

Do It Yourself Website Editing Training Guide

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Please note: DIY Editing is compatible with Internet Explorer 7+, Firefox 2+, Safari 3+, Opera 9+, and Google Chrome. Internet Explorer 6 users will be instructed to upgrade or download a supported browser before accessing DIY Editing. DIY Editing is not software. When you login, you are simply launching the online program. Nothing is downloaded to your computer.

DIY Overview

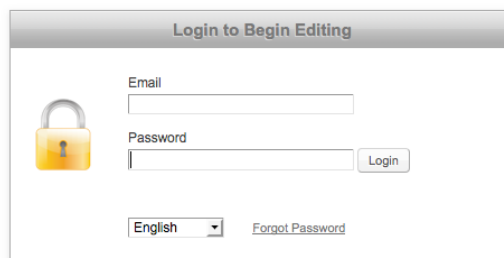
What pages are editable using the DIY Editing tool?

The DIY Editing tool includes pages that are specific to your practice and most of the pages in the Sesame content library.

What pages are not editable using the DIY Editing tool?

To maintain the integrity of your site's framework, we do not allow you to use the DIY Editing tool to update contact forms, pages that contain Flash animations, or any pages that utilize advanced web technology. If you have purchased any of advanced Search Engine Optimization packages, there may be additional pages (particularly the home page) that are not editable. This additional restriction will preserve the careful work done on those pages.

Signing in to your DIY Account



Go to <http://edit-content.com> where you will see the DIY Editing login screen:

Enter your username (your email address) and password, and then click **Login**. DIY Editing will display a list of your web pages available for editing.

Password Recovery

If you misplace your password, click on the **Forgot Password** link on the opening screen. A window



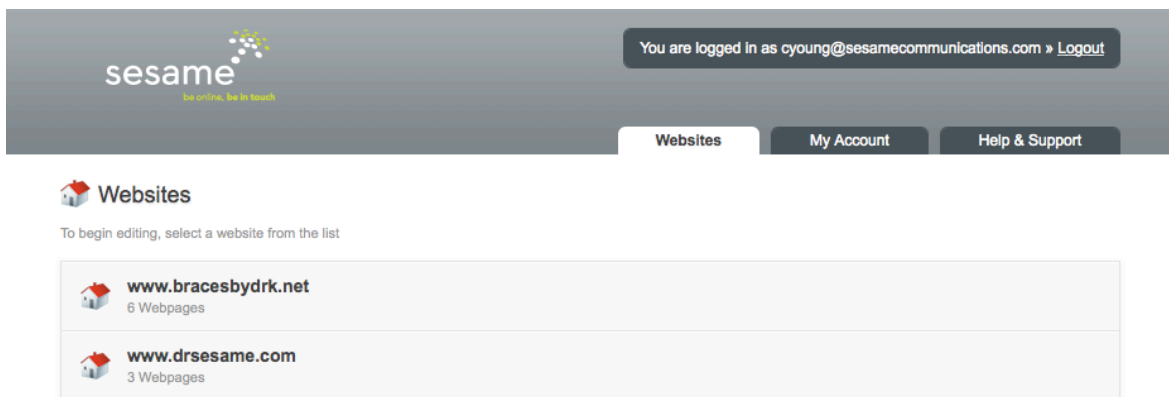
titled "Reset Your Password" will appear:

Enter your email address and the 5-letter code that will display in the image below the email field (the one shown here is only an example). Click the **Reset Password** button to receive an email with your new password.

Once logged into the DIY editing tool, you can change your temporary password by going to **My Account > Change Password**.

Editing Pages

DIY Editing will display the following screen:



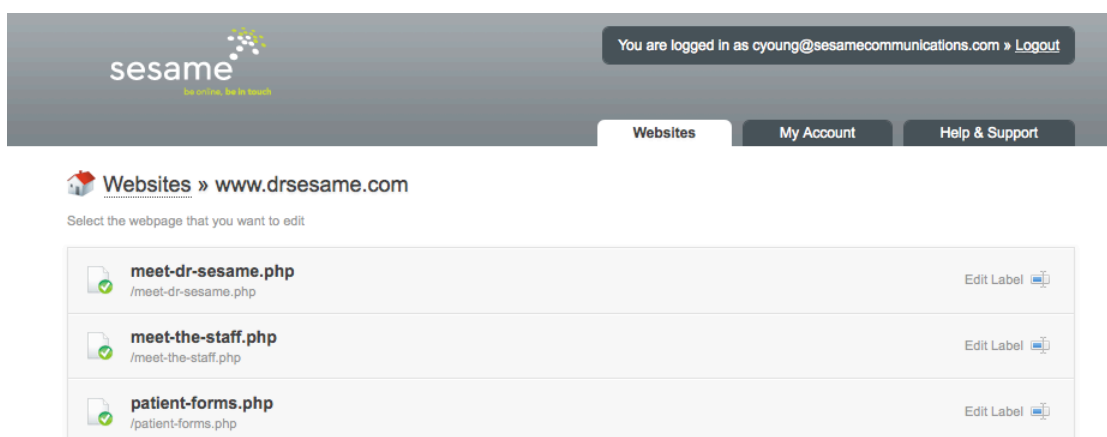
At the top of the screen are three tabs:

- **Websites** displays the websites you have the ability to edit along with the pages.
- **My Account** displays your name, email address, password, and language preference, which you can manage in this section.
- **Help & Support** allows you to easily contact the web team to receive support.

If you have more than one website, click on the domain name of the site you wish to edit. Choose the page you would like to edit from the list by clicking on the bold link (for example, **meet-the-team.php**).


Selecting a Web Page

To begin editing one of your web pages, select the appropriate bold label from the list. For example, if you want to edit your page "Meet our Team," click the label **meet-our-team.php** to select it. (Note: Your home page will be labeled **index.php**.)



Editing Text

Working with the rich-text editor is very similar to working with popular word processing applications. The following sections review the basic as well as more advanced features, such as how to structure your content, creating hyperlinks, and working with images.



1: Undo · Redo 2: Bold · Italicize · Underline 3: Text Alignment: Left · Center · Right · Justify Left 4: Formatting · Styles · Font Size · Font Color 5: Cut · Copy · Paste · Paste as Text · Remove Formatting 6: Find · Find and Replace · Spell Checker 7: Insert/ Edit Link · Remove Link · Insert/Edit Anchor 8: Insert Document · Insert/Edit Image · Insert Horizontal Ruler · Insert Special Characters 9: Unordered List (Bullets) · Ordered List (Numbers) 10: Decrease Indent · Increase Indent

Undo · Redo

The **undo** and **redo** buttons allow you to step through your changes while editing.

Bold · Italicize · Underline

As in many popular word processing applications, you can change the format of text by selecting one or more characters and clicking on the appropriate formatting option. For example, to make text **bold**, select the appropriate text and click on the **B** in the toolbar. Similarly, to make text *italic*, select the appropriate text and click on the *I* in the toolbar.

Text Alignment: Left · Center · Right · Justify Left

You can choose to align your text **left**, **center**, **right**, or **justified** using the respective buttons in the editor toolbar. To do this, click inside of a paragraph (or highlight multiple paragraphs) and select the appropriate option from the toolbar.

Formatting

The default type of content section is **paragraph**. You can create a heading by selecting a line of text and choosing one of the heading options from the **Format** dropdown. To turn a heading back into a paragraph, select the appropriate text and choose **Paragraph** from the **Format** dropdown.

Custom Styles

Your designer may provide you with custom styles to use in your web pages. If these styles are available, you will find them under the **Styles** dropdown. These styles will vary in both name and appearance, depending on how your designer has configured them. If style options are available to you, you can apply one or more styles to your content by selecting text, clicking the **Styles** dropdown, and choosing the style option you want. To apply multiple styles to the same content, select each style from the **Styles** dropdown one at a time.

To remove a style, select the appropriate text, click the **Styles** dropdown, and select the style again from the list.

Font Size · Font Color

To change the appearance of text, including the font size and color, simply select the text that you would like to format and choose the appropriate size and color.


Unordered List (Bullets) · Ordered List (Numbering)

To create a list, select either the **Unordered List** or the **Ordered List** button from the toolbar. You can choose to create a new list by placing the text cursor inside of an empty paragraph or you can select some text and turn your entire selection into a list.

