

Creating and editing pages on the new website

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Introduction

This guide has been created to help you get to know the back end of our new website.

Now that your web content is being migrated over to the new site, you'll need to learn how to create and edit webpages on the new Content Management System (CMS), Umbraco 7. This guide will teach you the basics of Umbraco 7.

In the future, we will be upgrading our training offer to include tips and tricks about content creation, such as guides to planning webpages and writing for the web, but at this stage our main focus is to teach you how to use the system.

Through this training you will learn the following:

- The structure of Umbraco & how to navigate it
- How to add and edit media to the website using our [media library guidelines](#)
- How to create web pages and edit existing web pages
- How to export data from forms

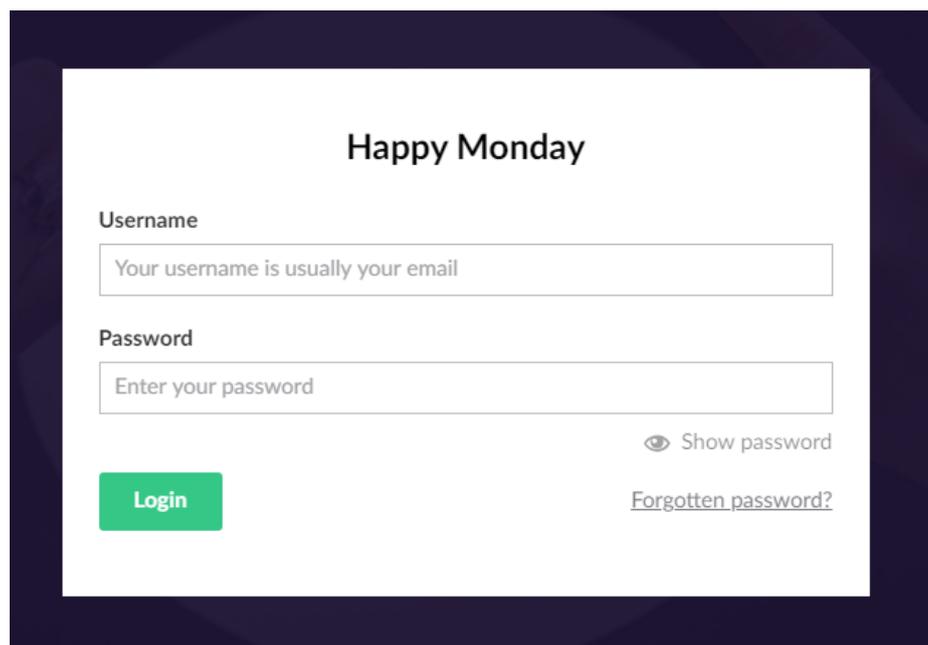
Logging in

To access Umbraco you will need to visit the URL <https://admin.mind.org.uk/umbraco> for our live site, or <https://uat-admin.mind.org.uk/umbraco> for our staging site.

The **live site** is where you'll make edits that you want to publish to our website. The **staging site** is a great place to test things out, as nothing published here is visible to the public. We use the staging site for training.

In the fields provided, enter your email address and your password. You will have created a password for yourself after receiving an e-mail from hello@mind-charity.org.uk inviting you to join Umbraco 7.

If you've forgotten your password, use the 'Forgotten password?' link and follow the instructions to reset your password.



Happy Monday

Username
Your username is usually your email

Password
Enter your password

Show password

Login

[Forgotten password?](#)

The structure of Umbraco

Once you have logged in you will automatically enter the Content section of Umbraco (we will go into more depth on this section [below](#)).

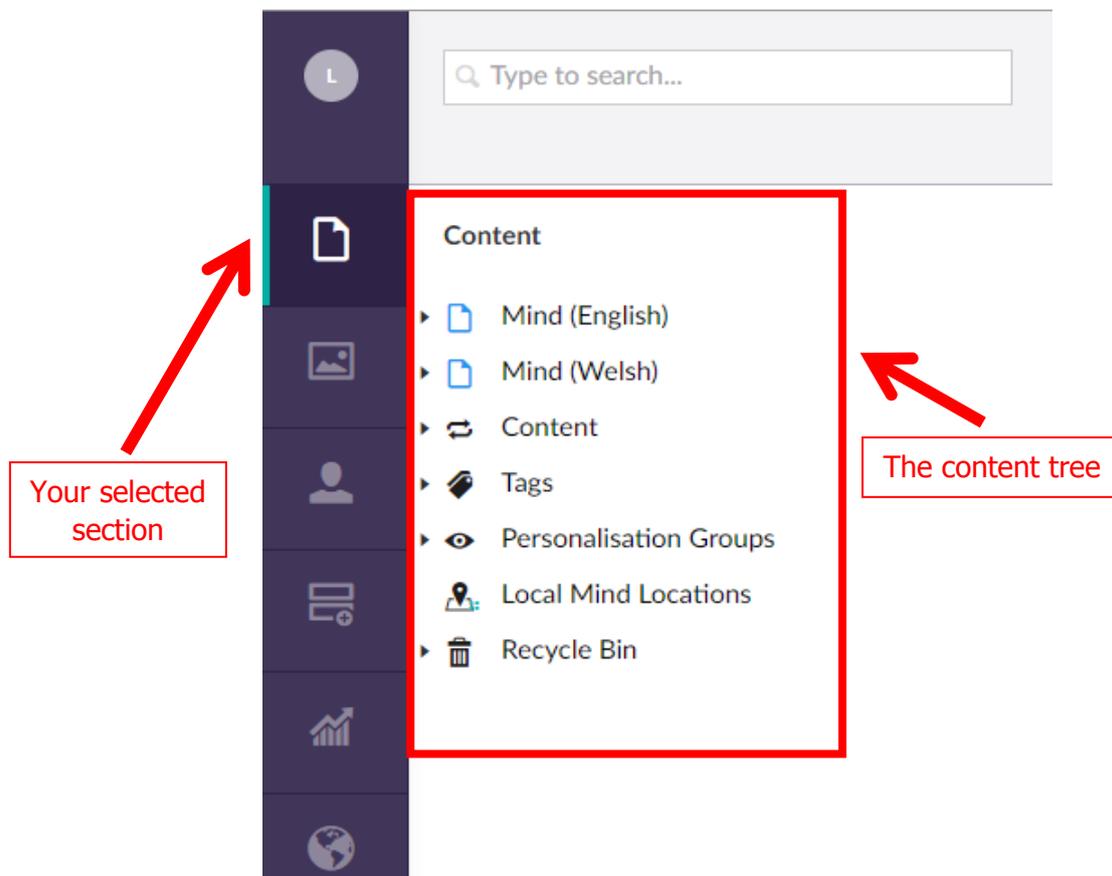
There are several sections within Umbraco that allow you to manage different aspects of your site.

- The **Content section** allows you to manage your web pages
- The **Forms section** allows you to export data from your forms
- The **Media section** is where you can find and manage your assets in the media library

What sections can I access?

What sections you can see will vary based upon your permissions. For example, as a content editor you will be able to see the Content and Media sections, but if you don't manage any forms you won't see the Forms section.

You can navigate between sections using the section bar on the left-hand side of the screen. As you roll over each icon the name of the section will be revealed. Click a section to navigate to it. You'll know which section you are in currently, as the icon square will be darker than the others and marked by a coloured bar on the left hand side.



The Content Section

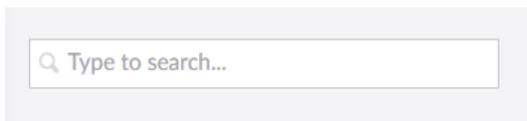
When you are in the content section, you will be able to see **your pages** of the website in the content tree. You won't see all the webpages we have, so if you need access to any extra webpages that you don't currently see send us a request at digidev@mind.org.uk.

The content tree is very similar to a family tree. The homepage is at the top of the family tree, and all pages beneath it are its 'children'.

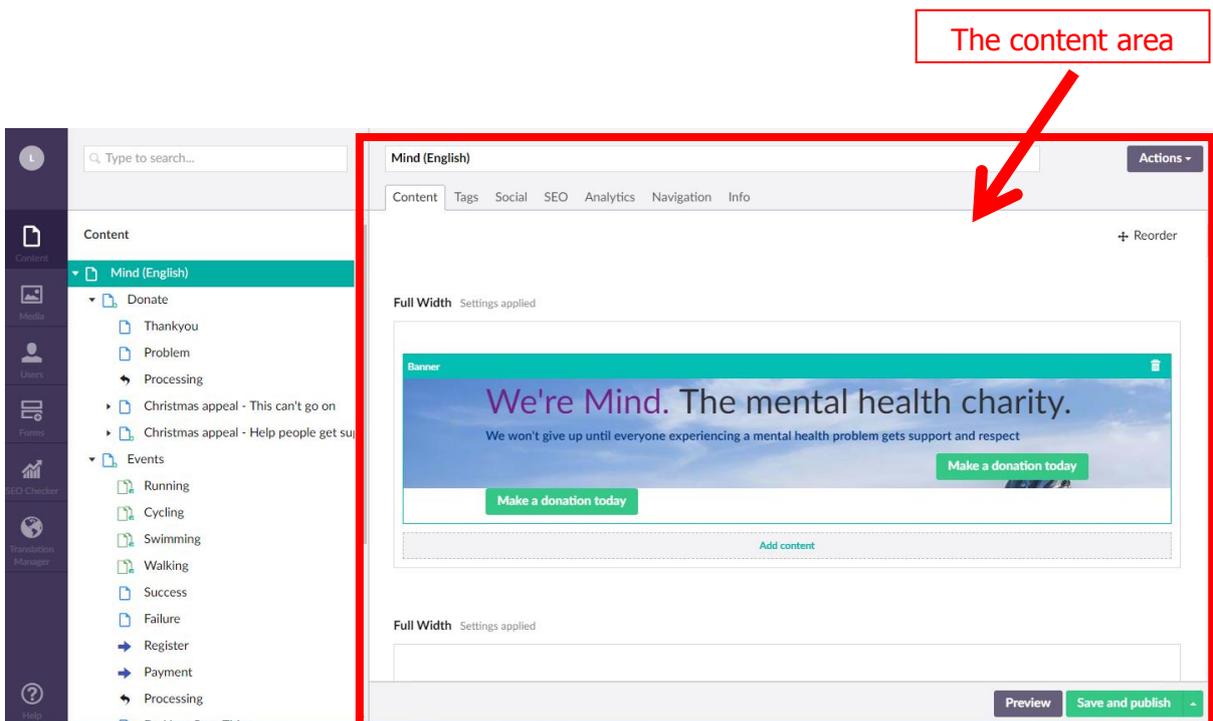
If you're not sure where your page lives in our 'family tree', check the breadcrumbs on the front end of the website. Breadcrumbs are the links at the top of each page which tell you where you have come from to reach the page you are currently on.



Still no luck? Sometimes we intentionally hide the breadcrumbs of pages, for example if they are a campaign landing page that users have been directed to via social media, e-mail or print marketing. In this case, you can find your page using the search bar, which sits just above the content tree. Using the search bar you can enter a search term and Umbraco will search for pages containing the term anywhere in the page name or page content.



