

# Site Layout

The Site Layout tool, available from the Website Administration Main Menu, is used to customize the **appearance** and certain properties of your website.

Please note that some of the available options in Site Layout pertain to “behind the scenes” functions that are crucial to the daily operation of the website – these elements cannot be changed, unless by an Our-Hometown representative. Additionally, the “Advanced Layout” and “Paid Services” areas of Site Layout are accessible only to Our-Hometown representatives.

This guide will detail functions that the publisher may safely use. **However**, it is generally a good idea to notify an Our-Hometown representative of any changes that you make.

For information on the “**Edit Buttons**” submenu, including instructions on adding, deleting and editing buttons, see page 5.

## Edit Publisher

The Edit Publisher screen is the first menu you see upon entering the Site Layout tool. It contains a list of various options in the form of text fields, check boxes and pull-down menus. The options that can safely be changed are explained below, in the order they appear on the Site Layout page.

**NOTE:** Changes made to any of these settings are not implemented until you click **Update** at the bottom of the page.

### Do not change

**Frame++ Customer** and **Phasell Customer:** Both of these options should remain checked at all times.

### Top of page options

The following four options control the top area of a website, including title bar and header (where the paper’s logo is).

**Publisher Name:** The word or phrase entered here will appear in the title bar of a user’s web browser. Typically this is the full name of your newspaper.

**Weather Location:** The city and state entered here will appear in the upper right corner of the website.

**Header bar:** This section uses HTML code to control the space across the top of your website, including the paper’s logo and any banner ads.

**Top of ads:** This section manages the space above the display ads on the right of the site. Text or images may be inserted here using HTML.

### **Show old buttons**

If a news category of a paper is discontinued, the corresponding button on the website is marked by our system as "old." This determines that no new content can be added under the button, but it will remain visible in archived issues of the paper. If **Show old buttons** is unchecked, these buttons will not be visible on the "Edit Buttons" screen (which can help keep things from getting too cluttered).

### **General website characteristics**

The next two options control various background aspects of your website. For the most part, these will not need to be changed.

**Mandatory body parameters:** Controls the background color (typically white) and margin width of a website, in HTML code.

**Body tag parameters:** As above, this controls your site's background color (white) and should not be changed.

### **Meta Tags**

A meta tag contains information pertaining to your site, and is used by search engines like Google to help determine what sort of website you have. Proper use of meta tags will help you achieve, but does not guarantee, a good search engine ranking. Content in the meta tag field must be written in HTML.

Meta information can take a number of forms. To write a **description** of your page, use this code (changing only the portions in red):

```
<META name="description" content="A description of your newspaper, written in one or more complete sentences.">
```

To specify a list of **keywords** that are relevant to your site, use this code:

```
<META name="keywords" content="a list of keywords or key phrases, separated by commas">
```

If you wish to use both of these codes, simply place one after the other.

For more information on meta tags, go here: <http://www.philb.com/metatag.htm>

### Default font sizes for the index of stories

The following four options allow one to set the default font sizes for the preview versions of your stories. Text can be made up to 4 points larger (+4) or 2 points smaller (-2) than standard font size. These settings do not affect the font sizes in the full text of individual articles.

The default settings are:

<b>Headline:</b>	+2
<b>Subhead:</b>	-1
<b>Byline:</b>	-1
<b>Teaser:</b>	-1

### Widths

Your website is divided into various columns (buttons on the left, stories in the middle, and display ads on the right) which work together to fill an entire browser window. If desired, the spacing between these sections can be changed.

**Overall site width:** Manages the width of the entire site, in pixels. By default, your website shrinks or expands to fill a reader's entire screen, no matter their screen resolution. If you enter a number here, all content will be constrained to a table with the width you specify. For readers using a high screen resolution, the website will be centered in their web browsers with blank space on either side.

**Left gutter width:** Creates a margin of blank space, in pixels, between the left-hand navigation menu and the stories/main content. Default is zero (minimum blank space).

**Right gutter width:** Creates a margin of blank space, in pixels, between the stories/main content and the display ads on the right-hand side of your site. Default is zero (minimum blank space).

### Button table

These three options control the appearance of the left-hand navigation menu.

