

User's Guide

Valence, L.L.C.

Content Management System

vālen[̄]ce



BRANDING > MARKETING > INTERACTIVE



Notices

Software and Documentation

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Part 1: Before You Begin

About this User's Guide

This User's Guide is designed to help you in using the Valence Corporation Content Management System (CMS). This CMS can be used to manage the creation, modification and removal of content from your Web site, without needing to know Hypertext Markup Language (HTML).

System Requirements

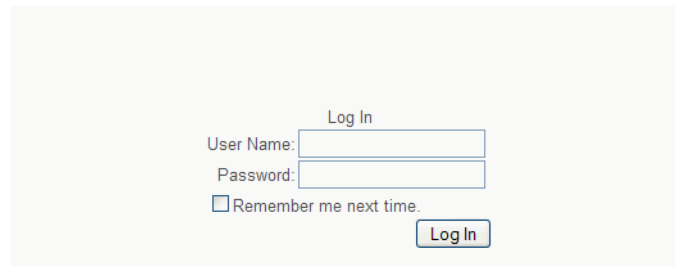
To use the CMS, you must have a working connection to the Internet and a Microsoft Windows-based or MAC computer that meets the following technical specifications:

- ♦ Current versions of Internet Explorer, Mozilla Firefox, Google Chrome and Safari
- ♦ Pop-up blocker disabled in order to preview Content pages and files in the Library

Logging In and Out

When your CMS user account is created by your system administrator, you will receive a username and password for logging into the system, as well as the URL for the CMS login page. Upon entering the login URL into your browser, the Log In page will display (Figure 1).

Figure 1: Valence CMS Log In.



Enter your username and password and click the Log In button.

To log out of the CMS, click the Log Out link at the top of any page.

If you are logged in to the CMS but remain inactive for 20 minutes, you will lose session and will be redirected to the Log In page the next time you begin working in the CMS.

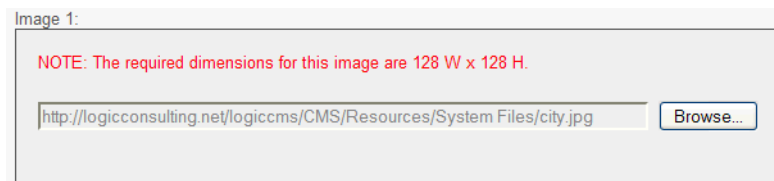
File Uploading and Limitations

The CMS allows you to upload files to your website without the use of special software or FTP programs. Once a document or image is uploaded, you can use these files throughout your website Content. For example, you can insert a link to a document (such as a pdf) or an image into your Content page copy or you can insert an image directly in your Content (if the Page Layout allows).

Consider the following when uploading files to your web site:

- ◆ **File sizes:** There is a 1 GB upload size limit for each file. Depending on the file size and the upstream speed of your connection, your file upload can take a few seconds to several minutes.
- ◆ **Image sizes:** To keep the integrity of your images, the CMS will not automatically resize images to fit onto a Content page. It is up to you to upload images of the correct size. The Page Layout you select will determine the supported image size. When designing your Content page, a message will display the required image size.

Figure 2: Image area of a Content page.



- ◆ **File names:** File names should not contain spaces, apostrophes or other characters that are invalid in some web browsers. To ensure that the CMS will work with all supported browsers, file names will be stripped of any possible unsupported characters.

Part II: Working in the Content Management System

The following sections will teach you how to navigate through and use the Content Management System to edit your website content.

Navigating the CMS

The following sections are meant to get you familiar with the CMS user interface. You will find more detailed information on working in the CMS throughout the rest of this User's Guide.

After logging in to the CMS as explained in “[Logging In and Out](#)” on page 7, the Content Management System will display with the heading and menu bar at the top of the page.

Figure 3: CMS Main menu bar.



The Menu bar is where you will initiate all actions throughout the CMS.

