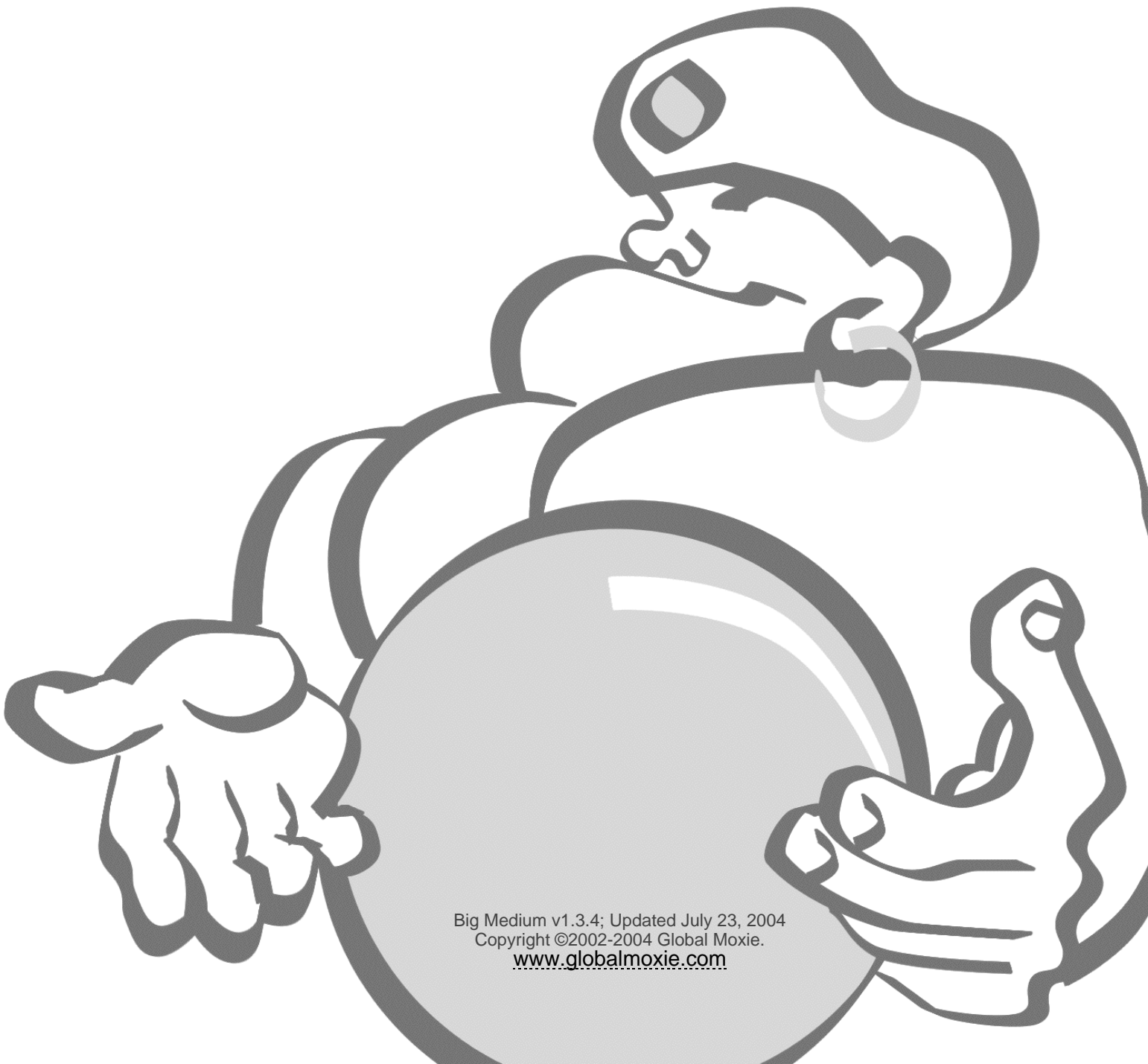


EDITOR'S GUIDE

# BIG medium

content management software for the web



Big Medium v1.3.4; Updated July 23, 2004  
Copyright ©2002-2004 Global Moxie.  
[www.globalmoxie.com](http://www.globalmoxie.com)

## About this guide

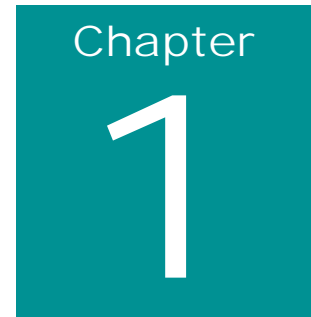
The *Big Medium Editor's Guide* provides detailed instructions for using the Big Medium content management system to add, edit and publish content to your website.

This guide is intended for non-technical people who use Big Medium only to edit and publish content. Webmasters and system administrators who are responsible for setting up and maintaining the content management system will find the *Big Medium Administrator's Guide* a more comprehensive resource. The guide is available from the support area of the Global Moxie website at [www.globalmoxie.com](http://www.globalmoxie.com).

# Table of Contents

<b>Chapter 1: Why Big Medium?</b> .....	<b>1</b>
Big Medium brings simplicity to web publishing .....	1
Design updates take minutes, not months.....	2
Why stop with one site?.....	2
Beyond your website.....	2
Everyone can do what they do best .....	2
<b>Chapter 2: System Requirements</b> .....	<b>3</b>
Browser recommendations.....	3
<b>Chapter 3: Your Account</b> .....	<b>5</b>
Signing in .....	5
Your account privileges .....	7
Updating your password, e-mail address or default site .....	7
Switching Sites.....	7
Logging out .....	7
<b>Chapter 4: The Article Editor</b> .....	<b>8</b>
Article editor menu .....	8
Article edit page .....	12
Article title/headline.....	13
Article content.....	13
Article info.....	17
Article section(s) .....	19
Supporting content .....	19
Images .....	23
Loading images .....	25
Article preferences .....	27
Saving and/or publishing the article.....	30
<b>Chapter 5: One-Click Editing</b> .....	<b>31</b>
Enabling one-click editing.....	31
For your eyes only.....	32
<b>Chapter 6: The Tip Editor</b> .....	<b>33</b>
Access privileges .....	33
The tip editor menu .....	34
Creating or editing a tip.....	34
Deleting tips .....	36
Configuring the tip section .....	36

<b>Appendix A: The Rich-Text Editor</b> .....	<b>37</b>
Browser requirements .....	37
Line breaks in Internet Explorer .....	37
Rich-text toolbar .....	37
<b>Appendix B: Moxie Code</b> .....	<b>40</b>
Links.....	40
E-mail links.....	41
Text alignment .....	41
Bold text .....	42
Italic text .....	42
Underlined text.....	42
Indented quotation .....	42
Lists .....	43



## Why Big Medium?

The web is an arcane place. For non-technical people, the details of running a website, managing its design and updating its content are elusive, tedious... incomprehensible.

So organizations rely on technology gurus. Like a psychic who somehow communicates with the unseen and unfathomable, the webmaster is the modern medium, channeling content into code, message into markup.

Trouble is, this role doesn't make the best use of webmasters' specialized skills. Content authors rely on these web professionals to make even simple edits. Meanwhile, changing business requirements demand endless and exhausting recoding of webpages. Webmasters need a break; the rest of us need a new "medium."

### **Big Medium brings simplicity to web publishing**

---

Big Medium is a web-based content-management system that allows you to update your site instantly from anywhere in the world. And it's easy: once a website is configured, anyone with basic word-processing skills and a web browser can add or edit content without touching any HTML. Writers and editors simply cut and paste articles and other content into a form in their browsers, adding images or pullquotes with the click of a button.

Say goodbye to broken links and HTML typos. Big Medium manages all of the links on your site, updating your homepage and section pages every time you add or change webpages. And because Big Medium also manages all of the HTML/XHTML formatting of your pages, you don't have to worry about making any careless mistakes in the code. All of your pages are squeaky clean and completely compliant with web standards.

## Design updates take minutes, not months

---

Big Medium's separation of content from design gives you flexibility as well as simplicity. You can change the look-and-feel of your entire site in minutes, simply by updating your design templates. The templates are easy to create and edit, putting you in complete control of your site's design and layout.

## Why stop with one site?

---

The web is a pretty big medium itself. Companies often have multiple websites to address different audiences. Schools often have individual websites for each department, class or teacher. Nonprofits often have a different website for each program they administer.

Big Medium helps you keep up with it all, managing as many sites as you like on a single server.

## Beyond your website

---

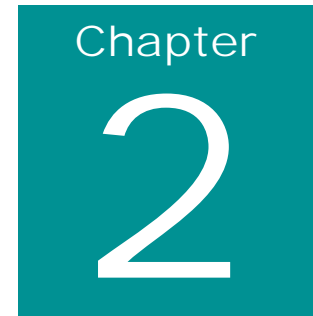
With its news-feed features, Big Medium lets you tap the net's innate grassroots marketing power, allowing you to reach customers and readers even when they aren't visiting your site. Discover how the RSS news feed can outdo e-mail newsletters in keeping your audience up-to-date with your latest content, and use the JavaScript news feed to allow other websites to display freshly updated links to your site.

## Everyone can do what they do best

---

Every user has their own password-protected account that determines what they're allowed to do on the website. Five levels of access privileges give you broad control over who can do what.

Authors and editors can manage their own content. Photographers and illustrators can add their own images. Managers and publishers can review content before it's published to the live site. And, finally, web professionals can focus on jobs that actually make good use of their skills. Instead of formatting HTML or making small content edits, developers and designers can turn to more engaging projects, creating innovative new designs and exciting new applications for your website.



# System Requirements

Big Medium is designed to be used from any computer connected to the internet. If you have an internet connection and a web browser, you're ready to go.

## Browser recommendations

---

It is strongly recommended that you use a recent browser when using Big Medium to manage your website. At a minimum, it is recommended to have at least Internet Explorer version 5+, Netscape version 6+, Mozilla 1+, Opera version 7+, or Safari 1+.

