

Animal Welfare.
Worldwide.



FP Websites | Handbook

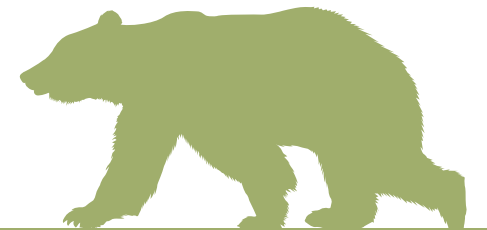
for NEOS

Website Team International (Brand & Marketing)
June 2022



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INTRO

Dear Editors,

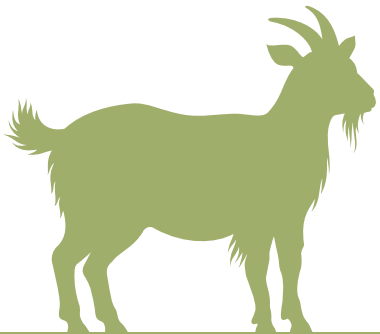
We are excited to introduce to you our online platform, NEOS.

NEOS is more than a CMS (Content-Management-System):

It offers us one platform for all our websites, campaign microsites and online shops (in future)

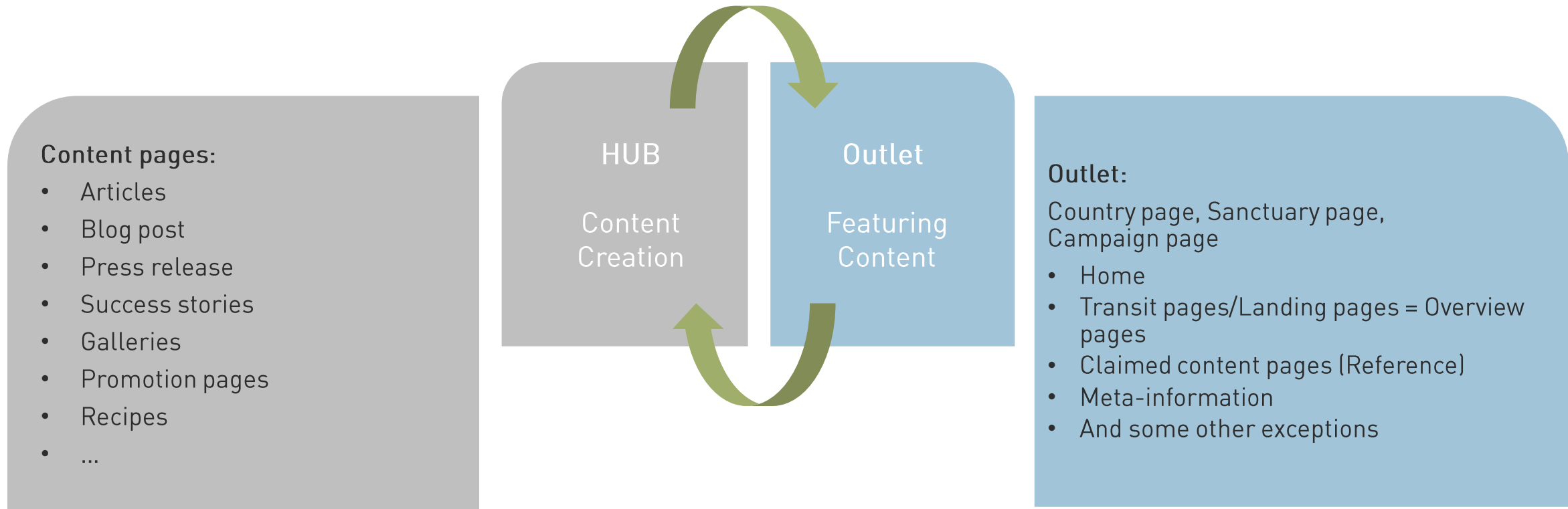
It gives us the possibility to share content very quickly across

It allows us to tell stories too, and have interactive communication with our current supporters, as well as those who might be in the future



ONE FOUR PAWS - ONE SYSTEM

We have **ONE** system and therefore **ONE** 'Content Container' (called **HUB**). Everyone can use what they need.



EXTRAS TO KNOW: HUB AND OUTLET

Understand the differences between HUB and Front End links

- The HUB is where you can create most new pages (except for landing pages, and a couple others)
- You bring or 'claim' the HUB pages to your website Outlet to publish it
- There are HUB links, and regular 'Front End Links'. Only NEOS editors (like yourself) can view HUB links.
- Front End links are what the public (and non Neos Editors employees at FP) can see

HUB link example: <https://hub.four-paws.org/publications-guides/animal-welfare-in-fashion-report-names-the-best-and-worst-brands-in-2021>

Front End Link example: <https://wearitkind.four-paws.org/blog-news/animal-welfare-in-fashion-report-names-the-best-and-worst-brands-in-2021>

Good to know: There are also other systems used for petitions and donations, which are all linked from our websites.

For example: <https://help.four-paws.org/en/take-pledge-wear-it-kind> and <https://donate.four-paws.org/s/>

Words and terminologies

General:

- **Domain** = the websites address in the world wide web
- **URL** = Unified Resource Locator, means a path (locator) in between a Domain, directing to a specific content (Resource)
- **Subdomain** = should be used for campaigns (Example: <https://dogcatmeat.four-paws.org>). Subdomains help our main domains get better rankings
- **Subpage** = <https://www.four-paws.org/about-us/four-paws-about-us> ... a page within your specific country page
- **Short-URL** = used for marketing | Example www.four-paws.org/animal-transport This URL redirects to a specific target that usually has a longer URL.

NEOS specific:

- **HUB** = 'Content Container' for all of us
- **Outlet** = your specific page (Country page, Sanctuary page, Campaign page, Shop etc)
- **Claim something** = pick a content page from the Hub and reference it on your own Outlet
- **Cropping** = choose a part/section of a picture
- **Page type** = you can create different types of pages: Article blogpost, PR, Publications, Recipes, etc
- **Elements** = a page is built up within different parts/sections called elements. You can decide which structure a page should have by the order of the elements
- **Campaign page** = a different 'small' website (microsite) for a large campaign (Example: [Wool with a Butt](#))
- **Transit page/Landing page** = an overview page with teasers, those linking to more sub-pages
- **Promotion page** = a specific page to promote a topic (like a small campaign). Examples: [Atlas Challenge](#) and [Responsible Pet Ownership](#) etc

RESPONSIBILITIES

- ❖ After a basic NEOS training by Melanie you get your own access – NEVER share this access
- ❖ You as an editor are responsible for
 - Updates and new content on your outlet page
 - Make sure there is a change on your HOME page - at least 2-3 times per week
 - Make sure the new content fits your audience
 - Make sure your outlet is clean and tidy - not as an archive
 - Make sure you are in the correct language whenever you work in the hub
 - Make sure all images you use on your page has all meta details incl. Copyright
- ❖ We (as the website team) are responsible for:
 - User Management – if your access is not working
 - Editors Help: we provide this handbook, weekly Q&A calls and different types of training
 - New developments – if you have ideas for a new element or feature
 - Hub Structure and clean-up
 - Deleting page in our hub
 - Moving a page into another place
 - New taxonomies
 - New folders in our HUB
 - New content and updates in EN (see next slide)



Please use our new email address for
all website requests 📧
websites@four-paws.org

GOOD TO KNOW: REPORTING AN ERROR

Our system holds a lot of information! Sometimes, we come across errors – as a solid of flashing red bar at the top of the screen – unmissable!!

Sometimes, the error is minor, and you can refresh to keep on working in the system – however if you need to report it, this is what we need. Learn more about [common error notifications in NEOS here.](#)



Report the error to us at websites@four-paws.org!
In some cases we will reach out to the agency for support.

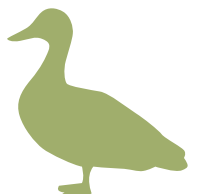
We need the following info to investigate:

- Screenshot of the error (If a long one that goes off the page – the first part is fine)
- What were you doing prior to the error message coming up
- What page you are on (please send the hub or your outlet URL)
- What browser are you using

LOGIN ISSUES AND REASONS

If your login does not work, it could be due to:

- Bad internet connection – please close everything and try again in 15 min
- Make sure there are no spaces in your password, and that you did not forget to add the number at the end
- You will be blocked out of the website after 3 attempts
- If you are blocked. Pls wait for 20 minutes and try again
- If it still does not work check the frontend website on your phone (without Wi-Fi). Failing this please send a screenshot and your IP address (you can find that here: <https://api.ipify.org/>)

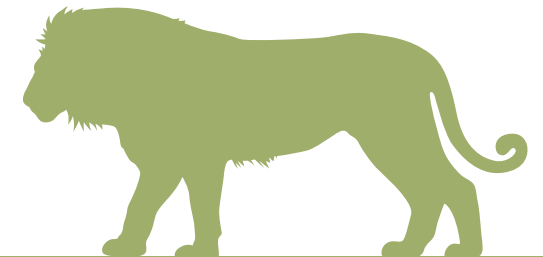


INTERNATIONAL CONTENT PROCESS

- Link to [Doc4All](#)
- You receive update emails from us (every 10-14 days) - you will find 3 different types of content there:
 - **Must have** content
 - **Good to have** content
 - **For your information** content

Always check if the content needs to be adapted to your country needs, this could be:

- Different law
- Different CTA (e.g. leading to your specific links)
- Different figures (e.g. country numbers are different from International numbers)
- Different spelling (e.g. UK English compared to US English)
- Different perspective on issue from your countries point of view



