

Create your own Website

using

The Easy

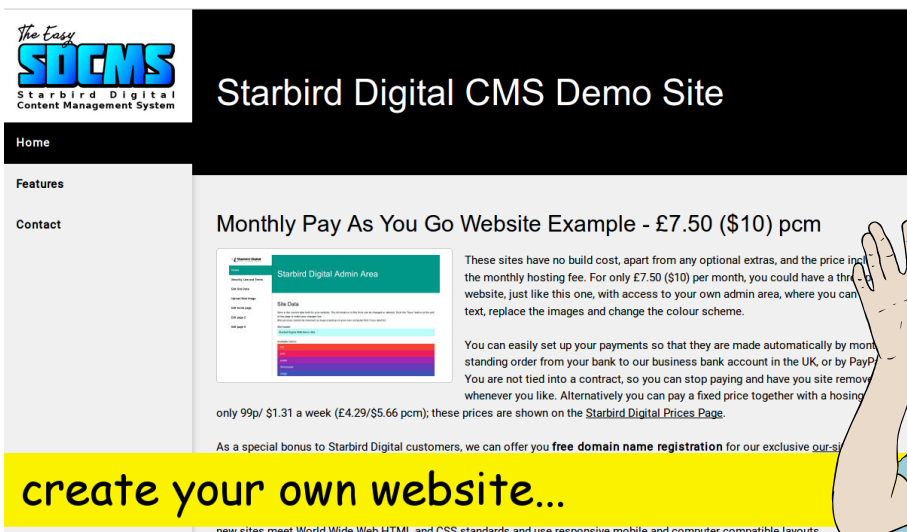
SOCMS

Starbird Digital Content Management System

Another Free Guide

by

Robin Broad B.Sc., M.Sc.



The screenshot shows a website interface for 'Starbird Digital CMS Demo Site'. On the left is a navigation menu with 'Home', 'Features', and 'Contact'. The main content area features a section titled 'Monthly Pay As You Go Website Example - £7.50 (\$10) pcm'. This section includes a small image of the 'Starbird Digital Admin Area' and text explaining that these sites have no build cost and are priced at £7.50 (\$10) per month. It also mentions that users can set up automatic payments and are not tied into a contract. A yellow banner at the bottom of the screenshot reads 'create your own website...'. Below the banner, it states 'new sites meet World Wide Web HTML and CSS standards and use responsive mobile and computer compatible layouts.'



Create your own Website using the easy SDCMS

- Starbird Digital Content Management System

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About This Guide

This guide was written to help you to put your own website online and be able to manage yourself, without needing have any expert knowledge. It describes how to use the easy SDCMS - Starbird Digital Content Management System to manage your own web pages.

This free website guide was written by Robin Broad, a computer scientist and teacher from Newcastle upon Tyne in the UK. Robin achieved a distinction in his masters degree in computing science (MSc), which he studied at Newcastle University, in England from 2007 to 2008.

The decision to publish this book as a free advanced concepts guide under the GNU General Public License was inspired by the example of the American computer scientist Richard Stallman. He started the **GNU Project** in 1983, which had the goal of creating a "complete Unix-compatible software system" composed entirely of free software. Work began in 1984. Later, in 1985, Stallman started the Free Software Foundation and wrote the GNU General Public License (GNU GPL) in 1989.

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Robin Broad B.Sc., M.Sc. - British computer scientist and teacher. Founder and Technical and Creative Director of Starbird Digital web services, Automated Teaching Machines and the author of this book.

Acknowledgements

I would like to thank the following people for their support during the writing of this book and development of the associated software:

My friends and family for their encouragement and support during the development of the content and software. Newcastle University for allowing me to continue to work in their library, where much of this project was developed.

Richard Stallman who started the GNU Project in 1983, which led to the GNU/Linux environment that was used to build the website and write this book. he also created the GNU General Public License (GNU GPL) and the GNU Free Documentation License.

