

Primary Times Website 2014 Franchisee Administration Guide

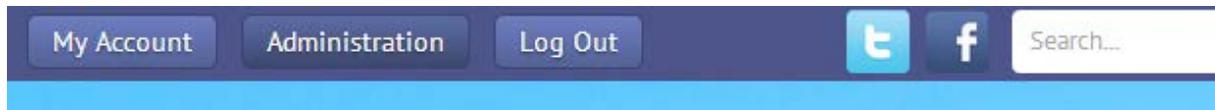
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Accessing the Administration System

Login as usual using the 'Log In' button in the search bar at the very top of the page. After logging in you will see additional options in the search bar:



Click on the **Administration** link to be taken to the admin menu, then click on **Your Regions** to view the regions to which you have access:



Regions

| ID | Region Name | URL | Actions |
|----|---------------|--------------|---|
| 24 | Kent | kent | Pages Competitions News Listings Manage |
| 28 | London, East | east_london | Pages Competitions News Listings Manage |
| 30 | London, South | south_london | Pages Competitions News Listings Manage |

Your Regions

Managing Your Regions

After clicking the **Your Regions** link at the top of any administration page, you will see a list of all the regions to which you have access. Clicking the orange **Manage** button from this list allows you to update certain information associated with your region:

Manage Region

[Back to Region List](#)

| | |
|------------------|--|
| ID | 1 |
| Region Name: | <input type="text" value="Avon"/> |
| Region URL: | <input type="text" value="http://dev.primarytimes.net/avon"/> |
| Twitter Account: | <input type="text" value="@"/> |
| Facebook Page: | <input type="text" value="https://www.facebook.com/"/> |
| Latest Magazine: | <input type="text" value="http://issuu.com/paulkimberley/docs/pt_avon_feb14"/> |

Enter the full URL to the current magazine - this can be a standard web page, link to a PDF, YUDU, etc.

The details that can be entered are:

- **Twitter Account** – to include a feed from your Twitter account in the right hand panel of your regional pages, enter your Twitter username here.
- **Facebook Page** – to include a link to your Facebook page on your regional home page, enter your full Facebook page URL here (excluding the initial www.facebook.com).
- **Latest Magazine** – your regional home page contains a box which links to the current issue of your magazine. The location of the current issue should be specified here – it can be a link to another page on the Primary Times website, a link to an online service such as YUDU which hosts your magazine, or a link to a PDF or similar.

Creating “Advertise with Primary Times” Pages



Within the right hand column of all regional sections of the site, there is an “Advertise with Primary Times {region}” link. By default this link will take users to a national page with generic information about advertising with Primary Times.

In order to create your own page for this purpose, simply create a page with a URL of “advertise”:

| | |
|-------------|---|
| Page Title: | <input type="text" value="Advertise with Primary Times Devon"/> |
| Page URL: | <input type="text" value="/devon/ advertise"/> |

The page title is entirely up to you, but be sure that the Page URL field simply has “advertise” following your region name. Once this page has been saved it will automatically take over from the national page when a user clicks the link in the right hand panel. See [Editing Page Content](#) below for further details on creating pages.

Pages

What is a Page?

Much of the site content falls into three categories: Competitions, News Items and Event Listings. These items each have special characteristics, individual listing pages, search options, etc.

Any content which does not fall into one of these categories can be created as a standard web page using the “Pages” section of the administration site.

As an example, each regional home page has the following grid at the bottom of the left hand section of the page:

The Best of Devon

Child Friendly Restaurants



Places to go



Education News



Performing Arts & Dance



Family Courses & Classes



Vouchers



With the exception of “Education News” each of these is a link to a single page, for example “Child Friendly Restaurants” links to a page such with an address of:

www.primarytimes.net/devon/child-friendly-restaurants

It is left to the individual regions to determine what these pages should contain – initially when you click on these links you will see a “Coming Soon” page. If you are logged in to your account you will also see the option to create the page:

Coming Soon...

Sorry, the page you requested isn't here yet but should be available soon.

In the meantime, [click here for your region's home page](#).

You may wish to [create this page](#).

When you click “create this page” you will be taken to the page editor (see [Editing Page Content](#) below), with the page URL automatically set – leave the URL at its default to ensure the page is found correctly.

You are not restricting to creating the pages shown in the grid above. You can create any number of pages to contain information specific to your region which does not fit into the news, competition or event listing categories. Further information on page content is given below.

