# 1. MANAGE WEBSITE CONTENT

1.1   WHAT IS COVERED

- The Content Editor layout
- Entering text to the content of your web page
- Detailed functioning of the editing box
- Detailed functioning of the mode bar
- Detailed functions of the features on the tool bar

1.2   THE KWIKWAP WEB PAGE CONTENT EDITOR

Several places in the Kwikwap Management Portal, will you be able to edit the layout, content and "look & feel" of your web pages. On these places, you will find the "Web Page Content Editor" (also known as "Text Editor"), and it looks like this:

Figure 1 – The Web Page Content Editor
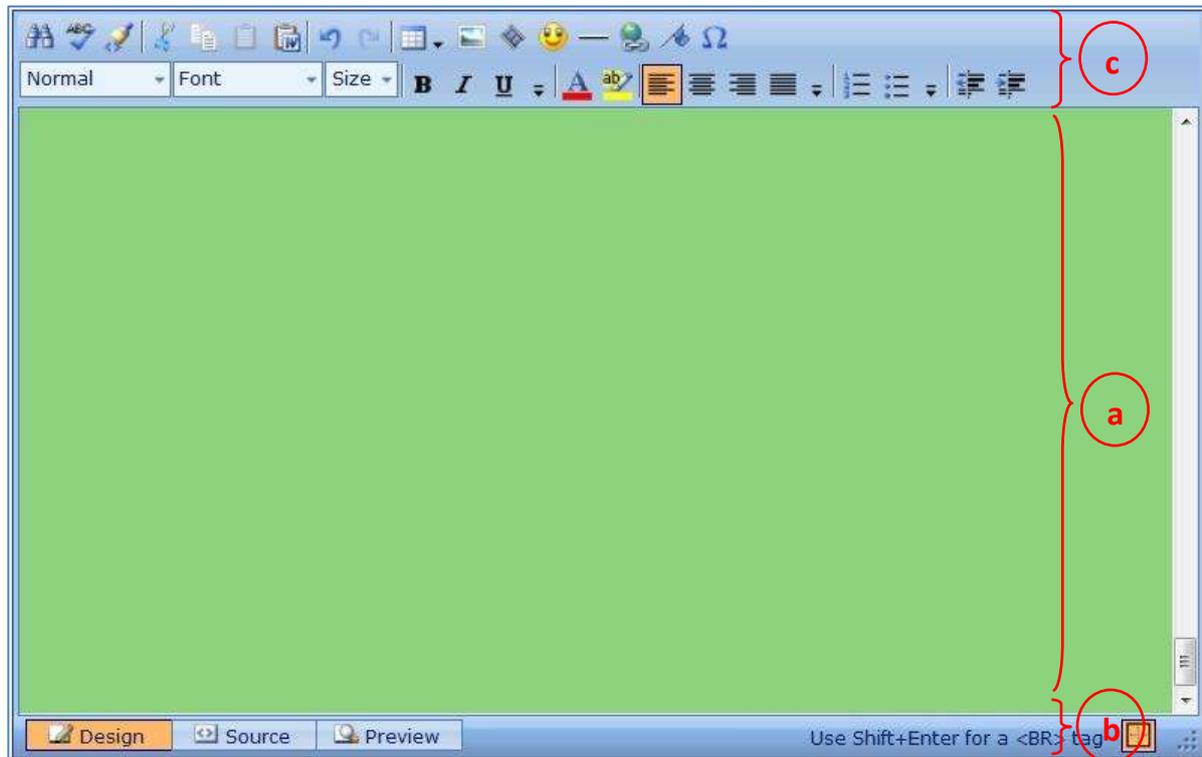
- The main area, referred to as the "**Edit Box**" ("**a**" above, shown in a light green) is where you enter your content, which may include text, graphics, video clips, tables, emoticons (smiley faces), special characters hyperlinks and bookmarks.
- The Blue bar at the bottom of the editor (**b**) is called the "**Mode Bar**". This is where you select whether you want to "*Design*" or edit your page content, see a "*Preview*" of your page, or edit the "*Source*" code (HTML – **H**yper **T**ext **M**ark-up **L**anguage) of your page.

	Be Careful with "Source" Mode! Unless you have extensive HTML programming and coding experience, **DO NOT** use this facility! You may do serious damage to your web site, causing it to display error codes to your site visitors, instead of displaying the content. You may have to delete and re-do your whole web page to fix such errors.

➤ The blue bar at the top of the screen, indicated by the "**c**" is the "**Tool Bar**". This is where all the available tools of the Kwikwap page editor are displayed as icons. These tools assist you in changing the font type, size and colour of your text, as well as some other functions like inserting and styling graphics, making text link to other web pages (hyperlink function), etc.

Let's take an in-depth look at each of these areas, before we put it all together into a coherent unit for you.

1.2 a   The Content Window

This area is where you type in the text that will be displayed on your web page. This is also the text that the search engines like "Google" and "Yahoo!" scrutinises for keyword-related text. Remember : Content is King!

|	**Additional Information** The more your keywords and "Page Titles" are repeated and expanded upon here, the better your search-engine rating (ranking) will be, and the greater your chances of being listed higher on results pages.
	Further Reading Further information to understanding how search engines (and Google in particular) work, and how you can improve your search engine ranking, can be found below. **Management Portal** : Your first stop should be the documents made available to you under the "**How Can I Improve My Web Presence**" option of the "Help" function in the Management Portal. **Books :** "Search Engine Optimisation for Dummies" by Peter Kent, Wiley Publishing, Inc. **On-line :** Google has a help section for webmasters here: http://www.google.com/support/webmasters/. Although some sections can get technical, it might be useful to browse at least the "Search Engine Optimisation" and study the "Good Practices for content" section. For more general help, go to http://www.google.com/support/webmasters/bin/answer.py?answer=35769. **On-line :** Contact training@kwikwap.co.za and ask about their advanced Kwikwap optimisation course

You can also type your text in any word-processor (like MS-Word) and copy and paste it into this editing area. Be aware that if you take too long when writing text in the (online) edit box before updating, your internet connection might be reset. Writing your web page content beforehand in MS Word might be a good idea, but DO take note of the "Additional Info" box below as well.

	Additional Information Editors like Word generate a lot of HTML code in the background. If you copy it straight into the editing box here, you may find your website download times slowing down after a couple of page updates, due to excessive and unnecessary HTML coding copied onto your site. To avoid this, follow the instructions in the "TIP" box below when copying text from other text editors.
	Tip Copy your text from the Word processor, Open "Notepad" (a basic text editor, which comes bundled with Windows.) Paste your text into "Notepad", (This removes all formatting, graphics and additional background coding.) Edit out (delete) all numbering and bullets, Select all your text in "Notepad" and copy it, Open the Kwikwap Edit box, Click in the content window, where you want your text to be, Paste the content from "Notepad". Now you can continue using the Tool bar to format your text as you want it to look.
	See Also "**Paste from external source**" further down in the "Cut/copy/paste Editing icons" under "Toolbar" paragraph.

To insert graphics, tables, media (like video), hyperlinks to other web pages etc., follow the guidelines in "The Tool Bar" (section c) below.

