



umbraco

HOW TO GUIDE



Contents

You can download this PDF to browse with the contents guide always displayed:

Contents	1
Logging in and home screen	3
Your account	4
Creating Short URLs	8
Creating A Page	9
Edit a page	12
Related Content	12
Auto-Generated Content - Read More	12
Meta information (info about your page - for search engines)	13
Title Tags:	13
Meta Description	13
Meta Keywords	13
Overview	14
Page introduction toggles	14
Header Image Alt Text	16
Header Image Photo Credit	16
Website sign up:	17
Content Blocks	18
Adding Content Blocks	18
Slideshow Section	20
Rich Text Content Blocks	22
Basic HTML	23
Adding Headers	24
Spacing and Layout	24
Adding Lists	24
Adding Quotes	24
Adding links	25
Hyperlinks	25
Anchor Links	26
Adding Tables	27

Borderless Table	30
Using Macros to Insert Media: Images Videos Buttons and Slideshows	30
Insert image with optional caption macro	31
Embedded Videos	32
Defunct Macros	33
Adding Sidebars	34
Anchor Content Block	36
Box Sliders	36
Auto List	40
Custom Item	40
Manual List	42
Multipage Box Slider	44
Child Content Box Slider	44
Social Media Sharing Content Block	45
Latest News Section	48
Campaign Block Section	49
Donation Content Block	49
Video Content Block	50
Form Content Block	52
Sign Up Content Block	52
Impact Block	53
Accordion Content	53
Tabbed Content Section	56
Tall Content Block	58
Industry News - Food Business Websites	58
Filtered Content List	61
Media library: uploading images and PDF files	64
Image Dimension Requirements	64
PDF Document Creation Requirements	64
How To Upload Images and Documents to Media Folder	65
Callouts	67
Full width slideshow	67
Pop-up Lightbox Panel (a.k.a. website takeover)	71

CTA Fly-in	74
Image Gallery	78
Box Slider	79
Content Footer Panels	80
Website homepage social sharing image	81
Website Search Functionality	82
Step 1 – Google Analytics	82
Step 2 – Umbraco	84

Logging in and home screen

Log in screen can be found at this url: <https://www.ciwf.org.uk/umbraco>

Enter Username and Password for your account created by Digital Team

It is possible to work in the development site to test new functions, layouts, features and content. This can be helpful to create website page changes that need verified by non Umbraco users without affecting the live site. Copy over changes once approved. Not that images will need to be added again in the live site as they don't carry over.

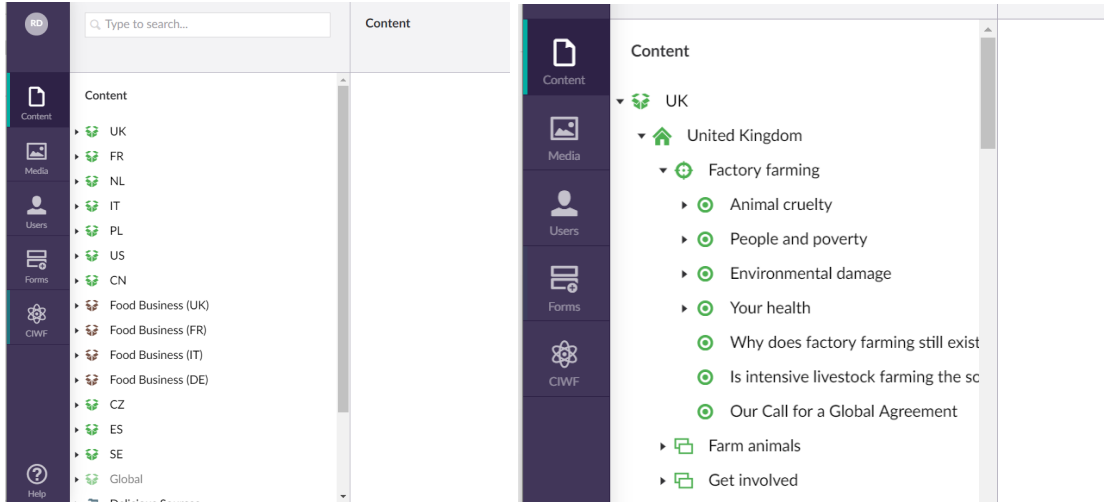
Log in to this url: <http://dev.ciwf.org.uk/umbraco>

Use the same log in details as for live site.

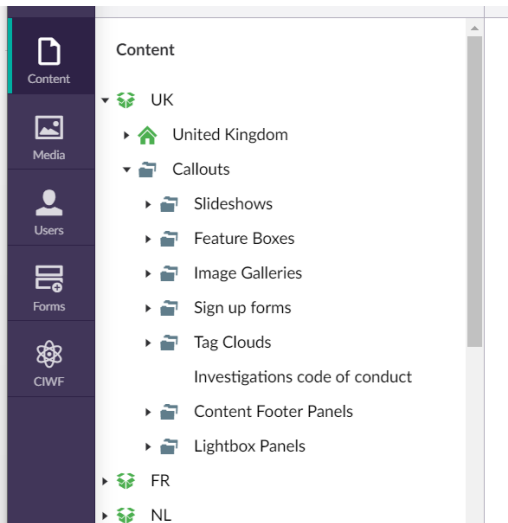
Your account

Content Pages:

Use the arrows to drill down into the website sections to find the pages you want to edit.

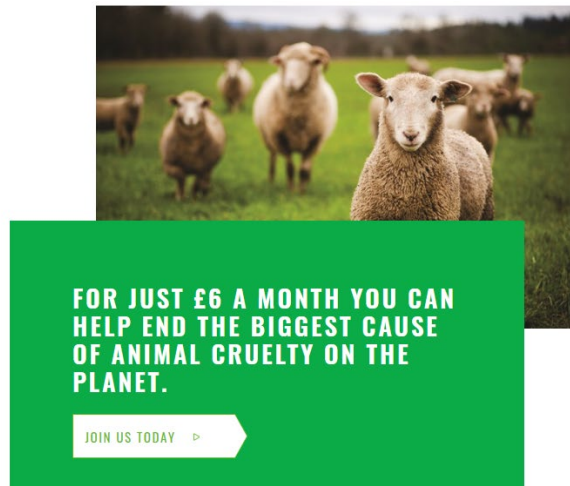


Callouts contains media assets and content for sliders, image galleries, lightbox panels etc. Depending on your writes permissions you may or may not see these. See the [Call Outs section](#) for details on how to create these.



Most of these options are self explanatory. Some that might need further explanation are:

1. **Lightbox panel:** take over the whole page, makes sure user interacts with it - use for important/urgent action type scenario (but also add a CTA link to the page body as when they close the lightbox it is gone) Affects the whole site if placed on the homepage or add to individual pages. Adding a lightbox to an individual page overrides a sitewide lightbox for that page.
2. **Fly-in CTA:** grab attention as the user reaches the end of e.g. a news article - use for relevant related action (but also add CTA link to body in case they don't scroll that far) Can be applied to specific pages. Defaults to appear near the lower section of a page. Can be given an anchor point to appear at a different point on a page.
3. **Content Footer Panels:** mainly holds all the donation ask panels that appear at the bottom of most pages through the website.



4. **Slideshow:** This is the image slider that runs across the entire width of the page at the top. Images must be a **min of 2000px wide by 615px high** or ratio thereof.
5. **Image Gallery:** Creates a gallery of images within a slider which can be moved through with arrows and auto scroll animation. Mainly used within the body content of a page. Example of a gallery in use can be found here: <https://www.ciwf.org.uk/about-us/patrons-and-high-profile-supporters/kate-ford/>



IN THIS SECTION

- ▷ Visionaries
- ▷ Evanna Lynch
- ▷ Joanna Lumley OBE
- ▷ Peter Egan
- ▷ Dame Penelope Keith DBE
- ▷ Jane Goodall DBE
- ▷ Jonathan Porritt CBE
- ▷ Rose Elliot MBE
- ▷ Professor Joy Carter
- ▷ Bruce Kent
- ▷ Susan Gordon-Lennox Duchess of Richmond
- ▷ Sir Crispin Tickell CCMG KCVO
- ▷ Professor John Webster
- ▷ Mike Beckingham
- ▷ Deborah Meaden
- ▷ Stanley Johnson
- ▷ **Kate Ford**
- ▷ Hugh Fearnley-Whittingstall
- ▷ Ellie Harrison
- ▷ Allegra McEvedy MBE
- ▷ Emma Milne
- ▷ Marc Abraham
- ▷ Carley Stenson
- ▷ Virginia McKenna OBE
- ▷ Pauline McLynn

Kate Ford

HIGH PROFILE SUPPORTER

Actress Kate Ford is probably best known for her role as Tracy Barlow in hit TV soap Coronation Street. Kate has supported us for many years, participating in several of our campaigning events and demonstrations, including Stop Live Transport and End the Cage Age. Her engaging personality always attracts attention and Kate's a natural when it comes to speaking with the media and public about our work. We're so pleased to have Kate help us to galvanise wider support to end factory farming.

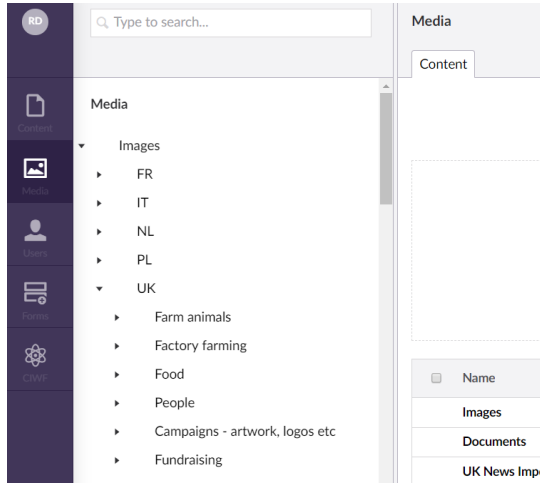


Images should be a **min dimension of 730px wide by 530px high** or ratio thereof.

6. **Tag Clouds: *No longer in use***

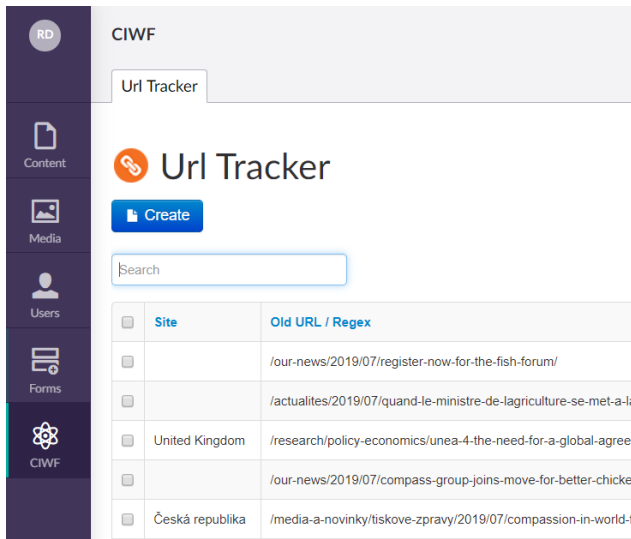
7. **Feature Boxes: *No longer in use***

Media:



This is where you can upload images and documents to be displayed on the website or in email broadcasts. Drill down to find the appropriate folder for your image or document. See section 6 for more information about uploading images and documents.

URL Tracker:








CIWF brings up the url tracker where urls can be redirected or for the creation of short friendly urls. Depending on your writes permissions you may or may not see this.




Creating Short URLs

Url Tracker

Required

Root node 	<input type="text" value="United Kingdom (www.ciwf.org.uk)"/>
Old URL 	<input type="text" value="EndCages"/> 
Old URL query string 	<input type="text" value="id=1&param=value"/>
Redirect URL 	<input type="text" value="https://www.ciwf.org.uk/our-campaigns/investigatio"/>

Optional

Redirect type 	<input checked="" type="radio"/> Permanent (301) <input type="radio"/> Temporary (302)
Forward query string 	<input checked="" type="checkbox"/> Yes
Force redirect 	<input type="checkbox"/> Yes
Notes	<input type="text" value="Notes"/>

1. In the Umbraco URL Tracker, find existing actual page url or create a new one pasting in a created tracked url in the "Redirect" field
2. "Root Node" should be set to the country website the redirect is to be applied to, eg, UK / USA
3. "Old URL" field should have the short url name you want to use, e.g EndCages which will look like ciwf.org.uk/EndCages as a url.
4. Save

Creating A Page

Different page types

Section Page

Section Pages define the top level of a section such as Factory Farming, Farm Animals, Get Involved etc. Each section could have subsections that divide it with further section pages. Body content should be placed in the Body field and have optional Footer Panels.

Standard Content Pages

Most pages, except for news items, are Standard Content Pages and sit under Section Pages. Body content goes in a Rich Text Content Block with optional sidebar/s. In keeping with website style content pages should in most cases be given a sidebar.

Campaign Section

Campaign Sections define the top level of a section for any campaign related content. A top-level Campaign Section can only have Campaign subsections that divide it. Body content goes in the Body field of top-level Campaign Section pages and have optional Footer Panels. Subsequent level pages (Campaign Sections or Standard Content Pages) have body content in Rich Text Content Blocks with optional sidebar/s.

Education Section

Education defines the top level of a school/education resource and information section. Body content should be placed in the Body field and have optional Footer Panels. Education Section can have the following page types under it: Education Resource, Educational Resource Category, Section or Standard Content page.

Educational Resource

Allows the addition of a resource to the Education library. Will usually have a short summary, thumbnail image and link to a PDF document or other media file under the Resource tab. Body content goes in the Body field under the Content tab.

Education Resource Category

This is a container type for organising education resource library content. Add body content to the Body field. This page automatically displays a list of resource pages in the level below it. This list appears beneath the body content.

News

Are as the name suggests and is made up of the New Section and News Article doctypes as the children. A selection of the latest articles can appear on a page as thumbnails with the "Latest News Selection" content block and are replaced automatically as new articles are created. All articles must have an image which will appear in the content block thumbnail and can be optional within the article content. News Articles, under the News Article tab, must be given a

Date, Title and Summary with body content in Body. The default thumbnail display count is 6 but can be adjusted within the top-level News Article page:

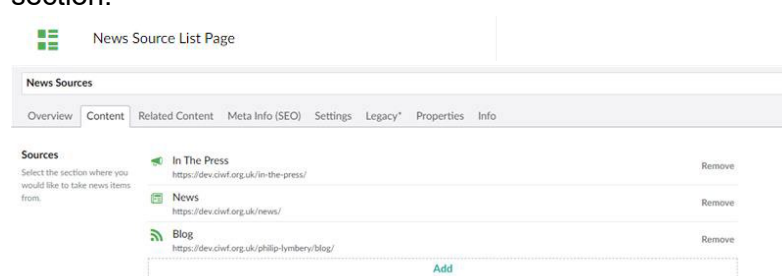


Press Release / Blog

These two items work in a similar way to News. Each is made up from Press Release Section followed by Press Release doctypes and Blog doctype with child Blog Post doctypes. Use the “Child Content Box Slider” to display articles on any desired page. Press Releases should only ever be displayed in Media section pages as they are written in journalistic language and are not intended for public use.

News Source List Page

This section creates an all-in-one place to find a listing of News, Blog and or Press Release stories. It's aimed at offices who might not have capacity to produce material regularly enough for each of the individual sections and want to avoid multiple sparse looking listing pages for these types of sections. This section pulls all three of these section types into one listing displayed in order of publish date. For example, you could pull in both a news and press release section.



It's important to note the individual sections, News / Blog / Press Release still need to be created so the stories have the correct doc type associated with them. The sections can be hidden from navigation menu while the News Source List Page creates the navigation menu contact point to find all these items in one single page.

Research Library

A section for research and factual documentation. Top level category pages are Resource Categories to separate different subjects from each other. Underneath those use Research Library Resource page to hold research documents. Content for these pages are contained under the Research Tab. They are assigned a summary, linked to a PDF document uploaded to the Media folder and given a date of publication. In the future, tags will be reinstated which aid in searches.

In the Press

!Important! No longer in use. News Items replaced this feature and should be switched off if it is in use.

Contact Us

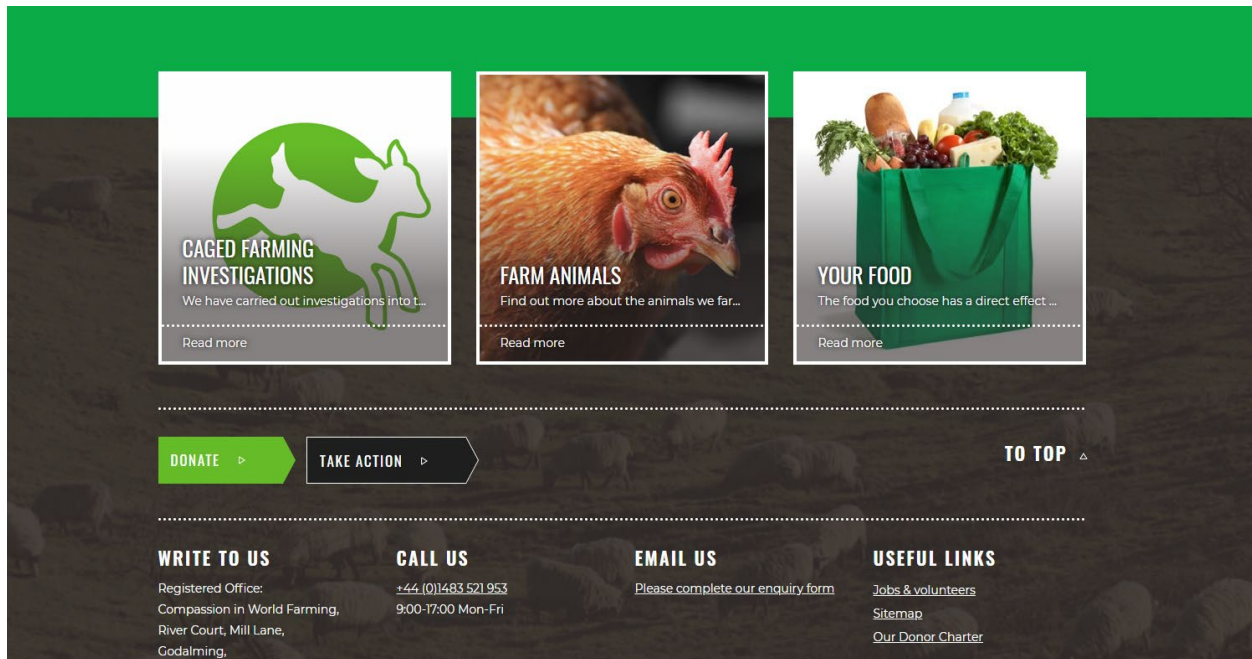
As the name suggests, a place to hold contact details and a contact form. Use the content blocks to hold body copy and the contact form. Do not use the Body or Contact Form fields if visible. The location map display does not currently work. Pages added under the Contact Us section are Standard Content pages. This might be a good place for FAQ pages for example.

The screenshot displays a CMS interface for editing a 'Contact us' page. On the left is a sidebar menu with categories like News, Philip Lymbery, In The Press, Research, Education, Films, Downloads, Speaker service, Good Agricultural Practice, Archive, Order resources, Information, Contact us (expanded), Search, Books, Sitemap, Terms and Conditions, Privacy Policy, Accessibility, FAQs, External Redirects, Brand toolkit, Cookies, Press Releases, Random, Press Releases (1), and Action error. The main editor area shows a 'Content Blocks' panel on the right with two options: '1. Rich Text Content Block' and '2. Form', with a red checkmark next to '2. Form'. The 'Body' section is marked with a large red 'X' and contains a rich text editor with the text 'The food you choose has a direct effect on how farm animals live.' Below this, there are two image blocks: 'Calf being transported' and 'Sow in stall bar biting', both with red 'X' marks. The 'Contact Form' section is also marked with a red 'X'. The 'Show Map' section has a toggle switch. The 'Content Footer Panels' section has an 'Add' button. The 'Exclude Parent Content Footer Panels' section is also visible.

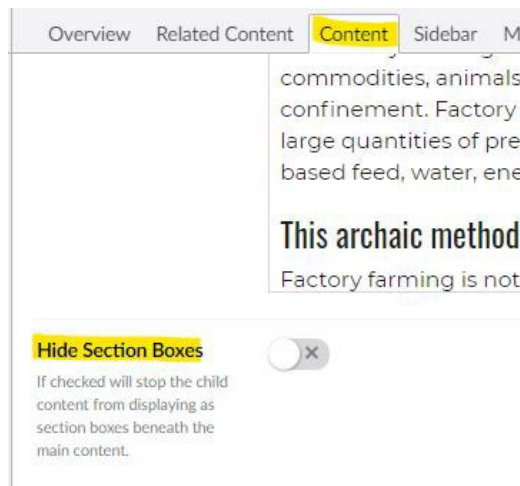
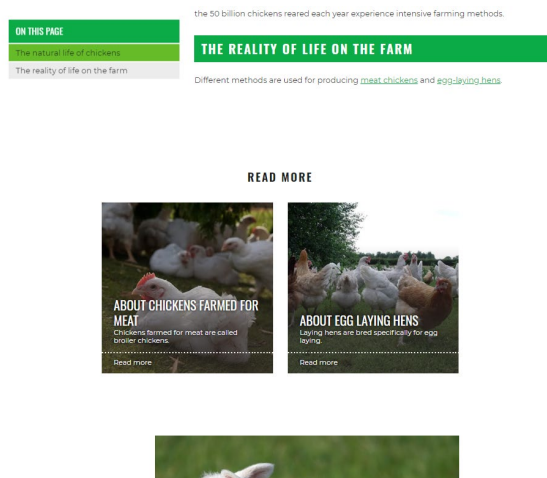
Edit a page

Related Content

In the "Related Content" tab add page links by clicking on "Add" adjacent to the "Related Content" title to create thumbnail overlay links in the footer area. If items are added in this way, they will override the "auto-section link boxes", otherwise, the automatic boxes will display as default.



Auto-Generated Content - Read More



Automated thumbnail links are generated and displayed below all content in the Content Block when there are lower level pages present.

Read More can be hidden from a page by changing the toggle 'Hide Section Boxes' switch in the content tab.

Meta information (info about your page - for search engines)

Title Tags:

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

The title tag of a web page should be an accurate and concise description of a page's content. The optimal length of a Meta Title is 50 - 60 characters. [How to write a good meta title.](#)

Meta Description

The meta description is an HTML attribute that provides a brief summary of a web page. Search engines such as Google often display the meta description in search results where they can highly influence user click-through rates.

Meta descriptions should be between 150-160 characters because Google usually truncate snippets that are longer than 160 characters. [How to write effective meta descriptions.](#)

Meta Keywords

Meta Keywords are most useful for internal web site page searches and are still used by some search engines. The keywords to assign would be whichever search term results that are desired for the page to appear in. For example, the keywords 'antibiotics' and 'health' might be applied to an antibiotics campaign page. This would mean that the page appears near the top of the results when a user searches for those two words. Assigning keywords gives the page priority in the search results.

Our impact

Overview Content Related Content Sidebar **Meta Info (SEO)** Settings Properties Info

Meta Title
The page title as displayed in search engines and the top of the web browser, only required if to be different to the page title.

Compassion's impact for farm animal welfare

Meta Keywords
A comma separated list of keywords relating to the page content (only used by a few search engines).

Meta Description *
A short description of the page content often displayed in search engine results.

The impact we have made for farm animals, by raising standards and awareness.

Hide from search engines

If checked will exclude the document from any search engine sitemaps and encourage search engines not to index the document.

Overview

Most of the options on this page are self explanatory with just a few points to note.

