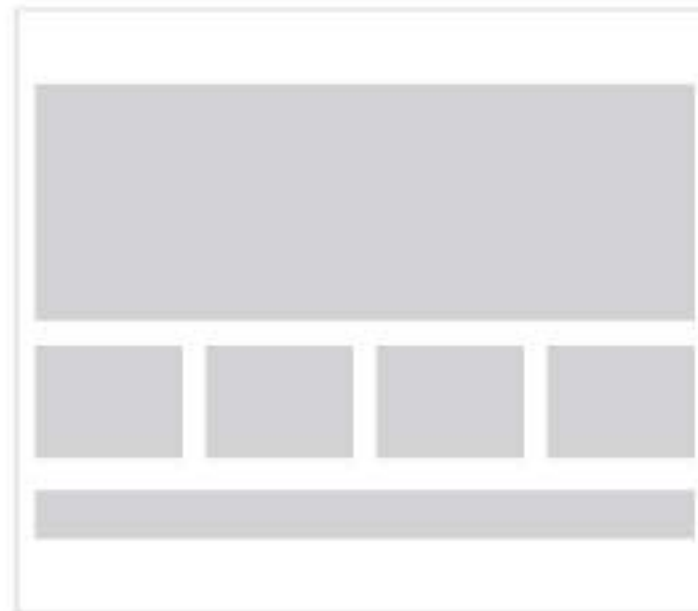
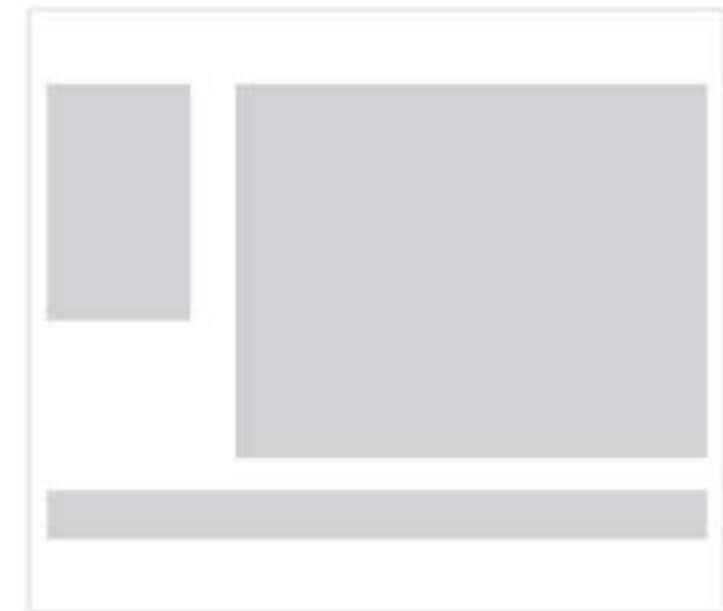


Sectioned Template



Typical Content Page Template



The Block System

Encore's content management system is essentially a collection of "empty blocks". These blocks can be placed, by NetSteps, anywhere on a page within a website.

A page can be arranged into many blocks (providing easier content maintenance by non-technical site managers), or reduced to 2, or even 1 single block, usually preferred by more advanced web design professionals.

Block Types

Encore content blocks can be configured as 1 of 3 types.

corporate only

Only corporate gets to add/edit content for this block type. Distributors will never be presented with a UI for modifying this content.

choices +

Choices + gives distributors the ability to upload their own content, thus overriding the default Corporate content. Or, they may choose to pick from a library of multiple content choices that Corporate has provided. A distributor may alter her own content, but she does not have the ability to alter or remove content from the Corporate library.

choices only

Choices only lets Distributors choose from a Corporate library of content. They do not get to upload their own content.

Sites Tab

Once you're logged in, go to the Sites tab.

