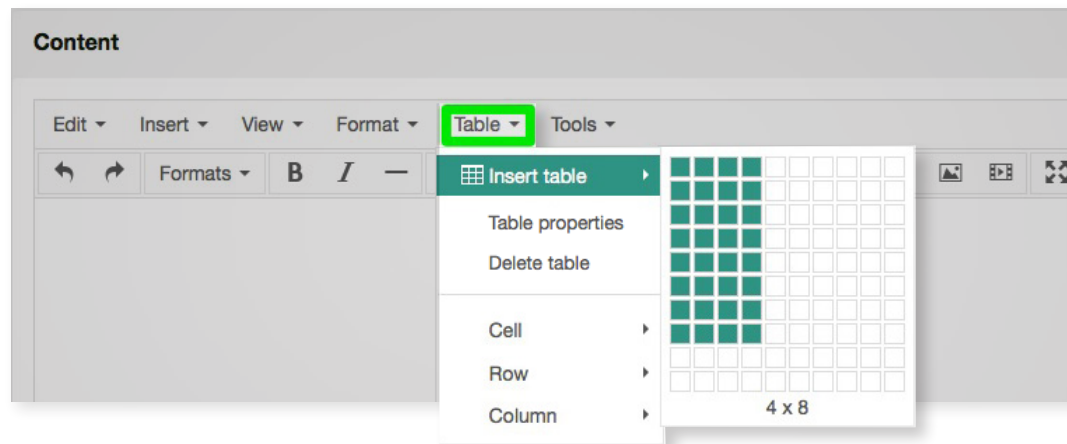


ADDING CONTENT TO YOUR SITE

Table

This dropdown is dedicated to inserting and manipulating tables.

- **Insert a table** allows you to select the number of columns and rows needed.
- Manipulate **cells, rows, or columns**.
- When a table is placed, the **“Table properties”** and **“Delete table”** options are available.



Tools

HTML code access is available in this last menu.

Quick Editor

The second row of the editor contains features you will use most often.

- ↶ Undo
- ↷ Redo
- B** Bold
- I* Italic
- Horizontal rule
- ≡ Align Left
- ≡ Align Centered
- ≡ Align Right
- ≡ Justify
- ≡ Bulleted lists
- ≡ Numbered list
- ≡ Decrease indentation
- ≡ Increase indentation
- 🔗 Add/edit link
- 🖼️ Add/edit image
- 📺 Add/edit video
- 🖥️ View editor in full-screen mode

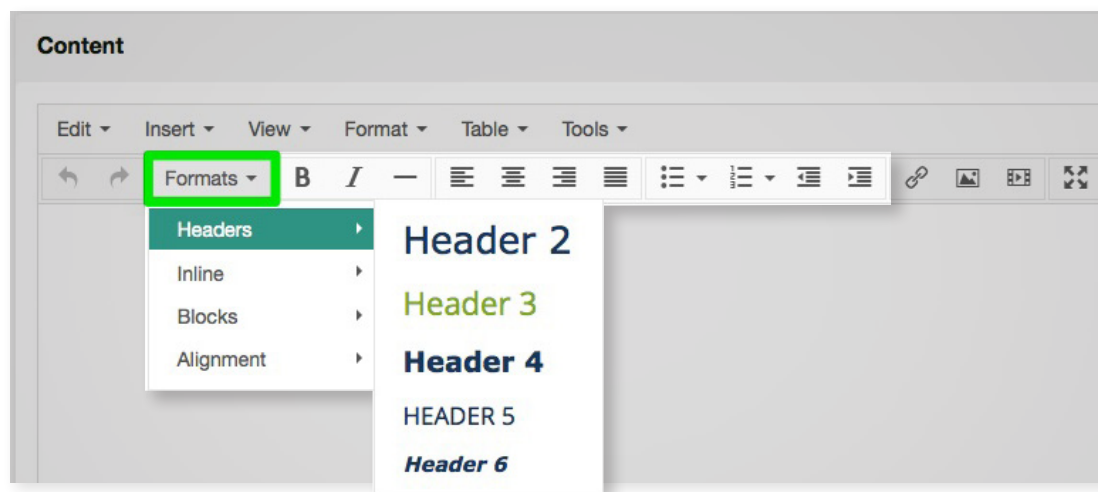
FORMATTING TEXT

Font styles have been set up specifically to help maintain a consistent and professional appearance from page to page throughout your site. Once text has been placed within the content area of the page, you may begin styling.

Editor Styles

Use the second row of the editor to...

- **Format Text**, selecting the styles available in the dropdown menu.
- Make text **Bold** or **Italic**.
- **Align text** left, center, right, or justified.
- Make **bulleted** or **numbered lists**.
- **Indent**, or **Outdent** text.



Tips on Formatting Text

Formatting text helps with readability and scanning. To maintain a consistent experience throughout your website, we have defined the styles available to you. This ensures that all pages will maintain the same visual feel.

Your site will be more readable when you consistently use the styles set up for your site. These styles are listed in the “Styles” and “Format” dropdown menus of the editor.

Breaking up content helps people easily scan a web page. Avoid creating pages with one continuous block of text. To break up a section, find where specific topics are being discussed and offset them by using a different headline, or creating lists.

