Craft Content Management System (CMS) Technical Guide

This document provides a basic overview of using the **Craft Content Management System** on https://www.visitcasper.com/

You may refer to this training guide to walk you through the process of creating, editing and publishing content on your site.

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1. Getting Started With Your Craft CMS

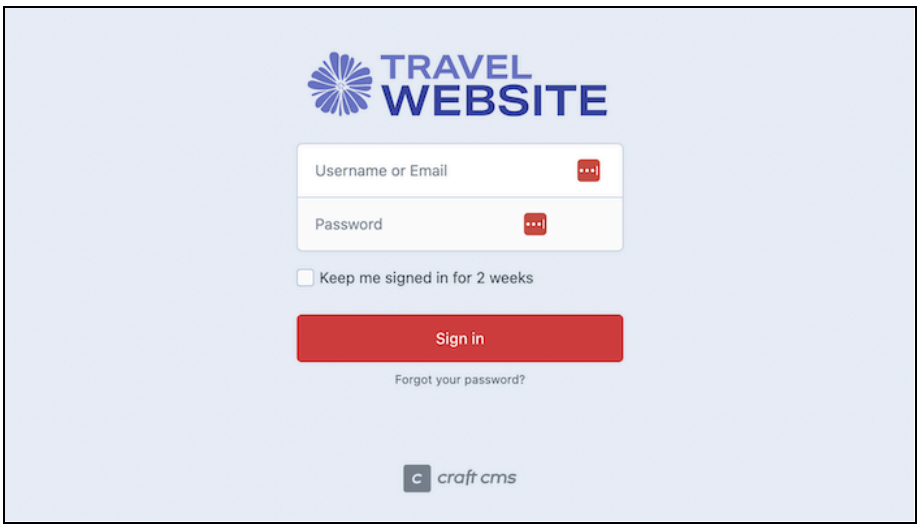
1.1. About Craft CMS

Your website is powered by the Craft (Craft) Content Management System. A content management system (CMS) is a tool for creating, editing, and publishing web pages.

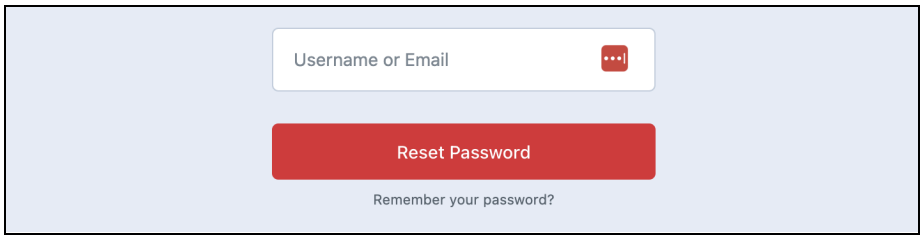
Your CMS can be accessed anywhere via a computer and high-speed Internet access. Special software is not required, but Tempest does recommend using a Mozilla FireFox or Google Chrome browser for optimal performance when accessing your CMS.

1.2. CMS Login

From your Internet Browser, go to the URL: https://www.visitcasper.com/storm/



Enter your Username and Password and click “Login.” This will take you to the Craft Dashboard. If you have trouble remembering your password, click “Forgot your Password?” from the CMS login screen, enter your **Username or Email** and click “Reset Password” and a new access code will be emailed to you. Make sure you use the same username/email address associated with your account.

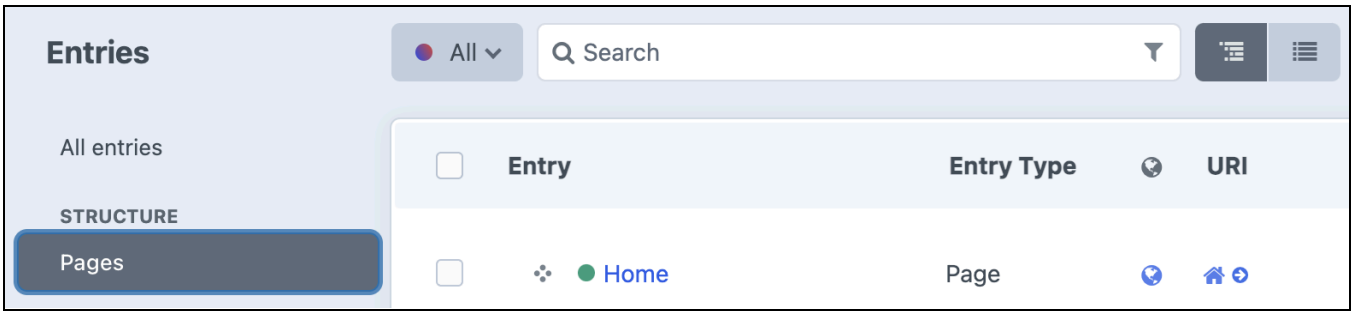


You can also email support@tempest.im for help.

1.3. Craft Dashboard and CMS

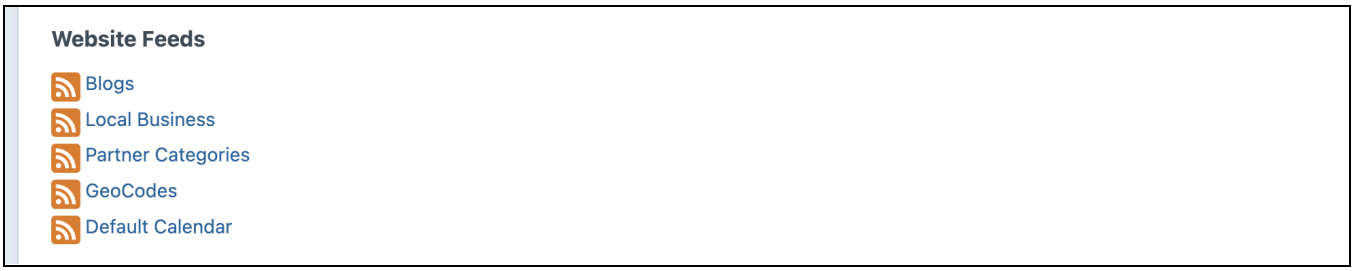
The Craft Dashboard is a fully customizable dashboard, which you can tailor to your needs. There is a series of tabs located at the left of your screen where you will have the ability to create and publish new Entries, or edit existing entries.

You can locate lists of Pages, Microsites, Alerts, Blogs, Content Highlights and other building blocks by clicking on the "**Entries**" tab in the upper left-hand corner of your screen. Through these sections, you can add new entries or edit existing entries. Each type of Entry has a set of unique characteristics and use cases that are outlined throughout this document.



1.3.1. Website Feeds Dashboard Widget

This widget gives easy access to the URLs for the different JSON formatted Feeds of content on the site.

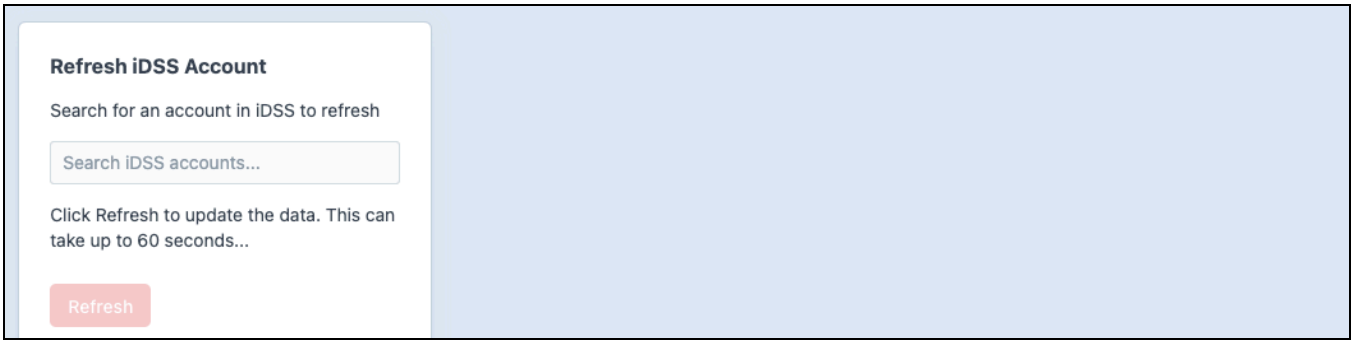


1.3.2. My Drafts Dashboard Widget

This widget will show all of your current drafts for entries.

1.3.3. Refresh iDSS Account Dashboard Widget

This widget allows you to search for an account/partner in your iDSS database and refresh their data on your website. This is a great tool to use when you want an update made in iDSS to take effect quickly on the site.

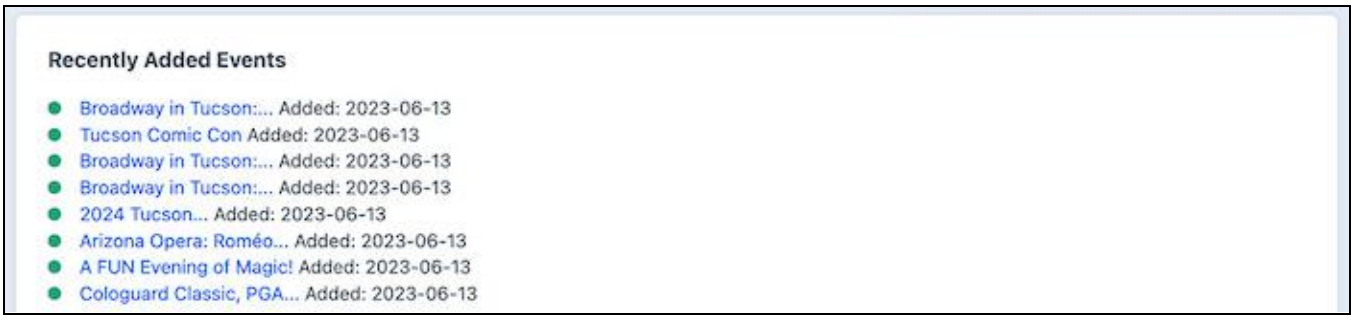


1.3.4. Recent Blog Entries Dashboard Widget

This widget will display the 10 most recently created blog posts in the CMS.

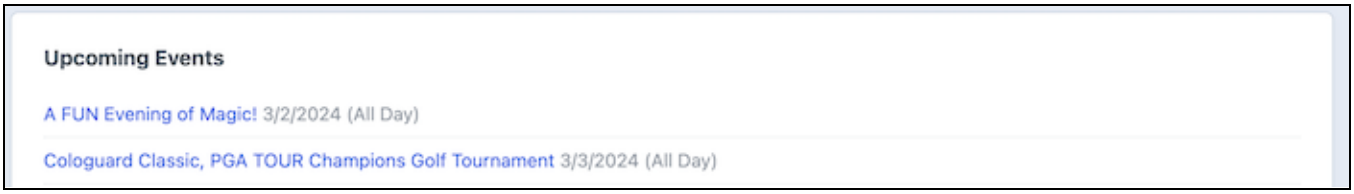
1.3.5. Recently Added Events Dashboard Widget

This widget will display the 20 most recently created or submitted events. This includes events added directly into the CMS, imported via 3rd party sources like a CRM, and submissions to the web submit event form. A “green” circle indicates the event is Enabled, whereas an “empty” circle denotes that the event is Disabled.



1.3.6. Upcoming Events Dashboard Widget

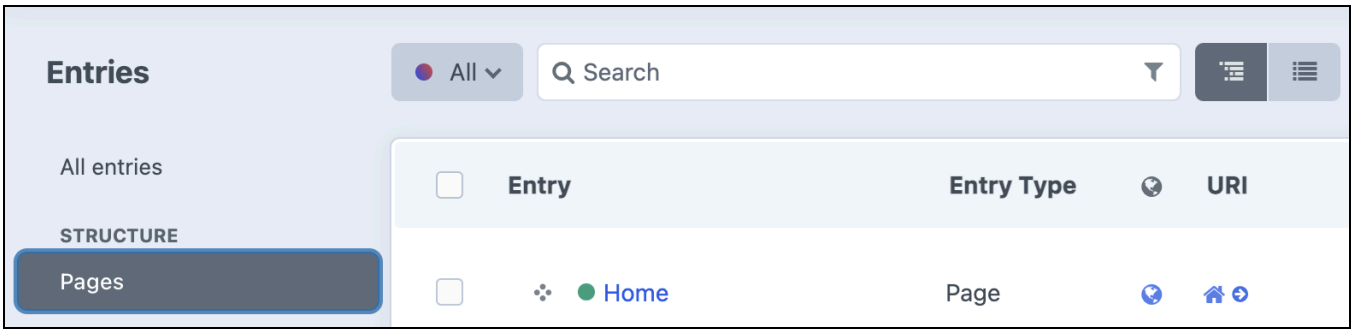
This widget will display the 5 soonest upcoming events on the website calendar.



2. Publish or Edit Pages in Craft

2.1. Using Structure

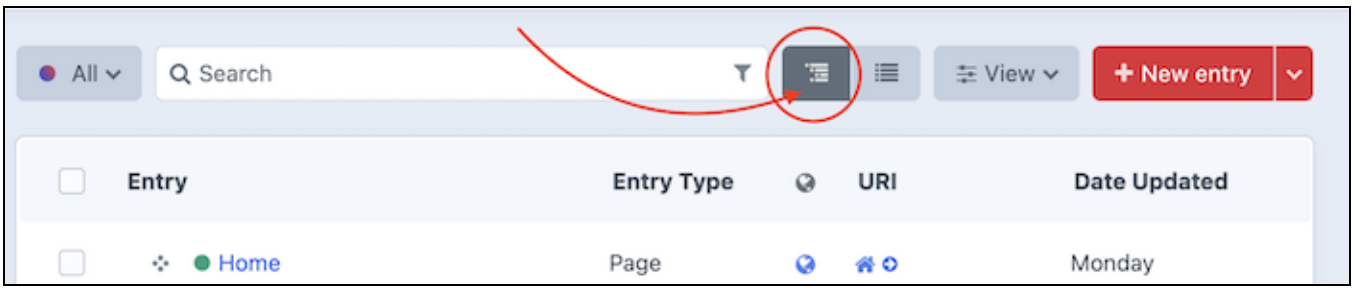
Your website's content is divided into unique navigation areas and organized in Craft through "Structure" and "Sections." Structure lays out your content similar to a sitemap and allows you to create or edit pages, then assign them to parent content pages or let them exist independently of the navigation structure.



"Parent" pages are top-level pages (blogs, hotels, etc.) and "child" pages are sub-navigation pages, like "Attractions" underneath "Things to Do."

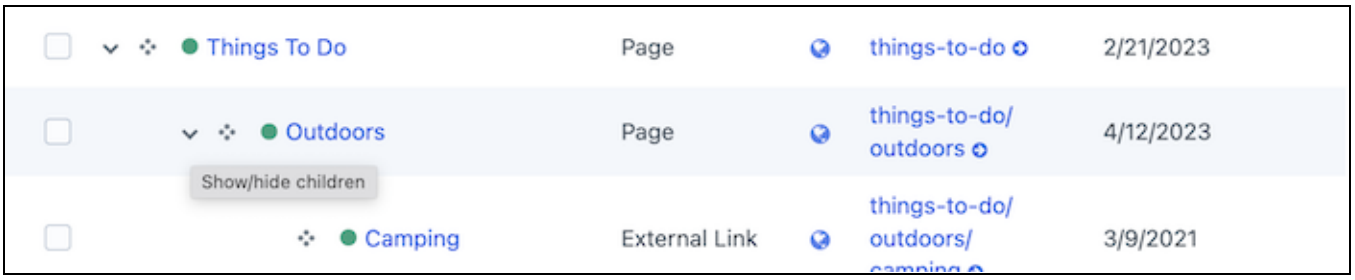
When you hover over a page in "Structure", you can click on its title to edit the page.

If the pages are not displaying the "Structure" view, click the "tiered" icon beside the search box. To view the entries in a list, click the "list" icon beside the search box.



To view additional field information while in the Entries section, click the "View" dropdown and click the checkboxes for the additional fields you would like to see. You can change the order by clicking and holding the ✣ icon, then dragging the field to the preferred position. Fields will display in order from left to right in the list.

From "Structure," you can adjust the display order of pages that appear beneath main navigation levels. If you would like to access the Child entries in a given navigation area, click on the arrow to the left of each navigation area.



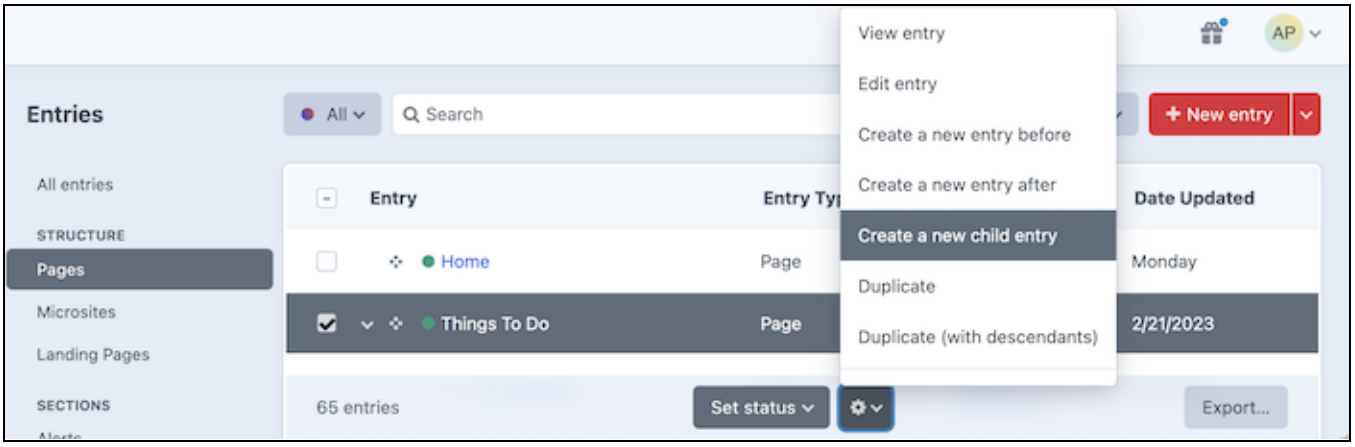
Use the ✣ icon to drag and drop a page in the order you would like it to appear. This will also change the order in which pages are displayed in the front-end child navigation scroller and in menu navigation.

2.1.1. Publishing a new Parent Page

To publish a new parent page, select Pages from Structure and click the "New Entry" button in the upper right-hand corner of the screen.

2.1.2. Publishing a new Child Page

To publish a new Child Page, begin by clicking the check box to the left of the current page. New options will open up at the bottom of the list. Click the ⚙ icon and select "Create a new child entry" from the dropdown options.



2.1.3. External Links

When you "Add a new Entry" from Structure, you have the option to change the "Entry Type" to an External Link. Using External Links is an easy way to create a "vanity" URL on your website. Use external links as a way to promote a 3rd Party website, PDF, or an internal link to a page elsewhere on the site.

The vanity URL is set by updating the Slug in the right sidebar. The link that it should redirect to is set via the Link URL field.

For example, if you'd like to create a vanity link to send users to your visitor guide page, you might create an external link and set the Slug to "guide" and then in the Link URL field, you would include the actual guide URL link, excluding the site domain. The vanity URL would be www.visitcasper.com/guide/ and would redirect users to your Visitor Guide page.

Remember to assign the External Link to a "Parent" page. This will add a "child navigation" link on the Parent page and create a new "Button Link" in the Section Navigation. You can do this by selecting the "Parent" in the sidebar, or dragging the External Link to the proper placement from the Structure view.

2.1.4. Creating 301 Redirects

Create URL Redirects in the Craft CMS by following these steps:

1. When logged into the CMS, click on "URL Redirects" from the main left hand navigation
2. This will take you to an overview of all existing 301 Redirects that are housed in the CMS.
3. To create a new 301 redirect, click the red "+New Static Redirect" button in the upper right hand corner of your screen.
4. The only fields that should be edited are the **Legacy URL Pattern** field and the **Destination URL** field.
5. Use the old/closed internal site URL for the **Legacy URL Pattern** field and only include the URL after the root domain. For example: */blog/bad-story/* not *https://www.yoursite.com/blog/bad-story/*

6. Use the **Destination URL** field for the new URL you wish to redirect the old/closed URL to. For example: */blog/good-story/* not *https://yoursite.com/blog/good-story/*

7. Click the red "Save" button.

8. Check the 301 on the live website.

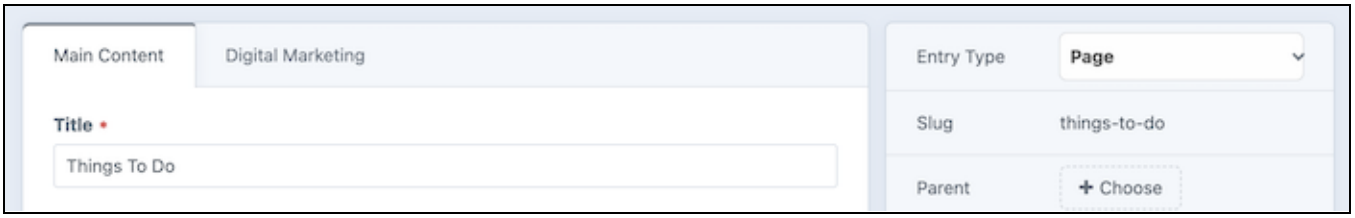
Important Tips:

- **Always use a leading and trailing / in your 301 redirects.**
- **Never try to 301 an open/active entry in the CMS. The entry must be disabled (not live) to be 301'd.**
- **You cannot 301 a URL from your website to a 3rd party domain/URL. Use external links for this use case.**
- **Avoid using REGEX and other advanced 301 redirect rules.**

2.2. Main Content tab

The "Main Content" tab is where you can build elements to a page.

Page Title - From the Main Content tab, enter the "Title" of your entry. The "Slug" field will automatically populate to match whatever you enter in the "Title" field and will also remove all non-alphanumeric characters.



- See Customizing URLs (slugs) and Assigning Parents Pages for more information about customizing slugs.

Alternative Title - Use this for cases where you wish to have a short "Title" for navigation, but a longer more descriptive one to show up on the page.
Subheading - Brief, 3-6 words of copy that will appear *below* the entry title.
Introduction - The introduction will be in a different style font.
Preview image - This will show in listings and other featured content.
Display Options - Lets you choose where you would like this page to be visible on your site.
Hide Child Nav Scroller - This lets you hide or show the child navigation bar at the top of the page if that particular page has child pages.

2.2.1. Page Builder

The Page Builder is where you will add copy, images, embedded media content like YouTube videos or Instagram posts, along with adding content blocks and forms.

There are a series of 7 “tabs” where elements to build a page are located. Each element is called a “Content Block” and you are able to add as many content blocks as necessary to customize your page.

➢ *When building a page, please remember to add the “Page Title & Intro” block to the page by selecting the “Text” dropdown and clicking the Page Title & Intro block.*

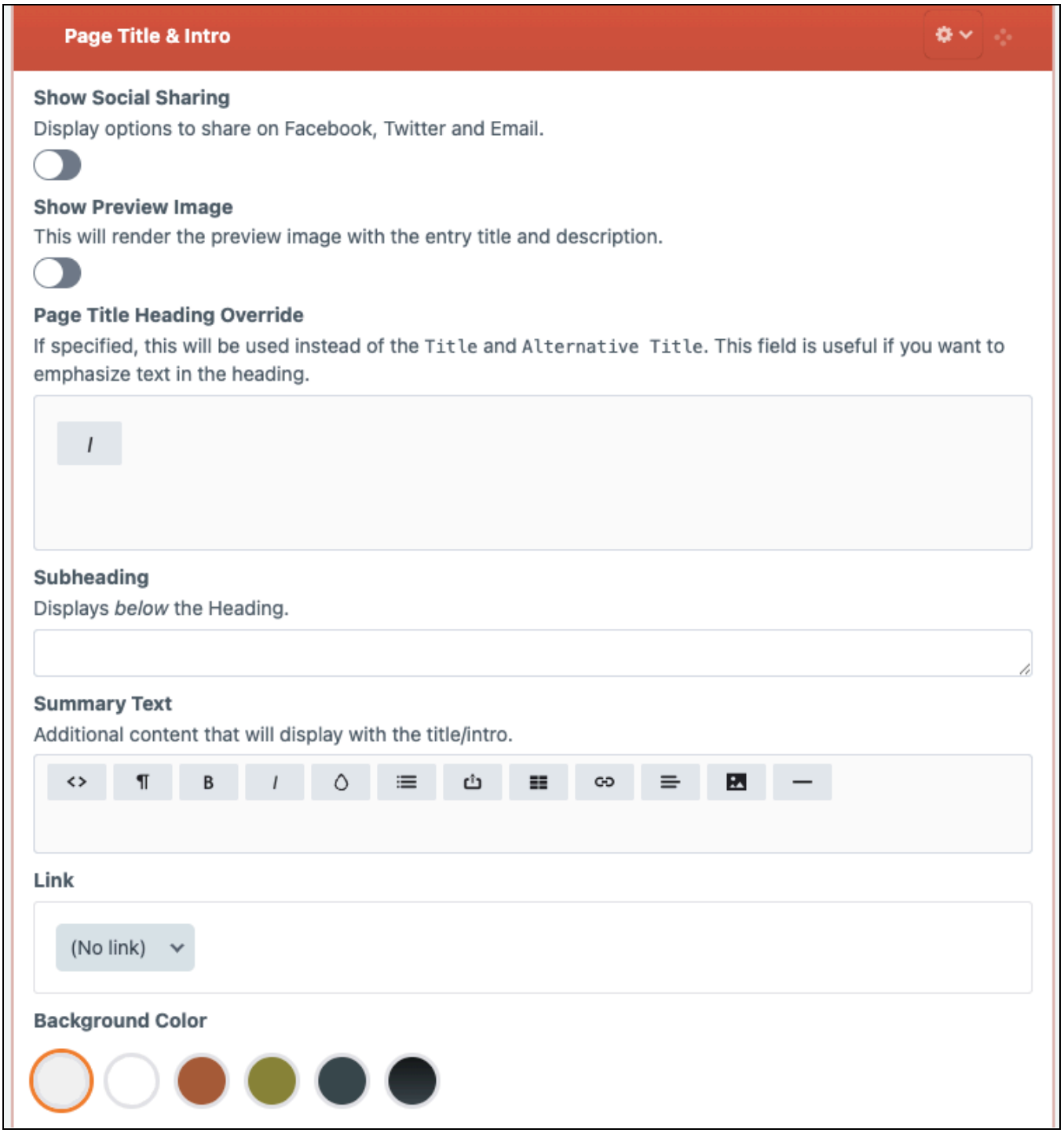
2.2.2. Page Title & Intro

Click on the Page Title & Intro block to add it to the page. Within the Page Title & Intro, you can turn the Preview Image on/off on the page and turn on/off the social sharing icons. There is also an option to have a Page Title Heading Override for a secondary font option.

You can also include a Subheading or short summary text that will be displayed along with the title/intro.

Adding a link is optional.

Color Options are also available for the Page Title & Intro block.



2.2.3. Text - Rich Text Editor

Before you begin to publish or edit any pages in Craft, it is important to have a basic understanding of the primary content editor and the procedure for adding text links and files.

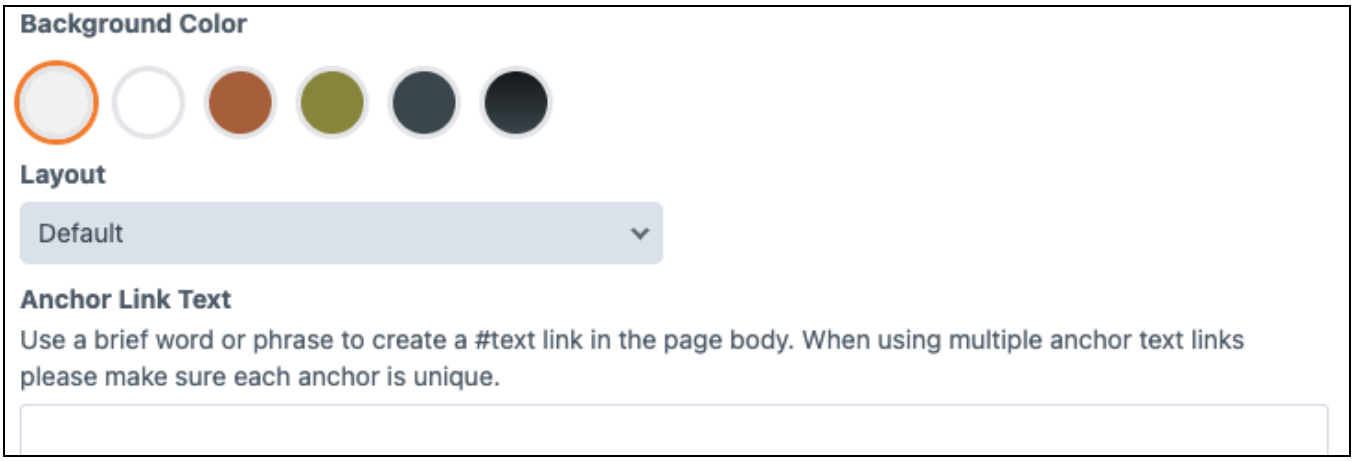
Click on the “Text” tab, then select “Rich Text” to add a new block of text.

The Text Editor toolbar has a variety of options to choose from.

- ➔ You can click “< >” to add code/see the source HTML.
- ➔ You can change the text headings format by clicking on the " " icon.
- ➔ To add links to files, click the Files upload icon and upload a file or search for an existing one.
- ➔ You can add a Stylized Button to a link by clicking the “water droplet” icon.

Advanced features include the “Source” <> button which allows you to view the content in raw HTML and the “Format” button which allows you to set font sizes and styles. You may also include a custom table or add horizontal line breaks. You can use the toolbar to assign basic formatting like bold and italics, as well as appear in numbered or bulleted lists.

At the bottom of the block, you have additional settings to change the layout of the text to be centered or split into columns, assign a background color, or configure an Anchor Link.

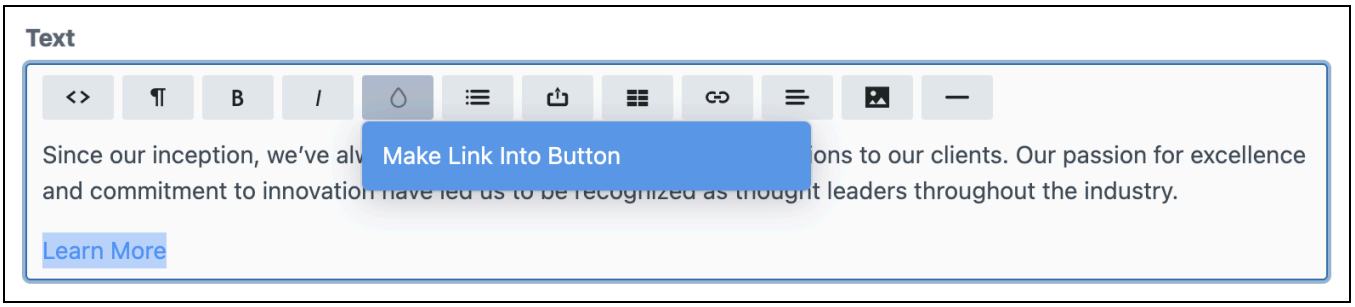


Adding a Text Link or Link to an Entry

- ➔ You can embed text links in the copy of your page with the text editor. First, highlight the text you would like to link, and click on the "Link" button from the toolbar. A pop-up will appear, selecting either "Link to an Entry" or "Insert Link."
- ➔ If this is an internal site link, choose "Link to an entry" and select from the available entries then click "Select" to add the link.
- ➔ If this is a 3rd Party link, choose "Insert Link" then copy/paste your URL, check open in a new window and click "Insert" to add the link, and make sure to click the "Open link in new tab" option.

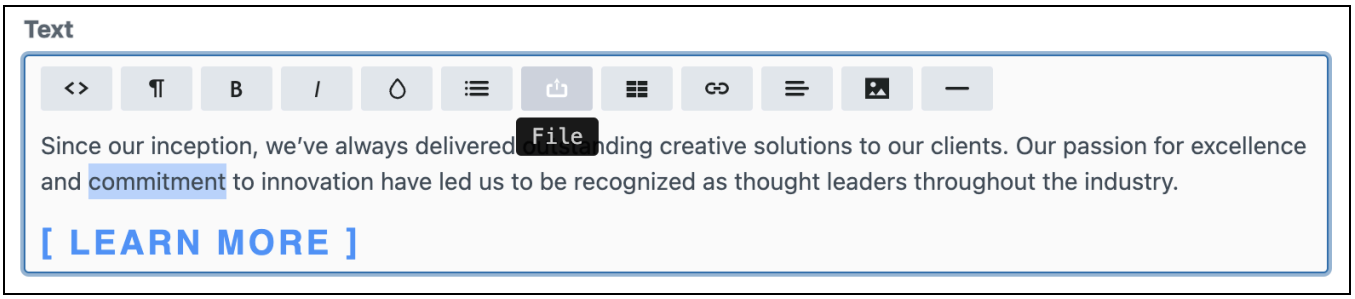
Make Link Into Button

Highlight an existing text link, then click the "droplet" Style button, and select "Make Link into Button."



Embed Files

First, highlight the text you would like to link and click on the "File" button from the toolbar.

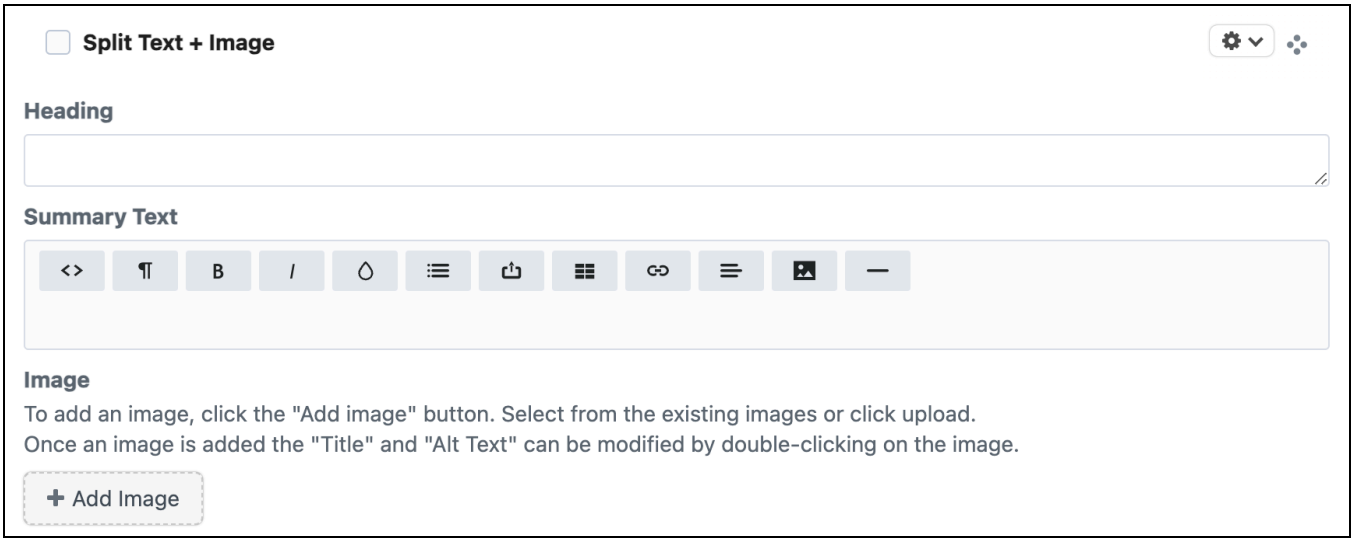


A pop-up will appear when you can select from the existing "Assets" by searching or have the file ready and click the "Upload files" icon, then click "Select".

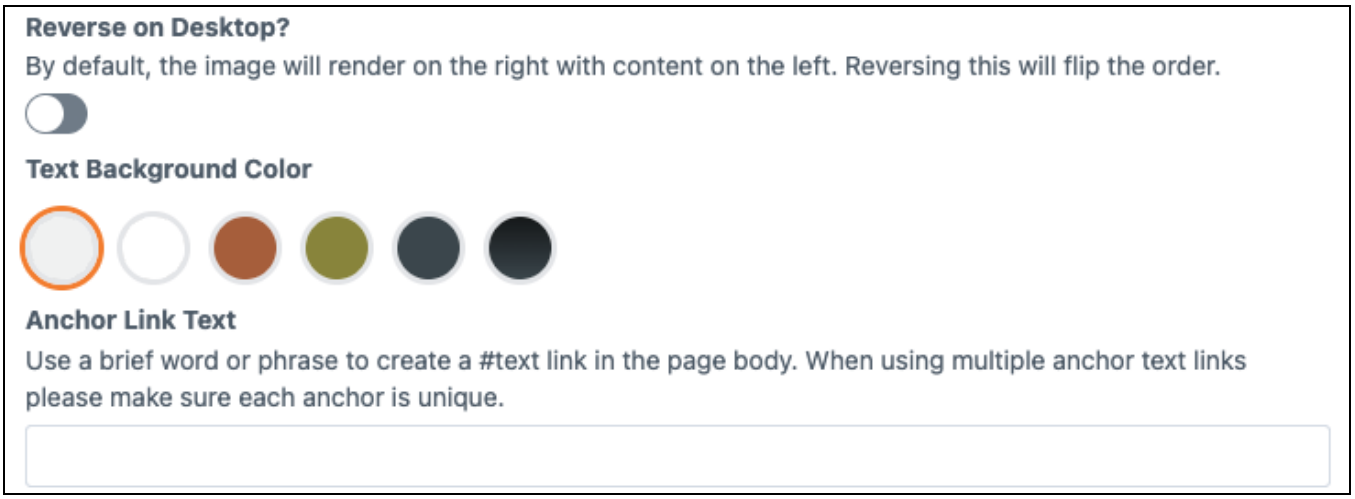
You will also want to make sure that the link "opens in a new window" by clicking on the text link and clicking "Edit." From the popup check the box for "Open link in new tab."

