KENTICO 8.0 CMS
USER MANUAL

Logging In

The Kentico website editing system provided by Keystone is web based, which means you can edit your website from anywhere in the world as long as you have an active internet connection. Please note that Keystone employees love to travel. If you choose to edit your website from say, a brewery in Colorado, know that we would love to join you and give you pointers along the way.

You can bring up the login screen by typing the word "cmsdesk" at the tail end of your URL. It will look like this:

http://www.yourdomainname.com/cmsdesk

You'll then see a login screen. Enter your user name and password, and click "Log on". If you don't have a username and password, contact Keystone.

Congratulations, you now have full editing power within your website! No reason to be nervous, we will equip you with the knowledge you need…read on!

Once logged in, you'll see the Kentico Admin Control Panel (also called the Dashboard) in figure A. This is the hub of your website. The easiest way to get around your website will be to go to the navigation tree. To get there, click the "pages" tile.

A

TIP: By clicking the settings button here, you can rearrange the buttons on this admin page.
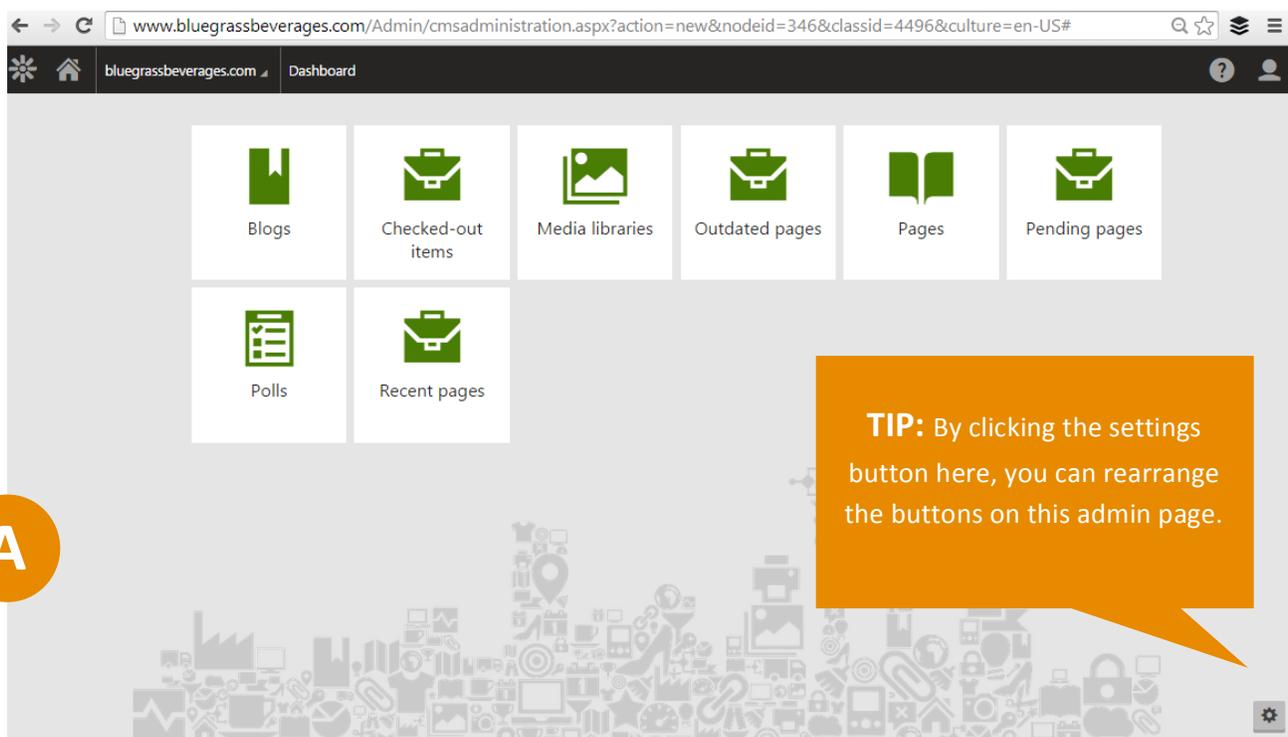
Good. Your screen should then look like figure B on the next page.

This screen will show the navigation tree to the left, tabs and toggle buttons at the top, and the viewing pane on the right. Note that when you first log in, your cursor will be placed at the top of the navigation tree, the "global" position and the viewing pane will show only a portion of your new website's design.
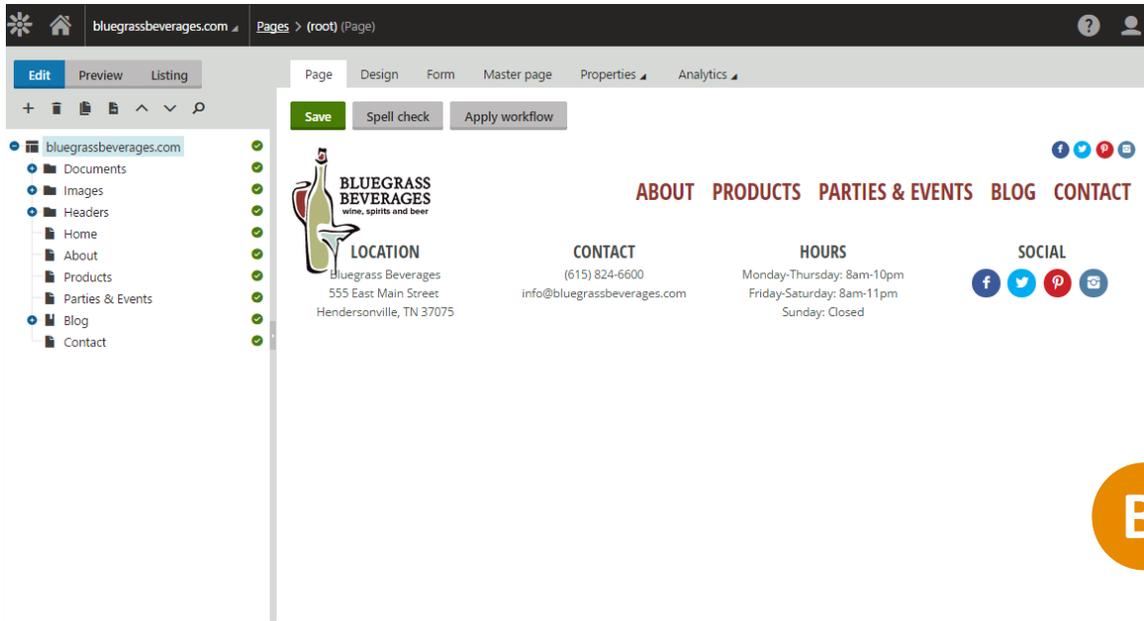
The Navigation Tree

The Admin Navigation Tree is how you will select the pages you want to edit. Much like the Windows File System, you can click the plus signs next to any page and expand it to view anything filed inside.

You have an Images folder and a Documents folder. These two folders are for storing any pictures or documents you wish to add to your website pages. This particular website example has a "Headers" folder. This is just a special folder for this site, and your website may or may not have a need for this.

Below these folders, you'll see your websites "top-level" pages.

Above the tree, you'll find a series of action buttons. In order from left to right, they are New, Delete, Copy, Move, Move Up, Move Down, and Search.

The "**New**" button helps you to do things like upload new images to the Images folder or create a new page. The "**Delete**" button will remove any page or file that you no longer need. "**Copy**" and "**Move**" will allow you to duplicate certain items or move others to a new storage location. And finally, the "**Move Up**" and "**Move Down**" buttons let you reorder your pages, images, and documents at any time you wish. NOTE: As you reorder pages here, they will also reorder on the site Navigation.

