

GrowthZone Working with Web Content

Cheri Petterson

Agenda

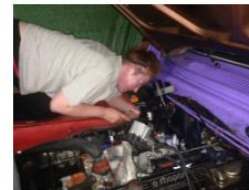
- What is the Web Content Module?
- Setting Up Web Content Lists
- Add Web Content From the Back Office
- Add Web Content From Info Hub
- Approving Web Content Submissions
- Web Content Activity Report

What is the Web Content Module?

- The Web Content Module allows you to create pages on your web-site for such things as Hot Deals, Job Postings, Blogs, News Releases and Testimonials

HOT DEALS

Subscribe to receive **Hot Deals** notifications!



Free Car Detailing with Full Brake Job

Free Car Detailing with Full Brake Job 



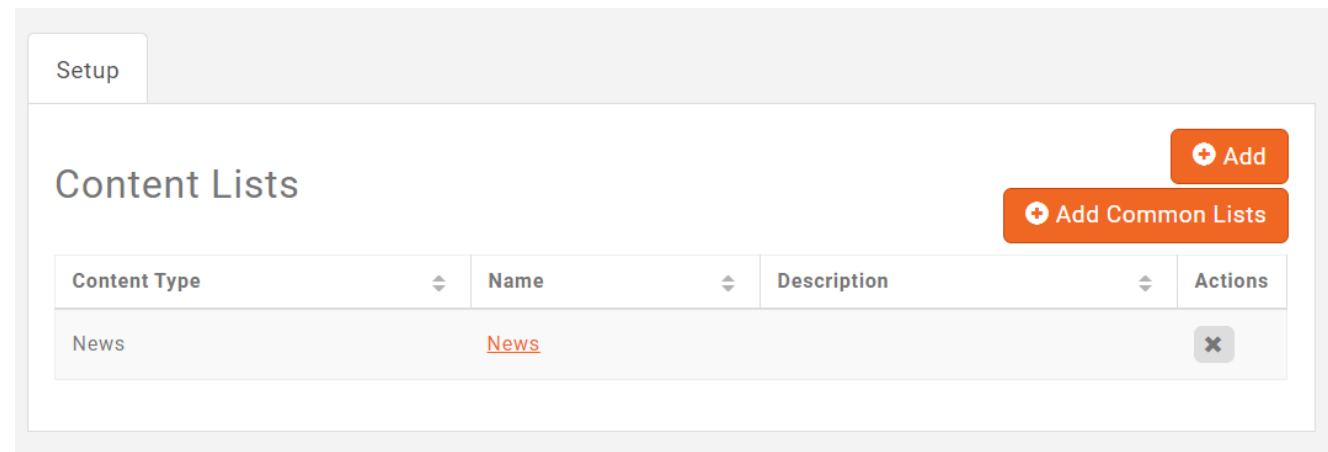
Steak & Lobster Special

Ideas for Content Types

- Job Postings: List of employment opportunities in your area
- Coupons/Deals: List of specials and on-line coupons
- News: List of announcements, articles, newsletters, etc.
- Blog: A simple posting feature for blog posts
- Testimonials: Share your membership success stories

Setting Up Web Content

- On installation of the software, standard content types (Job Postings, Coupons/Deals, News, Blog and Testimonial) are in your database. Content Types are used to organize your content on the web, as well as report and filter within the software



Setting Up Web Content

- To begin using these, you will need to enable their use
- WIKI: [Web Content Types](#)

Setup

Content Lists

[+ Add](#)

[+ Add Common Lists](#)

Content Type	Name	Description	Actions
News	News		x

Create Content Link for Web Page

- You may create a link to be used on your public web pages
- WIKI: [Create Link](#)

