Web editing guide

Diocese of Oxford

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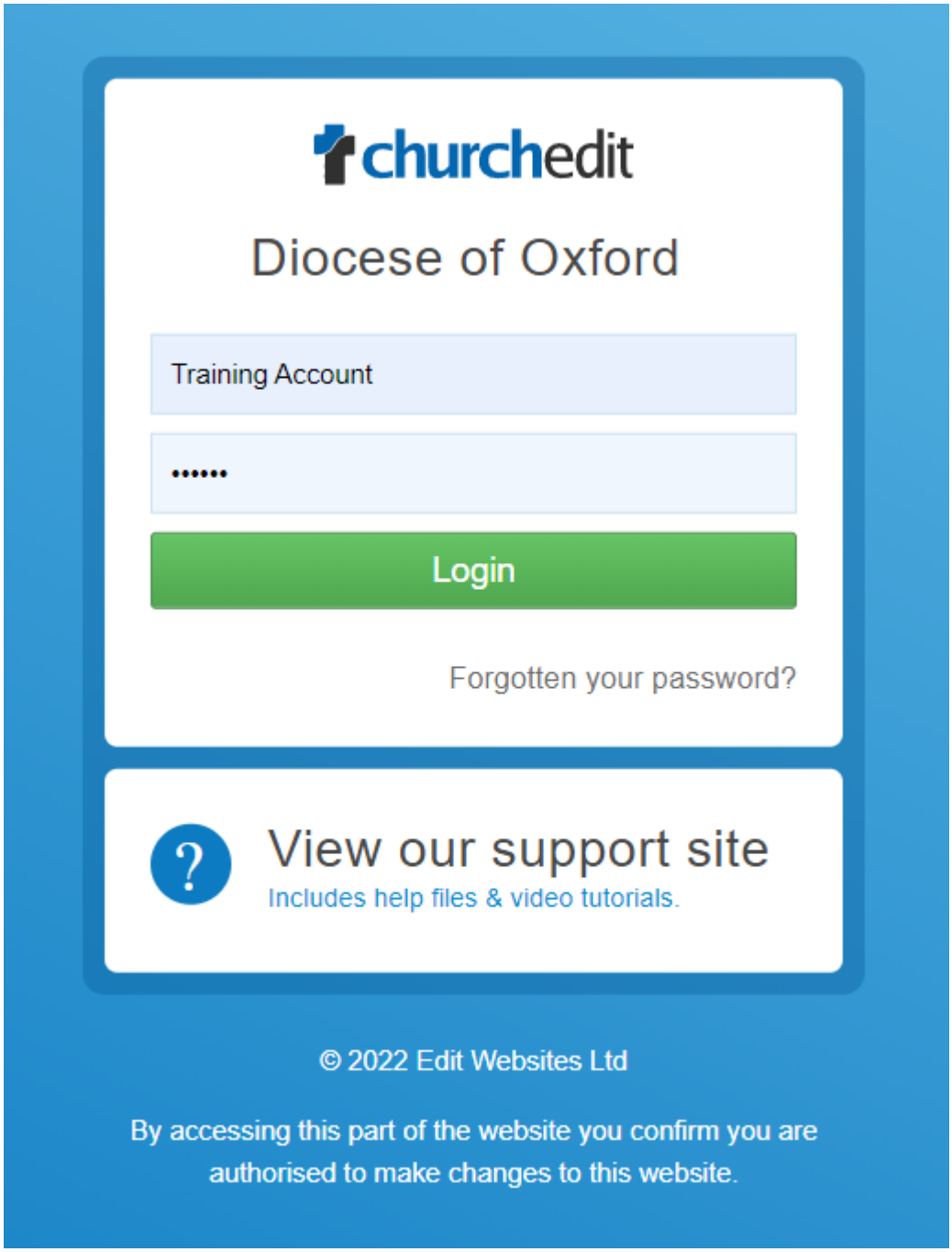
The Diocesan Staff page is your one-stop shop for everything you need to know.

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

Logging on



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

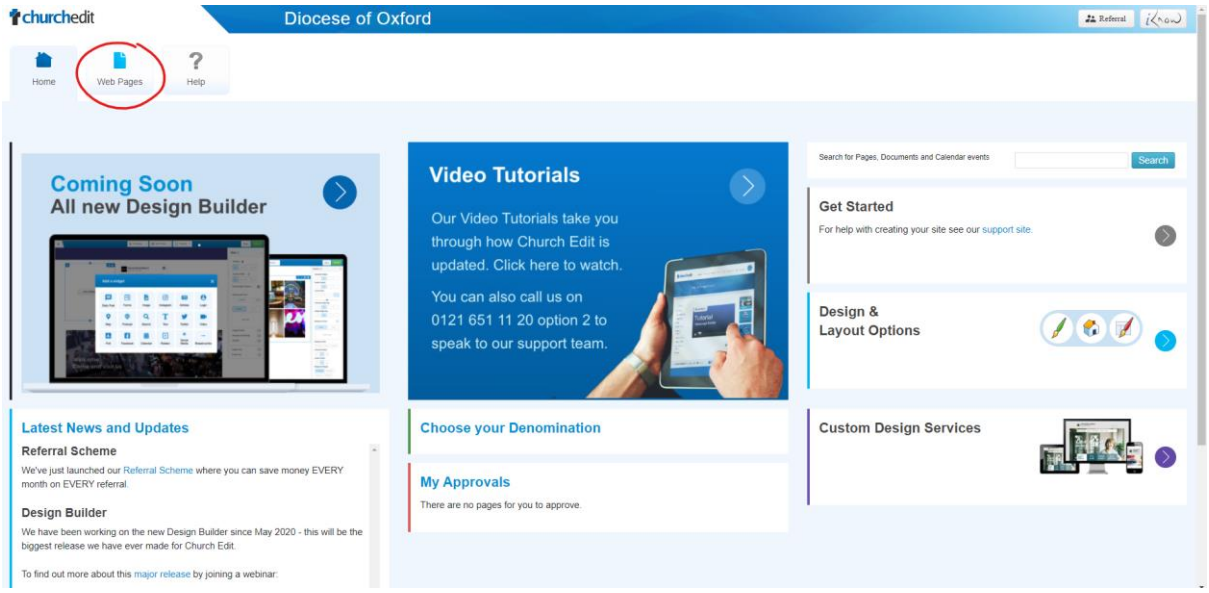
Your username is “Firstname Surname”.

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.

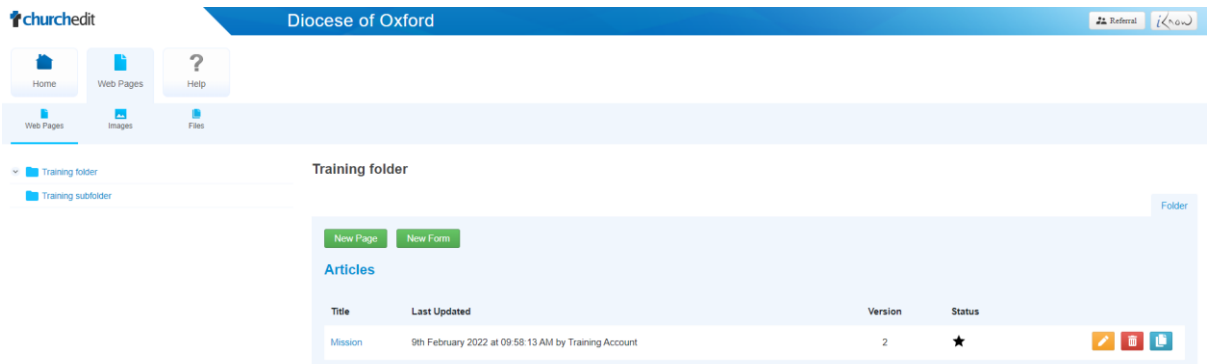


On the left, you'll see a list of folders.

