

SCOTT ROBERT DAWSON WRITING & DESIGN

scott.dawson@sunspace.org
srddesign.ca | +1 647 885 0885

Sample Website Information for Your Website

Contents

Overview	2	<i>Logging In To Your Email Service Account</i>	7
Login Information.....	2	<i>Creating a New List of Newsletter Recipients.....</i>	7
<i>Web host</i>	2	<i>Updating Your List.....</i>	7
<i>Hosting Control Panel Login.....</i>	2	<i>Customizing Signup Forms</i>	7
<i>Hosting Account Manager.....</i>	2	<i>Creating a Newsletter</i>	7
<i>Account Manager Login:.....</i>	2	<i>Sending a Newsletter.....</i>	8
<i>FTP Login:</i>	3	Social Media Tasks.....	8
<i>CMS Account (Optional)</i>	3	<i>Updating Your Twitter Information.....</i>	8
<i>CMS Administrator Login.....</i>	3	<i>Logging In</i>	8
<i>CMS Theme.....</i>	3	<i>Updating Header and Profile Pictures</i>	8
<i>CMS Plugins</i>	3	<i>Updating Other Information.....</i>	8
<i>Analytics And SEO Accounts</i>	3	<i>Sending on Twitter</i>	8
<i>Google Account.....</i>	4	<i>Updating Your Facebook Information</i>	9
<i>Google Analytics Account</i>	4	<i>Logging In</i>	9
<i>Google Webmaster Tools Account.....</i>	4	<i>Updating Cover and Profile Pictures</i>	9
<i>Newsletter Service</i>	4	<i>Updating Other Information.....</i>	9
<i>MailChimp Account.....</i>	4	<i>Sending on Facebook.....</i>	9
<i>Social Media Accounts.....</i>	5	<i>Updating Google Maps</i>	10
<i>Facebook</i>	5	Design Notes	10
<i>Twitter</i>	5	Notes	10
<i>Google My Business.....</i>	5		
Website Tasks	5		
<i>Adding Content to Your Website</i>	5		
<i>Acquiring Content</i>	6		
<i>A Note About Copyright</i>	6		
<i>Uploading Content To The Website</i>	6		
<i>Creating a New Page</i>	6		
<i>Website Users.....</i>	6		
<i>Creating a New User.....</i>	7		
Email Newsletter Tasks.....	7		

Overview

These pages provide information about the website created for (your name).

This website...

(insert a description of your website)

Login Information

Web host

The website is hosted on _____.

(name of your web-hosting company - URL of the company)

Public URL for the finished site: _____.

(URL of your finished website, if known)

Hosting Control Panel Login

The Hosting Control Panel provides a wide variety of settings and tools for maintaining your web server. It also provides access to the databases and other system software. Normally, there should be no need to adjust things here.

URL: _____.

Username: _____.

Password: _____.

Hosting Account Manager

The Hosting Account Manager is where you can view and pay invoices for your hosting services and domain name service. You can also submit trouble tickets to your hosting provider here.

You have subscribed to the _____ hosting plan.

Price: _____ per _____. Next renewal date: _____.

Your domain name, _____, is registered through _____.

Price: _____ per _____. Next renewal date: _____.

A _____ payment card with number ending in _____ is saved as the default payment method.

Account Manager Login:

URL: _____.

Username: _____.

Password: _____.

FTP Login:

The FTP Login can be used when uploading files directly to the web host. Set FTP up using _____, _____, and _____. For FTP client setup information, see your hosting company's support document at: _____.

The FTP username and password was originally set to be the same as the Control Panel login:

Username: _____.

Password: _____.

CMS Account (Optional)

Your website can use the _____ software as a content-management system (CMS). The CMS software allows you to make changes to the website and add information using only a web browser.

The CMS software requires everyone making changes to have a user account. An administrator account is set up by default.

CMS Administrator Login

URL: _____.

Username: _____.

Password: _____.

CMS Theme

Your website uses a theme based on _____. The child theme adds CSS and functions to further customize the _____ theme.

CMS Plugins

Your website uses the following CMS plugins:

Plugin 1

This plugin...

Plugin 2

This other plugin...

More Plugins...

Describe additional plugins here...

Analytics And SEO Accounts

Analytics services provide information on how a website is being used. SEO services help to improve a website's findability.

One example of an analytics service is Google Analytics. It requires a Google Account to log in.

Google Account

Username: _____.

Password: _____.

Use these credentials to log in to the Google Analytics and Google Webmaster Tools accounts. The web browser may save your Google Account credentials, so that you are automatically logged in when you visit the page.

Recovery email: _____.

Alternate email: _____.

Google Analytics Account

Tracking ID: _____.

Login URL: _____.

Google Webmaster Tools Account

Login URL: _____.

Newsletter Service

The newsletter service allows you to set up an email newsletter and send it to a list of clients. It also handles subscription and unsubscription requests, and allows you to receive responses to your newsletters and track who responds to them.

MailChimp Account

Your email service is hosted on _____ (URL: _____).

Account Login URL: _____.

Username: _____.

Password: _____.

Email Service API Key: _____.

The API Key allows access by programs to your email service account. It is used by the _____ plugin.

Mailing List Subscribe URL: _____.

Mailing List Unsubscribe URL: _____.

Social Media Accounts

Facebook

URL of Facebook page: _____ .

Username: _____ .

Password: _____ .

Twitter

URL of Twitter page: _____ .

Twitter handle: _____ .

Username: _____ .

Password: _____ .

Google My Business

Log in to your Google My Business account using your Google Account credentials:

Username: _____ .

Password: _____ .