This service would not exist if it were not for the pioneers of networking, the ARPANET, the Internet and the World Wide Web, namely Claude Shannon, Vannevar Bush, Paul Baran, Donald Davies, Joseph Licklider, Charles Herzfeld, Bob Taylor, Douglas Engelbart, Larry Roberts, Leonard Kleinrock, Louis Pouzin, John Klensin, Bob Kahn, Vint Cerf, Steve Crocker, Jon Postel, Jake Feinler, Peter Kirstein, Danny Cohen, Paul Mockapetris, Joyce Reynolds, David Clark, Dave Mills, Radia Perlman, Dennis Jennings, Steve Wolff, Van Jacobson, Ted Nelson, Tim Berners-Lee, Mark McCahill, Robert Cailliau, Marc Andreessen and Eric Bina.

This work is dedicated to Chris and Barbara.

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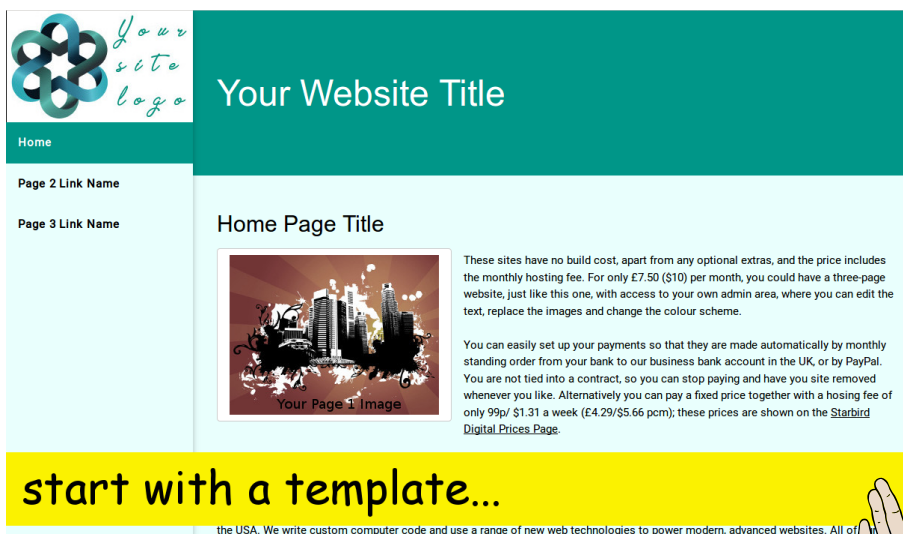
Section One

Getting a Template Website

Getting a Template Website

Hello and welcome to the world of the Internet! This guide will show you how to create and manage your own website without needing have any expert knowledge. It describes how to use the easy SDCMS - Starbird Digital Content Management System to manage your own web pages.

To use The Easy SDCMS, you will need to register for a website with Starbird Digital at: www.starbirddigital.com



The screenshot shows a website template editor interface. At the top left is a logo consisting of a blue and green circular pattern with the text "Your site logo" next to it. Below the logo is a "Home" button. To the right of the logo is a large teal header area with the text "Your Website Title". Below the header is a light blue content area. On the left side of this content area are two labels: "Page 2 Link Name" and "Page 3 Link Name". In the center of the content area is a "Home Page Title" section. Below the title is a placeholder image labeled "Your Page 1 Image" showing a cityscape at night. To the right of the image is a block of text: "These sites have no build cost, apart from any optional extras, and the price includes the monthly hosting fee. For only £7.50 (\$10) per month, you could have a three-page website, just like this one, with access to your own admin area, where you can edit the text, replace the images and change the colour scheme. You can easily set up your payments so that they are made automatically by monthly standing order from your bank to our business bank account in the UK, or by PayPal. You are not tied into a contract, so you can stop paying and have your site removed whenever you like. Alternatively you can pay a fixed price together with a hosting fee of only 99p/ \$1.31 a week (£4.29/\$5.66 pcm); these prices are shown on the [Starbird Digital Prices Page](#)." Below the content area is a yellow banner with the text "start with a template...". At the bottom of the banner, there is a small line of text: "the USA. We write custom computer code and use a range of new web technologies to power modern, advanced websites. All of".



Starting from a template website, you will be able to control the appearance and content of your website using the admin area. The admin area can be accessed using a web browser, from a web address similar to this one: www.your-site-name.com/sdadmin/

Enter your user name and password to login.