HEADING TIPS

Headings are used to break up large blocks of content. Heading tags are offered in Heading 1-6, with the lower number being larger and more predominant. We generally reserve Heading 1 as the page title because search engines check it to see what the page is about. There should only be one Heading 1 element on a page.

Heading 2 usually encompasses an idea, or a subhead to support Heading 1. A page can have more than one Heading 2 element, but we recommend using it sparingly to separate key ideas that don't fall under the idea of the first Heading 2 element.

Heading 3 breaks up supporting ideas of the Heading 2 statement. However, Heading 3 can be used without a Heading 2 element. This is a common practice to maintain visual consistency between pages. A general rule of thumb is use Heading 3 to break up content that supports the same idea or main content of the page. Better yet, you can go back and add a Heading 2 as a subhead.

Heading 4 and beyond are generally used to further break up content within a section. Heading 4 works great as a title for a list.

EXAMPLE USAGE:

Heading 1 (Title)

Heading 2 (Subhead/State overall ideas)

Heading 3 (Make a point / Divide sections)

Heading 4 (Start a list / Divide sub-sections)

Heading 5 (Further break up content)

Heading 6 (Further break up content)

Tips for Creating Lists



Use lists to make your page easy to **read** and **scan**. Creating lists is a fairly basic concept, but two rules apply:

1. If it is a list, list it!
2. If it isn't a list, don't list it - or expand it into a proper list.

Simple right? Unfortunately, this rule is often broken. Here are two examples:

EXAMPLE 1: USE LISTS FOR A STRING OF ITEMS

Wrong:

Our farm offers fresh eggs, beets, corn, carrots, and onions.

Correct:

Our farm fresh selection includes:

- Beets
- Carrots
- Corn
- Eggs
- Onions

EXAMPLE 2: DON'T USE LISTS FOR ONE ITEM

Wrong:

Our deli offers:

- Fish

Correct:

Our deli offers a wide variety of fish, including:

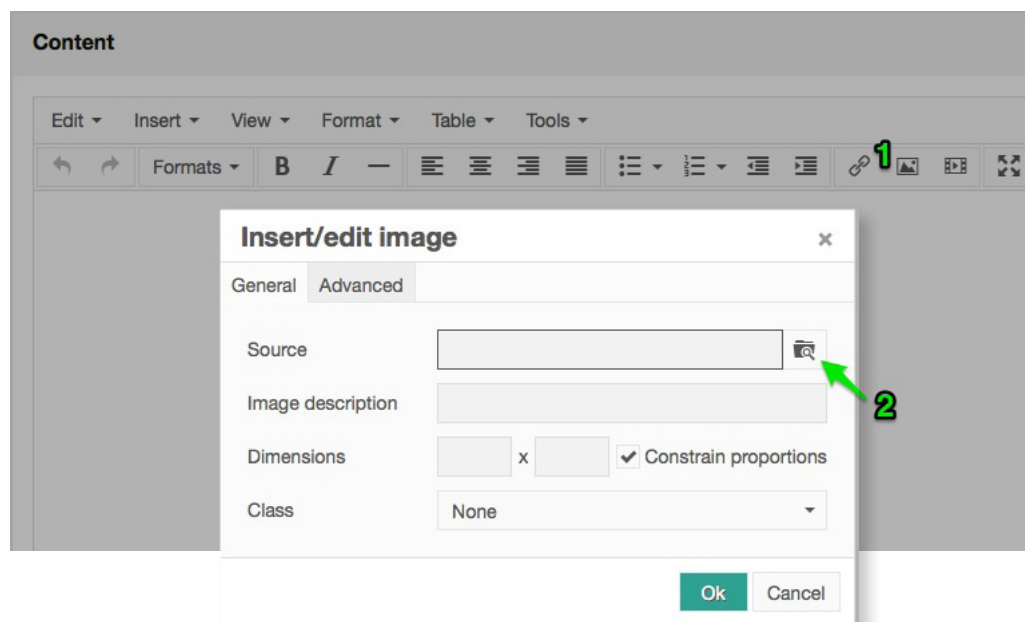
- Halibut
- Orange Roughy
- Sword Fish
- Tilapia

ADDING CONTENT TO YOUR SITE

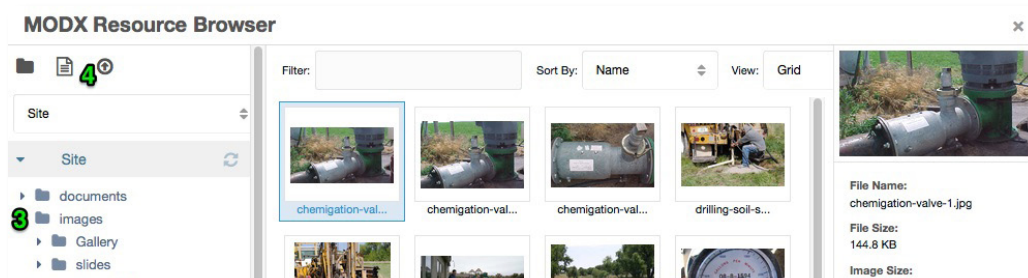
INSERTING IMAGES

To add an image, open any resource in GearsCMS. Once in the content editor, place your cursor at the start of a paragraph or heading tag, near where you would like the image to go. **Do not place your cursor between characters or words, as the image can break the text apart.**

1. Click the “Insert/edit image” button to open the image editor window.
2. Click the “Camera” icon to browse for your image. You will now be taken to the file browser where your website documents and images are stored.



