

Welcome To WebWriter®



Kris Baker, SVP Sales & Service

Today's Agenda:

- Introduction
- Create New Content
- Rearrange Published Content
- Manage Your Site Map
- Search Engine Optimization (SEO)
- Next Steps For Converting



Introduction:

- Built on a completely new platform
- 25 years of experience
- Integrated with RosterPro®
- Released in January 2015
- More to come!



Create Content

demosphere FC

Calendar Site Map Registration Login

HOME REC LEAGUE TRAVEL ACADEMY ABOUT US CAMPS TOURNAMENTS

+ Add Content



WOMEN'S SOCCER

+ Add Content

CLUB CALENDER

OCTOBER 2015

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	1	2	3

FIELD STATUS

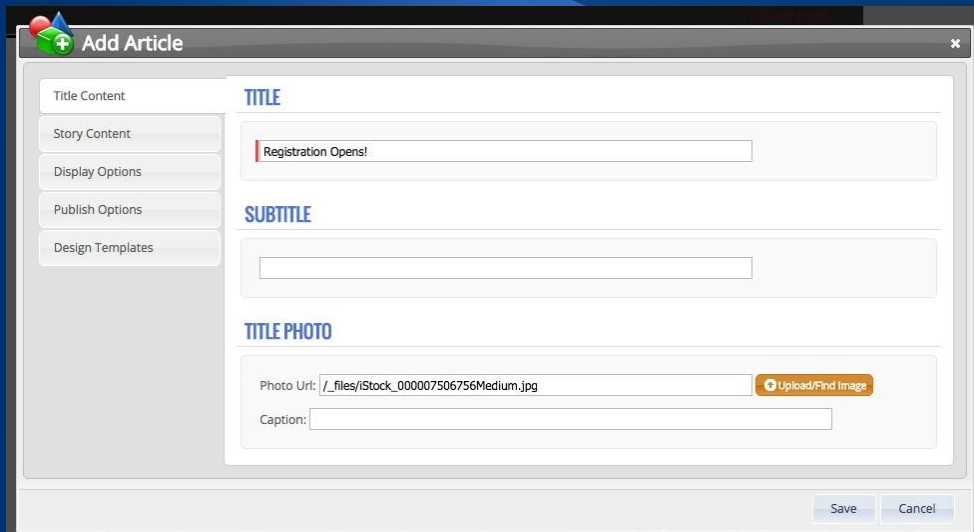
All Fields

Choose New Content Type to Add

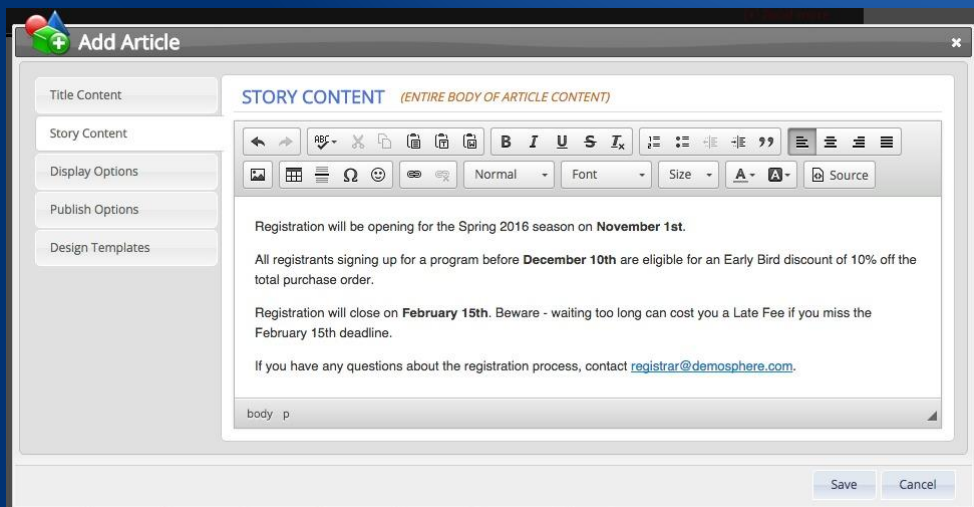
- Article
- Raw Code
- Image
- Link
- Calendar
- Content Rotator
- Navigation Module
- Section Header
- Elements

Add An Article

Add/edit the article body
the same way you would in
an email/Word Document

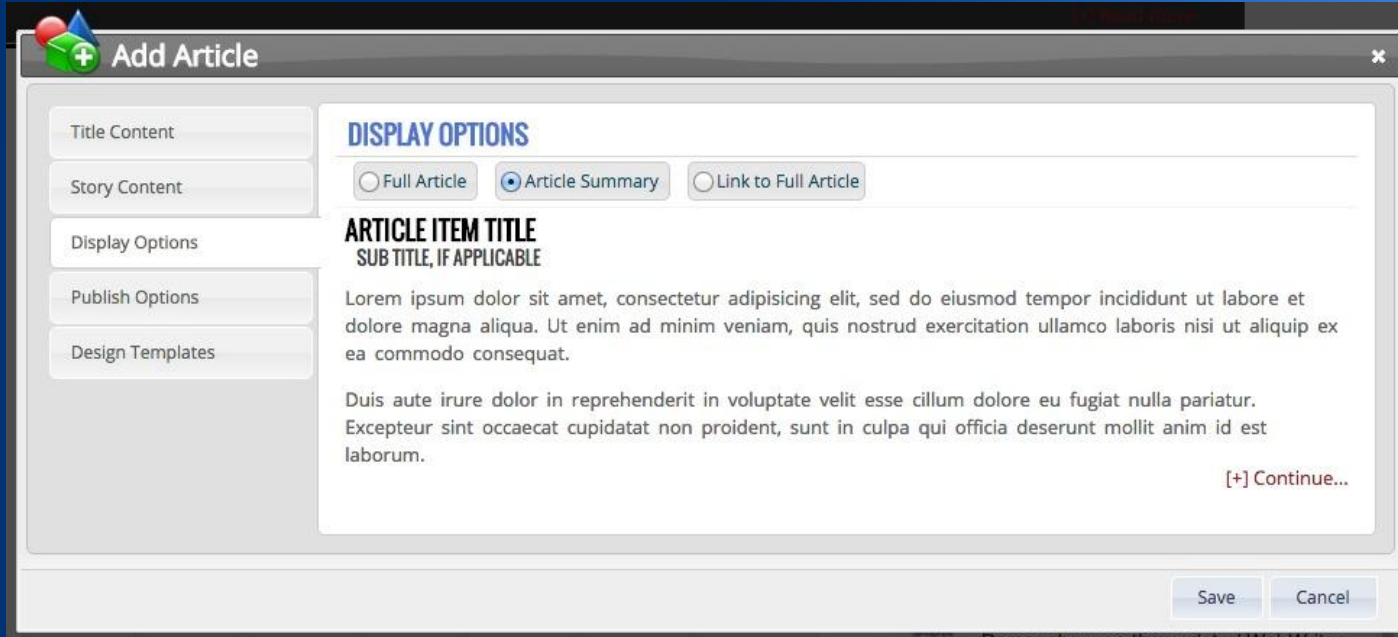


The 'Add Article' window displays the 'Title Content' section. On the left is a sidebar with buttons for 'Title Content', 'Story Content', 'Display Options', 'Publish Options', and 'Design Templates'. The main area contains three sections: 'TITLE' with a text input field containing 'Registration Opens!'; 'SUBTITLE' with an empty text input field; and 'TITLE PHOTO' with a 'Photo Url' field containing '/_files/iStock_000007506756Medium.jpg', an 'Upload/Find image' button, and an empty 'Caption' field. At the bottom right are 'Save' and 'Cancel' buttons.



