



STARTER GUIDE

PRODUCT: SWM - SIMPLE WEB MANAGER



WEBSITES SO
QUICK
AND EASY
EVEN A CAVEMAN
COULD MANAGE

Simple Web Manager
A TURBOWEB INNOVATION



www.turboweb.co.nz

0800TURBOWEB

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FINDING YOUR SWM WEBSITE:

There are two sections to your website, the **Public** section (what the public see) and the **Administration** section (where you make all changes). In this guide we refer to the **Administration** section as simply **Admin**.

Note: Make sure that you type the address of your website into the address box at the top of your browser, not the Google search engine. If you are unsure, go to the File menu and choose **Open** (or **Open Location**) and then enter the address.

The address of your website is : http://_____

The address of your website admin is : http://_____

The username to log into your website is : _____

The password to log into your website is : _____

INTRODUCTION TO THE ADMIN SECTION

The Admin section is your starting point for working on your website and is what you see when you enter your user name and password.

This page is your starting point for controlling the information on your website. Each section of your website is represented by an icon that when clicked will take you into more detail. For example, to change the content on your website home page, you would click **Pages** at which point you will see a list of pages on your website and then you can edit your home page. The detail of these operations are covered later in this guide.

Beneath the "Simple Web Manager" logo at the top is a blue bar. This contains some important links which will help you work with your website. The links are:

- **Home** – this will always take you back to the admin home page (shown to the right).
- **Settings** – this allows you to change information about your website, for example your contact details or the look of your website (the website "theme").
- **View Changes** – this will show you what your website looks at any stage.
- **Account** – this will give you an overview of your SIMM subscription and allow you to change your password.
- **Support** – this will give you a contact form where you can request assistance with any aspect of your website.
- **Logout** – this will end your administration session of your website.

Note: If you are logged into the Admin in a public place it is very important that you log off before leaving the computer. If you don't do this then someone else may get access to your website. If you suspect this has happened, please call us immediately and we will sort this out.

The screenshot shows the 'SIMPLE WEB MANAGER' admin interface. At the top, there's a blue navigation bar with the title and links for Home, Settings, View Changes, Account, Support, and Logout. Below this is a 'Manage Content' section with a grid of icons for Pages, News, Events, Downloads, Teams, Portfolio, Testimonials, Privacy, and Mailing List. A right-hand sidebar contains sections for News, Events, and Mailing List. At the bottom, there is a footer with contact information for Simple Web Manager.

HOME PAGE - WHAT IT IS AND HOW YOU SET IT UP

Your Home Page is the front page of your website where you introduce the products or services that you provide. Setting up your Home Page is a simple task. We have included a visual guide on the next page to help you.

C. HERE'S HOW YOU DO IT:

- Write the **Page Title** for your website on the line below. This will be shown at the top of your home page.

Tip: Include the name of your company and some key words that people may associate with your company e.g.: "Example Company Ltd - Bricks, Pavers & Skip Hire"

- Pick four or five products or services that you offer. Write these in the spaces below. These will become your **paragraph headings**.

- _____
- _____
- _____
- _____
- _____

- For each paragraph heading, write some text to explain it further.

Tip: Remember to use language that is easy for your customers to understand, for example use "Ibu" or "Ibur" rather than "We" or "Us". Avoid industry jargon unless it's well known to the public.

- (Your 1st paragraph heading) _____
(paragraph text) _____

- (2nd paragraph heading) _____
(paragraph text) _____

- (3rd paragraph heading) _____
(paragraph text) _____

- (4th paragraph heading) _____
(paragraph text) _____

Page Title

Example Company

Paragraph - Text

Example Company Ltd – suppliers of Paving, Bricks & Skip Hire

Welcome to The Example Company Ltd's website, your source for quality paving, bricks and skip hire.

Paragraph Headings

Paving
You have a huge range of paving options from Example Company Ltd. You can rest assured that you will have access to the best advice, the best products and competitive prices. Example Company Ltd want you the consumer to have the best possible experience when creating your [new paving link](#)

Bricks
When buying up bricks you need the right brick for the right application. Example Company Ltd has to provide the right brick for the job, with 20 years experience in commercial stock lots, we can get near word of advice from us to make sure you get the best result every time. [See our brick website](#)

Skip Hire
You may need a small, medium or large skip and we have it all. We also can provide Example Company Ltd hire and skip a skip that is right for your job. Check out the full range of skip systems available [Link to skip hire](#)

Link to relevant page

Here is a visual representation of how you can lay out your front page.

