

# South Wiltshire Community Web USER GUIDE 2006

[text version](#)



**UNISYS**

Imagine it. Done.

[www.unisys.co.uk](http://www.unisys.co.uk)

the site for the community...  
...by the **community**

SEARCH THE SITE

CREATE A SITE

READ THE NEWS

WHATS ON

[About Community Web - Tutorial](#)

Community Web is supported by

PERSONNEL  
**placements**

**City hall**  
salisbury

Community Web supporting local causes

HOPE & HOMES  
for children

**Anchor**  
staying put

DogsTrust  
the new name for the NCDF



**roll over the map**  
to search for your community

#### Help at Hand!

Do you need help to get your community web page up and running? If so the Community Web Team can help. We will be running training sessions in Salisbury for beginners and more experienced users [Enrol Now](#)

#### Sponsors Needed!

Why not advertise your business on this site and help support this free community service? We can offer sponsor packages to suit all budgets. [Click here for details](#)

#### South Wiltshire Community Web: Welcome to your own online Community

The South Wiltshire Community Web has been set up by the South Wiltshire Strategic Alliance, a partnership that brings together all of South Wiltshire's major public and private sector agencies. Funding was secured from the Government's Pathfinder programme and the site was developed and maintained by a local company, [Cravenplan Computers Ltd](#)

The idea is simple - to allow local groups, businesses and individuals the chance to build and maintain websites for free. By May 2004, over 400 local groups were using the site generating 3 million hits every year.



#### Welcome to South Wilts Community Web

This site gives you the opportunity to search your local community for details of services and what's on in Wiltshire. It also enables you to create a website free of charge.

#### Latest News

8th Mar, 2006

#### [COMMUNITY WEB MASTERCLASS](#)

Click on the title for further information...

#### About the site & Tutorial

#### New to South Wilts?

In-depth tutorial now available for users [click here](#)



[click here](#) to read about the site from planning to launch.

WSC WAI - A  
WCAG 1.0

designed and maintained by [Cravenplan](#) ©2004 [Salisbury District Council](#)

South Wiltshire  
Strategic Alliance

# Introducing The South Wiltshire Community Web

## The Home Page and the Area Pages

When you first enter the web address [www.southwilts.com](http://www.southwilts.com) you will be viewing the home page. This has a set of navigation buttons on the left of the screen and an interactive map in the centre. By moving your mouse over the map the parishes in each area are revealed below. The map is interactive, you can click on the map to go to your local area.

## Local Area Pages

From your area page, you can find information local to you. On the right of the screen are three drop-down selection boxes. The top box allows you to search categories of local information. So, you can look up the local transport information in your locality, etc. The second box enables you to search the diary for events in your parish and the third box brings up the local news. OK, once you are happy with the area pages return to the home page. To return to the homepage, simply use the back button on your browser or click on the [www.southwilts.com](http://www.southwilts.com) logo in the top left corner of the web page.



## Site Navigation Buttons

On left of the home page, you will see the four *site navigation buttons*, entitled **SEARCH THE SITE**, **CREATE A SITE**, **READ THE NEWS** and **WHAT'S ON**. If you pass your mouse over these buttons they change.

## Searching the Site

First click on the **SEARCH THE SITE** button. You will be taken to the advanced search page. Here you can select various options to search websites, diary, jobs and classified ads. Click on the area you want to search and enter a word in the box at the top of the right hand column – try entering the word *snails*. Then click the arrow button next to the box. This should take you to any web site containing that word.

If you look below the keyword search box you will see three other boxes. If you select an area or a parish from the drop down lists and then select a category – say **Transport** and click on the search the site button below your results will be displayed showing the area or parish results at the top of the list with district results afterwards. This enables you to focus in on a very local area. You can also choose how many results you would like to see on screen; from 10 to 35. Simply click on the drop down arrow to select. The diary search works in the same way.

## News and Diary Screens

We will skip the **CREATE A SITE** button for now. Lets look at the **READ THE NEWS** and **WHAT'S ON** buttons – these will bring up our online news and events service. All of the entries included have been created by users of [www.southwilts.com](http://www.southwilts.com). Click the **READ THE NEWS** button. The a new screen is displayed showing the news stories submitted by users. You can see local stories first by selecting your parish from the box on the top left of the screen and you can read the full news item by clicking on the **more info** icon just below each item.