2.2.4. Split Text + Image

Click on the Text tab and select the "Split Text + Image" block. This adds a new block that allows you to display text and an image side-by-side. All the fields of the Rich Text block are available for the text content.

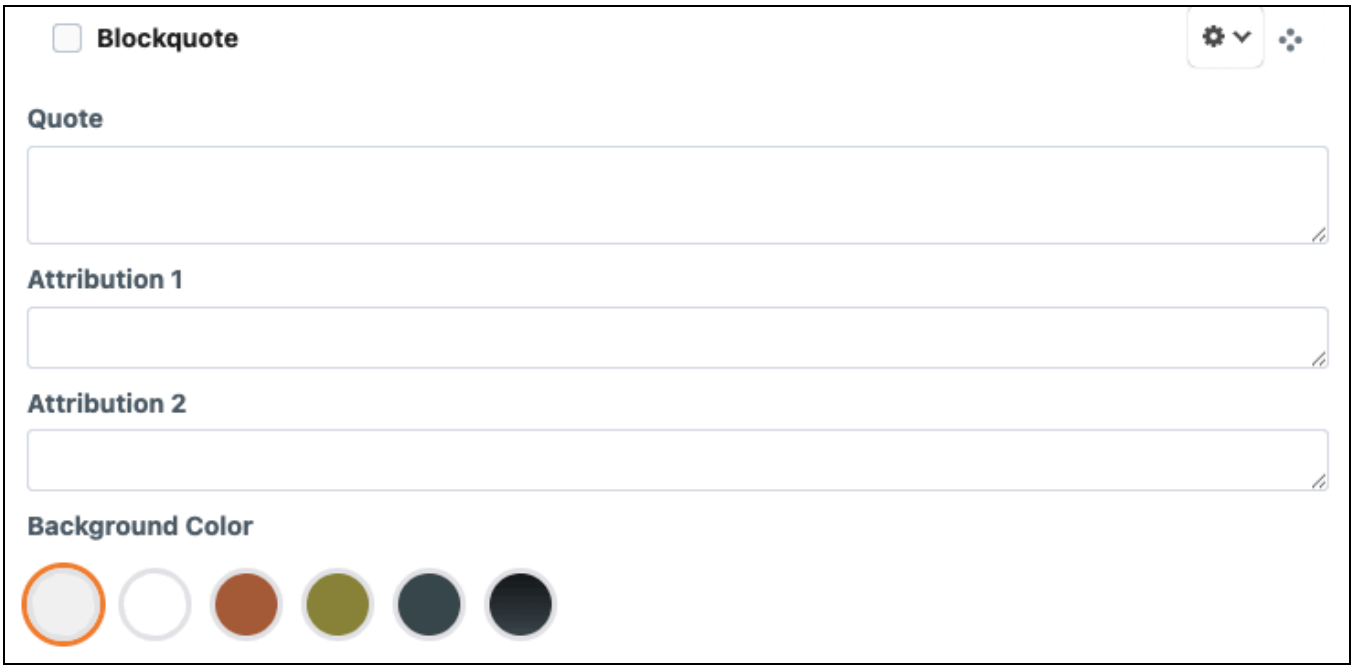


There is a toggle to flip the position of the text and image left to right. You can also select a background color to display behind the text and image. You also have the option to add Anchor Link Text.



2.2.5. Text - Blockquote

Click on the Text tab and select the “Blockquote” block, this opens up a new block that allows you to add a quote and a citation.



2.2.6. Text - Accordion

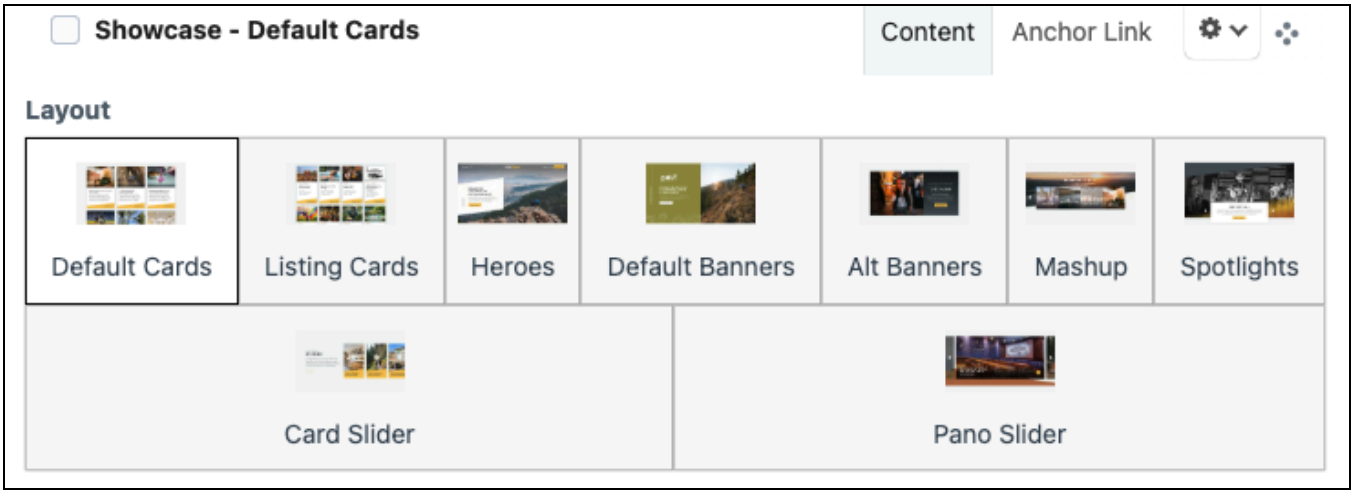
This field allows you to add content that can be collapsed and expanded in a dropdown-style display. To add an Accordion, click “Text” then select the “Accordion” element. To begin, click the “+ Content Section” button. You can add as many Accordions as you need. The “Title” will display as the label for the dropdown, and the

"Content" is what will display when the block is expanded. The first Content Section will be auto-expanded, and the other sections in the Accordion are visible when the user clicks to expand.

2.2.7. Showcase

The Showcase block lets you display content in a number of layouts each with a unique style. This content block can be used with related content from Blogs, Local Businesses, Pages, Events, and other content from Entries.

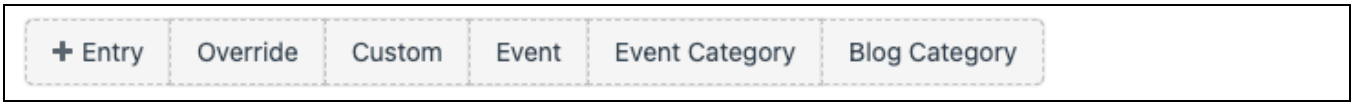
To add a Showcase block to the page, click "Showcase," then select one of the layouts.



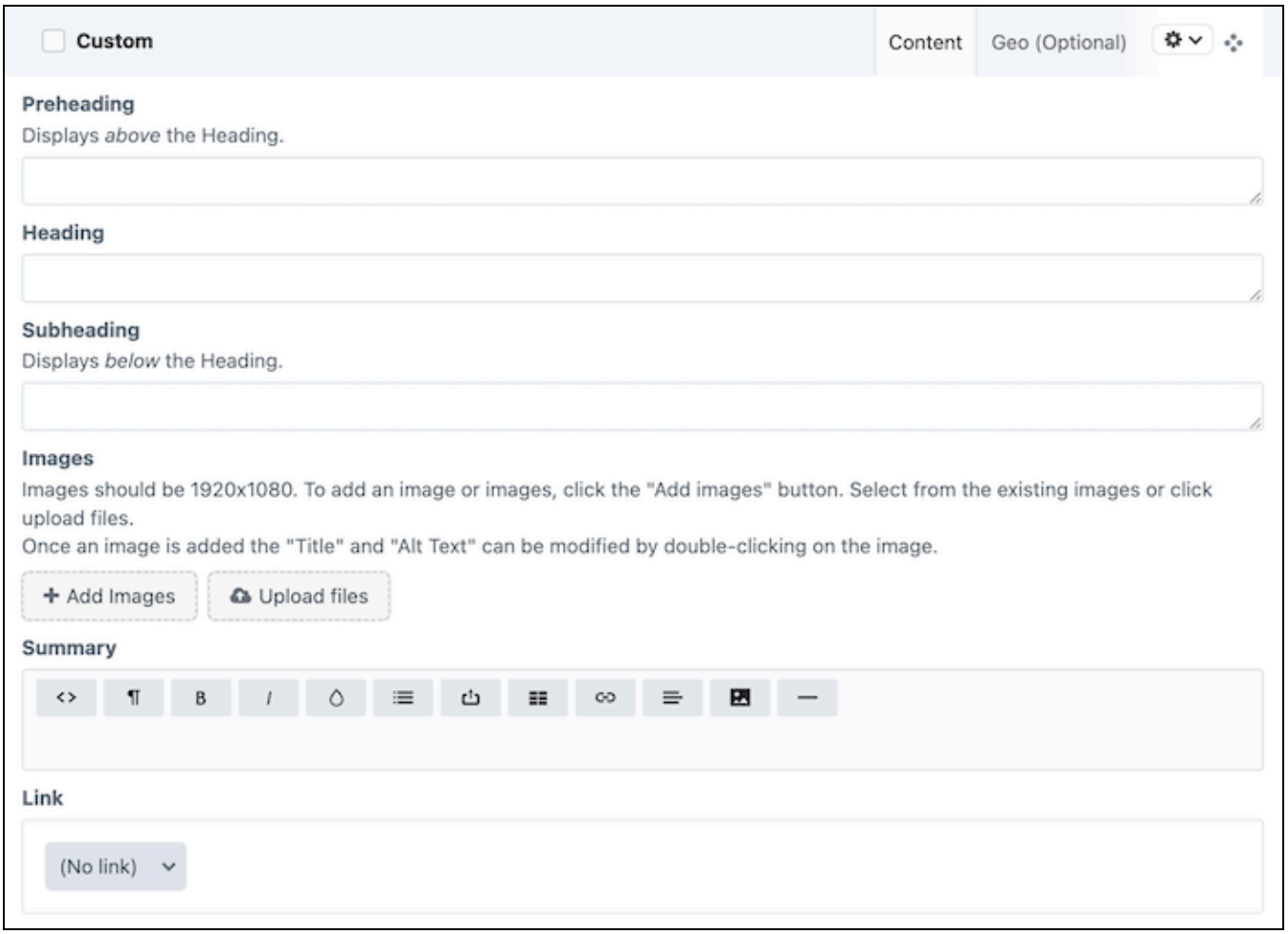
To add content to a Showcase block, select from one of the Showcase content options.

Entry – can select from Pages, Blogs, Local Business listings, Content Highlights, and other content sections. The selected layout will display (depending on the supported fields of the layout) the related content's title/alt

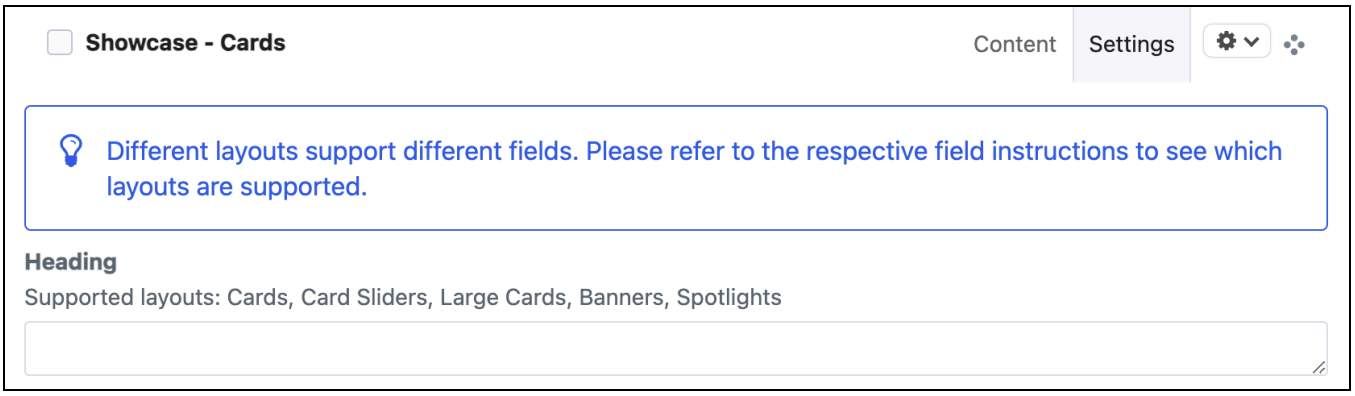
title, preview image, and a short snippet of the introduction/description.
Override – allows you to display content from Entries but change something in the way it displays in this placement without editing the source entry, such as the heading/title, image, etc.
Custom – create a content block manually by filling in the heading, summary, image, and other fields
Event – allows you to select an event from the website calendar. The "Override" option is available to adjust the content display for the particular entry in which it's displayed.
Event Category – allows you to select an event category or categories and display upcoming events
Blog Category - allows you to select a blog category or categories to display recent blog entries



Choosing the "Custom" entry option will allow you to create a content block manually without using related content sources.



Showcase blocks have some additional options in the "Settings" tab that will vary per layout type. Click on the Settings tab to add a Heading. The block can also be made into an anchor link by adding a brief word or phrase. This will also display the anchor link text at the top of the page.

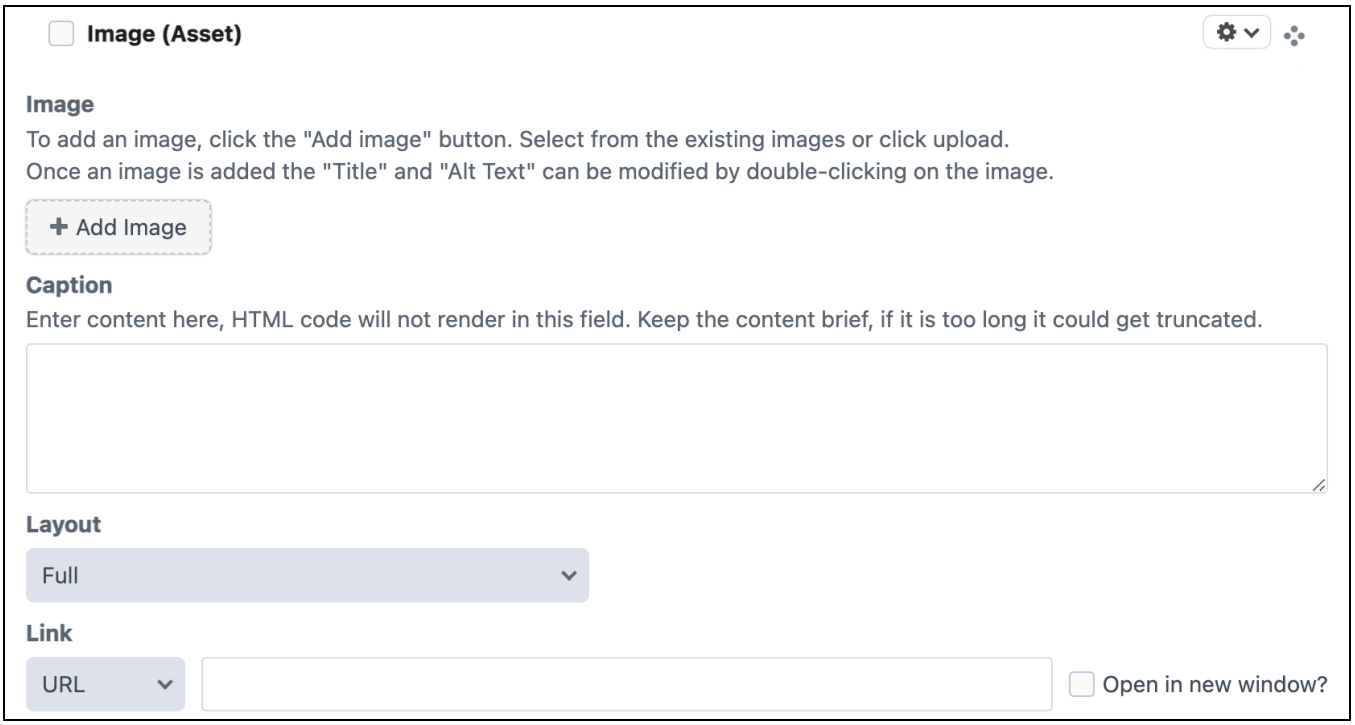


2.2.8. Media - Image (Asset)

To add an image to the entry, click on the “Media” tab of Page Builder and select the “Image” block.

When you click on the “+ Add Image” button, a new window will open up to display your existing images. You can select from your library or upload a new image. You can also add a caption, link, and choose the layout from a smaller centered image or full-text width.

- *When uploading an image, extremely large image files (> 5 MB) may take a long time to upload. Additionally, large files may slow page load times on the live site.*
- *Images should be no more than 1920px wide or 1200px tall and under 10 MB. 1MB is adequate.*



2.2.9. Media - Photo Galleries

To add a photo gallery, choose the block from Media > Photo Galleries. For more about creating Photo Galleries, jump to: 3.10. Photo Galleries Section.

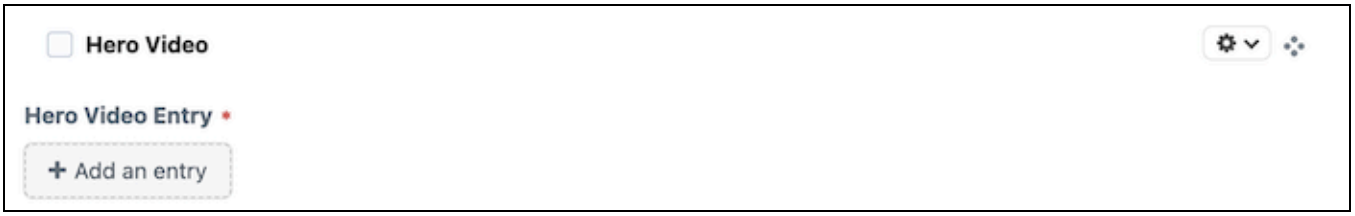
2.2.10. Media - Video Galleries

To add a video gallery, choose the block from Media > Videos. For more about creating Video entries, jump to: 3.13. Videos

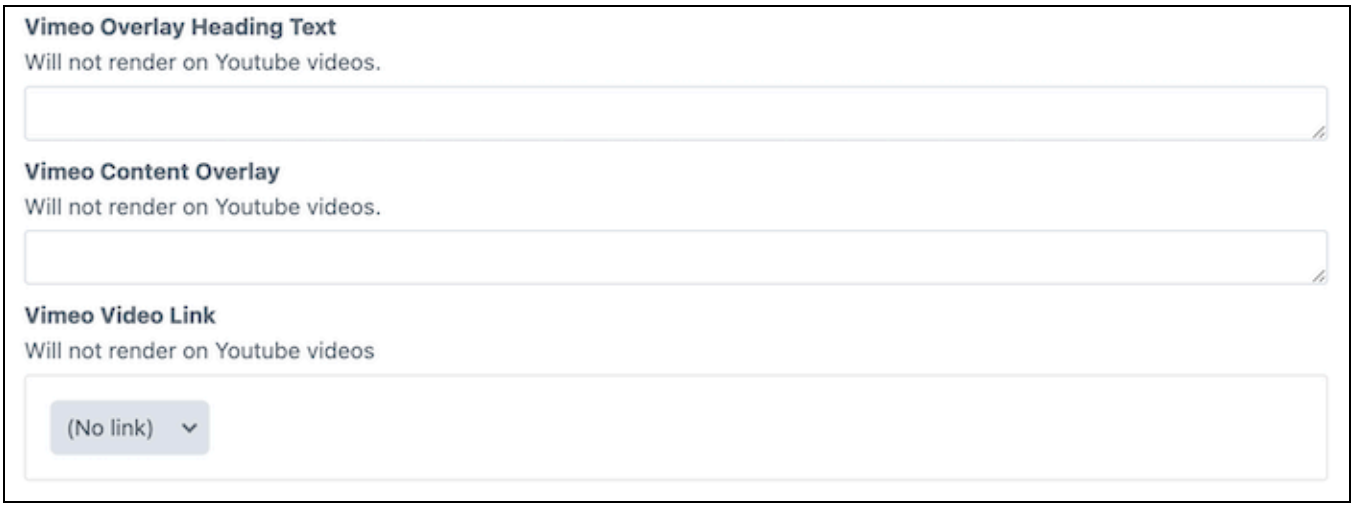
2.2.11. Media - Hero Videos

Hero Videos let you display a full width video on the page. This content block relies on related content from the "Hero Videos" Section.

Click on "Media," then select "Hero Video." Click on "+ Add an entry" to select one entry from the Hero Video Section.



You can add a Heading and button to display over the Hero Video.

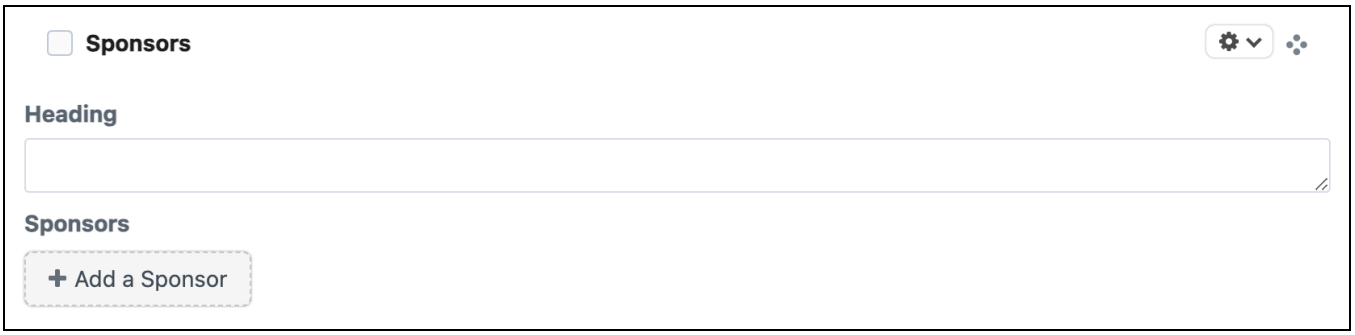


➢ Please see the Hero Videos Section for more information about adding Hero Videos.

2.2.12. Media - Sponsors

To display sponsor logos on the page, click “Media” then “Sponsors” to add the Sponsors block.

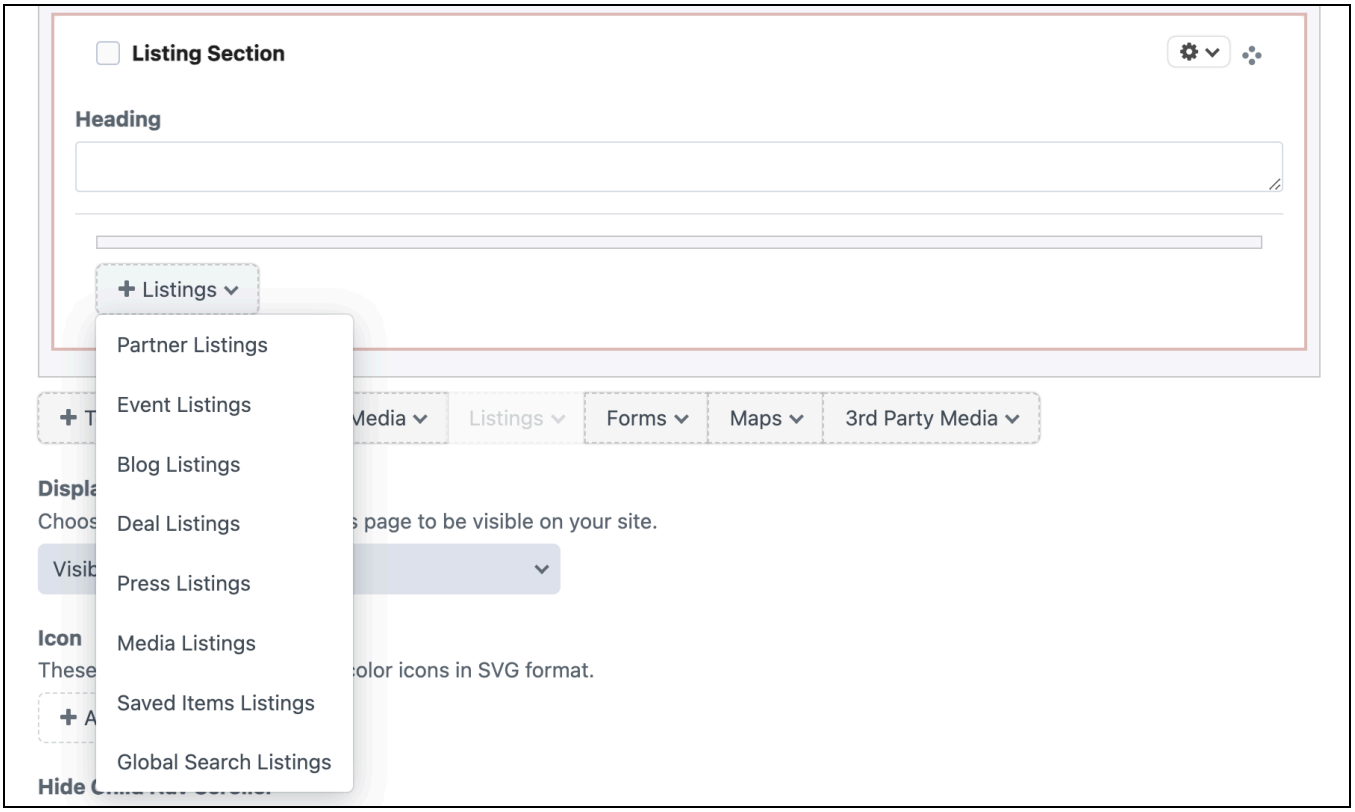
Click on “+ Add a Sponsor” to choose a sponsor entry to display. This block relies on related content from the “Sponsors” Section.



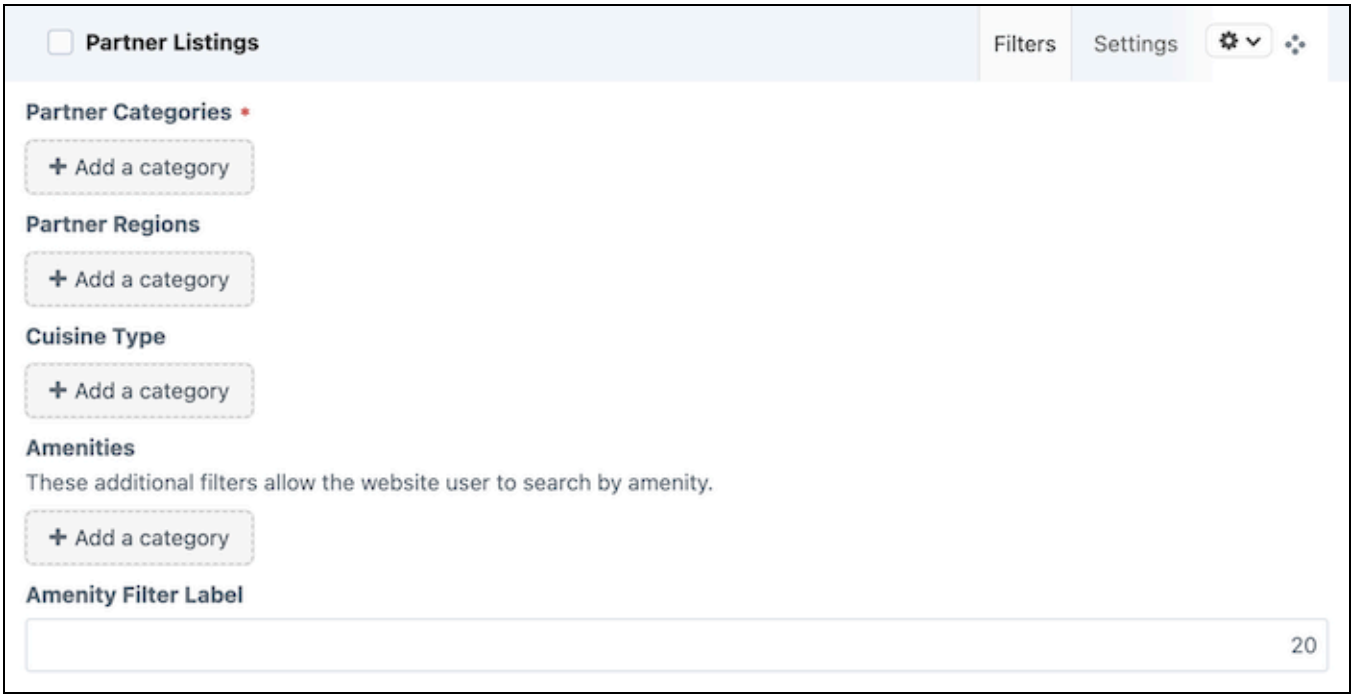
2.2.13. Listings Section

This block is used for all listings on the site; it is widely used on pages to list partners. To add listings to a page, click the “Listing Section” block.

Within the block, click “+Listings” to select the type of listings to display. You can select from Blogs, Deals, Events, Partners, and more.



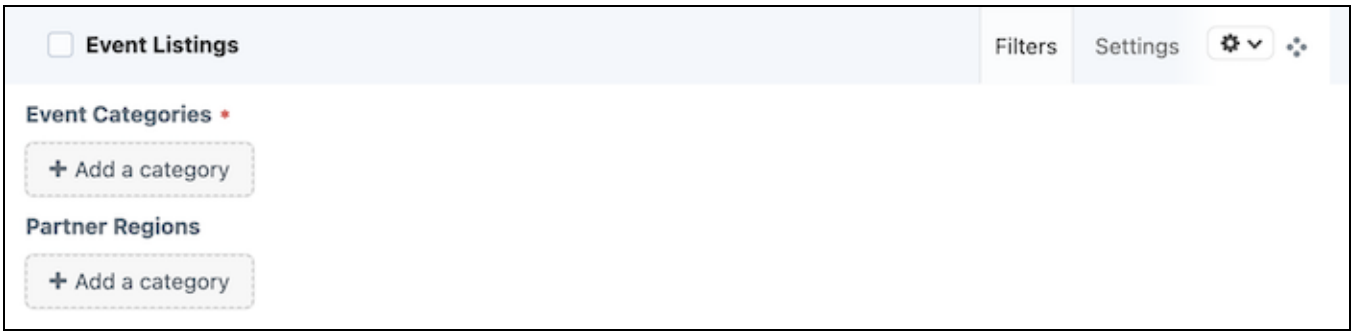
Partner Listings



Partner Categories, Partner Regions and Cuisine Type are exclusive filters. When these filters are selected, only Listings with these Categories applied will appear in the Listing Section. For example, if a Cuisine Type filter is used and some Partner Listings do not have a Cuisine Type category applied, these listings will not appear even if all Cuisine Type Categories are selected.

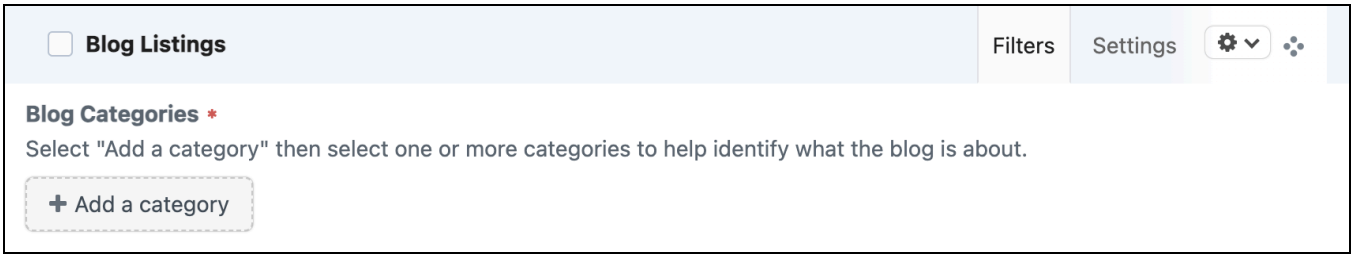
- **Partner Categories -** To select which partner categories to display on the page, click "+Add a Category" and assign the appropriate categories to the page. At least one Partner Category is required in a Partner Listings Section. If more than one category is selected, a category filter will display on the page.
- **Partner Region -** Adding multiple regions will display as a "Location" dropdown on the website, please Click "+ Add a category" and select appropriate regions.
- **Amenities -** These additional filters allow the website user to search for specific features such as Free Parking or Wifi. They can be applied to all Partner Listings. *You must add at least two amenities for this filter to work. Unlike the other filters, the Amenities filter is inclusive and will only filter out results when selected by the user on the front end.*
- **Additional Settings can be adjusted to show/hide listings images.**

Event Listings



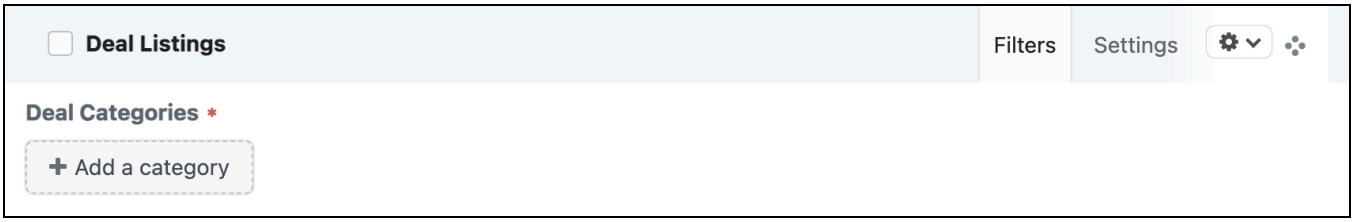
- **Event Category -** To select which event categories to display on the page, please click "+ add a category" and assign the appropriate categories to the page. If more than one category is selected, there will be a category filter on the page.
- **Additional Settings can be adjusted to show listings images or turn off the map.**

Blog Listings



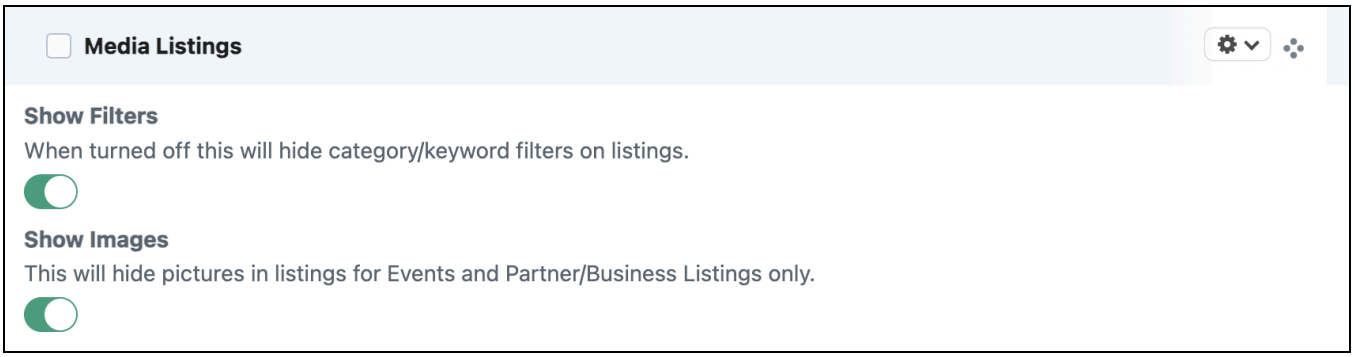
- **Blog Category -** To select which blog categories to display on the page, please click "+ add a category" and assign the appropriate categories to the page. If more than one category is selected, there will be a category filter on the page.
- If new blog categories are added, they will need to be assigned to the listing page.
- The blog category filters can also be turned off in the Settings tab.

