

Interreg



Co-funded by
the European Union

North-West Europe

CMS Training Guide – Odoo

How to edit your Interreg NWE project website

Version 2
March 2024



Interreg North-West Europe

15 rue du Palais Rihour, 4e étage - F-59000 Lille, France
+33 3 20 78 55 00 | nwe@nweurope.eu | www.nweurope.eu



Table of contents

GLOSSARY AND ABBREVIATIONS	3
1. INTRODUCTION	4
2. ACCESSING YOUR WEBSITE.....	4
Updating your password.....	4
Resetting your password	4
3. SETTING UP YOUR WEBSITE.....	5
Navigating the Listing section	5
Updating the Homepage.....	6
Description.....	6
Background image.....	8
Updating the Partner page.....	9
Updating the Contact page.....	9
Updating the footer content.....	10
Publishing pages	11
4. CREATING CONTENT PAGES	11
Editing content pages.....	12
Drag and drop options.....	13
Updating the page properties.....	14
Pages overview.....	15
Updating the menu.....	16
5. USING THE BLOG	17
Creating a blog post.....	17
Creating blog categories	19
6. WEBSITE ANALYTICS	20
7. OPTIMISING SEO.....	20



Glossary and abbreviations

Term	Definition
Blog	A blog, short for weblog, consists of content entries on specific topics. These entries, or "blog posts", are displayed in reverse chronological order, with the most recent content appearing first. Each post is therefore associated with a time property. Blogs are effective tools for enhancing Search Engine Optimization (SEO).
CMS	A Content Management System (CMS) is a computer software used to manage the creation and modification of digital content.
CTA	A Call To Action (CTA) on a website is an instruction to the visitor, prompting them to perform a specific action.
Footer	Similar to a document footer, a webpage footer is located at the bottom of the page and remains constant across all pages of the website.
Frontend vs. backend	All websites require frontend and back-end development. Front-end development focuses on the visual aspects of a website — the part that users see and interact with. Backend development comprises a site's structure, system, data, and logic.
Header	Similar to a document header, a webpage header is displayed at the top of a page and remains consistent across all pages of the website. It typically contains the website logo and menu bar and may also include CTAs (for example "Contact us"). The term 'header' – or heading – can also refer to the title hierarchy. See the About headers section for more information.
Index	Indexing is the process of search engines visiting and analysing new and updated web pages before adding them to their index (database) of webpages. Indexing a webpage essentially refers to submitting the webpage content for analysis on search engines.
Odoo	Odoo is the CMS used by the Interreg North-West Europe Programme.
SEO	Search engine optimisation (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.
Snippet	Snippets are building blocks for the Odoo website builder. Snippets are the easiest way to customise the Odoo website.
Web analytics	Web analytics refers to the process of analysing the behaviour of visitors on a website. It involves tracking, reviewing, and reporting data to measure website activity, including usage patterns and user interactions.

1. Introduction

The purpose of this guide is to **support Interreg NWE projects to manage and update their websites**. This guide will outline how the CMS for Interreg NWE works, what type of content and snippets make up the project pages and how these can be added, edited, and deleted.

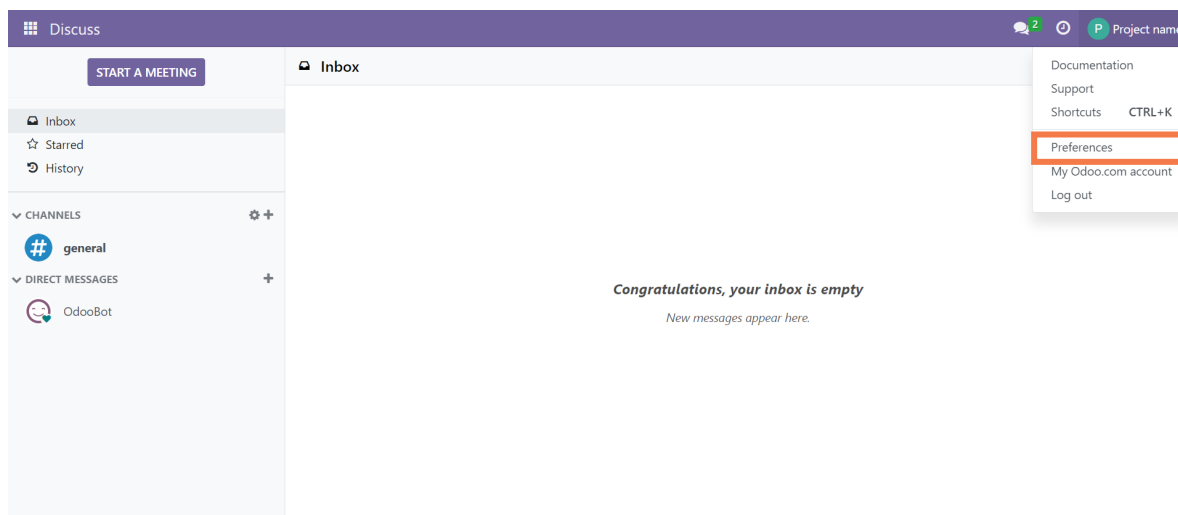
2. Accessing your website

The connection URL, login and password will be provided by the Interreg NWE Joint Secretariat. Please note that the ID is an email address consisting of your project name followed by “@nweurope.eu”. This email address only serves as an identification but has no mailbox associated with it.

Updating your password

For security reasons, we recommend updating your password after your first log in.

1. Click on your account name at the top right corner of the screen
2. Access “Preferences”
3. In the dialog box, select “Account security” and “Change my password”
4. Enter your current password to confirm your account
5. Set up a new password



Resetting your password

If you no longer have access to your project website and need to reset your password, please contact the Joint Secretariat Communication Officers.

[Get in touch](#)

3. Setting up your website

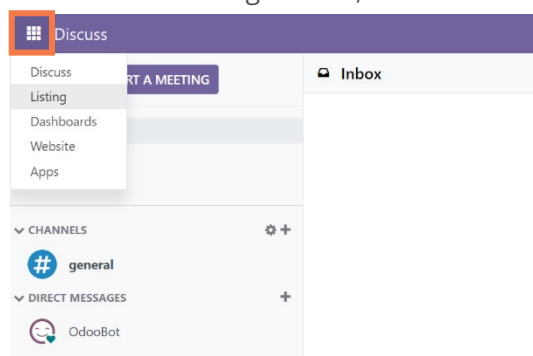
They are a few important steps to set up your project website before its publication:

1. Updating the homepage description and image
2. Updating the partner information
3. Updating the footer content
4. Updating the Contact page
5. Publishing and indexing pages

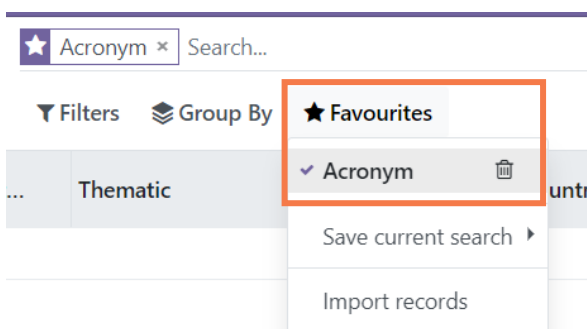
Navigating the Listing section

The Home and Partners pages of the project websites are already created and are generated from the back office. The content is imported and synchronised with the Joint Electronic Monitoring System (Jems). These pages are called dynamically generated pages. This means that edition on these pages is limited, and content should be updated through the Listing section of your website.