### *WYSIWYG editing*

Only certain browsers have the built-in functionality required to use Big Medium's rich-text editor, which offers WYSIWYG ("what you see is what you get") editing of your web page text. To use the rich-text editor, you must have one of these browsers:

- ❑ Internet Explorer 5.5+ for Windows
- ❑ Netscape version 7.1+ for Windows, Mac OSX or Linux
- ❑ Mozilla 1.4+ for Windows, Mac OSX or Linux
- ❑ Firefox 0.6.1+ for Windows, Mac OSX or Linux
- ❑ AOL for Mac OSX

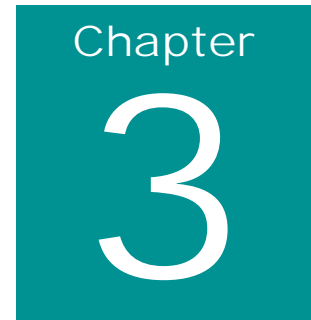
If you do not have one of the listed browsers, you can still use Big Medium, but without the rich-text editor. To format your text, you will instead use "Moxie Code," a simple markup system for your code. For more information, see Appendix B, "Moxie Code."

*Cookies*

Big Medium also requires cookies. If cookies are not enabled, Big Medium will repeatedly ask you to sign in. If this happens, check your browser's preferences to make sure cookies are enabled.

*Editing non-Western languages with Macintosh*

Macintosh users who use Big Medium to edit sites in non-Western languages are strongly recommended against using Internet Explorer due to bugs in that browser.



## Your Account

Big Medium allows multiple people to collaborate in establishing, editing and maintaining websites. Every person has their own account with a user name, password and specific set of access privileges that determine the activities they may perform in the system.

In order to use Big Medium, you must have a user name and password. If you have not yet received account information via e-mail or directly from your website administrator, ask the administrator to set up an account for you.

### Signing in

---

Big Medium is entirely web-based. Every time you add or edit website content, you do so through a special Big Medium website, called the Big Medium control panel.

#### **Go to the Big Medium control panel**

To access the control panel, point your browser to the address you received from your website administrator with your account information. In most cases, the control panel address looks like this:

`http://www.yoursite.com/bmadmin/`

Note: Replace `www.yoursite.com` with the domain name of your website. If this address is not correct, check with your website administrator for the proper address.

#### **Provide your user name and password**

The Big Medium welcome page prompts you to enter your Big Medium user name and password.



The user name and password are case-sensitive, which means that you must enter them exactly as you received them from your website administrator, with proper spaces, capital letters and lowercase letters.

Click the "Go" button to continue.

### **i** Forgot your user name or password?

It happens to all of us eventually. To receive a reminder of your user name and password, click the "Forgot your user name or password?" link on the Big Medium welcome page.

If you have forgotten your password, enter the user name for the account, and Big Medium will send an email to your account with a link and instructions for resetting your password. and, on the next page, provide yourthe e-mail address under which your account is registered.

If you have forgotten your user name, enter your e-mail address, and Big Medium will e-mail a list of all user name(s) registered under your address.

### Select a site to edit

If your account is set up to edit more than one website with Big Medium and you have not set a default (or preferred) site, the next screen will ask you which site you would like to edit. Choose a site and click "Edit this site."

## Your account privileges

---

Every Big Medium account has one of five levels of access privileges to a specific set of websites in your Big Medium system. Your account privileges are displayed at the top of the Big Medium control panel under "Status." Administrators and, to a lesser degree, webmasters can set or change account and site privileges for user accounts. The five types of accounts:

- ❑ *Administrators.* Administrators have the run of the system, with complete control over all system settings, site settings and user accounts.
- ❑ *Webmasters.* Webmasters have nearly as broad control as administrators, but their "webmaster powers" are limited only to specific sites. Grant webmaster privileges to people who should have broad control over the HTML and design of individual sites, beyond publishing and editing website content.
- ❑ *Publishers.* Publishers have complete control over the content of individual sites. They may add, edit, delete and publish content for those sites.
- ❑ *Editors.* Editors can create, edit or delete any articles in sites for which they have privileges. However, editors cannot publish articles to the public website or edit articles that have already been published. An editor's role, in other words, is to prepare content for publication.
- ❑ *Writers.* Writers are similar to editors, but they cannot edit other people's articles, only their own. Like editors, they can only prepare articles for publication and cannot publish articles to the public site.

## Updating your password, e-mail address or default site

---

Click the "My account" link in the left-column menu of the Big Medium control panel.

## Switching Sites

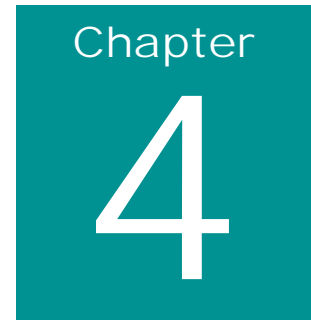
---

If your account is set up to edit more than one website with Big Medium, you can switch to editing a different website by clicking the "Switch Sites" link in the left-column menu of the Big Medium control panel, or in the status bar at the top of the control panel.

## Logging out

---

To sign out of the system, click the "Log Out" link in the left-column menu of the Big Medium control panel.



# The Article Editor

The article editor is where the magic happens—where articles are created, edited and published to your website.

Signed in as: Joe User  
 Status: Publisher

Current site: Sample Site  
 Log out  
 Switch sites

**Article Editor** ?

Browsing 15 articles based on the following criteria:

All sections | All status | In Title | Find

[Create New Article](#)

Delete	Title	Author	Sections	Pub date	Modified	Copy	On	Off
<input type="checkbox"/>	<a href="#">Welcome to Your News Website</a>	Global Moxie	News>Local/State	Mar. 22, 2004	Mar. 22, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Spate of Identical Houses Alarms Region</a>	Bill Ding	Business>Economy	Mar. 16, 2004	Mar. 16, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Poli: Teenage Kids up to No Good</a>	Eileen Dover	News>Local/State	Mar. 15, 2004	Mar. 15, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">74% of Museum Visitors Don't Know Much about Art, but Know What They Like</a>	Art Major	Arts & Entertainment>Art	Mar. 14, 2004	Mar. 14, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">'Crazy Bird Man' Fascinates, Alarms Park Visitors</a>	Earl E. Byrd	News>Local/State	Mar. 13, 2004	Mar. 13, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Tilt-o-Whirl Void Leaves Carnival Visitors Dejected, Empty</a>	Mary Goround	News>Local/State	Mar. 12, 2004	Mar. 12, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Frisbee Marathon Ends in Tragedy</a>	Fritz Bee	Sports>Other Sports	Mar. 11, 2004	Mar. 11, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Local Man Discovers Details About Cheap Viagra, Get-Rich-Quick Schemes and Diet Plans in His E-Mail</a>	Francis X. Benedict	Business>Technology	Mar. 10, 2004	Mar. 10, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Orange Julius Franchise Discovered To Use Fruit Other Than Orange</a>	Julie Ussdrenks	Business>Economy	Mar. 9, 2004	Mar. 9, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Man Fined for Tedious Discussion of His Own Aches and Pains</a>	Chad Derbox	News>Local/State	Mar. 8, 2004	Mar. 8, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">'Old Europe' Countries to 'New Europe' Countries: What's So New About You Guys?</a>	Frank Lee Speaken	News>World	Mar. 7, 2004	Mar. 7, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Grits Shortage Leaves Southerners Eating Hashbrowns</a>	Irma Missengritz	News>Nation	Mar. 6, 2004	Mar. 6, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">As Pets, Dogs Are Superior to Cats</a>	Jerry Shepherd	Opinion	Mar. 5, 2004	Mar. 5, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Parenting Struggle: Talking to Kids about Cooties</a>	Chip Offabloch	Living>Health	Mar. 4, 2004	Mar. 4, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Armadillos Beat Canaries 149-4 in Rout</a>	Ben A. Plaire	Sports>Baseball	Mar. 3, 2004	Mar. 3, 2004 (Joe User)	[copy] go	<input type="checkbox"/>	<input type="checkbox"/>

[Update](#)

## Article editor menu

When you first sign into Big Medium, the article editor menu is the first page that is displayed. You can also get to this menu by clicking "Article Editor" under "Content" in the left-column menu of the Big Medium control panel.

The article editor menu displays all of the articles available to your account for editing and allows you to do simple searching through the article archive.

### Article search

The top of the article menu shows the current search criteria used to browse articles. By default, these criteria are set to display all available articles. By choosing specific search criteria, you can limit the display to a more precise set of articles, based on section, status, article title or author. Click the "Find" button to refresh the menu based on your new criteria.



- ❑ *Section.* To limit the displayed articles to a single section or subsection of your site, select that section from the section pulldown menu. Selecting a main section of your site will also find all articles from any of its subsections.
- ❑ *Status.* You can choose to display only published articles, unpublished articles or both ("All status") by selecting from the status pulldown menu.
- ❑ *Title.* To limit the displayed articles to those whose titles contain a certain word or phrase, type that word or phrase into the text box and select the "In Title" item from the pulldown menu to the right of the text box. Big Medium will display only the articles that contain that exact phrase. For example, a search for "Man Bites Dog" would return an article titled "Man Bites Dog in Oklahoma," but would not find "Man Bites a Dog in Oklahoma" because the title includes "a" between "Bites" and "Dog." Partial matches also work, so "Man Bites Dog" would also find "Postman Bites Dogooder."
- ❑ *Author.* To display only articles written by a particular author, type that author's name in the text box and select the "In Author" item from the pulldown menu to the right of the text box. Big Medium will display any articles whose author names include the text you type. For example, searching for "John" would find articles by John Smith, Kate Johnson and Joe Upjohn.

Big Medium remembers your most recent search criteria for the duration of your browsing session and will continue to use those criteria until you change them. To return to the default display that shows all available articles, select "All sections" and "All status," clear the keywords from the search field, and click "Find."

### Create a new article

Clicking "Create New Article" takes you to the edit page for a new article, allowing you to add a new page to your site (see "Article edit page" later in this chapter).

### The article list

By default, articles matching your search criteria are displayed in order by publication date (the publication date is selected in the display preferences section of each article's edit page). The most recent articles are shown first. This is also the same order in which Big Medium displays links on the live site when it builds your pages.

You can also sort the article list in alphabetical order by title, author name, or section; or by modification date, with the most recent articles shown first. To change the sort order, click on the heading of the column by which you would like to re-sort the articles. Big Medium indicates the current sort order by highlighting the header of the column being sorted.

