The PlainHTML Content Editor

Everything in Site. Content. eCommerce. Customers

By: Krystal Williams

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Plain HTML Content Editor

The Plain HTML page is the foundation for all SiteCM pages. This type of page contains all of the elements that can be found in any other page type.

These elements are:

Content Tab

The vast majority of editing and changing of your pages will take place within the content tab. It has been laid out and structured to be very similar to the document editing program Word as we know that many people are familiar with that interface.

In order to fully understand how to use the SiteCM content tab you need to understand what you can do with it and the short answer is a lot. This section will give you an overview of what is contained within the content tab and how you can begin to access it.
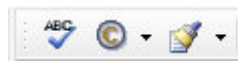
- **Toolbars** - these are the foundations and virtually everything you will do is contained within these icon sets.

- **Images** - inserting, editing and layout

- **Links** - external, internal, anchors and mailto

- **Tables** - structure, design, creation and deletion

- **Drop in Applications** - what they do, what they are and how they can work for you

Toolbars

The foundation of the content editor is the toolbars. Gaining understanding how these work and what they can do for you will take you a long way to working with your pages in SiteCM.

The Content tab is organized in eight user-friendly toolbars.

Specialty Toolbar

	Spell Checker	Launches the Spell Checker. The spell checker is a tool for checking spelling of the written text. You can now check your spelling asynchronously and all your mistaken words will be highlighted inline. The context menu on every word gives you a quick and easy way to Change, Ignore or Add the word to a custom dictionary. After you click on the spell checker a dialog appears and the check starts automatically from the beginning of the document. The misspelled words appear in the spell checker dialog where you can either **[Ignore]** the suggestion or **[Change]** the word with the one suggested.
	Insert Special Character	Inserts special character(s). Click this button to display a drop down list with the built-in special characters. Select a character to insert at the cursor position.
	Format Stripper	Strips (removes) the formatting from the selected or the whole text. Removes Word, custom or all formatting.

Basic Formatting Toolbar

(Note: this toolbar usually appears vertically in the editor)

The Basic font toolbar allows you to make basic font changes such as making text bold or italicized. You can also make some basic alignment changes like left aligning or centering text.

The Insert toolbar is used to insert assets and objects into your content. With this toolbar it is possible to insert images, documents, Drop In applications and tables.

	Insert Image Microsoft or Mac shortcut: Ctrl+G or Ctrl+Enter for Mac.	Allows you to insert an uploaded image. The image dialog allows you to insert, upload, create thumbnails and set image properties.
	Insert Image Map	Allows you to insert an image map. Image Maps allow you to create images containing one or more invisible regions which are linked to other pages, otherwise known as hotspots.
	Insert Document	Allows you to insert a document. The insert document allows you to insert an uploaded document at the cursor position into the editor.
	Insert Drop In	Allows you to Insert Drop Ins on a page. A Drop In is an application that you can drop in to your webpage.
	Insert Table	Inserts a table. To insert a table click the button and select the number of rows and columns you would like to create from the fly out. The table is inserted at the cursor position.
	Cell and table options	Allows you to edit cell and table properties. Once you have your table you can use these icons to: Insert Row Above, Insert Row Below, Delete Row, Insert Column to the Left, Insert Column to the Right, Delete Column, Merge Cells Horizontally, Merge Cells Vertically, Split Cell, Delete Cell, Set Cell Properties and Set Table Properties. Hovering over any one of the icons will give you a title and a clue as to what each are for.

Copying and pasting text:
There are four different ways that you can paste text – you can Paste, Paste From Word, Paste From Word Cleaning Fonts and Sizes, Paste as Plain Text or Paste as HTML.

Unless you are working with HTML we encourage you to Paste as Plain Text. The Paste as Plain text is the best paste option because it eliminates all the unnecessary formatting. Unnecessary formatting can create issues when you are working with copy within your webpage – you might have difficulty with extra spacing, font issues and strange alignment. Links and bullets toolbar:

	Undo Microsoft and Mac shortcut: Ctrl+Z	Disregards the last action Click to undo your last changes. This includes but is not limited to inserting tables, moving images and formatting text. Expand the dropdown list to select multiple actions to undo.
	Redo Microsoft shortcut: Ctrl+Shift+Z Ctrl+Y	Redoes the last undone action. Click to redo the last undone action. Expand the dropdown list to select multiple actions to redo. *Note that as soon as you type something this action will no longer be available to you.*
	Cut Microsoft shortcut: Ctrl+X Mac shortcut: Command+X	Cuts the selected content and copies it to the clipboard. This button works on the selected text, image and/or tables. Select some content and click the cut icon. The selected text or image is removed from the page and is stored in the clipboard for later use. Please note that only the last cut (or copied) item is stored in the clipboard.
	Copy Microsoft shortcut: Ctrl+C or Mac shortcut: Command+C	Copies the selected content to the clipboard. This button works on the selected text, image and/or table. Select some content and click the copy icon. The content is stored in the clipboard for later use. Note that only the last copied (or cut) item is stored in the clipboard.
	Paste Microsoft shortcut: Ctrl+V or Mac shortcut: Command+V	Pastes copied content from the clipboard into the editor. Place the cursor where you want the item to appear and click the paste icon and the information you copied will be inserted there.

	Paste Plain Text	Pastes copied content from the clipboard into the editor. After you have either **[Cut]** or **[Copied]** an item (text, image, etc.), you can **[Paste]** it using this button. The **[Paste Plain Text]** button works similarly to **[Paste from Word]** but it removes all HTML formatting and pastes plain text preserving the line breaks.
	Paste As HTML	Pastes copied content from the clipboard into the editor. After you have either **[Cut]** or **[Copied]** an item (text, image, etc.), you can **[Paste]** it using this button. This allows you to paste the HTML content of the Clipboard as code, which may be quite convenient for developer-oriented applications (e.g. support systems, forums, etc.) The pasted text will look something like this: `<IMG src="Image_example.gif">  <FONT face="Arial"><STRONG>what's new in version 3.0</STRONG></FONT>` And will not appear this way on your site but will be formatted according to the code which was pasted.
	Find and Replace	Opens the Find and Replace dialog. *Microsoft and Mac shortcut: Ctrl + F*
	Select All	Selects all the texts in your editor so that you may copy, cut or do with it what you will. *Microsoft shortcut: Ctrl+A or Mac shortcut: Command + A*
	Insert Groupbox	This inserts a styled group box for your text. Double clicking on this box will make it editable so that you can make changes to what appears within it.
	New Paragraph Microsoft shortcut: Ctrl+Enter	Inserts a new paragraph. This paragraph is independent of the other paragraphs on your site and can have individual styles applied to it.
	Horizontal Rule	Inserts a horizontal line (ruler). Click this button to insert a horizontal line below the cursor position.
	Insert Code Snippet	Inserts a predefined code snippet. Select an area in the editor and click the code snippet icon to insert a predefined code snippet. The snippet retains the formatting from the paragraph. To create a code snippet or for more information please contact your SiteCM Support representative.
	Insert Date	Click this button to insert the current date in the content area.
	Insert Time	Click this button to insert the current time in the content area.
	Help	Provides help regarding the function of the different buttons. Click to open a window with a short description of each button, its functions and a keyboard shortcut if one is available.

The Links and bullets toolbar is used to create links, bullets, convert text to lower or uppercase and to out dent or indent text.

	Convert To Lower Case	Converts selected text to lower case. When typing text and if you select it you can click this button to change the text to lower case.
	Convert To Upper Case	Converts selected text to upper case. When typing text and if you select it you can click this button to change the text to upper case.
	Increase Indent	Indents a paragraph to the right. This button indents a paragraph to the right. Each time this button is clicked the paragraph is indented further to the right.
	Decrease Indent	Decreases the paragraph indent to the left. This button works only if indent has been applied to a paragraph beforehand. To use this button click anywhere in the paragraph you want to indent to the left and click
	Numbered List	Creates a numbered list from the selection. Select some text or place the cursor inside a paragraph and click this button to make the text a numbered list. Click the button again to turn the numbered list into a regular paragraph of text.
	Bulleted List	Creates a bulleted list from the selection. Select some text or place the cursor inside a paragraph and click this button to make the text a bulleted list. Click the button again to turn the bulleted list into a regular paragraph of text.
	Insert a Hyperlink Microsoft and Mac shortcut: Ctrl+K	Allows you to insert a hyperlink in your selected text. This button allows you to create a hyperlink from the selected text or image. In the hyperlink dialog you need to choose the type of link you want to insert: Hyperlink, Anchor or E-mail.
	Insert Local Links	This opens a link manager where you can find any of your pages, resources or images to link to within your site.
	Anchor Link	Allows you to insert an anchor in the selected text. The anchor can then be linked to from within that page.
	Email Link	Allows you to insert an email link in your selected text.
	Remove Hyperlink	Removes hyperlink from the selected text or image.