Deal Listings



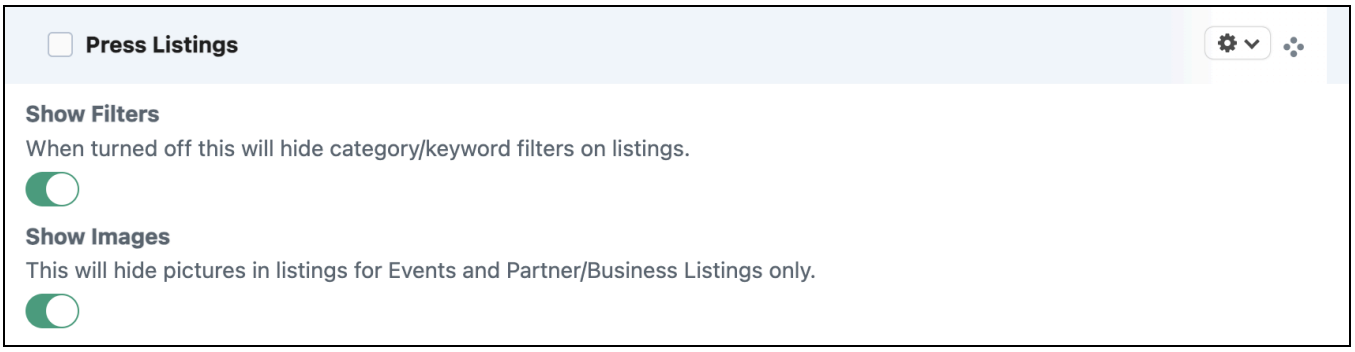
- **Deal Category -** To select which deal categories to display on the page, please click "+ add a category" and assign the appropriate categories to the page. If more than one category is selected, there will be a category filter on the page.
- If new deal categories are created, they will need to be assigned to the listing page.
- The deal category filters can also be turned off in the Settings tab.

Media Listings



- Using this block will display all Media entries on the page in chronological order.
- The images and keyword search can be turned off by toggling the filters ON or OFF.
- When new media entries are created, they will automatically display within this listing section.

Press Listings



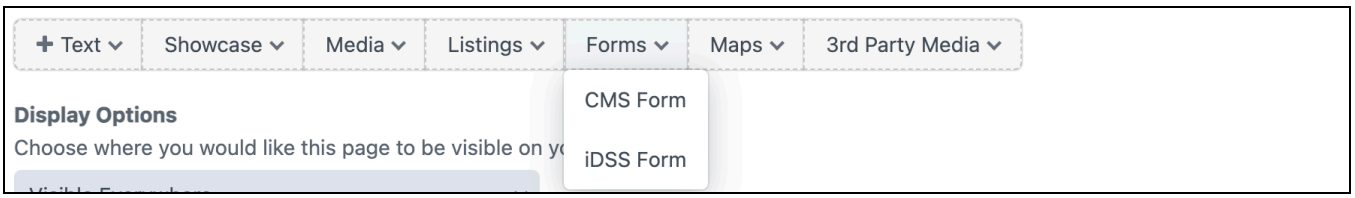
- Using this block will display all Press entries on the page in chronological order.
- The images and keyword search can be turned off in the Settings tab.
- When new press releases are created, they will automatically display within this listing section.

Other Listings

- Saved Items Listings and Global Search Listings can also be selected and displayed within the Listing Section, however these are already present on the required pages and can be ignored.

2.2.14. Forms - CMS or CRM

This tab allows you to select a form to display on the page. You can choose between CMS forms or forms synced with the CRM. To add a form to the page, click “Forms” and select from one of the forms in the dropdown.



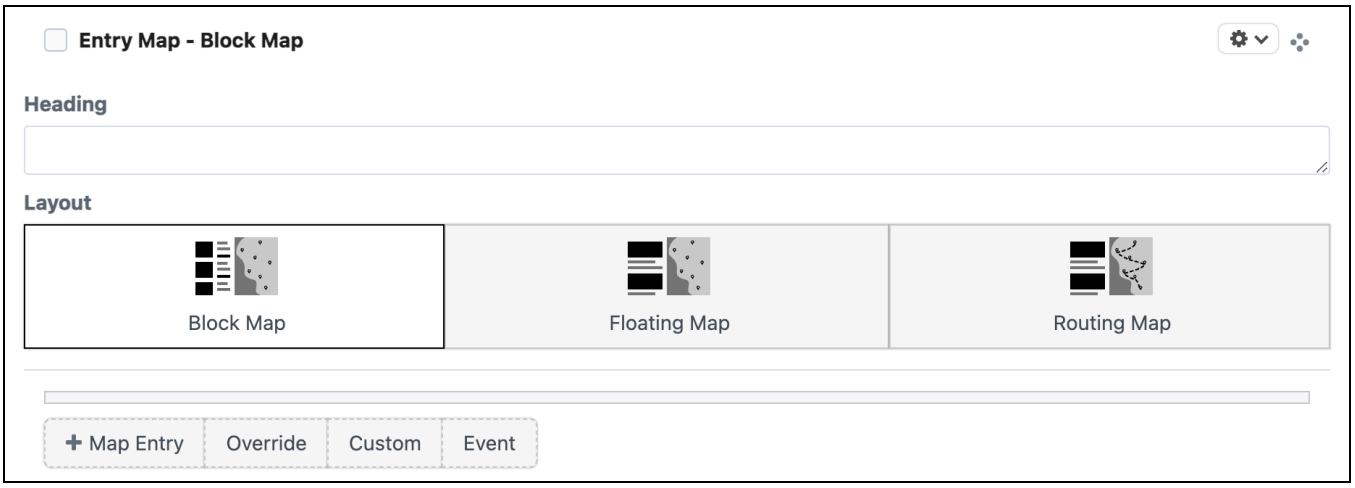
- For more information about CMS Forms please see Section [Creating/Editing Forms in Craft](#).

2.2.15. Maps

Entry Map

The Entry Map has three different layouts: Block Map, Floating Map, and Routing Map. You can add points to the map by selecting from local businesses, events, or you can plot a custom point on the map with the

"Override" and "Custom" tabs.



To set up a map featuring Local Businesses, select "+Map Entry," then "+Add an Entry," then choose the businesses you want to show on the map from the list. The map will utilize the latitude and longitude that is related to the business's address and display on the map with a waypoint.

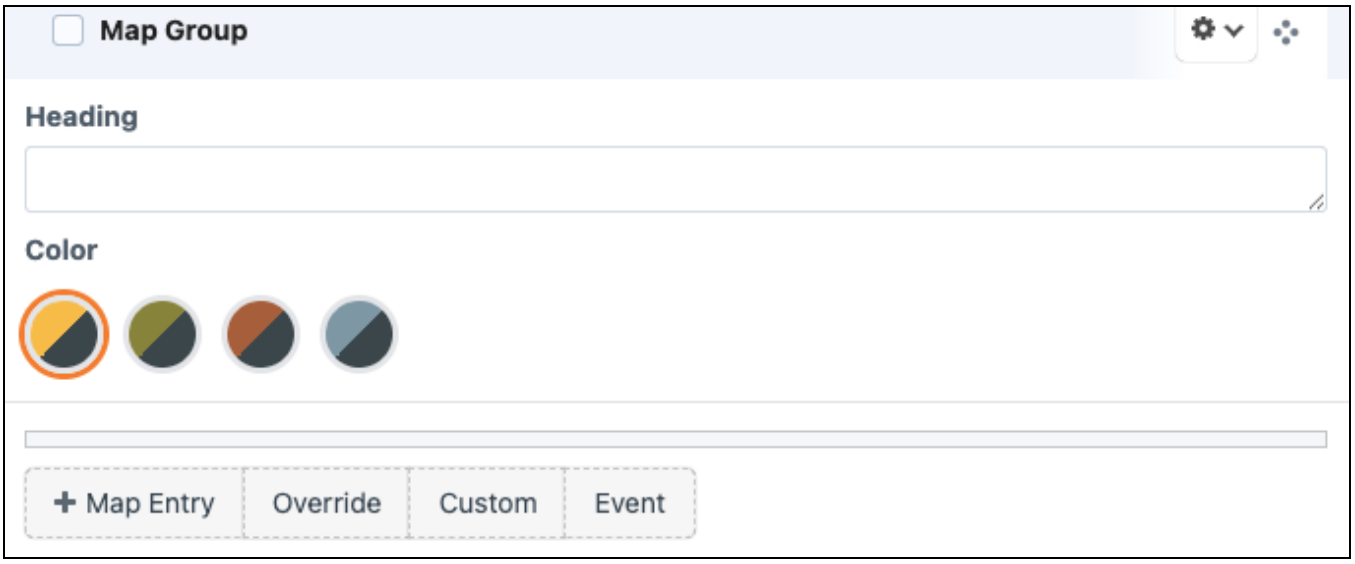
If you'd like to add Pages, Blogs, or other entry types to the map, select the "Override" tab, then click "+Add an Entry." You can also use this method if you'd like to feature a Local Business on the map, but want to edit a text field or switch out the photo. Click on the "Overrides (Optional)" tab to edit the Heading, Summary Text, Image, and Link. Once you've selected the Entry to use, click on "Geo (Optional)" to add the address information or latitude and longitude of where that entry should appear on the map. You can also click on the waypoint and drag it to where the entry should be located on the map.

If using the Routing Map layout, you can edit the path of the route that displays by clicking and holding on the entry title, then dragging and dropping the selected Entries into a different order. The displayed route will adjust accordingly.

Grouped Map

The Grouped Map lets you group together several entries to display as a section on the map with a custom heading. You can also select the color of the waypoints on the map from the available palette. You can select from partners, events, or you can plot your own points on the map with the "Custom" and "Override" tabs.

➢ *Partners/Events must have a latitude and longitude to display on the map.*



To set up a map featuring Local Businesses, select "+Map Entry," then "+Add an Entry," then choose the businesses you want to show on the map from the list that appears. The map will utilize the latitude and longitude that is related to the business's address and display on the map with a waypoint.

If you'd like to add Pages, Blogs, or other entry types to the map, select the "Override" tab, then click "+Add an Entry." You can also use this method if you'd like to feature a Local Business on the map, but want to edit a text field or switch out the photo. Click on the "Overrides (Optional)" tab to edit the Heading, Summary Text, Image, and Link. Once you've selected the Entry to use, click on "Geo (Optional)" to add the address information or latitude and longitude of where that entry should appear on the map. You can also click on the waypoint and drag it to where the entry should be located on the map.

2.2.16. 3rd Party Media - Embed Code

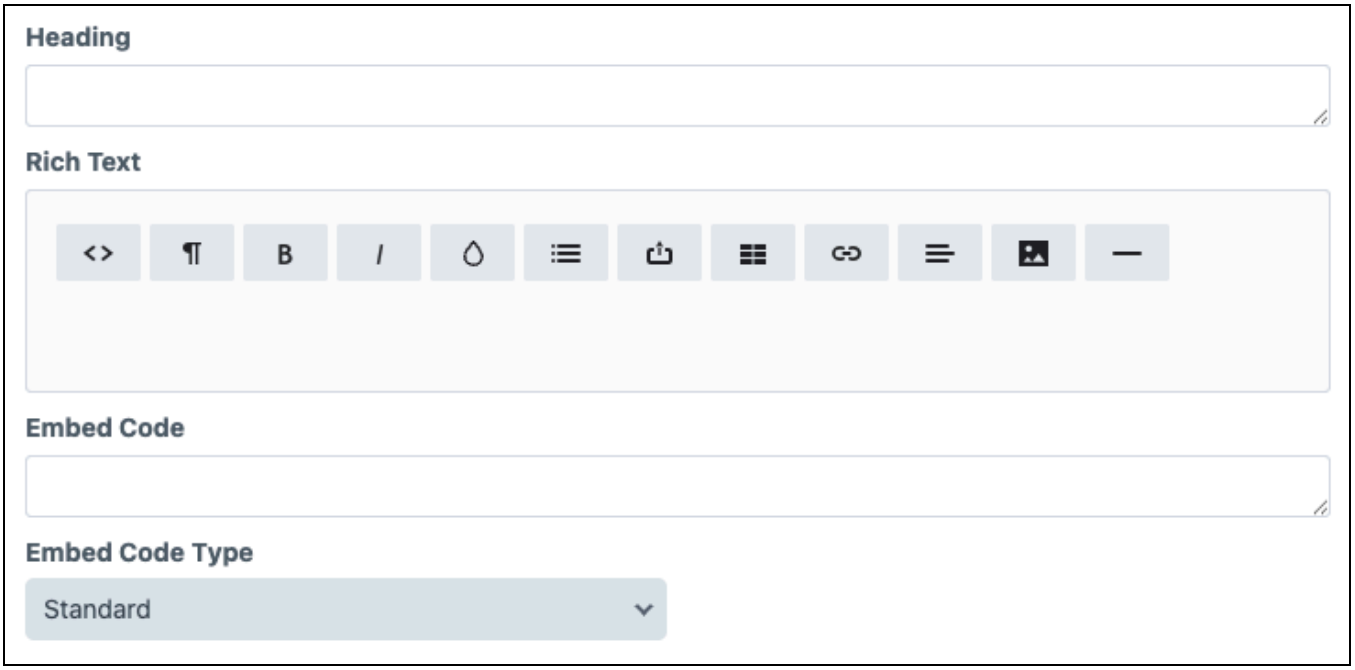
Click on the "3rd Party Media" tab in the Page Builder, then select the "Embed Code" block. From here, you can add 3rd Party Embedded HTML like a Youtube or Instagram embed.

If using a Youtube or Instagram embed code, select the correct option within the "Embed Code Type" drop down. Using this helps in processing the code for display and displays it more optimally on both desktop and mobile devices.

- *Embed scripts added to the "Text Editor" block will be removed upon saving the page, please use the Embed Block for all 3rd Party HTML.*
- *Use Live Preview to verify the embed code prior to publishing.*

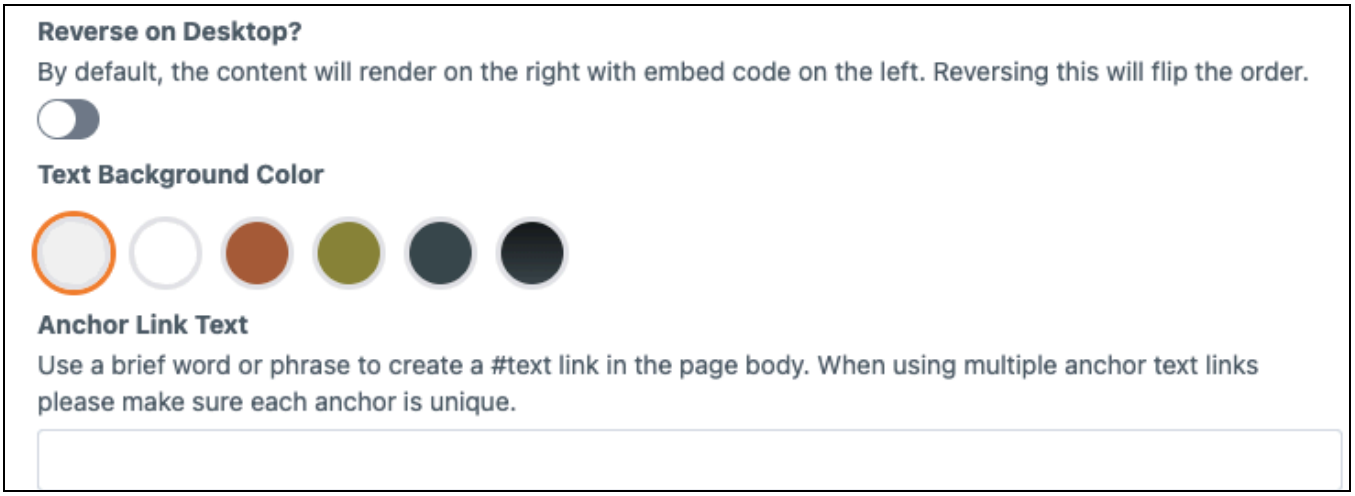
2.2.17. 3rd Party Media - Split Content + Embed Code

Click on the "3rd Party Media" tab in the Page Builder, then select the "Split Content + Embed Code" block. This block allows you to display text and an embed code side-by-side, similar to the Split Content + Image block. It has all the features of the Rich Text block, plus an embed code block that will be displayed next to the text.



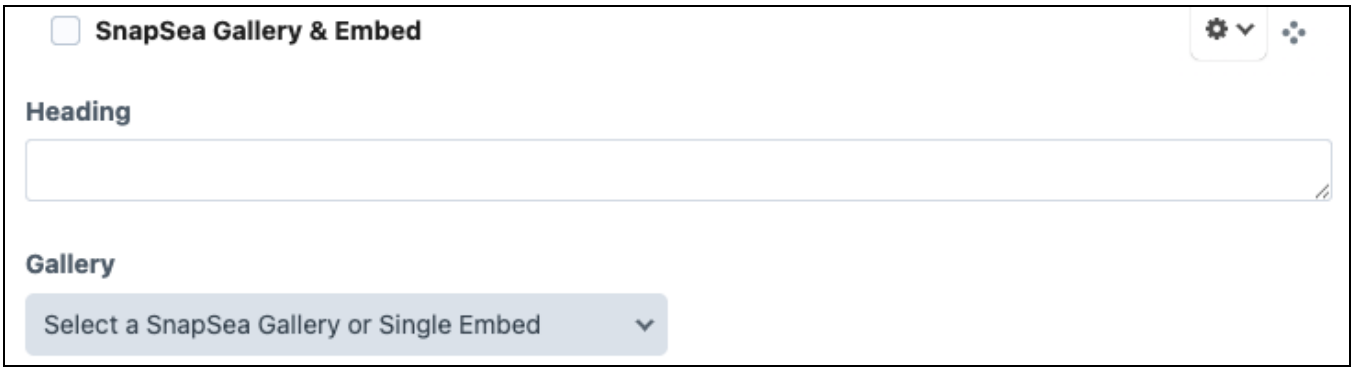
If using a Youtube or Instagram embed code, select the correct option within the "Embed Code Type" drop down. Using this helps in processing the code for display and displays it more optimally on both desktop and mobile devices.

You can change the side in which the embed code displays turning the “Reverse on Desktop?” toggle ON or OFF. You can also add Anchor Link Text, which will display a jump link near the top of the entry.



2.2.18. 3rd Party Media - SnapSea

This allows you to embed a SnapSea Gallery within the page. Click on the “Media” tab then select “SnapSea” to add a new block and select from the available SnapSea Galleries.



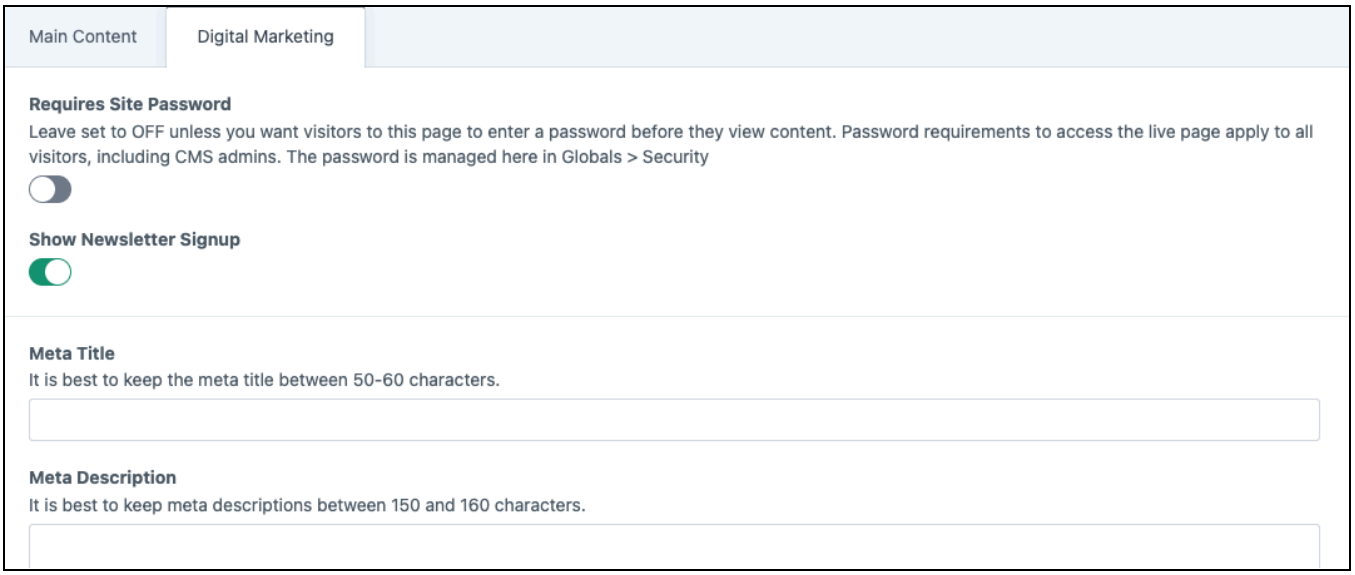
2.2.19. 3rd Party Media - Weather

This block will display the upcoming week's weather on the page. To add Weather to a page, click “3rd Party Media” and select the “Weather” block.

2.3. Digital Marketing Tab

Navigate to the Digital Marketing tab, from here you can:

- Add Custom Meta Title, Description, and Keywords
- Add SEO Tracking Pixels
- Customize the Social Meta Image
- Show/Hide Newsletter Sign Up Snippet
- **Requires Site Password** - Turn this on to enter a password before viewing content on the page.

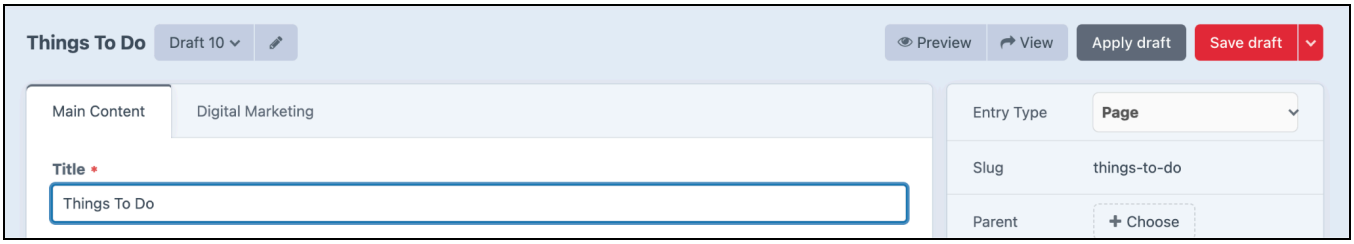


When all of your content is entered, click the red "Save" button in the upper right-hand corner of the screen to save your edits or publish the new page.

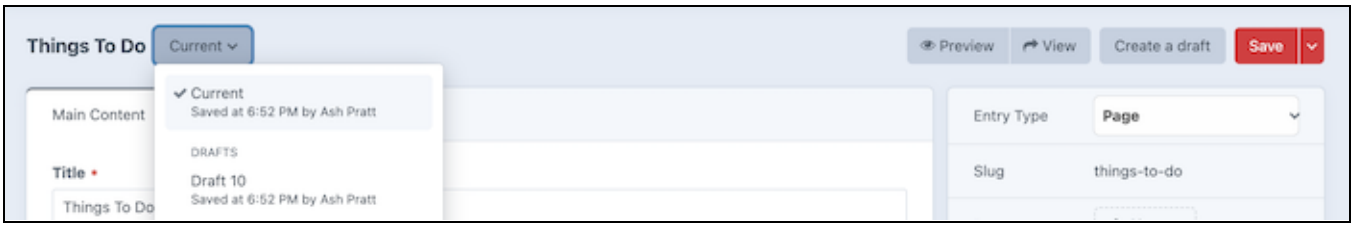
2.4. Drafts

You can create a "Draft" of an entry by clicking on the "Create a draft" button at the top right.

Once a draft has been created, you can make changes to this content without affecting the current version. You can also come back to drafts at a later date to continue making changes.

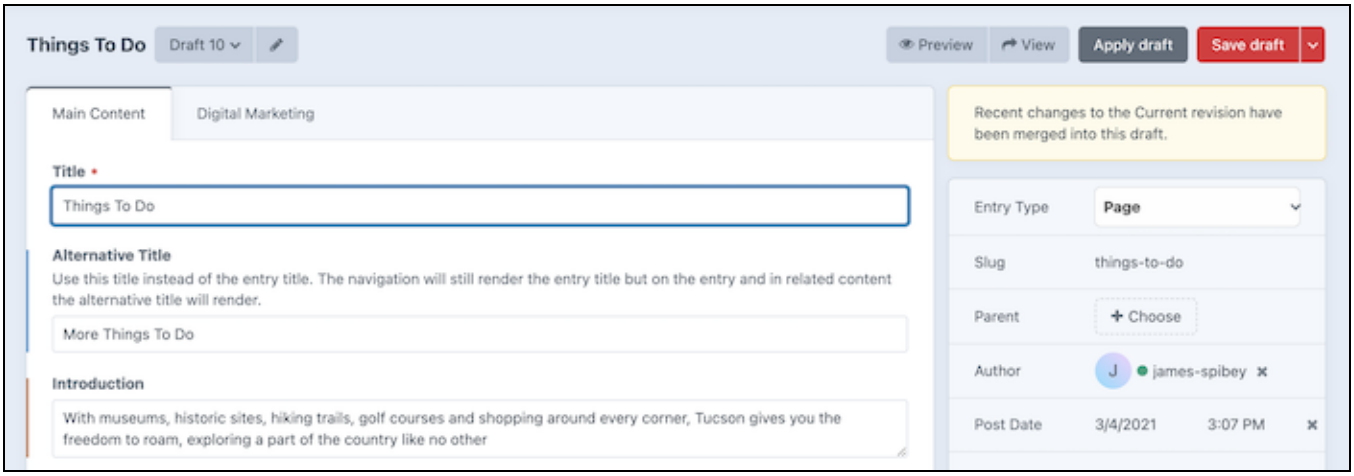


To go to a previously saved draft, click on the dropdown beside the entry title at the top to select your draft from the list. This may say “Current” at the top if you are currently editing / viewing the active version of the entry.



Changes to drafts are saved automatically, you will see a checkmark on your draft indicating the changes have been saved to your draft.

To leave a draft, click the dropdown to go to a different draft or the current version, or navigate away from the entry by clicking on “Entries” or any other navigation item in the CMS.

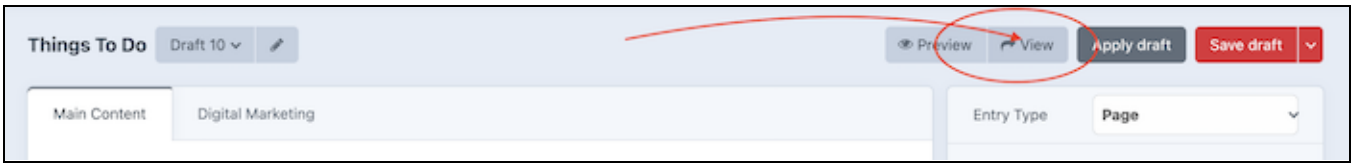


When returning to a draft, you may see a yellow highlight and message, indicating that the current version has been modified after the draft has been edited. Recent changes to the current revision will be automatically merged into the draft.

You can delete old drafts if they are no longer needed by clicking the red down arrow on the right beside the “Save” button, then selecting “Delete Draft.” Please note that there is no “Undo” option, deleted drafts are removed from the system permanently and there is no way to recover a draft.

2.4.1. Sharing a Draft

Once a draft has been created, the URL of the draft can be shared. First, go to the draft, then click “View.” This will load a live preview of the draft and generate a unique URL that can be shared among team members for review by other team members.



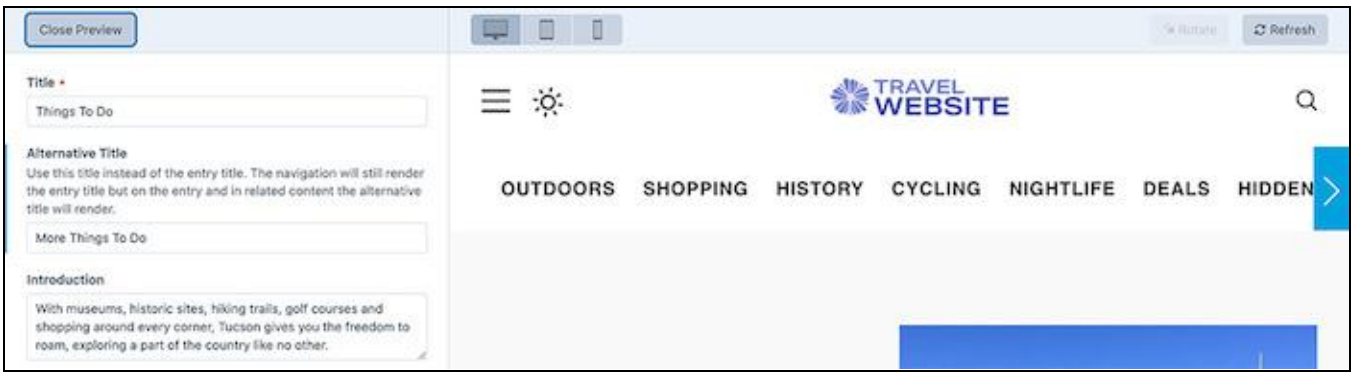
Each time you click "View" to see the draft page, the URL will be different, but they will each be referencing the same draft and changes.

- ➢ Draft Share URLs expire after 24 hours. After they expire, they will link back to the live page.

2.5. Live Preview

When editing or creating a new page, a helpful feature to see your changes in real-time is the “Live Preview” option. Click the “Preview” button to see how the page currently renders and how changes affect the content.

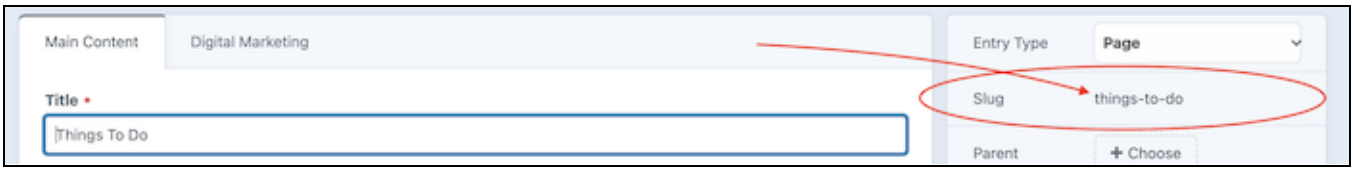
This will open a side-by-side of the Publish Screen and a preview of the page.



Close the live preview to go back to the publish page.

2.6. Customizing URLs (slugs) and Assigning Parent Pages

In the Craft CMS, the part of the URL that is specific to the entry is referred to as "Slug." When creating a page, it is possible to customize the URL to be different from what appears when auto-populated from the page name. Once the page title is entered, click the text for the "Slug" to edit the URL.



➢ *Note: Craft will convert any uppercase letters to lowercase when saving your page.*

Assigning parent page

When a new page is added, unless assigned to a Parent page, it will automatically be placed on the root of the domain at the end of the Structure list. If you would like this new page to be a child page/subpage to a parent page, click on the "+Choose" button below the "Slug."

A popup will appear allowing you to select from a list of pages. Use the keyword search or select from the list. Click "Select" when finished to assign this page to the selected parent page.

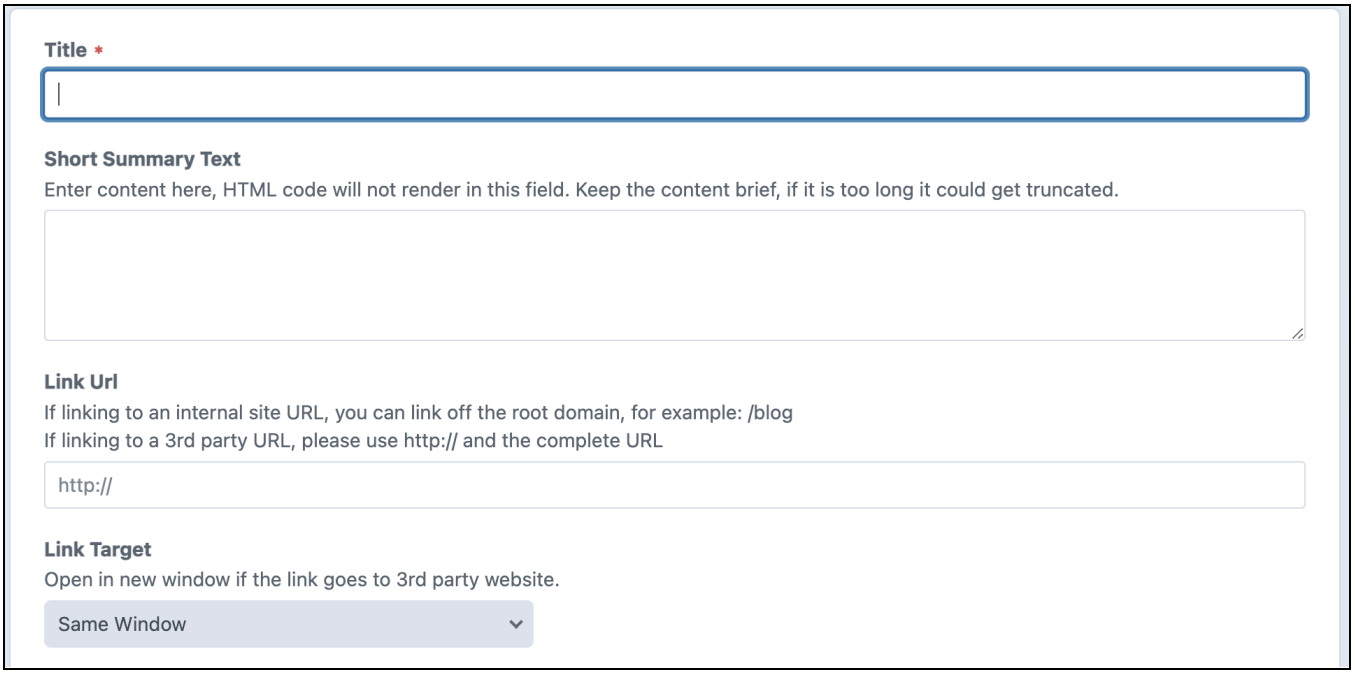
See also, [Publishing a new Child Page] for adding a child page from the Structure view.

3. Publish or Edit Entries in Sections

3.1. Alerts Section

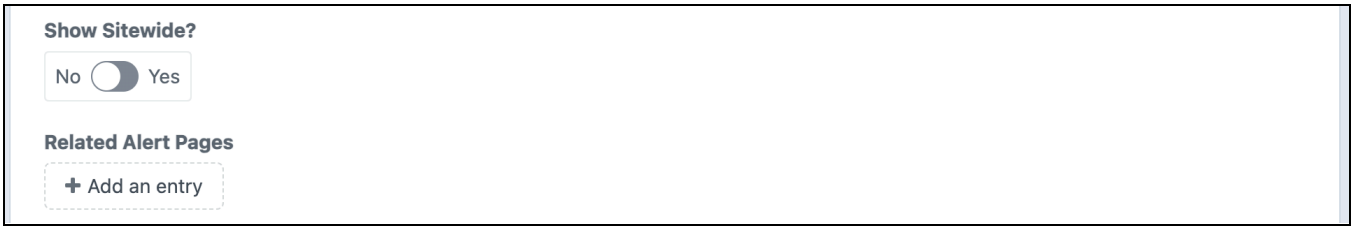
To add a new Alert in Craft, click Entries > Alerts then click on the red "+ New Entry" button at the top right of your screen.

Give the Alert a title, short summary, and Link.

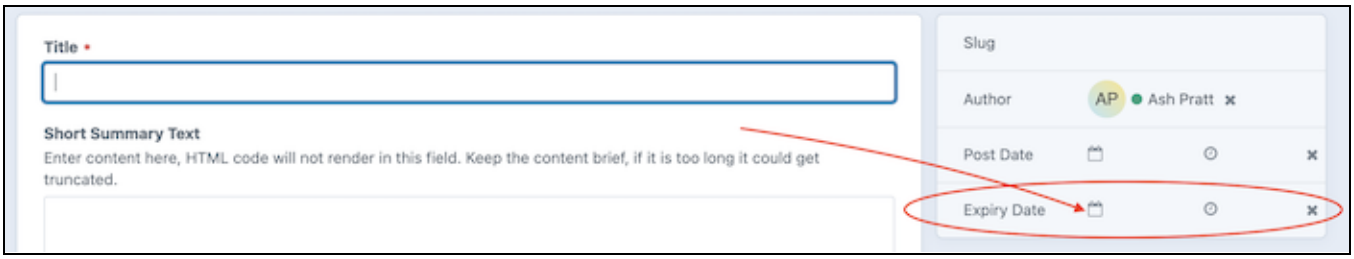


To feature the Alert across the entire site, toggle "Show Sitewide" toggle to ON.

If you'd like the Alert to only appear on certain pages, make sure "Show Alert Sitewide" is OFF, then select "+Add an Entry" below Related Alert Pages to select the Page entries where the Alert should display.

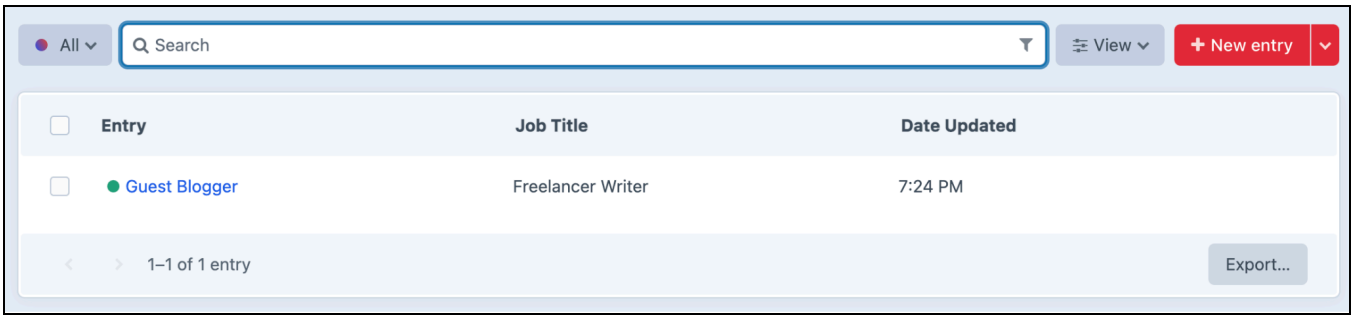


The Expiry Date field can also be used to set the alert to Expire at a certain date/time.

