

# Website Design & Development www.KoaConsulting.com

Aloha, and welcome to the **Koa Consulting Getting Started Guide**. This guide contains some useful information about how to manage your new website. If you have questions about managing your website, your email, website statistics, or getting help, please read on. We suggest you keep this document in a location that you can access easily as you will most likely need to refer to it often.

Need additional help and support? Please refer to our website's support area at: <a href="http://www.KoaConsulting.com/support/">www.KoaConsulting.com/support/</a>

Are you too busy to manage the website yourself? We offer full-service maintenance for your graphic design and website development needs. We can give you a quick quote and make the changes you need ASAP! Please fill out our Client Questionnaire online at <a href="http://www.koaconsulting.com/client">www.koaconsulting.com/client</a> or email us with a detailed description of your needs at <a href="http://www.koaconsulting.com/client">koa@koaconsulting.com/client</a> or email us with a detailed description of your needs at

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# **Your Website Front-End**

Your website was created in such a way that it is powered by a full-featured <u>Content</u> <u>Management System</u> (we will refer to it as a <u>CMS</u> from here on to help simplify things). In simple terms, this means <u>YOU</u> are able to be your own "*Webmaster*" and manage your website by simply logging in to the Control Panel via your Web browser!

The website **Front-End** is basically your website as the general public sees it, for example the Koa Consulting website Front-End is at <u>www.koaconsulting.com</u>. The only requirement for accessing your website from the Front-End is an active Internet connection and an up-to-date Web browser (such as Mozilla Firefox or Internet Explorer. We suggest that everyone uses Firefox as it is reliable, easy to use, and free. You can download it by going to <u>www.firefox.com</u>.

To access your Administrator Back-End, please read on:

# **The Administrator Back-End**

The Administrative Back-End consists of the "Control Panel" where you can manage all aspects of your website.

#### What is the Administrator Back-End useful for?

- Adding new pages to your website or modifying existing website content.
- Managing your online store if applicable.
- o Configuring or maintaining your Custom Features.
- Creating new user accounts to give others access to the administrative features of your website.

**Note:** Please exercise caution when editing your websites features.

#### Accessing the Back-End

 To access the Back-End of your website, begin by opening up an Internet browser (Firefox, Internet Explorer) and typing www.<yourwebsite>.com/administrator into the address bar.



**Tip:** We like to take the **"Two Tab Approach"** whenever we make any sort of update or change to a website that we are working on. The Two Tab Approach is where you load your website **Front End** in one browser *Tab* and the **Administrative Back-end** of the website in another *Tab*. This will allow you to make edits to your website in one tab and then preview them in the other.

To apply the **Two Tab Approach** in Firefox (and most browsers), just click on the + icon at the top of the screen. Use the first tab for your **Website Front-End** and the second tab for the Administrator Back-end.

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World Class WEBSITE Design, Graphic $\times$	🜠 World Class WEBSITE Design, Graphic × 🕂
koaconsulting.com/administrator/	

2. Enter your Username and Password information to login to the Back-End of your website.

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Go to site home page.	Password	
$\bigcap$	Language	Default
		Log in 🔾

3. Once you are logged in to the Back-End of your website, you will be in the "Control Panel". From here you can access the "Content Manager", "Menu Manager", and more.

#### The "Control Panel" Button

Keep in mind that no matter where you are in the Back-End, you can always get back to this location by clicking on the **"Site"** button then the **"Control Panel"** button located on the upper-left portion of the page.

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	N	Menu Manage	er	Language Manager	User Manager	Global Cor	nfiguration		

#### Article Manager

 To access the article manager, click on the "Article Manager" button from the control panel. Alternatively you can get here by clicking on the menu item Content – Article Manager.



- TIP: Before going in to change the content of a given page, it is a good idea to think through what exactly you want to modify. We begin by clicking on the "Article Manager" button.
- **3.** We are now shown all of the individual "Articles" or pages that make up your website. Click on the Page "Title" to edit that particular page.

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	Article #1 (Alias: article-1)	0	0	Our Blog	0	Public	Koa Admin	2012-06-28	2	All	
_	Article #2 (Alias: article-2)	0	0	Our Blog	0	Public	Koa Admin	2012-06-28	0	All	
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<b>[</b> ]	Calendar (Alias: calendar)	٥	0	Uncategorised	2	Public	Koa Admin	2012-06-28	20	All	
-	Contact Us (Alias: contact)	0	0	Uncategorised	1	Public	Koa Admin	2012-06-28	26	All	
1271	Home Page (Alias: home-page)	0	0	Uncategorised	4	Public	Koa Admin	2012-06-28	0	All	
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#### Editing Page Content: JCE Editor

Your website has some incredibly useful technology that allows you to edit content, links, images, embed media, and much more with just a few clicks of your mouse, all through your Internet browser. But remember, with power comes great restraint (basically we suggest you think twice before doing anything "drastic" on your Website). Some things have an "undo" feature and others do not, so if in doubt play it safe and get in touch with us.

