

D69 Website Help

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Rod Neucom**

Part 4

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Introduction

In Part 1 we spoke about the history of the web and some interesting things about the Toastmasters site.

In Part 2 we looked at some sites and the components that make up the sites and who accesses these sections.

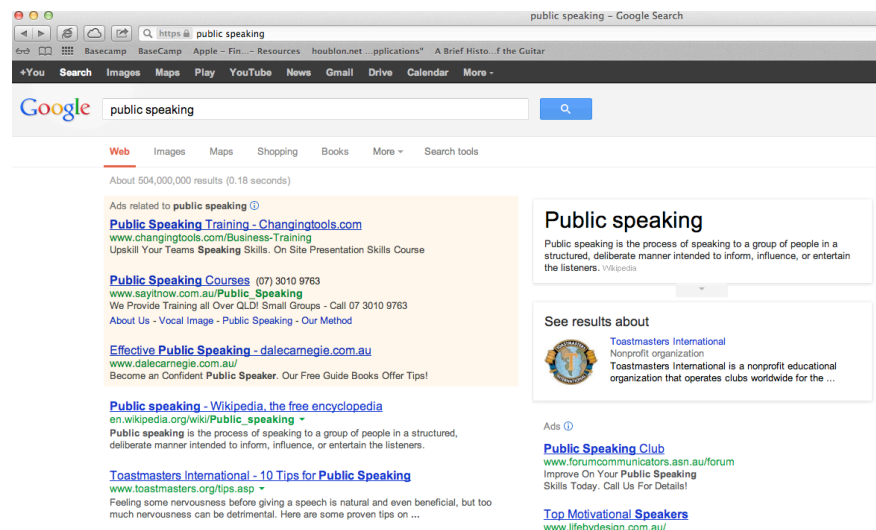
In Part 3 we spoke about copy and photos so it's all been leading up to here.

Before we start Part 4, it is quite interesting to go to other club sites and have a look at what they are doing.

Have you googled your club or clubs in your area?

Better still, put yourself in the position of someone thinking about improving their communication skills. There is a good chance they don't know Toastmasters exist. They will not have the Toastmaster language that we would use to search.

They may type... Public speaking



Have a look what comes up when you enter this term in a search engine.

Toastmasters International comes up in this search but so do a lot of other things. The potential member could navigate from Toastmasters international to us but people are fickle and they haven't found a direct link to us... yet

OK let's refine the search and try to get it localized.

I live in Toowoomba so I'll add Toowoomba to the search.

[welcome to darling downs toastmasters club toowoomba
3574.toastmastersclubs.org/](http://3574.toastmastersclubs.org/) ▼

We are a Toastmasters club located in **Toowoomba**, Queensland focusing on helping members improve their **public speaking** and leadership skills.

[Show more... - the Toowoomba Regional Council User Portal
user.toowoombarc.qld.gov.au](http://user.toowoombarc.qld.gov.au) > ... > [Browse & search](#) ▼

Results 1 - 20 of 42 – From hobbies to health, education to environment, the **Toowoomba** learning environment to develop **public speaking**, communication and ...

It took until the second page to find a local club.

How many clubs in your area are coming up on the search engine?

There are a lot of other organisations and links coming up before a Local Toastmasters club

All of this is useful research for what is coming next.

Welcome to the World Wide Web

This is, as they say, where the rubber meets the road ...

This section is devoted entirely to accessing and working on your club site.

At the end of Part 2 we stepped through the procedure for applying for a site and getting the credentials, the log-in and password, that lets you access it.

If you have done this or have your login credentials skip to page 7.

However, if you only think your club has a website BUT you haven't been to the site in the last twelve months, there is a fair chance that it no longer exists.

Even though we explained this in Part 2 lets quickly step through it again. Go to the Toastmasters Site

www.toastmastersclubs.org

You will have to apply for a site.

As we said earlier, this may take a couple of days, most likely a week to get the site confirmed so if you find your club siteless, do this now.



FreeToastHost 2.0

Toastmasters Club and District Website Hosting Platform

Main Menu

- [Home](#)
- [What's New](#)
- [See a Sample Club Website](#)
- [See a Sample District Website](#)

Support and Development

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- [FTH 2.0 Video User Guide](#)
- [Frequently Asked Questions](#)
- [Getting Started Guide \(Clubs\)](#)
- [Getting Started Guide \(Districts\)](#)
- [Support Forums](#)

The Toastmasters Podcast

Listen to the latest show below or [click here](#) to listen to past shows.



Introducing FreeToastHost 2.0



In January of 2004, we introduced FreeToastHost to the Toastmasters community. Since that time, FreeToastHost has been helping clubs attract new members, operate more efficiently, and keep current members informed and interested. Over 10,000 Toastmasters clubs around the world benefit from the no-cost websites and on-line tools provided by FreeToastHost such as the duty roster, member directory, e-mail lists, club calendars, and much more. **In August of 2011, we introduced FreeToastHost 2.0 -- the next generation of Toastmaster Club and District website hosting platform.**



FreeToastHost is a webhost specifically for Toastmasters clubs and districts anywhere in the world. Each website comes with easy-to-use web-based software ideal for any Toastmasters club. Providing your club is listed on Toastmasters.org, there is no-cost for this service! FreeToastHost was created by a Toastmaster, and is maintained and supported by a group of Toastmasters, with the cooperation of Toastmasters International. FreeToastHost 2.0 websites use the domain names ToastmastersClubs.org and ToastmastersDistricts.org for the club and district websites, respectively.

Get Your Free Toastmasters Club or District Website Today!

If you are requesting a FreeToastHost 2.0 website (new or upgrade from FTH 1.0) on behalf of your club, with the permission from your club officers, proceed with the form below.

If you are requesting a Toastmasters District website, or if your club has not yet chartered and does not appear in the Toastmasters "find a club" results, [please use this form](#).

Your Club Number

1 If you don't know your club number, you can look it up on the [Toastmaster International website](#). Be sure to carefully look at the clubs before copying down the first club number, as there are many clubs with the same name.

Your Name

1 Your full name.

Your E-mail Address

1 Your e-mail address. Please double check that you have entered your e-mail address correctly.

Please Re-Enter Your E-mail Address

1 This is a check to make sure the email address is entered correctly. Both e-mail addresses should be identical.

Submit Request

All rights reserved. Toastmasters International, the Toastmasters International logo and all other Toastmasters International trademarks and copyrights are the sole property of Toastmasters International and may be used only by permission. Site Hosting and Technical support provided by FreeToastHost, a free service of Toastmasters International.

On the bottom is the form you need to fill out

▼ Get Your Free Toastmasters Club or District Website Today!

If you are requesting a FreeToastHost 2.0 website (new or upgrade from FTH 1.0) on behalf of your club, with the permission from your club officers, proceed with the form below.

If you are requesting a Toastmasters District website, or if your club has not yet chartered and does not appear in the Toastmasters "find a club" results, [please use this form](#).

Your Club Number

i If you don't know your club number, you can look it up on the [Toastmaster International website](#). Be sure to carefully look at the clubs before copying down the first club number, as there are many clubs with the same name.

Your Name

i Your full name.

Your E-mail Address

i Your e-mail address. Please double check that you have entered your e-mail address correctly.

Please Re-Enter Your E-mail Address

i This is a check to make sure the email address is entered correctly. Both e-mail addresses should be identical.

Submit Request

It's pretty straight forward. Enter your club number... Don't know it?

Go to

www.toastmasters.org

Step through to where you can find it.

Enter your name... this means your name not the club name.

Enter your email address twice. This is your email address, not the club's toastmasters site email address.

I know we sound like we are harping on about stuff that appears simple but you may be surprised how many people put a club name in the your name spot.

As we said, this may take up to a week to get the site so it is be patient

They will send an email to the address you nominated with your credentials... the basic web address(URL) and the admin login details like a password... don't loose it

You can change the password to something that is relevant or memorable.

Password Tip

Here is a big tip... write the password down and file it with the VPE . What may be obvious today may be unfathomable in 2 or 3 months. How do I know this? I have done it

Before you change it use the one supplied by Toastmasters... yeah I know it sounds obvious but talking with people, the obvious sometimes is not.

Now you have all the information to log-in.

You will find your club site at...

(your club number).toastmastersclubs.org

Don't forget the dot between your club number and the toastmastersclubs part of the URL.

For example TT Toastmasters site address is:

2209568.toastmastersclubs.org



The screenshot displays the TT Toastmasters Club website. At the top, there is a header with the Toastmasters International logo on the left and the text "TT Toastmasters Club" in yellow on a blue background. Below the header, the website is divided into two main columns. The left column contains a "Main Menu" with links to Home, Meeting Information / Directions, Contact Us, Club Calendar, Public Downloads, Free Resources, and Toastmasters Video. Below this is a "Members Only" section with links to Meeting Agendas, Mentor/Mentee Request Form, Club E-mail Addresses, Edit Your Profile, Private Member Directory, Member Downloads, FTH (Club Website) Support, Member Login, and login as site admin. At the bottom of the left column is "The Toastmasters Podcast" section, which includes a link to listen to the latest show or past shows, a link to the podcast website, and a small image of the podcast hosts, Bo Bennett and Ryan Levesque. The right column features a "Welcome to TT Toastmasters Club" section with a large photo of a man speaking at a podium and a woman listening. To the right of the photo is a text box that says: "Use this area to display your own club photos, custom message, and even videos. Using the WYSIWYG editor, it is very easy to create an attractive front page. This is what represents your club, so take your time and make it look great!". Below the photo and text box is a list of five items, each preceded by a right-pointing arrow: "The proven way to help you speak and lead.", "What's in it for you?", "How does it work?", "Come visit us!", and "Good leaders are good communicators". At the bottom of the right column is a final item, "Don't delay!", also preceded by a right-pointing arrow.

Now you are at the club site... more to the point you are at the front gate of the site.

Problems Logging In?

My grandmother used to say:

there's more than one way to skin a cat.

Now I never saw her actually skin a cat but I am sure that she knew more than one way to do it.

Surprisingly some people have difficulty with the last step...

So... There is another way to get to your login if you already have a club site

Sometimes when you try to access your administrator site with your club number and toastmastersclubs.org it will default you to the Free Toast Host site.