Navigate back to the home page and click the **WHAT'S ON** button—a new screen appears showing a list of events and activities, organised by our users. You can search the list by date or area, to home in on events near you—very handy if you are looking for something to do at the weekend!

## Trusted Users

### The Benefits of Membership

Anyone in the world can use [www.southwilts.com](http://www.southwilts.com) to search for information. However there is a lot more to the site than that. You can create your very own web site, create news items and add events to our diary. In addition you can set up a mailing list so people interested in what you are doing can get in touch with you. If you want to take advantage of this fantastic free service, you must register your details with us and agree to our terms of conditions. There is nothing sinister about this but we do have to have a way of regulating the site.

### To Register

To register, go to the home page at [www.southwilts.com](http://www.southwilts.com) and click on the **CREATE A SITE** button. It all starts here!

The Login Screen will then appear (pictured opposite). As a new member you will not have a login or password, so at this stage you are interested only in the **JOIN NOW** box. Click the arrow attached to the bottom right of the box and a further screen will open. This next screen sets out the terms and conditions of use - it looks daunting but a lot of it is standard stuff. All our must users accept these terms. Use the side scroll bars to read the conditions and then click on the arrow at the bottom of the terms and conditions. A further screen will appear - this is the online application form.

### Completing the Application Form

Please fill in the application form. You will see some boxes marked \* these are compulsory. You will be asked to select a parish. If you would like your page to be viewed from all areas select **all parishes**.

You can only use the **all parishes** facility if your service, or information will be of direct use to people in other areas. So please do not select **all parishes** if you are setting up a site for the village football team. The site administrators will check this before your application is approved.

At the bottom of the form you will be asked to enter a **User ID** and **password**. The question marks provide additional help on this aspect of registration. Click the question mark and information is displayed on the left of your screen. Enter a user ID of your choice - it could be your name, the name of your club - anything. Please do not insert spaces into your **User ID** or **password**. Best to keep ID and passwords simple and memorable - make a note of them and keep them somewhere safe - you will need them every time you login to work on your site.

Once you have filled in all the required information, you simply click the arrow beneath the form to submit your application. A message will be displayed on screen confirming your application has been submitted. If for any reason you have omitted some required information you will be taken back to the application screen to try again.

That is as far as you can go until you receive an email from the site admin team confirming your **User ID** and **password** are both live. That might take up to 24 hours to arrive and very occasionally longer if you apply at the weekend. Most applications made during the normal working week are approved much faster than that. So check your email regularly.

### Data Protection

Community Web is a not for profit facility established by the South Wiltshire Strategic Alliance, we do not supply your email address or details to any third parties. However, we do store the data on computer and by submitting your application you have confirmed that you are happy for us to keep your information in this way. We will use your email address to contact you about the site with news of improvements and updates and other matters in which you are likely to be interested. We may also contact you from time to time to find out your views on local issues - there is no obligation to respond to our surveys but it will help us to improve the site and give valuable information to the public sector organisations that have created the site.

As soon as you receive an email from us confirming your User ID and password are live you can start building your own website!

## Setting up your site

### Make a plan!

First you need to think about what you want to create. Look at some other sites to find out which ones work best - what information have they put online? Make a few notes of the pages you want to put on line. A little forethought at this stage will save time later.

### Get some text

Right you have a plan! Next choose the text you want to display on your home page. Most sites have a simple welcome and a very brief description of what the site is about so keep it relatively short – you can add more pages to your site later. Type out the text in your normal word processing package and proof read it to make sure that the spelling and grammar are OK. It will save a few bob on your phone bill to get the text ready before you go online.

### An image on your home page?

OK your text is ready. Do you want a picture on your home-page? Of course you do! Right you need to have a picture available on your computer's hard disk. This might be a picture you have taken with a digital camera, an image you have scanned or a photo that you found on the internet. All of the common file formats should be OK - jpeg is our preferred format for photos. Make sure that the images you choose are royalty free and not protected by copyright. The service will automatically resize and optimize your image - so no more hassle trying to resize or crop your image. The system will enlarge smaller images which can in some cases make the image slightly fuzzy so start with a large version of your picture.