Note: On your <u>"Contact Us"</u> page, do not edit or remove the **{koaform=1}** or **{rsform 3}** line of text as this line embeds your Web Form into that page.

**Tip:** <u>Before</u> going in to change the content of a given page, it is helpful to already have a specific idea what you want to modify. *An ounce of preparation goes a long way!* 

 When you go to edit an Article, what you see will probably look familiar. Your page is displayed in what looks like any standard word processor interface... <u>Microsoft Word</u>! To edit text, simply put your cursor where you choose and type like usual.

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#### **Important Note:**

Pasting directly from Microsoft Word, Works or any other Word Processing
Programs such as Apple iWork could lead to unintended <u>and</u> unexpected results. To
avoid potential problems, simply copy the desired text to the "Clipboard" and then
click on the editor toolbar button "Paste as Plain Text". A new dialog box will display
and you can then paste your text into the editor region and press "Insert".



The **"Paste as Plain Text"** button looks like a clipboard with the letter "T" over it: IT Note that depending on the version of the editor you are using you may need to click on the arrow to the right of the "Paste" icon to see the "Paste as Plain Text" option:

2. Note: Pressing the keyboard button "Enter" creates a Double Line space and pressing "Shift+Enter" creates a Single Line space in the text editor.

#### Saving or Canceling your Work

- **1.** Once you complete your modifications to the page, you again have three options of saving or discarding the changes. There is also the option of previewing the page.
  - a. Clicking on "Cancel/Close" will disregard any changes that you have just made and close the editor. So, if you are unhappy with your changes or think you may have inadvertently made a mistake, simply click on "Cancel/Close" and no changes will be saved.
  - **b.** Clicking on **"Save"** will save the changes that you have made and **keep the page** editor open.
  - c. Clicking on "Save & Close" will save the changes that you have made and close the page editor.
  - d. Clicking on "Save & New" will save the changes that you have made and create a new blank page.



**Important Tip**: When editing a page, it is important not to click on your Browser's **Back** button or **Close** the browser window, <u>even</u> if you did not edit any content. Always either select the "Save" or Cancel/Close" buttons when you are finished editing a page. The website is setup to allow multiple administrators to work on it at the same time, so if you don't close the page it will think you're still editing and will block other administrators from accessing it.

#### Adding Links (to other pages or other websites)

We get many questions concerning the importance of links. To put things simply, *links are how people get to where they want to go on the Internet*. So we will cover a few concepts to help you get a better understanding of how to use Links to their <u>maximum potential!</u>

**Local Link:** These links go to a page that is currently on YOUR website. For example if you mention your company or organization's physical address on your "About Us" page, you may want to put a link to your "Contact Us" page.

<u>Off-Site Link</u>: These links take people to websites that are <u>separate</u> from yours (e.g. www.google.com). It is most commonly used to lead people to a "sister" website or link to a reference of some sort. For example, if you are writing a blog (Web journal) about a news article you have read, it would be good practice to have a link going to that article. Off-Site

Links should always **"Open in a New Window,"** as you don't want your website visitor to leave your website when they click on the link. We will cover this in more detail below.

**Downloadable Link:** These links allow people to **Download** a file that you have uploaded to your website. The most common use for this is to distribute flyers, pamphlets, or forms to diminish the cost having to print them out yourself and/or mail them to potential clients. We recommend converting your files to the **Adobe PDF** format as it is a universal format across all platforms and devices, however it is not unheard of people uploading Word or Text Documents for their colleagues to download and edit.

#### For all Links:

 In the editor – Insert the text you would like to turn into a link, then Highlight it and click on "Insert/Edit a Hyperlink" on the top of the editor. It is denoted by a *chain-link* icon. Note, you can also access the "Insert/Edit Hyperlink" dialog by Right+Clicking the highlted

**Tip: Images** can also be links too! Just click on the Image to **Highlight** it and click on **"Insert/Edit a Hyperlink"** 



**4.** After clicking on **"Insert/Edit a Hyperlink"**, a **Dialog Window** will open. Here you will specify where you want users to go once they click on your link.

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a. **Browse** – Is the default setting and is where the Content Management System keeps all of your **Content Pages** or **Local Links.** 

To navigate the dialog, click on **Content**, and then scroll to find the specific page you would like to make a link to. Once you have found the page you would like to link to, click on the page title and then click on the **Insert** button.