URL of your Google My Business login page:

_____ .

URL of your Google Plus shop page:

_____ .

Website Tasks

Any website may need to be changed or updated. There are several tasks that you, as the site owner, may need to do. These include:

- Adding images
- Adding text
- Adding events and updates, known as “posts”
- Adding new pages

Adding Content to Your Website

The content-management system behind the website allows you to add “content” (such as text and pictures) to the site, using only a web browser and an internet connection. First, however, you will need to get the content to your computer.

Acquiring Content

Text and images can be downloaded from the internet to your computer, or brought into the computer from connected devices, such as a camera, or from local storage, such as a USB flash-memory drive.

You can also create text and images on your computer. Text can be edited in a text editor such as TextMate, or a word processor such as Microsoft Word. Images can be created in a wide variety of software, such as Adobe Photoshop or Illustrator, or The Gimp, or Microsoft Paint.

A Note About Copyright

You should only use content that you have permission to use. This can be content you create yourself, or content whose owners have given you explicit permission to use. This permission can be through a specific arrangement with a supplier, or through a license that permits commercial reuse, such as one of the Creative Commons licenses (see www.creativecommons.org).

Uploading Content To The Website

Once your content is available in your computer, it is time to upload it to the website.

To upload content....

To remove content....

Creating a New Page

A "page" is a standalone page of the website.

New pages can be created by....

To remove a page....

Website Users

A CMS system allows the creation of accounts for different users. User accounts can have different levels of permission; the Administrator account can change anything in the system, but a _____ account cannot. You can define other types of users.

The CMS provides the following types of users as standard:

- *Administrator* - Can change system settings.
- *Editor* - Can create and approve pages, and upload files.
- *Author* - Can create pages. Pages must be approved by an editor.
- *Subscriber* - Can read pages.

These user roles are intended for sites with multiple contributors.

Creating a New User

New users can be created by....

To delete a user....

Email Newsletter Tasks

Your email newsletter is handled by a separate account, hosted at _____. You have the free version of the email service; you can send up to _____ emails a month to up to _____ subscribers.

Logging In To Your Email Service Account

You can log in to your email service account at _____.

Use your email service credentials.

Creating a New List of Newsletter Recipients

The email service sends newsletters to email addresses you specify. These addresses are maintained in a list. To create a new list....

Updating Your List

Customers can add themselves to the list, and remove themselves from the list, through the signup forms provided by the email service. (Links to these forms are on your website.) Customers' names and email addresses are passed to your website through the _____ plugin, and they appear in the website's list of users as _____.

You can also update your list manually. To do this,....

To add a subscriber.....

To remove a subscriber...

To resubscribe a subscriber....

Customizing Signup Forms

Each list has signup forms associated with it. These forms are provided by the email service, and can be customized to match the branding of the website. The email service provides URLs so that the forms can be linked to directly.

To customize these forms....

Creating a Newsletter

Many email services have ways to edit and test newsletters before they are sent.

To create a newsletter....

Sending a Newsletter

To send a newsletter...

Social Media Tasks

Updating Your Twitter Information

Twitter is primarily intended for broadcasting quick small updates, “tweets”, to your followers. Your Twitter account also has a “landing page”, where information about your shop can be presented. Use your Twitter credentials to log in to this page. Twitter is available as apps on mobile devices as well, and many people exclusively use mobile devices to access the service.

Your Twitter landing page is at: _____.

Logging In

You can log in on your landing page, or on any Twitter page. Use your Twitter credentials.

Updating Header and Profile Pictures

To make changes to your Twitter page, click the *Edit Profile* button. You will then be able to change your “header” and “profile” pictures, and change a few other pieces of information.

The header picture is the large image. An image sized at 1500 pixels wide by 500 pixels high will fit perfectly, though other images can be adapted to fit.

The profile picture is the smaller image. An image sized at 400 pixels wide by 400 pixels high will fit it perfectly.

To update these images, click on the “Change your... photo” text in each picture when you are editing your profile. You will be able to remove the existing picture or upload a new one.

Updating Other Information

The Twitter profile also contains places for a tagline, a location, and a link. These are listed right below the profile picture and can be changed there when editing the profile.

Sending on Twitter

When you want to send a tweet from the profile page, press the “Tweet” button at the top right of the page.

A popup window appears. Type in the text you want to send, and press the "Tweet" button.

Click away from the popup window to cancel.

Updating Your Facebook Information

Information about your shop on Facebook, as well as your shop's Facebook page, is handled through your Facebook account. Use your Facebook credentials to log in to this account.

Your Facebook profile page is at: _____.

Logging In

You can log in on your profile page, or on any Facebook page. Use your Facebook credentials.

Updating Cover and Profile Pictures

These pictures can be updated when you have logged into your Facebook page.

The cover picture is the large image. The cover picture should be at least 750 pixels wide.

The profile picture is the smaller image. It should be at least 180 pixels wide.

To update these images, click on the "Update... photo" text in each picture when you are editing your profile. You will be able to remove the existing picture, upload a new one, or select a new one from previously-uploaded pictures.

Updating Other Information

The Facebook profile can contain many other types of information. These are listed right below the profile picture and can be changed there when editing the profile.

To change this information, click on the "About" tab below the cover picture, and then click on "Page info" at the left. Descriptions, links, shop hours, location, and more are accessible here.

Sending on Facebook

When you want to post to Facebook from the profile page, click on the "Update Status" box at the centre of the page. Type in the text you want to send, and press the "Post" button. There are also options for sending images or videos, setting visibility, and sending your location.

Updating Google Maps

Organizations with a physical presence, such as shops, can have information added to Google Maps. If you have information on Google Maps, as well as your Google Plus page, is handled through your Google account. Use your Google Account credentials to log in to this page.

Design Notes

Notes