Edit Your Website Content

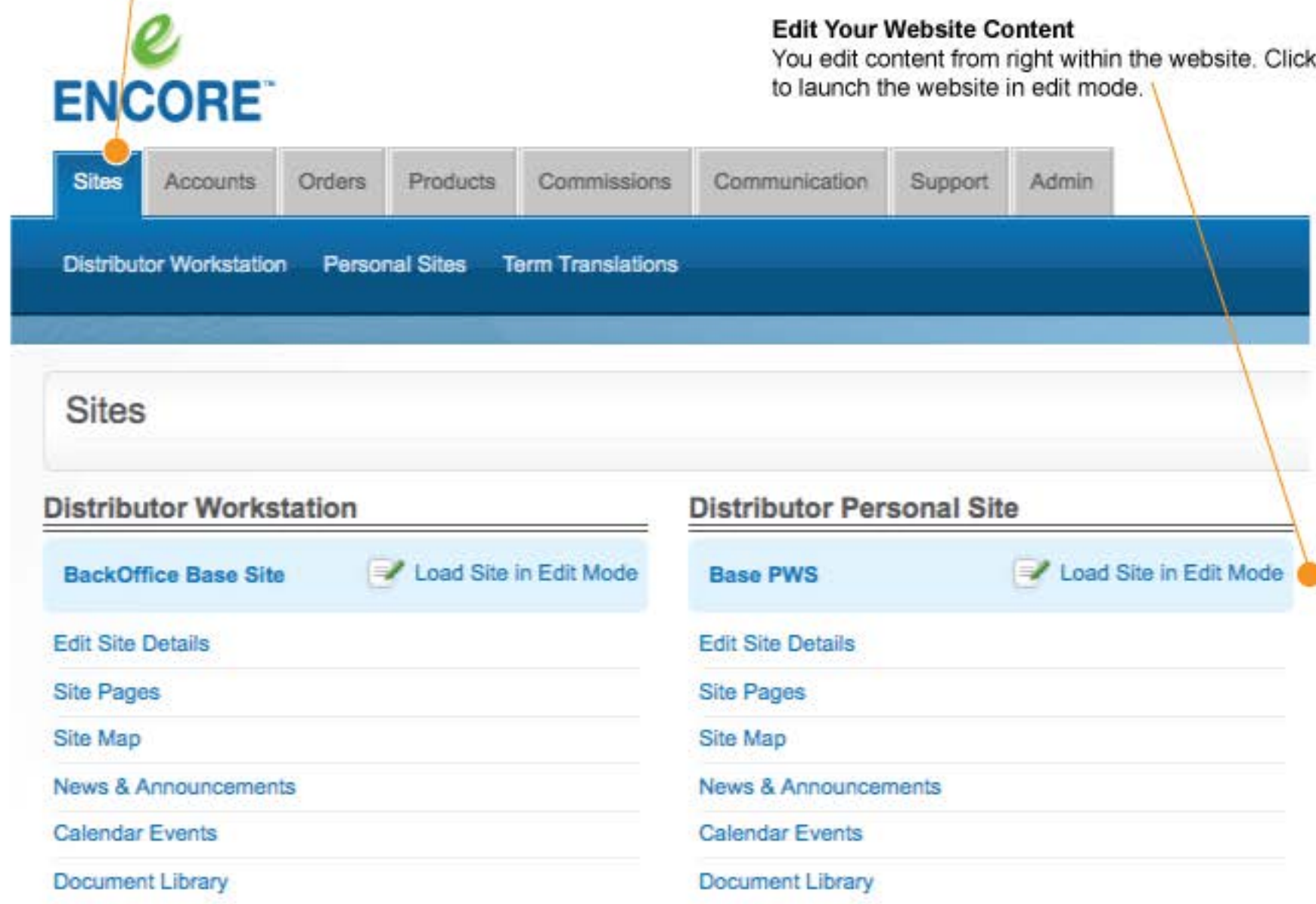
You edit content from right within the website. Click this button to launch the website in edit mode.

Starting Point

The Global Management Portal (GMP) is your command center for every single Encore product. You will come here first, before managing content for any of your websites.

The web address for your GMP will vary, but it should be something like:
<http://portal.yourcompany.com>

This is the landing page of the Sites tab. All of your websites will be listed.




ENCORE™

Sites Accounts Orders Products Commissions Communication Support Admin

Distributor Workstation Personal Sites Term Translations

Sites

Distributor Workstation

BackOffice Base Site  Load Site in Edit Mode

[Edit Site Details](#)

[Site Pages](#)


[Site Map](#)

[News & Announcements](#)

[Calendar Events](#)

[Document Library](#)

Distributor Personal Site

Base PWS  Load Site in Edit Mode

[Edit Site Details](#)

[Site Pages](#)

[Site Map](#)

[News & Announcements](#)

[Calendar Events](#)

[Document Library](#)

Site Menu Breakdown

Explanation of what each of these site links control.