Take a few minutes to push some buttons and get familiar with your website's Admin Navigation Tree. However, do this with caution. Make sure to put things back as they were.
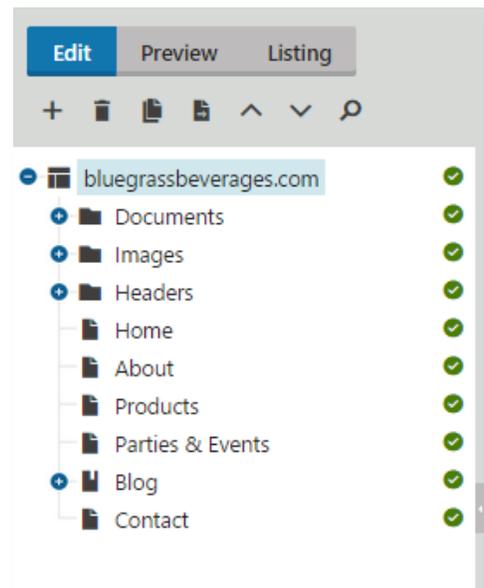
Editing On-Page Content

To edit the content of a particular page, simply click that page's name on the Admin Navigation Tree. That will load the edit view of the page on the right-side viewing pane as shown below. **TIP:** Make sure you click on the "Page" tab at the top.
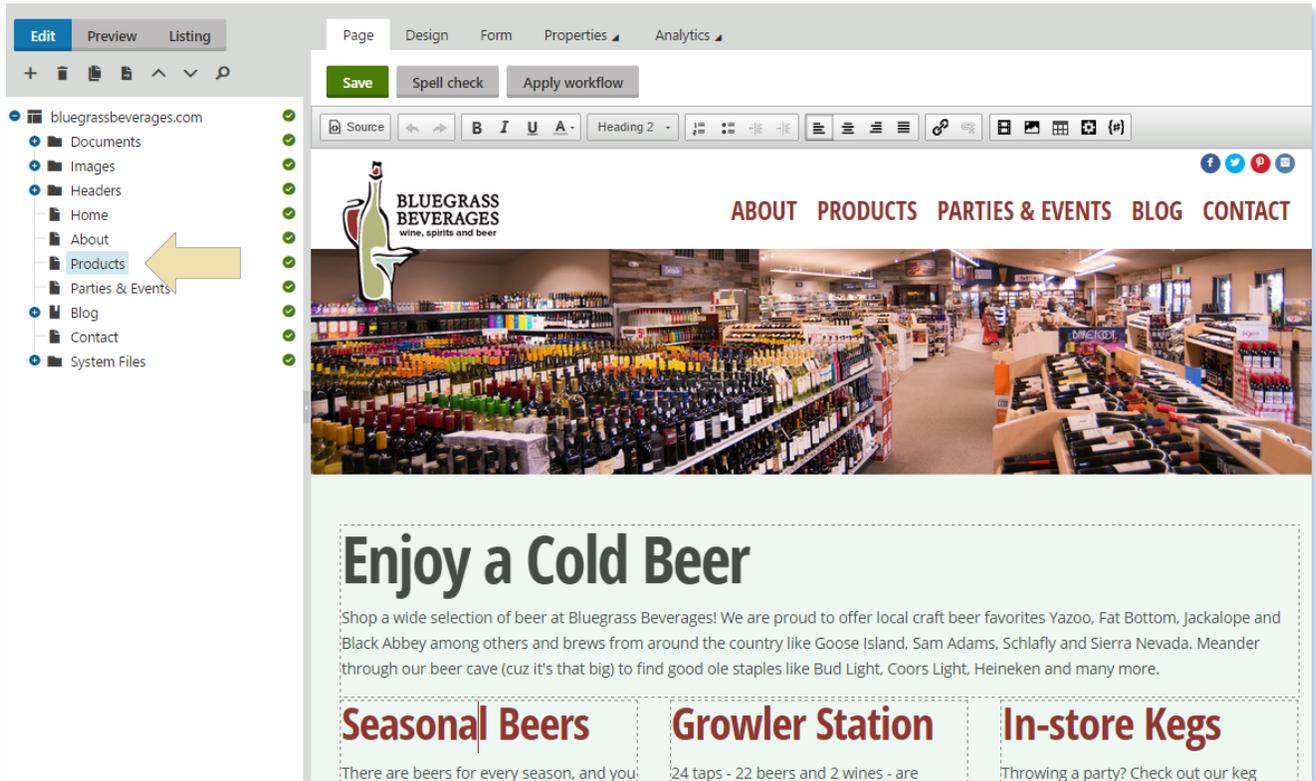
Editing Text

You have everything you need to make edits without being confused by unnecessary buttons. Below, you'll find a key to help you quickly find the buttons you need for the task at hand. However, you can also hover over any button in the editor, and a little label will pop up telling you what that button does.

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Numbered list	Left justify	Insert link	Insert/Edit image or media
Bulleted list	Center	Remove	Quick upload
Outdent	Right justify		Table
Indent	Full justify		Insert/Edit widget
			Insert macro
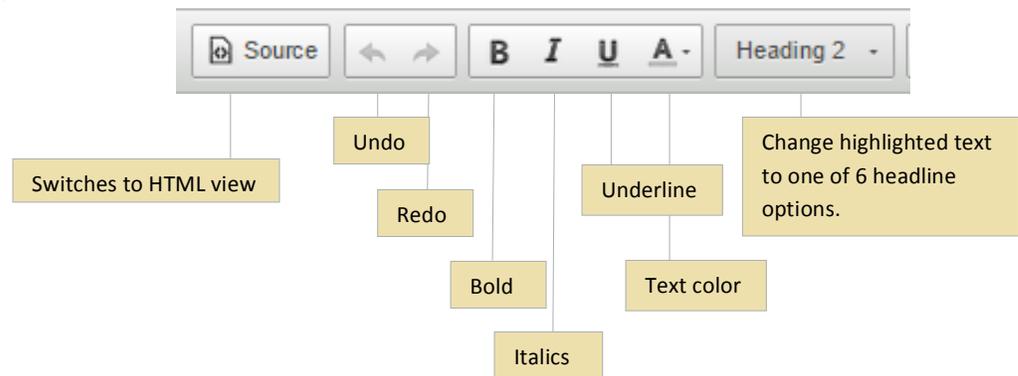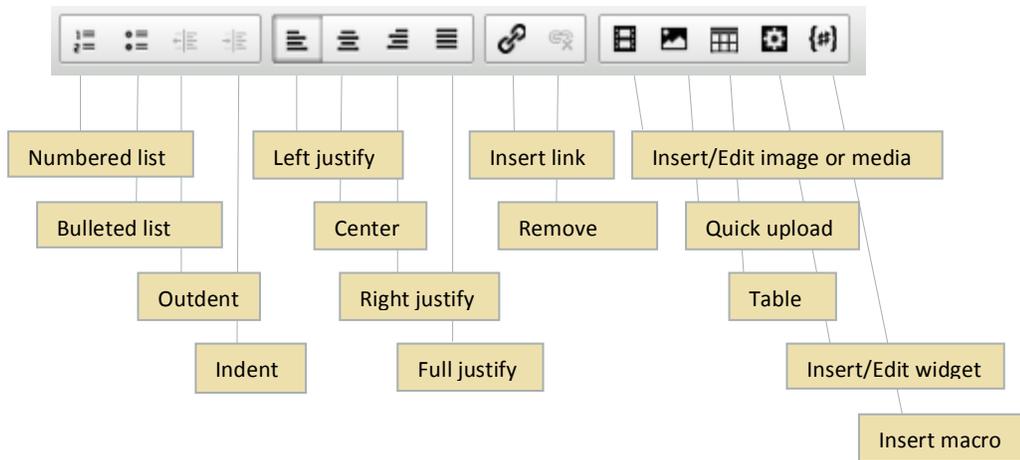
Notes about the Text Editor

- When pasting into the text editor, always choose the "Paste as plain text" option. It strips out the unnecessary formatting code that typically lies in the background for programs like Word. Forgetting this step could mean funky looking text on your website as well as difficulty editing that page in the future.

