

10 Tips (Okay, really 15!) for Getting Started on Your Web Site

1. By now you've received an email with a link to set up your web site. Click on that email and go to the site. Enter in your URL, or "address" by filling in the box. Make sure that it's something you'll be able to remember and give out easily. Once you've done that, head to the "Toolbox."
2. Each time you want to work on your website, you'll start by logging into the **Toolbox** page at: www.isiwebnet.net/adminlogin.jsp. Once here, enter your login email and case sensitive password.
3. The "Toolbox" is your primary screen for making changes to your site. Whenever you want to make changes, go to the toolbox. If you're on a "preview" screen, click "edit site" at the bottom of the screen to go to a page where you can make changes and get back to the Toolbox.
4. In the Toolbox, check your settings and make any necessary account changes in your **Profile and Preferences**. Make sure to review the choices for "User Mode." You'll probably want to pick "advanced" (don't be afraid...you can do it!) so you'll have more editing options for your text. Once you pick the "advanced" mode, don't change it back to "simple" or you may lose some formatting you've spent time creating.
5. Select a site design by clicking **Site Design**. This will let you pick the "skin," which is the header/footer design of the site. Try different ones. You can change it as often as you like without impacting your web content! This is the time to experiment. If you, or someone you know, are good with Photoshop or other design software, you can design your own header and footer. The header should be 770x119 pixels and the footer should be 770x16 pixels. If you have no idea what that means, don't worry! Just pick a header and footer from the list.
6. Using the **Site Index** on your toolbox screen, you can add pages, delete pages, add photos and files, or delete them. This is the place where you make the information your own. Don't forget to use the **save** button at the bottom of the screen as you're working on a page. If you leave a page without saving it, your changes will be lost.
7. After you create a page in your Toolbox, using the Site Index, you can use the **Page Editor** to update your site as often as you like. Wherever there is a little pencil, when you're in the edit view, you can make changes.
8. Take time to find good quality digital pictures (from a camera or scanned in) and begin to build your photo library. You'll want to find out how to minimize the amount of memory space the pictures takes up. Don't forget to have proper permission to use the photos—including signed releases from students! As ISI builds a corporate site, there will be pictures from there that you can also download to your own site.
9. As you type information into the text box, you'll see a tool bar (this is available in the "advanced" mode discussed in number three) that looks similar to a Word tool bar. You can use that toolbar to change the size of the font, the font style, to add a link, to add

color. While you want to be tasteful—experiment a little! It's hard (impossible?) to break this program, so be creative as a way to learn how to use the tool. See number eight for how to keep your experiments private!

10. You can turn pages on and off in the **Site Index**. That can be helpful if you're working on a page that you're not ready for anyone to see. You can keep working on the page and experiment while not making it public.
11. You may have certain pages that you don't want everyone to see. Remember that people are asked to register to your site. Once someone registers, they'll be added to your email list and you can assign them access to different pages. You can make this as simple as you like. For those who don't register and have access, the pages won't even show up on the navigation list on the left side of the screen (they won't know what they're missing!). You create groups through the **Email List** and give access through the **Site Index**. For example, you might want anyone who is a donor to have access to special pages. You can go in and create that group as people register.
12. One of the tremendous benefits of this web page is the online giving. By directing your donors to your web page, they can read about your ministry and give right there on the spot. Take time to develop this page. You might want to set up a "Projects" page like in the clone site that will direct people to the online giving page. You can then add those projects to your drop down list so people can give directly to them (**Please don't forget** to get appropriate permissions BEFORE posting special projects for restricted funds).

This is a very powerful tool on your website.

13. Okay...we couldn't keep it to 10. On the **Home Page**, or first page of the site, notice two specific items of information. One is the "Praise" column and one is the "Meet ISI's President." Those two columns are coming from Home Office as a feed. While we haven't fully decided how those columns will be used, you currently can leave that information as it is, or "turn it off" by going to the **Page Edit** and clicking on the little pencil for the column. There you can select "hide" or "show."
14. When you are in your **Toolbox** view, take time to view the column on the right where you see "Don't Forget" and "Message Center." Those columns will be used by Home Office for communication (for example, the Weekly Message). Get into the habit of checking that at least weekly—more frequently is even better!
15. Finally, really...finally...Even though this is a relatively simple product to use, there is still a learning curve. Take time and experiment. Try things and then preview them. Remember that you can keep those pages "hidden" from the public! Also, take time to look at the pages—there are cues and helps on every page. You can also get more information from <http://support.cumulus9.net>. You'll find a ton of "helps" on that site, including frequently asked questions. While there isn't a phone number to call, you can email questions. You can also contact ??? in ISI.