3. In the file browser images directory (see below), select the folder where the item should be stored - in this case “images” or a subfolder of images.
4. Click the “Upload Files” button, or the folder button if you wish to further organize images.
 - In the upload window, select “Choose file(s)”
 - Find and select an image from your computer.
 - Click “Upload.”
 - Close the window when the upload is complete.
 - When your image is uploaded, select it
 - Hit “OK” to return to the image editor window.

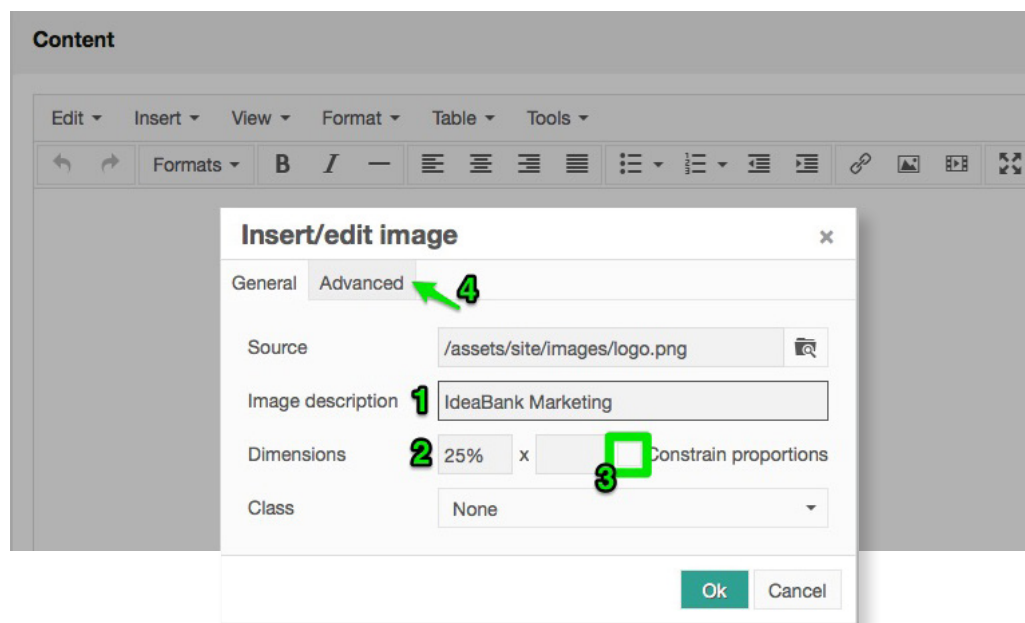


ADDING CONTENT TO YOUR SITE

Completing an image placement

Within the “General” Tab, after selecting your image via the camera icon...

1. Add an **“Image Title”** (used to represent the image on screen readers for people with limited vision).
2. **Dimensions:** Your site is responsive, which means it adjusts as the browser narrows. For this reason, you will need to **size your images using percentages of the page and remove the height.** (If you want the image to be half of the page’s content width, you will size it 50%. Note: The image editor automatically assigns an image size based on its current pixel dimensions. If you leave your images in pixel dimensions, it will cut off text on narrow devices.)
3. **Proportions:** **Unclick** “Constrain Proportions”.



4. Click on the “Advanced” tab
 - **Horizontal Space:** Adding space keeps the image from touching the text. A good space number is 10. In most cases, adding vertical space is not as important as adding horizontal space.
 - **Position:** If the image is not going to span the width of the page, set it to either align left or right.
 - Click **OK** and review image on the page.

**Warning:**

Do not upload full resolution photos directly from a camera. This will cause increased load time and quickly reduces space in your file system.

ADDING CONTENT TO YOUR SITE

Tips on using Images

Images emphasize the content of your site. It is easy to add images if you have a plan in place.

PURPOSE

Ask a few basic questions to decide whether an image helps or hurts a page:

- What type of image would enhance the content?
- Does the image support the page?
- Where does the image go?

CONSISTENCY

Maintaining consistency in your images will increase the readability and overall professionalism of your site. Place images that are a and size, similar quality, and placed in similar locations throughout the site. You have creative freedom to stray from this, but don't stray so far that you confuse the visitor. Too much variety in sizes, quality, or locations on the page will give the reader visual shock.

QUANTITY

Be aware of how many images you are adding. Too many images can be distracting and can increase page load times. Limiting the number of images increases the importance of each individual image. Having too many images on a page may cause the reader to overlook them.

SOURCE

Where your photos come from makes a difference. Is it stock imagery or original photography? Are you hiring a professional photographer? While it is okay to mix sources, remember to maintain a consistent quality and appearance. This may require limiting the number of photos you use. If using stock photography, make sure you understand the terms and conditions of the image you are using.

SIZE

Have an idea of the size you want the image to be when placed on a page. Uploading images that are too big for the allotted area results in slower page load times, and possible distortion. We highly discourage uploading high resolution images directly from your camera. Use the image sizing cheat sheet for your site to determine how best to size your images before placing them on the site.

**Content Tip:**

Use the image sizing cheat sheet at the end of this manual to determine how to best size your image before uploading to the site.

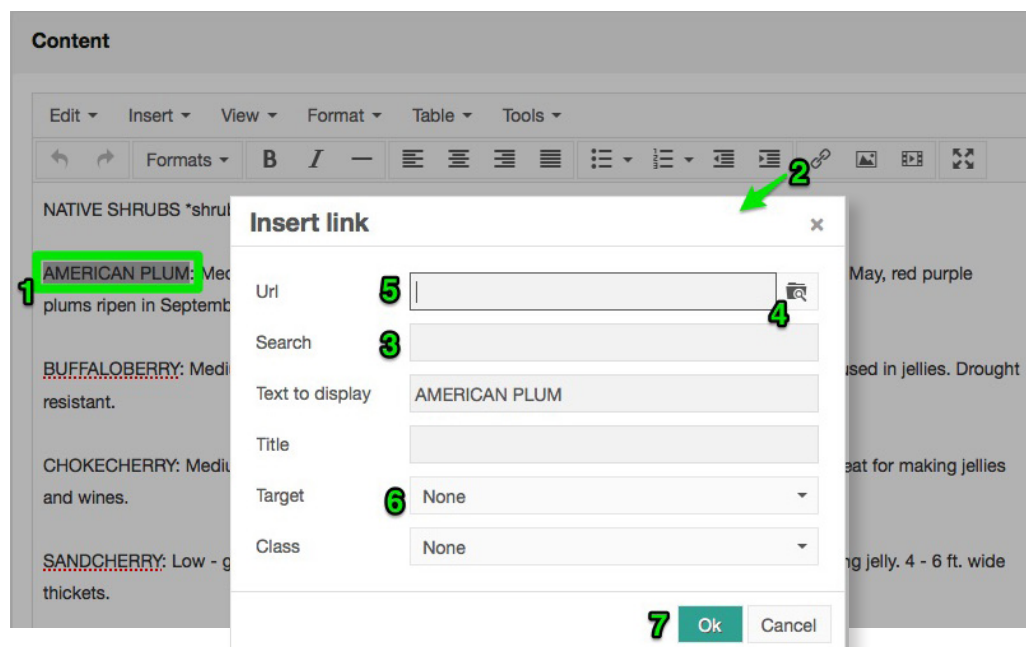
ADDING CONTENT TO YOUR SITE

CREATING A LINK

Links can be created to internal pages, documents, or other websites on the internet.

To create a link

1. **Select the text** you want to use as the link. *It is best to select text that is descriptive of the link rather than generic text, such as "Click Here."*
2. Click the **"Insert/Edit Link" button**. This will open a new window.
3. **Internal Page Link:** To link to an internal page within the site, use the search box to find the title of the page where you want to link. Start typing the title and you will see suggestions of pages that fit. Select from the list and click "OK."
4. To link to an **internal file** (such as a PDF or RTF), **click the camera icon** and browse as you would when placing an image. Navigate to the "Documents" directory to upload or select your document.
5. Use the URL field to link to **another website or an email address**.
 - To link to **another site**, type or paste the URL into this field.
 - To link to **an email**, type "mailto:" along with the email address, into the "Link URL" box.
6. **When linking to another site or an attachment, change the target to "New window."**
7. Click **"OK."**

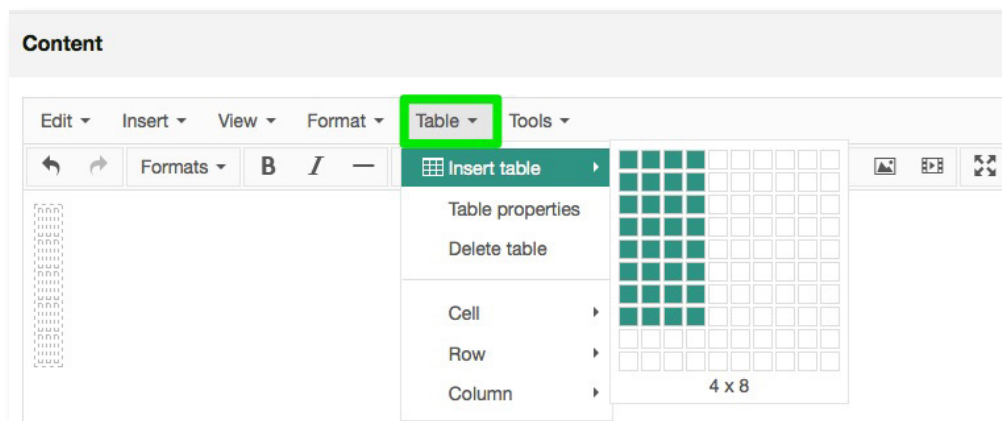


TABLED INFORMATION

Tabled information is ideal for displaying comparative data, similar to how an Excel Spreadsheet works. To create a table of information, first organize the content into groups and determine the titles or “headers” of those groups (e.g. Title, Number, Description), as well as how many rows and columns you need.

Adding a Table

1. Click **“Table > Insert Table”** to open the dialogue window.
2. Select the number of columns and rows using the grid system.



