BOX CLEVER

EDUCATION

School Website Training

1. INTRODUCTION

- What is WebGuide for Schools? (Quick tour)

- Tour of your new website

- Built-In Help Section - send us your questions!

- Caching: some changes on your website are stored for 15 minutes before updating

2. LOGGING IN TO WEBGUIDE

- Check your inbox for an email from "WebGuide for Schools". The email includes your temporary WebGuide URL. Follow the link in the email to create your password.

- After launch, your WebGuide URL will be *YOURSCHOOL*.ca/webguide

3. DASHBOARD AND AUDIENCE OVERVIEW

- Your dashboard provides an overview of the traffic for your website for the last month!

- When creating content be sure to think about who your audience is. Typically we see that the main audiences are: Parents of current students & current students

- The most visited pages on school websites are typically:

    1. Calendars

    2. Bell Schedule

    3. Teacher directories or teacher pages

- Mobile traffic and devices

    - Rising every year

    - We typically see between 35-70% of traffic coming from mobile devices

- How do people use websites?

    - Most of the visitors to your website are not new visitors - they know what they are looking for.

    - Headlines should be short and to the point in order to allow scanning (like a newspaper!)

4. PAGES

1

- Your page content has been migrated from your old website!
- You can add more pages as needed
- Your menu is three levels deep
- Pages are made up of articles: title, body, image
- *TIP: Ideally the top level will have 4-6 navigation items (plus Home).*
- *TIP: The second and third levels of navigation should have 8 pages or less*

1. Open file: Sample Text.rtf
2. Add a top-level page named "**Clubs"**
3. add an article - **Art Club** and include an image with Image Alt Text
4. add a second *Featured* article - **Snowboard Club**
5. add an *Accordion* article – **Ski Club**
6. drag to reorder your articles

2

- pages can be set to draft
- pages can be duplicated

1. Click the green "P" square (Published)
2. Green square becomes yellow ("D" for Draft)
3. Reload your website and the page is gone!
4. Change status back to Published by clicking the square
5. Duplicate your page then delete

3

- pages can be added under top level pages
- articles can be moved
- pages can be moved
- pages can be reordered
- Some specialty pages are LOCKED (can't delete them)
- Pages can have banner images

1. add a subpage named "**Skate & Snowboard"** under your **Clubs** page
2. move your *Snowboard Club* article from **Clubs** page to **Skate and Snowboard** page
3. edit that page and move it under About, then move it back to Clubs
4. Edit your page again and add a banner image to your **Clubs** page
5. Demo: reorder top level pages
6. Demo: reorder the pages under About page

4	• Articles can be edited	1. Edit your article
	• Use the icons in the article text editor	2. Demo: article toolbar
	• Soft returns (SHIFT + RETURN)	3. Paste a YouTube URL using Media Button - there is a Youtube URL in the Sample Text.rtf file
	• Add video with the Insert Video button	
5	• Version Control	1. See who last saved an article
		2. Revert an article to an earlier version

5. BLOGS (HOMEPAGE NEWS)

1	• chronological listing of posts	1. Go to Blogs tab and add a post - **Skate and Snowboard Club Kickoff Meeting**
	• each school automatically has "Homepage News" blog - most recent 3 posts show on home page	2. add a tag
	• choose a Featured Post to pin at the top of your blog	3. choose a featured post
		4. Demo: share a post to social media
	• posts are the same as articles but have dates associated (& social media sharing!)	To add a new blog (if you need to in the future):
	• blogs can't exist on a page with sub-pages	1. add a new page
	• pages with blogs can't also have articles	2. add a blog to that page
	• posts can be post-dated for future publishing	

- *TIP: What should be an article and what should be a news item?*
    - *News: time limit to it - will not be news in a week and a half from now*
        - *Newsfeed saves you time so you don't have to come back and remove it*
- *TIP: How to use news properly?*
    - *discuss details in the news post: Ex. Hot Lunch - include date, how to register/pay, who to contact, how to volunteer, etc.*
    - *You don't always need an image - if you have one that fits, use it, if you don't have a good image, leave it out.*
    - *Image dimensions on the homepage are always the same - avoid images that don't fit!*

6. SNIPPETS

1
- little "snippets" of text or images (specialized content areas)

- Enticers and Quick Links display on every page because visitors don't always enter your site through the home page

2
- **_Enticers_**: used to entice visitors to other pages on your site or to highlight important information

- top 6 show on all pages on the site.

1. under Snippets select Enticers
2. create a new snippet
3. reorder the snippets

3
- **_Quick Links_**: appear in the header for easy access to popular apps and information

- We've added some for you, go ahead and change them or add to them.

1. under Snippets select Quick Links
2. add a Quick Link
3. reorder Quick Links

4
- **_Home Page: Banner Images_**: upload banner images for your homepage

- Upload as many as you like! One will randomly load each time someone visits the homepage

- Make sure your images are high quality!