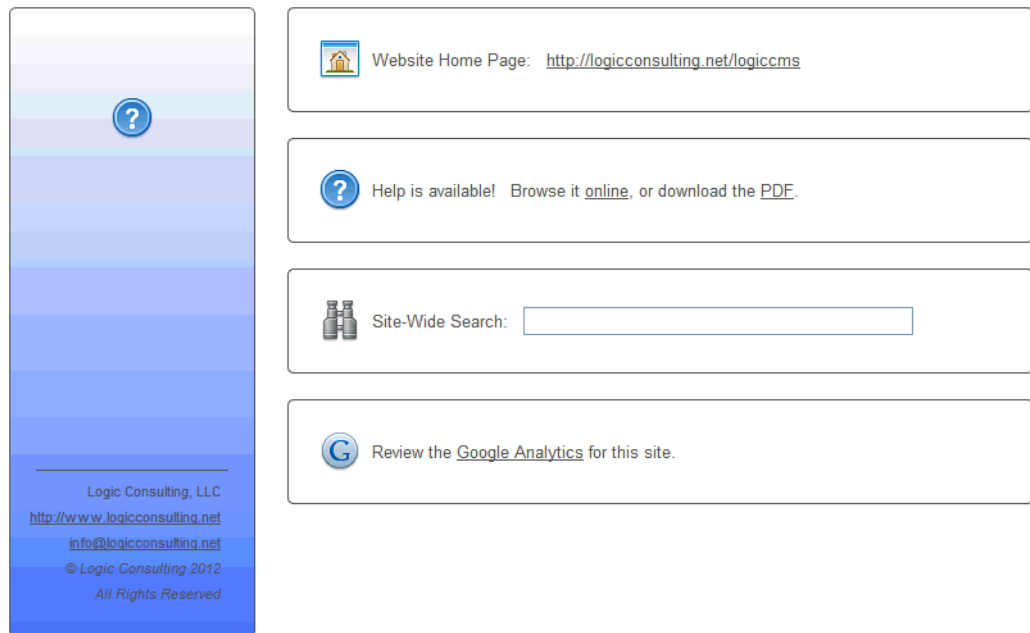
There are 6 main menus:

- ◆ Dashboard
- ◆ Menus
- ◆ Content
- ◆ Library
- ◆ Settings
- ◆ Add-Ons

Dashboard

Figure 4: Dashboard page.

D a s h b o a r d



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Website Home Page: <http://logicconsulting.net/logiccms>

Help is available! Browse it [online](#), or download the [PDF](#).

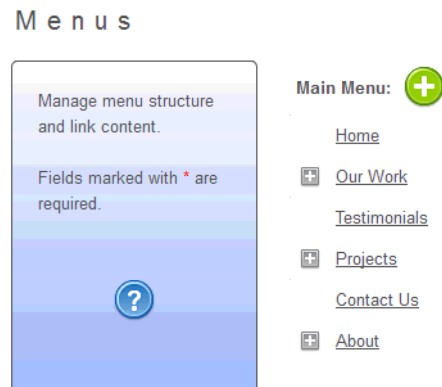
Site-Wide Search:

Review the [Google Analytics](#) for this site.

When you log in to the CMS, you are presented with the Dashboard page. The Dashboard contains links to information you may need, such as your website home page and the CMS help files.



Menus

Figure 5: Menu page.



When you select the Menus menu item, all menu items defined for your web site will display.

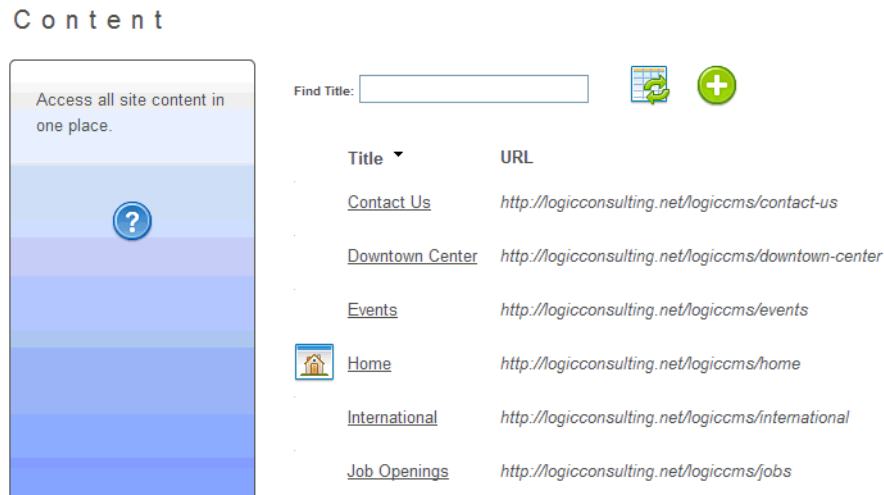
From the Menus page you can do the following:

- ◆ Click the plus icon  to add a new menu item.
- ◆ Click the plus sign  to expand a menu item and display submenus under that menu item.
- ◆ Select an existing menu item to open the Edit Menu page.

For more information on creating, editing or removing menu items, refer to [“Managing Library Files”](#), starting on page 31.

Content

Figure 6: Content page.



When you select the Content menu item, a list of all existing Content pages for your site will display, sorted by Title.