URL – This text box will allow you to create Off-Site Links and links to your Product in VirtueMart

For example, if you would like people to visit Google, a globally renowned Search Tool, type in "google.com" or "<u>http://www.google.com</u>." (With or without the http://www.)

**Tip**: As we had discussed above, if you are going to create an **Off-Site Link**, it is very important that you set the "**Target**" dialog to "**New Window**." This opens the **Off-Site Link** in a New Window. This way, your visitor will stay on your website and still be able to see the new website at the same time. If you do not set this, the visitor may leave your website – and generally the goal is to make it easy for them to return.

- c. Upload Document/Image Button 4 These buttons will allow you to create Downloadable Links. Please see the next section for Downloadable Links.

#### Creating a Downloadable Link

- **1.** Continuing from the instructions above, to create a **Downloadable Link** you will to have a few things ready before you begin:
  - a. The file must in a common file type. For example, you can upload almost type of file onto your website. .PDF, .DOC, XLS, .JPG, etc.
  - b. Know where you would like to place the link

**Note**: Even though certain file types such as Microsoft Word, Publisher or Excel files are common, not everyone has a program that can open them. For example, if you upload a Word Document, someone without Word or Excel may <u>not</u> be able to read them.

To be on the safe side, we strongly recommend that you convert all of your files to an **ADOBE PDF** – a universally recognized file format. Most new computers have converters that have options to save in this format and almost all computers come with PDF Readers. If it does not, they can easily download the reader from the Adobe website. <u>http://www.adobe.com/reader</u>

- 2. As with creating a normal link, highlight the **text** or **image** that you would like to turn into a **Downloadable Link then Click** the **Insert/Edit Hyperlink** button.
- 3. Upload the File Click on the Upload Document/Image Button A a File Upload Dialog will open. From here, you can upload files one at a time, or you can upload them as a batch by selecting the number of files you wish to upload.

File Browser : 2.2.1.2

Folders	🚉 Name	69	Details	
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	Show All			

0

**Note:** This dialog also contains all of the files that have been already been **Uploaded** to the website. If the file has already been uploaded from a previous update, you can skip the following steps and just select the file from the list and click on **Insert.** 

**4.** To upload a file, click on the Upload button and the following dialog will open:

Upload			0
Dro	p files here	3	
	₽ Browse	† Upload	× Close

5. Using your mouse, you can either **Drag and Drop** the file(s) you would like to upload, or use the **Browse** button. Once you have them selected, click on **Upload.** The file will



then appear in the Uploaded File List. If it is not highlighted, click on it to select it. File Browser: 2.2.1.2

6. Once that is complete, click the **Insert** button and that is it, you have created a **Downloadable Link!** 

#### Adding and Placing Images

Along with modifying the actual text of your website, you can add **images** to all of your pages using a similar method that we used to create **Downloadable Links** above.

**Before you begin** – You will need to make your images "**Web Ready**", or basically optimized for use on the Web. Images taken directly from most digital cameras and modern "smart phones" will be too large to use on a website so they must be resized to make them smaller. This also makes them load faster and use less of your website's bandwidth.

We strongly suggest reading the **Making Your Images Web Ready** section in the Appendix before uploading any images to your website.

Decide where on the page you would like to add the image and place your cursor to the left and click your mouse to select a location.

**Tip**: For best results, place the cursor BEFORE the first letter of the paragraph you would like to the image to be placed – as far left as possible. This is even if you would like the image to be placed on the <u>right</u> side of the page. We will go into more detail why in the **Wrapping Text Around Images** section below.

1. To upload an image from your computer, click on the "Insert/Edit an Image" button from the toolbar. See the screen capture below to see the mouse pointer hover over the button.



2. The new dialog window that displays will show all of the folders and images that are currently on your website in the two left columns, as well as controls to upload new images from your computer.

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#### TIP: Using Images that you have already uploaded

As we had mentioned before when uploading **Documents**, once you have uploaded a file, you do not need to upload it again.

Scroll through the images in the center of the dialog and find the particular image you would like to reuse. Once located, click on it and it will show up in the preview window on the to. Click **"Insert"** to add the image to the page.

- 3. To Upload an Image Click on the Upload Document/Image Button and the File Upload dialog will open. From here you can upload files one at a time, or you can upload them as a batch by selecting the number of files you wish to upload.
- 4. Using your mouse, you can either **Drag and Drop** the image(s) you would like to upload, or use the **Browse** button.

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Once you have them selected, click on **Upload.** The file will then appear in the **Uploaded File List**.

