

Working with your ChamberMaster/MemberZone SmartCMS Site

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Agenda

- Logging into your SmartCMS site
- Customizing the general appearance of your site
- Working with Menu Items
- Working with Page Content
 - Text
 - Image
 - HTML
 - CM Widgets

Customizing the General Appearance

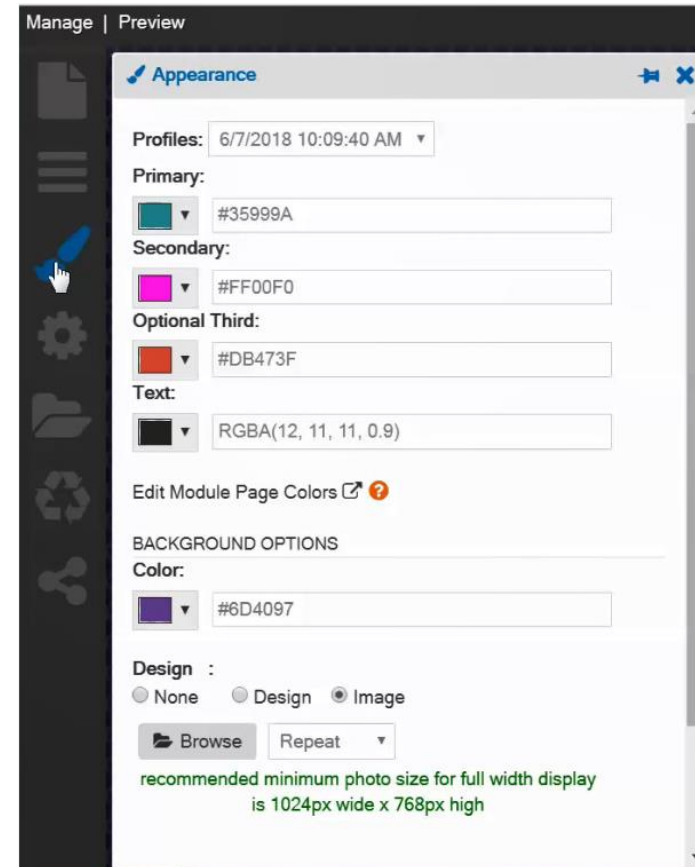
- Did you know...
 - Women don't like **gray, orange, and brown.** ...
 - Men don't like **purple, orange, and brown.** ...
 - Use **blue** in order to cultivate user's trust. ...
 - **Yellow** is for warnings. ...
 - **Green** is ideal for environmental and outdoor products. ...
 - **Orange** is a fun color that can create a sense of haste or impulse...

Customizing the General Appearance

- There are 3 main colors you need to consider when you are designing your website:
 - **Choosing a dominant color as your brand color**
 - **Choosing 1 to 2 accent colors to create a color scheme for your website**
 - **Choosing a background color to complete your design**

