

Your Blueprint websites Content Management System (CMS).

Your Blueprint website comes with its own content management system (CMS) so that you can make your site your own.

It is simple to use and allows you to style your website by adding, editing or removing pages, content and images, to reflect your company's brand and working practices.

We have created this step by step guide to assist you in editing the site, please note as a fully functioning site it also contains sample data from your Chameleon-i account so you can see how your Chameleon-i database will power your websites' content in terms of jobs and search criteria.

As part of your Chameleon-i registration you should have received details with your Username and Password and how to login to the Content Management System, please contact our support department via the 'Help' button in Chameleon-i if you have not received these details.

You are logged in as temp1@chisites.net [Logout](#)

Chameleon Content Management System

[Home](#) [Pages](#) [Menus](#) [File Manager](#) [Site Parts](#) [Style Editor](#) [Site Settings](#) [View Website](#)

Welcome to your Blueprint Websites content management system

Within the CMS you can create a fully integrated branded website, add and edit your content, upload images and add additional pages as required to create a truly individual website.

Please refer to our getting started guide to help you through the build.

[Click here to download out PDF](#) or [click here to access our knowledgebase](#).

Client Information

Client Name	temp1
Client ID	358
Website	temp1.chisites.net
Email	temp1@chisites.net
Register Date	09 Jul 2012
Expire Date	09 Jul 2013

User Information

Display Name	temp1
Email	temp1@chisites.net

Guide to building your website

We have built this guide and check list to help you build your new blueprint website.

Area of website to change	Action	Where to find information
Setting up the website		
Logo	If you already have a logo, how to size and change it. If you do not have a logo, we can design one for you.	19
Font	Change the font, colour and size	3
Colour	Change the main and accent colours of the website	3
Contact details	How to change your company phone number, address and link email address	8
Menu	You can change the menu/edit titles, and create new menu items	6
Images	How to resize and upload your own images, or choose to purchase images from a photo library	15
Headings	Create your headings, subheadings and body text within each webpage	21
Copywriting	How to upload and format copy onto your website.	21
Social Media	Embed the URL to link to your Facebook, Twitter and LinkedIn pages	32
Site map	This will help with your ranking within search engines.	50
Favicon or shortcut icon	Add an icon or logo that will appear in the browsers address bar.	40
Set up within Chameleon-i		
Setting Meta tags and page titles	Help with your ranking on Search engines; attach key words to your pages, which will help search engines to pick up your pages when relevant search terms are looked for.	22
Auto Emails	Setting your emails to Candidates	45
Publishing vacancies	Adding the vacancy within Chameleon-i to display on your website.	47
Adding tags to vacancies	Control how your vacancies appear, the length of time they display for.	47
Setting your website live	Publishing your website to appear via your companies url	49
Optional Extras post launch		
Submitting website to Google	Once the website is complete register the website with Google, Bing and other search engines....	50
Google Analytics	Sign up for a free account to be able to analyze the traffic visiting your website.	24
Search engine Optimization	There are specialist companies that will view your website and re-write website copy and tags to maximize the ability for your website to be searched and ranked highly within the organic searches.	50
Pay per click advertising	To ensure your website is on the first page of search engines, by using paid for key words, allowing your website to be picked up in more relevant searches.	50

Style editor

Setting the site fonts, text sizes and colours

1. Select 'Style Editor' from the Main Menu options.

Note there are multiple tabs enabling you to style all elements of the site as detailed below.

The screenshot shows the Chameleon Content Management System interface. At the top, a navigation bar includes links for Home, Pages, Menus, File Manager, Site Parts, Style Editor (highlighted with a red box and a red circle with the number 1), and Site Settings. A 'View Website' link is also present. Below the navigation bar, the 'Styles Editor' section is active. It features a 'Publish' button and a tabbed interface with 'Main Styles' selected. Under 'Main Styles', there are sub-tabs for Website Body, Text Headers, Menu, Buttons, Top Contacts, Login Bar, Welcome Bar, and Footer. The 'Website Body' tab is currently selected, showing settings for Font Name (arial,helvetica,sans-serif), Font Size (13px), Font Weight (normal), Color (#4B4B4B), and Background Color (#FFFFFF). Below this, the 'Hyper Links' section shows settings for Font Weight and Color (#207ABF). A second 'Publish' button is located at the bottom of the form.

Tab 1. Main Styles

Website Body

1. Set the main text font from the available safe fonts.
2. Select the font size.
3. Select if you would like to make the font weight normal or **bold**.
4. Select the font colour - click the colour box to select.
5. Main content area back ground colour.

Hyper Links

6. Select the font size for links to other areas of the site or external sites.
 7. Select the font colour - click the colour box to select.
8. Press the **Publish** button to save changes.


Now go to your website and refresh the site to see your changes in place.

You are logged in as temp1@chisites.net [Logout](#)

Chameleon Content Management System

Home Pages Menus File Manager Site Parts **Style Editor** Site Settings [View Website](#)

Styles Editor

 **8**


Main Styles Text Headers Menu Buttons Top Contacts Login Bar Welcome Bar Footer

Website Body

Font Name:	arial,helvetica,sans-serif	1
Font Size:	13px	2
Font Weight:	normal	3
Color:	#4B4B4B	4
Background Color:	#FFFFFF	5

Hyper Links

Font Weight:		6
Color:	#207ABF	7

 **8**

Tab 2. Text Headers

H1, H2 and H3 Headers

1. Set the main text font from the available safe fonts.
2. Select the font size.
3. Select if you would like to make the font weight normal or **bold**.
4. Select the font colour - click the colour box to select.

5. Press the **Publish** button to save changes.

Please repeat steps 1 to 5 to style the H1, H2 and H3 settings on your website.

Now go to your website and refresh the site to see your changes in place.

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Chameleon Content Management System

Home Pages Menus File Manager Site Parts **Style Editor** Site Settings [View Website](#)

Styles Editor

[Publish](#) **5**

Main Styles **Text Headers** Menu Buttons Top Contacts Login Bar Welcome Bar Footer

Header(H1)

H1 Font Name: **1**
H1 Font Size: **2**
H1 Font Weight: **3**
H1 Color: **4**

The Header (H1) font is used on the example site for the Welcome text.

Welcome

Header(H2)

H2 Font Name:
H2 Font Size:
H2 Font Weight:
H2 Color:

The Header (H2) font is used on the example site for the Job Title.

Jobs Details

XXX Defensive Full Back XXX

Reference: D600005
Location: UK - North
Salary: £1,000,000 pa
Work Type: Permanent

Header(H3)

H3 Font Name:
H3 Font Size:
H3 Font Weight:
H3 Color:

The Header (H3) font is used on the example site for the Job Title in the search results page.

XXX Defensive Full Back XXX

Location: UK - North
Salary: £1,000,000 pa
Summary: The full backs take up the holding wide positions and traditionally stayed in defence at all times, until a set piece. Modern fullbacks take a more attacking

[View more](#)

[Publish](#) **5**

Tab 3. Main Menu

Your websites main menu

1. Select the background colour.
2. Select the font.
3. Select the font size - this is currently set to 16px by default.
4. Select if you would like to make the font weight normal or **bold**.
5. Select the font colour.
6. Select the menu text background colour.
7. Select the text colour when a user hovers or rolls over a menu item.
8. Select the background colour when a user hovers or rolls over a menu item.
9. Select the colour of the bar that runs under then menu across the website.
10. Press the **Publish** button to save changes.

Now go to your website and refresh the site to see your changes in place.

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Chameleon Content Management System

Home Pages Menus **File Manager** Site Parts **Style Editor** Site Settings [View Website](#)

Styles Editor

Publish 10

Main Styles Text Headers **Menu** Buttons Top Contacts Login Bar Welcome Bar Footer

Menu

Menu Background Color: #FFFFFF 1

Menu Item

Menu Item Font Name: arial,helvetica,sans-serif 2

Menu Item Font Size: 16px 3

Menu Item Font Weight: normal 4

Menu Item Color: #000000 5

Menu Item Background Color: #FFFFFF 6

Menu Item Hover

Hover Color: #2A408E 7

Hover Background Color: #FFFFFF 8

Below Menu Bar

Background Color: #207ABF 9

Current Menu

Home About Us Candidates Clients Vacancies Contact Us

Below browser bar refers to the blue line under the menu above

Publish 10

Tab 4. Buttons

Your websites Buttons

1. Select the font for the buttons text.
 2. Select the font text size - this is currently set to 14px by default.
 3. Select the font weight normal or **bold**.
 4. Select the font text colour - make sure it shows up clearly to a user.
 5. Select the buttons background colour.
 6. Select the buttons border colour.
7. Press the **Publish** button to save changes.

Now go to your website and refresh the site to see your changes in place.

You are logged in as temp1@chisites.net [Logout](#)

Chameleon Content Management System

Home Pages Menus File Manager Site Parts **Style Editor** Site Settings [View Website](#)

Styles Editor

[Publish](#) **7**

Main Styles Text Headers Menu **Buttons** Top Contacts Login Bar Welcome Bar Footer

Buttons

Button Font Name:	<input type="text" value="arial,helvetica,sans-serif"/>	1
Button Font Size:	<input type="text" value="14px"/>	2
Button Font Weight:	<input type="text" value="normal"/>	3
Button Text Color:	<input type="text" value="#FFFFFF"/>	4
Button Background Color:	<input type="text" value="#4B4B4B"/>	5
Button Border Color:	<input type="text" value="#4B4B4B"/>	6

[Publish](#) **7**

Tab 5. Contact details

Site Contact details (positioned top right under the login/register tabs)

1. Select the font for the contact details text.
2. Select the font text size - this is currently set to 16px by default.
3. Select the font weight normal or **bold**.
4. Select the font text colour.

5. Press the **Publish** button to save changes.

Now go to your website and refresh the site to see your changes in place.

You are logged in as temp1@chisites.net [Logout](#)

Chameleon Content Management System

Home Pages Menus File Manager Site Parts **Style Editor** Site Settings [View Website](#)

Styles Editor

Publish 5

Main Styles Text Headers Menu Buttons **Top Contacts** Login Bar Welcome Bar Footer

Top Contacts

Font Name:	arial,helvetica,sans-serif	1
Font Size:	16px	2
Font Weight:	normal	3
Text Color:	#2A408E	4

Current Contact Details
Contact No. +44 (0) 1483 600370

Publish 5

Tab 6. Login Bar

The Login and Register Bar

1. Select the font for the buttons text.
 2. Select the font text size - this is currently set to 14px by default.
 3. Select the font weight normal or **bold**.
 4. Select the font text colour - make sure it shows up clearly to a user.
 5. Select the buttons background colour.
 6. Select the buttons border colour.
7. Press the **Publish** button to save changes.

Now go to your website and refresh the site to see your changes in place.

The screenshot displays the Chameleon Content Management System interface. At the top, a navigation bar includes links for Home, Pages, Menus, File Manager, Site Parts, Style Editor, and Site Settings. The 'Style Editor' tab is active, showing a list of style elements: Main Styles, Text Headers, Menu, Buttons, Top Contacts, Login Bar, Welcome Bar, and Footer. The 'Login Bar' element is selected, and its configuration is shown in the 'Top Login Bar' section. This section includes input fields for Font Name (arial, helvetica, sans-serif), Font Size (14px), Font Weight (normal), Text Color (#FFFFFF), Background Color (#207ABF), and Top Bar Background Color (#207ABF). To the right of these fields are six red numbered circles (1-6) corresponding to the steps in the instructions. A preview of the 'Current Login Bar' is shown on the right, featuring a blue bar with the text 'Login | Register'. At the bottom of the editor, there is a 'Publish' button with a red circle containing the number 7.

Tab 7. Welcome bar

Welcome bar area of your website

1. Select the font for the buttons text.
 2. Select the font text size - this is currently set to 14px by default.
 3. Select the font weight normal or **bold**.
 4. Select the font text colour - make sure it shows up clearly to a user.
 5. Select the buttons background colour.
 6. Select the buttons border colour.
7. Press the **Publish** button to save changes.

Please note changing the Welcome content area will change this area on ALL pages of your website.

Now go to your website and refresh the site to see your changes in place.

The screenshot shows the Chameleon Content Management System interface. At the top, it says "You are logged in as temp1@chisites.net Logout". Below the header, there's a navigation bar with links: Home, Pages, Menus, File Manager, Site Parts, Style Editor, Site Settings, and View Website. The "Style Editor" section is active, showing a "Publish" button with a red circle containing the number 6. Below this, there's a sub-navigation bar with links: Main Styles, Text Headers, Menu, Buttons, Top Contacts, Login Bar, Welcome Bar, and Footer. The "Welcome Bar" link is highlighted. The main content area is titled "Welcome Bar" and contains a form with the following fields: Font Name (arial, helvetica, sans-serif), Font Size (18px), Font Weight (normal), Text Color (#FFFFFF), and Background Color (#4B4B4B). To the right of these fields, there's a preview area showing a dark bar with the text "Welcome". A red circle containing the number 6 is next to the "Publish" button. A note at the bottom right states: "Note ALL pages have this content area and changes made to the Welcome bar will be made across all pages on your site."

Tab 8. Footers

Top, middle and bottom footers

1. Select the font for the footer area text.
2. Select the font text size - this is currently set to 12px by default.
3. Select the font weight normal or **bold**.
4. Select the font text colour - make sure it shows up clearly to a user.
5. Select the footer background colour.

Please repeat steps 1 to 5 to style the Top, Middle and Bottom footers on your website.

6. Press the **Publish** button to save changes.

Now go to your website and refresh the site to see your changes in place.

You are logged in as temp1@chisites.net [Logout](#)

Chameleon Content Management System

Home Pages Menus File Manager Site Parts **Style Editor** Site Settings [View Website](#)

Styles Editor

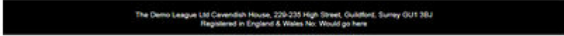
Publish **6**

Main Styles Text Headers Menu Buttons Top Contacts Login Bar Welcome Bar **Footer**

Top Footer

Font Name: **1**
Font Size: **2**
Font Weight: **3**
Text Color: **4**
Background Color: **5**


The Top header contains a content area that currently displays address and company registration details.



Middle Footer

Font Name:
Font Size:
Font Weight:
Text Color:
Background Color:

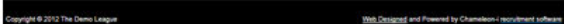
The Middle Footer contains the 'Footer Menu' enabling you to list additional secondary pages on your site that might be of specific interest to users.



Bottom Footer

Font Name:
Font Size:
Font Weight:
Text Color:
Background Color:

The Bottom Footer contains Copyright details and our embedded link which is not removeable.