1.2 b   The Mode Bar
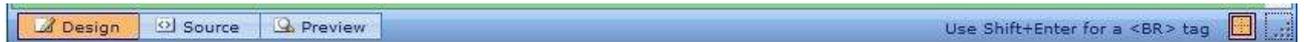
You can click and drag up or down on the far-right corner () to **adjust the height** (size) of the edit box.

All the other buttons discussed below, are highlighted orange-brown when selected, and light-blue when not active.

On the left side of the bar are three buttons you can select to **change the viewing mode** of the edit box. The default, which is the one you will be using mostly, is the "*Design*" view. In this mode you can enter, format and edit text, insert and populate tables, insert graphics and media etc. (see section c below for details). If you want to see what your web page will look like, you can select the "*Preview*" button. While in this mode, you can **only** look, but not edit any content. The last button is the "*Source*" code view. If you can program HTML, this is a useful feature to check or tweak little things on your web page. Here is a sample of what type of display clicking this button may give you:

If your editing box displays text similar to the above, please **click on the "Design" button** to restore your normal Edit Box view. (Unless you want to edit the HTML code.)

	Be Careful with "Source" Mode! Unless you have extensive HTML programming and coding experience, **DO NOT** use this facility! You may do serious damage to your web site, causing it to display error codes to your site visitors, instead of displaying the content. You may have to delete and re-do your whole web page to fix such errors.

1.2 c   The Tool Bar

For the Tool Bar to display as shown below, you **must be in the "*Design*" mode**. (In the "*Preview*" mode, you only have 1 icon in the Tool Bar, allowing you to print the displayed page.)
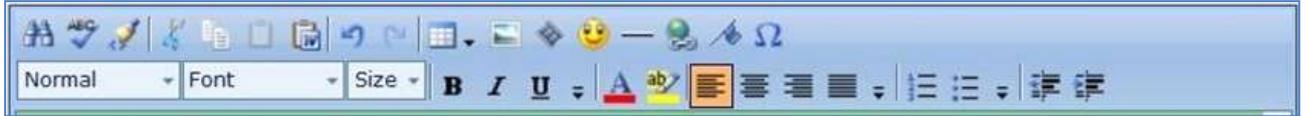
Let us look at the functions of the icons, starting from the top leftmost, and working our way to the right :

Binoculars ( )

> This is the "Search and Replace" facility on your text. If you have misspelled a word throughout the page, you can use this function to quickly find all those words, and replace them with the correctly spelled word. It works exactly like the same function on most word processing packages.

Spell Check ( )

> Use this feature to spell-check your text. (Kwikwap uses the US spell-checker.)

|	**Tip** It may be a better idea to copy your completed text to your own word processor and allow it to spell-check your text with your own preferences. This will eliminate using US spelling like "optimization" as opposed to the SA and UK spelling of "optimisation".

Cleaning Brush ( )

> After repetitive adding, editing, formatting and deleting of content, there may be some superfluous HTML code hiding in the background of your web page, which may contribute to slower download times of your website. Use this tool to automatically remove this un-used coding.

Cut/copy/paste Editing icons ( )

> Select text on your web page, before choosing whether you want to CUT (delete) the selected text, COPY it (which leaves the selected text intact, but allows you to copy it to another location. Both the CUT and COPY functions place a copy of the selected text onto the "clipboard".
>
> Before using the PASTE option, you must first have selected text, and clicked on either the CUT or COPY icon. Now place your cursor where you want to place the text from your "clipboard", and click on the PASTE icon. If you want to insert the same text in another place in your web page, you can just click again where you want it to appear the second (or 3rd, 4th, 5th etc.) time, and click on the PASTE icon again. Your "clipboard" text will be inserted (copied) every time you repeat this action.

The fourth icon in this group is the "**Paste from external source**" feature. Clicking on this icon will open the dialog box shown below:
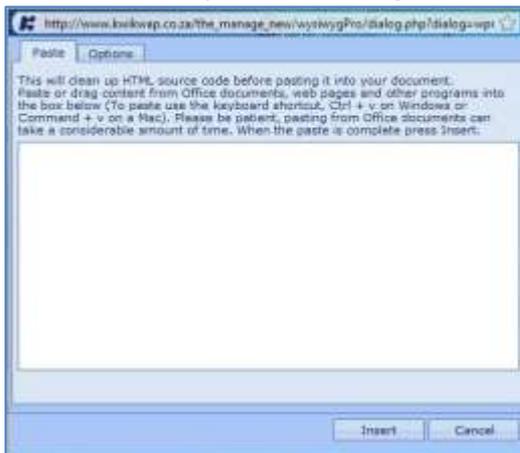
Use this function to insert content copied from other sources like Office documents or other web pages.

This feature will clean up back-ground HTML code which is not needed on your web page, but will keep (as far as compatibility allows) the original text formatting from the source document.

	See Also
	"**Tip**" above, under the "The Content Window" paragraph, for details on using "Notepad" as an alternative.

Undo/redo icons (   )

In case you made an error in your editing, or change your mind about the editing you just did, you can click on the UNDO icon. This will reverse the last action you took in the editing window.

Similarly, you can also repeat the last action you executed in the editing window, by clicking on the REDO icon.

|	**Tip**
	Keyboard shortcut for the "Undo" function is Ctrl-Z, and "Redo" is Ctrl-Y. (Hold the "Ctrl" key down, while pressing the "Z" or "Y" key once.)

Table ( )

Information in sometimes better displayed in tabular form. Use the TABLE icon to insert a table onto your web page.

To insert a new table
First place your cursor where you would like the table to be inserted, then click on the TABLE icon. A drop-down box will invite you to click on "Insert table..." Once you have done so, the following dialog box will be displayed:
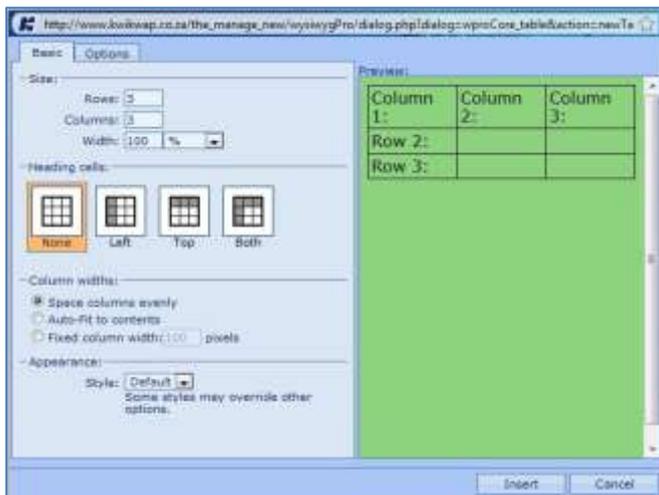
On the left (blue background) you can enter the variables, and on the right (green background) you will see a sample of what your table should look like with the variables you choose to enter.

Type in how many ROWS and COLUMNS your table should have (Note that your changes will reflect on the right hand side.)
The "WIDTH" parameter has two options selectable from the drop-down box. (Click on the arrow pointing downwards to display the options.) You can select "pixels" or "%". If you select the "pixels" option, your table will have a FIXED width (measured in pixels). The "%" option allow you to scale the size of your table in a percentage of the available screen width where your table will be displayed on your web page.

