

Just 1 Thing from Swell: Content Page Tips and Tricks - January 31, 1:55 PM | 2:35 PM

Brooke Battle - 2:01 PM

Sessions. We want to go through that. The Sessions is new to many of us, but a platform that we're really enjoying getting to use. In particular, the first feature that I wanted to, that I want to point out to you is this Show Agenda feature. And in, in the, in the bottom left-hand corner, you can see a button that says Show Agenda. And so you can click that.

Brooke Battle - 2:02 PM

That button to, to show the agenda. The agenda has a lot of links in it and a lot of good resources that I might not share throughout the, throughout the, the program. The next item is how you ask questions. In the right-hand corner, there is a Q&A and we just invite you to click that and ask any questions that you have. We will, I will look for those as, as we proceed.

Brooke Battle - 2:02 PM

to ask a question while I'm speaking as well. Ginny Vance is online and will help me make sure I don't I don't miss anything. So we're really glad you're here. Then just don't hesitate to use an emoji right down at the very bottom. You've got several options. It's near Valentine's day. Send me a heart if you like. So, or raise your hand and we'll try to answer. We'll try to answer the questions. So, so click that.

Brooke Battle - 2:02 PM

Enjoy those emojis. And then finally, thanks for the heart. And then finally on the right-hand side again is a notes taking session section for you. And so here you can take notes for yourself throughout and all. So obviously this is recorded so you can consider that link your notes if you like. So and then last if you need to leave, life does happen, you can click the the arrow in the

Brooke Battle - 2:03 PM

little box in the arrow. I like that. It looks a lot like a Swell's icon. So you can click that arrow and leave the session. It obviously does not close the session for everyone. So we'd hate to see you go but if necessary we understand. So so with that I want a little bit just about Swell and who I am. I think you know me. My name is Brooke Battle.

Brooke Battle - 2:03 PM

I'm the founder of Swell and and as we always like to tell you we're not your average tech company. We're here to do all we can to support you and and the bottom line is is that all all of us who work at Swell and who are dedicated to you really understand your story, the non-profit story, and and work hard to both support you in a way that we would have wanted to be supported when we worked at non-profits and to

Brooke Battle - 2:04 PM

design products that work for you in a unique way. So and and more importantly we're here for you. We'll look at that information at the end at support at SwellFundraising.com and and always online. So that's us and then from here let's hit content, page, tips, and tricks. One of the features in Swell that we are

Brooke Battle - 2:04 PM

proud of that's very unique to Swell and I'm going to begin by showing my website for you here. One of the things that we are really proud of in our in our our tools here at Swell is our content, our content manager. When Swell was built years ago, one of the things that we knew would dry

Brooke Battle - 2:05 PM

of traffic to a client's website was content. People are interested in your event, not just buying tickets to your event. And we wanted that content to sit in a place where it was always next door to what we call the revenue bar. All the purchase options, what they've raised, and your sponsors. And so that way your content is right alongside everything that you would want to share. And so you're able to build these pages out.

Brooke Battle - 2:05 PM

We just want to make sure that we show you how to do that. And so that's what we'll do today. I'm going to start by showing you, the first thing is, how to quickly. We want you to know how to, sometimes building out sites like this takes a little time, right? But not everything you want to do on Swell needs content. And so I wanted to highlight just for a minute a few pages that don't use a lot of content.

Brooke Battle - 2:05 PM

In our system. And so those are usually just giving pages, like this page right here, that I'm about to show you. This is a great example of a client that just wanted to do a very quick page. One of their, one of their staff members, beloved staff members left and got promoted to another position. And so briefly, I want to show you just all they did is just type in this little bit of content on the

Brooke Battle - 2:06 PM

homepage, uploaded a few branding images, and made the giving button say farewell. And that's really all that it took to create this quick giving page. There is actually a link in our helpdesk. There's actually a link in our helpdesk to show you and walk through how to create a quick giving page. The important part of that here, and I'm back to just a test site, is that all

Brooke Battle - 2:06 PM

needs to do to create that quick giving page are a few branding images. You need your event header images, the logo that goes on the far right hand side, and an email header. And that's all. And then that little bit of content that would have been on the home page, that that letter or that that Nate's farewell, that little bit of information.