Header: Add an optional header image which spans the entire width of the page. **Images must be a min 2000px wide.**

Image: Halfway down the page is a section titled "Image". This image represents the page and is used in thumbnail links such as Boxsliders, Read More links, Related Content and Social Sharing buttons. These **images should be sized to a min of 470px x 470px** or a higher ratio thereof in a square crop. Optional captions overlay the image.

Strapline: Usually the page title represents what is displayed in the navigation menu. Sometimes this title is too long and a different or shortened version is required. The name given in this field will override the page title for the navigation menu.

Page introduction toggles

If the page has a header image and there is content in the summary field, turning the **Show Summary In Header** toggle on will display the summary text in the overlay



Show Summary In Header



If checked will show the page summary in the caption panel of the header image if it is visible on this page.

If the page has no header image and there is content in the summary field, turning the **Show Summary in Body** toggle on will display the intro text here:

RANDOM TEST



Summary: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

ON THIS PAGE

test

TEST

Show Summary in Body



If checked will show the page summary at the top of the main body of the page and underneath the title if it is visible.

* This will only have an effect on pages where no header image has been selected.

Header Image Alt Text

Alt text is mandatory for page header images, if a header image is included on the page, you will not be able to save the page if the *alt text* field is empty. This error will display and prevent a page from saving if the alt text is missing.

Header Image

The large image to be shown in the head of the page and should ideally be at least 2000px wide & of high quality.



Header Image Alt Text

The alt tag to use on the header image.

Descriptive alt text goes here

Publish: Publishing was cancelled by a 3rd party add-in

Validation error! Missing values for Header Image Alt Text

Header Image Photo Credit

All images displayed on our website pages must be credited to the stock agency and or photographer. Unless the image/s being used belong to CIWF a photo credit should be displayed. Use the credit field available in the Overview tab to display this information.

The screenshot shows the Umbraco CMS interface for a page titled "Factory farming". The "Overview" tab is selected and highlighted in yellow. Below the navigation bar, there are three sections for configuring the header image:

- Header Image:** A dashed box with a plus sign indicates where to upload an image. The text below states: "The large image to be shown in the head of the page and should ideally be at least 2000px wide & of high quality."
- Header Image Credit:** A text input field for an optional credit to acknowledge the source of the image. The text below states: "An optional credit to show to acknowledge the source of the image"
- Header Image Alt Text:** A text input field for the alt tag to use on the header image. The text below states: "The alt tag to use on the header image."

Website sign up:

As part of our efforts to prevent spam being submitted into our database, we have stopped the Umbraco sign up forms from automatically submitting our Engaging Networks COM001 forms. When the header button is clicked the supporter will now land on the first page of COM001. When an email address is submitted in the footer or sign-up content block, the supporter will arrive on COM001 with their email address prefilled.

COM001 pages have *session validation* turned on and includes first name, last name, and country as required fields. If you want to include any other mandatory or non-mandatory fields on the COM001 form please let Digital Team know.

Important:

1. Please **do not rename the COM001 page**
2. There is a feature in Umbraco that allows us to add an appeal code to all sign up forms/buttons. Each market has codes set up and **the code should not be changed**. This allows us to report more accurately on supporter source.

Content Blocks

Adding Content Blocks

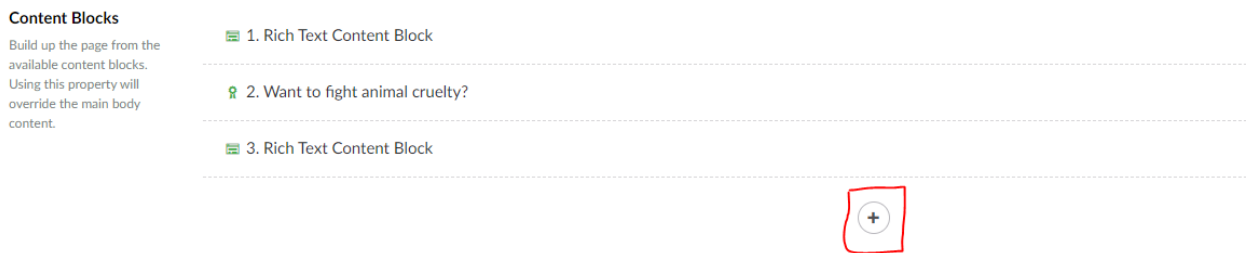
All content pages and some other pages have a tab called “Content” with a section at the top of the page called “Content Blocks”. If a content block exists on a page, this is where the bulk of page content should be placed. The various content blocks and their uses are explained below.

View how many of the content blocks look on a website page here.

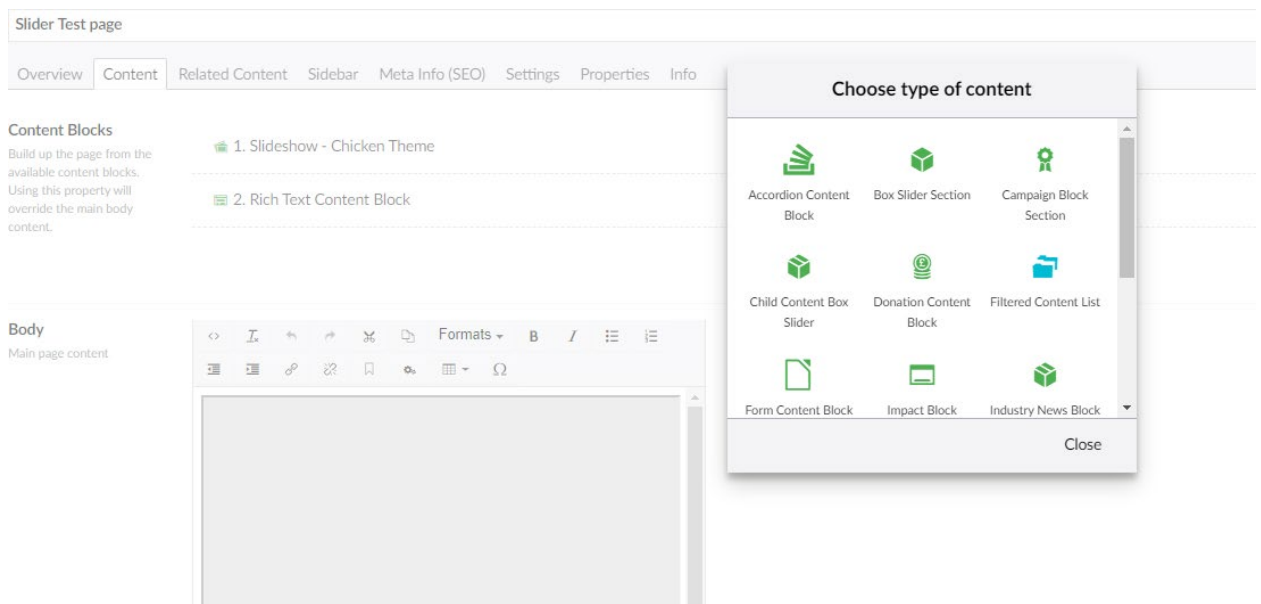
<https://www.ciwf.org.uk/random/all-content-blocks/>

Adding a content block is very straight forward.

1. Open the Content tab
2. Under the Content Blocks section click on the plus + symbol. This opens the content block menu in a pop-up window.



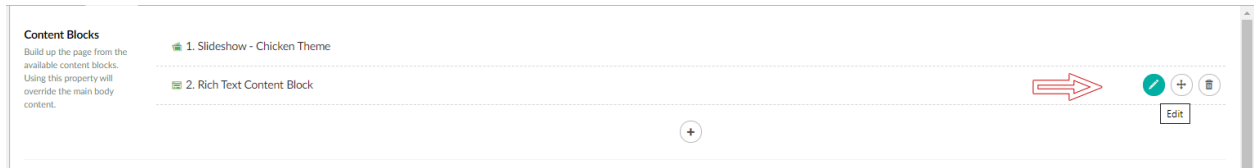
Adding a content block



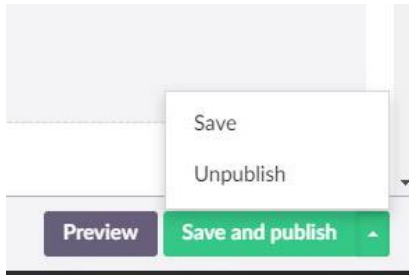
Content block menu

3. Select the block required. It will be visible under the Content Section

- The block can now be Edited, Moved or Deleted using the symbols on the right hand side.



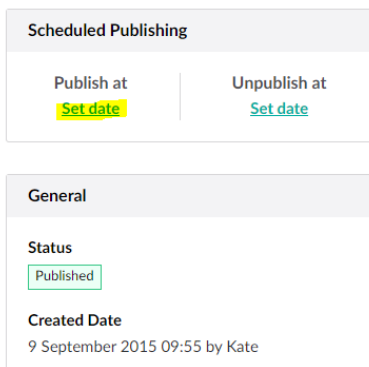
Edit, Move or Delete content block



Work can be Saved and Previewed before Saving and Publishing. Avoid saving and publishing repeatedly in quick succession as this can cause the servers to fall out of sync. When this happens published content won't display. Note that some content blocks such as the slideshow do not show in preview mode.

To Save without publishing or to Unpublish a page click on the little arrow icon next to the green Save and Publish button.

It is possible to rollback to previous versions of a page by clicking on the Actions button in the top right of the screen. A selectable list of published page dates and times will be shown upon clicking 'Rollback'.



Save and set a page to publish at a future date by opening up the Info tab. On the right hand side there is a menu called 'Scheduled Publishing'. Under the title 'Publish At' click on the 'Set Date' link to open the calendar and time setting options. The same can be done to Unpublish a page at a future date and time by clicking on the 'Set Date' link under the title 'Unpublish At'.

Slideshow Section

This displays an entire screen width slider collection of images with a text overlay and call to action button. This would usually be displayed at the very top of the page and be the first block in the content block section. It is possible however to place it anywhere on the page that is desired. It is important to choose images which will adapt well to both desktop and mobile display. See further notes in the [Callouts Section](#).

Slideshows are created in the Callouts section in advance. See the [Callouts section to learn how to create a slideshow](#). Select the desired slideshow and turn on autoplay.

Content Blocks

Build up the page from the available content blocks.

1. Slideshow - SLT TakeOver

Slideshow

Select a slideshow to show in this content block.



SLT TakeOver

<http://dev.ciwf.org.uk/callouts/slideshows/home-page-main-slideshow/slt-takeover/>

Remove

Autoplay?



Width

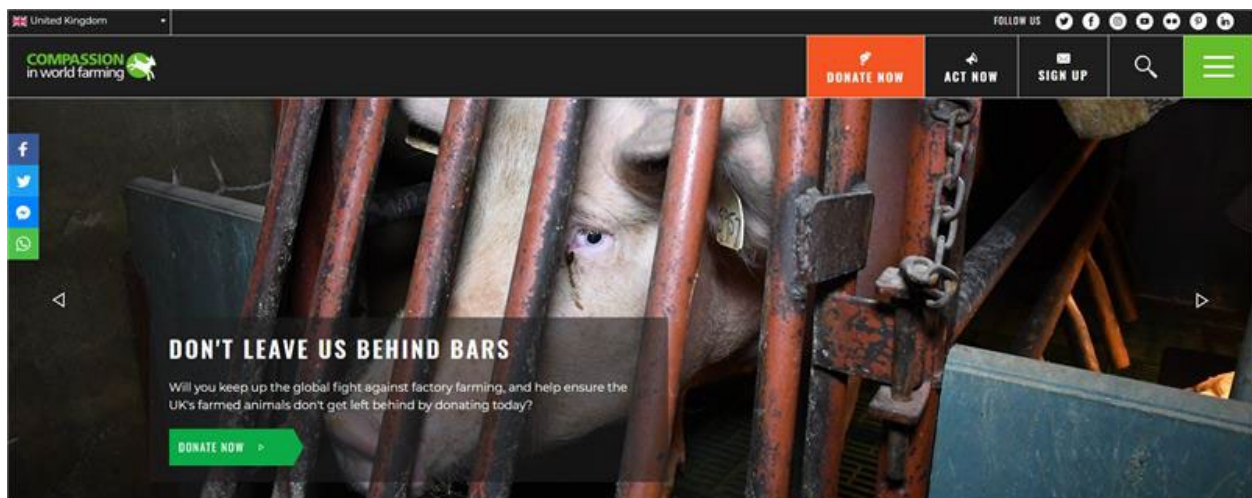
The width of the slideshow if you want to override the defaults.

Height

The height of the slideshow if you want to override the defaults.

Speed

The speed of the slideshow if you want to override the default (500).



Slideshows can also be created in create in-page by adding slides individually to the Slideshow content block and create a full-width image with no slider arrows by adding a single slide.

1. Slideshow - Cage age launch slides

Backoffice Title
Only shown in the back office for identification purposes.

Slideshow
Select a slideshow to show in this content block.

Cage age launch slides
<http://dev.cifw.org.uk/calouts/slideshow/home-page-main-slideshow/cage-age-launch-slides/> Remove

Slides
If not selecting an existing slideshow you can manually add slides here. If you add slides and select a slide show these slides will show in place of the existing slideshow.

Add content
+

Autoplay?

Width
The width of the slideshow if you want to override the defaults.

Height
The height of the slideshow if you want to override the defaults.

Speed
The speed of the slideshow if you want to override the default (500).

Using this method there is the option to 'hide caption', which removes the dark overlay containing the title and caption on the slide. By default, if no title or caption is entered, the title 'Slide' will display on the overlay. In order to hide the overlay the toggle 'hide caption' must be turned on.

Slides
If not selecting an existing slideshow you can manually add slides here. If you add slides and select a slide show these slides will show in place of the existing slideshow.

1. Slide

Title
The title/headline for the slide.

My slide
57 chars remaining

Caption
The caption/description for display on the slide.

About my slideshow
182 chars remaining

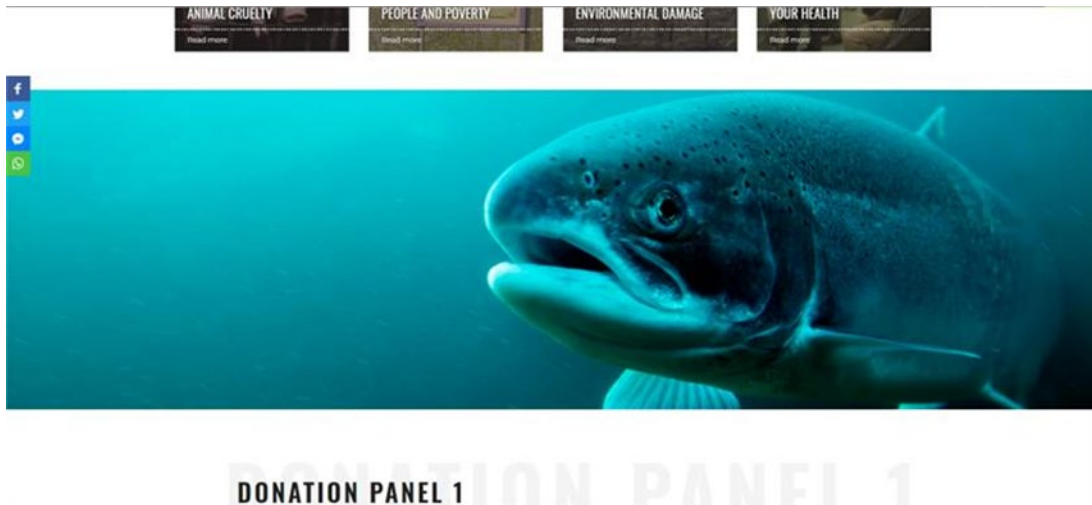
Hide Caption
When checked will stop the caption from displaying.

~~**Disable Caption Background**~~
~~When checked will disable the background colour behind the caption.~~

Image
The image to display in the slide.

Link

Title: Take action
Open in new window?
URL Content Media



Please note - The following properties within each slide's settings do not currently do anything and should be ignored: Colourway, Youtube video and 'disable caption background' toggle.

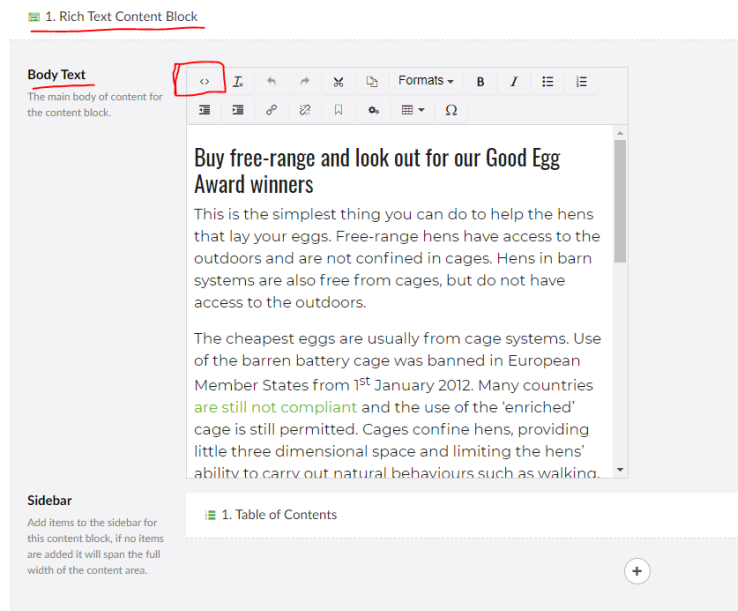
Rich Text Content Blocks

In the majority of cases this is where the page content should sit. Within Rich Text Content Blocks users can work in the Visual Editor or the Rich Text Editor.

The Visual Editor displays a limited view of the layout and look of the text. This view can be used to quickly rearrange the order of text, insert macros, add basic styling to text.

!!IMPORTANT! Never copy and paste into the visual editor from outside sources such as word documents and unwanted formatting will be carried over.

The Rich Text Editor allows the user to work in the HTML of the page. This is where copy should be written. Click on the icon with <> to open the source code window.



Basic HTML

When working with HTML, simple code structures (tags and attributes) mark up a website page. For example, create a paragraph by placing the enclosed text within a starting `<p>` and closing `</p>` tag. Every block of code for an attribute will sit inside these tags.

Each HTML page or email consists of a set of tags (also called elements), which are referred to as the building blocks of web pages. They create a hierarchy that structures the content into sections, paragraphs, headings, and other content blocks.

Most HTML elements have an opening and a closing that use the `<tag></tag>` syntax.

Below, is an example of how HTML elements can be structured:

```
<div>
<h1>The Main Heading</h1>
<h2>A catchy subheading</h2>
<p>Paragraph one</p>

<p>Paragraph two with a <a href="https://example.com">hyperlink</a></p>
</div>
```

- The outermost element is a simple division (`<div></div>`) to mark up bigger content sections.
- It contains a heading (`<h1></h1>`), a subheading (`<h2></h2>`), two paragraphs (`<p></p>`), and an image (``).
- The second paragraph includes a link (`<a>`) with a href attribute that contains the destination URL.
- The image tag also has two attributes: src for the image path and alt for the image description.

Adding Headers

Using the H1, H2, H3 tags will create styled headers to break up copy on a page. All H2 headings will form a content list in any 'Table of Contents' sidebar that is added to the page. **IMPORTANT!** Do not capitalise text within headers, the style sheets will add any necessary styling automatically.

Spacing and Layout

Do not create empty spaces and line breaks by hitting the return key several times. The stylesheets create appropriate spacing that is consistent through all our websites. Doing this creates bad HTML which in turn gives our website pages a bad reputation with search engines robots and ultimately affects our ranking and ability for people to find our pages. When you look in the source code there should not be any lines of code with `<p> </p>` = empty paragraphs or `

` = double line breaks.

Adding Lists

There is one more set of tags used for creating lists:

`` = unordered list which displays each item with a bullet point or
`` ordered list which displays each item with a number 1, 2, 3 and so on.

Between the `` or `` tags each bullet point or number will open and close with `` tags. E.g

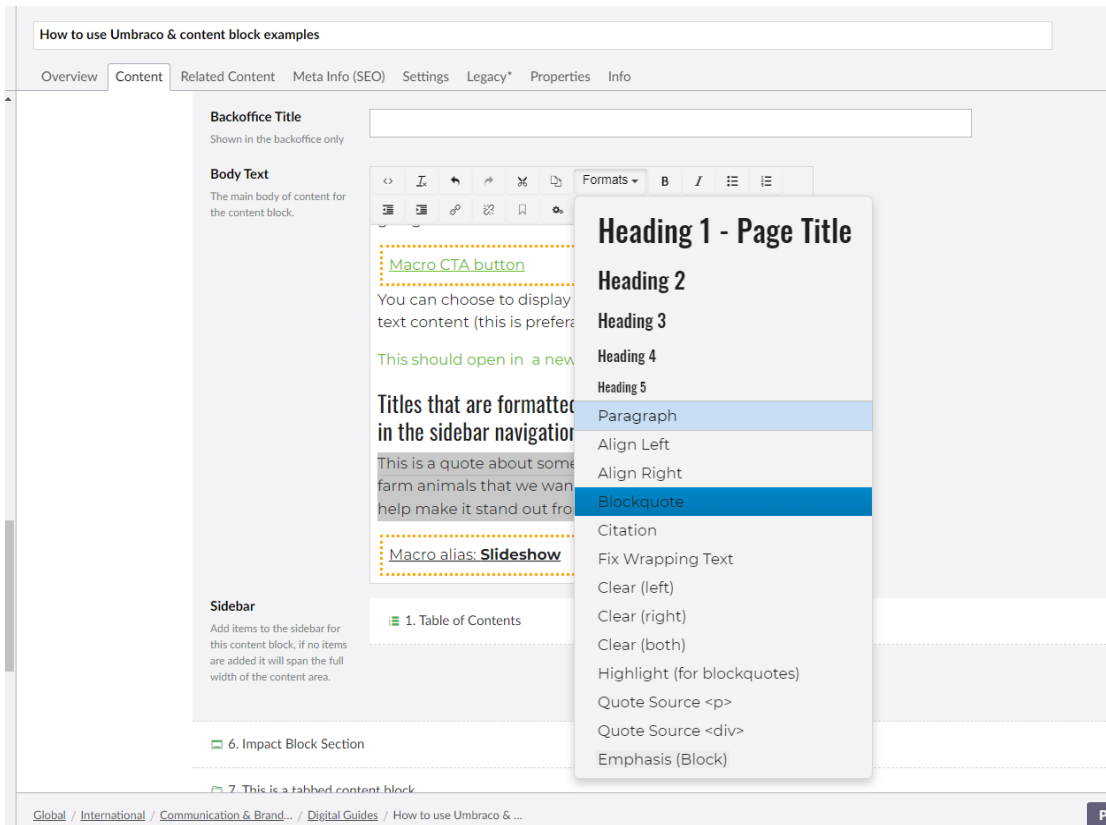
```
<ul>
<li> The first point with a bullet dot</li>
<li> The second point with a bullet dot</li>
<li> The third point with a bullet dot</li>
</ul>
```

Adding Quotes

While not compulsory to use it, we have a style for quotes found in the FORMAT menu. Apply the format "Blockquote" to the body of the quote removing the quotation marks from the copy in the editor as the CSS style adds its own.

You can then apply the style, "Quote Source <p>" from the FORMAT menu to the line of copy holding the person's name who made the quote.

It helps to give emphasis to this piece of copy and breaks up larger chunks of text making it easier to read. No other styling is required on the copy in the editor, the format styling does everything for you.



Adding links

Hyperlinks

Add hyperlinks by highlighting copy and clicking on the chain icon.

Simply enter either an external url, select a media file or select a page within the website using the drop down arrows to drill down to the desired page.

When linking to a PDF or external website page, including EN action / donation pages, tick the Target box that allows the page to open in a new tab.