Use a nice image to enhance your site

### Create your home page!

Right lets go! First get online and surf to [www.southwilts.com](http://www.southwilts.com).

Once you have reached the homepage click the **CREATE A SITE** button. At the next screen enter your user ID and password. At the next screen you are asked if you wish to set up a site, click the arrow under the box to proceed. Next we get to the first of two page creation screens. This first screen is very important. The details you enter here will be with you forever so choose carefully! First your site name – enter this in the **title** box. Keep it short and snappy – long web site names are a pain! Once you have selected the name for your site choose a parish. If your organisation covers the whole of South Wiltshire you can select **all parishes**. Next select a category. It might be that more than one applies – please choose the most relevant. Once complete click the arrow to proceed. On the next screen you enter the page content.

Fields marked with a \* are compulsory

title - Anytown FC

parish - Anytown

category - Sport (Association Football)

Site Name Form

### Using the Templates

This is your first look at the templates the system uses to create your web pages. All you have to do is type into the white text boxes, it is as simple as that. You can even copy and paste text from other documents. Generally, where you see an \* it means that you have to enter text into that box before the system will create a page for you. You will also find question marks, click on them and text appears on the left of your screen that explains certain boxes – click on them and see!

Next insert a title for your page – it could be something like *Anytown FC Homepage*. Then enter your name and email address – so people can contact you when they find your site.

If you already have a web site or if you are using the community web to create a link to another site – enter the address in the next box. Next enter a telephone number – this is not compulsory so you need not include it.

OK, next we will upload that image! Skip this bit if you have no image handy!

Click on the **browse** button and you will be asked to locate the image on your computer that you want to upload – select the image and double click it. If the image looks wrong when you have finished your page don't panic! You can always go back and delete it or upload a new one. Once you have double clicked on the image you want - community web will automatically upload it with your page.

Next enter your text in the three boxes provided – one paragraph per box. Don't overdo the text on your homepage – three paragraphs can be too much! Check the text carefully for spelling mistakes and poor grammar.

The final three boxes are important because they improve the visibility of your site for the search engines like Google - you may have heard of them! The first box is the browser title that appears in your visitor's web browser bar at the very top of the screen top of your screen - its that blue bar at the top! So in here type something useful like the name of your site, something like *The Anytown FC Website*. Your website address is entered here by default, but you can change it to what every you like.

The next box contains the description of your site. This is important as it will be displayed in the search results to tell surfers about the page they have found. Again keep it simple and clear so that surfers know what the site contains - something like, *Welcome to the Anytown Football Club Website*.

In the next box you are asked to provide some key words. This is to help people using search engines to find your site - use a few appropriate words, such as: *association football soccer coaching Salisbury Wiltshire* (you do not need commas to separate the words).

Once you have done that click the arrow at the bottom of the page. This will give you a preview of your homepage content. If you need to change something use the **click here** link to go back to the previous screen and amend the text.

Once you are happy with the content click the arrow at the bottom of the screen to proceed.

Next you will get a message telling you that your web site is live! The web address of your home page is displayed. It will be something like *www.southwilts.com/site/your-site/index.htm* - write this down or print it out. This is the address you will include on your stationery or business cards, etc. You can click the link to see the page live on the world wide web. Go on have a look.

Congratulation you have a website - EASY!

OK now that the excitement of getting yourself online has subsided, close your page and return to the previous dialogue box - it asks if you would like to add more pages - click **No** for now (unless you feel confident enough to add further pages straight away that is!). OK you clicked **no** - now you can either **launch the site** or **log out** - for now choose **log out**.

This is how your page will appear

Welcome to the Anytown Football Club Website.



Next enter your text in the three boxes provided - one paragraph per box. Don't overdo the text on your homepage - three paragraphs can be too much! Check the text carefully for spelling mistakes and poor grammar. Next enter your text in the three boxes provided - one paragraph per box. Don't overdo the text on your homepage - three paragraphs can be too much! Check the text carefully for spelling mistakes and poor grammar.