- Users (this means you) are advised against changing fonts. Your website design includes a selection of fonts for headlines and text, and if you simply type or paste as plain text, your fonts will remain consistent across the site.

- Want to embed a YouTube video? No problem. All you need is the video URL. This applies if you're the original creator or not. When on the video's YouTube page, click Share beneath the video for the official URL. Then go back to your site, click the Insert/Edit YouTube Video button, paste in the URL, and customize it as you see fit using the options available.

  NOTE: If you're posting a blog, with more than one video, you might want to make sure the videos are the same size. You can do this when you customize, or you can right click on the video and change the size there.

Adding an Image to a Page

You can use the text editor to pull images you've previously uploaded to your Images folder onto the page you're currently editing. Here's how:
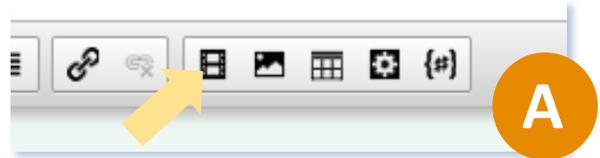
- With the cursor inside the text area (put the cursor where you want the picture inserted), click the Insert Image button, as shown in figure A.

- That will bring up a new window. You will see your Admin Navigation Tree on the left (see figure B). Click on the Content button at the top if a different screen pops up. Click the plus sign next to the Images folder to expand its contents.

- Single click on the filename of the Image you wish to insert.
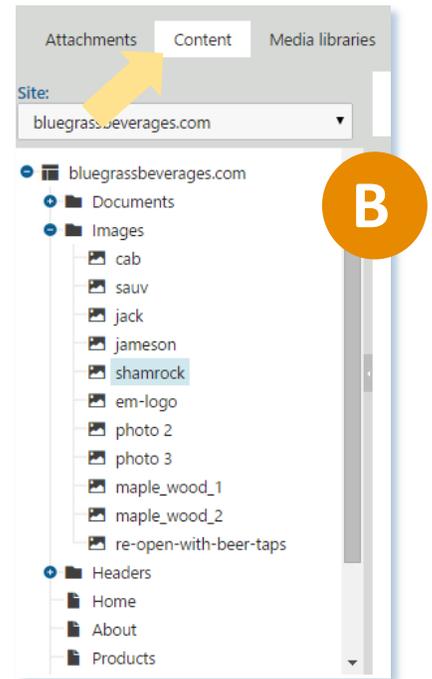
- That will bring up an Image Properties interface that looks like what you see in figure C. There is a preview of the image and several settings you can adjust before inserting the image.

- Use the Width and Height fields to change the image's dimensions.

- Use Border Width to give the image a border. Use this to set the border width you prefer.

- Use Border Color to change the color of the image's border.

- Use Horizontal Space and Vertical Space to put some padding around the image. We typically use 10 pixels of space. This will give your site a more polished and less crowded appearance.

- Use Align to align the image to the Left or Right. This lets the text in the text area wrap around the image.
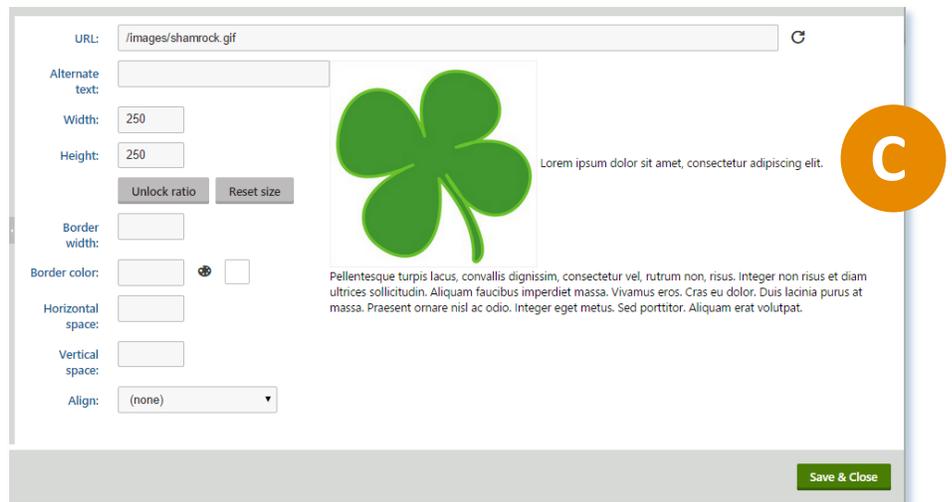
- Click Save and Close when you are ready to insert the image. Way to go!

Notes Regarding Images

- You can always go back in and change any of the settings you chose by right clicking the image inside the text editor and selecting the option.

- If you align the image to the left or right when you insert it, you can click, hold, and drag the image anywhere you want in the text editor, and the text will still wrap around the image properly.

- Remember, you'll need to upload your image first using the method outlined earlier in this manual. Then, go to the proper page and "pull" that image into the text editor.

- About image selection. We really don't want you to get in trouble over images: so please make sure that you have the legal right to post the pictures that you choose. Purchase them or find them on one of our free image websites like Pixabay or Gratisography.

You can upload and then link to documents such as Word, Excel, or PDF files. The process is very similar to uploading images.

Here's how to do it:

- Click on the Documents folder name (not the folder icon, but the word Documents), click on the New button, and then File as shown in figure A.

- Click Upload as shown in figure B below.

A

B
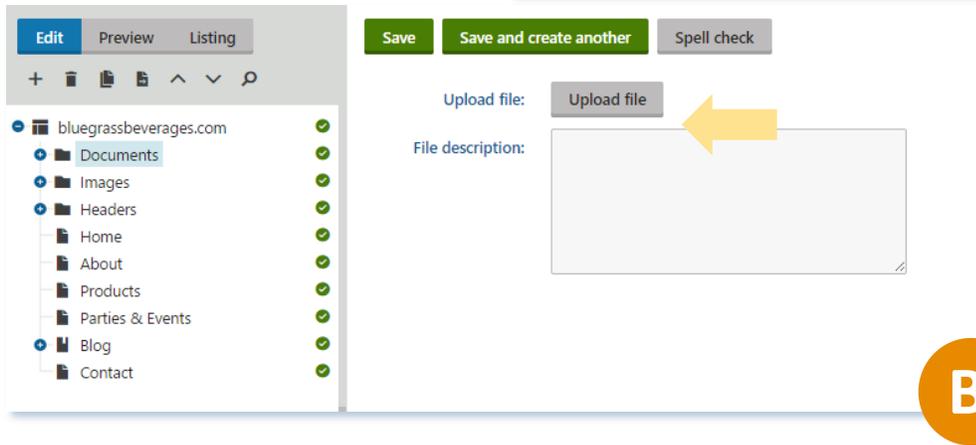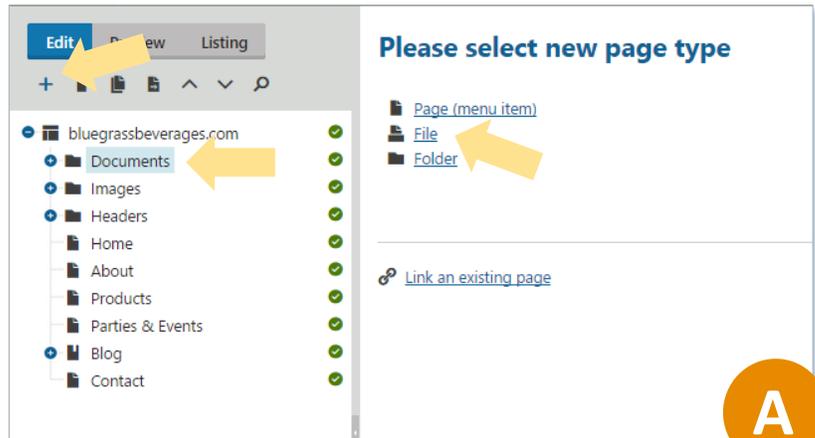
- Choose the file you want to upload, and click open as shown in figure C.