The 'Add Article' window displays the 'Story Content' section. The sidebar remains the same. The main area features a 'STORY CONTENT (ENTIRE BODY OF ARTICLE CONTENT)' section with a rich text editor. The editor includes a toolbar with icons for undo, redo, bold, italic, underline, strikethrough, bulleted list, numbered list, link, unlink, image, table, link icon, and source. Below the toolbar, the text reads: 'Registration will be opening for the Spring 2016 season on **November 1st**. All registrants signing up for a program before **December 10th** are eligible for an Early Bird discount of 10% off the total purchase order. Registration will close on **February 15th**. Beware - waiting too long can cost you a Late Fee if you miss the February 15th deadline. If you have any questions about the registration process, contact registrar@demosphere.com.' At the bottom right are 'Save' and 'Cancel' buttons.

Add An Article



The screenshot shows a software window titled "Add Article" with a standard OS window header (minimize, maximize, close buttons). On the left is a sidebar with five menu items: "Title Content", "Story Content", "Display Options", "Publish Options", and "Design Templates". The "Display Options" menu item is selected. The main content area is titled "DISPLAY OPTIONS" and contains three radio button options: "Full Article", "Article Summary" (which is selected), and "Link to Full Article". Below these options, there is a section for "ARTICLE ITEM TITLE" and "SUB TITLE, IF APPLICABLE". This section contains two paragraphs of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat." and "Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.". At the bottom right of this section is a "[+] Continue..." link. At the very bottom of the window are "Save" and "Cancel" buttons.

Add Article

Title Content

Story Content

Display Options

Publish Options

Design Templates

DISPLAY OPTIONS

☐ Full Article ☒ Article Summary ☐ Link to Full Article

ARTICLE ITEM TITLE
SUB TITLE, IF APPLICABLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

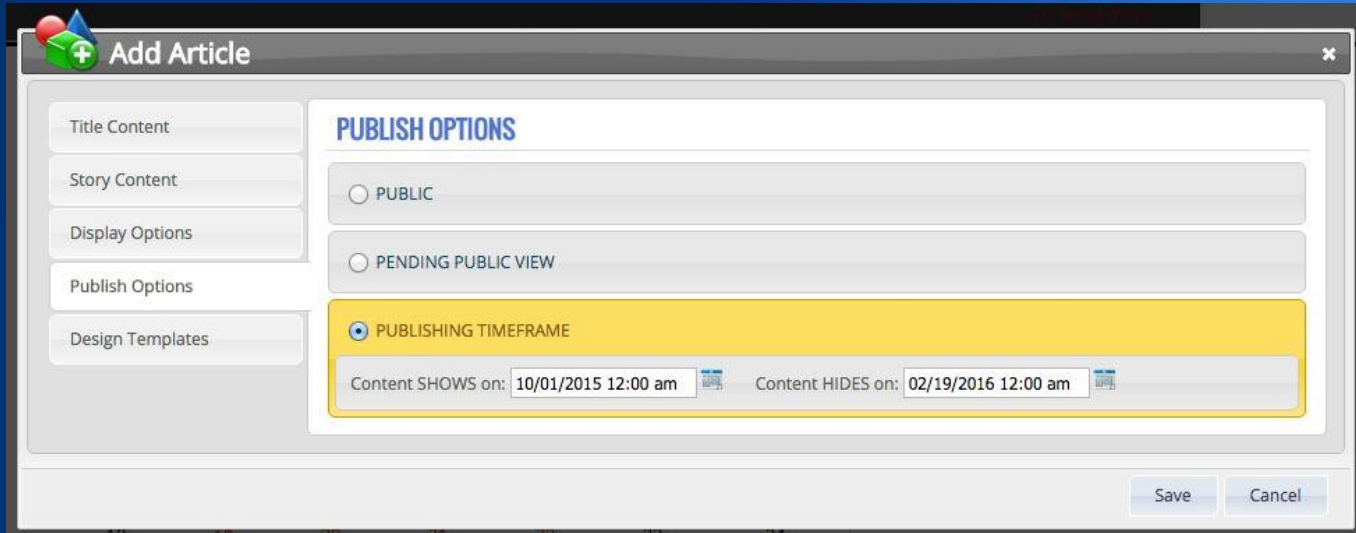
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[+] Continue...

Save Cancel

Display the content as Full Article, only reveal an expandable Article Summary, or set as a Link.

Add An Article



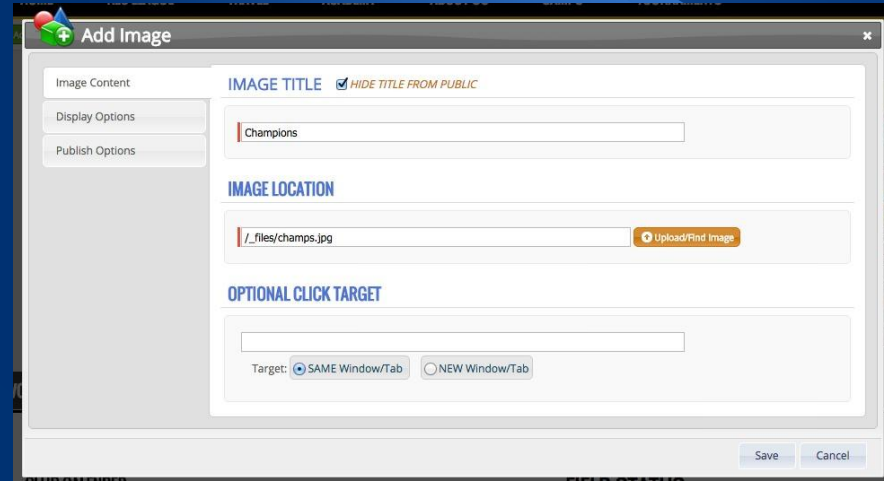
The screenshot shows a software window titled "Add Article" with a close button (X) in the top right corner. On the left side, there is a vertical sidebar with five buttons: "Title Content", "Story Content", "Display Options", "Publish Options", and "Design Templates". The "Publish Options" button is currently selected. The main area of the window is titled "PUBLISH OPTIONS" and contains three radio button options: "PUBLIC", "PENDING PUBLIC VIEW", and "PUBLISHING TIMEFRAME". The "PUBLISHING TIMEFRAME" option is selected and highlighted with a yellow background. Below these options, there is a field for "Content SHOWS on:" with a date/time picker set to "10/01/2015 12:00 am", and a field for "Content HIDES on:" with a date/time picker set to "02/19/2016 12:00 am". At the bottom right of the window, there are "Save" and "Cancel" buttons.

The publishing options within the System allow you to:

- Publish immediately to Public View
- Leave articles Pending (for further review)
- Set a Publishing Timeframe for time sensitive information

Add Images

Upload images directly
from File Manager.



