



caorda content

Getting Started Guide

design • development • hosting

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Introduction

Caorda Content is a powerful content management tool that allows you to update your web site through a standard Internet web browser. The purpose of this guide is to introduce you to Caorda Content and provide you with the necessary information to be able to create, manage and update content on your web site.

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1. Login to Caorda Content

- Visit www.caorda.com.
- Click **Client Login** in the top right corner of the website.
- Login to Caorda Content using your email address and password.

2. Caorda Dashboard

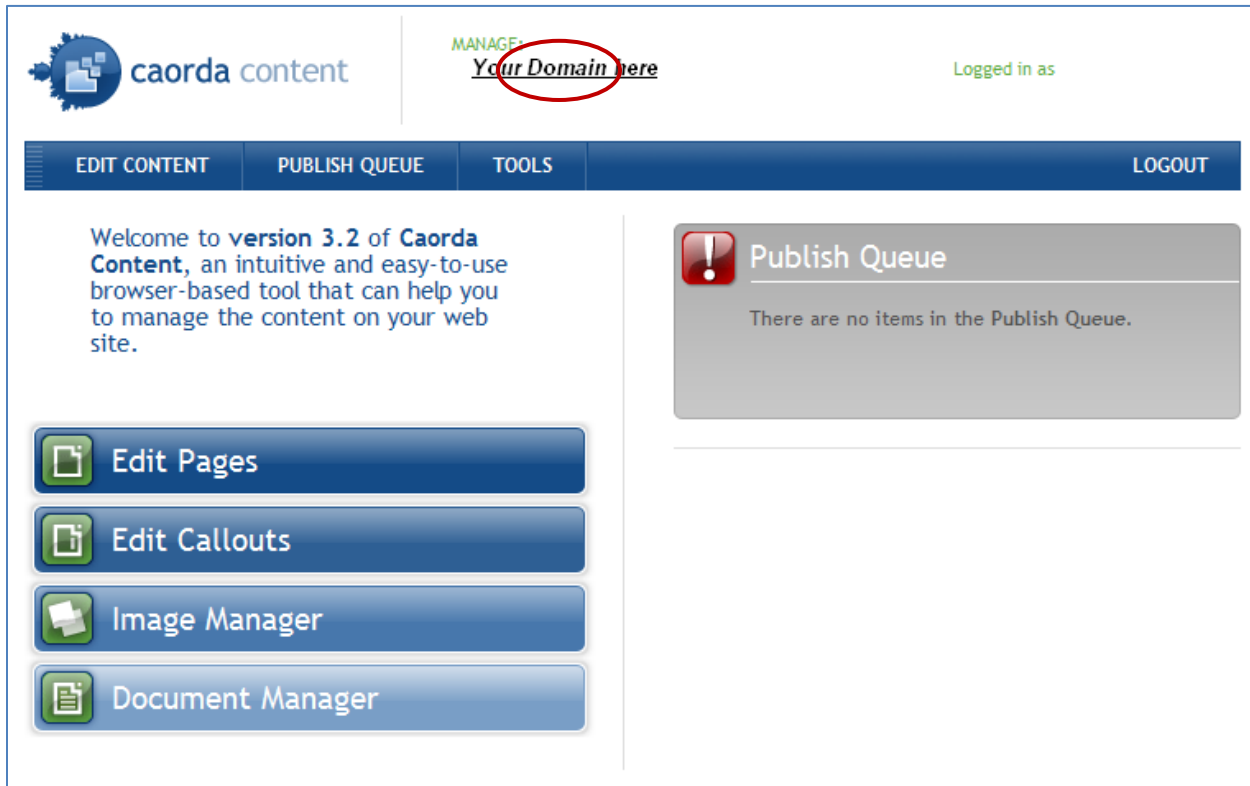
Once logged in, you can see a list of your tools on the Dashboard. You can choose to:

- Manage your website content with **Caorda Content**.
- View your web traffic through with **Caorda Analytics**.
- Manage your email accounts and settings via **Caorda Webmail**.
- Manage your custom applications.

3. Caorda Content

The Caorda Content home page is your starting point for all your editing needs.

- Click on **your domain name** to open your live website in a new window.
- Click **Logout** to end your session.



The screenshot shows the Caorda Content home page. At the top left is the Caorda Content logo. To its right, the text "MANAGE:" is above the text "Your Domain Here", which is circled in red. Further right, it says "Logged in as". Below this is a dark blue navigation bar with buttons for "EDIT CONTENT", "PUBLISH QUEUE", "TOOLS", and "LOGOUT". The main content area on the left contains a welcome message: "Welcome to version 3.2 of Caorda Content, an intuitive and easy-to-use browser-based tool that can help you to manage the content on your web site." Below the message are four blue buttons with icons: "Edit Pages", "Edit Callouts", "Image Manager", and "Document Manager". On the right side, there is a grey box titled "Publish Queue" with a red warning icon. Below the title, it says "There are no items in the Publish Queue."