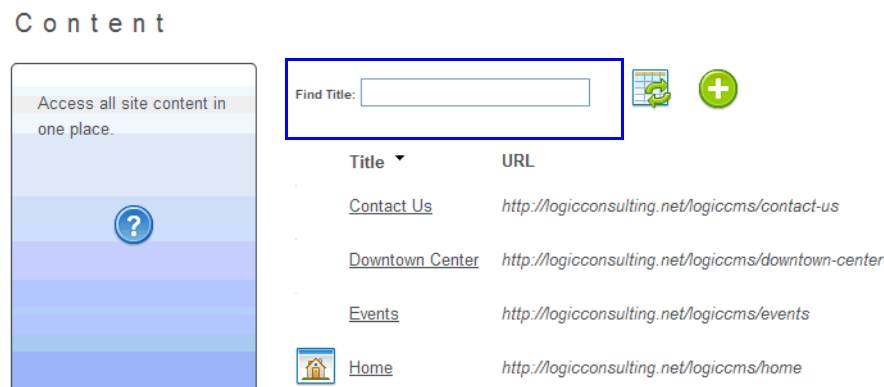

Select an existing page to edit it or click the Add icon  to create a new Content page. You can also search for an existing Content Page by entering part of the Title in the Find Title field and clicking Enter.

Figure 7: Find Content Page Title.

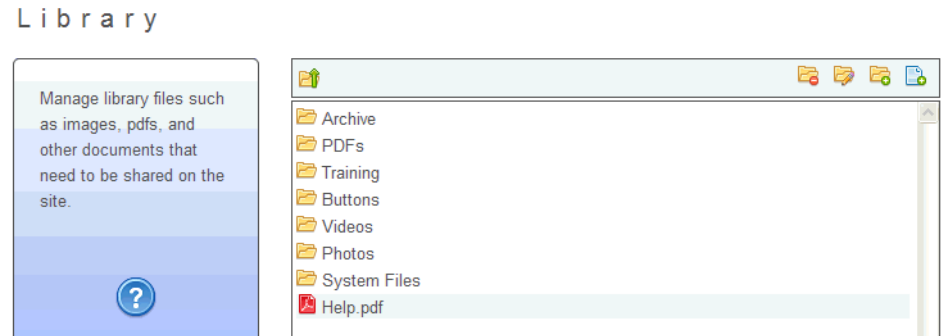


Click the Refresh icon  to refresh the list of Content pages.

See “[Managing Content Pages](#)”, starting on page 25 for more information on designing Content pages.

Library

Figure 8: Library page.



The Library is a repository for the files that you want to display or link to from your website. This can include images, documents, pdfs, site media, etc.

When you select the Library menu item, all files that have been uploaded to your website will display. You can manage the Library folder structure and well as the individual files by clicking the appropriate buttons. You can also copy the URL of a file so that you can link to it from a Content page.

For more information on the managing your Library, refer to [“Managing Library Files”](#), starting on page 31.

Settings

Figure 9: Settings page.

Edit Settings		Field Code
Company Name:	<input type="text" value="Generic Logo Company"/>	[%=COMPANYNAME=%]
Address 1:	<input type="text" value="100 Apple Street"/>	[%=ADDRESS1=%]
Address 2:	<input type="text"/>	[%=ADDRESS2=%]
Address 3:	<input type="text"/>	[%=ADDRESS3=%]
City:	<input type="text" value="New Fruit"/>	[%=CITY=%]
State:	<input type="text" value="WI"/>	[%=STATE=%]
Zip:	<input type="text"/>	[%=ZIP=%]
Phone 1:	<input type="text" value="698-595-8888"/>	[%=PHONE1=%]
Phone 2:	<input type="text"/>	[%=PHONE2=%]
Phone 3:	<input type="text"/>	[%=PHONE3=%]
Fax:	<input type="text" value="888-525-3333"/>	[%=FAX=%]
Email 1:	<input type="text" value="info@genericlogo.com"/>	[%=EMAIL1=%]
Email 2:	<input type="text"/>	[%=EMAIL2=%]
Email 3:	<input type="text"/>	[%=EMAIL3=%]
Copyright:	<input type="text" value="All Rights Reserved"/>	[%=COPYRIGHT=%]
URL 1:	<input type="text"/>	[%=URL1=%]
URL 2:	<input type="text"/>	[%=URL2=%]
URL 3:	<input type="text"/>	[%=URL3=%]
Facebook URL:	<input type="text"/>	[%=FACEBOOKURL=%]
LinkedIn URL:	<input type="text"/>	[%=LINKEDINURL=%]

The data entered on the Settings page may be used throughout your website, as designed by the site designer or developer.

Fill out the desired fields and click the Save button  to save your changes.

To the right of each field you will see a list of field codes. These field codes can be inserted into the Copy Editor of your Content pages to display your Settings. For example, if you enter a Company Name of 'ABC Company' in your Settings, you can display it in your Content page by typing [%=COMPANYNAME=%] in the Copy Editor.

Note: Field Codes are case sensitive.