The 'Add Image' dialog box is shown with the following fields and options:

- Image Content:** Includes tabs for 'Image Content', 'Display Options', and 'Publish Options'.
- IMAGE TITLE:** A text field containing 'Champions' and a checked checkbox for 'HIDE TITLE FROM PUBLIC'.
- IMAGE LOCATION:** A text field containing '/_files/champs.jpg' and an 'Upload/Find Image' button.
- OPTIONAL CLICK TARGET:** A text field for specifying a URL.
- Target:** Radio buttons for 'SAME Window/Tab' (selected) and 'NEW Window/Tab'.
- Buttons:** 'Save' and 'Cancel' buttons at the bottom right.

Redirect clicks to a
specific URL with
Optional Click Target.



The dashboard shows the 'My Dashboard' header with 'WebWriter® CMS' and navigation tabs: CONTENT MANAGEMENT, GOOGLE ANALYTICS, PAGE TEMPLATES, ELEMENTS ADMIN, and CMS FILE MANAGEMENT.

DIRECTORIES/FOLDERS:

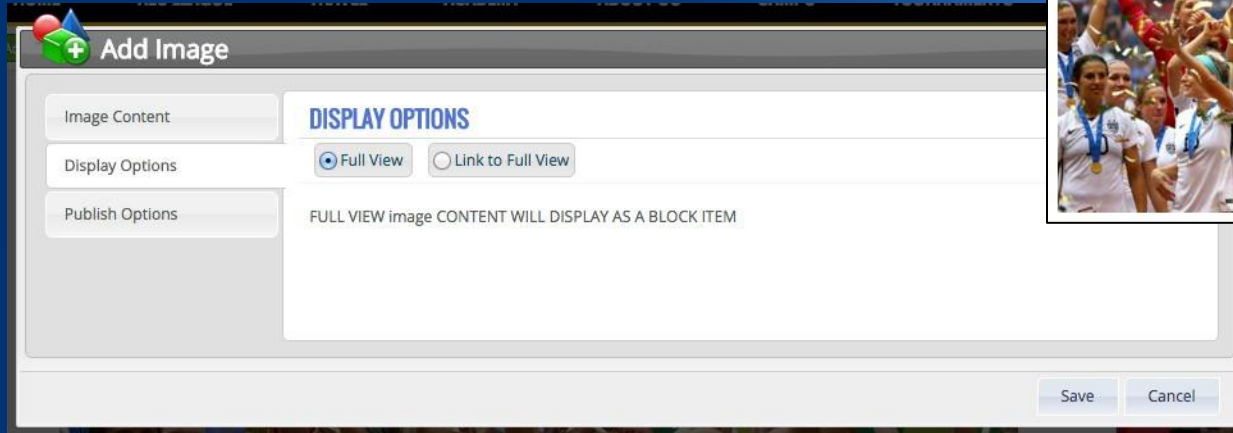
- Home
- Teams
- Add another one
- Girls Teams
 - U12 Girls
 - U13 Girls
 - U14 Girls
 - U15 Girls
 - U16 Girls

Files under: Home

#	File Name	Size	Added	Added By
6.	Miracle on Ice.jpg	104.87 KB	Mar 30, 2015	
7.	mls-primary_color_2.png	115.16 KB	Mar 30, 2015	
8.	Ronaldo-vs-messi-2012-top-image.jpg	407.54 KB	Mar 30, 2015	
9.	Team USA Defeats Canada to Open Women's Worlds.html	212.13 KB	Mar 30, 2015	
10.	teddy-bridgewater-nfl-minnesota-vikings-new-orleans-saints2-850x560.jpg	57.83 KB	Mar 30, 2015	

Page 1 of 1 | 10 Records

Add Images



The screenshot shows the 'Add Image' dialog box with the 'DISPLAY OPTIONS' tab selected. The 'Full View' radio button is chosen. A note states: 'FULL VIEW image CONTENT WILL DISPLAY AS A BLOCK ITEM'. A preview of a soccer team celebrating is shown in the top right corner.

Add Image

Image Content

Display Options

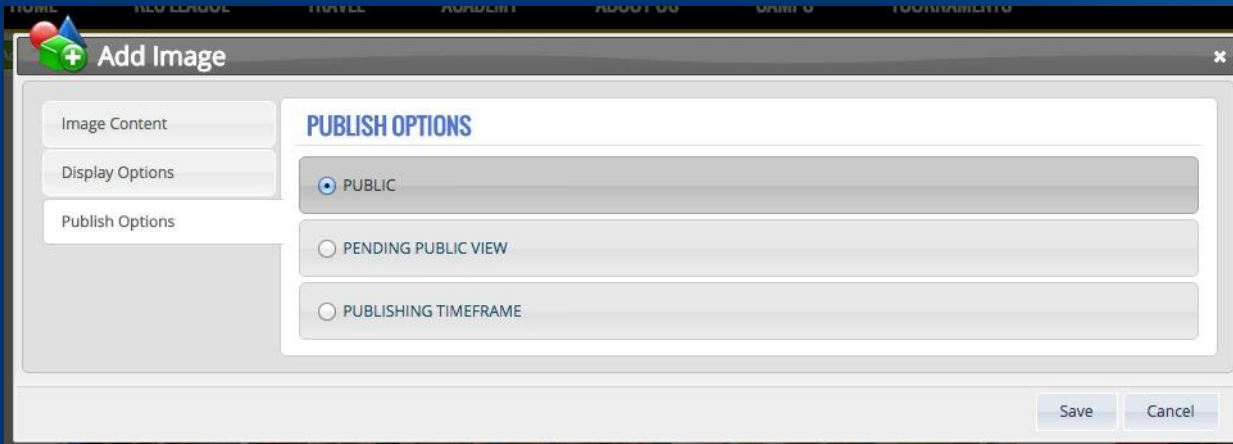
Publish Options

DISPLAY OPTIONS

☒ Full View ☐ Link to Full View

FULL VIEW image CONTENT WILL DISPLAY AS A BLOCK ITEM

Save Cancel



The screenshot shows the 'Add Image' dialog box with the 'PUBLISH OPTIONS' tab selected. The 'PUBLIC' radio button is chosen. The 'PUBLISHING TIMEFRAME' option is also visible.