Tip
Using different templates, gives your web page layout different widths of display pages. Different browsers also display information differently. Therefore it is always a safer option to select the "%" option to display tables.

Next, you can indicate whether your table will contain HEADINGS or not. Should you select one of the three options that show headings in your table, those rows/columns will automatically be formatted as "bold" and "centred" on your web page display. (See preview on right hand side of the dialog box.)

Additional Information
Once you have inserted your table onto your web page, you can still do further formatting like text colour or font, using the standard toolbar options.

On this dialog box, you can also select how your COLUMN WIDTHS of the table should appear. "Evenly" will make all your rows the same width across the available display width on your web page. "Auto-fit contents" will adjust the column widths according to the text displayed in them. The columns will automatically be shrunk to fit the longest line of text in that particular column. Selecting "Fixed" will allow you to enter a pixel measurement which will fix your column width, irrelevant of the text contained therein.
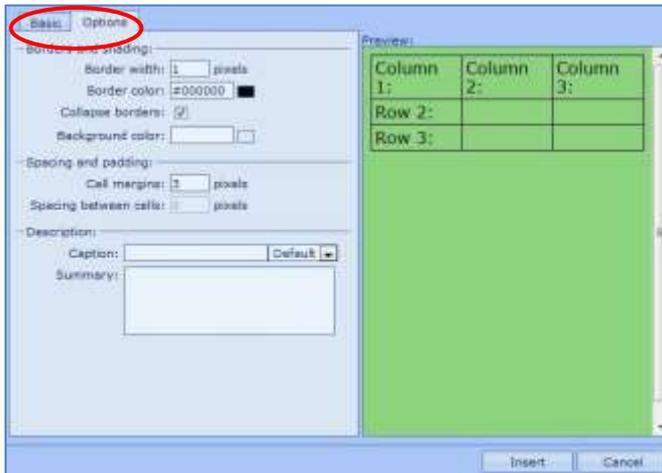
If you click on the "OPTIONS" tab in this dialog box (See red circle), you can select the table border thickness (0 or blank for no border), border colour, "collapse borders" check-box (2D or 3D borders) and the background colour of the table.

You can also choose how much space there must be between the text of each cell and the cell border (cell margins), and the spacing between the cells themselves. Feel free to play around to use the power of Kwikwap to create your own look and feel for your tables!

In the "Description" section on this dialog box, you can enter a "CAPTION" and choose where, relative to the table, it should be displayed. You also have the option of entering a descriptive (non-displaying) "Summary" for this table.


Important
Search Engine Optimisation (SEO) : Use the "Caption" and "Summary" fields as another hidden, but clever way to enter more occurrences of your keywords, as search engines do pick up the text in this field.

When you finished setting up your table, click on the "Insert" button at the bottom of the dialog box. (Use the "Cancel" button to discard the process of inserting a table.)

To Edit an existing table
Click on the table in your "edit box" to make it active. (You will see a frame appearing around the table when it is selected.) Take note of the particular cell that is highlighted **within** the table that you have selected, as this will affect where your next selection options will be applied.
Now click on the TABLE icon. A drop down menu with the following options will be displayed:
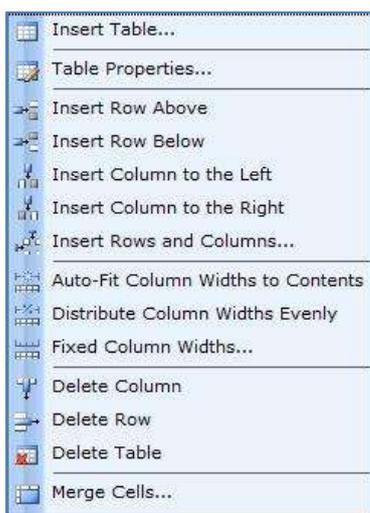
When you click on "*Insert Table*", you will create a table **within** the cell you have selected in your table. (See "Insert a new table" above)

If you want to *add more rows or columns* to the table you have already created, select the applicable "Insert" option from the drop-down menu. "Above", "Below", "to the Left" and "to the Right" refers to the position relative to the cell you have selected within the table.

You can *change the column widths* by selecting one of the "Column Widths" options.

You can also *delete columns, rows, or the entire table*, by selecting one of the options on the drop-down menu. The "Row" or "Column" to be deleted, will be determined by which cell within your table you have highlighted.

To *join adjacent cells* into one bigger cell, select the "Merge Cells" option, and select how many rows (below) or columns (to the right) of your selected cell will be joined together.

The "*Table Properties*" option as shown in the picture of the drop-down menu above, will open the table formatting dialog box, similar to when you created the table. Selecting this option, however, will give you more variables pertaining to your table which you can modify. Selecting this option will open the following dialog box:
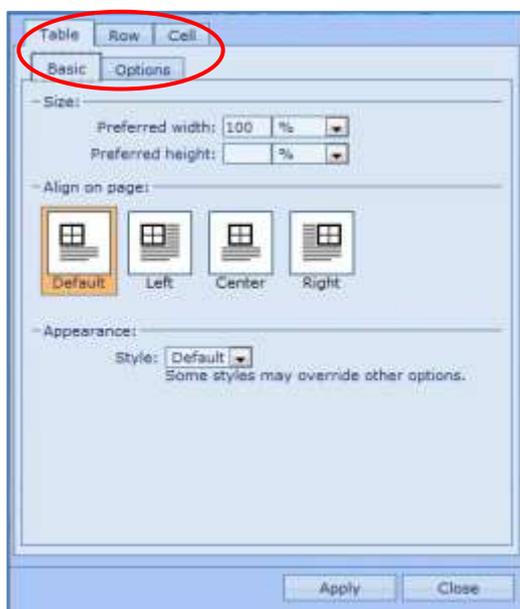
You will notice 3 options listed in the top-row of "tabs" (See red circle). Clicking on these will give you different parameters to specify, which will be applicable to
a) the whole **table**,
b) the **row** in which the cell is that you have selected, or
c) the particular **cell** you have selected.
Each of these will also allow you to select options on the "**Basic**" and "**Options**" sub-tabs.

"*Table*" tab
On the "Basic" screen you can change the width and height, as well as the table alignment on your web page. Clicking on the "Options" tab will allow you to change or set **border** details (colour, thickness, 2D/3D), select a **background** colour for your table, or even insert a graphic as a table background image, change the cell **margins**, and add a caption and summary to your table (as discussed in "Insert Table" previously).

"*Row*" tab

On the "Basic" screen you can change the vertical **alignment** of the text within the row, and choose whether this row is to be **formatted** as a heading row or normal text. On the "Options" screen you can select a **background** colour for this row.

"*Cell*" tab

On the "Basic" screen you can enter the preferred **width and height** setting s for the selected cell, choose the vertical **alignment** you want for this cell, and indicate whether the text should be **formatted** as heading on normal. On the "Options" screen you can select a **background** colour or image for this cell.

Picture/Graphics ( )

Select this icon if you wish to insert an image or edit the way a selected image is displayed on your web page.

	Further Reading In order to cut down on the time it takes to download your web pages, ensure that all your graphics are **optimised**. That entails BOTH file size reduction as well as display size optimisation (width / height). For more information on how to do this, download the following document. **On-line :** http://www.kwikwap.co.za/merit/docs/Optimising%20web%20site%20graphic s%20using%20Afelo.pdf.