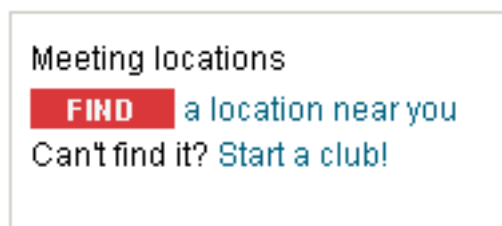
Bit annoying but here is a way round and this will give you the experience of someone looking for you or your club.

In your search engine, type toastmasters international.

Select the International site... in other words go to

www.toastmasters.org

Go to find a club, top left corner.



Remember at this stage, from the internet and Toastmasters' point of view, you are just a member of the public not a member of Toastmasters.

Select a country

Find Meeting Locations

Country Search:

Select a Country..

We are using TT as an example so I filter all the results like this.

First drop down ... Australia...

Then step through thither drop downs to navigate to your area

Filter Results:

Australia

Queensland

Toowoomba

Heh presto here is access to all the clubs in Toowoomba.

If I scroll down to TT, I have this.

TT Toastmasters Club - Club #: 2209568, Dist #: 69, Est: 4/16/2012

Cedar Centre

36 Baker St, Toowoomba, QLD, 4350, Australia

Meeting Time: 6:30 pm, 3rd Thursday

Club Status: Membership eligibility criteria required - Contact club

This club may have professional and/or educational prerequisites for membership.

Please contact the club for further information.

✉ [Click here to email club](#)

ttclub.toastmastersclubs.org

mapit!

As you can see there is a lot of information about your club in this area and if you didn't have a web site, this could harvest members for you , but we want to be more professional .

Go to the bottom and there is the link,

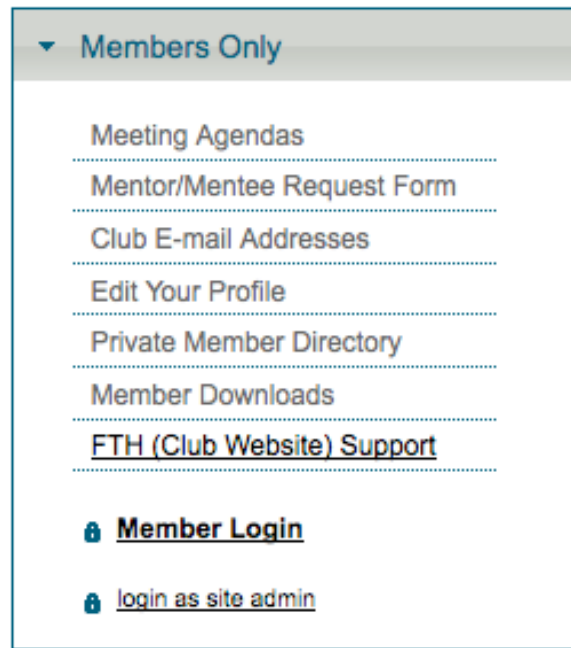
ttclub.toastmastersclubs.org

I am at the TT Site... Isn't the web a wonderful thing.

(There is actually a website with 50 ways to skin a cat.
My grandmother would have been so pleased.)

But I digress

Down on the lower left is a members only area and this is
where you will access the area we want.



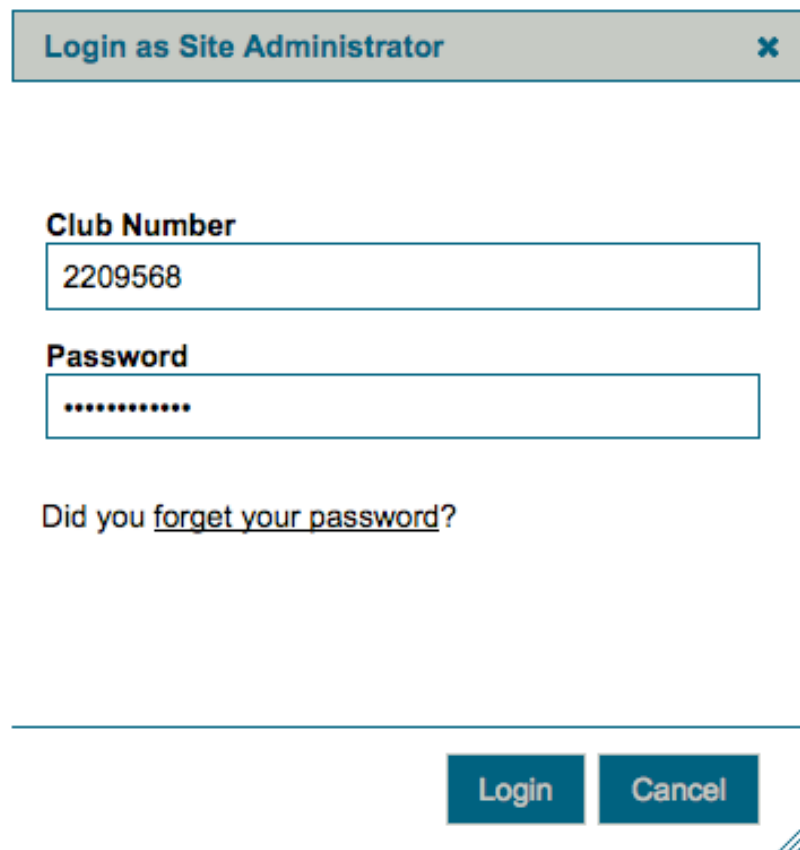
Click on the link **login as site admin**

A screenshot of a web application's 'Login as Site Administrator' form. The form has a title bar with the text 'Login as Site Administrator' and a close button (X). It contains two input fields: 'Club Number' and 'Password'. Below the 'Password' field is a link that says 'Did you forget your password?'. At the bottom of the form are two buttons: 'Login' and 'Cancel'.

Those credentials sent by Toastmasters suddenly become essential.

This is where you enter your details

Remember we said that you always use your club number to log in

A screenshot of a web form titled "Login as Site Administrator" with a close button (X) in the top right corner. The form contains two input fields: "Club Number" with the value "2209568" and "Password" with masked characters ".....". Below the password field is a link that says "Did you forget your password?". At the bottom right of the form are two buttons: "Login" and "Cancel".

Login as Site Administrator

Club Number

2209568

Password

.....

Did you [forget your password?](#)

Login Cancel

We are doing this on the TT site so don't worry if yours looks a little different.

Enter your details and click the **Login**

This will bring up a different members only area

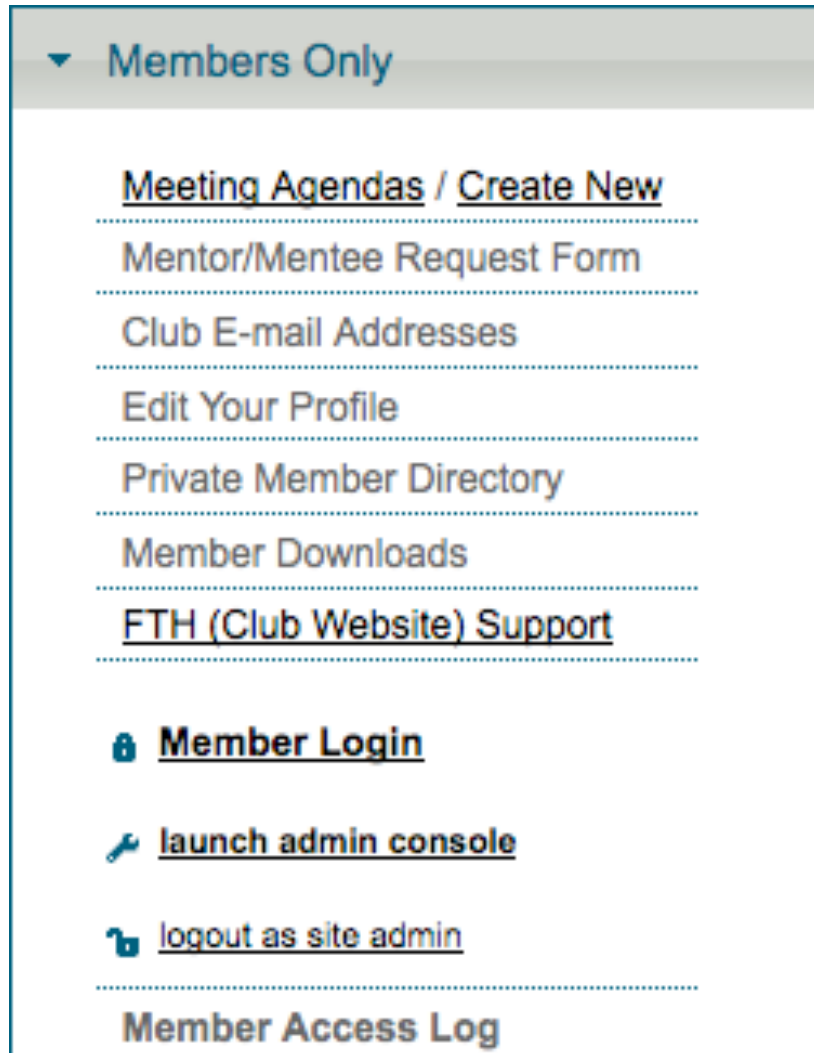
A small word of warning... you are about to enter the nitty gritty of your club site.

Every time you hit enter or save you are committing what you have just done to the web and erasing what was there before.

This is a responsibility not to be taken lightly.

Launch Admin Console

You have an extended menu opened up for you.



Because you have logged in with the “administrator” protocols, the site is about to give you permission to make fundamental changes...changes to information about your club.

At the bottom you will see the **launch the admin console**.

This is your access to all the editable parts of your club site.