Add Image

Image Content

Display Options

Publish Options

PUBLISH OPTIONS

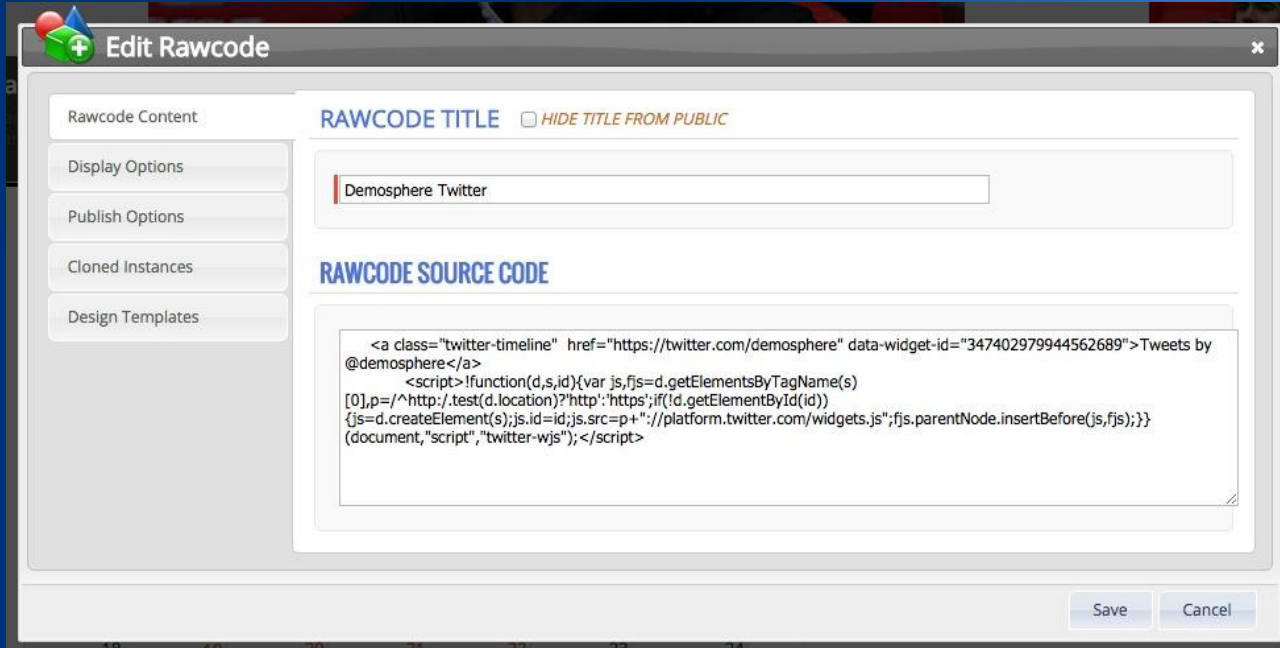
☒ PUBLIC

☐ PENDING PUBLIC VIEW

☐ PUBLISHING TIMEFRAME

Save Cancel

Add Raw Code



The screenshot shows a web application window titled "Edit Rawcode". On the left is a sidebar with five menu items: "Rawcode Content", "Display Options", "Publish Options", "Cloned Instances", and "Design Templates". The main area is divided into two sections. The top section, "RAWCODE TITLE", has a checkbox labeled "HIDE TITLE FROM PUBLIC" and a text input field containing "Demosphere Twitter". The bottom section, "RAWCODE SOURCE CODE", contains a text area with the following HTML and JavaScript code:

```
<a class="twitter-timeline" href="https://twitter.com/demosphere" data-widget-id="347402979944562689">Tweets by  
@demosphere</a>  
<script>!function(d,s,id){var js,fjs=d.getElementsByTagName(s)  
[0],p=/^http:\/\/.test(d.location)?http:\/\/https:/;if(!d.getElementById)  
{js=d.createElement(s);js.id=id;js.src=p+"//platform.twitter.com/widgets.js";fjs.parentNode.insertBefore(js,fjs);}  
(document,"script","twitter-wjs");</script>
```

At the bottom right of the dialog are "Save" and "Cancel" buttons.

Embed videos and social media feeds directly onto
your site without prior coding experience

Add Raw Code

 Edit Rawcode

Rawcode Content

Display Options

Publish Options

Cloned Instances

Design Templates

DISPLAY OPTIONS

☒ Full View ☐ Link to Full View

FULL VIEW RAWCODE CONTENT WILL DISPLAY AS A BLOCK ITEM

Save

Cancel



Edit Rawcode



Rawcode Content

Display Options

Publish Options

Cloned Instances

Design Templates

PUBLISH OPTIONS

☒ PUBLIC

☐ PENDING PUBLIC VIEW

☐ PUBLISHING TIMEFRAME

Save

Cancel

DEMO SPHERE TWITTER

Tweets

 **Demosphere** @demosphere 2h
Don't forget to sign up for Maximize
Demosphere on the updated WebWriter
CMS platform! buff.ly/1VB6pf6

 **Demosphere** @demosphere 17 Oct
Start gathering your equipment, and let us worry about gathering your registration data! buff.ly/1VBFEHm

Little League
Season Equipment
Reminders! |
Demosphere



Get yourself prepared with some important Little League equipment regulation reminders!

 Hide Summary

 **Demosphere** @demosphere 16 Oct
Create unique, identifying links for your sponsor images and track the clicks received by each! buff.ly/1QJzTXI

Show Summary

Tweet to @demosphere

Add Links

The image displays two screenshots of the 'Add Link' dialog box, which is used for creating links in a software application.

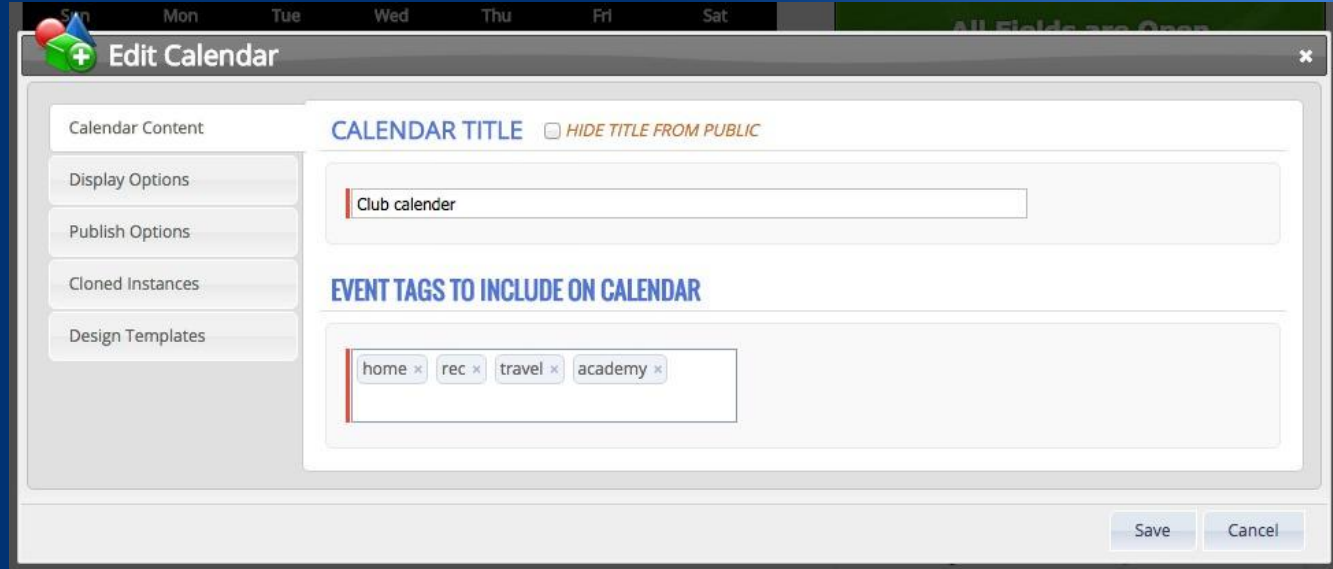
Left Screenshot: The dialog box is titled 'Add Link'. It features a sidebar on the left with three buttons: 'Link Content', 'Display Options', and 'Publish Options'. The main area is titled 'LINK TARGET' and contains two radio buttons: 'SAME Window/Tab' (unselected) and 'NEW Window/Tab' (selected).

