



Web publishing with Snapper

Guidance notes v.008

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1. Introduction

This document provides an overview and guidance on how to update websites built with the Snapper CMS. If you have any queries about Snapper please contact Boxharry on 01273 207320.

2. Overview of Snapper

A Content Management System (CMS) is any system designed to facilitate the organisation and distribution of data. The Snapper Web Manager CMS controls all the data needed to produce and maintain a fully interactive website.

The Web Manager

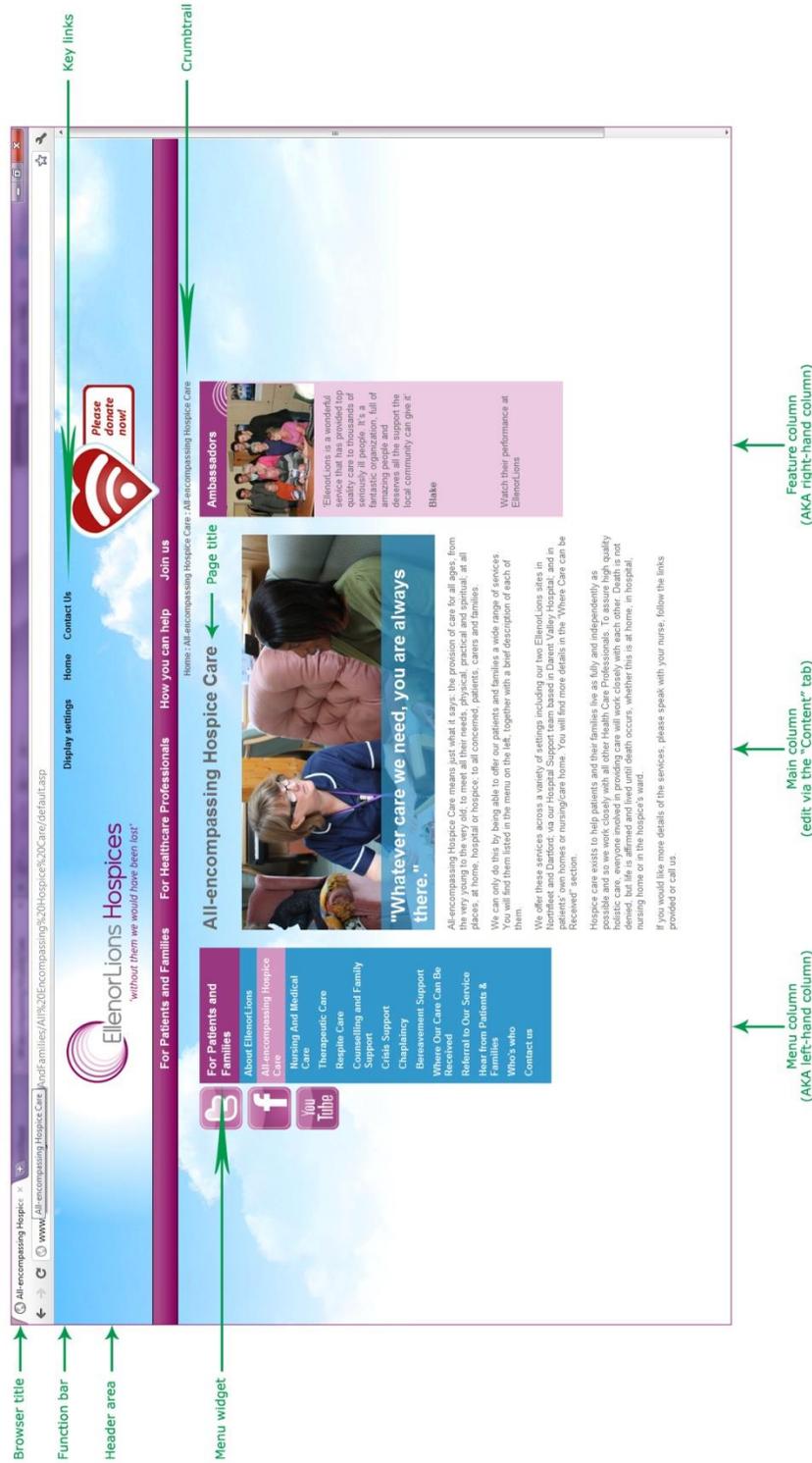
The Web Manager can be used to effectively manage websites cost effectively and quickly. Key benefits include:

- **Easy to use** – a Windows-style interface provides a friendly and familiar working environment
- **Collaborative workflow** – in-house administrators and external agency specialists working together seamlessly
- **Up and running in minutes** – the Web Manager is deployed from one central server, and requires only a simple install of a few key files on the client's web server
- **Snap-on optional modules** – Email marketing campaign management, recruitment database tools, online retail and more provide unlimited flexibility and expansion possibilities
- **Low cost implementation** – a simple licensing structure allows the procurement of the system at a fraction of the cost of traditionally generated websites
- **Search engine friendly** – the Web Manager produces optimised HTML output, and incorporates many facilities for use by third party SEO specialists, including meta keywords and tags
- **The power of Snapper Widgets** – re-usable pieces of information, which can be inserted into any page of the site. Includes dynamic menus, promotional client features, Adapt-integrated forms and many more
- **Hosting freedom** – The Web Manager maintains websites on shared and dedicated web servers
- **Global access** – the Web Manager can be accessed securely from any computer in the world, with no installation procedure
- **Free upgrades** – No additional costs for system improvements
- **Multi-lingual support** – Use the Web Manager to quickly and easily produce multi-lingual websites

3. How web pages are set up

Web pages are made up of a number of key elements as shown in this illustration.

Each item shown is described on the following page:



The screenshot shows a web browser displaying the EllenorLions Hospices website. The browser's address bar shows the URL: `www.ellenorlionshospices.co.uk/all-encompassing-hospice-care`. The website header features the logo and tagline "EllenorLions Hospices without them we would have been lost". A navigation menu includes "For Patients and Families", "For Healthcare Professionals", and "How you can help". A "Please donate now!" button is prominently displayed. The main content area is titled "All-encompassing Hospice Care" and includes a quote: "Whatever care we need, you are always there." Below this is a list of services and a "Where Our Care Can Be Received" section. A sidebar on the right contains a "Menu widget" with social media icons and a "Feature column" with a photo of a patient and staff. A "Crumbtrail" is visible at the bottom of the page.

Browser title →

Function bar →

Header area →

Menu widget →

Key links →

Crumbtrail →

Menu column (AKA left-hand column) →

Main column (edit via the "Content" tab) →

Feature column (AKA right-hand column) →

4. The page structure

Web pages are made up of 5 columns: two outer columns, two inner columns, and a central column for the main page content. You can choose whether you require all columns:

- **Left columns** = outer and inner left-hand columns on page. This contains menus and other widgets.
- **Main column** = this is the main body of the page, where main content resides. This is usually made up of text and pictures, and is edited via the 'Content' tab.
- **Right column** = the outer and inner right-hand columns. These columns contain widgets displaying a range of items, including pictures, phone numbers and other additional items. These can be used to highlight key additional items – links to other sections etc.

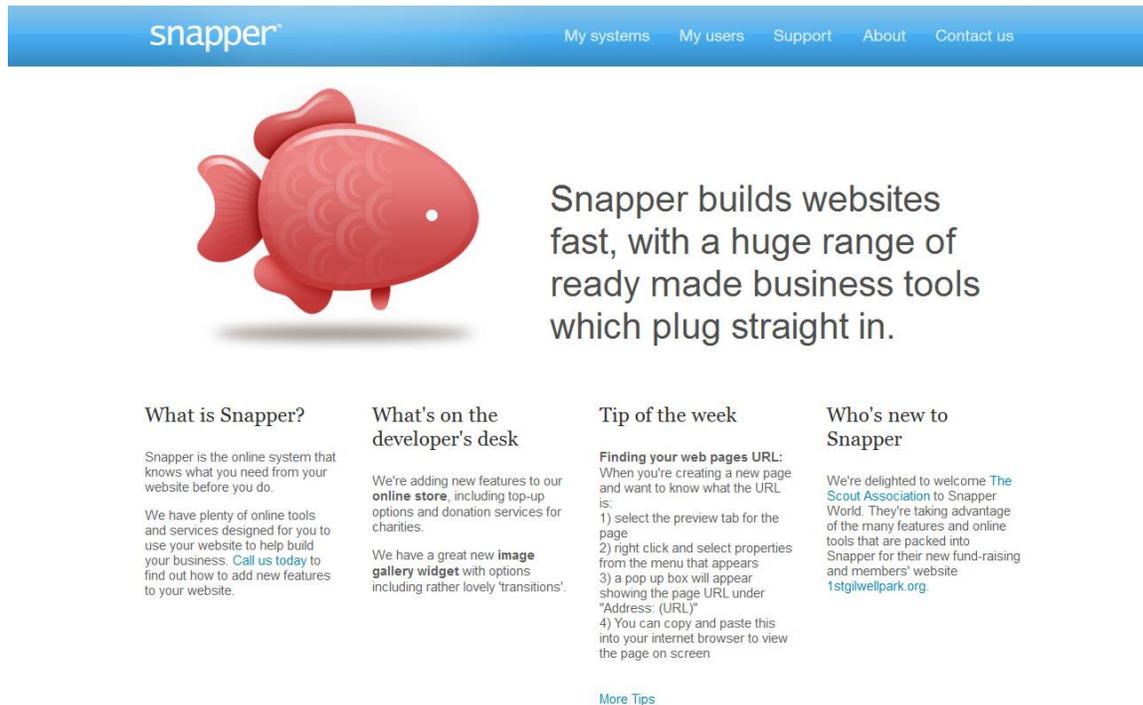
The key reference items and navigational aids on the page

There are a number of key reference and navigational aids available on the web page:

- **Browser Title** - This is the text that appears in the uppermost area and / or tab area of your web browser window (above the menus [File, Edit etc]). This is edited in the 'Properties' tab of each page.
- **Page Title** – This is the text which appears as the main heading on the page. This is created and edited in the 'Properties' tab of each page.
- **Function bar** – This is an essential area 'above' the main website, with essential items, such as the 'Display Settings' feature, key links and Search facilities. This is created and edited in the 'Theme' hot key and applies to all pages using the same 'Theme'.
- **Header area** – This is where the logo appears. This is created and edited in the 'Theme' hot key and applies to all pages using the same 'Theme'.
- **Menu widget** – The items in the menu widget are folders, which have been given a 'Directory' title in the Properties tab of each item. The order in which they appear is controlled by the 'Menu index' of each item, edited in the Properties tab.
- **Key links** – These are essential 'quick' links to important site-wide items, such as 'Contact Us'. These are created and edited in the 'Theme' hot key and applies to all pages using the same 'Theme'.
- **Crumbtrail** - The crumbtrail is usually shown in the top right-hand corner of your website, below the header graphic. This is a trail to show the visitor where they are in the site, i.e. what folder they have browsed to. This is edited in the Properties tab of each page/folder.