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		Show All			

5. Once you have uploaded your file, make sure that it is selected then click the **Insert** button and your image will be inserted.

#### Making your images flow within the layout of the page

Now that you have **Uploaded** and **Inserted** your image into the content page, it is now time to make it flow within your layout. Notice that if you have placed your images into your content using the default settings, it drastically changes the way the text wraps and probably looks like the following:



#### To format your images to Flow with the text:

- 1. Select the image by clicking on it then click on the **Insert/Edit Image** button in the toolbar.
- 2. The Insert/Edit Image dialog will open:

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The Fields that you will be editing are:

**Border**: Adding a **1** pixel border around the image will make it look much cleaner and professional. We suggest that you do not add more than 2 pixels as it may look non-standard and take away from your image's impact.

Alternate Text: This adds a "Text Description" of the image for Web Browsers that do not show images and assists Visually Impaired users in navigating the page. It also assists in **Search Engine Optimization**. Alignment: This allows you to wrap the text around the image, giving you more control over the layout of the page. *See Wrapping Text Around* 

#### Images below for more information.

#### **Wrapping Text Around Images**

Change the **Alignment** either to **Left** or **Right**. This will move the image to the left or right side of the page and allow the text to wrap around it. Use the *"Preview"* window on the right to get an idea of what your page will look like once you have made this change.

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Once you have **Wrapped Your Text**, notice that the text in the **Preview** pane comes right up to the side of the image and may not have enough padding. To fix this we suggest adding between **5-20 pixels** to the **Margin** of the side of the image that comes in contact with the text. For example, if you have image placed on the *left* side of the page, add 10 pixels to the *right margin*. You will need to uncheck the "**Equal Values**" option first so that you can enter margin values.



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6. Tip: Browser Image Resizing – The Content Editor can resize an image for use with your content. To do so, highlight the image and click+hold the white square on the lower right hand side of the image. Release when the image is at your desired size.



**Important:** We do not recommend **scaling the image to be larger** than the original size. Doing this will diminish the image quality and make it appear blurry.

**Note:** This process is <u>not the same</u> as making an image "Web Ready." Making an image "Web Ready" reduces the file size and resolution so it can be placed on the website. All images must be made "Web Ready" prior to uploading to the website.

Generally this feature allows you to have some flexibility with your "Web Ready" images by allowing you to make small **Thumbnails** out of them that could take the website viewer to the larger images.

#### Creating and Editing Menu Items

**Very Important:** Depending on your website package or project, this feature might not be readily available for your use. Because every website is different, it is strongly recommended that you ask us which menus are available to edit before proceeding.

Now that you have learned how to create and edit **Content Pages** (aka "Articles"), you can now use this knowledge to display them via your website's Menu system.

#### Creating a New Menu Item

1. To access the Menu Manager, click on the "Menu Manager" button on the control panel.

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2	0	footmenu	footmenu	1	5	22	-	8 <b>1</b> -	2
3	0	usermenu	usermenu	1	2	3	2	1	4
4	0	adminmenu	admin-menu	<b>1</b>	5	20	-	1	6
5	0	hiddenmenu	hiddenmenu	5	1	8 <b>2</b>	2	1	7

- 2. Click on the Menu Item(s) Icon for the specific menu you wish to edit. Depending on the version of Joomla you are using you may be able to click on the menu "Title." The most common Menu that you will want to edit is the 'mainmenu.'
- **3.** You will be taken to the **Menu Item Manager** for that menu, notice that it displays the same structure as that of the **Main Menu** on your website **Front-End.**

	Menu Item Manager: [mainmenu]	Menus	Default F	Publish Unpu	blish Move	Copy Trash Edit Ne	) C w Help
Filter:	GoReset					Max Levels 10 💌 - Select	: State - 💌
#	Menu Item	Default	Published	Order 🔺 🗞	Access Level	Туре	ItemID
1	Home	Default	1	▼ 1	Public	Articles » Front Page	71
2	About Us		1	• • 2	Public	Articles » Article	8
3	Services		1	▲ ▼ 3	Public	Articles » Article	35
4	Online Store		1	• • 4	Public	Online Store	101
5	. I- Product Line 1		1	▼ 1	Public	Online Store	102
6	. I- Product Line 2		~	<u> </u>	Public	Online Store	103
7	Image Gallery		4	🔺 👻 5	Public	Koa Gallery	104
8	Contact Us		1	. 6	Public	Articles » Article	96

4. Click the "New" toolbar button to create a new Menu Item.

ļ	Nenu Ma	nager: New Menu Item
	Details	
	Menu Item Type *	Select
	Menu Title *	
	Alias	
	Note	
	Link	
	Status	Published 💌
	Access	Public 💌
	Menu Location *	Main Menu 💌
	Parent Item	Menu Item Root
	Ordering	Ordering will be available after saving
	Target Window	Parent
	Default Page	No O Yes
	Language	All
	Template Style	- Use Default -
	ID	0

5.

