Murray Digital Platform – Fact Sheet One
Content Loading Information & Tips

Background

Throughout the development and implementation of the Murray Regional Tourism (MRT) Digital Platform Project there has been various learnings around content loading plus information that can assist with the more technical aspects of websites that individual destinations may like implement.

To assist destinations maximise their online performance and use of the digital platform a series of 'Fact Sheets' have been created to document and share these learnings. This is the first fact sheet in this series.

Prior to starting the content loading process on your destination website, read the platform administration user manual. If you don't have the manual, please request this from MRT.

Content

Content should be planned and changed at a minimum on a seasonal basis. A seasonal content plan is a great way to commence the thought process and discussion around what key experiences your destination wants to highlight and how they will be reflected throughout the site.

Images

1. The preferred Image size so they are optimised for the web and to minimise page load time is maximum 90% quality and width 1920px and height 1440px. If Photoshop is being used, save for web and ensure "none" is selected in the metadata dropdown.
2. It is recommended that images are resized prior to uploading to the platform. Images that are too large will affect your website page load times.
3. Tagging: It is recommended that each image that is loaded to the platform is assigned 5-6 tags. Tags can be setup in the back end under 'Settings'. This will assist greatly with searching and locating the image in the future.
4. Experience based images with talent depicting your target market demographic are vital to selling your destination and should be refreshed, the same as written content.

Written Content

1. Every page should include a call to action (CTA), i.e. 'More about Family Fun'. 'Learn More' is a weak CTA so avoid using this. CTA's are short, simple, action oriented and typically are buttons.
2. Every page should include links in the editorial copy and proof points, i.e. product listings to support the content. Links are signposts; steps in completion of a task.
3. Ensure 'Heading' style consistency across pages with the use of capitalisation vs lower case.
4. If you have package/deal page ensure it is cross promoted on relevant pages within the site.
5. Be consistent with the use of number of maps on pages.
6. Most pages should include introduction written content.
7. Users don't necessarily read online they scan content.
8. Four purposes of online content:
- Communicating a message, emotion, imparting information and instructions,
- Navigating (orienting content being headings and links within copy to internal or external pages),
- Finding (search engine optimisation & keywords), Metadata, filters etc,
- Acting (Calls to action, forms, surveys, polls, shopping carts, contact information, phone numbers).
9. Content elements include headlines, body copy, links and calls to action.

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New Blocks

The new functionality blocks will be assigned to every destinations homepage template. The blocks can be moved around and placed anywhere on your homepage. At this stage, a training resource is yet to be developed so questions in relation to the functions available on the blocks can be directed to Rachel at digital@mrtb.com.au

The blocks can also be assigned to inner page templates through the CMS as follows:

Navigate to pages > template
Select the relevant template > click 'edit'
In the blocks field, you'll find you can click in the field to reveal a drop down to add in further content blocks.
Save when you are completed.

Font size and colour issues explained

The transition branch development included a number of design changes, which in being deployed have revealed a number of issues with how the content on all sites was originally entered, thus some differing fonts and colours.

Evolution 7 have provided the following instructions on how to determine if content has been pasted with original formatting and how to strip the formatting.

Example

History and Heritage page http://www.visitthemurray.com.au/history-and-heritage
There were errors (differing font sizes and colours) in the content that had been entered, most likely from copying and pasting the content in from another source, such as Word. If content is copy and pasted in, then it is strongly recommend copying into notepad/text editor first to strip the formatting.

The screenshot below is a copy of the source view. The highlighted button in the top left of the text editor reveals the source view. The code highlighted in a red box is how the content should look, where the styles are dictated by the style selected in the CMS interface (here, <h3> for the heading and <p> for the paragraph).

In comparison, the incorrectly entered content is noticeably different which highlighted in yellow. Here, the styling being applied to the font is being dictated by the style information that has been pasted from another source.