To explore the content tree, try clicking on the black arrows to the left of tree items. This will expand and reveal any sub-pages. Clicking on a page name will load that page's content into the large content area to the right of the tree – and that's where you'll edit the page. More on editing web pages later... now let's explore the media section!



The Media Section

The media section is where you'll find all of the media which is hosted on our website, excluding videos¹. This is all neatly organised in our media library.

The media library is just like the shared folder section of your computer. It's a system of folders, and within each folder users can add images and PDFs. Each section of the website has a corresponding folder, and we also have folders for our Brand imagery – brand images, line drawings, infographics and icons.

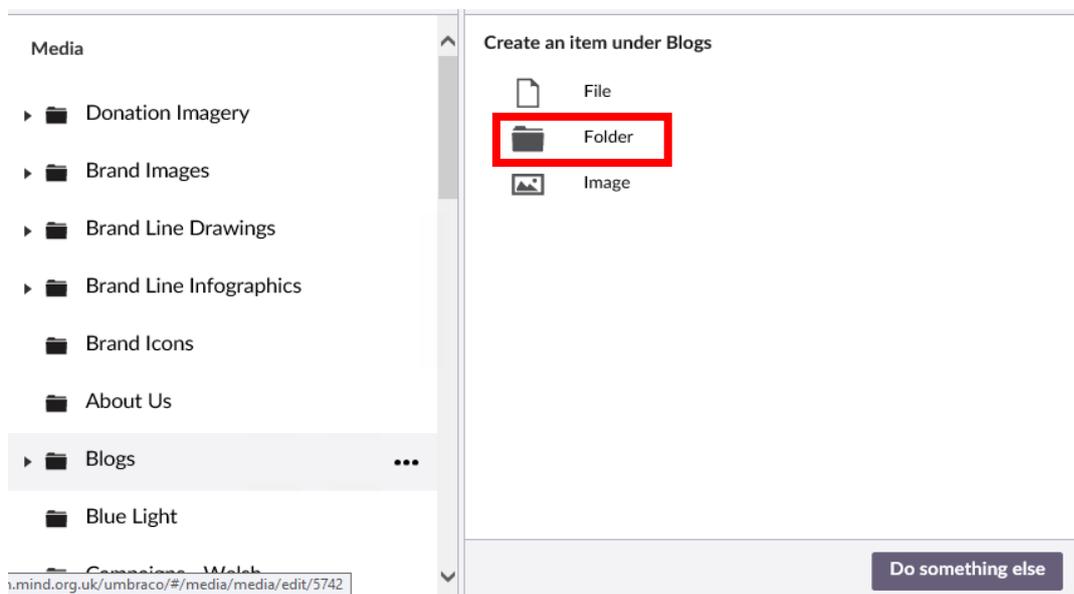
You'll only be able to see folders which are relevant to you, along with the brand folders. For example, if you were a member of the Membership Team you would have access to the Membership folder and the Brand folders.

Adding new folders to the media library

Do not edit the names of primary folders (e.g. Membership, Brand Images) in the media library, or move these folders. These are set by the Digital Team. If you accidentally change or move a folder and can't resolve the problem, please let us know at digidev@mind.org.uk.

You *can* create subfolders within the primary folders, or within secondary & tertiary folders – just be sure to adhere to the [Media Library Guidelines](#) when choosing a name. For example, you might wish to create a subfolder in Membership called 'Magazine'.

Create a folder by right clicking a parent folder from the media library structure, and choosing 'Create'. Then choose 'Folder' in the menu which appears.



How to add assets to the media library

If you want to use an image or a PDF on your webpage, first check whether it is already in the media library. You can browse through the folders or use the search bar if you know the name of the file. Remember that all our brand images are available in the Brand folders – Brand images, line drawings, infographics and icons.

¹ For more on how to add a video to your page, check our guidance on the '[Embed](#)' content type in the [content type menu](#).

If your media isn't yet in the media library you must upload it in order to use it on a webpage.

- A. If you are uploading a PDF, you can now skip to ['Uploading your file'](#).
- B. If you are uploading an image, firstly you need to prepare the image to be uploaded...

Preparing an image for use on a page

When uploading an image to Umbraco, there are four things you need to be aware of:

- The image size
- The focal point
- The image crop
- The Alt text

Choosing the image size

You will need to upload an image which has the correct dimensions for the purpose(s) you intend to use it for.

These are the different image dimensions you will need to adhere to:

Image Type	Image Size	Where will I use it?
Image Link	555 x 295px	In an Image Link content block
33/33/33 Images	555 x 295px	If you build a 33/33/33 split row and want to insert images, they should be this size – the same as an image link!
Content Summary (30%)	500 x 500px	In a Content Summary content block, when you choose for the image to take up 30% of the row width
Content Summary (40%)	440 x 292px	In a Content Summary content block, when you choose for the image to take up 40% of the row width
Content Summary (60%)	630 x 355px	In a Content Summary content block, when you choose for the image to take up 60% of the row width
Banner	1920 x 960px	For a full width banner
Cross Promotion	375 x 250px	These appear in Information Boxes .

Advanced Image Types	Event Gallery	767 x 384px	In an Event Gallery content block (you can learn about these in Events training!)
	Featured Content	767 x 384px	These appear on news and Your Stories pages (you can learn about these in additional training!)
	News Headline	767 x 384px	These appear on news and Your Stories pages (you can learn about these in additional training!)

For example, if you want to upload an image for use as a banner, it must be 1920 x 960px.

It may be that you want to upload an image that can be used both in a small content block, such as an 'image link', and a large content block, such as a banner. In this case, you must upload an image that is big enough to be used as a banner. Umbraco 7 will scale it down for you, so that you can also use it as an Image Link without having to upload a duplicate version in a smaller size.

See our [image resizing guide](#) for advice on how to resize images for Umbraco.

What if my image is too small for the purpose I have chosen?

Perhaps you have found an image you wish to use as, for example, a banner, but it is smaller than 1920 x 960px. In this case, you will need to reconsider using it. You can try to source it in a larger size, or perhaps you can find an alternative image which is larger.

Uploading your file

Now that you have the correct sized image, it's time to upload!

1. To upload an image or PDF, firstly identify the correct folder in which your media should belong. Remember that some folders also have sub-folders – e.g. Media Awards has 4 subfolders: 2018, 2017, 2016 and 2015. Your media might belong in a subfolder, so be sure to browse around.

If you know the name of the folder you're looking for but you can't spot it, try searching its name using the search bar.

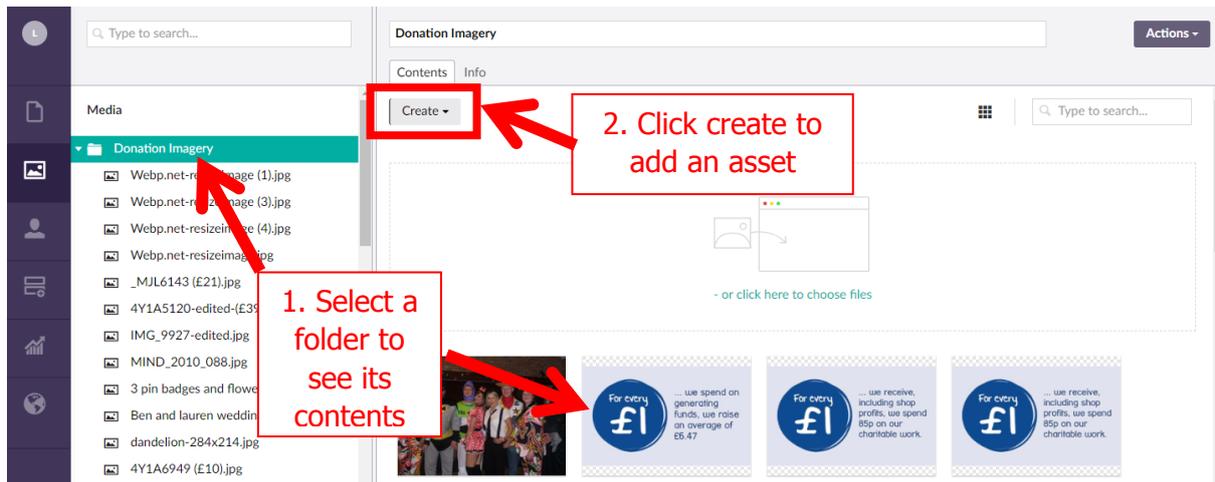
Once you have found the correct folder, select it by clicking on it. The contents of this folder will now appear in the content area on the right hand side.

MAKE SURE to upload your image into a folder, and not directly into the Media Library itself. If the Media Library becomes cluttered with loose assets we risk:

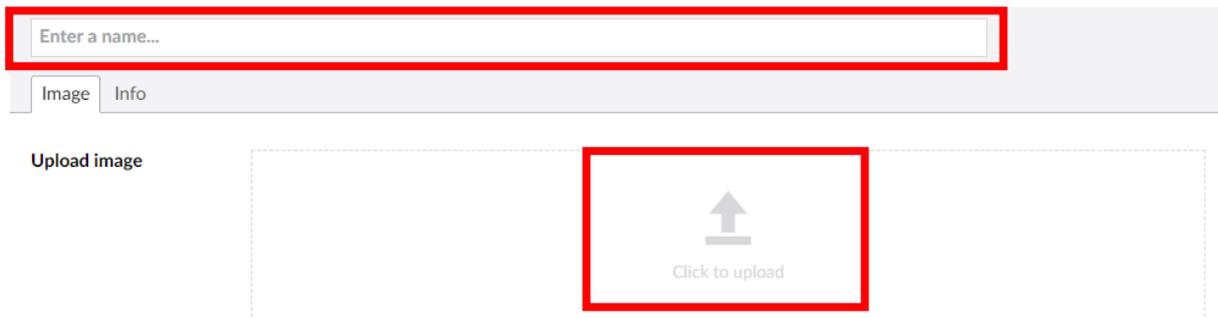
- Losing track of files we are trying to use
- Accidentally editing/removing a file that somebody else was using on their webpage
- Not being able to find and delete files, resulting in a backlog of files which clog up the system and make our website run very slowly
- Not being able to find copies of a file which somebody has requested we delete under new GDPR regulations (e.g. a portrait), causing a data breach

The media library will be regularly monitored, and if your files are not correctly named/stored you may receive an e-mail from the Digital Team asking you to edit your files, or they may be removed.