Delete	Title	Author	Sections	Pub date	Modified	Copy	On	Off
<input type="checkbox"/>	<a href="#">Welcome to Your News Website</a>	Global Moxie	News>Local/State	Mar. 22, 2004	Mar. 22, 2004 (Joe User)	[copy] go	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Spate of Identical Houses Alarms Region</a>	Bill Ding	Business>Economy	Mar. 16, 2004	Mar. 16, 2004 (Joe User)	[copy] go	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">Poll: Teenage Kids up to No Good</a>	Eileen Dover	News>Local/State	Mar. 15, 2004	Mar. 15, 2004 (Joe User)	[copy] go	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">74% of Museum Visitors Don't Know Much about Art, but Know What They Like</a>	Art Major	Arts & Entertainment>Art	Mar. 14, 2004	Mar. 14, 2004 (Joe User)	[copy] go	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<a href="#">'Crazy Bird Man' Fascinates, Alarms Park Visitors</a>	Earl E. Byrd	News>Local/State	Mar. 13, 2004	Mar. 13, 2004 (Joe User)	[copy] go	<input checked="" type="checkbox"/>	<input type="checkbox"/>

### "No articles to display"

Big Medium shows the "No Articles to Display" message when it cannot find any articles that match the search criteria displayed at the top of the page. If you receive this message but know that there are articles in the system, check the search criteria at the top of the menu page.

Try a search that is less restrictive than the one you have selected. Because Big Medium remembers your most recent criteria for each browser session, you may be seeing the results of a search that no longer has any matching articles. Try setting the search criteria to "All sections" and "All status" and clearing the text field, then click "Find."

If you have an account with writer privileges, the article list displays only the articles you created in the system. If you did not create any articles that match the current search criteria, then Big Medium will find no articles to display.

If none of the above seem to be the case, make sure that you're browsing articles for the right site. Big Medium allows you to manage multiple websites, and you may be looking at the "wrong" site (hey, we all have our moments). Click the "Switch sites" link at the top of the page to go to another site.

### Selecting an article to edit

Click an article's title to go to the edit page for that article. If your status at the site (indicated at the top of the Big Medium control panel) is writer or editor, some or all of the articles may not have a link on the article title. This is because only publishers, webmasters or administrators can edit articles that have already been published to the site. If you have a writer account, the article list consists only of the articles you have created in the system.

### Deleting articles

To delete one or more articles, click the checkbox in the delete column for each of the articles you would like to delete, then click the "Update" button at the bottom of the article list.

#### Be careful!

Deleting articles immediately removes every trace of them from your site. This is a permanent change that cannot be undone.

Only publishers, webmasters or administrators can delete articles that have already been published to the site. No delete checkbox for published articles is presented to users with writer or editor accounts.

### Copying articles

Clicking the "copy" link for an article creates an unpublished duplicate of the article, including all of its images, pullquotes, content, etc. The new article is assigned the current date as its publication date, and so it typically appears at the top of the article menu. It is titled "Copy of [original article title]"; e.g., if the original article is titled "Why I Use Big Medium," the duplicate article is titled "Copy of Why I Use Big Medium."

### Publication status

The right column of the article list shows the current status of each article: published (on) or unpublished (off). Published articles are available to your site's visitors on the live website. Unpublished articles are available only through the

Big Medium content management system, allowing you to edit, prepare and preview articles before sharing them with the public.

#### *Publishing and unpublishing*

Users with publisher, webmaster or administrator accounts can change the status of articles. Select the status you would like for each article ("on" publishes the article to the site, "off" unpublishes it), then click the "Update" button at the bottom of the article list.

#### *Seeing what it looks like*

To get a sneak peek at an unpublished article, click the "Preview" link in the red status column. To see articles that have already been published, click "Go" in the green status column to go to the article page on the live site.

#### **The "update" button**

Use the "Update" button at the bottom of the article list to delete, publish or unpublish articles as described above. If no delete checkboxes or status buttons are selected when you click the "Update" button, Big Medium simply refreshes the article list so that it shows the latest status.

## Article edit page

---

The article edit page is where you enter all of the information and content for your article. You can get there two ways:

- ❑ Click the "Create New Article" link under "Content" in the article editor menu or the "New Article" link in the left-column menu of the Big Medium control panel to get a fresh edit page and create a new article.
- ❑ Click the title of an article in the article editor menu to get the edit page for an existing article.

The article edit page is designed to allow you to publish a webpage quickly and efficiently while also enjoying fast access to Big Medium's feature-packed options.

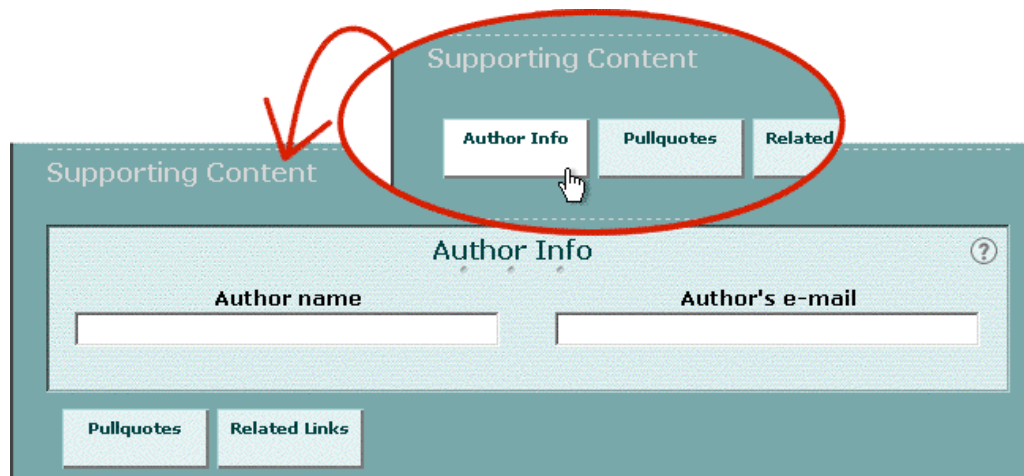
#### **Required fields**

You only have to enter three pieces of information to publish a webpage to your site: the article title/headline, the article content, and the website section where you would like the article to appear. The edit panels for these required fields appear at the top of the page and are marked with red asterisks.

### Opening optional fields

Below the required fields, the article edit page offers many optional fields, which allow you to enhance the display of the article and offer a richer depth of information. When you first create a new article, the edit panels for these optional fields are not displayed. To open any of the edit panels for these optional fields, click the button for the option you would like to access, and the edit panel pops open.

For example, to add an author's name and e-mail address to your article, click the "Author Info" button under "Supporting Content." Likewise, to add pullquotes to your article, click the "Pullquotes" button.



### Article title/headline

---

*Required.* The article title/headline is the article's primary identifier on your website. It is used as the text for links to the article page as well as the headline on the article page itself.

### Article content

---

*Required.* This edit panel determines the content and format of the article text. You can select one of four types of article entries.



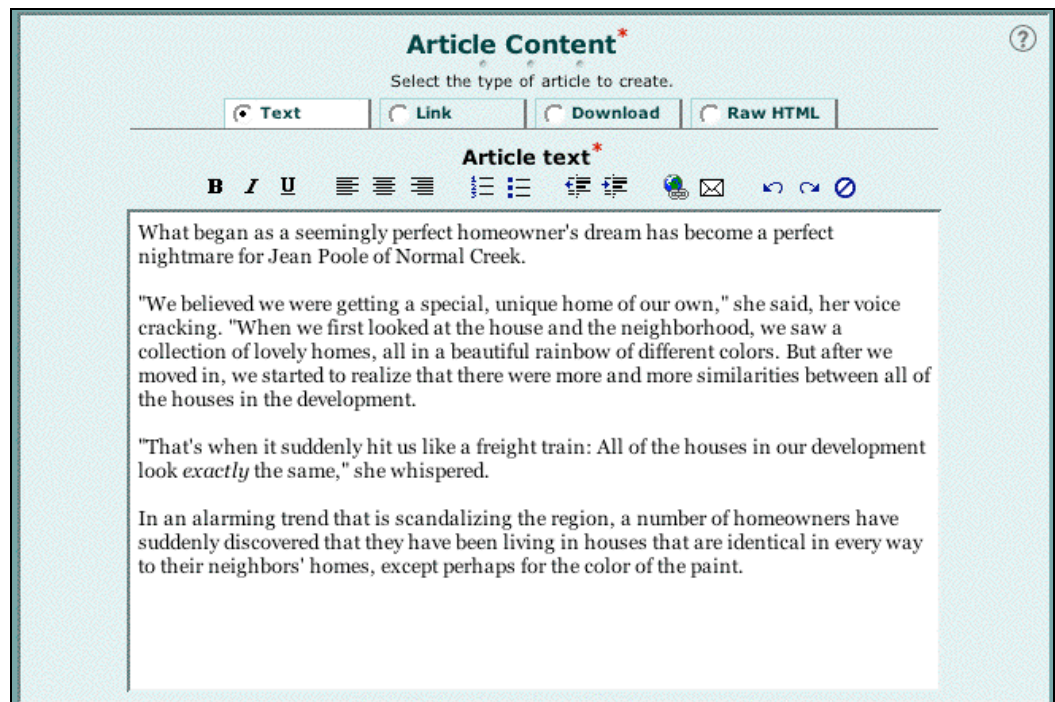
## Text

This is the default setting, and for most websites, the majority of articles are likely to be text articles. Selecting this option displays a large field to type or paste your article text (see below for more information about entering article text). When you save the article, Big Medium creates a webpage with the text that you provide.

### *Rich-text editor*

If you have a browser that supports Big Medium's rich-text editor, Big Medium provides a toolbar of familiar text-formatting buttons, giving you a workspace similar to a word processor for entering and formatting your text. For more information on using the rich-text editor, see Appendix A, "The Rich-Text Editor."

The rich-text editor requires Internet Explorer 5.5+ (Windows only) or a Mozilla-based browser (Windows, Mac OSX or Linux), including Mozilla 1.4+, Firefox 0.6.1+, Netscape 7.1+, or AOL for Mac OSX. If you do not have one of these browsers, the rich-text toolbar will not be displayed, but you can instead use Moxie Code to add simple formatting to your text. For complete information about Moxie Code, see Appendix B, "Moxie Code," or click the link provided immediately above the article-text field.



**Why do line breaks show up in funny places in the article text?**

When you select the plain-text option for your article body content (this is the default option), Big Medium displays the text exactly as entered, including line breaks where you have submitted them. Sometimes the line breaks are inadvertent, particularly when text has been copied and pasted from an e-mail. Many e-mail messages have line breaks at the end of each line, so you should be careful to remove these extra line breaks before pasting the text into the article-text field.