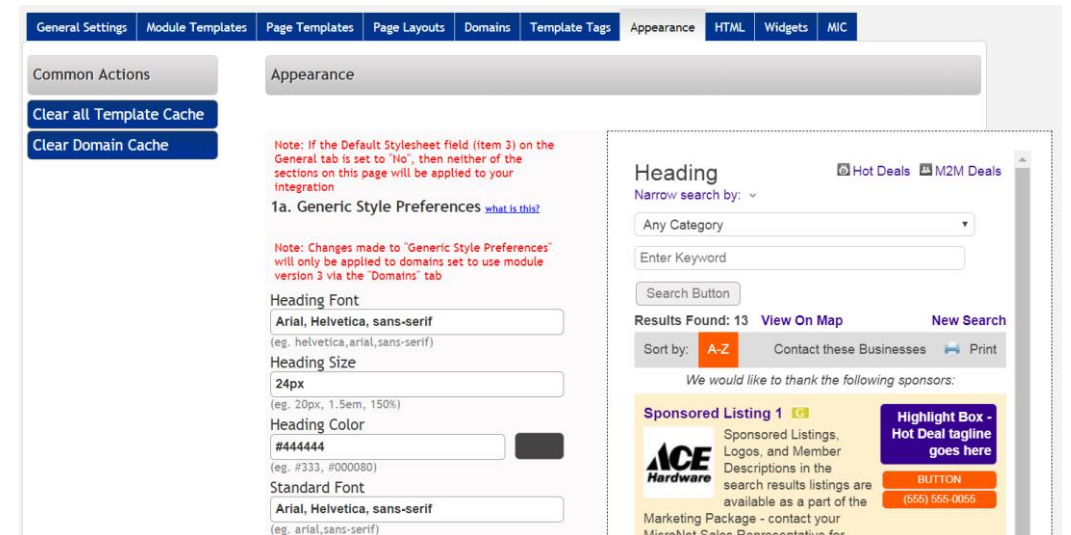
Customizing the General Appearance

- Primary, Secondary, Tertiary – you define where these are applied
- Text – make it easy to read
- Background - solid, patterned or image
- WIKI: [Modifying the Website Appearance](#)



Customizing the General Appearance

- Module Page Colors:
 - Styling options for your website module pages (e.g. Events, Directory, etc.) can be changed in the ISCP including font, color, size and more

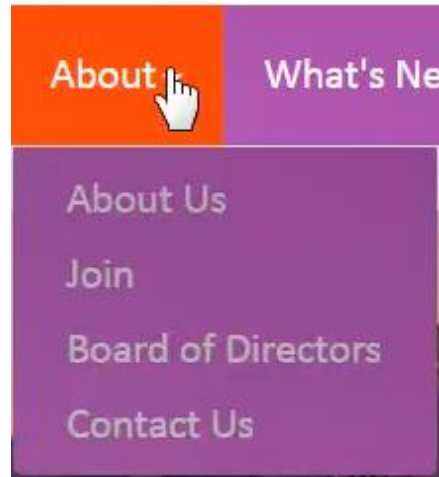


Working with Menu Items

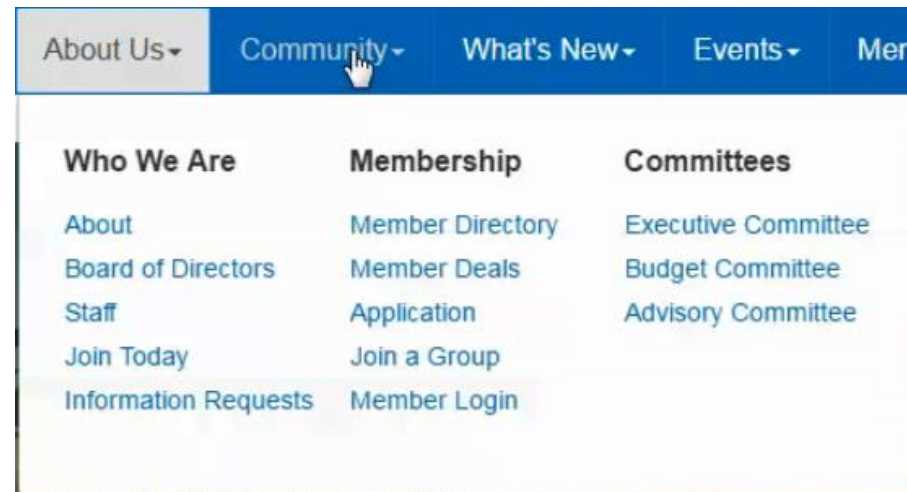
- Easy navigation does not have to be complicated. By following just three rules, you can improve both the user experience and SEO.
 - Navigation must be clear
 - Navigation must be consistent
 - Navigation must be simple
- WIKI: [Editing the Menu & Working with Pages](#)

