Module: Custom Webpage Editor (New Editor)

Function: The editor tool appears in the web/custom webpage portion of the website. It can be utilized when creating content in the body of the webpage. The editor has many functions similar to those found in Microsoft Word in addition to custom features of the CMA. The user can 'mouse over' the icons to see its function. This guide will specifically take a look at the most commonly used functions of the editor.

Key Points to Remember:

- Typing content into the BODY of the editor will default the font style/size to the customized default settings of your website. This will provide a consistent look and feel.
- Font size on the web is based on pixels vs. points, there is a 2pt difference. Ex: a 12 point font in Word=10 pixels on the web, so you may need to increase the size.
- When pasting text, it is recommended to first use Notepad (found under Programs/Accessories on your computer) to strip any formatting; then use the Paste as Plain Text option. This will default to the font specified for your website removing an extra HTML or formatting tags.
- Use tables to organize content and images. Right click on a table to edit table and cell properties or use the icons at the top of the editor to insert/delete/merge rows and columns in your existing table.
- When inserting images or media files into the editor, you have the option to edit the properties of the file/image as well as upload new ones.
- To single space between lines, hold down the SHIFT key and hit the ENTER key

Contents:

Access the Editor (Custom web pages)

1. Log in as an administrator
2. From the top Navigation, access the **Custom Web page** module.
   Web>Manage>Custom Pages
3. Click the title of the custom page to edit an existing page or click the NEW icon to create a new page. This will bring you to the editor on the BODY tab.

Editor Toolbar

General Tools in the editor include:

- **Spell check (will require an initial download from the internet ieSpell)**
- **Find and Replace**
- **Insert Custom Character**
- **Undo/Redo**
- **Cut**
- **Copy**
- **Paste**
- **Bullets**
- **Numbering**
- **Bold**
- **Italics**
- **Underline**
- **Indent/Outdent**
- **Blockquote**
- **Strikethrough**
- **Format Alignment (left, right, center, justify, remove formatting)**
- **Foreground color**
- **Background color**
- **Set an Anchor**

Specialty Tools in the editor:

- **Paste Options-Paste, Paste as Plain Text or Paste from Word**

  When copy/pasting text; we recommend you paste with the plain text paste option. This will result in the font defaulting to the default font setting of your site. This helps keep a consistent look and feel throughout the site.

  There is an eraser icon that allows you to remove formatting and there is also a paintbrush icon that will help remove any leftover 'messy code'.

  If you still have formatting issue-use an application on your computer called Notepad to strip all formatting before pasting onto the site. It is usually located in your Start Menu under **Programs>Accessories>Notepad**

- **Image Manager-**clicking the Insert/Edit Image icon allows you to add an image to your content piece. You can select an existing image from the library or you can upload a new image, by clicking the green upload icon. You can also create new folders to organize your images, delete images from the library, as well as edit image properties.

  Access Images:

  1. In the editor, click the **Insert/Edit Image Icon** (picture of a tree)
  2. Click the **browse icon on the right** in the Image URL field to open the image manager

     Note: From this screen, you can select an existing image, create a new folder, upload new images, edit existing images or organize images

  Create a New Folder

  1. In the Image Manager, click the **Create New Folder** icon
  2. In the template dropdown, leave as –**select template-**
  3. Assign a folder name
  4. Click the **Create** button

  Note: Once a folder is created-use the arrow in the bottom right corner to select an option to delete the folder or add it to your favorites.

  Upload a New Image

  1. In the Image Manager, click the folder in which you want to upload the image into
  2. Click the **green (+) upload icon**

3. Choose your file from your computer to upload

Note: Valid file types are : gif, jpg and png

Insert/Select an Image:

1. In the Image Manager, click the arrow in the bottom of the image-this gives you several options (Insert, Delete, Edit, View, Add to Favorites)
2. Click **Insert**-this inserts the image into the previewer on the **General Tab**
3. Click the **Appearance tab** to edit the image properties such as the dimensions, add vertical/horizontal spacing, add a border and select image alignment
4. Once you are satisfied with the image, click the **Insert button**
5. This will place the image into the editor

Once the image has been inserted into the editor, you can edit the image if needed.

1. **Left click** on the image>**Insert/Edit image** (You must be using Internet Explorer to do this) OR you can click on the image to select it and click the **insert/edit image** icon from the toolbar
2. In this window, on the **Appearance tab**, you may adjust the image size, add a border, add alternate image text, select the alignment of your image and add spacing around the image
3. Click **OK** when you are finished. You will see your changes.

Recommendations:

- Always select an image alignment. Left or right is the most common selection to create a wrapping effect of your image and text.
- Add a 5-10 margin (horizontal/vertical spacing) around your image for a clean look so that your text is not right on top of the image.
- When using an image in a table, keep the pixel width under 300 pixels
- It is best to keep file sizes under 1-2 MB maximum

Edit your images (Crop, Resize, Flip or Rotate)

1. In the image manager, click the arrow at the bottom of the image
2. Select the option to **edit**
3. Crop, resize, flip or rotate your image
4. Save or revert back to the original
5. If you wish to save the newly edited image, but keep the original as well…change the filename in the 'save as' field to something different than the original filename.
6. Once your changes are complete, 'x' out of this screen

File Manager-The file manager icon in the upper right corner in the Image Manager allows you to move images to a folder, rename, delete or zip images.