Next enter your text in the three boxes provided - one paragraph per box. Don't overdo the text on your homepage - three paragraphs can be too much! Check the text carefully for spelling mistakes and poor grammar.

contact : P Ball  
Tel : 01722 421966  
Email : spool@r.com

Is the page correct?

If you would like to go back to amend the page please [click here](#)

If the above page is how you would like it to be please click below to proceed.

**The preview screen**

## Adding content

**Great! You have a home page on the web. Now you want to add more pages to your site.**

### Login again and see the difference!

Go to the [www.southwilts.com](http://www.southwilts.com) homepage and click the **CREATE** button and then enter your user ID and password. You will notice things have changed! You now have more options – you can create a new site, modify your existing site, add a job or small-ad. You can also delete a site, but beware once you have deleted a site you can never get it back! Select the site you want to modify from the drop down options box. This will take you to your site admin screen. This is the first time you have seen it so lets look around.

### The site admin screen.

OK lets get familiar with the site admin screen. The first thing you will notice is the list of web pages that you have created – only one at the moment – if you have been following this tutorial. You will see there is a link entitled **add a page** that will enable you to add more pages to your new site.

To the right of the pages are some icons. Here you can preview the pages you have created, modify the content or delete them. Careful with that last button you cant get a page back once it is deleted! At the top of the list is a link that allows you to change the name of your site, only in very rare circumstances will you need to do that – so a tip is to leave that one well alone!

OK click on the add a page link. You will see there are currently seven templates you can use to add content to your site. They all work in a similar way but will display your pages differently.

- The **standard page** allows you to add two images and five paragraphs of text. It is good for general content and information pages.
- The **copy and paste** template. This is a general use template that allows you to include one image and 6 paragraphs of text. You can improve the flexibility of these templates by using some simple formatting tags – we will return to that later.
- The **Product/Directory/Picture Page**. This is one of three new templates added to the site. It is extremely flexible, allowing you to add a list of 12 items with an image for each if required, email links and web address for each item. It is ideal for products for sale, trade directories, listing village facilities or a membership list - but you can use it for whatever you like. You can also choose which fields to complete and which you wish to leave blank.
- The **Document Upload** template. By popular demand this new template has been added to the site. It allows you to upload documents such as minutes, agendas, reports or publications - up to 12 documents per template.
- The **Links Page**. This makes it easy for you to manage links to other websites - up to 20 per template.
- The **contacts page** allows you to enter contact details for two people or organisations. It is useful if you want to provide full contact details. Remember the information you enter here will be available on the web so make sure that your contacts are happy to be included!
- The next **columns template** allows you to add 2 columns of information, useful for price lists, telephone lists, etc.

We look in more detail at one or two of the templates in the next lessons, but they all work in the same way. You enter your text into the boxes and click on the browse button to locate images or documents that you want to upload. When you have finished you simply click the arrow at the bottom of the template (on some you may have to scroll down a bit to find the arrow) to preview your work. From the preview screen you can either go back and amend your content or click the arrow again to launch the page. Once you have launched your page it is automatically added to you website and you are returned to your site admin screen where you can add more pages or logout.

OK, click the back button on your browser to return to your main site admin screen. At the bottom of the screen you will see three information boxes. – **NEWS, DIARY** and **MAILING**. By clicking the **add new article** link, you will bring up a new template. Same principles apply! News description is your headline, the short news description is to catch the reader's attention and news description allows you to add further paragraphs about your news item - just the same way as you did for your home page. Once you have added your news click the arrow at the bottom of the template and it will be added to the news service and appear in your admin screen. OK, you have added a news release, entering a diary item will be a doddle. Return to your site admin screen.

Adding a diary event could not be simpler – fill in the template and go! You will see that you can add a web link to both the news item and the diary event. This is a neat facility that allows you to link to a web site that has more information about the story or event. Alternatively if you have created a page on your website about the event or activity you can enter that so that people are taken straight to your [www.southwilts.com](http://www.southwilts.com) web pages. Cool!

The **mailing list** is slightly different we will return to that later.

## Setting up a directory

By this stage you are getting the hang of the templates, so we will have a look at the Directory template - its one of the best and most flexible tools on the site.

