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
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
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](#)
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
Questions?