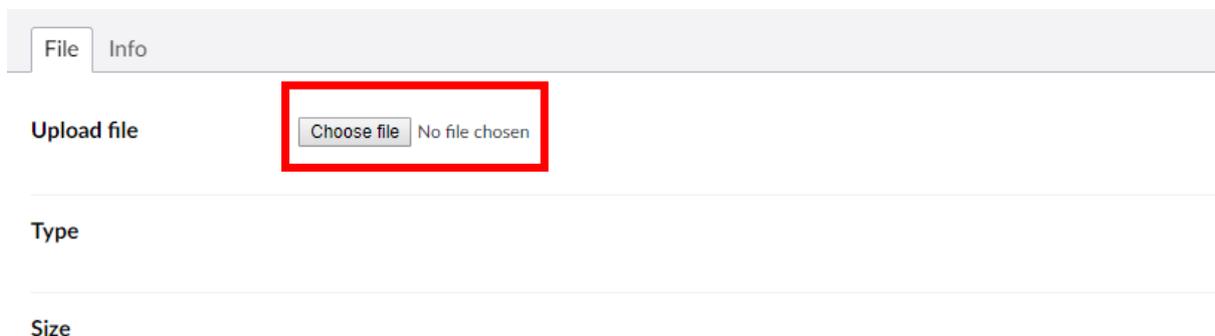
2. At the top left of the content area, click the 'Create' button and choose File or Image.



3. Add the name of your image or PDF in the 'Enter a name...' field. **Be sure** to follow the naming conventions set out in the [Media Library Guidelines](#). If you wish to edit the name of your file or photo after uploading, you can do so in the same place you first entered it – the 'Name' field at the top of the content area. Just make your edit, and remember to click save!
4. Once you've named your media, upload it using the button 'Click to upload' for images, or 'Choose file' for PDFs.



OR



5. Finally, click the green  button and your media will be uploaded!

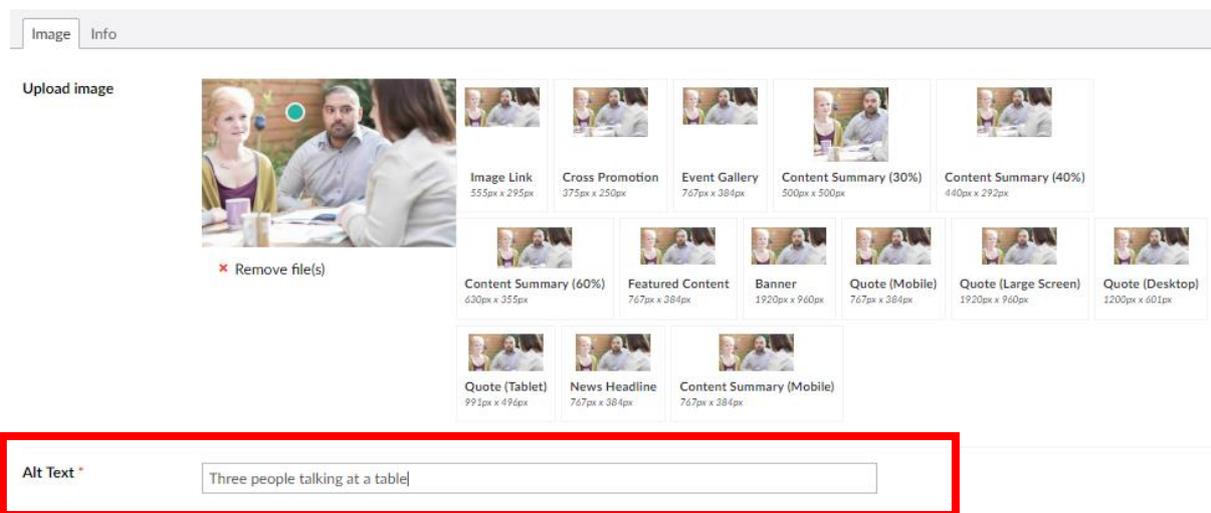
Editing your image for your page

If you uploaded a PDF, you're good to go. But if you've successfully uploaded your image, there's still a couple of things you need to do before it's ready to use on your webpage. Remember we outlined the four things you need to consider when uploading an image?

- The image size
- The focal point
- The image crop
- The Alt text

Adding Alt text

Begin by adding [Alt text](#) into the Alt Text field, and click save.



The screenshot shows the Umbraco 7 image editor interface. At the top, there are tabs for 'Image' and 'Info'. Below the tabs, there is an 'Upload image' section. The main area displays a preview of an image with a green dot indicating the focal point. Below the preview, there are several options for image formats and sizes, each with a small thumbnail and dimensions. The options include: Image Link (555px x 295px), Cross Promotion (375px x 250px), Event Gallery (767px x 384px), Content Summary (30%) (500px x 500px), Content Summary (40%) (440px x 292px), Content Summary (60%) (600px x 355px), Featured Content (767px x 384px), Banner (1920px x 960px), Quote (Mobile) (767px x 384px), Quote (Large Screen) (1920px x 960px), Quote (Desktop) (1200px x 601px), Quote (Tablet) (991px x 496px), News Headline (767px x 384px), and Content Summary (Mobile) (767px x 384px). At the bottom, there is an 'Alt Text' field with a red border, containing the text 'Three people talking at a table|'.

Alt text provides a textual alternative to non-text content (e.g. images) in web pages.

It is very important for accessibility, as it enables people using screen readers to understand the content of the page. Visually impaired users using screen readers will be read this alt text to better understand the image.

Not adding Alt text to your image also damages our SEO, as Google docks points for poor accessibility!

For these reasons, adding Alt Text to your image is mandatory. For tips on how to write good Alt Text, read this [short guide](#).

Editing crops and focal points

It's now time to edit the focal point and crop of your image.

Although Umbraco 7 will scale your image down to the correct size, it won't discriminate in how it chooses to crop your image! You'll need to intervene to make sure the correct portion of the image appears.

Selecting the focal point

Firstly, you need to select the focal point of the image.

You may have noticed the green dot on the preview of the image you uploaded – this is the focal point.

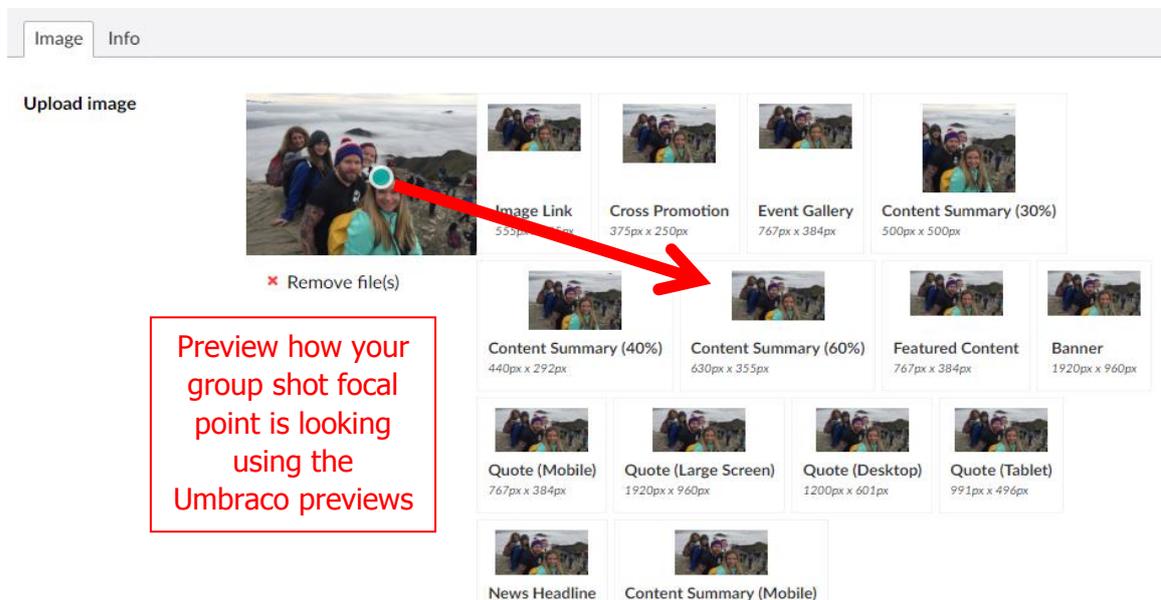
Selecting a focal point helps Umbraco to know what to include when it crops the image for you for different image sizes, or when it adjusts the image for you as your screen changes size. For example, if you make your browser window smaller, or choose to browse on a mobile instead of a desktop, the focal point of the image will always be visible as it shrinks down, then expands again.

You can select the focal point by clicking and dragging the green dot. The focal point should be the part of the image that you always want to show, no matter how the image is being displayed on the screen.

For example, for a portrait the face would be the focal point. For a 'slice of life' with a pair of shoes, the shoes would be the focal point. In group shots it's a little harder to choose the focal point, but Umbraco helps by giving a preview of how all of your crops will look on the right hand side – have a look, and see what works best.



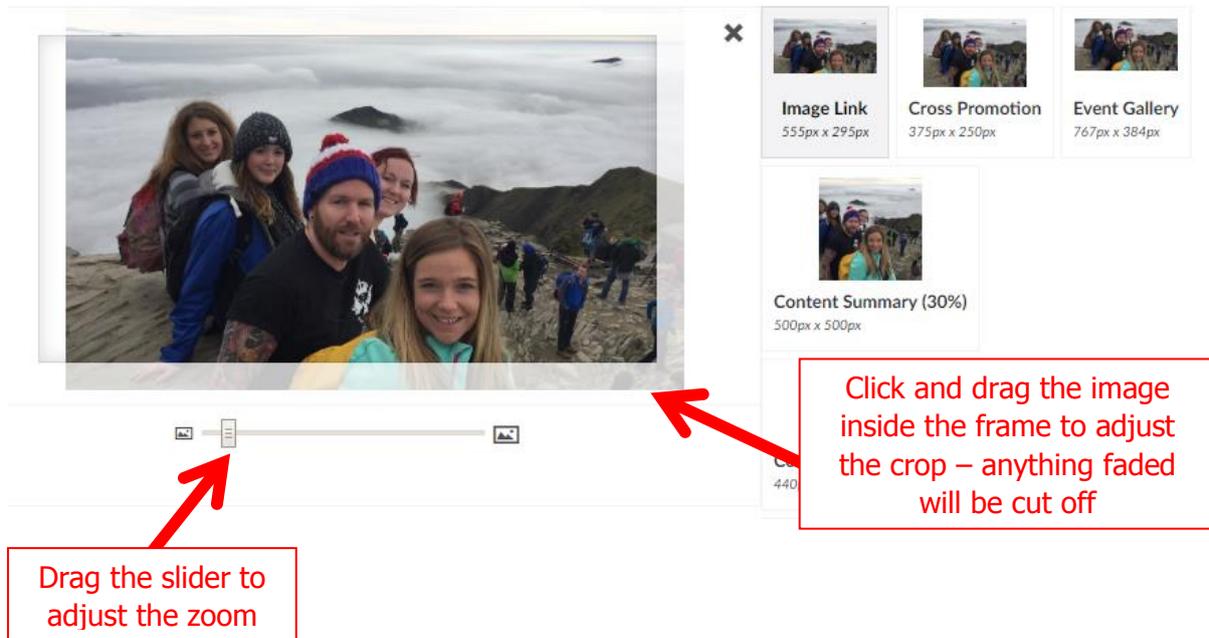
Be sure to also preview the page where you are using your image across all devices using the [preview tool](#), to double check your focal point looks great.