**Link**

This is a link to a page outside of your website. Selecting this option displays a field where you can type or paste the URL to which you would like to link. When you save the article, Big Medium creates a link to this address, using the article title/headline as the text of the link. This link is displayed on the homepage and on the section page(s) you select in the "Article section(s)" field.

The screenshot shows the "Article Content" editor interface. At the top, it says "Article Content" with a red asterisk and a help icon. Below that, it says "Select the type of article to create." There are four radio button options: "Text", "Link" (which is selected), "Download", and "Raw HTML". Below these options is a text input field labeled "Web Address (URL)" with a red asterisk. The field contains the text "http://www.globalmoxie.com/".

**Download**

This is a file or document that you would like to provide to website visitors as a download. Big Medium creates a link to this download file, using the article title/headline as the text of the link. This link is displayed on the homepage and on the section page(s) you select in the "Article section(s)" field.

Selecting this option for a new article displays a prompt to upload the document to your server. Click the "Browse" button, and select the file to upload from your hard drive.

The screenshot shows the "Article Content" editor interface. At the top, it says "Article Content" with a red asterisk and a help icon. Below that, it says "Select the type of article to create." There are four radio button options: "Text", "Link", "Download" (which is selected), and "Raw HTML". Below these options is a section titled "Load the download file" with a red asterisk. Underneath, it says "Select a file from your hard drive. Visitors will download this file when they click links to the article." and "File size limited to 5MB." At the bottom, there is a text input field and a "Browse..." button.

### *The file name*

The file name of the download file does not necessarily remain the same after it is saved to the website. Instead, the name is established by the article's slug name and the file extension of the file (see "Custom slug name" under "Article preferences" later in this chapter). For example, if the original file is named "download.pdf," and you set the article's slug name to be "readme," then the file will be named "readme.pdf" on the website.

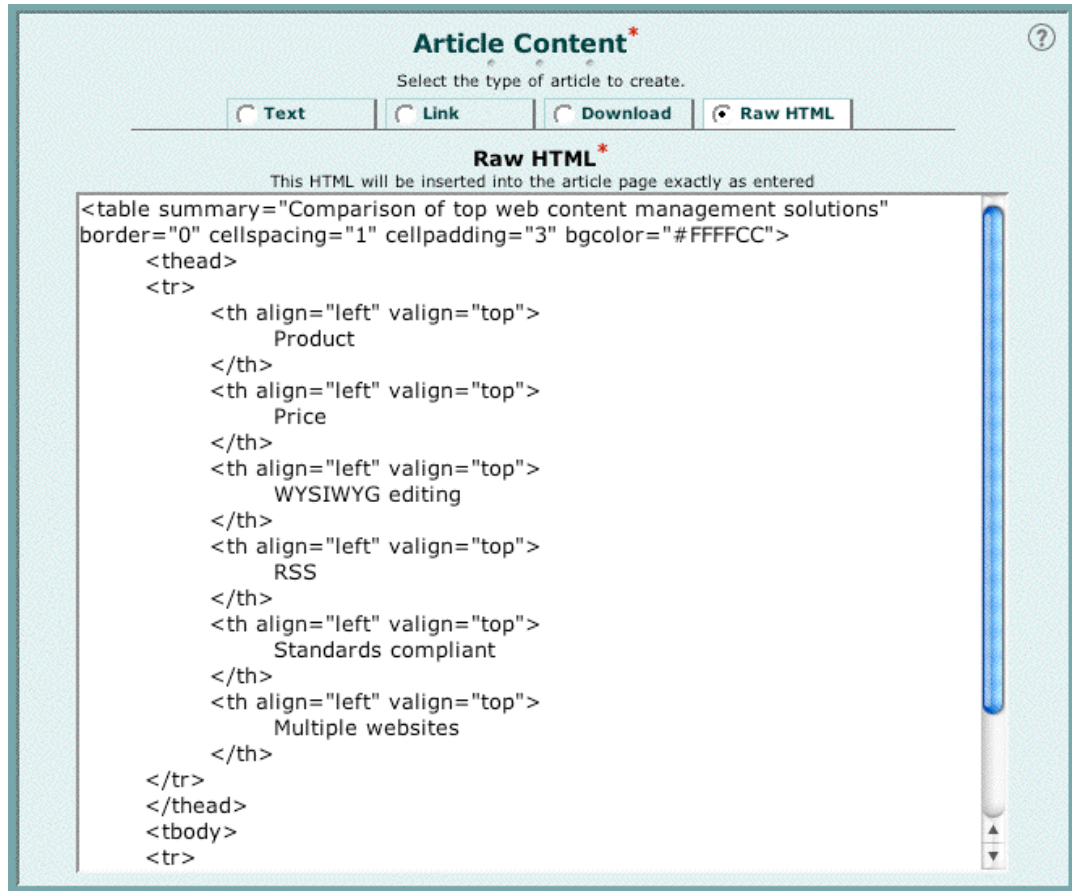


### *Updating or changing a download file*

When you return to the article edit page for a download article, the download panel displays a link to view/download the file, followed by a link, "Replace this download file with a new file." Clicking this second link displays a prompt to upload the new file. Click the "Browse" button, and select the file to replace the original file. If you change your mind, click the "No thanks, I prefer to use the current file" link.

### **Raw HTML**

Power users can choose to enter their own HTML instead of relying on Big Medium to generate the HTML for them. This option can be useful when you want to include tables, forms or other complex formatting in an article. Big Medium does not review or alter the submitted HTML, so this option should only be used when you are confident that you are using valid, error-free HTML.



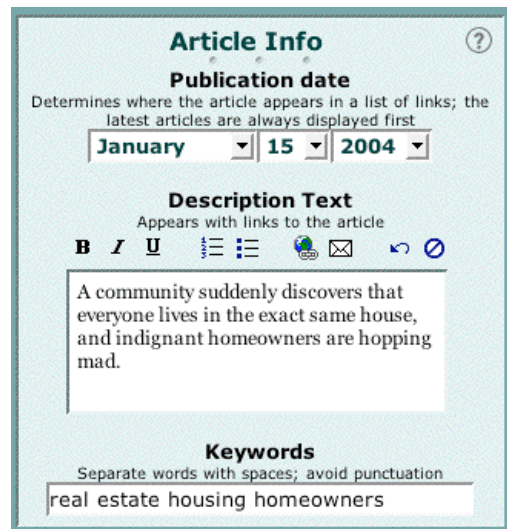
The edit field for a raw-HTML article.

## Article info

*Optional.* These fields for publication date, description and keywords prompt you to enter basic information about the article. Although not required, they are strongly recommended. Savvy and consistent use of these fields not only helps visitors navigate your site, but also helps search engines properly index your site's pages.

### Publication date

The publication date of the article determines the sort order of the article relative to other pages, as well as the date displayed as its posting date. *Note that this does not necessarily match the date when the article is actually published to the site, but the date that is*



*displayed to your site's visitors as the posting date.* You may set this date to any date you wish.

Big Medium always displays links to articles by showing the most recent articles first. Adjusting the publication date of the article adjusts where the article appears in the list. Changing an article's publication date to a later date will float it up higher in the sort order. Likewise, changing it to an earlier date will make it sink lower in the sort order.

### Retrieve an article from the archives

If you have an old article that you would like to promote again on the homepage or in a more prominent position elsewhere on the site, change the publication date to today's date, and the article will appear at the top of the list of articles along with today's other articles. Note, however, that this will also change the posting date shown to your visitors.

### Description

This is a concise summary or promotional teaser of the article. This text will appear with all links to this article page and, depending on the settings established by your site's webmaster or administrator, may also appear as a subheadline below the main headline on the article page.

In addition, the description text is also embedded in the article's webpage to help search engines interpret and index the page. Many search engines use the description to display brief synopses of the links they display as search results.

### Keywords

This is a list of words or phrases that describe the ideas, topics and concepts contained in the article. The keywords are not visible in the web browser but is included in webpages to help search engines interpret and index your pages. This information can help Internet users find the article more easily.

The idea here is essentially to type words that you could imagine Internet users typing into a Google search to find information related to this article.

For best results with search engines, it is recommended that you separate keywords with spaces and avoid all punctuation. Also, "spamming" the keywords with multiple uses of the same keyword can backfire, causing search engines to ignore the phrase or even the entire page altogether. It is good practice to avoid listing the same word more than five times.

## Article section(s)

*Required.* This field indicates where the article will appear on the website when it is published, essentially telling Big Medium where to file the webpage. If you use a Windows operating system, you can select multiple site sections by control-clicking your selections. On a Mac, you can do the same by command-clicking (or "Apple-clicking") your selections. You can also use the same action to de-select a section you have previously selected.



## Supporting content

The supporting-content panels allow you to enter secondary content that supplies additional information and design elements to your site's visitors.

These content fields are optional, and when you begin to create a new article, their edit panels are not displayed. To open any of these edit panels, click its button.

### Author info

*Optional.* The author name and author e-mail are used in the article byline. Bylines appear on the article page and can also appear on other pages with links to the article. Whether the byline appears on those other pages depends on the design templates created by your site's administrator or webmaster.

#### Author name

If no author name is provided, no byline will be shown.

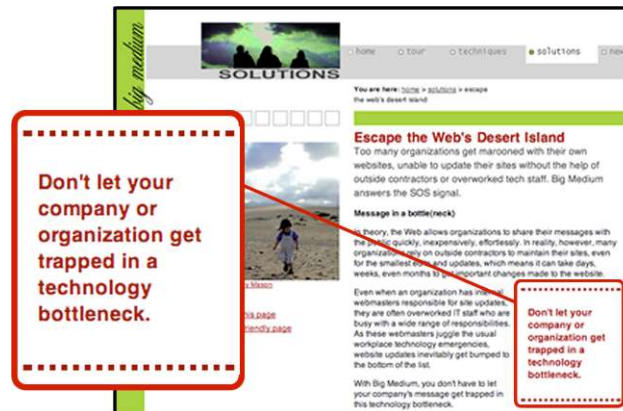
#### Author e-mail

If provided, the byline on article pages will include a link to allow readers to send e-mail to the author. If you do not want to allow users to send e-mail directly to this e-mail address, leave the author e-mail field blank.