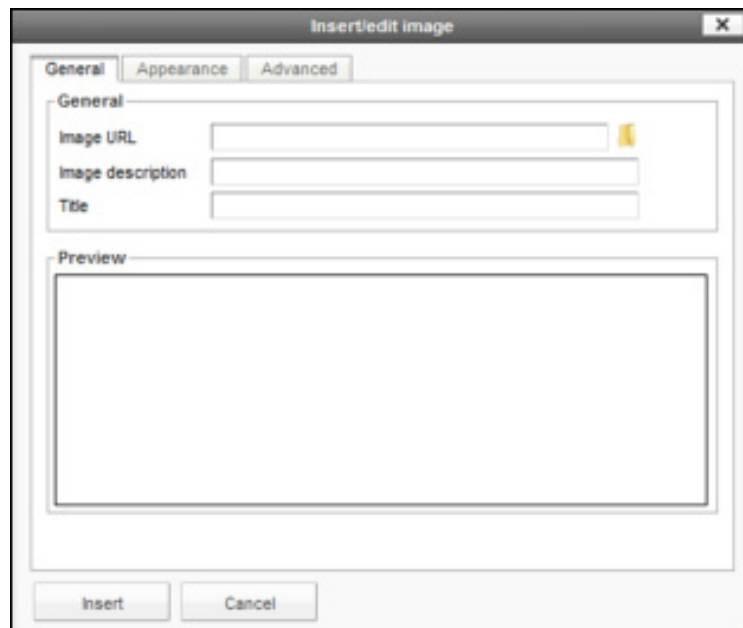
Decrease Indent · Increase Indent

To create a sub-list, highlight one or more list items and select the **Indent** button from the toolbar. You can use the **Outdent** button to remove a sub-list. To remove a list completely, highlight the entire list and select the appropriate list button from the toolbar. This will convert the list to paragraph form.

Inserting/Editing Images

To insert an image into your content, place the cursor where you would like the image to appear in the document and select the  **Insert/Edit Image** button. Similarly, to edit an existing image, click on the image once and then select the **Insert/Edit Image** button.

The following dialog box will appear:

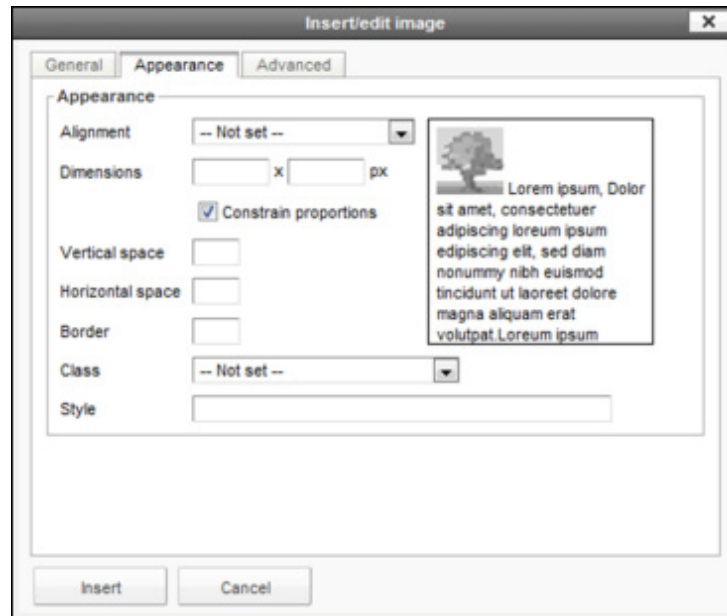


You can either type the URL of the image into the **Image URL** field, or browse the server by selecting the **Yellow Folder** icon (pictured above).

The **Image Description** field serves as the *alt* text, or alternate text, which is shown to individuals who have images disabled in their web browser. It is important to make the Image Description descriptive yet concise. Although this field is optional, it is a good practice to populate it whenever possible.

The **Title** field serves as the image's *title* attribute. In most browsers, when a user hovers over the image, they will be shown a tooltip containing the text that has been set in the *title* attribute.