Editing the image crop

Next, you need to edit the crop of your images. The focal point will have centred the most important part of the image in the frame, but you may still want to make adjustments.

Click on an image to edit its crop, and use the sliding bar to zoom in and out as you like. Then, click and drag the image about the frame to align it as you like. The greyed out areas outside of the rectangle will be cropped away.



When selecting the focal point and editing the crop remember that the image does not need to look perfect for every image type, only for the image types that you intend to use.

For example, if you uploaded a small 555 x 295px image to use as an image link, you will have selected the focal point and edited the crop so that it looks great as an image link - but it might look terrible as a large 1920 x 960px banner! This doesn't matter, as you won't be using it for this purpose.

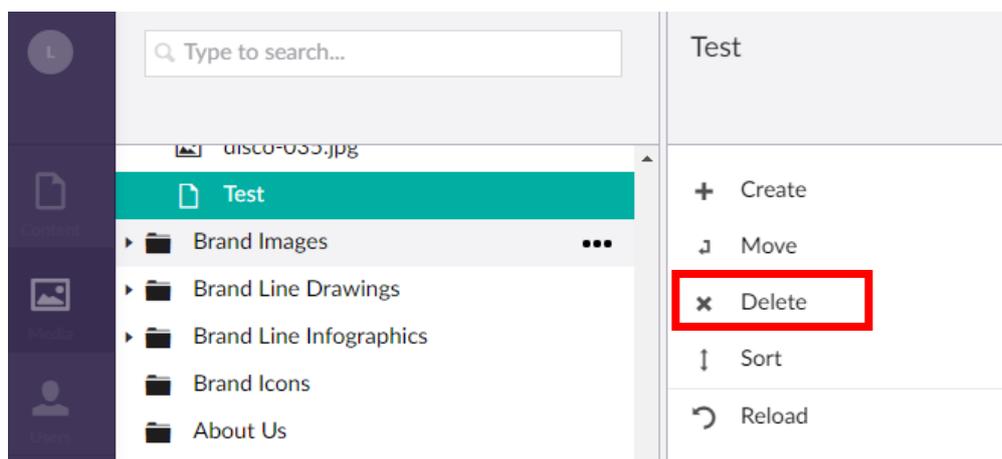
The Golden Rule for image success

The Golden Rule when using images on your webpage is simply to continually preview your work using the [preview tool](#), editing the focal point or image crop whenever you need until you're happy with the outcome.

The guidance above should help you to get this right on your first try, but despite this you should *always* check how your image appears on your page.

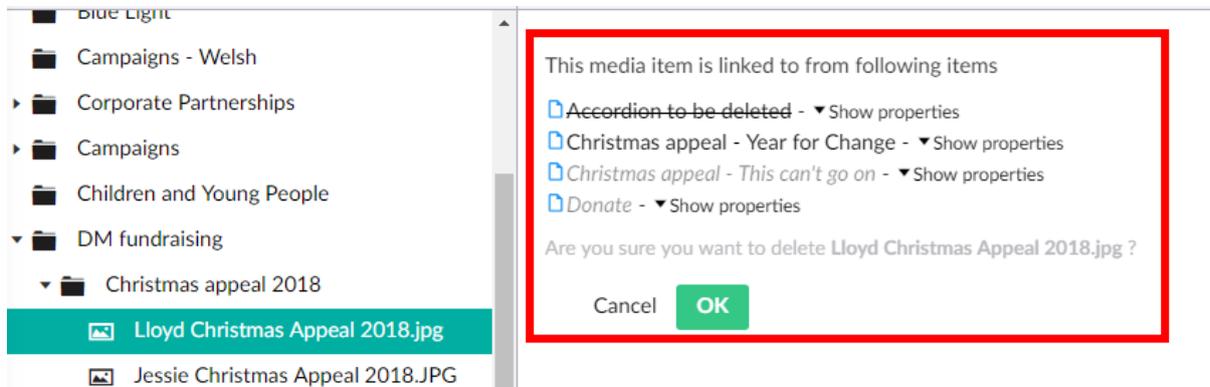
Deleting and editing images in the media library

If you wish to delete any media, right click on the name of the file in the media tree and select 'Delete' from the menu which appears.



Be wary of deleting images, or editing the focal points or crops of images, as they may also be in use on other pages of the website.

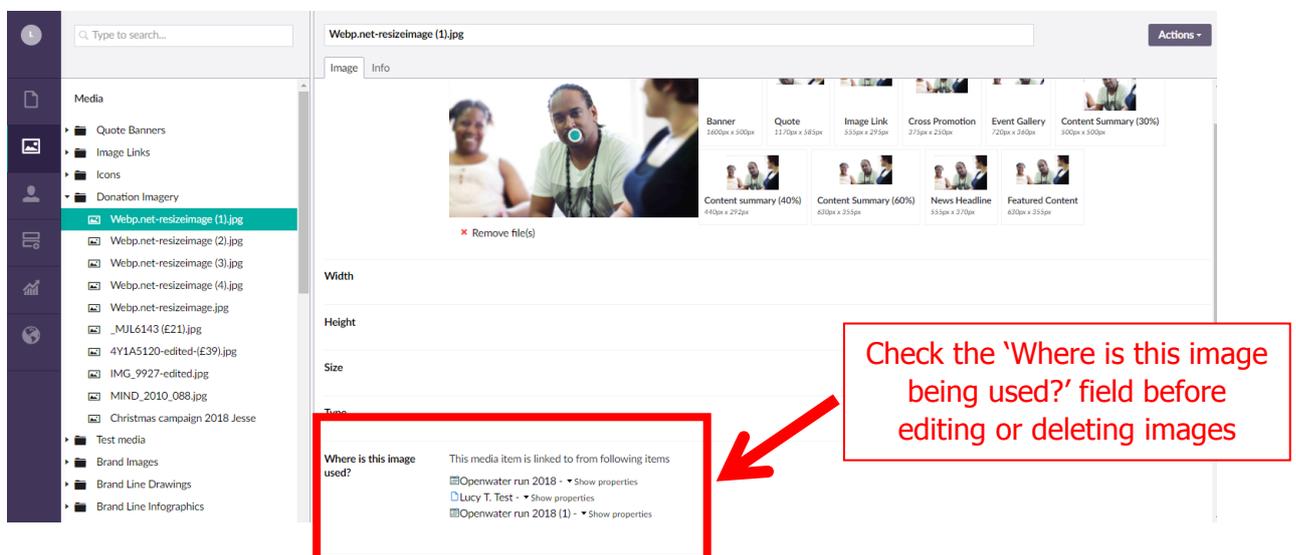
If you try to delete an asset which is being used in a few different locations on the website, you will be warned with a message, like this:



You can also check the 'Where is this image being used?' field to see whether an image is being used anywhere on the website – this field can be found just below the image.

If it isn't being used on any pages of the site, you can delete it or change the focal point/crop.

If it is in use somewhere else on the site, **don't** delete it and **don't** change the focal point/crop.



The Forms section

In the forms section you can export data from any forms which you have permission to view. Only employees who have taken GDPR training are allowed to export data from forms.

The way this section will look will vary depending on your permissions. Any forms which you have permission to view will be listed in the left hand navigation in the folder 'Form entries'.

You will also see 3 other folders, Forms, Datasources and Prevalue sources. Ignore these, as they are only for use by the Digital Team.

To export data from one of your forms, click on the title. A table will appear in the Content Area.

Firstly, edit the date range above the table as desired. Then click the export button in the top right corner of the content area.

Choose a date range then click 'Export'

Choose 'Excel file' as a format by clicking on it, and your export will begin to download.

Export
Choose a format to export form records to
 Excel File
Exports all data to excel

If you need to access a form/a number of forms which you can't currently see, please e-mail digidev@mind.org.uk outlining the name(s) of the form(s) which you need to access and the reason why, and we will edit your permissions to give you access. If you'd like to create a new form, please follow the [Forms Process](#) outlined in our FAQs.

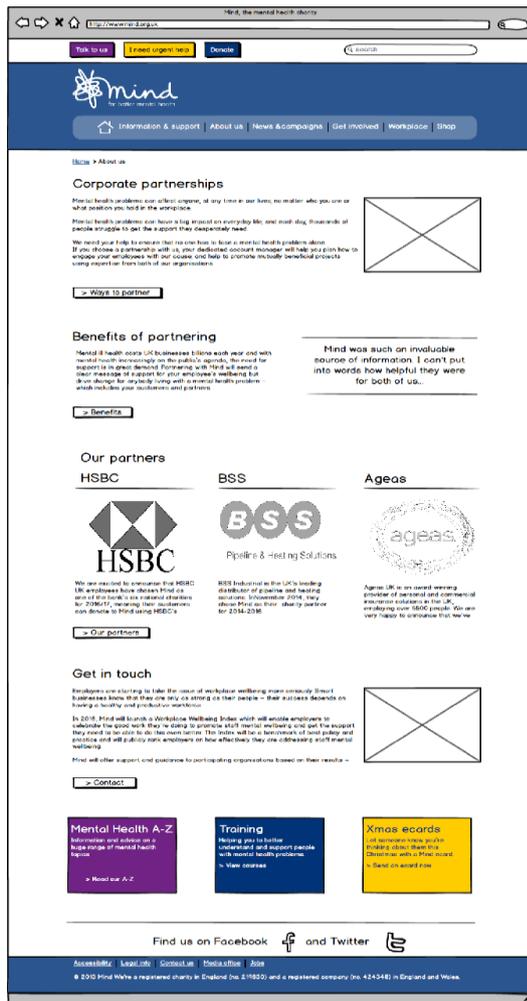
Planning and building a new webpage

Now we can begin to think about building a webpage. Before you begin the task of building your webpage in Umbraco, be sure to take some time to plan and map out the page content.

Have a think about:

- What does the user want or expect when they get to your page?
- What do you want the user to do?
- How does this relate to your page structure and the Calls-to-Action (CTAs)?

It may be useful to sketch out what you want your page to look like.



For example, this sketch was built digitally to imagine how a Corporate Partnerships page might look. As this was a page on our old website, it uses the layout options we had on Umbraco 6. You should use the layout options we have for Umbraco 7 when you produce your sketch – you can refer to the [content type menu](#) for inspiration.

NB/ there's no need to produce your sketch digitally, feel free to just use pen and paper!

We will introduce some more advanced training in how to plan and map out a webpage in the future, so keep your eyes peeled.

Once you have an idea of how you want your webpage to look, you can begin building it in Umbraco.

Choosing the page location

Firstly you will need to select the location for your new page. In the content tree, find where you want your page to sit and identify the parent page.

For example, if you want the page to be a 'child' of the Workplace section, find the workplace page. Or, if you want it to sit below the Workplace Wellbeing Index (WWI) within the Workplace section, find the WWI page.

The parent page can be anything from the home page to any of the sub-pages of the site.

