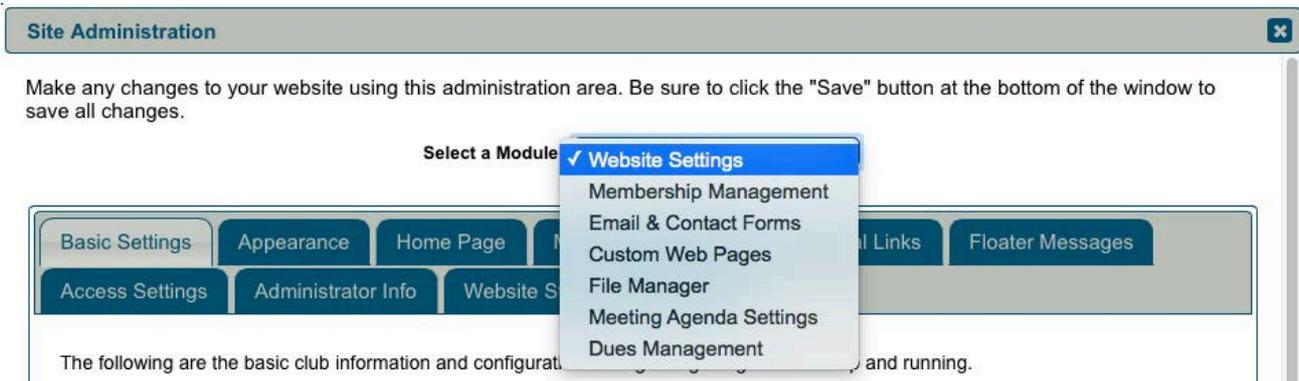


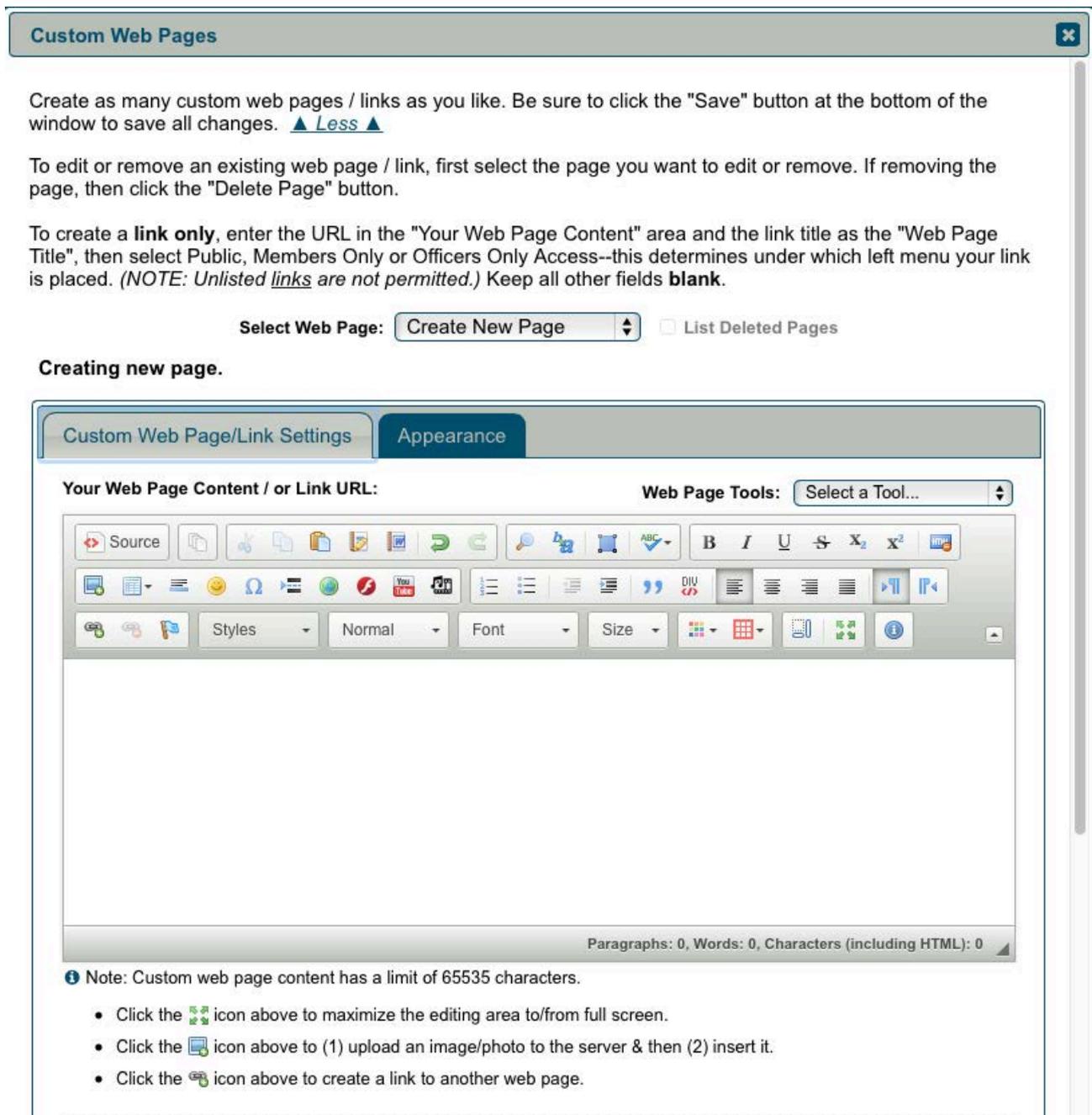
## How to Add a "BLOG" Page to Your FTH Website