4. Edit Content

Edit Pages to update the content that appears in the page placeholders.

Edit Callouts to update the content that appears in the callout placeholders.

(Note: your site might not include callouts.)

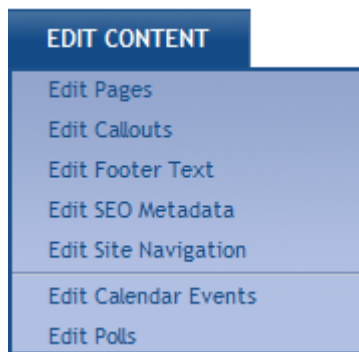
Edit Footer Text to update the legal text and footer links that appear on every page of your site.

Edit SEO Metadata: to manage the browser titles, descriptions and keywords for your site.

Edit Site Navigation to include, exclude or rearrange pages in your site navigation bar.

Edit Calendar Events: to create and manage future events (if enabled).

Edit Polls: to create polls and view results (if enabled).



Sample Site Layout:



5. Publish Queue

The **Publish Queue** is a centralized area for managing pending changes to Pages, Callouts, Footer Text, Metadata, Site Navigation, Calendar Events and Polls. Changes to your site must be saved and published in order for them to take effect on your site.

PUBLISH QUEUE

6. Tools

Image Manager: to upload and manage your photos.

Document Manager: to upload and manage your documents.

Manage Links: to manage frequently used external links.

Refresh Site Content: if your site is corrupted, you can restore the most recent version of the site. (Refreshes database content)

Permissions: to manage the Caorda Content users and groups.

Caorda Dashboard: to return to your other Caorda Applications.

Configure Site: includes all settings associated with your site.

Options: includes your page width, callout width and general information.

System Requirements: includes all requirements associated with Caorda Content.

TOOLS
Image Manager
Document Manager
Manage Links
View My Site
Refresh Site
Permissions
Caorda Dashboard
Configure Site
Options
System Requirements

7. Edit Pages

Create New Page: to create a page from scratch.

Clone Page: to create a copy of a page.

Archive Page: to remove the page from the live site, but to keep it in Caorda Content for future use.

Restore Page: to restore a previously archived page.

Delete Page: to permanently delete a page.

View Versions: to view, edit, rollback or delete previous versions of a page.



The screenshot shows the 'Edit Pages' interface. At the top left, there is a green document icon and the title 'Edit Pages'. Below the title, there is a blue instruction: 'To edit an existing Page, select the appropriate Page in the tree view below, and click the Edit Page button. To create a new Page, click the Create New Page link.' To the right of this instruction is a blue button with a plus icon and the text 'Create New Page'. Below the instruction is a tree view containing a root folder icon and four sub-items: 'Home (1000)', 'About (1001)', 'Procedures (1002)', and 'Advanced Skin Analysis (1023)'. At the bottom of the interface, there is a row of six blue buttons: 'Edit Page', 'Clone Page', 'Archive Page', 'Restore Page', 'Delete Page', and 'View Versions'.

8. Edit Page Properties

To edit page properties choose the **Properties tab**, where you can edit:

Page Name: to add or change page name.

Browser Page Title: to add a title that appears in the browser window top bar.

Page ID: this is the ID number associated with this page.

Version: each time you save a page a new version is created (you can rollback to previous versions).

Page Template: to select the template associated with this page.

Parent Page ID: to change the parent page associated with this page.