Brooke Battle - 2:07 PM

Right here. And then you would have been ready to launch that site. So it doesn't take long to have just a quick site if you need a giving opportunity. But with that, I want to talk through how we create a page in our content section. And so here I am. I'm back in the dashboard. I'll go back out. So this is this is a campaign called the Little Black Dress Initiative. It's an online fundraising campaign.

Brooke Battle - 2:07 PM

Often run by junior leagues around the country, actually. But I thought this was a good one for us to play with today to talk about content. And so the content section is in the setup area of the dashboard. And just click over here to content. And all of the pages and everything we're going to talk about today is in this button. So we don't even need to travel anywhere else, which is great. First thing I want to show you is how

Brooke Battle - 2:08 PM

to create a page. Like so many things in our system, it starts with the green plus sign. And here we've created a page or begun to create that page. And the first thing that you want to do is determine what you want the page URL to be. And you think, what am I saying, the page URL? The URL for your page, obviously, in this case, is lbdi.swell.gives. But any of the additional pages

Brooke Battle - 2:08 PM

have an extension on them. And so this is determining what you want that to say. In this case, it says fundraisers. And so back here in the dashboard, I want to say, maybe this is going to be, I'm just going to call this just one thing. That will be the page URL. And I'm going to show you where that goes.

Brooke Battle - 2:08 PM

In, on your campaign website, that's going to be the extension on this URL. And so when we, when I hit save, we'll now have one that says lbdi.swell.gives slash just one thing. And so that's really what you're determining right here. The tab name is as it sounds. This is what we'll, what we'll show on the tab, on the website, if it isn't hidden. And so I'm going to go over and I'm going to clarify that.

Brooke Battle - 2:09 PM

The next field is the order in which you would like that tab to show. And so I'm going to say three. Thank you, Jenny, for letting me know that I was not showing my tab. Thank you very much. So I'm back on this content page where I typed in just one thing in the page URL box. And then in the just one thing tab, this is what we'll show on the tab, on the website.

Brooke Battle - 2:09 PM

And then in this third here is the sort order. This is the order of the tabs that we'll show. And if you want to be working on this page without it being active, you can do that. Just don't check this box. But I'm going to go ahead and make

this an active page. If it's hidden, that means there isn't a tab showing in the top menu bar. That's a helpful tool if you want to create a tab.

Brooke Battle - 2:10 PM

You can create a page, but you don't want your tab bar to become too cluttered. So you can hide the tab, but still have an active page that you could link internally. And we're going to get to internal links in just a bit. So for now, I'm going to show this page. While we're here, I want to highlight Show Fundraisers. And we will come back to this. This Show Fundraisers button is something that you can click, and it will automatically populate a screen with all your fundraisers.

Brooke Battle - 2:10 PM

And guess what? We have a new tab right here. Just one thing. And there we are. And so, the next piece of this is, how do we build out a campaign that has really cohesive graphics? How do you make your site look like so many other sites that you might see? For example, I'm going to share this site with you.

Brooke Battle - 2:11 PM

Here's another site with very strong graphics and all, where they've uploaded very consistent graphics along the way. I won't

Brooke Battle - 2:11 PM

point out right here one of the things that gets missed that I think helps things look sharp is when the graphic here also aligns with your Facebook header when these two also are in sync. So sometimes you'll notice that the Facebook embed actually gets out of sync with that. So change your Facebook header too and it'll all look really sharp. So in fact, here's another one. I wanted to show like these consistent graphics.