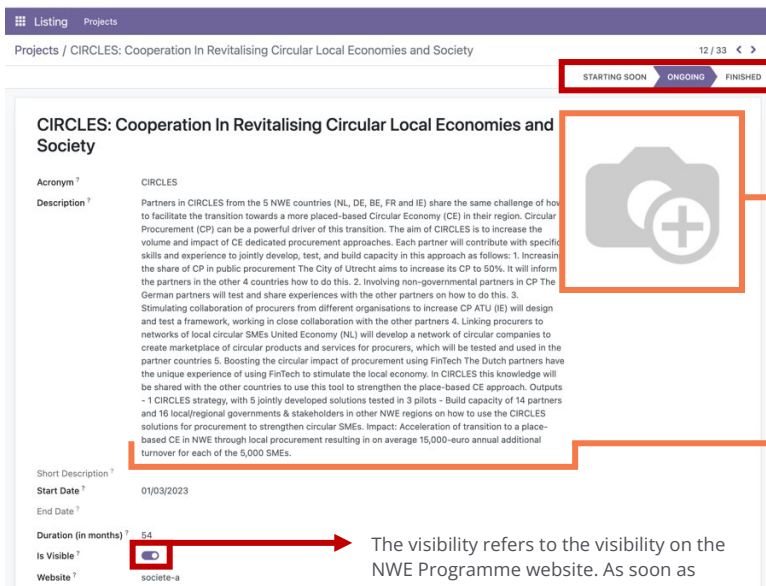
To access the Listing section, click on the app menu at the top left corner of the screen.



Find your project in the list. You can filter by priority and acronym by clicking on "Favourites" and select "Acronym"



Once you have opened your project, you will find the data imported from Jems as well as other fields to fill in. Fields that are in back office will be shown on your website.



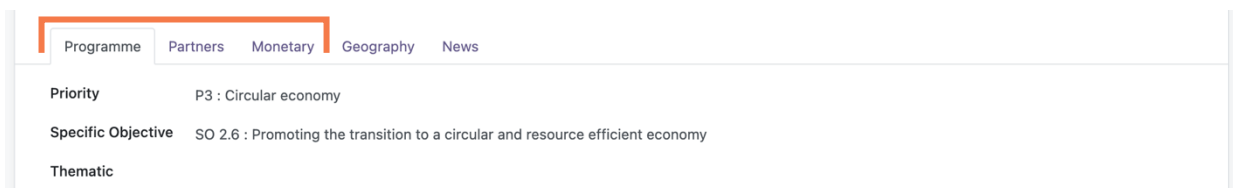
The state refers to the state of your project. It should remain “ongoing” until the project has ended.

Here you can upload the image that will show as the background of your homepage banner. It will also be displayed as a preview image for your project on the Interreg NWE website under the project search.

This is the project description that appears on the website homepage (refer to [Description](#) section).

The visibility refers to the visibility on the NWE Programme website. As soon as your project website is ready for publication, the Joint Secretariat will turn the visibility on. **After that, it should always remain visible.**

Below this general information, you will find several tabs.



- The **Programme** tab is prefilled with your project Priority and Specific Objective imported from Jems.
- The **Partners** tab includes the project partner information imported from Jems. This tab is further addressed in the [Updating the Partner page](#) section of this guide.
- The **Monetary** tab includes the project financial information imported from Jems.
- The Geography and News tabs here can be ignored.

Updating the Homepage

Description

The project description on the homepage has been imported from Jems and **needs to be reviewed and adapted.**

To update the description, access the Listing section of your project website (refer to [Navigating the Listing section](#)).

Listing Projects


Projects / CIRCLES: Cooperation In Revitalising Circular Local Economies and Society 12 / 33 < >

STARTING SOON ONGOING FINISHED

CIRCLES: Cooperation In Revitalising Circular Local Economies and Society

Acronym ? CIRCLES

Description ? Partners in CIRCLES from the 5 NWE countries (NL, DE, BE, FR and IE) share the same challenge of how to facilitate the transition towards a more place-based Circular Economy (CE) in their region. Circular Procurement (CP) can be a powerful driver of this transition. The aim of CIRCLES is to increase the volume and impact of CE dedicated procurement approaches. Each partner will contribute with specific skills and experience to jointly develop, test, and build capacity in this approach as follows: 1. Increasing the share of CP in public procurement The City of Utrecht aims to increase its CP to 50%. It will inform the partners in the other 4 countries how to do this. 2. Involving non-governmental partners in CP The German partners will test and share experiences with the other partners on how to do this. 3. Stimulating collaboration of procurers from different organisations to increase CP ATU (IE) will design and test a framework, working in close collaboration with the other partners 4. Linking procurers to networks of local circular SMEs United Economy (NL) will develop a network of circular companies to create marketplace of circular products and services for procurers, which will be tested and used in the partner countries 5. Boosting the circular impact of procurement using FinTech The Dutch partners have the unique experience of using FinTech to stimulate the local economy. In CIRCLES this knowledge will be shared with the other countries to use this tool to strengthen the place-based CE approach. Outputs - 1 CIRCLES strategy, with 5 jointly developed solutions tested in 3 pilots - Build capacity of 14 partners and 16 local/regional governments & stakeholders in other NWE regions on how to use the CIRCLES solutions for procurement to strengthen circular SMEs. Impact: Acceleration of transition to a place-based CE in NWE through local procurement resulting in on average 15,000-euro annual additional turnover for each of the 5,000 SMEs.



Short Description ?

Start Date ? 01/03/2023

End Date ?

Duration (in months) ? 54

The example above shows the description field as imported from Jems. The content and format of the text should be adapted to make it more readable and understandable for a large, non-expert audience. You may customise it by adding titles, subheadings, bullet points, images, videos, etc.

To add elements, type the following shortcut: /





The shortcut will prompt a list of elements that you can add to enhance your project description.

This list includes:

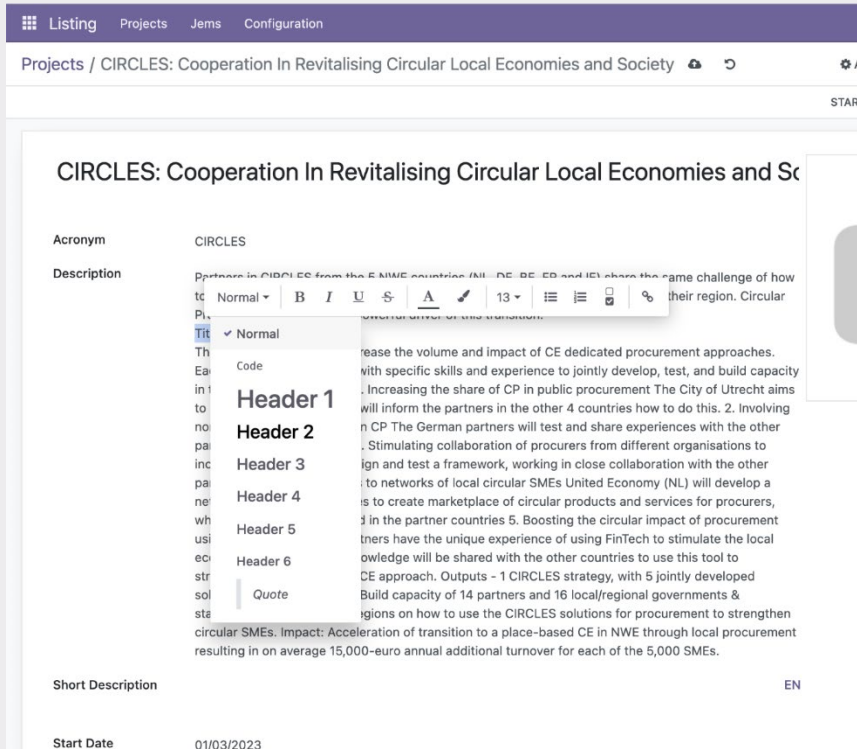
- Structuring elements such as bulleted lists, numbered lists, etc.
- Formatting elements such as headers (see [About headers](#))
- Media such as images, videos, etc.
- Navigation elements such as links or buttons.