**Button Table Width:** Width, in pixels, of the left-hand menu.

**Button Table Back Color:** The color of the space between the buttons (not the color of the buttons themselves, which can be changed in Edit Buttons). Colors must be written as 6 digit color codes. For more info, see this site:  
[http://www.webmonkey.com/reference/color\\_codes/](http://www.webmonkey.com/reference/color_codes/)

**Button Table Cell Spacing:** The width, in pixels, of the border surrounding a button on all four sides. The larger the number, the more space will separate a button from the other buttons, and the more background space will be visible. Set at zero, all buttons will be flush with each other and no background will be visible.

## Display ad options

**Tab color:** The color of the space between the marketplace buttons along the top of your website (not the color of the buttons themselves – as with the left-hand menu, this can be changed in Edit Buttons). Colors must be written as 6 digit color codes. For more info, see this site:

[http://www.webmonkey.com/reference/color\\_codes/](http://www.webmonkey.com/reference/color_codes/)

**Advertising on Root Page:** If box is unchecked, no display ads will appear on the right-hand side of your website's homepage. All other sections of the site will still have ads.

**New Page Ads:** If this box is checked, displays ads on the right-hand side of the site will open in a new browser window when clicked. If this option is unchecked, they will open in the current window.

### Do not change

**Group ID, Image Brightness,** and **Comments** are configured by administrators and should not be changed. In the case of Comments, please contact an Our-Hometown representative if you are interested in using our free Reader Comments feature.

### Update...

Again, any changes made to the settings above will not be saved until the Update... button is clicked.

See the next page for an explanation of the **Edit Buttons** menu.

## Edit Buttons

The Edit Buttons controls allow one to change the appearance of buttons (including color, font size and text justification), the order in which they appear, and where they link. You may also create new buttons or delete old ones.

To access these controls, click Edit Buttons in the upper right corner of the Site Layout screen. You will see a numbered list of all the buttons on your site, including both the left-hand navigation menu and the marketplace buttons along the top. Also included are any non-active buttons (for instance, the copyright button, which displays information but is not clickable) or placeholder buttons (for instance, blank buttons used for spacing purposes).

<a href="#">1</a>	News
<a href="#">2</a>	Front Page
<a href="#">3</a>	Society
<a href="#">4</a>	Community
<a href="#">5</a>	Columnists
<a href="#">6</a>	Sports
<a href="#">7</a>	Calendar
<a href="#">8</a>	Obits
<a href="#">9</a>	Letters
<a href="#">10</a>	Editorial
<a href="#">11</a>	Archive

A typical excerpt from the Edit Buttons menu.



<b>News</b>
Front Page
Community
Columnists
Sports
Calendar
Obits
Letters
Editorial
Archive

An example of how it might look on the paper's site. (Note that the Society button has automatically hidden itself. See the note on **dynamic** buttons on page 9 for more information.)

## Adding a new button or editing an existing one

To add a new button, scroll to the bottom of the button list and click **Add Button**. Alternatively, to edit an existing button, click its **Priority number** (the button to the left of the button's listing).

In either case, a new window will pop up with the following controls:

Delete Button...	
Button:	9296
Side Bar:	<input checked="" type="checkbox"/> Tab Bar: <input type="checkbox"/> Top Bar: <input type="checkbox"/>
Description:	News (Name or Graphic Link)
Link	/news/
Type	Generic_Button
Style	Custom
Align, BackColor, Width	left #2E4F89
Font Face, Color, Size	Arial #ffffff 2
Priority	7
Page Title	
Top of Page	
Bottom of Page	
Dynamic:	<input checked="" type="checkbox"/> Invisible Link: <input checked="" type="checkbox"/> Old: <input type="checkbox"/> Protected: <input checked="" type="checkbox"/>
Save Changes... Reset	

### Position

A button may be in one of three positions:

**Side Bar:** The left-hand navigation menu.

**Tab Bar:** The row of marketplace buttons along the top of your site.

**Top Bar:** Rarely used, this will make the button appear above the display ads on the right-hand side.

Check the box after the desired position.

**NOTE:** If no position is selected, the button will not be visible.

### Description

This determines the text which will appear on the button. After entering this text, a preview of the button's appearance can be seen at the top of this screen. For a graphical button, the image's URL should be entered here and the **Button Type** (see below) should be set to Graphic Button.

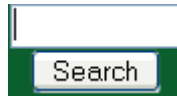
## Link

This determines where the reader is taken when the button is clicked. The link can either be to an external website URL (i.e. <http://www.google.com>) or to a file or folder on the local website (i.e. </business/> or </common/contactus.html>).