LOGIN

NEOS

- Enter Outlet-Page: <https://websiteurl/neos/> (Example: <https://vier-pfoten.ch/neos/>)
- Enter FP-HUB: <https://hub.four-paws.org/neos/>
- Login 2-steps:
 - Username for Restricted Admin Content: **vpcmsprod**
 - Password follows in a personal call with the Website Team
- For all FP employees: click on the orange button
- For AROSA: first letter of your first name + your lastname

Recommended Browser:

- Chrome

For Testing:

- Firefox, Chrome (Desktop/Mobile), Safari (Desktop/Mobile), Opera

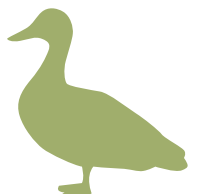
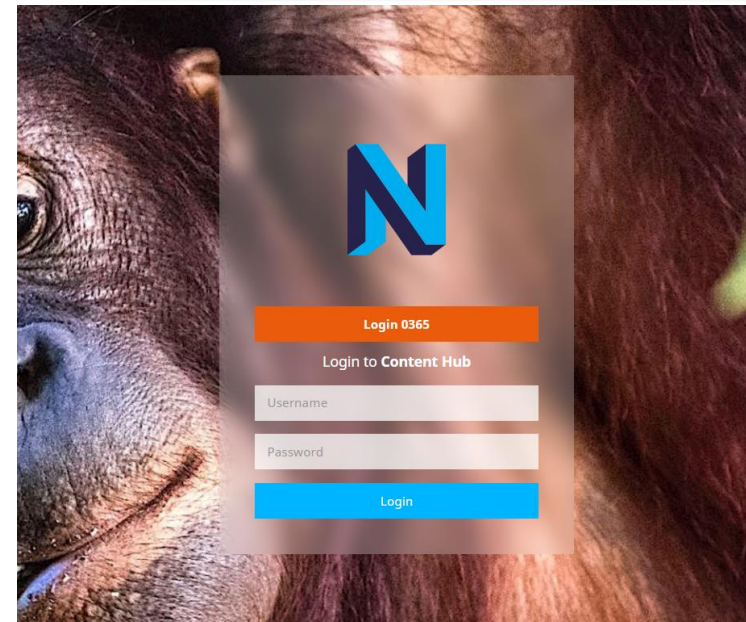


Anmelden
https://www.four-paws.org

Nutzername vpcmsprod

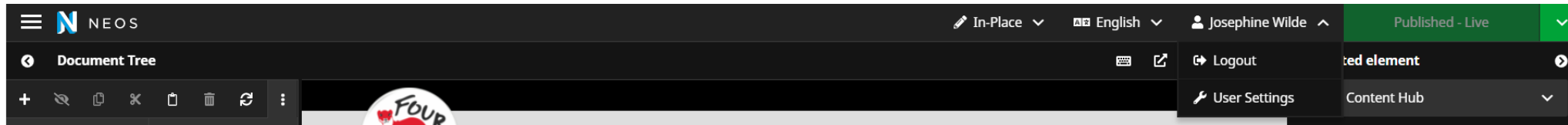
Passwort

Anmelden Abbrechen



ACCOUNT INFORMATION

You can find your user settings on the top of the tab (where you see your name)



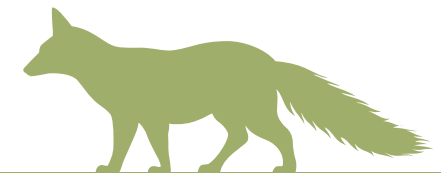
- You can change the language of the system
- You can see our specific site rules
- You can also see your editor rights (which pages you have access to editing)



Save your settings (if you have made any changes) and go back to the HUB by deleting a part for the URL <https://hub.four-paws.org/neos/user/usersettings/edit.html> (Pressing back will not work)

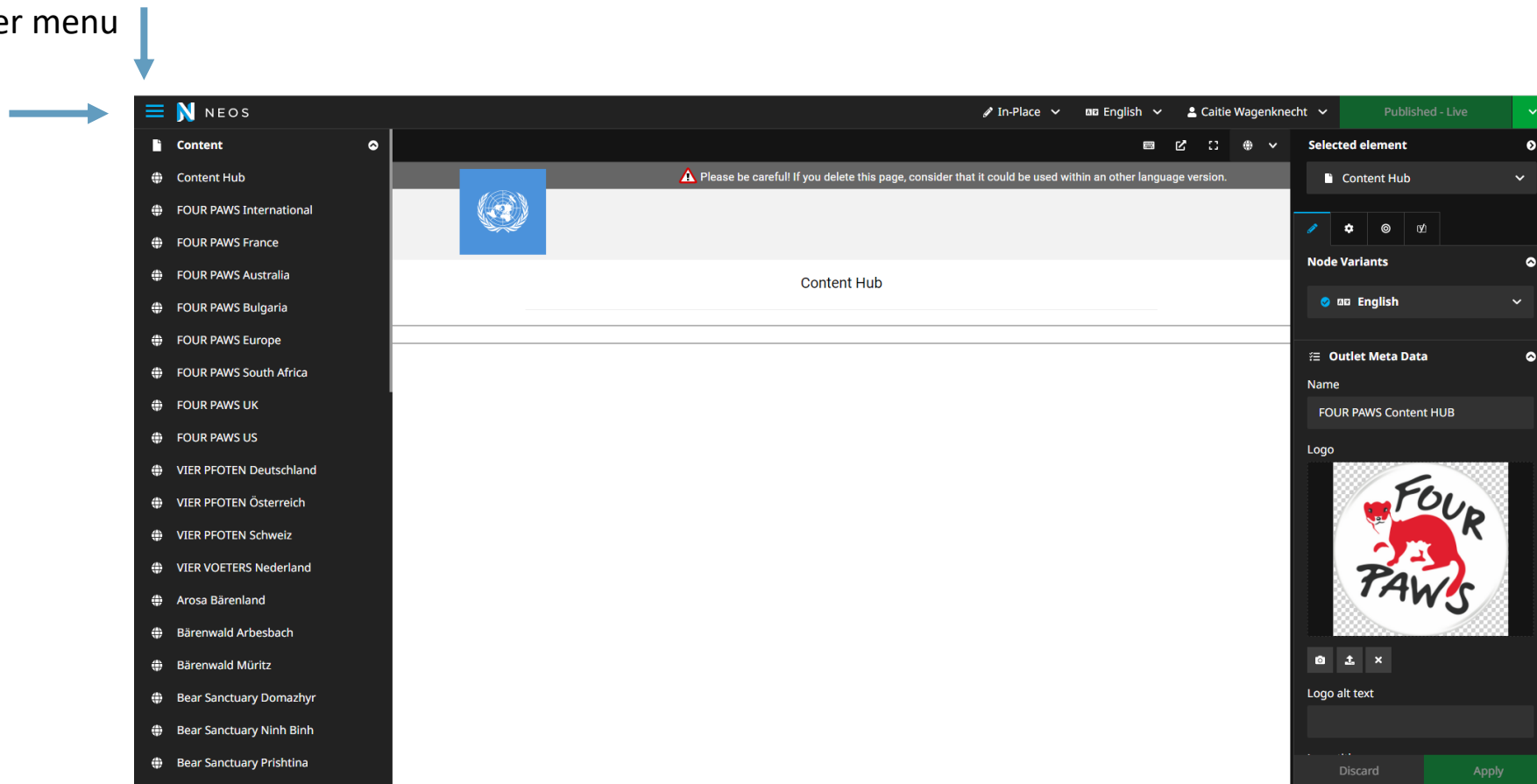


Do not share your login details!

