



# SMART Training Manual

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## **SMART Features**

Websites should be updated regularly in order to appeal to their intended customers and Google. Our in house SMART CMS is used to power over 200 websites and we have developers across the country offering our CMS as the preferred solution to their customers.

### **SMART CMS (website update tool)**

1. Easy to use - specifically designed for non-technical users 100% Secure
2. Update your website any time and from any internet connected computer
3. Add/edit your website pages, menu, text and images
4. Add watermarks to your images – useful to copyright your images.
5. Upload documents including PDFs, word, excel to your website
6. Preview mode - to check your changes before you publish to the website
7. Manage your own SEO campaigns easily.
8. Search engine friendly and built using hand coded XHTML/CSS.
9. Bespoke - we can customise it for your website needs.

Several additional modules are also available:

### **SMART Secure**

Addition to standard module to allow you to create members only areas of the website, useful for client or customer only information.

### **SMART Newsletter**

Send nicely formatted emails and manage your customer database all in one place.

### **SMART Shopping Cart**

Low cost integration with Roman Cart to provide you with a online store.

1. Simple update tool to add/edit/remove products from shop pages
2. Manage prices
3. Place items out of stock
4. Shopping basket set up and integration with chosen payment provider
5. Add to Basket and Check Out Buttons on the website
6. Website compliant to your chosen payment providers terms and conditions
7. Additional pages for privacy policy, postage + returns, terms and help with writing the copy to ensure that your website is legal!
8. Full help and assistance in setting up your store and selling online
9. SMART Translation - Create cloned websites using different languages as default.

## Login

The screenshot shows the login interface for the SMART Control Panel. At the top left is the B Websites logo. To the right, there is contact information: 't0845 625 5075' and 'e:info@bwebsites.co.uk'. A 'Contact Us' link is also present. Below the header, there is a 'Login' button. The main heading is 'SMART Control Panel - Login'. The text below reads: 'Welcome to SMART - the content management system provided to you by B Websites.' followed by 'Please login'. A warning message states: 'It is highly recommended that you use IE7 or IE8 to use SMART otherwise certain features will not be available or will not work correctly.' To the right of this text is a login form with the following elements: a 'Username' field containing 'Demo', a 'Password' field with masked characters, a 'Go >>' button, and a 'New Password' link. At the bottom of the page, there is a footer with copyright and registration information: '©2004-2010 Budget Web Sites Limited | Registered in England No 5349108 | Registered Office 47 Lansdown Close, St Johns, Woking, GU21 8TG'.

1. To access SMART go to the following URL / link: [www.bwebsmart.co.uk](http://www.bwebsmart.co.uk)
2. Insert your Username and Password.
3. Type in your Username and press the new password button, if you've forgotten your Username you need to request a new password by emailing [support@bwebsites.co.uk](mailto:support@bwebsites.co.uk)

**It is highly recommended that you use Internet Explorer 7 or Internet Explorer 8 to use SMART otherwise certain features will not be available or will not work correctly.**

## Welcome Page

**1** Menu

**2** Your current live site can be seen here [www.bweb-smart.co.uk](http://www.bweb-smart.co.uk)  
Your current preview site can be seen here [www.bweb-smart.co.uk/preview/](http://www.bweb-smart.co.uk/preview/)

**3** Welcome | Select Website | Account Details | Logout

**4** **SEO workshops**  
With a little knowledge you can use SMART to SEO your website. Gain more visitors and win more customers.  
[Full details >>](#)

**Free resources**  
Our blog is crammed with lots of tips and tricks to keep your website fresh.  
[Visit blog >>](#)  
Help your website do the talking.  
[Download copywriting guide >>>](#)

**Recommend a friend**  
Recommend B Websites to a friend and if they purchase a website, you will be entitled to one years FREE SMART licence (value up to £60) - so [contact us](#) and make that recommendation NOW!

**Do you need some HELP?** If you need some help with SMART or your website the best way to get in touch is to use our [online form](#)

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- 1** This is your Main Menu.
- 2** These are links to Preview your website or to see your current live website.
- 3** This is your Admin Menu, you can change your account details and Username and Password here. Don't forget to log out after your session.
- 4** These are News Flashes, which may include details of special offers and new features available within SMART.