## Type

There are three button types to choose from:

- 1) **Generic** is the default option - a text button with or without a link.
- 2) A **Graphic Button** displays an image instead of text. To make a graphic button, you must enter the image's URL in the button's **Description** field.
- 3) A **Search Button** is a search form used to search the paper archives.



## Appearance Options

### Style

This dropdown menu can be used to match your button's appearance to an existing button, in which case you do not need to enter any of the information in the box below:

Align, BackColor, Width	left	#2E4F89	
	Arial	#ffffff	2
	Bold: <input checked="" type="checkbox"/> Italic: <input type="checkbox"/>		

### Align

This item controls the justification of the text or image within the button. The alignment can be set to **left**, **right**, or **center**.

### BackColor

This controls the background color of the button. See note about color below.

### Width

If the button is set to display in the Tab Bar, you may specify its width in pixels. By default the button's width will be determined by the width of the text in its Description field.

**NOTE:** Buttons in the left-hand navigation menu (the Side Bar) have a standardized width determined on the Site Layout main page (see **Button Table Width** on page 3 above).

### Font Face

Four fonts may be used for button text: **Times New Roman**, **Arial**, **Verdana**, or **Helvetica**. Set to “None” to use your website’s default font (usually Times New Roman).

### Color

This controls the color of your text. See color note below.

### Size

The desired font size can be selected from the pull-down menu.



### Bold/Italics

Check these boxes to make the button text **bold**, in *Italics*, or **both**.

**Note on color:** Properties such as button and font color are controlled by six-digit color codes. For example, white is 000000, and black is FFFFFFFF.

Here is a good online resource for finding color codes:

[http://www.webmonkey.com/reference/color\\_codes/](http://www.webmonkey.com/reference/color_codes/)

## More Button Properties

### Priority

In the main list of buttons (see excerpt on page 5), the number next to each button is its priority. This determines the order in which your buttons appear on the website. To move a button up or down in the left-hand menu, or left or right in the marketplace tab, you must change its priority number here. A good rule of thumb is to enter the number that you wish your button to come

**after**. For instance, if you want the button to be in position 12, enter “11” as the button’s priority. If you have any trouble getting a button exactly where you want it, ask an Our-Hometown representative for assistance.

Priority	<input type="text" value="7"/>
Page Title	<input type="text"/>
Top of Page	<input type="text"/> <input type="button" value="▲"/> <input type="button" value="▼"/>
Bottom of Page	<input type="text"/> <input type="button" value="▲"/> <input type="button" value="▼"/>
Dynamic: <input checked="" type="checkbox"/> Invisible Link: <input checked="" type="checkbox"/> Old <input type="checkbox"/> Protected <input checked="" type="checkbox"/>	
<input type="button" value="Save Changes..."/> <input type="button" value="Reset"/>	

### **Page Title**

The page title is word or phrase that will appear in the bar above the articles if a button links to a folder on the site (i.e. /business/). By default, it is the same as the button description. For example, a button called Business will link to a page that says Business across the top. To make the title something other than the button name, enter it in the page title form.

**NOTE:** If the button links to a news category, the page title will also appear above every story in that section.

### **Top of Page**

Anything entered here will be displayed below the page title but above the content of the linked page. This can include text or HTML code.

### **Bottom of Page**

Similar to Top of Page, anything entered here will be displayed below the content of the linked page. This can include text or HTML code.

**NOTE:** If your button links to a news category, anything entered in Top of Page or Bottom of Page will appear not only in that section's index page, but also in each of the section's articles.

### **Dynamic**

This box should only be checked if the button is pointing to one of your paper's recurring news categories, such as **/Front\_Page/**. This ensures that the category is an option when we are extracting your news content. Also, dynamic buttons will automatically hide themselves if there is no content in the category for a specific issue.

### **Invisible Link**

If checked, this option removes the blue underline that is typical on internet links.

### **Old**

Check this option if the button links to an outdated news category that your paper no longer uses. The button will still appear in your archived issues but the category will not be used for new issues.

**NOTE:** If there is no reason to keep a button around for archived issues, it may be deleted using the **Delete** button in the upper right.

### **Protected**

If a button is marked protected, then only subscribers can access its content. Turn off the protected option to allow anyone to view this content.

Click **Save Changes** to save any work done on a button. Click **Reset** to revert the button back to its previous settings.