Description	Partners in CIRCLES from the 5 NWE countries (
Short Description	/
Start Date	C
End Date	3
Duration (in months)	5
Is Visible	C

STRUCTURE

-  **Bulleted list**
Create a simple bulleted list.
-  **Numbered list**
Create a list with numbering.
-  **Checklist**
Track tasks with a checklist.
-  **Table**
Insert a table.

About headers



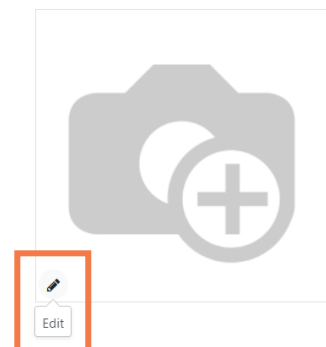
Your website has six levels of headers for titles and subheadings. They provide a structure, organising the content into smaller sections so that it is easy for both visitors and search engines to navigate and understand. Always use the headers in the correct order. For example, do not place a “Header 3” if your page does not have a “Header 2”.

The Homepage has an embedded "Header 1" title corresponding to the name of your website. There should only be one “Header 1” per page, which means you need to be adding subheadings starting from “Header 2”.

Background image

The Homepage background image needs to be updated from the Listing section (refer to [Navigating the Listing section](#)).

Click on Edit and upload your image: ensure it is copyright free or that you have obtained proper rights to use it.



Updating the Partner page

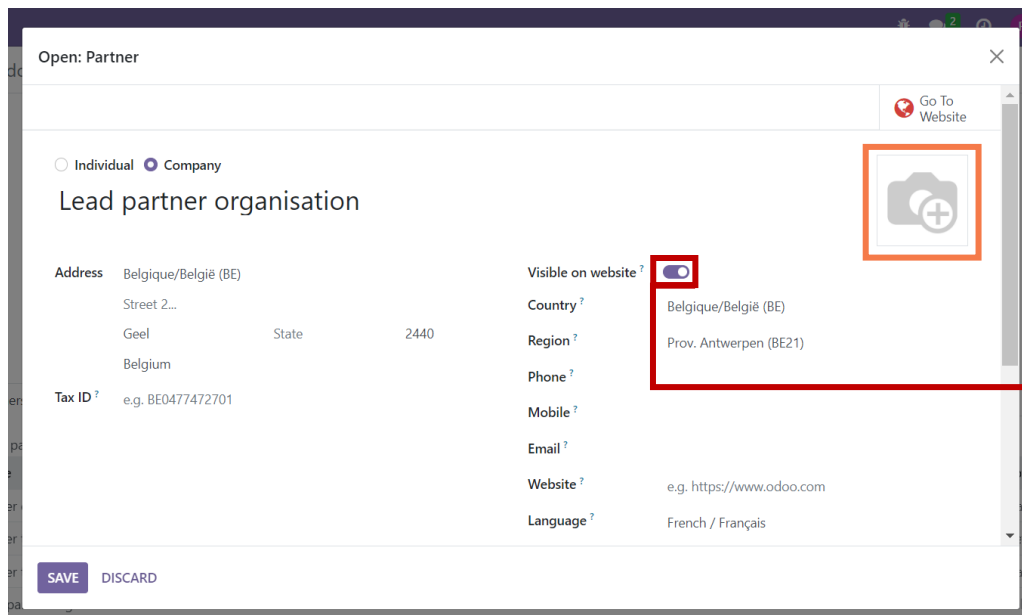
To update the Partner page, access the Listing section of your project website (refer to [Navigating the Listing section](#)). The "Partners" tab will allow you to manage the page of the same name.

Programme Partners Monetary Geography News

Lead Partner? Lead partner organisation

Name	Email	Phone
Partner one		
Partner two		
Partner three		
Lead partner organisation		

Review the list of partners and check that the information is correct. You can add the partner organisations' logo. Use square images for best displayed result.



Open: Partner

Go To Website

Individual Company

Lead partner organisation

Address Belgique/België (BE)
 Street 2...
 Geel State 2440
 Belgium

Tax ID? e.g. BE0477472701

Visible on website?

Country? Belgique/België (BE)
 Region? Prov. Antwerpen (BE21)
 Phone?
 Mobile?
 Email?
 Website? e.g. https://www.odoo.com
 Language? French / Français

SAVE DISCARD

The visibility refers to the visibility on your partner page and on the Interreg NWE partner search. **It should always remain visible.**

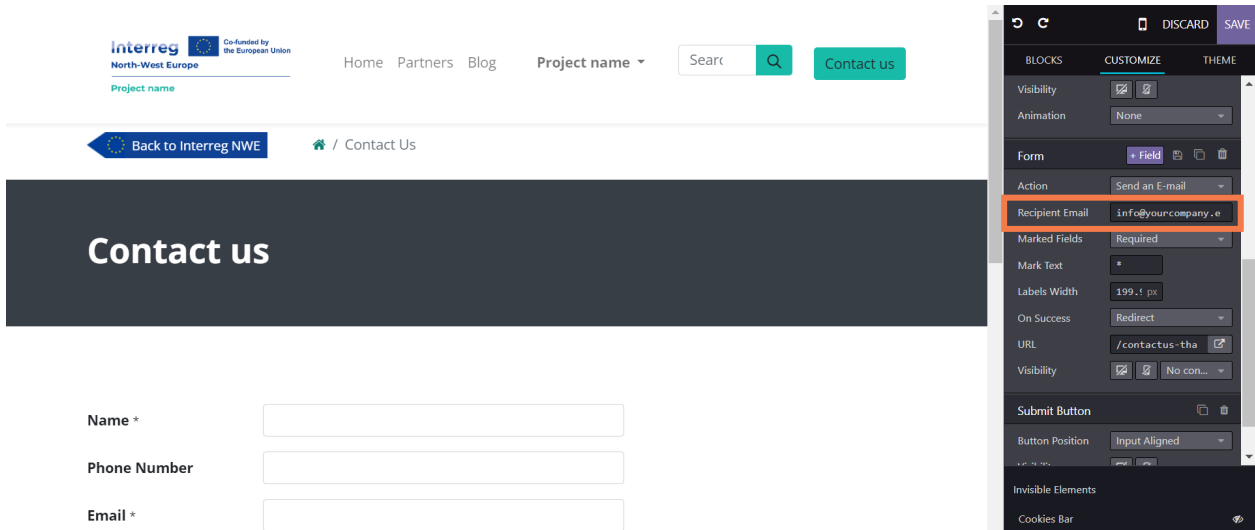
After updating the project information on the Listing section, you can review the content in the frontend.

Updating the Contact page

Your website comes with an existing Contact page, which is accessible through the "Contact us" button on the website header.