### Setting up a directory!

Click the **create** button on the site homepage and enter your User ID and password. Select your website using the screen options and you will arrive back at your web admin screen. Click the link entitled **add new page** and select the **product/directory/picture page**. You should now see the template displayed on screen (illustrated here on the right of your screen)

Next there is a **page description** box, this gives you the chance to add some text at the top of the page by way of introduction. You don't have to enter text in here, but it can be useful - for example if you are using the template to upload your photographs, or details of products.

After the line if the first of our 12 **Product** listings. You can fill in as many or as few of these fields as you like - although the **product header** is important and appears as a bold heading for the list item. The **product footer** is another bold heading that appears at the bottom of the listing, in between are the fields that make up your directory listing. You can upload an image for each - for example if you were compiling a guide to local pubs, you might put a picture of each pub in here. The pictures appear as thumbnails (smaller version of your original picture) on your finished web page - users can see the full size image by clicking on them.

There are two **product description** text boxes for you to add text about the product, picture or listing - again you can use the cut and paste facility to enter text here if you wish.

Then there are address boxes, handy for that pub guide but also useful if you are listing members of a society, or players in a team.

There is an **email** field and this is really great, because it puts a link that your visitors can click on to email the addressee - cool.

Then there is a web address text field, if you want to include a link to another website and it's a long address like: <http://www.southwilts.com/site/anytown-fc/index.htm> then instead of showing the full address you can enter alternative text like Anytown FC. Then enter the full web address in the next box entitled **web address**. This is nifty because on your page the visitor sees a hyperlink that says [Anytown FC](#) and when they click on the link the Anytown FC website opens in a new window. Now come on, how cool is that!

Finally, there is a **price** box. This is great if you are using the site to sell your products.

You can add as many listing as you like up to a maximum of 12 per template, although there is no limit to the number of directory pages you can create!

### Tip

With a long template like this, it is quite a good idea to save the template after you have entered a few entries. You do this by scrolling to the bottom of the template and clicking the arrow - a preview of the directory is displayed, click on the arrow again and it will save the template as a webpage, you can then click on the page **modify** button on your site admin screen to add further items.

Products page template

Fields marked with a \* are compulsory

navigation link text\* -  ?

page title\* -  ?

position of page header:

left

centered

right

Page Description -

up to 12 items per page

Item 01

Item Header

Item Footer

Image  Browse...

Item Description 1

Item Description 2

Address line 1

Address line 2

Address line 3

Address line 4

Address line 5

Post Code

Tel

Email

Web Address Text

Web Address

Price

## Adding documents

### Adding and managing your publications, minutes, agendas or other documents could not be easier!

You may be a business with a product catalogue, order form or price list. You may be a parish council wanting to put the minutes of your meetings online. You might be a local history group that wants to publish its re-search papers on the web. You could be a church group wanting to publish your newsletter on the web. Sooner or later you will find that the facility to upload a document is incredibly useful.

Click the **CREATE** button on the [www.southwilts.com](http://www.southwilts.com) homepage and enter your User ID and password. Select your website using the screen options and you will arrive back at your web admin screen. Click the link entitled **add new page** and select the **Document Upload Page**. You should now see the template displayed on screen (illustrated here on the right of your screen)

Next there is a **page description** box, this gives you the chance to add some text at the top of the page by way of introduction. You don't have to enter text in here, but it can be useful - for example if you are using the template to upload your minutes or other publications.

### Adding Documents.

You will see that this template allows you to add up to 12 documents. The first and **most important** thing to check is the name of the document you wish to upload. Microsoft are a wonderful company but the file names used by MS Word do not always work with community web. Make sure there are no gaps in the document name. For example, **The Council.doc** or **The Council.txt** may not upload. Make sure you save the documents with a single word name. You can do this by opening the document on your computer and then saving it again with a new name. You can insert an underscore where the blank space was or choose a new name altogether, see below:

The Council.doc	<b>No</b>
Doc 1.doc	<b>No</b>
The_Council.doc	<b>Yes</b>
Thecouncil.doc	<b>Yes</b>
Doc1.doc	<b>Yes</b>

The other thing to remember is that really long file names also cause problems, so if your document is called something like that set out below it will not upload:

**Minutes\_of\_the\_executive\_committee\_january\_16\_2005.doc**  
As an alternative to the unwieldy title above why not use **05\_01\_16.doc** or **jan05.doc**

The next thing to consider is how you want the documents to be displayed. Do you need the most recent document to show up at the top of the list (handy for minutes of meetings)? If so, add your first document to the last entry and fill the template up from the bottom. In that way the latest document will always be at the top of the list. If not simply fill up the boxes from the top.