Create a supporter “Sign Up” CTA link or button by entering the base url of the website e.g ciwf.org.uk and add #signup in the adjacent box. Styling is automatically applied.

The screenshot shows a content management system interface for editing a page titled "Philip Lymbery". The main editor area displays a rich text content block with the following text:

Philip Lymbery - Chief Executive
 Philip has been leading Compassion for more than a decade. He is also a Visiting Professor at the University of Winchester and Vice-President of Eurogroup for Animals, Brussels.

Macro alias: Image

Philip has worked extensively on animal welfare issues, wildlife and the environment for over 25 years. He is an award-winning author, ornithologist, photographer, naturalist and self-confessed animal advocate.

Philip is a recognised thought leader with his lectures taking him across the globe to meet and exchange ideas with like-minded specialists, experts and individuals. He regularly

The right-hand sidebar, titled "Select link", contains the following fields and options:

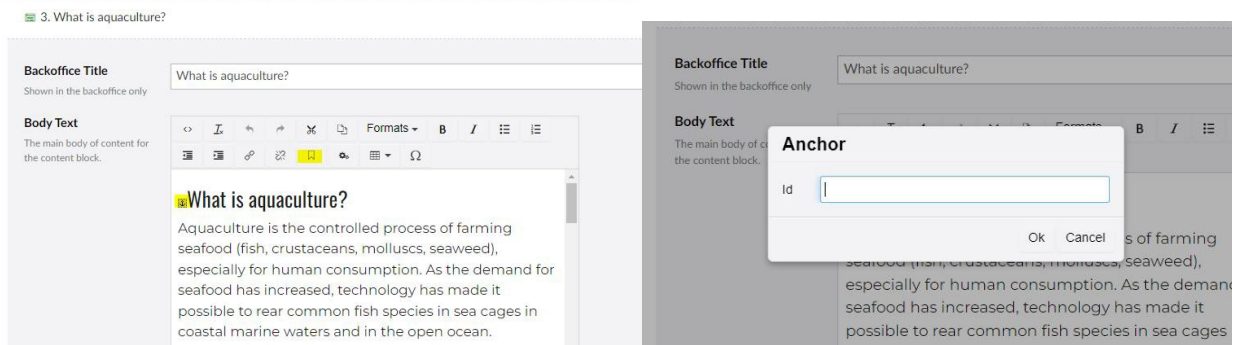
- Link:** A text input field for the URL.
- Anchor / querystring:** A text input field for the anchor or querystring, with a placeholder "#value or ?key=value".
- Link title:** A text input field with a placeholder "Enter a name...".
- Target:** A checkbox labeled "Opens the linked document in a new window or tab".
- Link to page:** A search input field with a placeholder "Type to search...".
- Country/Region List:** A list of countries with expandable arrows: UK, FR, NL, IT, PL, US, CN.
- Business Category List:** A list of business categories with expandable arrows: Food Business (UK), Food Business (FR), Food Business (IT), Food Business (DE), CZ, FS.

Adding a hyperlink

- Links to external sites and PDF documents need to open in a new tab. This is achieved by ticking the “Target” box. We do this so people are not ending their journey with us.
- Links must have titles that describe in a few words what the link is pointing to. This is important for accessibility.
- Internal links, links to other pages within the same site, should use the site menu selection and not have a url pasted like you would for an external link.
- Media items within our sites, such as PDFs should use the media selection option found at the bottom of the list creation menu. This is important as it not only signifies an internal link which is good for Search Engine Optimisation but it also means if an internal website page is moved or renamed for any reason the link does not get broken.

Anchor Links

Add an anchor link to take a user to a specified point on a page. Place the cursor at the beginning of a sentence or header where the anchor point is desired. Click the Anchor tool icon from the tool bar. Add an id name to the field in the pop-up menu. The name of the anchor can be anything.



Next add the anchor name to the Anchor/Querystring field of the hyperlink with # in front of it. For example: Link field = <https://www.ciwf.org.uk/our-campaigns/live-animal-transport/> and Anchor/querystring = #takeaction. In the HTML code the hyperlink will look like this: **paragraph text** When adding anchors to a tracked url put the #anchormame on the very end of the url after all the tracking.

The names in the anchor id field and the name after the # on the end of a url must match EXACTLY and is case sensitive.

To add an anchor section of a page outside of a Rich Text Editor Block use the Anchor Content Block. See the section titles [Anchor Content Block](#).

Adding Tables

Add a table to content using the the table icon. Then make modifications as follows.

1. Make the table responsive:

In the HTML source editor style the table border class to include "table-responsive" this allows the table to function properly on mobile devices.

```
<table border="0" class="table table-bordered table-responsive" style="border-collapse: collapse; width: 100%;">
<thead class="thead-light">
<tr>
<th style="width: 50%;">Header</th>
<th style="width: 50%;">Header</th>
</tr>
</thead>
<tbody>
<tr>
<td style="width: 50%;">Content</td>
```

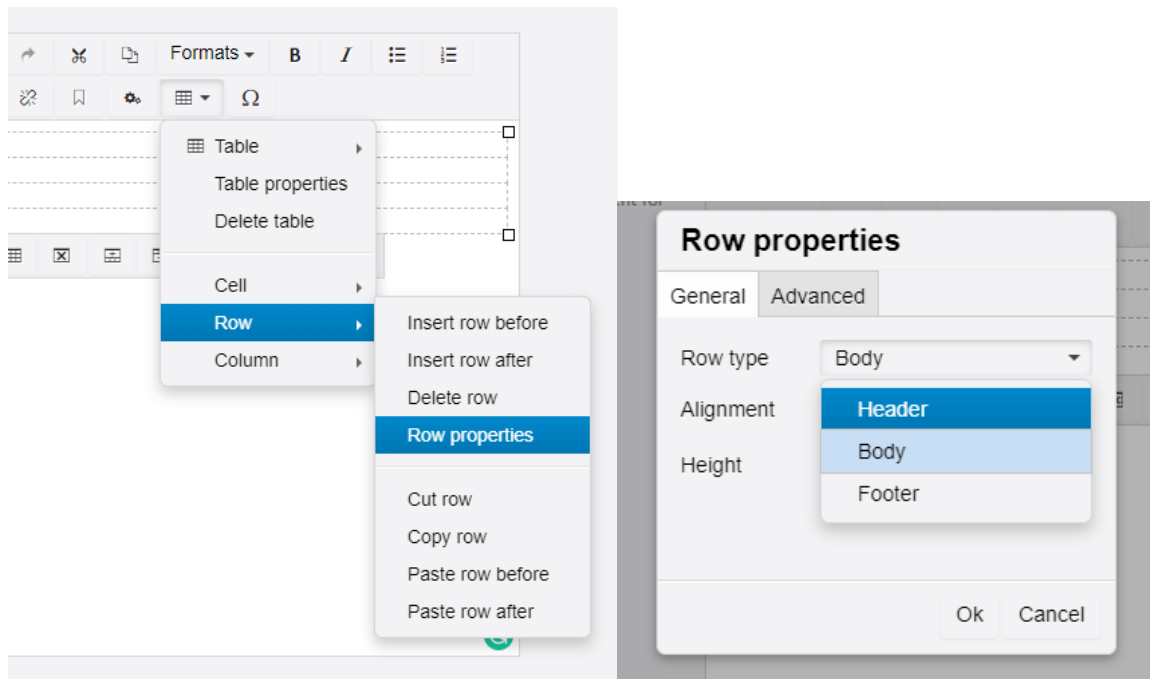
```
<td style="width: 50%;">Content</td>
</tr>
<tr>
<td style="width: 50%;">Content</td>
<td style="width: 50%;">Content</td>
</tr>
</tbody>
</table>
```

2. Styling Tables:

- A. Make a header row with a thicker bottom border. In visual editor view click into any cell in the header row then go to row properties:

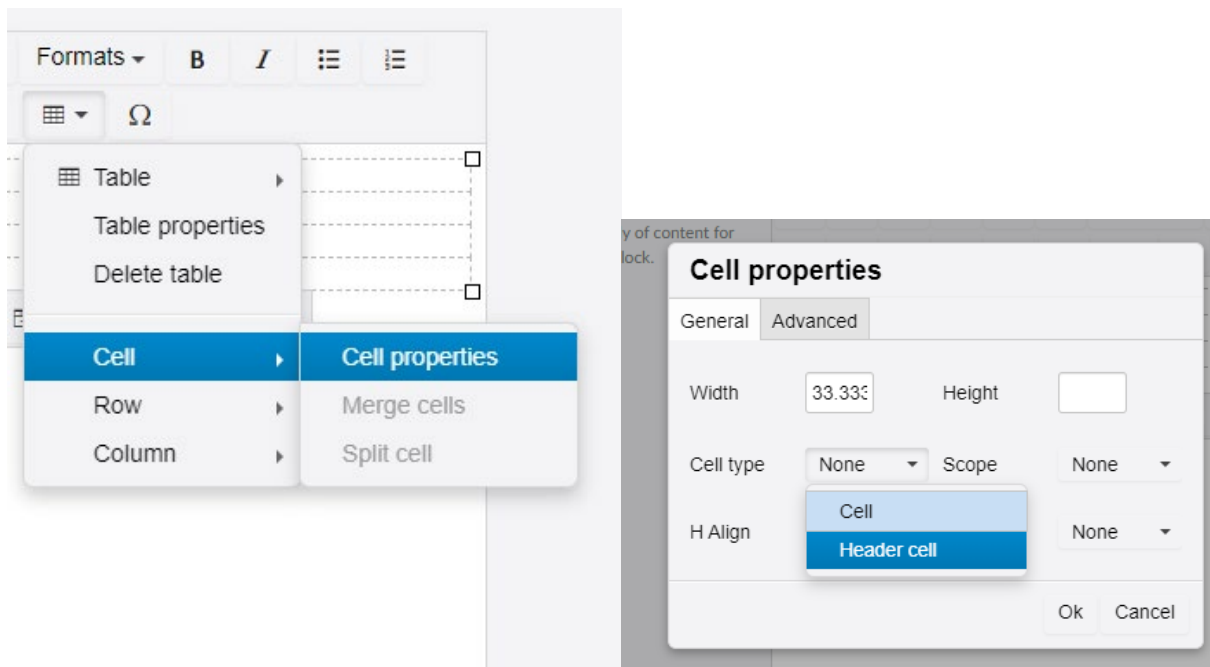
Header	Header
Content	Content
Content	Content

- B. Change the row type to be a header cell



The screenshot shows a visual editor interface with a table. A context menu is open over the first row (the header row). The 'Row' option is selected, and a sub-menu is open showing 'Row properties' as the chosen option. To the right, the 'Row properties' dialog box is open, showing the 'General' tab. The 'Row type' dropdown is set to 'Header', and the 'Advanced' tab is also visible.

C. Next click in each cell in the header row and change the cell type to header cell:



D. To give the header row a grey background. In the HTML source editor view add the following class to the <thead> tag:

```
<table border="0" class="table table-bordered" style="border-collapse: collapse; width: 100%;">
<thead class="thead-light">
<tr>
<th style="width: 50%;">Header</th>
<th style="width: 50%;">Header</th>
</tr>
</thead>
```

Header	Header
Content	Content
Content	Content

How it looks on the page:

ON THIS PAGE
Rich Text Editor
Titles that are formatted as H2 will be displayed in the sidebar navigation
This is a table with a header row
This is a table with a header row & light background

THIS IS A TABLE WITH A HEADER ROW	
Header	Header
Content	Content
Content	Content

THIS IS A TABLE WITH A HEADER ROW & LIGHT BACKGROUND	
Header	Header
Content	Content
Content	Content

Styled tables with a sidebar

Borderless Table

To make a table display no borders add the style settings as follows:

```
<table border="0" width="100%" class="table table-borderless table-responsive-md" style="border-collapse: collapse; border-style: hidden;" tabindex="0">
```

Using Macros to Insert Media: Images Videos Buttons and Slideshows

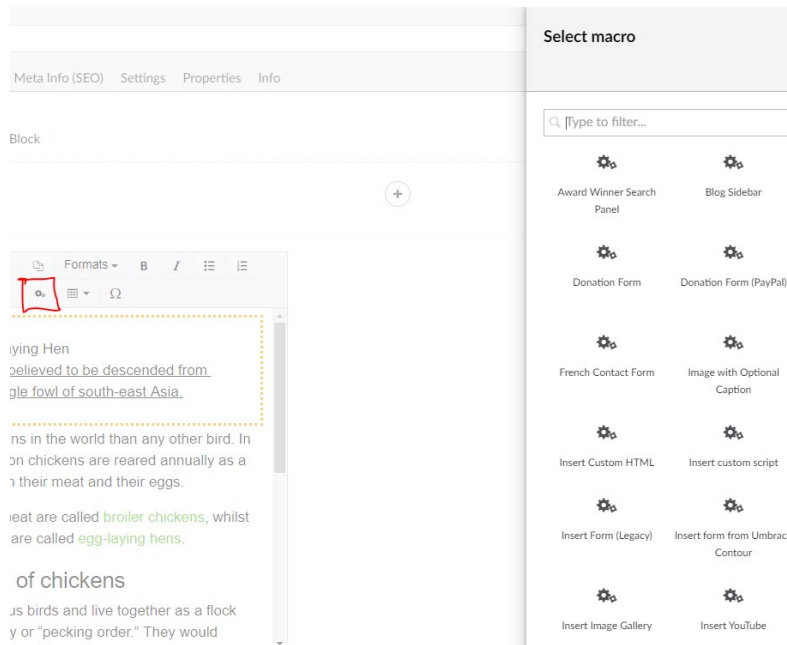
To add additional functionality and features to body content within a Rich Text Editor Block, macros provide that functionality. They are quite self-explanatory and user friendly to create.

Only use the following macros, the rest are to be ignored:

- **Insert image with optional caption**
- **Insert YouTube**
- **Insert call to action button**

Images can fill the width of the container, or a width can be set to allow text to flow around them or have several small images float next to each other in a row. Insert YouTube will embed a YouTube video and fill the width of the container.

Use the cursor to select the place where the macro item should sit within the rest of the content. Click on the little cog icon to open the macro selection window.

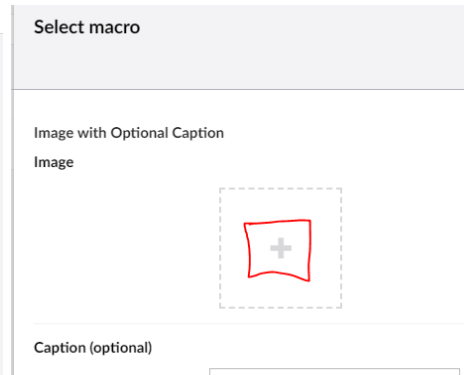
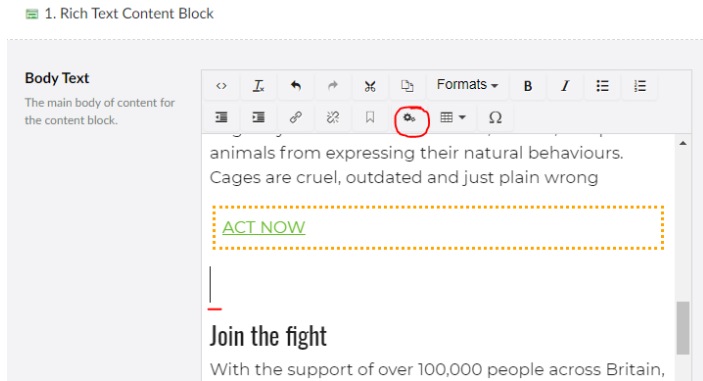


Adding a macro

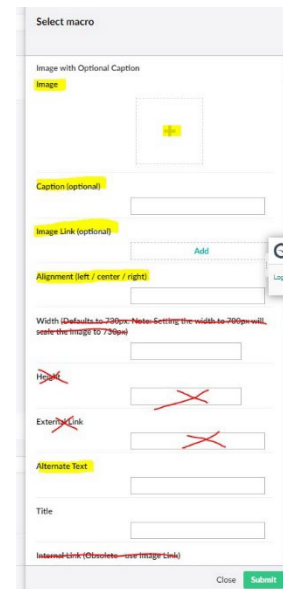
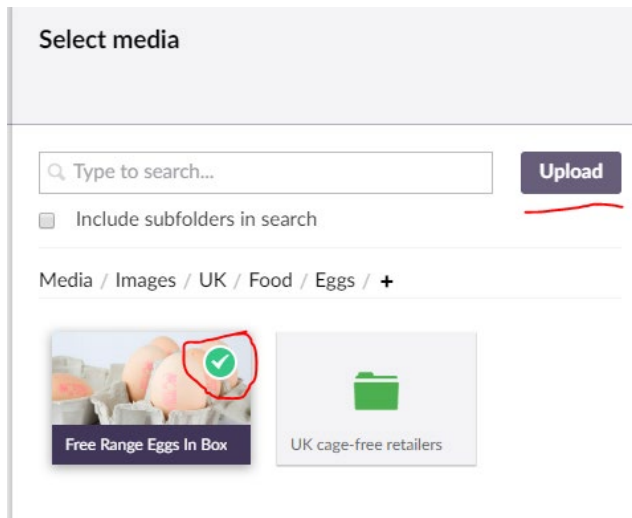
Insert image with optional caption macro

Whilst editing page content in a Rich Text Content block images can be added to a page directly.

1. Place the cursor where the image is required
2. Click on the cog icon to insert macro
3. Select "Image with Optional Caption"
4. Click on the + square and drill through folders
5. Once in the correct folder either select the image required or upload directly by clicking on "upload". Thumbnails show a green tick when selected.
6. Add an optional caption or leave blank. Adding a caption will create a grey box with entered text slightly overlaying the image.
7. Fill in the **Alternative Text** field with a short description of the image, optional caption, image title, link.
8. Images to be full content width do not need any alignment, width or height settings. Images which require text to wrap, enter a width of 400 and align either left or right. Preview and adjust the image width until a good text to image ration is achieved.
9. Submit



Steps 1 - 4



Steps 5 - 8

If a series of smaller images floating next to each other in a row is required set the image width, align left and repeat for each image. The image macros will stack over each other in the Rich Text Editor. Preview and adjust the image width until the desired effect is achieved.

Note: image alignment is not available when no sidebar is in use

Embedded Videos

To use the Insert YouTube macro, videos should first be uploaded to YouTube. Copy the share/embed link from YouTube. Only the extension part of the link is required eg.

<https://youtu.be/lwye4N-RoZA> Add optional video title and description if desired.

To add a video which is not hosted on YouTube, code must be embedded in the RTE HTML. Click on the Source Code icon from the tool tray to open up the HTML editor window and paste the code as described below:

```
<div class="embed-responsive embed-responsive-16by9">
```

```
<iframe class="embed-responsive-item" src="https://player.vimeo.com/video/70409969"
width="500" height="281" frameborder="0" webkitallowfullscreen="" mozallowfullscreen=""
allowfullscreen=""></iframe>
```

```
</div>
```

Replace the highlighted section with the video embed url. For the video to be responsive:

- The iframe code should be surrounded in a div with the classes included
- The iframe also needs to contain class="embed-responsive-item"

Defunct Macros

Do not use these Macros:

- Any of the Form Macros – *use the form content block*
- Insert Image Gallery – *use Slideshow Macro instead*
- Award Winner Search Panel
- Blog Sidebar
- Cookie Directive
- Donation Form
- Donation Form (PayPal)
- Food Business Impact Number
- Insert Custom HTML – *digital team use only*
- Insert custom script – *digital team use only*
- Insert Custom Style – *digital team use only*
- Newsletter Signup Form
- Resource Search
- Tag Cloud
- Timeline Item

Adding Sidebars

Once the main body of content has been added to the Rich Text Content Block a menu of contents sidebar can be added.

- a. Select “**Table of Contents**” which displays a list of all the H2 titles from the page as content finders and shortcuts.
- b. Redundant: In This Section Navigation displays a navigation list of other pages from the same level. This menu option is now redundant with the recent addition the breadcrumb navigation.
- c. Redundant: “Content Tags” this is no longer used.

To add a sidebar click on the + symbol under the body text box and adjacent to the title Sidebar. Select **Table of contents**.

1. Rich Text Content Block

Body Text
The main body of content for the content block.

Buy free-range and look out for our Good Egg Award winners

This is the simplest thing you can do to help the hens that lay your eggs. Free-range hens have access to the outdoors and are not confined in cages. Hens in barn systems are also free from cages, but do not have access to the outdoors.

The cheapest eggs are usually from cage systems. Use of the barren battery cage was banned in European Member States from 1st January 2012. Many countries are still not compliant and the use of the 'enriched' cage is still permitted. Cages confine hens, providing little three dimensional space and limiting the hens' ability to carry out natural behaviours such as walking.

Sidebar
Add items to the sidebar for this content block, if no items are added it will span the full width of the content area.

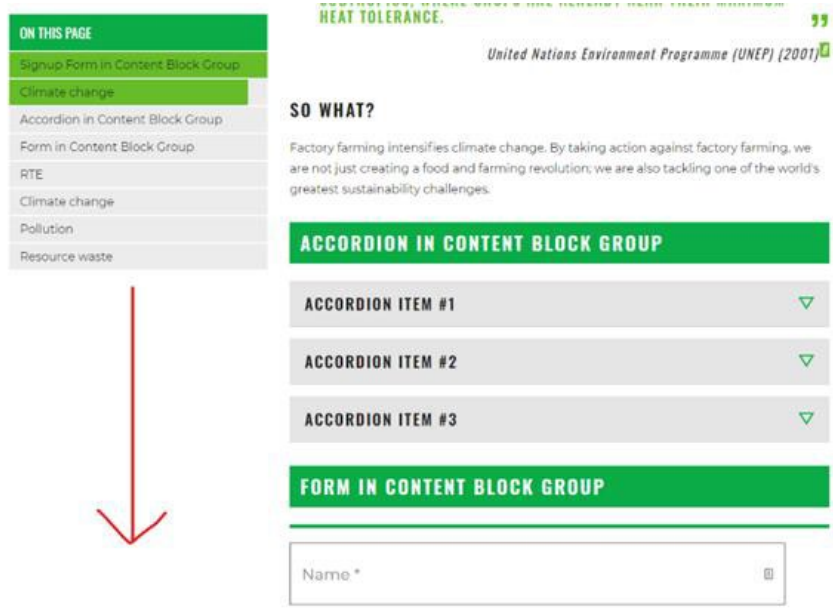
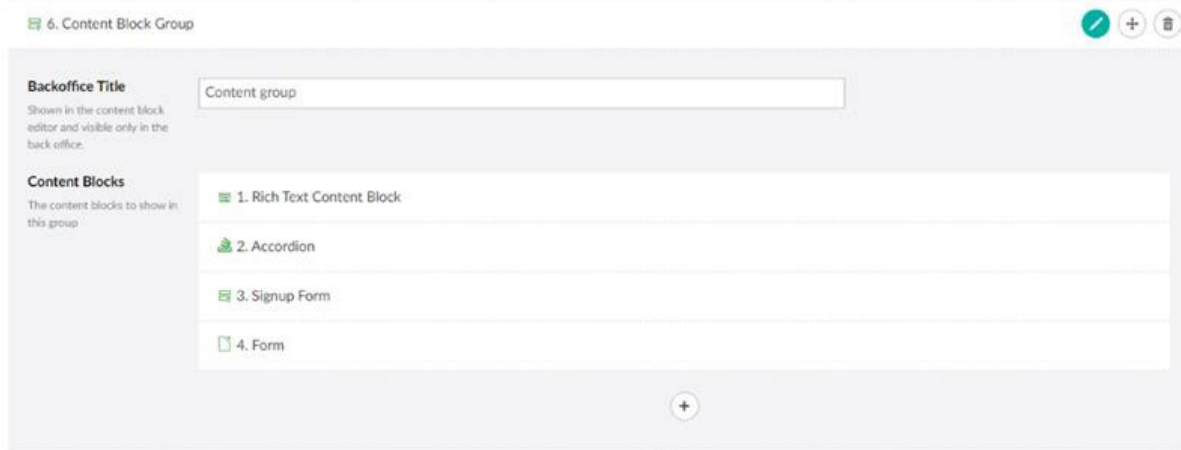
1. Table of Contents

+

Add a sidebar



When there are consecutive content blocks with a sidebar, this results in undesirable repeated menus. To resolve this, use the ‘**Table of Contents Menu**’ and the content block called ‘**Content Block ToC Group**’. Within this block add the content blocks that have the sidebar property – RTE, Accordion, Form and Signup Form:



Content blocks are still edited in the normal way within this group. There must be H2 titles present somewhere in the page content (not just within the grouped content) then there will be a single table of contents sidebar running alongside these grouped items. If there is no H2 on the page at all then the sidebar will not show as there are no titles to display.