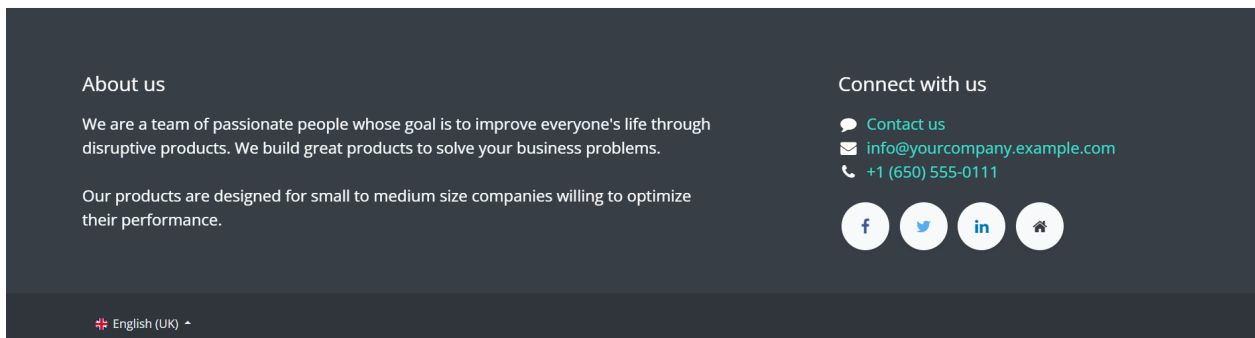
The page contains a contact form that you can use to receive messages and requests. To use this contact form and receive email notifications, **you will need to set a recipient email.**

1. Click "Edit" at top right corner of the screen
2. Click on the "Submit" button of the contact form
3. In the sidebar, change the recipient email address



Updating the footer content

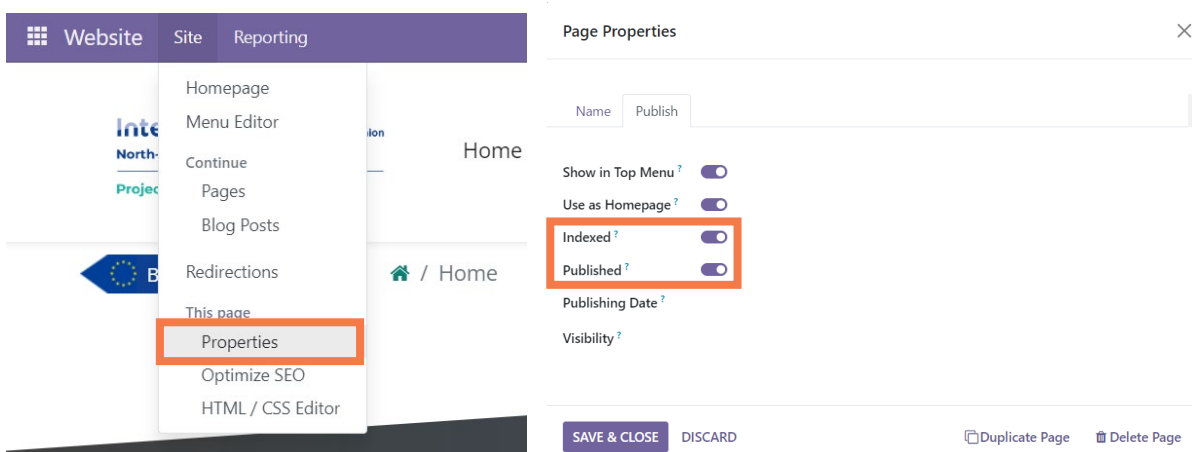
You might have noticed that your website contains a footer that appears on all pages. The footer contains default text and links. **It needs to be updated before publishing your website.**



To update the content, click "Edit" at top right corner of the screen from any page of your website. You can update the information and drag and drop snippets to enhance your footer (see [Drag and drop options](#)).

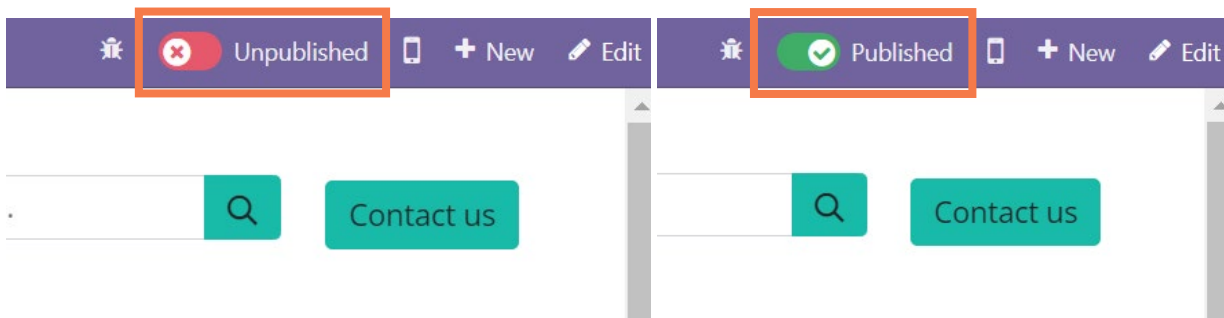
Publishing pages

After updating the homepage, partner and contact information, as well as arranging your website’s footer, **you will need to publish and index all existing pages: Home, Partner, and Contact us.** Indexing will allow these pages to appear on search engines.



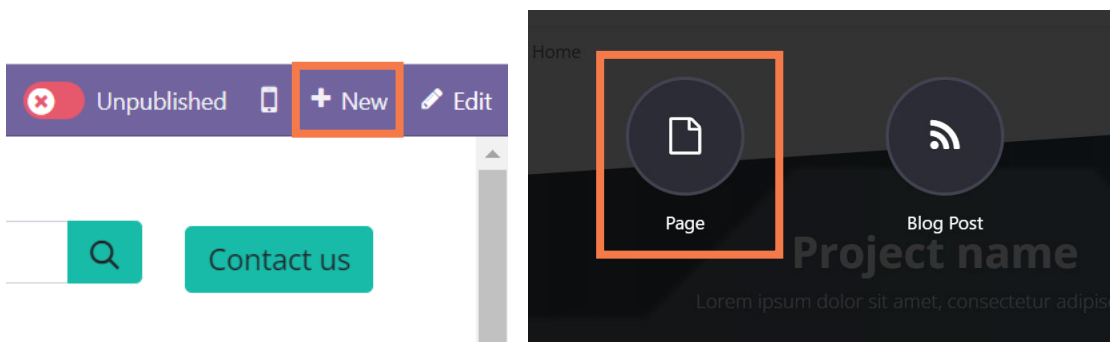
1. Click on “Site” and access “This page > Properties”.
2. Access the “Publish” tab
3. Select published and indexed
4. Save & close

You can also publish your pages using the toggle button in the top menu. However, the indexing option is only available in the previous step.



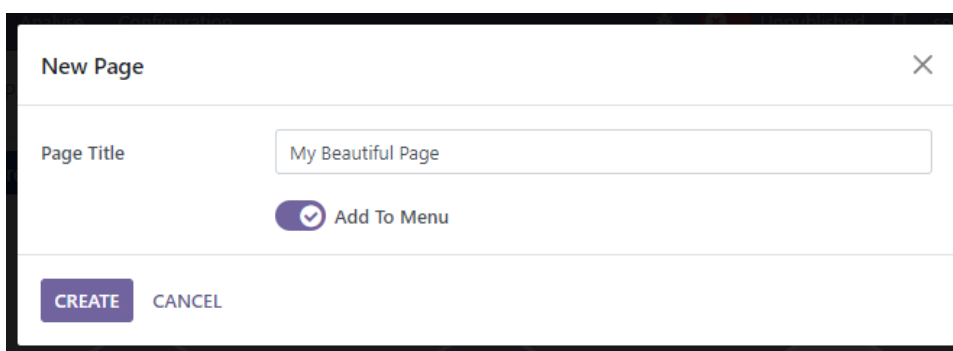
4. Creating content pages

To enhance your website, **you can now create as many content pages as you need.** You can create a new page, by clicking on “New”. In the window that appears, click on “Page”.



Give your page a title. The page title will be used in the page URL in slug (transforming spaces and special characters with dashes). You can indicate whether this page is to be added to your website menu.

The page title, URL, and menu setting can also be edited later.