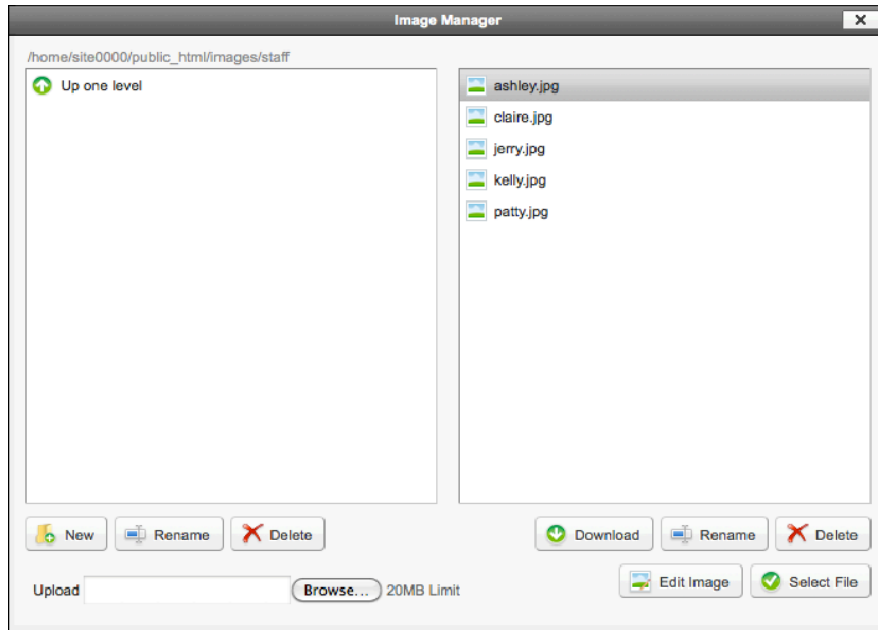
You can change the alignment, dimensions, and other image attributes using the **Appearance** tab.



Alignment will tell the browser where to place the image in reference to the existing content. You can see a preview of how your image might appear in line with text in the preview on the right.

Dimensions tell the browser how wide and tall to draw the image. The first field is always **width** and the second field is always **height**. These attributes are always set in pixels. If you select **Constrain proportions**, the image will maintain its original aspect ratio as you adjust the width and height.

Note: Reducing the width and height in this dialog **does not** reduce the overall size of the image. To scale down an image and reduce the file size (allowing it to load quicker for site visitors), please refer to the **Image Editor** section of this documentation.



Either double-click on the image you would like to add or select the image, and then click the button **Select File**. Verify that the image is correct in the next window. When you are ready, click **Insert**.

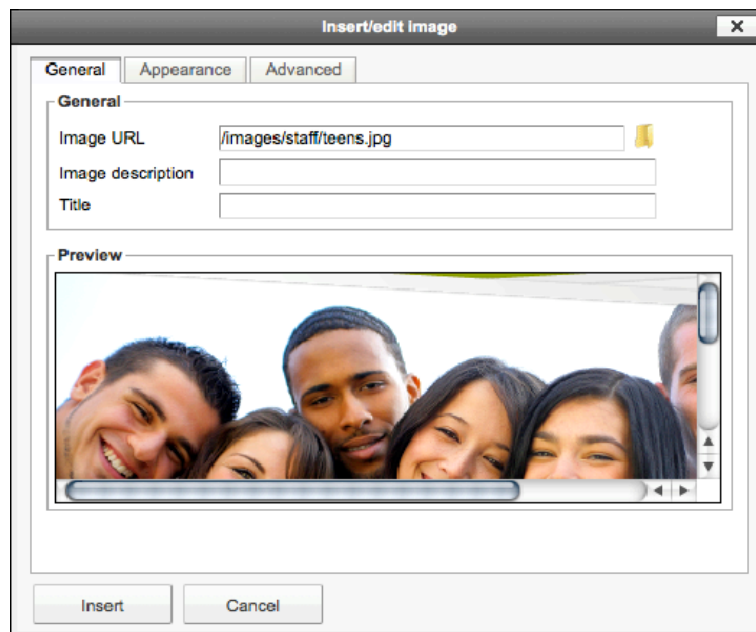
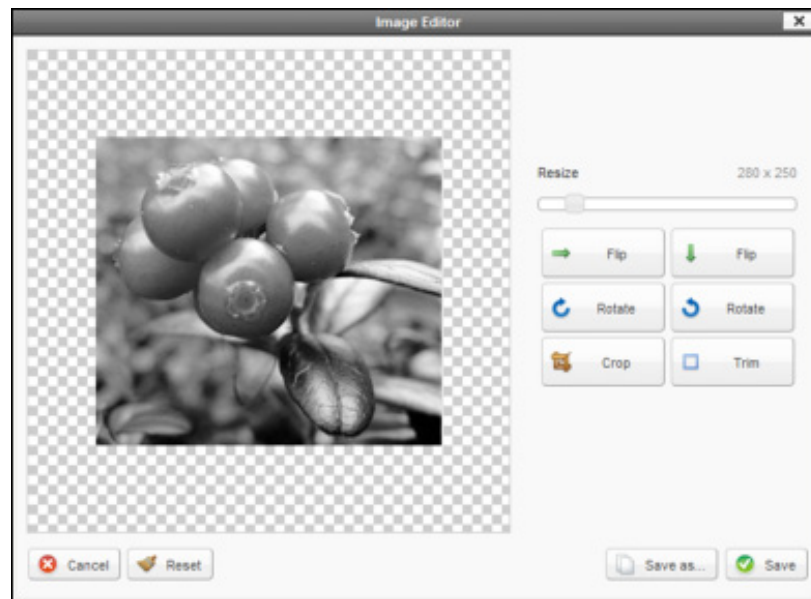


