



GROUNDWORK

WEBSITE MANUAL

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GROUNDWORK



GREEN
DOCTOR

INTRODUCTION

The Groundwork website was created by the Groundwork Website Development team. Members of this team communications colleagues from across the Federation.

The site was built by charity website specialists Fat Beehive in the summer of 2019. In 2021 the contract to support and develop the site moved to Wholegrain Digital.

The contract with Wholegrain Digital is managed by Groundwork UK.

Powered by WordPress

The website is powered by a customised version of the WordPress Content Management System (CMS).

WordPress is the CMS used by over a third of websites on the web today, so you might already be familiar with it. If you haven't used WordPress before you will find lot's of helpful information and guides online in addition to this manual.

Pages and Posts

Generally speaking the website works like any WordPress website and has two main page types: Pages and Posts.

Most content on the site is created using Pages. Special types of content, like job adverts, are added using types of Post.

Pages are also used to create and edit Trust minisites.

The site uses the Gutenberg editor

Most of the website uses the Gutenberg editor to add content to the Groundwork website.

Gutenberg became the default editor for WordPress after it replaced the Classic editor back in 2018.

It introduced the approach of using blocks of content that you can drag and drop where you want them, making it much more flexible than the Classic editor.

Except where it doesn't

The website was originally built using the Classic editor and some older pages are still using the old editor. The good news is that you can still edit these pages in their current form and it's also easy to convert them to Gutenberg if you want more flexibility.

Some specific types of content, like job adverts, still use the old editor too.

For help with the site contact Groundwork UK:
websupport@groundwork.org.uk

KEY INFORMATION

Logging into the site

Getting an account

To edit the site you need to be set up with an Editor or Author account.

If your Trust has an Editor set up already they can add you as a user. If there is no active Editor set up for your Trust, please contact Groundwork UK and we'll set one up for you.

It's usually best to manually create a password for your user and then send it to them using your normal email. This avoids spam blockers from potentially filtering out the invite email.

Types of user

Several types of user are available, which provide different levels of access.

Most people creating content for the website are have Editor permissions, but there are some other options.

Editor: Somebody who can publish and manage posts including the posts of other users. There should be at least one Editor per Trust, ideally two.

Author: Somebody who can publish and manage their own posts. Most other users at Trusts should be Authors.

Contributor: Somebody who can write and manage their own posts but cannot publish them. This role is ideal for individuals whose work needs to be checked before it is published, for example volunteers who are helping on your site.

Welsh Editors: To add content in Welsh you need additional permissions. Please contact Groundwork UK so we can get this set up for you.

Logging in

To log into the site go to:

<https://groundwork.org.uk/wp-admin>

Enter your username or email address and your password.

Password reset

If you have forgotten your password please go to the login screen at <https://groundwork.org.uk/wp-admin> and click on the 'Lost your password' link under the login boxes. Enter your email address or username and hit the 'Get new password' button. You'll be sent an email that allows you to reset your password. If the email doesn't arrive after a short while, then please check your junk folders and spam filters. If that doesn't work then ask an Editor to manually send you a new password.



Username or Email Address

Password

Remember Me [Log In](#)

[Lost your password?](#)

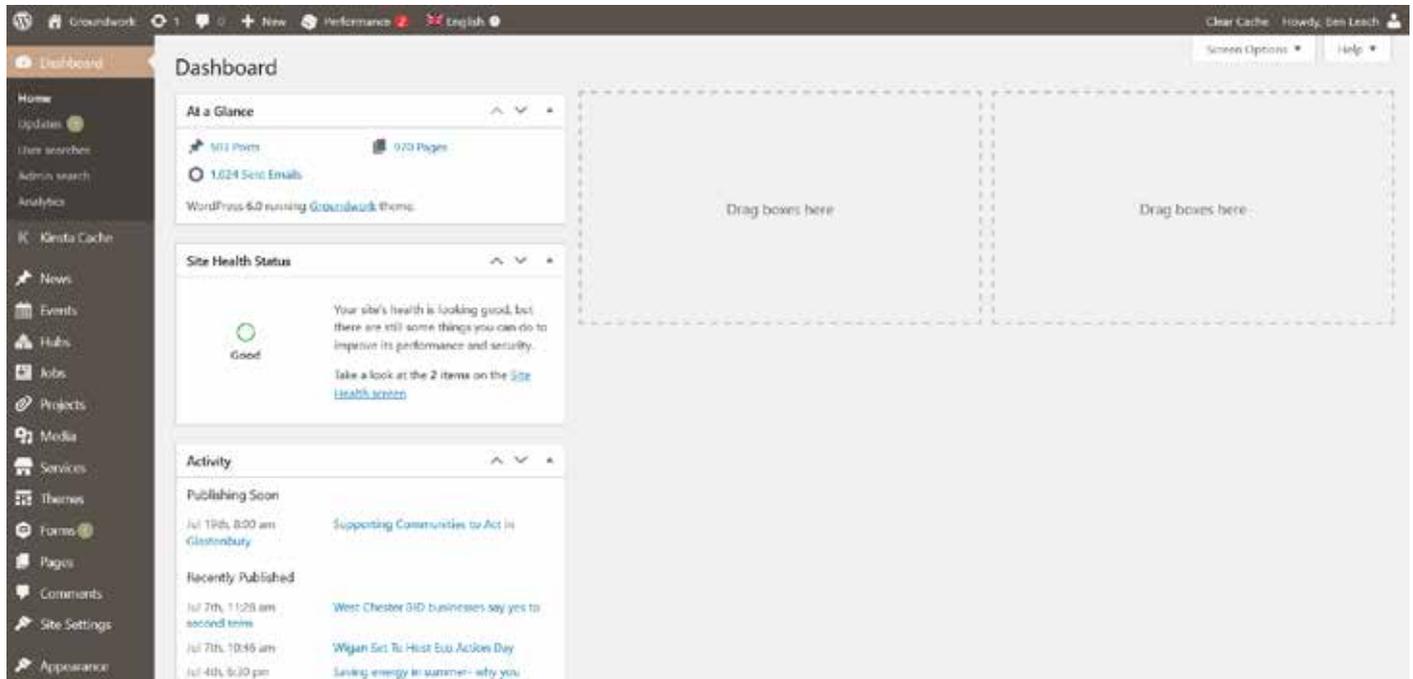
[Go to Groundwork](#)

[Privacy](#)

Finding your way around

Once you are logged in the first thing you'll see is the dashboard. It will look similar to the screenshot below, but exactly what is displayed will vary based on what editor permissions you have.

The most important part for you is the toolbar on the left.



The toolbar

The items you need to use on this toolbar are:

Jobs

Used to advertise job vacancies.

Media

To view and manage images and files uploaded to the media library.

Forms

For creating web forms, setting up confirmation and notification emails and viewing and downloading responses to forms.

Pages

Pages are the workhorse content type for the website and you'll use this section most.

Users

Used when you need to add, edit or remove editors for the website.

Hubs

This is a quick link to editing the homepages of Trust minisite.



Note: Some options on this list are obsolete so you can ignore them. This includes: news, events, projects, services and themes.

PUBLISHING AND DELETING

Publishing content

The Publish panel, found on the sidebar of Pages and Posts that you are editing, allows you to control when and how your content is published.

Save draft and Preview buttons

These buttons appear on pages that have not been published yet. They allow you to save the work you have done on a page and preview your progress.

Publish

To publish a page click on the Publish button, this makes the page public and live.

Schedule the page to publish later

To set the page to publish at a specific time instead:

- In the Classic editor, click on edit next to 'publish immediately' and change it to the date or time that you want.
- In the Gutenberg editor, click on the date and change it to the date or time that you want.

Set the page visibility

By default published pages are visible to everyone, but you can change this.

- Public pages: can be viewed by anyone
- Password protected: add a password that is needed before the page can be viewed.
- Private: this hides the page completely and it can only be viewed if you are a logged in website editor.

To change the visibility:

- In the Classic editor, click on edit next to 'visibility' and change it to the visibility that you want.
- In the Gutenberg editor, click on 'visibility' and change it to the one that you want.

The Publish menu in the Classic editor

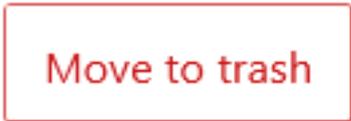


The Publish menu in the Gutenberg editor



Deleting and restoring content

To delete a page or post, move it to the trash. This deactivates the page and moves it to the trash folder.

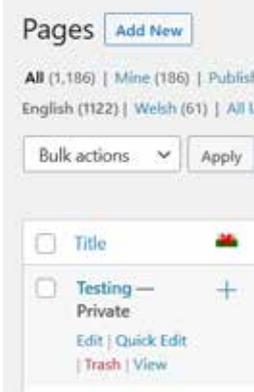


From the page

You can send the page to the trash from the page itself. Click on the 'Move to trash' button on the sidebar.

From the page listing

You can also delete the page by hovering over it on the listing page and clicking on 'trash'.

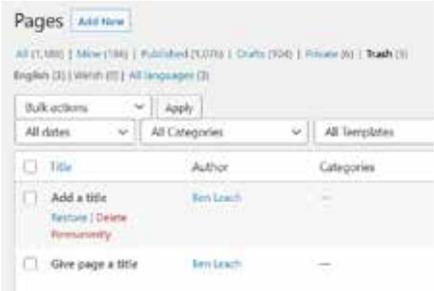


Restore a page from the trash

By default, you can't see pages that have been sent to the trash. To show them, click on the 'trash' link found at the top of the listing page. To restore a page, hover over it and click on 'restore'. This makes it active again so you can edit and re-publish it.

Delete a page permanently

To delete a page permanently you need to find it in the trash folder. By default, you can't see pages that have been sent to the trash. To show them, click on the 'trash' link found at the top of the listing page. To permanently delete a page, hover over it and click on 'permanently delete'.



WORKING WITH IMAGES AND DOCUMENTS

The media centre

Media files, such as images and PDFs, that are uploaded to the site are managed through the media centre.

Tagging and finding your documents and images

When you are adding new documents or images it's a good idea to tick the categories that will help you find it again. Trust me, you'll thank yourself later!

You can categorise your media items by which hub they have been uploaded to. This makes it easy to find pictures related to your Trust. It is also useful for other users. For example, if they spot a useful photo they know who to ask permission from to use it.