To insert a new picture.

Start by placing your cursor at the spot on your webpage where you want to insert the graphic, then click on the "Insert/Edit image" icon. The following dialog box will be displayed:
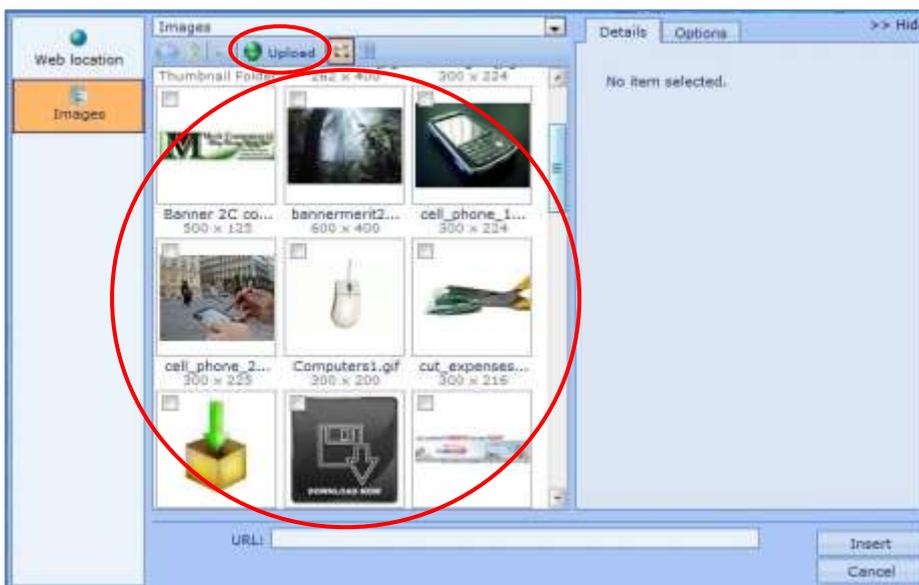

If you have previously uploaded images to the Kwikwap server, they will be displayed in the area indicated by the large red circle. Select the image you want to insert, and skip the "Upload" procedure described below.

<table>
<tr>
<td></td>
<td>Tip
Before removing a previously uploaded pictures, make 100% sure that there are no links to it from your web pages, else your web page will display a broken link.</td>
</tr>
</table>

If the area in the large red circle is blank, or if you want to upload another graphic, select the "*Upload*" icon indicated by the small red circle in the above graphic, a new dialog box will be displayed:
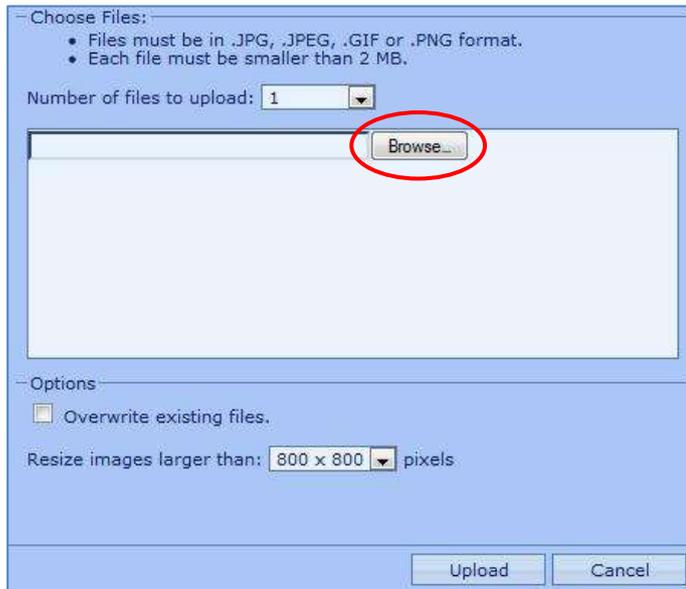
If you want to upload more than one image, select the desired number from the "*Number of files to upload*" drop-down menu.

Click on the "*Browse*" button indicated with the red circle on the dialog box . This will enable the file browser to search on the hard disk of your PC for the appropriate file. Locate the file you wish to upload.

(Ensure that it is smaller than the maximum size specified on the dialog box.) Then click on the "Upload" button at the bottom of the screen.

If you have changed a graphic on your PC, and wish to overwrite the one you have previously uploaded to the Kwikwap server, select the "*Overwrite existing files*" check box before selecting "Upload".

Once your file has been uploaded to the Kwikwap server, you will be returned to the "Insert/Edit graphic" dialog box:

Select the image you want to insert onto your web page by clicking on the check box above and to the left of the image. (Indicated by the red arrow.) A preview of the picture will be displayed on the right side of the dialog box.

Click on the "*Options*" tab above the preview (See red circle). The preview picture will be replaced by the following options:
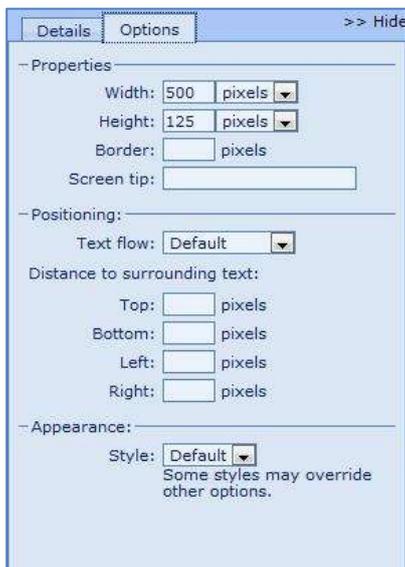
The *width and height* of your picture will be displayed in "pixels" You can change this to "%" to enlarge or reduce the display size of the picture.

Select the *thickness of the border* around your picture. (Blank or zero indicated that you do NOT want a border around your graphic.)

A *Screen tip* will be visible to your visitors if you enter text here. When the mouse cursor is placed over your image on the web page, this text will be displayed.

Next, select the positioning of your graphic on the web page using the "*Text flow*" drop down menu. (E.g. "Float left" will have the picture on the left edge of your web page display area, and the text flowing around it on the right side.)

If you do not want the surrounding text too close to your picture, indicate how much space you want between the picture and the text, by filling in the "*Distance to surrounding text*" fields.

Click on the "Insert" button on the "Insert/Edit graphic" dialog box to complete the process, or click on the "Cancel" button to discard your changes. No picture will be inserted onto your web page, although the uploaded graphics will remain on the Kwikwap server.

To edit a picture

If you want to change the way a picture is displayed on your web page, click on the image before clicking on the "Insert/Edit image" icon. The following dialog box will be displayed:

To the left you will see a preview of the picture, followed by the display of the current property settings. You can change the *width and height* settings from "pixels" to "%" and vice versa. You can also click on "*Reset dimensions*" to change it back to the original size. (See "Tip" below for another way to resize the picture.)

On the right side of the screen you can select a *border thickness*, enter a *screen tip*, change the *positioning* and *distance of the surrounding text* from the picture. (See descriptions of these functions in the section above.) The "preview" window will give you an idea of how the parameters will change the display layout.