Create your own Website using the easy SDCMS - Starbird Digital Content Management System
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www.starbirddigital.com

Page 7

Section Two

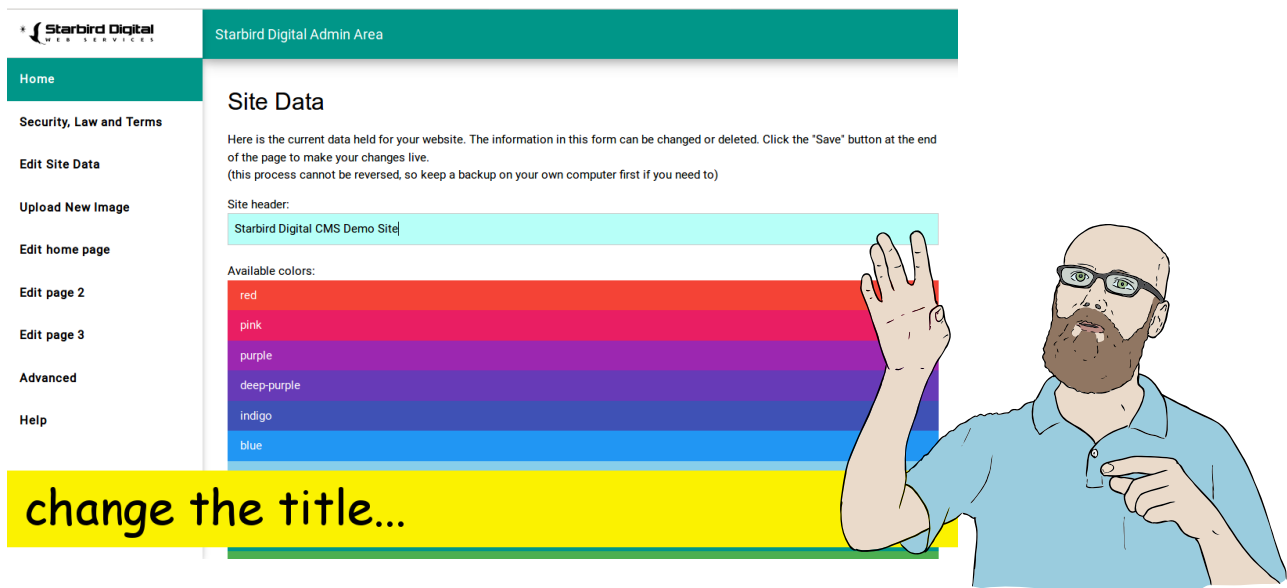
Editing the Site Data

Editing the Site Data

Once logged in to the admin area of your website, select the **Edit Site Data** page. Here, all of the current data about your website is shown.

(i) Change the Website Title

The **Site header** section contains the text used to display your website header. To change this, edit the text and then click the save button at the bottom of the page.



Starbird Digital Admin Area

Site Data

Here is the current data held for your website. The information in this form can be changed or deleted. Click the "Save" button at the end of the page to make your changes live.
(this process cannot be reversed, so keep a backup on your own computer first if you need to)

Site header:
Starbird Digital CMS Demo Site

Available colors:

- red
- pink
- purple
- deep-purple
- indigo
- blue

change the title...

Now, return to your website and refresh the page to see the changes.



Your site logo

Your Website Title

Home

Page 2 Link Name

Page 3 Link Name

Home Page Title



These sites have no build cost, apart from any optional extras, and the price includes the monthly hosting fee. For only £7.50 (\$10) per month, you could have a three-page website, just like this one, with access to your own admin area, where you can edit the text, replace the images and change the colour scheme.