You will see that for each document upload there are four boxes - the first is labelled **sub-heading**. This is text that describes the document - it could be a date for minutes, or a the title of the document in the case of publications (such as *price list 2004*). Once you have entered the Sub Heading the next box allows you to locate and upload the document from your computer's hard drive - or from a floppy disk if you are working in the local library. Once you have located the document - simply double click on it and a link is automatically inserted into this box. You can then add link text in the next box - typically this is something like 'click here' or 'download' If you leave it blank it will automatically insert the words 'click here.' In the final box you can add a brief description of the document - so you could add the Author's name and date published, or something of that nature.

Once you have filled in the boxes, scroll down to the bottom of the template and click on the arrow button (alternatively hit the return key on your keyboard - it does the same thing and saves all that scrolling!) A preview of your page will appear - hit return again if all the spelling is OK and - hey presto - your document will be uploaded to the web.

You can return to this page and add more documents at any time. Its that easy!

**Document Upload Template**



## Adding links to other sites

One of the great thing about the internet is that once you have found a useful website there are generally loads of links from that site to others in which you may be interested. In that way your search can spread out across the net. It is something your visitors will find very helpful - so of course community web allows you to upload and manage your links.

### Lets get going...

Click the **CREATE** button on the [www.southwilts.com](http://www.southwilts.com) homepage and enter your User ID and password. Select your website using the screen options and you will arrive back at your web admin screen. Click the link entitled **add new page** and select the **Links Page**. You should now see the template displayed on screen (illustrated here on the right of your screen)

### Adding Your Links.

This template allows you to add up to 20 links. You will see that for each link you add you may complete four boxes - the first is labelled **optional sub-heading**. This is text that appears above the link - a description or heading - such as *sports sites* or *members sites*. You can leave this blank if you wish.

The next box is where you type the web address of the site you want to link to. So for example if you were going to link to Cravenplan's website you would go to that site's homepage and make a note of the full web address. In this case it would be

<http://www.cravenplan.co.uk/>

You must insert all of the slashes and dots and the `http://` bit just as they appear on the site (a good cheat is to highlight the link, copy and paste it into this box)

Some links are quite long, take for example

<http://www.southwilts.com.uk/site/south-wiltshire-strategic-alliance/>

Make sure you get the text right!

Once you have added the link you can then add link text, this would probably be a short version of the address - such as *Cravenplan* or *South Wilts Alliance*. This is the text that your visitor will click on to go to the other website - known in the trade as hyperlinks.

The final box allows you to put in an optional description for your link - so it might say something like *click the above link to go to the wonderful Cravenplan website*.

And that is all there is to adding hyperlinks! A Simple and effective way to add a professional touch to your site.

Fields marked with a \* are compulsory

browser page title -  ?

navigation link text -  \*

page title -  ?

position of page title:

left

centered

right

Web Link 01

Optional Sub Heading

Website address

Link Text

Optional Description

Web Link 02

Optional Sub Heading

Website address

Link Text

Optional Description

Web Link 03

Optional Sub Heading

Website address

Link Text

Optional Description

### Upload Web Links

## Mailing Lists

**Wouldn't it be useful if your visitors could join a mailing list so that you can keep in touch with them by email. Well they can!**

Right, we now come to one of the most innovative features of www.southwilt.com the mailing list system. In the last lesson we looked at the site admin screen and the templates – so return to that screen and you will find another box that is called **my mailings**. Click the link and you will go to the mailing list screen.



The first thing you will notice is that your mailing list is disabled. OK, you want to add it to your site. Think about it – if you allow people to join your mailing list they are going to expect you to mail them! That is work, right? If your page is simply an information service you might not want the hassle of a mailing list. So, if you decide you want to add a mailing list, click **enable**. That is it, done! The screen will tell you that the service is now enabled – click the link and return to your mailing screen.

