

GETTING STARTED



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Created By



Using RocketPages

Congratulations on your decision to use RocketPages as the Content Management System (CMS) for your website. We have taken great pains to make RocketPages the most powerful, flexible, intuitive, and easy to use CMS we know of. We not only believe that managing your site will be easy, but that you will have fun doing it.

We think RocketPages is so easy to use, you can figure it out simply by poking around—but we want to give you an extra edge by providing this User's Guide. Herein you will find general info on the major components, as well as a few details to help you with some of the trickier parts.

A major benefit of RocketPages is that if you do get stuck, you can always call or email our expert tech support: you will be talking directly to the people who designed the system (contact info is at the back of this guide).

Thank you for allowing us to help you with your website!

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Getting Started

Access The Control Panel

Access the administrative functions of the website via the control panel (or “back end”). Simply add ‘/cp’ in lower case to the end of your website url.

<http://yourwebsite.com/cp>

Then enter your user name and password and you’re in. The first thing you’ll see is a navigation pane on the left and a list area on the right. The highlighted navigation item will likely be “Manage Pages & Navigation,” with its associated list on the right. You will spend a good amount of time working with this list when you are not actually creating or editing page content.

The screenshot shows the Rocket Pages Control Panel. On the left is a dark navigation pane with a red 'Logout' button at the top. Below it are several menu items: 'LAYOUT PAGES' (highlighted in red), 'SITE MANAGEMENT' (with 'Manage Pages & Navigation' highlighted in red), 'DATA MANAGEMENT', and 'SITE ADMINISTRATION' (with 'Manage Control Panel Access'). To the right of the navigation pane is a list area titled 'PAGES'. It contains five entries: 'HOME', 'Our Products', 'About Us', 'Contact Us', and 'Widget Tester'. Each entry has columns for 'LAYOUT', 'ADD SUBPAGE', 'SORT', 'EDIT', 'ACTIVE' (with a checked checkbox), 'IN NAV' (with a checked checkbox), and a delete icon. At the bottom of the list area, there is a footer with the text 'RocketPages © Content Management System by Rocket Jones Interactive All rights reserved.' and links to 'Contact' and 'Tech Support'.

The Navigation Pane

This is your hub for finding your way around your site’s back end.

The diagram shows the Control Panel navigation pane on the left with various menu items. Dashed red lines point from each item to a descriptive text block on the right:

- 'LAYOUT PAGES': View your site's front end (the part your site visitors will actually see) and edit the content on your site pages.
- 'Manage Pages & Navigation': Add, delete, and sort pages. Add titles, footer info, and meta data to pages.
- 'Manage Images & Files': Upload and edit images and files.
- 'Manage Control Panel Access': Site-relative modules.
(Your site may show different items here.)
- 'Manage Control Panel Access': Grant other users access to the site Control Panel.

Creating & Managing Pages

You will create, delete, move, edit, hide and show site pages using Manage Pages & Navigation. The example below describes the buttons you will use to perform these functions.

PAGES	LAYOUT	ADD SUBPAGE	SORT	EDIT	ACTIVE	IN NAV	TRASH
HOME					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
► Our Products					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
► About Us					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
► Contact Us					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Widget Tester					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Disclosure Arrow – Click to hide or show nested pages (hides in list only). If there is no disclosure arrow, the page has no nested pages (children) to disclose. The *Home Page* is an exception; it is a parent to all other site pages, but hiding its children is unnecessary.

Pages – The names of the site pages, shown in the order they will appear in the site navigation.

Layout – Click to view this page as it will appear to site visitors, and layout or edit its content.

Add Subpage – Click to add a new page as a child of this page.

Sort – Drag to rearrange the order this page will appear in the site navigation. It can only be sorted within its current level, and its children move with it.

Edit – Click to display this page's *Detail Page*,* where you may change the page name, title, footer info, meta data, template, or move it to a different level in site hierarchy.

Active – Deselect to hide this page from site visitors while creating or editing it, or when its content is not currently applicable (e.g. season-specific content).

In Nav – If active, this page will appear in the site navigation as part of the page hierarchy. If “Out of Nav,” you may still provide access to the page by creating a direct link to it somewhere else in the site, such as a link within a paragraph of text.

Trash – Click to delete this page from the site. You will be asked whether you want to delete this page's children as well.

* Detail Page vs. List Page

Most of your site's major components will be accessed through its own *Detail Page*, which groups inputs and data specific to that particular item. (In this case, the “particular item” is one of your site pages. Note: Pages are unique in that you will also input front-end content visible to site visitors, so pages have both an *Edit* button to change some page features, and a *Layout* button to change page content.)

Most items which have their own Detail Page will be accessible through a *List Page*, such as the *Manage Pages* List Page shown above. However, there are some items that have only a Detail Page, which is accessed directly by a link in the Navigation Pane. Later, we will discuss a couple other types of List Pages provided in your RocketPages back end.

ABOUT PAGE HIERARCHY

One great thing about the web is that you can cram volumes of information into a seemingly small space. In print, an encyclopedia set looks massive because it *is* massive. On the web, enough content to dwarf a printed encyclopedia can be hidden beneath a single, unintimidating home page.

PAGES	This is accomplished by organizing pages in a hierarchy. Like the roots of a tree, pages branching out from each other in exponential numbers can be concealed under the surface. The pages nested under the home page can each have nested pages as well, all accessed by clicking links in the site navigation. (For example, if a website had just three levels of depth beneath the home page, with an average of 10 pages per level, that site would have well over 1000 pages—any of them accessible in three clicks or less!)
HOME	
▶ Our Products	
▼ About Us	
▼ Our Staff	
Full Time	
Part Time	
▶ What We Do	
Our History	
▶ Contact Us	

Ancestors and Descendants

We will refer to pages in the hierarchy as *parents* and *children*, or, more remotely, as *ancestors* and *descendants*. Your home page will have several children, therefore it is a parent page. Also, each of those pages might also have children, and would therefore be parents as well. Any pages that are “out of nav” are not a part of the bloodline, but are like adopted family members.

Your Site’s Hierarchy

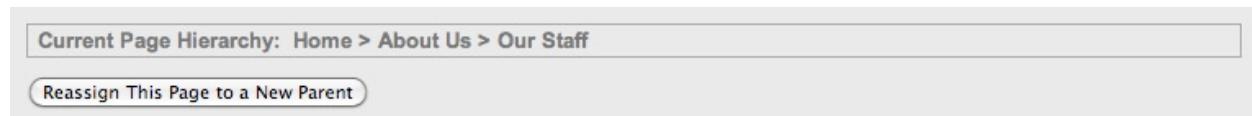
Your site’s page depth (total levels of hierarchy) has been preset to work well with the kind and amount of content on your site. You should carefully plan how to best take advantage of your hierarchy to guide visitors to the info important to them—without packing your pages with so many links that your visitor will feel confused or intimidated.

The disclosure arrows in your *Manage Pages & Navigation* list enable you hide branches of your family tree so that you may quickly find the page you need. Because the lowest level in your hierarchy cannot have any children (a.k.a. *subpages*), that level always lacks disclosure arrows. (For the same reason, it also lacks “Add Subpage” buttons.)

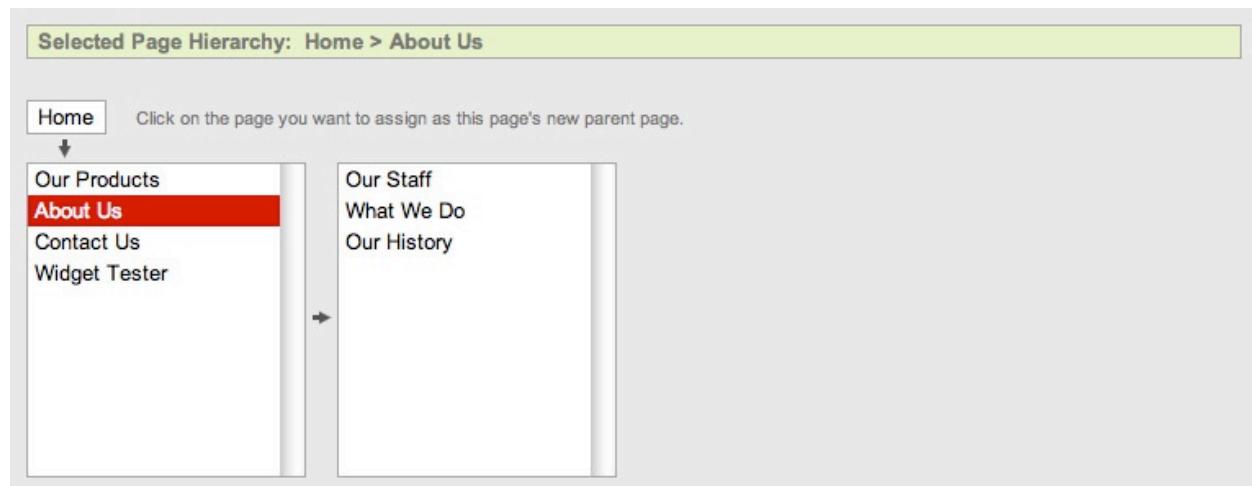
REASSIGN A PAGE TO A NEW PARENT

On occasion, you might create a page that you later decide is better suited for a different branch of the family tree. RocketPages allows you to make that page a child of a different parent, even if the new parent is on a different level in the hierarchy.