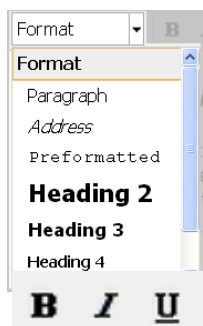
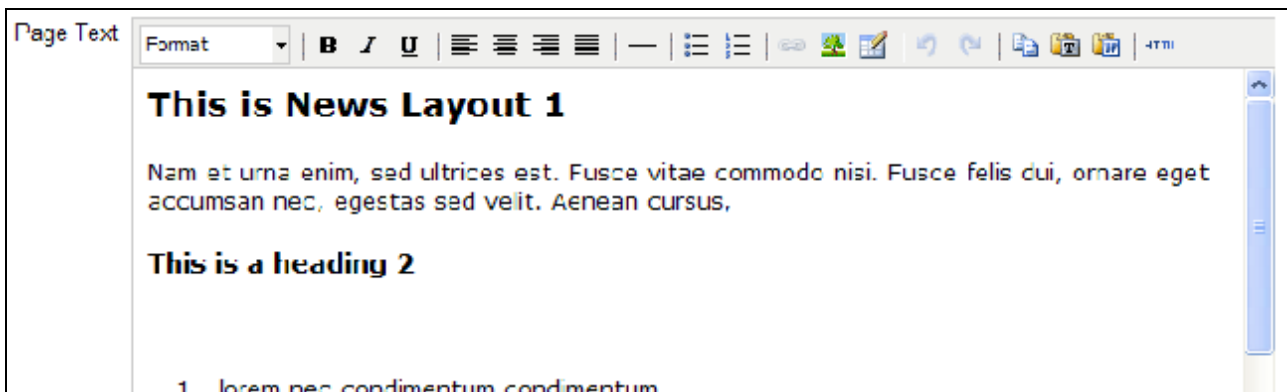
## Editing Your Pages

The screenshot shows the B Websites admin interface. At the top left is the B Websites logo. To the right are links for 'Help | Contact Us', a phone number 't:0845 625 5075', and an email 'e:info@bwebsites.co.uk'. Below this is a status bar with 'Status: Logged In -> Demo Left' and navigation links for 'Welcome', 'Select Website', 'Account Details', and 'Logout'. On the left is a 'Menu' sidebar with options like 'New Page', 'Edit Page', 'Delete Page', 'Order Menu', 'Image Library', 'Document Library', 'Preview', 'Make Live', 'Create Newsletter', 'Edit Newsletter', 'Send Newsletter', 'Manage Users', 'Advanced Settings', and 'Help'. The main content area is titled 'Edit Page - Step 1' and asks 'Which page would you like to edit?'. A list of 17 pages is provided, with the first two items, 'News Layout 1 (News)' and 'News Layout 2 (News)', highlighted with a red '2' in a square. A red '1' in a square highlights the 'Edit Page' option in the menu.

**1** Select 'Edit Page'

**2** Select the page to edit

## The Text Editor



Drop down menu for formatting your headlines - so you can choose a heading or paragraph text

Format your text to either **Bold**, *Italic* or Underlined



Arrange the alignment of your text to 'Align Left', 'Centered', 'Align Right' or 'Justify'



Insert Horizontal Ruler – To put a line through your text



Bullets and Numbering icons



Highlight a word or sentence, then click this icon to add a Hyperlink



Insert an image



Insert a table



Undo or Redo your changes



Copy, Paste as Plain Text or Paste from Word



For Advanced users you can view and edit the HTML

# Editing News Pages

**Page Image**

Click the button to add an image to this page. You are able to include 1 image, if you require more please use a Gallery page instead.

**1** Title \*  **2**

Caption

**Page Details**

Articles Per Page

**Articles**

Click the button to add an article to this page. You are able to add up to 50 articles.

**3**  **4**  **6**

Headline \*

Article Text

Date  Title

webaddress: http://    **5**

Headline \*

Article Text

Date  Title

webaddress: http://    **7**

**8**

## **Adding an Image to your Page**

- 1** Add the name of your image
- 2** Click on 'Select Image' to choose through all of your uploaded images

## **Adding a News Article to your Page**

- 3** Add a Headline or Title to your article
- 4** Type the Hyperlink / URL of a website and the headline of the article will become a link. If you want an internal link, to a page on your website, click on 'webaddress' and a pop-up will show you a list of your website pages.
- 5** Click on 'Select Image' to add an image to your article

## **Deleting a News Article**

- 6** Select this box and click on 'Delete Article' to delete a News Article

## **Rearranging News Articles**

- 7** Select an article and click 'Up' or 'Down'

**Don't forget to 'Save Changes' you make before leaving the page.**

## Editing Gallery Pages

**Images**

Click the button to add an image to this page. You are able to add up to 50 images.

1 Title \*  Select Image \*  2

Caption

Buy Now Button

3 Title \*  Select Image \*

Caption

Buy Now Button

3 Title \*  Select Image \*

Caption

Buy Now Button

5 Delete Image 6 Up Down 4 Add Image

<< Back Create New Page

The screenshot shows a web interface for editing gallery pages. It features a section titled 'Images' with a sub-instruction: 'Click the button to add an image to this page. You are able to add up to 50 images.' Below this, there are three image entry forms. Each form consists of a checkbox, a 'Title \*' text field, a 'Select Image \*' text field, a 'Caption' text area, and a 'Buy Now Button' text field. The first form has callout numbers 1 and 2 pointing to the 'Title \*' and 'Select Image \*' fields respectively. The second form has callout number 3 pointing to the checkbox. The third form has callout number 3 pointing to the checkbox. At the bottom of the form area, there are five buttons: 'Delete Image' (callout 5), 'Up' (callout 6), 'Down', 'Add Image' (callout 4), and 'Add Image' (callout 6). At the very bottom of the page, there are two buttons: '<< Back' and 'Create New Page'.