Please note - this is for the table of contents sidebar only.

Anchor Content Block

For blocks that don't have the anchor feature, you can add this block on the page instead and use it to link to specific points on the page.



Enter an anchor id name, this can be anything. Next add the anchor name to the Anchor/Querystring field of the hyperlink with # in front of it. For example: Link field = <https://www.ciwf.org.uk/our-campaigns/live-animal-transport/> and Anchor/querystring = #takeaction. In the HTML code the hyperlink will look like this: `paragraph text`

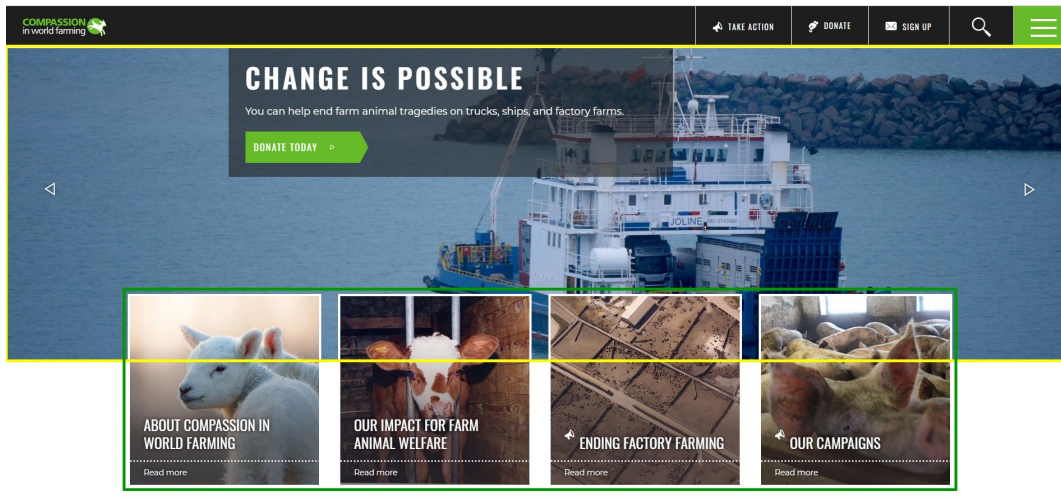
When adding anchors to a tracked url put the #anchortname on the very end of the url after all the tracking.

The names in the anchor id field and the name after the # on the end of a url must match EXACTLY and is case sensitive.

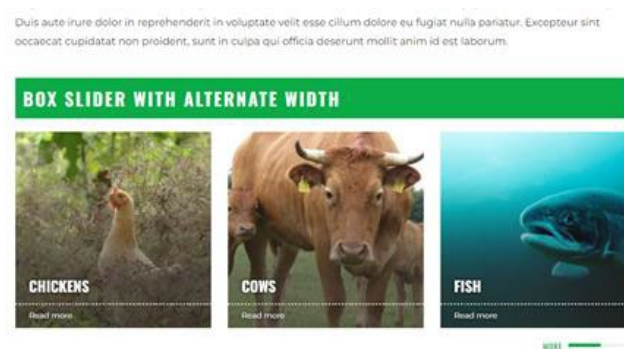
To add an anchor to copy inside a Rich Text Editor Block use the anchor icon in the tool tray of the visual editor. See the section [adding anchor links](#).

Box Sliders

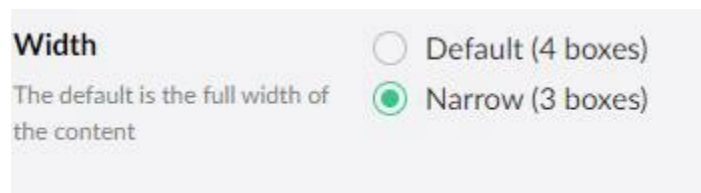
Adds clickable thumbnails spanning the width of the page. Added after a slider as the first content block looks like this above, highlighted in green, on the UK homepage it overlays the slider:



On a content page after a Rich Text Content Block for example it looks like this highlighted in yellow:



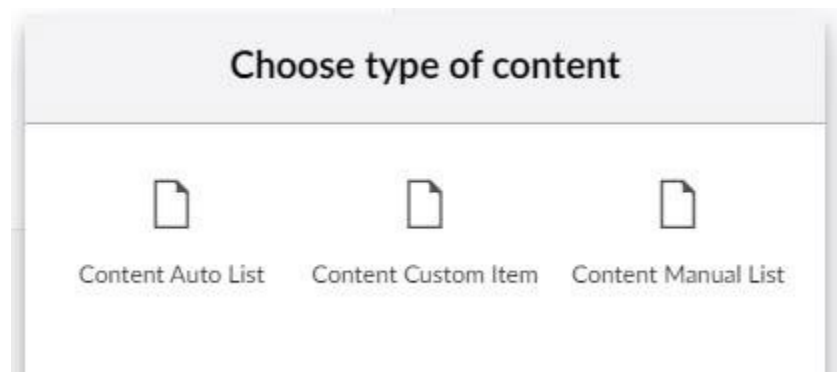
Adjust the desktop display width of box and child sliders to a narrower 3-box display that matches the width of an RTE block.



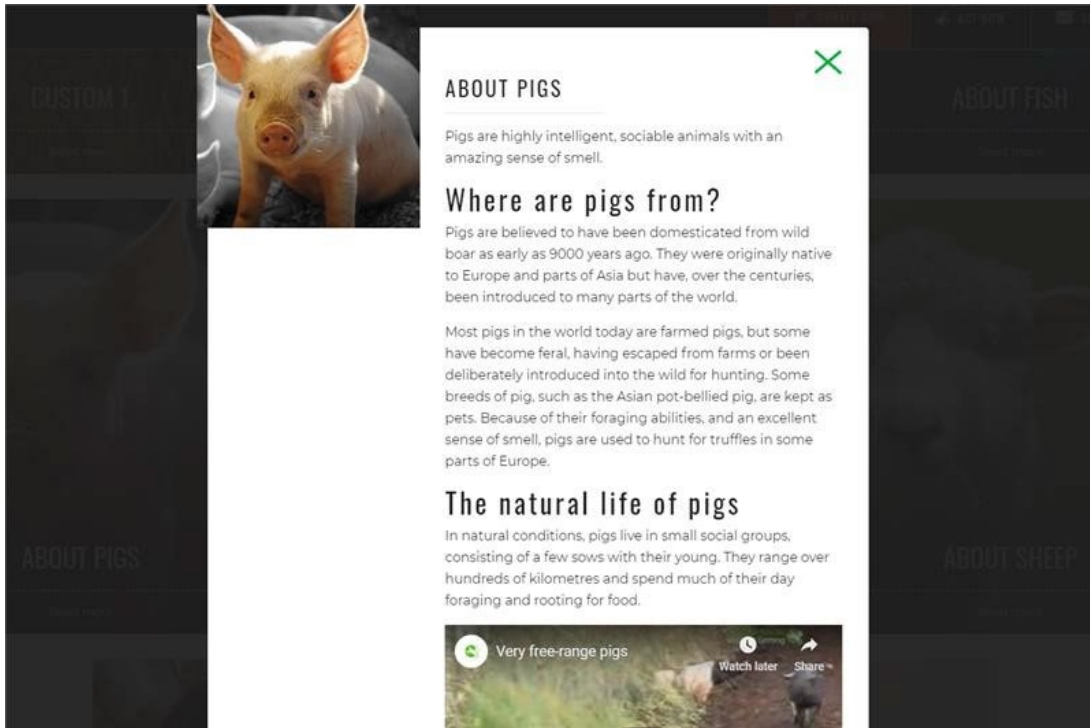
Desktop: By default, multiples of four or three will result in a grid system forming on desktop otherwise thumbnails will scroll. Display can be changed by toggling on '**Stack on desktop**' this will generate a grid like display of rows.

Mobile: A single scrolling thumbnail is the default display mode for mobile. Display can be changed by toggling on '**Stack on mobile**'. Be careful when using 'stack on mobile'. More than a few images will result in a very long page which should be avoided for the best user experience.

Using the **Content Items** option, create a slider with links to other parts of the website or custom content displayed as shown above. There are three content type options, two list items and one custom item.



Each item type has the option to display related content as a direct link to a page or as a pop-up.

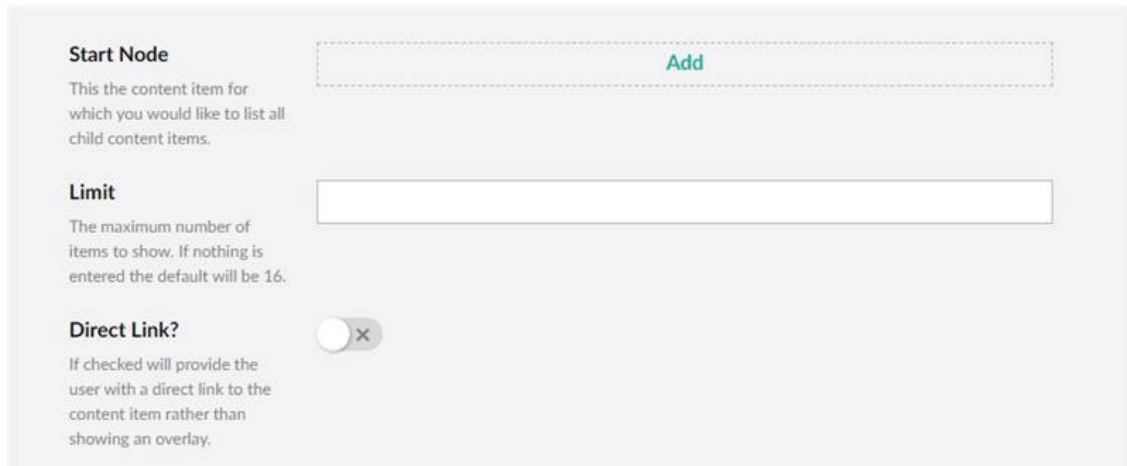


Any existing content in box sliders created before March 2020 will need to be migrated into one of the new list options.



Auto List

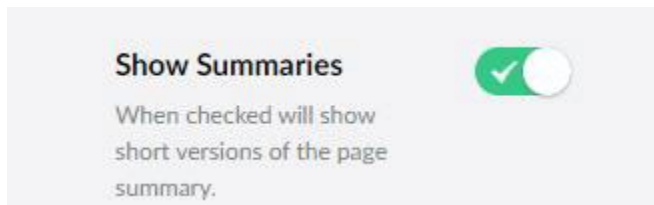
Selecting a start node shows the child pages of that node, in the same way as the child slider content block. Customise the number of pages under a node to be displayed. Maximum default is 16. Toggle on or off the direct link option to create a link directly to the related website page/s or display page content in a pop-up.



The screenshot shows a configuration panel for 'Auto List' with three sections:

- Start Node:** A dashed box with a green 'Add' button. Below it, text reads: 'This the content item for which you would like to list all child content items.'
- Limit:** A text input field. Below it, text reads: 'The maximum number of items to show. If nothing is entered the default will be 16.'
- Direct Link?:** A toggle switch currently in the 'off' position (grey). Below it, text reads: 'If checked will provide the user with a direct link to the content item rather than showing an overlay.'

Use the toggle button to pull the summary field data through to the boxes. This toggle takes the summary field value from the page being linked to. This can be switched on/off on a per-list basis.



The screenshot shows a toggle switch for 'Show Summaries' which is currently turned 'on' (green with a checkmark). Below the toggle, text reads: 'When checked will show short versions of the page summary.'

Custom Item

Create a single custom-built item by selecting an image, title and text. Toggle on or off the direct link option to create a link directly to a website page or display page content in a pop-up. To display content in a pop-up, content needs to be added into the 'Body Text' field.

Title

Image

Summary
A brief summary for display in the list.

Body Text
The main body of text for the content item/

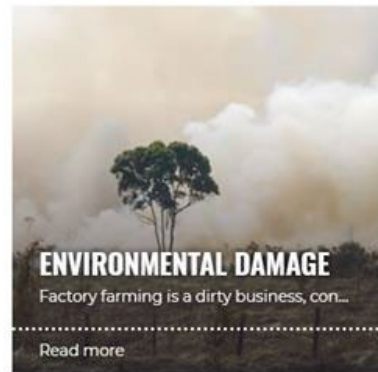
Link
An optional url to link to.

Direct Link?
If checked will provide the user with a direct link to the content item rather than showing an overlay.

Add

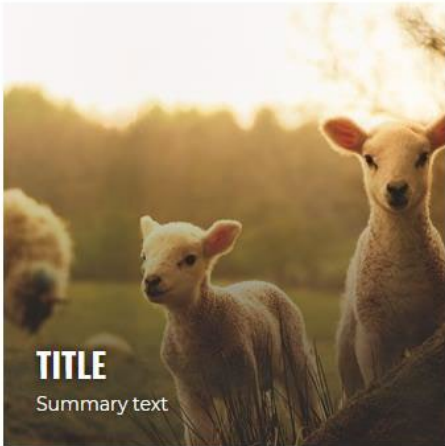
Add between 0 and 1 items

The summary field is populated, it will pull field data through into the boxes as shown in the example below.



Box slider custom items can be used as static images, if the direct link toggle is off and there is no content in the Body Text field, the box will neither link to a page nor initiate a pop-up. It will look like the below with no read more and no zoom-on-hover effect. If there is a value in the summary field it

will display.



Manual List

Select a single list item at a time to display a single page. Toggle on or off the direct link option to create a link directly to the related website page or display page content in a pop-up.

A screenshot of a configuration panel for a list item. On the left, there is a section titled "Items" with a sub-header "A list of selected content. Items to show in the category." Below this is a "Direct Link?" section with a toggle switch that is currently turned off. A description for the toggle reads: "If checked will provide the user with a direct link to the content item rather than showing an overlay." To the right of the "Items" section is a dashed box with an "Add" button. At the bottom center of the panel is a yellow button with a plus sign.

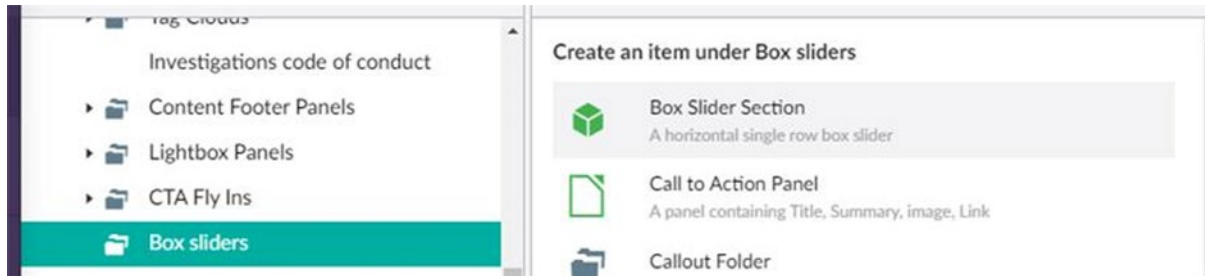
Content displayed in the pop-up have rules that will determine which content is displayed: If the linked page has an RTE block, that content will be displayed otherwise content from the old body copy block will be displayed instead. If there is no RTE and no content in the old body block the pop-up will display the page summary text instead.

Use the toggle button to pull the summary field data through to the boxes. This toggle takes the summary field value from the page being linked to. This can be switched on/off on a per-list basis.

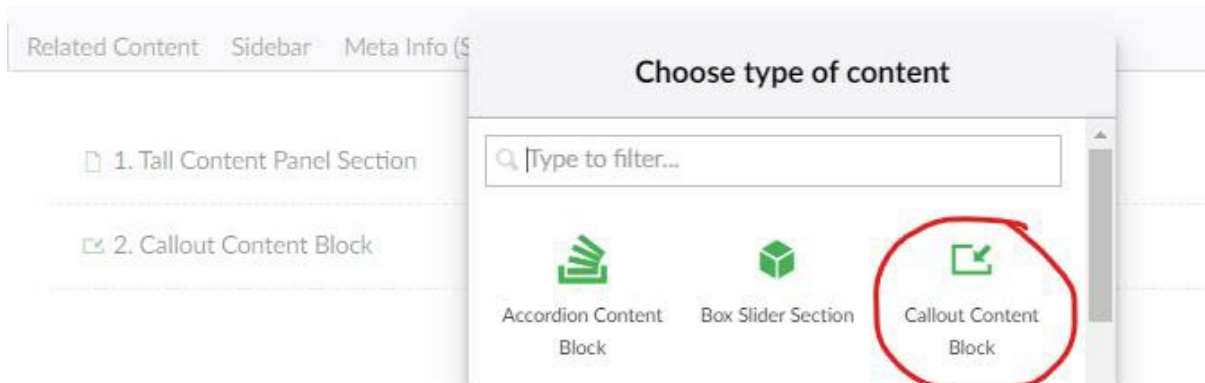
A close-up of a toggle switch labeled "Show Summaries". The toggle is currently turned on, indicated by a green checkmark. Below the label, the text reads: "When checked will show short versions of the page summary."

Multipage Box Slider

To create a box slider to appear on multiple pages create the Box Slider in Callouts then apply to all relevant pages. Updates to the slider in the Callouts folder will apply to all the pages the slider is placed on.



To add a Callout box slider to a page, you need to use this option:



As an example, this would be a great way to easily allow website visitors to take action on current campaigns by signposting them straight to the latest actions on relevant website pages. One update in this one location to create a refresh the block with new campaigns.

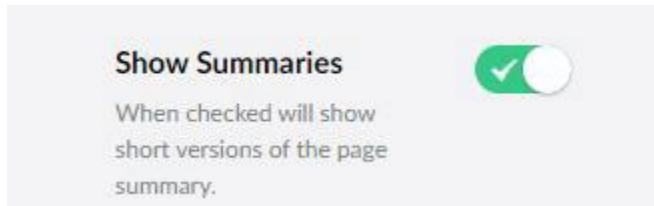
Child Content Box Slider

Displays a selection of thumbnail links most commonly from Press Release or Blog pages like the Latest News Section content block, or any section of the website that has child pages. Select the top-level page of the Press Release, Blog or section page in the Start Node Field.

Give the section a title and define the number of thumbnails to be displayed. The same rules apply here in regard to display format as in the Box Slider above.

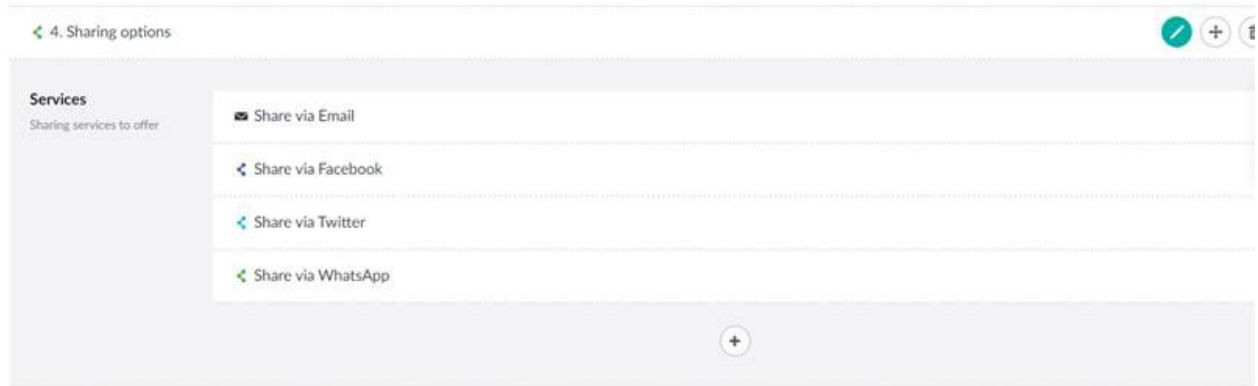
Newer items from the linked Press Releases, Blog or website section will update automatically dropping the oldest article or page from the set.

Use the toggle button to pull the summary field data through to the boxes. This toggle takes the summary field value from the page being linked to. This can be switched on/off on a per-list basis.



Social Media Sharing Content Block

This block allows you to add Email, Facebook, Twitter and WhatsApp buttons to a page. You can have the option of icon-only (by not adding any button text in the field) or icon-with-text. You can pick and choose which buttons to include. When adding content to these blocks **you do not need to encode** it. Umbraco will encode it for you on the front end. See notes below.



Email - add the subject line in the first field, add the body text with the short/bitly link in the body text field

✉ Share via Email

Subject
The subject line for the email

A subject for the email
42 chars remaining

Message
Optional message and link to include.

Body of the email

183 characters left

Button Text
Optional text to use on the share button. If no text is entered then only the icon will show.

Share

13 chars remaining

Facebook - add the link of page to share with any necessary tracking using the link property. Again, no need to encode this. If no link selected, the URL of the page that the button is on will be shared, but with no tracking.

◀ Share via Facebook

Link
The link to share. If no link is provided the current page URL will be used.

Add

Add between 0 and 1 items

Button Text
Optional text to use on the share button. If no text is entered then only the icon will show.

Facebook

10 chars remaining

Twitter and WhatsApp – these both work the same, add the message and short/bitly URL in the Message field

Share via Twitter

Message
Optional message and link to include.

I've just donated to @ciwf Will you join me and stand up for farm animals?
<http://bit.ly/39OEHKz>

104 characters left

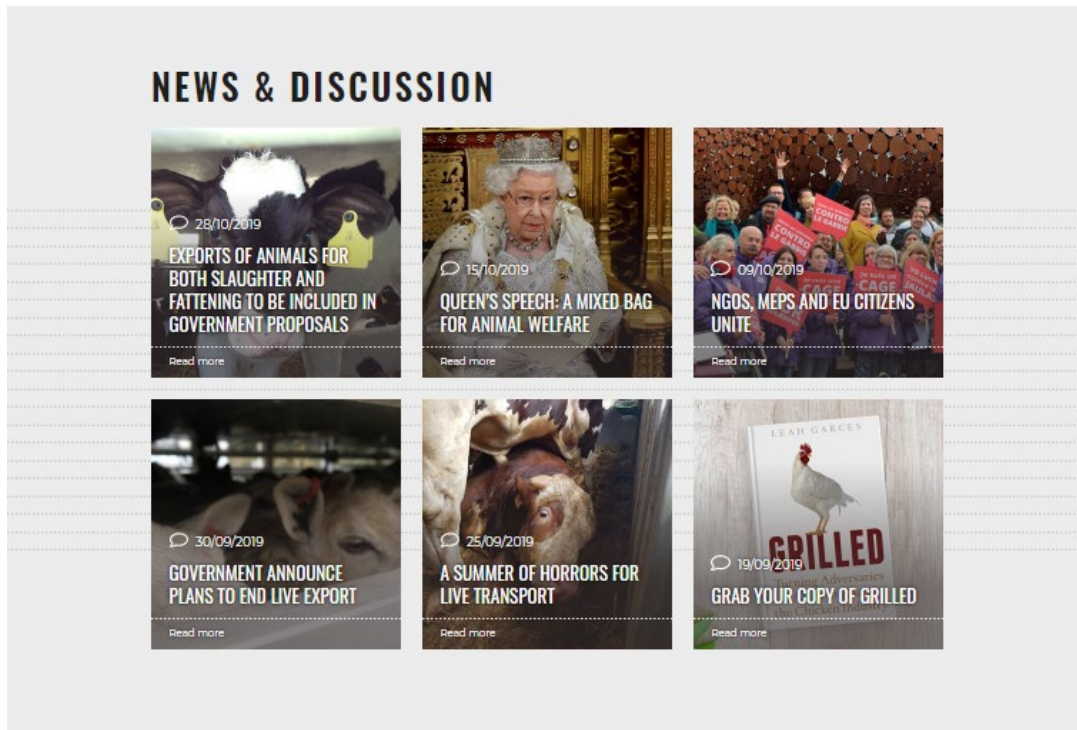
Button Text
Optional text to use on the share button. If no text is entered then only the icon will show.