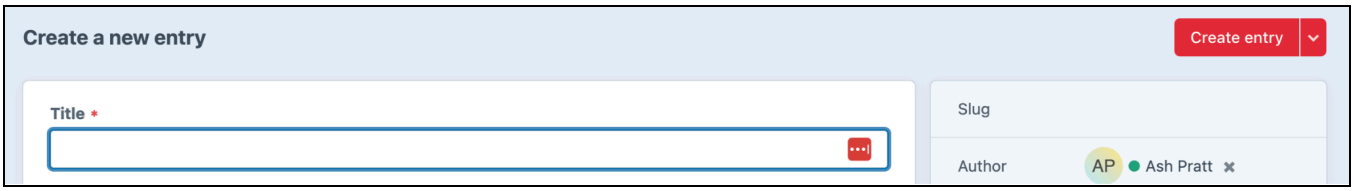


3.2. Blog Authors Section

To add a new blog author in Craft, click Entries > Blogs Authors then click on the red "+ New Entry" button at the top right of your screen.



This will direct you to the "Create a new entry" publish page.



From the Author Content tab, enter the name of the person in the "Name" field. The "Slug" field will automatically populate to match whatever you enter in the "Title" field, and will also remove all non-alphanumeric characters.

Scroll down to fill in the Blog Author contact information and any social media links.

Please make sure to upload a 200 x 200 px minimum headshot.

When all of your content is entered, click the red "Create Entry" button in the upper right-hand corner of the screen to save and publish your Blog Author.

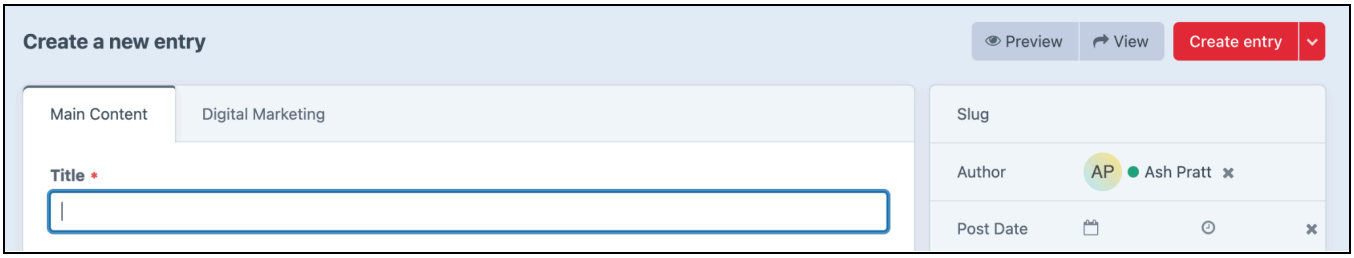
Blog Authors can be added to blogs via the Related Content section at the end of the Blog entry while creating/editing a blog.

3.3. Blog Section

3.3.1. Publishing A Blog

To add a new blog in Craft, click Entries > Blogs then click on the red "+ New Entry" button at the top right of your screen.

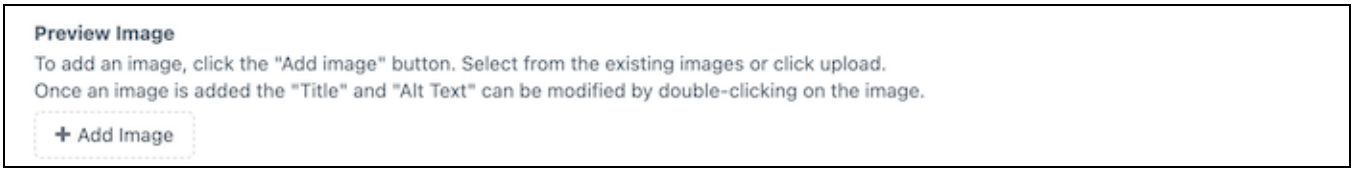
You will be directed to the "Create a new entry" Publish page.



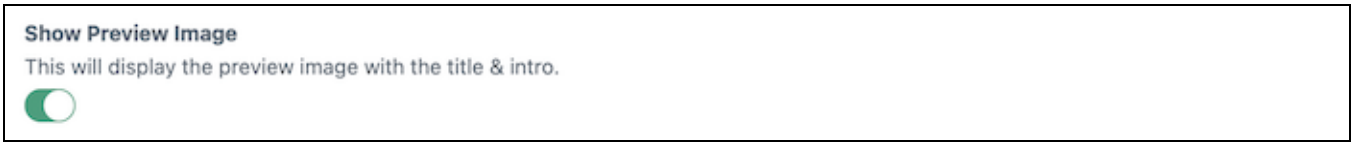
From the Main Content tab, enter in the "Title" of your blog. The "Slug" field will automatically populate to match whatever you enter in the "Title" field, and will also remove all non-alphanumeric characters.

Scroll down to fill in the other fields like Introduction and Preview Image.

To add a Preview Image to your blog, click "Add image" under the Preview Image field. A window will pop up where you can search for a previously uploaded image, or upload a new image.



To display the Preview Image on the blog post, open the "Blog Title & Intro" block and turn the "Show Preview Image" toggle ON.



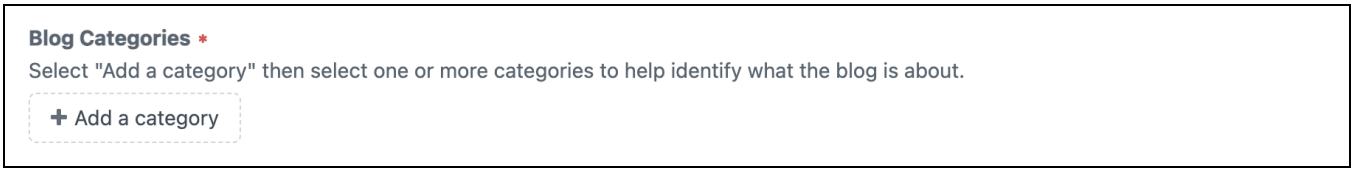
The "Post Date" field in Craft is the date that appears on the blog listings. You can add dates in the future to set a blog to "Pending" status. The blog will not be live until after that date/time has passed. This is helpful if there

are multiple blogs that are created on the same day, they can be set to “published” at a later date.

To add Content to your blog, click on one of the Blog Page Builder options to begin.

- ➢ For more detailed information for adding Content, see [Page Builder](#).

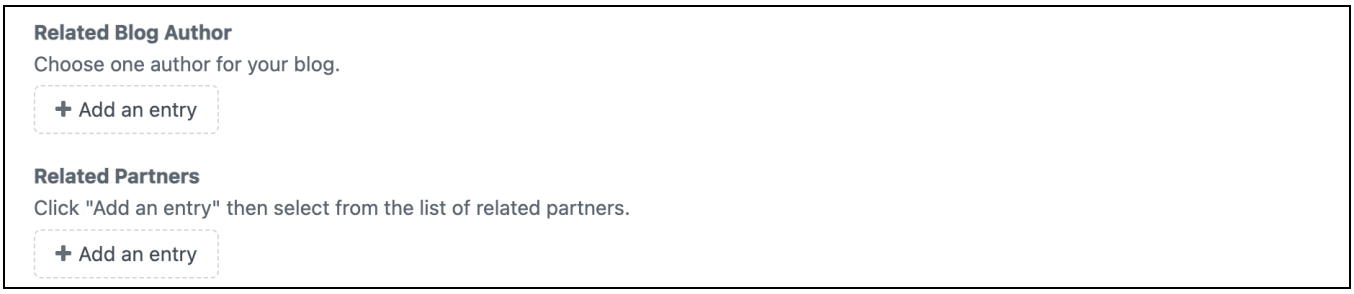
Assign Categories to your blog so that users can filter by that category or tag.



- ➢ *Live blogs can be seen here: https://www.visitcasper.com/blog/*
- ➢ *Blogs are listed in chronological order with the most recent first.*

3.3.2. Related Content

At the bottom of the blog post, you can assign Related Partners and the Related Blog Author.



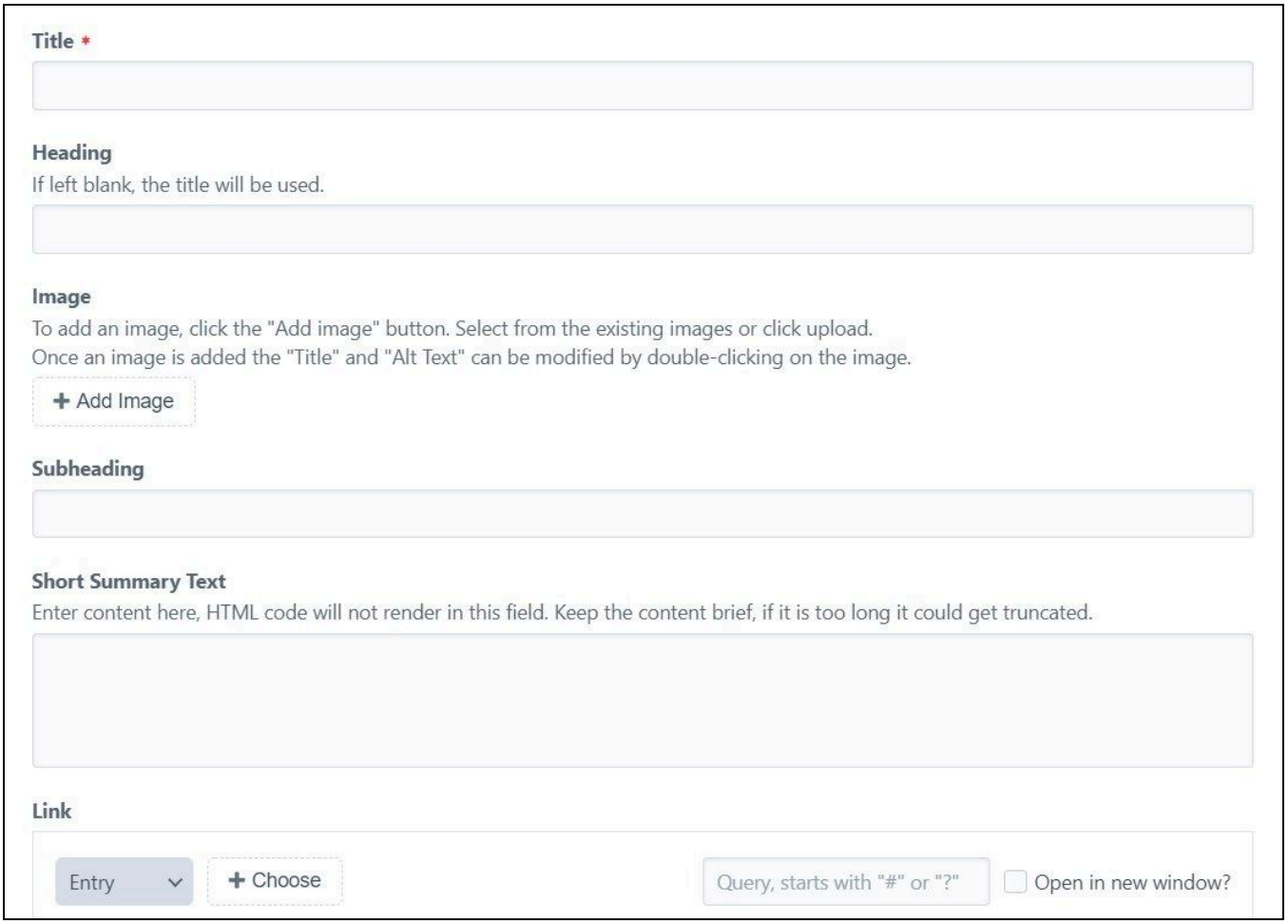
- ➔ When assigning Related Partners, make sure to assign ALL the listings for a particular partner. This will

allow the blog to be shown as related content on all of the Partner's listing detail pages, but will only display the Primary listing on the Blog at the bottom.

3.4. Content Highlights Section

Content Highlights are an additional way to showcase key site elements. You can create a new Content Highlight by clicking "Entries > Content Highlights" and clicking on the "+ New Entry" button.

Give the content highlight a Title, Subheading, Summary Text, Image, link URL.



➢ Please see Showcase for more information on how to assign a page.

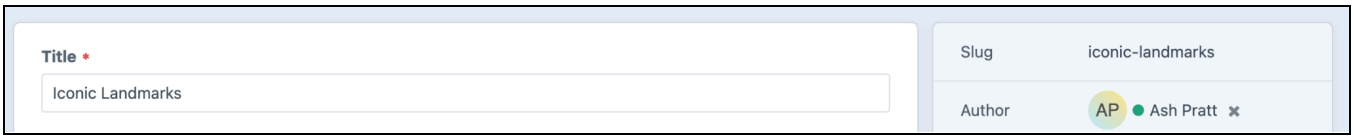
3.5. Hero Image

The Hero Image section is useful when you want to create saved versions of hero images and text.

To create a Hero Image entry, click Entries > Hero Images, then click "+New Entry."

Note: The title is only for internal site reference, please name the entry something obvious like a description of

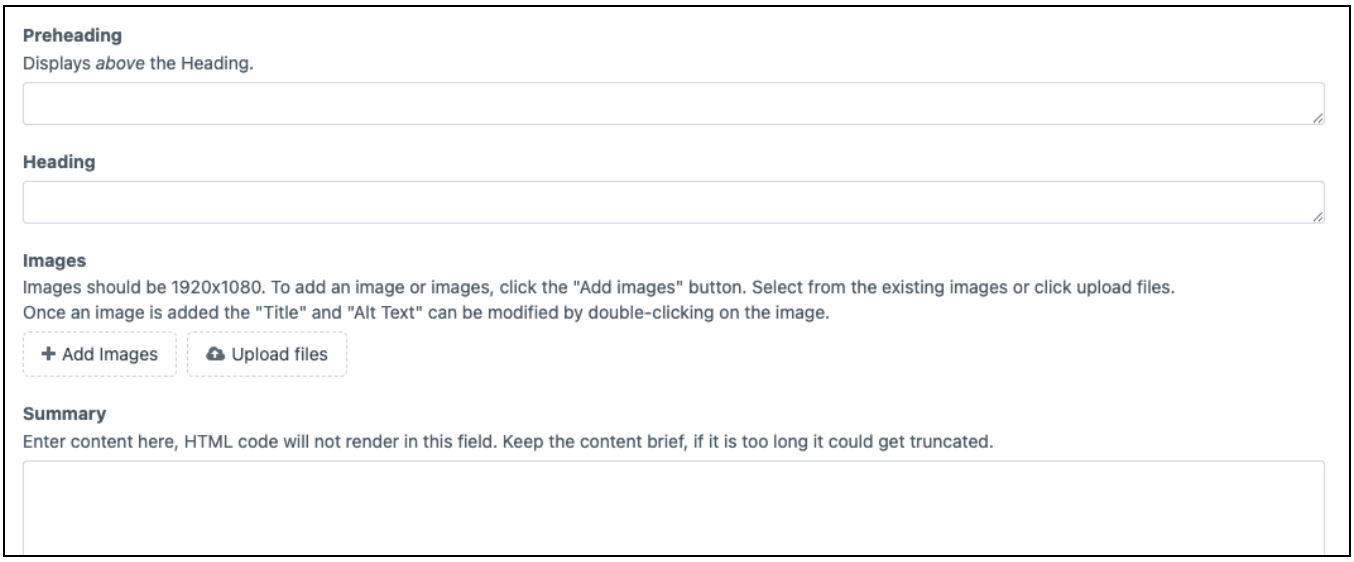
the image or the page it will be displayed on. This will make it easier to locate related content on pages.



Upload your image in the same fashion you would any image on the site. 1920x1080 px is the optimal size. Try to avoid text-based images and remember images will always crop from the center, unless the focal point is adjusted in the CMS Image Editor

- ➢ See Editing an Image for more information on how to edit an image after it is uploaded to the CMS.

You can add a custom Heading and additional text to display on the hero image.

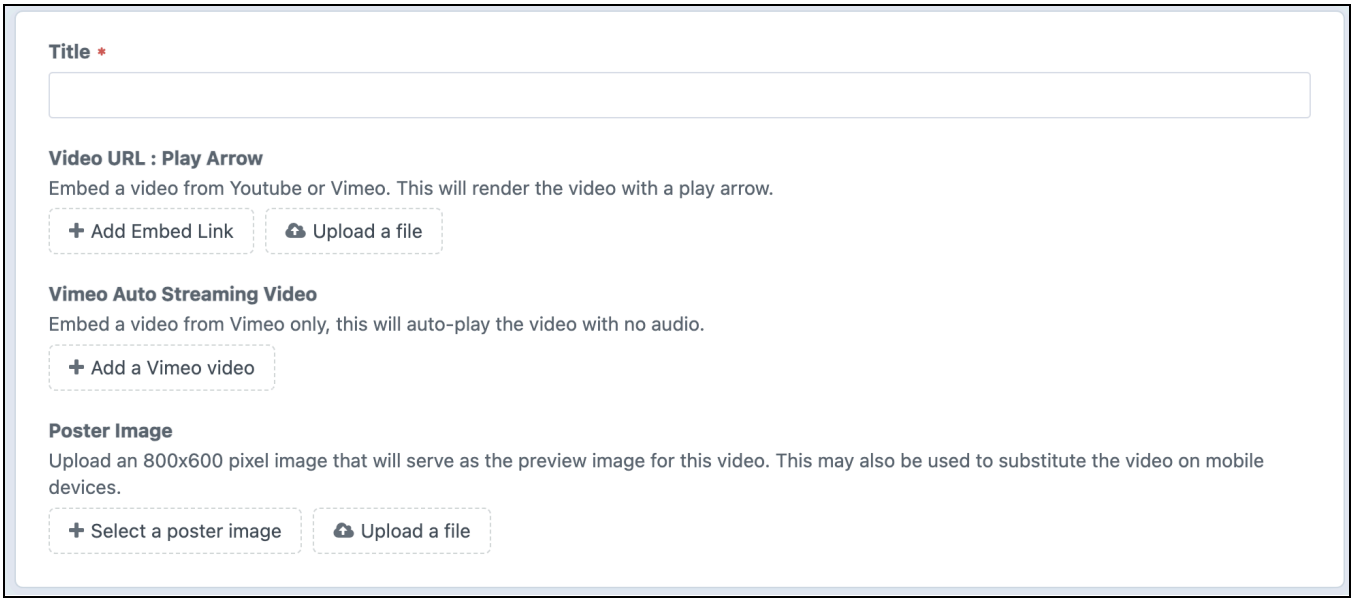


You can also add a link button to display on the Hero below the text by selecting an Entry or adding a URL.

- ➢ *If the URL is internal, just use the URL off the root domain. For example, /things-to-do/, not www.visitcasper.com/things-to-do/.*
- ➢ Please see Showcase for more information on how to assign to a page.

3.6. Hero Video Entries

Go to “Entries > Hero Video” to begin adding a new entry. Similar to Hero Images, the Title is for internal reference.



There are two ways to add videos to Hero Video entries: through Vimeo or through Youtube. Vimeo will allow for videos to autoplay, whereas Youtube will show a play button.

- ➔ To add a YouTube Video, click on “+ Add Embed Link” and select from the existing YouTube assets or click “Embed” to add a new YouTube URL.
- ➔ To add a Vimeo Video, click on “+ Add a Vimeo video” and select from the existing Vimeo assets or click “Embed” to add a new Vimeo URL.

- ➢ Please see the Media - Hero Video section for more information on how to assign the Video to a page.

3.7. Media Entries

Navigate to the Media Section and click “+ New Entry” to begin adding a media entry. Give your Media Entry a Title, Intro, Image and Link URL.

If you are linking to a PDF from assets, go to assets and locate the PDF, click on the blue globe to open the PDF in a new tab. Copy/paste the URL to the Link URL field.

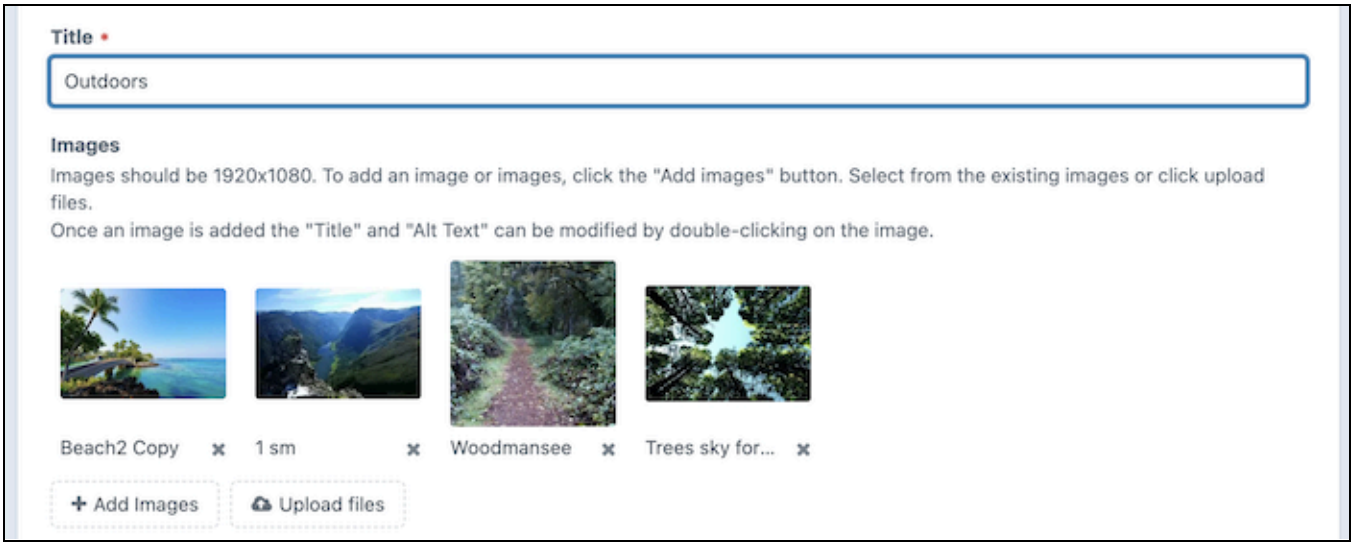
3.8. Photo Galleries Section

To add a new Photo Galleries entry in Craft, click Entries>Photo Galleries then click on the red "+ New Entry" button at the top right of your screen.

Give your Photo Gallery a concisely worded call out phrase. This will appear on the front end as the title of the gallery.

Click on "Add Images" to begin building the gallery, select from the existing image assets or upload new images.

Drag and drop the images into the order you want them to display. The first image will be the thumbnail for the gallery. The rest will display in a lightbox when the user clicks on the thumbnail.

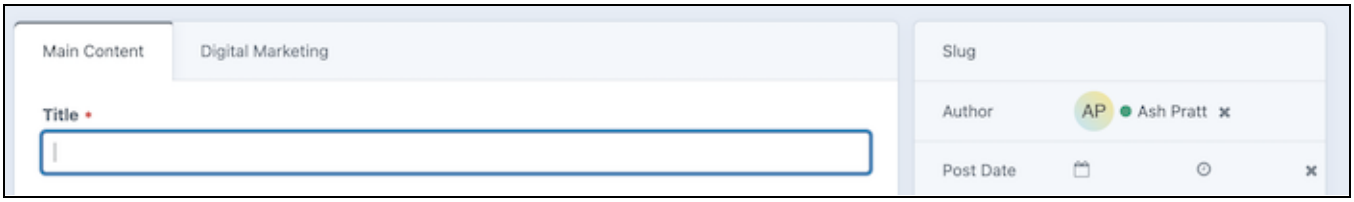


3.9. Press Section

To add a new Press Release entry in Craft, click Entries>Press then click on the red “New Entry” button at the top right of your screen

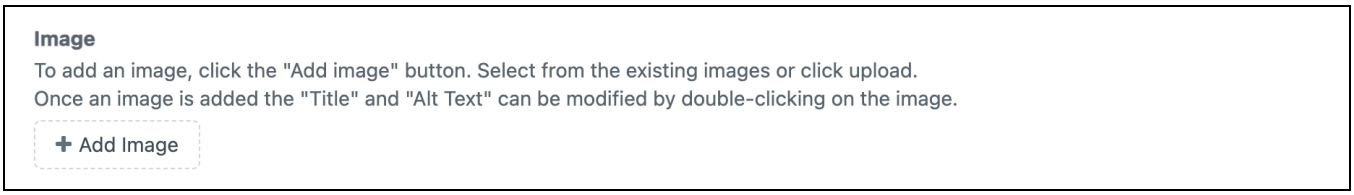
- *Live Press Releases can be seen here: https://www.visitcasper.com/media/articles/*
- *Press entries list in chronological order with the most recent first.*

You will be directed to the “Create a new entry” publish page.



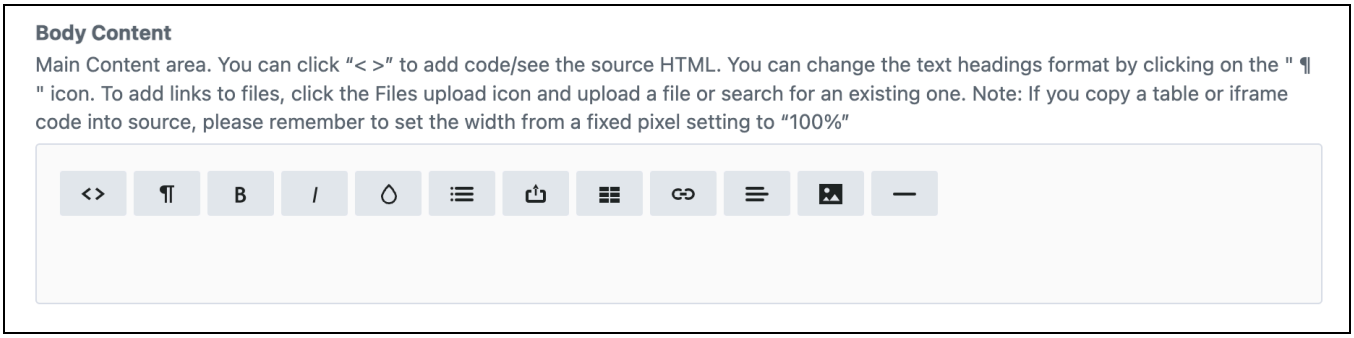
From the Main Content tab, enter in the “Title” of your Press Release. The “Slug” field will automatically populate to match whatever you enter in the “Title” field, and will also remove all non-alphanumeric characters.

To add a main image to your Press Release, click “Add image” under the Image field. A window will pop up where you can search for a previously uploaded image, or upload a new image.



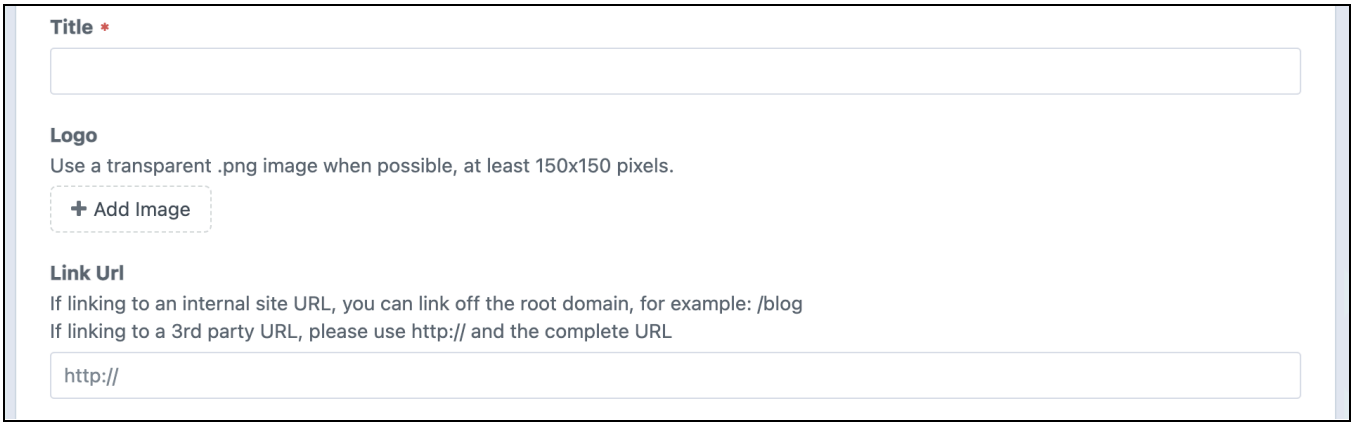
You can add content to your Press Release by entering your content in the WYSIWYG Body Content Editor. The WYSIWYG editor is where you can format your text similar to a standard document editor.

You can add text with styles like bold and italic, bullets or tables, and images.



3.10. Sponsor Directory

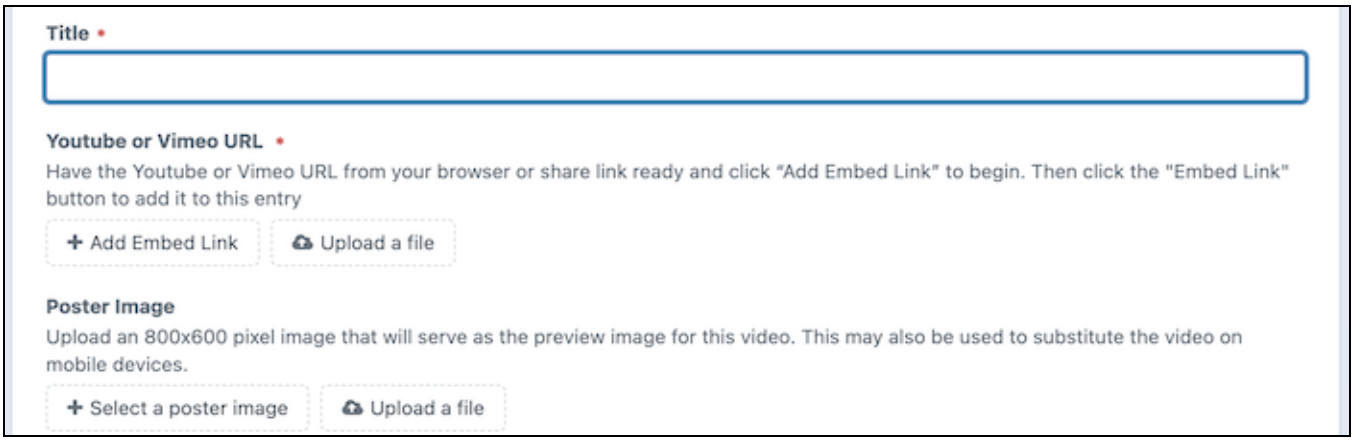
To add a new Sponsor entry in Craft, click Entries > Press, then click on the red "+ New Entry" button at the top right of your screen. Give the Sponsor a Title, logo, and include the website URL to make the logo clickable.



➢ Please see the Media - Sponsors section for more information on how to assign Sponsors to a page.

3.11. Videos

Navigate to the Videos Section and click "+ New Entry" to begin adding a Video entry. Give your Video a Title and click the "+ Add Embed Link" button.



This will bring up the video asset folder where you can select from previously embedded videos or you can choose to embed a new video using the "Embed" button. Copy/Paste a YouTube or Vimeo URL to add to your existing assets. Then, select the new video.

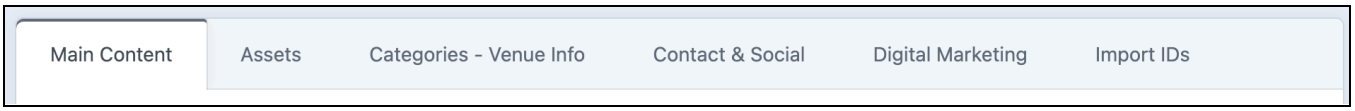
4. Creating/Editing Local Businesses

Please see the iDSS Section for more information about using the iDSS CRM for Local Business Listings.

4.1. Adding a New Business

To add a new Business in Craft, click on the Entries > Local Business section, then click "+ New Entry."

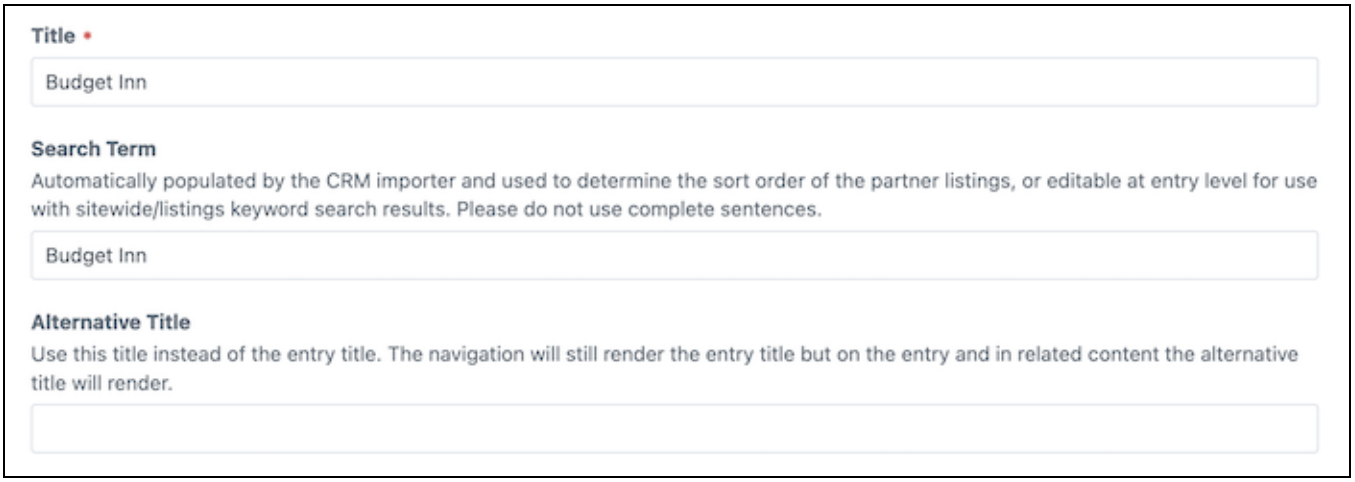
The Main Content tab is where you enter your general partner data. There are additional tabs for Assets, Categories, Contact Information, and more.



4.2. Main Content

The Title, Search Term and Partner Sort are required fields.

Search Term: As a best practice the Search should include the Business Title, with additional search terms added.



If the partner has multiple listings, assign one as the "Primary Listing" by turning the toggle ON.

Use the Body Content field to add a description to the Partner Detail Page.

Body Content

Main Content area. You can click "< >" to add code/see the source HTML. You can change the text headings format by clicking on the " ¶ " icon. To add links to files, click the Files upload icon and upload a file or search for an existing one. Note: If you copy a table or iframe code into source, please remember to set the width from a fixed pixel setting to "100%"

Add the Business Address using the Street Address, City, State and Zip code fields.

Address

Street Address

Street Address 2

City

State/Province | Postal Code | United States

To show the partner on the map, locate their latitude/longitude and enter that information in the fields provided.

Latitude

Add a latitude and Longitude to have the map appear on the Partner/Event, you can go here to look up the lat/long https://www.latlong.net/

Longitude

Partner Sort: Add AAAA or ZZZZ to the beginning of the Business Name, ie **AAAABUDGET INN**

- ➔ Businesses with AAAA added to their partner's name will appear first in listings.
- ➔ Businesses with ZZZZ added to their partner's name will appear last in listings partners.

Partner Sort

Automatically populated by the CRM importer and used to determine the sort order of the partner listings, or editable in CMS via AAA (first) or ZZZ (last) preface before partner business name.

ZZZZBUDGET INN

4.3. Assets

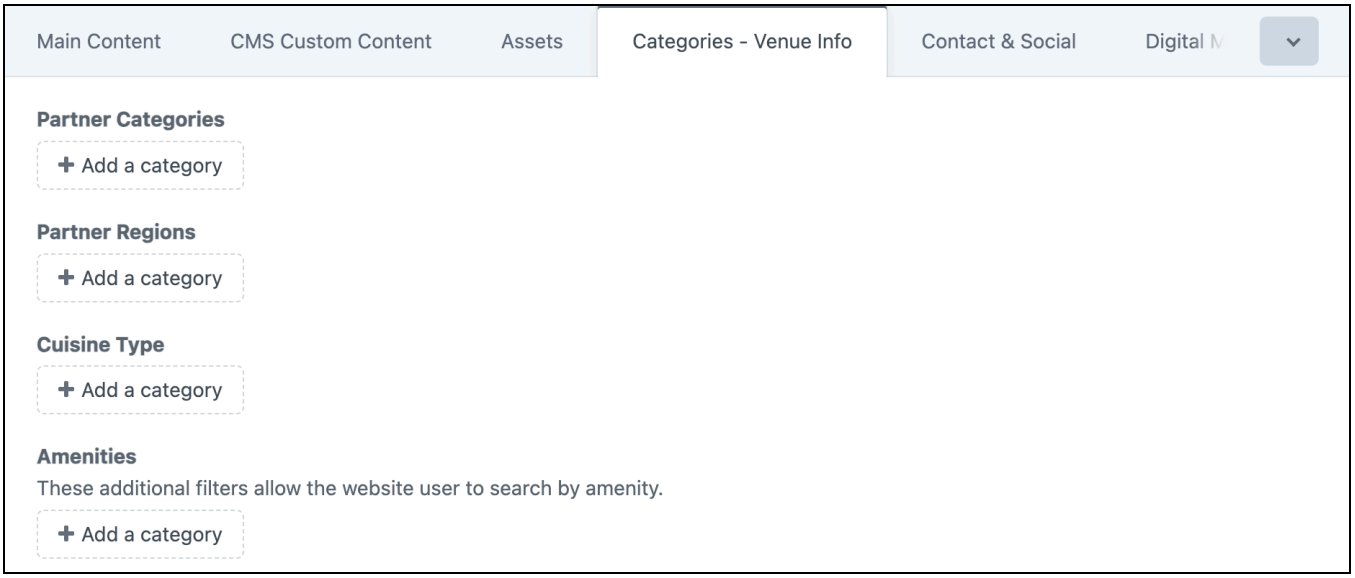
Set images for the Local Business by adding images to the “Gallery Images” field. Click “+Add Images” to select from existing assets, or click “Upload File” to upload a new image.