Working with Menu Items

- Menu style options
 - Basic Dropdown

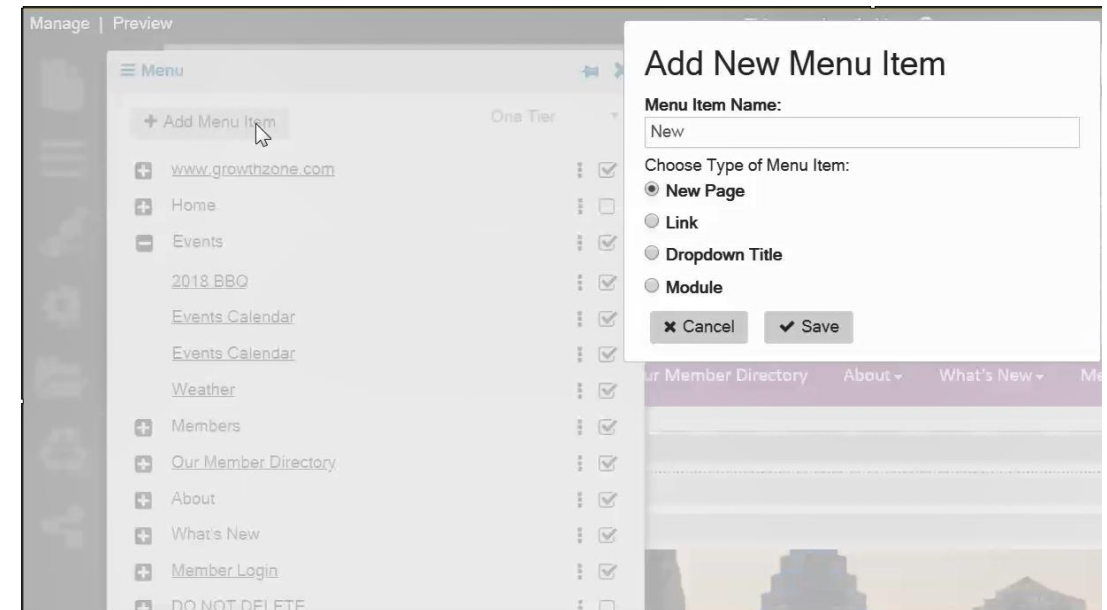


- Mega Menu



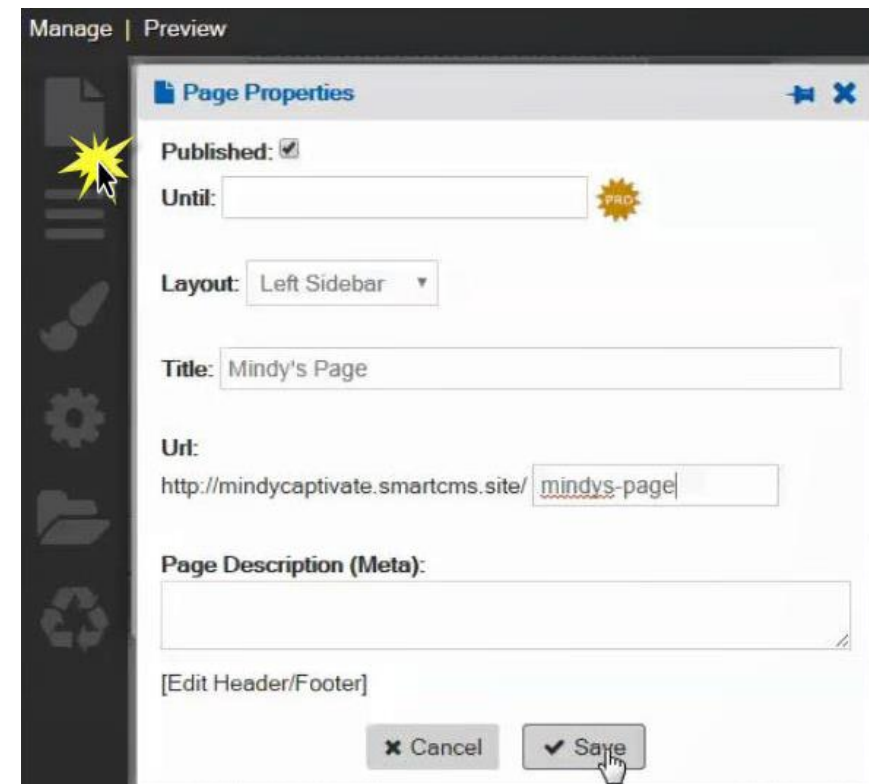
Working with Menu Items

- **New Page** – Creates a brand new blank page
- **Dropdown Title** – to add new item to the Main Menu
- **Link** – allows you to add a menu item to link to an existing page, a file or website
- **Module** – fed by content from ChamberMaster/MemberZone