Add-Ons

The Add-Ons menu will display only if you and your administrator have enabled custom modules for your Content Management System. Typical add-ons may include: Advertisements, Events Calendars, News or Sponsors.

Figure 10: Custom Advertisements page.

A d v e r t i s i n g

Manage the Advertising Add-On custom built for your site.




Current Advertisements: +

	Description	Publish	Until	Modified
<div style="display: flex; justify-content: space-around;"> Edit Delete </div>	Coast to Coast	<input checked="" type="checkbox"/>		6/12/2012 9:43:03 PM
<div style="display: flex; justify-content: space-around;"> Edit Delete </div>	Cookshack	<input checked="" type="checkbox"/>		6/12/2012 9:43:44 PM
<div style="display: flex; justify-content: space-around;"> Edit Delete </div>	Smithfield	<input checked="" type="checkbox"/>		6/12/2012 9:44:11 PM
<div style="display: flex; justify-content: space-around;"> Edit Delete </div>	flash ad	<input checked="" type="checkbox"/>		6/12/2012 9:44:50 PM
<div style="display: flex; justify-content: space-around;"> Edit Delete </div>		<input type="checkbox"/>		6/20/12 4:01:24 PM

If you are interested in creating custom add-ons, contact your site administrator.

Getting Help

This Content Management System offers helps on three levels:

- ◆ Tooltip help for interface elements.
- ◆ Help Button on the left bar  for context sensitive help.
- ◆ A complete User’s Guide is accessible via the Dashboard menu.

Using the Content Management System

This section includes the following:

- ♦ Managing Menus
- ♦ Managing Content Pages
- ♦ Managing Library Files

Managing Menus

Figure 11: Create/Edit Menu Item.

The screenshot shows the 'Edit Menu Item' interface. At the top, there are three icons: a green checkmark, a red 'X', and a document with a red minus sign. Below these are the following fields and controls:

- * Parent Menu:** A dropdown menu currently showing '-- Root --'.
- * Name:** A text input field containing 'Home'.
- Description:** A text area containing 'Home page'.
- Content:** A field showing '"Home"' with a link labeled 'Unlink Content'.
- Hide Menu Item:** An unchecked checkbox.
- Order:** A list box containing 'Home', 'Our Work', 'Testimonials', 'Projects', and 'Contact Us'. The 'Home' item is selected and highlighted.

As discussed in “[Menus](#)”, starting on page 15, selecting an existing menu item or clicking the Create menu item icon to create a new menu item, displays the Create/Edit Menu Item page (Figure 15).

Creating or editing a Menu Item includes the following:

- ♦ Specifying a Parent Menu
- ♦ Specifying a Menu Name and Other Options
- ♦ Linking a Menu Item to a Content Page

Specifying a Parent Menu

The Parent Menu is the menu under which you want your menu item to display. To display your menu item as a top level menu, select --Root--.

For example, to create a menu item named 'National' under the menu 'Our Work', set up the menu as follows:

Figure 12: Creating the 'National' menu item under the 'Our Work' parent menu.

Through the use of the Parent Menu list, you can easily move menus to a different parent menu or to the root or top level menu.

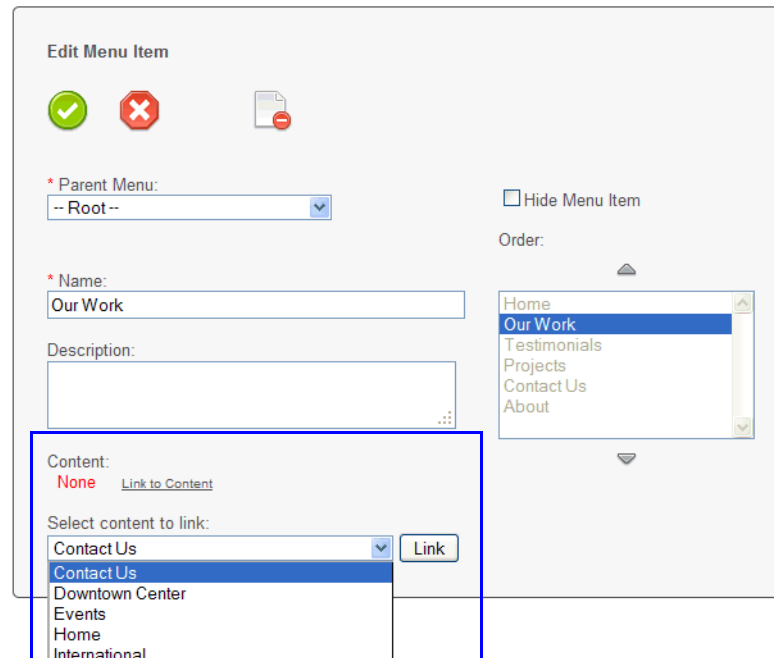
Specifying a Menu Name and Other Options

- ◆ **Name:** The menu name you enter here will be what is displayed on your menu bar.
- ◆ **Description:** Use this field to enter a short description of what this menu is used for.
- ◆ **Hide Menu Item:** If you want to hide the menu item, check this checkbox. This may be useful if you have not yet created a Content Page to link to the menu item.
- ◆ **Order:** The menu items will display in the order depicted in this field. If you want to change the order of the menu items, select the menu item and use the up and down arrows.

