Web editing guide
Diocese of Oxford

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The Diocesan Staff page is your one-stop shop for everything you need to know.

Click here for a guide to adding vacancies (opens in Teams).
Logging on

The log on link is oxford.anglican.org/control.

Your username is “Firstname Surname”.

Your password has been emailed to you. If you forget it, click Forgotten your password? and follow the reset process.
Folders

Once you’ve logged on, you’re taken to **Global Office** – the editing part of our site.

Click the **Web Pages** tab.

On the left, you’ll see a list of folders.

**NOTE:** You will only see folders you have editing rights to. If you see something you shouldn’t, or can’t see something you think you need access to, email **Emma** or **Comms**.

Folders with the > arrow next to them can be expanded to show sub-folders, and some sub-folders can be further expanded.

Click on the title of the folder you want to edit.
Pages
Once you’ve clicked a folder, you’ll see the title of the folder you’ve opened and a list of pages within that folder. Most folders will have just one page (News and Vacancies are the main exceptions).

Here you can see the **page title**, when it was **last updated** and by whom, its **version number** (ie how many previous saved copies there have been) and its **status**. A full black star means the page is currently live. A black outlined star with a white centre means the page has now expired – this will only be seen on Vacancy posts. A calendar logo means the page is scheduled to go live at a later date – again, this is only for News and Vacancy posts.

On the right-hand side, you have three icons. The yellow pencil takes you to the **page edit screen**.

The red bin deletes the page and the blue paper icon duplicates the page – don’t use either of these. If you feel there may be need to, email Emma or Comms to discuss why and next steps.
Page overview
Click the title of the page to be shown a summary of the existing data.

Do not use the Hide Page or Delete buttons. Click Edit to go to the page edit screen.

The Page tab displays the title, summary, tags (only used on Vacancies and News) and body content of your page.

The Optional Information tab displays expiry and publish dates (only for Vacancies and News), a featured image (not currently in use) and a meta description.

The Audit History tab displays a list of every previous saved version of the page. Click on the title of the version to see a summary. At the bottom of the summary, you have the option to Restore that version, removing any changes made since that date.

Do not delete any versions.
The **Page Title** displays at the top of your page. It also displays as a clickable link if this page features in any search results (internal, ie through the search bar on our site, or external, eg Google). This should be a max of 5 words, ideally no more than 3. The first letter of the title should be capitalised. Any further words should only be capitalised if grammatically necessary.

The **Page Summary** is a sentence describing the content people on the page. It appears underneath the Page Title in internal search results. It should be one sentence, written in natural language and end in a full stop. It should include any keywords not covered by the page title – eg for the Environmental Action page, it may include keywords like “climate change”.

You may or may not see a **Tags** field – this is only visible to those who need it. Tags should only be used in Vacancies or News and should be left blank on all other pages. [More on tags for Vacancies here](#).

The **editing box** contains the page body content. You do not need the Page Title at the top of this box – it comes through automatically. Your page content may start with a full-width banner image – do not edit this. Edit or add to the body content below that as needed – [see the editing options here](#).

**Page Status** allows you to choose whether a page should be saved as draft or published to the web. If the page is the only one in the folder, and is currently ‘live’ (ie set to Publish to Web and visible to people viewing our site), do not change this to save as draft. People will see an error message.

**NOTE:** The page does **not** autosave. If you are making significant changes, save at frequent intervals to avoid losing work.
Editing options

Here is an overview of each icon in the edit screen. Below you’ll find more information on how to use each icon.

Do not use

Don’t use any of the icons highlighted in red above – these are:

- Save
- Templates
- Underline
- Strikethrough
- Sub/Superscript
- Add/remove Indent
- Justify
- Add Page Break
- iFrame
- Font
- Size
- Colours.

Source

Source switches between a standard view (default) and an html view. If the Source icon is blue and your page is full of < > brackets, you’re looking at the html. Click Source again to switch to standard view.

If you’re copying and pasting content from Microsoft Word or similar, pasting into the html Source will strip out any unwanted formatting. Select and copy your text in Word, click Source and click your cursor into the text at the correct point. Press Ctrl + V or right click and select Paste. Click Source again and you’ll be able to edit your pasted text as normal.

Adding videos

If you’re adding a Vimeo video to your page, paste the embed code into the html Source. To find the embed code on Vimeo, go to the video URL and click Share or the paper aeroplane icon. Click Embed or the </> icon. If you’re given the option, select Responsive – this means the video will scale to varying screen sizes.
Vimeo automatically generates an embed code. Copy the whole embed code, click Source to view the html Source and paste the code in. Somewhere in the code it will say "width:" followed by a number. Make sure this reads "width:100%". The height should be set to "height:100%" for Vimeo.

In the standard Source view, the video will display as a box with the word iFrame, and may appear to have large amounts of white space around it – this does not reflect what users of our website will see.

See how to add a YouTube video.

Cut, copy and pasting options
Highlight text and click the scissors to cut. You can also use Ctrl + X. This removes the text from its current location, ready to be pasted elsewhere.

Highlight text and click on the multiple pages icon to copy. You can also use Ctrl + C. This enables the text to be pasted elsewhere without being removed from its current location.

There are three paste options – Paste, Paste as Plain Text and Paste from Word.

Use Paste to paste in copied text with no existing formatting – eg from the Notepad app. You can also use Ctrl + V.

Use Paste as Plain Text to paste text copied from programmes that may have added formatting – eg Outlook. You can also use Ctrl + Shift + V.

Use Paste from Word to paste text copied from Microsoft Word.

Undo/Redo
Undo or redo the previous change. This can be used multiple times to undo/redo a series of changes – but only within your current editing session.

Find
Find text within your webpage. You can also use Ctrl + F to find.
You can find and replace text – if for example you had spelt someone’s name wrong, you could use this to replace every incorrect spelling with the correct one.

Select all
Selects all the text in the body of your page.

Standard text formatting
Similar to programs like Word or Outlook, you can make text **Bold** or *Italic* and change the alignment from left, right or centre.

Do not use abc.

Do not **underlined** text – this looks like a broken link.

You can also create bulleted or numbered lists.

Copy or remove formatting
Copy or remove the formatting – eg the heading type, the alignment, etc – of the highlighted text. This will not impact the actual words written.

Blockquotes
Highlight short quotes and click the speech marks icon to add a blockquote. This displays on our website as:

```
“Mission is finding out what God is doing and joining in”
```

Blockquotes should only be used on actual quotes at a maximum of two-three lines long. Blockquotes will apply to the whole paragraph of text so you’ll need to move the quote to a new line.
Links
Highlight the text you’d like to link and click the chain icon.

The **Display Text** is the clickable text seen by a web user.

The **Link Type** can be set to URL (for internal, external links and [links to documents](#)), Email or Anchor.

For URLs, paste the web address into the **URL** field. The Protocol will update automatically.

For external URLs, click **Target** and select **New Window**. We want to keep people on our website for as long as possible, so if we are sending them away to an external URL we want this to open in a new tab.

Internal links can be left as `<not set>` or should be changed to Same Window.
When Link Type is set to **Email**, add the email address to the correct field. You can also set a Message Subject if you feel this is helpful.

Leave Message Body blank for users to add their own.

When Link Type is set to **Link to anchor in the text**, the By Anchor Name dropdown lists all available anchors on this page. Select the one you need.
Click OK to save the link.

Links appear in blue and are underlined. To remove an existing link, click the cursor into the blue text and click the second world **Unlink** icon.

To edit a link, double click on the blue text or click into the blue text and select the first chain icon.

The Link icon is also used to add links to documents – see the Documents section.

**Anchors**

An anchor tag takes people to a certain place on a webpage – it automatically scrolls a web user down to the information they need to see. It can be useful on particularly long webpages or pages with more than one distinct topic. If you think this might be useful on your page(s), email Emma or Comms.
To set an anchor, click your cursor next to the place in the page you want to link to. Click the flag icon, next to the link icons. Add an anchor name. This should be a sensible word or short phrase that relates to the area you’re linking to.

If you are using multiple words, separate them with a hyphen.

Click OK. A red flag will appear where your cursor was. Be careful not to delete this by mistake.

To link to an anchor from within the same page, use the Link icon and change the Link Type to Anchor. Use the Anchor Name dropdown to select from the anchors you have created on that page.

To link to an anchor from a different page, copy the page URL and add #anchor-name to the end.

For example, if I go to oxford.anglican.org/parish-support/parish-hr-toolkit/recruitment-and-selection I am taken to the top of the page.

If I add #right-to-work to the end of the URL (before the final / - so oxford.anglican.org/parish-support/parish-hr-toolkit/recruitment-and-selection#right-to-work), I am automatically scrolled down to the relevant paragraph, in line with my anchor tag.

Images
See the section on Images.
Tables, lines and special characters

These icons give you the scope to format text in a table or divide distinct pieces of information with a horizontal line. If you feel this is needed on your page, email Emma or Comms.

YouTube

Click the YouTube icon to add a YouTube video.

Paste in the YouTube URL. ALWAYS tick Make Responsive. Other options can be left as default.

Click ok.

Format/Headings

This box may also say ‘Normal’ as a default.

Don’t format titles using the bold or underlined settings – these make words look like broken links.
Instead, use **Headings**. Click into the wording you wish to make a heading (it will apply to the whole paragraph so add line breaks either side of your chosen heading text) and use the dropdown to select the desired heading.

Normal is for running paragraph text.

There are 6 Headings types ranging from 1 (the largest) to 6 (the smallest, but still distinct from ‘normal’ text).

Headings 1-6 should be used in order down the page. The page title is Heading 1, so the maximum heading you should use is Heading 2.

Use Heading 2 or 3 for main Headings on your page. Use a smaller Heading (ie a Heading with a larger number) in order for any subtitles, sub-subtitles etc.

**Maximise**

Makes the edit window take up your whole screen.

**Button**

Add or edit buttons – a special type of link with a blue box around it. These should be used sparingly. Use a maximum of one per page on the most important link of the page.

To add a button, click the icon.
Fill in the relevant fields. Try to use natural language for the Text – so rather than “Click Here”, say “Book via Eventbrite”

Use Target _blank for any external links. Use Target _self for internal links (ie links to other pages on the Diocese of Oxford website).

Buttons should have their own line.

To remove a button and create a normal link, click into the linked text and click the link icon.
Optional tab

Administrator for the Generous Giving Adviser & Social Justice Adviser

Publish and Expiry Dates should only be used on pages in the Vacancy and News folders. To add a Publish/Expiry Date, tick the relevant box(es) and use the dropdowns to select the necessary day. You can’t set times, so the change will happen at 0000 on that day.

If you edit a page that has a Publish Date set in the past (ie it is now live), you will need to untick the Publish Date box to save any changes. An error message will appear if you forget.

Leave the thumbnail blank.

Email Emma or Comms if you think there is a need to change the Page Address.

Meta Descriptions

A meta description is a sentence or two that summarises the content of a webpage.

Search engines use these summaries to decide whether your webpage is relevant to someone’s search. Search results and embedded links on social
media may display this summary, so it’s often the first thing people will see of your page and might make the difference between them clicking or not.

Every webpage needs its own unique meta description that accurately and succinctly describes the page’s content. It’s not optional – despite being housed in the optional tab!

It should be around 110-140 characters. If it’s too long, it will be cut off.

The meta description field is on the Optional tab when you’re editing or creating a web page.

A meta description needs to be in natural language – read it out loud to check it makes sense.

Consider your audience and what they are likely to be searching for. Use those keywords in your description. It should also be interesting! We want people to click the link after reading.
BUT

It should match the content of the webpage - don’t offer something that isn’t there.

Make sure it’s a unique description. If there’s another page that you think could use the same meta description, consider merging those pages into one.

Your meta description can be copied from some of the content of your page, or your Page Summary, as long as it meets all the criteria above.

Examples

Likely search terms/keywords are in bold.

From Lament to Action

oxford.anglican.org/from-lament-to-action

*Racism* exists in the *Church*. We need every person in every church and every school to root it out. A *new report* is required reading for all.

Bishop of Oxford appointed to Lords select committee

oxford.anglican.org/bishop-of-oxford-appointed-to-lords-select-committee

*The Bishop of Oxford, the Rt Revd Dr Steven Croft, has been appointed to the Lords Select Committee for the environment and climate change.*

Diocese of Oxford divests from fossil fuels

oxford.anglican.org/diocese-of-oxford-divests-from-fossil-fuels

*Diocese of Oxford* announces *disinvestment* from the *fossil fuel* sector in strive to become carbon *net zero* by 2035
Adding documents to a page

In the page edit screen, highlight the text you want to link and click the chain/link icon. Click Browse Server to open the document Asset Manager.

Existing documents are divided into two tabs – Diocese of Oxford Files and [Current folder] files only.

Files are listed alphabetically, with page 1 onwards showing Document Names starting with numbers then A-Z.

If the file you need has already been uploaded, find it in the relevant tab and click on the Document Name. This will automatically populate the URL field of the link box with the document URL. Go to the Target tab and select New Window, then click OK to save the link.

To upload a document, navigate to the Asset Manager and click Choose File. Select the document you want to upload. This should have a file name as per our naming conventions, ie:

YYYYMMDD-doc-section-document-name-versionnumber

For example:

20220210-doc-ministry-clergy-handbook-v02

Add the Document Name. This appears as a clickable link when the document appears in search results. It should be concise and natural language. The first
letter should be capitalised, then subsequent words should only be capitalised if grammatically necessary.

Add Keywords. These are any relevant search terms not covered by the Document Name. One keyword can consist of multiple words, separated by spaces. Separate each keyword/phrase with a comma and a space. This can be left blank if the Document Name covers all keywords.

Add a Summary. This appears underneath the Document Name in search results. It should be in natural language, be a concise sentence and end in a full stop.

Choose whether the file should be available in Any folder or [Current folder] only. Use your best judgement here – a diocesan report on poverty might be linked from our Social Justice, News and Annual Review pages, so it will stop duplicate uploads if you choose Any Folder. A role description for a specific job would only appear in the relevant Vacancy page, so selecting Vacancies folder only prevents the global file library from getting clogged up.

Click Upload.


Click on the title of the document to populate the URL field of the link box with the document URL. Click Target and select New Window from the dropdown. Click OK.

Document library
Under the Web Pages tab, click Files.
Here you can search and filter through all the documents uploaded to our site. In the search bar, type a word/phrase to search through Document Names. **Do not** press enter after you’ve finished typing. The results will flick to and fro for a few seconds but should settle on the correct search results.

Filter documents using the **Show by Folder** dropdown. Global means files that have been set to be available in Any Folder. Click Apply Filters to search.

![Document Details](image)

The green round arrow icon allows you to replace files with an updated version. Click the icon then select the file you wish to use as a replacement. Once you have updated the document, open the file by clicking the title, then select Preview File. Check that this takes you to the updated document – you may need to hard refresh (hold Ctrl + F5) for the change to appear.

The blue person icon shows the author of the document.

The yellow pencil icon lets you edit the keywords and summary. You can also add a publish or expiry date – this should only be used on documents relating to a Vacancy with an expiration date.

The green > arrow lets you move the document from folder to folder or change its availability from a specific folder to Global – ie to be used anywhere across the site.

The red bin allows you to delete the document. You can only do this if there are no links to the document on our webpages.

Click the title of the document to see the Title (aka Document Name), Files Name (what the document was called on your computer before upload – in line with our naming conventions), Added On date, Keywords and Summary.

**It also lists the pages that currently link to this document.** If you needed to delete a document, you would need to use this page list to remove all links before deleting the document.

The replace, edit and delete icons are the same as before.

**Preview File** opens the document in a new tab. You could then copy and paste that URL into the link box of a webpage to open the document, instead of using Browse Server and the Asset Manager.
Images

Image requirements
Images should always be saved as JPEGs and be under or close to 100kb.

Avoid text-heavy images as these are not accessible.

Make sure your image is good quality – not blurry or pixelated – and adds to the message of your page.

Your page may feature a banner image – a full-width image at the very top of your page. Do not edit or remove these.

Images on a page should be square and 1000x1000 pixels, or full-width at 1500x563 pixels.

On your computer, hovering over an image file in your documents library will tell you its dimensions.
If the image is large enough to use, right click it and select **Open With** > **Photos**.

Click **Edit & Create** and select **Edit**.

Click **Aspect ratio** and select **Square**. Drag the corners of the square to select your final image.
Click Save a Copy or Save.

Then click ... in the top right corner and select Resize.

Click Define custom dimensions and enter 1000 in both the Width and Height boxes. Change the Quality to between 70-80% to get roughly the right file size, and click Save.
Adding an image to a page
On the page edit screen, click the image icon.

Click Browse Server on the Image Properties pop-up.

Images already uploaded are sorted into two tabs – Global (available on any page of the site) or [Current Folder] Images Only. They are sorted by upload date from oldest to newest.

Click on the image thumbnail to add it to your page and return to the Image Properties pop-up.

To upload a new image, select the image icon, click Browse Server and then click Choose File. Select the image from your document library – remember that the file should be named according to our file naming conventions:

YYMMDD-image-website-section-image-title-pixelwidth

Eg 220811-image-who-we-are-all-staff-day-1000

The file title should be in natural language. Keywords are any search terms relevant to this image that are not covered by the title or summary. They can be more than one word and each key word/phrase should be separated by a comma and a space. The summary is a one-sentence description of the image.
Choose whether the image should be available in Any Folder or just in the Current Folder.

Click **Upload**.

Find the image thumbnail in the relevant tab and click it to return to the Image Properties window.

The Preview box is not reliable – once you’ve filled in the details below and clicked OK, use the **preview icon** to see a preview of the image on the page.

**Alternative text**

Add **Alternative Text**. This is shown to anyone using our site who can’t see the image for whatever reason. Describe what you’re seeing in the image in natural language. Be specific and succinct.

Explain the type of image (eg headshot, screengrab, illustration) and what’s happening in it. Remember the mood may be important – eg is the person pictured smiling while they write this report or frowning? It changes the purpose of the image.

If there is text in your image, write it out in this field – and remember to avoid text-heavy images in general.
If your image links off to a document or another webpage, add something like “Click to open PDF in new tab.” We get visual clues on our screen when an image might take us somewhere – our mouse changes from the arrow to a hand with a pointed finger. If you can’t see that it can be jarring to be taken off to a different page with no warning!

**Sizing and alignment**

Use % in the Width box instead of just numbers – this way the image will take up the correct amount of room whether someone’s seeing it on a huge desktop screen or tiny mobile. Keep Height blank.

For square images at 1000x1000 pixels, use 30% Width.

For full-width images at 1500x563 pixels, use 100% Width.

![Image Properties](image.png)

**Border** adds a black line around your image – this should only be used if your image is mostly white around the edges and you need to clearly define the edge for some reason (eg to show it’s a document cover). Add 1 in this field in those instances.

**HSpace** and **VSpace** add a white buffer around your image. This is helpful if text is crashing into the sides of your image. Add 5 into these fields as needed. HSpace adds a buffer to the left and right of your image. VSpace adds it to the top and bottom.

Choose whether your image should be Left or Right aligned.
Linking images
To add a link to your image, click onto the Link tab.

In the URL field paste your URL. This might be to a document (you’ll need to have found the document in the document library and clicked preview file to find its URL), or a page on our website or someone else’s.

It could also be a link to the image itself – this is helpful if you want people to be able to view the image in full but don’t want it to overpower your webpage. To do this, in the Link tab, click Browse Server and find your image. Click on the image to bring across the URL.

Remember to set the Target to New Window if you’re linking to a document, image or external website.

Click OK.

Editing image properties and deleting
Double click an image on your page to open the Image Properties box.

To delete an image, click on the image once and press Backspace on your keyboard.

Do not edit or delete the banner images at the top of certain pages.
Issues

If you find a bug or issue on the new platform, log it here.

Check the list to see if your issue has already been logged. If so, click the issue title and add a comment in the right-hand panel detailing where/when you saw this issue.

If your issue is not yet logged, click + New.

Under Issue, add the name of your issue. Add more details in Issue Description.

Add a Category. If you notice a bug or error in the platform, select Bug Fix. Development Request is for anything you feel you need to be able to do but can’t yet. Select Training Issue if you notice an issue with the process you’ve been told to follow, or if you feel like you don’t know how to complete a certain process.

Add a Priority. Critical should only be used for issues that are immediately damaging to the way our site works and looks to external users. Use High for issues that are stopping you proceeding with vital work. Everything else is Normal or Low.
Leave the **Status** as New. Comms will update this so you can see any progress when you check back in.

The **Date Reported** will auto-populate with today’s date.

If you’ve noticed an issue on a specific page of the site, add the URL to the **Issue Source** field.

Where possible, screenshot the issue and add as an image.

**Issue Logged By** should automatically record your name.

Leave **Notes** blank – the Comms team will use this along the way.

Leave **Ticket #** blank – I will populate this if/when the issue is reported to the ChurchEdit Helpdesk.

Add any other files needed, then click **Save**.

Emma/Comms automatically receives an email when issues are added or amended and will then investigate.

Revisit the page to see the progress of the issue and/or to add comments if the issue develops.