Twitter

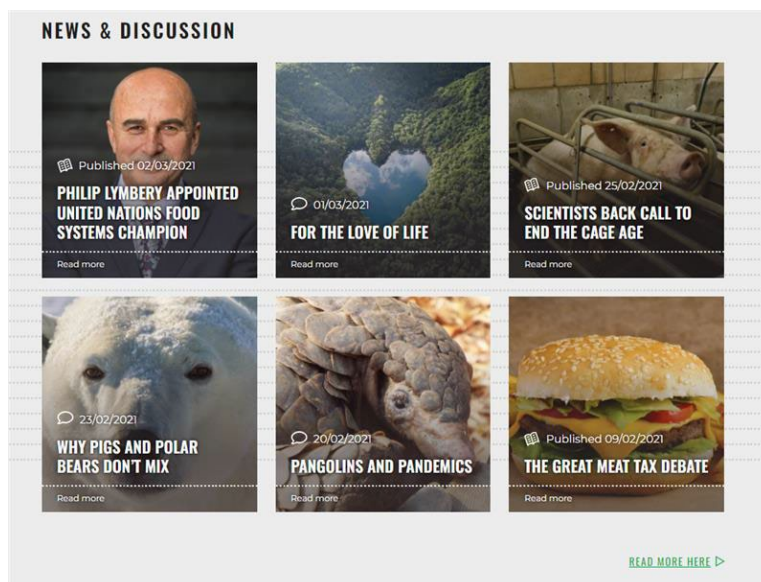
11 chars remaining

Latest News Section

Displays a selection of clickable thumbnail links to the associated news item. This is automatically updated as new items are added with the oldest item dropping off. The default thumbnail selection display is 6 and can be adjusted on the New Article page.

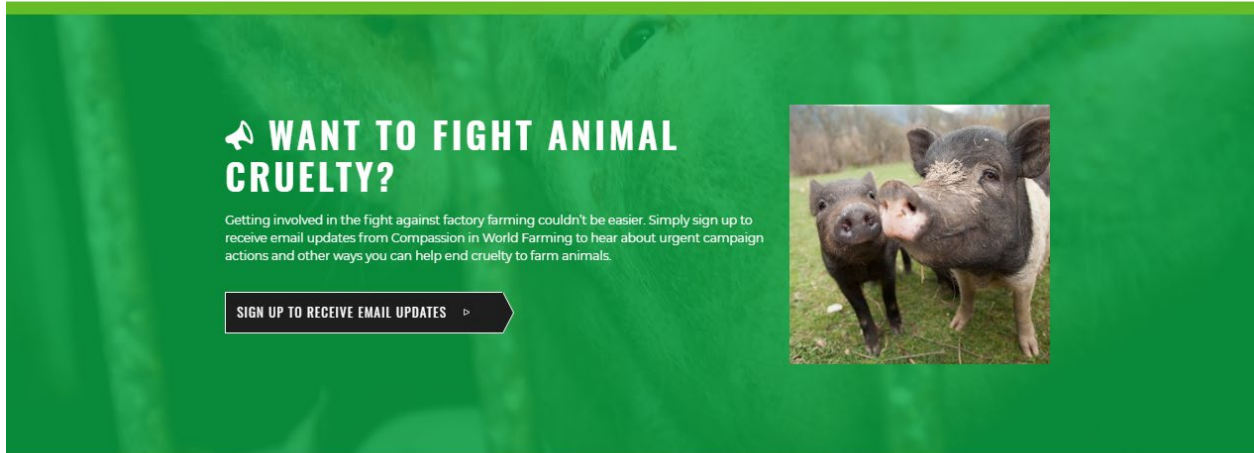


Multiple source types can be pulled into this block such as both news stories and blog stories. There is an optional "read more" link that can be created at the end of the block.



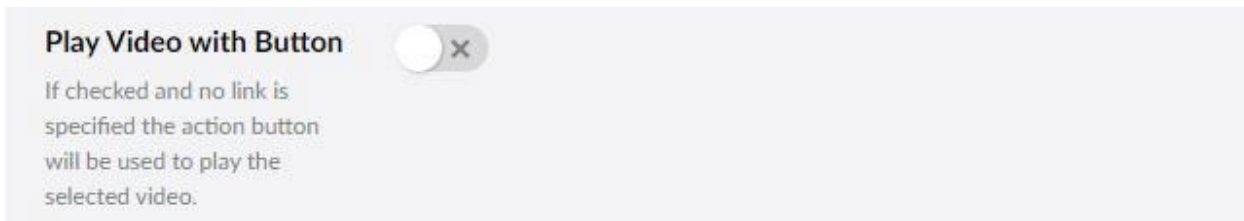
Campaign Block Section

A great way to call attention to something important and asks users to do something. This is often used as a call to action or sign up. The panel scrolls across the whole width of the screen. It looks like this:



The image on top should be sized to a **min of 350 x 350 px** or higher ratio thereof. The image behind the green overlay should be **2000 x 615 px**

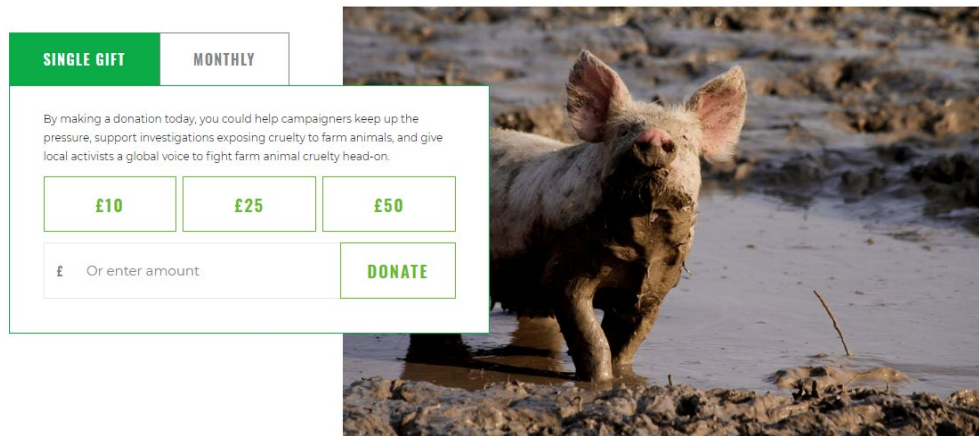
The CTA button can be set to pop-up a video using this toggle:



Donation Content Block

A large donation ask panel spanning the content width of the page. The content block option fields are self-explanatory and looks like this on the page:

GIVE ANIMALS A VOICE DONATE TODAY



The donation content block can be set to default to regular or single tab by selecting the appropriate radio button option.

Default Donation Option

Single

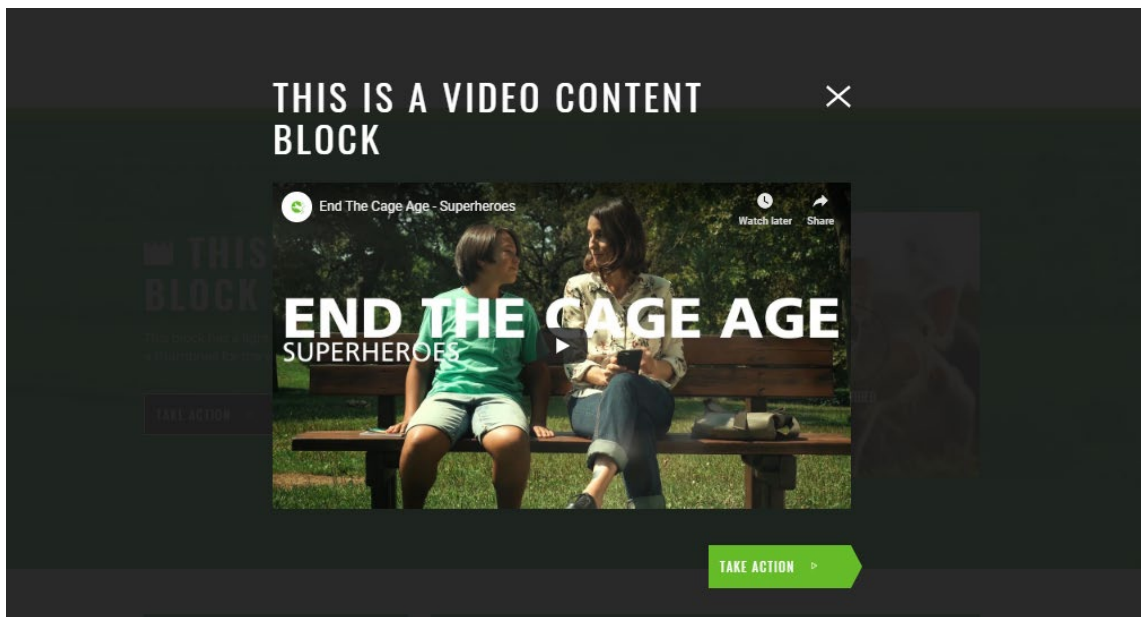
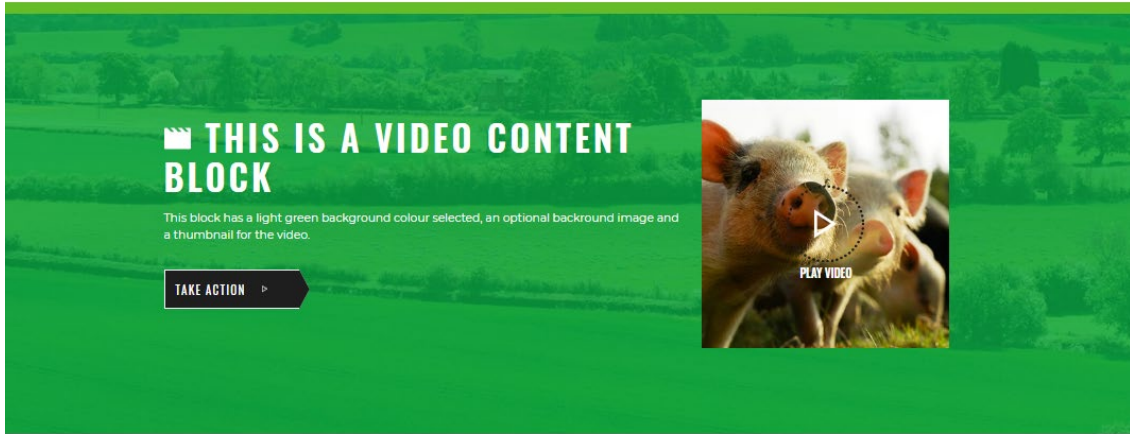
Monthly

Indicate the preferred default for the type of donation (If not provided the default is monthly)

Video Content Block

Panel expands across the width of the screen displaying a title, description, CTA button and clickable thumbnail which activates a pop-up video player. The thumbnail video should be sized to a min **350 x 350px and cropped to a square**. The background image under the green overlay should be **2000 x 615px**.

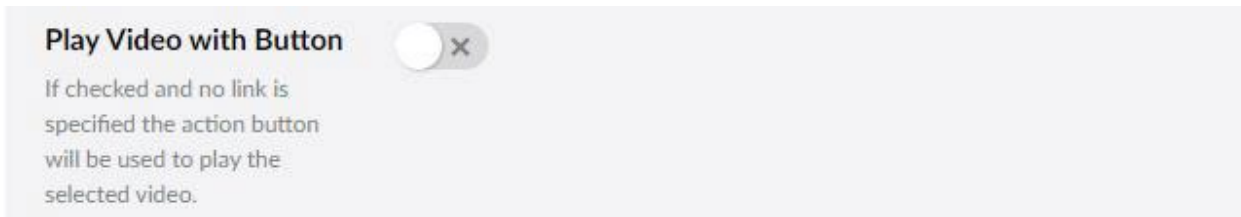
How it looks:



Set Up:

The content block options are self-explanatory, choose a video from the carousel selection which are sourced from the YouTube account. Link buttons are hidden if no link is entered.

The CTA button can be set to pop-up a video using this toggle:

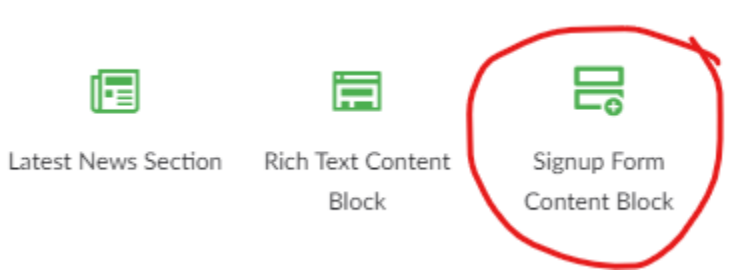


Form Content Block

Simply “Add” and select the appropriate pre-made form from the right-hand menu list. Forms are developed by the HQ Digital team. If existing forms do not fit requirements new forms can be requested by raising a Sales Force case for the Digital Team. Forms can be given a title and be used on the page with a sidebar.

Sign Up Content Block

Add a Sign-Up form to a website page using this content block. Add the content block in the same way as other content blocks.



This block can include a title and a short caption.
It will pull in the text above and below the form that is in the header sign up panel.
It will automatically use the same sign up page as website header panel does.

This is how it looks on page with no sidebar added:

SIGN UP FORM WITH NO SIDEBAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam pharetra nec ante eu dignissim. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Keep informed about urgent actions and other ways to help

We promise not to spam you and you can unsubscribe anytime. [Privacy Policy](#)

ON THIS PAGE

Sign up form with sidebar

SIGN UP FORM WITH SIDEBAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam pharetra nec ante eu dignissim. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Keep informed about urgent actions and other ways to help

We promise not to spam you and you can unsubscribe anytime. [Privacy Policy](#)

Impact Block

With multiple items, creates a two column left aligned information block with a title, image, description and call to action button. It runs the width of the content area on a page. If there is just a single item this will span the width of the page. The translucent background title is optional. The image should be a **min of 276 x 276 px in a square crop**. This is how it looks:

The image displays five examples of 'Impact Block' components. Each block consists of a title, a short description, an image, and a call-to-action button. The first block has a title 'TITLE 1', a description 'A short description of the topic this panel is about.', a URL 'HTTP://CIWF.ORG.UK', and a 'CTA' button, accompanied by a piglet image. The second block has a title 'TITLE 2', a description 'Another description about pigs in intensive farms and how awful that is', and a 'CTA' button, accompanied by a pig image. The third block has a title 'TITLE 3', a description 'Pigs love to wallow about in the mud and to live their live outdoors. They like a bit of shelter too when the weather is wild. Their homes are called sties.', a 'TAKE ACTION' button, and a pig in mud image. The fourth block has a title 'TITLE 4', a description 'Piglets love to run and play with each other. This way they learn how to forage, how to look after themselves. This is a healthy environment for pigs to express their natural behaviours.', a 'DONATE' button, and a piglets image. The fifth block is a larger 'IMPACT BLOCK' with a title 'IMPACT BLOCK', a description 'This is an impact block', and a 'READ MORE' button, accompanied by a cow image.

Accordion Content

Accordion content block is great for grouping long lists of content which have their own blocks of content within. Add the content block give the accordion item a title and add content in the same way as the Rich Text Content Blocks. The whole Accordion block can be given an optional title and can be used on the page with a sidebar. Accordion block items can contain text, images, lists, hyperlinks and call to action buttons. Each item can have an icon next to it's title.

Content Blocks
Build up the page from the available content blocks. Using this property will override the main body content.

1. Slideshow - Chicken Theme

2. Rich Text Content Block

3. Accordion

The screenshot shows the '3. Accordion' content block editor. On the left, there is a sidebar with the heading 'Items' and the subtext 'The accordion content items.' The main area is empty, with a central 'Add content' button highlighted by a red square. At the top right of the editor, there are three icons: a pencil, a plus sign, and a trash can. At the bottom center, there is a plus sign icon.

Add first accordion item

The screenshot shows the '3. Accordion' content block editor with one item added. The item is titled 'Item 1' and has a title field containing 'Your Title Here' and a body text field containing 'Your Copy in here about great things we can do to help farm animals'. The body text field has a rich text editor toolbar above it. The sidebar on the left shows the 'Items' section with the subtext 'The accordion content items.' At the top right of the editor, there are three icons: a pencil, a plus sign, and a trash can. At the bottom center, there is a plus sign icon.

Add a title and content

The screenshot shows the '3. Accordion' content block editor with the 'Items' section containing the title 'Your Title Here'. The 'Add content' button is highlighted by a red square. At the top right of the editor, there are three icons: a pencil, a plus sign, and a trash can. At the bottom center, there is a plus sign icon.

Add more accordion items

How it looks:

ALLIANCE PARTY - NORTHERN IRELAND	▼
BREXIT PARTY	▼
CONSERVATIVE	▼
DUP - NORTHERN IRELAND	▼
GREEN	▼

Collapsed Accordion

ALLIANCE PARTY - NORTHERN IRELAND ▲

Live exports

- Oppose the live export of animals and fattening for slaughter

End the Cage Age

- Phase out the use of caged systems in farming and ban the building of any new caged systems on UK farms.

Protecting animal welfare in trade deals

- UK farming to continue to meet high standards of production such as food safety, environmental protection and animal welfare. These high standards need to be considered when negotiating any future trade deals.

Reforming farm subsidies

- Greening the Common Agricultural Policy (CAP) with increased responsibility given to the devolved nations. In the event of Brexit, we will push for the same emphasis on the environment

Antibiotics

- End the overuse of antibiotics in farming

Labelling

- Improve food labelling and traceability in relation to welfare standards

Sentience

- NOT MENTIONED

Other

- Alliance has always prioritised animal welfare and sought to tackle cruelty against animals. People who show such brutality are not only a danger to the animals involved, but potentially to our society as a whole

You can read the full Alliance Party manifesto [here](#).

TAKE ACTION

BREXIT PARTY ▼

CONSERVATIVE ▼

DUP - NORTHERN IRELAND ▼

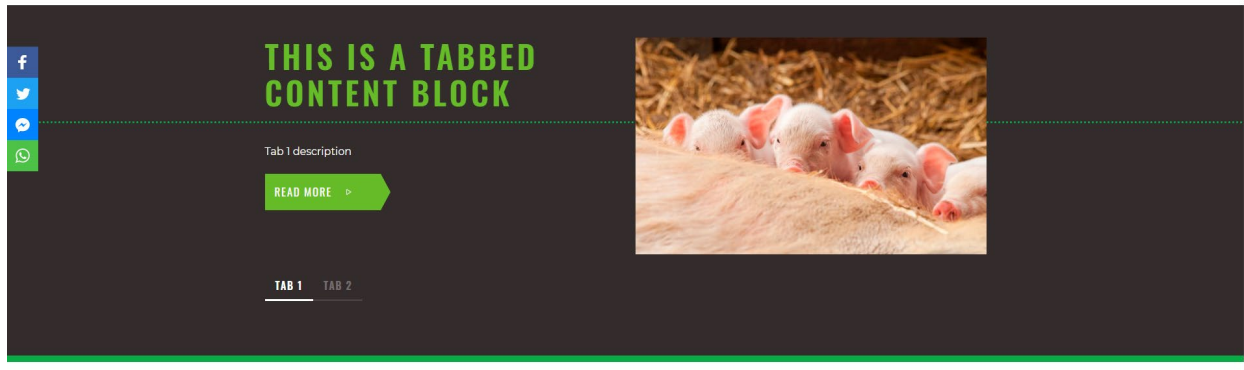
GREEN ▼

Accordion Item Opened

Tabbed Content Section

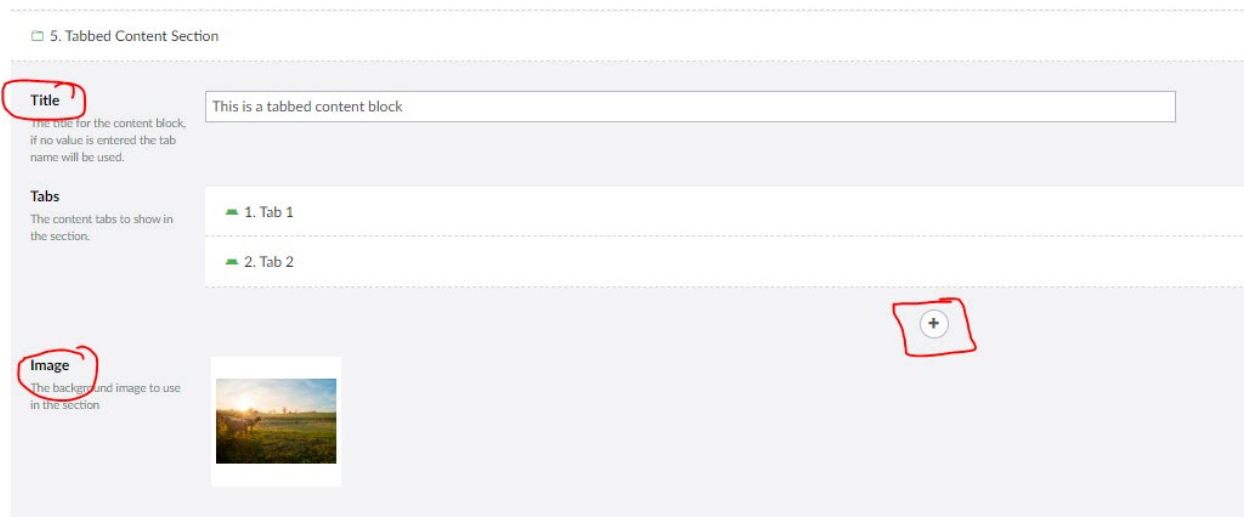
Similar to the impact block set in a dark box and with the ability to hold more than one content item accessed via a navigation menu.

This is how it looks on the page:



Set Up:

1. Give the content block a suitable title.
2. Add content items by clicking on the + symbol to add tabs.
3. Insert a background image to replace the dark surrounding box if desired.



4. Click on the pencil icon on the right hand side of each tab to add content. The plus symbol allows click and drag to reorder tabs. The bin icon deletes the tab.

Title
The title for the content block. If no value is entered the tab name will be used.

This is a tabbed content block

Tabs
The content tabs to show in the section.

1. Tab 1

Title
The main title for the tab.

Tab 1

Description
A short description for the main content area of the tab.

Tab 1 description

Link
A link to show on the tab for further reading.


Title: Read more

Open in new window?