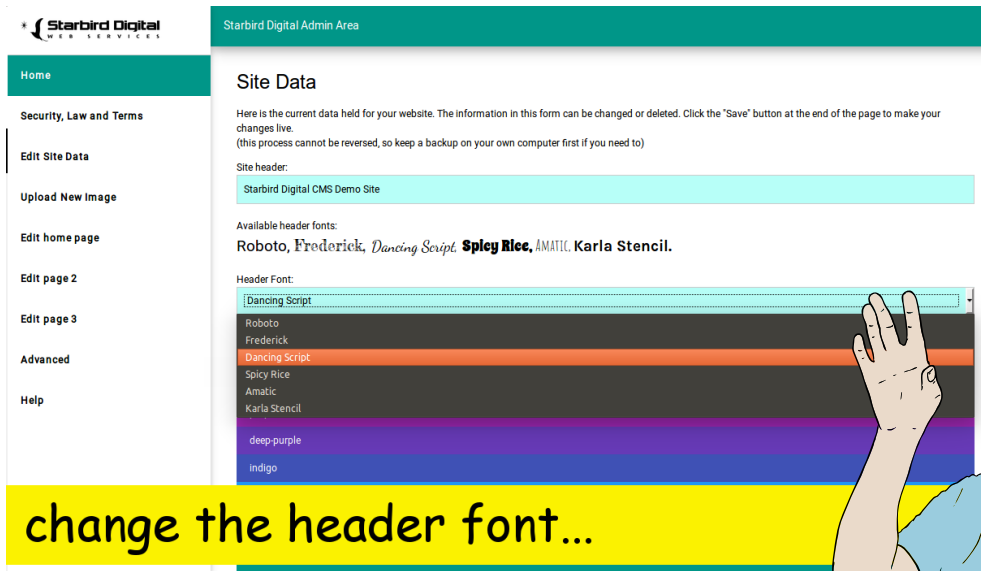
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...new title

the USA. We write custom computer code and use a range of new web technologies to power modern, advanced websites. All

(ii) Change the Header Font

In the **Edit Site Data** section, select a font from the drop down menu. There are six choices of font: Roboto, Frederick, Dancing Script, Spicy Rice, Amatic and Karla Stencil. Select your font, click save at the end of the page and then refresh your website to see the changes.



Starbird Digital Admin Area

Site Data

Here is the current data held for your website. The information in this form can be changed or deleted. Click the 'Save' button at the end of the page to make your changes live.
(this process cannot be reversed, so keep a backup on your own computer first if you need to)

Site header:
Starbird Digital CMS Demo Site

Available header fonts:
Roboto, Frederick, Dancing Script, **Spicy Rice**, Amatic, Karla Stencil.

Header Font:
Dancing Script

Roboto
Frederick
Dancing Script
Spicy Rice
Amatic
Karla Stencil

deep purple
indigo

change the header font...



The Easy SDCMS Starbird Digital Content Management System

Starbird Digital CMS Demo Site

Home

Page 2 Link Name

Page 3 Link Name

Monthly Pay As You Go Website Example - £7.50 (\$10) pcm

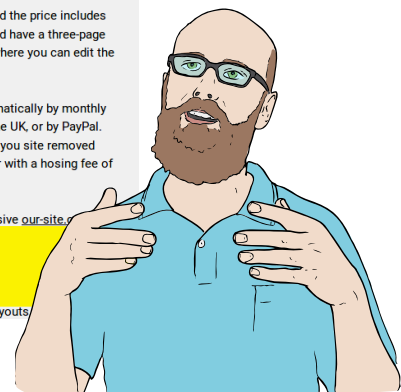
These sites have no build cost, apart from any optional extras, and the price includes the monthly hosting fee. For only £7.50 (\$10) per month, you could have a three-page website, just like this one, with access to your own admin area, where you can edit the text, replace the images and change the colour scheme.

You can easily set up your payments so that they are made automatically by monthly standing order from your bank to our business bank account in the UK, or by PayPal. You are not tied into a contract, so you can stop paying and have your site removed whenever you like. Alternatively you can pay a fixed price together with a hosting fee of only 99p/ \$1.31 a week (£4.29/\$5.66 pcm); these prices are shown on the [Starbird Digital Prices Page](#).

As a special bonus to Starbird Digital customers, we can offer you **free domain name registration** for our exclusive our-site.

...new header font

new sites meet World Wide Web HTML and CSS standards and use responsive mobile and computer compatible layouts.



(iii) Changing the Website Colour Theme

In the admin area select the **Edit Site Data** page and then select a site colour from the drop down menu. Click the save button at the end of the page and then refresh your website to see the changes.

Starbird Digital Admin Area

Home

Security, Law and Terms

Edit Site Data

Upload New Image

Edit home page

Edit page 2

Edit page 3

Advanced

Help

Site color:

deep-orange

blue-grey

brown

grey

dark-grey

black

teal

SEO meta tags

SEO keywords:

example,keywords,here

SEO description:

This is the information about your site that will appear on Google.

change the colour...