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 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

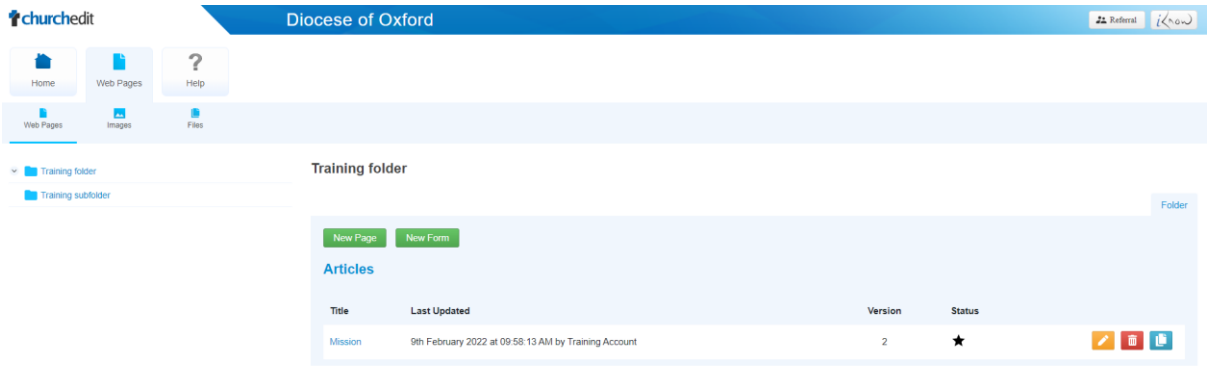
Once you've clicked a folder, you'll see the title of the folder you've opened and a list of pages within that folder. Most folders will have just one page (News and Vacancies are the main exceptions).

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 – 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 Comms to discuss why and next steps.



Page overview

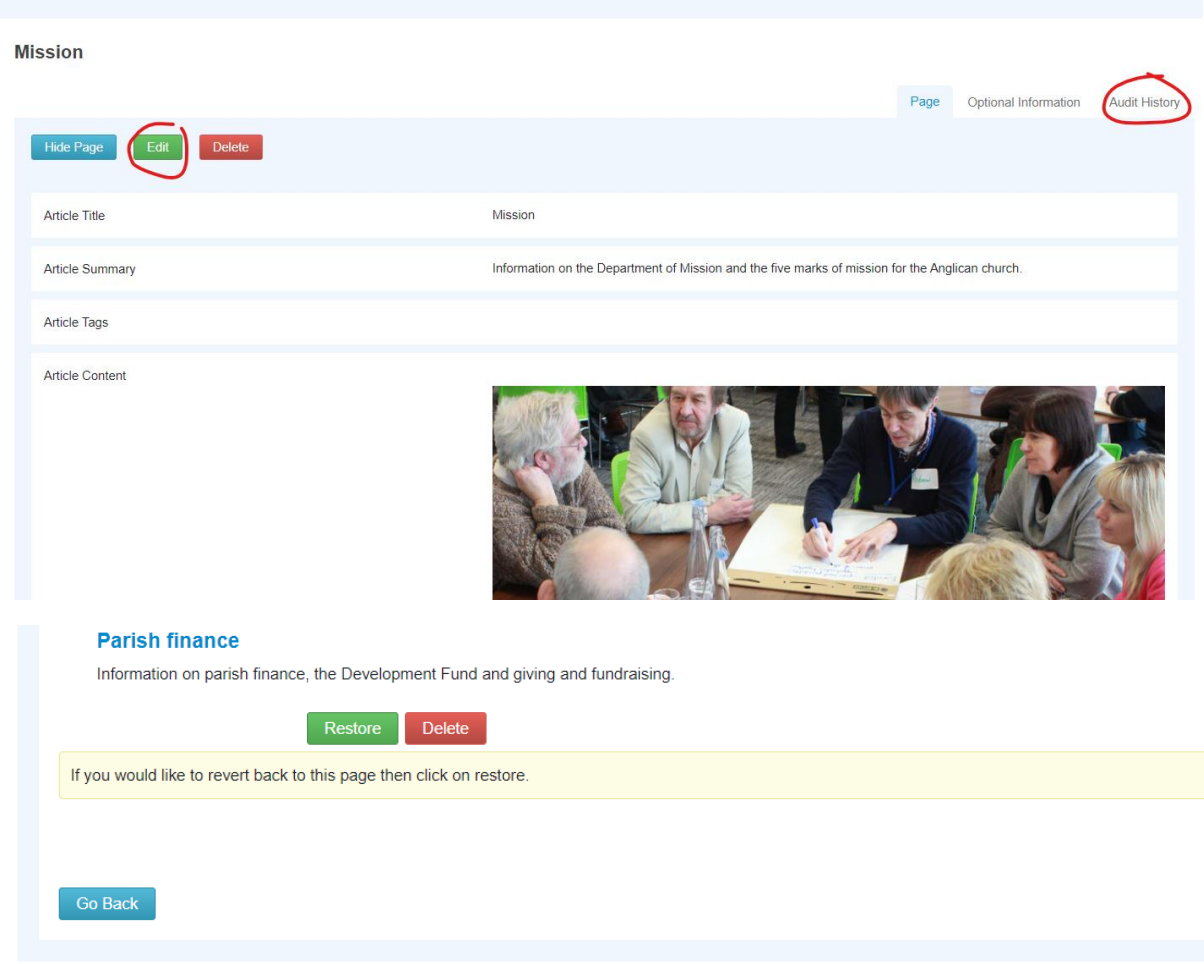
Click the title of the page to be shown a summary of the existing data.

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.

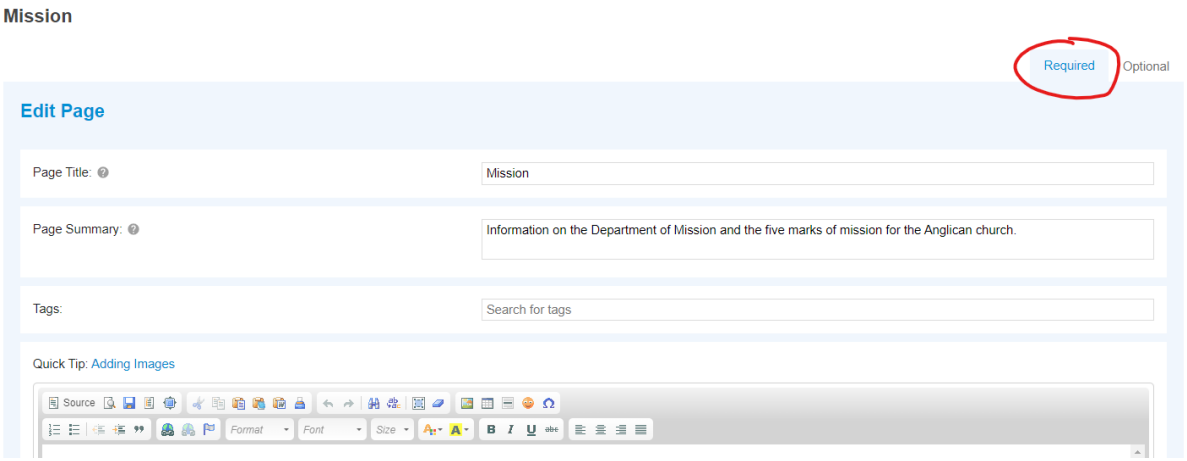
The **Audit History** tab displays a list of every previous saved version of the page. Click on the title of the version to see a summary. At the bottom of the summary, you have the option to **Restore** that version, removing any changes made since that date.



Do not delete any versions.

Editing a page

Required tab



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.