Publish **6**

Pages

Setting up and editing pages on your website

1. Select 'Pages' from the Main Menu options.























































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Chameleon Content Management System

Home **Pages** Menus File Manager Site Parts Style Editor Site Settings [View Website](#)

Content Pages

Showing 27 Records | Filter: [New Page](#)

Page ID	Page Title	Created	Last Modified	Template	
403	Blue Print 403	16-Aug-12	16-Aug-12	errortemplate	 
404	Blue Print 404	16-Aug-12	16-Aug-12	errortemplate	 
About Colin	Blue Print About Colin	10-Sep-12	10-Sep-12	Template_1	 
About Rachel	Blue Print About Rachel	10-Sep-12	10-Sep-12	Template_1	 
about us	Blue Print About us	09-Jul-12	09-Jul-12	Template_1	 
analytics	Blue Print Analytics	02-Nov-12	02-Nov-12	Template_1	 
apply	Apply	09-Jul-12	09-Jul-12	Template_1	 
candidates	Blue Print Candidates	09-Jul-12	09-Jul-12	Template_1	 
clients	Blue Print Clients	09-Jul-12	09-Jul-12	Template_1	 
contact-us	Blue Print Contact us	09-Jul-12	09-Jul-12	Template_1	 
cookie_policy	Blue Print Cookie Policy	05-Nov-12	05-Nov-12	Template_1	 
default	Blue Print Home	09-Jul-12	09-Jul-12	Template_1	 
emailjobs		09-Jul-12	09-Jul-12	Template_1	 
example_layouts	Example Layouts	10-Sep-12	10-Sep-12	Template_1	 
jobs	Blue Print Jobs	09-Jul-12	09-Jul-12	Template_1	 
jobs_details	Blue Print Job details	09-Jul-12	09-Jul-12	Template_1	 
login	Blue Print Login	09-Jul-12	09-Jul-12	Template_1	 
logout	Blue Print Logout	09-Jul-12	09-Jul-12	Template_1	 
opportunities	Blue Print Opportunities	09-Jul-12	09-Jul-12	Template_1	 
password_reminder	Blue Print Password reminder	09-Jul-12	09-Jul-12	Template_1	 
privacy	Blue Print Privacy	09-Jul-12	09-Jul-12	Template_1	 
register	Blue Print Register	09-Jul-12	09-Jul-12	Template_1	 
register_vacancy	Register a vacancy with us	09-Jul-12	09-Jul-12	Template_1	 
sitemap	Blue Print Sitemap	09-Jul-12	09-Jul-12	Template_1	 
terms	Blue Print Terms	09-Jul-12	09-Jul-12	Template_1	 
testimonials	Blue Print Testimonials	09-Jul-12	09-Jul-12	Template_1	 
vacancies	Blue Print Vacancy Search	09-Jul-12	09-Jul-12	Template_1	 

Content page options

Content Page


1. Search for pages by typing criteria, the search will deliver pages containing your search criteria.
2. Click the underlined link to open an existing website page to edit and update in real-time.
3. Click the icon to open an existing website page to edit and update in real-time.
4. Click the **RED X** to delete the page - please be careful when using this function as we cannot retrieve deleted pages for you.
5. Click the 'New Page' button to create a brand new page for your website.























































You are logged in as temp1@chisites.net [Logout](#)

Chameleon Content Management System

Home **Pages** Menus File Manager Site Parts Style Editor Site Settings [View Website](#)

Content Pages

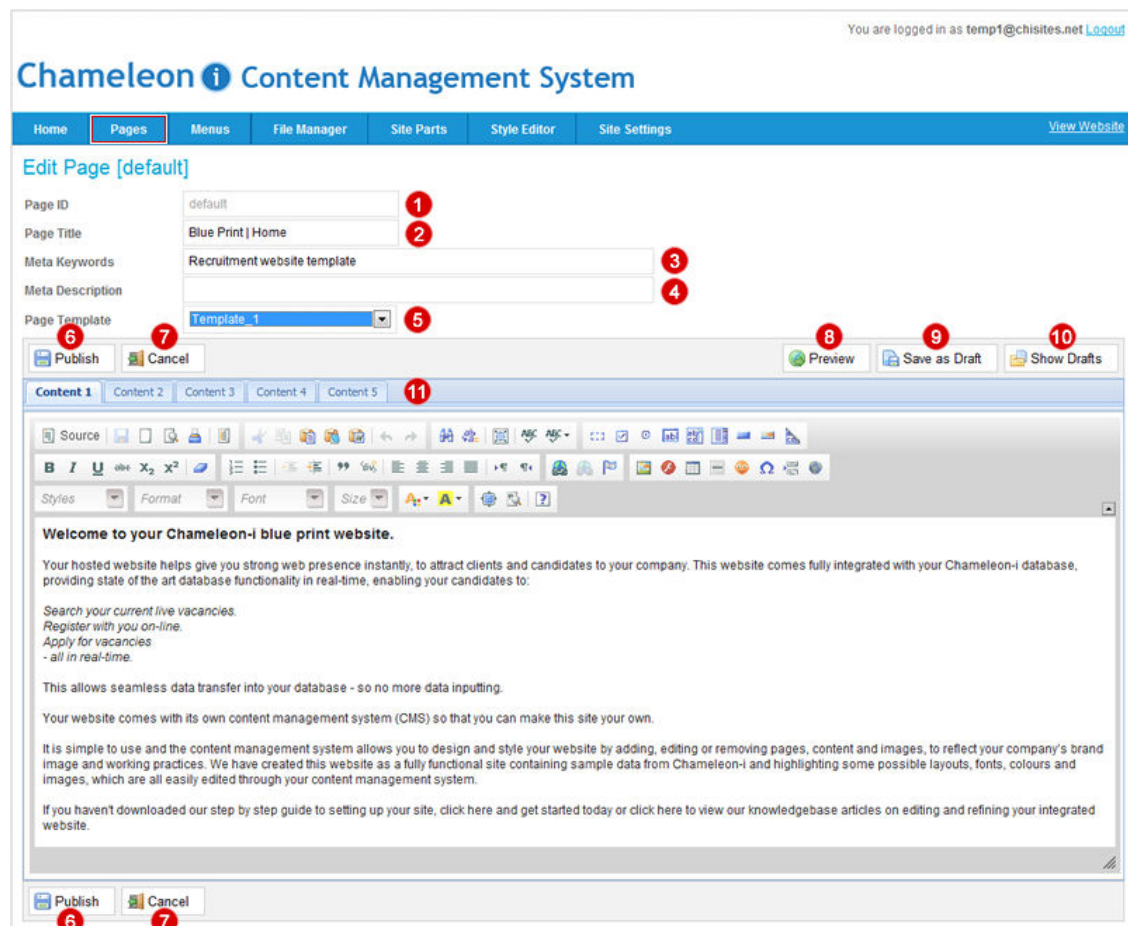
Showing 27 Records | Filter: **1** **5** 

Page ID	Page Title	Created	Last Modified	Template	
403 2	Blue Print 403	16-Aug-12	16-Aug-12	errortemplate	3  
404	Blue Print 404	16-Aug-12	16-Aug-12	errortemplate	4  
About Colin	Blue Print About Colin	10-Sep-12	10-Sep-12	Template_1	 
About Rachel	Blue Print About Rachel	10-Sep-12	10-Sep-12	Template_1	 
about us	Blue Print About us	09-Jul-12	09-Jul-12	Template_1	 
analytics	Blue Print Analytics	02-Nov-12	02-Nov-12	Template_1	 
apply	Apply	09-Jul-12	09-Jul-12	Template_1	 
candidates	Blue Print Candidates	09-Jul-12	09-Jul-12	Template_1	 
clients	Blue Print Clients	09-Jul-12	09-Jul-12	Template_1	 
contact us	Blue Print Contact us	09-Jul-12	09-Jul-12	Template_1	 
cookie_policy	Blue Print Cookie Policy	05-Nov-12	05-Nov-12	Template_1	 
default	Blue Print Home	09-Jul-12	09-Jul-12	Template_1	 
emailjobs		09-Jul-12	09-Jul-12	Template_1	 
example_layouts	Example Layouts	10-Sep-12	10-Sep-12	Template_1	 
jobs	Blue Print Jobs	09-Jul-12	09-Jul-12	Template_1	 
jobs_details	Blue Print Job details	09-Jul-12	09-Jul-12	Template_1	 
login	Blue Print Login	09-Jul-12	09-Jul-12	Template_1	 
logout	Blue Print Logout	09-Jul-12	09-Jul-12	Template_1	 
opportunities	Blue Print Opportunities	09-Jul-12	09-Jul-12	Template_1	 
password_reminder	Blue Print Password reminder	09-Jul-12	09-Jul-12	Template_1	 
privacy	Blue Print Privacy	09-Jul-12	09-Jul-12	Template_1	 
register	Blue Print Register	09-Jul-12	09-Jul-12	Template_1	 
register_vacancy	Register a vacancy with us	09-Jul-12	09-Jul-12	Template_1	 
sitemap	Blue Print Sitemap	09-Jul-12	09-Jul-12	Template_1	 
terms	Blue Print Terms	09-Jul-12	09-Jul-12	Template_1	 
testimonials	Blue Print Testimonials	09-Jul-12	09-Jul-12	Template_1	 
vacancies	Blue Print Vacancy Search	09-Jul-12	09-Jul-12	Template_1	 

Editing a website page

Editing a page

1. Page ID, this is the saved name for the page; once a page is created you cannot edit the page ID.
 2. A page title is the main text that describes an online document, for more information on 'Page Titles' and their importance and why you must take time to complete them [click here](#).
 3. Meta keywords [click here](#) for more information.
 4. Meta Description [click here](#) for more information.
 5. Page template simply shows the template in use to generate the page.
 6. Press **Publish** button to save changes.
 7. **Cancel** button will cancel any changes made to the page and will close the page
 8. **Preview** button enables you to preview your changes before committing to saving the changes.
 9. **Save as Draft** button enable you to save a draft of the page for future editing ready to publish.
 10. **Show Drafts** button shows a list of draft versions of the page
 11. Content tabs, for more information on **Content tabs** [click here](#)
- Now go to your website and refresh the site to see your changes in place.



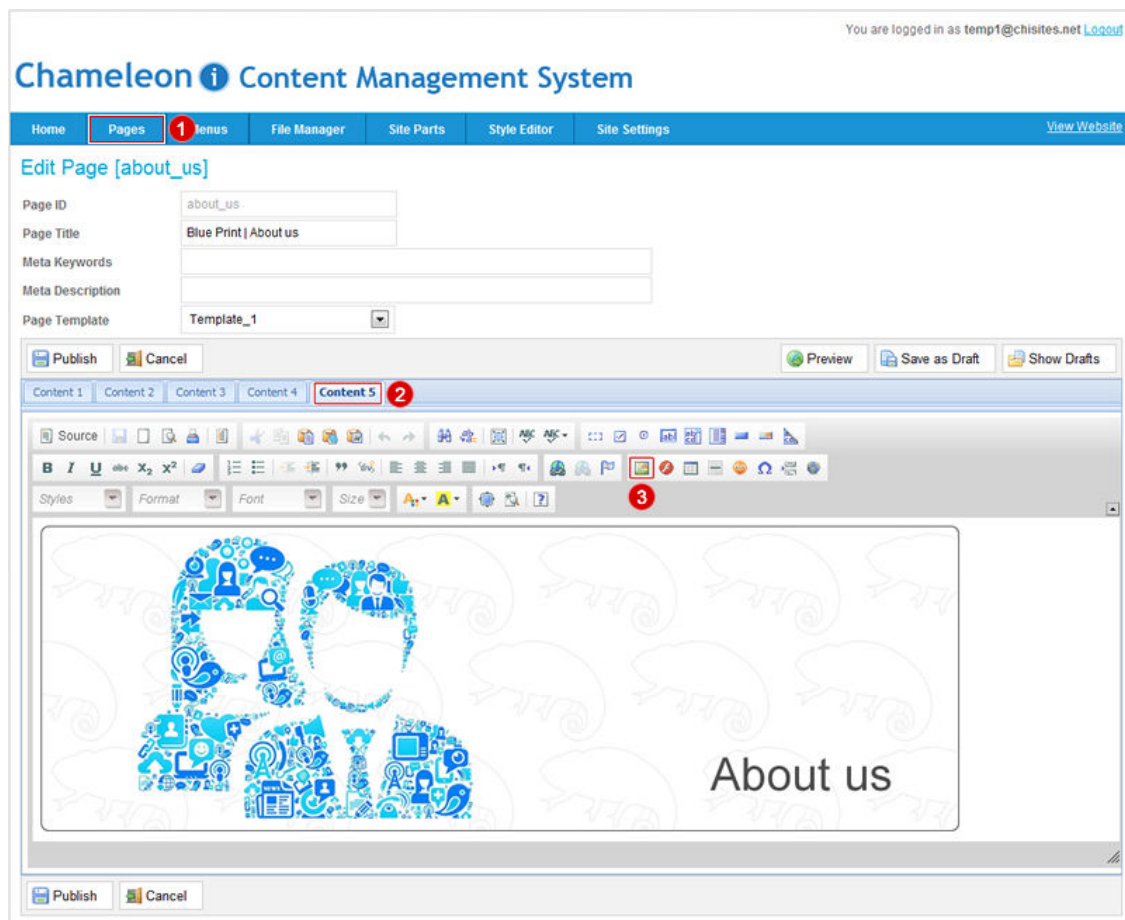
Uploading images to your pages

You can elect to upload individual images on every page of your blueprint website or have a select few across the site. **Please note: All the images on the Blueprint website have been purchased by Chameleon-i. They are sample images only and cannot be used or reproduced on your website.**

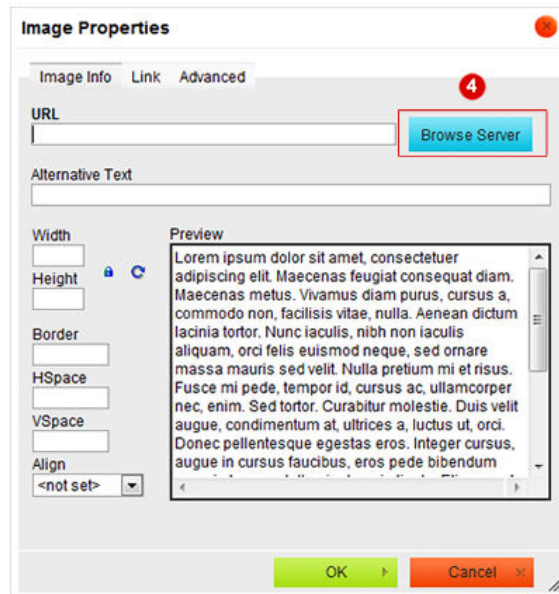
To upload images follow these steps:

1. Select the Pages tab from the main menu and select the page you wish to upload the picture on.
2. Select the Content 5 tab, this is where the main images are stored on the blueprint website.
3. Click the **Image** upload button.