Brooke Battle - 2:12 PM

Throughout in particular, what I wanted to point out is is this client uploads a header bar on many of their pages. This like strong graphic image header bar with a table. This is using a table in order to make all of the these headshots look really parallel throughout. And then another header kind of graphic image down here at the bottom in order.

Brooke Battle - 2:12 PM

In order to have a nice consistent look. So let's go back to our dashboard and talk about this. So and how to upload images. So there's several things to learn to do on this page. The first we're going to do here is upload. One of the things we recommend doing that we think really gives pages a nice look is a narrow header bar at the top.

Brooke Battle - 2:12 PM

The way to do that is obviously to build that. We use Canva a lot. I actually have pulled up some samples in Canva to show you how those look and all. So but the first thing I want to show you is how to upload an image. You can do that in one of two places. There's a little image icon here. There's also here an insert the same image icon. They are the same thing. Next you can come here to the

Brooke Battle - 2:13 PM

edit image area and click this upload button. And now we can upload more images into into Swell. So I'm going to hit upload. And I have a little file folder right here that it might not be showing you my file folder, but this is pulling up a file folder on my desktop. And I'm actually right

Brooke Battle - 2:13 PM

now going to upload several, I'm going to upload several images at the same time. I love to do that actually in Swell because you can upload more than one image at a time. Anything that you're going to be using in your content, you can upload at the same time. Just don't go over the two megabyte. There is a two megabyte limit that if you're one of our clients already.

Brooke Battle - 2:14 PM

Which you already know, you may have run into that already. So there is a two megabyte limit. And so, but you hopefully now on my screen have seen all these graphics upload into the system. And so what I've uploaded here are several things. And the first thing I want to show you is this, this header image. And the default width on this is 800 by 100. This is a place where you could adjust that.

Brooke Battle - 2:14 PM

If by chance you decide, design something and realize it was a little bigger than you wanted it to be. So you can adjust that here and just hit save. I tend to always center these. You also can drag and move and expand and resize

images once you even get them on this page. So and so now I'm going to hit save. And we have uploaded a little header bar. I'll go back.

Brooke Battle - 2:15 PM

You can share this tab and refresh. And there you go. There's a little header bar to show you. We like some that have names in them. You can do anything you want here with these header bars. The next thing, of course, is the text. Text is so important. And we think a really strong combination of graphics and text really helps a site have a lot more variability.

Brooke Battle - 2:15 PM

Plenty of clients do just upload images, like a straight image file, to the home page. Sometimes you have an announcement. And so that's a really, it's just a really quick way to get your site live. So I'm not diminishing that. I think that's a really strong home page. But as your internal pages come around, we really want to use text. Text is searchable because our sites with Swell are evergreen sites. That means that over time, search

Brooke Battle - 2:15 PM

engines will crawl these sites. And so you can increase your traffic over time through by using the text in these fields. And so let's just talk about that. So here I want to show you all the different options you have with text. I'm going to say here, really we'll do a strong, just one thing. This is going to be the title for this page. And so I'm going

Brooke Battle - 2:16 PM

and we can then format. We have several format options for our text. So in this case, I love playing with the header images. But you have several other options here as well, like block quotes, something that's sort of fun to do sometimes. I'll show you what that does

Brooke Battle - 2:16 PM

and so this is one where it shows this bar. I can change the color, make it larger, but it creates kind of an interesting little block while you're playing with it. So this is just something I encourage you to play with so you can get the text looking just the way you want to. For now, I'm going to go back and hit this heading. Hit a heading setting. I might go in and change the color, text color down here. A lot of these things are probably

Brooke Battle - 2:17 PM

very intuitive to you, but just click this format area. Font sizes might make that really big and hit save. Back to this tab here and now you can see we made this much larger orange and created a nice header image there. But now I just want to type something in. I want to say

Brooke Battle - 2:17 PM

it's so great to see all of you. You are the best nonprofits in the world. And you are. And here you can just type information about your event, your honorees. One thing that we're putting together for you is ideas about content and so there's a lot to say about an event. I know some of our clients struggle with it. What do I say?