The first image in the Gallery will display as the “Main” image, the others will display on the detail page in the gallery slideshow.

If you’d like the image to fill the image container, you can set the “Show Entire Image” setting to “Allow Cropping.”

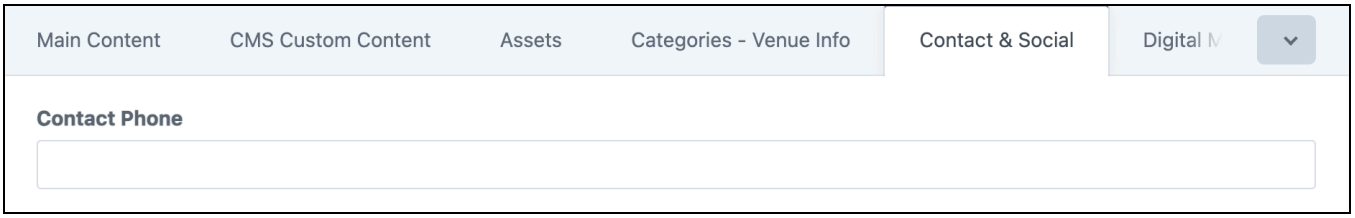
4.4. Categories

Click on the Categories tab to assign Partner Categories, Regions and Amenities.



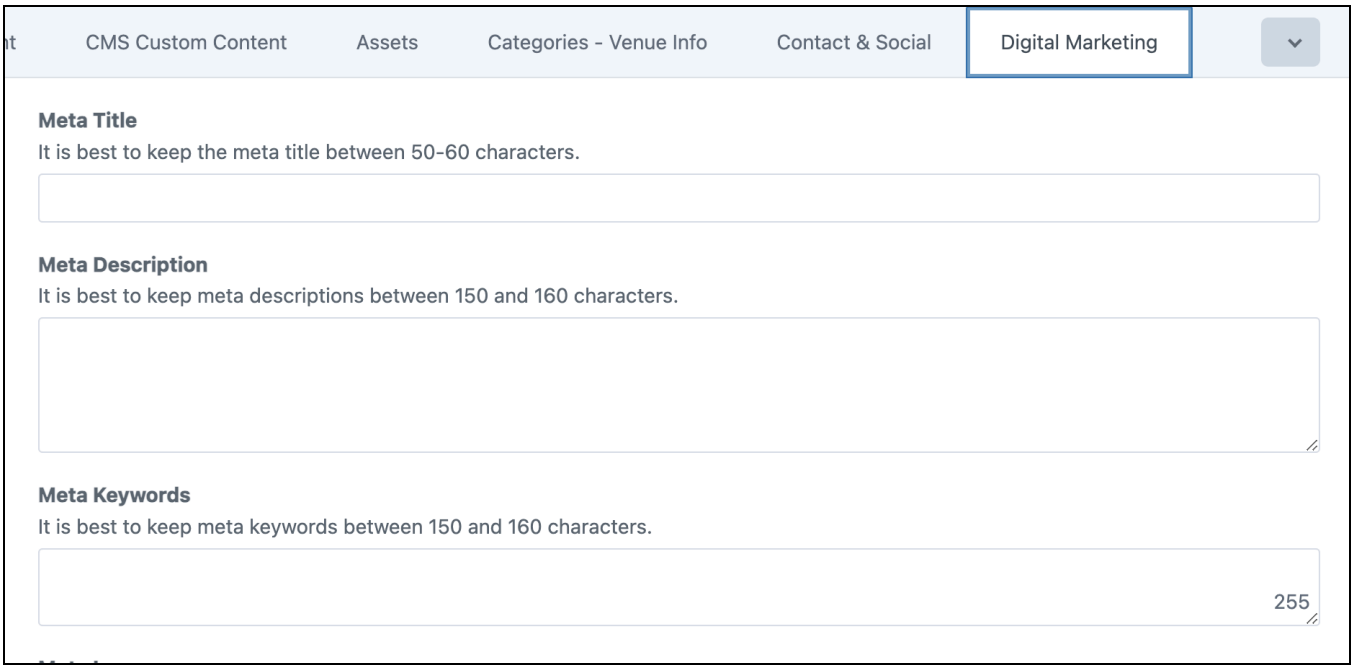
4.5. Contact, Social, and Hours Information

Click on the “Contact & Social” tab to add Contact information, Social Links, Website URL, and hours.



4.6. Digital Marketing

When sharing the event on social media, you can update the Meta Title/Description/Keywords and Meta Image.

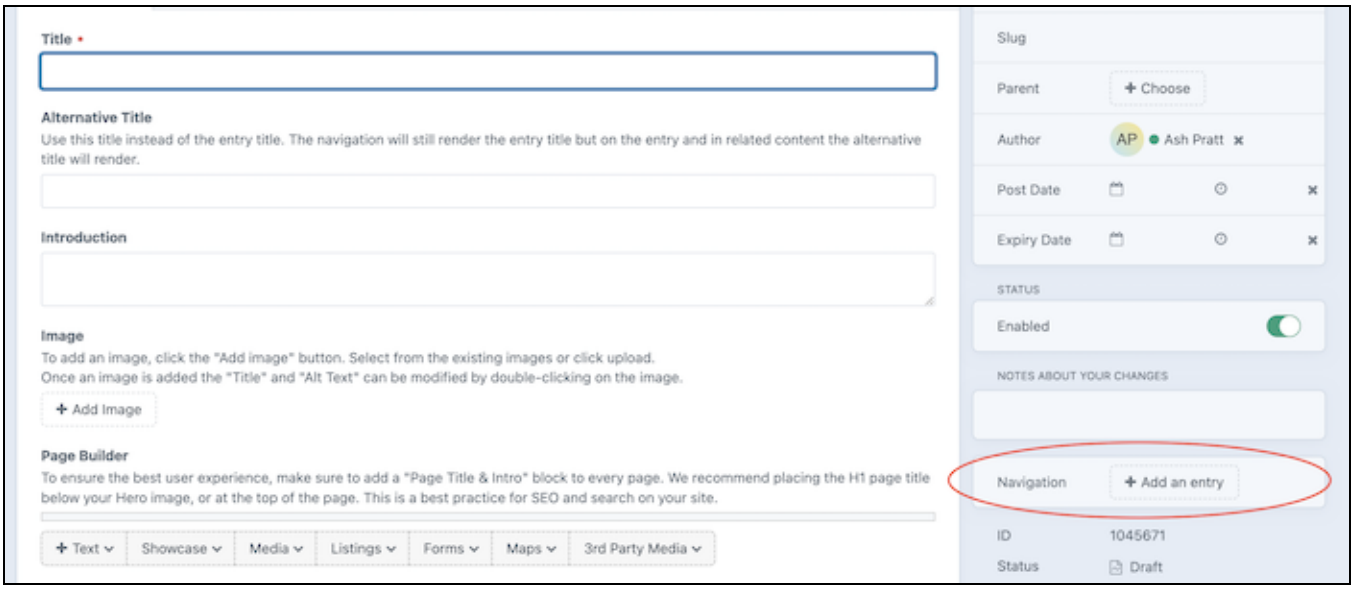


5. Microsites

Microsites can have their own navigation separate from the main site navigation. You can access Microsites by clicking Entries > Microsites.

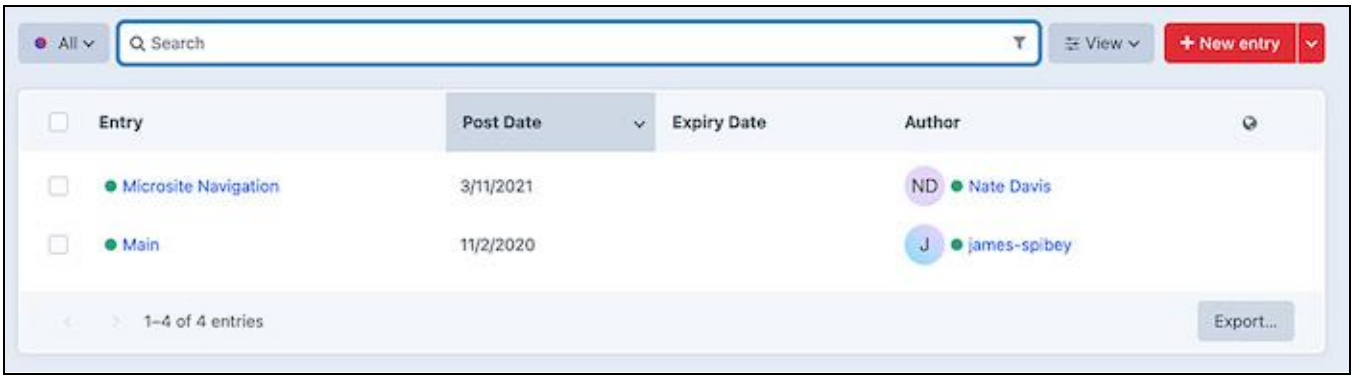
To begin adding a new microsite entry, please see [Publishing or Editing Pages in Craft].

To assign a navigation to a Microsite, scroll down to the bottom of the right-hand column to view the current assigned Navigation. To select a different navigation, click the X next to the Title and select from the available options.



5.1. Navigations

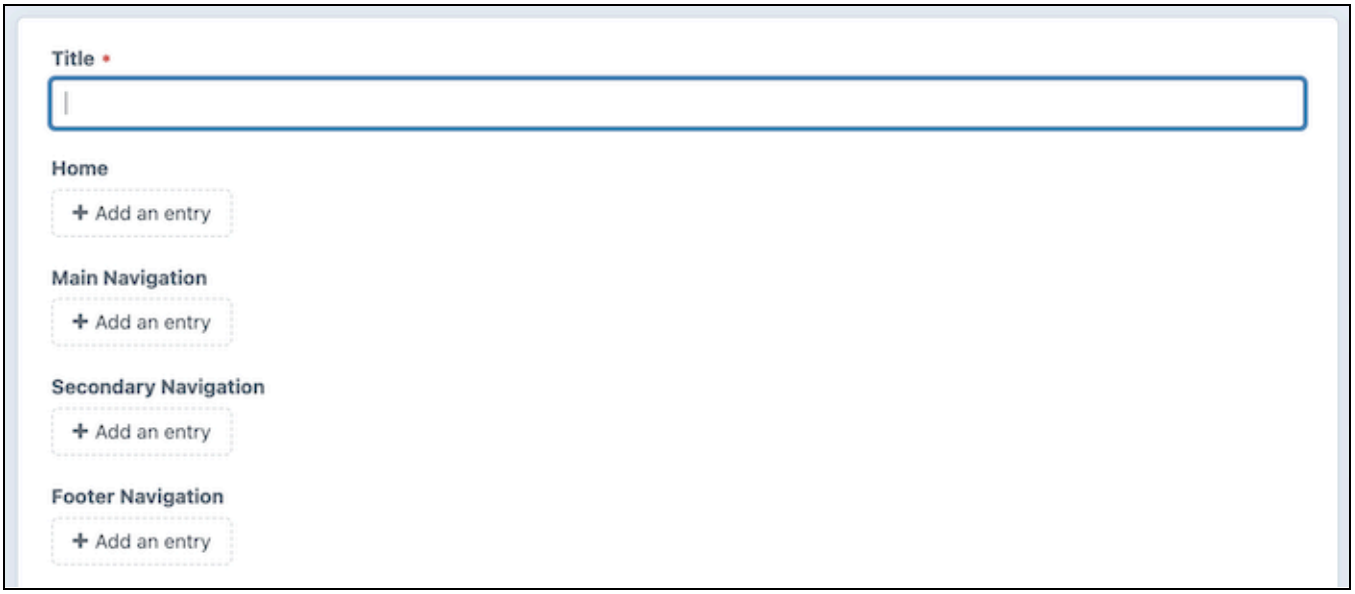
To update the Microsite Navigation, click on Navigations from the left hand dashboard. To add a new Microsite Navigation, click "+New Entry."



Click on the appropriate Microsite navigation to change the navigation's entries, update the Header Logo, Footer Text and Social Links.

Set the Title to the name of the Microsite. This is for internal use only.

Set the “Home” entry as the home/main page of the Microsite. Assign the Main, Secondary, and Footer navigation as needed based on the other pages within the Microsite.



To set the Microsite logo for the header and footer, click “+Add image” below “Microsite Logo Image” to select from existing assets or upload a new file.

6. Landing Pages

Landing Pages are similar to the main site pages with one distinction, **Landing Pages cannot have child pages.** Landing Pages are a great place for one-off content pages, promotional pages, infographics, etc.

6.1. Publishing Landing Pages

To add a new Landing Page in Craft, click Entries > Landing Pages, then click on the red "+ New Entry" button at the top right of your screen.

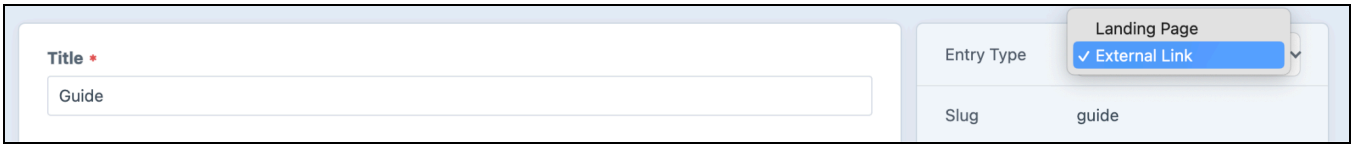
Publishing a landing page uses all the same fields as Pages.

6.2. Vanity URLs

Landing Pages can also be used for adding Vanity URLs, which are typically "quick links" used in marketing or on social media.

To create a Vanity URL, create a Landing Page, then change the "Entry Type" to "External Link."

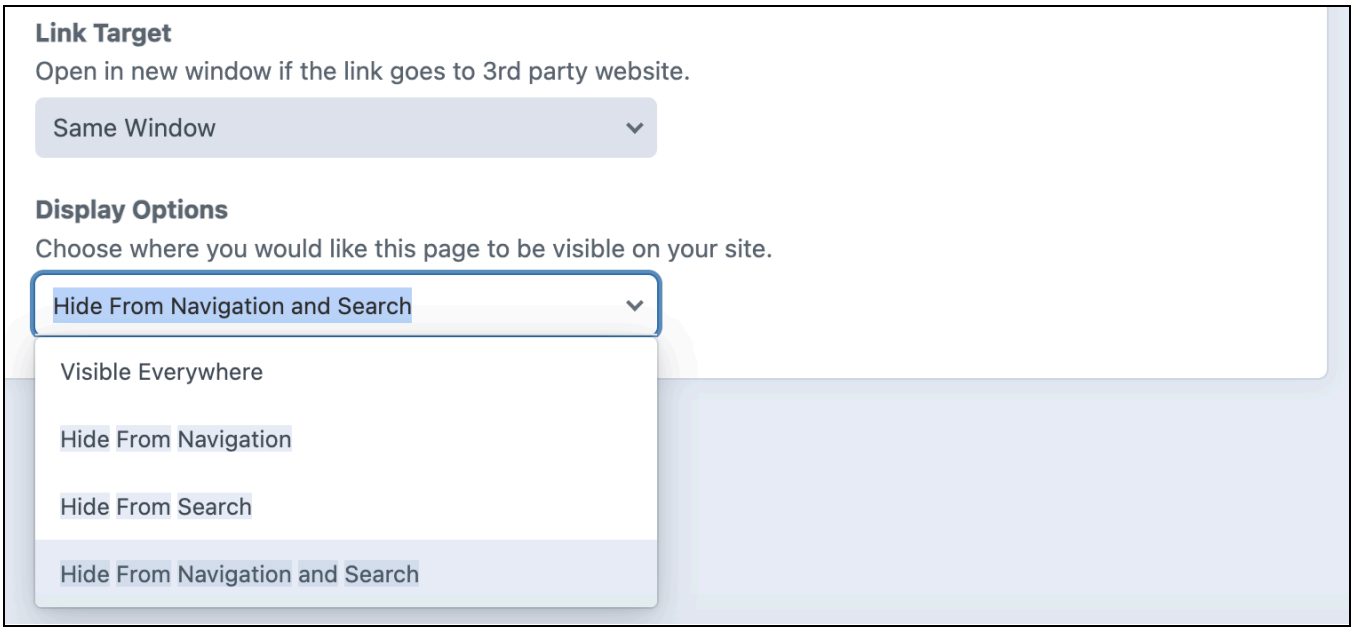
Give the Entry a Title and update the slug to the desired Vanity URL.



The vanity URL is set by updating the Slug in the right sidebar. The link that it should redirect to is set via the Link URL field.

For example, if you'd like to create a vanity link to send users to your visitor guide page, you might create an external link and set the Slug to "guide" and then in the Link URL field, you would include the actual guide URL link, excluding the site domain. The vanity URL would be www.visitcasper.com/guide/ and would redirect users to your Visitor Guide page.

It can also be helpful to hide these from search to avoid duplicate results but that is not required.



➔ *Vanity URLs will always be lowercase. They will create a 301 redirect which is a best practice for SEO.*

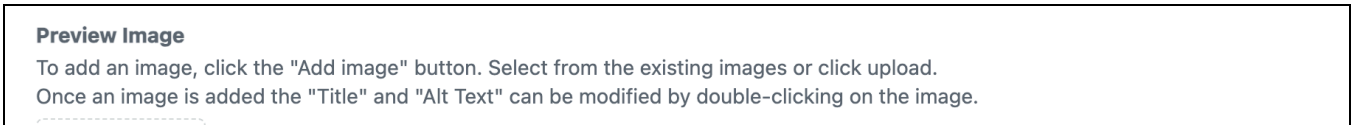
7. Managing Assets

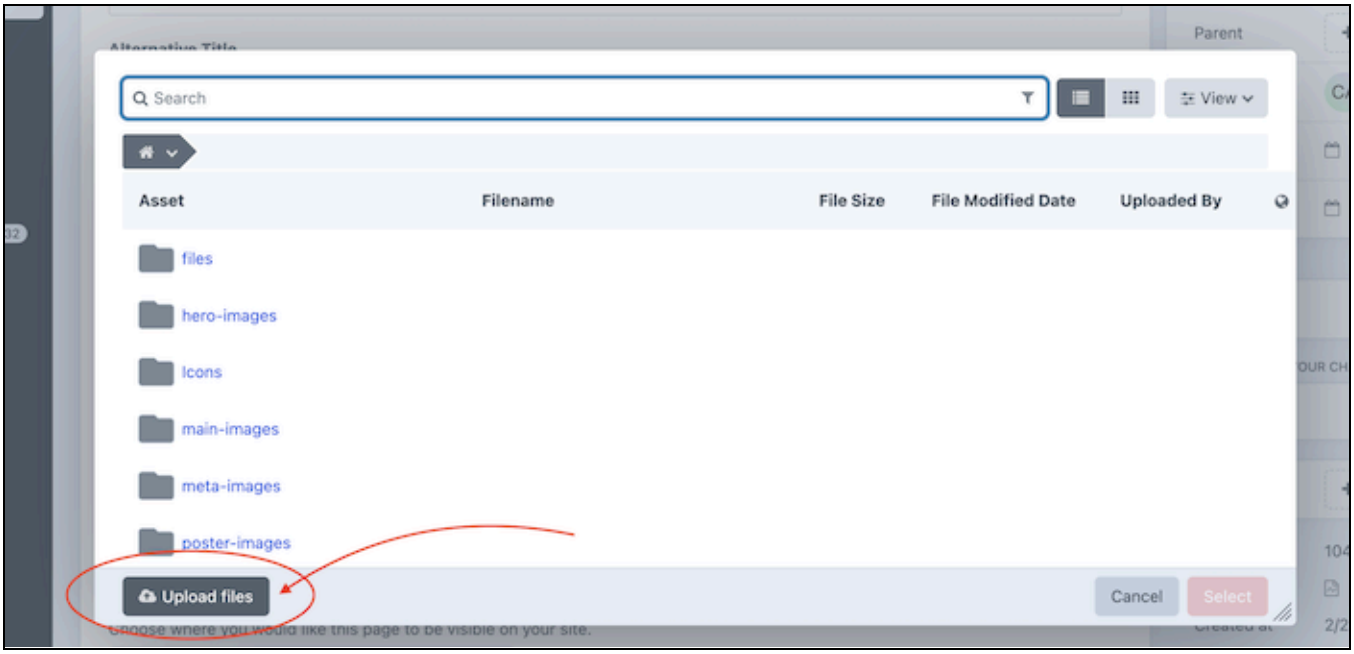
All images, icons, and file assets for use across all pages of the site are stored in the “Assets” section.

➔ An image and file only needs to be uploaded once and can then be added to any entry.

Assets can be dragged/dropped into a folder directly from your desktop, or by clicking on the “Upload Files” button in the upper right hand corner of the Assets menu.

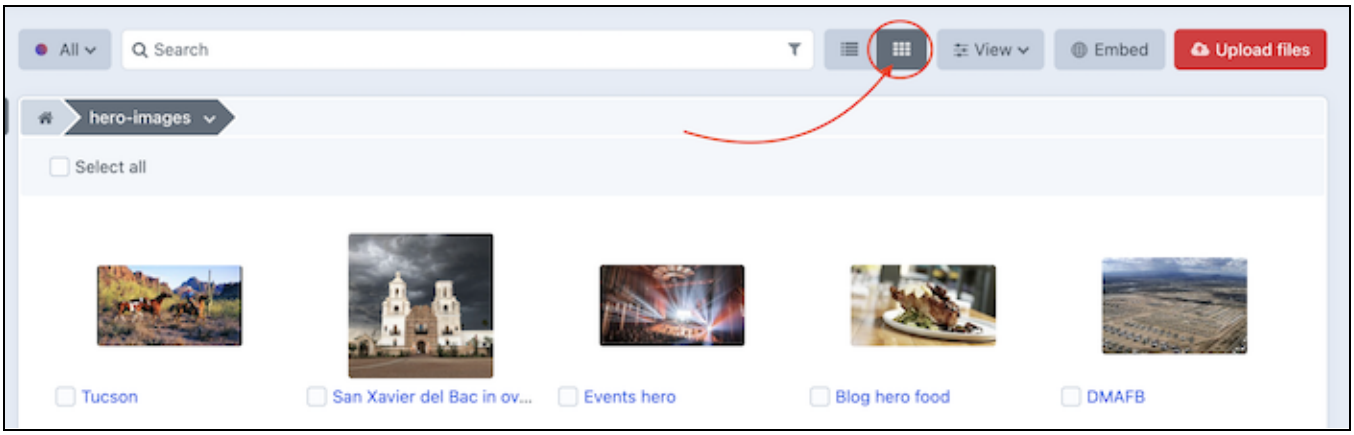
Assets can also be uploaded directly to an Image field while editing/publishing content wherever there is an “+Add Image” field. When clicked, an asset window will appear. From here, files can be dragged and dropped over the interface to upload, or by clicking the “Upload Files” button.





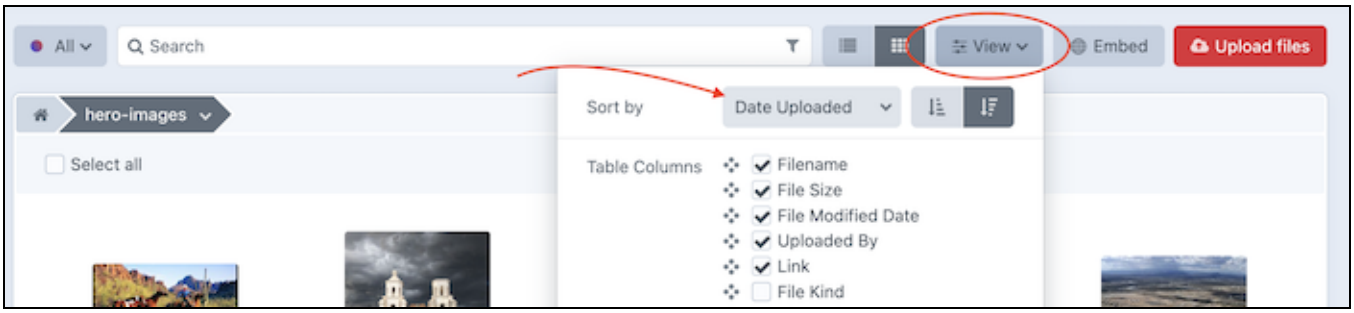
7.1. Sorting and Searching Assets

To change from list view to thumbnail view, click the appropriate icons in the top right corner.

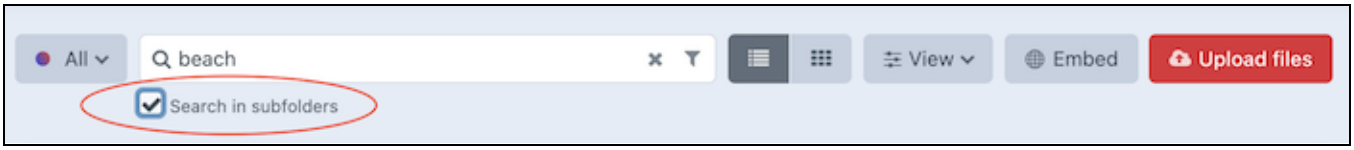


To sort images by title, date uploaded, size, or another sort type, click the "View" button in the upper right corner.

From this menu, you can also display additional columns of information about your assets when in the "List" view, such as dimensions, date uploaded, and more. You can change the order the columns display by clicking and holding the ✣ icon , then drag to the preferred order.



In the Search bar, typing a keyword will automatically start displaying results that match the search keyword. As a best practice, make sure to check the "Search in subfolders" option. This will search for assets in ALL folders in the CMS. If you do not see this option when searching, you are searching in a subfolder. Click the "home" button to go to the root asset folder, then try again.

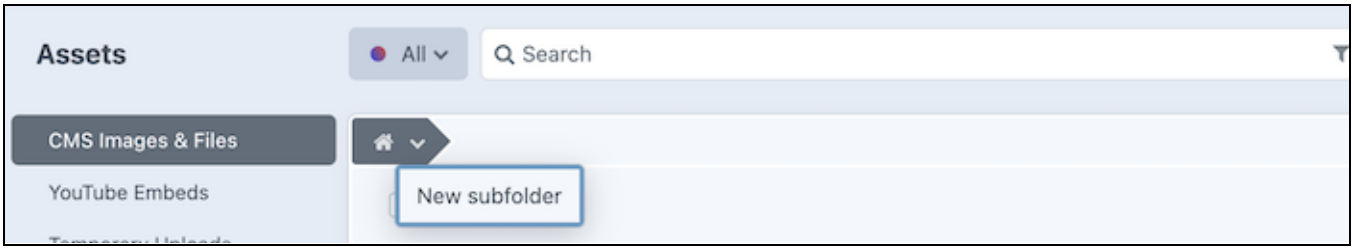


7.2. Folders and Organizing Assets

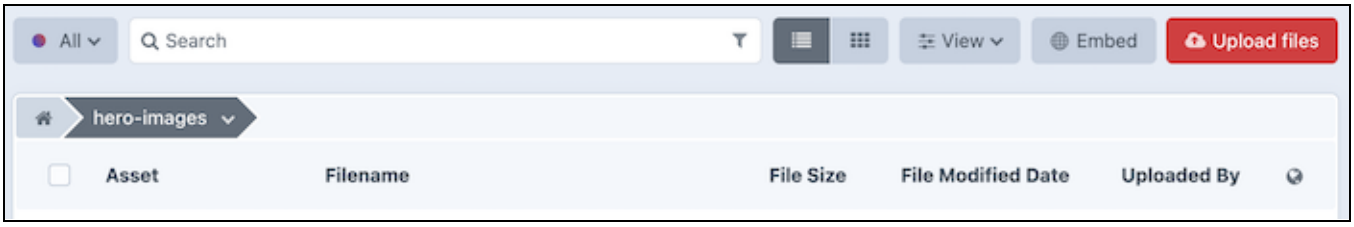
An image or file uploaded to the main "CMS Images & Files" folder will be uploaded to the "root" folder. Once

uploaded, assets can be dragged and dropped into folders to organize the files.

To create a new subfolder from the main “CMS Images & Files” folder, click the “home” icon to go back to the “root,” then click the down arrow, then click “New Subfolder.”

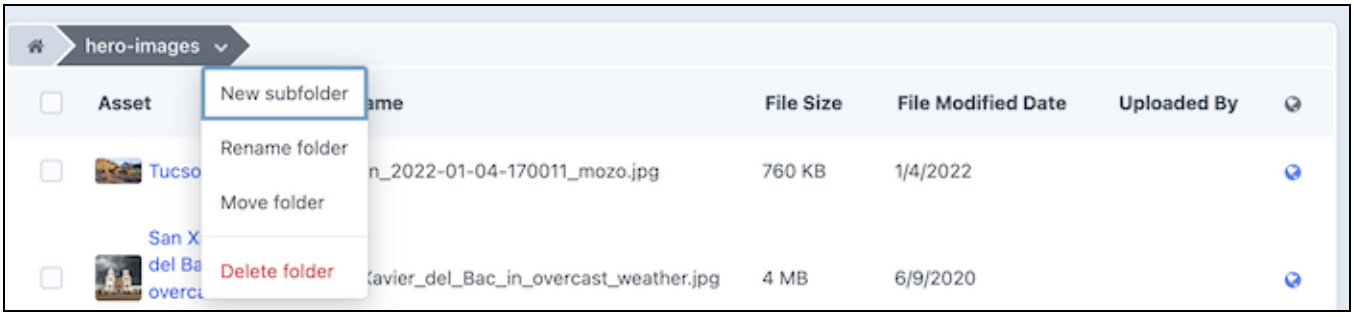


When viewing a subfolder, you’ll see the folder’s title in a “breadcrumb” following the “home” icon.



To add a child folder to an existing folder, click into the folder where you would like the new folder to be stored, then click the down arrow and select “New Subfolder.” In this same dropdown, you can rename a folder, move it to a different folder, or delete the folder.

➔ ***CAUTION*: Deleting a subfolder that contains Assets will delete ALL the files contained within.** Make sure to move any assets that should remain in the CMS to a different folder before deleting.



As a best practice when reorganizing assets to new folders, do them in small batches, no more than 10 images at a time. Wait for the file transfer process to complete and repeat as needed. Also, don't close your browser if there is an active file transfer in progress, doing so will break the file transfer and may corrupt the files.

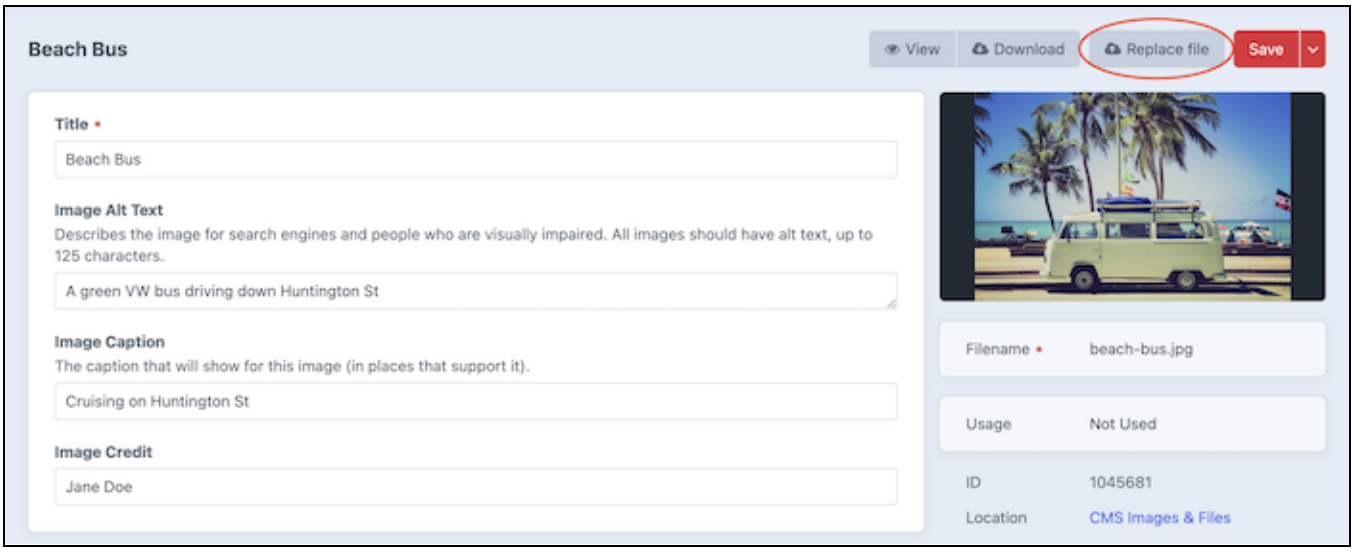
7.3. Updating an “Asset” with a new file - Replacing Asset

This can be helpful when updating links to the same PDF on multiple pages, or if there is one image throughout your site that needs to be updated. You are able to update the asset without the need to update the asset on

the individual pages.

➢ *This is a permanent change and there is no way to recover the original asset. It's recommended to download the original asset prior to replacing it.*

1. Locate the file/image you would like to replace and click the title of the asset to access the editing page.
2. Click the "Replace File" button. This will open your computer's file system. Make sure the new file has a different file name than the original file you are replacing.
3. Search for the file, then select it and click "Open/OK."
4. The replacement upload will take a moment, then you will see the filename updated with the new file name, and if the file was a different image, you will see the thumbnail change.



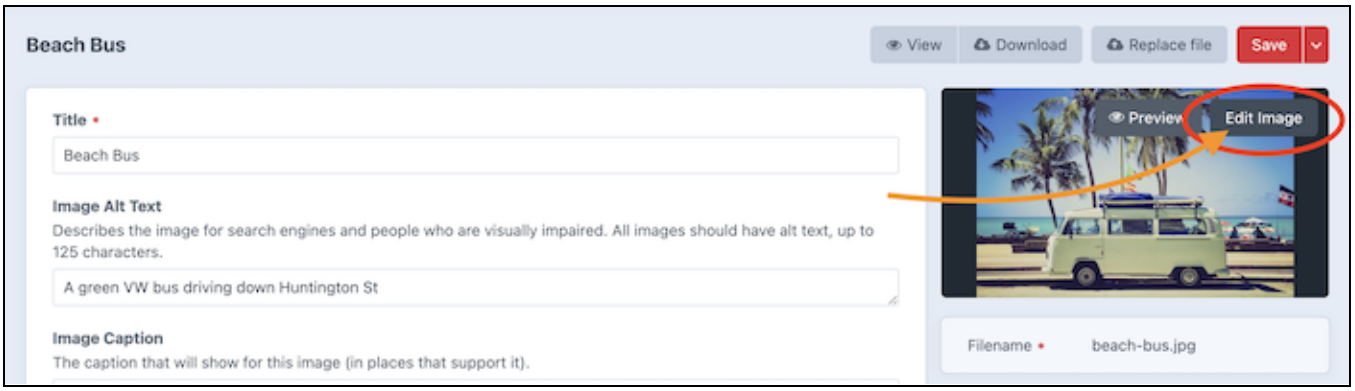
7.4. Editing an Image

The CMS has a built-in image editor that allows you to do the following:

➔ Crop, rotate, or flip an image.
➔ Adjust the focal point of the image, which is the center point where the image is cropped from
➔ Add Alt Text, an Image Caption, and an Image Credit.

Anywhere you see an image in the CMS, double click the image to open the quick edit panel, then click "Edit image" in the upper right hand corner of the image thumbnail.

This will open up the CMS image Editor, use the tools there to crop, rotate, flip, the image or adjust the focal point.



