



School Website Training – Fall 2024

Optimize Your Homepage

# 1 Introduction

Welcome to school website training! Today we will introduce you to common features on school website Homepages.

Optimize your Homepage to create the best possible experience for your website visitors!

- **Banner Image:** create a great first impression with the image in your Homepage banner
- **News:** manage the News posts on your Homepage
- **Upcoming Events:** add a calendar events feed to the Homepage
- **Enticers:** add large links to important information
- **About:** add a short blurb about your school, with a school photo
- **Social Media:** add a Facebook and/or Instagram feed
- **Site Designer:** you may be able to edit the layout of your homepage

## 1.1 WHO IS THIS SESSION FOR?

This session is intended primarily for users of Rally's *school website templates*.

If your school district has a **custom school template** you will notice some differences between your own website and the features we explore today. However, we aim to give everyone some new ideas and suggestions to try on your school websites this year!

## 1.2 TOUR OF A SCHOOL WEBSITE HOMEPAGE

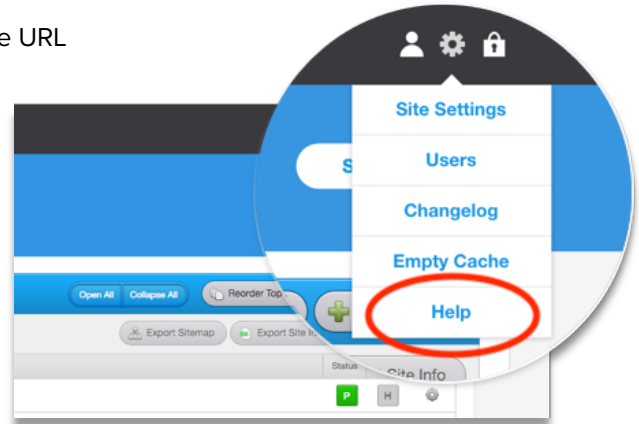
We'll start with a quick tour of a typical school website Homepage:

- **The Header:** your logo, menu, search, and Quick Links appear on every page of the website
- **The Banner:** usually includes a large photo and school tagline
- **News:** recent posts from your school's News blog. Your school district office *might* publish news posts in this section too.
- **Upcoming Events:** the next upcoming events from your school Calendar(s)
- **About:** a short description and photo of the school
- **Enticers:** large links that direct visitors to the most important information on your website
- **Social Media:** the most recent post from your school's Facebook and Instagram
- **School District Content:** your school district may publish Bus Status info or District News on your homepage
- **The Footer:** land acknowledgement and contact info usually appear in the footer on every page of the website

## 1.3 TOUR OF THE RALLY SYSTEM

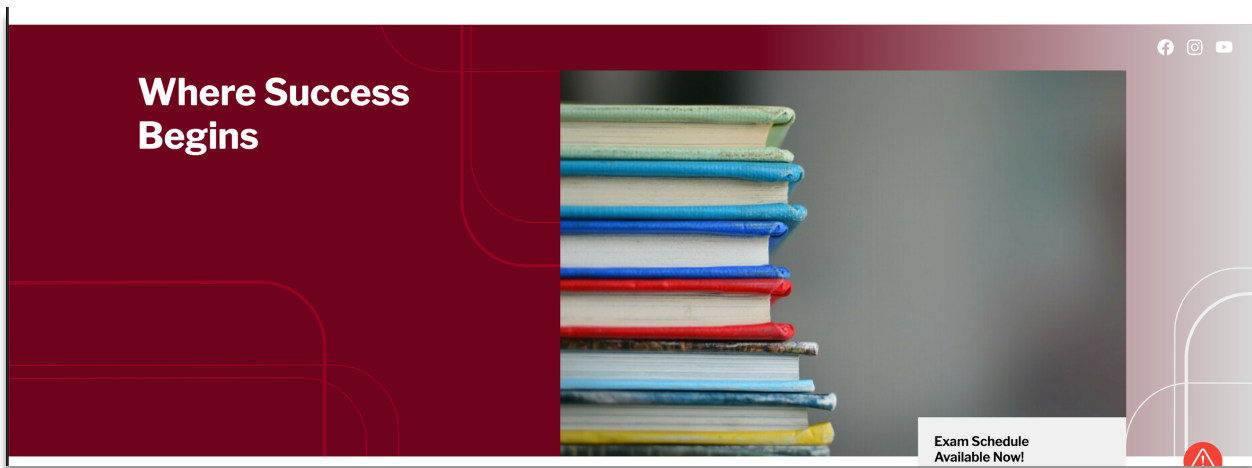
We'll start with a tour of the Rally system where you update your school website Homepage:

- Login page: add **/rally** to your school website URL
- The Dashboard: a snapshot of website traffic for the past 30 days
- Main menu (blue sidebar): each tab is a website feature you can edit
- **Help section: contact us for support!**



## 2 Banner Image

Add one or more banner images to your Homepage. If you add more than one photo, one image will load randomly every time someone visits the site.



### 2.1 ADD A BANNER IMAGE

On the **Snippets** tab:

- Click Home Page: Banner Images
- Click +Create Snippet
- Give your photo a Title; the Title will *not* appear on the website
- Click Choose File to upload your image
- Add a brief description of the photo in the "Image Alt Text" field
- Click Save

Manage 'Home Page: Banner Images' Snippets		
	<a href="#">Go Back</a>	<a href="#">Reorder Snippets</a>
	<a href="#">Add Snippet</a>	<a href="#">Edit Type</a>
Snippet Title	Status	Actions
<a href="#">Apple &amp; Books</a>	P	
<a href="#">Art Club Photo</a>	D	
<a href="#">Laptop Photo</a>	P	

## 2.2 CHOOSING A BANNER IMAGE

Your banner image should be:

- Landscape (wider than it is tall)
- Contain no text
- High quality
- The subject (people, school building, etc.) should be centred in the image

The best size for your Homepage banner photos is below (provided as width x height in pixels). These image sizes are also provided in our Help section:

Hubble: 1800x753

Osmo: 1350x650

Piton: 1800x542

Orion: 1080x720

Valence: 1800x644

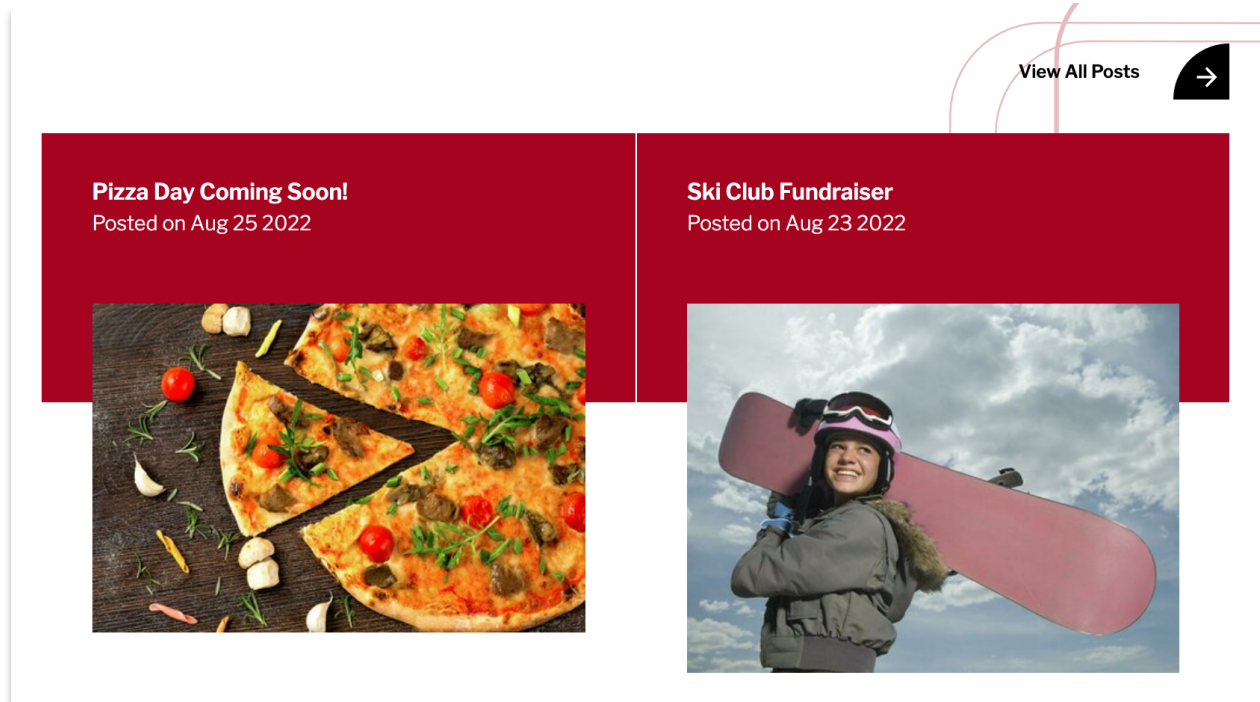
Arata: 845x575

Aero: 995x995

We'll return to the Banner later in today's session when we talk about the school Tagline and social media icons!

## 3 News

Add news posts on the homepage to show your visitors what's happening at your school. Try to add one post a week to keep your homepage fresh for regular visitors.



### 3.1 ADD A NEWS POST

On the **Blogs** tab:

- Click +Add Post
- Add a Title
- If the Date is left blank, the post will have today's date. You can also choose a future date to publish the post.
- Add the Body of the post and use the tools in the toolbar to format text, create links, or embed videos
- Add Tags (optional) which website visitors can use to filter your news categories
- Add an Image (optional). Section 3.6 provides the ideal sizes for your news images
- Add an Archive Date (optional) when the post will be removed from your website automatically
- Click Save

## 3.2 TIPS FOR NEWS POSTS

- Include lots of detail. Try to answer every question a parent might have.
- *DO NOT* include images of text. You don't have to use an image if you don't have one!
- News posts have a shelf life. If an item needs a permanent place on your website, it should go on a Page in your menu instead. Think "Registration" (a Page) vs. "Registration opens today!" (a News post).

## 3.3 POST WEBSITE NEWS ON FACEBOOK

When you post news on your homepage you can also post it on Facebook without leaving Rally! You must first connect your school Facebook page to Rally (see Section 7).

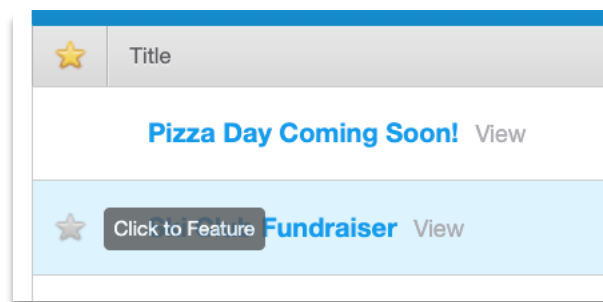
On the **Blogs** tab:

- While editing the News Post, click Save & Share
- Hover over "Suggested Text" and click Copy & Paste
- Edit the Message if necessary
- Upload an image (optional)
- Schedule to post later (optional)
- Click Post