5. Logging into Snapper™ to edit your website

Content is updated via the Snapper™ Content Management System website using your web browser. To access the system go to the following web page: <https://www.snapperworld.com>.



The screenshot shows the Snapper website homepage. At the top is a blue navigation bar with the 'snapper' logo on the left and links for 'My systems', 'My users', 'Support', 'About', and 'Contact us' on the right. Below the navigation bar is a large red fish icon. To the right of the fish is the text: 'Snapper builds websites fast, with a huge range of ready made business tools which plug straight in.' Below this are four columns of text: 'What is Snapper?', 'What's on the developer's desk', 'Tip of the week', and 'Who's new to Snapper'. The 'Tip of the week' section includes a list of steps for finding a web page URL. At the bottom of the screenshot, there is a 'More Tips' link.

To use the Web Manager, click on 'My Systems' in the horizontal menu.

Enter your personal username and password provided by Boxharry. These have been sent separately for security purposes. You may wish to write these in below:

Username: _____ Password: _____

Note: In Snapper you have one system for each of your websites, where you can create and edit all the plug-ins, modules and widgets in your system, including Web Pages, Widgets, News Articles, Vacancies and Assets, where applicable.

The number of Systems tabs (blue tabs, or 'hot keys', across the top) shown will depend on the number you are using.

You may see a range of different types of Systems, such as:

- Web project
- Widgets
- Marketing
- Store
- Repositories (Assets)
- Vacancies

6. A guide to the standard website structure (pages/directories)

All websites have a number of key structural elements.

Websites are made up of a hierarchy of folders (directories) and pages.

These folders are the sections of your website content (usually your menu items) and the web pages are contained within these folders.

You can also have additional folders in your website which are not available in your menu; these include sections that are not active as well as private areas.

default.asp

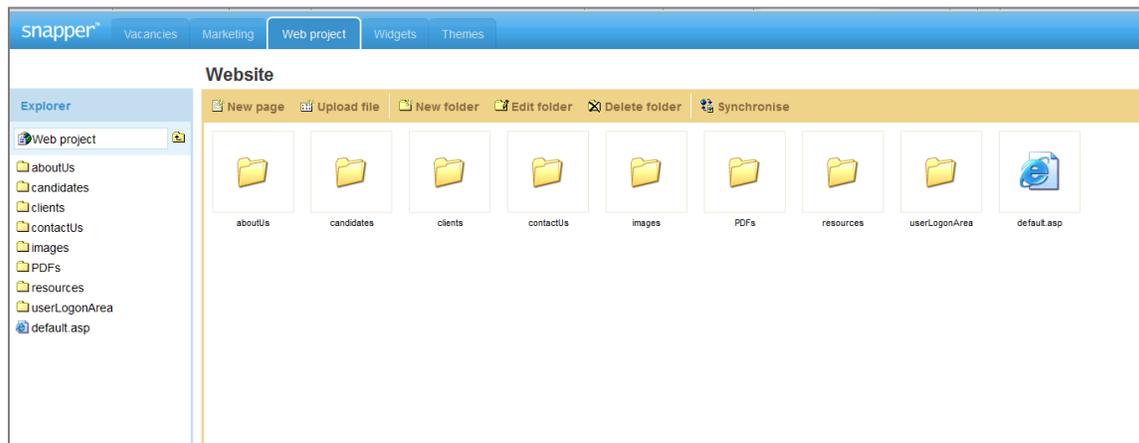
Every folder should contain a 'default.asp' page among others – this is the default page for each folder.

Essential folders:

Images: The 'Images' folder is located at the top level (root), with the individual images stored in sub-folders inside here to mimic the hierarchy of your folder structure.

PDFs: The 'PDF' folder is located at the top level (root), with the individual items stored in sub-folders inside here to mimic the hierarchy of your folder structure.

Resources: The 'Resources' folder is located at the top level (root). This folder contains key navigational elements, including the 'search results' page.



The items in blue shown across the top are called 'hot keys'.

In each hot key and tab, the left-hand area is called the 'Site Explorer'; use this to navigate (drill up or down) through the elements in each hot key and tab.

There are three very important **hot keys** in the Snapper system:

Web Project:

Pages and images are stored in 'Web Projects' tab.

The 'default.asp' page is the home page of the site – this is the default page at the top level (root) of the website.

Every folder inside your website must have a page called 'default.asp'; this is the first page in each folder (or directory).

Widgets:

These are special components providing additional functionality on your website.

They include Menus, Directories, Index, Search, etc. You can create Widgets to provide additional functionality or to display content as required.

Themes:

The design and layout of your web pages is controlled in the 'Themes' tab. All websites have a 'Primary' or default theme. Additional themes can be created as needed, using this hot key. **If you require a new theme, please contact the office for guidance.**

7. How to create a new web page

BEFORE YOU BEGIN, please ensure you disable any 'auto-fill' function you may have set on your browser for automatically filling in your details in web forms before you edit your site in Snapper. Leaving this function on may break widgets and/or web pages, as areas which should not require any content may be filled by the auto-fill function.

To create a new page on the website:

- Using the Site Explorer menu on the left-hand side of the screen, navigate to the location on the site (the folder or directory) where you want the page to appear.
- Then click on the icon called 'New page'.
- Name the file using the naming convention outlined in [Section 17: Proper naming conventions \(using the correct filenames\)](#), then click 'Save'.
- The file will then appear in the Site Explorer on the left-hand side. You can then click on this file to edit the page as described in the rest of this document, adding all of your content, properties and widgets.

Important note about file names

Every folder inside your website must have a page called 'default.asp'; this is the first page in each folder (or directory).

If there is only one page in a folder, the filename must be 'default'.

The system will automatically add the suffix, '.asp' – you should not type this in the file name.

If you are creating an additional page inside a folder (one which already contains a 'default') then you must give this page a different name.

The file name **MUST NOT** contain any spaces or punctuation, as outlined in [Section 17: Proper naming conventions \(using the correct filenames\)](#).

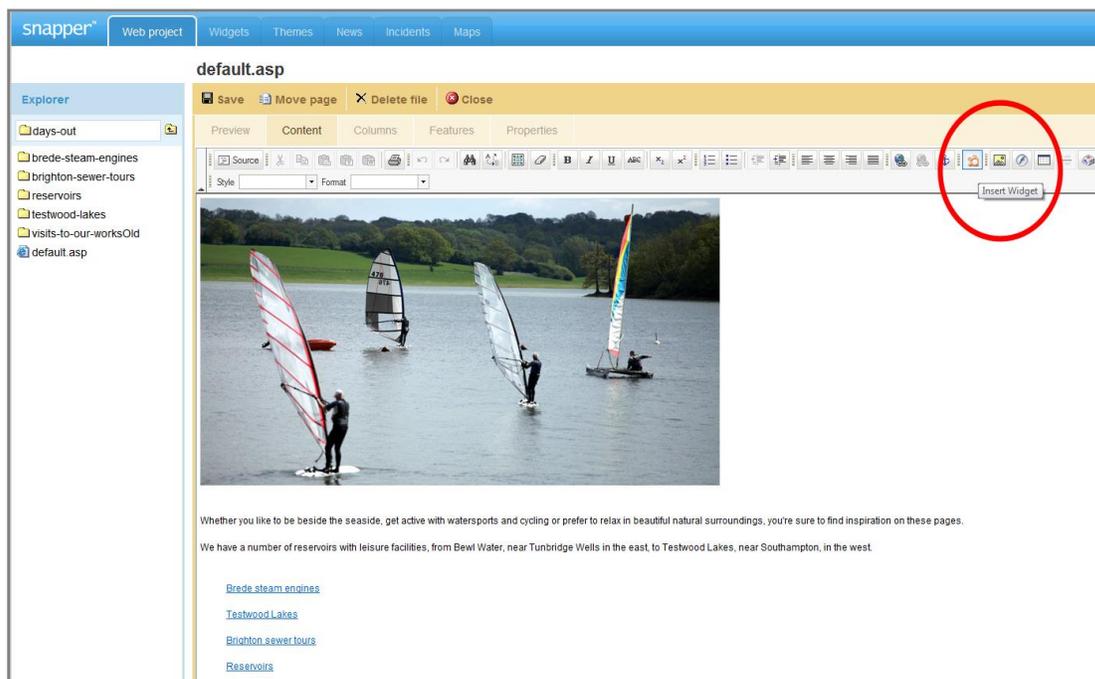
8. The two types of web page

There are two types of web pages you can create in Snapper which give you two ways to create and manage content (text, pictures, links etc) in the main / central column.

- **Standard**—page content created directly in the ‘Content’ tab
- **Widget-driven**—page content created using widgets placed in the ‘Content’ tab

Standard web page

When you click on the ‘Content’ tab of a page, you will see the page content (text, pictures, etc.) displayed directly in this box, with a selection of icons above. These icons enable you to amend and format the page contents. When you hover over an icon its name appears like the example circled in red below:



You can edit the contents directly using the sections describing how to edit content in the ‘Content’ tab ([Section 10: ‘The ‘Content’ tab’ on page 16](#)).

Widget-driven web page

The design and functionality of certain web pages means that they may have been built with WIDGETS placed in the main column of the page.