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The screen shot below is of the source view of the page after the content errors have been fixed.
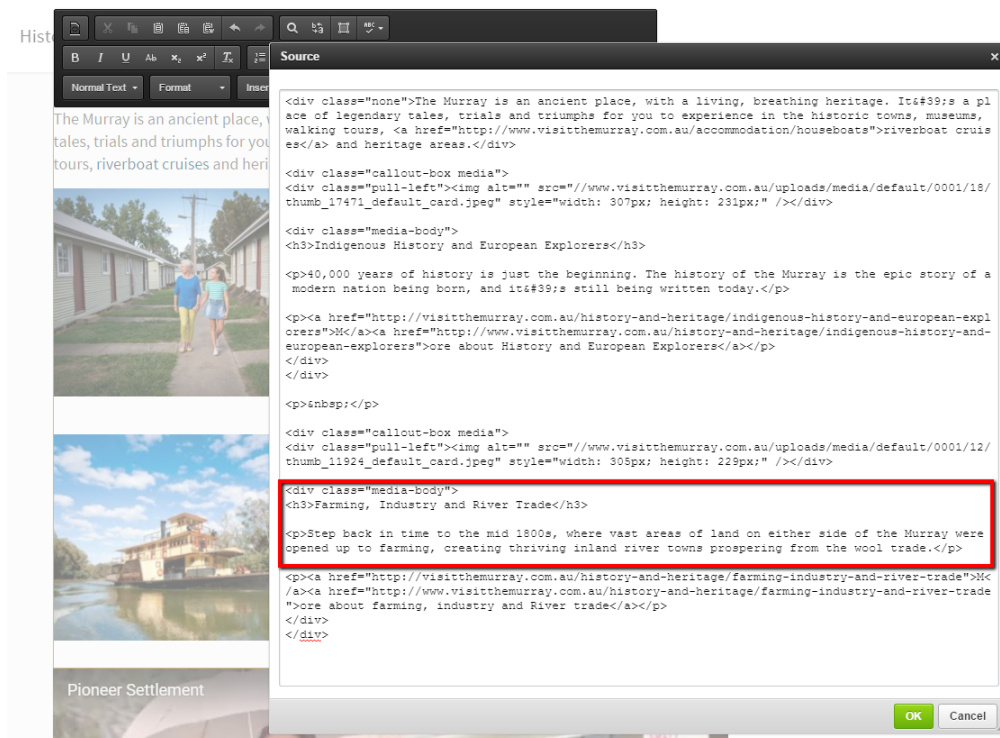

Note: When copying text content from Word or similar editing programs, the formatting will need to striped so that it doesn't reflect on the website page. The easiest way to strip the formatting is to copy the text that is required and paste into Notepad. Then copy from Notepad and paste as plain text onto the website page. This will then ensure that all embedded formatting is removed.

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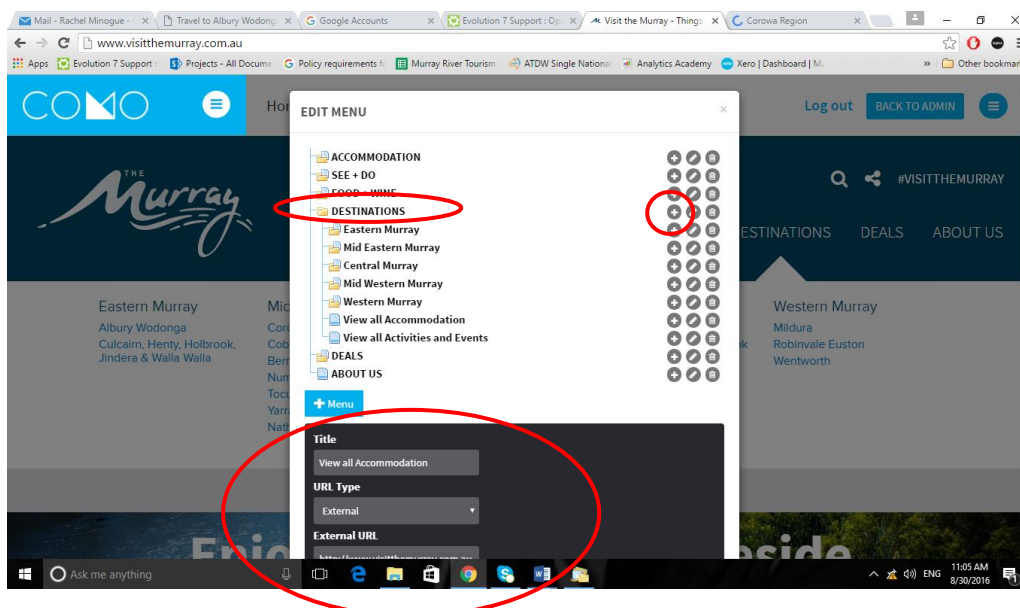# Content Loading Information & Tips