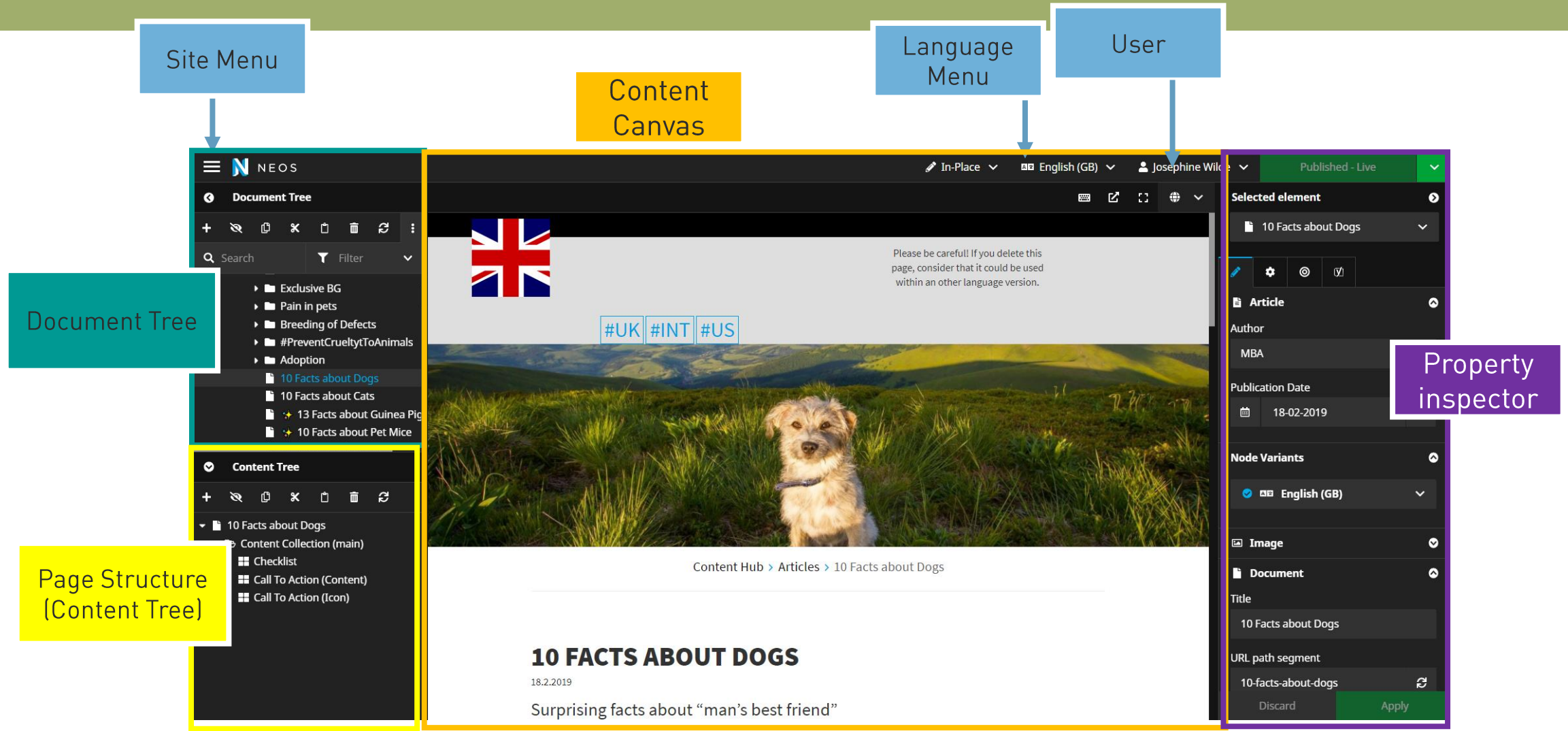


BACKEND EDITORS VIEW

Enter our Hub directly: <https://hub.four-paws.org/neos/> or click on the burger menu



BACKEND EDITORS VIEW



The screenshot displays the NEOS backend editor interface. At the top, a navigation bar includes a 'Site Menu' (pointing to the hamburger menu icon), a 'Language Menu' (pointing to the 'English (GB)' dropdown), and a 'User' profile (pointing to 'Josephine Wilk'). The central 'Content Canvas' (highlighted in yellow) shows a page with a UK flag, a warning message, and a dog image. Below the image, the breadcrumb 'Content Hub > Articles > 10 Facts about Dogs' is visible, followed by the article title '10 FACTS ABOUT DOGS' and the date '18.2.2019'. On the left, the 'Document Tree' (highlighted in teal) shows a hierarchical structure of content items, with the 'Content Tree' (highlighted in yellow) providing a more detailed view of the current page's structure. On the right, the 'Property inspector' (highlighted in purple) displays the configuration for the selected '10 Facts about Dogs' element, including fields for Author (MBA), Publication Date (18-02-2019), Node Variants (English (GB)), Image, and Document (Title: 10 Facts about Dogs, URL path segment: 10-facts-about-dogs).

BACKEND EDITORS VIEW

Meta-Language 'GLOBAL'

- Therefore a new meta-language 'GLOBAL' has been introduced for a uniform underlying back-bone-structure in the 'Hub'. All content pages now have an abstract on the meta-language 'GLOBAL'. This meta-language 'GLOBAL' is only visible in the language menu for users with Admin-Right/HubManager-Rights (= the Website Team).
- The default language for all editors (except Admins/HubManager) is ENGLISH. If you log into the HUB, you can switch right away to your language dimension without reloading the UI (this was necessary after the first login)

Hub-Folder (Shortcuts) and Taxonomies

Only Admins/HubManager (The Website Team) can add folders and taxonomies. Please contact the website team via the Q&A calls or send an email to websites@four-paws.org you need a new folder in the HUB or a new taxonomy.

Why is it important to have a homogenous structure and the update of all 'Hub-Folder' to English in all languages? We pursue the following objectives:

- Better orientation for all editors
- Facilitate coordination between comms international editors and country editors
- Prevention of unwanted localisation effects by resolution
- Improved stability of content inventory by preventing deletion of nodes
- Increased maintenance safety

BACKEND EDITORS VIEW

Shine-Through from GLOBAL (Stars-Icon)

The effects of this new meta-language 'GLOBAL' is that all editors can see all content pages as an abstract, which were created in 'FP Hub'. This Stars-Icon indicates that there is a shine-through from the meta-language 'GLOBAL', and this content page is not localised in the current language dimension. Per default, all shine-throughs marked with a Stars-Icon are set 'hidden'.

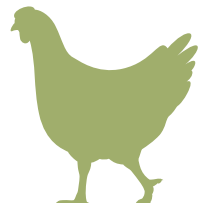


Localise a shine-through-content page

1. Go to the content page in the HUB in the language dimension, where you want to do the localisation.
2. Localise the information in the property inspector:
 - the page title URL-Path (if necessary)
 - add yourself as author
 - update the publication date
3. Change meta-information (if necessary)
4. Click 'Apply' at the bottom of the property inspector
5. Localise headline (H1) and subline of the content page
6. Click 'Publish'

To localise the content of the content page you have to two options:

- A. use existing content elements for localisation, please follow the steps under new button 'Adopt Page Content' in the Hub
- B. build up the new page structure by adding new content elements (but only if it is necessary)



BACKEND EDITORS VIEW

Node Variants

There is a new section called 'Node Variants' in the property inspector (on the right side). It displays the origin of the content page, or content element you have selected. Via the dropdown you see what other variants of this content page or content element in other language are given. By selecting another variant you will be transferred into the corresponding language dimension and now you can see how the page looks like in the selected language. The pages can look different in various languages.



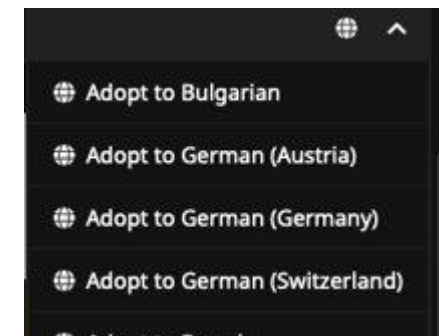
Globe Button 'Adopt Page Content' in the right corner of the HUB

This button replaces the feature if an entire existing content page was copied and pasted from one language dimension (e.g. English) to another language dimension (e.g. French). Since all content pages have now an abstract on the meta-language GLOBAL, this new feature 'Adopt Page Content' is to be used for copying the entire content from one language dimension to another.

1. Go to the content page in the HUB in the language dimension from which you want to create a copy
2. Check in the 'Node Variants' in the property inspector if there is already a variant in the target language dimension - if there is no variant then proceed with step 3
3. Select via the new Button 'Adopt Page Content' to the target language dimension
4. Wait 20-40 seconds - the entire content will be visible in the target language dimension
5. Start translate and localise the content

Please note:

This is (for now) not necessary for shared content between AT-CH-DE (German) and also ZA-UK-US-INT (English). You will see the content already.



WHAT TYPE OF CONTENT?

The type of content determines which type of page you will need to create:

- How long will the content/text be?
- Is the story emotional or informative? Is it a lovely story or fact-based content?
- How big is the story or how 'important' is the content to our users?
- It is important to choose the right page type, due to a tagging system called Schema.org. It helps search engines understand what type of content you have created, and it improves the way search engines read and represent your page in SERPS

Examples:

Rescue & Success Stories = we made it! FOUR PAWS did something great. A bear is rescued.

A campaign ends successfully. No more farm animals in cages. FYI: We only use the page type Success Stories for Animal Rescues.

Publications & Guides = this is important content for Google

Search! Useful information and tips & tricks (Report about pigs in cages, guide about keeping a dog, feeding a cat, handling wild animals, etc.)

Recipes = vegan / vegetarian material for a meal, dessert, for Easter, etc.

Blog = emotional content in the name of an expert or influencer (Behind the scenes at sanctuaries as well).

News (same content page type as blogs) = Shorter news, for example: fur-free Gucci

Press Releases = official IPRs from our Press-Departement, relevant for journalists

FAQ = a special page type for questions and answers



Never forget the
USERS perspective

HUB PAGE TYPES OVERVIEW

Article Pages

- Campaign Content
- Topics (Themes)
- Animals (Species)
- Sanctuaries
- Fundraising ideas
- Volunteers Content
- Vision & Mission
- History
- Team/Board
- Annual Report
- Transparency
- Partnerships

Special Types

- Blogposts for News & Blog
- [Publications](#) for Publications & Guides
- [Press Releases](#)
- [Recipes](#)
- [Galleries](#)
- Jobs (only on INT)
- Events

Promotion Pages

- [Responsible Pet Ownership](#)
- [Live Animal Transport](#)
- Pandemics and Animal Welfare
- Nike #StopCruelWool
- Close Cruel Cages
- Adoption
- Gaza
- 30 Years FP AT
- 25 Years FP DE

Please keep in mind that it is important to choose the right page type, as each one has a different technical set-up, is ranked differently, and each allow for certain elements. Some are also only meant to go under certain areas of the website, e.g. Press Releases



CHECKLIST CREATING A PAGE (1)

Example: New Article page for nutrition

1. Login to our content HUB (<https://hub.four-paws.org/neos/>)
2. Choose the right place in the structure/page tree for the new page
3. Click on the little PLUS (+) on the top of the left side
4. Choose the arrow in the middle, then the new page will be created insert the shortcut nutrition)
5. Set-up the proper information for the page: right side > Property Inspector > Add Author, Publication date, Image, Title, URL path, Taxonomy (add all these first, before publishing)
6. Create the page structure: Now you can start with the content structure: left side > Page structure > Use the plus (+) to add elements you need (Example: Text, Picture, Quote, etc.)



Click for more support on [how to create pages in NEOS](#)

Step 3

Step 4

The screenshot shows the NEOS interface. On the left, the 'Document Tree' has a plus sign circled in orange. In the center, the 'Create new' dialog is open, with the 'Insert mode' button circled in blue. The dialog shows options for 'General' (Hub Folder) and 'Content Hub' (Adoption, Article, Event, FAQ, Gallery, Job, Press Release, Promotion, Publication, Rebirth Content, Success Story, Volunteer, Content Elements, Article Image, Hero Teasers, Taxonomy).