### Pullquotes

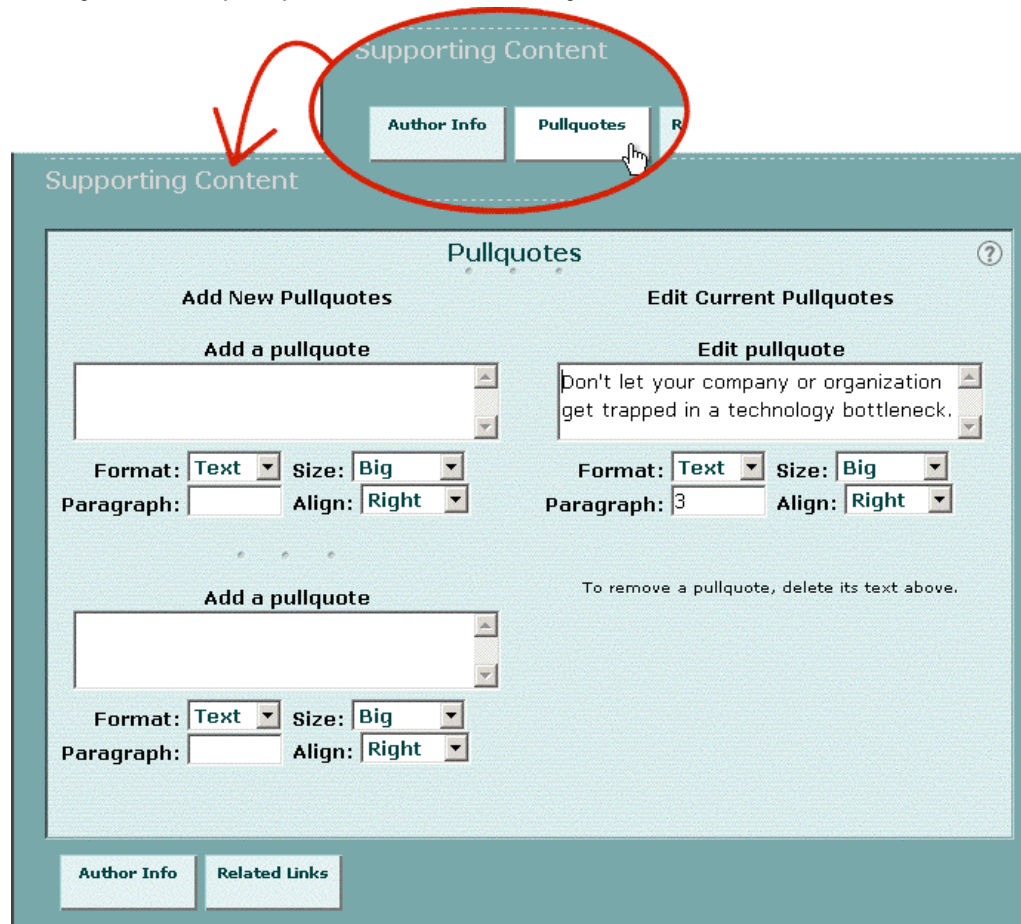
*Optional.* A "pullquote" is a snippet of text taken from the main text of an article and displayed within the article in large type, as a design element, with the article text flowing around it. Big Medium pullquotes support this traditional display

method, but also allow you to include related text and links in normal-size text to create sidebar inserts in the body text.



*Pullquotes add visual variety to your text pages.*

The pullquote edit panel on the article edit page is split into two columns. The left column is labeled "Add new pullquotes" and always offers two mini-forms to add two new pullquotes. The right column is labeled "Edit current pullquotes" and allows you to edit pullquotes that have already been entered for the article.



### *Add/edit a pullquote*

Type or paste the text you would like to have appear in the pullquote here. If this field is left blank, Big Medium will not build the pullquote. To delete an existing pullquote, delete the contents of this field.

Big Medium allows you to add an unlimited number of pullquotes to an article, but only two "Add a pullquote" fields are displayed at a time in the "Add new pullquotes" column. So, to add more than two pullquotes, you must save the article with the first two pullquotes, open the article's edit page again, add more pullquotes, and so on.

### *Format*

This setting determines how Big Medium interprets and displays the pullquote text:

- ❑ *Text*. This setting tells Big Medium to format the pullquote text in the same way that plain-text article content is formatted. Just type or paste your pullquote text into the text field above and Big Medium will convert it to HTML when it builds the article page. You can use Moxie Code for simple formatting (see Appendix B, "Moxie Code," for more info).
- ❑ *HTML*. Power users can choose to use this option to enter HTML for complex formatting including tables or forms.

### *Size*

This setting determines the size and style of the pullquote text. The specific style of the text displayed is determined by the Big Medium style settings for your site. (Style settings can be changed by users with webmaster or administrator privileges.)

### *Paragraph*

This setting determines where the pullquote appears in your article. Type the number of the paragraph with which you would like to align the top of the pullquote. For example, type "6" if you would like the pullquote to display with the sixth paragraph of the article. If you select a number higher than the total number of paragraphs in the article, Big Medium will display the pullquote at the very end of the article.

### *Align*

This setting determines where the pullquote will appear relative to the main body text.

**ⓘ Okay, but why use a pullquote in the first place?**

**Design element**

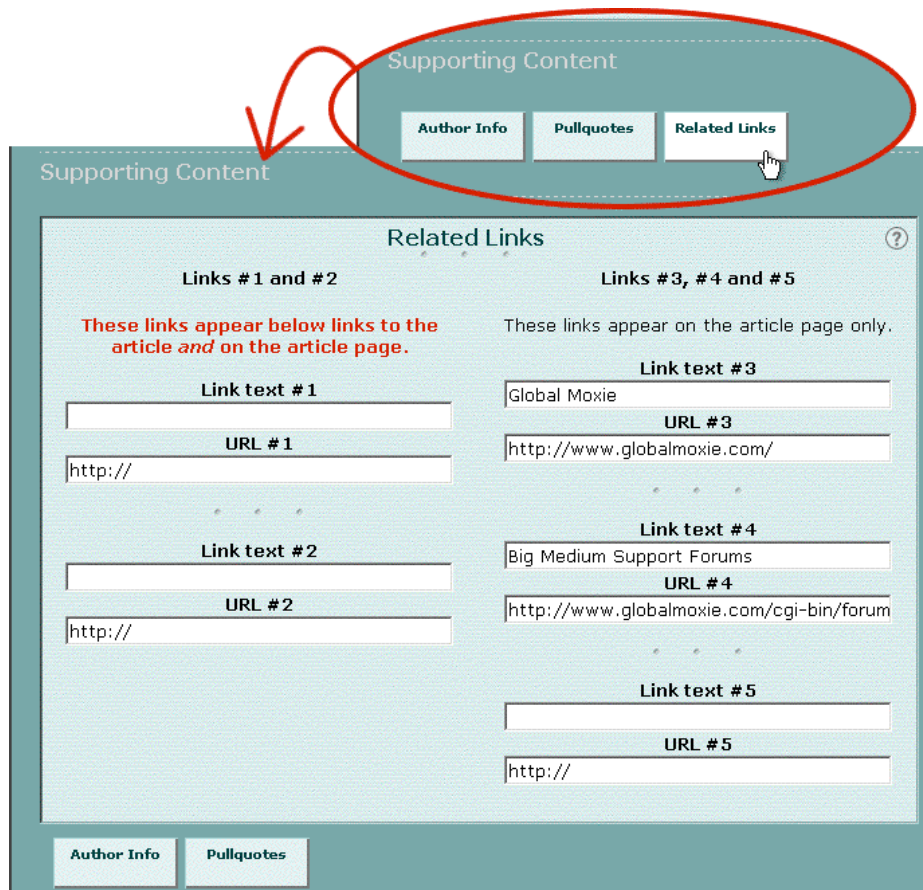
Pullquotes have long been used in the print publishing world as design elements to provide relief from otherwise gray stretches of text.

**Emphasis**

Pullquotes are ideal for emphasizing thought-provoking or enticing ideas and observations from the main article text.

**Sidebar for related info**

Pullquotes in normal-size font can be used to create sidebars, or stories within the main story. Use these to pass along related info, tease related articles or give some biographical information about the author.



**Related links**

*Optional.* The related links field is a simple way to offer links to webpages that offer your site's visitors more information about the article topic. These related

links appear on your pages if your site's webmaster or administrator has set up the site's page templates to display them. Also, depending on the site's settings for promotional links, the first two related links may be listed just below links to the article (on the homepage or section main page, for example).

#### *Link text*

This is the text that is visible to your site's visitors, the text that they click on to go to the related webpage.

#### *URL*

This is the URL, or web address, of the page that contains the related info.

#### *Related Links No. 1 and No. 2*

Depending on the site's settings, the first two related links may appear along with links to the article. If so, the first two related links will appear just below all links to the article. (When this is the case, a notice appears above links 1 and 2 on the article edit page.) If you do not want related links to appear with links to the article, enter them as links no. 3, no. 4 or no. 5, and leave no. 1 and no. 2 blank.

## Images

---

All images are optional, and when you begin to create a new article, their edit panels are not displayed. To open an edit panel for one of the image types, click its button.

### **Spotlight promotional image**

*Optional.* Depending on the design templates used by your site's webmaster or administrator, the homepage and main section pages may "spotlight" an article, giving it a featured place on the page. If so, you can load this image to accompany the article's link when/if it is the spotlight article on the homepage or main section page. This image is often larger or otherwise "splashier" than the thumbnail images that may accompany non-spotlight links (see below).

Depending on your site's settings, articles may be required to have a spotlight image in order to be featured in the spotlight article (when this is the case, a notice is displayed in the spotlight-image edit panel).