You will need to set the following variables:

Menu Item Type: Click on Select and choose Single Article

Menu Title: This is what will be displayed on the Front-End

**Parent Item:** You can generally set this to **Menu Item Root**, though if it is meant to be a sub-item below a "parent" item you can select the menu item that you would like it to appear under.

**Select Article:** Click the "Select/Change" button to choose the **Page** you would like the Menu Item to point to. Like we have mentioned before, you will need to create the Page/Article BEFORE you link to it from a menu.

**NOTE:** Do not use long titles for the **Name** of your **Menu Item.** Try to keep it short and concise, one or two words at most is best. If you're unsure of what to name a menu item, look at other websites for ideas based on how they organize their menus.

**Tip:** You can also re-order Menu Items as they appear on the Front-End by clicking on the original arrows.

Title	Status	Ordering 🛓 💾
Home (Alias: home)	0	• 1
Bio (Alias: about-us-learn-about-us)	0	002
Calendar (Alias: our-services-what-we-offer)	0	0 0 3
Shop (Alias: online-store-shop-now)	0	0 0 4
<ul> <li>Browse All Categories</li> <li>(Alias: browse-all-categories)</li> </ul>	0	1

#### Publishing and Unpublishing Menu Items

You can either **"Publish"** or **"Unpublish"** your menu items. **Publishing** and **Unpublishing** is the simplest way to "hide" your web pages and prevent people from viewing them.

For example, if you have a seasonal special that you only want people to access to for the Holiday months, but you plan on using the same special again next year. Create a **New Article** and then create a **Menu Item** that links to it. Once the special is over you can Unpublish the menu item until you want to make it live again.

If you wish to have a page "hidden" temporarily, simply click on the Published  $\checkmark$  button located under the "**Published**" column in the Menu Manager.

#	Menu Item	Default	Published	Order 🔺 🗞	Access Level	Туре
1	Home	Default	✓	▼ 1	Public	Articles » Front Page
2	About Us		1	▲ ▼ 2	Public	Articles » Article
3	Services		✓	▲ ▼ 3	Public	Articles » Article
4	Online Store		✓	▲ ▼ 4	Public	Online Store
5	. I-Product Line 1		✓	▼ 1	Public	Online Store
6	. I-Product Line 2		✓	<u>م</u> 2	Public	Online Store
7	Image Gallery		$\checkmark$	▲ ▼ 5	Public	Koa Gallery
8	Contact Us		1	▲ <u>6</u>	Public	Articles » Article

A red <sup>Q</sup> will confirm that the page has been unpublished and will no longer be visible on your website's Front-End.

# Appendix

# Appendix A: Configuring Outlook 2003 or 2007

The following steps will walk you through setting up a Microsoft Outlook account for your new email accounts.

- 1. If you haven't set up an Outlook account before, begin by running Microsoft Outlook on your computer and follow the setup wizard to begin setting up a new account.
- 2. If you already have an Outlook account, open up Outlook and click on "Tools" and select "E-Mail Accounts" from the drop-down menu.

<u>T</u> oo	ls	<u>A</u> ctions	<u>H</u> elp				
	S	<u>e</u> nd/Receiv	'e				
	Fį	Find					
Ð	A	ddress <u>B</u> oo	ik Ct				
Ô	R	ules and Al	erts				
٦	E	mpty "Delei	ted Items				
	E	-mail <u>A</u> ccou	ipts				
	⊆	ustomize	N				
	<u>0</u>	ptions					
			*				

- 3. Select "Add a New Email Account" from the email accounts wizard and press "Next".
- 4. Select "POP3" from the "Server Type" dialog and press "Next".
- 5. Fill in "Your Name" (*name you want people to see you as; I.E. "Mr. Bob Smith"*) and your "Email Address" with your information.
- 6. Fill in both the "Incoming Mail Server" and "Outgoing Mail Server" with "mail.<yourwebsite>.com".
- 7. Fill in your "Username" and "Password" information that we have provided you for the email address.
- Click on "More Settings..." and then select the "Outgoing Server" tab. Make sure to check the "My outgoing server (SMTP) requires authentication" box, and keep the "Use same settings as my incoming mail server" button selected. Press "OK".