Right Screenshot: This screenshot shows the same dialog box but with the 'LINK TITLE' and 'LINK TARGET URL' sections filled out. The 'LINK TITLE' section has a text input field containing 'Demosphere'. The 'LINK TARGET URL' section has a text input field containing 'http://www.demosphere.com/'. To the right of the URL input field is an 'Upload/Find Files' button. At the bottom right of the dialog box are 'Save' and 'Cancel' buttons.

Link separate websites, pages within your website, and documents (including PDF) through File Upload.

Links can either open in the Same or New window.

Add Calendars

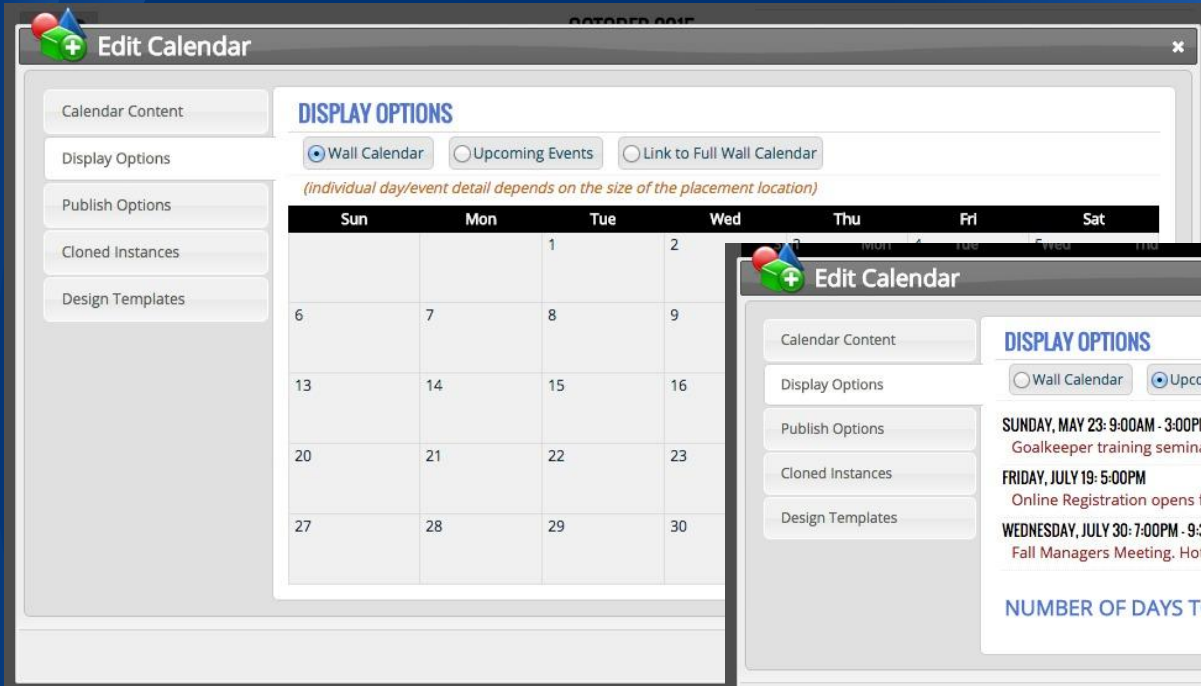


The screenshot shows a web application interface for editing a calendar. At the top, there is a navigation bar with days of the week (Sun, Mon, Tue, Wed, Thu, Fri, Sat) and a status indicator 'All Fields are Open'. Below this is a dialog box titled 'Edit Calendar' with a close button (X). The dialog box has a sidebar on the left with five tabs: 'Calendar Content', 'Display Options', 'Publish Options', 'Cloned Instances', and 'Design Templates'. The 'Calendar Content' tab is selected. The main area of the dialog box is divided into two sections. The first section is titled 'CALENDAR TITLE' and has a checkbox labeled 'HIDE TITLE FROM PUBLIC'. Below this is a text input field containing the text 'Club calender'. The second section is titled 'EVENT TAGS TO INCLUDE ON CALENDAR' and contains a text input field with four tags: 'home', 'rec', 'travel', and 'academy', each followed by a small 'x' icon to indicate it can be removed. At the bottom right of the dialog box are two buttons: 'Save' and 'Cancel'.

Create unlimited calendars for your website utilizing the tagging system for each event.

Includes Google/iCal importing and exporting capabilities.

Add Calendars



Edit Calendar

Calendar Content

Display Options

Publish Options

Cloned Instances

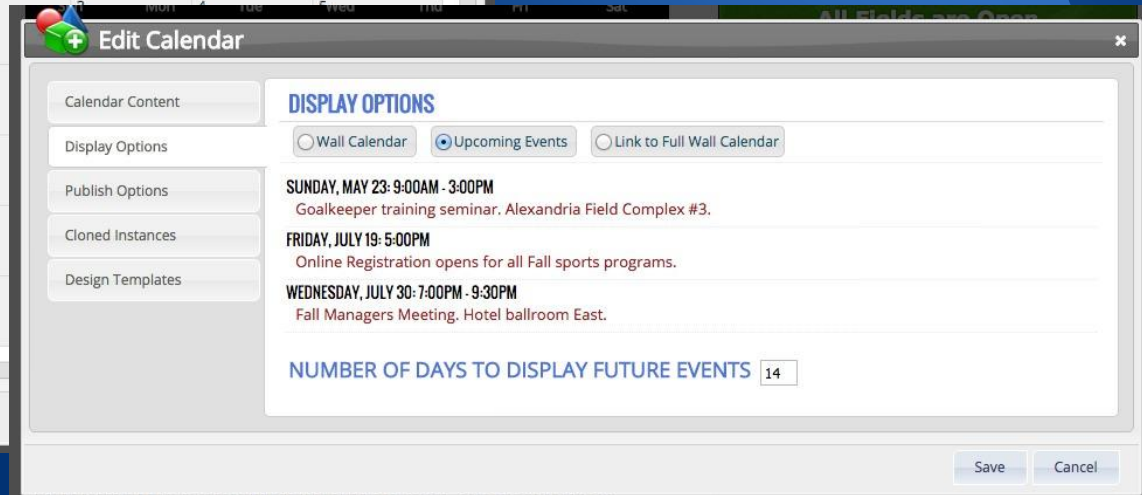
Design Templates

DISPLAY OPTIONS

☒ Wall Calendar ☐ Upcoming Events ☐ Link to Full Wall Calendar

(individual day/event detail depends on the size of the placement location)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2			
6	7	8	9			
13	14	15	16			
20	21	22	23			
27	28	29	30			



Edit Calendar

Calendar Content

Display Options

Publish Options

Cloned Instances

Design Templates

DISPLAY OPTIONS

☐ Wall Calendar ☒ Upcoming Events ☐ Link to Full Wall Calendar

SUNDAY, MAY 23: 9:00AM - 3:00PM
Goalkeeper training seminar. Alexandria Field Complex #3.

FRIDAY, JULY 19: 5:00PM
Online Registration opens for all Fall sports programs.

WEDNESDAY, JULY 30: 7:00PM - 9:30PM
Fall Managers Meeting. Hotel ballroom East.