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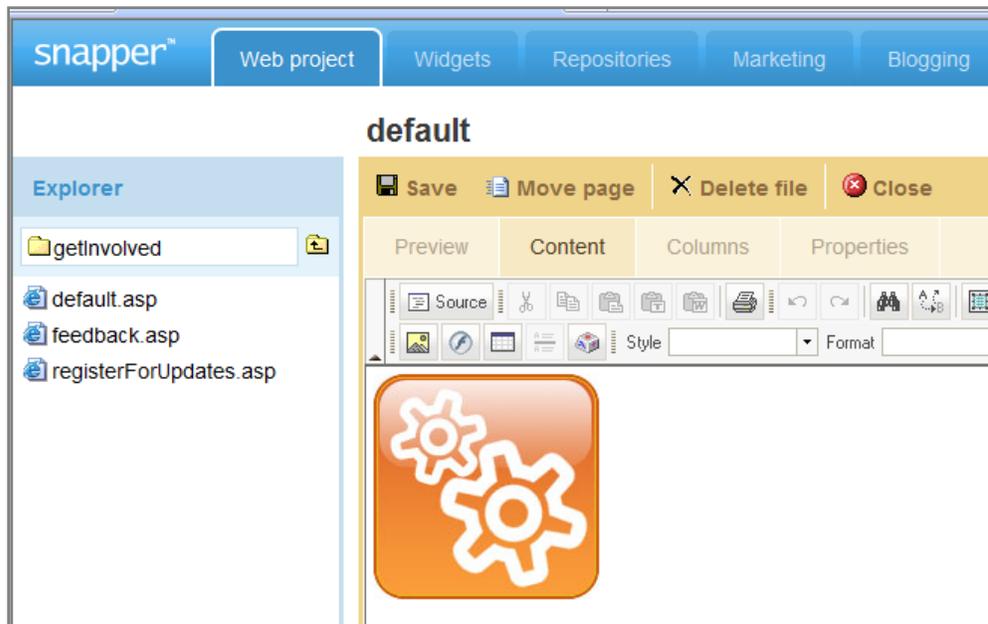
For example, each of the items shown below, e.g. **Donate, Hold a fundraiser, etc** are separate **WIDGETS** that have first been created and then placed in the main column area of the web page.

These pages are edited in a slightly different way to standard web pages. The process is described here.



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If a widget has been used in the main column area, you will see the widget icon in the content column, as shown below:



If you see this image, you can click once on the cog and then click on the  widget icon in the toolbar.

- A dialog box will appear and you will see the name of the widget.
- You can then go to the Widgets hot key to find the widget.



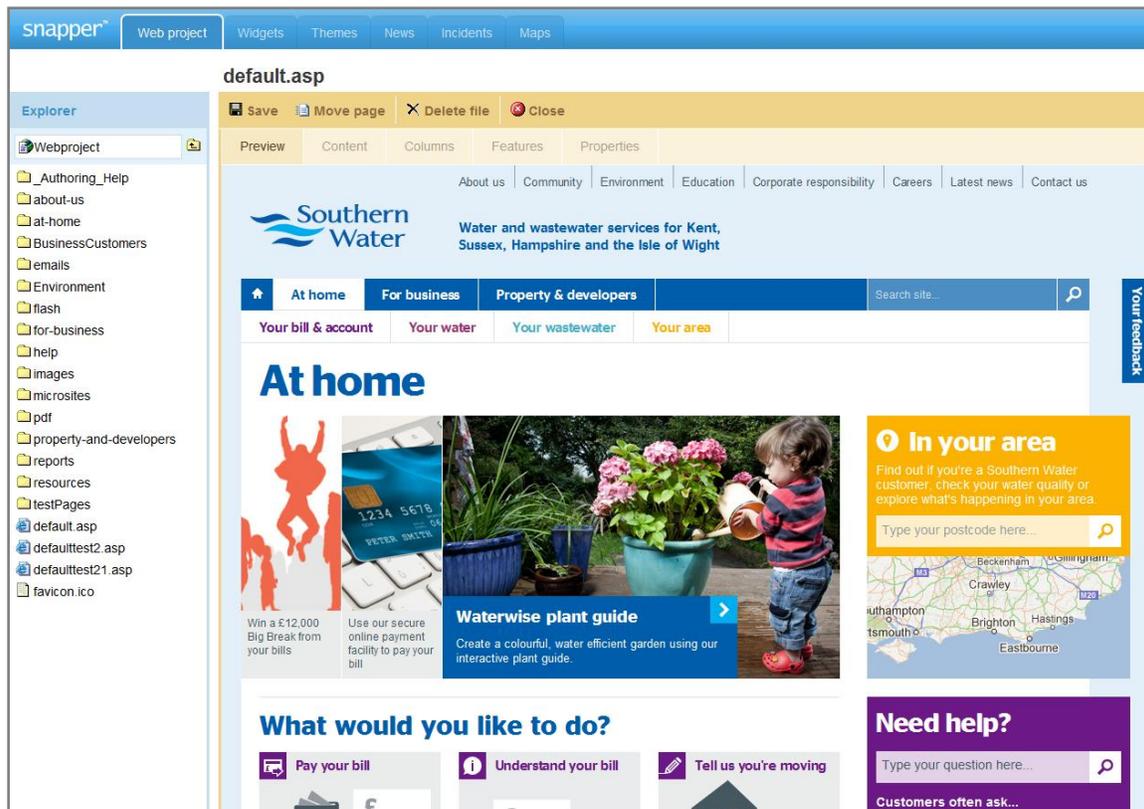
9. The 'Preview' tab (and accessing an existing web page)

To access an existing page within the website, scroll down through the folders and/or pages in the 'Explorer' panel to find the one you want to update and click on the file name (e.g. default.asp).

When you click once on the page's filename, you will land on the 'Preview' tab by default. This shows a preview of the web page you are working on. **You cannot edit anything in this tab.**

In the central area of the screen you will see the following additional tabs which are used to edit the web page:

- Preview (default view)
- Content
- Columns
- Properties



Above these tabs there are also some action buttons. These are:

- **Save** — This button saves any changes you have made and closes the page.
- **Move page** — This button allows you to move the page (or file when applicable) from one folder to another. **NOTE:** Moving pages will result in broken links if you have links elsewhere in the site that point to this page. Care must be taken to re-point any links to the page's new location.

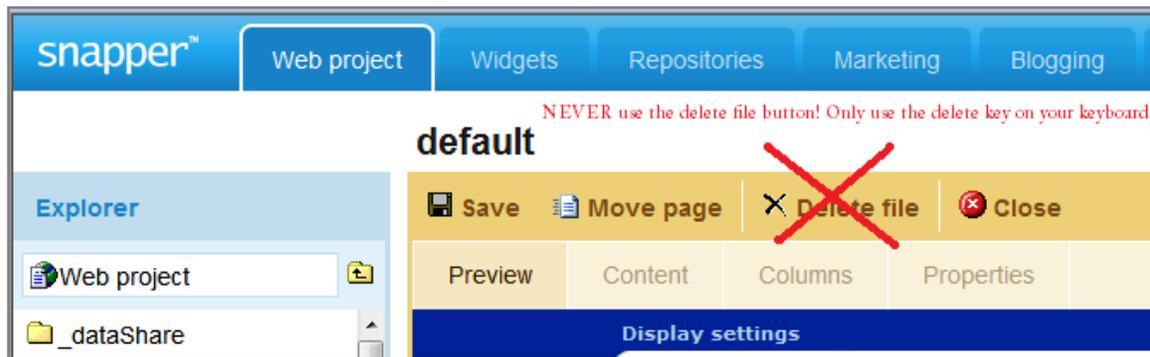
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- **Delete file** — This button will completely remove the page (or file) from your website. This is permanent. **See the “Very important note about deleting items” in this section.**
- **Close** — This button will close the page **without saving** any changes you have made.

Very important note about deleting items

Do not use the button marked ‘Delete file’ – this can result in your whole page being deleted from your website.

This button is only to be used by very advanced users.



If you do use this button, a warning will appear, asking you to confirm that you are sure you want to delete.

If you are in **any doubt**, click ‘Cancel’.

If you click OK to confirm that you want to delete the item it will be **permanently removed** from your website.

To remove an item (e.g. a widget or an image) from a web page, click once on the item to select it, then hit the ‘Delete’ key on your keyboard. (This is done while in the ‘Content’ tab. See ‘Removing a widget from the main column’ in Section 14 on page 28.)

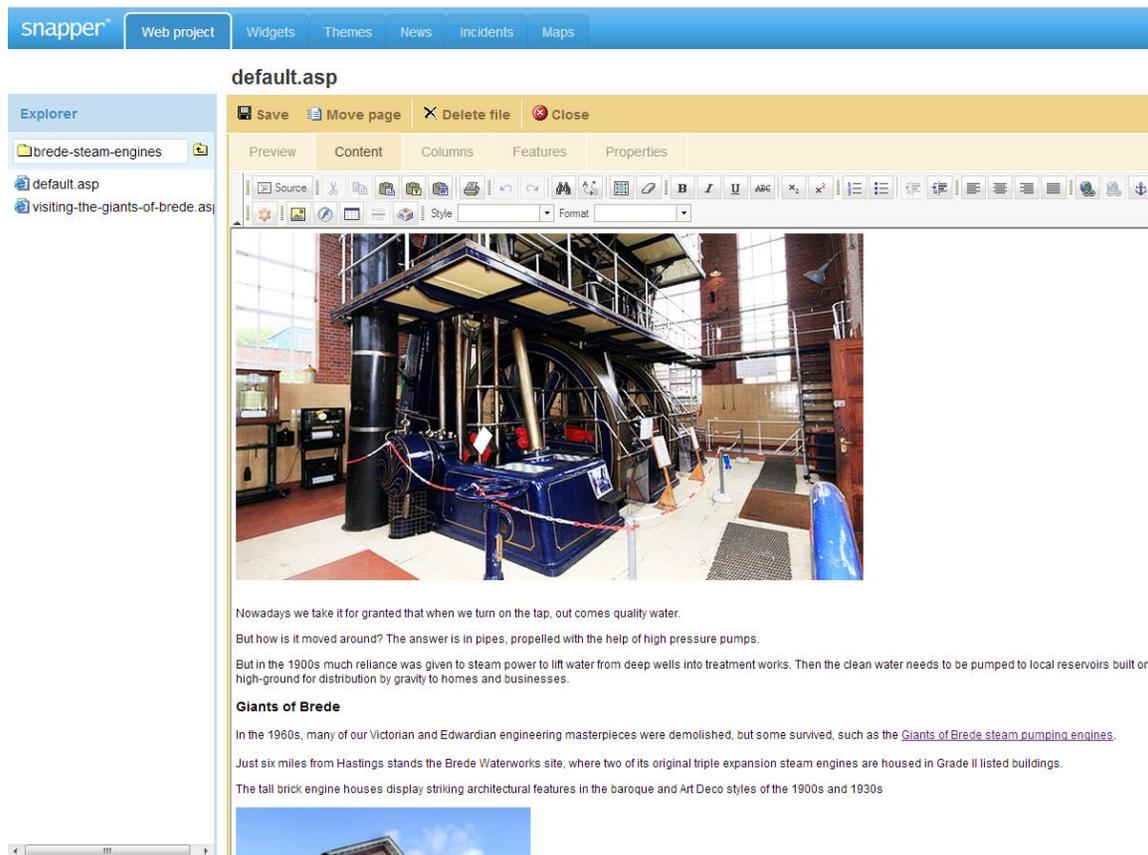
10. The 'Content' tab

The 'Content' tab is used for both pages and widgets and also enables you to add content, images, hyperlinks and other elements to your website.