- Then click save!

C
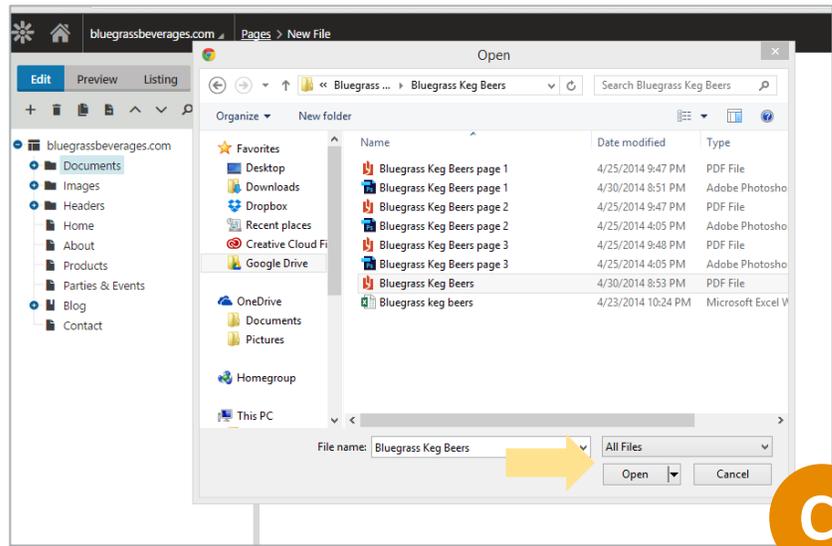
- The system has uploaded your document to the Documents folder. It will come up as the last document in the folder, highlighted to the left in figure D.

- If you want to double check that you've uploaded the correct document (which we recommend), click the link. It should open in a separate viewing window.

- Woohoo! You're getting good at this!

D
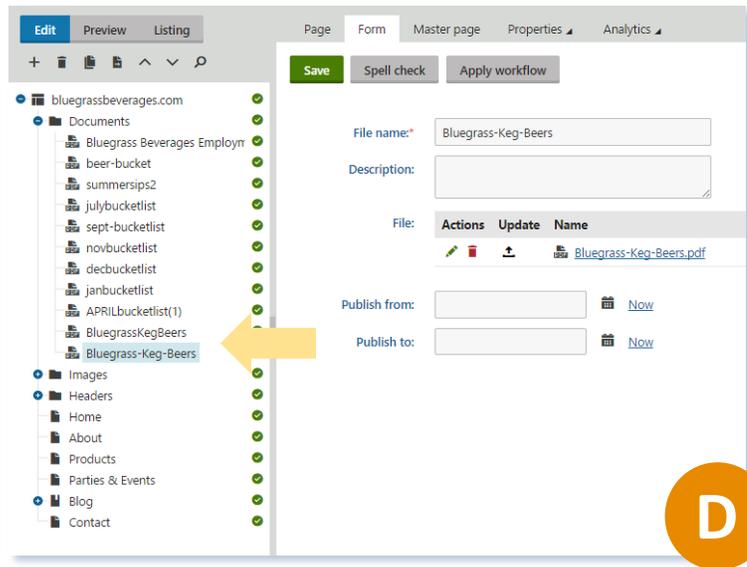
Page Properties

Hiding pages from public view

- If you wish to hide a page from the public (meaning you want to remove it from the navigation bar) but still keep the page live, you can do so on the Properties Tab for that page. Click the Navigation sub-tab. See figure A.

- Simply uncheck the box labeled "Show in navigation" and then "Save". Now the page will disappear from the public's view and from your site's navigation.

- If you know the URL for that page, however, you can still send the link to people internally that need access to the page.

- **HINT!** You can find the URL for any page by going to the Properties tab, then the General sub-tab. Look for the line that says Live URL. For example, if we're looking at

  the Contact page, it will be http://www.yourdomainname.com/contact .

A

B

Basic properties

Menu caption:

Show in navigation:

Show in sitemap:

Culture: English - United States

Name path: /Contact

Live URL: /contact
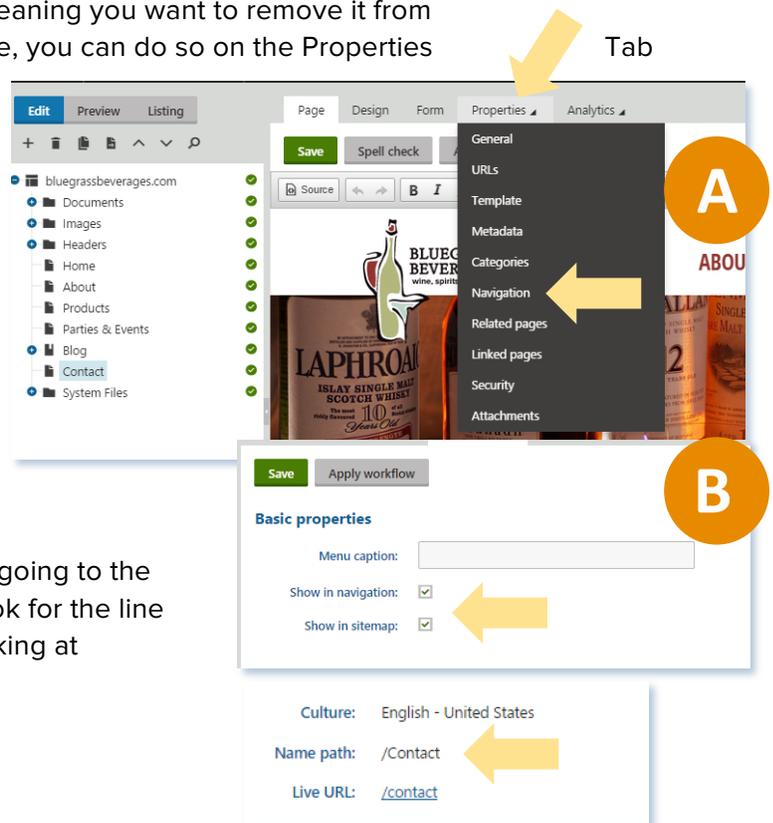
Other Odds and Ends

Changing the name of a Page, File, or Folder

You can always change the name of any Page, File, or Folder in your Admin Navigation Tree, as shown in figure A.