Distributor Personal Site

Base PWS	Load Site in Edit Mode
Edit Site Details	
Site Pages	
Site Map	
News & Announcements	
Calendar Events	
Document Library	

- Edit Site Details**
 Control your site's name, description, status, base url, market, default language, and available languages
- Site Pages**
 Manage all of your site's pages and their details. Page name, page title (browser title bar), meta tags, layout template, and URI path.
** Content editing does not happen here.*
- Site Map**
 Control header and footer navigations of your site. Tie navigation nodes to a page you created or an external page, create sub navigation, dropdown navigation, change the order of navigation links in your site's menu.
- News & Announcements**
 This acts as an article collection manager (or even a blog). Create and manage all content that you want to be presented in the form of an article feed.
- Calendar Events**
 Similar to News & Announcements. Can be displayed in your site as a list or as a calendar.
**Consult your PM for set-up and options.*
- Document Library**
 Every site can host it's own library of material. Workstation usually hosts distributor-related material. PWS can be used for publicly-available material, a press kit page, a media download center, and more
**Consult your PM for set-up and options. ...*



Edit Mode

Launching your website in Edit Mode overlays the edit toolbar on top of every CMS block on a given page.

The "Launch Site in Edit Mode" link can be found under the Sites tab in your Global Management Portal. (portal.yoursite.com)

Edit Toolbar

The 3 icons communicate different states of a content piece, if applicable. This allows a staging and approval workflow between multiple content management team members.



- Content push notification
- Working draft ready for review
- Live content change waiting for approval

Take your performance to the next level

Learn more about NetSteps

Dec 6, 2010

NetSteps Deploys Next Generation Software for Scentsy, Inc.

NetSteps' software will be supporting over 90,000 Scentsy independent consultants that sell the scented candles at home parties, through catalog or basket parties and online.

[Read full article](#)

WHAT WE DO FOR YOU

We provide innovative web technology to create, maintain, and strengthen momentum for the Direct Sales Industry.

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- Corporate and distributor websites
- Distributor backoffice suite
- Party plan tools

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Call us 801.642.3777

You are in edit mode. View archived content: 7/28/2011

You have 14 messages waiting... Switch to Live Mode

corporate only

With Corporate Only content blocks, you have a similar content management UI, but no library for storing choices. You can save content as “working drafts”, to your various environments, or even choose to use content from past archives. Every time you make a change to a content piece, it is automatically stored in the archives (*illustration B*).

CMS Tools

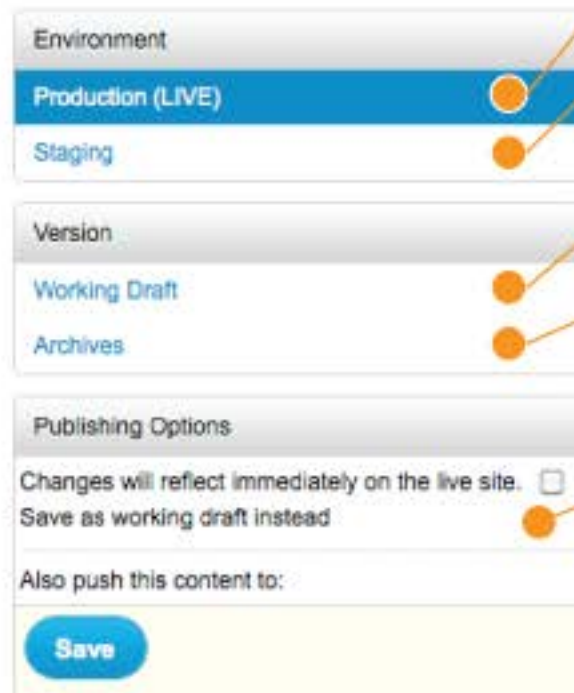
The site manager has a set of tools appropriate for each type of content block.