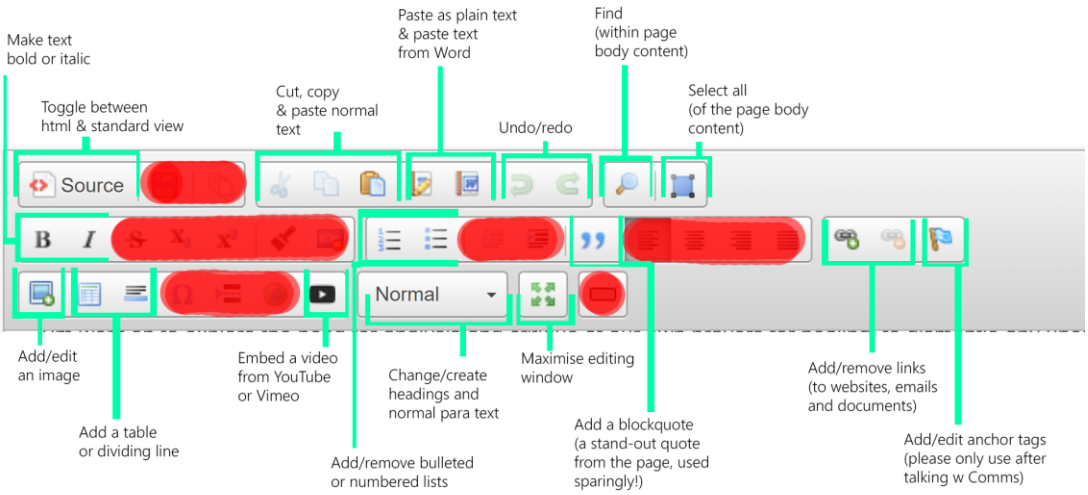
Page Status allows you to choose whether a page should be saved as draft or published to the web. If the page is the only one in the folder, and is currently ‘live’ (ie set to Publish to Web and visible to people viewing our site), do not change this to save as draft. People will see an error message.

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.

Please do not use the icons shaded red.



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.

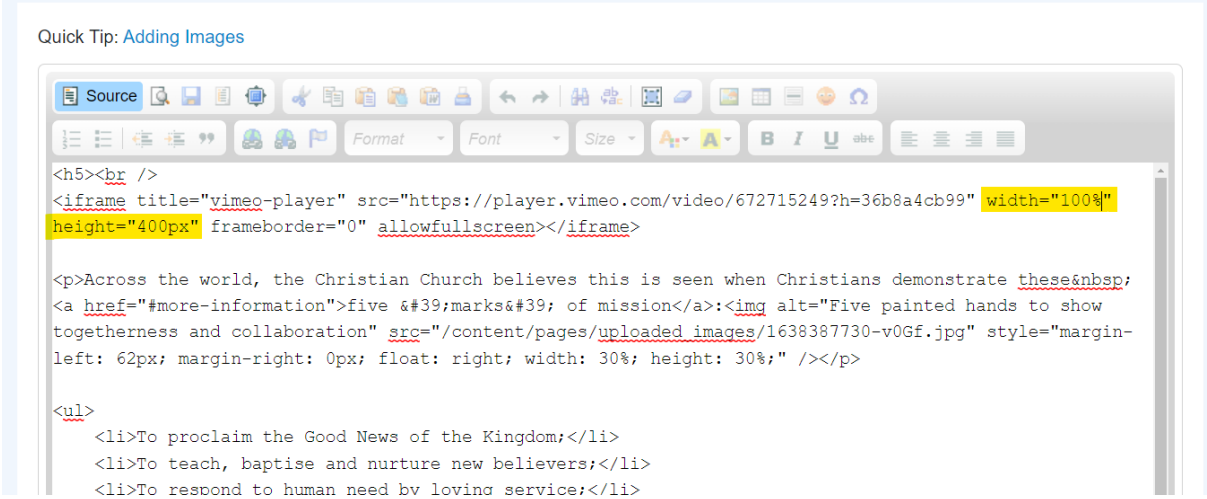
Adding videos

To add a YouTube video, click the YouTube Play icon and paste in the video URL into the Paste YouTube Video URL field. Click Make Responsive. Click OK.

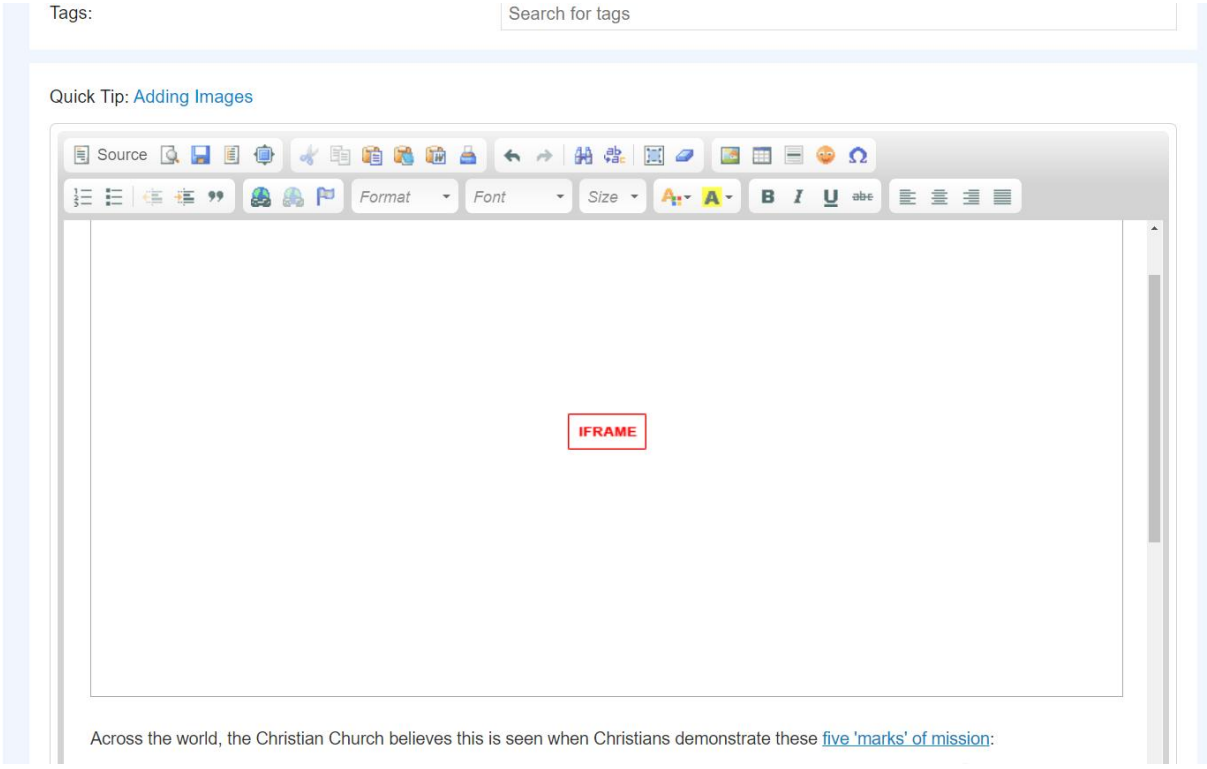
If you're adding a Vimeo video to your page, paste the **embed code** into the html Source. To find the embed code on Vimeo or YouTube, go to the video URL and click Share or the paper aeroplane icon. Click Embed or the </> icon. If you're given the option, select Responsive – this means the video will scale to varying screen sizes.

Vimeo and YouTube automatically generate 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 either “height:400px” for Vimeo or “height:100%” for YouTube.



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.



Save

Do not use this save icon, use the options at the bottom of the Required tab.

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.

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

Both Paste as Plain Text and Paste from Word open a pop-up window. Paste the text into this window and click OK. Unwanted formatting is automatically stripped out.