You can also categorise them by the theme they relate to and specific type of media it is (such as logos or icons).

Finding your images and files

You can use the dropdown menus at the top of the media library to filter by type of content (image or file), date uploaded and by category (as long as the image was tagged correctly when it was uploaded).

For more information about files see the File and Image block sections later in this guide.

Images

Poorly prepared images are the main reason that a page loads slowly, especially on pages with a lot of images. On the other hand images that are too small, in the wrong ratio or low resolution will look pixelated, stretched or break the layout of the page.

If you take nothing else from this guide, please remember to take a few minutes to **optimise your images before you upload them.**

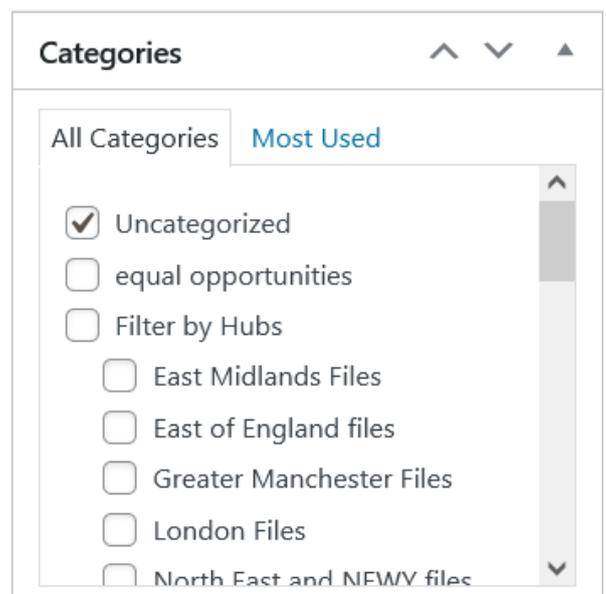


Image checklist



1

Suitability

Do you have permission to use the image? Is it high enough quality? Does it represent Groundwork well? Is an image the best way to display this information? Is it the right aspect ratio for the space?

2

Size

Crop the image to the correct size for where it is being used. There is no point uploading a huge image if it will never be shown at that size.

3

File size

Optimise the image. At the sizes most web images are displayed there is usually no need to show them at their highest quality and it's safe to compress the image without the loss of quality being visible to the user. It's often safe to reduce the quality of a JPEG image to 50 - 70% without there being any visible difference. PNG's are better for simple images like logos and JPEGs are better for photographs. Choosing the best format can have a big impact on the size of the file.

4

Accessibility

Have you added alt tags to describe the image? This helps people with visual impairments that are using screen readers and also helps with SEO.

Image Tips

Image use permission

Never upload an image unless you are certain 'Groundwork' as a whole has permission to do so. This is a shared website so permission forms that grant permission just to your Trust do not cover the website. We have had problems in the past with users taking images from other organisations' websites without permission, please don't do this as it causes problems and potential legal issues.

Avoid stock images

Although it's unavoidable sometimes, it is best to avoid stock images wherever possible. Groundwork's strength is through it's delivery of real, practical activity. Stock images rarely represent our beneficiaries well and generic stock images often undermine our authenticity.

Never use images to replace text

Adding an image, such as an event flyer, onto a page instead of text means that it can't be accessed by users with visual impairments, crawled by search engines or easily printed. If you do upload something like an event flyer also include the key information as proper HTML text.

Always add alt tags

Alt tags make images accessible to people with visual impairments and also make them understandable to search engines. It takes moments, is the right thing to do morally (our mission is to improve equality), helps many of your users and also helps your content to be found.

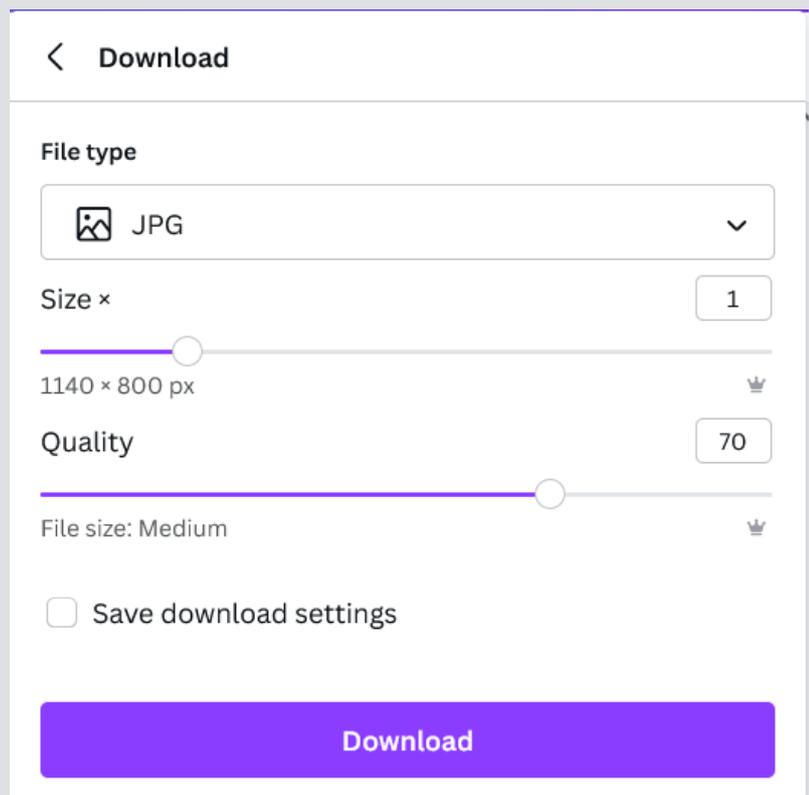
Image optimisation

Even if you don't have Photoshop, there are plenty of free tools you can use to get your image ready for the website.

A good option is Canva as it gives you a lot of control and you can create a personal account for free. www.canva.com.

Create a new design at the size you want, upload the image you want to use and position it as you want. Click share and choose download. Pick the best file type - jpeg is usually best for photos and png is usually best for simple designs like logos. For jpegs reduce the quality to about 60-70% as it will reduce the file size a lot and a user won't notice the quality reduction anyway.

Screenshot of Canva download wizard:



The screenshot shows the Canva download wizard interface. At the top, there is a back arrow and the word "Download". Below this, the "File type" is set to "JPG". The "Size" is set to "1" with a slider below it showing "1140 x 800 px". The "Quality" is set to "70" with a slider below it showing "File size: Medium". There is a checkbox for "Save download settings" which is currently unchecked. At the bottom, there is a large blue "Download" button.

Adding alt text

Many of our funders require our websites to meet web accessibility standards, usually WCAG 2.1 AA. One of the things we need to do to achieve this standard is to tag all of our images with alt tags to help people using screen readers to understand what the image is. It's also the right thing to do and helps us with SEO too.

Adding an alt tag is easy and quick. Simply select the image and type the description into the alt text box on the sidebar. Good alt text should:

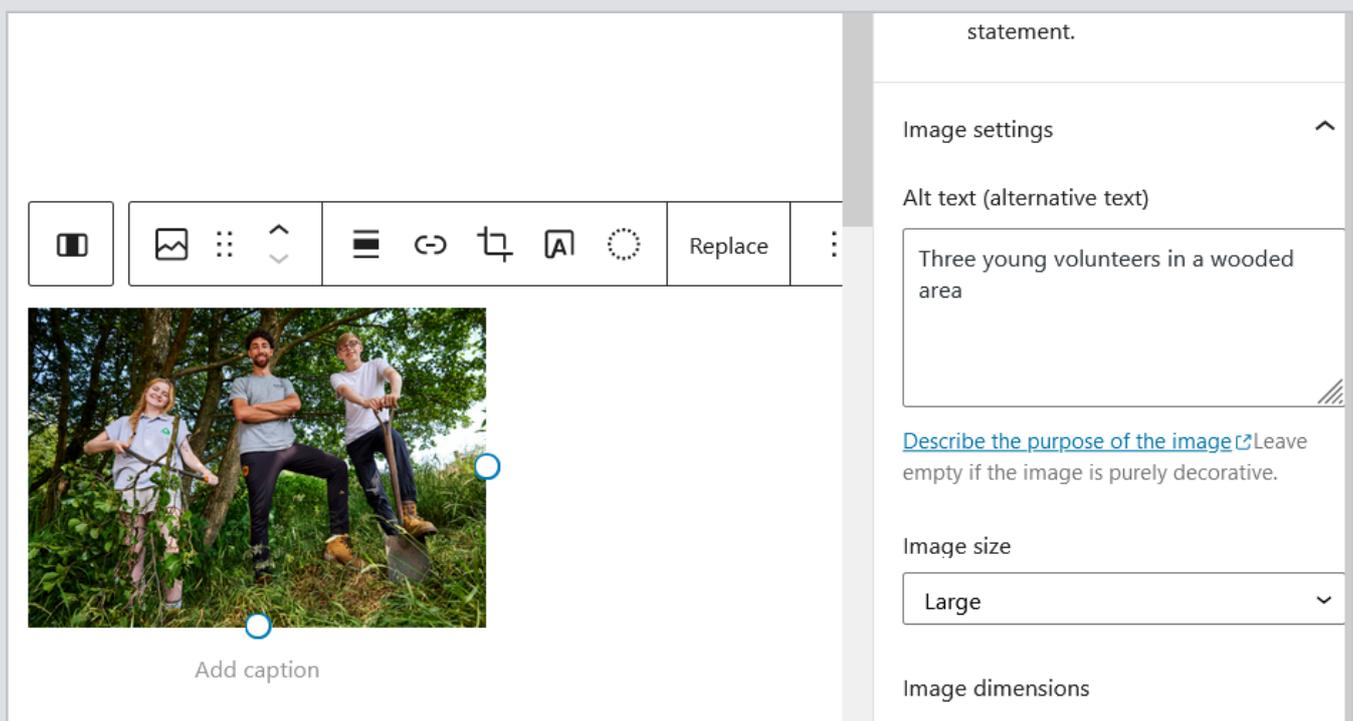
- be short and specific
- include any words on the image itself
- not include the words 'picture of' or 'image of'
- not repeat what is already on the page

For more information, this is a great short read:

<https://supercooldesign.co.uk/blog/how-to-write-good-alt-text>

It's also important to note that **alt tags and captions are not the same**. You still need to add alt text even if you've added a caption.