1. under Snippets select Home Page: Banner Images
2. Upload a photo

7. PHOTO GALLERIES

1
- very popular!
- add as many galleries to your site as you like and add as many photos to each gallery as you like
- automatically resized
- galleries can be assigned to any page or blog post
- appear below the last article on a page
- Choose a Thumbnail or Carousel layout

1. add a new gallery: **Our Members (**description is optional)
2. assign to your **Skate and Snowboard** page
3. drag and drop photos from your Training Documents folder
4. reorder photos
5. add titles, captions and alt text
6. view on the webpage
7. change style to Carousel

8. TIPS FOR PHOTOS

1 What makes a good image?
- No watermarks
- Photo adds to the content presented - it is okay to NOT use a photo
- You own the photo or it is "Free for Commercial Use"
- Google Images is not a free place to get images - Take your own photos, buy stock photos, or find free photos

2 Gifs
- Funny Gifs are great for social media but not the website, in general should be avoided to keep a professional look

3 Clipart
- For the most part, clipart looks dated
- Ask the question, is it adding value to your visitors?
- Can a photo be used here instead?

4 Pictures of text
- Not accessible! Screen reading software doesn't know what word is in the picture
- Can get cropped in your homepage news feed
- Better to not use an image at all - let your headline speak for itself

9. CALENDARS

1
- Linked to your Google Calendars
- Add additional Google Calendars if needed

1. Demo of the Calendars module

---

10. STAFF DIRECTORY

1
- create a categorized staff list
- sort categories alphabetically or customize
- include a bio and links to teacher websites

1. In Staff Directory, create a **Training** category
2. Demo: Drag to reorder categories
3. Add a staff member to **Training**
4. Demo: Drag to reorder staff

---

11. DOCUMENTS

1
- store your documents: PDF, Word, Excel, etc. AND link to online files such as Google Docs
- by default all files will show up on Documents page
- can link to a document from any article, blog post, event or snippet on the website
- when a file is updated so are the links to it
- can upload multiple files at once and delete multiple files at once
- you'll receive a warning if you try to delete a file linked to an article or blog post on your website

1. upload a file - **Permission Form 1.pdf -** and add it to a new category: **Training**
2. View on Documents page
3. Add an article named **October Ski Trip** on **Skate and Snowboard** page and embed a link to the document
4. replace that document with **Permission Form Revised.pdf** (in WebGuide, click on the document title)
5. try to delete that document (you'll get a warning that it is linked)
6. Use **Upload Multiple Files** button to upload three files at once
7. Delete sample files

12. SOCIAL MEDIA

• connect your Facebook, Twitter and Instagram

• share blog posts, photo galleries and notices to social media from WebGuide!

Demo: sharing a blog post to social media

13. FORM BUILDER

1 • each site has a Contact page with a form

1. under Form Builder click on Contact Us
2. add one or more contacts (by name, department, grade, or whatever works for your school)

14. NOTICES

1 • Division can publish Emergency and General notices on your website

15. MICROSITES

1 • Create *unlimited* websites for teachers, teams clubs, the library, school council, etc...

• Add one or more users to each microsite

• School websites have a menu of all microsites in the footer

• You can access every microsite for your school

• Add links to teacher Microsites in the Staff Directory

1. Click Microsites then Create Microsite
2. Choose a Site Name and URL that no one else has used before
3. Add users to your microsite
4. When the microsite is ready to launch, edit the status to Online!
5. Edit the microsite to take it offline when you need to
6. Manage Users to add or remove users

16. MANAGING USERS

1
- everyone in your school can get access to WebGuide!
- permission levels:
  - Division Webmaster - *everything all sites*
  - Site Webmaster - *everything on your school site plus all of your school's microsites*
  - Content Editor - *no managing Users, Site Settings, or Social Media accounts*

1. Go to Users (in the header menu)
2. Add a User with name, email, greeting and assign a role
3. New user receives a welcome email from WebGuide for Schools

---

2
- users can login to more than one site, and have permissions for both
- if you have permissions for more than one site, you'll see a "change site" button at the top of the page in WebGuide
- If you have permission for one or more microsites, you'll see a microsites menu at the top of the page

1. besides Division Webmasters, who can access all sites in the division, users will need to be assigned access levels separately on each site that they need to access
2. School Site Webmasters can access all microsites for their schools

17. SITE SETTINGS AND OTHER FEATURES

- Site Settings
  - Edit Address, Grades, Phone, and Additional Info
  - Additional Info appears on the Our School page
  - The About field appears on the homepage

- Activity Logging

  go to the Dashboard to see everything you've done!

- Help Section - easy step by step instructions

  look at the Help section and find the Contact Us button

- Quick Tips:

  - if everything is bold - nothing stands out

  - soft returns (SHIFT+RETURN)

  - Don't make articles or pages that are just a list of links

- Caching - site is cached for 15 minutes

18. THE SITE DESIGNER

1	• Choose a new website theme • Choose your colour scheme • Choose sidebar or full width layout	1. Demo: Click the Site Designer button 2. Open Theme Settings tab 3. "Apply to Preview" to view changes in your preview window 4. "Save" to publish the changes on your website
2	• **Header Settings** control your logo, menu style, social media icons and site title (your school name)	1. Open General Settings > Header Settings 2. place your logo on a white or coloured background 3. change your logo orientation 4. choose an expanded or collapsed menu (always collapsed on small screens) 5. add social media icons 6. choose a font and size for your site title
3	**Homepage Settings** control your tagline, and order of items on your homepage	1. add or edit your tagline 2. reorder Enticers, Social Media and Bus Status
4	**Contact Settings** control your contact page	1. Edit your address 2. Add a Google Map

19. ADVANCED PAGE SETTINGS

1

- change the URL

- redirects (top level to subpage)

- show and hide in menu

- two ways to add secure pages: password protect or Vault

- date scheduling pages

Click Pages, then click the Actions menu (Gear Icon) to edit your page settings