Step 5

The screenshot shows the 'Property Inspector' for an 'Article' node. Fields include: Author, Publication Date (No date set), Node Variants (English), Image, and Document (Title: test, URL path segment: test, Title Override: Used in <title> tag, max. 60 chars).

Step 6

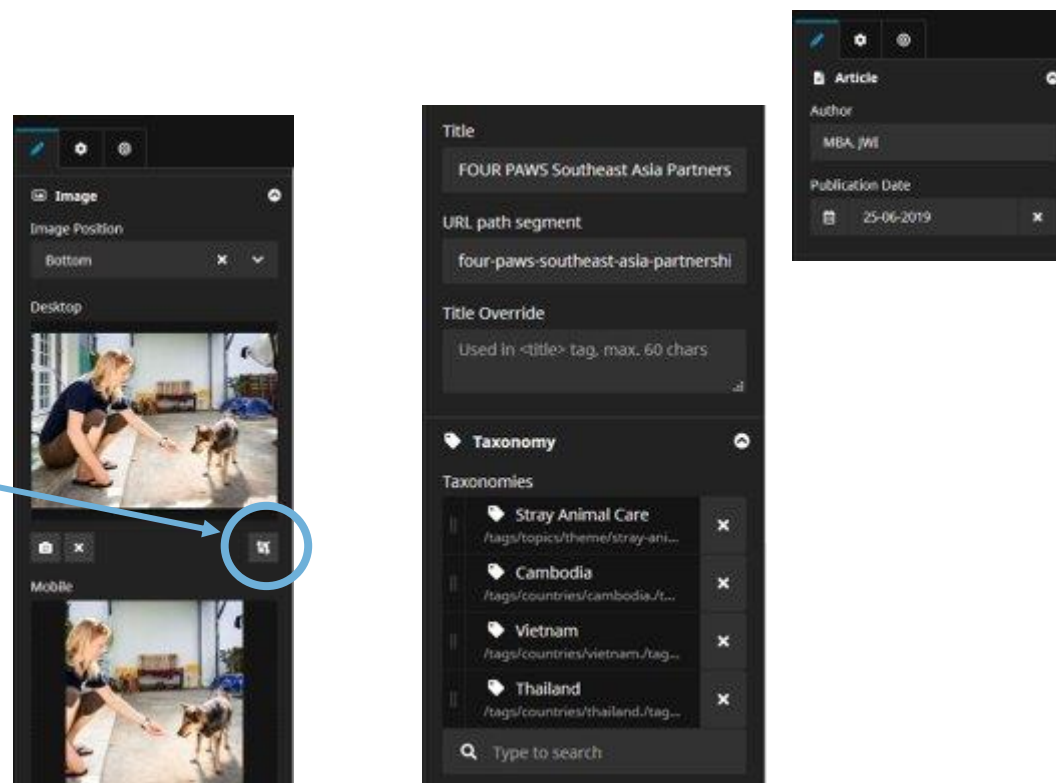
The screenshot shows the 'Document Tree' with the 'Content Tree' expanded. A 'Content Collection (main)' is highlighted in a red box. The tree structure includes: test, Climate, Help For Horses, Wild Animals, Animals in Fashion, #LiveKinder Stop Fur Farming, #LiveKinder, #LiveKinder all our demands, End the dog and cat meat trade, #LiveKinder Reducing stray i, and reduce meat consumption.

CHECKLIST CREATING A PAGE (2)

After you've finished a page, please check if you have completed everything:

- Author > should be your abbreviation
- Publication date!
- Image:
 - Desktop + mobile version
 - Image position for desktop
 - Cropping check
- Titel + URL
 - Title = URL, maybe a bit shorter
 - URL always in small letters
- Taxonomies
 - Please use at least ONE
 - Overview in our HUB

Next slide please



HOW TO: USE PICTURES IN NEOS (1)

Please follow these instructions:

1. Go to media archive by clicking on the little camera and search for topics/names etc., maybe the picture is already there

2. If you need a new picture: please use Canto download resized image of (W) 3000px and DPI of max. 72, no larger than 2MB. Download the photo using the option 'Website Resolution', or 'Resize, Crop, and Compress' if the first option is still too large.

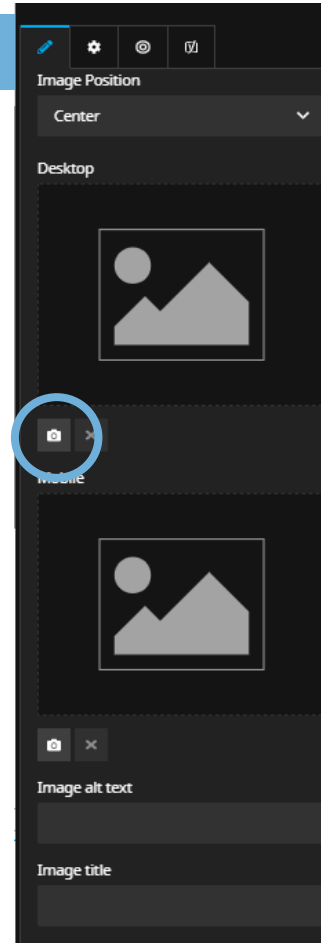
3. If the picture is not in [Canto](#) and you need it right now, then upload the pic and make sure the AVP team is getting it afterwards!
[Email them](#) and request they add your photos to [Canto](#).

4. Upload the picture by using the camera icon. Please fill in the metadata: Title, Caption + Copyright and at least 1 tag. Please make sure you write the Title and Caption in English.

5. In the Inspector, make sure to fill in the Image Title and Alt Text. (descriptive text for users with screen readers)

Next slide please 😊

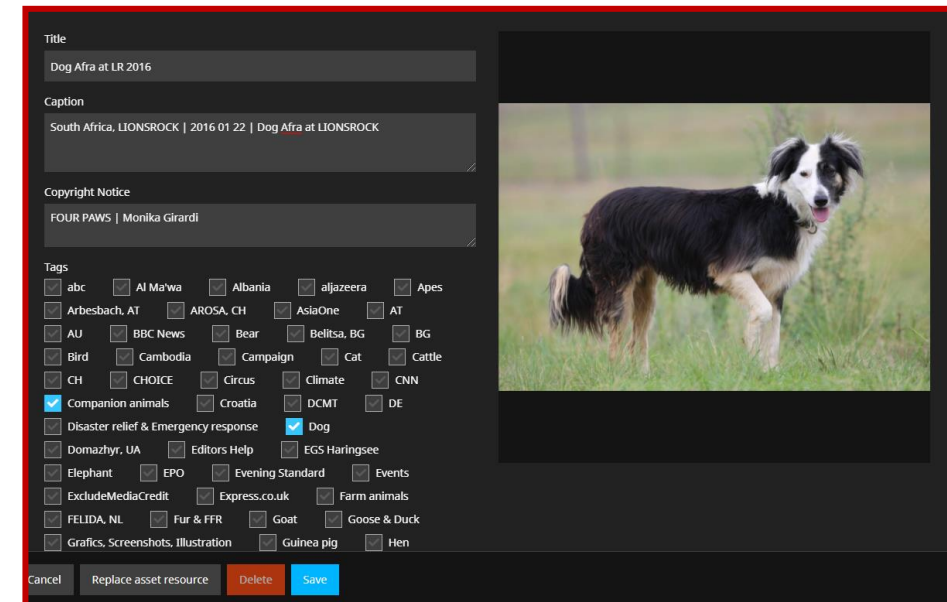
Step 1



Step 2



Step 4



CHECKLIST CREATING A PAGE (3)

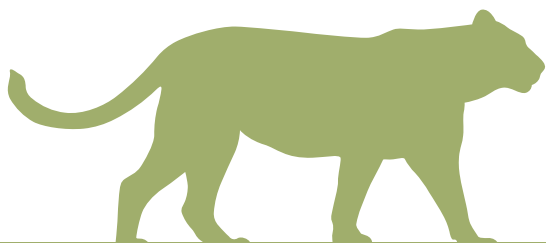
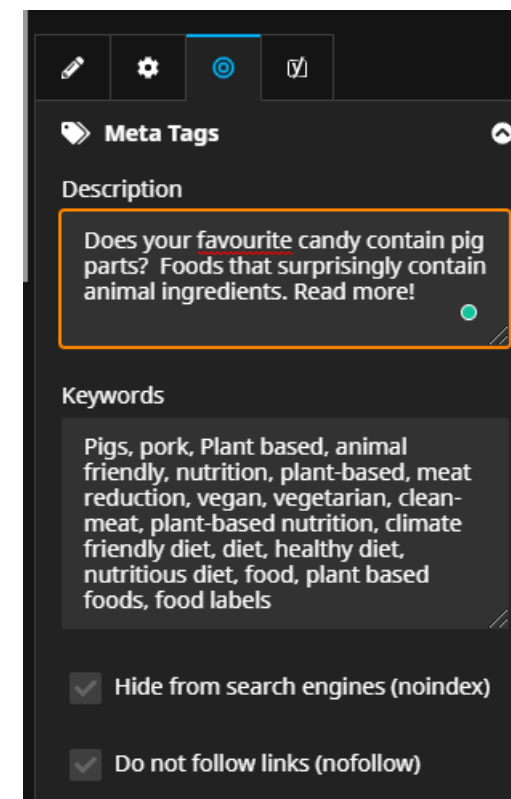
After you've finished a page, please check if you have completed everything:

- Don't forget the Meta-Tags, found in the third tab (target icon) of the inspector
 - ✓ Description
 - ✓ Keywords