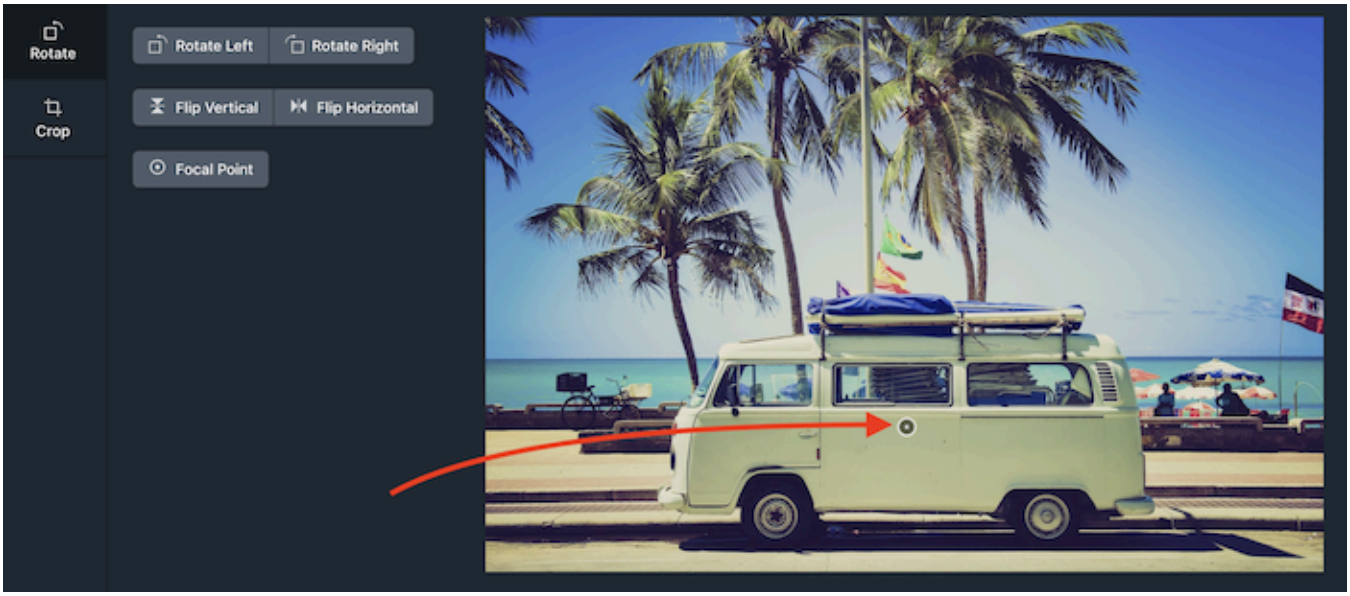
After editing an image by cropping, rotating, or flipping the photo, make sure to save when complete. If the image is for a specific placement, you may choose to "Save as a new asset" which will make a copy of the image with the edits you applied. This will allow you to use both versions wherever needed in the CMS.

7.4.1. Focal Point

Depending on an uploaded image's orientation, you may find that photos don't crop on the site the way you might prefer. The Focal Point tool allows you to adjust the point from which the image is cropped.

Once in the CMS photo editor for an image, click the Focal Point button to see a dot icon appear over the image. From there, drag the point over the image's subject to update the focal area.

- Note: It may take several hours for the focal point update to appear since images are cached by your web browser.



7.4.2. “Friendly” Image Titles and Files Names

When uploading an asset to the CMS Images & Files section, the image’s title will be created based on the filename. For example, if the file name is “mountain-view.jpg,” the image’s CMS title would be “mountain view.”

Once uploaded, you can view an image’s settings including Title, Alt Text, Caption, Credit, Filename, dimensions, and more.

It is a best practice to upload images with “friendly” titles to allow for easier searchability within the CMS Images & Files section, as well as keep your website assets organized.

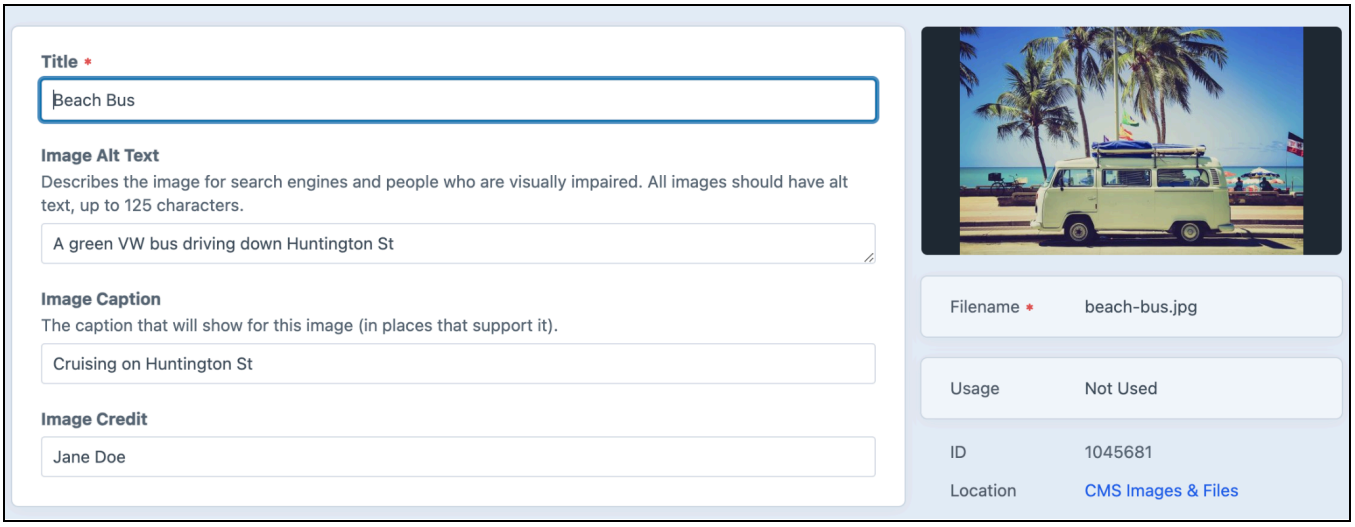
- ➔ For example, if the filename is IMG12345.jpg and is a picture of friends at a restaurant, we recommend updating the image title to include “Friends” and “Restaurant” in the title or other text fields to make it easier to search for.

7.4.3. Alt Text, Caption, and Credit

All assets uploaded to the CMS have text fields that can be updated to improve the image’s performance in search engines, as well as providing more context to website visitors.

The Alt Text field describes the image for search engines and people who are visually impaired. If there is no Alt Text for an image, it will default to referencing the image’s title. All images should have alt text, up to 125 characters. This should be a general description of the image, such as “man walking down Main Street in the Summer in Philadelphia.”

The Image Caption and Credit will display alongside or below the image when used on the site in content blocks when supported by the layout.

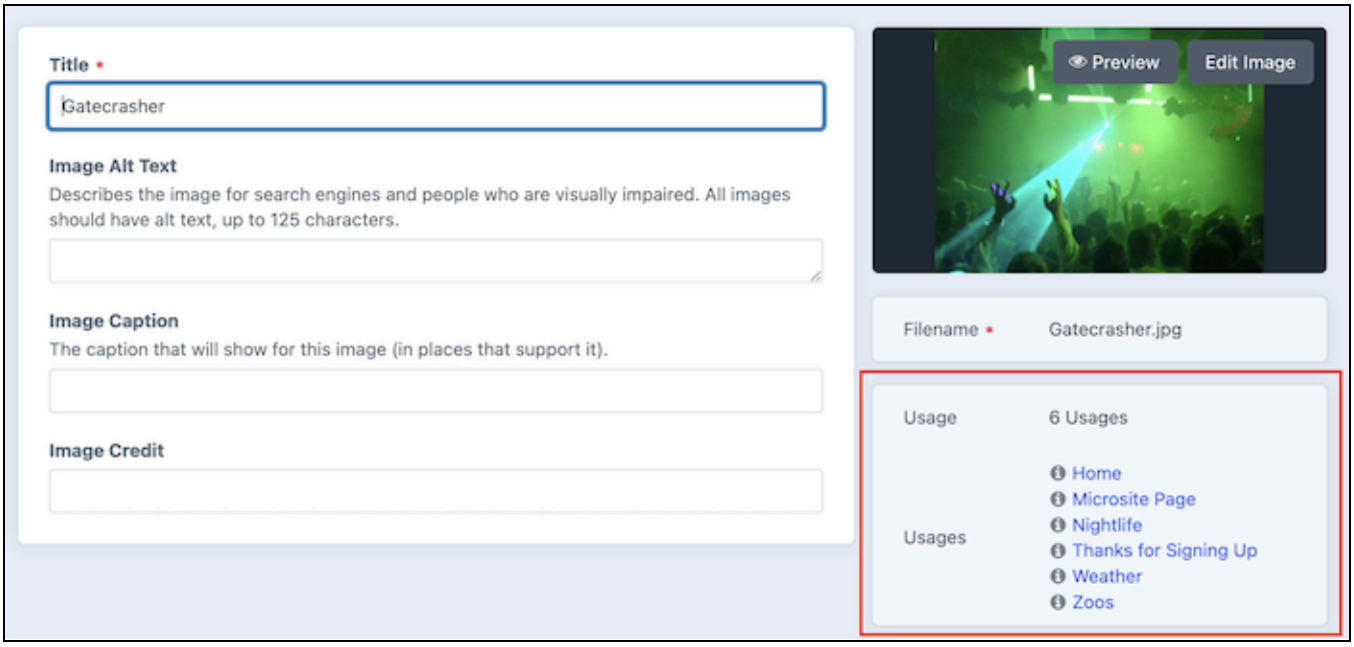


7.4.4. Image Usage Report

When an image is added to an image field within an entry like a page, blog, hero image, or other CMS section, its usage is reported within the image’s “Edit” menu. This lets you know if an image is in use anywhere on the

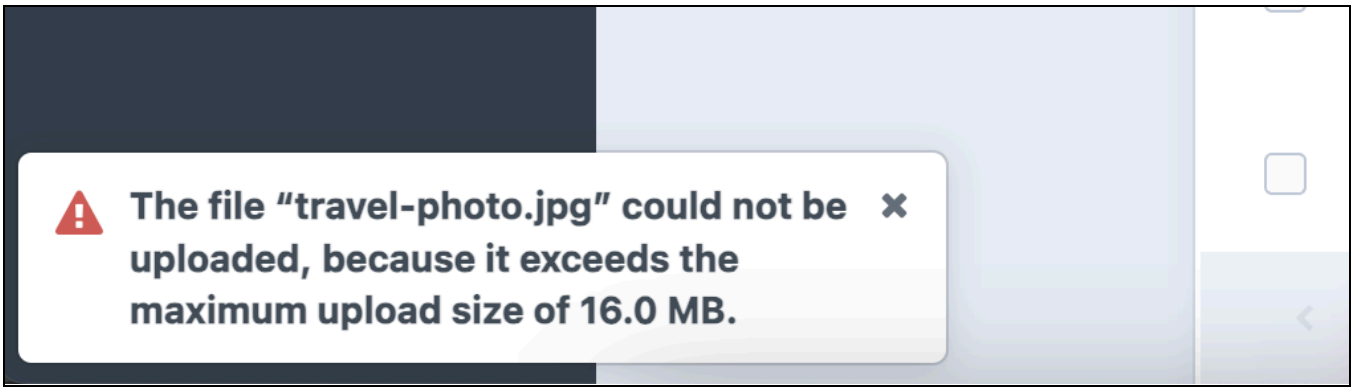
site and how many times it appears.

- ➔ This report will show all entries the image appears in, even if the image only appears in a Related Content block on the page, but isn't actually assigned to a native image field.
- ➔ Once you remove the image from a native image field, such as the Preview Image or an Image Asset block, refresh the image's edit menu to see if the usage report changes.



7.5. File could not be uploaded Error

There is a 16MB limit on assets, please resize the asset below this limit and try uploading again.



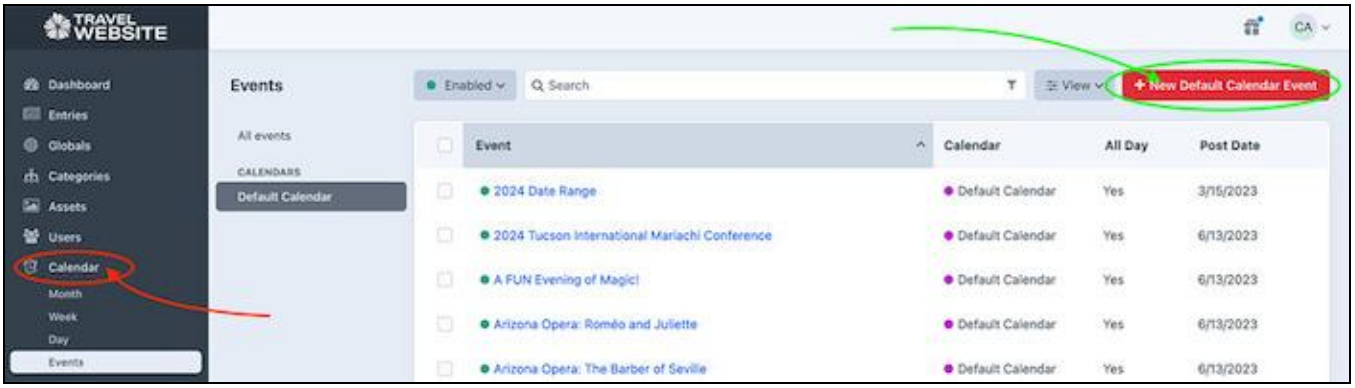
8. Creating/Editing CMS Events

Please see the [iDSS Section]() for more information about using the iDSS CRM for Local Business Listings.

8.1. Locating Events

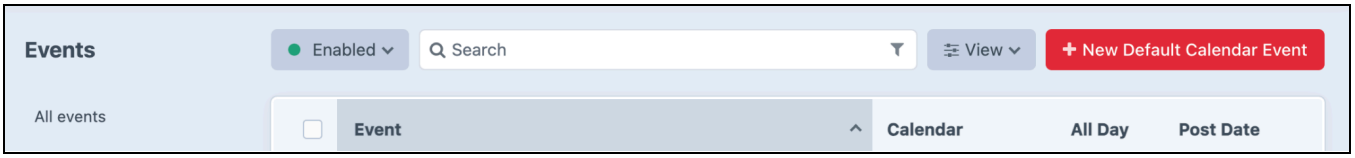
You have the ability to Create and Edit CMS Events in the CMS. To locate existing CMS Events or to create a new event, click on Calendar in the left sidebar.

➢ *Live CMS Events can be seen here: https://www.visitcasper.com/events*

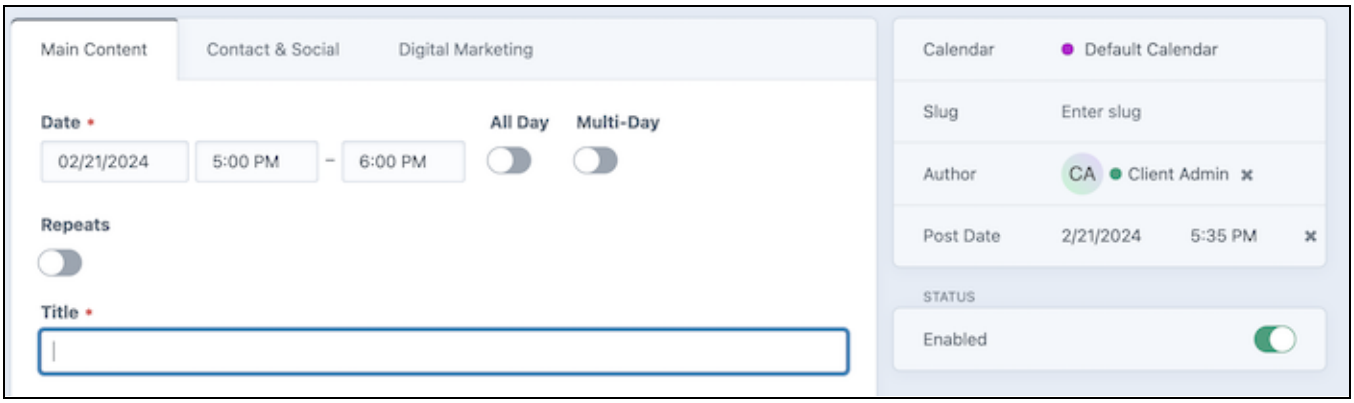


8.2. Creating CMS Events

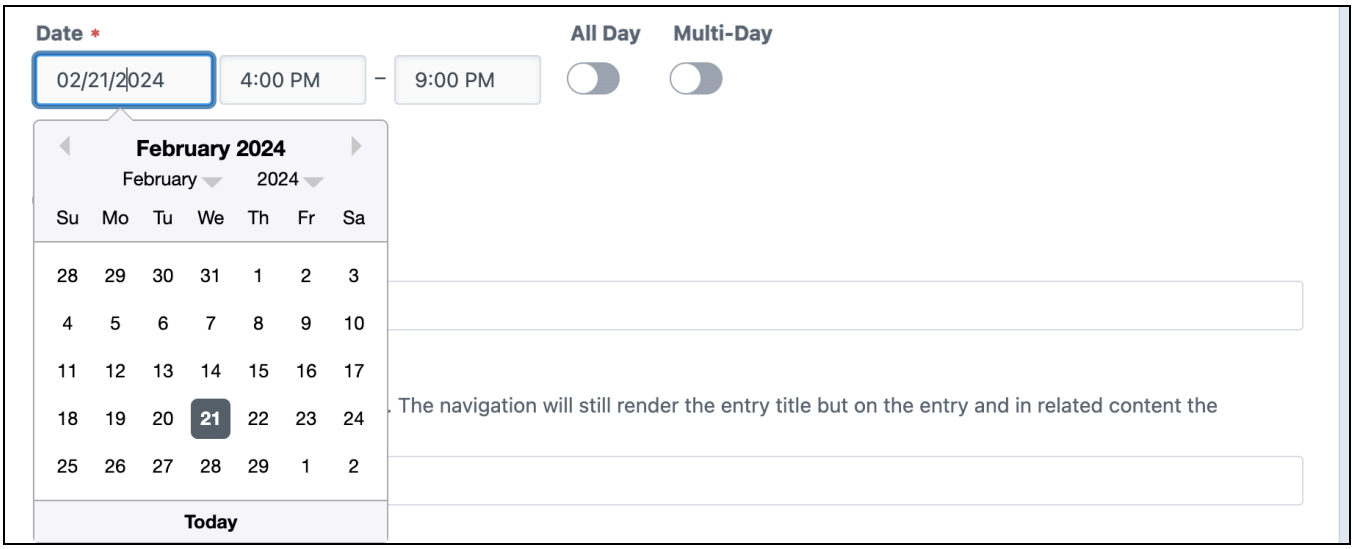
To create a new event, click on "+New Default Calendar Event" in the top right corner.



Give the Event a Title, the Slug URL will automatically populate.

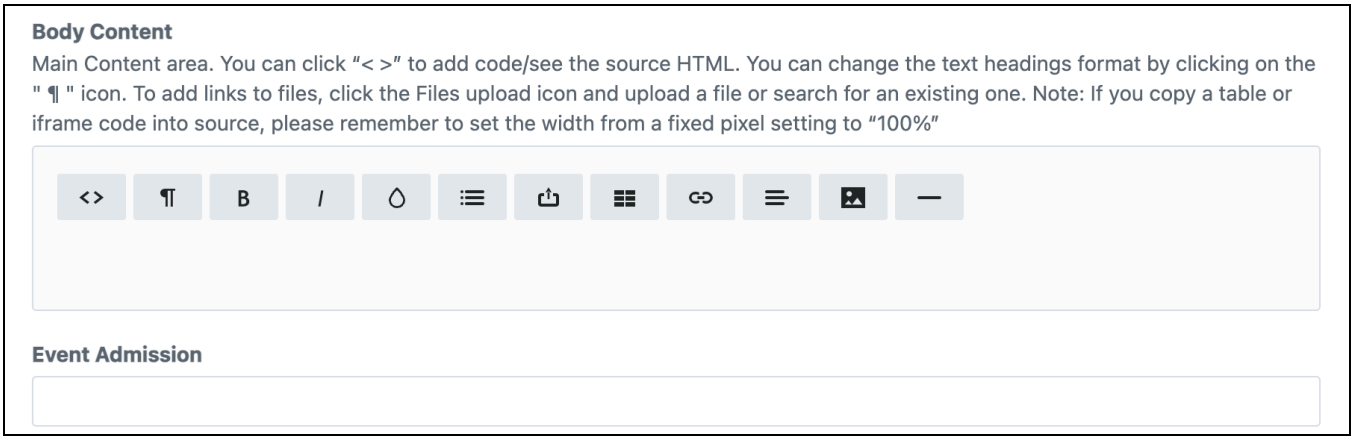


Click on the Date field and a calendar will appear for you to choose from. Repeating rules can be added by turning on the "Repeats" lightswitch. Please do not make events that last longer than one year.

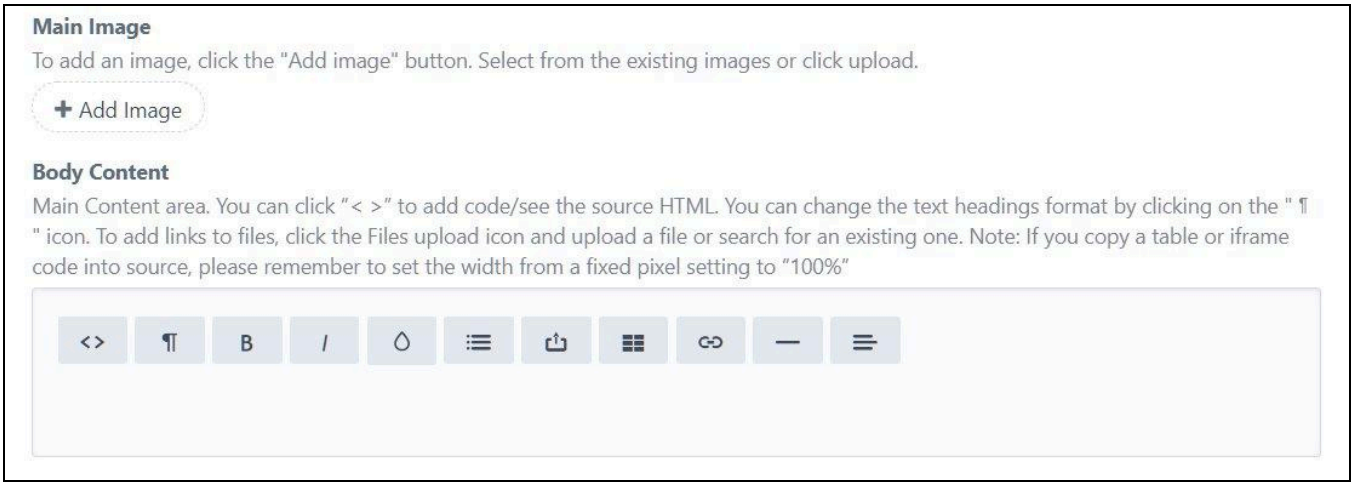


Scroll down to assign an Event Category. All events must have at least one event category. You can also assign Regions to event (if in use), as well as Related Partners.

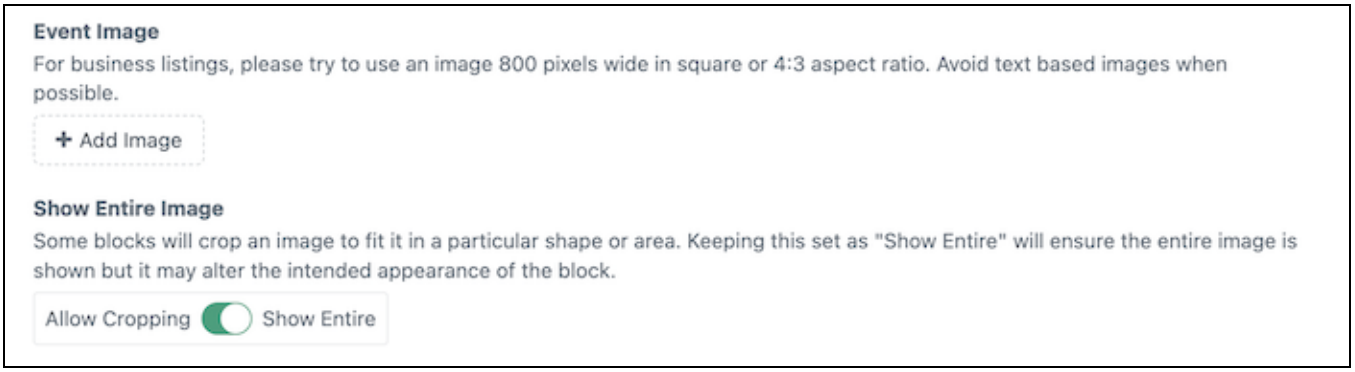
Add a description to the event in the Body Content field and any ticket details in the Event Admission field.



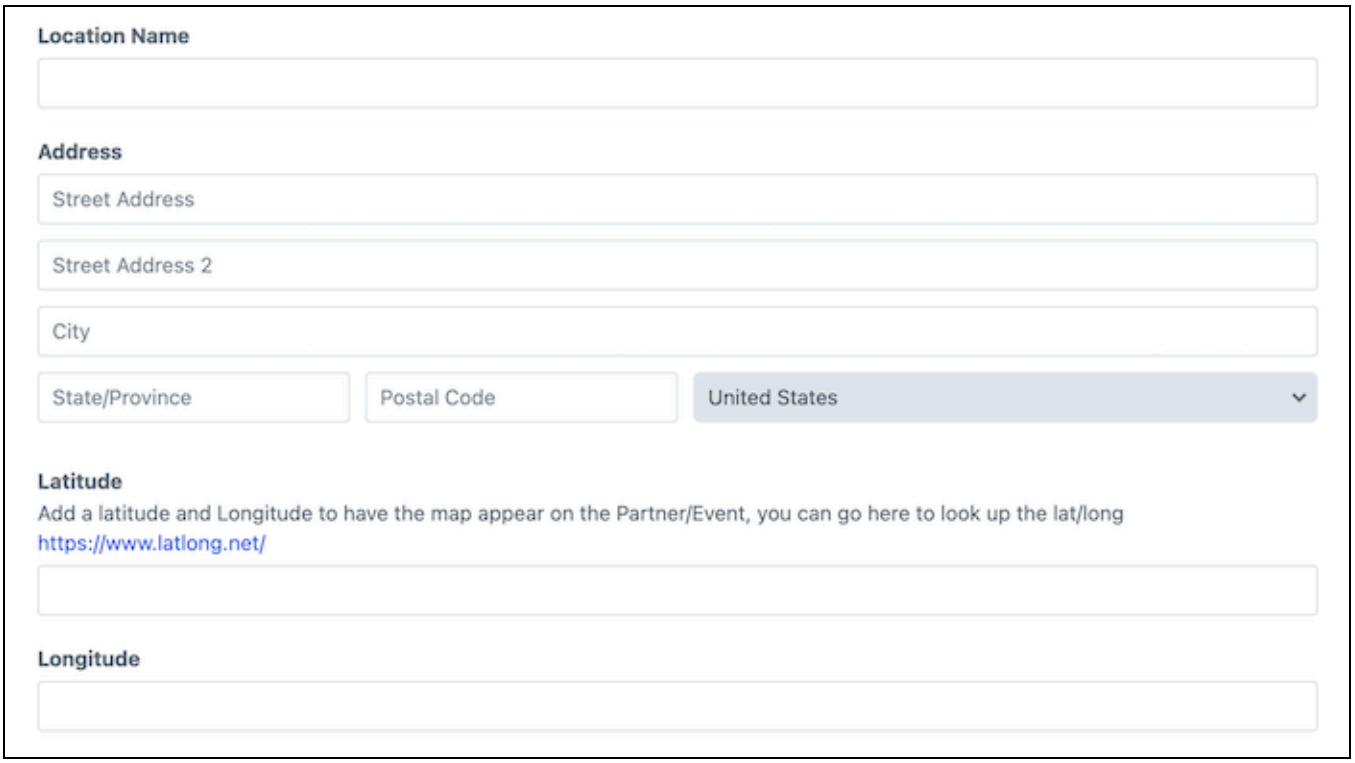
Upload an image to the Main Image field and add Event Details in the Body Content field.



Set the Event Image by clicking "+Add Image." If the image should be cropped when the event listing displays in listings and other related content, toggle "Show Entire Image" to OFF.



Add the name of the business or venue where the event will take place in the "Location Name" field. Include the street address, city, state, and zipcode in the address fields below. Lastly, add the latitude and longitude in order for the location to be plotted on a map display in the listing.



8.3. Previewing an Event

When creating a new event, in order to Preview the event, it will need to be saved first.

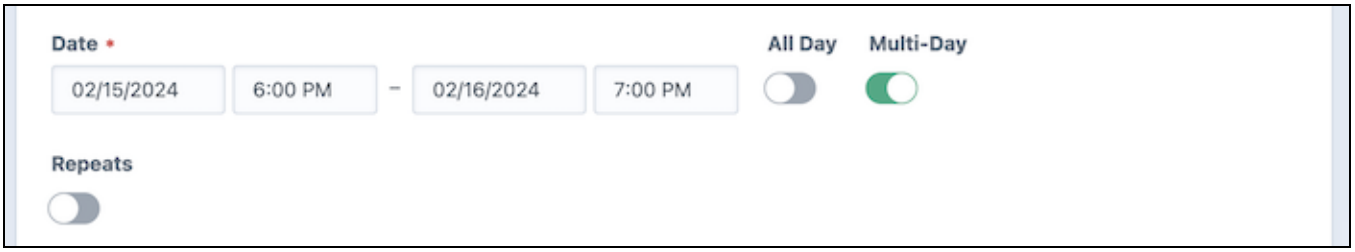
Enter all the event information as noted above, turn off the “Enabled” toggle, then click the down arrow next to “Save” and choose “Save and Continue Editing.”

Once the event editor refreshes, you’ll see the “Preview” button, which will allow you to preview how the event detail page will display as you make updates.

8.4. Multi-day / Date Range Events

If the event occurs over Multiple Days and you want to show the event as a single event listing, turn on the "Multi-day" lightswitch and enter the start and end date of the event. This will only display the event one time in Listings, along with a date range badge.

- For example, if the event starts on 02/15/2024 and goes until 02/17/2024 from 4:00 PM to 9:00 PM each day, enter the From & To dates and Times as seen here:



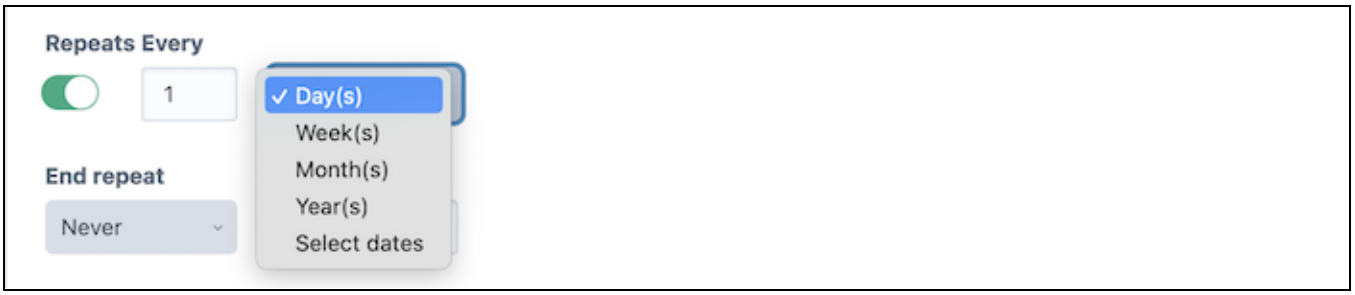
- *In the example above, do NOT turn on the "Repeats" setting. It will result in the event displaying multiple times on the calendar with a date range for each.*
- *If the event occurs over multiple days and you'd like it to display with an event listing for each date occurrence, see below for a guide to setting up Recurring Events.*

8.5. Recurring Events

If the event occurs more than once and you'd like it to display on the calendar with an event listing for each day that it occurs, make sure the "Multi-Day" switch is OFF and turn on the "Repeats" toggle.

8.5.1. Weekly or Monthly Events

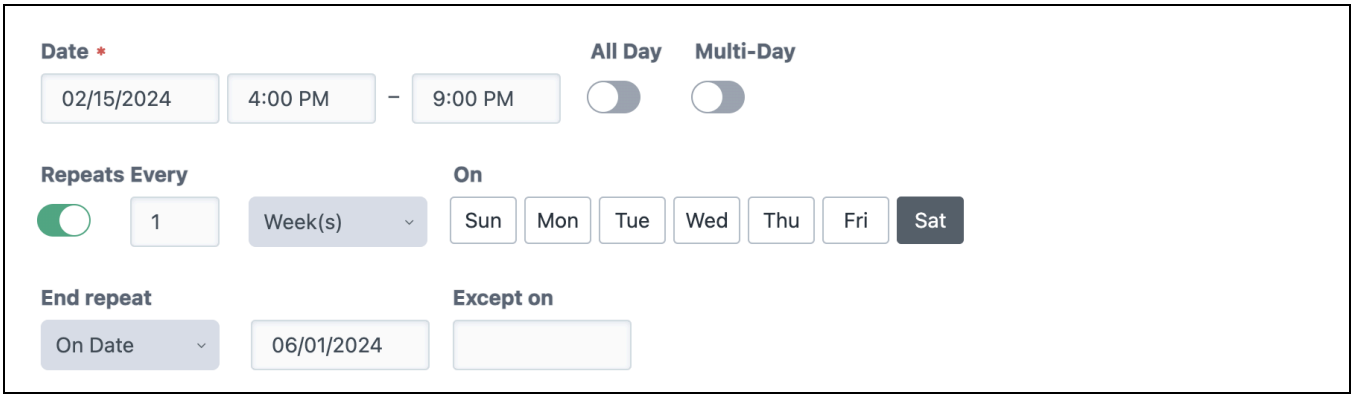
If an event occurs on a specific day each week or month over a date range, use the "Repeats" setting to set the recurrence pattern.



For example, if the event starts on 02/15/2024 and goes until 06/01/2024 from 4:00 PM to 9:00 PM **every Saturday** during that date period, you would use the following settings:

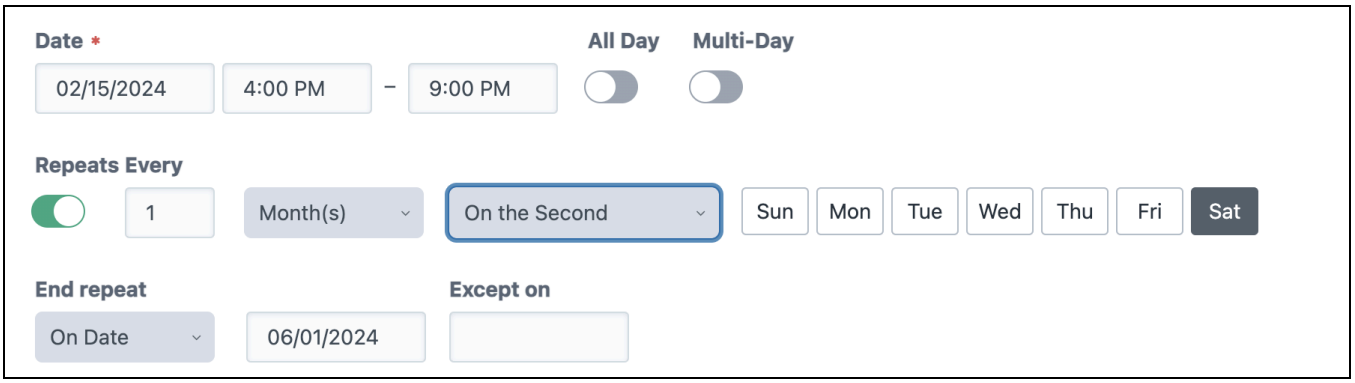
- ➔ Turn "Repeats" to ON
- ➔ Select "Week(s)" from the dropdown. If the event occurs each week, the number field should say "1." If it happens every other week, set the number field to "2," and so on.
- ➔ Select the days of the week the event occurs. In this example, we'd select "Sat"
- ➔ In the "End repeat" section, select "On Date" from the dropdown and set the date field as the last day the end will happen.
  - ◆ *Do not use an end date of "never." If an event happens weekly/monthly/yearly/custom, give it an end date of no more than one year away.*
- ➔ You can also add dates in which the event should not occur during the date period by adding them in the "Except On" field.

Your event settings would look like this:



If the event occurs Monthly on a specific date each month, or a sequence like "the second Saturday of the month," you can set this by choosing the "Month(s)" option from the dropdown.

- ➔ If the event happens every month, the number field should be set to "1," if every other month, set to "2," and so on.
- ➔ Then, select the event cadence by choosing the frequency and then either the date or day of the week.
- ➔ Lastly, set the date the event ends in the "End Repeat" section.



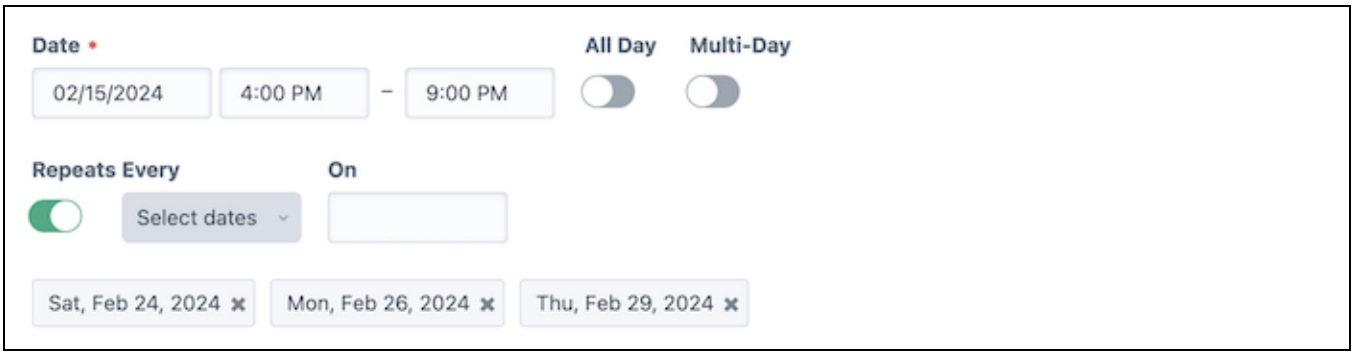
➢ Please do not make events that last longer than one year.