Internet	E-mail Settings	;			×
General	Outgoing Server	Connection	Advanced		
🗹 Му	outgoing server (SN	1TP) requires	authenticatio	n	
<b>⊙</b> ∟	lse same settings a:	s my incoming	mail server		
OL	og on using				
. U	Jser Name:				
F	Password:				
	[	Remember	password		
	Log on using Sec	ure Password	Authenticat	ion (SPA)	
OL	og on to incoming m	nail server bef	ore sending	mail	
			ок	Cancel	

- 9. Click on "Test Account Settings" to make sure that everything is set up correctly. Press "Next" and then "Finish".
- **Note:** If you receive an error while Outlook is testing your account settings, try reentering your information manually to make sure there are no extra spaces or characters.
- Note: Sometimes Internet Service Providers block the "ports" to key applications such as Outlook for security purposes. In the very off chance you get an error stating that you cannot connect to the Outgoing Mail, but are able to receive email just fine AND you've followed the instructions above; change the outgoing mail server port from 25 to 527. In Outlook, go to Tools→Email Accounts→View or change accounts→Change...→More Settings...→Advanced→Outgoing Server (SMTP) and change the value to 527. Press "OK"

Options
Preferences Mail Setup Mail Format Spelling Security Other
E-mail Accounts
Internet E-mail Settings
General Outgoing Server Connection Advanced
Server Port Numbers Incoming server (POP3): 110 Use Defaults This server requires an encrypted connection (SSL) Outgoing server (SMTP): 527 This server requires an encrypted connection (SSL) Server Timeouts ShortLong 1 minute Delivery
Leave a copy of messages on the server
■ Remove from server after 10 💮 days ✓ Remove from server when deleted from 'Deleted Items'
Сancel

# **Appendix B: Make your Images Web Ready**

#### **Image Sizing Specifications**

The recommended image size for a "**Web Ready**" image is 800 pixels wide by 800 pixels tall at the very **most**. Width tends to be more important than height as images that are too wide may force content to extend past the bounds of your website.

#### **Resizing images using Free Image Convert and Resize**

We have had great success in using a free program called **Free Image Convert and Resize** (only for Windows-based computers). You can find the instructions and the download link for the powerful software by visiting the following page: <u>http://www.dvdvideosoft.com/guides/free-image-convert-and-resize.htm</u>

 IMPORTANT NOTE: Free Image Convert and Resize, though free, comes with bundled with additional software that may not want to install. To ONLY install Free Image Convert and Resize and prevent the additional software from installing, click on Next or Agree until you get to the following screen (screenshot below)

🔂 Setup - Free Image Convert and Resize 2.1.22.128
Ask Toolbar Check the components you want to install and uncheck the components you don't want to install.
The Ask Toolbar makes Web browsing more convenient! - Search the web anytime - Keep up to date on news, weather and sports - Use convenient tools to enhance your browsing
<ul> <li>Search</li> <li>Facebook</li> <li>Listen to music</li> <li>YouTube</li> <li>Toolbar installs in all major browsers; features and appearance may vary. Max 1 per PC.</li> <li>Install the Ask Toolbar and make Ask my default search provider</li> <li>Set and keep Ask.com as by browser home page and new tabs page</li> <li>By installing this application and associated updater, you agree to the: End User License Agreement and Privacy Policy</li> <li>You can remove this application easily at any time.</li> </ul>
< Back Next > Cancel

Then <u>Unclick both</u> "Install the Ask Toolbar and make Ask my default search provider" and "Set and keep Ask.com as my browser home page and new tabs page." Once those two check boxes have been <u>deselected</u> click on Next (2 more times) and then Install to complete the installation.

# Appendix C: Adding Images to your Gallery (if applicable)

**Note:** If your website package/project includes the Ignite Gallery, then this appendix will demonstrate how to manage your images.

- 1. To access your website's gallery, start by logging in to the Back-End. Once logged in, click the menu item "Components" "Ignite Gallery".
- 2. You will be taken to the following screen from here you can Add New Images to an existing Gallery and Create New Galleries as you see fit.

	Ignite Ga	llery		New Category	Copy Publish	Unpublish [	Delete	(AB) Options
Cate	gories Images	Profiles						
Filter	r	Search Clear				- Sel	lect Status	-
Filter	Title	Search Clear Manage Images	Author	Profile	Published	- Sel	lect Status	- 💌

3. To Add New Images - click on Manage Images next to the appropriate gallery.

Add files to the upload queue and d	lick the start buffor											
Filename	Size S	atus *										
Drag files here.												
Add Nes + Start uplead	0 b	0%									- Select Status - 👞 General	
E Menu Thumbnail		Förname	Main Image Filestze	Description	Taga la	Image Link	Rotate	Published	Hits	Access	Ordening	ы
Menage         Therebrail           Image         Image		Filename 22, Hilo, Sky-1 gg	Main Image Filesize 4950	Description	Tega la	Image Link Edit	Rotate	Published	Hits 15	Access	Ordering	в

From here you can drag and drop your images into the box in the top left hand corner, or click the "**Add Files**" button to upload them individually.

