

# Notes for Clerks with WIX-based websites

These instructions are intended to help you with the following updates to your website. The text used in each example is a suggestion only - feel free to use it as is, or to amend it for your particular council as you think appropriate.

- **Adding a Privacy Notice**
- **Adding Cookie Consent**
- **Checking and Amending Search Engine information**

If you have any difficulty with any of these instructions, please drop me an email at [steve.jackman@me.com](mailto:steve.jackman@me.com) and I will try to help!

## Adding a Privacy Notice

You will want to add your Privacy Notice to your website in order to be GDPR compliant. I recommend that you create the document as a PDF and upload it to your Documents page alongside your other policy documents. Below is an example layout:



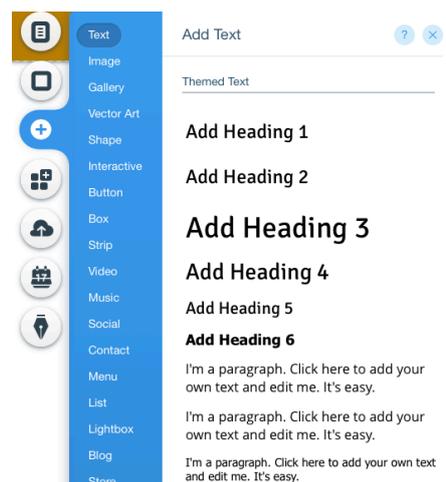
In order to draw it to the attention of the greatest number of users, and to increase the chances of Google finding and indexing it, I suggest you create an additional link to the Privacy Notice on every page of your site. This can be achieved easily by placing a link in the page footer as follows:

First, upload your document to the document library and create a link to it from your Documents page in the usual way. Then from any page on your site, edit the footer to add a new text box.

Use the Add... Text function and choose the top 'I'm a paragraph' option.

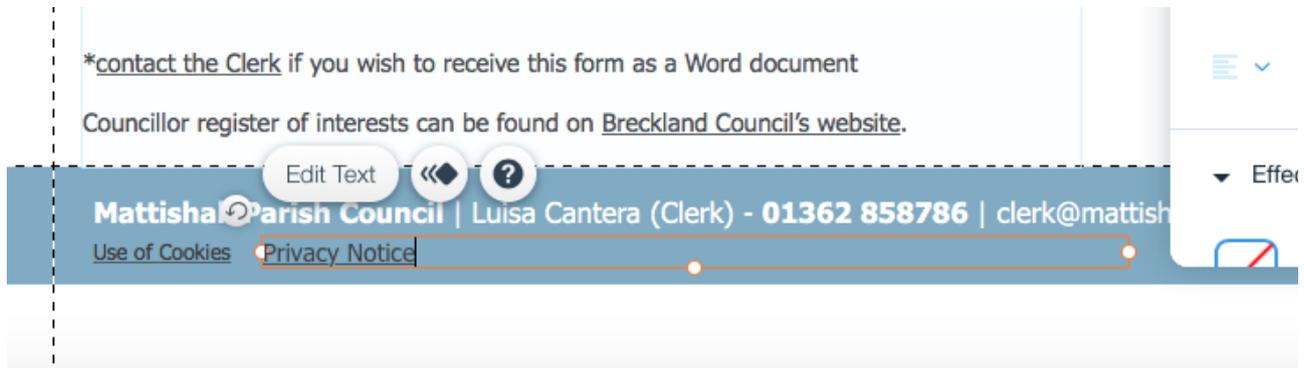
This will place a next text box into the middle of your page. Drag it into the footer.

Replace the 'I'm a paragraph' default text with 'Privacy Notice' and manoeuvre the text into a suitable position.



How you arrange the elements in your footer will depend on the style and layout of your site.

Highlight the 'Privacy Notice' text and link it to your Privacy Notice document in the same way as on your Documents page.



When you publish your site the link will now appear on every page. Remember that if/when you update your Privacy Notice, you will need to check and update the links to it from both your Documents page and your footer!