You have the option to amend your mailing list – it is set to allow 100 subscribers but you can increase that to 1000 if you like (why not be ambitious!) You can also change the number of emails you can send per month. Come on! Who is going to want more than 10? If you do, you can increase it to allow up to 99 mailings a month – phew! Well, it does allow you to send a daily alert if you need to.

Right you have set up a mailing list – just sit back and wait for the folks to join. You can speed up the process if you want by adding some subscribers yourself. So if you have the email addresses of your club members or employees, you can enter them from the mailing list admin screen by clicking the link to view the mailing list and then clicking the **add** button. Fill in the details to add a subscriber and then click **accept modification**. Once you have built up a mailing list you can modify and delete entries using this facility.

Sending a mail to the list is even easier – click the link **click here to create mail** and see. Yes, that easy! Simply type your message, check the spelling and click to send. Again, its best to type out the text first in your text editor and check it before cutting and pasting it into your mail. If you type in web addresses they become links in the email - so add your web address to make sure the subscribers visit your site.

When you next amend any of the pages on your site a new box will appear that gives your visitor the chance to join your mailing list.

**MY MAILING LIST** The mailing list for your site is currently : **ENABLED**

[Click here to disable](#)

[Click here to amend the mail settings](#)

**mail status**

subscribed users	5
number of emails sent this month	0
emails allowed per month	10

- [click here to create mail](#)
- [click here to view mailing list](#)

## Formatting your text

### Adding simple formatting tags can give your text that extra zip!

We have seen that the text you put into the templates loses all formatting. So bold text, paragraph breaks and lists are all removed. That is a bit annoying when you have prepared text in your word processor and you try to cut and paste it into your template – it comes out on the site as one solid block of text. We hope to address this in a future release of the site, however in the meantime there are some simple formatting tags you can use to preserve your formatting.

A **tag** is a small code that tells the web browser how to display the text. For example the tag **<P>** tells the browser that there should be a paragraph break inserted at that point in the text. So already, just by typing the **<P>** tag you can insert paragraph breaks to format your text! It is really that easy! There are similar tags that enable you to insert bold text, indents, lists, etc. These are explained below.

The good thing about tags is that you can insert them in your text using your word processor before copying and pasting the text into your site template. So you can get your text prepared before you go online. That saves you a few bob if you are using a dial up modem. We will look at some simple tags that can:

- Add a paragraph return
- Add a return
- Add bold text
- insert bulleted lists
- Using blockquotes

### Adding Paragraph return.

A paragraph return adds a line break between sections of text. To insert a paragraph break add the tag **<P>** in the place where you want the break.

### Adding non-breaking 'soft' returns.

A 'soft' return adds a return but no paragraph break – there is a soft return after this sub heading. To insert a soft return add the tag **<BR>** in the place where you want the break.

### Adding bold text.

Bold text is useful to highlight headings and key words. To make a section of text appear bold type the tag **<B>** before the section of text or word you want to highlight. With this highlighting feature you must turn it off by adding the tag **</B>** after the text you wish to highlight.

### Adding italic text.

Italics are useful to highlight quotes and key words. To make a section of text appear in italics type the tag **<EM>** before the section of text or word you want to highlight. With this highlighting feature you must turn it off by adding the tag **</EM>** after the text you wish to highlight.

### Inserting a dividing line.

If you want to break up blocks of text with dividing lines, simply type **<HR>** in the position you want the line to appear. This is really useful for BLOGS - what? Blogs are online journals, which build up over time with entries added daily or weekly. So if you are running a project, your blog might be a weekly update on progress. Divide up your entries with dividing lines, and add the date and time of each entry - you have created a BLOG!

### Using Lists

OK you can now use simple tags to create bold text and insert paragraph breaks. The principle is the same when creating lists. There are special tags that will allow you to create bulleted lists, numbered lists, and descriptive lists.