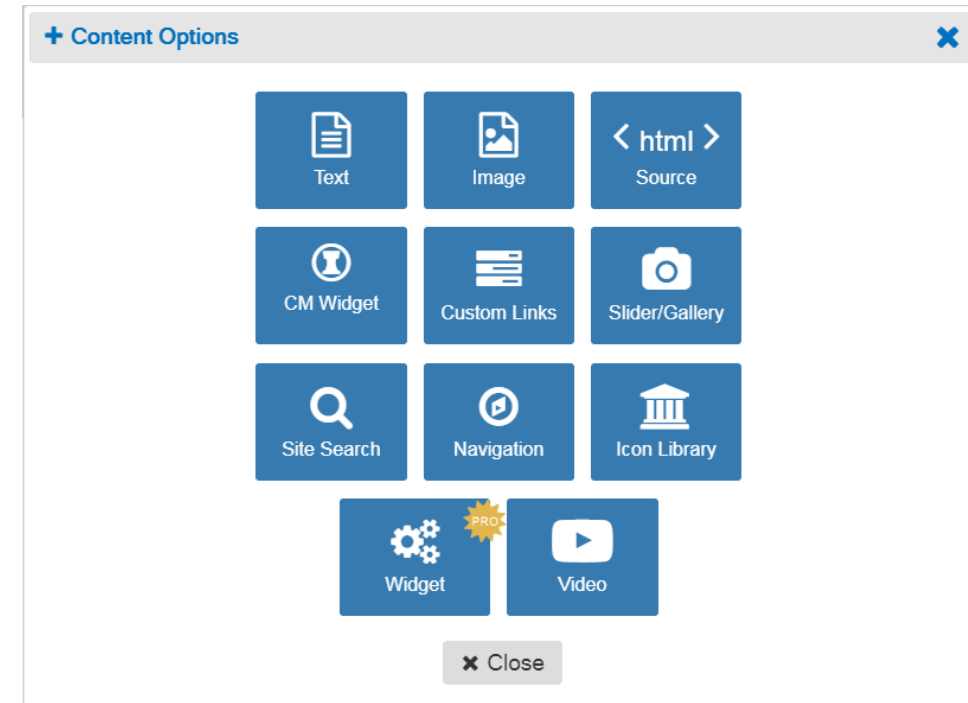
Working with Page Content

- Page Properties...
 - Tip – Add a page description (Meta) for SEO Purposes!!
 - If changing URL for a page, use the **Site Settings** to redirect from old URL to new URL