Login as Site Administrator, Click on 'Launch Admin Console'

On the Select a Module Dropdown menu, select 'Custom Web Pages'



then Select 'Create New Page'



and fill in as below and Save:

**Web Page Title / or Link Title**

**i** This title will appear in the page tab or title bar of the browser and helps with the search engine ranking. This title also is what is shown in the appropriate left side menu for pages that are set as Public, Members Only, or Officers Only, as controlled by the Page Type setting, below.

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**Relocate this Web Page's Menu Entry**      **Menu Entry Position #**

**i** Use the drop down to specify a new position for this web page's menu entry. (NOTE: This takes effect \*immediately\*.) If you instead set the position # manually and then click **Save**, note that the position # is a positive whole number that is used to sort the custom menu entries by Menu Position # 1st, and Alphabetically 2nd.

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**Web Page Name**

**i** This will be the name of your web page that is part of the URL that is shown in the address bar of the browser. The ".html" will automatically be appended to the end of the name.  
For example: <http://portmacquarie.toastmastersclubs.org/mypage.html>.

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**Web Page Description**

**i** This will be description of your web page used in the meta tag. An accurate description will help with the page ranking for the search engines.

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**Web Page Keywords**

**i** These keywords will also help with the page ranking in the search engines.

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**Web Page Reference Notes**

**i** For example, these notes could contain reference information on widgets, flash, or other special features you used. Also, you might leave notes for someone to know how to swap out or insert photos, or where to find them.

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**Select the Page Type for this Custom Page / Link:**

Public Access (Listed in Main Menu for everyone.)

Members Only Access (Listed in Members Only menu.)

Officers Only Access (Listed in Members Only menu.)

Unlisted Access (Not in menu & only accessible via link.)

**i** Public pages / links are automatically linked to their **Web Page Title** in the "Main Menu".  
Members Only & Members Only pages / links are linked to their **Web Page Title** in the "Members Only" menu.  
Officers Only pages / links are only accessible and viewable *when a club officer logs in*.  
Unlisted pages are not listed on the menus and only accessible via a link using the above **Web Page Name**.

This will give you a Blog entry on the Main Menu on the websites front page.

Why is this important?

Google uses various techniques to sort websites higher up their search results. Currently, they are paying attention to active Blog pages. For example, if I searched for "toastmasters northern beaches", the clubs with active Blog pages will appear higher than other clubs in Areas 8 or 22 that don't and you may get the visitor.

(While you're there, check to ensure that no old information has been left on the web site. )