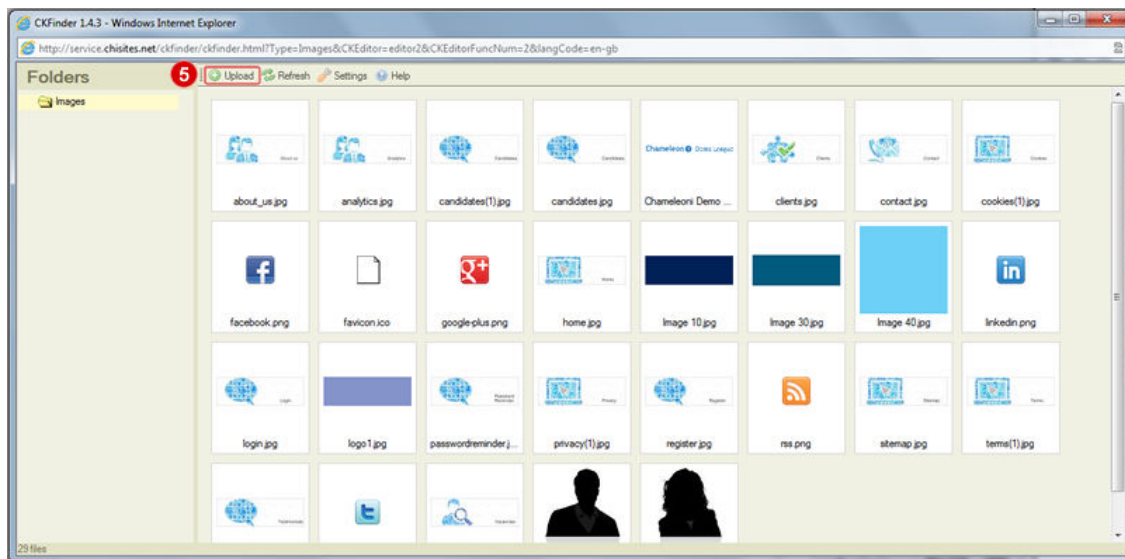
If you wish to purchase any images for your website, we recommend iStockphoto, [click here to visit their website](#)



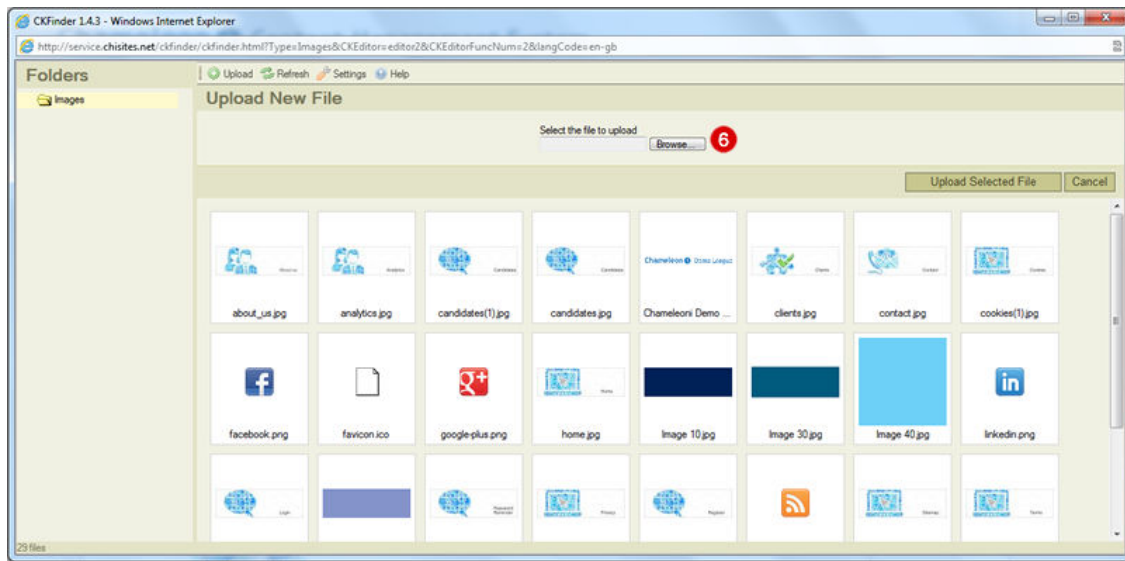
4. Select the **Browse Server** button to search for your image on your local machine.



5. Click the **Upload** button.

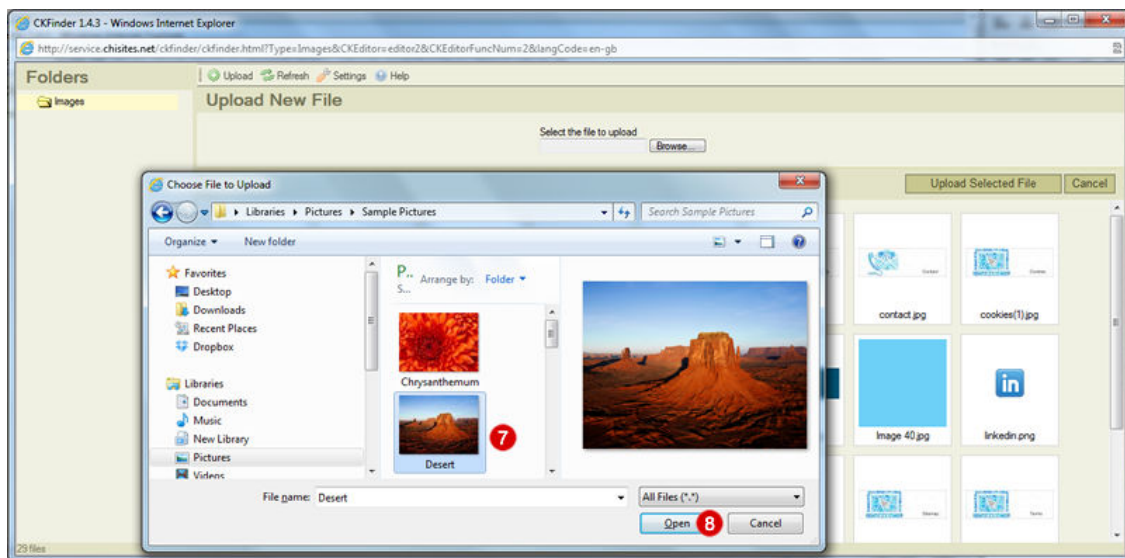


6. Click the **Browse** button.

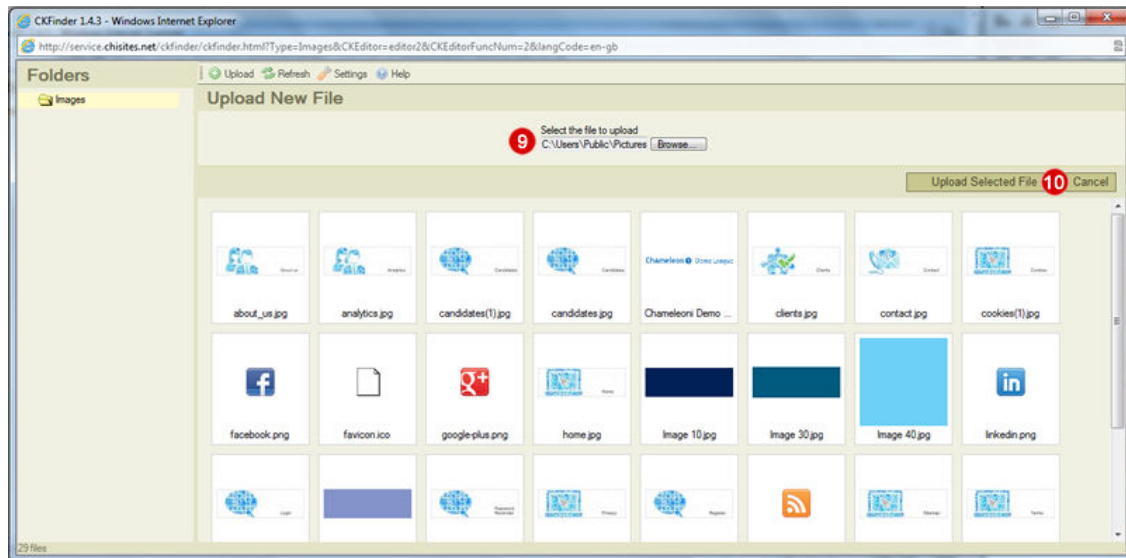


7. Once the popup is displayed browse to your stored images and select the image you would like to upload to your site.

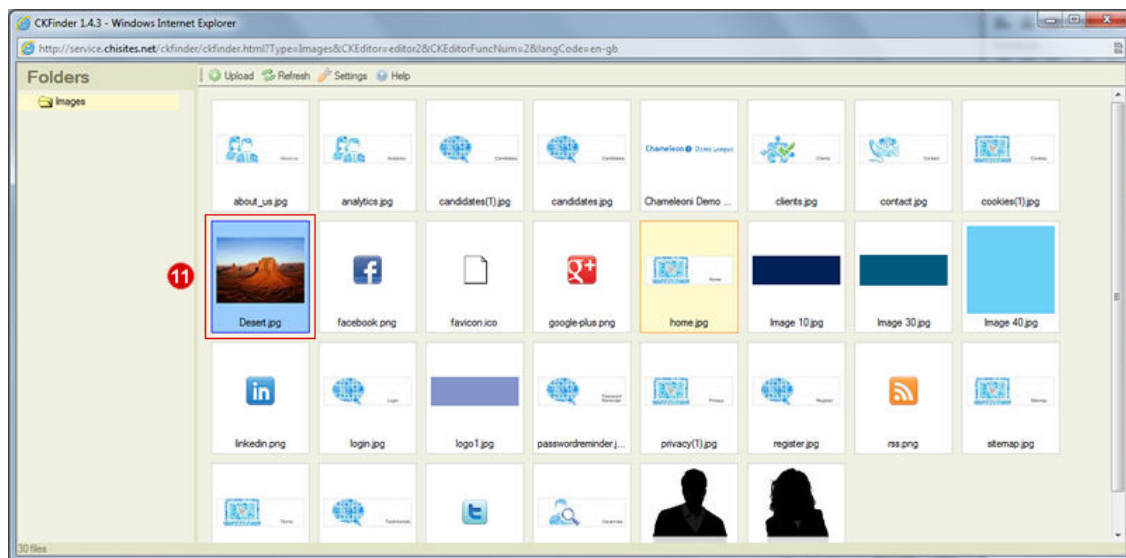
8. Press the **Open** button.



9. If you have successfully selected a file you will see the route displayed as per below.
10. Finally press the **Upload Selected File** button.



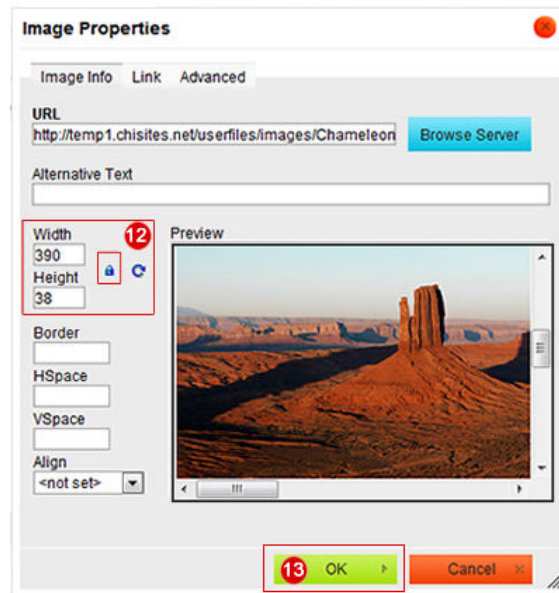
11. Once the image has uploaded it will be highlighted as shown below. Now double click the image to select it.



12. View and resize your image as required.

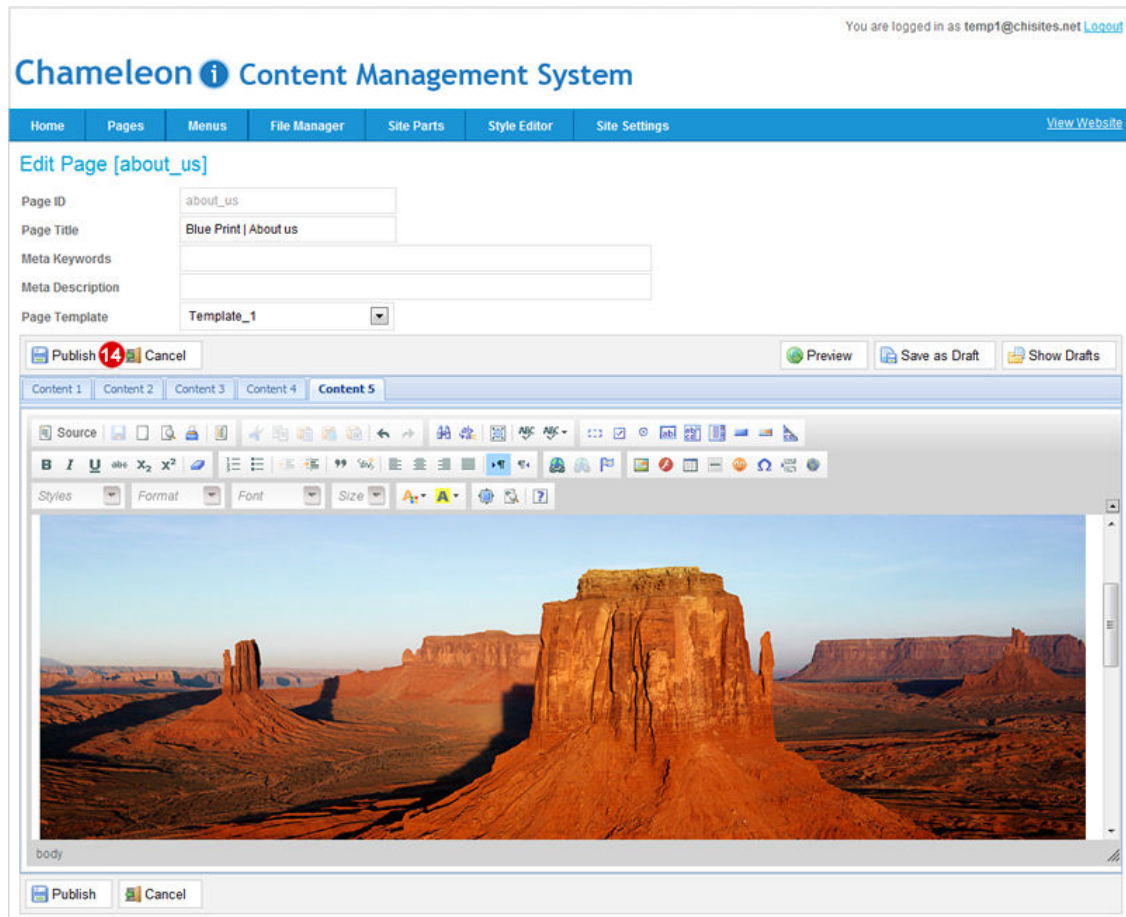
Use the Lock icon to ensure that width and height resize without distorting the image.

13. Press **OK** once complete.



14. Press the **Publish** Button to finish.

Now go to your website and refresh the site to see your changes in place.



If the logo size is not correct, click the image, then the Picture button(step 3) and resize the picture again (step12 and 13) and republish; if you wish to replace the image completely simply follow all steps in this process again.

Content tabs

All website pages are broken down into different content areas to make editing them easier.

Across your Blueprint website you will find the following rules apply to the main content pages.

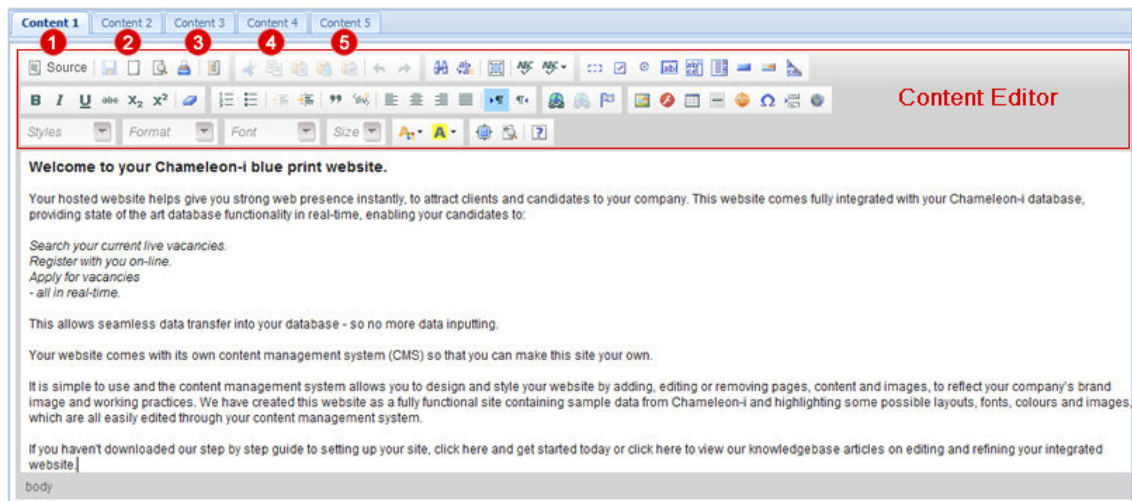
Content 1. This contains the main text area enabling you to edit the text as required so that the page is reflecting your business and the message you are looking to portray to your visitors.