Image Editor

The **Image Editor** allows you to resize, flip, rotate, and crop images. You can access the Image Editor in any of the following ways:

- From the **File Manager**, highlight an image and select the **Edit Image** button.
- From the **Webpage Editor**, select an Image content region and select the **Edit Image** button (or click on the image itself).

The Image Editor will appear:



Resizing

If you have large photos on your website, you will probably want to resize them using the Image Editor so they will load faster for site visitors. To resize an image, click and drag the **Resize** handle to the left or right.

Flipping & Rotating

Use the **Flip and Rotate** buttons to change the image's orientation.

Cropping

Use the **Crop** tool to crop a section of the image.

Trimming

The **Trim** button will trim the longest edges of an image to form a perfect square.

Resetting

The **Reset** button will undo all changes since the last save.

Saving

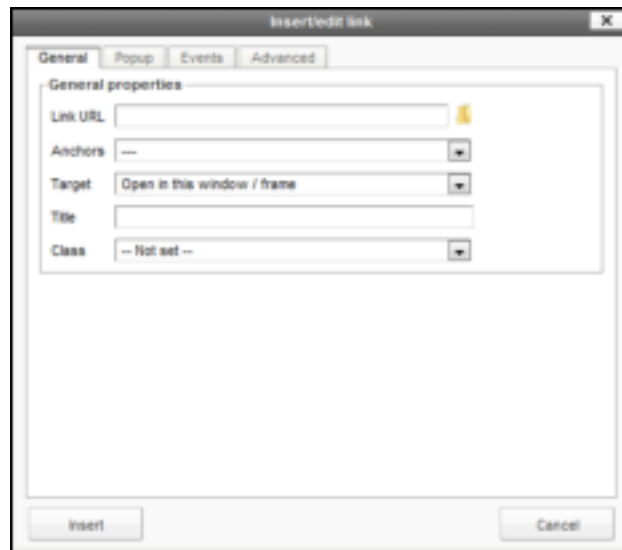
The **Save** option will overwrite the original image file with any changes you have made using the Image Editor. If you would rather keep the original image file and save your changes to a new file, use the **Save As** option instead. If you select this option, you will be prompted to enter a new filename for the image.

Note: Some browsers may store an old version of the image in their cache. If you make changes to an image and they do not appear on the website, try refreshing your browser (Windows users can use CTRL + R; Mac users can use CMD + R).

Adding Links

To create a hyperlink (or “link”) to a webpage or file, you can use the **Insert/Edit Link** tool. There are two toolbar buttons for working with links. The first button allows you to create links in your content and the second one allows you to remove links from your content.

To create a link, select the text that you would like to make a link and click on the **Insert/Edit Link** button. The following dialog will appear:



There are 3 types of links:

Website Link

Type (or copy and paste) the website address that you would like to link. You have the option to open the link in a new window; the default is to open in the same window. Click **Insert** when you are done.

Email Link

Type the desired email address, then select it with your text cursor and click on the link icon. Type the email address again, this time in the “Link URL” field that will automatically recognize the format as an email link. Verify the email address is correct and click **Insert**.

Linking an Image

Linking an image is most commonly used on a “Links” or “Resources” page: upload a company logo, as you would a normal image, and then link to the company’s website. Select the image and click the link icon—or right-click on the image and select **Insert/Edit Link**. Type the website address for the image hyperlink. In the **Target** dropdown menu, you have the option to open the link in the same or a new window.

Inserting Documents (DOC, PDF, XLS, etc.)

To insert a document into your content, place the cursor where you would like to document to be linked to and select the **Insert Document** button from the toolbar.

