

# The Seabirds website: A guide to managing content

---

Monica Gruber, Pacific Biosecurity Limited, [mam.gruber@gmail.com](mailto:mam.gruber@gmail.com) July 2026

---

## Contents

|       |                                             |   |
|-------|---------------------------------------------|---|
| 1     | Introduction.....                           | 2 |
| 2     | Seabirds website structure.....             | 2 |
| 2.1   | Page modification .....                     | 2 |
| 3     | Signing on to CMS made simple™ .....        | 2 |
| 4     | Updating content using Content Manager..... | 3 |
| 4.1   | Adding a new web page .....                 | 3 |
| 4.1.1 | Main tab.....                               | 4 |
| 4.1.2 | Navigation tab.....                         | 6 |
| 4.2   | Updating a page .....                       | 6 |
| 4.3   | A note about HTML.....                      | 7 |
| 5     | Guidelines for images .....                 | 7 |
| 5.1   | File dimensions.....                        | 7 |
| 5.2   | File size .....                             | 7 |
| 5.3   | Image type.....                             | 7 |
| 5.4   | Optimizing images.....                      | 8 |
| 6     | Copyright considerations for images.....    | 8 |

## 1 Introduction

The Seabirds website <https://seabirds.pacificbiosecurity.co.nz> is provided for your use by Pacific Biosecurity Limited as part of the Pacific BioScapes project. You can manage selected pages of the website.

The website content for the Seabirds website is managed using a content management system (CMS). A CMS allows you to add, change, move and delete information on the website without having to know the detailed technical aspects of web development. The Seabirds website uses CMS made simple™ to manage content. CMS made simple™ is an 'open source' CMS. This means it is free to use.

## 2 Seabirds website structure

The Seabirds website site has 11 sections:

1. Welcome
2. Foreword
3. Executive summary
4. Part 1: Oceania seabirds
5. Part 2: Survey tools & types
6. Part 3: Measurement metrics & monitoring
7. Part 4: Managing data to support conservation
8. Part 5: Resources
9. Palau workshop resources
10. Acknowledgements
11. References

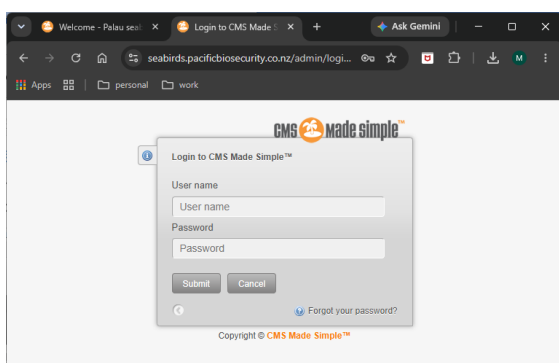
### 2.1 Page modification

You have been given access to the following pages (and sub-pages):

- Seabirds of Palau
- Palau workshop resources

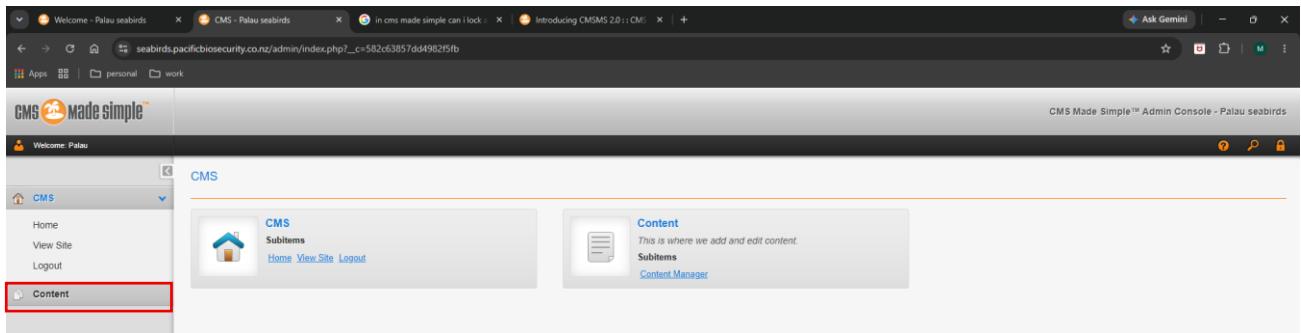
## 3 Signing on to CMS made simple™

To access the content management system, open your web browser and go to <https://seabirds.pacificbiosecurity.co.nz/admin/>.



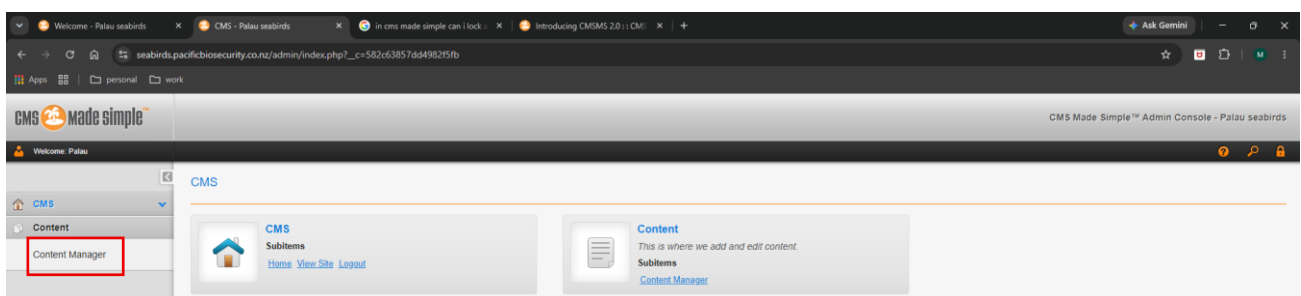
Type in the username and password you have been given.

This will bring up the CMS made simple™ dashboard (below). The only tab you need to use is **Content** (in the menu on the left-hand side of the page or in the middle of the page (middle panel)).



Click on **Content**.

You should now see **Content Manager** in the left-hand menu (highlighted by red box below). You use **Content Manager** to update web pages.

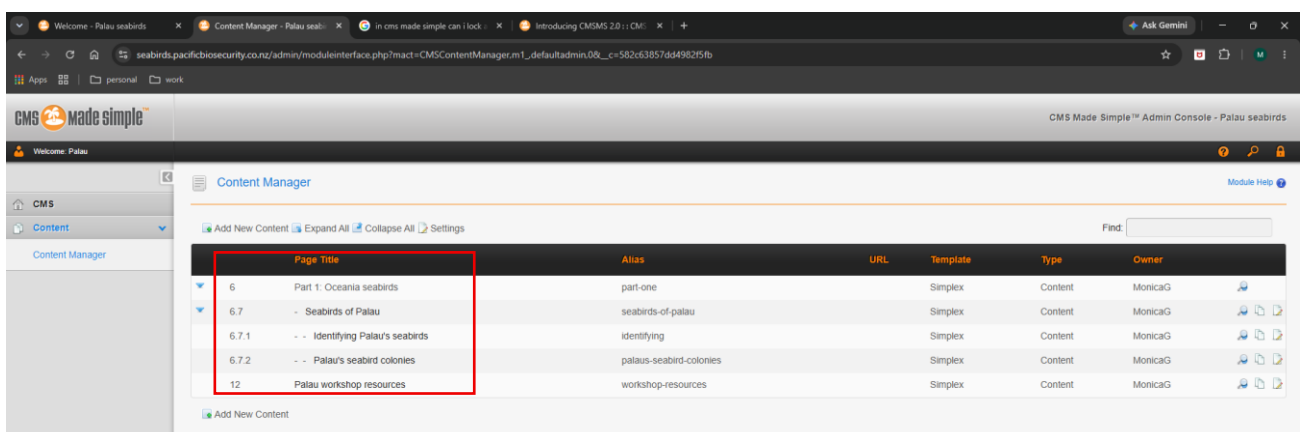


## 4 Updating content using Content Manager

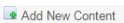
Click on **Content Manager**. You will see the following page.

The pages on the site are managed according to the hierarchical file structure (see below). However, some pages are accessed from multiple places. Think of this as the files being managed in a 2-dimensional hierarchical structure but accessed in a 3-dimensional network, or web structure.

You can see that the descriptions in the **Page Title** column match the sections on the website that you have access to.



### 4.1 Adding a new web page

Select **Add New Content**  to add a page (see red box below).

The screenshot shows the CMS Made Simple Admin Console. On the left is a sidebar with navigation links: CMS, Content, Content Manager, File Manager, News, Layout, User Management, Extensions, Site Admin, and My Preferences. The main area is titled 'Content Manager' and contains a table of content items. At the top of this area, there is a red box around the 'Add New Content' button, followed by links for 'Expand All', 'Collapse All', 'Reorder Content', and 'Settings'. The table has columns for Page Title, Alias, URL, Template, Type, Owner, Active, Default, and Move. It lists various content items including 'Welcome', 'Foreword', 'Executive summary', and several parts of a 'Seabirds' project.

Follow instructions below.

#### 4.1.1 Main tab

The **Main** tab (see below) includes the page title and content.

Type (or paste) the new content in. If pasting from Microsoft Word or similar, use right-click and *paste as plain text*.

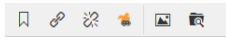
This screenshot shows the 'Add Content Page' form in the CMS Made Simple Admin Console. The 'Main' tab is selected and highlighted with a red box. The form includes a 'Content Type' dropdown set to 'Content', a 'Title' field, and a large 'Content' text area. Above the text area is a rich text editor toolbar with various formatting options like bold, italic, underline, and links. At the bottom right of the form, it says 'Powered by TinyMCE' and 'Words: 0'.

Use the formatting bar:



to change font types, add bullet points, create links to documents or other websites.

#### 4.1.1.1 Use these symbols to link to /insert other content (pages in the site, external websites etc.)



#### 4.1.1.2 Linking to uploaded resource / external website

Use the  symbol. A new pop-up window opens like the one shown below.

Type or paste in the **URL** from the external website. Or select the resource using the  symbol (this could be a pdf file or spreadsheet for example).

**Text to display** defaults to the URL. Instead type in something meaningful.

**Title** is optional.

For an external website always select New Window in the **Target** drop down.

#### 4.1.1.3 Linking to a page within the Seabirds website

Use the  symbol. A new pop-up window opens.

Begin typing the name of the page to link to in the **Enter Page title** box.

A drop-down menu with page names will appear (need to type at least 2 letters – see below).

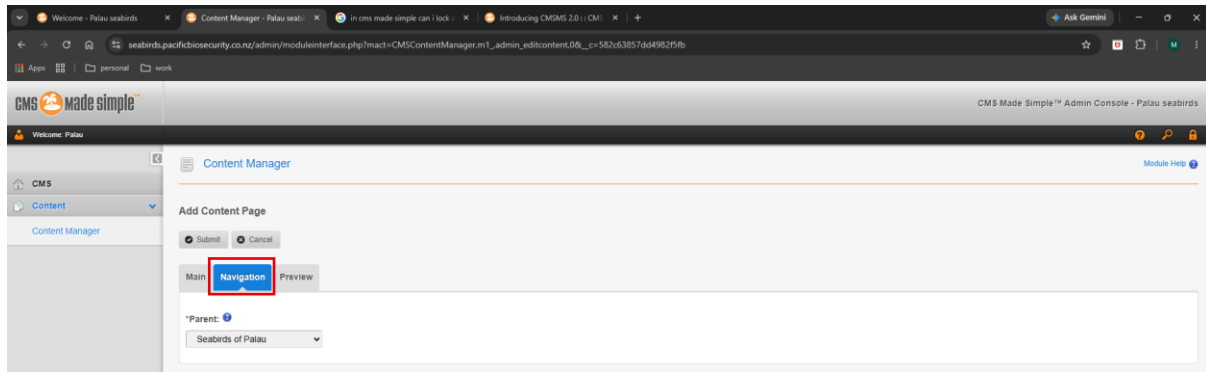
Select the desired page to link to.