Click on "Apply" to affect the changes you have made, or "Cancel" to discard the changes.

	Tip In the "edit box" of your web page, you can select the graphic by clicking on it. A border with 8 white squares will appear around the picture. Click and drag one of the white squares to **resize** your image. If you drag the **squares on one of the corners** of your graphic, the width/height ratio of the picture will remain constant.
	Tip A quick way to DELETE a graphic, media object, emoticon or horizontal line, is to select the object in the "edit box" (The item selected will be "highlighted") and pressing the "Delete" key on your keyboard.

Media object ( )

Use this function to insert a video or sound clip onto your web page. If the file you want to share on your web page is less than 2MB, you can upload it to the Kwikwap server. (It must be in one of the following formats: ASF, .ASX, .FLV, .H264, .MOV, .MP3, .MP4, .SWF, .WAX, .WMA, .WMV, .WVX, .WPL or .XSPF.) The process is very similar to uploading a graphic as discussed in the previous section above. Click on "Media" on the left of the screen and proceed with the upload in the same manner as discussed in the "Insert/Edit image" section above.

For bigger files, you need to first upload it to another URL, like "You Tube" (See www.youtube.com for instructions). Once you have done that, place your cursor at the place within your web page (in the "edit box") where you want the media to be inserted, and then click on the "Insert/Edit media" icon. The following dialog box will open:
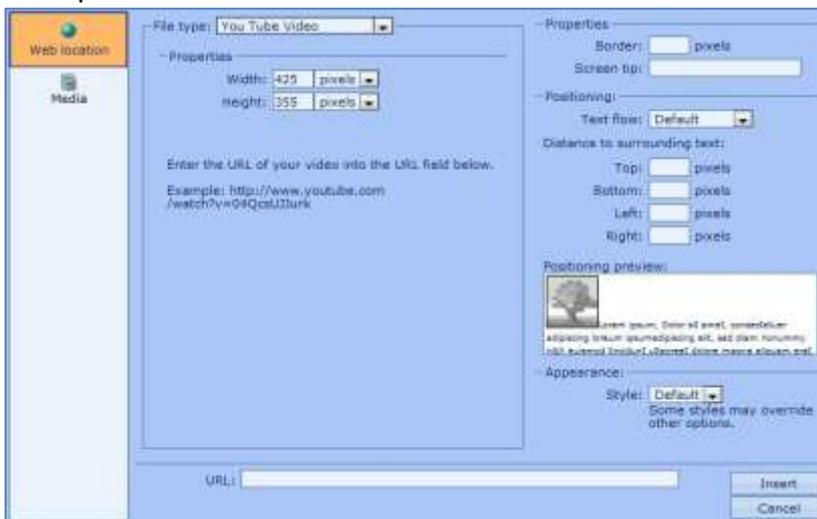
(To load a small media file onto the Kwikwap server, click on "*Media*" on the left, else click on "*Web location*" above it)

Select what "*File type*" you want to insert onto your web page

	Important At this stage we will only be addressing how to load a YouTube video. As time allows, we will include other types of media in this manual as well.

Select "You Tube Video" from the "*File type*" drop-down box. Specify the *width and height* (in either "pixels" or "%") and paste the *URL* where your "You Tube" video has been saved in the "URL" text box at the bottom of the screen. As with normal pictures, you can also put a border of a specific width around your video display window, select how it will be positioned on your web page, and dictate how big a space should be between the video display and the surrounding text. When you have entered all the required parameters, click on "Insert" to place this video on your web page, or on "Cancel" to discard the changes you have made.

Emoticon ( )

To insert an "emoticon" anywhere on your web page, place the cursor in the "edit box" at the location on your web page where you want the emoticon to appear. Click on the "Insert emoticon" icon. Select which emoticon you want to insert from the dialog box, and click on "Insert".

Horizontal line ( )

You may wish to "draw" a line across your page between paragraphs. Place the cursor in the "edit box" where you want the line to be inserted. Click on the "Insert/Edit horizontal line" icon. The following dialog box will be displayed:
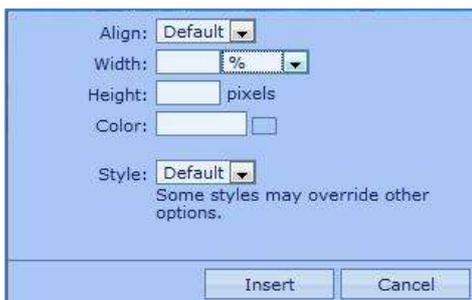
Choose how you want the line to be aligned (Default, Left, Centre or Right).Specify the width of the line in a percentage of the page width, or in pixels. Enter (in pixels) the height (thickness) of the line and select the line colour. Select "Insert" to place the line on your web page, or "Cancel" to discard the line.

	Tip A quick way to DELETE a graphic, media object, emoticon or line, is to select the object in the "edit box" (The item selected will be "highlighted") and pressing the "Delete" key on your keyboard.

Hyperlink ( )

Use this functionality if you want to give your web site visitors a quick and easy "short-cut" to go to another page on your web site (internal link), or go to a page on another web site (external link). Other types of hyperlinks you can create on your web pages include linking to a "bookmark" on the same page, linking to an e-mail address, and linking text to an image or media object.

	Tip The font size of a hyperlink can not be changed. It will display in the "default" font size you have selected in the "Look & Feel" section. A clever way to make a link stand out, is to create a graphic (E.g. a big red button image that contains the text: "*Click Here to See our Specials!*"). Insert this graphic next to the appropriate text in the "edit box" (See "Picture/Graphics" section above), then right-click on the picture, select the "Insert/Edit Hyperlink" from the drop-down menu and enter the parameters as discussed below in "Link to another web page".

Typically, you will first type the text to be displayed on your web page into the "edit box". Highlight (select) the portion of text that you would like to change into a hyper link, and click on the "Insert/Edit Hyperlink" icon. The following dialog box will appear:

Link to another web page
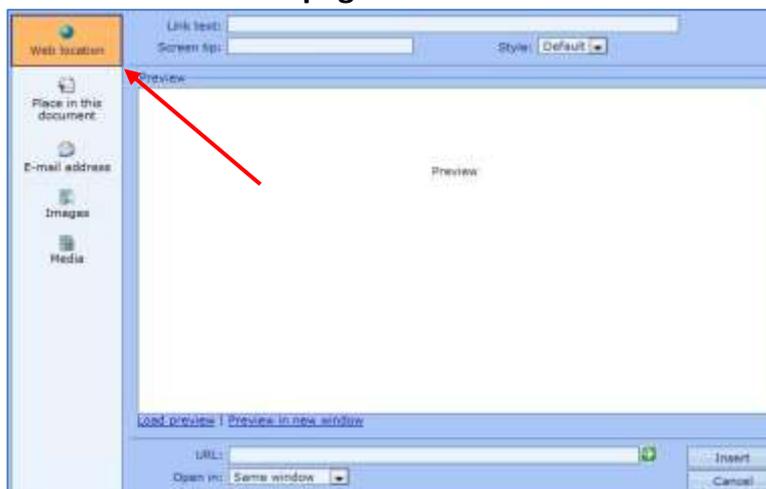
Make sure the "*Web location*" option on the left of the dialog box is highlighted. (See red arrow)

You can leave the "Link text" blank, as you have already selected the text you want to act as a hyperlink from your "Edit box". (If you type text here, it will be inserted into your web page at the location where your cursor is. If you have selected text in the "Edit box", typing in the "Link text" box will replace the selected text.)