## 3.4 MANAGE AND "FEATURE" BLOG POSTS

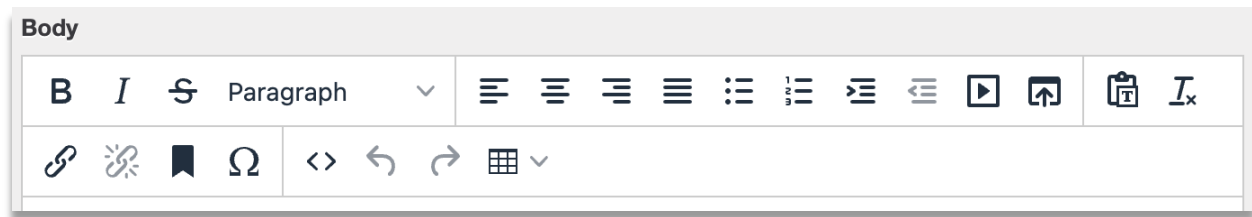
On the **Blogs** tab:




- Click the star next to a post to move it to the Featured position at the top of the blog. You can only feature one post at a time.
- Set a blog post to Draft to take it offline
- Delete a blog post (this is permanent!)



### 3.5 EDIT A BLOG POST

On the **Blogs** tab, click on a blog post to edit it. Use the toolbar to edit the Body of your post:



- Select a paragraph, header or block quote style: Paragraph ▾
- Use Insert/Edit Media tool to embed a YouTube video: 
- Use File Browser to link to a document: 
- Use Insert/Edit Link to create a link to another page or website: 

*Tip: Hold Shift+Return to do a "soft return" (no space between lines of text)*

### 3.6 CHOOSING NEWS POST IMAGES

In general, you do not need to worry too much about the size of the News images on your Homepage. Just try to use blog images that are square or landscape (wider than they are tall), and don't include any text in the images!

Depending on the school website theme you use, the recommended News image resolutions are listed on the next page, provided as width x height in pixels.

## Hubble

- Featured Post – 669 x 444
- Regular Post – 380 x 253

## Piton

- Featured Post – 594 x 408
- Regular Post – 481 x 303

## Valence

- Featured Post – 750 x 408
- Regular Post – 570 x 420

## Aero

- Any width x height is fine!

## Osmo

- Featured Post – 575 wide (height is flexible)
- Regular Post – 340 wide (height is flexible)

## Orion

- Featured Post – 926 wide (height is flexible)
- Regular Post – 372 wide (height is flexible)

## Arata

- Featured Post – 640 wide (height is flexible)
- Regular Post – 420 wide (height is flexible)

### 3.7 DISTRICT / DIVISION NEWS

Your school district can publish news posts on your school website too. Depending on how your website has been set up, school district news posts may appear mixed in with your school news, or in a separate “District News” section.

**District News** [View All District News](#)

<b>Back to School FAQ</b> Posted on Aug 12 2022 <p>Quis risus sed vulputate odio ut enim blandit volutpat maecenas. Purus in mollis nunc sed id semper risus in. Viverra ipsum nunc aliquet bibendum. Donec ac odio tempor orci dapibus ultrices. Sed viverra...</p>	<b>New School Opens in Sunnyvale!</b> Posted on Aug 9 2022 <p>Quis risus sed vulputate odio ut enim blandit volutpat maecenas. Purus in mollis nunc sed id semper risus in. Viverra ipsum nunc aliquet bibendum. Donec ac odio tempor orci dapibus ultrices. Sed viverra...</p>	<b>SVSD now welcoming international students</b> Posted on Aug 4 2022 <p>Quis risus sed vulputate odio ut enim blandit volutpat maecenas. Purus in mollis nunc sed id semper risus in. Viverra ipsum nunc aliquet bibendum. Donec ac odio tempor orci dapibus ultrices. Sed viverra...</p>
--	---	--



# 4 Upcoming Events

The Upcoming Events section lists the next upcoming events from your school Calendar. Your school may be using Rally's **Calendars** tab to add events, or you may have integrated a Google Calendar or Outlook Calendar.

## 4.1 ADDING EVENTS WITH GOOGLE OR OUTLOOK CALENDAR

If you already have a Google Calendar or Outlook Calendar integrated with your website, just continue to add your events in Google/Outlook! They'll appear automatically on the Homepage.