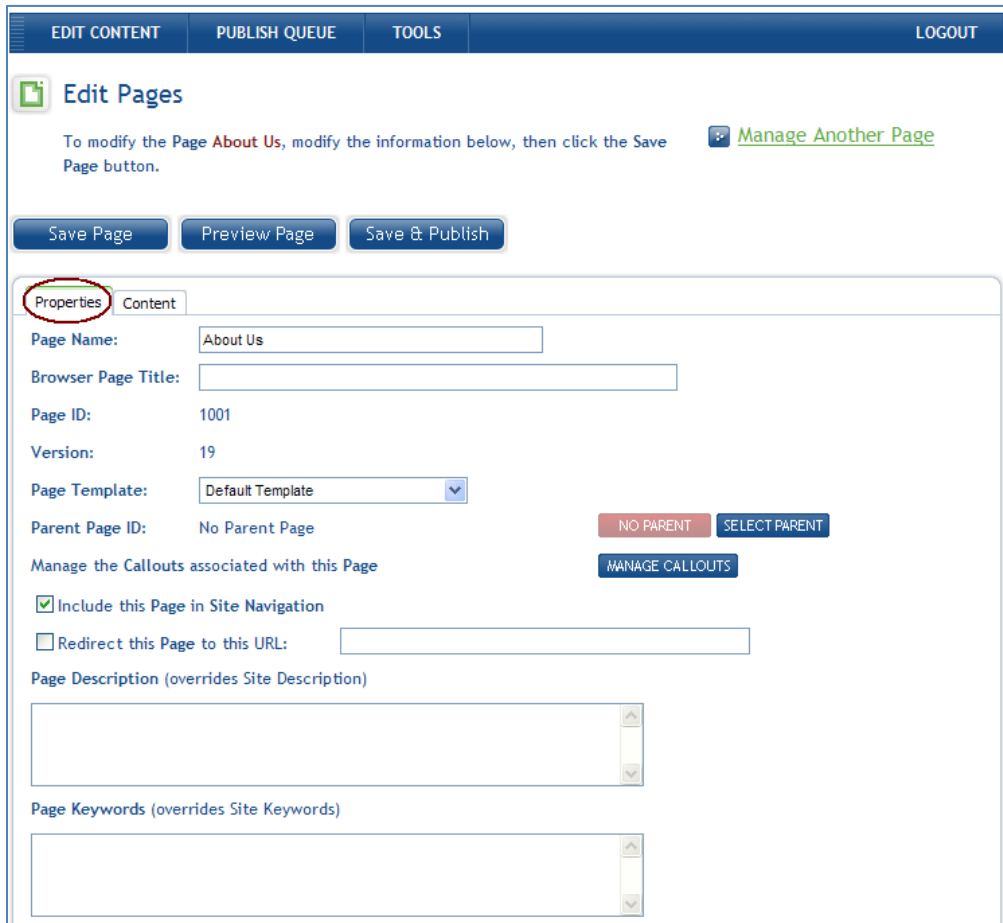
Manage the callouts associated with the page: to select or change callout(s) associated with this page.

Include this Page in Site Navigation: check the box if you want to include this page in your navigation.

Redirect this Page to this URL: check the box and enter the URL if you wish to redirect this page.

Page Description: to enter a description for Search Engine Optimization. (See Section 13).















Page Keywords: to enter keywords for Search Engine Optimization. (See Section 13).



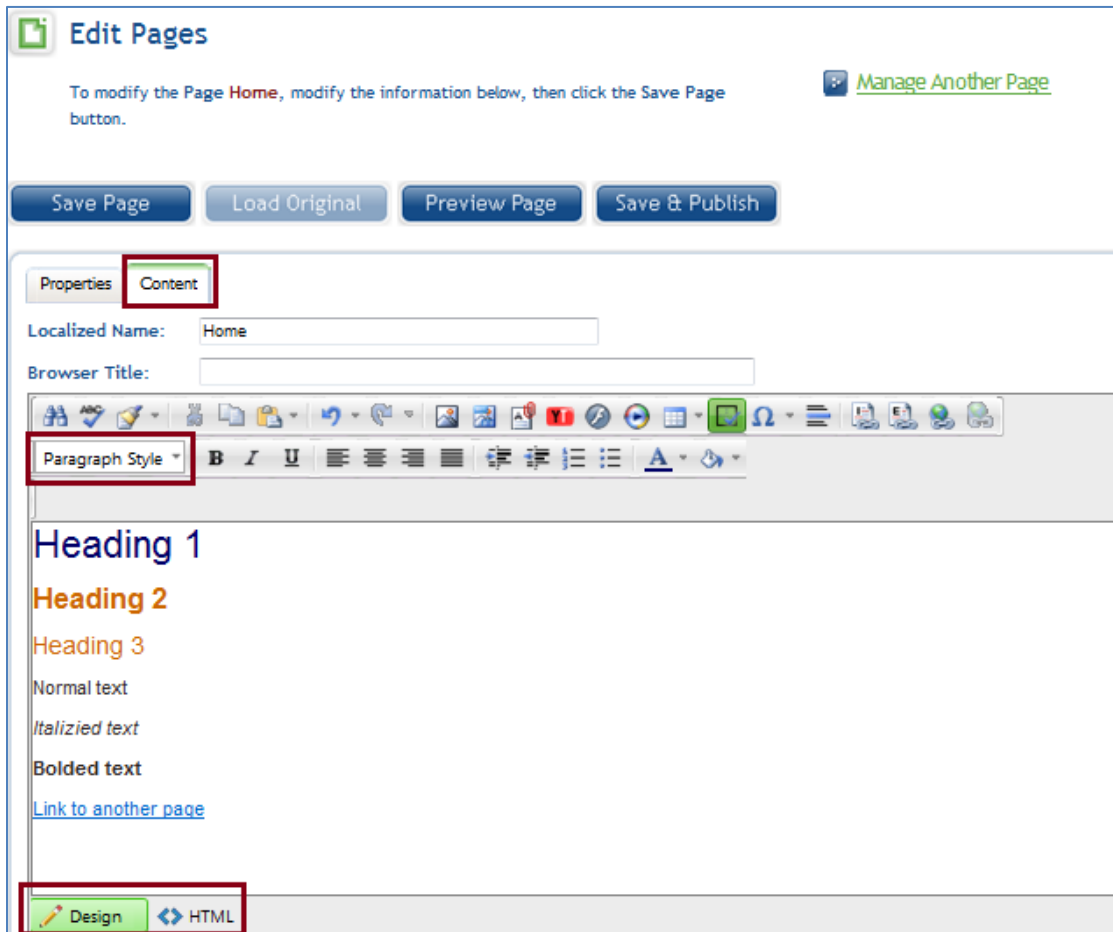
The screenshot shows the 'Edit Pages' interface with the 'Properties' tab selected. The page name is 'About Us'. The interface includes buttons for 'Save Page', 'Preview Page', and 'Save & Publish'. The 'Properties' tab is circled in red. The 'Page ID' is 1001 and the 'Version' is 19. The 'Page Template' is set to 'Default Template'. The 'Parent Page ID' is 'No Parent Page', with buttons for 'NO PARENT' and 'SELECT PARENT'. There is a 'MANAGE CALLOUTS' button. The 'Include this Page in Site Navigation' checkbox is checked. The 'Redirect this Page to this URL' checkbox is unchecked. The 'Page Description' and 'Page Keywords' fields are empty text areas.