Type in the "*Screen tip*" text. This text will be displayed if your web page visitor "hovers" their mouse-pointer over the hyperlink text.

At the bottom of the screen you have to enter the *URL* **of the target page**. This can be another page on your own web site (internal link), or a web address of another web page (external link).

Below the URL, you can select the "*Open in*" option from a drop-down menu. The most frequently used options are "**Same window**" and "**New window**" The "Same window" option changes the currently displayed content to that of the target page when the hyperlink is clicked.

When someone clicks a hyperlink on your web page and you have set this parameter to "New page", a new browser window (or tab) will open, in which the content of the target page will be displayed. Your source page, on which the hyperlink is situated, will remain displayed in a browser window or tab in the background.
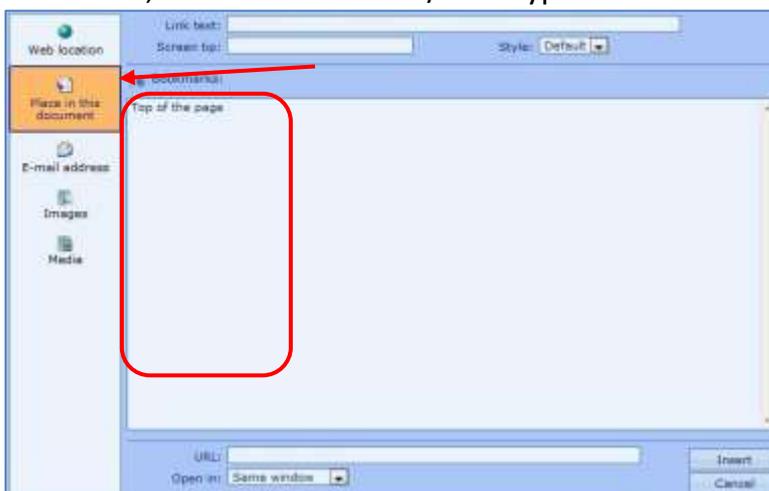
Select "Insert" to place the specified hyperlink on your web page, or choose "Cancel" to discard the changes you have made.

Link to a bookmark (Place in this document)

You need to have added bookmarks first (see following section "Bookmark") before you can hyperlink to it. After highlighting the text you want to point to the bookmark, click on the "Insert/Edit Hyperlink" icon.

Then select the "*Place in this document*" option on the left side of the dialog box. (See red arrow.)

A list of bookmarks on this web page will be displayed in the main display area. (See red rectangle.)

Select which bookmark you want to link to, and also whether the link should open in the "Same window" or in a "New window". Click on

"Insert" to place the hyperlink on your web page, or "Cancel" to discard changes you have made.

Link to an e-mail address
Type the text on your web page, which will normally invite the web site visitor to send you an e-mail. Select the text and click on the "Insert/Edit Hyperlink" icon.
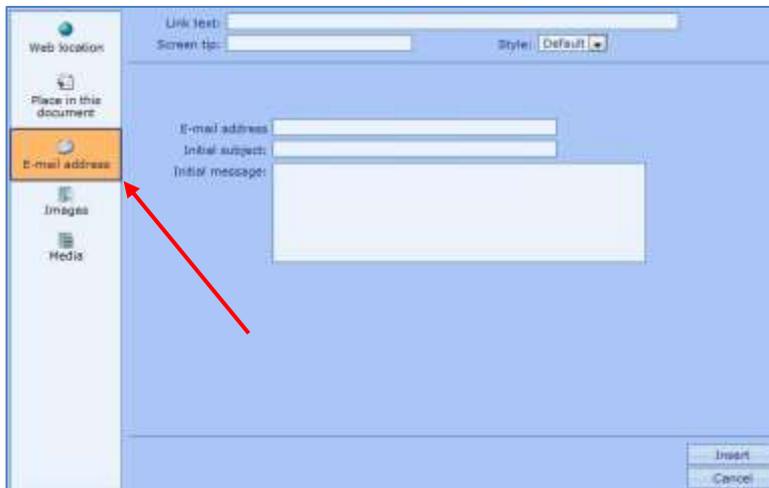
Select the "*E-mail address*" option on the left side of the dialog box. (See red arrow.)
You can leave the "Link text" blank. Type in the "*Screen tip*" text. This will be displayed if your web page visitor "hovers" their mouse-pointer over the hyperlink text.

> **Tip**
> Remember that Search engines read the content of the "Screen tip" field. It is another place where you can add more repeats of your keywords for higher search engine ranking.

In the "*E-mail address*" field, type the **target e-mail address** where this message should be sent to. You can also make things easier for your web visitor by inserting an "*Initial subject*" and some text in the e-mail body, or "*Initial message*".

> **Tip**
> If you would like to remind the person using this facility to e-mail you to include specific details, you can type that in the "Initial message" field. For example, you can type the following in:
> *Name:*
> *Contact number:*
> *City:*
> *Please send me more information on:*
> Your potential customer then only needs to fill in the "blanks".

Click on "Insert" to place the e-mail hyperlink on your web page, or "Cancel" to discard changes you have made.

Link to images

When you want text to hyperlink to an image, for example : "*Click here to see the map*", you first type the text on your web page and highlight it. Click on the "Insert/Edit Hyperlink" icon.
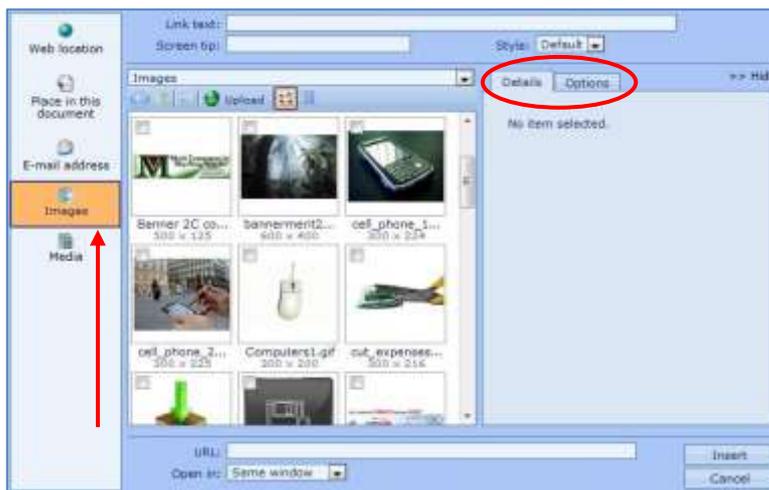

Select the "*Images*" option on the left side of the dialog box. (See red arrow.)