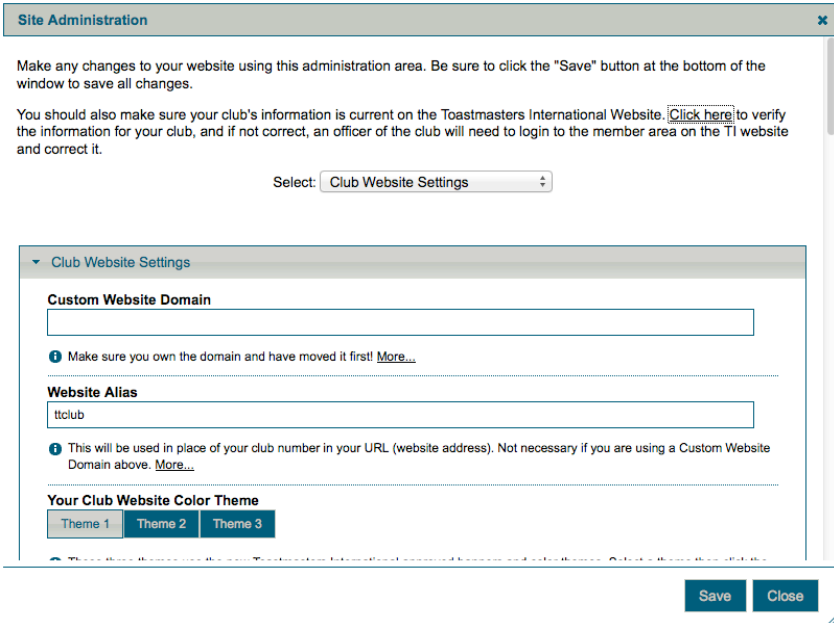
Select Launch Admin Console

Data Entry

This area is divided into three sections. The upper is where you select where you want to edit.

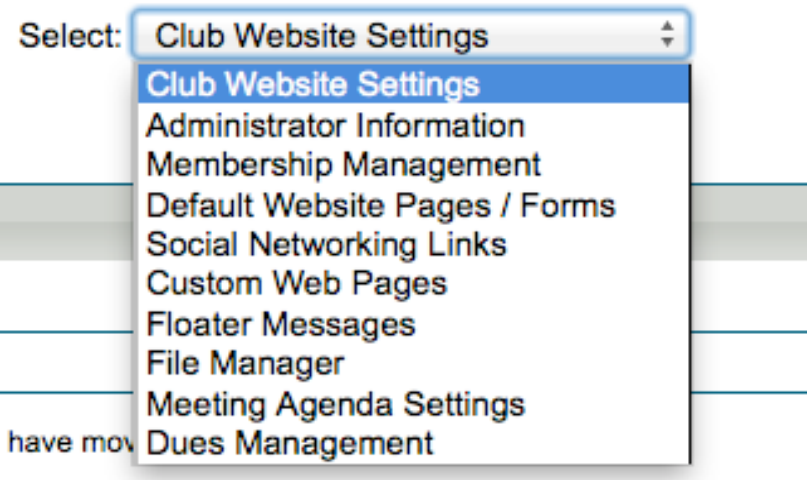
The centre portion is the information or changes you will make.

The bottom is the commitment... the Save Button.



The screenshot shows a web application window titled "Site Administration". Inside, there's a message about saving changes and a link to verify club information. Below this is a "Select:" dropdown menu currently set to "Club Website Settings". Underneath, the "Club Website Settings" section is expanded, showing fields for "Custom Website Domain", "Website Alias" (with a value of "ttclub"), and "Your Club Website Color Theme" (with three theme buttons: Theme 1, Theme 2, and Theme 3). At the bottom right of the window are "Save" and "Close" buttons.

The upper section has a drop down that reveals your choices. We are going to look at all of them and what they do.

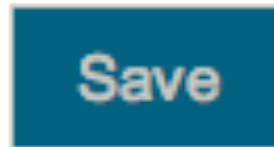


This screenshot shows the dropdown menu that appears when the "Select:" button is clicked. The menu lists several options: "Club Website Settings" (which is highlighted in blue), "Administrator Information", "Membership Management", "Default Website Pages / Forms", "Social Networking Links", "Custom Web Pages", "Floater Messages", "File Manager", "Meeting Agenda Settings", and "Dues Management".

So lets be logical and start at the top.

BIG TIP

If your editing the site as you go, hit the save key every time you finish each section.



This may sound like overkill BUT there is nothing worse than doing a lot of work and the power goes off and all your good work is lost.

Club Website Settings

Select:

This is where you set up the basics of your club website.

Your Admin privileges are just that... a privilege.

Remember what you do not only in this area can have ramifications not only on you, but on your fellow club members.

Always err on the side of caution.

There is an old advertising adage that says...

if in doubt ... leave it out!

This is so appropriate for any web based information.

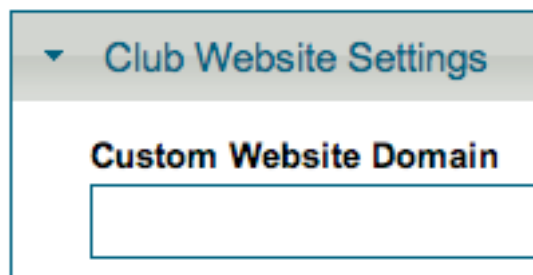
Sorry to keep harping on this but I have seen things put on sites as a joke that had big bad consequences.

OK lets start making your site discoverable...

Custom Website Domain

The first box is for your club's custom website.

This is the redirection to your website...

A screenshot of a web interface titled 'Club Website Settings'. Below the title, there is a section labeled 'Custom Website Domain' which contains a single empty text input box.

What's that, you say...I thought we were doing a website now?

This refers to a website *other* than the Free Toast Host website... let me explain.

If you have purchased a commercial domain name for your club and you have rented a server (or have your own), this is where you put the URL of the other site.

For example, in our case with Compass or TT Toastmasters we could register a domain name for one of the clubs.

For TT it could be

www.TT.com.au
or
www.TT.org.au.

For Compass it could be

compass.com
or
compass.tm.org.au.

You can rent/register these names from companies in Australia or America or any where around the world, for a period of time, usually two years.

You can do this if the domain name is available.

For example, a company called Tourism Technology has already registered TT so it is not available.

I won't even bother looking up Compass it will be gone.

So if your club has a name that is available as a domain... like the "whoopedo club" you may want to register it.

Why bother registering an independent site for your club?

Two reasons, I have been told.

First is that you end up with an Australian address, a .com.au and it will be a point of difference from the standard toastmasters.org

Second you can make a different (better?) website

Really?

I can't see the point unless you are a world-class web page designer with great skills.

If that is the case you will not be reading this.

Not only that, people are used to sites being hosted overseas, it's the World Wide Web remember, so an au or other extensions don't really mean that much on today's internet.

So this is where you put your other URL so all inquiries to the Toastmasters site will be redirected to your own site.

Website Alias

Website Alias

ttclub

This is where you put the copy that appears in the Toastmasters.org web address...

It will replace your club number.

This looks and works better in a Google search or if someone is accessing the Toastmasters International Site looking for your club.

I know some clubs who persevere with the club number.

This may be fine for members but what about the perspective members? They have no idea what your club number is and it's certainly less welcoming.

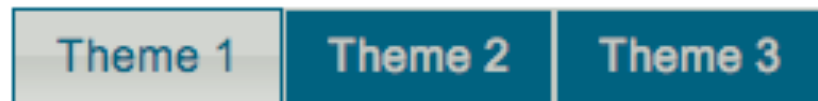
Your club name looks more professional.

Big Tip

Every time you log in as an admin... you use the club number.

Color Theme

Your Club Website Color Theme



This is where you can slightly change the look and feel of your site, to personalize it to your taste.

The colours are slightly different ... If you have looked at the TT site and Compass site you will see we have used different themes. The TT is Theme 1

There is no way to preview the alternatives in this page so if you want to see the options you have to follow some steps.

Select a Theme... Theme1, Theme 2 or Theme 3

Click Save... then Close.

Exit the site completely... that means logging out

Re-open and hopefully by then the site will have updated, if not select refresh in your browser.

You will have to login again as the site admin. If you want look at all the options you will have to repeat the logout/login process each time you change the theme....

I like one and it saves a lot of logging in and out...It's the type of thing that you can come back later if you want or need to change.

Time Zone

This sounds so simple.

Club Time Zone

Australia/Brisbane

Once correctly selected it make your calendars work in your locality.

Save button below to see how your club website looks with the theme.

Club Time Zone

Australia/Brisbane

Select your local club time zone. This will ensure that your calendar entries and agendas show up and function correctly.

Club Name

We have found sites that have very weird locations according to their time codes.

Club Time Zone

Australia/Brisbane
 Australia/Broken_Hill
 Australia/Canberra
 Australia/Currie
 Australia/Darwin
 Australia/Eucia
 Australia/Hobart
 Australia/LHI
 Australia/Lindeman
 Australia/Lord_Howe
 Australia/Melbourne
 Australia/North
 Australia/NSW
 Australia/Perth
 Australia/Queensland
 Australia/South
 Australia/Sydney
 Australia/Tasmania

will ensure that y
 appear in the bar
 Club.
 your site's metac
 club located in Nc
 every Wednesda
 ers, Toowoomba

Ok Toowoomba is not on the list but Brisbane is the same time zone.

Anyone south of the border can use Sydney. You have daylight saving ... Queensland does not. It matters.

Name

Again another simple insert but think about it ...

.....
Club Name

TT Toastmasters Club

Do you want a long name, a short name?

For example Southern Cross may want just that or Southern Cross Toastmasters or Southern Cross Toastmasters Club.

The choice is yours but simple is better as well as what sounds best.

People say it in their mind... so it's up to you what image you want to project.

This will appear in the banner (the top of the web browsers like our TT one below.



I know this is simple but again not every one does it...

Some want to put their club number here. I don't know why.

Please remember that this is the face you are presenting to the public...

Members go to the site for information

The public goes to your site for motivation.

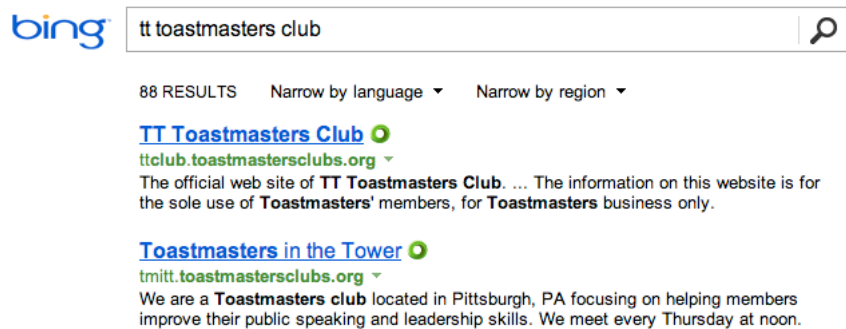
Club Description...