Your Website Title

Home

Page 2 Link Name

Page 3 Link Name

Home Page Title

Your Page 1 Image

These sites have no build cost, apart from any optional extras, and the price includes the monthly hosting fee. For only £7.50 (\$10) per month, you could have a three-page website, just like this one, with access to your own admin area, where you can edit the text, replace the images and change the colour scheme.

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...black colour theme

the USA. We write custom computer code and use a range of new web technologies to power modern, advanced web



(iv) Changing the SEO Meta Tags

You can also edit the SEO keywords and SEO description tags used on your website. SEO stands for *Search Engine Optimization* and is a method used to increase the ranking of your website in the organic search results. The keywords that you list indicate to the search engine what your website is about. The SEO description may be used by the search engine to describe what your website is about in the search listings.

Search engines also look at the titles and content of your pages to help them determine what your page is about. It is important to include the terms that users may search for when looking for a website like yours online.

In the admin area select the **Edit Site Data** page and then edit the SEO keywords and SEO description tags. Click the save button at the end of the page and then refresh your website to see the changes in the page source code.

Starbird Digital Admin Area

Home

Security, Law and Terms

Edit Site Data

Upload New Image

Edit home page

Edit page 2

Edit page 3

Advanced

Help

SEO meta tags

SEO keywords:
example,keywords,here

SEO description:
This is the information about your site that will appear on Google.

Social media links

Facebook link:
https://facebook.com/

Twitter link:
https://twitter.com/


Google Plus link:
Link to your Google Plus page. Leave blank if you don't have one. The previous two examples have links in place. This is why the butto

search engine optimisation...

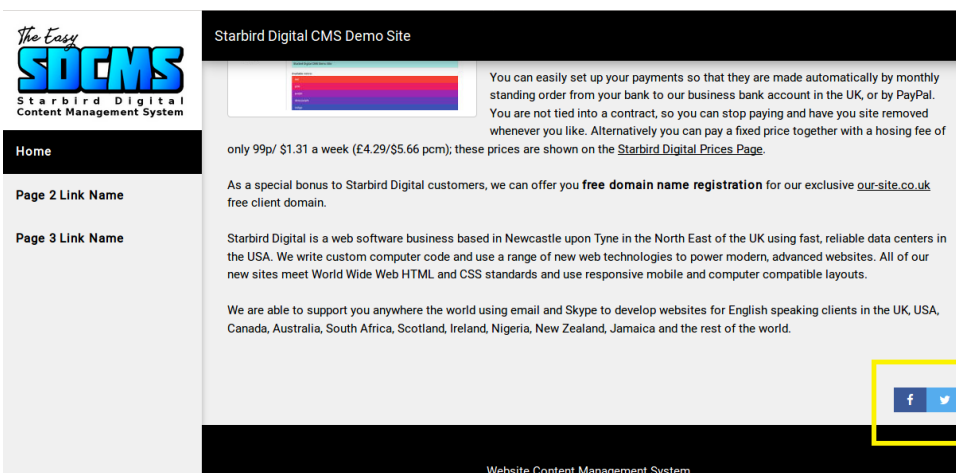


(v) Adding Social Media Links

In the admin area go to the **Edit Site Data** page and find the Social Media Links section. You can provide links to your Facebook, Twitter, Google Plus, LinkedIn, YouTube, Instagram, Pinterest and Snapchat pages. You can leave any of these sections blank if you wish. Once the link has been inserted, save your changes by pressing the button at the bottom of the page and then refresh your web page to see the social media links now included on your homepage.



social media integration...



...social media buttons

Section Three

Editing the Site Pages

Edit a Website Page

All of the pages of your website can be edited using the admin area. From the admin area, choose the page that you wish to edit and enter the text into the fields shown. It is advisable to prepare the page content first, using a word processor and to proof read, spell check and save the document on your own computer before copying and pasting your text into the page content section.

To save your changes click the save button at the end of the page. To view your changes, return to your website and refresh the page.

At the end of this section there is a show/ hide image option. This allows you to have some pages on your website which contain text without an image if you wish.

Starbird Digital Admin Area

Home

Security, Law and Terms

Edit Site Data

Upload New Image

Edit home page

Edit page 2

Edit page 3

Advanced

Help

Edit page 1

Here is the current data held for page 1. The information in this form can be changed or deleted. Click the "Save" button at the end of the page to make your changes live.
(this process cannot be reversed, so keep a backup on your own computer first if you need to)

Link name:
Home

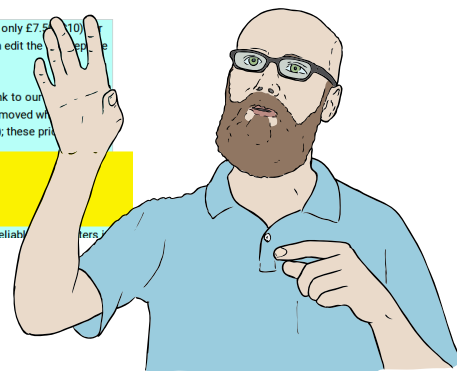
Page title:
Monthly Pay As You Go Website Example - £7.50 (\$10) pcm

Page content:
These sites have no build cost, apart from any optional extras, and the price includes the monthly hosting fee. For only £7.50 (\$10) a month, you could have a three-page website, just like this one, with access to your own admin area, where you can edit the page content, upload images, change the images and change the colour scheme.

You can easily set up your payments so that they are made automatically by monthly standing order from your bank to our bank account in the UK, or by PayPal. You are not tied into a contract, so you can stop paying and have your site removed without any penalty. Alternatively you can pay a fixed price together with a hosting fee of only 99p/ \$1.31 a week (£4.29/\$5.66 pcm); these prices are shown on the www.starbirddigital.com/prices.php page.

Starbird Digital is a web software business based in Newcastle upon Tyne in the North East of the UK using fast, reliable servers.

change the page text...



Section Four

Uploading Images

Uploading Images

To upload a new image, go to the admin area and choose the **Upload New Image** page. Select the image to overwrite from the drop down menu and then locate the JPEG image file on your computer using the browse button. Read and check off the points on the check list before clicking **Upload Image**.

Some checks are carried out on the file that you are trying to upload. It may be rejected if it is the wrong type of file, or if it is too large. If the content management system accepts your file and uploads it to our server then you should see a success message. To view the new image on your website, return to your website page and refresh the page. You may need to press shift-refresh to force the browser to reload the new image.

Starbird Digital Admin Area

Home

Security, Law and Terms

Edit Site Data

Upload New Image

Edit home page

Edit page 2

Edit page 3

Advanced

Help

File Upload

This is where you can overwrite the images on your site by uploading new ones. Click the "Upload Image" button at the end of the page to make your changes live.

For your information, our sample images are 280px wide x 213px tall, 29Kb jpeg images. Any new image that you upload must be a jpeg image that is less than 100Kb in size.

[\(this process cannot be reversed, so keep a backup on your own computer first if you need to\)](#)

Select image to overwrite:

Page 1 image

Locate the jpg image file:

Browse... SDCMSSiteSmall.jpg

- I have checked that I have **selected** the correct file from the dropdown menu
- I have checked that I have **located** the correct image to upload
- [I understand that image upload overwrites the previous image and cannot be reversed](#)

Upload Image

change the page images...



Section Five

Advanced Features

Advanced Features

We have allowed you to use some advanced features to enhance your page content.

Create Headings

To mark something as a heading, enclose it in SQUARE brackets like this:
[This is a Heading]

Our system will display this as a bold heading on your actual web page.

These square brackets must be opened and closed. Do not forget to close the heading with]

Insert links

You can insert links, but you have use some HTML code like this:

```
<a href="https://www.bbc.co.uk/news">BBC News</a>
```

Bold Print

You can mark bold print, but you have use some HTML code like this:

```
<span style="font-weight: bold;">This is some bold text</span>
```

Italic Print

You can mark italic print, but you have use some HTML code like this:

```
<span style="font-style: italic;">This is some italic text</span>
```

Highlighted Print

You can mark highlighted print, but you have use some HTML code like this:

```
<span style="background-color:yellow;">This is some yellow highlighted text</span>
```

Or:

```
<span style="background-color:lightgreen;">This is some green highlighted text</span>
```



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