- Click on the item's name in the Admin Navigation Tree.
- Click on the Form tab. Then change what's in the box named Page Name.
- NOTE: If you're changing the name of a folder, document, or image, the box will be named "Name" as shown in figure B. However, this will not change the URL.
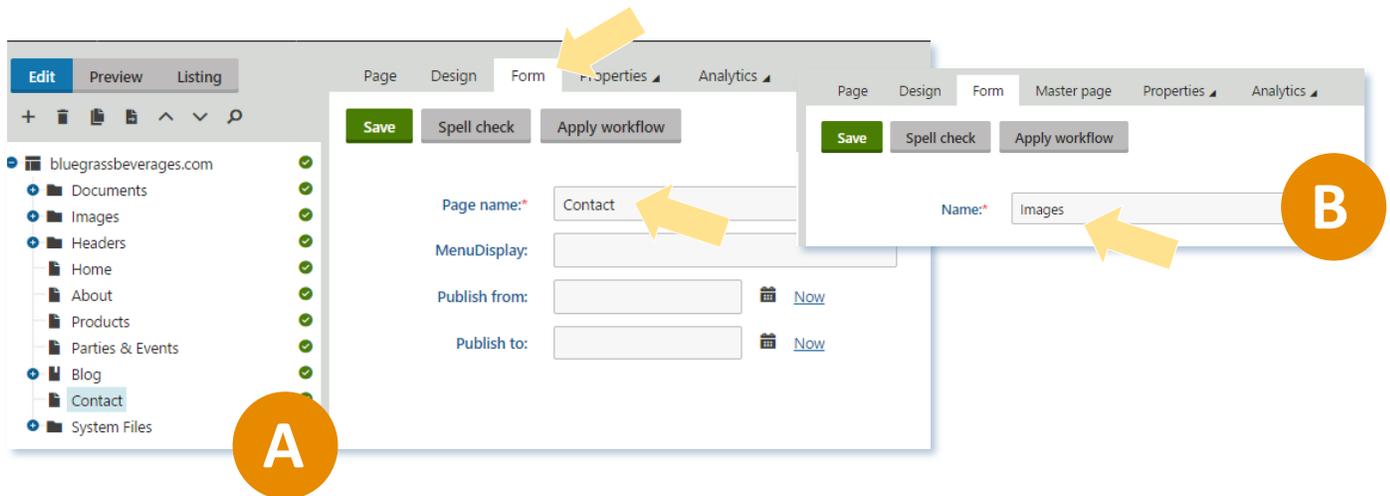
Creating a new Folder

You can create a new folder the same way you create a new document.

- Click on the parent item name corresponding to where you want to nest the new folder – it might be underneath the main Images folder, under a specific page, or under the "global" position.
- Click New.
- Choose "Folder" from the list of options. See

  figure C.
- Give the folder a new name. See
  figure D.
- Click Save!
- **TIP:** Depending on how big your website is and how many images and documents reside there, you may need to create subfolders to organize them better.
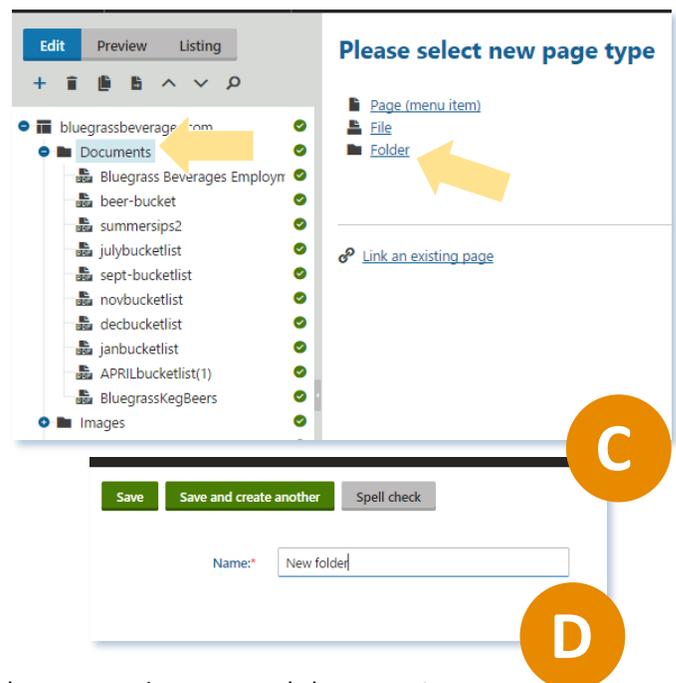
Toggle between Edit and Live Site Views

You can toggle between the Edit view and the Live Site view using the buttons near the top of the CMS dashboard See Figures A & B. This will show you what your visitors are seeing as you make updates.
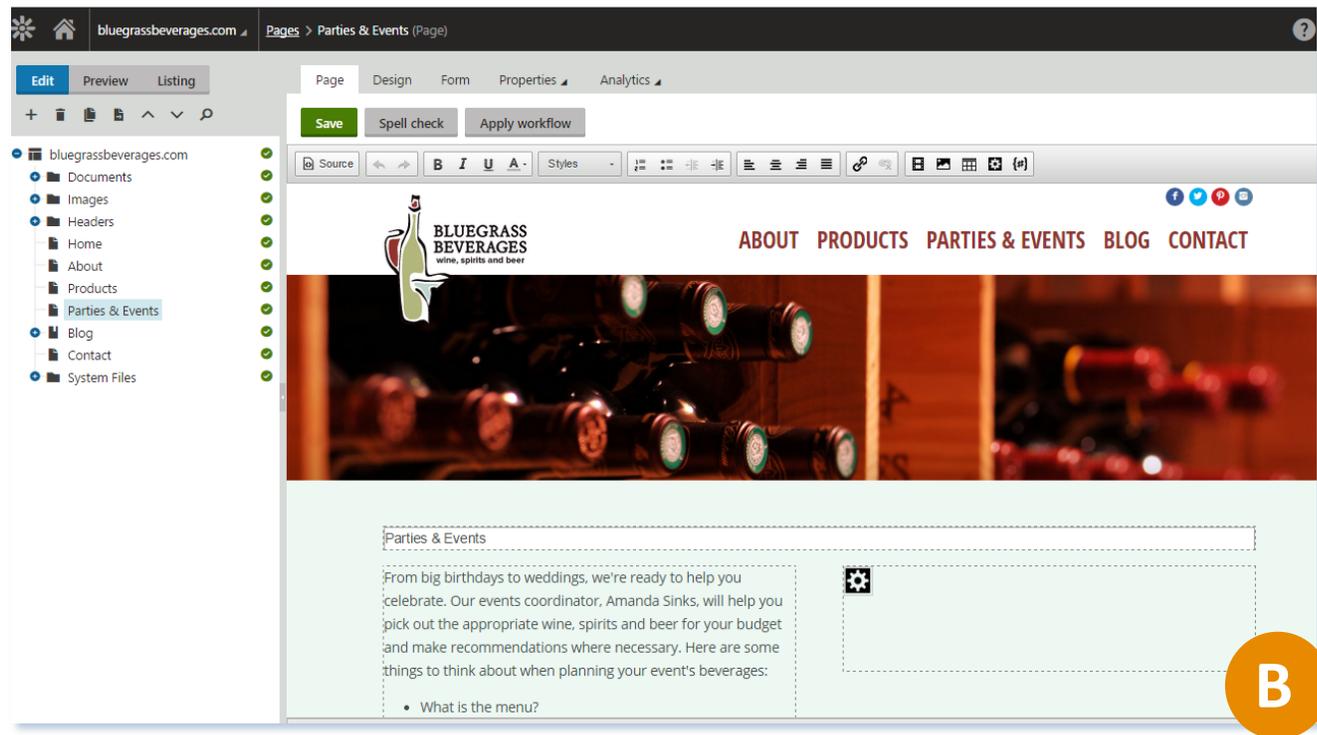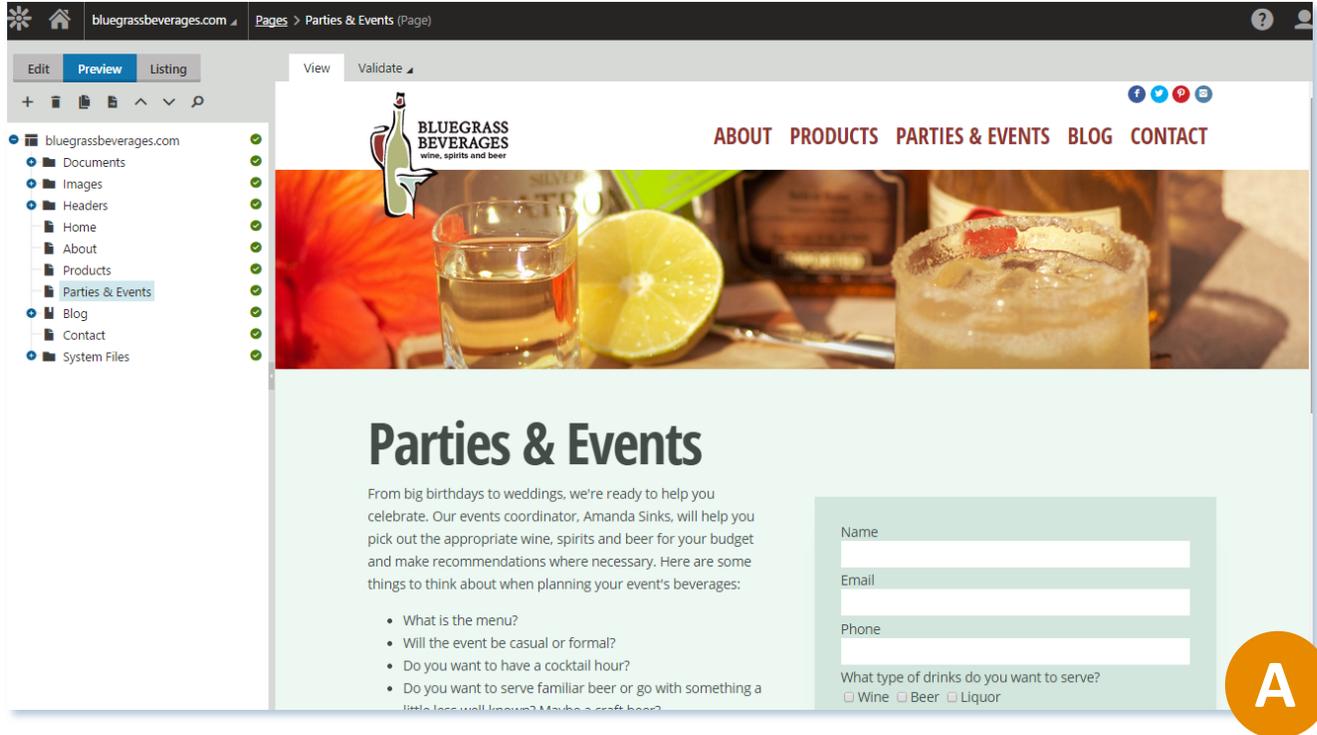
The Save Button