Please find details on the part 'OpenGraph' on slide 28



Click for more support with the [inspector details in NEOS](#)



HOW TO: USE PICTURES IN NEOS (2)

Please follow these instructions:

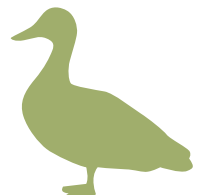
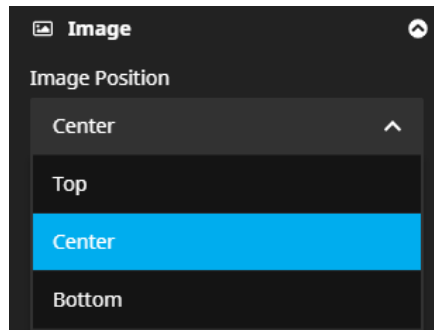
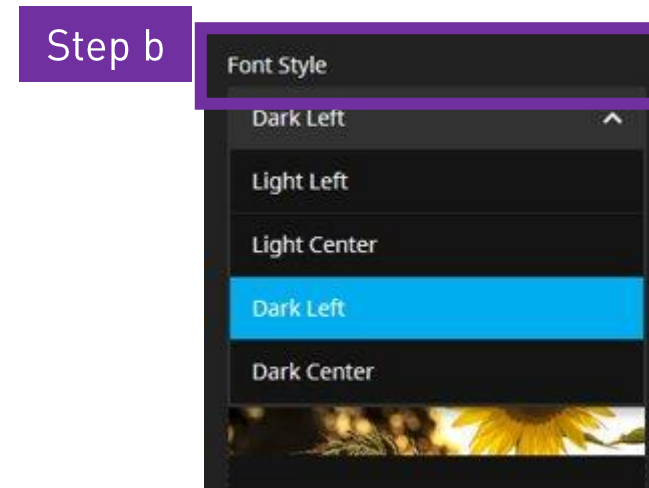
If you choose a picture for...

HERO Teaser (HOME or promotion page)

- Crop the picture
- Choose a font style (and if you have multiple hero sliders, please make sure the font style is the same for all)

HEADER Image:

- Crop the picture
- Choose an image position: For desktop you can modify the focus point



CHECKLIST

FINDING AND UPLOADING A PICTURE (1)

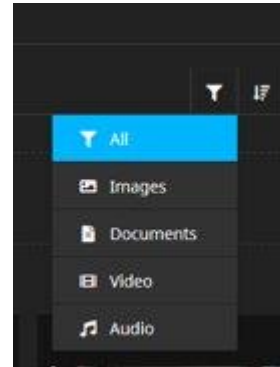
Enter: <https://hub.four-paws.org/neos/management/media/>

We had more than 1500 pictures tagged with **qa-missing**, we worked hard to get this down to below 50!

https://hub.four-paws.org/neos/management/media/?moduleArguments%5Btag%5D%5B_identity%5D=48b5303b-bbec-4d78-8eee-78509886ceaa

Please take time for this task.

1. Click on your country tag (Example DE) and check the pictures!
2. Make sure the filter is set on all
3. Edit the pictures: You are responsible for meta information
> title, caption and **copyright!**



Leave the media archive by deleting part of the URL <https://hub.four-paws.org/neos/management/media/> (Pressing back will not work)

CHECKLIST

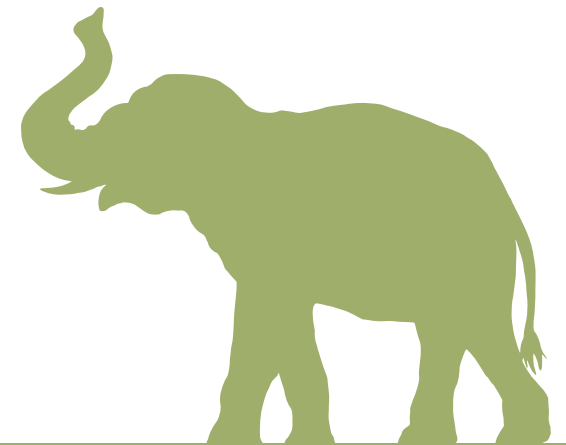
FINDING AND UPLOADING A PICTURE (2)

You want to use a picture?

1. Check out our media archive – maybe this picture or another appropriate picture one is already there
 - Search for keywords (eg. Bear Tyson)
 - Search for the file name (eg. Canto name 'VP0279059.jpg')
 - Check the tag (eg. 'bear')
2. If there is no appropriate pic, then upload a new one:
 - ✓ Quality check! Size < 2 MB, 3000 px width, 72dpi, Color: RGB, JPG
 - ✓ File name = Canto name and NO empty spaces (Example: VIER PFOTEN_2017-10-17_091.jpg)
 - ✓ Add
 - ✓ Title
 - ✓ Caption
 - ✓ Copyright:
 - without symbol © (it adds one automatically)
 - Photographer (eg. Bogdan Baraghin | FOUR PAWS)
 - ✓ Min.1 Tag > Examples next slide!



Click for more support and videos [on how to add images to your pages](#)



CHECKLIST FINDING AND UPLOADING A PICTURE (3)

Title
Dog Afra at LR 2016

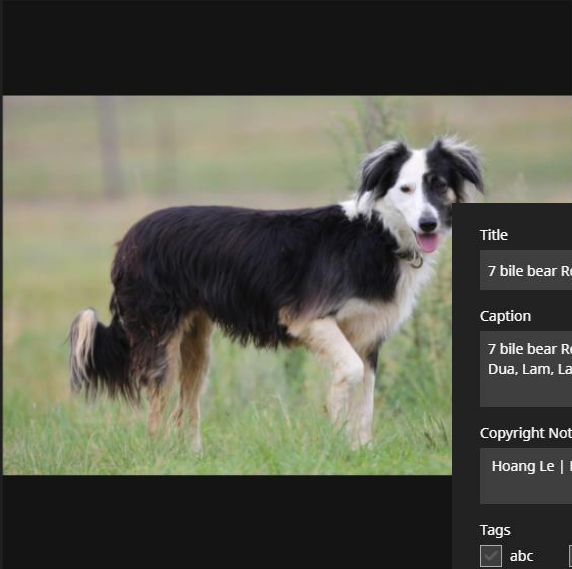
Caption
South Africa, LIONSROCK | 2016 01 22 | Dog Afra at LIONSROCK

Copyright Notice
FOUR PAWS | Monika Girardi

Tags

- abc
- Al Ma'wa
- Albania
- aljazeera
- Apes
- Arbesbach, AT
- AROSA, CH
- AsiaOne
- AT
- AU
- BBC News
- Bear
- Belitsa, BG
- BG
- Bird
- Cambodia
- Campaign
- Cat
- Cattle
- CH
- CHOICE
- Circus
- Climate
- CNN
- Companion animals
- Croatia
- DCMT
- DE
- Disaster relief & Emergency response
- Dog
- Domazhyr, UA
- Editors Help
- EGS Haringsee
- Elephant
- EPO
- Evening Standard
- Events
- ExcludeMediaCredit
- Express.co.uk
- Farm animals
- FELIDA, NL
- Fur & FFR
- Goat
- Goose & Duck
- Grafics, Screenshots, Illustration
- Guinea pig
- Hen

Cancel Replace asset resource Delete Save



Title
7 bile bear Rescue in Binh Duong province in November 2020, bears Xoai, Khe, Oi, l

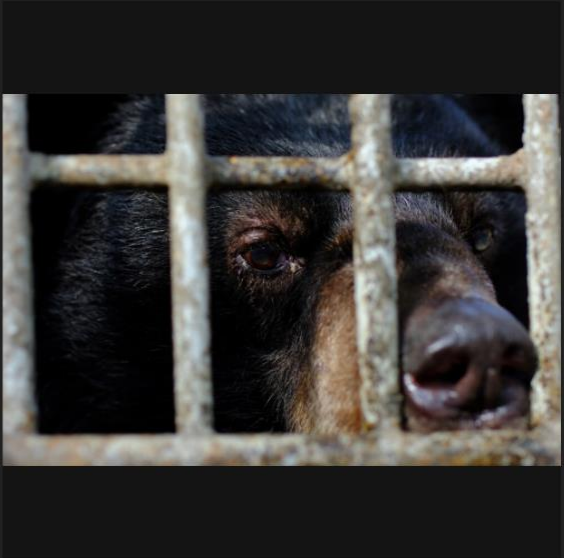
Caption
7 bile bear Rescue in Binh Duong province in November 2020, bears Xoai, Khe, Oi, Dua, Lam, La and Sang

Copyright Notice
Hoang Le | FOUR PAWS

Tags

- abc
- Al Ma'wa
- Albania
- aljazeera
- Apes
- Arbesbach, AT
- AROSA, CH
- AsiaOne
- AT
- AU
- BBC News
- Bear
- Belitsa, BG
- BG
- Bird
- Cambodia
- Campaign
- Cat
- Cattle
- CH
- CHOICE
- Circus
- Climate
- CNN
- Companion animals
- Croatia
- DCMT
- DE
- Disaster relief & Emergency response
- Dog
- Domazhyr, UA
- Editors Help
- EGS Haringsee
- Elephant
- EPO
- Evening Standard
- Events
- ExcludeMediaCredit
- Express.co.uk
- Farm animals
- FELIDA, NL
- Fur & FFR
- Goat
- Goose & Duck
- Grafics, Screenshots, Illustration
- Guinea pig
- Hen

Cancel Replace asset resource Delete Save



PAGES LIKE TO BE SHARED (1)