Description

The official web site

This appears in search engines when prospective members are looking for you. Technically speaking it is the metadata.

It also helps engines narrow down the search results.



It is the brief copy that will prompt people to visit your site. Brevity is the key to this information, but do not assume that people understand jargon or abbreviations.

Keywords

Keywords

Public Speaking, Leadership,

This is the nitty gritty that really helps the search engines find you.

Keywords

Public Speaking, Leadership, Toastmasters, Toowoomba, confidence, Queensland, Communication

As you can see here we used words and phrases such as ... public speaking, leadership, Toastmasters and confidence.

Put a comma between each word or phrase you want associated with your club.

Main Heading

This will appear above the body block in the centre of the page. It should be a nice simple salutation.

Main Heading

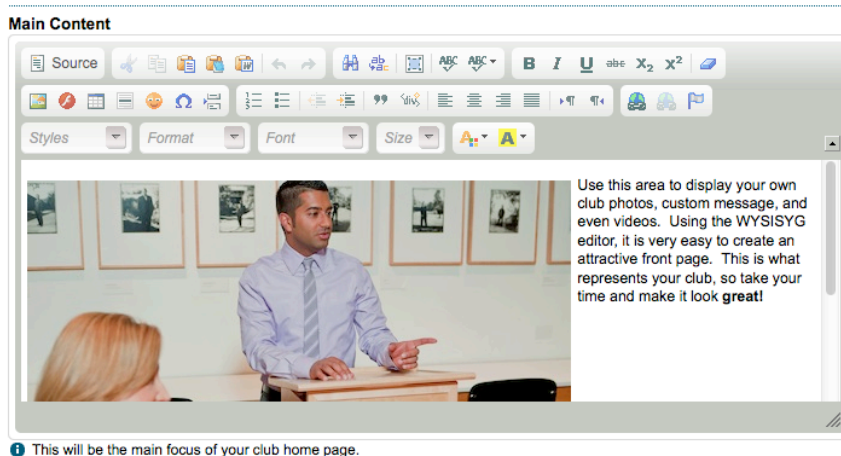
Welcome to TT Toastmasters Club

Main Content

Those of you who are experienced in computers, particularly office suites may find this section a bit ...”I know that” but wait... There are some other buttons and command keys that can get the unwary player into a lot of strife.

So to all those who know editing, forgive us but remember some who are reading this are literally just starting, and we all started somewhere, and it doesn't hurt to review.

There are a lot of things here that you can use to change your club home page.



My suggestion is **Be Careful... Be Cautious!**

It may give you a feeling of power to change the type the size the everything...

Let me go through some of these areas and suggest why you leave them alone.

Let's look at the control panel.



Look at all these editing tools... they are so tempting.

There are three lines of editing tools. Let's start with the four boxes on the top line.

Lets start at the top left.

Top Line... Edit Box 1

Source



Stay out of Source UNLESS you can write or code HTML... have a look by all means but don't edit it.

This is the base internet language of this window and the site is set up to write it for you.

Top Line... Edit Box 2

Moving right from source we find these in a box.



These are your basic editing tools for images and text.

Left to right they are...

Cut

Highlight some text and cut it to use it somewhere else.

Copy

Highlight some text to copy it somewhere else

Paste

After you cut to place text or a picture somewhere else in the block.

Paste as plain text

Same as above but removes all the formatting.

Paste from Word

When you copy from a Microsoft word, this formats it for your web page

Undo the last action

Oops! Did something wrong? This undoes what you last did

Redo the last action

Double oops! I just undid something but I want it back.
So if you deleted something then had deleter's remorse, this undoes your delete, or cut...

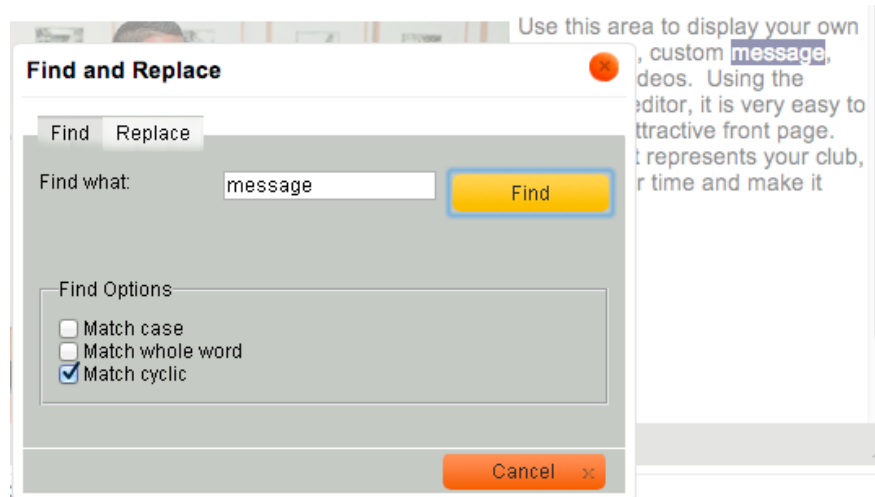
Top Line... Edit Box 3

These are a mixed bag of useful tools. Left to right they are

Find

This is the one that looks like a pair of binoculars. So if you want to find a word in your copy?

Activate this, type in the word and it will highlight it in the copy.



This may seem a bit of overkill but if you have a lot more copy, this is useful. If you want to change that word, click on the replace button and it will offer a space for the replacement.

Find and Replace

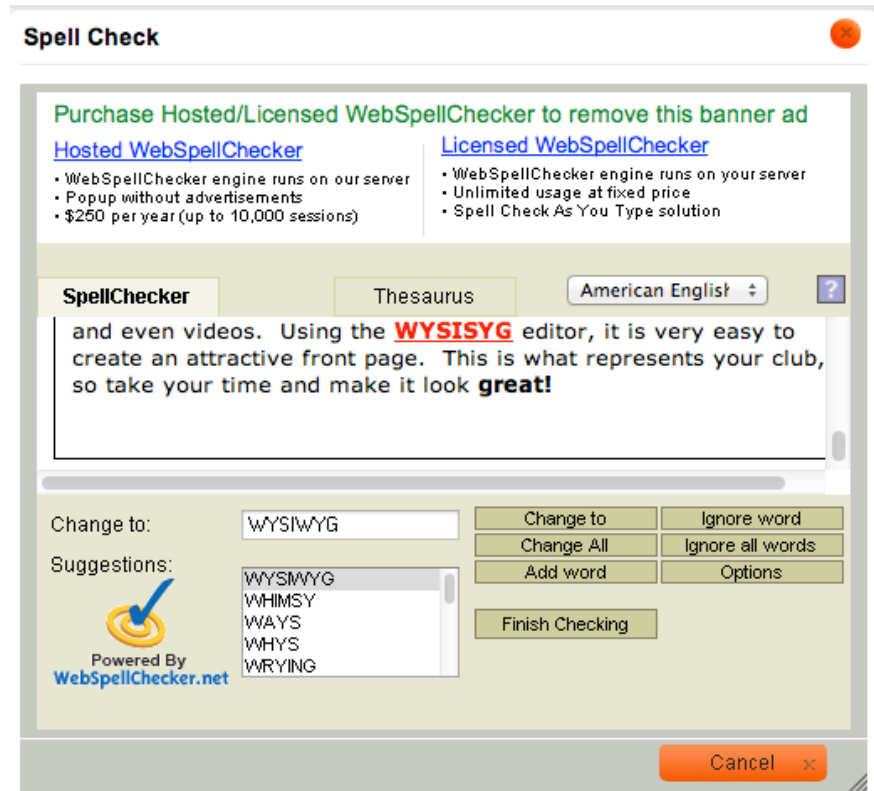
Basically the same as above but it immediately offers the “replace with” button.

Select All

Just what it says it selects everything in the dialog box, pictures and text. This is great if you want to clean out everything... a delete and it's gone ... that's when you find the joy of the “undo” command.

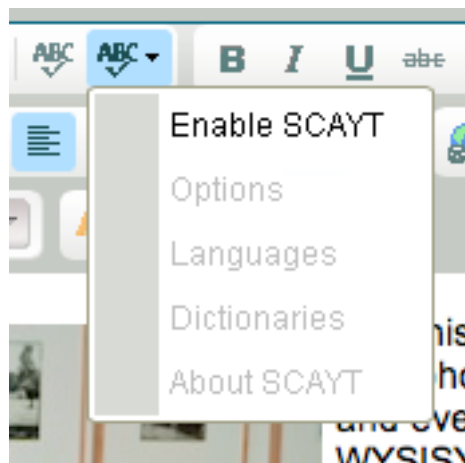
ABC

This is a spell checker so after you have written your scintillating copy, this is where you check your spelling. It has to load so it takes a few seconds.



ABC

This looks like a repeat of the previous tool But it has SCAYT



What is SCAYT? An acronym for Spell Checker as You Type.

It does exactly what it says. It corrects as you go BUT if you don't particularly like American spelling, don't enable it.

Top Line... Edit Box 4



This one is pretty straight forward. Left to right are as follows.

- B** Makes type **Bold**. Toggle it to unbolden.
- I* Makes type *Italicized*
- U Underlines selected type
- ~~abc~~ puts a line through the ~~selected type~~.
- x_2 This makes Subscript like this
- x^2 This makes Superscript like this.
- The box This undoes all the formatting you have done to text.

Mid Line Edit Box 1

This list of tools has some very interesting uses



The first box is when you wish to attach a photo from another site that means importing it to this site.

