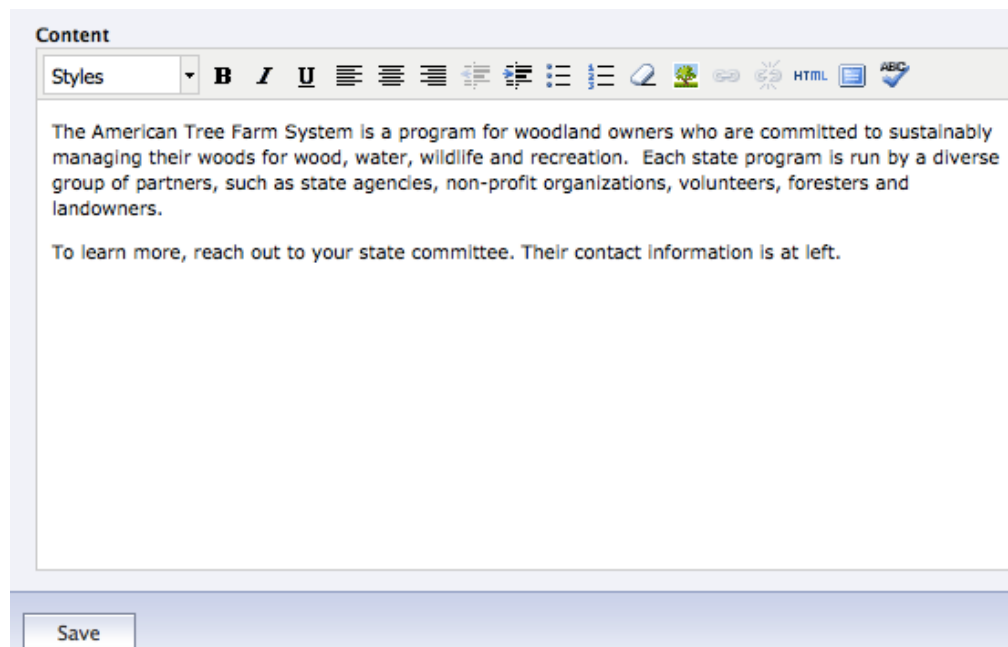



Using the “Content Editor”

The Content Editor is also sometimes called a WYSIWIG editor. That stands for “what you see is what you get.” This means that the text, links and pictures that you enter into the window are turned into website code by the editor. This allows you to see in the editor what actually appears on the screen when someone views your website. Handy!

The Content Editor has many of the same options and icons as Microsoft Word. Notice the many familiar buttons below.



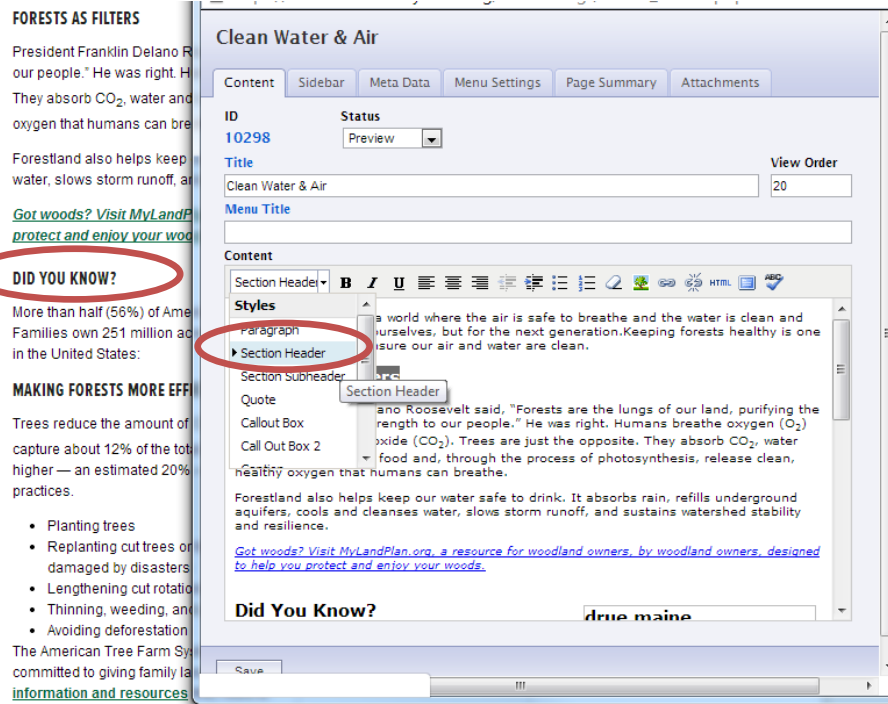
Just like in Microsoft Word:

- **B is bold**
- *I is italic* and
- U is underline
- Indent (), bulleted/numbered list and text alignment buttons are also the same.

To use any of these tools, highlight the desired text and click the icon. You should be able to see immediately the change you’ve made. In order to see it on the real webpage, you must click save and refresh the page (CTRL + R).

*Note: The Content Editor looks like Word, but it is different because what you enter is being written into HTML code. You can see it by clicking the “HTML” button. Be patient if spaces or strange typefaces are added where you did not want them. Simply go back in to remove them. If you are feeling ambitious, editing is easier if you learn some HTML code. We recommend CodeAcademy.com. **Copy and paste text from Word into Notepad before pasting it into the CMS. This strips out the Word styling and makes the text easier to format in the CMS.***

Make a “Section Header”




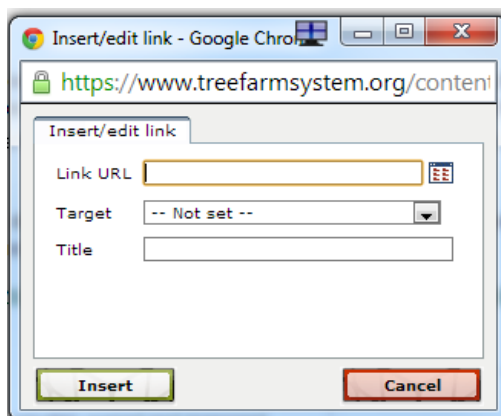
If you want to make a nicely styled title for a section (See the “Did you know?” circled to the left), highlight the text you would like to use as your title. Click on the “Styles” drop down menu. (also circled) Select the “Section header” option.

This will put a “Style” onto the text. Unlike the Text tools, it will not look any different in the Content Editor. The change will only show up

on the real webpage once you have saved it. It is a good idea to do this step last so you know that you’ve gotten all of the headers you want.

Adding a Link

To add a link, highlight the text you want to link. Then, click the “chain” button (). The “Insert link” window will appear. Here’s how to complete the fields on this pop up window.



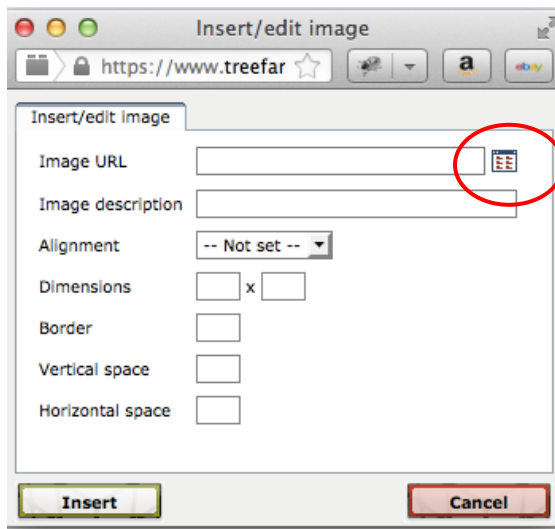
- **Link URL:** You can add the link URL in this field. If you are linking to a page on the Tree Farm website, you should only include the last part of the URL.

For example, to link to <https://www.treefarmssystem.org/subscribe>, you only need to write “/subscribe” in this field.


- **Target:** When someone clicks your link, do you want it to open in a new browser window or in the same window? This is controlled here. Always set “Same window” for internal links.

- **Title:** Write a description for your link (example: “Wisconsin Department of Natural Resources website”). This is helpful for search engines.