Linking a Menu Item to a Content Page

In order for your menu item to display a page, it must be linked to a Content page. Click the 'Link to Content' link to display a list of Content pages on your site.

Figure 13: Linking a menu item to a Content page.



The screenshot shows the 'Edit Menu Item' form. At the top, there are three icons: a green checkmark, a red 'X', and a document with a red minus sign. Below these are three fields: '* Parent Menu:' with a dropdown menu set to '-- Root --', '* Name:' with a text input containing 'Our Work', and 'Description:' with a text area. To the right, there is a checkbox for 'Hide Menu Item' and an 'Order:' section with a list of menu items: Home, Our Work (highlighted), Testimonials, Projects, Contact Us, and About. Below the 'Description' field, there is a 'Content:' section with 'None' and a 'Link to Content' link. A dropdown menu for 'Select content to link:' is open, showing a list of content pages: Contact Us (highlighted), Downtown Center, Events, Home, and International. A 'Link' button is next to the dropdown.

Select the appropriate page and click the Link button. Once you save the menu item via the Save icon, the menu item will now open the selected Content page.

Note: A Content page can be linked to more than one menu item.

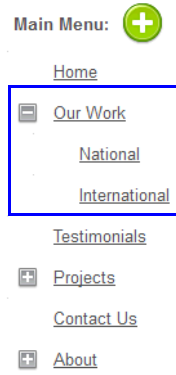
Once a menu item has been linked to a Content page you can unlink it by clicking the 'Unlink Content' link. The menu item will no longer open a page unless you link it to new Content.

Deleting Menu Items

Use the delete icon  on the Edit Menu Item page to delete a menu item.

You can delete menu items as long as there are no submenus under it. For example, you may have a root menu item 'Our Work', with submenus 'National' and 'International', as displayed below.

Figure 14: Our Work menu item with submenus National and International.



If you were to try to delete the 'Our Work' menu item, it would not be allowed until you first deleted the 'National' and 'International' submenus.

When you delete a menu item that is linked to a Content page, the Content page will not be deleted. It will remain in your list of Content pages, but will no longer be linked to a menu.

- ◆ **Linked to Menu(s):** If this content page has been linked to a menu, that menu item will display here.
- ◆ **URL part:** The URL part is the text that will display at the end of the browser address when this content page is opened. For example, if you create a page titled 'Contact Us' and specify that the URL part as 'contact-us', the browser address bar will display: `http://[your website address]/contact-us` when that page is displayed in the browser.

Click the [Validate](#) link to ensure that the URL part you enter is in a valid format. If the value fails validation you will be alerted via a warning.

As a general rule it is best to use one lowercase word as the url part. This produces a shorter, neater page URL that is easier for users to type and more attractive on printed materials. If you must use multiple words, consider using dashes as separators.

- ◆ **Is Home Page:** Select this checkbox if the page you are creating should be the home page of your web site.
- ◆ **Is Protected:** Select this checkbox if the page you are creating requires user authentication. If this checkbox is checked and the logged in User cannot be authenticated he/she will not be able to access this page.

Redirecting to Another Page or URL

Check the 'Does this page redirect...' checkbox if you want your Content page to redirect to another URL or to a different page in your website. The Enter redirect URL text box will display:

Figure 16: Entering a redirect URL.



The screenshot shows a form with the following elements:

- A checkbox labeled "Does this page redirect to another URL or page within this site?" which is checked and followed by the text "Yes".
- A text input field with a red asterisk and the label "*Enter redirect URL:". The field is currently empty.
- A checkbox labeled "Open in new window" located below the text input field.

To redirect to a separate URL, enter the url, such as `http://www.yahoo.com`.

To redirect to another page in your website, enter the url to that page here.


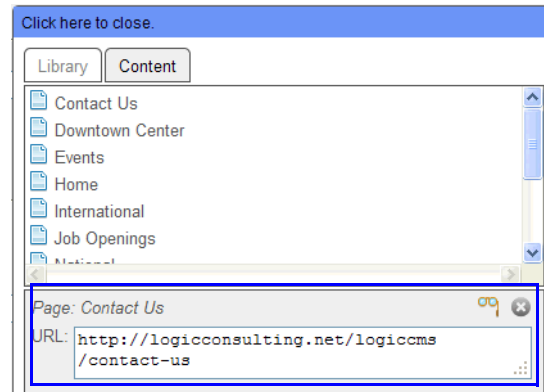
If you are unsure of the page URL, click the Explore Library icon . On the Content tab, select the Page you want to redirect to and the URL for that page will display at the bottom of the window. Copy that URL and paste it into the Redirect URL field.

Figure 17: Copying a Page URL from the Library.



If you want the redirect URL to open in a separate browser, check the ‘Open in new window’ checkbox.

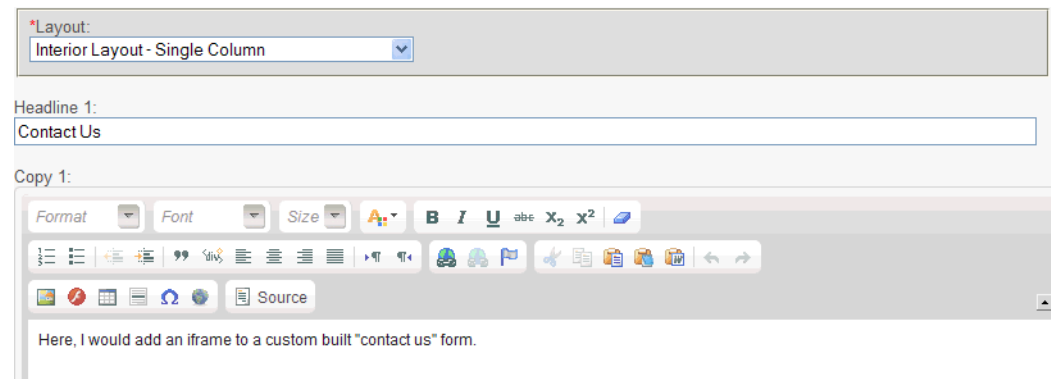
If your page redirects to another URL, there are no additional properties to define. You just need to preview and save your content page as described in [“Previewing and Saving your Content” on page 30](#).

Selecting a Page Layout

The Layout selection field lists all page layouts or templates defined by your website designer. Select a layout for your content page.

Based on the layout selected, the corresponding sections will display. This might include areas for page headlines, images and copy. For example, if you select a layout for a page with a single column and copy, the following will display.

Figure 18: Creating a content page with a single column and copy.



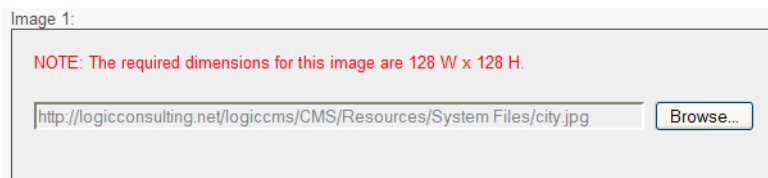
Enter data into the appropriate areas of your selected layout.

For more information refer to “Uploading Images” on page 28, “Working in the Copy Editor” on page 29, and “Entering Meta Tags” on page 30.

Uploading Images

In some cases your Content page layout may include one or more areas for inserting images. In this case the image upload area will specify the required dimensions for your image, as shown below (Figure 19)..

Figure 19: Uploading an image to your Content page.



Warning: If you upload an image larger than the specified size, it may be cut off.

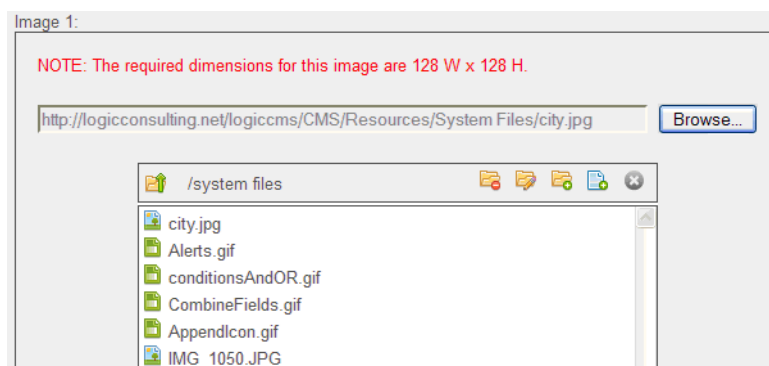
You can select an image from your Library or you can upload a new image.

You can also preview an image in your Library by selecting the image name in the Library, and clicking the Preview icon .

To insert an existing image on your Content page:

1. Click the Browse button. The Library displays.
2. Navigate to the directory in which the image was saved.

Figure 20: Selecting an existing image from the Library.