Different Page Types

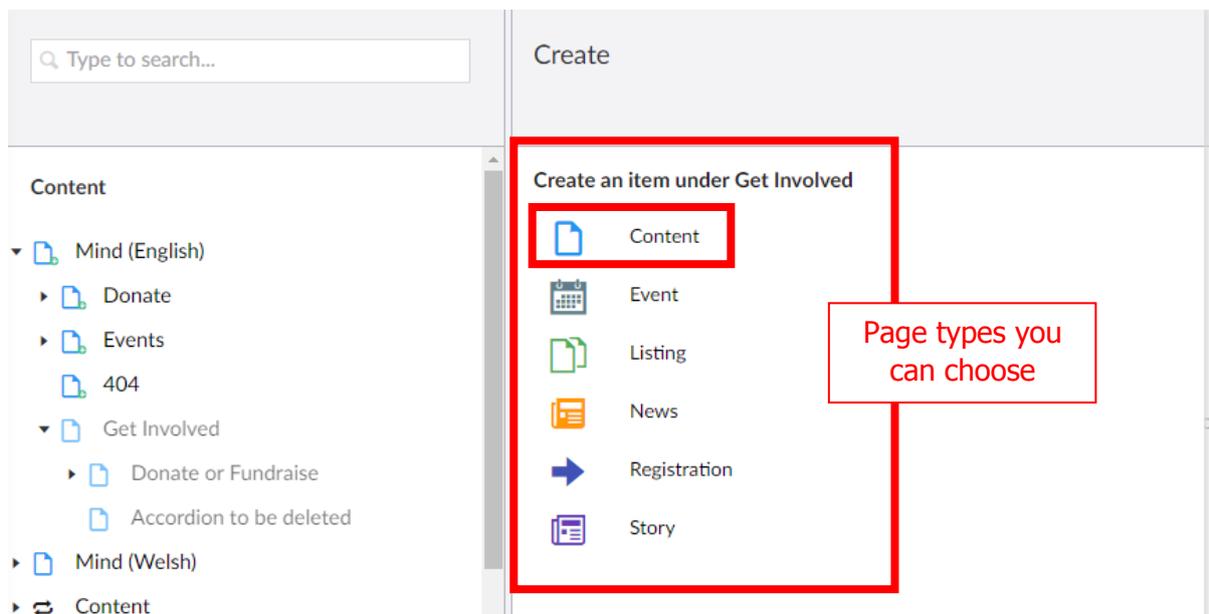
In this training we will learn how to create a standard 'Content' page. If you'd like to build a [listing page](#), please get in touch with digidev@mind.org.uk for advice. If you'd like to learn

more about building news articles, Your Stories blogs, information pages, training pages or job listings, please attend one of our advanced training sessions.

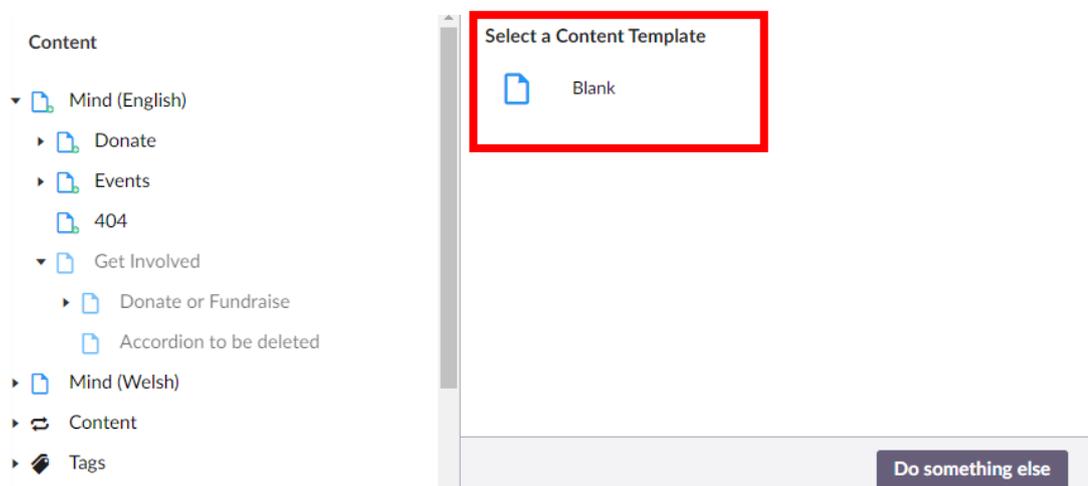
Creating a standard content page

To create your page, do the following:

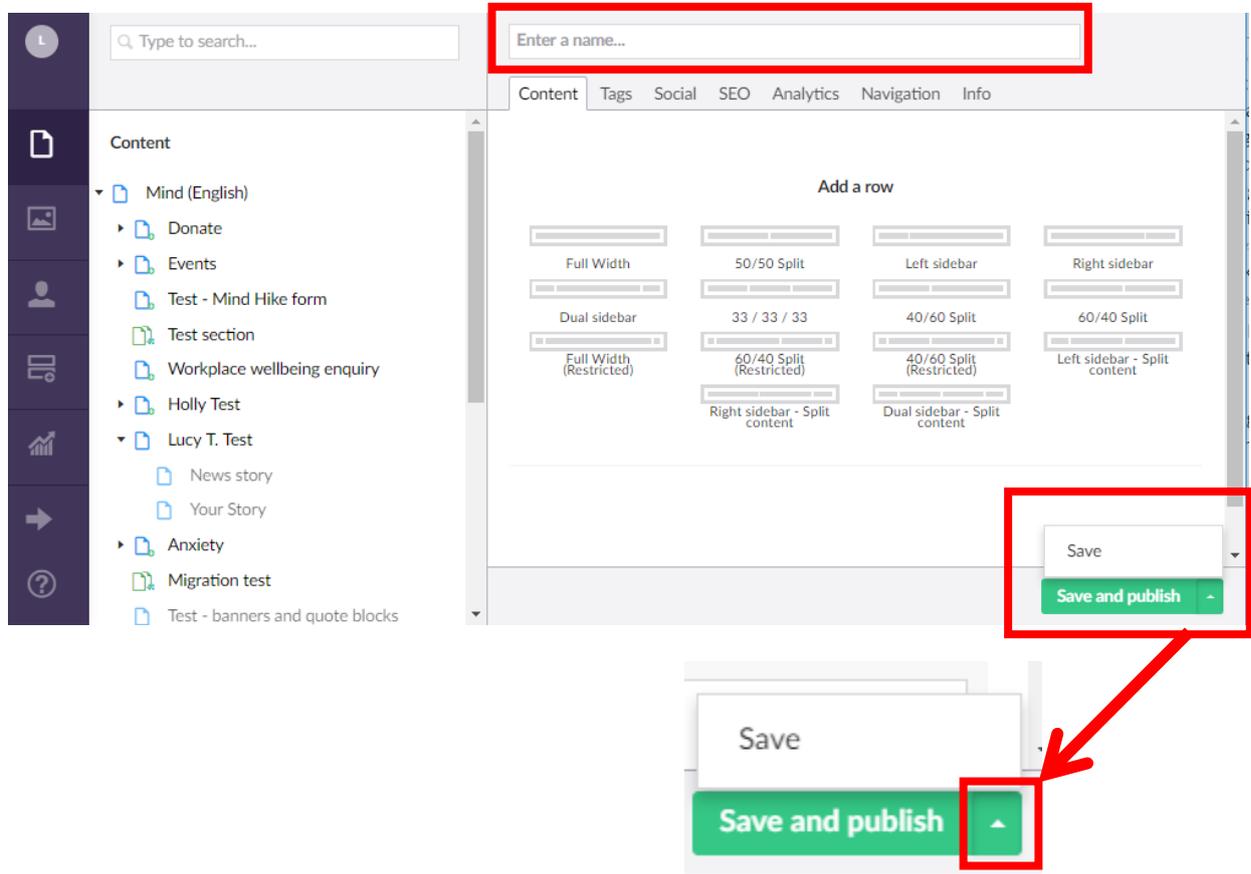
1. Hover over the name of the parent page and then click on the options icon (•••) to reveal the types of pages you can create.



2. Click on the type of page you wish to create (in this training we will learn about **content pages** – you can learn how to build news & events pages in our other advanced training sessions!)
3. You will then be prompted to choose a template.
 - a. If your page doesn't resemble any of the existing pages on the site, you should choose blank. This is what we will learn in this training.
 - b. If you're creating a piece of content which belongs to a certain category (e.g. a news article, a blog, an event, and info page) be sure to use the templates provided so your page looks like all its 'siblings'.



4. Whatever you select, your new page will then appear in the content area on the right-hand side.
5. Enter a name for the page in the text field at the top of the content area.
6. Click on the **arrow** at the right hand side of the green 'Save and publish' button to expand the menu, and click save.
7. Your new page will appear in the content tree!



Adding content blocks

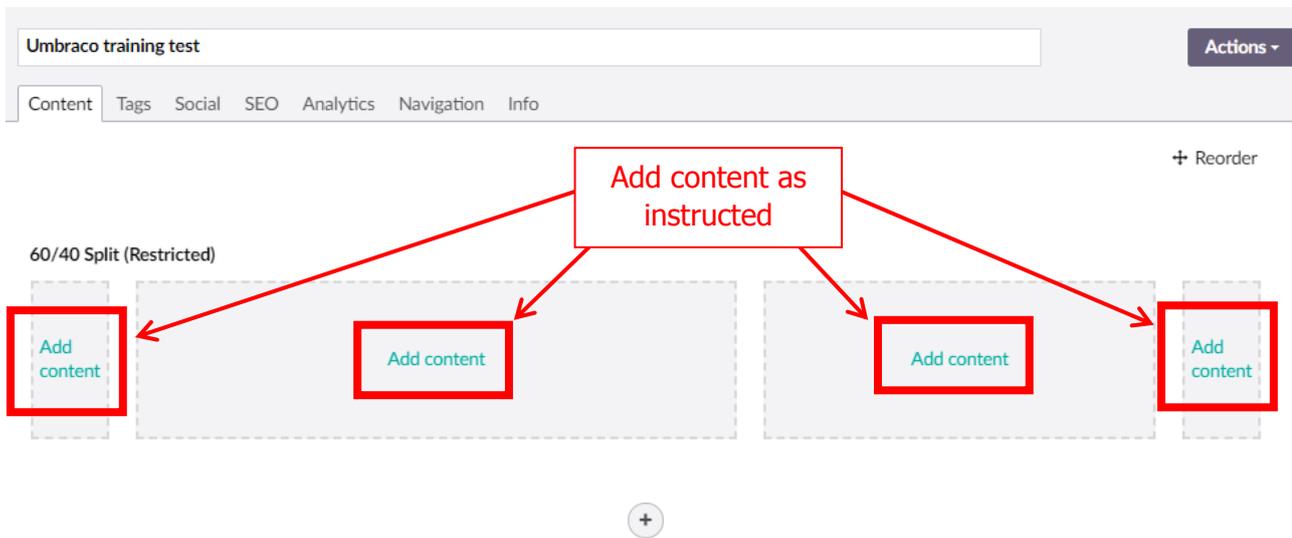
Now that you've created your page, it's time to fill it with content! The header and footer of each page is set (our search bar, navigation bar & page footer), but you have free reign to fill in the rest.