Creating a Header Row

1. Select the first row of your table.
2. Select **“Table > Row > Row Properties”** to activate the popup menu.
3. Select “Header” in Row Type.
4. Align text of row either left, center, or right.
5. Designate height of row if necessary.
6. Click OK, or use advanced features to style cell background colors, etc.

Styling the Table

Styling the table is done within “Table Properties”

1. Place the cursor inside the table.
2. Select “Table > Table Properties” in the editor to access the popup window.
3. The table will automatically be given a width of 100% in order to make it mobile-friendly.
Do not change.
4. You may wish to add Cell padding for easier readability.
5. Click “OK” when finished.

ADDING CONTENT TO YOUR SITE

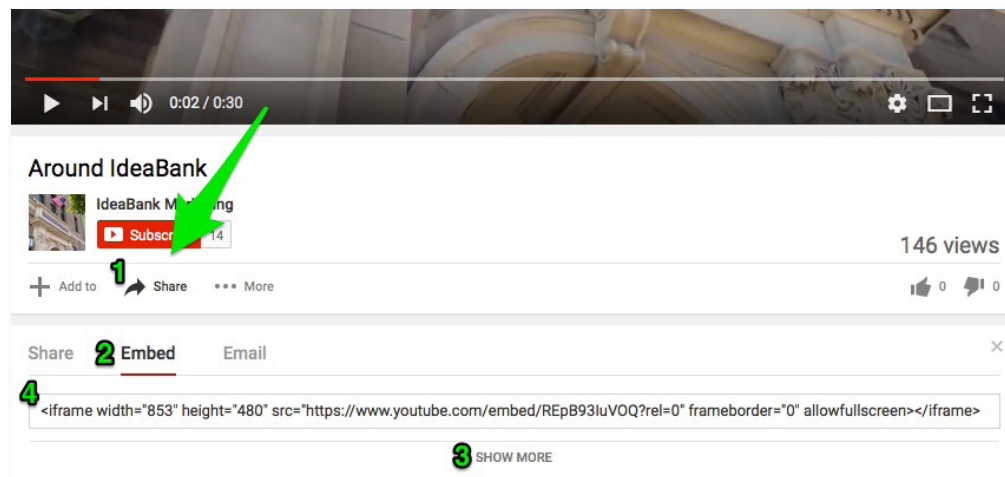
EMBEDDING IFRAMES (YOUTUBE)

iframes are an easy way to share information from another site, within the content of your page. The most common use is embedding a YouTube video. While this process can be utilized for a variety of iframes, the following example shows how to embed a YouTube video.

Getting the Video from YouTube

To embed an iframe from YouTube, first locate the video you wish to use.

1. Below the video, click on the option to “Share.”
2. Select “Embed.”
3. Click “Show More” underneath the iframe code to expand the options. Uncheck the option to “Show suggested videos when the video finishes” and select a different size if necessary.
4. Copy the highlighted iframe code.



Inserting the Video on a Page

1. Open the page in edit mode that will contain the video.
2. Create a new line in the content where the video should appear.
3. Click the  “insert/edit video” icon in the editor to activate the popup window.
4. Click the “Embed” tab.
5. Paste the code you copied from YouTube.
6. Click “OK” - save and test your page.

26 Custom Templates

MANAGING TEMPLATE VARIABLES

Custom Templates

DISTRICT HOME PAGE Frontend View

■ Template Variables Tab

■ Document Tab

■ Dynamic Content



Social Media

Page Attributes: Slideshow

Dynamic

Dynamic

Page Attributes: Quicklinks

Contact Data

Homepage content is dynamically pulled from other areas of your site, or managed by Template Variables.