Brooke Battle - 2:18 PM

And your event actually has a lot to say about it. But today we're just covering how to put this in there. So, yeah, so one thing I did want to point out, this is also a space where you might end up putting images of honorees and all. And so I uploaded a lot of these images to begin with. But one thing I wanted to show you here is I want to upload an image. And this is an image.

Brooke Battle - 2:18 PM

That was very purposely created with a space to the right-hand side. So this is a trick. So in this case, if I know that I want this image to be left justified, and I want to say, Chloe speaking out loud. I don't like where this is. Let's talk about this image here.

Brooke Battle - 2:19 PM

This image is, I'm going to, I'm going to left justify it, and you can tell the way this text is, it abuts very closely to the image, and so as a trick, it's nice to create a little bit of artificial white space in your JPEG file, the one that you uploaded, to give you just the amount of space you need between the photo and the text. And so this is now left justified. If I centered it, it would put

Brooke Battle - 2:19 PM

that text to the left, and then I could justify it to the right. I don't find that images need that same space on the right. But again, sometimes you need to sort of create that space, and you can do it within the design of your JPEG file. So

that's a little trick to helping spacing look just right. I also love pictures that are round. You can upload circles here.

Brooke Battle - 2:19 PM

Obviously, that'll have a little more white space around it. This is also a good time to give you a tip related to image sizes. And so we find that sites look a lot cleaner. And if you notice, this image was 450 by 450. And so if you have a lot of shots on the same page, it helps the eye if they're all the same size. So to upload several 450 by 450 JPEG files helps a lot.

Brooke Battle - 2:20 PM

In an event like this, the next thing to do with an image is an outbound link. So say on here you would like for people to be able to connect with you in some other way. And so I'm going to upload an image of a button. I've created this button in Canva. It's a little share button. I'm going to center this button so you can see it. Maybe I'll make it a little bit bigger just for fun.

Brooke Battle - 2:20 PM

I'm going to go ahead and hit save because one thing about our content pages is they don't automatically save. And so if you've been in one for a little while, like I have just now, it's just a good idea. Let's just save this just in case I forget. So don't don't hesitate to hit save every now and again, but just share your story. This is a great place to highlight that image and click this hyperlink button right here. And when you click that hyperlink.

Brooke Battle - 2:21 PM

That's going to allow you to connect to any other site. So some clients have used us like you could put an outbound link to a Google form here. So say you wanted somebody to be able to link to a Google form where they can share their story with you. Or you might say email us, you know, and you could have the email us URL right here. And so here you would just type in, you know, I'm going to right now.

Brooke Battle - 2:21 PM

I'm going to quickly, you won't be able to see me. I'm going to quickly pull a ticket page. I just pulled, see, I just, I'm going to share my tab here. So you can see that I just quickly went to a ticket page. I'm highlighting this URL and I want to go back. And in this window, I'm going to paste that URL and hit save.

Brooke Battle - 2:22 PM

And of course, it goes without saying, you can hyperlink anything in these pages. Maybe best nonprofits in the world needs to be, who does that need to be? Hit me with a URL. Who's on here? I'm just going to say, let's say ywca.org. And maybe that needs to be, yeah, you are the best nonprofits in the world. So you can

Brooke Battle - 2:22 PM

And here's our Just One Thing page. And if I click this link, we went to the ticket page. And obviously, that's an internal page. You didn't really need a link internally like that. But this is a great spot to talk about hidden pages. And so perhaps you don't want Just One Thing on, perhaps you don't want Just One Thing as a tab. So let's hide it.

Brooke Battle - 2:23 PM

So I'm going to hit save. But I still want people to be able to get there. So one way to navigate back to the main menu is in this little 1-2-3 over on the right-hand side. This is like the one page of our site that didn't have the green button on it. But there's another navigational tool right up there. So what I know I want to do is this. I'm going to go to the About campaign.