9. Edit Page Content

To edit page content choose the **Content tab**, where you can add text, images and links and format them using the familiar word editor console. Furthermore you can use the following:

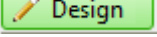
Image Manager		Insert Table		Insert Internal Link	
Image Map Editor		Show/Hide Border		Insert External Link	
Document Manager		Insert Symbol		Hyperlink Manager	
Flash Manager		Horizontal Rule		Remove Hyperlink	
Media Manager		Add YouTube video			

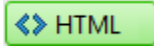
Use the **Paragraph Style** dropdown menu to choose from Heading styles and other text formats. When formatting text, use headings to keep your site consistent: Heading 1 is for the main title, Heading 2 is for subtitles etc.



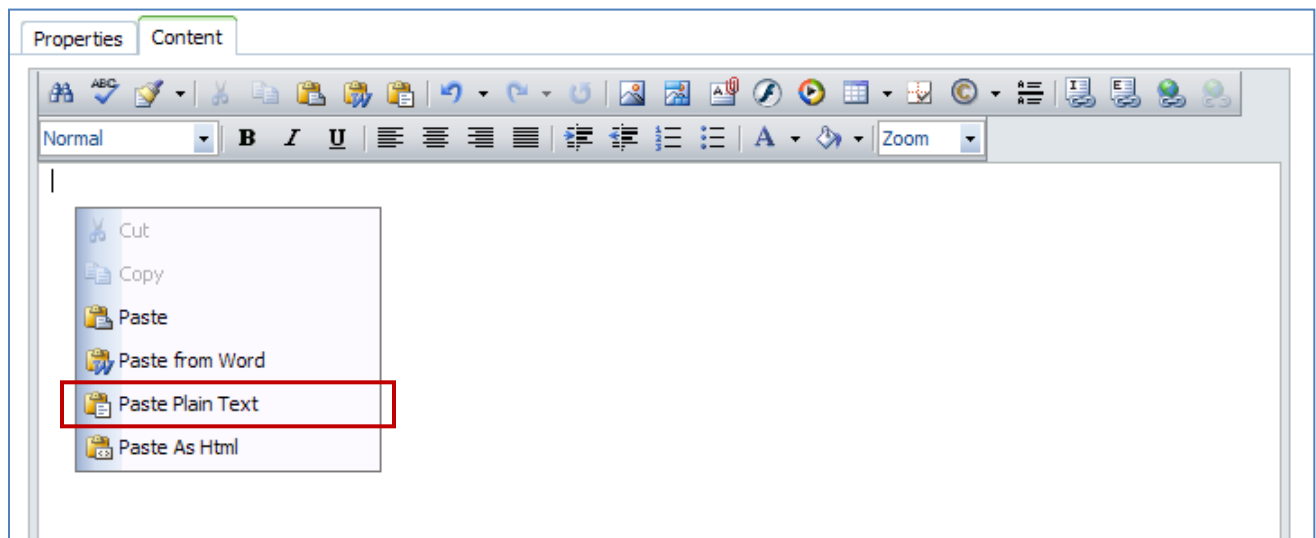
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You can choose to edit your content using:

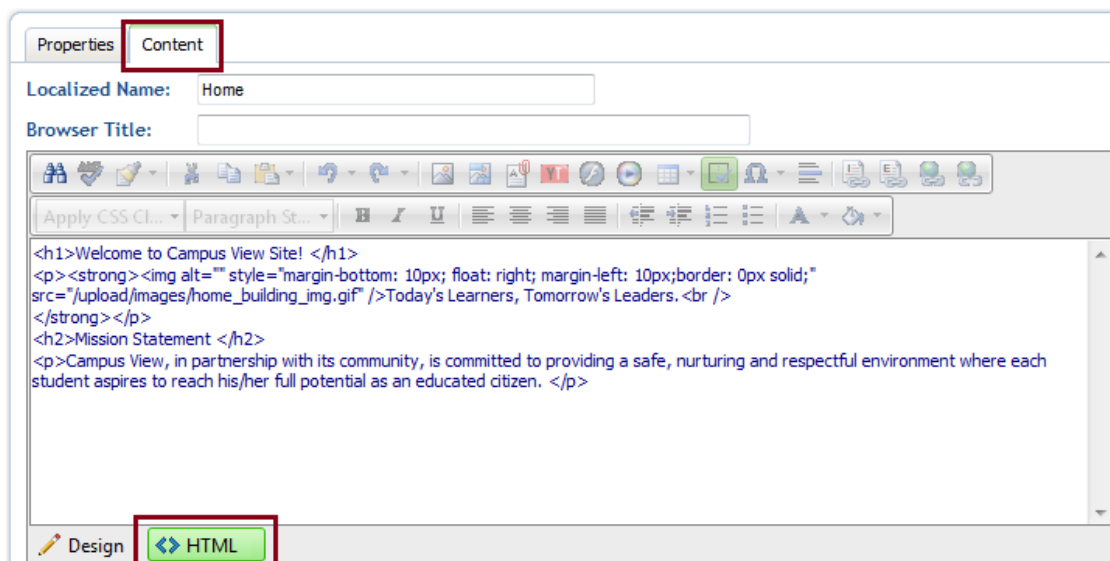
- **Design Mode** 
- Or **HTML Mode** (for more advanced users) found on the bottom left of the editing window.



When you copy and paste content into your page from Microsoft Word or other programs, we recommend that you **Paste as Plain Text**, and then format it in Caorda Content. To do this place your cursor where you would like to insert the text, then **right click** and choose **Paste Plain Text** from the dropdown menu. Then proceed to format the text as you wish.



When editing a page, you edit in the **Design Mode** by default. If you feel comfortable you can also edit in **HTML Mode** by choosing the <> HTML icon in the bottom left of the editing window.



10. Saving Your Work

When you finish editing a page you can:

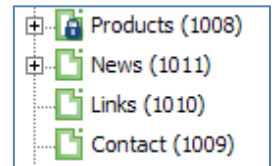
Save Page: saves the changes, but page is not published yet.

Preview Page: opens a preview window and applies the associated template.

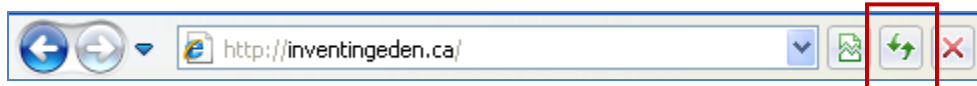
Save & Publish: saves the changes and publishes to the live site.



If you saved a page, a **lock icon** appears beside the page name in the page tree to indicate that someone is working on it and that it hasn't been published yet. You **can still edit** regardless of the lock (if you have the correct permissions).



Once you publish the changes, you'll have to **refresh the browser window** of the live site to see the changes.



11. Inserting Links



Links can be applied to text as well as to images. To insert a link, select the text or image and choose:

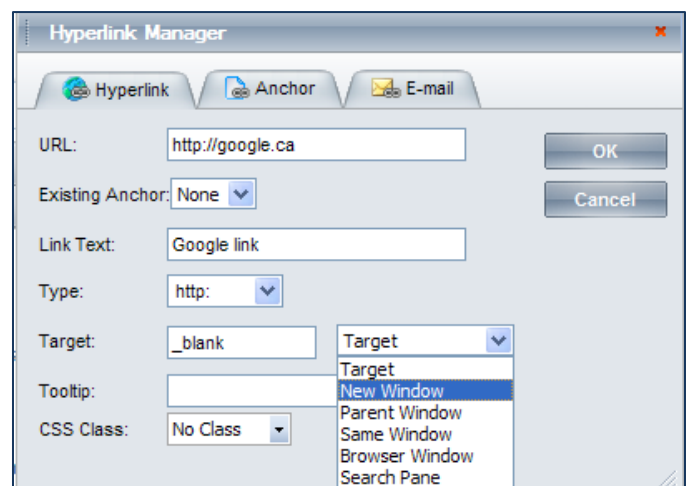
Insert Internal Link: to insert a link to an existing page of your site.

Insert External Link: to insert a link to an external webpage (using an existing list that you setup in Tools > Manage Links).

Hyperlink Manager: to insert an external link, email address or to specify how you want to link an area of a page (Anchor Link).