All content including pictures can be added in NEOS

1. Click on the SEO icon as a part of the 'Property Inspector' (right side)
2. Scroll down to OpenGraph Type

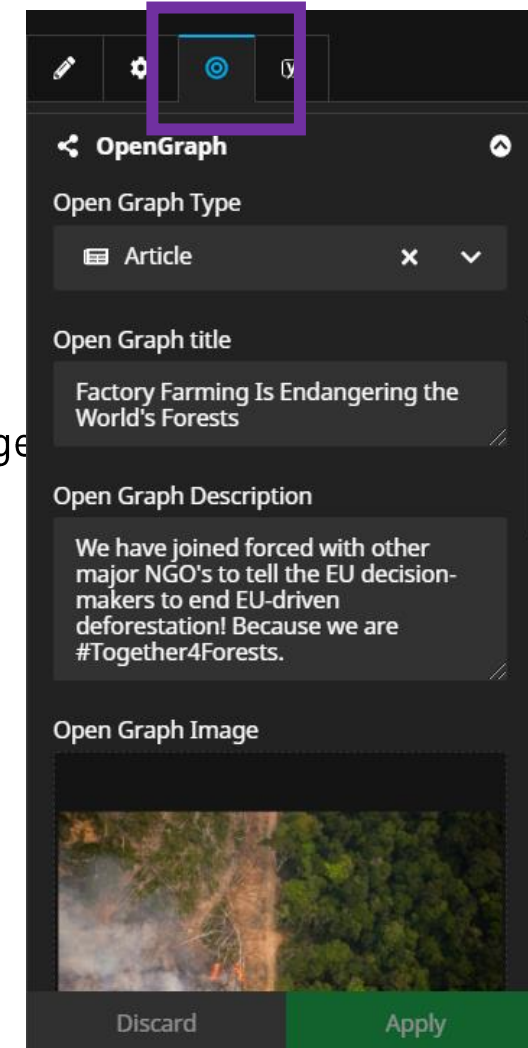
Image sizes: <https://makeawebsitehub.com/social-media-image-sizes-cheat-sheet/>

Facebook | Open Graph Type: Default is Article (please keep it this way) if you see old page with Type: Website, please change to Article.

- Open Graph Title: max. 40 characters is best
- Open Graph Description: max. 200 characters
- Open Graph Image - best size: 1200x628

Facebook is sometimes buggy –if so, please use the debugger:

<https://developers.facebook.com/tools/debug/sharing/?q=https%3A%2F%2Fwww.vier-pfoten.de%2Fhelfen%2Fspenden>



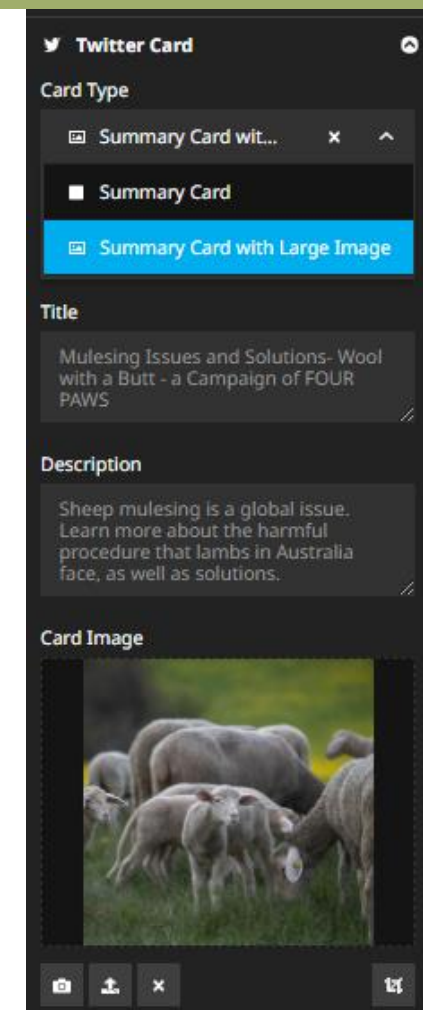
PAGES LIKE TO BE SHARED (2)

Twitter Card | Open Graph Type:

- Card Type: Summary Card with large image (this is the new default – if you see just 'Summary Card' on old pages, please switch to the new default.)
- Creator Handle: always with '@' (eg. @VIERPFOTEN)
- Title: max 70 characters
- Description: max 200 characters
- Card Image: best size 1200 x 628

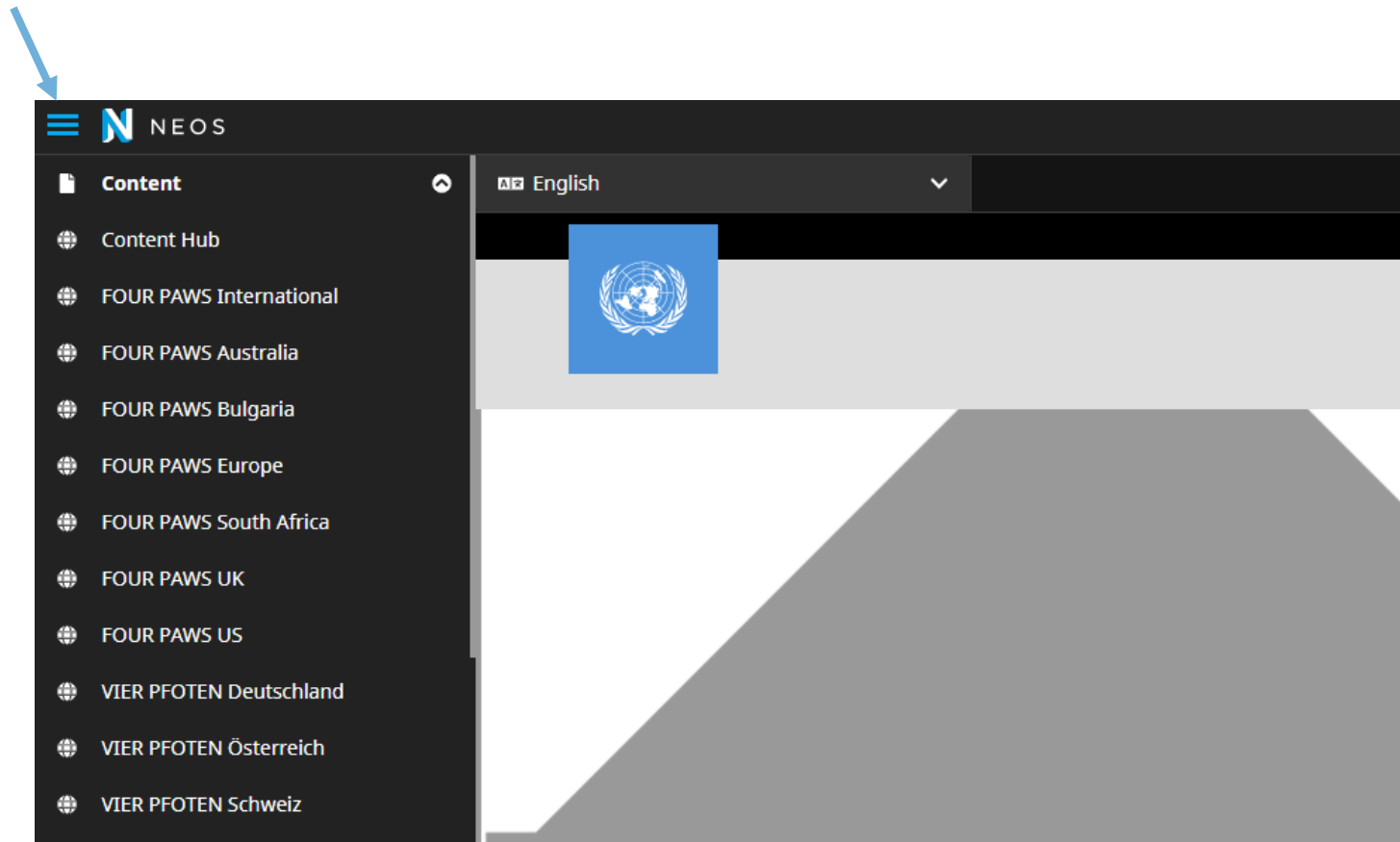
More details: <https://developer.twitter.com/en/docs/tweets/optimize-with-cards/overview/markup.html>

Validator for twitter: <https://cards-dev.twitter.com/validator>

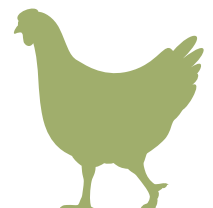


ENTER YOUR OUTLET PAGE

After you have finished your content page in the Hub, you must claim it for the appropriate country domain, which you can select through the burger menu marked below



STRUCTURE OUTLETS: MAIN NAVIGATION / MENU



COUNTRY OUTLETS: PAGE TREE



HOME – First page of your outlet page

- Also FIRST impression to our users
- This page is NOT in the Hub and was created for your outlet, feel free to change it, so it fits to your countries audience
- Please make sure there are at least 2 updates per week
- Please use the slider to promote your top 3-4 topics (do not use more than 4 slides)
- Example: <https://www.four-paws.org/>

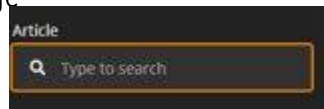
Transit page/Landing page = Overview

These pages are NOT in the Hub and have to be created in your Outlet

- Please order this overview how it fits best to our country specific topics/needs
- Examples: <https://www.four-paws.org/campaigns-topics/topics> + <https://www.four-paws.org/our-stories> + <https://www.four-paws.org/campaigns-topics/nutrition>

References (claiming) content pages from our HUB: Every content page is just references on the outlet page. How to do this:

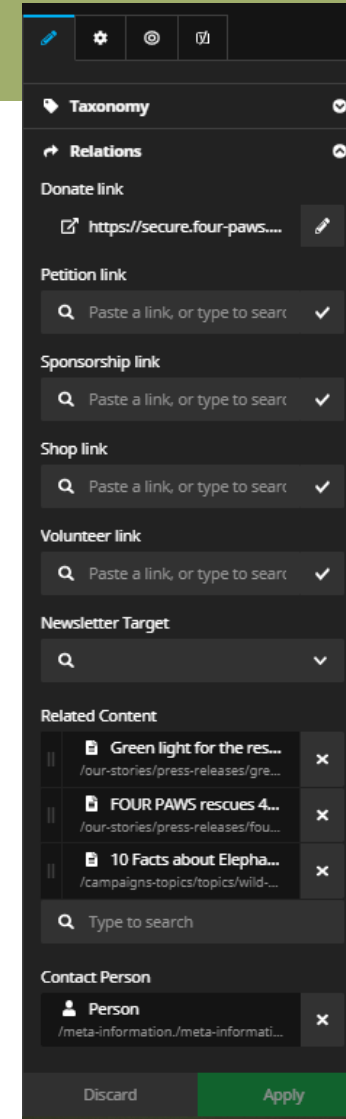
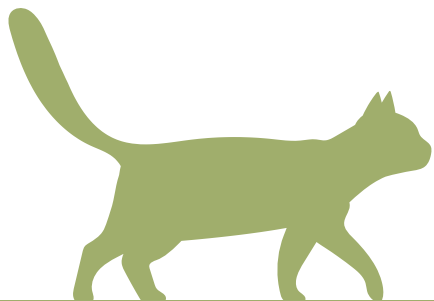
1. Login to our outlet page (Example: <https://four-paws.org/neos>)
2. Choose the right place in the structure/page tree for the new page
3. Click on the little PLUS (+) on the top of the left side
4. Choose the arrow in the middle, then choose 'Article Reference'
5. Click on the filed Article (left side / Property Inspector)
6. Search for the page. Please be aware that the search is seeking a URL path. If the search does not display the result you want (pls see page 35)



Each page type has its own reference: You need a Press Release Reference for a PR, a blog post reference for a Blog page and so on

COUNTRY OUTLETS: PAGE TREE

- Meta Information (it is a hidden page) is used for...
 - Official [Boiler Plate](#), which is used at the end of every PR. If you set it up in the meta information, it will appear automatically in every PR.
 - Element Person, who is displayed at the end of every PR. You just need to fill in the name of the PR officer at the end of the inspector.
 - Outlet: <https://www.four-paws.org/meta-information>
 - Example: <https://www.four-paws.org/our-stories/press-releases/rafah-zoo-in-gaza-zoo-owner-plans-to-remove-claws-of-more-lions>



The screenshot shows a configuration panel for meta-information. It includes sections for Taxonomy, Relations, Donate link, Petition link, Sponsorship link, Shop link, Volunteer link, Newsletter Target, Related Content, and Contact Person. Each section has a search input field and a checkmark. The Contact Person section has a dropdown menu with 'Person' selected. At the bottom, there are 'Discard' and 'Apply' buttons.

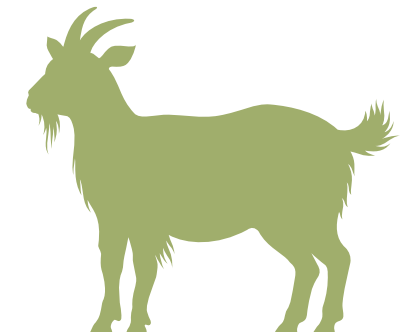
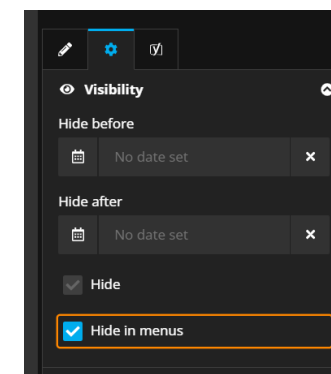
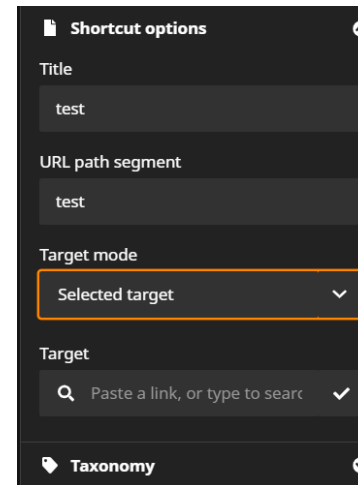
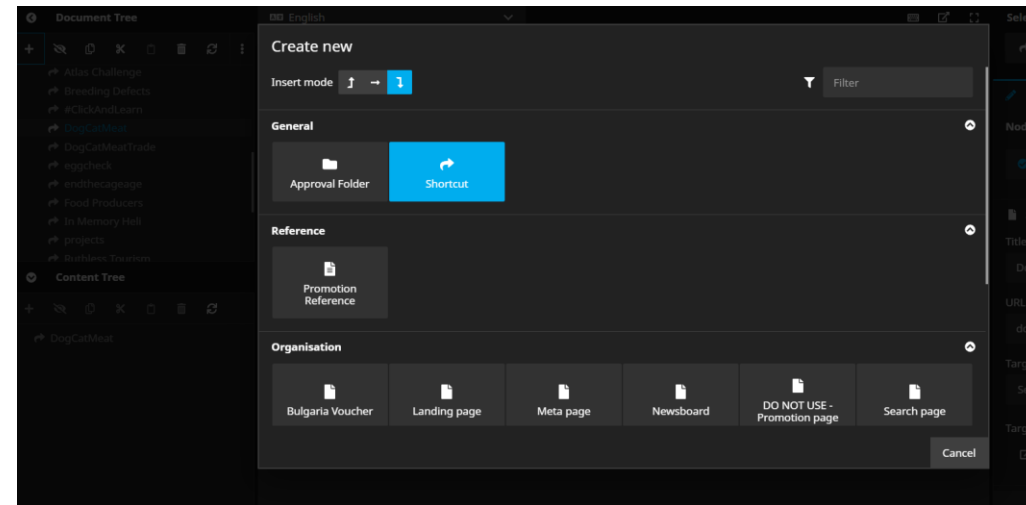
COUNTRY OUTLETS: MAKING A SHORT URL (1)

There are TWO options to make a shortcut (and short URL)

Option 1:

- Create a new shortcut, by clicking the + in the document tree
- Create new title and url – this will be the new short url
 - The new default is that it is hidden in the menu
 - Choose Selected target, from Target mode
 - Example: www.four-paws.org/atlas-challenge
 - leads to <https://www.four-paws.org/campaigns-topics/topics/nutrition/the-atlas-challenge>

Note: You have two options to choose a selected target. If it's a subpage – you can search for selected target, Or you can copy and paste an external link (eg. Petition or donation page, or a PDF that is uploaded into NEOs).

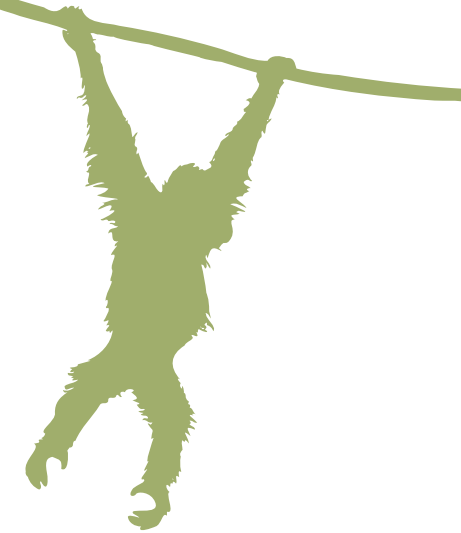
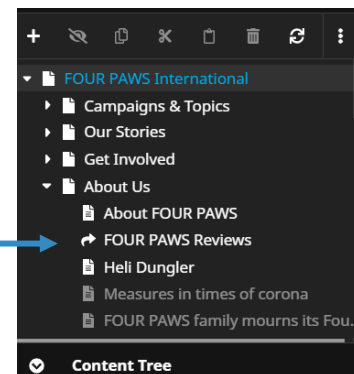
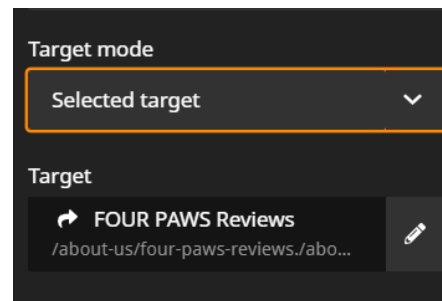
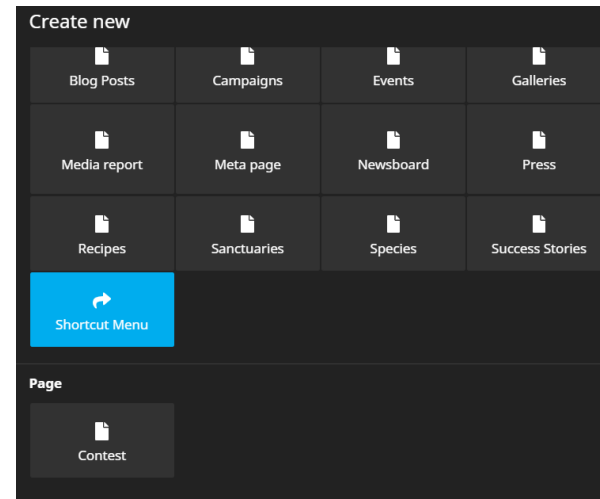


COUNTRY OUTLETS: MAKING A SHORT URL (2)

Option 2:

Sometimes it also makes sense to have a page visible in two pages (e.g. under “About us” and under “Our Stories” – as we do not ‘double a page’, you can add a short cut to that page under the section.

- Create a new shortcut
- Create title of shortcut
- Target to your selected target



CHECKLIST: CLAIMING (1)

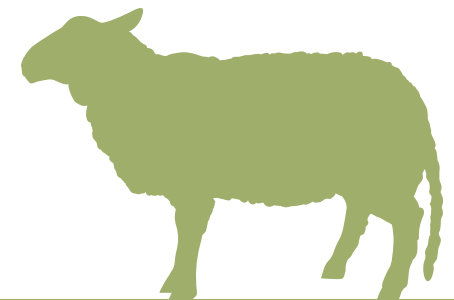
You finished a page in our HUB, now you want to present it on your outlet page

1. Enter your page (backend)
2. Choose the position in the 'document tree', where the page should be
3. Click on the little PLUS (+) on the top of the left side
4. Search for the page. Please be aware that the search is seeking a URL path. If the search does not display the result you want, please check title and URL path of the page in our HUB

*If the page doesn't show up > see next slide

After you've claimed the page:

- ✓ Check the preview - don't forget to check the mobile view!
- ✓ Check the copyright of the pictures in the frontend (mouseover)



CHECKLIST: CLAIMING (2)

If the page doesn't show up, please go back to the HUB and check

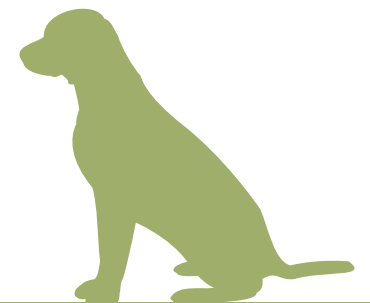
- URL path and title
- Check the page type

Go back to the outlet check:

- Check the reference type
- Use a part of the URL-path in the search

If it is still not working, send an email to websites@four-paws.org

- Description: what is not working?
- Send the link to the page in our hub



ALL ABOUT BLOG POSTS (1)

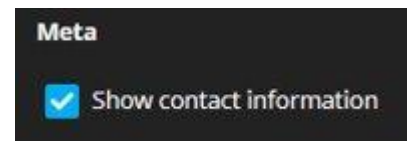
Remember: we have the page type 'blog post' (for Blogs & News)

- Blog = emotional content written in the name of an expert or influencer or you > so we should always name a person below the content, this makes it more personal and reliable to the readers
- News = Shorter news, for example: Gucci is fur-free or vet-check at AROSA (if there is no press release about it)

Some of you might already noticed, that we made some new development for the page type 'Blog Post'.

Person Reference

- In your hub you can find a new section for authors (<https://hub.four-paws.org/authors>). The Author is the person who will be displayed at the end of each blogpost.
- It looks like the person element, but you can decide if you want to show the contact details (incl. Job title) or not



ALL ABOUT BLOG POSTS (2)

- If you want to add an author to a page > click on the page > in the inspector (on the right side) you can search for the person and just make a reference
- If an author content must be updated (for instance the job title or name changes) we can only do this in this section (<https://hub.four-paws.org/authors>), and all the pages with this reference on will change automatically
- If a person is missing: Please create the new author element there - Please make sure the person, which is named as 'author', has approved the blog post content!
- Please don't use the element 'person' anymore

Abstract

The abstract will be displayed on the overview page (<https://www.four-paws.org/our-stories/blog-news>) and should be catchy. From this, readers should get curious and click on the blog post. After 156 characters three dots will follow...

- If you want to use the abstract, you can add it to the page in the inspector (on the right side)
- If you don't want to use it displays automatically the subline of the page



ALL ABOUT BLOG POSTS (3)

Filter Authors

- If you are using the new authors automatically a new filter option will be shown on the overview page: <https://www.four-paws.org/our-stories/blog-news> - So users can get a selected view on their favorite author

A similar function offers the author box now:

<https://www.four-paws.org/our-stories/blog-news/ground-zero-of-the-cambodian-dog-meat-trade>

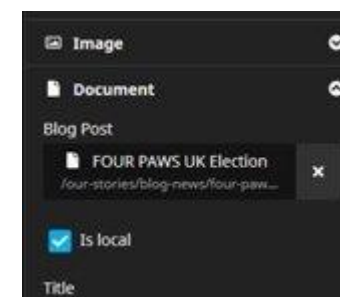
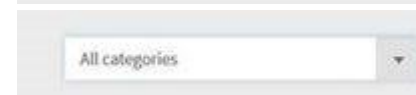
- If you click on the button you will see a selected view

Local Icon & Taxonomy

If you are writing a lot of local blog post like UK does, <https://www.four-paws.org.uk/our-stories/blog-news> we have 2 things provided:

1. Taxonomy called 'Local Blogs & News' – please add to the page: in the backend on the right side in our inspector. This is again good for our readers – they can filter for this tag in 'all categories'
2. Local icon for header image & teaser.

If you added the blog post to your page (Outlet) – there is a checkbox in the inspector – if you tick it on, the little local icon will automatically displayed.



RELAUNCH OVERVIEW

Country sites:

<https://www.quatre-pattes.org/> (08/2020)

<https://www.four-paws.bg/> (06/2020)

<https://www.vier-pfoten.ch/> (01/2019)

<https://www.fourpawsusa.org/> (02/2019)

<https://www.vier-voeters.nl/> (03/2019)

<https://www.four-paws.org.uk/> (04/2019)

<https://www.quatre-pattes.ch> (04/2019)

<https://www.four-paws.org.za/> (05/2019)

<https://vier-pfoten.eu> (07/2019)

<https://www.four-paws.org.au> (09/2019)

<https://www.four-paws.org> (2018)

<https://www.vier-pfoten.at/> (2018)

<https://www.vier-pfoten.de/> (2018)

Sanctuaries:

• <https://www.bearsanctuary-belitsa.org> (04/2022)

• <https://www.eulen-greifvogelstation.at> (11/2021)

• <https://www.bearsanctuary-ninhbinh.org/> (04/2021)

• <https://www.bearsanctuary-prishtina.org/> (03/2020)

• <https://www.tierart.de/> (04/2020)

• <https://www.felida-bigcatcentre.org/> (06/2020) + <https://www.felida-bigcatcentre.nl/> (07/2020)

• <https://www.bearsanctuary-domazhyr.org/> (03/2019)

• <https://www.baerenwald-mueritz.de/> (08/2019)

• <https://www.baerenwald.at/> (2017)

• <https://www.lionsrock.org/> (2018)

• <https://www.arosabaerenland.ch/> (2018, Cooperation, not your page)



Learn from each other! Have a look at the pages

IDEAS TO PROMOTE YOUR WEBSITE

We've collected a few ideas on ways you can promote your website:

- Social Media:
 - Link posts to our website on FB, Youtube, Twitter etc. making sure you have a proper thumbnail in place
 - FB posts should link to articles/news/blog posts/rescues etc. on the website with a short tidy link/bit.ly link at the end (only use two call-to-actions in special occasions try to stick to website link or donation/petition link)
 - FB ads could be used, but unfortunately costs
 - Instagram posts – in copy direct to 'link in bio' (add weblink to the platform '[Later](#)')
 - Instagram stories – swipe up option to 'read more' about the topic and link directly to web content
- Newsletter: (if there is one)
- E-mail Footer: Add URL to your website
- Press Releases: each PM should include the link for "more information" and please ask journalists if they could also link to our website
- Google:
 - Grants/AdWords could be used (grants if you have it, it's for free/AdWords costs unfortunately)
 - SEO: you should constantly make updates on the site and use keywords; the site is rated higher with time and appears in the top of searches. This means you should create more content – there should be an update at least once weekly
 - Back-links: If there is the possibility through contacts, that our page is linked to another website, that would be a benefit too
- Banner advertising: Cost-effective banners could be placed

IDEAS TO PROMOTE YOUR WEBSITE

- Offline:
 - Marketing material: Flyers, posters, entrance tickets, displays in the park etc. Print URL
 - Business papers: business cards, business paper, ...
 - Report (magazine) Here, Beate could advertise the new site from time to time - it is aimed at existing supporters
 - Radio advertising, but unfortunately costs

For our sanctuary pages

- Offline:
 - Cars: if there is one, it should be well branded (see BSM/TIERART)
 - Products in the shop: URL on labels or on products e.g. Bottom of a mug
 - Use TV/screens in the park and show URL
 - Radio advertising, but again, unfortunately costs
- Tourism/Cooperation:
 - Are there any cooperations with travel agencies or similar? Such relationships can be used as promotion
 - Fairs/Conferences etc. the URL goes everywhere
- Google Analytics:
 - pay a closer look and use it. If you need help here, the Website Team is happy to help ☺
 - Where does the user come from?
 - How long does the user stay?
 - What does the user search for on the site?



Please look at our Google Analytics notes in the [Editors Support Help](#)



JOIN OUR Q&A CALLS



EN

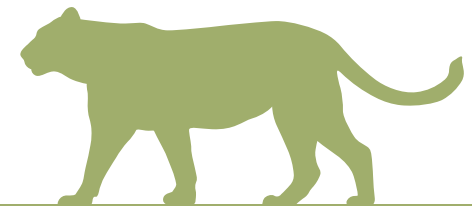
Weekly on Tuesday, 4:00-4:30 p.m. (CET: Vienna time)

DE

Weekly on Wednesday, 2:00-2:30 p.m. (CET: Vienna time)

Sanctuaries

Biweekly on Wednesday, 10:00-11:00 a.m. (CET: Vienna time)





Animal Welfare.
Worldwide.

Many thanks for your time & Support!

NEOS Contact:

Website requests? Contact us: websites@four-paws.org

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Project Owner

Melanie Galler | Head of Brand & Marketing International