For help integrating a Google Calendar or Outlook Calendar with your website, please contact us at [support@rallyonline.ca](mailto:support@rallyonline.ca).

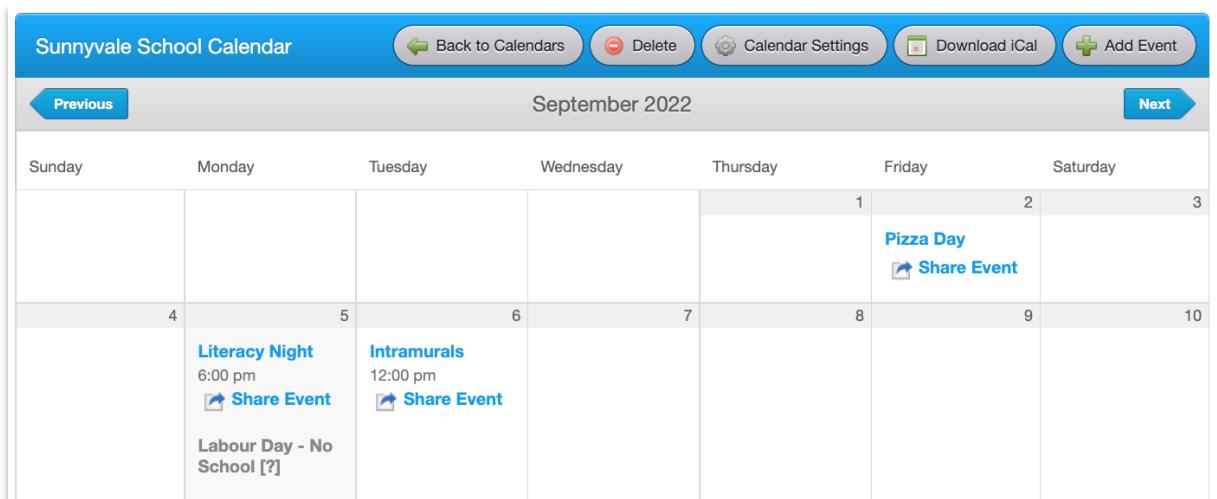
## 4.2 ADDING EVENTS ON THE RALLY CALENDARS TAB

If you don't have an integrated Google or Outlook Calendar, you can add new events directly in Rally.

On the **Calendars** tab:

- Click any date on the calendar grid to add an Event
- Add the Event Title and Time. Other fields are optional.
- Use repeater rules if needed
- Add tags to categorize events on the calendar
- Click Save

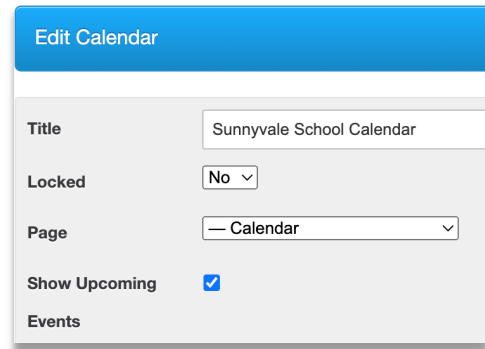
Your school district may also create events on your calendar. They appear in grey text on the **Calendars** tab in Rally. You can't edit or delete district events.



### 4.3 ADD A CALENDAR TO YOUR HOMEPAGE UPCOMING EVENTS

If you don't see events from your website Calendar on the Homepage, go to the **Calendars** tab:

- Click Calendar Settings
- Check the "Show Upcoming Events" box
- Click Save



The screenshot shows a form titled "Edit Calendar" with the following fields and values:

Field	Value
Title	Sunnyvale School Calendar
Locked	No
Page	Calendar
Show Upcoming	<input checked="" type="checkbox"/>
Events	

# 5 “About” Section

To add (or edit) the About section of your homepage, click the **Gear Icon** at the top of the page in Rally and choose **Site Settings**.

- In **Site Settings**, scroll to Additional Info
- Enter a description of your school in the “About” field
- Upload a photo of your school in the “About Image” field
- Click Save

▼ **Additional Info**

Additional Info Page — Our School

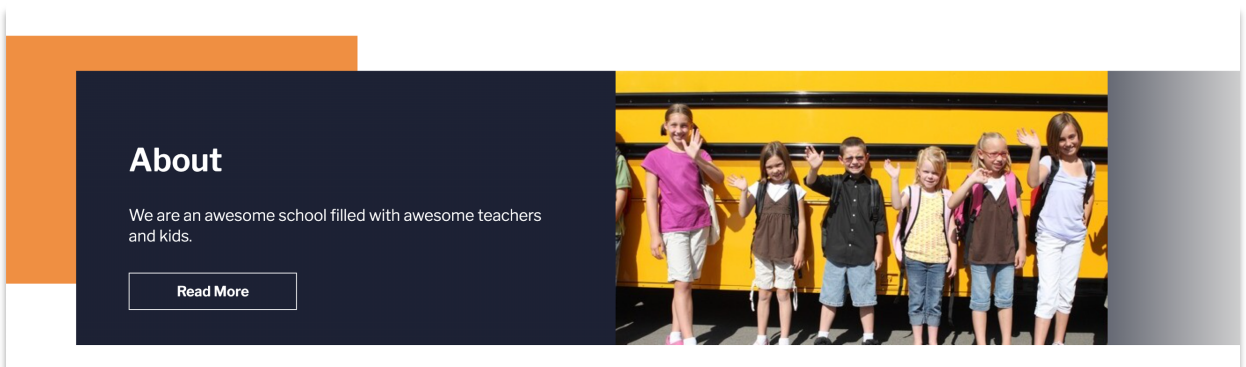

**About**

We are an awesome school filled with awesome, interesting, unique teachers and kids.

The “About” field also appears on your homepage

**About Image**

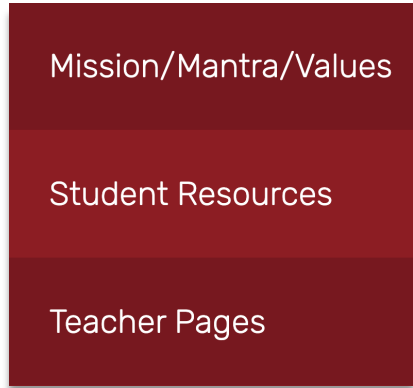
Choose File No file chosen



*Tip: In the Site Settings you can also update your school contact information and add a Land Acknowledgement to your website footer.*

# 6 Enticers

Most school sites can have up to 6 enticers on the Homepage. Enticers help your visitors find important pages and links.



## 6.1 ADD AND EDIT ENTICERS

On the **Snippets** tab:

- Click Enticers
- Click +Create Snippet (or click the name of an existing Enticer to edit it)
- Add a Title – this large text will appear on the Enticer
- Add a Body (optional) – will appear as smaller text below the Title
- Add a Link – the link can be an External page, an Internal page, or a Document
- Click Save

*Tip: Change enticers often to highlight the most important links at each time of year.*

## 6.2 MANAGE ENTICERS

Enticers can be set to 'D' (Draft) with one click. This removes the Enticer from the website without deleting it forever.

To set the order of Enticers on your website, click **Reorder Snippets**. Drag and drop the Enticers into any order. The top six Enticers that are Published ('P') will appear on your website.

# 7 Social Media

On the **Social Networks** tab, connect your school's Facebook page or Instagram account to your website and display the most recent social media posts on your Homepage.

## 7.1 CONNECT YOUR SOCIAL MEDIA ACCOUNTS

*You only need to complete this step if your school social media accounts are **not** connected to your website yet.*

On the **Social Networks** tab:

- Click **Manage Accounts**
- Select Facebook or Instagram.
- For Facebook, select Posting Enabled Connection if you want to be able to post to the account from Rally *and* display recent posts on your homepage.
- Select Read Only Connection if you *only* want to display recent posts on your homepage.
- Follow the steps to connect. Facebook and Instagram will ask you to login as yourself and then select the Facebook Page or Instagram account to connect. Don't worry, we can't display your personal info on the website!
- When the connection has been made, return to Manage Accounts and set your Facebook or Instagram to Show ('S') to display recent posts on your Homepage

*Tip: Visit the Help section in Rally for assistance (click the **Gear Icon** at the top of the page in Rally and select **Help**, then find the Social Networks section in the Help menu).*

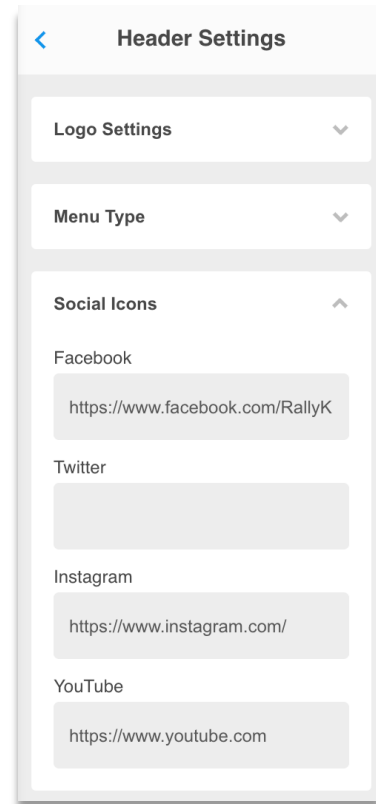
# 8 Site Designer

Use the **Site Designer** to manage some additional Homepage features. The Site Designer is a white button located in the top-right in Rally. If you do not see the button, your school district has disabled this feature.

## 8.1 ADD SOCIAL MEDIA ICONS TO THE HOMEPAGE BANNER

On the **General Settings** tab click Header Settings:

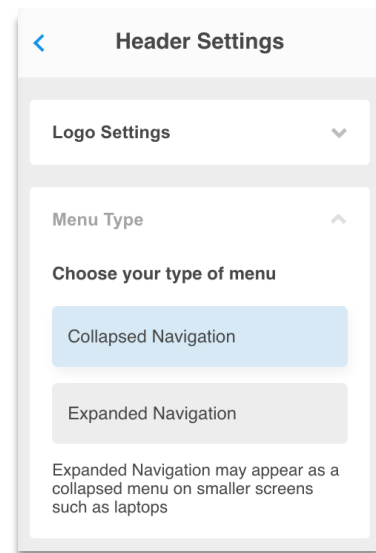
- Click on the Social Icons menu
- In another tab, open your school's Facebook, Twitter, Instagram, or YouTube page
- Copy the URL of the social media page
- Paste the URL into the appropriate field in Rally
- Click Save



## 8.2 SELECT A MENU TYPE

On the **General Settings** tab > Header Settings > Menu Type select an Expanded or Collapsed menu. Click Save to publish your changes.

*Tip: if you have more than 6 top-level pages in your menu, choose a Collapsed Menu.*



### 8.3 SELECT A LOGO BACKGROUND

On the **General Settings** tab > Header Settings > Logo Settings choose whether to “Place logo on white background”. Click Save to publish your changes.

*Tip: Place your logo on a white background if the background of your logo file is not transparent.*

### 8.4 ADD A SCHOOL TAGLINE

On the **General Settings** tab > Homepage Settings:

- Under Banner Settings, type in the tagline that you want to appear on the homepage
- Click Save to publish your changes

### 8.5 CHANGE YOUR WEBSITE THEME

The “Theme” is the website template.

- Select the **Theme Settings** tab
- Click Change Theme to select a new Theme and Colour
- Click Apply to Preview to see a Preview of how it will look online
- Select Sidebar or Full-Width layout options
- Select High or Low Graphics options
- Click Save to publish your changes