8.5.2. Select Event Dates

Sometimes, events don't always happen on a regular frequency. In this case, you can use the "Select Dates" option to choose the specific dates when the event will occur.

➔ Set the main date and time as the first occurrence.
➔ Turn the "Repeats" toggle ON and choose "Select Dates" from the dropdown
➔ Click into the "On" field to select the date occurrences from the calendar. They will be added to the list below.

If using "Select" dates, do not set events as "Multi-day" as the date range will display incorrectly on each event occurrence.



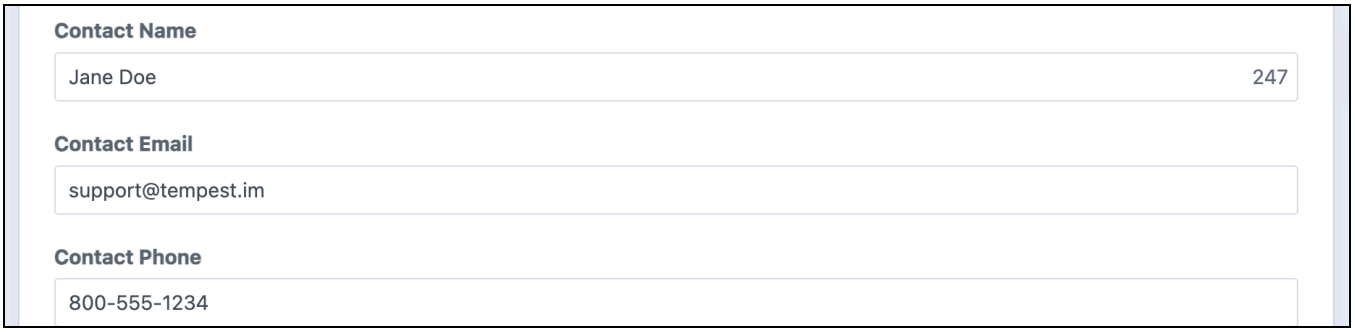
8.6. Events with No Set Time or No End Time

If you have an event that starts at a specific time, but doesn't have an end time or you don't want it shown, you can use this to hide the end time. Simply enter "11:59pm" in the end time field to hide the end time for your event.

To show no time at all, toggle “All Day” to ON.

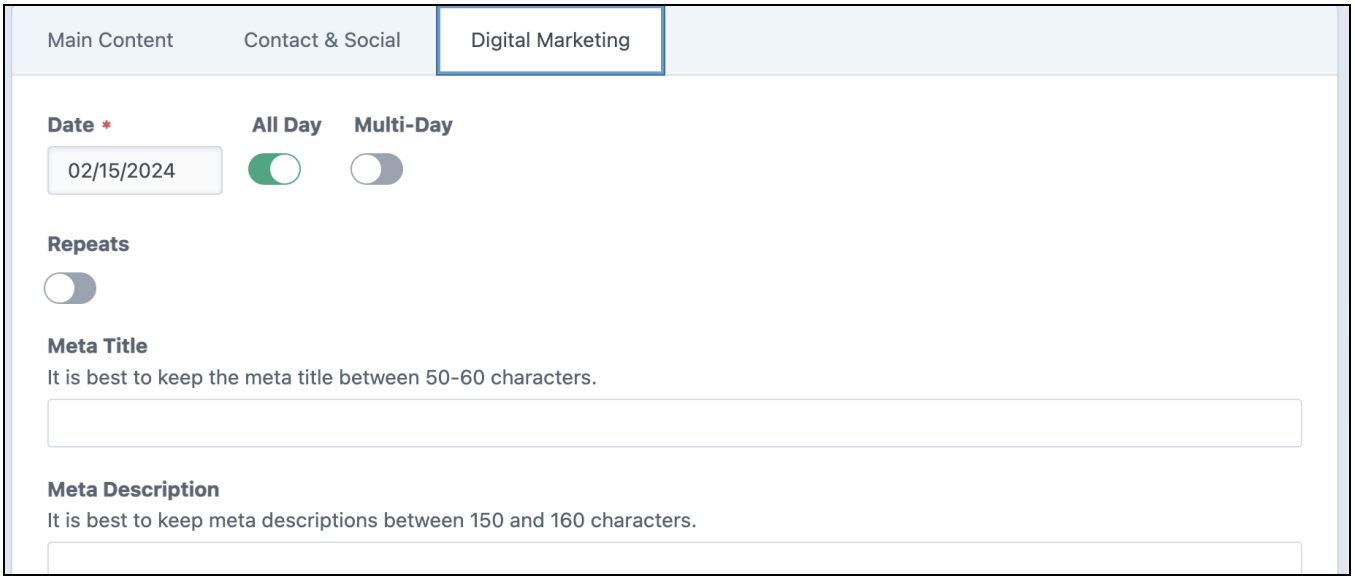
8.7. Contact & Social

Click the “Contact & Social” tab to manage an event’s contact name, phone, email, social media, ticket links, and website URLs.



8.8. Digital Marketing

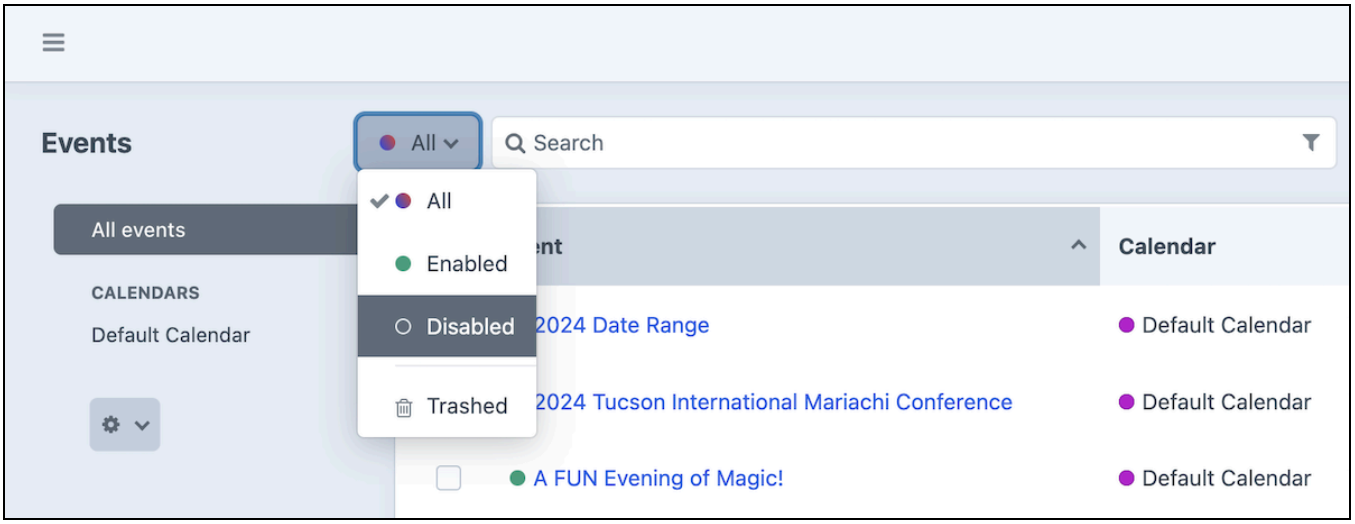
When sharing the event on social media, you can update the Meta Title/Description/Keywords and Meta Image. If no Meta Image is uploaded a default image will be used.



8.9. Managing Expired Events

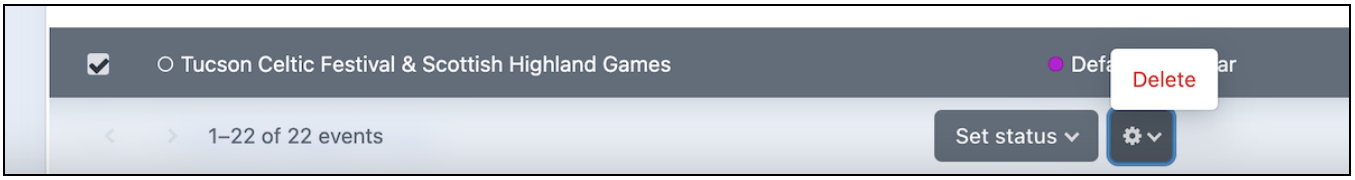
When events pass or "expire," the event entry is updated with the "Disabled" status. You can tell Disabled vs. Enabled events apart in the CMS by looking at the status circle beside the event title. Enabled will be green, while Disabled will be white/empty.

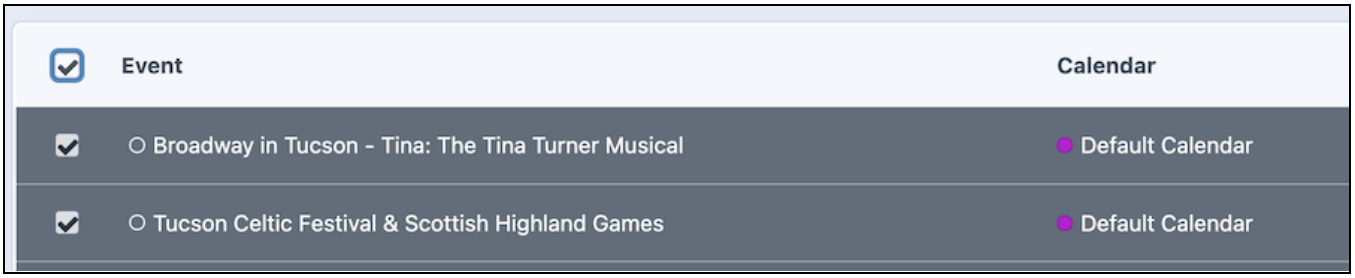
Disabled events can be found in the CMS by going to the Calendar section and toggling the status to "Disabled."



It is a best practice to delete Expired events from the CMS every few weeks or months depending on the website's total event volume.

You can delete events by first selecting the event – either by clicking the checkbox beside an event title, or clicking the checkbox beside the search filters to select all events in the list – then clicking the gear icon at the bottom and clicking Delete.



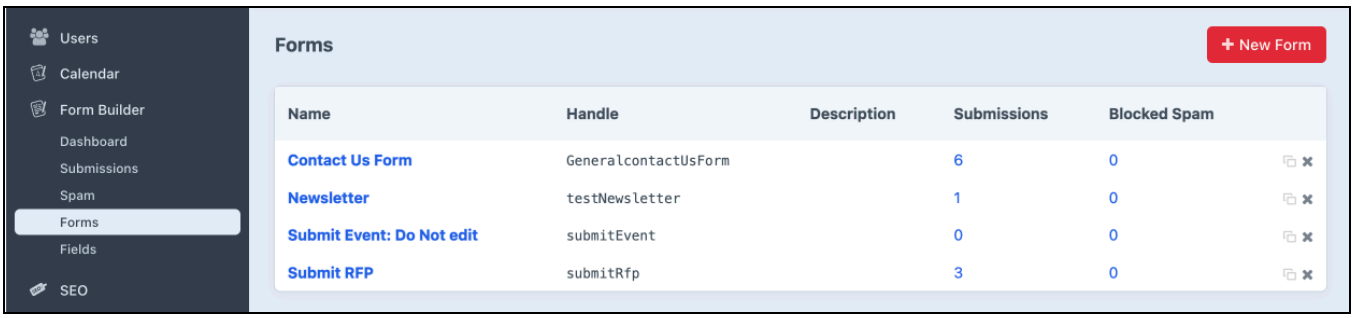


9. Creating/Editing Forms in Craft

9.1. Locating Forms

You have the ability to Create and Edit Forms in Craft. To locate the existing Forms or to create a new form, click on “Form Builder” in the left hand sidebar, then click “Forms.”

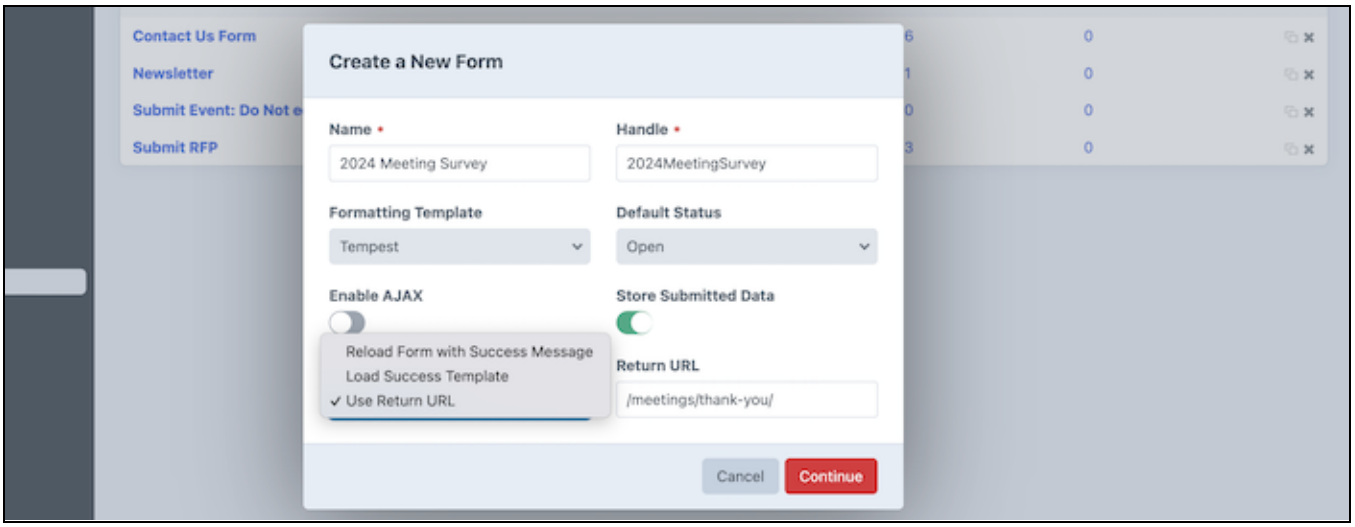
You can choose to edit an existing form by clicking on the form title or create a new form by clicking the “New Form” button at the top right of the screen.



9.2. Creating a New Form

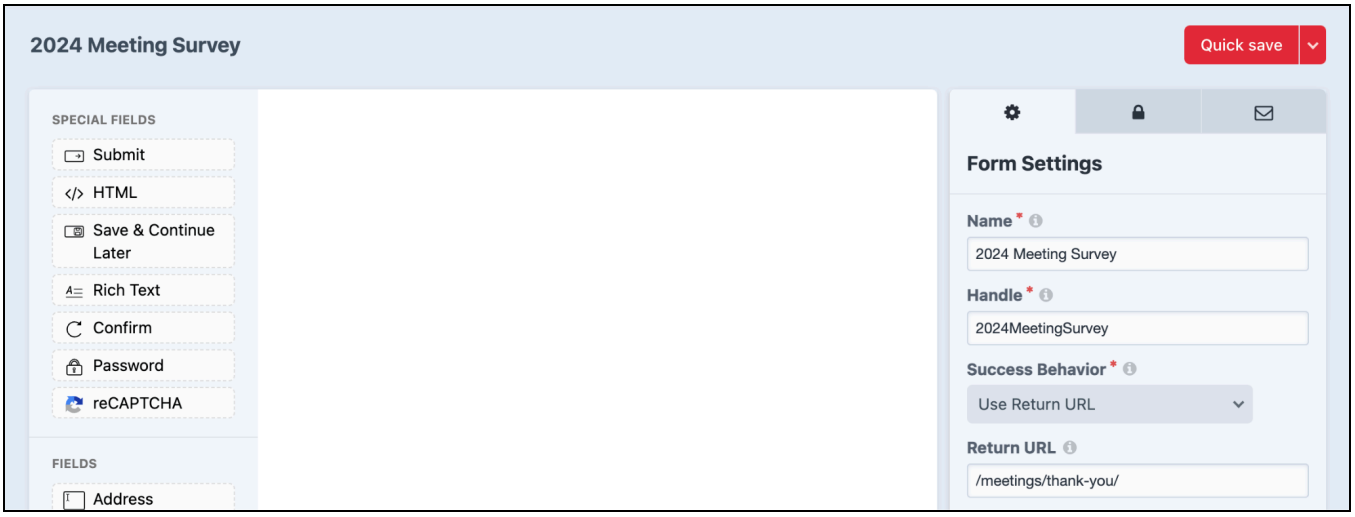
Once you click the “+ New Form” button, a new window for “Create a New Form” will appear.

1. Give the form a new “NAME”, which will be for internal reference, to describe the form.
2. The handle will automatically be set based on the Title. The handle is for internal use and needs to be unique for each form. The handle should not contain any spaces. For example, if your form name was “2024 Meeting Survey” your handle could be “2024MeetingSurvey”
3. The “Formatting Template” will automatically be set as “Tempest.” Leave as-is.
4. The “Default Status” determines what status new submissions are assigned when they come through and can be used to sort submissions your team has responded to in the CMS. The standard setting is Open, but you can also set the status to be “Closed” or “Pending.”
5. Ignore the “Enable AJAX” field
6. To save submissions in the CMS Form Submissions section, turn ON “Store Submitted Data.”
7. “Success Behavior” determines what happens on the front end when someone submits to the form. To keep the user on the same page but load a confirmation message, select “Reload Form with Success Message.” To send the user to a “Thank You” page, set to “Use Return URL” and include the link, excluding the site domain.
    a. *You will need to create the page within the site structure, then include the link here.*



Once all the initial information is filled in, click Continue. This will take you to the window where you can build your form by adding text fields and more.

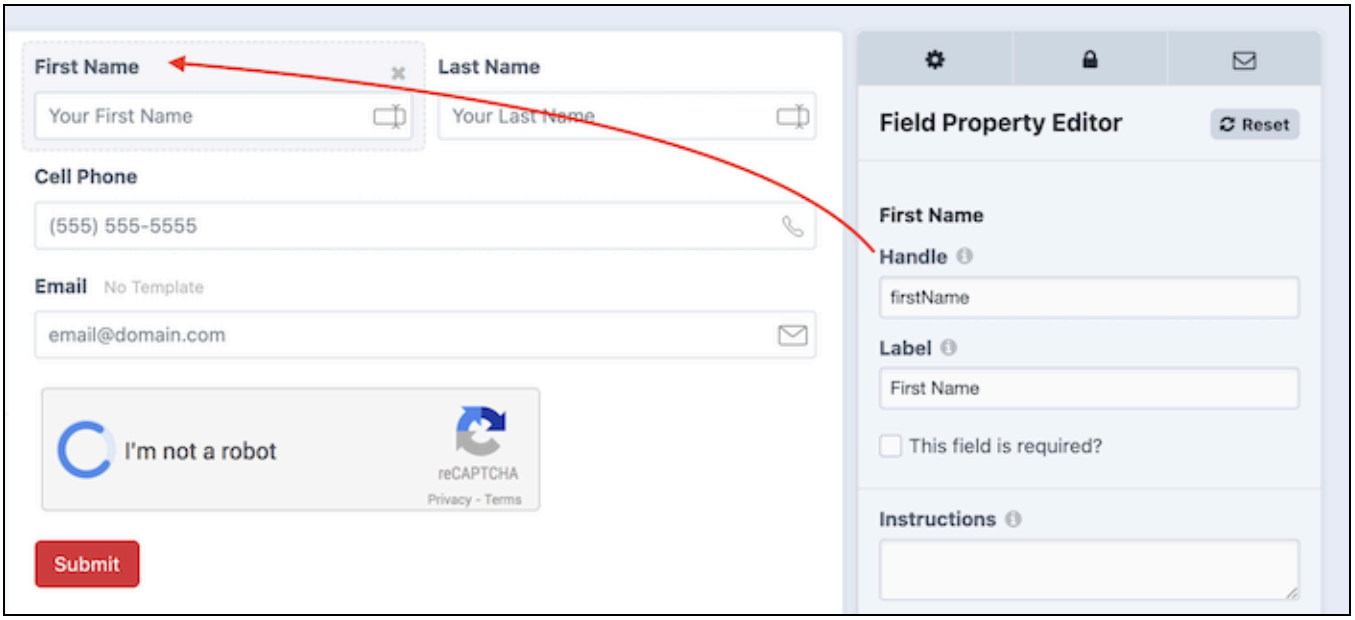
You can add fields to the form by dragging them from the left sidebar and dropping them into the center panel.



All the available fields can be renamed to suit the needs of your form. To help you build the form, many of the common form fields – such as “First Name,” “Phone.” and more – have been created for you. Please familiarize yourself with the available fields to help you compose your form.

To edit a field’s settings, once added to the form, click the field field. The right sidebar will update to display the field’s available settings.

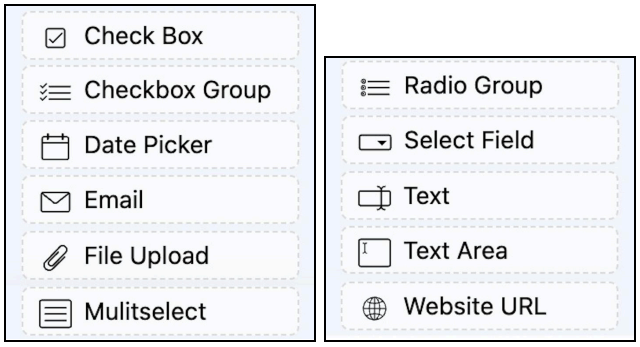
Common field settings you can adjust include: Required Field, Updating the Field Label, and adding Placeholder text for ADA compliance, and adding instructions to the field.



9.3. Available Form Fields

When building a form, you are able to choose from any of the available fields.

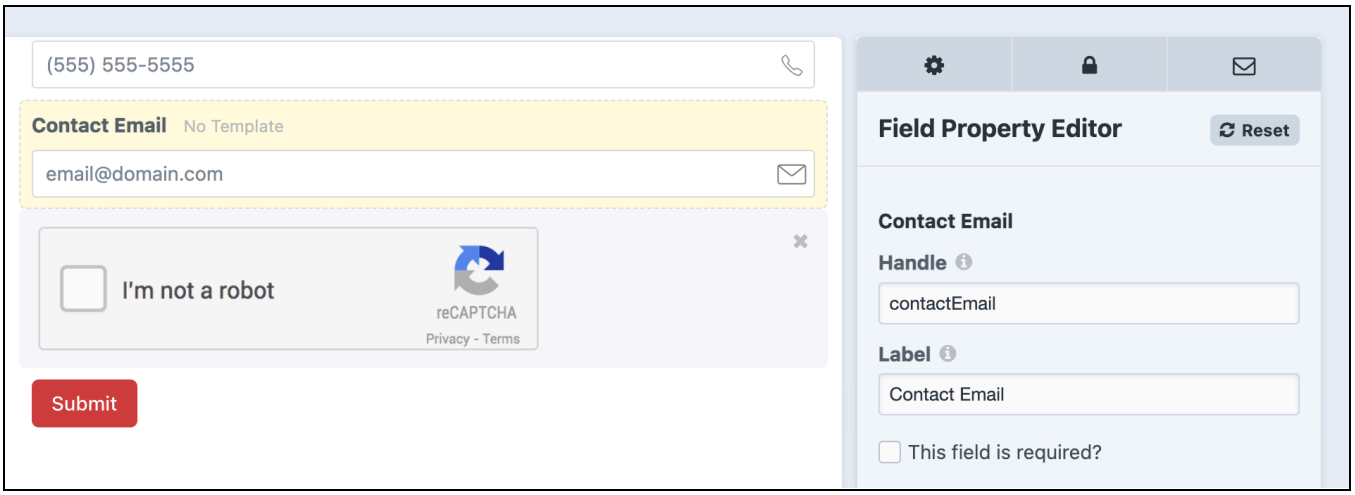
The icons on the field label indicate the type of field. Below are the 10 field types you can choose from.



Many of the preexisting fields are set up with best practices, while others are generic fields that are available for you to customize the Form.

You can use any of the available fields to build your form. For example, if you need an email field, you can select the “Contact Email” field.

Drag the field over to the form, click on the field to open the Property Editor where you can update the handle, label and other field specific settings.

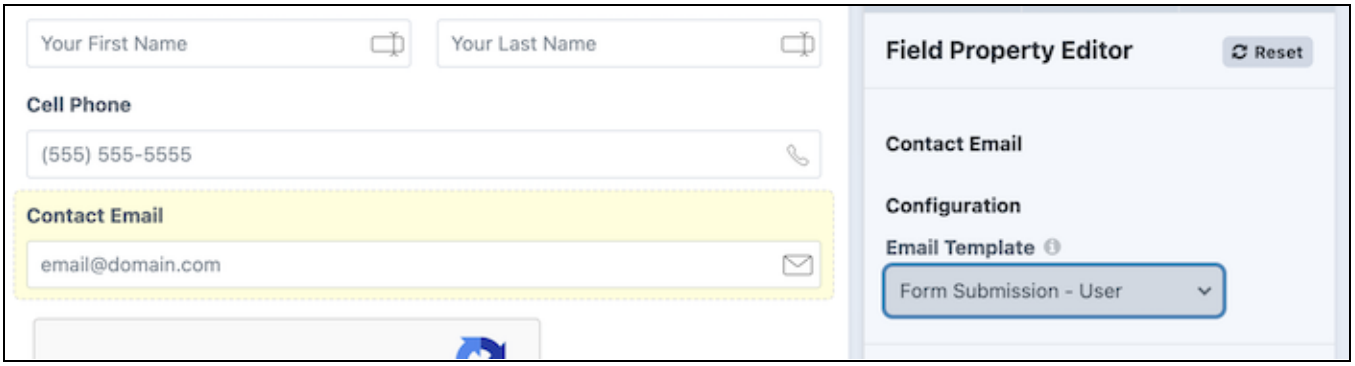


- *Changes to the properties of a field only affect the form that it is placed on, these changes will not be reflected on existing forms.*
- Always make sure to add the "ReCaptcha" and "Submit" buttons to the end of form.

9.4. User Submission Notifications

If you would like to send a confirmation email to the user when they submit a form, make sure to add an "Email" field to the form, then click on the "Email" field to bring up the Email field settings.

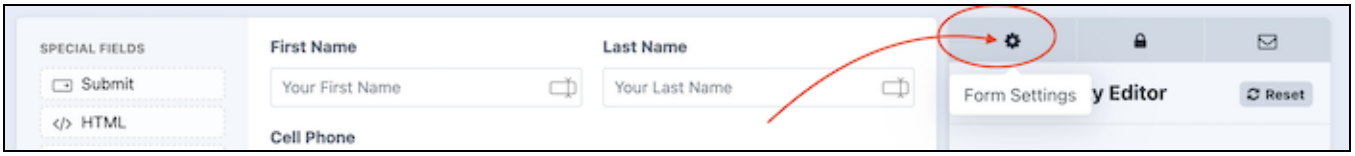
Using the "Email Template" dropdown on the right hand side of the screen, select "Form Submission - User"



Once your form is complete, click the "Quick Save" button to update the form.

9.5. Advanced Form Settings and Admin Notifications

In the upper right hand corner of the form composer, click the ⚙ icon to access Form Settings.



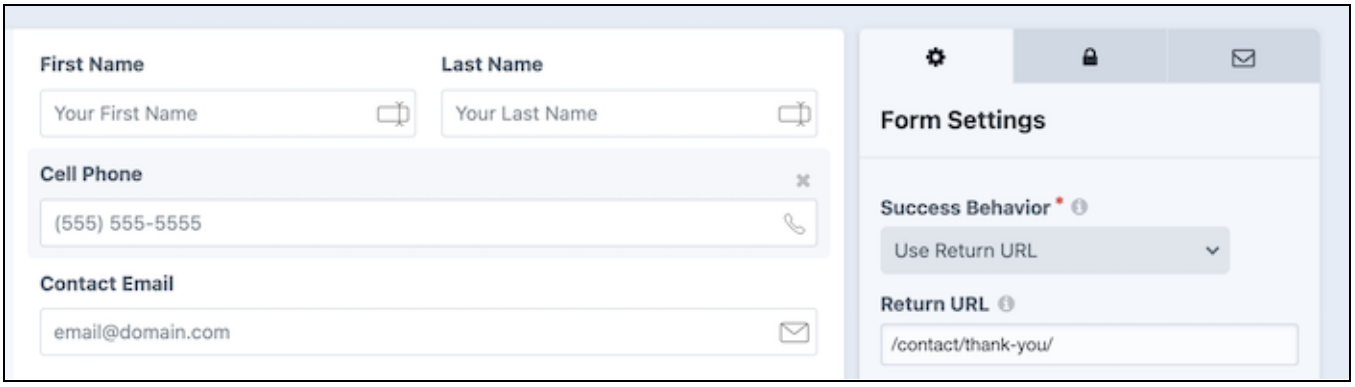
9.5.1. Custom URL Redirect

If you'd like users to be redirected to a "Thank You" page after submitting to a form, scroll down to "Success Behavior" and set the dropdown to "Use Return URL."

Update the URL path to a different page on your website. The most common Return URL is for a hidden "Thank You" child page where the form is located.

Use the full URL path off the root. For example, if the form is on the page https://www.visitcasper.com/contact/ then you might use /contact/thank-you/ to direct the visitor to a thank you page.

➔ *You will still need to create the actual Thank You page within [Entries > Pages](#).*



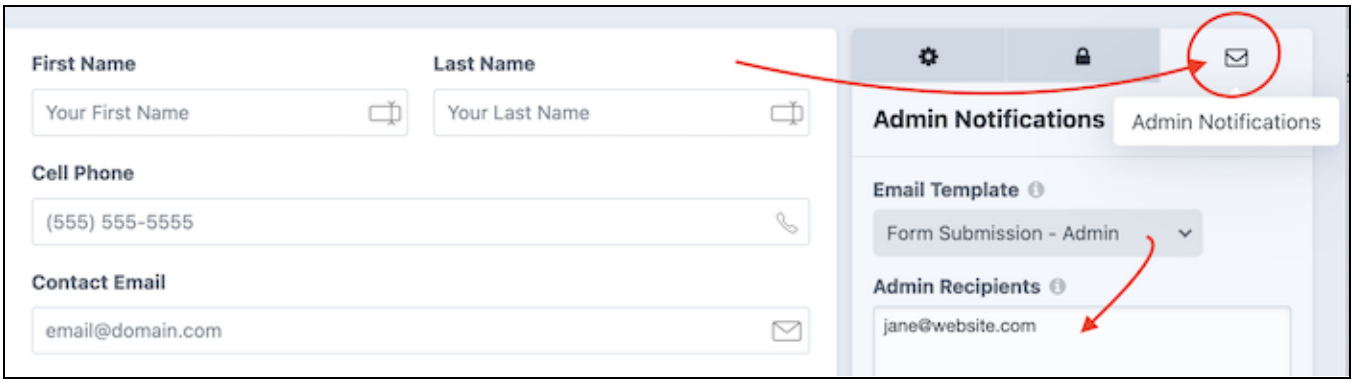
9.5.2. Submission Date Formatting

Scroll down to the "Submission Title" and change the date from European to US. You can copy/paste this snippet: **{{ dateCreated|date("m-d-Y H:i:s") }}**

9.5.3. Admin Form Submission Notifications

To have a notification sent to selected members of your team, click on the "Mail" icon button in the top right corner of the form composer to access "Admin Notifications."

Select "Form Submission - Admin" from the dropdown and add the email addresses for recipients to the area below.



- Please make sure there are no spaces before or after the email addresses and place additional addresses on a separate line, do not separate email addresses with commas.

9.6. Spam Submissions

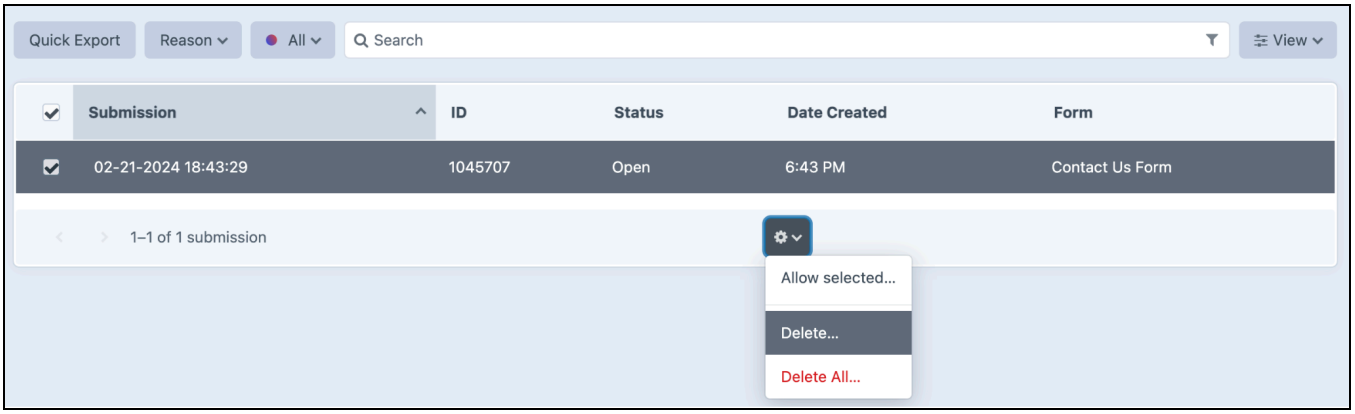
The built-in spam protection may flag a real submission as spam. You will not get notifications for submissions that are marked as spam.

You can review spam here: https://www.visitcasper.com/storm/freeform/spam

As a best practice, review all Spam submissions and clean out the Spam folder at least once a month.

To "Whitelist" submissions that have been incorrectly flagged as spam, click the red "Allow" button in the upper right corner.

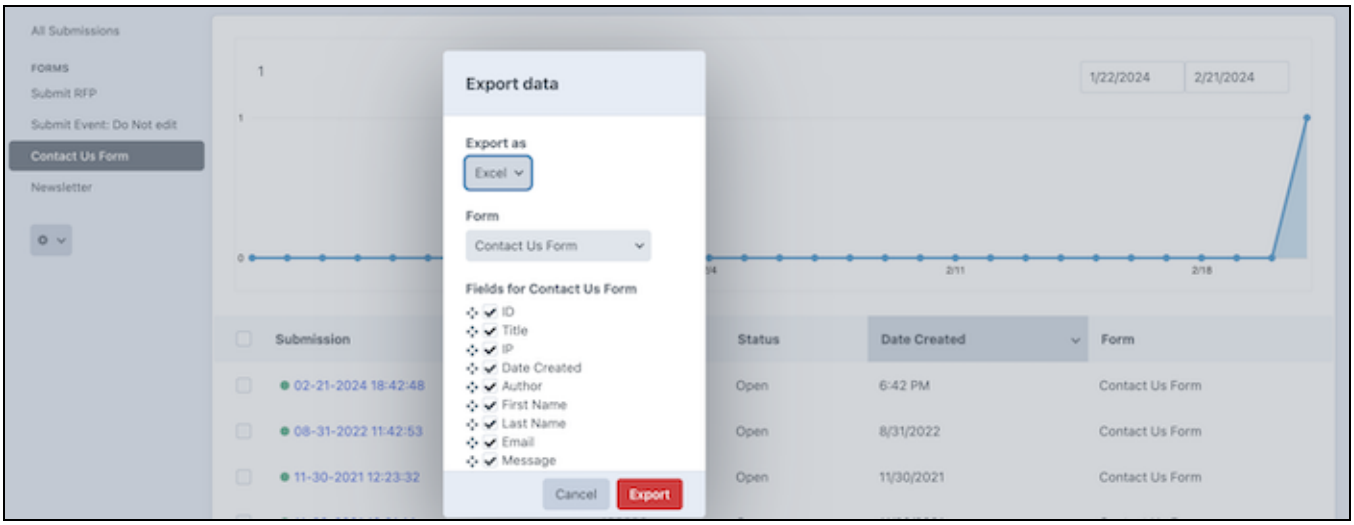
Once you have whitelisted good submissions, the rest of the spam should be deleted.



9.7. Exporting Submissions

You can download an export of submissions for each form as needed using the Quick Export button. Go to Form Builder > Submissions, then click “Quick Export” at the top.

An “Export data” window will appear where you can adjust the type of file, select the form you would like to export submissions from, and check off the fields you would like included in the exported file. Click “Export” to process the Export. It may take a few minutes depending on the volume of information, then will be downloaded to your computer.



You can also check the box beside the submissions in the list to export only a certain selection of submissions, then click the ⚙ icon at the bottom and select “Export to CSV.”

10. SEO - Site Identity & Social Media

From the SEO section, you can manage the contact information for the website's owner (your organization) and social media links that display in the footer. You can also see the Google Tag Manager container that is assigned to the website.

The Identity and Creator section only needs to be updated if your organization changes its address, email, phone number, or website URL.