NUMBER OF DAYS TO DISPLAY FUTURE EVENTS 14

Save Cancel

Display calendars as Wall Calendars, List of Events, or Links.

Add Calendar Events

 Add Event

Event Content

Event Story

EVENT TITLE

Home Game - Ravens

EVENT DATES/TIMES ☒ ALL-DAY EVENT

BEGINS: 04/01/2016 ENDS: 04/01/2016

RECURRING EVENT ☐ REPEAT EVENT

UNTIL: 04/02/2016 (The event should repeat until this date)
Repeats: Daily Repeat Every: 1 days
Include Weekends: ☐

EVENT TAGS

rec home

Save Cancel

Add Content Rotators

 Edit Rotator

Rotator Content

Display Options

Publish Options

Cloned Instances

DISPLAY OPTIONS

Transition Interval: 7 seconds

Thumbnails SliderBasic Rotator

Transition: Fade | Height: 400

☒ Vertical Thumbnails | ☐ Horizontal Thumbnails | ☐ None

(example images do not represent actual size)



Riverhounds Add Ngwenya To Squad
The Pittsburgh Riverhounds are pleased to announce the signing of midfielder Joseph Ngwenya, pending USSF approval. Ngwenya spent the 2013 season with the Richmond Kickers, where he tallied 23 points (nine goals, five assists) in 20 appearances en route to being named to the USL PRO All-League First Team and one of three finalists for league MVP.

[read more...](#)



Save

Cancel

Add Content Rotators

+ Add Content



WOMEN'S SOCCER

boys

women's soccer

Falcao Driven to Tears

boys

women's soccer



Choose New Content Type to Add

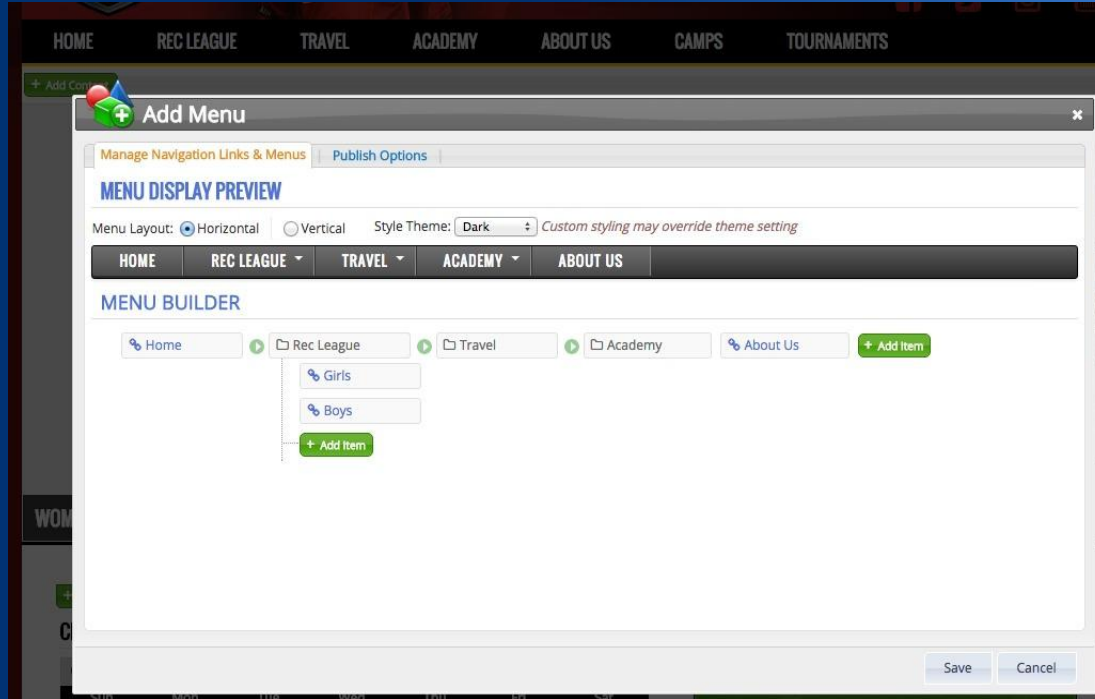
Article

Raw Code

Image

Cancel

Add Navigation Module



Build custom navigation bar links or drop-down lists to match your layout requirements.

Add Elements

 **Add Element** VIEW ALL FIELD LOCATIONS ✕

Element Content

Display Options

Publish Options

Design Templates

ELEMENT TITLE ☐ *HIDE TITLE FROM PUBLIC*

ELEMENT TYPE

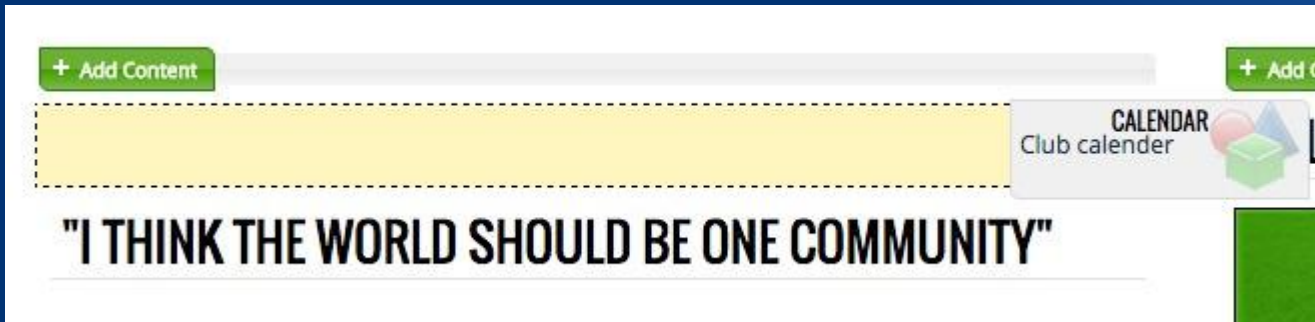
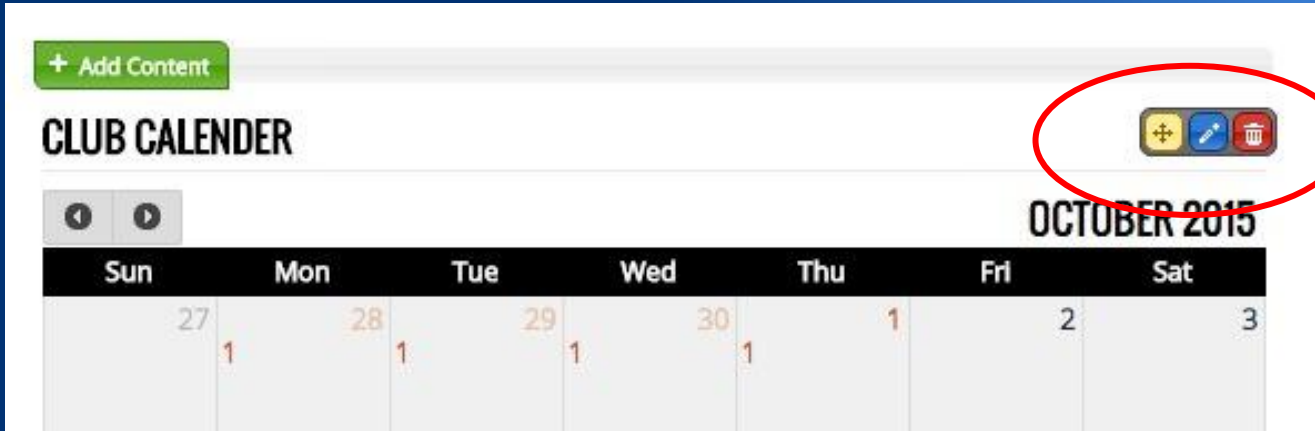
Standings