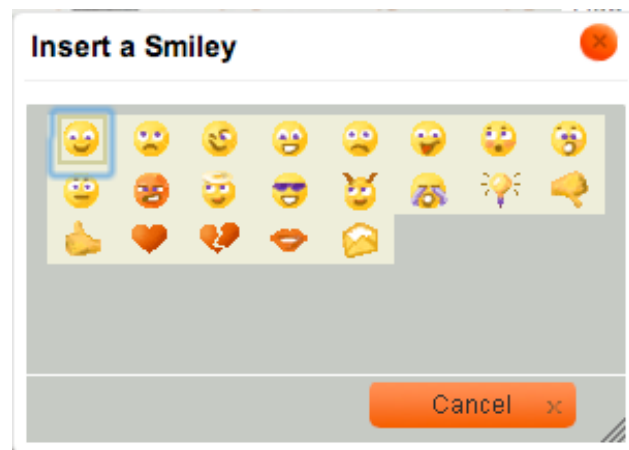
The second tool is for when you want to attach a Flash movie to your site. It activates a box that will ask for the URL of the Flash Movie.

The third that looks like a spreadsheet is pretty much like that. It is for inserting a Table on to your site.

The next inserts a line ... place your cursor where you want the line, click the tool... heh presto a line.

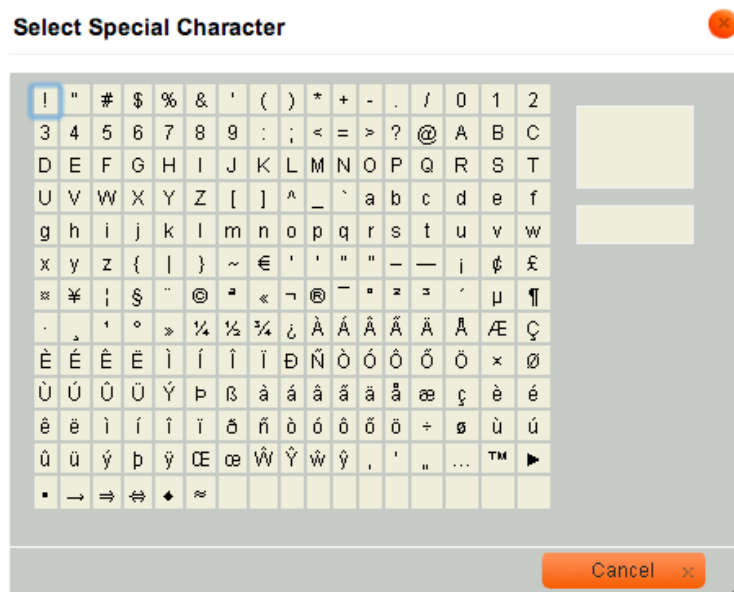
Try it, remember there is always the Undo command.

The next one is for inserting a Smiley Face.



Apparently some people like inserting them... here is the tool and a choice of Smileys

The next that looks like an omega is for inserting special characters and symbols.



Place your cursor where you want the symbol or character, activate the omega then select what you want. This is very useful if you have a need for special characters.

The final button is for inserting a page break. This is particularly useful if you are setting up your page to be printed.

You can play with all these tools and commands... remember your best friend can be the undo tool up in the top line.

Mid Line Edit Box 2



These are straight out of the word processor tool kit.
Left to right they are

Inserting or removing Numbers on lists

Inserting or removing Bullets on lists

Decrease indent

Increase indent

Programming a Block Quote... indented both sides

Create Div Container IT IS NOT a normal editing tool
This is a programming component to HTML.

**I Really suggest that if you don't speak and write HTML,
Leave It Alone.**

The next is a Justify Left

The next a Justify Right

The next, a Centre Justify

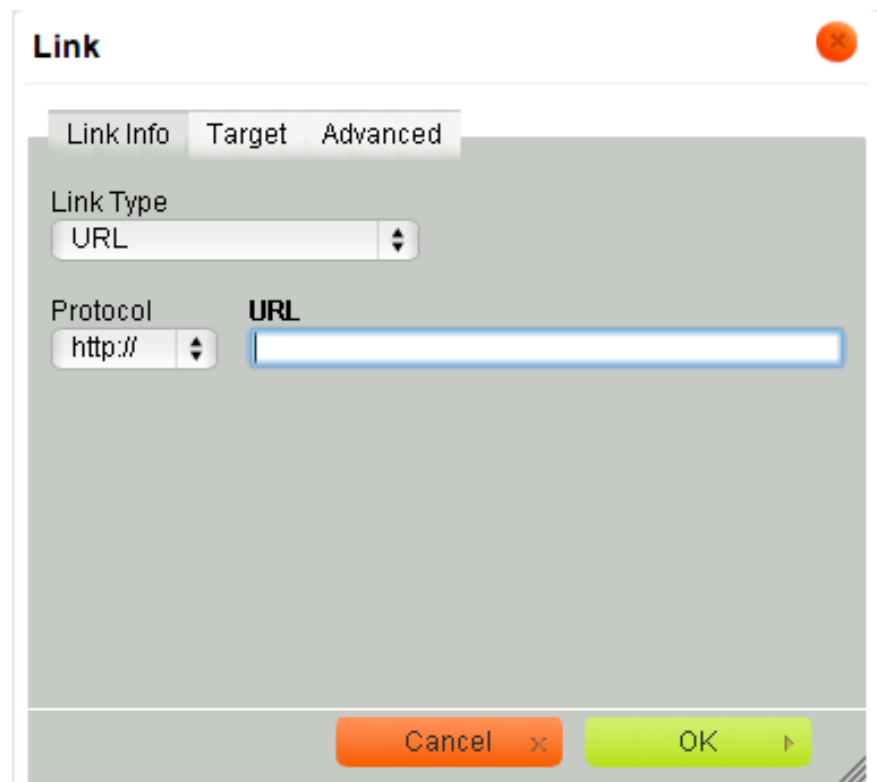
And the final of this subgroup is a Force Justify.

The last two are a text editor to move the text left or right as opposed and reverses the operation of the Left & Right justify.

Mid Line Edit Box 3



The final midline box is when you want to insert a link to another site.



Highlight the text you want to be the link, activate the command and when the dialog box appears, insert the URL where you want to send your visitor.

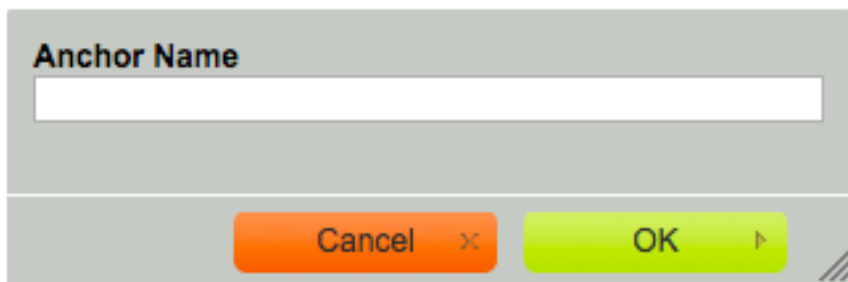
The second command disables the link you have created.

The final is the anchor command. This will allow you to highlight some text on a web page and link to that specific section of the page, instead of just linking to the page. These can get a little more complicated to set up when linking between pages; however, it is straight forward to set up links within a page.

If you have a long page, with multiple headings, you can create anchors on that page, and then easily link to them from other sections of the page.

Firstly you need to create the anchors to link to. You highlight the text you wish to use as your anchor, then click on the anchor tool.

Anchor Properties



Anchor Name

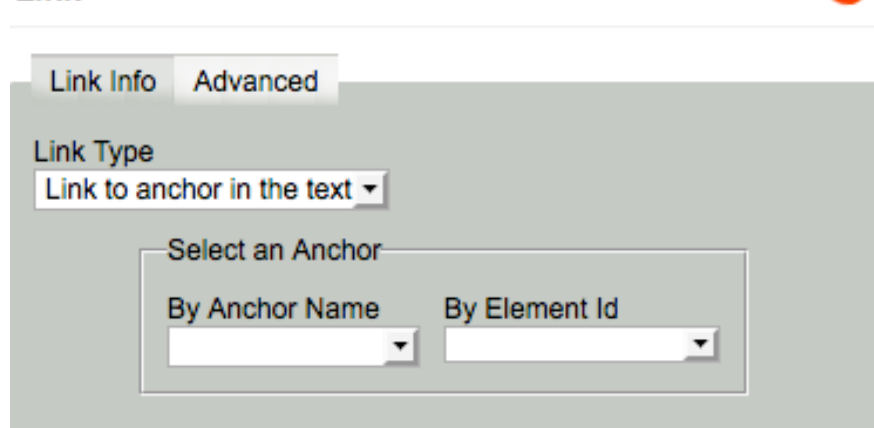
Cancel OK

You'll be asked to give the anchor a name, then click OK.

Once that is done, go to the section in your page you wish use as the link, highlight the text for the link, and then click on the link button.

Change the link type to Link to anchor in the text, and then you select your anchor from the drop down list, normally by Anchor name, and click OK.

Link



Link Info Advanced

Link Type
Link to anchor in the text


Select an Anchor

By Anchor Name By Element Id

As mentioned above you can also use these to link to specific sections of another page. The process for creating the anchor is the same as above. Edit the page you want to link to, using the Custom Website Pages admin section.

Linking to the anchors is another page is where this gets a little more complicated.

Highlight the text you wish to use as the hyperlink, and click on the link button. Enter the URL of the page you want to link to firstly. Then you need to edit the URL to include a link to the anchor. In the following example, you will see the end of a link to a TestPage.html.

Link 


Link Info Target Advanced

Link Type
URL

Protocol URL
http:// ttclub.toastmastersclubs.org/TestPage.html

To add the link to the anchor, after “.html” add a hash mark (#), then the name of the anchor (you did remember to make a note of what you called it, didn’t you?), and click OK. If all is done right, the link should now be working.

In this example the link goes to the anchor “TP-End”.

Link 

Link Info Target Advanced

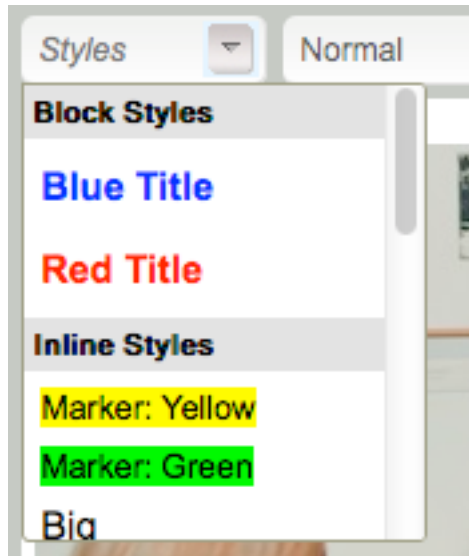
Link Type
URL

Protocol URL
http:// ub.toastmastersclubs.org/TestPage.html#TP-End

Note that there are no spaces in any of this. The Web does not like spaces in addresses.