Brooke Battle - 2:24 PM

Well, I say I am. Hold on one second. Here we go.

Brooke Battle - 2:24 PM

Here it is. So I got back to our Just One Thing page, and now I'm going to hyperlink this URL. I'm back here in the Content Dashboard now. So I'm back in the Content Dashboard. I'm going to paste this, and I'm going to hit Save.

Brooke Battle - 2:24 PM

And so what we've ended up doing here is the following. We've now taken that Just One Thing tab away, which is a little cleaner looking, I might add, in this case, because the text on these tabs is a bit wide, which is fine, but I still want that information in the site somewhere. And so I can just click right here. So it's a hidden page.

Brooke Battle - 2:25 PM

That content page is very active, so that's how you can internally link all of your pages. The next piece here is Table Grid. So let's go and take a look at the Table Grid process. We're going to go back to Just One Thing. Table Grids are a great way to make a lot of images very uniform. And so use the...

Brooke Battle - 2:25 PM

go to Table here, this is go to Table, and say we want to create six images across. And this is a great spot to put honoree photos, sponsor logos. You've created your Table Grid. It's helpful if they're uniform. I'm going to hit the image file, come in here, and I'm going to put in this logo, which is very large.

Brooke Battle - 2:26 PM

Let's see. I'm actually going to delete that really fast. Let's go in here and find another one. It's a little bit easier. These are some images that are created, again, consistent with the content. They're centered. I'm going to go grab another one.

Brooke Battle - 2:26 PM

And here we are. And so here in the table grid, you're able to see how this created a more uniform effect for your pictures and logos. Another example of using the table grid is here in our Community of Lights campaign. In the 2021 campaign, this is all done. This is all a table grid where they uploaded images, and every image had an outbound link to a hidden page.

Brooke Battle - 2:27 PM

that they created for each one of their fundraisers. It's a lot of work, but it's really helpful. It can be really helpful in a campaign like this to see all of the different images and things in that table grid. And then finally, I would love to show you how to upload a YouTube file. The next piece in this is a

Brooke Battle - 2:27 PM

video. Video is a great way. You can show video on so many pages. In fact, one that I love that I wanted to show you is it was a great way to showcase the artists for a musical event in Texas, where they were able to pull in and embed the YouTube links for all the artists that were going to be playing at this event. And so quickly, I just want to show you how to do that.

Brooke Battle - 2:28 PM

It's very easy to do. In fact, selfishly, I'm going to show you. I'm going to embed. Check out the Fundraising Elevator. I did a podcast recently on hybrid event technology. Go to the link on YouTube. I'm here on YouTube showing the Fundraising Elevator. And I'm going to hit share. And here in share, you have an embed option. I hope it's showing you that window in YouTube right now.

Brooke Battle - 2:28 PM

And in that, I can just come here and hit copy. So I've copied the embed code for YouTube. And then I'm going back to the content section. And here in the content section, I hit the image area. I'm sorry. I go to insert. I hit media, embed. And I paste that code right here.

Brooke Battle - 2:28 PM

I like to center them and hit save. And now if we go back to that page and refresh, ta-da! Now you have the Fundraising Elevator YouTube link. So now you have the Fundraising Elevator YouTube link there to click for your enjoyment at any point. So with that, the last thing on our list is event cloning.

Brooke Battle - 2:29 PM

One of the reasons we clone events is because you spend a lot of time putting these together. We also like for you to have the same web address every year. And so when you clone an event, it brings all this content forward into a new site. It's a new old site. It's the same site, but we've archived your old data. And so it's very easy to clone. And that's why we do it, so that you can bring these...

Brooke Battle - 2:29 PM

content forward. I'm going to come back here to the dashboard. I'm going to back out to events. And here you can see the event I was working in was this little black dress event right here. And to clone that event, we just hit clone. And it's bringing all of that content forward. That's my new one.