27 Custom Templates

MANAGING TEMPLATE VARIABLES

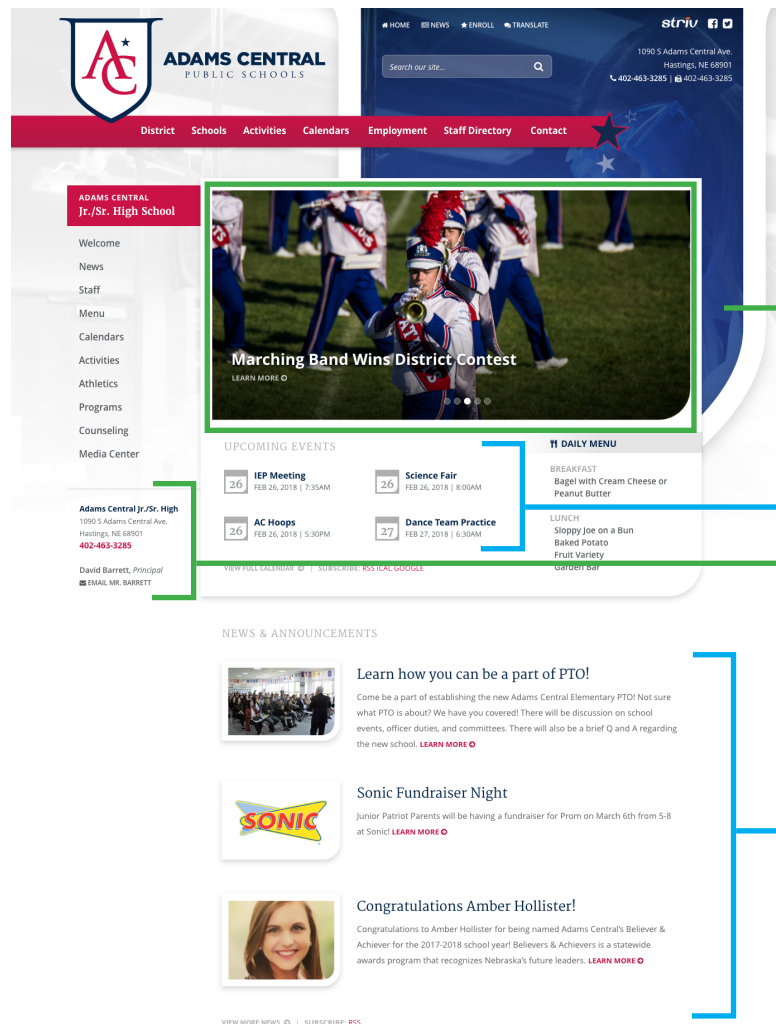
Custom Templates

SCHOOL HOME PAGE Frontend View

■ **Template Variables Tab**

■ **Document Tab**

■ **Dynamic Content**



Page Attributes: Slideshow

Dynamic

Contact Data

Dynamic

Content is dynamically pulled from other areas of your site, or managed by Template Variables.

28 Custom Templates

MANAGING TEMPLATE VARIABLES

Template Variables

Contact Data

The Contact data will be placed at the top of the page and at the bottom of the left sidebar.

Document Settings **Template Variables** Resource Groups SEO

Categories

Contact Data

Page Attributes

Slideshow

Social Media

zzAdmin

Address One *This should be used as the street address of the entity, the city state etc is in another template variable.*

1924 West A Street

Address Two *This should be used as the city state and zip information for the address of the entity.*

Hastings, NE 68901

Contact Name *Contact name.*

Craig Kautz

Contact Title *Contact title.*

Superintendent

Fax Number

Fax number of the entity, the expect format of this phone number is ###-###-####, Please stay within this format as there is a system process which will process a number in this format into other formats where required, such as the mobile format.

402-461-7509

Phone Number

Phone number of the entity, the expect format of this phone number is ###-###-####, Please stay within this format as there is a system process which will process a number in this format into other formats where required, such as the mobile format.

402-461-7500

Contact Email *Contact Email*

darin@ideabankmarketing.com

Page Attributes: Alert Area

Fill in this area when you have a special alert. When empty, the alert will disappear from the homepage.

Document Settings **Template Variables** Resource Groups SEO

Categories

Contact Data

Page Attributes

Slideshow

Social Media

zzAdmin

Alert Area

This is an alert area that shows up on the homepage of the website, clearing all content from this template variable will make this area disappear.

Test alert.

Path: p

Page Attributes: Calendar

These fields will help you manage your calendar listings throughout the site.

Google Calendar ID

This is the calendar ID of the google calendar. An example of a valid id would be npsne.org_9o1u14c6b7qguocnb895hnudb4@group.calendar.google.com. NOTE This calendar must be public for your site to connect to the feed.*

hpswebcal@gmail.com

Calendar PDF link *Link for the pdf version of the calendar, this dissappears from page if this field is empty*

Full Calendar Link *The resource where the full embedded calendar resides for the "View Full Calendar" button on this page.*

District Calendar (193)

29 Custom Templates

MANAGING TEMPLATE VARIABLES

Page Attributes: Quick Links

Click the “Add Link” button to create an additional quicklink to your homepage, or right-click to edit a current link. There is room for approximately 8 links in this area.

Quick Links

Add Link

Title	Link
District Quick Link	http://www.ideabankmarketing.com

Slideshow

Access the “Slideshow” heading under the ‘Template Variables’ tab to edit your school’s home page slideshow.

Use the button to add a link or right-click on an entry to edit (in a pop-up window).

Resize slideshow photos to 887px wide by 417px high at 72dpi

Title

1 High school to host spring musical this SCHOOL

Link

2 -- [[~25]]

Image

3 images/District/Slides/onstage.jpg



Social Media

Enter URLs for any social media available for the school.

Document	Settings	Template Variables	Resource Groups	SEO
Categories				
Contact Data				
Gallery				
Page Attributes				
Social Media				
zzAdmin				
Facebook ID If specified on the main homepage this will be used on all pages in the social links next to the search box in the header. Details specified on school homepages will over ride, per media, on their pages.				
YouTube ID If specified on the main homepage this will be used on all pages in the social links next to the search box in the header. Details specified on school homepages will over ride, per media, on their pages.				
Twitter ID If specified on the main homepage this will be used on all pages in the social links next to the search box in the header. Details specified on school homepages will over ride, per media, on their pages.				
Instagram ID If specified on the main homepage this will be used on all pages in the social links next to the search box in the header. Details specified on school homepages will over ride, per media, on their pages.				
RSS ID This needs to be the rss feed for news (announcements) feed. This only available to admin.				
feed (203)				

30 News Section

ADDING ANNOUNCEMENTS TO YOUR SITE

Editing & Creating Articles

Editing news items is very similar to editing pages on the rest of the site. The main difference is news items fall into an “Articles” container for easier management. This means, rather than filling up the site tree with a history of articles, you will manage and view all articles within the parent page.