Advanced font toolbar

The Advanced font toolbar allows you to make more advanced changes to your font – you can change the colour, style or size of font for accent purposes or you can change the paragraph and heading style.

A ▾	**Text Colour (Foreground)**	Changes the color of selected text. This dropdown allows you to change the font color of the selected text. These can be customized to match the design of your site.
◇ ▾	**Text Color (Background)**	Changes the background color of the selected text. This dropdown allows you to change the background color of the selected text. These colours can be customized to match the design of your site.
Arial ▾	**Font Name**	Sets the font. This dropdown allows you to change the font of the selected text.
2 ▾ 12px ▾	**Font Size**	Sets font size. These dropdowns allow you to change the font size of the selected text.
Apply CSS Class ▾	**CSS Class**	Applies predefined styles to the selected text. This dropdown contains predefined text styles that can be applied to the selected text.
Paragraph Style ▾	**Paragraph Style**	Applies custom predefined text styles to selected text. This dropdown allows you to change the text style in order to make the text consistent with the rest of the site. Click anywhere in the paragraph or select text you want to format and select the preferred style from this dropdown. This is where you will find your Heading 1, Heading 2 etc, tags. Remember that including these appropriately in your pages adds to your search engine marketing.

Mode Toolbar

The Mode toolbar allows you to go from design to HTML view in the editor or to preview your changes.

Design Mode Click this button to switch the editor to design mode not HTML mode.

HTML Mode Click this button to switch the editor to HTML mode as opposed to design mode.

Preview Mode Click this button to take you to a preview of how your page will look.

Editor Structure Toolbar

The Editor structure toolbar is used to change the structure of the editor. Some examples include the ability to zoom in or out in the content area of the editor or making table borders show or hide.

	Show/Hide Table Borders	Shows/hides table borders. This makes the borders of tables either visible or invisible in order to edit the table with ease. This can be helpful after you've pasted a table from Excel.
	Zoom In (Out)	Click here to zoom in (or out) the editable area. This a great option to make text in the editor larger and easier to read.
	Modules	Select a module to activate (or deactivate) from the dropdown list. Active modules are marked with a check mark. Inactive modules are marked with a cross. There are three modules available: Statistics, Tag Inspector and Properties Inspector.
	Docking	Click this button to re-dock all the toolbars so that they return to their original locations.
	Repeat Microsoft shortcut: F4	Repeats the last action. Click the repeat button to repeat the last action.

To Insert an Image into Content within the site you would use the Insert Image icon. The icon is in the top row of icons and looks like a mountain with a sun.
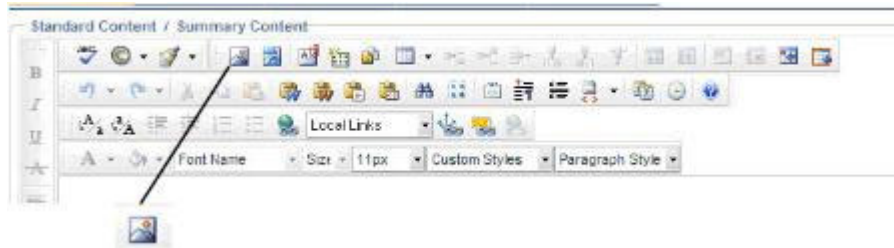
In order to insert an image first make sure that the cursor is where you would like your image to appear. As with everything in SiteCM you place the cursor wherever you would like to insert something next click on the Insert Image icon in the main toolbar of the content editor. Once selected an Insert Image pop up box will appear.