Season:

Fall 2015

Recreational League Fall 2015							
U10 Boys Fall	Pts	GP	W	T	L	GF	GA
U10B Blue	19	10	6	1	3	22	14
U10B Red (VA)	18	10	5	3	2	19	16
U10B Black	10	10	2	4	4	12	16
U10B Green	8	10	2	2	6	13	20
U12 Boys Fall	Pts	GP	W	T	L	GF	GA
U12B Wolves	-	-	-	-	-	-	-
U12B Tigers	-	-	-	-	-	-	-
U12B Bears	-	-	-	-	-	-	-
U12B Lions	-	-	-	-	-	-	-
U12 Girls Fall	Pts	GP	W	T	L	GF	GA
U12G Storm	-	-	-	-	-	-	-
U12G Lightning	-	-	-	-	-	-	-
U12G Thunder	-	-	-	-	-	-	-
U12G Riptide	-	-	-	-	-	-	-

Re-arrange Content - Drag and Drop!



Content Archives



Content Archives

SITE STRUCTURE FILTERS

Entire Website

Home Page

Standings

About Us

Results

Tournaments

Sponsors

Program Info

New Department

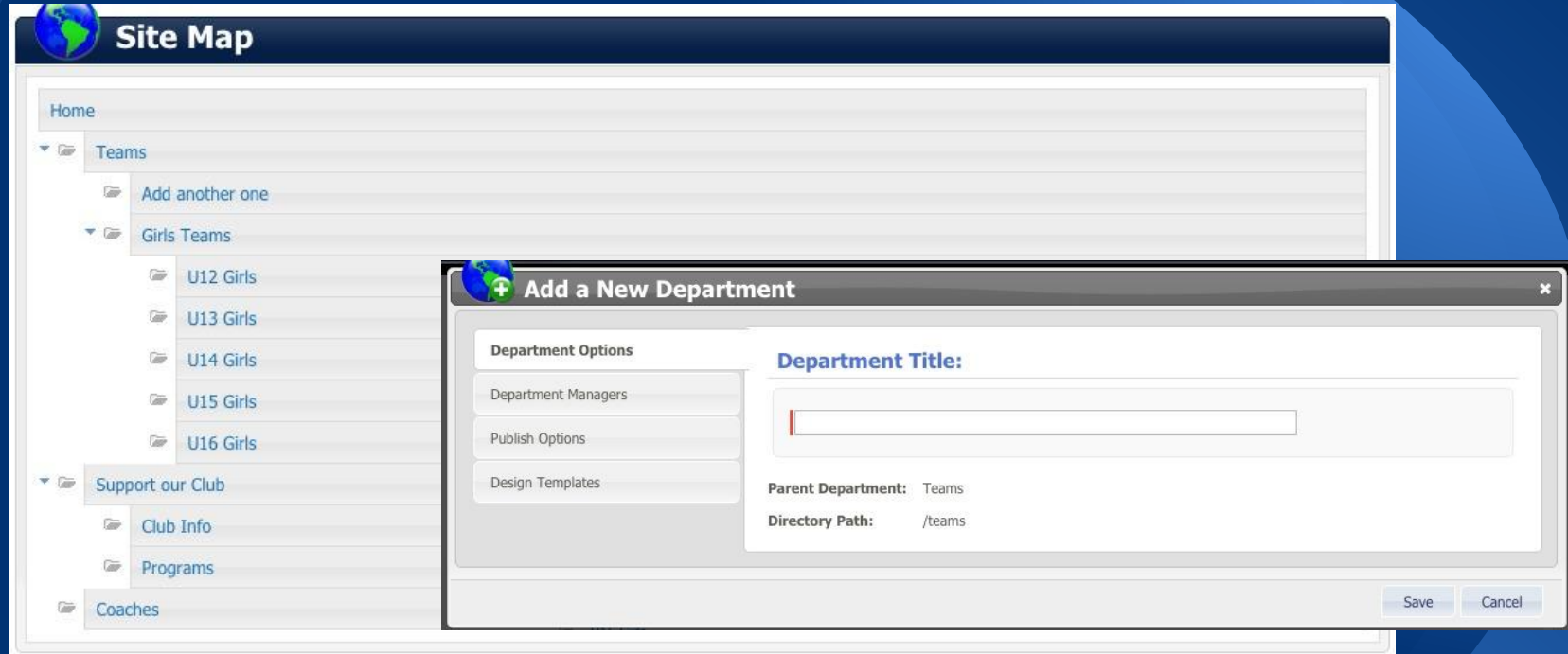
All articles found under: *Entire Website*

Search ...

► Archived	► Item Info	► Created																				
	USWNT Schedule																					
NOV 13 2014	<table><thead><tr><th>Date</th><th>Time</th><th>Matchup</th><th>Venue</th><th>Info</th></tr></thead><tbody><tr><td>August 20, 2014</td><td>7:30 PM ET</td><td>WNT vs Switzerland</td><td>WakeMed Soccer Park; Cary, N.C.</td><td>Ticket Info ussoccer.com</td></tr><tr><td>September 13, 2014</td><td>4:30 PM MT</td><td></td><td></td><td></td></tr><tr><td colspan="5">...</td></tr></tbody></table>	Date	Time	Matchup	Venue	Info	August 20, 2014	7:30 PM ET	WNT vs Switzerland	WakeMed Soccer Park; Cary, N.C.	Ticket Info ussoccer.com	September 13, 2014	4:30 PM MT				...					NOV 01 2013
Date	Time	Matchup	Venue	Info																		
August 20, 2014	7:30 PM ET	WNT vs Switzerland	WakeMed Soccer Park; Cary, N.C.	Ticket Info ussoccer.com																		
September 13, 2014	4:30 PM MT																					
...																						
NOV 13 2014	U.S. WNT Faces Switzerland U.S. WNT FACES SWITZERLAND FOR FIRST TIME: The U.S. Women's National Team will face Switzerland for the first time in its history when the two teams square off on Aug. 20 at WakeMed Soccer Park in a...	OCT 14 2013																				

Republish archived content at a later date

Site Map



Drag and Drop Resequencing
Unlimited Depth

Site Map

 **Edit Department** ✕

Department Options

Department Managers

Publish Options

Design Templates

Department Managers:

To have users show up below, assign them to a role with Site Map Management with Limited Access

Search ...