Content2. The text contained within the Grey bar under the picture.

Content3. Not in use on this Blueprint site.

Content4. Not in use on this Blueprint site.

Content5. Contains the page's main image enabling the site to have a different image on every page.



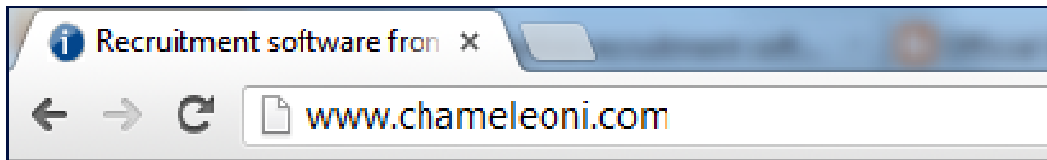
Meta details

Page title

A title tag is the main text that describes an online document. It is the single most important on-page SEO element (behind overall content) and appears in three key places:

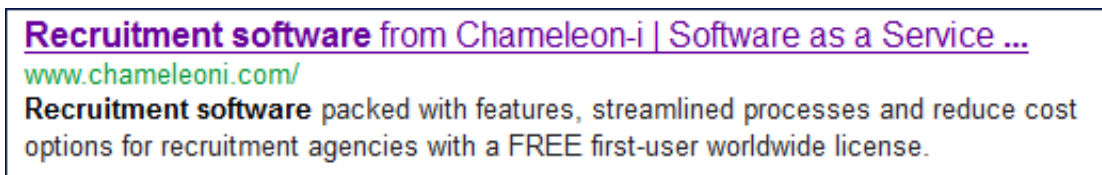
Browser

Title Tags show up in both the top of a browser's chrome and in applicable tabs.



Search Result Pages

Title tags also show up in search engine results.



External Websites

Many times, external websites (especially social media sites) will use the title of a web page as its link anchor text.

SEO Best Practice

The title element of a web page is meant to be an accurate and concise description of a page's content. This element creates value in three specific areas (covered below) and is critical to both user experience and search engine optimization:

Relevancy

Creating a descriptive, keyword-laden title tag is important for increasing rankings in search engines. As title tags are such an important part of search engine optimization, implementing best practices for title tags makes for terrific low-energy, high-impact SEO tasks.

Be Mindful of Length, 70 characters is the maximum amount of characters that will display in the search results

Consider Readability and Emotional Impact, creating a compelling title tag will pull in

more visits from the search results. Thus, it's important to not only think about optimization and keyword usage, but the entire user experience. The title tag is a new visitor's first interaction with your brand when they find it in a search result and should convey the most positive impression possible.

Meta Keywords

By definition, **Meta Keywords**, an attribute of Meta tags, are a list of comma-separated words included in the HTML of a Web page that describe the topic of the page.

Ensuring your meta keywords are relevant to each page is crucial for their success, and finding relevant keywords can be a time-consuming exercise that includes reading and evaluating each webpage, and identifying specific meta tags in each instance

Place Important Keywords Close to the Front of the Title Tag, according to experts, the closer to the start of the title tag a keyword is, the more helpful it will be for ranking and the more likely a user will be to click them in search results

Leverage Branding, any SEO firms recommend using the brand name at the end of a title tag instead and there are times when this can be a better approach. The differentiating factor is the strength and awareness of the brand in the target market. If it is a well-known brand, and it can make a difference in click-through rates in search results, the brand name should be first. If this is not the case, the keyword should be first.

Meta Description

Meta description tags, while not important to search engine rankings per say, are extremely important in gaining user clicks from search engine result pages. These short paragraphs are a webmasters opportunity to advertise content to searchers and let them know exactly what the given page has with regard to what they're looking for.

Recommended Length

Meta descriptions can be any length but search engines generally truncate snippets longer than 160 characters, for this reason it is best to keep Meta descriptions between 150-160 characters.

Avoid Duplicate Meta description Tags

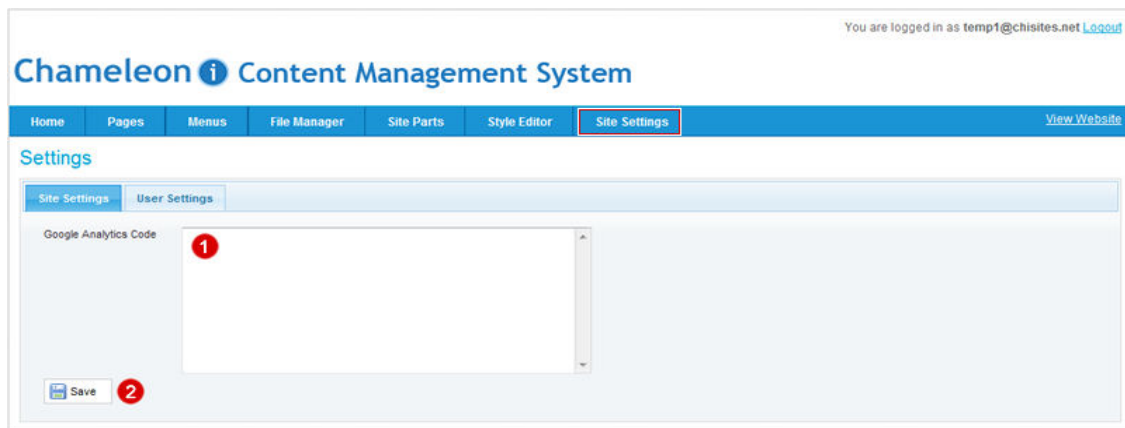
As with title tags, it is important that Meta descriptions on each page be unique.

Site settings

Google analytics

Upload your Google Analytics code to the CMS so you can track your visitors numbers. Visit <http://www.temp1.chisites.net/analytics/> for more information on analytics options.

1. Paste the code.
2. Save and login to Google to view your sites activity.

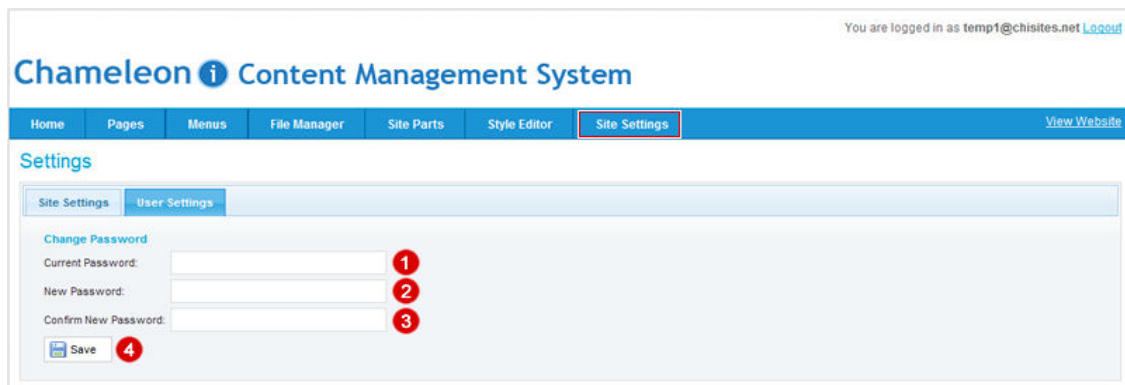


The screenshot shows the Chameleon Content Management System interface. At the top, it says "You are logged in as temp1@chisites.net Logout". The main navigation bar includes links for Home, Pages, Menus, File Manager, Site Parts, Style Editor, and Site Settings (which is highlighted with a red box). Below the navigation bar, the "Settings" section is active, with "Site Settings" and "User Settings" tabs. The "Site Settings" tab is selected, and the "Google Analytics Code" field is visible. A red circle with the number "1" is placed over the text area for the code. Below the text area, there is a "Save" button with a red circle and the number "2" next to it.

Changing the CMS login password

IF you wish to change your password from the default one sent during the registration process.


1. Enter your old password.
2. Enter your new password.
3. Re-enter your new password.
4. Press save to confirm changes.



The screenshot shows the Chameleon Content Management System interface. At the top, it says "You are logged in as temp1@chisites.net Logout". The main navigation bar includes links for Home, Pages, Menus, File Manager, Site Parts, Style Editor, and Site Settings (which is highlighted with a red box). Below the navigation bar, the "Settings" section is active, with "Site Settings" and "User Settings" tabs. The "User Settings" tab is selected, and the "Change Password" form is visible. The form has three input fields: "Current Password:" (with a red circle and the number "1" next to it), "New Password:" (with a red circle and the number "2" next to it), and "Confirm New Password:" (with a red circle and the number "3" next to it). Below the input fields, there is a "Save" button with a red circle and the number "4" next to it.

Site parts

You are logged in as temp1@chisites.net [Logout](#)

Chameleon  Content Management System

Home

Pages

Menus

File Manager


Site Parts

Style Editor

Site Settings

View Website

HTML Parts

 Add

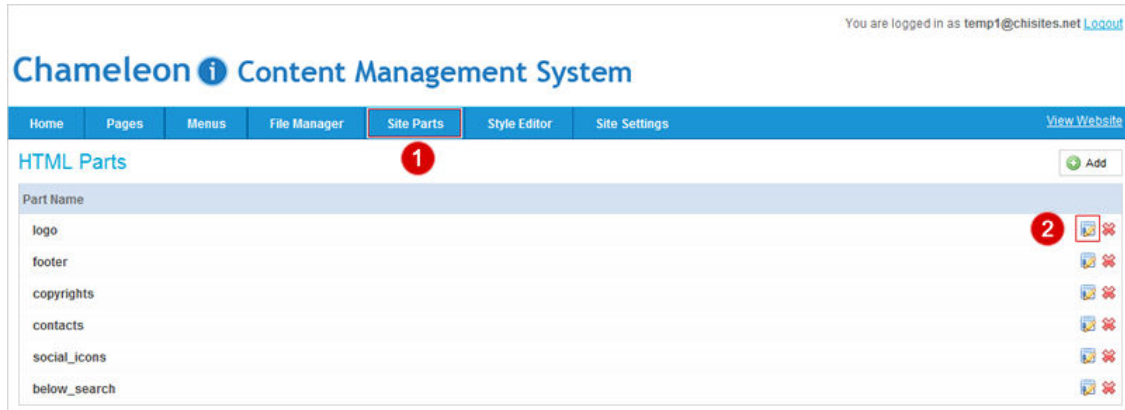
Part Name
logo
footer
copyrights
contacts
social_icons
below_search

- 25 -

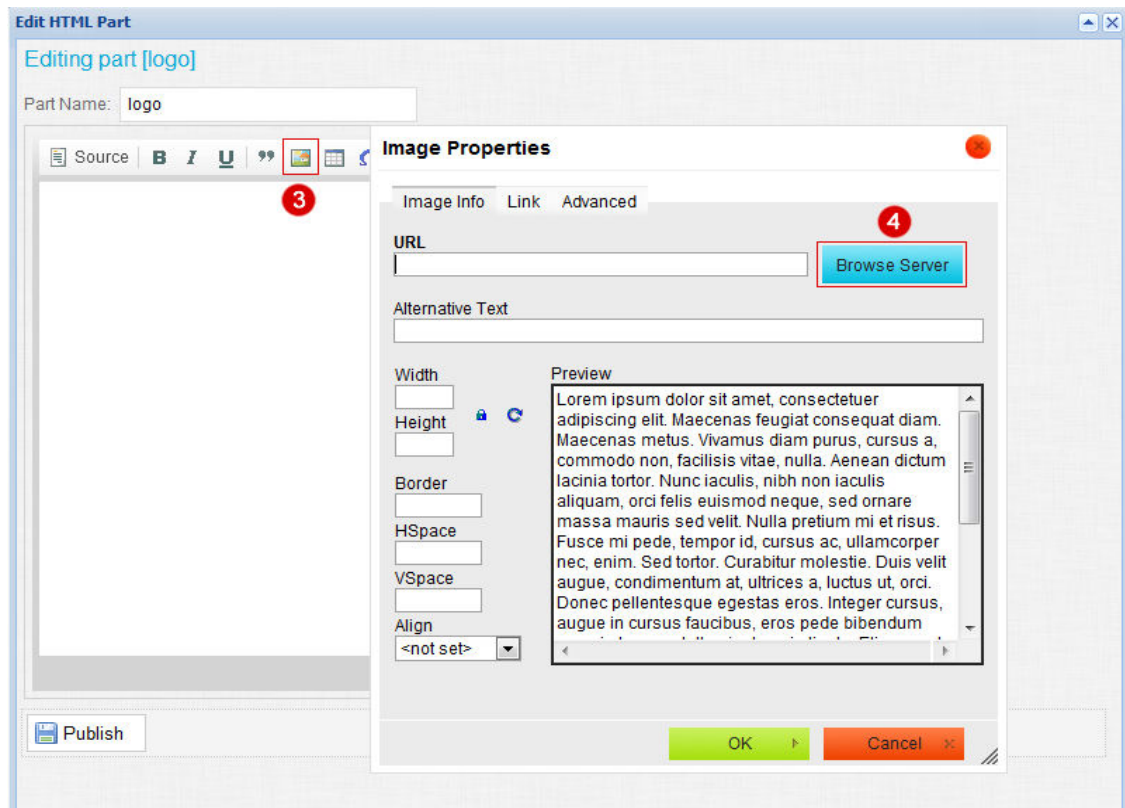
Site parts

Uploading your logo

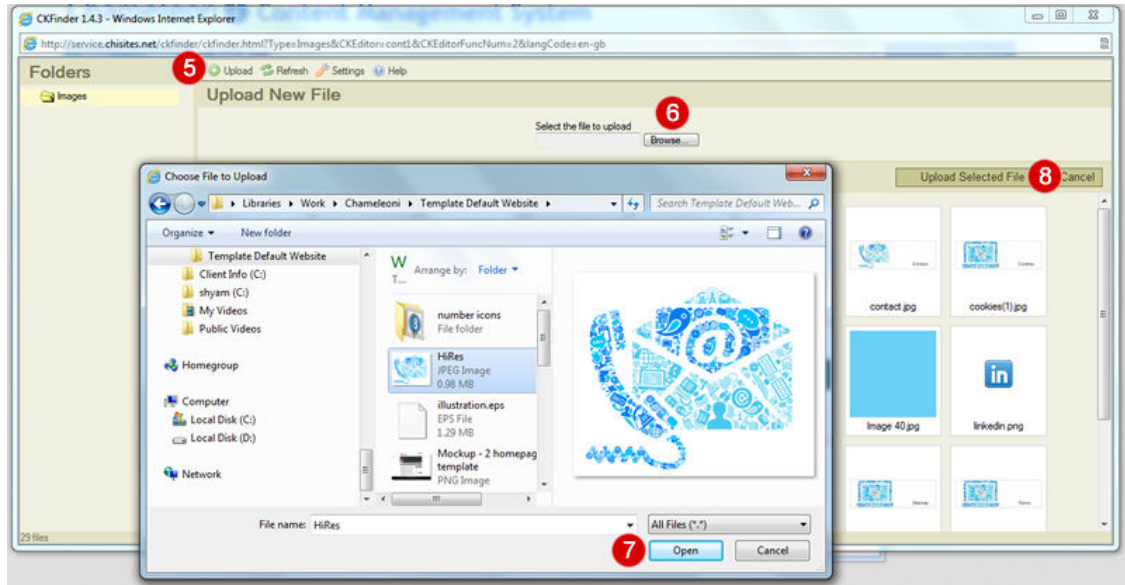
1. Select **Site Parts** from the Main Menu options.
2. Select the **Edit Logo** button.