All your images that you have loaded onto the Kwikwap server will be displayed in the centre part of the dialog box. **Select an image** or upload a new image to the Kwikwap server. (See "Insert/Edit graphics" section above for "Upload" details.) Once you have selected an image, a preview will be displayed on the right side of the screen, under the "*Details*" tab.
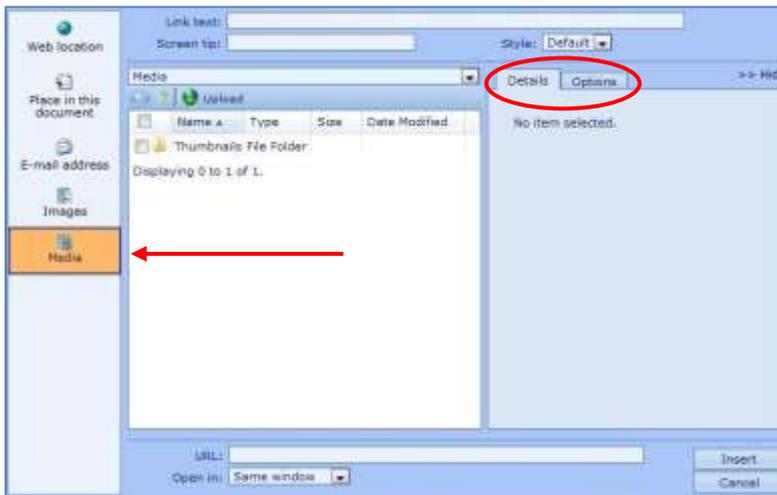
When you select the "*Options*" tab (See red circle above) the following displays on the right side of the dialog box:

"*Prefix with file icon*" places a little icon (the same as on the toolbar) before the highlighted text on your web page. "*Append file type and size*" places a file type description and the size of the file after your highlighted text. Click on the check boxes you want to activate, and then on "Insert" to place the hyperlink on your web page, or "Cancel" to discard changes you have made.
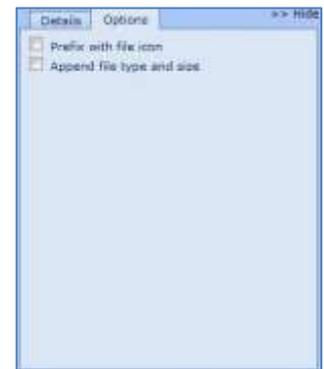
Link to media

This function is handy if you want to describe a media object, and create a short-cut for the web page visitor to go to (play) that specific media object by clicking on the hyperlinked text. (E.g.: "*Watch the instruction video HERE*.") Your media should already be either uploaded to the Kwikwap server, or be added to a media library like "You Tube". (See Insert/edit media" section above.) Select the text that should link to the media object and click on the "Insert/Edit Hyperlink" icon.

Select the "*Media*" option on the left side of the screen. (See red arrow.)

If you have any media loaded on the Kwikwap server, it will be displayed in the white section in the middle of the dialog box. Select the media object you want to link to.
OR

At the bottom of the dialog box, type in the *URL* (web address) of the media object on the media server, like "You Tube". Select "Same window" or "New window from the "*Open in*" drop-down menu.

Select the "Options" tab on the right side of the dialog box (See red circle above). This will display two more options you may choose to activate.
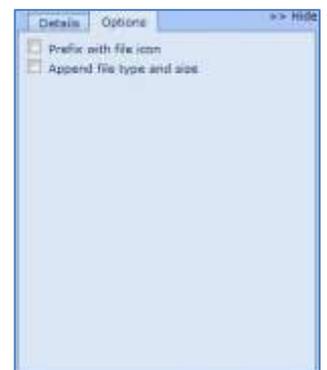
"*Prefix with file icon*" places a little icon (the same as on the toolbar) before the highlighted text on your web page.
"*Append file type and size*" places a file type description and the size of the file after your highlighted text. Click on the check boxes you want to activate, and then on "Insert" to place the hyperlink on your web page, or "Cancel" to discard changes you have made.

Bookmark ( )

Use this feature to place a "bookmark" on your web page. You can then "hyperlink" from anywhere on this web page to this bookmark. (See section "Place on this document" option under "Hyperlink" above.) This is a nice feature to use if you would for instance give a summary of topics at the top of your page, with hyperlinks to the paragraph headings where these topics are then expanded on. Clicking on a topic in the summary will "jump" the visitor straight to the paragraph bookmarked elsewhere on the page. Another example is if you have a very long page, you can periodically have a link to go to the "top of page" or "back to top", which will take the visitor to the top of the current web page.

First, select the text that should be your bookmark. This text is the "target" where you want to send someone to from a hyperlink elsewhere on this page.

Enter a descriptive "*Bookmark name*", and click on the "Insert" button.

If you already have saved bookmarks on this page, they will be displayed in the "*Existing bookmarks*" area. You can select any one of them and delete it by clicking on the "*Remove*" button.

To **edit a bookmark name**, select it from the "Existing bookmarks" list and change the name in the "Bookmark name" field, then click on "*Apply*".

Once you have finished adding or editing your bookmarks, click on the "Close" button to save your changes.

Special Characters ( )

Use this feature to insert special characters into the text of your web page content. Place the cursor in your web page text in the "edit box" where you want the special character to appear, and click on the "Special characters" icon. A dialog box will be displayed, offering you a choice of several categories:
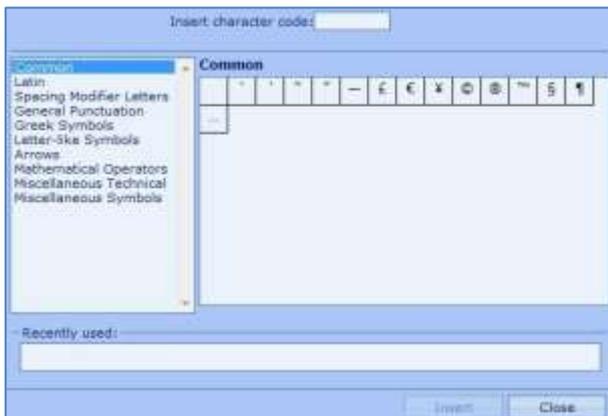

If you know the ASCII code for the special character, you can type it into the "*Insert character code*" field displayed at the top of this dialog box.

Alternately **select a category** from the list on the left of the dialog box, then **select a specific symbol** or character from the table on the right, and click on "Insert".
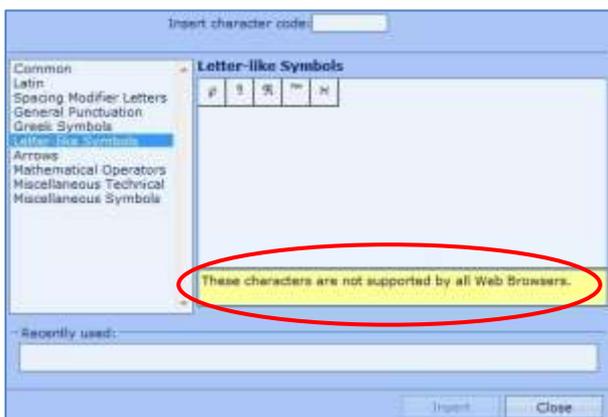
Take note of the warning displayed when you select some of the categories on the left (See red circle). This indicates that these characters are not always displayed properly in all browsers.