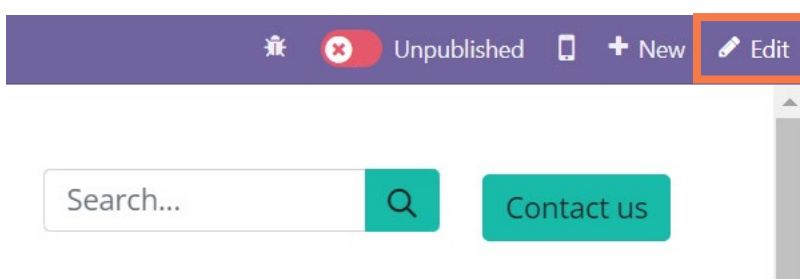


A new blank page will appear. Congratulations you have created a new content page!

For more information, you can watch this video on page creation:
<https://www.youtube.com/watch?v=Dpq87YCHmJc>

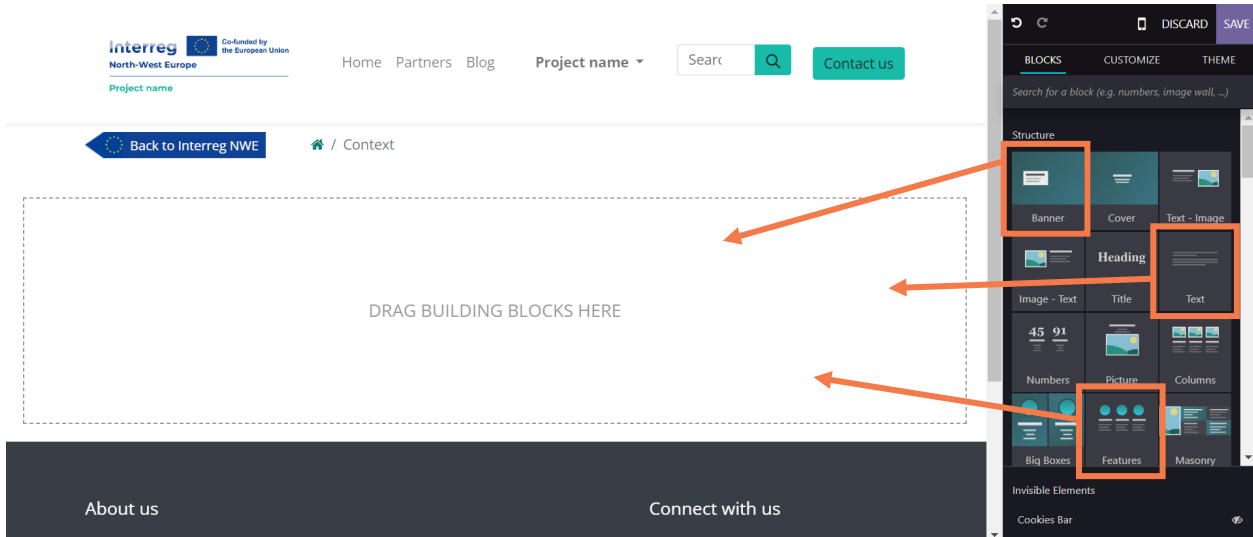
Editing content pages

When creating new pages, or editing an existing content page, you can enter edit mode to add new snippets.

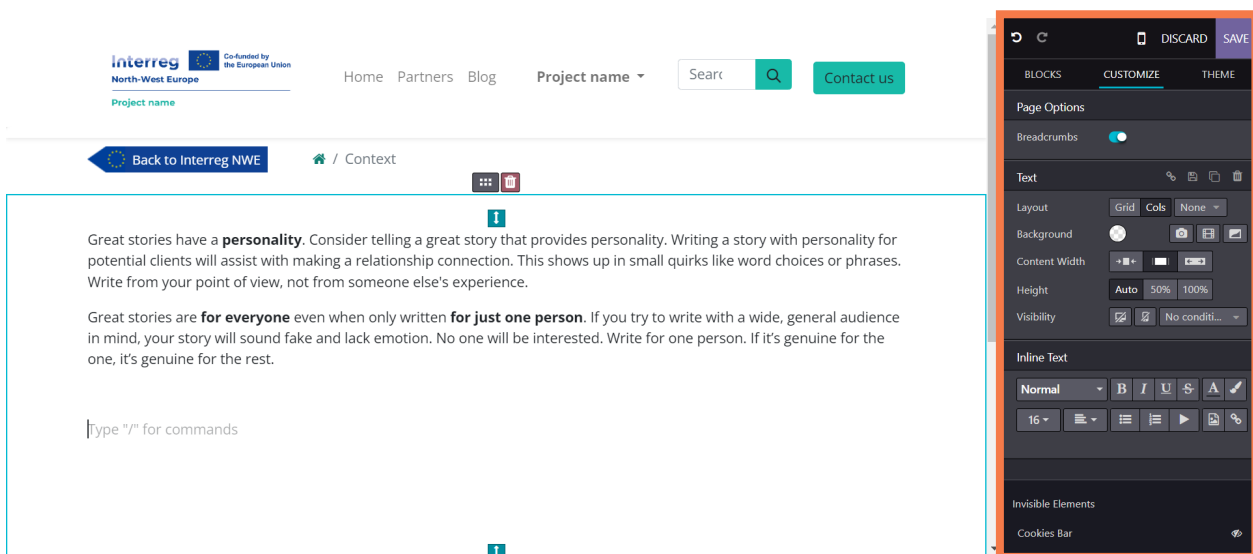


A side menu will appear. You can now drag & drop new elements and edit your content page.

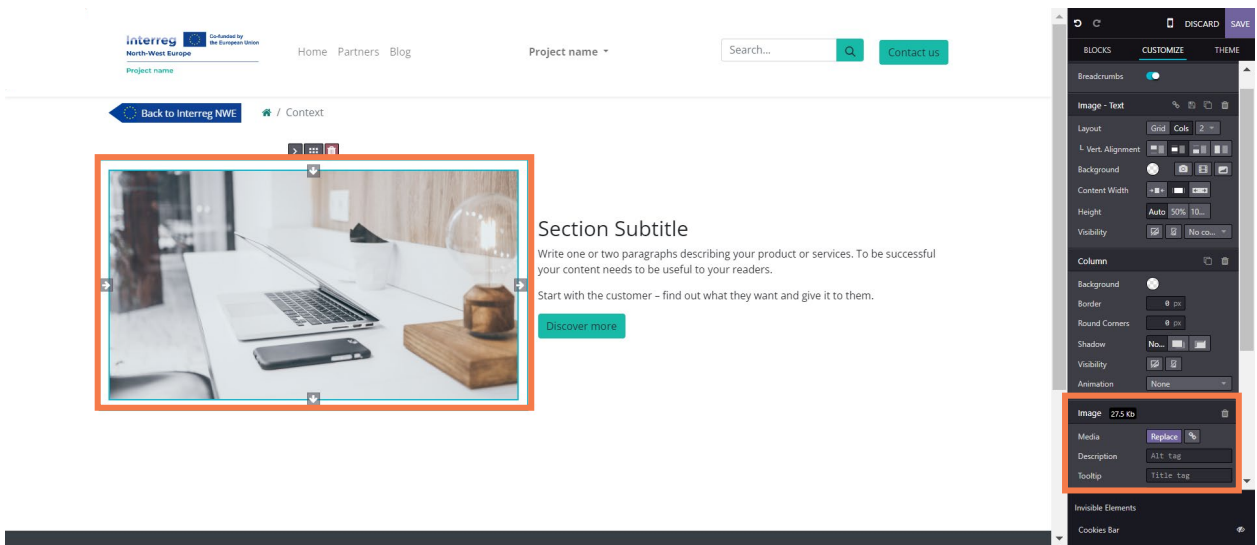
Drag and drop options



The drag & drop content blocs are called snippets. Snippets can have specific settings; these will appear on the sidebar. For example, with a text snippet you can edit the size or font, use headers to structure your page (see [About headers](#)).