Lower Line Edit Box 1

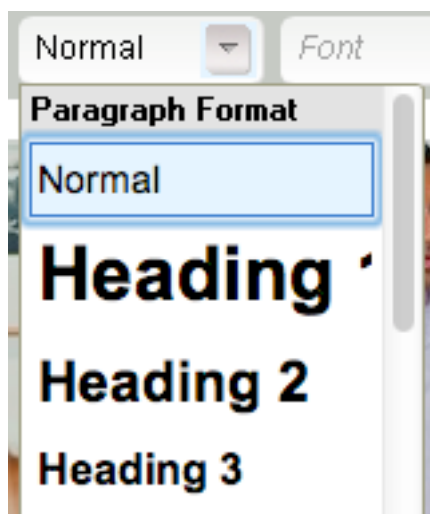
Styles



This really relates to the HTML and you can get very confused when you start playing with this area.

It really should be left alone until you start getting involved in coding

Lower Line Edit Box 2



This is how the normal copy in the paragraph will appear. It is a preset weight and size. By default it appears to be 14point.

The Heading 1, 2 & 3 will make selected text a headline and group it as such.

You can play with these commands but remember, now matter how much trouble you get into, if you don't hit the save key you can exit out of the site and it will return to the last saved state.

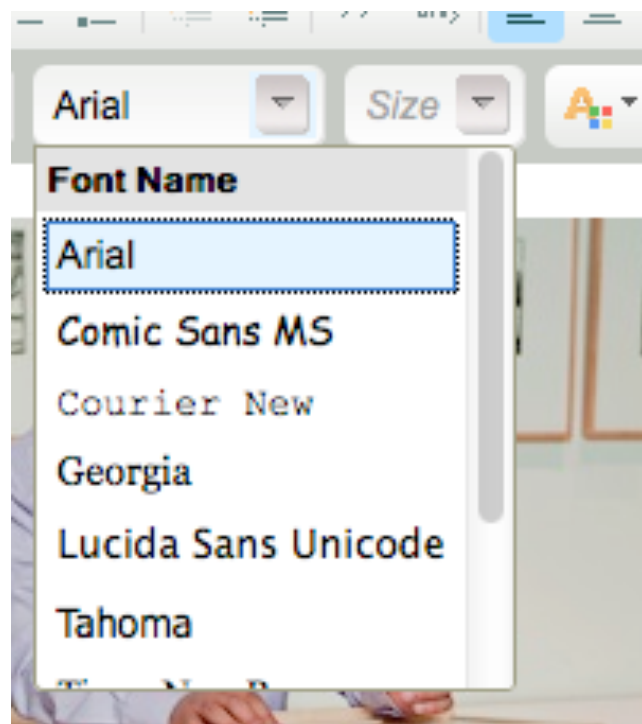
Again, you can easily build your website without editing or utilizing these commands.

Lower Line Edit Box 3

Font

This is the easiest way to “customize” your site... to show your creative flair...

Be Warned...Proceed with extreme caution



It is easy to grab all the type and change the font to Comic Sans for example, after all there are nine Fonts to choose from, why not play?

The default is Ariel. It is a simple readable professional Type Face that suits the approach most clubs want to portray.

Remember back in Part 3

It may be fun to change the font and size but please, do this with caution.

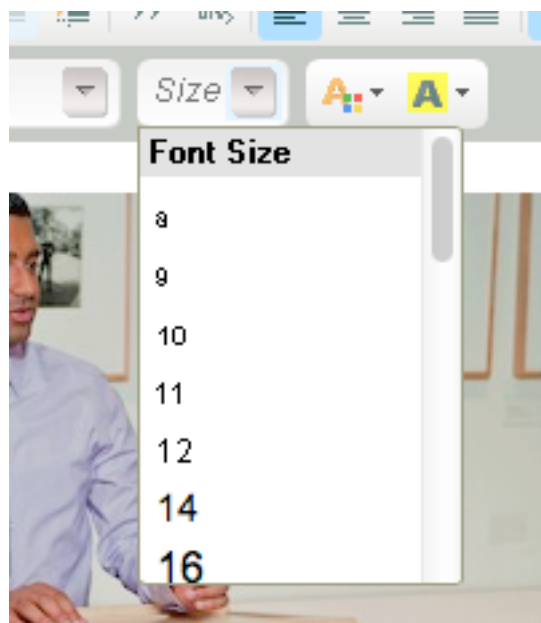
Remember that people are visiting your website to get information, not be entertained with the cheeky fonts in multi colours.

Remember the old Part 3 parable... K.I.S.S.

Lower Line Edit Box 4

Size

The same with font size.



It is set by default at 14pt (point). You really don't want to go smaller.

When you change the copy, you may want to make a headline. That's when you can select the type, make it 14 or 16 pt and make it bold.

But remember if there are a lot of headlines all over the page so the body copy in this part should be conversational and inviting ... not shouting.

You can use the "Headings" in "Normal " box but in the first instance you can use these particularly if your comfortable with basic word processing.

Lower Line Edit Box 5

Colours

This box is another time bomb. It's just waiting for someone to come and play with it.



The left Button is the colour of the Text. It really is not very smart to make your type **RED**

It is actually hard to read, but worse than that when you add a coloured background to the text. And you can do that with the right button.

I have actually seen websites that have red type on green background You may not be aware that a significant percentage of the population is colour blind and red on green looks like a black blob to many of them.

In most cases it is best to stick with Black and white ... it is a great contrast.

So this little edit button? Use VERY Sparingly if at all.

So there you have it... all the controls that can offer you a great tool box to customize your home page... OR be the toxic weapons that get you in strife.



BIG TIP

If you play around and get into a bit of strife, apart from the Undo Key, there is a simple way to back out of your creative minefield....

Don't hit SAVE!

I know this is so stupidly simple that you may well ask ... why even bother putting it in... BUT we have all been trained to hit the save button on a regular basis.

This is almost instinctive when we are exiting a page, but if you exit without hitting the save button, everything you have done since you last hit the save button will be buried in the graveyard of computer blunders.

Now you know what the tools do ... it's time to use them.

The box below is the main page... the Home page.

Information... The Home Page

This is the reason we are going through all this.

This is the body main home page.



Use this area to display your own club photos, custom message, and even videos. Using the WYSISYG editor, it is very easy to create an attractive front page. This is what represents your club, so take your time and make it look **great!**

This is a WYSISWYG editor... What's that mean?

WYSISWYG literally means,

What You See IS What You Get.

That means if you select some copy and change it, then “what you see is what you get.”

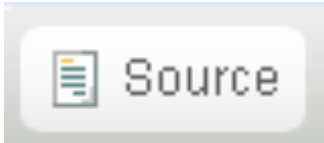
Grab the picture, delete it import another ... you get the idea.

Now here is something really tricky and a little insight into the workings of the internet.

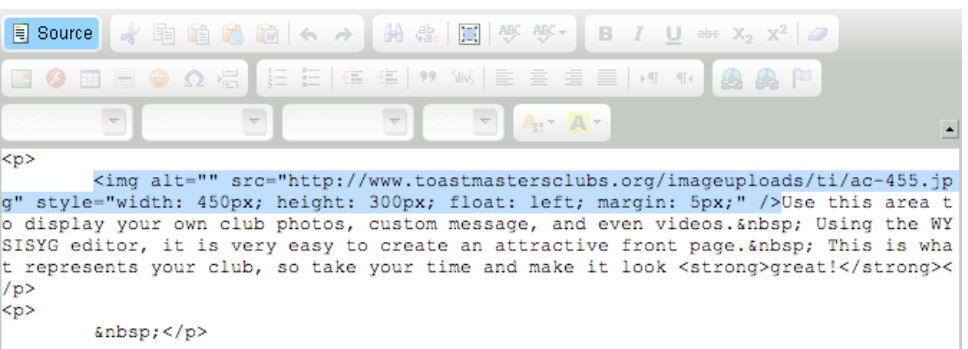
As we mentioned before, the internet works in “code” and its written in a special language called HTML.

Want to see it?

I know before I told you not to touch the source button...



Activate it now and this will come up



This is the code that drives that box with the picture and the copy.

The part that I have highlighted all relates to the picture that is there. It tell us where the original photo is stored, what size it is, 450px wide and 300px high and the fact that it will be on

the left of the frame but will have a 5px margin from the edge of the page.

Now activate the source again to back out of source code.

The language in this area is very specific and even the misplacement of a comma or a bracket can render the page useless.

But I thought you would like to see it.

Now the magic...

When you change the copy or picture in that box

The site is so smart it will write and edit the code for you.

If you find this absolutely fascinating start learning HTML and web page design.

OR... have a cup of tea and a rest in a darkened room till the feeling passes.

The second alternative will be the best alternative.

Google Stuff

By now you should be familiar with Google, at least for searching the Internet... however, the cleaver boffins at Google have developed a number of other services, which are of assistance for Toastmasters members.

To use these, though, you must firstly create a Google account – i.e. a Gmail account.

Gmail is Google's e-mail service and is available free of charge.

The advance of such services, provided by companies other than those who provide you with an internet connection is that if you change between Telstra, Optus, Dodo, et al, you will loose access to the email address they provided. Gmail, Hotmail, Ymail, etc will remain regardless of who provides your Internet service.

Why would you want yet another email address? I'm glad I asked that question. To use Google's more advanced

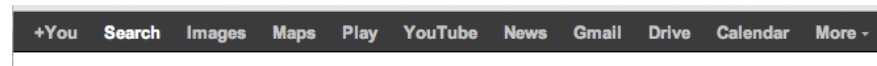
services you need the Google account, and the Gmail account is a good place to start.

If you, or someone else in your club who is willing to assist, already has a Gmail, or other Google account, you can skip over the first section of this, and go straight to the Webmaster Tools section.