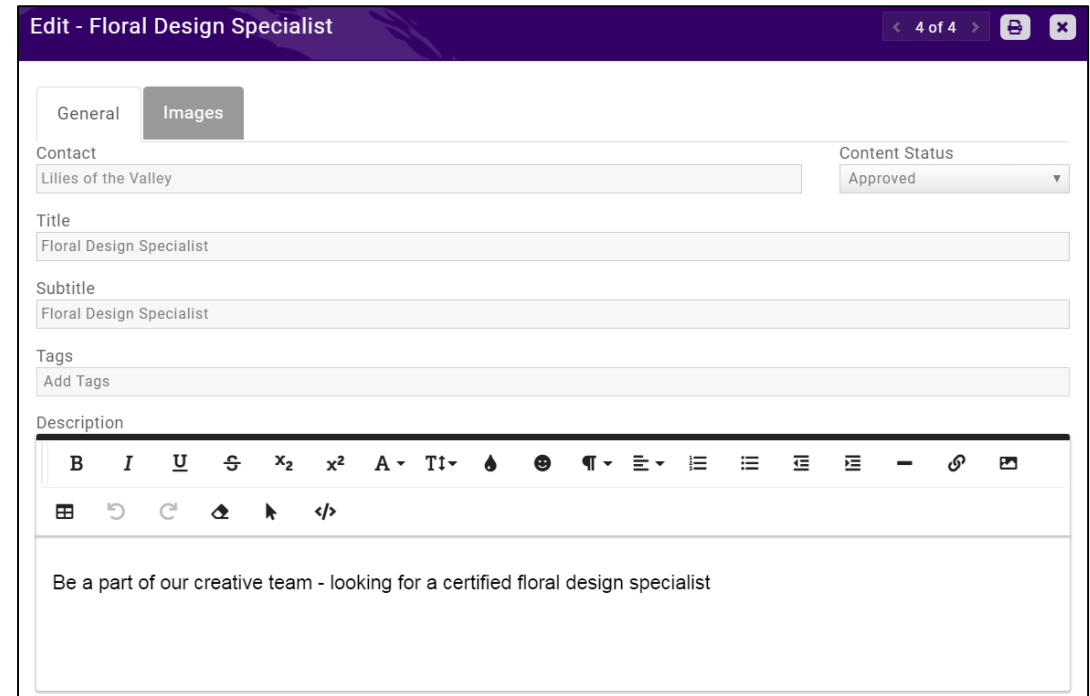
Module Page Settings **CMS Settings**

Module Page Settings + Add

Domains	Primary Domain	Description	Is Primary	Dev Mode	Pages	Templates	Actions
http://cherissandbox.growthzoneapp.com/	http://cherissandbox.growthzoneapp.com/	Default Site	No	No	7	1	Actions

Add Web Content From the Back Office

WIKI: [Add Web Content from the Back Office](#)



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General Images

Contact
Lilies of the Valley













Content Status
Approved

Title
Floral Design Specialist

Subtitle
Floral Design Specialist

Tags
Add Tags

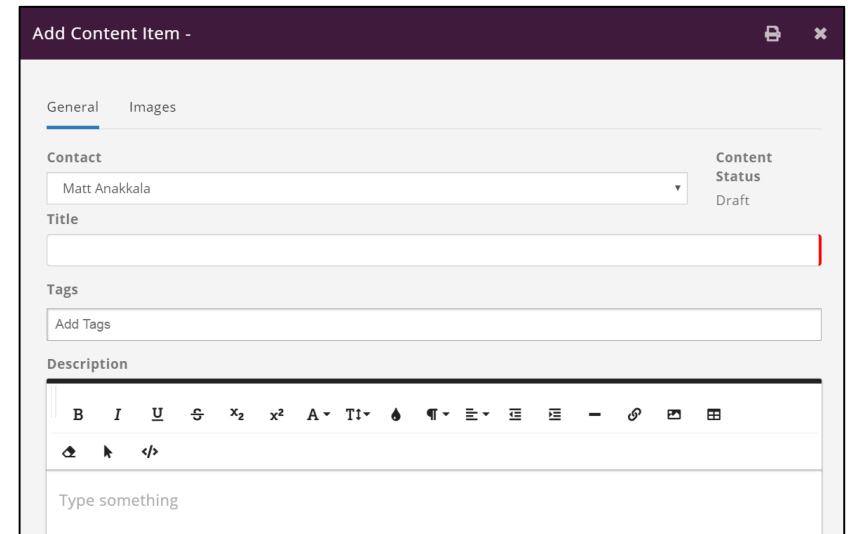
Description

B *I* U  x_2 x^2 A Tt           

Be a part of our creative team - looking for a certified floral design specialist

Add a Hot Deal in the Info Hub

- Info Hub users must have a minimum of **Create** access to **Web Content** to add new hot deals, jobs, etc.
- A user with **Create** access may enter web content, but the content must be approved by association staff before it is published.
- A user with **Full Control** may add web content without your staff approval.
- WIKI: [Add a Hot Deal](#)



The screenshot shows a web browser window titled "Add Content Item". The interface has a dark purple header with a back arrow and a close button. Below the header, there are two tabs: "General" (selected) and "Images". The form contains several sections: "Contact" with a dropdown menu showing "Matt Anakkala" and a "Content Status" dropdown showing "Draft"; a "Title" text input field; a "Tags" section with an "Add Tags" input field; and a "Description" section with a rich text editor toolbar (including Bold, Italic, Underline, Link, Unlink, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, and Source) and a text area containing the placeholder "Type something".