URL: Content | Media

Select... Education x

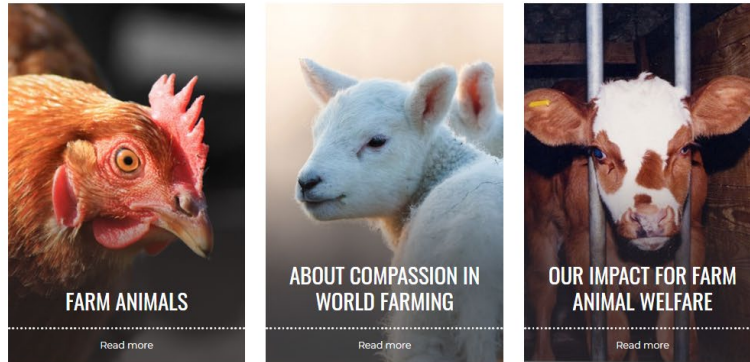
Image
The image to show in the tab.



5. Add content using the self explanatory fields.
6. Create a link to an external URL, link to Content on another page within the website or link to a Media file such as a PDF

Tall Content Block

Display custom tall thumbnails of various pages in an impactful block. It looks like this one the page:



Add content to this block in the same way as with the Box Sider. See the section on [Box Sliders](#) for more information.

Industry News - Food Business Websites

This content block is designed for Food Business websites only.

A working example of how this looks can be found here:

<https://www.compassioninfoodbusiness.com/>

It looks like this on the page:

INDUSTRY NEWS

FOOD
manufacture 06.01.20
VEGANARY 2020 NEW PRODUCT LAUNCHES
[Read more](#)

the **guardian** 17.12.19
TB INFECTION FROM COW TO COW MORE LIKELY
THAN TRANSMISSION BY BADGER
[Read more](#)



19.12.19
PARLIAMENT URGES CUTS IN PESTICIDE USE TO
SAVE EUROPE'S POLLINATORS
[Read more](#)

The **Pig Site** 15.12.19
2020 SUSTAINABLE FOOD AND FARMING AWARD
NOW OPEN FOR NOMINATIONS
[Read more](#)

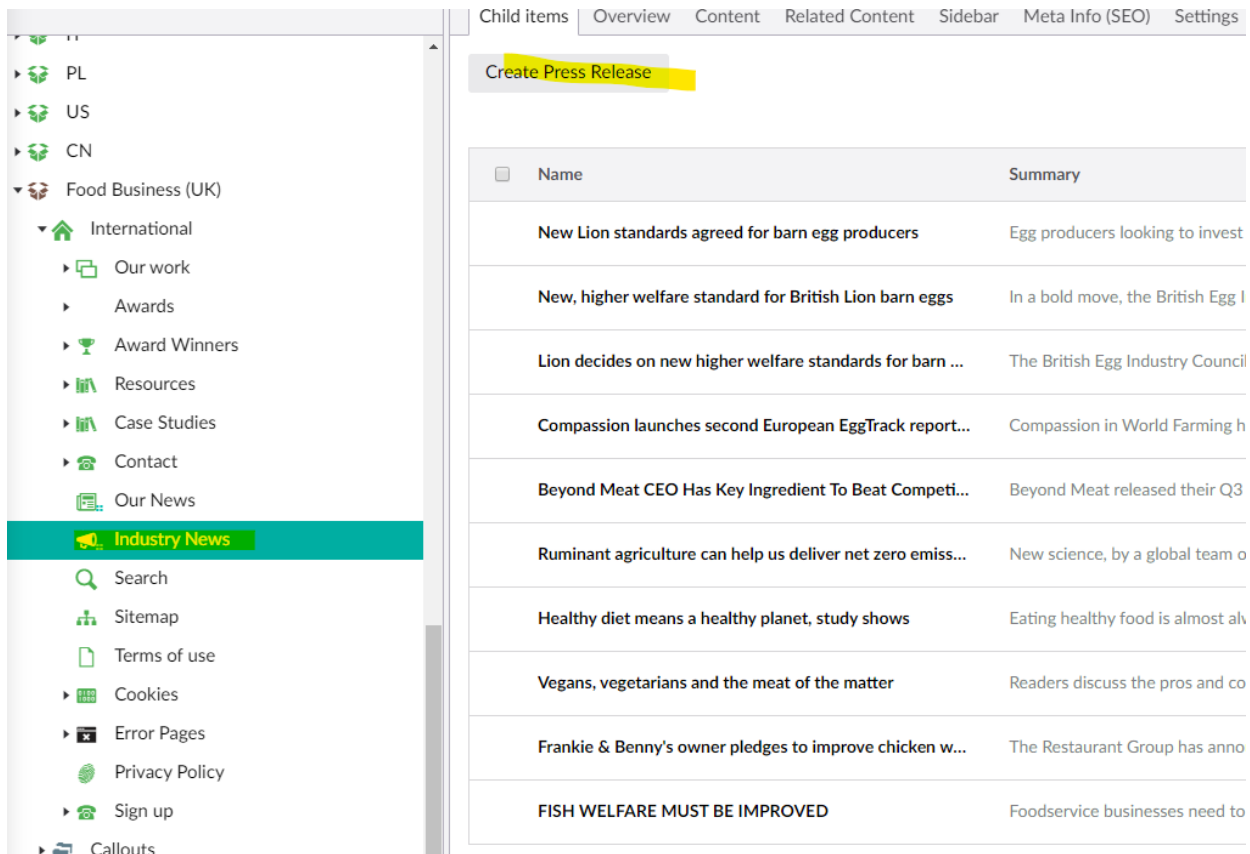
the **guardian** 19.12.19
EU MINISTERS OPT TO CONTINUE OVERFISHING,
DESPITE 2020 DEADLINE
[Read more](#)

The **Poultry Site**
13.12.19
COMPASSION IN WORLD FARMING ANNOUNCES
2020 SUSTAINABLE FOOD AND FARMING AWARD
[Read more](#)

Set Up:

It works in a similar way to the news panel. A limit can be set on the number of articles displayed with the default set at 6. It is styled differently to the news panel, and pulls in the food business version of press releases from Industry News which can be found in the main left hand menu.

1. Create a press release in Industry News under the Child Items tab

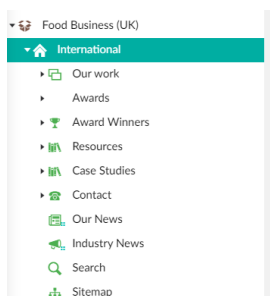


The screenshot shows the CMS interface for 'Industry News'. The left sidebar contains a navigation menu with 'Industry News' highlighted. The main content area displays a table of press release articles under the 'Child Items' tab.

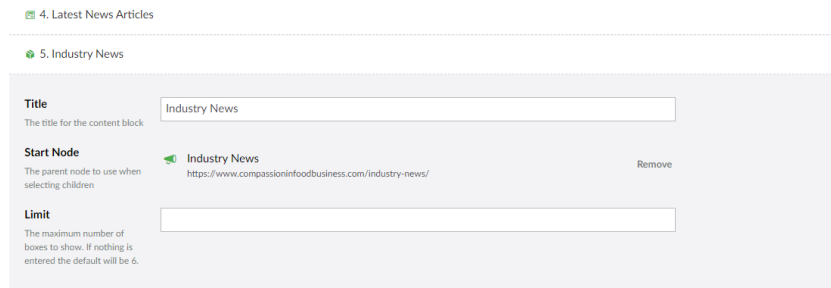
Name	Summary
New Lion standards agreed for barn egg producers	Egg producers looking to invest
New, higher welfare standard for British Lion barn eggs	In a bold move, the British Egg I
Lion decides on new higher welfare standards for barn ...	The British Egg Industry Council
Compassion launches second European EggTrack report...	Compassion in World Farming h
Beyond Meat CEO Has Key Ingredient To Beat Competi...	Beyond Meat released their Q3
Ruminant agriculture can help us deliver net zero emiss...	New science, by a global team o
Healthy diet means a healthy planet, study shows	Eating healthy food is almost al
Vegans, vegetarians and the meat of the matter	Readers discuss the pros and co
Frankie & Benny's owner pledges to improve chicken w...	The Restaurant Group has anno
FISH WELFARE MUST BE IMPROVED	Foodservice businesses need to

Press release articles created and located in Industry News

2. Add the Industry News content block to the desired page
3. Give the section a title and link to the Industry News section by adding it in the Start Node



The screenshot shows the CMS navigation menu with 'Industry News' highlighted.



The screenshot shows the CMS configuration panel for the 'Industry News' content block.

4. Latest News Articles

5. Industry News

Title
The title for the content block
Industry News

Start Node
The parent node to use when selecting children
Industry News
<https://www.compassioninfoodbusiness.com/industry-news/> Remove

Limit
The maximum number of boxes to show. If nothing is entered the default will be 6.

4. Set the number of articles to be displayed in the Limit field. The default is 6 so if no limit is set 6 articles will display. The oldest article will drop off as new articles are created.

Filtered Content List

This is mainly a content block for Food Business websites but can be useful for displaying resources on any site.

A working example can be found here:

<https://www.compassioninfoodbusiness.com/resources/laying-hens/>

It looks like this on the page:

The screenshot shows a webpage titled "LAYING HENS" with a green navigation bar. The navigation bar contains a "Filter" dropdown menu and several category tabs: "All", "Hot topics", "Summary Documents", "Practical Guidelines", "Scientific Reviews", and "Case Studies". The "All" tab is currently selected. Below the navigation bar, there is a grid of 11 article cards, each featuring a background image of chickens and a title. Each card also includes a category label (e.g., "Hot topics" or "Summary Documents") and a "Read more" link. The cards are arranged in three rows: the first row has four cards, the second row has four cards, and the third row has three cards. A "Load More" button is located at the bottom center of the grid.

Category	Title
Hot topics	WHY COMBINATION (COMBI) SYSTEMS ARE NOT APPROPRIATE FOR LAYING HEN WELFARE
Hot topics	ADDITIONAL GUIDANCE ON MULTI TIER SYSTEMS FOR LAYING HENS
Hot topics	FIT FOR PURPOSE - CAGE-FREE SYSTEM FOR LAYING HENS
Summary Documents	WELFARE ISSUES TABLE - LAYING HENS
Summary Documents	WELFARE POTENTIAL MATRIX - LAYING HENS
Summary Documents	WELFARE OUTCOME SUMMARY - LAYING HENS
Summary Documents	FIT FOR PURPOSE - FIT FOR THE FUTURE CAGE FREE SYSTEMS FOR LAYING HENS
Summary Documents	SUMMARY - HEN WELFARE IN ALTERNATIVE SYSTEMS
Summary Documents	SUMMARY - REDUCING THE NEED FOR BEAK TRIMMING
Summary Documents	HOW WELFARE SCHEMES COMPARE TO COMPASSION'S CRITERIA FOR HIGHER WELFARE - LAYING HENS

This content block is a little more complex to use. There are different options to pull in items using different types of lists. All lists will display together seamlessly within the 'All' category and segment down by each category title in the green navigation bar.

Set up:

1. Give the block an optional Title.
2. Add a custom Link Title to the image tiles. Default is Read more...
3. Add categories to the content block using the + symbol in the categories section. The title name given to each category is shown in the green navigation bar above the image tiles.

Laying Hens

Related Content Content Sidebar Meta Info (SEO) Settings Properties Info

Content Blocks
Build up the page from the available content blocks. Using this property will override the main body content.

1. Filtered Content List

Title
An optional title for this content block.

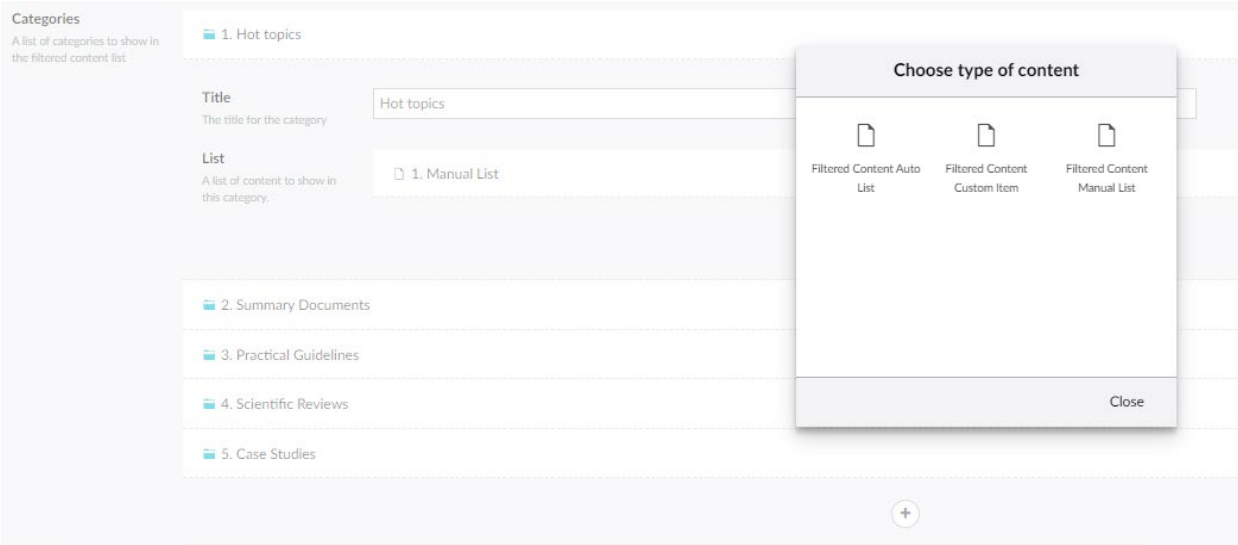
Categories
A list of categories to show in the filtered content list

- 1. Hot topics
- 2. Summary Documents
- 3. Practical Guidelines
- 4. Scientific Reviews
- 5. Case Studies

Link Title
The title to show on the links to each content item. If no title is entered the default of "Read more" will be used.

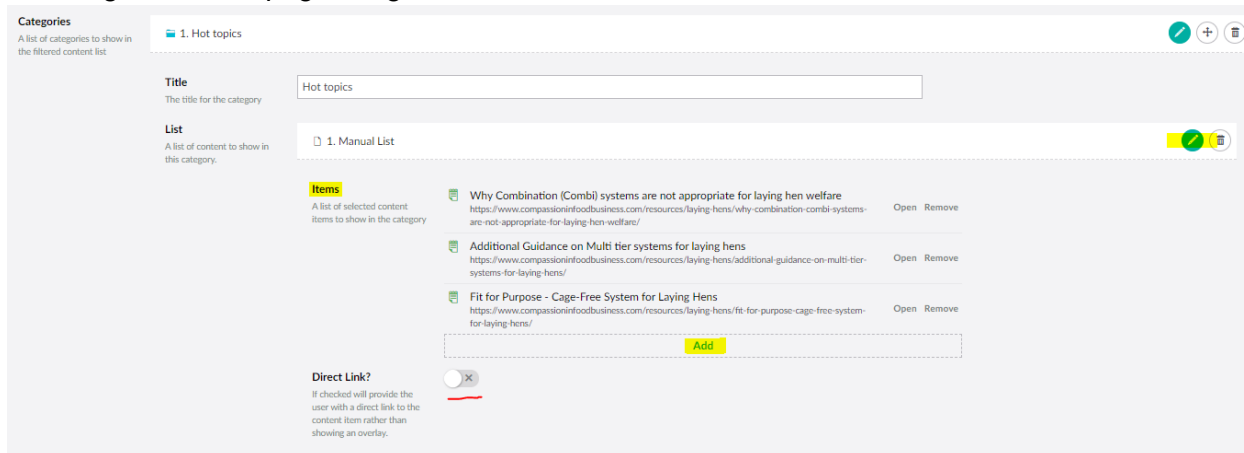
Title the block, add categories and custom tile link title

4. Add a list item to the category choosing from one of the three options.
 - a. **Auto list:** automatically pulls in child content of the selected node in the same way as the child content block, Direct Link setting applies to all items.
 - b. **Custom list:** adding items one by one, allows you to specify individual items to be a direct link and add specific images.
 - c. **Manual list:** add items manually but apply the direct link setting as blanket setting



Choose an appropriate list type

5. Build the list by adding content to the fields or linking to existing content through the nodes as in the example below.
6. Toggle on Direct Link will mean that all child items when clicked will take the user to the page of the item. Otherwise the item will display in a pop up modal. Images used in the grid are the 'page images'.



Media library: uploading images and PDF files

Choosing Images and PDF files

!IMPORTANT! Do not upload images with text overlaid. Our templates create these overlay effects in an accessible way within certain content blocks.

Umbraco will compress and resize images for various content holders and resize any image wider than 4000px down to 4000px. Uploading high res images will result in the best display quality. For some content blocks it can be helpful to crop of an image if they are sized according to their use before uploading at the highest ratio of the dimensions set out below. This tends to be true especially of full width banner / slideshow images.

We have also introduced a limit of 100kb per PNG image upload – only certain types of images such as logos should use this file format. **All other images should be JPGs.**

Image Dimension Requirements

- Header / slideshow / background content panel images reaching across the whole width of the page: **Min 2000px wide x 615px high**
- Images within content on a page: **Min 730px wide**
- Web news images (in the main body copy) should be a min of **730px wide** – the height is flexible within reason (very tall images do not create a good user experience). Where possible upload images at 1500px wide, as this creates a better experience for users who have high resolution devices.
- Image gallery using the Macro Slideshow: **Min 730px wide by 530px high**
- Images that will represent a page in search results and list views: **Min 470px x 470px**
- Impact Content Block images: **Min 276 x 276 px Square crop**
- Tabbed Content Block **Min 346 x 214px** or higher ratio thereof
- Video Content Block video thumbnail should be **min 350 x 350px and a square crop.**
- CTA Fly-In: **Min 620 x 310px** or higher ratio thereof.
- Lightbox **Min 768 x 510px** or ratio thereof
- PDF files should be saved for web and digital use. This creates a smaller file size than when saving for print.

PDF Document Creation Requirements

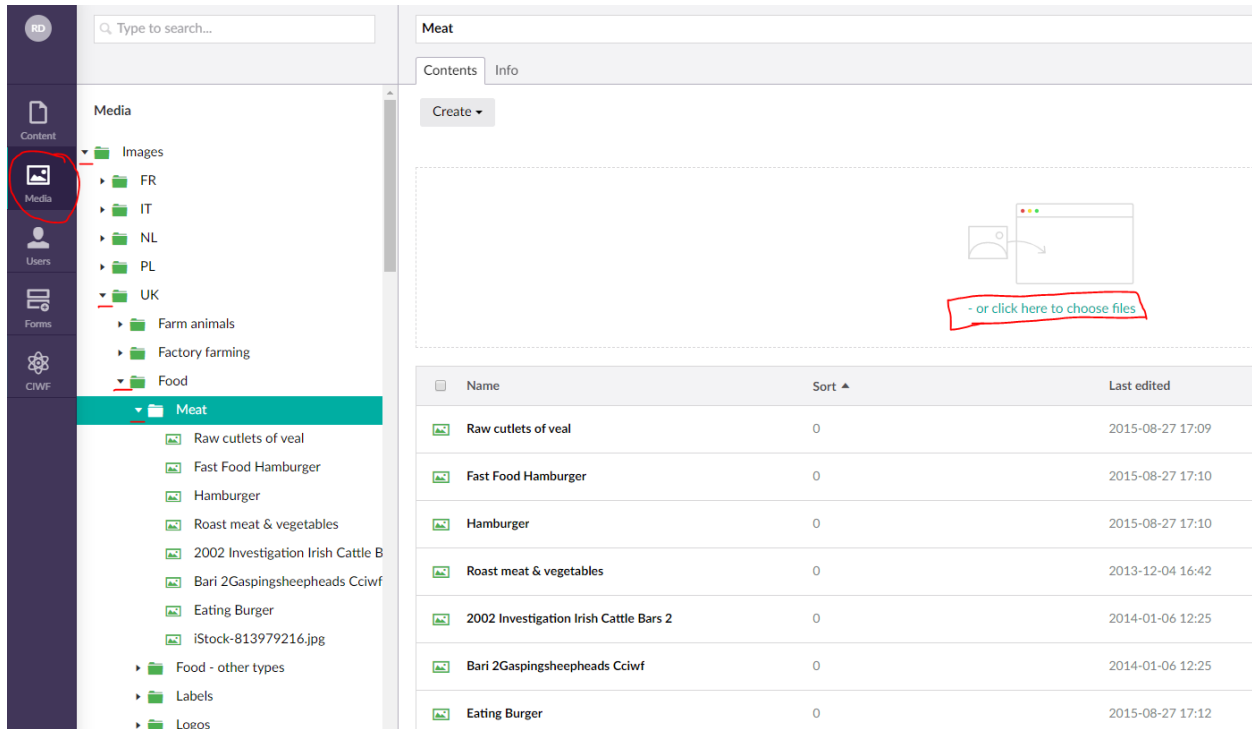
It is important for accessibility reasons for all PDFs uploaded to the website to have tagging enabled. **Word has a Review / Accessibility Checker feature which should be used before saving a document as a PDF**

How To Upload Images and Documents to Media Folder

There are two ways to upload media files.

Method 1.

1. Click on the Media icon in the left hand side menu.
2. Depending on the type of media required select either Document or Image
3. Drill down the folders to find the most appropriate place to save the file. Never upload to the top level area. Files saved there will be deleted.
4. Click on the “CLICK HERE TO CHOOSE FILES” link to upload
5. The file will go to the end of the list which can be located by clicking on the last number under the image upload area or by scrolling down the list of files in the left hand side menu.
6. **IMPORTANT!** For images always add Alternative Text. This should visually describe the image in a few words. E.g happy piglet running in a field.
7. Save.

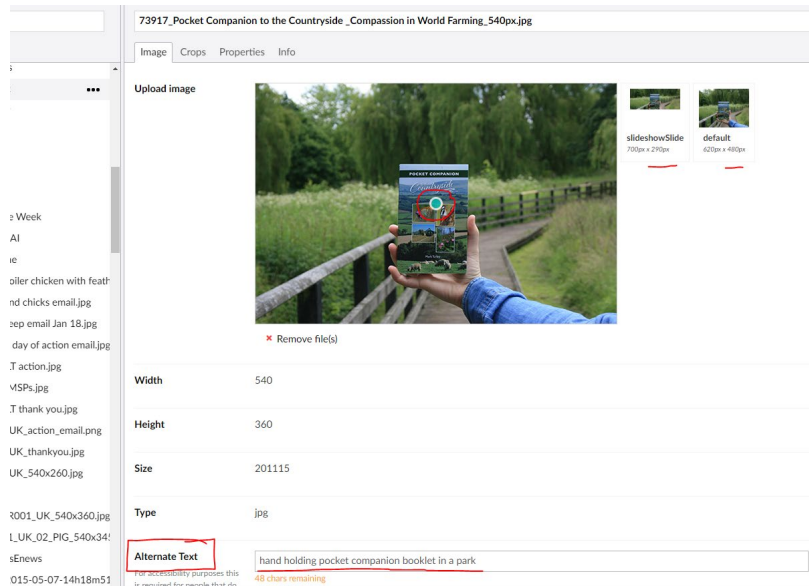


The screenshot shows a web application interface for media management. On the left is a dark sidebar menu with icons for 'Content', 'Media', 'Users', 'Forms', and 'CIWF'. The 'Media' icon is circled in red. The main content area has a search bar at the top and a breadcrumb trail showing 'Meat'. Below the breadcrumb are tabs for 'Contents' and 'Info', and a 'Create' button. A large dashed box contains a red-bordered button that says '- or click here to choose files'. Below this is a table with columns for 'Name', 'Sort', and 'Last edited'. The table lists several media items, each with a small image icon and a green dot in the center of its thumbnail.