The screenshot displays the ENCORE CMS interface for 'Corporate Only' content. The top navigation bar shows 'Home > Corporate Only'. Below this, there are tabs for 'WYSIWYG' and 'HTML'. The main editor area contains a text block with placeholder text: 'Lorem ipsum sit ametadipiscing elit. Aliquam erat volutpat. Maecenas elementum egestas dui id aliquet, vehicula id. Quisque ut quam felis, sed ornare dui. Pellentesque sed felis dolor. Morbi tortor magna, condimentum sit amet tempus ac, dapibus quis sapien.' Below the text block are three columns of content, each starting with 'Lorem ipsum sit ametadipiscing' followed by 'Proin quis dui arcu, vel mattis ligula. Integer bibendum mollis.' To the right of the editor is a sidebar with several sections: 'Environment' with 'Production (LIVE)' and 'Staging'; 'Version' with 'Working Draft' and 'Archives'; 'Publishing Options' with a checkbox for 'Save as working draft instead'; and a 'Save' button. Below the editor, there is a date/time stamp 'Monday, June 27, 2011 11:19:19 AM' and a dropdown menu showing the same date and time. Below this, there are three columns of content, each starting with 'Lorem ipsum sit ametadipiscing' followed by 'Proin quis dui arcu, vel mattis ligula. Integer bibendum mollis nulla, id fringilla mauris te ipsum primis in faucibus.' and 'Orci luctus et ultrices posuere cubilia Curae; Aliquam erat volutpat. Maecenas elementum.' Each column has a 'Read More...' link. To the right of the content area is another sidebar with 'Environment' (Production (LIVE), Staging), 'Version' (Working Draft, Archives), 'Publishing Options', and a 'Copy content to:' section with radio buttons for 'Production' and 'Staging', and a 'Save' button.

corporate only

Corporate Only Publishing Options

The publishing menus for Corporate Only content offer many different options than when creating and publishing Choices, and Choices + content types.



The screenshot shows a web interface for publishing content. It has three main sections: Environment, Version, and Publishing Options. The Environment section has 'Production (LIVE)' selected. The Version section has 'Working Draft' and 'Archives' listed. The Publishing Options section has a checkbox for 'Changes will reflect immediately on the live site.' and a button for 'Save as working draft instead'. A 'Save' button is at the bottom. Five orange callout lines point to specific elements: 1. 'Production (LIVE)' button, 2. 'Staging' button, 3. 'Working Draft' button, 4. 'Archives' button, and 5. 'Save as working draft instead' button.

Environment	
Production (LIVE)	<input checked="" type="radio"/>
Staging	<input type="radio"/>

Version	
Working Draft	<input type="radio"/>
Archives	<input type="radio"/>

Publishing Options	
Changes will reflect immediately on the live site.	<input type="checkbox"/>
Save as working draft instead <input checked="" type="radio"/>	
Also push this content to:	
<input type="text"/>	
<input type="button" value="Save"/>	

Saving content immediately to the live production website.

"Staging" let's you setup content to be scheduled for release at a specific date and time.

Keep content you're still working on in the "Working Draft" folder. It will stay here until you, or a supervisor approve the draft for publication, and will then show up in the "Pending Approval" folder.

Archives of content are created automatically, and are data/time stamped. You can always revert content back to an older version.

If you mistakenly start changing content on the Production or Staging environment, you can save as a Working Draft instead, and the changes you just made will not reflect in the live content.

WSIWYG Editing

What You See Is What You Get will allow for non-technical content managers to edit text without adversely affecting aesthetic or layout.

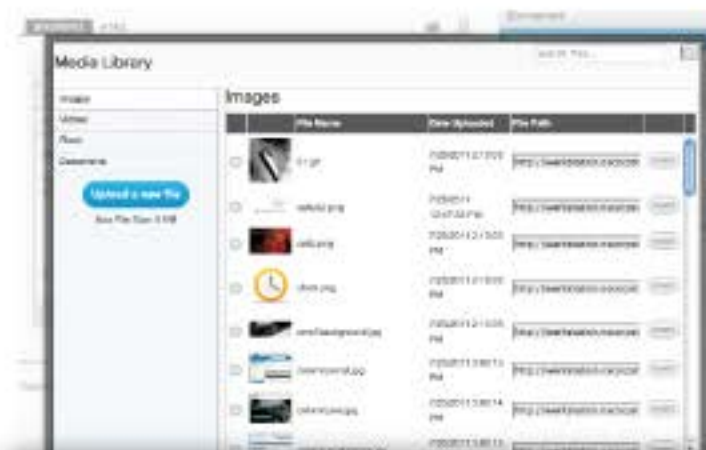
NetSteps can apply brand-specific style rules of the "Styles" pulldown menu to further aid authors in easily applying brand aesthetics to content.