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.

Images

See the section on Images.

Tables and lines

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.

Bulleted/numbered lists

Use these icons to create or remove a list of bullet points or a numbered list.

Blockquotes

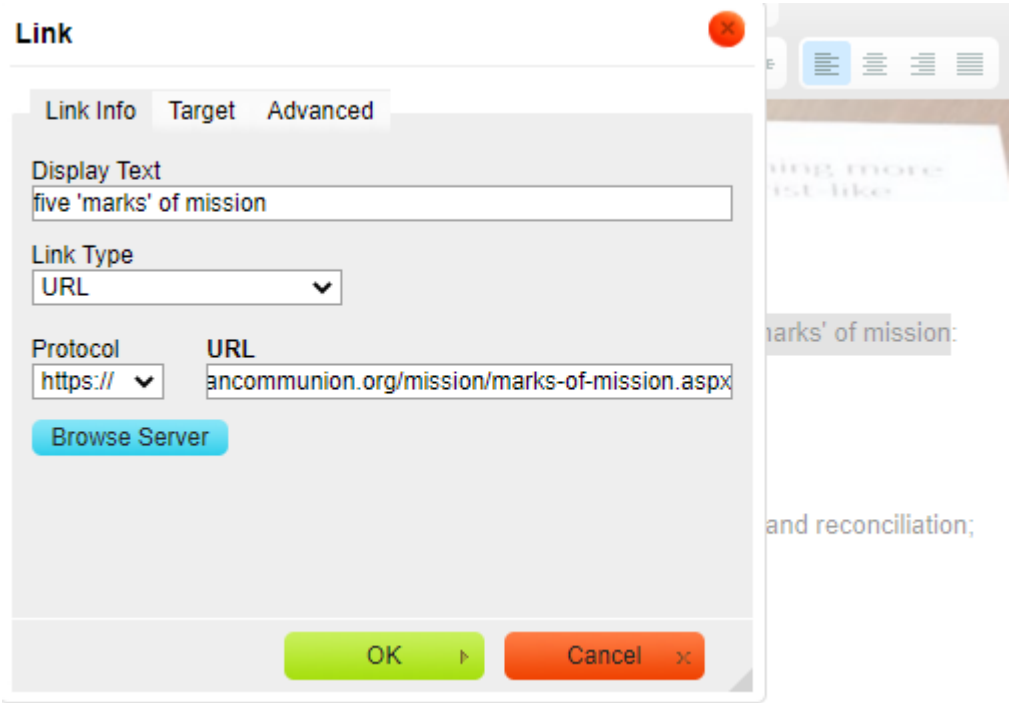
Highlight short quotes and click the speech marks icon to add a blockquote. This displays on our website as:

> "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 Link icon.



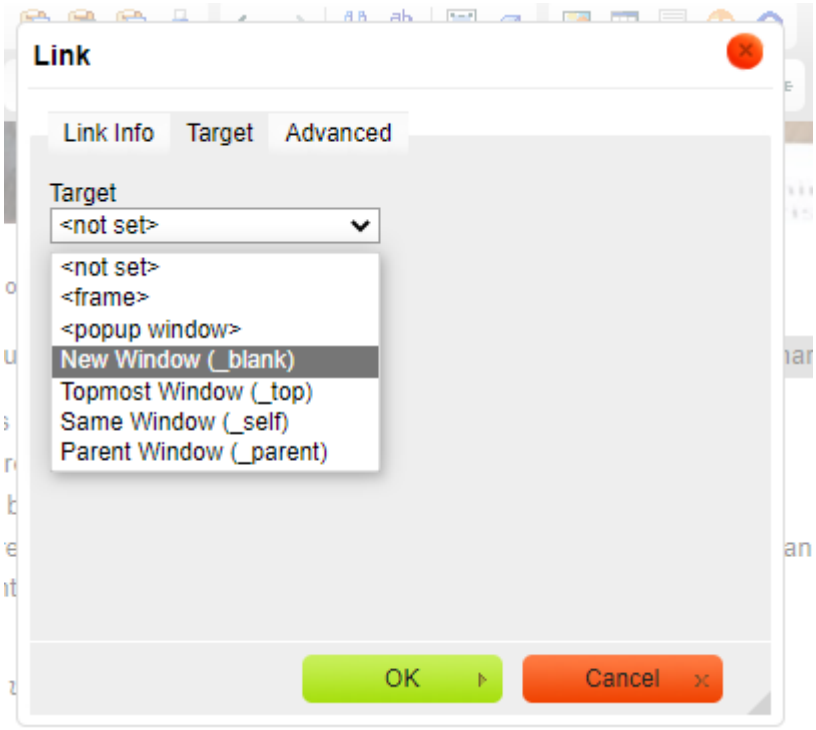
The **Display Text** is the clickable text seen by a web user.

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.

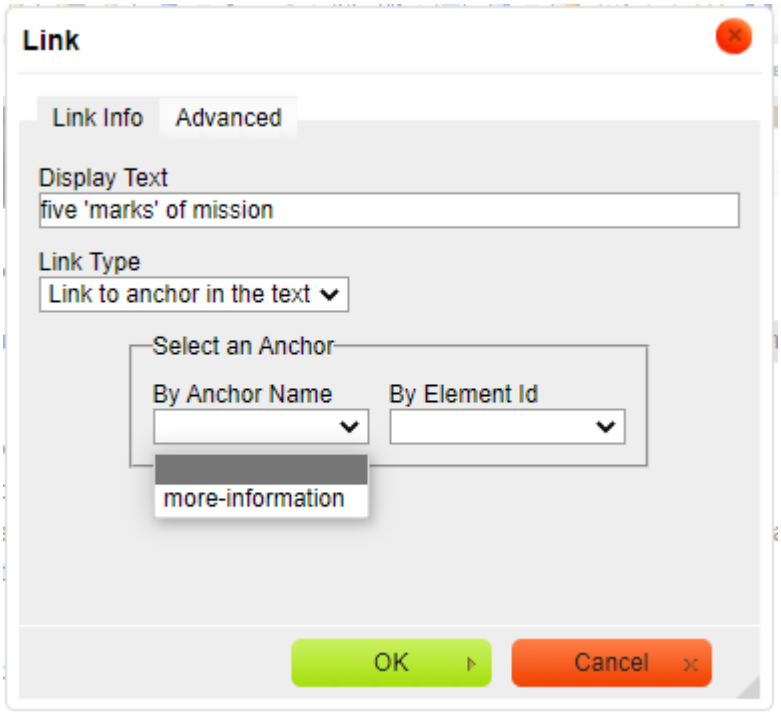
Internal links can be left as <not set> or should be changed to Same Window.



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.

You can also set a Message Body. This must NOT contain any line breaks as the email link will then not work.

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 **Unlink** icon.

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

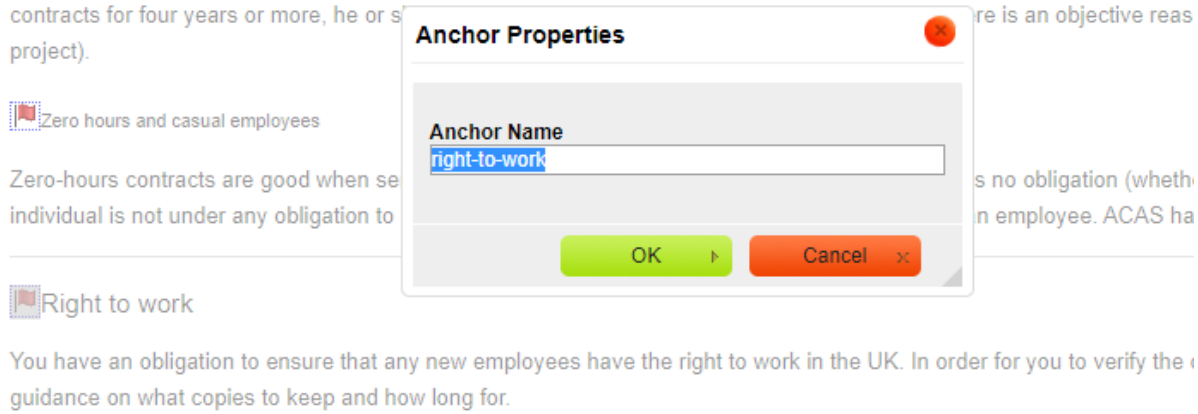
The Link icon is also used to add links to documents – see the Documents section.