To add or remove social media links in the footer, click SEO > Site Settings > Social Media, then scroll to the bottom.

- ➔ To remove, click the "X" on the right next to the social media account.
- ➔ To add, click +Add a Row, then type the name of the social media network in the Site Name column (ex. Threads). The Handle will autopopulate. Then, paste the URL for your social media account in the URL column.

Same As URLs

Add the URLs to social media sites, and other presences on the web. These URLs are made available to your frontend templates. They will also a
tags, and `seeAlso` JSON-LD Structured Data. Learn More

Site Name	Handle	URL
Facebook	`facebook`	https://www.facebook.com/visitcasper/
Instagram	`instagram`	https://www.instagram.com/visit.casper/
LinkedIn	`linkedin`	https://www.linkedin.com/company/visitcasper/
YouTube	`youtube`	https://www.youtube.com/user/caspervisitorsbureau

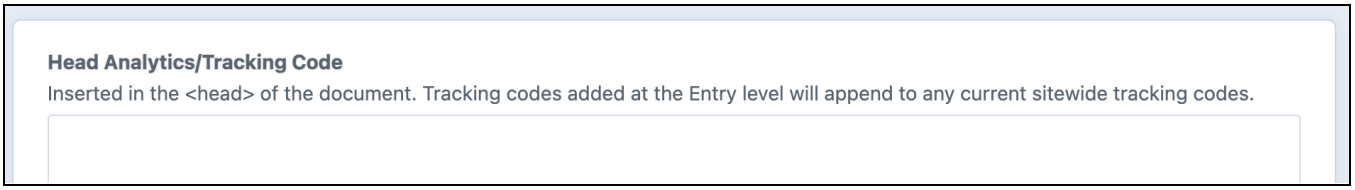
+ Add a row

11. Using Globals

The Globals section is where you can update “sitewide” content that affects aspects of the website globally, such as footer contact details, footer snippets, and more.

11.1. Digital Marketing

Click on Globals > Digital Marketing to add sitewide tracking codes or scripts within the Head, Opening Body or Closing Body tags.



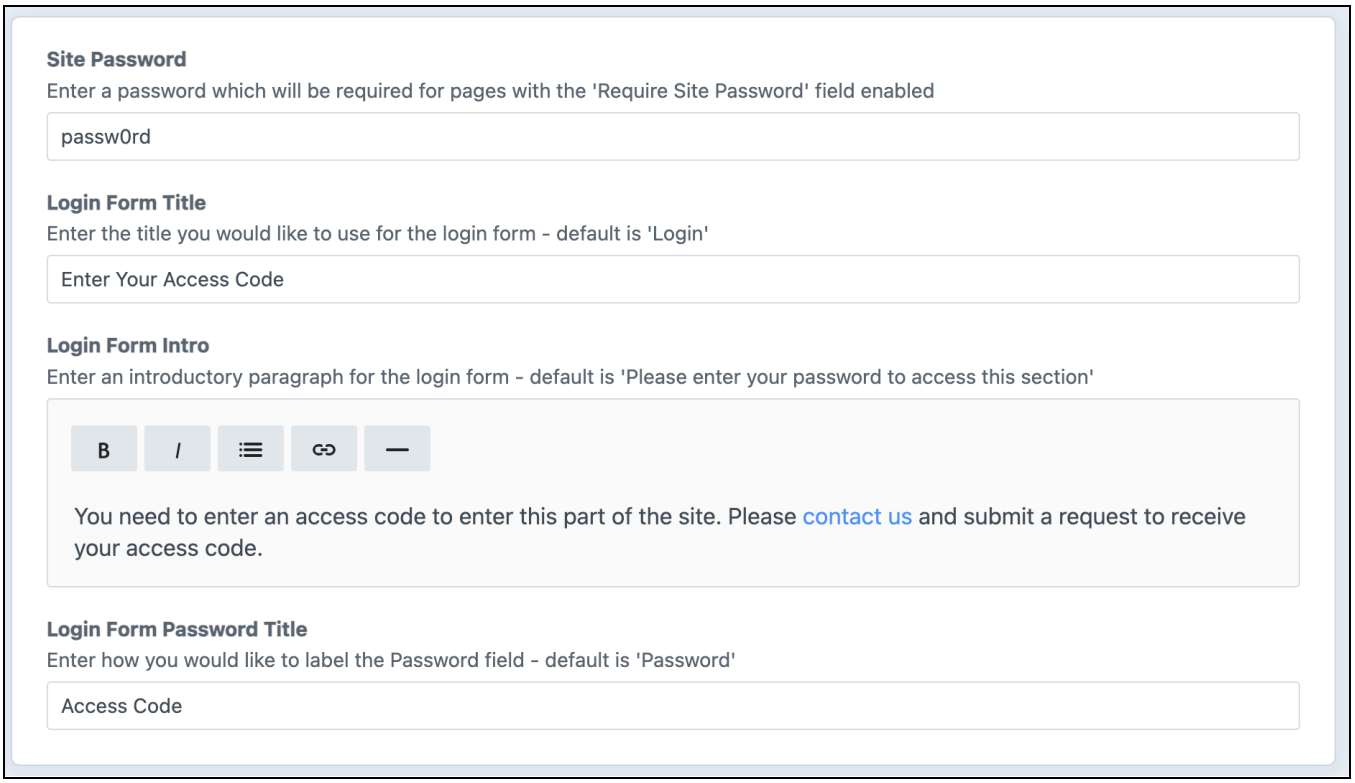
11.2. Footer - Address

Click on Globals > Footer to update the address that shows in the footer.

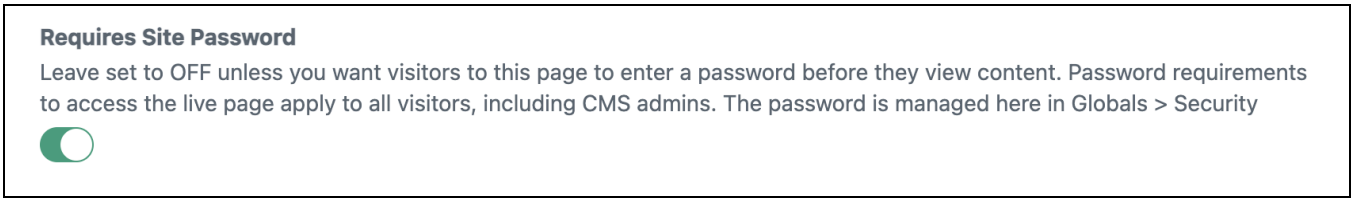
11.3. Security - Password Protected Pages

You have the ability to require a password before a visitor can view the content on a specific page.

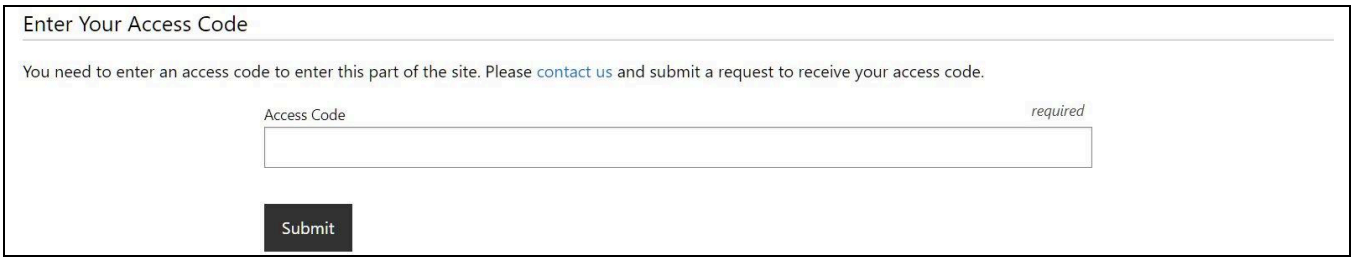
Go to Globals > Security to set up a Site Password and customize the Password protected login screen.



To set a page to be password protected, navigate to the page in the CMS, click on the “Digital Marketing” tab, and turn on the “Requires Site Password” toggle.

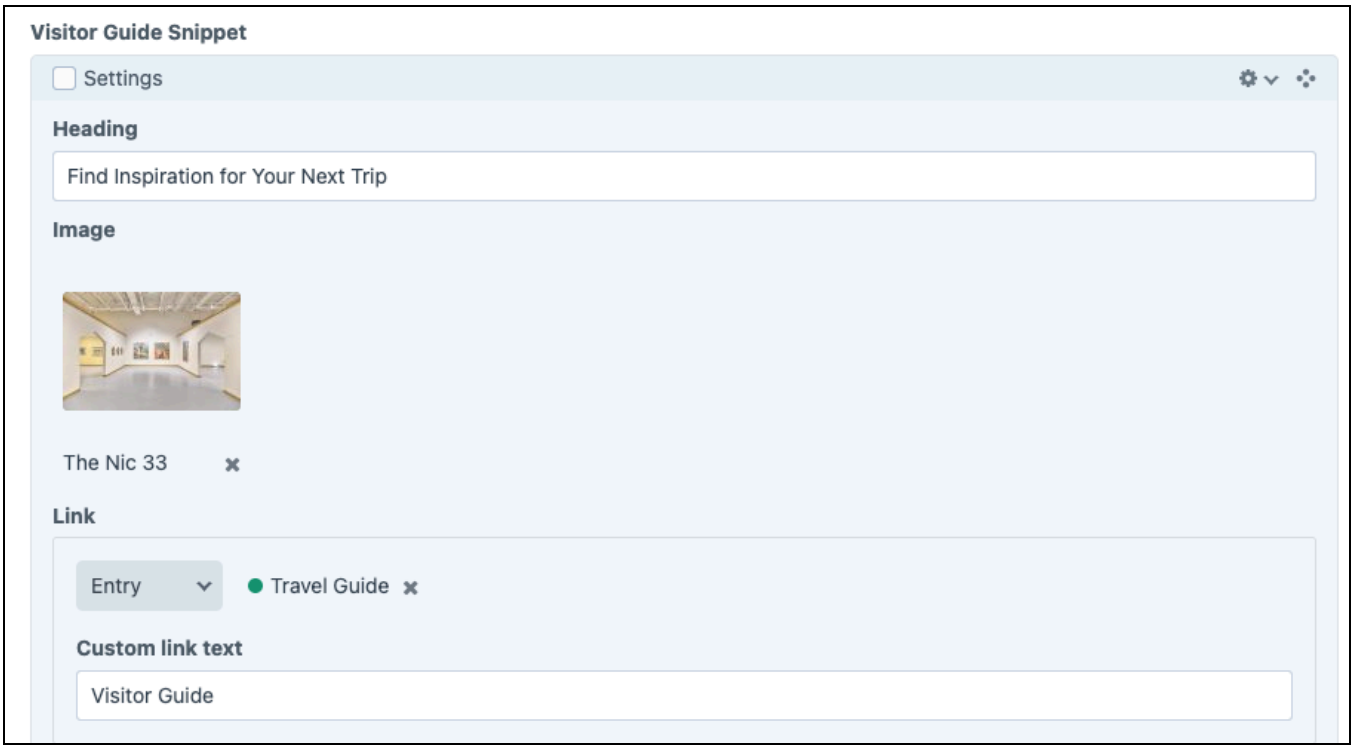


On the page, the login screen will be displayed and when the site password is entered the page content will be displayed.



11.4. Snippets

From the Snippets tab, you can update the Visitor Guide and Newsletter content in the footer and pop-up.



11.5. Personas

Click on Globals > Personas to view the selections for each Persona and Area of Interest.

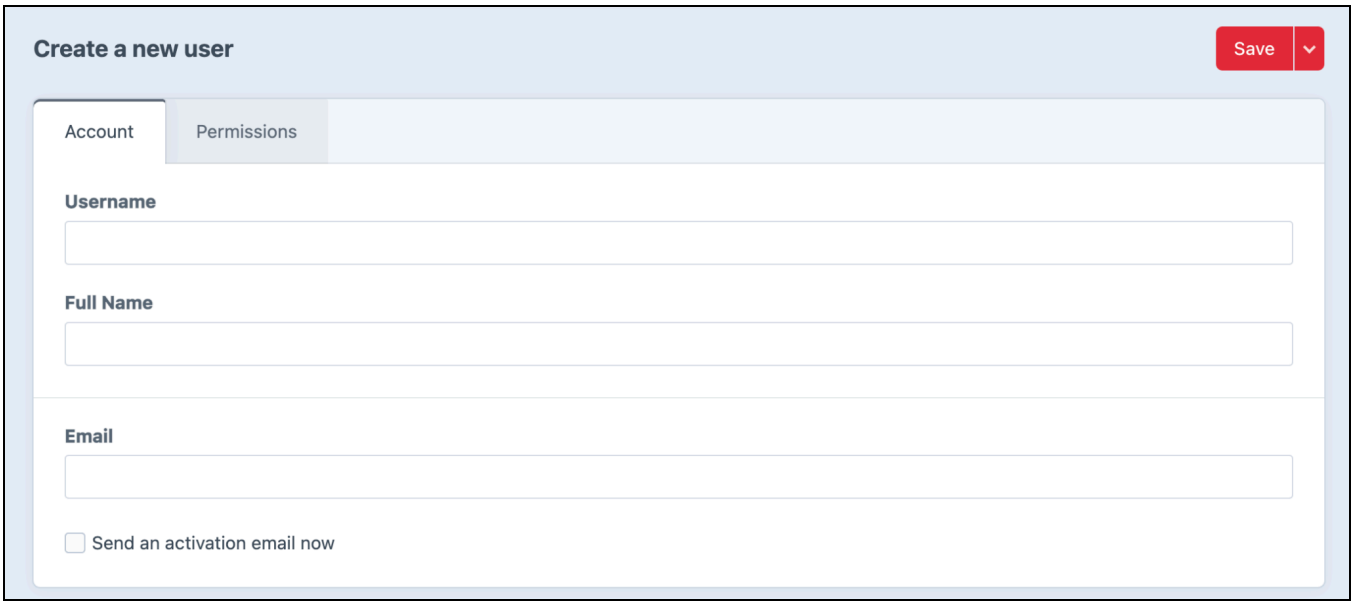
Double-click on a Persona to view the Area of Interest and the associated entries for each.

12. Adding New Users to Craft

12.1. Registering Members

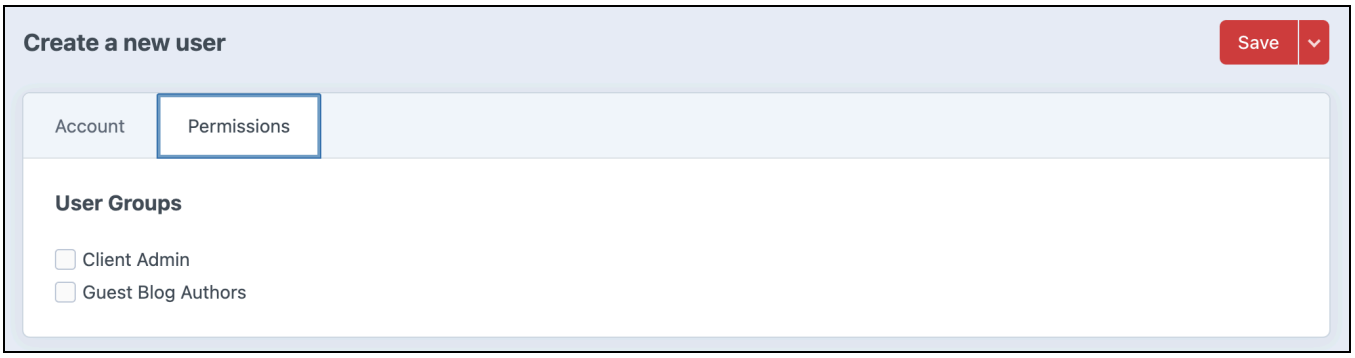
You have the ability to create new members and assign them to unique member groups with different publish/edit permissions.

To create a new member, click on “Users” in the left-hand menu then click the “New User” button.



You must add a Username, the user’s Full Name, and Email address to create an account.

Check the box next to “Send an activation email now.” Upon saving the User account, the email assigned will receive a notification with a link to set their password.



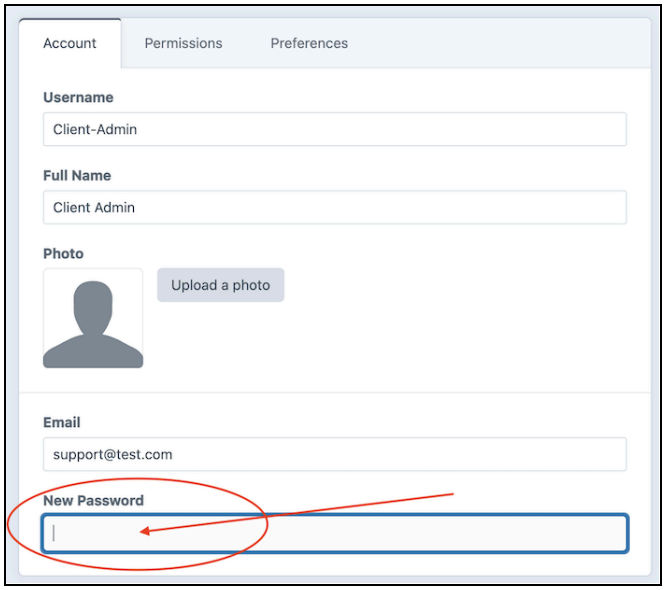
In the next tab, “Permissions,” assign the user to one of the pre-established user groups.

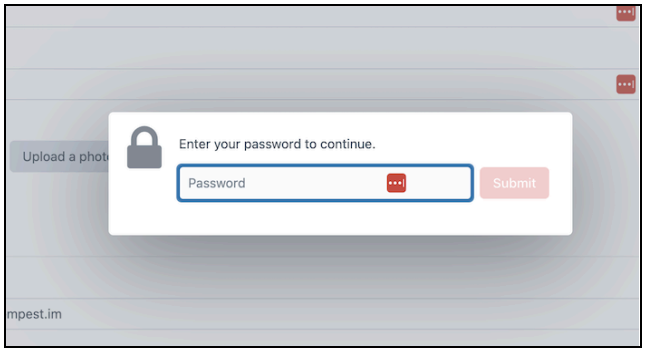
After you have entered data in the required fields, click “Save” in the upper left-hand corner of the screen.

12.2. Changing User Password

To change your password, click on the avatar in the upper right then select your Username from the dropdown. Alternatively, you may go directly there with this URL: https://www.visitcasper.com/storm/myaccount/

You will need to enter your previous password in order to set a new password. Alternatively, you can sign out of the CMS and select “Forgot Password” on the login screen to receive a password reset email.





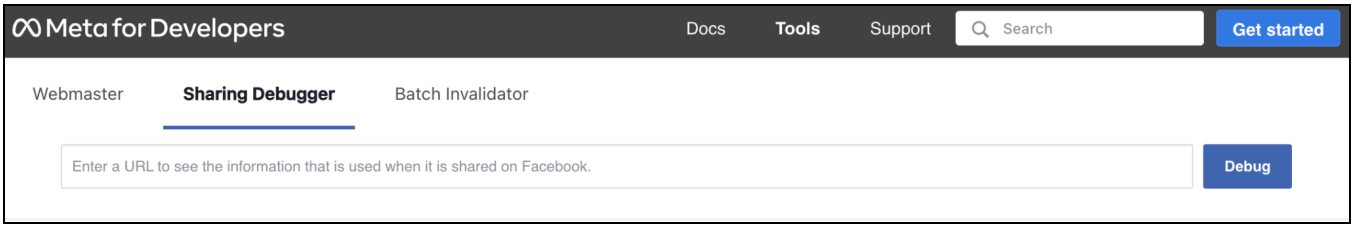
13. Tips & Troubleshooting

13.1. Updating a Cached Social Image for Facebook Sharing

If the social image on a page has been updated and Facebook is not seeing the changes, you can force Facebook to re-index the page to update with the new Social Share image.

First, make sure you are logged into Facebook, then go to their Sharing Debugger: https://developers.facebook.com/tools/debug/

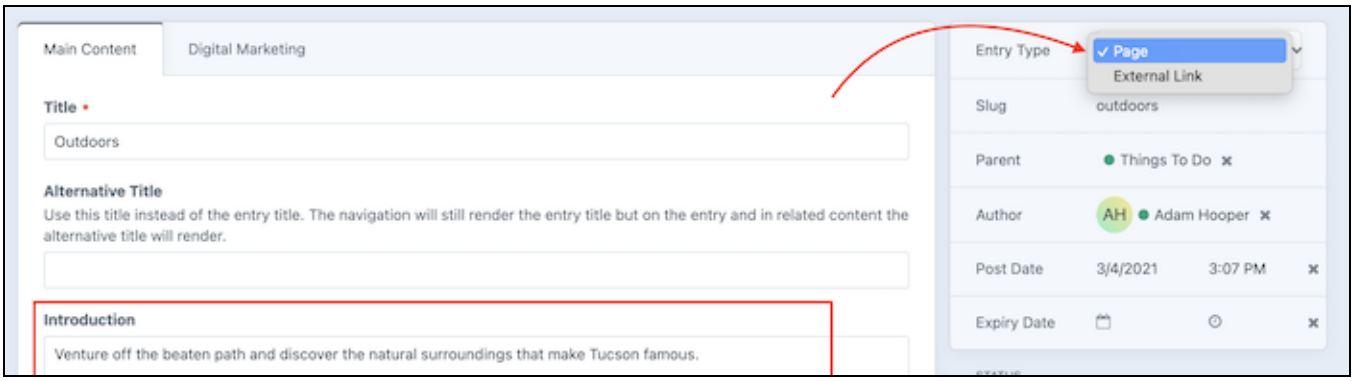
Enter the URL for the page into the search and click the "Debug" button.



Click on the "Scrape Again" button to refresh the social image that Facebook is referencing. You may have to click the button a few times for Facebook to pull the new image.

13.2. Changing the Entry Type between a "Page" and "External Link"

In Craft, if you decide to update a "Pages" entry type from an "External Link" to a "Page," or vice-versa, be sure to remove all existing content from the "old" entry type prior to changing the entry type. This will ensure there are no issues with the data in the new entry type rendering on the website.



13.3. Copy/Paste Content Blocks within Pages

Once a content block has been built on a page, you are able to copy and paste the content to another page in Craft.

- Click on the gear dropdown on the block you wish to copy and select the "Copy" option.
- Navigate to another page where you wish to place this copied block.
- Click on the gear of any block and select Paste. If this is a new page with no blocks, please add the Page Title Block, then you will be able to paste the copied content..
- Multiple blocks can be selected by clicking on their Checkboxes to the left of their titles. Then, they can be copied and pasted in bulk.

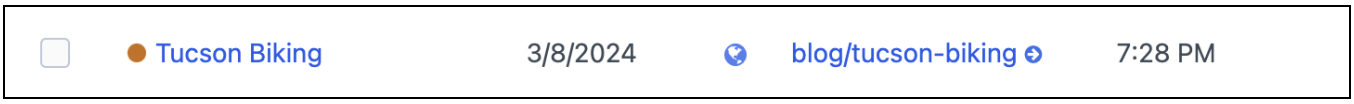
13.4. Scheduling Content Using the Post Date

You can "schedule" content to post to the website at a certain date and time by updating the Post Date to a date in the future. This is most useful for Blogs that should be published on a certain day every week, or for Alerts that should be live at a specific time.

To update the post date, open the entry, look for the "Post Date" field in the right side bar, and update the date to sometime in the future, then Save.

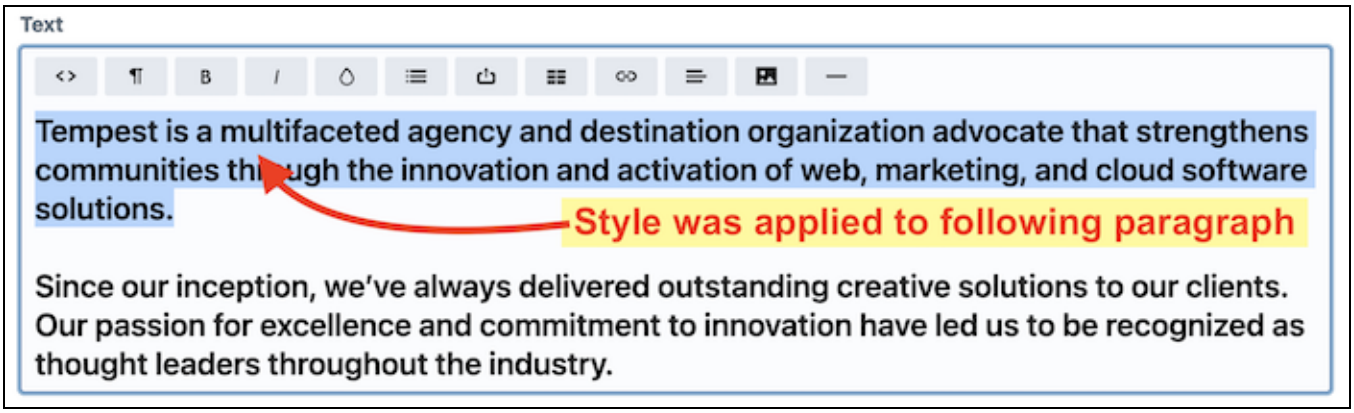
Once the entry is saved, you will notice it appears with an orange status dot, which means "Pending." Once the

Post Date has passed, the status will change to a green dot, which indicates it is “Enabled” and now Live.

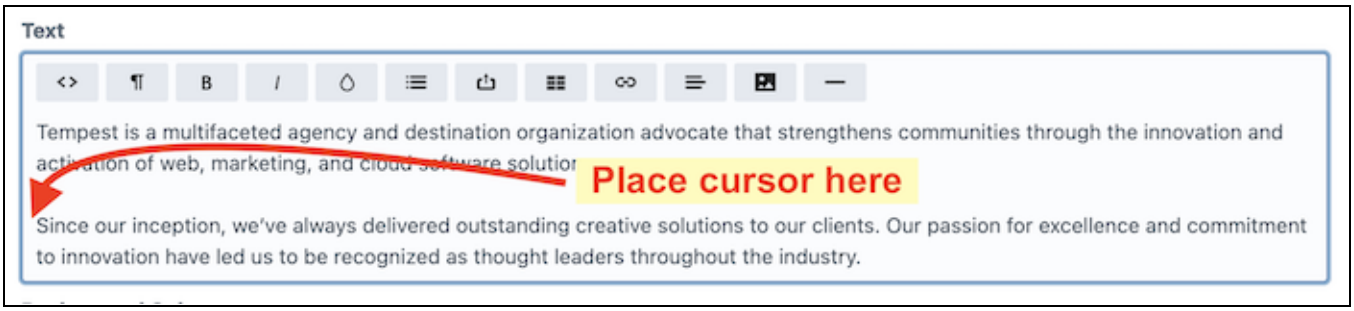


13.5. Headings applied to multiple paragraphs instead of selection

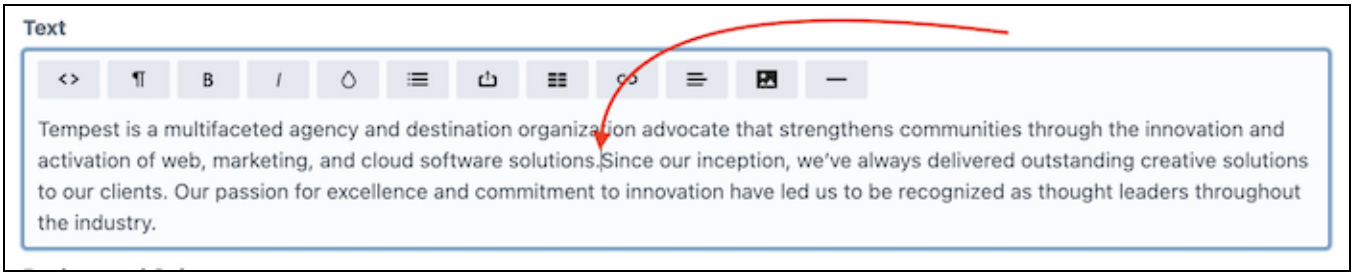
Sometimes when trying to apply a heading or other style to text, it applies it to multiple paragraphs instead of the highlighted text. This happens because the content is separated with Soft Returns instead of Paragraphs. This can happen when copying/pasting text from another word document editor into the CMS.



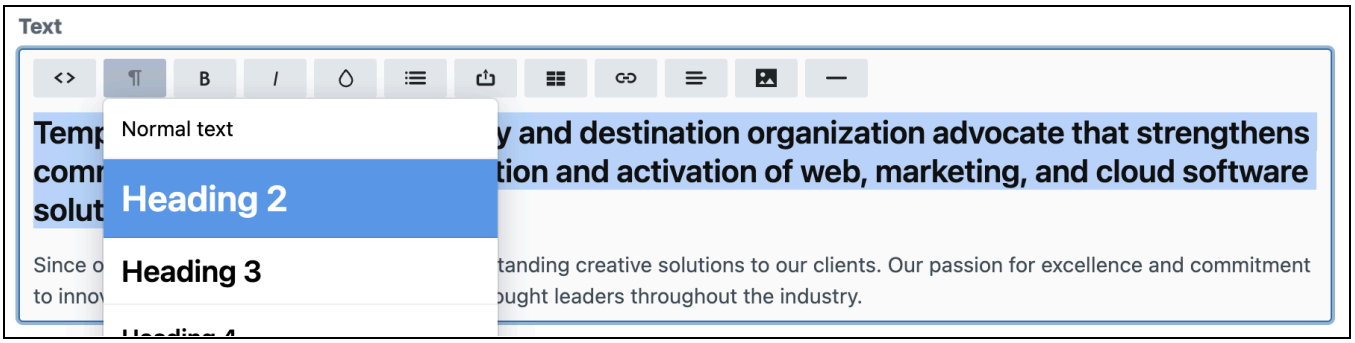
First, click at the beginning of the paragraph following the text that should be styled.



Hit the “Delete” key on your keyboard until both paragraphs are on the same line.



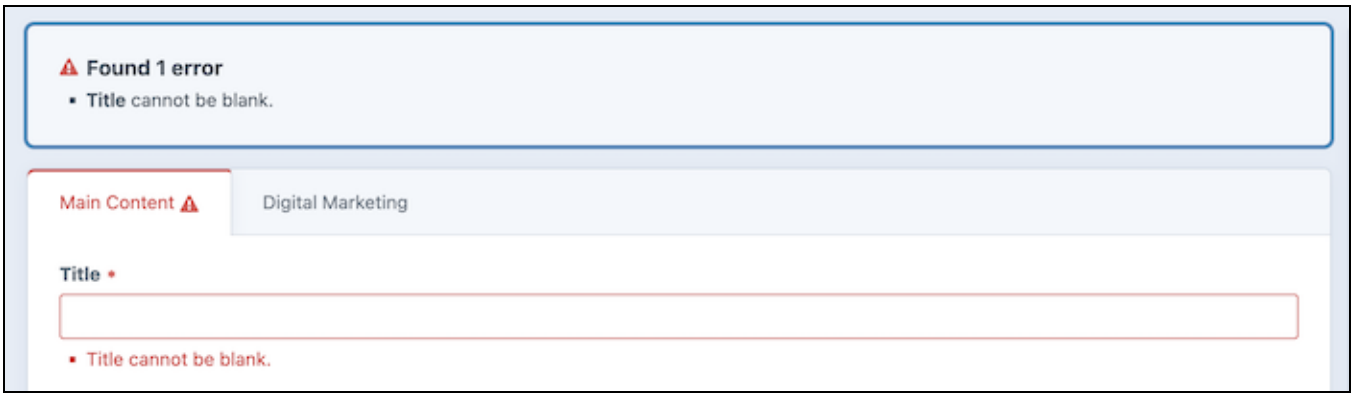
Hit the “Enter/Return” key once to insert a hard return, then apply the heading style to the top text.



Repeat for paragraphs preceding the text to be styled if needed.

13.6. “Entry Could Not Be Saved” Error

This error occurs when there is no content in a “required” field. A message will appear at the top that will include a note about the error, and the field will be highlighted in red. Locate the required field to correct errors and try saving the page again.



13.7. Images on New Page are Broken or Wrong Size

Check for the following problems:

Does the image have the correct size proportions?

> **Resize images according to the specific size and ratio listed in Craft or use the Focal Point and image editor in Assets.**

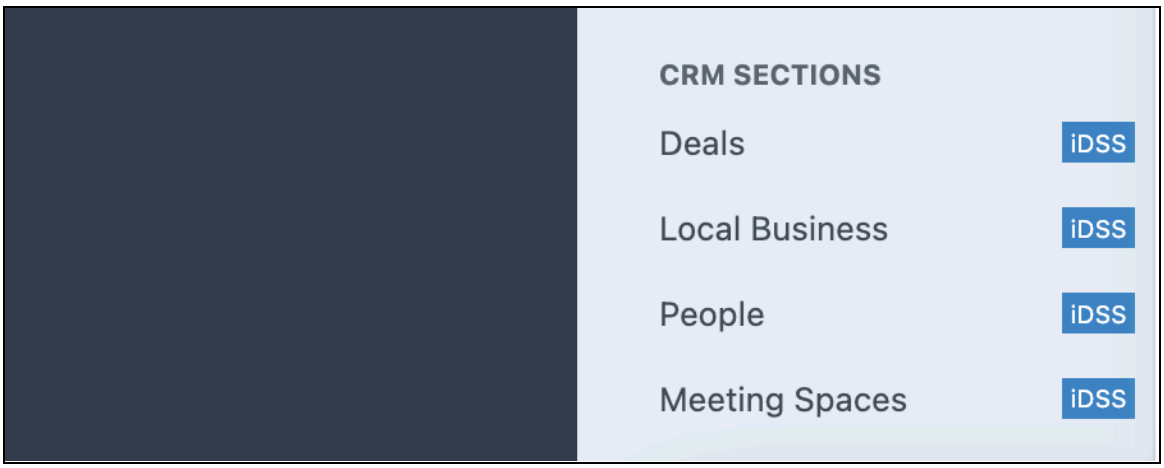
13.8. iDSS Sections - Deals, Local Business, Meeting Spaces & People

There are several “Sections” of the website that contain data coming from the iDSS API.

If edits to the data contained in any of these sections need to be made, please make those updates in iDSS. Any changes made in the Craft CMS to these sections will be overwritten the next time the iDSS API sync runs.

Helpful tips for managing content in these sections:

- **Immediate changes for Text/Copy/Phone Numbers/URLs on the website -** if there is an immediate need, please update the appropriate data in the CMS, then make the change in iDSS.
- **Checking for partner status on the website -** If a front end site search did not return a partner, please try locating them in the "Local Business" section. If the partner still is not showing, please refer to the next tip "Partners Aren't Appearing on the Website."



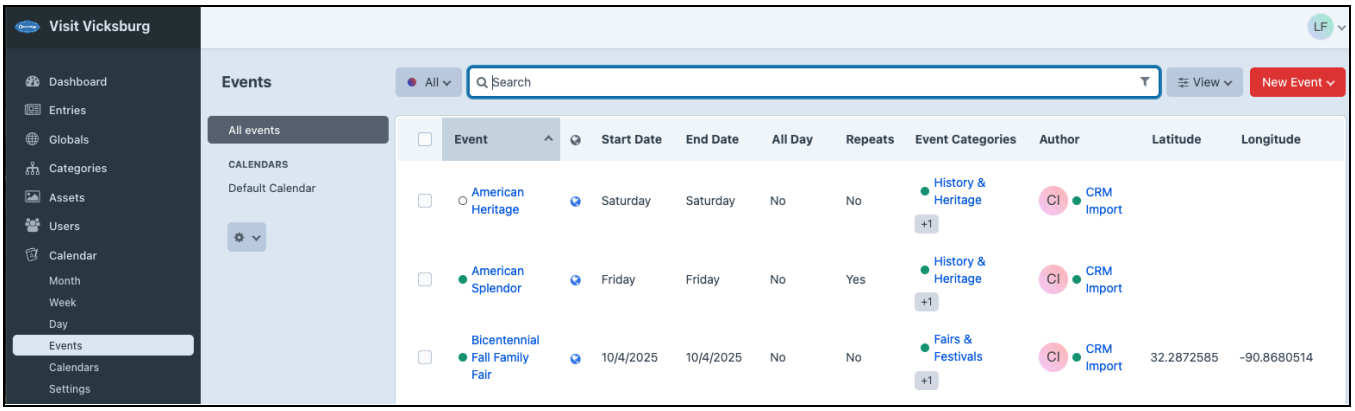
13.9. Partners Aren't Appearing on the Website

Check to make sure the partner has the following set up correctly in iDSS:

- Valid and active term date assigned in the Partnership tab
- Assigned to the "Partners" account type
- Assigned to a category that is assigned to the selected detail type
  - Has the "Website Directory" added under its category in the Partnership tab
- A category is selected as **Primary** in the active term
- Has a Geocode assigned under the Partnership tab

13.10. iDSS Calendar Events

As noted above, there are several "Sections" of the website that contain data coming from the iDSS API. In addition to those sections, you will also find the iDSS Events under the "Calendar" navigation.



If edits to the event data need to be made, please make those updates in iDSS. Any changes made in the Craft CMS to these sections will be overwritten the next time the iDSS API sync runs.

Helpful tips for managing content in these sections:

- **Immediate changes for Event Details on the website -** if there is an immediate need, please update the appropriate data in the CMS, then make the change in iDSS.