First, access the page's Detail Page (Click the page's "Edit" button within *Manage Pages & Navigation*). You will find a list of the page's current ancestry, and underneath, a "Reassign This Page to a New Parent" button.



Clicking "Reassign" allows you to navigate lists of pages, each list representing a different level in the hierarchy. starting with *Home*, select a page name to reveal the selected page's children. The ancestry list above will be updated to show your proposed new ancestry.



Whichever page name is highlighted in red when you click "Submit" will be your page's new parent. You may experiment and click around as much as you want before you submit the form. At your lowest level you will see a warning instead of a page list because lowest-level pages cannot be parents—you cannot assign a page below your allotted page depth.

If the page that you are moving has any children, those pages will move with it to the new branch of the tree. However, you may not assign a page to any level that would cause its children to fall below the allotted page depth. Therefore, you will see a warning instead of a page list at any level that would force pages below the lowest level.

Working With Images

IMAGE SIZES FOR YOUR SITE

To help your web pages load quickly, your images should be as small as possible. However, if you upload an image that is smaller than the content area in which it will be placed, the image will be scaled up to fit the column; **THIS IS BAD**—it results in a blurry or grainy image. (RocketPages provides the “Do Not Scale” function to allow small images to display at their uploaded pixel size when you *intend* for them to be small.)

RocketPages allows you to crop your images after you upload them, and also works behind-the-scenes to make your images web-friendly, but for a truly optimized site, you should crop and scale images to their display size before you upload them. (Tip: Avoid enlarging images; this blurs them. Start with large, quality photos instead.)

Scale the images to the correct width, making sure to scale proportionally so that the images don’t look stretched. If your computer does not have image editing software (such as Microsoft Paint), free or low-cost software available online should be sufficient.

How to Determine Image Widths in Your Site

Image size on websites is measured in *pixels*. Essentially, a pixel is just a tiny dot of color that, when combined in a pattern with thousands of other pixels, creates the illusion of a smooth image. In order to know how many pixels wide your images should be on your site, follow these steps:

1. Create an inactive temporary page for each page template. This way you can delete the pages when done.
2. Load images into widgets in all the content areas on each template. Be sure to leave “Do Not Scale” deselected (you want the images to scale to the width of the content area). Use widgets that display images at full column width (such as the *Text & Image* widget, as well as those that display at partial column width (such as the *Text & R or L Images* and *Row of Images*).
3. Take a screen capture of each of these images.

On a Windows PC, press Print Screen (PrtScn), then paste into your image editor (Microsoft Paint, Photoshop Elements, etc). Crop the image using the Crop Tool, then look at image pixel dimensions in the image info.

On the Mac, type Command + Shift + 4, then click and drag around the image. If you align the crosshairs at the left edge of the image and drag to the right edge, the crosshairs will show you the pixel width. (Older versions of Mac OS X may not give you pixel dimensions on the crosshairs. You will have to open screen captures in iPhoto and crop to see pixel dimensions.)

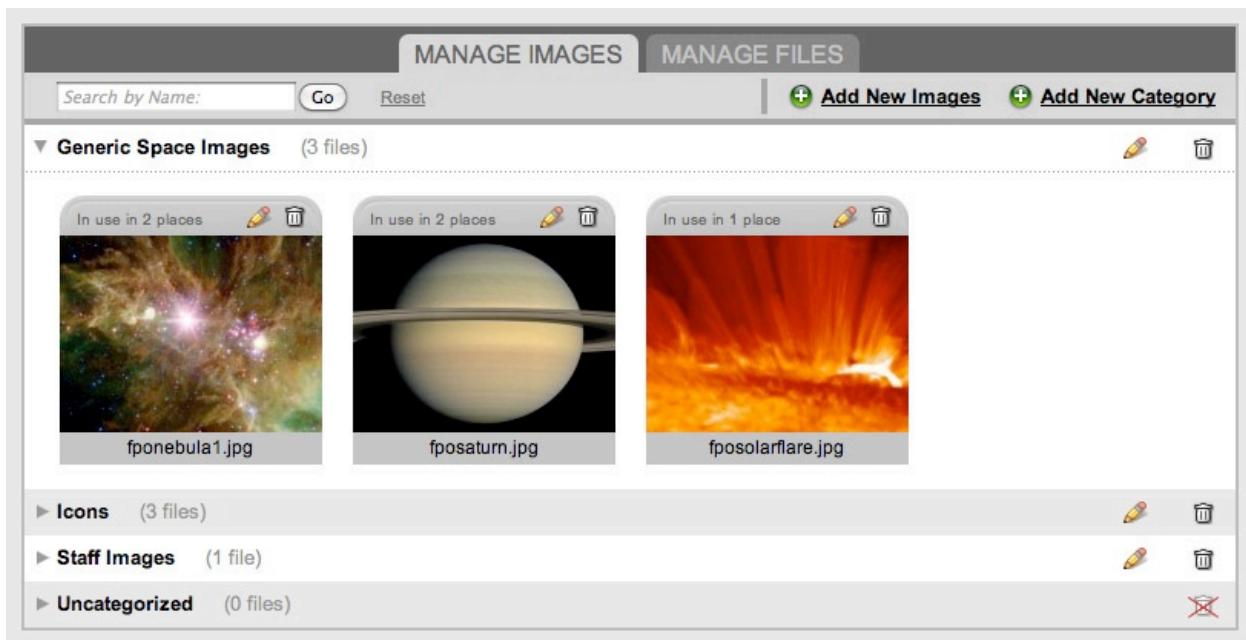
ADDING IMAGES AND FILES

Click **Manage Images & Files** to add images and documents to your site library. The tabs at top allow you to choose between working with image files (such as photos or art) and other files (such as PDFs). To help you stay organized, you may create categories for both kinds of files. The categories will have disclosure arrows that allow you to hide the files you don't need at the moment.



Click "Add New Category" to create new categories. It is a good idea to create one or two categories before uploading files because you may only reassign files out of "Uncategorized" one at a time. You may rename or delete categories by clicking the "Edit" pencil or the "Delete" trash can.

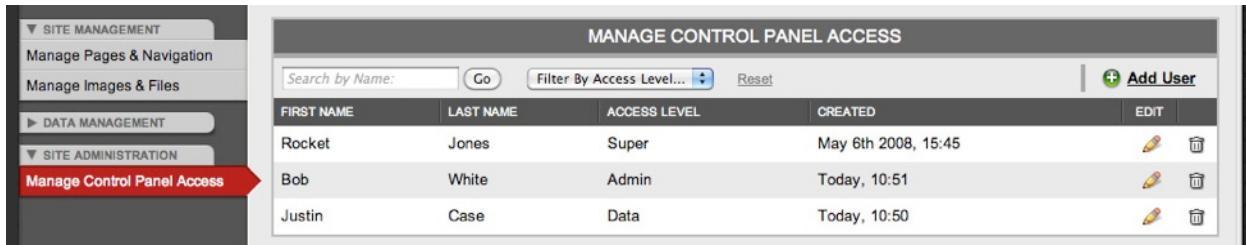
Click "Add New Images" or "Add New Files" to upload files to your site. Allowed image types are JPG, PNG, & GIF in RGB format. Allowed document types are PDF, ZIP, DOC, XLS, & PPT. After browsing your computer for the files, select the desired category and click "Upload." You may then return to your *Image & File Manager* list or upload more files. Upon return to the list, you will see your uploaded files in their respective locations.