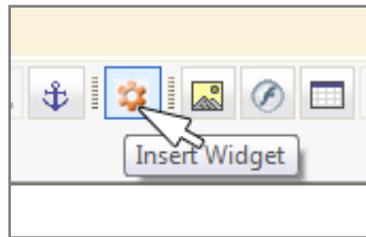
The functions and icons in the 'Content' tab are the same for editing both pages and widgets.

For a standard web page (including your Homepage) or to edit the contents of a widget, open the page (or widget) and click on the 'Content' tab.

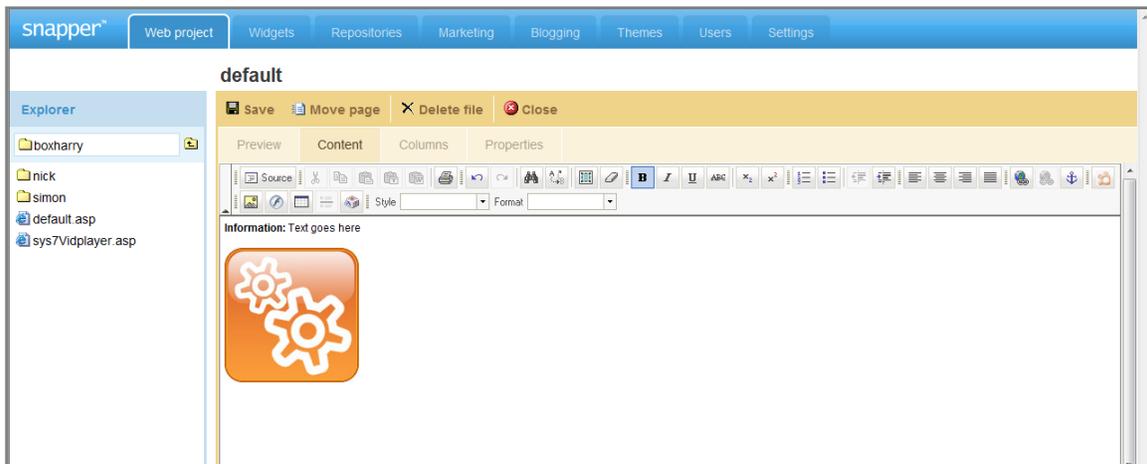
You will see your text and pictures in a similar way to the example shown below.



The main text for the page or widget is displayed, with a selection of functional icons above. These icons enable you to amend and format the page contents. These icons are described on the next page ('A guide to the icons in the 'Content' tab'). When you hover over an icon its name appears, as the below image depicts.



You can add or edit text in this area, including making items bold and / or italic, creating lists etc. You can also add previously uploaded images to the page here. See [Section 13: Working with images](#) on page 26.



A guide to the 'Content' tab toolbar icons

In the 'Content' tab there are a series of icons at the top of the screen.



A number of key ones have been identified below:

	Create / edit a link
	Paste from Word (see Section 11: 'Important note about copying and pasting from MS Word', page 18)
	Place widget
	Insert image

	Create table
---	--------------

You can use these icons to amend the content on the web page, as well as inserting images, links, etc.

You can also make your text bold, italic, indent it or place it in a list format (both bullet and number options). **NOTE: The other text styles, such as font, size, etc. are all automatically controlled by the web template and can only be altered by web design administrators.**

11. Important note about copying and pasting text from MS Word

Text produced in Microsoft Word contains HTML formatting which can affect the consistency of the text styles on the website.

When copying from MS Word, please ensure you use one of the following options:

Paste (for PC users):

To paste your text as plain text into the CMS Content editor, press the following keys on your keyboard together:

Ctrl + Shift+ V

This will paste any text copied **from any source** as plain text into the CMS.

Paste (for Mac users):

To paste your text as plain text into the CMS Content editor, press the following keys on your keyboard together:

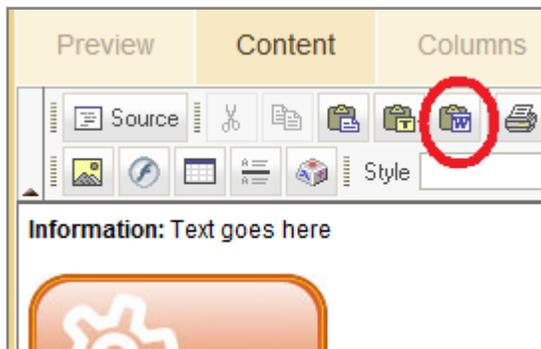
Cmd + Shift + Option + V

This will paste any text copied **from any source** as plain text into the CMS.

Use the 'Paste from Word' icon

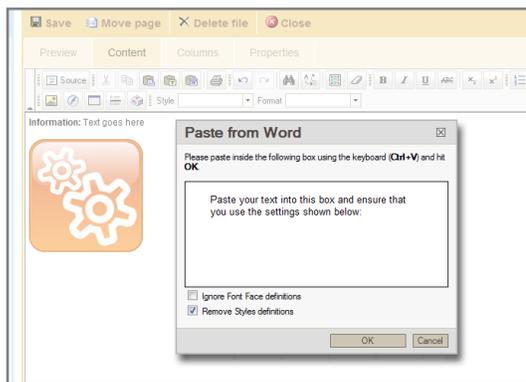
Click on the icon shown below and a dialog box will appear.

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Paste your text into this box and ensure that you use the following settings:

- Ignore Font Face - **DO NOT** check this box
- Remove style definitions – **DO** check this box



12. Inserting or editing a hyperlink

A number of different kinds of hyperlinks can be used on a web page, the main ones are described here.

About hyperlinks

A hyperlink (also called a link) connects one web page to another. This can include internal links to other pages or documents (files) or external links.

- **Internal Hyperlinks - pages**
Internal links are links to other pages inside the same website (e.g. a link from the 'About us' page to the 'Contact us' page).
- **Internal Hyperlinks - documents**
Internal links are links to other documents inside the same website, usually PDF files. (e.g. a link to a printable/downloadable brochure within the site).
- **External Hyperlinks**
You can also create links from your website to other websites. These are external links. For example, you may want to add a link from your website to the Boxharry website!

Best practice for creating hyperlinks

Hyperlinks should be 'contextual links' within the text – avoiding the use of 'Click here'. For example:

For an informative and entertaining insight into internet communication, see the [Boxharry Training Course](#). (The underlined words in blue are the link.)

This structure enables the reader to make an informed decision to follow the hyperlink without re-reading the sentence.

When calling the user to action, use brief but meaningful link text that:

- provides some information when read out of context
- explains what the link offers
- doesn't talk about mechanics
- is not a verb phrase

For instance, avoid the following sentences on your page:

To access the Boxharry Training Course, [click here](#).

or:

To access Boxharry, [go to the Boxharry Website](#) and get the necessary information.

Both of these sentences divulge too much of the mechanics of getting the Boxharry software

If you want to call your reader to action, use something like:

Get [Snapper!](#)

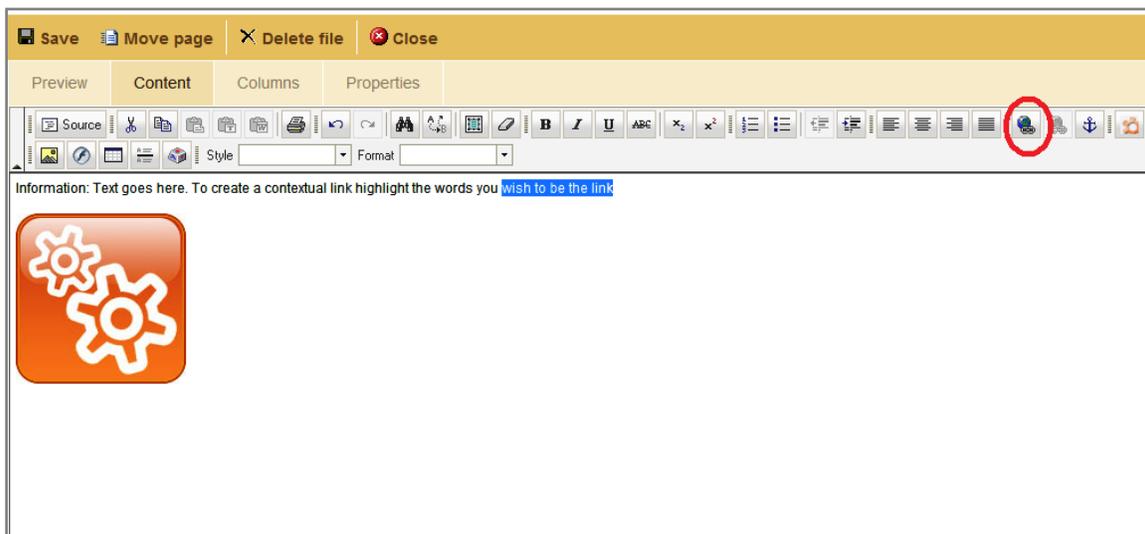
or:

Tell me more about [Boxharry's Web Manager](#).

