



# A STEP-BY-STEP GUIDE TO ADDING NEWS ARTICLES



# Make News Your Own

News content provides yet another way to add fresh content to your home page. Search engines favor sites that do this regularly. Reap the benefits by linking to the pages you want to emphasize, and to other websites that feature topics and issues relevant to your organization and community.

Your Springboard gives you the power to:

- Add categories of news articles, so you can publish news headlines or articles of different topics on different pages of your site.
  - Highlight happenings in your community that can draw more people to your site.
  - Announce company-specific information about staff members and product promotions.
  - Highlight accomplishments of your most valued customers. This establishes you as the expert in your field and can also help cement your relationships with your clients.



As part of your commitment to owning your content, begin with updating the default title of the news and announcements section of your home page, Hot Off The Press, to something unique to you.

Website: Headline above dated news articles

**HOT OFF THE PRESS**

Posted on 05/06/2013 How to Use Marketing to Dominate Your Industry

Posted on 04/29/2013 How To Make Your Marketing Messages Stick With Your Audience

Posted on 04/22/2013 Surprise! The Secret to Good Customer Service

Posted on 04/15/2013 Social Media Marketing for Dummies (And Anyone Else Wanting to Get Started)

[View The Archives...](#)

## 1. Update the Headline for the news content on your home page.

1a. Log into your Springboard and click **My Website**, then **Website Content**.

Hint: Click the link in the top left corner to preview your website.

Springboard: Website Content

Welcome To Your Springboard

You are currently managing **Guides** (<http://guides.presencehost.net/>)

**Website Content**

Landing Pages

Portals

Website Users

- Users & Groups
- Manage Profile

Website Settings

Libraries

- Images
- Documents
- Spotlights
- News Articles
- Catalog Items
- Templates
- DesignReady Items

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- 1b. Click the **title of the welcome page**, or click the **gear icon** and then **Manage Content**.

Hint: Click index.html to preview the home page.

*Springboard: Listing of sections and pages*



- 1c. Click the **News** tab. This is the content area where the headline and dated news articles display. Click the **gear icon** for the headline and click **Edit Headline**.

*Springboard: News content area on the home page*



Hint: Multiple tabs on a page indicate the multiple areas on the page where content displays. Manage the News content under the tab labeled **News**. The available tabs vary depending on your website design and the page you're managing. The Welcome page has more options for displaying content than the inside pages.



1d. Update the **Headline Text**, and click **Save & Close**.

Springboard: Editing headline content

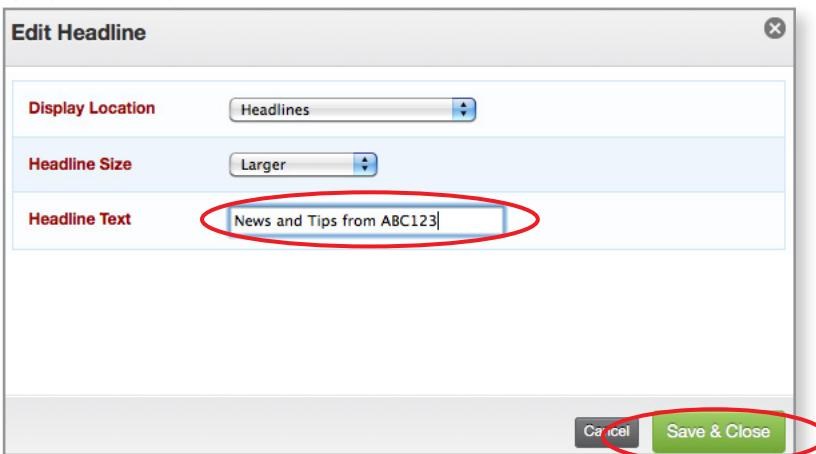
Edit Headline

Display Location: Headlines

Headline Size: Larger

Headline Text: News and Tips from ABC123

Save & Close



You can control the number of articles that display, as well as the appearance of the default “View The Archives” link.