For images, click the "Edit" pencil in order to read stats, crop the image, assign it to a new category, or create your own "Alternate Text" (also called "alt text," this displays if site visitors have images disabled, and it is what is read aloud by screen reading software for the vision-impaired). For files, click "Edit" to read stats, assign it to a new category, or replace the file throughout the site with an updated version of the file.

Manage Control Panel Access

Click *Manage Control Panel Access* to grant others the ability to login to your site back end so that they can update your site content. Click “Add User” to create a new user account. Rename or delete users using the “Edit” pencil or the “Delete” trash can.



The screenshot shows a software interface titled "MANAGE CONTROL PANEL ACCESS". On the left, there's a sidebar with "SITE MANAGEMENT" and "DATA MANAGEMENT" sections, and a "SITE ADMINISTRATION" section containing "Manage Control Panel Access", which is highlighted with a red arrow. The main area has a search bar, filter buttons, and a "Reset" button. A table lists three users:

FIRST NAME	LAST NAME	ACCESS LEVEL	CREATED	EDIT
Rocket	Jones	Super	May 6th 2008, 15:45	 
Bob	White	Admin	Today, 10:51	 
Justin	Case	Data	Today, 10:50	 

Unless your site has been set up differently, you will have three levels of users:

Super

The highest level is “Super,” which grants full access to all site editing functions, including adding and deleting pages, editing all page content, and managing users. The site owner will be set up as a super user, and may create other super users as well. (Hint: print a copy of this page for yourself to write usernames and passwords.)

Admin

“Admin” users may not manage users, but may add and delete site pages and edit all site content.

Data Entry

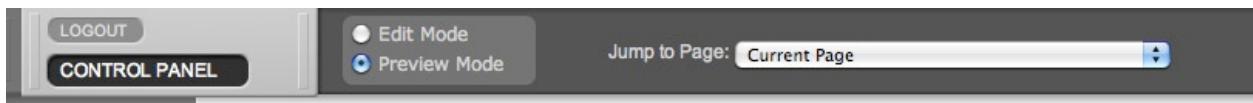
“Data Entry” users may not add or delete site pages, manage users, or delete images or files, but may add images or files and may edit page content, including adding and deleting content.

Editing Page Content



You have a website to get your information “out there” where people can find it, and you chose RocketPages to make it easy to get that information into your site and stay in control of what it says. The majority of the time you are logged into RocketPages will be spent adding, deleting, or editing the information, or *content*, on your site pages. The *Layout Pages* button is how you access these capabilities.

Page Layout mode displays your site front end with a RocketPages control bar at the top of the screen. (Note that on the control bar, the *Layout Pages* button now says *Control Panel*. When you want to manage pages, files, users, or custom modules, click *Control Panel* to reveal the navigation pane.) The control bar also shows “Edit Mode” and “Preview Mode” radio buttons as well as a “Jump to Page” pull-down.



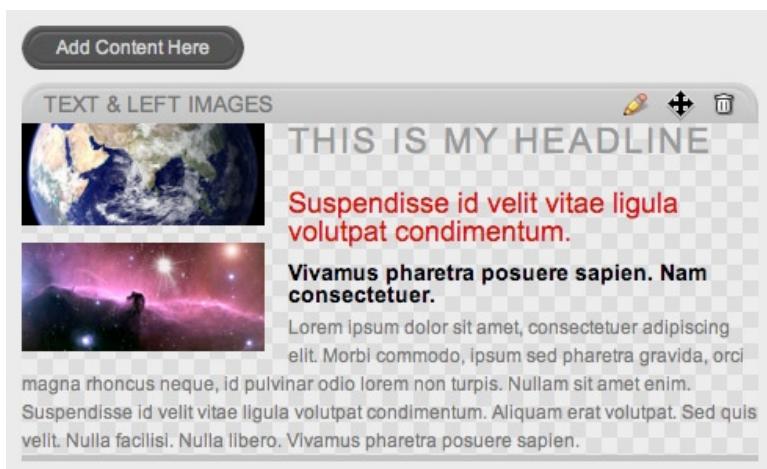
Jump to Page

The Jump to Page pull-down provides a way to navigate to any of your site pages. While in Page Layout mode, the navigation menus in your site front end are fully functional, and offer a nice way to switch to any “In Nav” pages, but Jump to Page provides a quick way to access even “Out of Nav” pages.

Edit and Preview Mode

Preview Mode displays your site exactly the way your site visitors will see it, and the content cannot be edited. Use this mode to verify that your changes look the way you want without having to log out of RocketPages.

Edit Mode modifies your front end display by adding controls to your site content. The “Add Content Here” button appears at the top of every content area, and allows you to place content on your page (in an invisible container called a “widget”). Widgets become visible in Edit Mode through a patterned background and a gray bar at the top and bottom of every widget.



Because widgets are the heart of the RocketPages CMS, we will cover them in depth a little later. For now, just know that widgets are rectangular containers that you fill with content and arrange in content areas on your pages. The kind of widget chosen dictates the kind of content displayed and its appearance.

Click the “Add Content Here” button to bring up a list of widgets available in that content area, select the kind of widget you desire, input your desired content, and click “Submit” to create the new widget on the page.

CONTENT AREAS AND TEMPLATES

Part of the creation of your RocketPages website involved the development of your unique site design. One thing your designer did was consider the kinds of content you would have, and plan the context and structure in which to place that content. Depending on the needs of your site, you have one or more content areas organized to accommodate your special content, and those content areas may require different arrangements in what we call *templates*.

Content Areas

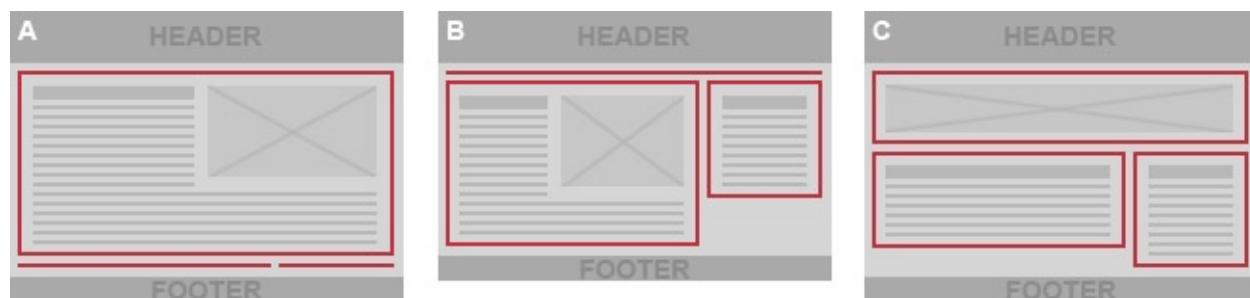
Content areas are rectangular containers that grow vertically when populated with content. As you add widgets to any content area, those widgets stack on top of each other and force the content area to grow. As the content area grows, it pushes down any other content areas below it, or even the page footer.

Each page template can have different arrangements of content areas, such as a wide left column with a narrow right column, or a single wide column with three equal columns underneath, etc. No matter the arrangement, the content areas cannot overlap each other, cannot grow horizontally, and allow for vertical expansion (unless constrained to a fixed height to accommodate a special kind of content).

Some content areas are designed to accommodate only certain kinds of widgets. For example, a pull quote might look great in a narrow sidebar, but a horizontal row of images might look terrible there. Therefore, your designer may have specified to restrict certain widgets from certain content areas. When you click "Add Content Here," the resulting widget list will show only those widgets available for that content area.

Collapsible Content Areas

One great feature of RocketPages content areas is that if no content is placed in them, they collapse to zero height. The diagram below represents a template with a full-width content area on top, and below that, two narrower content areas side-by-side (content areas shown outlined in red). Some pages (a) might use only the top area, other pages (b) use only the bottom two, and other pages (c) use all three. Essentially, this configuration would allow for the appearance of three templates while actually using only one.