Creating the Account

Your first step to creating an account is to actually go to the Google website.

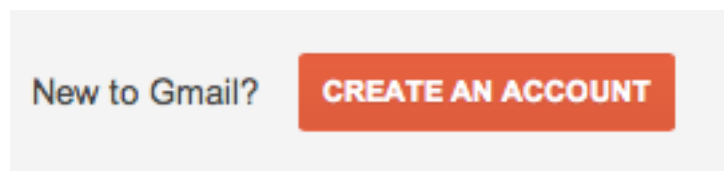
Go to Google.com.au, and hopefully somewhere along the top of the page you will see a menu bar which looks like this:



Since we're looking to create a Gmail account, click Gmail.

If you already have a Gmail account then log-in and skip to the next part on the Webmaster Tools.

If you're new to this, you will hopefully (if the web is working for you), see an option to Create an Account towards the right-hand side of the screen.



The next screen you will see should seem familiar by now. Providing your details to create the account.

You need to provide:

- your first and last names,
- a username (which will form the first part of your @gmail.com e-mail address,
- a password to access the service,
- Date of birth
- Gender,
- And prove that you are an actual person, and not a computer, by entering the security codes.

Don't forget to read the Google Terms of Service and Privacy Policy before you agree to them.

Once you have completed this, you can click Next step.

Once at the next step, you can opt to upload a picture of yourself, or something else which represents you. If you are happy to proceed with the generic graphic provided, click Next step and you should be ready to go.

Google Webmaster Central Meta Tag

When you are searching for something in Australia using Google, the clever boffins at Google make their system return Australian websites in the search result first.

This is useful for those searching the Internet in Australia, and looking for Australian content; however, it is a small problem for those managing websites for Toastmaster clubs.

The FreeToastHost service is American, and based in America.

All these websites will, by default, show as an American site.

This is where the Google Webmaster Tools can help. With your Google account, you can use the Webmaster Tools to tell Google that your Toastmasters Club's website is actually an Aussie website.

Google Webmaster Central Meta Tag

`<meta name="google-site-verification`

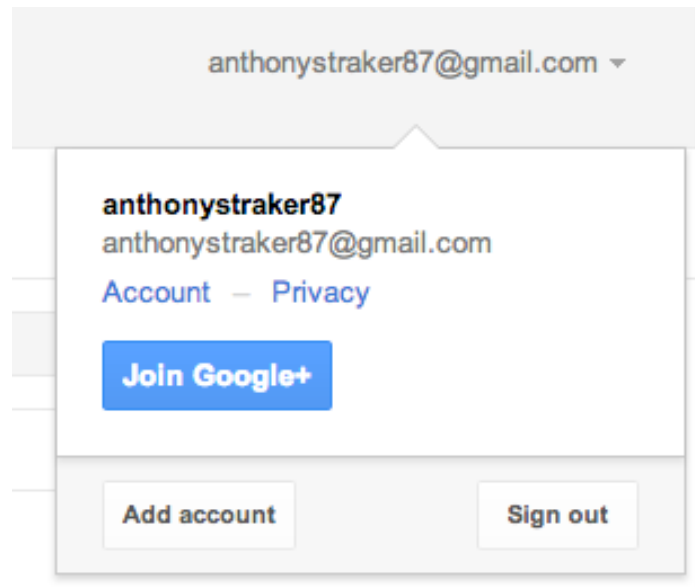
In the admin area for your club's website you will find the Google Webmaster Central Meta Tag.

A what? Well, it's a little snippet of HTML code which will identify your website to Google.

To get the magic code necessary to trick Google into thinking an American website, you need to tell Google you are the Webmaster for the site.

Step one is log in to your Gmail account. If you're continuing straight on from creating your Gmail account you should already be there.

Once you have done that, towards the top right hand corner of the screen, you should see your Gmail address. If you click on it, you should see a small window pop-up.



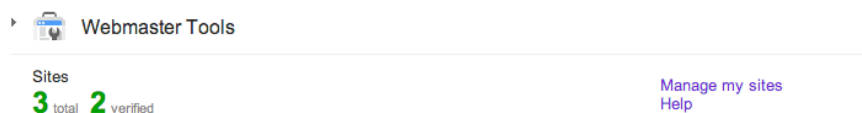
Click on "Account" and you will be taken to the administration area for your account.

Down the left hand side you will see a number of options under the heading "Account".

Click on "Dashboard".

- ▼ Account
 - Account Activity
 - Dashboard
 - Download your data
 - Me on the Web
 - Security
 - Products

This is where you will be able to gain access to the more advanced Google tools.
Towards the bottom you will find what we are looking for – the Webmaster Tools.



In this example the Google account has three websites listed, and two verified. To get started adding your club, click Manage my sites.

When you click “Add a Site” a small window will pop-up asking for the URL for your club’s website. If you’ve set an alias, it will be the alias.toastmastersclubs.org. If you have not, it will be the clubnumber.toastmastersclubs.org.

Of course, if you have your own domain name, then you may not need to do this, and we envy.

Enter your club’s URL and click Continue. Once you’ve done that you need to go through the process of confirming you are the owner (or in this case manager) of the website.

Webmaster Tools

Verify your ownership of <http://2209568.toastmastersclubs.org/>. [Learn more.](#)

Recommended method

Alternate methods

Recommended: Domain name provider

You will be presented with a recommended method, which will work if you are using your own domain name; however, if you are using the one provided by the FreeToastHost service, you will need to click on Alternative methods:

Verify your ownership of <http://2209568.toastmastersclubs.org/>. [Learn more.](#)

Recommended method	Alternate methods
<input type="radio"/> HTML file upload Upload an HTML file to your site.	
<input type="radio"/> HTML tag Add a meta tag to your site's home page.	
<input type="radio"/> Google Analytics Use your Google Analytics account.	
<input type="button" value="VERIFY"/>	<input type="button" value="Not now"/>

This is where things can get a little tricky.

At this stage you have got to ask yourself the question...

“is all this worth it?”

“Do people not understand that Toastmasters is an American organization....”

“ am I happy to trick them?”

If you want to continue... keep going...

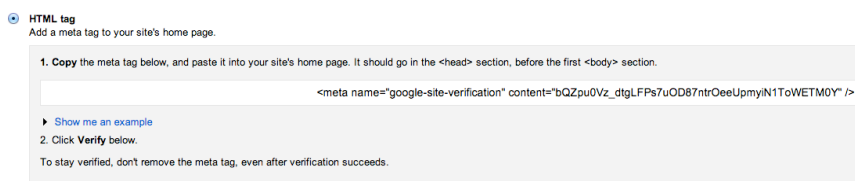
You may need to have two different web browser windows running at the same time.

It will be easier to switch from Google, to your club's website and back again if both are open in different windows, instead of having to log out of one, and then back in to the other.

As you are currently working in Google, open another window, go to your club's website, use your administrator login and launch the admin console.

The first section, which appears, is the correct one you will need to copy the Google Meta tag into.

Switch back to your Google window. You then select HTML tag, and copy the full “tag” provided by Google...



The full tag is all the text in the white box above, starting with

`<meta name=`

and ending with

`/>`

Then switch to your club's website, and paste the meta tag into the field in the Admin console.

Google Webmaster Central Meta Tag

```
<meta name="google-site-verification" content="bQZpu0Vz_dtgLFPs7uOD87nt
```

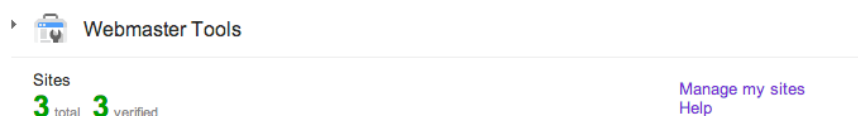
Make sure to save the changes to your club's website and then close the admin console. Wait a minute or two. Patience is a virtue.

Once that is done, go back to Google and click Verify. This will tell Google to check the web address and look for the tag you entered into the website. If all is done right Google should say that it has verified your control of your club's website.

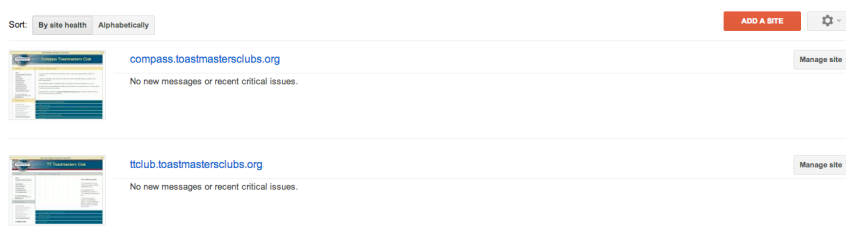
The next step in this process, to ensure that Google treats your club's website as an Australian website, is to tell it to do so.

Now... back to your Google account... then the Dashboard. Scroll down and find Webmaster Tools.

You now click Manage my sites:



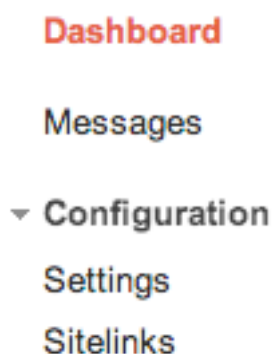
You will see a list of the websites you have added the Google Meta Tag.



To change the location settings, click on your club's website. You will be taken to another administration area.

You will initially be shown some statistics and details of your club's website.

As is common, down the left hand side you will find a menu. Click on Configuration, and a sub-menu will be displayed.



Click on Settings.

(you are nearly done)

Here you can set the Geographic target.

Click Target users in: and select Australia from the drop-down list, then click Save.

Settings

Geographic target

☒ Target users in: **Australia** ▼

Want to help customers find you on Google Maps? Visit our [Location](#) page to add your address, hours of operation, printable coupons and more. [Add location](#)

Save

Cancel

This will tell Google to target your website at people in Australia, and will hopefully ensure your club's website shows higher in Google search results.

Next, for the geeks amongst us, we delve a little into Google Analytics.

Google Analytics Script Code

This is a fun part of your Toastmaster Site (for geeks and statisticians at least).

If any of this seems too daunting, just skip it – it is, after all, completely optional, and won't impact the function of your club's website one byte.

Warning!!!