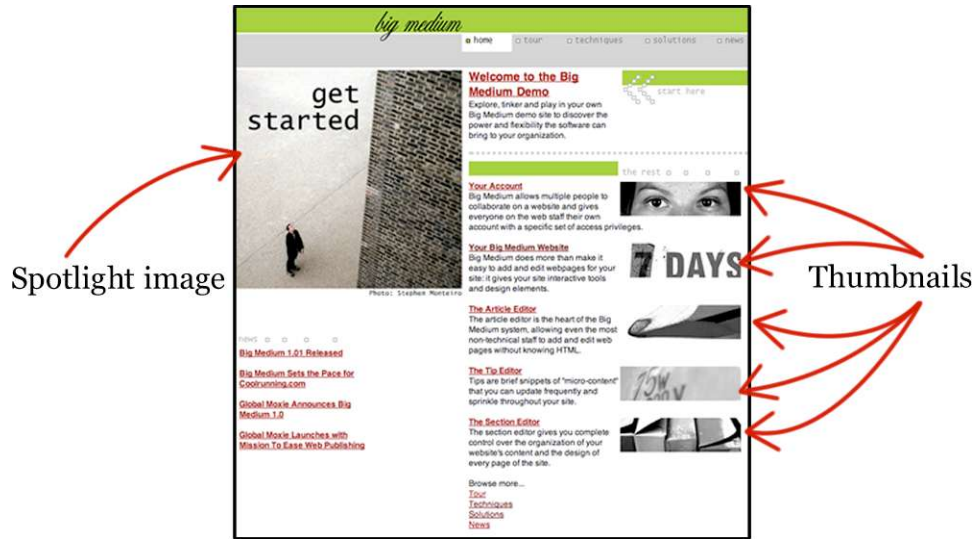
For information on loading the spotlight image, see the "Loading images" section below.

### **Thumbnail promotional image**

*Optional.* The thumbnail image accompanies links to the article on the homepage, main section pages and subsection pages. By default, these images appear with long-format links but not with short-format links (links that display

only the article headline). Your site administrator or webmaster can adjust the site settings to either display or not display the thumbnail image for both or either type of link.

For information on loading the thumbnail image, see the "Loading Images" section below.



### Main article image

*Optional.* The main article image appears on the article page itself. Unlike article body images (see below), however, the main article image is not typically embedded within the text of the article. Depending on your site' settings, the article image usually appears with the "page tools" (related info, "e-mail" and "print" links).

In addition to loading the image (see "Loading images" below), you can also specify an image caption to appear immediately below the main article image. The image-caption field accepts HTML, and any text you put into this field will go as-is into your article page. If you only want to add a plain-text caption with no HTML, be careful about inadvertent use of characters that may be interpreted as HTML, particularly the < and > symbols. The field does not translate Moxie Code.

The main article image is used only for local articles and is not relevant to link articles.

### Article body images

*Optional.* Article body images are displayed within the main body of the article, with the text flowing around them.

Big Medium always displays two mini-forms that allow you add new body images to the article. So to add multiple body images, you must add two body images, save the article, open the article's edit page again, add more body images, and so on. The fields for adding new body images always appear immediately below body images that have already been loaded, if any.

In addition to the fields for adding/editing the image itself (see "Loading images" below), body images also have four additional fields:

- ❑ *Paragraph*. This setting determines where the body image appears in your article. Type the number of the paragraph with which you would like to align the top of the image. For example, type "6" if you would like the image to display with the sixth paragraph of the article.
- ❑ *Align*. This setting determines where the body image will appear relative to the main body text.
- ❑ *Alt text*. This text is displayed to site visitors who do not load the images from your site and is also read by the specialized browsers used by the vision-impaired. It is good practice to include a brief description of the image here.
- ❑ *Click-through URL*. Supplying a URL turns the image into a hotspot: Clicking the body image will take site visitors to that web address.

Article body images are used only for local articles and are not relevant to link articles.

## Loading images

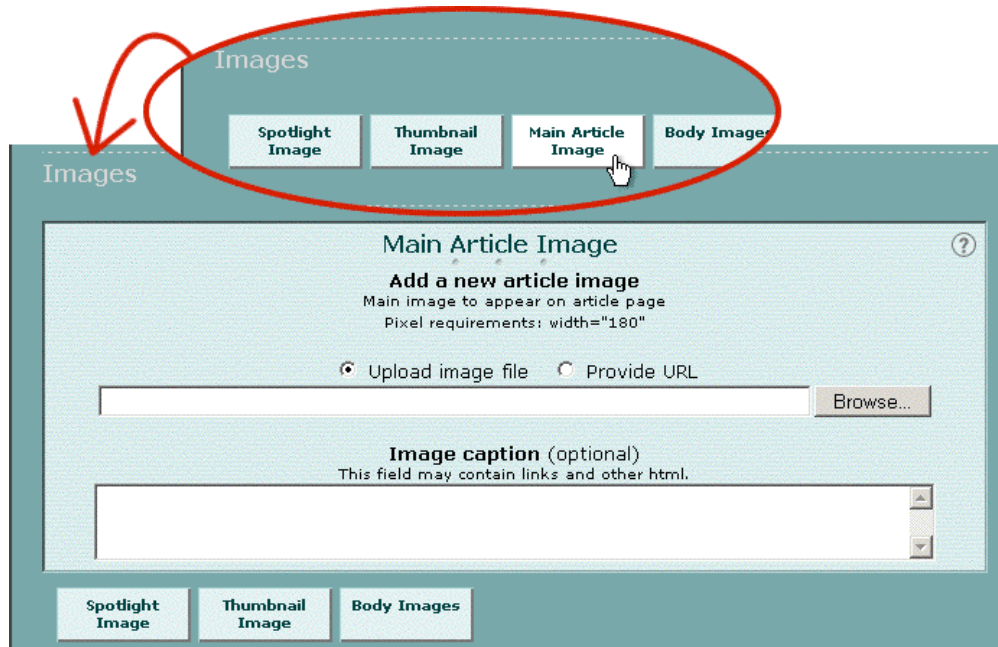
---

The article edit page allows you to add several types of images by loading them directly from your local hard drive or pointing to a web URL.

### *Adding a new image*

Select one of the two options for loading a new file:

- ❑ *Upload image file*. Click the "Browse" button for the specific image type, then indicate the location of the image file on your computer's local hard drive. All image files must be either GIF or JPEG files and are subject to file-size limitations established in the "Image Formats" panel of the site's widget settings.
- ❑ *Provide URL*. Enter the web address of the image you would like to use.



### *Replacing an image*

To substitute a new image for an existing image, click the "Replace this image with a new image" link below the image you would like to replace, and select one of the two options for loading a new file, as described above.

### *Deleting/removing an image*

To delete an existing image, select the "Delete this image" checkbox below the image you would like to remove.

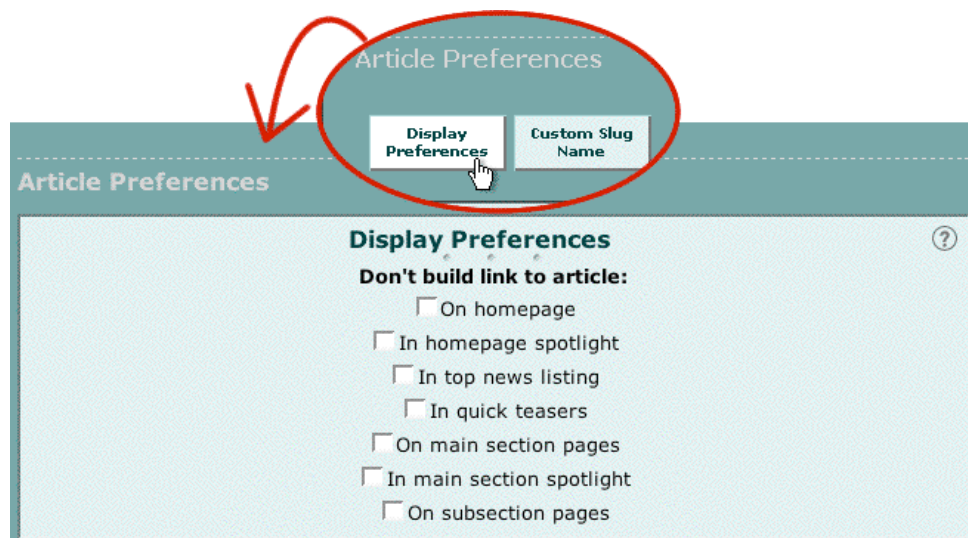


### Why does the image look distorted?

The site's webmaster or administrator can configure Big Medium so that each image type must be a certain height or width. If so, Big Medium will force images to display in those dimensions, no matter what the image's original size. When this happens, the image is squeezed, stretched or resized to fit. The solution is to make sure that your image is the correct size. If Big Medium is configured to expect a specific height and/or width for the image, that requirement is displayed just above the file-browsing field under the "Add a new image" heading.

## Article preferences

These fields are optional, and when you begin to create a new article, their edit panels are not displayed. To open an edit panel for either "Display preferences" or "Slug name," click its button.



### Display preferences

*Optional.* The display preferences allow you to specify locations where you do not want links to the article to appear. Suppressing links in certain locations allows you to downplay and article that may not be appropriate for promotion in certain sections of your site. Suppressing links in all of these areas will prevent the article from being promoted in any area of your website.

When in doubt, leave these options unchecked.

You can tell Big Medium not to build links...

- ❑ *On homepage.* This option prevents links from appearing on the homepage. However, if the article is assigned to a section designated as the "top news" section, the link may still appear on the homepage as part of a news listing (to prevent this from happening, see the "top news listing" option just below. The same applies to "quick teasers."
- ❑ *In homepage spotlight.* Depending on the design templates used by your site's webmaster or administrator, the homepage may "spotlight" an article, giving it a featured place on the page. This option prevents a link to this article from appearing in the spotlight position.
- ❑ *In top news listing.* This option prevents links from appearing in the top news section. This only applies to sites that have designated a "top news" section and display news as a separate list of links. Your site's webmaster or administrator can tell you if this is the case.
- ❑ *In quick teasers.* This option prevents links from appearing in the "quick teaser" for the article's section(s). A quick teaser displays a link to the latest article for the section. Your site's webmaster or administrator can tell you if your site uses quick teasers and, if so, where they appear.
- ❑ *On main section pages.* This option prevents links from appearing on the main links page (or index page) of the top-level section to which it is assigned. As noted for the homepage above, "top news" and "quick teaser" links may still appear on main section pages unless you suppress those types of links as well.
- ❑ *In main section spotlight.* This option prevents links from appearing in the "spotlight" position on main section pages while allowing them to appear elsewhere in the long- and short-format links for the main section page.
- ❑ *On subsection pages.* This option prevents links from appearing on the pages listing all of the articles in a subsection of the site. The caveat about "top news" and "quick teaser" links applies here, too.

### Why would I want to suppress links to an article?

There are a variety of reasons why you might choose not to include links in certain sections of your site. Here are just a few:

#### **It's just not important enough**

Not all articles are created equal, and you may not want every article showing up on your homepage or main section pages. If you have a frequently asked questions section, for example, and you're adding a new item, you probably don't want that displaying as the featured spotlight article on your homepage (and perhaps not on any page except subsection pages).