For external links we recommend that you select the link to **open in a new window** (thereby keeping your user on your site while the new page opens in another window).

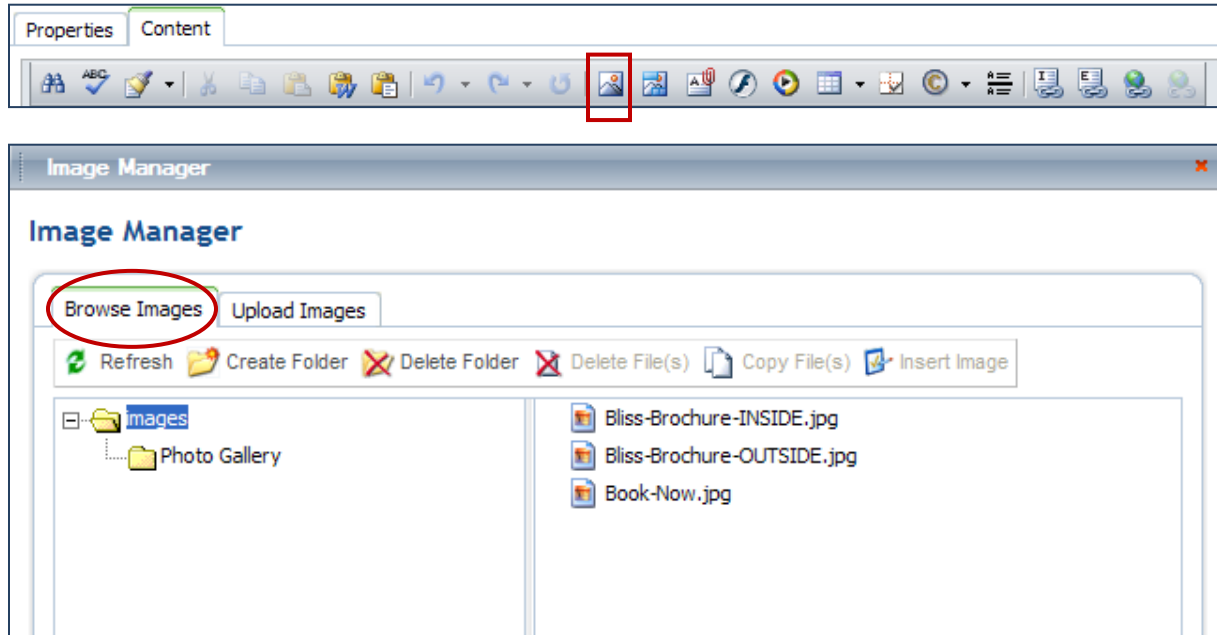
i.e. Select the target to **New Window**



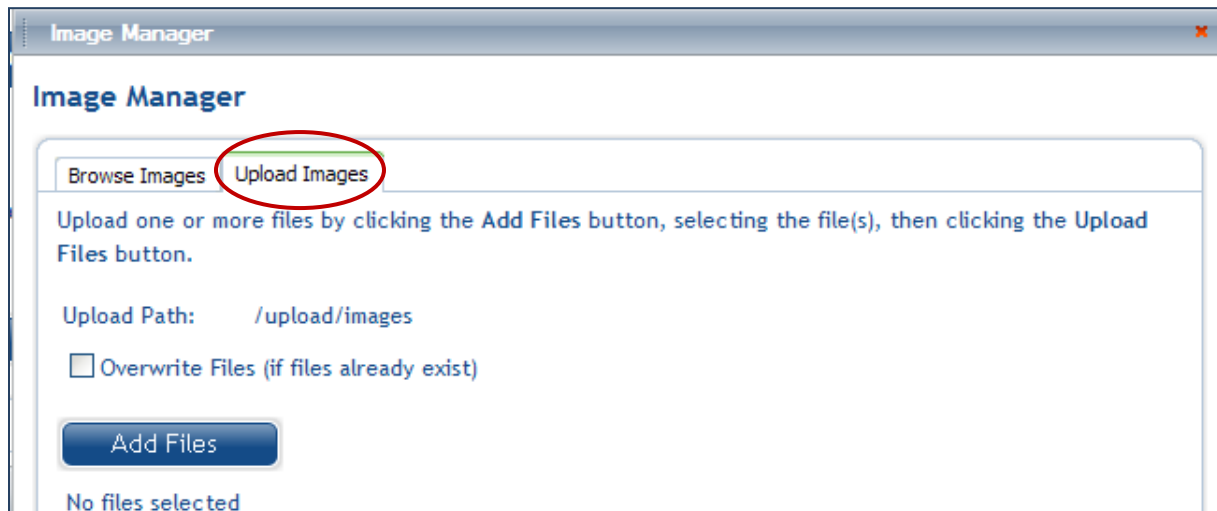
12. Inserting Images & Documents

To organize, view and insert your images choose the **Image Manager** from the toolbar.