The editor also has some lite templating functionality to assist with complex layouts.

HTML Editing

Switching to the HTML tab will result in a plain text box for pasting, or writing, raw HTML, Javascript, and CSS.

NOTE:
The WYSIWYG & HTML UIs are available for all content types. This example image is showing a Corporate Only content piece.



Media Uploader
Images, Flash, Video,
PDF, Doc, Excel, CSS

[Home](#)
[Solutions](#)
[Research](#)
[News & Events](#)
[About](#)
[Contact](#)

About NetSteps > Corporate Only

WYSIWYG

HTML

Styles

Format

About NetSteps

Since 2003, NetSteps has been providing Direct Sales companies technology solutions that accelerate their growth momentum. Prior to the company's start; founder, Derek Maxfield, spent considerable time working within the software vendor space of the Direct Sales industry. Derek witnessed an industry gap as software vendors failed to be accurate in estimates, abandoned integration, and struggled to create a partnership environment with Direct Sales companies. The gap provided the opportunity and NetSteps was created.

Environment

Production (LIVE)

Staging

Version

Working Draft

Archives

Publishing Options

Changes will reflect immediately on the live site. ☐

Save as working draft instead

Also push this content to:

Save

Copyright© NetSteps 801-842-3777

You are in edit mode.

You have 14 messages waiting...

Switch to Live Mode

View archived content: 7/28/2011

choices only

choices +

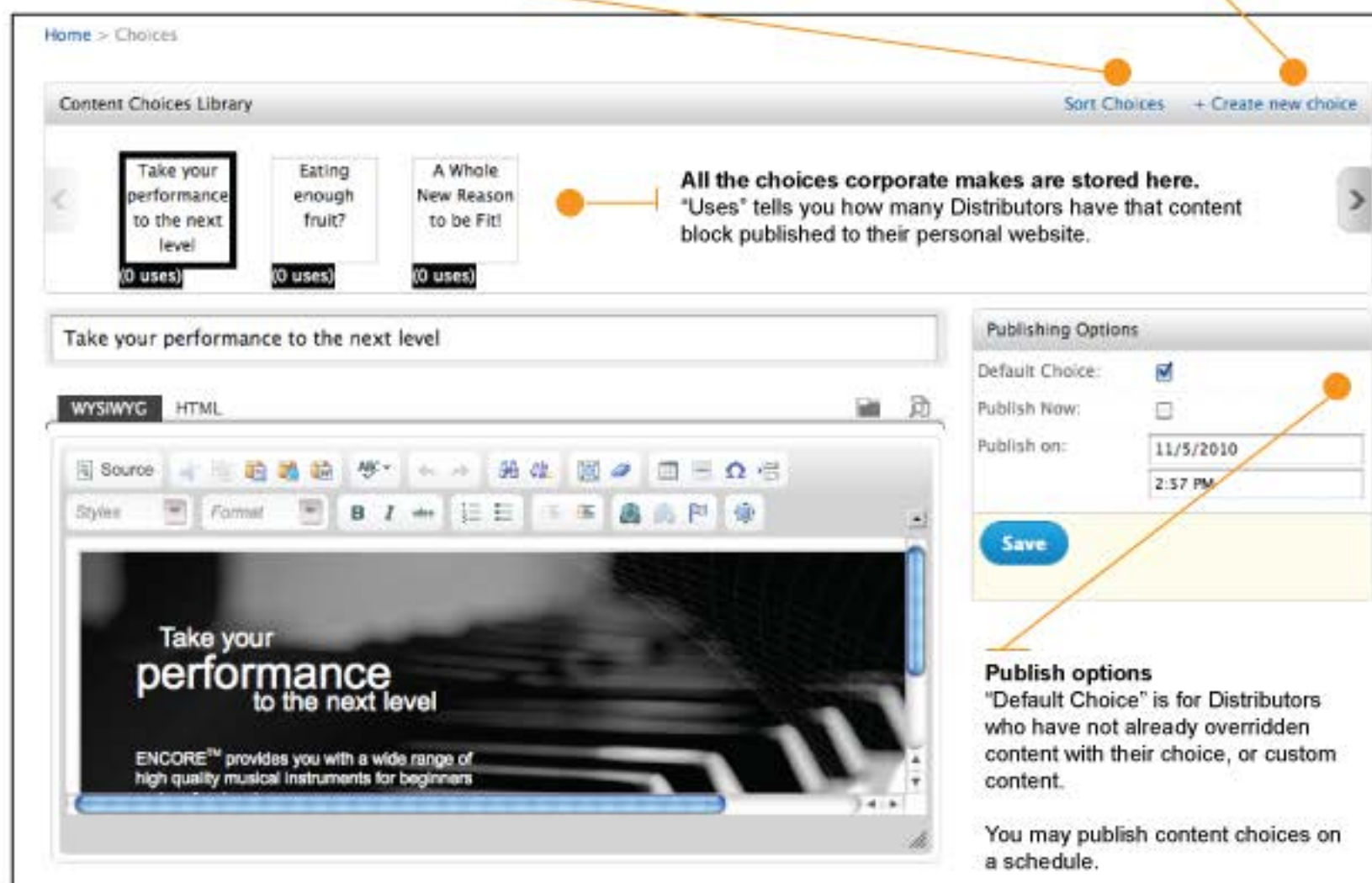
Both **choices** and **choices +** allow you to create multiple sets of content blocks that distributors will then be able to choose from. You can set choice defaults, define availability, and see how many distributors are using any given content block.