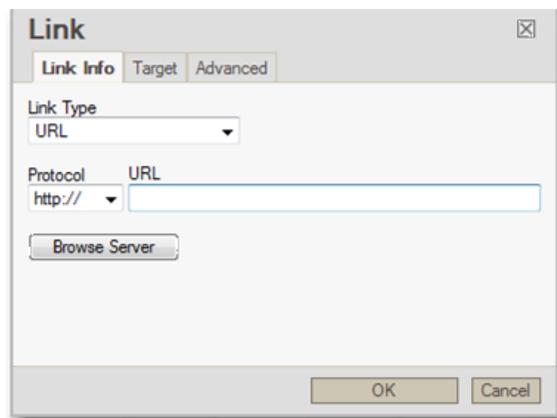
Creating an internal hyperlink - pages

Internal links are links to other pages inside the same website, for example, a link to another page in the site.

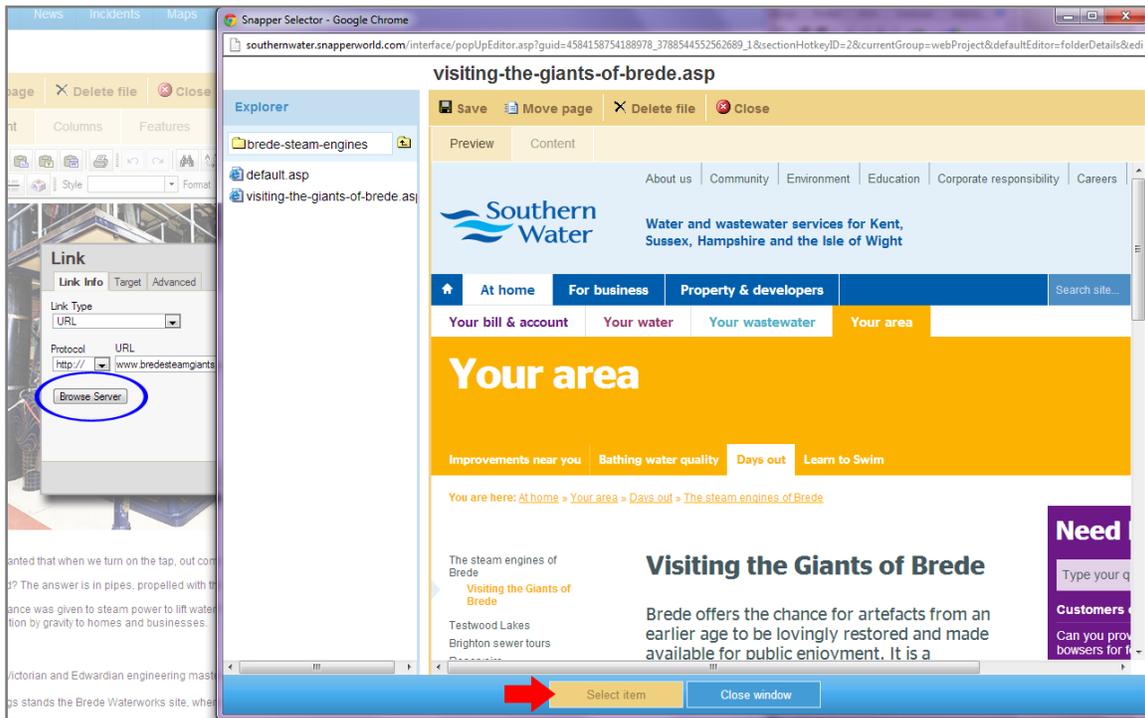
- To create an internal hyperlink, open the web page in the Web Manager, and click on the 'Content' tab.
- Type your text and highlight the words that you want to make into a hyperlink (see notes above).



- Click on the 'Insert/Edit link' icon  at the top of the 'Content' tab and the 'Link' pop-up dialogue box will appear as shown below. To create an **internal** hyperlink, click 'Browse Server'.

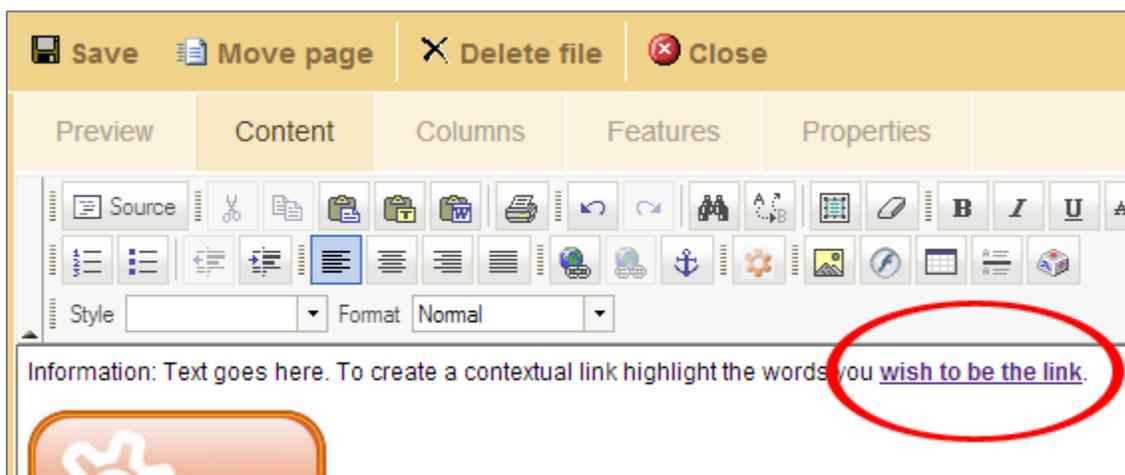


- A new pop-up dialog box will appear, enabling you to browse through to the page to which you want to link.



- From here you can browse in the left-hand Explorer menu to select your page. When you click on the page in the left-hand menu, a preview will appear in the main area, then click 'Select item' (red arrow in above image) at the bottom of the dialog box to choose this page.
- Now click 'OK' in the main 'Link' dialog box and this will disappear.

Your hyperlink text will now be underlined in the 'Content' tab.



Creating an internal hyperlink - documents

Internal *document* links are links to documents within the same website, usually PDF files.

These links are created in **exactly** the same way as internal hyperlinks to pages, with the addition of one extra step.

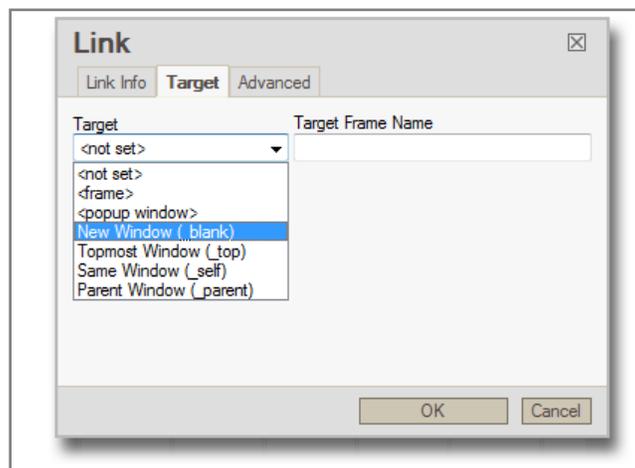
When linking to a document, such as a PDF, you should always make this document 'pop up' in a new browser window. This means that your web page will still be open on the user's PC, below the document, so when the user closes the document, they will still see your web page and can continue to view your website.

To do this:

- Open the web page in the Content tab
- Type the text to be made into a hyperlink
- Click on the Chain icon
- Browse server to find your document (PDFs are stored in the PDFs folder; you should upload your document before you make the link).
- When you have found your document, click 'Select item' to choose this one. The selector dialog box will disappear and you will see the 'Link' dialog box.

Before you click 'OK':

- Click on the tab called 'Target'.
- Click on the Target: drop-down menu and select the item called: 'New window (_blank)' as shown below. This will force the document to open in a new window when clicked on the website. Doing this ensures the user remains on their current page while being able to access the document.



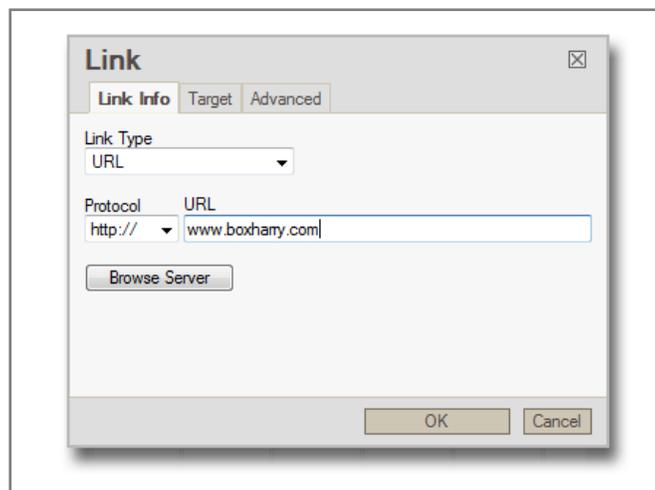
- Click 'OK'. The hyperlink will have been created.

Creating an external hyperlink

You can also create links from your website to other websites. These are external links. For example, you may want to add a link from your website to the Boxharry website!

To create an external hyperlink:

- Open the web page in the 'Content' tab
- Type or select the text to be made into a hyperlink (as detailed above in 'Creating an internal hyperlink—pages')
- Click on the 'Insert/Edit link' icon 



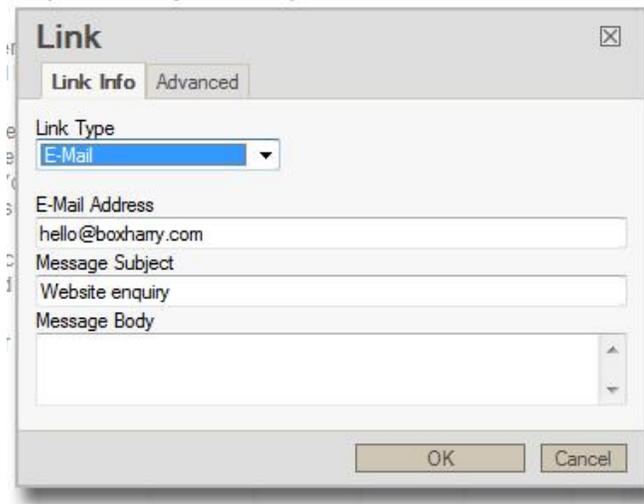
- In the 'URL' field, type or paste the web address to which you want to link, e.g. www.boxharry.com.