An example of an image with alt text added:



The screenshot displays a CMS interface for editing an image. On the left, a toolbar contains icons for gallery view, image selection, zoom, crop, alt text, and replace. Below the toolbar is a photograph of three young volunteers in a wooded area. A blue circle highlights the 'Add caption' button below the image. On the right, a sidebar shows the 'Image settings' panel. The 'Alt text (alternative text)' field is populated with the text: 'Three young volunteers in a wooded area'. Below this field, a link reads 'Describe the purpose of the image' followed by a note: 'Leave empty if the image is purely decorative.' The 'Image size' dropdown is set to 'Large'.

Image sizes

There are no real limitations on the size and shape of the images that you use. It is useful to have some standard sizes though, to help you keep your pages looking consistent and neat.

The **only exception to this is cover photos**, such as the one found on your homepage - this must be at least 1900 pixels wide.

You can use whatever sizes you like, but the sizes that we recommend are:

1900 pixels wide by 1080 pixels tall

Used for cover photos for example at the top of your homepage.



1180 pixels wide by 800 pixels tall

Used for images in columns, such as when used in card layouts.



Heading 2

Lorem ipsum dolor sit amet.



Heading 2

Lorem ipsum dolor sit amet.



Heading 2

Lorem ipsum dolor sit amet.

500 pixels square

Used for blocks inline with text.

Example block

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam at dolor eu. Quisque vehicula, nulla et convallis lacus, nulla quam fermentum ante, in nullam tristique magna tortor. Etiam tempor eros egestas. Cras nec blandit massa, et vestibulum augur. Maecenas diam non, dignissim quis justo vel, interdum lacinia tortor. Sed ac enim, suscipit non lectus et amet, auctor viverra orci. Suspendisse condimentum ante mi, ut interdum, nisl leo. Nulla vitae, integer elementum nisl, nisl. Suspendisse cursus eros nisl, ut amet venenat ipsum ante. Nam a hendrerit metus.

Quisque vehicula, nulla et convallis lacus, nulla quam fermentum ante, in nullam tristique magna tortor. Etiam tempor eros egestas. Cras nec blandit massa, et vestibulum augur. Maecenas diam non, dignissim quis justo vel, interdum lacinia tortor. Sed ac enim, suscipit non lectus et amet, auctor viverra orci. Suspendisse condimentum ante mi, ut interdum, nisl leo. Nulla vitae.

WUTON



Green Doctor London

General information about documents

Documents are usually added to the site using the 'File' Gutenberg block (see the Gutenberg section for more information). They are managed in the media centre in the same way as images.

Tips

- As with images, it's a good idea to use categories to help you find your files again later.
- Watch out for special characters in your filename as it can cause problems when you upload it to websites. A common problem is including the ampersand (&) symbol in the filename.
- Deleting a file from WordPress **doesn't delete it from the server**. That means that if someone has the link to the file they can still view it. If you really need a document to be totally gone then we have to get the website company to manually delete it.



EDITING WITH GUTENBERG

Gutenberg vs Classic editor

You will encounter two types of page editor on our website. The old 'Classic' editor and the new 'Gutenberg' editor now used by WordPress.

The site was originally built using the Classic editor so you will find lots of pages that still use it. New content should be added using the Gutenberg editor.

Upgrading a page to Gutenberg

It is easy to upgrade a page from Classic to Gutenberg.

To switch a page to Gutenberg, you just need to change the page template. Templates are found in the 'Page Attributes' panel on the right sidebar.

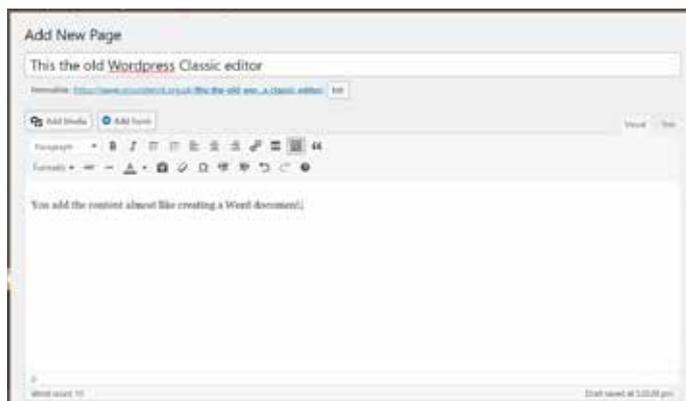
Select the 'Gutenberg Enabled' template and then save the page. The page will now switch to the Gutenberg editor.

If you have existing content on the page you will get an option to convert that content to Gutenberg blocks if you click on it. I recommend doing this now then saving the page.

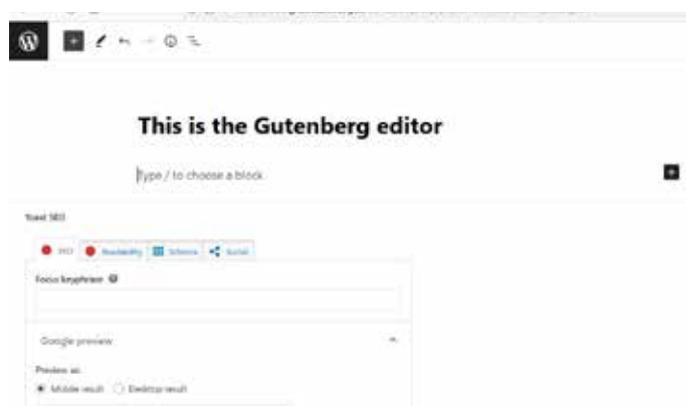
Watch out for content in Flexible Components

When the website was built we could add content in sections with a specific style using 'Flexible Components'. Because this was a custom feature of our website, this content does not convert across to Gutenberg so you'll need to recreate that content using blocks manually.

WordPress classic editor



WordPress Gutenberg editor



Switching template

Page Attributes

Parent

(no parent)

Template

Gutenberg Enabled

Converting to blocks



Why can't I use Gutenberg on some pages?

There are two types of content on WordPress websites: **Posts** and **Pages**. WordPress began as a blogging tool and Posts were the blog posts. Pages came later and are more like standard web pages.

When our site was built some custom Post types were created for news articles, event listings, projects, job adverts and services. Since 2022 these Post types, **apart from job adverts**, are obsolete but you might find old content still using them. On our website, **Posts are not compatible with Gutenberg** which is why it's not an option for content that was added using one of these.



Gutenberg fundamentals

Gutenberg pages are built out of Gutenberg blocks. These blocks are flexible chunks of content that make it easy to customise the layout of your page and to change it later.

Blocks can be dragged into new places, some can be placed inside each other to create layouts and you can add to and rearrange your content with ease.

Getting started

Gutenberg only works on Pages, not Posts, so if you want to use it you need to create a new page or convert an existing page.

Watch the video guide:

1. Go to the Pages menu on the left hand tool bar
2. Click on 'Add new page'
3. Give the page a title
4. Go to the Page Attributes on the sidebar and change the template to 'Gutenberg Enabled'
5. Either save the page as a draft or publish it to confirm the change of template.
6. The page will refresh and show the Gutenberg editor.

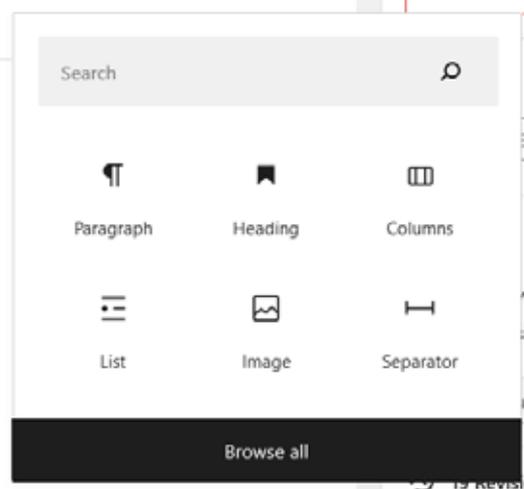
Adding blocks

To add a new block click on the plus symbol. This can be found on the top menu bar, or by hovering between two blocks, or below the last block on the page.

Pressing the enter key in a block also adds a new block below the block you are already working on.

By default, clicking the plus icon shows you the most recently used blocks, but you can expand it to show more by clicking on the 'Browse all' link.

You can also search for the block you need using the search box.



1

HEADING 2 (H2)

This is a paragraph block.

This is a paragraph block.

This is a paragraph block.

Button

2



3

4

5

6

HEADING (H2)

7

8



HEADING (H3)

This is a paragraph block.

This is a paragraph block.

9

Gutenberg illustration

1. Group block

A group has been created to give a different background colour to the content within it.

2. Column block

To make the page more interesting this section has been split into two columns using the column block.

3. Heading blocks

To make the content easier to read, heading blocks have been added, in these cases the H2 heading.

4. Paragraph block

Normal text goes in paragraph blocks, a new block is created for each paragraph.

5. Button block

A link has been added using a button block.

6. Image block

An image has been added using an image block.

7. Another column block

This time the columns have been added without putting them inside of a group.

8. YouTube block

A film has been embedded using the YouTube block.

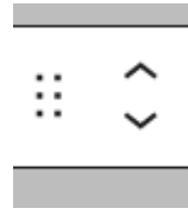
9. Heading block

A smaller H3 heading has been used here.

Managing blocks: moving and deleting

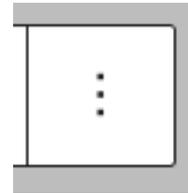
Moving a block:

1. Select the block that you want to move
2. Use the up/down arrows to move the block up or down the page
3. Or use your mouse to grab the 6 dots arranged in a rectangle to drag the block to where you want it to move to.



Deleting a block:

1. Select the block that you want to delete
2. Click the three dots found at the right of the block's toolbar.
3. Chooses the delete option from the dropdown menu.



Adding headings

Headings make text easier to read, improve the accessibility of your page, and also help search engines to identify what your page is about.

To add a heading:

1. Select the Heading block
2. Type your heading text
3. Choose the heading level that you want to use
4. Use the block's toolbar to format the heading if needed



The heading you choose should relate to the importance of the heading in relation to others on the page. A H2 heading is for the most important heading(s) on the page, then H3, then H4, and so on. There should only be one H1 heading on a page and this is already provided by the title.