Sets how choices are ordered when displayed to the Distributor.

Create a new choice block.

CMS Tools

The site manager has a set of tools appropriate for each type of content block.



Home > Choices

Content Choices Library Sort Choices + Create new choice

Take your performance to the next level (0 uses) | Eating enough fruit? (0 uses) | A Whole New Reason to be Fit! (0 uses)

All the choices corporate makes are stored here. "Uses" tells you how many Distributors have that content block published to their personal website.

Take your performance to the next level

WYSIWYG HTML

Source Styles Format

Take your performance to the next level

ENCORE™ provides you with a wide range of high quality musical instruments for beginners

Publishing Options

Default Choice: ☒ Publish Now: ☐ Publish on: 11/5/2010 2:57 PM

Save

Publish options
"Default Choice" is for Distributors who have not already overridden content with their choice, or custom content.

You may publish content choices on a schedule.

WYSIWYG Toolbar

The editor toolbar has many useful options for both technical and non-technical content managers.

Here are some key buttons that may not be immediately obvious as to what they do, but are incredibly useful.

Paste as Plain Text

Removes all hidden formatting from copied text (ie, if you're pasting from another website)

Paste from Word

Removes hidden MS Word formatting when pasting from a .Doc file.

Content Templates

Snippets of HTML that give you pre-defined layouts without having to do any HTML.

Full-screen Mode

The editor will fill up your entire screen. Click again to return to default size.

Preview how your content will look in your website.

Media Uploader

Paste

The screenshot shows the WYSIWYG editor interface. At the top, there are two tabs: 'WYSIWYG' and 'HTML'. Below the tabs is a toolbar with various icons for text formatting, alignment, and other editing functions. The main editing area displays a preview of a webpage with a red apple and the text 'EATING ENOUGH FRUIT?'. The text is in a large, bold, red font. Below the text is a paragraph: 'Apples are a simple and easy way to boost your body's ability to lose weight. They're also an excellent source of vitamins and...'. The interface includes a vertical scrollbar on the right side and a horizontal scrollbar at the bottom.

Custom CSS

You can upload custom stylesheets to your website through media uploader, making it easier to reference style rules throughout your site, and further customize your site design.

In our example, we upload a CSS file to a persistent content block - in this case, the tag line.

NOTE: As of Encore v1, the CSS file will need to be manually referenced in a content block of your choice. It is not automatically placed inside the `<head>` tag.

The tagline block is a good choice for storing CSS files, since it is persistent throughout the entire website, and is at the top of the page.