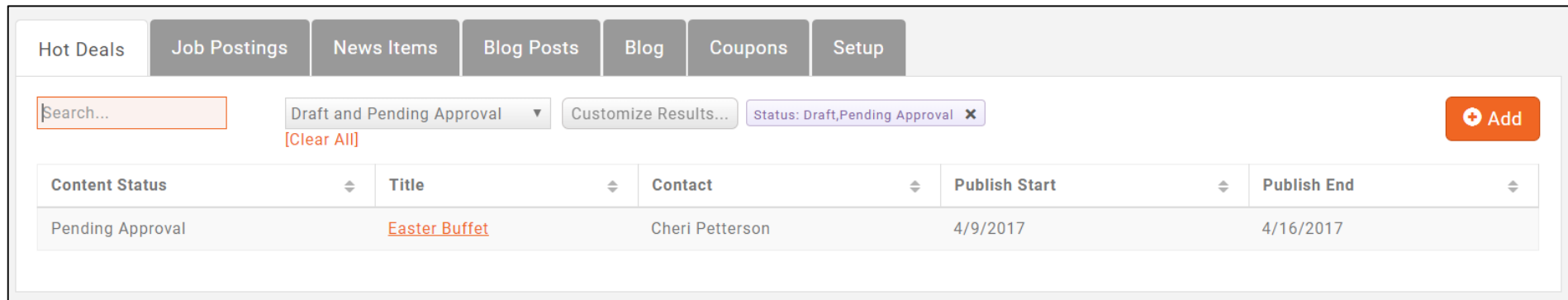
Approving Web Content Submissions

- Association staff responsible for approving web-content should subscribe to the User Created or Modified Web Content email notification

New/Edited Coupon Deal Free Plumbing Inspection by Joanne James	
Title	Free Plumbing Inspection
Contact Name	Joanne James
Search Description	Plumbing
Description	Leaky faucets? Contact us for a free plumbing inspection.
Publish Start	5/31/2018
Publish End	6/9/2018
Categories	
Images Included	No

Approving Web Content Submissions

- As soon as a member submits web content a notification will be sent to the staff who can then go to the Web Content module to approve the content submission
- WIKI: [Approving Web-content Submissions](#)



The screenshot shows a web content management interface with a navigation bar at the top containing tabs for Hot Deals, Job Postings, News Items, Blog Posts, Blog, Coupons, and Setup. Below the navigation bar is a search bar and a filter dropdown set to "Draft and Pending Approval". A table below displays a single row of content pending approval.

Content Status	Title	Contact	Publish Start	Publish End
Pending Approval	Easter Buffet	Cheri Petterson	4/9/2017	4/16/2017

Create URL to Add to Web Page

- WIKI: [Create URL for Web Page](#)

Manage Site Modules
🖨️ ✕

Modules + Add Module

Site Module Type	Title	Relative Path	Template
EventCalendar	Upcoming Events	upcoming-events	fullwidth-template
Directory	Active Member Directory	activememberdirectory	fullwidth-template
ApplicationToJoin	Chapters Application Form	applicationtojoin	fullwidth-template
Unsubscribe	Unsubscribe	unsubscribe	fullwidth-template
ListCommittees	E Newsletter	enewsletter	fullwidth-template
Content	News Releases	content	fullwidth-template
Content	Job Posting	jobposting	fullwidth-template
EventCalendar	New Event Calendar	eventcalendar	fullwidth-template
Content	Hot Deal	hotdeal	fullwidth-template
Content	Hear What Our Members are Saying	hearwhatourmembersaresaying	fullwidth-template
Login	Login	a/MIC/Login	


Close

Web Content Activity Report

- The **Web Content Activity Report** allows you to generate statistics on web content use
- WIKI: [Web Contact Activity Report](#)

Results

Content Item Name ⇅	Content Status ⇅	Content Type ⇅	Publish Start ⇅	Publish End ⇅	Contact Name ⇅	Default Email ⇅	Default Phone ⇅
Floral Design Specialist	Approved	Job Posting	6/28/2018 12:00:00 AM	8/2/2018 12:00:00 AM	Lilies of the Valley	lilies@mailinator.com	
Free Car Detailing with Full Brake Job	Approved	Coupon Deal	6/26/2018 12:00:00 AM		Gary's Garage	gary@mailinator.com	218-876-9876
Magician Needed	Approved	Job Posting	6/27/2018 12:00:00 AM	7/28/2018 12:00:00 AM	Magic Shop		
New GrowthZone Training Workshops	Approved	News	6/28/2018 12:00:00 AM		Cheri Petterson		
Count	4						



Questions?

See our [Training Calendar](#) for additional training opportunities...