Enter the **Text to display** for the link as above).

### 4.1.2 Navigation tab

The navigation tab (below) tells the CMS where the new page sits within the site. In the below example the page Top 5 identification and impacts is nested within the page Problem ants.

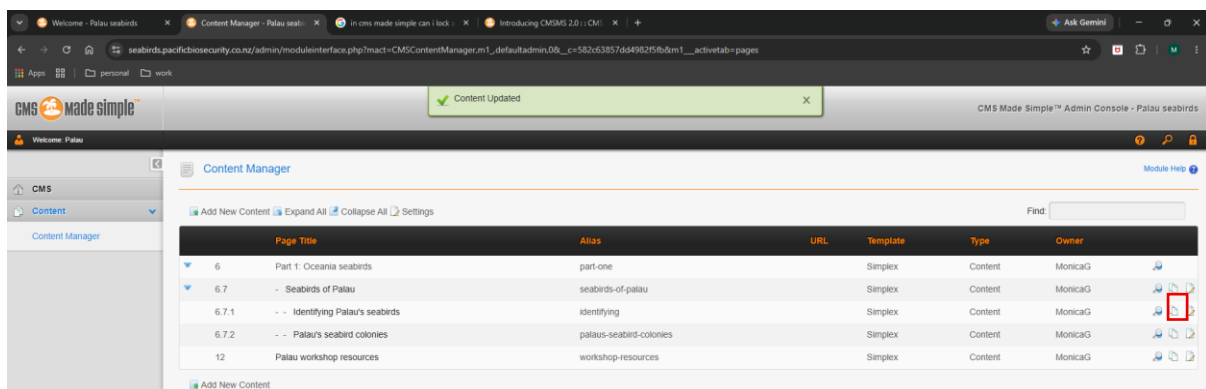
**Parent:** used to identify which page is above this page in the hierarchy. Only choose Seabirds of Palau.



Click **Submit** to make changes. Go to another window with the Seabirds website page and Refresh the browser. You will see the changes have taken effect immediately!

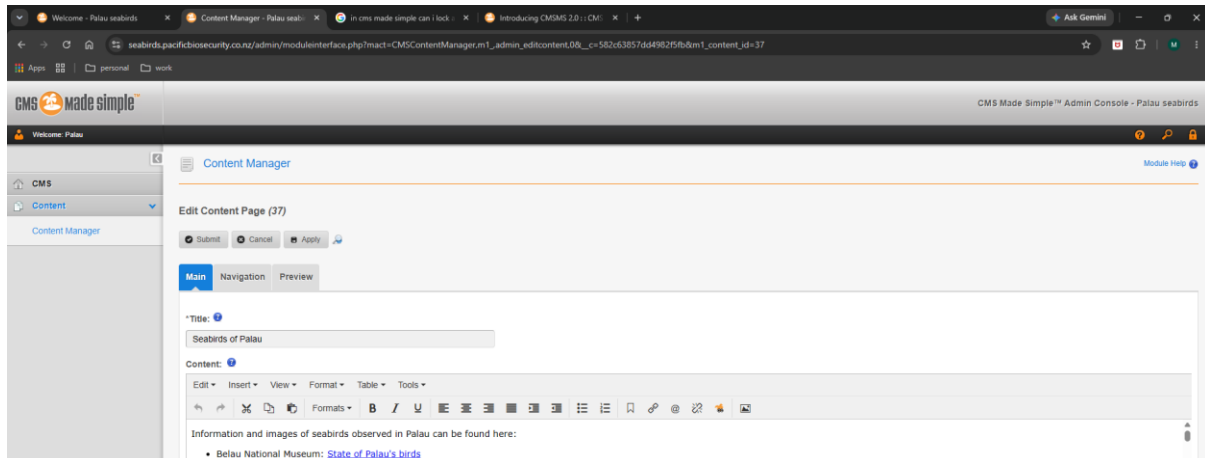
### 4.2 Updating a page

To modify an existing page, click on the edit symbol  on the far right or double-click on the page title (the Page Title column). In the example below, the Executive Summary would be edited.



Note, that if a page has a blue arrow beside it to the left , this means other pages 'live' underneath it. Click on the blue arrow to show those lower-level pages (as shown below). The blue arrow points downward when the hierarchy has been expanded.

Make changes in the **Main tab** in the same way as content is added (see above). Click **Apply** to temporarily make the change so you can check it before clicking **Submit**.



### 4.3 A note about HTML

The CMS doesn't require you to have in depth technical knowledge, but it is useful to know something about things like HTML (hypertext markup language – the simplest language that websites use) and stylesheets (css), which define how the website uses headings etc.

The CMS doesn't show you the HTML that it creates as you add content, but once you know a little about it, it can be helpful to edit it directly sometimes (for creating links within pages for example).

<http://www.w3schools.com/> is probably the best resource for learning about HTML, and it is free.

## 5 Guidelines for images

Images for display on the site should be optimized. Images should be made appropriate for website usage before being added to the site. Be aware of file dimensions, file size and image type.

### 5.1 File dimensions

- Images are measured in pixels (width and height). As screens are different sizes an image can appear as small on a large screen and large on a small screen. To get around this you can specify an image is to be displayed on a webpages as a percentage.
- For most websites, make sure your file is no wider than the width of your webpage.
- If you are planning on displaying images with Shutter Reloaded in full screen mode, you might want to plan for your full-size images to be 1,024 px, 1,280px or even wider. Larger images will be automatically resized downwards to fit them in the monitor resolution of each visitor.

### 5.2 File size

- File size describes how many kilobytes or megabytes of space the images takes up on the computer. This affects download speeds when people view pages on the website. Usually, large images have sharper resolution and are needed when images are printed (for posters etc.), but on a website, keeping the file sizes as small as possible will speed up page viewing.
- For most 'full page' web images, you want the image to be 80Kb-100Kb at most. If the image is only part of a page (e.g. half the width of a blog post), then 20Kb-30Kb is usually fine.
- Dropping image quality to 30-50% of the original usually doesn't make any difference.
- You can drop 2-3Mb images to 80kb-120kb and not really be able to see any change in quality.

### 5.3 Image type

The three main file formats used for images are JPG (JPEG), GIF and PNG.

- JPGs are used for (rectangular) photos
- GIFs are used for cropped images with transparent backgrounds, such as logos, line drawings and animations. GIF images do not use as many colours as JPGs and PNGs, so the quality is much lower making them unsuitable for photos.
- Instead, PNGs, which can also display images with a variety of transparency effects, can be used for both photos and transparent images.

Digital cameras generally create images with a resolution of 72 ppi (pixels per inch) and use RGB colours - red, green and blue (the three colours of light, which when combined create white). Generally, the file format they are saved in is JPG.

The JPG file format and RGB colour mode are great for web images, but often digital photos and scans are much larger than can fit on a web page. Although they can be resized using html code, this should never be done. Instead, use image editing software to crop and resize your image to the size you want it to be on the page. If your image was supplied to you in CMYK convert the colour mode to RGB. Resave the image choosing the "optimize for web" option if available.

Where possible, particularly if several images are to be included on the same page, try to keep the file size to below 50 kb.

#### 5.4 Optimizing images

You can download free tools for you to easily optimize images.

Windows:

- FastStone <http://www.faststone.org/>
- PiXresizer <http://bluefive.pair.com/pixresizer.htm>

Mac:

- Souler <http://acqualia.com/souler/>

For convenience you can use the online tool <http://webresizer.com/resizer/> to resize / compress images.

## 6 Copyright considerations for images

As with everything in the Seabirds website, copyright permission must be obtained from the author / owner. In situations where images are in the public domain and not subject to copyright, attribution is still essential.

Images should have credit information associated with them, including, where applicable:

- The name of the owner of the images
- A link to the owner/source website
- The licence requirements, for example Creative Commons

Shutterstock has a huge diversity of images which can be licensed relatively cheaply.