Vertical Spacing of Content

Because the content areas are designed to collapse to zero height whenever they are empty, they do not have any built-in vertical spacing to create breathing room between the content and the surroundings. The necessary vertical spacing is built into each of the content elements as part of their styling, allowing headlines, paragraphs, images, etc. to have the proper breathing room between them.

Your designer may have chosen to create different spacing for different elements. For example, you probably have a greater space above your headlines than above your paragraphs (example d). With this kind of spacing, if you were to choose to put a headline at the top of the left column, and a paragraph at the top of the right column, the tops of the two columns would not align with each other (e). Therefore, RocketPages automatically removes the spacing of the first content element at the top of each content area. This allows your content to align at the top of the page very nicely (f).



Automatic removal of the top space can cause a problem if you have multiple content areas stacked on top of each other: the built-in vertical space between the content in those areas will disappear, and the content will look too close together. To fix it, just put a *Spacer* widget at the bottom of the upper content area or at the top of a lower content area. (The *Spacer* widget adds a vertical space that you specify in pixels.)

Templates

The page *template* is the component of the website design that remains consistent from one page to the next. This will include the *header* (the area at the top where you often find the logo and other branding, search box, special links, etc.), the *footer* (the page bottom), the background, and the configuration of content areas.

A site might utilize multiple templates. For example, to make a strong first impression, a site's *Home Page Template* might have a fancy header and only a single wide content area. The *Subpage Template* may use a simpler header and multiple content areas to give greater flexibility in the layout of content. There could also be a third template intended for a special kind of content, such as a product list.

In the example below, template (a) has a header that occupies more vertical space and larger navigation items, whereas in template (b), the layout includes an area for sub-navigation in the right column area.



About Widgets

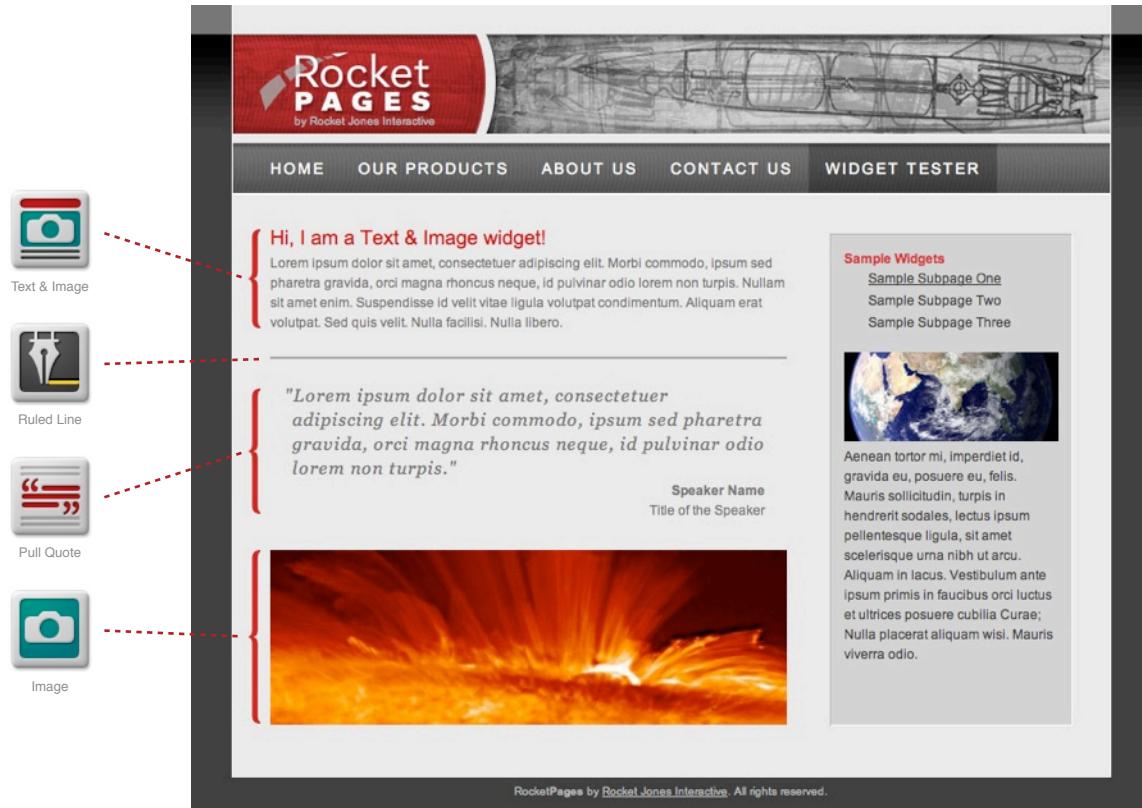
You use RocketPages so that you can edit your own content on a site that has been beautifully designed to show off your content and your brand. One of the major advantages of RocketPages is that even though you get in there under the hood, you can't accidentally break something or wreck the design.

When you create a new widget, you simply enter text and images and never have to worry about the design. The content in widgets is automatically styled when viewed on your site front end. As you get to know RocketPages, you will discover new ways to use the powerful features embedded in each widget.

RocketPages makes available a suite of widgets, each having its own function and styling. Your graphic designer selected those widgets well suited to the kinds of content you need, and has crafted the design for each widget. Should your needs expand in the future, other widgets or custom modules can be added at any time.

USING WIDGETS

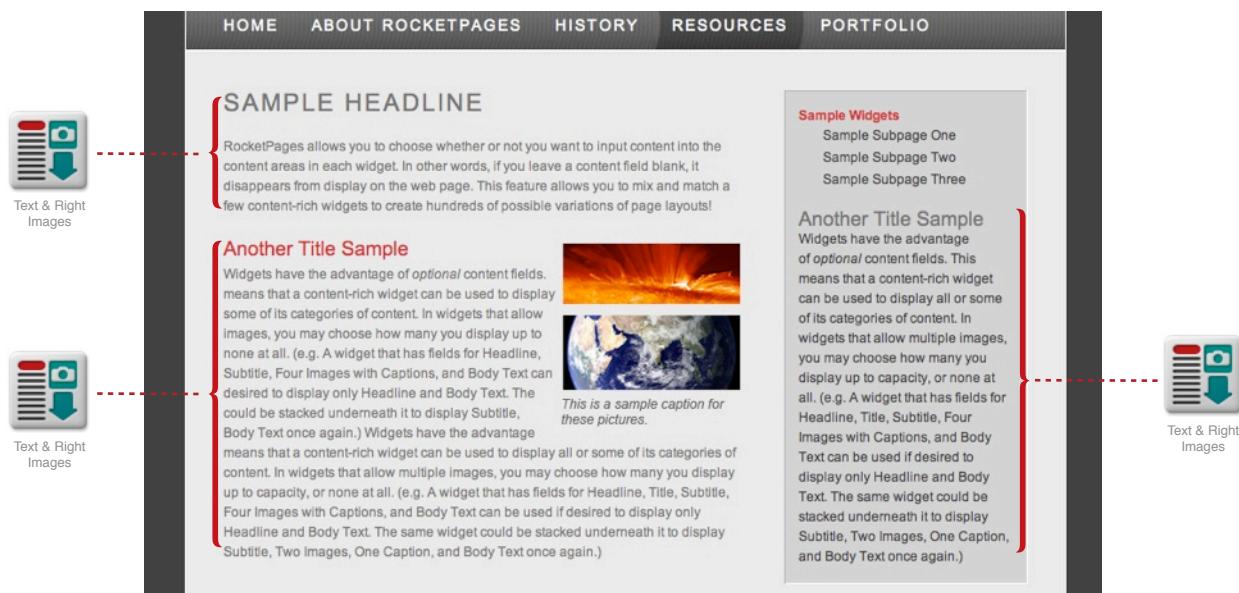
As we already discussed, widgets are essentially rectangular containers that you populate with content and arrange in content areas on your pages. They stack on top of each other, causing content areas to grow vertically and make your web page longer. The example below shows four different kinds of widgets stacked in the left content area, but never perceived by your site visitor to be a stack of boxes of content.



Optional Content Fields

Widgets have the advantage of *optional* content fields. This means that a content-rich widget can be used to display all or some of its categories of content. In widgets that allow multiple images, you may choose how many you display up to capacity, or none at all.

For example, a widget that has fields for Headline, Title, Subtitle, Four Images with Captions, and Body Text can be used if desired to display only Headline and Body Text. The same widget could be stacked underneath it to display Subtitle, Two Images, One Caption, and Body Text.



Control Icons

In Page Layout Edit Mode, your widgets are wrapped in gray bars to make them conspicuous. Hovering over a widget reveals control icons in the top bar: an "Edit" button, a "Move" drag handle, and a "Delete" button. (Some custom widgets may have different controls.)



Click the Edit button to bring up the widget's detail page, which contains all of the inputs for the widget's content. We will cover editing widgets in more detail later.

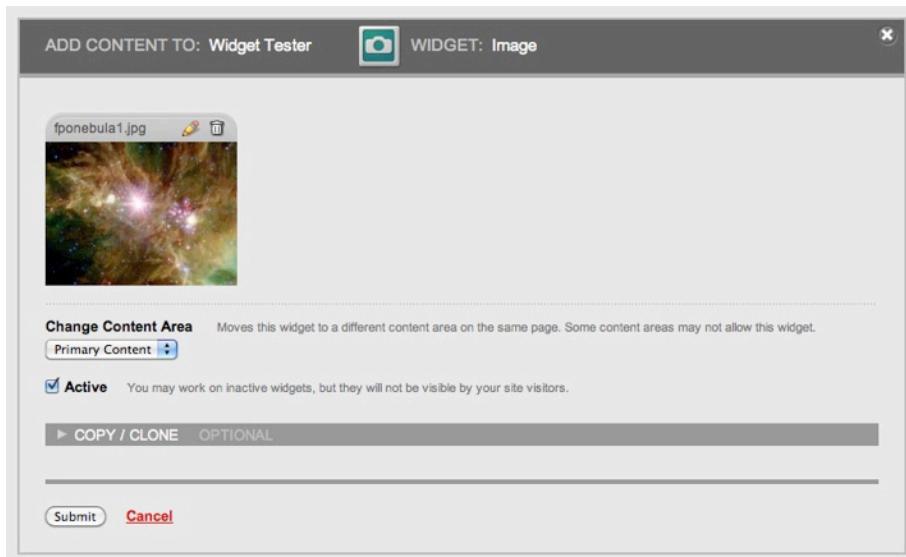
To change the stacking order of your widgets in a content area, simply click and drag the drag handle. As you drag the widget up or down, other widgets will jump out of the way showing where the widget will end up when you drop.

Click the Delete button to delete the widget and all of its contents. A warning will appear confirming that you want to delete the widget, and will show additional options if the widget is a Master widget (see below).

FUNCTIONS COMMON TO ALL WIDGETS

When you create or edit a widget, its detail page (the “Add Content To:” or “Edit” page) will contain fields and inputs for each type of content the widget allows. The example at right is for the Image widget, a simple widget that places one image on the page.

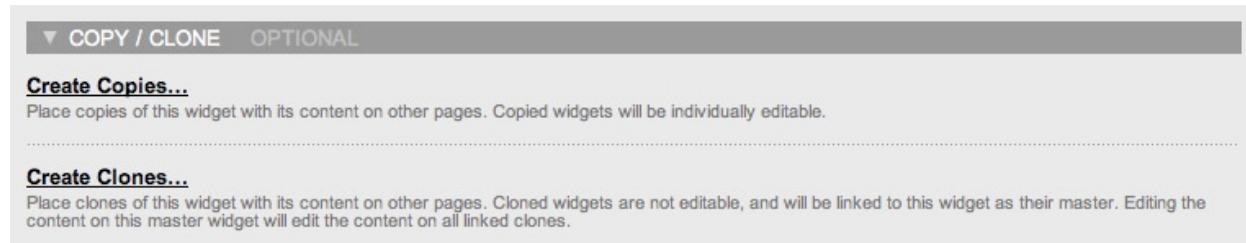
Notice the optional section “Copy/Clone” below the other inputs. Copy/Clone appears on the detail page for every widget.



Master, Clone, and Copied Widgets

There may be times you want exact duplicates or close replicas of existing widgets in different places on your site. For example, suppose you want to place a product logo on every page where a certain kind of product appears in your site, and you also want a similar but not identical description on each of those product pages. RocketPages makes this easy.

First, click on the Copy/Clone section to disclose the Create Copies and Create Clones links.



Create Copies of Widgets

Using our example above, you want the descriptions of a certain category of product to be similar but not exactly the same. To do this, first create a sample widget on one page, and be sure to create the other pages where you want copies. Then click “Create Copies,” select and confirm the desired pages, and then submit your widget edit page.

A copy of the widget appears on every page you selected. Each of these copies is now a completely independent widget that you can edit or delete anywhere it appears, without affecting any of the others.

If any of the pages you select utilize a different template from the original widget’s page, you will be allowed to select which content area in the other template to create the copies.

Create Clones of Widgets

The main difference between Copied and Cloned widgets is that Clones remain linked to the original widget; they cannot be edited independently. We call the original the *Master*, and the duplicates *Clones*. The advantage to Clones is that any changes you make to a Master will be reflected in all of its Clones throughout the site.



Back to our example, suppose you want the product logo to appear on all of the pages for this product, and you want it to remain identical everywhere it appears. Again you start with a sample widget, but this time you click "Create Clones." After selecting pages and submitting the widget's edit page, the original widget will become the *Master*, and the new duplicates will become *Clones*. And this time, if you update the Master widget, all of the clones will also update automatically. When you want to change to an updated logo, all you have to do is replace the original logo image in the Master.

If you try to edit a Clone, you will be asked whether you want to edit the Clone's Master, or if you want to convert it to an independent copy.

Inactive Widget

There will be times when you want to edit a widget, but keep your work in progress hidden from your site visitors. The widget edit page includes an "Active" checkbox, which is selected by default. If you deactivate a widget, it is not visible in Preview Mode or to site visitors, but is displayed in Edit Mode, with a warning label that reads "Inactive."



Remember that deactivating a page performs virtually the same function as deactivating a widget. You may keep the entire page hidden from site visitors until you are ready to go live with your page.

Change Content Area

On occasion, you might create a widget in a certain content area, and decide later that you would prefer it in a different content area. Just click the widget's edit button, click the "Change Content Area" pull down, and select from the list of content areas. The only content areas that will be shown will be those in the current page template, and then only those content areas that allow the placement of that particular kind of widget.

If you desire to move the widget to a different page, just copy the widget to the desired page (using Copy/Clone), then return and delete the original.

USING TEXT IN WIDGETS

They say a picture is worth a thousand words—but when you really need to get your point across, words are still the best way to be clear and specific. Your use of text in your website will not only let your visitors know what you have to offer, why it's a good idea, and how they can get in on it, but it will also help search engines gather your info and present it to the world so that even more people will visit your site.

To begin learning how to create text in your RocketPages site, we will demonstrate using the widget that is the best one for the majority of text on your site—the *Text & Image* widget. The features in this widget function the same in all other widgets, so you will have no trouble using the others.

Use of Widget Text Inputs and Resulting Text Styling

The edit page for the *Text & Image* widget, shown below, provides inputs for headings and body text. It also allows the creation of a caption for your image when you add an image to the widget. Keep in mind that all of these features are optional, so you can combine as many or as few as you like.

The screenshot shows the 'Text & Image' widget configuration interface. At the top, it says 'ADD CONTENT TO: Home' and 'WIDGET: Text & Image'. The main area contains three heading input fields: 'Headline (H1)', 'Subhead (H2)', and 'Title (H3)', each with a corresponding text input box. Below these is a placeholder image area with a gray background and the text 'NO IMAGE SELECTED'. To the right of this area is a 'Body Text (P)' editor with a rich text toolbar (Bold, Italic, etc.) and a preview window. At the bottom, there is a section for adding a 'Read More' link and a 'Change Content Area' dropdown.

ADD CONTENT TO: Home WIDGET: Text & Image

Headline (H1)

Subhead (H2)

Title (H3)

NO IMAGE SELECTED

Body Text (P)

Add "Read More" link, and link it to the following page:

None...

Change Content Area Moves this widget to a different content area on the same page. Some content areas may not allow this widget.

A Teensy Bit of Programming Background (Don't worry, you don't need to understand it to use RocketPages!)

Note in the example above the small gray text next to the text labels that say *H1*, *H2*, *H3*, or *P*. These signify what kind of HTML tag RocketPages will wrap around the text when it is sent to the user's browser. Basically, HTML is a computer language that web browsers understand, and HTML tags tell browsers what kind of information is inside the tag, and how important it is.

Your designer created art mockups that give different text elements different styling relative to the importance assigned them by their HTML tags. RocketJones then translated the art mockup into programmed instructions so that when a tag such as H1 shows up on a page, it looks the way the designer intended.

Search engines also use these tags to assign higher importance to different text depending on what kind of tag it is in. The headlines, especially the H1, are seen by search engines as some of the most important bits of copy on your site, so you will want to make sure a few of your headlines contain your important search keywords.

Headline, Subhead, and Title

There are three kinds of headings available in your site, the Headline (H1), the Subhead (H2), and the Title (H3). Your designer has styled the H1 Headline to have the greatest amount of emphasis. The H1 Headline is intended to introduce major sections of copy, and should probably be used only once or twice per page.

The Subhead, or H2, is used to introduce subsections of the main section introduced by the Headline. The Title, or H3, is used to introduce even smaller subsections under the Subhead. Because of this, these have been styled to have less emphasis than the H1.

Each of these headings has a character limit of 250 characters per widget.

Image Caption

In the example above, you will notice that no image has yet been selected for the widget. When you click the "Add Image" button (the green plus sign), you will see a screen that not only allows you to select your image, but also allows you to enter a caption for that image. The caption will display on your web page just under the image, and will have its own styling. Not all widgets with images allow the placement of a caption.

Body Text

Most text on your site will consist of Body Text (or *Paragraph Text*—hence the *P* tag). These are the paragraphs that do all the serious explaining. You'll notice that the Body Text text field is larger than the headlines' fields, for it permits far more characters. When you enter more text than the box will hold, a scroll bar will appear.

Also note that there is an added set of controls above the Body Text input. These controls are part of the *Markdown Editor*, which is powerful (and tricky) enough to deserve its own section a little later on.

Read More Link

Even though the "Read More Link" in the example above isn't a text field, it outputs a text link onto your page at the bottom of your widget. The link will say "Read More" (or some other text that was chosen ahead of time,) and will link to another page in your site that you select from the pull down. This is great for introducing a little teaser text on a main page, and continuing the story deeper in the site. It keeps your home page simple!

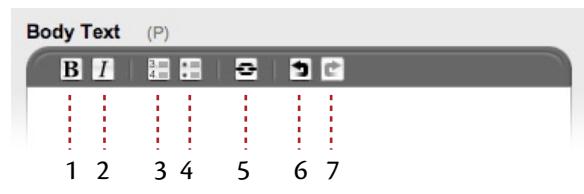
Styling Changes in Different Content Areas

You may find that if you put a certain kind of text such as a Headline or Body Text in one content area, it may look different in another content area. This option may have been selected by your designer to take advantage of the various contexts in which the text will find itself.

For example, a designer may have chosen to put the main column of content on a white background, but the narrow column on a orange background. For that reason, the designer may have designed the body text to be gray when it is against white, and black when it is against orange. Likewise, the Headline may have been designed to be a smaller font size when it is in the narrower column.

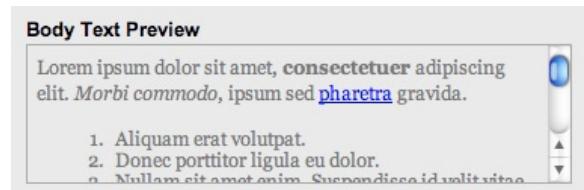
THE MARKDOWN EDITOR

The markdown editor allows you to add special formatting such as bold, italics, lists, or links to your body text. The word *markdown* refers to a system that translates familiar, non-alphabetic characters added to your text into HTML tags, resulting in specially-formatted text on your site. Many of your widgets come equipped with their own markdown editor.



The markdown editor comes with a bar at the top of the text input area with some handy buttons. The buttons automatically insert the markdown for some of the most common formatting. However, there are other formats that the editor will allow, and we will cover several of the most useful, as well as some dangers to avoid.

Markdown Editor buttons: 1. Bold 2. Italic 3. Numbered List 4. Bulleted List 5. Link 6. Undo 7. Redo



Next to your markdown editor is a Preview window that shows you what effect your markdown will have on your text. This does not provide a full preview of your site styling, but it is sufficient to let you know what special formatting has been created.

You will discover that invisible characters such as word spaces and paragraph returns are vitally important in the markdown syntax. In order to demonstrate the markdown for you, we will substitute some symbols for these invisibles. We will use this blue box for word space: and this blue arrow for paragraph return: .

Bold and Italic

To make text bold or italic, just highlight the text you want and click the bold or italic button. You will notice markdown inserted into your text, like this:

Here is some **bold** text, and here is some *italic* text.

With all markdown, you may type the pattern of characters in yourself if you like. If you want to just type the pattern of asterisks, it will produce the same result.

To create emphasis in the middle of a word (as in Massachusetts), make sure there are no word spaces around the asterisks (like this: Massa*chu*setts). To actually display asterisks on your site, just make sure they are always followed by a word space: (...after Tarawa* the second division...).

Bulleted and Numbered Lists

Making lists is a little tricky, so you may have to experiment a little to find a method that you like. Keep an eye on the preview window, because there are a number of variables that unexpectedly affect the formatting. To get started, create a paragraph, highlight some text in the middle of it, and click the numbered list button.

You will notice that the markdown inserts this pattern before the text: 1.

And you also get after the text.

Important! Always make sure that any text following the list item does not have a word space () before it. If it does, it will become an additional HTML tag in your text and mess things up. You need to be very careful with extra word spaces whenever you are in the markdown editor!

Here is a reliable way to create proper markdown in your lists:

1. Press "Return" twice to add right where you want the list to start
2. Then click the list button. You will see: List item (for number lists) or: List item (for bullet lists).
3. Click to place your insertion point after "List item" and hit "Return" again. You get: 2. List item

Pressing right after a list item always creates another list item below it, which is really helpful if you are physically typing in your lists. But if you want to copy and paste from another source, first create a number of generic "List items". Then copy and paste the text you want—one list item at a time—making sure to replace the "List item" text. (Be careful with copying and pasting! More information on this later.)

The proper markdown syntax for numbered lists follows (you don't even need the numbers in the markdown editor to be sequential—it will create properly numbered lists regardless):

-
-
-
1. This is my first item in my list.
-
-
1. Here is my second item.
-
-
1. The third item comes after that.
-
-

For bulleted lists, simply replace the number and period with a hyphen, like this:

-
- Here is a bulleted list item.
-
-
- Here is another one.

Nested Lists

Markdown allows you to nest a list inside a list, indenting the nested list. Simply add another word space before the items you want to indent, like this:

-
1. This is my first item in my list.
-
-
2. Here is my second item.
-
-
1. The new list starts back at number one.
-
-
2. And continues with number two.
-
-
3. Then finishes at number three.
-
-
3. The outer list resumes its original count at three.
-
-
4. And continues adding one until you are done.

Links

You may make any text in your markdown editor a link to any webpage, whether the page is part of your site or an outside site. First highlight the text you want and click the editor's "Link" button. A box will pop up with a field to enter the page URL. To be sure to enter the correct URL, it is easiest to actually bring up the desired page in a web browser, and copy and paste the entire URL from the address bar, including the "http://" portion. After you click OK, notice the markdown added by the editor, including the footnote at the bottom.

"Mail To" Links

You may have noticed on some websites that certain links create for you a new email window with the recipient's name already filled out. For example, clicking "contact our tech support" could bring up an email window addressed to "support@ourwebsite.com". This is the result of a "mail to" link, which simply replaces the usual web page URL with the email info.

The screenshot shows a "Body Text" editor window. The toolbar includes bold, italic, and other formatting options. The main text area contains the following:

```
I am now creating a mail to link. It is going to go under this sentence as its own paragraph.

[Contact Tech Support][1]

[1]: mailto:support@rocketjones.com
```

To create a "mail to" link, first make a link of your desired text (the URL you enter doesn't matter), then replace the URL in your editor's footnote with "mailto:" followed by the desired email address (e.g. mailto:info@ourwebsite.com). Be sure to leave the footnote reference number when you replace the URL.

Things to Avoid in Markdown

No Forced Indents—Avoid the "PRE" Tag

Don't try to indent a line with spaces. Four word spaces (||||) at the beginning of a line creates a "PRE" tag, which will change the formatting of your text and cause some of it to disappear or hang off the edge of the page. The PRE tag is generally used by programmers to write about HTML on the internet because it displays the actual HTML code on the page, rather than allowing the code to format the text as usual.

Avoid Indiscriminate Copy and Paste

Don't copy and paste large blocks of text straight into markdown editor! Word processors, such as Microsoft Word, include formatting that will paste into your editor and cause unexpected styling. For example, tabs will often paste in as four word spaces and create the PRE tag, and line breaks may paste in and cause havoc.

We recommend that you export or save your word processing documents as plain text, which will eliminate most formatting. You can then open up the plain text document, eliminate extra spaces, tab characters, extra paragraph returns, "soft" line breaks, etc. You will then copy and paste from the cleaned up text into the markdown editor. Once it is in the editor, you should still be sure to go through and remove unnecessary characters such as word spaces. For lists, you may also find it easiest to copy list items (without the number or bullet) one item at a time, and paste into an existing "generic" list that you already created.

Avoid a Blank Line Between List Items

Inserting a blank line between list items will add a P tag to each list item and change your list formatting:

- 1. This is my first item in my list with two returns after it.
- 2. Here is my second item. Both will look wrong.

Extra Markdown Features

New Paragraph

A blank line between two text items creates a new paragraph. Just press “Return” twice:

Here is a paragraph.

Here is another paragraph.

Line Break Without Creating a New Paragraph (Soft Return or BR)

To manually break a line using markdown (a BR tag), add two spaces and a single return:

This sentence would not normally break here,
but I really wanted to force a line break at the comma.

Horizontal Rule (HR)

You may have a widget in your suite called *Ruled Line* that places a horizontal rule (HR) on your page. You can also create an HR in your markdown by placing three or more asterisks on a line by themselves:

Here is some text.

Here is more text.

Add Custom Styling with a “SPAN” Tag

The “SPAN” tag is a generic wrapper used in HTML to assign special styling to sections of text. For example, your designer may have created for you a custom style for just the opening words of select paragraphs:

ONCE UPON A TIME, there lived in the forest a large creature with dark slimy skin, yellow eyes, and teeth...

If your site has been designed to allow this kind of custom styling, adding the SPAN tag will create the change. (If adding SPAN results in no visible change, your site does not have this design feature.) Wrap the section you wish to have special styling in both opening and closing SPAN tags. The correct syntax is as follows:

Once upon a time, there lived in the forest a large creature with dark slimy skin, yellow eyes...

Headings

If you want to create headings, add number signs before your text, one sign for each level of headline you want:

H1 Headline ## H2 Subhead ### H3 Title

Special Characters

Most fonts provide much-needed special characters such as real quotes (he said, “No!” but she...) and ownership symbols (RocketPages™ CMS ©2009 Rocket Jones Interactive®). Markdown provides a way to access these characters. Insert special characters using the following character combinations:

<i>Copyright:</i>	©	2009	=	© 2009	<i>Registered:</i>	Logo®	=	Logo®
<i>Trademark:</i>	Slogan™		=	Slogan™	<i>Ampersand:</i>	Jim&Bob	=	Jim & Bob
<i>Ellipsis:</i>	skyscrap…		=	skyscrap...	<i>Apostrophe:</i>	don’t	=	don't
<i>Left Double Quote:</i>	“No		=	“No	<i>Right Double Quote:</i>	No”	=	No”
<i>Left Single Quote:</i>	‘No		=	‘No	<i>Right Single Quote:</i>	No’	=	No’
<i>Long (Em) Dash:</i>	thee—let		=	thee—let	<i>Range (En) Dash:</i>	May 5–9	=	May 5–9

Some cases require you to wrap existing characters in a tag to create the special formatting:

<i>Superscript:</i>	after Tarawa¹ the second...	=	after Tarawa ¹ the second...
<i>Subscript:</i>	H₂O	=	H ₂ O

Backslash Escape

Because markdown translates regular characters into HTML tags, you might accidentally create tags where you just wanted to display the normal characters. Use the backslash character (\) to escape tag creation.

For example, you could create a numbered list by accident, if you were to type something like this:

47. It's my favorite two-digit number.

Because of the number-period-space combo, markdown would interpret that as a numbered list item. To override tag creation, just type a backslash immediately before the character (in this case, before the period):

47\. It's my favorite two-digit number.

Markdown provides backslash escapes for the following characters:

* asterisk	# number sign	+ plus sign	- minus sign (hyphen)
_ underscore	. period	! exclamation mark	{ } curly braces
[] square brackets	() parentheses	\ backslash	` backtick

Anchor Link

An anchor link jumps to another place on the same page, rather than jumping to another page. Create anchors in the markdown editor using these steps:

1. Copy the page URL for the page in which you want to place the anchor.
2. Edit the widget in which you want the anchor link (click the pencil icon at the top).
3. Highlight the desired text and click on the link button.
4. Paste the URL. At the end of the URL, type the pound symbol (#), followed by a name of your choice for the anchor. (e.g. <http://mywebsite/products>#anchor_name) The anchor name will not be seen by anyone viewing the site. Click OK to submit the URL, then also submit the “edit widget” page.
5. In any other paragraph on the page (including in a different widget), find the place in the markdown text you want to jump to and type this:
``
Make sure you put in the actual name of your anchor between the quotes.
6. Submit the “edit widget” page.

MARKDOWN QUICK LIST

Word Space: Paragraph Return:

Bold:	some **bold** text
Italic:	some *italic* text
New Paragraph:	Here is a paragraph. Here is another paragraph.
Line Break/Soft Return (BR):	First line of text second line of text, but not a new paragraph.
Numbered List:	 1. text 2. text 3. text
Bulleted List:	 - text - text - text
Nested (Indented) List:	 - text - text (this item will indent) - text
Link: (these are the links' footnotes):	A [link] [1] here. Another [link] [2] here. Remaining text. [1] http://www.domain.com [2] http://www.anotherdomain.com
Email Link:	An [email link] [1] here. Remaining text. [1] mailto:info@domain.com
Headline (H1):	# This Is My Headline
Subhead (H2):	## This Is My Subhead
Title (H3):	### This Is My Title
Ruled Line (HR):	***
Custom Styling (on some sites):	Regular text custom text regular text.
Markdown Escape (Backslash):	I really want asterisks and not italics here: Massa*chu*setts
Pre Tag:	This text will be wrapped in a pre tag, NOT indented.

USING IMAGES IN WIDGETS



On the edit page for any widgets that allow images, you will see one or more image thumbnail boxes, shown at left. When you first create the widget, the box will show "No Image Selected." Because images are optional, you may leave as many thumbnail boxes empty as you like.

To select an image for your widget, click the green "Add" button. A window will appear, shown below, with a list of images. After you select and confirm your image, the box will show your selected image, and the "Add" button will be replaced by "Edit" and "Delete" buttons. "Edit" displays the window with the image list & optional features. "Delete" removes the image from the widget.

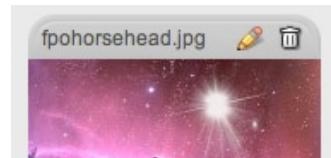


Image List & Thumbnails

The list shows the images that have been uploaded to your *Image & File Manager*. You may filter the list by category if you like, and hover the list to see a preview of the image at the left. Click on the name of the image you want to select for use in the widget. If the image you want has not yet been uploaded, click the "Upload" tab at the top right to upload it and select it for use. Allowed file types: RGB format JPG, PNG , or GIF only.

Optional Features

If you uploaded a small image such as an icon, and do not want RocketPages to scale it up to fill the content area, select "Do Not Scale." Enter a URL under "Link" to allow the image to become a clickable link to any web page. "Caption" adds styled text just below your image on your web page (not all widgets allow captions).

MASTER LIST OF AVAILABLE WIDGETS

The widgets listed below are available for RocketPages sites, however, not all of these widgets may have been selected for your site by your graphic designer. If need arises, you may request to have widgets not included in your initial site build added to your suite.

Icon & Name	Widget Description
Standard Widgets	
 Text & Image	<p>Best choice for most content. Places a rich set of content: choice of titles, an image with caption, & body text. Image displays below titles and above body text, and occupies 100% of column width.</p> <p><i>Action:</i> Input of titles, text, & caption; select optional image from uploaded files.</p>
 Text & Left Images	<p>Places a rich set of content: choice of titles, up to 4 images with captions, & body text. Images occupy a specified width on the left side of the column in a vertical stack. Text flows to the right of and then below the images.</p> <p><i>Action:</i> Input of titles, text, & caption; select images from uploaded files.</p>
 Text & Right Images	<p>Places a rich set of content: choice of titles, up to 4 images with captions, & body text. Images occupy a specified width on the right side of the column in a vertical stack. Text flows to the left of and then below the images.</p> <p><i>Action:</i> Input of titles, text, & caption; select images from uploaded files.</p>
 Pull Quote	<p>Places highly-styled text, setting it apart from other copy on the page. Ideal for giving a key point an extra bit of punch. It will be most successfully used if placed only once on a page for short text snippets. When used for a quote, consider including the speaker's name and title.</p> <p><i>Action:</i> Input of quote text, speaker's name, and speaker's title.</p>
 Image	<p>Places an image that occupies 100% of column width.</p> <p><i>Action:</i> Select image from uploaded files, input caption.</p>

 Gallery	<p>Places a row of images across the column. These widgets can be stacked to create a photo gallery. With the optional Light Box feature enabled, the gallery images can be clicked to view the images at large size in a click-activated slideshow.</p> <p>Action: Select images from uploaded files, input captions.</p>
 Embed Code	<p>Allows the input of code that performs a specific function not available in other widgets. Code snippets such as that provided by YouTube or Google Maps may be inserted.</p> <p>Action: Input of code (HTML or Script). Allows input of code from third-party source such as YouTube or Google Maps, or creation of custom code for the page.</p>
 Ruled Line	<p>Places a horizontal line that can be used to set apart content on the page. Ideal for breaking up large blocks of content.</p> <p>Action: None.</p>
 Spacer	<p>Places a space above, below, or between other widgets in the column. Height of space (in pixels) can be specified for each instance of the widget. Useful for creating additional space between two stacked content areas; place as last widget in top area, or first widget in bottom area.</p> <p>Action: Text input pixel height.</p>
 Link to File	<p>Places a descriptive title that when clicked downloads a file. Many file types are supported, including PDF, Word, and Excel. Also allows optional thumbnail image. If image is displayed, consider using an icon of the file type (PDF, DOC, etc.), or a thumbnail of the link result. NOTE: Image icon is not the same as the linked file.</p> <p>Action: Text input for link name; select image from uploaded files, select file to download.</p>
 Site Map	<p>Places a list of all active site pages as clickable links to those pages.</p> <p>Action: None.</p>

Premium Widgets

 Random Image	<p>Places a 'window' which occupies 100% of column width, displaying a randomly selected image each time the page is loaded or refreshed.</p> <p><i>Action:</i> Select images from uploaded files.</p>
 Slideshow	<p>Places a 'window' with a specified width and height (should not exceed 100% of column width), displaying a sequence of images that automatically transition from one to another. Images should be cropped prior to uploading to the specified width and height. Displays in the order uploaded. Also provides options for slideshow controls, slide duration, etc.</p> <p><i>Action:</i> Select images from uploaded files. Input options for controls and settings.</p>
 Video	<p>Places a 'window' which occupies 100% of column width. When clicked, plays a video that has been uploaded.</p> <p><i>Action:</i> Select uploaded video (MP3, MOV, or FLV).</p>
 JW Player	<p>Places a 'window' which occupies 100% of column width. When clicked, plays a video that has been uploaded. Uses high quality JW Player video player.</p> <p><i>Action:</i> Select uploaded video (FLV, MP4, MP3, or AAC).</p>
 Paypal	<p>Places a link to PayPal for a "one click" purchase that allows purchase items for specified quantity.</p> <p><i>Action:</i> Link to PayPal, input item information.</p>
 Contact Form	<p>Places a contact form (web to email form) that includes fields such as name, email, comments, etc. Submission of form sends information to a provided email address and redirects the user to a "thanks" page.</p> <p><i>Action:</i> Text input for form title & "email to" address, selection of fields to be included on form, and selection of return/thanks page.</p>

 Twitter Feed	<p>Places a 'window' which displays a twitter feed, including a title for the feed and (optionally) username, profile image, bio, timestamp, & source.</p> <p><i>Action:</i> Text input for feed title & twitter handle, selection of number of tweets, and selection of info to be included in window.</p>
---	---

Custom Widgets	
 Custom	<p>If you can dream it...we can build it. Custom widgets or even application modules can be added to any RocketPages site.</p> <p><i>Action:</i> Varies with requirements.</p>
 3rd Party Utility	<p>Enables integration of third-party utility.</p> <p><i>Action:</i> Varies with requirements.</p>

How to Clear Your Cache

When you visit sites, your browser stores a record of some of the things sites need in a folder called a cache. These things can include website info, images, and cookies, and can make using the web faster if you go back to the same sites. Unfortunately, when the cache gets full, it takes up room on your computer and can accidentally save the wrong things. If changes you make in RocketPages do not appear on the live site, or if you have a problem with a web page that looks just fine to others, you should empty your cache.

How to clear your cache based on the browser you use:

Internet Explorer 6

In the browser, click *Tools* then click *Internet Options*. Under the *General* tab, in the *Temporary Internet Files* section, click *Delete Files*. Click *OK* and *OK* again.

Internet Explorer 7

In the browser, click *Tools* then click *Internet Options*. Under the *General* tab, in the *Browsing History* section click the *Delete...* button. Click *Delete files...* in the *Temporary Internet Files* section, then click *Yes*.

Internet Explorer 8

In the browser, click *Tools* then click *Delete Browsing History*. Select *Temporary Internet Files* and click the *Delete* button at the bottom of the window.

Firefox 1.5/2.0/3.0

In the browser, click *Tools* then click *Options*. Click on the *Privacy* tab at the top of the window and then click on the *Settings* button about 2/3 of the way down the window. Select *Cache*, click *OK* and press the *Clear Now* button underneath the *Settings* button.

Firefox 3.5 and above

In the browser, click *Tools* then click *Clear Recent History*. In the dropdown menu next to *Time Range to Clear*, select *Everything*. Click the *Details* box, select only *Cache* and select *Clear Now*.

Safari

In the browser, click on the *Safari* menu and click on *Empty Cache...* then click *Empty*.

Google Chrome

In the browser, click on the wrench icon in the top right corner and click on *Options*. Click on the *Under the Hood* tab and select *Clear Browsing Data*. Click the *Empty the cache* box (make sure no other boxes are checked if you don't want them cleared) and make the *Clear data from this period* say *Everything*. Click *Clear Browsing Data*.



Working With Rocket Jones

There are lots of web developers out there.

You choose Rocket Jones because we are unique.

The highly skilled professionals at Rocket Jones are not only computer geeks who find computer programming a pleasure, we are also personable and friendly, and know how to build a bridge between complicated technology and your real world needs. We enjoyed working with you as a business partner to get your website up and running. We'll continue to listen carefully to understand your unique needs so we can continue to create solutions for your business that are practical and cost-effective.

Thank you for choosing Rocket Jones!

SUPPORT

Our support desk is staffed Monday - Friday, 9 am to 5 pm, except on major holidays. Off-hours support is available, but only on a pre-planned exception basis.

Email requests are acknowledged and are either completed within 24 hours or you will be given a committed completion date. New development work will be billed at our hourly rates:
\$XXX/hour for general support including email support, \$XXX/hour if programming is required.

(970) 482-5790

support@rocketjones.com

NEW PROJECTS

We would love to partner with you again for future website and web programming needs. Give us a call or drop us a line to talk about creating new sister sites that will integrate with your current site, building additional functionality into your sites, or developing for you a custom web-based application to streamline your business operation.

Jeff Bristol, owner of Rocket Jones and member of our technical staff, is always open to hearing feedback, raves, and concerns. Jeff's door is always open to talk tech, talk new projects, or just talk.

jeff@rocketjones.com

Marge Norskog, Strategic Partner Relations, can also help you with new projects, and would be glad to answer questions you have about expanding the capabilities of your current site.

marge@rocketjones.com



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