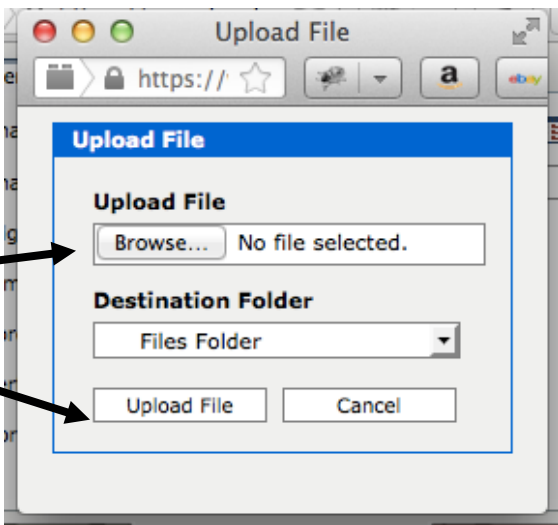
Inserting a Photo or Graphic



Put your cursor where you want the image to go.

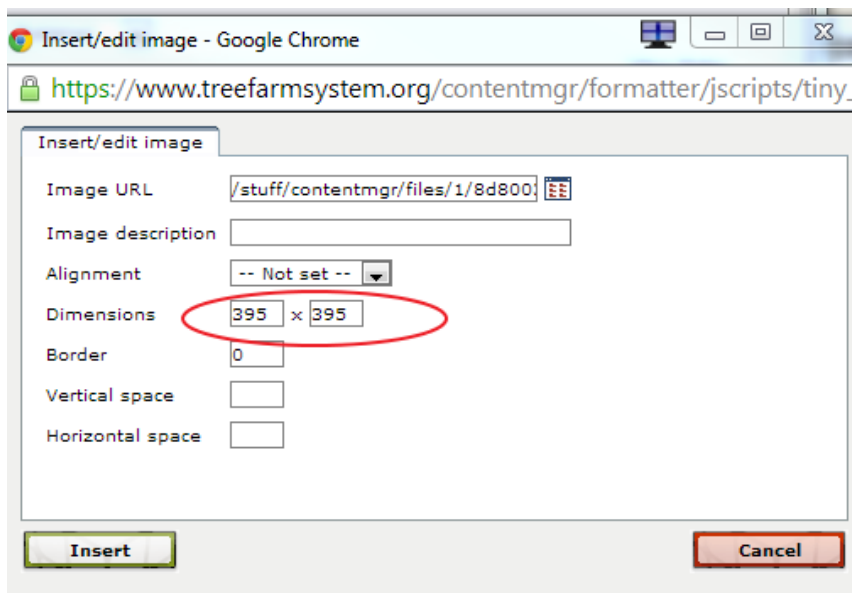
Then, hit the photo insert button .

A new window (left) will pop up. Click on the circled icon to browse for the image on your computer.



When you click it, this window (left) will appear. Hit the “browse” button to select a file from your computer. Then, click upload file.

(Another option: If you are using a picture that is already on a website, you can right click on the image, copy the image URL and put into the field called Image URL.)



After you upload the image, the “Insert/edit image” window will automatically show the image dimensions – width by height. Make sure it is not too big for your page (full width about 650 pixels).

Here's how to complete the rest of the fields on the Insert/Edit Image window:

- **Image description:** Please complete this field with a brief description of what is in the photo. This allows vision impaired users to use a screen reader to navigate the site and helps with our search engine ranking.
- **Alignment:** You can also set the image alignment. The most common choices are left, right, center and "baseline," which sets the image in line with the text.
- **Dimensions:** You can resize the image by changing the dimensions here. It is ok if both dimensions are not present.
 - **PLEASE NOTE:** Do not upload large photos and use this to resize them. This causes the images to download slowly. It is annoying for people with slower Internet, and our site gets a negative mark from Google for slow load times.
- **Border:** This sets a black border around an image. Tree Farm's website does not typically have a border around images.
- **Vertical/Horizontal space:** This adds white space around an image as a buffer between the image and the text. The standard is 5 pixels for both fields.

Here's the same image with the "Insert/edit image" window completed:

