

CMS Training Guide – Odoo

How to edit your Interreg NWE project website

Version 3 May 2025











Version 3 updates

Section	Edits
1. Introduction	New disclaimer on legal framework
3. Setting up your website	New section on how to edit the list of countries on the homepage
5. Using the blog	Updated process for blog category creation
7. Optimising SEO	Important note on the use of SEO optimisation for the blog section











Table of contents

GLC	DSSARY AND ABBREVIATIONS	4
1.	INTRODUCTION	5
	Disclaimer	5
2.	ACCESSING YOUR WEBSITE	6
	Updating your password Resetting your password	6 6
3.	SETTING UP YOUR WEBSITE	7
	Navigating the Listing section Updating the Homepage Description Background image Countries Updating the Partner page Updating the Contact page Updating the Contact page Updating the footer content Publishing pages	7 8 .10 .11 12 12 13 13
4.	CREATING CONTENT PAGES	15
	Editing content pages Drag and drop options Updating the page properties Pages overview Updating the menu	15 .16 17 18 19
5.	USING THE BLOG	21
	Creating a blog post Creating blog categories	21 23
6.	WEBSITE ANALYTICS	24
7.	OPTIMISING SEO	24





02



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).
СМЅ	A Content Management System (CMS) is a computer software used to manage the creation and modification of digital content.
СТА	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.

Disclaimer

While the NWE Programme provides the technical infrastructure and support for project websites it hosts, projects have full editorial control over their content. Additionally, and in compliance with the Interreg North-West Europe website legal notice and privacy policy and Article 9 of the subsidy contract on Information and communication, publicity and intellectual property rights, the lead partner of each project is fully accountable and liable for all materials made publicly available and for securing the rights to use the information and media they publish. The Interreg North-West Europe Programme cannot be held liable or responsible for any content published on project websites. If notified of unauthorised or illegal content the NWE Programme will redirect such notices or complaints directly to lead partners and apply appropriate corrective measures.









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.

<u>Get in touch</u>











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.

	Discuss			
Disc	cuss	RT A MEETING		
Listi	ng			
Das	hboards			
Web	osite			
App	S			
✓ CHA	NNELS		o +	
#	general			
✓ DIRE	CT MESSAGES		+	
0	OdooBot			

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

▼ Filters Scroup By ★ Favourites ✓ Acronym Image: Constraint of the search of the	Acronym	× Search			
Thematic Acronym 💼	▼ Filters	📚 Group By	★ Favourites		
Save current search 🕨	Thema	tic	🗸 Acronym	匬	untr
			Save current s	search 🕨	
Import records			Import record	ls	









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.

Listing Projects	i.				
rojects / CIRCLES	Cooperation In Revitalising Cir	cular Local Economies and Society	12/33 X X		The state refers to the state of your project. It should remain "ongoing" until the project has ended
CIRCLES: Society	Cooperation In Revital	ising Circular Local Economies and			has ended.
Acronym ?	CIRCLES				
Description *	Partners in CIRCLES from the 5 NW to facilitate the transition towards a Procurement (CP) can be a powerfr. volume and impact of CE dedicated skills and experience to jointly deve the share of CP in public procureme the partners in the other 4 countries German partners will test and share Stimulating collaboration of procure and test a framework, working in ot networks of local circular PMG partner countries 5. Boosting the ci- the unique experience of using Fini be shared with the other countries - 1 CIRCLES strategy, with 5 jointly.	Ecountries (NL, DE, BE, FR and IE) share the same challenge of ho more placed-based Circular Economy (CD) in their region. Circular driver of this transition. The ain of ClackES is to increase the procurement approaches. Each partner will contribute with specific on the control of the control of the control of the control of the control of the control of the control of the control the voltage of the control of the control of the control of the control of the control of the control of the control of control of the control of t	•		Here you can upload the image that will show as the background of your homepage banner. will also be displayed as a preview image for your project on the Interreg NWE website under the project search.
Short Description ⁷ Start Date ⁷ End Date ⁷	solutions for procurement to streng based CE in NWE through local prod turnover for each of the 5,000 SME: 01/03/2023	hen circurés SMEs. Impact: Acceleration of transition to a place- urement resulting in on average 15,000-euro annual additional	·	-	This is the project description that appears on the website homepage (refer to the <u>Descriptio</u> section).
Duration (in month	s) [?] 54	The visibility refers to t	the visibility on the		
Is Visible ?		NWE Programme web	site As soon as		
Website '	societe-a	vour project website is	s ready for		
		publication, the Joint S	Secretariat will turn		
		the visibility on. After	that, it should		
		always remain visible	e.		

Below this general information, you will find several tabs.

Programme Pa	artners Monetary Geography News
Priority	P3 : Circular economy
Specific Objective	SO 2.6 : Promoting the transition to a circular and resource efficient economy
Thematic	

- 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 <u>Updating the Partner page</u> 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 <u>Navigating the</u> <u>Listing section</u>).

jects / CIRCLES: (Cooperation In Revitalising Circular Local Economies and Society		12/33 🔇
		STARTING SOON	
CIRCLES: C Society	ooperation In Revitalising Circular Local Economies and		
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 placed-based Circular Economy (CE) in their region. Circular Procurement (CP) can be a powerlul driver of this transition. The sim 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 Circly of Urtenk1 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		Ð
	German partners will test and share experiences with the other partners on how to do this. 3. Stimulating collaboration of procurren from different organisations to increase CP ATU (EF) 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 procurery, 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/goind governments & stakeholders in other NWEr 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 ?			

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 <u>About headers</u>)
- Media such as images, videos, etc.
- Navigation elements such as links or buttons.

Description	Partners in CIRCLES from the 5 NWE countries (
		TIRE			
Short Description		Bulleted list Create a simple bulleted list.			
Start Date		Numbered list Create a list with numbering.			
End Date	3	Checklist			
Duration (in months)	5	Track tasks with a checklist.			
Is Visible		Table Insert a table.			









About header	'S	
Listing Projects	Jems Configuration	
Projects / CIRCLES:	Cooperation In Revitalising Circular Local Economies and Society a b	ł Ac
	ST/	RT
CIRCLES: C	Cooperation In Revitalising Circular Local Economies and Sc	
Acronym	CIRCLES	
Description	Protection CIDCL ES from the E NIME countries (NIL DE DE ED and IE) shores the same challenge of how the Normal $*$ B I U S A I 13 $*$ IE E \circ \circ their region. Circular Ph. Normal $*$ B I U S A I 13 $*$ IE E \circ \circ their region. Circular Ph. Code The same the volume and impact of CE dedicated procurement approaches. With specific skills and experience to jointly develop, test, and build capacity Increasing the share of CP in public procurement The City of Utrecht aims with specific skills and experience to jointly develop, test, and build capacity Increasing the share of CP in public procurement The City of Utrecht aims with specific skills and experience to jointly develop, test, and build capacity Increasing the share of CP in public procurement The City of Utrecht aims with inform the partners in the other 4 countries how to do this. 2. Involving in CP The German partners will test and share experiences with the other 5. Stimulating collaboration of procurers from different organisations to 16 networks of local circular SMES United Economy (NL) will develop a sto create marktplace of circular products and services for procurenes, 1 in the partner countries 5. Boosting the circular impact of procurement the rars have the unique experience of using FinTech to stimulate the local owledge will be shared with the other countries to use this tool to CE approach. Outputs -1 CIRCLES strategy, with 5 jointly developed Build capacity of 14 partners and 16 local/regional governments & gions 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	EN	
Start Date	01/03/2023	

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 <u>Navigating the Listing section</u>).

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











Countries

The list of countries displayed on the Homepage needs to be updated from the Listing section (refer to <u>Navigating the Listing section</u>).

	<u>Au</u>		
3,883,370.92 €	6,472,284.87 € Total Budget	2023-2028 Timeline	
Belgium, France,	Germany, Ireland & T	he Netherlands	

Access the partner tab and open the lead partner information.

Programme	Partners Monetary	Geography N	lews			
Lead Partner	Lead Partner #1					- >
	Name	Email	Phone	City	Country	
	Project Partner #2				France	×
	Project Partner #3				Germany	×
	Project Partner #4				Ireland	×
	Project Partner #5				Netherlands	×
	Add a line					

In the Lead Partner information, access the "Website" tab, and enter the list of countries in the website acronym field.

Lead Pa	artner #1					interreg and interve
Company Nam	ne					
Contact	Street			Job Position	e.g. Sales Director	
	Street 2			Visible on website		
	ZIP	City	State	Phone		
	Belgium			Mobile		
AT ¹	e.g. BE04774727	01		Email		
				Website	e.g. https://www.odoo.com	
				Title	e.g. Mister	
				Language ?	French / Français	
				Tags	e.g. "B2B", "VIP", "Consulting",	
Contacts & A	ddresses Sales & Pu	rchase Internal Notes	Website			
Vebsite Acrony	ym Belgium, F	France, Germany, Ireland 8	The Netherlands			
Vebsite Descri	ption					







Updating the Partner page

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

Programme	Partners	Monetary	Geography	News				
Lead Partner ?	Lead partr	ner organisatio	n					
?	Name						Email	Phone
	Partner on	e						
	Partner two	D						
	Partner thr	ee						
	Lead partn	er organisatio	n					

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.

	0						* • 2 •		
dc	Open: Par	ther					~		
							Go To Website	*	
	 Individ Lead 	dual o Company partner org	Janisation				G		
L	Address	Belgique/België (BE)			Visible on website ?				
L		Street 2			Country ?	Belgique/België (BE)			
L		Geel	State	2440	Region ?	Prov. Antwerpen (BE21)			
L		Belgium			Phone ?				The visibility refers to
er:	Tax ID ?	e.g. BE0477472701			Mobile ?				the visibility on your
pa					Email ?				partner page and on the
•					Website ?	e.g. https://www.odoo.com		1	search. It should
er (Language ?	French / Français		-	always remain visible.
er -	SAVE D	ISCARD						31	

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

Co-funded by							Î	ວ ເ		SCARD S	WE
North-West Europe	Home Partners	Blog	Project name 🔻	Searc	Q	Contact us		BLOCKS	CUSTOMIZE	THEM	
Project name								Visibility	12 II		^
									None		
Back to Interreg NWE	希 / Contact Us							Form	+ Field		
								Action	Send an E-m	ail 👻	
								Recipient Email	info@yource	ompany.e	
Contact us								Marked Fields	Required	-	
contact us								Mark Text			
								Labels Width	199. 9x		
							_		Redirect		
									/contactus	-tha 🕑	
								Visibility	12 2 N	o con 🔻	
Name *								Submit Button			L
								Button Position	Input Aligned	i –	
Phone Number											
- 11								Invisible Elements			
Email *							_	Cookies Bar			Þ

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.

About us	Connect with us
We are a team of passionate people whose goal is to improve everyone's life through disruptive products. We build great products to solve your business problems.	Contact us info@yourcompany.example.com +1 (650) 555-0111
Our products are designed for small to medium size companies willing to optimize their performance.	f 🥑 in *
‡⊧ English (UK) ↑	

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.









🗰 Website	Site	Reporting		Page Properties	×
Inte North- Projec	Hon Mer Cont Pa Bl Red	nepage nu Editor tinue ages og Posts irections	Home	Name Publish Show in Top Menu ? Use as Homepage ? Indexed ? Published ? Publishing Date ?	*
	Pr O H	roperties ptimize SEO TML / CSS Editor		Visibility ⁷ SAVE & CLOSE DISCARD DISCARD	Je

- 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.

÷	X Unpublished	📮 🕇 New 🖋 Edit	∄	💽 Published	📮 🕇 New	🖋 Edit
	QCO	ntact us		QCo	ntact us	Â









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.

New Page	×	
Page Title	My Beautiful Page Add To Menu	
CREATE CANCEL		

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

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	d drop	options
----------	--------	---------

Co-funded by					ົງຕ	۵	DISCARD SAVE
North-West Europe	Home Partners Blog	Project name 👻	Searc Q	Contact us	BLOCKS	CUSTOMIZE	THEME
Project name					Search for a bloc		image wall,)
Back to Interreg NWE	希 / Context				Structure		×
						=	
					Banner	Cover	Text - Image
						Heading	_
	DRAG BUILDING B	OCKS HERE			Image - Text	Title	Text
	DIVIG DOMON	LUCIDITAL			$\frac{45}{\equiv} \frac{91}{\equiv}$		
				4	Numbers	Picture	Columns
					Big Boxes	Features	Masonry 💌
					Invisible Elemen	IS	
About us		C	onnect with us		Cookies Bar		ø

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 <u>About headers</u>).

Interreg 🔯 Columnation	
North-West Europe Home Partners Blog Project name + Searc Q Contact us	
Project name	Page Options
	Breadcrumbs 💽
Back to Interreg NWE A Context	Text % 🖺 🕻
	Layout Grid Cols None
Great stories have a personality . Consider telling a great story that provides personality. Writing a story with personality for	Background 📀 🖸 🖪
potential clients will assist with making a relationship connection. This shows up in small quirks like word choices or phrases.	Content Width
Write from your point of view, not from someone else's experience.	Height Auto 50% 100%
Great stories are for everyone even when only written for just one person. If you try to write with a wide, general audience	Visibility 😥 🛿 No condit
in mind, your story will sound fake and lack emotion. No one will be interested. Write for one person. If it's genuine for the	Inline Text
one, it's genuine for the rest.	
Type "/" for commands	16- ≣- ≔ ⊨ ►
	Invisible Elements
	Cookies Bar
••	



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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".

🗰 Website	Site Reporting		Page Properties	×
North- Projec	Homepage Menu Editor Continue Pages Blog Posts	I ^{lon} Home	Name Publish Page Name Interreg NWE	
B	Redirections This page Properties Optimize SEO HTML / CSS Editor	₩ / Home	Page URL https://principe.apik.cloud/	age

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 <u>Publishing pages</u>).

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.







	Website Site Reporting						ж	⊳ ² ⊘
We	ebsite Pages				Search			
N	EW 📩				🕇 Filters 📚 Group	By 🚖 Favourites	OMELETTE	
	Page Title	Page URL	Is Indexed	Is In Main Menu		SEO optimized	Is Publ	ished
	🖀 Home	/						

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.

Ed	lit N	Menu			×
= ۱۰	=	Home	*	Ø	Û
	=	Partners		6	ŵ
	=	Blog		Ø	ŵ
0	 Add Menu Item Add Mega Menu Item 		Drag to the right to get a	a sub	menu
s	SAVE CANCEL				

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.







North-West Europe

Edit Menu	×			
 Home Partners Blog Our pilots Pilot one Pilot two 		Partners Blog	Our pilots 👻	
 Pilot three Add Menu Item Add Mega Menu Item SAVE CANCEL 	Drag to the right to get a submenu		Pilot one Pilot two Pilot three	









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 <u>next section</u>.

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

兼 New Blog Post	×
Select Blog ? Title ? Blog Post Title	EN
SAVE DISCARD	

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.

Creating blog categories

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

Get in touch

See below what blog categories eventually look like.

	Co-funded by the European Union North-West Europe	Home Partners Blog	Project name 👻		Search	Q	Contact us
	Project name						
	Blogs:	All Your project news Your project events		Search	Q		
	Project name	unpublished					
Т	he project successfully kic	ked off!					
6	art writing nere Mar 2024	Sour project news					







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 (Search Engine Optimisation), content is key.

In the dedicated "Optimize SEO" section, you can adapt and customise how your pages will appear on search engines. This can be done for all content pages. **Important: these functionalities should not be used on blog pages, as this will affect all NWE project websites.**











Optimize SEO						×
Title ⑦ My Interreg NWE pro	ject		Preview			
Description ⑦ Keep empty to use default value		You have hidden this page from search results. It won't be indexed by search engines.				
Keywords Keyword	English (UK) 🗸	ADD				
Select an image for social share			Social Preview			l
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			North-West Euro	ope	·	

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.