The **Document Manager** will appear, allowing you to select a file to insert into your content.

Once you’ve selected the file that you want to insert, a link will appear in your content. By default, the link text will be **filename.ext** (replace *filename* and *ext* with the appropriate filename and extension of the selected file). You can change the link text to whatever you like, so long as the link remains intact.

Adding Anchors

It is possible to link to various sections of a webpage by using **anchors**. You can create an anchor by placing the text cursor somewhere in your content and selecting the **Insert/Edit Anchor** tool.

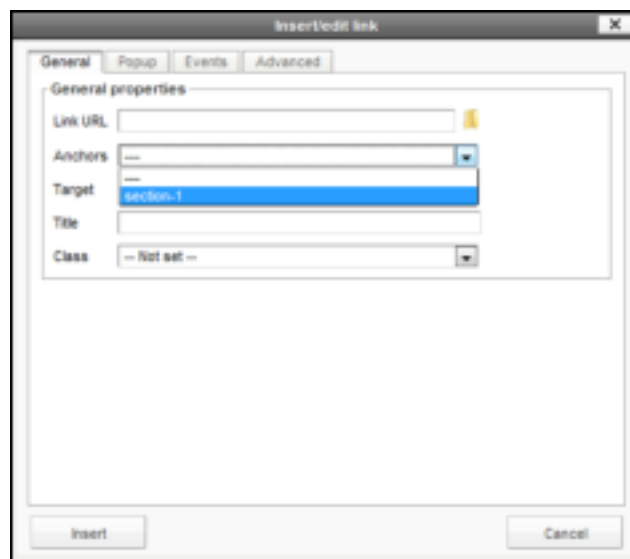
The resulting dialog will allow you to specify a name for your anchor.

Note: For maximum compatibility in various web browsers, anchors should always **begin with a letter** and use only the following characters: **A-Z, a-z, 0-9, underscore, and dash**.

Once you have entered a name for your anchor, select the **Insert** button to place it in your content. The anchor will be placed in the current position of the text cursor.

To create a link to this section of the webpage, use the **Insert/Edit Link** tool.

The following dialog will appear:



From here, you can select the anchor from the **Anchors** dropdown menu. Once you have selected the appropriate anchor, select **Insert** to create the link in your content.

To remove an anchor link, highlight the linked text and select the **Unlink** button.

View Current, Preview & Publish

Always be sure to preview whatever changes you make to text and/or images on your page(s). Your changes are **not** live until you click the Publish to Web button.

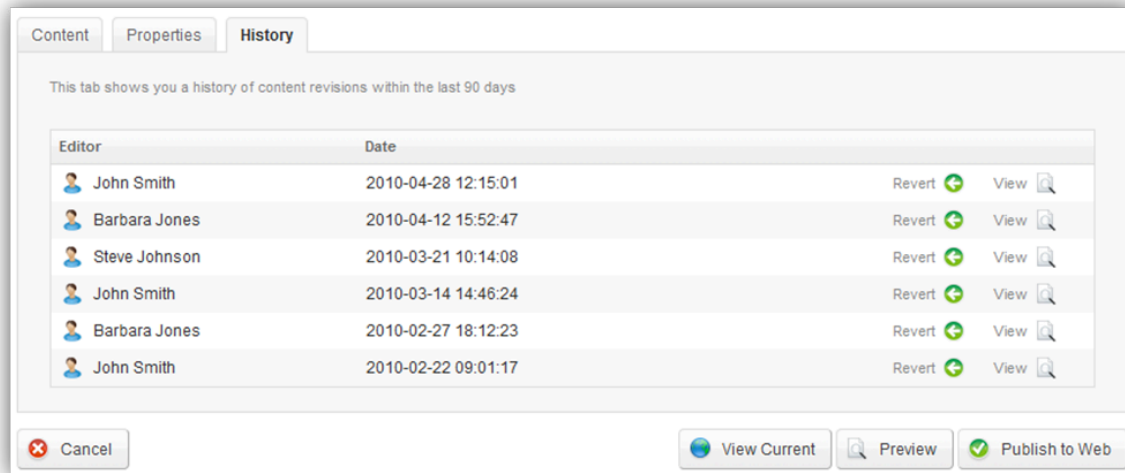
View Current opens a new window and shows the current webpage as it appears on the Web.