In this box you will see the list of all Categories and images within the Image Gallery of your site. After you find the image you would like to add to the content click on the image title.
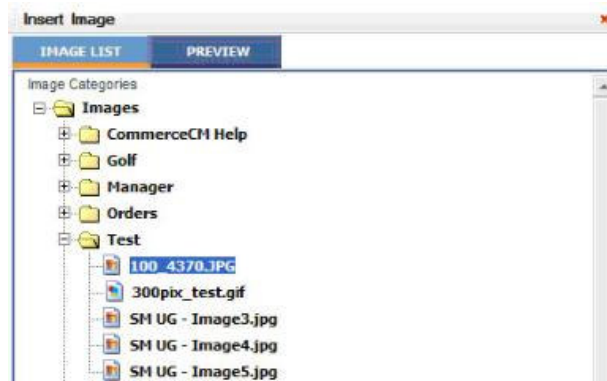
This will take you to the Preview tab and you are shown the image you selected.
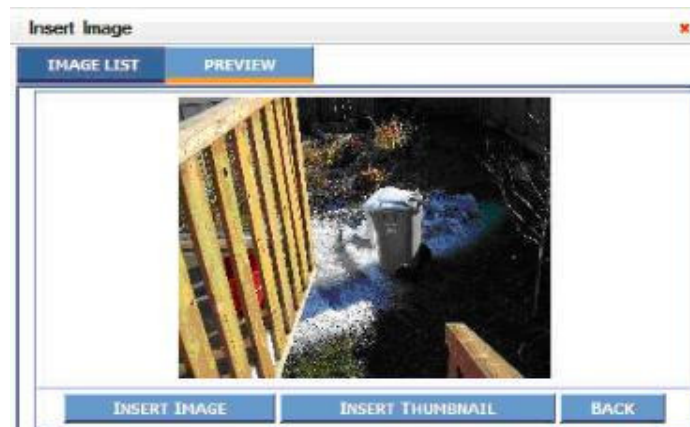
This is a preview to insure you have selected the correct image.

> **Back --** If this is not the correct image use the Back button to take you back to the Image List to select a different image
>
> If you're happy with your image selection there are 2 remaining options that can be used to add the image to the page:
>
> **Insert Image –** this will insert the image into the page at whatever dimensions it had when you uploaded it. Once inserted you may need to resize the image.
>
> **Insert Thumbnail –** this will insert the image as a clickable thumbnail. The image will be 75 pixels wide once inserted and allows site visitors to click on that thumbnail image to see a larger version of the image in a new window. The thumbnail can be resized after it has been inserted into the page.

Insert Image - Once Insert Image is selected you will have the image inserted into your page either at the size it is within the image gallery or at the width of you content area which ever is smaller.

Insert Thumbnail - The thumbnail option will give you a small version of the image that can be clicked on. If the user clicks on the thumbnail a new browser window will open with the full-sized version of the image.

> By default the thumbnail will have a size of 75 pixels in width. Default settings for thumbnails can be changed through your designer or SiteCM reseller if you wish.
>
> You can manually resize thumbnail images the same way that you would a regular image but unlike a regular image the thumbnail, even if it is the same size as an image, can always be clicked on for the full-sized image in a new window.

Resizing An Image - Within the content area you can resize the image. You have the option of re-sizing the image by clicking and dragging or within the properties at the bottom of the editor:

Clicking and Dragging

Clicking on the image and dragging the corners of the image to the desired size with your mouse is the easiest and most intuitive option.

> *Note:*
> *If you are using Internet Explorer to click and drag to resize, there is no way to keep the image proportional. Even holding down the Shift or Ctrl while dragging will not keep it proportional. But do not worry as long as the size is close that will be fine. Once the page is saved the image will be made proportional. SiteCM will look at the width of the image and based on that number will make the image in the saved page proportional.*
>
> *If you are using Firefox to click and drag and resize will keep the image proportional provided you click on one of the corner buttons to resize.*

This box gives you all of the options available to you to format and edit your images within SiteCM. It is displayed at the bottom of the editor when you have clicked on an image or you can get to a more detailed version by clicking 'set image properties' within that properties inspector.

Border Width: allows you to select the width, in pixels, of the border which appears around your image

Border Color: allows you to select a color for the border of your image

Image Alt Text: the text in here is what will appear when someone hovers over the image for a minute this is also the 'ToolTip' field in the other properties field within the editor.

Long Description: the visually impaired often have what is known as a 'screen reader' which will read out their pages to them. Text entered in here will be read in place of your image in such a situation so should be meaningful.