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 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.

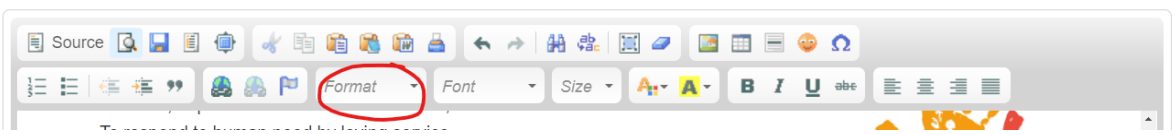
To link to an anchor from within the same page, use the Link icon and change the Link Type to Anchor. Use the Anchor Name dropdown to select from the anchors you have created on that page.

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.

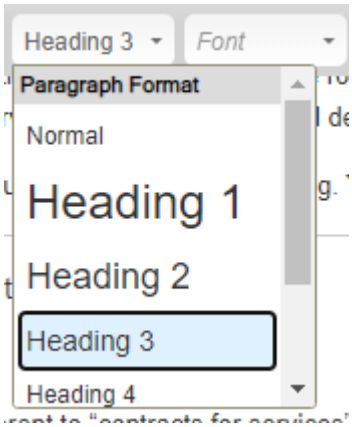
Format/Headings



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.

Standard text formatting

Similar to programs like Word or Outlook, you can make text **Bold** or *Italic* and change the alignment from left, right, centre and justified (ie spaced so that the full width of the page is always used).

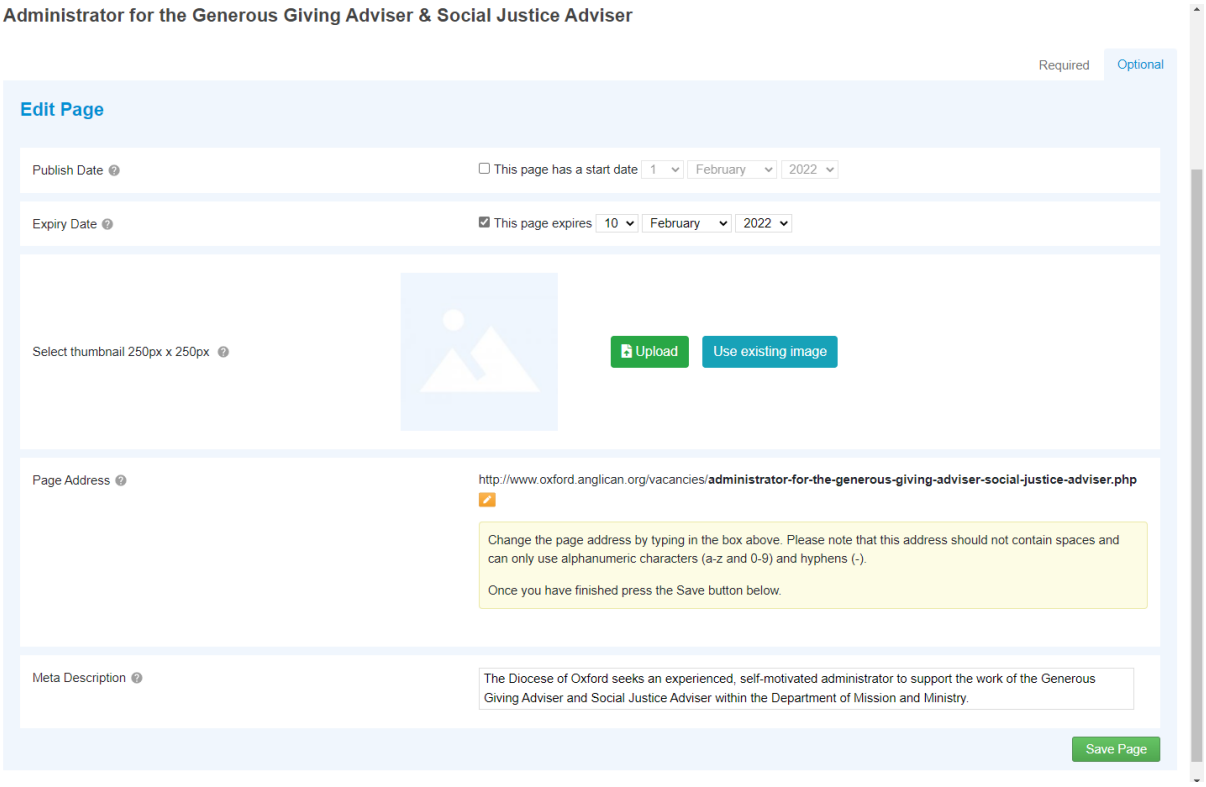
Do not use ~~abc~~.

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

Other icons

Do not use any icons not mentioned above.

Optional tab



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.

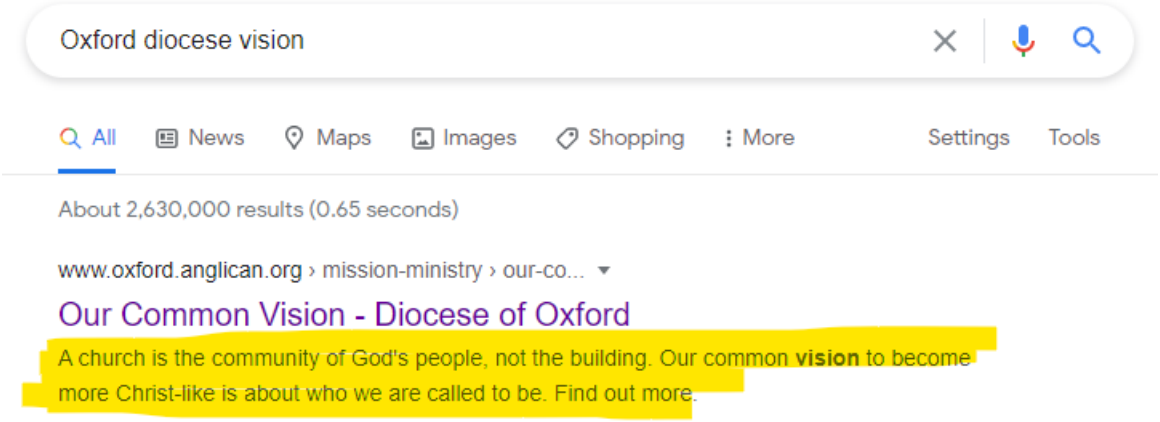
Leave the **thumbnail** blank.

Email 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.