Preview allows you to see your changes exactly as they will appear once published. The preview opens in a new window so your changes will not be lost.

Publish to Web published the webpage to the server, making it live immediately. After publishing, you can verify that your changes have been saved by using the View Current button. (You may need to refresh your browser if you do not see your changes immediately. Windows users can use CTRL + R; Mac users can use CMD + R.)

Restoring Pages to a Previous Version

The editing tool retains a copy of every page published for up to 90 days. By selecting the **History** tab from within the Webpage Editor, you can access a full list of revisions that have been made to the current page.



Selecting **View** allows you to preview the appropriate revision in a new window. *This option will not affect the live website in any way.*

Selecting **Revert** allows you to restore the current webpage to the appropriate revision. *This option will overwrite the existing webpage with the revision you select.*

Troubleshooting

Q. I need help using the DIY tool.

A. We ask that you view our complimentary, on-demand Webinar demonstrating how to use the DIY tool by going to <http://www.sesamecommunications.com/webinars/members/#diy> where you can watch the quick video tutorials at your own pace. You may also contact us by visiting our form at <http://www.sesameedits.com>.

Q. I've misplaced my password, how do I request a new one?

A. If you misplace your password, go to <http://edit-content.com> where you will see the DIY Editing login screen.

Click on the Forgot Password link on the opening screen and a window titled "Reset Your Password" will appear.

Enter your email address and the 5-letter code that will display in the image below the email.

Click the Reset Password button to receive an email with your new password.

Q. Do I need to be at my office or the same computer each time I want to edit my site?

A. You can sign in to edit your website from any computer that is connected to the Internet. Simply go to <http://edit-content.com>.

Q. If I make a mistake on my website, how do I correct that mistake?

- A. In many cases, you can simply log in again and correct the mistake through the DIY tool. You can easily revert back to older versions of your previously published webpages. Click on the "History" tab above the editor toolbar. Select the date you would like to revert back to. Make sure to view the page first before reverting to ensure it is the correct one.

Note: This tab shows you a history of content revisions within the last 90 days.

If you have made a mistake that you are not able to correct, Sesame regularly backs up your website files. If you need us to restore a page on your website, please fill out our form at <http://www.sesameedits.com>.

Q. I recently added a new image to my page, now the text and images are in the wrong place. What happened?

- A. Did you resize your image before inserting it into your webpage? It is important to resize your images in order to keep them from moving other elements on your page and possibly breaking the layout.

Images used in websites must be smaller in size and resolution than a normal image on your desktop. After clicking on "Insert Image" and uploading your image to the Image Manager, you can access the Image Editor by selecting a picture and clicking "Edit Image."

Once you are in the Image Editor you can resize large images by simply sliding the resize handle. You may also flip, rotate, crop, and trim your images. When you are finished, click "Save."

Now you may insert your image on your page by double clicking the new image in the Image Manager. If you make a mistake you can revert your page back to a previous version (see how to correct a mistake above).

Q. Can I create tables where I can place content side by side in rows and columns?

- A. Yes. Right-click with your mouse where you would like to add a table. Select "Insert Table." Select the number of rows and columns you would like and click "Insert." You can also add and remove rows and columns by right-clicking in your table.

Clicking on the "Advanced" tab will give you options to change the borders and colors of your table.

You can also insert images in your table if you wish to show images side by side in rows and columns. Either drag your images into the table cells or click insert image in your cell.

Q. Are there pages on my website that I cannot update using the DIY tool?

- A. To maintain the integrity of your site's framework and search engine optimization we do not allow you to use the tool to update your home page, product pages, animations (e.g., Flash), or contact forms. In some cases, your website may utilize an advanced web technology and the tool may restrict you from editing that page to protect your site's functionality.

Q. What pages are set up with the DIY tool?

- A. The DIY tool includes pages that are specific to your practice. We will set up the Meet the Doctor, Meet the Team, About Us, Office Events pages as long as they do not use Flash animations or forms.

Q. Will Sesame continue to provide me with professional graphic design services?

- A. Of course! The DIY tool allows you to make many useful updates to your website, but it does not turn you into a graphic designer. The Sesame Design team is available when you require more advanced website editing or graphic design work, such as adding new pages to your menu or creating a Flash animation. You may contact us by visiting our form at www.sesameedits.com. Website edits that take under an hour are usually handled within 2 business days, and those edits are billed in 15-minute increments at our design rate of \$75/hr.