Take a look at any sketches or preparation you've produced and start to replicate this on Umbraco.

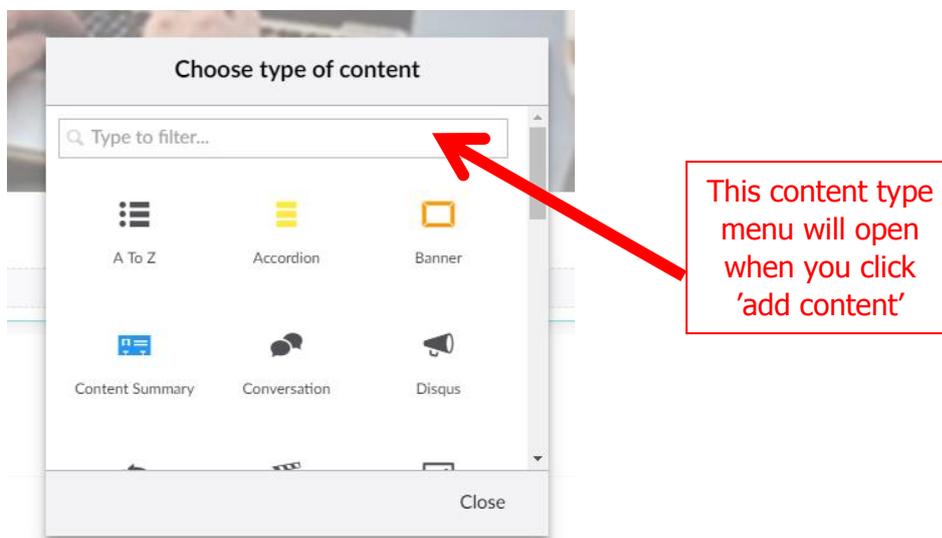
1. First, you'll need to add a row. A 'row' is a container for content. You'll notice that you can add lots of different types of row – full width, 33/33/33, 60/40 split and so on (check the [content type menu](#) for advice on what rows you can choose, and where to use them). Click whichever row you want to use to create it.



- Now you'll be presented with the instruction to 'add content' in your row, or in each section of your row if it has two or more parts.



- When you click 'add content', you'll be presented with a number of different content block options. Choose the one that you'd like to add (check the [content type menu](#) for advice on what content blocks you can choose, and where to use them).

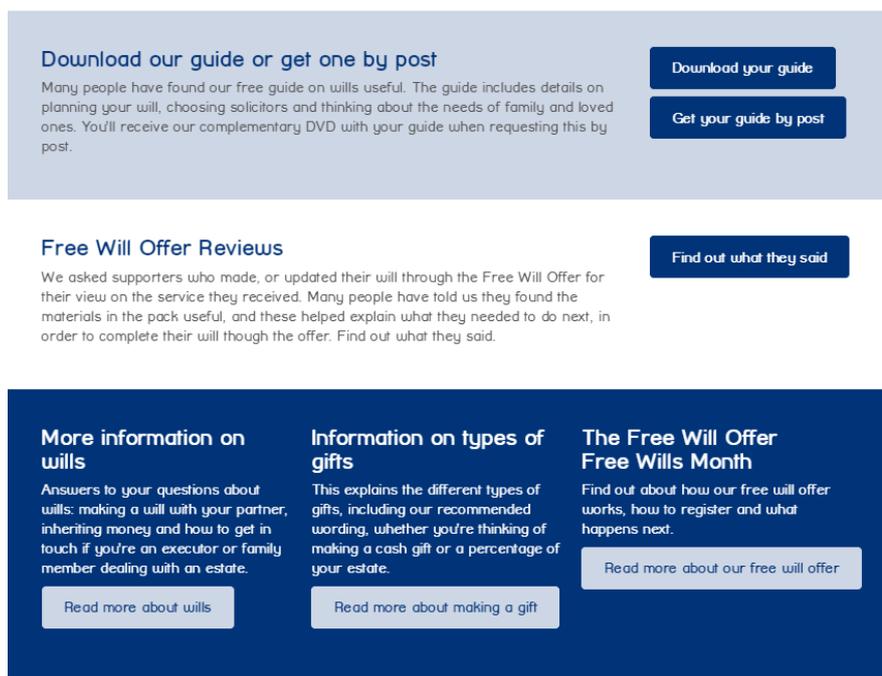


Take a look at the [content type menu](#) to see the different rows and content blocks you can use to create basic pages.

Adding background colours

You may have noticed that some rows have different background colours.

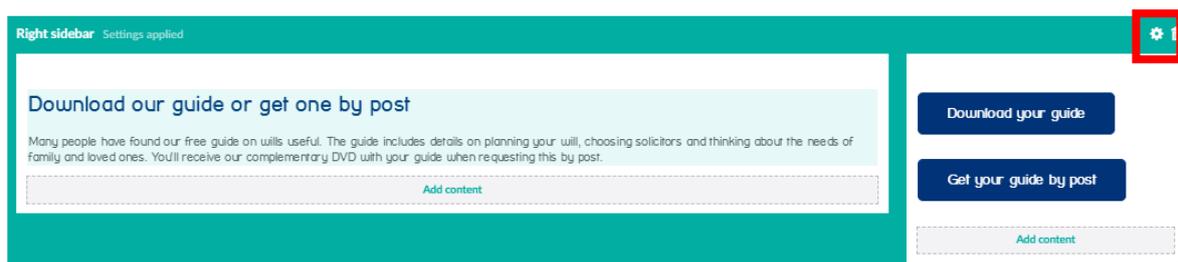
For instance, this page has 3 rows, each with a different background colour.



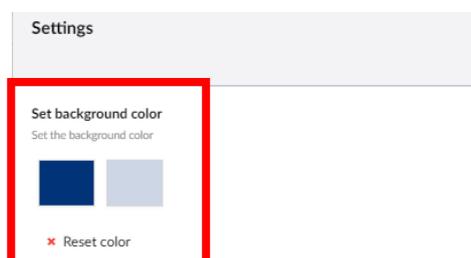
Applying background colours is simple. Our default background colour is **white**, so whenever you create a piece of content the background will be white. This is unlike Umbraco 6, where some content types used to have a set background colour.

If you'd like to add a background colour to your row, you can choose between **light blue** and **dark blue**.

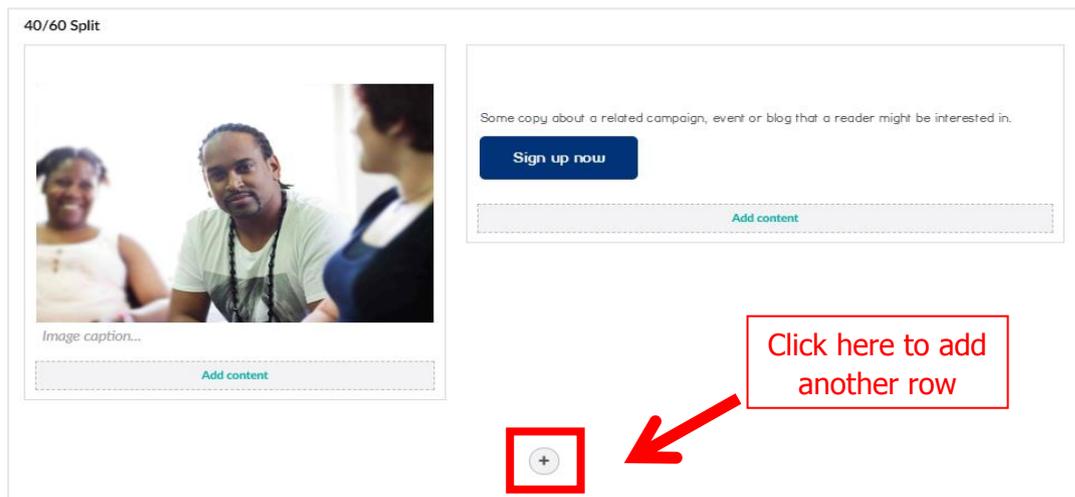
1. Begin by selecting the row – you'll know it's selected as it will be highlighted green.
2. In the top right corner of the row, click the settings icon (a small cog).



3. In the menu which appears, select a background colour from the 'Set background colour' option.
4. Click submit to save! Don't forget to save your page, too.



Well done, you've built a block of content! You can keep adding more rows using the plus button, or you can build more content within the same row using the 'add content' button.

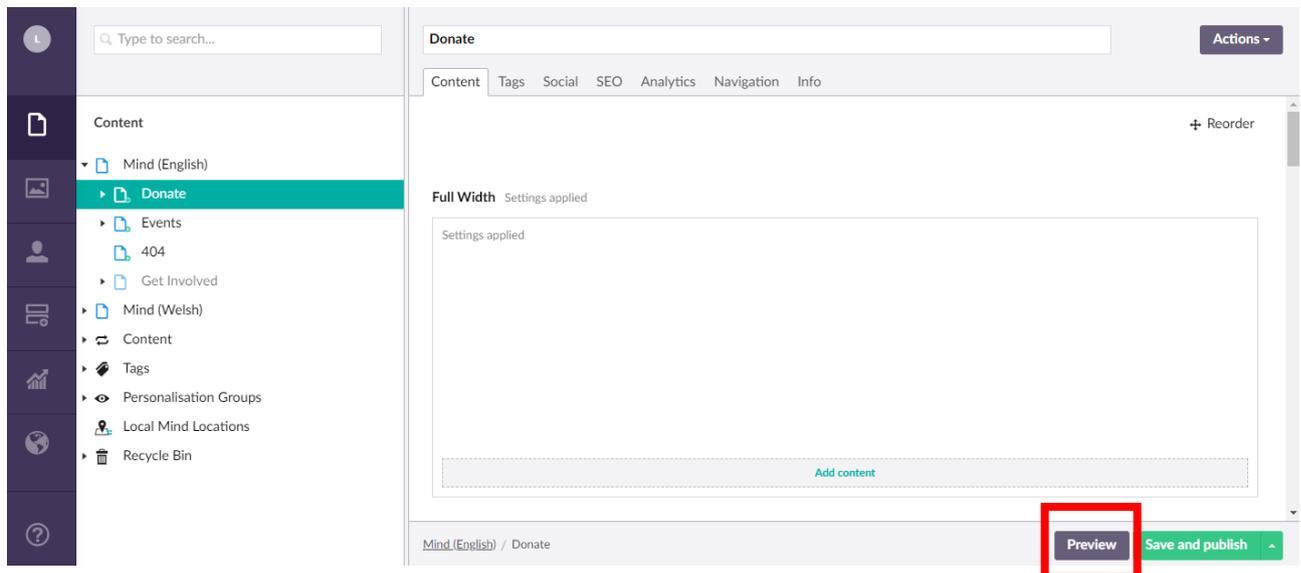


Keep going and adding rows and blocks of content until you've built your whole page.

Previewing your work

You should always preview your work as you go, to make sure that it is appearing as you would expect and that all the links and buttons you're building are working properly.

To preview your work, click the preview button.



Your preview will open in a new tab, and you'll be able to see how your page is progressing.