Image Alignment: clicking on this icon gives you a pop up menu of 5 different alignment options. The most common ones are the three in the middle being left, center, right. Left and Right alignment will cause your image to float off to the left or right and your text to flow around it. Centering an image can be useful when you want to include a small image within your text like an icon.

Image Src: the source of your image – where it is located on your site

Horizontal Spacing: padding, in pixels, to the left and right of your image. This will push any text away from your image creating what is known as white space.

Vertical Spacing: padding, in pixels, on the top and bottom of your image. Again this creates white space around your image.

Width: a value, in pixels, that determines the size of your image. The SiteCM content editor by default constrains images to be proportional according to the width you set.

Height: a value, in pixels, relative to the width you set above

NOTE: the link to the side called 'Constrain' clicking on it to join the link will show you the values for your proportionally adjusted image. If you require an image to be a specific height but don't care how wide it is clicking 'constrain' and then editing the height value to what you need it to be will achieve this accurately for you.

To insert a hyperlink first highlight the text where you would like the hyperlink to appear next click on the hyperlink icon and a popup will appear.

URL - the address of the link eg- http://idealever.com/

Existing Anchor - to anchor your link to text. Anchors are typically used for internal links and do not come into play here.

Link Text - the text which was highlighted when you clicked the link button.

Type - you can select the prefix for your link. Generally you'll want to leave this alone as http://

Target - target of the hyperlink if it opens up in a new window or the same window.
Many of these options will render the same results so we will only discuss the two most common options.

- New Window - opens the link in a new window

- Same Window - opens the link in the same window

It is common marketing practice that if you are sending a user off your site to open a new window so that your site remains open in the background and that links which keep the user in your site open in the same window.

Tooltip - similar to alt text on images if you hover over a link for a moment this text will appear. Also this text is read by screen readers to the visually impaired.

CSS Class - predefined link styles that would be set up by your SiteCM representative or Reseller.

Once you have finished you can either click on OK to save the changes or Cancel to cancel any changes you have made.

In order to edit or see the properties of a hyperlink click anywhere within the link and look at the properties inspector near the bottom of the content editor.
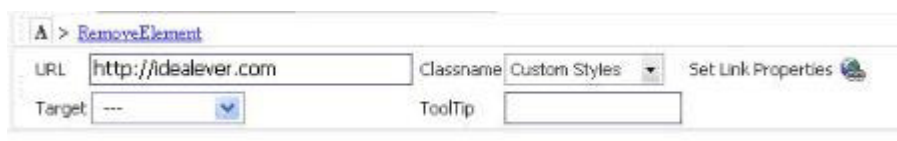
Clicking anywhere within your link brings the properties of your link into the property inspector at the bottom of your page. Clicking the RemoveElement text while within your link will remove it for you as well as the Remove Link icon in your third toolbar with the other link icons.

A local link is one that sends a user to a page within your site or sends a user to an internal page. They differ from external links only in where they send the user that is all. Other wise they are completely the same.
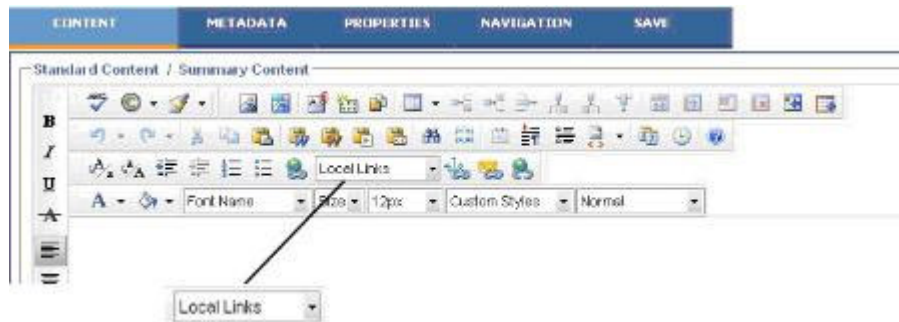
To create a local link highlight your 'link text', the text you want to use as a link, and then click the Local Links dropdown in your third row of toolbars.

A window will pop up that looks similar to the navigation window when you are editing a page or the linkto window when you are creating a linkto page. From here you need to find the page within your site which you would like to link to. Clicking on the title of the page when you find it selects that page and takes you out of the link locator then back to the editor.