On the second line of the Tool Bar we find the options pertaining to the formatting of the text on your web page. Remember that you set your default text font, size and colour in the **Management Portal**, under "Look&Feel" → "Template Colours" → "Change Colours" options. The parameters you set up there are applicable to your whole web site as a default. However, they can be overridden for certain, selected pages on the web page content editor, but the changes you affect here, are only applicable to the text you select in the "edit box" of the editor. The following settings are available:

Style/font/size ( )
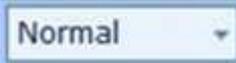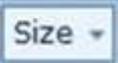
Use these three functions to change the predefined style and/or font type and/or font size of the text you have selected (highlighted). Click on any of the icons to view the available options. The style indicated in the graphic above is "Normal"

Under "style" you have an option to "Clear formatting". This will reset the style of the highlighted text to the default values you have set up in "Look&Feel".

	Tip
	The most readable and consistently displayed fonts used on the web are "Verdana", "Calibri" and "Arial". The way they are displayed by most browsers is very consistent, and they have been found to be the most readable on web sites. This is not to say that you should use these fonts exclusively, but it is recommended that you select one of these fonts as your default text font. You can select other font types for headings and text that you want to stand out.

Bold/italics/underline (**B** *I* <u>U</u>)

Use these options to make text appear different to the surrounding text. This can have the effect of "drawing" the reader's eyes to it, and making important text stand out.
Select the text you want to display the desired effect, and click on any or all of the three icons to apply the effect.

|	**Tip**
	Be careful of over-use of emphasising text with special effects. It could make your page look "cluttered" and therefore more difficult to read. The whole objective of most web pages is to make information available to the site visitor. Try to make it as easy and pleasant as possible for the reader to get the info s/he is looking for.

More font options ( )

Clicking on this icon will offer you the following options to choose from:
Superscript, subscript, strikethrough. Again, first highlight (select) the text that you want to display this property, and then select the icon and the particular option you want to apply.

Font colour and highlight ( )

This is probably one of the functions you will be using most often. You can change the font colour with the left icon, and highlight the background behind the text with the right icon, as if you had used a highlighter-pen over the text. Again be careful of over-use, or your web page might end up looking like a smartie-box, which will make the text difficult to read. Select the text you would like to exhibit the font or background highlight colour, and click on either of the above "*Font colour*" or "*Highlight*" icons. You will be presented with a "colour picker" chart like this:
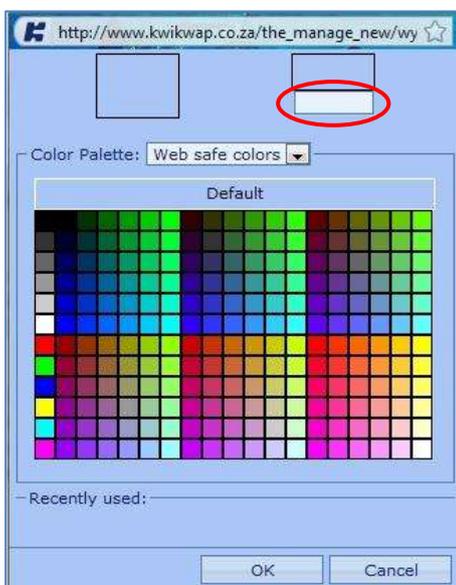
If you know the 6-character code for the colour you want, you can enter it in the box circled in red.

Be warned! Not all colours are displayed properly in all browsers. If consistent display of colours between different browsers is important to you, select one of the "Web safe colours" from the colour boxes displayed colour picker.

As you move your mouse-pointer over the colour boxes displayed, a "screen tip" will display the 6-character code identifying that particular colour, and it will preview the colour in the framed box toward the top left of this dialog box.

When you click on a colour, you will see the preview in the smaller top right framed box, with the 6-character colour code. To apply the selected colour to your selected text in the "edit box", click on "OK", or click on "Cancel" to discard the colour selections you have made.

Paragraph justification ( )

Text you type (or copy) onto your web page is separated into paragraphs by the use of the "Enter" key. When you place your cursor anywhere in a particular paragraph and select one of the above "paragraph justification" icons, the change will affect the whole paragraph.

The first icon will justify your paragraph text as "Left-aligned". The second icon will change it to "Cantered", the third to "Right-justified", and the right-most of these four icons will space the words in each line to give the paragraph a "blocked" look, which will not have any indents either left or right.

The highlighted orange-brown coloured icon indicates active selection for the paragraph your cursor is in.

More paragraph options ( )

Selecting a paragraph and clicking on the "More paragraph options" icon displays two options available. "Direction left to right" is the default option. Selecting "Direction right to left" will have a similar effect as applying "Right-justify" formatting to a paragraph.

Numbering/bullet list ( )

Numbered and bulleted lists are a great way to share factoids or sequenced steps with your web page readers. It simplifies the layout and reduces superfluous text, while making it easier on the eye to take in relevant facts quickly.

Separate each fact or step with a paragraph break (press "enter" after each point or step). Select all the text you want included in the list in your "edit box", and click on the required (number or bullet) icon. Your text will be formatted according to the option selected.

More list options ( )

> This feature allow you some additional formatting of the lists, over and above the default options which are applied when selecting either of the "numbering" or "bulleted" list icons. In the "edit box" select the text you want to include in the list and click on the "More list options" icon. The following dialog box will offer some more options:
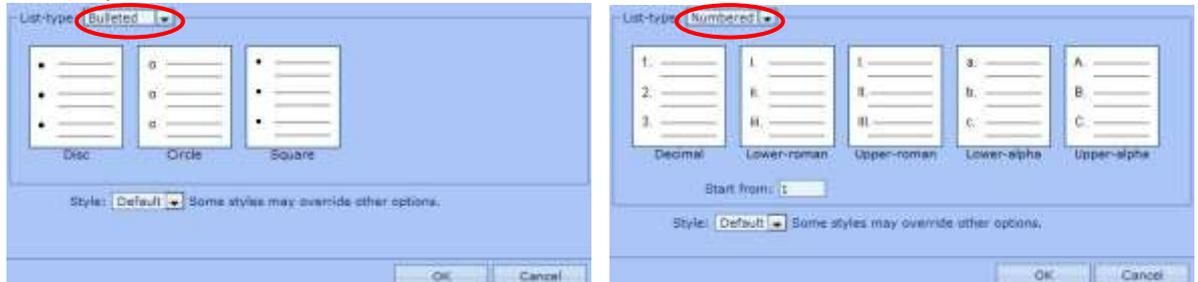
> You can select any of the displayed formats of the "bulleted" list, or you can select "Numbered" from the drop-down menu (circled in red), and select which number formatting you want applied to your selected list. In the "Numbered" list, you can also select at what number the selected list should start.
>
> After choosing your list formatting, click on "OK" to apply the changes, or click on "Cancel" to discard your changes.

Indent ( )

> These two icons are used when you want to change the left-most alignment of a paragraph. It could be useful to indicate a sub-paragraph, detailing info about, or referring to the non-indented paragraph above it.
>
> Your default text-flow of a paragraph is left-aligned against the left margin of the web page content display area. Selecting the right-most ("Increase Indent") icon will move the paragraph where your cursor is to the right, leaving a blank space to the left of the paragraph. Each click on the "Increase Indent" will repeat this process.
>
> To reduce (or remove) the space to the left of a paragraph, click on the "Decrease indent" icon until the paragraph alignment is where you want it.