### **You reserve your homepage for certain content only**

Catalog sites prefer to use their homepages for special offers. Marketing sites prefer to use theirs for new products but not for press releases. You get the idea. Choosing the "Don't Build Link" option gives you control over your content and image.

### **Multi-page articles**

Some sites prefer to post articles over multiple webpages. In that case, some "articles" will just be page two, three, four, etc., of a larger article. In those cases, you may choose only to display page one in any sections and "hide" links to the other articles.

### **"About Us" pages**

This falls somewhat into the "just not important enough" category. Most sites have an "About Us" section but typically don't display "About Us" articles on the homepage or in quick teasers.

### **Custom slug name**

*Optional.* The slug name determines the filename of the article's webpage or download file. For example, if you choose the slug "manbitesdog," the filename for the webpage will be "manbitesdog.shtml."

The value in choosing your own slug name is to make the URL of the article easier to remember and to help search engines properly index the page. In the example above, an article about a man biting a dog is given the file name that suggests the content of the webpage.

You do not have to choose a slug name, however. If you leave the field blank, Big Medium will automatically build a slug name for you, based on the article's headline.

Every slug name must be unique; no two articles on your site can share the same slug name. If you select a slug name that has already been taken, Big Medium will adjust it automatically so that it is unique.

A slug can contain only letters and numbers—no spaces or punctuation, except for hyphens and underscores. You do not need to include a filename suffix (.html or .shtml, for example) because Big Medium automatically adds .shtml to the end of every slug name when it generates webpages and files.

### **Why call it a slug?**

The term slug (or slugline) is a bit of journalistic jargon borrowed from the printer's term "slug"—a compositor's type line of identifying marks or instructions, inserted temporarily in text. In the publishing world, "slug" came to mean a one- or two-word placeholder title to identify articles, often for layout purposes. With the rise of computer systems in newspaper organizations, the slug became the filename of an article in the system.

## **Saving and/or publishing the article**

---

At the bottom of the article edit page will be one or two "Save" buttons, depending on the article's publication status and your account privileges.

### **Save**

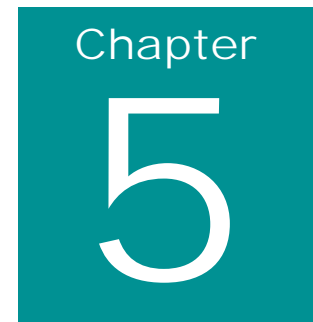
Clicking the "Save" button will save the article information. If you are editing an article that is currently published on the public (or "live") site, then the changes will be applied to the article page on the site, and all links to the article page will also be updated.

### **Save and publish**

This option is available only to users with publisher, webmaster or administrator accounts and is displayed only for articles that have not yet been published. Clicking this link will save the article information and add the page to the public website. Big Medium will also update the site's home page and section pages to add links to the article page.

### **Publishing/unpublishing from the article menu**

Users with publisher, webmaster or administrator accounts may also publish or unpublish articles from the article menu page. See the "Article Menu" section earlier in this chapter for details.



# One-Click Editing

One-click editing makes it fast and convenient to edit your site, enabling you to go directly from any page on your live site to the article editor for that page.

When one-click editing is enabled, Big Medium places edit icons on each page of your site; click the edit icon, and Big Medium displays the edit page for that article. So whenever you see website information that needs to be updated or a typo that needs to be corrected, it's just a one-click process to make the change.

## Enabling one-click editing

---

One-click editing is available only to Big Medium users whose accounts have publisher, webmaster or administrator privileges. Because one-click editing allows Big Medium users to edit published articles, the feature is not available to users with writer or editor account privileges (those account types are not allowed to edit articles that have been published).

If you have an eligible account and if your site administrator or webmaster has made one-click editing available for your site, a link labeled "One-click editing" is added to the Big Medium status bar for that site. The status bar is located at the top of most pages in the Big Medium control panel:



To turn the display of the edit icon on or off, click the "one-click editing" link in the status bar. Big Medium will display a page with easy instructions for enabling or disabling one-click editing from your computer.

Note that this setting affects only the computer you are currently using; if you later want to turn one-click editing on or off for another computer, you should revisit that setting page from that computer. So, for example, you might choose to turn on one-click editing from your office PC, but it might be wise to leave it turned off when checking the site from a library or other public terminal. (Leaving one-click editing on at a public terminal would display the edit icon to subsequent visitors at that computer, but they would not be able to edit articles without a valid user name and password.)

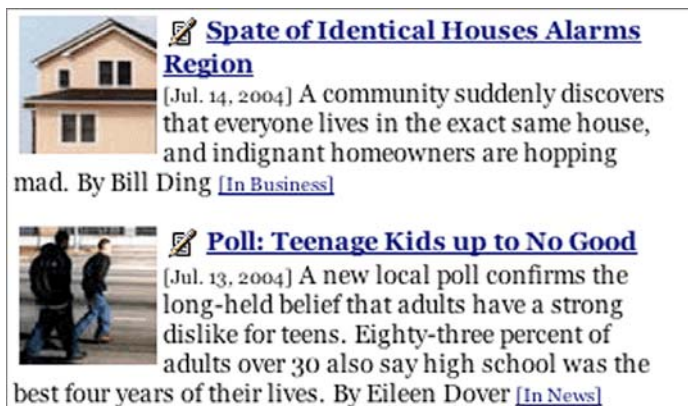
## For your eyes only

One-click edit icons are visible only on the screens of Big Medium users and are not displayed to other website visitors. For additional security when clicking the edit icons, you will be prompted to enter your user name and password if you are not already signed into Big Medium. After confirming your identity, you will be taken to the edit page for the article.

While your website visitors see only the "normal" page view...



...your enhanced view includes one-click edit icons:



# Chapter 6

## The Tip Editor

Tips are brief snippets of "micro-content" that you can update frequently and sprinkle throughout your site. You might, for example, use tips to display testimonials, quotes, did-you-know factoids or product tips.

Tips are displayed on your site only if they are included in your site's page templates (check with your site's administrator or webmaster).

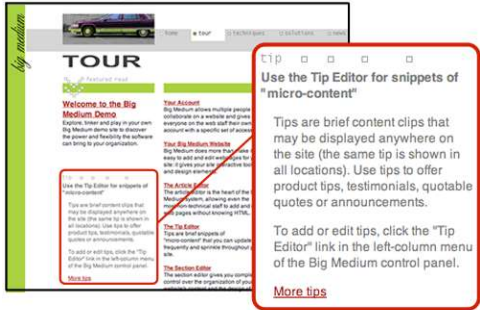
Use the tip editor to add, edit or delete tips for your site. After each change, Big Medium automatically updates the tip on all of your pages to display the new additions. Also, Big Medium maintains an archive of all of your tips on a standalone tips page. A link to this tips page is automatically included at the end of the tip(s) displayed on your site's pages.

### Access privileges

Any users with publisher, webmaster or administrator accounts can use the tip editor.

### Use tips for...

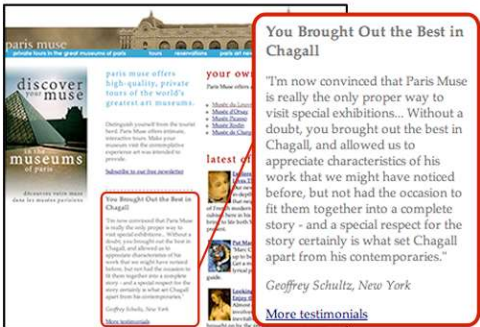
#### Product tips



#### Quotes



#### Testimonials



## The tip editor menu

Click the "Tip Editor" link under "Content" in the left-column menu of the Big Medium control panel to display the tip editor menu, where all of the tips for your site are displayed. From this menu, you can create a new tip, edit an existing tip or delete a tip.

The current "live" tip(s) for your site are highlighted in the tip editor menu.

Delete	Index	Title	Date	Editor
<b>The currently displayed tip(s)</b>				
<input checked="" type="checkbox"/>	5	<a href="#">Use the Tip Editor for snippets of "micro-content"</a>	May 27, 2003	Kick
<input type="checkbox"/>	4	<a href="#">Shuffle the article sort order</a>	May 26, 2003	Kick
<input type="checkbox"/>	3	<a href="#">Defeat spammers</a>	May 25, 2003	Kick
<input type="checkbox"/>	2	<a href="#">Create content subsections</a>	May 24, 2003	Kick
<input type="checkbox"/>	1	<a href="#">Different Views for Every Account Level</a>	May 23, 2003	Kick

## Creating or editing a tip

To create a new tip, click the "Create a New Tip" link at the top of the tip editor menu. To edit an existing tip, click the title of the tip you would like to edit from the menu. Clicking either of these links brings up the tip edit page (blank for new tips and pre-filled for existing tips).

### Make this the first tip in the list

Checking this box pushes the edited tip to the top of the list of tips and ensures that it will be displayed to your site's visitors. This field is displayed only when you are editing an existing tip; when you create a new tip, it is automatically selected as the current tip to display.

### Headline

The headline is the heading displayed above the tip.