Helpful Links

Helpful links can be added to your destination website to provide users with another means of journeying around the site. When added these links are displayed at the bottom of the drop down navigation menu as per the example below. Helpful links can be displayed for every level on menu item, however, they need to be added separately to each level one menu item in the navigation menu.
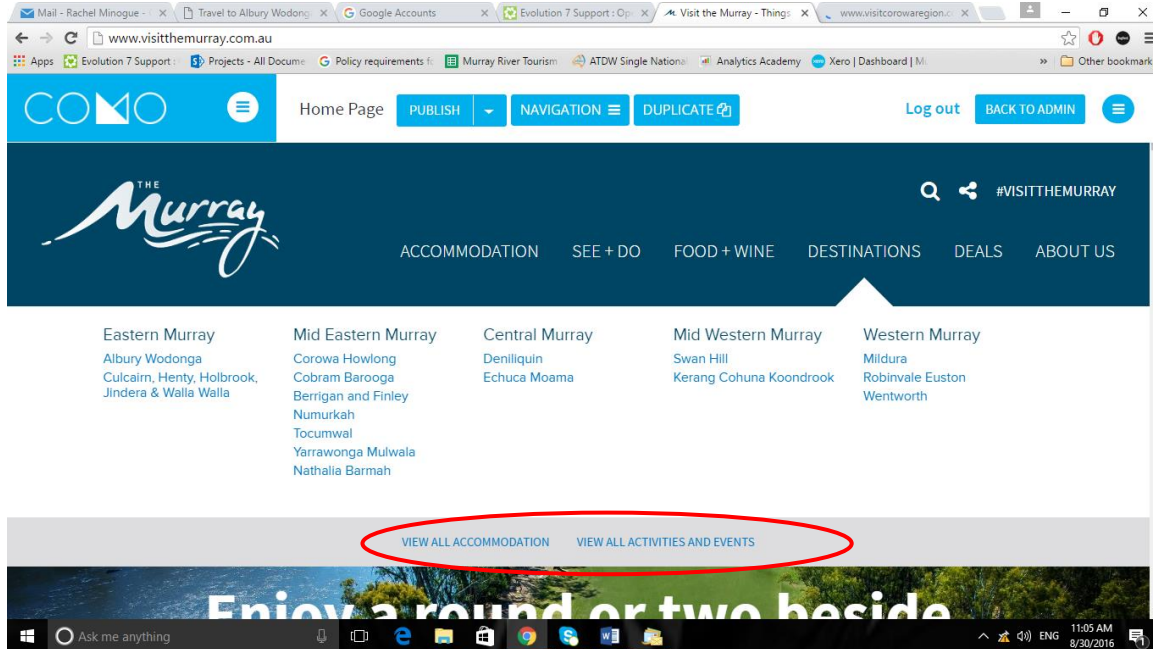
To add helpful links to your website, follow the instructions below. In this example, the destination section of the Murray Region Website has been selected to demonstrate the instructions.
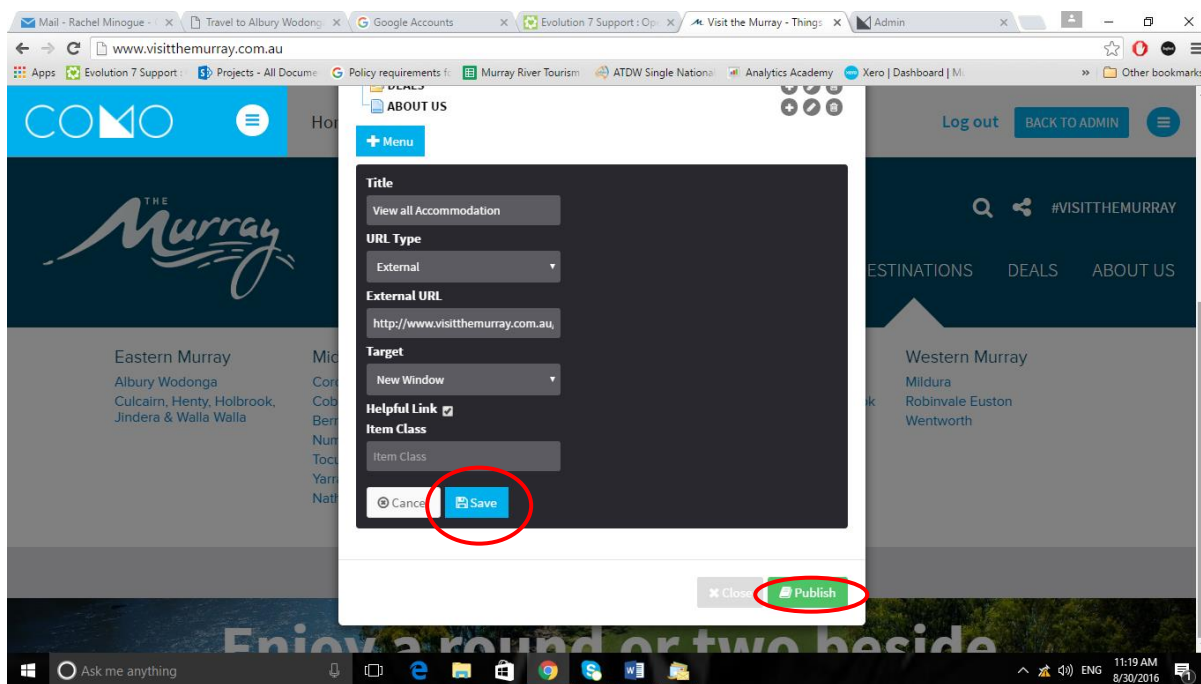
1. Log into the CMS.
2. Select the 'Navigation' button at the top of the screen.
3. Select the level one menu item that you would like the helpful links to show on. In the example below, 'Destinations' has been selected.
4. Next to the Level One Destination menu item, click on the '+' icon. This will reveal a new editing section to the bottom of the menu.

5. In this example, the Title is 'View All Accommodation'. The title field text is the text that will display at the bottom of the drop down navigation menu.
6. URL Type – select 'External'.
7. External URL – add the URL for the page that you want the link to go to. For example, the URL link for 'View All Accommodation' is http://www.visitthemurray.com.au/operator/search#/type/stay
   This link takes users to the dynamic search results for accommodation on the Visit the Murray website.
8. Target – select 'New Window'.
9. Helpful Link – tick this box.
10. Select 'Save' and 'Publish'
11. The helpful link should now immediately display on the front end of your website, under the level one menu item where it was added.
12. Proceed with the above process to add multiple helpful links to each level one menu item and to add to other menu items.

You may wish to trial adding helpful links on your destination staging website prior to adding to the live site. Follow the instructions above, however, log into the CMS of your staging website.

Published Page URL name changes
If there is a need to change the URL of a published page or delete a page, please ensure it is removed from the navigation menu before doing so otherwise the navigation menu will disappear. It is not good practice to change the URL of a page once it is published and the digital platform has been built on the assumption that people wouldn't do so.