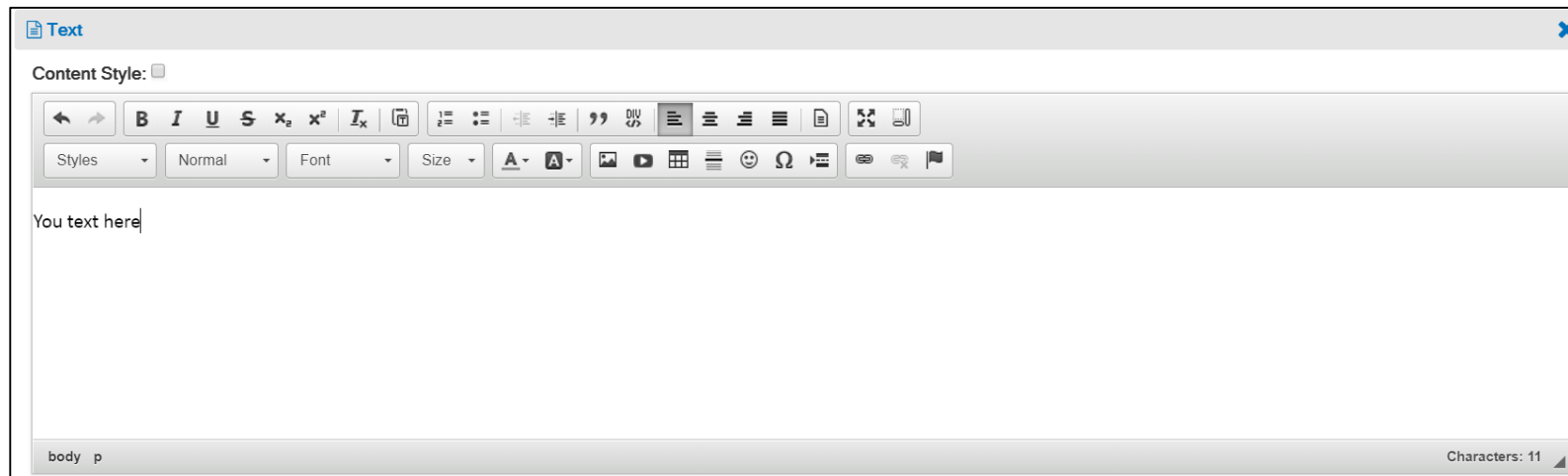
Working with Page Content

- When in edit mode, various “areas” may be customized with text, images, links, etc.
- NOTE: Areas marked with a  globe icon are displayed on all pages, and any changes will be reflected on all pages
- WIKI: [Content Options](#)



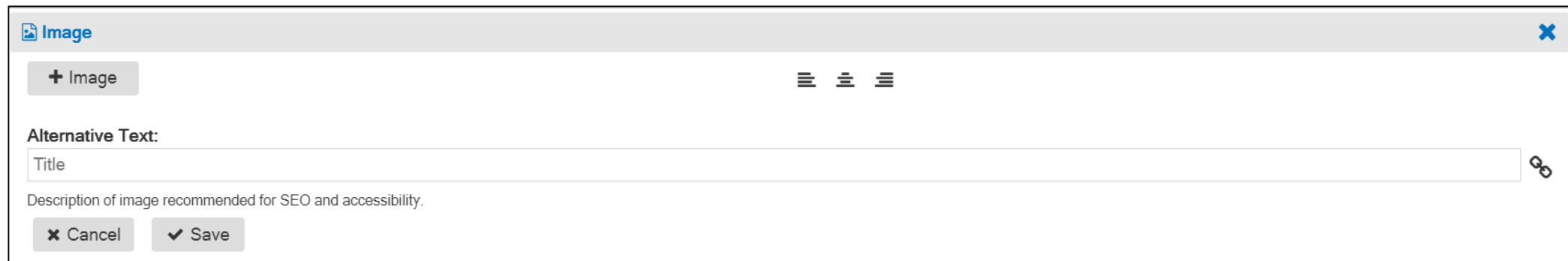
Working with Page Content

- Text: a full selection of editing tools are available in the editor, including text formatting, adding of hyperlinks, and adding of images
- Did you know.. Using headings in your website copy is crucial for both readability and SEO