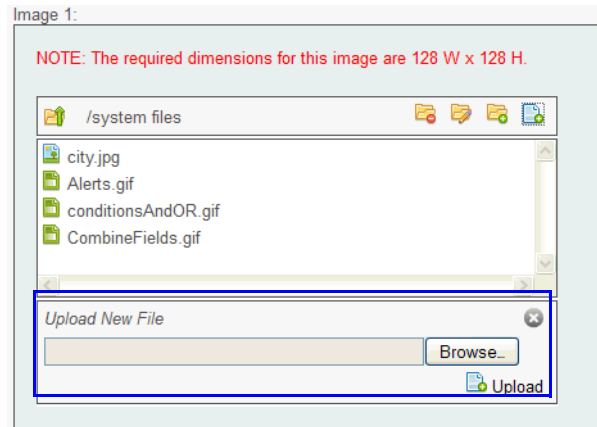
3. Click on the image name. Its name will display display as the selected file.


To insert a new image on your Content page:

1. Click the Browse Button. The Library displays.

- Click the Upload File icon . The Upload New File box will display under the Library.

Figure 21: Uploading a new File to the Library.



- Click the Browse button to locate a new image on your local computer for upload.
- Click Upload  Upload .






The file will be uploaded to the selected directory and its name will display as the selected file.

For more information on working in the Library, see [“Managing Library Files”](#), starting on page 31.







Working in the Copy Editor

The Copy Editor is the area of the Content Page where you insert text or copy. It works like a word processing application, such as Microsoft Word, and has many of the same capabilities.

The Copy Editor allows you to do the following:

- ◆ Specify text properties such as format, font, size, color.
- ◆ Specify text formats such as bold, italics, underline and strikethrough.
- ◆ Insert numbered or bulleted lists.
- ◆ Specify indents, alignment, and text flow (right to left or left to right).
- ◆  Create a block quote.
- ◆  Create a div container: This is often used to group block elements to format them with styles.
- ◆  Insert a hyperlink to a URL, link to an anchor in the text, or create an email link.
- ◆  Insert an anchor (or bookmark). This names an area of the copy and allows you to link to it from other areas.
- ◆ Cut, copy and paste
- ◆  Paste from Microsoft Word: Allows you to easily paste content from Word with minimum work reformatting the text. The following will not paste properly from Word: tabs, multiple columns, embedded images or files, mail merged documents,

vector drawings and clip art.

- ♦  Insert an image: Allows you to insert a link to an image stored in your Library. To find an image's URL, go to the Library, select the image and copy its URL link.
- ♦  Insert Flash: Allows you to embed a link to a ShockWave Flash file from your Library. To find the .swf URL, go to the Library, select the file and copy its URL link.
- ♦  Insert a table: This can be useful in displaying data in a tabular format.
- ♦  Insert a horizontal line
- ♦  Insert a special character
- ♦  Insert an iFrame: This inserts an inline frame. It is often used to embed another document within the current HTML document.

Entering Meta Tags


A meta tag is a line of HTML coding that contains information, or metadata, about a web page. Meta tag information cannot be seen by a website viewer unless they look at the source code of your pages.


There are two types of meta tags: meta description tags and meta keyword tags. Meta description tags describe the webpage and meta keyword tags list other words a user might be searching for.

The purpose of using meta tags in your web page is to gain greater visibility of your web page by search engines. Not all search engines use meta tags, but for those who do, your page may be found more easily by these search engines if you enter meta tags.


If you do not specify a meta tag description or keyword, your page title will be used.

Previewing and Saving your Content

As you add content to your page you can preview it at any time during the design process by clicking the Preview icon . This will open your content page in another instance of your browser. Be sure to Preview the page at least once before you save it.

When you are satisfied with the content page's design, click the Save icon  to save it. Remember that newly created content pages are not yet linked to a menu item. You can now link to it from a menu item or other Content pages. Refer to "[Linking a Menu Item to a Content Page](#)", starting on page 23 for more information.

Deleting Content

The Edit Content page allows you to permanently delete a Content page from the CMS. Make sure that you have removed any links to the Content page before deleting it. Click the delete icon  to delete it.

Managing Library Files

As explained in “[Library](#)”, starting on page 17, the Library contains all files (images and documents) that have been uploaded to your web site.

You have the ability to manage the structure of your Library as well as manage individual files in the Library.

The Library initially displays the files and folders in the root level. Double-click a folder to see the files and folders within that folder.

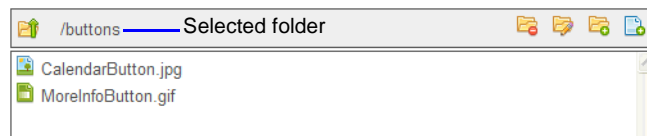
In the example below, you are looking at the files and folders under the root directory..