To insert images use the **Browse Images** tab, select your image and click **Insert Image**.



To upload new images choose the **Upload Images** tab, and click **Add Files**.

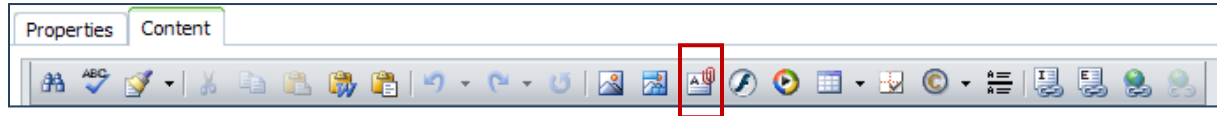


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To organize, view and insert your documents choose the **Document Manager** from the toolbar.

To insert documents use the **Browse Documents** tab, select your document and click **Insert Document**.

To upload new documents choose the **Upload Documents** tab, and click **Add Files**.

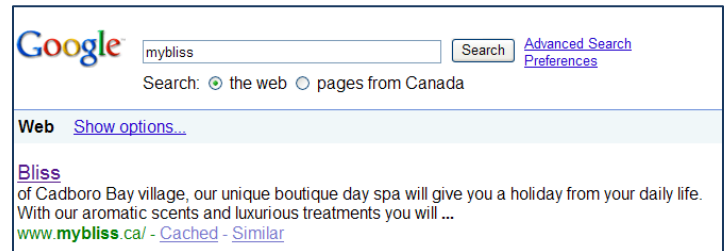


(Alternatively, you can access the **Image** and **Document Manager** from the **Tools** menu).

13. SEO Metadata

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via search results. At a minimum, adding SEO metadata involves the following:

- Adding a title to your page
- Adding a short description to your page
- Adding keywords to your page
- Adding custom metadata



You can add SEO Metadata:

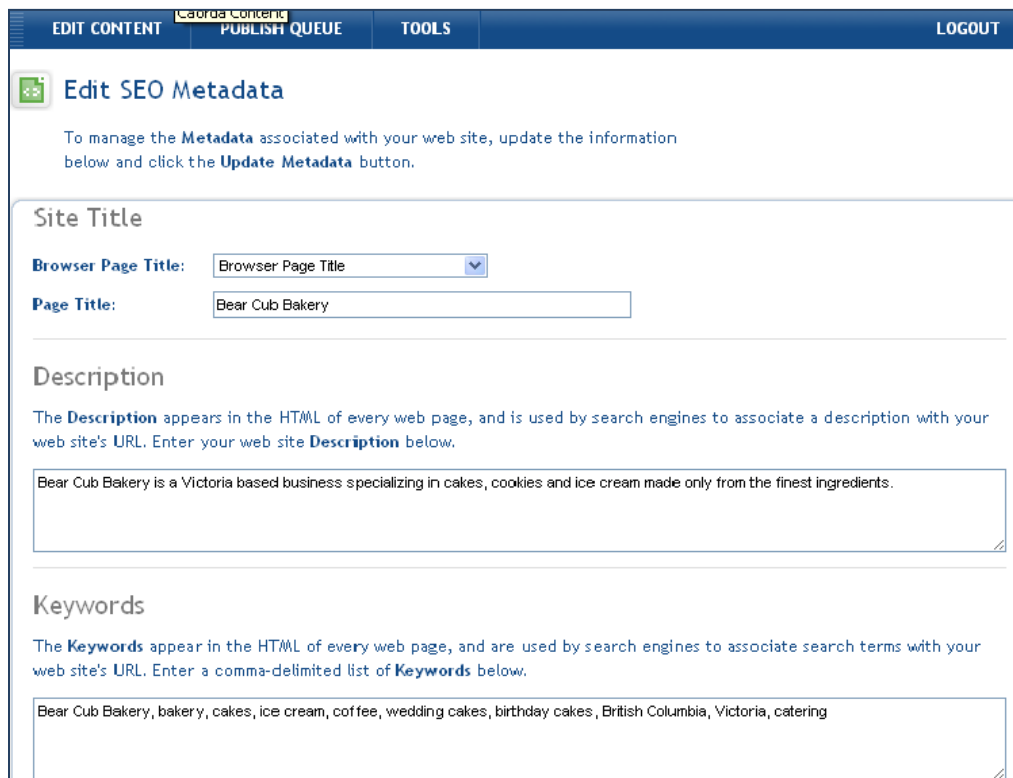
- To your site globally
- To individual pages

*Note that the **Description and Keywords** defined for a Page take precedence over the **Description and Keywords** defined for a Site. Note that the **Browser Page Title** takes precedence over a **Page Name**.*

A. To edit SEO Metadata for your website:

Choose **Edit SEO Metadata** from the **Edit Content** menu.