**IMPORTANT:** Don't forget to make your images "**Web Ready**" before you upload them.

### **Appendix D: Organizing Articles**

When you create or edit an article you can assign it a category to identify it and make it sortable in the article manager.

#### **Assigning Articles**

1. When you create or edit an article there is a menu for "Category".

Edit Article	
Title *	Article #1
Alias	article-1
Category *	- Our Blog
Status	Published 💌
Access	Public 💌
Permissions	Set Permissions
Featured	No 💌
Language	All
ID	5
Article Text	
[Toggle Editor]	
0 D D C B	I 世 宏 重 喜 重 通 Paragraph · Styles · ク ダ
Font family 💌 Font si	
• 🛛 💽 🔂 🛙	
🔳 T 🔂 🖻 🗛 🕫	339 ARRA A.R.C. 🛧 🛕 🚰 🌺 🍏 🚥 💽 🦫 🖛 🗔
	Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and

2. Click on the "Category" menu and assign the article to one of the available categories or you can use "- Uncategorised".

**Note:** You do not need to use the categories feature, however they can be useful if you have a larger website and want to keep things organized.

#### Sorting Articles

The article manager has several filters to sort articles by different criteria. You can see these drop-down list-boxes in the upper right corner of the page. The most commonly used criteria are **"Category"**, **"Author"**, and **"State"**.

Filte	r Search Clear	Status - 💌	- Select C	Category -	- Select Max Lev	els - 💌 - Select A	coess - 💌 - Sele	ct Author - 💌	- Select	Language - 👻	•
	Title 🛓	Status	Featured	Category	Ordering	Access	Created by	Date	Hits	Language	ID
	Article #1 (Alias: article-1)	0	0	Our Blog	0	Public	Koa Admin	2012-06-28	2	All	5
	Article #2 (Alias: article-2)	0	0	Our Blog	0	Public	Koa Admin	2012-06-28	0	All	6
	Bio (Alias: about)	ø	0	Uncategorised	3	Public	Koa Admin	2012-06-28	50	All	2
	Calendar (Alias: calendar)	0	0	Uncategorised	2	Public	Koa Admin	2012-06-28	20	All	3
	Contact Us (Alias: contact)	0	0	Uncategorised	1	Public	Koa Admin	2012-06-28	26	All	4
	Home Page (Alias: home-page)	0	0	Uncategorised	4	Public	Koa Admin	2012-06-28	0	All	1

**1.** To sort the articles, click on one of the menus and select the criteria.

- Select Sta	itus - 💌	- Select (	Category -	- Select Max Lev	els - 💌 -
	Status	F Our Blog sh404SE	F custom content	Ordering	Acce
	0	0	Our Blog	0	Publ

**Tip:** Several criteria from different menus can be selected at once, but only one selection from each menu can be used at a time.

2. To clear a filter, click on the menus and select the first choice in the menu.



## **Appendix E: Blog Entries**

Adding and updating blog entries is <u>very simple</u>. Create or edit the article as normal and set the **"Category"** to **"Our Blog"** 

New Article	
Title *	
Alias	
Category *	- Our Blog
Status	Published 💌
Access	Public 💌
Permissions	Set Permissions
Featured	No
Language	All
ID	0

# Appendix F: Advanced SEO Techniques

Search engine optimization (SEO) is an important part of developing your web presence, similar to "frontage" on a traditional storefront. There are many techniques for increasing your visibility but the usage of "Meta Tags" is both simple and effective.

#### Meta Description and Keywords:

Meta Tags are text used to describe your business and what your website is about, similar to a store's signs and product displays. You can set meta tags when you create or edit an article.

Title     Article #1       Alias     article-1       Category     - Our Blog       Status     Published       Access     Public	
Alias     aride-1 <ul> <li>Configure Edit Screen</li> <li>Images and links</li> <li>Images and links</li> <li>Status</li> <li>Published          <ul> <li>Access</li> <li>Public</li> <li>Meta Description</li> </ul></li></ul>	
Category*     -Our Blog     Images and links       Status     Published     Metadata Options       Access     Public     Meta Description	
Status     Published           Metadata Options            Access         Public            Meta Description	
Access Public 💌 Meta Description	
Permissions Set Permissions	
Featured No 💌	
Language All 💌 Meta Keywords	
ID 5	
Article Text Robots Lies Gi	abal -
[Toggle Editor]	
B I U S ■ Ξ Ξ ■ # Paragraph      Styles      Styles      Contant Rights	
Lorem Ipsum is simply dummy text of the printing and typesetting industry's standard dummy text ever since the 1500s, when an unknown         Path: p > strong > img	

Click on the arrow Next to **"Metadata Options"** on the center right pane to open the following dialog.