Website: Dated news articles

### NEWS AND TIPS FROM ABC123

Posted on 05/13/2013

[3 Things to Know Before Using Social Media for Your Business](#)

Posted on 05/06/2013

[How To Use Marketing to Dominate Your Industry](#)

Posted on 04/29/2013

[How To Make Your Marketing Messages Stick With Your Audience](#)

Posted on 04/22/2013

[Surprise! The Secret to Good Customer Service](#)

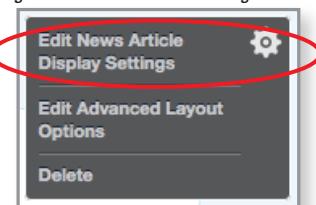
[View The Archives...](#)

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### 2. Optional: Update the display of articles and the Archive Link.

- 2a. Click the **gear icon** and **Edit News Article Display Settings** to modify the display of the news content.

*Springboard: Actions under the gear icon*



- 2b. Update the **Archive Link Text**. (ex: Click for past articles)

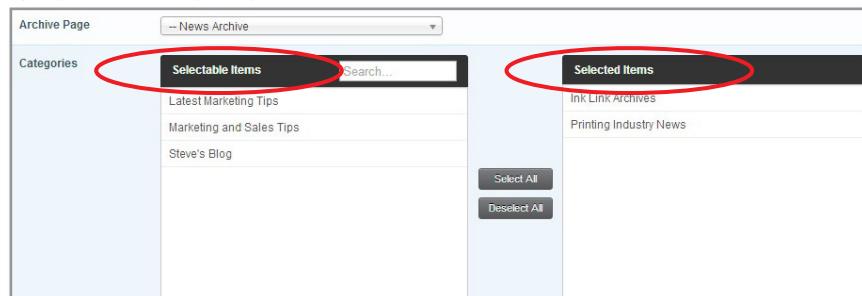
*Springboard: Updating News Archive Link Text*



Edit News Article Display Settings	
Display Location	Headlines
Archive Link Text	Click for past articles
Archive Page	-- News Archive

- 2c. To update the Categories of news articles that are displaying, click on a category name in the **Selectable Items** list. It moves to the **Selected Items** list. Likewise, click on an item in Selected Items to move it back to Selectable Items.

*Springboard: Selecting categories*



Selectable Items	Selected Items
Latest Marketing Tips	Ink Link Archives
Marketing and Sales Tips	Printing Industry News
Steve's Blog	

**Hint:** The categories appearing on this list have been added in the News Articles Library. Use Categories to separate articles of different topics and make them appear on different pages of your website. Display articles from multiple categories in the same list by selecting multiple categories here.

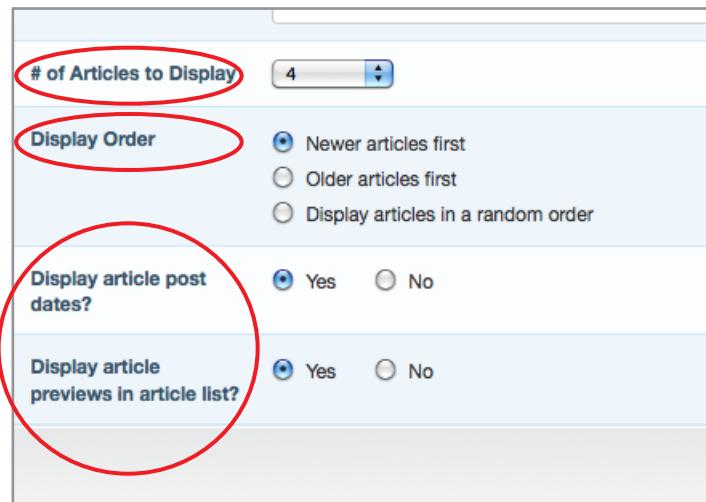
2d. Select the **# of Articles to Display**.

2e. Choose the **Display Order**, to display newer articles first, older first or display the articles in a random order. If you choose the random display option, next choose how often to update the random order.

2f. Choose Yes or No to **Display article post dates?** and **Display article previews in the article list?**

**Hint:** "Article Previews" refers to the text entered in the Description field when you create the news article in the Library, described further in step 3.

*Springboard: News Article display settings*



2g. Click **Save & Close**.