Managing Pages

Any content which is not a competition, news item or event listing is referred to simply as a page. Clicking on **Pages** from the region list will present you with a list of that region's current pages:

Pages

Cornwall

[+ New Page](#)

| Status | Page Name | Last Updated | Actions |
|---------|----------------------------------|-----------------------|--|
| Draft | Vouchers | 5th March 2014, 17:45 | Edit Delete View |
| Publish | Christmas on a Budget | 3rd March 2014, 10:59 | Edit Delete View |
| Publish | Competition Terms and Conditions | 3rd March 2014, 10:59 | Edit Delete View |

From this page list you can create new pages (the blue button at the top), edit existing pages (the blue buttons in the table), delete pages (the red buttons) or view pages as they currently appear to website users (the grey buttons, which will open a new tab or browser window).

Editing Page Content

When adding or editing a page you will be presented with the following form:

Primary Times Home Your Regions Logout

Edit Page

[Back to Page List](#)

Region: Cornwall

Parent:

Sub Type: None

Page Title: Vouchers

Page URL: /cornwall/ vouchers

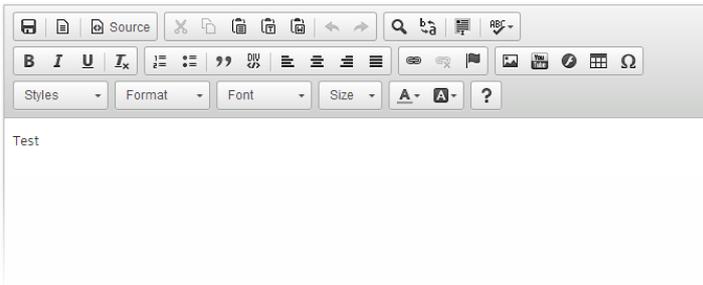
Status: Draft

Tags:

Thumbnail Image: No file chosen Thumbnail images should be at least 200 pixels wide.

Location: To enable location search, enter an address or place name, post code, etc.

Content:

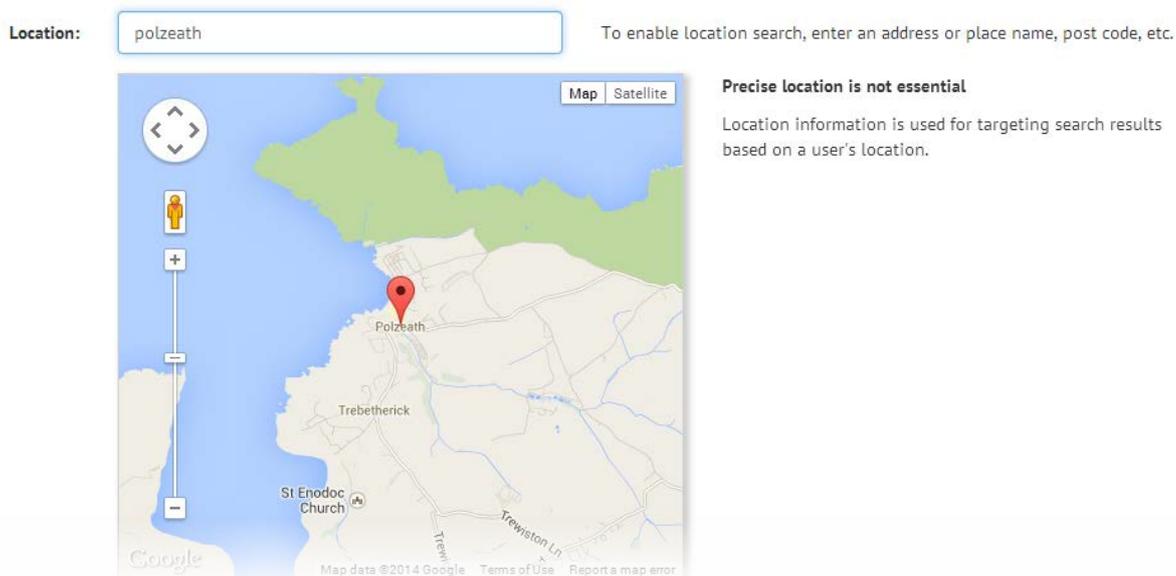


The fields available are:

- **Region** – to change the region with which this page is associated select from this list. All of your own regions should be available.
- **Parent** – generally this will be left blank, but can be selected in order to make this a “sub-page” of existing content. This will result in a page URL such as www.primarytimes.net/your-region/parent-page/child-page
- **Sub Type** – certain types of content such as recipes need to be identified in order to display correctly. If the content you are adding is not one of the listed options, leave this as “None”
- **Page Title** – this is the main heading that will be displayed on the page. It does not need to be included in the page content field below.
- **Page URL** – this will be created automatically as you enter the page title, and should generally be left unchanged. If however you do require a specific address for this page, it can be entered here.
- **Status** – if you are working on a page which should not yet be displayed on the site, leave this set to “Draft”. Once you are happy for the page to be visible, change to “Publish”.
- **Tags** – (optional) tags are used primarily for establishing a link between pages (or other content) and adverts. For example if a page has a tag of “theatre royal” and an advert with the tag “theatre royal” also exists, the advert will be prioritised on that page. Tags also affect

search results – if a user’s search includes keywords that match the tags you have entered, the page is more likely to appear higher up in the search results.

- **Thumbnail Image** – (optional, but recommended) when pages are displayed in search results, the image you upload here will be displayed to the left of the page details. For competitions, news and listings this image is important as it will appear on the main page for each category. For pages the images will only be shown in search results.
- **Location** – if the content of the page is relevant to a specific area, town, post code, etc. within your region you can enter the location here. **This should not be entered where the content is relevant to the entire region** – relevance of the content to the region is already assumed. After entering the location press return and the location will be queried against Google Maps. If the location can be found, a map will appear:



It is not important that the location be exact – it will be used for location-based search (i.e. showing website users content relevant to their local area), so accuracy within a few hundred metres is perfectly adequate.

- **Content** – this is the main page content, which can include text, images, links, tables, etc. For full details see *The Content Editor* below.

Competitions

Managing Competitions

Clicking on the Competitions button from the region list will take you to a list of current competitions for that region:

Primary Times Home Your Regions Logout

Competitions

Cornwall

+ New Competition Filter the list... < 1 >

| Status | Competition Name | Closes | Created | Actions |
|---------|--|------------|---------------------------|---|
| Running | WIN A Family Ticket for CBeebies Live! | 21/03/2014 | 19th February 2014, 15:22 | Edit Delete Download Entries View |

As with other content lists, the blue buttons allow you to create a new competition or edit an existing item from the list. The red button allows you to delete an existing competition, the grey button displays the competition in a new tab or window.

In addition to the usual buttons, the competitions list includes a green **Download Entries** button. This allows you to download a spreadsheet containing the details of all entrants for that competition.

Editing Competition Content

The page displayed when editing or creating a competition is very similar to the forms for editing page content. A few additional fields are present:

Edit Competition

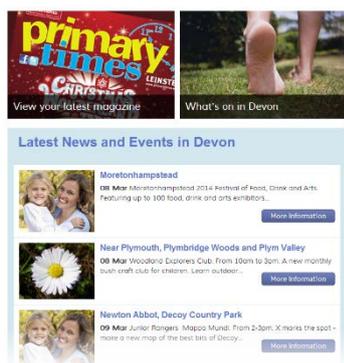
[Back to Competition List](#)

| | |
|--------------------|--|
| Region: | <input type="text" value="Cornwall"/> |
| Competition Title: | <input type="text" value="WIN A Family Ticket for CBeebies Live!"/> |
| Tags: | <input type="text" value="competitions, cardiff, cbeebies"/> |
| Closing Date: | <input type="text" value="21/03/2014"/> |
| Publication Dates: | <input type="text" value="From"/> <input type="text" value="Until"/> <small>If left blank the item will be published indefinitely</small> |
| Email Entries To: | <input type="text" value="competitions@hallforcornwall.org.uk"/> |
| Require Answer: | <input type="checkbox"/> If ticked the user will be asked to enter their answer |
| No Online Entry: | <input type="checkbox"/> Tick if alternative entry details are given below - e.g. link to external site |
| Thumbnail Image: | <input type="button" value="Choose File"/> <input type="text" value="No file chosen"/> <small>Thumbnail images should be at least 200 pixels wide.</small> |

For details of fields not mentioned below, see [Editing Page Content](#) above.