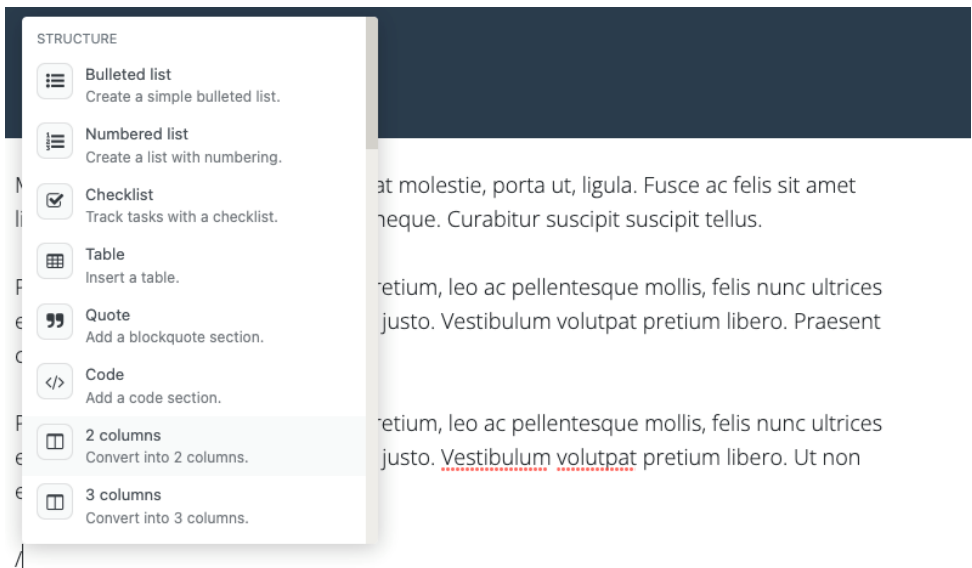


A snippet can be made up of several elements, for example image(s) and text(s). Each element can be adjusted from the sidebar.



The bottom of the sidebar shows the options for the selected element. The top of the sidebar will show the options for the entire snippet. It is recommended to start at the bottom and work the way up to the top for more general snippet settings.

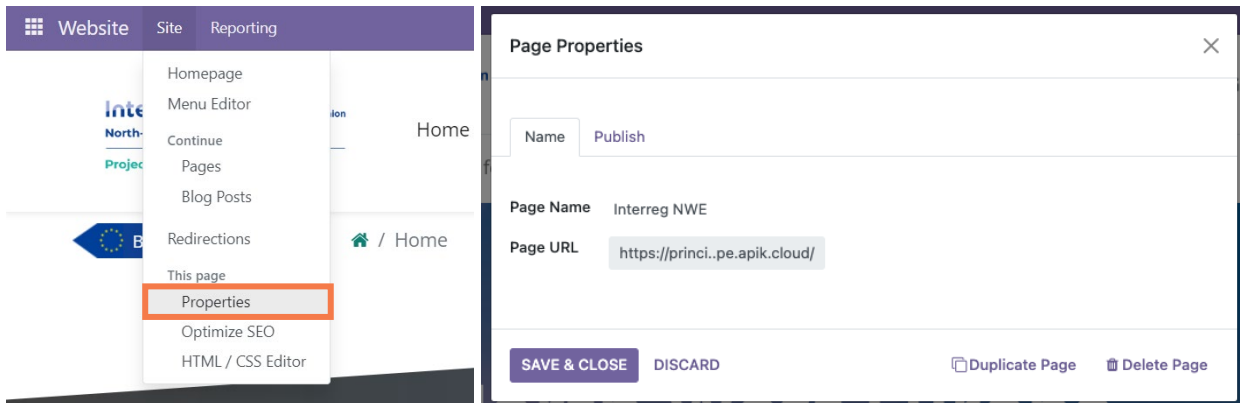
While writing content on your page, you can also use the following shortcut **"/"** to access a list of elements to add.



Updating the page properties

You can edit a page name and URL at any time.

1. Access the page you would like to update
2. Click on "Site" and access "This page > Properties".

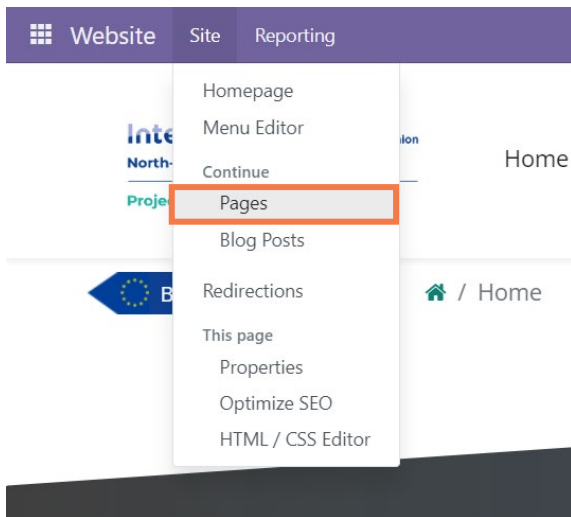


Via the "Name" tab, you can update the page name and URL. You can also duplicate or delete the page. However, be careful when updating a page URL. If the URL has been used previously or shared outside your website, you may "break" the initial link.

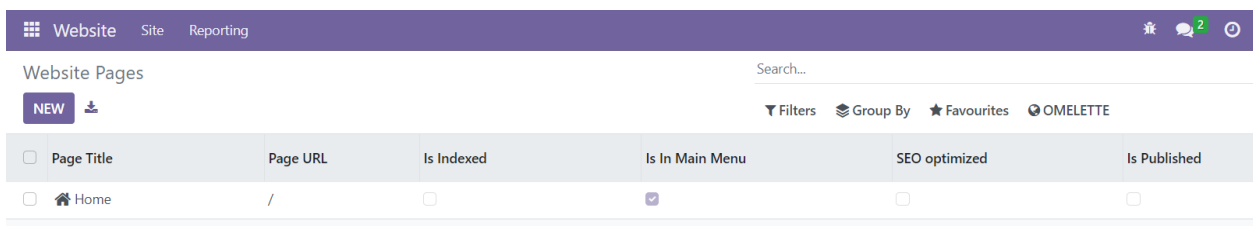
Via the "Publish" tab you can define the publication criteria (see [Publishing pages](#)).

Pages overview

You can view the list of pages that make up your website from "Site > Pages".

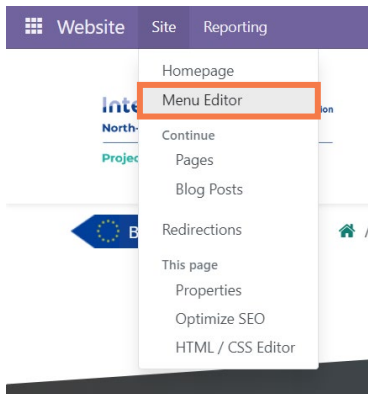


Here you will get an overview of the different pages on your website.