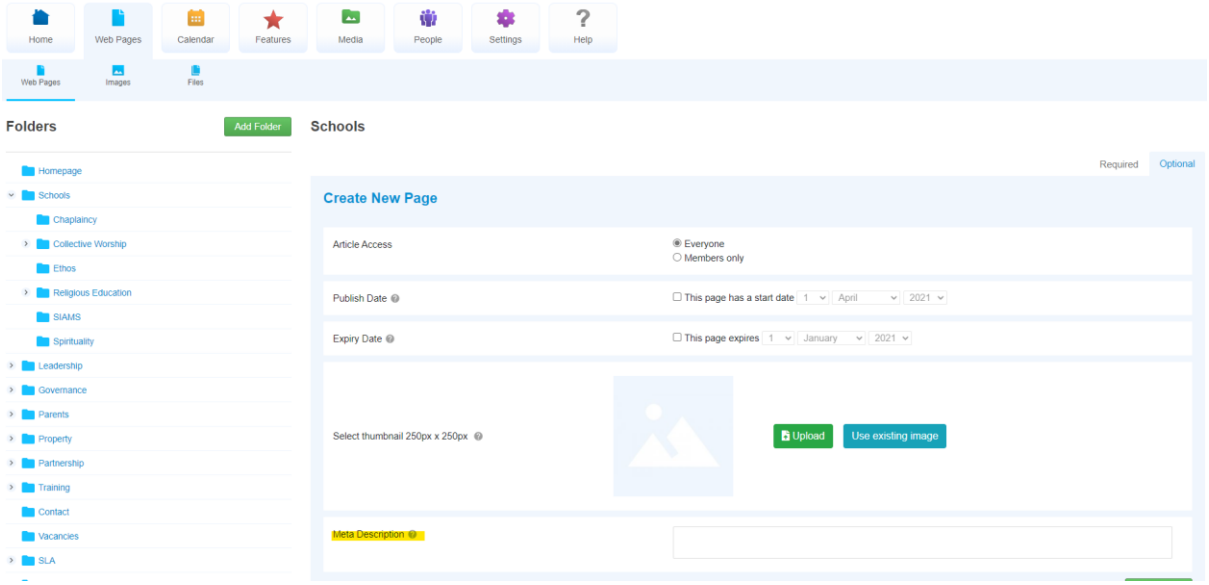
Search engines use these summaries to decide whether your webpage is relevant to someone's search. Search results and embedded links on social media may display this summary, so it's often the first thing people will see of your page and might make the difference between them clicking or not.



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

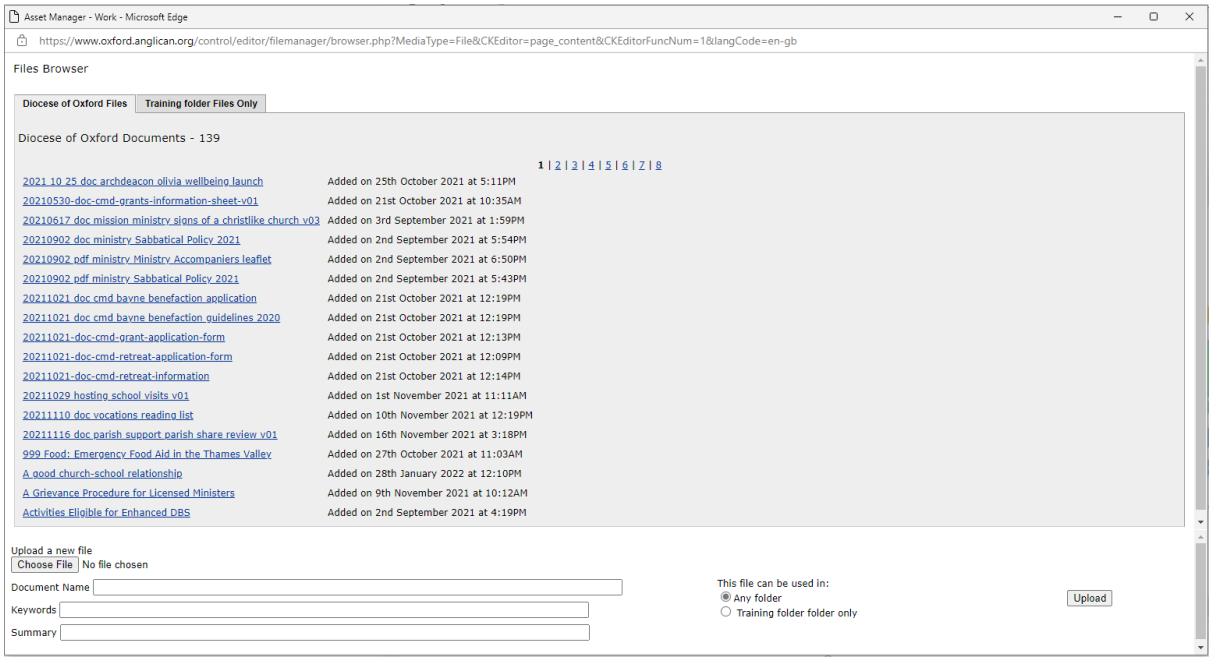
oxford.anglican.org/diocese-of-oxford-divests-from-fossil-fuels

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

Documents

Adding documents to a page

In the page edit screen, highlight the text you want to link and click the 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 be 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.

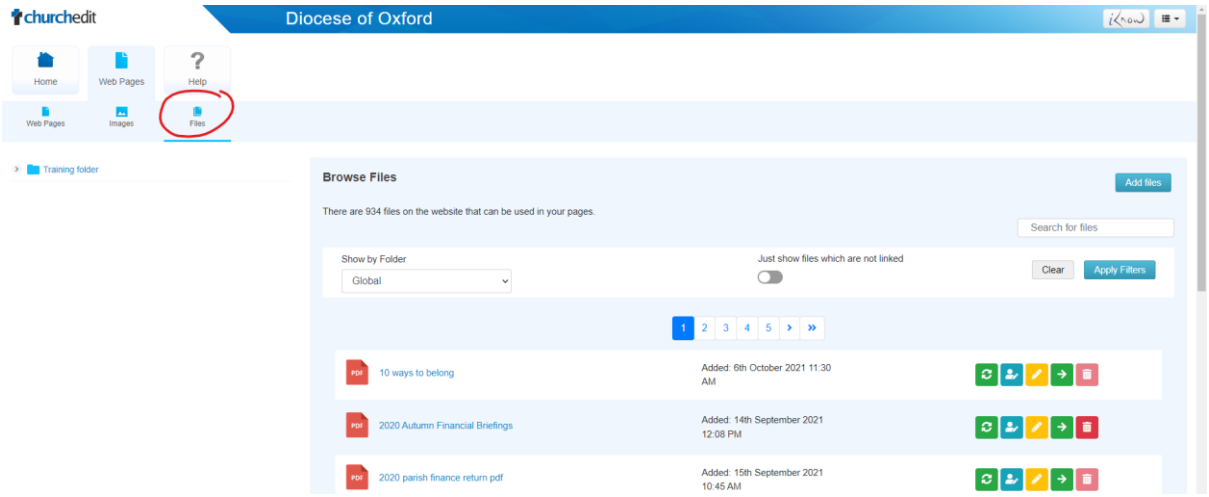
Click **Upload**.

Find your document in the Diocese of Oxford Files tab if you selected Any Folder. Find it in the [Current Folder] Files Only tab if you selected [Current Folder] Only.

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.

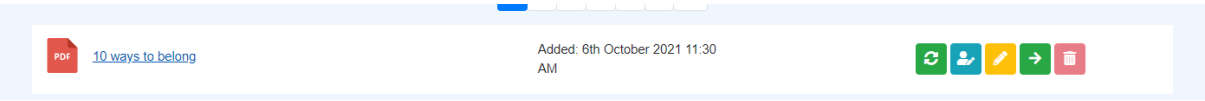


Here you can search and filter through all the documents uploaded to our site.

NOTE: The file search will reload your results when you go to click on it for the first time. This should not happen more than once per search!

In the search bar, type a word/phrase to search through Document Names. **Do not** press enter after you've finished typing.

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.



The green round arrow icon allows you to replace files with an updated version. If you are updating a PDF, once you have uploaded the updated document, use the Preview File option below to open the document URL and do a hard refresh – holding Ctrl + F5 on your keyboard. This should push through the change.

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.