Figure 22: Root directory of the Library.








If you double-click the Buttons folder, you now see the files contained in that folder..

Figure 23: Files and folders in the Button directory.



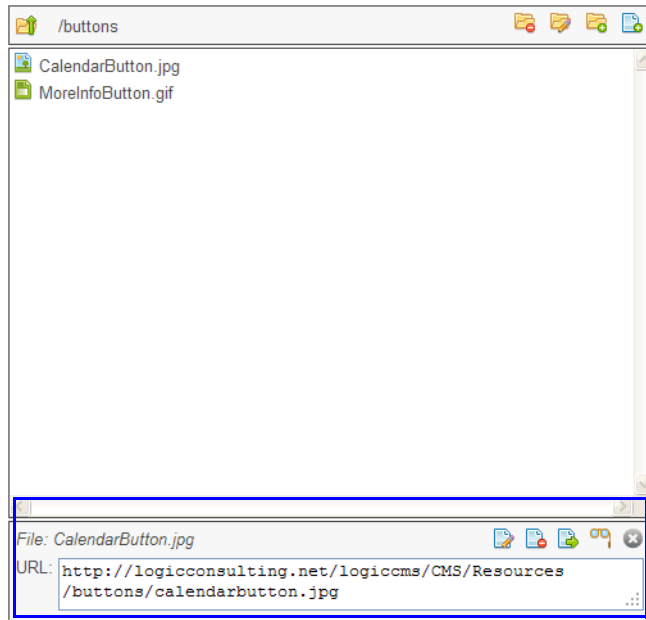
You can manage your Library structure using the following buttons:

- ◆  **Remove Folder and Contents:** Remove the selected folder and any files contained in the folder.
Warning: Be careful not to remove a folder that contains images being used on your web site.
- ◆  **Rename Folder:** Rename the selected folder. Click Save after entering the new name.
- ◆  **Add Folder:** Add a new library folder under the selected folder. Click Save after entering the new folder name.
- ◆  **Upload File:** Upload a file to the selected folder. Click Upload after selecting the file to upload.
- ◆  **Go up one folder level:** Navigate one level up in the Library.






In addition to managing your library structure, you can also manage the individual files in your Library.

Select a file name in the Library and the the file editing fields will display..

Figure 24: CalendarButton.jpg selected in the Library.



With a file selected, the following fields and buttons will display:

- ◆ URL displays the URL address of the file. If you want to place a link to this image on a Content page you can copy the address from here and paste it onto your Content page via an Image link.
- ◆  Rename File: Rename the selected file. Click the Save button after you enter the new name.
- ◆  Delete File: Delete the file from your Library.
Warning Be careful not to delete a file that is being used on your web site.
- ◆  Move File: Move the file from one folder to another in your Library. You will be instructed to select the destination directory. Click Move.
Warning: Be careful not to move a file that is being used on your web site. If the location changes, any image or document links will be broken.
- ◆  Preview File: Open the file in a separate window for preview.
- ◆  Close: Close the File field and file related options.

Frequently Asked Questions

Question	Answer
How do I display tabbed data in my copy?	In the Copy Editor, click the Table icon to insert a table. Each column of data is equivalent to a tab.
How do I insert a numbered list in my copy?	In the Copy Editor, click the Numbered List icon.
How do I insert a bulleted list in my copy?	In the Copy Editor, click the Bulleted List icon.
How do I indent my copy?	In the Copy Editor, click the Increase Indent icon.
How do I insert a hyperlink to a URL in my copy?	In the Copy Editor, click the Link icon. In the Link dialog, select a Link Type of 'URL' and type the address into the URL field.
How do I insert a link to an anchor in my copy?	You must have already created the anchor to do this. In the Copy Editor, click the Link icon. In the Link dialog, select a Link Type of 'Link to anchor in text' and select your named anchor from the list.
How do I insert an email link in my copy?	In the Copy Editor, click the Link icon. In the Link dialog, select a Link Type of 'E-mail'. Enter the E-mail Address, and optionally an e-mail subject and body.
How do I insert an image in my copy?	In the Copy Editor, click the Image icon. Enter the URL of the image as it appears in your Library. You can also set size and formatting attributes for the image.
How do I insert a table in my copy?	In the Copy Editor, click the Table icon. Specify the number of rows and columns and any additional properties of the table.
How do I view all uploaded files on my website?	Select the Library menu item and click the Files tab.
How do I change the Content linked to a menu item without losing the Content?	Select the 'Menus' menu item. Select the Menu item for which you want to change the linked Content. At the bottom of the Edit Menu page, click Unlink Content. The original Content page will remain (available by selecting the Content menu item), but you can now link this menu item to a different Content page by clicking Link to Content and selecting the desired Content page.

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