- **Closing Date** – where the competition can be entered online, entries will only be accepted up to **and including** this date.
- **Publication Dates** – you may optionally limit the dates between which this competition will be visible on the site. If the “from” date is left blank it will be visible immediately. If “until” is left blank it will be visible indefinitely (i.e. until deleted).
- **Email Entries** – if competition entries should be sent via email (in addition to being available for download), enter the email address here. Multiple addresses can be provided, each address separated by a comma.
- **Require Answer** – if this is ticked the user will be prompted to enter their answer to a question (provided within the main content of the competition) prior to submitting their entry. If not ticked the user will simply have to click a button to enter the competition (after logging in).
- **No Online Entry** – some competitions do not allow for online entry on the Primary Times website. If this is the case, tick this box and provide entry instructions within the main content (telephone number to call, link to entry form on another website, etc.)

News



News content is used to create your regional home page – up to five items will be displayed in the section “Latest News and Events in *your region*”. If you do not have five items of regional news, the remaining “slots” in that section will be filled with event listings. If there are insufficient event listings to fill the space, content will be taken from the national news section.

Managing News Content

The current list of news content is accessible by clicking the **News** button from the region list. Options on this list are the same as when managing pages – see [Managing Pages](#) above.

Editing News Content

As with competitions the form for editing news is based on the page editor, with a few additional fields:

Create News Item

[Back to News List](#)

| | | |
|--------------------|---|--|
| Region: | <input type="text" value="Cornwall"/> | ▼ |
| Sub Type: | <input type="text" value="None"/> | ▼ |
| News Headline: | <input type="text"/> | |
| News Item Date: | <input type="text"/> | |
| Publication Dates: | <input type="text" value="From"/> | <input type="text" value="Until"/> If left blank the item will be published indefinitely |
| Sticky: | <input type="checkbox"/> Keep this news item at the top of the list | |
| Tags: | <input type="text"/> | |
| Thumbnail Image: | <input type="button" value="Choose File"/> No file chosen | Thumbnail images should be at least 200 pixels wide. |
| Location: | <input type="text"/> | To enable location search, enter an address or place name, post code, etc. |

For details of standard fields, see [Editing Page Content](#) above.

- **News Item Date** – all news items should be assigned a date. This is displayed on news pages and used to determine the sort order of news lists. News will not appear on the site until this date.
- **Publication Dates** – by entering dates here you can cause a news item to automatically appear on the site on a specific date, and automatically be removed on a subsequent date. The ‘from’ date will have no effect if it is earlier than the news item date above. It can however be used to delay publication.
- **Sticky** – ticking this box will cause the news item to be promoted to the top of the list. This should be used rarely; generally news should be left to appear in date order.

Event Listings

Managing Event Listings

Event listings are displayed in a very similar list to pages and news items. The buttons for creating, editing, deleting and viewing listings are identical. The list is formatted slightly differently to show the date range for each event.

Editing Event Listing Content

The usual content entry form is provided for event listings, very similar to the forms for pages, news and competitions. Once again a few different fields are provided to collect information specific to listings:

Update Listing

[Back to Listings](#)

Region: Cornwall

Title: Eden Project

Status: Publish

Publication Dates: From Until If left blank the item will be published indefinitely

Date: 29/01/2014 For ongoing events the date can be left blank.

End Date: 02/03/2014

Specific Day(s): Monday Tuesday Wednesday Thursday
 Friday Saturday Sunday

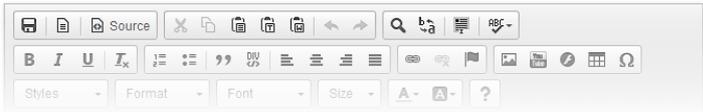
Tags: events

Thumbnail Image: No file chosen Thumbnail images should be at least 200 pixels wide.

Feature Image: No file chosen

Location: To enable location search, enter an address or place name, post code, etc.

Content:



- **Publication Dates** – this works in the same way as publication dates for news items, allowing you to control when an event listing should appear on the site. If these dates are not entered, the event will appear on the site immediately and will be removed the day after the event finishes.
- **Date and End Date** – in the **Date** field enter the date on which this event starts. If the event occurs over more than one day, enter the final date of the event in the **End Date** field. If the event is an ongoing event, leave both dates blank
- **Specific Day(s)** – for events that cover more than one day (particularly ongoing events), this allows you to specify that the event occurs only on certain days within that date range. In addition to marking these boxes, you should include precise details of dates and timing in the main content box.