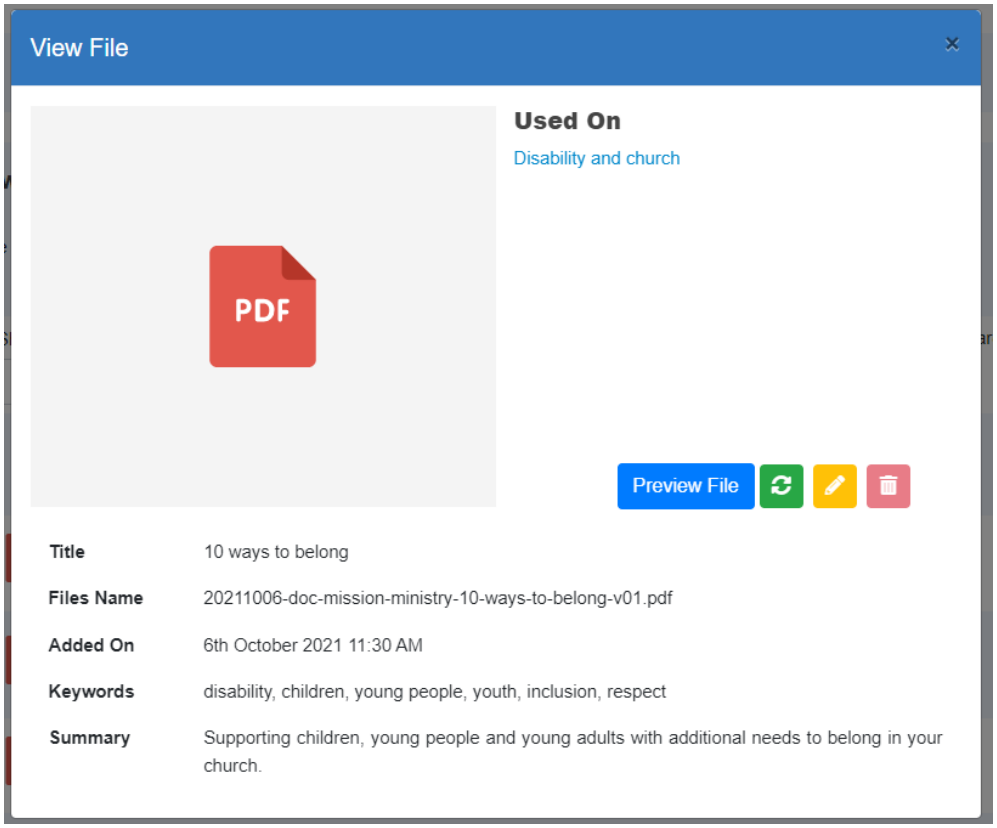
The red bin allows you to delete the document. You can only do this if there are no links to the document on our webpages.

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**.

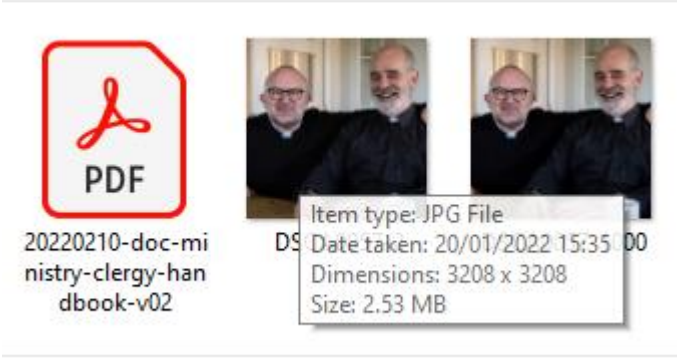
Avoid text-heavy images as these are not accessible.

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.

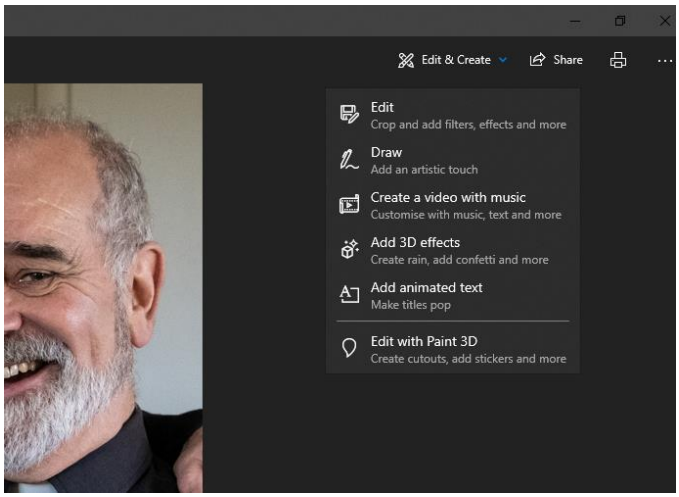
Images on a page should be square and **1000x1000 pixels**, or full-width at 1500x563 pixels.

On your computer, hovering over an image file in your documents library will tell you its dimensions.

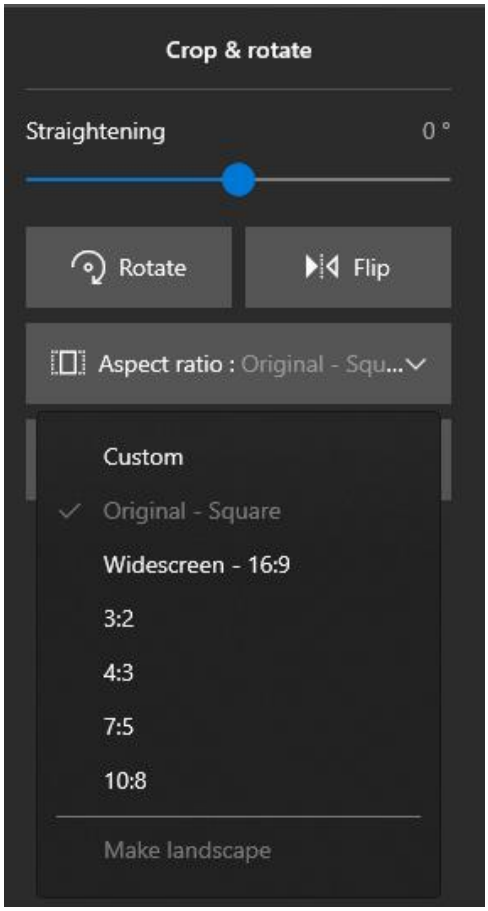


If the image is large enough to use, right click it and select **Open With** > **Photos**.

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

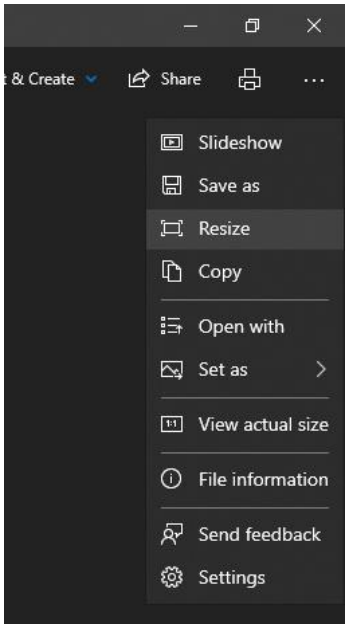


Click **Aspect ratio** and select **Square**. Drag the corners of the square to select your final image.



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.

Name the image according to our naming conventions:

YYYYMMDD-image-section-image-name-pixelwidth

Eg

20220210-image-parish-support-development-fund-panel-1000

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 it should be named according to our file naming conventions.

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.