D. LINKS TO PAGES

You may link from one page to another with your SWM website. What this does is puts some (often) blue underlined text on the page that when clicked will take you to another page. At any time where you are editing the paragraph text you may add a link. To do this:

- Select (click and drag over) the text you want to be the link to the other page. Note that the page must have already been created.
- Click the Link icon on the editor tool bar (see image on right)
- Choose what it is that you want to link to on your website and click OK.
- Remember to Save Changes



Content 05

THE ABOUT US PAGE

This page details your business or organisation and the people who are behind the name. This page is made up of two sections, firstly the company or organisation profile, and secondly the

team members or staff.

The text for the About Us page (this will be the company or organisation profile) can be changed in the Pages section. The Team members are changed in the Team module. Lets start with the company or organisation profile.

A. COMPANY OR ORGANISATION PROFILE

Some people find that writing about their own business or themselves can be hard. Here are a few points to help you get started. Start writing as if your customer or client has asked you some or all of the following questions:

- When did your business start?

- Why do you do what you do?

- What makes your business/organisation different to your competitors?

- What does the future hold?

B. TEAM MEMBERS

Your team members are managed by the Team module and are automatically included after the company profile on the About Us page. See the next page for directions on managing your team members.

The screenshot shows a web page for 'Example Company Ltd'. The page has a header with the company name and a navigation menu. The main content area is titled 'All About This Company' and contains a paragraph of text. To the right of the text is a profile picture of a woman. Below the text is another paragraph and another profile picture. Annotations on the left side of the screenshot point to the 'About Us' page title, the first team member profile, and the second team member profile.

TEAM MEMBER PROFILES

This page can be changed in the Team section of Admin and are included automatically on the About Us page after the company profile.

Team member profiles are a vital part of making your audience comfortable with your company or organisation. Both the text and the photographs are important because it helps the public to connect with your business or organisation. Anything from a favourite pastime through to a smiling face makes an opportunity for that connection to happen.

People are more likely to ring or email someone they can relate to, so mentioning things like being a mother or father is important. The profile only needs to be two or three paragraphs to get the message and connection across.

Tip 1: Use good photographs that help tell the story. An image showing the someone in action doing their job will go a long way in telling the story.

Tip 2: Remember to keep it relevant to your audience, for example "Tom is a great plumber" can be re-worded to "Tom will make sure your plumbing is industry standard compliant".

Tip 3: At any time, if you decide the order of the team members on your website is not right, you can drag them up and down when viewing the list of team members in the Admin.



A. HERE'S HOW TO GET THE INFORMATION TOGETHER:

- Name & Job Title (e.g. Bill Smith – Head Brick Layer)
- What is their exact job description and how much experience do they have?
- Why do they enjoy doing what they do?
- What is their favourite hobby or past time?
- What is their favourite pastime/hobby?
- Do they have a family or play sport?

To enter this onto your website go to Admin and click Team, then click Add a Team Member. Enter the above information, choose an image and click Save Changes. Click View Changes and look at the About Us page to see your profile.

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THE CONTACT PAGE

This page contains the contact form that is used to send enquiries to the website owner. The physical and mailing addresses can also be included if turned on in the site settings (see later).

When editing the Contact page you may want to add information such as:

- Office hours
- After hours (call out) details
- Main contact people
- Location map, or a link to one
- Expected response time

You can edit the Contact page text (see image on the right) via **Pages in Admin**.

All enquiries from the contact form are sent to the website email address. You must check to see that the correct email address is listed and check the rest of your contact details.

To do this log into the **Admin** section of your website. Click the **Settings** link in the navigation bar. Then click the **Contact Details** link and set the following to suit:

- **Site Title** – this is the title of your website, usually set to company name e.g. Acme Pipes Ltd.
- **Site Email** – this is the email address that enquiries are sent to when someone fills in the contact form.
- **Physical Address** – this is the physical location or street address for your business. Include all the relevant information to ensure that you can be found by someone looking for your business.
- **Mailing Address** – fill in these details if you use a different address for mail such as a PO Box or Private Bag.
- **Phone Numbers** – these are the contact phone numbers for your business. You can also control which numbers you want to show on your website by changing the "show on site" options for each number.
- **Address Display** – here you can choose what contact information will show on your website.
- **Footer Address** – the footer address is the address that shows at the bottom of your website. You can choose to show the mailing address, physical address or neither. We recommend you show at least one.
- **Contact Address** – this is what will show up on the Contact Page. You can choose to show physical address, mailing address, both or none.