Filter

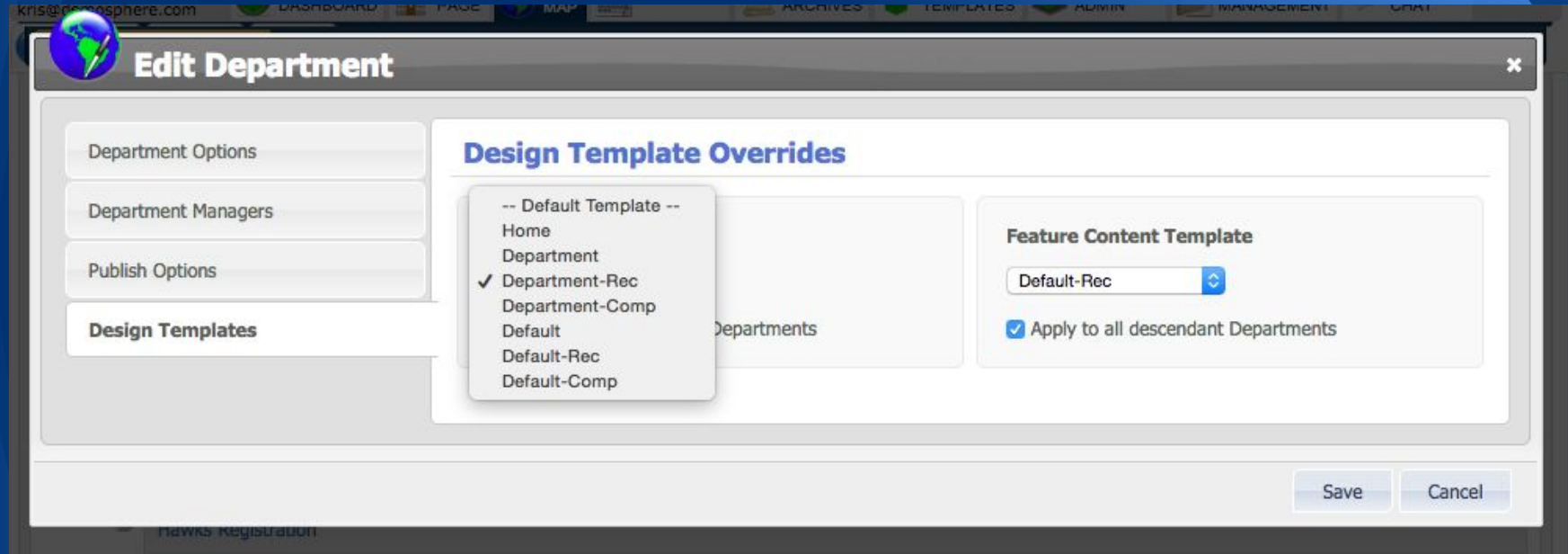
☐	✚ User Name	✚ Email
☐	Baker, Miles	m.baker@university.edu
☐	Dunn, Harry	h.dunn@university.edu
☐	Baker, Kris	k.baker@university.edu
☐	Thompson, Pamela	p.thompson@university.edu

4 Managers

Save

Cancel

Site Map - Manage Design Templates



The screenshot shows a web application interface for managing design templates. At the top, a navigation bar includes links for 'knsi@ecosphere.com', 'DASHBOARD', 'PAGE', 'MAP', 'ARCHIVES', 'TEMPLATES', 'ADMIN', 'MANAGEMENT', and 'CHAT'. The main window is titled 'Edit Department' and features a sidebar with the following menu items: 'Department Options', 'Department Managers', 'Publish Options', and 'Design Templates' (which is currently selected). The main content area is titled 'Design Template Overrides' and contains two sections. The first section, 'Feature Content Template', has a dropdown menu showing 'Default-Rec' and a checkbox labeled 'Apply to all descendant Departments' which is checked. The second section, 'Design Template Overrides', has a dropdown menu showing a list of templates: '-- Default Template --', 'Home', 'Department', 'Department-Rec' (which is selected with a checkmark), 'Department-Comp', 'Default', 'Default-Rec', and 'Default-Comp'. At the bottom right of the window are 'Save' and 'Cancel' buttons. The footer of the application shows 'Hawks Registration'.

Edit Department

Department Options

Department Managers

Publish Options

Design Templates

Design Template Overrides

-- Default Template --

- Home
- Department
- ✓ Department-Rec
- Department-Comp
- Default
- Default-Rec
- Default-Comp

Feature Content Template

Default-Rec

☒ Apply to all descendant Departments

Save Cancel

Hawks Registration

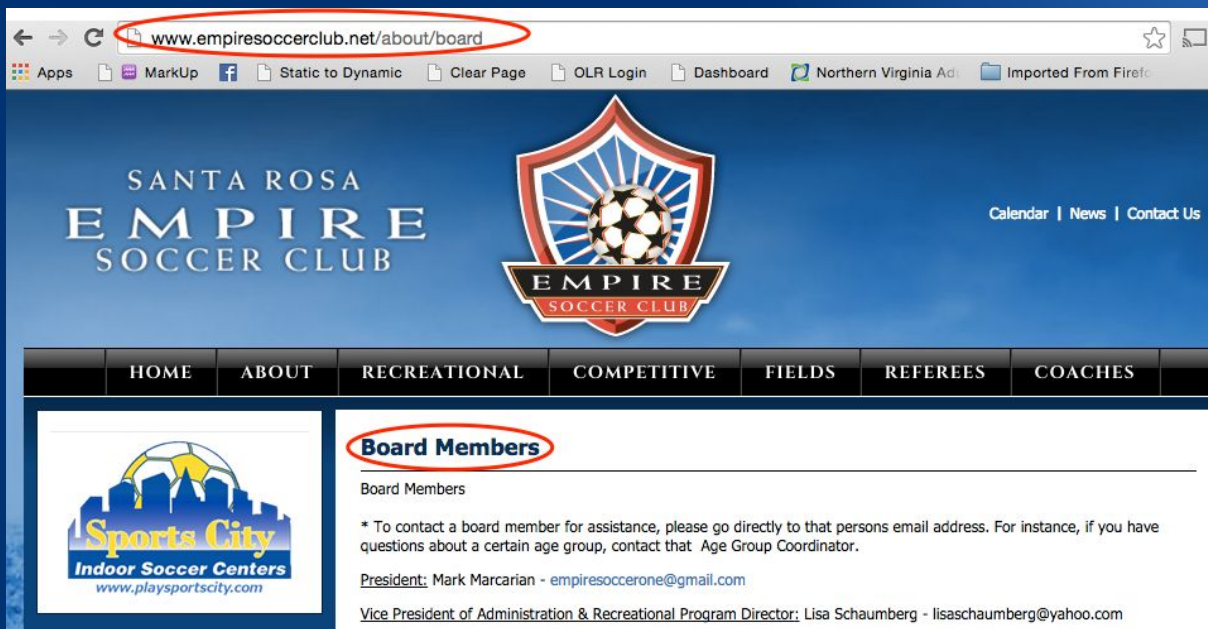
Search Engine Optimization (SEO)

- URL Names
 - Determined by Site Map Page Names
 - i.e. Club History becomes /about/club-history



SEO - Page Titles

- Determined by Title of 1st Article + Organization Name
- Better search results depend more on relevant, on-going content added by your organization



More Information On WebWriter!

- Best-In-Class Support
support@demosphere.com
- Demosphere Blog
[WebWriter CMS Slideshow](#)
[How To Add Images](#)
[How To Add Calendars](#)
- Transition To WebWriter 2.0
Contact your Account Representative or sales@demosphere.com for more information about the transition process!





Kris Baker

SVP Sales & Service

kris@demosphere.com