*Springboard: Saving News Article display settings*

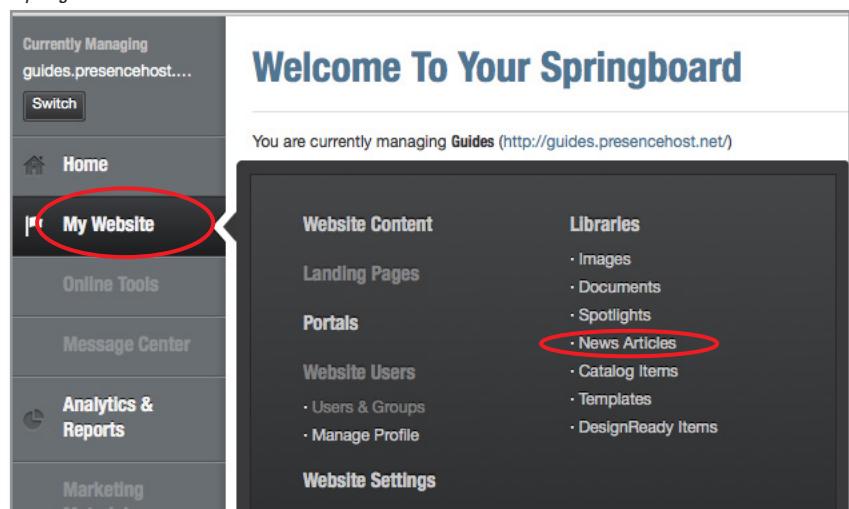


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### 3. Add your own articles into the News Articles Library.

3a. Click **My Website**. Under **Libraries**, click **News Articles**.

*Springboard: Website Content*



Welcome To Your Springboard

You are currently managing [Guides](http://guides.presencehost.net/) (<http://guides.presencehost.net/>)

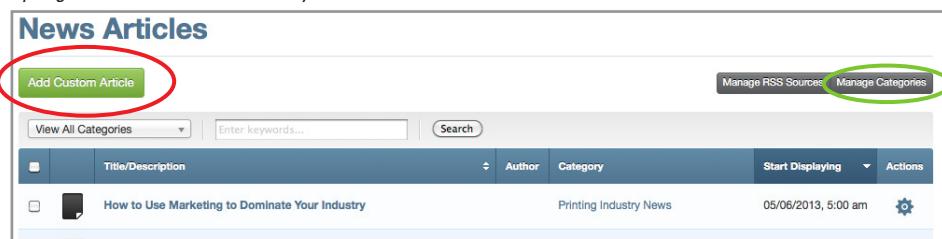
<b>Website Content</b> Landing Pages <b>Portals</b> Website Users Marketing	<b>Libraries</b> <ul style="list-style-type: none"> <li>• Images</li> <li>• Documents</li> <li>• Spotlights</li> <li><b>• News Articles</b></li> <li>• Catalog Items</li> <li>• Templates</li> <li>• DesignReady Items</li> </ul>
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The default category that's included with your website's content package is Industry News. Each week Firespring researchers and writers add useful articles to the default category. Check to ensure the newest headline relates to your site visitors. If it doesn't, modify or replace it with one that fits your audience.

3b. Click **Add Custom Article**.

Your website displays the post date, optional description and Image.

*Springboard: News Articles Library*



**News Articles**

[Add Custom Article](#) [Manage RSS Sources](#) [Manage Categories](#)

	Title/Description	Author	Category	Start Displaying	Actions
	How to Use Marketing to Dominate Your Industry		Printing Industry News	05/06/2013, 5:00 am	

**Hint:** You can add your own articles into the default category or you can add categories for them; click **Manage Categories** up top on the right, then **Add Categories**.

Categories added in the Library appear on the Selectable Categories list in the News Articles Display Settings screen, as shown in step 2.

- 3c. The **Start Displaying On** defaults to the current date and time. Update this if you want the article to begin displaying at another time.

- 3d. Type a **Title**.

- 3e. Select the type of **Article Link**.

Here's some information about each option:

**None:** The title and post date of the article will appear on the website, along with the optional description and image. Use this option for succinct announcements.

**To another site:** The article Title links to the web page you enter in the Redirect To field, so be sure to enter the complete URL. And, anytime you're linking off of your website, we recommend that you choose Yes to Open in a new window.

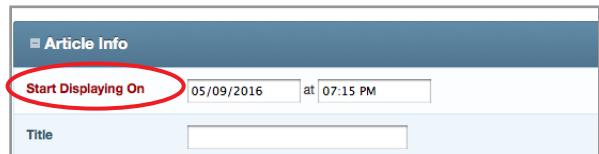
**To another page on this site:** The article Title links to the page you select on the Redirect To menu.