## **Adding Images to your Page**

- 1** Give your image a name or title
- 2** Click on 'Select Image' to choose through all of your uploaded images
- 3** Add the caption of your image, not compulsory.
- 4** Click 'Add Image' to add more images

## **Deleting an Image**

- 5** Tick this box, then press 'Delete Image'

## **Rearranging Images**

- 6** Select an image and click 'Up' or 'Down'

## Editing the Contact Us Page

The screenshot shows a web form for editing a contact page. It is divided into several sections:

- Multimap Reference:** A text input field containing "http://".
- PDF Document:** A text input field and a "Browse..." button.
- Contact Details:** A section header.
- email Address \*:** A text input field containing "test@test.co.uk".
- Thank You Message:** A section header.
- Message:** A text area containing "thanks".
- Page Image:** A section header with a note: "Click the button to add an image to this page. You are able to include 1 image, if you require more please use a Gallery page instead." Below this is an "Add Image" button.

At the bottom right of the form are two buttons: "<< Back" and "Save Changes".

- 1** Add a map to your Contact Us page by adding the link to a map here – you can get maps from [www.google.co.uk/maps](http://www.google.co.uk/maps) or [www.multimap.com](http://www.multimap.com)
- 2** Add the email address that you would like your enquiries to go to here.
- 3** Add a thank you message for your enquirers

**Don't forget to 'Save Changes' to your page.**

## Creating a New Page

1. Select 'New Page' on the Main Menu,
2. Select your page type and layout and
3. Click 'Next'.
4. Add your 'Page Name', 'Page Heading' (this is not compulsory) and your 'Page Text'.
5. Now click 'Create New Page' at the bottom of the page.

You can also add images and documents at this stage. If you are unsure how to add images to your library please see section 'Image Library'.

**If you are unsure about what page type and layout you should be using please contact [support@bwebsites.co.uk](mailto:support@bwebsites.co.uk)**

## Deleting a Page

1. To delete a page click 'Delete Page' on the Main Menu
2. Then select the page that you wish to delete and press 'Delete Page(s)'

## Order Menu

1. Click on 'Order Menu' on the Main Menu
2. Choose the page which you want to move 'Up' or 'Down'
3. Click 'Up' or 'Down'.
4. Don't forget to 'Save Changes'

## Adding Submenus

1. Make the page a 'non menu' page.
2. At the top of the edit page section tick 'Display on menu? No' for example below.

Page Settings

Secure Page \*  Yes  No

Display on menu?  Yes  No

## Image Library

**1** Add an image name

**2** Click 'Browse...' to search your documents for the image you would like to upload

**3** Click to add the images.

**4** Delete Image

- 1** Add an image name
- 2** Click 'Browse...' to search your documents for the image you would like to upload
- 3** Click to add the images.

**If you experience errors uploading your images, please resize the images, before uploading, to a maximum height and width of 1000**

**pixels. We recommend the free software Fotosizer for this, which can be downloaded from [www.fotosizer.com](http://www.fotosizer.com)**

**If you have any more issues with uploading images please email [support@bwebsites.co.uk](mailto:support@bwebsites.co.uk)**

## **Deleting an Image**

**4** Click the box to select an image and press the delete button

Make sure if you are deleting an image to take it off its original page(s).

## Document Library

### Document Library

Add New Document(s)

1 Document Name \*  2 File \*  Browse...  Keep original filename 3

Add Document(s)

Delete Document(s)

Help File (application/octet-stream)

4 Delete Document

- 1 Choose a document name
- 2 'Browse...' your computer files for the document you would like to upload
- 3 Choose to keep the original filename, yes or no.

### Deleting a Document

- 4 Tick the document you wish to delete, press 'Delete Document'

Make sure if you are deleting a document to take it off of it's original page(s).

**Only filetypes doc, txt, pdf, xls, text or zip files are allowed to be added to the document library.**

## Advanced Settings

### SEO

Page Name	Meta Description	Meta Keywords and Page Title
Home (News)	<input type="text"/>	<input type="text"/>
Portfolio (Gallery)	<input type="text"/>	<input type="text"/>
Contact Me (Contact Us)	<input type="text"/>	<input type="text"/>

#### Meta Description:

- Not used by google in finding pages
- Used in the SERPs display
- Should be around 250 letters including spaces
- Use the page keywords
- should be inviting
- Can be thought of as a google listing

#### Meta Keywords and Page Title:

- Should be unique to the page
- IS used by google
- No more than 10 words long
- Use relevant keywords or phrases
- Emphasis on the first word

Once done click on 'Update'.

## **Support**

If you have any problems at all using SMART please email [support@bwesbites.co.uk](mailto:support@bwesbites.co.uk)

You may also ring 0845 625 5075 during normal offices hours. However you may receive a quicker response from email as they are monitored out of office hours.

Thank you for using SMART.