Name	Sort	Last edited
Raw cutlets of veal	0	2015-08-27 17:09
Fast Food Hamburger	0	2015-08-27 17:10
Hamburger	0	2015-08-27 17:10
Roast meat & vegetables	0	2013-12-04 16:42
2002 Investigation Irish Cattle Bars 2	0	2014-01-06 12:25
Bari 2Gaspingsheepheads Cciwf	0	2014-01-06 12:25
Eating Burger	0	2015-08-27 17:12

Click on the file name to see file properties and to retrieve the url link for where the file is located. Right click on the file icon / image thumbnail and “open in a new tab” to display the PDF or image. Copy the url from the browser address bar for hyperlink use.

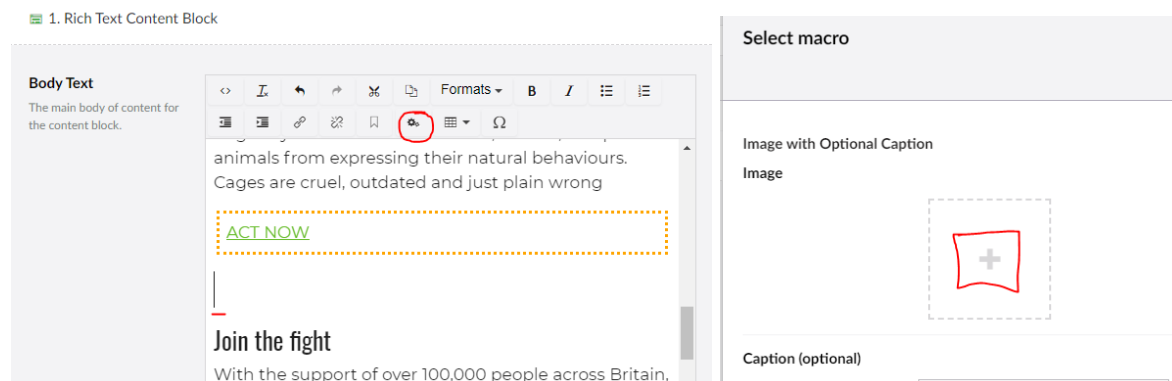
Images have a green dot in the center of the preview thumbnail. This can be moved around to adjust the focal / crop points for different media displays on the website.



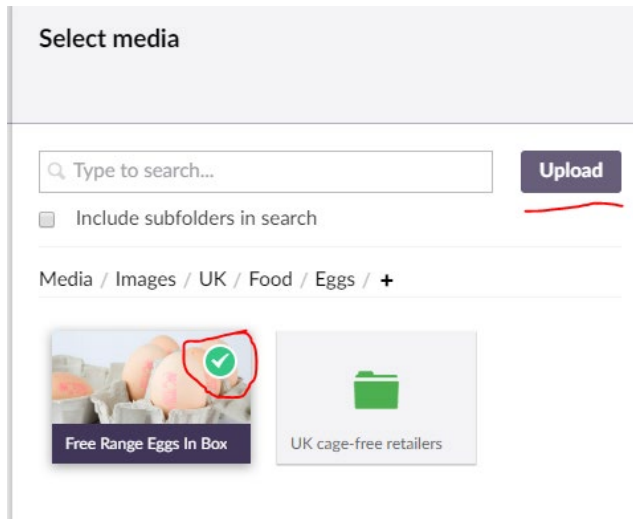
Method 2 - Images Only

Whilst editing page content in a Rich Text Content block images can be added to a page directly.

10. Place the cursor where the image is required
11. Click on the cog icon to insert macro
12. Select “Image with Optional Caption”
13. Click on the + square and drill through folders
14. Upload directly once in the correct folder by clicking on “upload”
15. Select the required image or document. (thumbnails show a green tick when selected)
16. Add an Alternative Text description of the image, optional caption, image title, optional internal hyperlink.
17. Images to be full content width do not need any alignment, width or height settings.
Images which require text to wrap, enter a width of 330 and align either left or right.
18. Submit



Steps 1 - 4



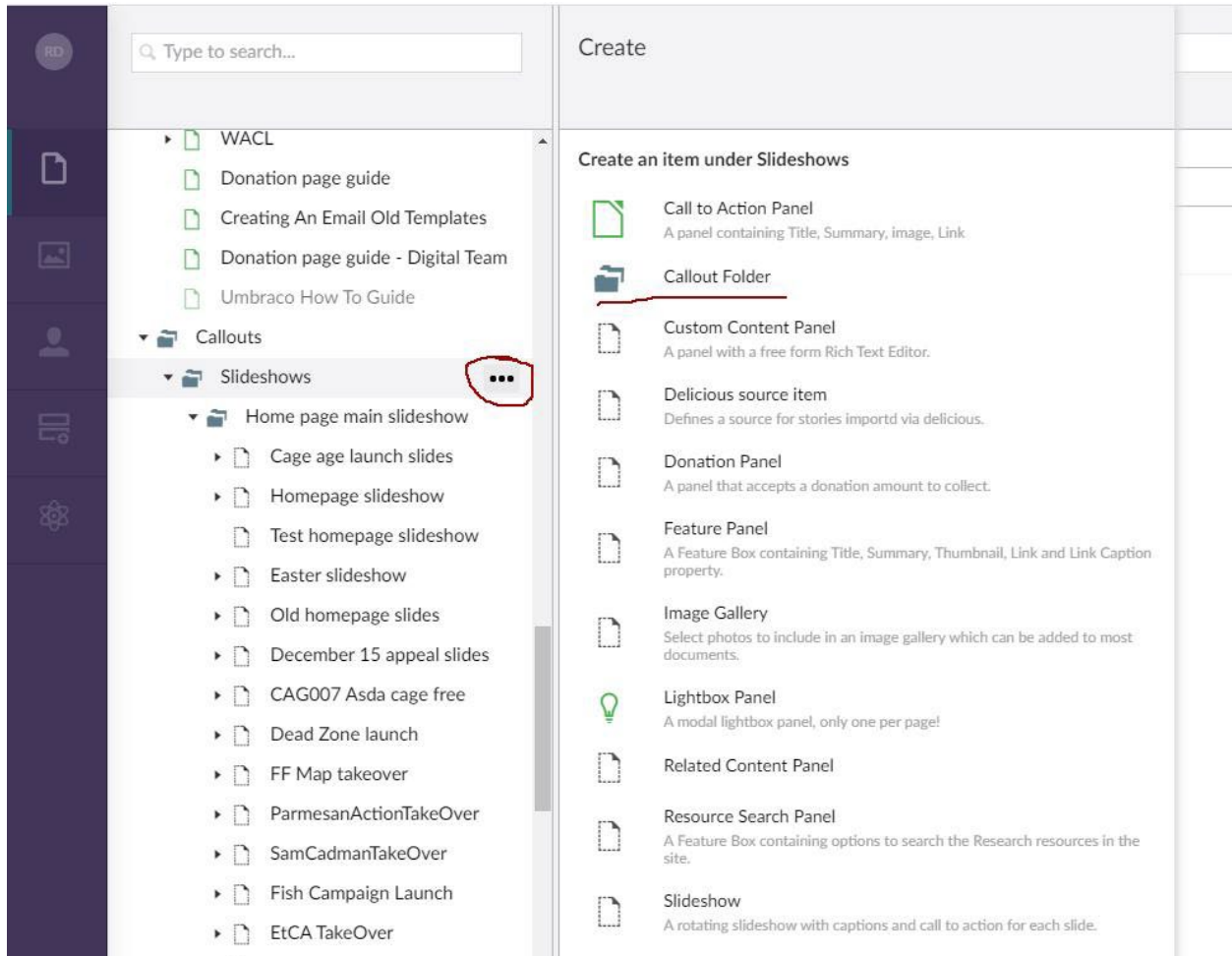
Steps 5 - 8

Callouts

Full width slideshow

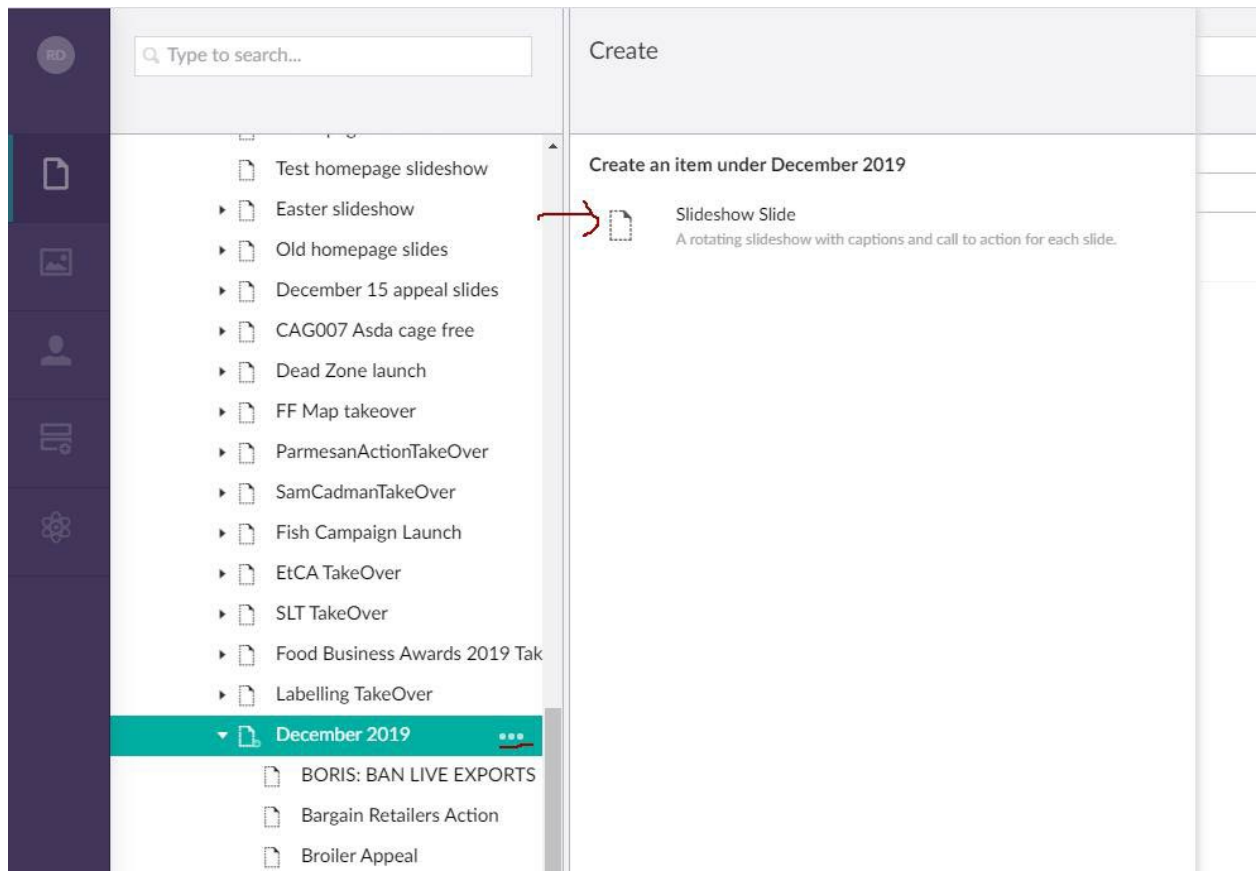
To implement a slideshow first build all the required slides in the Callouts / Slideshow section. Selecting images for a slideshow should be given careful consideration.

- a. **Images should have a focal point that is preferably right aligned so that the overlay box with text does not obscure the key part of the image.**
 - b. **Images should not have existing text laid on them. Messaging should only be displayed in the overlay box.**
2. Create folders to organise groups of slides by clicking on the three dots which show upon highlighting the menu titles.



Create a slideshow folder

3. Click on the three dots next to the folder to bring up the same menu again. This time select Slideshow.
4. Create slides in the slideshow by clicking on the three dots and selecting Slideshow Slide



Create a slideshow slide

5. The slideshow fields are self explanatory. Add a slider image which must be **2000px wide x 615 px high** or select a video from the carousel.
6. **Remember to check how the slider displays on mobile screens and adjust the image crop if required to show essential focal points correctly.** Move the position of the green dot on the image in the media folder to change the focal point for optimum display on mobiles. See notes above in the [Media Library](#) section.
7. **DO NOT USE IMAGES WITH TEXT ON THEM.** The over lay box should contain all messaging.
8. Once all the slides have been created and published, go to the page where the slider is to be displayed. Add a slideshow content block selecting the desired collection to be displayed on the page. If there is a slideshow option on the page do not use it. Only use content blocks.
9. Toggle on Autoplay

Content Blocks

Build up the page from the available content blocks.

1. Slideshow - December 2019

Slideshow
Select a slideshow to show in this content block. December 2019 <https://www.civf.org.uk/callouts/slideshows/home-page-main-slideshow/chicken-theme/> Remove

Autoplay?

Width
The width of the slideshow if you want to override the defaults.

Height
The height of the slideshow if you want to override the defaults.

Speed
The speed of the slideshow if you want to override the default (500).

2. Box Slider Section

3. Latest News Articles

4. Child Content Box Slider

5. Box Slider Section

6. Give animals a voice

+

Slideshow
The slideshow to show on the homepage. Homepage slideshow <https://www.civf.org.uk/callouts/slideshows/home-page-main-slideshow/homepage-slideshow/> Remove

Autoplay Slideshow? X
If checked will cause the slideshow to begin automatically on page load.

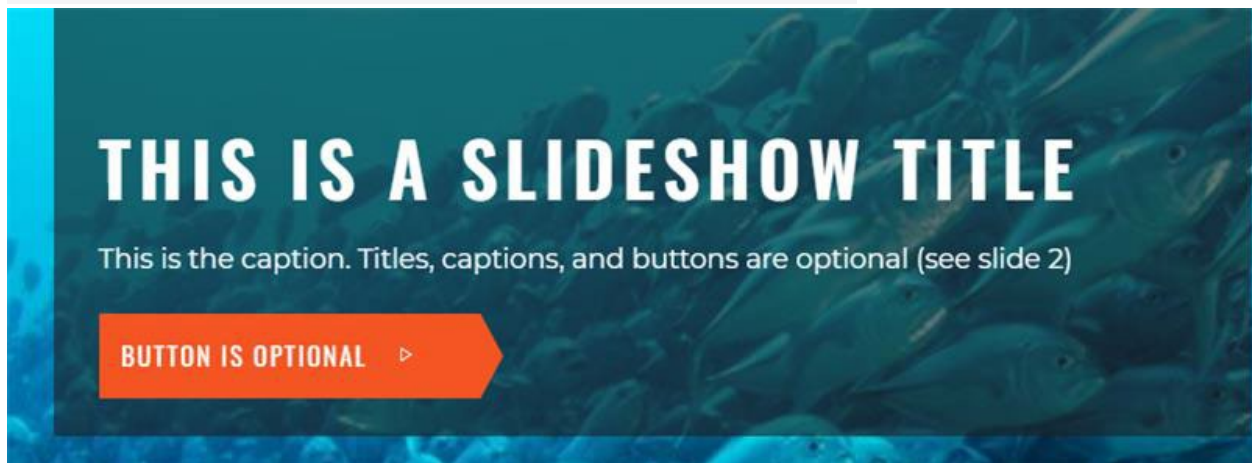
Buttons on slides: If a Call To Action button is desired on the slide there are two options. Primary and Secondary. Primary displays green and should be used in most cases linking to actions, information pages, other Compassion website pages, PDFs etc. Secondary displays orange and should be used when linking to pages with a financial ask such as such as an appeal or donation page, raffle, shopify pages etc.

Button Style

Call to action style

Primary

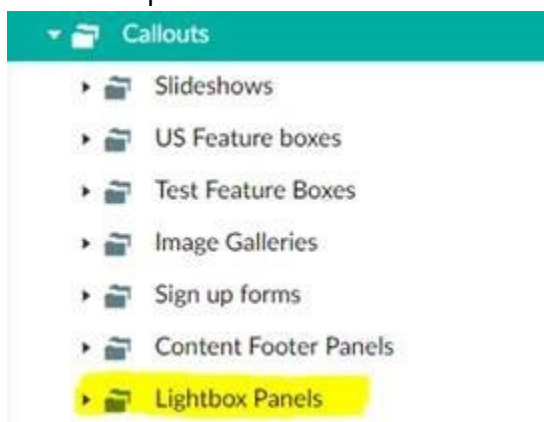
Secondary



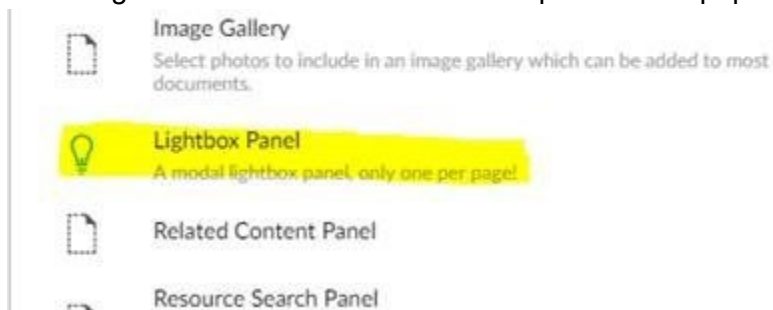
Pop-up Lightbox Panel (a.k.a. website takeover)

Add a lightbox-style popup panel which will appear in the center of the website page and display a message in an overlay panel. It can either appear when the user lands on the page or when they leave. When the user closes the panel, a cookie is set to ensure it is not displayed again. This can be used for important actions and appeals as well.

The lightbox panels can be added in the callouts folder, in much the same way as slideshows and footer panels.



In the Lightbox Panels folder create new panels. The populated fields will generate the panel.



Page Break

This is an example of what a panel could look like, made up of the image, title, description and button.

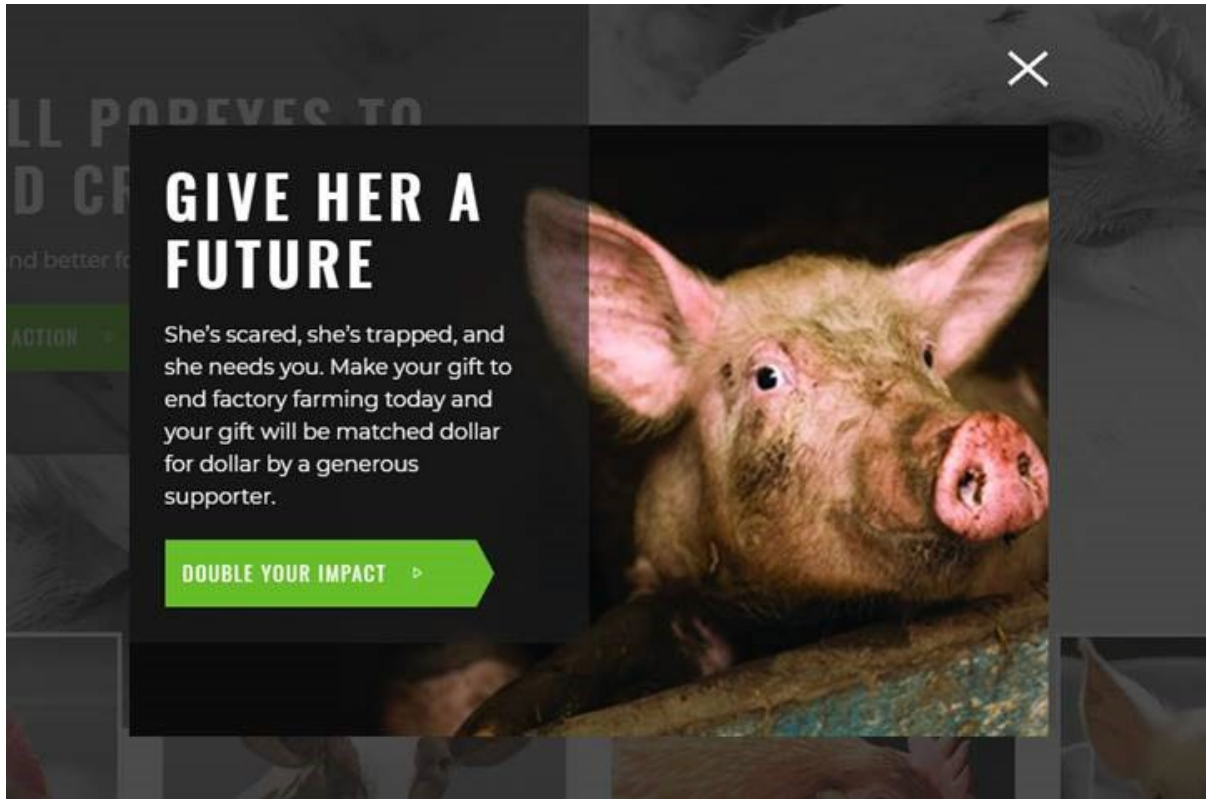
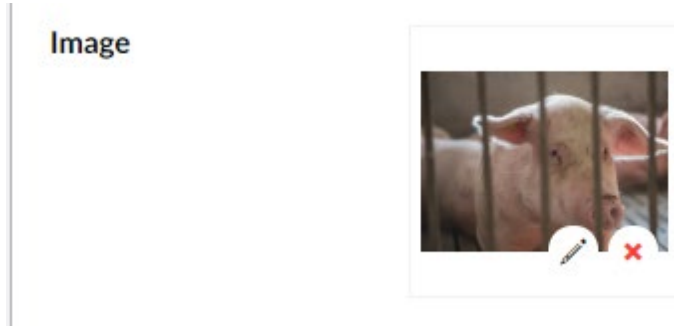


Image:

When selecting an image landscape works best. Also, try to choose one that has copy space on the left-hand side, as this is where the title, description and button are displayed. Image dimensions should be cropped to **768 x 510 px** or ration thereof.



Link:

Add specific appeal codes or GA tracking codes to the url here.

Link

Title

Open in new window?

URL

Content Media

Display Mode:

Select whether the panel is displayed as soon as the user hits the page, or if their mouse moves towards the address bar section of the browser (as it would when they leave the site).

Display Mode *

How to display the modal lightbox. Load = When the Page Load & Leave = When the mouse leaves the document area

- Load
- Leave

Turning it on:

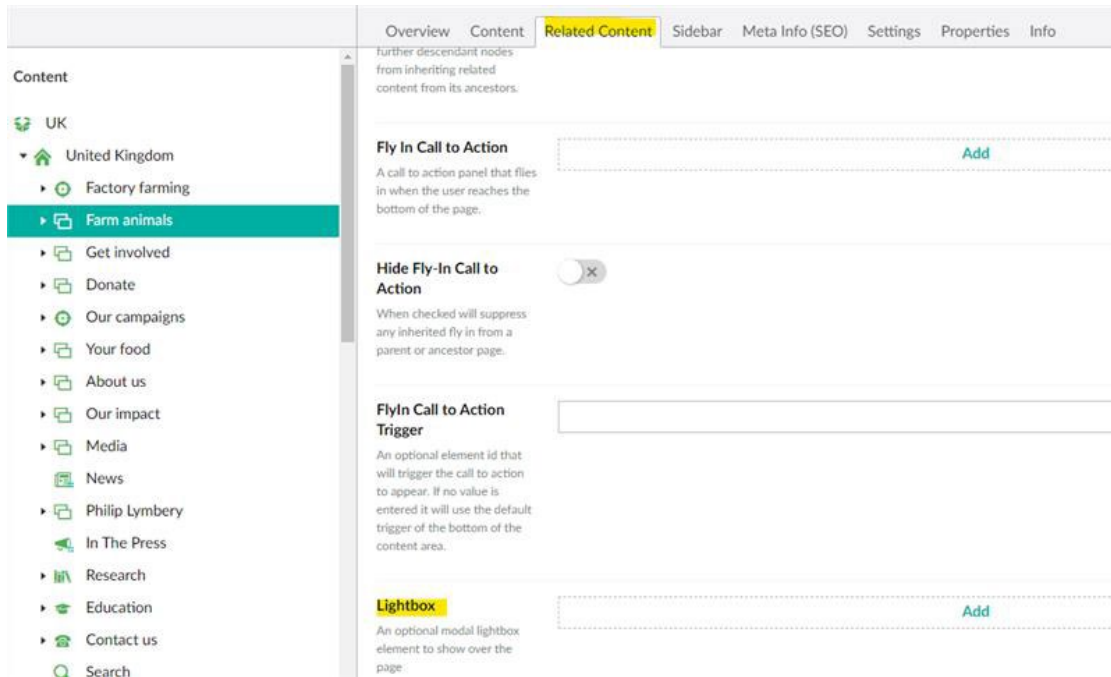
To enable the panel, add it at the homepage level.

Insert on to the page using from the CONTENT tab and scroll down to LIGHTBOX. Click ADD. Select the pre-created design from the Callouts Menu. SUBMIT.

The screenshot shows a CMS interface for a page titled 'United Kingdom'. The 'Content' tab is selected and circled in red. The page layout includes sections for 'NewsGrid Featured Item 1', 'NewsGrid Featured Item 2', 'Lightbox', 'Content Footer Panels', and 'Exclude Parent Content Footer Panels'. The 'Lightbox' section has an 'Add' button circled in red. A sidebar on the right shows a search bar and a list of callout designs, including 'Donate panel' and 'Christmas Cards', which are highlighted in red.

- A lightbox applied to the home page will run site wide on all pages.
- Specific pages can have the sitewide lightbox turned off by toggling on the **Hide Lightbox** option.

- Adding a lightbox panel to an individual page will override the homepage lightbox if there is one applied. Individual page lightboxes are applied under the Related Content tab.



CTA Fly-in

Creating a CTA Fly In

To make a Fly In go to Callouts in the left-hand menu. Either duplicate an existing Fly In or create a new one. To make a new one:

1. Click on the three dots that appear next to “CTA FLY Ins” on mouse hover
2. Select Call To Action Panel in the create pop out menu
3. Enter required data in the appropriate fields and select an image. Ignore the field “Title Background Text”
4. Upload an image sized to **Min 620 x 310px** or higher ratio thereof.
5. Link to an external URL, another Umbraco page using Content or an uploaded Media file such as a PDF.
6. Save and Publish

The image shows a content management system interface. On the left is a 'Content' sidebar with a search bar and a tree view containing 'UK', 'United Kingdom', 'Callouts', 'Slideshows', 'Feature Boxes', 'Image Galleries', 'Sign up forms', 'Tag Clouds', 'Investigations code of conduct', 'Content Footer Panels', 'Lightbox Panels', and 'CTA Fly Ins'. Under 'CTA Fly Ins', 'ETCA CTA Fly In' is selected. The main area is titled 'Create' and lists options to 'Create an item under CTA Fly Ins', including 'Call to Action Panel', 'Callout Folder', 'Custom Content Panel', 'Delicious source item', 'Donation Panel', 'Feature Panel', 'Image Gallery', 'Lightbox Panel', and 'Related Content Panel'. On the right, the 'ETCA CTA Fly In' form is shown with tabs for 'Content' and 'Info'. The 'Content' tab is active, showing fields for 'Title' (End The Cage Age Now!), 'Title Background Text' (Title for Background Text Here), 'Image' (a pig), 'Body Text' (Brief copy to explain what the action is about in here), and 'Link' (Title: ACT NOW, URL: https://ciwf-uk.endthecageage.eu/en-1).

Turning It On

CTA Fly Ins created in Callouts. Insert on to page using the Related Content tab. Goto the part title Fly In Call To Action. Click on the ADD link, select the pre-created Fly In from the Call Outs Folder. Click on "SUBMIT"

This screenshot shows the 'Related Content' tab of a CMS. The main area is titled 'End the cage age' and has tabs for 'Related Content', 'Overview', 'Content', 'Sidebar', 'Meta Info (SEO)', 'Settings', 'Properties', and 'Info'. The 'Related Content' section includes a description and a list of items: 'Caged farming investigations', 'Farm animals', and 'Your food'. Below this is a search bar and an 'Add' button. Further down, there are sections for 'Hide Related Content', 'Stop Related Content Inheritance', 'Fly In Call to Action', and 'Hide Fly-In Call to Action'. The 'Fly In Call to Action' section shows a list of items, with 'ETCA CTA Fly In' selected and circled in red. An 'Add' button is also circled in red. On the right, a sidebar is visible with a search bar and a list of content types, including 'CTA Fly Ins' and 'ETCA CTA Fly In' which is underlined in red.

[TAKE ACTION](#)
[DONATE](#)
[SIGN UP](#)

ARE YOU AN EU CITIZEN?

We are working with an incredible network of over 100 NGOs aiming to collect a minimum of one million verified signatures in support of a ban on cages in European farming.

[SIGN THE ECI](#)

READ MORE

WHAT'S WRONG WITH CAGES?
Of all the terrible contraptions used to control animals, the cage is one of the worst.

COMPASSION APPALLED BY GOVERNMENT RESPONSE TO END THE CAGE AGE PETITION
Compassion appalled by Government response to End the Cage Age petition

END THE CAGE AGE NOW!
Brief copy to explain what the action is about in here

[ACT NOW](#)

Fly Ins by default are placed at the bottom of the page near the footer. To make the Fly In appear at a specific point on the page add an ID Anchor inside the tag where the Fly In is desired to appear in the content as shown below. To make a Fly-In run site wide add it to the homepage. It will be visible on all page except the homepage.

User needs to add an id in the source code to the content that they want as a trigger

```
we get back just 17 calories in the form of meat and dairy; an 83% loss. In short, people are being forced to compete with farm animals for food.</p>
<p><em>We must stop this madness.</em></p>
<h2 id="myTrigger">There is a better way</h2>
<p>Tackling one of the greatest sustainability concerns of our time is a daunting challenge. But it is also a unique opportunity to resolve some of the world's most pressing economic, environmental and ethical challenges. We need a common sense approach to feeding the world. One that ends the competition for food between people and farm animals. We need a food and farming revolution; one that provides healthy, affordable food for all, produced from farming systems that are</p>
```

Then define that id in new property:

FlyIn Call to Action Trigger

Add this anchor ID name to the FlyIn Call to action Trigger field which is below the FlyIn CTA callout association field. Anchor ID names must not contain any spaces.

Note the fly-in is not available on the homepage. If added to a category page all pages under it will automatically contain the fly-in. If this is not desired on certain pages it can be turned off using the toggle off fly-in under the Related Content tab.

Fly In Call to Action Add

A call to action panel that flies in when the user reaches the bottom of the page.

Hide Fly-In Call to Action

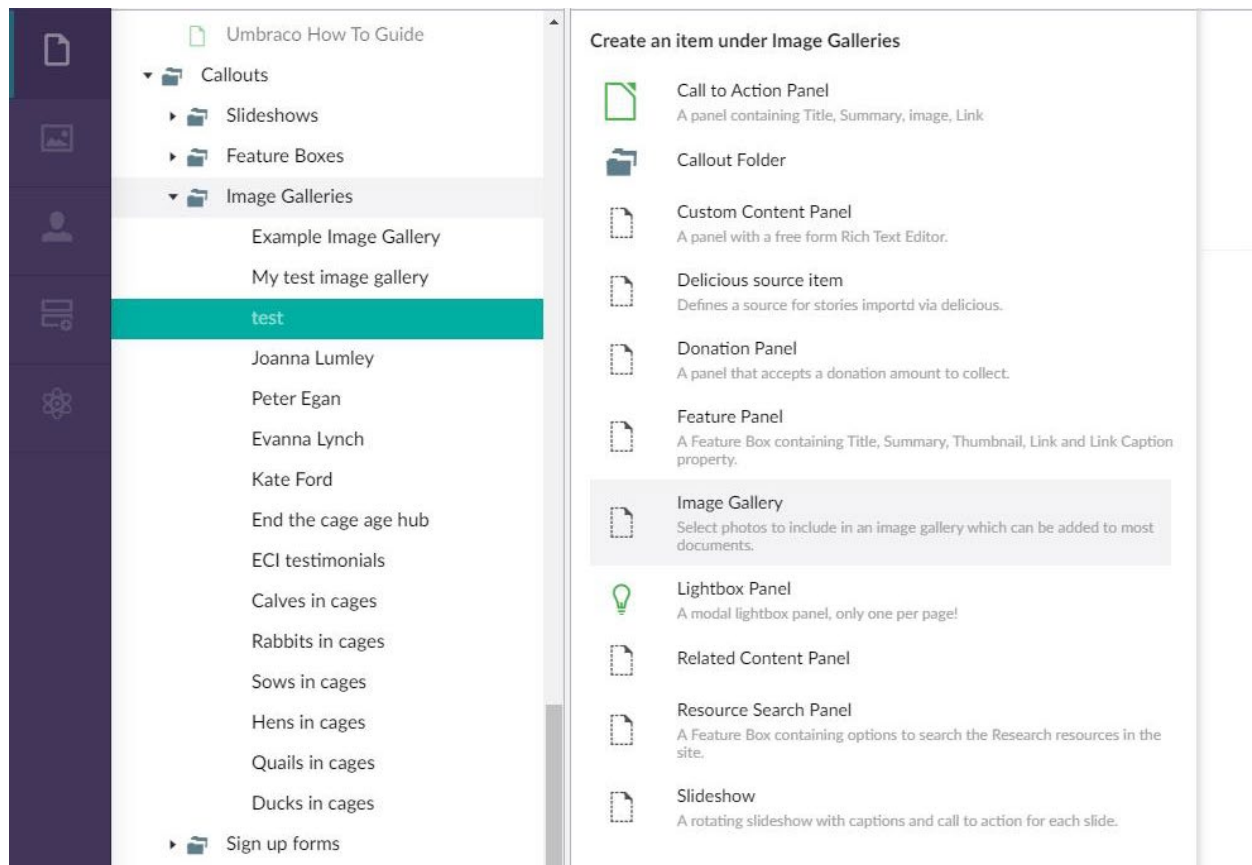
When checked will suppress any inherited fly in from a parent or ancestor page.

FlyIn Call to Action Trigger

Image Gallery

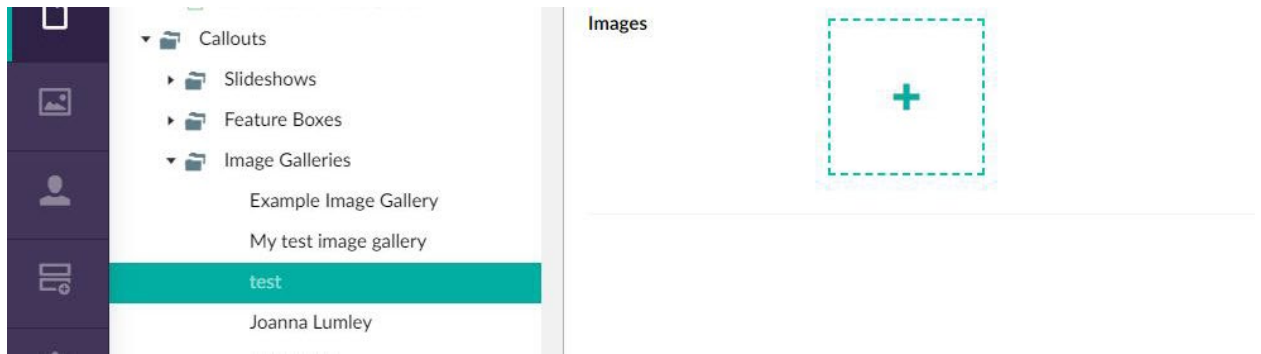
To add a gallery to a Rich text Content Block first create the gallery in the Callouts Image Gallery section.

1. Create a new gallery by clicking on the three dots which show upon highlighting the Image Gallery menu title.



Create a new gallery

2. Give the gallery a name and add images by clicking on the plus symbol inside the dotted box. Keep adding images until the gallery is complete.
3. Images must be uploaded **Min 730px wide by 530px high** or a larger at the same ratio.



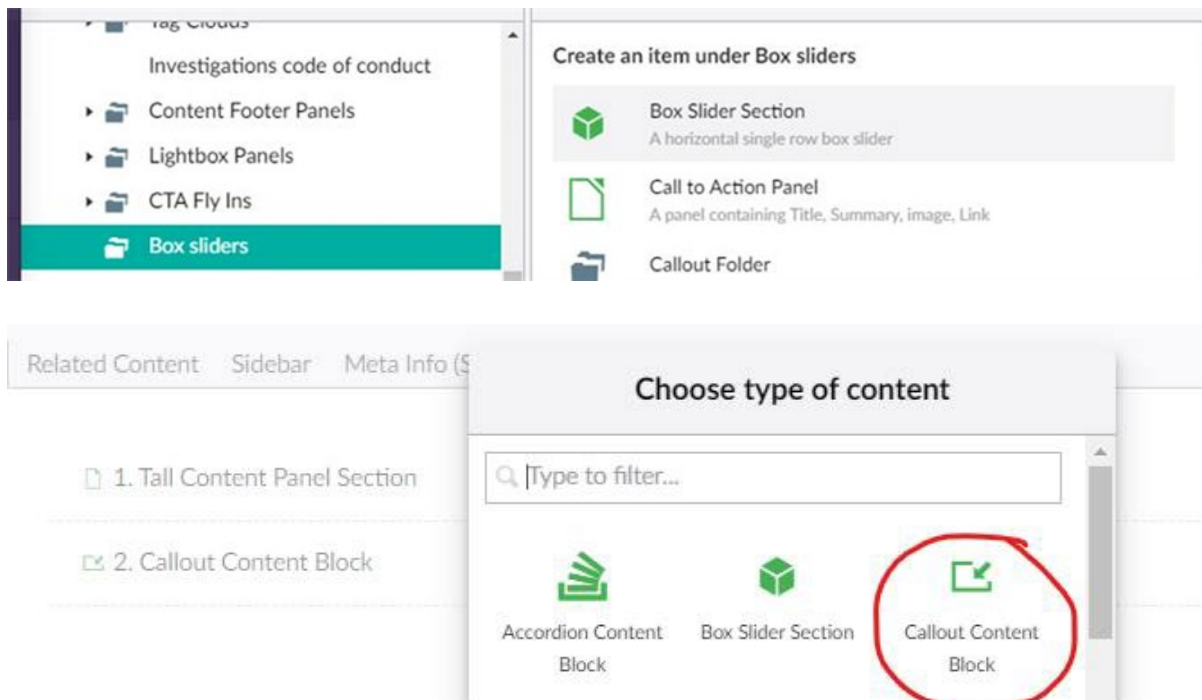
Add images to the gallery

4. Save and publish the gallery.
5. The gallery is now ready to be added to any Rich Text Content Block using the Insert Image Gallery Macro. See the section above on Using Macros.

Box Slider

The box sliders are created in the same way as they are normally when adding one as a content block to a page. See [Box Slider section](#) more details.

To add a Callout box slider to a page, you need to use this option:



As an example, this would be a great way to easily allow website visitors to take action on current campaigns by signposting them straight to the latest actions on relevant website pages. One update in this one location to create a refresh the block with new campaigns.

TAKE ACTION



Content Footer Panels

These are usually a Donation ask at the bottom of the page but could also be other content too.

1. Create a new footer panel by clicking on the three dots which show upon highlighting the Content Footer Panel menu title.

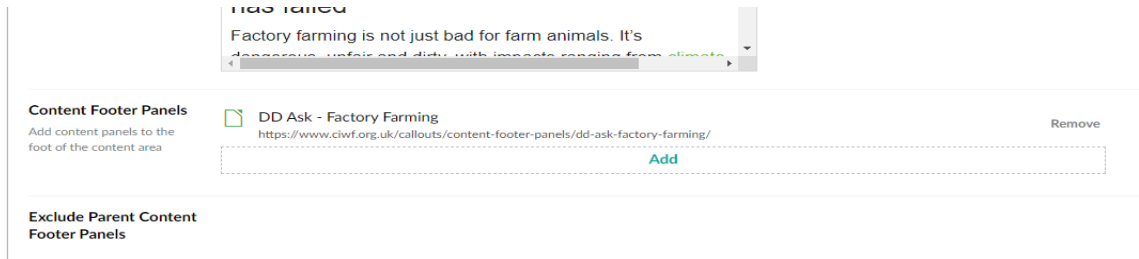
The screenshot shows a sidebar menu on the left with 'Content Footer Panels' highlighted. The main area displays a list of panel options:

- Call to Action Panel: A panel containing Title, Summary, image, Link
- Callout Folder
- Custom Content Panel: A panel with a free form Rich Text Editor.
- Delicious source item: Defines a source for stories imported via delicious.
- Donation Panel: A panel that accepts a donation amount to collect.
- Feature Panel: A Feature Box containing Title, Summary, Thumbnail, Link and Link Caption property.
- Image Gallery: Select photos to include in an image gallery which can be added to most documents.
- Lightbox Panel: A modal lightbox panel, only one per page!
- Related Content Panel
- Resource Search Panel: A Feature Box containing options to search the Research resources in the site.
- Slideshow: A rotating slideshow with captions and call to action for each slide.

Create new footer panel

2. Give the panel a name and fill in the self-explanatory fields and select an image
3. Save and publish

4. Add the panel to a section or page by going to the content tab, scroll down to the section titled Content Footer Panel. Click on 'Add' to apply the panel to the page.

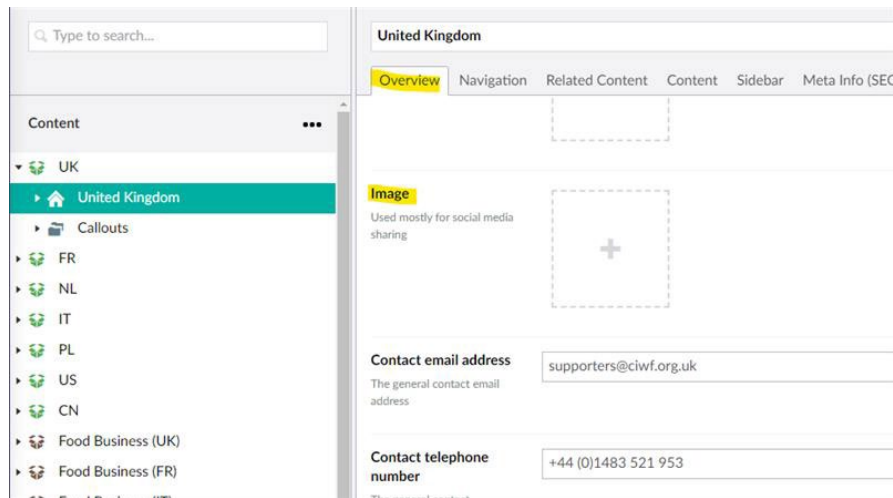


Apply the panel to a page

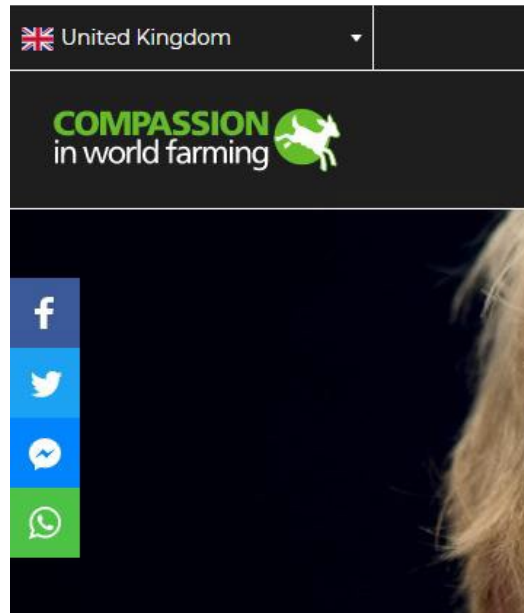
5. Save and publish the page.

Website homepage social sharing image

The website homepage can be shared across social media platforms using a pre-selected image found in the Homepage Overview Tab. It is important for SEO purposes, to always give images an ALT tag, a name that describes the image / icon.



Notice that there are share buttons displaying on the left-hand side of the page.



Define the image to be shared via these social media icons. This image can be changed as often as desired to reflect latest content or select a generic image to avoid frequent changes.

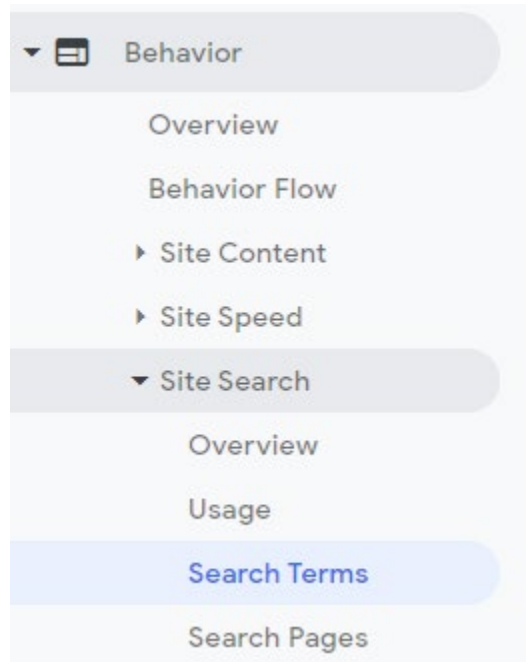
Website Search Functionality

Improve the results that users see when they search for specific words and phrases using the website search functionality. This is done by giving priority to certain pages for specific search terms.

Step 1 – Google Analytics

First identify the most popular internal keywords and phrases that are searched for on the website.

- A. In Google Analytics, navigate to Behaviour > Site Search > Search terms, and select at least a year as the time period to view the report results over.



- B. A list will be displayed, ordered by the search terms with the highest number of ‘total unique searches’. This list will likely be very long, it would be worth spending some time promoting pages for the first 50 keywords, depending on the number of searches they receive.

Search Term ?	Total Unique Searches ? ↓
	9,265 % of Total: 100.00% (9,265)
1. Christmas cards	93 (1.00%)
2. climate change	93 (1.00%)
3. global warming	81 (0.87%)
4. fish	51 (0.55%)
5. pigs	51 (0.55%)
6. Shop	49 (0.53%)
7. christmas cards	46 (0.50%)
8. raffle	42 (0.45%)
9. factory farming	41 (0.44%)
10. Jobs	39 (0.42%)

Search Term ?	Total Unique Searches ? ↓
	9,265 % of Total: 100.00% (9,265)
1. Christmas cards	93 (1.00%)
2. climate change	93 (1.00%)
3. global warming	81 (0.87%)
4. fish	51 (0.55%)
5. pigs	51 (0.55%)
6. Shop	49 (0.53%)
7. christmas cards	46 (0.50%)
8. raffle	42 (0.45%)
9. factory farming	41 (0.44%)
10. Jobs	39 (0.42%)

For more information on how search term report metrics are calculated click the link below: <https://support.google.com/analytics/answer/1032321?hl=en>

Step 2 – Umbraco

With the most frequently searched words and phrases identified, select which pages to promote (bump towards the top of the list) in the results.

Locate the page to promote and go to the Meta Info (SEO) tab. In the Meta Keywords field, enter the keyword(s) or phrase(s). These should be separated by a comma.

Meta Keywords

A comma separated list of keywords relating to the page content (only used by a few search engines).

A note on assigning the same keyword to multiple pages: pages have a rank/score for keywords based on these calculations, assigning a keyword to a page will add to the current rank/score of a page.

For example: if there are three pages with existing scores of 2, 3, 3 to which the same keyword is added (increasing the value of 2 to its ranking for that specific keyword) to the first two pages it will add to their existing score. Afterwards the pages would then likely have scores of 4,5,3.

The page now ranking with a score of 5 would be displayed first.