A word of warning – if you are a master of the web, and achieve a website hit rate of 10 million+ per month, and want access to a service which supports this level, Google will start charging you. Read the fine print, and any terms and conditions you are asked to agree to before signing up.

Google Analytics will allow you to access reports on how well your club's website is working. You should have an idea of this – do you receive contacts from prospective guests through your website?

Google analytics can provide statistics on how many times your club's website has been viewed, how the visitors found your website (Google search, directly using the URL).

The big question here is...

"Why do I want this information in the first place?"

It could prove useful to you as the club's webmaster.

You may find that many of the visitors to your club's website are going there directly, rather than through a search engine.

This would suggest that they were already aware of your club – the visitors could possibly be the club members, instead of prospective new members.

The implication here is that you may need to review the information on your club's website, find out how high in the search results it appears, and work out ways of having your club's appear more attractive to new members.

This is how you set-up Google Analytics for your club.

Firstly you need a Google account.

The good news is by now you should have one...

if not see go back to Page 39...

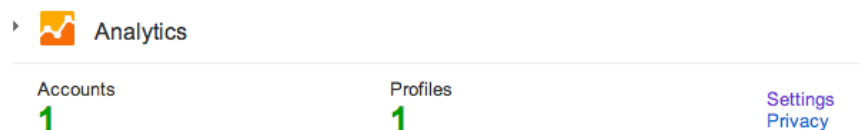
Then work your way back to here...

Step one. Log in.

Step two. Go to your Google account Settings.

Step three. Go to your Dashboard.

Google Analytics will be near the top.

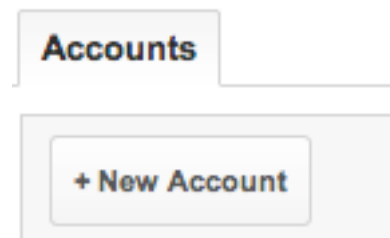


Click on settings with take you to the Google Analytics Admin area. Towards the top right you will find the Admin button.

Click on that.



Google Analytics allows you to set-up “accounts”, under which you set up the websites you are managing.



Just think – not so long ago people would have thought a handful of bank accounts difficult to keep track of.

If you don't already have a Google Analytics “account” (which is a sub-account of your Google account), you will need to create one.

If you do have one of these sub-accounts, you could add your club's website under that (or create a new one if you want another sub-account).

Either way, the process is similar.

You simply need to provide some additional details to create the account.

For the sake of simplicity we'll assume you don't have an account, and step you through the process of creating one, and adding a website. The first few steps are surprising similar.

Click +New Account to go to the Account Administration page. Here you select what you would like to track, which is the default Website.

Select your tracking setting – either the Universal Analytics, or the Classic Analytics.

Accounts

What would you like to track?

Website
Track websites whose HTML you control

App
Track interactions within Android and iOS apps

Select a tracking method

Features	Universal Analytics <small>BETA</small>	Classic Analytics
Basic GA features (Visitor acquisition, behaviour and conversion data)	✓	✓

At the time of writing the cost was the same (for the Premium service). Look through the features and make your decision about which one you would like to use. You could change it latter if needed.

Going down the page, you will need to enter a name for your club's website (e.g. Compass Toastmasters Club), the URL (<http://compass.toastmastersclubs.org>), the Industry Category, and Reporting Time Zone.

Setting up your web property

Website Name

Website URL

Example: <http://www.mywebsite.com>

Industry Category new ?

We've added more Industry Categories! Select one that best represents your business.

Reporting Time Zone

The URL should be the alias you set up when you initially created your club's website. In the above example, I've completed some details for Compass Toastmasters Club.

When the FreeToastHost website was originally created the URL was <http://7893.toastmastersclubs.org>. As that was not human friendly I created the alias of "compass" to change the URL to <http://compass.toastmastersclubs.org>.

The “http://” part is already selected for you, so don’t enter that part.

The Time Zone is simple – select your country (e.g. Australia) from the list and then select the appropriate time zone from the second list (e.g. (GMT+10:00) Eastern Time – Brisbane).

The final part is the industry category. This is so that Google can work towards fine-tuning the reports, and communications to match the industry we work in.

Looking through the list “Hobbies and Leisure”, “People and Society”, “Other” could all be applied to a Toastmasters club. Make a choice.

The final part of this page is to set up your Google Analytics sub-account. You enter the account name, and decide whether or not you want to share information with other services.

As this account is for Toastmasters, might we suggest calling the account Toastmasters. If you’re managing more than one website, you can load all your Toastmasters websites under this account, and keep them separate from any other websites you are managing.

Setting up your account

Account Name

Accounts are the top-most level of organisation and contain one or more trackin

Data Sharing Settings ?

- ☒ **With other Google products only** optional
Enable enhanced ad features and an improved experience with AdWords, AdSense and o Analytics data with other Google services. *Only Google services (no third parties) will be*
- ☒ **Anonymously with Google and others** optional
Enable benchmarking by sharing your website data in an anonymous form. Google will ren the data with hundreds of other anonymous sites in comparable industries and report aggr
- ☒ **Account specialists** optional
Give Google marketing specialists and my Google sales specialists access to my Google improve my implementation and analysis, and share optimisation tips with me. If I don't hav Google representatives.

Decide whether or not you want to share any information with other services, some of which are from Google, others are not. They are all selected by default, but you can unselect them if you wish.

At the bottom of this page you will see a button labeled “Get Tracking ID”.

When you have finished filling in the required information, click on this.

You will, eventually, be taken to a page which will give you the tracking code.

This is your tracking code. Copy and paste it into the code

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insert
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-41212578-2', 'toastmastersclubs.org');
ga('send', 'pageview');

</script>
```

You need to copy the full contents of this box, from “<script>” all the way to “</script>”, and paste it into the appropriate section of your club’s website admin area:

Google Analytics Script Code

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.inse
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

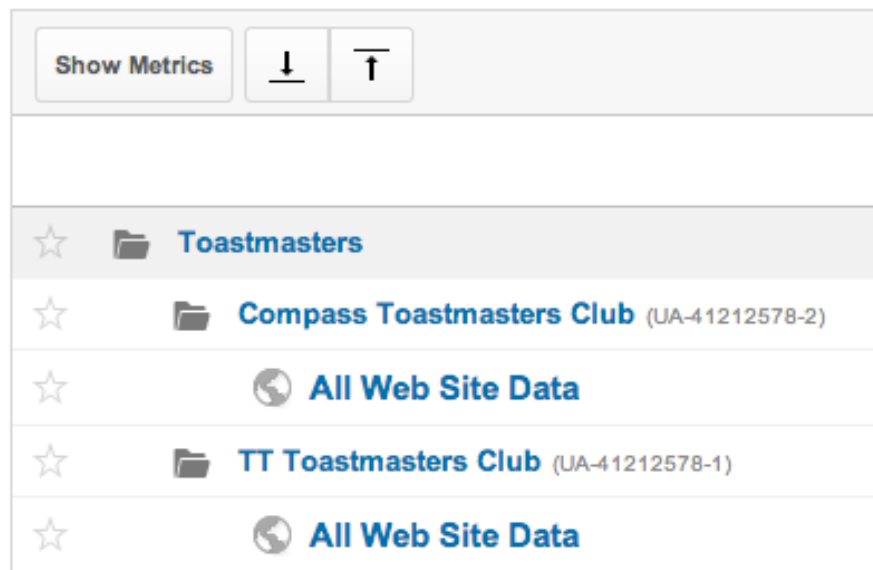
ga('create', 'UA-41212578-2', 'toastmastersclubs.org');
ga('send', 'pageview');

</script>
```

i For even more detailed website statistics, use [Google Analytics](#). When y
http://compass.toastmastersclubs.org), you will be asked to add code to

Once you have saved this you are done.

It may take a few days for any statistics to be gathered, but when it does you can log into your Google Account, go to your Dashboard, select the Analytics settings, and from there select the website you wish to review.



If all that seems too confusing, don't worry. It's completely optional. This section has been included for those who wish to dig deeper into their websites performance.

Admin Console Window Size

If, like me, you prefer the image on your screen a little larger, here are your controls.

Admin Console Window Size

Small (640x480px)

Medium (800x600px)

Large (1024x768px)

Admin console window size changes the size of the admin site to make it easier to read what you are editing.

As a rule the default size is pretty good. If you have an old, and I mean very old monitor and you have a problem with screen resolution the 800 x 600px will work.

If you want to alter the size you have to change the setting... save ... then exit the Admin Console

Then re-open, login and reload the admin console. It will come up in your chosen size.

Or if you have a Mac ... the command "+" will zoom in if you are having problems seeing the Admin Console.

We don't know if there is a Windows equivalent... we haven't found it... (if you find one let us know and we will pass it on)

“Hide” Information

Don’t get confused (as I did the first time I used this), this is the Hide information not just hide links.

This lets you select what you want to be seen on the web site and more important, what you do not want to be seen.

For example if you don’t want the mentor/mentee request form to show, you select it and it will not be available

On the TT site we hid the members information but left all the others available to the public and members areas.

We are a bit paranoid about protecting the privacy of our members.

- ☐ **Hide Links**
Meeting Information / Directions
- ☒ **Meet Our Members**
- ☐ Club Calendar
- ☐ Public Downloads
- ☐ Free Resources
- ☐ Toastmasters Video
- ☐ Meeting Agendas
- ☐ Mentor/Mentee Request Form
- ☐ Member Downloads
- ☐ Default TM Information Panes on Homepage

These are the check boxes we have chosen.

By default they are all visible.

Email Recipients

You can use your site to send information to and from your members, executive etc.

Select recipient...	Recipient of replies to agenda notifications
Select recipient(s)...	Recipient of replies to members email list emails
Select recipient(s)...	Recipient of replies to officer email list emails

From the drop down box you can select who gets which one... for example you may choose this setup.

Members	Recipient of replies to agenda notifications
Sender	Recipient of replies to members email list emails
All Officers and Sender	Recipient of replies to officer email list emails

The email addresses come from the members details entered on the website.

The first drop down page is done

If you are happy with all the changes make sure that you activate the save button.

It would be a shame if all your good work disappeared down the drain.

In Part 5 we will start attacking the next sections...