3. Click to **Upload** icon to upload an image from a File.
4. Click the **Browse Server** button to look on your local machine for the image.



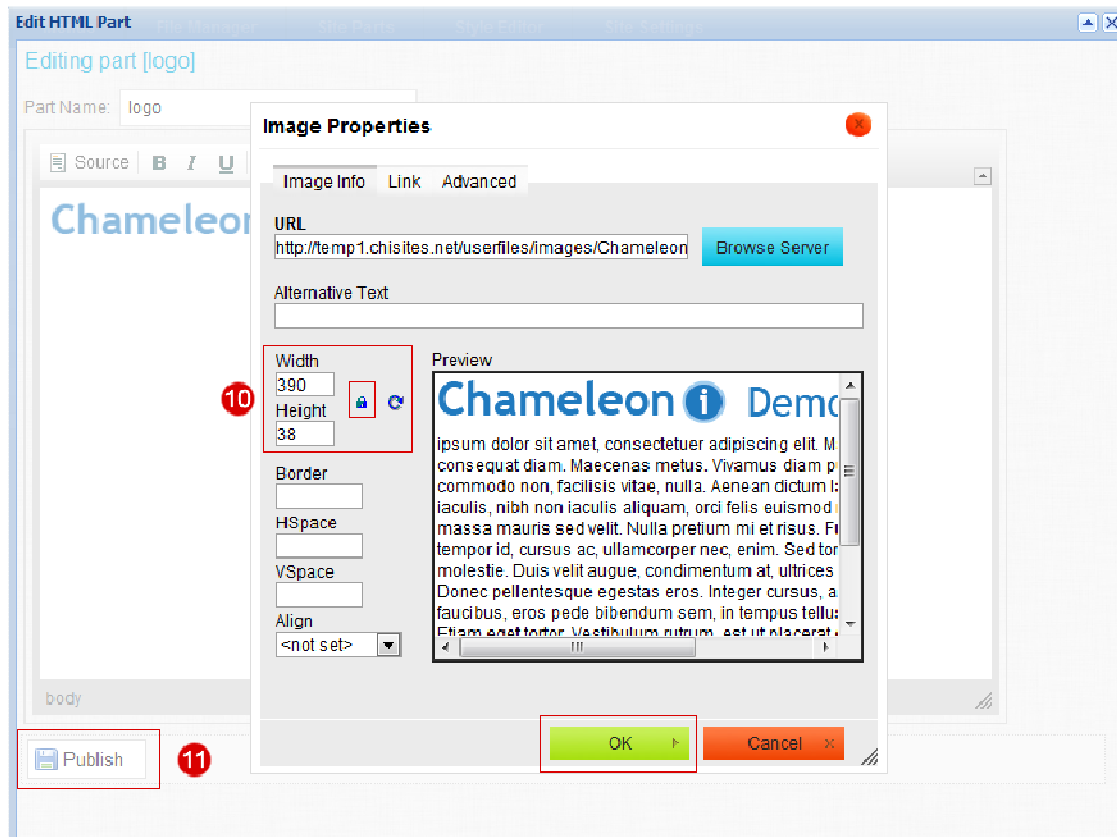
5. Click **Upload**.
6. Select **Browse** to select the file to upload.
7. Search for and select your file press **Open**.
8. Press **Upload Selected File**.



9. Select image and double click on it.
 10. View and resize your logo as required.
- Use the Lock icon to make sure that width and height resize without distorting your logo.
11. Press **OK** and finally the **Publish** button to save changes.

Now go to your website and refresh the site to see your logo in place.

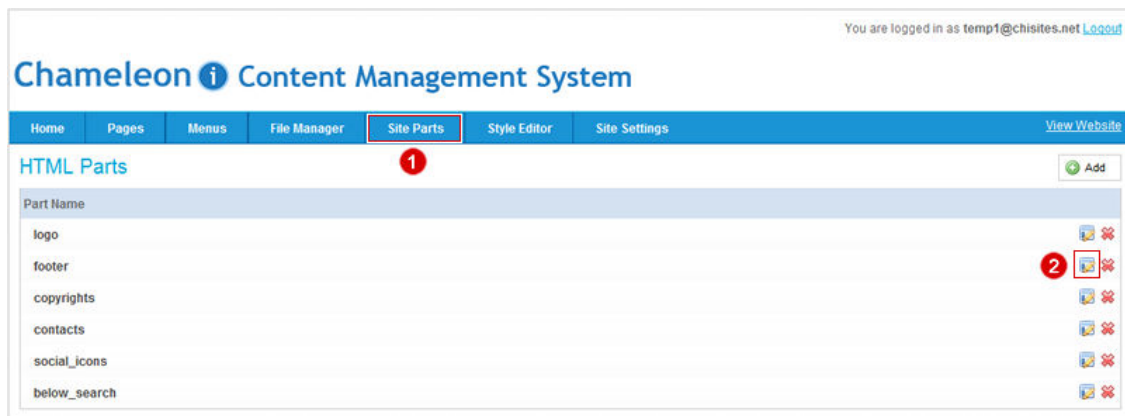
If the logo size is not correct, please retrace Steps 3, 4, 9, 10 and 11 again until your logo is sized correctly; if you wish to replace the logo simply follow all steps in this process again.



Site parts

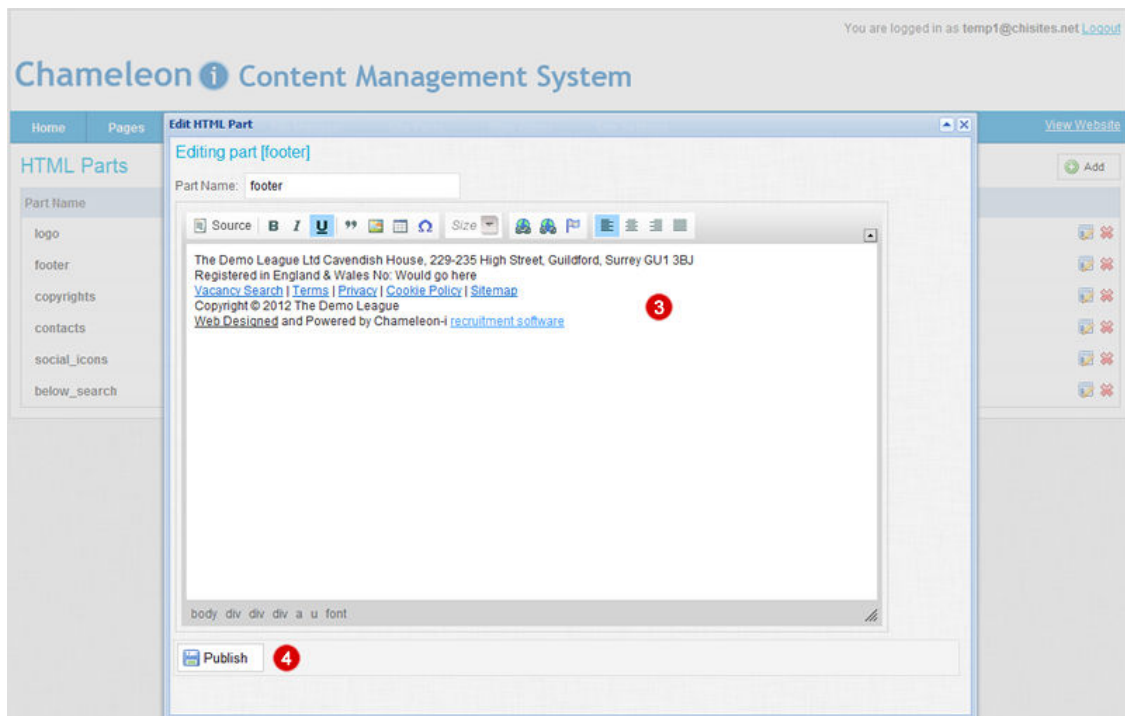
Editing your footer

1. Select Site Parts from main menu.
2. Select the footer button.



3. Edit the footer information as required be careful if editing page links not to break them.
4. Press the **Publish** button.

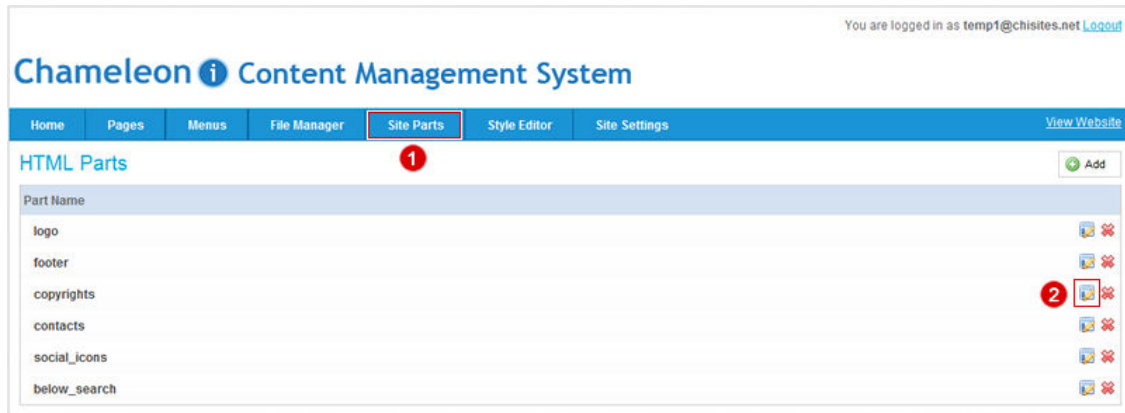
Now go to your website and refresh the site to see your changes in place.



Site parts

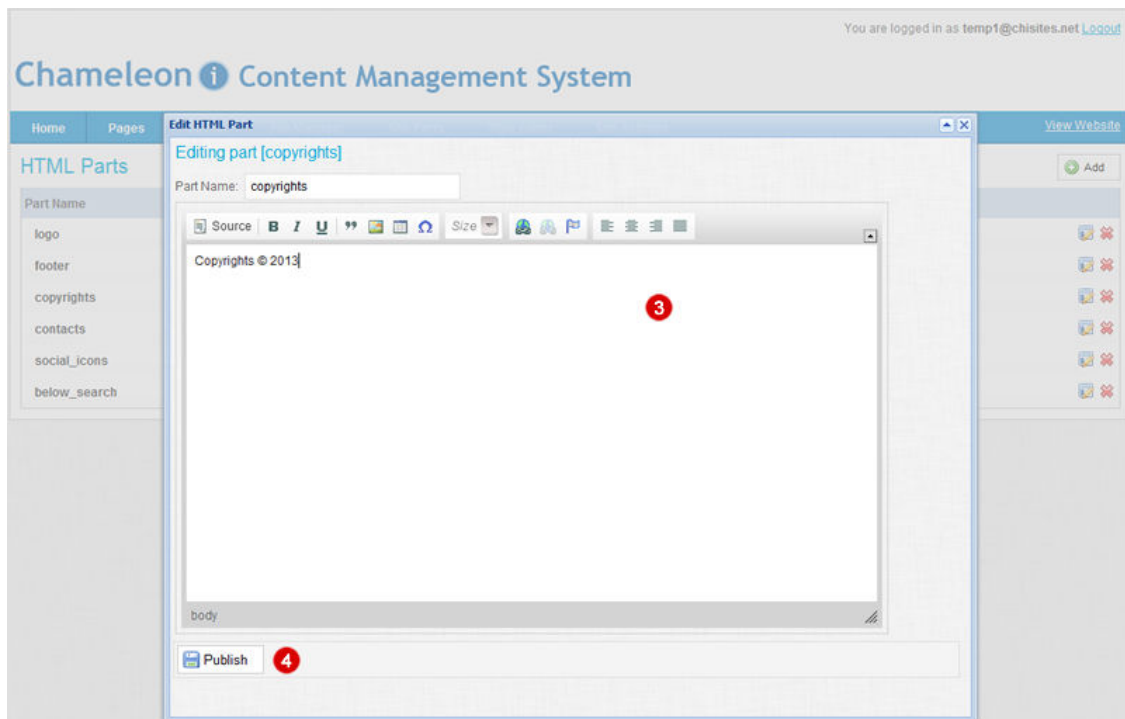
Editing the copyright text

1. Select Site Parts from main menu.
2. Select the Copyright button.



3. Edit copyright information as required.
4. Press the **Publish** button.

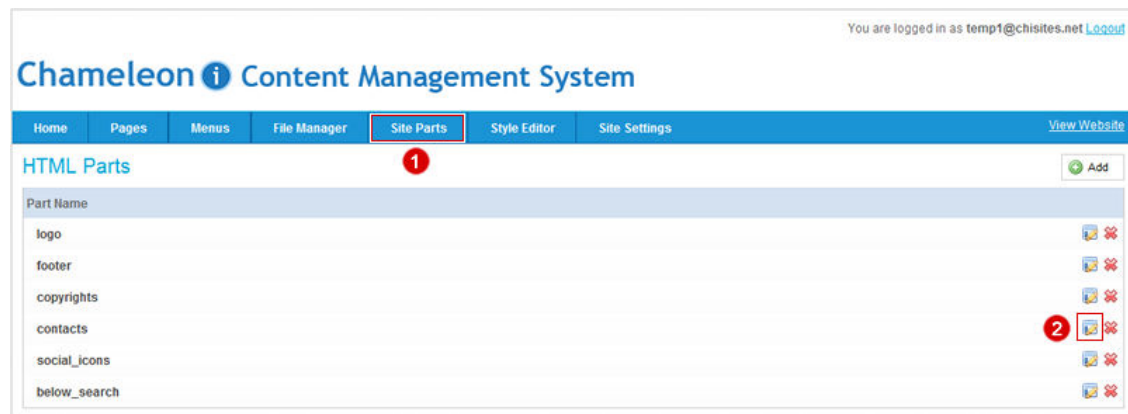
Now go to your website and refresh the site to see your changes in place.



Site parts

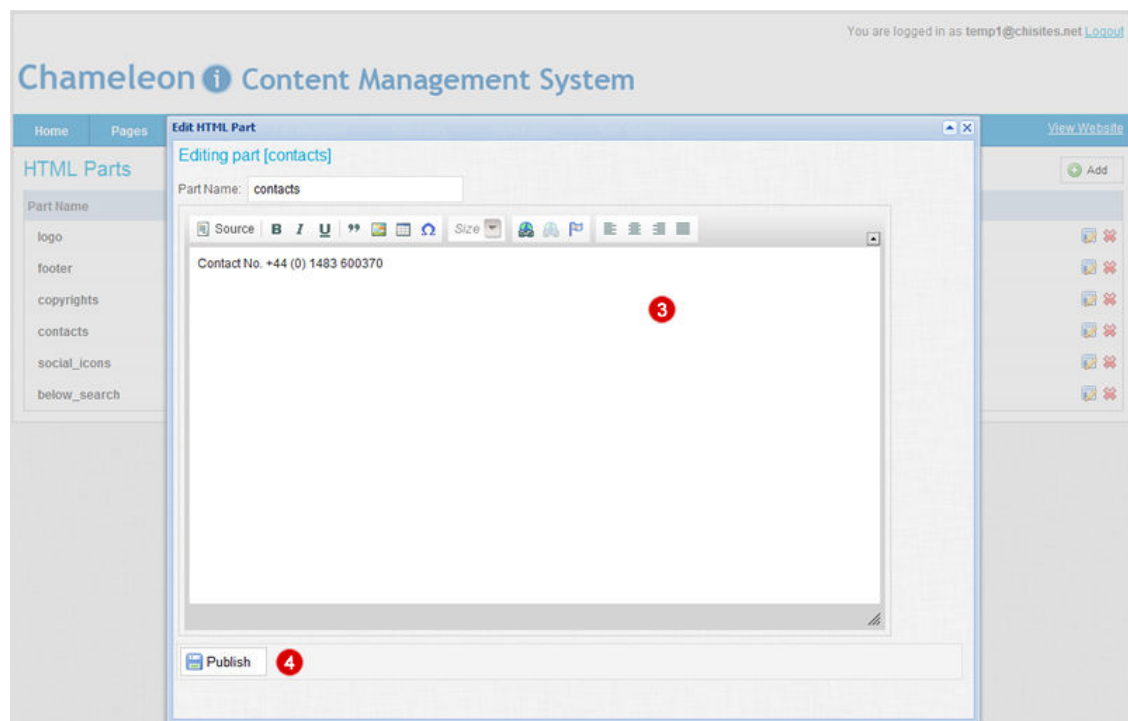
Editing your contact details in the site header

1. Select Site Parts from main menu.
2. Select the Contacts button.



3. Edit your contact information as required.
4. Press the **Publish** button.

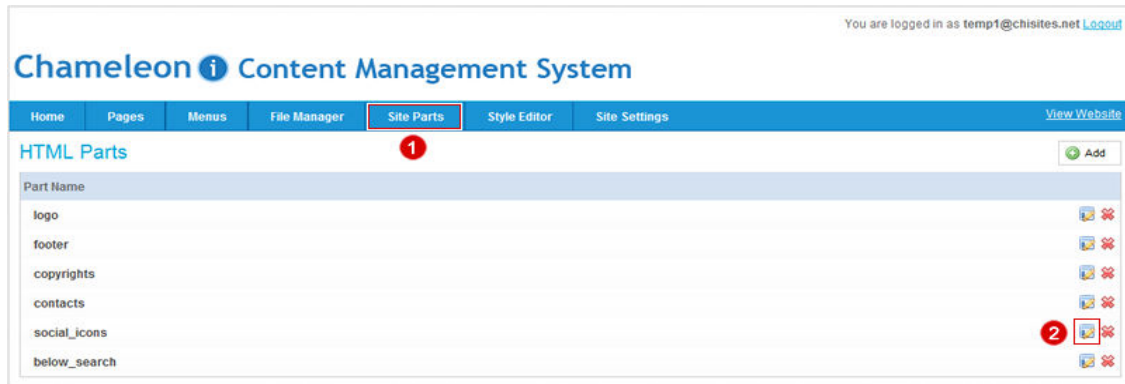
Now go to your website and refresh the site to see your changes in place.



Site parts

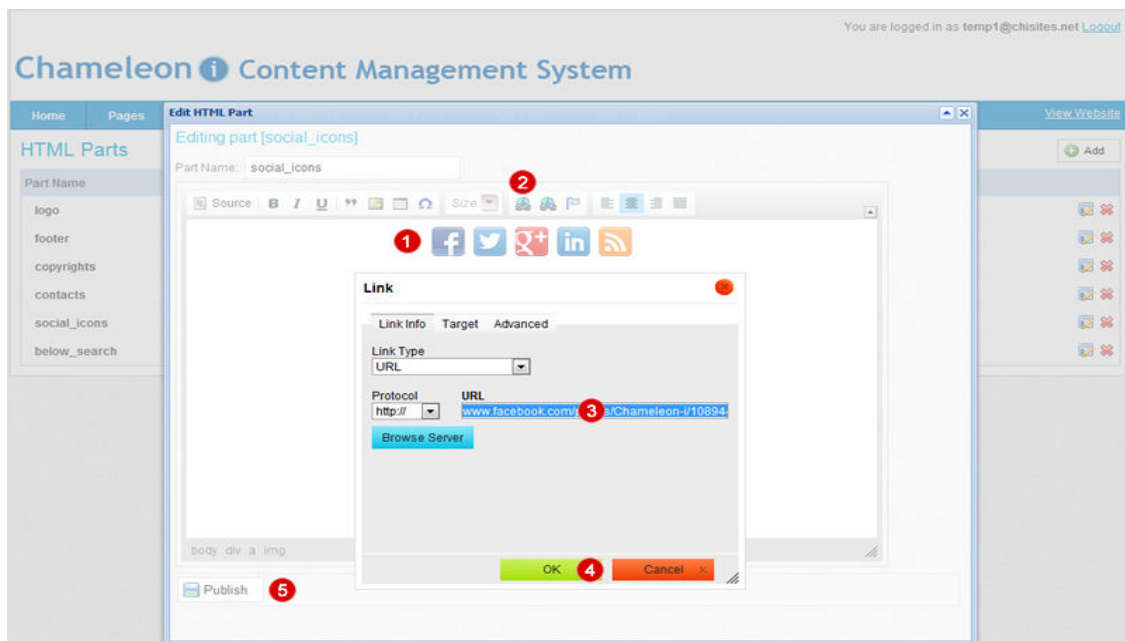
Editing the social icon buttons

1. Select Site Parts from main menu.
2. Select the Social Icons button.



1. Select and highlight the icon you wish to edit by clicking it.
2. Click the **Link** button to open the Link popup.
3. Copy and paste in your social network URL.
4. Press the **OK** button to confirm changes and close the popup.
5. Press the **Publish** button.

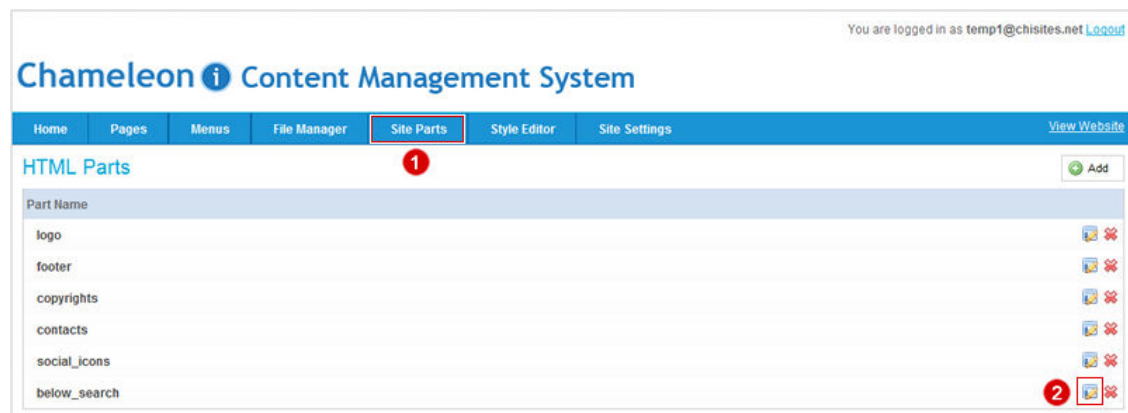
Now go to your website and refresh the site to see your changes in place.



Site parts

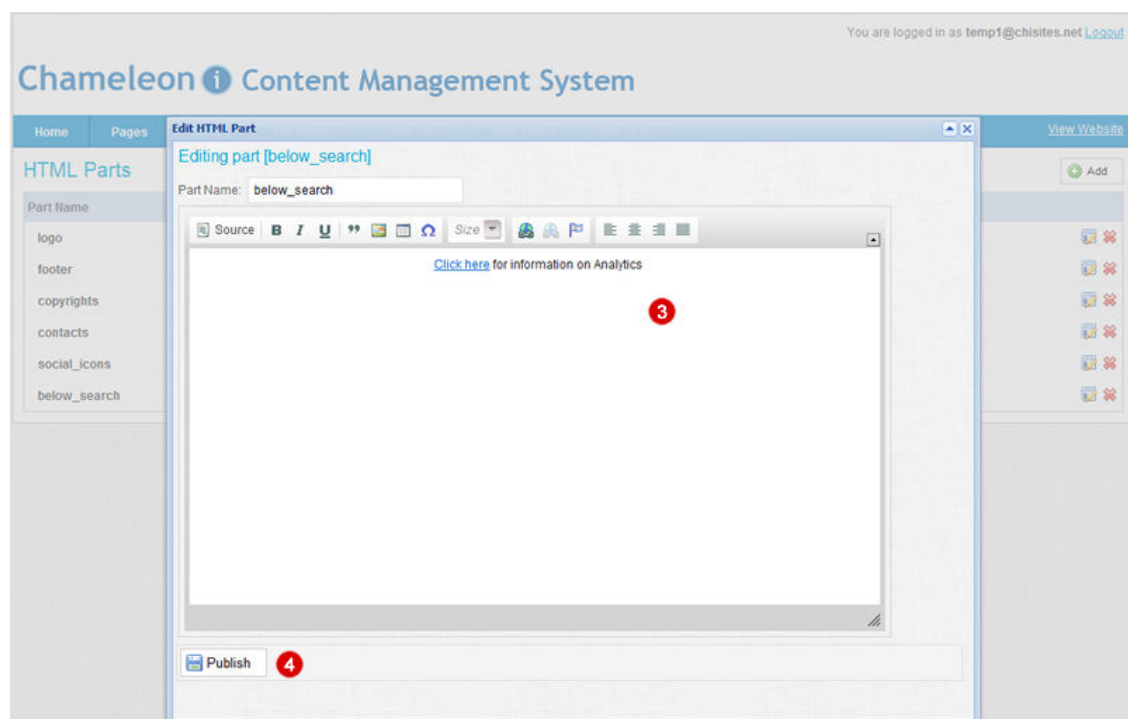
Editing the content area below the search and social buttons

1. Select Site Parts from main menu.
2. Select the below_search button.



3. Edit the information as required.
4. Press the **Publish** button.

Now go to your website and refresh the site to see your changes in place.



Manage menus


You are logged in as temp1@chisites.net [Logout](#)



Chameleon Content Management System



Home Pages **Menus** File Manager Site Parts Style Editor Site Settings [View Website](#)


Manage Menus







Add, Delete and Rearrange Menu buttons then click Save Changes

 Save Changes

Link Name: Link Page:  

 Add  Delete

 Menu

-  Home
-  About Us
-  Candidates
-  Clients
-  Vacancies
-  Contact Us

Edit existing menu titles and page links

1. Select and highlight the menu item you wish to delete by clicking it.
2. Edit the existing entry by editing the content in the text box as shown below.
3. Select the page to link from the drop down menu to the menu label.
4. Press the **Save** icon to update the menu.
5. Press the **Save Changes** button to save and publish the menu changes to your site.

Now go to your website and refresh the site to see your changes in place.

If you make a mistake DO NOT press the **Save Changes** button, simply press the **Menus** tab on the CMS main menu to reload the menu, this will load the menu to the last save point.

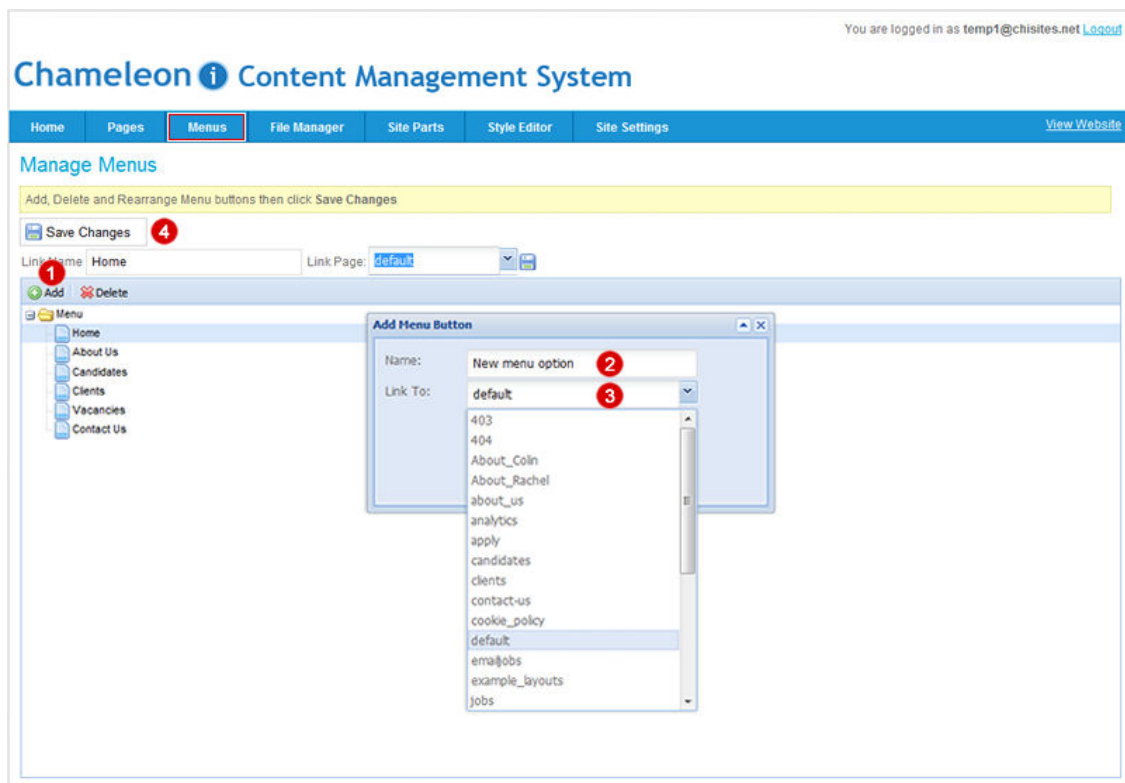
The screenshot displays the 'Chameleon Content Management System' interface. At the top, a navigation bar includes 'Home', 'Pages', 'Menus' (highlighted), 'File Manager', 'Site Parts', 'Style Editor', and 'Site Settings'. Below this, the 'Manage Menu' section contains a yellow instruction bar: 'Add, Delete and Rearrange Menu buttons then click Save Changes'. A 'Save Changes' button is located at the top left of the menu management area. The 'Link Name' field is set to 'Home', and the 'Link Page' dropdown menu is open, showing a list of pages including '403', '404', 'About_Colin', 'About_Rachel', 'about_us', 'analytics', 'apply', 'candidates', 'clients', 'contact-us', 'cookie_policy', 'default', 'emailjobs', 'example_layouts', and 'jobs'. A list of menu items is shown on the left, with 'Home' selected. Red numbered circles (1-5) indicate the steps for editing a menu item: 1 points to the 'Home' menu item, 2 points to the 'Link Name' field, 3 points to the 'Link Page' dropdown, 4 points to the 'Save' icon, and 5 points to the 'Save Changes' button.

Adding menu titles

1. Press the **Add** button.
2. On the popup enter the new Menu Name.
3. Select an option from the dropdown list the page you want to direct the user to on selecting the menu option and press the **Insert** button (hidden by the dropdown menu below).
4. Press the **Save Changes** button to save and publish the menu changes to your site.

Now go to your website and refresh the site to see your changes in place.

If you make a mistake DO NOT press the **Save Changes** button, simply press the **Menus** tab on the CMS main menu to reload the menu, this will load the menu to the last save point.