When viewing page content in preview mode you have the option to scale the preview window to various device sizes. To do this, just use the left sidebar menu and click on the image of the device on which you want to preview your work.

Always make sure to check how your work is looking on different devices - it is often a time when we pick up on small errors with the layout of our page or with our images.

It is very important that our website looks as good on a phone as it does on a computer, as **over 50%** of the sessions on our website come from mobile users, as opposed to roughly 30% on desktop!



Testing checklist

When previewing your pages, we recommend using our handy [Webpage Checklist](#) to make sure you cover everything and test everything is working.

Unusual font formatting?

Sometimes, you might notice when previewing your page that your font is formatted in an unusual way, unlike any of the other font on the page. Perhaps it's showing in a different style, or size.

This can sometimes happen when you copy and paste some text which was formatted elsewhere (e.g. in Microsoft word, from a webpage online) directly into the Rich Text block. Sometimes, the chunk of text 'hangs onto' its previous formatting and then this formatting appears on our website, even though it's not on brand.

If you notice this happening there's an easy solution: copy & paste the text you want to use into your computers 'notepad' – you'll see that the notepad app clears text of any and all formatting for you. Then you can just copy & paste from notepad directly back over to the rich text block. Now, just remember to add back in any hyperlinks that will have been deleted or any formatting that you would like to use (subheadings, quote font, buttons etc.)

Submitting your work to be published

Final step! Now you're all done testing and are happy with your work, **save** it and **send an e-mail** to webedits@mind.org.uk to request that your work be published. Be sure to include explicit details of what page you would like to be published and when, so that we don't make any errors. If your work needs to be scheduled to publish on a certain date, be sure to include this information in your e-mail.

If you're making a lot of edits, please e-mail us once with details of the changes you've made rather than sending lots of small publish requests over the course of your time editing.

When we receive your e-mail we'll take a final look over your work (we may be in touch if we have queries) and then we will publish or schedule this to publish for you.

**** NB/ Do not unpublish or delete any pages** without first consulting digidev@mind.org.uk, as doing so impacts SEO. We can advise you on how best to proceed. Read more about how removing content from our website impacts SEO in our [FAQs](#).

The screenshot displays a content management system interface for editing a 'News story'. The left sidebar shows a 'Content' menu with various items, including 'News story' which is highlighted. The main content area shows the 'Info' tab selected, with a red box around it. Below the 'Info' tab, there is a 'Scheduled Publishing' section with two buttons: 'Publish at Set date' and 'Unpublish at Set date', both highlighted with a red box. A red callout box with the text 'Find scheduled publishing options here, underneath the Info tab' has two red arrows pointing to the 'Info' tab and the 'Scheduled Publishing' section. The bottom right corner of the interface has 'Preview' and 'Save and publish' buttons.

Editing an existing webpage

You can also use all of the skills you learned above to edit existing webpages.

Whenever you come to edit an existing webpage, think about the impact your work will have. If you're fixing a typo or changing an image it would be appropriate to begin in Umbraco and quickly make the change.

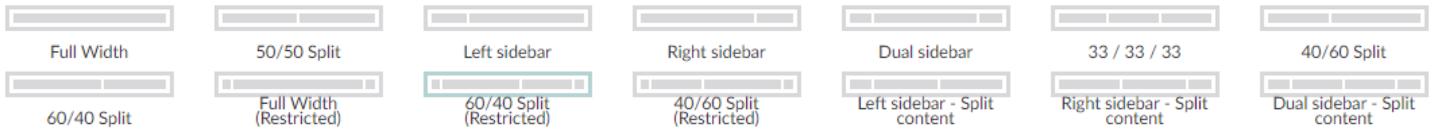
However, if you're thinking of restructuring a page or editing its content quite significantly, don't dive straight in. Make sure to stop and consider your page content first, just as you did above when [planning a new page](#). If you think your changes are very significant, get in touch with digidev@mind.org.uk for guidance.

Congratulations! You now know how to create and edit webpages, manage media assets and export data from forms – you're ready to edit our website.

Content type menu

Content Row Options

We have 14 different row options to choose from:



Full width rows span the width of the screen. They are great to use for impactful **banners**. They should **not** be used for text alone, because too much text at full width is inaccessible. If you are creating text-based content, such as a quote or a blog, be sure to use a restricted width row.



Restricted width rows leave some blank space at the edge of the screen. They should always be used when creating text-based content, because it is easier for users to scan the text across this smaller width than from one side a large screen to the other. Users with dyslexia and dyspraxia in particular find it hard to scan text across such a wide screen, so we use restricted width to keep our website accessible.

Donating or fundraising in memory of someone is a very special and meaningful way to remember them – honouring their life and helping others at the same time. We're always incredibly touched and grateful to receive these donations.

You can support Mind in memory of someone in different ways:

- Make a donation in their name.
- Collect at a funeral or memorial.
- Take on a fundraising challenge.
- Create a Memory Space tribute fund.

Above: A restricted width row.
Below: A full width row



You can use a combination of **full width** and **restricted width** rows across your page for stylistic purposes, like in this example ^

33/33/33 rows are helpful to direct users to other site areas of interest, to direct users to ways they can get involved with Mind, or to show users relevant infographics

<p>More information on wills</p> <p>Answers to your questions about wills: making a will with your partner, inheriting money and how to get in touch if you're an executor or family member dealing with an estate.</p> <p>Read more about wills</p>	<p>Information on types of gifts</p> <p>This explains the different types of gifts, including our recommended wording, whether you're thinking of making a cash gift or a percentage of your estate.</p> <p>Read more about making a gift</p>	<p>The Free Will Offer Free Wills Month</p> <p>Find out about how our free will offer works, how to register and what happens next.</p> <p>Read more about our free will offer</p>
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How you can get involved

 <p>CAMPAIGNS</p>	 <p>ACTION</p>	 <p>SUPPORT</p>
--	---	---

Where does the money go?

 <p>100%</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>39.7m</p> <p>lorem ipsum dolor sit amet, consectetur adipiscing elit.</p>	 <p>13,456</p> <p>Lorum ipsum</p>
--	---	---

60/40 splits are useful to add an image or video to your page alongside some accompanying text, or some text with a CTA.

<p>Make a donation in someone's name</p> <p>As you make your donation, you can tell us the name of this special person and, if you want, you can tell us more about why you are donating.</p> <p>Donate in memory</p>	
--	--



Simon and Sally's story

When Simon's sister Amanda took her own life, he and best friend Sally decided to become involved with Mind by fundraising in Amanda's memory.

50/50 split rows, like 60/40 splits can also be used to add an image or video to your page alongside some accompanying text, or you could display 2 images beside each other. You can also use a 50/50 split row to display your CTA button beside your text, for extra impact.

With your help, we can be there for everyone who needs us.

[MAKE A DONATION TODAY](#)

Try using a 50/50 split to make a CTA stand out

<p>Spending</p>  <p>For every £1 ... we receive, including shop profits, we spend 85p on our charitable work.</p>	<p>Fundraising</p>  <p>For every £1 ... we spend on generating funds, we raise an average of £6.47</p>
---	--

Left or right sidebars can be used to place a small image or icon alongside some text. You can also put your CTA in a sidebar, alongside your text rather than beneath your text – this helps to make it stand out.



Get in touch with us

If you have any questions about donating in memory of someone, holding a collection, or Memory Space, you can get in touch with our In Memory Team.

Email: inmemory@mind.org.uk
Call: 0208 215 2243

We'll be happy to answer any questions you have.

Download our guide or get one by post

Many people have found our free guide on wills useful. The guide includes details on planning your will, choosing solicitors and thinking about the needs of family and loved ones. You'll receive our complementary DVD with your guide when requesting this by post.

[Download your guide](#)

[Get your guide by post](#)

A small image in a sidebar

Two CTA buttons in a sidebar

Right sidebar: You can also add an **'Info box'** to the right sidebar. An info box is a small block of content which appears beside the row of your choice as the user scrolls down the screen. It contains a CTA. Contact digidev@mind.org.uk for assistance if you'd like to create an info box.



My anxiety and depression at work

Helen is a 999 call handler and blogs about her experience with anxiety and depression at work.

[Read Helen's story](#)

mind

Dynamic infobox tagged with anxiety

[Click here](#)

An Info Box in a sidebar

Content Block Options

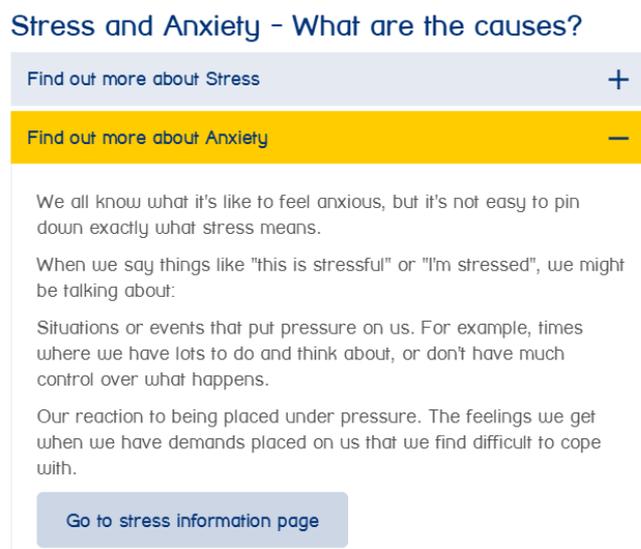


[Accordion](#) [Banner](#) [Content Summary](#) [Embed \(video\)](#) [Form](#) [Image](#) [Image Link](#) [Quote](#) [Rich text editor](#)

This menu doesn't cover all the different content blocks that are available, but it covers what you'll need to know for basic pages. If you're reading this guide digitally, you can click the hyperlinked title to be taken to an explanation of that block.

Some content types are specific to events pages, information pages, blogs and news articles. You will only learn about these if you will use them, so don't worry if you spot a couple of items that don't look familiar from this menu when building your page – you can ignore these and focus on the types you know how to use from this training.

Accordion: An accordion is a little like a table which expands and contracts as you click on each heading. Within each section you can add text and CTA buttons. They look like this:



Banner: An image banner, over which you can lay a quote (left or right aligned), like so:



Content summary: This consists of an image which can be right or left aligned, and can take up either 30% 40% or 60% of the screen width, and a rich text area which takes up the remaining screen width. In the rich text area, there is an option to add two links. If you add one link it will always appear as a button (A), if you choose to add a second link it will appear as a hyperlink (B). These links can only take a user to pages of *our* website.



Embed: Allows you to add a YouTube video to your page. All you need to do is copy and paste the URL from one of our YouTube videos into the URL field when prompted, and it will bring it onto the page. NB/ We only use videos from our own YouTube channel on our website.



Form: Allows you to embed a form in your page. This is not a *link* to a form, rather this will make the form appear on your page.

If you'd like to link to a form via a CTA button, please do the following:

1. Create a new page, and insert a 'Form' content block with the form of your choice.
2. Go back to the page where you want to create a button linking to the form. In a rich text content block, create a button and use a hyperlink to direct people to the form page.