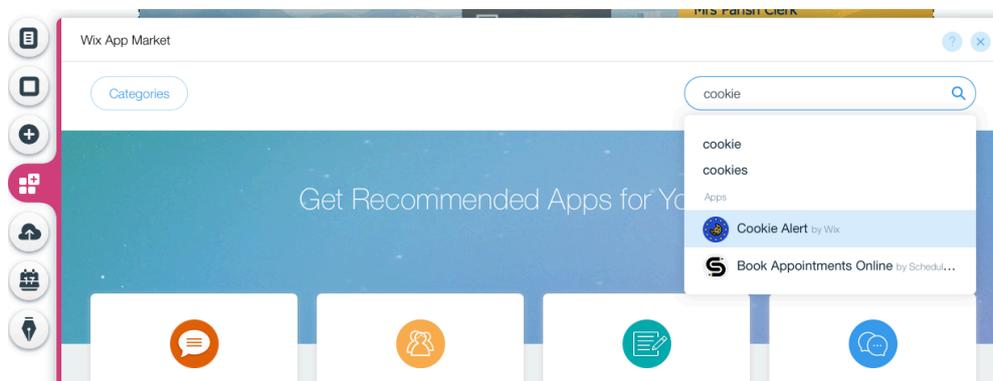
## Adding Cookie Consent

WIX websites, like most websites, use cookies to store small amounts of data on a user's computer. Your site should warn users that cookies are used and seek their consent to continue using the site with that in mind. You may have seen the cookie acceptance button that appears at the top or bottom of the screen when you visit a site for the first time. If you don't know what cookies are, the BBC has a useful explanation here: <http://www.bbc.co.uk/webwise/guides/about-cookies>

WIX has some slightly more detailed information about how WIX websites use cookies here: <https://support.wix.com/en/article/site-compliance-with-the-european-union-cookie-law>

Once you are in the WIX Editor for your website (it doesn't matter which page you are on), you need to add the WIX Cookie Alert app to your site, then configure it as follows:

Click on the Add Apps button in the left-hand menu, then search for 'Cookie'. The top result should be the Cookie Alert app. Click on this, and then on 'Open App' to add it to your site.



Like the Add... Text process above, this will initially place a text box into the middle of your page with the text 'Use of Cookies' in it. It is convention to add this to the page footer (so that it appears on every page) so you will need to drag it there. As before, when you get close to the footer you'll see an 'Move to Footer' button appear when you should press. Then manoeuvre the

text box into a neat position along with the other elements in the footer. Click on the Settings button associated with the text box to get the cookie notice properly set up.

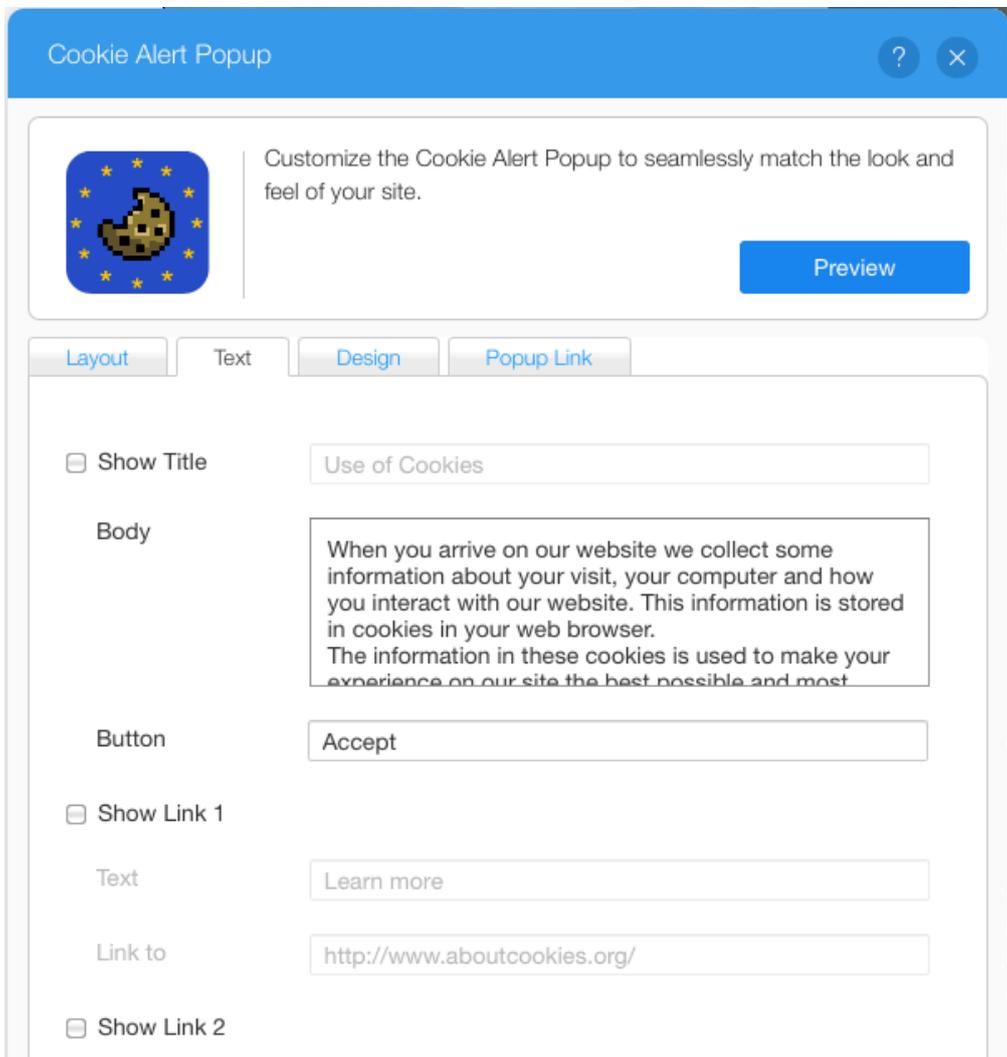
You should now see a Cookie Alert Popup configuration window with 4 tabs: Layout, Text, Design and Popup Link. I recommend you make the following changes in each tab:

**Layout** - you can leave all the settings as they are here

**Text** - change the text in the Body field to the following (which you can copy and paste into that box, or type in if you prefer)

When you arrive on our website we collect some information about your visit, your computer and how you interact with our website. This information is stored in cookies in your web browser. The information in these cookies is used to make your experience on our site the best possible and most convenient.

Then change the button label to 'Accept' instead of 'Got it' and finally untick Show Link 1



Cookie Alert Popup

Customize the Cookie Alert Popup to seamlessly match the look and feel of your site.

Preview

Layout Text Design Popup Link

Show Title Use of Cookies

Body

When you arrive on our website we collect some information about your visit, your computer and how you interact with our website. This information is stored in cookies in your web browser. The information in these cookies is used to make your experience on our site the best possible and most

Button Accept

Show Link 1

Text Learn more

Link to <http://www.aboutcookies.org/>

Show Link 2

**Design** - the default settings here are usually OK, but you can amend the background colour or text colour here if you want to make it more consistent with the rest of your site.

**Popup Link** - Customise the link colour to be the same as the other text/links in your footer. For example, if the text in your footer is white, change the 'Color' in the drop-down menu to White and click OK.

Customize Link

Alignment

Text

Color

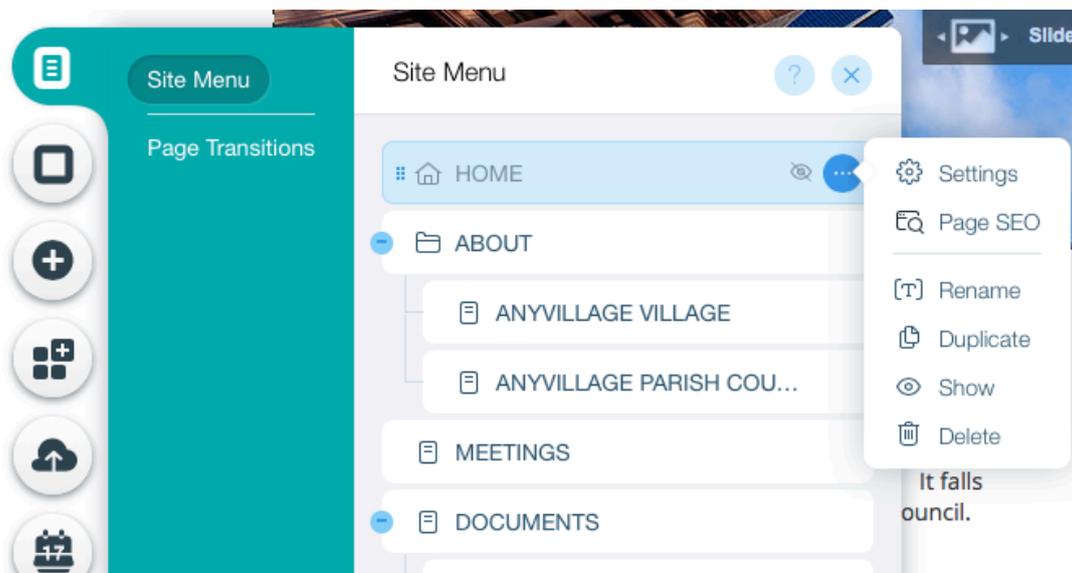
Style

Now simply close the Cookie Alert Popup window and you've completed the task!