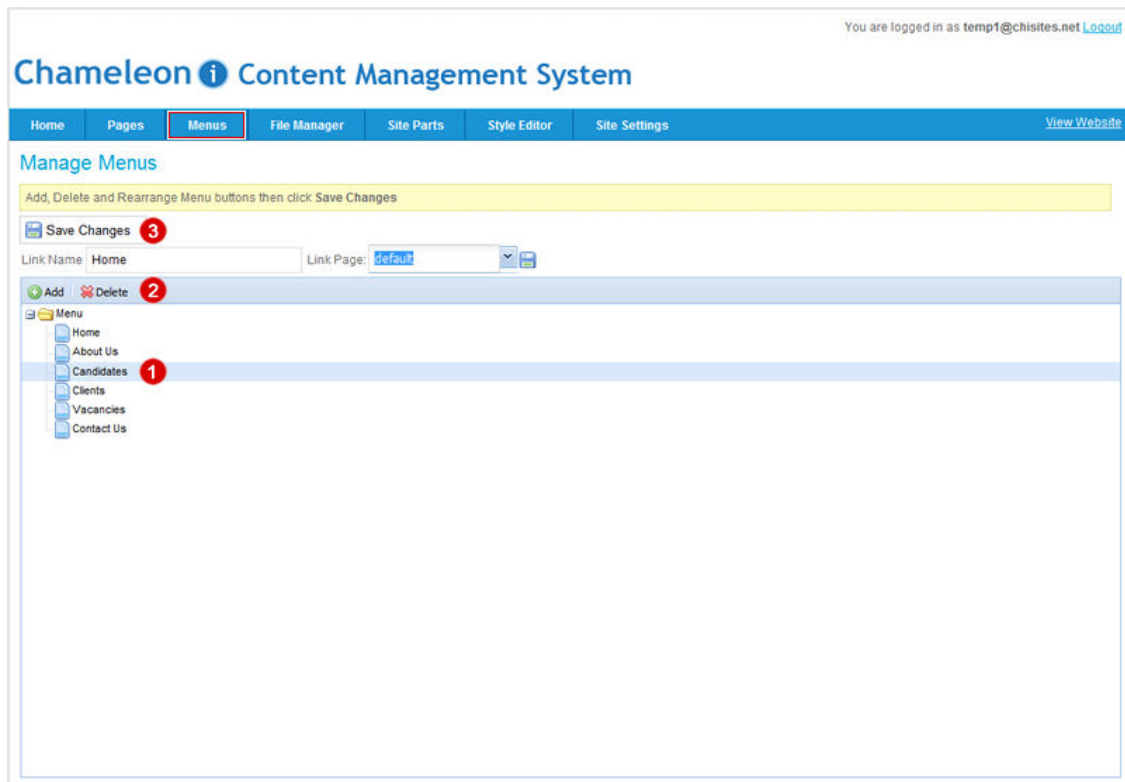


Deleting menu items

1. Select and highlight the menu option you wish to delete by clicking on it.
2. Press the **Delete** button.
3. Press the **Save Changes** button to save the menu changes.

Now go to your website and refresh the site to see your changes in place.

If you make a mistake DO NOT press the **Save Changes** button, simply press the **Menus** tab on the CMS main menu to reload the menu, this will load the menu to the last save point.



Editing your search engine using Tags

Location dropdown list

1. From within your Chameleon-i account go to **ADMIN** and select the **Tags** option.
 2. You will see Web Location populated in the Tier1 tags, highlight Web Location.
 3. On highlighting Web Location the demo Tier2 tags will be displayed.
- Double click on an existing Tier2 tag to edit it or enter a new tag in the input box (3).
4. Press the **Save** button to save and publish the new tags to the website search engine
 - 5).

The screenshot displays the 'Tags' management interface in the Chameleon-i system. At the top, a navigation bar includes links for Company, Addresses, Users, CMS, Import, Backups, **Tags** (highlighted with a red box and a red circle '1'), Lists, and News. Below this, a 'Close Form' button is visible. The main content area provides instructions on using the Tag Manager and mentions three tiers of tags. A table titled 'Tag Tier 1' lists various tags with checkboxes for Company, Client, Candidate, Vacancy, and Placement. The 'Web Location' tag is highlighted with a red box and a red circle '2'. Below this table, there are sections for 'Tag Tier 2' and 'Tag Tier 3'. The 'Tag Tier 2' section has a 'New' input field (highlighted with a red box and a red circle '3') and a 'Save' button (highlighted with a red circle '4'). The 'Tag Tier 2' list shows 'UK - North' and 'UK - South'. An arrow points from 'UK - North' to a 'Vacancy Search' modal window. This modal window has a 'Location' dropdown menu with 'All', 'UK - North' (highlighted with a red box and a red circle '5'), and 'UK - South'. Below the dropdown is a list of positions: 'All', 'Defender', 'Forward', and 'Goal Keeper'. At the bottom of the modal, there are checkboxes for 'Work Type': 'Permanent', 'Temporary', and 'Contract', along with a 'Search' button.

Tag	Company	Client	Candidate	Vacancy	Placement
Club Role	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jobs By Email	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
League Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Managerial Style	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal Attributes	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Player Type	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Web Expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Web Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Tag
UK - North
UK - South

Vacancy Search

Location

All
UK - North
UK - South

All
Defender
Forward
Goal Keeper

Work Type

☐ Permanent
☐ Temporary
☐ Contract

Search

Expertise Options

- 1. From within your Chameleon-i account go to **ADMIN** and select the **Tags** option.
 - 2. You will see Web Expertise populated in the Tier1 tags, highlight Web Expertise.
 - 3. On highlighting Web Expertise the demo Tier2 tags will be displayed.
- Double click on an existing Tier2 tag to edit it or enter a new tag in the input box (3).
- 4. Press the **Save** button to save and publish the new tags to the website search engine
 - (5).

Company | Addresses | Users | CMS | Import | Backups | **Tags** | Lists | News

1

Close Form

Use this Tag Manager to build load Tags into your system.

This manager supports three tiers of tags, you can use tier 1,2 or 3 to build whatever tag structure you wish.

For full information on what tags can do, and how to use them download the fact sheet [here](#)

Tag Tier 1

New

Save

Tag	Company	Client	Candidate	Vacancy	Placement
Club Role	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jobs By Email	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
League Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Managerial Style	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Personal Attributes	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Player Type	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Web Expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Web Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tag Tier 2

New

3Save

4

Tag

Defender

Forward

Goal Keeper

Midfield

Tag Tier 3

Tag

Vacancy Search

Location

All

Expertise

All

Defender

Forward

Goal Keeper

5

Work Type

☐ Permanent

☐ Temporary

☐ Contract

Search

Uploading a Favicon

What is a Favicon and why upload one.

A favicon (short for **Favorite icon**), also known as a shortcut icon, web site icon, URL icon, or bookmark icon, is a file containing small icons, most commonly 16×16 [pixels](#), associated with your website. You can create such an icon and install it into your Blueprint website.

Note browsers that provide favicon support typically display a page's favicon in the browser's [address bar](#) and next to the page's name in a list of [bookmarks](#). Browsers that support a [tabbed document interface](#) typically show a page's favicon next to the page's title on the tab, and [site-specific browsers](#) use the favicon as [desktop icon](#).

Creating a Favicon for your Blueprint website.

We have included a few links below to sites that will create a Favicon for you to upload, click one of the links to visit their site.

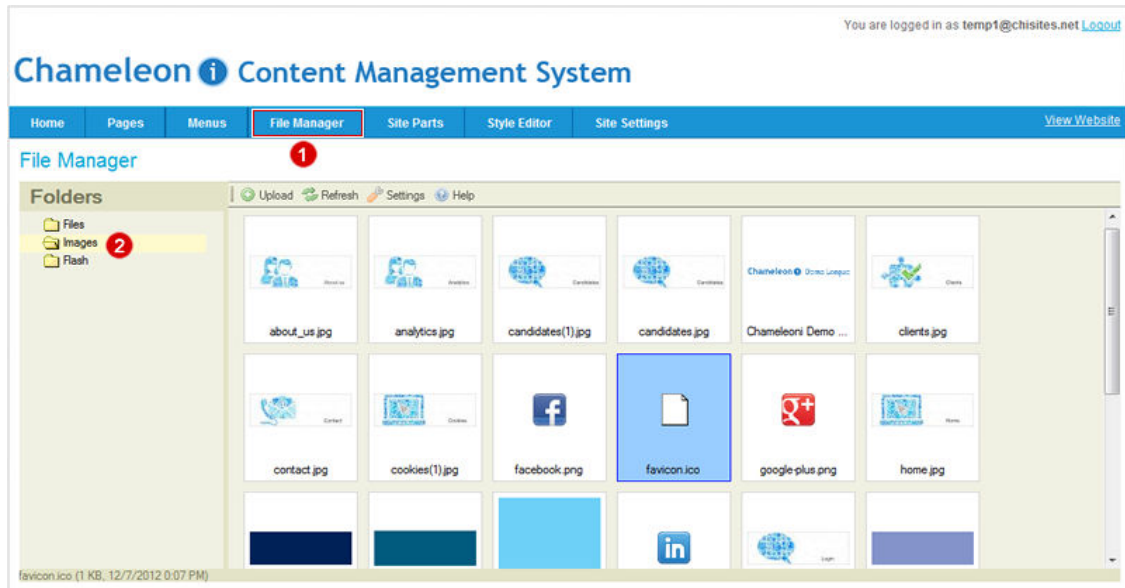
<http://www.favicon.co.uk/>

<http://www.favicon.cc/>

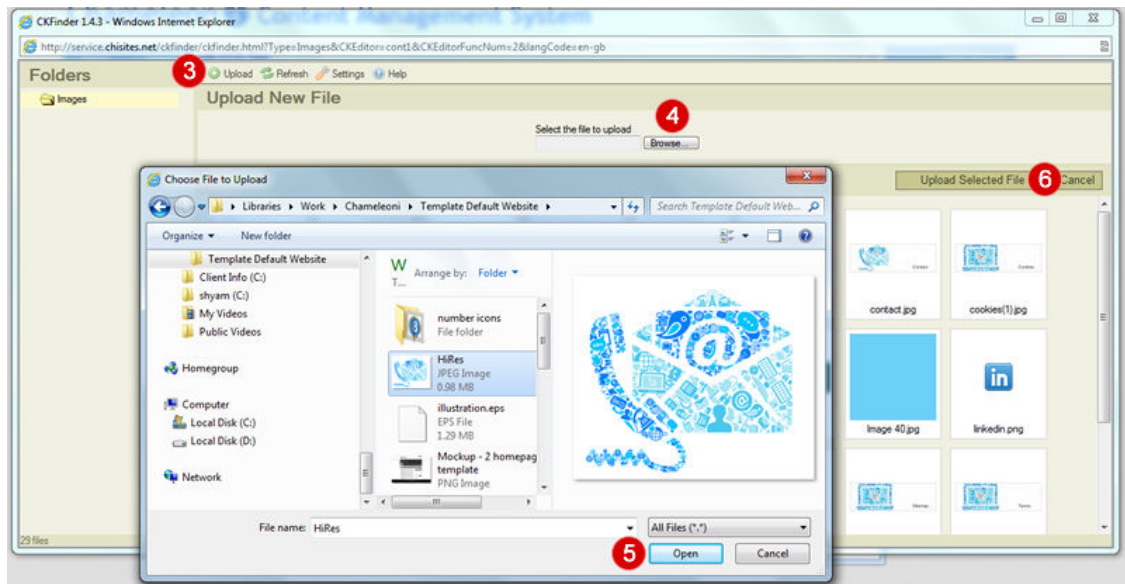
<http://tools.dynamicdrive.com/favicon/>

Uploading a Favicon to your site

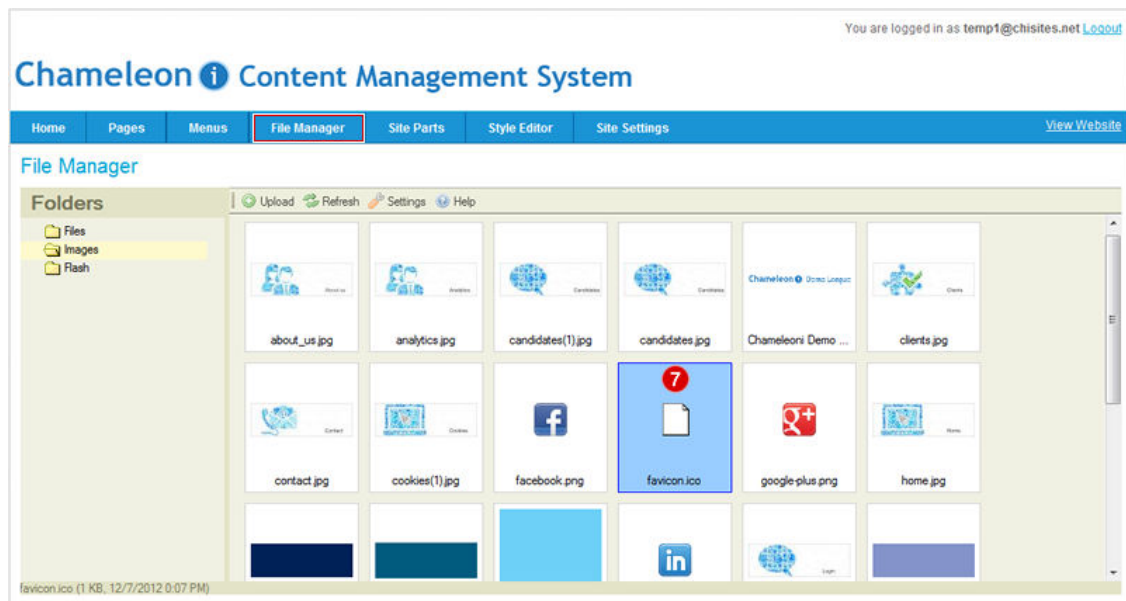
1. Select the **File Manager** tab on the CMS menu.
2. Select the Images folder



3. Click **Upload**.
4. Select **Browse** to select the file to upload.
5. Search and select your file press **Open**.
6. Press **Upload Selected File**.