The screenshot shows the 'News' management interface. On the left is a sidebar with a tree view of the site structure, including 'Website', 'Home (1)', 'Schools (33)', 'District (155)', and 'News (201)'. The main area is titled 'News' and contains a table of articles. The table has columns for 'Published On', 'Resource's title', and 'Alias'. Each row represents an article with a checkbox, a date and time, a title, and an alias. Below each title are buttons for 'View', 'Edit', 'Duplicate', 'Unpublish', and 'Delete'.

☐	Published On	Resource's title	Alias
☐	Mar 17 2:14 pm	Another Duplicate of District New Story	another-duplicate-of-district-new-story
☐	Mar 17 11:46 am	Duplicate of District New Story	duplicate-of-district-new-story
☐	Mar 17 10:32 am	District New Story	district-new-story
☐	Mar 17 10:32 am	WOW Story!	wow-story!

ARTICLES CONTAINER

The articles container is used to manage all of your news items. Within this page you have access to all of your news items through time. The articles grid gives you the ability to search, quickly publish, view, edit, or delete any of the articles. To create a new article, click “New Article”.

This detailed view of the 'Articles Container' shows a search and filter interface at the top. Below the search bar is a table of articles. The table has columns for 'Published On', 'Resource's title', and 'Alias'. Each row represents an article with a checkbox, a date and time, a title, and an alias. Below each title are buttons for 'View', 'Edit', 'Duplicate', 'Unpublish', and 'Delete'.

☐	Published On	Resource's title	Alias
☐	Mar 17 2:14 pm	School to host big event	big-event
☐	Mar 17 11:46 am	Duplicate of District New Story	duplicate-of-district-new-story
☐	Mar 17 10:32 am	District New Story	district-new-story
☐	Mar 17 10:32 am	WOW Story!	wow-story!

At the bottom of the container, there is a pagination bar showing 'Page 1 of 1' and 'Per Page: 10'. The status 'Displaying 1 - 4 of 4' is also shown.

31 News Section

ADDING ANNOUNCEMENTS TO YOUR SITE

CREATING A NEWS ITEM Documents Tab

The screenshot shows the 'Documents Tab' in the gCMS interface for creating a news item. The form is organized into several sections with tabs at the top: Document, Settings, Template Variables, Resource Groups, and SEO. The 'Document' tab is active. The form fields are as follows:

- Title***: A text field with a character count of 50/70. A green 'Keywords' icon is next to it. A red callout '1' points to this field.
- Long Title**: A text field with a character count of 68/70. A green 'Keywords' icon is next to it. An orange callout '2' points to this field.
- Description**: A text field with a character count of 64/155. A green 'Keywords' icon is next to it. A yellow callout '3' points to this field.
- Focus keywords**: A text field with a character count of 64/155. A green 'Keywords' icon is next to it. A blue callout '4' points to this field. Below the field is a small note: "Enter your keywords comma-separated (example: table, chair)".
- Google Preview**: A text field showing a preview of the article in search results. A pink callout '5' points to this field.
- Uses Template**: A dropdown menu showing 'News Article Page template - gCMS'. A green callout '6' points to this field.
- Resource Alias**: A text field with a character count of 68/70. A green 'Keywords' icon is next to it. A green callout '7' points to this field.
- Menu Title**: A text field with a character count of 64/155. A green 'Keywords' icon is next to it. A green callout '7' points to this field.
- Link Attributes**: A section with two checkboxes: 'Hide From Menus' and 'Published', both of which are checked.

- 1. Article Title** - The title of the article
- 2. Long Title** - Used to override the title in the Google Search Results (optional)
- 3. Description** - Used in Google Search Results
- 4. Focus Keywords** - These keywords, specific to this page's content, will help with search rankings
- 5. Listing Preview** - This box shows what your page will look like in Google search results
- 6. Resource Alias** - A unique URL Alias for the article (Must not be a duplicate)
- 7. Menu Title** - Use when you need to shorten the title for listing in sidebar.
- 8. Published Status** - Can be used to set a specific publish date, or quickly publish an article

32 News Section

ADDING ANNOUNCEMENTS TO YOUR SITE

Settings Tab

The screenshot shows the 'Settings' tab of a CMS interface. The main form has the following fields:

- Parent Resource:** News (201)
- Resource Type:** Document
- Content Type:** HTML
- Content Disposition:** Inline
- Menu Index:** 2

A callout box on the right side of the form highlights three date-related fields:

- 1. Published On:** 2016-03-17 2:14 pm
- 2. Publish Date:** (empty field)
- 3. Unpublish date:** (empty field)

Below the callout box, there are checkboxes for 'Container', 'Rich Text', 'Cacheable', 'Empty Cache', and 'Deleted'.

- 1. Publish On** - Date article was published
- 2. Publish Date** - Date in the future when you would like the article to go live.
- 3. Unpublish Date** - Date in the future when you would like the article to unpublish.