The heirarchy of your headings could work something like this (although it is usually simpler):

- H2
 - H3
 - H3
- H2
 - H3
 - H4
 - H4
- H3
- H2

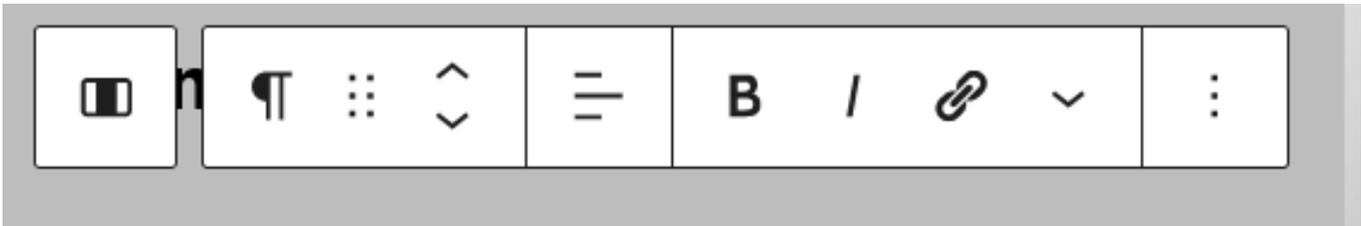
Which looks like this:



Adding text: Using the paragraph block

Standard text is added using the paragraph block.

The paragraph block is the default block, so whenever you add a new block you can just start typing in text and it will add it as a paragraph block. You can style the text that you are adding using the toolbar that appears when you are editing the block. It works in a similar way to editing text in a word processor like Microsoft Word.



You can get more editing options, such as subscript and superscript, by clicking on the down arrow.

Clicking on the three dots gives you extra options, including the option to delete the block.



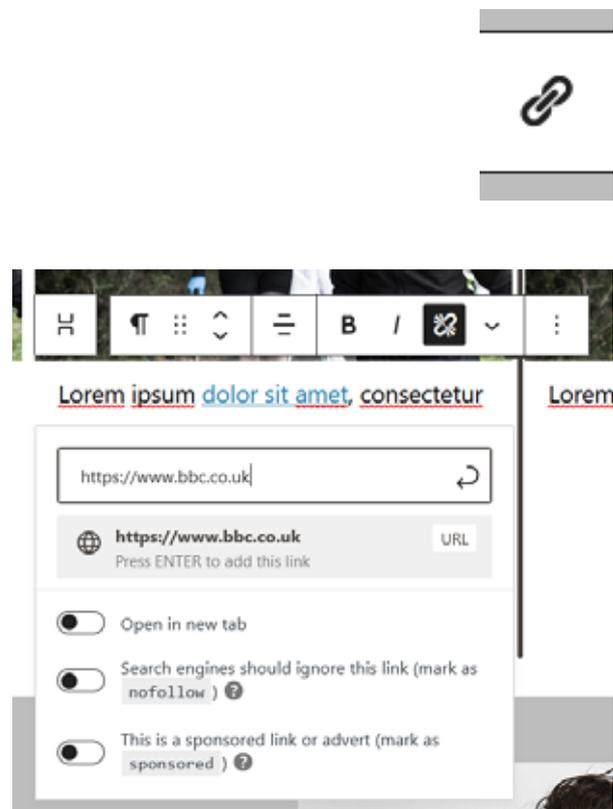
Hyperlinks

Links to other pages and websites can be added to text blocks.

1. Highlight the text that you want to use as the link.
2. Click on the link icon.
3. Use the wizard to search for the page you want to link to or paste in the web address of an external page you want to link to.
4. Select the item you want by clicking on it

To **remove a link**, click on it to select it then click on the link icon.

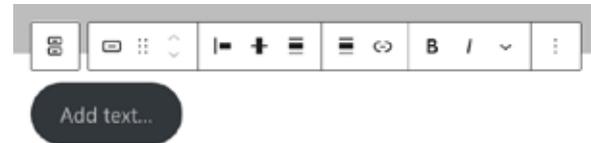
To **edit a link**, click on it to select it, then click on the pencil icon.



Buttons

You can draw attention to links by placing them in a button block.

1. To add a button, start by adding a button block.
2. Click on the button to add the text that you want to display on it.
3. Click on the link icon to add your link.



Buttons

Lists: bullets and numbered lists

There is a separate block that you need to use if you want to add lists.

1. To add a list, start by adding a List block.
2. Decide the type of list you want: either bullets or numbers.
3. Start typing to add the first list item, press enter to add another item.



List

File block: attaching PDFs and Documents

You use the File block to add a downloadable file to a page.

1. To add a downloadable file, start by adding a File block.
2. Either upload a new file or select a file that has already been uploaded to the media library.
3. It will show you a preview of the file but this won't be visible on the published version of the page.
4. You can edit the link text and what appears on the download button by clicking on it.

[You can change the link text](#)

[You can change this too](#)



File

Avoid special characters in your filenames as that can stop the file working on the website (for example the '&' symbol often causes problems).

The following file types can be uploaded:

- Documents: .pdf, .doc, .ppt, .pptx, .pps, .ppsx, .odt, .xls, .xlsx, .psd
- Images: .jpg, .jpeg, .png, .gif, .ico
- You can also upload some video and audio files but this only lets the user download them, not play them on the site. There is a different block for that.

Image block types

Before you add an image using Gutenberg please read the general guide to working with images that is found earlier in this document.

Gutenberg has different image blocks, each designed for specific jobs: the image block, the media & text block, the gallery block, and the cover block.

The image block

The image block allows you to place images on your page.

1. Choose the image block.
2. Upload the image you want or select an image from the library.
3. Ensure there is alt text on the image, the file size is small and the image is the right size.
4. Click 'select'
5. Make sure the image is where you want it and then adjust the alignment using the toolbar.
6. Add a caption if you want one.

Note: The image block doesn't work well with text that is aligned to the left or right of it. To get that effect you need the media & text block.



The media & text block

Use this block to place media and text side-by-side.

1. Choose the media & text block.
2. Upload the image you want or select an image from the library for the media column, in the same way that you would for a normal image block.
3. Add text to the text column.
4. Choose the layout you want for the block (e.g. text to the right or text to the left) using the icons on the block tool bar.



Media & Text



An example of the media & text block in use:



Heading

Paragraph of text.

Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet consectetur adipiscing elit.

BUTTON

The gallery block

Use the gallery block when you want to display a large number of images at once.



1. Choose the gallery block.
2. Upload several images that you want or select a number of images from the library.
3. Click 'create new gallery'.
4. Drag the images into the order you want to display them in.
5. Click 'insert gallery'.
6. You can then adjust how the gallery displays using the column options on the sidebar menu for the block.

To add to the gallery you need to select it, then click the 'add' button. You can remove images by selecting them individually and pressing the delete key.

The cover block

The cover block combines an image with overlaid text. It can be a create introduction for a page or an attractive way to break up a wall of text.



1. Choose the cover block.
2. Upload an image or select an image from the library. Larger images work best, at least 800 and bigger usually being better. (With these larger images it's even more important to optimise the image to reduce the file size before you upload it. If you don't your page will load slowly and be penalised by search engines.)
3. Add text where it says 'add title'. (This can sometimes be a little hard to see depending on the colour contrast with your image). You can also leave it blank if you don't want to display any text. Sometimes there is a lag while WordPress figures out the best text colour. If you publish / update the page, then refresh it then it usually figures it out. You can also change the text colour manually if the contrast is not high enough.
4. You can also add headings, paragraphs and buttons if you wish.
5. Use the block's toolbar to decide how you want the block to display: 'wide width' or 'full width' tend to look best.
6. You can set where the content is positioned over the image using the 'change content position' icon on the block's toolbar.
7. The block's sidebar menu also has an option to drag the focus point of the image, so you can make sure the most interesting part is showing.
8. You can adjust the opacity and colour of the overlay too using the same menu.
9. Switching on the 'fixed background' toggle creates a nice parallax effect.



See the video on the next page for an example.

The quote block

You can use the quote block to make quotes stand out on your page.



1. Choose the quote block.
2. Enter the text for the quote.
3. Add a citation if needed.

Adding video

Video shouldn't be uploaded to the website directly. Upload your video to your YouTube channel instead, then embed it on the website using the YouTube block.



YouTube

1. Choose the YouTube block.
2. Paste in the web address for the YouTube video that you want to feature.
3. Adjust the alignment if you want to.

By default the 'resize for small screens' toggle found on the block's sidebar menu is switched on. **Turn this off.**

It interferes with the design of our pages and causes layout problems if you leave it on.

Set the 'resize for smaller devices' toggle to off:

Media settings

Resize for smaller devices

This embed may not preserve its aspect ratio when the browser is resized.

Automatically list pages using Query Loops

If you have a collection pages that you add to often and which share a similar topic and purpose, it can be useful to list them all in one place. This is often the case if you want to list your news stories, your events or your blog articles. To do this you can use the Query Loop block.



Step 1: create a tag

Query loops are powered by Tags and will list any pages that have been tagged with the topic you tell them to filter by. So if you are creating a new list, the first step is to set up a tag for content you want to appear on that list.

To do this you need to contact Groundwork UK to ask for a new tag to be added and what you want it to be. This is to avoid tags that duplicate each other.

Why not categories? Out of the box, WordPress can also filter Query Loops using categories but these are not compatible with our site configuration.

Step 2: add the tag to pages that you want to feature

Open up the pages that you want the Query Loop to display and on each:

1. find the Tags menu on the sidebar of the page
2. Start typing the name of the tag and select it from the dropdown list that appears (or select it from the 'Most used' list if it appears there).
3. You can feature the same page in multiple lists so you can add as many tags as you need to at this stage.

Why can I list Posts? Out of the box, WordPress can also use Query Loops to list Posts as well as Pages, but this is not possible with our site configuration.

Tags

Add New Tag

Green Doctor Blog X

Separate with commas or the Enter key.

MOST USED

[Grants London](#) [Policy report](#)

[Green Doctor Blog](#) [Kickstart vacancy](#)

[Grants England](#) [Reports Community](#)

Step 3: set up your Query Loop

1. Go to the page where you want to list all the pages that you just tagged.
2. Select the Query Loop block.
3. Click on the 'start blank' option.
4. Choose the best option for the thumbnail that you want to pull through.