Just as with an internal link to a document, you should ensure that this link pops up in a new browser window. The process is exactly the same:

Before you click 'OK':

- Click on the tab called 'Target'.
- Click on the Target: drop down menu and select the item called: 'New window (blank)'.
- Click 'OK' and the hyperlink will have been created.

NOTE: If you would like to make the link an email address and open the user's email client (e.g. Outlook), select 'E-mail' from the 'Link Type' drop-down list and fill in the details appropriately.



13. Working with images

Before you upload images to the CMS, you must ensure they meet certain requirements.

Guidance for image format, size and resolution

It is very important that you first save images in the correct file format, colour space and at the correct size for the page on which it will be placed. In other words, you cannot upload an image that is 2,408 px by 3,097px (px = pixels) if you want to use it in a space that is 150 px by 140px. You must save it at the final size **before** you upload it.

- **All images should be:**
 - **72 ppi** (pixels per inch)
 - **RGB** colour space (**not** CMYK colour space)
 - Saved as any of the following file formats:
 - **.gif**
 - **.png**
 - **.jpg**

NOTE: If you make your images larger than the necessary dimensions and larger than the maximum screen resolution of 72 ppi they will slow down your site considerably and will take a long time to load.

If you save your images in CMYK, they may not appear in the CMS and/or the website at all.

Jpeg / jpg format is what is called a ‘lossy’ format. This means every time you open a jpeg, image data is lost. Over time, the image quality will degrade, so it is best practice to use .gif or .png to avoid this issue.

- **Never use any form of punctuation or special characters in a filename.** This includes (but is not limited to) spaces, commas, apostrophes, colons and ampersands (&).
- For SEO purposes, image filenames should be all lowercase and, if they contain more than one word, hyphenated (i.e., to name a file such as the Boxharry logo, call this boxharry-logo.gif).
- Left- and right-hand column widths vary from site to site, but generally are no larger than 250 pixels wide. Check with Boxharry for the exact widths of your columns.

Uploading images to the Web Manager

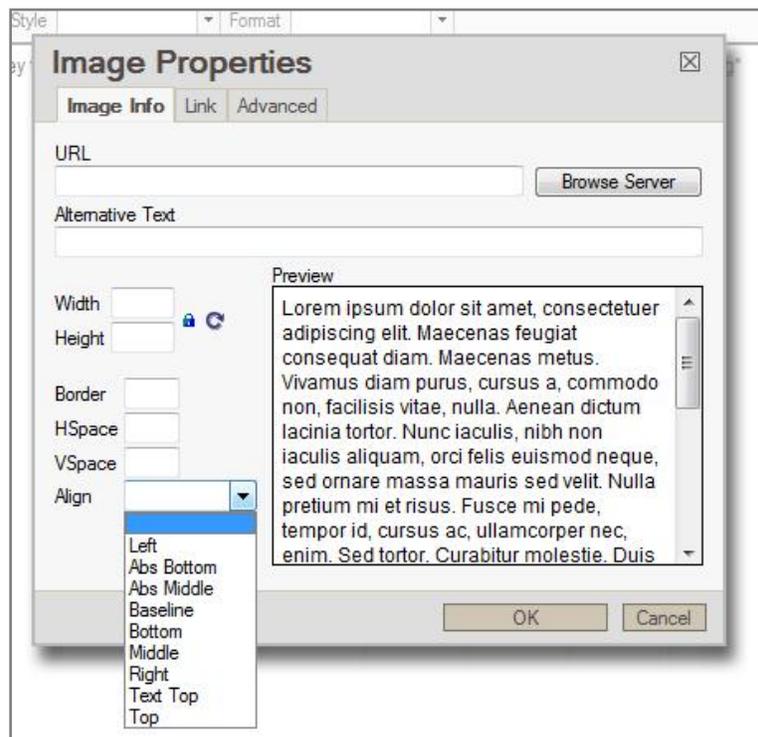
To place an image on a web page or widget, firstly you need to upload the image to the Web Manager.

- To upload an image, go to Web Projects and open the ‘Images’ folder in the left-hand menu.
- Drill down into the relevant folder where you want to save the image (inside Content).

- Click on 'Upload file', browse to the file you want to publish and select.

Placing an image on a page (or in a widget)

- After uploading your image to the appropriate folder in the Web Manager, open the page you want to place the image.
- Click on the 'Content' tab and use the 'Insert / Edit image' icon  in the toolbar.
- Using the pop-up dialogue box, you can also:
 - place the image left or right on the page using the 'Align' field
 - add in the 'Alt' text (for accessibility) using the 'Alternative Text' field
 - any margins as appropriate using 'HSpace' and 'VSpace'



14. Working with Widgets in the 'Content' tab

You can carry out the following tasks with widgets in the 'Content' tab:

- Editing a widget already in use on the main column
- Removing a widget from the main column
- Adding a widget to the main column

Editing a widget used in the main column

If the widget is an 'Information panel', you can edit this using the 'Widgets' hot key (see [Section 20: 'Widgets Hot Key' on page 38](#) for instructions). If you are in any doubt, please contact Boxharry for guidance.

You may see a series of cogs one below the other. Each cog represents a **different** widget. Follow the same approach for each widget.

Remember: A widget may be in use on more than one page. If you edit a Widget, the changes will be made to every instance of that widget, e.g. – if you have an 'Opening Hours' widget on several pages and you make changes to the 'Opening Hours' widget, the changes will be shown on all pages containing that widget.

Removing a widget from the main column

You can also remove widgets from this main column as follows:

- Click once on the Widget (the cog) then click on the  icon to confirm that you have selected the correct widget. Then click 'OK'.
- Click the 'Delete' key on your Keyboard.

The widget will be removed from this page, but will still exist on your website, so, if you have used it on other pages, it will continue to display on these pages.

Please refer also to the [Important Note](#) on page 15. If you are in any doubt, please contact Boxharry for guidance.

Adding a widget to the main column

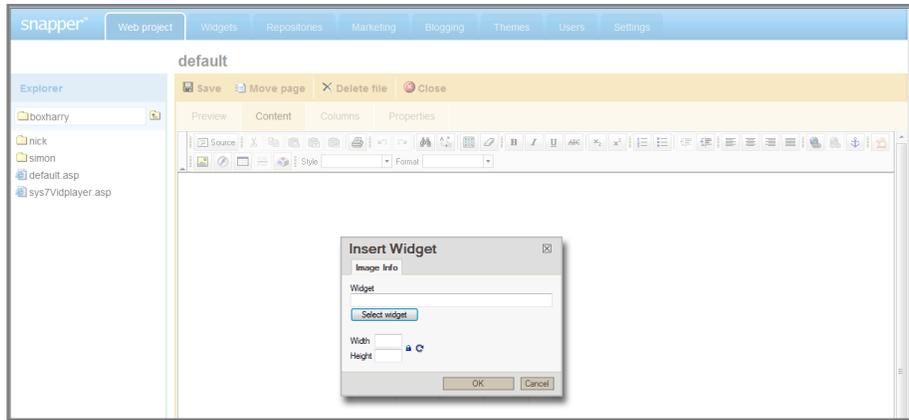
To add a widget to the main column, you must first create the widget in the Widgets hot key, see [Section 21: 'Creating a new widget' on page 39](#). (You can also place a widget that has already been created.)

- Once you have created your new widget, open the web page in 'Web Projects' as normal, and click on the 'Content' tab.

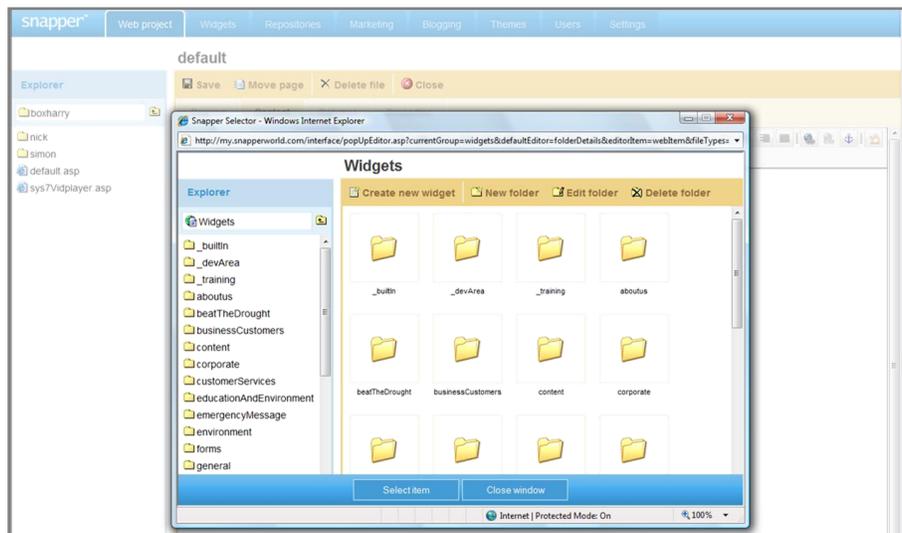
Web publishing with Snapper

- When you have positioned your cursor in the place where you want your widget to

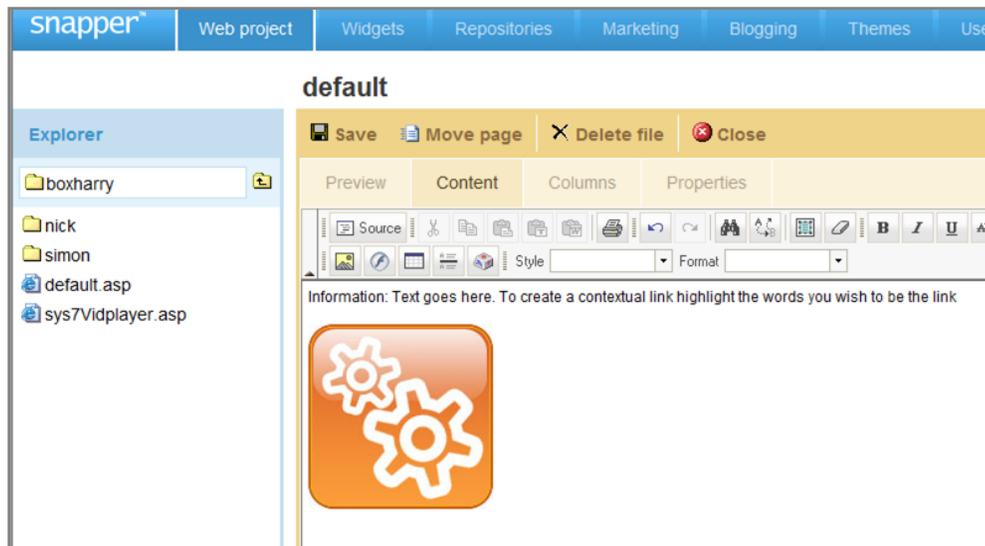
appear, click once on the  widget icon and a dialog box will appear.