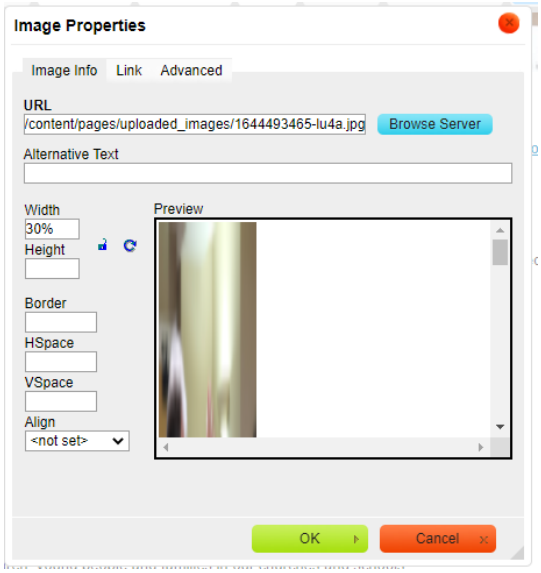
If your image links off to a document or another webpage, add something like "Click to open PDF in new tab." We get visual clues on our screen when an image might take us somewhere – our mouse changes from the arrow to a hand with a pointed finger. If you can't see that it can be jarring to be taken 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.



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.

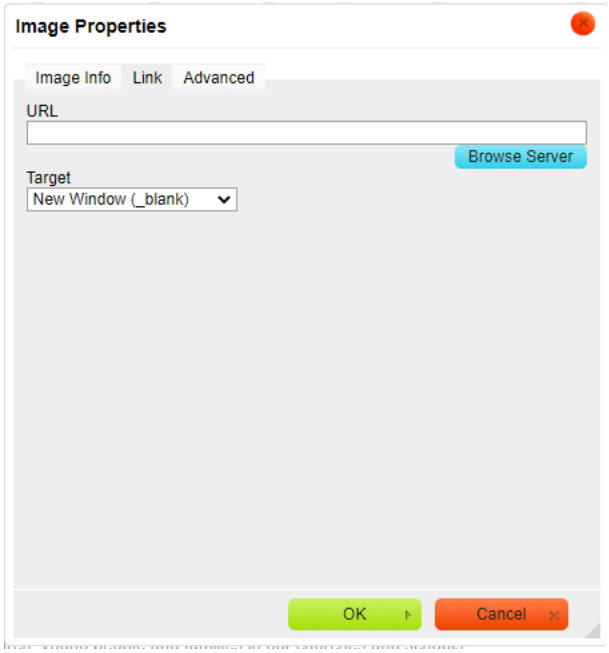
Linking images

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

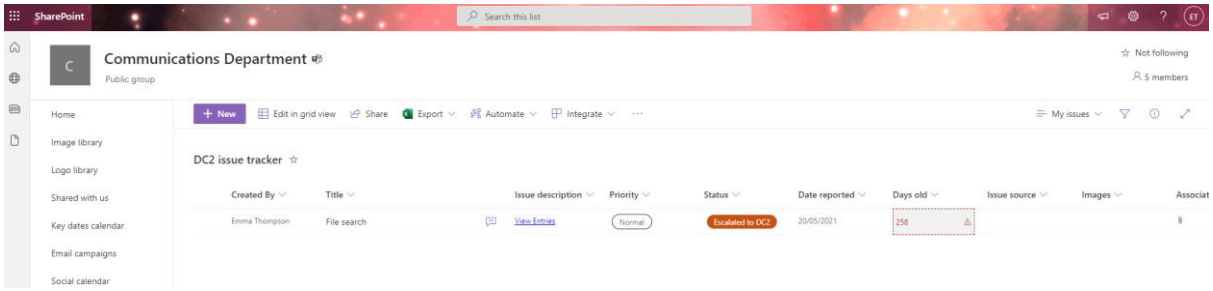
Double click an image on your page to open the Image Properties box.

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

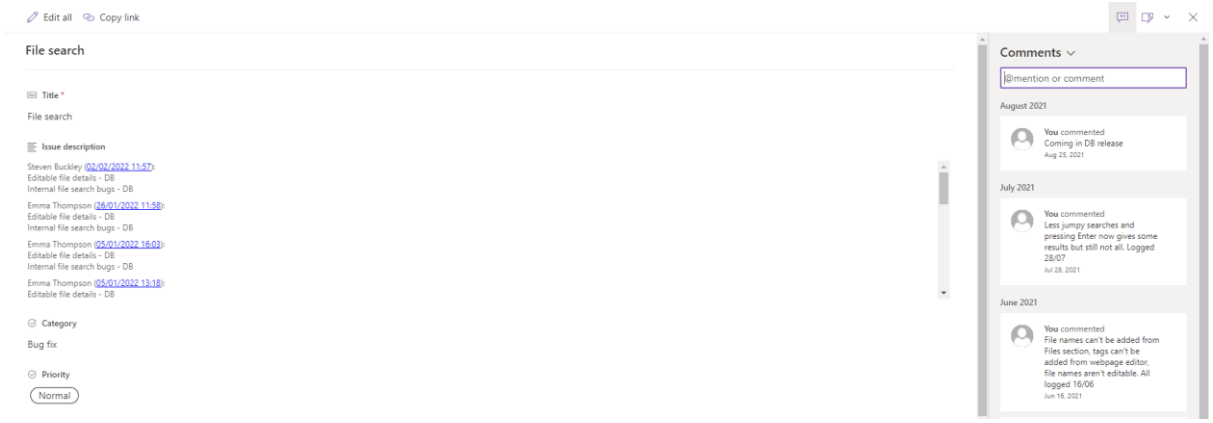
Do not edit or delete the banner images at the top of certain pages.

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.

Meta Description Best Practices

What is a meta description?

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!

When do I use one?

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 in the search results.

The meta description field is on the Optional tab when you're editing or creating a web page in mychurchedit or myschooledit.

What do I write?

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, as long as it meets all the criteria above.

Examples

Likely search terms/keywords are in bold

From Lament to Action

https://www.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

https://www.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

https://www.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*

The Climate Sunday experience in Reading

https://www.oxford.anglican.org/climate-sunday-reading/

*Two **Reading churches** share their experiences of hosting **Climate Sunday** services in the run up to November's **COP26**.*

PDF vs Webpage

Migrating to a new site is a great opportunity to review our documents, check they're up to dateand well produced,and, in some cases, convert them to webpages. This might mean adding a PDF's content to an existing webpage or creating a new page to house this information.

What is a PDF?

PDF stands for portable document format –it's a way of saving a document so that it can be electronically sent to someone elsein exactly the intended format. PDFs are builtfor standard papersizes, rather than computer browser windows, which can cause issues.

When should content be put in a PDF?

If your content is designed to be printed, it should be uploaded as a PDF. PDFs are also helpful for things like very long manuals or handbooks that are rarely updated.

When should content be put in a webpage?

Anything intended to be read online should be on a webpage.

A webpage is more accessible and can save time in the long run.

What are the pros of using a webpage?

Easier to update

Editing a PDF means finding and editing the original document, and then resaving and uploading the PDF, whereas a webpage can be quickly updated by anyone with editorial access.

Stops the spread of out-of-date information

People can download PDFs and continue to use them long after they've gone out of date. A webpage with live information encourages people to keep coming back for updates.

Responsiveness

Webpages respond to the size of the computer or phone screen they're opened on. PDFs don't, and are formatted to standard paper sizes. This can mean lots of zooming and scrolling when trying to read long passages of text.

Accessibility

Assistive technologies like screen readers and magnifiers aren't always compatible with PDFs –using webpages ensures users can access the information they need.

What are the pros of using a PDF?

Printing

PDFs retain their set formats so when they are printed, they look exactly how you expected them to!

Final thoughts...

If you do need to create or update a PDF, make it accessible. In Microsoft Word, click Review then Check Accessibility for a list of suggestions. Make any amendments before saving your work as a PDF.

If you'd like to know more, visit Government Digital Service.