Select a variation to start with.



Title & Date



Title & Excerpt



Title, Date, & Excerpt



Image, Date, & Title

5. Click on the settings icon to set the maximum number of items you want to display and the maximum number of pages you want it to show.
6. Choose if you want the items to be displayed as a grid or a list.
7. Ensuring that you still have the Query Loop block selected, go to the block's sidebar menu and change the post type to Page.



Post type

Page

8. Scroll down to the Filters menu and find the Tags section. Choose the Tag that you want this Query Loop to show pages from by typing the tag in this box then selecting it.

Tags

gre

Green Doctor Blog

Green Doctor Event

9. A summary of all the pages that share the same tag will be shown.
10. On each item you'll see some blue text asking you to 'Add read more link text'. Click on this and then add the text you want to appear on the 'read more' button.
11. You'll notice that this change will apply to all the items on this list. This applies to everything about the items on this list - if you change the elements shown on one item, it will update all the others in the list.

Add "read more" link text

There are a range of other blocks specifically designed to allow you to customise how your list looks and what is shown to the user. For example the 'Post Featured Image' block will pull through the featured image for each page in the list, 'Post date' will show the publish date, 'Read more' will let you add a button instead of relying on the one that appears alongside the excerpt.

Changing the order of your items

Items are listed in the order they were created so you can change the order of the items by changing their publish dates in relation to each other.

Adding tags demo:

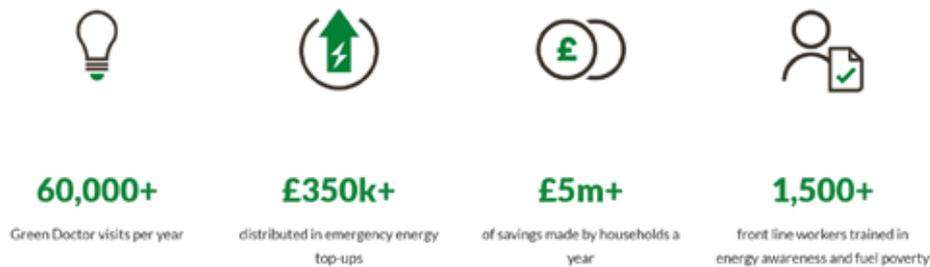
Setting up the query loop demo:

Using blocks for the layout of your page

By combining the group block and the columns block you can create a huge range of layouts for the content on your pages.

Selecting the columns block gives you the option of dividing your content into useful chunks.

For example in this case four, evenly sized, columns have been used to create a card layout:



In this example two columns have been used, with one much wider than the other:

Utility week Consumer vulnerability and debt conference

It was 2020 when I last attended the Consumer Vulnerability conference in person in Birmingham, just prior to the pandemic. Back then I had only just become Director of Fuel Poverty for Groundwork. Our Green Doctor service was busy but in February we were looking forward to a period of ease in our service as [...]

[READ MORE](#)

Hear the latest from our energy efficiency experts. Subscribe for email updates

* indicates required

Email Address *

First Name

Last Name

Current employer (Optional)

Nesting columns blocks inside of a group block allows you to create a section of you page with a different background:

From the blog

Utility week Consumer vulnerability and debt conference

It was 2020 when I last attended the Consumer Vulnerability conference in person in Birmingham, just prior to the pandemic. Back then I had only just become Director of Fuel Poverty for Groundwork. Our Green Doctor service was busy but in February we were looking forward to a period of ease in our service as [...]

[READ MORE](#)

Public Policy Exchange's Conference on Tackling Fuel Poverty: Key messages from the panel

I was very pleased to be asked to present at The Public Policy Exchange's conference on Tackling Fuel Poverty and to provide a snapshot of the type of support that people are seeking from our Green Doctor service. It was great to listen to the other speakers; they all raised our concerns about how those [...]

[READ MORE](#)

Event recording: Fuel Debt – How To Identify And Support Tenants Experiencing Fuel Debt

I listen to our Green Doctor money advice experts about their experiences of supporting customers with fuel debt and other financial concerns. Topics include: What it is, and how to identify if someone is in fuel debt. The wider health and social implications of being in debt. What support is out there to help those in [...]

[READ MORE](#)

[See all articles](#)

Using the columns block



The columns block is a powerful tool for arranging your content.

1. Select the columns block.
2. Choose one of the present layouts
3. Place other content inside of each column, this could be image blocks, paragraphs and headings, forms, buttons etc.

You can also customise the layout of your columns:

- Hovering between columns gives you an option to add another column. You can also do the same thing by selecting the columns block and editing the number of columns on the the block's sidebar menu.
- Selecting the specific column you want to edit gives you an option in the sidebar menu to set its width. It's usually a good idea to also manually set the width of the other column(s) so the total adds up to 100%.

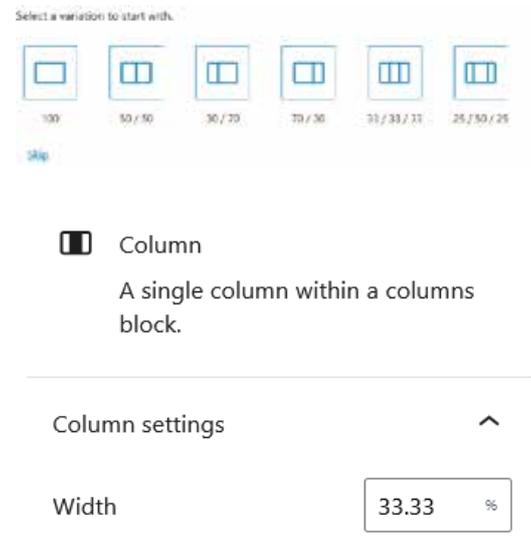
(Sometimes the column width defaults to pixels as the unit of measurement - it's much easier to work with if you use % instead. You can change this by clicking on the unit of measurement and selecting the one you want from the dropdown menu.)

Moving between levels in nested blocks

You sometimes find that you are working with blocks that sit inside of other blocks. For example a single column within a columns block, a heading within a cover block or a specific button within a buttons block. In this scenario it's often useful to quickly edit the containing block, but it can be a little awkward to select it with your mouse (for example trying to edit the entire columns block not just an individual column).

There are some tools to help with this:

- In the toolbar at the top of the page there is a toggle to show the list view. This opens out to show a file tree style diagram that allows you to select the block that you want directly.
- Or, when you have a block selected, you can click on the icon on first left of the block's menu to select the block that contains it. The example below shows a paragraph in a column block. Selecting the icon on the left would select the column that the paragraph sits inside. Clicking it again would select the whole columns block.



Tables

Generally speaking you shouldn't add tables to your page as they tend to cause problems on mobile devices and for accessibility.

There is never a good reason to use a table for laying out content.

If you need to add a table you can using the table block.

1. Select the table block.
2. Decide how many columns and rows you need.
3. Insert the table.
4. Fill the table with data.



Table

Forms

WordPress does not have a form builder as standard but we've add the functionality with a form builder plugin called Gravity Forms.



Gravity Forms have an excellent series of training films which are available here: <https://www.gravityforms.com/video-tutorials/>

Gravity Forms

1. Once you have built your new form you add it to your page using the Gravity Forms block.
2. Select the form that you have built from the dropdown list.

Forms and data protection

Collecting information through forms creates responsibilities around the protection of users' data. Guidance around data protection is outside of the scope of this manual but resources are available elsewhere. However, when creating forms you should know the following:

- Data collected by the website is stored centrally and can be **viewed by any Editor** from any Trust
- This makes it a **poor choice if your form is collecting sensitive data** around protected characteristics or **large amounts of data**. For this kind of data we recommend linking out to a form hosted on a system that you control.
- It is impossible to create a data protection statement for the whole website that covers everyone and any form that gets built. This means that you should **explain exactly what you will do with the user's data** and who is collecting it. You can do this as a note on the form or page that the form is hosted on.

MINISITES

We refer to content that is separate to the main Groundwork website as a minisite.

Minisites that are built within the Groundwork website:

- **Trust minisites:** these are self-contained hubs of information about, and managed by, Groundwork Trusts.
- **Content hubs:** Self contained hubs around a specific topic or theme. For example, the Green Doctor minisite.

Minisites that are managed by Groundwork UK but hosted outside of the Groundwork website:

- **WordPress multisite sites:** these sites are supported by Groundwork's hosting partner, Moove, and share the same core design and functionality. Examples include the Sustainable Business minisite: <https://groundworksbs.org.uk/>. If you need a standalone minisite Groundwork UK has a range of cost packages available.
- **Bespoke WordPress sites:** There are also a few sites hosted by Moove that are more heavily customised or large enough to require separate hosting, for example the Tesco minisite.

TRUST MINISITES

Introduction to Trust minisites

Trust minisites are hubs of information about a Groundwork Trust. They are created within the main Groundwork website using the minisite template.

Federation standards

How you organise the content is mostly up to you but there are a few restrictions to help users, ensure consistency across the organisation.

1. The site must use the Groundwork digital logo (this is in place automatically).
2. The first block on the homepage must be the standard Groundwork mission block.
3. You must have a Services section on the primary navigation and each service should have a page containing the federally agreed text for the service.
4. Your Secondary menu must have a link to the Groundwork UK site on it.
5. Grants and Jobs are advertised at the federal level.

Creating a minisite

Trust minisites are powered by the microsite template.

1. Start with a Page.
2. Find the template menu on the sidebar and then select the microsite template.
3. Save the Page.
4. This Page now becomes the homepage of the minisite. You use it to add content to your homepage and to configure the settings for the rest of the microsite.
5. The web address for your homepage will be the address for this page.

Editing your homepage

The Page that you applied the minisite template to is now your minisite's homepage.

Step 1

Customise the cover section at the top of the homepage:



1. Ensure that the title of the Page is your Trust's name.
2. Then scroll to the bottom of the page to find the 'Page configuration' menu (illustrated in the figure to the right of this text).
3. Add a summary. This is displayed in the white box under the site's title.
4. Add a cover photo. This needs to be a minimum of 1900 pixels wide (make sure you optimise this image so it has a small file size or it will slow your whole page down).
5. Add a button if you want to and choose where it links to.