Brooke Battle - 2:30 PM

And guess what? Now we have a completely fresh event with zero dollars in there, zero tickets sold, ready to update for the next year. So with that, I would be so happy to answer your questions. Just know that we are here for you. So,

oh thank you for the question. Now I'm looking here at the questions.

Brooke Battle - 2:30 PM

I'm going to get back to resources and all. I saw the Facebook header matching graphics on a page. Yes, the Facebook, the Facebook embed on our, the Facebook embed on our, on in our system is in the social networks dashboard and that will automatically pull your Facebook page in. So thank you for asking that question.

Brooke Battle - 2:31 PM

The way to, the way to upload that Facebook image is, is obviously in Facebook. So, but Facebook, the Facebook embed automatically pulls that header image in. So the question is, is the two megabyte limit you talk for each image or all images together? It's for each image. So, so it's, it's, it's for, although when you upload a lot of images at once, it's also that combined amount. So it's just, it's just two megabytes per.

Brooke Battle - 2:31 PM

Per time you click upload, that you'd be getting that. So one image less than two megabytes, five images less than two megabytes. So hope that helps. So thank you so much though for, for these questions. I really appreciate it. So, and then I wanted to point out now. Sure, I'm happy to, I'm happy to go through the grid again.

Brooke Battle - 2:32 PM

Hold on one second. Um, let me go back to that. Hold on one second. I'm going to go back to the dashboard here. Yes. So in the dashboard, I'm back to set up and I'm back to content. I'm going to go back to our just one thing page. And let me just delete this, but this is a good time to show you how to delete.

Brooke Battle - 2:32 PM

So I clicked it. It gave me all of these things. I'm just going to hit delete, which deletes that table. And so the way to do this is, and again, this is about having a lot of images or a lot of information that you want stacked very uniformly. It helps a lot if those images are uniform in size, but not necessary. The table will still be uniform. And so click on table. And if I say I wanted to have six images total, three across, three down.

Brooke Battle - 2:32 PM

I just click that, my cursor automatically showed up in the first one, but say I wanted to put something in the bottom, in the bottom graphic or the bottom spot, my cursor's here and I'm going to type, I'm going to say, you know, table example here, insert image, more, and here, say I want to put an image.

Brooke Battle - 2:33 PM

I'm going to hit upload, Chloe speaking, and I'm going to hit insert, and that has inserted Chloe speaking, I'm going to center that a little bit, and I'm going to hit save. And the way that looks back on our live site, I'm going to click that internal link, it's here.

Brooke Battle - 2:34 PM

And so I had information in the text box here. I put images here. These images could be hyperlinked if you wanted them to go somewhere else. And this is a really good way to show a lot of faces, to show honorees, to show sponsor logos if you want to upload some manually, and so just different things like that. So it's a really good way to give your site a uniform look. So thank you for the question. I really appreciate it.

Brooke Battle - 2:34 PM

Okay. And so now I just want to let's finish up where we were. And so what we covered, what we covered today is how to utilize text, images, and video using a table grid, how to organize tabs and internal hyperlinks, and then using those content pages to support fundraisers and host committee members. So we didn't hit that content as hard as we'd like.

Brooke Battle - 2:34 PM

But I've run out of time today, but we look forward to providing that to you and other resources and all. So, but we thank you so much. Never forget, of course, how to, if you ever need help from us, our office hours now are from every Tuesday from 2 to 4 Eastern time. We've always got our help desk and you can always find us at support at swellfundraising.com. Don't forget.

Brooke Battle - 2:35 PM

That we have future Just One Things coming up on Valentine's Day, creating your Swell images in Canva. I have a feeling that will be very creative. And then at the end of the month, editing your emails in the email editor. So both of those will be really, really helpful and good following this particular session. So thank you very much.