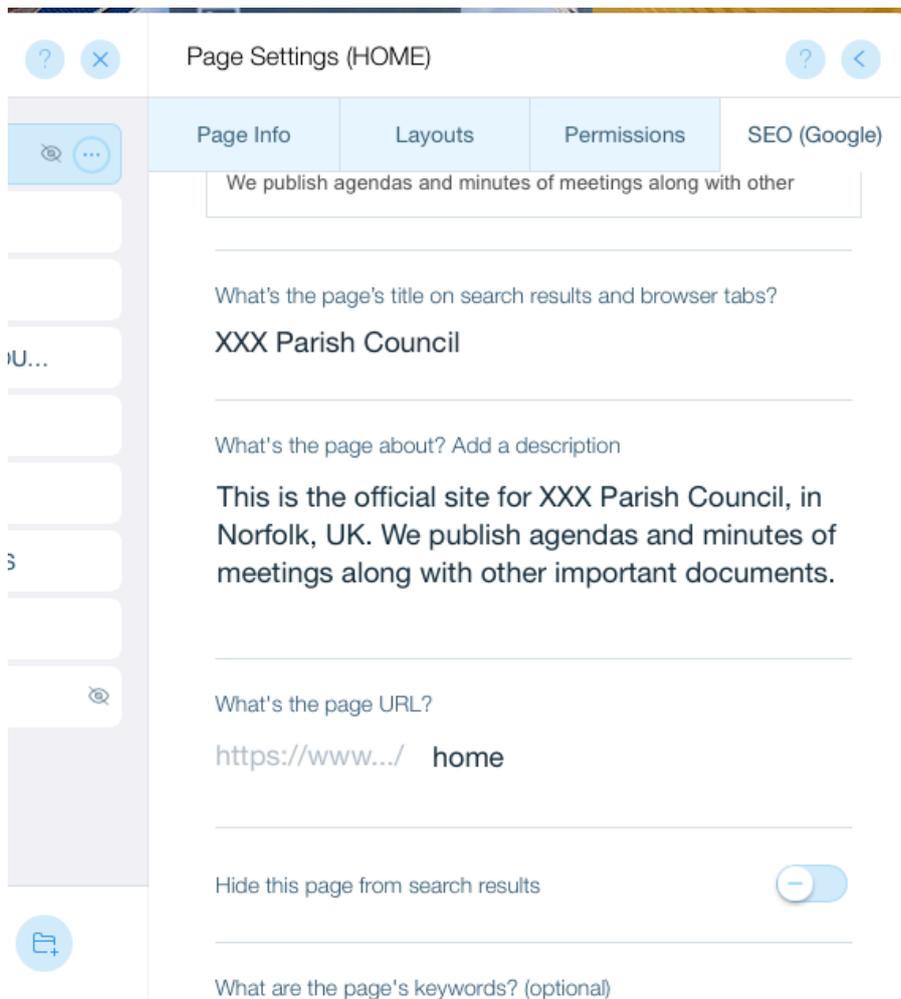
## Checking and Amending Search Engine Information

All web pages - including your WIX website - have some information and settings associated with them that you don't see when you view the page, or the site, as a user. But this information is visible to search engines like Google, and they use it to help add detail to the indexing of your site. It's therefore important that you know where to find it and how to edit it.

In the WIX editor, click on the Menus and Pages button from the top of the left-hand set of buttons. To view the searching engine information for a page, click on the 'circle with three dots in it' for that page and then click 'Page SEO'.



Next, looking at the 'SEO (Google)' tab, scroll down a little and check or amend the contents of each field shown:



**Page Title** - this is what appears in the browser tab, and also the result that appears in Google searches. I recommend that you use a hyphen or a 'pipe' to separate the council's name from the page name, but do make sure the council's name is on every page for best Google results. For example: 'XXX Parish Council - Meetings & Agendas' or 'XXX Parish Council | Meetings & Agendas'

**Description** - what appears in the Google result underneath the page title

**Page URL** - the address of this page. Check that this is meaningful, as short as practicable, and contains only letters and numbers, with words separated by hyphens (you can't use spaces, and this is not case sensitive so just use all lower case). Having a meaningful URL helps Google to index the page, and it may also help you in future if you want to publicise a specific page address on paper documents.

You may also want to add **Keywords** further down, if you'd like to emphasise specific ones to Google.

Once you've checked this, and amended the details for any or all pages, just Publish the site in the usual way to complete the task.

For assistance with any aspect of your site during the first year after training and development, or if you're an NPTS subscriber, please contact [steve.jackman@me.com](mailto:steve.jackman@me.com)