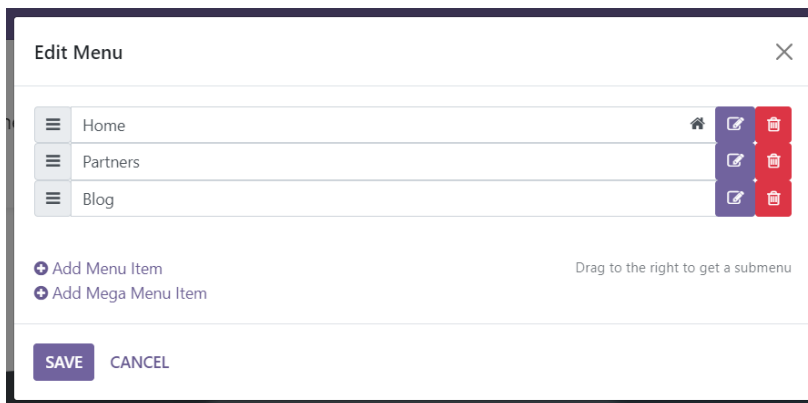


Updating the menu

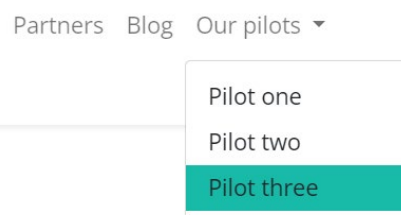
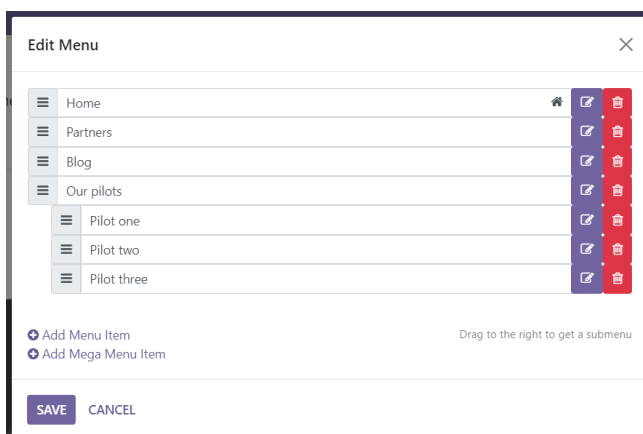
You can edit your website menu by adding / removing pages from it, simply by accessing “Site > Menu Editor” at the top of the screen.



You can add / remove / move elements from there. You can add a “Menu item” and create submenus.



To create a menu item, click on “Add Menu item”. Give your menu item a title and assign an existing content page. To create submenus, you can drag menu items to the right. It will automatically be assigned to the above menu.



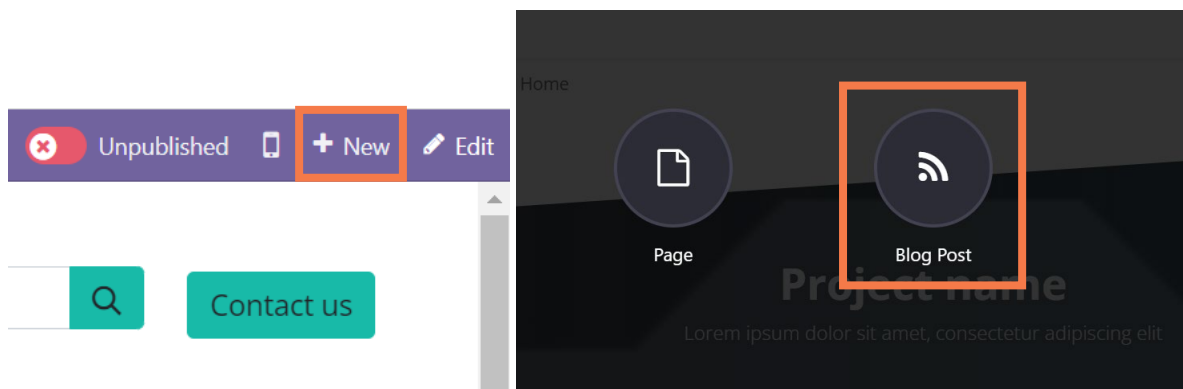
Mega Menu items allow for more complex menu sections. For more information, you can watch this video about Mega menus: <https://www.youtube.com/watch?v=yDeO89lgYRs>

5. Using the blog

Unlike a page, a blog post is publishing featuring a publication date. A blog post is relevant to publish a piece of news, or to announce an event that will take place on a specific date. Using blogs will help with your website SEO. Project blog posts are also listed on the Programme website for increased visibility.

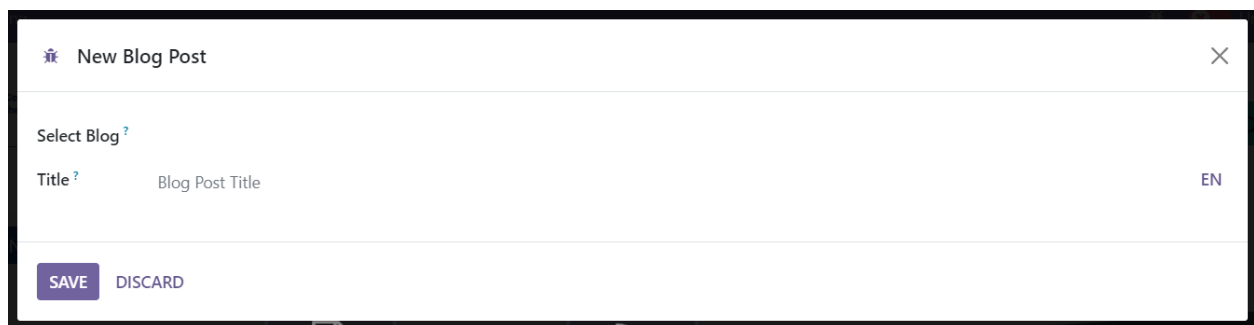
Creating a blog post

To get started, click on the "New" button in the top right corner of your screen and choose "Blog Post".



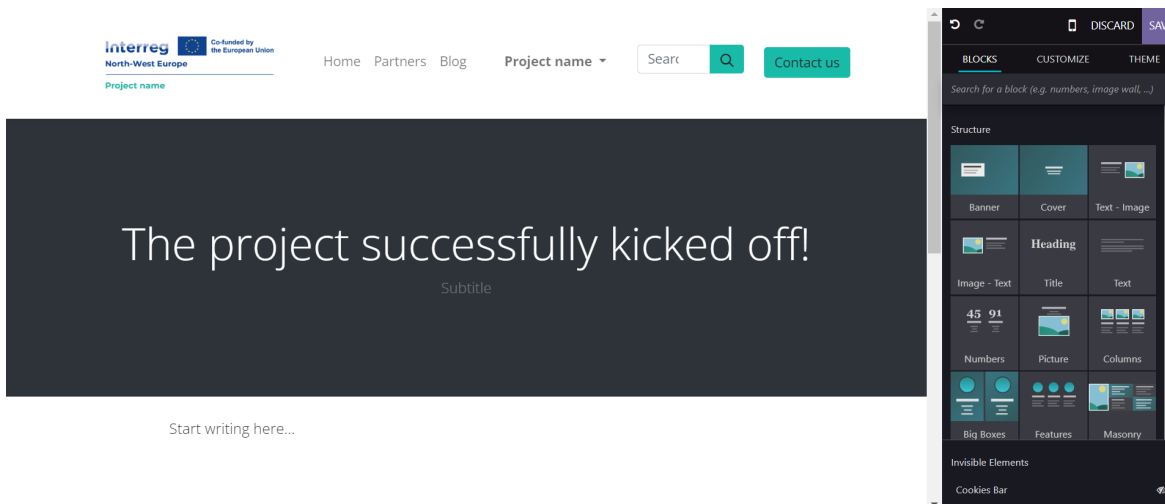
Select the blog category in which you want your blog post to be published. By default, each project website has one blog category: [Project name] news. To create other blog categories, please refer to the [next section](#).

You will need to give a title to your blog post.

