WORKING PROGRAMME UK WEBSITE LAUNCH

CONTENTS

WALK THROUGH WEBSITE

TOUR OF THE DIFFERENT PAGES

- Homepage
- Activities
- Products
- Service
- Partners
- Fuelling mobility
- News
- Jobs
- Contact
- About us

- HSSE
- Cases
- Documents

STRUCTURE OF THE WEBSITE

- Different approaches (visitors looking for certain products vs certain solutions etc.)
- Links within the various pages
- Mail goal is to inform and get in touch (contact form)

STRUCTURE PER PAGE

- "standard items" per page (same all over the website)
  - Menus
  - Footer
- Content consists of;
  - Minimum needed: for example: title + room for image with swoosh, Call to action
  - This minimum depends on the type of page
  - 1 or more content blocks, to be adjusted

LOG IN

CREDENTIALS

Via email. Forgotten password: reset via email. New users and change roles via Coen.

ROLES AND RIGHTS

Contributor role: right to make new content, edit existing content

Editor role: additionally right to publish

PAGES

PAGE TYPES

- Activities
- Products
- Service
- Partners
- Fuelling mobility
- News
- Jobs
- Contact
- About us / HSSE
- Document

BLOCK TYPES

- All blocks have their own template attached
- Overview of different block types will be available soon.
- You can add and delete blocks yourself
- You can also change position within the page (change order of all blocks)

OTHER PAGE SETTINGS

- Extra options;
  - Call to action
  - Cookie Consent
  - Newsletter in footer
- Edit the snippet
- Publishing

OTHER SETTINGS

MENUS

- You can alter menus by changing order, adding or deleting menu items, and link pages to them
- Beware there are several menus, and first the pages must be created before they can be linked

FORMS

The forms plug in stores all the forms that are filled out on the website. For now, that is on the contact page, newsletter subscription and the "call me back" page. You can adjust the forms themselves (what info would you like?) and the settings (f.e. who should receive an email alert when a form has been entered).

MEDIA

- You're not allowed to upload media. If you'd like a new image to be added, contact Coen
- When an image is greyed out, it's not available on that position (image is too small)
- Don't forget to add metadata to the image you use

SEO SETTINGS

- Why SEO?
- Set the metadata for the images you use
- Set the meta-title + metadescription per page
- Check the Yoast plug in

GOOGLE ANALYTICS

- Google Analytics account is set up, you can have read access. You'd need a Google account for that.