The Save button has two functions:

1. It saves your progress. If you edit a page's content using the text editor and then click over to another page without first clicking Save, you will lose your work! You must click Save before moving on.

2. It also publishes your progress live to the web. For this reason, users are encouraged to use the Save button frequently when adding or editing content on a page. Also, using the Live Site and Edit view buttons at the top will allow you to see easily how your most recent changes appear on the live site.
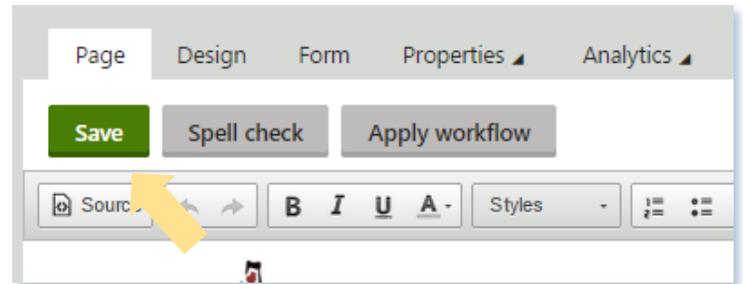
Moving Items in the Admin Navigation Tree

You can move a subpage, file, or folder in the Admin Navigation Tree so that its parent changes. For instance, you could move a document (we've chosen one called *beer-bucket*) from underneath your Documents folder page so that it is now listed under your Images folder.

- Click once in the Tree on the name of the item you wish to move. Click Move at the top of the Tree. See figure A.

- Then simply select the file's new parent destination. Click Move. See figure B.
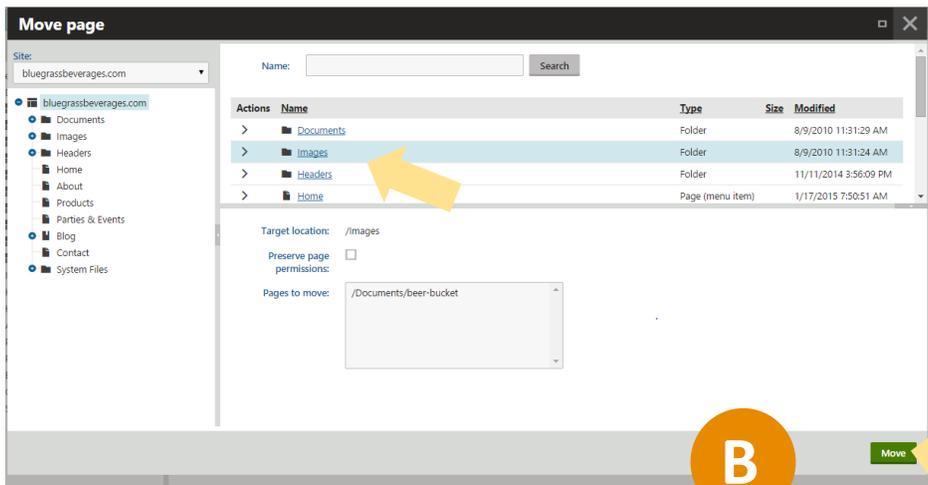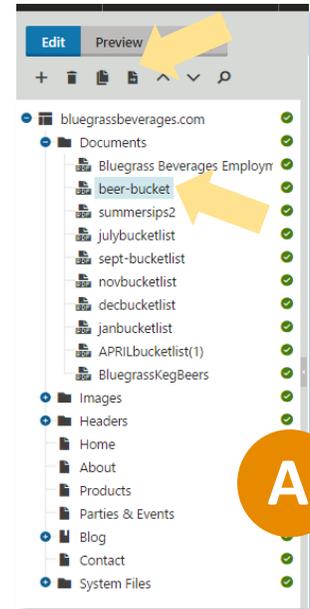
- See figure C to the right. Now you see the document in its new home.