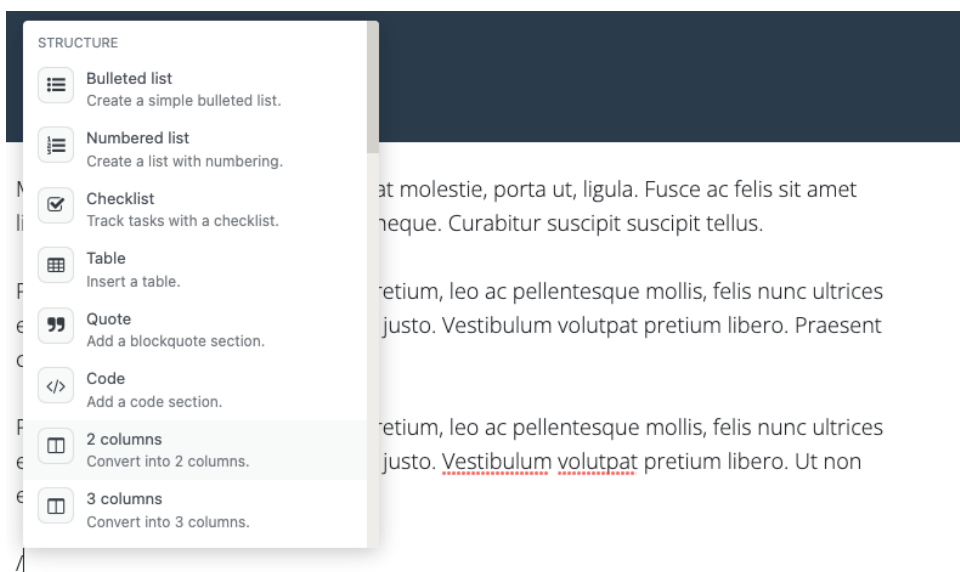


This title will be used as the title of the page as "Header 1". However, unlike a page, you will not be able to adapt the placement or style of your blog post title.

You can then start writing or adding snippets.



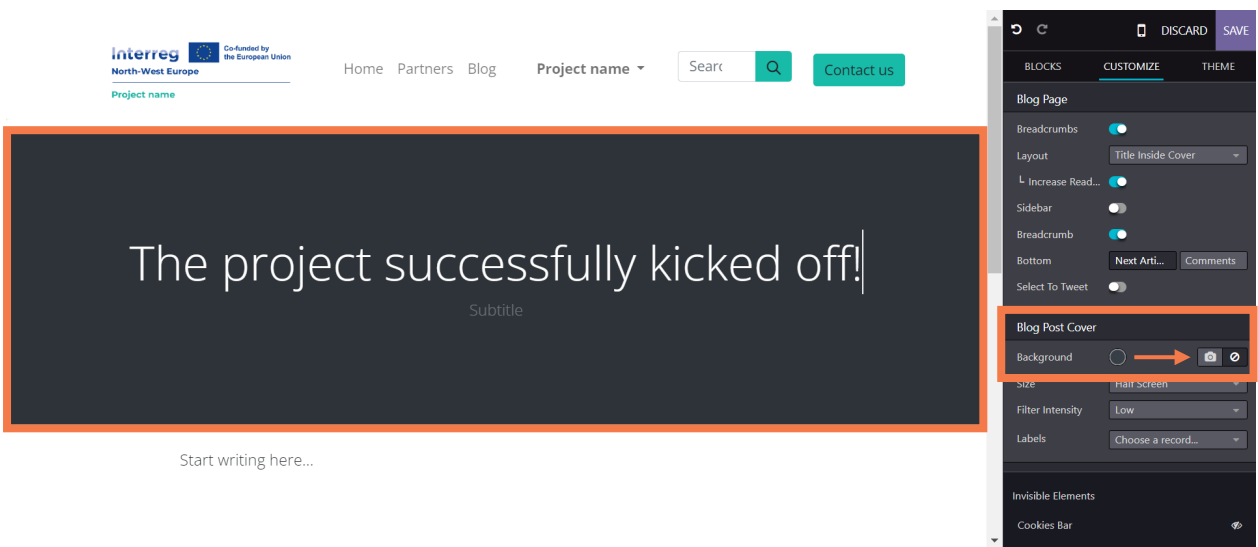
While writing, you can use the following shortcut **"/"** to access a list of elements to add.



When you have successfully designed your blog post, make sure to add a cover image. This image will show as your blog post preview on the Home and Blog pages.

To add a cover image:

1. Click on the title section
2. Add a blog post cover in the sidebar



Click on "Save" and **make sure to publish your blog post.**

For more information, you can watch this video on features of blog content:
<https://www.youtube.com/watch?v=9DGLHMWYOvQ>

Creating blog categories

If you want to create blog categories for your website, you will need to **get in touch with the Interreg NWE Joint Secretariat.**

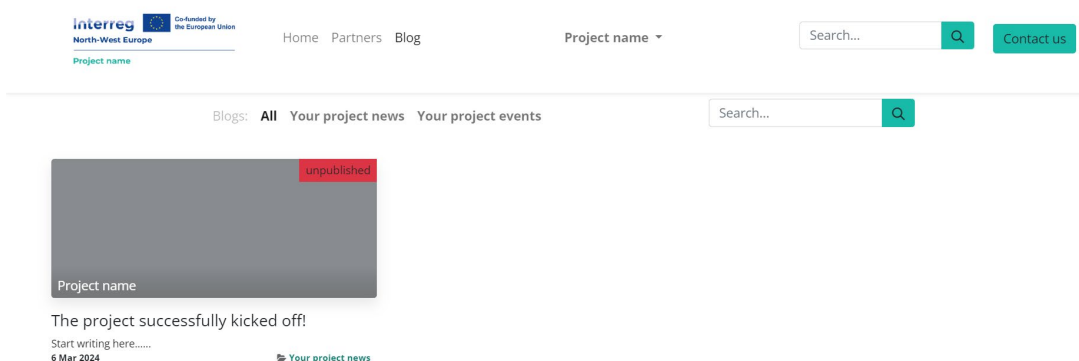


When creating a new blog post, you can eventually create a blog category, but keep in mind that it will need to be linked to your project website by an administrator – it is not an automatic process.

If you need to set up one or more blog categories, reach out to the Communication Officers at the Joint Secretariat, explaining what you need.

Get in touch

See below what blog categories eventually look like.



6. Website analytics

The Interreg NWE Programme uses Plausible to measure website statistics. Hosted in the EU, Plausible is an easy to use, privacy-friendly and open-source web analytics solution.

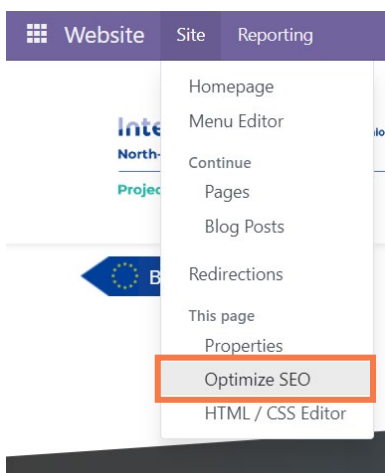
Reach out to the Communication Officers at the Joint Secretariat to access your analytics dashboard.

[Get in touch](#)

7. Optimising SEO

When it comes to SEO, content is key.

In the dedicated “Optimize SEO” section, you can adapt and customise how your pages will appear on search engines. You can do this with every page on your website.




Optimize SEO ✕


Title ⓘ


Description ⓘ

Keywords
 English (UK) ▾ ADD

Select an image for social share








Preview

You have hidden this page from search results. It won't be indexed by search engines.

Social Preview



SAVE CANCEL

Title & description

Every web page has a Title and a Description. This information is used by search engines to promote your website. It is automatically generated based on the page title & content, but they can be adjusted. Make sure they fit the content of the page, otherwise your page can eventually be downgraded by search engines.

Keywords

To write quality content and boost your traffic, Odoo provides a keyword finder. These keywords are the searches you want to head towards your website. For each keyword, you can get an overview of how you have used them in the content of your page (H1, H2, page title, page description, page content) and what the related searches in search engines are. If one of your keywords does not appear on your webpage, you might consider adjusting its content. The more keywords are used, the better.