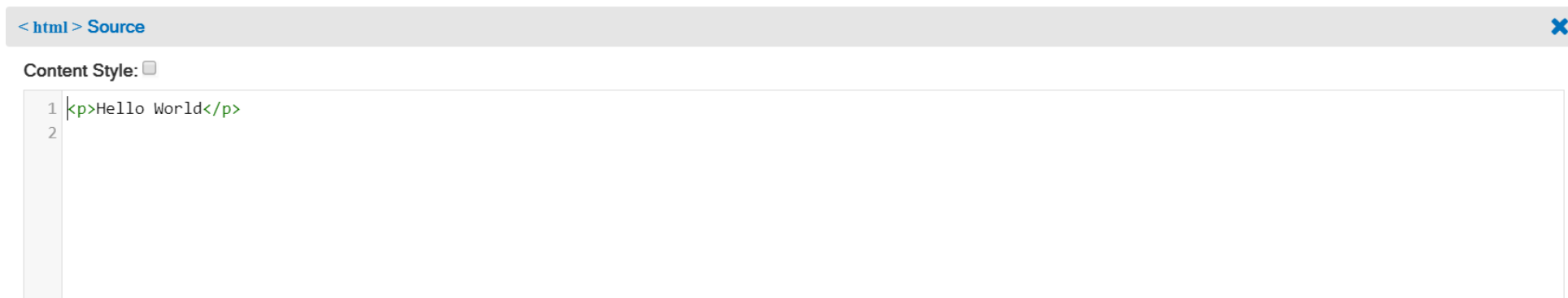
Working with Page Content

- Image: Through Image, you can upload a single image with the option of adding a link
- Did you know... Using alternative text for your image is crucial for SEO



Working with Page Content

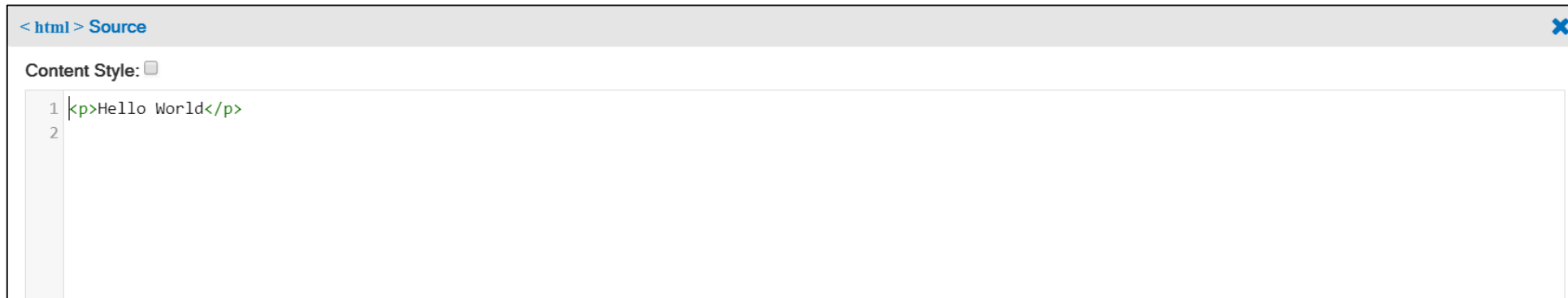
- HTML: The HTML content option is used to add HTML code to a content area. The 'Editor' view can be selected to display the html content if desired.
- WIKI: [Working with HTML](#)



The screenshot shows a web editor window titled "<html> Source" with a close button (X) in the top right corner. Below the title bar, there is a "Content Style:" label with an unchecked checkbox. The main editing area is a text box containing two lines of HTML code: line 1: `<p>Hello World</p>` and line 2: (empty). A vertical line is positioned at the start of line 1.

Working with Page Content

- Slider/Gallery: Add a slider of images, or a photo gallery to your website through Slider/Gallery
- WIKI: [Working with Slider/Gallery](#)



```
<html > Source
Content Style: 
1 | <p>Hello World</p>
2 |
```

Working with Page Content

- CM Widget: Add Widgets to display information from your database with the GrowthZone/ChamberMaster Widgets
- WIKI: [Working with CM Widgets](#)



Working with Page Content

- Custom Links: Custom Links are available for creating secondary menus in horizontal or vertical display
- WIKI: [Working with Custom Links](#)



Working with Page Content

- Site Search: Adds a search box to the content area. When a word or search words are typed into the search field, a dropdown will display with pages and/or members matching the search term
- WIKI: [Working with Site Search](#)