<ul> <li>Metadata Options</li> </ul>		
Meta Description		
Meta Keywords		:
		:
Robots	Use Global 💌	
Author		
Content Rights		
External Reference		

"Meta Description" should be no longer than two sentences and should describe what kind of product or services your company/organization provides. This can also include your location and coverage area.

"Meta Keywords" or more accurately put "Key Phrases" are additional search words that you want the search engines to associate with your website's Articles. <u>They should be separated by commas</u>. Key Phrases are how people would commonly type into a search engine to find a website, service or product. Examples are "Hilo Organic Foods" or "Hawaii Website Design". Entering a phrase of keywords generally ranks higher than single keywords. For example "Hilo Organic Foods" is ONE Key Phrase (recommended). Whereas "Hawaii, Real, Estate" are 3 different key words (not recommended).

#### Image Alt Tags:

Image Alt Tags are typically a 1 sentence description of the image that is displayed on a webpage. Alt Tags (not to be confused with Image Captions) are generally not visible and can only be viewed to advanced browser settings or by viewing the Website Source Code. They were originally used to help visually impaired users browse websites with images. As Search Engines became more sophisticated in recent years, they have also started to include Alt Tags in their search algorithms.

To assist in image branding and search engine image ranking, we recommend that all images on your website use Alt Tags. We also recommend that you place your organizations full official name *before* the description of the image. Such that it looks like the following:

<Business or Organization Name> - <Brief description of Image>

For example, the Alt Tag for the following image would be:



#### "Koa Consulting LLC – View of Snowy Mauna Kea from the Hilo Bayfront"

To add an alt tag to an image, **Edit the Image** (See page 12 for more information) and type in the image description into the **Alternative Text** field.

Image R	tollover	Advanced						
Properties							Preview	
JRL	images,	/pix/image_005_	1600×1200.jpg	3		]		Lorem ipsun
Alternate Tex	t Koa Cor	nsulting LLC – Vie	]	dolor amet				
Dimensions	800	× 600 V	Proportional				ADDRESS OF THE OWNER	consetetur sadipscing
Alignment	Left	Clear	Not Set	•			elitr, sed diam eirmod tempor	nonumy invidunt ut
Margin	Тор	Right	Bottom	8 Left		Equal Values	labore et dolor aliquyam erat,	e magna sed diam
Border	Vidtl	h 1 💌	Style	solid	Colour	#000000	voluptua.	

**Tip #1:** Use meta tags on articles you want search engines to find. Usually you want visibility on your main page or articles with relevant content.

**Tip #2:** Avoid using redundant or plural forms of words, some search engines will detect this and may reduce the page's relevancy rating instead. That being said, do not add more than 15-20 key phrases per page. **Failure to adhere to this guideline can hurt your website's rankings!** 

**Tip #3:** Don't forget to reference your company's location – such as Hilo, Hawaii or Kona, Hawaii at least a few times in your content. Generally mentioning your location on your Home Page, About Us Page and Contact Us pages is a good start.

# **Additional Resources**

Koa Consulting is proud to use the "open-source" Joomla Content Management System and the Virtuemart Online Store framework. These are two of the best cutting-edge web technologies available. In the event that you need additional help beyond what is covered in this guide, we suggest that you visit the respective websites to view additional documentation, browse the forums, and see the resources available. You are now a part of the "open-source" community, welcome!

- Joomla Online Documentation >
- <u>VirtueMart Online Documentation ></u>

# In Closing

Please understand that this guide covers only the basics of how to manage your website. With an investment of time and dedicated you should be well on your way to being an effective "Webmaster" for your website. We do realize that many of our clients are just too busy to do this on their own, so with that in mind please remember that we are always available to help! Please contact us to talk about your specific needs, to schedule additional website training, or to sign up for our ongoing support contracts (<u>http://www.koaconsulting.com/support-and-maintenance-plans.html</u>).

To reach our technical support department, please use the information below:

E-mail: <a href="mailto:support@koaconsulting.com">support@koaconsulting.com</a>

Phone: Toll-Free (800) 936-0767

Lastly, if you know of ANYONE that needs a quality website please refer us. We work hard to make each of our clients happy with hopes that they will spread the word. Thank you for choosing Koa Consulting and please enjoy your new website. We hope that it will continue to live up to your dreams and expectations well into the future.