- Click 'Select widget' and a pop-up selector will appear. Browse to find the widget you want to place in this part of the web page.



- When you find the widget you want to use, click it so that its properties appear in the main window and click 'Select item' at the bottom of the screen.
- Click 'OK' in the 'Insert Widget' dialogue box and the cog icon will appear in the 'content' area.



- To both save and preview your changes, click the 'Preview' tab.

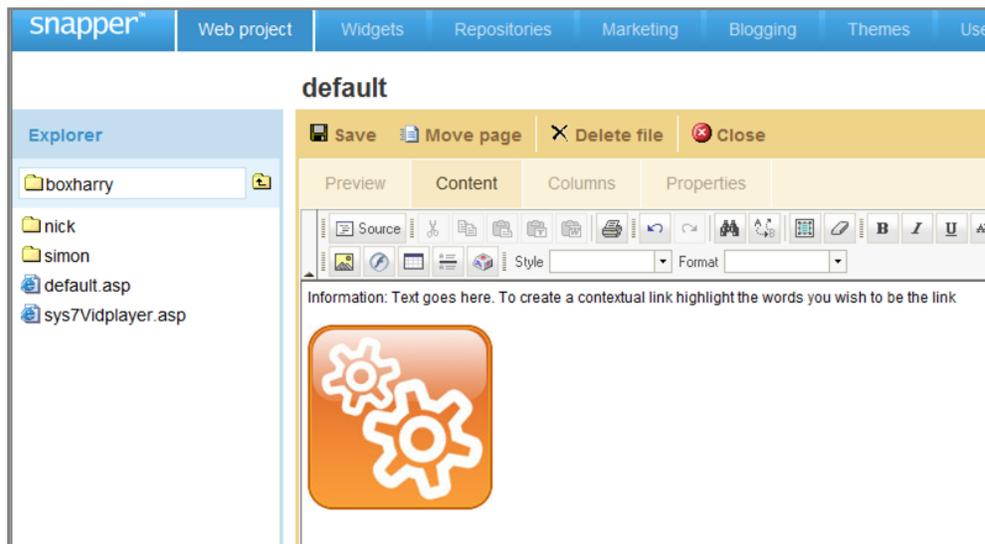
NOTE: Clicking on **any** of the tabs ('Preview', 'Content', 'Columns' or 'Properties') will save your work and change the view to that of the tab you have selected. If you simply want to save your changes as you work (to remain in the 'Content' tab) simply click the same tab you are working in. Clicking 'Save' will save **and close** the page.

15. Pages containing forms and other advanced functionality

Web pages can contain special widgets that provide advanced functionality, such as registration or competition forms and other online forms.

When you open a page that contains special functionality inside the Web Manager, and click on the Content tab, you will see a 'cog' image, similar to the following screenshot. This means the content on the page is made up using a 'widget'. In some cases, you can edit the widget on these pages.

NOTE: If the widget is a form or other type of advanced functionality, please contact Boxharry to make changes to this page.



If you see this image, you can click once on the cog and then click on the  widget icon.

A dialog box will appear and you will see the name of the widget. You can then go to the Widgets hot key to find the widget.

If the widget is an Information Panel (a standard widget made up of text and pictures), you can edit this using the Widgets hot key (see [Section 20: 'Widgets hot key' on page 38](#) for instructions). If you are in any doubt, please contact Boxharry for guidance.

Forms

Please note that forms are built using advanced functionality. If you need to make changes to an existing page containing a form, or wish to have a new form created on your website, please contact Boxharry for guidance. Advanced CMS users should refer to Form Builder Training Notes.

News articles, store items and other advanced features

These items are displayed on your web page using special widgets, such as the News article widget. These features are edited via the relevant module, e.g. Marketing module for the news articles. Please refer to the separate guidance notes or contact Boxharry for guidance.

16. Publishing PDFs on your web page

First, you will need to upload the PDF file to the appropriate folder in the Web Manager:

- To upload a PDF, go to Web Projects and open the 'PDFs' folder in the left-hand menu.
- Drill down into the relevant folder where you want to save the file.
- Click on 'Upload file', browse to the file you want to publish and select. (It may take some time for the file to finish uploading, depending on the file size.
- After uploading your PDF inside the Web Manager, open the page where you want to place the link to the PDF.
- Click on the 'Content' tab and select the text or image you want to link to your PDF



- Use the 'Insert/Edit Link' icon in the header icon area.
- Using the pop-up dialog box, click on 'Browse server' and find the folder containing your PDFs.
- When you have found the PDF file, then click on the 'Target' tab and select: 'New window_ blank' as the option for this, then click 'OK' and your link will be created.

Guidance for creating PDFs for the web

All PDFs should be set to '**Screen optimised**' setting (in Acrobat) and should be **1MB or smaller in size**.

Never use any form of punctuation in a filename. This includes, but is not limited to spaces, commas, ampersands (&), percent signs (%), colons (:) and apostrophes. Underscores (_) are fine.

For SEO purposes, PDF filenames should be all lowercase and, if they contain more than one word, hyphenated (i.e., to name a file such as Terms and Conditions, call this terms-and-conditions.pdf).

17. Proper naming conventions (using the correct filenames)

All items should be named using the following conventions:

- **Never use any form of punctuation or special characters in a filename.** This includes (but is not limited to) spaces, commas, apostrophes, colons and ampersands (&).
- For SEO purposes, filenames should be all lowercase and, if they contain more than one word, hyphenated (i.e., to name a file such as Our Privacy Policy, call this our-privacy-policy.pdf).

This system also applies to naming new pages, folders and widgets.

18. The 'Properties' tab

The 'Properties' tab contains the following information about a web page:

File name:	This appears in the Explorer on the left-hand side. The file name must not contain any spaces or punctuation.
Page title:	This is the text which appears as the main heading on the page.

APPEARANCE:

Theme:	Themes are the templates used to produce the website style. These are set up separately and can be applied to any page on the site. The default theme is called 'Primary theme'
Custom style:	If you've extended your site's styling by using custom CSS styles, you can apply the style here. Ask Boxharry for guidance.

REFERENCE:

Directory name:	If a page is to be displayed in a menu it must be given a Directory name.
Index name:	In order for the page to be automatically displayed in the index it must be given an Index name. This does not have to be the same as the Page Title, and should be chosen to reflect the likely words users may look for in an Index (alphabetised).
Crumbtrail name:	The crumbtrail is usually shown in the top right-hand corner of your website, below the header graphic. This is a trail to show the visitor where they are in the site, i.e. what folder they have browsed to.
Sitemap name:	The name that will appear in your site map, if you use this widget.
Menu index:	This determines where on the menu a page is displayed (if it has been given a Directory name). Changing these numbers can alter the order of your menu listing. (If you want to move a page up the menu, give it a lower number.) 0 is the default number.

SEARCH ENGINE:

Browser title:	<p>This is the text that appears in the uppermost area of your web browser window (above the menus [File, Edit etc]).</p> <p>It is helpful for search engine positioning to add a meaningful Browser title to each page.</p>
Meta keywords and descriptions	<p>Can be added here – these are helpful for search engine positioning.</p> <p>Up to 30 meta keywords (relevant to your business and the page) and a short description.</p>

SSL enabled:	<p>If a website has an SSL certificate for secure pages (https), you can activate this on a page by page level.</p> <p>Please contact Boxharry if you are unsure about this facility.</p>
Status:	<p>Pages can be turned on or off using this function. If the page is turned off here it will not be displayed in the menu.</p>
System version:	<p>This relates to the version of Snapper used by the page.</p> <p>Please contact Boxharry if you are unsure about this facility.</p>

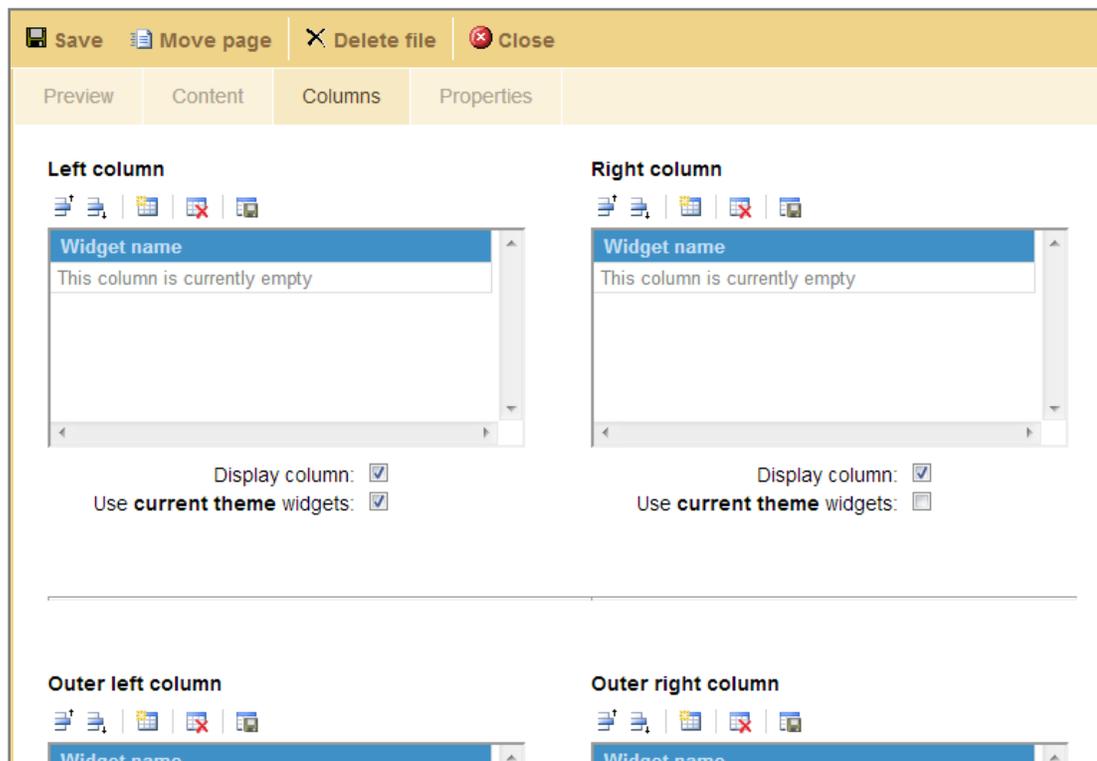
Usually, once a page is set up, you will not have to amend these items.

19. The 'Columns' tab

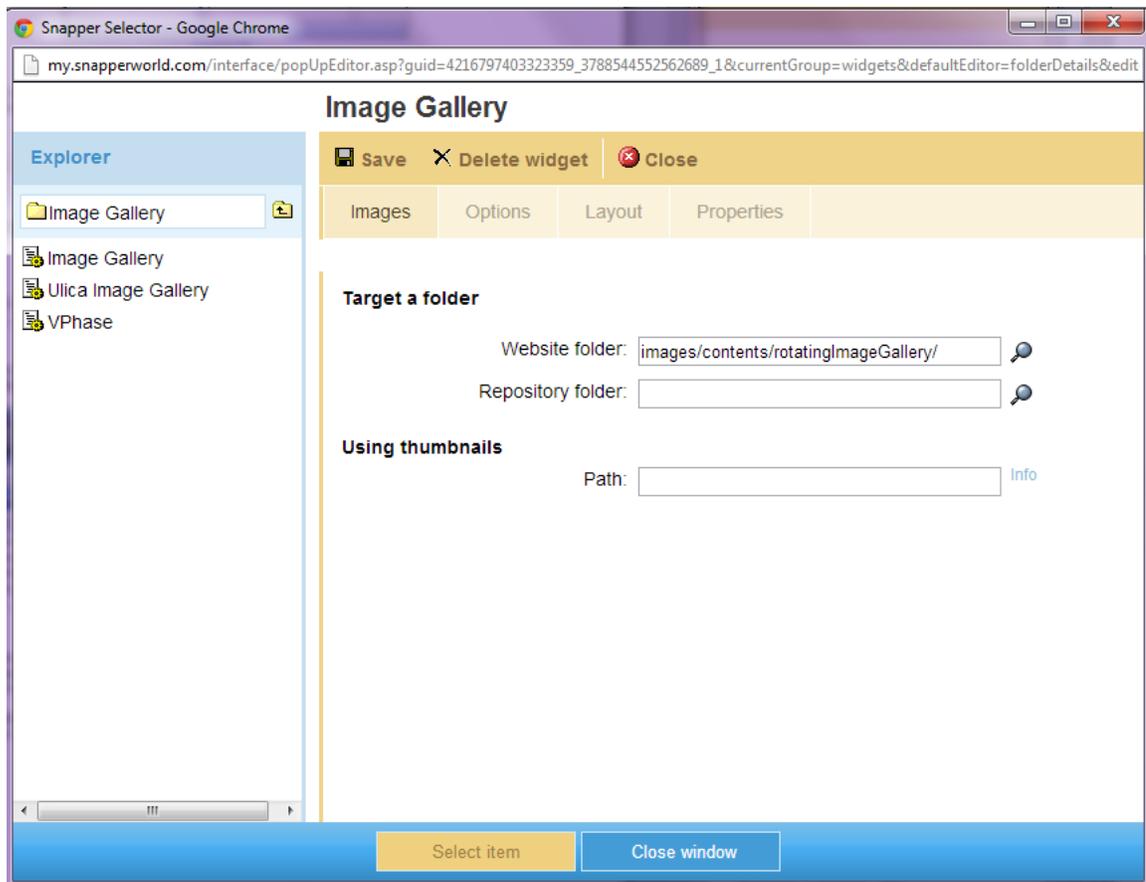
The 'Columns' tab enables you to select existing widgets to be displayed on the menu and feature columns of the page. (Widgets are created using the 'Widgets' hot key, next to 'Web Project', see [Section 20: 'Widgets hot key' on page 38](#)).

Adding a widget to the menu and/or feature columns of a page

- To add a widget to a page, click on the 'Columns' tab and you will see the following screen:



- Go to the column to which you want to add the widget, and click 'Add' . (There is no need to use the 'Outer left' or 'Outer right' columns.)
- You will be presented with a dialog box in which you will need to drill down to the desired widget. Scroll to the widget of your choice and click 'Select'.



- This will place the widget name within the 'Widget name' list for the column. When you click 'Save' the widget will appear on the page.
- To change the vertical order of widgets click on the widget you wish to move and then click the up  or down  buttons to move position.
- To remove a widget from a column, click on the widget then click on the 'Delete' icon .

When you have finished editing the widget columns

When you have made changes to your page, please ensure you click 'Save'.

If you accidentally hit 'Close' without saving, your changes will not be saved.

20. The Widgets hot key

Widgets are re-usable parcels of information. By simply 'snapping' them onto a page in any required position, they can be quickly and effectively deployed.

Widgets can be placed on many pages of your website and, when you update the one widget, the changes will be applied to all instances of the widget. In other words, every page displaying the widget will automatically update.

These widgets contain information that is either dynamically generated from pre-defined scripts (e.g. menus) or customised by website administrators (such as a widget displaying contact details).

Built-in widgets

Built-in widgets automatically provide special functionality from pre-defined scripts. **Only Boxharry administrators can edit these widgets.** If you are in doubt, please contact Boxharry for guidance.

Website Menu widgets

To create a menu that is built dynamically as you create pages:

- Go to widgets hot key, and select 'Structure' folder.
- Choose 'Create new widget' and give it a name.
- Select the Widget template using the magnifying glass – in this case, 'Website Menu', then hit Save.
- In the left-hand menu select the widget you've just created and click on Target:
- You then click on the magnifying glass to select the folder content you want the menu to display.
- A pop-up appears and shows you the contents of your web project and hit save.
- You add the widget to the theme (for multiple pages) or page on which you want it to display.
- When placed on a page, the menu will now display any pages within this folder that have a status of 'On' **and** have been given a 'Directory/Menu title'.

21. Creating a new widget

To create a new widget for use on the website:

- Go to the Widgets hot key.
- Click on 'Content' in the left-hand Explorer menu and drill to the folder where you will place the widget.
- Click on 'Create new widget'.
- Select the widget type you require by clicking on the magnifying glass next to the 'Type' field.
- A pop-up window will appear, double-click on the widget type required and click 'Select item'.

Widget templates (types)

There are a number of different types of widgets, including the following. You may see some of these in the list of widget types when you create a new widget:

- **Information Panel** – a standard widget for displaying text and pictures. This is the most commonly used widget.
- **Website menu widget** - these widgets are used to set up site menus
- **Google map** – create and configure Google maps on your website
- **Image gallery** – create and manage image galleries on your website
- **Index/index Results** – these widgets manage and display the A-Z index of your site content
- **Search/Search Results** – these widgets manage the search facility on your website
- **Registration form** – create online forms
- **Log-in/Log-out widgets** – these widgets manage the login facility for websites with user registration and managed areas
- **Competition entry form** – this widget is used on competition pages and contains the standard entry form questions
- **Language selector** – this widget is used on multi-lingual sites
- **Online store** – this widget is used on e-commerce sites and control the shopping process, including the Shopping Basket and payment processing

When you have selected the appropriate widget type, enter a name for the widget and click 'OK'. The widget will then be displayed in the Explorer list on the left-hand side. You can now click on the widget to edit it.

For more information about widgets contact Boxharry.

22. Editing existing widgets

To edit the contents of an existing widget, there are two options:

Using the Widget Hot Key

Click on the main 'Widget' tab next to 'Web project'.

From inside the web page

In the Web Manager, open the page where you have placed the widget in the menu or feature column.

Go to the Columns tab and double click on the widget you want to edit. This will take you into the 'Widgets' hot key, and will open the widget to enable you to make changes.

Click on the relevant widget and, like a web page; you will see a preview of the widget.

You will also see a list of tabs. These vary according to the type of widget, but typically you will see:

- **Preview** – shows a preview of the widget
- **Properties** – enables you to add a title for the widget (to display on screen), as well as setting Custom widget styles
- **Content** – the same as the page 'Content' tab

For some widgets, including 'Menus' widgets, you will also have a tab called 'Target'.

Widget properties

Widget name:	This appears in the Explorer on the left-hand side
Title:	This is the text which appears as the main heading on the widget.
Custom style:	<p>If a 'custom' style has been created for a widget, you can type the name of the style here and the widget will pick up the style.</p> <p>For example, 'blueWidget' is the name of a custom widget style set up in the Theme style sheet (see notes on next page).</p>
Widget information:	Information about the date of creation and amendment of the widget are displayed below.

Using Custom Widget Styles

Widgets have a pre-set style that is controlled by the Theme applied to the page.

For example, your website theme may make all 'Information Panel' widgets appear with a teal-coloured heading, a dotted underline the main text on a white background and all links in magenta, as per the example below:



In addition, it may be possible to have 'Custom widget styles' – these additional styles extend the layout of your web page, enabling you to use additional, pre-set colour schemes to enhance your web page. For example:

- limeGreenHeadingWidget could display a green title bar with a white background
- orangeHeadingWidget could display an orange title bar with a white background

In the widget's 'Properties' tab, you can add the 'Custom widget style' name (exactly as provided to you), and 'Save'. When you preview the widget, you will see the new colours in use.

Each website may have its own set of 'Custom widget styles' built into the template. Please refer to your list of custom widget style names (provided separately by Boxharry).

23. Exiting the system

If you do not use the CMS for approximately 10 minutes the system will time out.

Please click the 'Refresh' button on your web browser and then log back in to continue using the system.

There is no 'logout' button. Simply closing your browser (not just the tab or page) logs you out.