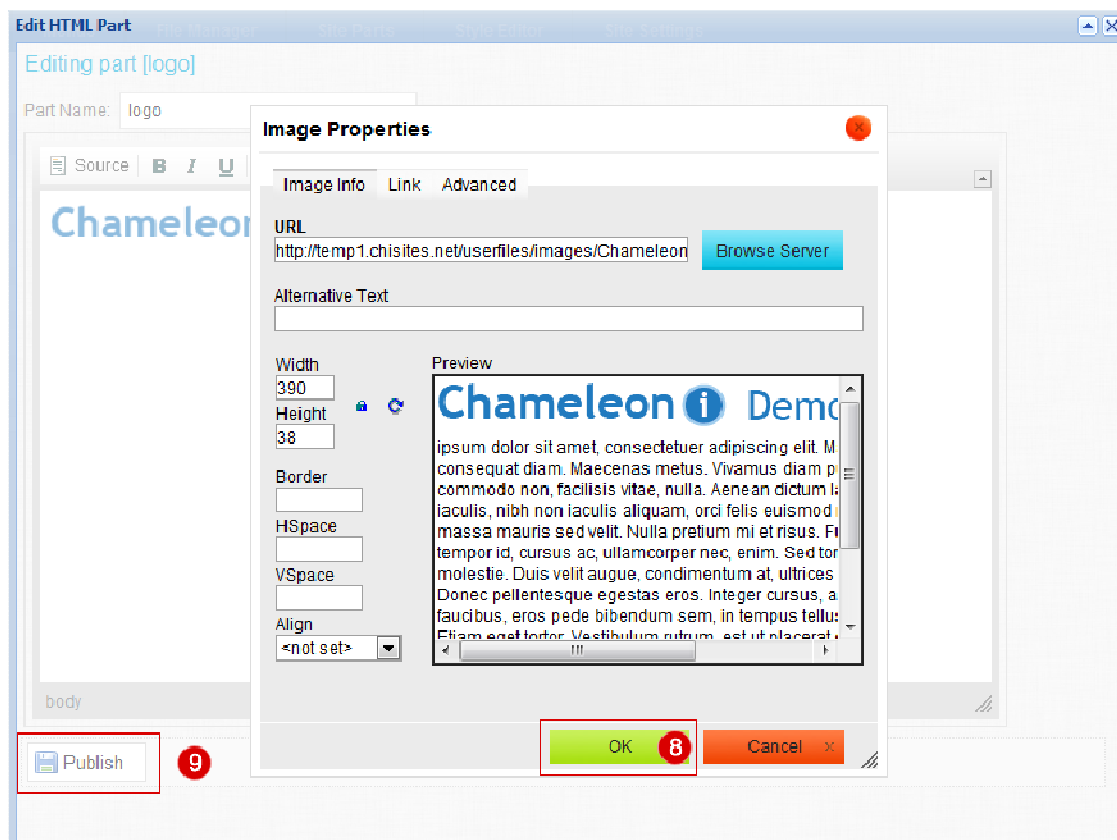


7. Select the image and double click on it.



8. Click OK.

9. Finally click the **Publish** button to save and publish the Favicon.



Email templates

How to edit the default templates

Please note you must have **ADMIN** rights within the Chameleon-i database to edit the default email templates generated for users of your website.

There are 3 email templates connected to your website that will automatically send confirmation emails to your candidates these are: -

- Email - Registration - confirms registration with your agency via your site
- Email - Application - confirms an application for a specific job via your site
- Email - Password Reminder - Sends a login password reminder to the candidate

1. From within your Chameleon-i account go to **ADMIN** and select the **CMS** option.
2. Select the template from the dropdown list
3. The template info will load in the HTML tab
4. This is the template name **DO NOT** change this or your email will stop working.
5. You can edit the subject line if you wish to personalise your message.

The screenshot shows the top navigation bar of the Chameleon-i CMS. The 'CMS' tab is highlighted with a red box and a red circle with the number 1. Below the navigation bar, a dropdown menu is open, showing 'Email - Application' selected, with a red circle and the number 2 next to it. Below the dropdown, there are five tabs: 'HTML Info' (with a red circle and the number 3), 'Content 1', 'Content 2', 'Content 3', and 'Content 4'.

Microsite: -

The screenshot shows the 'Company Details' form. The 'Page Name' field is filled with 'Email - Application' and has a red circle with the number 4 next to it. The 'Page Title' field is empty. The 'Email Subject' field is filled with 'Job Application' and has a red circle with the number 5 next to it. The 'Meta Key' field is empty. The 'Meta Description' field is a large text area that is currently empty.

6. To edit the email body select Content 1.
7. You can select a different Font, font size and text colour as required.
8. This is one of the placeholders used to populate the email with the candidates Christian name; you can substitute as required using alternative placeholders.
9. Edit the email content to reflect the message you wish to send to your candidate.
10. This placeholder will populate your registered company name.
11. Press the **Save** button to save your changes to the template.

Please DO NOT press the 'Save as New' button as this will create duplicate templates and will stop the emails being sent via the system.

Company | Addresses | Users | CMS | Import | Backups | Tags | Lists | News Close Form

Email - Application

HTML Info | Content 1 **6** | Content 2 | Content 3 | Content 4

Source | | Style | Format | Font **7** | Size |

Dear [[CandidateContact.Christian]], **8**

We have received your application for this position.

Should your application be successful for this role one of the team will contact you within 5 working days. **9**

Regards

[[FromClientCompany.Name]] **10**

Save **11** Save As New

Email and Alert Notifications

Please note you must have **ADMIN** rights within the Chameleon-i database to organise your candidate registrations and email notifications options.

There are 2 main areas to set up as detailed below: -

1. Select the Company tab within the ADMIN section of your Chameleon-i account.
2. Your Blueprint website enables you to organise your on-line registrations, you can select if you wish to have all registered candidates placed automatically into a basket for future reference by simply ticking the box indicated below.
3. Select the name of a consultant to send automated emails from or you can specify an alternative email address to send email notifications from.

The screenshot shows the Chameleon-i ADMIN interface for 'The Demo League'. The top navigation bar includes 'Company' (highlighted with a red box and number 1), 'Addresses', 'Users', 'CMS', 'Import', 'Backups', 'Tags', 'Lists', and 'News'. A 'Close Form' button is in the top right.

The main content area is divided into two sections:

- Company Details:** Contains fields for Name, Main Tel No, VAT No, Reg No, Invoice Contact, Invoice Email, IceTrak SMS Login, IceTrak SMS PW, TimeGenie Login, TimeGenie PW, WhyNotWork Login, WhyNotWork PW, Broadbean Login, Broadbean PW, Perm Inv. Prefix, Micro Site URL, and 'Regs to Basket' (checked, highlighted with a red box and number 2). Below these are fields for 'Copy all emails to', 'Vacancy default length (in Days)', and a dropdown for 'Microsite emails from' (highlighted with a red box and number 3). The dropdown shows 'David League' and 'Or from this address' with the value 'blueprint@abc.com'. Other dropdowns include 'Default new cand's to', 'Default msite cand's to', 'Default Arec cand's to', 'Default new clients to', 'Vacancy location type', and 'Vacancy State On CloseDate'. Checkboxes for 'Block Invoice Reminders' and 'Create Autorec cv update alerts' are at the bottom.
- Chameleon-i Options:** Contains a table with columns 'Qty', 'Service', and 'Total'. Below the table is a 'Logo' field with a 'Browse...' button. At the bottom is a 'Company Files (Terms of Business etc)' section with a 'Web Page' field and a 'Browse...' button.

4. Select the Users tab to select who should receive registration notifications.
5. Select the users that you wish to notify about candidate registrations, you can select multiple users to receive notification by simply ticking the box indicated below in their individual user setting.

Note that these notifications are for candidates who only register with your agency, candidates who apply will automatically be routed to the Vacancy owner for consideration.

Company | Addresses | **Users** | 4 | SMS | Import | Backups | Tags | Lists | News
Close Form

Select User To Edit: David League
David League
✕ 📄

Personal information		User Options		Personnel Doc's																															
Forename/Id	David 11518	Change Password	Select	Browse...																															
Surname	League	Set Access Hours	Select																																
Username	David	SMTP Send Mail Settings	Select																																
Mobile No		Aggregator Details	Select																																
Tel No		Exchange login details	Select																																
In/Outbound Email		Admin Tab	<input checked="" type="checkbox"/>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #e6f2ff;"> <th>Record</th> <th>Delete</th> <th>Re-Assign</th> </tr> </thead> <tbody> <tr><td>Company</td><td><input checked="" type="checkbox"/></td><td><input checked="" type="checkbox"/></td></tr> <tr><td>Candidate</td><td><input checked="" type="checkbox"/></td><td><input checked="" type="checkbox"/></td></tr> <tr><td>Client</td><td><input checked="" type="checkbox"/></td><td><input checked="" type="checkbox"/></td></tr> <tr><td>Vacancy</td><td><input checked="" type="checkbox"/></td><td><input checked="" type="checkbox"/></td></tr> <tr><td>Placement</td><td><input checked="" type="checkbox"/></td><td><input checked="" type="checkbox"/></td></tr> <tr><td>Note</td><td><input checked="" type="checkbox"/></td><td><input checked="" type="checkbox"/></td></tr> <tr><td>Email</td><td><input checked="" type="checkbox"/></td><td></td></tr> <tr><td>Shortlisted</td><td><input checked="" type="checkbox"/></td><td></td></tr> <tr><td>Attachment</td><td><input checked="" type="checkbox"/></td><td></td></tr> </tbody> </table>		Record	Delete	Re-Assign	Company	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Candidate	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Client	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Vacancy	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Placement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Note	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Email	<input checked="" type="checkbox"/>		Shortlisted	<input checked="" type="checkbox"/>		Attachment	<input checked="" type="checkbox"/>	
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Attachment	<input checked="" type="checkbox"/>																																		
Inbound Email 2		Own records only	<input type="checkbox"/>																																
Inbound Email 3		Show Archived records	<input type="checkbox"/>																																
Allowed IP's		See email from all users	<input type="checkbox"/>																																
Vacancy Value	0	Account Enabled	<input checked="" type="checkbox"/>																																
Placement Value	0	5 MS Notify	<input type="checkbox"/>																																
Job Title		Enable CV Editor	<input type="checkbox"/>																																
Division		Allow CSV Exports	<input checked="" type="checkbox"/>																																
Address	Cavendish House High Street Guildford Surrey GU1 3B Tel: 01483600370	Enable Chameleon Mobile	<input checked="" type="checkbox"/>																																
		Default New Client to Me	<input checked="" type="checkbox"/>																																
		Default New Vacancy to Me	<input checked="" type="checkbox"/>																																
		Show Alerts Popup	<input checked="" type="checkbox"/>																																
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		GMT Offset	18																																
		Cand Custom Col	Des Job T																																
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Registration and last login details

Registered on	25-May-12	
Last Updated on	04-Mar-13	
Last Logged in	19-Mar-13	1206
Last Online on	19-Mar-13	1320

Passport type photo of 100x120px

Browse...

Setting vacancies live on your website.

In order to have your vacancies searchable on your website you will need to ensure you have populated all the relevant fields as detailed below and set the 'Load on our website' tick box. Don't forget to assign the Expertise and Location tags so that the vacancy is associated with the correct search results.

The screenshot shows a web application interface for creating a new vacancy. The main form is titled 'DE9 - New Center back defender'. It is divided into several sections:

- Details:** Contains fields for Reference (DE9), Job Title (New Center back defender), Company (Manchester United), Client (Alex Ferguson Change), Education (None), Sector (Sector...), and a 'Load on to our website' checkbox (checked).
- Information:** Contains fields for Status (Live), Job Type (Permanent), Owner (David League), Vacancy ID (347413), Created (29-Jan-13), Last Updated (29-Jan-13), Closes On (18-Oct-12), Positions (1), Lost (0), Filled (0), and Remaining (1).
- Tag Management:** A sidebar on the right showing a tree of tags. The 'Vacancy Tags' section is expanded, showing 'Web Expertise' (checked) and 'Web Location' (checked). Under 'Web Expertise', 'Defender' is checked. Under 'Web Location', 'UK - North' is checked.
- Job Description:** A large text area containing the job description for a centre-back defender.
- Salary & Rates:** A section at the bottom with fields for Annual Salary (500000), Bonus (0), and Benefits Value (0). It also includes checkboxes for 'Include in fee calculation' and a 'Supress Salary & Rates Calculator' checkbox.

Numbered callouts (1-12) are placed throughout the form to highlight specific fields and sections:

- 1: Details tab
- 2: Reference field
- 3: Job Title field
- 4: 'Load on to our website' checkbox
- 5: Job Description field
- 6: Annual Salary field
- 7: Closes On field
- 8: Location field
- 9: Benefits field
- 10: Web Expertise tag
- 11: Web Location tag
- 12: Close Form button

1. Select the Details tab on the vacancy screen.
2. Set your Reference, this can be numbers, letters or a combination of both.
3. Detail the Job Title to best describe the role.
4. Tick the 'Load on to our website' tick box to select to advertise this roll.
5. Enter the full job description.
6. Enter the job pay rates/salary From. To. If you elect to not advertise pay rates then leave these fields empty, the site will display 'Negotiable' in its place

7. Specify the closing date for the vacancy. When the date is reached the vacancy will be removed from your site automatically. You can re-advertise the role again by extending the 'Closes on' date.

Note the vacancy record is NOT removed from your Chameleon-i account; it is only from the website search results.

8. This is not used on this website and should be used as an internal reference only.

9. If there are additional benefits for example Pension, Car etc. you can specify them here.

10. 'Web Expertise' select the tag(s) that you want the websites search function to associate the vacancy with. Select multiple tags if you want the vacancy displayed across multiple searches results.

11. 'Web Location' select the tag(s) that you want the website search function to associate the vacancy's location with. Select multiple tags if the vacancy is in multiple locations.

Don't forget to set these tags up before you start posting vacancies via ADMIN/TAGS. For more information on tags [click here](#).

12. Now press the **Save** button to create or save the changes to the vacancy record and review it via your website.

Setting the website live

Each Blueprint website will have a default URL; you will want to build your website while using this URL, as it will not be visible on the World Wide Web. Your site will have a URL that looks similar to this. Once you have finished customising your site you will need to make your website 'live' and visible. To do this you need to point your real website URL e.g. www.yourcompanyname.com at our servers. In order to do this the following 2 things need to change.

Updating Chameleon-i's records

You will need to tell us your domain details so we can update our servers to reflect your full website address. Simply email support@chameleoni.com with your full website URL (www.yourcompanyname.com), the temporary URL we gave (example) and your full name, company name and contact number and we will update our records to point at your URL.

DNS Changeover

Firstly you will need to know who your Internet Service Provider (ISP) is; this will usually be the company/website used to purchase your website URL e.g. www.yourcompanyname.com.

Remember not all ISP's offer the same service or functionality by default so you may need to check with your ISP that you can change your DNS setting via a control panel, if not they will be able to perform this update for you. As a general rule it is worth asking your ISP if they will make the changes on your behalf, as they are experts in dealing with this.

If they don't offer this service or you feel confident to make the changes yourself you will need to perform the following actions.

Login to your domain account's control panel via your ISP

1. Go to 'DNS Admin' or equivalent
2. You will need to change what are known as 'A' records ONLY. The boxes containing 'A' records contain numbers; this will be set to the ISP's default IP address.
3. Change the 'A' record for the box containing a star * to 109.228.33.18
4. Change the 'A' record for the box containing www to 109.228.33.18
5. Once changed, save the settings.
6. The DNS Changeover is now complete.

Note: - it can take up to 48 hours for these changes to propagate (depending on your ISP) across the internet, don't worry if you do not see instant changes. If after 48 hours you still see no change, please contact **your** ISP in the first instance to make sure that your requested changes have been effected by them.

If they have please contact our support team via the **Help** button.

Submitting your site to search engines

There are many products on-line that enable you to submit your site for indexing with search engines. There are many free submission products available on the internet; you can find these by simply searching on-line for 'Website submission tool' for example.

There are also many paid for services, be careful when selecting paid for services to understand exactly what you are buying.

We have partnered with Total SEO to take some of the guess work out if you wish to select a paid for service; they offer professional site submission and SEO services [click here](#) to find out more about their services.

We would strongly recommend that you take the time to make sure that your site has been listed on Google and Bing.

Setting up a sitemap

Sitemaps allow you to inform search engines about URLs on your website that are available for crawling. A Sitemap is an [XML](#) file that lists the URLs for your site. It allows webmasters to include additional information about each URL: when it was last updated, how often it changes, and how important it is in relation to other URLs in the site. This allows search engines to crawl the site more intelligently - they like this.

There are many free sitemap generator products available on the internet you can find these by simply searching on-line for 'Sitemap generators' for example.