- This process works the same way with pages and subpages as well.
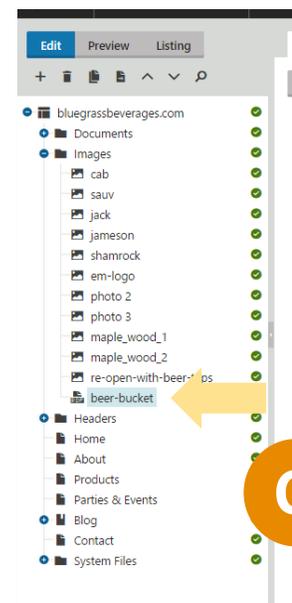
Editing Metadata for search engines
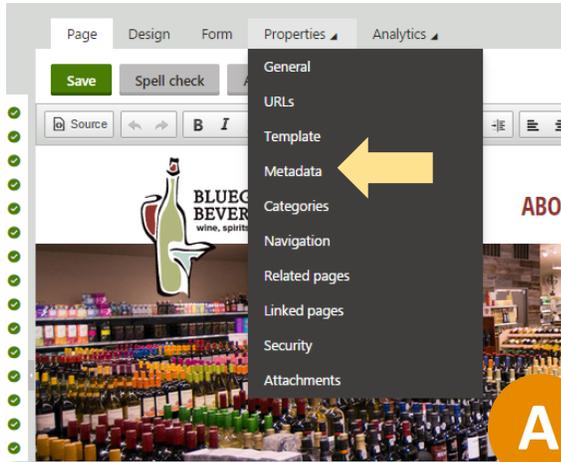
Every page on your site has a Title Tag, a Description Tag, and a Keyword Tag. These are areas the search engines look at in your website's code to try and learn more about you. You can edit these tags for any page by clicking on the page name in the Admin Navigation Tree, then clicking the Properties Tab. The fourth sub-tab down is called Metadata. Click that. See figure A.

Some tips: (see figure B)

- Page Title – You have about 8-11 words to title this page using good keyword usage.

- Page Description – This shows up as the descriptive text underneath your website's listing in Google's search results. You have about 1-2 sentences to describe what this particular page is all about.
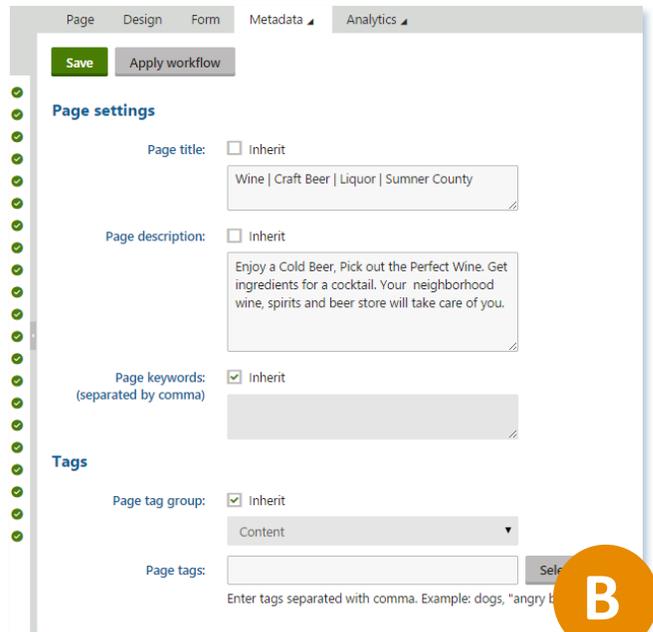
Blogging Basics

To Add a Blog:

- Go to Pages.
- Highlight the blog section.
- Click New.
- Click Blog post. See figure A.
- Enter the post title, postdate (when you think it will post), post text, Depending on how your blog is designed, you might also need a post summary. See figure B.
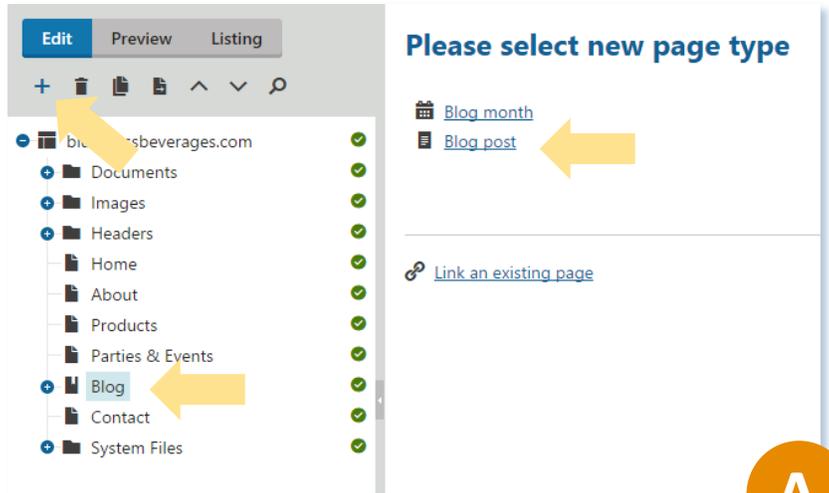
A
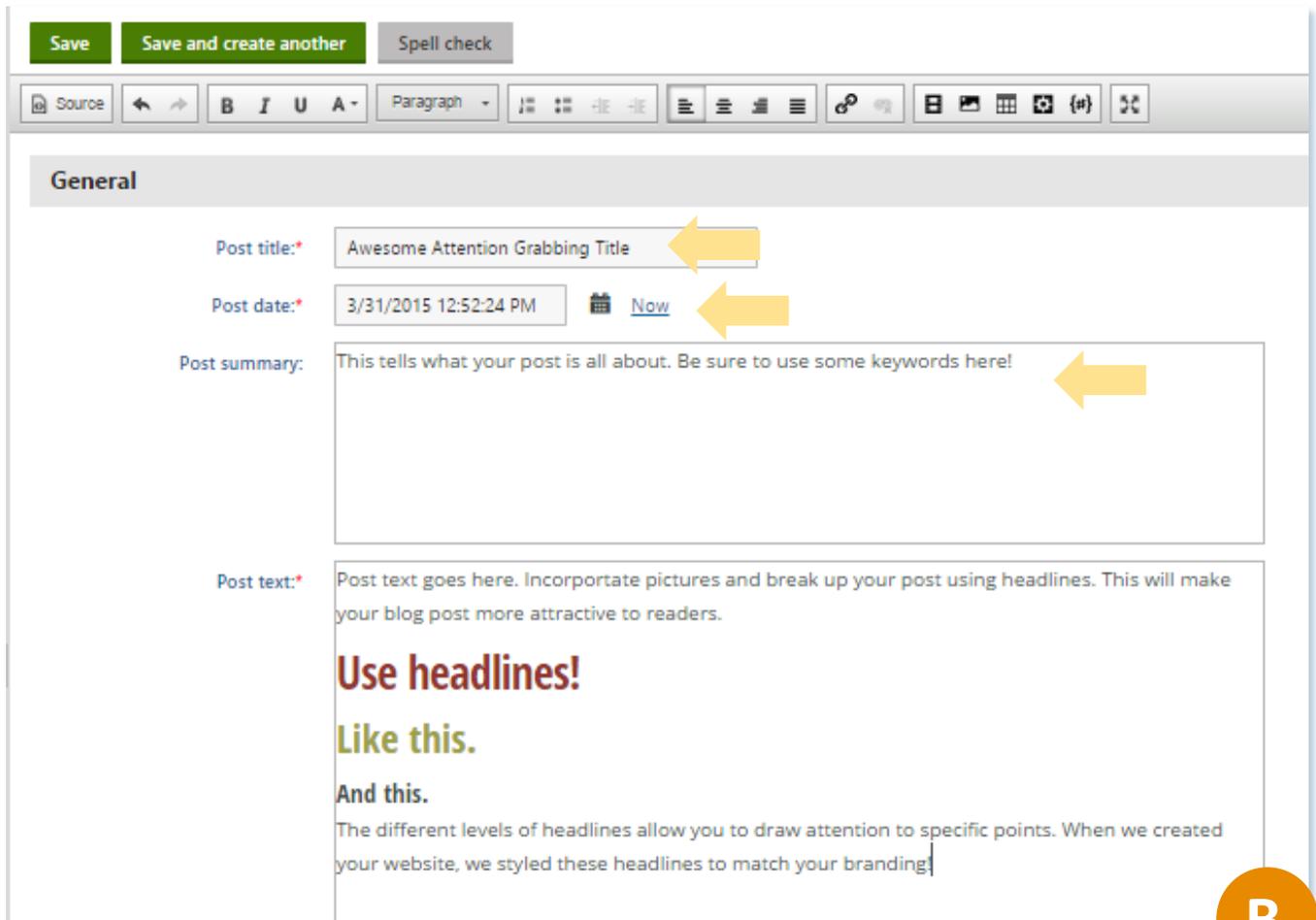
B