Q Site Search
✕

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Preview

Magnifying Glass Button Go Color: Primary ▾

Search Text

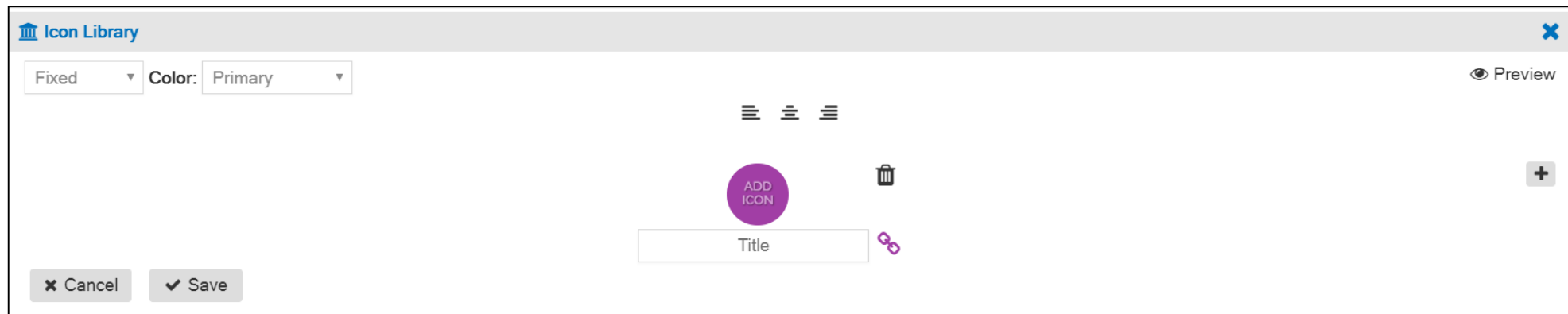
OPTIONAL SETTINGS

Width (%) Limit

Show Results: Pages Categories Members Events Quicklinks

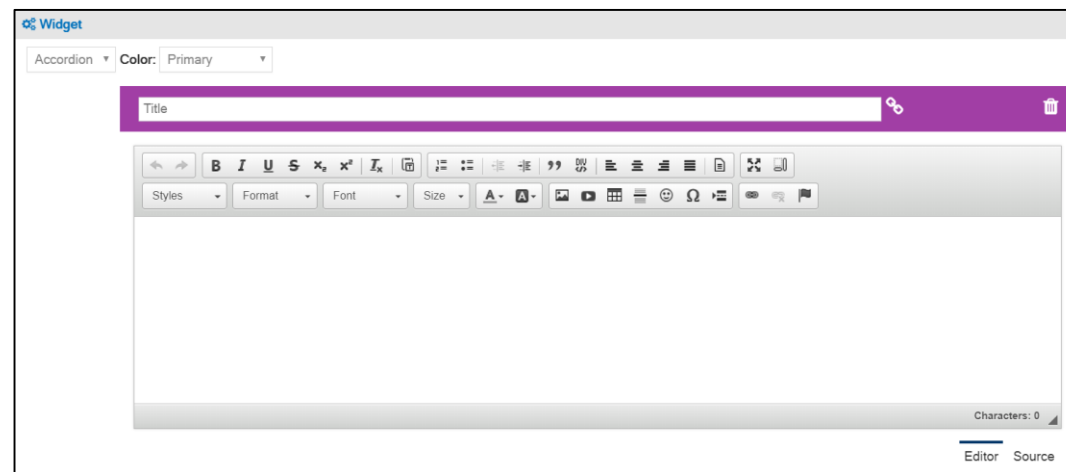
Working with Page Content

- Icon Library: Add icons, such as Module, Category, Social icons, or upload a custom icon from the file manager to a desired content area.
- WIKI: [Working with Icon Library](#)



Working with Page Content


- Widget: The Widget (Pro Edition) option gives you a way to group information together using advanced widgets like the tabs or accordion style widget. This is available to Pro Edition users.
- WIKI: [Working with the Widget \(Pro Edition\)](#)






Working with Page Content

- Video: Allows you to add video to your website
- WIKI: [Working with Video](#)

Video ✕

Content Style: Preview 

Title

YouTube or Vimeo Url

OPTIONAL SETTINGS

Max Width (%)

Show Info About Video Auto Play Loop Show Controls *

*Available for YouTube Videos.

Questions?