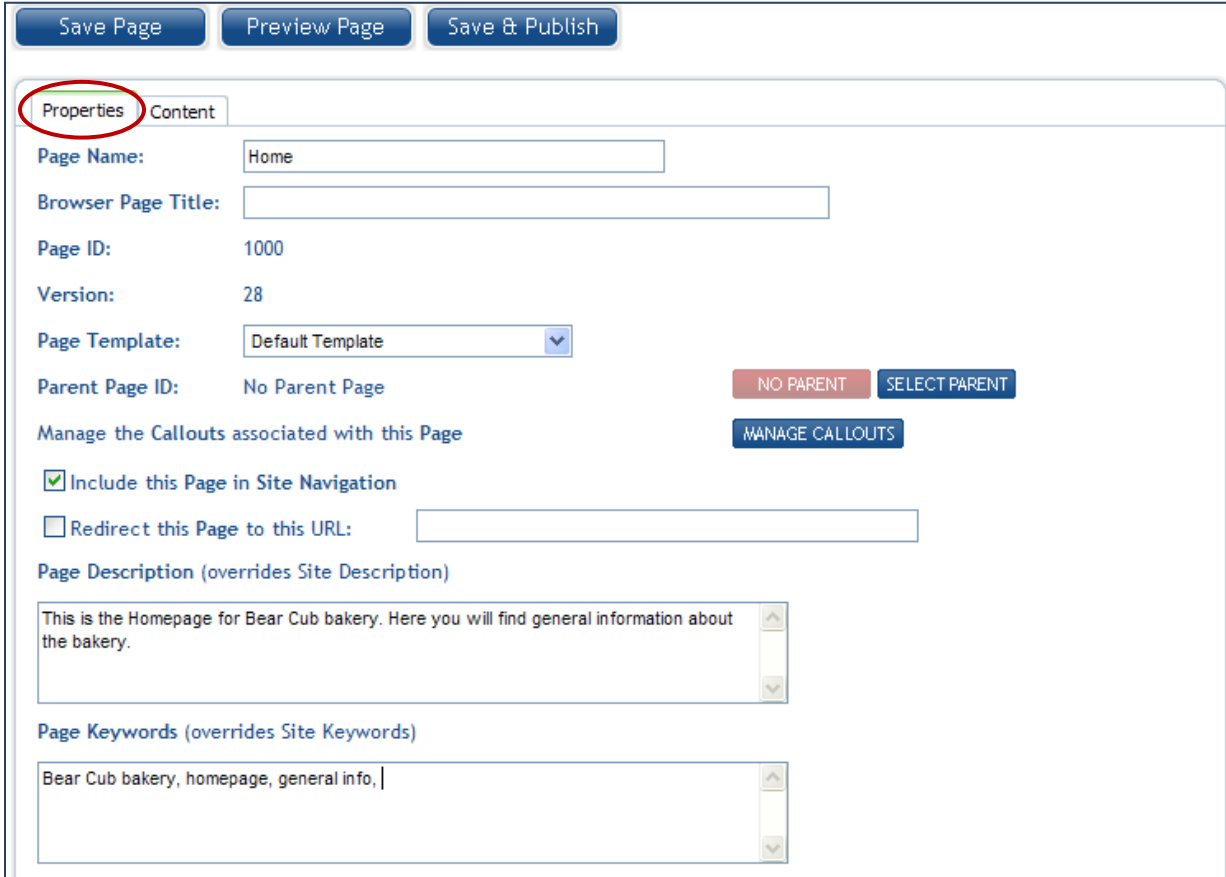
Add site description and keywords, and then **Save** your changes.



B. To edit SEO Metadata of individual pages:

Choose **Edit Pages** from the **Edit Content** menu. Select the page, click **Edit Page** and go to the **Properties** tab.

Add page description and keywords, then **Save and Publish** your changes.



Save Page Preview Page Save & Publish

Properties Content

Page Name: Home

Browser Page Title:

Page ID: 1000

Version: 28

Page Template: Default Template

Parent Page ID: No Parent Page NO PARENT SELECT PARENT

Manage the Callouts associated with this Page MANAGE CALLOUTS

Include this Page in Site Navigation

Redirect this Page to this URL:

Page Description (overrides Site Description)

This is the Homepage for Bear Cub bakery. Here you will find general information about the bakery.

Page Keywords (overrides Site Keywords)

Bear Cub bakery, homepage, general info, |

You can further improve your search engine results if you use Heading 1, Heading 2 etc. paragraph styles in your content. Make sure you use keyword appropriate titles and subtitles on your page.

14. Additional Information

- When inserting an image, please note that the image cannot be wider than your maximum page width.
- If you insert an image to a callout, the image cannot be wider than the maximum callout width.
- We recommend that you resize your images for faster page download for the user.

(Caorda Getting Started Guide Version 1.0, July 2009).