Again clicking anywhere within your link brings the properties of your link into the property inspector at the bottom of your page. Clicking the RemoveElement text while within your link will remove it for you as well as the Remove Link icon in your third toolbar with the other link icons.

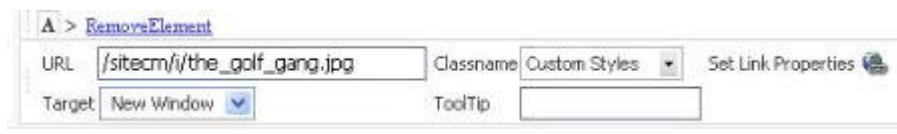Ever seen the 'return to top' text on a page that brings you back to the top of the page when you click on it? Or clicked on a FAQ question to take you to the question further down the page? Those are anchor links.

An anchor is a link within a webpage. You can have a list of key words at the top of your webpage and set up an anchor so that if you click on a word the page will take you to the corresponding text.

There are two parts to creating an anchor link: 1. The anchor   2. The link

The Anchor

The anchor text is where the link will go when once it is clicked on. For example the anchor for a 'top of the page' link would be some text at the top of the page (most likely the first word on the page).

Highlight the word and then click the anchor icon at the top of the page. This brings up the Hyperlink Manager defaulted to the Anchor tab. It is prompting you to name your anchor, 'top' for example. This should ideally be a singular word and cannot have any spaces.
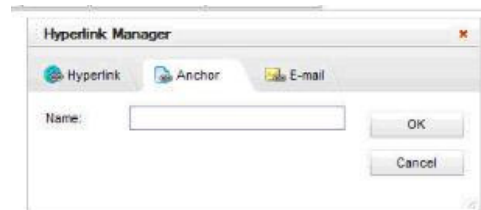
The Link

Now that we have created an anchor we can associate any text we want with that anchor and it will 'link' to that text.

For example I will highlight the word 'top' and then click on my Hyperlink Manager icon. From here the anchor I created earlier will be in the 'Existing Anchor' drop down selecting it will create a link that links to the anchor at the top of the page.
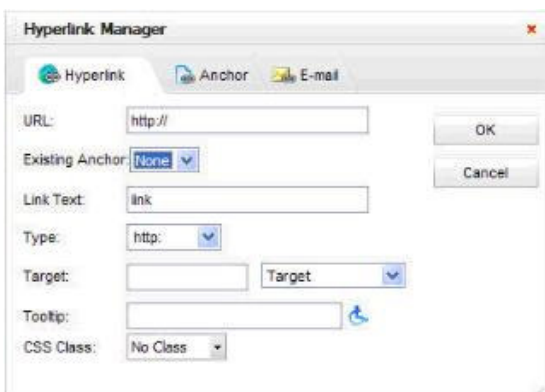
To edit or see the properties of an Anchor place your cursor within the link and look at the properties inspector near the bottom of the content editor.

NOTE: when you click on the Anchor itself nothing will show up in the URL field in the elements area. You can still see the Set Link Properties because it is a link but, because it's an anchor, the URL field is empty.

Again clicking anywhere within your link brings the properties of your link into the property inspector at the bottom of your page. Clicking the RemoveElement text while within your link will remove it for you as well as the Remove Link icon in your third toolbar with the other link icons.
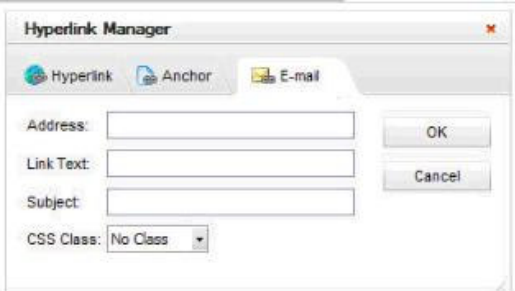
An email link within siteCM is a text link that will open the users email program so that they can send you an email to an email address of your choice.

> **Note:** *When you post an email address link on a webpage on the internet there's a good possibility that you will receive more spam emails in that particular email account. It is usually a good ideal to have a different email account set up for receiving emails from your email link.*

If you do decide to use your personal email account you can easily distinguish between website related emails with the option of inserting an optional subject. In the Insert Email Link pop-up box insert the subject of your choosing in the Subject text box.

To insert an email link highlight the text you would like to use as your 'link text' and click on the Email Link icon [icon] in your links toolbar. The Hyperlink Manager will open and you'll have some fields to fill out.