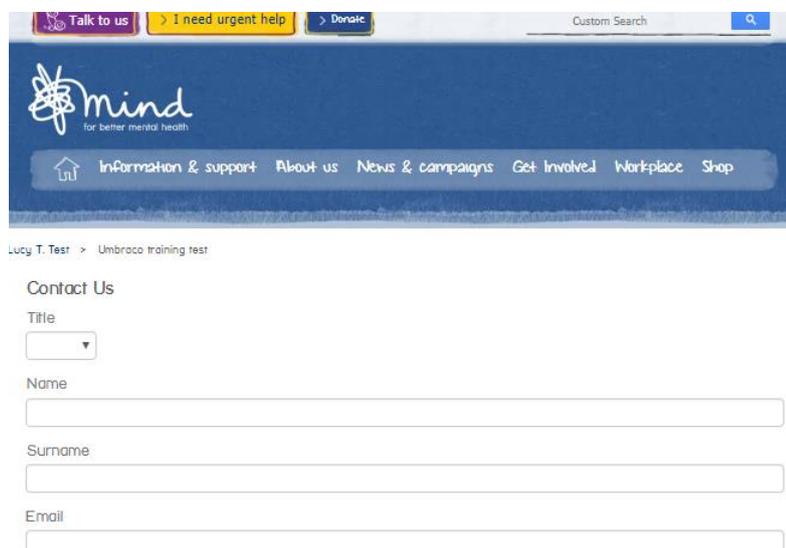
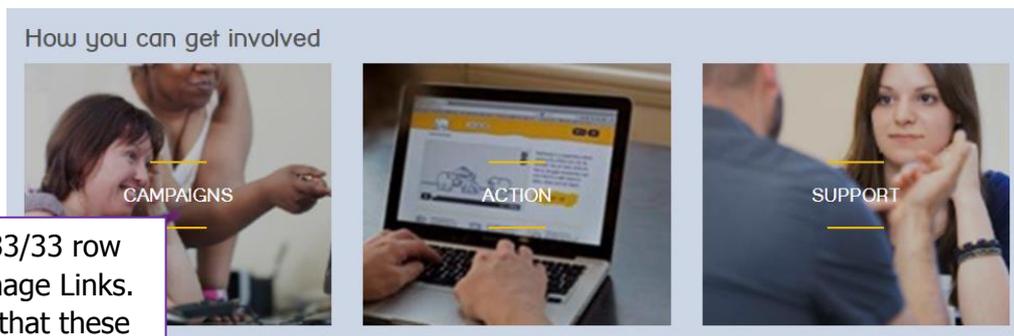


Image: A block which can contain any image from the media library.

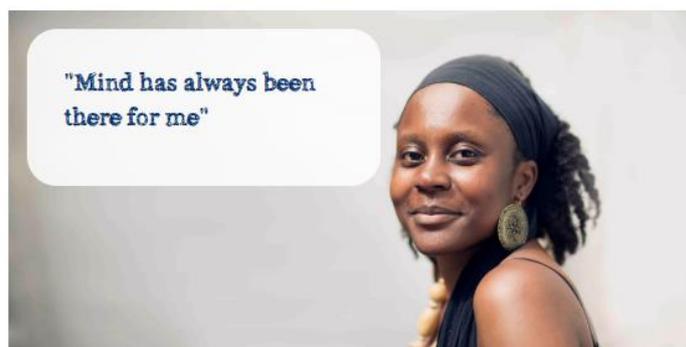
Image Link: An image link can only be created in a 33/33/33 row. It is an image which links to content on our website (not to external sites), and has a heading over the centre of the image. You can choose an image and the link text, and it will appear as a styled block.



A 33/33/33 row with Image Links. Notice that these images have titles, and are intended to be used as links



Quote: A quote block consists of an image of your choice and a quote 'bubble' in which you can add text. The bubble text will automatically be styled in our quote font Alabama (*Please note* that you should always use quotation marks for quotes).



Rich text editor: A content block in which you can: 1. Add and format copy with different font styles and 2. Add CTA buttons. Check the [font style guide](#) to see what kinds of fonts you can use.

I wanted the challenge to be a race. A race against the cyclists in which my advantage for swapping a top of the range bike for my trusty yellow trainers, was a seven-week head start on Geraint Thomas, Chris Froome and the chasing pack. To beat them to the finish line in Paris on 29 July, I would need to run an average of 30 miles a day for 70 days and work out a way to get up and down the numerous mountains that lay ahead.

I would need to run an average of 30 miles a day for 70 days

Then was the support team, or in my case the very small support team. Gone were the usual nutritionists and physios and in their place came my girlfriend Sally and her trusty Red Seat Ibiza. What we lacked in support staff or even room in the boot for all my trainers, we made up for in other ways. We had the desire for an adventure, the bravery or stupidity to try and most importantly a cause that meant a lot to both of us. That cause was to continue to raise money and awareness for Mind, Dorset Mind and Livability.

A rich text slice with font formatted in our quote font, Alabama



A 60/40 row with a rich text slice. The rich text slice includes a title font, and a CTA button, which is left aligned.

Font Style Guide

You can use a number of different fonts across your page to give your title impact, create subheadings, draw attention to subsections, pull out quotes and so on.

In some content blocks, font will be styled automatically for you (e.g. quote blocks use quote font) but otherwise you will be in charge of styling your font.

These are the sizes and style of all the fonts and buttons that you should use:

Font guidance:

- You should only use ONE **Heading 1** style on your page (Google recognises any font styled in 'heading 1' as the page title, and so gets confused if we build multiple 'titles')
- **Headings 2-6** should be used to define subsections
- **Large text** can be used to emphasise an introductory line/paragraph at the beginning of your copy
- **Body text** should be used for the majority of your page text
- **Quote text** should be used for quotes, along with quotation mark
- You cannot change font sizes, they are pre-set depending on the font type you choose (e.g. a heading 2 is always larger than a heading 5, and you cannot adjust this)
- The text used on **large buttons** always appears in capital letters for impact – be careful in using these for sensitive topics, as it might seem aggressive. Instead, try using these for snappy CTAs like 'Donate now'.

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Large text

Body Text

Quote (appears this size)

> [Button Link](#)

BUTTON DEFAULT LARGE

BUTTON PRIMARY LARGE

Button Default

Button Primary

Glossary:

This guide is designed to be straightforward, but there may be some new words to do with websites in general and Umbraco specifically that you do not recognise. This glossary will help you. If you come across any terms which aren't defined but need explaining, drop us a line at digidev@mind.org.uk and we'll edit the guide accordingly.

Back end of the website – This is where you edit the website & its pages – for us, this is Umbraco

Front end of the website – this is simply any page on www.mind.org.uk, and is the part of the website that users see

UX – stands for user experience. UX is how a website makes a user feel - good UX might make a user feel understood and calm, and could include things like intuitive navigation routes, clear and simple information or even personalisation. Bad UX might make a user feel frustrated or tired because information is hard to find, forms are long and difficult to fill out or navigation is unclear.

Breadcrumbs – breadcrumbs are the links on a page which show you where you are on a website, and where you've come from. They might look something like this Home > Information and Support > Types of Mental Health Problems > Paranoia > About Paranoia

Content area – the content area is the right hand pane of Umbraco where you edit the content of your page

Content block – content blocks are the elements which you build in the content area of Umbraco. You build a row (full width, 60/40 etc) and fill it with blocks of content such as rich text components, video components or forms

UAT site vs **Live site** – The **live site** is where you'll make edits that you want to publish to our website. The **staging site** is a great place to test things out, as nothing published here is visible to the public. We use the staging site for training.

A **listing page** is often the root of a site area. It links to all the relevant subpages or subsections, like a menu for that part of the website. For example, the 'Get involved' listings page on our website directs users to all of their options to do something with or for Mind - donate, join our membership, fundraise, campaign, volunteer etc. – take a look! <https://www.mind.org.uk/get-involved/>

Alt text is a text description of an image. It is very important for accessibility, particularly for those who use screen readers. It's a textual description of an image, and helps the user to understand the full story of the webpage, including the images, even if they can't see them. Check out this [WebAIM guide to Alt Text](#) for more detail.

Appendix

FAQs

Who should I speak to if I have a problem setting up my page?

If you're having trouble with an element of your page and can't find the answer anywhere in the guide, get in touch with digidev@mind.org.uk for advice. We will reply within 5-7 days.

Should I delete or unpublish a page if it's no longer in use?

In short, no – you shouldn't just delete or unpublish your page when you think it's no longer valuable or relevant.

When you remove a page from our website, you also delete its URL. That old URL, when visited, will then return a '404 not found' error. This is not good for our users, as they come to a dead end, which can be off-putting. It's also not good for our SEO efforts, as 404 pages make Google trust the content and quality of our website a little less, and so rank it a little lower. In time, if we stack up multiple 404 errors, this can push us down in Google's ratings and will mean that our content will appear lower and lower on search results pages. We don't want this!

Instead of simply deleting a page, the best thing to do is either to:

- redirect users to some equivalent/related content elsewhere on the site
- improve or update the page content

Often, this presents a great opportunity to promote your other offers, as you can direct users to other actions you'd like them to take (e.g. you could link to a related campaign, an event, a resource download page etc.).

Get in touch with digidev@mind.org.uk when you want to delete or unpublish a page, giving details of why it should be removed, and we'll advise on what's best. We can set up URL redirects for you.

To read about the SEO impact of deleting website content in more detail, check out these articles by Yoast: <https://yoast.com/deleting-pages-from-your-site/> and <https://yoast.com/update-or-delete-old-content-on-your-site/>

I need to build/edit a form – what's the process for doing this?

We have recently edited access to forms to reflect the new Data Governance Framework which is coming into action across Mind. These days only the DigiDev team & Data team have permission to make changes to forms, in accordance with the framework. All other employees can still access their forms to export data, but they cannot make changes to forms or create forms.

The new process for requesting forms changes or requesting the creation of a form is laid out in the framework, and works as follows:

1. Firstly, contact Compliance who can advise on the content of your form, i.e. what kinds of form fields and statements are appropriate to use.
2. Following this, contact the Data Team to request Data Briefing document A. You will need to complete The Brief (Part A) to determine why you want to collect this new data. When completed, you should send this to the Data Team explaining that you'd like to create a new form, or edit one of your forms.

3. Then you'll be asked to complete Brief (Part B) outlining the specific changes you want to make, or the form fields you want to create. Fill this out and send it back to the Data Team.
4. Next the Data Team will review the changes/requests you are requesting in Part B and will discuss any queries with you.
5. Once approved, Data will ask you to send both briefing documents (A & B) to us (DigiDev) and we will edit/create your form. We may discuss edits with you if we need any clarity.
6. Finally, if we have no queries, DigiDev will let you know once your changes have been made/your new form has been built. We will give you access to export entries from this form, and you can use it on your page.

Make sure to leave plenty of time for this process, particularly if your form is complex, as the reviewing process may take longer. We recommend putting aside at least 1 week for a simple form, and up to 3 weeks or longer for a complex form.