- See figure C. You may also need a post teaser. This is an image that will appear on your main blog page next to a summary of what your blog is about. Each website is different so you may not need this option.
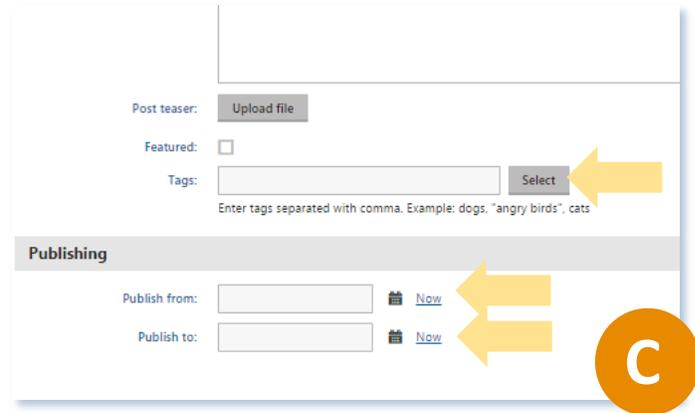
- To schedule a blog for the future or have a working draft of a blog post, schedule a publish from date that is in the future.

- Only schedule a publish to date if you want the blog to come down or unpublish at some point.

- Some blogs use a tag system. If you have a tag that is more than one word, the tag needs to be put in quotes. For example, "website tips."

- To change the metadata, go to Properties, then Metadata. See the previous section on "Editing Metadata for search engines."

To Add an Image to a Blog:

- Add an image by clicking the image icon. See figure A.
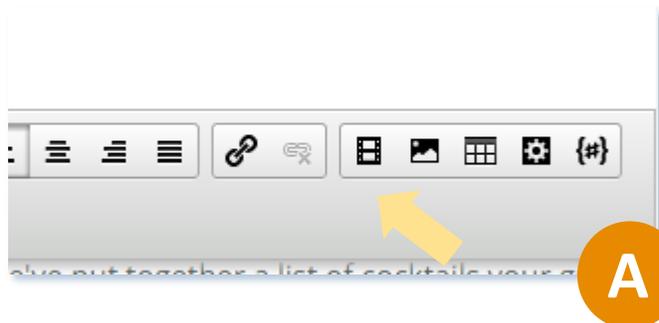
- You can get an image from your computer or one that is housed on your site. See the previous section called "Adding an Image to a Page" to see how to get an image from your Images folder.

- To find an image on your computer, click the image icon in figure B. Find the image and push open.
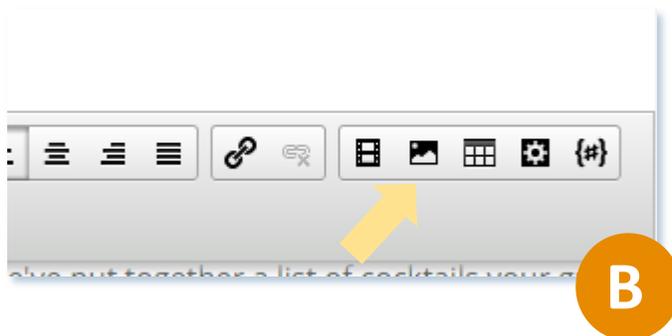
- See figure C. To edit the image, double click on it.

- In the bottom box, you can change the size of the image, add a border or padding (horizontal/vertical space), and align the photo. For SEO purposes, we recommend adding alternate text.

- To make further edits, you can click the green pencil beside the picture name at the top of the box. Using this tool, you can resize, rotate, crop, and more.

Blogging Tips:

- Bullet lists or top 5/10 list articles do well.

- Try to link back to various pages on your site where appropriate.

- Use a call to action (CTA) where appropriate.

- Headlines are important. Make them interesting to intrigue the reader.

- Write like you speak. Don't use jargon that your primary audience won't know. If you do, be sure to define.

- Word count should be about 600 words. Over 1,000 words might be best separated into two shorter blogs. Going shorter on occasion (about 350 words) is fine if you don't have much to say, or you are just linking to another article.

SEO Tips:

(Go to Page, then Properties, then Metadata in the admin to see SEO fields.)

Here are some SEO best practices for those fields:

- Write blog posts. Google likes fresh content.

- Select one emphasized keyword or phrase per page. Use the keyword 2-3 times in the page copy, but let your language flow naturally.

- Meta titles: Keep under 64 characters. Use keyword early in the title. Limit use of domain name in the title. Each page title within the site should be different.

- Meta descriptions: Really aren't important for SEO, but these are the snippets Google will use so they should be unique, short (160 characters or less) and say how the page will help the visitor. Each description within the site should be different.

- The keyword field in metadata doesn't really matter anymore. Most SEO experts are saying don't use it because the search engines don't use it, and it gives out your keyword research to any site you view as a competitor.

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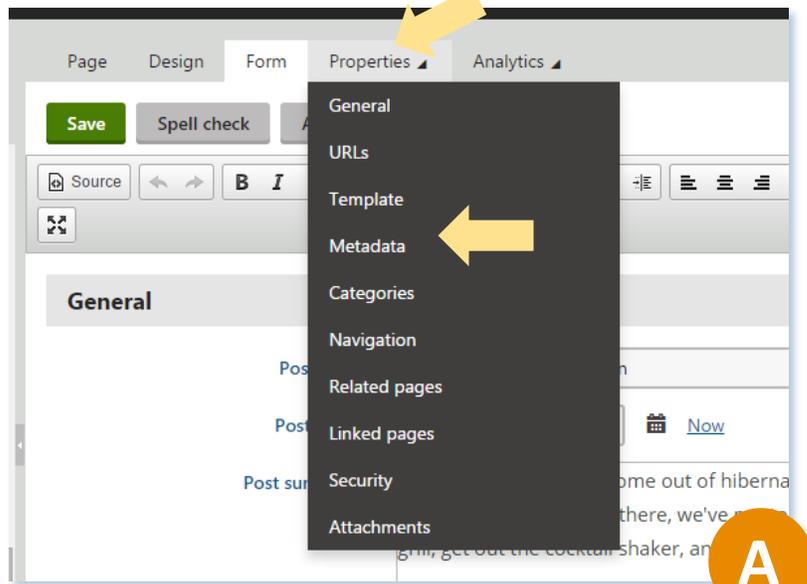
Are you ready to tackle web editing?

If not, don't worry!

We won't leave you high and dry to figure all this out on your own. We know it helps to simply talk through it. We're an open book! If you have issues with editing your website, please call us!

Thank you for reading this gargantuan manual, and we hope that it has been useful!

-Your friends at Keystone

Life is too short to worry about stupid things. Have fun. Regret nothing, and don't let people bring you down.