### Bulleted Lists

Insert an opening list **<UL>** tag. Enter the **<LI>** tag followed by the individual item. (Remember that no closing tag is needed.) End with a closing list **</UL>** tag. Here is an example two-item list:

```
<UL><LI> Mere<LI> Tisbury</UL>
```

The result is:

- Mere
- Tisbury

### Using Block Quotes

A block quote indents a section of your text. It can be particularly useful if you want to highlight a quote. Therefore:

```
<BLOCKQUOTE> Mere, with a population of just over 2,000 is the main population centre in an area dominated by beautiful chalk downland and small greens and villages.It is an area influenced by agriculture retaining strong rural traditions and communities. </BLOCKQUOTE>
```

Appears as:

Mere, with a population of just over 2,000 is the main population centre in an area dominated by beautiful chalk downland and small greens and villages. It is an area influenced by agriculture retaining strong rural traditions and communities.

OK, that was fairly straightforward. Using these tags you should be able to format your text just the way you want it.

This process of adding tags is the basis of HTML, so you are well on the way to becoming a web wizard! You can find out much more about HTML and all of the tags available on the web - happy surfing!

# Managing Your Site

**There are some things to remember when building and maintaining a web site.**

## **Plan in advance:**

Take a few minutes to make a plan for your site. Don't just rush in and start creating pages – your site needs to be structured carefully to show it to best advantage. Here are some things to ask yourself before you create your pages.

- What is your site about?
- How many pages are you going to need?
- Which templates are going to best suit your content?
- Have you got all the content and images prepared and stored on your computer?
- Are you going to need a mailing list?
- Who is your audience?
- What do your customers need from your site?
- How much time are you going to have to maintain the site?
- Is anyone else going to help out?

The answers to these questions will determine how you design your site, how much information you include and how interactive you want it to be.

## **What is your site about?**

Be clear about the purpose of your site. If you provide different services think about setting up a site for each – don't try to make your site do too much!

## **How many pages are you going to need?**

Unless it is an academic or research type site don't include too many pages. It will turn people off! As a guide, a dozen pages is about the maximum that your punters will put up with.

## **Which templates are going to best suit your content?**

There are a selection of templates plus the press release and diary forms. Choose those that best suit your needs. If you want more pictures on your site – go for the standard content page, if you are mainly text based go for the cut and paste template instead. If you want a directory, links list or document library select those templates (coming Feb 2004)

## **Have you got all the content and images prepared and stored on your computer?**

It is far easier to type out the content for your site on your word processor before you start. Of course you can type it straight into the templates but that makes it harder to check and amend – also it takes longer and you will be paying for the dial-up connection! Create a folder on your computer with your site content and images, save a back-up copy onto disk. Many users find that creating content in plain text is easiest – so consider using wordpad from your computers accessories folder (Microsoft users), this creates simple small .txt files. Some packages like MS Word include hidden coding that can confuse the community web – so your text may not display correctly. If you want pictures, go out and take them now.

## **Are you going to need a mailing list?**

Do you really want to create a mailing list? Remember if you do create one, you will have to maintain it and mail your contacts regularly or they will get hacked off with you and your site. It is a great facility, but be sure it is right for you.

## **Who is your audience?**

Get a clear idea who will be using your site. Tailor the content and text to suit their needs. Think carefully before using jargon – what is fine for a GP is not always intelligible for the patient! Put yourself in the shoes of your surfers – what will they be looking for?

## **How much time are you going to have to maintain the site?**

This is an important consideration. With a burst of enthusiasm you set up a site with the results of your sports team's matches – great, but now you will have to update the site every week to keep it up to date! Nothing worse than old, stale content. Once a surfer has lost interest in your site it is near impossible to get them back.

## **Is anyone helping you?**

You may want to have a helper that you can trust with your User ID and Password. They can share the load of keeping your pages up to date. Discuss it with your group or club before you start.

OK then, take a deep breath and get that web site started!

Good luck from all here at the [www.southwilts.com](http://www.southwilts.com), and don't forget if you need any help just drop us an email here at [info@wiltshirecommunityweb.org.uk](mailto:info@wiltshirecommunityweb.org.uk)

# NOTES

**helpline: 01380 722475**

**email: [info@wiltshirecommunityweb.org.uk](mailto:info@wiltshirecommunityweb.org.uk)**

**online: [www.southwilts.com/site/admin](http://www.southwilts.com/site/admin)**



## Community Web is made possible by:

