



## Big Red – Quick Start Guide

The following is a quick reference guide to assist you in your role as the Content Manager of your website. The Big Red platform contains much more functionality than we have covered here and we are sure that you will discover this as you become more active with it. The purpose of this document is to guide you on the basics that you will need to get started.

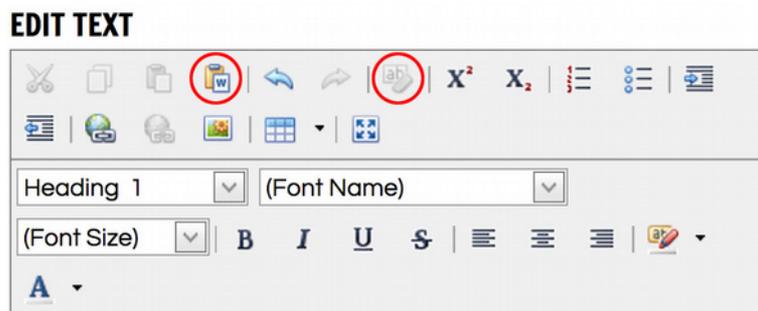
### 1. Preparing Your Content For Publishing

*“Proper planning prevents poor performance”*

In order to get the best results from your website, we always recommend that you carefully plan and prepare your page content before its added. Here are some guidelines that you should follow when adding new text and image content to both general web pages and your blog articles:

1. **Research and type-up textual content before publishing.**  
You can do this in any common text editing or word processing application such as Word, notepad or TextEdit.
2. **Remove ALL formatting from text prior to pasting it into the editor.**  
This is important as applications such as Microsoft Word add their own formatting to your content as you create it which can cause conflicts with text editors when copied and pasted-in directly. This is the case with most text editors and is not a bug in the platform but something that content managers need to be aware of and learn to control.

If you wish, you can try the 'Paste From Word' button (circled in red below) and select 'strip font family' to remove formatting. There is also an option to 'remove formatting' (also circled) for text already in place, but we find that it is best to use raw text whenever possible and then add all formatting within the editor using the preset styles provided in the drop downs such as 'Normal', 'Heading 1', 'Heading 2' etc. You can convert your copy to 'raw text'. Using Notepad on PC or TextEdit on Mac



You should try to find a way that suits you best.

3. **Optimise your images for web, prior to upload.**  
Content managers should have the ability to resize and optimise any image files that will be used on the site. This is important to minimise page load times for users and to reduce your own administration time. If you do not have knowledge of how to do this using Photoshop or Paint, you can use third party websites such as <http://www.webresizer.com/> to resize and optimise your images.

**References:**

> [How to optimise images for web using Photoshop](#)

> [How to optimise images for web using Paint](#)

**Gallery & Slider Images**

When preparing images for a slider or a gallery, you should ensure that they are all of the same cropped proportion and the same size prior to upload.

**Image Dimensions**

In order to work out what sizes to make your images, you can start from the basis that (in most cases) the overall width your web pages is will approximately 1000px wide. Therefore, you can use this as a guide to decide what width to resize your images to depending on where you wish to add them on the page.

For example, if your page has two columns and your main column is set to 70% in the layout settings then you should make these images 700px wide to fill that column width.

For smaller images we don't recommend that you make them any smaller than 350px wide in order to let them fill the column width when pages are shown on mobile devices.

## 2. Log In

To log in to the administration area of the website, click on the link at the foot of any page and enter your password. Once you have logged in, you will arrive at the administration home page where you can choose which area of the website you would like to work on (Fig1):

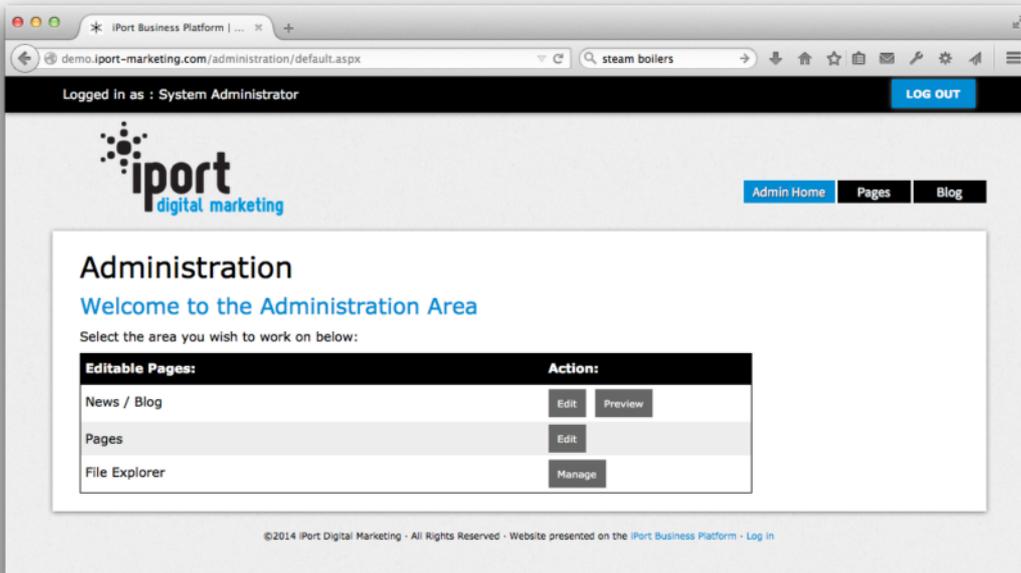


Fig 1

## 3. Pages

To view the list of pages, click on the 'Edit' button under the 'Action' heading (Fig 1) or select 'pages' from the top administration menu, to get to the 'Administration: Pages' page (Fig 2):

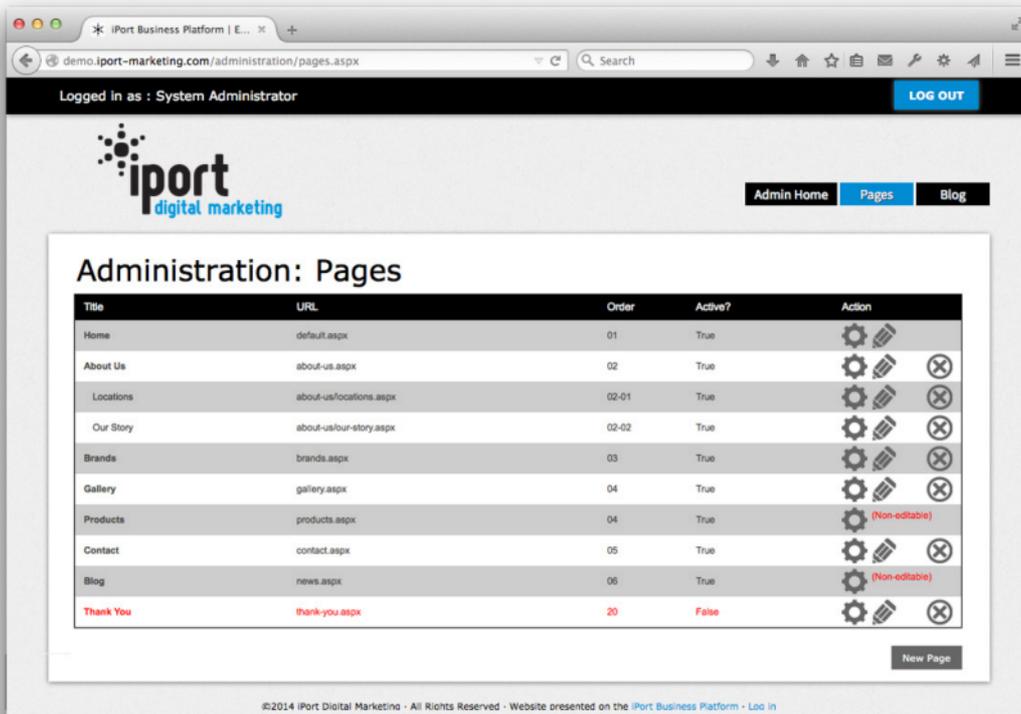


Fig 2

Here you can change the settings of an existing page (⚙️) or edit the page content (📝). If you wish to create a new page, simply click the button at the bottom of the table.

## 4. Page Set-Up

### Page Details & Meta Data

This allows you to edit the Title which also generates the URL of the page. You can also set the position of the page within the main menu or set a parent page for it.

### Meta Data

This is where you add your meta title, description and keyword tags for the page. These are used for Search Engine Optimisation (SEO).

### Page Layout

The Big Red platform also allows you to choose and adjust the layout of your page. Each coloured section represents the 'editable areas' within each page that you can have.

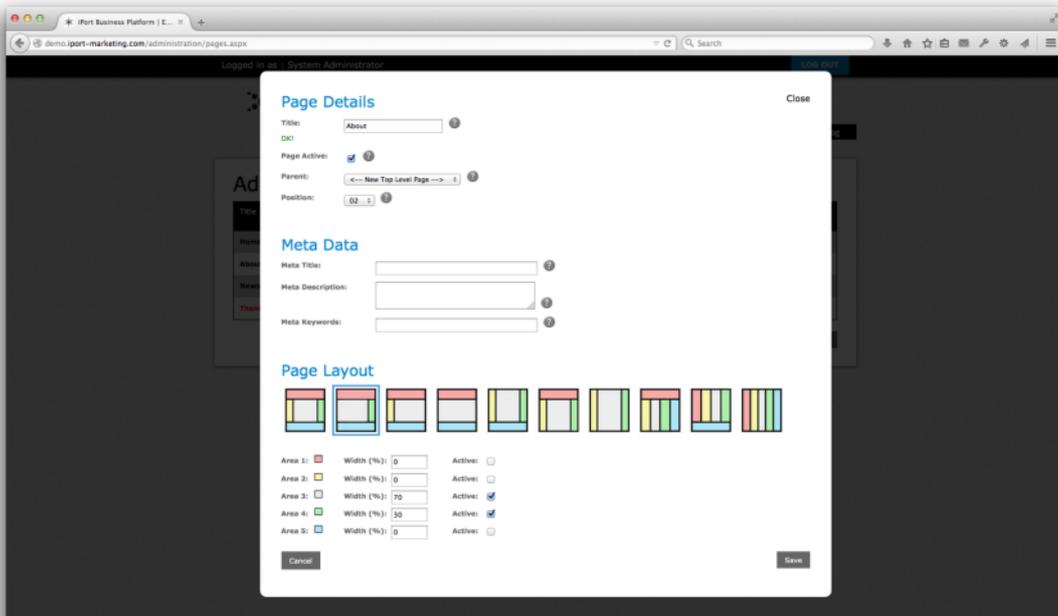


Fig 3

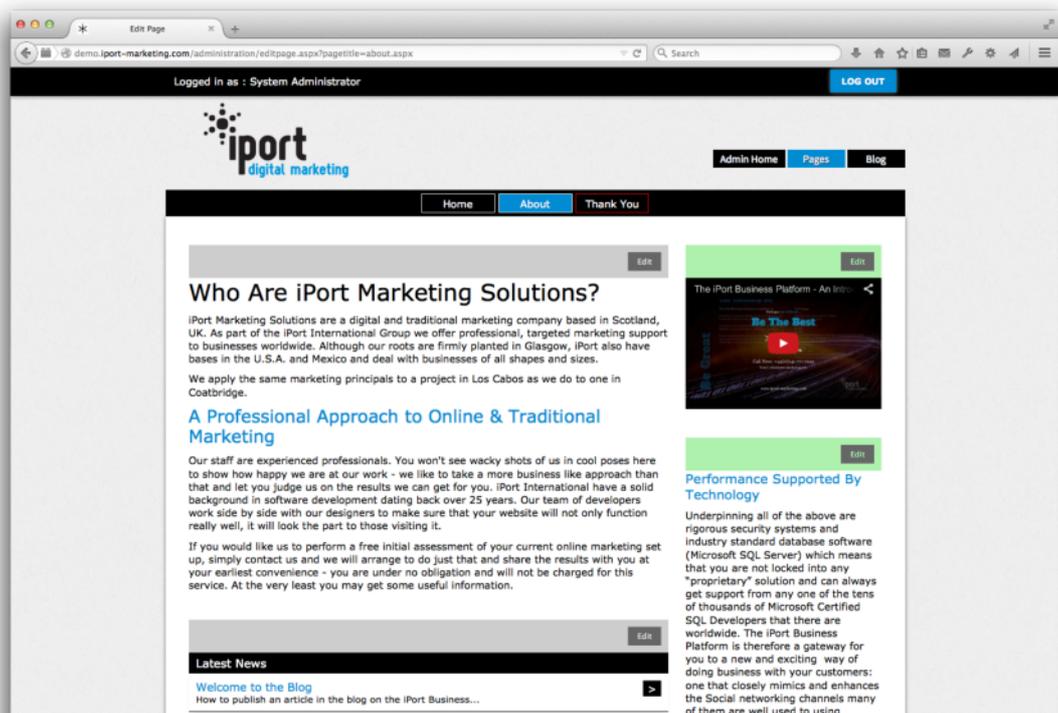


Fig 4. Within each colour coded area you will be able to add multiple 'blocks' of content (fig 4).

## 5. Adding Content

The Big Red platform allows you to work on a 'live edit' version of your page (fig 4) with colour-coded sections (eg. green, grey) which match the page layout selected (fig 3), so that you can easily control how your new content looks on the published page. You will be able to see existing content and have the option to 'Add Content'.

To live-edit, click the 'Edit' button within the colour-coded area of the section you wish to change (fig 4) and this will take you to the 'Edit Area' screen for that section (fig 5). To make editing convenient you have a choice of which 'type' of content you wish to add to your page. You can choose from options such as general text and images, sliders, YouTube videos and galleries (fig 5). You can even drop-in side menus to sub pages within larger sections to enhance user navigation, or, you can add a feed from your blog to show the latest articles anywhere on your site.

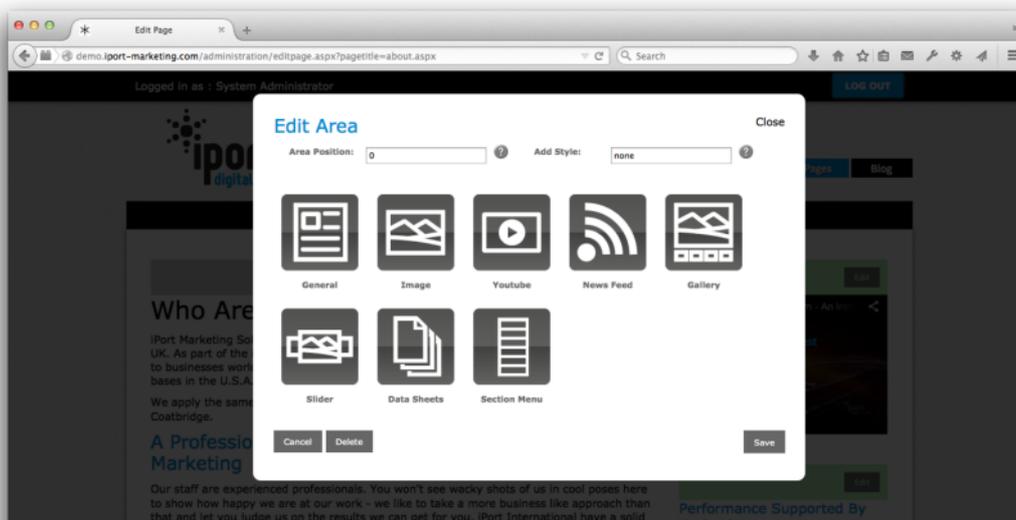


Fig 5, The 'Edit Area' page.

The example shown below (fig 6) is for general content which uses an intuitive 'Word style' editor. You can add and style your text to match the rest of the site. You can also add images within the text and have the option to edit the HTML code that will be published to the page if you wish to. Add your content, click 'save', and it will be added to the page.

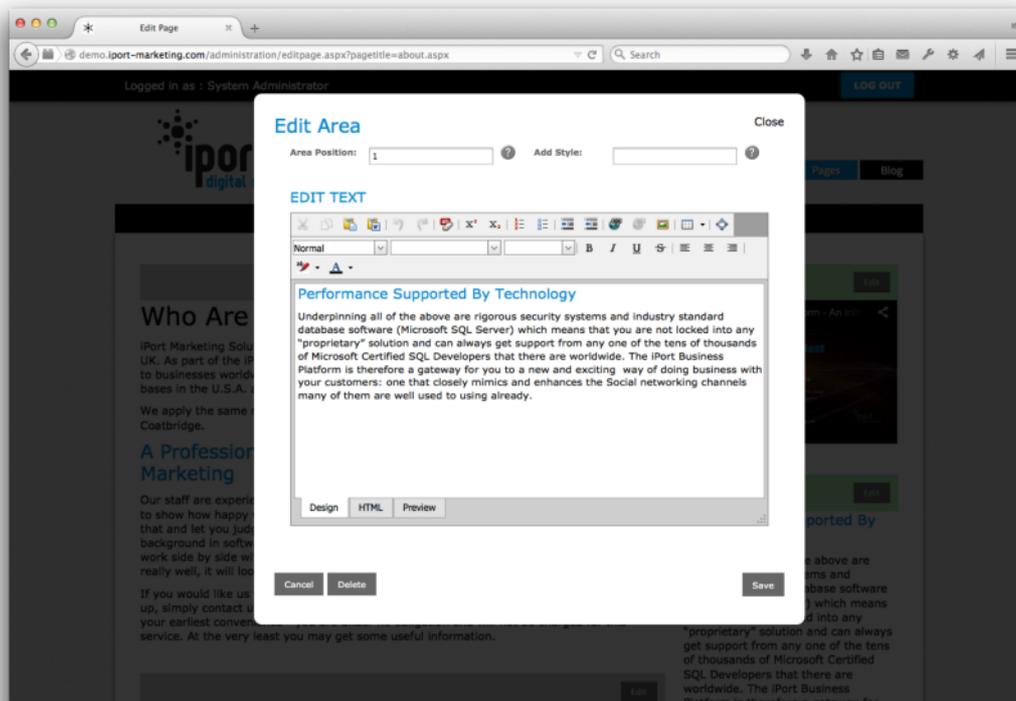


Fig 6.

### Re-ordering Content Blocks

You can control the order of these content blocks by adding numbers to the 'Area Position' input field. 0 being the top of the column area and 1,2,3 etc. going down the page. If no orders have been set, then your new content block will automatically appear at the bottom of the column.

### Adding CSS Styles (Advanced users)

You can also add styles to your content blocks such as font colours, background colours/images, margins or padding to make it stand out on the page. You will require a basic knowledge of CSS (cascading style sheets) to do this, or you can very easily copy and paste styles already set in other blocks if you wish to match them.

## 6. Blog Administration

If your site has the built-in Big Red Blog or News Section, you can gain access to this via the Admin home page or from the admin menu (fig 1).

Here you will see a list of any existing articles (fig 7). You can either edit an existing post, or add a new post by clicking the relevant buttons.

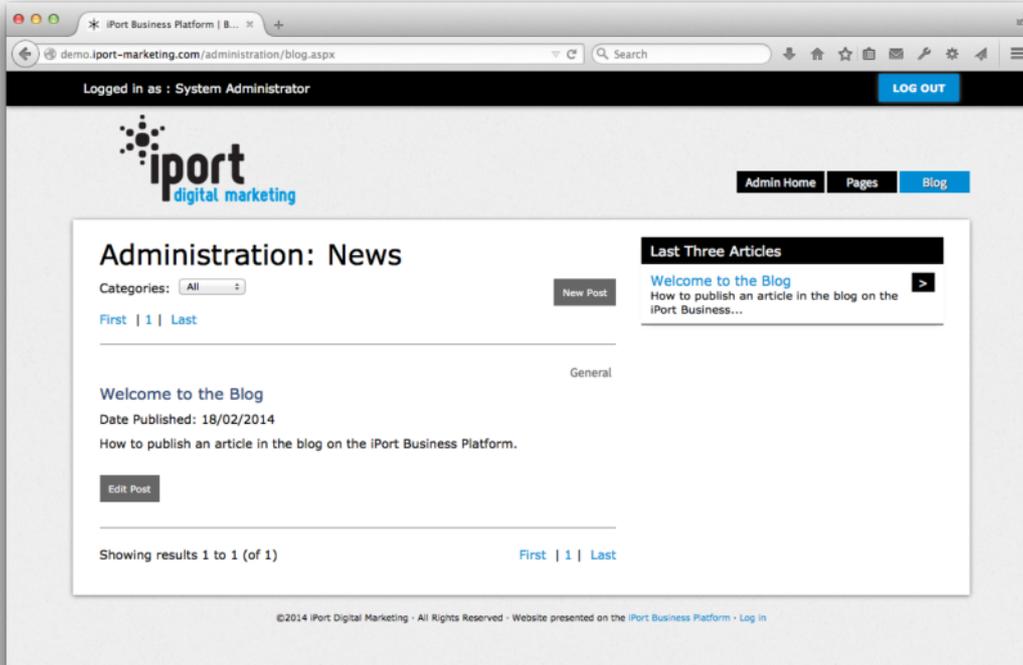


Fig 7

When creating a new article, work your way down from top to bottom selecting the relevant options and filling in the input fields one by one (Figs 8 & 9).

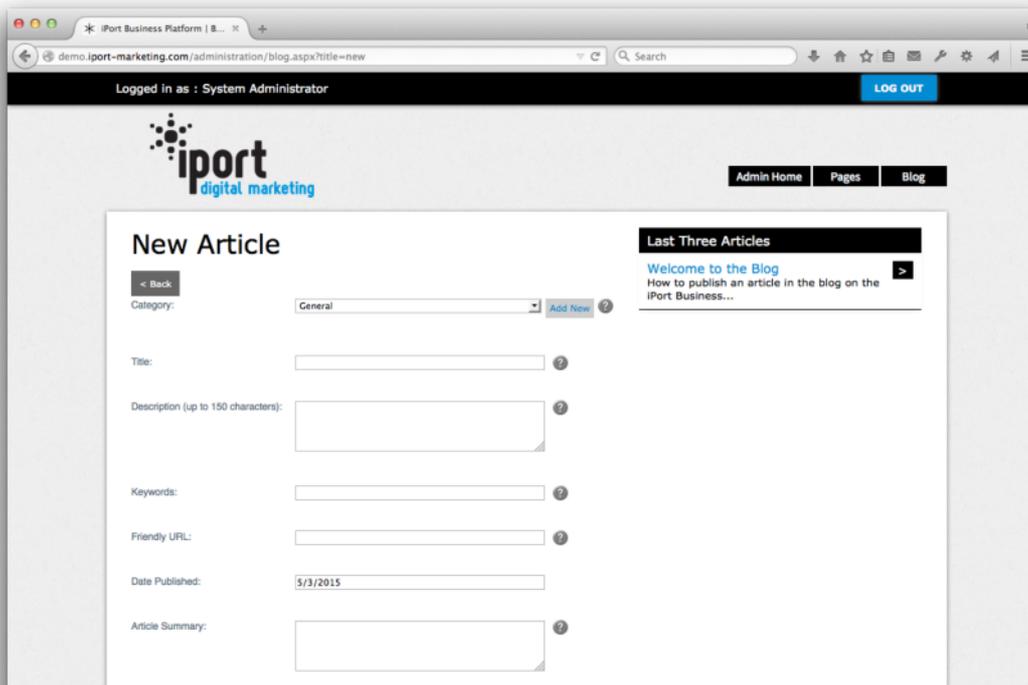


Fig 8

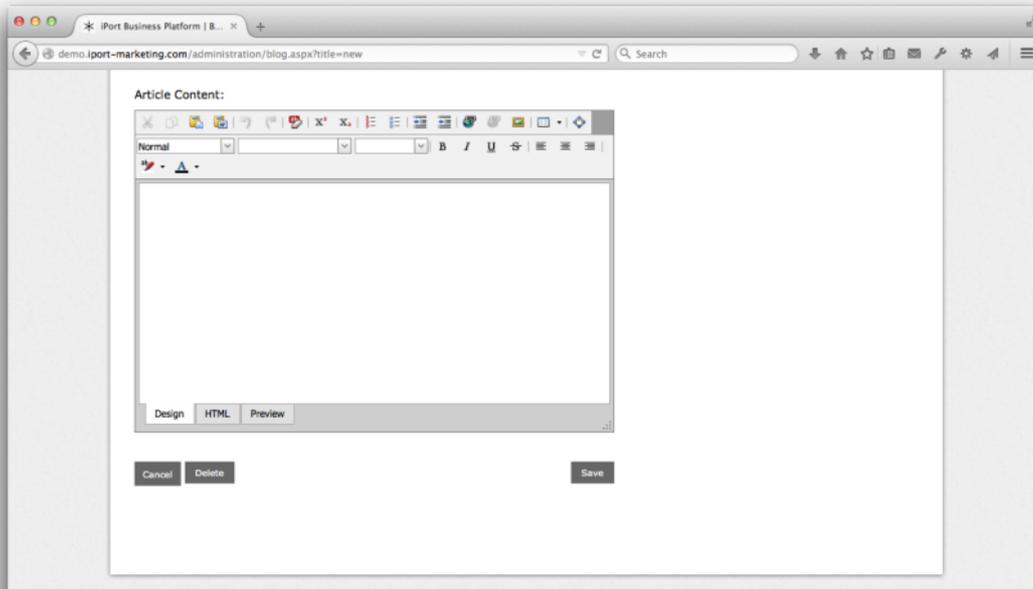


Fig 9

Choose a category for your article, or click the button to add a new category. Below is a guide as to what the input fields are:

1. **Title:** This will publish to the page as the main (H1) heading of the article. It will also be used to generate the URL and the Meta Title – all of which are important for SEO. With this in mind, you should try to build key search terms in to your title to maximise visibility. Try to keep this within approximately 70 characters wherever possible.
2. **Description:** This composes the meta description tag for the article which will appear in search engine results pages and is important for SEO. This should also contain any relevant keywords and act as an 'advert' for your article, encouraging the user to click through to read the full article on your website. You should limit characters used here to around 155.
3. **Keywords:** These are not so important in terms of SEO anymore, but we included them as some directories and search engines still take them into account when indexing your pages. We recommend that you don't spend too much time filling this in.
4. **User-Friendly URL:** This will 'auto-generate' when you enter the title of your article but you also have the option to manually set this (if you feel the URL runs too long for example).
5. **Article summary:** This appears around your own website in the 'News Feed' listings that you can be placed in as content blocks on any page. This should give a very brief run down of what your article is about. In many cases the meta description can be used again here.
6. **Article content:** This is where you add the main content of your article, paste in your raw text and format it using the styles and options supplied within the text editor You will find your own website font styles pre-loaded in the dropdown menu (use Normal for paragraphs, heading 1, 2, 3 etc. for headings and sub headings).

This will ensure that fonts, point sizes and colours will match the rest of the site.

### Images

You can also insert any images (just as you would using Word) that you wish to use within the article. Simply place the cursor in the area of the article that you want the image to appear and click the 'insert image' button from the toolbar. You can either place an existing image, or upload any new ones following these instructions.

- When placing an image, tick the box that says 'More Options'. To do this for an image already in place, just double click on the image and the 'Change image' box will appear.
- Use the following settings as a guide for what to add:
- Select 'Custom Size' from the drop down menu.

- Set to the relevant width in pixels (make sure the little chain link is active to retain image proportions).
- If you have already optimised and resized your image you can skip this step. If you haven't, you should tick 'create thumbnail' and a smaller optimised file will be created (you can rename it if you wish to).
- Set image position and text wrap (if required).

**Advanced option for images:** You have enough options within the text area to publish a well formatted article without editing the code, however if you do have some basic knowledge of HTML, you can select the HTML tab at the bottom of the text editor and add any styles or tags you wish. It is desirable for Content Managers of sites that are mobile responsive to make the following adjustment to your image tags to ensure that they 'shrink' to fit mobile screens. Remove existing image widths and heights and add the part shown here in green within the image tag:

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7. Save the article to publish it.

## 6. Further Assistance

The Big Red platform comes with a built in help system that provides you with notes on how to manage your content, just look for the little  icons and hover over them.

If at any time you required any assistance, please don't hesitate to contact us on **0141 771 7242** or email [info@big-red-digital.com](mailto:info@big-red-digital.com)