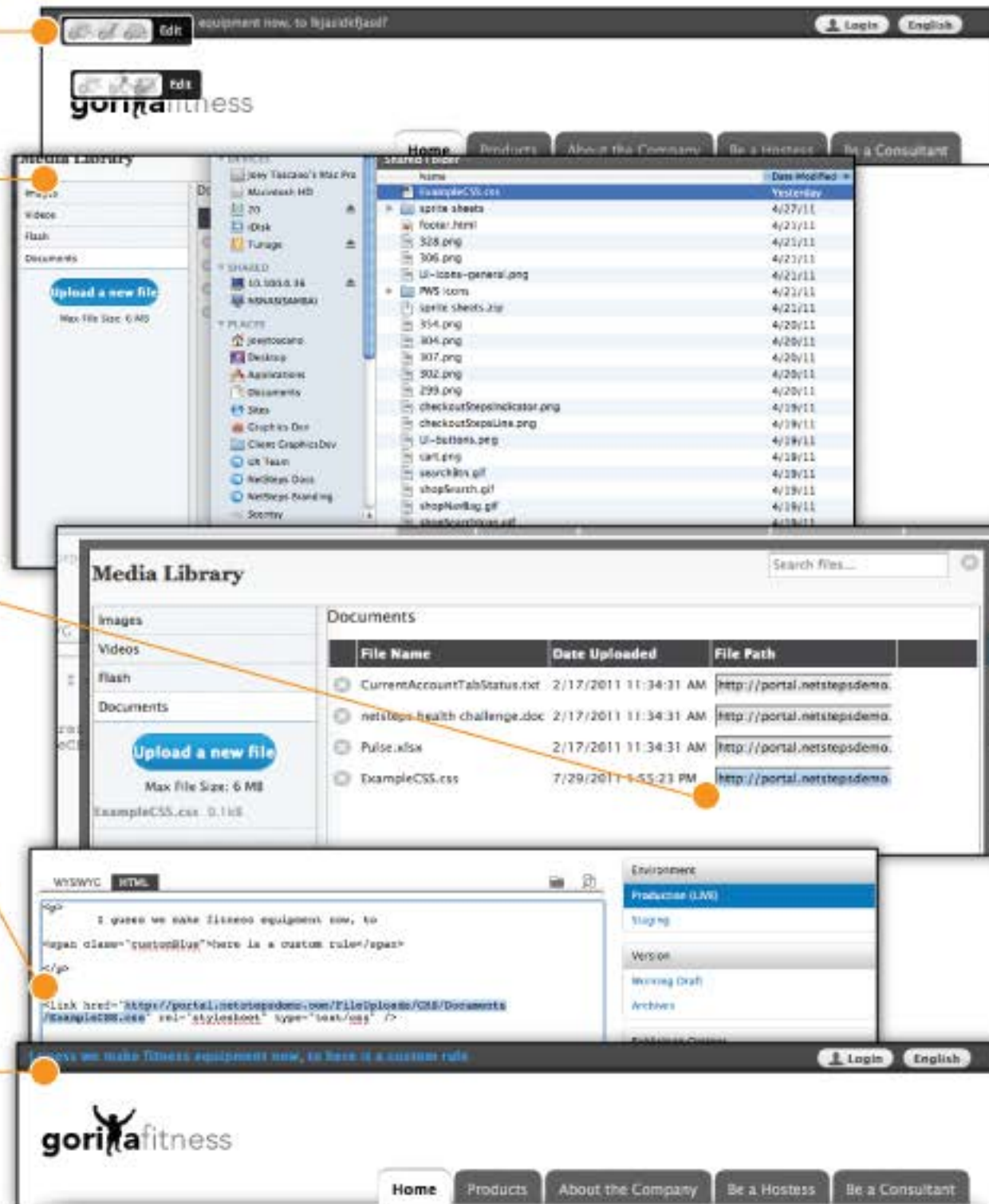
Browse to the CSS file located on your computer's hard drive.

Find the uploaded CSS file in the Documents section of the media uploader. Copy the fully qualified file path.

In HTML mode, make your reference to the style sheet.

Example text using a rule that is defined in the custom CSS file.

You may now reference your new style rules from anywhere in your website. Even if you choose not to use the tagline CMS block to display content, you can still use it for file containment.



The screenshots show the following steps:

- Viewing the live website with the tagline block.
- Selecting the CSS file from the local file system.
- Uploading the file to the Media Library and noting the file path.
- Editing the HTML code to manually link the uploaded CSS file.
- Viewing the final website with the custom CSS applied.