

How to manage all that content?

A CMS is
one
solution



DIY or leave to the professional?

- A user will automatically associate the quality of your website with the quality of your offer.
- A professional, fully functional web site is the product of three key skills:
 - Graphic/web design (look and feel)
 - Programming (translate the look and feel into HTML and CSS)
 - Marketing knowledge and know how

Cascading Style Sheet (CSS)

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basiclayout.css
Code Split Design Title:
1 body {
2   background: #000000;
3   text-align: center;
4   font: 18px/20px Arial, Helvetica, sans-serif;
5   margin: 0px;
6   padding: 0px;
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“A content management system (CMS) is a program that lets you edit your website’s content without needing to know any programming language. It is a must-have for all tourism operators.”

Australia Tourism Commission

Why CMS?

- The best way to manage your content without being an IT expert
- The safest way
 - Allows you to edit the content of your website, while at the same time preventing you from altering the style (which is held separately in CSS)
- Specially designed for SEO purpose
- Save money and time
- And gives you autonomy over your site

CMS requirements



CMS should have the ability to provide search engine friendly content. CMS must respect key search engine optimisation principles.

Example of a CMS: Joomla

DEMONSTRATION OF
Three Farm Stay UK examples

Joomla! CMS

- Joomla! is web-based and doesn't require installation on each computer
- Image management – an online library where images can be uploaded and entered on the site with ease
- Easy data management giving full control over your own site

The screenshot displays a web browser window with the Mozilla Firefox address bar showing the URL: [Ash House Farm, bed and breakfast, Northwich, Cheshire](#). The browser has several tabs open, including 'Ash House Farm, bed and breakfast...', 'B&B Devices Withshire - Google Search...', and 'Referring Sites - Google Analytics'.

The website's navigation menu includes links for: **MAKE ENQUIRY**, **HOME**, **BED & BREAKFAST**, **DIRECTIONS**, **DAYS OUT**, **RATES**, and **AVAILABILITY**. On the left sidebar, there are links for **GUEST COMMENTS**, **CONTACT US**, **Cycling in Cheshire**, **enquiries@ashhouseoffarm.com**, and **LOGIN IMPRINT LINKS**.

The main content area is titled 'Sitecontent / Edit Content' and shows the editing interface for a page titled 'About Ash House Farm'. The 'Title' field contains 'About Ash House Farm'. The 'Category' is set to 'Home'. The 'Intro Text (Required)' field contains '[show/hide]'. Below this is a rich text editor with various formatting options (bold, italic, underline, link, etc.) and a preview window showing a photograph of a large, red-brick house with a chimney.

On the right side of the editing interface, there is a sidebar with the following content:

- A link to '[Info]'.
- A statement: 'We are a member of Farm Stay UK' with a logo.
- A statement: 'We are also a member of Cheshire Farm Stay' with a logo.
- A statement: 'Recently rated 4 star by visitengland' with a logo.
- A link to 'Access Statement'.

The bottom of the browser window shows the Windows taskbar with the system clock at 18:07 on 09-11-09. Several application icons are visible in the taskbar, including Microsoft Office Word, Internet Explorer, and the Ash House Farm website.

[Home](#)
[Cottages](#)
[Directions](#)
[Days Out](#)
[Prices](#)
[Guest Comment](#)
[Links](#)
[Contact Us](#)

Ann and beautiful located Warwicks
Come and the birds specially
If you a minutes N.E.C. or J9 or J10 are 45 m

Hipsley Farm Cottages

[BOOK ONLINE](#) | [MAKE INQUIRY](#)

Hurley - Atherstone - Warwickshire - CV9 2HR - Tel:00 44 (0)1827 872437 - e: ann@hipsley.co.uk

Welcome to Hipsley Farm Cottages
Ann and Richard Prosser welcome you to their beautifully converted luxury accommodation located deep in the heart of the beautiful Warwickshire countryside.
Come and enjoy the peace and quiet, listen to the birds, take a walk round the farm on the specially laid out tracks.
If you are working in the area, it is only 20 minutes drive to the centre of Birmingham, the N.E.C. or Lichfield and less than 10 minutes from J9 or J10 of the M42/A5. Stratford and Warwick are 45 minutes by car.
While we don't provide meals, there is a pub in Baxterley (1.75 miles) which serves good beer and food.
The Plough at Shuslope, Swan at Whitacre, and many more excellent pubs are within 4 miles.
A superb Chinese restaurant and take-away in Atherstone or super fish and chips in Kingbury.
Why not try your hand on the 9 hole (but lots of corners and bumps) putting green? The putters are provided.

What guests say about Hipsley -
"You've got everything anybody could possibly want and it is beautifully clean, and the cake was lovely"
Mrs. DW, E. Sussex
"One of the loveliest cottages we have stayed in - and we have stayed in many. Thank you for the wonderful welcome"
(J.R. England)
"Not only are the cottages set in a beautiful location, they are spotlessly clean and better equipped than my own home! I wish I could stay for twelve months!"

Coton Lodge

West Haddon Road - Guilfordborough - Northampton - NN6 8 QE - Tel:01604 740 215 - e: jo@cotonlodge.co.uk


- Home
- About Us
- Rooms
- Directions
- Days Out
- Prices
- Guest Comments
- Contact Us

"The live in Paradise! We look forward to staying again."

Peaceful, tranquil and an excellent nights sleep!

"Different and wonderful."

LOGIN IMPRINT



Welcome to Coton Lodge

A Grade II listed farmhouse, our 5 star B&B accommodation offers one en suite kingsize bed, one en suite kingsize plus a single bed, and one suite with bedroom, bathroom and dressing room. Click "Rooms" for more details regarding our services.

Weddings and special events

Celebrate in a marquee beside the traditional country gardens that surround the house. Read more...

Garden

The garden has been developed over a period of thirty years by two generations of the Nobriga family and has been designed with surprise and discovery in mind. Guests are welcome to stroll through our beautiful garden!


[Back]

Coton Lodge

is set in beautiful countryside with reaching views across a Northamptonshire valley.

It has been awarded a 5 star Silver grading by VisitBritain.

enjoyEngland.com



Two login choices

- Front entry (for editing text and images):

<http://hipsley.tourismustraining.at>

<http://www.cotonlodgebandb.co.uk/>

<http://www.ashhousefarm.com/>

- Back entry (e.g. create new page of content):

<http://hipsley.tourismustraining.at/administrator>

<http://www.cotonlodgebandb.co.uk/administrator/>

<http://www.ashhousefarm.com/administrator/>

What does the CMS enable you to do?

- Allows not only change but add/remove text, images, videos
 - Search engine friendly content –
 - Search engine friendly URLs
 - Allows to edit the page titles, descriptions (meta tags) and URLs (address of the page)
 - Use of H1 to emphasis keywords
 - SEF images
 - Allows you to create/delete new sections and pages
 - Language function
-