Step 2

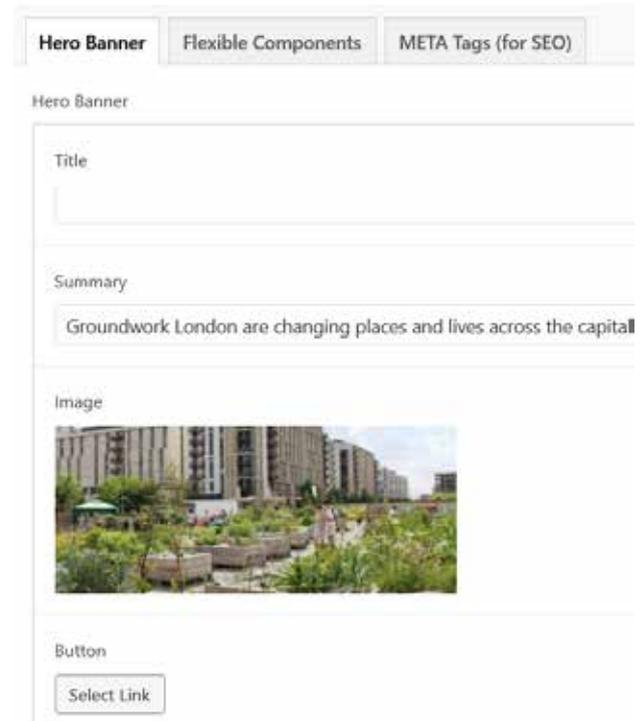
Add the standard Groundwork mission statement to your homepage:

1. The first block on the page **must be the Groundwork mission block**.
2. To find this block, add a new block and click on the 'reusable' tab. Select the 'About Groundwork intro DO NOT EDIT' block. Do not edit this block.

Step 3

Add any other content that you want for your homepage:

1. The rest of the content on the homepage is added using Gutenberg blocks, just like any other page, giving you the freedom to lay it out as you need.
2. The query loop block will be a useful tool to add automatic lists of news, events or projects to your homepage.



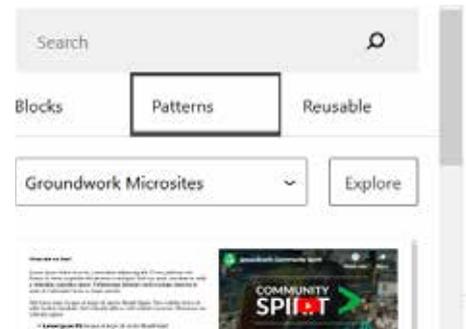
Page layout with Patterns

Groundwork UK have created a series of layouts for pages on your site using WordPress functionality called 'Patterns'. They are prebuilt out of blocks and are ready to be dropped onto your page. They can then be used as a starting point for your content, but can be completely customised for the page you are working on.

If you don't need a section of the template, simply delete the blocks you don't want. If you don't like the order, simply rearrange the blocks. Want to add more content, just insert new blocks.

To create a page using a pattern:

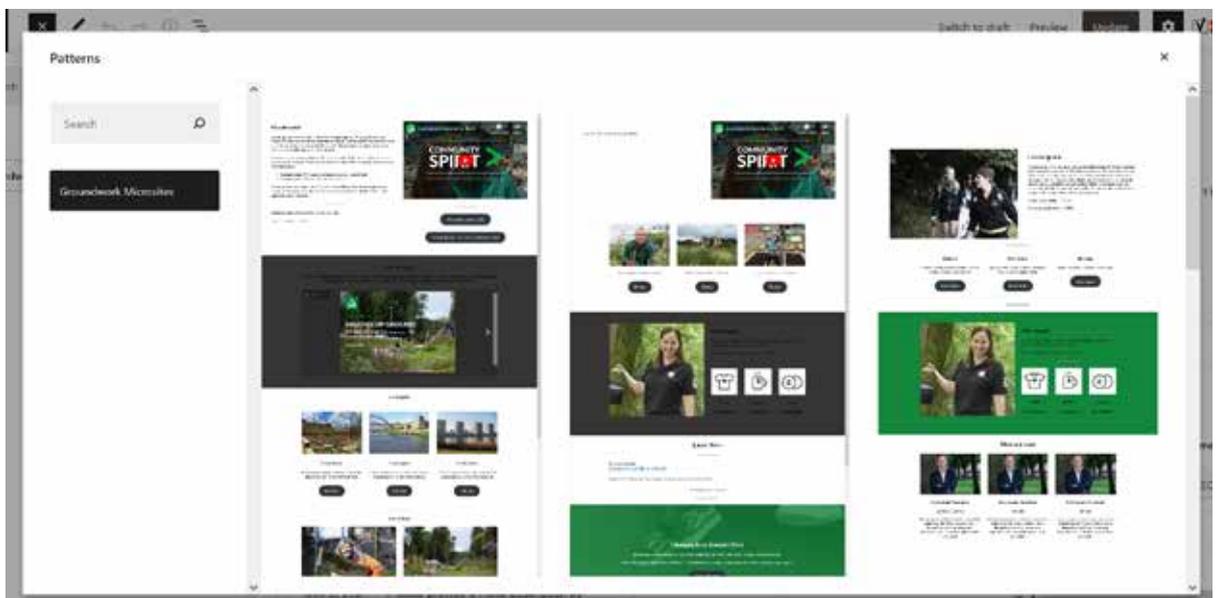
1. Start with a Gutenberg enabled page
2. Place the cursor where you want the pattern to appear on the page.
3. Click on the plus symbol to add a block and choose the 'browse all' option.
4. Click on the 'Patterns' tab.
5. Scroll down to see the available patterns or click 'explore' to see them laid out in a grid.
6. Click on a pattern to add it to your page.
7. You can now edit the blocks from that pattern just like any other block - changing the text, moving it around, deleting it, adding to it as needed.



Note: Editing the pattern on your page only changes it on your page, the template version will stay the same.

It is possible to edit the templates for patterns and to create new ones, but it requires development time by the website company.

Examples of patterns:





WESTMINSTER
WHEELS

NG
SS

END OF A NEW
ERATION # 001
100m Park

WESTMINSTER
WHEELS

Creating pages for your site

Pages belong to a minisite because they are children of the homepage.

1. Go to a Page that you want to belong to your site.
2. On the sidebar of the page go to the 'page attributes' menu.
3. Start typing the name of your homepage in the 'parent page' field, then select your homepage from the list of options that come up.
4. If you want a particular page to sit underneath one of your other pages in the structure of your site you can set that page as the parent instead. As long as the page above the current page is a child of your homepage it will belong to the minisite.

Page Attributes

Parent Page:

GWK LDN MOCKUP

Order

0

For example in the illustration below 'Our projects' will belong to the 'Groundwork London' minisite because it is set as a child of the 'What we do' page and the 'What we do' page is set as a child of the Groundwork London home page:

Groundwork London (Homepage)

- What we do

- Our projects

As long as you file your pages like this they will automatically inherit the header and footer of the minisite, even if they don't appear in the site's navigation menu themselves.

Editing the menus of your site

There are three editable menus on your minisite: the primary navigation, the secondary navigation and the footer navigation.



A SERVICE BY GROUNDWORK | FIND OUT MORE ABOUT GROUNDWORK

HOME

GET HELP

RESOURCES

PARTNER WITH US

< Secondary nav

< Primary nav

HOME

GET HELP

RESOURCES

PARTNER WITH US

Resources

Green Doctor blog

Green Doctor events

< Footer nav

All three menus are managed from the homepage of your minisite.

Editing the Primary Navigation

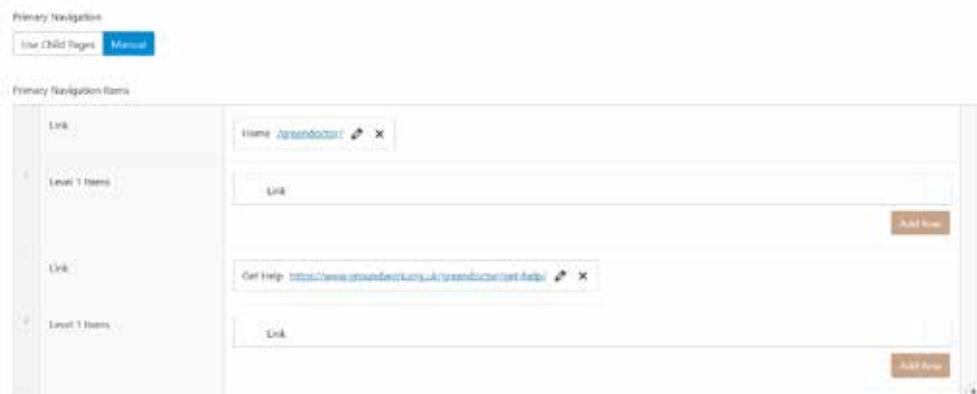
1. Go to the homepage of your minisite.
2. Scroll down until you reach the 'Microsite details' section, clicking to expand it if needed.
3. Scroll to the 'Primary navigation' section.

At this point you have a choice to have your menu generate automatically based on the page structure of your site or if you want to build it manually.

For more detailed websites the manual option is usually better.

If you want to manually create the navigation:

4. Click on the 'manual' button.
5. Click on the 'add link' button for the first item.
6. Choose the page you want to link and edit the title that will appear on the navigation
7. Click 'add row' at the bottom of the block if you want to add a new navigation item and then repeat the process.
8. You can also add up to two rows of sub-menu items. To add these click 'add row' in the 'Level 1 items' or 'Level 2 items' field, depending on which you are adding. Then follow the same process as above.



If you need to remove an item from the list, hover over the row it sits in and click the minus symbol.



Editing the Secondary Navigation

1. Go to the homepage of your minisite.
2. Scroll down until you reach the 'Microsite details' section, clicking to expand it if needed.
3. Scroll to the 'Secondary navigation' section

At this point you have a choice to have no menu, to use the default menu for the Groundwork site, or build it manually.

You should **choose the manual option**.

Create the navigation:

4. As a minimum one of the items **must be a link back to the Groundwork UK homepage**.
5. Add or remove additional links in the same way that you do for the Primary Navigation.

Editing the Footer Navigation

1. Go to the homepage of your minisite.
2. Scroll down until you reach the 'Microsite details' section, clicking to expand it if needed.
3. Scroll to the 'Footer navigation' section

At this point you have a choice to have no menu, to use the default menu for the Groundwork site, or build it manually.