THE TESTIMONIALS PAGE

This page is made up of two sections, the Page content and then Testimonials, which are managed in the Testimonials section of the Admin.

Testimonials are a great way to get the human element across in your website. One or two paragraphs from a client saying how they found your product of great use, with a picture showing them with the product is gold. Don't be shy to ask people for these.

Tip: To see some examples of testimonials from real clients, look at the Turboweb website or www.turboweb.co.nz

A. INTRODUCTION TEXT

Your introduction text should be brief and to the point. Ask for more testimonials by stating "we always welcome the chance to showcase satisfied customers, if you would like to be featured on this page please get in contact". To change the page content go to the Admin and click Pages, then click the edit icon for the Testimonials page.

B. TESTIMONIALS

This is how to get testimonials for your website:

- Contact your top ten clients and ask them for a testimonial. Tell them you would love to link to their website as a promotion for them. This underlines your confidence in the satisfaction of your clients.
- Ask them if they have a photo or logo that would be appropriate to go with the testimonial.

To manage the testimonials go to the Admin and click the Testimonials icon. From here you can add, edit or delete testimonials. Each testimonial will be included after the testimonial page text.

Tip: If you are working on a testimonial but haven't finished it, you can save your changes by leaving the "Publish Testimonial" tick box unticked. The testimonial will be saved but not visible by the public.

The screenshot shows the Turboweb Admin interface for managing testimonials. The main content area displays a testimonial form for 'Example Company Ltd'. The form includes a text area for the testimonial content and a photo upload field. The left sidebar contains navigation links for 'Text for the Testimonial page', 'Testimonial #1', and 'Testimonial #2'. The right sidebar contains a 'Publish Testimonial' button and a 'Testimonials' list.

THE IMAGE GALLERY

This page is used to put a gallery of images onto your website. These could be of a recent event, your shop or whatever you think will help people connect with your business or organisation.

A. INTRODUCTION TEXT

Your introduction may say something such as "here is a selection of images from some of the recent projects we have worked on". Below this text the images will be included from the Gallery module.

B. CHOOSE GALLERY TYPE

Firstly you need to choose between the Simple Gallery and the Advanced Gallery. The Simple Gallery gives you one page of images. The Advanced Gallery allows you to have photo albums. This is useful if you want to show two or three different projects. Each album could show the progress of a project from beginning to end.

By default the Simple Gallery is the one in use. To select Advanced Gallery access the Admin, click Settings, click Edit Available Modules, click Gallery or Gallery Advanced. The green or red status shows which Gallery module is enabled. Choose the one you want and then click Save Changes at the bottom of the page.

C. ADDING IMAGES

Simple Gallery

Go into Admin, click Gallery icon, choose Add a Gallery Image. Enter a title, set the image order, put in a good description of the image, click browse and choose your image from a folder on your computer, tick the box to Publish image, and click the Add Image button.

Advanced Gallery

When using the Advanced Gallery your website will have two sample albums to get you started. You may remove these or change them.

Working with the Advanced Gallery is the same as the Simple Gallery except first you need to add an album to load images into. To add an album click Add an Album, give it a title, set the order, add a description and select an image to represent the album. Finally click the Add Album button.

Now you can add images to your album. Choose the album you want to add an image to and click Add an Image to Album. Follow the same procedure as above. Fill in the title, check you have the right album selected, set the order, type in a description, click Browse and select an image. Finally click the Add Image button to save.

Tip: It will save you time if you have your images already in a single folder. Make sure they are JPG, GIF or PNG files and under 1.5MB in size. While there is no size restriction for uploading images to your website, smaller files will mean less waiting while they are uploaded.

Tip: Image titles and descriptions feed the search engines. Websites with consistently relevant and descriptive text will appear higher in the list on search engines.

THE LINKS PAGE

This page is made up of two sections, the **Page** content and then **Links**, which are managed in the **Links** section of the **Admin**.

Make sure your links are relevant and contain information that someone looking at your site will find interesting. Linking to supplier websites is a great way to give someone technical product information and shows your confidence in your suppliers.

A. INTRODUCTION TEXT

Your introduction text should be brief and to the point. You can ask for more links by stating "If you would like us to put a link to your site here please send us the details for consideration". Edit the page content by going to the **Home** page in **Admin**, click **Pages**, click the **Edit** icon for the **Links** page.

B. LINKS

To manage your links go to the **Admin** and click on **Links**. You can add, edit and delete links from this page.