Address - the email address where you would like emails from your email link to be sent to.

Link Text - the text you highlighted to be the text associated with your link

Subject - if you enter text here a subject line is automatically entered in the subject line of the emails you receive

CSS Class - predefined styles programmed into your website for links you can select these styles here for your email link. Ask your Reseller or SiteCM for more information on this.

Once you are done adding all the information in your Insert Email Link click on the OK button and your link has been created.

To edit or see the properties of an Email Link placing your cursor anywhere within the link will bring the link properties into the properties inspector at bottom of the content editor.

Again clicking anywhere within your link brings the properties of your link into the property inspector at the bottom of your page. Clicking the RemoveElement text while within your link will remove it for you as well as the Remove Link icon in your third toolbar with the other link icons.

Tables give you the most control over the layout of your page. You can have entire paragraphs set off to the side, merge two cells together and have the paragraph flow through, give your images titles and so much more.

The basic structure of a table is rows and columns which create 'cells' you can add, delete and merge these cells with the buttons and properties inspector in the content editor.

Clicking on the insert table icon will bring up a grid which allows you to select how many rows and columns you would like in your table (you can always add more or delete them later)
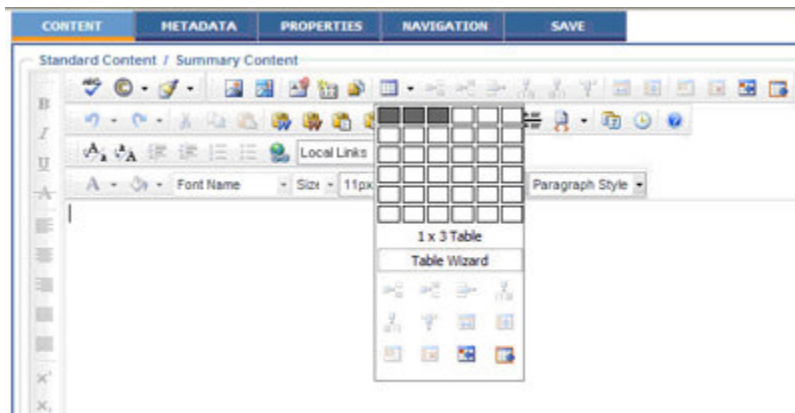
Once the correct number of cells are selected/grayed simply left-click with your mouse. Your table will appear within the content editor.
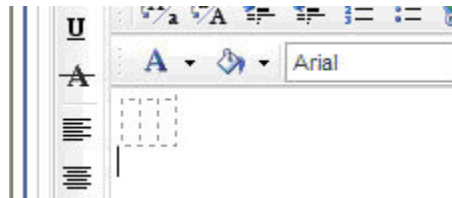
If you want to insert text, links or images within cells simply move your cursor within the cell. There's automatically a single space in each cell. When inserting images or links in a cell it is recommended to leave a space after the image and/or the link. This will help eliminate any formatting issues or problems

A Drop In Application is an application that you can drop in to your webpage it has been edited and formatted within its manager and you are simply plunking it into your page with a few clicks of your mouse.
The available Drop Ins are:

Image Gallery	**Content Blocks**
Recently Updated Pages	**SiteMap**
Resources	**Search**
Feedback Form	**Headline Rotator**
Simple eCommerce	**Events Calendar**

To insert a Drop In Application to your page place your cursor

where you would like it and then simply click the Drop In icon from your main toolbar and a menu will popup asking you which one you would like to appear. Once you select a Drop In the manager for that Drop In will appear and you will be asked to select some customization options which we will look at in more detail in the individual Drop Ins. Once you have finished creating your Drop in Application the Drop In will look something like the icon to the right.

You will not be able to view the Drop In within the editor not until you save the page will you be able to see what your Drop In Application actually looks like in the preview. Drop In Applications are not directly editable within the context of the editor. You can make some changes as to what appears in your drop in but the majority of that needs to take place within the Assets section and/or when you are creating a Drop In.

In order to edit any Drop In Application double click on the Drop In Application icon within the content editor.

This manual should give you a solid foundation of knowledge about the Content Editor in SiteCM to build on in the future. If you need any help or assistance with this or anything else you can always contact an ideaLEVER representative 888-374-0906