Choose the option that you want.

If you want to manually create the navigation:

4. Add or remove links in the same way that you do for the Primary Navigation.

Editing the Footer text

1. Go to the homepage of your minisite.
2. Scroll down until you reach the 'Microsite details' section, clicking to expand it if needed.
3. Scroll to the 'Footer content' section.
4. You have a WYSIWYG editing area to add your content.

Editing the social media links

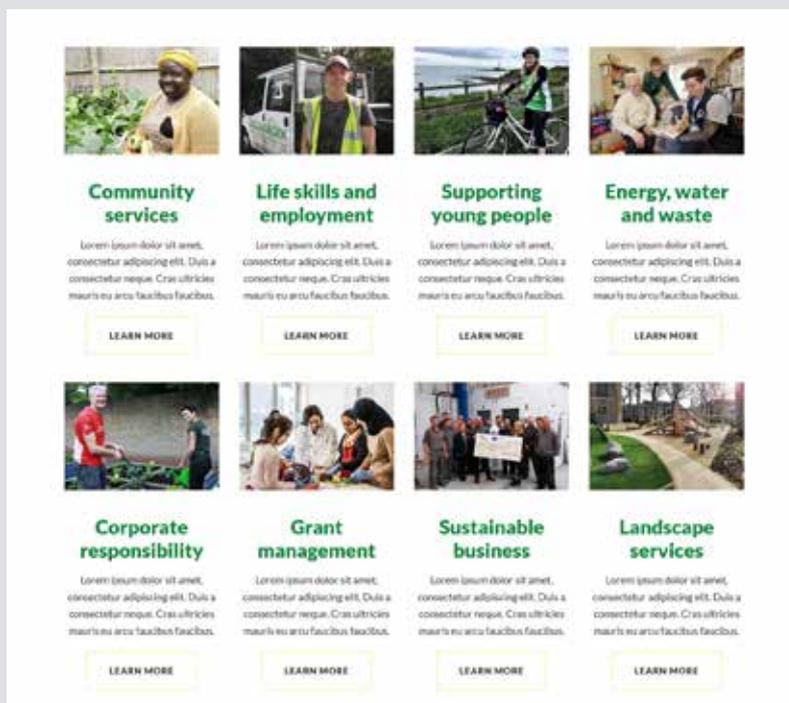
1. Go to the homepage of your minisite.
2. Scroll down until you reach the 'Microsite details' section, clicking to expand it if needed.
3. Scroll to the 'Social profiles' section.
4. Choose the network you want to add a link to, using the dropdown list.
5. Add the website address for your social media channel.
6. If you want to add another link click on 'add row' and follow the same process.

Adding services

Every Trust minisite should have an 'Our Services' section listing the eight core themes:

- Community services,
- Life skills and employment,
- Supporting young people,
- Energy, water and waste,
- Corporate responsibility,
- Grant management,
- Sustainable Business,
- Landscape services.

1. Create a page called 'Name of Trust' Services (where that is the name of your Trust).
2. Add that to your primary navigation.
3. Create a listing on that page for each of the eight themes - a column layout with buttons will probably look best.
4. Create a page for each theme with a title that makes it clear that it belongs to your Trust - for example 'Supporting young people in London'.
5. On each page add the relevant reusable block for that page - for example the 'Community theme core DO NOT EDIT' reusable block on the community services page.
6. Do not edit the reusable block itself but add any custom content in the blocks around it that you want. For example contact details, example projects, testimonials etc.
7. Link the theme pages you've just created to the main services page for your site that you made at step one.



An example of services listing page created using columns:

An example of a theme page built to include the core block for the theme as required:



The reusable block containing the core text for the theme (shown in the green box) has been added to the page.

Above it the Trust have added their own introduction and a link to show case studies.

At the bottom of the page is a call to action for potential partners.

Although not shown in this example, this could also be a good place to feature links to products related to the theme. For example, a link to the Green Doctor minisite from the Energy, water & waste theme.

News, events, blogs, projects and other feeds

There is no specific method for creating content of this type, but if you want to create a page that lists your latest news articles, blog articles or type of project etc then you can do it with Gutenberg blocks.

If the content is fairly static you might choose to manually create a listing page using columns and buttons but if you're regularly adding new pages linked to the topic - for example a page listing all your news articles - then a query loop block might work better. See the query loop instructions found earlier in this guide.



September 15, 2022

STATEMENT: 'We are deeply concerned that those most vulnerable won't have access to help they desperately need'



September 15, 2022

Groundwork opens The Good Store, London's first Sustainable Department Store

The latest news section on the homepage of the London site uses a query loop to automatically list all the pages tagged as London news.

Job vacancies

Job adverts are advertised at the federal level to reach the largest pool of potential candidates. They currently use a different methodology to the minisite, see the Adding a Job Vacancy section for more information.

If you would like to feature vacancies on your own minisite in addition to the federal site then you can do this manually. Create the job advert using the instructions outlined in the Adding a Job Vacancy section found elsewhere in this guide, then add a Gutenberg section to your minisite with links to your vacancy / vacancies.

Promoting a grant scheme

Grant programmes are also advertised at the federal level to make it easier for people to find them but, unlike jobs, they use normal Pages.

1. Create and populate a page for the grant scheme.
2. Tag it with the region(s) where it is available - the tags for this all follow the same format, so if you start typing 'grants' in the tag box you will get all the regions to pick from.
3. If you also want to feature the grants available in your area on your own minisite too then you can add a query loop that is filtered to show the relevant region.



CREATING OTHER MINISITES ON THE GROUNDWORK SYSTEM

In addition to making Trust minisites, the same microsite tool can be used to create content hubs around specific themes. This could include grouping information about a specific service, a large programme or set of resources.

The process for creating one is the same as that for creating a minisite, except that you don't have to follow the rules about core content that must be there.

The only additional step you might want to take is that you can add a custom logo to the header.

1. Go to the homepage of the minisite.
2. Scroll down to the microsite details section.
3. Upload the logo you want to use in the Logo field.

Examples of minisites created this way:

- <https://www.groundwork.org.uk/greendoctor/>
- <https://www.groundwork.org.uk/comic-relief/>

Microsite Details

Logo



CREATING EXTERNAL MINISITES

Sometimes additional functionality or different branding is required for a minisite. For this we have a contract with an agency called Moove.

If you have a requirement for a site like this please contact Groundwork UK and we will send you details of the cost: websupport@groundwork.org.uk

CREATING A JOB ADVERT

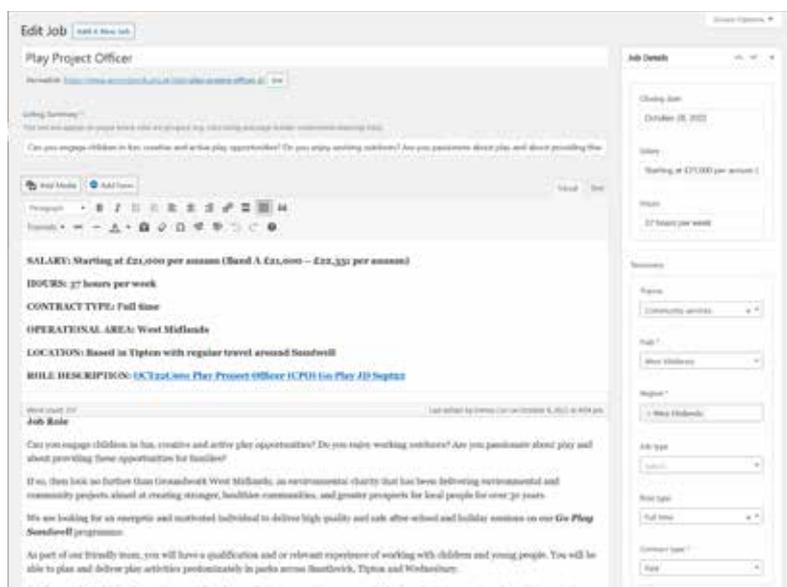
Vacancies are advertised at the federal level and are created differently to other content. They are displayed in the 'Careers at Groundwork' section of the site www.groundwork.org.uk/about-groundwork/careers-across-groundwork/.

Jobs are not advertised using pages. Instead you need to go to the jobs section of the editor.

1. Go to the Jobs tab in the editor.
2. Click on create new.
3. Add a title for the job post.
4. Add a summary.
5. Add some content in the WYSIWYG area.
6. Using the options on the sidebar, add the closing date for the job, salary and hours.
7. [Optional] Using the options on the sidebar, tag the post with one of the Themes using the 'Themes' dropdown list.
8. Using the options on the sidebar, associate the post with the hub it relates to.
9. Using the options on the sidebar, associate the post with a region.
10. Using the options on the sidebar, select one or more topics from the 'Topic' checkboxes.
11. Using the options on the sidebar, choose the type of job this is using the 'Job type' dropdown.
12. Using the options on the sidebar, select the role type for this job using the 'Role type' dropdown.
13. Using the options on the sidebar, pick the contract type for this job using the 'Contract type' dropdown.
14. Add an application button by giving the button a title and adding a link. If this is a link to a document, upload the document to the media library and copy and paste the address for the document here.
15. Publish your post if you are finished (or save it as a draft if you want to come back to it later).

Don't forget to **add a closing date** - the post won't be displayed without it.

An example job advert:



The screenshot shows a job advertisement editor interface. The main content area displays the following details for a 'Play Project Officer' role:

- Salary:** Starting at £21,000 per annum (Band A, £21,000 – £22,331 per annum)
- Hours:** 27 hours per week
- Contract Type:** Full time
- Operational Area:** West Midlands
- Location:** Based in Tipton with regular travel around Sandwell
- Role Description:** OCT2020: Play Project Officer (CPI) in Play JD Support

The right-hand sidebar contains the following fields:

- Closing Date:** October 31, 2022
- Salary:** Starting at £21,000 per annum (1)
- Hours:** 27 hours per week
- Themes:** Community services
- Hub:** West Midlands
- Region:** West Midlands
- Job type:** Full time
- Role type:** Full time
- Contract type:** Full time

The main content area also includes a 'Job Role' section with a summary and a 'Job Description' section with a detailed description of the role and the organization's mission.

WELSH CONTENT

Welsh content is added using the WPML tool. It works by creating a duplicate version of the English page and provides a way for the user to switch between the two.