**To a downloadable file:** Click Select a Document. Select a file previously uploaded to your Documents Library, or click Upload Document to choose one from your computer. The article Title links to the document you select. It may be helpful to use the optional Description to explain that the user will be downloading a PDF or other file.

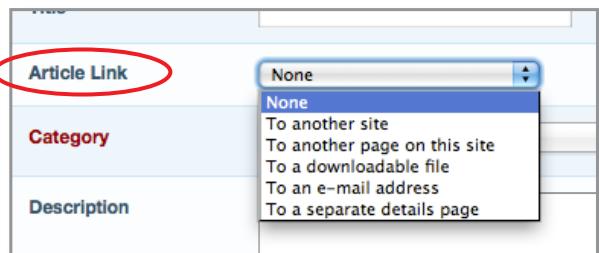
**To an email address:** The article Title links to the email address you enter. It may be helpful to use the optional Description to explain that the user will be contacting someone via email.

**To a separate details page:** Type the article directly into the Details box or copy and paste from a document. The article Title links to a page that displays the complete article and optional image, along with a "Return to List" link that takes the user to the news archive page.

*Springboard: Adding a custom News Article*



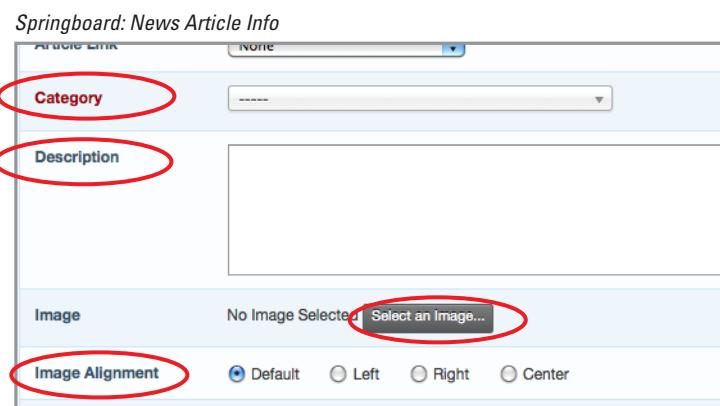
*Springboard: Article Link options*



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**SEO Hint:** One way to utilize a news item for SEO is to feature a product or service using those keywords, and set the article link: To another page on this site, a page you've created to feature the item. For example, you could enter an article Title: New chocolate donut recipe unveiled! And then link it to your chocolate donut page which contains all the information about it. This approach helps build your target keywords "chocolate donut."

- 3f. Select a **Category** for the article.
- 3g. Type the optional **Description**.
- 3h. Click **Select an Image**. Select an image previously uploaded to your Image Library, or click **Upload Image** to choose one from your computer.
- 3i. Choose the **Image Alignment**.



These screen shots show examples of Left and Right alignment. The image of the woman is Left aligned, text displays on the right side of the image and wraps below. The image of the man is Right aligned, with text wrapping on left and below.

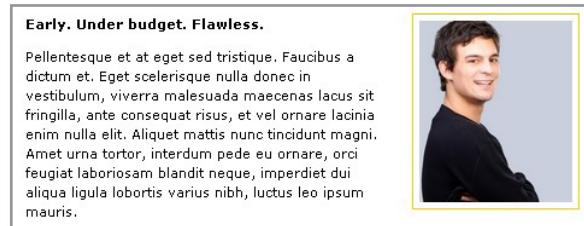
The image of the woman is Left aligned, text displays on the right side of the image and wraps below.

Website: Left image alignment



The image of the man is Right aligned, with text wrapping on left and below.

Website: Right image alignment



- 3j. Select the **Author** from the menu showing the Display Name of all the Springboard user accounts.

The default selection is the user who's currently logged in. To display a name that's not on this list, choose Other, then type the name in the Author (Other) field. To not display a byline, select Other and leave the Author (Other) field blank.

- 3k. Click **Save & Finish**.



The article is loaded on your site. If you've entered a post date in the future, the article will automatically appear on that date and time.

Idea: Perhaps you'd like to feature articles about or authored by your staff, events you're hosting, etc. Add a category titled something like Staff News, then add articles to the category. Add News content to a page, such as the Our Staff page. In the News Article Display Settings, select the Category: Staff News.