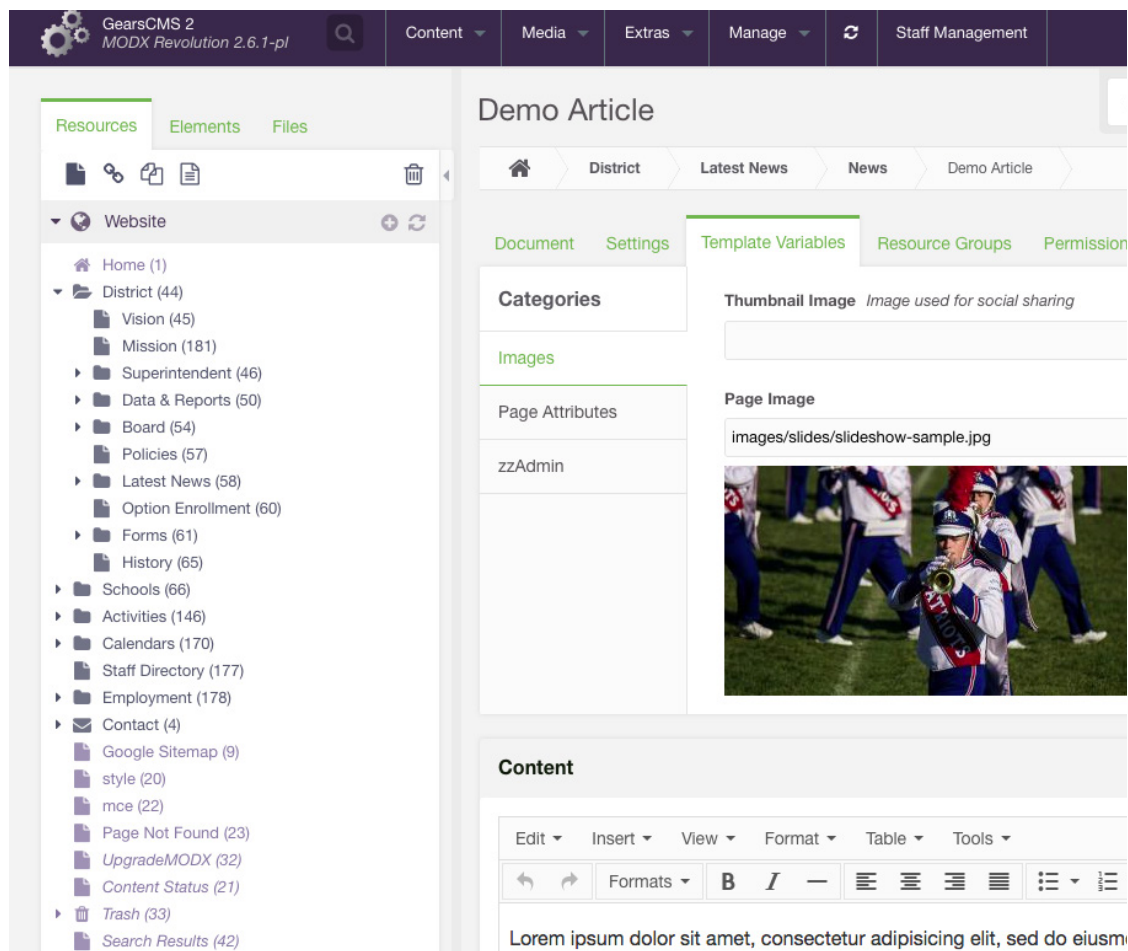
33 News Section

ADDING ANNOUNCEMENTS TO YOUR SITE

Template Variables

Click on the “Template Variables” tab to manage each News Story:

1. **Audience ID:** Under “Page Attributes,” check boxes of locations where you would like to share the story.
2. **Page Image:** Upload the photo (887x417) that will appear on the article page, and home page teasers.



Horizontal images are essential for this space as vertical images will display very large on the page.

Images are size automatically for these pages, so you won't need to set alignment or percentage widths.



Warning:

Do not upload photos directly from a camera. This will cause increased load time and quickly reduces space in your file system.

34 Image Sizing

REFERENCE GUIDE FOR SIZING IMAGES

Image Sizing Cheat Sheet

Here are width recommendations for sizing images in the content area of your site. You need to set the images to percent widths. The table below gives you translations for sizing the widths of images based on the percent of the page you want to fill. The height is not included, as it will vary based on how the image has been cropped.

DESIRED WIDTH	USE WHEN PLACING	MINIMUM WIDTH TO PREPEARE
Full Width	100%	926px
Three Quarter Width	75%	695px
Two Third Width	66%	611px
Half Width	50%	463px
	40%	370px
One Third Width	33%	305px
One Quarter Width	25%	232px
One Tenth Width	10%	93px

FREE IMAGE SIZING TOOLS

Webresizer - <http://webresizer.com/resizer/>

GIMP - The GNU Image Manipulation Program - <http://www.gimp.org/>

GearsCMS Support

IdeaBank Marketing offers technical support for your website from 8-5pm Monday through Friday. Please use one of the methods below to contact our support staff.

Support Form - <https://www.ideabankmarketing.com/support>

Support Email - support@ideabankmarketing.com

Phone Number - 402.463.0588

Online Manual - <https://www.ideabankmarketing.com/manual>