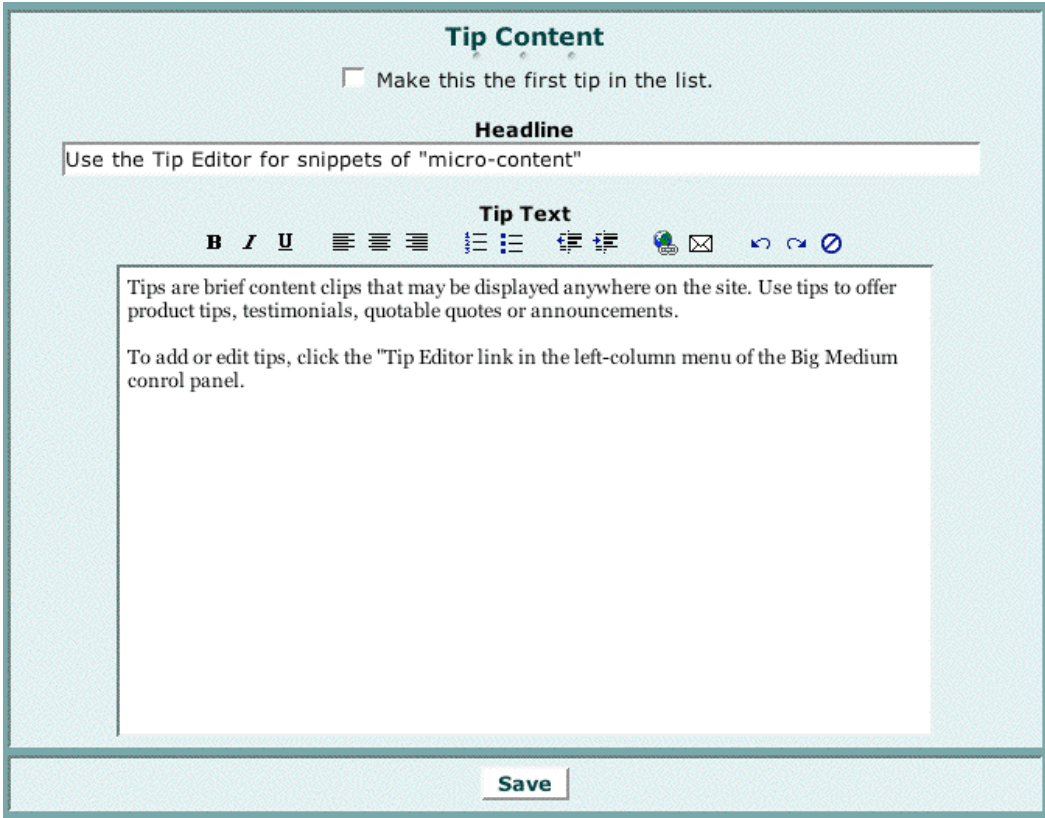
### Tip text

The tip text is the main content of your tip. Type your tip and click the "Save" button to save your tip and return to the tip menu.

*Rich-text editor*

If you have a browser that supports Big Medium's rich-text editor, Big Medium provides a toolbar of familiar text-formatting buttons, giving you a workspace similar to a word processor for entering and formatting your text. For more information on using the rich-text editor, see Appendix A, "The Rich-Text Editor."

If your browser does not support the rich-text editor you can instead use Moxie Code to add simple formatting to your text. For complete information about Moxie Code, see Appendix B, "Moxie Code," or click the link provided immediately above the tip-text field.



**i Updating the tip archive page**

When you save a tip, Big Medium automatically updates the tip information on your site, with the exception of your tip archive page. To complete updating of the archive page, you should prompt Big Medium to rebuild top-level pages of your tip section (Big Medium offers you a link to do this after you save your tip).

## Deleting tips

---

To *permanently* remove a tip from the system, click the delete checkbox in the tip editor menu next to the tip(s) you would like to delete, then click the "Update Menu" button.

### Be careful!

Deleting tips is a permanent action and cannot be undone. Once a tip is deleted, it's gone for good.

## Configuring the tip section

---

The tip section must be configured before you can use the tip editor. This configuration tells Big Medium which section template to use when building the tip archive page. Users with webmaster or administrator accounts can configure the tip section by going to the "News and tips" section of the widget settings.



## The Rich-Text Editor

When you edit articles and tips in supported browsers, Big Medium provides a toolbar of familiar text-formatting buttons, giving you a workspace similar to a word processor for entering and formatting your text.

### Browser requirements

---

The rich-text editor requires Internet Explorer 5.5+ (Windows only) or a Mozilla-based browser (Windows, Mac OSX or Linux), including Mozilla 1.4+, Firefox 0.6.1+, Netscape 7.1+, or AOL for Mac OSX.

If you do not have one of these browsers, the rich-text toolbar will not be displayed, but you can instead use Moxie Code to add simple formatting to your text. For complete information about Moxie Code, see Appendix B, "Moxie Code."

### Line breaks in Internet Explorer

---

When editing text in Internet Explorer, typing the "Enter" key starts a new paragraph and inserts two line breaks into the text. To enter only a single line break, type Shift-Enter (hold the "Shift" key while you hit "Enter").

Typing "Enter" (or "Return" for Macs) in a Mozilla-based browser always enters a single line break.

### Rich-text toolbar

---

The toolbar that appears above rich-text content fields allows you to format text as you type.

### Style formatting



Select the text you would like to format and click the appropriate style button to change the text's style to **bold**, *italic* or underline. These buttons toggle the style formatting on and off, so if the text is already formatted in the style you select, that style formatting will be removed.

### Text alignment



Select the paragraph(s) that you would like format and click the appropriate alignment button to align the text left, center or right.

### Lists



Select the text that you would like to change to a list and click the appropriate list button to turn the text into a numbered list or a bulleted list. If the text is already a list, clicking the button takes the text out of list format.

### Indentation



Select the paragraph(s) that you would like to format and click the appropriate button to "outdent" or indent the left margin.

### Web links



Select the text that you would like to link and click this button to link to a webpage. Big Medium prompts you to enter the URL of the page. Enter the URL, and click OK.

If you leave the URL blank and click OK, Big Medium removes the link, if any, on the selected text.

### Linking to another section of the same article

To link to another spot in the same article, use the web-link button to create the link and the Moxie Code [#] "pound" tag to create the target for the link. Follow these steps:

1. Select a name for the target spot you would like to jump to. The name must be one word using only letters and numbers. For this example, we'll use the name: jump.

2. Select the text that you would like to link, and click the web-link button. For the URL, enter the target spot's name, preceded with # (the pound sign). Do not include `http://` in the URL, only the pound sign and the target name. For example:

`#jump`

3. After entering the URL, click "OK" to create the link.

4. Insert the cursor in the target location for the link, and use Moxie Code's [#] tag to mark the spot, again using the target spot's name. For example:

`[#:jump]`I want to land here when I click the link.

The target name is case-sensitive, so it should be the same in both the link and the [#] tag. Note that unlike other Moxie Code tags, the [#] tag does not have a closing tag.

### E-mail links



Select the text that you would like to link and click this button to link to an e-mail address. Big Medium prompts you to enter the e-mail address. Enter the address, and click OK. If you leave the e-mail address blank and click OK, Big Medium removes the link, if any, on the selected text.

### Undo/Redo



Clicking the "undo" button reverses the last formatting command or deletes the last text you typed. To restore the formatting or text after clicking "undo," click the "redo" button.

### Clear Formatting



Clicking the "clear formatting" button removes all formatting from the entire text (not just the selection). Your text remains intact, but it is all changed to plain, left-aligned text. This cannot be undone, and Big Medium asks you to confirm the action before clearing your formatting.

This option may be particularly helpful when pasting text from another application or web page, which may include fonts and formatting that you do not want. Although Big Medium will remove those fonts and formatting when you save the article, the "clear formatting" option lets you start fresh as you enter the text.



## Moxie Code

Moxie Code is a tagging system that lets you include simple formatting in your text.

### Links

---

#### "Naked" web addresses

Any URLs included in your text are automatically activated and turned into actual links on your page. For example, suppose that you enter the following text in the article contents field for a new article:

```
I recommend that all of my colleagues visit www.globalmoxie.com to
check out the Big Medium content management software by Global
Moxie.
```

Big Medium would link the text "`www.globalmoxie.com`" to the URL `http://www.globalmoxie.com`. Big Medium does this for all addresses that start with "`www`" or "`http://`".

#### The [LINK] tag

You may also link text by using the [LINK] tag. For example:

```
[LINK: http://www.globalmoxie.com]Global Moxie[/LINK]
```

Big Medium would display the text "Global Moxie" with a link to `http://www.globalmoxie.com`. Note that the closing tag has a slash in it: `[/LINK]`.

#### Linking to another section of the article

To link to another spot in the same article, use the [LINK] tag to create the link and the [#] "pound" tag to create the target for the link. Follow these steps:

1. Select a name for the target spot you would like to jump to. The name must be one word using only letters and numbers. For this example, we'll use the name: jump.
2. Use the [LINK] tag to add the link to the target spot, preceding the target spot's name with # (the pound sign). For example:  
[LINK: #jump]This is the link text[/LINK]
3. Use the [#] tag to identify the target spot, again using the target spot's name. For example:  
[#:jump]I want to land here when I click the link.

The target name is case-sensitive, so it should be same in both the [LINK] tag and the [#] tag. Note that unlike other Moxie Code tags, the [#] tag does not have a closing tag.

## E-mail links

---

The [EMAIL] tag

To create a link to an e-mail address, type the e-mail address surrounded by the e-mail tag:

```
[EMAIL]yourname@yoursite.com[/EMAIL]
```

Note that the closing tag has a slash in it: [/EMAIL].

## Text alignment

---

The [ALIGN] tag

Use the [ALIGN] tag to center, left-align, right-align or justify text:

```
[ALIGN:L]Left-aligned text[/ALIGN]
```

```
[ALIGN:C]Centered text[/ALIGN]
```

```
[ALIGN:R]Right-aligned text[/ALIGN]
```

```
[ALIGN:J]Justified text[/ALIGN]
```

(Not all browsers support justified text.)

Note that the closing tag has a slash in it: [/ALIGN]

## Bold text

---

The [B] tag

To format **bold text**, type the text surrounded by the [B] tag:

```
[B]bold text[/B]
```

Note that the closing tag has a slash in it: [/B].

## Italic text

---

The [I] tag

To format *italic text*, type the text surrounded by the [I] tag:

```
[I]italic text[/I]
```

Note that the closing tag has a slash in it: [/I].

## Underlined text

---

The [U] tag

To format underlined text, type the text surrounded by the [U] tag:

```
[U]underlined text[/U]
```

Note that the closing tag has a slash in it: [/U].

## Indented quotation

---

The [QUOTE] tag

To indicate a long quotation by indenting the text, type the text surrounded by the [QUOTE] tag:

```
[QUOTE]This is a famous quotation.[/QUOTE]
```

Note that the closing tag has a slash in it: [/QUOTE].

## Lists

---

### The [LIST] tag

To create a bulleted list, surround the list with the [LIST] tag and start each element of the list with a [\*] "bullet" tag:

```
[LIST]
[*] First item
[*] Second item
[*] Third item
[/LIST]
```

### Numbered lists

To number the items in the list, add a "1" to the opening [LIST] tag like this:

```
[LIST:1]
[*] First item.
[*] Second item.
[*] Third item.
[/LIST]
```

### Lettered lists

To use letters (a, b, c, d) instead of numbers to order your list, add an "a" to the opening [LIST] tag like this:

```
[LIST:a]
[*] First item.
[*] Second item.
[*] Third item.
[/LIST]
```

Note that the closing tag for all lists has a slash in it: [/LIST].