We are currently working with Wholegrain to implement Welsh translation for the new style of minisite and will update this section with more information when that is complete.

ANALYTICS

We use an analytics tool called Plausible to examine how visitors are using our sites.

There is one account for all of Groundwork but it can have multiple users. Contact Groundwork UK to get a user account for Plausible.



SEARCH ENGINE OPTIMISATION

“Search engine optimisation is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.” - Wikipedia .

Although some of the work to improve the SEO of our site is technical and has been built into it by the website company, much of it depends on how we create our content.

Often it is about how we set up content we create but it can also influence the content we decide to create in the first place.

Generally speaking, the ultimate purpose of content on a site is for it to be viewed by as many people from the correct audience as possible. The best written and most inspiring page is of little value if no one can find it or it's of no interest to the audience that does find it. This means that a small investment of time in thinking about the SEO of content we add is almost always worthwhile.

General SEO tips

Create great content

Before you get into the technical side of SEO it's important to remember the most important factor is that the content is well written, engaging, useful and well structured.

- Provide users with unique and compelling content. You shouldn't just rip off or re-write content that already exists on the internet/ a competitor's sites because you think you'll attract more visitors.
- Write content for real people, not search engine bots, and include things like personal quotes and reviews from service users to give users confidence in what you're offering
- Don't just write explanatory copy, include calls to action that tell them what to do next e.g. to get in touch, become a partner...
- Use headings in a logical way to break up the content and draw attention to key information.

Case study

A few years ago, we invested some time into optimising some pages about work experience as an experiment. Those few pages **now receive more traffic than most Trust hubs.**

You won't always get such dramatic results, but taking a minute to think about the SEO of your content before you publish it is still a good idea.

Keywords

Although we use the term keywords, it's almost always best to think of them as key *phrases*, as we're usually optimising content to suit a search composed of several words.

It's these phrases we need to keep in mind when creating a page or post.

The first question to ask is "What would someone looking for this content type enter into a web search?"

The second thing to ask is "Who else is competing with us for the attention of people doing that search?"

Once you have the answers to those questions you can start making decisions about what a page or post needs to have as its keywords.

For example, if you have an project called 'Apple' you are going to struggle to compete with the tech giant for that keyword. But you could try to optimise for a much more specific search, such as 'Apple employment project in Leeds'.

Google provide a very useful tool called the Keyword Planner to help you with this process. You need a Google Ad account to use it but it's free to set one up and use this tool. You can type in a keyword you're considering and it'll tell you how much people search for it, what the competition is like and also makes suggestions for similar searches you might want to consider instead.

https://ads.google.com/intl/en_uk/home/tools/keyword-planner/

How to use keywords

It's important to include your keywords in the places below. Your aim is to include them naturally in the content in a way that can be read by humans and search engines:

- URL - this has a small impact on page rank but also helps encourage users to click on the link.
- Page title and H1 (heading 1) - On our system this is just the page title field.
- Meta description - This doesn't impact on page rank but tends to get shown with the link in search results, think of it like a short advert for your page.
- 2-3 times in the body copy - once in the lead paragraph. The trick here is for the content to read naturally.

What are keywords?

Keywords are 'the words and phrases that searchers enter into search engines, also called search queries' - SEO MOZ

A changing landscape

Search engines are constantly evolving. Advice and tips that worked in the past can become useless or even a problem in the future. It's a good idea to keep an eye on the bigger changes if you can.

The advice in this guide will almost certainly date. We'll try to keep it up to date, but if you spot something that we've missed, then please let us know.

Page load time

Google have stated that they favour pages in their results that give their users a good experience on mobile devices. We've set up the site so it can be viewed easily on a smaller screen, but there is an important role for you as an editor too.

The main factor to consider is the page load time - pages that have a large file size will take longer to download and this becomes a bigger problem when using mobile data. This means that search engines tend rank pages higher in their results if they load quickly using mobile data.

Most of the time the best way to speed up a page's loading time is to optimise your images before you add them to the website to make sure they have as small a file size as possible. See the images section of this manual for more information.

You can test the speed of your pages and get advice on how to improve it by using this tool:

<https://pagespeed.web.dev/>

Page addresses (url slug)

The importance of URLs should not be overlooked. URL should:

- Be human-readable - by this we mean they should be made up of words, not a string of numbers and a few letters: <https://www.groundwork.org.uk/about-us/> is better than <https://www.groundwork.org.uk/6gyThjkhkn>. URLs need to provide users with a clear idea of what they'll see when they click through from Google's results page to the page on your website.
- Use hyphens to separate words where possible - e.g. <http://www.example.com/green-dress.html> is better than <http://www.example.com/greendress.html>
- Contain keywords relating to the content on that particular page - the URL of a page is one of the first things a user looks at when deciding whether or not to click a link in a search results listing as it is a pretty clear signpost of the content they're likely to see on the page itself. Search engines also see the keywords used in URLs as one determinant of the content on that page, so URLs and content ideally need to bear a strong relation to one another!
- Match your page title - where possible, URLs should bear a strong resemblance to the title of the page.
- Not be too long - we're talking less than 100 characters here if possible. This is more to do with the accessibility and user-friendliness of URLs than it is to do with search engines, but the shorter the link the more likely it is to be shared on social media, embedded or just generally copy + pasted which all helps the search engines build a picture of how valuable your content is to people.

Example page speed report



Editing the url slug and meta description in Gutenberg

We have an SEO plugin installed on our website. This means that to edit the slug for the page or the meta description, you need to scroll to the bottom of the page in the editor until you find the Yoast option. It looks like this:



Meta descriptions

Meta descriptions are a summary to describe the content on that page. Although they don't have an impact on page ranking, Google (and other search engines) often use these to populate the 'snippets' you see in search results to give users an insight into what's on that page.

They are useful tools for encouraging click-through from search engine results pages so they're a great opportunity for you. Think of them as a short advert for your page.

Meta-descriptions also have a role to play in social sharing. For example, Facebook will often use a page's meta description as the description that shows when a user shares a page via the platform.

- Use bold calls to action like find out more, learn more, find out how you can get involved... etc.
- Keep it relevant to the page content - don't write a description meta tag that has no relation to the content on the page just because you think it'll encourage greater click-through. Google does not like this and will penalise you for it.
- Use location specific keywords where relevant - keywords are bolded in the search engine results pages so using them helps people immediately see that your content is valuable to them, so you definitely want to have your location here!
- Keep your snippets short and to the point - you don't have to rewrite the page (in fact you shouldn't try to!) and Google typically cuts off snippets at around 300 characters. Somewhere between 50-300 characters is what you should be aiming for.
- Don't include double quotation marks - Google cuts descriptions off at this point.
- Test different versions of a snippet - see which one results in higher click-through.
- Use unique descriptions for different pages - don't be tempted to recycle one that seems to work well. Again, Google doesn't like this and you may be penalised.

Creating content to target specific user needs

In addition to the content we already create for our site (descriptions of products and services, news, projects etc) it can also be useful to create content specifically designed to match our expertise to popular and under-served searches.

For example Groundwork UK identified that guides to arranging work experience placements was an under-served keyword and created content specifically designed to help this audience.

This not only aligns with our mission of supporting people into employment but also allowed us to reach a large audience of visitors who would otherwise have no reason to visit our site. That content is now some of the most visited content on our site, receiving more pageviews than most hubs.

Similarly, Groundwork UK created some 'how to' video guides that have been viewed by over 400,000 people so far.

Additional SEO for Trusts Minisites

Local SEO is about making sure the content on your website is optimised for localised searches. By localised searches we mean searches that include specific location names or include location-specific terms/references.

For example, rather than optimising your content for the keywords 'best first aid course', you can be writing and optimising for location specific keywords e.g. 'Best first aid course in Islington'. Not only does this reduce the competition you face, but it also connects you with people that you can actually serve.

Local keywords

Where a project, service or other content is specific to certain area it's a good idea to include geographic keywords to help search engines to recognise that content is related to that area.

Local link building

Getting other sites to link to your site is important for local SEO. It's one of the key ways local audiences will find your site and projects, it helps strengthen the authority your site has and it increases brand awareness.

- Write content that is specifically tailored to your local audience and has real utility - this is crucial. Think content like service listing pages (including links to other service providers users might find useful - you can ask those sites for a link in return!) and local FAQ pages etc.
- If your team attend/ participate in a local event/ news, always follow up with a news article/blog post that includes the location and key terms associated with that event.
- If you're co-hosting an event/workshop then make sure that the relevant page/news article on your site is linked to from whichever site is listing/promoting the event.
- Contribute content e.g. guest blog on another local site or authoritative sites - local government/ council sites .gov/.org/.edu links are particularly useful.
- Make sure there are links to your content on any local resource/service listings out there - it's important to make sure these are local and relevant listings.

Google My Business listing

Correctly claiming your Google My Business listing is important for you for a number of reasons:

- It gives you prominence in search results - particularly on mobile.
- They can appear in local searches for service type e.g. landscape design course Leeds (as long as optimised correctly!).
- When people search on Google Maps (which they're more likely to when conducting localised searches) it means you'll show up.
- Gives you credibility - the listings look professional and, if you have good reviews, can help encourage people to find out more/get involved with you.
- You can see how people are interacting with your listings which can give you some useful insights e.g. how many of them continue to visit your website or call you etc.



You can find a useful guide here: <https://blog.hubspot.com/marketing/google-my-business>

The Yoast plugin

We've added a plugin called Yoast to the site to help with SEO.

This tool evaluates how well it thinks your content is set up and offers guidance on how to improve it.

The Yoast menu

This menu has four tabs:

- The **SEO tab** lets you preview your page's search result, set the title, edit the slug and meta description and gives you an overview of the page's predicted SEO performance.
- The **Readability tab** provides guidance about the quality of your copy and provides tips to improve it.
- The **Schema tab** allows you to add 'structured data' that helps search engines to understand your page better.
- The **Social tab** allows you to customise how your page will be summarised on Facebook and Twitter.

Yoast SEO



There are lots of helpful guides on the Yoast website.

<https://yoast.com/tag/seo-basics/>



**For support, contact
Groundwork UK**

[websupport@
groundwork.org.uk](mailto:websupport@groundwork.org.uk)

“In an extreme view,
the world can be seen
as only connections,
nothing else.”

- Tim Berners-Lee