C. HERE IS HOW TO WRITE UP THE LINKS:

1. Website Name or Title (e.g. The Google Home Page)

2. The Web Address of the site you are linking to (e.g. www.google.com). Do not include the "http://" part of the web address

3. A short description of the link

4. If you have a logo or a screen shot of the page you can also choose to upload it.

NEWS PAGE

News can be added to your site and is an effective way to keep your website fresh and interesting. The last few news items are shown in the News Teaser on your website (see below). As you add more news the older items will disappear but are still accessible from the site map.

site map.

A. WHAT SHOULD I MAKE NEWS?

News is something that has happened already. Usually you will want to say things like "New Product Available". Occasionally you may want to promote a future event by saying "Tickets on sale now".

Examples of good news items can seem mundane and at first uninteresting to you but your audience might love it. For example, you have just completed a big project, you have a new employee, your seminar was a roaring success or you had a record number of customers. All these give a great sense of action and life.

B. TO ADD NEWS TO YOUR WEBSITE:

Go to Admin and click News. From here you will be able to add, edit and delete news items. If you are using the Subscriber module you can send out a News item as a email newsletter by clicking the Send icon beside the news item.



C. TO WRITE UP A NEWS ITEM FILL IN THE FOLLOWING:

1. **News Headline** (e.g. Greatest Sale Ever)

2. **News Date** – choose a date that the News item is relevant for. *Tip: if you set the date for a news item in the future it will not show up until the date specified is reached. This is a good way to have news automatically show up if you are absent or busy.*
3. **Description** – enter the text that will make up the news item.

4. If you have a photo for the news item you can select it for upload with the **Browse** button.
5. Finally click **Add News** to add the news item to the site.

Tip: All news items help feed search engines, keep keywords in mind for stories and headings e.g. "New Red Bricks" would be more search engine friendly than "new products".

EVENTS PAGE

Events can be added to your site and is another way to keep your website fresh and interesting.

A. WHEN SHOULD I MAKE AN EVENT?

An event is something that is going to happen in the future that you want people to participate in. You can use the Events to keep people informed about what is coming up.

Examples of good events are things like upcoming workshops, a grand opening or any specials that will be happening. All these things give a great sense of action and life just like News does.

B. TO ADD AN EVENT TO YOUR WEBSITE:

Go to the Admin and click Events. From here you will be able to add, edit and delete Events.

C. TO WRITE UP AN EVENT FILL IN THE FOLLOWING:

1. **Event Headline** (e.g.; Seminars Coming up in May)

2. **Event Date** - you can select a date that the event is relevant for

3. **Description** - enter the text that will make up the event.

4. If you have a photo for the event you can select it for upload with the **Browse** button

5. Finally click **Add Event** to add it to the site.

Tip: All events help feed search engines, keep keywords in mind for events and headings e.g. "July Scrapbooking Workshop" would be more search engine friendly than "Workshop".

WHAT NOW? - KEEPING YOUR WEBSITE WORKING FOR YOU.

Now that you've launched your website and reached cruising altitude, making your website better (and an ambassador for your company) is straightforward. It does require some commitment however and if you can commit one hour a week to it you will be doing very well.

To make the most from your website, here are some things you should continue with:

- **News & Events** – these are the easiest things you can do to keep your website fresh. There is news walking into and out of your business every day. New stock lines, new construction projects, information about your community and how you're involved in it. All it takes is to look at your day from the perspective of your customer.
- **Be responsive** – whenever someone uses the contact form on your website you will be sent an email with the details. You have to be fast or last – assume that the enquiry that you have received is one of many that were made to you and your competitors. Get on the phone or email the person back as soon as you possibly can.
- **Seek feedback** – ask your clients, customers, friends and family for feedback about your website. Make it clear that you're not looking to pat yourself on the back, but instead looking to make your website even better. People who are not directly involved in your company can sometimes see things that aren't obvious to you.
- **Promote** – present your website at every possible opportunity. Make sure your business card, letter heads and other stationary has your website address on it. Put it on your email signature, on your building, on your car and even on your work clothing (if appropriate). Hire a gang of spray painters to work through the night, casting your name in tall and wide letters across every possible façade.
- **Information is key** – over time you will find that there is more information that you can put on your website. What are your customers asking you? Would other people benefit from knowing this? Use your website to present this information, along with supporting photographs.

FINALLY ...

Turboweb is here to help you. If you get stuck on anything we're just a phone call or email away.

- Email: support@turboweb.co.nz
- Phone: (03) 474 5953
- Freephone: 0800 TURBOWEB
- Address: 23 Vogel St, Dunedin