1. Click the **File Manager Icon**
2. Select the images you wish to move by placing a check mark in the box next to them
3. Click the **cut link** if you wish to cut them and paste them into a folder; open the folder you wish to add the images and click the **paste link**
4. To **rename an image**, select the image by placing a checkmark in the box and click the **rename link**
5. Add images to your favorites by selecting the images and click the link to **Favorites**
6. To **delete an image**, select it with a checkmark and click **delete link**

- **Media Manager**-Use the Media Manager to upload and insert video clips into the editor. By clicking on the media manager icon, you can select an existing media file or upload a new one. A list of acceptable formats for media files is listed when you upload a new file. There is a limit of 100 MB which can accommodate over an hours worth of video as long as it's not High Definition.

  The properties of the media file can be accessed by double clicking on the file name. A box will appear to the right. Here you can resize the size of the video box in your content piece, select an alignment as well as select various 'play' properties such as 'click to play', 'auto start', 'show controls', etc…

  Add a Media File:

  1. In the editor, click the **Insert/Edit Embedded Media** Icon
  2. On the **General Tab**, use the dropdown arrow to select the **file type**
  3. Click the **browse icon** to select your file-select from existing video files or upload a new one
  4. Click the File Manager button
  5. Select an existing file from the list or Click the Green upload button (this will display the valid file types you can upload)
  6. **Set the dimensions** to display the media file
  7. On the **Advanced tab**, set the properties of your media file
  8. Click Insert when finished

Recommendations:

- If posting several videos onto a page, a good size is 200 x 200
- Common Properties are: Click to Play, Auto Start or Show Controls
- Use a table when displaying multiple videos on a single page

- **Tables**-tables help format your page to keep a clean look. It is highly recommended to use a table when working with a combination of images and text or documents in which you would normally 'tab' your information.

   Add a Table:

   1. Click the **table icon**, use your cursor to quick select the number of rows/cells for your table
   2. Type text or insert images directly into selected cell
   3. **Right click on table to modify the properties**
      - Control the width/height on the General tab
      - Set the Alignment of the table on the General tab
      - Select a border, background color or background image on the Advanced tab
   4. Use the icons in the editor to add/remove/merge rows and columns in your table

   Recommendations:

   - Always use a table when creating a Marketing Template to ensure proper formatting
   - Limit **table width to 600 pixels** to fit all computer screens as well as Smart Phone devices; height does not matter
   - Limit **image width in a table to 300 pixels** in width
   - To ensure text and images align in the upper left corner of the table; right click in the desired cell and edit the cell properties by select top left for the alignmet

- **Text color, style, size**-All these attributes can be changed using the editor icons

   Text Color-The color of your text font can be changed by highlighting your text and clicking on the text color selector. You can also add a background color behind your text by selecting a background color.

   Font Style-if you wish to change your font style, it's recommended to select a font from the dropdown list provided. These are web-acceptable fonts, meaning they can be viewed by any user. If you use a font NOT in the list, then the end

user may not be able to view the font intended if they do not have it on their computer.

Pixels vs. Points-when copying text from Word, it will be sized using points. On the web, font is sized using pixels. There is a 2 pt. difference in font size between pixels and points. Therefore, you may need to bump your pixel size up if it appears slightly smaller in the editor.

- **Hyperlink** –Hyperlinks can be used in several ways on a webpage. It can be used to link to another website, a different page on your website or to link to an email address. It can also be used for attachments.

  Link to a website:

  1. **Add your text** that you would like to link to and use your curser to highlight that text
  2. Click the **hyperlink icon**
  3. In the pop-up window, in the second filed, enter the **URL address** you wish to link to starting with www.
  4. In the **Target field**, select **New Window** from the dropdown. This is important to do anytime you link to a website outside of your own so that the user does not leave your site, a new window will be opened.
  5. Click OK to close the pop up box
  6. Your link should now appear in a different color

  Link to an email:

  1. **Add your text** that you would like to link to and use your curser to highlight that text
  2. Click the **hyperlink icon**
  3. In the pop-up window, click the 3rd tab at the top to **E-mail.**
  4. In the Address field, **enter the email address** you wish to link to
  5. You can add a **Subject** to populate the subject line of the email if you wish
  6. Click OK to close the pop up box

  Link to an attachment:

  1. First, you must upload the attachment into the system. Do this by going to **Web>Manage>Attachments**
  2. Click the **New** icon to add a new attachment or select an existing attachment by double clicking on the name

3. You will see a **URL field** under Web Options, **copy the URL address** listed there
4. Make sure the **Web Visibility** is appropriately set, save any changes
5. Go into the editor and add your text you wish to link to
6. Click the hyperlink icon
7. Clear the http:// and then **paste the entire URL** you copied from the Attachments module
8. Click OK

Create a hyperlink to another custom page within your site:

1. Follow the steps above (Link to an Attachment); however go to **Web>Manage>Custom Pages**

- **Design, Preview, HTML**-when working in the editor, you will default to Design mode. Experienced users may click the HTML tab to view/edit the content in HTML mode. The preview screen allows you preview the content as a user would see it.

    HTML mode can be useful when adding a video uploaded to You Tube.

    1. On You Tube, once you upload your video, you will see a field for Source Code. Copy the URL address for the source code
    2. In the editor, click the HTML mode button and place your curser where you wish to add the video.
    3. Paste the source code that you copied from You Tube
    4. Switch back to Design mode by clicking on the 'x' at the top

- **Toggle Full Screen mode-**allows you to enlarge the editing area
- **Bottom Toolbar-**the icons in this toolbar are for advanced users who would like to perform functions such as inserting layers, editing the CSS style sheet, editing functions such as deletions/insertions, displaying visual characters, page breaks, etc..